



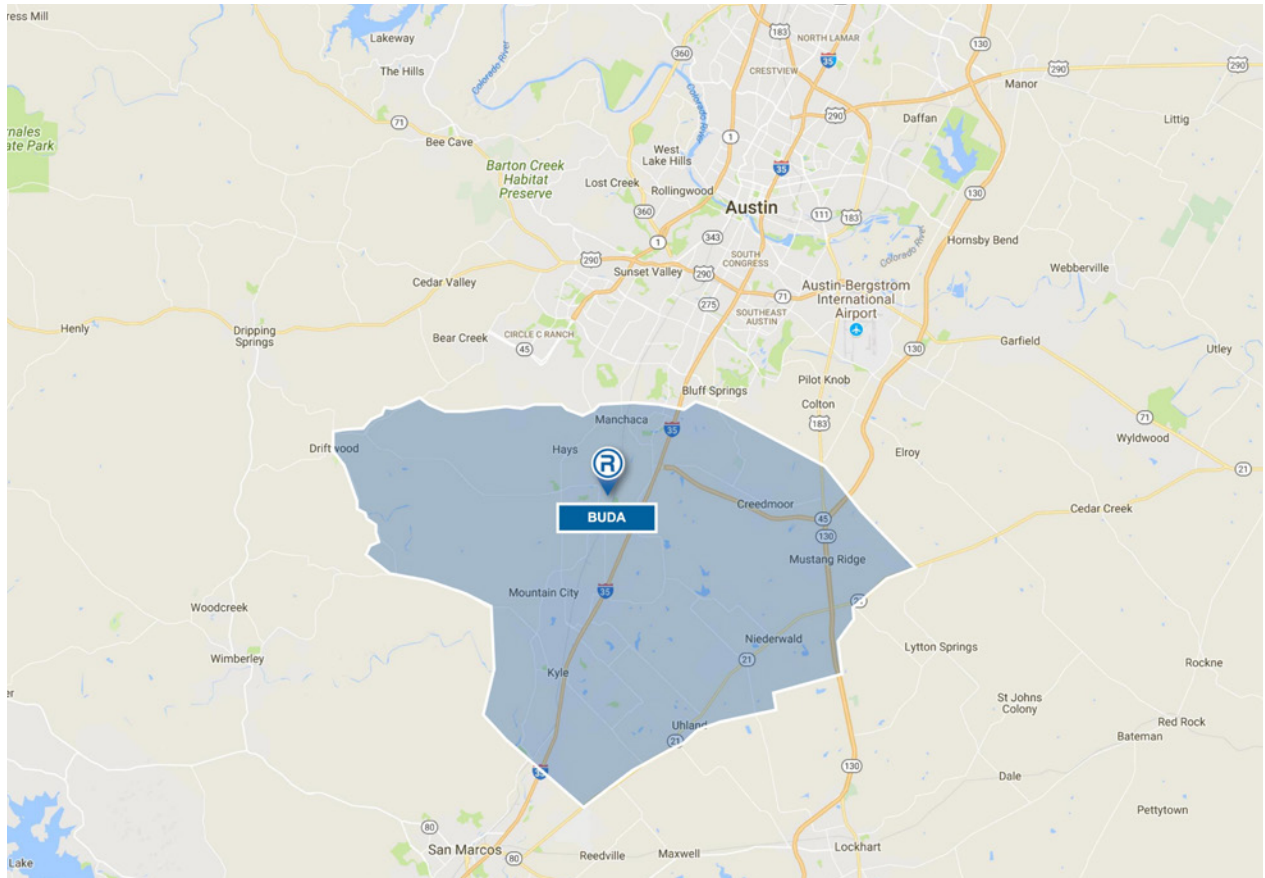
BUDA, TEXAS

Secondary Retail Trade Area 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.



Secondary Retail Trade Area • Demographic Profile

Buda, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	142,315	
2020 Estimate	130,436	
2010 Census	80,337	
2000 Census	39,147	
Growth 2020 - 2025		9.11%
Growth 2010 - 2020		62.36%
Growth 2000 - 2010		105.22%
2020 Est. Population by Single-Classification Race	130,436	
White Alone	92,965	71.27%
Black or African American Alone	6,185	4.74%
Amer. Indian and Alaska Native Alone	1,046	0.80%
Asian Alone	2,370	1.82%
Native Hawaiian and Other Pacific Island Alone	124	0.10%
Some Other Race Alone	23,116	17.72%
Two or More Races	4,629	3.55%
2020 Est. Population by Hispanic or Latino Origin	130,436	
Not Hispanic or Latino	63,098	48.38%
Hispanic or Latino	67,338	51.63%
Mexican	58,732	87.22%
Puerto Rican	981	1.46%
Cuban	213	0.32%
All Other Hispanic or Latino	7,411	11.01%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	67,338	
White Alone	40,225	59.74%
Black or African American Alone	695	1.03%
American Indian and Alaska Native Alone	730	1.08%
Asian Alone	142	0.21%
Native Hawaiian and Other Pacific Islander Alone	23	0.03%
Some Other Race Alone	22,926	34.05%
Two or More Races	2,597	3.86%
2020 Est. Pop by Race, Asian Alone, by Category	2,370	
Chinese, except Taiwanese	445	18.78%
Filipino	278	11.73%
Japanese	102	4.30%
Asian Indian	381	16.08%
Korean	148	6.25%
Vietnamese	388	16.37%
Cambodian	47	1.98%
Hmong	0	0.00%
Laotian	103	4.35%
Thai	78	3.29%
All Other Asian Races Including 2+ Category	400	16.88%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	130,436	
Arab	263	0.20%
Czech	809	0.62%
Danish	239	0.18%
Dutch	733	0.56%
English	5,855	4.49%
French (except Basque)	1,655	1.27%
French Canadian	539	0.41%
German	13,061	10.01%
Greek	106	0.08%
Hungarian	71	0.05%
Irish	5,726	4.39%
Italian	1,402	1.08%
Lithuanian	58	0.05%
United States or American	6,138	4.71%
Norwegian	429	0.33%
Polish	1,319	1.01%
Portuguese	42	0.03%
Russian	166	0.13%
Scottish	1,439	1.10%
Scotch-Irish	2,121	1.63%
Slovak	28	0.02%
Subsaharan African	457	0.35%
Swedish	661	0.51%
Swiss	67	0.05%
Ukrainian	95	0.07%
Welsh	308	0.24%
West Indian (except Hisp. groups)	229	0.18%
Other ancestries	64,813	49.69%
Ancestry Unclassified	21,606	16.56%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	70,901	58.90%
Speak Asian/Pacific Island Language at Home	2,327	1.93%
Speak IndoEuropean Language at Home	1,315	1.09%
Speak Spanish at Home	45,582	37.87%
Speak Other Language at Home	248	0.21%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	130,436	
Age 0 - 4	10,062	7.71%
Age 5 - 9	10,000	7.67%
Age 10 - 14	10,065	7.72%
Age 15 - 17	5,244	4.02%
Age 18 - 20	4,884	3.74%
Age 21 - 24	6,873	5.27%
Age 25 - 34	19,620	15.04%
Age 35 - 44	20,313	15.57%
Age 45 - 54	16,815	12.89%
Age 55 - 64	13,305	10.20%
Age 65 - 74	9,048	6.94%
Age 75 - 84	3,400	2.61%
Age 85 and over	807	0.62%
Age 16 and over	98,591	75.59%
Age 18 and over	95,065	72.88%
Age 21 and over	90,181	69.14%
Age 65 and over	13,254	10.16%
2020 Est. Median Age		34.25
2020 Est. Average Age		35.04
2020 Est. Population by Sex	130,436	
Male	65,086	49.90%
Female	65,350	50.10%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	65,086	
Age 0 - 4	5,112	7.85%
Age 5 - 9	5,109	7.85%
Age 10 - 14	5,092	7.82%
Age 15 - 17	2,746	4.22%
Age 18 - 20	2,549	3.92%
Age 21 - 24	3,480	5.35%
Age 25 - 34	9,866	15.16%
Age 35 - 44	10,162	15.61%
Age 45 - 54	8,419	12.94%
Age 55 - 64	6,398	9.83%
Age 65 - 74	4,292	6.59%
Age 75 - 84	1,540	2.37%
Age 85 and over	321	0.49%
2020 Est. Median Age, Male		33.61
2020 Est. Average Age, Male		34.47
2020 Est. Female Population by Age	65,350	
Age 0 - 4	4,950	7.58%
Age 5 - 9	4,890	7.48%
Age 10 - 14	4,973	7.61%
Age 15 - 17	2,498	3.82%
Age 18 - 20	2,334	3.57%
Age 21 - 24	3,394	5.19%
Age 25 - 34	9,753	14.92%
Age 35 - 44	10,151	15.53%
Age 45 - 54	8,397	12.85%
Age 55 - 64	6,907	10.57%
Age 65 - 74	4,756	7.28%
Age 75 - 84	1,860	2.85%
Age 85 and over	486	0.74%
2020 Est. Median Age, Female		34.88
2020 Est. Average Age, Female		35.58

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	30,787	30.69%
Males, Never Married	15,949	15.90%
Females, Never Married	14,838	14.79%
Married, Spouse present	51,670	51.51%
Married, Spouse absent	4,200	4.19%
Widowed	3,091	3.08%
Males Widowed	759	0.76%
Females Widowed	2,332	2.33%
Divorced	10,560	10.53%
Males Divorced	4,126	4.11%
Females Divorced	6,435	6.42%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,243	5.1%
Some High School, no diploma	5,451	6.5%
High School Graduate (or GED)	19,369	23.3%
Some College, no degree	20,553	24.7%
Associate Degree	5,380	6.5%
Bachelor's Degree	19,096	22.9%
Master's Degree	7,327	8.8%
Professional School Degree	899	1.1%
Doctorate Degree	989	1.2%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	9,018	23.73%
High School Graduate	9,396	24.72%
Some College or Associate's Degree	11,216	29.51%
Bachelor's Degree or Higher	8,377	22.04%
Households		
2025 Projection	46,621	
2020 Estimate	42,627	
2010 Census	26,053	
2000 Census	12,523	
Growth 2020 - 2025		9.37%
Growth 2010 - 2020		63.62%
Growth 2000 - 2010		108.04%
2020 Est. Households by Household Type	42,627	
Family Households	33,481	78.54%
Nonfamily Households	9,146	21.46%
2020 Est. Group Quarters Population	608	
2020 Households by Ethnicity, Hispanic/Latino	17,778	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	42,627	
Income < \$15,000	1,683	3.95%
Income \$15,000 - \$24,999	1,790	4.20%
Income \$25,000 - \$34,999	2,865	6.72%
Income \$35,000 - \$49,999	4,577	10.74%
Income \$50,000 - \$74,999	7,909	18.55%
Income \$75,000 - \$99,999	7,673	18.00%
Income \$100,000 - \$124,999	5,618	13.18%
Income \$125,000 - \$149,999	3,647	8.56%
Income \$150,000 - \$199,999	3,594	8.43%
Income \$200,000 - \$249,999	1,652	3.88%
Income \$250,000 - \$499,999	1,228	2.88%
Income \$500,000+	390	0.92%
2020 Est. Average Household Income		\$100,203
2020 Est. Median Household Income		\$82,787
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$86,952
Black or African American Alone		\$77,727
American Indian and Alaska Native Alone		\$83,104
Asian Alone		\$94,952
Native Hawaiian and Other Pacific Islander Alone		\$52,565
Some Other Race Alone		\$64,266
Two or More Races		\$64,343
Hispanic or Latino		\$72,733
Not Hispanic or Latino		\$90,985
2020 Est. Family HH Type by Presence of Own Child.	33,481	
Married-Couple Family, own children	14,007	41.84%
Married-Couple Family, no own children	12,339	36.85%
Male Householder, own children	1,237	3.70%
Male Householder, no own children	946	2.83%
Female Householder, own children	3,000	8.96%
Female Householder, no own children	1,952	5.83%
2020 Est. Households by Household Size	42,627	
1-person	6,668	15.64%
2-person	12,895	30.25%
3-person	8,220	19.28%
4-person	7,441	17.46%
5-person	4,172	9.79%
6-person	1,871	4.39%
7-or-more-person	1,360	3.19%
2020 Est. Average Household Size		3.05

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	42,627	
Households with 1 or More People under Age 18:	20,207	47.40%
Married-Couple Family	15,060	74.53%
Other Family, Male Householder	1,439	7.12%
Other Family, Female Householder	3,525	17.44%
Nonfamily, Male Householder	123	0.61%
Nonfamily, Female Householder	60	0.30%
Households with No People under Age 18:	22,420	52.60%
Married-Couple Family	11,284	50.33%
Other Family, Male Householder	738	3.29%
Other Family, Female Householder	1,427	6.37%
Nonfamily, Male Householder	4,442	19.81%
Nonfamily, Female Householder	4,529	20.20%
2020 Est. Households by Number of Vehicles	42,627	
No Vehicles	459	1.08%
1 Vehicle	9,710	22.78%
2 Vehicles	20,875	48.97%
3 Vehicles	8,098	19.00%
4 Vehicles	2,377	5.58%
5 or more Vehicles	1,108	2.60%
2020 Est. Average Number of Vehicles		2.15
Family Households		
2025 Projection	36,611	
2020 Estimate	33,481	
2010 Census	20,434	
2000 Census	10,280	
Growth 2020 - 2025		9.35%
Growth 2010 - 2020		63.85%
Growth 2000 - 2010		98.77%

2020 Est. Families by Poverty Status	33,481	
2020 Families at or Above Poverty	30,996	92.58%
2020 Families at or Above Poverty with Children	17,512	52.30%
2020 Families Below Poverty	2,485	7.42%
2020 Families Below Poverty with Children	1,969	5.88%
2020 Est. Pop 16+ by Employment Status	98,591	
Civilian Labor Force, Employed	68,107	69.08%
Civilian Labor Force, Unemployed	2,697	2.74%
Armed Forces	123	0.13%
Not in Labor Force	27,664	28.06%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	67,616	
For-Profit Private Workers	45,365	67.09%
Non-Profit Private Workers	3,508	5.19%
Local Government Workers	1,346	1.99%
State Government Workers	6,083	9.00%
Federal Government Workers	5,430	8.03%
Self-Employed Workers	5,813	8.60%
Unpaid Family Workers	72	0.11%
2020 Est. Civ. Employed Pop 16+ by Occupation	67,616	
Architect/Engineer	1,128	1.67%
Arts/Entertainment/Sports	1,213	1.79%
Building Grounds Maintenance	2,379	3.52%
Business/Financial Operations	3,597	5.32%
Community/Social Services	778	1.15%
Computer/Mathematical	2,085	3.08%
Construction/Extraction	4,373	6.47%
Education/Training/Library	5,359	7.93%
Farming/Fishing/Forestry	268	0.40%
Food Prep/Serving	4,751	7.03%
Health Practitioner/Technician	2,772	4.10%
Healthcare Support	1,559	2.31%
Maintenance Repair	2,299	3.40%
Legal	716	1.06%
Life/Physical/Social Science	546	0.81%
Management	6,732	9.96%
Office/Admin. Support	8,907	13.17%
Production	3,623	5.36%
Protective Services	1,188	1.76%
Sales/Related	7,609	11.25%
Personal Care/Service	2,246	3.32%
Transportation/Moving	3,488	5.16%

2020 Est. Pop 16+ by Occupation Classification	67,616	
White Collar	41,442	61.29%
Blue Collar	13,782	20.38%
Service and Farm	12,391	18.33%
2020 Est. Workers Age 16+ by Transp. to Work	66,744	
Drove Alone	54,593	81.80%
Car Pooled	6,712	10.06%
Public Transportation	213	0.32%
Walked	480	0.72%
Bicycle	53	0.08%
Other Means	868	1.30%
Worked at Home	3,825	5.73%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,184	
15 - 29 Minutes	18,746	
30 - 44 Minutes	16,911	
45 - 59 Minutes	9,662	
60 or more Minutes	8,218	
2020 Est. Avg Travel Time to Work in Minutes		36
2020 Est. Occupied Housing Units by Tenure	42,627	
Owner Occupied	34,513	80.97%
Renter Occupied	8,114	19.04%
2020 Owner Occ. HUs: Avg. Length of Residence		9.8
2020 Renter Occ. HUs: Avg. Length of Residence		5.43
2020 Est. Owner-Occupied Housing Units by Value	42,627	
Value Less than \$20,000	359	1.04%
Value \$20,000 - \$39,999	174	0.50%
Value \$40,000 - \$59,999	499	1.45%
Value \$60,000 - \$79,999	1,053	3.05%
Value \$80,000 - \$99,999	973	2.82%
Value \$100,000 - \$149,999	1,969	5.71%
Value \$150,000 - \$199,999	5,897	17.09%
Value \$200,000 - \$299,999	13,112	37.99%
Value \$300,000 - \$399,999	5,015	14.53%
Value \$400,000 - \$499,999	2,433	7.05%
Value \$500,000 - \$749,999	1,824	5.29%
Value \$750,000 - \$999,999	642	1.86%
Value \$1,000,000 or \$1,499,999	275	0.80%
Value \$1,500,000 or \$1,999,999	53	0.15%
Value \$2,000,000+	235	0.68%
2020 Est. Median All Owner-Occupied Housing Value		\$245,420

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	11,401	25.70%
Housing Units Built 2010 to 2014	5,373	12.11%
Housing Units Built 2000 to 2009	15,634	35.25%
Housing Units Built 1990 to 1999	5,092	11.48%
Housing Units Built 1980 to 1989	3,732	8.41%
Housing Units Built 1970 to 1979	1,687	3.80%
Housing Units Built 1960 to 1969	468	1.06%
Housing Units Built 1950 to 1959	395	0.89%
Housing Units Built 1940 to 1949	302	0.68%
Housing Unit Built 1939 or Earlier	271	0.61%
2020 Est. Median Year Structure Built		2007

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	33,753	76.10%
1 Unit Attached	565	1.27%
2 Units	141	0.32%
3 or 4 Units	224	0.51%
5 to 19 Units	2,215	4.99%
20 to 49 Units	1,123	2.53%
50 or More Units	927	2.09%
Mobile Home or Trailer	5,377	12.12%
Boat, RV, Van, etc.	30	0.07%



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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