



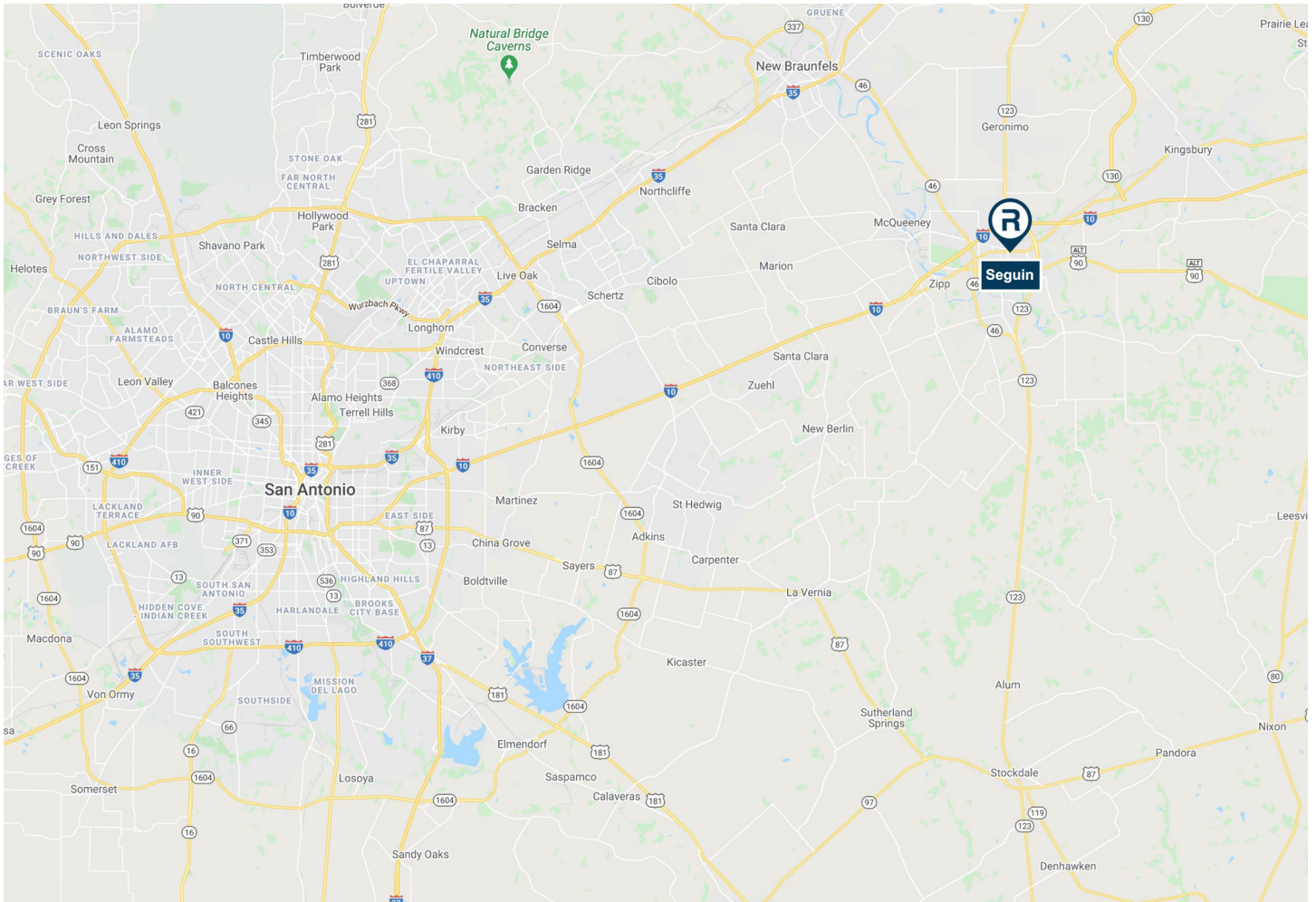
The**Retail**Coach.®

Community Demographic Profile

SEGUIN, TEXAS

Prepared for Seguin Economic Development Corporation
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Community



Prepared for:



**ECONOMIC
DEVELOPMENT
CORPORATION**

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DESCRIPTION	DATA	%
Population		
2026 Projection	31,257	
2021 Estimate	29,448	
2010 Census	25,175	
2000 Census	24,379	
Growth 2021 - 2026		6.14%
Growth 2010 - 2021		16.97%
Growth 2000 - 2010		3.27%
2021 Est. Population by Single-Classification Race	29,448	
White Alone	22,450	76.24%
Black or African American Alone	2,296	7.80%
Amer. Indian and Alaska Native Alone	151	0.51%
Asian Alone	304	1.03%
Native Hawaiian and Other Pacific Island Alone	13	0.04%
Some Other Race Alone	3,509	11.92%
Two or More Races	725	2.46%
2021 Est. Population by Hispanic or Latino Origin	29,448	
Not Hispanic or Latino	12,645	42.94%
Hispanic or Latino	16,803	57.06%
Mexican	14,795	88.05%
Puerto Rican	47	0.28%
Cuban	26	0.16%
All Other Hispanic or Latino	1,935	11.52%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	16,803	
White Alone	12,444	74.06%
Black or African American Alone	244	1.45%
American Indian and Alaska Native Alone	107	0.64%
Asian Alone	23	0.14%
Native Hawaiian and Other Pacific Islander Alone	3	0.02%
Some Other Race Alone	3,469	20.65%
Two or More Races	513	3.05%
2021 Est. Pop by Race, Asian Alone, by Category	304	
Chinese, except Taiwanese	86	28.29%
Filipino	65	21.38%
Japanese	0	0.00%
Asian Indian	125	41.12%
Korean	21	6.91%
Vietnamese	3	0.99%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	4	1.32%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	29,448	
Arab	12	0.04%
Czech	150	0.51%
Danish	50	0.17%
Dutch	105	0.36%
English	1,247	4.24%
French (except Basque)	375	1.27%
French Canadian	31	0.11%
German	4,127	14.02%
Greek	33	0.11%
Hungarian	3	0.01%
Irish	1,244	4.22%
Italian	343	1.17%
Lithuanian	0	0.00%
United States or American	1,158	3.93%
Norwegian	93	0.32%
Polish	307	1.04%
Portuguese	47	0.16%
Russian	56	0.19%
Scottish	223	0.76%
Scotch-Irish	211	0.72%
Slovak	0	0.00%
Subsaharan African	52	0.18%
Swedish	104	0.35%
Swiss	20	0.07%
Ukrainian	12	0.04%
Welsh	70	0.24%
West Indian (except Hisp. groups)	19	0.07%
Other ancestries	16,320	55.42%
Ancestry Unclassified	3,036	10.31%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	15,620	56.84%
Speak Asian/Pacific Island Language at Home	328	1.19%
Speak IndoEuropean Language at Home	549	2.00%
Speak Spanish at Home	10,934	39.79%
Speak Other Language at Home	50	0.18%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	29,448	
Age 0 - 4	1,967	6.68%
Age 5 - 9	1,981	6.73%
Age 10 - 14	2,021	6.86%
Age 15 - 17	1,233	4.19%
Age 18 - 20	1,521	5.17%
Age 21 - 24	1,597	5.42%
Age 25 - 34	3,760	12.77%
Age 35 - 44	3,881	13.18%
Age 45 - 54	3,089	10.49%
Age 55 - 64	2,991	10.16%
Age 65 - 74	2,841	9.65%
Age 75 - 84	1,735	5.89%
Age 85 and over	831	2.82%
Age 16 and over	23,074	78.36%
Age 18 and over	22,246	75.54%
Age 21 and over	20,725	70.38%
Age 65 and over	5,407	18.36%
2021 Est. Median Age		36.63
2021 Est. Average Age		38.90
2021 Est. Population by Sex	29,448	
Male	14,367	48.79%
Female	15,081	51.21%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	14,367	
Age 0 - 4	998	6.95%
Age 5 - 9	1,007	7.01%
Age 10 - 14	1,029	7.16%
Age 15 - 17	632	4.40%
Age 18 - 20	768	5.35%
Age 21 - 24	819	5.70%
Age 25 - 34	1,882	13.10%
Age 35 - 44	1,995	13.89%
Age 45 - 54	1,540	10.72%
Age 55 - 64	1,366	9.51%
Age 65 - 74	1,312	9.13%
Age 75 - 84	727	5.06%
Age 85 and over	292	2.03%
2021 Est. Median Age, Male		35.24
2021 Est. Average Age, Male		37.40
2021 Est. Female Population by Age	15,081	
Age 0 - 4	969	6.43%
Age 5 - 9	974	6.46%
Age 10 - 14	992	6.58%
Age 15 - 17	601	3.99%
Age 18 - 20	753	4.99%
Age 21 - 24	778	5.16%
Age 25 - 34	1,878	12.45%
Age 35 - 44	1,886	12.51%
Age 45 - 54	1,549	10.27%
Age 55 - 64	1,625	10.78%
Age 65 - 74	1,529	10.14%
Age 75 - 84	1,008	6.68%
Age 85 and over	539	3.57%
2021 Est. Median Age, Female		38.09
2021 Est. Average Age, Female		40.20

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,136	34.65%
Males, Never Married	4,167	17.75%
Females, Never Married	3,969	16.91%
Married, Spouse present	8,896	37.89%
Married, Spouse absent	1,656	7.05%
Widowed	1,650	7.03%
Males Widowed	444	1.89%
Females Widowed	1,206	5.14%
Divorced	3,141	13.38%
Males Divorced	1,377	5.87%
Females Divorced	1,764	7.51%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,445	7.6%
Some High School, no diploma	2,132	11.1%
High School Graduate (or GED)	7,805	40.8%
Some College, no degree	3,484	18.2%
Associate Degree	1,141	6.0%
Bachelor's Degree	2,191	11.5%
Master's Degree	700	3.7%
Professional School Degree	104	0.5%
Doctorate Degree	126	0.7%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,809	28.58%
High School Graduate	4,993	50.79%
Some College or Associate's Degree	1,486	15.12%
Bachelor's Degree or Higher	542	5.51%
Households		
2026 Projection	11,523	
2021 Estimate	10,730	
2010 Census	8,812	
2000 Census	8,365	
Growth 2021 - 2026		7.39%
Growth 2010 - 2021		21.77%
Growth 2000 - 2010		5.34%
2021 Est. Households by Household Type	10,730	
Family Households	7,374	68.72%
Nonfamily Households	3,356	31.28%
2021 Est. Group Quarters Population	1,470	
2021 Households by Ethnicity, Hispanic/Latino	5,137	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	10,730	
Income < \$15,000	1,421	13.24%
Income \$15,000 - \$24,999	1,003	9.35%
Income \$25,000 - \$34,999	913	8.51%
Income \$35,000 - \$49,999	1,555	14.49%
Income \$50,000 - \$74,999	2,081	19.39%
Income \$75,000 - \$99,999	1,378	12.84%
Income \$100,000 - \$124,999	830	7.74%
Income \$125,000 - \$149,999	412	3.84%
Income \$150,000 - \$199,999	461	4.30%
Income \$200,000 - \$249,999	304	2.83%
Income \$250,000 - \$499,999	251	2.34%
Income \$500,000+	121	1.13%
2021 Est. Average Household Income		\$77,285
2021 Est. Median Household Income		\$55,043
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$58,571
Black or African American Alone		\$35,117
American Indian and Alaska Native Alone		\$58,367
Asian Alone		\$82,426
Native Hawaiian and Other Pacific Islander Alone		\$111,713
Some Other Race Alone		\$42,652
Two or More Races		\$53,546
Hispanic or Latino		\$51,046
Not Hispanic or Latino		\$60,178
2021 Est. Family HH Type by Presence of Own Child.	7,374	
Married-Couple Family, own children	1,828	24.79%
Married-Couple Family, no own children	3,081	41.78%
Male Householder, own children	322	4.37%
Male Householder, no own children	315	4.27%
Female Householder, own children	1,001	13.58%
Female Householder, no own children	827	11.22%
2021 Est. Households by Household Size	10,730	
1-person	3,007	28.02%
2-person	3,305	30.80%
3-person	1,701	15.85%
4-person	1,336	12.45%
5-person	767	7.15%
6-person	379	3.53%
7-or-more-person	235	2.19%
2021 Est. Average Household Size		2.61

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	10,730	
Households with 1 or More People under Age 18:	3,791	35.33%
Married-Couple Family	2,122	55.98%
Other Family, Male Householder	399	10.53%
Other Family, Female Householder	1,245	32.84%
Nonfamily, Male Householder	17	0.45%
Nonfamily, Female Householder	8	0.21%
Households with No People under Age 18:	6,939	64.67%
Married-Couple Family	2,786	40.15%
Other Family, Male Householder	235	3.39%
Other Family, Female Householder	588	8.47%
Nonfamily, Male Householder	1,474	21.24%
Nonfamily, Female Householder	1,856	26.75%
2021 Est. Households by Number of Vehicles	10,730	
No Vehicles	823	7.67%
1 Vehicle	3,334	31.07%
2 Vehicles	4,364	40.67%
3 Vehicles	1,636	15.25%
4 Vehicles	358	3.34%
5 or more Vehicles	215	2.00%
2021 Est. Average Number of Vehicles		1.8
Family Households		
2026 Projection	7,923	
2021 Estimate	7,374	
2010 Census	6,028	
2000 Census	5,938	
Growth 2021 - 2026		7.45%
Growth 2010 - 2021		22.33%
Growth 2000 - 2010		1.52%
2021 Est. Families by Poverty Status	7,374	
2021 Families at or Above Poverty	6,679	90.58%
2021 Families at or Above Poverty with Children	2,570	34.85%
2021 Families Below Poverty	695	9.43%
2021 Families Below Poverty with Children	555	7.53%
2021 Est. Pop 16+ by Employment Status	23,074	
Civilian Labor Force, Employed	13,097	56.76%
Civilian Labor Force, Unemployed	565	2.45%
Armed Forces	16	0.07%
Not in Labor Force	9,396	40.72%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	12,784	
For-Profit Private Workers	9,515	74.43%
Non-Profit Private Workers	468	3.66%
Local Government Workers	209	1.64%
State Government Workers	342	2.68%
Federal Government Workers	931	7.28%
Self-Employed Workers	1,306	10.22%
Unpaid Family Workers	13	0.10%
2021 Est. Civ. Employed Pop 16+ by Occupation	12,784	
Architect/Engineer	99	0.77%
Arts/Entertainment/Sports	153	1.20%
Building Grounds Maintenance	526	4.12%
Business/Financial Operations	360	2.82%
Community/Social Services	94	0.74%
Computer/Mathematical	98	0.77%
Construction/Extraction	818	6.40%
Education/Training/Library	526	4.12%
Farming/Fishing/Forestry	67	0.52%
Food Prep/Serving	641	5.01%
Health Practitioner/Technician	739	5.78%
Healthcare Support	445	3.48%
Maintenance Repair	773	6.05%
Legal	34	0.27%
Life/Physical/Social Science	49	0.38%
Management	710	5.55%
Office/Admin. Support	1,398	10.94%
Production	1,687	13.20%
Protective Services	351	2.75%
Sales/Related	1,376	10.76%
Personal Care/Service	277	2.17%
Transportation/Moving	1,563	12.23%
2021 Est. Pop 16+ by Occupation Classification	12,784	
White Collar	5,636	44.09%
Blue Collar	4,841	37.87%
Service and Farm	2,307	18.05%
2021 Est. Workers Age 16+ by Transp. to Work	12,722	
Drove Alone	10,632	83.57%
Car Pooled	1,315	10.34%
Public Transportation	4	0.03%
Walked	234	1.84%
Bicycle	50	0.39%
Other Means	115	0.90%
Worked at Home	372	2.92%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,619	
15 - 29 Minutes	3,318	
30 - 44 Minutes	2,028	
45 - 59 Minutes	669	
60 or more Minutes	729	
2021 Est. Avg Travel Time to Work in Minutes		23
2021 Est. Occupied Housing Units by Tenure	10,730	
Owner Occupied	6,589	61.41%
Renter Occupied	4,141	38.59%
2021 Owner Occ. HUs: Avg. Length of Residence		15.8
2021 Renter Occ. HUs: Avg. Length of Residence		6.6
2021 Est. Owner-Occupied Housing Units by Value	10,730	
Value Less than \$20,000	356	5.40%
Value \$20,000 - \$39,999	227	3.45%
Value \$40,000 - \$59,999	431	6.54%
Value \$60,000 - \$79,999	514	7.80%
Value \$80,000 - \$99,999	596	9.05%
Value \$100,000 - \$149,999	1,018	15.45%
Value \$150,000 - \$199,999	809	12.28%
Value \$200,000 - \$299,999	1,373	20.84%
Value \$300,000 - \$399,999	580	8.80%
Value \$400,000 - \$499,999	350	5.31%
Value \$500,000 - \$749,999	174	2.64%
Value \$750,000 - \$999,999	66	1.00%
Value \$1,000,000 or \$1,499,999	28	0.43%
Value \$1,500,000 or \$1,999,999	3	0.05%
Value \$2,000,000+	64	0.97%
2021 Est. Median All Owner-Occupied Housing Value		\$158,684
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	8,079	68.47%
1 Unit Attached	75	0.64%
2 Units	428	3.63%
3 or 4 Units	597	5.06%
5 to 19 Units	1,308	11.09%
20 to 49 Units	212	1.80%
50 or More Units	150	1.27%
Mobile Home or Trailer	938	7.95%
Boat, RV, Van, etc.	13	0.11%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,225	10.38%
Housing Units Built 2010 to 2014	625	5.30%
Housing Units Built 2000 to 2009	1,408	11.93%
Housing Units Built 1990 to 1999	1,274	10.80%
Housing Units Built 1980 to 1989	1,624	13.76%
Housing Units Built 1970 to 1979	1,902	16.12%
Housing Units Built 1960 to 1969	1,281	10.86%
Housing Units Built 1950 to 1959	1,323	11.21%
Housing Units Built 1940 to 1949	430	3.64%
Housing Unit Built 1939 or Earlier	708	6.00%
2021 Est. Median Year Structure Built		1981

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.

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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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