



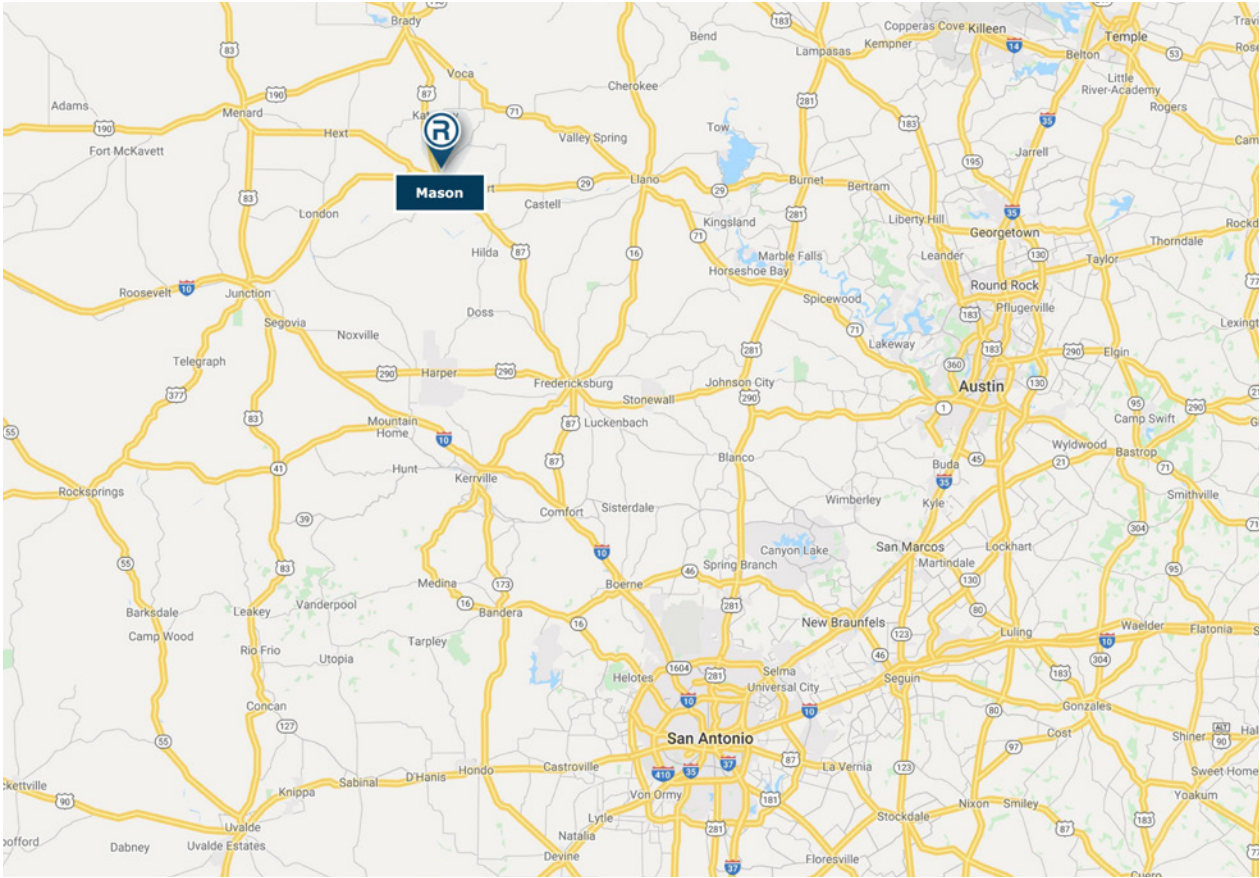
MASON, TEXAS

# Community Demographic Profile

 The**Retail**Coach.

800.851.0962 | [INFO@THERETAILCOACH.NET](mailto:INFO@THERETAILCOACH.NET) | [THERETAILCOACH.NET](http://THERETAILCOACH.NET) | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

# 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.



# Community • Demographic Profile

Mason, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	2,251	
2020 Estimate	2,182	
2010 Census	2,114	
2000 Census	2,153	
Growth 2020 - 2025		3.16%
Growth 2010 - 2020		3.22%
Growth 2000 - 2010		-1.81%
<b>2020 Est. Population by Single-Classification Race</b>	<b>2,182</b>	
White Alone	1,906	87.35%
Black or African American Alone	21	0.96%
Amer. Indian and Alaska Native Alone	8	0.37%
Asian Alone	8	0.37%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	195	8.94%
Two or More Races	44	2.02%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>2,182</b>	
Not Hispanic or Latino	1,291	59.17%
Hispanic or Latino	891	40.83%
Mexican	766	85.97%
Puerto Rican	13	1.46%
Cuban	0	0.00%
All Other Hispanic or Latino	112	12.57%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>891</b>	
White Alone	675	75.76%
Black or African American Alone	5	0.56%
American Indian and Alaska Native Alone	5	0.56%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	194	21.77%
Two or More Races	12	1.35%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>8</b>	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	8	100.00%
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	%
<b>2020 Est. Population by Ancestry</b>	<b>2,182</b>	
Arab	0	0.00%
Czech	8	0.37%
Danish	0	0.00%
Dutch	13	0.60%
English	116	5.32%
French (except Basque)	35	1.60%
French Canadian	0	0.00%
German	604	27.68%
Greek	0	0.00%
Hungarian	3	0.14%
Irish	121	5.55%
Italian	11	0.50%
Lithuanian	3	0.14%
United States or American	120	5.50%
Norwegian	13	0.60%
Polish	8	0.37%
Portuguese	0	0.00%
Russian	9	0.41%
Scottish	26	1.19%
Scotch-Irish	54	2.48%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	14	0.64%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	1	0.05%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	694	31.81%
Ancestry Unclassified	329	15.08%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	1,395	67.92%
Speak Asian/Pacific Island Language at Home	8	0.39%
Speak IndoEuropean Language at Home	32	1.56%
Speak Spanish at Home	618	30.09%
Speak Other Language at Home	1	0.05%

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>2,182</b>	
Age 0 - 4	128	5.87%
Age 5 - 9	125	5.73%
Age 10 - 14	140	6.42%
Age 15 - 17	94	4.31%
Age 18 - 20	80	3.67%
Age 21 - 24	96	4.40%
Age 25 - 34	213	9.76%
Age 35 - 44	218	9.99%
Age 45 - 54	247	11.32%
Age 55 - 64	261	11.96%
Age 65 - 74	306	14.02%
Age 75 - 84	200	9.17%
Age 85 and over	74	3.39%
Age 16 and over	1,758	80.57%
Age 18 and over	1,695	77.68%
Age 21 and over	1,615	74.02%
Age 65 and over	580	26.58%
2020 Est. Median Age		44.87
2020 Est. Average Age		43.70
<b>2020 Est. Population by Sex</b>	<b>2,182</b>	
Male	1,074	49.22%
Female	1,108	50.78%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>1,074</b>	
Age 0 - 4	67	6.24%
Age 5 - 9	67	6.24%
Age 10 - 14	76	7.08%
Age 15 - 17	48	4.47%
Age 18 - 20	42	3.91%
Age 21 - 24	56	5.21%
Age 25 - 34	114	10.62%
Age 35 - 44	99	9.22%
Age 45 - 54	115	10.71%
Age 55 - 64	133	12.38%
Age 65 - 74	143	13.32%
Age 75 - 84	88	8.19%
Age 85 and over	26	2.42%
2020 Est. Median Age, Male		41.82
2020 Est. Average Age, Male		41.70
<b>2020 Est. Female Population by Age</b>	<b>1,108</b>	
Age 0 - 4	61	5.51%
Age 5 - 9	58	5.24%
Age 10 - 14	64	5.78%
Age 15 - 17	46	4.15%
Age 18 - 20	38	3.43%
Age 21 - 24	40	3.61%
Age 25 - 34	99	8.94%
Age 35 - 44	119	10.74%
Age 45 - 54	132	11.91%
Age 55 - 64	128	11.55%
Age 65 - 74	163	14.71%
Age 75 - 84	112	10.11%
Age 85 and over	48	4.33%
2020 Est. Median Age, Female		47.25
2020 Est. Average Age, Female		45.50

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DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	506	28.28%
Males, Never Married	336	18.78%
Females, Never Married	170	9.50%
Married, Spouse present	731	40.86%
Married, Spouse absent	145	8.11%
Widowed	129	7.21%
Males Widowed	21	1.17%
Females Widowed	108	6.04%
Divorced	278	15.54%
Males Divorced	98	5.48%
Females Divorced	180	10.06%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	138	9.1%
Some High School, no diploma	90	5.9%
High School Graduate (or GED)	539	35.5%
Some College, no degree	407	26.8%
Associate Degree	65	4.3%
Bachelor's Degree	177	11.7%
Master's Degree	70	4.6%
Professional School Degree	28	1.8%
Doctorate Degree	5	0.3%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	178	35.11%
High School Graduate	276	54.44%
Some College or Associate's Degree	49	9.67%
Bachelor's Degree or Higher	4	0.79%
<b>Households</b>		
2025 Projection	1,010	
2020 Estimate	976	
2010 Census	931	
2000 Census	921	
Growth 2020 - 2025		3.48%
Growth 2010 - 2020		4.83%
Growth 2000 - 2010		1.09%
<b>2020 Est. Households by Household Type</b>	<b>976</b>	
Family Households	613	62.81%
Nonfamily Households	363	37.19%
2020 Est. Group Quarters Population	3	
2020 Households by Ethnicity, Hispanic/Latino	308	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>976</b>	
Income < \$15,000	176	18.03%
Income \$15,000 - \$24,999	83	8.50%
Income \$25,000 - \$34,999	162	16.60%
Income \$35,000 - \$49,999	238	24.39%
Income \$50,000 - \$74,999	100	10.25%
Income \$75,000 - \$99,999	82	8.40%
Income \$100,000 - \$124,999	55	5.64%
Income \$125,000 - \$149,999	38	3.89%
Income \$150,000 - \$199,999	30	3.07%
Income \$200,000 - \$249,999	8	0.82%
Income \$250,000 - \$499,999	4	0.41%
Income \$500,000+	0	0.00%
2020 Est. Average Household Income		\$52,151
2020 Est. Median Household Income		\$38,904
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$38,276
Black or African American Alone		\$38,674
American Indian and Alaska Native Alone		\$62,894
Asian Alone		\$32,268
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$41,372
Two or More Races		\$57,716
Hispanic or Latino		\$39,828
Not Hispanic or Latino		\$38,479
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>613</b>	
Married-Couple Family, own children	133	21.70%
Married-Couple Family, no own children	319	52.04%
Male Householder, own children	25	4.08%
Male Householder, no own children	18	2.94%
Female Householder, own children	66	10.77%
Female Householder, no own children	52	8.48%
<b>2020 Est. Households by Household Size</b>	<b>976</b>	
1-person	346	35.45%
2-person	345	35.35%
3-person	124	12.71%
4-person	78	7.99%
5-person	53	5.43%
6-person	19	1.95%
7-or-more-person	11	1.13%
2020 Est. Average Household Size		2.23

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>976</b>	
Households with 1 or More People under Age 18:	268	27.46%
Married-Couple Family	154	57.46%
Other Family, Male Householder	30	11.19%
Other Family, Female Householder	82	30.60%
Nonfamily, Male Householder	1	0.37%
Nonfamily, Female Householder	1	0.37%
<b>Households with No People under Age 18:</b>	<b>708</b>	<b>72.54%</b>
Married-Couple Family	298	42.09%
Other Family, Male Householder	13	1.84%
Other Family, Female Householder	35	4.94%
Nonfamily, Male Householder	154	21.75%
Nonfamily, Female Householder	208	29.38%
<b>2020 Est. Households by Number of Vehicles</b>	<b>976</b>	
No Vehicles	36	3.69%
1 Vehicle	437	44.78%
2 Vehicles	386	39.55%
3 Vehicles	67	6.87%
4 Vehicles	37	3.79%
5 or more Vehicles	13	1.33%
2020 Est. Average Number of Vehicles		1.7
<b>Family Households</b>		
2025 Projection	636	
2020 Estimate	613	
2010 Census	583	
2000 Census	596	
Growth 2020 - 2025		3.75%
Growth 2010 - 2020		5.15%
Growth 2000 - 2010		-2.18%

<b>2020 Est. Families by Poverty Status</b>	<b>613</b>	
2020 Families at or Above Poverty	535	87.28%
2020 Families at or Above Poverty with Children	173	28.22%
2020 Families Below Poverty	78	12.72%
2020 Families Below Poverty with Children	77	12.56%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>1,758</b>	
Civilian Labor Force, Employed	1,251	71.16%
Civilian Labor Force, Unemployed	9	0.51%
Armed Forces	0	0.00%
Not in Labor Force	498	28.33%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>1,283</b>	
For-Profit Private Workers	688	53.62%
Non-Profit Private Workers	188	14.65%
Local Government Workers	14	1.09%
State Government Workers	15	1.17%
Federal Government Workers	56	4.37%
Self-Employed Workers	314	24.47%
Unpaid Family Workers	8	0.62%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>1,283</b>	
Architect/Engineer	14	1.09%
Arts/Entertainment/Sports	27	2.10%
Building Grounds Maintenance	121	9.43%
Business/Financial Operations	0	0.00%
Community/Social Services	5	0.39%
Computer/Mathematical	2	0.16%
Construction/Extraction	162	12.63%
Education/Training/Library	24	1.87%
Farming/Fishing/Forestry	115	8.96%
Food Prep/Serving	45	3.51%
Health Practitioner/Technician	39	3.04%
Healthcare Support	31	2.42%
Maintenance Repair	49	3.82%
Legal	10	0.78%
Life/Physical/Social Science	0	0.00%
Management	86	6.70%
Office/Admin. Support	130	10.13%
Production	33	2.57%
Protective Services	26	2.03%
Sales/Related	133	10.37%
Personal Care/Service	166	12.94%
Transportation/Moving	65	5.07%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>1,283</b>	
White Collar	470	36.63%
Blue Collar	309	24.08%
Service and Farm	504	39.28%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>1,213</b>	
Drove Alone	856	70.57%
Car Pooled	215	17.73%
Public Transportation	0	0.00%
Walked	64	5.28%
Bicycle	31	2.56%
Other Means	0	0.00%
Worked at Home	47	3.88%

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DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	695	
15 - 29 Minutes	179	
30 - 44 Minutes	220	
45 - 59 Minutes	21	
60 or more Minutes	57	
2020 Est. Avg Travel Time to Work in Minutes		19
2020 Est. Occupied Housing Units by Tenure	976	
Owner Occupied	726	74.39%
Renter Occupied	250	25.62%
2020 Owner Occ. HUs: Avg. Length of Residence		16.5
2020 Renter Occ. HUs: Avg. Length of Residence		7.9
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>976</b>	
Value Less than \$20,000	20	2.76%
Value \$20,000 - \$39,999	9	1.24%
Value \$40,000 - \$59,999	75	10.33%
Value \$60,000 - \$79,999	70	9.64%
Value \$80,000 - \$99,999	29	4.00%
Value \$100,000 - \$149,999	160	22.04%
Value \$150,000 - \$199,999	107	14.74%
Value \$200,000 - \$299,999	139	19.15%
Value \$300,000 - \$399,999	35	4.82%
Value \$400,000 - \$499,999	10	1.38%
Value \$500,000 - \$749,999	16	2.20%
Value \$750,000 - \$999,999	14	1.93%
Value \$1,000,000 or \$1,499,999	23	3.17%
Value \$1,500,000 or \$1,999,999	18	2.48%
Value \$2,000,000+	1	0.14%
2020 Est. Median All Owner-Occupied Housing Value		\$150,000

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	52	4.43%
Housing Units Built 2010 to 2014	12	1.02%
Housing Units Built 2000 to 2009	121	10.32%
Housing Units Built 1990 to 1999	74	6.31%
Housing Units Built 1980 to 1989	97	8.27%
Housing Units Built 1970 to 1979	163	13.90%
Housing Units Built 1960 to 1969	118	10.06%
Housing Units Built 1950 to 1959	113	9.63%
Housing Units Built 1940 to 1949	58	4.95%
Housing Unit Built 1939 or Earlier	365	31.12%
2020 Est. Median Year Structure Built		1965

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	911	77.66%
1 Unit Detached	33	2.81%
2 Units	37	3.15%
3 or 4 Units	0	0.00%
5 to 19 Units	17	1.45%
20 to 49 Units	26	2.22%
50 or More Units	0	0.00%
Mobile Home or Trailer	149	12.70%
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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