



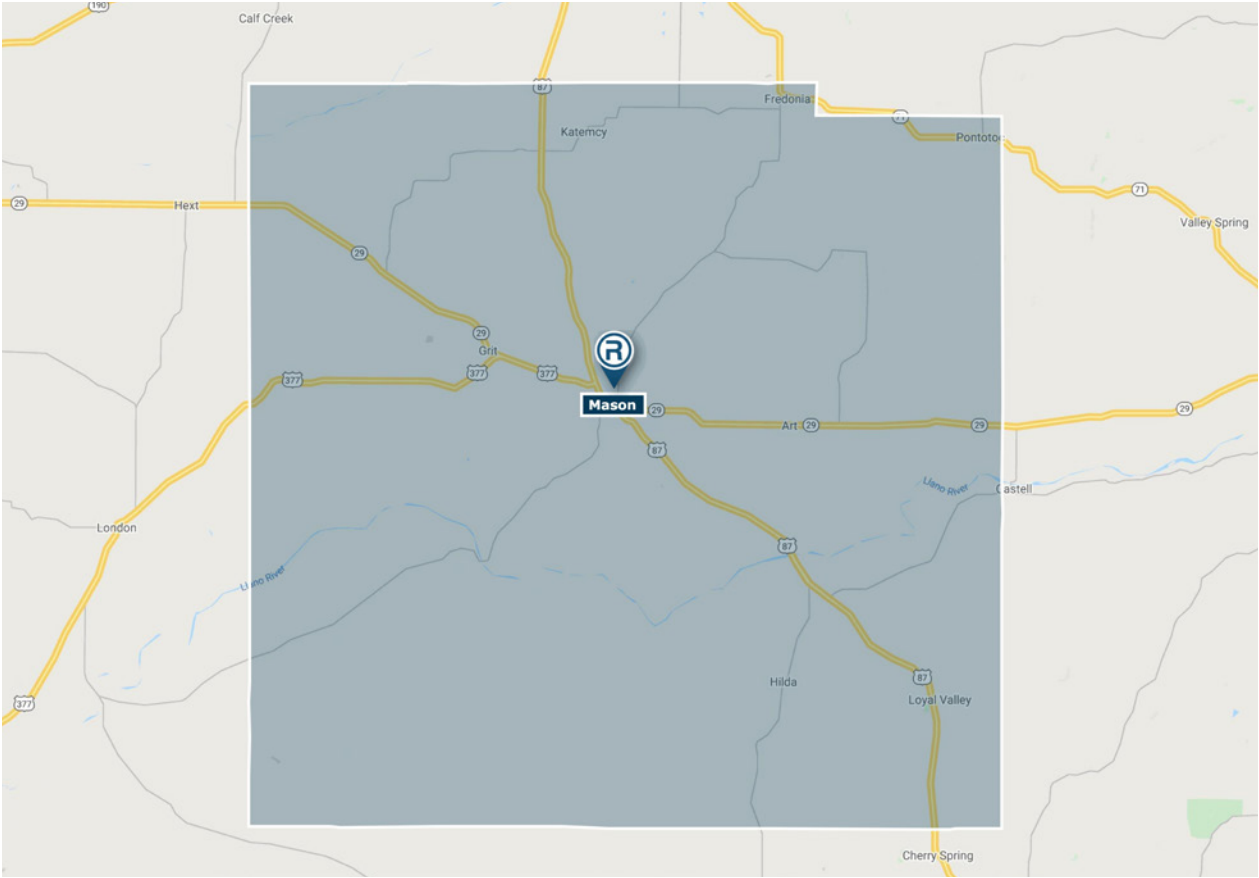
MASON, TEXAS

County Demographic Profile

 **TheRetailCoach.**

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Contact Information



Prepared For:
Mason Community Advocates



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.



County • Demographic Profile

Mason, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	4,475	
2020 Estimate	4,278	
2010 Census	4,012	
2000 Census	3,738	
Growth 2020 - 2025		4.61%
Growth 2010 - 2020		6.63%
Growth 2000 - 2010		7.33%
2020 Est. Population by Single-Classification Race	4,278	
White Alone	3,879	90.67%
Black or African American Alone	33	0.77%
Amer. Indian and Alaska Native Alone	25	0.58%
Asian Alone	15	0.35%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	267	6.24%
Two or More Races	59	1.38%
2020 Est. Population by Hispanic or Latino Origin	4,278	
Not Hispanic or Latino	3,112	72.74%
Hispanic or Latino	1,166	27.26%
Mexican	1,009	86.54%
Puerto Rican	16	1.37%
Cuban	3	0.26%
All Other Hispanic or Latino	138	11.84%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	1,166	
White Alone	861	73.84%
Black or African American Alone	6	0.52%
American Indian and Alaska Native Alone	10	0.86%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	263	22.56%
Two or More Races	26	2.23%
2020 Est. Pop by Race, Asian Alone, by Category	15	
Chinese, except Taiwanese	0	0.00%
Filipino	2	13.33%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	13	86.67%
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	4,278	
Arab	0	0.00%
Czech	17	0.40%
Danish	0	0.00%
Dutch	33	0.77%
English	250	5.84%
French (except Basque)	97	2.27%
French Canadian	6	0.14%
German	1,418	33.15%
Greek	0	0.00%
Hungarian	3	0.07%
Irish	260	6.08%
Italian	11	0.26%
Lithuanian	3	0.07%
United States or American	248	5.80%
Norwegian	27	0.63%
Polish	21	0.49%
Portuguese	0	0.00%
Russian	9	0.21%
Scottish	79	1.85%
Scotch-Irish	149	3.48%
Slovak	0	0.00%
Subsaharan African	17	0.40%
Swedish	25	0.58%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	15	0.35%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	906	21.18%
Ancestry Unclassified	684	15.99%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	3,071	75.73%
Speak Asian/Pacific Island Language at Home	14	0.35%
Speak IndoEuropean Language at Home	130	3.21%
Speak Spanish at Home	835	20.59%
Speak Other Language at Home	5	0.12%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	4,278	
Age 0 - 4	223	5.21%
Age 5 - 9	227	5.31%
Age 10 - 14	250	5.84%
Age 15 - 17	166	3.88%
Age 18 - 20	149	3.48%
Age 21 - 24	188	4.40%
Age 25 - 34	347	8.11%
Age 35 - 44	392	9.16%
Age 45 - 54	449	10.50%
Age 55 - 64	610	14.26%
Age 65 - 74	713	16.67%
Age 75 - 84	420	9.82%
Age 85 and over	144	3.37%
Age 16 and over	3,523	82.35%
Age 18 and over	3,412	79.76%
Age 21 and over	3,263	76.27%
Age 65 and over	1,277	29.85%
2020 Est. Median Age		49.67
2020 Est. Average Age		46.00
2020 Est. Population by Sex	4,278	
Male	2,169	50.70%
Female	2,109	49.30%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	2,169	
Age 0 - 4	117	5.39%
Age 5 - 9	122	5.63%
Age 10 - 14	140	6.46%
Age 15 - 17	93	4.29%
Age 18 - 20	85	3.92%
Age 21 - 24	108	4.98%
Age 25 - 34	186	8.58%
Age 35 - 44	186	8.58%
Age 45 - 54	211	9.73%
Age 55 - 64	310	14.29%
Age 65 - 74	343	15.81%
Age 75 - 84	206	9.50%
Age 85 and over	62	2.86%
2020 Est. Median Age, Male		47.46
2020 Est. Average Age, Male		44.60
2020 Est. Female Population by Age	2,109	
Age 0 - 4	106	5.03%
Age 5 - 9	105	4.98%
Age 10 - 14	110	5.22%
Age 15 - 17	73	3.46%
Age 18 - 20	64	3.04%
Age 21 - 24	80	3.79%
Age 25 - 34	161	7.63%
Age 35 - 44	206	9.77%
Age 45 - 54	238	11.29%
Age 55 - 64	300	14.23%
Age 65 - 74	370	17.54%
Age 75 - 84	214	10.15%
Age 85 and over	82	3.89%
2020 Est. Median Age, Female		51.52
2020 Est. Average Age, Female		47.40

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	960	26.83%
Males, Never Married	637	17.80%
Females, Never Married	323	9.03%
Married, Spouse present	1,702	47.57%
Married, Spouse absent	189	5.28%
Widowed	232	6.48%
Males Widowed	55	1.54%
Females Widowed	177	4.95%
Divorced	495	13.84%
Males Divorced	211	5.90%
Females Divorced	284	7.94%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	202	6.6%
Some High School, no diploma	148	4.8%
High School Graduate (or GED)	1,063	34.6%
Some College, no degree	866	28.2%
Associate Degree	184	6.0%
Bachelor's Degree	413	13.4%
Master's Degree	148	4.8%
Professional School Degree	35	1.1%
Doctorate Degree	16	0.5%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	208	31.18%
High School Graduate	331	49.63%
Some College or Associate's Degree	106	15.89%
Bachelor's Degree or Higher	22	3.30%
Households		
2025 Projection	1,970	
2020 Estimate	1,881	
2010 Census	1,754	
2000 Census	1,607	
Growth 2020 - 2025		4.73%
Growth 2010 - 2020		7.24%
Growth 2000 - 2010		9.15%
2020 Est. Households by Household Type		
Family Households	1,279	68.00%
Nonfamily Households	602	32.00%
2020 Est. Group Quarters Population	3	
2020 Households by Ethnicity, Hispanic/Latino	410	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income		
Income < \$15,000	264	14.04%
Income \$15,000 - \$24,999	177	9.41%
Income \$25,000 - \$34,999	229	12.17%
Income \$35,000 - \$49,999	425	22.59%
Income \$50,000 - \$74,999	242	12.87%
Income \$75,000 - \$99,999	216	11.48%
Income \$100,000 - \$124,999	116	6.17%
Income \$125,000 - \$149,999	78	4.15%
Income \$150,000 - \$199,999	91	4.84%
Income \$200,000 - \$249,999	27	1.44%
Income \$250,000 - \$499,999	14	0.74%
Income \$500,000+	2	0.11%
2020 Est. Average Household Income		\$61,591
2020 Est. Median Household Income		\$44,160
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$44,889
Black or African American Alone		\$40,914
American Indian and Alaska Native Alone		\$60,549
Asian Alone		\$25,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$36,616
Two or More Races		\$56,214
Hispanic or Latino		\$40,918
Not Hispanic or Latino		\$45,268
2020 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	266	20.80%
Married-Couple Family, no own children	782	61.14%
Male Householder, own children	42	3.28%
Male Householder, no own children	30	2.35%
Female Householder, own children	86	6.72%
Female Householder, no own children	73	5.71%
2020 Est. Households by Household Size		
1-person	557	29.61%
2-person	791	42.05%
3-person	225	11.96%
4-person	152	8.08%
5-person	104	5.53%
6-person	32	1.70%
7-or-more-person	20	1.06%
2020 Est. Average Household Size		2.27

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	1,881	
Households with 1 or More People under Age 18:	469	24.93%
Married-Couple Family	306	65.25%
Other Family, Male Householder	50	10.66%
Other Family, Female Householder	111	23.67%
Nonfamily, Male Householder	1	0.21%
Nonfamily, Female Householder	1	0.21%
Households with No People under Age 18:	1,412	75.07%
Married-Couple Family	740	52.41%
Other Family, Male Householder	22	1.56%
Other Family, Female Householder	49	3.47%
Nonfamily, Male Householder	285	20.18%
Nonfamily, Female Householder	316	22.38%
2020 Est. Households by Number of Vehicles	1,881	
No Vehicles	46	2.45%
1 Vehicle	635	33.76%
2 Vehicles	836	44.44%
3 Vehicles	217	11.54%
4 Vehicles	106	5.64%
5 or more Vehicles	41	2.18%
2020 Est. Average Number of Vehicles		1.9
Family Households		
2025 Projection	1,342	
2020 Estimate	1,279	
2010 Census	1,189	
2000 Census	1,111	
Growth 2020 - 2025		4.93%
Growth 2010 - 2020		7.57%
Growth 2000 - 2010		7.02%

2020 Est. Families by Poverty Status	1,279	
2020 Families at or Above Poverty	1,172	91.63%
2020 Families at or Above Poverty with Children	345	26.97%
2020 Families Below Poverty	107	8.37%
2020 Families Below Poverty with Children	101	7.90%
2020 Est. Pop 16+ by Employment Status	3,523	
Civilian Labor Force, Employed	2,184	61.99%
Civilian Labor Force, Unemployed	64	1.82%
Armed Forces	0	0.00%
Not in Labor Force	1,275	36.19%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	2,228	
For-Profit Private Workers	1,253	56.24%
Non-Profit Private Workers	274	12.30%
Local Government Workers	34	1.53%
State Government Workers	32	1.44%
Federal Government Workers	102	4.58%
Self-Employed Workers	524	23.52%
Unpaid Family Workers	9	0.40%
2020 Est. Civ. Employed Pop 16+ by Occupation	2,228	
Architect/Engineer	15	0.67%
Arts/Entertainment/Sports	53	2.38%
Building Grounds Maintenance	209	9.38%
Business/Financial Operations	0	0.00%
Community/Social Services	17	0.76%
Computer/Mathematical	7	0.31%
Construction/Extraction	221	9.92%
Education/Training/Library	52	2.33%
Farming/Fishing/Forestry	211	9.47%
Food Prep/Serving	59	2.65%
Health Practitioner/Technician	77	3.46%
Healthcare Support	42	1.89%
Maintenance Repair	104	4.67%
Legal	12	0.54%
Life/Physical/Social Science	0	0.00%
Management	228	10.23%
Office/Admin. Support	280	12.57%
Production	72	3.23%
Protective Services	32	1.44%
Sales/Related	242	10.86%
Personal Care/Service	196	8.80%
Transportation/Moving	99	4.44%

2020 Est. Pop 16+ by Occupation Classification	2,228	
White Collar	983	44.12%
Blue Collar	496	22.26%
Service and Farm	749	33.62%
2020 Est. Workers Age 16+ by Transp. to Work	2,133	
Drove Alone	1,598	74.92%
Car Pooled	286	13.41%
Public Transportation	1	0.05%
Walked	119	5.58%
Bicycle	34	1.59%
Other Means	0	0.00%
Worked at Home	95	4.45%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,174	
15 - 29 Minutes	352	
30 - 44 Minutes	353	
45 - 59 Minutes	60	
60 or more Minutes	107	
2020 Est. Avg Travel Time to Work in Minutes		19
2020 Est. Occupied Housing Units by Tenure	1,881	
Owner Occupied	1,483	78.84%
Renter Occupied	398	21.16%
2020 Owner Occ. HUs: Avg. Length of Residence		16
2020 Renter Occ. HUs: Avg. Length of Residence		9.3
2020 Est. Owner-Occupied Housing Units by Value	1,881	
Value Less than \$20,000	24	1.62%
Value \$20,000 - \$39,999	16	1.08%
Value \$40,000 - \$59,999	131	8.83%
Value \$60,000 - \$79,999	138	9.31%
Value \$80,000 - \$99,999	58	3.91%
Value \$100,000 - \$149,999	237	15.98%
Value \$150,000 - \$199,999	198	13.35%
Value \$200,000 - \$299,999	273	18.41%
Value \$300,000 - \$399,999	112	7.55%
Value \$400,000 - \$499,999	41	2.77%
Value \$500,000 - \$749,999	56	3.78%
Value \$750,000 - \$999,999	53	3.57%
Value \$1,000,000 or \$1,499,999	83	5.60%
Value \$1,500,000 or \$1,999,999	60	4.05%
Value \$2,000,000+	3	0.20%
2020 Est. Median All Owner-Occupied Housing Value		\$183,600

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	155	5.42%
Housing Units Built 2010 to 2014	35	1.22%
Housing Units Built 2000 to 2009	469	16.39%
Housing Units Built 1990 to 1999	194	6.78%
Housing Units Built 1980 to 1989	263	9.19%
Housing Units Built 1970 to 1979	348	12.16%
Housing Units Built 1960 to 1969	195	6.81%
Housing Units Built 1950 to 1959	210	7.34%
Housing Units Built 1940 to 1949	162	5.66%
Housing Unit Built 1939 or Earlier	831	29.04%
2020 Est. Median Year Structure Built		1971

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	2,415	84.38%
1 Unit Detached	43	1.50%
2 Units	39	1.36%
3 or 4 Units	0	0.00%
5 to 19 Units	17	0.59%
20 to 49 Units	27	0.94%
50 or More Units	0	0.00%
Mobile Home or Trailer	312	10.90%
Boat, RV, Van, etc.	9	0.32%



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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