



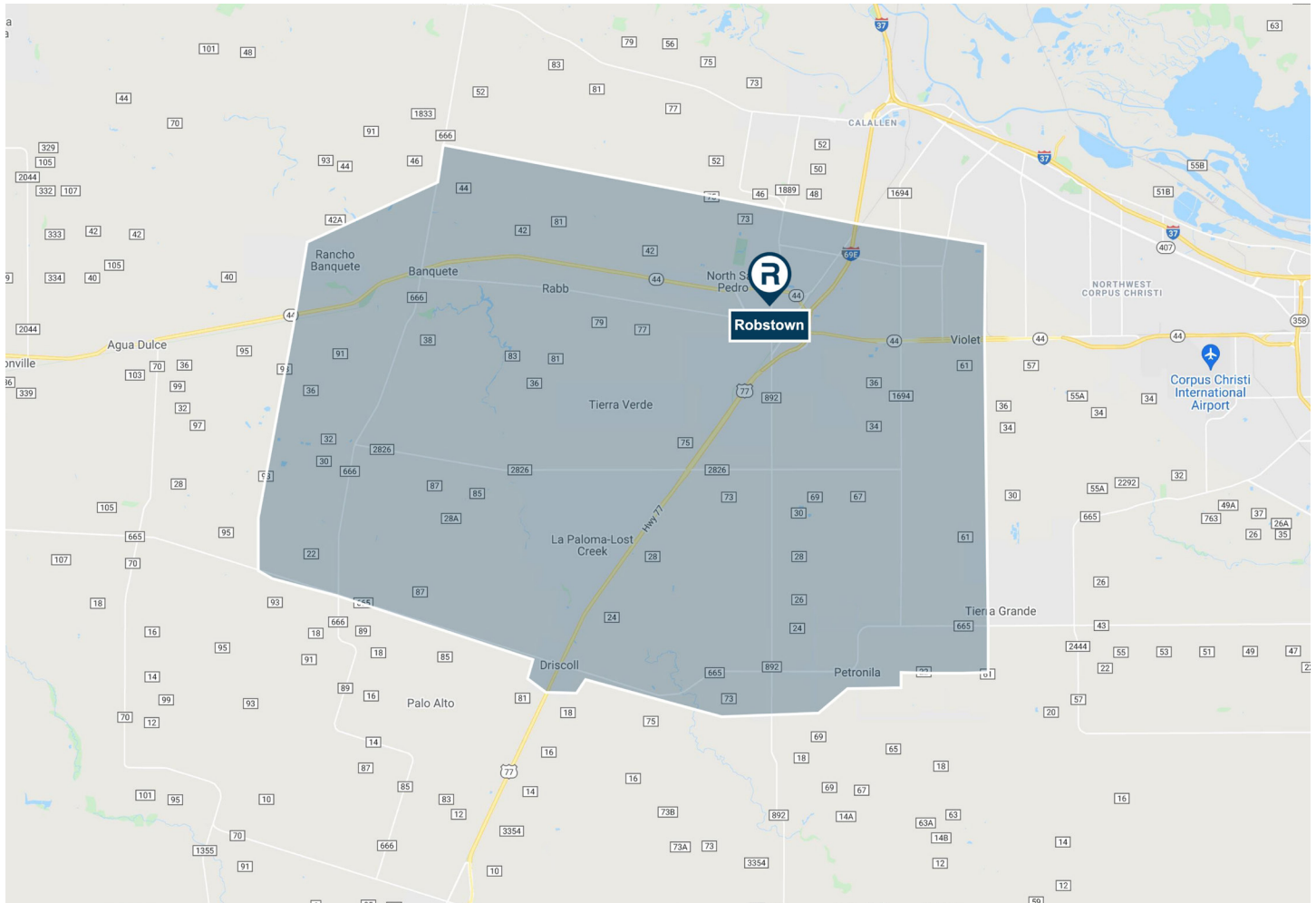
The**Retail**Coach.®

# Primary Retail Trade Area Demographic Profile

ROBSTOWN, TEXAS

Prepared for City of Robstown  
July 2021

# Primary Retail Trade Area



Prepared for:



## City of Robstown

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# Primary Retail Trade Area • Demographic Profile

## Robstown, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	18,820	
2021 Estimate	18,260	
2010 Census	18,411	
2000 Census	19,574	
Growth 2021 - 2026		3.07%
Growth 2010 - 2021		-0.82%
Growth 2000 - 2010		-5.94%
<b>2021 Est. Population by Single-Classification Race</b>	<b>18,260</b>	
White Alone	15,202	83.25%
Black or African American Alone	212	1.16%
Amer. Indian and Alaska Native Alone	82	0.45%
Asian Alone	40	0.22%
Native Hawaiian and Other Pacific Island Alone	3	0.02%
Some Other Race Alone	2,337	12.80%
Two or More Races	383	2.10%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>18,260</b>	
Not Hispanic or Latino	1,912	10.47%
Hispanic or Latino	16,348	89.53%
Mexican	13,874	84.87%
Puerto Rican	12	0.07%
Cuban	7	0.04%
All Other Hispanic or Latino	2,455	15.02%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>16,348</b>	
White Alone	13,540	82.82%
Black or African American Alone	79	0.48%
American Indian and Alaska Native Alone	60	0.37%
Asian Alone	10	0.06%
Native Hawaiian and Other Pacific Islander Alone	2	0.01%
Some Other Race Alone	2,324	14.22%
Two or More Races	332	2.03%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>40</b>	
Chinese, except Taiwanese	1	2.50%
Filipino	11	27.50%
Japanese	2	5.00%
Asian Indian	1	2.50%
Korean	0	0.00%
Vietnamese	1	2.50%
Cambodian	4	10.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	2.50%
All Other Asian Races Including 2+ Category	21	52.50%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>18,260</b>	
Arab	1	0.01%
Czech	75	0.41%
Danish	1	0.01%
Dutch	14	0.08%
English	219	1.20%
French (except Basque)	94	0.52%
French Canadian	0	0.00%
German	526	2.88%
Greek	90	0.49%
Hungarian	0	0.00%
Irish	259	1.42%
Italian	21	0.12%
Lithuanian	0	0.00%
United States or American	500	2.74%
Norwegian	1	0.01%
Polish	82	0.45%
Portuguese	6	0.03%
Russian	0	0.00%
Scottish	38	0.21%
Scotch-Irish	16	0.09%
Slovak	0	0.00%
Subsaharan African	1	0.01%
Swedish	8	0.04%
Swiss	9	0.05%
Ukrainian	0	0.00%
Welsh	7	0.04%
West Indian (except Hisp. groups)	2	0.01%
Other ancestries	14,237	77.97%
Ancestry Unclassified	2,053	11.24%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	4,154	24.59%
Speak Asian/Pacific Island Language at Home	152	0.90%
Speak IndoEuropean Language at Home	109	0.65%
Speak Spanish at Home	12,479	73.86%
Speak Other Language at Home	1	0.01%

# Primary Retail Trade Area • Demographic Profile

Robstown, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>18,260</b>	
Age 0 - 4	1,365	7.48%
Age 5 - 9	1,354	7.42%
Age 10 - 14	1,367	7.49%
Age 15 - 17	817	4.47%
Age 18 - 20	752	4.12%
Age 21 - 24	1,043	5.71%
Age 25 - 34	2,781	15.23%
Age 35 - 44	2,076	11.37%
Age 45 - 54	1,993	10.92%
Age 55 - 64	2,011	11.01%
Age 65 - 74	1,552	8.50%
Age 75 - 84	836	4.58%
Age 85 and over	311	1.70%
Age 16 and over	13,905	76.15%
Age 18 and over	13,356	73.14%
Age 21 and over	12,604	69.03%
Age 65 and over	2,699	14.78%
2021 Est. Median Age		33.65
2021 Est. Average Age		36.78
<b>2021 Est. Population by Sex</b>	<b>18,260</b>	
Male	9,043	49.52%
Female	9,217	50.48%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>9,043</b>	
Age 0 - 4	688	7.61%
Age 5 - 9	701	7.75%
Age 10 - 14	695	7.69%
Age 15 - 17	418	4.62%
Age 18 - 20	395	4.37%
Age 21 - 24	556	6.15%
Age 25 - 34	1,417	15.67%
Age 35 - 44	1,045	11.56%
Age 45 - 54	956	10.57%
Age 55 - 64	980	10.84%
Age 65 - 74	741	8.19%
Age 75 - 84	353	3.90%
Age 85 and over	99	1.10%
2021 Est. Median Age, Male		32.38
2021 Est. Average Age, Male		35.61
<b>2021 Est. Female Population by Age</b>	<b>9,217</b>	
Age 0 - 4	677	7.35%
Age 5 - 9	653	7.09%
Age 10 - 14	673	7.30%
Age 15 - 17	399	4.33%
Age 18 - 20	358	3.88%
Age 21 - 24	487	5.28%
Age 25 - 34	1,365	14.81%
Age 35 - 44	1,032	11.20%
Age 45 - 54	1,037	11.25%
Age 55 - 64	1,031	11.19%
Age 65 - 74	811	8.80%
Age 75 - 84	483	5.24%
Age 85 and over	212	2.30%
2021 Est. Median Age, Female		34.98
2021 Est. Average Age, Female		37.90

# Primary Retail Trade Area • Demographic Profile

Robstown, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	5,415	38.20%
Males, Never Married	3,101	21.88%
Females, Never Married	2,314	16.33%
Married, Spouse present	5,182	36.56%
Married, Spouse absent	769	5.43%
Widowed	1,259	8.88%
Males Widowed	322	2.27%
Females Widowed	937	6.61%
Divorced	1,549	10.93%
Males Divorced	816	5.76%
Females Divorced	734	5.18%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,080	18.0%
Some High School, no diploma	1,532	13.3%
High School Graduate (or GED)	3,464	30.0%
Some College, no degree	2,379	20.6%
Associate Degree	803	6.9%
Bachelor's Degree	903	7.8%
Master's Degree	314	2.7%
Professional School Degree	61	0.5%
Doctorate Degree	25	0.2%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	3,476	34.32%
High School Graduate	3,200	31.59%
Some College or Associate's Degree	2,491	24.59%
Bachelor's Degree or Higher	961	9.49%
<b>Households</b>		
2026 Projection	5,976	
2021 Estimate	5,755	
2010 Census	5,647	
2000 Census	5,663	
Growth 2021 - 2026		3.84%
Growth 2010 - 2021		1.91%
Growth 2000 - 2010		-0.28%
<b>2021 Est. Households by Household Type</b>	<b>5,755</b>	
Family Households	4,604	80.00%
Nonfamily Households	1,151	20.00%
2021 Est. Group Quarters Population	191	
2021 Households by Ethnicity, Hispanic/Latino	5,000	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>5,755</b>	
Income < \$15,000	1,131	19.65%
Income \$15,000 - \$24,999	780	13.55%
Income \$25,000 - \$34,999	620	10.77%
Income \$35,000 - \$49,999	830	14.42%
Income \$50,000 - \$74,999	910	15.81%
Income \$75,000 - \$99,999	601	10.44%
Income \$100,000 - \$124,999	398	6.92%
Income \$125,000 - \$149,999	194	3.37%
Income \$150,000 - \$199,999	152	2.64%
Income \$200,000 - \$249,999	60	1.04%
Income \$250,000 - \$499,999	57	0.99%
Income \$500,000+	22	0.38%
2021 Est. Average Household Income		\$57,413
2021 Est. Median Household Income		\$40,915
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$41,839
Black or African American Alone		\$40,114
American Indian and Alaska Native Alone		\$61,626
Asian Alone		\$54,500
Native Hawaiian and Other Pacific Islander Alone		\$42,926
Some Other Race Alone		\$35,061
Two or More Races		\$38,942
Hispanic or Latino		\$38,766
Not Hispanic or Latino		\$59,526
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>4,604</b>	
Married-Couple Family, own children	1,160	25.20%
Married-Couple Family, no own children	1,722	37.40%
Male Householder, own children	194	4.21%
Male Householder, no own children	255	5.54%
Female Householder, own children	568	12.34%
Female Householder, no own children	706	15.34%
<b>2021 Est. Households by Household Size</b>	<b>5,755</b>	
1-person	1,048	18.21%
2-person	1,475	25.63%
3-person	1,100	19.11%
4-person	933	16.21%
5-person	602	10.46%
6-person	320	5.56%
7-or-more-person	277	4.81%
2021 Est. Average Household Size		3.14

# Primary Retail Trade Area • Demographic Profile

## Robstown, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>5,755</b>	
Households with 1 or More People under Age 18:	2,570	44.66%
Married-Couple Family	1,478	57.51%
Other Family, Male Householder	265	10.31%
Other Family, Female Householder	816	31.75%
Nonfamily, Male Householder	6	0.23%
Nonfamily, Female Householder	5	0.20%
<b>Households with No People under Age 18:</b>	<b>3,185</b>	<b>55.34%</b>
Married-Couple Family	1,404	44.08%
Other Family, Male Householder	184	5.78%
Other Family, Female Householder	457	14.35%
Nonfamily, Male Householder	572	17.96%
Nonfamily, Female Householder	568	17.83%
<b>2021 Est. Households by Number of Vehicles</b>	<b>5,755</b>	
No Vehicles	622	10.81%
1 Vehicle	2,153	37.41%
2 Vehicles	1,688	29.33%
3 Vehicles	793	13.78%
4 Vehicles	405	7.04%
5 or more Vehicles	94	1.63%
2021 Est. Average Number of Vehicles		1.75
<b>Family Households</b>		
2026 Projection	4,785	
2021 Estimate	4,604	
2010 Census	4,517	
2000 Census	4,717	
Growth 2021 - 2026		3.93%
Growth 2010 - 2021		1.93%
Growth 2000 - 2010		-4.24%
<b>2021 Est. Families by Poverty Status</b>	<b>4,604</b>	
2021 Families at or Above Poverty	3,449	74.91%
2021 Families at or Above Poverty with Children	1,740	37.79%
2021 Families Below Poverty	1,156	25.11%
2021 Families Below Poverty with Children	795	17.27%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>13,905</b>	
Civilian Labor Force, Employed	6,300	45.31%
Civilian Labor Force, Unemployed	1,065	7.66%
Armed Forces	8	0.06%
Not in Labor Force	6,532	46.98%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>6,385</b>	
For-Profit Private Workers	4,500	70.48%
Non-Profit Private Workers	163	2.55%
Local Government Workers	164	2.57%
State Government Workers	315	4.93%
Federal Government Workers	624	9.77%
Self-Employed Workers	613	9.60%
Unpaid Family Workers	5	0.08%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>6,385</b>	
Architect/Engineer	58	0.91%
Arts/Entertainment/Sports	8	0.13%
Building Grounds Maintenance	307	4.81%
Business/Financial Operations	100	1.57%
Community/Social Services	84	1.32%
Computer/Mathematical	182	2.85%
Construction/Extraction	858	13.44%
Education/Training/Library	430	6.74%
Farming/Fishing/Forestry	31	0.49%
Food Prep/Serving	206	3.23%
Health Practitioner/Technician	325	5.09%
Healthcare Support	390	6.11%
Maintenance Repair	264	4.14%
Legal	5	0.08%
Life/Physical/Social Science	78	1.22%
Management	350	5.48%
Office/Admin. Support	514	8.05%
Production	415	6.50%
Protective Services	185	2.90%
Sales/Related	825	12.92%
Personal Care/Service	130	2.04%
Transportation/Moving	640	10.02%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>6,385</b>	
White Collar	2,959	46.34%
Blue Collar	2,176	34.08%
Service and Farm	1,249	19.56%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>6,125</b>	
Drove Alone	4,963	81.03%
Car Pooled	886	14.47%
Public Transportation	12	0.20%
Walked	87	1.42%
Bicycle	0	0.00%
Other Means	56	0.91%
Worked at Home	120	1.96%

# Primary Retail Trade Area • Demographic Profile

## Robstown, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,787	
15 - 29 Minutes	2,234	
30 - 44 Minutes	1,475	
45 - 59 Minutes	300	
60 or more Minutes	244	
2021 Est. Avg Travel Time to Work in Minutes		24
<b>2021 Est. Occupied Housing Units by Tenure</b>	5,755	
Owner Occupied	4,081	70.91%
Renter Occupied	1,674	29.09%
2021 Owner Occ. HUs: Avg. Length of Residence		21.54
2021 Renter Occ. HUs: Avg. Length of Residence		8.64
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>5,755</b>	
Value Less than \$20,000	193	4.73%
Value \$20,000 - \$39,999	621	15.22%
Value \$40,000 - \$59,999	737	18.06%
Value \$60,000 - \$79,999	571	13.99%
Value \$80,000 - \$99,999	272	6.67%
Value \$100,000 - \$149,999	617	15.12%
Value \$150,000 - \$199,999	359	8.80%
Value \$200,000 - \$299,999	400	9.80%
Value \$300,000 - \$399,999	207	5.07%
Value \$400,000 - \$499,999	64	1.57%
Value \$500,000 - \$749,999	19	0.47%
Value \$750,000 - \$999,999	6	0.15%
Value \$1,000,000 or \$1,499,999	2	0.05%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	14	0.34%
2021 Est. Median All Owner-Occupied Housing Value		\$76,487
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	5,599	83.59%
1 Unit Attached	143	2.14%
2 Units	185	2.76%
3 or 4 Units	13	0.19%
5 to 19 Units	71	1.06%
20 to 49 Units	71	1.06%
50 or More Units	34	0.51%
Mobile Home or Trailer	578	8.63%
Boat, RV, Van, etc.	4	0.06%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	299	4.46%
Housing Units Built 2010 to 2014	133	1.99%
Housing Units Built 2000 to 2009	746	11.14%
Housing Units Built 1990 to 1999	694	10.36%
Housing Units Built 1980 to 1989	973	14.53%
Housing Units Built 1970 to 1979	854	12.75%
Housing Units Built 1960 to 1969	1,234	18.42%
Housing Units Built 1950 to 1959	783	11.69%
Housing Units Built 1940 to 1949	540	8.06%
Housing Unit Built 1939 or Earlier	441	6.58%
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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