

Community Demographic Profile

City of San Saba
San Saba, Texas

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TheRetailCoach®



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About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” retail trade area assessment to actively recruiting retailers on behalf of our clients.

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.

Retail360 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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360 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 — It’s not about data. It’s about your success.

Community Demographics

San Saba, Texas

DESCRIPTION	DATA	%
Population		
2013 Projection	2,488	
2008 Estimate	2,536	
2000 Census	2,637	
1990 Census	2,645	
Growth 2008-2013	-1.89%	
Growth 2000-2008	-3.83%	
Growth 1990-2000	-0.30%	
2008 Est. Population by Single Race Classification	2,536	
White Alone	1,864	73.50
Black or African American Alone	15	0.59
American Indian and Alaska Native Alone	47	1.85
Asian Alone	7	0.28
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	559	22.04
Two or More Races	44	1.74
2008 Est. Population Hispanic or Latino by Origin*	2,536	
Not Hispanic or Latino	1,651	65.10
Hispanic or Latino:	885	34.90
Mexican	676	76.38
Puerto Rican	1	0.11
Cuban	0	0.00
All Other Hispanic or Latino	208	23.50
2008 Est. Hispanic or Latino by Single Race Class.	885	
White Alone	262	29.60
Black or African American Alone	7	0.79
American Indian and Alaska Native Alone	34	3.84
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	553	62.49
Two or More Races	29	3.28

Community Demographics

San Saba, Texas

DESCRIPTION	DATA	%
2008 Est. Pop. Asian Alone Race by Category*	7	
Chinese, except Taiwanese	0	0.00
Filipino	2	28.57
Japanese	5	71.43
Asian Indian	0	0.00
Korean	0	0.00
Vietnamese	0	0.00
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
Other Asian	0	0.00
Two or more Asian categories	0	0.00
2008 Est. Population by Ancestry	2,536	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	0	0.00
Pop, Dutch	17	0.67
Pop, English	142	5.60
Pop, French (except Basque)	19	0.75
Pop, French Canadian	2	0.08
Pop, German	138	5.44
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	148	5.84
Pop, Italian	41	1.62
Pop, Lithuanian	0	0.00
Pop, United States or American	462	18.22
Pop, Norwegian	1	0.04
Pop, Polish	0	0.00
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	45	1.77
Pop, Scotch-Irish	34	1.34
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	0	0.00
Pop, Swedish	3	0.12
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	12	0.47
Pop, West Indian (exc Hisp groups)	3	0.12

Community Demographics

San Saba, Texas

DESCRIPTION	DATA	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	795	31.35
Pop, Ancestry Unclassified	674	26.58
2008 Est. Pop Age 5+ by Language Spoken At Home	2,362	
Speak Only English at Home	1,636	69.26
Speak Asian/Pacific Islander Language at Home	19	0.80
Speak IndoEuropean Language at Home	9	0.38
Speak Spanish at Home	691	29.25
Speak Other Language at Home	7	0.30
2008 Est. Population by Sex	2,536	
Male	1,193	47.04
Female	1,343	52.96
Male/Female Ratio	0.89	
2008 Est. Population by Age	2,536	
Age 0 - 4	174	6.86
Age 5 - 9	165	6.51
Age 10 - 14	195	7.69
Age 15 - 17	119	4.69
Age 18 - 20	106	4.18
Age 21 - 24	127	5.01
Age 25 - 34	274	10.80
Age 35 - 44	310	12.22
Age 45 - 49	165	6.51
Age 50 - 54	147	5.80
Age 55 - 59	120	4.73
Age 60 - 64	122	4.81
Age 65 - 74	194	7.65
Age 75 - 84	205	8.08
Age 85 and over	113	4.46
Age 16 and over	1,969	77.64
Age 18 and over	1,883	74.25
Age 21 and over	1,777	70.07
Age 65 and over	512	20.19
2008 Est. Median Age	38.49	
2008 Est. Average Age	40.19	

Community Demographics

San Saba, Texas

DESCRIPTION	DATA	%
2008 Est. Male Population by Age	1,193	
Age 0 - 4	92	7.71
Age 5 - 9	83	6.96
Age 10 - 14	96	8.05
Age 15 - 17	58	4.86
Age 18 - 20	57	4.78
Age 21 - 24	61	5.11
Age 25 - 34	127	10.65
Age 35 - 44	160	13.41
Age 45 - 49	81	6.79
Age 50 - 54	75	6.29
Age 55 - 59	55	4.61
Age 60 - 64	45	3.77
Age 65 - 74	85	7.12
Age 75 - 84	76	6.37
Age 85 and over	42	3.52
2008 Est. Median Age, Male	36.43	
2008 Est. Average Age, Male	38.00	
2008 Est. Female Population by Age	1,343	
Age 0 - 4	82	6.11
Age 5 - 9	82	6.11
Age 10 - 14	99	7.37
Age 15 - 17	61	4.54
Age 18 - 20	49	3.65
Age 21 - 24	66	4.91
Age 25 - 34	147	10.95
Age 35 - 44	150	11.17
Age 45 - 49	84	6.25
Age 50 - 54	72	5.36
Age 55 - 59	65	4.84
Age 60 - 64	77	5.73
Age 65 - 74	109	8.12
Age 75 - 84	129	9.61
Age 85 and over	71	5.29
2008 Est. Median Age, Female	40.70	
2008 Est. Average Age, Female	42.14	

Community Demographics

San Saba, Texas

DESCRIPTION	DATA	%
2008 Est. Population Age 15+ by Marital Status*	2,002	
Total, Never Married	328	16.38
Married, Spouse present	1,096	54.75
Married, Spouse absent	99	4.95
Widowed	301	15.03
Divorced	178	8.89
Males, Never Married	200	9.99
Previously Married	106	5.29
Females, Never Married	128	6.39
Previously Married	373	18.63
2008 Est. Pop. Age 25+ by Educational Attainment*	1,650	
Less than 9th grade	398	24.12
Some High School, no diploma	297	18.00
High School Graduate (or GED)	468	28.36
Some College, no degree	273	16.55
Associate Degree	57	3.45
Bachelor's Degree	97	5.88
Master's Degree	49	2.97
Professional School Degree	11	0.67
Doctorate Degree	0	0.00
Households		
2013 Projection	919	
2008 Estimate	951	
2000 Census	1,008	
1990 Census	1,042	
Growth 2008-2013	-3.36%	
Growth 2000-2008	-5.65%	
Growth 1990-2000	-3.26%	
2008 Est. Households by Household Type	951	
Family Households	640	67.30
Nonfamily Households	311	32.70
2008 Est. Group Quarters Population	121	
2008 Households by Ethnicity, Hispanic/Latino	255	26.81

Community Demographics

San Saba, Texas

DESCRIPTION	DATA	%
2008 Est. Households by Household Income	951	
Income Less than \$15,000	208	21.87
Income \$15,000 - \$24,999	117	12.30
Income \$25,000 - \$34,999	172	18.09
Income \$35,000 - \$49,999	190	19.98
Income \$50,000 - \$74,999	146	15.35
Income \$75,000 - \$99,999	58	6.10
Income \$100,000 - \$149,999	37	3.89
Income \$150,000 - \$249,999	4	0.42
Income \$250,000 - \$499,999	17	1.79
Income \$500,000 and more	2	0.21
2008 Est. Average Household Income	\$45,776	
2008 Est. Median Household Income	\$33,728	
2008 Est. Per Capita Income	\$17,474	
2008 Est. Household Type, Presence Own Children*	951	
Single Male Householder	86	9.04
Single Female Householder	203	21.35
Married-Couple Family, own children	219	23.03
Married-Couple Family, no own children	276	29.02
Male Householder, own children	14	1.47
Male Householder, no own children	18	1.89
Female Householder, own children	60	6.31
Female Householder, no own children	53	5.57
Nonfamily, Male Householder	14	1.47
Nonfamily, Female Householder	8	0.84
2008 Est. Households by Household Size*	951	
1-person household	289	30.39
2-person household	296	31.13
3-person household	144	15.14
4-person household	104	10.94
5-person household	70	7.36
6-person household	26	2.73
7 or more person household	22	2.31
2008 Est. Average Household Size	2.54	

Community Demographics

San Saba, Texas

DESCRIPTION	DATA	%
2008 Est. Households by Presence of People*	951	
Households with 1 or more People under Age 18:		
Married-Couple Family	234	24.61
Other Family, Male Householder	17	1.79
Other Family, Female Householder	79	8.31
Nonfamily, Male Householder	1	0.11
Nonfamily, Female Householder	3	0.32
Households no People under Age 18:		
Married-Couple Family	261	27.44
Other Family, Male Householder	15	1.58
Other Family, Female Householder	34	3.58
Nonfamily, Male Householder	99	10.41
Nonfamily, Female Householder	208	21.87
2008 Est. Households by Number of Vehicles*	951	
No Vehicles	97	10.20
1 Vehicle	353	37.12
2 Vehicles	392	41.22
3 Vehicles	90	9.46
4 Vehicles	16	1.68
5 or more Vehicles	3	0.32
2008 Est. Average Number of Vehicles*	1.57	
Family Households		
2013 Projection	618	
2008 Estimate	640	
2000 Census	680	
1990 Census	692	
Growth 2008-2013	-3.44%	
Growth 2000-2008	-5.88%	
Growth 1990-2000	-1.73%	

Community Demographics

San Saba, Texas

DESCRIPTION	DATA	%
2008 Est. Family Households by Household Income	640	
Income Less than \$15,000	79	12.34
Income \$15,000 - \$24,999	69	10.78
Income \$25,000 - \$34,999	128	20.00
Income \$35,000 - \$49,999	143	22.34
Income \$50,000 - \$74,999	109	17.03
Income \$75,000 - \$99,999	55	8.59
Income \$100,000 - \$149,999	36	5.63
Income \$150,000 - \$249,999	4	0.63
Income \$250,000 - \$499,999	15	2.34
Income \$500,000 and more	2	0.31
2008 Est. Average Family Household Income	\$55,000	
2008 Est. Median Family Household Income	\$39,635	
2008 Est. Families by Poverty Status*	640	
Income At or Above Poverty Level:		
Married-Couple Family, own children	209	32.66
Married-Couple Family, no own children	248	38.75
Male Householder, own children	7	1.09
Male Householder, no own children	13	2.03
Female Householder, own children	28	4.38
Female Householder, no own children	23	3.59
Income Below Poverty Level:		
Married-Couple Family, own children	38	5.94
Married-Couple Family, no own children	0	0.00
Male Householder, own children	8	1.25
Male Householder, no own children	4	0.63
Female Householder, own children	57	8.91
Female Householder, no own children	5	0.78
2008 Est. Pop Age 16+ by Employment Status*	1,969	
In Armed Forces	0	0.00
Civilian - Employed	1,013	51.45
Civilian - Unemployed	48	2.44
Not in Labor Force	908	46.11

Community Demographics

San Saba, Texas

DESCRIPTION	DATA	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	1,013	
For-Profit Private Workers	559	55.18
Non-Profit Private Workers	56	5.53
Local Government Workers	87	8.59
State Government Workers	163	16.09
Federal Government Workers	22	2.17
Self-Emp Workers	115	11.35
Unpaid Family Workers	11	1.09
2008 Est. Civ Employed Pop 16+ by Occupation*	1,013	
Management, Business, and Financial Operations	79	7.80
Professional and Related Occupations	151	14.91
Service	260	25.67
Sales and Office	248	24.48
Farming, Fishing, and Forestry	17	1.68
Construction, Extraction and Maintenance	82	8.09
Production, Transportation and Material Moving	176	17.37
2008 Est. Pop 16+ by Occupation Classification*	1,013	
Blue Collar	258	25.47
White Collar	468	46.20
Service and Farm	287	28.33
2008 Est. Workers Age 16+, Transportation To Work*	991	
Drove Alone	789	79.62
Car Pooled	147	14.83
Public Transportation	0	0.00
Walked	27	2.72
Motorcycle	0	0.00
Bicycle	0	0.00
Other Means	8	0.81
Worked at Home	20	2.02
2008 Est. Workers Age 16+ by Travel Time to Work*	971	
Less than 15 Minutes	693	71.37
15 - 29 Minutes	82	8.44
30 - 44 Minutes	74	7.62
45 - 59 Minutes	75	7.72
60 or more Minutes	47	4.84
2008 Est. Average Travel Time to Work in Minutes*	18.20	

Community Demographics

San Saba, Texas

DESCRIPTION	DATA	%
2008 Est. Tenure of Occupied Housing Units	951	
Owner Occupied	682	71.71
Renter Occupied	269	28.29
2008 Occ Housing Units, Avg Length of Residence	11.90	
2008 Est. All Owner-Occupied Housing Values	682	
Value Less than \$20,000	116	17.01
Value \$20,000 - \$39,999	145	21.26
Value \$40,000 - \$59,999	114	16.72
Value \$60,000 - \$79,999	125	18.33
Value \$80,000 - \$99,999	80	11.73
Value \$100,000 - \$149,999	53	7.77
Value \$150,000 - \$199,999	31	4.55
Value \$200,000 - \$299,999	16	2.35
Value \$300,000 - \$399,999	0	0.00
Value \$400,000 - \$499,999	0	0.00
Value \$500,000 - \$749,999	0	0.00
Value \$750,000 - \$999,999	1	0.15
Value \$1,000,000 or more	1	0.15
2008 Est. Median All Owner-Occupied Housing Value	\$54,000	
2008 Est. Housing Units by Units in Structure*	1,132	
1 Unit Attached	19	1.68
1 Unit Detached	897	79.24
2 Units	66	5.83
3 to 19 Units	24	2.12
20 to 49 Units	4	0.35
50 or More Units	0	0.00
Mobile Home or Trailer	122	10.78
Boat, RV, Van, etc.	0	0.00

Community Demographics

San Saba, Texas

DESCRIPTION	DATA	%
2008 Est. Housing Units by Year Structure Built	1,132	
Housing Units Built 1999 to 2008	40	3.53
Housing Unit Built 1995 to 1998	38	3.36
Housing Unit Built 1990 to 1994	6	0.53
Housing Unit Built 1980 to 1989	178	15.72
Housing Unit Built 1970 to 1979	130	11.48
Housing Unit Built 1960 to 1969	142	12.54
Housing Unit Built 1950 to 1959	217	19.17
Housing Unit Built 1940 to 1949	163	14.40
Housing Unit Built 1939 or Earlier	218	19.26
2008 Est. Median Year Structure Built **	1959	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas 2008/2009, ESRI 2008/2009, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, ESRI and/or Microsoft Corporation.

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