



## **2016 Primary Retail Trade Area Demographic Profile**

*College Station, Texas*

**Prepared for  
City of College Station  
January 2016**

## Pop-Facts Demographics

Description	CollegeStationTX-PrimRTA-Map-2016	
	Total	%
<b>Pop-Facts Summary</b>		
<b>Population</b>		
2021 Projection	231,155	
2016 Estimate	214,965	
2010 Census	195,077	
2000 Census	151,947	
Growth 2016 - 2021		7.53%
Growth 2010 - 2016		10.20%
Growth 2000 - 2010		28.38%
<b>Households</b>		
2021 Projection	85,576	
2016 Estimate	79,343	
2010 Census	71,850	
2000 Census	55,022	
Growth 2016 - 2021		7.86%
Growth 2010 - 2016		10.43%
Growth 2000 - 2010		30.58%
<b>Family Households</b>		
2021 Projection	46,002	
2016 Estimate	42,636	
2010 Census	38,477	
2000 Census	30,350	
Growth 2016 - 2021		7.90%
Growth 2010 - 2016		10.81%
Growth 2000 - 2010		26.78%

## Pop-Facts Demographics

Description	CollegeStationTX-PrimRTA-Map-2016	
	Total	%
<b>Pop-Facts Demographic Snapshot</b>		
<b>2016 Est. Population by Single-Classification Race</b>	<b>214,965</b>	
White Alone	154,218	71.74%
Black or African American Alone	23,587	10.97%
Amer. Indian and Alaska Native Alone	1,139	0.53%
Asian Alone	11,954	5.56%
Native Hawaiian and Other Pac. Isl. Alone	199	0.09%
Some Other Race Alone	18,087	8.41%
Two or More Races	5,781	2.69%
<b>2016 Est. Population by Hispanic or Latino Origin</b>	<b>214,965</b>	
Not Hispanic or Latino	160,268	74.56%
Hispanic or Latino	54,697	25.44%
Mexican	46,397	84.83%
Puerto Rican	752	1.38%
Cuban	387	0.71%
All Other Hispanic or Latino	7,161	13.09%
<b>2016 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>54,697</b>	
White Alone	33,124	60.56%
Black or African American Alone	709	1.30%
American Indian and Alaska Native Alone	474	0.87%
Asian Alone	123	0.23%
Native Hawaiian and Other Pacific Islander Alone	44	0.08%
Some Other Race Alone	17,824	32.59%
Two or More Races	2,399	4.39%
<b>2016 Est. Pop by Race, Asian Alone, by Category</b>	<b>11,954</b>	
Chinese, except Taiwanese	3,521	29.45%
Filipino	213	1.78%
Japanese	139	1.16%
Asian Indian	3,139	26.26%
Korean	1,862	15.58%
Vietnamese	911	7.62%

## Pop-Facts Demographics

Description	CollegeStationTX-PrimRTA-Map-2016	
	Total	%
Cambodian	19	0.16%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	312	2.61%
All Other Asian Races Including 2+ Category	1,838	15.37%

2016 Est. Population by Ancestry	214,965	
Arab	853	0.40%
Czech	3,346	1.56%
Danish	404	0.19%
Dutch	1,132	0.53%
English	11,199	5.21%
French (except Basque)	3,503	1.63%
French Canadian	432	0.20%
German	25,928	12.06%
Greek	341	0.16%
Hungarian	313	0.15%
Irish	10,893	5.07%
Italian	5,400	2.51%
Lithuanian	207	0.10%
United States or American	9,093	4.23%
Norwegian	1,046	0.49%
Polish	2,790	1.30%
Portuguese	34	0.02%
Russian	661	0.31%
Scottish	3,508	1.63%
Scotch-Irish	2,985	1.39%
Slovak	90	0.04%
Subsaharan African	715	0.33%
Swedish	868	0.40%
Swiss	174	0.08%
Ukrainian	131	0.06%
Welsh	742	0.35%
West Indian (except Hisp. groups)	158	0.07%
Other ancestries	94,928	44.16%
Ancestry Unclassified	33,091	15.39%

## Pop-Facts Demographics

Description	CollegeStationTX-PrimRTA-Map-2016	
	Total	%
<b>2016 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>201,667</b>	
Speak Only English at Home	152,988	75.86%
Speak Asian/Pac. Isl. Lang. at Home	7,333	3.64%
Speak IndoEuropean Language at Home	5,204	2.58%
Speak Spanish at Home	35,373	17.54%
Speak Other Language at Home	770	0.38%

<b>2016 Est. Population by Sex</b>	<b>214,965</b>	
Male	108,887	50.65%
Female	106,078	49.35%

<b>2016 Est. Population by Age</b>	<b>214,965</b>	
Age 0 - 4	13,298	6.19%
Age 5 - 9	12,914	6.01%
Age 10 - 14	11,909	5.54%
Age 15 - 17	8,002	3.72%
Age 18 - 20	20,777	9.67%
Age 21 - 24	36,635	17.04%
Age 25 - 34	33,152	15.42%
Age 35 - 44	23,352	10.86%
Age 45 - 54	19,377	9.01%
Age 55 - 64	17,046	7.93%
Age 65 - 74	10,794	5.02%
Age 75 - 84	5,391	2.51%
Age 85 and over	2,318	1.08%
Age 16 and over	174,243	81.06%
Age 18 and over	168,842	78.54%
Age 21 and over	148,065	68.88%
Age 65 and over	18,503	8.61%
<b>2016 Est. Median Age</b>	<b>26.2</b>	
<b>2016 Est. Average Age</b>	<b>32.4</b>	

<b>2016 Est. Male Population by Age</b>	<b>108,887</b>	
Age 0 - 4	6,798	6.24%
Age 5 - 9	6,590	6.05%
Age 10 - 14	6,074	5.58%
Age 15 - 17	3,996	3.67%

## Pop-Facts Demographics

Description	CollegeStationTX-PrimRTA-Map-2016	
	Total	%
Age 18 - 20	10,958	10.06%
Age 21 - 24	19,504	17.91%
Age 25 - 34	17,102	15.71%
Age 35 - 44	11,980	11.00%
Age 45 - 54	9,529	8.75%
Age 55 - 64	8,211	7.54%
Age 65 - 74	5,010	4.60%
Age 75 - 84	2,313	2.12%
Age 85 and over	822	0.75%
<b>2016 Est. Median Age, Male</b>	<b>25.3</b>	
<b>2016 Est. Average Age, Male</b>	<b>31.5</b>	

2016 Est. Female Population by Age		106,078
Age 0 - 4	6,499	6.13%
Age 5 - 9	6,324	5.96%
Age 10 - 14	5,835	5.50%
Age 15 - 17	4,005	3.78%
Age 18 - 20	9,819	9.26%
Age 21 - 24	17,131	16.15%
Age 25 - 34	16,050	15.13%
Age 35 - 44	11,372	10.72%
Age 45 - 54	9,849	9.28%
Age 55 - 64	8,835	8.33%
Age 65 - 74	5,784	5.45%
Age 75 - 84	3,078	2.90%
Age 85 and over	1,496	1.41%
<b>2016 Est. Median Age, Female</b>	<b>27.1</b>	
<b>2016 Est. Average Age, Female</b>	<b>33.2</b>	

2016 Est. Pop Age 15+ by Marital Status		176,844
Total, Never Married	87,795	49.65%
Males, Never Married	47,112	26.64%
Females, Never Married	40,683	23.01%
Married, Spouse present	60,415	34.16%
Married, Spouse absent	8,763	4.96%
Widowed	6,786	3.84%
Males Widowed	1,029	0.58%

## Pop-Facts Demographics

Description	CollegeStationTX-PrimRTA-Map-2016	
	Total	%
Females Widowed	5,757	3.26%
Divorced	13,084	7.40%
Males Divorced	6,635	3.75%
Females Divorced	6,449	3.65%

2016 Est. Pop Age 25+ by Edu. Attainment	111,431	
Less than 9th grade	8,083	7.25%
Some High School, no diploma	8,902	7.99%
High School Graduate (or GED)	23,156	20.78%
Some College, no degree	23,368	20.97%
Associate Degree	5,335	4.79%
Bachelor's Degree	23,285	20.90%
Master's Degree	10,996	9.87%
Professional School Degree	2,288	2.05%
Doctorate Degree	6,018	5.40%

2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	25,432	
No High School Diploma	10,580	41.60%
High School Graduate	6,434	25.30%
Some College or Associate's Degree	4,355	17.12%
Bachelor's Degree or Higher	4,063	15.98%

2016 Est. Households by Household Type	79,343	
Family Households	42,636	53.74%
Nonfamily Households	36,707	46.26%

2016 Est. Group Quarters Population	14,185	
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2016 HHs by Ethnicity, Hispanic/Latino	15,381	
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2016 Est. Households by HH Income	79,343	
Income < \$15,000	17,245	21.73%
Income \$15,000 - \$24,999	9,643	12.15%
Income \$25,000 - \$34,999	8,884	11.20%
Income \$35,000 - \$49,999	10,226	12.89%
Income \$50,000 - \$74,999	11,500	14.49%
Income \$75,000 - \$99,999	7,456	9.40%

## Pop-Facts Demographics

Description	CollegeStationTX-PrimRTA-Map-2016	
	Total	%
Income \$100,000 - \$124,999	5,056	6.37%
Income \$125,000 - \$149,999	3,136	3.95%
Income \$150,000 - \$199,999	2,929	3.69%
Income \$200,000 - \$249,999	1,238	1.56%
Income \$250,000 - \$499,999	1,465	1.85%
Income \$500,000+	566	0.71%
<b>2016 Est. Average Household Income</b>	<b>\$62,354</b>	
<b>2016 Est. Median Household Income</b>	<b>\$40,721</b>	

2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$45,358	
Black or African American Alone	\$29,332	
American Indian and Alaska Native Alone	\$39,404	
Asian Alone	\$26,066	
Native Hawaiian and Other Pacific Islander Alone	\$18,000	
Some Other Race Alone	\$36,691	
Two or More Races	\$35,578	
Hispanic or Latino	\$33,808	
Not Hispanic or Latino	\$43,024	

2016 Est. Family HH Type by Presence of Own Child.		
	<b>42,636</b>	
Married-Couple Family, own children	14,145	33.18%
Married-Couple Family, no own children	16,701	39.17%
Male Householder, own children	1,277	2.99%
Male Householder, no own children	2,134	5.00%
Female Householder, own children	4,953	11.62%
Female Householder, no own children	3,425	8.03%

2016 Est. Households by Household Size		
	<b>79,343</b>	
1-person	21,344	26.90%
2-person	25,525	32.17%
3-person	14,193	17.89%
4-person	10,743	13.54%
5-person	4,549	5.73%
6-person	1,829	2.31%

## Pop-Facts Demographics

Description	CollegeStationTX-PrimRTA-Map-2016	
	Total	%
7-or-more-person	1,158	1.46%
<b>2016 Est. Average Household Size</b>	<b>2.53</b>	
<b>2016 Est. Households by Presence of People Under 18</b>	<b>79,343</b>	
<b>Households with 1 or More People under Age 18:</b>	<b>22,510</b>	<b>28.37%</b>
Married-Couple Family	15,050	66.86%
Other Family, Male Householder	1,529	6.79%
Other Family, Female Householder	5,699	25.32%
Nonfamily, Male Householder	136	0.61%
Nonfamily, Female Householder	97	0.43%
<b>Households with No People under Age 18:</b>	<b>56,832</b>	<b>71.63%</b>
Married-Couple Family	15,800	27.80%
Other Family, Male Householder	1,880	3.31%
Other Family, Female Householder	2,683	4.72%
Nonfamily, Male Householder	18,559	32.66%
Nonfamily, Female Householder	17,910	31.51%
<b>2016 Est. Households by Number of Vehicles</b>	<b>79,343</b>	
No Vehicles	5,615	7.08%
1 Vehicle	27,990	35.28%
2 Vehicles	30,701	38.69%
3 Vehicles	10,798	13.61%
4 Vehicles	3,230	4.07%
5 or more Vehicles	1,010	1.27%
<b>2016 Est. Average Number of Vehicles</b>	<b>1.8</b>	
<b>2016 Est. Families by Poverty Status</b>	<b>42,636</b>	
2016 Families at or Above Poverty	35,912	84.23%
2016 Families at or Above Poverty with Children	17,435	40.89%
2016 Families Below Poverty	6,724	15.77%
2016 Families Below Poverty with Children	5,356	12.56%
<b>2016 Est. Pop Age 16+ by Employment Status</b>	<b>174,243</b>	
In Armed Forces	205	0.12%
Civilian - Employed	101,716	58.38%

## Pop-Facts Demographics

Description	CollegeStationTX-PrimRTA-Map-2016	
	Total	%
Civilian - Unemployed	8,220	4.72%
Not in Labor Force	64,101	36.79%

2016 Est. Civ. Employed Pop 16+ by Class of Worker	101,236	
For-Profit Private Workers	60,909	60.16%
Non-Profit Private Workers	5,876	5.80%
Local Government Workers	6,812	6.73%
State Government Workers	18,002	17.78%
Federal Government Workers	1,180	1.17%
Self-Employed Workers	8,307	8.21%
Unpaid Family Workers	151	0.15%

2016 Est. Civ. Employed Pop 16+ by Occupation	101,236	
Architect/Engineer	1,722	1.70%
Arts/Entertainment/Sports	2,466	2.44%
Building Grounds Maintenance	3,907	3.86%
Business/Financial Operations	3,548	3.50%
Community/Social Services	1,375	1.36%
Computer/Mathematical	1,862	1.84%
Construction/Extraction	5,696	5.63%
Education/Training/Library	11,142	11.01%
Farming/Fishing/Forestry	1,123	1.11%
Food Prep/Serving	7,343	7.25%
Health Practitioner/Technician	4,131	4.08%
Healthcare Support	1,599	1.58%
Maintenance Repair	2,153	2.13%
Legal	466	0.46%
Life/Physical/Social Science	2,595	2.56%
Management	9,820	9.70%
Office/Admin. Support	12,730	12.57%
Production	4,663	4.61%
Protective Services	2,525	2.49%
Sales/Related	12,012	11.87%
Personal Care/Service	3,477	3.43%
Transportation/Moving	4,881	4.82%

2016 Est. Pop 16+ by Occupation Classification	101,236	
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## Pop-Facts Demographics

Description	CollegeStationTX-PrimRTA-Map-2016	
	Total	%
Blue Collar	17,394	17.18%
White Collar	63,869	63.09%
Service and Farm	19,973	19.73%

2016 Est. Workers Age 16+ by Transp. to Work	99,225	
Drove Alone	74,027	74.60%
Car Pooled	12,678	12.78%
Public Transportation	3,170	3.19%
Walked	4,199	4.23%
Bicycle	1,395	1.41%
Other Means	748	0.75%
Worked at Home	3,008	3.03%

2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	42,810	
15 - 29 Minutes	41,199	
30 - 44 Minutes	7,184	
45 - 59 Minutes	1,195	
60 or more Minutes	3,846	
<b>2016 Est. Avg Travel Time to Work in Minutes</b>	<b>20.00</b>	

2016 Est. Occupied Housing Units by Tenure	79,343	
Owner Occupied	36,376	45.85%
Renter Occupied	42,966	54.15%

2016 Owner Occ. HUs: Avg. Length of Residence	13.9	

2016 Renter Occ. HUs: Avg. Length of Residence	5.9	

2016 Est. Owner-Occupied Housing Units by Value	36,376	
Value Less than \$20,000	1,432	3.94%
Value \$20,000 - \$39,999	1,616	4.44%
Value \$40,000 - \$59,999	1,423	3.91%
Value \$60,000 - \$79,999	2,083	5.73%
Value \$80,000 - \$99,999	2,011	5.53%

## Pop-Facts Demographics

Description	CollegeStationTX-PrimRTA-Map-2016	
	Total	%
Value \$100,000 - \$149,999	6,776	18.63%
Value \$150,000 - \$199,999	8,297	22.81%
Value \$200,000 - \$299,999	6,829	18.77%
Value \$300,000 - \$399,999	2,803	7.71%
Value \$400,000 - \$499,999	1,440	3.96%
Value \$500,000 - \$749,999	1,145	3.15%
Value \$750,000 - \$999,999	362	1.00%
Value \$1,000,000 or more	160	0.44%
<b>2016 Est. Median All Owner-Occupied Housing Value</b>	<b>\$167,159</b>	

2016 Est. Housing Units by Units in Structure	85,624	
1 Unit Attached	3,791	4.43%
1 Unit Detached	42,688	49.85%
2 Units	4,412	5.15%
3 or 4 Units	7,633	8.91%
5 to 19 Units	13,243	15.47%
20 to 49 Units	3,693	4.31%
50 or More Units	4,101	4.79%
Mobile Home or Trailer	5,931	6.93%
Boat, RV, Van, etc.	134	0.16%

2016 Est. Housing Units by Year Structure Built	85,624	
Housing Units Built 2010 or later	9,147	10.68%
Housing Units Built 2000 to 2009	20,086	23.46%
Housing Units Built 1990 to 1999	14,751	17.23%
Housing Units Built 1980 to 1989	15,784	18.43%
Housing Units Built 1970 to 1979	13,694	15.99%
Housing Units Built 1960 to 1969	4,819	5.63%
Housing Units Built 1950 to 1959	4,043	4.72%
Housing Units Built 1940 to 1949	1,606	1.88%
Housing Unit Built 1939 or Earlier	1,694	1.98%
<b>2016 Est. Median Year Structure Built</b>	<b>1991</b>	