



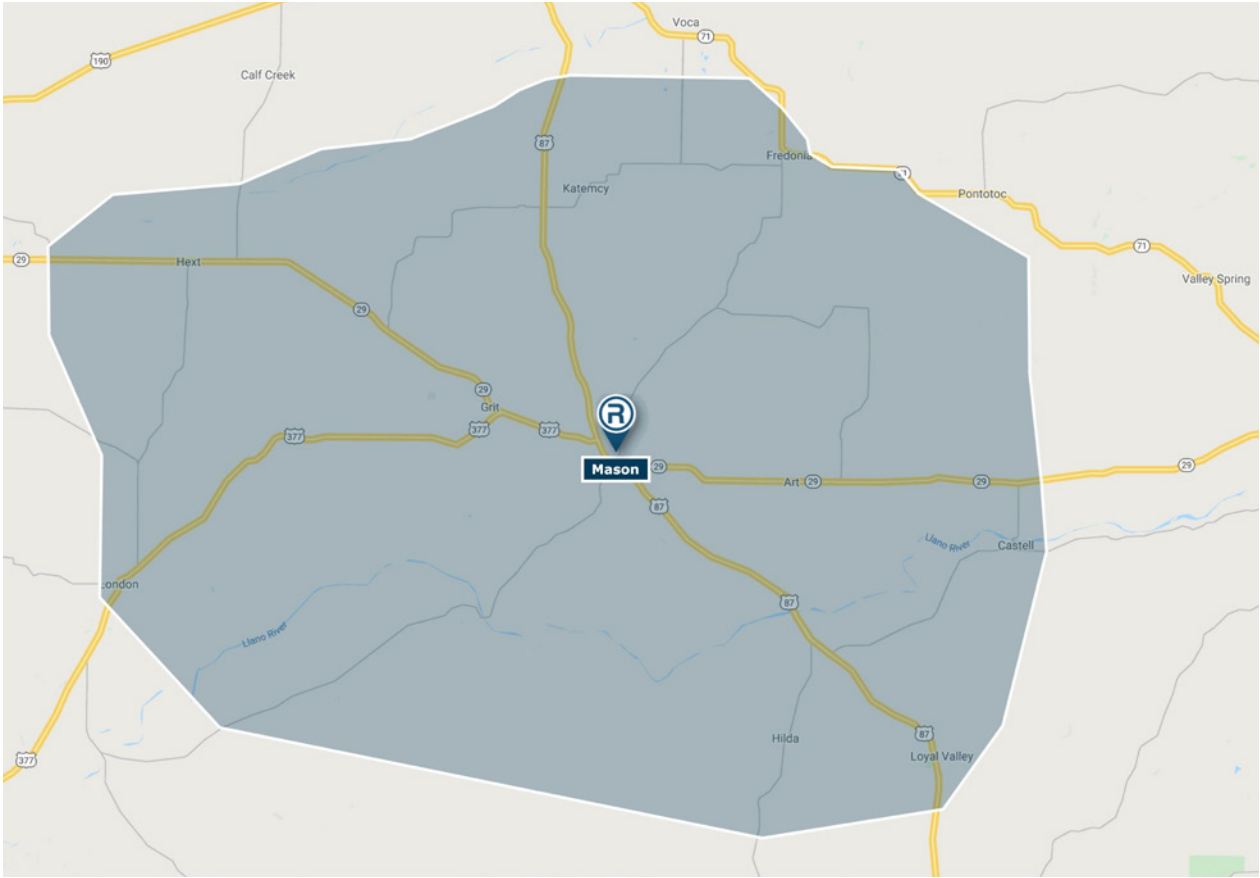
MASON, TEXAS

Retail Trade Area Opportunity Analysis

 The**Retail**Coach.

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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.



Retail Trade Area • Opportunity Analysis

Mason, Texas

NAICS	DESCRIPTION	POTENTIAL SALES
44, 45, 722	Total retail trade including food and drinking places	\$75,557,621
441	Motor vehicle and parts dealers	\$18,391,506
4411	Automobile dealers	\$16,028,969
4412	Other motor vehicle dealers	\$1,072,649
4413	Automotive parts, accessories, and tire stores	\$1,289,888
442	Furniture and home furnishings stores	\$1,573,570
4421	Furniture stores	\$871,582
4422	Home furnishings stores	\$701,988
443	Electronics and appliance stores	\$1,197,753
443141	Household appliance stores	\$164,085
443142	Electronics stores	\$1,033,669
444	Building material and garden equipment and supplies dealers	\$4,572,115
4441	Building material and supplies dealers	\$4,075,435
44411	Home centers	\$2,119,068
44412	Paint and wallpaper stores	\$182,020
44413	Hardware stores	\$338,169
44419	Other building material dealers	\$1,436,178
4442	Lawn and garden equipment and supplies stores	\$496,680
44421	Outdoor power equipment stores	\$54,569
44422	Nursery, garden center, and farm supply stores	\$442,110
445	Food and beverage stores	\$8,955,566
4451	Grocery stores	\$8,155,327
44511	Supermarkets and other grocery (except convenience) stores	\$7,817,919
44512	Convenience stores	\$337,408
4452	Specialty food stores	\$243,900
4453	Beer, wine, and liquor stores	\$556,339
446	Health and personal care stores	\$3,827,769
44611	Pharmacies and drug stores	\$3,076,682
44612	Cosmetics, beauty supplies, and perfume stores	\$290,371
44613	Optical goods stores	\$156,456
44619	Other health and personal care stores	\$304,260
447	Gasoline stations	\$7,086,912
448	Clothing and clothing accessories stores	\$3,428,792
4481	Clothing stores	\$2,425,432
44811	Men's clothing stores	\$109,557
44812	Women's clothing stores	\$490,187
44813	Children's and infants' clothing stores	\$104,676
44814	Family clothing stores	\$1,468,264
44815	Clothing accessories stores	\$99,643
44819	Other clothing stores	\$153,104
4482	Shoe stores	\$559,063
4483	Jewelry, luggage, and leather goods stores	\$444,297
44831	Jewelry stores	\$392,563
44832	Luggage and leather goods stores	\$51,734

Retail Trade Area • Opportunity Analysis

Mason, Texas

NAICS	DESCRIPTION	POTENTIAL SALES
451	Sporting goods, hobby, musical instrument, and book stores	\$1,015,705
4511	Sporting goods, hobby, and musical instrument stores	\$903,381
45111	Sporting goods stores	\$605,484
45112	Hobby, toy, and game stores	\$198,212
45113	Sewing, needlework, and piece goods stores	\$38,982
45114	Musical instrument and supplies stores	\$60,704
4512	Book stores and news dealers	\$112,323
452	General merchandise stores	\$9,074,137
4522	Department stores	\$1,313,496
4523	Other general merchandise stores	\$7,760,641
453	Miscellaneous store retailers	\$1,153,837
4531	Florists	\$75,925
4532	Office supplies, stationery, and gift stores	\$285,237
45321	Office supplies and stationery stores	\$117,468
45322	Gift, novelty, and souvenir stores	\$167,769
4533	Used merchandise stores	\$219,299
4539	Other miscellaneous store retailers	\$573,377
45391	Pet and pet supplies stores	\$265,786
45399	All other miscellaneous store retailers	\$307,591
454	Non-store retailers	\$6,175,871
722	Food services and drinking places	\$9,104,087
7223	Special food services	\$574,890
7224	Drinking places (alcoholic beverages)	\$400,088
7225	Restaurants and other eating places	\$8,129,109
722511	Full-service restaurants	\$3,499,770
722513	Limited-service restaurants	\$4,060,217
722514	Cafeterias, grill buffets, and buffets	\$189,386
722515	Snack and nonalcoholic beverage bars	\$379,735

Retail Trade Area • Demographic Profile

Mason, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	4,802	
2020 Estimate	4,600	
2010 Census	4,340	
2000 Census	4,054	
Growth 2020 - 2025		4.39%
Growth 2010 - 2020		5.99%
Growth 2000 - 2010		7.06%
2020 Est. Population by Single-Classification Race	4,600	
White Alone	4,166	90.57%
Black or African American Alone	37	0.80%
Amer. Indian and Alaska Native Alone	26	0.57%
Asian Alone	17	0.37%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	290	6.30%
Two or More Races	65	1.41%
2020 Est. Population by Hispanic or Latino Origin	4,600	
Not Hispanic or Latino	3,384	73.57%
Hispanic or Latino	1,216	26.44%
Mexican	1,053	86.60%
Puerto Rican	17	1.40%
Cuban	3	0.25%
All Other Hispanic or Latino	144	11.84%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	1,216	
White Alone	887	72.94%
Black or African American Alone	6	0.49%
American Indian and Alaska Native Alone	10	0.82%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	286	23.52%
Two or More Races	27	2.22%
2020 Est. Pop by Race, Asian Alone, by Category	17	
Chinese, except Taiwanese	0	0.00%
Filipino	2	11.77%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	13	76.47%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	1	5.88%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	4,600	
Arab	1	0.02%
Czech	17	0.37%
Danish	2	0.04%
Dutch	37	0.80%
English	291	6.33%
French (except Basque)	100	2.17%
French Canadian	6	0.13%
German	1,428	31.04%
Greek	0	0.00%
Hungarian	4	0.09%
Irish	290	6.30%
Italian	16	0.35%
Lithuanian	3	0.07%
United States or American	291	6.33%
Norwegian	27	0.59%
Polish	22	0.48%
Portuguese	0	0.00%
Russian	9	0.20%
Scottish	83	1.80%
Scotch-Irish	156	3.39%
Slovak	0	0.00%
Subsaharan African	16	0.35%
Swedish	25	0.54%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	14	0.30%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	990	21.52%
Ancestry Unclassified	772	16.78%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	3,343	76.48%
Speak Asian/Pacific Island Language at Home	14	0.32%
Speak IndoEuropean Language at Home	131	3.00%
Speak Spanish at Home	879	20.11%
Speak Other Language at Home	6	0.14%

Retail Trade Area • Demographic Profile

Mason, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	4,600	
Age 0 - 4	229	4.98%
Age 5 - 9	235	5.11%
Age 10 - 14	258	5.61%
Age 15 - 17	172	3.74%
Age 18 - 20	154	3.35%
Age 21 - 24	198	4.30%
Age 25 - 34	369	8.02%
Age 35 - 44	412	8.96%
Age 45 - 54	478	10.39%
Age 55 - 64	677	14.72%
Age 65 - 74	802	17.44%
Age 75 - 84	460	10.00%
Age 85 and over	157	3.41%
Age 16 and over	3,822	83.09%
Age 18 and over	3,707	80.59%
Age 21 and over	3,553	77.24%
Age 65 and over	1,419	30.85%
2020 Est. Median Age		51.07
2020 Est. Average Age		46.66
2020 Est. Population by Sex	4,600	
Male	2,327	50.59%
Female	2,273	49.41%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	2,327	
Age 0 - 4	120	5.16%
Age 5 - 9	126	5.42%
Age 10 - 14	146	6.27%
Age 15 - 17	96	4.13%
Age 18 - 20	87	3.74%
Age 21 - 24	113	4.86%
Age 25 - 34	197	8.47%
Age 35 - 44	196	8.42%
Age 45 - 54	224	9.63%
Age 55 - 64	339	14.57%
Age 65 - 74	389	16.72%
Age 75 - 84	227	9.76%
Age 85 and over	68	2.92%
2020 Est. Median Age, Male		49.04
2020 Est. Average Age, Male		45.35
2020 Est. Female Population by Age	2,273	
Age 0 - 4	109	4.80%
Age 5 - 9	109	4.80%
Age 10 - 14	113	4.97%
Age 15 - 17	76	3.34%
Age 18 - 20	67	2.95%
Age 21 - 24	85	3.74%
Age 25 - 34	171	7.52%
Age 35 - 44	216	9.50%
Age 45 - 54	254	11.18%
Age 55 - 64	338	14.87%
Age 65 - 74	413	18.17%
Age 75 - 84	234	10.30%
Age 85 and over	89	3.92%
2020 Est. Median Age, Female		52.75
2020 Est. Average Age, Female		48.07

Retail Trade Area • Demographic Profile

Mason, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	980	25.26%
Males, Never Married	651	16.78%
Females, Never Married	329	8.48%
Married, Spouse present	1,878	48.41%
Married, Spouse absent	200	5.16%
Widowed	275	7.09%
Males Widowed	64	1.65%
Females Widowed	211	5.44%
Divorced	546	14.08%
Males Divorced	234	6.03%
Females Divorced	312	8.04%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	223	6.6%
Some High School, no diploma	176	5.2%
High School Graduate (or GED)	1,152	34.3%
Some College, no degree	925	27.6%
Associate Degree	196	5.8%
Bachelor's Degree	459	13.7%
Master's Degree	164	4.9%
Professional School Degree	42	1.3%
Doctorate Degree	17	0.5%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	224	31.95%
High School Graduate	346	49.36%
Some College or Associate's Degree	110	15.69%
Bachelor's Degree or Higher	21	3.00%
Households		
2025 Projection	2,135	
2020 Estimate	2,043	
2010 Census	1,915	
2000 Census	1,751	
Growth 2020 - 2025		4.50%
Growth 2010 - 2020		6.68%
Growth 2000 - 2010		9.37%
2020 Est. Households by Household Type	2,043	
Family Households	1,383	67.70%
Nonfamily Households	660	32.31%
2020 Est. Group Quarters Population	6	
2020 Households by Ethnicity, Hispanic/Latino	427	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	2,043	
Income < \$15,000	285	13.95%
Income \$15,000 - \$24,999	218	10.67%
Income \$25,000 - \$34,999	244	11.94%
Income \$35,000 - \$49,999	457	22.37%
Income \$50,000 - \$74,999	259	12.68%
Income \$75,000 - \$99,999	237	11.60%
Income \$100,000 - \$124,999	122	5.97%
Income \$125,000 - \$149,999	83	4.06%
Income \$150,000 - \$199,999	91	4.45%
Income \$200,000 - \$249,999	27	1.32%
Income \$250,000 - \$499,999	16	0.78%
Income \$500,000+	3	0.15%
2020 Est. Average Household Income		\$60,888
2020 Est. Median Household Income		\$43,638
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$44,310
Black or African American Alone		\$37,237
American Indian and Alaska Native Alone		\$60,549
Asian Alone		\$25,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$37,238
Two or More Races		\$55,308
Hispanic or Latino		\$40,745
Not Hispanic or Latino		\$44,633
2020 Est. Family HH Type by Presence of Own Child.	1,383	
Married-Couple Family, own children	281	20.32%
Married-Couple Family, no own children	858	62.04%
Male Householder, own children	43	3.11%
Male Householder, no own children	34	2.46%
Female Householder, own children	89	6.44%
Female Householder, no own children	79	5.71%
2020 Est. Households by Household Size	2,043	
1-person	611	29.91%
2-person	870	42.58%
3-person	239	11.70%
4-person	162	7.93%
5-person	105	5.14%
6-person	34	1.66%
7-or-more-person	21	1.03%
2020 Est. Average Household Size		2.25

Retail Trade Area • Demographic Profile

Mason, Texas

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	2,043	
Households with 1 or More People under Age 18:	491	24.03%
Married-Couple Family	323	65.78%
Other Family, Male Householder	51	10.39%
Other Family, Female Householder	115	23.42%
Nonfamily, Male Householder	1	0.20%
Nonfamily, Female Householder	1	0.20%
Households with No People under Age 18:	1,551	75.92%
Married-Couple Family	814	52.48%
Other Family, Male Householder	25	1.61%
Other Family, Female Householder	53	3.42%
Nonfamily, Male Householder	314	20.25%
Nonfamily, Female Householder	345	22.24%
2020 Est. Households by Number of Vehicles	2,043	
No Vehicles	51	2.50%
1 Vehicle	689	33.73%
2 Vehicles	902	44.15%
3 Vehicles	249	12.19%
4 Vehicles	108	5.29%
5 or more Vehicles	44	2.15%
2020 Est. Average Number of Vehicles		1.94
Family Households		
2025 Projection	1,448	
2020 Estimate	1,383	
2010 Census	1,292	
2000 Census	1,209	
Growth 2020 - 2025		4.70%
Growth 2010 - 2020		7.04%
Growth 2000 - 2010		6.87%

2020 Est. Families by Poverty Status	1,383	
2020 Families at or Above Poverty	1,260	91.11%
2020 Families at or Above Poverty with Children	358	25.89%
2020 Families Below Poverty	122	8.82%
2020 Families Below Poverty with Children	111	8.03%
2020 Est. Pop 16+ by Employment Status	3,822	
Civilian Labor Force, Employed	2,343	61.30%
Civilian Labor Force, Unemployed	70	1.83%
Armed Forces	0	0.00%
Not in Labor Force	1,409	36.87%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	2,363	
For-Profit Private Workers	1,306	55.27%
Non-Profit Private Workers	281	11.89%
Local Government Workers	38	1.61%
State Government Workers	43	1.82%
Federal Government Workers	120	5.08%
Self-Employed Workers	567	24.00%
Unpaid Family Workers	9	0.38%
2020 Est. Civ. Employed Pop 16+ by Occupation	2,363	
Architect/Engineer	15	0.64%
Arts/Entertainment/Sports	54	2.29%
Building Grounds Maintenance	207	8.76%
Business/Financial Operations	2	0.09%
Community/Social Services	17	0.72%
Computer/Mathematical	7	0.30%
Construction/Extraction	236	9.99%
Education/Training/Library	62	2.62%
Farming/Fishing/Forestry	221	9.35%
Food Prep/Serving	67	2.84%
Health Practitioner/Technician	83	3.51%
Healthcare Support	52	2.20%
Maintenance Repair	110	4.66%
Legal	20	0.85%
Life/Physical/Social Science	0	0.00%
Management	247	10.45%
Office/Admin. Support	299	12.65%
Production	75	3.17%
Protective Services	36	1.52%
Sales/Related	249	10.54%
Personal Care/Service	199	8.42%
Transportation/Moving	106	4.49%

2020 Est. Pop 16+ by Occupation Classification	2,363	
White Collar	1,055	44.65%
Blue Collar	526	22.26%
Service and Farm	782	33.09%
2020 Est. Workers Age 16+ by Transp. to Work	2,258	
Drove Alone	1,684	74.58%
Car Pooled	308	13.64%
Public Transportation	1	0.04%
Walked	125	5.54%
Bicycle	34	1.51%
Other Means	0	0.00%
Worked at Home	106	4.69%

Retail Trade Area • Demographic Profile

Mason, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,214	
15 - 29 Minutes	380	
30 - 44 Minutes	373	
45 - 59 Minutes	65	
60 or more Minutes	122	
2020 Est. Avg Travel Time to Work in Minutes		20
2020 Est. Occupied Housing Units by Tenure	2,043	
Owner Occupied	1,612	78.90%
Renter Occupied	431	21.10%
2020 Owner Occ. HUs: Avg. Length of Residence		16.45
2020 Renter Occ. HUs: Avg. Length of Residence		9.71
2020 Est. Owner-Occupied Housing Units by Value	2,043	
Value Less than \$20,000	31	1.92%
Value \$20,000 - \$39,999	28	1.74%
Value \$40,000 - \$59,999	141	8.75%
Value \$60,000 - \$79,999	148	9.18%
Value \$80,000 - \$99,999	77	4.78%
Value \$100,000 - \$149,999	257	15.94%
Value \$150,000 - \$199,999	212	13.15%
Value \$200,000 - \$299,999	283	17.56%
Value \$300,000 - \$399,999	119	7.38%
Value \$400,000 - \$499,999	47	2.92%
Value \$500,000 - \$749,999	61	3.78%
Value \$750,000 - \$999,999	58	3.60%
Value \$1,000,000 or \$1,499,999	84	5.21%
Value \$1,500,000 or \$1,999,999	59	3.66%
Value \$2,000,000+	8	0.50%
2020 Est. Median All Owner-Occupied Housing Value		\$178,022

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	158	4.88%
Housing Units Built 2010 to 2014	47	1.45%
Housing Units Built 2000 to 2009	507	15.66%
Housing Units Built 1990 to 1999	266	8.22%
Housing Units Built 1980 to 1989	328	10.13%
Housing Units Built 1970 to 1979	388	11.98%
Housing Units Built 1960 to 1969	228	7.04%
Housing Units Built 1950 to 1959	257	7.94%
Housing Units Built 1940 to 1949	178	5.50%
Housing Unit Built 1939 or Earlier	880	27.18%
2020 Est. Median Year Structure Built		1972

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	2,696	83.26%
1 Unit Detached	45	1.39%
2 Units	44	1.36%
3 or 4 Units	0	0.00%
5 to 19 Units	17	0.53%
20 to 49 Units	30	0.93%
50 or More Units	0	0.00%
Mobile Home or Trailer	392	12.11%
Boat, RV, Van, etc.	12	0.37%



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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