

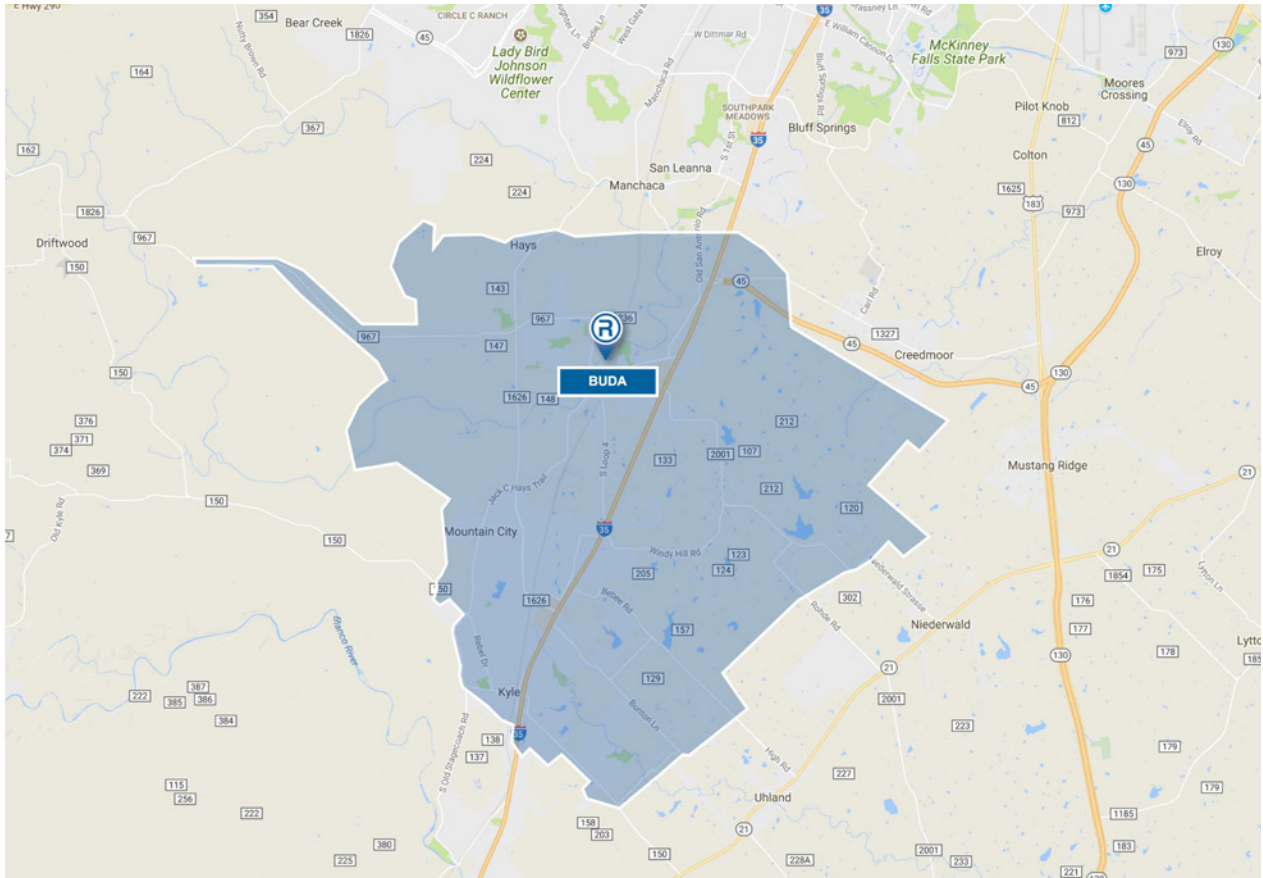


BUDA, TEXAS

Primary 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.



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DESCRIPTION	DATA	%
Population		
2025 Projection	102,508	
2020 Estimate	94,074	
2010 Census	56,212	
2000 Census	21,915	
Growth 2020 - 2025		8.97%
Growth 2010 - 2020		67.36%
Growth 2000 - 2010		156.50%
2020 Est. Population by Single-Classification Race	94,074	
White Alone	66,735	70.94%
Black or African American Alone	4,831	5.14%
Amer. Indian and Alaska Native Alone	790	0.84%
Asian Alone	1,447	1.54%
Native Hawaiian and Other Pacific Island Alone	84	0.09%
Some Other Race Alone	16,614	17.66%
Two or More Races	3,573	3.80%
2020 Est. Population by Hispanic or Latino Origin	94,074	
Not Hispanic or Latino	44,639	47.45%
Hispanic or Latino	49,434	52.55%
Mexican	43,249	87.49%
Puerto Rican	729	1.48%
Cuban	153	0.31%
All Other Hispanic or Latino	5,303	10.73%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	49,434	
White Alone	29,773	60.23%
Black or African American Alone	554	1.12%
American Indian and Alaska Native Alone	574	1.16%
Asian Alone	97	0.20%
Native Hawaiian and Other Pacific Islander Alone	15	0.03%
Some Other Race Alone	16,467	33.31%
Two or More Races	1,956	3.96%
2020 Est. Pop by Race, Asian Alone, by Category	1,447	
Chinese, except Taiwanese	249	17.21%
Filipino	182	12.58%
Japanese	53	3.66%
Asian Indian	202	13.96%
Korean	94	6.50%
Vietnamese	112	7.74%
Cambodian	47	3.25%
Hmong	0	0.00%
Laotian	94	6.50%
Thai	67	4.63%
All Other Asian Races Including 2+ Category	346	23.91%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	94,074	
Arab	195	0.21%
Czech	569	0.61%
Danish	142	0.15%
Dutch	545	0.58%
English	3,716	3.95%
French (except Basque)	1,106	1.18%
French Canadian	354	0.38%
German	8,776	9.33%
Greek	69	0.07%
Hungarian	32	0.03%
Irish	3,842	4.08%
Italian	856	0.91%
Lithuanian	17	0.02%
United States or American	4,535	4.82%
Norwegian	276	0.29%
Polish	841	0.89%
Portuguese	33	0.04%
Russian	110	0.12%
Scottish	1,015	1.08%
Scotch-Irish	1,531	1.63%
Slovak	18	0.02%
Subsaharan African	412	0.44%
Swedish	422	0.45%
Swiss	38	0.04%
Ukrainian	65	0.07%
Welsh	231	0.25%
West Indian (except Hisp. groups)	214	0.23%
Other ancestries	48,383	51.43%
Ancestry Unclassified	15,733	16.72%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	49,281	57.05%
Speak Asian/Pacific Island Language at Home	1,744	2.02%
Speak IndoEuropean Language at Home	797	0.92%
Speak Spanish at Home	34,371	39.79%
Speak Other Language at Home	187	0.22%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	94,074	
Age 0 - 4	7,694	8.18%
Age 5 - 9	7,547	8.02%
Age 10 - 14	7,490	7.96%
Age 15 - 17	3,816	4.06%
Age 18 - 20	3,580	3.81%
Age 21 - 24	5,117	5.44%
Age 25 - 34	14,550	15.47%
Age 35 - 44	15,453	16.43%
Age 45 - 54	12,243	13.01%
Age 55 - 64	8,644	9.19%
Age 65 - 74	5,488	5.83%
Age 75 - 84	1,999	2.13%
Age 85 and over	452	0.48%
Age 16 and over	70,092	74.51%
Age 18 and over	67,526	71.78%
Age 21 and over	63,946	67.97%
Age 65 and over	7,939	8.44%
2020 Est. Median Age		33.18
2020 Est. Average Age		33.81
2020 Est. Population by Sex	94,074	
Male	46,835	49.79%
Female	47,239	50.22%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	46,835	
Age 0 - 4	3,892	8.31%
Age 5 - 9	3,851	8.22%
Age 10 - 14	3,760	8.03%
Age 15 - 17	2,006	4.28%
Age 18 - 20	1,875	4.00%
Age 21 - 24	2,588	5.53%
Age 25 - 34	7,246	15.47%
Age 35 - 44	7,685	16.41%
Age 45 - 54	6,169	13.17%
Age 55 - 64	4,128	8.81%
Age 65 - 74	2,580	5.51%
Age 75 - 84	879	1.88%
Age 85 and over	175	0.37%
2020 Est. Median Age, Male		32.60
2020 Est. Average Age, Male		33.24
2020 Est. Female Population by Age	47,239	
Age 0 - 4	3,803	8.05%
Age 5 - 9	3,696	7.82%
Age 10 - 14	3,730	7.90%
Age 15 - 17	1,809	3.83%
Age 18 - 20	1,705	3.61%
Age 21 - 24	2,529	5.35%
Age 25 - 34	7,304	15.46%
Age 35 - 44	7,768	16.44%
Age 45 - 54	6,074	12.86%
Age 55 - 64	4,516	9.56%
Age 65 - 74	2,907	6.15%
Age 75 - 84	1,120	2.37%
Age 85 and over	276	0.58%
2020 Est. Median Age, Female		33.75
2020 Est. Average Age, Female		34.33

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	21,609	30.29%
Males, Never Married	11,045	15.48%
Females, Never Married	10,564	14.81%
Married, Spouse present	36,942	51.78%
Married, Spouse absent	2,743	3.85%
Widowed	2,002	2.81%
Males Widowed	488	0.68%
Females Widowed	1,514	2.12%
Divorced	8,047	11.28%
Males Divorced	2,949	4.13%
Females Divorced	5,098	7.15%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,610	4.4%
Some High School, no diploma	3,856	6.6%
High School Graduate (or GED)	13,274	22.6%
Some College, no degree	15,198	25.8%
Associate Degree	3,992	6.8%
Bachelor's Degree	13,664	23.2%
Master's Degree	5,147	8.7%
Professional School Degree	434	0.7%
Doctorate Degree	654	1.1%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	6,098	22.06%
High School Graduate	6,292	22.76%
Some College or Associate's Degree	8,729	31.57%
Bachelor's Degree or Higher	6,528	23.61%
Households		
2025 Projection	32,549	
2020 Estimate	29,824	
2010 Census	17,758	
2000 Census	6,787	
Growth 2020 - 2025		9.14%
Growth 2010 - 2020		67.95%
Growth 2000 - 2010		161.65%
2020 Est. Households by Household Type	29,824	
Family Households	23,895	80.12%
Nonfamily Households	5,929	19.88%
2020 Est. Group Quarters Population	313	
2020 Households by Ethnicity, Hispanic/Latino	12,896	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	29,824	
Income < \$15,000	1,035	3.47%
Income \$15,000 - \$24,999	1,237	4.15%
Income \$25,000 - \$34,999	1,997	6.70%
Income \$35,000 - \$49,999	3,141	10.53%
Income \$50,000 - \$74,999	5,882	19.72%
Income \$75,000 - \$99,999	5,687	19.07%
Income \$100,000 - \$124,999	3,949	13.24%
Income \$125,000 - \$149,999	2,514	8.43%
Income \$150,000 - \$199,999	2,441	8.19%
Income \$200,000 - \$249,999	1,047	3.51%
Income \$250,000 - \$499,999	704	2.36%
Income \$500,000+	189	0.63%
2020 Est. Average Household Income		\$97,049
2020 Est. Median Household Income		\$81,793
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$85,111
Black or African American Alone		\$79,792
American Indian and Alaska Native Alone		\$83,499
Asian Alone		\$83,453
Native Hawaiian and Other Pacific Islander Alone		\$46,025
Some Other Race Alone		\$68,801
Two or More Races		\$63,004
Hispanic or Latino		\$73,607
Not Hispanic or Latino		\$88,589
2020 Est. Family HH Type by Presence of Own Child.	23,895	
Married-Couple Family, own children	10,678	44.69%
Married-Couple Family, no own children	7,991	33.44%
Male Householder, own children	938	3.93%
Male Householder, no own children	618	2.59%
Female Householder, own children	2,310	9.67%
Female Householder, no own children	1,360	5.69%
2020 Est. Households by Household Size	29,824	
1-person	4,221	14.15%
2-person	8,414	28.21%
3-person	6,031	20.22%
4-person	5,605	18.79%
5-person	3,175	10.65%
6-person	1,387	4.65%
7-or-more-person	991	3.32%
2020 Est. Average Household Size		3.14

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	29,824	
Households with 1 or More People under Age 18:	15,348	51.46%
Married-Couple Family	11,422	74.42%
Other Family, Male Householder	1,074	7.00%
Other Family, Female Householder	2,701	17.60%
Nonfamily, Male Householder	103	0.67%
Nonfamily, Female Householder	48	0.31%
Households with No People under Age 18:	14,476	48.54%
Married-Couple Family	7,244	50.04%
Other Family, Male Householder	477	3.30%
Other Family, Female Householder	972	6.72%
Nonfamily, Male Householder	2,824	19.51%
Nonfamily, Female Householder	2,959	20.44%
2020 Est. Households by Number of Vehicles	29,824	
No Vehicles	221	0.74%
1 Vehicle	6,914	23.18%
2 Vehicles	14,778	49.55%
3 Vehicles	5,729	19.21%
4 Vehicles	1,571	5.27%
5 or more Vehicles	610	2.05%
2020 Est. Average Number of Vehicles		2.13
Family Households		
2025 Projection	26,076	
2020 Estimate	23,895	
2010 Census	14,226	
2000 Census	5,670	
Growth 2020 - 2025		9.13%
Growth 2010 - 2020		67.97%
Growth 2000 - 2010		150.90%

2020 Est. Families by Poverty Status	23,895	
2020 Families at or Above Poverty	22,071	92.37%
2020 Families at or Above Poverty with Children	13,389	56.03%
2020 Families Below Poverty	1,824	7.63%
2020 Families Below Poverty with Children	1,490	6.24%
2020 Est. Pop 16+ by Employment Status	70,092	
Civilian Labor Force, Employed	49,353	70.41%
Civilian Labor Force, Unemployed	1,918	2.74%
Armed Forces	77	0.11%
Not in Labor Force	18,744	26.74%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	49,206	
For-Profit Private Workers	33,007	67.08%
Non-Profit Private Workers	2,510	5.10%
Local Government Workers	1,087	2.21%
State Government Workers	4,645	9.44%
Federal Government Workers	3,976	8.08%
Self-Employed Workers	3,934	8.00%
Unpaid Family Workers	47	0.10%
2020 Est. Civ. Employed Pop 16+ by Occupation	49,206	
Architect/Engineer	693	1.41%
Arts/Entertainment/Sports	773	1.57%
Building Grounds Maintenance	1,522	3.09%
Business/Financial Operations	2,773	5.64%
Community/Social Services	621	1.26%
Computer/Mathematical	1,315	2.67%
Construction/Extraction	2,956	6.01%
Education/Training/Library	4,229	8.60%
Farming/Fishing/Forestry	194	0.39%
Food Prep/Serving	3,513	7.14%
Health Practitioner/Technician	2,083	4.23%
Healthcare Support	1,183	2.40%
Maintenance Repair	1,502	3.05%
Legal	451	0.92%
Life/Physical/Social Science	438	0.89%
Management	4,769	9.69%
Office/Admin. Support	6,900	14.02%
Production	2,806	5.70%
Protective Services	943	1.92%
Sales/Related	5,498	11.17%
Personal Care/Service	1,564	3.18%
Transportation/Moving	2,483	5.05%

2020 Est. Pop 16+ by Occupation Classification	49,206	
White Collar	30,542	62.07%
Blue Collar	9,747	19.81%
Service and Farm	8,918	18.12%
2020 Est. Workers Age 16+ by Transp. to Work	48,592	
Drove Alone	40,054	82.43%
Car Pooled	4,939	10.16%
Public Transportation	124	0.26%
Walked	313	0.64%
Bicycle	20	0.04%
Other Means	599	1.23%
Worked at Home	2,543	5.23%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,193	
15 - 29 Minutes	13,965	
30 - 44 Minutes	11,615	
45 - 59 Minutes	6,986	
60 or more Minutes	6,168	
2020 Est. Avg Travel Time to Work in Minutes		36
2020 Est. Occupied Housing Units by Tenure	29,824	
Owner Occupied	24,384	81.76%
Renter Occupied	5,440	18.24%
2020 Owner Occ. HUs: Avg. Length of Residence		9.45
2020 Renter Occ. HUs: Avg. Length of Residence		5.36
2020 Est. Owner-Occupied Housing Units by Value	29,824	
Value Less than \$20,000	223	0.92%
Value \$20,000 - \$39,999	95	0.39%
Value \$40,000 - \$59,999	305	1.25%
Value \$60,000 - \$79,999	727	2.98%
Value \$80,000 - \$99,999	646	2.65%
Value \$100,000 - \$149,999	1,514	6.21%
Value \$150,000 - \$199,999	5,080	20.83%
Value \$200,000 - \$299,999	10,279	42.16%
Value \$300,000 - \$399,999	3,031	12.43%
Value \$400,000 - \$499,999	1,197	4.91%
Value \$500,000 - \$749,999	728	2.99%
Value \$750,000 - \$999,999	246	1.01%
Value \$1,000,000 or \$1,499,999	106	0.44%
Value \$1,500,000 or \$1,999,999	14	0.06%
Value \$2,000,000+	192	0.79%
2020 Est. Median All Owner-Occupied Housing Value		\$232,050

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,981	25.83%
Housing Units Built 2010 to 2014	4,026	13.03%
Housing Units Built 2000 to 2009	11,731	37.97%
Housing Units Built 1990 to 1999	3,160	10.23%
Housing Units Built 1980 to 1989	2,369	7.67%
Housing Units Built 1970 to 1979	798	2.58%
Housing Units Built 1960 to 1969	259	0.84%
Housing Units Built 1950 to 1959	207	0.67%
Housing Units Built 1940 to 1949	220	0.71%
Housing Unit Built 1939 or Earlier	147	0.48%
2020 Est. Median Year Structure Built		2007

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	24,560	79.49%
1 Unit Attached	283	0.92%
2 Units	36	0.12%
3 or 4 Units	121	0.39%
5 to 19 Units	1,442	4.67%
20 to 49 Units	900	2.91%
50 or More Units	602	1.95%
Mobile Home or Trailer	2,954	9.56%
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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