TheRetailCoach®

SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS
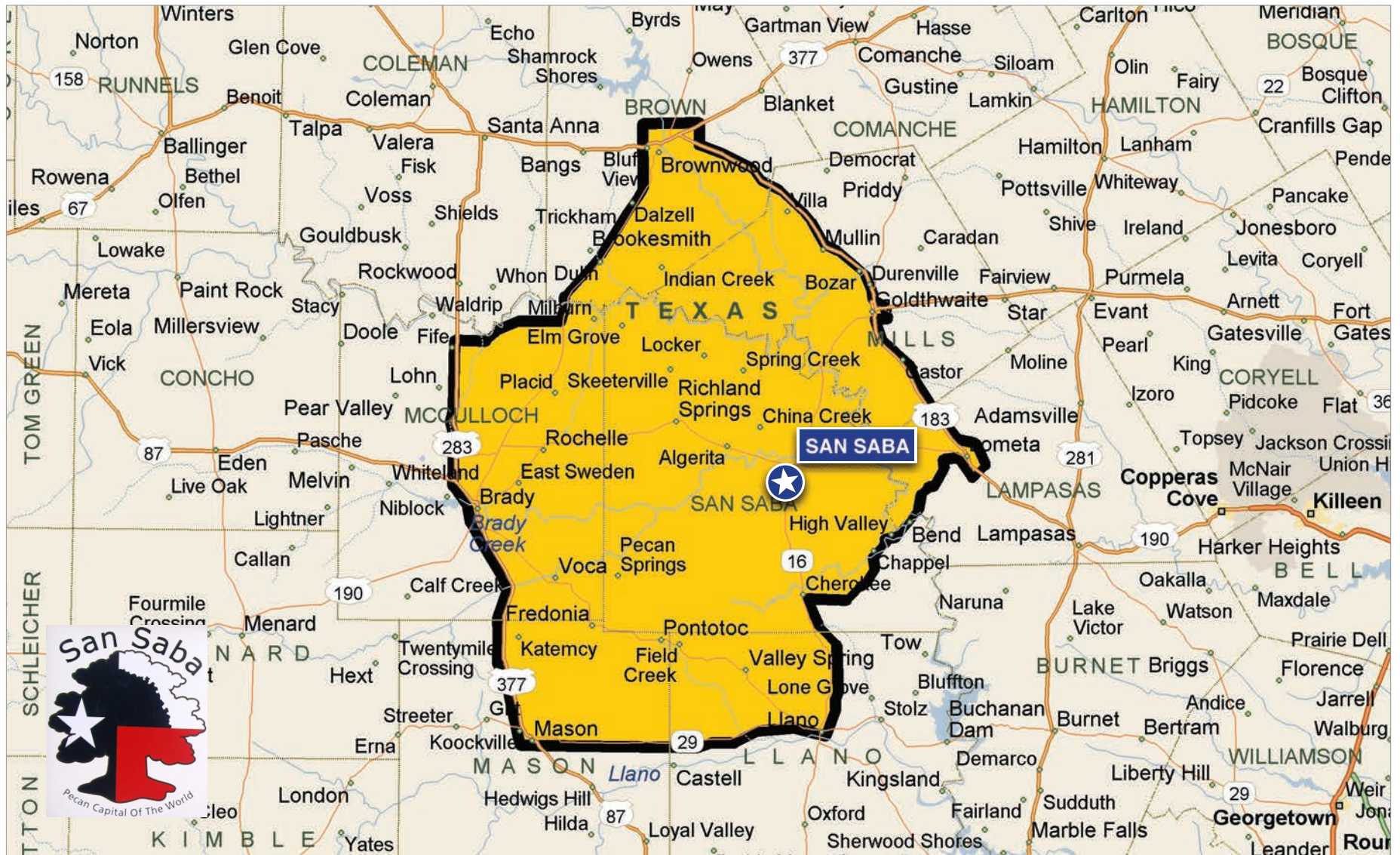## San Saba, Texas

Prepared for
San Saba Economic Development Corporation
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San Saba
Pecan Capital Of The World

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   2

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	**$1,173,735,429.34**	**$48,455,945.00**	**$1,125,279,484.34**	**0.041**
441	Motor Vehicle and Parts Dealers	$168,881,674.85	$2,210,241.00	$166,671,433.85	0.013
4411	Automotive Dealers	$144,714,116.35	$0.00	$144,714,116.35	0.000
4412	Other Motor Vehicle Dealers	$11,822,121.17	$0.00	$11,822,121.17	0.000
4413	Automotive Parts/Accsrs, Tire Stores	$12,345,437.32	$2,210,241.00	$10,135,196.32	0.179
442	Furniture and Home Furnishings Stores	$15,557,897.45	$995,334.00	$14,562,563.45	0.064
4421	Furniture Stores	$9,045,788.49	$995,334.00	$8,050,454.49	0.110
4422	Home Furnishing Stores	$6,512,108.97	$0.00	$6,512,108.97	0.000
443	Electronics and Appliance Stores	$21,968,427.34	$1,577,000.00	$20,391,427.34	0.072
44311	Appliances, TVs, Electronics Stores	$10,984,213.67	$0.00	$10,984,213.67	0.000
443111	Household Appliances Stores	$1,398,821.98	$583,000.00	$815,821.98	0.417
443112	Electronics Stores	$9,585,391.69	$994,000.00	$8,591,391.69	0.104
444	Building Material, Garden Equip Stores	$146,099,051.27	$10,761,954.00	$135,337,097.27	0.074
4441	Building Material and Supply Dealers	$60,341,789.09	$5,630,977.00	$54,710,812.09	0.093
44411	Home Centers	$26,311,188.85	$0.00	$26,311,188.85	0.000
44412	Paint and Wallpaper Stores	$1,071,160.20	$0.00	$1,071,160.20	0.000
44413	Hardware Stores	$4,832,079.07	$1,561,833.00	$3,270,246.07	0.323
44419	Other Building Materials Dealers	$28,127,360.98	$3,569,144.00	$24,558,216.98	0.127
444191	Building Materials, Lumberyards	$10,510,256.30	$0.00	$10,510,256.30	0.000
4442	Lawn, Garden Equipment, Supplies Stores	$7,452,608.39	$0.00	$7,452,608.39	0.000
44421	Outdoor Power Equipment Stores	$1,822,696.02	$0.00	$1,822,696.02	0.000
44422	Nursery and Garden Centers	$5,629,912.36	$0.00	$5,629,912.36	0.000

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	$148,601,126.76	$15,154,790.00	$133,446,336.76	0.102
4451	Grocery Stores	$61,358,221.90	$6,310,371.00	$55,047,850.90	0.103
44511	Supermarkets, Grocery (Ex Conv) Stores	$57,769,697.80	$4,201,437.00	$53,568,260.80	0.073
44512	Convenience Stores	$3,588,524.10	$108,934.00	$3,479,590.10	0.030
4452	Specialty Food Stores	$3,692,168.62	$2,691,048.00	$1,001,120.62	0.729
4453	Beer, Wine and Liquor Stores	$22,192,514.34	$1,843,000.00	$20,349,514.34	0.083
446	Health and Personal Care Stores	$36,893,303.86	$2,177,653.00	$34,715,650.86	0.059
44611	Pharmacies and Drug Stores	$28,243,052.59	$1,884,366.00	$26,358,686.59	0.067
44612	Cosmetics, Beauty Supplies, Perfume Stores	$3,404,304.22	$293,287.00	$3,111,017.22	0.086
44613	Optical Goods Stores	$1,823,019.65	$0.00	$1,823,019.65	0.000
44619	Other Health and Personal Care Stores	$3,422,927.41	$0.00	$3,422,927.41	0.000
447	Gasoline Stations	$62,618,441.71	$6,469,619.00	$56,148,822.71	0.103
44711	Gasoline Stations With Conv Stores	$48,480,433.32	$4,572,999.00	$43,907,434.32	0.094
44719	Other Gasoline Stations	$14,138,008.39	$1,896,620.00	$12,241,388.39	0.134
448	Clothing and Clothing Accessories Stores	$60,276,818.54	$1,766,592.00	$58,510,226.54	0.029
4481	Clothing Stores	$17,546,769.05	$217,051.00	$17,329,718.05	0.012
44811	Men's Clothing Stores	$904,045.07	$0.00	$904,045.07	0.000
44812	Women's Clothing Stores	$3,983,059.24	$72,479.00	$3,910,580.24	0.018
44813	Childrens, Infants Clothing Stores	$990,409.99	$0.00	$990,409.99	0.000
44814	Family Clothing Stores	$9,794,798.13	$1,244,572.00	$8,550,226.13	0.127
44815	Clothing Accessories Stores	$668,279.24	$0.00	$668,279.24	0.000
44819	Other Clothing Stores	$1,206,177.37	$0.00	$1,206,177.37	0.000
4482	Shoe Stores	$2,895,330.01	$0.00	$2,895,330.01	0.000
4483	Jewelry, Luggage, Leather Goods Stores	$11,143,975.22	$66,245.00	$11,077,730.22	0.006
44831	Jewelry Stores	$10,097,882.67	$166,245.00	$9,931,637.67	0.016
44832	Luggage and Leather Goods Stores	$1,046,092.55	$0.00	$1,046,092.55	0.000

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	$31,563,144.49	$489,722.00	$31,073,422.49	0.016
4511	Sportng Goods, Hobby, Musical Inst Stores	$12,921,882.53	$244,861.00	$12,677,021.53	0.019
45111	Sporting Goods Stores	$6,955,854.16	$244,861.00	$6,710,993.16	0.035
45112	Hobby, Toys and Games Stores	$3,874,346.32	$0.00	$3,874,346.32	0.000
45113	Sew/Needlework/Piece Goods Stores	$850,447.78	$0.00	$850,447.78	0.000
45114	Musical Instrument and Supplies Stores	$1,241,234.25	$0.00	$1,241,234.25	0.000
4512	Book, Periodical and Music Stores	$2,173,546.33	$0.00	$2,173,546.33	0.000
45121	Book Stores and News Dealers	$1,772,916.55	$0.00	$1,772,916.55	0.000
451211	Book Stores	$1,620,828.91	$0.00	$1,620,828.91	0.000
451212	News Dealers and Newsstands	$152,087.65	$0.00	$152,087.65	0.000
452	General Merchandise Stores	$119,735,188.31	$1,533,719.00	$118,201,469.31	0.013
4521	Department Stores Excl Leased Depts	$88,096,314.53	$1,284,285.00	$86,812,029.53	0.015
4529	Other General Merchandise Stores	$31,638,873.77	$249,434.00	$31,389,439.77	0.008
453	Miscellaneous Store Retailers	$43,715,096.72	$610,421.00	$43,104,675.72	0.014
4531	Florists	$20,457,721.94	$347,592.00	$20,110,129.94	0.017
4532	Office Supplies, Stationery, Gift Stores	$741,660.22	$0.00	$741,660.22	0.000
45321	Office Supplies and Stationery Stores	$10,324,778.93	$0.00	$10,324,778.93	0.000
45322	Gift, Novelty and Souvenir Stores	$5,036,435.33	$0.00	$5,036,435.33	0.000
4533	Used Merchandise Stores	$5,288,343.60	$262,829.00	$5,025,514.60	0.050
4539	Other Miscellaneous Store Retailers	$1,866,156.69	$0.00	$1,866,156.69	0.000
454	Non-Store Retailers	$7,525,126.09	$0.00	$7,525,126.09	0.000

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Foodservice and Drinking Places	$310,300,131.95	$4,708,900.00	$305,591,231.95	0.015
7223	Special Foodservices	$69,327,712.11	$0.00	$69,327,712.11	0.000
7224	Drinking Places -Alcoholic Beverages	$28,209,527.19	$0.00	$28,209,527.19	0.000
722511	Full Service Restaurants	$32,287,086.47	$2,199,900.00	$30,087,186.47	0.068
722513	Limited Service Eating Places	$5,825,620.47	$2,509,000.00	$3,316,620.47	0.431
722514	Cafeterias, Grill Buffets, and Buffets	$3,005,477.99	$0.00	$3,005,477.99	0.000
722515	Snack and Non-alcoholic Beverage Bars	$171,644,707.72	$0.00	$171,644,707.72	0.000

DESCRIPTION	DATA	%
Population		
2021 Projection	49,008	
2016 Estimate	47,669	
2010 Census	47,215	
2000 Census	47,095	
Growth 2016 - 2021		2.81%
Growth 2010 - 2016		0.96%
Growth 2000 - 2010		0.25%
2016 Est. Population by Single-Classification Race	47,669	
White Alone	39,893	83.69%
Black or African American Alone	1,552	3.26%
Amer. Indian and Alaska Native Alone	336	0.70%
Asian Alone	269	0.56%
Native Hawaiian and Other Pac. Isl. Alone	9	0.02%
Some Other Race Alone	4,491	9.42%
Two or More Races	1,119	2.35%
2016 Est. Population by Hispanic or Latino Origin	47,669	
Not Hispanic or Latino	34,588	72.56%
Hispanic or Latino	13,081	27.44%
Mexican	11,710	89.51%
Puerto Rican	104	0.80%
Cuban	25	0.19%
All Other Hispanic or Latino	1,242	9.50%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	13,081	
White Alone	7,932	60.63%
Black or African American Alone	130	0.99%
American Indian and Alaska Native Alone	103	0.79%
Asian Alone	6	0.04%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	4,450	34.02%
Two or More Races	461	3.53%
2016 Est. Pop by Race, Asian Alone, by Category	269	
Chinese, except Taiwanese	28	10.40%
Filipino	107	39.66%
Japanese	3	0.96%
Asian Indian	27	9.97%
Korean	16	6.04%
Vietnamese	20	7.30%
Cambodian	2	0.65%
Hmong	1	0.36%
Laotian	1	0.37%
Thai	23	8.49%
All Other Asian Races Including 2+ Category	43	15.81%

DESCRIPTION	DATA	%
2016 Est. Population by Ancestry	47,669	
Arab	82	0.17%
Czech	165	0.35%
Danish	14	0.03%
Dutch	377	0.79%
English	6,031	12.65%
French (except Basque)	486	1.02%
French Canadian	98	0.20%
German	5,005	10.50%
Greek	32	0.07%
Hungarian	3	0.01%
Irish	3,124	6.55%
Italian	324	0.68%
Lithuanian	3	0.01%
United States or American	4,343	9.11%
Norwegian	128	0.27%
Polish	123	0.26%
Portuguese	0	0.00%
Russian	29	0.06%
Scottish	487	1.02%
Scotch-Irish	635	1.33%
Slovak	0	0.00%
Subsaharan African	82	0.17%
Swedish	264	0.55%
Swiss	39	0.08%
Ukrainian	12	0.03%
Welsh	139	0.29%
West Indian (except Hisp. groups)	84	0.18%
Other ancestries	17,150	35.98%
Ancestry Unclassified	8,411	17.64%

DESCRIPTION	DATA	%
2016 Est. Pop Age 5+ by Language Spoken At Home	44,778	
Speak Only English at Home	38,517	86.02%
Speak Asian/Pac. Isl. Lang. at Home	202	0.45%
Speak IndoEuropean Language at Home	176	0.39%
Speak Spanish at Home	5,876	13.12%
Speak Other Language at Home	7	0.02%
2016 Est. Population by Age	47,669	
Age 0 - 4	2,891	6.06%
Age 5 - 9	2,990	6.27%
Age 10 - 14	3,151	6.61%
Age 15 - 17	2,031	4.26%
Age 18 - 20	2,114	4.44%
Age 21 - 24	2,457	5.15%
Age 25 - 34	5,640	11.83%
Age 35 - 44	5,123	10.75%
Age 45 - 54	5,591	11.73%
Age 55 - 64	5,952	12.49%
Age 65 - 74	5,471	11.48%
Age 75 - 84	2,909	6.10%
Age 85 and over	1,350	2.83%
Age 16 and over	37,967	79.65%
Age 18 and over	36,607	76.79%
Age 21 and over	34,492	72.36%
Age 65 and over	9,730	20.41%
2016 Est. Median Age	40.0	
2016 Est. Average Age	40.8	

DESCRIPTION	DATA	%
2016 Est. Population by Sex	47,669	
Male	23,646	49.60%
Female	24,023	50.40%
2016 Est. Male Population by Age	23,646	
Age 0 - 4	1,487	6.29%
Age 5 - 9	1,533	6.48%
Age 10 - 14	1,616	6.83%
Age 15 - 17	1,024	4.33%
Age 18 - 20	1,120	4.74%
Age 21 - 24	1,331	5.63%
Age 25 - 34	2,996	12.67%
Age 35 - 44	2,538	10.73%
Age 45 - 54	2,788	11.79%
Age 55 - 64	2,864	12.11%
Age 65 - 74	2,593	10.97%
Age 75 - 84	1,289	5.45%
Age 85 and over	466	1.97%
2016 Est. Median Age, Male	37.8	
2016 Est. Average Age, Male	39.4	

DESCRIPTION	DATA	%
2016 Est. Female Population by Age	24,023	
Age 0 - 4	1,404	5.84%
Age 5 - 9	1,457	6.07%
Age 10 - 14	1,535	6.39%
Age 15 - 17	1,007	4.19%
Age 18 - 20	994	4.14%
Age 21 - 24	1,126	4.69%
Age 25 - 34	2,644	11.01%
Age 35 - 44	2,585	10.76%
Age 45 - 54	2,803	11.67%
Age 55 - 64	3,087	12.85%
Age 65 - 74	2,877	11.98%
Age 75 - 84	1,620	6.74%
Age 85 and over	883	3.68%
2016 Est. Median Age, Female	42.1	
2016 Est. Average Age, Female	42.1	
2016 Est. Pop Age 15+ by Marital Status	38,638	
Total, Never Married	9,338	24.17%
Males, Never Married	5,584	14.45%
Females, Never Married	3,754	9.72%
Married, Spouse present	18,329	47.44%
Married, Spouse absent	2,096	5.43%
Widowed	3,374	8.73%
Males Widowed	689	1.78%
Females Widowed	2,685	6.95%
Divorced	5,500	14.24%
Males Divorced	2,736	7.08%
Females Divorced	2,764	7.15%

DESCRIPTION	DATA	%
2016 Est. Pop Age 25+ by Edu. Attainment	32,036	
Less than 9th grade	2,816	8.79%
Some High School, no diploma	2,760	8.62%
High School Graduate (or GED)	11,211	35.00%
Some College, no degree	8,111	25.32%
Associate Degree	1,609	5.02%
Bachelor's Degree	3,900	12.17%
Master's Degree	1,109	3.46%
Professional School Degree	321	1.00%
Doctorate Degree	199	0.62%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	6,964	
No High School Diploma	2,769	39.75%
High School Graduate	2,423	34.79%
Some College or Associate's Degree	1,399	20.08%
Bachelor's Degree or Higher	374	5.37%
Households		
2021 Projection	19,094	
2016 Estimate	18,514	
2010 Census	18,240	
2000 Census	17,946	
Growth 2016 - 2021		3.14%
Growth 2010 - 2016		1.50%
Growth 2000 - 2010		1.64%

DESCRIPTION	DATA	%
2016 Est. Households by Household Type	18,514	
Family Households	12,400	66.98%
Nonfamily Households	6,114	33.02%
2016 Est. Group Quarters Population	2,385	
2016 HHs by Ethnicity, Hispanic/Latino	3,860	
2016 Est. Households by HH Income	18,514	
Income < $15,000	2,818	15.22%
Income $15,000 - $24,999	2,570	13.88%
Income $25,000 - $34,999	2,266	12.24%
Income $35,000 - $49,999	3,077	16.62%
Income $50,000 - $74,999	3,306	17.86%
Income $75,000 - $99,999	1,908	10.31%
Income $100,000 - $124,999	1,151	6.22%
Income $125,000 - $149,999	548	2.96%
Income $150,000 - $199,999	374	2.02%
Income $200,000 - $249,999	171	0.92%
Income $250,000 - $499,999	217	1.17%
Income $500,000+	108	0.58%
2016 Est. Average Household Income	$58,826	
2016 Est. Median Household Income	$42,814	

DESCRIPTION	DATA	%
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$44,339	
Black or African American Alone	$36,783	
American Indian and Alaska Native Alone	$32,706	
Asian Alone	$41,912	
Native Hawaiian and Other Pacific Islander Alone	$32,791	
Some Other Race Alone	$35,656	
Two or More Races	$38,716	
Hispanic or Latino	$38,752	
Not Hispanic or Latino	$44,418	
2016 Est. Family HH Type by Presence of Own Child.	12,400	
Married-Couple Family, own children	3,312	26.71%
Married-Couple Family, no own children	5,898	47.56%
Male Householder, own children	491	3.96%
Male Householder, no own children	418	3.37%
Female Householder, own children	1,333	10.75%
Female Householder, no own children	948	7.64%
2016 Est. Households by Household Size	18,514	
1-person	5,373	29.02%
2-person	6,453	34.86%
3-person	2,709	14.63%
4-person	2,164	11.69%
5-person	1,103	5.96%
6-person	457	2.47%
7-or-more-person	255	1.38%
2016 Est. Average Household Size	2.45	

DESCRIPTION	DATA	%
2016 Est. Households by Presence of People Under 18	18,514	
Households with 1 or More People under Age 18:	5,989	32.35%
Married-Couple Family	3,754	62.68%
Other Family, Male Householder	563	9.40%
Other Family, Female Householder	1,599	26.70%
Nonfamily, Male Householder	54	0.90%
Nonfamily, Female Householder	19	0.31%
Households with No People under Age 18:	12,525	67.65%
Married-Couple Family	5,455	43.56%
Other Family, Male Householder	343	2.74%
Other Family, Female Householder	685	5.47%
Nonfamily, Male Householder	2,758	22.02%
Nonfamily, Female Householder	3,283	26.21%
2016 Est. Households by Number of Vehicles	18,514	
No Vehicles	1,469	7.93%
1 Vehicle	5,948	32.13%
2 Vehicles	7,782	42.03%
3 Vehicles	2,386	12.89%
4 Vehicles	603	3.26%
5 or more Vehicles	326	1.76%
2016 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	12,786	
2016 Estimate	12,400	
2010 Census	12,221	
2000 Census	12,297	
Growth 2016 - 2021		3.11%
Growth 2010 - 2016		1.46%
Growth 2000 - 2010		-0.61%
2016 Est. Families by Poverty Status	12,400	
2016 Families at or Above Poverty	10,670	86.05%
2016 Families at or Above Poverty with Children	4,292	34.61%
2016 Families Below Poverty	1,730	13.95%
2016 Families Below Poverty with Children	1,350	10.89%
2016 Est. Pop Age 16+ by Employment Status	37,967	
In Armed Forces	46	0.12%
Civilian - Employed	19,533	51.45%
Civilian - Unemployed	996	2.62%
Not in Labor Force	17,392	45.81%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	19,833	
For-Profit Private Workers	12,551	63.29%
Non-Profit Private Workers	1,082	5.45%
Local Government Workers	1,615	8.14%
State Government Workers	1,505	7.59%
Federal Government Workers	353	1.78%
Self-Employed Workers	2,673	13.48%
Unpaid Family Workers	53	0.27%

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	19,833	
Architect/Engineer	127	0.64%
Arts/Entertainment/Sports	121	0.61%
Building Grounds Maintenance	730	3.68%
Business/Financial Operations	367	1.85%
Community/Social Services	580	2.92%
Computer/Mathematical	118	0.60%
Construction/Extraction	1,574	7.94%
Education/Training/Library	1,011	5.10%
Farming/Fishing/Forestry	606	3.06%
Food Prep/Serving	1,369	6.90%
Health Practitioner/Technician	1,317	6.64%
Healthcare Support	507	2.56%
Maintenance Repair	682	3.44%
Legal	109	0.55%
Life/Physical/Social Science	69	0.35%
Management	1,569	7.91%
Office/Admin. Support	2,580	13.01%
Production	1,634	8.24%
Protective Services	592	2.99%
Sales/Related	1,916	9.66%
Personal Care/Service	788	3.98%
Transportation/Moving	1,465	7.39%
2016 Est. Pop 16+ by Occupation Classification	19,833	
Blue Collar	5,354	27.00%
White Collar	9,886	49.85%
Service and Farm	4,592	23.16%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	19,477	
Drove Alone	16,082	82.57%
Car Pooled	2,245	11.53%
Public Transportation	63	0.32%
Walked	379	1.95%
Bicycle	55	0.28%
Other Means	145	0.74%
Worked at Home	509	2.61%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,857	
15 - 29 Minutes	4,535	
30 - 44 Minutes	1,537	
45 - 59 Minutes	481	
60 or more Minutes	564	
2016 Est. Avg Travel Time to Work in Minutes	17.00	
2016 Est. Occupied Housing Units by Tenure	18,514	
Owner Occupied	12,641	68.28%
Renter Occupied	5,873	31.72%
2016 Owner Occ. HUs: Avg. Length of Residence	17.5	
2016 Renter Occ. HUs: Avg. Length of Residence	7.0	

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	12,641	
Value Less than $20,000	724	5.73%
Value $20,000 - $39,999	1,424	11.26%
Value $40,000 - $59,999	1,495	11.82%
Value $60,000 - $79,999	1,630	12.89%
Value $80,000 - $99,999	1,479	11.70%
Value $100,000 - $149,999	2,032	16.07%
Value $150,000 - $199,999	1,499	11.86%
Value $200,000 - $299,999	1,040	8.23%
Value $300,000 - $399,999	559	4.42%
Value $400,000 - $499,999	242	1.91%
Value $500,000 - $749,999	208	1.65%
Value $750,000 - $999,999	104	0.82%
Value $1,000,000 or more	205	1.62%
2016 Est. Median All Owner-Occupied Housing Value	$94,168	
2016 Est. Housing Units by Units in Structure	22,924	
1 Unit Attached	278	1.21%
1 Unit Detached	17,583	76.70%
2 Units	733	3.20%
3 or 4 Units	642	2.80%
5 to 19 Units	862	3.76%
20 to 49 Units	200	0.87%
50 or More Units	311	1.36%
Mobile Home or Trailer	2,311	10.08%
Boat, RV, Van, etc.	5	0.02%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	22,924	
Housing Units Built 2010 or later	625	2.73%
Housing Units Built 2000 to 2009	2,337	10.19%
Housing Units Built 1990 to 1999	2,073	9.04%
Housing Units Built 1980 to 1989	2,891	12.61%
Housing Units Built 1970 to 1979	3,856	16.82%
Housing Units Built 1960 to 1969	2,744	11.97%
Housing Units Built 1950 to 1959	2,972	12.97%
Housing Units Built 1940 to 1949	2,358	10.29%
Housing Unit Built 1939 or Earlier	3,068	13.38%
2016 Est. Median Year Structure Built	1971	
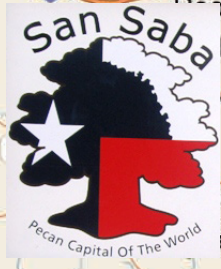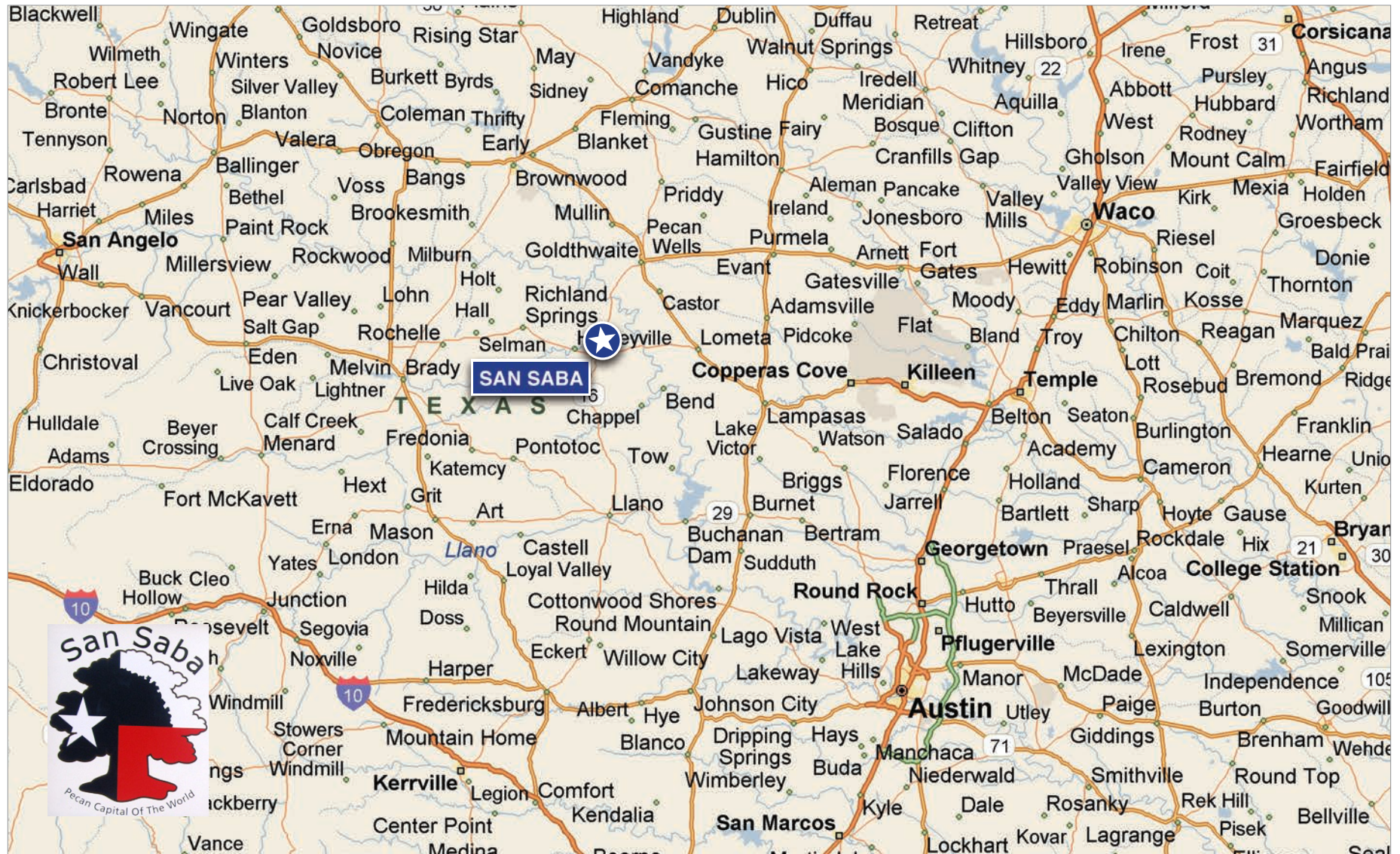
CONTACT **TONY GUIDROZ, DIRECTOR OF ECONOMIC DEVELOPMENT/TOURISM**

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

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COMMUNITY • DEMOGRAPHIC PROFILE
San Saba, Texas

DESCRIPTION	DATA	%
Population		
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%
2016 Est. Population by Single-Classification Race	3,021	
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%
2016 Est. Population by Hispanic or Latino Origin	3,021	
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	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	1,253	
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%
2016 Est. Pop by Race, Asian Alone, by Category	11	
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	%
2016 Est. Population by Ancestry	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	%
2016 Est. Pop Age 5+ by Language Spoken At Home	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%
2016 Est. Population by Age	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%
2016 Est. Median Age	38.7	
2016 Est. Average Age	40.9	

COMMUNITY • DEMOGRAPHIC PROFILE
San Saba, Texas

DESCRIPTION	DATA	%
2016 Est. Population by Sex	3,021	
Male	1,525	50.48%
Female	1,496	49.52%
2016 Est. Male Population by Age	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%
2016 Est. Median Age, Male	33.9	
2016 Est. Average Age, Male	38.8	

DESCRIPTION	DATA	%
2016 Est. Female Population by Age	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%
2016 Est. Median Age, Female	43.7	
2016 Est. Average Age, Female	43.0	
2016 Est. Pop Age 15+ by Marital Status	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%

DESCRIPTION	DATA	%
2016 Est. Pop Age 25+ by Edu. Attainment	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%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	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%
Households		
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	%
2016 Est. Households by Household Type	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	
2016 Est. Households by HH Income	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%
2016 Est. Average Household Income	$53,099	
2016 Est. Median Household Income	$39,567	

DESCRIPTION	DATA	%
2016 Median HH Inc. by Single-Class. Race or Eth.		
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	
2016 Est. Family HH Type by Presence of Own Child.	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%
2016 Est. Households by Household Size	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%
2016 Est. Average Household Size	2.50	

DESCRIPTION	DATA	%
2016 Est. Households by Presence of People Under 18	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%
Households with No People under Age 18:	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%
2016 Est. Households by Number of Vehicles	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%
2016 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
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%
2016 Est. Families by Poverty Status	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%
2016 Est. Pop Age 16+ by Employment Status	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%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	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	%
2016 Est. Civ. Employed Pop 16+ by Occupation	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%
2016 Est. Pop 16+ by Occupation Classification	1,254	
Blue Collar	404	32.22%
White Collar	527	42.03%
Service and Farm	323	25.76%

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DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	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%
2016 Est. Workers Age 16+ by Travel Time to Work		
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	
2016 Est. Occupied Housing Units by Tenure	1,091	
Owner Occupied	794	72.78%
Renter Occupied	297	27.22%
2016 Owner Occ. HUs: Avg. Length of Residence	22.4	
2016 Renter Occ. HUs: Avg. Length of Residence	8.6	

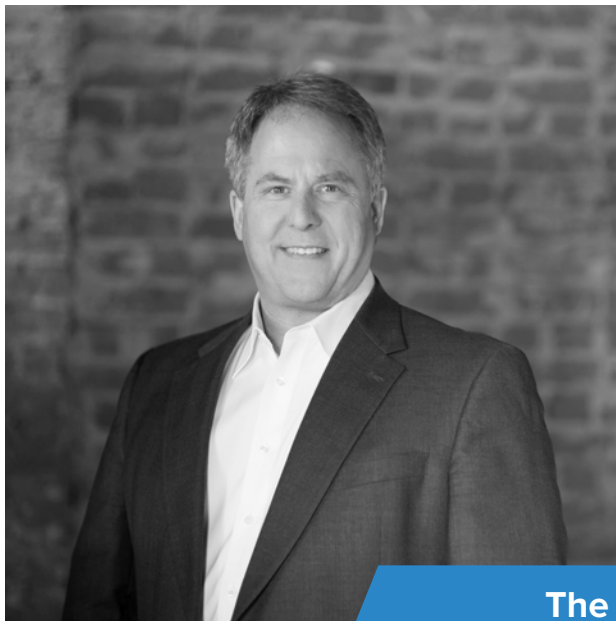| DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	794	
Value Less than $20,000	27	3.40%
Value $20,000 - $39,999	133	16.75%
Value $40,000 - $59,999	132	16.62%
Value $60,000 - $79,999	147	18.51%
Value $80,000 - $99,999	123	15.49%
Value $100,000 - $149,999	92	11.59%
Value $150,000 - $199,999	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%
2016 Est. Median All Owner-Occupied Housing Value	$74,286	
2016 Est. Housing Units by Units in Structure	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%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	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%
2016 Est. Median Year Structure Built	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 Retail360SM process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360SM

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 Retail360SM 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.

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

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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