



# Market Profile

San Patricio County, TX  
 San Patricio County, TX (48409)  
 Geography: County

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	San Patricio Cou...
<b>Population Summary</b>	
2000 Total Population	67,249
2010 Total Population	64,804
2015 Total Population	66,678
2015 Group Quarters	680
2020 Total Population	69,735
2015-2020 Annual Rate	0.90%
<b>Household Summary</b>	
2000 Households	22,140
2000 Average Household Size	2.97
2010 Households	22,637
2010 Average Household Size	2.83
2015 Households	23,387
2015 Average Household Size	2.82
2020 Households	24,661
2020 Average Household Size	2.80
2015-2020 Annual Rate	1.07%
2010 Families	16,939
2010 Average Family Size	3.29
2015 Families	17,430
2015 Average Family Size	3.28
2020 Families	18,333
2020 Average Family Size	3.25
2015-2020 Annual Rate	1.02%
<b>Housing Unit Summary</b>	
2000 Housing Units	24,931
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	28.2%
Vacant Housing Units	11.2%
2010 Housing Units	26,521
Owner Occupied Housing Units	58.7%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	14.6%
2015 Housing Units	27,377
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	14.6%
2020 Housing Units	28,606
Owner Occupied Housing Units	57.4%
Renter Occupied Housing Units	28.8%
Vacant Housing Units	13.8%
<b>Median Household Income</b>	
2015	\$53,049
2020	\$59,456
<b>Median Home Value</b>	
2015	\$158,084
2020	\$209,771
<b>Per Capita Income</b>	
2015	\$22,408
2020	\$25,176
<b>Median Age</b>	
2010	36.0
2015	36.8
2020	37.5

**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	23,387
<\$15,000	14.3%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	2.5%
\$200,000+	1.8%

Average Household Income \$63,380

### 2020 Households by Income

Household Income Base	24,661
<\$15,000	13.4%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	19.0%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	2.9%
\$200,000+	2.0%

Average Household Income \$70,701

### 2015 Owner Occupied Housing Units by Value

Total	15,643
<\$50,000	8.2%
\$50,000 - \$99,999	17.5%
\$100,000 - \$149,999	21.6%
\$150,000 - \$199,999	17.1%
\$200,000 - \$249,999	11.2%
\$250,000 - \$299,999	8.3%
\$300,000 - \$399,999	8.5%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	2.2%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	1.2%

Average Home Value \$201,512

### 2020 Owner Occupied Housing Units by Value

Total	16,427
<\$50,000	5.7%
\$50,000 - \$99,999	11.5%
\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	16.4%
\$200,000 - \$249,999	14.5%
\$250,000 - \$299,999	12.2%
\$300,000 - \$399,999	12.7%
\$400,000 - \$499,999	5.8%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	1.8%
\$1,000,000 +	1.5%

Average Home Value \$254,211

**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.

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<b>2010 Population by Age</b>		
Total		64,804
0 - 4		7.3%
5 - 9		7.9%
10 - 14		7.9%
15 - 24		13.8%
25 - 34		11.9%
35 - 44		12.4%
45 - 54		14.2%
55 - 64		11.8%
65 - 74		7.3%
75 - 84		4.3%
85 +		1.4%
18 +		71.8%
<b>2015 Population by Age</b>		
Total		66,678
0 - 4		7.0%
5 - 9		7.1%
10 - 14		7.5%
15 - 24		14.1%
25 - 34		12.2%
35 - 44		11.7%
45 - 54		13.0%
55 - 64		12.7%
65 - 74		8.9%
75 - 84		4.3%
85 +		1.5%
18 +		74.0%
<b>2020 Population by Age</b>		
Total		69,735
0 - 4		6.9%
5 - 9		6.8%
10 - 14		7.0%
15 - 24		13.2%
25 - 34		13.1%
35 - 44		11.7%
45 - 54		11.4%
55 - 64		12.9%
65 - 74		10.3%
75 - 84		4.9%
85 +		1.7%
18 +		74.9%
<b>2010 Population by Sex</b>		
Males		32,163
Females		32,641
<b>2015 Population by Sex</b>		
Males		33,082
Females		33,596
<b>2020 Population by Sex</b>		
Males		34,576
Females		35,159

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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		San Patricio Cou...
<b>2010 Population by Race/Ethnicity</b>		
Total		64,804
White Alone		85.9%
Black Alone		1.7%
American Indian Alone		0.6%
Asian Alone		0.8%
Pacific Islander Alone		0.1%
Some Other Race Alone		8.5%
Two or More Races		2.4%
Hispanic Origin		54.4%
Diversity Index		62.8
<b>2015 Population by Race/Ethnicity</b>		
Total		66,678
White Alone		84.2%
Black Alone		2.2%
American Indian Alone		0.7%
Asian Alone		1.1%
Pacific Islander Alone		0.1%
Some Other Race Alone		9.0%
Two or More Races		2.7%
Hispanic Origin		56.0%
Diversity Index		64.0
<b>2020 Population by Race/Ethnicity</b>		
Total		69,735
White Alone		83.6%
Black Alone		2.5%
American Indian Alone		0.9%
Asian Alone		1.3%
Pacific Islander Alone		0.2%
Some Other Race Alone		8.7%
Two or More Races		2.9%
Hispanic Origin		57.8%
Diversity Index		64.2
<b>2010 Population by Relationship and Household Type</b>		
Total		64,804
In Households		99.0%
In Family Households		88.4%
Householder		26.1%
Spouse		18.8%
Child		36.9%
Other relative		4.1%
Nonrelative		2.4%
In Nonfamily Households		10.6%
In Group Quarters		1.0%
Institutionalized Population		1.0%
Noninstitutionalized Population		0.1%

**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.



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		San Patricio Cou...
<b>2015 Population 25+ by Educational Attainment</b>		
Total		42,872
Less than 9th Grade		10.4%
9th - 12th Grade, No Diploma		11.4%
High School Graduate		23.9%
GED/Alternative Credential		5.6%
Some College, No Degree		26.0%
Associate Degree		6.9%
Bachelor's Degree		11.3%
Graduate/Professional Degree		4.4%
<b>2015 Population 15+ by Marital Status</b>		
Total		52,301
Never Married		29.6%
Married		52.7%
Widowed		6.3%
Divorced		11.4%
<b>2015 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		94.6%
Civilian Unemployed		5.4%
<b>2015 Employed Population 16+ by Industry</b>		
Total		28,886
Agriculture/Mining		7.3%
Construction		9.7%
Manufacturing		8.5%
Wholesale Trade		2.3%
Retail Trade		10.4%
Transportation/Utilities		4.3%
Information		0.8%
Finance/Insurance/Real Estate		4.7%
Services		45.9%
Public Administration		6.2%
<b>2015 Employed Population 16+ by Occupation</b>		
Total		28,886
White Collar		51.2%
Management/Business/Financial		9.9%
Professional		18.7%
Sales		9.2%
Administrative Support		13.4%
Services		20.7%
Blue Collar		28.1%
Farming/Forestry/Fishing		1.1%
Construction/Extraction		7.5%
Installation/Maintenance/Repair		5.4%
Production		8.0%
Transportation/Material Moving		6.0%

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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<b>2010 Households by Type</b>	
Total	22,637
Households with 1 Person	21.0%
Households with 2+ People	79.0%
Family Households	74.8%
Husband-wife Families	54.0%
With Related Children	25.8%
Other Family (No Spouse Present)	20.9%
Other Family with Male Householder	6.3%
With Related Children	4.0%
Other Family with Female Householder	14.6%
With Related Children	10.0%
Nonfamily Households	4.1%
All Households with Children	40.2%
Multigenerational Households	7.1%
Unmarried Partner Households	6.8%
Male-female	6.3%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	22,637
1 Person Household	21.0%
2 Person Household	31.1%
3 Person Household	17.6%
4 Person Household	15.2%
5 Person Household	8.8%
6 Person Household	3.6%
7 + Person Household	2.7%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	22,637
Owner Occupied	68.7%
Owned with a Mortgage/Loan	36.1%
Owned Free and Clear	32.7%
Renter Occupied	31.3%

**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.

**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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### Top 3 Tapestry Segments

1. Southwestern Families (7F)
2. Middleburg (4C)
3. Midlife Constants (5E)

### 2015 Consumer Spending

Apparel & Services: Total \$	\$46,238,785
Average Spent	\$1,977.11
Spending Potential Index	85
Computers & Accessories: Total \$	\$5,023,766
Average Spent	\$214.81
Spending Potential Index	82
Education: Total \$	\$25,437,758
Average Spent	\$1,087.69
Spending Potential Index	71
Entertainment/Recreation: Total \$	\$65,825,932
Average Spent	\$2,814.64
Spending Potential Index	85
Food at Home: Total \$	\$107,754,796
Average Spent	\$4,607.47
Spending Potential Index	88
Food Away from Home: Total \$	\$65,740,784
Average Spent	\$2,811.00
Spending Potential Index	86
Health Care: Total \$	\$98,254,893
Average Spent	\$4,201.26
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$37,502,044
Average Spent	\$1,603.54
Spending Potential Index	87
Investments: Total \$	\$48,296,515
Average Spent	\$2,065.10
Spending Potential Index	75
Retail Goods: Total \$	\$529,286,160
Average Spent	\$22,631.64
Spending Potential Index	89
Shelter: Total \$	\$310,245,525
Average Spent	\$13,265.73
Spending Potential Index	81
TV/Video/Audio: Total \$	\$27,059,312
Average Spent	\$1,157.02
Spending Potential Index	88
Travel: Total \$	\$36,324,117
Average Spent	\$1,553.18
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$22,430,122
Average Spent	\$959.09
Spending Potential Index	86

**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.

February 12, 2016