



The**Retail**Coach®

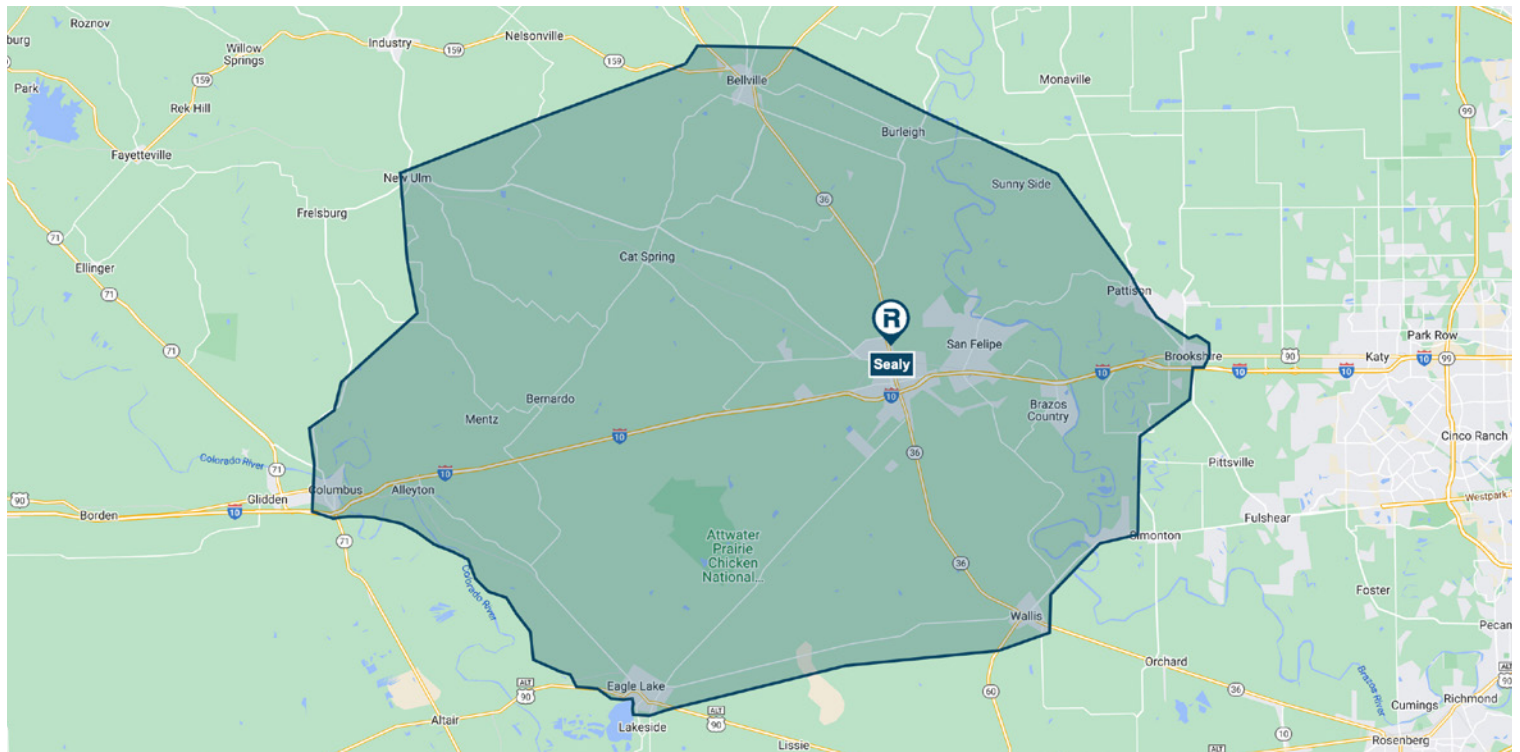
Retail Trade Area Demographic Profile

SEALY, TEXAS

Prepared for Sealy Economic Development Corporation
March 2024

Retail Trade Area • Demographic Snapshot

Sealy, Texas



Population

2020	41,189
2024	43,345
2029	45,677

Educational Attainment (%)

Graduate or Professional Degree	6.37%
Bachelors Degree	14.93%
Associate Degree	6.26%
Some College	22.37%
High School Graduate (or GED)	34.16%
Some High School, No Degree	8.08%
Less than 9th Grade	7.83%

Income

Average HH	\$99,584
Median HH	\$70,980
Per Capita	\$37,470

Age

0 - 9 Years	12.01%
10 - 17 Years	11.32%
18 - 24 Years	9.13%
25 - 34 Years	11.05%
35 - 44 Years	11.57%
45 - 54 Years	11.25%
55 - 64 Years	13.10%
65 and Older	20.57%
Median Age	40.62
Average Age	41.01

Race Distribution (%)

White	53.90%
Black/African American	12.08%
American Indian/Alaskan	1.16%
Asian	0.75%
Native Hawaiian/Islander	0.02%
Other Race	16.69%
Two or More Races	15.38%
Hispanic	38.08%



Sealy Economic Development Corporation

Sealy Economic Development Corporation

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Retail Trade Area • Demographic Profile

Sealy, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	45,677	
2024 Estimate	43,345	
2020 Census	41,189	
2010 Census	39,302	
Growth 2024 - 2029		5.38%
Growth 2020 - 2024		5.23%
Growth 2010 - 2020		4.80%
2024 Est. Population by Single-Classification Race	43,345	
White Alone	23,364	53.90%
Black or African American Alone	5,237	12.08%
Amer. Indian and Alaska Native Alone	505	1.16%
Asian Alone	327	0.75%
Native Hawaiian and Other Pacific Island Alone	9	0.02%
Some Other Race Alone	7,236	16.69%
Two or More Races	6,667	15.38%
2024 Est. Population by Hispanic or Latino Origin	43,345	
Not Hispanic or Latino	26,838	61.92%
Hispanic or Latino	16,507	38.08%
Mexican	14,321	86.76%
Puerto Rican	195	1.18%
Cuban	145	0.88%
All Other Hispanic or Latino	1,846	11.18%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	16,507	
White Alone	3,299	19.99%
Black or African American Alone	200	1.21%
American Indian and Alaska Native Alone	376	2.28%
Asian Alone	8	0.05%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	7,107	43.06%
Two or More Races	5,519	33.43%
2024 Est. Pop by Race, Asian Alone, by Category	327	
Chinese, except Taiwanese	14	4.28%
Filipino	0	0.00%
Japanese	42	12.84%
Asian Indian	55	16.82%
Korean	0	0.00%
Vietnamese	166	50.77%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	51	15.60%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	43,345	
Arab	12	0.03%
Czech	2,498	5.76%
Danish	46	0.11%
Dutch	69	0.16%
English	2,064	4.76%
French (except Basque)	814	1.88%
French Canadian	111	0.26%
German	5,868	13.54%
Greek	47	0.11%
Hungarian	17	0.04%
Irish	1,901	4.39%
Italian	557	1.28%
Lithuanian	21	0.05%
United States or American	1,122	2.59%
Norwegian	71	0.16%
Polish	390	0.90%
Portuguese	58	0.13%
Russian	38	0.09%
Scottish	350	0.81%
Scotch-Irish	344	0.79%
Slovak	1	0.00%
Subsaharan African	211	0.49%
Swedish	137	0.32%
Swiss	40	0.09%
Ukrainian	0	0.00%
Welsh	128	0.30%
West Indian (except Hisp. groups)	5	0.01%
Other ancestries	17,672	40.77%
Ancestry Unclassified	8,752	20.19%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	29,130	71.41%
Speak Asian/Pacific Island Language at Home	65	0.16%
Speak IndoEuropean Language at Home	622	1.52%
Speak Spanish at Home	10,942	26.82%
Speak Other Language at Home	32	0.08%

Retail Trade Area • Demographic Profile

Sealy, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	43,345	
Age 0 - 4	2,554	5.89%
Age 5 - 9	2,651	6.12%
Age 10 - 14	3,045	7.03%
Age 15 - 17	1,860	4.29%
Age 18 - 20	1,796	4.14%
Age 21 - 24	2,163	4.99%
Age 25 - 34	4,788	11.05%
Age 35 - 44	5,016	11.57%
Age 45 - 54	4,876	11.25%
Age 55 - 64	5,679	13.10%
Age 65 - 74	5,124	11.82%
Age 75 - 84	2,829	6.53%
Age 85 and over	965	2.23%
Age 16 and over	34,474	79.53%
Age 18 and over	33,235	76.68%
Age 21 and over	31,439	72.53%
Age 65 and over	8,917	20.57%
2024 Est. Median Age		40.62
2024 Est. Average Age		41.01
2024 Est. Population by Sex	43,345	
Male	21,468	49.53%
Female	21,877	50.47%
2024 Est. Male Population by Age	21,468	
Age 0 - 4	1,299	6.05%
Age 5 - 9	1,352	6.30%
Age 10 - 14	1,616	7.53%
Age 15 - 17	951	4.43%
Age 18 - 20	920	4.29%
Age 21 - 24	1,108	5.16%
Age 25 - 34	2,367	11.03%
Age 35 - 44	2,494	11.62%
Age 45 - 54	2,418	11.26%
Age 55 - 64	2,763	12.87%
Age 65 - 74	2,543	11.85%
Age 75 - 84	1,299	6.05%
Age 85 and over	337	1.57%
2024 Est. Median Age, Male		39.51
2024 Est. Average Age, Male		40.07
2024 Est. Female Population by Age	21,877	
Age 0 - 4	1,255	5.74%
Age 5 - 9	1,300	5.94%
Age 10 - 14	1,429	6.53%
Age 15 - 17	908	4.15%
Age 18 - 20	876	4.00%
Age 21 - 24	1,055	4.82%
Age 25 - 34	2,421	11.07%
Age 35 - 44	2,521	11.52%
Age 45 - 54	2,457	11.23%
Age 55 - 64	2,916	13.33%
Age 65 - 74	2,581	11.80%
Age 75 - 84	1,530	6.99%
Age 85 and over	628	2.87%
2024 Est. Median Age, Female		41.72
2024 Est. Average Age, Female		41.89

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	10,035	28.59%
Males, Never Married	5,483	15.62%
Females, Never Married	4,552	12.97%
Married, Spouse present	18,152	51.72%
Married, Spouse absent	1,404	4.00%
Widowed	2,472	7.04%
Males Widowed	505	1.44%
Females Widowed	1,966	5.60%
Divorced	3,033	8.64%
Males Divorced	1,367	3.89%
Females Divorced	1,666	4.75%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,292	7.83%
Some High School, no diploma	2,364	8.08%
High School Graduate (or GED)	10,002	34.16%
Some College, no degree	6,548	22.37%
Associate Degree	1,833	6.26%
Bachelor's Degree	4,372	14.93%
Master's Degree	1,260	4.30%
Professional School Degree	351	1.20%
Doctorate Degree	254	0.87%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,796	40.38%
High School Graduate	3,119	33.18%
Some College or Associate's Degree	1,930	20.53%
Bachelor's Degree or Higher	555	5.90%
Households		
2029 Projection	16,928	
2024 Estimate	16,057	
2020 Census	15,247	
2010 Census	14,360	
Growth 2024 - 2029		5.42%
Growth 2020 - 2024		5.31%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	16,057	
Family Households	11,532	71.82%
Nonfamily Households	4,525	28.18%
2024 Est. Group Quarters Population	670	
2024 Households by Ethnicity, Hispanic/Latino	4,651	



Retail Trade Area • Demographic Profile

Sealy, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	16,057	
Income < \$15,000	1,021	6.36%
Income \$15,000 - \$24,999	1,205	7.50%
Income \$25,000 - \$34,999	1,112	6.92%
Income \$35,000 - \$49,999	2,392	14.90%
Income \$50,000 - \$74,999	2,669	16.62%
Income \$75,000 - \$99,999	2,058	12.82%
Income \$100,000 - \$124,999	1,677	10.44%
Income \$125,000 - \$149,999	1,136	7.08%
Income \$150,000 - \$199,999	1,292	8.05%
Income \$200,000 - \$249,999	571	3.56%
Income \$250,000 - \$499,999	607	3.78%
Income \$500,000+	318	1.98%
2024 Est. Average Household Income		\$99,584
2024 Est. Median Household Income		\$70,980
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$75,754
Black or African American Alone		\$46,963
American Indian and Alaska Native Alone		\$54,743
Asian Alone		\$103,621
Native Hawaiian and Other Pacific Islander Alone		\$150,000
Some Other Race Alone		\$72,742
Two or More Races		\$75,480
Hispanic or Latino		\$62,864
Not Hispanic or Latino		\$76,139
2024 Est. HH by Type and Presence of Own Child.	16,057	
Family Households with Children	4,806	29.93%
Family Households without Children	11,252	70.07%
Married-Couple Families	8,932	55.63%
Married-Couple Family, own children	3,426	21.34%
Married-Couple Family, no own children	5,506	34.29%
Cohabiting-Couple Families	1,140	7.10%
Cohabiting-Couple Family, own children	608	3.79%
Cohabiting-Couple Family, no own children	532	3.31%
Male Householder Families	2,270	14.14%
Male Householder, own children	310	1.93%
Male Householder, no own children	323	2.01%
Male Householder, only Nonrelatives	181	1.13%
Male Householder, Living Alone	1,456	9.07%
Female Householder Families	3,715	23.14%
Female Householder, own children	461	2.87%
Female Householder, no own children	873	5.44%
Female Householder, only Nonrelatives	129	0.80%
Female Householder, Living Alone	2,252	14.03%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	16,057	
1-person	4,328	26.95%
2-person	5,053	31.47%
3-person	2,328	14.50%
4-person	2,059	12.82%
5-person	1,233	7.68%
6-person	612	3.81%
7-or-more-person	444	2.77%
2024 Est. Average Household Size		2.65
2024 Est. Households by Number of Vehicles	16,057	
No Vehicles	724	4.51%
1 Vehicle	4,141	25.79%
2 Vehicles	6,467	40.28%
3 Vehicles	3,233	20.14%
4 Vehicles	1,118	6.96%
5 or more Vehicles	374	2.33%
2024 Est. Average Number of Vehicles		2.1
Family Households		
2029 Projection	12,169	
2024 Estimate	11,532	
2020 Estimate	10,687	
2010 Census	10,290	
Growth 2024 - 2029		5.52%
Growth 2020 - 2024		7.91%
Growth 2010 - 2020		3.86%
2024 Est. Families by Poverty Status	11,532	
2024 Families at or Above Poverty	10,598	91.90%
2024 Families at or Above Poverty with Children	4,481	38.86%
2024 Families Below Poverty	934	8.10%
2024 Families Below Poverty with Children	699	6.06%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	20,218	58.65%
Civilian Labor Force, Unemployed	1,111	3.22%
Armed Forces	7	0.02%
Not in Labor Force	13,137	38.11%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	13,861	68.09%
Non-Profit Private Workers	1,283	6.30%
Local Government Workers	224	1.10%
State Government Workers	441	2.17%
Federal Government Workers	1,720	8.45%
Self-Employed Workers	2,746	13.49%
Unpaid Family Workers	81	0.40%



Retail Trade Area • Demographic Profile

Sealy, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	306	1.50%
Arts/Entertainment/Sports	165	0.81%
Building Grounds Maintenance	969	4.76%
Business/Financial Operations	952	4.68%
Community/Social Services	349	1.71%
Computer/Mathematical	239	1.17%
Construction/Extraction	1,966	9.66%
Education/Training/Library	1,265	6.21%
Farming/Fishing/Forestry	330	1.62%
Food Prep/Serving	862	4.23%
Health Practitioner/Technician	990	4.86%
Healthcare Support	415	2.04%
Maintenance Repair	781	3.84%
Legal	205	1.01%
Life/Physical/Social Science	47	0.23%
Management	1,733	8.51%
Office/Admin. Support	1,995	9.80%
Production	1,333	6.55%
Protective Services	376	1.85%
Sales/Related	2,301	11.30%
Personal Care/Service	588	2.89%
Transportation/Moving	2,191	10.76%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	10,546	51.81%
Blue Collar	6,271	30.80%
Service and Farm	3,540	17.39%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	16,328	81.75%
Car Pooled	1,680	8.41%
Public Transportation	9	0.04%
Walked	319	1.60%
Bicycle	89	0.45%
Other Means	214	1.07%
Worked at Home	1,333	6.67%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,567	
15 - 29 Minutes	5,235	
30 - 44 Minutes	3,375	
45 - 59 Minutes	1,482	
60 or more Minutes	2,036	
2024 Est. Avg Travel Time to Work in Minutes		29
2024 Est. Occupied Housing Units by Tenure	16,057	
Owner Occupied	11,564	72.02%
Renter Occupied	4,493	27.98%
2024 Owner Occ. HUs: Avg. Length of Residence		16.21 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.72 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	11,564	
Value Less than \$20,000	706	6.11%
Value \$20,000 - \$39,999	594	5.14%
Value \$40,000 - \$59,999	374	3.23%
Value \$60,000 - \$79,999	753	6.51%
Value \$80,000 - \$99,999	390	3.37%
Value \$100,000 - \$149,999	1,274	11.02%
Value \$150,000 - \$199,999	1,121	9.69%
Value \$200,000 - \$299,999	2,089	18.07%
Value \$300,000 - \$399,999	1,623	14.04%
Value \$400,000 - \$499,999	1,146	9.91%
Value \$500,000 - \$749,999	847	7.33%
Value \$750,000 - \$999,999	291	2.52%
Value \$1,000,000 or \$1,499,999	177	1.53%
Value \$1,500,000 or \$1,999,999	96	0.83%
Value \$2,000,000+	85	0.74%
2024 Est. Median All Owner-Occupied Housing Value		\$225,966
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	12,202	66.79%
1 Unit Attached	263	1.44%
2 Units	348	1.90%
3 or 4 Units	807	4.42%
5 to 19 Units	424	2.32%
20 to 49 Units	86	0.47%
50 or More Units	192	1.05%
Mobile Home or Trailer	3,888	21.28%
Boat, RV, Van, etc.	61	0.33%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	861	4.71%
Housing Units Built 2010 to 2019	1,948	10.66%
Housing Units Built 2000 to 2009	2,847	15.58%
Housing Units Built 1990 to 1999	3,117	17.06%
Housing Units Built 1980 to 1989	3,006	16.45%
Housing Units Built 1970 to 1979	1,850	10.13%
Housing Units Built 1960 to 1969	1,180	6.46%
Housing Units Built 1950 to 1959	1,315	7.20%
Housing Units Built 1940 to 1949	878	4.81%
Housing Unit Built 1939 or Earlier	1,268	6.94%
2024 Est. Median Year Structure Built		1989

[†] 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.





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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, AlphaMap, 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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