



**TheRetailCoach®**

## **SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE**

Port Lavaca, Texas

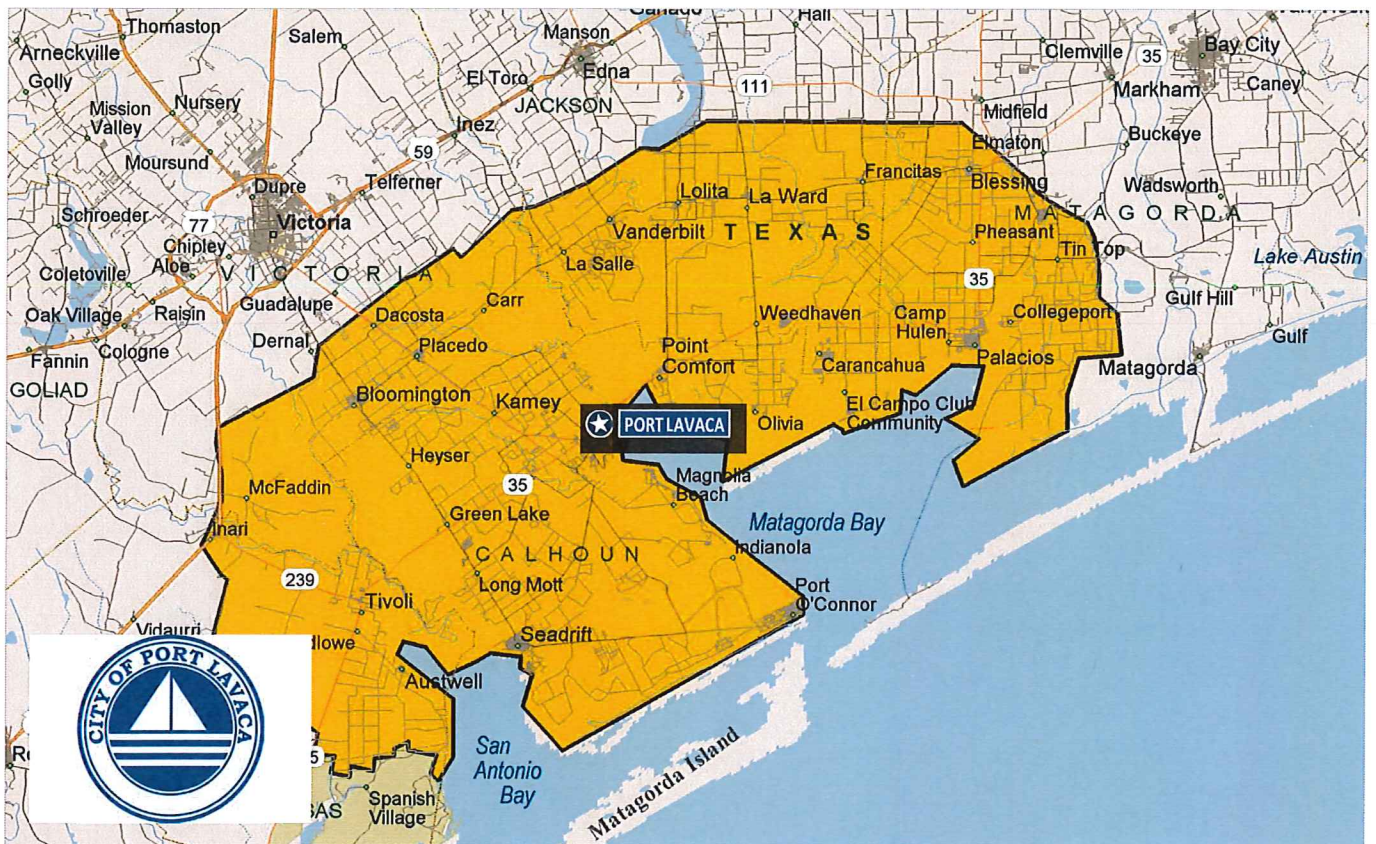
Prepared for  
City of Port Lavaca, Texas  
July 2016





## SECONDARY RETAIL TRADE AREA

Port Lavaca, Texas



**CONTACT** JODY WEAVER, ECONOMIC & COMMUNITY DEVELOPMENT DIRECTOR

City of Port Lavaca, Texas | 202 N. Virginia St | Port Lavaca, Texas 77979 | 361.552.9793 ext. 224 | 361.827.3601  
jweaver@portlavaca.org | portlavaca.org





## SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Port Lavaca, Texas

DESCRIPTION	DATA	%
<b>Population Summary</b>		
2000 Total Population	36,681	
2010 Total Population	37,152	
2016 Total Population	39,092	
2016 Group Quarters	283	
2021 Total Population	40,859	
2016-2021 Annual Rate		0.89%
<b>Household Summary</b>		
2000 Households	12,869	
2000 Average Household Size	2.83	
2010 Households	13,313	
2010 Average Household Size	2.77	
2016 Households	13,875	
2016 Average Household Size	2.8	
2021 Households	14,441	
2021 Average Household Size	2.81	
2016-2021 Annual Rate		0.80%
<b>2010 Families</b>	9,676	
2010 Average Family Size	3.27	
2016 Families	10,025	
2016 Average Family Size	3.31	
2021 Families	10,402	
2021 Average Family Size	3.33	
2016-2021 Annual Rate		0.74%

DESCRIPTION	DATA	%
<b>Housing Unit Summary</b>		
2000 Housing Units	17,061	
Owner Occupied Housing Units		56.40%
Renter Occupied Housing Units		19.00%
Vacant Housing Units		24.60%
2010 Housing Units	18,673	
Owner Occupied Housing Units		51.60%
Renter Occupied Housing Units		19.70%
Vacant Housing Units		28.70%
2016 Housing Units	19,519	
Owner Occupied Housing Units		49.90%
Renter Occupied Housing Units		21.20%
Vacant Housing Units		28.90%
2021 Housing Units	20,293	
Owner Occupied Housing Units		49.80%
Renter Occupied Housing Units		21.40%
Vacant Housing Units		28.80%
<b>Median Household Income</b>		
2016	\$46,901	
2021	\$51,932	
<b>Median Home Value</b>		
2016	\$97,026	
2021	\$126,867	
<b>Per Capita Income</b>		
2016	\$21,709	
2021	\$23,251	



## SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Port Lavaca, Texas

DESCRIPTION	DATA	%
Median Age		
2010	37.7	
2016	38.4	
2021	39	
2016 Households by Income		
Household Income Base	13,875	
<\$15,000		15.90%
\$15,000 - \$24,999		10.90%
\$25,000 - \$34,999		10.30%
\$35,000 - \$49,999		15.30%
\$50,000 - \$74,999		19.30%
\$75,000 - \$99,999		11.50%
\$100,000 - \$149,999		11.60%
\$150,000 - \$199,999		3.10%
\$200,000+		2.00%
Average Household Income	\$60,836	
2021 Households by Income		
Household Income Base	14,441	
<\$15,000		15.80%
\$15,000 - \$24,999		11.40%
\$25,000 - \$34,999		8.30%
\$35,000 - \$49,999		12.00%
\$50,000 - \$74,999		20.80%
\$75,000 - \$99,999		13.30%
\$100,000 - \$149,999		12.70%
\$150,000 - \$199,999		3.60%
\$200,000+		2.10%
Average Household Income	\$65,465	

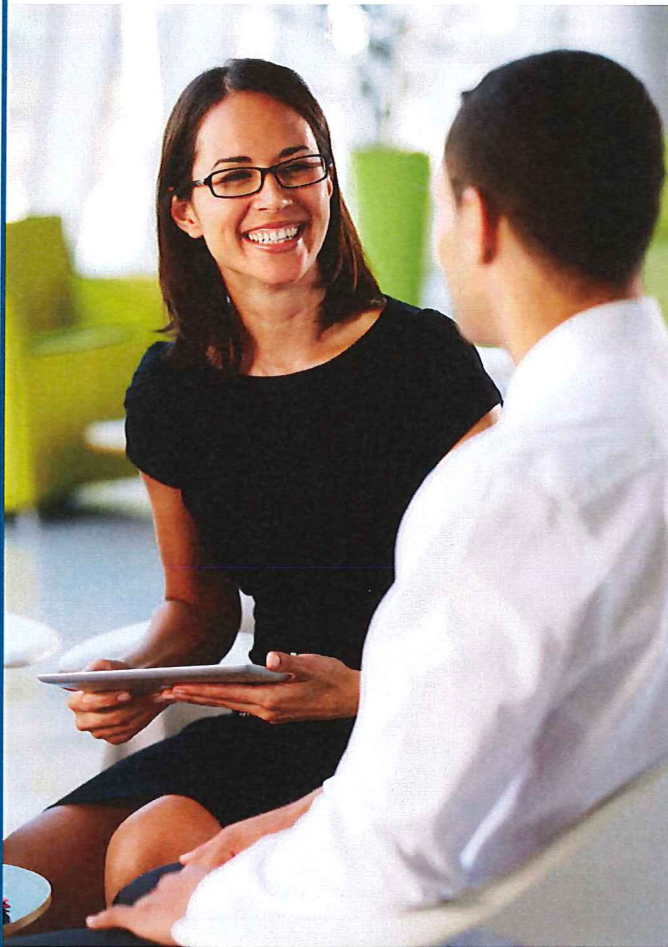
DESCRIPTION	DATA	%
2016 Owner Occupied Housing Units by Value		
Total	9,741	
<\$50,000		21.60%
\$50,000 - \$99,999		30.20%
\$100,000 - \$149,999		15.80%
\$150,000 - \$199,999		12.50%
\$200,000 - \$249,999		7.60%
\$250,000 - \$299,999		4.30%
\$300,000 - \$399,999		4.20%
\$400,000 - \$499,999		1.60%
\$500,000 - \$749,999		0.90%
\$750,000 - \$999,999		0.60%
\$1,000,000 +		0.80%
Average Home Value	\$140,703	





## SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Port Lavaca, Texas



DESCRIPTION	DATA	%
2021 Owner Occupied Housing Units by Value		
Total	10,104	
<\$50,000		17.60%
\$50,000 - \$99,999		21.20%
\$100,000 - \$149,999		20.80%
\$150,000 - \$199,999		17.80%
\$200,000 - \$249,999		9.60%
\$250,000 - \$299,999		5.40%
\$300,000 - \$399,999		4.00%
\$400,000 - \$499,999		1.20%
\$500,000 - \$749,999		1.20%
\$750,000 - \$999,999		0.60%
\$1,000,000 +		0.70%
Average Home Value	\$154,248	
2010 Population by Age		
Total	37,154	
0 - 4		7.30%
5 - 9		7.40%
10 - 14		7.80%
15 - 24		13.20%
25 - 34		11.30%
35 - 44		11.70%
45 - 54		14.40%
55 - 64		12.40%
65 - 74		8.20%
75 - 84		4.90%
85 +		1.40%
18 +		72.70%





## SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Port Lavaca, Texas

DESCRIPTION	DATA	%
2016 Population by Age		
Total	39,093	
0 - 4		7.00%
5 - 9		7.30%
10 - 14		7.20%
15 - 24		12.60%
25 - 34		12.10%
35 - 44		11.20%
45 - 54		12.80%
55 - 64		13.40%
65 - 74		9.90%
75 - 84		4.90%
85 +		1.50%
18 +		74.50%

DESCRIPTION	DATA	%
2021 Population by Age		
Total	40,859	
0 - 4		6.80%
5 - 9		7.00%
10 - 14		7.50%
15 - 24		12.00%
25 - 34		11.80%
35 - 44		11.70%
45 - 54		11.50%
55 - 64		13.30%
65 - 74		11.10%
75 - 84		5.60%
85 +		1.70%
18 +		74.50%

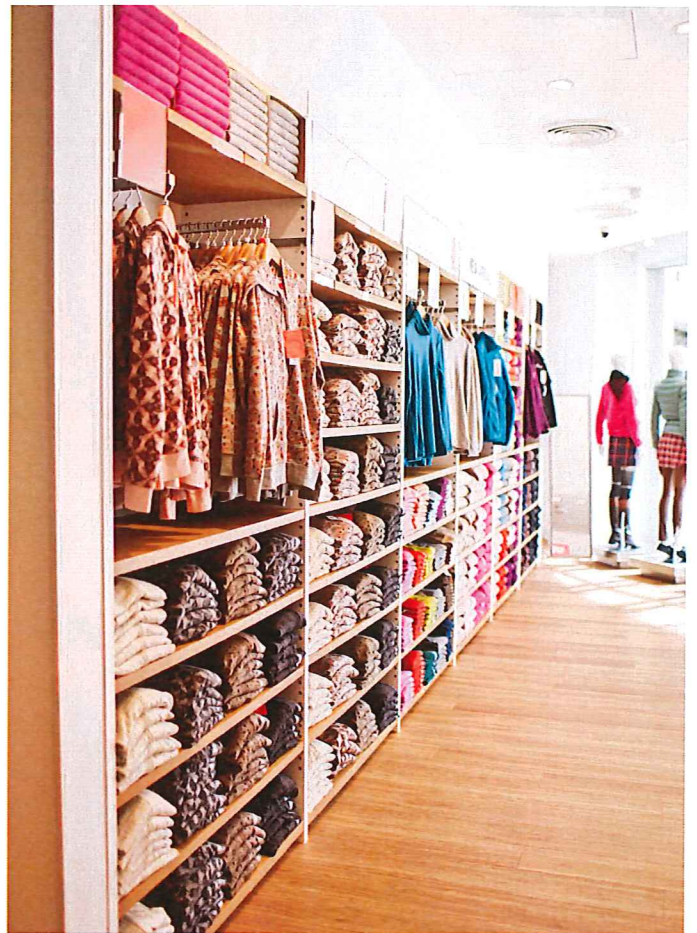




## SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Port Lavaca, Texas

DESCRIPTION	DATA	%
2010 Population by Sex		
Males	18,846	
Females	18,306	
2016 Population by Sex		
Males	19,877	
Females	19,215	
2021 Population by Sex		
Males	20,794	
Females	20,065	
2010 Population by Race/Ethnicity		
Total	37,152	
White Alone		79.80%
Black Alone		2.90%
American Indian Alone		0.60%
Asian Alone		4.00%
Pacific Islander Alone		0.00%
Some Other Race Alone		10.40%
Two or More Races		2.20%
Hispanic Origin		48.10%
Diversity Index	68	







## SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Port Lavaca, Texas

DESCRIPTION	DATA	%
<b>2016 Population by Race/Ethnicity</b>		
Total	39,091	
White Alone		78.20%
Black Alone		3.00%
American Indian Alone		0.80%
Asian Alone		4.50%
Pacific Islander Alone		0.00%
Some Other Race Alone		11.10%
Two or More Races		2.40%
Hispanic Origin		50.90%
Diversity Index	69.3	



DESCRIPTION	DATA	%
<b>2021 Population by Race/Ethnicity</b>		
Total	40,859	
White Alone		77.50%
Black Alone		3.00%
American Indian Alone		1.00%
Asian Alone		4.80%
Pacific Islander Alone		0.00%
Some Other Race Alone		11.10%
Two or More Races		2.60%
Hispanic Origin		53.30%
Diversity Index	69.7	

<b>2010 Population by Relationship and Household Type</b>		
Total	37,152	
In Households		99.20%
In Family Households		87.60%
Householder		26.10%
Spouse		19.90%
Child		35.20%
Other relative		4.00%
Nonrelative		2.50%
In Nonfamily Households		11.70%
In Group Quarters		0.80%
Institutionalized Population		0.60%
Noninstitutionalized Population		0.20%





## SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Port Lavaca, Texas

DESCRIPTION	DATA	%
<b>2016 Population 25+ by Educational Attainment</b>		
Total	25,749	
Less than 9th Grade		11.50%
9th - 12th Grade, No Diploma		9.70%
High School Graduate		26.90%
GED/Alternative Credential		7.00%
Some College, No Degree		21.50%
Associate Degree		8.20%
Bachelor's Degree		9.90%
Graduate/Professional Degree		5.30%
<b>2016 Population 15+ by Marital Status</b>		
Total	30,692	
Never Married		25.20%
Married		58.30%
Widowed		5.70%
Divorced		10.80%
<b>2016 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		92.80%
Civilian Unemployed		7.20%



DESCRIPTION	DATA	%
<b>2016 Employed Population 16+ by Industry</b>		
Total	17,083	
Agriculture/Mining		6.90%
Construction		11.20%
Manufacturing		17.60%
Wholesale Trade		3.20%
Retail Trade		10.70%
Transportation/Utilities		5.90%
Information		1.10%
Finance/Insurance/Real Estate		2.80%
Services		38.10%
Public Administration		2.50%
<b>2016 Employed Population 16+ by Occupation</b>		
Total	17,084	
White Collar		47.60%
Management/Business/Financial		11.10%
Professional		17.70%
Sales		7.30%
Administrative Support		11.50%
Services		15.20%
Blue Collar		37.20%
Farming/Forestry/Fishing		1.20%
Construction/Extraction		11.10%
Installation/Maintenance/Repair		5.00%
Production		11.10%
Transportation/Material Moving		8.80%



## SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Port Lavaca, Texas

DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	37,152	
Population Inside Urbanized Area		0.00%
Population Inside Urbanized Cluster		44.20%
Rural Population		55.80%
2010 Households by Type		
Total	13,314	
Households with 1 Person		23.30%
Households with 2+ People		76.70%
Family Households		72.70%
Husband-wife Families		55.60%
With Related Children		24.70%
Other Family (No Spouse Present)		17.10%
Other Family with Male Householder		5.70%
With Related Children		3.50%
Other Family with Female Householder		11.40%
With Related Children		7.80%
Nonfamily Households		4.00%
All Households with Children		36.50%
Multigenerational Households		5.80%
Unmarried Partner Households		6.00%
Male-female		5.60%
Same-sex		0.50%

DESCRIPTION	DATA	%
2010 Households by Size		
Total	13,314	
1 Person Household		23.30%
2 Person Household		32.90%
3 Person Household		15.30%
4 Person Household		13.30%
5 Person Household		8.40%
6 Person Household		3.70%
7 + Person Household		3.10%
2010 Households by Tenure and Mortgage Status		
Total	13,313	
Owner Occupied		72.40%
Owned with a Mortgage/Loan		28.60%
Owned Free and Clear		43.70%
Renter Occupied		27.60%







## 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.

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

 **TheRetailCoach®** P.O. Box 7272 | Tupelo, MS 38802 | 800.851.0962 | [info@theretailcoach.net](mailto:info@theretailcoach.net) | [www.theretailcoach.net](http://www.theretailcoach.net)