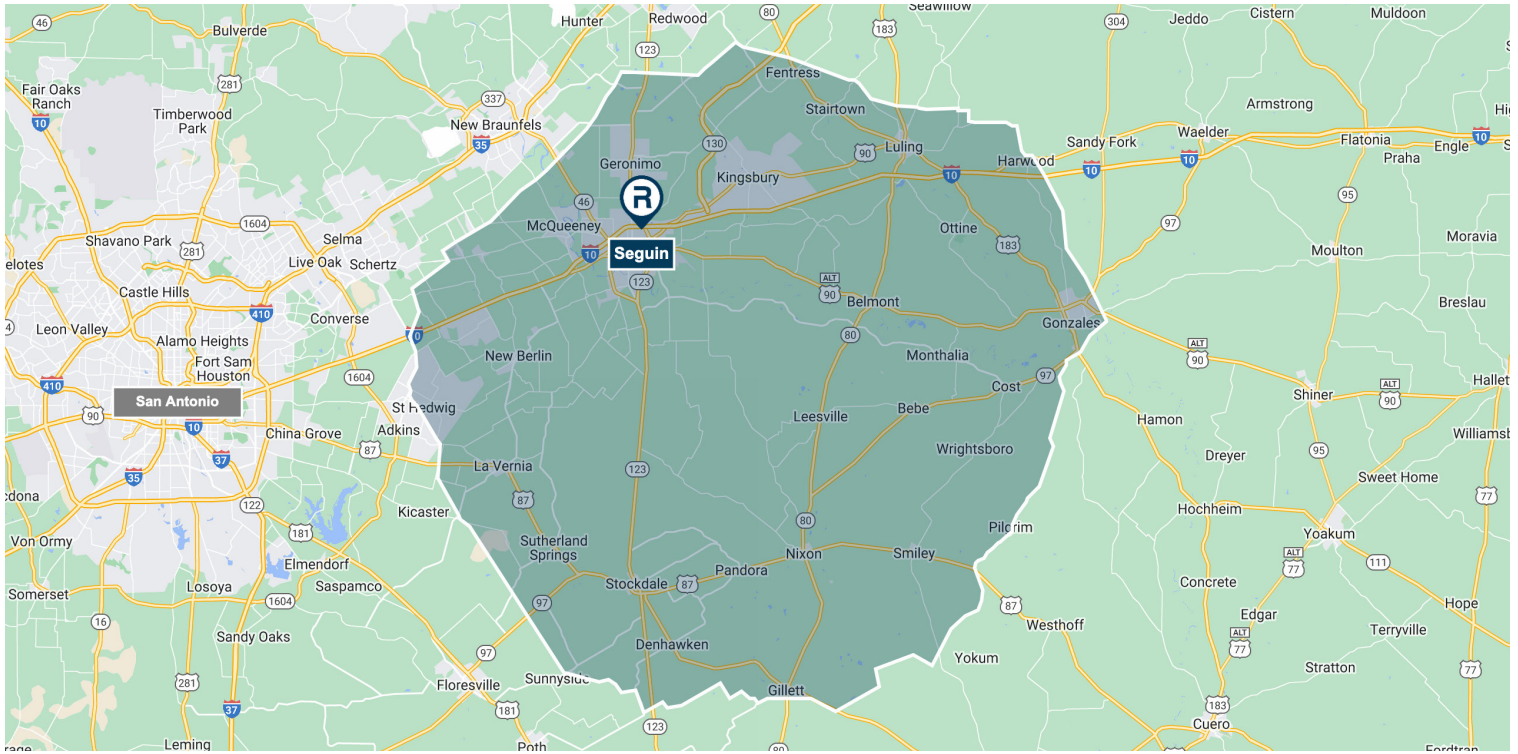# The**Retail**Coach®

Retail Trade Area Demographic Profile

SEGUIN, TEXAS

Prepared for Seguin Economic Development Corporation
November 2022

Retail Trade Area • Demographic Snapshot

Seguin, Texas

Population

2010	97,475
2022	115,399
2027	122,179

Educational Attainment (%)

Graduate or Professional Degree	5.77%
Bachelors Degree	14.08%
Associate Degree	7.01%
Some College	19.82%
High School Graduate (GED)	38.26%
Some High School, No Degree	9.39%
Less than 9th Grade	5.68%

Income

Average HH	$91,614
Median HH	$69,839
Per Capita	$34,106

Age

0 - 9 Years	12.51%
10 - 17 Years	10.86%
18 - 24 Years	9.16%
25 - 34 Years	12.06%
35 - 44 Years	12.79%
45 - 54 Years	11.73%
55 - 64 Years	12.37%
65 and Older	18.52%
Median Age	39.22
Average Age	40.02

Race Distribution (%)

White	80.00%
Black/African American	4.76%
American Indian/Alaskan	0.74%
Asian	0.72%
Native Hawaiian/Islander	0.09%
Other Race	10.92%
Two or More Races	2.78%
Hispanic	43.60%

SEGUIN TEXAS

ECONOMIC DEVELOPMENT CORPORATION

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Retail Trade Area • Demographic Profile

Seguin, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	122,179	
2022 Estimate	115,399	
2010 Census	97,475	
2000 Census	87,619	
Growth 2022 - 2027		5.87%
Growth 2010 - 2022		18.39%
Growth 2000 - 2010		11.25%
2022 Est. Population by Single-Classification Race	**115,399**	
White Alone	92,318	80.00%
Black or African American Alone	5,492	4.76%
Amer. Indian and Alaska Native Alone	851	0.74%
Asian Alone	829	0.72%
Native Hawaiian and Other Pacific Island Alone	102	0.09%
Some Other Race Alone	12,604	10.92%
Two or More Races	3,203	2.78%
2022 Est. Population by Hispanic or Latino Origin	**115,399**	
Not Hispanic or Latino	65,089	56.40%
Hispanic or Latino	50,309	43.60%
Mexican	44,406	88.27%
Puerto Rican	337	0.67%
Cuban	107	0.21%
All Other Hispanic or Latino	5,460	10.85%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	**50,309**	
White Alone	34,813	69.20%
Black or African American Alone	495	0.98%
American Indian and Alaska Native Alone	508	1.01%
Asian Alone	72	0.14%
Native Hawaiian and Other Pacific Islander Alone	18	0.04%
Some Other Race Alone	12,498	24.84%
Two or More Races	1,905	3.79%
2022 Est. Pop by Race, Asian Alone, by Category	**829**	
Chinese, except Taiwanese	133	16.04%
Filipino	141	17.01%
Japanese	11	1.33%
Asian Indian	210	25.33%
Korean	116	13.99%
Vietnamese	103	12.43%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	11	1.33%
Thai	13	1.57%
All Other Asian Races Including 2+ Category	91	10.98%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	**115,399**	
Arab	738	0.64%
Czech	1,667	1.44%
Danish	147	0.13%
Dutch	625	0.54%
English	6,128	5.31%
French (except Basque)	1,877	1.63%
French Canadian	111	0.10%
German	19,478	16.88%
Greek	154	0.13%
Hungarian	37	0.03%
Irish	7,280	6.31%
Italian	1,371	1.19%
Lithuanian	32	0.03%
United States or American	4,131	3.58%
Norwegian	473	0.41%
Polish	3,155	2.73%
Portuguese	281	0.24%
Russian	167	0.15%
Scottish	1,160	1.00%
Scotch-Irish	1,354	1.17%
Slovak	9	0.01%
Subsaharan African	184	0.16%
Swedish	579	0.50%
Swiss	86	0.08%
Ukrainian	28	0.02%
Welsh	393	0.34%
West Indian (except Hisp. groups)	89	0.08%
Other ancestries	48,629	42.14%
Ancestry Unclassified	15,036	13.03%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	81,900	75.64%
Speak Asian/Pacific Island Language at Home	407	0.38%
Speak IndoEuropean Language at Home	1,315	1.21%
Speak Spanish at Home	24,586	22.71%
Speak Other Language at Home	73	0.07%

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Retail Trade Area • Demographic Profile

Seguin, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	**115,399**	
Age 0 - 4	7,117	6.17%
Age 5 - 9	7,318	6.34%
Age 10 - 14	7,672	6.65%
Age 15 - 17	4,860	4.21%
Age 18 - 20	4,750	4.12%
Age 21 - 24	5,825	5.05%
Age 25 - 34	13,922	12.06%
Age 35 - 44	14,757	12.79%
Age 45 - 54	13,530	11.73%
Age 55 - 64	14,269	12.37%
Age 65 - 74	12,388	10.74%
Age 75 - 84	6,592	5.71%
Age 85 and over	2,397	2.08%
Age 16 and over	91,693	79.46%
Age 18 and over	88,432	76.63%
Age 21 and over	83,682	72.51%
Age 65 and over	21,377	18.52%
2022 Est. Median Age		39.22
2022 Est. Average Age		40.02
2022 Est. Population by Sex	**115,399**	
Male	57,351	49.70%
Female	58,047	50.30%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	**57,351**	
Age 0 - 4	3,562	6.21%
Age 5 - 9	3,741	6.52%
Age 10 - 14	3,938	6.87%
Age 15 - 17	2,509	4.37%
Age 18 - 20	2,460	4.29%
Age 21 - 24	3,004	5.24%
Age 25 - 34	7,086	12.36%
Age 35 - 44	7,529	13.13%
Age 45 - 54	6,730	11.74%
Age 55 - 64	6,978	12.17%
Age 65 - 74	5,971	10.41%
Age 75 - 84	2,933	5.11%
Age 85 and over	911	1.59%
2022 Est. Median Age, Male		38.15
2022 Est. Average Age, Male		39.14
2022 Est. Female Population by Age	**58,047**	
Age 0 - 4	3,556	6.13%
Age 5 - 9	3,577	6.16%
Age 10 - 14	3,733	6.43%
Age 15 - 17	2,351	4.05%
Age 18 - 20	2,290	3.94%
Age 21 - 24	2,821	4.86%
Age 25 - 34	6,836	11.78%
Age 35 - 44	7,229	12.45%
Age 45 - 54	6,800	11.72%
Age 55 - 64	7,292	12.56%
Age 65 - 74	6,417	11.06%
Age 75 - 84	3,659	6.30%
Age 85 and over	1,486	2.56%
2022 Est. Median Age, Female		40.33
2022 Est. Average Age, Female		40.88

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Retail Trade Area • Demographic Profile

Seguin, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	26,047	27.92%
Males, Never Married	14,320	15.35%
Females, Never Married	11,727	12.57%
Married, Spouse present	46,199	49.52%
Married, Spouse absent	4,587	4.92%
Widowed	6,306	6.76%
Males Widowed	2,028	2.17%
Females Widowed	4,278	4.59%
Divorced	10,152	10.88%
Males Divorced	4,525	4.85%
Females Divorced	5,628	6.03%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,423	5.68%
Some High School, no diploma	7,309	9.39%
High School Graduate (or GED)	29,784	38.26%
Some College, no degree	15,428	19.82%
Associate Degree	5,458	7.01%
Bachelor's Degree	10,962	14.08%
Master's Degree	3,554	4.57%
Professional School Degree	623	0.80%
Doctorate Degree	314	0.40%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	8,404	28.84%
High School Graduate	13,025	44.70%
Some College or Associate's Degree	5,468	18.76%
Bachelor's Degree or Higher	2,242	7.69%
Households		
2027 Projection	44,900	
2022 Estimate	42,159	
2010 Census	34,914	
2000 Census	30,736	
Growth 2022 - 2027		6.50%
Growth 2010 - 2022		20.75%
Growth 2000 - 2010		13.59%
2022 Est. Households by Household Type	42,159	
Family Households	30,950	73.41%
Nonfamily Households	11,209	26.59%
2022 Est. Group Quarters Population	2,155	
2022 Households by Ethnicity, Hispanic/Latino	14,734	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	42,159	
Income < $15,000	3,476	8.25%
Income $15,000 - $24,999	3,078	7.30%
Income $25,000 - $34,999	3,309	7.85%
Income $35,000 - $49,999	4,998	11.86%
Income $50,000 - $74,999	7,684	18.23%
Income $75,000 - $99,999	5,944	14.10%
Income $100,000 - $124,999	4,346	10.31%
Income $125,000 - $149,999	2,954	7.01%
Income $150,000 - $199,999	3,165	7.51%
Income $200,000 - $249,999	1,577	3.74%
Income $250,000 - $499,999	1,165	2.76%
Income $500,000+	462	1.10%
2022 Est. Average Household Income		$91,614
2022 Est. Median Household Income		$69,839
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$74,298
Black or African American Alone		$48,680
American Indian and Alaska Native Alone		$84,616
Asian Alone		$78,952
Native Hawaiian and Other Pacific Islander Alone		$85,532
Some Other Race Alone		$49,922
Two or More Races		$51,720
Hispanic or Latino		$58,167
Not Hispanic or Latino		$77,604
2022 Est. Family HH Type by Presence of Own Child.	30,950	
Married-Couple Family, own children	9,020	29.14%
Married-Couple Family, no own children	14,405	46.54%
Male Householder, own children	1,145	3.70%
Male Householder, no own children	1,129	3.65%
Female Householder, own children	2,866	9.26%
Female Householder, no own children	2,385	7.71%
2022 Est. Households by Household Size	42,159	
1-person	9,799	23.24%
2-person	14,251	33.80%
3-person	6,964	16.52%
4-person	5,761	13.66%
5-person	3,064	7.27%
6-person	1,371	3.25%
7-or-more-person	949	2.25%
2022 Est. Average Household Size		2.68

Retail Trade Area • Demographic Profile

Seguin, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	**42,159**	
Households with 1 or More People under Age 18:	15,268	36.22%
Married-Couple Family	10,181	66.68%
Other Family, Male Householder	1,401	9.18%
Other Family, Female Householder	3,553	23.27%
Nonfamily, Male Householder	105	0.69%
Nonfamily, Female Householder	28	0.18%
Households with No People under Age 18:	**26,891**	
Married-Couple Family	13,240	49.24%
Other Family, Male Householder	866	3.22%
Other Family, Female Householder	1,711	6.36%
Nonfamily, Male Householder	5,431	20.20%
Nonfamily, Female Householder	5,642	20.98%
2022 Est. Households by Number of Vehicles	**42,159**	
No Vehicles	1,769	4.20%
1 Vehicle	11,793	27.97%
2 Vehicles	16,564	39.29%
3 Vehicles	7,965	18.89%
4 Vehicles	2,643	6.27%
5 or more Vehicles	1,425	3.38%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	32,989	
2022 Estimate	30,950	
2010 Census	25,532	
2000 Census	23,006	
Growth 2022 - 2027		6.59%
Growth 2010 - 2022		21.22%
Growth 2000 - 2010		10.98%
2022 Est. Families by Poverty Status	**30,950**	
2022 Families at or Above Poverty	28,444	91.90%
2022 Families at or Above Poverty with Children	11,938	38.57%
2022 Families Below Poverty	2,506	8.10%
2022 Families Below Poverty with Children	1,982	6.40%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	53,218	58.04%
Civilian Labor Force, Unemployed	2,147	2.34%
Armed Forces	147	0.16%
Not in Labor Force	36,180	39.46%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	**52,519**	
For-Profit Private Workers	37,558	71.51%
Non-Profit Private Workers	2,346	4.47%
Local Government Workers	1,181	2.25%
State Government Workers	1,747	3.33%
Federal Government Workers	4,709	8.97%
Self-Employed Workers	4,859	9.25%
Unpaid Family Workers	118	0.23%
2022 Est. Civ. Employed Pop 16+ by Occupation	**52,519**	
Architect/Engineer	805	1.53%
Arts/Entertainment/Sports	364	0.69%
Building Grounds Maintenance	2,076	3.95%
Business/Financial Operations	1,929	3.67%
Community/Social Services	578	1.10%
Computer/Mathematical	595	1.13%
Construction/Extraction	3,885	7.40%
Education/Training/Library	2,646	5.04%
Farming/Fishing/Forestry	380	0.72%
Food Prep/Serving	2,761	5.26%
Health Practitioner/Technician	2,351	4.48%
Healthcare Support	1,629	3.10%
Maintenance Repair	3,145	5.99%
Legal	194	0.37%
Life/Physical/Social Science	321	0.61%
Management	4,660	8.87%
Office/Admin. Support	6,646	12.65%
Production	4,665	8.88%
Protective Services	1,167	2.22%
Sales/Related	5,512	10.50%
Personal Care/Service	1,391	2.65%
Transportation/Moving	4,819	9.18%
2022 Est. Pop 16+ by Occupation Classification	**52,519**	
White Collar	26,601	50.65%
Blue Collar	16,515	31.45%
Service and Farm	9,403	17.90%
2022 Est. Workers Age 16+ by Transp. to Work	**52,072**	
Drove Alone	43,359	83.27%
Car Pooled	4,925	9.46%
Public Transportation	104	0.20%
Walked	727	1.40%
Bicycle	108	0.21%
Other Means	490	0.94%
Worked at Home	2,358	4.53%

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Retail Trade Area • Demographic Profile

Seguin, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,552	
15 - 29 Minutes	13,666	
30 - 44 Minutes	9,284	
45 - 59 Minutes	5,187	
60 or more Minutes	5,993	
2022 Est. Avg Travel Time to Work in Minutes		30
2022 Est. Occupied Housing Units by Tenure	42,159	
Owner Occupied	31,305	74.25%
Renter Occupied	10,854	25.75%
2022 Owner Occ. HUs: Avg. Length of Residence		15.58†
2022 Renter Occ. HUs: Avg. Length of Residence		6.52†
2022 Est. Owner-Occupied Housing Units by Value	**42,159**	
Value Less than $20,000	1,232	3.94%
Value $20,000 - $39,999	1,399	4.47%
Value $40,000 - $59,999	1,128	3.60%
Value $60,000 - $79,999	1,630	5.21%
Value $80,000 - $99,999	1,203	3.84%
Value $100,000 - $149,999	3,189	10.19%
Value $150,000 - $199,999	3,193	10.20%
Value $200,000 - $299,999	6,312	20.16%
Value $300,000 - $399,999	4,576	14.62%
Value $400,000 - $499,999	3,458	11.05%
Value $500,000 - $749,999	2,493	7.96%
Value $750,000 - $999,999	777	2.48%
Value $1,000,000 or $1,499,999	448	1.43%
Value $1,500,000 or $1,999,999	129	0.41%
Value $2,000,000+	139	0.44%
2022 Est. Median All Owner-Occupied Housing Value		$240,878
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	32,202	68.18%
1 Unit Attached	416	0.88%
2 Units	826	1.75%
3 or 4 Units	1,091	2.31%
5 to 19 Units	1,769	3.75%
20 to 49 Units	433	0.92%
50 or More Units	221	0.47%
Mobile Home or Trailer	10,078	21.34%
Boat, RV, Van, etc.	194	0.41%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,990	16.92%
Housing Units Built 2010 to 2014	2,522	5.34%
Housing Units Built 2000 to 2009	7,315	15.49%
Housing Units Built 1990 to 1999	6,941	14.70%
Housing Units Built 1980 to 1989	5,994	12.69%
Housing Units Built 1970 to 1979	5,925	12.55%
Housing Units Built 1960 to 1969	3,092	6.55%
Housing Units Built 1950 to 1959	3,366	7.13%
Housing Units Built 1940 to 1949	1,597	3.38%
Housing Unit Built 1939 or Earlier	2,488	5.27%
2022 Est. Median Year Structure Built		1992

† 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.

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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