



The **Retail** Coach®

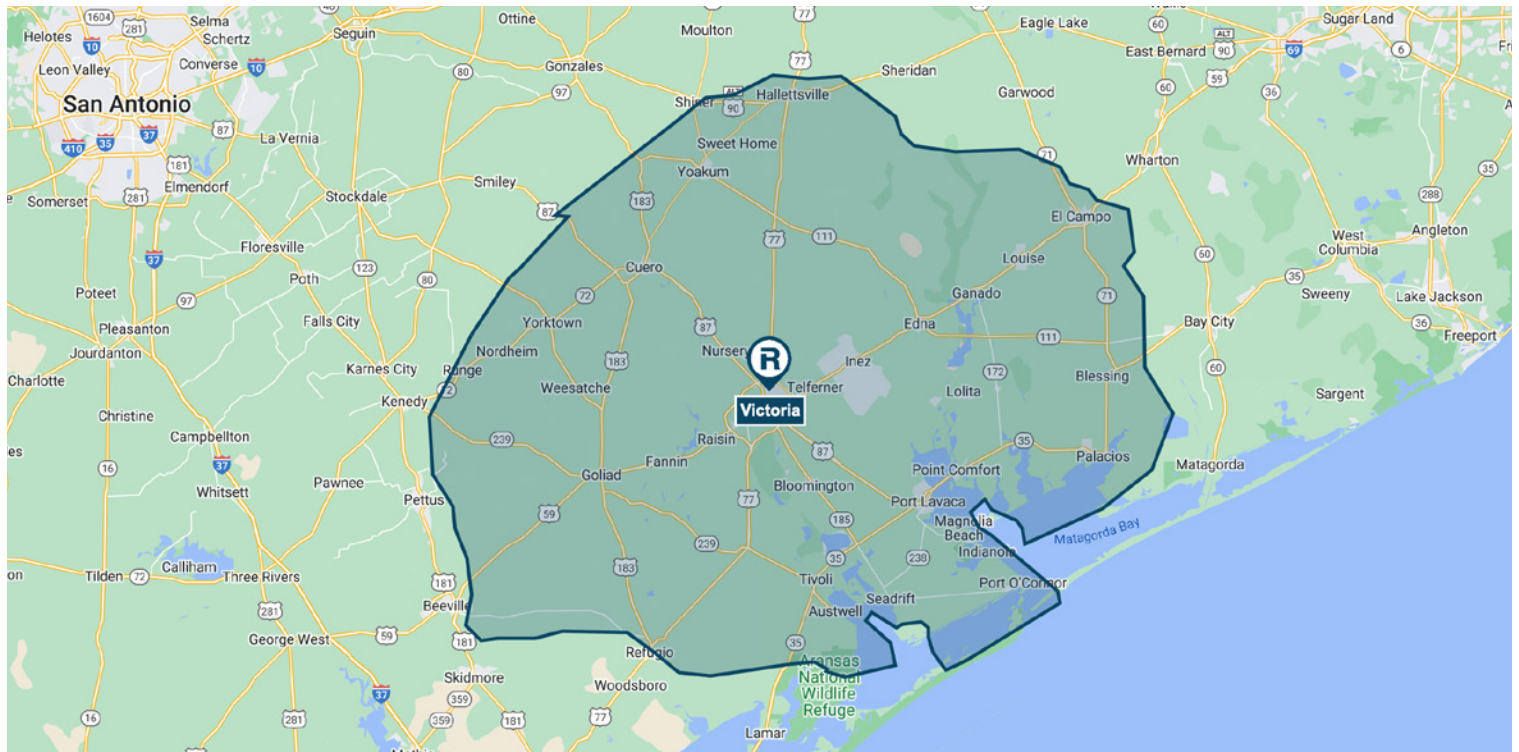
Retail Trade Area Demographic Profile

VICTORIA, TEXAS

Prepared for City of Victoria
February 2025

Retail Trade Area • Demographic Snapshot

Victoria, Texas



Population

2020	202,641
2025	206,095
2030	206,569

Educational Attainment (%)

Graduate or Professional Degree	4.68%
Bachelors Degree	11.90%
Associate Degree	8.90%
Some College	22.78%
High School Graduate (GED)	33.84%
Some High School, No Degree	9.92%
Less than 9th Grade	8.00%

Income

Average HH	\$89,257
Median HH	\$68,960
Per Capita	\$34,505

Age

0 - 9 Years	12.60%
10 - 17 Years	10.74%
18 - 24 Years	9.50%
25 - 34 Years	12.89%
35 - 44 Years	12.82%
45 - 54 Years	11.00%
55 - 64 Years	11.34%
65 and Older	19.11%
Median Age	38.27
Average Age	39.84

Race Distribution (%)

White	58.28%
Black/African American	6.13%
American Indian/Alaskan	0.76%
Asian	1.65%
Native Hawaiian/Islander	0.05%
Other Race	14.45%
Two or More Races	18.68%
Hispanic	45.95%



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