TheRetailCoach®

# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

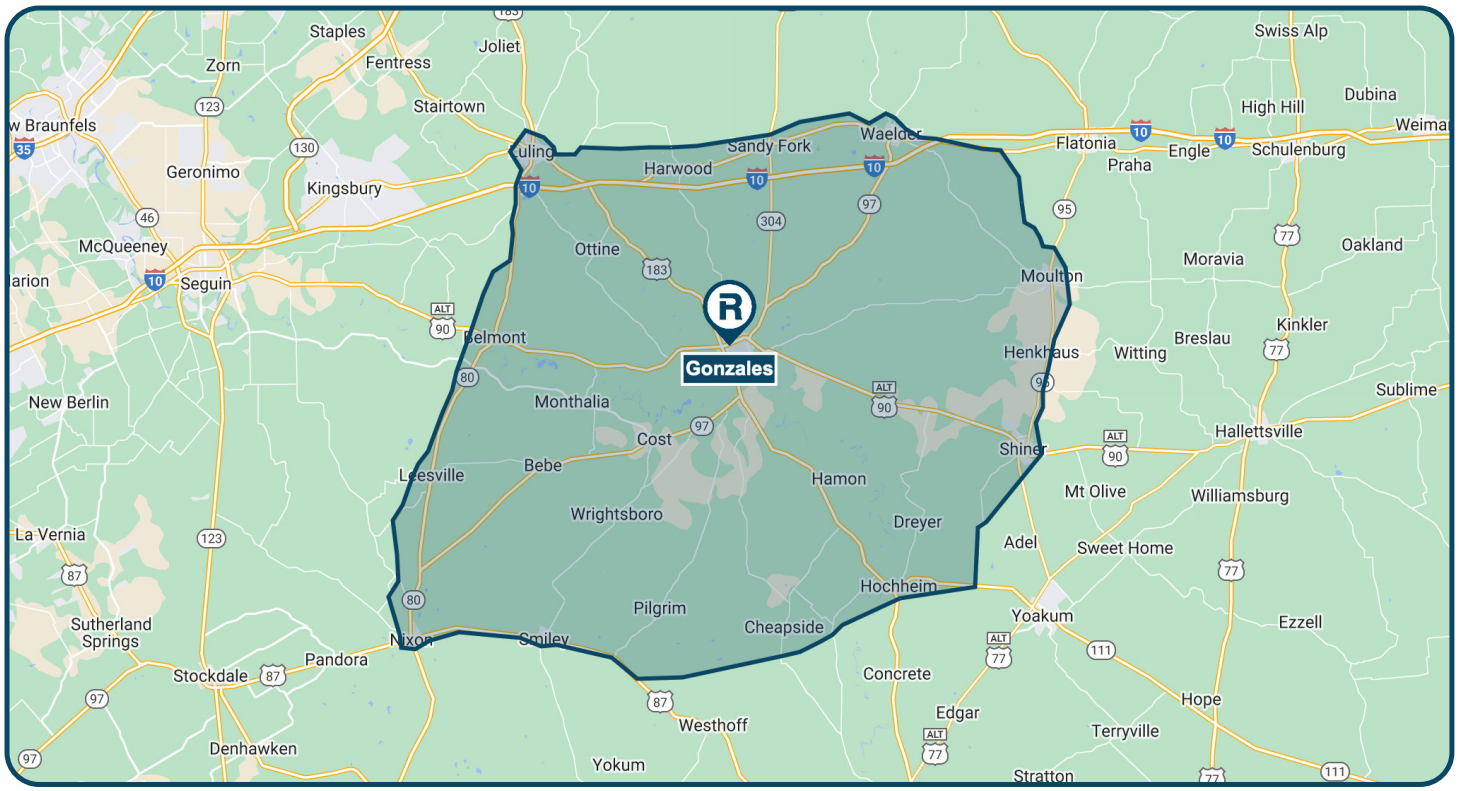
GONZALES, TEXAS

PREPARED FOR GONZALES ECONOMIC DEVELOPMENT CORPORATION
OCTOBER 2026

Retail Trade Area — Gonzales, Texas

# DEMOGRAPHIC SNAPSHOT

GONZALES ECONOMIC DEVELOPMENT CORPORATION
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## Population

| | |
|---|---|
| 2020 | 28,429 |
| 2026 | 29,345 |
| 2031 | 30,102 |

## Age

| | |
|---|---|
| 0-9 Years | 13.52% |
| 10 - 17 Years | 11.24% |
| 18 - 24 Years | 9.50% |
| 25 - 34 Years | 11.20% |
| 35 - 44 Years | 12.00% |
| 45 - 54 Years | 11.02% |
| 55 - 64 Years | 11.45% |
| 65 and Older | 20.07% |
| Median Age | 38.79 |
| Average Age | 39.96 |

## Educational Attainment (%)

| | |
|---|---|
| Graduate or Professional Degree | 3.94% |
| Bachelors Degree | 10.75% |
| Associate Degree | 6.63% |
| Some College | 18.80% |
| High School Graduate (GED) | 38.22% |
| Some High School, No Degree | 12.11% |
| Less than 9th Grade | 9.55% |

## Income

| | |
|---|---|
| Average HH | $89,264 |
| Median HH | $65,863 |
| Per Capita | $34,345 |

## Race Distribution

| | |
|---|---|
| White | 59.38% |
| Black/African American | 5.52% |
| American Indian/Alaskan | 0.81% |
| Asian | 0.52% |
| Native Hawaiian/Islander | 0.12% |
| Other Race | 15.81% |
| Two or More Races | 17.85% |
| Hispanic | 46.90% |
| Non-Hispanic | 53.10% |

# DEMOGRAPHIC PROFILE

| DESCRIPTION | DATA | % |
|---|---|---|
| **Population** | | |
| 2031 Projection | 30,102 | |
| 2026 Estimate | 29,345 | |
| 2020 Census | 28,429 | |
| 2010 Census | 28,169 | |
| | | |
| Growth 2026 - 2031 | | 2.58% |
| Growth 2020 - 2026 | | 3.22% |
| Growth 2010 - 2020 | | 0.92% |
| | | |
| **2026 Est. Population by Single-Classification Race** | **29,345** | |
| White Alone | 17,424 | 59.38% |
| Black or African American Alone | 1,619 | 5.52% |
| Amer. Indian and Alaska Native Alone | 238 | 0.81% |
| Asian Alone | 152 | 0.52% |
| Native Hawaiian and Other Pacific Island Alone | 35 | 0.12% |
| Some Other Race Alone | 4,640 | 15.81% |
| Two or More Races | 5,237 | 17.85% |
| | | |
| **2026 Est. Population by Hispanic or Latino Origin** | **29,345** | |
| Not Hispanic or Latino | 15,582 | 53.10% |
| Hispanic or Latino | 13,763 | 46.90% |
| Mexican | 12,805 | 93.04% |
| Puerto Rican | 146 | 1.06% |
| Cuban | 51 | 0.37% |
| All Other Hispanic or Latino | 761 | 5.53% |
| | | |
| **2026 Est. Hisp. or Latino Pop by Single-Class. Race** | **13,763** | |
| White Alone | 4,311 | 31.32% |
| Black or African American Alone | 190 | 1.38% |
| American Indian and Alaska Native Alone | 164 | 1.19% |
| Asian Alone | 7 | 0.05% |
| Native Hawaiian and Other Pacific Islander Alone | 8 | 0.06% |
| Some Other Race Alone | 4,550 | 33.06% |
| Two or More Races | 4,533 | 32.94% |
| | | |
| **2026 Est. Pop by Race, Asian Alone, by Category** | **152** | |
| Chinese, except Taiwanese | 4 | 2.63% |
| Filipino | 41 | 26.97% |
| Japanese | 6 | 3.95% |
| Asian Indian | 7 | 4.61% |
| Korean | 38 | 25.00% |
| Vietnamese | 14 | 9.21% |
| Cambodian | 1 | 0.66% |
| Hmong | 0 | 0.00% |
| Laotian | 4 | 2.63% |
| Thai | 0 | 0.00% |
| All Other Asian Races Including 2+ Category | 37 | 24.34% |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2026 Est. Population by Ancestry** | **29,345** | |
| Arab | 0 | 0.00% |
| Czech | 1,548 | 5.28% |
| Danish | 36 | 0.12% |
| Dutch | 53 | 0.18% |
| English | 1,630 | 5.55% |
| French (except Basque) | 507 | 1.73% |
| French Canadian | 16 | 0.06% |
| German | 3,963 | 13.51% |
| Greek | 36 | 0.12% |
| Hungarian | 0 | 0.00% |
| Irish | 1,482 | 5.05% |
| Italian | 225 | 0.77% |
| Lithuanian | 35 | 0.12% |
| United States or American | 863 | 2.94% |
| Norwegian | 33 | 0.11% |
| Polish | 402 | 1.37% |
| Portuguese | 98 | 0.33% |
| Russian | 19 | 0.07% |
| Scottish | 298 | 1.02% |
| Scotch-Irish | 256 | 0.87% |
| Slovak | 0 | 0.00% |
| Subsaharan African | 19 | 0.07% |
| Swedish | 99 | 0.34% |
| Swiss | 11 | 0.04% |
| Ukrainian | 6 | 0.02% |
| Welsh | 61 | 0.21% |
| West Indian (except Hisp. groups) | 0 | 0.00% |
| Other ancestries | 12,253 | 41.76% |
| Ancestry Unclassified | 5,396 | 18.39% |
| | | |
| **2026 Est. Pop Age 5+ by Language Spoken At Home** | | |
| Speak Only English at Home | 20,238 | 74.00% |
| Speak Asian/Pacific Island Language at Home | 75 | 0.27% |
| Speak IndoEuropean Language at Home | 156 | 0.57% |
| Speak Spanish at Home | 6,856 | 25.07% |
| Speak Other Language at Home | 25 | 0.09% |

# DEMOGRAPHIC PROFILE

| DESCRIPTION | DATA | % |
|---|---|---|
| **2026 Est. Population by Age** | **29,345** | |
| Age 0 - 4 | 1,995 | 6.80% |
| Age 5 - 9 | 1,973 | 6.72% |
| Age 10 - 14 | 2,045 | 6.97% |
| Age 15 - 17 | 1,254 | 4.27% |
| Age 18 - 20 | 1,238 | 4.22% |
| Age 21 - 24 | 1,549 | 5.28% |
| Age 25 - 34 | 3,287 | 11.20% |
| Age 35 - 44 | 3,521 | 12.00% |
| Age 45 - 54 | 3,233 | 11.02% |
| Age 55 - 64 | 3,360 | 11.45% |
| Age 65 - 74 | 3,256 | 11.10% |
| Age 75 - 84 | 1,892 | 6.45% |
| Age 85 and over | 742 | 2.53% |
| | | |
| Age 16 and over | 22,915 | 78.09% |
| Age 18 and over | 22,078 | 75.24% |
| Age 21 and over | 20,840 | 71.02% |
| Age 65 and over | 5,890 | 20.07% |
| | | |
| 2026 Est. Median Age | | 38.79 |
| 2026 Est. Average Age | | 39.96 |
| | | |
| **2026 Est. Population by Sex** | **29,345** | |
| Male | 14,640 | 49.89% |
| Female | 14,705 | 50.11% |
| | | |
| **2026 Est. Male Population by Age** | **14,640** | |
| Age 0 - 4 | 1,023 | 6.99% |
| Age 5 - 9 | 1,005 | 6.87% |
| Age 10 - 14 | 1,070 | 7.31% |
| Age 15 - 17 | 655 | 4.47% |
| Age 18 - 20 | 654 | 4.47% |
| Age 21 - 24 | 802 | 5.48% |
| Age 25 - 34 | 1,674 | 11.43% |
| Age 35 - 44 | 1,759 | 12.02% |
| Age 45 - 54 | 1,599 | 10.92% |
| Age 55 - 64 | 1,671 | 11.41% |
| Age 65 - 74 | 1,584 | 10.82% |
| Age 75 - 84 | 855 | 5.84% |
| Age 85 and over | 289 | 1.97% |
| | | |
| 2026 Est. Median Age, Male | | 37.49 |
| 2026 Est. Average Age, Male | | 38.97 |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2026 Est. Female Population by Age** | **14,705** | |
| Age 0 - 4 | 973 | 6.62% |
| Age 5 - 9 | 967 | 6.58% |
| Age 10 - 14 | 976 | 6.64% |
| Age 15 - 17 | 599 | 4.07% |
| Age 18 - 20 | 584 | 3.97% |
| Age 21 - 24 | 747 | 5.08% |
| Age 25 - 34 | 1,613 | 10.97% |
| Age 35 - 44 | 1,762 | 11.98% |
| Age 45 - 54 | 1,634 | 11.11% |
| Age 55 - 64 | 1,689 | 11.49% |
| Age 65 - 74 | 1,672 | 11.37% |
| Age 75 - 84 | 1,037 | 7.05% |
| Age 85 and over | 453 | 3.08% |
| | | |
| 2026 Est. Median Age, Female | | 40.08 |
| 2026 Est. Average Age, Female | | 40.93 |
| | | |
| **2026 Est. Pop Age 15+ by Marital Status** | | |
| Total, Never Married | 6,891 | 29.54% |
| Males, Never Married | 3,878 | 16.62% |
| Females, Never Married | 3,013 | 12.91% |
| Married, Spouse present | 10,593 | 45.40% |
| Married, Spouse absent | 1,297 | 5.56% |
| Widowed | 1,775 | 7.61% |
| Males Widowed | 339 | 1.45% |
| Females Widowed | 1,435 | 6.15% |
| Divorced | 2,776 | 11.90% |
| Males Divorced | 1,206 | 5.17% |
| Females Divorced | 1,570 | 6.73% |
| | | |
| **2026 Est. Pop Age 25+ by Edu. Attainment** | | |
| Less than 9th grade | 1,842 | 9.55% |
| Some High School, no diploma | 2,336 | 12.11% |
| High School Graduate (or GED) | 7,373 | 38.22% |
| Some College, no degree | 3,627 | 18.80% |
| Associate Degree | 1,279 | 6.63% |
| Bachelor's Degree | 2,074 | 10.75% |
| Master's Degree | 569 | 2.95% |
| Professional School Degree | 98 | 0.51% |
| Doctorate Degree | 94 | 0.49% |
| | | |
| **2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.** | | |
| No High School Diploma | 3,060 | 39.74% |
| High School Graduate | 2,980 | 38.70% |
| Some College or Associate's Degree | 1,259 | 16.35% |
| Bachelor's Degree or Higher | 400 | 5.20% |

# DEMOGRAPHIC PROFILE

| DESCRIPTION | DATA | % |
|---|---|---|
| **Households** | | |
| 2031 Projection | 11,439 | |
| 2026 Estimate | 11,104 | |
| 2020 Census | 10,692 | |
| 2010 Census | 10,413 | |
| | | |
| Growth 2026 - 2031 | | 3.02% |
| Growth 2020 - 2026 | | 3.85% |
| Growth 2010 - 2020 | | 2.68% |
| | | |
| **2026 Est. Households by Household Type** | **11,104** | |
| Family Households | 7,612 | 68.55% |
| Nonfamily Households | 3,492 | 31.45% |
| | | |
| 2026 Est. Group Quarters Population | 485 | |
| | | |
| 2026 Households by Ethnicity, Hispanic/Latino | 4,158 | |
| | | |
| **2026 Est. Households by Household Income** | **11,104** | |
| Income < $15,000 | 1,121 | 10.10% |
| Income $15,000 - $24,999 | 929 | 8.37% |
| Income $25,000 - $34,999 | 1,014 | 9.13% |
| Income $35,000 - $49,999 | 1,115 | 10.04% |
| Income $50,000 - $74,999 | 2,123 | 19.12% |
| Income $75,000 - $99,999 | 1,559 | 14.04% |
| Income $100,000 - $124,999 | 935 | 8.42% |
| Income $125,000 - $149,999 | 583 | 5.25% |
| Income $150,000 - $199,999 | 817 | 7.36% |
| Income $200,000 - $249,999 | 435 | 3.92% |
| Income $250,000 - $499,999 | 344 | 3.10% |
| Income $500,000+ | 129 | 1.16% |
| | | |
| 2026 Est. Average Household Income | | $89,264 |
| 2026 Est. Median Household Income | | $65,863 |
| | | |
| **2026 Median HH Inc. by Single-Class. Race or Eth.** | | |
| White Alone | | $71,871 |
| Black or African American Alone | | $33,944 |
| American Indian and Alaska Native Alone | | $47,347 |
| Asian Alone | | $87,937 |
| Native Hawaiian and Other Pacific Islander Alone | | $54,567 |
| Some Other Race Alone | | $48,807 |
| Two or More Races | | $60,282 |
| Hispanic or Latino | | $60,603 |
| Not Hispanic or Latino | | $69,592 |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2026 Est. HH by Type and Presence of Own Child.** | **11,104** | |
| Family Households with Children | 2,780 | 25.04% |
| Family Households without Children | 8,323 | 74.95% |
| **Married-Couple Families** | **4,994** | **44.98%** |
| Married-Couple Family, own children | 1,603 | 14.44% |
| Married-Couple Family, no own children | 3,391 | 30.54% |
| **Cohabitating-Couple Families** | **550** | **4.95%** |
| Cohabitating-Couple Family, own children | 306 | 2.76% |
| Cohabitating-Couple Family, no own children | 243 | 2.19% |
| **Male Householder Families** | **2,162** | **19.47%** |
| Male Householder, own children | 134 | 1.21% |
| Male Householder, no own children | 375 | 3.38% |
| Male Householder, only Nonrelatives | 55 | 0.50% |
| Male Householder, Living Alone | 1,597 | 14.38% |
| **Female Householder Families** | **3,398** | **30.60%** |
| Female Householder, own children | 736 | 6.63% |
| Female Householder, no own children | 806 | 7.26% |
| Female Householder, only Nonrelatives | 99 | 0.89% |
| Female Householder, Living Alone | 1,757 | 15.82% |
| | | |
| **2026 Est. Households by Household Size** | **11,104** | |
| 1-person | 3,032 | 27.30% |
| 2-person | 3,585 | 32.29% |
| 3-person | 1,620 | 14.59% |
| 4-person | 1,356 | 12.21% |
| 5-person | 806 | 7.26% |
| 6-person | 435 | 3.92% |
| 7-or-more-person | 270 | 2.43% |
| | | |
| 2026 Est. Average Household Size | | 2.61 |
| | | |
| **2026 Est. Households by Number of Vehicles** | **11,104** | |
| No Vehicles | 1,187 | 10.69% |
| 1 Vehicle | 3,345 | 30.12% |
| 2 Vehicles | 3,982 | 35.86% |
| 3 Vehicles | 1,766 | 15.90% |
| 4 Vehicles | 580 | 5.22% |
| 5 or more Vehicles | 244 | 2.20% |
| | | |
| 2026 Est. Average Number of Vehicles | | 1.8 |

# DEMOGRAPHIC PROFILE

| DESCRIPTION | DATA | % |
|---|---|---|
| **Family Households** | | |
| 2031 Projection | 7,846 | |
| 2026 Estimate | 7,612 | |
| 2020 Estimate | 7,331 | |
| 2010 Census | 7,298 | |
| | | |
| Growth 2026 - 2031 | | 3.07% |
| Growth 2020 - 2026 | | 3.83% |
| Growth 2010 - 2020 | | 0.45% |
| | | |
| **2026 Est. Families by Poverty Status** | **7,612** | |
| 2026 Families at or Above Poverty | 6,873 | 90.29% |
| 2026 Families at or Above Poverty with Children | 2,804 | 36.84% |
| | | |
| 2026 Families Below Poverty | 739 | 9.71% |
| 2026 Families Below Poverty with Children | 409 | 5.37% |
| | | |
| **2026 Est. Pop 16+ by Employment Status** | | |
| Civilian Labor Force, Employed | 12,900 | 56.30% |
| Civilian Labor Force, Unemployed | 335 | 1.46% |
| Armed Forces | 0 | 0.00% |
| Not in Labor Force | 9,680 | 42.24% |
| | | |
| **2026 Est. Civ. Employed Pop 16+ by Class of Worker** | | |
| For-Profit Private Workers | 9,181 | 71.22% |
| Non-Profit Private Workers | 685 | 5.31% |
| Local Government Workers | 210 | 1.63% |
| State Government Workers | 231 | 1.79% |
| Federal Government Workers | 1,236 | 9.59% |
| Self-Employed Workers | 1,281 | 9.94% |
| Unpaid Family Workers | 66 | 0.51% |
| | | |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2026 Est. Civ. Employed Pop 16+ by Occupation** | | |
| Architect/Engineer | 79 | 0.61% |
| Arts/Entertainment/Sports | 72 | 0.56% |
| Building Grounds Maintenance | 474 | 3.68% |
| Business/Financial Operations | 322 | 2.50% |
| Community/Social Services | 132 | 1.02% |
| Computer/Mathematical | 137 | 1.06% |
| Construction/Extraction | 739 | 5.73% |
| Education/Training/Library | 759 | 5.89% |
| Farming/Fishing/Forestry | 287 | 2.23% |
| Food Prep/Serving | 729 | 5.66% |
| Health Practitioner/Technician | 610 | 4.73% |
| Healthcare Support | 478 | 3.71% |
| Maintenance Repair | 601 | 4.66% |
| Legal | 14 | 0.11% |
| Life/Physical/Social Science | 127 | 0.99% |
| Management | 1,486 | 11.53% |
| Office/Admin. Support | 1,574 | 12.21% |
| Production | 1,366 | 10.60% |
| Protective Services | 277 | 2.15% |
| Sales/Related | 1,003 | 7.78% |
| Personal Care/Service | 168 | 1.30% |
| Transportation/Moving | 1,458 | 11.31% |
| | | |
| **2026 Est. Pop 16+ by Occupation Classification** | | |
| White Collar | 6,315 | 48.99% |
| Blue Collar | 4,164 | 32.30% |
| Service and Farm | 2,412 | 18.71% |
| | | |
| **2026 Est. Workers Age 16+ by Transp. to Work** | | |
| Drove Alone | 10,554 | 81.88% |
| Car Pooled | 1,224 | 9.50% |
| Public Transportation | 1 | 0.01% |
| Walked | 281 | 2.18% |
| Bicycle | 25 | 0.19% |
| Other Means | 248 | 1.92% |
| Worked at Home | 557 | 4.32% |
| | | |
| **2026 Est. Workers Age 16+ by Travel Time to Work** | | |
| Less than 15 Minutes | 5,107 | |
| 15 - 29 Minutes | 2,617 | |
| 30 - 44 Minutes | 2,301 | |
| 45 - 59 Minutes | 782 | |
| 60 or more Minutes | 1,552 | |
| | | |
| 2026 Est. Avg Travel Time to Work in Minutes | | 28 |

# DEMOGRAPHIC PROFILE

| DESCRIPTION | DATA | % |
|---|---|---|
| **2026 Est. Occupied Housing Units by Tenure** | **11,104** | |
| Owner Occupied | 7,612 | 68.55% |
| Renter Occupied | 3,492 | 31.45% |
| | | |
| 2026 Owner Occ. HUs: Avg. Length of Residence | | 19.70† |
| | | |
| 2026 Renter Occ. HUs: Avg. Length of Residence | | 8.75† |
| | | |
| **2026 Est. Owner-Occupied Housing Units by Value** | **7,612** | |
| Value Less than $20,000 | 179 | 2.35% |
| Value $20,000 - $39,999 | 480 | 6.31% |
| Value $40,000 - $59,999 | 422 | 5.54% |
| Value $60,000 - $79,999 | 473 | 6.21% |
| Value $80,000 - $99,999 | 327 | 4.30% |
| Value $100,000 - $149,999 | 825 | 10.84% |
| Value $150,000 - $199,999 | 488 | 6.41% |
| Value $200,000 - $299,999 | 1,525 | 20.03% |
| Value $300,000 - $399,999 | 1,607 | 21.11% |
| Value $400,000 - $499,999 | 404 | 5.31% |
| Value $500,000 - $749,999 | 470 | 6.17% |
| Value $750,000 - $999,999 | 163 | 2.14% |
| Value $1,000,000 or $1,499,999 | 165 | 2.17% |
| Value $1,500,000 or $1,999,999 | 18 | 0.24% |
| Value $2,000,000+ | 66 | 0.87% |
| | | |
| 2026 Est. Median All Owner-Occupied Housing Value | | $243,904 |
| | | |
| **2026 Est. Housing Units by Units in Structure** | | |
| 1 Unit Detached | 9,300 | 69.53% |
| 1 Unit Attached | 66 | 0.49% |
| 2 Units | 493 | 3.69% |
| 3 or 4 Units | 700 | 5.23% |
| 5 to 19 Units | 228 | 1.71% |
| 20 to 49 Units | 78 | 0.58% |
| 50 or More Units | 28 | 0.21% |
| Mobile Home or Trailer | 2,357 | 17.62% |
| Boat, RV, Van, etc. | 125 | 0.94% |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2026 Est. Housing Units by Year Structure Built** | | |
| Housing Units Built 2020 or later | 543 | 4.06% |
| Housing Units Built 2010 to 2019 | 1,469 | 10.98% |
| Housing Units Built 2000 to 2009 | 1,632 | 12.20% |
| Housing Units Built 1990 to 1999 | 1,359 | 10.16% |
| Housing Units Built 1980 to 1989 | 1,499 | 11.21% |
| Housing Units Built 1970 to 1979 | 1,631 | 12.19% |
| Housing Units Built 1960 to 1969 | 1,327 | 9.92% |
| Housing Units Built 1950 to 1959 | 1,274 | 9.53% |
| Housing Units Built 1940 to 1949 | 1,421 | 10.62% |
| Housing Unit Built 1939 or Earlier | 1,220 | 9.12% |
| | | |
| 2026 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.

TheRetailCoach®

# 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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