



The **Retail**Coach.®

# Community Demographic Profile

KINGSVILLE, TEXAS

Prepared for Kingsville Chamber of Commerce  
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# Community



Prepared for:



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# Community • Demographic Profile

Kingsville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	25,409	
2021 Estimate	25,084	
Growth 2021 - 2026		1.30%
<b>2021 Est. Population by Single-Classification Race</b>	<b>25,084</b>	
White Alone	19,231	76.67%
Black or African American Alone	1,060	4.23%
Amer. Indian and Alaska Native Alone	196	0.78%
Asian Alone	626	2.50%
Native Hawaiian and Other Pacific Island Alone	40	0.16%
Some Other Race Alone	3,139	12.51%
Two or More Races	792	3.16%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>25,084</b>	
Not Hispanic or Latino	5,763	22.98%
Hispanic or Latino	19,321	77.03%
Mexican	16,198	83.84%
Puerto Rican	160	0.83%
Cuban	19	0.10%
All Other Hispanic or Latino	2,944	15.24%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>19,321</b>	
White Alone	15,372	79.56%
Black or African American Alone	116	0.60%
American Indian and Alaska Native Alone	146	0.76%
Asian Alone	29	0.15%
Native Hawaiian and Other Pacific Islander Alone	11	0.06%
Some Other Race Alone	3,122	16.16%
Two or More Races	525	2.72%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>626</b>	
Chinese, except Taiwanese	15	2.40%
Filipino	181	28.91%
Japanese	12	1.92%
Asian Indian	307	49.04%
Korean	0	0.00%
Vietnamese	1	0.16%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	10	1.60%
All Other Asian Races Including 2+ Category	100	15.97%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>25,084</b>	
Arab	1	0.00%
Czech	124	0.49%
Danish	14	0.06%
Dutch	53	0.21%
English	572	2.28%
French (except Basque)	61	0.24%
French Canadian	57	0.23%
German	847	3.38%
Greek	0	0.00%
Hungarian	21	0.08%
Irish	376	1.50%
Italian	144	0.57%
Lithuanian	22	0.09%
United States or American	1,101	4.39%
Norwegian	33	0.13%
Polish	155	0.62%
Portuguese	0	0.00%
Russian	32	0.13%
Scottish	83	0.33%
Scotch-Irish	81	0.32%
Slovak	0	0.00%
Subsaharan African	105	0.42%
Swedish	40	0.16%
Swiss	4	0.02%
Ukrainian	19	0.08%
Welsh	25	0.10%
West Indian (except Hisp. groups)	14	0.06%
Other ancestries	17,453	69.58%
Ancestry Unclassified	3,647	14.54%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	9,240	39.68%
Speak Asian/Pacific Island Language at Home	303	1.30%
Speak IndoEuropean Language at Home	138	0.59%
Speak Spanish at Home	13,571	58.28%
Speak Other Language at Home	33	0.14%

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DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>25,084</b>	
Age 0 - 4	1,799	7.17%
Age 5 - 9	1,713	6.83%
Age 10 - 14	1,666	6.64%
Age 15 - 17	1,082	4.31%
Age 18 - 20	2,027	8.08%
Age 21 - 24	2,919	11.64%
Age 25 - 34	3,673	14.64%
Age 35 - 44	2,924	11.66%
Age 45 - 54	2,242	8.94%
Age 55 - 64	1,930	7.69%
Age 65 - 74	1,681	6.70%
Age 75 - 84	1,027	4.09%
Age 85 and over	401	1.60%
Age 16 and over	19,553	77.95%
Age 18 and over	18,824	75.04%
Age 21 and over	16,797	66.96%
Age 65 and over	3,109	12.39%
2021 Est. Median Age		27.77
2021 Est. Average Age		33.90
<b>2021 Est. Population by Sex</b>	<b>25,084</b>	
Male	12,807	51.06%
Female	12,277	48.94%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>12,807</b>	
Age 0 - 4	927	7.24%
Age 5 - 9	880	6.87%
Age 10 - 14	853	6.66%
Age 15 - 17	559	4.37%
Age 18 - 20	1,099	8.58%
Age 21 - 24	1,534	11.98%
Age 25 - 34	2,001	15.62%
Age 35 - 44	1,558	12.17%
Age 45 - 54	1,115	8.71%
Age 55 - 64	923	7.21%
Age 65 - 74	765	5.97%
Age 75 - 84	442	3.45%
Age 85 and over	151	1.18%
2021 Est. Median Age, Male		27.06
2021 Est. Average Age, Male		32.80
<b>2021 Est. Female Population by Age</b>	<b>12,277</b>	
Age 0 - 4	872	7.10%
Age 5 - 9	833	6.79%
Age 10 - 14	813	6.62%
Age 15 - 17	523	4.26%
Age 18 - 20	928	7.56%
Age 21 - 24	1,385	11.28%
Age 25 - 34	1,672	13.62%
Age 35 - 44	1,366	11.13%
Age 45 - 54	1,127	9.18%
Age 55 - 64	1,007	8.20%
Age 65 - 74	916	7.46%
Age 75 - 84	585	4.77%
Age 85 and over	250	2.04%
2021 Est. Median Age, Female		28.70
2021 Est. Average Age, Female		35.10

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DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	9,372	47.08%
Males, Never Married	5,147	25.86%
Females, Never Married	4,225	21.23%
Married, Spouse present	6,670	33.51%
Married, Spouse absent	1,035	5.20%
Widowed	1,236	6.21%
Males Widowed	155	0.78%
Females Widowed	1,081	5.43%
Divorced	1,593	8.00%
Males Divorced	887	4.46%
Females Divorced	706	3.55%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,297	9.3%
Some High School, no diploma	1,649	11.9%
High School Graduate (or GED)	3,600	25.9%
Some College, no degree	3,045	21.9%
Associate Degree	877	6.3%
Bachelor's Degree	2,365	17.0%
Master's Degree	826	6.0%
Professional School Degree	72	0.5%
Doctorate Degree	147	1.1%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,729	26.18%
High School Graduate	2,785	26.71%
Some College or Associate's Degree	2,997	28.75%
Bachelor's Degree or Higher	1,915	18.37%
<b>Households</b>		
2026 Projection	9,195	
2021 Estimate	8,995	
Growth 2021 - 2026		2.22%
<b>2021 Est. Households by Household Type</b>	<b>8,995</b>	
Family Households	5,842	64.95%
Nonfamily Households	3,153	35.05%
2021 Est. Group Quarters Population	1,388	
2021 Households by Ethnicity, Hispanic/Latino	6,502	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>8,995</b>	
Income < \$15,000	2,087	23.20%
Income \$15,000 - \$24,999	1,190	13.23%
Income \$25,000 - \$34,999	727	8.08%
Income \$35,000 - \$49,999	1,343	14.93%
Income \$50,000 - \$74,999	1,189	13.22%
Income \$75,000 - \$99,999	917	10.20%
Income \$100,000 - \$124,999	673	7.48%
Income \$125,000 - \$149,999	343	3.81%
Income \$150,000 - \$199,999	318	3.54%
Income \$200,000 - \$249,999	104	1.16%
Income \$250,000 - \$499,999	82	0.91%
Income \$500,000+	22	0.25%
2021 Est. Average Household Income		\$57,080
2021 Est. Median Household Income		\$40,507
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$43,502
Black or African American Alone		\$20,096
American Indian and Alaska Native Alone		\$32,364
Asian Alone		\$11,159
Native Hawaiian and Other Pacific Islander Alone		\$37,237
Some Other Race Alone		\$23,578
Two or More Races		\$45,465
Hispanic or Latino		\$39,088
Not Hispanic or Latino		\$45,294
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>5,842</b>	
Married-Couple Family, own children	1,558	26.67%
Married-Couple Family, no own children	2,125	36.38%
Male Householder, own children	302	5.17%
Male Householder, no own children	313	5.36%
Female Householder, own children	927	15.87%
Female Householder, no own children	617	10.56%
<b>2021 Est. Households by Household Size</b>	<b>8,995</b>	
1-person	2,306	25.64%
2-person	2,793	31.05%
3-person	1,619	18.00%
4-person	1,183	13.15%
5-person	643	7.15%
6-person	277	3.08%
7-or-more-person	174	1.93%
2021 Est. Average Household Size		2.63

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DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>8,995</b>	
Households with 1 or More People under Age 18:	3,277	36.43%
Married-Couple Family	1,783	54.41%
Other Family, Male Householder	362	11.05%
Other Family, Female Householder	1,106	33.75%
Nonfamily, Male Householder	21	0.64%
Nonfamily, Female Householder	5	0.15%
<b>Households with No People under Age 18:</b>	<b>5,718</b>	<b>63.57%</b>
Married-Couple Family	1,897	33.18%
Other Family, Male Householder	254	4.44%
Other Family, Female Householder	440	7.70%
Nonfamily, Male Householder	1,704	29.80%
Nonfamily, Female Householder	1,423	24.89%
<b>2021 Est. Households by Number of Vehicles</b>	<b>8,995</b>	
No Vehicles	853	9.48%
1 Vehicle	3,834	42.62%
2 Vehicles	2,732	30.37%
3 Vehicles	1,276	14.19%
4 Vehicles	241	2.68%
5 or more Vehicles	59	0.66%
2021 Est. Average Number of Vehicles		1.6
<b>Family Households</b>		
2026 Projection	5,967	
2021 Estimate	5,842	
Growth 2021 - 2026		2.14%
<b>2021 Est. Families by Poverty Status</b>	<b>5,842</b>	
2021 Families at or Above Poverty	4,613	78.96%
2021 Families at or Above Poverty with Children	2,095	35.86%
2021 Families Below Poverty	1,229	21.04%
2021 Families Below Poverty with Children	1,037	17.75%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>19,553</b>	
Civilian Labor Force, Employed	10,428	53.33%
Civilian Labor Force, Unemployed	1,067	5.46%
Armed Forces	297	1.52%
Not in Labor Force	7,761	39.69%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>10,356</b>	
For-Profit Private Workers	6,635	64.07%
Non-Profit Private Workers	536	5.18%
Local Government Workers	484	4.67%
State Government Workers	1,420	13.71%
Federal Government Workers	577	5.57%
Self-Employed Workers	673	6.50%
Unpaid Family Workers	31	0.30%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>10,356</b>	
Architect/Engineer	56	0.54%
Arts/Entertainment/Sports	93	0.90%
Building Grounds Maintenance	455	4.39%
Business/Financial Operations	87	0.84%
Community/Social Services	262	2.53%
Computer/Mathematical	10	0.10%
Construction/Extraction	1,006	9.71%
Education/Training/Library	869	8.39%
Farming/Fishing/Forestry	120	1.16%
Food Prep/Serving	761	7.35%
Health Practitioner/Technician	374	3.61%
Healthcare Support	337	3.25%
Maintenance Repair	570	5.50%
Legal	42	0.41%
Life/Physical/Social Science	93	0.90%
Management	945	9.13%
Office/Admin. Support	1,145	11.06%
Production	525	5.07%
Protective Services	223	2.15%
Sales/Related	982	9.48%
Personal Care/Service	358	3.46%
Transportation/Moving	1,043	10.07%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>10,356</b>	
White Collar	4,958	47.88%
Blue Collar	3,144	30.36%
Service and Farm	2,254	21.77%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>10,479</b>	
Drove Alone	8,246	78.69%
Car Pooled	1,316	12.56%
Public Transportation	1	0.01%
Walked	669	6.38%
Bicycle	14	0.13%
Other Means	121	1.16%
Worked at Home	112	1.07%

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DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	6,182	
15 - 29 Minutes	2,209	
30 - 44 Minutes	717	
45 - 59 Minutes	661	
60 or more Minutes	633	
2021 Est. Avg Travel Time to Work in Minutes		21
2021 Est. Occupied Housing Units by Tenure	8,995	
Owner Occupied	4,565	50.75%
Renter Occupied	4,430	49.25%
2021 Owner Occ. HUs: Avg. Length of Residence		20.6
2021 Renter Occ. HUs: Avg. Length of Residence		5.7
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>8,995</b>	
Value Less than \$20,000	184	4.03%
Value \$20,000 - \$39,999	267	5.85%
Value \$40,000 - \$59,999	585	12.82%
Value \$60,000 - \$79,999	420	9.20%
Value \$80,000 - \$99,999	707	15.49%
Value \$100,000 - \$149,999	1,166	25.54%
Value \$150,000 - \$199,999	568	12.44%
Value \$200,000 - \$299,999	405	8.87%
Value \$300,000 - \$399,999	152	3.33%
Value \$400,000 - \$499,999	66	1.45%
Value \$500,000 - \$749,999	36	0.79%
Value \$750,000 - \$999,999	7	0.15%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	2	0.04%
2021 Est. Median All Owner-Occupied Housing Value		\$103,933
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	7,029	66.71%
1 Unit Attached	286	2.71%
2 Units	136	1.29%
3 or 4 Units	1,048	9.95%
5 to 19 Units	1,104	10.48%
20 to 49 Units	141	1.34%
50 or More Units	246	2.34%
Mobile Home or Trailer	535	5.08%
Boat, RV, Van, etc.	12	0.11%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	654	6.21%
Housing Units Built 2010 to 2014	353	3.35%
Housing Units Built 2000 to 2009	1,244	11.81%
Housing Units Built 1990 to 1999	764	7.25%
Housing Units Built 1980 to 1989	1,199	11.38%
Housing Units Built 1970 to 1979	1,710	16.23%
Housing Units Built 1960 to 1969	1,355	12.86%
Housing Units Built 1950 to 1959	1,930	18.32%
Housing Units Built 1940 to 1949	892	8.47%
Housing Unit Built 1939 or Earlier	436	4.14%
2021 Est. Median Year Structure Built		1974



# 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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