



The**Retail**Coach®

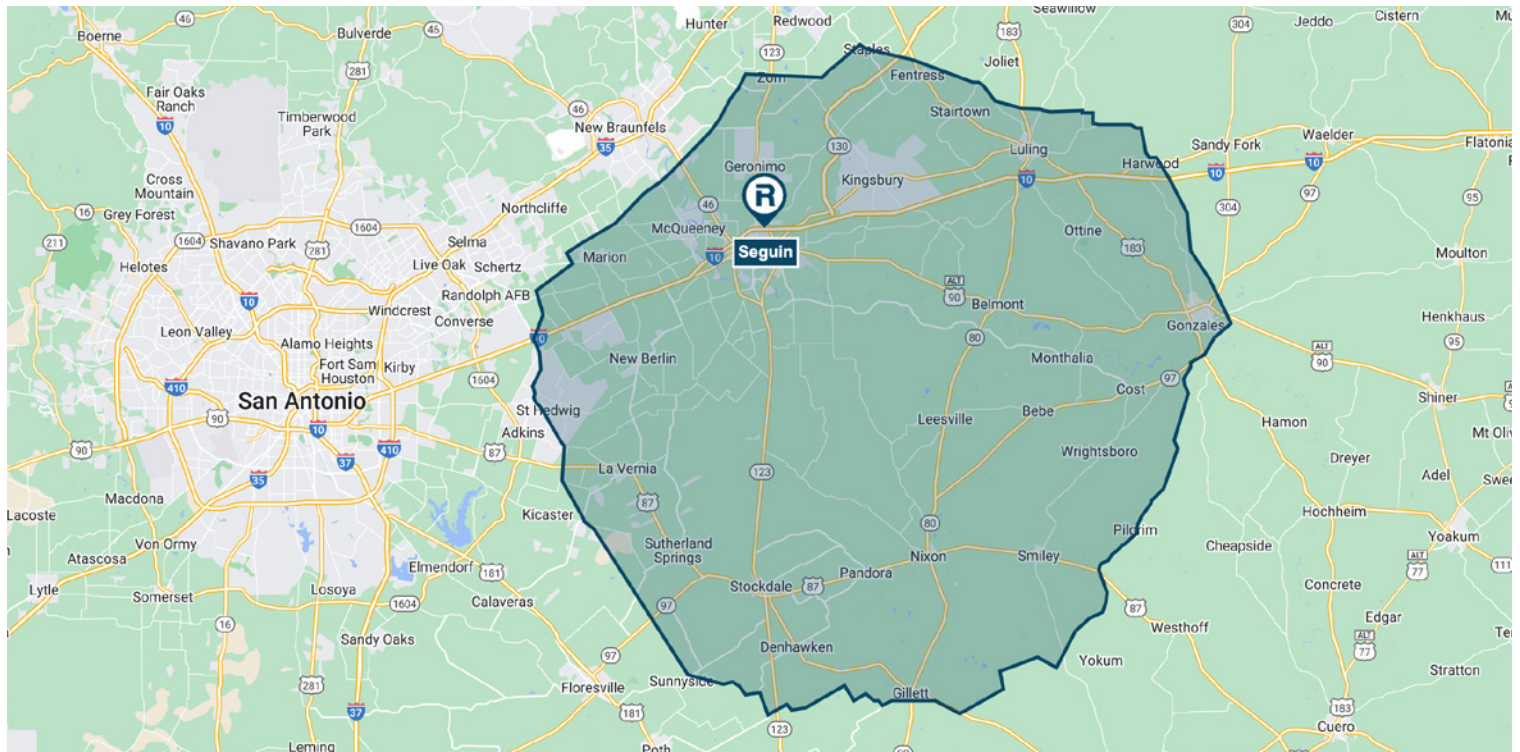
# Retail Trade Area Demographic Profile

SEGUIN, TEXAS

Prepared for Seguin Economic Development Corporation  
January 2024

# Retail Trade Area • Demographic Snapshot

Seguin, Texas



## Population

2020	110,354
2024	118,543
2029	126,775

## Educational Attainment (%)

Graduate or Professional Degree	6.13%
Bachelors Degree	14.56%
Associate Degree	7.19%
Some College	19.27%
High School Graduate (or GED)	37.51%
Some High School, No Degree	8.61%
Less than 9th Grade	6.72%

## Income

Average HH	\$98,691
Median HH	\$71,692
Per Capita	\$36,670

## Age

0 - 9 Years	11.73%
10 - 17 Years	10.75%
18 - 24 Years	9.89%
25 - 34 Years	11.03%
35 - 44 Years	11.61%
45 - 54 Years	11.56%
55 - 64 Years	13.39%
65 and Older	20.05%
Median Age	40.71
Average Age	40.97

## Race Distribution (%)

White	62.50%
Black/African American	3.88%
American Indian/Alaskan	0.84%
Asian	0.68%
Native Hawaiian/Islander	0.11%
Other Race	13.16%
Two or More Races	18.84%
Hispanic	43.46%



## ECONOMIC DEVELOPMENT CORPORATION

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# Retail Trade Area • Demographic Profile

Seguin, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	126,775	
2024 Estimate	118,543	
2020 Census	110,354	
2010 Census	96,974	
Growth 2024 - 2029		6.94%
Growth 2020 - 2024		7.42%
Growth 2010 - 2020		13.80%
<b>2024 Est. Population by Single-Classification Race</b>	<b>118,543</b>	
White Alone	74,088	62.50%
Black or African American Alone	4,597	3.88%
Amer. Indian and Alaska Native Alone	1,000	0.84%
Asian Alone	803	0.68%
Native Hawaiian and Other Pacific Island Alone	124	0.11%
Some Other Race Alone	15,595	13.16%
Two or More Races	22,336	18.84%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>118,543</b>	
Not Hispanic or Latino	67,022	56.54%
Hispanic or Latino	51,521	43.46%
Mexican	46,962	91.15%
Puerto Rican	554	1.07%
Cuban	253	0.49%
All Other Hispanic or Latino	3,753	7.28%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>51,521</b>	
White Alone	16,177	31.40%
Black or African American Alone	487	0.95%
American Indian and Alaska Native Alone	685	1.33%
Asian Alone	66	0.13%
Native Hawaiian and Other Pacific Islander Alone	36	0.07%
Some Other Race Alone	15,152	29.41%
Two or More Races	18,920	36.72%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>803</b>	
Chinese, except Taiwanese	50	6.23%
Filipino	154	19.18%
Japanese	12	1.49%
Asian Indian	154	19.18%
Korean	118	14.70%
Vietnamese	152	18.93%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	1	0.13%
Thai	40	4.98%
All Other Asian Races Including 2+ Category	122	15.19%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>118,543</b>	
Arab	9	0.01%
Czech	1,214	1.02%
Danish	129	0.11%
Dutch	479	0.40%
English	6,776	5.72%
French (except Basque)	1,682	1.42%
French Canadian	101	0.09%
German	18,879	15.93%
Greek	107	0.09%
Hungarian	39	0.03%
Irish	7,701	6.50%
Italian	1,177	0.99%
Lithuanian	38	0.03%
United States or American	3,948	3.33%
Norwegian	437	0.37%
Polish	2,635	2.22%
Portuguese	163	0.14%
Russian	109	0.09%
Scottish	1,508	1.27%
Scotch-Irish	1,617	1.36%
Slovak	27	0.02%
Subsaharan African	286	0.24%
Swedish	305	0.26%
Swiss	94	0.08%
Ukrainian	45	0.04%
Welsh	362	0.31%
West Indian (except Hisp. groups)	137	0.12%
Other ancestries	49,559	41.81%
Ancestry Unclassified	18,978	16.01%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	84,829	76.02%
Speak Asian/Pacific Island Language at Home	340	0.31%
Speak IndoEuropean Language at Home	1,196	1.07%
Speak Spanish at Home	25,110	22.50%
Speak Other Language at Home	111	0.10%

# Retail Trade Area • Demographic Profile

Seguin, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>118,543</b>	
Age 0 - 4	6,957	5.87%
Age 5 - 9	6,949	5.86%
Age 10 - 14	7,816	6.59%
Age 15 - 17	4,922	4.15%
Age 18 - 20	5,315	4.48%
Age 21 - 24	6,411	5.41%
Age 25 - 34	13,072	11.03%
Age 35 - 44	13,765	11.61%
Age 45 - 54	13,700	11.56%
Age 55 - 64	15,874	13.39%
Age 65 - 74	14,083	11.88%
Age 75 - 84	7,306	6.16%
Age 85 and over	2,376	2.00%
Age 16 and over	95,192	80.30%
Age 18 and over	91,900	77.53%
Age 21 and over	86,585	73.04%
Age 65 and over	23,764	20.05%
2024 Est. Median Age		40.71
2024 Est. Average Age		40.97
<b>2024 Est. Population by Sex</b>	<b>118,543</b>	
Male	58,792	49.60%
Female	59,751	50.41%
<b>2024 Est. Male Population by Age</b>	<b>58,792</b>	
Age 0 - 4	3,565	6.06%
Age 5 - 9	3,628	6.17%
Age 10 - 14	3,991	6.79%
Age 15 - 17	2,540	4.32%
Age 18 - 20	2,754	4.68%
Age 21 - 24	3,323	5.65%
Age 25 - 34	6,575	11.18%
Age 35 - 44	6,894	11.73%
Age 45 - 54	6,730	11.45%
Age 55 - 64	7,730	13.15%
Age 65 - 74	6,784	11.54%
Age 75 - 84	3,373	5.74%
Age 85 and over	905	1.54%
2024 Est. Median Age, Male		39.40
2024 Est. Average Age, Male		40.04
<b>2024 Est. Female Population by Age</b>	<b>59,751</b>	
Age 0 - 4	3,392	5.68%
Age 5 - 9	3,321	5.56%
Age 10 - 14	3,824	6.40%
Age 15 - 17	2,382	3.99%
Age 18 - 20	2,561	4.29%
Age 21 - 24	3,088	5.17%
Age 25 - 34	6,496	10.87%
Age 35 - 44	6,871	11.50%
Age 45 - 54	6,970	11.66%
Age 55 - 64	8,144	13.63%
Age 65 - 74	7,299	12.22%
Age 75 - 84	3,933	6.58%
Age 85 and over	1,470	2.46%
2024 Est. Median Age, Female		42.03
2024 Est. Average Age, Female		41.85

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	29,635	30.61%
Males, Never Married	16,133	16.66%
Females, Never Married	13,502	13.95%
Married, Spouse present	45,366	46.86%
Married, Spouse absent	4,980	5.14%
Widowed	5,725	5.91%
Males Widowed	1,689	1.75%
Females Widowed	4,036	4.17%
Divorced	11,115	11.48%
Males Divorced	4,875	5.04%
Females Divorced	6,240	6.45%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	5,391	6.72%
Some High School, no diploma	6,903	8.61%
High School Graduate (or GED)	30,069	37.51%
Some College, no degree	15,451	19.27%
Associate Degree	5,768	7.19%
Bachelor's Degree	11,673	14.56%
Master's Degree	3,950	4.93%
Professional School Degree	716	0.89%
Doctorate Degree	252	0.31%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	8,520	28.34%
High School Graduate	12,870	42.81%
Some College or Associate's Degree	5,988	19.92%
Bachelor's Degree or Higher	2,686	8.94%
<b>Households</b>		
2029 Projection	46,527	
2024 Estimate	43,306	
2020 Census	40,024	
2010 Census	34,757	
Growth 2024 - 2029		7.44%
Growth 2020 - 2024		8.20%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>43,306</b>	
Family Households	31,876	73.61%
Nonfamily Households	11,430	26.39%
2024 Est. Group Quarters Population	1,993	
2024 Households by Ethnicity, Hispanic/Latino	15,370	



# Retail Trade Area • Demographic Profile

Seguin, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>43,306</b>	
Income < \$15,000	3,291	7.60%
Income \$15,000 - \$24,999	3,344	7.72%
Income \$25,000 - \$34,999	3,707	8.56%
Income \$35,000 - \$49,999	4,739	10.94%
Income \$50,000 - \$74,999	7,460	17.23%
Income \$75,000 - \$99,999	5,322	12.29%
Income \$100,000 - \$124,999	4,185	9.66%
Income \$125,000 - \$149,999	3,320	7.67%
Income \$150,000 - \$199,999	3,788	8.75%
Income \$200,000 - \$249,999	1,888	4.36%
Income \$250,000 - \$499,999	1,598	3.69%
Income \$500,000+	664	1.53%
2024 Est. Average Household Income		\$98,691
2024 Est. Median Household Income		\$71,692
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$78,847
Black or African American Alone		\$52,018
American Indian and Alaska Native Alone		\$56,541
Asian Alone		\$89,486
Native Hawaiian and Other Pacific Islander Alone		\$134,783
Some Other Race Alone		\$57,845
Two or More Races		\$65,103
Hispanic or Latino		\$59,989
Not Hispanic or Latino		\$80,620
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>43,306</b>	
Family Households with Children	12,943	29.89%
Family Households without Children	30,364	70.11%
<b>Married-Couple Families</b>	<b>22,484</b>	<b>51.92%</b>
Married-Couple Family, own children	8,311	19.19%
Married-Couple Family, no own children	14,173	32.73%
<b>Cohabiting-Couple Families</b>	<b>3,278</b>	<b>7.57%</b>
Cohabiting-Couple Family, own children	1,611	3.72%
Cohabiting-Couple Family, no own children	1,667	3.85%
<b>Male Householder Families</b>	<b>7,392</b>	<b>17.07%</b>
Male Householder, own children	538	1.24%
Male Householder, no own children	1,426	3.29%
Male Householder, only Nonrelatives	292	0.67%
Male Householder, Living Alone	5,136	11.86%
<b>Female Householder Families</b>	<b>10,153</b>	<b>23.44%</b>
Female Householder, own children	2,483	5.73%
Female Householder, no own children	2,435	5.62%
Female Householder, only Nonrelatives	268	0.62%
Female Householder, Living Alone	4,967	11.47%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>43,306</b>	
1-person	9,980	23.05%
2-person	14,619	33.76%
3-person	6,939	16.02%
4-person	5,960	13.76%
5-person	3,282	7.58%
6-person	1,528	3.53%
7-or-more-person	999	2.31%
2024 Est. Average Household Size		2.69
<b>2024 Est. Households by Number of Vehicles</b>	<b>43,306</b>	
No Vehicles	2,184	5.04%
1 Vehicle	11,667	26.94%
2 Vehicles	16,554	38.23%
3 Vehicles	8,579	19.81%
4 Vehicles	2,911	6.72%
5 or more Vehicles	1,412	3.26%
2024 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2029 Projection	34,318	
2024 Estimate	31,876	
2020 Estimate	28,760	
2010 Census	25,426	
Growth 2024 - 2029		7.66%
Growth 2020 - 2024		10.83%
Growth 2010 - 2020		13.11%
<b>2024 Est. Families by Poverty Status</b>	<b>31,876</b>	
2024 Families at or Above Poverty	28,609	89.75%
2024 Families at or Above Poverty with Children	12,114	38.00%
2024 Families Below Poverty	3,267	10.25%
2024 Families Below Poverty with Children	2,244	7.04%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	54,955	57.73%
Civilian Labor Force, Unemployed	2,085	2.19%
Armed Forces	148	0.16%
Not in Labor Force	38,004	39.92%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	38,535	69.74%
Non-Profit Private Workers	2,236	4.05%
Local Government Workers	1,121	2.03%
State Government Workers	1,454	2.63%
Federal Government Workers	5,432	9.83%
Self-Employed Workers	6,343	11.48%
Unpaid Family Workers	134	0.24%



# Retail Trade Area • Demographic Profile

Seguin, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	1,087	1.97%
Arts/Entertainment/Sports	351	0.64%
Building Grounds Maintenance	2,337	4.23%
Business/Financial Operations	2,177	3.94%
Community/Social Services	682	1.23%
Computer/Mathematical	948	1.72%
Construction/Extraction	4,279	7.74%
Education/Training/Library	2,851	5.16%
Farming/Fishing/Forestry	307	0.56%
Food Prep/Serving	3,618	6.55%
Health Practitioner/Technician	2,111	3.82%
Healthcare Support	1,630	2.95%
Maintenance Repair	2,822	5.11%
Legal	229	0.41%
Life/Physical/Social Science	618	1.12%
Management	4,762	8.62%
Office/Admin. Support	7,209	13.05%
Production	4,681	8.47%
Protective Services	1,344	2.43%
Sales/Related	5,282	9.56%
Personal Care/Service	918	1.66%
Transportation/Moving	5,013	9.07%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	28,306	51.23%
Blue Collar	16,795	30.39%
Service and Farm	10,153	18.37%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	44,611	81.49%
Car Pooled	4,347	7.94%
Public Transportation	46	0.08%
Walked	869	1.59%
Bicycle	156	0.28%
Other Means	573	1.05%
Worked at Home	4,145	7.57%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	14,463	
15 - 29 Minutes	14,784	
30 - 44 Minutes	8,970	
45 - 59 Minutes	5,833	
60 or more Minutes	6,699	
2024 Est. Avg Travel Time to Work in Minutes		32
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>43,306</b>	
Owner Occupied	31,877	65.98%
Renter Occupied	11,429	26.39%
2024 Owner Occ. HUs: Avg. Length of Residence		16.73 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		6.78 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>31,877</b>	
Value Less than \$20,000	1,831	5.74%
Value \$20,000 - \$39,999	1,091	3.42%
Value \$40,000 - \$59,999	839	2.63%
Value \$60,000 - \$79,999	1,339	4.20%
Value \$80,000 - \$99,999	1,631	5.12%
Value \$100,000 - \$149,999	2,899	9.09%
Value \$150,000 - \$199,999	3,334	10.46%
Value \$200,000 - \$299,999	6,495	20.37%
Value \$300,000 - \$399,999	4,119	12.92%
Value \$400,000 - \$499,999	3,545	11.12%
Value \$500,000 - \$749,999	2,782	8.73%
Value \$750,000 - \$999,999	1,114	3.50%
Value \$1,000,000 or \$1,499,999	601	1.88%
Value \$1,500,000 or \$1,999,999	99	0.31%
Value \$2,000,000+	158	0.50%
2024 Est. Median All Owner-Occupied Housing Value		\$243,470
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	32,144	66.53%
1 Unit Attached	489	1.01%
2 Units	803	1.66%
3 or 4 Units	1,315	2.72%
5 to 19 Units	1,715	3.55%
20 to 49 Units	268	0.56%
50 or More Units	156	0.32%
Mobile Home or Trailer	11,056	22.88%
Boat, RV, Van, etc.	369	0.76%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	3,344	6.92%
Housing Units Built 2010 to 2019	6,733	13.94%
Housing Units Built 2000 to 2009	6,781	14.04%
Housing Units Built 1990 to 1999	8,408	17.40%
Housing Units Built 1980 to 1989	6,305	13.05%
Housing Units Built 1970 to 1979	6,061	12.54%
Housing Units Built 1960 to 1969	2,844	5.89%
Housing Units Built 1950 to 1959	3,390	7.02%
Housing Units Built 1940 to 1949	1,973	4.08%
Housing Unit Built 1939 or Earlier	2,476	5.12%
2024 Est. Median Year Structure Built		1991

<sup>†</sup> 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, 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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