



The**Retail**Coach®

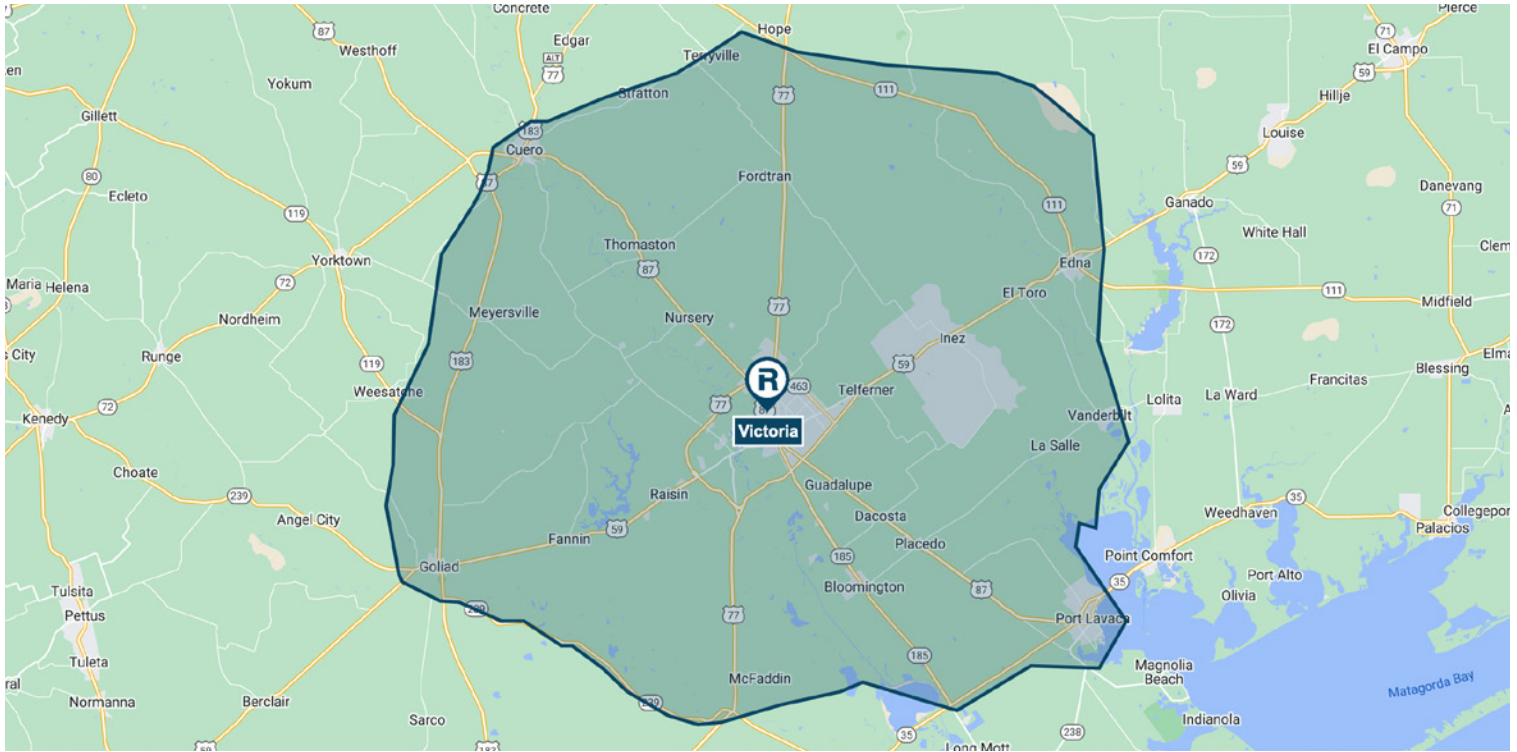
Primary Retail Trade Area Demographic Profile

VICTORIA, TEXAS

Prepared for City of Victoria
February 2025

Primary Retail Trade Area • Demographic Snapshot

Victoria, Texas



Population

2020	131,271
2025	132,656
2030	133,180

Educational Attainment (%)

Graduate or Professional Degree	4.99%
Bachelors Degree	12.88%
Associate Degree	9.10%
Some College	23.70%
High School Graduate (GED)	32.73%
Some High School, No Degree	9.77%
Less than 9th Grade	6.84%

Income

Average HH	\$90,336
Median HH	\$70,301
Per Capita	\$34,733

Age

0 - 9 Years	12.92%
10 - 17 Years	11.03%
18 - 24 Years	9.51%
25 - 34 Years	12.83%
35 - 44 Years	12.84%
45 - 54 Years	11.00%
55 - 64 Years	11.21%
65 and Older	18.65%
Median Age	37.83
Average Age	39.45

Race Distribution (%)

White	56.97%
Black/African American	6.19%
American Indian/Alaskan	0.79%
Asian	1.88%
Native Hawaiian/Islander	0.06%
Other Race	13.63%
Two or More Races	20.48%
Hispanic	47.90%



Danielle Williams

City of Victoria
Economic Development Director

702 N. Main Street, Suite 104
Victoria, Texas 77902

Phone 361.485.3060
DWilliams@VictoriaTX.gov
www.VictoriaTX.org

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@TheRetailCoach.com
www.TheRetailCoach.com



Primary Retail Trade Area • Demographic Profile

Victoria, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	133,180	
2025 Estimate	132,189	
2020 Census	131,271	
2010 Census	125,293	
Growth 2025 - 2030		0.75%
Growth 2020 - 2025		0.70%
Growth 2010 - 2020		4.77%
2025 Est. Population by Single-Classification Race	132,189	
White Alone	75,308	56.97%
Black or African American Alone	8,186	6.19%
Amer. Indian and Alaska Native Alone	1,038	0.79%
Asian Alone	2,491	1.88%
Native Hawaiian and Other Pacific Island Alone	72	0.06%
Some Other Race Alone	18,015	13.63%
Two or More Races	27,078	20.48%
2025 Est. Population by Hispanic or Latino Origin	132,189	
Not Hispanic or Latino	68,871	52.10%
Hispanic or Latino	63,318	47.90%
Mexican	56,555	89.32%
Puerto Rican	640	1.01%
Cuban	222	0.35%
All Other Hispanic or Latino	5,900	9.32%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	63,318	
White Alone	20,089	31.73%
Black or African American Alone	763	1.20%
American Indian and Alaska Native Alone	690	1.09%
Asian Alone	48	0.08%
Native Hawaiian and Other Pacific Islander Alone	12	0.02%
Some Other Race Alone	17,655	27.88%
Two or More Races	24,061	38.00%
2025 Est. Pop by Race, Asian Alone, by Category	2,491	
Chinese, except Taiwanese	581	23.32%
Filipino	368	14.77%
Japanese	52	2.09%
Asian Indian	259	10.40%
Korean	54	2.17%
Vietnamese	603	24.21%
Cambodian	1	0.04%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	574	23.04%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	132,189	
Arab	236	0.18%
Czech	4,378	3.31%
Danish	67	0.05%
Dutch	542	0.41%
English	7,374	5.58%
French (except Basque)	1,707	1.29%
French Canadian	227	0.17%
German	16,678	12.62%
Greek	61	0.05%
Hungarian	31	0.02%
Irish	7,356	5.57%
Italian	1,528	1.16%
Lithuanian	80	0.06%
United States or American	3,167	2.40%
Norwegian	334	0.25%
Polish	1,544	1.17%
Portuguese	203	0.15%
Russian	78	0.06%
Scottish	1,086	0.82%
Scotch-Irish	1,552	1.17%
Slovak	28	0.02%
Subsaharan African	453	0.34%
Swedish	271	0.21%
Swiss	97	0.07%
Ukrainian	118	0.09%
Welsh	376	0.28%
West Indian (except Hisp. groups)	185	0.14%
Other ancestries	58,046	43.91%
Ancestry Unclassified	24,384	18.45%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	94,453	76.31%
Speak Asian/Pacific Island Language at Home	1,121	0.91%
Speak IndoEuropean Language at Home	639	0.52%
Speak Spanish at Home	27,442	22.17%
Speak Other Language at Home	113	0.09%

Primary Retail Trade Area • Demographic Profile

Victoria, Texas

DESCRIPTION	DATA	%
2025 Est. Population by Age	132,189	
Age 0 - 4	8,421	6.37%
Age 5 - 9	8,664	6.55%
Age 10 - 14	9,136	6.91%
Age 15 - 17	5,442	4.12%
Age 18 - 20	5,525	4.18%
Age 21 - 24	7,048	5.33%
Age 25 - 34	16,963	12.83%
Age 35 - 44	16,972	12.84%
Age 45 - 54	14,546	11.00%
Age 55 - 64	14,820	11.21%
Age 65 - 74	13,872	10.49%
Age 75 - 84	7,984	6.04%
Age 85 and over	2,795	2.11%
Age 16 and over	104,143	78.78%
Age 18 and over	100,525	76.05%
Age 21 and over	95,000	71.87%
Age 65 and over	24,651	18.65%
2025 Est. Median Age		37.83
2025 Est. Average Age		39.45
2025 Est. Population by Sex	132,189	
Male	66,029	49.95%
Female	66,160	50.05%
2025 Est. Male Population by Age	66,029	
Age 0 - 4	4,302	6.51%
Age 5 - 9	4,395	6.66%
Age 10 - 14	4,686	7.10%
Age 15 - 17	2,791	4.23%
Age 18 - 20	2,828	4.28%
Age 21 - 24	3,595	5.45%
Age 25 - 34	8,812	13.35%
Age 35 - 44	8,792	13.32%
Age 45 - 54	7,293	11.05%
Age 55 - 64	7,300	11.06%
Age 65 - 74	6,660	10.09%
Age 75 - 84	3,571	5.41%
Age 85 and over	1,004	1.52%
2025 Est. Median Age, Male		36.79
2025 Est. Average Age, Male		38.47
2025 Est. Female Population by Age	66,160	
Age 0 - 4	4,120	6.23%
Age 5 - 9	4,269	6.45%
Age 10 - 14	4,450	6.73%
Age 15 - 17	2,651	4.01%
Age 18 - 20	2,697	4.08%
Age 21 - 24	3,453	5.22%
Age 25 - 34	8,151	12.32%
Age 35 - 44	8,180	12.36%
Age 45 - 54	7,253	10.96%
Age 55 - 64	7,521	11.37%
Age 65 - 74	7,212	10.90%
Age 75 - 84	4,414	6.67%
Age 85 and over	1,791	2.71%
2025 Est. Median Age, Female		38.97
2025 Est. Average Age, Female		40.42

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	32,566	30.73%
Males, Never Married	18,187	17.16%
Females, Never Married	14,379	13.57%
Married, Spouse present	49,201	46.43%
Married, Spouse absent	5,908	5.58%
Widowed	7,167	6.76%
Males Widowed	1,738	1.64%
Females Widowed	5,430	5.12%
Divorced	11,125	10.50%
Males Divorced	4,995	4.71%
Females Divorced	6,130	5.79%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,017	6.84%
Some High School, no diploma	8,589	9.77%
High School Graduate (or GED)	28,789	32.73%
Some College, no degree	20,843	23.70%
Associate Degree	7,999	9.10%
Bachelor's Degree	11,331	12.88%
Master's Degree	3,260	3.71%
Professional School Degree	630	0.72%
Doctorate Degree	495	0.56%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	10,536	28.09%
High School Graduate	12,585	33.56%
Some College or Associate's Degree	11,316	30.17%
Bachelor's Degree or Higher	3,064	8.17%
Households		
2030 Projection	50,190	
2025 Estimate	49,687	
2020 Census	49,176	
2010 Census	46,409	
Growth 2025 - 2030		1.01%
Growth 2020 - 2025		1.04%
Growth 2010 - 2020		5.96%
2025 Est. Households by Household Type	49,687	
Family Households	34,377	69.19%
Nonfamily Households	15,310	30.81%
2025 Est. Group Quarters Population	2,804	
2025 Households by Ethnicity, Hispanic/Latino	20,410	

Primary Retail Trade Area • Demographic Profile

Victoria, Texas

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	49,687	
Income < \$15,000	5,013	10.09%
Income \$15,000 - \$24,999	4,323	8.70%
Income \$25,000 - \$34,999	3,175	6.39%
Income \$35,000 - \$49,999	5,565	11.20%
Income \$50,000 - \$74,999	8,255	16.61%
Income \$75,000 - \$99,999	7,585	15.27%
Income \$100,000 - \$124,999	4,983	10.03%
Income \$125,000 - \$149,999	3,340	6.72%
Income \$150,000 - \$199,999	3,855	7.76%
Income \$200,000 - \$249,999	1,656	3.33%
Income \$250,000 - \$499,999	1,414	2.85%
Income \$500,000+	524	1.05%
2025 Est. Average Household Income		\$90,336
2025 Est. Median Household Income		\$70,301
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$71,721
Black or African American Alone		\$40,291
American Indian and Alaska Native Alone		\$17,062
Asian Alone		\$180,917
Native Hawaiian and Other Pacific Islander Alone		\$51,949
Some Other Race Alone		\$78,799
Two or More Races		\$66,556
Hispanic or Latino		\$62,684
Not Hispanic or Latino		\$76,615
2025 Est. HH by Type and Presence of Own Child.	49,687	
Family Households with Children	13,679	27.53%
Family Households without Children	36,007	72.47%
Married-Couple Families	24,882	50.08%
Married-Couple Family, own children	9,331	18.78%
Married-Couple Family, no own children	15,551	31.30%
Cohabiting-Couple Families	3,680	7.41%
Cohabiting-Couple Family, own children	1,349	2.71%
Cohabiting-Couple Family, no own children	2,330	4.69%
Male Householder Families	9,133	18.38%
Male Householder, own children	676	1.36%
Male Householder, no own children	1,335	2.69%
Male Householder, only Nonrelatives	1,203	2.42%
Male Householder, Living Alone	5,919	11.91%
Female Householder Families	11,992	24.14%
Female Householder, own children	2,323	4.67%
Female Householder, no own children	2,602	5.24%
Female Householder, only Nonrelatives	521	1.05%
Female Householder, Living Alone	6,547	13.18%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	49,687	
1-person	13,099	26.36%
2-person	16,307	32.82%
3-person	7,505	15.11%
4-person	6,538	13.16%
5-person	3,616	7.28%
6-person	1,592	3.20%
7-or-more-person	1,030	2.07%
2025 Est. Average Household Size		2.60
2025 Est. Households by Number of Vehicles	49,687	
No Vehicles	3,582	7.21%
1 Vehicle	15,457	31.11%
2 Vehicles	19,804	39.86%
3 Vehicles	7,820	15.74%
4 Vehicles	1,985	4.00%
5 or more Vehicles	1,038	2.09%
2025 Est. Average Number of Vehicles		1.9
Family Households		
2030 Projection	34,765	
2025 Estimate	34,377	
2020 Estimate	33,965	
2010 Census	32,826	
Growth 2025 - 2030		1.13%
Growth 2020 - 2025		1.21%
Growth 2010 - 2020		3.47%
2025 Est. Families by Poverty Status	34,377	
2025 Families at or Above Poverty	30,409	88.46%
2025 Families at or Above Poverty with Children	13,232	38.49%
2025 Families Below Poverty	3,968	11.54%
2025 Families Below Poverty with Children	2,668	7.76%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	59,677	57.30%
Civilian Labor Force, Unemployed	2,876	2.76%
Armed Forces	273	0.26%
Not in Labor Force	41,317	39.67%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	42,559	71.16%
Non-Profit Private Workers	3,577	5.98%
Local Government Workers	540	0.90%
State Government Workers	1,763	2.95%
Federal Government Workers	5,221	8.73%
Self-Employed Workers	6,011	10.05%
Unpaid Family Workers	134	0.22%

Primary Retail Trade Area • Demographic Profile

Victoria, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,633	2.73%
Arts/Entertainment/Sports	519	0.87%
Building Grounds Maintenance	2,466	4.12%
Business/Financial Operations	1,627	2.72%
Community/Social Services	852	1.42%
Computer/Mathematical	548	0.92%
Construction/Extraction	4,189	7.00%
Education/Training/Library	3,361	5.62%
Farming/Fishing/Forestry	397	0.66%
Food Prep/Serving	3,212	5.37%
Health Practitioner/Technician	2,914	4.87%
Healthcare Support	2,534	4.24%
Maintenance Repair	2,915	4.87%
Legal	364	0.61%
Life/Physical/Social Science	725	1.21%
Management	5,277	8.82%
Office/Admin. Support	6,716	11.23%
Production	5,187	8.67%
Protective Services	1,343	2.25%
Sales/Related	6,642	11.11%
Personal Care/Service	1,130	1.89%
Transportation/Moving	5,254	8.79%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	31,178	52.13%
Blue Collar	17,545	29.34%
Service and Farm	11,081	18.53%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	47,480	79.94%
Car Pooled	6,721	11.32%
Public Transportation	370	0.62%
Walked	944	1.59%
Bicycle	217	0.37%
Other Means	425	0.72%
Worked at Home	3,234	5.45%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	21,880	
15 - 29 Minutes	18,519	
30 - 44 Minutes	8,604	
45 - 59 Minutes	4,700	
60 or more Minutes	2,557	
2025 Est. Avg Travel Time to Work in Minutes		24
2025 Est. Occupied Housing Units by Tenure	49,687	
Owner Occupied	32,986	66.39%
Renter Occupied	16,700	33.61%
2025 Owner Occ. HUs: Avg. Length of Residence		18.40 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		7.22 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	32,986	
Value Less than \$20,000	1,256	3.81%
Value \$20,000 - \$39,999	1,602	4.86%
Value \$40,000 - \$59,999	1,346	4.08%
Value \$60,000 - \$79,999	1,523	4.62%
Value \$80,000 - \$99,999	1,735	5.26%
Value \$100,000 - \$149,999	4,157	12.60%
Value \$150,000 - \$199,999	3,394	10.29%
Value \$200,000 - \$299,999	7,657	23.21%
Value \$300,000 - \$399,999	4,574	13.87%
Value \$400,000 - \$499,999	2,710	8.22%
Value \$500,000 - \$749,999	1,955	5.93%
Value \$750,000 - \$999,999	605	1.83%
Value \$1,000,000 or \$1,499,999	311	0.94%
Value \$1,500,000 or \$1,999,999	76	0.23%
Value \$2,000,000+	84	0.26%
2025 Est. Median All Owner-Occupied Housing Value		\$219,156
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	38,582	67.17%
1 Unit Attached	761	1.32%
2 Units	1,614	2.81%
3 or 4 Units	3,017	5.25%
5 to 19 Units	3,926	6.83%
20 to 49 Units	985	1.72%
50 or More Units	1,067	1.86%
Mobile Home or Trailer	7,177	12.49%
Boat, RV, Van, etc.	314	0.55%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,337	2.33%
Housing Units Built 2010 to 2019	6,756	11.76%
Housing Units Built 2000 to 2009	6,186	10.77%
Housing Units Built 1990 to 1999	6,955	12.11%
Housing Units Built 1980 to 1989	8,214	14.30%
Housing Units Built 1970 to 1979	8,960	15.60%
Housing Units Built 1960 to 1969	6,410	11.16%
Housing Units Built 1950 to 1959	7,401	12.88%
Housing Units Built 1940 to 1949	2,751	4.79%
Housing Unit Built 1939 or Earlier	2,470	4.30%
2025 Est. Median Year Structure Built		1981

[†] 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.



The**RetailCoach**.®

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.

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