



The **Retail**Coach®

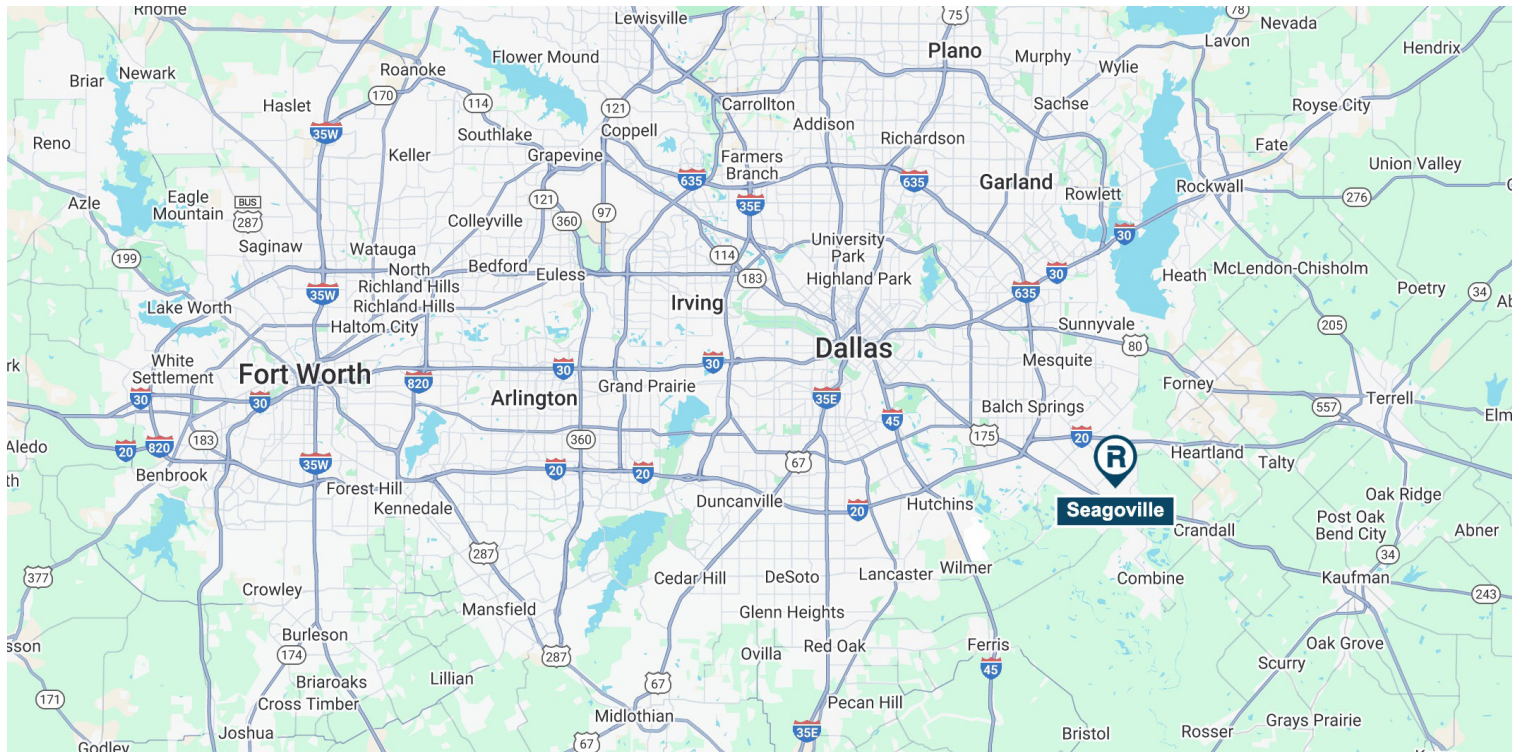
Community Demographic Profile

SEAGOVILLE, TEXAS

Prepared for City of Seagoville
January 2025

Community • Demographic Snapshot

Seagoville, Texas



Population

2020	18,446
2025	26,658
2030	40,403

Educational Attainment (%)

Graduate or Professional Degree	4.22%
Bachelors Degree	10.31%
Associate Degree	5.54%
Some College	24.22%
High School Graduate (or GED)	32.33%
Some High School, No Degree	11.79%
Less than 9th Grade	11.59%

Income

Average HH	\$87,231
Median HH	\$68,264
Per Capita	\$28,071

Age

0 - 9 Years	14.73%
10 - 17 Years	12.17%
18 - 24 Years	9.93%
25 - 34 Years	13.57%
35 - 44 Years	16.01%
45 - 54 Years	12.80%
55 - 64 Years	10.14%
65 and Older	10.65%
Median Age	34.72
Average Age	35.40

Race Distribution (%)

White	37.43%
Black/African American	18.71%
American Indian/Alaskan	1.62%
Asian	0.59%
Native Hawaiian/Islander	0.08%
Other Race	24.62%
Two or More Races	16.96%
Hispanic	54.22%



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Community • Demographic Profile

Seagoville, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	40,403	
2025 Estimate	26,658	
2020 Census	18,446	
2010 Census	14,233	
Growth 2025 - 2030		51.56%
Growth 2020 - 2025		44.52%
Growth 2010 - 2020		29.60%
2025 Est. Population by Single-Classification Race	26,658	
White Alone	9,978	37.43%
Black or African American Alone	4,987	18.71%
Amer. Indian and Alaska Native Alone	431	1.62%
Asian Alone	156	0.59%
Native Hawaiian and Other Pacific Island Alone	22	0.08%
Some Other Race Alone	6,562	24.62%
Two or More Races	4,522	16.96%
2025 Est. Population by Hispanic or Latino Origin	26,658	
Not Hispanic or Latino	12,205	45.79%
Hispanic or Latino	14,453	54.22%
Mexican	12,689	87.80%
Puerto Rican	259	1.79%
Cuban	38	0.26%
All Other Hispanic or Latino	1,467	10.15%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	14,453	
White Alone	3,650	25.26%
Black or African American Alone	62	0.43%
American Indian and Alaska Native Alone	330	2.28%
Asian Alone	12	0.08%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	6,520	45.12%
Two or More Races	3,878	26.83%
2025 Est. Pop by Race, Asian Alone, by Category	156	
Chinese, except Taiwanese	4	2.59%
Filipino	92	58.62%
Japanese	1	0.86%
Asian Indian	20	12.93%
Korean	8	5.17%
Vietnamese	16	10.35%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	15	9.48%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	26,658	
Arab	334	1.25%
Czech	175	0.66%
Danish	1	0.01%
Dutch	8	0.03%
English	1,248	4.68%
French (except Basque)	43	0.16%
French Canadian	120	0.45%
German	744	2.79%
Greek	0	0.00%
Hungarian	12	0.05%
Irish	712	2.67%
Italian	164	0.62%
Lithuanian	0	0.00%
United States or American	1,094	4.10%
Norwegian	18	0.07%
Polish	179	0.67%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	186	0.70%
Scotch-Irish	69	0.26%
Slovak	0	0.00%
Subsaharan African	311	1.17%
Swedish	3	0.01%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	18	0.07%
West Indian (except Hisp. groups)	22	0.08%
Other ancestries	16,598	62.26%
Ancestry Unclassified	4,600	17.26%
2025 Est. Pop Age 5+ by Language Spoken At Home	24,757	
Speak Only English at Home	13,608	54.97%
Speak Asian/Pacific Island Language at Home	54	0.22%
Speak IndoEuropean Language at Home	108	0.44%
Speak Spanish at Home	10,842	43.79%
Speak Other Language at Home	146	0.59%

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DESCRIPTION	DATA	%
2025 Est. Population by Age	26,658	
Age 0 - 4	1,901	7.13%
Age 5 - 9	2,027	7.60%
Age 10 - 14	2,070	7.76%
Age 15 - 17	1,174	4.40%
Age 18 - 20	1,155	4.33%
Age 21 - 24	1,492	5.60%
Age 25 - 34	3,618	13.57%
Age 35 - 44	4,269	16.01%
Age 45 - 54	3,413	12.80%
Age 55 - 64	2,703	10.14%
Age 65 - 74	1,841	6.91%
Age 75 - 84	782	2.93%
Age 85 and over	216	0.81%
Age 16 and over	20,271	76.04%
Age 18 and over	19,487	73.10%
Age 21 and over	18,332	68.77%
Age 65 and over	2,838	10.65%
2025 Est. Median Age		34.72
2025 Est. Average Age		35.40
2025 Est. Population by Sex	26,658	
Male	14,473	54.29%
Female	12,185	45.71%
2025 Est. Male Population by Age	14,473	
Age 0 - 4	970	6.70%
Age 5 - 9	1,060	7.33%
Age 10 - 14	1,090	7.53%
Age 15 - 17	589	4.07%
Age 18 - 20	587	4.06%
Age 21 - 24	784	5.42%
Age 25 - 34	2,013	13.91%
Age 35 - 44	2,555	17.65%
Age 45 - 54	1,934	13.36%
Age 55 - 64	1,550	10.71%
Age 65 - 74	934	6.45%
Age 75 - 84	345	2.38%
Age 85 and over	62	0.43%
2025 Est. Median Age, Male		35.58
2025 Est. Average Age, Male		35.40
2025 Est. Female Population by Age	12,185	
Age 0 - 4	931	7.64%
Age 5 - 9	966	7.93%
Age 10 - 14	980	8.04%
Age 15 - 17	585	4.80%
Age 18 - 20	567	4.66%
Age 21 - 24	707	5.81%
Age 25 - 34	1,605	13.17%
Age 35 - 44	1,714	14.07%
Age 45 - 54	1,480	12.14%
Age 55 - 64	1,153	9.47%
Age 65 - 74	907	7.44%
Age 75 - 84	437	3.58%
Age 85 and over	154	1.26%
2025 Est. Median Age, Female		33.45
2025 Est. Average Age, Female		35.30

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,676	41.99%
Males, Never Married	5,145	24.90%
Females, Never Married	3,532	17.09%
Married, Spouse present	6,925	33.52%
Married, Spouse absent	1,362	6.59%
Widowed	907	4.39%
Males Widowed	232	1.12%
Females Widowed	675	3.27%
Divorced	2,791	13.51%
Males Divorced	1,454	7.04%
Females Divorced	1,337	6.47%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,953	11.59%
Some High School, no diploma	1,985	11.79%
High School Graduate (or GED)	5,444	32.33%
Some College, no degree	4,079	24.22%
Associate Degree	934	5.55%
Bachelor's Degree	1,737	10.31%
Master's Degree	601	3.57%
Professional School Degree	70	0.42%
Doctorate Degree	39	0.23%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,247	46.52%
High School Graduate	2,613	28.62%
Some College or Associate's Degree	1,528	16.73%
Bachelor's Degree or Higher	742	8.13%
Households		
2030 Projection	13,532	
2025 Estimate	7,956	
2020 Census	5,169	
2010 Census	4,016	
Growth 2025 - 2030		70.09%
Growth 2020 - 2025		53.92%
Growth 2010 - 2020		28.71%
2025 Est. Households by Household Type	7,956	
Family Households	6,117	76.88%
Nonfamily Households	1,839	23.12%
2025 Est. Group Quarters Population	1,935	
2025 Households by Ethnicity, Hispanic/Latino	2,603	



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DESCRIPTION	DATA	%
2025 Est. Households by Household Income	7,956	
Income < \$15,000	788	9.90%
Income \$15,000 - \$24,999	541	6.80%
Income \$25,000 - \$34,999	442	5.56%
Income \$35,000 - \$49,999	934	11.74%
Income \$50,000 - \$74,999	1,673	21.03%
Income \$75,000 - \$99,999	864	10.86%
Income \$100,000 - \$124,999	983	12.35%
Income \$125,000 - \$149,999	738	9.27%
Income \$150,000 - \$199,999	550	6.91%
Income \$200,000 - \$249,999	222	2.80%
Income \$250,000 - \$499,999	179	2.25%
Income \$500,000+	43	0.54%
2025 Est. Average Household Income		\$87,231
2025 Est. Median Household Income		\$68,264
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$69,219
Black or African American Alone		\$71,094
American Indian and Alaska Native Alone		\$55,000
Asian Alone		\$75,000
Native Hawaiian and Other Pacific Islander Alone		\$118,750
Some Other Race Alone		\$54,374
Two or More Races		\$107,156
Hispanic or Latino		\$69,385
Not Hispanic or Latino		\$66,881
2025 Est. HH by Type and Presence of Own Child.	6,117	
Family Households with Children	2,250	36.79%
Family Households without Children	3,866	63.21%
Married-Couple Families	2,525	41.28%
Married-Couple Family, own children	1,144	18.70%
Married-Couple Family, no own children	1,381	22.58%
Cohabiting-Couple Families	905	14.79%
Cohabiting-Couple Family, own children	495	8.10%
Cohabiting-Couple Family, no own children	409	6.69%
Male Householder Families	852	13.92%
Male Householder, own children	33	0.54%
Male Householder, no own children	249	4.08%
Male Householder, only Nonrelatives	8	0.13%
Male Householder, Living Alone	561	9.18%
Female Householder Families	1,836	30.01%
Female Householder, own children	578	9.45%
Female Householder, no own children	559	9.14%
Female Householder, only Nonrelatives	23	0.38%
Female Householder, Living Alone	675	11.04%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	7,956	
1-person	1,458	18.32%
2-person	1,776	22.33%
3-person	1,396	17.55%
4-person	1,445	18.16%
5-person	1,002	12.59%
6-person	521	6.55%
7-or-more-person	359	4.51%
2025 Est. Average Household Size		3.22
2025 Est. Households by Number of Vehicles	7,956	
No Vehicles	514	6.46%
1 Vehicle	1,890	23.75%
2 Vehicles	3,689	46.37%
3 Vehicles	1,000	12.57%
4 Vehicles	363	4.56%
5 or more Vehicles	501	6.29%
2025 Est. Average Number of Vehicles		2.10
Family Households		
2030 Projection	10,212	
2025 Estimate	6,117	
2020 Estimate	3,957	
2010 Census	3,028	
Growth 2025 - 2030		66.96%
Growth 2020 - 2025		54.58%
Growth 2010 - 2020		30.68%
2025 Est. Families by Poverty Status	6,117	
2025 Families at or Above Poverty	5,353	87.52%
2025 Families at or Above Poverty with Children	2,916	47.67%
2025 Families Below Poverty	763	12.48%
2025 Families Below Poverty with Children	614	10.04%
2025 Est. Pop 16+ by Employment Status	20,271	
Civilian Labor Force, Employed	10,780	53.18%
Civilian Labor Force, Unemployed	827	4.08%
Armed Forces	0	0.00%
Not in Labor Force	8,664	42.74%
2025 Est. Civ. Employed Pop 16+ by Class of Worker	10,780	
For-Profit Private Workers	7,888	73.17%
Non-Profit Private Workers	546	5.06%
Local Government Workers	131	1.22%
State Government Workers	81	0.75%
Federal Government Workers	1,053	9.77%
Self-Employed Workers	1,016	9.42%
Unpaid Family Workers	65	0.60%



Community • Demographic Profile

Seagoville, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation	10,780	
Architect/Engineer	136	1.27%
Arts/Entertainment/Sports	90	0.84%
Building Grounds Maintenance	671	6.23%
Business/Financial Operations	682	6.33%
Community/Social Services	143	1.33%
Computer/Mathematical	169	1.57%
Construction/Extraction	1,511	14.02%
Education/Training/Library	548	5.09%
Farming/Fishing/Forestry	16	0.15%
Food Prep/Serving	550	5.10%
Health Practitioner/Technician	313	2.91%
Healthcare Support	205	1.90%
Maintenance Repair	486	4.51%
Legal	235	2.18%
Life/Physical/Social Science	5	0.05%
Management	604	5.60%
Office/Admin. Support	1,271	11.79%
Production	600	5.56%
Protective Services	169	1.57%
Sales/Related	658	6.10%
Personal Care/Service	95	0.88%
Transportation/Moving	1,621	15.04%
2025 Est. Pop 16+ by Occupation Classification	10,780	
White Collar	4,856	45.05%
Blue Collar	4,218	39.13%
Service and Farm	1,706	15.83%
2025 Est. Workers Age 16+ by Transp. to Work	10,780	
Drove Alone	8,208	76.15%
Car Pooled	1,369	12.70%
Public Transportation	8	0.08%
Walked	8	0.08%
Bicycle	0	0.00%
Other Means	202	1.87%
Worked at Home	984	9.13%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	897	9.16%
15 - 29 Minutes	2,731	27.88%
30 - 44 Minutes	2,618	26.73%
45 - 59 Minutes	1,690	17.26%
60 or more Minutes	1,859	18.98%
2025 Est. Avg Travel Time to Work in Minutes		41
2025 Est. Occupied Housing Units by Tenure	7,956	
Owner Occupied	5,629	70.75%
Renter Occupied	2,327	29.25%
2025 Owner Occ. HUs: Avg. Length of Residence		14.1 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		8.7 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	5,629	
Value Less than \$20,000	585	10.40%
Value \$20,000 - \$39,999	156	2.78%
Value \$40,000 - \$59,999	50	0.89%
Value \$60,000 - \$79,999	27	0.48%
Value \$80,000 - \$99,999	132	2.35%
Value \$100,000 - \$149,999	458	8.13%
Value \$150,000 - \$199,999	562	9.99%
Value \$200,000 - \$299,999	1,641	29.16%
Value \$300,000 - \$399,999	1,230	21.85%
Value \$400,000 - \$499,999	402	7.14%
Value \$500,000 - \$749,999	201	3.57%
Value \$750,000 - \$999,999	62	1.10%
Value \$1,000,000 or \$1,499,999	4	0.08%
Value \$1,500,000 or \$1,999,999	37	0.66%
Value \$2,000,000+	80	1.43%
2025 Est. Median All Owner-Occupied Housing Value		\$252,302
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	5,722	71.92%
1 Unit Attached	59	0.74%
2 Units	0	0.00%
3 or 4 Units	548	6.89%
5 to 19 Units	267	3.36%
20 to 49 Units	225	2.83%
50 or More Units	89	1.12%
Mobile Home or Trailer	1,045	13.13%
Boat, RV, Van, etc.	0	0.00%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	557	7.00%
Housing Units Built 2010 to 2019	1,931	24.27%
Housing Units Built 2000 to 2009	1,773	22.29%
Housing Units Built 1990 to 1999	591	7.43%
Housing Units Built 1980 to 1989	1,174	14.75%
Housing Units Built 1970 to 1979	904	11.36%
Housing Units Built 1960 to 1969	291	3.65%
Housing Units Built 1950 to 1959	595	7.48%
Housing Units Built 1940 to 1949	129	1.62%
Housing Unit Built 1939 or Earlier	12	0.16%
2025 Est. Median Year Structure Built		2002

[†] 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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