



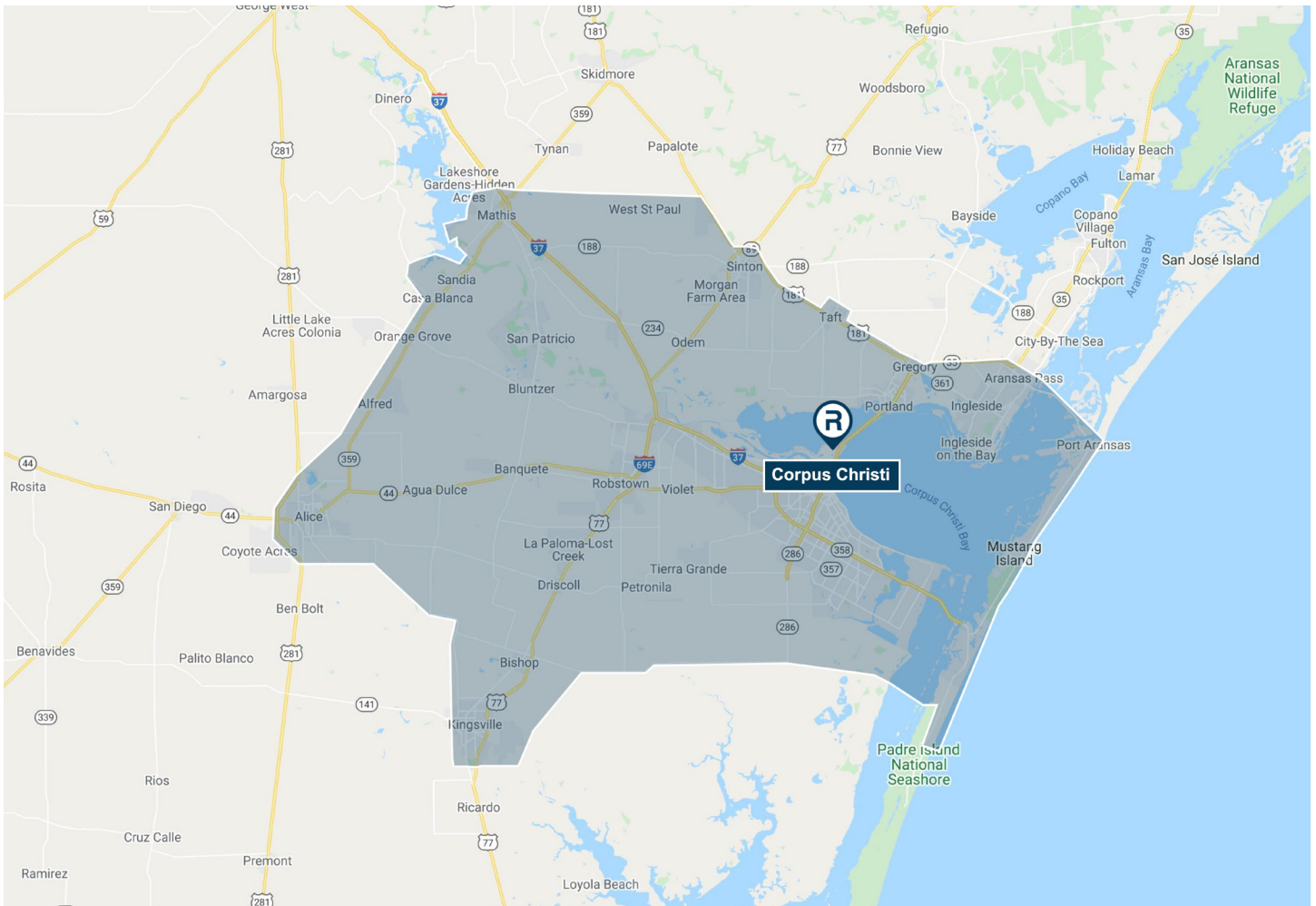
The **Retail** Coach.®

Primary Retail Trade Area Demographic Profile

CORPUS CHRISTI, TEXAS

Prepared for City of Corpus Christi
October 2021

Primary Retail Trade Area



Prepared for:



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Primary Retail Trade Area • Demographic Profile

Corpus Christi, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	501,925	
2021 Estimate	480,327	
2010 Census	455,826	
2000 Census	430,259	
Growth 2021 - 2026		4.50%
Growth 2010 - 2021		5.37%
Growth 2000 - 2010		5.94%
2021 Est. Population by Single-Classification Race	480,327	
White Alone	387,711	80.72%
Black or African American Alone	16,199	3.37%
Amer. Indian and Alaska Native Alone	3,158	0.66%
Asian Alone	9,394	1.96%
Native Hawaiian and Other Pacific Island Alone	467	0.10%
Some Other Race Alone	50,163	10.44%
Two or More Races	13,235	2.75%
2021 Est. Population by Hispanic or Latino Origin	480,327	
Not Hispanic or Latino	157,975	32.89%
Hispanic or Latino	322,352	67.11%
Mexican	265,055	82.22%
Puerto Rican	2,144	0.67%
Cuban	769	0.24%
All Other Hispanic or Latino	54,384	16.87%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	322,352	
White Alone	259,756	80.58%
Black or African American Alone	2,077	0.64%
American Indian and Alaska Native Alone	1,966	0.61%
Asian Alone	347	0.11%
Native Hawaiian and Other Pacific Islander Alone	95	0.03%
Some Other Race Alone	49,718	15.42%
Two or More Races	8,393	2.60%
2021 Est. Pop by Race, Asian Alone, by Category	9,394	
Chinese, except Taiwanese	1,063	11.32%
Filipino	3,608	38.41%
Japanese	155	1.65%
Asian Indian	1,266	13.48%
Korean	723	7.70%
Vietnamese	1,334	14.20%
Cambodian	222	2.36%
Hmong	31	0.33%
Laotian	15	0.16%
Thai	106	1.13%
All Other Asian Races Including 2+ Category	871	9.27%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	480,327	
Arab	1,153	0.24%
Czech	3,058	0.64%
Danish	410	0.09%
Dutch	2,107	0.44%
English	16,459	3.43%
French (except Basque)	5,469	1.14%
French Canadian	899	0.19%
German	34,000	7.08%
Greek	884	0.18%
Hungarian	341	0.07%
Irish	20,516	4.27%
Italian	5,033	1.05%
Lithuanian	111	0.02%
United States or American	12,995	2.71%
Norwegian	1,544	0.32%
Polish	3,409	0.71%
Portuguese	188	0.04%
Russian	941	0.20%
Scottish	4,995	1.04%
Scotch-Irish	2,738	0.57%
Slovak	10	0.00%
Subsaharan African	2,766	0.58%
Swedish	1,490	0.31%
Swiss	345	0.07%
Ukrainian	189	0.04%
Welsh	1,281	0.27%
West Indian (except Hisp. groups)	556	0.12%
Other ancestries	308,734	64.28%
Ancestry Unclassified	47,704	9.93%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	224,532	50.20%
Speak Asian/Pacific Island Language at Home	7,897	1.76%
Speak IndoEuropean Language at Home	4,889	1.09%
Speak Spanish at Home	209,311	46.79%
Speak Other Language at Home	681	0.15%

Primary Retail Trade Area • Demographic Profile

Corpus Christi, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	480,327	
Age 0 - 4	33,017	6.87%
Age 5 - 9	32,516	6.77%
Age 10 - 14	32,918	6.85%
Age 15 - 17	20,802	4.33%
Age 18 - 20	20,965	4.37%
Age 21 - 24	28,137	5.86%
Age 25 - 34	66,778	13.90%
Age 35 - 44	62,303	12.97%
Age 45 - 54	54,715	11.39%
Age 55 - 64	54,730	11.39%
Age 65 - 74	43,367	9.03%
Age 75 - 84	21,617	4.50%
Age 85 and over	8,462	1.76%
Age 16 and over	375,050	78.08%
Age 18 and over	361,074	75.17%
Age 21 and over	340,109	70.81%
Age 65 and over	73,446	15.29%
2021 Est. Median Age		35.78
2021 Est. Average Age		37.76
2021 Est. Population by Sex	480,327	
Male	238,505	49.66%
Female	241,822	50.35%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	238,505	
Age 0 - 4	16,899	7.08%
Age 5 - 9	16,707	7.00%
Age 10 - 14	16,976	7.12%
Age 15 - 17	10,689	4.48%
Age 18 - 20	10,855	4.55%
Age 21 - 24	14,457	6.06%
Age 25 - 34	34,445	14.44%
Age 35 - 44	31,388	13.16%
Age 45 - 54	26,823	11.25%
Age 55 - 64	26,378	11.06%
Age 65 - 74	20,645	8.66%
Age 75 - 84	9,303	3.90%
Age 85 and over	2,942	1.23%
2021 Est. Median Age, Male		34.46
2021 Est. Average Age, Male		36.63
2021 Est. Female Population by Age	241,822	
Age 0 - 4	16,117	6.66%
Age 5 - 9	15,809	6.54%
Age 10 - 14	15,943	6.59%
Age 15 - 17	10,114	4.18%
Age 18 - 20	10,110	4.18%
Age 21 - 24	13,680	5.66%
Age 25 - 34	32,333	13.37%
Age 35 - 44	30,915	12.78%
Age 45 - 54	27,893	11.54%
Age 55 - 64	28,353	11.73%
Age 65 - 74	22,722	9.40%
Age 75 - 84	12,314	5.09%
Age 85 and over	5,520	2.28%
2021 Est. Median Age, Female		37.15
2021 Est. Average Age, Female		38.90

Primary Retail Trade Area • Demographic Profile

Corpus Christi, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	134,385	35.19%
Males, Never Married	73,298	19.19%
Females, Never Married	61,088	16.00%
Married, Spouse present	158,909	41.61%
Married, Spouse absent	19,736	5.17%
Widowed	24,311	6.37%
Males Widowed	5,797	1.52%
Females Widowed	18,514	4.85%
Divorced	44,535	11.66%
Males Divorced	21,084	5.52%
Females Divorced	23,451	6.14%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	24,193	7.75%
Some High School, no diploma	32,184	10.32%
High School Graduate (or GED)	91,772	29.42%
Some College, no degree	74,995	24.04%
Associate Degree	24,447	7.84%
Bachelor's Degree	42,382	13.59%
Master's Degree	16,190	5.19%
Professional School Degree	3,407	1.09%
Doctorate Degree	2,402	0.77%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	48,500	24.86%
High School Graduate	63,603	32.60%
Some College or Associate's Degree	58,741	30.11%
Bachelor's Degree or Higher	24,245	12.43%
Households		
2026 Projection	185,728	
2021 Estimate	176,801	
2010 Census	164,718	
2000 Census	149,222	
Growth 2021 - 2026		5.05%
Growth 2010 - 2021		7.34%
Growth 2000 - 2010		10.39%
2021 Est. Households by Household Type	176,801	
Family Households	122,667	69.38%
Nonfamily Households	54,133	30.62%
2021 Est. Group Quarters Population	9,224	
2021 Households by Ethnicity, Hispanic/Latino	106,497	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	176,801	
Income < \$15,000	22,429	12.69%
Income \$15,000 - \$24,999	17,892	10.12%
Income \$25,000 - \$34,999	15,715	8.89%
Income \$35,000 - \$49,999	24,664	13.95%
Income \$50,000 - \$74,999	30,071	17.01%
Income \$75,000 - \$99,999	22,580	12.77%
Income \$100,000 - \$124,999	16,037	9.07%
Income \$125,000 - \$149,999	9,483	5.36%
Income \$150,000 - \$199,999	9,178	5.19%
Income \$200,000 - \$249,999	3,554	2.01%
Income \$250,000 - \$499,999	3,845	2.17%
Income \$500,000+	1,352	0.77%
2021 Est. Average Household Income		\$76,316
2021 Est. Median Household Income		\$55,576
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$57,295
Black or African American Alone		\$43,723
American Indian and Alaska Native Alone		\$38,551
Asian Alone		\$72,201
Native Hawaiian and Other Pacific Islander Alone		\$45,115
Some Other Race Alone		\$47,106
Two or More Races		\$49,637
Hispanic or Latino		\$49,830
Not Hispanic or Latino		\$65,726
2021 Est. Family HH Type by Presence of Own Child.	122,667	
Married-Couple Family, own children	34,309	27.97%
Married-Couple Family, no own children	48,712	39.71%
Male Householder, own children	5,494	4.48%
Male Householder, no own children	5,587	4.55%
Female Householder, own children	15,659	12.77%
Female Householder, no own children	12,906	10.52%
2021 Est. Households by Household Size	176,801	
1-person	44,871	25.38%
2-person	54,210	30.66%
3-person	30,984	17.52%
4-person	24,242	13.71%
5-person	13,150	7.44%
6-person	5,808	3.29%
7-or-more-person	3,536	2.00%
2021 Est. Average Household Size		2.66

Primary Retail Trade Area • Demographic Profile

Corpus Christi, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	176,801	
Households with 1 or More People under Age 18:	65,794	37.21%
Married-Couple Family	39,197	59.58%
Other Family, Male Householder	6,679	10.15%
Other Family, Female Householder	19,340	29.39%
Nonfamily, Male Householder	421	0.64%
Nonfamily, Female Householder	157	0.24%
Households with No People under Age 18:	111,007	
Married-Couple Family	43,834	39.49%
Other Family, Male Householder	4,406	3.97%
Other Family, Female Householder	9,210	8.30%
Nonfamily, Male Householder	27,220	24.52%
Nonfamily, Female Householder	26,338	23.73%
2021 Est. Households by Number of Vehicles	176,801	
No Vehicles	13,364	7.56%
1 Vehicle	62,125	35.14%
2 Vehicles	65,195	36.88%
3 Vehicles	25,192	14.25%
4 Vehicles	8,198	4.64%
5 or more Vehicles	2,727	1.54%
2021 Est. Average Number of Vehicles		1.8
Family Households		
2026 Projection	128,799	
2021 Estimate	122,667	
2010 Census	114,432	
2000 Census	109,201	
Growth 2021 - 2026		5.00%
Growth 2010 - 2021		7.20%
Growth 2000 - 2010		4.79%
2021 Est. Families by Poverty Status	122,667	
2021 Families at or Above Poverty	106,023	86.43%
2021 Families at or Above Poverty with Children	48,817	39.80%
2021 Families Below Poverty	16,645	13.57%
2021 Families Below Poverty with Children	13,079	10.66%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	214,710	57.25%
Civilian Labor Force, Unemployed	13,436	3.58%
Armed Forces	1,784	0.48%
Not in Labor Force	145,120	38.69%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	218,046	
For-Profit Private Workers	151,572	69.51%
Non-Profit Private Workers	11,118	5.10%
Local Government Workers	6,992	3.21%
State Government Workers	10,166	4.66%
Federal Government Workers	15,179	6.96%
Self-Employed Workers	22,687	10.41%
Unpaid Family Workers	332	0.15%
2021 Est. Civ. Employed Pop 16+ by Occupation	218,046	
Architect/Engineer	3,145	1.44%
Arts/Entertainment/Sports	2,866	1.31%
Building Grounds Maintenance	10,818	4.96%
Business/Financial Operations	6,676	3.06%
Community/Social Services	4,305	1.97%
Computer/Mathematical	1,836	0.84%
Construction/Extraction	20,683	9.49%
Education/Training/Library	13,292	6.10%
Farming/Fishing/Forestry	931	0.43%
Food Prep/Serving	13,770	6.32%
Health Practitioner/Technician	12,212	5.60%
Healthcare Support	9,495	4.36%
Maintenance Repair	9,424	4.32%
Legal	1,600	0.73%
Life/Physical/Social Science	2,439	1.12%
Management	19,052	8.74%
Office/Admin. Support	22,329	10.24%
Production	13,166	6.04%
Protective Services	6,035	2.77%
Sales/Related	22,842	10.48%
Personal Care/Service	4,650	2.13%
Transportation/Moving	16,478	7.56%
2021 Est. Pop 16+ by Occupation Classification	218,046	
White Collar	112,595	51.64%
Blue Collar	59,752	27.40%
Service and Farm	45,699	20.96%
2021 Est. Workers Age 16+ by Transp. to Work	215,956	
Drove Alone	182,889	84.69%
Car Pooled	18,676	8.65%
Public Transportation	2,356	1.09%
Walked	3,488	1.61%
Bicycle	232	0.11%
Other Means	2,049	0.95%
Worked at Home	6,267	2.90%

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Corpus Christi, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	67,581	
15 - 29 Minutes	95,604	
30 - 44 Minutes	30,514	
45 - 59 Minutes	8,172	
60 or more Minutes	8,604	
2021 Est. Avg Travel Time to Work in Minutes		23
2021 Est. Occupied Housing Units by Tenure	176,801	
Owner Occupied	109,566	61.97%
Renter Occupied	67,235	38.03%
2021 Owner Occ. HUs: Avg. Length of Residence		17.33%
2021 Renter Occ. HUs: Avg. Length of Residence		6.33%
2021 Est. Owner-Occupied Housing Units by Value	176,801	
Value Less than \$20,000	2,566	2.34%
Value \$20,000 - \$39,999	5,205	4.75%
Value \$40,000 - \$59,999	6,936	6.33%
Value \$60,000 - \$79,999	8,372	7.64%
Value \$80,000 - \$99,999	10,774	9.83%
Value \$100,000 - \$149,999	22,353	20.40%
Value \$150,000 - \$199,999	19,880	18.14%
Value \$200,000 - \$299,999	19,630	17.92%
Value \$300,000 - \$399,999	6,250	5.70%
Value \$400,000 - \$499,999	3,202	2.92%
Value \$500,000 - \$749,999	2,462	2.25%
Value \$750,000 - \$999,999	1,059	0.97%
Value \$1,000,000 or \$1,499,999	557	0.51%
Value \$1,500,000 or \$1,999,999	169	0.15%
Value \$2,000,000+	150	0.14%
2021 Est. Median All Owner-Occupied Housing Value		\$146,566
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	136,794	68.09%
1 Unit Attached	3,714	1.85%
2 Units	6,714	3.34%
3 or 4 Units	12,639	6.29%
5 to 19 Units	21,108	10.51%
20 to 49 Units	3,230	1.61%
50 or More Units	7,243	3.60%
Mobile Home or Trailer	8,971	4.47%
Boat, RV, Van, etc.	472	0.24%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	16,365	8.15%
Housing Units Built 2010 to 2014	5,997	2.98%
Housing Units Built 2000 to 2009	24,603	12.25%
Housing Units Built 1990 to 1999	21,362	10.63%
Housing Units Built 1980 to 1989	30,218	15.04%
Housing Units Built 1970 to 1979	33,117	16.49%
Housing Units Built 1960 to 1969	24,402	12.15%
Housing Units Built 1950 to 1959	27,880	13.88%
Housing Units Built 1940 to 1949	11,357	5.65%
Housing Unit Built 1939 or Earlier	5,584	2.78%
2021 Est. Median Year Structure Built		1979

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

Retail:360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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.



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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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