

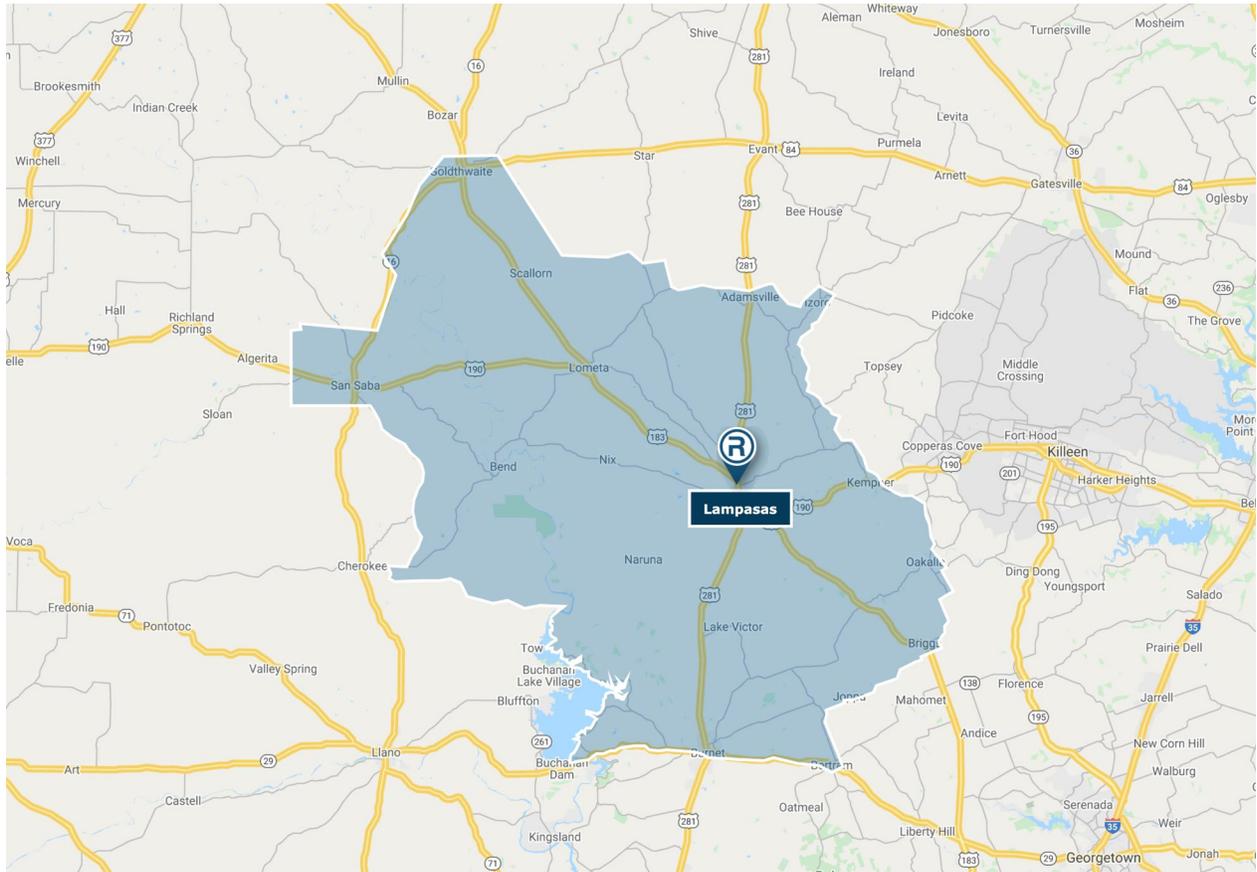


LAMPASAS, TEXAS

Retail Trade Area Demographic Profile



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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.



Retail Trade Area • Demographic Profile

Lampasas, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	36,965	
2020 Estimate	35,236	
2010 Census	32,605	
2000 Census	30,540	
Growth 2020 - 2025		4.91%
Growth 2010 - 2020		8.07%
Growth 2000 - 2010		6.76%
2020 Est. Population by Single-Classification Race	35,236	
White Alone	30,126	85.50%
Black or African American Alone	648	1.84%
Amer. Indian and Alaska Native Alone	298	0.85%
Asian Alone	268	0.76%
Native Hawaiian and Other Pacific Island Alone	25	0.07%
Some Other Race Alone	2,950	8.37%
Two or More Races	921	2.61%
2020 Est. Population by Hispanic or Latino Origin	35,236	
Not Hispanic or Latino	27,003	76.64%
Hispanic or Latino	8,233	23.37%
Mexican	6,996	84.98%
Puerto Rican	203	2.47%
Cuban	38	0.46%
All Other Hispanic or Latino	996	12.10%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	8,233	
White Alone	4,811	58.44%
Black or African American Alone	60	0.73%
American Indian and Alaska Native Alone	91	1.11%
Asian Alone	19	0.23%
Native Hawaiian and Other Pacific Islander Alone	7	0.09%
Some Other Race Alone	2,903	35.26%
Two or More Races	342	4.15%
2020 Est. Pop by Race, Asian Alone, by Category	268	
Chinese, except Taiwanese	91	33.96%
Filipino	72	26.87%
Japanese	25	9.33%
Asian Indian	5	1.87%
Korean	14	5.22%
Vietnamese	42	15.67%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	7	2.61%
All Other Asian Races Including 2+ Category	13	4.85%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	35,236	
Arab	45	0.13%
Czech	149	0.42%
Danish	25	0.07%
Dutch	242	0.69%
English	3,437	9.75%
French (except Basque)	655	1.86%
French Canadian	35	0.10%
German	4,697	13.33%
Greek	37	0.11%
Hungarian	5	0.01%
Irish	3,195	9.07%
Italian	474	1.35%
Lithuanian	18	0.05%
United States or American	2,126	6.03%
Norwegian	132	0.38%
Polish	221	0.63%
Portuguese	24	0.07%
Russian	42	0.12%
Scottish	551	1.56%
Scotch-Irish	942	2.67%
Slovak	0	0.00%
Subsaharan African	47	0.13%
Swedish	141	0.40%
Swiss	38	0.11%
Ukrainian	6	0.02%
Welsh	53	0.15%
West Indian (except Hisp. groups)	43	0.12%
Other ancestries	9,816	27.86%
Ancestry Unclassified	8,040	22.82%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	26,055	78.48%
Speak Asian/Pacific Island Language at Home	416	1.25%
Speak IndoEuropean Language at Home	662	1.99%
Speak Spanish at Home	6,025	18.15%
Speak Other Language at Home	42	0.13%

Retail Trade Area • Demographic Profile

Lampasas, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	35,236	
Age 0 - 4	2,036	5.78%
Age 5 - 9	2,065	5.86%
Age 10 - 14	2,223	6.31%
Age 15 - 17	1,455	4.13%
Age 18 - 20	1,309	3.72%
Age 21 - 24	1,733	4.92%
Age 25 - 34	3,874	10.99%
Age 35 - 44	3,797	10.78%
Age 45 - 54	4,240	12.03%
Age 55 - 64	4,845	13.75%
Age 65 - 74	4,415	12.53%
Age 75 - 84	2,265	6.43%
Age 85 and over	978	2.78%
Age 16 and over	28,433	80.69%
Age 18 and over	27,455	77.92%
Age 21 and over	26,146	74.20%
Age 65 and over	7,658	21.73%
2020 Est. Median Age		42.76
2020 Est. Average Age		42.12
2020 Est. Population by Sex	35,236	
Male	17,377	49.32%
Female	17,859	50.68%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	17,377	
Age 0 - 4	1,042	6.00%
Age 5 - 9	1,054	6.07%
Age 10 - 14	1,113	6.41%
Age 15 - 17	729	4.20%
Age 18 - 20	679	3.91%
Age 21 - 24	935	5.38%
Age 25 - 34	2,097	12.07%
Age 35 - 44	1,813	10.43%
Age 45 - 54	2,076	11.95%
Age 55 - 64	2,333	13.43%
Age 65 - 74	2,097	12.07%
Age 75 - 84	1,036	5.96%
Age 85 and over	372	2.14%
2020 Est. Median Age, Male		40.75
2020 Est. Average Age, Male		40.92
2020 Est. Female Population by Age	17,859	
Age 0 - 4	994	5.57%
Age 5 - 9	1,011	5.66%
Age 10 - 14	1,110	6.22%
Age 15 - 17	727	4.07%
Age 18 - 20	629	3.52%
Age 21 - 24	798	4.47%
Age 25 - 34	1,777	9.95%
Age 35 - 44	1,984	11.11%
Age 45 - 54	2,164	12.12%
Age 55 - 64	2,512	14.07%
Age 65 - 74	2,317	12.97%
Age 75 - 84	1,230	6.89%
Age 85 and over	606	3.39%
2020 Est. Median Age, Female		44.52
2020 Est. Average Age, Female		43.34

Retail Trade Area • Demographic Profile

Lampasas, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,435	22.26%
Males, Never Married	3,725	12.88%
Females, Never Married	2,711	9.38%
Married, Spouse present	15,427	53.36%
Married, Spouse absent	1,765	6.11%
Widowed	1,895	6.56%
Males Widowed	332	1.15%
Females Widowed	1,562	5.40%
Divorced	3,389	11.72%
Males Divorced	1,534	5.31%
Females Divorced	1,855	6.42%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,835	7.5%
Some High School, no diploma	1,987	8.1%
High School Graduate (or GED)	7,336	30.0%
Some College, no degree	6,153	25.2%
Associate Degree	2,146	8.8%
Bachelor's Degree	3,296	13.5%
Master's Degree	1,245	5.1%
Professional School Degree	235	1.0%
Doctorate Degree	180	0.7%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,788	40.70%
High School Graduate	1,201	27.34%
Some College or Associate's Degree	1,149	26.16%
Bachelor's Degree or Higher	255	5.81%
Households		
2025 Projection	14,556	
2020 Estimate	13,793	
2010 Census	12,552	
2000 Census	11,615	
Growth 2020 - 2025		5.53%
Growth 2010 - 2020		9.89%
Growth 2000 - 2010		8.07%
2020 Est. Households by Household Type	13,793	
Family Households	9,762	70.78%
Nonfamily Households	4,031	29.23%
2020 Est. Group Quarters Population	1,123	
2020 Households by Ethnicity, Hispanic/Latino	2,331	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	13,793	
Income < \$15,000	1,499	10.87%
Income \$15,000 - \$24,999	1,475	10.69%
Income \$25,000 - \$34,999	1,403	10.17%
Income \$35,000 - \$49,999	1,817	13.17%
Income \$50,000 - \$74,999	2,504	18.15%
Income \$75,000 - \$99,999	1,708	12.38%
Income \$100,000 - \$124,999	1,247	9.04%
Income \$125,000 - \$149,999	831	6.03%
Income \$150,000 - \$199,999	675	4.89%
Income \$200,000 - \$249,999	310	2.25%
Income \$250,000 - \$499,999	242	1.76%
Income \$500,000+	82	0.60%
2020 Est. Average Household Income		\$75,272
2020 Est. Median Household Income		\$56,345
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$58,614
Black or African American Alone		\$88,544
American Indian and Alaska Native Alone		\$34,636
Asian Alone		\$61,220
Native Hawaiian and Other Pacific Islander Alone		\$56,068
Some Other Race Alone		\$41,824
Two or More Races		\$38,460
Hispanic or Latino		\$47,956
Not Hispanic or Latino		\$58,096
2020 Est. Family HH Type by Presence of Own Child.	9,762	
Married-Couple Family, own children	2,826	28.95%
Married-Couple Family, no own children	4,879	49.98%
Male Householder, own children	313	3.21%
Male Householder, no own children	289	2.96%
Female Householder, own children	844	8.65%
Female Householder, no own children	611	6.26%
2020 Est. Households by Household Size	13,793	
1-person	3,667	26.59%
2-person	5,028	36.45%
3-person	2,119	15.36%
4-person	1,630	11.82%
5-person	819	5.94%
6-person	350	2.54%
7-or-more-person	179	1.30%
2020 Est. Average Household Size		2.48

Retail Trade Area • Demographic Profile

Lampasas, Texas

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	13,793	
Households with 1 or More People under Age 18:	4,521	32.78%
Married-Couple Family	3,107	68.72%
Other Family, Male Householder	368	8.14%
Other Family, Female Householder	1,000	22.12%
Nonfamily, Male Householder	35	0.77%
Nonfamily, Female Householder	11	0.24%
Households with No People under Age 18:	9,272	67.22%
Married-Couple Family	4,602	49.63%
Other Family, Male Householder	234	2.52%
Other Family, Female Householder	455	4.91%
Nonfamily, Male Householder	1,743	18.80%
Nonfamily, Female Householder	2,239	24.15%
2020 Est. Households by Number of Vehicles	13,793	
No Vehicles	646	4.68%
1 Vehicle	3,981	28.86%
2 Vehicles	5,892	42.72%
3 Vehicles	2,573	18.65%
4 Vehicles	500	3.63%
5 or more Vehicles	201	1.46%
2020 Est. Average Number of Vehicles		1.94
Family Households		
2025 Projection	10,306	
2020 Estimate	9,762	
2010 Census	8,868	
2000 Census	8,355	
Growth 2020 - 2025		5.57%
Growth 2010 - 2020		10.08%
Growth 2000 - 2010		6.14%

2020 Est. Families by Poverty Status	9,762	
2020 Families at or Above Poverty	8,869	90.85%
2020 Families at or Above Poverty with Children	3,627	37.15%
2020 Families Below Poverty	894	9.16%
2020 Families Below Poverty with Children	645	6.61%
2020 Est. Pop 16+ by Employment Status	28,433	
Civilian Labor Force, Employed	15,603	54.88%
Civilian Labor Force, Unemployed	909	3.20%
Armed Forces	96	0.34%
Not in Labor Force	11,825	41.59%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	15,645	
For-Profit Private Workers	9,938	63.52%
Non-Profit Private Workers	987	6.31%
Local Government Workers	446	2.85%
State Government Workers	806	5.15%
Federal Government Workers	1,317	8.42%
Self-Employed Workers	2,092	13.37%
Unpaid Family Workers	59	0.38%
2020 Est. Civ. Employed Pop 16+ by Occupation	15,645	
Architect/Engineer	183	1.17%
Arts/Entertainment/Sports	153	0.98%
Building Grounds Maintenance	619	3.96%
Business/Financial Operations	544	3.48%
Community/Social Services	227	1.45%
Computer/Mathematical	244	1.56%
Construction/Extraction	1,784	11.40%
Education/Training/Library	729	4.66%
Farming/Fishing/Forestry	268	1.71%
Food Prep/Serving	671	4.29%
Health Practitioner/Technician	690	4.41%
Healthcare Support	392	2.51%
Maintenance Repair	649	4.15%
Legal	184	1.18%
Life/Physical/Social Science	36	0.23%
Management	1,660	10.61%
Office/Admin. Support	1,779	11.37%
Production	1,028	6.57%
Protective Services	514	3.29%
Sales/Related	1,540	9.84%
Personal Care/Service	724	4.63%
Transportation/Moving	1,028	6.57%

2020 Est. Pop 16+ by Occupation Classification	15,645	
White Collar	7,967	50.92%
Blue Collar	4,489	28.69%
Service and Farm	3,189	20.38%
2020 Est. Workers Age 16+ by Transp. to Work	15,594	
Drove Alone	11,703	75.05%
Car Pooled	2,127	13.64%
Public Transportation	29	0.19%
Walked	626	4.01%
Bicycle	34	0.22%
Other Means	318	2.04%
Worked at Home	757	4.85%

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Lampasas, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,968	
15 - 29 Minutes	3,674	
30 - 44 Minutes	2,278	
45 - 59 Minutes	1,260	
60 or more Minutes	1,594	
2020 Est. Avg Travel Time to Work in Minutes		27
2020 Est. Occupied Housing Units by Tenure	13,793	
Owner Occupied	10,126	73.41%
Renter Occupied	3,667	26.59%
2020 Owner Occ. HUs: Avg. Length of Residence		15.32
2020 Renter Occ. HUs: Avg. Length of Residence		7.48
2020 Est. Owner-Occupied Housing Units by Value	13,793	
Value Less than \$20,000	343	3.39%
Value \$20,000 - \$39,999	611	6.03%
Value \$40,000 - \$59,999	584	5.77%
Value \$60,000 - \$79,999	733	7.24%
Value \$80,000 - \$99,999	978	9.66%
Value \$100,000 - \$149,999	1,599	15.79%
Value \$150,000 - \$199,999	1,512	14.93%
Value \$200,000 - \$299,999	1,708	16.87%
Value \$300,000 - \$399,999	869	8.58%
Value \$400,000 - \$499,999	453	4.47%
Value \$500,000 - \$749,999	380	3.75%
Value \$750,000 - \$999,999	174	1.72%
Value \$1,000,000 or \$1,499,999	108	1.07%
Value \$1,500,000 or \$1,999,999	25	0.25%
Value \$2,000,000+	49	0.48%
2020 Est. Median All Owner-Occupied Housing Value		\$156,735

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,350	8.08%
Housing Units Built 2010 to 2014	575	3.44%
Housing Units Built 2000 to 2009	3,221	19.27%
Housing Units Built 1990 to 1999	2,183	13.06%
Housing Units Built 1980 to 1989	2,008	12.01%
Housing Units Built 1970 to 1979	2,470	14.77%
Housing Units Built 1960 to 1969	1,516	9.07%
Housing Units Built 1950 to 1959	1,428	8.54%
Housing Units Built 1940 to 1949	695	4.16%
Housing Unit Built 1939 or Earlier	1,273	7.62%
2020 Est. Median Year Structure Built		1985

2020 Est. Housing Units by Units in Structure		
1 Unit Attached	12,686	75.88%
1 Unit Detached	296	1.77%
2 Units	332	1.99%
3 or 4 Units	388	2.32%
5 to 19 Units	348	2.08%
20 to 49 Units	91	0.54%
50 or More Units	70	0.42%
Mobile Home or Trailer	2,450	14.66%
Boat, RV, Van, etc.	58	0.35%



ACKNOWLEDGMENTS

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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