



The **Retail** Coach.®

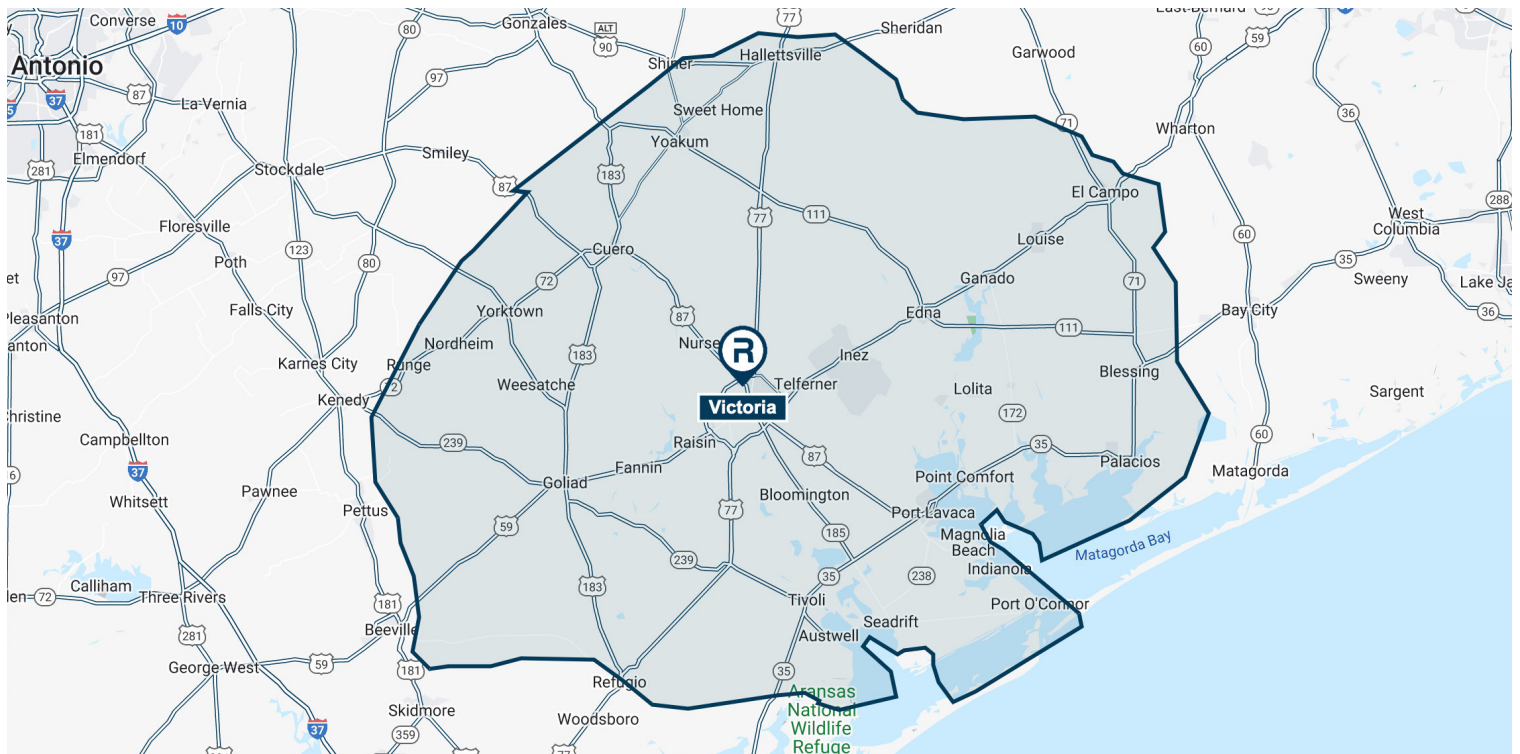
# Retail Trade Area Demographic Profile

VICTORIA, TEXAS

Prepared for City of Victoria  
May 2023

# Retail Trade Area • Demographic Snapshot

## Victoria, Texas



### Population

2020	202,689
2023	205,897
2028	206,393

### Educational Attainment (%)

Graduate or Professional Degree	5.52%
Bachelors Degree	11.33%
Associate Degree	9.10%
Some College	22.76%
High School Graduate (GED)	33.39%
Some High School, No Degree	9.54%
Less than 9th Grade	8.36%

### Income

Average HH	\$82,101
Median HH	\$60,973
Per Capita	\$31,557

### Age

0 - 9 Years	13.07%
10 - 17 Years	11.01%
18 - 24 Years	9.21%
25 - 34 Years	12.98%
35 - 44 Years	12.47%
45 - 54 Years	10.75%
55 - 64 Years	11.74%
65 and Older	18.76%
Median Age	37.91
Average Age	39.56

### Race Distribution (%)

White	58.19%
Black/African American	6.18%
American Indian/Alaskan	0.74%
Asian	1.70%
Native Hawaiian/Islander	0.03%
Other Race	14.46%
Two or More Races	18.70%
Hispanic	45.90%



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# Retail Trade Area • Demographic Profile

Victoria, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	206,393	
2023 Estimate	205,897	
2020 Census	202,689	
2010 Census	198,321	
Growth 2023 - 2028		0.24%
Growth 2020 - 2023		1.58%
Growth 2010 - 2020		2.20%
<b>2023 Est. Population by Single-Classification Race</b>	<b>205,897</b>	
White Alone	119,816	58.19%
Black or African American Alone	12,735	6.19%
Amer. Indian and Alaska Native Alone	1,513	0.74%
Asian Alone	3,498	1.70%
Native Hawaiian and Other Pacific Island Alone	62	0.03%
Some Other Race Alone	29,764	14.46%
Two or More Races	38,509	18.70%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>205,897</b>	
Not Hispanic or Latino	111,388	54.10%
Hispanic or Latino	94,509	45.90%
Mexican	86,566	91.60%
Puerto Rican	892	0.94%
Cuban	277	0.29%
All Other Hispanic or Latino	6,772	7.17%

DESCRIPTION	DATA	%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>94,509</b>	
White Alone	29,184	30.88%
Black or African American Alone	1,068	1.13%
American Indian and Alaska Native Alone	1,058	1.12%
Asian Alone	74	0.08%
Native Hawaiian and Other Pacific Islander Alone	18	0.02%
Some Other Race Alone	29,138	30.83%
Two or More Races	33,968	35.94%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>3,498</b>	
Chinese, except Taiwanese	928	26.54%
Filipino	289	8.28%
Japanese	58	1.66%
Asian Indian	380	10.86%
Korean	43	1.22%
Vietnamese	1,083	30.95%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	11	0.32%
Thai	61	1.74%
All Other Asian Races Including 2+ Category	644	18.41%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>192,444</b>	
Speak Only English at Home	143,498	74.57%
Speak Asian/Pacific Island Language at Home	2,438	1.27%
Speak IndoEuropean Language at Home	1,328	0.69%
Speak Spanish at Home	45,072	23.42%
Speak Other Language at Home	108	0.06%

# Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>205,897</b>	
Age 0 - 4	13,455	6.54%
Age 5 - 9	13,459	6.54%
Age 10 - 14	13,947	6.77%
Age 15 - 17	8,728	4.24%
Age 18 - 20	8,018	3.89%
Age 21 - 24	10,954	5.32%
Age 25 - 34	26,721	12.98%
Age 35 - 44	25,684	12.47%
Age 45 - 54	22,134	10.75%
Age 55 - 64	24,172	11.74%
Age 65 - 74	22,404	10.88%
Age 75 - 84	11,475	5.57%
Age 85 and over	4,748	2.31%
Age 16 and over	162,175	78.77%
Age 18 and over	156,307	75.92%
Age 21 and over	148,291	72.02%
Age 65 and over	38,628	18.76%
2023 Est. Median Age		37.91
2023 Est. Average Age		39.56
<b>2023 Est. Population by Sex</b>	<b>205,897</b>	
Male	104,727	50.86%
Female	101,170	49.14%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>104,727</b>	
Age 0 - 4	6,888	6.58%
Age 5 - 9	6,818	6.51%
Age 10 - 14	7,087	6.77%
Age 15 - 17	4,515	4.31%
Age 18 - 20	4,278	4.09%
Age 21 - 24	5,955	5.69%
Age 25 - 34	14,581	13.92%
Age 35 - 44	13,598	12.98%
Age 45 - 54	11,335	10.82%
Age 55 - 64	11,983	11.44%
Age 65 - 74	10,809	10.32%
Age 75 - 84	5,150	4.92%
Age 85 and over	1,735	1.66%
2023 Est. Median Age, Male		36.58
2023 Est. Average Age, Male		38.59
<b>2023 Est. Female Population by Age</b>	<b>101,170</b>	
Age 0 - 4	6,569	6.49%
Age 5 - 9	6,643	6.57%
Age 10 - 14	6,860	6.78%
Age 15 - 17	4,214	4.17%
Age 18 - 20	3,739	3.70%
Age 21 - 24	5,000	4.94%
Age 25 - 34	12,139	12.00%
Age 35 - 44	12,087	11.95%
Age 45 - 54	10,799	10.67%
Age 55 - 64	12,189	12.05%
Age 65 - 74	11,595	11.46%
Age 75 - 84	6,325	6.25%
Age 85 and over	3,013	2.98%
2023 Est. Median Age, Female		39.42
2023 Est. Average Age, Female		40.33

# Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	50,260	30.45%
Males, Never Married	29,309	17.76%
Females, Never Married	20,953	12.70%
Married, Spouse present	74,402	45.08%
Married, Spouse absent	10,779	6.53%
Widowed	11,835	7.17%
Males Widowed	2,545	1.54%
Females Widowed	9,290	5.63%
Divorced	17,760	10.76%
Males Divorced	8,587	5.20%
Females Divorced	9,173	5.56%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	11,481	8.4%
Some High School, no diploma	13,101	9.5%
High School Graduate (or GED)	45,858	33.4%
Some College, no degree	31,259	22.8%
Associate Degree	12,491	9.1%
Bachelor's Degree	15,566	11.3%
Master's Degree	5,340	3.9%
Professional School Degree	1,047	0.8%
Doctorate Degree	1,192	0.9%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	20,252	32.13%
High School Graduate	21,428	33.99%
Some College or Associate's Degree	17,031	27.02%
Bachelor's Degree or Higher	4,328	6.87%
<b>Households</b>		
2028 Projection	76,929	
2023 Estimate	75,913	
2020 Census	74,685	
2010 Census	71,922	
Growth 2023 - 2028		1.34%
Growth 2020 - 2023		1.64%
Growth 2010 - 2020		3.84%
<b>2023 Est. Households by Household Type</b>		
Family Households	53,969	71.09%
Nonfamily Households	21,944	28.91%
<b>2023 Est. Group Quarters Population</b>		
	8,398	
<b>2023 Households by Ethnicity, Hispanic/Latino</b>		
	27,614	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>		
Income < \$15,000	7,726	10.18%
Income \$15,000 - \$24,999	7,448	9.81%
Income \$25,000 - \$34,999	7,367	9.70%
Income \$35,000 - \$49,999	9,381	12.36%
Income \$50,000 - \$74,999	12,819	16.89%
Income \$75,000 - \$99,999	9,734	12.82%
Income \$100,000 - \$124,999	7,128	9.39%
Income \$125,000 - \$149,999	4,781	6.30%
Income \$150,000 - \$199,999	4,981	6.56%
Income \$200,000 - \$249,999	2,268	2.99%
Income \$250,000 - \$499,999	1,697	2.24%
Income \$500,000+	582	0.77%
<b>2023 Est. Average Household Income</b>		
		\$82,101
<b>2023 Est. Median Household Income</b>		
		\$60,973
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$62,033
Black or African American Alone		\$44,251
American Indian and Alaska Native Alone		\$78,714
Asian Alone		\$96,144
Native Hawaiian and Other Pacific Islander Alone		\$78,649
Some Other Race Alone		\$57,292
Two or More Races		\$64,060
Hispanic or Latino		\$50,911
Not Hispanic or Latino		\$68,352
<b>2023 Est. Family HH Type by Presence of Own Child.</b>		
Married-Couple Family, own children	15,217	28.20%
Married-Couple Family, no own children	25,106	46.52%
Male Householder, own children	2,021	3.75%
Male Householder, no own children	1,916	3.55%
Female Householder, own children	5,522	10.23%
Female Householder, no own children	4,189	7.76%
<b>2023 Est. Households by Household Size</b>		
1-person	18,722	24.66%
2-person	26,895	35.43%
3-person	12,630	16.64%
4-person	9,403	12.39%
5-person	5,483	7.22%
6-person	1,845	2.43%
7-or-more-person	934	1.23%
<b>2023 Est. Average Household Size</b>		
		2.6

# Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>75,913</b>	
Households with 1 or More People under Age 18:	26,597	35.04%
Married-Couple Family	48,802	64.29%
Other Family, Male Householder	6,999	9.22%
Other Family, Female Householder	19,337	25.47%
Nonfamily, Male Householder	628	0.83%
Nonfamily, Female Householder	145	0.19%
<b>Households with No People under Age 18:</b>	<b>49,316</b>	<b>64.96%</b>
Married-Couple Family	35,747	47.09%
Other Family, Male Householder	2,297	3.03%
Other Family, Female Householder	4,516	5.95%
Nonfamily, Male Householder	15,965	21.03%
Nonfamily, Female Householder	17,386	22.90%
<b>2023 Est. Households by Number of Vehicles</b>	<b>75,913</b>	
No Vehicles	4,931	6.50%
1 Vehicle	23,750	31.29%
2 Vehicles	30,592	40.30%
3 Vehicles	12,261	16.15%
4 Vehicles	3,454	4.55%
5 or more Vehicles	925	1.22%
2023 Est. Average Number of Vehicles		1.85
<b>Family Households</b>		
2028 Projection	54,272	
2023 Estimate	53,969	
2010 Census	50,965	
Growth 2023 - 2028		0.56%
Growth 2010 - 2023		4.46%
<b>2023 Est. Families by Poverty Status</b>	<b>53,969</b>	
2023 Families at or Above Poverty	48,212	89.33%
2023 Families at or Above Poverty with Children	21,234	39.35%
2023 Families Below Poverty	5,758	10.67%
2023 Families Below Poverty with Children	4,024	7.46%
<b>2023 Est. Pop 16+ by Employment Status</b>	<b>162,175</b>	
Civilian Labor Force, Employed	89,126	54.96%
Civilian Labor Force, Unemployed	4,244	2.62%
Armed Forces	29	0.02%
Not in Labor Force	68,773	42.41%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>89,156</b>	
For-Profit Private Workers	63,412	71.13%
Non-Profit Private Workers	4,418	4.96%
Local Government Workers	955	1.07%
State Government Workers	3,472	3.89%
Federal Government Workers	8,699	9.76%
Self-Employed Workers	8,044	9.02%
Unpaid Family Workers	156	0.18%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>89,156</b>	
Architect/Engineer	1,443	1.62%
Arts/Entertainment/Sports	580	0.65%
Building Grounds Maintenance	3,615	4.06%
Business/Financial Operations	2,050	2.30%
Community/Social Services	1,007	1.13%
Computer/Mathematical	909	1.02%
Construction/Extraction	7,803	8.75%
Education/Training/Library	5,624	6.31%
Farming/Fishing/Forestry	1,421	1.59%
Food Prep/Serving	4,731	5.31%
Health Practitioner/Technician	5,743	6.44%
Healthcare Support	3,530	3.96%
Maintenance Repair	4,669	5.24%
Legal	357	0.40%
Life/Physical/Social Science	819	0.92%
Management	7,917	8.88%
Office/Admin. Support	9,225	10.35%
Production	7,340	8.23%
Protective Services	1,986	2.23%
Sales/Related	8,403	9.43%
Personal Care/Service	2,223	2.49%
Transportation/Moving	7,764	8.71%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>89,156</b>	
White Collar	44,074	49.44%
Blue Collar	27,576	30.93%
Service and Farm	17,505	19.63%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>89,156</b>	
Drove Alone	72,725	81.57%
Car Pooled	9,837	11.03%
Public Transportation	514	0.58%
Walked	1,364	1.53%
Bicycle	259	0.29%
Other Means	571	0.64%
Worked at Home	3,885	4.36%



# Retail Trade Area • Demographic Profile

Victoria, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	35,956	42.17%
15 - 29 Minutes	27,210	31.91%
30 - 44 Minutes	11,920	13.98%
45 - 59 Minutes	4,328	5.08%
60 or more Minutes	5,857	6.87%
2023 Est. Avg Travel Time to Work in Minutes		24
2023 Est. Occupied Housing Units by Tenure	75,913	
Owner Occupied	53,082	69.93%
Renter Occupied	22,831	30.08%
2023 Owner Occ. HUs: Avg. Length of Residence		18.29†
2023 Renter Occ. HUs: Avg. Length of Residence		7.43†
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>75,913</b>	
Value Less than \$20,000	2,416	3.18%
Value \$20,000 - \$39,999	3,235	4.26%
Value \$40,000 - \$59,999	4,419	5.82%
Value \$60,000 - \$79,999	4,443	5.85%
Value \$80,000 - \$99,999	4,666	6.15%
Value \$100,000 - \$149,999	12,901	17.00%
Value \$150,000 - \$199,999	10,757	14.17%
Value \$200,000 - \$299,999	16,186	21.32%
Value \$300,000 - \$399,999	7,831	10.32%
Value \$400,000 - \$499,999	3,511	4.63%
Value \$500,000 - \$749,999	3,375	4.45%
Value \$750,000 - \$999,999	1,109	1.46%
Value \$1,000,000 or \$1,499,999	609	0.80%
Value \$1,500,000 or \$1,999,999	87	0.12%
Value \$2,000,000+	367	0.48%
2023 Est. Median All Owner-Occupied Housing Value		\$176,188
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	54,860	72.27%
1 Unit Attached	465	0.61%
2 Units	1,644	2.17%
3 or 4 Units	3,195	4.21%
5 to 19 Units	3,589	4.73%
20 to 49 Units	837	1.10%
50 or More Units	774	1.02%
Mobile Home or Trailer	10,240	13.49%
Boat, RV, Van, etc.	310	0.41%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	4,720	6.22%
Housing Units Built 2010 to 2014	2,561	3.37%
Housing Units Built 2000 to 2009	8,565	11.28%
Housing Units Built 1990 to 1999	9,344	12.31%
Housing Units Built 1980 to 1989	10,796	14.22%
Housing Units Built 1970 to 1979	11,319	14.91%
Housing Units Built 1960 to 1969	9,442	12.44%
Housing Units Built 1950 to 1959	9,689	12.76%
Housing Units Built 1940 to 1949	4,417	5.82%
Housing Unit Built 1939 or Earlier	5,058	6.66%
2023 Est. Median Year Structure Built		1978

† 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.

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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