



The**Retail**Coach®

COMMUNITY DEMOGRAPHIC PROFILE

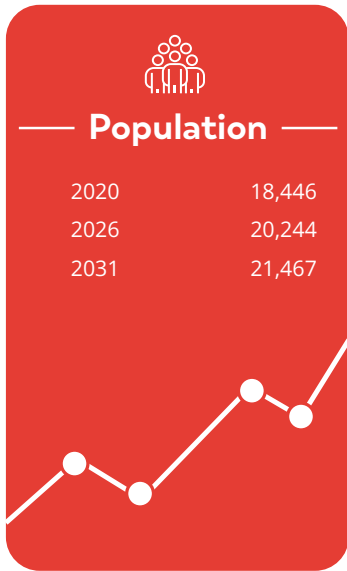
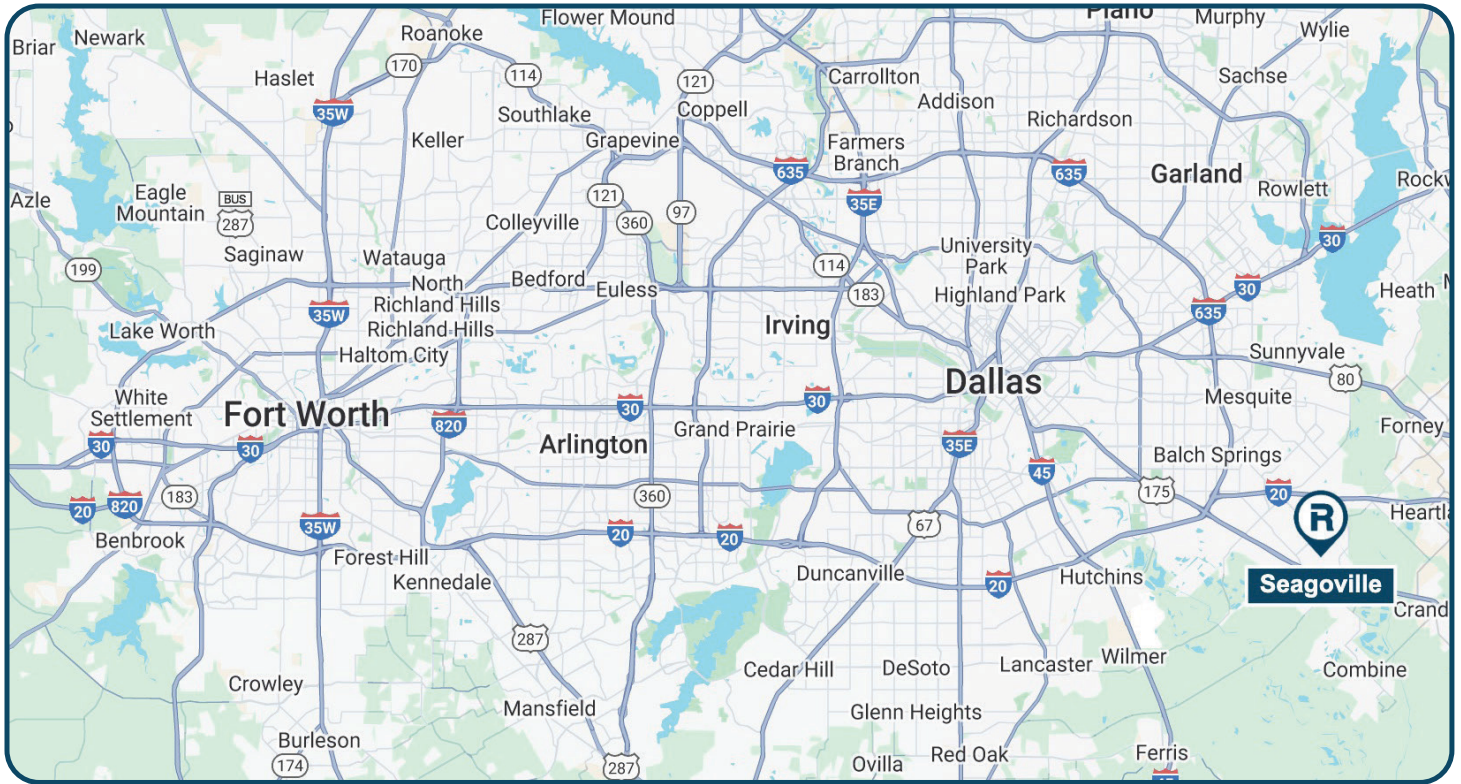
SEAGOVILLE, TEXAS

PREPARED FOR CITY OF SEAGOVILLE
JANUARY 2026

DEMOGRAPHIC SNAPSHOT



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Age

0-9 Years	14.65%
10 - 17 Years	11.97%
18 - 24 Years	9.86%
25 - 34 Years	13.50%
35 - 44 Years	16.01%
45 - 54 Years	12.76%
55 - 64 Years	10.22%
65 and Older	11.04%
Median Age	35.02
Average Age	35.60

Educational Attainment (%)

Graduate or Professional Degree	4.29%
Bachelors Degree	7.78%
Associate Degree	7.08%
Some College	25.72%
High School Graduate (GED)	32.32%
Some High School, No Degree	11.73%
Less than 9th Grade	11.07%

Race Distribution

White	36.87%
Black/African American	18.60%
American Indian/Alaskan	1.61%
Asian	0.59%
Native Hawaiian/Islander	0.08%
Other Race	25.23%
Two or More Races	17.02%
Hispanic	55.08%
Non-Hispanic	44.92%

Income

Average HH	\$102,739
Median HH	\$78,783
Per Capita	\$32,149

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	21,467	
2026 Estimate	20,244	
2020 Census	18,446	
2010 Census	14,233	
Growth 2026 - 2031		6.04%
Growth 2020 - 2026		9.75%
Growth 2010 - 2020		29.60%
2026 Est. Population by Single-Classification Race	20,244	
White Alone	7,464	36.87%
Black or African American Alone	3,765	18.60%
Amer. Indian and Alaska Native Alone	326	1.61%
Asian Alone	120	0.59%
Native Hawaiian and Other Pacific Island Alone	17	0.08%
Some Other Race Alone	5,107	25.23%
Two or More Races	3,445	17.02%
2026 Est. Population by Hispanic or Latino Origin	20,244	
Not Hispanic or Latino	9,093	44.92%
Hispanic or Latino	11,151	55.08%
Mexican	9,629	86.35%
Puerto Rican	100	0.90%
Cuban	30	0.27%
All Other Hispanic or Latino	1,392	12.48%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	11,151	
White Alone	2,787	24.99%
Black or African American Alone	47	0.42%
American Indian and Alaska Native Alone	256	2.30%
Asian Alone	11	0.10%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	5,075	45.51%
Two or More Races	2,974	26.67%
2026 Est. Pop by Race, Asian Alone, by Category	120	
Chinese, except Taiwanese	1	0.83%
Filipino	74	61.67%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	5	4.17%
Vietnamese	2	1.67%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	38	31.67%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	20,244	
Arab	208	1.03%
Czech	171	0.85%
Danish	0	0.00%
Dutch	8	0.04%
English	847	4.18%
French (except Basque)	25	0.12%
French Canadian	77	0.38%
German	402	1.99%
Greek	0	0.00%
Hungarian	9	0.04%
Irish	337	1.66%
Italian	135	0.67%
Lithuanian	0	0.00%
United States or American	983	4.86%
Norwegian	7	0.04%
Polish	61	0.30%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	139	0.69%
Scotch-Irish	46	0.23%
Slovak	0	0.00%
Subsaharan African	149	0.74%
Swedish	7	0.04%
Swiss	0	0.00%
Ukrainian	1	0.01%
Welsh	38	0.19%
West Indian (except Hisp. groups)	23	0.11%
Other ancestries	11,776	58.17%
Ancestry Unclassified	4,795	23.69%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	10,600	56.36%
Speak Asian/Pacific Island Language at Home	30	0.16%
Speak IndoEuropean Language at Home	34	0.18%
Speak Spanish at Home	7,992	42.49%
Speak Other Language at Home	152	0.81%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	20,244	
Age 0 - 4	1,436	7.09%
Age 5 - 9	1,529	7.55%
Age 10 - 14	1,538	7.60%
Age 15 - 17	885	4.37%
Age 18 - 20	874	4.32%
Age 21 - 24	1,122	5.54%
Age 25 - 34	2,733	13.50%
Age 35 - 44	3,241	16.01%
Age 45 - 54	2,583	12.76%
Age 55 - 64	2,068	10.22%
Age 65 - 74	1,447	7.15%
Age 75 - 84	626	3.09%
Age 85 and over	162	0.80%
Age 16 and over	15,445	76.29%
Age 18 and over	14,856	73.39%
Age 21 and over	13,982	69.07%
Age 65 and over	2,235	11.04%
2026 Est. Median Age		35.02
2026 Est. Average Age		35.60
2026 Est. Population by Sex	20,244	
Male	10,953	54.10%
Female	9,291	45.90%
2026 Est. Male Population by Age	10,953	
Age 0 - 4	733	6.69%
Age 5 - 9	795	7.26%
Age 10 - 14	808	7.38%
Age 15 - 17	442	4.04%
Age 18 - 20	444	4.05%
Age 21 - 24	588	5.37%
Age 25 - 34	1,514	13.82%
Age 35 - 44	1,929	17.61%
Age 45 - 54	1,460	13.33%
Age 55 - 64	1,169	10.67%
Age 65 - 74	741	6.76%
Age 75 - 84	281	2.57%
Age 85 and over	49	0.45%
2026 Est. Median Age, Male		35.83
2026 Est. Average Age, Male		35.70

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	9,291	
Age 0 - 4	703	7.57%
Age 5 - 9	734	7.90%
Age 10 - 14	730	7.86%
Age 15 - 17	443	4.77%
Age 18 - 20	430	4.63%
Age 21 - 24	534	5.75%
Age 25 - 34	1,219	13.12%
Age 35 - 44	1,312	14.12%
Age 45 - 54	1,123	12.09%
Age 55 - 64	899	9.68%
Age 65 - 74	706	7.60%
Age 75 - 84	345	3.71%
Age 85 and over	113	1.22%
2026 Est. Median Age, Female		33.80
2026 Est. Average Age, Female		35.50
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,832	43.40%
Males, Never Married	4,115	26.14%
Females, Never Married	2,717	17.26%
Married, Spouse present	5,632	35.78%
Married, Spouse absent	1,058	6.72%
Widowed	527	3.35%
Males Widowed	187	1.19%
Females Widowed	340	2.16%
Divorced	1,692	10.75%
Males Divorced	900	5.72%
Females Divorced	792	5.03%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,424	11.07%
Some High School, no diploma	1,509	11.73%
High School Graduate (or GED)	4,156	32.32%
Some College, no degree	3,308	25.72%
Associate Degree	911	7.08%
Bachelor's Degree	1,000	7.78%
Master's Degree	443	3.44%
Professional School Degree	80	0.62%
Doctorate Degree	29	0.23%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,725	44.92%
High School Graduate	1,896	31.26%
Some College or Associate's Degree	1,010	16.65%
Bachelor's Degree or Higher	435	7.17%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	6,115	
2026 Estimate	5,722	
2020 Census	5,169	
2010 Census	4,016	
Growth 2026 - 2031		6.87%
Growth 2020 - 2026		10.70%
Growth 2010 - 2020		28.71%
2026 Est. Households by Household Type	5,722	
Family Households	4,396	76.83%
Nonfamily Households	1,326	23.17%
2026 Est. Group Quarters Population	1,958	
2026 Households by Ethnicity, Hispanic/Latino	2,733	
2026 Est. Households by Household Income	5,722	
Income < \$15,000	357	6.24%
Income \$15,000 - \$24,999	404	7.06%
Income \$25,000 - \$34,999	312	5.45%
Income \$35,000 - \$49,999	615	10.75%
Income \$50,000 - \$74,999	1,051	18.37%
Income \$75,000 - \$99,999	687	12.01%
Income \$100,000 - \$124,999	563	9.84%
Income \$125,000 - \$149,999	689	12.04%
Income \$150,000 - \$199,999	574	10.03%
Income \$200,000 - \$249,999	179	3.13%
Income \$250,000 - \$499,999	216	3.77%
Income \$500,000+	75	1.31%
2026 Est. Average Household Income		\$102,739
2026 Est. Median Household Income		\$78,783
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$76,795
Black or African American Alone		\$82,650
American Indian and Alaska Native Alone		\$70,172
Asian Alone		\$84,307
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$64,873
Two or More Races		\$108,375
Hispanic or Latino		\$85,371
Not Hispanic or Latino		\$72,474

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	5,722	
Family Households with Children	1,968	34.39%
Family Households without Children	3,754	65.61%
Married-Couple Families	2,670	46.66%
Married-Couple Family, own children	1,225	21.41%
Married-Couple Family, no own children	1,445	25.25%
Cohabiting-Couple Families	591	10.33%
Cohabiting-Couple Family, own children	309	5.40%
Cohabiting-Couple Family, no own children	282	4.93%
Male Householder Families	890	15.55%
Male Householder, own children	28	0.49%
Male Householder, no own children	254	4.44%
Male Householder, only Nonrelatives	26	0.45%
Male Householder, Living Alone	582	10.17%
Female Householder Families	1,571	27.45%
Female Householder, own children	406	7.09%
Female Householder, no own children	412	7.20%
Female Householder, only Nonrelatives	19	0.33%
Female Householder, Living Alone	734	12.83%
2026 Est. Households by Household Size	5,722	
1-person	1,088	19.01%
2-person	1,268	22.16%
3-person	1,003	17.53%
4-person	1,030	18.00%
5-person	716	12.51%
6-person	368	6.43%
7-or-more-person	249	4.35%
2026 Est. Average Household Size		3.20
2026 Est. Households by Number of Vehicles	5,722	
No Vehicles	290	5.07%
1 Vehicle	1,502	26.25%
2 Vehicles	2,344	40.97%
3 Vehicles	827	14.45%
4 Vehicles	346	6.05%
5 or more Vehicles	413	7.22%
2026 Est. Average Number of Vehicles		2.2

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	4,701	
2026 Estimate	4,396	
2020 Estimate	3,957	
2010 Census	3,028	
Growth 2026 - 2031		6.94%
Growth 2020 - 2026		11.09%
Growth 2010 - 2020		30.68%
2026 Est. Families by Poverty Status		
2026 Families at or Above Poverty	4,008	91.17%
2026 Families at or Above Poverty with Children	2,046	46.54%
2026 Families Below Poverty	388	8.83%
2026 Families Below Poverty with Children	294	6.69%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,713	56.41%
Civilian Labor Force, Unemployed	483	3.13%
Armed Forces	0	0.00%
Not in Labor Force	6,249	40.46%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	6,491	74.06%
Non-Profit Private Workers	561	6.40%
Local Government Workers	36	0.41%
State Government Workers	64	0.73%
Federal Government Workers	724	8.26%
Self-Employed Workers	871	9.94%
Unpaid Family Workers	18	0.21%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	56	0.64%
Arts/Entertainment/Sports	49	0.56%
Building Grounds Maintenance	652	7.44%
Business/Financial Operations	609	6.95%
Community/Social Services	104	1.19%
Computer/Mathematical	67	0.76%
Construction/Extraction	1,213	13.84%
Education/Training/Library	422	4.82%
Farming/Fishing/Forestry	1	0.01%
Food Prep/Serving	307	3.50%
Health Practitioner/Technician	177	2.02%
Healthcare Support	188	2.14%
Maintenance Repair	420	4.79%
Legal	219	2.50%
Life/Physical/Social Science	3	0.03%
Management	683	7.79%
Office/Admin. Support	829	9.46%
Production	486	5.54%
Protective Services	120	1.37%
Sales/Related	667	7.61%
Personal Care/Service	80	0.91%
Transportation/Moving	1,413	16.12%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	3,885	44.32%
Blue Collar	3,532	40.30%
Service and Farm	1,348	15.38%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	6,641	79.85%
Car Pooled	875	10.52%
Public Transportation	5	0.06%
Walked	4	0.05%
Bicycle	2	0.02%
Other Means	132	1.59%
Worked at Home	658	7.91%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	678	
15 - 29 Minutes	2,438	
30 - 44 Minutes	1,611	
45 - 59 Minutes	1,374	
60 or more Minutes	1,608	
2026 Est. Avg Travel Time to Work in Minutes		41

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	5,722	
Owner Occupied	4,026	70.36%
Renter Occupied	1,696	29.64%
2026 Owner Occ. HUs: Avg. Length of Residence		15.00 [†]
2026 Renter Occ. HUs: Avg. Length of Residence		7.00 [†]
2026 Est. Owner-Occupied Housing Units by Value	4,026	
Value Less than \$20,000	338	8.40%
Value \$20,000 - \$39,999	91	2.26%
Value \$40,000 - \$59,999	36	0.89%
Value \$60,000 - \$79,999	25	0.62%
Value \$80,000 - \$99,999	133	3.30%
Value \$100,000 - \$149,999	291	7.23%
Value \$150,000 - \$199,999	344	8.55%
Value \$200,000 - \$299,999	1,256	31.20%
Value \$300,000 - \$399,999	976	24.24%
Value \$400,000 - \$499,999	366	9.09%
Value \$500,000 - \$749,999	118	2.93%
Value \$750,000 - \$999,999	32	0.80%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	14	0.35%
Value \$2,000,000+	6	0.15%
2026 Est. Median All Owner-Occupied Housing Value		\$261,593
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	4,431	74.16%
1 Unit Attached	53	0.89%
2 Units	6	0.10%
3 or 4 Units	418	7.00%
5 to 19 Units	115	1.92%
20 to 49 Units	178	2.98%
50 or More Units	73	1.22%
Mobile Home or Trailer	701	11.73%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	606	10.14%
Housing Units Built 2010 to 2019	1,487	24.89%
Housing Units Built 2000 to 2009	1,351	22.61%
Housing Units Built 1990 to 1999	395	6.61%
Housing Units Built 1980 to 1989	634	10.61%
Housing Units Built 1970 to 1979	661	11.06%
Housing Units Built 1960 to 1969	255	4.27%
Housing Units Built 1950 to 1959	497	8.32%
Housing Units Built 1940 to 1949	46	0.77%
Housing Unit Built 1939 or Earlier	43	0.72%
2026 Est. Median Year Structure Built		2004

[†] 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, Unacast, 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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