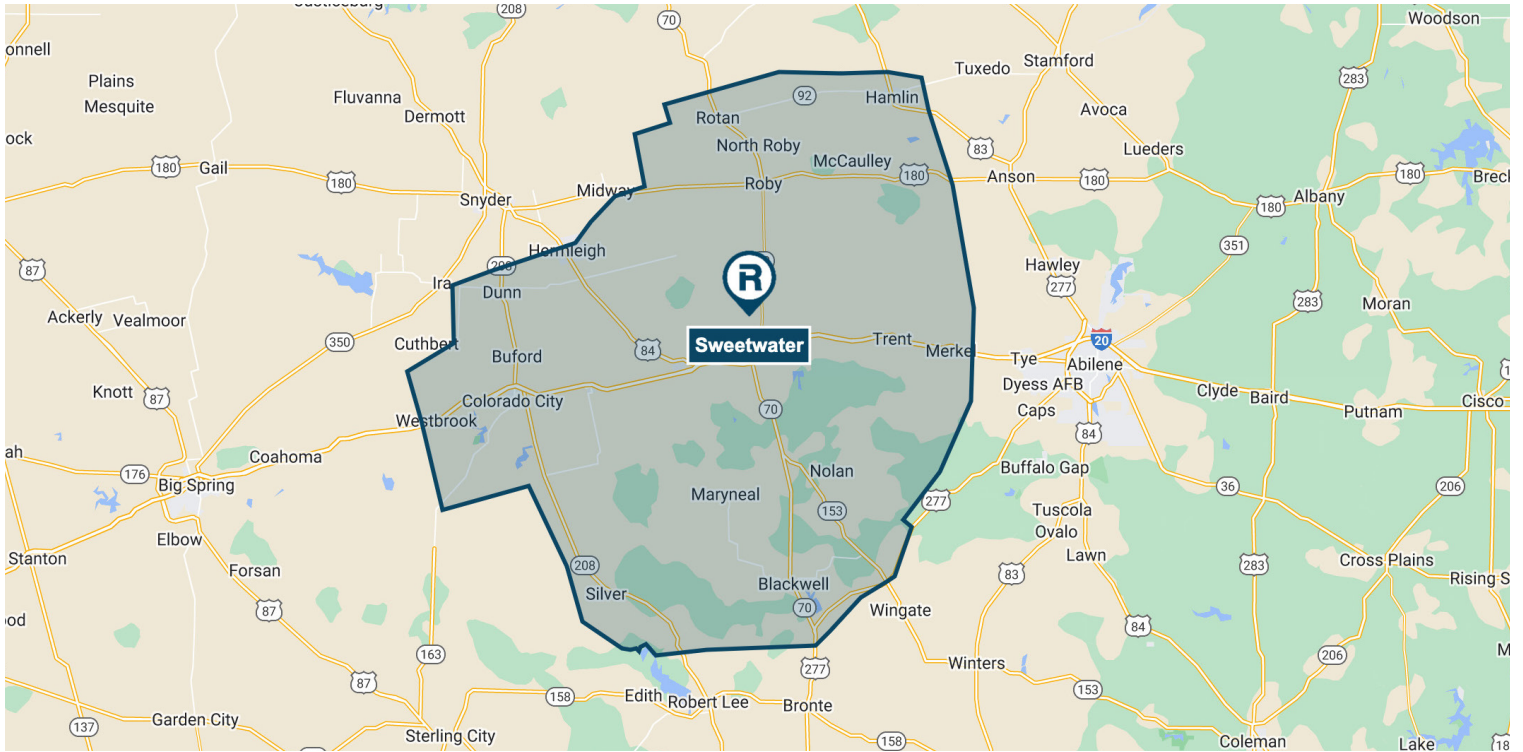


Primary Retail Trade Area • Retail Market Profile

Sweetwater, Texas



Population

2024 35,057

Educational Attainment (%)

Graduate or Professional Degree 4.08%

Bachelors Degree 10.64%

Associate Degree 8.05%

Some College 23.45%

High School Graduate (or GED) 37.65%

Some High School, No Degree 9.62%

Less than 9th Grade 6.52%

Income

Average HH \$76,389

Median HH \$54,439

Per Capita \$31,027

Age

0 - 9 Years 11.35%

10 - 17 Years 10.90%

18 - 24 Years 9.58%

25 - 34 Years 12.17%

35 - 44 Years 12.02%

45 - 54 Years 11.07%

55 - 64 Years 12.31%

65 and Older 20.61%

Median Age 39.93

Average Age 40.99

Race Distribution (%)

White 69.64%

Black/African American 5.79%

American Indian/Alaskan 0.86%

Asian 0.51%

Native Hawaiian/Islander 0.03%

Other Race 11.16%

Two or More Races 12.02%

Hispanic 33.51%



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Retail:360® Dashboard



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