



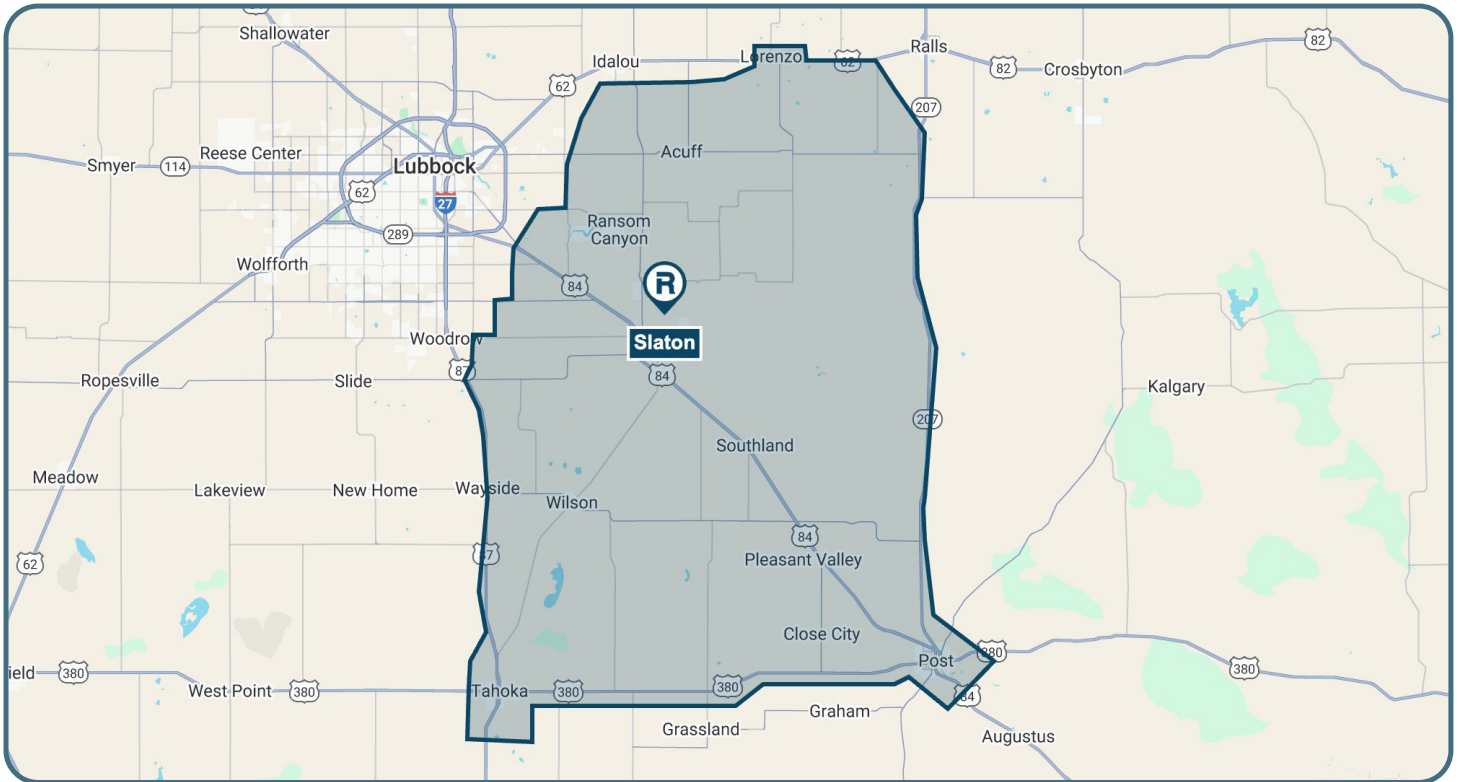
The**Retail**Coach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

SLATON, TEXAS

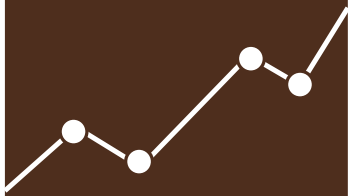
PREPARED FOR SLATON ECONOMIC DEVELOPMENT CORPORATION
AUGUST 2025

DEMOGRAPHIC SNAPSHOT



Population

2025	19,844
2030	21,002



Age

0-9 Years	12.12%
10 - 17 Years	10.99%
18 - 24 Years	11.63%
25 - 34 Years	12.30%
35 - 44 Years	11.52%
45 - 54 Years	11.37%
55 - 64 Years	11.91%
65 and Older	18.16%
Median Age	37.53
Average Age	39.38



Educational Attainment (%)

Graduate or Professional Degree	7.24%
Bachelors Degree	13.95%
Associate Degree	8.83%
Some College	20.70%
High School Graduate (GED)	31.11%
Some High School, No Degree	9.51%
Less than 9th Grade	8.65%

Race Distribution

White	65.53%
Black/African American	3.97%
American Indian/Alaskan	0.73%
Asian	0.38%
Native Hawaiian/Islander	0.08%
Other Race	14.01%
Two or More Races	15.30%
Hispanic	48.80%
Non-Hispanic	_nonHispanic

Income

Average HH	\$88,503
Median HH	\$61,407
Per Capita	\$34,409

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2030 Projection	21,002	
2025 Estimate	19,844	
Growth 2025 - 2030		5.84%
2025 Est. Population by Single-Classification Race	19,844	
White Alone	13,004	65.53%
Black or African American Alone	788	3.97%
Amer. Indian and Alaska Native Alone	145	0.73%
Asian Alone	76	0.38%
Native Hawaiian and Other Pacific Island Alone	16	0.08%
Some Other Race Alone	2,780	14.01%
Two or More Races	3,036	15.30%
2025 Est. Population by Hispanic or Latino Origin	19,844	
Not Hispanic or Latino	10,161	51.20%
Hispanic or Latino	9,683	48.80%
Mexican	8,080	83.44%
Puerto Rican	241	2.49%
Cuban	27	0.28%
All Other Hispanic or Latino	1,335	13.79%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	9,683	
White Alone	4,223	43.61%
Black or African American Alone	121	1.25%
American Indian and Alaska Native Alone	72	0.74%
Asian Alone	5	0.05%
Native Hawaiian and Other Pacific Islander Alone	2	0.02%
Some Other Race Alone	2,732	28.21%
Two or More Races	2,528	26.11%
2025 Est. Pop by Race, Asian Alone, by Category	76	
Chinese, except Taiwanese	31	40.79%
Filipino	27	35.53%
Japanese	2	2.63%
Asian Indian	5	6.58%
Korean	4	5.26%
Vietnamese	1	1.32%
Cambodian	3	3.95%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	2	2.63%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	19,844	
Arab	6	0.03%
Czech	21	0.11%
Danish	3	0.02%
Dutch	99	0.50%
English	1,300	6.55%
French (except Basque)	151	0.76%
French Canadian	7	0.04%
German	1,370	6.90%
Greek	1	0.01%
Hungarian	5	0.03%
Irish	1,159	5.84%
Italian	72	0.36%
Lithuanian	3	0.02%
United States or American	865	4.36%
Norwegian	22	0.11%
Polish	90	0.45%
Portuguese	26	0.13%
Russian	8	0.04%
Scottish	194	0.98%
Scotch-Irish	72	0.36%
Slovak	0	0.00%
Subsaharan African	5	0.03%
Swedish	14	0.07%
Swiss	34	0.17%
Ukrainian	9	0.04%
Welsh	80	0.40%
West Indian (except Hisp. groups)	193	0.97%
Other ancestries	6,932	34.93%
Ancestry Unclassified	7,103	35.79%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	13,837	74.16%
Speak Asian/Pacific Island Language at Home	41	0.22%
Speak IndoEuropean Language at Home	55	0.30%
Speak Spanish at Home	4,675	25.05%
Speak Other Language at Home	51	0.27%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2025 Est. Population by Age	19,844	
Age 0 - 4	1,186	5.98%
Age 5 - 9	1,219	6.14%
Age 10 - 14	1,342	6.76%
Age 15 - 17	839	4.23%
Age 18 - 20	916	4.62%
Age 21 - 24	1,392	7.01%
Age 25 - 34	2,440	12.30%
Age 35 - 44	2,286	11.52%
Age 45 - 54	2,257	11.37%
Age 55 - 64	2,363	11.91%
Age 65 - 74	2,071	10.44%
Age 75 - 84	1,142	5.75%
Age 85 and over	391	1.97%
Age 16 and over	15,819	79.72%
Age 18 and over	15,259	76.89%
Age 21 and over	14,343	72.28%
Age 65 and over	3,604	18.16%
2025 Est. Median Age		37.53
2025 Est. Average Age		39.38
2025 Est. Population by Sex	19,844	
Male	10,285	51.83%
Female	9,559	48.17%

2025 Est. Male Population by Age	10,285	
Age 0 - 4	609	5.92%
Age 5 - 9	612	5.95%
Age 10 - 14	706	6.86%
Age 15 - 17	489	4.75%
Age 18 - 20	540	5.25%
Age 21 - 24	823	8.00%
Age 25 - 34	1,337	13.00%
Age 35 - 44	1,188	11.55%
Age 45 - 54	1,139	11.07%
Age 55 - 64	1,202	11.69%
Age 65 - 74	993	9.66%
Age 75 - 84	503	4.89%
Age 85 and over	144	1.40%
2025 Est. Median Age, Male		35.21
2025 Est. Average Age, Male		38.00
2025 Est. Female Population by Age	9,559	
Age 0 - 4	577	6.04%
Age 5 - 9	607	6.35%
Age 10 - 14	636	6.65%
Age 15 - 17	350	3.66%
Age 18 - 20	376	3.93%
Age 21 - 24	569	5.95%
Age 25 - 34	1,103	11.54%
Age 35 - 44	1,098	11.49%
Age 45 - 54	1,118	11.70%
Age 55 - 64	1,162	12.16%
Age 65 - 74	1,078	11.28%
Age 75 - 84	639	6.68%
Age 85 and over	247	2.58%
2025 Est. Median Age, Female		40.13
2025 Est. Average Age, Female		40.54

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,084	31.58%
Males, Never Married	2,886	17.93%
Females, Never Married	2,198	13.65%
Married, Spouse present	7,411	46.04%
Married, Spouse absent	1,165	7.24%
Widowed	1,073	6.66%
Males Widowed	211	1.31%
Females Widowed	862	5.36%
Divorced	1,364	8.47%
Males Divorced	657	4.08%
Females Divorced	708	4.40%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,120	8.65%
Some High School, no diploma	1,232	9.51%
High School Graduate (or GED)	4,029	31.11%
Some College, no degree	2,681	20.70%
Associate Degree	1,144	8.83%
Bachelor's Degree	1,807	13.95%
Master's Degree	776	5.99%
Professional School Degree	59	0.46%
Doctorate Degree	102	0.79%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,881	33.55%
High School Graduate	1,810	32.28%
Some College or Associate's Degree	1,475	26.31%
Bachelor's Degree or Higher	441	7.87%
Households		
2030 Projection	7,943	
2025 Estimate	7,485	
Growth 2025 - 2030		6.12%
2025 Est. Households by Household Type	7,485	
Family Households	5,246	70.09%
Nonfamily Households	2,239	29.91%
2025 Est. Group Quarters Population	592	
2025 Households by Ethnicity, Hispanic/Latino	3,035	

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	7,485	
Income < \$15,000	651	8.70%
Income \$15,000 - \$24,999	574	7.67%
Income \$25,000 - \$34,999	705	9.42%
Income \$35,000 - \$49,999	1,148	15.34%
Income \$50,000 - \$74,999	1,294	17.29%
Income \$75,000 - \$99,999	870	11.62%
Income \$100,000 - \$124,999	884	11.81%
Income \$125,000 - \$149,999	496	6.63%
Income \$150,000 - \$199,999	335	4.48%
Income \$200,000 - \$249,999	161	2.15%
Income \$250,000 - \$499,999	230	3.07%
Income \$500,000+	136	1.82%
2025 Est. Average Household Income		\$88,503
2025 Est. Median Household Income		\$61,407
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$66,521
Black or African American Alone		\$41,584
American Indian and Alaska Native Alone		\$52,728
Asian Alone		\$140,840
Native Hawaiian and Other Pacific Islander Alone		\$42,500
Some Other Race Alone		\$42,366
Two or More Races		\$58,552
Hispanic or Latino		\$50,595
Not Hispanic or Latino		\$72,072
2025 Est. HH by Type and Presence of Own Child.	7,485	
Family Households with Children	1,981	26.47%
Family Households without Children	5,504	73.53%
Married-Couple Families	3,980	53.17%
Married-Couple Family, own children	1,377	18.40%
Married-Couple Family, no own children	2,604	34.79%
Cohabiting-Couple Families	523	6.99%
Cohabiting-Couple Family, own children	180	2.40%
Cohabiting-Couple Family, no own children	343	4.58%
Male Householder Families	990	13.23%
Male Householder, own children	71	0.95%
Male Householder, no own children	174	2.33%
Male Householder, only Nonrelatives	10	0.13%
Male Householder, Living Alone	735	9.82%
Female Householder Families	1,991	26.60%
Female Householder, own children	353	4.72%
Female Householder, no own children	489	6.53%
Female Householder, only Nonrelatives	34	0.45%
Female Householder, Living Alone	1,116	14.91%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	7,485	
1-person	2,188	29.23%
2-person	2,391	31.94%
3-person	992	13.25%
4-person	913	12.20%
5-person	545	7.28%
6-person	256	3.42%
7-or-more-person	200	2.67%
2025 Est. Average Household Size		2.57
2025 Est. Households by Number of Vehicles	7,485	
No Vehicles	371	4.96%
1 Vehicle	1,718	22.95%
2 Vehicles	3,297	44.05%
3 Vehicles	1,408	18.81%
4 Vehicles	390	5.21%
5 or more Vehicles	302	4.04%
2025 Est. Average Number of Vehicles		2.1
Family Households		
2030 Projection	5,572	
2025 Estimate	5,246	
Growth 2025 - 2030		6.21%
2025 Est. Families by Poverty Status	5,246	
2025 Families at or Above Poverty	4,691	89.42%
2025 Families at or Above Poverty with Children	1,912	36.45%
2025 Families Below Poverty	555	10.58%
2025 Families Below Poverty with Children	400	7.62%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,107	51.25%
Civilian Labor Force, Unemployed	507	3.20%
Armed Forces	123	0.78%
Not in Labor Force	7,081	44.76%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	4,889	57.74%
Non-Profit Private Workers	626	7.39%
Local Government Workers	108	1.27%
State Government Workers	602	7.11%
Federal Government Workers	1,151	13.59%
Self-Employed Workers	1,081	12.77%
Unpaid Family Workers	10	0.12%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	155	1.83%
Arts/Entertainment/Sports	122	1.44%
Building Grounds Maintenance	333	3.93%
Business/Financial Operations	383	4.52%
Community/Social Services	225	2.66%
Computer/Mathematical	126	1.49%
Construction/Extraction	613	7.24%
Education/Training/Library	733	8.66%
Farming/Fishing/Forestry	120	1.42%
Food Prep/Serving	450	5.31%
Health Practitioner/Technician	405	4.78%
Healthcare Support	468	5.53%
Maintenance Repair	251	2.96%
Legal	29	0.34%
Life/Physical/Social Science	64	0.76%
Management	883	10.43%
Office/Admin. Support	780	9.21%
Production	306	3.61%
Protective Services	264	3.12%
Sales/Related	791	9.34%
Personal Care/Service	139	1.64%
Transportation/Moving	829	9.79%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	4,696	55.46%
Blue Collar	1,999	23.61%
Service and Farm	1,773	20.94%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	6,987	84.19%
Car Pooled	846	10.19%
Public Transportation	0	0.00%
Walked	232	2.80%
Bicycle	0	0.00%
Other Means	10	0.12%
Worked at Home	224	2.70%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,059	
15 - 29 Minutes	2,864	
30 - 44 Minutes	1,287	
45 - 59 Minutes	524	
60 or more Minutes	329	
2025 Est. Avg Travel Time to Work in Minutes		23
2025 Est. Occupied Housing Units by Tenure	7,485	
Owner Occupied	5,539	74.00%
Renter Occupied	1,946	26.00%
2025 Owner Occ. HUs: Avg. Length of Residence		18.14 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		7.59 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	5,539	
Value Less than \$20,000	251	4.53%
Value \$20,000 - \$39,999	594	10.72%
Value \$40,000 - \$59,999	280	5.05%
Value \$60,000 - \$79,999	360	6.50%
Value \$80,000 - \$99,999	506	9.14%
Value \$100,000 - \$149,999	903	16.30%
Value \$150,000 - \$199,999	581	10.49%
Value \$200,000 - \$299,999	832	15.02%
Value \$300,000 - \$399,999	501	9.05%
Value \$400,000 - \$499,999	262	4.73%
Value \$500,000 - \$749,999	300	5.42%
Value \$750,000 - \$999,999	113	2.04%
Value \$1,000,000 or \$1,499,999	36	0.65%
Value \$1,500,000 or \$1,999,999	12	0.22%
Value \$2,000,000+	6	0.11%
2025 Est. Median All Owner-Occupied Housing Value		\$141,619
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	7,099	80.15%
1 Unit Attached	107	1.21%
2 Units	253	2.86%
3 or 4 Units	123	1.39%
5 to 19 Units	48	0.54%
20 to 49 Units	81	0.92%
50 or More Units	11	0.12%
Mobile Home or Trailer	1,112	12.56%
Boat, RV, Van, etc.	24	0.27%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	378	4.27%
Housing Units Built 2010 to 2019	558	6.30%
Housing Units Built 2000 to 2009	635	7.17%
Housing Units Built 1990 to 1999	751	8.48%
Housing Units Built 1980 to 1989	754	8.51%
Housing Units Built 1970 to 1979	1,512	17.07%
Housing Units Built 1960 to 1969	1,334	15.06%
Housing Units Built 1950 to 1959	1,559	17.60%
Housing Units Built 1940 to 1949	493	5.57%
Housing Unit Built 1939 or Earlier	884	9.98%
2025 Est. Median Year Structure Built		1971

† 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**Retail**Coach®

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.

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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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