



Market Profile

Seguin Retail Trade Area
Area: 1,627.08 square miles

Prepared by Esri

Population Summary	
2000 Total Population	87,535
2010 Total Population	98,404
2021 Total Population	116,676
2021 Group Quarters	2,178
2026 Total Population	127,843
2021-2026 Annual Rate	1.84%
2021 Total Daytime Population	108,483
Workers	42,278
Residents	66,205
Household Summary	
2000 Households	30,734
2000 Average Household Size	2.78
2010 Households	35,174
2010 Average Household Size	2.74
2021 Households	41,963
2021 Average Household Size	2.73
2026 Households	46,016
2026 Average Household Size	2.73
2021-2026 Annual Rate	1.86%
2010 Families	25,721
2010 Average Family Size	3.20
2021 Families	30,442
2021 Average Family Size	3.20
2026 Families	33,332
2026 Average Family Size	3.21
2021-2026 Annual Rate	1.83%
Housing Unit Summary	
2000 Housing Units	34,267
Owner Occupied Housing Units	66.8%
Renter Occupied Housing Units	22.9%
Vacant Housing Units	10.3%
2010 Housing Units	40,063
Owner Occupied Housing Units	64.3%
Renter Occupied Housing Units	23.5%
Vacant Housing Units	12.2%
2021 Housing Units	46,926
Owner Occupied Housing Units	65.1%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	10.6%
2026 Housing Units	51,315
Owner Occupied Housing Units	67.0%
Renter Occupied Housing Units	22.7%
Vacant Housing Units	10.3%
Median Household Income	
2021	\$61,998
2026	\$69,075
Median Home Value	
2021	\$226,884
2026	\$271,615
Per Capita Income	
2021	\$29,952
2026	\$33,348
Median Age	
2010	38.6
2021	40.1
2026	41.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income

Household Income Base	41,963
<\$15,000	8.3%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	15.6%
\$150,000 - \$199,999	7.6%
\$200,000+	5.2%
Average Household Income	\$82,866

2026 Households by Income

Household Income Base	46,016
<\$15,000	6.9%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	17.4%
\$150,000 - \$199,999	9.3%
\$200,000+	5.6%
Average Household Income	\$92,197

2021 Owner Occupied Housing Units by Value

Total	30,553
<\$50,000	8.5%
\$50,000 - \$99,999	10.0%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	13.4%
\$200,000 - \$249,999	17.0%
\$250,000 - \$299,999	13.7%
\$300,000 - \$399,999	16.2%
\$400,000 - \$499,999	5.7%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	1.5%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.6%
Average Home Value	\$262,935

2026 Owner Occupied Housing Units by Value

Total	34,373
<\$50,000	3.9%
\$50,000 - \$99,999	4.5%
\$100,000 - \$149,999	4.3%
\$150,000 - \$199,999	10.0%
\$200,000 - \$249,999	19.5%
\$250,000 - \$299,999	18.0%
\$300,000 - \$399,999	22.8%
\$400,000 - \$499,999	8.5%
\$500,000 - \$749,999	5.4%
\$750,000 - \$999,999	1.6%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.7%
Average Home Value	\$312,834

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age

Total	98,402
0 - 4	6.8%
5 - 9	7.1%
10 - 14	7.3%
15 - 24	13.6%
25 - 34	11.0%
35 - 44	12.2%
45 - 54	14.7%
55 - 64	12.8%
65 - 74	8.0%
75 - 84	4.7%
85 +	1.8%
18 +	74.3%

2021 Population by Age

Total	116,676
0 - 4	6.1%
5 - 9	6.4%
10 - 14	6.4%
15 - 24	11.9%
25 - 34	13.1%
35 - 44	11.6%
45 - 54	11.7%
55 - 64	13.8%
65 - 74	11.5%
75 - 84	5.5%
85 +	1.9%
18 +	77.4%

2026 Population by Age

Total	127,842
0 - 4	6.0%
5 - 9	6.3%
10 - 14	6.6%
15 - 24	11.4%
25 - 34	11.8%
35 - 44	12.6%
45 - 54	11.4%
55 - 64	12.7%
65 - 74	12.1%
75 - 84	7.0%
85 +	2.1%
18 +	77.3%

2010 Population by Sex

Males	48,732
Females	49,672

2021 Population by Sex

Males	57,923
Females	58,753

2026 Population by Sex

Males	63,620
Females	64,223

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	98,404
White Alone	81.2%
Black Alone	4.8%
American Indian Alone	0.7%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.4%
Two or More Races	2.3%
Hispanic Origin	39.7%
Diversity Index	65.5

2021 Population by Race/Ethnicity

Total	116,676
White Alone	78.7%
Black Alone	5.5%
American Indian Alone	0.7%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	11.5%
Two or More Races	2.8%
Hispanic Origin	43.3%
Diversity Index	68.3

2026 Population by Race/Ethnicity

Total	127,842
White Alone	77.9%
Black Alone	5.9%
American Indian Alone	0.8%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	11.5%
Two or More Races	3.0%
Hispanic Origin	45.2%
Diversity Index	69.2

2010 Population by Relationship and Household Type

Total	98,404
In Households	97.8%
In Family Households	86.1%
Householder	26.2%
Spouse	19.7%
Child	33.5%
Other relative	4.3%
Nonrelative	2.4%
In Nonfamily Households	11.7%
In Group Quarters	2.2%
Institutionalized Population	1.4%
Noninstitutionalized Population	0.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment

Total	80,664
Less than 9th Grade	5.9%
9th - 12th Grade, No Diploma	8.2%
High School Graduate	33.2%
GED/Alternative Credential	5.7%
Some College, No Degree	19.6%
Associate Degree	7.0%
Bachelor's Degree	14.3%
Graduate/Professional Degree	6.1%

2021 Population 15+ by Marital Status

Total	94,549
Never Married	28.9%
Married	53.9%
Widowed	6.5%
Divorced	10.8%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	53,309
Population 16+ Employed	94.9%
Population 16+ Unemployment rate	5.1%
Population 16-24 Employed	12.2%
Population 16-24 Unemployment rate	8.5%
Population 25-54 Employed	61.6%
Population 25-54 Unemployment rate	5.1%
Population 55-64 Employed	19.3%
Population 55-64 Unemployment rate	3.4%
Population 65+ Employed	7.0%
Population 65+ Unemployment rate	4.3%

2021 Employed Population 16+ by Industry

Total	50,568
Agriculture/Mining	4.6%
Construction	9.9%
Manufacturing	14.9%
Wholesale Trade	2.8%
Retail Trade	12.8%
Transportation/Utilities	6.2%
Information	0.9%
Finance/Insurance/Real Estate	5.3%
Services	37.4%
Public Administration	5.3%

2021 Employed Population 16+ by Occupation

Total	50,570
White Collar	51.6%
Management/Business/Financial	14.1%
Professional	16.4%
Sales	9.9%
Administrative Support	11.2%
Services	15.2%
Blue Collar	33.2%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	7.8%
Installation/Maintenance/Repair	5.5%
Production	8.3%
Transportation/Material Moving	10.8%

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2010 Households by Type	
Total	35,175
Households with 1 Person	22.4%
Households with 2+ People	77.6%
Family Households	73.1%
Husband-wife Families	54.8%
With Related Children	23.7%
Other Family (No Spouse Present)	18.3%
Other Family with Male Householder	5.5%
With Related Children	3.3%
Other Family with Female Householder	12.8%
With Related Children	8.6%
Nonfamily Households	4.4%
All Households with Children	36.1%
Multigenerational Households	6.0%
Unmarried Partner Households	6.4%
Male-female	5.8%
Same-sex	0.6%
2010 Households by Size	
Total	35,173
1 Person Household	22.4%
2 Person Household	33.8%
3 Person Household	16.3%
4 Person Household	14.0%
5 Person Household	7.5%
6 Person Household	3.3%
7 + Person Household	2.6%
2010 Households by Tenure and Mortgage Status	
Total	35,174
Owner Occupied	73.2%
Owned with a Mortgage/Loan	40.8%
Owned Free and Clear	32.5%
Renter Occupied	26.8%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	138
Percent of Income for Mortgage	15.4%
Wealth Index	89
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	40,063
Housing Units Inside Urbanized Area	8.7%
Housing Units Inside Urbanized Cluster	34.7%
Rural Housing Units	56.6%
2010 Population By Urban/ Rural Status	
Total Population	98,404
Population Inside Urbanized Area	8.3%
Population Inside Urbanized Cluster	36.5%
Rural Population	55.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. The Great Outdoors (6C)
3. Green Acres (6A)

2021 Consumer Spending

Apparel & Services: Total \$	\$78,898,881
Average Spent	\$1,880.20
Spending Potential Index	89
Education: Total \$	\$56,330,425
Average Spent	\$1,342.38
Spending Potential Index	78
Entertainment/Recreation: Total \$	\$127,005,688
Average Spent	\$3,026.61
Spending Potential Index	94
Food at Home: Total \$	\$213,975,442
Average Spent	\$5,099.15
Spending Potential Index	94
Food Away from Home: Total \$	\$143,854,088
Average Spent	\$3,428.12
Spending Potential Index	90
Health Care: Total \$	\$258,688,108
Average Spent	\$6,164.67
Spending Potential Index	99
HH Furnishings & Equipment: Total \$	\$87,017,535
Average Spent	\$2,073.67
Spending Potential Index	92
Personal Care Products & Services: Total \$	\$33,610,126
Average Spent	\$800.95
Spending Potential Index	89
Shelter: Total \$	\$713,420,584
Average Spent	\$17,001.18
Spending Potential Index	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$97,083,640
Average Spent	\$2,313.55
Spending Potential Index	97
Travel: Total \$	\$92,072,493
Average Spent	\$2,194.14
Spending Potential Index	87
Vehicle Maintenance & Repairs: Total \$	\$44,971,454
Average Spent	\$1,071.69
Spending Potential Index	97

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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