TheRetailCoach®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS
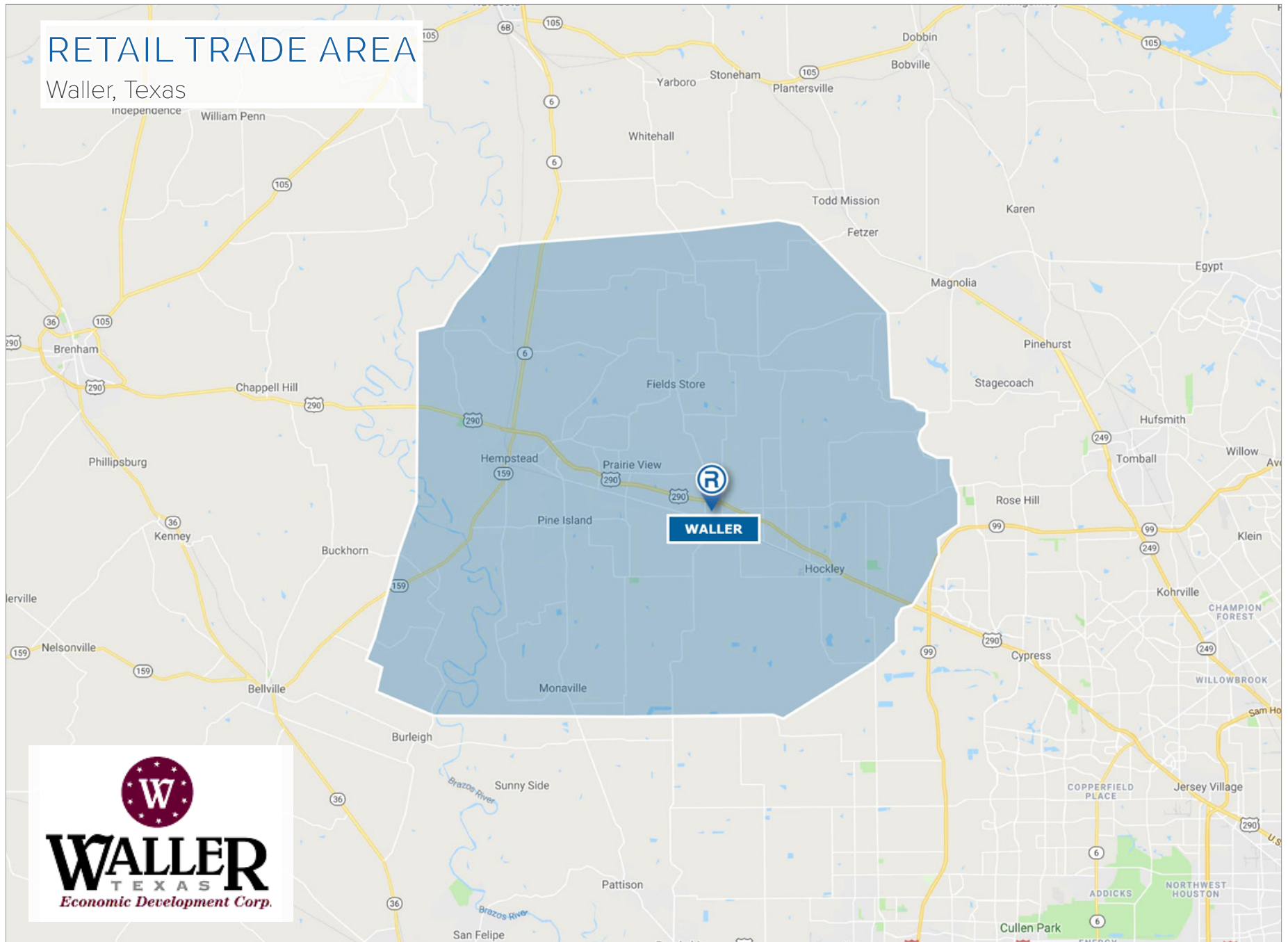Waller, Texas

Prepared for
City of Waller Economic Development Corporation
April 2019

WALLER
TEXAS
Economic Development Corp.

RETAIL TRADE AREA
Waller, Texas

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2

RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS
Waller, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
44, 45, 722	**Total retail trade including food and drinking places**	**$888,357,870**	**$169,737,334**	**$718,620,536**	**0.19**
441	Motor vehicle and parts dealers	$220,135,688	$8,620,609	$211,515,079	0.04
4411	Automobile dealers	$192,217,310	$413,117	$191,804,193	0.00
4412	Other motor vehicle dealers	$13,076,746	$3,334,994	$9,741,752	0.26
4413	Automotive parts, accessories, and tire stores	$14,841,631	$4,872,498	$9,969,133	0.33
442	Furniture and home furnishings stores	$18,788,179	$4,253,831	$14,534,348	0.23
4421	Furniture stores	$10,327,988	$4,253,831	$6,074,157	0.41
4422	Home furnishings stores	$8,460,191	$0	$8,460,191	0.00
443	Electronics and appliance stores	$14,721,398	$478,842	$14,242,556	0.03
443141	Household appliance stores	$1,879,669	$429,512	$1,450,157	0.23
443142	Electronics stores	$12,841,730	$49,330	$12,792,400	0.00
444	Building material and garden equipment and supplies dealers	$54,943,448	$15,242,388	$39,701,060	0.28
4441	Building material and supplies dealers	$47,999,293	$11,350,751	$36,648,542	0.24
44411	Home centers	$26,237,741	$6,119,622	$20,118,119	0.23
44412	Paint and wallpaper stores	$1,058,149	$0	$1,058,149	0.00
44413	Hardware stores	$3,740,231	$1,175,664	$2,564,567	0.31
44419	Other building material dealers	$16,963,172	$4,055,465	$12,907,707	0.24
4442	Lawn and garden equipment and supplies stores	$6,944,154	$3,891,637	$3,052,517	0.56
44421	Outdoor power equipment stores	$757,498	$3,497,229	-$2,739,731	4.62
44422	Nursery, garden center, and farm supply stores	$6,186,656	$394,408	$5,792,248	0.06
445	Food and beverage stores	$105,672,093	$17,252,325	$88,419,768	0.16
4451	Grocery stores	$96,245,142	$14,669,554	$81,575,588	0.15
44511	Supermarkets and other grocery (except convenience) stores	$91,825,171	$13,668,653	$78,156,518	0.15
44512	Convenience stores	$4,419,971	$1,000,901	$3,419,070	0.23
4452	Specialty food stores	$2,804,254	$23,494	$2,780,760	0.01
4453	Beer, wine, and liquor stores	$6,622,697	$2,559,277	$4,063,420	0.39

*Positive numbers denote leakage, negative numbers denote a surplus.
†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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446	Health and personal care stores	$43,720,796	$13,804,374	$29,916,422	0.32
44611	Pharmacies and drug stores	$35,198,124	$12,563,759	$22,634,365	0.36
44612	Cosmetics, beauty supplies, and perfume stores	$3,309,180	$875,863	$2,433,317	0.26
44613	Optical goods stores	$1,888,658	$364,752	$1,523,906	0.19
44619	Other health and personal care stores	$3,324,834	$0	$3,324,834	0.00
447	Gasoline stations	$89,937,521	$67,216,482	$22,721,039	0.75
448	Clothing and clothing accessories stores	$40,089,222	$957,765	$39,131,457	0.02
4481	Clothing stores	$28,990,550	$702,400	$28,288,150	0.02
44811	Men's clothing stores	$1,229,769	$0	$1,229,769	0.00
44812	Women's clothing stores	$5,548,020	$0	$5,548,020	0.00
44813	Children's and infants' clothing stores	$1,504,256	$0	$1,504,256	0.00
44814	Family clothing stores	$17,358,340	$387,925	$16,970,415	0.02
44815	Clothing accessories stores	$1,464,339	$0	$1,464,339	0.00
44819	Other clothing stores	$1,885,825	$314,475	$1,571,350	0.17
4482	Shoe stores	$5,710,330	$0	$5,710,330	0.00
4483	Jewelry, luggage, and leather goods stores	$5,388,342	$255,365	$5,132,977	0.05
44831	Jewelry stores	$4,903,784	$255,365	$4,648,419	0.05
44832	Luggage and leather goods stores	$484,558	$0	$484,558	0.00
451	Sporting goods, hobby, musical instrument, and book stores	$13,085,498	$458,609	$12,626,889	0.04
4511	Sporting goods, hobby, and musical instrument stores	$11,671,313	$458,609	$11,212,704	0.04
45111	Sporting goods stores	$7,424,116	$458,609	$6,965,507	0.06
45112	Hobby, toy, and game stores	$3,163,938	$0	$3,163,938	0.00
45113	Sewing, needlework, and piece goods stores	$424,036	$0	$424,036	0.00
45114	Musical instrument and supplies stores	$659,223	$0	$659,223	0.00
4512	Book stores and news dealers	$1,414,185	$0	$1,414,185	0.00

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
452	General merchandise stores	$107,383,514	$10,601,647	$96,781,867	0.10
4522	Department stores	$17,586,833	$0	$17,586,833	0.00
4523	Other general merchandise stores	$89,796,681	$10,601,647	$79,195,034	0.12
453	Miscellaneous store retailers	$13,074,013	$6,120,041	$6,953,972	0.47
4531	Florists	$813,446	$45,341	$768,105	0.06
4532	Office supplies, stationery, and gift stores	$3,008,397	$64,389	$2,944,008	0.02
45321	Office supplies and stationery stores	$1,229,542	$0	$1,229,542	0.00
45322	Gift, novelty, and souvenir stores	$1,778,855	$64,389	$1,714,466	0.04
4533	Used merchandise stores	$2,820,188	$303,273	$2,516,915	0.11
4539	Other miscellaneous store retailers	$6,431,981	$5,707,038	$724,943	0.89
45391	Pet and pet supplies stores	$2,902,010	$2,353,238	$548,772	0.81
45399	All other miscellaneous store retailers	$3,529,971	$3,353,800	$176,171	0.95
454	Non-store retailers	$62,471,451	$3,732,926	$58,738,525	0.06
722	Food services and drinking places	$104,335,051	$20,997,495	$83,337,556	0.20
7223	Special food services	$6,761,227	$0	$6,761,227	0.00
7224	Drinking places (alcoholic beverages)	$4,860,744	$0	$4,860,744	0.00
7225	Restaurants and other eating places	$92,713,080	$20,997,495	$71,715,585	0.23
722511	Full-service restaurants	$41,561,987	$4,081,664	$37,480,323	0.10
722513	Limited-service restaurants	$44,918,650	$16,700,200	$28,218,450	0.37
722514	Cafeterias, grill buffets, and buffets	$2,066,123	$0	$2,066,123	0.00
722515	Snack and nonalcoholic beverage bars	$4,166,321	$215,631	$3,950,690	0.05

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	56,623	
2019 Estimate	51,795	
2010 Census	42,628	
2000 Census	32,147	
Growth 2019 - 2024		9.32%
Growth 2010 - 2019		21.51%
Growth 2000 - 2010		32.60%
2019 Est. Population by Single-Classification Race	51,795	
White Alone	29,561	57.07%
Black or African American Alone	11,885	22.95%
Amer. Indian and Alaska Native Alone	481	0.93%
Asian Alone	599	1.16%
Native Hawaiian and Other Pacific Island Alone	26	0.05%
Some Other Race Alone	7,983	15.41%
Two or More Races	1,261	2.44%
2019 Est. Population by Hispanic or Latino Origin	51,795	
Not Hispanic or Latino	36,430	70.34%
Hispanic or Latino	15,366	29.67%
Mexican	13,385	87.11%
Puerto Rican	127	0.83%
Cuban	68	0.44%
All Other Hispanic or Latino	1,784	11.61%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	15,366	
White Alone	6,407	41.70%
Black or African American Alone	205	1.33%
American Indian and Alaska Native Alone	248	1.61%
Asian Alone	7	0.05%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	7,890	51.35%
Two or More Races	607	3.95%
2019 Est. Pop by Race, Asian Alone, by Category	599	
Chinese, except Taiwanese	105	17.53%
Filipino	139	23.21%
Japanese	4	0.67%
Asian Indian	90	15.03%
Korean	11	1.84%
Vietnamese	59	9.85%
Cambodian	4	0.67%
Hmong	0	0.00%
Laotian	113	18.87%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	74	12.35%

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	51,795	
Arab	24	0.05%
Czech	175	0.34%
Danish	31	0.06%
Dutch	225	0.43%
English	2,011	3.88%
French (except Basque)	811	1.57%
French Canadian	45	0.09%
German	5,226	10.09%
Greek	75	0.15%
Hungarian	4	0.01%
Irish	2,140	4.13%
Italian	604	1.17%
Lithuanian	0	0.00%
United States or American	2,368	4.57%
Norwegian	110	0.21%
Polish	503	0.97%
Portuguese	13	0.03%
Russian	83	0.16%
Scottish	361	0.70%
Scotch-Irish	432	0.83%
Slovak	6	0.01%
Subsaharan African	786	1.52%
Swedish	98	0.19%
Swiss	16	0.03%
Ukrainian	33	0.06%
Welsh	109	0.21%
West Indian (except Hisp. groups)	117	0.23%
Other ancestries	29,136	56.25%
Ancestry Unclassified	6,256	12.08%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	36,241	74.86%
Speak Asian/Pacific Island Language at Home	404	0.84%
Speak IndoEuropean Language at Home	449	0.93%
Speak Spanish at Home	11,144	23.02%
Speak Other Language at Home	172	0.36%
2019 Est. Population by Age	51,795	
Age 0 - 4	3,386	6.54%
Age 5 - 9	3,468	6.70%
Age 10 - 14	3,529	6.81%
Age 15 - 17	2,290	4.42%
Age 18 - 20	4,894	9.45%
Age 21 - 24	5,024	9.70%
Age 25 - 34	6,015	11.61%
Age 35 - 44	5,412	10.45%
Age 45 - 54	5,614	10.84%
Age 55 - 64	5,803	11.20%
Age 65 - 74	3,996	7.72%
Age 75 - 84	1,811	3.50%
Age 85 and over	554	1.07%
Age 16 and over	40,673	78.53%
Age 18 and over	39,122	75.53%
Age 21 and over	34,229	66.09%
Age 65 and over	6,361	12.28%
2019 Est. Median Age		29.57
2019 Est. Average Age		35.19

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Waller, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Sex	51,795	
Male	25,672	49.57%
Female	26,123	50.44%
2019 Est. Male Population by Age	25,672	
Age 0 - 4	1,720	6.70%
Age 5 - 9	1,761	6.86%
Age 10 - 14	1,807	7.04%
Age 15 - 17	1,167	4.55%
Age 18 - 20	2,285	8.90%
Age 21 - 24	2,521	9.82%
Age 25 - 34	3,051	11.89%
Age 35 - 44	2,705	10.54%
Age 45 - 54	2,742	10.68%
Age 55 - 64	2,887	11.25%
Age 65 - 74	1,976	7.70%
Age 75 - 84	839	3.27%
Age 85 and over	211	0.82%
2019 Est. Median Age, Male		29.22
2019 Est. Average Age, Male		34.68

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	26,123	
Age 0 - 4	1,665	6.37%
Age 5 - 9	1,707	6.54%
Age 10 - 14	1,723	6.60%
Age 15 - 17	1,123	4.30%
Age 18 - 20	2,609	9.99%
Age 21 - 24	2,503	9.58%
Age 25 - 34	2,964	11.35%
Age 35 - 44	2,707	10.36%
Age 45 - 54	2,872	10.99%
Age 55 - 64	2,916	11.16%
Age 65 - 74	2,020	7.73%
Age 75 - 84	972	3.72%
Age 85 and over	342	1.31%
2019 Est. Median Age, Female		29.95
2019 Est. Average Age, Female		35.71
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	15,970	38.56%
Males, Never Married	7,954	19.21%
Females, Never Married	8,016	19.36%
Married, Spouse present	18,219	43.99%
Married, Spouse absent	1,807	4.36%
Widowed	1,941	4.69%
Males Widowed	517	1.25%
Females Widowed	1,424	3.44%
Divorced	3,476	8.39%
Males Divorced	1,658	4.00%
Females Divorced	1,817	4.39%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,066	10.5%
Some High School, no diploma	2,948	10.1%
High School Graduate (or GED)	8,629	29.5%
Some College, no degree	6,866	23.5%
Associate Degree	1,872	6.4%
Bachelor's Degree	3,954	13.5%
Master's Degree	1,420	4.9%
Professional School Degree	256	0.9%
Doctorate Degree	195	0.7%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,930	52.97%
High School Graduate	1,972	26.58%
Some College or Associate's Degree	1,127	15.19%
Bachelor's Degree or Higher	392	5.28%
Households		
2024 Projection	18,219	
2019 Estimate	16,655	
2010 Census	13,748	
2000 Census	10,307	
Growth 2019 - 2024		9.39%
Growth 2010 - 2019		21.15%
Growth 2000 - 2010		33.39%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	16,655	
Family Households	12,280	73.73%
Nonfamily Households	4,374	26.26%
2019 Est. Group Quarters Population	4,328	
2019 Households by Ethnicity, Hispanic/Latino	3,747	
2019 Est. Households by Household Income	16,655	
Income < $15,000	1,699	10.20%
Income $15,000 - $24,999	1,635	9.82%
Income $25,000 - $34,999	1,604	9.63%
Income $35,000 - $49,999	2,097	12.59%
Income $50,000 - $74,999	2,682	16.10%
Income $75,000 - $99,999	2,220	13.33%
Income $100,000 - $124,999	1,570	9.43%
Income $125,000 - $149,999	1,007	6.05%
Income $150,000 - $199,999	976	5.86%
Income $200,000 - $249,999	430	2.58%
Income $250,000 - $499,999	529	3.18%
Income $500,000+	205	1.23%
2019 Est. Average Household Income		$85,631
2019 Est. Median Household Income		$61,183

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$75,533
Black or African American Alone		$38,350
American Indian and Alaska Native Alone		$43,568
Asian Alone		$61,551
Native Hawaiian and Other Pacific Islander Alone		$100,000
Some Other Race Alone		$46,213
Two or More Races		$35,963
Hispanic or Latino		$44,138
Not Hispanic or Latino		$68,018
2019 Est. Family HH Type by Presence of Own Child.	12,280	
Married-Couple Family, own children	4,105	33.43%
Married-Couple Family, no own children	5,246	42.72%
Male Householder, own children	434	3.53%
Male Householder, no own children	466	3.80%
Female Householder, own children	1,102	8.97%
Female Householder, no own children	926	7.54%
2019 Est. Households by Household Size	16,655	
1-person	3,337	20.04%
2-person	5,452	32.74%
3-person	2,861	17.18%
4-person	2,474	14.85%
5-person	1,407	8.45%
6-person	668	4.01%
7-or-more-person	457	2.74%
2019 Est. Average Household Size		2.85

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	16,655	
Households with 1 or More People under Age 18:	6,455	38.76%
Married-Couple Family	4,502	69.74%
Other Family, Male Householder	541	8.38%
Other Family, Female Householder	1,360	21.07%
Nonfamily, Male Householder	37	0.57%
Nonfamily, Female Householder	15	0.23%
Households with No People under Age 18:	10,200	61.24%
Married-Couple Family	4,851	47.56%
Other Family, Male Householder	356	3.49%
Other Family, Female Householder	667	6.54%
Nonfamily, Male Householder	2,195	21.52%
Nonfamily, Female Householder	2,131	20.89%
2019 Est. Households by Number of Vehicles	16,655	
No Vehicles	677	4.07%
1 Vehicle	4,384	26.32%
2 Vehicles	6,500	39.03%
3 Vehicles	3,499	21.01%
4 Vehicles	1,208	7.25%
5 or more Vehicles	387	2.32%
2019 Est. Average Number of Vehicles		2.09

DESCRIPTION	DATA	%
Family Households		
2024 Projection	13,452	
2019 Estimate	12,280	
2010 Census	10,066	
2000 Census	7,745	
Growth 2019 - 2024		9.54%
Growth 2010 - 2019		22.00%
Growth 2000 - 2010		29.97%
2019 Est. Families by Poverty Status	12,280	
2019 Families at or Above Poverty	10,808	88.01%
2019 Families at or Above Poverty with Children	5,326	43.37%
2019 Families Below Poverty	1,472	11.99%
2019 Families Below Poverty with Children	1,075	8.75%
2019 Est. Pop 16+ by Employment Status	40,672	
Civilian Labor Force, Employed	22,555	55.45%
Civilian Labor Force, Unemployed	1,890	4.65%
Armed Forces	0	0.00%
Not in Labor Force	16,227	39.90%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	22,819	
For-Profit Private Workers	16,211	71.04%
Non-Profit Private Workers	1,126	4.94%
Local Government Workers	233	1.02%
State Government Workers	1,112	4.87%
Federal Government Workers	1,721	7.54%
Self-Employed Workers	2,400	10.52%
Unpaid Family Workers	16	0.07%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	22,819	
Architect/Engineer	432	1.89%
Arts/Entertainment/Sports	264	1.16%
Building Grounds Maintenance	1,169	5.12%
Business/Financial Operations	625	2.74%
Community/Social Services	240	1.05%
Computer/Mathematical	324	1.42%
Construction/Extraction	1,922	8.42%
Education/Training/Library	1,163	5.10%
Farming/Fishing/Forestry	295	1.29%
Food Prep/Serving	1,339	5.87%
Health Practitioner/Technician	924	4.05%
Healthcare Support	494	2.17%
Maintenance Repair	1,042	4.57%
Legal	223	0.98%
Life/Physical/Social Science	55	0.24%
Management	2,225	9.75%
Office/Admin. Support	3,429	15.03%
Production	1,554	6.81%
Protective Services	603	2.64%
Sales/Related	2,342	10.26%
Personal Care/Service	754	3.30%
Transportation/Moving	1,401	6.14%
2019 Est. Pop 16+ by Occupation Classification	22,819	
White Collar	12,246	53.67%
Blue Collar	5,920	25.94%
Service and Farm	4,654	20.40%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	22,146	
Drove Alone	17,262	77.95%
Car Pooled	2,188	9.88%
Public Transportation	166	0.75%
Walked	939	4.24%
Bicycle	36	0.16%
Other Means	336	1.52%
Worked at Home	1,218	5.50%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,509	
15 - 29 Minutes	5,006	
30 - 44 Minutes	4,116	
45 - 59 Minutes	2,884	
60 or more Minutes	4,493	
2019 Est. Avg Travel Time to Work in Minutes		37.18
2019 Est. Occupied Housing Units by Tenure	16,655	
Owner Occupied	12,140	72.89%
Renter Occupied	4,515	27.11%
2019 Owner Occ. HUs: Avg. Length of Residence		12.31
2019 Renter Occ. HUs: Avg. Length of Residence		6.18

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	16,655	
Value Less than $20,000	575	4.74%
Value $20,000 - $39,999	450	3.71%
Value $40,000 - $59,999	378	3.11%
Value $60,000 - $79,999	610	5.03%
Value $80,000 - $99,999	874	7.20%
Value $100,000 - $149,999	1,789	14.74%
Value $150,000 - $199,999	1,445	11.90%
Value $200,000 - $299,999	2,531	20.85%
Value $300,000 - $399,999	1,261	10.39%
Value $400,000 - $499,999	792	6.52%
Value $500,000 - $749,999	698	5.75%
Value $750,000 - $999,999	287	2.36%
Value $1,000,000 or $1,499,999	210	1.73%
Value $1,500,000 or $1,999,999	92	0.76%
Value $2,000,000+	147	1.21%
2019 Est. Median All Owner-Occupied Housing Value		$198,108
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	11,878	64.81%
1 Unit Detached	524	2.86%
2 Units	362	1.98%
3 or 4 Units	577	3.15%
5 to 19 Units	563	3.07%
20 to 49 Units	32	0.18%
50 or More Units	156	0.85%
Mobile Home or Trailer	4,164	22.72%
Boat, RV, Van, etc.	72	0.39%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Waller, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,515	13.72%
Housing Units Built 2010 to 2014	1,162	6.34%
Housing Units Built 2000 to 2009	4,617	25.19%
Housing Units Built 1990 to 1999	3,260	17.79%
Housing Units Built 1980 to 1989	2,442	13.33%
Housing Units Built 1970 to 1979	2,023	11.04%
Housing Units Built 1960 to 1969	1,014	5.53%
Housing Units Built 1950 to 1959	450	2.46%
Housing Units Built 1940 to 1949	362	1.98%
Housing Unit Built 1939 or Earlier	483	2.64%
2019 Est. Median Year Structure Built		1998

LOCATION
Waller, Texas
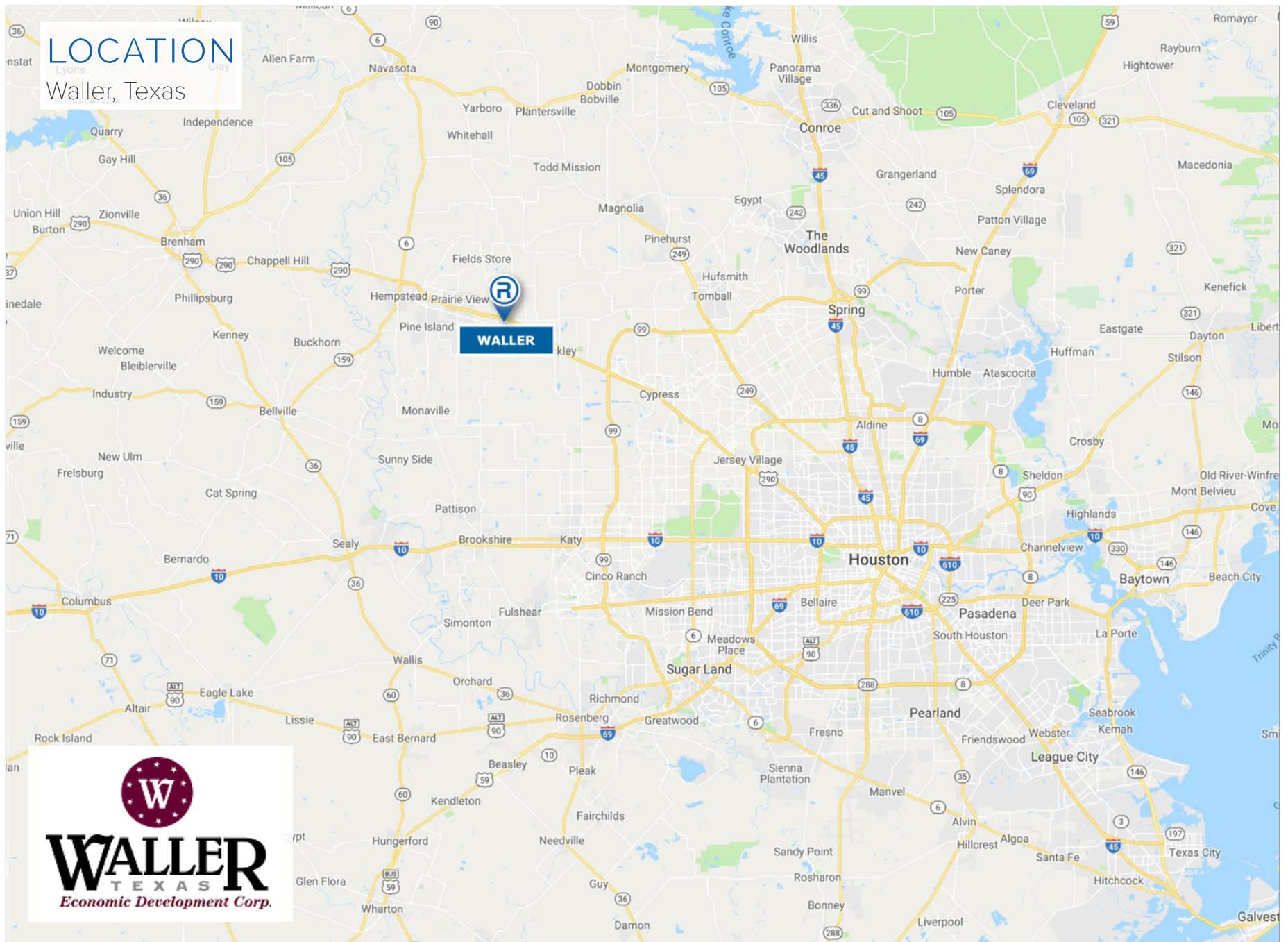
CONTACT **JOHN ISOM, DIRECTOR**

City of Waller Economic Development Corp. | 1018 Saunders Street | PO Box 888 | Waller, Texas 77484 | 936.931.5151
jisom@WallerEDC.org | www.WallerEDC.org   14

COMMUNITY • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	3,075	
2019 Estimate	2,861	
2010 Census	2,326	
2000 Census	2,068	
Growth 2019 - 2024		7.48%
Growth 2010 - 2019		23.00%
Growth 2000 - 2010		12.48%
2019 Est. Population by Single-Classification Race	2,861	
White Alone	1,865	65.19%
Black or African American Alone	523	18.28%
Amer. Indian and Alaska Native Alone	20	0.70%
Asian Alone	29	1.01%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	310	10.84%
Two or More Races	114	3.99%
2019 Est. Population by Hispanic or Latino Origin	2,861	
Not Hispanic or Latino	2,042	71.37%
Hispanic or Latino	819	28.63%
Mexican	712	86.94%
Puerto Rican	4	0.49%
Cuban	4	0.49%
All Other Hispanic or Latino	99	12.09%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	819	
White Alone	434	52.99%
Black or African American Alone	20	2.44%
American Indian and Alaska Native Alone	9	1.10%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	304	37.12%
Two or More Races	52	6.35%
2019 Est. Pop by Race, Asian Alone, by Category	29	
Chinese, except Taiwanese	11	37.93%
Filipino	17	58.62%
Japanese	1	3.45%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	2,861	
Arab	0	0.00%
Czech	14	0.49%
Danish	2	0.07%
Dutch	10	0.35%
English	87	3.04%
French (except Basque)	30	1.05%
French Canadian	4	0.14%
German	316	11.05%
Greek	0	0.00%
Hungarian	1	0.04%
Irish	81	2.83%
Italian	23	0.80%
Lithuanian	0	0.00%
United States or American	131	4.58%
Norwegian	0	0.00%
Polish	25	0.87%
Portuguese	0	0.00%
Russian	11	0.39%
Scottish	33	1.15%
Scotch-Irish	20	0.70%
Slovak	0	0.00%
Subsaharan African	26	0.91%
Swedish	5	0.18%
Swiss	2	0.07%
Ukrainian	3	0.11%
Welsh	8	0.28%
West Indian (except Hisp. groups)	1	0.04%
Other ancestries	1,717	60.01%
Ancestry Unclassified	311	10.87%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,885	72.11%
Speak Asian/Pacific Island Language at Home	23	0.88%
Speak IndoEuropean Language at Home	11	0.42%
Speak Spanish at Home	687	26.28%
Speak Other Language at Home	8	0.31%
2019 Est. Population by Age	2,861	
Age 0 - 4	247	8.63%
Age 5 - 9	244	8.53%
Age 10 - 14	223	7.80%
Age 15 - 17	122	4.26%
Age 18 - 20	128	4.47%
Age 21 - 24	216	7.55%
Age 25 - 34	383	13.39%
Age 35 - 44	334	11.67%
Age 45 - 54	317	11.08%
Age 55 - 64	307	10.73%
Age 65 - 74	208	7.27%
Age 75 - 84	96	3.36%
Age 85 and over	36	1.26%
Age 16 and over	2,108	73.68%
Age 18 and over	2,025	70.78%
Age 21 and over	1,897	66.31%
Age 65 and over	340	11.88%
2019 Est. Median Age		31.19
2019 Est. Average Age		34.60

COMMUNITY • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Sex	2,861	
Male	1,423	49.74%
Female	1,438	50.26%
2019 Est. Male Population by Age	1,423	
Age 0 - 4	130	9.14%
Age 5 - 9	125	8.78%
Age 10 - 14	119	8.36%
Age 15 - 17	66	4.64%
Age 18 - 20	68	4.78%
Age 21 - 24	106	7.45%
Age 25 - 34	190	13.35%
Age 35 - 44	156	10.96%
Age 45 - 54	157	11.03%
Age 55 - 64	152	10.68%
Age 65 - 74	99	6.96%
Age 75 - 84	44	3.09%
Age 85 and over	11	0.77%
2019 Est. Median Age, Male		29.68
2019 Est. Average Age, Male		33.60

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	1,438	
Age 0 - 4	117	8.14%
Age 5 - 9	119	8.28%
Age 10 - 14	104	7.23%
Age 15 - 17	56	3.89%
Age 18 - 20	60	4.17%
Age 21 - 24	110	7.65%
Age 25 - 34	193	13.42%
Age 35 - 44	178	12.38%
Age 45 - 54	160	11.13%
Age 55 - 64	155	10.78%
Age 65 - 74	109	7.58%
Age 75 - 84	52	3.62%
Age 85 and over	25	1.74%
2019 Est. Median Age, Female		32.72
2019 Est. Average Age, Female		35.60
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	534	24.87%
Males, Never Married	327	15.23%
Females, Never Married	207	9.64%
Married, Spouse present	968	45.09%
Married, Spouse absent	235	10.95%
Widowed	131	6.10%
Males Widowed	6	0.28%
Females Widowed	125	5.82%
Divorced	279	13.00%
Males Divorced	93	4.33%
Females Divorced	186	8.66%

COMMUNITY • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	245	14.6%
Some High School, no diploma	160	9.5%
High School Graduate (or GED)	596	35.5%
Some College, no degree	356	21.2%
Associate Degree	85	5.1%
Bachelor's Degree	161	9.6%
Master's Degree	65	3.9%
Professional School Degree	3	0.2%
Doctorate Degree	10	0.6%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	218	56.48%
High School Graduate	115	29.79%
Some College or Associate's Degree	35	9.07%
Bachelor's Degree or Higher	18	4.66%
Households		
2024 Projection	1,147	
2019 Estimate	1,063	
2010 Census	862	
2000 Census	751	
Growth 2019 - 2024		7.90%
Growth 2010 - 2019		23.32%
Growth 2000 - 2010		14.78%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	1,063	
Family Households	743	69.90%
Nonfamily Households	320	30.10%
2019 Est. Group Quarters Population	10	
2019 Households by Ethnicity, Hispanic/Latino	226	
2019 Est. Households by Household Income	1,063	
Income < $15,000	150	14.11%
Income $15,000 - $24,999	128	12.04%
Income $25,000 - $34,999	178	16.75%
Income $35,000 - $49,999	131	12.32%
Income $50,000 - $74,999	122	11.48%
Income $75,000 - $99,999	106	9.97%
Income $100,000 - $124,999	96	9.03%
Income $125,000 - $149,999	68	6.40%
Income $150,000 - $199,999	47	4.42%
Income $200,000 - $249,999	15	1.41%
Income $250,000 - $499,999	15	1.41%
Income $500,000+	7	0.66%
2019 Est. Average Household Income		$67,860
2019 Est. Median Household Income		$42,299

COMMUNITY • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$58,408
Black or African American Alone		$25,801
American Indian and Alaska Native Alone		$112,500
Asian Alone		$45,485
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$29,556
Two or More Races		$27,820
Hispanic or Latino		$35,466
Not Hispanic or Latino		$47,200
2019 Est. Family HH Type by Presence of Own Child.	743	
Married-Couple Family, own children	242	32.57%
Married-Couple Family, no own children	265	35.67%
Male Householder, own children	26	3.50%
Male Householder, no own children	33	4.44%
Female Householder, own children	110	14.81%
Female Householder, no own children	67	9.02%
2019 Est. Households by Household Size	1,063	
1-person	250	23.52%
2-person	328	30.86%
3-person	192	18.06%
4-person	163	15.33%
5-person	80	7.53%
6-person	35	3.29%
7-or-more-person	15	1.41%
2019 Est. Average Household Size		2.68

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	1,063	
Households with 1 or More People under Age 18:	427	40.17%
Married-Couple Family	256	59.95%
Other Family, Male Householder	37	8.67%
Other Family, Female Householder	129	30.21%
Nonfamily, Male Householder	3	0.70%
Nonfamily, Female Householder	2	0.47%
Households with No People under Age 18:	636	59.83%
Married-Couple Family	250	39.31%
Other Family, Male Householder	21	3.30%
Other Family, Female Householder	49	7.70%
Nonfamily, Male Householder	142	22.33%
Nonfamily, Female Householder	174	27.36%
2019 Est. Households by Number of Vehicles	1,063	
No Vehicles	117	11.01%
1 Vehicle	276	25.96%
2 Vehicles	377	35.47%
3 Vehicles	155	14.58%
4 Vehicles	118	11.10%
5 or more Vehicles	20	1.88%
2019 Est. Average Number of Vehicles		2

COMMUNITY • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
Family Households		
2024 Projection	802	
2019 Estimate	743	
2010 Census	596	
2000 Census	525	
Growth 2019 - 2024		7.94%
Growth 2010 - 2019		24.66%
Growth 2000 - 2010		13.52%
2019 Est. Families by Poverty Status	743	
2019 Families at or Above Poverty	624	83.98%
2019 Families at or Above Poverty with Children	290	39.03%
2019 Families Below Poverty	119	16.02%
2019 Families Below Poverty with Children	106	14.27%
2019 Est. Pop 16+ by Employment Status	2,108	
Civilian Labor Force, Employed	1,239	58.78%
Civilian Labor Force, Unemployed	79	3.75%
Armed Forces	0	0.00%
Not in Labor Force	790	37.48%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	1,339	
For-Profit Private Workers	1,020	76.18%
Non-Profit Private Workers	32	2.39%
Local Government Workers	9	0.67%
State Government Workers	98	7.32%
Federal Government Workers	76	5.68%
Self-Employed Workers	102	7.62%
Unpaid Family Workers	2	0.15%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	1,339	
Architect/Engineer	33	2.47%
Arts/Entertainment/Sports	6	0.45%
Building Grounds Maintenance	103	7.69%
Business/Financial Operations	18	1.34%
Community/Social Services	2	0.15%
Computer/Mathematical	5	0.37%
Construction/Extraction	82	6.12%
Education/Training/Library	89	6.65%
Farming/Fishing/Forestry	50	3.73%
Food Prep/Serving	69	5.15%
Health Practitioner/Technician	16	1.20%
Healthcare Support	43	3.21%
Maintenance Repair	88	6.57%
Legal	2	0.15%
Life/Physical/Social Science	0	0.00%
Management	114	8.51%
Office/Admin. Support	171	12.77%
Production	80	5.98%
Protective Services	61	4.56%
Sales/Related	130	9.71%
Personal Care/Service	60	4.48%
Transportation/Moving	117	8.74%
2019 Est. Pop 16+ by Occupation Classification	1,339	
White Collar	586	43.76%
Blue Collar	367	27.41%
Service and Farm	386	28.83%

COMMUNITY • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	1,309	
Drove Alone	1,009	77.08%
Car Pooled	178	13.60%
Public Transportation	37	2.83%
Walked	16	1.22%
Bicycle	28	2.14%
Other Means	7	0.54%
Worked at Home	34	2.60%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	531	
15 - 29 Minutes	253	
30 - 44 Minutes	182	
45 - 59 Minutes	125	
60 or more Minutes	179	
2019 Est. Avg Travel Time to Work in Minutes		29
2019 Est. Occupied Housing Units by Tenure	1,063	
Owner Occupied	585	55.03%
Renter Occupied	478	44.97%
2019 Owner Occ. HUs: Avg. Length of Residence		14.2
2019 Renter Occ. HUs: Avg. Length of Residence		7

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	1,063	
Value Less than $20,000	30	5.13%
Value $20,000 - $39,999	23	3.93%
Value $40,000 - $59,999	14	2.39%
Value $60,000 - $79,999	25	4.27%
Value $80,000 - $99,999	93	15.90%
Value $100,000 - $149,999	95	16.24%
Value $150,000 - $199,999	77	13.16%
Value $200,000 - $299,999	130	22.22%
Value $300,000 - $399,999	42	7.18%
Value $400,000 - $499,999	14	2.39%
Value $500,000 - $749,999	8	1.37%
Value $750,000 - $999,999	4	0.68%
Value $1,000,000 or $1,499,999	18	3.08%
Value $1,500,000 or $1,999,999	6	1.03%
Value $2,000,000+	6	1.03%
2019 Est. Median All Owner-Occupied Housing Value		$157,503
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	692	59.86%
1 Unit Detached	0	0.00%
2 Units	41	3.55%
3 or 4 Units	97	8.39%
5 to 19 Units	74	6.40%
20 to 49 Units	0	0.00%
50 or More Units	23	1.99%
Mobile Home or Trailer	219	18.95%
Boat, RV, Van, etc.	10	0.87%

COMMUNITY • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	151	13.06%
Housing Units Built 2010 to 2014	53	4.59%
Housing Units Built 2000 to 2009	173	14.97%
Housing Units Built 1990 to 1999	166	14.36%
Housing Units Built 1980 to 1989	206	17.82%
Housing Units Built 1970 to 1979	165	14.27%
Housing Units Built 1960 to 1969	70	6.06%
Housing Units Built 1950 to 1959	53	4.59%
Housing Units Built 1940 to 1949	36	3.11%
Housing Unit Built 1939 or Earlier	83	7.18%
2019 Est. Median Year Structure Built		1988

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"It's not about data. It's about your success."

ACKNOWLEDGEMENTS