



RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Victoria, Texas

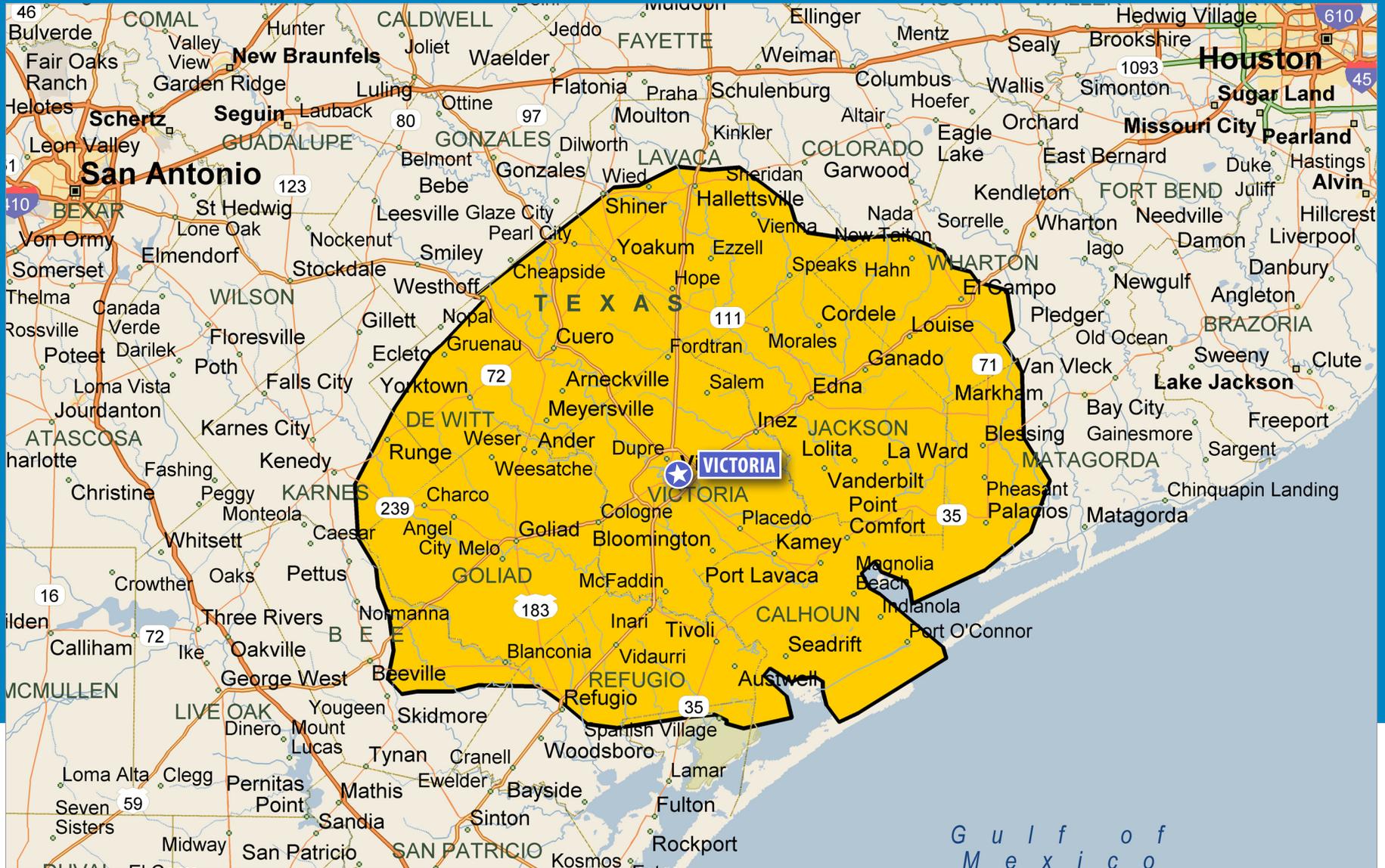


Prepared for
City of Victoria
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Retail Trade Area

Victoria, Texas



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Retail Trade Area | Gap/Opportunity Analysis Summary

Victoria, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	Total Retail Sales Incl Eating and Drinking Places	3,311,513,692	1,830,211,661	(1,481,302,031)	-45%
441	Motor Vehicle and Parts Dealers	649,860,621	418,399,907	(231,460,714)	-36%
4411	Automotive Dealers	539,480,544	343,435,688	(196,044,857)	-36%
4412	Other Motor Vehicle Dealers	61,346,429	39,841,940	(21,504,489)	-35%
4413	Automotive Parts/Accsrs, Tire Stores	49,033,648	35,122,279	(13,911,369)	-28%
442	Furniture and Home Furnishings Stores	64,133,218	21,156,633	(42,976,585)	-67%
4421	Furniture Stores	35,296,031	14,192,540	(21,103,491)	-60%
4422	Home Furnishing Stores	28,837,187	6,964,093	(21,873,094)	-76%
443	Electronics and Appliance Stores	56,268,515	31,537,363	(24,731,151)	-44%
44311	Appliances, TVs, Electronics Stores	56,268,515	31,537,363	(24,731,151)	-44%
443111	Household Appliances Stores	8,253,118	0	(8,253,118)	-100%
443112	Radio, Television, Electronics Stores	48,015,397	31,537,363	(16,478,034)	-34%
444	Building Material, Garden Equip Stores	357,701,171	229,853,487	(127,847,684)	-36%
4441	Building Material and Supply Dealers	305,340,784	221,692,361	(83,648,424)	-27%
44411	Home Centers	124,581,495	108,086,349	(16,495,146)	-13%
44412	Paint and Wallpaper Stores	5,340,745	1,129,580	(4,211,165)	-79%
44413	Hardware Stores	30,654,100	8,556,338	(22,097,762)	-72%
44419	Other Building Materials Dealers	144,764,444	103,920,094	(40,844,350)	-28%
444191	Building Materials, Lumberyards	53,641,047	8,831,478		
4442	Lawn, Garden Equipment, Supplies Stores	52,360,386	8,161,126	(44,199,260)	-84%
44421	Outdoor Power Equipment Stores	16,089,787	550,775	(15,539,012)	-97%
44422	Nursery and Garden Centers	36,270,600	7,610,351	(28,660,248)	-79%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	414,402,145	273,098,958	(141,303,187)	-34%
4451	Grocery Stores	270,988,443	157,783,906	(113,204,537)	-42%
44511	Supermarkets, Grocery (Ex Conv) Stores	253,280,163	154,160,574	(99,119,589)	-39%
44512	Convenience Stores	17,708,280	3,623,332	(14,084,948)	-80%
4452	Specialty Food Stores	33,083,004	3,289,904	(29,793,100)	-90%
4453	Beer, Wine and Liquor Stores	110,330,698	112,025,148	1,694,450	2%
446	Health and Personal Care Stores	207,740,135	28,246,606	(179,493,529)	-86%
44611	Pharmacies and Drug Stores	167,319,280	10,356,223	(156,963,057)	-94%
44612	Cosmetics, Beauty Supplies, Perfume Stores	14,753,760	5,955,763	(8,797,997)	-60%
44613	Optical Goods Stores	7,367,326	7,323,439	(43,888)	-1%
44619	Other Health and Personal Care Stores	18,299,768	4,611,181	(13,688,587)	-75%
447	Gasoline Stations	239,799,670	220,787,885	(19,011,785)	-8%
44711	Gasoline Stations With Conv Stores	175,417,051	130,835,736	(44,581,315)	-25%
44719	Other Gasoline Stations	64,382,619	89,952,149	25,569,530	40%
448	Clothing and Clothing Accessories Stores	147,315,479	63,713,797	(83,601,682)	-57%
4481	Clothing Stores	79,483,174	44,488,111	(34,995,063)	-44%
44811	Men's Clothing Stores	4,508,874	0	(4,508,874)	-100%
44812	Women's Clothing Stores	18,402,639	2,834,614	(15,568,025)	-85%
44813	Childrens, Infants Clothing Stores	5,193,100	1,120,552	(4,072,548)	-78%
44814	Family Clothing Stores	41,092,844	38,022,711	(3,070,133)	-7%
44815	Clothing Accessories Stores	3,264,629	903,003	(2,361,626)	-72%
44819	Other Clothing Stores	7,021,088	1,607,231	(5,413,857)	-77%
4482	Shoe Stores	12,375,707	6,054,164	(6,321,544)	-51%
4483	Jewelry, Luggage, Leather Goods Stores	55,456,598	13,171,523	(42,285,075)	-76%
44831	Jewelry Stores	49,833,600	13,171,523	(36,662,077)	-74%
44832	Luggage and Leather Goods Stores	5,622,998	0	(5,622,998)	-100%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	57,341,003	61,203,789	3,862,786	7%
4511	Sportng Goods, Hobby, Musical Inst Stores	50,468,790	59,242,705	8,773,915	17%
45111	Sporting Goods Stores	26,503,393	35,877,076	9,373,682	35%
45112	Hobby, Toys and Games Stores	14,126,522	11,890,342	(2,236,179)	-16%
45113	Sew/Needlework/Piece Goods Stores	5,133,381	11,475,287	6,341,906	124%
45114	Musical Instrument and Supplies Stores	4,705,494	0	(4,705,494)	-100%
4512	Book, Periodical and Music Stores	6,872,212	1,961,084	(4,911,128)	-71%
45121	Book Stores and News Dealers	5,812,439	1,961,084	(3,851,355)	-66%
451211	Book Stores	5,031,478	1,712,626	(3,318,852)	-66%
451212	News Dealers and Newsstands	780,961	248,458	(532,503)	-68%
45122	Prerecorded Tapes, CDs, Record Stores	1,059,773	0	(1,059,773)	-100%
452	General Merchandise Stores	383,313,154	254,687,208	(128,625,947)	-34%
4521	Department Stores Excl Leased Depts	168,095,846	48,243,508	(119,852,338)	-71%
4529	Other General Merchandise Stores	215,217,308	206,443,700	(8,773,609)	-4%
453	Miscellaneous Store Retailers	90,591,265	68,138,259	(22,453,006)	-25%
4531	Florists	3,414,527	2,038,352	(1,376,175)	-40%
4532	Office Supplies, Stationery, Gift Stores	41,820,141	12,551,481	(29,268,660)	-70%
45321	Office Supplies and Stationery Stores	19,921,990	9,268,162	(10,653,828)	-53%
45322	Gift, Novelty and Souvenir Stores	21,898,151	3,283,319	(18,614,832)	-85%
4533	Used Merchandise Stores	6,329,497	6,428,124	98,627	2%
4539	Other Miscellaneous Store Retailers	39,027,099	47,120,302	8,093,203	21%
454	Non-Store Retailers	300,326,630	31,537,363	(268,789,267)	-89%
722	Foodservice and Drinking Places	342,720,687	127,850,405	(214,870,282)	-63%
7221	Full-Service Restaurants	154,214,153	36,149,380	(118,064,773)	-77%
7222	Limited-Service Eating Places	138,093,066	79,676,568	(58,416,497)	-42%
7223	Special Foodservices	38,119,331	9,173,857	(28,945,474)	-76%
7224	Drinking Places -Alcoholic Beverages	12,294,138	2,850,600	(9,443,538)	-77%

Retail Trade Area | Demographics

Victoria, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	219,120	
2016 Estimate	208,520	
2010 Census	198,128	
2000 Census	191,657	
Growth 2016 - 2021		5.08%
Growth 2010 - 2016		5.25%
Growth 2000 - 2010		3.38%
2016 Est. Population by Single-Classification Race	208,520	
White Alone	163,863	78.58%
Black or African American Alone	13,864	6.65%
Amer. Indian and Alaska Native Alone	1,236	0.59%
Asian Alone	3,346	1.60%
Native Hawaiian and Other Pac. Isl. Alone	70	0.03%
Some Other Race Alone	20,991	10.07%
Two or More Races	5,150	2.47%
2016 Est. Population by Hispanic or Latino Origin	208,520	
Not Hispanic or Latino	120,107	57.60%
Hispanic or Latino	88,413	42.40%
Mexican	74,718	84.51%
Puerto Rican	451	0.51%
Cuban	185	0.21%
All Other Hispanic or Latino	13,059	14.77%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	88,413	
White Alone	63,016	71.27%
Black or African American Alone	781	0.88%
American Indian and Alaska Native Alone	637	0.72%
Asian Alone	77	0.09%
Native Hawaiian and Other Pacific Islander Alone	14	0.02%
Some Other Race Alone	20,718	23.43%
Two or More Races	3,169	3.58%
2016 Est. Pop by Race, Asian Alone, by Category	3,346	
Chinese, except Taiwanese	998	29.83%
Filipino	409	12.22%
Japanese	40	1.19%
Asian Indian	297	8.87%
Korean	52	1.54%
Vietnamese	772	23.08%
Cambodian	61	1.82%
Hmong	5	0.15%
Laotian	6	0.18%
Thai	58	1.73%
All Other Asian Races Including 2+ Category	649	19.39%
2016 Est. Population by Ancestry	208,520	
Arab	497	0.24%
Czech	10,844	5.20%
Danish	578	0.28%
Dutch	1,155	0.55%
English	7,717	3.70%
French (except Basque)	2,715	1.30%
French Canadian	294	0.14%
German	31,103	14.92%
Greek	232	0.11%

Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Hungarian	84	0.04%
Irish	9,755	4.68%
Italian	2,108	1.01%
Lithuanian	28	0.01%
United States or American	7,768	3.73%
Norwegian	349	0.17%
Polish	1,836	0.88%
Portuguese	97	0.05%
Russian	146	0.07%
Scottish	1,099	0.53%
Scotch-Irish	1,771	0.85%
Slovak	0	0.00%
Subsaharan African	298	0.14%
Swedish	1,024	0.49%
Swiss	130	0.06%
Ukrainian	28	0.01%
Welsh	488	0.23%
West Indian (except Hisp. groups)	147	0.07%
Other ancestries	107,496	51.55%
Ancestry Unclassified	18,736	8.99%
2016 Est. Pop Age 5+ by Language Spoken At Home	194,492	
Speak Only English at Home	145,891	75.01%
Speak Asian/Pac. Isl. Lang. at Home	1,710	0.88%
Speak IndoEuropean Language at Home	2,234	1.15%
Speak Spanish at Home	44,398	22.83%
Speak Other Language at Home	259	0.13%
2016 Est. Population by Sex	208,520	
Male	106,102	50.88%
Female	102,418	49.12%

DESCRIPTION	DATA	%
2016 Est. Population by Age	208,520	
Age 0 - 4	14,028	6.73%
Age 5 - 9	14,201	6.81%
Age 10 - 14	14,527	6.97%
Age 15 - 17	8,819	4.23%
Age 18 - 20	8,178	3.92%
Age 21 - 24	11,357	5.45%
Age 25 - 34	26,941	12.92%
Age 35 - 44	24,320	11.66%
Age 45 - 54	25,571	12.26%
Age 55 - 64	26,527	12.72%
Age 65 - 74	18,995	9.11%
Age 75 - 84	10,650	5.11%
Age 85 and over	4,405	2.11%
Age 16 and over	162,873	78.11%
Age 18 and over	156,945	75.27%
Age 21 and over	148,766	71.34%
Age 65 and over	34,050	16.33%
2016 Est. Median Age	37.6	
2016 Est. Average Age	38.9	

Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	106,102	
Age 0 - 4	7,121	6.71%
Age 5 - 9	7,239	6.82%
Age 10 - 14	7,418	6.99%
Age 15 - 17	4,539	4.28%
Age 18 - 20	4,384	4.13%
Age 21 - 24	6,224	5.87%
Age 25 - 34	14,587	13.75%
Age 35 - 44	12,847	12.11%
Age 45 - 54	13,123	12.37%
Age 55 - 64	13,281	12.52%
Age 65 - 74	9,089	8.57%
Age 75 - 84	4,664	4.40%
Age 85 and over	1,585	1.49%
2016 Est. Median Age, Male	36.2	
2016 Est. Average Age, Male	37.9	
2016 Est. Female Population by Age	102,418	
Age 0 - 4	6,906	6.74%
Age 5 - 9	6,962	6.80%
Age 10 - 14	7,109	6.94%
Age 15 - 17	4,280	4.18%
Age 18 - 20	3,794	3.70%
Age 21 - 24	5,133	5.01%
Age 25 - 34	12,353	12.06%
Age 35 - 44	11,474	11.20%
Age 45 - 54	12,448	12.15%
Age 55 - 64	13,247	12.93%
Age 65 - 74	9,906	9.67%
Age 75 - 84	5,986	5.84%
Age 85 and over	2,820	2.75%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	39.1	
2016 Est. Average Age, Female	39.9	
2016 Est. Pop Age 15+ by Marital Status	165,764	
Total, Never Married	44,283	26.71%
Males, Never Married	26,114	15.75%
Females, Never Married	18,169	10.96%
Married, Spouse present	80,083	48.31%
Married, Spouse absent	9,876	5.96%
Widowed	11,856	7.15%
Males Widowed	2,849	1.72%
Females Widowed	9,007	5.43%
Divorced	19,665	11.86%
Males Divorced	9,860	5.95%
Females Divorced	9,805	5.92%
2016 Est. Pop Age 25+ by Edu. Attainment	137,409	
Less than 9th grade	13,541	9.85%
Some High School, no diploma	15,257	11.10%
High School Graduate (or GED)	47,815	34.80%
Some College, no degree	30,497	22.19%
Associate Degree	9,955	7.24%
Bachelor's Degree	14,230	10.36%
Master's Degree	4,762	3.47%
Professional School Degree	867	0.63%
Doctorate Degree	486	0.35%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	49,528	
No High School Diploma	19,058	38.48%
High School Graduate	17,400	35.13%
Some College or Associate's Degree	10,306	20.81%
Bachelor's Degree or Higher	2,764	5.58%

Retail Trade Area | Demographics

Victoria, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	80,771	
2016 Estimate	76,367	
2010 Census	71,791	
2000 Census	68,649	
Growth 2016 - 2021		5.77%
Growth 2010 - 2016		6.37%
Growth 2000 - 2010		4.58%
2016 Est. Households by Household Type	76,367	
Family Households	54,117	70.86%
Nonfamily Households	22,250	29.14%
2016 Est. Group Quarters Population	9,332	
2016 HHs by Ethnicity, Hispanic/Latino	26,273	
2016 Est. Households by HH Income	76,367	
Income < \$15,000	9,111	11.93%
Income \$15,000 - \$24,999	9,056	11.86%
Income \$25,000 - \$34,999	7,538	9.87%
Income \$35,000 - \$49,999	10,702	14.01%
Income \$50,000 - \$74,999	13,929	18.24%
Income \$75,000 - \$99,999	9,147	11.98%
Income \$100,000 - \$124,999	6,496	8.51%
Income \$125,000 - \$149,999	3,934	5.15%
Income \$150,000 - \$199,999	3,393	4.44%
Income \$200,000 - \$249,999	1,378	1.80%
Income \$250,000 - \$499,999	1,258	1.65%
Income \$500,000+	426	0.56%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$70,762	
2016 Est. Median Household Income	\$53,189	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$57,432	
Black or African American Alone	\$37,432	
American Indian and Alaska Native Alone	\$52,603	
Asian Alone	\$70,312	
Native Hawaiian and Other Pacific Islander Alone	\$52,818	
Some Other Race Alone	\$35,570	
Two or More Races	\$38,499	
Hispanic or Latino	\$41,160	
Not Hispanic or Latino	\$61,631	
2016 Est. Family HH Type by Presence of Own Child.	54,117	
Married-Couple Family, own children	15,139	27.97%
Married-Couple Family, no own children	25,019	46.23%
Male Householder, own children	2,052	3.79%
Male Householder, no own children	1,967	3.63%
Female Householder, own children	5,662	10.46%
Female Householder, no own children	4,278	7.91%
2016 Est. Households by Household Size	76,367	
1-person	19,508	25.55%
2-person	25,555	33.46%
3-person	12,331	16.15%
4-person	9,804	12.84%
5-person	5,331	6.98%
6-person	2,279	2.98%
7-or-more-person	1,560	2.04%

Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.61	
2016 Est. Households by Presence of People Under 18	76,367	
Households with 1 or More People under Age 18:	26,749	35.03%
Married-Couple Family	17,025	63.64%
Other Family, Male Householder	2,499	9.34%
Other Family, Female Householder	6,953	25.99%
Nonfamily, Male Householder	217	0.81%
Nonfamily, Female Householder	55	0.21%
Households with No People under Age 18:	49,618	64.97%
Married-Couple Family	23,117	46.59%
Other Family, Male Householder	1,534	3.09%
Other Family, Female Householder	2,985	6.02%
Nonfamily, Male Householder	10,602	21.37%
Nonfamily, Female Householder	11,380	22.94%
2016 Est. Households by Number of Vehicles	76,367	
No Vehicles	4,685	6.13%
1 Vehicle	25,531	33.43%
2 Vehicles	29,822	39.05%
3 Vehicles	11,708	15.33%
4 Vehicles	3,586	4.70%
5 or more Vehicles	1,036	1.36%
2016 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	57,231	
2016 Estimate	54,117	
2010 Census	50,868	
2000 Census	50,452	
Growth 2016 - 2021		5.75%
Growth 2010 - 2016		6.39%
Growth 2000 - 2010		0.82%
2016 Est. Families by Poverty Status	54,117	
2016 Families at or Above Poverty	47,316	87.43%
2016 Families at or Above Poverty with Children	20,935	38.68%
2016 Families Below Poverty	6,801	12.57%
2016 Families Below Poverty with Children	5,282	9.76%
2016 Est. Pop Age 16+ by Employment Status	162,873	
In Armed Forces	60	0.04%
Civilian - Employed	90,289	55.44%
Civilian - Unemployed	6,150	3.78%
Not in Labor Force	66,374	40.75%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	91,018	
For-Profit Private Workers	64,390	70.74%
Non-Profit Private Workers	3,807	4.18%
Local Government Workers	8,131	8.93%
State Government Workers	3,864	4.24%
Federal Government Workers	980	1.08%
Self-Employed Workers	9,666	10.62%
Unpaid Family Workers	181	0.20%

Retail Trade Area | Demographics

Victoria, Texas

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	91,018	
Architect/Engineer	1,265	1.39%
Arts/Entertainment/Sports	854	0.94%
Building Grounds Maintenance	4,622	5.08%
Business/Financial Operations	2,318	2.55%
Community/Social Services	1,187	1.30%
Computer/Mathematical	462	0.51%
Construction/Extraction	8,765	9.63%
Education/Training/Library	5,280	5.80%
Farming/Fishing/Forestry	1,189	1.31%
Food Prep/Serving	4,255	4.68%
Health Practitioner/Technician	4,849	5.33%
Healthcare Support	2,702	2.97%
Maintenance Repair	4,064	4.47%
Legal	479	0.53%
Life/Physical/Social Science	493	0.54%
Management	7,516	8.26%
Office/Admin. Support	11,208	12.31%
Production	8,785	9.65%
Protective Services	2,214	2.43%
Sales/Related	10,111	11.11%
Personal Care/Service	2,266	2.49%
Transportation/Moving	6,134	6.74%
2016 Est. Pop 16+ by Occupation Classification	91,018	
Blue Collar	27,748	30.49%
White Collar	46,022	50.56%
Service and Farm	17,248	18.95%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	88,974	
Drove Alone	71,756	80.65%
Car Pooled	11,990	13.48%
Public Transportation	595	0.67%
Walked	1,194	1.34%
Bicycle	88	0.10%
Other Means	567	0.64%
Worked at Home	2,785	3.13%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	37,568	
15 - 29 Minutes	26,496	
30 - 44 Minutes	11,985	
45 - 59 Minutes	4,246	
60 or more Minutes	5,883	
2016 Est. Avg Travel Time to Work in Minutes	23.00	
2016 Est. Occupied Housing Units by Tenure	76,367	
Owner Occupied	53,315	69.81%
Renter Occupied	23,052	30.19%
2016 Owner Occ. HUs: Avg. Length of Residence	18.2	
2016 Renter Occ. HUs: Avg. Length of Residence	7.8	

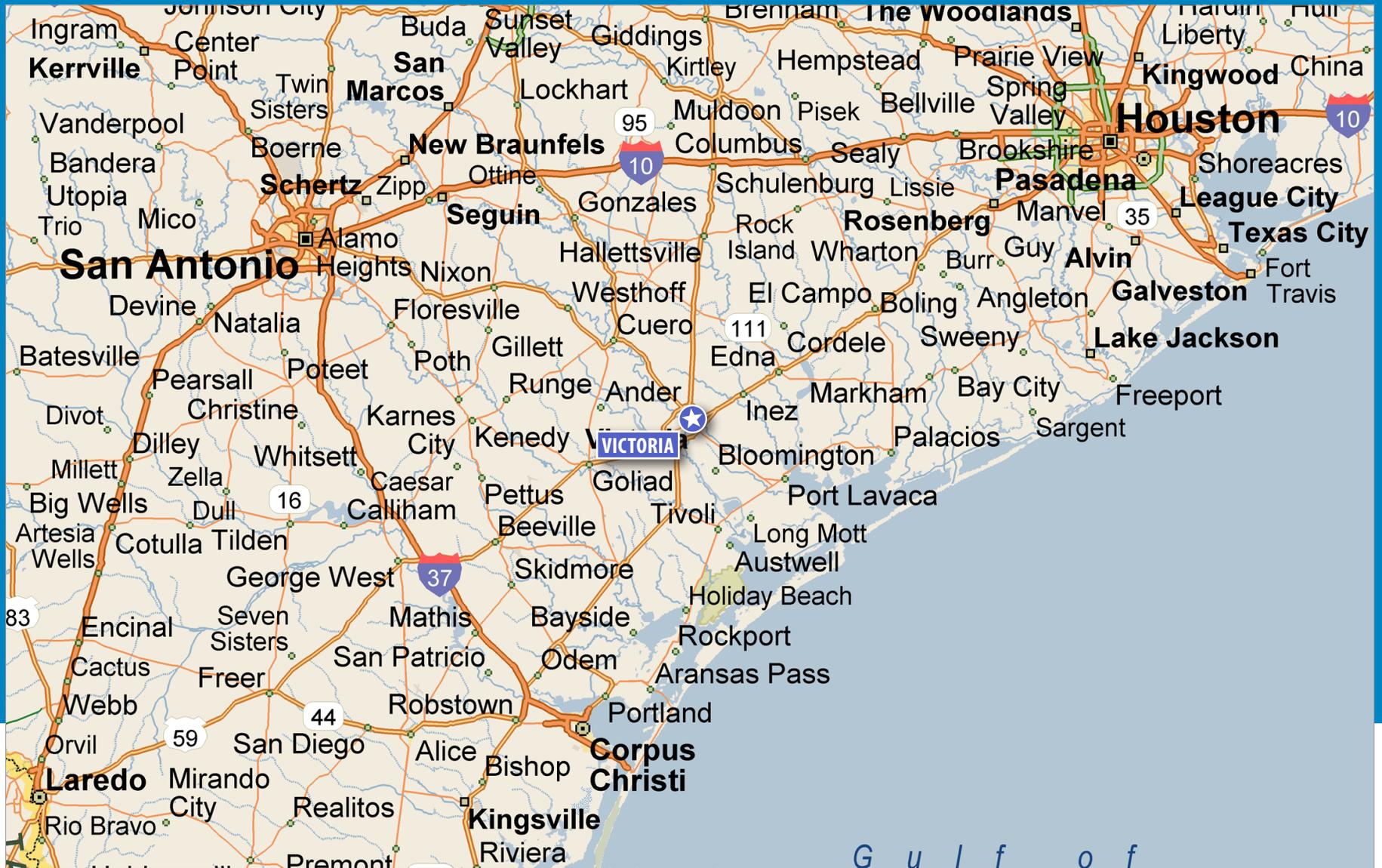
Retail Trade Area | Demographics

Victoria, Texas

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	53,315	
Value Less than \$20,000	2,873	5.39%
Value \$20,000 - \$39,999	4,313	8.09%
Value \$40,000 - \$59,999	4,033	7.56%
Value \$60,000 - \$79,999	5,273	9.89%
Value \$80,000 - \$99,999	5,490	10.30%
Value \$100,000 - \$149,999	11,416	21.41%
Value \$150,000 - \$199,999	8,014	15.03%
Value \$200,000 - \$299,999	6,301	11.82%
Value \$300,000 - \$399,999	2,661	4.99%
Value \$400,000 - \$499,999	1,351	2.53%
Value \$500,000 - \$749,999	998	1.87%
Value \$750,000 - \$999,999	352	0.66%
Value \$1,000,000 or more	240	0.45%
2016 Est. Median All Owner-Occupied Housing Value	\$120,476	
2016 Est. Housing Units by Units in Structure	90,972	
1 Unit Attached	890	0.98%
1 Unit Detached	66,030	72.58%
2 Units	2,021	2.22%
3 or 4 Units	3,114	3.42%
5 to 19 Units	4,144	4.56%
20 to 49 Units	797	0.88%
50 or More Units	1,238	1.36%
Mobile Home or Trailer	12,591	13.84%
Boat, RV, Van, etc.	147	0.16%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	90,972	
Housing Units Built 2010 or later	5,353	5.88%
Housing Units Built 2000 to 2009	9,940	10.93%
Housing Units Built 1990 to 1999	11,875	13.05%
Housing Units Built 1980 to 1989	13,671	15.03%
Housing Units Built 1970 to 1979	14,434	15.87%
Housing Units Built 1960 to 1969	10,421	11.46%
Housing Units Built 1950 to 1959	12,533	13.78%
Housing Units Built 1940 to 1949	5,507	6.05%
Housing Unit Built 1939 or Earlier	7,237	7.95%
2016 Est. Median Year Structure Built	1977	

Community
Victoria, Texas



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Community | Demographics

Victoria, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	71,076	
2016 Estimate	67,073	
2010 Census	62,682	
2000 Census	59,867	
Growth 2016 - 2021		5.97%
Growth 2010 - 2016		7.01%
Growth 2000 - 2010		4.70%
2016 Est. Population by Single-Classification Race	67,073	
White Alone	50,255	74.93%
Black or African American Alone	5,202	7.76%
Amer. Indian and Alaska Native Alone	471	0.70%
Asian Alone	1,109	1.65%
Native Hawaiian and Other Pac. Isl. Alone	20	0.03%
Some Other Race Alone	7,986	11.91%
Two or More Races	2,031	3.03%
2016 Est. Population by Hispanic or Latino Origin	67,073	
Not Hispanic or Latino	33,318	49.67%
Hispanic or Latino	33,755	50.33%
Mexican	28,424	84.21%
Puerto Rican	246	0.73%
Cuban	58	0.17%
All Other Hispanic or Latino	5,027	14.89%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	33,755	
White Alone	23,969	71.01%
Black or African American Alone	309	0.92%
American Indian and Alaska Native Alone	302	0.89%
Asian Alone	35	0.10%
Native Hawaiian and Other Pacific Islander Alone	7	0.02%
Some Other Race Alone	7,895	23.39%
Two or More Races	1,239	3.67%
2016 Est. Pop by Race, Asian Alone, by Category	1,109	
Chinese, except Taiwanese	131	11.85%
Filipino	159	14.36%
Japanese	15	1.35%
Asian Indian	228	20.58%
Korean	33	2.95%
Vietnamese	246	22.18%
Cambodian	52	4.69%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	47	4.22%
All Other Asian Races Including 2+ Category	198	17.81%
2016 Est. Population by Ancestry	67,073	
Arab	391	0.58%
Czech	1,883	2.81%
Danish	164	0.24%
Dutch	427	0.64%
English	2,626	3.91%
French (except Basque)	906	1.35%
French Canadian	163	0.24%
German	7,251	10.81%
Greek	155	0.23%

Community | Demographics

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DESCRIPTION	DATA	%
Hungarian	56	0.08%
Irish	2,651	3.95%
Italian	1,152	1.72%
Lithuanian	25	0.04%
United States or American	2,427	3.62%
Norwegian	220	0.33%
Polish	513	0.76%
Portuguese	62	0.09%
Russian	34	0.05%
Scottish	457	0.68%
Scotch-Irish	539	0.80%
Slovak	0	0.00%
Subsaharan African	165	0.25%
Swedish	262	0.39%
Swiss	37	0.05%
Ukrainian	3	0.00%
Welsh	113	0.17%
West Indian (except Hisp. groups)	6	0.01%
Other ancestries	38,226	56.99%
Ancestry Unclassified	6,161	9.19%
2016 Est. Pop Age 5+ by Language Spoken At Home	62,004	
Speak Only English at Home	46,957	75.73%
Speak Asian/Pac. Isl. Lang. at Home	463	0.75%
Speak IndoEuropean Language at Home	737	1.19%
Speak Spanish at Home	13,734	22.15%
Speak Other Language at Home	114	0.18%
2016 Est. Population by Sex	67,073	
Male	32,480	48.42%
Female	34,593	51.58%

DESCRIPTION	DATA	%
2016 Est. Population by Age	67,073	
Age 0 - 4	5,069	7.56%
Age 5 - 9	4,983	7.43%
Age 10 - 14	4,875	7.27%
Age 15 - 17	2,885	4.30%
Age 18 - 20	2,629	3.92%
Age 21 - 24	3,583	5.34%
Age 25 - 34	9,661	14.40%
Age 35 - 44	8,060	12.02%
Age 45 - 54	7,555	11.26%
Age 55 - 64	7,790	11.61%
Age 65 - 74	5,524	8.24%
Age 75 - 84	3,056	4.56%
Age 85 and over	1,404	2.09%
Age 16 and over	51,198	76.33%
Age 18 and over	49,261	73.44%
Age 21 and over	46,633	69.53%
Age 65 and over	9,983	14.88%
2016 Est. Median Age	34.8	
2016 Est. Average Age	37.3	

Community | Demographics

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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	32,480	
Age 0 - 4	2,580	7.94%
Age 5 - 9	2,535	7.81%
Age 10 - 14	2,446	7.53%
Age 15 - 17	1,433	4.41%
Age 18 - 20	1,337	4.12%
Age 21 - 24	1,799	5.54%
Age 25 - 34	4,826	14.86%
Age 35 - 44	3,984	12.27%
Age 45 - 54	3,619	11.14%
Age 55 - 64	3,682	11.34%
Age 65 - 74	2,505	7.71%
Age 75 - 84	1,259	3.88%
Age 85 and over	477	1.47%
2016 Est. Median Age, Male	33.5	
2016 Est. Average Age, Male	36.0	
2016 Est. Female Population by Age	34,593	
Age 0 - 4	2,488	7.19%
Age 5 - 9	2,448	7.08%
Age 10 - 14	2,429	7.02%
Age 15 - 17	1,453	4.20%
Age 18 - 20	1,292	3.73%
Age 21 - 24	1,785	5.16%
Age 25 - 34	4,835	13.98%
Age 35 - 44	4,077	11.78%
Age 45 - 54	3,937	11.38%
Age 55 - 64	4,108	11.87%
Age 65 - 74	3,019	8.73%
Age 75 - 84	1,797	5.19%
Age 85 and over	927	2.68%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	36.4	
2016 Est. Average Age, Female	38.5	
2016 Est. Pop Age 15+ by Marital Status	52,146	
Total, Never Married	15,442	29.61%
Males, Never Married	8,383	16.08%
Females, Never Married	7,059	13.54%
Married, Spouse present	22,763	43.65%
Married, Spouse absent	2,727	5.23%
Widowed	3,589	6.88%
Males Widowed	822	1.58%
Females Widowed	2,767	5.31%
Divorced	7,625	14.62%
Males Divorced	3,174	6.09%
Females Divorced	4,451	8.54%
2016 Est. Pop Age 25+ by Edu. Attainment	43,050	
Less than 9th grade	3,161	7.34%
Some High School, no diploma	4,740	11.01%
High School Graduate (or GED)	14,275	33.16%
Some College, no degree	10,619	24.67%
Associate Degree	3,601	8.36%
Bachelor's Degree	4,459	10.36%
Master's Degree	1,713	3.98%
Professional School Degree	304	0.71%
Doctorate Degree	179	0.41%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	18,893	
No High School Diploma	6,057	32.06%
High School Graduate	6,788	35.93%
Some College or Associate's Degree	4,704	24.90%
Bachelor's Degree or Higher	1,343	7.11%

Community | Demographics

Victoria, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	26,962	
2016 Estimate	25,310	
2010 Census	23,450	
2000 Census	21,870	
Growth 2016 - 2021		6.52%
Growth 2010 - 2016		7.93%
Growth 2000 - 2010		7.23%
2016 Est. Households by Household Type	25,310	
Family Households	17,260	68.19%
Nonfamily Households	8,050	31.81%
2016 Est. Group Quarters Population	1,606	
2016 HHs by Ethnicity, Hispanic/Latino	10,697	
2016 Est. Households by HH Income	25,310	
Income < \$15,000	2,744	10.84%
Income \$15,000 - \$24,999	3,359	13.27%
Income \$25,000 - \$34,999	2,380	9.40%
Income \$35,000 - \$49,999	3,767	14.88%
Income \$50,000 - \$74,999	4,692	18.54%
Income \$75,000 - \$99,999	3,087	12.20%
Income \$100,000 - \$124,999	2,110	8.34%
Income \$125,000 - \$149,999	1,173	4.63%
Income \$150,000 - \$199,999	1,071	4.23%
Income \$200,000 - \$249,999	467	1.85%
Income \$250,000 - \$499,999	348	1.37%
Income \$500,000+	113	0.45%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$68,928	
2016 Est. Median Household Income	\$52,167	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$57,318	
Black or African American Alone	\$45,948	
American Indian and Alaska Native Alone	\$22,821	
Asian Alone	\$123,591	
Native Hawaiian and Other Pacific Islander Alone	\$49,748	
Some Other Race Alone	\$35,060	
Two or More Races	\$31,064	
Hispanic or Latino	\$41,915	
Not Hispanic or Latino	\$61,329	
2016 Est. Family HH Type by Presence of Own Child.	17,260	
Married-Couple Family, own children	4,507	26.11%
Married-Couple Family, no own children	7,171	41.55%
Male Householder, own children	764	4.43%
Male Householder, no own children	636	3.69%
Female Householder, own children	2,559	14.82%
Female Householder, no own children	1,624	9.41%
2016 Est. Households by Household Size	25,310	
1-person	6,883	27.20%
2-person	7,984	31.55%
3-person	4,229	16.71%
4-person	3,211	12.69%
5-person	1,717	6.78%
6-person	790	3.12%
7-or-more-person	495	1.96%

Community | Demographics

Victoria, Texas

DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.59	
2016 Est. Households by Presence of People Under 18	25,310	
Households with 1 or More People under Age 18:	9,243	36.52%
Married-Couple Family	5,145	55.66%
Other Family, Male Householder	926	10.02%
Other Family, Female Householder	3,068	33.19%
Nonfamily, Male Householder	81	0.88%
Nonfamily, Female Householder	23	0.24%
Households with No People under Age 18:	16,068	63.48%
Married-Couple Family	6,530	40.64%
Other Family, Male Householder	483	3.01%
Other Family, Female Householder	1,113	6.93%
Nonfamily, Male Householder	3,586	22.32%
Nonfamily, Female Householder	4,356	27.11%
2016 Est. Households by Number of Vehicles	25,310	
No Vehicles	1,663	6.57%
1 Vehicle	10,068	39.78%
2 Vehicles	8,991	35.52%
3 Vehicles	3,399	13.43%
4 Vehicles	1,036	4.09%
5 or more Vehicles	154	0.61%
2016 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	18,389	
2016 Estimate	17,260	
2010 Census	15,990	
2000 Census	15,567	
Growth 2016 - 2021		6.54%
Growth 2010 - 2016		7.94%
Growth 2000 - 2010		2.71%
2016 Est. Families by Poverty Status	17,260	
2016 Families at or Above Poverty	14,852	86.05%
2016 Families at or Above Poverty with Children	7,559	43.79%
2016 Families Below Poverty	2,408	13.95%
2016 Families Below Poverty with Children	2,063	11.96%
2016 Est. Pop Age 16+ by Employment Status	51,198	
In Armed Forces	28	0.05%
Civilian - Employed	30,186	58.96%
Civilian - Unemployed	2,235	4.37%
Not in Labor Force	18,749	36.62%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	30,512	
For-Profit Private Workers	23,220	76.10%
Non-Profit Private Workers	1,091	3.58%
Local Government Workers	2,463	8.07%
State Government Workers	844	2.77%
Federal Government Workers	252	0.83%
Self-Employed Workers	2,590	8.49%
Unpaid Family Workers	52	0.17%

Community | Demographics

Victoria, Texas

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	30,512	
Architect/Engineer	460	1.51%
Arts/Entertainment/Sports	312	1.02%
Building Grounds Maintenance	1,852	6.07%
Business/Financial Operations	933	3.06%
Community/Social Services	482	1.58%
Computer/Mathematical	30	0.10%
Construction/Extraction	2,364	7.75%
Education/Training/Library	1,408	4.62%
Farming/Fishing/Forestry	102	0.34%
Food Prep/Serving	1,811	5.94%
Health Practitioner/Technician	1,732	5.68%
Healthcare Support	970	3.18%
Maintenance Repair	968	3.17%
Legal	178	0.58%
Life/Physical/Social Science	114	0.37%
Management	2,256	7.39%
Office/Admin. Support	4,101	13.44%
Production	2,853	9.35%
Protective Services	521	1.71%
Sales/Related	4,294	14.07%
Personal Care/Service	747	2.45%
Transportation/Moving	2,020	6.62%
2016 Est. Pop 16+ by Occupation Classification	30,512	
Blue Collar	8,205	26.89%
White Collar	16,303	53.43%
Service and Farm	6,005	19.68%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	29,766	
Drove Alone	23,509	78.98%
Car Pooled	4,585	15.40%
Public Transportation	311	1.04%
Walked	370	1.24%
Bicycle	71	0.24%
Other Means	180	0.61%
Worked at Home	739	2.48%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,563	
15 - 29 Minutes	9,079	
30 - 44 Minutes	2,078	
45 - 59 Minutes	1,114	
60 or more Minutes	1,196	
2016 Est. Avg Travel Time to Work in Minutes	19.00	
2016 Est. Occupied Housing Units by Tenure	25,310	
Owner Occupied	14,977	59.17%
Renter Occupied	10,334	40.83%
2016 Owner Occ. HUs: Avg. Length of Residence	17.9	
2016 Renter Occ. HUs: Avg. Length of Residence	7.0	

Community | Demographics

Victoria, Texas

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	14,977	
Value Less than \$20,000	543	3.63%
Value \$20,000 - \$39,999	880	5.88%
Value \$40,000 - \$59,999	842	5.62%
Value \$60,000 - \$79,999	1,122	7.49%
Value \$80,000 - \$99,999	1,565	10.45%
Value \$100,000 - \$149,999	4,435	29.61%
Value \$150,000 - \$199,999	2,990	19.97%
Value \$200,000 - \$299,999	1,360	9.08%
Value \$300,000 - \$399,999	625	4.18%
Value \$400,000 - \$499,999	292	1.95%
Value \$500,000 - \$749,999	255	1.70%
Value \$750,000 - \$999,999	64	0.43%
Value \$1,000,000 or more	2	0.02%
2016 Est. Median All Owner-Occupied Housing Value	\$128,587	
2016 Est. Housing Units by Units in Structure	27,567	
1 Unit Attached	390	1.42%
1 Unit Detached	18,290	66.35%
2 Units	1,163	4.22%
3 or 4 Units	2,025	7.35%
5 to 19 Units	3,057	11.09%
20 to 49 Units	352	1.28%
50 or More Units	889	3.22%
Mobile Home or Trailer	1,375	4.99%
Boat, RV, Van, etc.	27	0.10%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	27,567	
Housing Units Built 2010 or later	1,951	7.08%
Housing Units Built 2000 to 2009	2,454	8.90%
Housing Units Built 1990 to 1999	3,196	11.59%
Housing Units Built 1980 to 1989	4,135	15.00%
Housing Units Built 1970 to 1979	4,907	17.80%
Housing Units Built 1960 to 1969	3,358	12.18%
Housing Units Built 1950 to 1959	4,521	16.40%
Housing Units Built 1940 to 1949	1,772	6.43%
Housing Unit Built 1939 or Earlier	1,273	4.62%
2016 Est. Median Year Structure Built	1976	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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 - It’s not about data. It’s about your success.

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Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.