



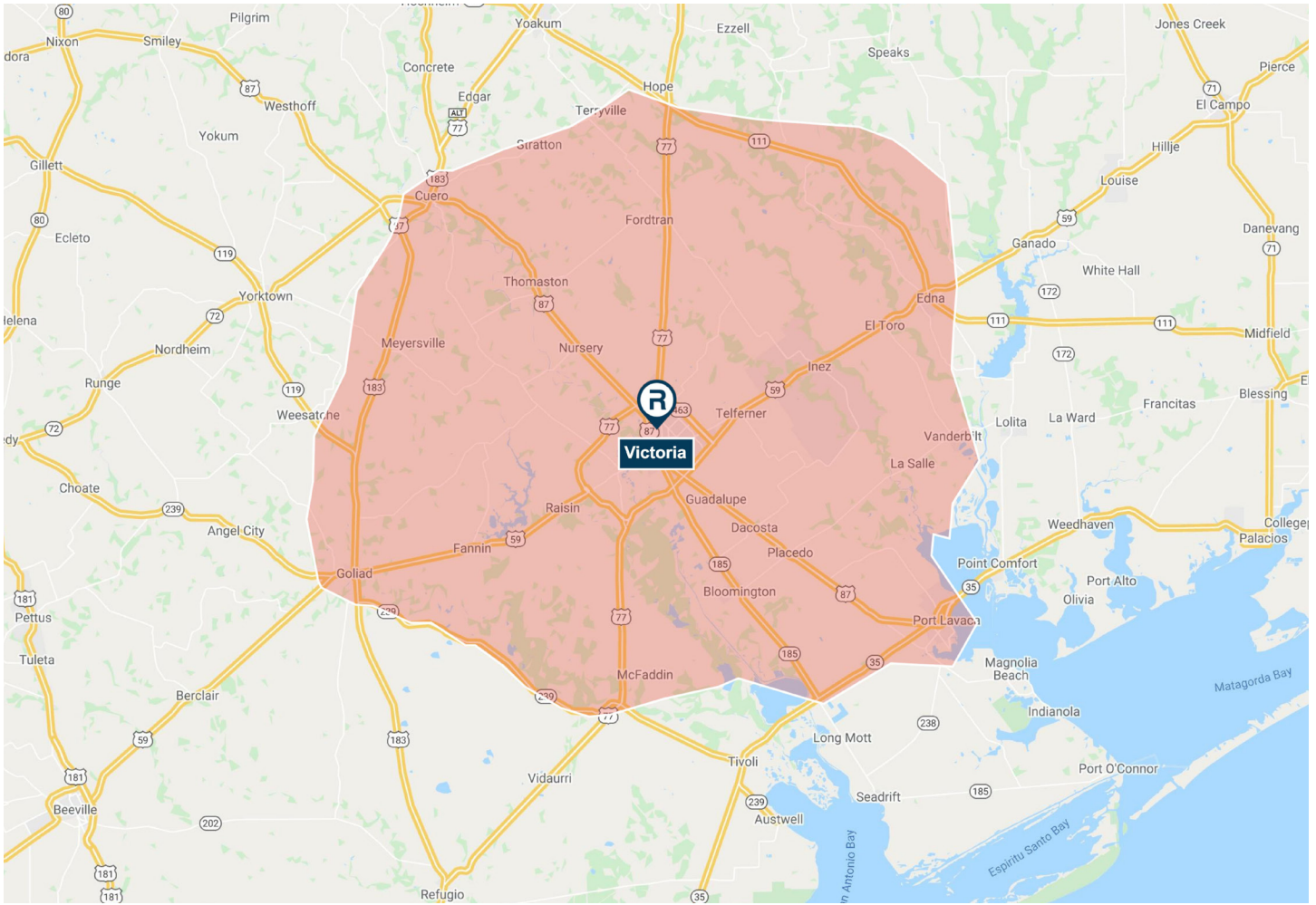
The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

VICTORIA, TEXAS

Prepared for City of Victoria
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Primary Retail Trade Area



Prepared for:



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Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2027 Projection	135,605	
2022 Estimate	131,614	
2010 Census	125,807	
2000 Census	122,573	
Growth 2022 - 2027		3.03%
Growth 2010 - 2022		4.62%
Growth 2000 - 2010		2.64%
2022 Est. Population by Single-Classification Race	131,614	
White Alone	102,092	77.57%
Black or African American Alone	8,220	6.25%
Amer. Indian and Alaska Native Alone	870	0.66%
Asian Alone	2,371	1.80%
Native Hawaiian and Other Pacific Island Alone	45	0.03%
Some Other Race Alone	14,225	10.81%
Two or More Races	3,791	2.88%
2022 Est. Population by Hispanic or Latino Origin	131,614	
Not Hispanic or Latino	68,661	52.17%
Hispanic or Latino	62,953	47.83%
Mexican	52,789	83.85%
Puerto Rican	384	0.61%
Cuban	108	0.17%
All Other Hispanic or Latino	9,672	15.36%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	62,953	
White Alone	45,444	72.19%
Black or African American Alone	602	0.96%
American Indian and Alaska Native Alone	486	0.77%
Asian Alone	57	0.09%
Native Hawaiian and Other Pacific Islander Alone	12	0.02%
Some Other Race Alone	14,050	22.32%
Two or More Races	2,302	3.66%
2022 Est. Pop by Race, Asian Alone, by Category	2,371	
Chinese, except Taiwanese	622	26.23%
Filipino	174	7.34%
Japanese	115	4.85%
Asian Indian	236	9.95%
Korean	18	0.76%
Vietnamese	353	14.89%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	27	1.14%
All Other Asian Races Including 2+ Category	825	34.80%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	131,614	
Arab	2,178	1.65%
Czech	5,066	3.85%
Danish	172	0.13%
Dutch	548	0.42%
English	5,733	4.36%
French (except Basque)	2,115	1.61%
French Canadian	146	0.11%
German	17,810	13.53%
Greek	99	0.08%
Hungarian	47	0.04%
Irish	8,043	6.11%
Italian	1,777	1.35%
Lithuanian	2	0.00%
United States or American	3,148	2.39%
Norwegian	209	0.16%
Polish	1,457	1.11%
Portuguese	16	0.01%
Russian	104	0.08%
Scottish	1,045	0.79%
Scotch-Irish	1,128	0.86%
Slovak	97	0.07%
Subsaharan African	171	0.13%
Swedish	274	0.21%
Swiss	111	0.08%
Ukrainian	67	0.05%
Welsh	353	0.27%
West Indian (except Hisp. groups)	380	0.29%
Other ancestries	62,106	47.19%
Ancestry Unclassified	17,213	13.08%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	91,629	74.74%
Speak Asian/Pacific Island Language at Home	1,834	1.50%
Speak IndoEuropean Language at Home	807	0.66%
Speak Spanish at Home	28,180	22.99%
Speak Other Language at Home	142	0.12%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	131,614	
Age 0 - 4	9,022	6.86%
Age 5 - 9	8,923	6.78%
Age 10 - 14	9,158	6.96%
Age 15 - 17	5,671	4.31%
Age 18 - 20	5,122	3.89%
Age 21 - 24	6,776	5.15%
Age 25 - 34	17,167	13.04%
Age 35 - 44	16,317	12.40%
Age 45 - 54	14,173	10.77%
Age 55 - 64	15,588	11.84%
Age 65 - 74	13,627	10.35%
Age 75 - 84	7,047	5.35%
Age 85 and over	3,022	2.30%
Age 16 and over	102,646	77.99%
Age 18 and over	98,839	75.10%
Age 21 and over	93,718	71.21%
Age 65 and over	23,696	18.00%
2022 Est. Median Age		37.36
2022 Est. Average Age		39.10
2022 Est. Population by Sex	131,614	
Male	64,912	49.32%
Female	66,702	50.68%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	64,912	
Age 0 - 4	4,602	7.09%
Age 5 - 9	4,545	7.00%
Age 10 - 14	4,647	7.16%
Age 15 - 17	2,884	4.44%
Age 18 - 20	2,646	4.08%
Age 21 - 24	3,465	5.34%
Age 25 - 34	8,759	13.49%
Age 35 - 44	8,274	12.75%
Age 45 - 54	6,948	10.70%
Age 55 - 64	7,572	11.66%
Age 65 - 74	6,435	9.91%
Age 75 - 84	3,042	4.69%
Age 85 and over	1,093	1.68%
2022 Est. Median Age, Male		36.06
2022 Est. Average Age, Male		37.96
2022 Est. Female Population by Age	66,702	
Age 0 - 4	4,421	6.63%
Age 5 - 9	4,377	6.56%
Age 10 - 14	4,511	6.76%
Age 15 - 17	2,787	4.18%
Age 18 - 20	2,475	3.71%
Age 21 - 24	3,312	4.96%
Age 25 - 34	8,409	12.61%
Age 35 - 44	8,043	12.06%
Age 45 - 54	7,225	10.83%
Age 55 - 64	8,017	12.02%
Age 65 - 74	7,191	10.78%
Age 75 - 84	4,005	6.00%
Age 85 and over	1,929	2.89%
2022 Est. Median Age, Female		38.72
2022 Est. Average Age, Female		40.18

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	32,325	30.93%
Males, Never Married	18,174	17.39%
Females, Never Married	14,151	13.54%
Married, Spouse present	46,450	44.45%
Married, Spouse absent	7,019	6.72%
Widowed	7,310	6.99%
Males Widowed	1,266	1.21%
Females Widowed	6,044	5.78%
Divorced	11,407	10.91%
Males Divorced	4,983	4.77%
Females Divorced	6,424	6.15%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,513	7.49%
Some High School, no diploma	7,681	8.84%
High School Graduate (or GED)	27,813	31.99%
Some College, no degree	20,736	23.85%
Associate Degree	8,517	9.80%
Bachelor's Degree	10,274	11.82%
Master's Degree	3,574	4.11%
Professional School Degree	868	1.00%
Doctorate Degree	966	1.11%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	10,474	28.95%
High School Graduate	12,319	34.05%
Some College or Associate's Degree	10,474	28.95%
Bachelor's Degree or Higher	2,913	8.05%
Households		
2027 Projection	51,363	
2022 Estimate	49,564	
2010 Census	46,671	
2000 Census	44,226	
Growth 2022 - 2027		3.63%
Growth 2010 - 2022		6.20%
Growth 2000 - 2010		5.53%
2022 Est. Households by Household Type	49,564	
Family Households	35,124	70.87%
Nonfamily Households	14,441	29.14%
2022 Est. Group Quarters Population	3,004	
2022 Households by Ethnicity, Hispanic/Latino	19,841	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	49,564	
Income < \$15,000	5,187	10.47%
Income \$15,000 - \$24,999	4,769	9.62%
Income \$25,000 - \$34,999	4,356	8.79%
Income \$35,000 - \$49,999	5,963	12.03%
Income \$50,000 - \$74,999	8,297	16.74%
Income \$75,000 - \$99,999	6,518	13.15%
Income \$100,000 - \$124,999	4,619	9.32%
Income \$125,000 - \$149,999	3,040	6.13%
Income \$150,000 - \$199,999	3,593	7.25%
Income \$200,000 - \$249,999	1,659	3.35%
Income \$250,000 - \$499,999	1,181	2.38%
Income \$500,000+	384	0.78%
2022 Est. Average Household Income		\$84,107
2022 Est. Median Household Income		\$62,867
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$64,220
Black or African American Alone		\$46,349
American Indian and Alaska Native Alone		\$77,895
Asian Alone		\$106,070
Native Hawaiian and Other Pacific Islander Alone		\$42,165
Some Other Race Alone		\$60,544
Two or More Races		\$60,936
Hispanic or Latino		\$53,270
Not Hispanic or Latino		\$71,656
2022 Est. Family HH Type by Presence of Own Child.	35,124	
Married-Couple Family, own children	9,738	27.73%
Married-Couple Family, no own children	15,912	45.30%
Male Householder, own children	1,390	3.96%
Male Householder, no own children	1,241	3.53%
Female Householder, own children	3,969	11.30%
Female Householder, no own children	2,874	8.18%
2022 Est. Households by Household Size	49,564	
1-person	12,583	25.39%
2-person	16,597	33.49%
3-person	8,225	16.59%
4-person	6,338	12.79%
5-person	3,409	6.88%
6-person	1,456	2.94%
7-or-more-person	957	1.93%
2022 Est. Average Household Size		2.60

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	49,564	
Households with 1 or More People under Age 18:	17,709	35.73%
Married-Couple Family	11,011	62.18%
Other Family, Male Householder	1,682	9.50%
Other Family, Female Householder	4,835	27.30%
Nonfamily, Male Householder	141	0.80%
Nonfamily, Female Householder	40	0.23%
Households with No People under Age 18:	31,855	
Married-Couple Family	14,633	45.94%
Other Family, Male Householder	956	3.00%
Other Family, Female Householder	2,007	6.30%
Nonfamily, Male Householder	6,775	21.27%
Nonfamily, Female Householder	7,484	23.49%
2022 Est. Households by Number of Vehicles	49,564	
No Vehicles	3,423	6.91%
1 Vehicle	15,382	31.03%
2 Vehicles	20,104	40.56%
3 Vehicles	8,203	16.55%
4 Vehicles	1,919	3.87%
5 or more Vehicles	533	1.07%
2022 Est. Average Number of Vehicles		1.8
Family Households		
2027 Projection	36,415	
2022 Estimate	35,124	
2010 Census	33,003	
2000 Census	32,563	
Growth 2022 - 2027		3.68%
Growth 2010 - 2022		6.43%
Growth 2000 - 2010		1.35%
2022 Est. Families by Poverty Status	35,124	
2022 Families at or Above Poverty	31,205	88.84%
2022 Families at or Above Poverty with Children	13,838	39.40%
2022 Families Below Poverty	3,918	11.16%
2022 Families Below Poverty with Children	2,640	7.52%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	58,985	57.46%
Civilian Labor Force, Unemployed	2,925	2.85%
Armed Forces	45	0.04%
Not in Labor Force	40,690	39.64%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	59,006	
For-Profit Private Workers	42,821	72.57%
Non-Profit Private Workers	2,543	4.31%
Local Government Workers	480	0.81%
State Government Workers	2,202	3.73%
Federal Government Workers	5,828	9.88%
Self-Employed Workers	5,071	8.59%
Unpaid Family Workers	60	0.10%
2022 Est. Civ. Employed Pop 16+ by Occupation	59,006	
Architect/Engineer	1,196	2.03%
Arts/Entertainment/Sports	379	0.64%
Building Grounds Maintenance	2,834	4.80%
Business/Financial Operations	1,455	2.47%
Community/Social Services	763	1.29%
Computer/Mathematical	714	1.21%
Construction/Extraction	4,337	7.35%
Education/Training/Library	3,237	5.49%
Farming/Fishing/Forestry	442	0.75%
Food Prep/Serving	3,508	5.95%
Health Practitioner/Technician	3,794	6.43%
Healthcare Support	2,629	4.46%
Maintenance Repair	2,697	4.57%
Legal	213	0.36%
Life/Physical/Social Science	654	1.11%
Management	4,864	8.24%
Office/Admin. Support	5,839	9.90%
Production	5,146	8.72%
Protective Services	1,323	2.24%
Sales/Related	6,388	10.83%
Personal Care/Service	1,449	2.46%
Transportation/Moving	5,147	8.72%
2022 Est. Pop 16+ by Occupation Classification	59,006	
White Collar	29,496	49.99%
Blue Collar	17,326	29.36%
Service and Farm	12,184	20.65%
2022 Est. Workers Age 16+ by Transp. to Work	58,384	
Drove Alone	47,094	80.66%
Car Pooled	6,910	11.84%
Public Transportation	538	0.92%
Walked	831	1.42%
Bicycle	179	0.31%
Other Means	367	0.63%
Worked at Home	2,466	4.22%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	22,765	
15 - 29 Minutes	19,905	
30 - 44 Minutes	7,817	
45 - 59 Minutes	2,057	
60 or more Minutes	3,377	
2022 Est. Avg Travel Time to Work in Minutes		23
2022 Est. Occupied Housing Units by Tenure	49,564	
Owner Occupied	33,696	67.98%
Renter Occupied	15,868	32.02%
2022 Owner Occ. HUs: Avg. Length of Residence		17.94%
2022 Renter Occ. HUs: Avg. Length of Residence		7.39%
2022 Est. Owner-Occupied Housing Units by Value	49,564	
Value Less than \$20,000	1,245	3.69%
Value \$20,000 - \$39,999	1,626	4.83%
Value \$40,000 - \$59,999	2,015	5.98%
Value \$60,000 - \$79,999	2,099	6.23%
Value \$80,000 - \$99,999	2,035	6.04%
Value \$100,000 - \$149,999	5,830	17.30%
Value \$150,000 - \$199,999	5,956	17.68%
Value \$200,000 - \$299,999	7,082	21.02%
Value \$300,000 - \$399,999	2,843	8.44%
Value \$400,000 - \$499,999	1,207	3.58%
Value \$500,000 - \$749,999	1,068	3.17%
Value \$750,000 - \$999,999	367	1.09%
Value \$1,000,000 or \$1,499,999	128	0.38%
Value \$1,500,000 or \$1,999,999	41	0.12%
Value \$2,000,000+	154	0.46%
2022 Est. Median All Owner-Occupied Housing Value		\$166,278
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	39,301	69.96%
1 Unit Attached	478	0.85%
2 Units	1,265	2.25%
3 or 4 Units	2,889	5.14%
5 to 19 Units	3,669	6.53%
20 to 49 Units	707	1.26%
50 or More Units	593	1.06%
Mobile Home or Trailer	6,985	12.44%
Boat, RV, Van, etc.	286	0.51%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,872	8.67%
Housing Units Built 2010 to 2014	1,788	3.18%
Housing Units Built 2000 to 2009	5,923	10.54%
Housing Units Built 1990 to 1999	7,397	13.17%
Housing Units Built 1980 to 1989	8,257	14.70%
Housing Units Built 1970 to 1979	8,590	15.29%
Housing Units Built 1960 to 1969	6,287	11.19%
Housing Units Built 1950 to 1959	7,255	12.92%
Housing Units Built 1940 to 1949	2,695	4.80%
Housing Unit Built 1939 or Earlier	3,109	5.54%
2022 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.





The**Retail**Coach®

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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