

# Demographic Profile

## Regional Retail Trade Area

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

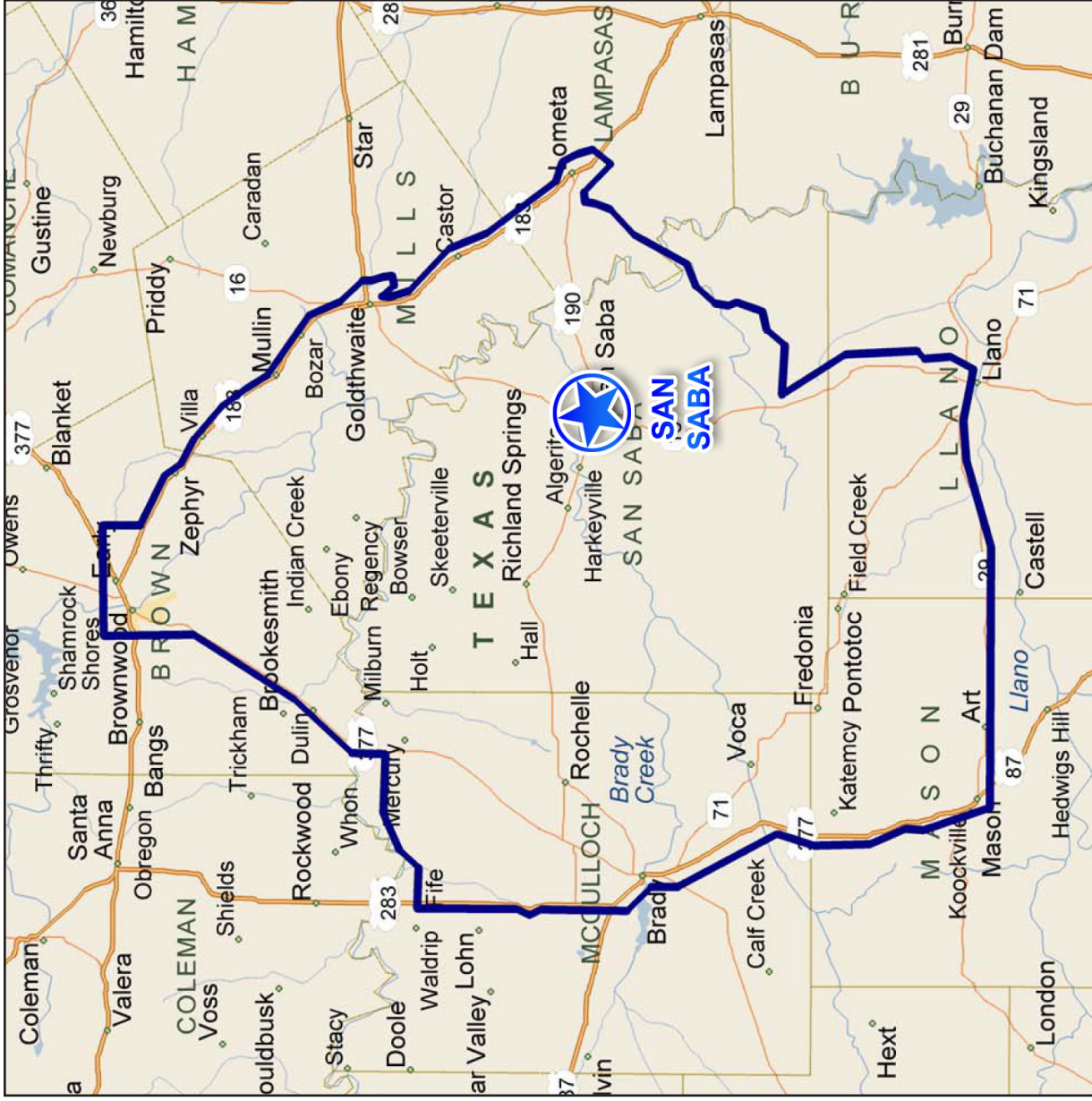
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

A map of San Saba County, Texas, showing its location within the state and surrounding counties. The county is outlined in blue, and its name "SAN SABA" is written in large blue letters. A blue star with a white outline marks the county seat, Harkeyville. The map shows major roads, including US-190 and US-71, and various towns and cities. Surrounding counties include Hamilton, Mills, Lampasas, Llano, Mason, and McCulloch.



# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2013 Projection	48,542	
2008 Estimate	47,539	
2000 Census	46,888	
1990 Census	44,668	
Growth 2008-2013	2.11%	
Growth 2000-2008	1.39%	
Growth 1990-2000	4.97%	
<b>2008 Est. Population by Single Race Classification</b>	<b>47,539</b>	
White Alone	39,860	83.85
Black or African American Alone	1,721	3.62
American Indian and Alaska Native Alone	290	0.61
Asian Alone	279	0.59
Native Hawaiian and Other Pacific Islander Alone	4	0.01
Some Other Race Alone	4,398	9.25
Two or More Races	988	2.08
<b>2008 Est. Population Hispanic or Latino by Origin*</b>	<b>47,539</b>	
Not Hispanic or Latino	36,317	76.39
Hispanic or Latino:	11,222	23.61
Mexican	8,772	78.17
Puerto Rican	63	0.56
Cuban	12	0.11
All Other Hispanic or Latino	2,376	21.17
<b>2008 Est. Hispanic or Latino by Single Race Class.</b>	<b>11,222</b>	
White Alone	6,136	54.68
Black or African American Alone	56	0.50
American Indian and Alaska Native Alone	135	1.20
Asian Alone	16	0.14
Native Hawaiian and Other Pacific Islander Alone	3	0.03
Some Other Race Alone	4,373	38.97
Two or More Races	504	4.49

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Pop. Asian Alone Race by Category*</b>	<b>279</b>	
Chinese, except Taiwanese	73	26.16
Filipino	20	7.17
Japanese	19	6.81
Asian Indian	56	20.07
Korean	29	10.39
Vietnamese	34	12.19
Cambodian	9	3.23
Hmong	0	0.00
Laotian	2	0.72
Thai	9	3.23
Other Asian	26	9.32
Two or more Asian categories	2	0.72
<b>2008 Est. Population by Ancestry</b>	<b>47,539</b>	
Pop, Arab	30	0.06
Pop, Czech	122	0.26
Pop, Danish	73	0.15
Pop, Dutch	416	0.88
Pop, English	2,980	6.27
Pop, French (except Basque)	484	1.02
Pop, French Canadian	81	0.17
Pop, German	4,170	8.77
Pop, Greek	36	0.08
Pop, Hungarian	32	0.07
Pop, Irish	2,789	5.87
Pop, Italian	349	0.73
Pop, Lithuanian	6	0.01
Pop, United States or American	6,486	13.64
Pop, Norwegian	80	0.17
Pop, Polish	187	0.39
Pop, Portuguese	7	0.01
Pop, Russian	33	0.07
Pop, Scottish	515	1.08
Pop, Scotch-Irish	941	1.98
Pop, Slovak	4	0.01
Pop, Sub-Saharan African	27	0.06
Pop, Swedish	279	0.59
Pop, Swiss	12	0.03
Pop, Ukrainian	29	0.06
Pop, Welsh	86	0.18
Pop, West Indian (exc Hisp groups)	32	0.07

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Population by Ancestry</b>		
Pop, Other ancestries	12,559	26.42
Pop, Ancestry Unclassified	14,693	30.91
<b>2008 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>44,576</b>	
Speak Only English at Home	37,177	83.40
Speak Asian/Pacific Islander Language at Home	124	0.28
Speak IndoEuropean Language at Home	271	0.61
Speak Spanish at Home	6,934	15.56
Speak Other Language at Home	70	0.16
<b>2008 Est. Population by Sex</b>	<b>47,539</b>	
Male	23,411	49.25
Female	24,128	50.75
Male/Female Ratio	0.97	
<b>2008 Est. Population by Age</b>	<b>47,539</b>	
Age 0 - 4	2,963	6.23
Age 5 - 9	2,971	6.25
Age 10 - 14	3,217	6.77
Age 15 - 17	2,566	5.40
Age 18 - 20	2,424	5.10
Age 21 - 24	2,639	5.55
Age 25 - 34	6,037	12.70
Age 35 - 44	5,463	11.49
Age 45 - 49	2,988	6.29
Age 50 - 54	2,893	6.09
Age 55 - 59	2,788	5.86
Age 60 - 64	2,373	4.99
Age 65 - 74	3,740	7.87
Age 75 - 84	2,953	6.21
Age 85 and over	1,525	3.21
Age 16 and over	37,626	79.15
Age 18 and over	35,822	75.35
Age 21 and over	33,398	70.25
Age 65 and over	8,217	17.28
<b>2008 Est. Median Age</b>	<b>36.75</b>	
<b>2008 Est. Average Age</b>	<b>39.02</b>	

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Male Population by Age</b>	<b>23,411</b>	
Age 0 - 4	1,485	6.34
Age 5 - 9	1,494	6.38
Age 10 - 14	1,673	7.15
Age 15 - 17	1,507	6.44
Age 18 - 20	1,370	5.85
Age 21 - 24	1,404	6.00
Age 25 - 34	2,967	12.67
Age 35 - 44	2,737	11.69
Age 45 - 49	1,510	6.45
Age 50 - 54	1,420	6.07
Age 55 - 59	1,345	5.75
Age 60 - 64	1,102	4.71
Age 65 - 74	1,743	7.45
Age 75 - 84	1,181	5.04
Age 85 and over	475	2.03
<b>2008 Est. Median Age, Male</b>	<b>34.35</b>	
<b>2008 Est. Average Age, Male</b>	<b>37.09</b>	
<b>2008 Est. Female Population by Age</b>	<b>24,128</b>	
Age 0 - 4	1,478	6.13
Age 5 - 9	1,477	6.12
Age 10 - 14	1,544	6.40
Age 15 - 17	1,059	4.39
Age 18 - 20	1,054	4.37
Age 21 - 24	1,234	5.11
Age 25 - 34	3,071	12.73
Age 35 - 44	2,726	11.30
Age 45 - 49	1,478	6.13
Age 50 - 54	1,474	6.11
Age 55 - 59	1,442	5.98
Age 60 - 64	1,272	5.27
Age 65 - 74	1,997	8.28
Age 75 - 84	1,772	7.34
Age 85 and over	1,050	4.35
<b>2008 Est. Median Age, Female</b>	<b>39.21</b>	
<b>2008 Est. Average Age, Female</b>	<b>40.88</b>	

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Population Age 15+ by Marital Status*</b>	<b>38,388</b>	
Total, Never Married	7,096	18.48
Married, Spouse present	20,914	54.48
Married, Spouse absent	2,830	7.37
Widowed	3,666	9.55
Divorced	3,883	10.12
Males, Never Married	3,995	10.41
Previously Married	2,325	6.06
Females, Never Married	3,101	8.08
Previously Married	5,224	13.61
<b>2008 Est. Pop. Age 25+ by Educational Attainment*</b>	<b>30,760</b>	
Less than 9th grade	3,652	11.87
Some High School, no diploma	4,737	15.40
High School Graduate (or GED)	10,171	33.07
Some College, no degree	6,248	20.31
Associate Degree	1,050	3.41
Bachelor's Degree	3,378	10.98
Master's Degree	1,024	3.33
Professional School Degree	302	0.98
Doctorate Degree	197	0.64
<b>Households</b>		
2013 Projection	18,540	
2008 Estimate	18,157	
2000 Census	17,865	
1990 Census	17,188	
Growth 2008-2013	2.11%	
Growth 2000-2008	1.63%	
Growth 1990-2000	3.94%	
<b>2008 Est. Households by Household Type</b>	<b>18,157</b>	
Family Households	12,432	68.47
Nonfamily Households	5,725	31.53
<b>2008 Est. Group Quarters Population</b>	<b>3,079</b>	
<b>2008 Households by Ethnicity, Hispanic/Latino</b>	<b>3,199</b>	<b>17.62</b>



# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Households by Household Income</b>	<b>18,157</b>	
Income Less than \$15,000	3,860	21.26
Income \$15,000 - \$24,999	2,624	14.45
Income \$25,000 - \$34,999	2,403	13.23
Income \$35,000 - \$49,999	3,121	17.19
Income \$50,000 - \$74,999	3,169	17.45
Income \$75,000 - \$99,999	1,348	7.42
Income \$100,000 - \$149,999	1,095	6.03
Income \$150,000 - \$249,999	362	1.99
Income \$250,000 - \$499,999	138	0.76
Income \$500,000 and more	37	0.20
<b>2008 Est. Average Household Income</b>	<b>\$47,928</b>	
<b>2008 Est. Median Household Income</b>	<b>\$35,922</b>	
<b>2008 Est. Per Capita Income</b>	<b>\$18,645</b>	
<b>2008 Est. Household Type, Presence Own Children*</b>	<b>18,157</b>	
Single Male Householder	1,963	10.81
Single Female Householder	3,232	17.80
Married-Couple Family, own children	4,027	22.18
Married-Couple Family, no own children	5,790	31.89
Male Householder, own children	365	2.01
Male Householder, no own children	258	1.42
Female Householder, own children	1,239	6.82
Female Householder, no own children	753	4.15
Nonfamily, Male Householder	322	1.77
Nonfamily, Female Householder	209	1.15
<b>2008 Est. Households by Household Size*</b>	<b>18,157</b>	
1-person household	5,195	28.61
2-person household	6,268	34.52
3-person household	2,775	15.28
4-person household	2,227	12.27
5-person household	1,064	5.86
6-person household	399	2.20
7 or more person household	229	1.26
<b>2008 Est. Average Household Size</b>	<b>2.45</b>	

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Households by Presence of People*</b>	<b>18,157</b>	
<b>Households with 1 or more People under Age 18:</b>		
Married-Couple Family	4,312	23.75
Other Family, Male Householder	414	2.28
Other Family, Female Householder	1,445	7.96
Nonfamily, Male Householder	51	0.28
Nonfamily, Female Householder	21	0.12
<b>Households no People under Age 18:</b>		
Married-Couple Family	5,505	30.32
Other Family, Male Householder	209	1.15
Other Family, Female Householder	547	3.01
Nonfamily, Male Householder	2,234	12.30
Nonfamily, Female Householder	3,420	18.84
<b>2008 Est. Households by Number of Vehicles*</b>	<b>18,157</b>	
No Vehicles	1,276	7.03
1 Vehicle	6,729	37.06
2 Vehicles	7,235	39.85
3 Vehicles	2,269	12.50
4 Vehicles	464	2.56
5 or more Vehicles	183	1.01
<b>2008 Est. Average Number of Vehicles*</b>	<b>1.71</b>	
<b>Family Households</b>		
2013 Projection	12,694	
2008 Estimate	12,432	
2000 Census	12,231	
1990 Census	11,982	
Growth 2008-2013	2.11%	
Growth 2000-2008	1.64%	
Growth 1990-2000	2.08%	

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Family Households by Household Income</b>	<b>12,432</b>	
Income Less than \$15,000	1,681	13.52
Income \$15,000 - \$24,999	1,550	12.47
Income \$25,000 - \$34,999	1,691	13.60
Income \$35,000 - \$49,999	2,270	18.26
Income \$50,000 - \$74,999	2,655	21.36
Income \$75,000 - \$99,999	1,212	9.75
Income \$100,000 - \$149,999	920	7.40
Income \$150,000 - \$249,999	297	2.39
Income \$250,000 - \$499,999	122	0.98
Income \$500,000 and more	34	0.27
<b>2008 Est. Average Family Household Income</b>	<b>\$55,570</b>	
<b>2008 Est. Median Family Household Income</b>	<b>\$43,550</b>	
<b>2008 Est. Families by Poverty Status*</b>	<b>12,432</b>	
<b>Income At or Above Poverty Level:</b>		
Married-Couple Family, own children	3,809	30.64
Married-Couple Family, no own children	5,189	41.74
Male Householder, own children	266	2.14
Male Householder, no own children	153	1.23
Female Householder, own children	704	5.66
Female Householder, no own children	395	3.18
<b>Income Below Poverty Level:</b>		
Married-Couple Family, own children	563	4.53
Married-Couple Family, no own children	255	2.05
Male Householder, own children	166	1.34
Male Householder, no own children	38	0.31
Female Householder, own children	798	6.42
Female Householder, no own children	95	0.76
<b>2008 Est. Pop Age 16+ by Employment Status*</b>	<b>37,626</b>	
In Armed Forces	33	0.09
Civilian - Employed	19,782	52.58
Civilian - Unemployed	1,431	3.80
Not in Labor Force	16,380	43.53

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Civ Employed Pop 16+ Class of Worker*</b>	<b>19,782</b>	
For-Profit Private Workers	12,470	63.04
Non-Profit Private Workers	1,301	6.58
Local Government Workers	1,306	6.60
State Government Workers	1,816	9.18
Federal Government Workers	307	1.55
Self-Emp Workers	2,392	12.09
Unpaid Family Workers	189	0.96
<b>2008 Est. Civ Employed Pop 16+ by Occupation*</b>	<b>19,782</b>	
Management, Business, and Financial Operations	2,306	11.66
Professional and Related Occupations	3,183	16.09
Service	3,867	19.55
Sales and Office	4,508	22.79
Farming, Fishing, and Forestry	426	2.15
Construction, Extraction and Maintenance	2,293	11.59
Production, Transportation and Material Moving	3,200	16.18
<b>2008 Est. Pop 16+ by Occupation Classification*</b>	<b>19,782</b>	
Blue Collar	5,493	27.77
White Collar	9,381	47.42
Service and Farm	4,908	24.81
<b>2008 Est. Workers Age 16+, Transportation To Work*</b>	<b>19,414</b>	
Drove Alone	15,650	80.61
Car Pooled	2,569	13.23
Public Transportation	48	0.25
Walked	396	2.04
Motorcycle	21	0.11
Bicycle	15	0.08
Other Means	184	0.95
Worked at Home	530	2.73
<b>2008 Est. Workers Age 16+ by Travel Time to Work*</b>	<b>18,884</b>	
Less than 15 Minutes	11,083	58.69
15 - 29 Minutes	4,567	24.18
30 - 44 Minutes	1,490	7.89
45 - 59 Minutes	560	2.97
60 or more Minutes	1,184	6.27
<b>2008 Est. Average Travel Time to Work in Minutes*</b>	<b>19.59</b>	

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Tenure of Occupied Housing Units</b>	<b>18,157</b>	
Owner Occupied	12,857	70.81
Renter Occupied	5,300	29.19
<b>2008 Occ Housing Units, Avg Length of Residence</b>	<b>10.42</b>	
<b>2008 Est. All Owner-Occupied Housing Values</b>	<b>12,857</b>	
Value Less than \$20,000	1,673	13.01
Value \$20,000 - \$39,999	2,497	19.42
Value \$40,000 - \$59,999	2,224	17.30
Value \$60,000 - \$79,999	1,732	13.47
Value \$80,000 - \$99,999	1,304	10.14
Value \$100,000 - \$149,999	1,692	13.16
Value \$150,000 - \$199,999	787	6.12
Value \$200,000 - \$299,999	505	3.93
Value \$300,000 - \$399,999	181	1.41
Value \$400,000 - \$499,999	70	0.54
Value \$500,000 - \$749,999	97	0.75
Value \$750,000 - \$999,999	24	0.19
Value \$1,000,000 or more	71	0.55
<b>2008 Est. Median All Owner-Occupied Housing Value</b>	<b>\$60,404</b>	
<b>2008 Est. Housing Units by Units in Structure*</b>	<b>22,030</b>	
1 Unit Attached	322	1.46
1 Unit Detached	16,887	76.65
2 Units	821	3.73
3 to 19 Units	974	4.42
20 to 49 Units	272	1.23
50 or More Units	297	1.35
Mobile Home or Trailer	2,335	10.60
Boat, RV, Van, etc.	122	0.55

# Retail Trade Area Demographics

## San Saba, Texas

DESCRIPTION	DATA	%
<b>2008 Est. Housing Units by Year Structure Built</b>	<b>22,030</b>	
Housing Units Built 1999 to 2008	1,661	7.54
Housing Unit Built 1995 to 1998	1,030	4.68
Housing Unit Built 1990 to 1994	636	2.89
Housing Unit Built 1980 to 1989	2,903	13.18
Housing Unit Built 1970 to 1979	3,846	17.46
Housing Unit Built 1960 to 1969	2,807	12.74
Housing Unit Built 1950 to 1959	3,003	13.63
Housing Unit Built 1940 to 1949	2,565	11.64
Housing Unit Built 1939 or Earlier	3,579	16.25
<b>2008 Est. Median Year Structure Built **</b>	<b>1967</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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