



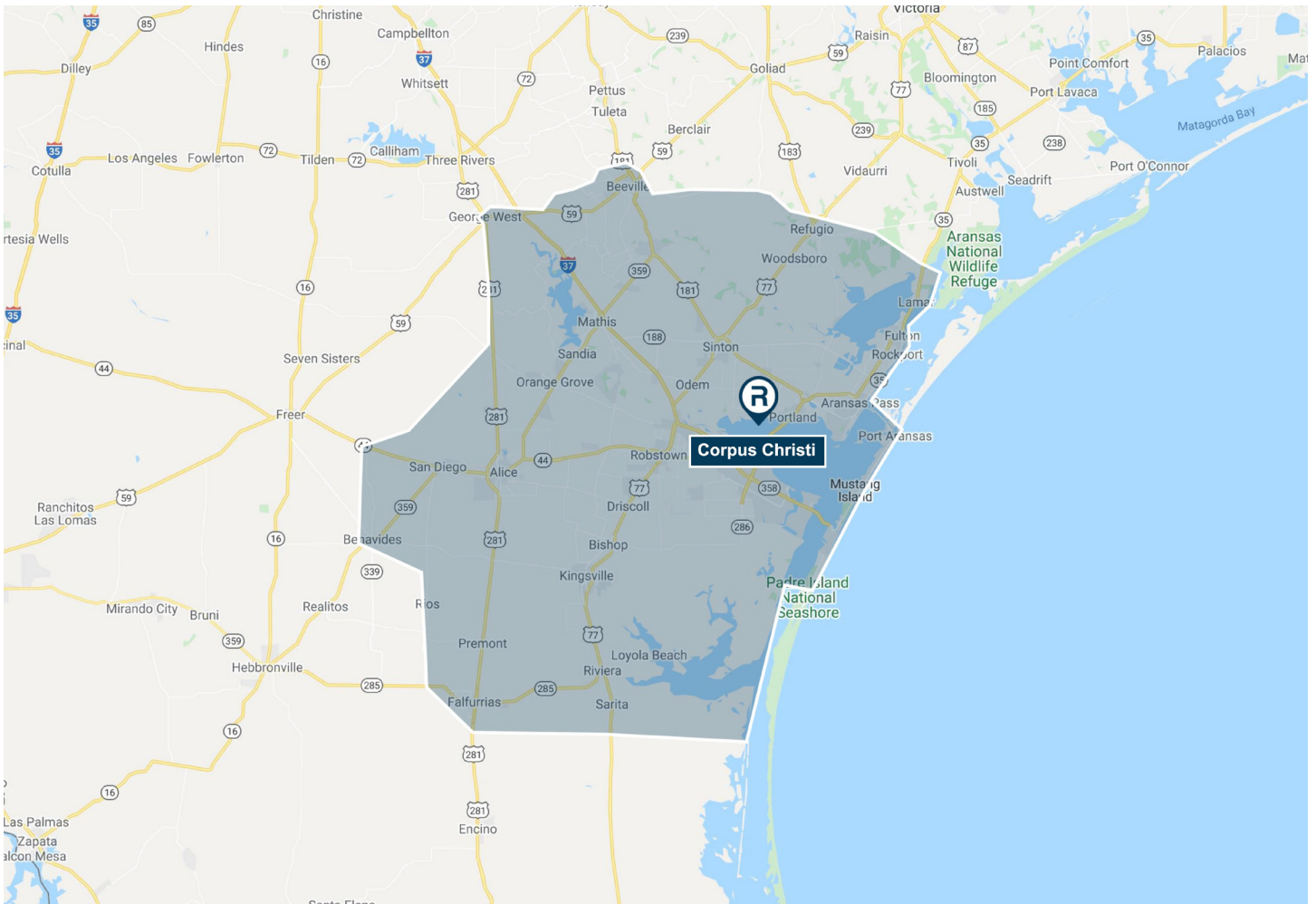
The**Retail**Coach.®

Secondary Retail Trade Area Demographic Profile

CORPUS CHRISTI, TEXAS

Prepared for City of Corpus Christi
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Secondary Retail Trade Area



Prepared for:



City of Corpus Christi
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Secondary Retail Trade Area • Demographic Profile

Corpus Christi, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	604,564	
2021 Estimate	580,012	
2010 Census	554,930	
2000 Census	529,807	
Growth 2021 - 2026		4.23%
Growth 2010 - 2021		4.52%
Growth 2000 - 2010		4.74%
2021 Est. Population by Single-Classification Race	580,012	
White Alone	470,533	81.12%
Black or African American Alone	20,037	3.45%
Amer. Indian and Alaska Native Alone	3,814	0.66%
Asian Alone	10,252	1.77%
Native Hawaiian and Other Pacific Island Alone	517	0.09%
Some Other Race Alone	59,334	10.23%
Two or More Races	15,524	2.68%
2021 Est. Population by Hispanic or Latino Origin	580,012	
Not Hispanic or Latino	197,999	34.14%
Hispanic or Latino	382,013	65.86%
Mexican	313,422	82.04%
Puerto Rican	2,416	0.63%
Cuban	854	0.22%
All Other Hispanic or Latino	65,322	17.10%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	382,013	
White Alone	308,313	80.71%
Black or African American Alone	2,332	0.61%
American Indian and Alaska Native Alone	2,245	0.59%
Asian Alone	406	0.11%
Native Hawaiian and Other Pacific Islander Alone	113	0.03%
Some Other Race Alone	58,802	15.39%
Two or More Races	9,801	2.57%
2021 Est. Pop by Race, Asian Alone, by Category	10,252	
Chinese, except Taiwanese	1,097	10.70%
Filipino	3,754	36.62%
Japanese	181	1.77%
Asian Indian	1,370	13.36%
Korean	744	7.26%
Vietnamese	1,706	16.64%
Cambodian	228	2.22%
Hmong	36	0.35%
Laotian	84	0.82%
Thai	118	1.15%
All Other Asian Races Including 2+ Category	934	9.11%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	580,012	
Arab	1,234	0.21%
Czech	3,734	0.64%
Danish	491	0.09%
Dutch	2,721	0.47%
English	21,109	3.64%
French (except Basque)	7,070	1.22%
French Canadian	1,107	0.19%
German	43,292	7.46%
Greek	936	0.16%
Hungarian	487	0.08%
Irish	26,419	4.55%
Italian	6,057	1.04%
Lithuanian	112	0.02%
United States or American	16,079	2.77%
Norwegian	1,734	0.30%
Polish	4,228	0.73%
Portuguese	291	0.05%
Russian	1,098	0.19%
Scottish	5,966	1.03%
Scotch-Irish	3,110	0.54%
Slovak	21	0.00%
Subsaharan African	3,891	0.67%
Swedish	1,787	0.31%
Swiss	365	0.06%
Ukrainian	218	0.04%
Welsh	1,444	0.25%
West Indian (except Hisp. groups)	668	0.12%
Other ancestries	366,403	63.17%
Ancestry Unclassified	57,941	9.99%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	273,063	50.49%
Speak Asian/Pacific Island Language at Home	9,388	1.74%
Speak IndoEuropean Language at Home	5,608	1.04%
Speak Spanish at Home	251,905	46.57%
Speak Other Language at Home	918	0.17%

Secondary Retail Trade Area • Demographic Profile

Corpus Christi, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	580,012	
Age 0 - 4	39,130	6.75%
Age 5 - 9	38,533	6.64%
Age 10 - 14	38,983	6.72%
Age 15 - 17	24,697	4.26%
Age 18 - 20	24,863	4.29%
Age 21 - 24	33,859	5.84%
Age 25 - 34	80,113	13.81%
Age 35 - 44	74,254	12.80%
Age 45 - 54	65,797	11.34%
Age 55 - 64	66,870	11.53%
Age 65 - 74	54,561	9.41%
Age 75 - 84	27,853	4.80%
Age 85 and over	10,499	1.81%
Age 16 and over	455,274	78.49%
Age 18 and over	438,669	75.63%
Age 21 and over	413,806	71.34%
Age 65 and over	92,913	16.02%
2021 Est. Median Age		36.27
2021 Est. Average Age		38.21
2021 Est. Population by Sex	580,012	
Male	291,987	50.34%
Female	288,025	49.66%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	291,987	
Age 0 - 4	20,010	6.85%
Age 5 - 9	19,783	6.78%
Age 10 - 14	20,066	6.87%
Age 15 - 17	12,736	4.36%
Age 18 - 20	13,039	4.47%
Age 21 - 24	17,924	6.14%
Age 25 - 34	42,558	14.58%
Age 35 - 44	38,464	13.17%
Age 45 - 54	32,910	11.27%
Age 55 - 64	32,444	11.11%
Age 65 - 74	26,096	8.94%
Age 75 - 84	12,216	4.18%
Age 85 and over	3,740	1.28%
2021 Est. Median Age, Male		34.97
2021 Est. Average Age, Male		37.13
2021 Est. Female Population by Age	288,025	
Age 0 - 4	19,120	6.64%
Age 5 - 9	18,750	6.51%
Age 10 - 14	18,917	6.57%
Age 15 - 17	11,960	4.15%
Age 18 - 20	11,823	4.11%
Age 21 - 24	15,934	5.53%
Age 25 - 34	37,555	13.04%
Age 35 - 44	35,790	12.43%
Age 45 - 54	32,887	11.42%
Age 55 - 64	34,426	11.95%
Age 65 - 74	28,466	9.88%
Age 75 - 84	15,637	5.43%
Age 85 and over	6,759	2.35%
2021 Est. Median Age, Female		37.72
2021 Est. Average Age, Female		39.09

Secondary Retail Trade Area • Demographic Profile

Corpus Christi, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	160,880	34.72%
Males, Never Married	90,327	19.49%
Females, Never Married	70,553	15.23%
Married, Spouse present	191,800	41.39%
Married, Spouse absent	25,840	5.58%
Widowed	30,056	6.49%
Males Widowed	7,123	1.54%
Females Widowed	22,933	4.95%
Divorced	54,790	11.82%
Males Divorced	26,997	5.83%
Females Divorced	27,792	6.00%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	30,873	8.13%
Some High School, no diploma	41,349	10.88%
High School Graduate (or GED)	113,704	29.93%
Some College, no degree	90,810	23.90%
Associate Degree	28,877	7.60%
Bachelor's Degree	48,878	12.86%
Master's Degree	18,704	4.92%
Professional School Degree	3,973	1.05%
Doctorate Degree	2,778	0.73%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	60,478	26.12%
High School Graduate	75,188	32.48%
Some College or Associate's Degree	68,412	29.55%
Bachelor's Degree or Higher	27,446	11.86%
Households		
2026 Projection	222,178	
2021 Estimate	211,981	
2010 Census	199,196	
2000 Census	182,667	
Growth 2021 - 2026		4.81%
Growth 2010 - 2021		6.42%
Growth 2000 - 2010		9.05%
2021 Est. Households by Household Type	211,981	
Family Households	147,456	69.56%
Nonfamily Households	64,525	30.44%
2021 Est. Group Quarters Population	18,433	
2021 Households by Ethnicity, Hispanic/Latino	125,550	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	211,981	
Income < \$15,000	28,232	13.32%
Income \$15,000 - \$24,999	22,439	10.59%
Income \$25,000 - \$34,999	19,600	9.25%
Income \$35,000 - \$49,999	29,456	13.90%
Income \$50,000 - \$74,999	36,079	17.02%
Income \$75,000 - \$99,999	26,014	12.27%
Income \$100,000 - \$124,999	18,412	8.69%
Income \$125,000 - \$149,999	10,978	5.18%
Income \$150,000 - \$199,999	10,623	5.01%
Income \$200,000 - \$249,999	4,115	1.94%
Income \$250,000 - \$499,999	4,471	2.11%
Income \$500,000+	1,562	0.74%
2021 Est. Average Household Income		\$74,563
2021 Est. Median Household Income		\$53,720
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$55,168
Black or African American Alone		\$43,142
American Indian and Alaska Native Alone		\$35,737
Asian Alone		\$71,721
Native Hawaiian and Other Pacific Islander Alone		\$45,408
Some Other Race Alone		\$46,253
Two or More Races		\$48,290
Hispanic or Latino		\$48,107
Not Hispanic or Latino		\$63,314
2021 Est. Family HH Type by Presence of Own Child.	147,456	
Married-Couple Family, own children	40,438	27.42%
Married-Couple Family, no own children	60,481	41.02%
Male Householder, own children	6,525	4.42%
Male Householder, no own children	6,602	4.48%
Female Householder, own children	18,166	12.32%
Female Householder, no own children	15,243	10.34%
2021 Est. Households by Household Size	211,981	
1-person	54,100	25.52%
2-person	66,399	31.32%
3-person	36,400	17.17%
4-person	28,398	13.40%
5-person	15,547	7.33%
6-person	6,904	3.26%
7-or-more-person	4,234	2.00%
2021 Est. Average Household Size		2.65

Secondary Retail Trade Area • Demographic Profile

Corpus Christi, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	211,981	
Households with 1 or More People under Age 18:	77,615	36.61%
Married-Couple Family	46,413	59.80%
Other Family, Male Householder	7,960	10.26%
Other Family, Female Householder	22,554	29.06%
Nonfamily, Male Householder	504	0.65%
Nonfamily, Female Householder	184	0.24%
Households with No People under Age 18:	134,366	
Married-Couple Family	54,520	40.58%
Other Family, Male Householder	5,168	3.85%
Other Family, Female Householder	10,832	8.06%
Nonfamily, Male Householder	32,402	24.11%
Nonfamily, Female Householder	31,444	23.40%
2021 Est. Households by Number of Vehicles	211,981	
No Vehicles	15,591	7.36%
1 Vehicle	74,756	35.27%
2 Vehicles	78,734	37.14%
3 Vehicles	30,290	14.29%
4 Vehicles	9,356	4.41%
5 or more Vehicles	3,254	1.53%
2021 Est. Average Number of Vehicles		1.8
Family Households		
2026 Projection	154,472	
2021 Estimate	147,456	
2010 Census	138,694	
2000 Census	133,755	
Growth 2021 - 2026		4.76%
Growth 2010 - 2021		6.32%
Growth 2000 - 2010		3.69%
2021 Est. Families by Poverty Status	147,456	
2021 Families at or Above Poverty	126,490	85.78%
2021 Families at or Above Poverty with Children	56,987	38.65%
2021 Families Below Poverty	20,966	14.22%
2021 Families Below Poverty with Children	16,304	11.06%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	250,441	55.01%
Civilian Labor Force, Unemployed	16,544	3.63%
Armed Forces	1,954	0.43%
Not in Labor Force	186,335	40.93%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	253,508	
For-Profit Private Workers	175,187	69.10%
Non-Profit Private Workers	12,304	4.85%
Local Government Workers	7,877	3.11%
State Government Workers	12,634	4.98%
Federal Government Workers	18,512	7.30%
Self-Employed Workers	26,570	10.48%
Unpaid Family Workers	424	0.17%
2021 Est. Civ. Employed Pop 16+ by Occupation	253,508	
Architect/Engineer	3,440	1.36%
Arts/Entertainment/Sports	3,160	1.25%
Building Grounds Maintenance	12,847	5.07%
Business/Financial Operations	7,526	2.97%
Community/Social Services	4,806	1.90%
Computer/Mathematical	2,094	0.83%
Construction/Extraction	23,862	9.41%
Education/Training/Library	15,650	6.17%
Farming/Fishing/Forestry	1,658	0.65%
Food Prep/Serving	16,135	6.37%
Health Practitioner/Technician	13,584	5.36%
Healthcare Support	11,017	4.35%
Maintenance Repair	10,875	4.29%
Legal	1,674	0.66%
Life/Physical/Social Science	2,617	1.03%
Management	22,057	8.70%
Office/Admin. Support	25,547	10.08%
Production	15,494	6.11%
Protective Services	7,735	3.05%
Sales/Related	26,625	10.50%
Personal Care/Service	5,723	2.26%
Transportation/Moving	19,381	7.64%
2021 Est. Pop 16+ by Occupation Classification	253,508	
White Collar	128,780	50.80%
Blue Collar	69,613	27.46%
Service and Farm	55,115	21.74%
2021 Est. Workers Age 16+ by Transp. to Work	250,692	
Drove Alone	210,929	84.14%
Car Pooled	22,459	8.96%
Public Transportation	2,365	0.94%
Walked	4,398	1.75%
Bicycle	277	0.11%
Other Means	2,392	0.95%
Worked at Home	7,871	3.14%

Secondary Retail Trade Area • Demographic Profile

Corpus Christi, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	82,230	
15 - 29 Minutes	102,957	
30 - 44 Minutes	35,266	
45 - 59 Minutes	10,792	
60 or more Minutes	12,361	
2021 Est. Avg Travel Time to Work in Minutes		23
2021 Est. Occupied Housing Units by Tenure	211,981	
Owner Occupied	135,294	63.82%
Renter Occupied	76,687	36.18%
2021 Owner Occ. HUs: Avg. Length of Residence		17.46%
2021 Renter Occ. HUs: Avg. Length of Residence		6.56%
2021 Est. Owner-Occupied Housing Units by Value	211,981	
Value Less than \$20,000	4,389	3.24%
Value \$20,000 - \$39,999	7,916	5.85%
Value \$40,000 - \$59,999	9,507	7.03%
Value \$60,000 - \$79,999	10,769	7.96%
Value \$80,000 - \$99,999	13,562	10.02%
Value \$100,000 - \$149,999	26,036	19.24%
Value \$150,000 - \$199,999	22,384	16.55%
Value \$200,000 - \$299,999	23,033	17.02%
Value \$300,000 - \$399,999	8,132	6.01%
Value \$400,000 - \$499,999	4,096	3.03%
Value \$500,000 - \$749,999	3,095	2.29%
Value \$750,000 - \$999,999	1,312	0.97%
Value \$1,000,000 or \$1,499,999	679	0.50%
Value \$1,500,000 or \$1,999,999	190	0.14%
Value \$2,000,000+	195	0.14%
2021 Est. Median All Owner-Occupied Housing Value		\$140,438
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	170,395	68.70%
1 Unit Attached	4,248	1.71%
2 Units	7,663	3.09%
3 or 4 Units	13,666	5.51%
5 to 19 Units	23,251	9.38%
20 to 49 Units	3,490	1.41%
50 or More Units	7,488	3.02%
Mobile Home or Trailer	17,080	6.89%
Boat, RV, Van, etc.	736	0.30%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	18,707	7.54%
Housing Units Built 2010 to 2014	7,548	3.04%
Housing Units Built 2000 to 2009	31,910	12.87%
Housing Units Built 1990 to 1999	27,230	10.98%
Housing Units Built 1980 to 1989	37,479	15.11%
Housing Units Built 1970 to 1979	43,238	17.43%
Housing Units Built 1960 to 1969	29,292	11.81%
Housing Units Built 1950 to 1959	31,779	12.81%
Housing Units Built 1940 to 1949	13,558	5.47%
Housing Unit Built 1939 or Earlier	7,276	2.93%
2021 Est. Median Year Structure Built		1980

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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