



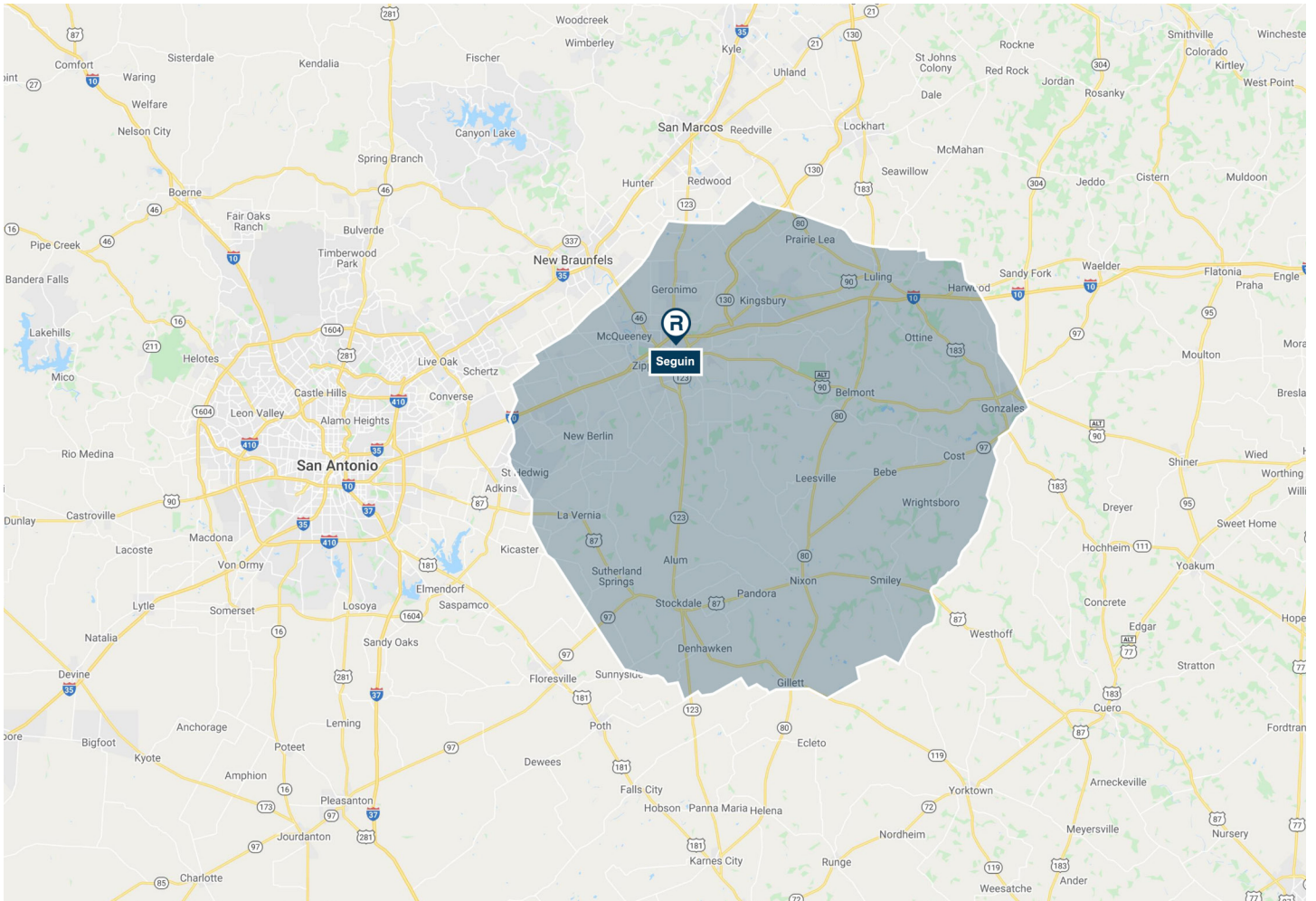
The **Retail** Coach.®

Retail Trade Area Demographic Profile

SEGUIN, TEXAS

Prepared for Seguin Economic Development Corporation
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Retail Trade Area



Prepared for:



**ECONOMIC
DEVELOPMENT
CORPORATION**

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Retail Trade Area • Demographic Profile

Seguin, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	121,576	
2021 Estimate	113,482	
2010 Census	97,566	
2000 Census	87,698	
Growth 2021 - 2026		7.13%
Growth 2010 - 2021		16.31%
Growth 2000 - 2010		11.25%
2021 Est. Population by Single-Classification Race	113,482	
White Alone	90,901	80.10%
Black or African American Alone	5,293	4.66%
Amer. Indian and Alaska Native Alone	842	0.74%
Asian Alone	783	0.69%
Native Hawaiian and Other Pacific Island Alone	86	0.08%
Some Other Race Alone	12,481	11.00%
Two or More Races	3,097	2.73%
2021 Est. Population by Hispanic or Latino Origin	113,482	
Not Hispanic or Latino	63,878	56.29%
Hispanic or Latino	49,604	43.71%
Mexican	43,791	88.28%
Puerto Rican	322	0.65%
Cuban	103	0.21%
All Other Hispanic or Latino	5,389	10.86%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	49,604	
White Alone	34,281	69.11%
Black or African American Alone	486	0.98%
American Indian and Alaska Native Alone	503	1.01%
Asian Alone	70	0.14%
Native Hawaiian and Other Pacific Islander Alone	16	0.03%
Some Other Race Alone	12,377	24.95%
Two or More Races	1,872	3.77%
2021 Est. Pop by Race, Asian Alone, by Category	783	
Chinese, except Taiwanese	108	13.79%
Filipino	169	21.58%
Japanese	12	1.53%
Asian Indian	258	32.95%
Korean	107	13.67%
Vietnamese	91	11.62%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	9	1.15%
All Other Asian Races Including 2+ Category	29	3.70%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	113,482	
Arab	45	0.04%
Czech	1,931	1.70%
Danish	127	0.11%
Dutch	694	0.61%
English	5,959	5.25%
French (except Basque)	1,995	1.76%
French Canadian	118	0.10%
German	20,195	17.80%
Greek	161	0.14%
Hungarian	41	0.04%
Irish	7,573	6.67%
Italian	1,424	1.26%
Lithuanian	19	0.02%
United States or American	4,213	3.71%
Norwegian	465	0.41%
Polish	2,632	2.32%
Portuguese	226	0.20%
Russian	174	0.15%
Scottish	966	0.85%
Scotch-Irish	1,270	1.12%
Slovak	3	0.00%
Subsaharan African	115	0.10%
Swedish	699	0.62%
Swiss	80	0.07%
Ukrainian	50	0.04%
Welsh	300	0.26%
West Indian (except Hisp. groups)	89	0.08%
Other ancestries	49,365	43.50%
Ancestry Unclassified	12,551	11.06%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	69,171	65.05%
Speak Asian/Pacific Island Language at Home	1,193	1.12%
Speak IndoEuropean Language at Home	2,345	2.21%
Speak Spanish at Home	33,423	31.43%
Speak Other Language at Home	207	0.20%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	113,482	
Age 0 - 4	7,142	6.29%
Age 5 - 9	7,268	6.41%
Age 10 - 14	7,570	6.67%
Age 15 - 17	4,805	4.23%
Age 18 - 20	4,710	4.15%
Age 21 - 24	5,769	5.08%
Age 25 - 34	13,841	12.20%
Age 35 - 44	14,201	12.51%
Age 45 - 54	13,363	11.78%
Age 55 - 64	14,186	12.50%
Age 65 - 74	11,945	10.53%
Age 75 - 84	6,331	5.58%
Age 85 and over	2,351	2.07%
Age 16 and over	89,932	79.25%
Age 18 and over	86,697	76.40%
Age 21 and over	81,988	72.25%
Age 65 and over	20,626	18.18%
2021 Est. Median Age		38.96
2021 Est. Average Age		39.84
2021 Est. Population by Sex	113,482	
Male	56,408	49.71%
Female	57,074	50.29%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	56,408	
Age 0 - 4	3,604	6.39%
Age 5 - 9	3,713	6.58%
Age 10 - 14	3,890	6.90%
Age 15 - 17	2,476	4.39%
Age 18 - 20	2,431	4.31%
Age 21 - 24	2,966	5.26%
Age 25 - 34	7,041	12.48%
Age 35 - 44	7,253	12.86%
Age 45 - 54	6,631	11.76%
Age 55 - 64	6,917	12.26%
Age 65 - 74	5,773	10.23%
Age 75 - 84	2,824	5.01%
Age 85 and over	888	1.57%
2021 Est. Median Age, Male		37.86
2021 Est. Average Age, Male		38.94
2021 Est. Female Population by Age	57,074	
Age 0 - 4	3,537	6.20%
Age 5 - 9	3,555	6.23%
Age 10 - 14	3,680	6.45%
Age 15 - 17	2,329	4.08%
Age 18 - 20	2,279	3.99%
Age 21 - 24	2,803	4.91%
Age 25 - 34	6,800	11.91%
Age 35 - 44	6,948	12.17%
Age 45 - 54	6,732	11.80%
Age 55 - 64	7,270	12.74%
Age 65 - 74	6,171	10.81%
Age 75 - 84	3,507	6.15%
Age 85 and over	1,462	2.56%
2021 Est. Median Age, Female		40.11
2021 Est. Average Age, Female		40.70

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	26,507	28.97%
Males, Never Married	14,349	15.68%
Females, Never Married	12,158	13.29%
Married, Spouse present	44,106	48.20%
Married, Spouse absent	4,631	5.06%
Widowed	6,030	6.59%
Males Widowed	1,682	1.84%
Females Widowed	4,347	4.75%
Divorced	10,228	11.18%
Males Divorced	4,644	5.08%
Females Divorced	5,584	6.10%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,117	6.7%
Some High School, no diploma	6,644	8.7%
High School Graduate (or GED)	29,663	38.9%
Some College, no degree	15,849	20.8%
Associate Degree	4,893	6.4%
Bachelor's Degree	10,050	13.2%
Master's Degree	3,132	4.1%
Professional School Degree	455	0.6%
Doctorate Degree	415	0.5%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	8,533	29.84%
High School Graduate	12,893	45.09%
Some College or Associate's Degree	5,248	18.35%
Bachelor's Degree or Higher	1,921	6.72%
Households		
2026 Projection	44,631	
2021 Estimate	41,393	
2010 Census	34,939	
2000 Census	30,762	
Growth 2021 - 2026		7.82%
Growth 2010 - 2021		18.47%
Growth 2000 - 2010		13.58%
2021 Est. Households by Household Type	41,393	
Family Households	30,377	73.39%
Nonfamily Households	11,016	26.61%
2021 Est. Group Quarters Population	2,187	
2021 Households by Ethnicity, Hispanic/Latino	14,510	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	41,393	
Income < \$15,000	4,122	9.96%
Income \$15,000 - \$24,999	3,145	7.60%
Income \$25,000 - \$34,999	3,474	8.39%
Income \$35,000 - \$49,999	5,308	12.82%
Income \$50,000 - \$74,999	7,805	18.86%
Income \$75,000 - \$99,999	5,568	13.45%
Income \$100,000 - \$124,999	3,889	9.40%
Income \$125,000 - \$149,999	2,383	5.76%
Income \$150,000 - \$199,999	2,575	6.22%
Income \$200,000 - \$249,999	1,311	3.17%
Income \$250,000 - \$499,999	1,232	2.98%
Income \$500,000+	580	1.40%
2021 Est. Average Household Income		\$88,430
2021 Est. Median Household Income		\$64,156
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$68,041
Black or African American Alone		\$37,483
American Indian and Alaska Native Alone		\$68,320
Asian Alone		\$78,990
Native Hawaiian and Other Pacific Islander Alone		\$85,428
Some Other Race Alone		\$48,536
Two or More Races		\$51,357
Hispanic or Latino		\$55,500
Not Hispanic or Latino		\$70,776
2021 Est. Family HH Type by Presence of Own Child.	30,377	
Married-Couple Family, own children	8,846	29.12%
Married-Couple Family, no own children	14,115	46.47%
Male Householder, own children	1,128	3.71%
Male Householder, no own children	1,113	3.66%
Female Householder, own children	2,824	9.30%
Female Householder, no own children	2,352	7.74%
2021 Est. Households by Household Size	41,393	
1-person	9,636	23.28%
2-person	13,938	33.67%
3-person	6,846	16.54%
4-person	5,668	13.69%
5-person	3,018	7.29%
6-person	1,351	3.26%
7-or-more-person	935	2.26%
2021 Est. Average Household Size		2.69

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	41,393	
Households with 1 or More People under Age 18:	15,002	36.24%
Married-Couple Family	9,995	66.63%
Other Family, Male Householder	1,381	9.21%
Other Family, Female Householder	3,498	23.32%
Nonfamily, Male Householder	101	0.67%
Nonfamily, Female Householder	28	0.19%
Households with No People under Age 18:	26,390	63.76%
Married-Couple Family	12,973	49.16%
Other Family, Male Householder	859	3.26%
Other Family, Female Householder	1,676	6.35%
Nonfamily, Male Householder	5,340	20.24%
Nonfamily, Female Householder	5,543	21.00%
2021 Est. Households by Number of Vehicles	41,393	
No Vehicles	2,105	5.09%
1 Vehicle	11,220	27.11%
2 Vehicles	16,823	40.64%
3 Vehicles	7,871	19.02%
4 Vehicles	2,101	5.08%
5 or more Vehicles	1,274	3.08%
2021 Est. Average Number of Vehicles		2.04
Family Households		
2026 Projection	32,771	
2021 Estimate	30,377	
2010 Census	25,551	
2000 Census	23,026	
Growth 2021 - 2026		7.88%
Growth 2010 - 2021		18.89%
Growth 2000 - 2010		10.97%
2021 Est. Families by Poverty Status	30,377	
2021 Families at or Above Poverty	27,910	91.88%
2021 Families at or Above Poverty with Children	11,571	38.09%
2021 Families Below Poverty	2,467	8.12%
2021 Families Below Poverty with Children	1,875	6.17%
2021 Est. Pop 16+ by Employment Status	89,932	
Civilian Labor Force, Employed	51,365	57.12%
Civilian Labor Force, Unemployed	2,146	2.39%
Armed Forces	132	0.15%
Not in Labor Force	36,289	40.35%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	51,480	
For-Profit Private Workers	36,148	70.22%
Non-Profit Private Workers	2,075	4.03%
Local Government Workers	1,131	2.20%
State Government Workers	1,746	3.39%
Federal Government Workers	4,525	8.79%
Self-Employed Workers	5,752	11.17%
Unpaid Family Workers	102	0.20%
2021 Est. Civ. Employed Pop 16+ by Occupation	51,480	
Architect/Engineer	654	1.27%
Arts/Entertainment/Sports	427	0.83%
Building Grounds Maintenance	1,931	3.75%
Business/Financial Operations	1,850	3.59%
Community/Social Services	522	1.01%
Computer/Mathematical	612	1.19%
Construction/Extraction	3,931	7.64%
Education/Training/Library	2,488	4.83%
Farming/Fishing/Forestry	616	1.20%
Food Prep/Serving	2,068	4.02%
Health Practitioner/Technician	2,940	5.71%
Healthcare Support	1,595	3.10%
Maintenance Repair	3,416	6.64%
Legal	254	0.49%
Life/Physical/Social Science	213	0.41%
Management	3,841	7.46%
Office/Admin. Support	5,961	11.58%
Production	4,543	8.83%
Protective Services	1,399	2.72%
Sales/Related	5,199	10.10%
Personal Care/Service	1,477	2.87%
Transportation/Moving	5,542	10.77%
2021 Est. Pop 16+ by Occupation Classification	51,480	
White Collar	24,962	48.49%
Blue Collar	17,433	33.86%
Service and Farm	9,085	17.65%
2021 Est. Workers Age 16+ by Transp. to Work	50,977	
Drove Alone	42,415	83.20%
Car Pooled	4,876	9.57%
Public Transportation	110	0.22%
Walked	770	1.51%
Bicycle	80	0.16%
Other Means	532	1.04%
Worked at Home	2,195	4.31%

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Seguin, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,269	
15 - 29 Minutes	13,765	
30 - 44 Minutes	9,450	
45 - 59 Minutes	5,231	
60 or more Minutes	5,114	
2021 Est. Avg Travel Time to Work in Minutes		30
2021 Est. Occupied Housing Units by Tenure	41,393	
Owner Occupied	30,694	74.15%
Renter Occupied	10,698	25.85%
2021 Owner Occ. HUs: Avg. Length of Residence		15.61
2021 Renter Occ. HUs: Avg. Length of Residence		6.25
2021 Est. Owner-Occupied Housing Units by Value	41,393	
Value Less than \$20,000	1,576	5.14%
Value \$20,000 - \$39,999	1,289	4.20%
Value \$40,000 - \$59,999	1,673	5.45%
Value \$60,000 - \$79,999	1,819	5.93%
Value \$80,000 - \$99,999	2,132	6.95%
Value \$100,000 - \$149,999	3,993	13.01%
Value \$150,000 - \$199,999	3,504	11.42%
Value \$200,000 - \$299,999	6,526	21.26%
Value \$300,000 - \$399,999	3,527	11.49%
Value \$400,000 - \$499,999	2,250	7.33%
Value \$500,000 - \$749,999	1,218	3.97%
Value \$750,000 - \$999,999	577	1.88%
Value \$1,000,000 or \$1,499,999	343	1.12%
Value \$1,500,000 or \$1,999,999	62	0.20%
Value \$2,000,000+	206	0.67%
2021 Est. Median All Owner-Occupied Housing Value		\$190,607
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	31,308	67.40%
1 Unit Attached	370	0.80%
2 Units	977	2.10%
3 or 4 Units	1,076	2.32%
5 to 19 Units	1,891	4.07%
20 to 49 Units	405	0.87%
50 or More Units	206	0.44%
Mobile Home or Trailer	10,104	21.75%
Boat, RV, Van, etc.	115	0.25%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	6,341	13.65%
Housing Units Built 2010 to 2014	2,559	5.51%
Housing Units Built 2000 to 2009	7,815	16.82%
Housing Units Built 1990 to 1999	6,837	14.72%
Housing Units Built 1980 to 1989	6,300	13.56%
Housing Units Built 1970 to 1979	5,922	12.75%
Housing Units Built 1960 to 1969	3,093	6.66%
Housing Units Built 1950 to 1959	3,090	6.65%
Housing Units Built 1940 to 1949	1,825	3.93%
Housing Unit Built 1939 or Earlier	2,671	5.75%
2021 Est. Median Year Structure Built		1990

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

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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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