Primary Retail Trade Area • Retail Market Profile
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%

Sweetwater Economic Development

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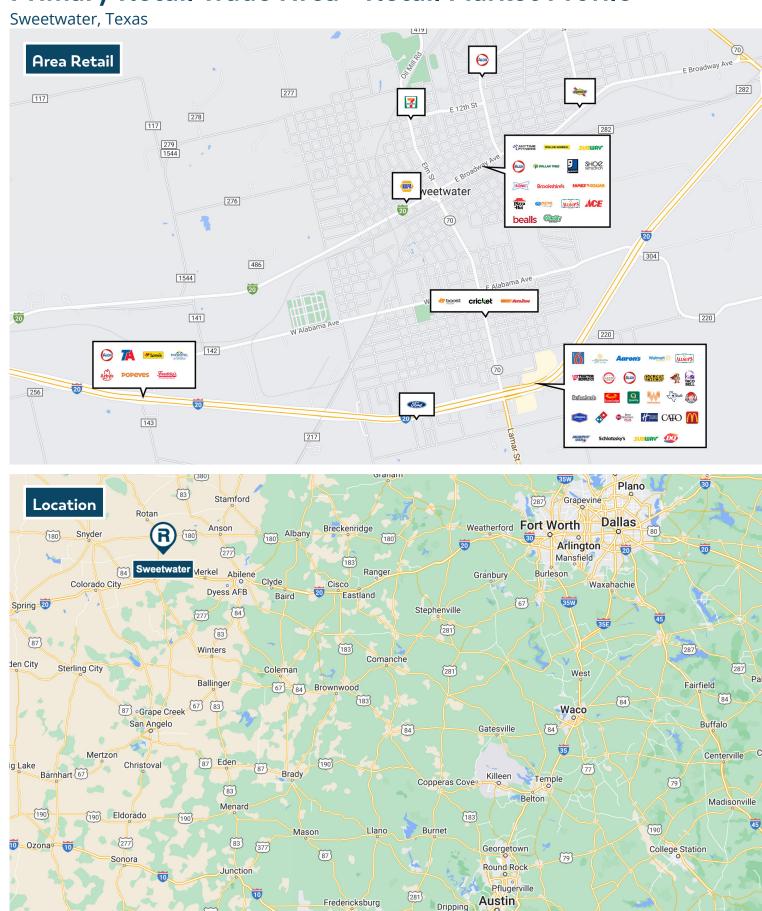AFarmer@TheRetailCoach.net
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Retail:360® Dashboard

TheRetailCoach.

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Area Retail

Location