



The **Retail** Coach[®]

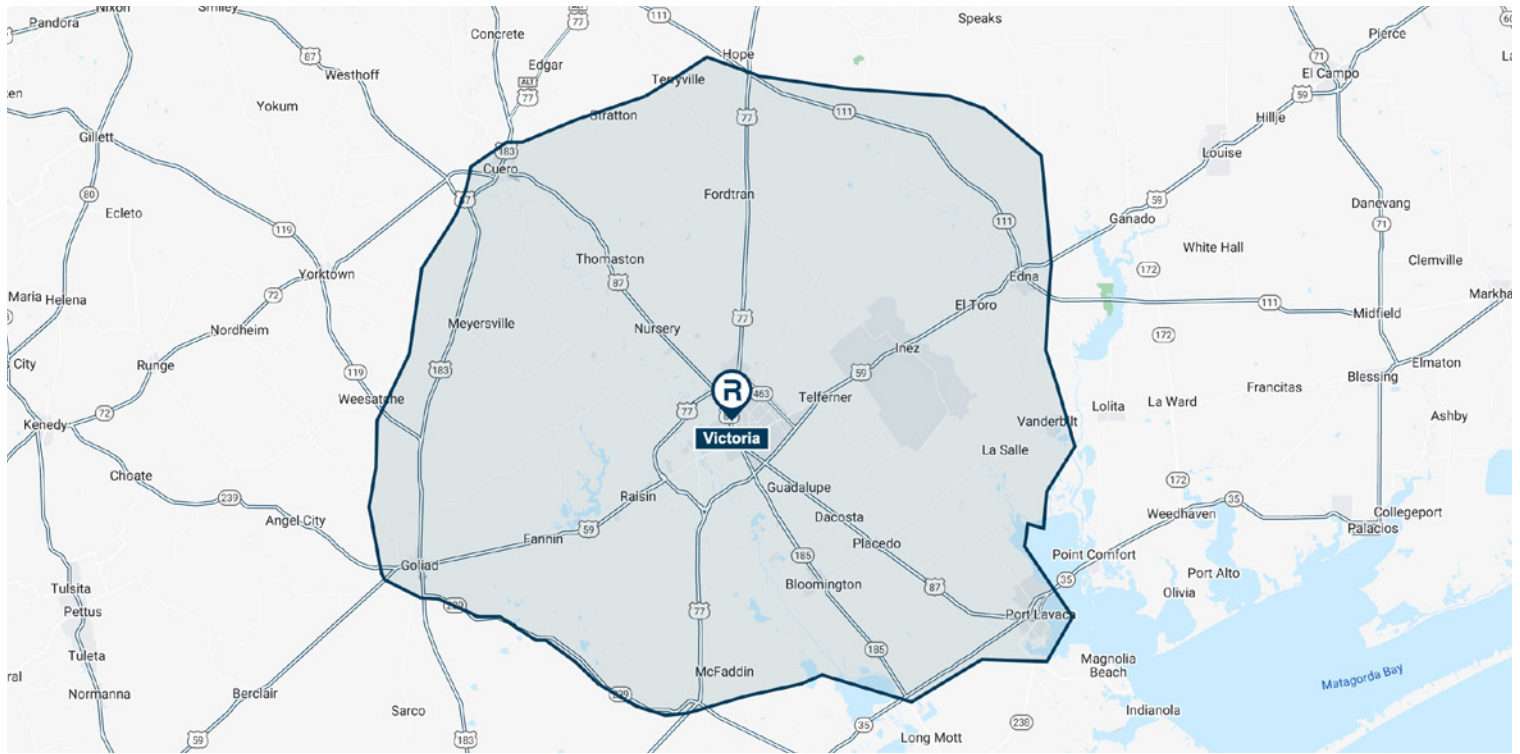
Primary Retail Trade Area Demographic Profile

VICTORIA, TEXAS

Prepared for City of Victoria
May 2023

Primary Retail Trade Area • Demographic Snapshot

Victoria, Texas



Population

2020	131,291
2023	132,412
2028	133,054

Age

0 - 9 Years	13.37%
10 - 17 Years	11.25%
18 - 24 Years	9.07%
25 - 34 Years	12.99%
35 - 44 Years	12.58%
45 - 54 Years	10.80%
55 - 64 Years	11.65%
65 and Older	18.29%
Median Age	37.58
Average Age	39.23

Educational Attainment (%)

Graduate or Professional Degree	6.21%
Bachelors Degree	12.09%
Associate Degree	9.95%
Some College	23.55%
High School Graduate (GED)	31.80%
Some High School, No Degree	8.89%
Less than 9th Grade	7.51%

Race Distribution (%)

White	56.82%
Black/African American	6.33%
American Indian/Alaskan	0.76%
Asian	1.97%
Native Hawaiian/Islander	0.04%
Other Race	13.67%
Two or More Races	20.42%
Hispanic	47.85%

Income

Average HH	\$83,662
Median HH	\$62,019
Per Capita	\$32,102



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Primary Retail Trade Area • Demographic Profile

Victoria, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	133,054	
2023 Estimate	132,412	
2020 Census	131,291	
2010 Census	125,313	
Growth 2023 - 2028		0.48%
Growth 2020 - 2023		0.85%
Growth 2010 - 2020		4.77%
2023 Est. Population by Single-Classification Race	132,412	
White Alone	75,230	56.82%
Black or African American Alone	8,383	6.33%
Amer. Indian and Alaska Native Alone	1,002	0.76%
Asian Alone	2,607	1.97%
Native Hawaiian and Other Pacific Island Alone	49	0.04%
Some Other Race Alone	18,097	13.67%
Two or More Races	27,044	20.42%
2023 Est. Population by Hispanic or Latino Origin	132,412	
Not Hispanic or Latino	69,059	52.16%
Hispanic or Latino	63,354	47.85%
Mexican	58,051	91.63%
Puerto Rican	676	1.07%
Cuban	219	0.35%
All Other Hispanic or Latino	4,408	6.96%

DESCRIPTION	DATA	%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	63,354	
White Alone	20,139	31.79%
Black or African American Alone	766	1.21%
American Indian and Alaska Native Alone	688	1.09%
Asian Alone	48	0.08%
Native Hawaiian and Other Pacific Islander Alone	13	0.02%
Some Other Race Alone	17,629	27.83%
Two or More Races	24,071	38.00%
2023 Est. Pop by Race, Asian Alone, by Category	2,607	
Chinese, except Taiwanese	848	32.54%
Filipino	233	8.93%
Japanese	37	1.43%
Asian Indian	269	10.32%
Korean	22	0.85%
Vietnamese	559	21.45%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	37	1.43%
All Other Asian Races Including 2+ Category	602	23.11%
2023 Est. Pop Age 5+ by Language Spoken At Home	123,581	
Speak Only English at Home	91,700	74.20%
Speak Asian/Pacific Island Language at Home	1,688	1.37%
Speak IndoEuropean Language at Home	840	0.68%
Speak Spanish at Home	29,276	23.69%
Speak Other Language at Home	77	0.06%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	132,412	
Age 0 - 4	8,831	6.67%
Age 5 - 9	8,869	6.70%
Age 10 - 14	9,200	6.95%
Age 15 - 17	5,700	4.31%
Age 18 - 20	5,151	3.89%
Age 21 - 24	6,856	5.18%
Age 25 - 34	17,199	12.99%
Age 35 - 44	16,657	12.58%
Age 45 - 54	14,299	10.80%
Age 55 - 64	15,430	11.65%
Age 65 - 74	14,102	10.65%
Age 75 - 84	7,206	5.44%
Age 85 and over	2,912	2.20%
Age 16 and over	103,642	78.27%
Age 18 and over	99,815	75.38%
Age 21 and over	94,664	71.49%
Age 65 and over	24,221	18.29%
2023 Est. Median Age		37.58
2023 Est. Average Age		39.23
2023 Est. Population by Sex	132,412	
Male	65,513	49.48%
Female	66,899	50.52%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	65,513	
Age 0 - 4	4,513	6.89%
Age 5 - 9	4,488	6.85%
Age 10 - 14	4,676	7.14%
Age 15 - 17	2,894	4.42%
Age 18 - 20	2,650	4.05%
Age 21 - 24	3,482	5.32%
Age 25 - 34	8,841	13.50%
Age 35 - 44	8,462	12.92%
Age 45 - 54	7,082	10.81%
Age 55 - 64	7,496	11.44%
Age 65 - 74	6,685	10.20%
Age 75 - 84	3,175	4.85%
Age 85 and over	1,070	1.63%
2023 Est. Median Age, Male		36.39
2023 Est. Average Age, Male		38.18
2023 Est. Female Population by Age	66,899	
Age 0 - 4	4,317	6.45%
Age 5 - 9	4,382	6.55%
Age 10 - 14	4,524	6.76%
Age 15 - 17	2,806	4.19%
Age 18 - 20	2,501	3.74%
Age 21 - 24	3,375	5.05%
Age 25 - 34	8,358	12.49%
Age 35 - 44	8,195	12.25%
Age 45 - 54	7,217	10.79%
Age 55 - 64	7,936	11.86%
Age 65 - 74	7,418	11.09%
Age 75 - 84	4,031	6.03%
Age 85 and over	1,842	2.75%
2023 Est. Median Age, Female		38.82
2023 Est. Average Age, Female		40.25

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	32,666	30.96%
Males, Never Married	18,322	17.37%
Females, Never Married	14,344	13.60%
Married, Spouse present	46,893	44.44%
Married, Spouse absent	7,074	6.70%
Widowed	7,369	6.98%
Males Widowed	1,327	1.26%
Females Widowed	6,042	5.73%
Divorced	11,511	10.91%
Males Divorced	5,036	4.77%
Females Divorced	6,474	6.14%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,593	7.5%
Some High School, no diploma	7,802	8.9%
High School Graduate (or GED)	27,919	31.8%
Some College, no degree	20,682	23.6%
Associate Degree	8,733	9.9%
Bachelor's Degree	10,619	12.1%
Master's Degree	3,575	4.1%
Professional School Degree	855	1.0%
Doctorate Degree	1,025	1.2%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	12,263	29.19%
High School Graduate	13,909	33.11%
Some College or Associate's Degree	12,395	29.50%
Bachelor's Degree or Higher	3,444	8.20%
Households		
2028 Projection	50,190	
2023 Estimate	49,762	
2020 Census	49,179	
2010 Census	46,411	
Growth 2023 - 2028		0.86%
Growth 2020 - 2023		1.19%
Growth 2010 - 2020		5.96%
2023 Est. Households by Household Type	49,762	
Family Households	35,345	71.03%
Nonfamily Households	14,417	28.97%
2023 Est. Group Quarters Population	2,726	
2023 Households by Ethnicity, Hispanic/Latino	19,638	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	49,762	
Income < \$15,000	5,180	10.41%
Income \$15,000 - \$24,999	4,780	9.61%
Income \$25,000 - \$34,999	4,529	9.10%
Income \$35,000 - \$49,999	6,066	12.19%
Income \$50,000 - \$74,999	8,465	17.01%
Income \$75,000 - \$99,999	6,424	12.91%
Income \$100,000 - \$124,999	4,747	9.54%
Income \$125,000 - \$149,999	2,946	5.92%
Income \$150,000 - \$199,999	3,423	6.88%
Income \$200,000 - \$249,999	1,583	3.18%
Income \$250,000 - \$499,999	1,192	2.40%
Income \$500,000+	426	0.86%
2023 Est. Average Household Income		\$83,662
2023 Est. Median Household Income		\$62,019
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$62,555
Black or African American Alone		\$49,125
American Indian and Alaska Native Alone		\$73,978
Asian Alone		\$107,001
Native Hawaiian and Other Pacific Islander Alone		\$72,033
Some Other Race Alone		\$60,572
Two or More Races		\$63,221
Hispanic or Latino		\$52,308
Not Hispanic or Latino		\$70,266
2023 Est. Family HH Type by Presence of Own Child.	35,345	
Married-Couple Family, own children	9,852	27.87%
Married-Couple Family, no own children	16,046	45.40%
Male Householder, own children	1,398	3.96%
Male Householder, no own children	1,228	3.47%
Female Householder, own children	3,964	11.22%
Female Householder, no own children	2,858	8.09%
2023 Est. Households by Household Size	49,762	
1-person	12,070	24.26%
2-person	17,899	35.97%
3-person	8,198	16.47%
4-person	6,001	12.06%
5-person	3,742	7.52%
6-person	1,363	2.74%
7-or-more-person	489	0.98%
2023 Est. Average Household Size		2.61

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	49,762	
Households with 1 or More People under Age 18:	17,829	35.83%
Married-Couple Family	31,098	62.49%
Other Family, Male Householder	4,689	9.42%
Other Family, Female Householder	13,466	27.06%
Nonfamily, Male Householder	414	0.83%
Nonfamily, Female Householder	96	0.19%
Households with No People under Age 18:	31,933	64.17%
Married-Couple Family	22,997	46.21%
Other Family, Male Householder	1,479	2.97%
Other Family, Female Householder	3,116	6.26%
Nonfamily, Male Householder	10,488	21.08%
Nonfamily, Female Householder	11,683	23.48%
2023 Est. Households by Number of Vehicles	49,762	
No Vehicles	3,595	7.22%
1 Vehicle	15,513	31.17%
2 Vehicles	20,142	40.48%
3 Vehicles	8,038	16.15%
4 Vehicles	1,966	3.95%
5 or more Vehicles	508	1.02%
2023 Est. Average Number of Vehicles		1.82
Family Households		
2028 Projection	35,403	
2023 Estimate	35,345	
2010 Census	32,827	
Growth 2023 - 2028		0.16%
Growth 2010 - 2023		6.83%
2023 Est. Families by Poverty Status	35,345	
2023 Families at or Above Poverty	31,466	89.03%
2023 Families at or Above Poverty with Children	13,991	39.58%
2023 Families Below Poverty	3,879	10.98%
2023 Families Below Poverty with Children	2,680	7.58%
2023 Est. Pop 16+ by Employment Status	103,642	
Civilian Labor Force, Employed	59,173	57.09%
Civilian Labor Force, Unemployed	2,888	2.79%
Armed Forces	22	0.02%
Not in Labor Force	41,556	40.10%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	59,195	
For-Profit Private Workers	42,814	72.33%
Non-Profit Private Workers	2,695	4.55%
Local Government Workers	588	0.99%
State Government Workers	2,063	3.49%
Federal Government Workers	5,969	10.08%
Self-Employed Workers	5,029	8.50%
Unpaid Family Workers	37	0.06%
2023 Est. Civ. Employed Pop 16+ by Occupation	59,195	
Architect/Engineer	1,090	1.84%
Arts/Entertainment/Sports	346	0.58%
Building Grounds Maintenance	2,688	4.54%
Business/Financial Operations	1,441	2.44%
Community/Social Services	716	1.21%
Computer/Mathematical	728	1.23%
Construction/Extraction	4,421	7.47%
Education/Training/Library	3,535	5.97%
Farming/Fishing/Forestry	535	0.90%
Food Prep/Serving	3,498	5.91%
Health Practitioner/Technician	3,752	6.34%
Healthcare Support	2,644	4.47%
Maintenance Repair	2,995	5.06%
Legal	197	0.33%
Life/Physical/Social Science	689	1.16%
Management	5,359	9.05%
Office/Admin. Support	6,034	10.19%
Production	4,868	8.22%
Protective Services	1,215	2.05%
Sales/Related	5,892	9.95%
Personal Care/Service	1,595	2.70%
Transportation/Moving	4,958	8.38%
2023 Est. Pop 16+ by Occupation Classification	59,195	
White Collar	29,779	50.31%
Blue Collar	17,241	29.13%
Service and Farm	12,175	20.57%
2023 Est. Workers Age 16+ by Transp. to Work	59,195	
Drove Alone	47,844	80.82%
Car Pooled	6,597	11.15%
Public Transportation	446	0.75%
Walked	922	1.56%
Bicycle	180	0.30%
Other Means	390	0.66%
Worked at Home	2,815	4.76%

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	23,469	41.63%
15 - 29 Minutes	19,643	34.84%
30 - 44 Minutes	7,944	14.09%
45 - 59 Minutes	2,126	3.77%
60 or more Minutes	3,199	5.67%
2023 Est. Avg Travel Time to Work in Minutes		23
2023 Est. Occupied Housing Units by Tenure	49,762	
Owner Occupied	34,016	68.36%
Renter Occupied	15,747	31.64%
2023 Owner Occ. HUs: Avg. Length of Residence		17.74†
2023 Renter Occ. HUs: Avg. Length of Residence		7.3†
2023 Est. Owner-Occupied Housing Units by Value	49,762	
Value Less than \$20,000	1,744	3.51%
Value \$20,000 - \$39,999	2,368	4.76%
Value \$40,000 - \$59,999	3,050	6.13%
Value \$60,000 - \$79,999	2,686	5.40%
Value \$80,000 - \$99,999	2,842	5.71%
Value \$100,000 - \$149,999	8,463	17.01%
Value \$150,000 - \$199,999	8,146	16.37%
Value \$200,000 - \$299,999	10,876	21.86%
Value \$300,000 - \$399,999	4,755	9.56%
Value \$400,000 - \$499,999	1,921	3.86%
Value \$500,000 - \$749,999	1,735	3.49%
Value \$750,000 - \$999,999	632	1.27%
Value \$1,000,000 or \$1,499,999	251	0.50%
Value \$1,500,000 or \$1,999,999	63	0.13%
Value \$2,000,000+	225	0.45%
2023 Est. Median All Owner-Occupied Housing Value		\$172,107
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	34,688	69.71%
1 Unit Attached	287	0.58%
2 Units	1,183	2.38%
3 or 4 Units	2,784	5.60%
5 to 19 Units	3,207	6.44%
20 to 49 Units	739	1.49%
50 or More Units	679	1.37%
Mobile Home or Trailer	5,971	12.00%
Boat, RV, Van, etc.	223	0.45%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,476	6.99%
Housing Units Built 2010 to 2014	1,608	3.23%
Housing Units Built 2000 to 2009	5,159	10.37%
Housing Units Built 1990 to 1999	6,428	12.92%
Housing Units Built 1980 to 1989	7,355	14.78%
Housing Units Built 1970 to 1979	7,986	16.05%
Housing Units Built 1960 to 1969	6,375	12.81%
Housing Units Built 1950 to 1959	6,253	12.57%
Housing Units Built 1940 to 1949	2,612	5.25%
Housing Unit Built 1939 or Earlier	2,509	5.04%
2023 Est. Median Year Structure Built		1979

† Years

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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