



TheRetailCoach®

# PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

San Saba, Texas

Prepared for  
San Saba Economic Development Corporation  
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# PRIMARY RETAIL TRADE AREA

San Saba, Texas



**CONTACT** TONY GUIDROZ, DIRECTOR OF ECONOMIC DEVELOPMENT/TOURISM

City of San Saba | P.O. Box 788 | 303 S. Clear | San Saba, TX 76877 | 325.372.5440 | 325.372.8291  
tguidroz@gmail.com | www.sansabatexas.com



# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

San Saba, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$196,937,589.42</b>	<b>\$48,455,945.00</b>	<b>\$148,481,644.42</b>	<b>0.246</b>
441	Motor Vehicle and Parts Dealers	\$28,336,155.76	\$2,210,241.00	\$26,125,914.76	0.078
4411	Automotive Dealers	\$24,281,152.73	\$0.00	\$24,281,152.73	0.000
4412	Other Motor Vehicle Dealers	\$1,983,598.68	\$0.00	\$1,983,598.68	0.000
4413	Automotive Parts/Accsrs, Tire Stores	\$2,071,404.34	\$2,210,241.00	-\$138,836.66	1.067
442	Furniture and Home Furnishings Stores	\$2,610,413.51	\$995,334.00	\$1,615,079.51	0.381
4421	Furniture Stores	\$1,517,766.04	\$995,334.00	\$522,432.04	0.656
4422	Home Furnishing Stores	\$1,092,647.47	\$0.00	\$1,092,647.47	0.000
443	Electronics and Appliance Stores	\$3,686,017.32	\$1,577,000.00	\$2,109,017.32	0.428
44311	Appliances, TVs, Electronics Stores	\$1,843,008.66	\$0.00	\$1,843,008.66	0.000
443111	Household Appliances Stores	\$234,704.19	\$583,000.00	-\$348,295.81	2.484
443112	Electronics Stores	\$1,608,304.47	\$994,000.00	\$614,304.47	0.618
444	Building Material, Garden Equip Stores	\$24,513,526.86	\$10,761,954.00	\$13,751,572.86	0.439
4441	Building Material and Supply Dealers	\$10,124,569.97	\$5,630,977.00	\$4,493,592.97	0.556
44411	Home Centers	\$4,414,676.41	\$0.00	\$4,414,676.41	0.000
44412	Paint and Wallpaper Stores	\$179,726.80	\$0.00	\$179,726.80	0.000
44413	Hardware Stores	\$810,760.23	\$1,561,833.00	-\$751,072.77	1.926
44419	Other Building Materials Dealers	\$4,719,406.55	\$3,569,144.00	\$1,150,262.55	0.756
444191	Building Materials, Lumberyards	\$1,763,484.76	\$0.00	\$1,763,484.76	0.000
4442	Lawn, Garden Equipment, Supplies Stores	\$1,250,451.08	\$0.00	\$1,250,451.08	0.000
44421	Outdoor Power Equipment Stores	\$305,824.76	\$0.00	\$305,824.76	0.000
44422	Nursery and Garden Centers	\$944,626.31	\$0.00	\$944,626.31	0.000



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	\$24,933,342.69	\$15,154,790.00	\$9,778,552.69	0.608
4451	Grocery Stores	\$10,295,114.22	\$6,310,371.00	\$3,984,743.22	0.613
44511	Supermarkets, Grocery (Ex Conv) Stores	\$9,693,006.40	\$4,201,437.00	\$5,491,569.40	0.433
44512	Convenience Stores	\$602,107.82	\$108,934.00	\$493,173.82	0.181
4452	Specialty Food Stores	\$619,498.03	\$2,691,048.00	-\$2,071,549.97	4.344
4453	Beer, Wine and Liquor Stores	\$3,723,616.22	\$1,843,000.00	\$1,880,616.22	0.495
446	Health and Personal Care Stores	\$6,190,218.12	\$2,177,653.00	\$4,012,565.12	0.352
44611	Pharmacies and Drug Stores	\$4,738,818.10	\$1,884,366.00	\$2,854,452.10	0.398
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$571,198.12	\$293,287.00	\$277,911.12	0.513
44613	Optical Goods Stores	\$305,879.06	\$0.00	\$305,879.06	0.000
44619	Other Health and Personal Care Stores	\$574,322.85	\$0.00	\$574,322.85	0.000
447	Gasoline Stations	\$10,506,562.77	\$6,469,619.00	\$4,036,943.77	0.616
44711	Gasoline Stations With Conv Stores	\$8,134,388.24	\$4,572,999.00	\$3,561,389.24	0.562
44719	Other Gasoline Stations	\$2,372,174.53	\$1,896,620.00	\$475,554.53	0.800
448	Clothing and Clothing Accessories Stores	\$10,113,668.76	\$1,766,592.00	\$8,347,076.76	0.175
4481	Clothing Stores	\$2,944,120.38	\$217,051.00	\$2,727,069.38	0.074
44811	Men's Clothing Stores	\$151,687.04	\$0.00	\$151,687.04	0.000
44812	Women's Clothing Stores	\$668,305.71	\$72,479.00	\$595,826.71	0.108
44813	Childrens, Infants Clothing Stores	\$166,177.96	\$0.00	\$166,177.96	0.000
44814	Family Clothing Stores	\$1,643,440.15	\$1,244,572.00	\$398,868.15	0.757
44815	Clothing Accessories Stores	\$112,128.59	\$0.00	\$112,128.59	0.000
44819	Other Clothing Stores	\$202,380.93	\$0.00	\$202,380.93	0.000
4482	Shoe Stores	\$485,798.84	\$0.00	\$485,798.84	0.000
4483	Jewelry, Luggage, Leather Goods Stores	\$1,869,814.58	\$66,245.00	\$1,803,569.58	0.035
44831	Jewelry Stores	\$1,694,293.81	\$166,245.00	\$1,528,048.81	0.098
44832	Luggage and Leather Goods Stores	\$175,520.77	\$0.00	\$175,520.77	0.000



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$5,295,886.48	\$489,722.00	\$4,806,164.48	0.092
4511	Sportng Goods, Hobby, Musical Inst Stores	\$2,168,124.38	\$244,861.00	\$1,923,263.38	0.113
45111	Sporting Goods Stores	\$1,167,102.16	\$244,861.00	\$922,241.16	0.210
45112	Hobby, Toys and Games Stores	\$650,065.09	\$0.00	\$650,065.09	0.000
45113	Sew/Needlework/Piece Goods Stores	\$142,694.11	\$0.00	\$142,694.11	0.000
45114	Musical Instrument and Supplies Stores	\$208,263.02	\$0.00	\$208,263.02	0.000
4512	Book, Periodical and Music Stores	\$364,692.90	\$0.00	\$364,692.90	0.000
45121	Book Stores and News Dealers	\$297,472.41	\$0.00	\$297,472.41	0.000
451211	Book Stores	\$271,954.08	\$0.00	\$271,954.08	0.000
451212	News Dealers and Newsstands	\$25,518.34	\$0.00	\$25,518.34	0.000
452	General Merchandise Stores	\$20,090,012.42	\$1,533,719.00	\$18,556,293.42	0.076
4521	Department Stores Excl Leased Depts	\$14,781,419.55	\$1,284,285.00	\$13,497,134.55	0.087
4529	Other General Merchandise Stores	\$5,308,592.87	\$249,434.00	\$5,059,158.87	0.047
453	Miscellaneous Store Retailers	\$7,334,826.53	\$610,421.00	\$6,724,405.53	0.083
4531	Florists	\$3,432,540.54	\$347,592.00	\$3,084,948.54	0.101
4532	Office Supplies, Stationery, Gift Stores	\$124,440.97	\$0.00	\$124,440.97	0.000
45321	Office Supplies and Stationery Stores	\$1,732,364.06	\$0.00	\$1,732,364.06	0.000
45322	Gift, Novelty and Souvenir Stores	\$845,048.56	\$0.00	\$845,048.56	0.000
4533	Used Merchandise Stores	\$887,315.50	\$262,829.00	\$624,486.50	0.296
4539	Other Miscellaneous Store Retailers	\$313,116.90	\$0.00	\$313,116.90	0.000
454	Non-Store Retailers	\$1,262,618.61	\$0.00	\$1,262,618.61	0.000



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722	Foodservice and Drinking Places	\$52,064,339.59	\$4,708,900.00	\$47,355,439.59	0.090
7223	Special Foodservices	\$11,632,291.37	\$0.00	\$11,632,291.37	0.000
7224	Drinking Places -Alcoholic Beverages	\$4,733,192.97	\$0.00	\$4,733,192.97	0.000
722511	Full Service Restaurants	\$5,417,354.56	\$2,199,900.00	\$3,217,454.56	0.406
722513	Limited Service Eating Places	\$977,463.60	\$2,509,000.00	-\$1,531,536.40	2.567
722514	Cafeterias, Grill Buffets, and Buffets	\$504,280.25	\$0.00	\$504,280.25	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$28,799,756.85	\$0.00	\$28,799,756.85	0.000



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2021 Projection	8,630	
2016 Estimate	8,427	
2010 Census	8,403	
2000 Census	8,198	
Growth 2016 - 2021		2.41%
Growth 2010 - 2016		0.29%
Growth 2000 - 2010		2.50%
<b>2016 Est. Population by Single-Classification Race</b>	8,427	
White Alone	7,001	83.08%
Black or African American Alone	135	1.60%
Amer. Indian and Alaska Native Alone	64	0.76%
Asian Alone	36	0.43%
Native Hawaiian and Other Pac. Isl. Alone	0	0.01%
Some Other Race Alone	995	11.80%
Two or More Races	195	2.32%
<b>2016 Est. Population by Hispanic or Latino Origin</b>	8,427	
Not Hispanic or Latino	5,894	69.94%
Hispanic or Latino	2,533	30.06%
Mexican	2,275	89.82%
Puerto Rican	15	0.60%
Cuban	10	0.39%
All Other Hispanic or Latino	233	9.19%

DESCRIPTION	DATA	%
<b>2016 Est. Hisp. or Latino Pop by Single-Class. Race</b>	2,533	
White Alone	1,430	56.44%
Black or African American Alone	10	0.41%
American Indian and Alaska Native Alone	22	0.88%
Asian Alone	0	0.02%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	993	39.20%
Two or More Races	77	3.04%
<b>2016 Est. Pop by Race, Asian Alone, by Category</b>	36	
Chinese, except Taiwanese	4	10.58%
Filipino	0	0.00%
Japanese	1	2.36%
Asian Indian	0	0.00%
Korean	1	2.36%
Vietnamese	18	51.04%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	1	2.36%
Thai	7	19.51%
All Other Asian Races Including 2+ Category	4	11.81%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>2016 Est. Population by Ancestry</b>	8,427	
Arab	0	0.00%
Czech	21	0.25%
Danish	0	0.00%
Dutch	37	0.44%
English	719	8.54%
French (except Basque)	124	1.47%
French Canadian	6	0.07%
German	1,101	13.07%
Greek	12	0.14%
Hungarian	3	0.03%
Irish	762	9.05%
Italian	35	0.42%
Lithuanian	0	0.00%
United States or American	706	8.37%
Norwegian	26	0.31%
Polish	31	0.37%
Portuguese	0	0.00%
Russian	18	0.22%
Scottish	130	1.54%
Scotch-Irish	187	2.22%
Slovak	0	0.00%
Subsaharan African	12	0.14%
Swedish	87	1.04%
Swiss	3	0.03%
Ukrainian	0	0.00%
Welsh	26	0.31%
West Indian (except Hisp. groups)	13	0.16%
Other ancestries	3,098	36.76%
Ancestry Unclassified	1,268	15.05%

DESCRIPTION	DATA	%
<b>2016 Est. Pop Age 5+ by Language Spoken At Home</b>	7,935	
Speak Only English at Home	6,304	79.43%
Speak Asian/Pac. Isl. Lang. at Home	23	0.29%
Speak IndoEuropean Language at Home	43	0.54%
Speak Spanish at Home	1,566	19.74%
Speak Other Language at Home	0	0.00%
<b>2016 Est. Population by Age</b>	8,427	
Age 0 - 4	492	5.83%
Age 5 - 9	494	5.86%
Age 10 - 14	538	6.38%
Age 15 - 17	350	4.15%
Age 18 - 20	324	3.85%
Age 21 - 24	461	5.47%
Age 25 - 34	986	11.70%
Age 35 - 44	752	8.93%
Age 45 - 54	954	11.32%
Age 55 - 64	1,113	13.21%
Age 65 - 74	1,091	12.95%
Age 75 - 84	594	7.04%
Age 85 and over	278	3.29%
Age 16 and over	6,789	80.56%
Age 18 and over	6,554	77.77%
Age 21 and over	6,229	73.92%
Age 65 and over	1,962	23.29%
<b>2016 Est. Median Age</b>	42.6	
<b>2016 Est. Average Age</b>	42.4	





# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>2016 Est. Population by Sex</b>	8,427	
Male	4,261	50.56%
Female	4,166	49.44%
<b>2016 Est. Male Population by Age</b>	4,261	
Age 0 - 4	245	5.74%
Age 5 - 9	237	5.56%
Age 10 - 14	273	6.41%
Age 15 - 17	180	4.22%
Age 18 - 20	181	4.25%
Age 21 - 24	283	6.65%
Age 25 - 34	601	14.11%
Age 35 - 44	353	8.29%
Age 45 - 54	474	11.13%
Age 55 - 64	529	12.41%
Age 65 - 74	533	12.50%
Age 75 - 84	271	6.35%
Age 85 and over	102	2.39%
<b>2016 Est. Median Age, Male</b>	38.7	
<b>2016 Est. Average Age, Male</b>	40.9	

DESCRIPTION	DATA	%
<b>2016 Est. Female Population by Age</b>	4,166	
Age 0 - 4	247	5.93%
Age 5 - 9	257	6.17%
Age 10 - 14	265	6.36%
Age 15 - 17	170	4.08%
Age 18 - 20	144	3.45%
Age 21 - 24	178	4.26%
Age 25 - 34	385	9.24%
Age 35 - 44	399	9.58%
Age 45 - 54	480	11.52%
Age 55 - 64	585	14.04%
Age 65 - 74	559	13.41%
Age 75 - 84	323	7.75%
Age 85 and over	176	4.22%
<b>2016 Est. Median Age, Female</b>	45.8	
<b>2016 Est. Average Age, Female</b>	43.8	
<b>2016 Est. Pop Age 15+ by Marital Status</b>	6,904	
Total, Never Married	1,621	23.48%
Males, Never Married	1,065	15.43%
Females, Never Married	556	8.05%
Married, Spouse present	3,220	46.64%
Married, Spouse absent	591	8.56%
Widowed	638	9.23%
Males Widowed	136	1.97%
Females Widowed	501	7.26%
Divorced	835	12.09%
Males Divorced	432	6.25%
Females Divorced	403	5.84%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>2016 Est. Pop Age 25+ by Edu. Attainment</b>	5,768	
Less than 9th grade	679	11.78%
Some High School, no diploma	532	9.22%
High School Graduate (or GED)	1,743	30.22%
Some College, no degree	1,654	28.68%
Associate Degree	306	5.30%
Bachelor's Degree	603	10.45%
Master's Degree	183	3.17%
Professional School Degree	50	0.87%
Doctorate Degree	18	0.31%
<b>2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	1,320	
No High School Diploma	768	58.17%
High School Graduate	287	21.74%
Some College or Associate's Degree	220	16.67%
Bachelor's Degree or Higher	45	3.41%
<b>Households</b>		
2021 Projection	3,316	
2016 Estimate	3,218	
2010 Census	3,170	
2000 Census	3,129	
Growth 2016 - 2021		3.06%
Growth 2010 - 2016		1.50%
Growth 2000 - 2010		1.31%

DESCRIPTION	DATA	%
<b>2016 Est. Households by Household Type</b>	3,218	
Family Households	2,207	68.58%
Nonfamily Households	1,011	31.42%
2016 Est. Group Quarters Population	587	
2016 HHs by Ethnicity, Hispanic/Latino	708	
<b>2016 Est. Households by HH Income</b>	3,218	
Income < \$15,000	538	16.72%
Income \$15,000 - \$24,999	451	14.03%
Income \$25,000 - \$34,999	404	12.56%
Income \$35,000 - \$49,999	561	17.42%
Income \$50,000 - \$74,999	563	17.50%
Income \$75,000 - \$99,999	329	10.22%
Income \$100,000 - \$124,999	168	5.21%
Income \$125,000 - \$149,999	74	2.30%
Income \$150,000 - \$199,999	49	1.51%
Income \$200,000 - \$249,999	30	0.93%
Income \$250,000 - \$499,999	34	1.06%
Income \$500,000+	18	0.55%
<b>2016 Est. Average Household Income</b>	\$55,618	
<b>2016 Est. Median Household Income</b>	\$40,761	



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DESCRIPTION	DATA	%
<b>2016 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$41,156	
Black or African American Alone	\$22,883	
American Indian and Alaska Native Alone	\$60,587	
Asian Alone	\$42,658	
Native Hawaiian and Other Pacific Islander Alone	\$62,500	
Some Other Race Alone	\$40,285	
Two or More Races	\$29,500	
Hispanic or Latino	\$34,985	
Not Hispanic or Latino	\$42,061	
<b>2016 Est. Family HH Type by Presence of Own Child.</b>	2,207	
Married-Couple Family, own children	598	27.09%
Married-Couple Family, no own children	1,096	49.65%
Male Householder, own children	79	3.59%
Male Householder, no own children	90	4.10%
Female Householder, own children	193	8.76%
Female Householder, no own children	150	6.82%
<b>2016 Est. Households by Household Size</b>	3,218	
1-person	922	28.65%
2-person	1,165	36.21%
3-person	444	13.80%
4-person	383	11.91%
5-person	185	5.76%
6-person	73	2.28%
7-or-more-person	45	1.38%
<b>2016 Est. Average Household Size</b>	2.44	

DESCRIPTION	DATA	%
<b>2016 Est. Households by Presence of People Under 18</b>	3,218	
Households with 1 or More People under Age 18:	994	30.88%
Married-Couple Family	667	67.11%
Other Family, Male Householder	89	8.96%
Other Family, Female Householder	231	23.20%
Nonfamily, Male Householder	7	0.72%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	2,224	69.12%
Married-Couple Family	1,025	46.10%
Other Family, Male Householder	81	3.63%
Other Family, Female Householder	115	5.18%
Nonfamily, Male Householder	457	20.55%
Nonfamily, Female Householder	546	24.54%
<b>2016 Est. Households by Number of Vehicles</b>	3,218	
No Vehicles	230	7.14%
1 Vehicle	1,041	32.35%
2 Vehicles	1,293	40.20%
3 Vehicles	478	14.87%
4 Vehicles	143	4.45%
5 or more Vehicles	32	1.01%
<b>2016 Est. Average Number of Vehicles</b>	1.8	



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>Family Households</b>		
2021 Projection	2,272	
2016 Estimate	2,207	
2010 Census	2,177	
2000 Census	2,161	
Growth 2016 - 2021		2.98%
Growth 2010 - 2016		1.34%
Growth 2000 - 2010		0.78%
<b>2016 Est. Families by Poverty Status</b>	2,207	
2016 Families at or Above Poverty	1,942	88.00%
2016 Families at or Above Poverty with Children	769	34.86%
2016 Families Below Poverty	265	12.00%
2016 Families Below Poverty with Children	189	8.56%
<b>2016 Est. Pop Age 16+ by Employment Status</b>	6,789	
In Armed Forces	7	0.10%
Civilian - Employed	3,331	49.06%
Civilian - Unemployed	198	2.91%
Not in Labor Force	3,254	47.93%
<b>2016 Est. Civ. Employed Pop 16+ by Class of Worker</b>	3,371	
For-Profit Private Workers	1,984	58.85%
Non-Profit Private Workers	234	6.95%
Local Government Workers	340	10.09%
State Government Workers	271	8.05%
Federal Government Workers	75	2.22%
Self-Employed Workers	457	13.57%
Unpaid Family Workers	9	0.26%

DESCRIPTION	DATA	%
<b>2016 Est. Civ. Employed Pop 16+ by Occupation</b>	3,371	
Architect/Engineer	14	0.42%
Arts/Entertainment/Sports	28	0.83%
Building Grounds Maintenance	95	2.82%
Business/Financial Operations	88	2.60%
Community/Social Services	103	3.07%
Computer/Mathematical	9	0.25%
Construction/Extraction	412	12.22%
Education/Training/Library	172	5.09%
Farming/Fishing/Forestry	189	5.62%
Food Prep/Serving	214	6.34%
Health Practitioner/Technician	94	2.80%
Healthcare Support	89	2.64%
Maintenance Repair	99	2.93%
Legal	29	0.86%
Life/Physical/Social Science	5	0.16%
Management	253	7.51%
Office/Admin. Support	394	11.70%
Production	226	6.69%
Protective Services	114	3.39%
Sales/Related	285	8.47%
Personal Care/Service	131	3.87%
Transportation/Moving	328	9.73%
<b>2016 Est. Pop 16+ by Occupation Classification</b>	3,371	
Blue Collar	1,064	31.57%
White Collar	1,475	43.75%
Service and Farm	832	24.68%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>2016 Est. Workers Age 16+ by Transp. to Work</b>	3,265	
Drove Alone	2,419	74.10%
Car Pooled	559	17.12%
Public Transportation	0	0.00%
Walked	110	3.36%
Bicycle	17	0.52%
Other Means	32	0.99%
Worked at Home	128	3.91%
<b>2016 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,707	
15 - 29 Minutes	734	
30 - 44 Minutes	423	
45 - 59 Minutes	194	
60 or more Minutes	86	
2016 Est. Avg Travel Time to Work in Minutes	19.00	
<b>2016 Est. Occupied Housing Units by Tenure</b>	3,218	
Owner Occupied	2,370	73.65%
Renter Occupied	848	26.35%
<b>2016 Owner Occ. HUs: Avg. Length of Residence</b>	19.5	
<b>2016 Renter Occ. HUs: Avg. Length of Residence</b>	8.8	

DESCRIPTION	DATA	%
<b>2016 Est. Owner-Occupied Housing Units by Value</b>	2,370	
Value Less than \$20,000	73	3.09%
Value \$20,000 - \$39,999	389	16.40%
Value \$40,000 - \$59,999	329	13.86%
Value \$60,000 - \$79,999	391	16.51%
Value \$80,000 - \$99,999	298	12.59%
Value \$100,000 - \$149,999	244	10.28%
Value \$150,000 - \$199,999	245	10.33%
Value \$200,000 - \$299,999	187	7.91%
Value \$300,000 - \$399,999	88	3.70%
Value \$400,000 - \$499,999	49	2.06%
Value \$500,000 - \$749,999	17	0.74%
Value \$750,000 - \$999,999	23	0.95%
Value \$1,000,000 or more	38	1.58%
<b>2016 Est. Median All Owner-Occupied Housing Value</b>	\$80,219	
<b>2016 Est. Housing Units by Units in Structure</b>	4,378	
1 Unit Attached	28	0.63%
1 Unit Detached	3,434	78.43%
2 Units	124	2.84%
3 or 4 Units	53	1.20%
5 to 19 Units	40	0.91%
20 to 49 Units	8	0.19%
50 or More Units	3	0.07%
Mobile Home or Trailer	685	15.65%
Boat, RV, Van, etc.	3	0.07%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

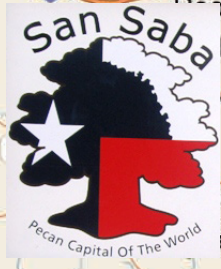
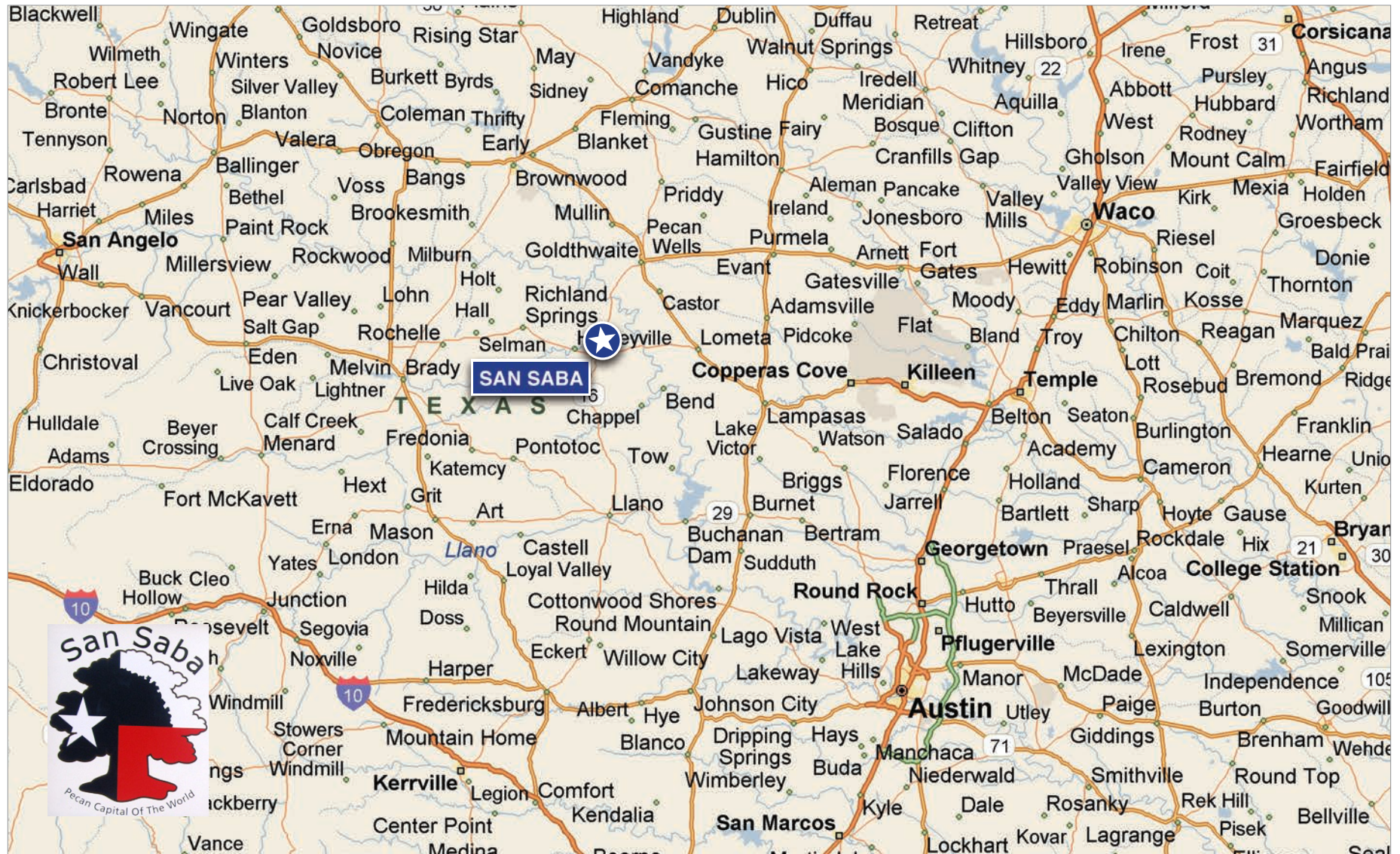
San Saba, Texas

DESCRIPTION	DATA	%
<b>2016 Est. Housing Units by Year Structure Built</b>	4,378	
Housing Units Built 2010 or later	146	3.33%
Housing Units Built 2000 to 2009	493	11.27%
Housing Units Built 1990 to 1999	476	10.88%
Housing Units Built 1980 to 1989	510	11.65%
Housing Units Built 1970 to 1979	597	13.63%
Housing Units Built 1960 to 1969	539	12.30%
Housing Units Built 1950 to 1959	583	13.31%
Housing Units Built 1940 to 1949	220	5.03%
Housing Unit Built 1939 or Earlier	815	18.61%
<b>2016 Est. Median Year Structure Built</b>	1971	



# LOCATION

San Saba, Texas



**CONTACT** TONY GUIDROZ, DIRECTOR OF ECONOMIC DEVELOPMENT/TOURISM

City of San Saba | P.O. Box 788 | 303 S. Clear | San Saba, TX 76877 | 325.372.5440 | 325.372.8291  
tguidroz@gmail.com | www.sansabatexas.com



# COMMUNITY • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2021 Projection	3,036	
2016 Estimate	3,021	
2010 Census	3,099	
2000 Census	3,122	
Growth 2016 - 2021		0.50%
Growth 2010 - 2016		-2.52%
Growth 2000 - 2010		-0.74%
<b>2016 Est. Population by Single-Classification Race</b>		
White Alone	2,374	78.58%
Black or African American Alone	51	1.69%
Amer. Indian and Alaska Native Alone	30	0.99%
Asian Alone	11	0.36%
Native Hawaiian and Other Pac. Isl. Alone	0	0.00%
Some Other Race Alone	512	16.95%
Two or More Races	43	1.42%
<b>2016 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	1,768	58.52%
Hispanic or Latino	1,253	41.48%
Mexican	1,148	91.62%
Puerto Rican	4	0.32%
Cuban	0	0.00%
All Other Hispanic or Latino	101	8.06%

DESCRIPTION	DATA	%
<b>2016 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
White Alone	700	55.87%
Black or African American Alone	1	0.08%
American Indian and Alaska Native Alone	14	1.12%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	512	40.86%
Two or More Races	26	2.08%
<b>2016 Est. Pop by Race, Asian Alone, by Category</b>		
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	11	100.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%





# COMMUNITY • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>2016 Est. Population by Ancestry</b>	3,021	
Arab	0	0.00%
Czech	1	0.03%
Danish	0	0.00%
Dutch	25	0.83%
English	160	5.30%
French (except Basque)	40	1.32%
French Canadian	0	0.00%
German	314	10.39%
Greek	3	0.10%
Hungarian	0	0.00%
Irish	194	6.42%
Italian	14	0.46%
Lithuanian	0	0.00%
United States or American	219	7.25%
Norwegian	9	0.30%
Polish	11	0.36%
Portuguese	0	0.00%
Russian	6	0.20%
Scottish	29	0.96%
Scotch-Irish	60	1.99%
Slovak	0	0.00%
Subsaharan African	3	0.10%
Swedish	4	0.13%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	13	0.43%
West Indian (except Hisp. groups)	9	0.30%
Other ancestries	1,437	47.57%
Ancestry Unclassified	470	15.56%

DESCRIPTION	DATA	%
<b>2016 Est. Pop Age 5+ by Language Spoken At Home</b>	2,824	
Speak Only English at Home	2,001	70.86%
Speak Asian/Pac. Isl. Lang. at Home	3	0.11%
Speak IndoEuropean Language at Home	9	0.32%
Speak Spanish at Home	811	28.72%
Speak Other Language at Home	0	0.00%
<b>2016 Est. Population by Age</b>	3,021	
Age 0 - 4	197	6.52%
Age 5 - 9	189	6.26%
Age 10 - 14	197	6.52%
Age 15 - 17	122	4.04%
Age 18 - 20	119	3.94%
Age 21 - 24	176	5.83%
Age 25 - 34	413	13.67%
Age 35 - 44	267	8.84%
Age 45 - 54	332	10.99%
Age 55 - 64	352	11.65%
Age 65 - 74	355	11.75%
Age 75 - 84	198	6.55%
Age 85 and over	104	3.44%
Age 16 and over	2,398	79.38%
Age 18 and over	2,316	76.66%
Age 21 and over	2,197	72.72%
Age 65 and over	657	21.75%
<b>2016 Est. Median Age</b>	38.7	
<b>2016 Est. Average Age</b>	40.9	



# COMMUNITY • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>2016 Est. Population by Sex</b>	3,021	
Male	1,525	50.48%
Female	1,496	49.52%
<b>2016 Est. Male Population by Age</b>	1,525	
Age 0 - 4	98	6.43%
Age 5 - 9	92	6.03%
Age 10 - 14	100	6.56%
Age 15 - 17	64	4.20%
Age 18 - 20	68	4.46%
Age 21 - 24	111	7.28%
Age 25 - 34	258	16.92%
Age 35 - 44	122	8.00%
Age 45 - 54	168	11.02%
Age 55 - 64	157	10.30%
Age 65 - 74	168	11.02%
Age 75 - 84	82	5.38%
Age 85 and over	37	2.43%
<b>2016 Est. Median Age, Male</b>	33.9	
<b>2016 Est. Average Age, Male</b>	38.8	

DESCRIPTION	DATA	%
<b>2016 Est. Female Population by Age</b>	1,496	
Age 0 - 4	99	6.62%
Age 5 - 9	97	6.48%
Age 10 - 14	97	6.48%
Age 15 - 17	58	3.88%
Age 18 - 20	51	3.41%
Age 21 - 24	65	4.34%
Age 25 - 34	155	10.36%
Age 35 - 44	145	9.69%
Age 45 - 54	164	10.96%
Age 55 - 64	195	13.03%
Age 65 - 74	187	12.50%
Age 75 - 84	116	7.75%
Age 85 and over	67	4.48%
<b>2016 Est. Median Age, Female</b>	43.7	
<b>2016 Est. Average Age, Female</b>	43.0	
<b>2016 Est. Pop Age 15+ by Marital Status</b>	2,438	
Total, Never Married	688	28.22%
Males, Never Married	469	19.24%
Females, Never Married	219	8.98%
Married, Spouse present	939	38.52%
Married, Spouse absent	281	11.53%
Widowed	222	9.11%
Males Widowed	32	1.31%
Females Widowed	190	7.79%
Divorced	308	12.63%
Males Divorced	146	5.99%
Females Divorced	162	6.64%



# COMMUNITY • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>2016 Est. Pop Age 25+ by Edu. Attainment</b>	2,021	
Less than 9th grade	337	16.67%
Some High School, no diploma	163	8.07%
High School Graduate (or GED)	608	30.08%
Some College, no degree	552	27.31%
Associate Degree	103	5.10%
Bachelor's Degree	189	9.35%
Master's Degree	59	2.92%
Professional School Degree	9	0.45%
Doctorate Degree	1	0.05%
<b>2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	679	
No High School Diploma	383	56.41%
High School Graduate	158	23.27%
Some College or Associate's Degree	120	17.67%
Bachelor's Degree or Higher	18	2.65%
<b>Households</b>		
2021 Projection	1,104	
2016 Estimate	1,091	
2010 Census	1,103	
2000 Census	1,128	
Growth 2016 - 2021		1.19%
Growth 2010 - 2016		-1.09%
Growth 2000 - 2010		-2.22%

DESCRIPTION	DATA	%
<b>2016 Est. Households by Household Type</b>	1,091	
Family Households	761	69.75%
Nonfamily Households	330	30.25%
2016 Est. Group Quarters Population	289	
2016 HHs by Ethnicity, Hispanic/Latino	350	
<b>2016 Est. Households by HH Income</b>	1,091	
Income < \$15,000	175	16.04%
Income \$15,000 - \$24,999	153	14.02%
Income \$25,000 - \$34,999	163	14.94%
Income \$35,000 - \$49,999	179	16.41%
Income \$50,000 - \$74,999	174	15.95%
Income \$75,000 - \$99,999	118	10.82%
Income \$100,000 - \$124,999	60	5.50%
Income \$125,000 - \$149,999	34	3.12%
Income \$150,000 - \$199,999	18	1.65%
Income \$200,000 - \$249,999	10	0.92%
Income \$250,000 - \$499,999	5	0.46%
Income \$500,000+	2	0.18%
<b>2016 Est. Average Household Income</b>	\$53,099	
<b>2016 Est. Median Household Income</b>	\$39,567	



# COMMUNITY • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>2016 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$37,177	
Black or African American Alone	\$15,000	
American Indian and Alaska Native Alone	\$62,500	
Asian Alone	\$45,000	
Native Hawaiian and Other Pacific Islander Alone	\$0	
Some Other Race Alone	\$46,649	
Two or More Races	\$24,000	
Hispanic or Latino	\$44,091	
Not Hispanic or Latino	\$36,925	
<b>2016 Est. Family HH Type by Presence of Own Child.</b>	761	
Married-Couple Family, own children	213	27.99%
Married-Couple Family, no own children	357	46.91%
Male Householder, own children	34	4.47%
Male Householder, no own children	36	4.73%
Female Householder, own children	65	8.54%
Female Householder, no own children	56	7.36%
<b>2016 Est. Households by Household Size</b>	1,091	
1-person	295	27.04%
2-person	384	35.20%
3-person	156	14.30%
4-person	144	13.20%
5-person	73	6.69%
6-person	27	2.47%
7-or-more-person	12	1.10%
<b>2016 Est. Average Household Size</b>	2.50	

DESCRIPTION	DATA	%
<b>2016 Est. Households by Presence of People Under 18</b>	1,091	
Households with 1 or More People under Age 18:	359	32.91%
Married-Couple Family	236	65.74%
Other Family, Male Householder	37	10.31%
Other Family, Female Householder	82	22.84%
Nonfamily, Male Householder	4	1.11%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	732	67.09%
Married-Couple Family	334	45.63%
Other Family, Male Householder	32	4.37%
Other Family, Female Householder	42	5.74%
Nonfamily, Male Householder	139	18.99%
Nonfamily, Female Householder	185	25.27%
<b>2016 Est. Households by Number of Vehicles</b>	1,091	
No Vehicles	100	9.17%
1 Vehicle	387	35.47%
2 Vehicles	410	37.58%
3 Vehicles	129	11.82%
4 Vehicles	52	4.77%
5 or more Vehicles	13	1.19%
<b>2016 Est. Average Number of Vehicles</b>	1.7	



# COMMUNITY • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>Family Households</b>		
2021 Projection	772	
2016 Estimate	761	
2010 Census	771	
2000 Census	784	
Growth 2016 - 2021		1.45%
Growth 2010 - 2016		-1.30%
Growth 2000 - 2010		-1.66%
<b>2016 Est. Families by Poverty Status</b>	761	
2016 Families at or Above Poverty	674	88.57%
2016 Families at or Above Poverty with Children	279	36.66%
2016 Families Below Poverty	87	11.43%
2016 Families Below Poverty with Children	51	6.70%
<b>2016 Est. Pop Age 16+ by Employment Status</b>	2,398	
In Armed Forces	0	0.00%
Civilian - Employed	1,230	51.29%
Civilian - Unemployed	53	2.21%
Not in Labor Force	1,115	46.50%
<b>2016 Est. Civ. Employed Pop 16+ by Class of Worker</b>	1,254	
For-Profit Private Workers	748	59.65%
Non-Profit Private Workers	92	7.34%
Local Government Workers	139	11.08%
State Government Workers	101	8.05%
Federal Government Workers	22	1.75%
Self-Employed Workers	150	11.96%
Unpaid Family Workers	2	0.16%

DESCRIPTION	DATA	%
<b>2016 Est. Civ. Employed Pop 16+ by Occupation</b>	1,254	
Architect/Engineer	6	0.48%
Arts/Entertainment/Sports	14	1.12%
Building Grounds Maintenance	42	3.35%
Business/Financial Operations	46	3.67%
Community/Social Services	39	3.11%
Computer/Mathematical	6	0.48%
Construction/Extraction	169	13.48%
Education/Training/Library	50	3.99%
Farming/Fishing/Forestry	91	7.26%
Food Prep/Serving	65	5.18%
Health Practitioner/Technician	27	2.15%
Healthcare Support	33	2.63%
Maintenance Repair	27	2.15%
Legal	1	0.08%
Life/Physical/Social Science	1	0.08%
Management	93	7.42%
Office/Admin. Support	133	10.61%
Production	71	5.66%
Protective Services	58	4.63%
Sales/Related	111	8.85%
Personal Care/Service	34	2.71%
Transportation/Moving	137	10.93%
<b>2016 Est. Pop 16+ by Occupation Classification</b>	1,254	
Blue Collar	404	32.22%
White Collar	527	42.03%
Service and Farm	323	25.76%



# COMMUNITY • DEMOGRAPHIC PROFILE

San Saba, Texas

DESCRIPTION	DATA	%
<b>2016 Est. Workers Age 16+ by Transp. to Work</b>	1,195	
Drove Alone	860	71.97%
Car Pooled	223	18.66%
Public Transportation	0	0.00%
Walked	34	2.85%
Bicycle	15	1.26%
Other Means	8	0.67%
Worked at Home	55	4.60%
<b>2016 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	659	
15 - 29 Minutes	235	
30 - 44 Minutes	135	
45 - 59 Minutes	91	
60 or more Minutes	22	
2016 Est. Avg Travel Time to Work in Minutes	19.00	
<b>2016 Est. Occupied Housing Units by Tenure</b>	1,091	
Owner Occupied	794	72.78%
Renter Occupied	297	27.22%
<b>2016 Owner Occ. HUs: Avg. Length of Residence</b>	22.4	
<b>2016 Renter Occ. HUs: Avg. Length of Residence</b>	8.6	

DESCRIPTION	DATA	%
<b>2016 Est. Owner-Occupied Housing Units by Value</b>	794	
Value Less than \$20,000	27	3.40%
Value \$20,000 - \$39,999	133	16.75%
Value \$40,000 - \$59,999	132	16.62%
Value \$60,000 - \$79,999	147	18.51%
Value \$80,000 - \$99,999	123	15.49%
Value \$100,000 - \$149,999	92	11.59%
Value \$150,000 - \$199,999	59	7.43%
Value \$200,000 - \$299,999	28	3.53%
Value \$300,000 - \$399,999	19	2.39%
Value \$400,000 - \$499,999	16	2.02%
Value \$500,000 - \$749,999	5	0.63%
Value \$750,000 - \$999,999	5	0.63%
Value \$1,000,000 or more	8	1.01%
<b>2016 Est. Median All Owner-Occupied Housing Value</b>	\$74,286	
<b>2016 Est. Housing Units by Units in Structure</b>	1,401	
1 Unit Attached	9	0.64%
1 Unit Detached	1,106	78.94%
2 Units	34	2.43%
3 or 4 Units	0	0.00%
5 to 19 Units	37	2.64%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	215	15.35%
Boat, RV, Van, etc.	0	0.00%



# COMMUNITY • DEMOGRAPHIC PROFILE

San Saba, Texas

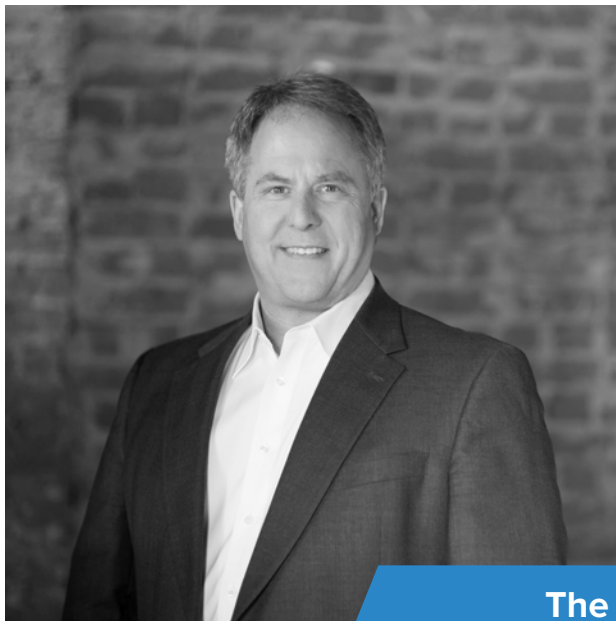
DESCRIPTION	DATA	%
<b>2016 Est. Housing Units by Year Structure Built</b>	1,401	
Housing Units Built 2010 or later	2	0.14%
Housing Units Built 2000 to 2009	162	11.56%
Housing Units Built 1990 to 1999	137	9.78%
Housing Units Built 1980 to 1989	148	10.56%
Housing Units Built 1970 to 1979	185	13.20%
Housing Units Built 1960 to 1969	219	15.63%
Housing Units Built 1950 to 1959	216	15.42%
Housing Units Built 1940 to 1949	35	2.50%
Housing Unit Built 1939 or Earlier	297	21.20%
<b>2016 Est. Median Year Structure Built</b>	1967	



# 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” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360<sup>SM</sup> process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360<sup>SM</sup>

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<sup>SM</sup> 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.”*





# 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2016/2017, ESRI 2016, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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