



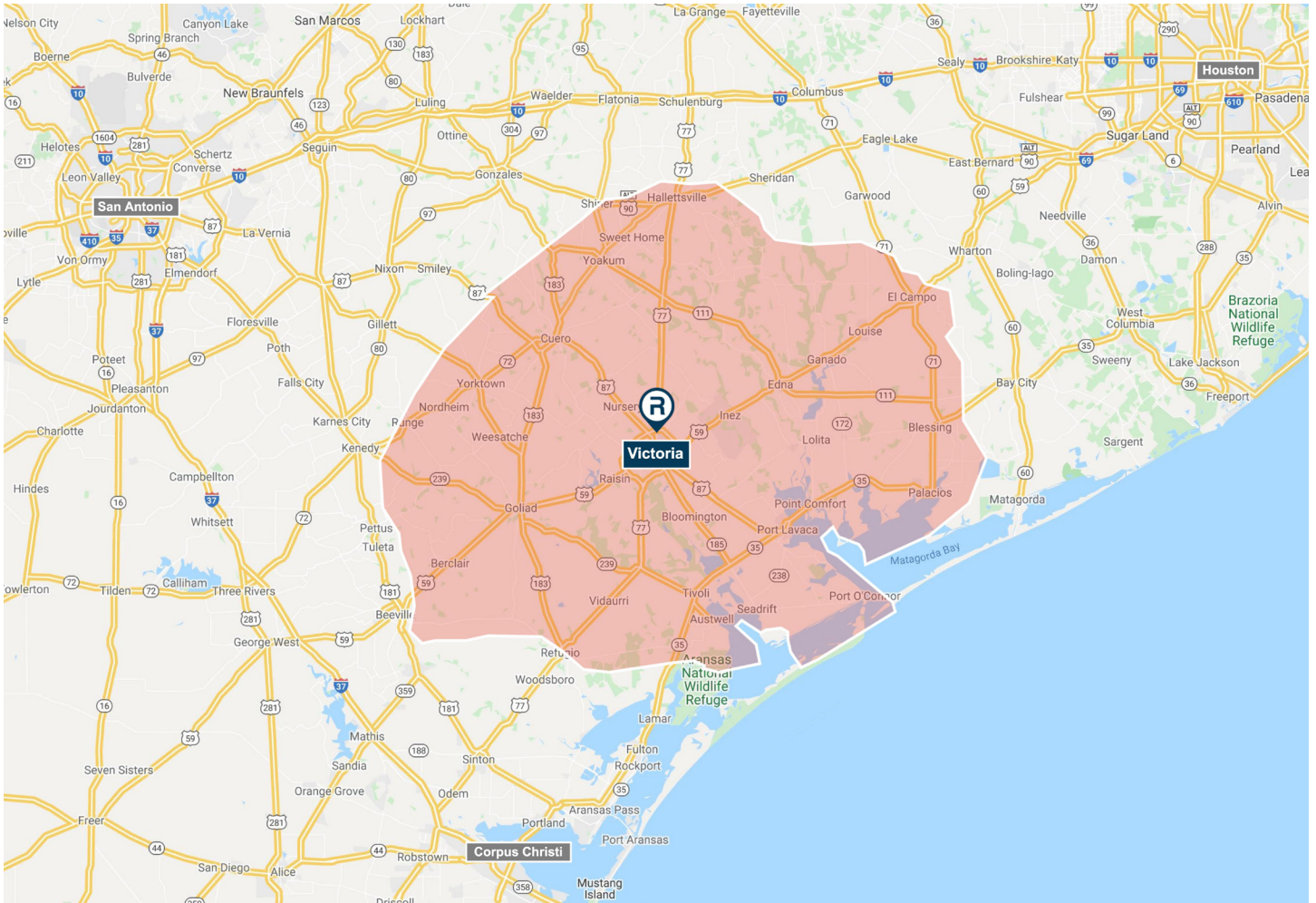
The**Retail**Coach®

# Retail Trade Area Demographic Profile

VICTORIA, TEXAS

Prepared for City of Victoria  
January 2022

# Retail Trade Area



Prepared for:



**City of Victoria**  
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# Retail Trade Area • Demographic Profile

Victoria, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	210,963	
2022 Estimate	205,404	
2010 Census	198,348	
2000 Census	192,283	
Growth 2022 - 2027		2.71%
Growth 2010 - 2022		3.56%
Growth 2000 - 2010		3.15%
<b>2022 Est. Population by Single-Classification Race</b>	<b>205,404</b>	
White Alone	160,576	78.18%
Black or African American Alone	12,674	6.17%
Amer. Indian and Alaska Native Alone	1,282	0.62%
Asian Alone	3,325	1.62%
Native Hawaiian and Other Pacific Island Alone	70	0.03%
Some Other Race Alone	22,058	10.74%
Two or More Races	5,420	2.64%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>205,404</b>	
Not Hispanic or Latino	111,725	54.39%
Hispanic or Latino	93,679	45.61%
Mexican	79,204	84.55%
Puerto Rican	491	0.52%
Cuban	205	0.22%
All Other Hispanic or Latino	13,779	14.71%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>93,679</b>	
White Alone	66,902	71.42%
Black or African American Alone	832	0.89%
American Indian and Alaska Native Alone	678	0.72%
Asian Alone	84	0.09%
Native Hawaiian and Other Pacific Islander Alone	14	0.02%
Some Other Race Alone	21,804	23.27%
Two or More Races	3,365	3.59%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>3,325</b>	
Chinese, except Taiwanese	675	20.30%
Filipino	261	7.85%
Japanese	148	4.45%
Asian Indian	347	10.44%
Korean	36	1.08%
Vietnamese	871	26.20%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	6	0.18%
Thai	48	1.44%
All Other Asian Races Including 2+ Category	932	28.03%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>205,404</b>	
Arab	3,627	1.77%
Czech	11,969	5.83%
Danish	404	0.20%
Dutch	788	0.38%
English	8,633	4.20%
French (except Basque)	3,278	1.60%
French Canadian	163	0.08%
German	28,882	14.06%
Greek	162	0.08%
Hungarian	92	0.04%
Irish	12,917	6.29%
Italian	2,198	1.07%
Lithuanian	3	0.00%
United States or American	4,909	2.39%
Norwegian	278	0.14%
Polish	2,215	1.08%
Portuguese	68	0.03%
Russian	149	0.07%
Scottish	1,612	0.79%
Scotch-Irish	1,659	0.81%
Slovak	117	0.06%
Subsaharan African	805	0.39%
Swedish	598	0.29%
Swiss	141	0.07%
Ukrainian	69	0.03%
Welsh	494	0.24%
West Indian (except Hisp. groups)	474	0.23%
Other ancestries	94,002	45.76%
Ancestry Unclassified	24,701	12.03%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	142,257	74.17%
Speak Asian/Pacific Island Language at Home	2,582	1.35%
Speak IndoEuropean Language at Home	1,328	0.69%
Speak Spanish at Home	45,465	23.70%
Speak Other Language at Home	171	0.09%

# Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>205,404</b>	
Age 0 - 4	13,602	6.62%
Age 5 - 9	13,458	6.55%
Age 10 - 14	13,861	6.75%
Age 15 - 17	8,693	4.23%
Age 18 - 20	7,989	3.89%
Age 21 - 24	10,860	5.29%
Age 25 - 34	26,895	13.09%
Age 35 - 44	25,477	12.40%
Age 45 - 54	22,199	10.81%
Age 55 - 64	24,453	11.91%
Age 65 - 74	21,814	10.62%
Age 75 - 84	11,246	5.47%
Age 85 and over	4,860	2.37%
Age 16 and over	161,626	78.69%
Age 18 and over	155,791	75.85%
Age 21 and over	147,803	71.96%
Age 65 and over	37,919	18.46%
2022 Est. Median Age		37.80
2022 Est. Average Age		39.48
<b>2022 Est. Population by Sex</b>	<b>205,404</b>	
Male	104,682	50.96%
Female	100,723	49.04%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>104,682</b>	
Age 0 - 4	6,958	6.65%
Age 5 - 9	6,843	6.54%
Age 10 - 14	7,058	6.74%
Age 15 - 17	4,498	4.30%
Age 18 - 20	4,282	4.09%
Age 21 - 24	5,943	5.68%
Age 25 - 34	14,730	14.07%
Age 35 - 44	13,601	12.99%
Age 45 - 54	11,367	10.86%
Age 55 - 64	12,153	11.61%
Age 65 - 74	10,520	10.05%
Age 75 - 84	4,974	4.75%
Age 85 and over	1,755	1.68%
2022 Est. Median Age, Male		36.43
2022 Est. Average Age, Male		38.46
<b>2022 Est. Female Population by Age</b>	<b>100,723</b>	
Age 0 - 4	6,644	6.60%
Age 5 - 9	6,615	6.57%
Age 10 - 14	6,803	6.75%
Age 15 - 17	4,194	4.16%
Age 18 - 20	3,707	3.68%
Age 21 - 24	4,917	4.88%
Age 25 - 34	12,164	12.08%
Age 35 - 44	11,875	11.79%
Age 45 - 54	10,832	10.75%
Age 55 - 64	12,300	12.21%
Age 65 - 74	11,294	11.21%
Age 75 - 84	6,271	6.23%
Age 85 and over	3,106	3.08%
2022 Est. Median Age, Female		39.41
2022 Est. Average Age, Female		40.46

# Retail Trade Area • Demographic Profile

Victoria, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	49,818	30.29%
Males, Never Married	29,420	17.89%
Females, Never Married	20,397	12.40%
Married, Spouse present	74,064	45.03%
Married, Spouse absent	11,000	6.69%
Widowed	11,676	7.10%
Males Widowed	2,370	1.44%
Females Widowed	9,307	5.66%
Divorced	17,925	10.90%
Males Divorced	8,712	5.30%
Females Divorced	9,213	5.60%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	11,630	8.49%
Some High School, no diploma	13,197	9.64%
High School Graduate (or GED)	45,366	33.13%
Some College, no degree	31,874	23.27%
Associate Degree	11,923	8.71%
Bachelor's Degree	15,594	11.39%
Master's Degree	5,202	3.80%
Professional School Degree	1,016	0.74%
Doctorate Degree	1,141	0.83%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	17,370	32.39%
High School Graduate	18,324	34.17%
Some College or Associate's Degree	14,228	26.53%
Bachelor's Degree or Higher	3,712	6.92%
<b>Households</b>		
2027 Projection	77,986	
2022 Estimate	75,535	
2010 Census	71,936	
2000 Census	68,811	
Growth 2022 - 2027		3.25%
Growth 2010 - 2022		5.00%
Growth 2000 - 2010		4.54%
<b>2022 Est. Households by Household Type</b>	<b>75,535</b>	
Family Households	53,617	70.98%
Nonfamily Households	21,918	29.02%
2022 Est. Group Quarters Population	9,542	
2022 Households by Ethnicity, Hispanic/Latino	28,323	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>75,535</b>	
Income < \$15,000	8,092	10.71%
Income \$15,000 - \$24,999	7,280	9.64%
Income \$25,000 - \$34,999	6,896	9.13%
Income \$35,000 - \$49,999	9,125	12.08%
Income \$50,000 - \$74,999	12,637	16.73%
Income \$75,000 - \$99,999	9,794	12.97%
Income \$100,000 - \$124,999	7,195	9.53%
Income \$125,000 - \$149,999	4,701	6.22%
Income \$150,000 - \$199,999	5,058	6.70%
Income \$200,000 - \$249,999	2,322	3.07%
Income \$250,000 - \$499,999	1,768	2.34%
Income \$500,000+	667	0.88%
2022 Est. Average Household Income		\$83,335
2022 Est. Median Household Income		\$61,864
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$64,107
Black or African American Alone		\$42,362
American Indian and Alaska Native Alone		\$66,256
Asian Alone		\$96,246
Native Hawaiian and Other Pacific Islander Alone		\$41,967
Some Other Race Alone		\$55,947
Two or More Races		\$60,493
Hispanic or Latino		\$50,836
Not Hispanic or Latino		\$70,369
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>53,617</b>	
Married-Couple Family, own children	15,062	28.09%
Married-Couple Family, no own children	24,950	46.53%
Male Householder, own children	2,011	3.75%
Male Householder, no own children	1,928	3.60%
Female Householder, own children	5,487	10.23%
Female Householder, no own children	4,179	7.79%
<b>2022 Est. Households by Household Size</b>	<b>75,535</b>	
1-person	19,343	25.61%
2-person	25,537	33.81%
3-person	12,164	16.10%
4-person	9,568	12.67%
5-person	5,188	6.87%
6-person	2,228	2.95%
7-or-more-person	1,506	1.99%
2022 Est. Average Household Size		2.60

# Retail Trade Area • Demographic Profile

Victoria, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>75,535</b>	
Households with 1 or More People under Age 18:	26,388	34.94%
Married-Couple Family	16,925	64.14%
Other Family, Male Householder	2,446	9.27%
Other Family, Female Householder	6,750	25.58%
Nonfamily, Male Householder	211	0.80%
Nonfamily, Female Householder	56	0.21%
<b>Households with No People under Age 18:</b>	<b>49,148</b>	
Married-Couple Family	23,078	46.96%
Other Family, Male Householder	1,487	3.03%
Other Family, Female Householder	2,929	5.96%
Nonfamily, Male Householder	10,422	21.20%
Nonfamily, Female Householder	11,232	22.85%
<b>2022 Est. Households by Number of Vehicles</b>	<b>75,535</b>	
No Vehicles	4,541	6.01%
1 Vehicle	23,364	30.93%
2 Vehicles	30,560	40.46%
3 Vehicles	12,704	16.82%
4 Vehicles	3,429	4.54%
5 or more Vehicles	938	1.24%
2022 Est. Average Number of Vehicles		1.9
<b>Family Households</b>		
2027 Projection	55,373	
2022 Estimate	53,617	
2010 Census	50,974	
2000 Census	50,577	
Growth 2022 - 2027		3.27%
Growth 2010 - 2022		5.18%
Growth 2000 - 2010		0.79%
<b>2022 Est. Families by Poverty Status</b>	<b>53,617</b>	
2022 Families at or Above Poverty	47,441	88.48%
2022 Families at or Above Poverty with Children	20,881	38.95%
2022 Families Below Poverty	6,176	11.52%
2022 Families Below Poverty with Children	4,238	7.90%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	89,483	55.36%
Civilian Labor Force, Unemployed	4,334	2.68%
Armed Forces	58	0.04%
Not in Labor Force	67,751	41.92%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>88,948</b>	
For-Profit Private Workers	63,584	71.48%
Non-Profit Private Workers	4,022	4.52%
Local Government Workers	748	0.84%
State Government Workers	3,659	4.11%
Federal Government Workers	8,408	9.45%
Self-Employed Workers	8,355	9.39%
Unpaid Family Workers	172	0.19%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>88,948</b>	
Architect/Engineer	1,627	1.83%
Arts/Entertainment/Sports	610	0.69%
Building Grounds Maintenance	4,008	4.51%
Business/Financial Operations	2,147	2.41%
Community/Social Services	1,079	1.21%
Computer/Mathematical	878	0.99%
Construction/Extraction	7,801	8.77%
Education/Training/Library	5,073	5.70%
Farming/Fishing/Forestry	1,306	1.47%
Food Prep/Serving	4,744	5.33%
Health Practitioner/Technician	5,128	5.76%
Healthcare Support	3,653	4.11%
Maintenance Repair	4,231	4.76%
Legal	332	0.37%
Life/Physical/Social Science	754	0.85%
Management	7,609	8.55%
Office/Admin. Support	8,724	9.81%
Production	7,862	8.84%
Protective Services	2,080	2.34%
Sales/Related	9,429	10.60%
Personal Care/Service	2,100	2.36%
Transportation/Moving	7,775	8.74%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>88,948</b>	
White Collar	43,389	48.78%
Blue Collar	27,669	31.11%
Service and Farm	17,890	20.11%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>87,755</b>	
Drove Alone	71,275	81.22%
Car Pooled	10,293	11.73%
Public Transportation	720	0.82%
Walked	1,144	1.30%
Bicycle	253	0.29%
Other Means	532	0.61%
Worked at Home	3,538	4.03%

# Retail Trade Area • Demographic Profile

Victoria, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	35,164	
15 - 29 Minutes	27,433	
30 - 44 Minutes	11,536	
45 - 59 Minutes	3,926	
60 or more Minutes	6,199	
2022 Est. Avg Travel Time to Work in Minutes		24
2022 Est. Occupied Housing Units by Tenure	75,535	
Owner Occupied	53,106	70.31%
Renter Occupied	22,429	29.69%
2022 Owner Occ. HUs: Avg. Length of Residence		17.97%
2022 Renter Occ. HUs: Avg. Length of Residence		7.55%
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>75,535</b>	
Value Less than \$20,000	1,795	3.38%
Value \$20,000 - \$39,999	2,236	4.21%
Value \$40,000 - \$59,999	3,221	6.07%
Value \$60,000 - \$79,999	3,566	6.71%
Value \$80,000 - \$99,999	3,483	6.56%
Value \$100,000 - \$149,999	9,385	17.67%
Value \$150,000 - \$199,999	8,158	15.36%
Value \$200,000 - \$299,999	10,780	20.30%
Value \$300,000 - \$399,999	5,023	9.46%
Value \$400,000 - \$499,999	2,182	4.11%
Value \$500,000 - \$749,999	1,862	3.51%
Value \$750,000 - \$999,999	728	1.37%
Value \$1,000,000 or \$1,499,999	329	0.62%
Value \$1,500,000 or \$1,999,999	75	0.14%
Value \$2,000,000+	284	0.54%
2022 Est. Median All Owner-Occupied Housing Value		\$166,575
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	65,734	72.52%
1 Unit Attached	670	0.74%
2 Units	1,977	2.18%
3 or 4 Units	3,434	3.79%
5 to 19 Units	4,248	4.69%
20 to 49 Units	866	0.96%
50 or More Units	658	0.73%
Mobile Home or Trailer	12,636	13.94%
Boat, RV, Van, etc.	423	0.47%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	7,175	7.91%
Housing Units Built 2010 to 2014	3,122	3.44%
Housing Units Built 2000 to 2009	10,646	11.75%
Housing Units Built 1990 to 1999	11,478	12.66%
Housing Units Built 1980 to 1989	12,312	13.58%
Housing Units Built 1970 to 1979	13,183	14.54%
Housing Units Built 1960 to 1969	10,218	11.27%
Housing Units Built 1950 to 1959	11,492	12.68%
Housing Units Built 1940 to 1949	4,796	5.29%
Housing Unit Built 1939 or Earlier	6,222	6.86%
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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