



The **Retail** Coach.®

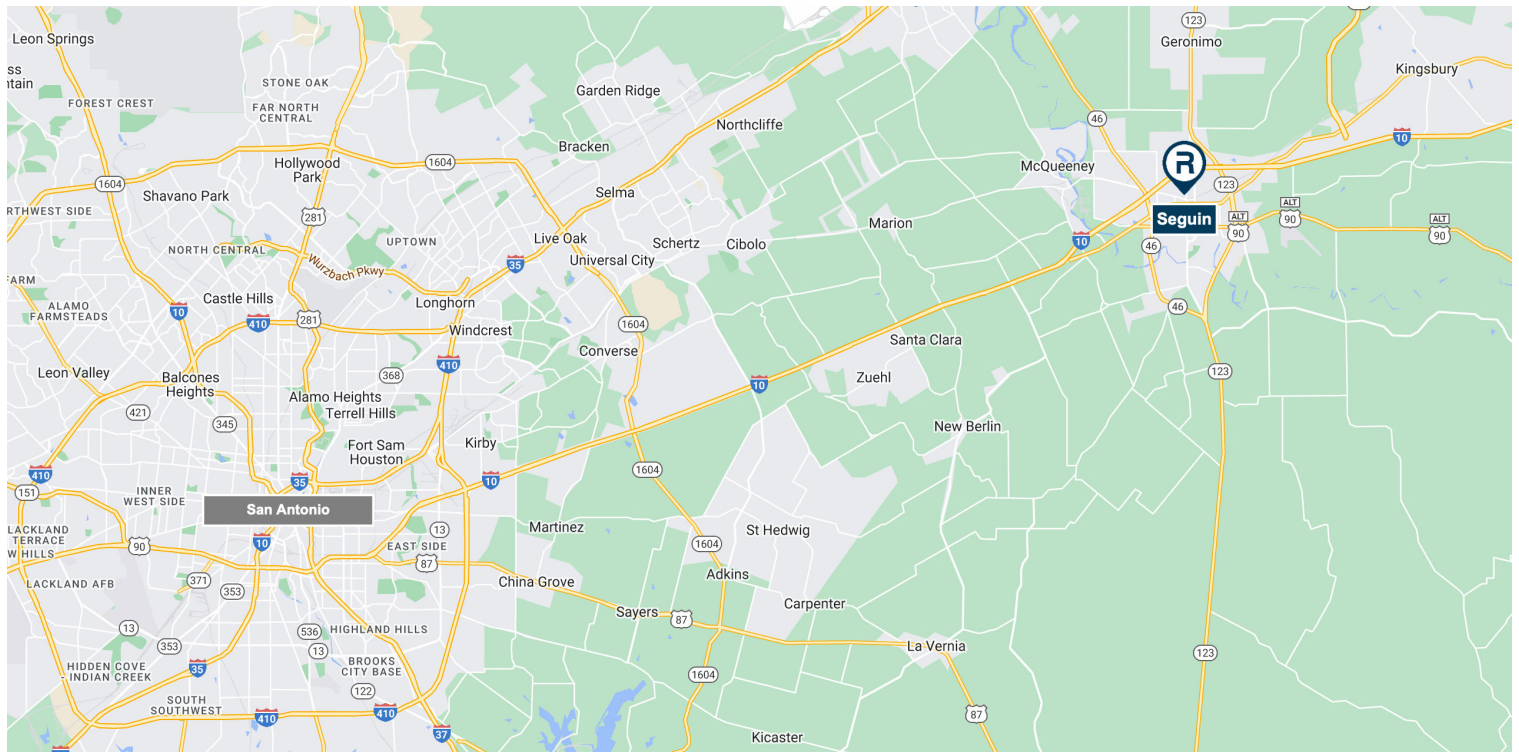
Community Demographic Profile

SEGUIN, TEXAS

Prepared for Seguin Economic Development Corporation
November 2022

Community • Demographic Snapshot

Seguin, Texas



Population

2010	25,175
2022	31,211
2027	32,772

Educational Attainment (%)

Graduate or Professional Degree	5.56%
Bachelors Degree	11.89%
Associate Degree	6.72%
Some College	16.89%
High School Graduate (GED)	40.50%
Some High School, No Degree	12.99%
Less than 9th Grade	5.45%

Income

Average HH	\$74,553
Median HH	\$57,748
Per Capita	\$27,334

Age

0 - 9 Years	13.37%
10 - 17 Years	11.08%
18 - 24 Years	10.53%
25 - 34 Years	12.34%
35 - 44 Years	13.67%
45 - 54 Years	10.53%
55 - 64 Years	10.03%
65 and Older	18.46%
Median Age	36.96
Average Age	38.90

Race Distribution (%)

White	75.96%
Black/African American	8.01%
American Indian/Alaskan	0.50%
Asian	1.06%
Native Hawaiian/Islander	0.05%
Other Race	11.91%
Two or More Races	2.51%
Hispanic	56.97%



ECONOMIC DEVELOPMENT CORPORATION

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Community • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2027 Projection	32,772	
2022 Estimate	31,211	
2010 Census	25,175	
2000 Census	24,379	
Growth 2022 - 2027		5.00%
Growth 2010 - 2022		23.98%
Growth 2000 - 2010		3.27%
2022 Est. Population by Single-Classification Race	31,211	
White Alone	23,708	75.96%
Black or African American Alone	2,498	8.01%
Amer. Indian and Alaska Native Alone	157	0.50%
Asian Alone	330	1.06%
Native Hawaiian and Other Pacific Island Alone	16	0.05%
Some Other Race Alone	3,718	11.91%
Two or More Races	784	2.51%
2022 Est. Population by Hispanic or Latino Origin	31,211	
Not Hispanic or Latino	13,429	43.03%
Hispanic or Latino	17,782	56.97%
Mexican	15,658	88.06%
Puerto Rican	54	0.31%
Cuban	27	0.15%
All Other Hispanic or Latino	2,042	11.49%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	17,782	
White Alone	13,165	74.04%
Black or African American Alone	257	1.44%
American Indian and Alaska Native Alone	110	0.62%
Asian Alone	25	0.14%
Native Hawaiian and Other Pacific Islander Alone	4	0.02%
Some Other Race Alone	3,676	20.67%
Two or More Races	546	3.07%
2022 Est. Pop by Race, Asian Alone, by Category	330	
Chinese, except Taiwanese	89	26.90%
Filipino	73	22.15%
Japanese	0	0.00%
Asian Indian	109	32.91%
Korean	15	4.43%
Vietnamese	1	0.32%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	6	1.90%
All Other Asian Races Including 2+ Category	38	11.39%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	31,211	
Arab	5	0.02%
Czech	198	0.64%
Danish	44	0.14%
Dutch	117	0.38%
English	1,229	3.94%
French (except Basque)	353	1.13%
French Canadian	37	0.12%
German	4,130	13.23%
Greek	44	0.14%
Hungarian	2	0.01%
Irish	1,330	4.26%
Italian	290	0.93%
Lithuanian	0	0.00%
United States or American	1,129	3.62%
Norwegian	70	0.22%
Polish	383	1.23%
Portuguese	57	0.18%
Russian	104	0.33%
Scottish	249	0.80%
Scotch-Irish	220	0.71%
Slovak	0	0.00%
Subsaharan African	130	0.42%
Swedish	90	0.29%
Swiss	28	0.09%
Ukrainian	0	0.00%
Welsh	130	0.42%
West Indian (except Hisp. groups)	30	0.10%
Other ancestries	16,691	53.48%
Ancestry Unclassified	4,119	13.20%
2022 Est. Pop Age 5+ by Language Spoken At Home	29,120	
Speak Only English at Home	20,176	69.28%
Speak Asian/Pacific Island Language at Home	206	0.71%
Speak IndoEuropean Language at Home	459	1.58%
Speak Spanish at Home	8,229	28.26%
Speak Other Language at Home	51	0.18%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	31,211	
Age 0 - 4	2,091	6.70%
Age 5 - 9	2,081	6.67%
Age 10 - 14	2,137	6.85%
Age 15 - 17	1,321	4.23%
Age 18 - 20	1,603	5.14%
Age 21 - 24	1,684	5.40%
Age 25 - 34	3,852	12.34%
Age 35 - 44	4,265	13.67%
Age 45 - 54	3,285	10.53%
Age 55 - 64	3,130	10.03%
Age 65 - 74	3,012	9.65%
Age 75 - 84	1,871	6.00%
Age 85 and over	878	2.81%
Age 16 and over	24,468	78.40%
Age 18 and over	23,581	75.55%
Age 21 and over	21,978	70.42%
Age 65 and over	5,761	18.46%
2022 Est. Median Age		36.96
2022 Est. Average Age		38.90
2022 Est. Population by Sex	31,211	
Male	15,222	48.77%
Female	15,990	51.23%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	15,222	
Age 0 - 4	1,054	6.93%
Age 5 - 9	1,057	6.95%
Age 10 - 14	1,094	7.19%
Age 15 - 17	680	4.47%
Age 18 - 20	814	5.35%
Age 21 - 24	866	5.69%
Age 25 - 34	1,923	12.64%
Age 35 - 44	2,186	14.36%
Age 45 - 54	1,631	10.72%
Age 55 - 64	1,443	9.48%
Age 65 - 74	1,376	9.04%
Age 75 - 84	786	5.16%
Age 85 and over	310	2.04%
2022 Est. Median Age, Male		35.56
2022 Est. Average Age, Male		37.50
2022 Est. Female Population by Age	15,990	
Age 0 - 4	1,036	6.48%
Age 5 - 9	1,024	6.40%
Age 10 - 14	1,044	6.53%
Age 15 - 17	641	4.01%
Age 18 - 20	789	4.93%
Age 21 - 24	818	5.12%
Age 25 - 34	1,929	12.06%
Age 35 - 44	2,079	13.00%
Age 45 - 54	1,654	10.35%
Age 55 - 64	1,687	10.55%
Age 65 - 74	1,636	10.23%
Age 75 - 84	1,085	6.79%
Age 85 and over	568	3.55%
2022 Est. Median Age, Female		38.40
2022 Est. Average Age, Female		40.30

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,362	33.58%
Males, Never Married	4,373	17.56%
Females, Never Married	3,989	16.02%
Married, Spouse present	9,967	40.02%
Married, Spouse absent	1,471	5.91%
Widowed	1,861	7.47%
Males Widowed	578	2.32%
Females Widowed	1,283	5.15%
Divorced	3,241	13.02%
Males Divorced	1,323	5.31%
Females Divorced	1,918	7.70%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,105	5.4%
Some High School, no diploma	2,635	13.0%
High School Graduate (or GED)	8,220	40.5%
Some College, no degree	3,427	16.9%
Associate Degree	1,364	6.7%
Bachelor's Degree	2,413	11.9%
Master's Degree	844	4.2%
Professional School Degree	216	1.1%
Doctorate Degree	69	0.3%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,340	28.89%
High School Graduate	5,695	49.26%
Some College or Associate's Degree	1,822	15.76%
Bachelor's Degree or Higher	705	6.10%
Households		
2027 Projection	11,578	
2022 Estimate	10,911	
2010 Census	8,812	
2000 Census	8,365	
Growth 2022 - 2027		6.11%
Growth 2010 - 2022		23.82%
Growth 2000 - 2010		5.34%
2022 Est. Households by Household Type	10,911	
Family Households	7,499	68.73%
Nonfamily Households	3,412	31.27%
2022 Est. Group Quarters Population	1,451	
2022 Households by Ethnicity, Hispanic/Latino	5,221	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	10,911	
Income < \$15,000	1,145	10.49%
Income \$15,000 - \$24,999	987	9.05%
Income \$25,000 - \$34,999	1,044	9.57%
Income \$35,000 - \$49,999	1,558	14.28%
Income \$50,000 - \$74,999	2,114	19.38%
Income \$75,000 - \$99,999	1,468	13.45%
Income \$100,000 - \$124,999	993	9.10%
Income \$125,000 - \$149,999	591	5.42%
Income \$150,000 - \$199,999	547	5.01%
Income \$200,000 - \$249,999	256	2.35%
Income \$250,000 - \$499,999	161	1.48%
Income \$500,000+	47	0.43%
2022 Est. Average Household Income		\$74,553
2022 Est. Median Household Income		\$57,748
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$60,927
Black or African American Alone		\$40,328
American Indian and Alaska Native Alone		\$59,395
Asian Alone		\$82,455
Native Hawaiian and Other Pacific Islander Alone		\$81,250
Some Other Race Alone		\$47,510
Two or More Races		\$57,989
Hispanic or Latino		\$52,588
Not Hispanic or Latino		\$64,703
2022 Est. Family HH Type by Presence of Own Child.	7,499	
Married-Couple Family, own children	1,856	24.75%
Married-Couple Family, no own children	3,135	41.81%
Male Householder, own children	326	4.35%
Male Householder, no own children	319	4.25%
Female Householder, own children	1,019	13.59%
Female Householder, no own children	844	11.26%
2022 Est. Households by Household Size	10,911	
1-person	3,054	27.99%
2-person	3,365	30.84%
3-person	1,729	15.85%
4-person	1,361	12.47%
5-person	780	7.15%
6-person	381	3.49%
7-or-more-person	241	2.21%
2022 Est. Average Household Size		2.61

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	10,911	
Households with 1 or More People under Age 18:	3,855	35.33%
Married-Couple Family	6,099	55.90%
Other Family, Male Householder	1,149	10.53%
Other Family, Female Householder	3,583	32.84%
Nonfamily, Male Householder	54	0.49%
Nonfamily, Female Householder	25	0.23%
Households with No People under Age 18:	7,056	64.67%
Married-Couple Family	4,390	40.24%
Other Family, Male Householder	365	3.35%
Other Family, Female Householder	928	8.50%
Nonfamily, Male Householder	2,309	21.16%
Nonfamily, Female Householder	2,919	26.76%
2022 Est. Households by Number of Vehicles	10,911	
No Vehicles	638	5.85%
1 Vehicle	3,754	34.41%
2 Vehicles	4,215	38.63%
3 Vehicles	1,620	14.85%
4 Vehicles	465	4.26%
5 or more Vehicles	219	2.01%
2022 Est. Average Number of Vehicles		1.9
Family Households		
2027 Projection	7,965	
2022 Estimate	7,499	
2010 Census	6,028	
2000 Census	5,938	
Growth 2022 - 2027		6.21%
Growth 2010 - 2022		24.40%
Growth 2000 - 2010		1.52%
2022 Est. Families by Poverty Status	7,499	
2022 Families at or Above Poverty	6,761	90.16%
2022 Families at or Above Poverty with Children	2,651	35.35%
2022 Families Below Poverty	738	9.84%
2022 Families Below Poverty with Children	638	8.51%
2022 Est. Pop 16+ by Employment Status	24,468	
Civilian Labor Force, Employed	14,331	58.57%
Civilian Labor Force, Unemployed	649	2.65%
Armed Forces	25	0.10%
Not in Labor Force	9,463	38.67%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	14,356	
For-Profit Private Workers	11,136	77.57%
Non-Profit Private Workers	585	4.08%
Local Government Workers	295	2.05%
State Government Workers	402	2.80%
Federal Government Workers	1,010	7.03%
Self-Employed Workers	914	6.37%
Unpaid Family Workers	14	0.10%
2022 Est. Civ. Employed Pop 16+ by Occupation	14,356	
Architect/Engineer	195	1.36%
Arts/Entertainment/Sports	143	0.99%
Building Grounds Maintenance	752	5.24%
Business/Financial Operations	437	3.05%
Community/Social Services	119	0.83%
Computer/Mathematical	110	0.77%
Construction/Extraction	843	5.87%
Education/Training/Library	664	4.62%
Farming/Fishing/Forestry	20	0.14%
Food Prep/Serving	1,134	7.90%
Health Practitioner/Technician	638	4.44%
Healthcare Support	587	4.09%
Maintenance Repair	599	4.17%
Legal	34	0.24%
Life/Physical/Social Science	42	0.30%
Management	816	5.69%
Office/Admin. Support	1,824	12.70%
Production	1,896	13.20%
Protective Services	262	1.83%
Sales/Related	1,648	11.48%
Personal Care/Service	283	1.97%
Transportation/Moving	1,313	9.15%
2022 Est. Pop 16+ by Occupation Classification	14,356	
White Collar	6,668	46.45%
Blue Collar	4,651	32.40%
Service and Farm	3,037	21.16%
2022 Est. Workers Age 16+ by Transp. to Work	14,356	
Drove Alone	12,021	83.74%
Car Pooled	1,485	10.34%
Public Transportation	17	0.12%
Walked	197	1.38%
Bicycle	93	0.65%
Other Means	114	0.80%
Worked at Home	429	2.99%

Community • Demographic Profile

Seguin, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,482	46.54%
15 - 29 Minutes	3,743	26.88%
30 - 44 Minutes	2,057	14.77%
45 - 59 Minutes	713	5.12%
60 or more Minutes	932	6.69%
2022 Est. Avg Travel Time to Work in Minutes		23
2022 Est. Occupied Housing Units by Tenure	10,911	
Owner Occupied	6,704	61.44%
Renter Occupied	4,207	38.56%
2022 Owner Occ. HUs: Avg. Length of Residence		15.8 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		7.2 [†]
2022 Est. Owner-Occupied Housing Units by Value	10,911	
Value Less than \$20,000	436	4.00%
Value \$20,000 - \$39,999	555	5.09%
Value \$40,000 - \$59,999	534	4.89%
Value \$60,000 - \$79,999	793	7.26%
Value \$80,000 - \$99,999	505	4.62%
Value \$100,000 - \$149,999	1,413	12.95%
Value \$150,000 - \$199,999	1,208	11.07%
Value \$200,000 - \$299,999	2,121	19.44%
Value \$300,000 - \$399,999	1,305	11.96%
Value \$400,000 - \$499,999	1,012	9.28%
Value \$500,000 - \$749,999	614	5.62%
Value \$750,000 - \$999,999	228	2.09%
Value \$1,000,000 or \$1,499,999	109	1.00%
Value \$1,500,000 or \$1,999,999	13	0.12%
Value \$2,000,000+	67	0.61%
2022 Est. Median All Owner-Occupied Housing Value		\$200,548
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	7,704	70.61%
1 Unit Attached	88	0.80%
2 Units	323	2.96%
3 or 4 Units	579	5.31%
5 to 19 Units	1,079	9.89%
20 to 49 Units	203	1.86%
50 or More Units	130	1.19%
Mobile Home or Trailer	788	7.22%
Boat, RV, Van, etc.	16	0.15%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,434	13.14%
Housing Units Built 2010 to 2014	566	5.19%
Housing Units Built 2000 to 2009	1,072	9.83%
Housing Units Built 1990 to 1999	1,240	11.36%
Housing Units Built 1980 to 1989	1,451	13.30%
Housing Units Built 1970 to 1979	1,676	15.36%
Housing Units Built 1960 to 1969	1,096	10.05%
Housing Units Built 1950 to 1959	1,285	11.77%
Housing Units Built 1940 to 1949	377	3.46%
Housing Unit Built 1939 or Earlier	713	6.54%
2022 Est. Median Year Structure Built		1982

[†] 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, 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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