



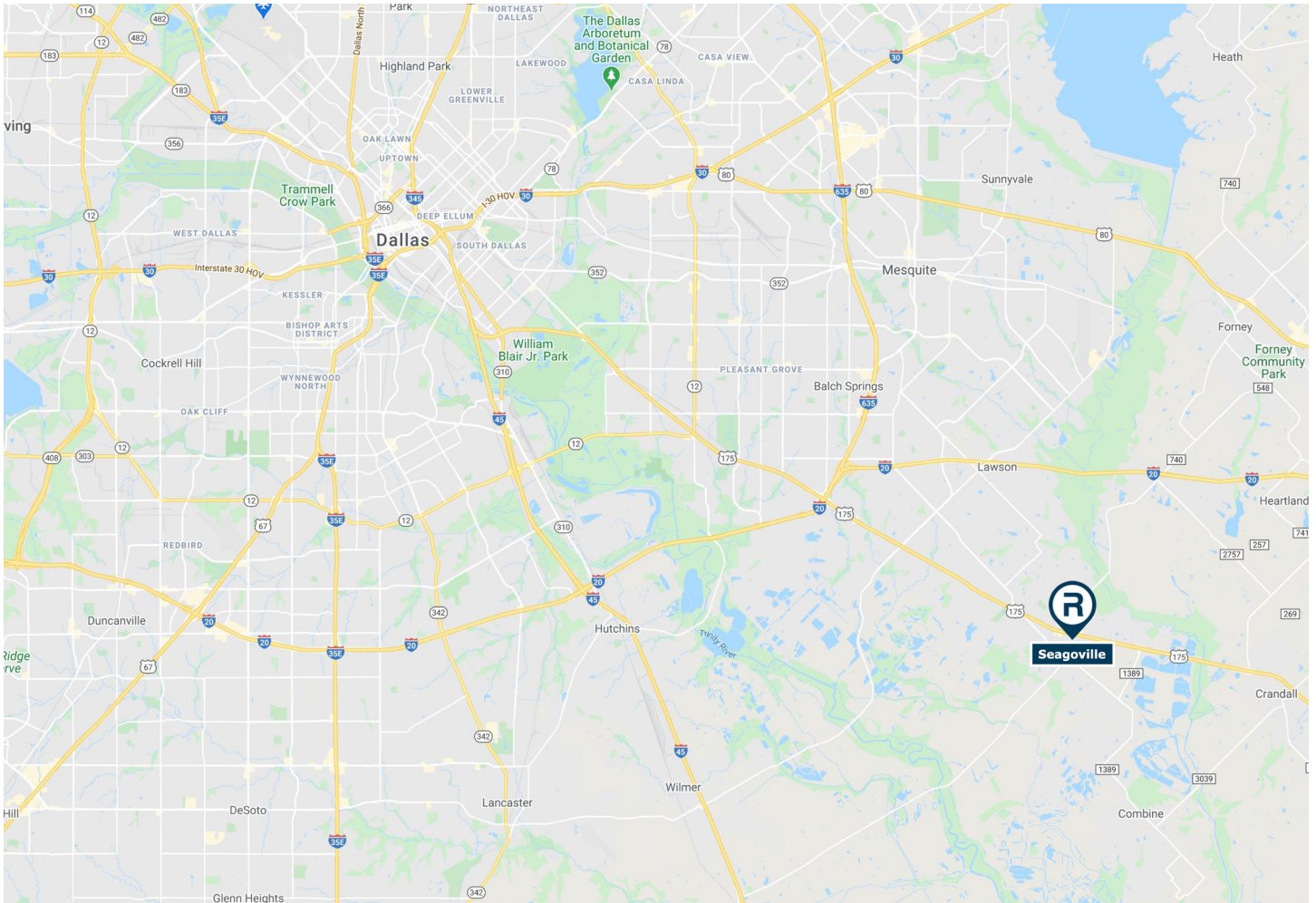
The **Retail** Coach.®

Community Demographic Profile

SEAGOVILLE, TEXAS

Prepared for City of Seagoville
June 2021

Community



Prepared for:



City of Seagoville
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DESCRIPTION	DATA	%
Population		
2026 Projection	18,290	
2021 Estimate	17,232	
2010 Census	14,426	
2000 Census	10,906	
Growth 2021 - 2026		6.14%
Growth 2010 - 2021		19.45%
Growth 2000 - 2010		32.28%
2021 Est. Population by Single-Classification Race	17,232	
White Alone	10,357	60.11%
Black or African American Alone	3,321	19.27%
Amer. Indian and Alaska Native Alone	179	1.04%
Asian Alone	108	0.63%
Native Hawaiian and Other Pacific Island Alone	5	0.03%
Some Other Race Alone	2,688	15.60%
Two or More Races	574	3.33%
2021 Est. Population by Hispanic or Latino Origin	17,232	
Not Hispanic or Latino	10,097	58.60%
Hispanic or Latino	7,135	41.40%
Mexican	15,218	88.32%
Puerto Rican	161	0.94%
Cuban	49	0.28%
All Other Hispanic or Latino	1,803	10.47%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	7,135	
White Alone	4,048	56.74%
Black or African American Alone	73	1.02%
American Indian and Alaska Native Alone	77	1.08%
Asian Alone	2	0.03%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	2,671	37.44%
Two or More Races	263	3.69%
2021 Est. Pop by Race, Asian Alone, by Category	108	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	10	9.35%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	8	7.48%
All Other Asian Races Including 2+ Category	89	82.24%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	17,232	
Arab	63	0.36%
Czech	31	0.18%
Danish	35	0.21%
Dutch	95	0.55%
English	649	3.77%
French (except Basque)	50	0.29%
French Canadian	14	0.08%
German	1,025	5.95%
Greek	34	0.20%
Hungarian	0	0.00%
Irish	907	5.26%
Italian	121	0.71%
Lithuanian	0	0.00%
United States or American	885	5.14%
Norwegian	34	0.20%
Polish	12	0.07%
Portuguese	8	0.05%
Russian	16	0.09%
Scottish	61	0.35%
Scotch-Irish	17	0.10%
Slovak	9	0.05%
Subsaharan African	38	0.22%
Swedish	24	0.14%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	44	0.25%
West Indian (except Hisp. groups)	15	0.09%
Other ancestries	10,931	63.43%
Ancestry Unclassified	2,114	12.27%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	10,832	68.66%
Speak Asian/Pacific Island Language at Home	94	0.60%
Speak IndoEuropean Language at Home	80	0.51%
Speak Spanish at Home	4,719	29.91%
Speak Other Language at Home	50	0.32%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	17,232	
Age 0 - 4	1,271	7.37%
Age 5 - 9	1,290	7.49%
Age 10 - 14	1,170	6.79%
Age 15 - 17	728	4.22%
Age 18 - 20	673	3.90%
Age 21 - 24	920	5.34%
Age 25 - 34	2,700	15.67%
Age 35 - 44	2,723	15.80%
Age 45 - 54	2,122	12.31%
Age 55 - 64	1,757	10.20%
Age 65 - 74	1,172	6.80%
Age 75 - 84	517	3.00%
Age 85 and over	190	1.10%
Age 16 and over	13,264	76.97%
Age 18 and over	12,774	74.13%
Age 21 and over	12,100	70.22%
Age 65 and over	1,880	10.91%
2021 Est. Median Age		34.51
2021 Est. Average Age		35.66
2021 Est. Population by Sex	17,232	
Male	9,377	54.42%
Female	7,855	45.59%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	9,377	
Age 0 - 4	639	6.82%
Age 5 - 9	657	7.00%
Age 10 - 14	583	6.22%
Age 15 - 17	364	3.88%
Age 18 - 20	351	3.74%
Age 21 - 24	484	5.16%
Age 25 - 34	1,622	17.30%
Age 35 - 44	1,605	17.11%
Age 45 - 54	1,219	13.00%
Age 55 - 64	992	10.57%
Age 65 - 74	598	6.38%
Age 75 - 84	209	2.23%
Age 85 and over	56	0.59%
2021 Est. Median Age, Male		34.94
2021 Est. Average Age, Male		34.76
2021 Est. Female Population by Age	7,855	
Age 0 - 4	632	8.05%
Age 5 - 9	633	8.06%
Age 10 - 14	588	7.48%
Age 15 - 17	363	4.62%
Age 18 - 20	323	4.11%
Age 21 - 24	436	5.55%
Age 25 - 34	1,079	13.73%
Age 35 - 44	1,118	14.23%
Age 45 - 54	902	11.49%
Age 55 - 64	766	9.75%
Age 65 - 74	574	7.30%
Age 75 - 84	309	3.93%
Age 85 and over	135	1.71%
2021 Est. Median Age, Female		33.85
2021 Est. Average Age, Female		37.23

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,562	33.79%
Males, Never Married	2,804	20.77%
Females, Never Married	1,757	13.02%
Married, Spouse present	4,919	36.43%
Married, Spouse absent	1,204	8.92%
Widowed	762	5.64%
Males Widowed	91	0.67%
Females Widowed	671	4.97%
Divorced	2,055	15.22%
Males Divorced	1,296	9.60%
Females Divorced	759	5.62%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,686	15.1%
Some High School, no diploma	1,425	12.7%
High School Graduate (or GED)	3,874	34.6%
Some College, no degree	2,370	21.2%
Associate Degree	522	4.7%
Bachelor's Degree	897	8.0%
Master's Degree	313	2.8%
Professional School Degree	41	0.4%
Doctorate Degree	55	0.5%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,248	60.71%
High School Graduate	945	25.52%
Some College or Associate's Degree	412	11.13%
Bachelor's Degree or Higher	98	2.65%
Households		
2026 Projection	5,127	
2021 Estimate	4,766	
2010 Census	4,081	
2000 Census	3,333	
Growth 2021 - 2026		7.57%
Growth 2010 - 2021		16.79%
Growth 2000 - 2010		22.44%
2021 Est. Households by Household Type	4,766	
Family Households	3,603	75.60%
Nonfamily Households	1,163	24.40%
2021 Est. Group Quarters Population	2,176	
2021 Households by Ethnicity, Hispanic/Latino	1,629	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	4,766	
Income < \$15,000	462	9.69%
Income \$15,000 - \$24,999	428	8.98%
Income \$25,000 - \$34,999	550	11.54%
Income \$35,000 - \$49,999	704	14.77%
Income \$50,000 - \$74,999	991	20.79%
Income \$75,000 - \$99,999	605	12.69%
Income \$100,000 - \$124,999	422	8.85%
Income \$125,000 - \$149,999	233	4.89%
Income \$150,000 - \$199,999	204	4.28%
Income \$200,000 - \$249,999	87	1.83%
Income \$250,000 - \$499,999	62	1.30%
Income \$500,000+	17	0.36%
2021 Est. Average Household Income		\$70,889
2021 Est. Median Household Income		\$55,409
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$55,486
Black or African American Alone		\$57,723
American Indian and Alaska Native Alone		\$13,718
Asian Alone		\$57,740
Native Hawaiian and Other Pacific Islander Alone		\$6,375
Some Other Race Alone		\$50,825
Two or More Races		\$74,244
Hispanic or Latino		\$46,938
Not Hispanic or Latino		\$59,045
2021 Est. Family HH Type by Presence of Own Child.	3,603	
Married-Couple Family, own children	1,236	34.31%
Married-Couple Family, no own children	1,172	32.53%
Male Householder, own children	173	4.80%
Male Householder, no own children	189	5.25%
Female Householder, own children	474	13.16%
Female Householder, no own children	359	9.96%
2021 Est. Households by Household Size	4,766	
1-person	929	19.49%
2-person	1,236	25.93%
3-person	816	17.12%
4-person	775	16.26%
5-person	513	10.76%
6-person	284	5.96%
7-or-more-person	214	4.49%
2021 Est. Average Household Size		3.13

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	4,766	
Households with 1 or More People under Age 18:	2,211	46.39%
Married-Couple Family	1,373	62.10%
Other Family, Male Householder	226	10.22%
Other Family, Female Householder	594	26.87%
Nonfamily, Male Householder	11	0.50%
Nonfamily, Female Householder	6	0.27%
Households with No People under Age 18:	2,555	53.61%
Married-Couple Family	1,038	40.63%
Other Family, Male Householder	135	5.28%
Other Family, Female Householder	239	9.35%
Nonfamily, Male Householder	485	18.98%
Nonfamily, Female Householder	659	25.79%
2021 Est. Households by Number of Vehicles	4,766	
No Vehicles	169	3.55%
1 Vehicle	1,461	30.66%
2 Vehicles	1,834	38.48%
3 Vehicles	810	17.00%
4 Vehicles	378	7.93%
5 or more Vehicles	113	2.37%
2021 Est. Average Number of Vehicles		2.04
Family Households		
2026 Projection	3,878	
2021 Estimate	3,603	
2010 Census	3,078	
2000 Census	2,504	
Growth 2021 - 2026		7.63%
Growth 2010 - 2021		17.06%
Growth 2000 - 2010		22.92%
2021 Est. Families by Poverty Status	3,603	
2021 Families at or Above Poverty	3,223	89.45%
2021 Families at or Above Poverty with Children	1,872	51.96%
2021 Families Below Poverty	380	10.55%
2021 Families Below Poverty with Children	344	9.55%
2021 Est. Pop 16+ by Employment Status	13,264	
Civilian Labor Force, Employed	6,963	52.49%
Civilian Labor Force, Unemployed	257	1.94%
Armed Forces	11	0.08%
Not in Labor Force	6,034	45.49%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	6,963	
For-Profit Private Workers	5,352	76.86%
Non-Profit Private Workers	293	4.20%
Local Government Workers	142	2.04%
State Government Workers	240	3.44%
Federal Government Workers	494	7.10%
Self-Employed Workers	414	5.95%
Unpaid Family Workers	29	0.42%
2021 Est. Civ. Employed Pop 16+ by Occupation	6,963	
Architect/Engineer	24	0.34%
Arts/Entertainment/Sports	38	0.55%
Building Grounds Maintenance	359	5.16%
Business/Financial Operations	313	4.50%
Community/Social Services	142	2.04%
Computer/Mathematical	35	0.50%
Construction/Extraction	803	11.53%
Education/Training/Library	339	4.87%
Farming/Fishing/Forestry	20	0.29%
Food Prep/Serving	451	6.48%
Health Practitioner/Technician	163	2.34%
Healthcare Support	341	4.90%
Maintenance Repair	308	4.43%
Legal	14	0.19%
Life/Physical/Social Science	1	0.02%
Management	395	5.68%
Office/Admin. Support	858	12.32%
Production	569	8.17%
Protective Services	160	2.30%
Sales/Related	742	10.66%
Personal Care/Service	170	2.44%
Transportation/Moving	719	10.33%
2021 Est. Pop 16+ by Occupation Classification	6,963	
White Collar	3,064	44.01%
Blue Collar	2,398	34.44%
Service and Farm	1,501	21.55%
2021 Est. Workers Age 16+ by Transp. to Work	6,963	
Drove Alone	5,703	81.91%
Car Pooled	930	13.35%
Public Transportation	9	0.13%
Walked	8	0.12%
Bicycle	10	0.15%
Other Means	128	1.85%
Worked at Home	174	2.49%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	741	
15 - 29 Minutes	1,384	
30 - 44 Minutes	1,660	
45 - 59 Minutes	927	
60 or more Minutes	1,158	
2021 Est. Avg Travel Time to Work in Minutes		40
2021 Est. Occupied Housing Units by Tenure	4,766	
Owner Occupied	3,273	68.67%
Renter Occupied	1,493	31.33%
2021 Owner Occ. HUs: Avg. Length of Residence		14.12
2021 Renter Occ. HUs: Avg. Length of Residence		7.2
2021 Est. Owner-Occupied Housing Units by Value	4,766	
Value Less than \$20,000	333	10.17%
Value \$20,000 - \$39,999	257	7.85%
Value \$40,000 - \$59,999	77	2.35%
Value \$60,000 - \$79,999	143	4.37%
Value \$80,000 - \$99,999	271	8.28%
Value \$100,000 - \$149,999	626	19.13%
Value \$150,000 - \$199,999	543	16.59%
Value \$200,000 - \$299,999	474	14.48%
Value \$300,000 - \$399,999	301	9.20%
Value \$400,000 - \$499,999	145	4.43%
Value \$500,000 - \$749,999	47	1.44%
Value \$750,000 - \$999,999	37	1.13%
Value \$1,000,000 or \$1,499,999	20	0.61%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2021 Est. Median All Owner-Occupied Housing Value		\$144,073
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	3,116	60.75%
1 Unit Attached	96	1.87%
2 Units	124	2.42%
3 or 4 Units	353	6.88%
5 to 19 Units	320	6.24%
20 to 49 Units	0	0.00%
50 or More Units	63	1.23%
Mobile Home or Trailer	1,057	20.61%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	712	13.88%
Housing Units Built 2010 to 2014	167	3.26%
Housing Units Built 2000 to 2009	1,161	22.64%
Housing Units Built 1990 to 1999	841	16.40%
Housing Units Built 1980 to 1989	792	15.44%
Housing Units Built 1970 to 1979	525	10.24%
Housing Units Built 1960 to 1969	296	5.77%
Housing Units Built 1950 to 1959	494	9.63%
Housing Units Built 1940 to 1949	78	1.52%
Housing Unit Built 1939 or Earlier	63	1.23%
2021 Est. Median Year Structure Built		1994

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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