



The**Retail**Coach®

# PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

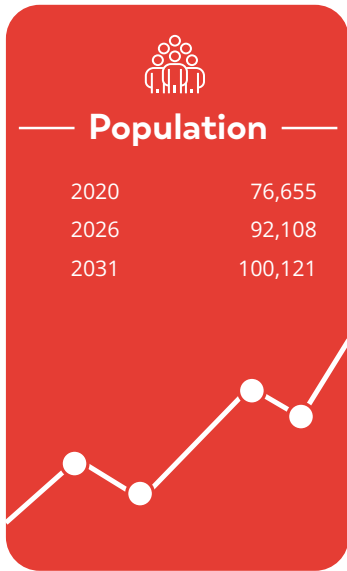
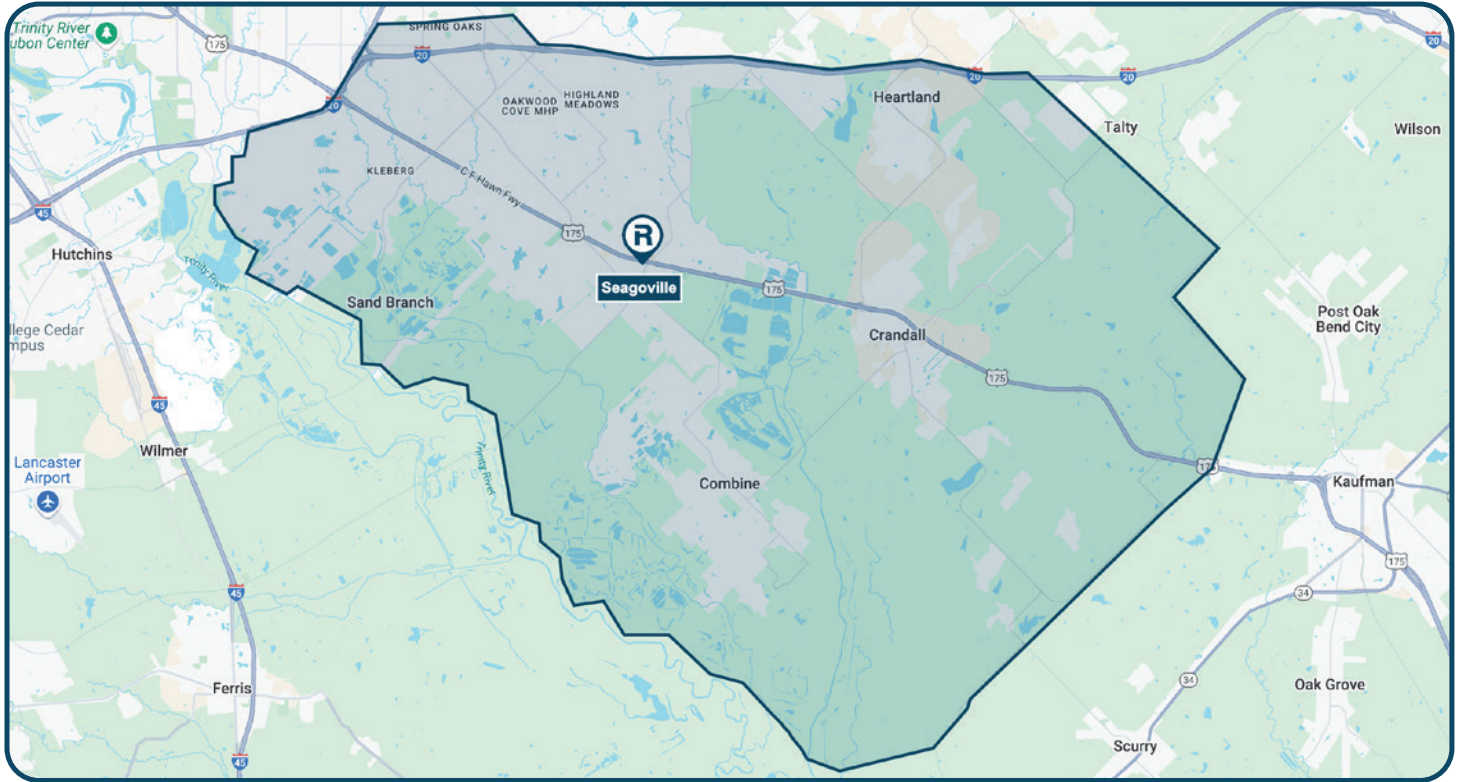
SEAGOVILLE, TEXAS

PREPARED FOR CITY OF SEAGOVILLE  
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# DEMOGRAPHIC SNAPSHOT



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### Age

0-9 Years	15.76%
10 - 17 Years	13.61%
18 - 24 Years	10.38%
25 - 34 Years	13.42%
35 - 44 Years	15.49%
45 - 54 Years	12.55%
55 - 64 Years	9.50%
65 and Older	9.31%
Median Age	32.71
Average Age	33.95

### Educational Attainment (%)

Graduate or Professional Degree	6.41%
Bachelors Degree	11.65%
Associate Degree	8.38%
Some College	20.39%
High School Graduate (GED)	29.87%
Some High School, No Degree	11.31%
Less than 9th Grade	11.99%

### Race Distribution

White	33.26%
Black/African American	20.78%
American Indian/Alaskan	1.70%
Asian	0.79%
Native Hawaiian/Islander	0.07%
Other Race	23.47%
Two or More Races	19.94%
Hispanic	54.01%
Non-Hispanic	45.99%

### Income

Average HH	\$110,407
Median HH	\$87,140
Per Capita	\$33,101

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Population</b>		
2031 Projection	100,121	
2026 Estimate	92,108	
2020 Census	76,655	
2010 Census	56,409	
Growth 2026 - 2031		8.70%
Growth 2020 - 2026		20.16%
Growth 2010 - 2020		35.89%
<b>2026 Est. Population by Single-Classification Race</b>	<b>92,108</b>	
White Alone	30,631	33.26%
Black or African American Alone	19,140	20.78%
Amer. Indian and Alaska Native Alone	1,563	1.70%
Asian Alone	729	0.79%
Native Hawaiian and Other Pacific Island Alone	65	0.07%
Some Other Race Alone	21,616	23.47%
Two or More Races	18,364	19.94%
<b>2026 Est. Population by Hispanic or Latino Origin</b>	<b>92,108</b>	
Not Hispanic or Latino	42,363	45.99%
Hispanic or Latino	49,745	54.01%
Mexican	43,295	87.03%
Puerto Rican	635	1.28%
Cuban	266	0.54%
All Other Hispanic or Latino	5,549	11.16%
<b>2026 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>49,745</b>	
White Alone	10,790	21.69%
Black or African American Alone	277	0.56%
American Indian and Alaska Native Alone	1,278	2.57%
Asian Alone	32	0.06%
Native Hawaiian and Other Pacific Islander Alone	11	0.02%
Some Other Race Alone	21,395	43.01%
Two or More Races	15,961	32.09%
<b>2026 Est. Pop by Race, Asian Alone, by Category</b>	<b>729</b>	
Chinese, except Taiwanese	60	8.23%
Filipino	145	19.89%
Japanese	1	0.14%
Asian Indian	110	15.09%
Korean	51	7.00%
Vietnamese	285	39.10%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	16	2.19%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	60	8.23%

DESCRIPTION	DATA	%
<b>2026 Est. Population by Ancestry</b>	<b>92,108</b>	
Arab	414	0.45%
Czech	323	0.35%
Danish	37	0.04%
Dutch	349	0.38%
English	4,804	5.22%
French (except Basque)	180	0.20%
French Canadian	102	0.11%
German	2,874	3.12%
Greek	18	0.02%
Hungarian	11	0.01%
Irish	2,536	2.75%
Italian	642	0.70%
Lithuanian	0	0.00%
United States or American	4,142	4.50%
Norwegian	152	0.17%
Polish	285	0.31%
Portuguese	44	0.05%
Russian	20	0.02%
Scottish	554	0.60%
Scotch-Irish	249	0.27%
Slovak	3	0.00%
Subsaharan African	1,622	1.76%
Swedish	131	0.14%
Swiss	11	0.01%
Ukrainian	20	0.02%
Welsh	143	0.16%
West Indian (except Hisp. groups)	293	0.32%
Other ancestries	46,462	50.44%
Ancestry Unclassified	25,685	27.89%
<b>2026 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	48,238	56.49%
Speak Asian/Pacific Island Language at Home	231	0.27%
Speak IndoEuropean Language at Home	456	0.53%
Speak Spanish at Home	35,216	41.24%
Speak Other Language at Home	1,260	1.48%

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2026 Est. Population by Age</b>	<b>92,108</b>	
Age 0 - 4	6,708	7.28%
Age 5 - 9	7,808	8.48%
Age 10 - 14	8,071	8.76%
Age 15 - 17	4,460	4.84%
Age 18 - 20	4,309	4.68%
Age 21 - 24	5,247	5.70%
Age 25 - 34	12,360	13.42%
Age 35 - 44	14,266	15.49%
Age 45 - 54	11,555	12.55%
Age 55 - 64	8,746	9.50%
Age 65 - 74	5,652	6.14%
Age 75 - 84	2,375	2.58%
Age 85 and over	552	0.60%
Age 16 and over	68,035	73.86%
Age 18 and over	65,062	70.64%
Age 21 and over	60,753	65.96%
Age 65 and over	8,579	9.31%
2026 Est. Median Age		32.71
2026 Est. Average Age		33.95
<b>2026 Est. Population by Sex</b>	<b>92,108</b>	
Male	46,838	50.85%
Female	45,270	49.15%
<b>2026 Est. Male Population by Age</b>	<b>46,838</b>	
Age 0 - 4	3,424	7.31%
Age 5 - 9	4,042	8.63%
Age 10 - 14	4,151	8.86%
Age 15 - 17	2,288	4.88%
Age 18 - 20	2,215	4.73%
Age 21 - 24	2,698	5.76%
Age 25 - 34	6,294	13.44%
Age 35 - 44	7,323	15.64%
Age 45 - 54	5,898	12.59%
Age 55 - 64	4,473	9.55%
Age 65 - 74	2,765	5.90%
Age 75 - 84	1,065	2.27%
Age 85 and over	203	0.43%
2026 Est. Median Age, Male		32.38
2026 Est. Average Age, Male		33.35

DESCRIPTION	DATA	%
<b>2026 Est. Female Population by Age</b>	<b>45,270</b>	
Age 0 - 4	3,284	7.25%
Age 5 - 9	3,766	8.32%
Age 10 - 14	3,920	8.66%
Age 15 - 17	2,171	4.80%
Age 18 - 20	2,094	4.63%
Age 21 - 24	2,549	5.63%
Age 25 - 34	6,066	13.40%
Age 35 - 44	6,943	15.34%
Age 45 - 54	5,657	12.50%
Age 55 - 64	4,273	9.44%
Age 65 - 74	2,887	6.38%
Age 75 - 84	1,310	2.89%
Age 85 and over	348	0.77%
2026 Est. Median Age, Female		33.05
2026 Est. Average Age, Female		34.50
<b>2026 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	27,659	39.78%
Males, Never Married	15,111	21.74%
Females, Never Married	12,549	18.05%
Married, Spouse present	30,296	43.58%
Married, Spouse absent	3,711	5.34%
Widowed	1,979	2.85%
Males Widowed	438	0.63%
Females Widowed	1,541	2.22%
Divorced	5,876	8.45%
Males Divorced	2,761	3.97%
Females Divorced	3,114	4.48%
<b>2026 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	6,653	11.99%
Some High School, no diploma	6,279	11.31%
High School Graduate (or GED)	16,580	29.87%
Some College, no degree	11,320	20.39%
Associate Degree	4,651	8.38%
Bachelor's Degree	6,465	11.65%
Master's Degree	2,730	4.92%
Professional School Degree	635	1.14%
Doctorate Degree	193	0.35%
<b>2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	10,821	41.20%
High School Graduate	8,365	31.85%
Some College or Associate's Degree	5,107	19.44%
Bachelor's Degree or Higher	1,973	7.51%

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Households</b>		
2031 Projection	29,362	
2026 Estimate	26,988	
2020 Census	22,281	
2010 Census	16,837	
Growth 2026 - 2031		8.80%
Growth 2020 - 2026		21.13%
Growth 2010 - 2020		32.33%
<b>2026 Est. Households by Household Type</b>	<b>26,988</b>	
Family Households	21,739	80.55%
Nonfamily Households	5,249	19.45%
2026 Est. Group Quarters Population	2,091	
2026 Households by Ethnicity, Hispanic/Latino	12,398	
<b>2026 Est. Households by Household Income</b>	<b>26,988</b>	
Income < \$15,000	1,532	5.68%
Income \$15,000 - \$24,999	1,087	4.03%
Income \$25,000 - \$34,999	1,328	4.92%
Income \$35,000 - \$49,999	2,851	10.56%
Income \$50,000 - \$74,999	4,768	17.67%
Income \$75,000 - \$99,999	3,741	13.86%
Income \$100,000 - \$124,999	2,969	11.00%
Income \$125,000 - \$149,999	2,781	10.31%
Income \$150,000 - \$199,999	3,133	11.61%
Income \$200,000 - \$249,999	1,314	4.87%
Income \$250,000 - \$499,999	1,087	4.03%
Income \$500,000+	398	1.48%
2026 Est. Average Household Income		\$110,407
2026 Est. Median Household Income		\$87,140
<b>2026 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$94,417
Black or African American Alone		\$94,408
American Indian and Alaska Native Alone		\$81,685
Asian Alone		\$92,788
Native Hawaiian and Other Pacific Islander Alone		\$113,445
Some Other Race Alone		\$78,914
Two or More Races		\$78,722
Hispanic or Latino		\$77,473
Not Hispanic or Latino		\$98,486

DESCRIPTION	DATA	%
<b>2026 Est. HH by Type and Presence of Own Child.</b>	<b>26,988</b>	
Family Households with Children	10,958	40.60%
Family Households without Children	16,029	59.39%
<b>Married-Couple Families</b>	<b>14,808</b>	<b>54.87%</b>
Married-Couple Family, own children	7,477	27.70%
Married-Couple Family, no own children	7,331	27.16%
<b>Cohabiting-Couple Families</b>	<b>2,352</b>	<b>8.72%</b>
Cohabiting-Couple Family, own children	1,411	5.23%
Cohabiting-Couple Family, no own children	941	3.49%
<b>Male Householder Families</b>	<b>3,798</b>	<b>14.07%</b>
Male Householder, own children	289	1.07%
Male Householder, no own children	979	3.63%
Male Householder, only Nonrelatives	259	0.96%
Male Householder, Living Alone	2,271	8.41%
<b>Female Householder Families</b>	<b>6,030</b>	<b>22.34%</b>
Female Householder, own children	1,781	6.60%
Female Householder, no own children	1,660	6.15%
Female Householder, only Nonrelatives	142	0.53%
Female Householder, Living Alone	2,447	9.07%
<b>2026 Est. Households by Household Size</b>	<b>26,988</b>	
1-person	3,738	13.85%
2-person	6,374	23.62%
3-person	4,908	18.19%
4-person	5,439	20.15%
5-person	3,511	13.01%
6-person	1,782	6.60%
7-or-more-person	1,237	4.58%
2026 Est. Average Household Size		3.33
<b>2026 Est. Households by Number of Vehicles</b>	<b>26,988</b>	
No Vehicles	1,026	3.80%
1 Vehicle	6,572	24.35%
2 Vehicles	10,848	40.20%
3 Vehicles	4,965	18.40%
4 Vehicles	2,219	8.22%
5 or more Vehicles	1,357	5.03%
2026 Est. Average Number of Vehicles		2.2

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Family Households</b>		
2031 Projection	23,675	
2026 Estimate	21,739	
2020 Estimate	17,903	
2010 Census	13,403	
Growth 2026 - 2031		8.91%
Growth 2020 - 2026		21.43%
Growth 2010 - 2020		33.58%
<b>2026 Est. Families by Poverty Status</b>		
<b>2026 Est. Families by Poverty Status</b>	<b>21,739</b>	
2026 Families at or Above Poverty	19,644	90.36%
2026 Families at or Above Poverty with Children	10,925	50.26%
2026 Families Below Poverty	2,096	9.64%
2026 Families Below Poverty with Children	1,691	7.78%
<b>2026 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	43,254	63.58%
Civilian Labor Force, Unemployed	2,723	4.00%
Armed Forces	0	0.00%
Not in Labor Force	22,058	32.42%
<b>2026 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	30,139	68.56%
Non-Profit Private Workers	2,797	6.36%
Local Government Workers	867	1.97%
State Government Workers	1,468	3.34%
Federal Government Workers	3,591	8.17%
Self-Employed Workers	5,045	11.48%
Unpaid Family Workers	57	0.13%

DESCRIPTION	DATA	%
<b>2026 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	228	0.52%
Arts/Entertainment/Sports	344	0.78%
Building Grounds Maintenance	2,268	5.16%
Business/Financial Operations	2,163	4.92%
Community/Social Services	469	1.07%
Computer/Mathematical	987	2.25%
Construction/Extraction	5,537	12.60%
Education/Training/Library	2,710	6.16%
Farming/Fishing/Forestry	16	0.04%
Food Prep/Serving	2,195	4.99%
Health Practitioner/Technician	1,357	3.09%
Healthcare Support	1,309	2.98%
Maintenance Repair	1,974	4.49%
Legal	523	1.19%
Life/Physical/Social Science	92	0.21%
Management	4,246	9.66%
Office/Admin. Support	4,836	11.00%
Production	2,540	5.78%
Protective Services	890	2.02%
Sales/Related	3,558	8.09%
Personal Care/Service	821	1.87%
Transportation/Moving	4,898	11.14%
<b>2026 Est. Pop 16+ by Occupation Classification</b>		
White Collar	21,513	48.93%
Blue Collar	14,949	34.00%
Service and Farm	7,500	17.06%
<b>2026 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	32,526	76.46%
Car Pooled	4,994	11.74%
Public Transportation	178	0.42%
Walked	355	0.84%
Bicycle	4	0.01%
Other Means	450	1.06%
Worked at Home	4,030	9.47%
<b>2026 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	4,193	
15 - 29 Minutes	11,325	
30 - 44 Minutes	8,978	
45 - 59 Minutes	5,609	
60 or more Minutes	8,381	
2026 Est. Avg Travel Time to Work in Minutes		41

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2026 Est. Occupied Housing Units by Tenure</b>	<b>26,988</b>	
Owner Occupied	20,553	76.16%
Renter Occupied	6,435	23.84%
2026 Owner Occ. HUs: Avg. Length of Residence		12.87 <sup>†</sup>
2026 Renter Occ. HUs: Avg. Length of Residence		6.07 <sup>†</sup>
<b>2026 Est. Owner-Occupied Housing Units by Value</b>	<b>20,553</b>	
Value Less than \$20,000	1,590	7.74%
Value \$20,000 - \$39,999	786	3.82%
Value \$40,000 - \$59,999	342	1.66%
Value \$60,000 - \$79,999	255	1.24%
Value \$80,000 - \$99,999	461	2.24%
Value \$100,000 - \$149,999	1,039	5.05%
Value \$150,000 - \$199,999	1,336	6.50%
Value \$200,000 - \$299,999	4,891	23.80%
Value \$300,000 - \$399,999	4,908	23.88%
Value \$400,000 - \$499,999	2,642	12.86%
Value \$500,000 - \$749,999	1,630	7.93%
Value \$750,000 - \$999,999	422	2.05%
Value \$1,000,000 or \$1,499,999	120	0.58%
Value \$1,500,000 or \$1,999,999	29	0.14%
Value \$2,000,000+	102	0.50%
2026 Est. Median All Owner-Occupied Housing Value		\$292,005
<b>2026 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	20,265	72.15%
1 Unit Attached	242	0.86%
2 Units	32	0.11%
3 or 4 Units	440	1.57%
5 to 19 Units	576	2.05%
20 to 49 Units	444	1.58%
50 or More Units	231	0.82%
Mobile Home or Trailer	5,856	20.85%
Boat, RV, Van, etc.	1	0.00%

DESCRIPTION	DATA	%
<b>2026 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	5,965	21.24%
Housing Units Built 2010 to 2019	5,532	19.69%
Housing Units Built 2000 to 2009	5,631	20.05%
Housing Units Built 1990 to 1999	3,034	10.80%
Housing Units Built 1980 to 1989	3,272	11.65%
Housing Units Built 1970 to 1979	1,850	6.59%
Housing Units Built 1960 to 1969	1,275	4.54%
Housing Units Built 1950 to 1959	1,089	3.88%
Housing Units Built 1940 to 1949	255	0.91%
Housing Unit Built 1939 or Earlier	185	0.66%
2026 Est. Median Year Structure Built		2006

<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, 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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