



The**Retail**Coach®

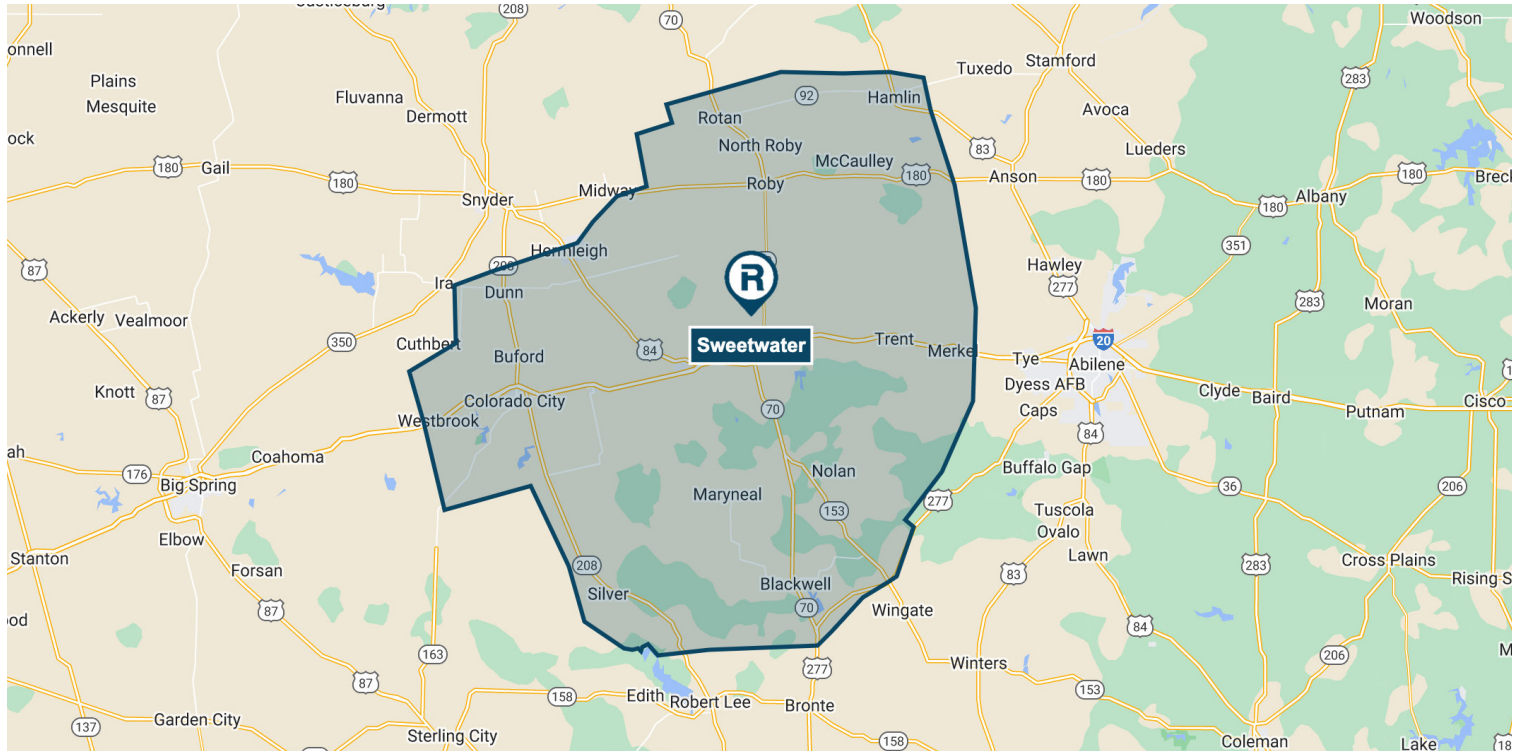
Primary Retail Trade Area Demographic Profile

SWEETWATER, TEXAS

Prepared for SEED Municipal Development District
January 2024

Primary Retail Trade Area • Demographic Snapshot

Sweetwater, Texas



Population

2024 35,057

Educational Attainment (%)

Graduate or Professional Degree 4.08%

Bachelors Degree 10.64%

Associate Degree 8.05%

Some College 23.45%

High School Graduate (or GED) 37.65%

Some High School, No Degree 9.62%

Less than 9th Grade 6.52%

Income

Average HH \$76,389

Median HH \$54,439

Per Capita \$31,027

Age

0 - 9 Years 11.35%

10 - 17 Years 10.90%

18 - 24 Years 9.58%

25 - 34 Years 12.17%

35 - 44 Years 12.02%

45 - 54 Years 11.07%

55 - 64 Years 12.31%

65 and Older 20.61%

Median Age 39.93

Average Age 40.99

Race Distribution (%)

White 69.64%

Black/African American 5.79%

American Indian/Alaskan 0.86%

Asian 0.51%

Native Hawaiian/Islander 0.03%

Other Race 11.16%

Two or More Races 12.02%

Hispanic 33.51%



Miesha Adames

SEED Municipal Development District
Executive Director

PO Box 785
810 East Broadway
Sweetwater, Texas 79556

Phone 325.235.0555
Office 877.301.SEED
Cell 325.338.6230

Miesha@SweetwaterTexas.net
SweetwaterTexas.net

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608

AFarmer@TheRetailCoach.net
www.TheRetailCoach.net



Primary Retail Trade Area • Demographic Profile

Sweetwater, Texas

DESCRIPTION	DATA	%
Population		
2024 Estimate	35,057	
2024 Est. Population by Single-Classification Race	35,057	
White Alone	24,412	69.64%
Black or African American Alone	2,028	5.79%
Amer. Indian and Alaska Native Alone	300	0.86%
Asian Alone	179	0.51%
Native Hawaiian and Other Pacific Island Alone	11	0.03%
Some Other Race Alone	3,913	11.16%
Two or More Races	4,213	12.02%
2024 Est. Population by Hispanic or Latino Origin	35,057	
Not Hispanic or Latino	23,308	66.49%
Hispanic or Latino	11,749	33.51%
Mexican	11,196	95.29%
Puerto Rican	116	0.99%
Cuban	22	0.19%
All Other Hispanic or Latino	415	3.53%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	11,749	
White Alone	4,507	38.36%
Black or African American Alone	149	1.27%
American Indian and Alaska Native Alone	161	1.37%
Asian Alone	2	0.02%
Native Hawaiian and Other Pacific Islander Alone	4	0.03%
Some Other Race Alone	3,848	32.75%
Two or More Races	3,077	26.19%
2024 Est. Pop by Race, Asian Alone, by Category	179	
Chinese, except Taiwanese	3	1.68%
Filipino	13	7.26%
Japanese	21	11.73%
Asian Indian	93	51.96%
Korean	4	2.23%
Vietnamese	10	5.59%
Cambodian	2	1.12%
Hmong	5	2.79%
Laotian	1	0.56%
Thai	3	1.68%
All Other Asian Races Including 2+ Category	24	13.41%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	35,057	
Arab	22	0.06%
Czech	63	0.18%
Danish	25	0.07%
Dutch	136	0.39%
English	2,643	7.54%
French (except Basque)	299	0.85%
French Canadian	16	0.05%
German	3,197	9.12%
Greek	0	0.00%
Hungarian	14	0.04%
Irish	2,510	7.16%
Italian	215	0.61%
Lithuanian	2	0.01%
United States or American	1,959	5.59%
Norwegian	81	0.23%
Polish	156	0.45%
Portuguese	67	0.19%
Russian	0	0.00%
Scottish	321	0.92%
Scotch-Irish	212	0.61%
Slovak	9	0.03%
Subsaharan African	77	0.22%
Swedish	52	0.15%
Swiss	9	0.03%
Ukrainian	9	0.03%
Welsh	97	0.28%
West Indian (except Hisp. groups)	18	0.05%
Other ancestries	15,535	44.31%
Ancestry Unclassified	7,314	20.86%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	26,498	80.14%
Speak Asian/Pacific Island Language at Home	22	0.07%
Speak IndoEuropean Language at Home	280	0.85%
Speak Spanish at Home	6,250	18.90%
Speak Other Language at Home	14	0.04%

Primary Retail Trade Area • Demographic Profile

Sweetwater, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	35,057	
Age 0 - 4	1,994	5.69%
Age 5 - 9	1,985	5.66%
Age 10 - 14	2,358	6.73%
Age 15 - 17	1,463	4.17%
Age 18 - 20	1,521	4.34%
Age 21 - 24	1,837	5.24%
Age 25 - 34	4,267	12.17%
Age 35 - 44	4,215	12.02%
Age 45 - 54	3,879	11.07%
Age 55 - 64	4,314	12.31%
Age 65 - 74	4,100	11.70%
Age 75 - 84	2,356	6.72%
Age 85 and over	768	2.19%
Age 16 and over	28,231	80.53%
Age 18 and over	27,258	77.75%
Age 21 and over	25,737	73.42%
Age 65 and over	7,224	20.61%
2024 Est. Median Age		39.93
2024 Est. Average Age		40.99
2024 Est. Population by Sex	35,057	
Male	18,394	52.47%
Female	16,663	47.53%
2024 Est. Male Population by Age	18,394	
Age 0 - 4	1,006	5.47%
Age 5 - 9	975	5.30%
Age 10 - 14	1,242	6.75%
Age 15 - 17	789	4.29%
Age 18 - 20	861	4.68%
Age 21 - 24	1,080	5.87%
Age 25 - 34	2,557	13.90%
Age 35 - 44	2,299	12.50%
Age 45 - 54	2,041	11.10%
Age 55 - 64	2,219	12.06%
Age 65 - 74	1,968	10.70%
Age 75 - 84	1,069	5.81%
Age 85 and over	288	1.57%
2024 Est. Median Age, Male		37.87
2024 Est. Average Age, Male		40.04
2024 Est. Female Population by Age	16,663	
Age 0 - 4	988	5.93%
Age 5 - 9	1,010	6.06%
Age 10 - 14	1,116	6.70%
Age 15 - 17	674	4.04%
Age 18 - 20	660	3.96%
Age 21 - 24	758	4.55%
Age 25 - 34	1,710	10.26%
Age 35 - 44	1,916	11.50%
Age 45 - 54	1,838	11.03%
Age 55 - 64	2,094	12.57%
Age 65 - 74	2,132	12.80%
Age 75 - 84	1,287	7.72%
Age 85 and over	479	2.87%
2024 Est. Median Age, Female		42.39
2024 Est. Average Age, Female		42.01

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,379	29.17%
Males, Never Married	5,586	19.45%
Females, Never Married	2,793	9.73%
Married, Spouse present	12,802	44.57%
Married, Spouse absent	1,432	4.99%
Widowed	2,397	8.35%
Males Widowed	474	1.65%
Females Widowed	1,922	6.69%
Divorced	3,711	12.92%
Males Divorced	1,932	6.73%
Females Divorced	1,778	6.19%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,558	6.52%
Some High School, no diploma	2,299	9.62%
High School Graduate (or GED)	8,998	37.65%
Some College, no degree	5,604	23.45%
Associate Degree	1,923	8.05%
Bachelor's Degree	2,542	10.64%
Master's Degree	831	3.48%
Professional School Degree	100	0.42%
Doctorate Degree	45	0.19%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,896	27.40%
High School Graduate	2,837	41.00%
Some College or Associate's Degree	1,647	23.80%
Bachelor's Degree or Higher	539	7.79%
Households		
2024 Estimate	13,173	
2024 Est. Households by Household Type	13,173	
Family Households	9,006	68.37%
Nonfamily Households	4,167	31.63%
2024 Est. Group Quarters Population	2,625	
2024 Households by Ethnicity, Hispanic/Latino	3,576	



Primary Retail Trade Area • Demographic Profile

Sweetwater, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	13,173	
Income < \$15,000	1,430	10.86%
Income \$15,000 - \$24,999	1,356	10.29%
Income \$25,000 - \$34,999	1,243	9.44%
Income \$35,000 - \$49,999	2,061	15.65%
Income \$50,000 - \$74,999	2,320	17.61%
Income \$75,000 - \$99,999	1,570	11.92%
Income \$100,000 - \$124,999	1,080	8.20%
Income \$125,000 - \$149,999	685	5.20%
Income \$150,000 - \$199,999	723	5.49%
Income \$200,000 - \$249,999	368	2.79%
Income \$250,000 - \$499,999	248	1.88%
Income \$500,000+	89	0.68%
2024 Est. Average Household Income		\$76,389
2024 Est. Median Household Income		\$54,439
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$59,283
Black or African American Alone		\$37,950
American Indian and Alaska Native Alone		\$52,858
Asian Alone		\$58,562
Native Hawaiian and Other Pacific Islander Alone		\$35,000
Some Other Race Alone		\$36,491
Two or More Races		\$58,511
Hispanic or Latino		\$42,175
Not Hispanic or Latino		\$61,021
2024 Est. HH by Type and Presence of Own Child.	13,173	
Family Households with Children	3,539	26.87%
Family Households without Children	9,634	73.13%
Married-Couple Families	6,603	50.13%
Married-Couple Family, own children	2,427	18.42%
Married-Couple Family, no own children	4,176	31.70%
Cohabiting-Couple Families	549	4.17%
Cohabiting-Couple Family, own children	204	1.55%
Cohabiting-Couple Family, no own children	346	2.63%
Male Householder Families	2,746	20.85%
Male Householder, own children	111	0.84%
Male Householder, no own children	296	2.25%
Male Householder, only Nonrelatives	145	1.10%
Male Householder, Living Alone	2,193	16.65%
Female Householder Families	3,274	24.85%
Female Householder, own children	797	6.05%
Female Householder, no own children	482	3.66%
Female Householder, only Nonrelatives	156	1.18%
Female Householder, Living Alone	1,839	13.96%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	13,173	
1-person	4,216	32.01%
2-person	4,151	31.51%
3-person	1,775	13.48%
4-person	1,442	10.95%
5-person	892	6.77%
6-person	420	3.19%
7-or-more-person	277	2.10%
2024 Est. Average Household Size		2.46
2024 Est. Households by Number of Vehicles	13,173	
No Vehicles	692	5.25%
1 Vehicle	4,772	36.23%
2 Vehicles	4,492	34.10%
3 Vehicles	2,271	17.24%
4 Vehicles	765	5.81%
5 or more Vehicles	180	1.37%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2024 Estimate	9,006	
2024 Est. Families by Poverty Status	9,006	
2024 Families at or Above Poverty	7,978	88.58%
2024 Families at or Above Poverty with Children	3,525	39.14%
2024 Families Below Poverty	1,028	11.41%
2024 Families Below Poverty with Children	779	8.65%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	14,819	52.49%
Civilian Labor Force, Unemployed	770	2.73%
Armed Forces	1	0.00%
Not in Labor Force	12,640	44.77%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	9,384	64.50%
Non-Profit Private Workers	697	4.79%
Local Government Workers	213	1.46%
State Government Workers	729	5.01%
Federal Government Workers	1,690	11.62%
Self-Employed Workers	1,817	12.49%
Unpaid Family Workers	20	0.14%



Primary Retail Trade Area • Demographic Profile

Sweetwater, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	173	1.19%
Arts/Entertainment/Sports	146	1.00%
Building Grounds Maintenance	855	5.88%
Business/Financial Operations	429	2.95%
Community/Social Services	215	1.48%
Computer/Mathematical	84	0.58%
Construction/Extraction	1,277	8.78%
Education/Training/Library	860	5.91%
Farming/Fishing/Forestry	232	1.59%
Food Prep/Serving	773	5.31%
Health Practitioner/Technician	806	5.54%
Healthcare Support	465	3.20%
Maintenance Repair	776	5.33%
Legal	43	0.30%
Life/Physical/Social Science	39	0.27%
Management	1,193	8.20%
Office/Admin. Support	1,384	9.51%
Production	1,176	8.08%
Protective Services	408	2.80%
Sales/Related	1,463	10.06%
Personal Care/Service	399	2.74%
Transportation/Moving	1,353	9.30%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	6,835	46.98%
Blue Collar	4,583	31.50%
Service and Farm	3,133	21.53%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	10,993	76.62%
Car Pooled	2,369	16.51%
Public Transportation	16	0.11%
Walked	217	1.51%
Bicycle	9	0.06%
Other Means	199	1.39%
Worked at Home	544	3.79%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,927	
15 - 29 Minutes	3,074	
30 - 44 Minutes	1,964	
45 - 59 Minutes	988	
60 or more Minutes	859	
2024 Est. Avg Travel Time to Work in Minutes		23
2024 Est. Occupied Housing Units by Tenure	13,173	
Owner Occupied	9,452	55.73%
Renter Occupied	3,721	28.25%
2024 Owner Occ. HUs: Avg. Length of Residence		18.57 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.20 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	9,452	
Value Less than \$20,000	560	5.92%
Value \$20,000 - \$39,999	1,054	11.15%
Value \$40,000 - \$59,999	1,284	13.58%
Value \$60,000 - \$79,999	1,194	12.63%
Value \$80,000 - \$99,999	1,029	10.89%
Value \$100,000 - \$149,999	1,451	15.35%
Value \$150,000 - \$199,999	987	10.44%
Value \$200,000 - \$299,999	1,008	10.66%
Value \$300,000 - \$399,999	401	4.24%
Value \$400,000 - \$499,999	191	2.02%
Value \$500,000 - \$749,999	169	1.79%
Value \$750,000 - \$999,999	43	0.46%
Value \$1,000,000 or \$1,499,999	30	0.32%
Value \$1,500,000 or \$1,999,999	16	0.17%
Value \$2,000,000+	36	0.38%
2024 Est. Median All Owner-Occupied Housing Value		\$91,815
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	13,623	80.31%
1 Unit Attached	87	0.51%
2 Units	454	2.68%
3 or 4 Units	267	1.57%
5 to 19 Units	467	2.75%
20 to 49 Units	124	0.73%
50 or More Units	90	0.53%
Mobile Home or Trailer	1,802	10.62%
Boat, RV, Van, etc.	48	0.28%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	108	0.64%
Housing Units Built 2010 to 2019	516	3.04%
Housing Units Built 2000 to 2009	818	4.82%
Housing Units Built 1990 to 1999	933	5.50%
Housing Units Built 1980 to 1989	1,833	10.81%
Housing Units Built 1970 to 1979	2,748	16.20%
Housing Units Built 1960 to 1969	2,713	16.00%
Housing Units Built 1950 to 1959	3,445	20.31%
Housing Units Built 1940 to 1949	1,731	10.21%
Housing Unit Built 1939 or Earlier	2,117	12.48%
2024 Est. Median Year Structure Built		1964

[†] 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.