

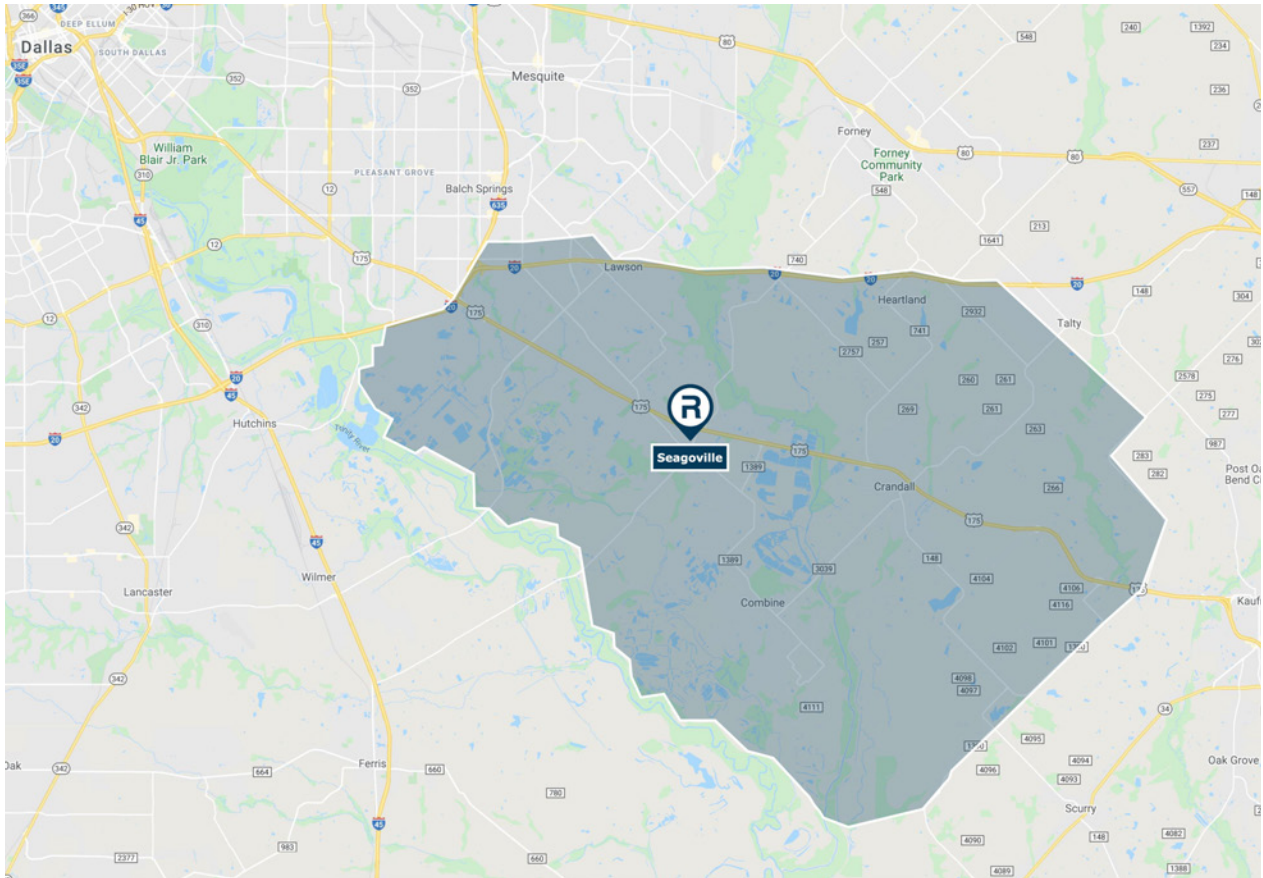


SEAGOVILLE, TEXAS

Primary Retail Trade Area Demographic Profile



Primary Retail Trade Area



Prepared for:



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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.



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DESCRIPTION	DATA	%
Population		
2026 Projection	77,455	
2021 Estimate	71,433	
2010 Census	56,123	
2000 Census	42,529	
Growth 2021 - 2026		8.43%
Growth 2010 - 2021		27.28%
Growth 2000 - 2010		31.96%
2021 Est. Population by Single-Classification Race	71,433	
White Alone	42,585	59.62%
Black or African American Alone	12,242	17.14%
Amer. Indian and Alaska Native Alone	671	0.94%
Asian Alone	475	0.67%
Native Hawaiian and Other Pacific Island Alone	27	0.04%
Some Other Race Alone	13,092	18.33%
Two or More Races	2,342	3.28%
2021 Est. Population by Hispanic or Latino Origin	71,433	
Not Hispanic or Latino	38,754	54.25%
Hispanic or Latino	32,678	45.75%
Mexican	28,715	87.87%
Puerto Rican	298	0.91%
Cuban	157	0.48%
All Other Hispanic or Latino	3,509	10.74%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	32,678	
White Alone	17,557	53.73%
Black or African American Alone	309	0.95%
American Indian and Alaska Native Alone	429	1.31%
Asian Alone	19	0.06%
Native Hawaiian and Other Pacific Islander Alone	2	0.01%
Some Other Race Alone	13,010	39.81%
Two or More Races	1,352	4.14%
2021 Est. Pop by Race, Asian Alone, by Category	475	
Chinese, except Taiwanese	16	3.37%
Filipino	109	22.95%
Japanese	15	3.16%
Asian Indian	76	16.00%
Korean	48	10.11%
Vietnamese	36	7.58%
Cambodian	2	0.42%
Hmong	1	0.21%
Laotian	5	1.05%
Thai	11	2.32%
All Other Asian Races Including 2+ Category	156	32.84%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	71,433	
Arab	144	0.20%
Czech	228	0.32%
Danish	128	0.18%
Dutch	438	0.61%
English	3,208	4.49%
French (except Basque)	354	0.50%
French Canadian	58	0.08%
German	3,701	5.18%
Greek	86	0.12%
Hungarian	20	0.03%
Irish	3,714	5.20%
Italian	632	0.89%
Lithuanian	8	0.01%
United States or American	3,445	4.82%
Norwegian	156	0.22%
Polish	234	0.33%
Portuguese	37	0.05%
Russian	47	0.07%
Scottish	420	0.59%
Scotch-Irish	265	0.37%
Slovak	10	0.01%
Subsaharan African	591	0.83%
Swedish	105	0.15%
Swiss	0	0.00%
Ukrainian	14	0.02%
Welsh	174	0.24%
West Indian (except Hisp. groups)	90	0.13%
Other ancestries	42,118	58.96%
Ancestry Unclassified	11,006	15.41%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	43,297	66.39%
Speak Asian/Pacific Island Language at Home	301	0.46%
Speak IndoEuropean Language at Home	406	0.62%
Speak Spanish at Home	21,107	32.37%
Speak Other Language at Home	106	0.16%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	71,433	
Age 0 - 4	6,216	8.70%
Age 5 - 9	5,977	8.37%
Age 10 - 14	5,520	7.73%
Age 15 - 17	3,375	4.73%
Age 18 - 20	3,018	4.23%
Age 21 - 24	3,931	5.50%
Age 25 - 34	10,159	14.22%
Age 35 - 44	10,564	14.79%
Age 45 - 54	8,669	12.14%
Age 55 - 64	7,182	10.05%
Age 65 - 74	4,373	6.12%
Age 75 - 84	1,902	2.66%
Age 85 and over	545	0.76%
Age 16 and over	52,615	73.66%
Age 18 and over	50,343	70.48%
Age 21 and over	47,325	66.25%
Age 65 and over	6,820	9.55%
2021 Est. Median Age		32.60
2021 Est. Average Age		33.99
2021 Est. Population by Sex	71,433	
Male	36,173	50.64%
Female	35,260	49.36%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	36,173	
Age 0 - 4	3,146	8.70%
Age 5 - 9	3,004	8.30%
Age 10 - 14	2,747	7.59%
Age 15 - 17	1,694	4.68%
Age 18 - 20	1,551	4.29%
Age 21 - 24	2,018	5.58%
Age 25 - 34	5,300	14.65%
Age 35 - 44	5,444	15.05%
Age 45 - 54	4,387	12.13%
Age 55 - 64	3,689	10.20%
Age 65 - 74	2,155	5.96%
Age 75 - 84	847	2.34%
Age 85 and over	191	0.53%
2021 Est. Median Age, Male		32.45
2021 Est. Average Age, Male		33.46
2021 Est. Female Population by Age	35,260	
Age 0 - 4	3,071	8.71%
Age 5 - 9	2,973	8.43%
Age 10 - 14	2,774	7.87%
Age 15 - 17	1,681	4.77%
Age 18 - 20	1,467	4.16%
Age 21 - 24	1,913	5.43%
Age 25 - 34	4,859	13.78%
Age 35 - 44	5,120	14.52%
Age 45 - 54	4,283	12.15%
Age 55 - 64	3,493	9.91%
Age 65 - 74	2,217	6.29%
Age 75 - 84	1,055	2.99%
Age 85 and over	354	1.00%
2021 Est. Median Age, Female		32.76
2021 Est. Average Age, Female		34.67

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	18,722	34.85%
Males, Never Married	9,995	18.61%
Females, Never Married	8,728	16.25%
Married, Spouse present	22,634	42.13%
Married, Spouse absent	3,791	7.06%
Widowed	2,345	4.37%
Males Widowed	441	0.82%
Females Widowed	1,904	3.54%
Divorced	6,226	11.59%
Males Divorced	3,176	5.91%
Females Divorced	3,051	5.68%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,014	13.9%
Some High School, no diploma	6,140	14.1%
High School Graduate (or GED)	13,837	31.9%
Some College, no degree	9,560	22.0%
Associate Degree	2,384	5.5%
Bachelor's Degree	3,684	8.5%
Master's Degree	1,474	3.4%
Professional School Degree	143	0.3%
Doctorate Degree	157	0.4%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	8,633	52.24%
High School Graduate	4,272	25.85%
Some College or Associate's Degree	2,946	17.83%
Bachelor's Degree or Higher	678	4.10%
Households		
2026 Projection	22,942	
2021 Estimate	21,182	
2010 Census	16,764	
2000 Census	13,698	
Growth 2021 - 2026		8.31%
Growth 2010 - 2021		26.35%
Growth 2000 - 2010		22.38%
2021 Est. Households by Household Type	21,182	
Family Households	16,961	80.07%
Nonfamily Households	4,221	19.93%
2021 Est. Group Quarters Population	2,284	
2021 Households by Ethnicity, Hispanic/Latino	7,860	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	21,182	
Income < \$15,000	1,684	7.95%
Income \$15,000 - \$24,999	1,856	8.76%
Income \$25,000 - \$34,999	2,039	9.63%
Income \$35,000 - \$49,999	2,941	13.88%
Income \$50,000 - \$74,999	4,540	21.43%
Income \$75,000 - \$99,999	2,807	13.25%
Income \$100,000 - \$124,999	1,969	9.30%
Income \$125,000 - \$149,999	1,388	6.55%
Income \$150,000 - \$199,999	1,139	5.38%
Income \$200,000 - \$249,999	390	1.84%
Income \$250,000 - \$499,999	337	1.59%
Income \$500,000+	91	0.43%
2021 Est. Average Household Income		\$76,978
2021 Est. Median Household Income		\$60,695
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$61,286
Black or African American Alone		\$57,854
American Indian and Alaska Native Alone		\$38,146
Asian Alone		\$51,974
Native Hawaiian and Other Pacific Islander Alone		\$61,582
Some Other Race Alone		\$60,686
Two or More Races		\$72,143
Hispanic or Latino		\$52,725
Not Hispanic or Latino		\$66,323
2021 Est. Family HH Type by Presence of Own Child.	16,961	
Married-Couple Family, own children	6,542	38.57%
Married-Couple Family, no own children	5,492	32.38%
Male Householder, own children	828	4.88%
Male Householder, no own children	704	4.15%
Female Householder, own children	1,986	11.71%
Female Householder, no own children	1,409	8.31%
2021 Est. Households by Household Size	21,182	
1-person	3,332	15.73%
2-person	5,383	25.41%
3-person	3,802	17.95%
4-person	3,819	18.03%
5-person	2,618	12.36%
6-person	1,279	6.04%
7-or-more-person	949	4.48%
2021 Est. Average Household Size		3.26

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	21,182	
Households with 1 or More People under Age 18:	10,805	51.01%
Married-Couple Family	7,227	66.89%
Other Family, Male Householder	1,041	9.63%
Other Family, Female Householder	2,459	22.76%
Nonfamily, Male Householder	61	0.57%
Nonfamily, Female Householder	17	0.16%
Households with No People under Age 18:	10,377	48.99%
Married-Couple Family	4,808	46.33%
Other Family, Male Householder	486	4.68%
Other Family, Female Householder	940	9.06%
Nonfamily, Male Householder	2,079	20.04%
Nonfamily, Female Householder	2,063	19.88%
2021 Est. Households by Number of Vehicles	21,182	
No Vehicles	569	2.69%
1 Vehicle	5,334	25.18%
2 Vehicles	8,906	42.05%
3 Vehicles	4,272	20.17%
4 Vehicles	1,547	7.30%
5 or more Vehicles	555	2.62%
2021 Est. Average Number of Vehicles		2.14
Family Households		
2026 Projection	18,377	
2021 Estimate	16,961	
2010 Census	13,347	
2000 Census	10,656	
Growth 2021 - 2026		8.35%
Growth 2010 - 2021		27.08%
Growth 2000 - 2010		25.25%
2021 Est. Families by Poverty Status	16,961	
2021 Families at or Above Poverty	14,979	88.31%
2021 Families at or Above Poverty with Children	8,788	51.81%
2021 Families Below Poverty	1,982	11.69%
2021 Families Below Poverty with Children	1,648	9.72%
2021 Est. Pop 16+ by Employment Status	52,615	
Civilian Labor Force, Employed	32,164	61.13%
Civilian Labor Force, Unemployed	1,435	2.73%
Armed Forces	17	0.03%
Not in Labor Force	18,999	36.11%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	31,865	
For-Profit Private Workers	24,142	75.76%
Non-Profit Private Workers	1,675	5.26%
Local Government Workers	534	1.68%
State Government Workers	1,089	3.42%
Federal Government Workers	1,921	6.03%
Self-Employed Workers	2,452	7.70%
Unpaid Family Workers	51	0.16%
2021 Est. Civ. Employed Pop 16+ by Occupation	31,865	
Architect/Engineer	136	0.43%
Arts/Entertainment/Sports	418	1.31%
Building Grounds Maintenance	1,773	5.56%
Business/Financial Operations	1,210	3.80%
Community/Social Services	438	1.38%
Computer/Mathematical	393	1.23%
Construction/Extraction	4,327	13.58%
Education/Training/Library	1,512	4.75%
Farming/Fishing/Forestry	51	0.16%
Food Prep/Serving	1,694	5.32%
Health Practitioner/Technician	851	2.67%
Healthcare Support	1,033	3.24%
Maintenance Repair	1,620	5.08%
Legal	110	0.35%
Life/Physical/Social Science	45	0.14%
Management	1,842	5.78%
Office/Admin. Support	4,193	13.16%
Production	1,953	6.13%
Protective Services	865	2.72%
Sales/Related	3,049	9.57%
Personal Care/Service	761	2.39%
Transportation/Moving	3,592	11.27%
2021 Est. Pop 16+ by Occupation Classification	31,865	
White Collar	14,197	44.55%
Blue Collar	11,491	36.06%
Service and Farm	6,176	19.38%
2021 Est. Workers Age 16+ by Transp. to Work	30,925	
Drove Alone	24,823	80.27%
Car Pooled	4,460	14.42%
Public Transportation	130	0.42%
Walked	62	0.20%
Bicycle	10	0.03%
Other Means	531	1.72%
Worked at Home	909	2.94%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,566	
15 - 29 Minutes	7,883	
30 - 44 Minutes	7,500	
45 - 59 Minutes	4,347	
60 or more Minutes	6,712	
2021 Est. Avg Travel Time to Work in Minutes		41
2021 Est. Occupied Housing Units by Tenure	21,182	
Owner Occupied	16,017	75.62%
Renter Occupied	5,165	24.38%
2021 Owner Occ. HUs: Avg. Length of Residence		12.42
2021 Renter Occ. HUs: Avg. Length of Residence		6.64
2021 Est. Owner-Occupied Housing Units by Value	21,182	
Value Less than \$20,000	1,394	8.70%
Value \$20,000 - \$39,999	1,185	7.40%
Value \$40,000 - \$59,999	619	3.87%
Value \$60,000 - \$79,999	697	4.35%
Value \$80,000 - \$99,999	1,122	7.01%
Value \$100,000 - \$149,999	2,782	17.37%
Value \$150,000 - \$199,999	2,833	17.69%
Value \$200,000 - \$299,999	2,812	17.56%
Value \$300,000 - \$399,999	1,343	8.39%
Value \$400,000 - \$499,999	711	4.44%
Value \$500,000 - \$749,999	331	2.07%
Value \$750,000 - \$999,999	123	0.77%
Value \$1,000,000 or \$1,499,999	43	0.27%
Value \$1,500,000 or \$1,999,999	17	0.11%
Value \$2,000,000+	6	0.04%
2021 Est. Median All Owner-Occupied Housing Value		\$153,572
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	14,376	63.05%
1 Unit Attached	292	1.28%
2 Units	212	0.93%
3 or 4 Units	484	2.12%
5 to 19 Units	814	3.57%
20 to 49 Units	111	0.49%
50 or More Units	137	0.60%
Mobile Home or Trailer	6,375	27.96%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,828	16.79%
Housing Units Built 2010 to 2014	1,065	4.67%
Housing Units Built 2000 to 2009	5,659	24.82%
Housing Units Built 1990 to 1999	3,683	16.15%
Housing Units Built 1980 to 1989	3,316	14.54%
Housing Units Built 1970 to 1979	1,977	8.67%
Housing Units Built 1960 to 1969	1,244	5.46%
Housing Units Built 1950 to 1959	1,269	5.57%
Housing Units Built 1940 to 1949	413	1.81%
Housing Unit Built 1939 or Earlier	346	1.52%
2021 Est. Median Year Structure Built		1998



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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