



TheRetailCoach®

## COMMUNITY DEMOGRAPHIC PROFILE

Port Lavaca, Texas

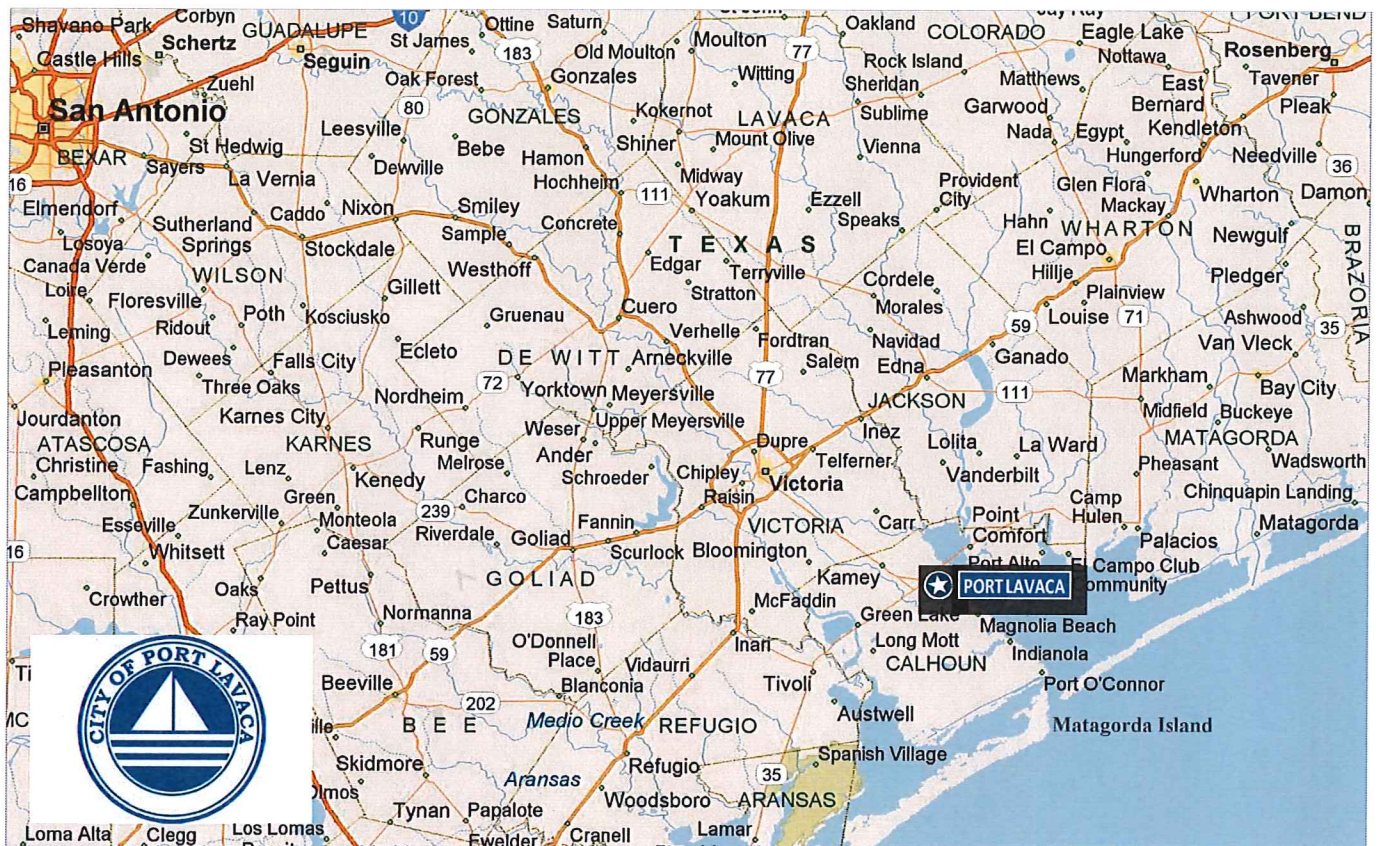
Prepared for  
City of Port Lavaca, Texas  
July 2016





## LOCATION

Port Lavaca, Texas



## CONTACT JODY WEAVER, ECONOMIC & COMMUNITY DEVELOPMENT DIRECTOR

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## COMMUNITY • DEMOGRAPHIC PROFILE

Port Lavaca, Texas

DESCRIPTION	DATA	%
<b>Population Summary</b>		
2000 Total Population	12,003	
2010 Total Population	12,248	
2016 Total Population	12,896	
2016 Group Quarters	191	
2021 Total Population	13,511	
2016-2021 Annual Rate		0.94%
<b>Household Summary</b>		
2000 Households	4,172	
2000 Average Household Size	2.84	
2010 Households	4,224	
2010 Average Household Size	2.85	
2016 Households	4,385	
2016 Average Household Size	2.9	
2021 Households	4,564	
2021 Average Household Size	2.92	
2016-2021 Annual Rate		0.80%
<b>2010 Families</b>	3,065	
2010 Average Family Size	3.34	
2016 Families	3,185	
2016 Average Family Size	3.39	
2021 Families	3,305	
2021 Average Family Size	3.43	
2016-2021 Annual Rate		0.74%

DESCRIPTION	DATA	%
<b>Housing Unit Summary</b>		
2000 Housing Units	4,771	
Owner Occupied Housing Units		58.50%
Renter Occupied Housing Units		28.90%
Vacant Housing Units		12.60%
2010 Housing Units	4,860	
Owner Occupied Housing Units		53.70%
Renter Occupied Housing Units		33.20%
Vacant Housing Units		13.10%
2016 Housing Units	5,143	
Owner Occupied Housing Units		52.70%
Renter Occupied Housing Units		32.60%
Vacant Housing Units		14.70%
2021 Housing Units	5,356	
Owner Occupied Housing Units		52.40%
Renter Occupied Housing Units		32.80%
Vacant Housing Units		14.80%
<b>Median Household Income</b>		
2016	\$45,036	
2021	\$50,668	
<b>Median Home Value</b>		
2016	\$90,117	
2021	\$118,086	
<b>Per Capita Income</b>		
2016	\$20,624	
2021	\$21,952	



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DESCRIPTION	DATA	%
Median Age		
2010	34.3	
2016	35.5	
2021	36.5	
2016 Households by Income		
Household Income Base	4,385	
<\$15,000		16.60%
\$15,000 - \$24,999		10.20%
\$25,000 - \$34,999		10.90%
\$35,000 - \$49,999		16.70%
\$50,000 - \$74,999		18.50%
\$75,000 - \$99,999		10.50%
\$100,000 - \$149,999		12.00%
\$150,000 - \$199,999		2.50%
\$200,000+		2.20%
Average Household Income	\$59,917	
2021 Households by Income		
Household Income Base	4,565	
<\$15,000		16.40%
\$15,000 - \$24,999		10.90%
\$25,000 - \$34,999		7.70%
\$35,000 - \$49,999		14.10%
\$50,000 - \$74,999		21.20%
\$75,000 - \$99,999		11.70%
\$100,000 - \$149,999		13.00%
\$150,000 - \$199,999		2.80%
\$200,000+		2.20%
Average Household Income	\$64,225	

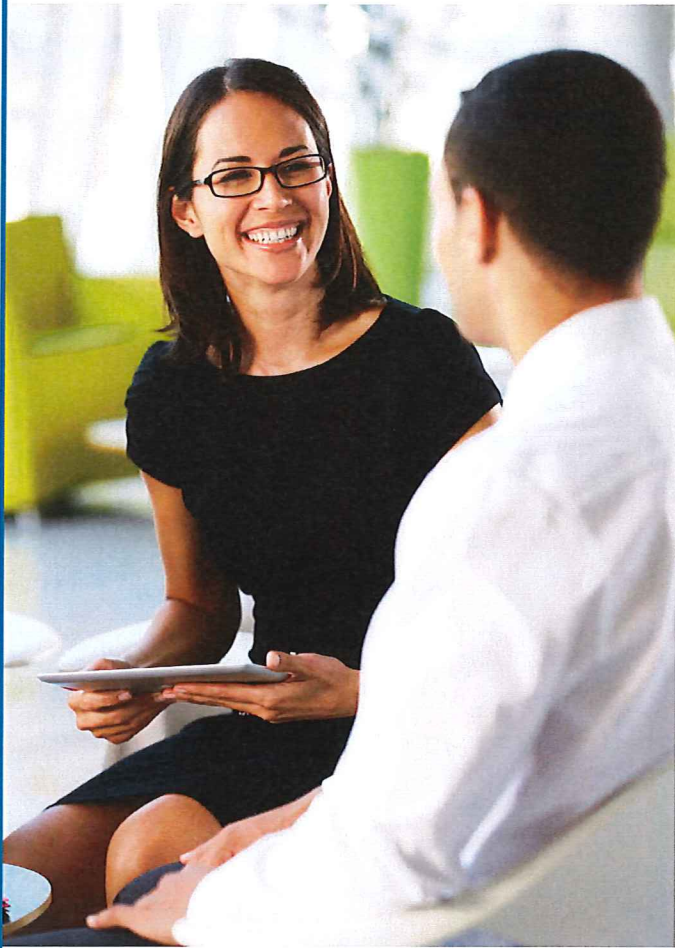
DESCRIPTION	DATA	%
2016 Owner Occupied Housing Units by Value		
Total	2,708	
<\$50,000		22.10%
\$50,000 - \$99,999		34.70%
\$100,000 - \$149,999		19.40%
\$150,000 - \$199,999		7.00%
\$200,000 - \$249,999		8.80%
\$250,000 - \$299,999		3.50%
\$300,000 - \$399,999		2.20%
\$400,000 - \$499,999		0.10%
\$500,000 - \$749,999		1.20%
\$750,000 - \$999,999		0.90%
\$1,000,000 +		0.00%
Average Home Value	\$121,160	





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DESCRIPTION	DATA	%
<b>2021 Owner Occupied Housing Units by Value</b>		
Total	2,805	
<\$50,000		18.80%
\$50,000 - \$99,999		20.60%
\$100,000 - \$149,999		29.50%
\$150,000 - \$199,999		12.80%
\$200,000 - \$249,999		10.00%
\$250,000 - \$299,999		3.90%
\$300,000 - \$399,999		1.80%
\$400,000 - \$499,999		0.10%
\$500,000 - \$749,999		1.70%
\$750,000 - \$999,999		0.90%
\$1,000,000 +		0.00%
Average Home Value	\$138,048	
<b>2010 Population by Age</b>		
Total	12,248	
0 - 4		7.90%
5 - 9		7.90%
10 - 14		7.80%
15 - 24		14.90%
25 - 34		12.40%
35 - 44		12.60%
45 - 54		13.70%
55 - 64		9.90%
65 - 74		6.70%
75 - 84		4.80%
85 +		1.40%
18 +		71.20%



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DESCRIPTION	DATA	%
2016 Population by Age		
Total	12,896	
0 - 4		7.50%
5 - 9		7.60%
10 - 14		7.60%
15 - 24		13.40%
25 - 34		13.40%
35 - 44		11.80%
45 - 54		12.70%
55 - 64		11.50%
65 - 74		8.40%
75 - 84		4.40%
85 +		1.80%
18 +		73.20%

DESCRIPTION	DATA	%
2021 Population by Age		
Total	13,513	
0 - 4		7.30%
5 - 9		7.50%
10 - 14		7.70%
15 - 24		12.40%
25 - 34		13.20%
35 - 44		12.60%
45 - 54		11.50%
55 - 64		12.20%
65 - 74		9.10%
75 - 84		4.90%
85 +		1.80%
18 +		73.40%

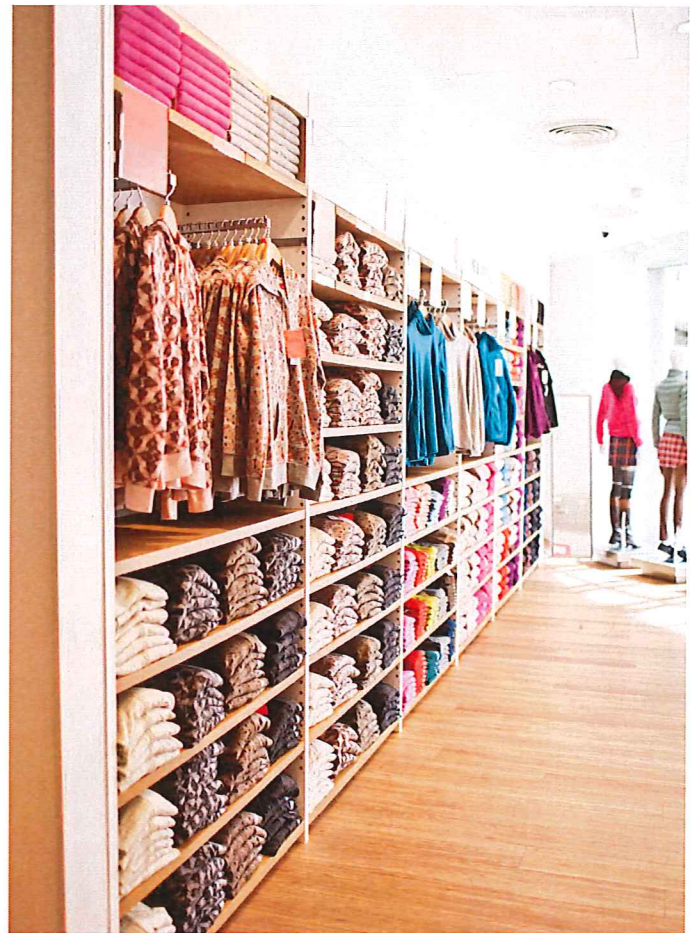




## COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2010 Population by Sex		
Males	6,109	
Females	6,139	
2016 Population by Sex		
Males	6,447	
Females	6,449	
2021 Population by Sex		
Males	6,758	
Females	6,755	
2010 Population by Race/Ethnicity		
Total	12,248	
White Alone		76.60%
Black Alone		3.80%
American Indian Alone		0.50%
Asian Alone		6.10%
Pacific Islander Alone		0.00%
Some Other Race Alone		10.80%
Two or More Races		2.10%
Hispanic Origin		56.60%
Diversity Index	69.9	





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DESCRIPTION	DATA	%
<b>2016 Population by Race/Ethnicity</b>		
Total	12,896	
White Alone		76.00%
Black Alone		3.90%
American Indian Alone		0.70%
Asian Alone		5.80%
Pacific Islander Alone		0.00%
Some Other Race Alone		11.20%
Two or More Races		2.40%
Hispanic Origin		58.10%
Diversity Index	70.1	



DESCRIPTION	DATA	%
<b>2021 Population by Race/Ethnicity</b>		
Total	13,512	
White Alone		75.40%
Black Alone		3.90%
American Indian Alone		0.90%
Asian Alone		6.30%
Pacific Islander Alone		0.00%
Some Other Race Alone		11.00%
Two or More Races		2.50%
Hispanic Origin		60.10%
Diversity Index	70.1	

<b>2010 Population by Relationship and Household Type</b>		
Total	12,248	
In Households		98.40%
In Family Households		86.60%
Householder		25.00%
Spouse		17.50%
Child		36.70%
Other relative		4.40%
Nonrelative		3.00%
In Nonfamily Households		11.80%
In Group Quarters		1.60%
Institutionalized Population		1.50%
Noninstitutionalized Population		0.10%



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DESCRIPTION	DATA	%
<b>2016 Population 25+ by Educational Attainment</b>		
Total	8,241	
Less than 9th Grade		9.90%
9th - 12th Grade, No Diploma		12.80%
High School Graduate		22.70%
GED/Alternative Credential		7.10%
Some College, No Degree		20.90%
Associate Degree		7.90%
Bachelor's Degree		11.80%
Graduate/Professional Degree		6.90%
<b>2016 Population 15+ by Marital Status</b>		
Total	9,974	
Never Married		31.30%
Married		51.50%
Widowed		5.30%
Divorced		11.90%
<b>2016 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		89.90%
Civilian Unemployed		10.10%



DESCRIPTION	DATA	%
<b>2016 Employed Population 16+ by Industry</b>		
Total	5,880	
Agriculture/Mining		2.30%
Construction		14.70%
Manufacturing		18.60%
Wholesale Trade		2.70%
Retail Trade		10.70%
Transportation/Utilities		3.90%
Information		1.50%
Finance/Insurance/Real Estate		3.60%
Services		38.80%
Public Administration		3.20%
<b>2016 Employed Population 16+ by Occupation</b>		
Total	5,880	
White Collar		51.10%
Management/Business/Financial		10.40%
Professional		20.30%
Sales		7.40%
Administrative Support		13.00%
Services		13.50%
Blue Collar		35.40%
Farming/Forestry/Fishing		0.50%
Construction/Extraction		12.40%
Installation/Maintenance/Repair		4.60%
Production		11.90%
Transportation/Material Moving		6.10%

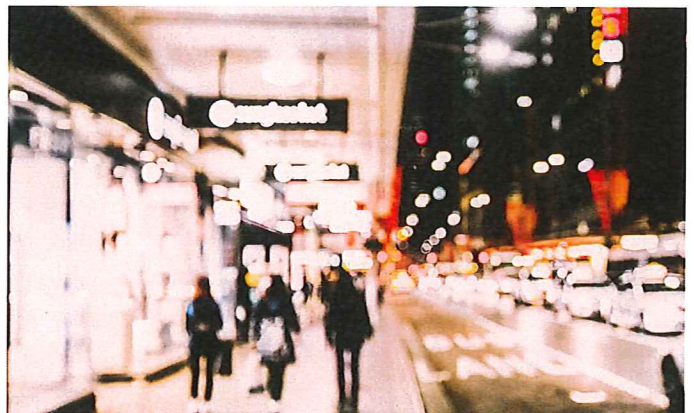


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DESCRIPTION	DATA	%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population	12,248	
Population Inside Urbanized Area		0.00%
Population Inside Urbanized Cluster		94.60%
Rural Population		5.40%
<b>2010 Households by Type</b>		
Total	4,224	
Households with 1 Person		22.30%
Households with 2+ People		77.70%
Family Households		72.60%
Husband-wife Families		50.70%
With Related Children		25.30%
Other Family (No Spouse Present)		21.90%
Other Family with Male Householder		6.80%
With Related Children		4.60%
Other Family with Female Householder		15.00%
With Related Children		11.00%
Nonfamily Households		5.20%
All Households with Children		41.40%
Multigenerational Households		6.60%
Unmarried Partner Households		7.50%
Male-female		7.10%
Same-sex		0.40%

DESCRIPTION	DATA	%
<b>2010 Households by Size</b>		
Total	4,224	
1 Person Household		22.30%
2 Person Household		29.20%
3 Person Household		17.70%
4 Person Household		14.80%
5 Person Household		9.50%
6 Person Household		3.70%
7 + Person Household		2.80%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	4,224	
Owner Occupied		61.80%
Owned with a Mortgage/Loan		27.50%
Owned Free and Clear		34.30%
Renter Occupied		38.20%





## 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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



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

### Retail360®

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 Retail360® 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.”*



# 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.

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, 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.

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