

# Demographic Profile

## Primary Retail Trade Area

City of San Saba  
San Saba, Texas

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Prepared by C. Kelly Cofer CCIM

**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

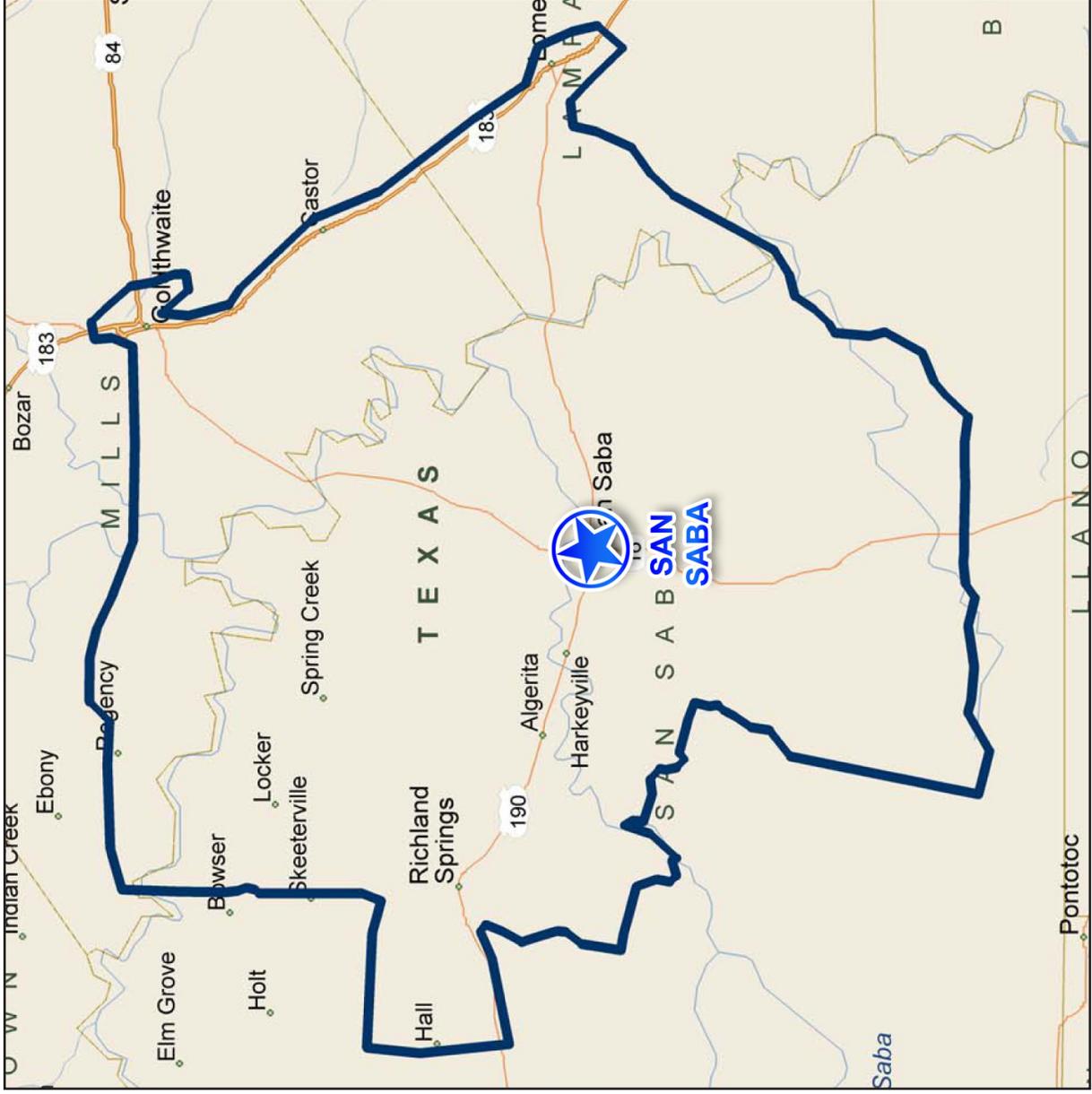
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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.

# Primary Retail Trade Area San Saba, Texas



# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2013 Projection	8,841	
2008 Estimate	8,778	
2000 Census	8,877	
1990 Census	7,858	
Growth 2008-2013	0.72%	
Growth 2000-2008	-1.12%	
Growth 1990-2000	12.97%	
<b>2008 Est. Population by Single Race Classification</b>	<b>8,778</b>	
White Alone	7,353	83.77
Black or African American Alone	180	2.05
American Indian and Alaska Native Alone	81	0.92
Asian Alone	20	0.23
Native Hawaiian and Other Pacific Islander Alone	2	0.02
Some Other Race Alone	1,022	11.64
Two or More Races	120	1.37
<b>2008 Est. Population Hispanic or Latino by Origin*</b>	<b>8,778</b>	
Not Hispanic or Latino	6,722	76.58
Hispanic or Latino:	2,056	23.42
Mexican	1,636	79.57
Puerto Rican	4	0.19
Cuban	8	0.39
All Other Hispanic or Latino	408	19.84
<b>2008 Est. Hispanic or Latino by Single Race Class.</b>	<b>2,056</b>	
White Alone	909	44.21
Black or African American Alone	14	0.68
American Indian and Alaska Native Alone	50	2.43
Asian Alone	2	0.10
Native Hawaiian and Other Pacific Islander Alone	2	0.10
Some Other Race Alone	1,016	49.42
Two or More Races	63	3.06

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Pop. Asian Alone Race by Category*</b>	<b>20</b>	
Chinese, except Taiwanese	2	10.00
Filipino	4	20.00
Japanese	7	35.00
Asian Indian	0	0.00
Korean	1	5.00
Vietnamese	0	0.00
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	1	5.00
Other Asian	5	25.00
Two or more Asian categories	0	0.00
<b>2008 Est. Population by Ancestry</b>	<b>8,778</b>	
Pop, Arab	0	0.00
Pop, Czech	32	0.36
Pop, Danish	6	0.07
Pop, Dutch	64	0.73
Pop, English	622	7.09
Pop, French (except Basque)	66	0.75
Pop, French Canadian	3	0.03
Pop, German	645	7.35
Pop, Greek	7	0.08
Pop, Hungarian	0	0.00
Pop, Irish	558	6.36
Pop, Italian	82	0.93
Pop, Lithuanian	2	0.02
Pop, United States or American	1,424	16.22
Pop, Norwegian	18	0.21
Pop, Polish	16	0.18
Pop, Portuguese	5	0.06
Pop, Russian	3	0.03
Pop, Scottish	123	1.40
Pop, Scotch-Irish	213	2.43
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	2	0.02
Pop, Swedish	25	0.28
Pop, Swiss	3	0.03
Pop, Ukrainian	0	0.00
Pop, Welsh	25	0.28
Pop, West Indian (exc Hisp groups)	13	0.15

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Population by Ancestry</b>		
Pop, Other ancestries	1,958	22.31
Pop, Ancestry Unclassified	2,865	32.64
<b>2008 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>8,319</b>	
Speak Only English at Home	6,714	80.71
Speak Asian/Pacific Islander Language at Home	42	0.50
Speak IndoEuropean Language at Home	43	0.52
Speak Spanish at Home	1,511	18.16
Speak Other Language at Home	9	0.11
<b>2008 Est. Population by Sex</b>	<b>8,778</b>	
Male	4,444	50.63
Female	4,334	49.37
Male/Female Ratio	1.03	
<b>2008 Est. Population by Age</b>	<b>8,778</b>	
Age 0 - 4	459	5.23
Age 5 - 9	494	5.63
Age 10 - 14	624	7.11
Age 15 - 17	598	6.81
Age 18 - 20	444	5.06
Age 21 - 24	413	4.70
Age 25 - 34	868	9.89
Age 35 - 44	953	10.86
Age 45 - 49	548	6.24
Age 50 - 54	536	6.11
Age 55 - 59	520	5.92
Age 60 - 64	507	5.78
Age 65 - 74	787	8.97
Age 75 - 84	664	7.56
Age 85 and over	361	4.11
Age 16 and over	7,039	80.19
Age 18 and over	6,602	75.21
Age 21 and over	6,158	70.15
Age 65 and over	1,812	20.64
<b>2008 Est. Median Age</b>	<b>40.12</b>	
<b>2008 Est. Average Age</b>	<b>41.13</b>	

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Male Population by Age</b>	<b>4,444</b>	
Age 0 - 4	230	5.18
Age 5 - 9	251	5.65
Age 10 - 14	339	7.63
Age 15 - 17	409	9.20
Age 18 - 20	288	6.48
Age 21 - 24	215	4.84
Age 25 - 34	434	9.77
Age 35 - 44	482	10.85
Age 45 - 49	276	6.21
Age 50 - 54	269	6.05
Age 55 - 59	252	5.67
Age 60 - 64	224	5.04
Age 65 - 74	377	8.48
Age 75 - 84	262	5.90
Age 85 and over	136	3.06
<b>2008 Est. Median Age, Male</b>	<b>36.17</b>	
<b>2008 Est. Average Age, Male</b>	<b>38.60</b>	
<b>2008 Est. Female Population by Age</b>	<b>4,334</b>	
Age 0 - 4	230	5.31
Age 5 - 9	243	5.61
Age 10 - 14	285	6.58
Age 15 - 17	190	4.38
Age 18 - 20	156	3.60
Age 21 - 24	199	4.59
Age 25 - 34	434	10.01
Age 35 - 44	471	10.87
Age 45 - 49	273	6.30
Age 50 - 54	266	6.14
Age 55 - 59	268	6.18
Age 60 - 64	283	6.53
Age 65 - 74	410	9.46
Age 75 - 84	402	9.28
Age 85 and over	225	5.19
<b>2008 Est. Median Age, Female</b>	<b>44.13</b>	
<b>2008 Est. Average Age, Female</b>	<b>43.72</b>	

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Population Age 15+ by Marital Status*</b>	<b>7,201</b>	
Total, Never Married	1,099	15.26
Married, Spouse present	4,084	56.71
Married, Spouse absent	612	8.50
Widowed	797	11.07
Divorced	609	8.46
Males, Never Married	675	9.37
Previously Married	423	5.87
Females, Never Married	423	5.87
Previously Married	983	13.65
<b>2008 Est. Pop. Age 25+ by Educational Attainment*</b>	<b>5,745</b>	
Less than 9th grade	806	14.03
Some High School, no diploma	912	15.87
High School Graduate (or GED)	1,824	31.75
Some College, no degree	1,080	18.80
Associate Degree	167	2.91
Bachelor's Degree	640	11.14
Master's Degree	207	3.60
Professional School Degree	76	1.32
Doctorate Degree	33	0.57
<b>Households</b>		
2013 Projection	3,395	
2008 Estimate	3,380	
2000 Census	3,421	
1990 Census	3,156	
Growth 2008-2013	0.44%	
Growth 2000-2008	-1.20%	
Growth 1990-2000	8.40%	
<b>2008 Est. Households by Household Type</b>	<b>3,380</b>	
Family Households	2,317	68.55
Nonfamily Households	1,063	31.45
<b>2008 Est. Group Quarters Population</b>	<b>647</b>	
<b>2008 Households by Ethnicity, Hispanic/Latino</b>	<b>567</b>	<b>16.78</b>

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Households by Household Income</b>	<b>3,380</b>	
Income Less than \$15,000	642	18.99
Income \$15,000 - \$24,999	443	13.11
Income \$25,000 - \$34,999	528	15.62
Income \$35,000 - \$49,999	594	17.57
Income \$50,000 - \$74,999	586	17.34
Income \$75,000 - \$99,999	274	8.11
Income \$100,000 - \$149,999	201	5.95
Income \$150,000 - \$249,999	81	2.40
Income \$250,000 - \$499,999	26	0.77
Income \$500,000 and more	4	0.12
<b>2008 Est. Average Household Income</b>	<b>\$49,113</b>	
<b>2008 Est. Median Household Income</b>	<b>\$36,941</b>	
<b>2008 Est. Per Capita Income</b>	<b>\$19,232</b>	
<b>2008 Est. Household Type, Presence Own Children*</b>	<b>3,380</b>	
Single Male Householder	364	10.77
Single Female Householder	629	18.61
Married-Couple Family, own children	719	21.27
Married-Couple Family, no own children	1,179	34.88
Male Householder, own children	61	1.80
Male Householder, no own children	58	1.72
Female Householder, own children	181	5.36
Female Householder, no own children	119	3.52
Nonfamily, Male Householder	47	1.39
Nonfamily, Female Householder	23	0.68
<b>2008 Est. Households by Household Size*</b>	<b>3,380</b>	
1-person household	993	29.38
2-person household	1,228	36.33
3-person household	485	14.35
4-person household	365	10.80
5-person household	180	5.33
6-person household	77	2.28
7 or more person household	51	1.51
<b>2008 Est. Average Household Size</b>	<b>2.41</b>	

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Households by Presence of People*</b>	<b>3,380</b>	
<b>Households with 1 or more People under Age 18:</b>		
Married-Couple Family	775	22.93
Other Family, Male Householder	68	2.01
Other Family, Female Householder	214	6.33
Nonfamily, Male Householder	9	0.27
Nonfamily, Female Householder	5	0.15
<b>Households no People under Age 18:</b>		
Married-Couple Family	1,124	33.25
Other Family, Male Householder	51	1.51
Other Family, Female Householder	86	2.54
Nonfamily, Male Householder	402	11.89
Nonfamily, Female Householder	647	19.14
<b>2008 Est. Households by Number of Vehicles*</b>	<b>3,380</b>	
No Vehicles	219	6.48
1 Vehicle	1,174	34.73
2 Vehicles	1,409	41.69
3 Vehicles	436	12.90
4 Vehicles	103	3.05
5 or more Vehicles	38	1.12
<b>2008 Est. Average Number of Vehicles*</b>	<b>1.76</b>	
<b>Family Households</b>		
2013 Projection	2,327	
2008 Estimate	2,317	
2000 Census	2,348	
1990 Census	2,157	
Growth 2008-2013	0.43%	
Growth 2000-2008	-1.32%	
Growth 1990-2000	8.85%	

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Family Households by Household Income</b>	<b>2,317</b>	
Income Less than \$15,000	221	9.54
Income \$15,000 - \$24,999	218	9.41
Income \$25,000 - \$34,999	386	16.66
Income \$35,000 - \$49,999	485	20.93
Income \$50,000 - \$74,999	468	20.20
Income \$75,000 - \$99,999	252	10.88
Income \$100,000 - \$149,999	191	8.24
Income \$150,000 - \$249,999	68	2.93
Income \$250,000 - \$499,999	24	1.04
Income \$500,000 and more	4	0.17
<b>2008 Est. Average Family Household Income</b>	<b>\$58,784</b>	
<b>2008 Est. Median Family Household Income</b>	<b>\$45,309</b>	
<b>2008 Est. Families by Poverty Status*</b>	<b>2,317</b>	
<b>Income At or Above Poverty Level:</b>		
Married-Couple Family, own children	696	30.04
Married-Couple Family, no own children	1,039	44.84
Male Householder, own children	39	1.68
Male Householder, no own children	48	2.07
Female Householder, own children	121	5.22
Female Householder, no own children	60	2.59
<b>Income Below Poverty Level:</b>		
Married-Couple Family, own children	107	4.62
Married-Couple Family, no own children	56	2.42
Male Householder, own children	23	0.99
Male Householder, no own children	10	0.43
Female Householder, own children	106	4.57
Female Householder, no own children	13	0.56
<b>2008 Est. Pop Age 16+ by Employment Status*</b>	<b>7,039</b>	
In Armed Forces	0	0.00
Civilian - Employed	3,595	51.07
Civilian - Unemployed	132	1.88
Not in Labor Force	3,312	47.05

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Civ Employed Pop 16+ Class of Worker*</b>	<b>3,595</b>	
For-Profit Private Workers	1,823	50.71
Non-Profit Private Workers	245	6.82
Local Government Workers	334	9.29
State Government Workers	452	12.57
Federal Government Workers	82	2.28
Self-Emp Workers	605	16.83
Unpaid Family Workers	53	1.47
<b>2008 Est. Civ Employed Pop 16+ by Occupation*</b>	<b>3,595</b>	
Management, Business, and Financial Operations	521	14.49
Professional and Related Occupations	580	16.13
Service	712	19.81
Sales and Office	727	20.22
Farming, Fishing, and Forestry	154	4.28
Construction, Extraction and Maintenance	434	12.07
Production, Transportation and Material Moving	467	12.99
<b>2008 Est. Pop 16+ by Occupation Classification*</b>	<b>3,595</b>	
Blue Collar	901	25.06
White Collar	1,594	44.34
Service and Farm	1,100	30.60
<b>2008 Est. Workers Age 16+, Transportation To Work*</b>	<b>3,540</b>	
Drove Alone	2,731	77.15
Car Pooled	556	15.71
Public Transportation	2	0.06
Walked	92	2.60
Motorcycle	0	0.00
Bicycle	0	0.00
Other Means	31	0.88
Worked at Home	130	3.67
<b>2008 Est. Workers Age 16+ by Travel Time to Work*</b>	<b>3,411</b>	
Less than 15 Minutes	1,889	55.38
15 - 29 Minutes	629	18.44
30 - 44 Minutes	370	10.85
45 - 59 Minutes	223	6.54
60 or more Minutes	299	8.77
<b>2008 Est. Average Travel Time to Work in Minutes*</b>	<b>23.05</b>	

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Tenure of Occupied Housing Units</b>	<b>3,380</b>	
Owner Occupied	2,555	75.59
Renter Occupied	825	24.41
<b>2008 Occ Housing Units, Avg Length of Residence</b>	<b>11.72</b>	
<b>2008 Est. All Owner-Occupied Housing Values</b>	<b>2,555</b>	
Value Less than \$20,000	281	11.00
Value \$20,000 - \$39,999	408	15.97
Value \$40,000 - \$59,999	403	15.77
Value \$60,000 - \$79,999	358	14.01
Value \$80,000 - \$99,999	250	9.78
Value \$100,000 - \$149,999	370	14.48
Value \$150,000 - \$199,999	180	7.05
Value \$200,000 - \$299,999	175	6.85
Value \$300,000 - \$399,999	51	2.00
Value \$400,000 - \$499,999	18	0.70
Value \$500,000 - \$749,999	20	0.78
Value \$750,000 - \$999,999	10	0.39
Value \$1,000,000 or more	31	1.21
<b>2008 Est. Median All Owner-Occupied Housing Value</b>	<b>\$70,362</b>	
<b>2008 Est. Housing Units by Units in Structure*</b>	<b>4,333</b>	
1 Unit Attached	54	1.25
1 Unit Detached	3,480	80.31
2 Units	153	3.53
3 to 19 Units	72	1.66
20 to 49 Units	3	0.07
50 or More Units	0	0.00
Mobile Home or Trailer	547	12.62
Boat, RV, Van, etc.	23	0.53

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Housing Units by Year Structure Built</b>	<b>4,333</b>	
Housing Units Built 1999 to 2008	252	5.82
Housing Unit Built 1995 to 1998	282	6.51
Housing Unit Built 1990 to 1994	129	2.98
Housing Unit Built 1980 to 1989	622	14.35
Housing Unit Built 1970 to 1979	579	13.36
Housing Unit Built 1960 to 1969	508	11.72
Housing Unit Built 1950 to 1959	619	14.29
Housing Unit Built 1940 to 1949	465	10.73
Housing Unit Built 1939 or Earlier	877	20.24
<b>2008 Est. Median Year Structure Built **</b>	<b>1964</b>	

\*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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