



TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Port Lavaca, Texas

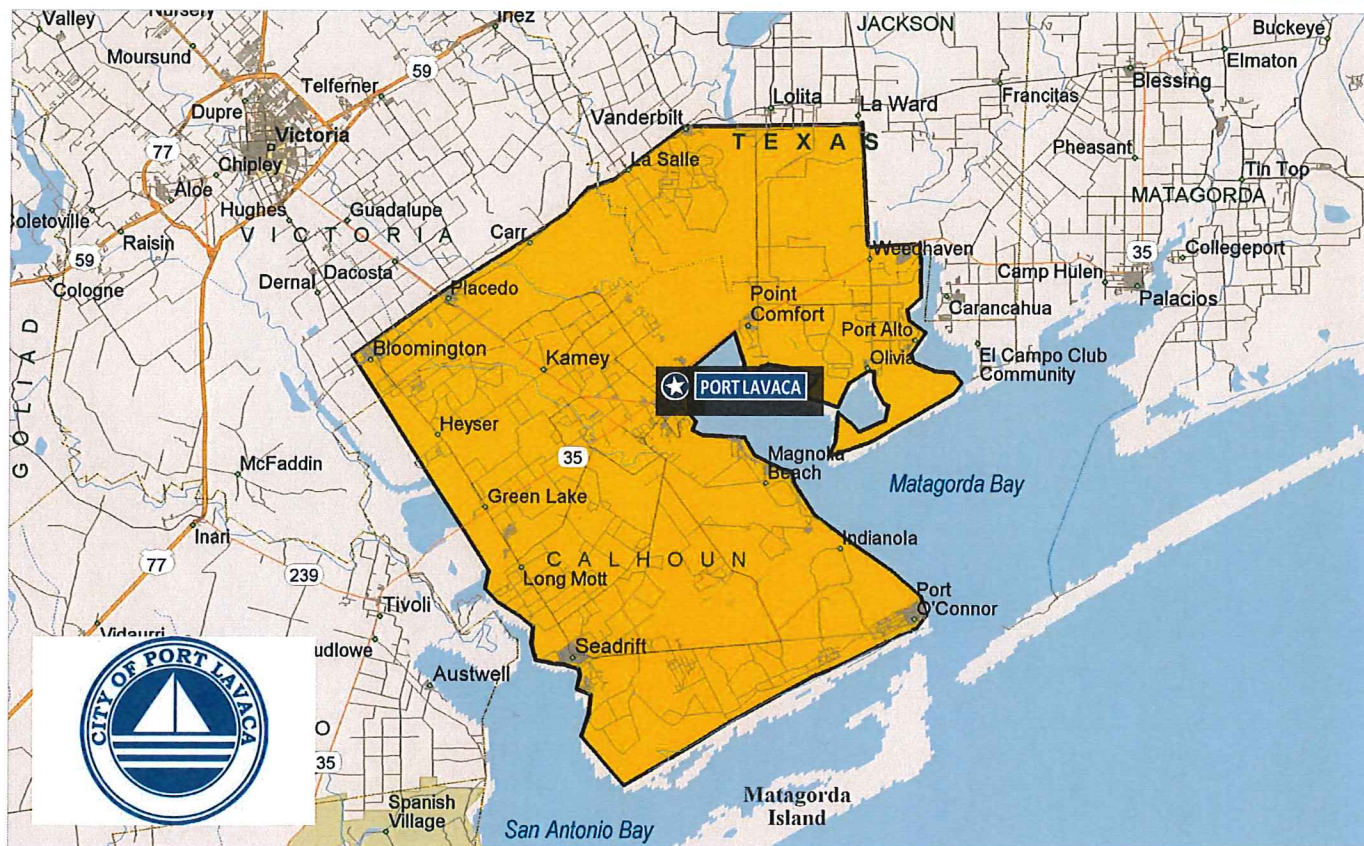
Prepared for
City of Port Lavaca, Texas
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PRIMARY RETAIL TRADE AREA

Port Lavaca, Texas



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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Port Lavaca, Texas

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	24,997	
2010 Total Population	25,637	
2016 Total Population	27,346	
2016 Group Quarters	249	
2021 Total Population	28,846	
2016-2021 Annual Rate		1.07%
Household Summary		
2000 Households	8,815	
2000 Average Household Size	2.82	
2010 Households	9,179	
2010 Average Household Size	2.77	
2016 Households	9,689	
2016 Average Household Size	2.8	
2021 Households	10,163	
2021 Average Household Size	2.81	
2016-2021 Annual Rate		0.96%
2010 Families	6,677	
2010 Average Family Size	3.25	
2016 Families	7,006	
2016 Average Family Size	3.3	
2021 Families	7,325	
2021 Average Family Size	3.32	
2016-2021 Annual Rate		0.89%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	11,773	
Owner Occupied Housing Units		55.30%
Renter Occupied Housing Units		19.60%
Vacant Housing Units		25.10%
2010 Housing Units	13,014	
Owner Occupied Housing Units		50.20%
Renter Occupied Housing Units		20.40%
Vacant Housing Units		29.50%
2016 Housing Units	13,788	
Owner Occupied Housing Units		48.40%
Renter Occupied Housing Units		21.80%
Vacant Housing Units		29.70%
2021 Housing Units	14,440	
Owner Occupied Housing Units		48.40%
Renter Occupied Housing Units		22.00%
Vacant Housing Units		29.60%
Median Household Income		
2016	\$46,732	
2021	\$51,764	
Median Home Value		
2016	\$97,163	
2021	\$126,430	
Per Capita Income		
2016	\$21,827	
2021	\$23,317	



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DESCRIPTION	DATA	%
Median Age		
2010	37.5	
2016	38.2	
2021	38.9	
2016 Households by Income		
Household Income Base	9,689	
<\$15,000		15.20%
\$15,000 - \$24,999		10.80%
\$25,000 - \$34,999		11.20%
\$35,000 - \$49,999		15.50%
\$50,000 - \$74,999		19.60%
\$75,000 - \$99,999		11.00%
\$100,000 - \$149,999		11.40%
\$150,000 - \$199,999		3.30%
\$200,000+		2.10%
Average Household Income	\$61,202	
2021 Households by Income		
Household Income Base	10,163	
<\$15,000		15.20%
\$15,000 - \$24,999		11.40%
\$25,000 - \$34,999		9.10%
\$35,000 - \$49,999		12.10%
\$50,000 - \$74,999		21.10%
\$75,000 - \$99,999		12.70%
\$100,000 - \$149,999		12.50%
\$150,000 - \$199,999		3.70%
\$200,000+		2.20%
Average Household Income	\$65,792	

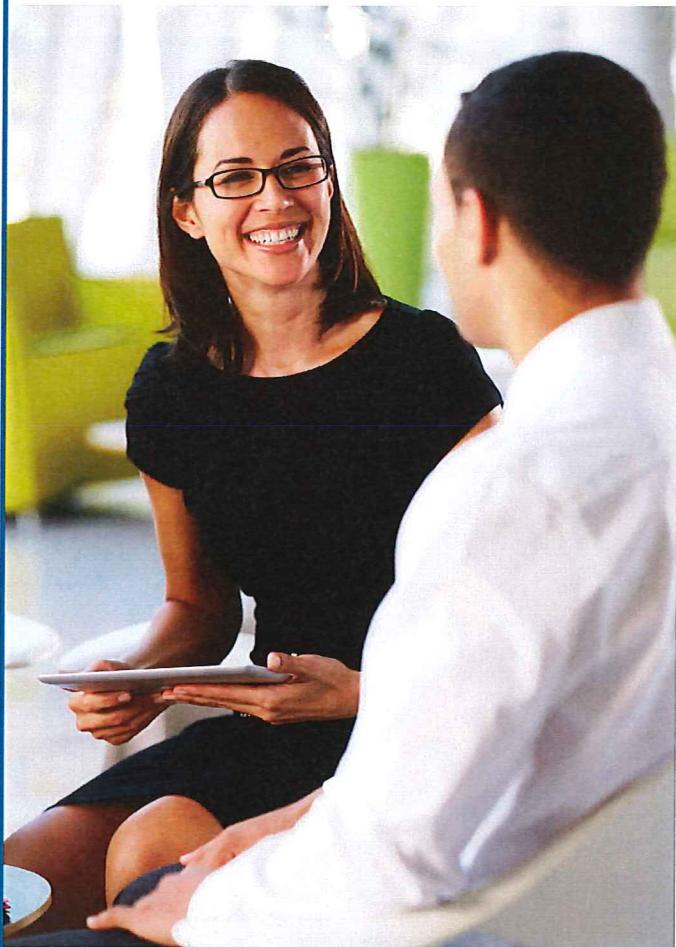
DESCRIPTION	DATA	%
2016 Owner Occupied Housing Units by Value		
Total	6,680	
<\$50,000		20.40%
\$50,000 - \$99,999		31.40%
\$100,000 - \$149,999		15.90%
\$150,000 - \$199,999		11.00%
\$200,000 - \$249,999		8.20%
\$250,000 - \$299,999		5.00%
\$300,000 - \$399,999		3.90%
\$400,000 - \$499,999		1.50%
\$500,000 - \$749,999		1.00%
\$750,000 - \$999,999		0.80%
\$1,000,000 +		0.80%
Average Home Value	\$144,433	





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DESCRIPTION	DATA	%
2021 Owner Occupied Housing Units by Value		
Total	6,983	
<\$50,000		16.20%
\$50,000 - \$99,999		22.60%
\$100,000 - \$149,999		21.30%
\$150,000 - \$199,999		15.70%
\$200,000 - \$249,999		10.20%
\$250,000 - \$299,999		6.10%
\$300,000 - \$399,999		3.90%
\$400,000 - \$499,999		1.10%
\$500,000 - \$749,999		1.40%
\$750,000 - \$999,999		0.80%
\$1,000,000 +		0.80%
Average Home Value	\$158,854	
2010 Population by Age		
Total	25,639	
0 - 4		7.40%
5 - 9		7.40%
10 - 14		7.50%
15 - 24		13.40%
25 - 34		11.50%
35 - 44		11.90%
45 - 54		14.30%
55 - 64		12.10%
65 - 74		8.10%
75 - 84		5.00%
85 +		1.40%
18 +		72.80%



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DESCRIPTION	DATA	%
2016 Population by Age		
Total	27,345	
0 - 4		7.10%
5 - 9		7.30%
10 - 14		7.10%
15 - 24		12.50%
25 - 34		12.30%
35 - 44		11.30%
45 - 54		12.80%
55 - 64		13.20%
65 - 74		9.80%
75 - 84		4.90%
85 +		1.60%
18 +		74.50%

DESCRIPTION	DATA	%
2021 Population by Age		
Total	28,845	
0 - 4		6.90%
5 - 9		7.10%
10 - 14		7.50%
15 - 24		11.80%
25 - 34		11.90%
35 - 44		12.00%
45 - 54		11.50%
55 - 64		13.20%
65 - 74		10.90%
75 - 84		5.50%
85 +		1.70%
18 +		74.50%





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DESCRIPTION	DATA	%
2010 Population by Sex		
Males	12,985	
Females	12,652	
2016 Population by Sex		
Males	13,879	
Females	13,467	
2021 Population by Sex		
Males	14,645	
Females	14,201	
2010 Population by Race/Ethnicity		
Total	25,638	
White Alone		80.90%
Black Alone		3.00%
American Indian Alone		0.50%
Asian Alone		3.70%
Pacific Islander Alone		0.00%
Some Other Race Alone		9.80%
Two or More Races		2.10%
Hispanic Origin		48.80%
Diversity Index	67.1	





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DESCRIPTION	DATA	%
2016 Population by Race/Ethnicity		
Total	27,347	
White Alone		79.30%
Black Alone		3.10%
American Indian Alone		0.70%
Asian Alone		4.20%
Pacific Islander Alone		0.00%
Some Other Race Alone		10.40%
Two or More Races		2.30%
Hispanic Origin		51.30%
Diversity Index	68.4	



DESCRIPTION	DATA	%
2021 Population by Race/Ethnicity		
Total	28,846	
White Alone		78.60%
Black Alone		3.10%
American Indian Alone		0.90%
Asian Alone		4.60%
Pacific Islander Alone		0.00%
Some Other Race Alone		10.30%
Two or More Races		2.40%
Hispanic Origin		53.50%
Diversity Index	68.8	
2010 Population by Relationship and Household Type		
Total	25,637	
In Households		99.00%
In Family Households		87.40%
Householder		26.10%
Spouse		19.70%
Child		34.80%
Other relative		4.00%
Nonrelative		2.70%
In Nonfamily Households		11.70%
In Group Quarters		1.00%
Institutionalized Population		0.70%
Noninstitutionalized Population		0.30%



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DESCRIPTION	DATA	%
2016 Population 25+ by Educational Attainment		
Total	18,024	
Less than 9th Grade		9.90%
9th - 12th Grade, No Diploma		11.30%
High School Graduate		25.70%
GED/Alternative Credential		7.10%
Some College, No Degree		22.30%
Associate Degree		8.20%
Bachelor's Degree		9.70%
Graduate/Professional Degree		5.90%
2016 Population 15+ by Marital Status		
Total	21,455	
Never Married		25.30%
Married		58.90%
Widowed		5.40%
Divorced		10.40%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		92.20%
Civilian Unemployed		7.80%



DESCRIPTION	DATA	%
2016 Employed Population 16+ by Industry		
Total	12,391	
Agriculture/Mining		6.10%
Construction		12.90%
Manufacturing		17.60%
Wholesale Trade		3.00%
Retail Trade		11.20%
Transportation/Utilities		4.40%
Information		1.50%
Finance/Insurance/Real Estate		3.70%
Services		37.10%
Public Administration		2.70%
2016 Employed Population 16+ by Occupation		
Total	12,393	
White Collar		48.60%
Management/Business/Financial		11.10%
Professional		17.80%
Sales		7.20%
Administrative Support		12.50%
Services		14.30%
Blue Collar		37.20%
Farming/Forestry/Fishing		0.80%
Construction/Extraction		11.20%
Installation/Maintenance/Repair		5.30%
Production		11.80%
Transportation/Material Moving		8.10%

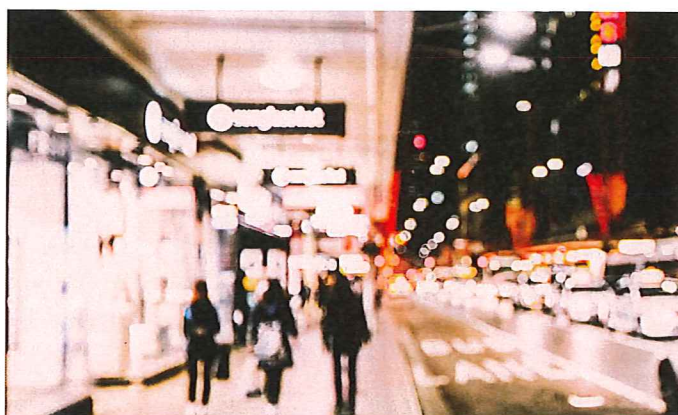


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DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	25,637	
Population Inside Urbanized Area		0.00%
Population Inside Urbanized Cluster		46.10%
Rural Population		53.90%
2010 Households by Type		
Total	9,178	
Households with 1 Person		23.00%
Households with 2+ People		77.00%
Family Households		72.80%
Husband-wife Families		55.00%
With Related Children		24.20%
Other Family (No Spouse Present)		17.70%
Other Family with Male Householder		5.90%
With Related Children		3.80%
Other Family with Female Householder		11.80%
With Related Children		8.20%
Nonfamily Households		4.30%
All Households with Children		36.70%
Multigenerational Households		6.00%
Unmarried Partner Households		6.50%
Male-female		6.10%
Same-sex		0.40%

DESCRIPTION	DATA	%
2010 Households by Size		
Total	9,178	
1 Person Household		23.00%
2 Person Household		33.10%
3 Person Household		15.60%
4 Person Household		13.50%
5 Person Household		8.30%
6 Person Household		3.50%
7 + Person Household		3.00%
2010 Households by Tenure and Mortgage Status		
Total	9,179	
Owner Occupied		71.10%
Owned with a Mortgage/Loan		28.80%
Owned Free and Clear		42.30%
Renter Occupied		28.90%





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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