



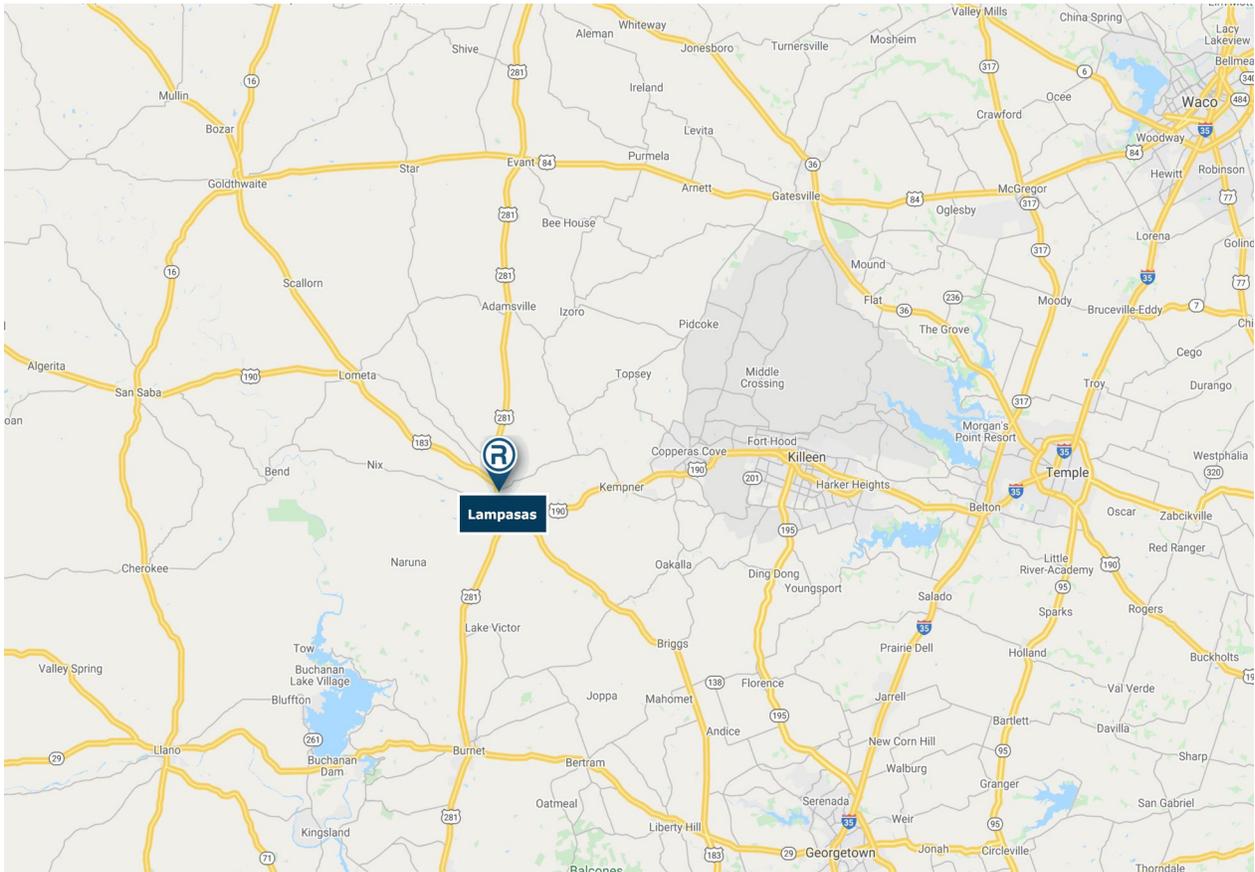
LAMPASAS, TEXAS

Community Demographic Profile

 **TheRetailCoach.**

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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.



Community • Demographic Profile

Lampasas, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	7,544	
2020 Estimate	7,222	
2010 Census	6,681	
2000 Census	6,788	
Growth 2020 - 2025		4.46%
Growth 2010 - 2020		8.10%
Growth 2000 - 2010		-1.58%
2020 Est. Population by Single-Classification Race	7,222	
White Alone	5,914	81.89%
Black or African American Alone	140	1.94%
Amer. Indian and Alaska Native Alone	46	0.64%
Asian Alone	62	0.86%
Native Hawaiian and Other Pacific Island Alone	3	0.04%
Some Other Race Alone	807	11.17%
Two or More Races	250	3.46%
2020 Est. Population by Hispanic or Latino Origin	7,222	
Not Hispanic or Latino	5,232	72.45%
Hispanic or Latino	1,990	27.56%
Mexican	1,630	81.91%
Puerto Rican	46	2.31%
Cuban	8	0.40%
All Other Hispanic or Latino	306	15.38%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	1,990	
White Alone	1,048	52.66%
Black or African American Alone	29	1.46%
American Indian and Alaska Native Alone	14	0.70%
Asian Alone	10	0.50%
Native Hawaiian and Other Pacific Islander Alone	3	0.15%
Some Other Race Alone	800	40.20%
Two or More Races	86	4.32%
2020 Est. Pop by Race, Asian Alone, by Category	62	
Chinese, except Taiwanese	10	16.13%
Filipino	44	70.97%
Japanese	8	12.90%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	0	0.00%
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%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	7,222	
Arab	0	0.00%
Czech	34	0.47%
Danish	0	0.00%
Dutch	61	0.85%
English	571	7.91%
French (except Basque)	125	1.73%
French Canadian	14	0.19%
German	888	12.30%
Greek	15	0.21%
Hungarian	0	0.00%
Irish	576	7.98%
Italian	98	1.36%
Lithuanian	1	0.01%
United States or American	367	5.08%
Norwegian	15	0.21%
Polish	49	0.68%
Portuguese	3	0.04%
Russian	1	0.01%
Scottish	131	1.81%
Scotch-Irish	150	2.08%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	31	0.43%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	13	0.18%
West Indian (except Hisp. groups)	1	0.01%
Other ancestries	2,478	34.31%
Ancestry Unclassified	1,600	22.16%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	5,039	74.65%
Speak Asian/Pacific Island Language at Home	76	1.13%
Speak IndoEuropean Language at Home	180	2.67%
Speak Spanish at Home	1,454	21.54%
Speak Other Language at Home	1	0.02%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	7,222	
Age 0 - 4	472	6.54%
Age 5 - 9	486	6.73%
Age 10 - 14	523	7.24%
Age 15 - 17	313	4.33%
Age 18 - 20	272	3.77%
Age 21 - 24	346	4.79%
Age 25 - 34	796	11.02%
Age 35 - 44	965	13.36%
Age 45 - 54	841	11.65%
Age 55 - 64	815	11.29%
Age 65 - 74	744	10.30%
Age 75 - 84	422	5.84%
Age 85 and over	227	3.14%
Age 16 and over	5,639	78.08%
Age 18 and over	5,428	75.16%
Age 21 and over	5,156	71.39%
Age 65 and over	1,393	19.29%
2020 Est. Median Age		39.23
2020 Est. Average Age		40.00
2020 Est. Population by Sex	7,222	
Male	3,436	47.58%
Female	3,786	52.42%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	3,436	
Age 0 - 4	237	6.90%
Age 5 - 9	241	7.01%
Age 10 - 14	251	7.31%
Age 15 - 17	160	4.66%
Age 18 - 20	136	3.96%
Age 21 - 24	171	4.98%
Age 25 - 34	415	12.08%
Age 35 - 44	456	13.27%
Age 45 - 54	408	11.87%
Age 55 - 64	392	11.41%
Age 65 - 74	321	9.34%
Age 75 - 84	170	4.95%
Age 85 and over	78	2.27%
2020 Est. Median Age, Male		37.37
2020 Est. Average Age, Male		38.50
2020 Est. Female Population by Age	3,786	
Age 0 - 4	235	6.21%
Age 5 - 9	245	6.47%
Age 10 - 14	272	7.18%
Age 15 - 17	153	4.04%
Age 18 - 20	136	3.59%
Age 21 - 24	175	4.62%
Age 25 - 34	381	10.06%
Age 35 - 44	509	13.44%
Age 45 - 54	433	11.44%
Age 55 - 64	423	11.17%
Age 65 - 74	423	11.17%
Age 75 - 84	252	6.66%
Age 85 and over	149	3.94%
2020 Est. Median Age, Female		40.84
2020 Est. Average Age, Female		41.40

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,357	23.64%
Males, Never Married	860	14.98%
Females, Never Married	497	8.66%
Married, Spouse present	2,747	47.85%
Married, Spouse absent	396	6.90%
Widowed	407	7.09%
Males Widowed	21	0.37%
Females Widowed	386	6.72%
Divorced	834	14.53%
Males Divorced	334	5.82%
Females Divorced	500	8.71%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	345	7.2%
Some High School, no diploma	483	10.0%
High School Graduate (or GED)	1,496	31.1%
Some College, no degree	1,187	24.7%
Associate Degree	401	8.3%
Bachelor's Degree	613	12.7%
Master's Degree	211	4.4%
Professional School Degree	52	1.1%
Doctorate Degree	22	0.5%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	375	33.91%
High School Graduate	326	29.48%
Some College or Associate's Degree	372	33.64%
Bachelor's Degree or Higher	33	2.98%
Households		
2025 Projection	3,091	
2020 Estimate	2,921	
2010 Census	2,603	
2000 Census	2,562	
Growth 2020 - 2025		5.82%
Growth 2010 - 2020		12.22%
Growth 2000 - 2010		1.60%
2020 Est. Households by Household Type	2,921	
Family Households	1,964	67.24%
Nonfamily Households	957	32.76%
2020 Est. Group Quarters Population	181	
2020 Households by Ethnicity, Hispanic/Latino	629	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	2,921	
Income < \$15,000	440	15.06%
Income \$15,000 - \$24,999	263	9.00%
Income \$25,000 - \$34,999	344	11.78%
Income \$35,000 - \$49,999	431	14.76%
Income \$50,000 - \$74,999	437	14.96%
Income \$75,000 - \$99,999	329	11.26%
Income \$100,000 - \$124,999	274	9.38%
Income \$125,000 - \$149,999	167	5.72%
Income \$150,000 - \$199,999	123	4.21%
Income \$200,000 - \$249,999	67	2.29%
Income \$250,000 - \$499,999	35	1.20%
Income \$500,000+	11	0.38%
2020 Est. Average Household Income		\$69,092
2020 Est. Median Household Income		\$49,297
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$51,637
Black or African American Alone		\$99,380
American Indian and Alaska Native Alone		\$30,545
Asian Alone		\$64,810
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$40,854
Two or More Races		\$14,469
Hispanic or Latino		\$41,168
Not Hispanic or Latino		\$52,555
2020 Est. Family HH Type by Presence of Own Child.	1,964	
Married-Couple Family, own children	608	30.96%
Married-Couple Family, no own children	830	42.26%
Male Householder, own children	70	3.56%
Male Householder, no own children	71	3.62%
Female Householder, own children	232	11.81%
Female Householder, no own children	153	7.79%
2020 Est. Households by Household Size	2,921	
1-person	904	30.95%
2-person	939	32.15%
3-person	467	15.99%
4-person	341	11.67%
5-person	171	5.85%
6-person	70	2.40%
7-or-more-person	29	0.99%
2020 Est. Average Household Size		2.41

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	2,921	
Households with 1 or More People under Age 18:	1,036	35.47%
Married-Couple Family	665	64.19%
Other Family, Male Householder	84	8.11%
Other Family, Female Householder	276	26.64%
Nonfamily, Male Householder	7	0.68%
Nonfamily, Female Householder	4	0.39%
Households with No People under Age 18:	1,885	64.53%
Married-Couple Family	774	41.06%
Other Family, Male Householder	54	2.87%
Other Family, Female Householder	112	5.94%
Nonfamily, Male Householder	377	20.00%
Nonfamily, Female Householder	568	30.13%
2020 Est. Households by Number of Vehicles	2,921	
No Vehicles	256	8.76%
1 Vehicle	1,040	35.60%
2 Vehicles	1,092	37.38%
3 Vehicles	456	15.61%
4 Vehicles	49	1.68%
5 or more Vehicles	28	0.96%
2020 Est. Average Number of Vehicles		1.7
Family Households		
2025 Projection	2,080	
2020 Estimate	1,964	
2010 Census	1,745	
2000 Census	1,747	
Growth 2020 - 2025		5.91%
Growth 2010 - 2020		12.55%
Growth 2000 - 2010		-0.11%

2020 Est. Families by Poverty Status	1,964	
2020 Families at or Above Poverty	1,694	86.25%
2020 Families at or Above Poverty with Children	831	42.31%
2020 Families Below Poverty	270	13.75%
2020 Families Below Poverty with Children	148	7.54%
2020 Est. Pop 16+ by Employment Status	5,639	
Civilian Labor Force, Employed	3,190	56.57%
Civilian Labor Force, Unemployed	175	3.10%
Armed Forces	0	0.00%
Not in Labor Force	2,274	40.33%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	3,216	
For-Profit Private Workers	2,211	68.75%
Non-Profit Private Workers	190	5.91%
Local Government Workers	25	0.78%
State Government Workers	144	4.48%
Federal Government Workers	331	10.29%
Self-Employed Workers	312	9.70%
Unpaid Family Workers	3	0.09%
2020 Est. Civ. Employed Pop 16+ by Occupation	3,216	
Architect/Engineer	82	2.55%
Arts/Entertainment/Sports	8	0.25%
Building Grounds Maintenance	130	4.04%
Business/Financial Operations	88	2.74%
Community/Social Services	58	1.80%
Computer/Mathematical	37	1.15%
Construction/Extraction	453	14.09%
Education/Training/Library	128	3.98%
Farming/Fishing/Forestry	17	0.53%
Food Prep/Serving	223	6.93%
Health Practitioner/Technician	167	5.19%
Healthcare Support	70	2.18%
Maintenance Repair	83	2.58%
Legal	28	0.87%
Life/Physical/Social Science	1	0.03%
Management	304	9.45%
Office/Admin. Support	349	10.85%
Production	218	6.78%
Protective Services	113	3.51%
Sales/Related	323	10.04%
Personal Care/Service	194	6.03%
Transportation/Moving	142	4.42%

2020 Est. Pop 16+ by Occupation Classification	3,216	
White Collar	1,573	48.91%
Blue Collar	896	27.86%
Service and Farm	747	23.23%
2020 Est. Workers Age 16+ by Transp. to Work	3,165	
Drove Alone	2,312	73.05%
Car Pooled	458	14.47%
Public Transportation	5	0.16%
Walked	178	5.62%
Bicycle	8	0.25%
Other Means	138	4.36%
Worked at Home	66	2.09%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,695	
15 - 29 Minutes	433	
30 - 44 Minutes	416	
45 - 59 Minutes	272	
60 or more Minutes	287	
2020 Est. Avg Travel Time to Work in Minutes		24
2020 Est. Occupied Housing Units by Tenure	2,921	
Owner Occupied	1,863	63.78%
Renter Occupied	1,058	36.22%
2020 Owner Occ. HUs: Avg. Length of Residence		16.1
2020 Renter Occ. HUs: Avg. Length of Residence		6.9
2020 Est. Owner-Occupied Housing Units by Value	2,921	
Value Less than \$20,000	58	3.11%
Value \$20,000 - \$39,999	174	9.34%
Value \$40,000 - \$59,999	68	3.65%
Value \$60,000 - \$79,999	156	8.37%
Value \$80,000 - \$99,999	244	13.10%
Value \$100,000 - \$149,999	333	17.87%
Value \$150,000 - \$199,999	329	17.66%
Value \$200,000 - \$299,999	288	15.46%
Value \$300,000 - \$399,999	113	6.07%
Value \$400,000 - \$499,999	40	2.15%
Value \$500,000 - \$749,999	24	1.29%
Value \$750,000 - \$999,999	17	0.91%
Value \$1,000,000 or \$1,499,999	9	0.48%
Value \$1,500,000 or \$1,999,999	1	0.05%
Value \$2,000,000+	9	0.48%
2020 Est. Median All Owner-Occupied Housing Value		\$132,450

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	315	9.77%
Housing Units Built 2010 to 2014	115	3.57%
Housing Units Built 2000 to 2009	364	11.29%
Housing Units Built 1990 to 1999	292	9.06%
Housing Units Built 1980 to 1989	372	11.54%
Housing Units Built 1970 to 1979	568	17.62%
Housing Units Built 1960 to 1969	383	11.88%
Housing Units Built 1950 to 1959	384	11.91%
Housing Units Built 1940 to 1949	184	5.71%
Housing Unit Built 1939 or Earlier	246	7.63%
2020 Est. Median Year Structure Built		1977

2020 Est. Housing Units by Units in Structure		
1 Unit Attached	2,562	79.49%
1 Unit Detached	35	1.09%
2 Units	97	3.01%
3 or 4 Units	40	1.24%
5 to 19 Units	231	7.17%
20 to 49 Units	29	0.90%
50 or More Units	6	0.19%
Mobile Home or Trailer	223	6.92%
Boat, RV, Van, etc.	0	0.00%



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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