



Executive Summary

Prepared by Kevin McGraw College Station East Retail Pad

College Station
East Retail Pad
Ring: 1, 3, 5 Miles

Latitude: 30.588254
Longitude: -96.321237

	1 mile radius	3 miles radius	5 miles radius
2010 Population			
Total Population	11,594	78,010	116,570
Male Population	49.8%	51.1%	50.7%
Female Population	50.2%	48.9%	49.3%
Median Age	23.3	23.1	23.8
2010 Income			
Median HH Income	\$23,889	\$26,262	\$31,474
Per Capita Income	\$18,101	\$18,904	\$20,179
Average HH Income	\$42,245	\$45,829	\$49,432
2010 Households			
Total Households	4,928	28,677	44,267
Average Household Size	2.35	2.34	2.38
2010 Housing			
Owner Occupied Housing Units	20.9%	28.2%	32.9%
Renter Occupied Housing Units	68.9%	63.5%	58.4%
Vacant Housing Units	10.1%	8.3%	8.7%
Population			
1990 Population	8,302	51,124	76,560
2000 Population	10,431	63,320	94,977
2010 Population	11,594	78,010	116,570
2015 Population	12,606	86,093	128,856
1990-2000 Annual Rate	2.31%	2.16%	2.18%
2000-2010 Annual Rate	1.04%	2.06%	2.02%
2010-2015 Annual Rate	1.69%	1.99%	2.02%

In the identified market area, the current year population is 116,570. In 2000, the Census count in the market area was 94,977. The rate of change since 2000 was 2.02 percent annually. The five-year projection for the population in the market area is 128,856, representing a change of 2.02 percent annually from 2010 to 2015. Currently, the population is 50.7 percent male and 49.3 percent female.

Households			
1990 Households	3,438	17,320	28,129
2000 Households	4,354	23,006	36,124
2010 Households	4,928	28,677	44,267
2015 Households	5,365	31,987	49,163
1990-2000 Annual Rate	2.39%	2.88%	2.53%
2000-2010 Annual Rate	1.22%	2.17%	2%
2010-2015 Annual Rate	1.71%	2.21%	2.12%

The household count in this market area has changed from 36,124 in 2000 to 44,267 in the current year, a change of 2 percent annually. The five-year projection of households is 49,163, a change of 2.12 percent annually from the current year total. Average household size is currently 2.38, compared to 2.32 in the year 2000. The number of families in the current year is 20,107 in the market area.

Housing

Currently, 32.9 percent of the 48,459 housing units in the market area are owner occupied; 58.4 percent, renter occupied; and 8.7 percent are vacant. In 2000, there were 38,275 housing units - 33.0 percent owner occupied, 61.4 percent renter occupied and 5.6 percent vacant. The rate of change in housing units since 2000 is 2.33 percent. Median home value in the market area is \$140,141, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 3.22 percent annually to \$164,175. From 2000 to the current year, median home value changed by 3.32 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$17,099	\$14,891	\$17,894
2000 Median HH Income	\$20,220	\$20,369	\$24,712
2010 Median HH Income	\$23,889	\$26,262	\$31,474
2015 Median HH Income	\$28,753	\$32,294	\$38,298
1990-2000 Annual Rate	1.69%	3.18%	3.28%
2000-2010 Annual Rate	1.64%	2.51%	2.39%
2010-2015 Annual Rate	3.78%	4.22%	4%
Per Capita Income			
1990 Per Capita Income	\$12,173	\$9,699	\$11,131
2000 Per Capita Income	\$15,898	\$14,570	\$16,178
2010 Per Capita Income	\$18,101	\$18,904	\$20,179
2015 Per Capita Income	\$20,543	\$21,287	\$22,501
1990-2000 Annual Rate	2.71%	4.15%	3.81%
2000-2010 Annual Rate	1.27%	2.57%	2.18%
2010-2015 Annual Rate	2.56%	2.4%	2.2%
Average Household Income			
1990 Average Household Income	\$28,554	\$26,907	\$29,185
2000 Average Household Income	\$37,113	\$37,968	\$41,046
2010 Average HH Income	\$42,245	\$45,829	\$49,432
2015 Average HH Income	\$47,878	\$51,544	\$55,172
1990-2000 Annual Rate	2.66%	3.5%	3.47%
2000-2010 Annual Rate	1.27%	1.85%	1.83%
2010-2015 Annual Rate	2.54%	2.38%	2.22%

Households by Income

Current median household income is \$31,474 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$38,298 in five years. In 2000, median household income was \$24,712, compared to \$17,894 in 1990.

Current average household income is \$49,432 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$55,172 in five years. In 2000, average household income was \$41,046, compared to \$29,185 in 1990.

Current per capita income is \$20,179 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$22,501 in five years. In 2000, the per capita income was \$16,178, compared to \$11,131 in 1990.

Population by Employment

Total Businesses	125	1,782	3,466
Total Employees	1,767	28,758	52,215

Currently, 93.3 percent of the civilian labor force in the identified market area is employed and 6.7 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 94.5 percent of the civilian labor force, and unemployment will be 5.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 64.1 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.2 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 67.6 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 19.9 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 12.5 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 76.4 percent of the market area population drove alone to work, and 2.6 percent worked at home. The average travel time to work in 2000 was 14.8 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.1 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 15.9 percent were high school graduates only (29.6 percent in the U.S.)
- 6.5 percent had completed an Associate degree (7.7 percent in the U.S.)
- 27.3 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 25.7 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)