



Market Profile

Victoria County Navigation District South Industrial Site
 28.65245, -96.93875
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 28.65245
 Longitude: -96.93875

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	10,743	119,484	199,400
2010 Total Population	10,551	122,549	202,417
2015 Total Population	10,801	128,696	211,345
2015 Group Quarters	27	2,079	9,120
2020 Total Population	11,233	135,660	222,046
2015-2020 Annual Rate	0.79%	1.06%	0.99%
Household Summary			
2000 Households	3,454	42,940	71,219
2000 Average Household Size	3.10	2.74	2.67
2010 Households	3,535	45,302	74,664
2010 Average Household Size	2.98	2.66	2.59
2015 Households	3,642	47,971	78,705
2015 Average Household Size	2.96	2.64	2.57
2020 Households	3,805	50,813	83,233
2020 Average Household Size	2.95	2.63	2.56
2015-2020 Annual Rate	0.88%	1.16%	1.13%
2010 Families	2,623	32,135	52,495
2010 Average Family Size	3.45	3.16	3.09
2015 Families	2,687	33,865	55,053
2015 Average Family Size	3.43	3.14	3.07
2020 Families	2,799	35,766	58,034
2020 Average Family Size	3.42	3.12	3.06
2015-2020 Annual Rate	0.82%	1.10%	1.06%
Housing Unit Summary			
2000 Housing Units	3,959	48,752	86,363
Owner Occupied Housing Units	67.1%	60.9%	59.2%
Renter Occupied Housing Units	20.2%	27.2%	23.2%
Vacant Housing Units	12.8%	11.9%	17.5%
2010 Housing Units	4,099	52,140	93,654
Owner Occupied Housing Units	60.4%	58.7%	56.2%
Renter Occupied Housing Units	25.9%	28.2%	23.5%
Vacant Housing Units	13.8%	13.1%	20.3%
2015 Housing Units	4,228	54,921	98,447
Owner Occupied Housing Units	58.7%	57.5%	55.1%
Renter Occupied Housing Units	27.5%	29.9%	24.8%
Vacant Housing Units	13.9%	12.7%	20.1%
2020 Housing Units	4,372	57,933	103,640
Owner Occupied Housing Units	58.8%	57.5%	55.1%
Renter Occupied Housing Units	28.3%	30.2%	25.2%
Vacant Housing Units	13.0%	12.3%	19.7%
Median Household Income			
2015	\$41,184	\$51,063	\$48,497
2020	\$45,933	\$56,968	\$54,573
Median Home Value			
2015	\$106,365	\$169,389	\$145,870
2020	\$139,955	\$210,199	\$183,018
Per Capita Income			
2015	\$17,354	\$24,785	\$24,227
2020	\$19,434	\$28,095	\$27,486
Median Age			
2010	34.3	37.2	39.3
2015	34.8	37.8	40.0
2020	35.8	38.6	40.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	3,642	47,971	78,705
<\$15,000	16.1%	13.7%	14.7%
\$15,000 - \$24,999	13.8%	11.5%	12.4%
\$25,000 - \$34,999	11.8%	10.9%	10.8%
\$35,000 - \$49,999	16.4%	12.8%	13.1%
\$50,000 - \$74,999	20.4%	18.7%	17.9%
\$75,000 - \$99,999	9.6%	12.8%	12.0%
\$100,000 - \$149,999	9.3%	13.5%	13.1%
\$150,000 - \$199,999	1.9%	3.4%	3.3%
\$200,000+	0.5%	2.7%	2.7%
Average Household Income	\$51,311	\$65,687	\$63,953
2020 Households by Income			
Household Income Base	3,805	50,813	83,233
<\$15,000	15.5%	12.7%	13.7%
\$15,000 - \$24,999	10.6%	8.7%	9.6%
\$25,000 - \$34,999	10.8%	9.7%	9.7%
\$35,000 - \$49,999	16.6%	12.4%	12.7%
\$50,000 - \$74,999	20.6%	17.7%	17.4%
\$75,000 - \$99,999	13.0%	15.0%	14.1%
\$100,000 - \$149,999	10.0%	15.7%	15.2%
\$150,000 - \$199,999	2.4%	5.0%	4.5%
\$200,000+	0.6%	3.0%	3.0%
Average Household Income	\$57,197	\$74,203	\$72,266
2015 Owner Occupied Housing Units by Value			
Total	2,480	31,568	54,249
<\$50,000	22.9%	11.2%	15.2%
\$50,000 - \$99,999	24.3%	16.0%	18.9%
\$100,000 - \$149,999	21.9%	17.5%	17.4%
\$150,000 - \$199,999	10.6%	13.7%	12.8%
\$200,000 - \$249,999	8.3%	13.1%	10.9%
\$250,000 - \$299,999	4.2%	8.8%	7.4%
\$300,000 - \$399,999	4.8%	9.5%	8.2%
\$400,000 - \$499,999	1.1%	4.1%	3.6%
\$500,000 - \$749,999	1.1%	3.8%	3.4%
\$750,000 - \$999,999	0.2%	0.6%	0.8%
\$1,000,000 +	0.7%	1.6%	1.4%
Average Home Value	\$139,022	\$215,473	\$197,815
2020 Owner Occupied Housing Units by Value			
Total	2,569	33,310	57,156
<\$50,000	18.1%	7.2%	10.0%
\$50,000 - \$99,999	18.1%	11.3%	14.8%
\$100,000 - \$149,999	17.2%	14.4%	15.9%
\$150,000 - \$199,999	14.4%	13.9%	14.2%
\$200,000 - \$249,999	10.7%	15.4%	12.6%
\$250,000 - \$299,999	5.8%	11.0%	8.8%
\$300,000 - \$399,999	8.8%	11.7%	10.1%
\$400,000 - \$499,999	2.3%	5.4%	4.9%
\$500,000 - \$749,999	3.3%	6.3%	5.4%
\$750,000 - \$999,999	0.8%	1.5%	1.6%
\$1,000,000 +	0.5%	1.9%	1.8%
Average Home Value	\$180,058	\$258,672	\$237,917

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	10,548	122,548	202,417
0 - 4	8.6%	7.4%	6.8%
5 - 9	8.3%	7.3%	6.7%
10 - 14	7.9%	7.4%	6.9%
15 - 24	13.9%	13.2%	12.7%
25 - 34	12.2%	12.2%	11.9%
35 - 44	11.8%	11.8%	11.8%
45 - 54	14.3%	14.4%	14.6%
55 - 64	11.5%	12.3%	12.8%
65 - 74	6.7%	7.6%	8.7%
75 - 84	3.9%	4.7%	5.3%
85 +	1.1%	1.7%	1.9%
18 +	70.3%	73.5%	75.3%
2015 Population by Age			
Total	10,803	128,697	211,344
0 - 4	8.2%	7.0%	6.4%
5 - 9	8.3%	7.2%	6.6%
10 - 14	7.6%	7.0%	6.5%
15 - 24	13.4%	12.7%	12.4%
25 - 34	12.7%	12.9%	12.5%
35 - 44	11.2%	11.4%	11.3%
45 - 54	12.5%	12.7%	13.0%
55 - 64	12.8%	13.4%	13.8%
65 - 74	8.2%	9.0%	10.1%
75 - 84	3.9%	4.7%	5.3%
85 +	1.2%	1.9%	2.0%
18 +	71.4%	74.9%	76.7%
2020 Population by Age			
Total	11,233	135,661	222,046
0 - 4	8.1%	6.8%	6.3%
5 - 9	7.9%	6.9%	6.3%
10 - 14	8.0%	7.2%	6.7%
15 - 24	12.6%	11.8%	11.4%
25 - 34	12.5%	12.8%	12.3%
35 - 44	11.4%	12.0%	11.7%
45 - 54	11.2%	11.3%	11.6%
55 - 64	13.1%	13.5%	13.9%
65 - 74	9.5%	10.4%	11.5%
75 - 84	4.4%	5.3%	6.1%
85 +	1.3%	2.0%	2.2%
18 +	71.6%	75.1%	77.0%
2010 Population by Sex			
Males	5,256	60,171	102,696
Females	5,295	62,378	99,721
2015 Population by Sex			
Males	5,406	63,384	107,434
Females	5,394	65,312	103,911
2020 Population by Sex			
Males	5,647	67,026	113,062
Females	5,585	68,634	108,984

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	10,552	122,549	202,416
White Alone	74.3%	80.0%	80.3%
Black Alone	7.7%	5.9%	5.9%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	0.2%	1.5%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.8%	9.6%	9.5%
Two or More Races	2.3%	2.3%	2.3%
Hispanic Origin	63.3%	43.0%	39.3%
Diversity Index	70.1	67.2	66.1
2015 Population by Race/Ethnicity			
Total	10,801	128,696	211,345
White Alone	73.4%	78.6%	78.7%
Black Alone	7.5%	6.0%	6.0%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	0.2%	1.8%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	15.5%	10.2%	10.2%
Two or More Races	2.5%	2.6%	2.6%
Hispanic Origin	65.0%	45.1%	41.6%
Diversity Index	70.3	68.6	67.9
2020 Population by Race/Ethnicity			
Total	11,232	135,659	222,046
White Alone	73.7%	77.9%	77.8%
Black Alone	7.4%	6.1%	6.0%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	0.3%	2.1%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	15.2%	10.2%	10.4%
Two or More Races	2.7%	2.9%	2.9%
Hispanic Origin	66.9%	47.3%	43.9%
Diversity Index	69.4	69.3	69.1
2010 Population by Relationship and Household Type			
Total	10,551	122,549	202,417
In Households	99.8%	98.4%	95.6%
In Family Households	89.2%	85.4%	82.6%
Householder	24.9%	26.3%	25.9%
Spouse	17.0%	19.2%	19.3%
Child	38.9%	33.7%	31.5%
Other relative	5.1%	3.7%	3.5%
Nonrelative	3.4%	2.5%	2.3%
In Nonfamily Households	10.5%	13.0%	13.0%
In Group Quarters	0.2%	1.6%	4.4%
Institutionalized Population	0.0%	1.3%	4.2%
Noninstitutionalized Population	0.2%	0.3%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

November 12, 2015



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2015 Population 25+ by Educational Attainment			
Total	6,745	85,097	143,932
Less than 9th Grade	15.2%	8.3%	9.0%
9th - 12th Grade, No Diploma	16.2%	9.7%	9.7%
High School Graduate	26.2%	25.7%	26.4%
GED/Alternative Credential	7.5%	6.1%	7.0%
Some College, No Degree	23.5%	25.1%	24.0%
Associate Degree	3.9%	8.0%	7.2%
Bachelor's Degree	4.5%	12.0%	11.6%
Graduate/Professional Degree	3.0%	5.2%	5.1%
2015 Population 15+ by Marital Status			
Total	8,192	101,481	170,061
Never Married	28.7%	28.1%	27.2%
Married	55.0%	53.3%	53.8%
Widowed	5.9%	6.7%	6.9%
Divorced	10.4%	12.0%	12.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.1%	95.0%	95.4%
Civilian Unemployed	5.9%	5.0%	4.6%
2015 Employed Population 16+ by Industry			
Total	4,812	60,582	94,496
Agriculture/Mining	7.0%	7.6%	9.1%
Construction	12.2%	7.8%	8.0%
Manufacturing	9.6%	12.4%	11.6%
Wholesale Trade	3.0%	2.8%	3.0%
Retail Trade	8.8%	12.8%	12.1%
Transportation/Utilities	4.1%	4.1%	4.4%
Information	0.5%	0.9%	0.8%
Finance/Insurance/Real Estate	4.7%	4.8%	4.6%
Services	47.5%	42.8%	42.2%
Public Administration	2.6%	3.8%	4.2%
2015 Employed Population 16+ by Occupation			
Total	4,811	60,582	94,496
White Collar	33.7%	53.2%	51.5%
Management/Business/Financial	5.5%	10.1%	10.3%
Professional	10.0%	18.8%	17.9%
Sales	7.6%	10.4%	10.4%
Administrative Support	10.6%	13.8%	12.9%
Services	28.3%	18.2%	18.3%
Blue Collar	37.9%	28.6%	30.2%
Farming/Forestry/Fishing	0.1%	0.6%	1.2%
Construction/Extraction	12.6%	7.8%	8.6%
Installation/Maintenance/Repair	6.8%	5.6%	5.4%
Production	9.9%	8.3%	8.5%
Transportation/Material Moving	8.6%	6.3%	6.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,535	45,302	74,663
Households with 1 Person	21.2%	24.3%	25.2%
Households with 2+ People	78.8%	75.7%	74.8%
Family Households	74.2%	70.9%	70.3%
Husband-wife Families	50.8%	51.8%	52.4%
With Related Children	24.0%	22.3%	21.2%
Other Family (No Spouse Present)	23.4%	19.2%	17.9%
Other Family with Male Householder	7.4%	5.4%	5.2%
With Related Children	4.4%	3.4%	3.2%
Other Family with Female Householder	16.0%	13.8%	12.7%
With Related Children	10.9%	9.7%	8.7%
Nonfamily Households	4.6%	4.8%	4.5%
All Households with Children	40.1%	36.0%	33.7%
Multigenerational Households	8.7%	5.5%	5.1%
Unmarried Partner Households	8.0%	6.8%	6.3%
Male-female	7.5%	6.2%	5.8%
Same-sex	0.5%	0.5%	0.6%
2010 Households by Size			
Total	3,536	45,302	74,665
1 Person Household	21.2%	24.3%	25.2%
2 Person Household	30.0%	33.4%	35.0%
3 Person Household	16.0%	16.5%	15.6%
4 Person Household	13.8%	13.3%	12.4%
5 Person Household	9.3%	7.2%	6.8%
6 Person Household	4.9%	3.0%	2.9%
7 + Person Household	4.8%	2.3%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	3,535	45,302	74,664
Owner Occupied	70.0%	67.5%	70.6%
Owned with a Mortgage/Loan	28.9%	34.5%	33.1%
Owned Free and Clear	41.2%	33.0%	37.4%
Renter Occupied	30.0%	32.5%	29.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1. Barrios Urbanos (7D)		Green Acres (6A)	Rooted Rural (10B)
2. Southern Satellites (10A)		Middleburg (4C)	Green Acres (6A)
3. Southwestern Families (7F)		Hardscrabble Road (8G)	Diners & Miners (10C)
2015 Consumer Spending			
Apparel & Services: Total \$	\$5,958,065	\$97,204,898	\$153,551,344
Average Spent	\$1,635.93	\$2,026.33	\$1,950.97
Spending Potential Index	71	88	84
Computers & Accessories: Total \$	\$640,690	\$10,799,877	\$16,955,338
Average Spent	\$175.92	\$225.13	\$215.43
Spending Potential Index	69	88	85
Education: Total \$	\$3,146,747	\$58,556,769	\$86,486,831
Average Spent	\$864.02	\$1,220.67	\$1,098.87
Spending Potential Index	57	80	72
Entertainment/Recreation: Total \$	\$8,247,548	\$140,800,156	\$228,519,700
Average Spent	\$2,264.57	\$2,935.11	\$2,903.50
Spending Potential Index	68	89	88
Food at Home: Total \$	\$13,701,200	\$226,088,725	\$368,173,013
Average Spent	\$3,762.00	\$4,713.03	\$4,677.89
Spending Potential Index	72	90	90
Food Away from Home: Total \$	\$8,413,929	\$138,338,735	\$218,877,680
Average Spent	\$2,310.25	\$2,883.80	\$2,780.99
Spending Potential Index	70	88	85
Health Care: Total \$	\$12,000,230	\$208,291,243	\$346,117,507
Average Spent	\$3,294.96	\$4,342.02	\$4,397.66
Spending Potential Index	69	92	93
HH Furnishings & Equipment: Total \$	\$4,732,380	\$78,804,815	\$126,601,989
Average Spent	\$1,299.39	\$1,642.76	\$1,608.56
Spending Potential Index	71	89	87
Investments: Total \$	\$7,014,556	\$107,888,579	\$200,206,333
Average Spent	\$1,926.02	\$2,249.04	\$2,543.76
Spending Potential Index	70	82	92
Retail Goods: Total \$	\$66,704,269	\$1,109,146,710	\$1,820,302,591
Average Spent	\$18,315.29	\$23,121.19	\$23,128.17
Spending Potential Index	72	91	91
Shelter: Total \$	\$39,856,972	\$668,581,943	\$1,027,876,351
Average Spent	\$10,943.70	\$13,937.21	\$13,059.86
Spending Potential Index	67	85	79
TV/Video/Audio: Total \$	\$3,413,711	\$56,700,059	\$91,662,567
Average Spent	\$937.32	\$1,181.97	\$1,164.63
Spending Potential Index	72	90	89
Travel: Total \$	\$4,549,084	\$79,452,171	\$124,769,307
Average Spent	\$1,249.06	\$1,656.25	\$1,585.28
Spending Potential Index	64	85	81
Vehicle Maintenance & Repairs: Total \$	\$2,853,507	\$47,626,196	\$76,348,971
Average Spent	\$783.50	\$992.81	\$970.07
Spending Potential Index	70	89	87

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.