



The **Retail** Coach®

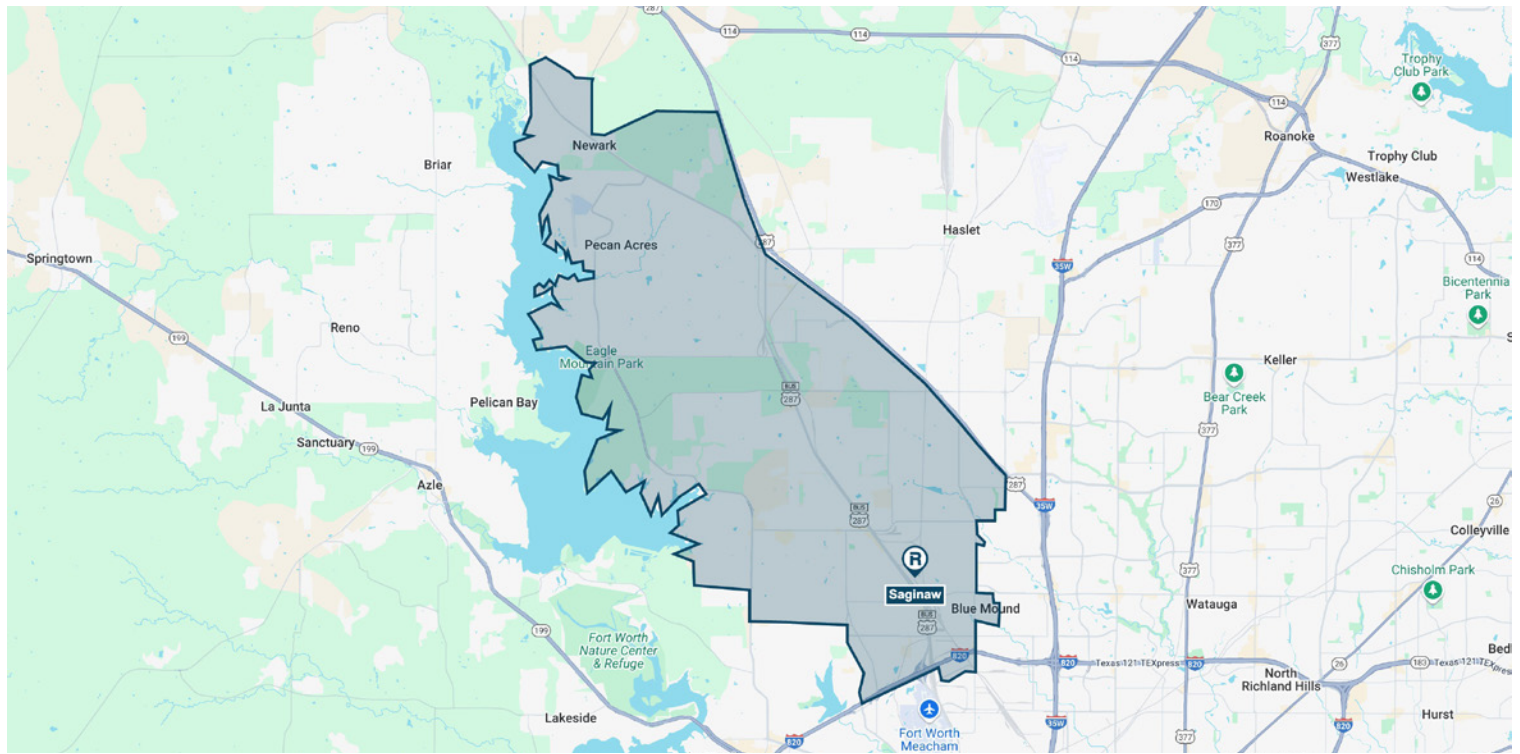
# Retail Trade Area Demographic Profile

SAGINAW, TEXAS

Prepared for City of Saginaw, Texas  
April 2025

# Retail Trade Area • Demographic Snapshot

Saginaw, Texas



## Population

2020	101,068	0 - 9 Years	14.01%
2025	116,037	10 - 17 Years	12.92%
2030	127,203	18 - 24 Years	10.03%

## Educational Attainment (%)

Graduate or Professional Degree	10.73%	25 - 34 Years	12.39%
Bachelors Degree	23.87%	35 - 44 Years	16.19%
Associate Degree	9.83%	45 - 54 Years	13.56%
Some College	22.75%	55 - 64 Years	10.43%
High School Graduate (or GED)	25.06%	65 and Older	10.46%

Some High School, No Degree	5.16%
Less than 9th Grade	2.60%

## Income

Average HH	\$129,299
Median HH	\$109,923
Per Capita	\$41,311

## Age

Median Age	35.43
Average Age	35.60

## Race Distribution (%)

White	56.06%
Black/African American	11.31%
American Indian/Alaskan	0.91%
Asian	5.45%
Native Hawaiian/Islander	0.19%
Other Race	9.70%
Two or More Races	16.38%
Hispanic	29.71%



## City of Saginaw

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# Retail Trade Area • Demographic Profile

Saginaw, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2030 Projection	127,203	
2025 Estimate	116,037	
2020 Census	101,068	
2010 Census	66,455	
Growth 2025 - 2030		9.62%
Growth 2020 - 2025		14.81%
Growth 2010 - 2020		52.09%
<b>2025 Est. Population by Single-Classification Race</b>	<b>116,037</b>	
White Alone	65,051	56.06%
Black or African American Alone	13,119	11.31%
Amer. Indian and Alaska Native Alone	1,053	0.91%
Asian Alone	6,330	5.45%
Native Hawaiian and Other Pacific Island Alone	217	0.19%
Some Other Race Alone	11,254	9.70%
Two or More Races	19,012	16.38%
<b>2025 Est. Population by Hispanic or Latino Origin</b>	<b>116,037</b>	
Not Hispanic or Latino	81,566	70.29%
Hispanic or Latino	34,471	29.71%
Mexican	27,304	79.21%
Puerto Rican	2,741	7.95%
Cuban	490	1.42%
All Other Hispanic or Latino	3,935	11.41%
<b>2025 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>34,471</b>	
White Alone	9,088	26.36%
Black or African American Alone	577	1.67%
American Indian and Alaska Native Alone	625	1.81%
Asian Alone	146	0.42%
Native Hawaiian and Other Pacific Islander Alone	30	0.09%
Some Other Race Alone	10,783	31.28%
Two or More Races	13,221	38.35%
<b>2025 Est. Pop by Race, Asian Alone, by Category</b>	<b>6,330</b>	
Chinese, except Taiwanese	38	0.60%
Filipino	1,019	16.10%
Japanese	83	1.31%
Asian Indian	974	15.39%
Korean	172	2.72%
Vietnamese	1,386	21.90%
Cambodian	1	0.02%
Hmong	68	1.07%
Laotian	1,116	17.63%
Thai	326	5.15%
All Other Asian Races Including 2+ Category	1,147	18.12%

DESCRIPTION	DATA	%
<b>2025 Est. Population by Ancestry</b>	<b>116,037</b>	
Arab	302	0.26%
Czech	1,082	0.93%
Danish	185	0.16%
Dutch	261	0.23%
English	10,318	8.89%
French (except Basque)	1,957	1.69%
French Canadian	354	0.31%
German	8,887	7.66%
Greek	63	0.05%
Hungarian	148	0.13%
Irish	7,032	6.06%
Italian	1,771	1.53%
Lithuanian	40	0.03%
United States or American	4,279	3.69%
Norwegian	585	0.50%
Polish	559	0.48%
Portuguese	292	0.25%
Russian	211	0.18%
Scottish	1,448	1.25%
Scotch-Irish	594	0.51%
Slovak	3	0.00%
Subsaharan African	1,355	1.17%
Swedish	408	0.35%
Swiss	13	0.01%
Ukrainian	85	0.07%
Welsh	424	0.37%
West Indian (except Hisp. groups)	1,138	0.98%
Other ancestries	33,673	29.02%
Ancestry Unclassified	38,570	33.24%
<b>2025 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	87,143	80.40%
Speak Asian/Pacific Island Language at Home	2,705	2.50%
Speak IndoEuropean Language at Home	1,940	1.79%
Speak Spanish at Home	15,673	14.46%
Speak Other Language at Home	729	0.67%

# Retail Trade Area • Demographic Profile

Saginaw, Texas

DESCRIPTION	DATA	%
<b>2025 Est. Population by Age</b>	<b>116,037</b>	
Age 0 - 4	7,650	6.59%
Age 5 - 9	8,610	7.42%
Age 10 - 14	9,603	8.28%
Age 15 - 17	5,388	4.64%
Age 18 - 20	5,223	4.50%
Age 21 - 24	6,411	5.53%
Age 25 - 34	14,380	12.39%
Age 35 - 44	18,788	16.19%
Age 45 - 54	15,737	13.56%
Age 55 - 64	12,105	10.43%
Age 65 - 74	7,838	6.75%
Age 75 - 84	3,559	3.07%
Age 85 and over	745	0.64%
Age 16 and over	88,375	76.16%
Age 18 and over	84,786	73.07%
Age 21 and over	79,563	68.57%
Age 65 and over	12,142	10.46%
2025 Est. Median Age		35.43
2025 Est. Average Age		35.60
<b>2025 Est. Population by Sex</b>	<b>116,037</b>	
Male	57,825	49.83%
Female	58,212	50.17%
<b>2025 Est. Male Population by Age</b>	<b>57,825</b>	
Age 0 - 4	3,909	6.76%
Age 5 - 9	4,296	7.43%
Age 10 - 14	4,978	8.61%
Age 15 - 17	2,735	4.73%
Age 18 - 20	2,658	4.60%
Age 21 - 24	3,281	5.67%
Age 25 - 34	7,086	12.25%
Age 35 - 44	9,287	16.06%
Age 45 - 54	7,885	13.64%
Age 55 - 64	6,123	10.59%
Age 65 - 74	3,689	6.38%
Age 75 - 84	1,597	2.76%
Age 85 and over	300	0.52%
2025 Est. Median Age, Male		34.96
2025 Est. Average Age, Male		35.08
<b>2025 Est. Female Population by Age</b>	<b>58,212</b>	
Age 0 - 4	3,741	6.43%
Age 5 - 9	4,314	7.41%
Age 10 - 14	4,625	7.95%
Age 15 - 17	2,653	4.56%
Age 18 - 20	2,565	4.41%
Age 21 - 24	3,130	5.38%
Age 25 - 34	7,294	12.53%
Age 35 - 44	9,500	16.32%
Age 45 - 54	7,852	13.49%
Age 55 - 64	5,982	10.28%
Age 65 - 74	4,150	7.13%
Age 75 - 84	1,962	3.37%
Age 85 and over	445	0.76%
2025 Est. Median Age, Female		35.88
2025 Est. Average Age, Female		36.10

DESCRIPTION	DATA	%
<b>2025 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	24,530	27.20%
Males, Never Married	12,698	14.08%
Females, Never Married	11,832	13.12%
Married, Spouse present	52,305	58.01%
Married, Spouse absent	1,992	2.21%
Widowed	2,215	2.46%
Males Widowed	593	0.66%
Females Widowed	1,622	1.80%
Divorced	9,132	10.13%
Males Divorced	3,163	3.51%
Females Divorced	5,968	6.62%
<b>2025 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,900	2.60%
Some High School, no diploma	3,774	5.16%
High School Graduate (or GED)	18,334	25.06%
Some College, no degree	16,646	22.75%
Associate Degree	7,188	9.83%
Bachelor's Degree	17,461	23.87%
Master's Degree	6,795	9.29%
Professional School Degree	607	0.83%
Doctorate Degree	447	0.61%
<b>2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	3,028	16.20%
High School Graduate	6,849	36.65%
Some College or Associate's Degree	5,282	28.27%
Bachelor's Degree or Higher	3,527	18.87%
<b>Households</b>		
2030 Projection	40,527	
2025 Estimate	37,071	
2020 Census	32,688	
2010 Census	21,941	
Growth 2025 - 2030		9.32%
Growth 2020 - 2025		13.41%
Growth 2010 - 2020		48.98%
<b>2025 Est. Households by Household Type</b>	<b>37,071</b>	
Family Households	30,228	81.54%
Nonfamily Households	6,843	18.46%
2025 Est. Group Quarters Population	9	
2025 Households by Ethnicity, Hispanic/Latino	8,699	



# Retail Trade Area • Demographic Profile

Saginaw, Texas

DESCRIPTION	DATA	%
<b>2025 Est. Households by Household Income</b>	<b>37,071</b>	
Income < \$15,000	1,147	3.09%
Income \$15,000 - \$24,999	869	2.34%
Income \$25,000 - \$34,999	1,291	3.48%
Income \$35,000 - \$49,999	2,672	7.21%
Income \$50,000 - \$74,999	5,271	14.22%
Income \$75,000 - \$99,999	5,208	14.05%
Income \$100,000 - \$124,999	5,134	13.85%
Income \$125,000 - \$149,999	4,451	12.01%
Income \$150,000 - \$199,999	5,766	15.55%
Income \$200,000 - \$249,999	2,565	6.92%
Income \$250,000 - \$499,999	2,131	5.75%
Income \$500,000+	566	1.53%
2025 Est. Average Household Income		\$129,299
2025 Est. Median Household Income		\$109,923
<b>2025 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$114,676
Black or African American Alone		\$104,009
American Indian and Alaska Native Alone		\$87,819
Asian Alone		\$108,265
Native Hawaiian and Other Pacific Islander Alone		\$48,392
Some Other Race Alone		\$96,186
Two or More Races		\$108,911
Hispanic or Latino		\$103,020
Not Hispanic or Latino		\$112,399
<b>2025 Est. HH by Type and Presence of Own Child.</b>	<b>37,071</b>	
Family Households with Children	15,151	40.87%
Family Households without Children	21,920	59.13%
<b>Married-Couple Families</b>	<b>24,101</b>	<b>65.01%</b>
Married-Couple Family, own children	11,759	31.72%
Married-Couple Family, no own children	12,342	33.29%
<b>Cohabiting-Couple Families</b>	<b>2,429</b>	<b>6.55%</b>
Cohabiting-Couple Family, own children	1,098	2.96%
Cohabiting-Couple Family, no own children	1,331	3.59%
<b>Male Householder Families</b>	<b>3,832</b>	<b>10.34%</b>
Male Householder, own children	362	0.98%
Male Householder, no own children	646	1.74%
Male Householder, only Nonrelatives	347	0.94%
Male Householder, Living Alone	2,476	6.68%
<b>Female Householder Families</b>	<b>6,709</b>	<b>18.10%</b>
Female Householder, own children	1,932	5.21%
Female Householder, no own children	1,429	3.85%
Female Householder, only Nonrelatives	278	0.75%
Female Householder, Living Alone	3,070	8.28%

DESCRIPTION	DATA	%
<b>2025 Est. Households by Household Size</b>	<b>37,071</b>	
1-person	4,641	12.52%
2-person	10,914	29.44%
3-person	7,169	19.34%
4-person	7,569	20.42%
5-person	4,188	11.30%
6-person	1,613	4.35%
7-or-more-person	976	2.63%
2025 Est. Average Household Size		3.13
<b>2025 Est. Households by Number of Vehicles</b>	<b>37,071</b>	
No Vehicles	305	0.82%
1 Vehicle	8,180	22.07%
2 Vehicles	19,149	51.66%
3 Vehicles	6,908	18.64%
4 Vehicles	2,029	5.47%
5 or more Vehicles	500	1.35%
2025 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2030 Projection	33,120	
2025 Estimate	30,228	
2020 Estimate	26,548	
2010 Census	17,663	
Growth 2025 - 2030		9.57%
Growth 2020 - 2025		13.86%
Growth 2010 - 2020		50.30%
<b>2025 Est. Families by Poverty Status</b>	<b>30,228</b>	
2025 Families at or Above Poverty	29,010	95.97%
2025 Families at or Above Poverty with Children	15,256	50.47%
2025 Families Below Poverty	1,218	4.03%
2025 Families Below Poverty with Children	848	2.81%
<b>2025 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	60,669	68.65%
Civilian Labor Force, Unemployed	2,035	2.30%
Armed Forces	440	0.50%
Not in Labor Force	25,230	28.55%
<b>2025 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	42,718	70.47%
Non-Profit Private Workers	3,106	5.12%
Local Government Workers	1,738	2.87%
State Government Workers	1,762	2.91%
Federal Government Workers	5,962	9.84%
Self-Employed Workers	5,258	8.67%
Unpaid Family Workers	73	0.12%



# Retail Trade Area • Demographic Profile

Saginaw, Texas

DESCRIPTION	DATA	%
<b>2025 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	1,733	2.86%
Arts/Entertainment/Sports	1,092	1.80%
Building Grounds Maintenance	630	1.04%
Business/Financial Operations	4,104	6.77%
Community/Social Services	672	1.11%
Computer/Mathematical	2,602	4.29%
Construction/Extraction	2,381	3.93%
Education/Training/Library	4,721	7.79%
Farming/Fishing/Forestry	14	0.02%
Food Prep/Serving	1,893	3.12%
Health Practitioner/Technician	2,859	4.72%
Healthcare Support	1,007	1.66%
Maintenance Repair	2,208	3.64%
Legal	212	0.35%
Life/Physical/Social Science	490	0.81%
Management	8,041	13.27%
Office/Admin. Support	7,551	12.46%
Production	2,648	4.37%
Protective Services	1,732	2.86%
Sales/Related	6,343	10.46%
Personal Care/Service	704	1.16%
Transportation/Moving	6,981	11.52%
<b>2025 Est. Pop 16+ by Occupation Classification</b>		
White Collar	40,420	66.68%
Blue Collar	14,218	23.45%
Service and Farm	5,981	9.87%
<b>2025 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	44,860	74.47%
Car Pooled	5,020	8.33%
Public Transportation	83	0.14%
Walked	261	0.43%
Bicycle	4	0.01%
Other Means	462	0.77%
Worked at Home	9,549	15.85%
<b>2025 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	8,720	
15 - 29 Minutes	17,218	
30 - 44 Minutes	14,893	
45 - 59 Minutes	6,585	
60 or more Minutes	4,820	
2025 Est. Avg Travel Time to Work in Minutes		33
<b>2025 Est. Occupied Housing Units by Tenure</b>	<b>37,071</b>	
Owner Occupied	30,165	81.37%
Renter Occupied	6,906	18.63%
2025 Owner Occ. HUs: Avg. Length of Residence		11.37 <sup>†</sup>
2025 Renter Occ. HUs: Avg. Length of Residence		5.38 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2025 Est. Owner-Occupied Housing Units by Value</b>	<b>30,165</b>	
Value Less than \$20,000	538	1.78%
Value \$20,000 - \$39,999	253	0.84%
Value \$40,000 - \$59,999	77	0.26%
Value \$60,000 - \$79,999	120	0.40%
Value \$80,000 - \$99,999	165	0.55%
Value \$100,000 - \$149,999	537	1.78%
Value \$150,000 - \$199,999	927	3.07%
Value \$200,000 - \$299,999	6,525	21.63%
Value \$300,000 - \$399,999	8,437	27.97%
Value \$400,000 - \$499,999	6,346	21.04%
Value \$500,000 - \$749,999	3,803	12.61%
Value \$750,000 - \$999,999	1,394	4.62%
Value \$1,000,000 or \$1,499,999	626	2.08%
Value \$1,500,000 or \$1,999,999	171	0.57%
Value \$2,000,000+	246	0.82%
2025 Est. Median All Owner-Occupied Housing Value		\$369,540
<b>2025 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	34,394	89.68%
1 Unit Attached	510	1.33%
2 Units	71	0.19%
3 or 4 Units	234	0.61%
5 to 19 Units	1,030	2.69%
20 to 49 Units	360	0.94%
50 or More Units	583	1.52%
Mobile Home or Trailer	1,151	3.00%
Boat, RV, Van, etc.	16	0.04%
<b>2025 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	5,324	13.88%
Housing Units Built 2010 to 2019	10,206	26.61%
Housing Units Built 2000 to 2009	11,615	30.29%
Housing Units Built 1990 to 1999	4,305	11.23%
Housing Units Built 1980 to 1989	2,753	7.18%
Housing Units Built 1970 to 1979	2,422	6.32%
Housing Units Built 1960 to 1969	822	2.14%
Housing Units Built 1950 to 1959	751	1.96%
Housing Units Built 1940 to 1949	97	0.25%
Housing Unit Built 1939 or Earlier	55	0.14%
2025 Est. Median Year Structure Built		2007

<sup>†</sup> Years



# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

## Retail:360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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**RetailCoach**.®

## ACKNOWLEDGMENTS

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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