



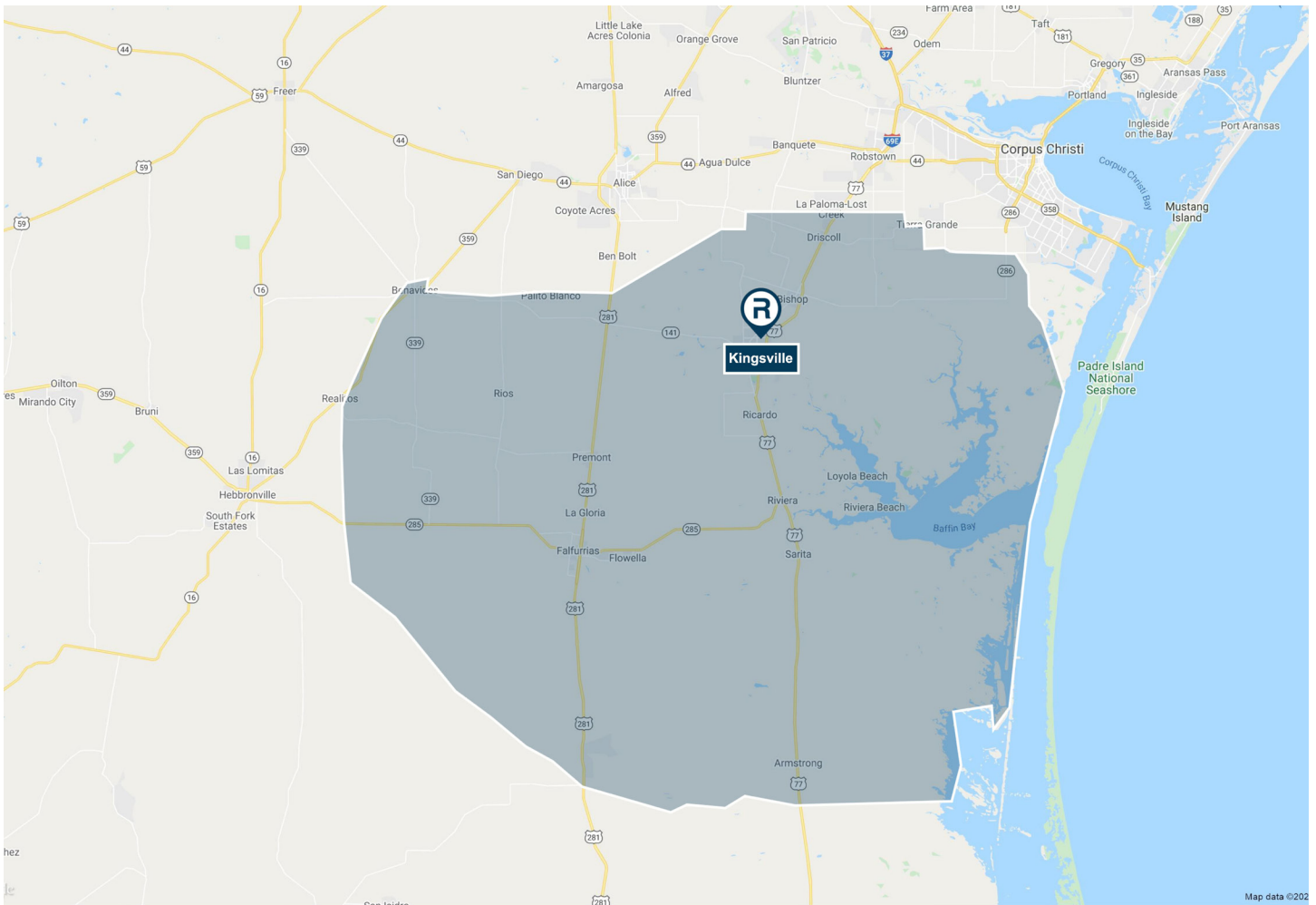
The**Retail**Coach.®

Retail Trade Area Demographic Profile

KINGSVILLE, TEXAS

Prepared for Kingsville Chamber of Commerce
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Retail Trade Area



Prepared for:



Kingsville Chamber of Commerce

Manny Salazar, MEDP
President/CEO

231 East Kleberg Avenue
Kingsville, Texas 78363

Phone 361.592.6438
Cell 361.522.5518
Manny@Kingsville.org
www.Kingsville.org



Retail Trade Area • Demographic Profile

Kingsville, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	51,386	
2021 Estimate	50,436	
Growth 2021 - 2026		1.88%
2021 Est. Population by Single-Classification Race	50,436	
White Alone	41,096	81.48%
Black or African American Alone	1,264	2.51%
Amer. Indian and Alaska Native Alone	321	0.64%
Asian Alone	798	1.58%
Native Hawaiian and Other Pacific Island Alone	51	0.10%
Some Other Race Alone	5,666	11.23%
Two or More Races	1,239	2.46%
2021 Est. Population by Hispanic or Latino Origin	50,436	
Not Hispanic or Latino	10,091	20.01%
Hispanic or Latino	40,345	79.99%
Mexican	33,817	83.82%
Puerto Rican	201	0.50%
Cuban	27	0.07%
All Other Hispanic or Latino	6,300	15.62%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	40,345	
White Alone	33,373	82.72%
Black or African American Alone	204	0.51%
American Indian and Alaska Native Alone	210	0.52%
Asian Alone	46	0.11%
Native Hawaiian and Other Pacific Islander Alone	13	0.03%
Some Other Race Alone	5,636	13.97%
Two or More Races	863	2.14%
2021 Est. Pop by Race, Asian Alone, by Category	798	
Chinese, except Taiwanese	49	6.14%
Filipino	199	24.94%
Japanese	21	2.63%
Asian Indian	319	39.98%
Korean	3	0.38%
Vietnamese	26	3.26%
Cambodian	4	0.50%
Hmong	5	0.63%
Laotian	4	0.50%
Thai	23	2.88%
All Other Asian Races Including 2+ Category	145	18.17%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	50,436	
Arab	30	0.06%
Czech	175	0.35%
Danish	34	0.07%
Dutch	109	0.22%
English	1,071	2.12%
French (except Basque)	279	0.55%
French Canadian	76	0.15%
German	2,031	4.03%
Greek	23	0.05%
Hungarian	44	0.09%
Irish	910	1.80%
Italian	452	0.90%
Lithuanian	23	0.05%
United States or American	1,916	3.80%
Norwegian	49	0.10%
Polish	220	0.44%
Portuguese	46	0.09%
Russian	59	0.12%
Scottish	174	0.35%
Scotch-Irish	148	0.29%
Slovak	0	0.00%
Subsaharan African	106	0.21%
Swedish	94	0.19%
Swiss	4	0.01%
Ukrainian	19	0.04%
Welsh	70	0.14%
West Indian (except Hisp. groups)	31	0.06%
Other ancestries	36,020	71.42%
Ancestry Unclassified	6,222	12.34%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	16,885	36.04%
Speak Asian/Pacific Island Language at Home	523	1.12%
Speak IndoEuropean Language at Home	289	0.62%
Speak Spanish at Home	29,037	61.98%
Speak Other Language at Home	117	0.25%

Retail Trade Area • Demographic Profile

Kingsville, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	50,436	
Age 0 - 4	3,584	7.11%
Age 5 - 9	3,500	6.94%
Age 10 - 14	3,438	6.82%
Age 15 - 17	2,185	4.33%
Age 18 - 20	3,100	6.15%
Age 21 - 24	4,429	8.78%
Age 25 - 34	7,122	14.12%
Age 35 - 44	5,554	11.01%
Age 45 - 54	4,872	9.66%
Age 55 - 64	4,920	9.76%
Age 65 - 74	4,247	8.42%
Age 75 - 84	2,548	5.05%
Age 85 and over	936	1.86%
Age 16 and over	39,204	77.73%
Age 18 and over	37,728	74.80%
Age 21 and over	34,627	68.66%
Age 65 and over	7,731	15.33%
2021 Est. Median Age		31.53
2021 Est. Average Age		36.33
2021 Est. Population by Sex	50,436	
Male	25,615	50.79%
Female	24,821	49.21%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	25,615	
Age 0 - 4	1,834	7.16%
Age 5 - 9	1,810	7.07%
Age 10 - 14	1,762	6.88%
Age 15 - 17	1,121	4.38%
Age 18 - 20	1,667	6.51%
Age 21 - 24	2,332	9.10%
Age 25 - 34	3,888	15.18%
Age 35 - 44	2,928	11.43%
Age 45 - 54	2,409	9.41%
Age 55 - 64	2,394	9.35%
Age 65 - 74	2,006	7.83%
Age 75 - 84	1,123	4.38%
Age 85 and over	340	1.33%
2021 Est. Median Age, Male		30.32
2021 Est. Average Age, Male		35.22
2021 Est. Female Population by Age	24,821	
Age 0 - 4	1,750	7.05%
Age 5 - 9	1,690	6.81%
Age 10 - 14	1,676	6.75%
Age 15 - 17	1,063	4.28%
Age 18 - 20	1,434	5.78%
Age 21 - 24	2,097	8.45%
Age 25 - 34	3,234	13.03%
Age 35 - 44	2,627	10.58%
Age 45 - 54	2,463	9.92%
Age 55 - 64	2,526	10.18%
Age 65 - 74	2,241	9.03%
Age 75 - 84	1,424	5.74%
Age 85 and over	596	2.40%
2021 Est. Median Age, Female		33.06
2021 Est. Average Age, Female		37.45

Retail Trade Area • Demographic Profile

Kingsville, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,667	41.76%
Males, Never Married	9,331	23.38%
Females, Never Married	7,335	18.38%
Married, Spouse present	14,606	36.60%
Married, Spouse absent	2,348	5.88%
Widowed	2,638	6.61%
Males Widowed	420	1.05%
Females Widowed	2,218	5.56%
Divorced	3,655	9.16%
Males Divorced	1,958	4.91%
Females Divorced	1,697	4.25%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,387	11.2%
Some High School, no diploma	3,732	12.4%
High School Graduate (or GED)	8,372	27.7%
Some College, no degree	6,824	22.6%
Associate Degree	1,586	5.3%
Bachelor's Degree	4,428	14.7%
Master's Degree	1,563	5.2%
Professional School Degree	111	0.4%
Doctorate Degree	196	0.6%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	6,665	28.28%
High School Graduate	6,839	29.02%
Some College or Associate's Degree	6,334	26.88%
Bachelor's Degree or Higher	3,729	15.82%
Households		
2026 Projection	18,669	
2021 Estimate	18,179	
Growth 2021 - 2026		2.70%
2021 Est. Households by Household Type	18,179	
Family Households	12,587	69.24%
Nonfamily Households	5,592	30.76%
2021 Est. Group Quarters Population	1,651	
2021 Households by Ethnicity, Hispanic/Latino	13,796	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	18,179	
Income < \$15,000	3,533	19.44%
Income \$15,000 - \$24,999	2,375	13.07%
Income \$25,000 - \$34,999	1,835	10.09%
Income \$35,000 - \$49,999	2,563	14.10%
Income \$50,000 - \$74,999	2,785	15.32%
Income \$75,000 - \$99,999	1,867	10.27%
Income \$100,000 - \$124,999	1,276	7.02%
Income \$125,000 - \$149,999	786	4.32%
Income \$150,000 - \$199,999	664	3.65%
Income \$200,000 - \$249,999	232	1.28%
Income \$250,000 - \$499,999	200	1.10%
Income \$500,000+	63	0.35%
2021 Est. Average Household Income		\$60,323
2021 Est. Median Household Income		\$42,544
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$44,103
Black or African American Alone		\$24,782
American Indian and Alaska Native Alone		\$30,149
Asian Alone		\$15,630
Native Hawaiian and Other Pacific Islander Alone		\$36,905
Some Other Race Alone		\$32,997
Two or More Races		\$48,003
Hispanic or Latino		\$39,718
Not Hispanic or Latino		\$54,847
2021 Est. Family HH Type by Presence of Own Child.	12,587	
Married-Couple Family, own children	3,385	26.89%
Married-Couple Family, no own children	5,011	39.81%
Male Householder, own children	596	4.74%
Male Householder, no own children	648	5.15%
Female Householder, own children	1,596	12.68%
Female Householder, no own children	1,350	10.73%
2021 Est. Households by Household Size	18,179	
1-person	4,549	25.02%
2-person	5,603	30.82%
3-person	3,185	17.52%
4-person	2,452	13.49%
5-person	1,384	7.61%
6-person	602	3.31%
7-or-more-person	404	2.22%
2021 Est. Average Household Size		2.68

Retail Trade Area • Demographic Profile

Kingsville, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	18,179	
Households with 1 or More People under Age 18:	6,708	36.90%
Married-Couple Family	3,943	58.78%
Other Family, Male Householder	756	11.27%
Other Family, Female Householder	1,968	29.34%
Nonfamily, Male Householder	31	0.46%
Nonfamily, Female Householder	10	0.15%
Households with No People under Age 18:	11,471	63.10%
Married-Couple Family	4,457	38.85%
Other Family, Male Householder	485	4.23%
Other Family, Female Householder	976	8.51%
Nonfamily, Male Householder	2,990	26.07%
Nonfamily, Female Householder	2,563	22.34%
2021 Est. Households by Number of Vehicles	18,179	
No Vehicles	1,414	7.78%
1 Vehicle	6,785	37.32%
2 Vehicles	6,285	34.57%
3 Vehicles	2,743	15.09%
4 Vehicles	647	3.56%
5 or more Vehicles	306	1.68%
2021 Est. Average Number of Vehicles		1.76
Family Households		
2026 Projection	12,928	
2021 Estimate	12,587	
Growth 2021 - 2026		2.71%
2021 Est. Families by Poverty Status	12,587	
2021 Families at or Above Poverty	10,026	79.65%
2021 Families at or Above Poverty with Children	4,344	34.51%
2021 Families Below Poverty	2,561	20.35%
2021 Families Below Poverty with Children	2,011	15.98%
2021 Est. Pop 16+ by Employment Status	39,204	
Civilian Labor Force, Employed	19,926	50.83%
Civilian Labor Force, Unemployed	2,168	5.53%
Armed Forces	500	1.28%
Not in Labor Force	16,610	42.37%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	19,938	
For-Profit Private Workers	13,007	65.24%
Non-Profit Private Workers	914	4.58%
Local Government Workers	871	4.37%
State Government Workers	2,261	11.34%
Federal Government Workers	1,359	6.82%
Self-Employed Workers	1,454	7.29%
Unpaid Family Workers	73	0.37%
2021 Est. Civ. Employed Pop 16+ by Occupation	19,938	
Architect/Engineer	91	0.46%
Arts/Entertainment/Sports	187	0.94%
Building Grounds Maintenance	964	4.84%
Business/Financial Operations	252	1.26%
Community/Social Services	376	1.89%
Computer/Mathematical	74	0.37%
Construction/Extraction	1,950	9.78%
Education/Training/Library	1,707	8.56%
Farming/Fishing/Forestry	488	2.45%
Food Prep/Serving	1,298	6.51%
Health Practitioner/Technician	808	4.05%
Healthcare Support	989	4.96%
Maintenance Repair	904	4.53%
Legal	62	0.31%
Life/Physical/Social Science	148	0.74%
Management	1,696	8.51%
Office/Admin. Support	2,052	10.29%
Production	1,105	5.54%
Protective Services	561	2.81%
Sales/Related	1,809	9.07%
Personal Care/Service	610	3.06%
Transportation/Moving	1,809	9.07%
2021 Est. Pop 16+ by Occupation Classification	19,938	
White Collar	9,261	46.45%
Blue Collar	5,767	28.93%
Service and Farm	4,910	24.63%
2021 Est. Workers Age 16+ by Transp. to Work	19,993	
Drove Alone	16,032	80.19%
Car Pooled	2,381	11.91%
Public Transportation	10	0.05%
Walked	976	4.88%
Bicycle	14	0.07%
Other Means	203	1.02%
Worked at Home	377	1.89%

Retail Trade Area • Demographic Profile

Kingsville, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	10,068	
15 - 29 Minutes	4,623	
30 - 44 Minutes	2,004	
45 - 59 Minutes	1,297	
60 or more Minutes	1,599	
2021 Est. Avg Travel Time to Work in Minutes		24
2021 Est. Occupied Housing Units by Tenure	18,179	
Owner Occupied	11,559	63.58%
Renter Occupied	6,620	36.42%
2021 Owner Occ. HUs: Avg. Length of Residence		20.45
2021 Renter Occ. HUs: Avg. Length of Residence		6.91
2021 Est. Owner-Occupied Housing Units by Value	18,179	
Value Less than \$20,000	733	6.34%
Value \$20,000 - \$39,999	1,177	10.18%
Value \$40,000 - \$59,999	1,371	11.86%
Value \$60,000 - \$79,999	1,340	11.59%
Value \$80,000 - \$99,999	1,552	13.43%
Value \$100,000 - \$149,999	2,115	18.30%
Value \$150,000 - \$199,999	1,178	10.19%
Value \$200,000 - \$299,999	1,043	9.02%
Value \$300,000 - \$399,999	536	4.64%
Value \$400,000 - \$499,999	269	2.33%
Value \$500,000 - \$749,999	150	1.30%
Value \$750,000 - \$999,999	42	0.36%
Value \$1,000,000 or \$1,499,999	22	0.19%
Value \$1,500,000 or \$1,999,999	2	0.02%
Value \$2,000,000+	29	0.25%
2021 Est. Median All Owner-Occupied Housing Value		\$94,672
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	16,046	72.99%
1 Unit Attached	402	1.83%
2 Units	297	1.35%
3 or 4 Units	1,210	5.50%
5 to 19 Units	1,407	6.40%
20 to 49 Units	237	1.08%
50 or More Units	282	1.28%
Mobile Home or Trailer	2,043	9.29%
Boat, RV, Van, etc.	63	0.29%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,192	5.42%
Housing Units Built 2010 to 2014	633	2.88%
Housing Units Built 2000 to 2009	3,171	14.42%
Housing Units Built 1990 to 1999	1,806	8.22%
Housing Units Built 1980 to 1989	2,790	12.69%
Housing Units Built 1970 to 1979	3,335	15.17%
Housing Units Built 1960 to 1969	2,540	11.55%
Housing Units Built 1950 to 1959	3,446	15.67%
Housing Units Built 1940 to 1949	1,828	8.32%
Housing Unit Built 1939 or Earlier	1,242	5.65%
2021 Est. Median Year Structure Built		1976

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.



The **Retail**Coach®

ACKNOWLEDGMENTS

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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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