



TheRetailCoach®

RETAIL MARKET ANALYSIS

Rollingwood, Texas

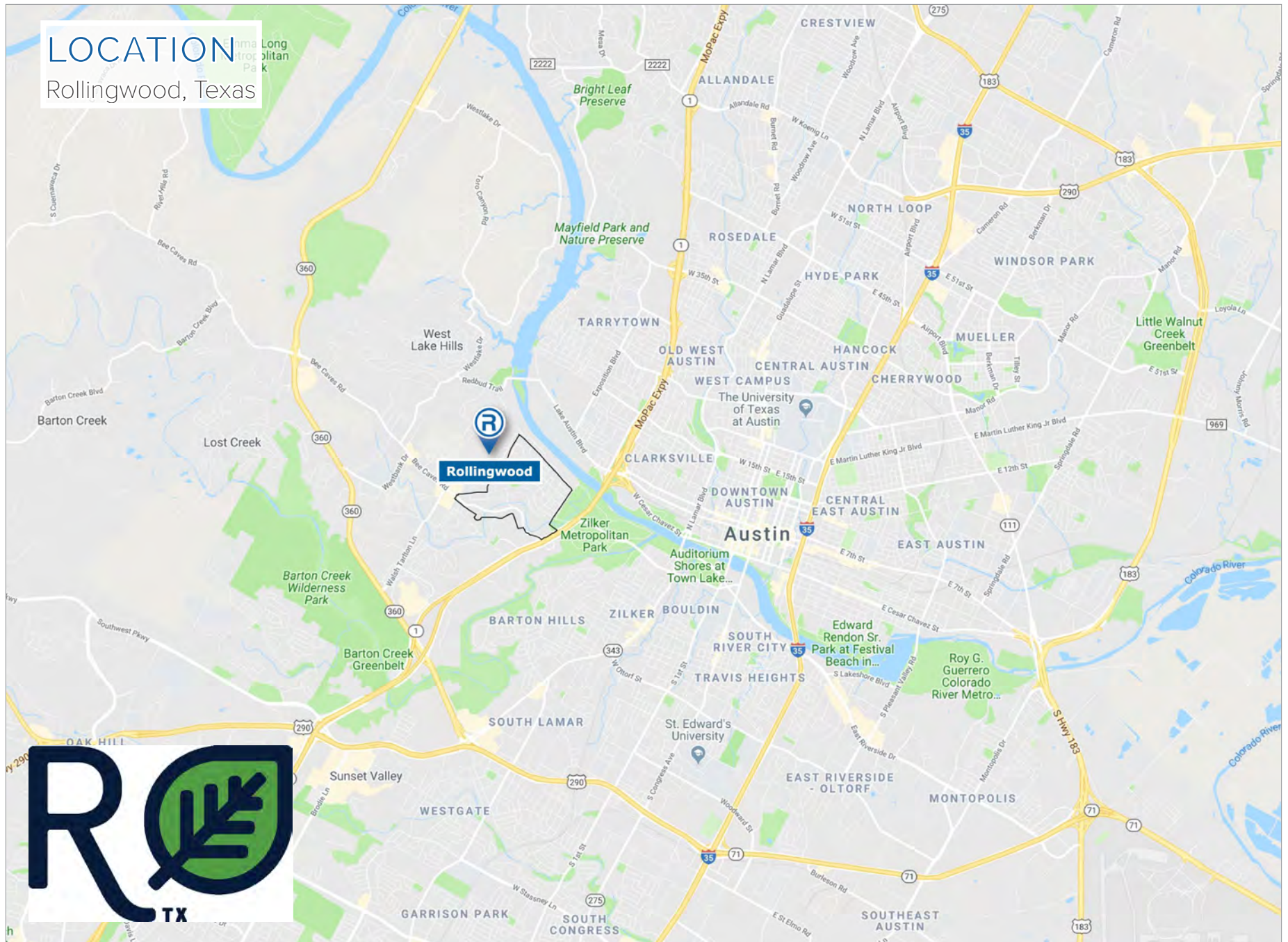
Prepared for
City of Rollingwood
July 2019

ROLLINGWOOD
TEXAS

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LOCATION
Rollingwood, Texas



CONTACT **AMBER A. LEWIS, MPA, CITY ADMINISTRATOR**

City of Rollingwood | 403 Nixon Drive | Rollingwood, Texas 78746 | 512.327.1838 ext. 105
administrator@cityofrollingwood.com | www.rollingwoodtx.gov

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	1,611	
2019 Estimate	1,524	
2010 Census	1,412	
2000 Census	1,344	
Growth 2019 - 2024		5.71%
Growth 2010 - 2019		7.93%
Growth 2000 - 2010		5.06%
2019 Est. Population by Single-Classification Race	1,524	
White Alone	1,441	94.55%
Black or African American Alone	1	0.07%
Amer. Indian and Alaska Native Alone	2	0.13%
Asian Alone	34	2.23%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	8	0.53%
Two or More Races	38	2.49%
2019 Est. Population by Hispanic or Latino Origin	1,524	
Not Hispanic or Latino	1,434	94.10%
Hispanic or Latino	90	5.91%
Mexican	61	67.78%
Puerto Rican	8	8.89%
Cuban	2	2.22%
All Other Hispanic or Latino	19	21.11%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	90	
White Alone	85	94.44%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	5	5.56%
Two or More Races	0	0.00%
2019 Est. Pop by Race, Asian Alone, by Category	34	
Chinese, except Taiwanese	7	20.59%
Filipino	1	2.94%
Japanese	1	2.94%
Asian Indian	12	35.29%
Korean	2	5.88%
Vietnamese	1	2.94%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	10	29.41%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	1,524	
Arab	26	1.71%
Czech	8	0.53%
Danish	4	0.26%
Dutch	6	0.39%
English	155	10.17%
French (except Basque)	22	1.44%
French Canadian	0	0.00%
German	141	9.25%
Greek	3	0.20%
Hungarian	4	0.26%
Irish	126	8.27%
Italian	22	1.44%
Lithuanian	0	0.00%
United States or American	39	2.56%
Norwegian	37	2.43%
Polish	29	1.90%
Portuguese	0	0.00%
Russian	12	0.79%
Scottish	55	3.61%
Scotch-Irish	37	2.43%
Slovak	5	0.33%
Subsaharan African	5	0.33%
Swedish	21	1.38%
Swiss	2	0.13%
Ukrainian	2	0.13%
Welsh	11	0.72%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	517	33.92%
Ancestry Unclassified	235	15.42%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,209	84.72%
Speak Asian/Pacific Island Language at Home	69	4.84%
Speak IndoEuropean Language at Home	61	4.28%
Speak Spanish at Home	88	6.17%
Speak Other Language at Home	0	0.00%
2019 Est. Population by Age	1,524	
Age 0 - 4	97	6.37%
Age 5 - 9	92	6.04%
Age 10 - 14	107	7.02%
Age 15 - 17	72	4.72%
Age 18 - 20	66	4.33%
Age 21 - 24	89	5.84%
Age 25 - 34	136	8.92%
Age 35 - 44	100	6.56%
Age 45 - 54	212	13.91%
Age 55 - 64	265	17.39%
Age 65 - 74	194	12.73%
Age 75 - 84	65	4.27%
Age 85 and over	29	1.90%
Age 16 and over	1,204	79.00%
Age 18 and over	1,156	75.85%
Age 21 and over	1,090	71.52%
Age 65 and over	288	18.90%
2019 Est. Median Age		45.18
2019 Est. Average Age		41.10

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	1,524	
Male	752	49.34%
Female	772	50.66%
2019 Est. Male Population by Age	752	
Age 0 - 4	50	6.65%
Age 5 - 9	47	6.25%
Age 10 - 14	54	7.18%
Age 15 - 17	36	4.79%
Age 18 - 20	34	4.52%
Age 21 - 24	49	6.52%
Age 25 - 34	73	9.71%
Age 35 - 44	45	5.98%
Age 45 - 54	98	13.03%
Age 55 - 64	135	17.95%
Age 65 - 74	92	12.23%
Age 75 - 84	28	3.72%
Age 85 and over	11	1.46%
2019 Est. Median Age, Male		42.76
2019 Est. Average Age, Male		40.10

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	772	
Age 0 - 4	47	6.09%
Age 5 - 9	45	5.83%
Age 10 - 14	53	6.87%
Age 15 - 17	36	4.66%
Age 18 - 20	32	4.15%
Age 21 - 24	40	5.18%
Age 25 - 34	63	8.16%
Age 35 - 44	55	7.12%
Age 45 - 54	114	14.77%
Age 55 - 64	130	16.84%
Age 65 - 74	102	13.21%
Age 75 - 84	37	4.79%
Age 85 and over	18	2.33%
2019 Est. Median Age, Female		46.60
2019 Est. Average Age, Female		42.10
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	230	18.73%
Males, Never Married	135	10.99%
Females, Never Married	95	7.74%
Married, Spouse present	838	68.24%
Married, Spouse absent	28	2.28%
Widowed	69	5.62%
Males Widowed	23	1.87%
Females Widowed	46	3.75%
Divorced	63	5.13%
Males Divorced	22	1.79%
Females Divorced	41	3.34%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5	0.5%
Some High School, no diploma	4	0.4%
High School Graduate (or GED)	28	2.8%
Some College, no degree	117	11.7%
Associate Degree	12	1.2%
Bachelor's Degree	440	44.0%
Master's Degree	208	20.8%
Professional School Degree	151	15.1%
Doctorate Degree	36	3.6%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	0	0.00%
High School Graduate	3	7.69%
Some College or Associate's Degree	1	2.56%
Bachelor's Degree or Higher	35	89.74%
Households		
2024 Projection	576	
2019 Estimate	543	
2010 Census	499	
2000 Census	470	
Growth 2019 - 2024		6.08%
Growth 2010 - 2019		8.82%
Growth 2000 - 2010		6.17%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	543	
Family Households	448	82.51%
Nonfamily Households	95	17.50%
2019 Est. Group Quarters Population	0	
2019 Households by Ethnicity, Hispanic/Latino	23	
2019 Est. Households by Household Income	543	
Income < \$15,000	21	3.87%
Income \$15,000 - \$24,999	3	0.55%
Income \$25,000 - \$34,999	7	1.29%
Income \$35,000 - \$49,999	10	1.84%
Income \$50,000 - \$74,999	35	6.45%
Income \$75,000 - \$99,999	41	7.55%
Income \$100,000 - \$124,999	36	6.63%
Income \$125,000 - \$149,999	40	7.37%
Income \$150,000 - \$199,999	82	15.10%
Income \$200,000 - \$249,999	57	10.50%
Income \$250,000 - \$499,999	107	19.71%
Income \$500,000+	104	19.15%
2019 Est. Average Household Income		\$255,317
2019 Est. Median Household Income		\$197,609

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class, Race or Eth.		
White Alone		\$199,433
Black or African American Alone		\$0
American Indian and Alaska Native Alone		\$6,375
Asian Alone		\$200,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$87,500
Two or More Races		\$200,000
Hispanic or Latino		\$130,024
Not Hispanic or Latino		\$200,000
2019 Est. Family HH Type by Presence of Own Child.	448	
Married-Couple Family, own children	194	43.30%
Married-Couple Family, no own children	202	45.09%
Male Householder, own children	9	2.01%
Male Householder, no own children	7	1.56%
Female Householder, own children	17	3.80%
Female Householder, no own children	19	4.24%
2019 Est. Households by Household Size	543	
1-person	82	15.10%
2-person	195	35.91%
3-person	96	17.68%
4-person	106	19.52%
5-person	51	9.39%
6-person	9	1.66%
7-or-more-person	4	0.74%
2019 Est. Average Household Size		2.81

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	543	
Households with 1 or More People under Age 18:	225	41.44%
Married-Couple Family	198	88.00%
Other Family, Male Householder	9	4.00%
Other Family, Female Householder	18	8.00%
Nonfamily, Male Householder	0	0.00%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	318	58.56%
Married-Couple Family	198	62.26%
Other Family, Male Householder	7	2.20%
Other Family, Female Householder	17	5.35%
Nonfamily, Male Householder	39	12.26%
Nonfamily, Female Householder	57	17.92%
2019 Est. Households by Number of Vehicles	543	
No Vehicles	5	0.92%
1 Vehicle	56	10.31%
2 Vehicles	313	57.64%
3 Vehicles	110	20.26%
4 Vehicles	52	9.58%
5 or more Vehicles	7	1.29%
2019 Est. Average Number of Vehicles		2.3

COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	474	
2019 Estimate	448	
2010 Census	412	
2000 Census	393	
Growth 2019 - 2024		5.80%
Growth 2010 - 2019		8.74%
Growth 2000 - 2010		4.84%
2019 Est. Families by Poverty Status	448	
2019 Families at or Above Poverty	443	98.88%
2019 Families at or Above Poverty with Children	218	48.66%
2019 Families Below Poverty	5	1.12%
2019 Families Below Poverty with Children	5	1.12%
2019 Est. Pop 16+ by Employment Status	1,204	
Civilian Labor Force, Employed	776	64.45%
Civilian Labor Force, Unemployed	19	1.58%
Armed Forces	0	0.00%
Not in Labor Force	409	33.97%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	757	
For-Profit Private Workers	390	51.52%
Non-Profit Private Workers	64	8.45%
Local Government Workers	9	1.19%
State Government Workers	41	5.42%
Federal Government Workers	22	2.91%
Self-Employed Workers	231	30.52%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	757	
Architect/Engineer	15	1.98%
Arts/Entertainment/Sports	37	4.89%
Building Grounds Maintenance	6	0.79%
Business/Financial Operations	94	12.42%
Community/Social Services	14	1.85%
Computer/Mathematical	45	5.95%
Construction/Extraction	5	0.66%
Education/Training/Library	30	3.96%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	12	1.59%
Health Practitioner/Technician	88	11.63%
Healthcare Support	0	0.00%
Maintenance Repair	1	0.13%
Legal	84	11.10%
Life/Physical/Social Science	0	0.00%
Management	163	21.53%
Office/Admin. Support	23	3.04%
Production	9	1.19%
Protective Services	2	0.26%
Sales/Related	112	14.80%
Personal Care/Service	16	2.11%
Transportation/Moving	1	0.13%
2019 Est. Pop 16+ by Occupation Classification	757	
White Collar	705	93.13%
Blue Collar	16	2.11%
Service and Farm	36	4.76%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	738	
Drove Alone	485	65.72%
Car Pooled	32	4.34%
Public Transportation	2	0.27%
Walked	9	1.22%
Bicycle	1	0.14%
Other Means	0	0.00%
Worked at Home	209	28.32%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	188	
15 - 29 Minutes	304	
30 - 44 Minutes	42	
45 - 59 Minutes	7	
60 or more Minutes	7	
2019 Est. Avg Travel Time to Work in Minutes		19
2019 Est. Occupied Housing Units by Tenure	543	
Owner Occupied	510	93.92%
Renter Occupied	33	6.08%
2019 Owner Occ. HUs: Avg. Length of Residence		18.6
2019 Renter Occ. HUs: Avg. Length of Residence		5.8

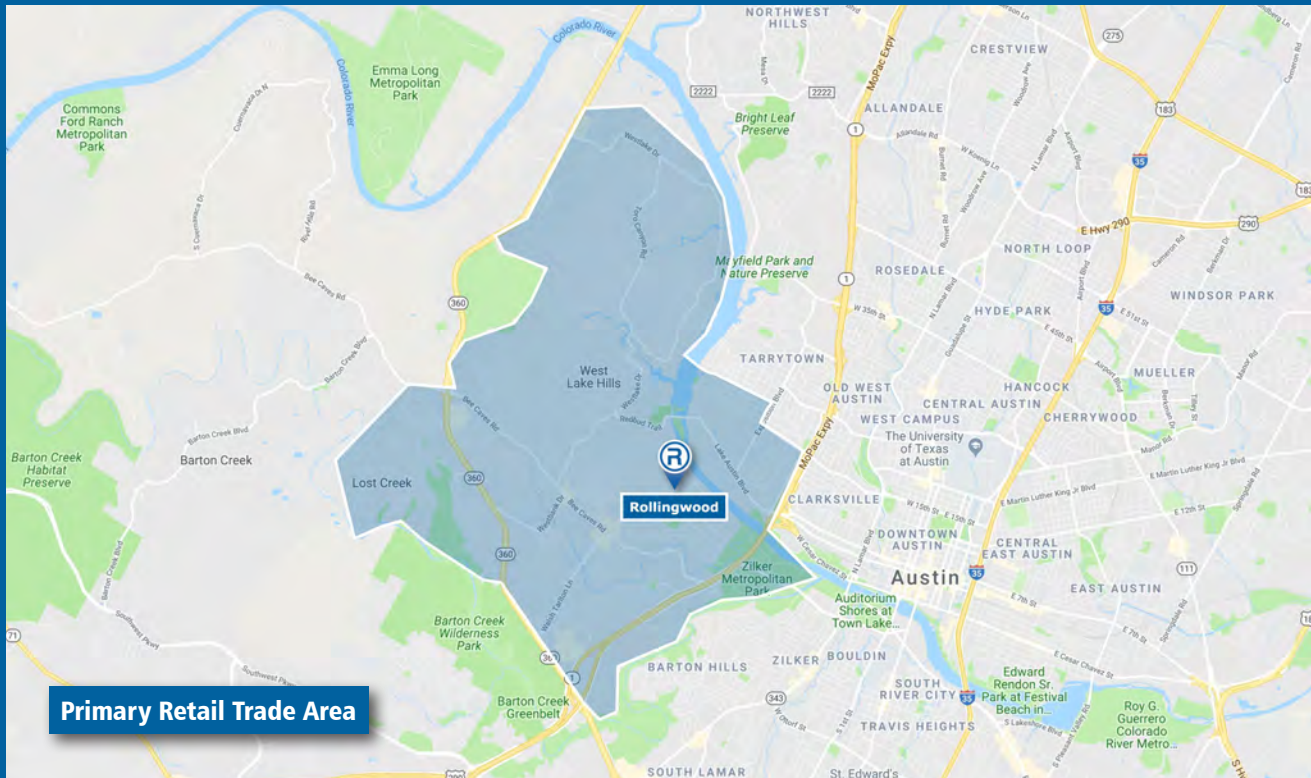
DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	543	
Value Less than \$20,000	2	0.39%
Value \$20,000 - \$39,999	0	0.00%
Value \$40,000 - \$59,999	0	0.00%
Value \$60,000 - \$79,999	0	0.00%
Value \$80,000 - \$99,999	0	0.00%
Value \$100,000 - \$149,999	0	0.00%
Value \$150,000 - \$199,999	0	0.00%
Value \$200,000 - \$299,999	6	1.18%
Value \$300,000 - \$399,999	6	1.18%
Value \$400,000 - \$499,999	14	2.75%
Value \$500,000 - \$749,999	104	20.39%
Value \$750,000 - \$999,999	154	30.20%
Value \$1,000,000 or \$1,499,999	137	26.86%
Value \$1,500,000 or \$1,999,999	45	8.82%
Value \$2,000,000+	42	8.24%
2019 Est. Median All Owner-Occupied Housing Value		\$946,236
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	554	98.75%
1 Unit Detached	2	0.36%
2 Units	4	0.71%
3 or 4 Units	0	0.00%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	1	0.18%
Mobile Home or Trailer	0	0.00%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	39	6.95%
Housing Units Built 2010 to 2014	15	2.67%
Housing Units Built 2000 to 2009	39	6.95%
Housing Units Built 1990 to 1999	32	5.70%
Housing Units Built 1980 to 1989	121	21.57%
Housing Units Built 1970 to 1979	74	13.19%
Housing Units Built 1960 to 1969	118	21.03%
Housing Units Built 1950 to 1959	115	20.50%
Housing Units Built 1940 to 1949	8	1.43%
Housing Unit Built 1939 or Earlier	0	0.00%
2019 Est. Median Year Structure Built		
		1975

Retail Market Profile 2019



Contact Information

Amber A. Lewis, MPA, City Administrator
 City of Rollingwood
 403 Nixon Drive
 Rollingwood, Texas 78746
 Phone 512.327.1838 Ext. 105
administrator@cityofrollingwood.com
www.rollingwoodtx.gov

July 2019. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2019 ESTIMATE	2024 PROJECTION
Primary Retail Trade Area	26,562	26,259	28,564	30,428

Income

	2019 ESTIMATE
Average Household	\$211,085
Median Household	\$139,462
Per Capita	\$89,728

Educational Attainment

	2019 ESTIMATE
Graduate or Professional	35.9%
Bachelor's Degree	44.1%
Associate Degree	2.9%
Some College, No Degree	11.2%
High School Graduate	4.7%
Some High School, No Degree	0.7%
Less than 9th Grade	0.5%

Race Distribution

	2019 ESTIMATE
White	86.54%
Black or African American	1.03%
American Indian/Alaskan	0.31%
Asian	8.30%
Native Hawaiian/Islander	0.06%
Other Race	1.32%
Two or More Races	2.44%
Hispanic or Latino (of any race)	8.24%

Age

GROUPS	2019 ESTIMATE
9 Years and Under	10.13%
10-17 Years	10.16%
18-24 Years	9.06%
25-34 Years	14.60%
35-44 Years	9.80%
45-54 Years	13.78%
55-64 Years	15.93%
65 Years and Over	16.55%
DISTRIBUTION	2019 ESTIMATE
Median Age	41.23
Average Age	40.75





TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Rollingwood, Texas

Prepared for
City of Rollingwood
July 2019

ROLLINGWOOD
TEXAS

PRIMARY RETAIL TRADE AREA

Rollingwood, Texas



TheRetailCoach®

CONTACT

AMBER A. LEWIS, MPA, CITY ADMINISTRATOR

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administrator@cityofrollingwood.com | www.rollingwoodtx.gov

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	30,428	
2019 Estimate	28,564	
2010 Census	26,259	
2000 Census	26,562	
Growth 2019 - 2024		6.53%
Growth 2010 - 2019		8.78%
Growth 2000 - 2010		-1.14%
2019 Est. Population by Single-Classification Race	28,564	
White Alone	24,720	86.54%
Black or African American Alone	294	1.03%
Amer. Indian and Alaska Native Alone	87	0.31%
Asian Alone	2,372	8.30%
Native Hawaiian and Other Pacific Island Alone	16	0.06%
Some Other Race Alone	378	1.32%
Two or More Races	697	2.44%
2019 Est. Population by Hispanic or Latino Origin	28,564	
Not Hispanic or Latino	26,211	91.76%
Hispanic or Latino	2,353	8.24%
Mexican	1,650	70.12%
Puerto Rican	101	4.29%
Cuban	56	2.38%
All Other Hispanic or Latino	545	23.16%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	2,353	
White Alone	1,812	77.01%
Black or African American Alone	16	0.68%
American Indian and Alaska Native Alone	31	1.32%
Asian Alone	11	0.47%
Native Hawaiian and Other Pacific Islander Alone	5	0.21%
Some Other Race Alone	308	13.09%
Two or More Races	169	7.18%
2019 Est. Pop by Race, Asian Alone, by Category	2,372	
Chinese, except Taiwanese	693	29.22%
Filipino	12	0.51%
Japanese	29	1.22%
Asian Indian	874	36.85%
Korean	279	11.76%
Vietnamese	155	6.54%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	13	0.55%
All Other Asian Races Including 2+ Category	318	13.41%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	28,564	
Arab	138	0.48%
Czech	188	0.66%
Danish	144	0.50%
Dutch	175	0.61%
English	2,670	9.35%
French (except Basque)	579	2.03%
French Canadian	56	0.20%
German	2,713	9.50%
Greek	210	0.74%
Hungarian	40	0.14%
Irish	1,743	6.10%
Italian	949	3.32%
Lithuanian	13	0.05%
United States or American	823	2.88%
Norwegian	293	1.03%
Polish	581	2.03%
Portuguese	40	0.14%
Russian	285	1.00%
Scottish	865	3.03%
Scotch-Irish	556	1.95%
Slovak	63	0.22%
Subsaharan African	103	0.36%
Swedish	334	1.17%
Swiss	21	0.07%
Ukrainian	46	0.16%
Welsh	151	0.53%
West Indian (except Hisp. groups)	7	0.03%
Other ancestries	10,784	37.75%
Ancestry Unclassified	3,997	13.99%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	21,812	80.50%
Speak Asian/Pacific Island Language at Home	1,480	5.46%
Speak IndoEuropean Language at Home	1,465	5.41%
Speak Spanish at Home	2,305	8.51%
Speak Other Language at Home	33	0.12%
2019 Est. Population by Age	28,564	
Age 0 - 4	1,468	5.14%
Age 5 - 9	1,425	4.99%
Age 10 - 14	1,720	6.02%
Age 15 - 17	1,182	4.14%
Age 18 - 20	1,094	3.83%
Age 21 - 24	1,495	5.23%
Age 25 - 34	4,169	14.60%
Age 35 - 44	2,799	9.80%
Age 45 - 54	3,936	13.78%
Age 55 - 64	4,549	15.93%
Age 65 - 74	3,224	11.29%
Age 75 - 84	1,066	3.73%
Age 85 and over	438	1.53%
Age 16 and over	23,560	82.48%
Age 18 and over	22,769	79.71%
Age 21 and over	21,675	75.88%
Age 65 and over	4,728	16.55%
2019 Est. Median Age		41.23
2019 Est. Average Age		40.75

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	28,564	
Male	14,041	49.16%
Female	14,522	50.84%
2019 Est. Male Population by Age	14,041	
Age 0 - 4	748	5.33%
Age 5 - 9	732	5.21%
Age 10 - 14	866	6.17%
Age 15 - 17	593	4.22%
Age 18 - 20	553	3.94%
Age 21 - 24	737	5.25%
Age 25 - 34	2,158	15.37%
Age 35 - 44	1,340	9.54%
Age 45 - 54	1,858	13.23%
Age 55 - 64	2,222	15.83%
Age 65 - 74	1,589	11.32%
Age 75 - 84	488	3.48%
Age 85 and over	158	1.13%
2019 Est. Median Age, Male		39.56
2019 Est. Average Age, Male		40.14

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	14,522	
Age 0 - 4	720	4.96%
Age 5 - 9	694	4.78%
Age 10 - 14	854	5.88%
Age 15 - 17	588	4.05%
Age 18 - 20	541	3.73%
Age 21 - 24	759	5.23%
Age 25 - 34	2,011	13.85%
Age 35 - 44	1,459	10.05%
Age 45 - 54	2,078	14.31%
Age 55 - 64	2,327	16.02%
Age 65 - 74	1,635	11.26%
Age 75 - 84	577	3.97%
Age 85 and over	280	1.93%
2019 Est. Median Age, Female		42.63
2019 Est. Average Age, Female		41.30
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,006	29.25%
Males, Never Married	3,678	15.36%
Females, Never Married	3,328	13.90%
Married, Spouse present	13,647	56.98%
Married, Spouse absent	684	2.86%
Widowed	840	3.51%
Males Widowed	185	0.77%
Females Widowed	655	2.74%
Divorced	1,774	7.41%
Males Divorced	754	3.15%
Females Divorced	1,020	4.26%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	104	0.5%
Some High School, no diploma	134	0.7%
High School Graduate (or GED)	939	4.7%
Some College, no degree	2,266	11.2%
Associate Degree	595	2.9%
Bachelor's Degree	8,893	44.1%
Master's Degree	4,177	20.7%
Professional School Degree	2,171	10.8%
Doctorate Degree	900	4.5%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	73	5.14%
High School Graduate	93	6.55%
Some College or Associate's Degree	203	14.30%
Bachelor's Degree or Higher	1,051	74.01%
Households		
2024 Projection	12,929	
2019 Estimate	12,122	
2010 Census	11,094	
2000 Census	10,941	
Growth 2019 - 2024		6.66%
Growth 2010 - 2019		9.27%
Growth 2000 - 2010		1.40%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	12,122	
Family Households	7,557	62.34%
Nonfamily Households	4,565	37.66%
2019 Est. Group Quarters Population	47	
2019 Households by Ethnicity, Hispanic/Latino	886	
2019 Est. Households by Household Income	12,122	
Income < \$15,000	369	3.04%
Income \$15,000 - \$24,999	345	2.85%
Income \$25,000 - \$34,999	421	3.47%
Income \$35,000 - \$49,999	747	6.16%
Income \$50,000 - \$74,999	1,286	10.61%
Income \$75,000 - \$99,999	1,304	10.76%
Income \$100,000 - \$124,999	1,072	8.84%
Income \$125,000 - \$149,999	857	7.07%
Income \$150,000 - \$199,999	1,275	10.52%
Income \$200,000 - \$249,999	842	6.95%
Income \$250,000 - \$499,999	1,695	13.98%
Income \$500,000+	1,909	15.75%
2019 Est. Average Household Income		\$211,085
2019 Est. Median Household Income		\$139,462

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$143,865
Black or African American Alone		\$64,159
American Indian and Alaska Native Alone		\$46,593
Asian Alone		\$134,471
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$110,067
Two or More Races		\$91,323
Hispanic or Latino		\$92,162
Not Hispanic or Latino		\$145,711
2019 Est. Family HH Type by Presence of Own Child.	7,557	
Married-Couple Family, own children	3,179	42.07%
Married-Couple Family, no own children	3,401	45.01%
Male Householder, own children	157	2.08%
Male Householder, no own children	134	1.77%
Female Householder, own children	448	5.93%
Female Householder, no own children	237	3.14%
2019 Est. Households by Household Size	12,122	
1-person	3,651	30.12%
2-person	4,145	34.19%
3-person	1,823	15.04%
4-person	1,669	13.77%
5-person	637	5.26%
6-person	155	1.28%
7-or-more-person	41	0.34%
2019 Est. Average Household Size		2.35

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	12,122	
Households with 1 or More People under Age 18:	3,859	31.84%
Married-Couple Family	3,210	83.18%
Other Family, Male Householder	167	4.33%
Other Family, Female Householder	466	12.08%
Nonfamily, Male Householder	11	0.29%
Nonfamily, Female Householder	6	0.16%
Households with No People under Age 18:	8,263	68.17%
Married-Couple Family	3,371	40.80%
Other Family, Male Householder	125	1.51%
Other Family, Female Householder	221	2.68%
Nonfamily, Male Householder	2,213	26.78%
Nonfamily, Female Householder	2,334	28.25%
2019 Est. Households by Number of Vehicles	12,122	
No Vehicles	351	2.90%
1 Vehicle	3,837	31.65%
2 Vehicles	5,342	44.07%
3 Vehicles	1,952	16.10%
4 Vehicles	519	4.28%
5 or more Vehicles	121	1.00%
2019 Est. Average Number of Vehicles		1.91

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Family Households		
2024 Projection	8,070	
2019 Estimate	7,557	
2010 Census	6,890	
2000 Census	6,921	
Growth 2019 - 2024		6.79%
Growth 2010 - 2019		9.68%
Growth 2000 - 2010		-0.45%
2019 Est. Families by Poverty Status	7,557	
2019 Families at or Above Poverty	7,348	97.23%
2019 Families at or Above Poverty with Children	3,541	46.86%
2019 Families Below Poverty	209	2.77%
2019 Families Below Poverty with Children	149	1.97%
2019 Est. Pop 16+ by Employment Status	23,560	
Civilian Labor Force, Employed	16,249	68.97%
Civilian Labor Force, Unemployed	407	1.73%
Armed Forces	32	0.14%
Not in Labor Force	6,872	29.17%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	16,061	
For-Profit Private Workers	9,258	57.64%
Non-Profit Private Workers	1,083	6.74%
Local Government Workers	110	0.69%
State Government Workers	1,150	7.16%
Federal Government Workers	620	3.86%
Self-Employed Workers	3,809	23.72%
Unpaid Family Workers	32	0.20%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	16,061	
Architect/Engineer	579	3.61%
Arts/Entertainment/Sports	895	5.57%
Building Grounds Maintenance	110	0.69%
Business/Financial Operations	1,540	9.59%
Community/Social Services	241	1.50%
Computer/Mathematical	888	5.53%
Construction/Extraction	96	0.60%
Education/Training/Library	1,375	8.56%
Farming/Fishing/Forestry	2	0.01%
Food Prep/Serving	382	2.38%
Health Practitioner/Technician	1,264	7.87%
Healthcare Support	81	0.50%
Maintenance Repair	105	0.65%
Legal	1,029	6.41%
Life/Physical/Social Science	190	1.18%
Management	3,332	20.75%
Office/Admin. Support	956	5.95%
Production	144	0.90%
Protective Services	176	1.10%
Sales/Related	2,214	13.79%
Personal Care/Service	340	2.12%
Transportation/Moving	122	0.76%
2019 Est. Pop 16+ by Occupation Classification	16,061	
White Collar	14,504	90.31%
Blue Collar	467	2.91%
Service and Farm	1,091	6.79%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	15,822	
Drove Alone	11,836	74.81%
Car Pooled	529	3.34%
Public Transportation	377	2.38%
Walked	250	1.58%
Bicycle	91	0.58%
Other Means	113	0.71%
Worked at Home	2,627	16.60%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,039	
15 - 29 Minutes	6,856	
30 - 44 Minutes	2,033	
45 - 59 Minutes	295	
60 or more Minutes	291	
2019 Est. Avg Travel Time to Work in Minutes		22.07
2019 Est. Occupied Housing Units by Tenure	12,122	
Owner Occupied	7,716	63.65%
Renter Occupied	4,406	36.35%
2019 Owner Occ. HUs: Avg. Length of Residence		13.63
2019 Renter Occ. HUs: Avg. Length of Residence		5.12

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	12,122	
Value Less than \$20,000	19	0.25%
Value \$20,000 - \$39,999	2	0.03%
Value \$40,000 - \$59,999	14	0.18%
Value \$60,000 - \$79,999	6	0.08%
Value \$80,000 - \$99,999	7	0.09%
Value \$100,000 - \$149,999	21	0.27%
Value \$150,000 - \$199,999	28	0.36%
Value \$200,000 - \$299,999	144	1.87%
Value \$300,000 - \$399,999	243	3.15%
Value \$400,000 - \$499,999	478	6.20%
Value \$500,000 - \$749,999	1,811	23.47%
Value \$750,000 - \$999,999	1,820	23.59%
Value \$1,000,000 or \$1,499,999	1,731	22.43%
Value \$1,500,000 or \$1,999,999	664	8.61%
Value \$2,000,000+	727	9.42%
2019 Est. Median All Owner-Occupied Housing Value		\$892,742
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	7,790	60.51%
1 Unit Detached	543	4.22%
2 Units	415	3.22%
3 or 4 Units	616	4.79%
5 to 19 Units	1,571	12.20%
20 to 49 Units	536	4.16%
50 or More Units	1,378	10.71%
Mobile Home or Trailer	24	0.19%
Boat, RV, Van, etc.	0	0.00%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	887	6.89%
Housing Units Built 2010 to 2014	215	1.67%
Housing Units Built 2000 to 2009	1,388	10.78%
Housing Units Built 1990 to 1999	2,438	18.94%
Housing Units Built 1980 to 1989	3,096	24.05%
Housing Units Built 1970 to 1979	2,482	19.28%
Housing Units Built 1960 to 1969	1,076	8.36%
Housing Units Built 1950 to 1959	743	5.77%
Housing Units Built 1940 to 1949	308	2.39%
Housing Unit Built 1939 or Earlier	237	1.84%
2019 Est. Median Year Structure Built		1985



TheRetailCoach®

PRIMARY RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

Rollingwood, Texas

Prepared for
City of Rollingwood
July 2019

ROLLINGWOOD
TEXAS

PRIMARY RETAIL TRADE AREA

Rollingwood, Texas



CONTACT AMBER A. LEWIS, MPA, CITY ADMINISTRATOR

City of Rollingwood | 403 Nixon Drive | Rollingwood, Texas 78746 | 512.327.1838 Ext. 105
administrator@cityofrollingwood.com | www.rollingwoodtx.gov

TheRetailCoach®

TAPESTRY SEGMENTATION PROFILE

+ WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

+ WHO SHOULD USE TAPESTRY SEGMENTATION?

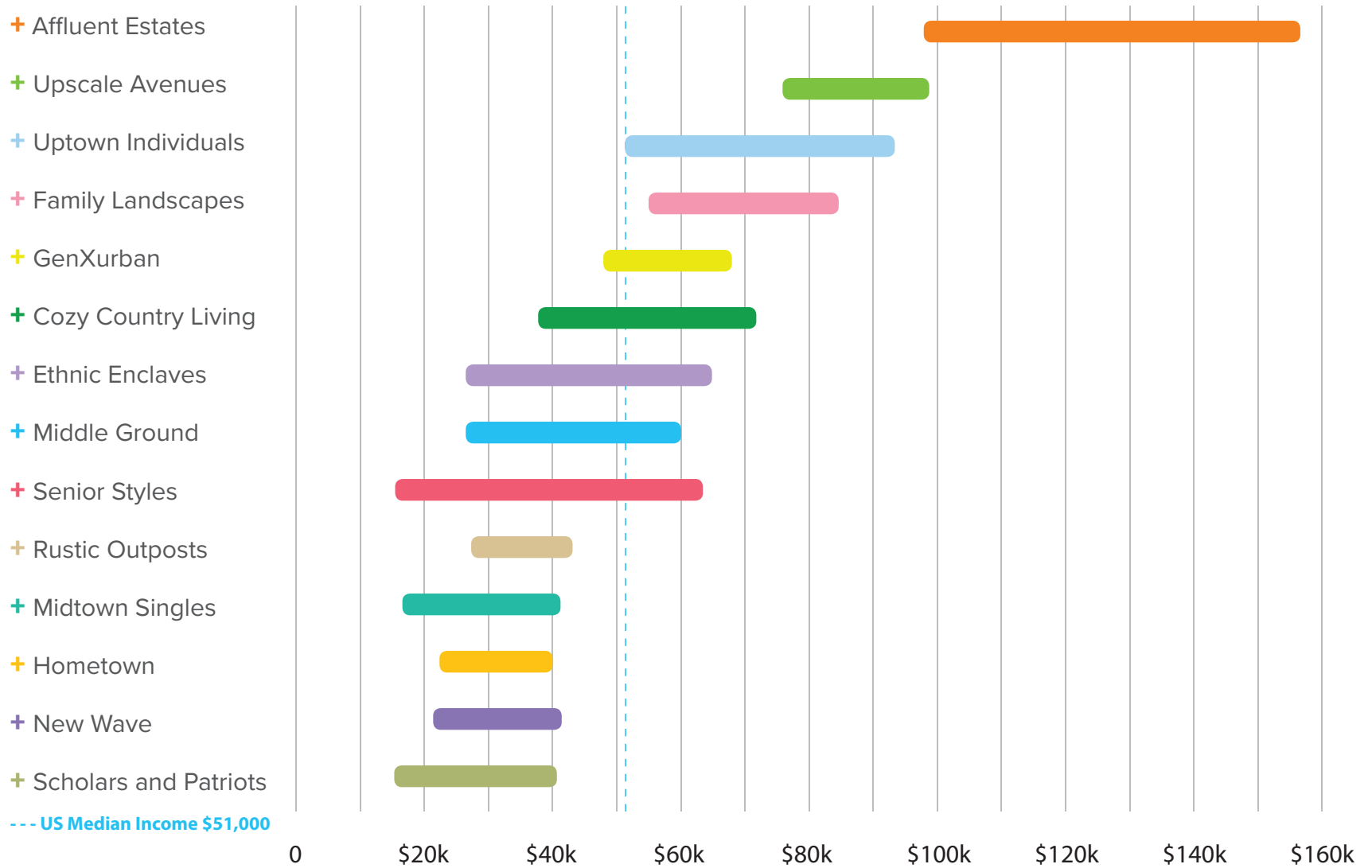
All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

+ TAPESTRY SEGMENTATION SUMMARY GROUPS

Esri’s Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

- L1 Affluent Estates
- L2 Upscale Avenues
- L3 Uptown Individuals
- L4 Family Landscapes
- L5 GenXurban
- L6 Cozy Country Living
- L7 Ethnic Enclaves
- L8 Middle Ground
- L9 Senior Styles
- L10 Rustic Outposts
- L11 Midtown Singles
- L12 Hometown
- L13 New Wave
- L14 Scholars and Patriots

INCOME RANGE OF LIFEMODE SUMMARY GROUPS



PRIMARY RETAIL TRADE AREA • LIFEMODE SUMMARY GROUPS MAP

Rollingwood, Texas

+ L1 AFFLUENT ESTATES

Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES

Prosperous, married couples in higher density neighborhoods

+ L3 UPTOWN INDIVIDUALS

Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES

Successful younger families in newer housing

+ L5 GENXURBAN

Gen X in middle age; families with fewer kids and a mortgage

+ L6 COZY COUNTRY

Empty nesters in bucolic settings

+ L7 ETHNIC ENCLAVES

Established diversity — young, Hispanic homeowners with families

+ L8 MIDDLE GROUND

Lifestyles of thirtysomethings

+ L9 SENIOR STYLES

Senior lifestyles reveal the effects of saving for retirement

+ L10 RUSTIC OUTPOSTS

Country life with older families, older homes

+ L11 MIDTOWN SINGLES

Millennials on the move; single, diverse, and urban

+ L12 HOMETOWN

Growing up and staying close to home; single householders

+ L13 NEXT WAVE

Urban denizens; young, diverse, hardworking families

+ L14 SCHOLARS AND PATRIOTS

College campuses and military neighborhoods



PRIMARY RETAIL TRADE AREA • TOP TAPESTRY SEGMENTS

Rollingwood, Texas

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Top Tier (1A)	48.0%	48.0%	1.7%	1.7%	2846
2	Metro Renters (3B)	25.1%	73.1%	1.7%	3.4%	1,505
3	Urban Chic (2A)	11.5%	84.6%	1.3%	4.7%	879
4	Savvy Suburbanites (1D)	5.8%	90.4%	3.0%	7.7%	194
5	Laptops and Lattes (3A)	5.1%	95.5%	1.1%	8.8%	469
	Subtotal	95.5%		8.8%		
6	Golden Years (9B)	4.5%	100.0%	1.3%	10.1%	338
	Subtotal	4.5%		1.3%		
	Total	100.0%		10.1%		994



LifeMode Group • Affluent Estates

1A TOP TIER

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income.

They have the purchasing power to indulge any choice, but what do their hearts desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

US Household // 2,052,000

Average Household Size // 2.82

Median Age // 46.2

Median Household Income // \$157,000

+ OUR NEIGHBORHOOD

- Married couples without children or married couples with older children dominate this market.
- Housing units are owner occupied with the highest home values—and above average use of mortgages.
- Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.



1A

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- They purchase or lease luxury cars with the latest trim, preferably imports.
- They contribute to arts/cultural organizations, educational and social groups, as well as NPR and PBS.
- Top Tier residents farm out their household chores—every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects.
- Consumers spend money on themselves; they frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs.
- Near or far, downtown or at the beach, they regularly visit their lavish vacation homes.
- When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries.
- Top Tier consumers are shoppers. They shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon.com.
- At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury along the way—a room with a view, limousines, and rental cars are part of the package.

+ SOCIOECONOMIC TRAITS

- Top Tier is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree.
- Annually, they earn more than three times the US median household income, primarily from wages and salary, but also self-employment income (Index 177) and investments (Index 242).
- These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products.
- Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends.
- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

+ HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:

Single Family

Median Value:

\$666,000

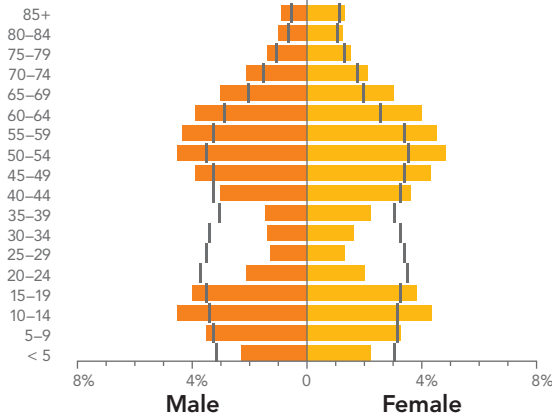
US Median: \$177,000



AGE BY SEX (Esri data)

Median Age: **46.2** US: 37.6

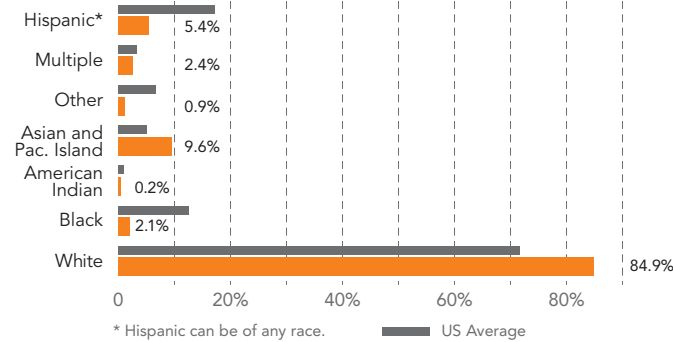
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

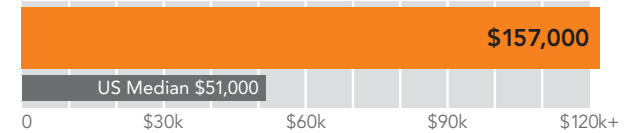
Diversity Index: **34.4** US: 62.1



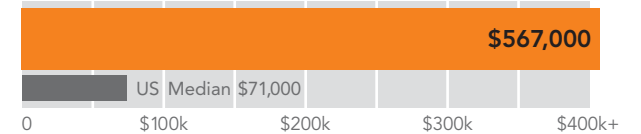
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

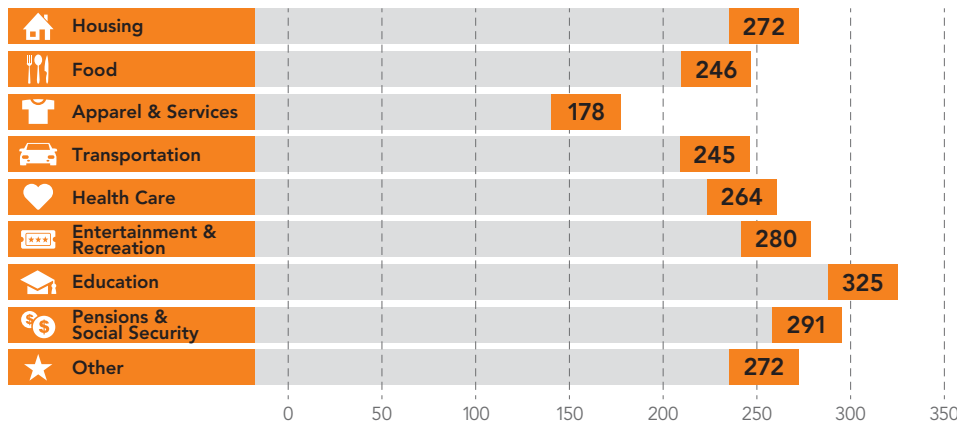


Median Net Worth



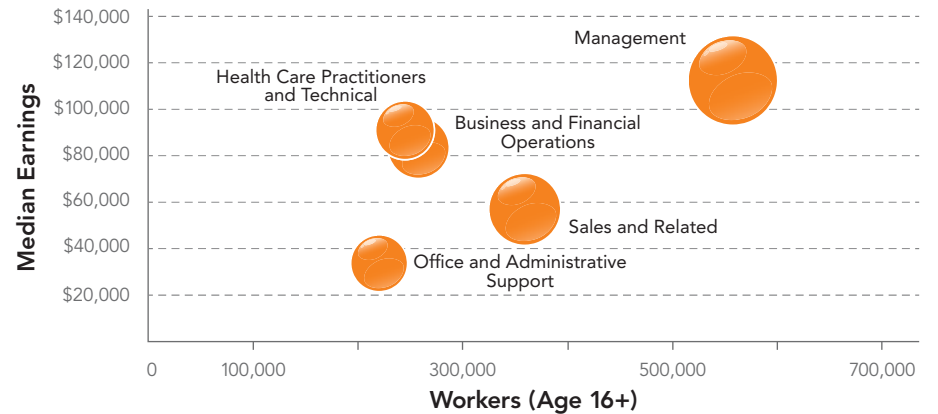
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Uptown Individuals



METRO RENTERS

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city.

This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

US Household // 1,734,000

Average Household Size // 1.66

Median Age // 31.8

Median Household Income // \$52,000

+ OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.



+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

+ SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

+ HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



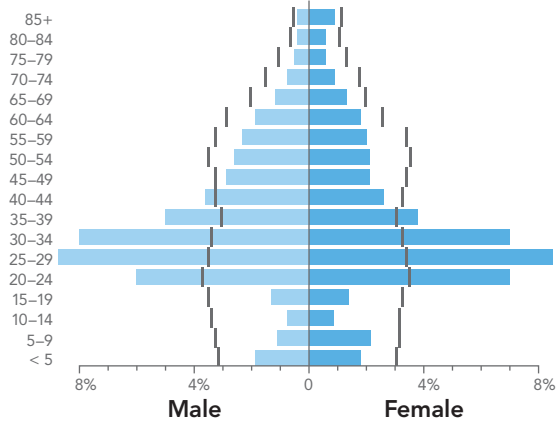
Typical Housing:
Multiunit Rentals
Average Rent:
\$1,310
US Average \$990



AGE BY SEX (Esri data)

Median Age: 31.8 US: 37.6

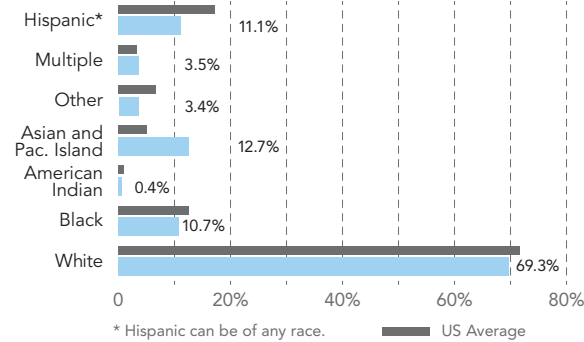
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RACE AND ETHNICITY (Esri data)

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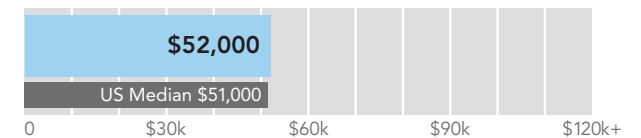
Diversity Index: 59.3 US: 62.1



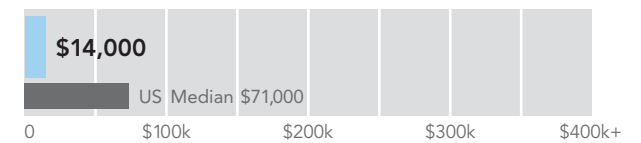
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Median Household Income

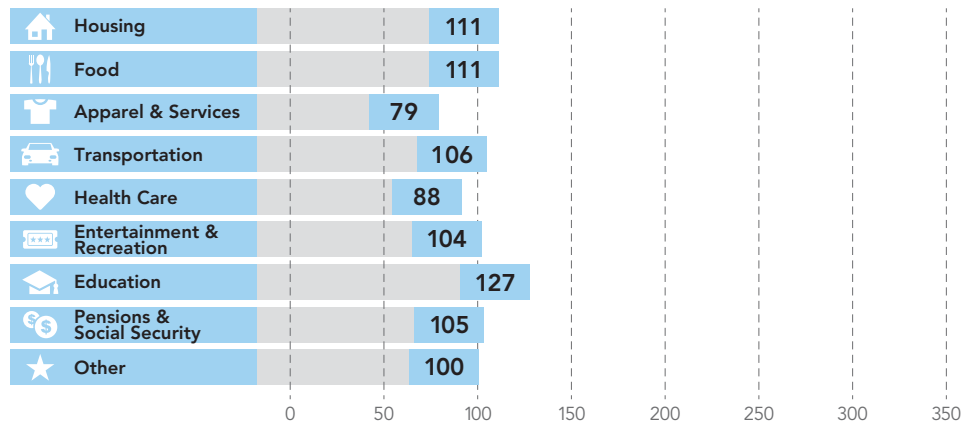


Median Net Worth



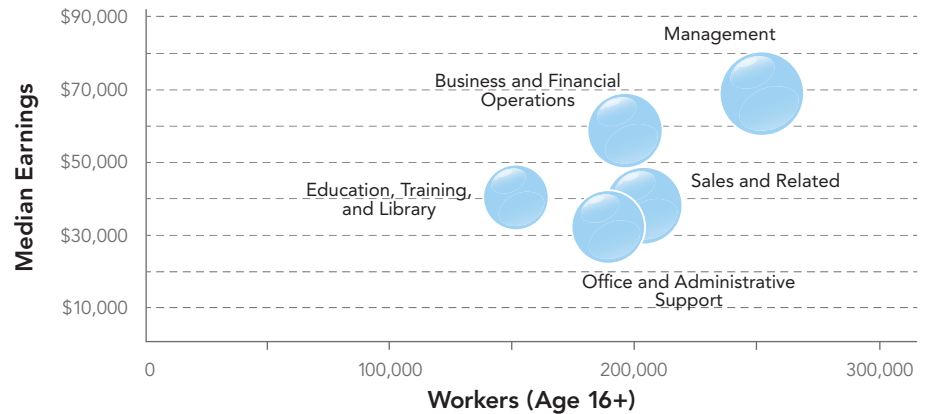
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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Upscale Avenues

2A URBAN CHIC

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle.

Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

US Household // 1,574,000
Average Household Size // 2.37
Median Age // 42.6
Median Household Income // \$98,000

+ OUR NEIGHBORHOOD

- More than half of Urban Chic households include married couples; 30% are singles.
- Average household size is slightly lower at 2.37.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 236).



2A

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Shop at Trader Joe’s, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

+ SOCIOECONOMIC TRAITS

- Well educated, more than 60% of residents hold a bachelor’s degree or higher (Index 223).
- Unemployment rate is well below average at 5% (Index 62); labor force participation is higher at 69%.
- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a “green” lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current— a top market for Apple computers.

+ HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



Typical Housing:

Single Family

Median Value:

\$465,000

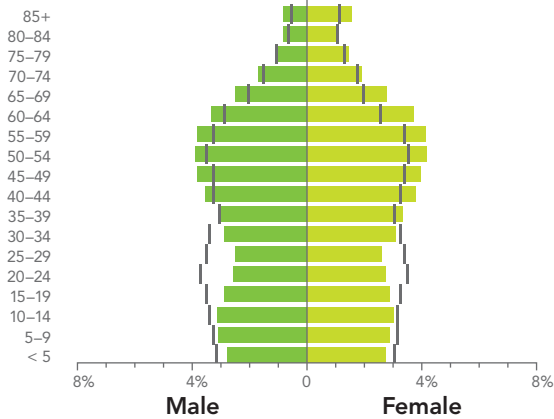
US Median: \$177,000



AGE BY SEX (Esri data)

Median Age: 42.6 US: 37.6

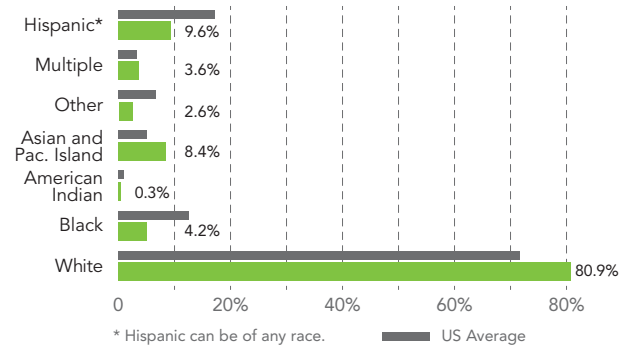
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RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

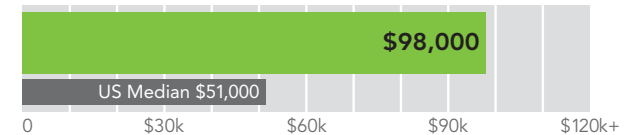
Diversity Index: 45.2 US: 62.1



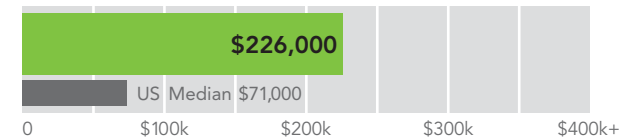
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

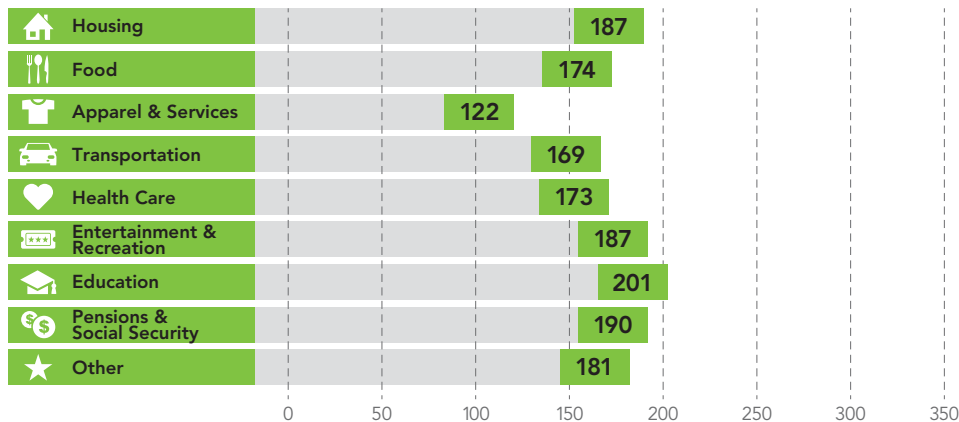


Median Net Worth



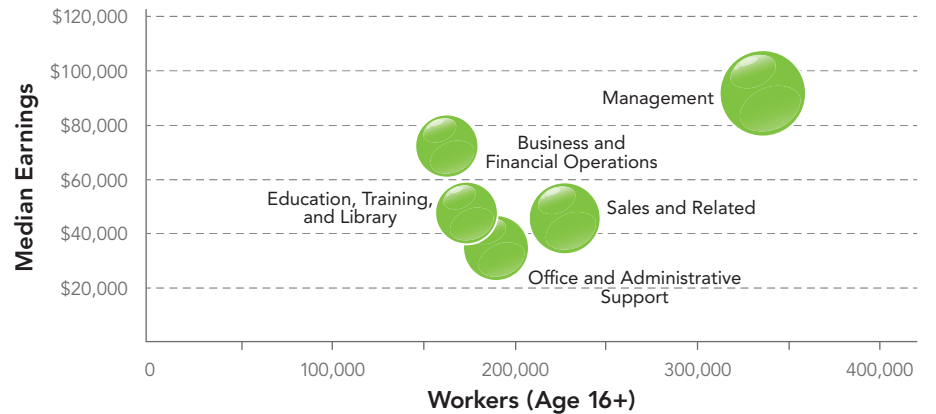
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Affluent Estates



SAVVY SUBURBANITES

Savvy Suburbanites residents are well educated, well read, and well capitalized.

Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

US Household // 3,543,000
Average Household Size // 2.83
Median Age // 44.1
Median Household Income // \$104,000

+ OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.83.
- 91% owner occupied; 71% mortgaged (Index 156).
- Primarily single-family homes, with a median value of \$311,000 (Index 175).
- Low vacancy rate at 4.5%.



+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

+ SOCIOECONOMIC TRAITS

- Education: 48.1% college graduates; 76.1% with some college education.
- Low unemployment at 5.8% (Index 67); higher labor force participation rate at 68.5% (Index 109) with proportionately more 2-worker households at 65.4%, (Index 122).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

+ HOUSING

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Typical Housing:

Single Family

Median Value:

\$311,000

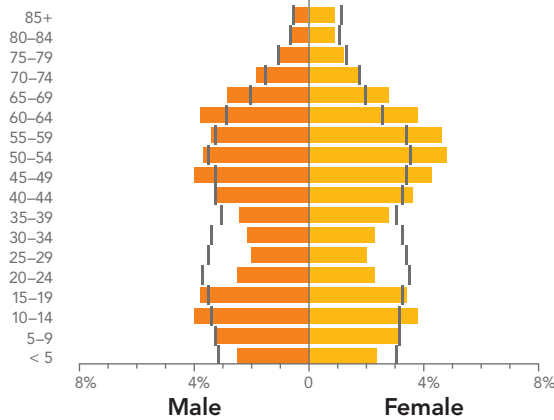
US Median: \$177,000



AGE BY SEX (Esri data)

Median Age: 44.1 US: 37.6

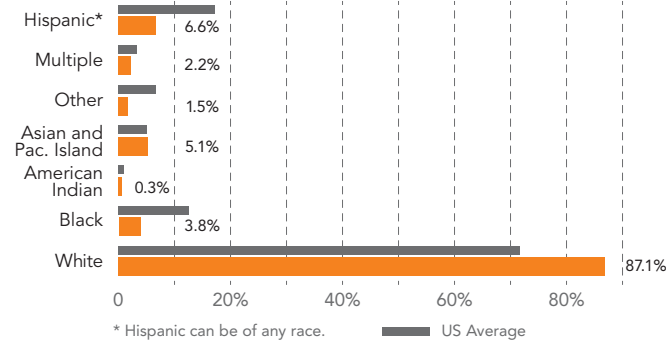
I Indicates US



RACE AND ETHNICITY (Esri data)

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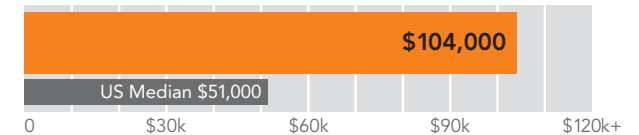
Diversity Index: 33.2 US: 62.1



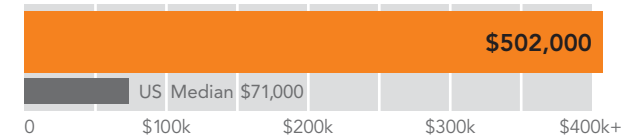
INCOME AND NET WORTH

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Median Household Income

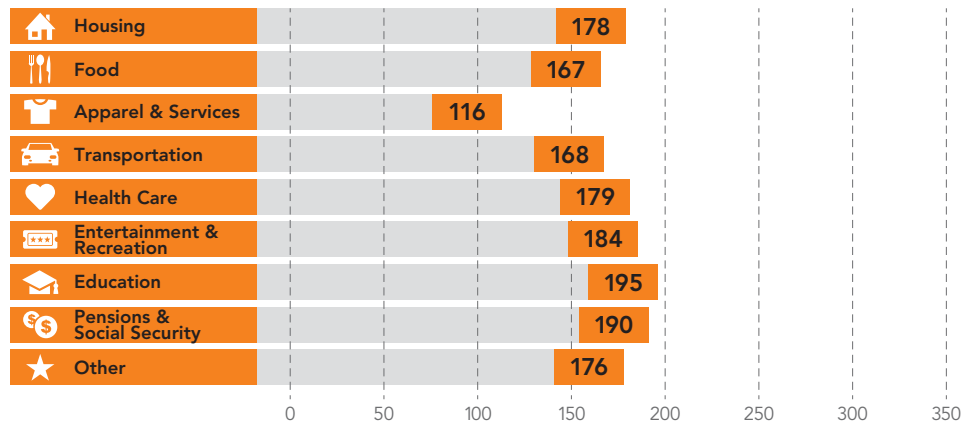


Median Net Worth



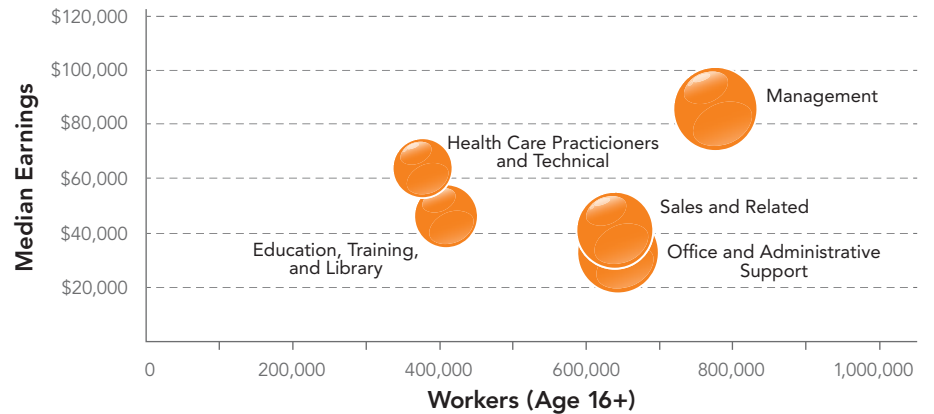
AVERAGE HOUSEHOLD BUDGET INDEX

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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Uptown Individuals

3A LAPTUPS AND LATTES

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations.

They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected—technologically savvy consumers. They are active and health conscious, and care about the environment.

US Household // 1,240,000
Average Household Size // 1.85
Median Age // 36.9
Median Household Income // \$93,000

+ OUR NEIGHBORHOOD

- 30-something single householders (Index 174), with a number of shared households (Index 246); low average household size of 1.85.
- City dwellers, primarily in apartment buildings: with 2–4 units (Index 190), 5–19 units (Index 223), or 20+ units (Index 548).
- Older housing, 2 out of 3 homes built before 1970; 42% built before 1940 (Index 310).
- Most households renter occupied, with average rent close to \$1,800 monthly (Index 183).
- Many owner-occupied homes valued at \$500,000+ (Index 684).
- Majority of households own no vehicle at 36% (Index 398) or 1 vehicle (41%).



3A

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Support environmental groups, recycle faithfully, and contribute to arts/cultural organizations.
- Invest in mutual funds (bonds) and maintain retirement savings plans.
- Use their laptops, iPads, and mobile phones extensively to stay connected.
- Spend money on nice clothes, dining out, travel, treatments at day spas, and lattes at Starbucks.
- Physical fitness a priority, exercising at a club or other facility on a regular basis.
- Enjoy sports such as jogging/running, biking, tennis, soccer, skiing, yoga, and Pilates, as well as participating in fantasy sports leagues.
- Participate in leisure activities including painting, reading books or the newspaper on their iPad, watching movies rented from Netflix, hiking, backpacking, canoeing/kayaking, as well as going to bars/clubs, the beach, movies, art galleries, museums, the theater, opera, and rock concerts.
- Listen to classic rock, pop/top 40, classical, jazz, reggae, blues, folk, and alternative music.
- Favor organic food, purchasing groceries at higher-end markets.

+ SOCIOECONOMIC TRAITS

- Three out of four have a bachelor's degree or higher (Index 269).
- Unemployment rate is low at 5.3%; labor force participation is high, more than 75%.
- Salaries are the primary source of income for most households, but self-employment income (Index 147) and investment income (Index 167) complement the salaries in this market.
- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.
- Environmentally conscientious but also image-conscious: both impact their purchasing.

+ HOUSING

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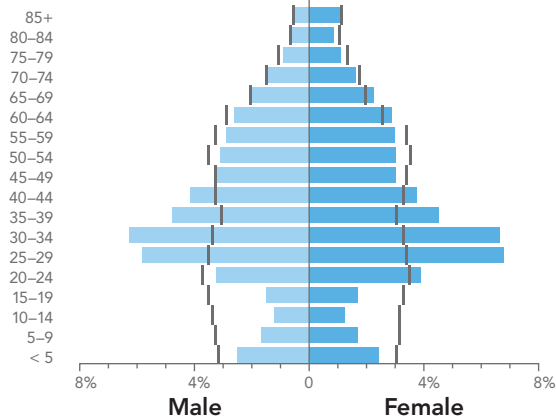
Typical Housing:
High-Density Apartments
Average Rent:
\$1,830
US Average \$990



AGE BY SEX (Esri data)

Median Age: 36.9 US: 37.6

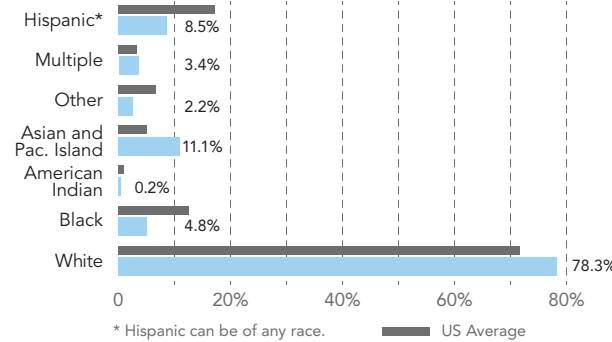
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RACE AND ETHNICITY (Esri data)

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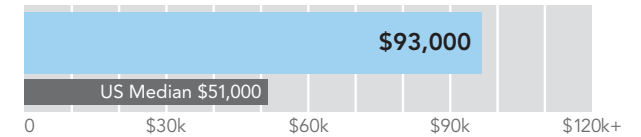
Diversity Index: 47.1 US: 62.1



INCOME AND NET WORTH

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Median Household Income

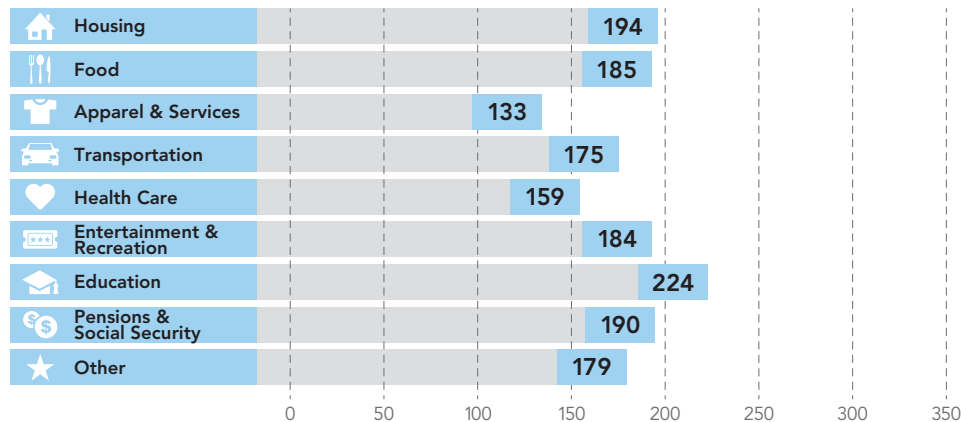


Median Net Worth



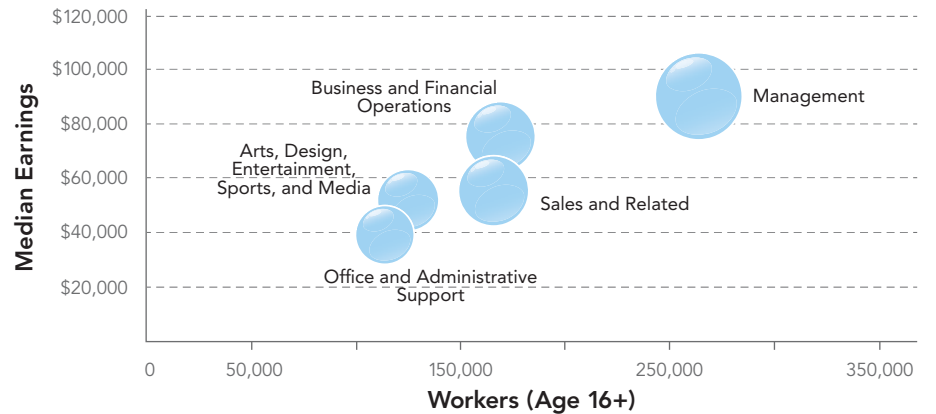
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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





TheRetailCoach®

PRIMARY RETAIL TRADE AREA OPPORTUNITY ANALYSIS

Rollingwood, Texas

Prepared for
City of Rollingwood
August 2019

ROLLINGWOOD
TEXAS

PRIMARY RETAIL TRADE AREA

Rollingwood, Texas



CONTACT AMBER A. LEWIS, MPA, CITY ADMINISTRATOR

City of Rollingwood | 403 Nixon Drive | Rollingwood, Texas 78746 | 512.327.1838 Ext. 105
administrator@cityofrollingwood.com | www.rollingwoodtx.gov

PRIMARY RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

Rollingwood, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES
44, 45, 722	Total retail trade including food and drinking places	\$502,545,770
441	Motor vehicle and parts dealers	\$104,491,684
4411	Automobile dealers	\$93,653,353
4412	Other motor vehicle dealers	\$9,134,729
4413	Automotive parts, accessories, and tire stores	\$1,703,602
442	Furniture and home furnishings stores	\$6,671,906
4421	Furniture stores	\$4,130,934
4422	Home furnishings stores	\$2,540,972
443	Electronics and appliance stores	\$12,898,764
443141	Household appliance stores	\$2,169,556
443142	Electronics stores	\$10,729,208
444	Building material and garden equipment and supplies dealers	\$31,482,979
4441	Building material and supplies dealers	\$27,084,400
44411	Home centers	\$15,380,761
44412	Paint and wallpaper stores	\$692,355
44413	Hardware stores	\$2,311,408
44419	Other building material dealers	\$8,699,876
4442	Lawn and garden equipment and supplies stores	\$4,398,579
44421	Outdoor power equipment stores	\$659,834
44422	Nursery, garden center, and farm supply stores	\$3,738,745
445	Food and beverage stores	\$63,216,331
4451	Grocery stores	\$56,817,556
44511	Supermarkets and other grocery (except convenience) stores	\$54,355,261
44512	Convenience stores	\$2,462,295
4452	Specialty food stores	\$2,161,044
4453	Beer, wine, and liquor stores	\$4,237,731

*Positive numbers denote leakage. negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

PRIMARY RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

Rollingwood, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES
446	Health and personal care stores	\$19,168,289
44611	Pharmacies and drug stores	\$15,805,267
44612	Cosmetics, beauty supplies, and perfume stores	\$1,073,613
44613	Optical goods stores	\$996,390
44619	Other health and personal care stores	\$1,293,019
447	Gasoline stations	\$39,731,826
448	Clothing and clothing accessories stores	\$20,472,754
4481	Clothing stores	\$15,066,057
44811	Men's clothing stores	\$735,819
44812	Women's clothing stores	\$2,633,964
44813	Children's and infants' clothing stores	\$1,354,095
44814	Family clothing stores	\$8,719,136
44815	Clothing accessories stores	\$654,936
44819	Other clothing stores	\$968,107
4482	Shoe stores	\$3,559,328
4483	Jewelry, luggage, and leather goods stores	\$1,847,369
44831	Jewelry stores	\$1,585,289
44832	Luggage and leather goods stores	\$262,080
451	Sporting goods, hobby, musical instrument, and book stores	\$8,149,525
4511	Sporting goods, hobby, and musical instrument stores	\$6,592,520
45111	Sporting goods stores	\$3,238,058
45112	Hobby, toy, and game stores	\$1,694,478
45113	Sewing, needlework, and piece goods stores	\$635,938
45114	Musical instrument and supplies stores	\$1,024,045
4512	Book stores and news dealers	\$1,557,005

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PRIMARY RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

Rollingwood, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES
452	General merchandise stores	\$59,778,118
4522	Department stores	\$12,402,075
4523	Other general merchandise stores	\$47,376,042
453	Miscellaneous store retailers	\$8,332,968
4531	Florists	\$820,260
4532	Office supplies, stationery, and gift stores	\$3,314,072
45321	Office supplies and stationery stores	\$1,104,233
45322	Gift, novelty, and souvenir stores	\$2,209,839
4533	Used merchandise stores	\$2,070,567
4539	Other miscellaneous store retailers	\$2,128,068
45391	Pet and pet supplies stores	\$419,650
45399	All other miscellaneous store retailers	\$1,708,418
454	Non-store retailers	\$51,687,471
722	Food services and drinking places	\$76,463,156
7223	Special food services	\$6,724,451
7224	Drinking places (alcoholic beverages)	\$2,335,471
7225	Restaurants and other eating places	\$67,403,234
722511	Full-service restaurants	\$33,093,854
722513	Limited-service restaurants	\$28,381,359
722514	Cafeterias, grill buffets, and buffets	\$1,059,180
722515	Snack and nonalcoholic beverage bars	\$4,868,841

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	30,428	
2019 Estimate	28,564	
2010 Census	26,259	
2000 Census	26,562	
Growth 2019 - 2024		6.53%
Growth 2010 - 2019		8.78%
Growth 2000 - 2010		-1.14%
2019 Est. Population by Single-Classification Race	28,564	
White Alone	24,720	86.54%
Black or African American Alone	294	1.03%
Amer. Indian and Alaska Native Alone	87	0.31%
Asian Alone	2,372	8.30%
Native Hawaiian and Other Pacific Island Alone	16	0.06%
Some Other Race Alone	378	1.32%
Two or More Races	697	2.44%
2019 Est. Population by Hispanic or Latino Origin	28,564	
Not Hispanic or Latino	26,211	91.76%
Hispanic or Latino	2,353	8.24%
Mexican	1,650	70.12%
Puerto Rican	101	4.29%
Cuban	56	2.38%
All Other Hispanic or Latino	545	23.16%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	2,353	
White Alone	1,812	77.01%
Black or African American Alone	16	0.68%
American Indian and Alaska Native Alone	31	1.32%
Asian Alone	11	0.47%
Native Hawaiian and Other Pacific Islander Alone	5	0.21%
Some Other Race Alone	308	13.09%
Two or More Races	169	7.18%
2019 Est. Pop by Race, Asian Alone, by Category	2,372	
Chinese, except Taiwanese	693	29.22%
Filipino	12	0.51%
Japanese	29	1.22%
Asian Indian	874	36.85%
Korean	279	11.76%
Vietnamese	155	6.54%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	13	0.55%
All Other Asian Races Including 2+ Category	318	13.41%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	28,564	
Arab	138	0.48%
Czech	188	0.66%
Danish	144	0.50%
Dutch	175	0.61%
English	2,670	9.35%
French (except Basque)	579	2.03%
French Canadian	56	0.20%
German	2,713	9.50%
Greek	210	0.74%
Hungarian	40	0.14%
Irish	1,743	6.10%
Italian	949	3.32%
Lithuanian	13	0.05%
United States or American	823	2.88%
Norwegian	293	1.03%
Polish	581	2.03%
Portuguese	40	0.14%
Russian	285	1.00%
Scottish	865	3.03%
Scotch-Irish	556	1.95%
Slovak	63	0.22%
Subsaharan African	103	0.36%
Swedish	334	1.17%
Swiss	21	0.07%
Ukrainian	46	0.16%
Welsh	151	0.53%
West Indian (except Hisp. groups)	7	0.03%
Other ancestries	10,784	37.75%
Ancestry Unclassified	3,997	13.99%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	21,812	80.50%
Speak Asian/Pacific Island Language at Home	1,480	5.46%
Speak IndoEuropean Language at Home	1,465	5.41%
Speak Spanish at Home	2,305	8.51%
Speak Other Language at Home	33	0.12%
2019 Est. Population by Age	28,564	
Age 0 - 4	1,468	5.14%
Age 5 - 9	1,425	4.99%
Age 10 - 14	1,720	6.02%
Age 15 - 17	1,182	4.14%
Age 18 - 20	1,094	3.83%
Age 21 - 24	1,495	5.23%
Age 25 - 34	4,169	14.60%
Age 35 - 44	2,799	9.80%
Age 45 - 54	3,936	13.78%
Age 55 - 64	4,549	15.93%
Age 65 - 74	3,224	11.29%
Age 75 - 84	1,066	3.73%
Age 85 and over	438	1.53%
Age 16 and over	23,560	82.48%
Age 18 and over	22,769	79.71%
Age 21 and over	21,675	75.88%
Age 65 and over	4,728	16.55%
2019 Est. Median Age		41.23
2019 Est. Average Age		40.75

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	28,564	
Male	14,041	49.16%
Female	14,522	50.84%
2019 Est. Male Population by Age	14,041	
Age 0 - 4	748	5.33%
Age 5 - 9	732	5.21%
Age 10 - 14	866	6.17%
Age 15 - 17	593	4.22%
Age 18 - 20	553	3.94%
Age 21 - 24	737	5.25%
Age 25 - 34	2,158	15.37%
Age 35 - 44	1,340	9.54%
Age 45 - 54	1,858	13.23%
Age 55 - 64	2,222	15.83%
Age 65 - 74	1,589	11.32%
Age 75 - 84	488	3.48%
Age 85 and over	158	1.13%
2019 Est. Median Age, Male		39.56
2019 Est. Average Age, Male		40.14

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	14,522	
Age 0 - 4	720	4.96%
Age 5 - 9	694	4.78%
Age 10 - 14	854	5.88%
Age 15 - 17	588	4.05%
Age 18 - 20	541	3.73%
Age 21 - 24	759	5.23%
Age 25 - 34	2,011	13.85%
Age 35 - 44	1,459	10.05%
Age 45 - 54	2,078	14.31%
Age 55 - 64	2,327	16.02%
Age 65 - 74	1,635	11.26%
Age 75 - 84	577	3.97%
Age 85 and over	280	1.93%
2019 Est. Median Age, Female		42.63
2019 Est. Average Age, Female		41.30
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,006	29.25%
Males, Never Married	3,678	15.36%
Females, Never Married	3,328	13.90%
Married, Spouse present	13,647	56.98%
Married, Spouse absent	684	2.86%
Widowed	840	3.51%
Males Widowed	185	0.77%
Females Widowed	655	2.74%
Divorced	1,774	7.41%
Males Divorced	754	3.15%
Females Divorced	1,020	4.26%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	104	0.5%
Some High School, no diploma	134	0.7%
High School Graduate (or GED)	939	4.7%
Some College, no degree	2,266	11.2%
Associate Degree	595	2.9%
Bachelor's Degree	8,893	44.1%
Master's Degree	4,177	20.7%
Professional School Degree	2,171	10.8%
Doctorate Degree	900	4.5%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	73	5.14%
High School Graduate	93	6.55%
Some College or Associate's Degree	203	14.30%
Bachelor's Degree or Higher	1,051	74.01%
Households		
2024 Projection	12,929	
2019 Estimate	12,122	
2010 Census	11,094	
2000 Census	10,941	
Growth 2019 - 2024		6.66%
Growth 2010 - 2019		9.27%
Growth 2000 - 2010		1.40%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	12,122	
Family Households	7,557	62.34%
Nonfamily Households	4,565	37.66%
2019 Est. Group Quarters Population	47	
2019 Households by Ethnicity, Hispanic/Latino	886	
2019 Est. Households by Household Income	12,122	
Income < \$15,000	369	3.04%
Income \$15,000 - \$24,999	345	2.85%
Income \$25,000 - \$34,999	421	3.47%
Income \$35,000 - \$49,999	747	6.16%
Income \$50,000 - \$74,999	1,286	10.61%
Income \$75,000 - \$99,999	1,304	10.76%
Income \$100,000 - \$124,999	1,072	8.84%
Income \$125,000 - \$149,999	857	7.07%
Income \$150,000 - \$199,999	1,275	10.52%
Income \$200,000 - \$249,999	842	6.95%
Income \$250,000 - \$499,999	1,695	13.98%
Income \$500,000+	1,909	15.75%
2019 Est. Average Household Income		\$211,085
2019 Est. Median Household Income		\$139,462

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$143,865
Black or African American Alone		\$64,159
American Indian and Alaska Native Alone		\$46,593
Asian Alone		\$134,471
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$110,067
Two or More Races		\$91,323
Hispanic or Latino		\$92,162
Not Hispanic or Latino		\$145,711
2019 Est. Family HH Type by Presence of Own Child.	7,557	
Married-Couple Family, own children	3,179	42.07%
Married-Couple Family, no own children	3,401	45.01%
Male Householder, own children	157	2.08%
Male Householder, no own children	134	1.77%
Female Householder, own children	448	5.93%
Female Householder, no own children	237	3.14%
2019 Est. Households by Household Size	12,122	
1-person	3,651	30.12%
2-person	4,145	34.19%
3-person	1,823	15.04%
4-person	1,669	13.77%
5-person	637	5.26%
6-person	155	1.28%
7-or-more-person	41	0.34%
2019 Est. Average Household Size		2.35

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	12,122	
Households with 1 or More People under Age 18:	3,859	31.84%
Married-Couple Family	3,210	83.18%
Other Family, Male Householder	167	4.33%
Other Family, Female Householder	466	12.08%
Nonfamily, Male Householder	11	0.29%
Nonfamily, Female Householder	6	0.16%
Households with No People under Age 18:	8,263	68.17%
Married-Couple Family	3,371	40.80%
Other Family, Male Householder	125	1.51%
Other Family, Female Householder	221	2.68%
Nonfamily, Male Householder	2,213	26.78%
Nonfamily, Female Householder	2,334	28.25%
2019 Est. Households by Number of Vehicles	12,122	
No Vehicles	351	2.90%
1 Vehicle	3,837	31.65%
2 Vehicles	5,342	44.07%
3 Vehicles	1,952	16.10%
4 Vehicles	519	4.28%
5 or more Vehicles	121	1.00%
2019 Est. Average Number of Vehicles		1.91

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Family Households		
2024 Projection	8,070	
2019 Estimate	7,557	
2010 Census	6,890	
2000 Census	6,921	
Growth 2019 - 2024		6.79%
Growth 2010 - 2019		9.68%
Growth 2000 - 2010		-0.45%
2019 Est. Families by Poverty Status	7,557	
2019 Families at or Above Poverty	7,348	97.23%
2019 Families at or Above Poverty with Children	3,541	46.86%
2019 Families Below Poverty	209	2.77%
2019 Families Below Poverty with Children	149	1.97%
2019 Est. Pop 16+ by Employment Status	23,560	
Civilian Labor Force, Employed	16,249	68.97%
Civilian Labor Force, Unemployed	407	1.73%
Armed Forces	32	0.14%
Not in Labor Force	6,872	29.17%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	16,061	
For-Profit Private Workers	9,258	57.64%
Non-Profit Private Workers	1,083	6.74%
Local Government Workers	110	0.69%
State Government Workers	1,150	7.16%
Federal Government Workers	620	3.86%
Self-Employed Workers	3,809	23.72%
Unpaid Family Workers	32	0.20%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	16,061	
Architect/Engineer	579	3.61%
Arts/Entertainment/Sports	895	5.57%
Building Grounds Maintenance	110	0.69%
Business/Financial Operations	1,540	9.59%
Community/Social Services	241	1.50%
Computer/Mathematical	888	5.53%
Construction/Extraction	96	0.60%
Education/Training/Library	1,375	8.56%
Farming/Fishing/Forestry	2	0.01%
Food Prep/Serving	382	2.38%
Health Practitioner/Technician	1,264	7.87%
Healthcare Support	81	0.50%
Maintenance Repair	105	0.65%
Legal	1,029	6.41%
Life/Physical/Social Science	190	1.18%
Management	3,332	20.75%
Office/Admin. Support	956	5.95%
Production	144	0.90%
Protective Services	176	1.10%
Sales/Related	2,214	13.79%
Personal Care/Service	340	2.12%
Transportation/Moving	122	0.76%
2019 Est. Pop 16+ by Occupation Classification	16,061	
White Collar	14,504	90.31%
Blue Collar	467	2.91%
Service and Farm	1,091	6.79%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	15,822	
Drove Alone	11,836	74.81%
Car Pooled	529	3.34%
Public Transportation	377	2.38%
Walked	250	1.58%
Bicycle	91	0.58%
Other Means	113	0.71%
Worked at Home	2,627	16.60%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,039	
15 - 29 Minutes	6,856	
30 - 44 Minutes	2,033	
45 - 59 Minutes	295	
60 or more Minutes	291	
2019 Est. Avg Travel Time to Work in Minutes		22.07
2019 Est. Occupied Housing Units by Tenure	12,122	
Owner Occupied	7,716	63.65%
Renter Occupied	4,406	36.35%
2019 Owner Occ. HUs: Avg. Length of Residence		13.63
2019 Renter Occ. HUs: Avg. Length of Residence		5.12

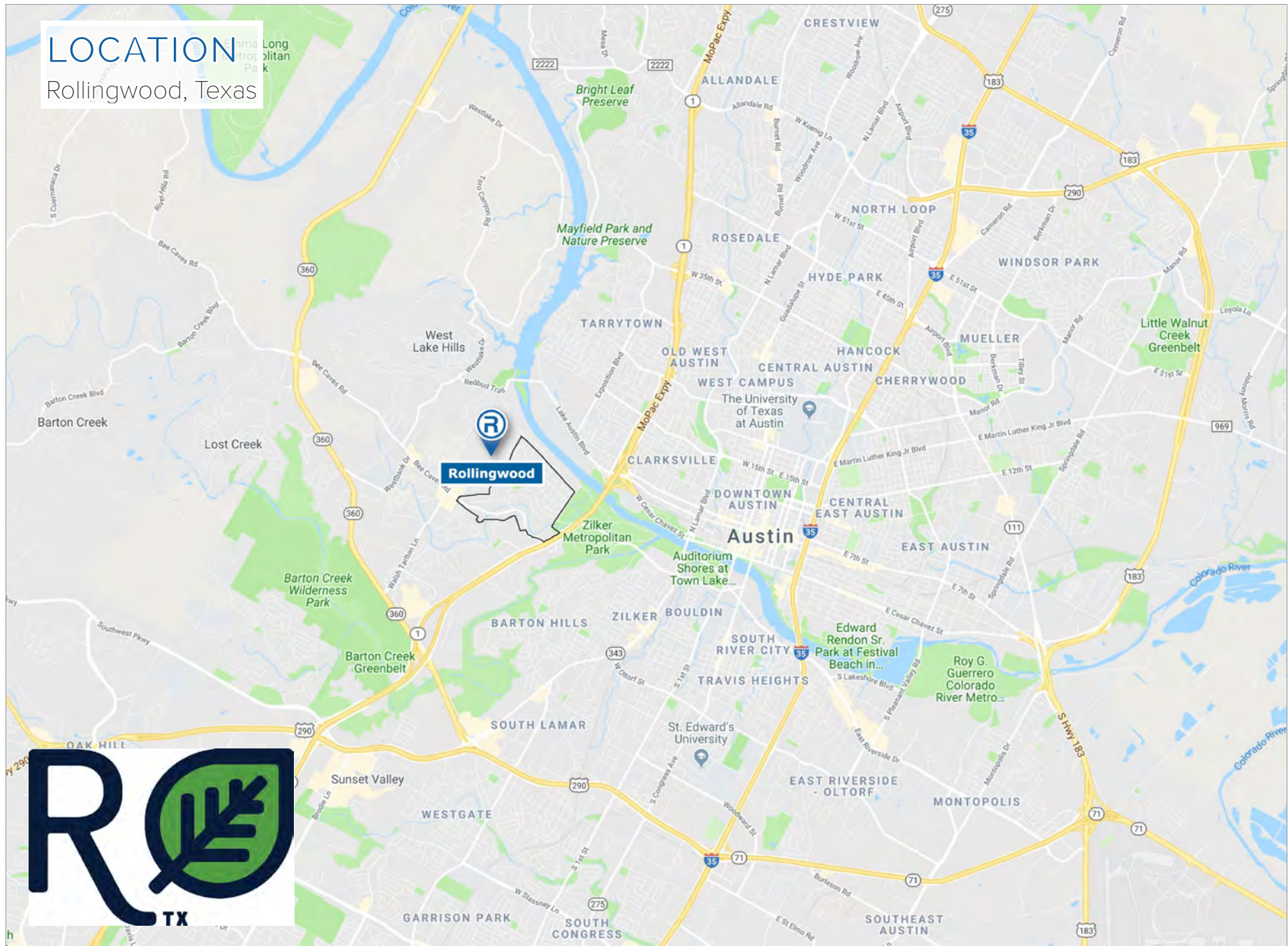
DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	12,122	
Value Less than \$20,000	19	0.25%
Value \$20,000 - \$39,999	2	0.03%
Value \$40,000 - \$59,999	14	0.18%
Value \$60,000 - \$79,999	6	0.08%
Value \$80,000 - \$99,999	7	0.09%
Value \$100,000 - \$149,999	21	0.27%
Value \$150,000 - \$199,999	28	0.36%
Value \$200,000 - \$299,999	144	1.87%
Value \$300,000 - \$399,999	243	3.15%
Value \$400,000 - \$499,999	478	6.20%
Value \$500,000 - \$749,999	1,811	23.47%
Value \$750,000 - \$999,999	1,820	23.59%
Value \$1,000,000 or \$1,499,999	1,731	22.43%
Value \$1,500,000 or \$1,999,999	664	8.61%
Value \$2,000,000+	727	9.42%
2019 Est. Median All Owner-Occupied Housing Value		\$892,742
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	7,790	60.51%
1 Unit Detached	543	4.22%
2 Units	415	3.22%
3 or 4 Units	616	4.79%
5 to 19 Units	1,571	12.20%
20 to 49 Units	536	4.16%
50 or More Units	1,378	10.71%
Mobile Home or Trailer	24	0.19%
Boat, RV, Van, etc.	0	0.00%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	887	6.89%
Housing Units Built 2010 to 2014	215	1.67%
Housing Units Built 2000 to 2009	1,388	10.78%
Housing Units Built 1990 to 1999	2,438	18.94%
Housing Units Built 1980 to 1989	3,096	24.05%
Housing Units Built 1970 to 1979	2,482	19.28%
Housing Units Built 1960 to 1969	1,076	8.36%
Housing Units Built 1950 to 1959	743	5.77%
Housing Units Built 1940 to 1949	308	2.39%
Housing Unit Built 1939 or Earlier	237	1.84%
2019 Est. Median Year Structure Built		1985

LOCATION
Rollingwood, Texas



TheRetailCoach

CONTACT **AMBER A. LEWIS, MPA, CITY ADMINISTRATOR**

City of Rollingwood | 403 Nixon Drive | Rollingwood, Texas 78746 | 512.327.1838 ext. 105
administrator@cityofrollingwood.com | www.rollingwoodtx.gov

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	1,611	
2019 Estimate	1,524	
2010 Census	1,412	
2000 Census	1,344	
Growth 2019 - 2024		5.71%
Growth 2010 - 2019		7.93%
Growth 2000 - 2010		5.06%
2019 Est. Population by Single-Classification Race	1,524	
White Alone	1,441	94.55%
Black or African American Alone	1	0.07%
Amer. Indian and Alaska Native Alone	2	0.13%
Asian Alone	34	2.23%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	8	0.53%
Two or More Races	38	2.49%
2019 Est. Population by Hispanic or Latino Origin	1,524	
Not Hispanic or Latino	1,434	94.10%
Hispanic or Latino	90	5.91%
Mexican	61	67.78%
Puerto Rican	8	8.89%
Cuban	2	2.22%
All Other Hispanic or Latino	19	21.11%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	90	
White Alone	85	94.44%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	5	5.56%
Two or More Races	0	0.00%
2019 Est. Pop by Race, Asian Alone, by Category	34	
Chinese, except Taiwanese	7	20.59%
Filipino	1	2.94%
Japanese	1	2.94%
Asian Indian	12	35.29%
Korean	2	5.88%
Vietnamese	1	2.94%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	10	29.41%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	1,524	
Arab	26	1.71%
Czech	8	0.53%
Danish	4	0.26%
Dutch	6	0.39%
English	155	10.17%
French (except Basque)	22	1.44%
French Canadian	0	0.00%
German	141	9.25%
Greek	3	0.20%
Hungarian	4	0.26%
Irish	126	8.27%
Italian	22	1.44%
Lithuanian	0	0.00%
United States or American	39	2.56%
Norwegian	37	2.43%
Polish	29	1.90%
Portuguese	0	0.00%
Russian	12	0.79%
Scottish	55	3.61%
Scotch-Irish	37	2.43%
Slovak	5	0.33%
Subsaharan African	5	0.33%
Swedish	21	1.38%
Swiss	2	0.13%
Ukrainian	2	0.13%
Welsh	11	0.72%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	517	33.92%
Ancestry Unclassified	235	15.42%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,209	84.72%
Speak Asian/Pacific Island Language at Home	69	4.84%
Speak IndoEuropean Language at Home	61	4.28%
Speak Spanish at Home	88	6.17%
Speak Other Language at Home	0	0.00%
2019 Est. Population by Age	1,524	
Age 0 - 4	97	6.37%
Age 5 - 9	92	6.04%
Age 10 - 14	107	7.02%
Age 15 - 17	72	4.72%
Age 18 - 20	66	4.33%
Age 21 - 24	89	5.84%
Age 25 - 34	136	8.92%
Age 35 - 44	100	6.56%
Age 45 - 54	212	13.91%
Age 55 - 64	265	17.39%
Age 65 - 74	194	12.73%
Age 75 - 84	65	4.27%
Age 85 and over	29	1.90%
Age 16 and over	1,204	79.00%
Age 18 and over	1,156	75.85%
Age 21 and over	1,090	71.52%
Age 65 and over	288	18.90%
2019 Est. Median Age		45.18
2019 Est. Average Age		41.10

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	1,524	
Male	752	49.34%
Female	772	50.66%
2019 Est. Male Population by Age	752	
Age 0 - 4	50	6.65%
Age 5 - 9	47	6.25%
Age 10 - 14	54	7.18%
Age 15 - 17	36	4.79%
Age 18 - 20	34	4.52%
Age 21 - 24	49	6.52%
Age 25 - 34	73	9.71%
Age 35 - 44	45	5.98%
Age 45 - 54	98	13.03%
Age 55 - 64	135	17.95%
Age 65 - 74	92	12.23%
Age 75 - 84	28	3.72%
Age 85 and over	11	1.46%
2019 Est. Median Age, Male		42.76
2019 Est. Average Age, Male		40.10

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	772	
Age 0 - 4	47	6.09%
Age 5 - 9	45	5.83%
Age 10 - 14	53	6.87%
Age 15 - 17	36	4.66%
Age 18 - 20	32	4.15%
Age 21 - 24	40	5.18%
Age 25 - 34	63	8.16%
Age 35 - 44	55	7.12%
Age 45 - 54	114	14.77%
Age 55 - 64	130	16.84%
Age 65 - 74	102	13.21%
Age 75 - 84	37	4.79%
Age 85 and over	18	2.33%
2019 Est. Median Age, Female		46.60
2019 Est. Average Age, Female		42.10
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	230	18.73%
Males, Never Married	135	10.99%
Females, Never Married	95	7.74%
Married, Spouse present	838	68.24%
Married, Spouse absent	28	2.28%
Widowed	69	5.62%
Males Widowed	23	1.87%
Females Widowed	46	3.75%
Divorced	63	5.13%
Males Divorced	22	1.79%
Females Divorced	41	3.34%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5	0.5%
Some High School, no diploma	4	0.4%
High School Graduate (or GED)	28	2.8%
Some College, no degree	117	11.7%
Associate Degree	12	1.2%
Bachelor's Degree	440	44.0%
Master's Degree	208	20.8%
Professional School Degree	151	15.1%
Doctorate Degree	36	3.6%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	0	0.00%
High School Graduate	3	7.69%
Some College or Associate's Degree	1	2.56%
Bachelor's Degree or Higher	35	89.74%
Households		
2024 Projection	576	
2019 Estimate	543	
2010 Census	499	
2000 Census	470	
Growth 2019 - 2024		6.08%
Growth 2010 - 2019		8.82%
Growth 2000 - 2010		6.17%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	543	
Family Households	448	82.51%
Nonfamily Households	95	17.50%
2019 Est. Group Quarters Population	0	
2019 Households by Ethnicity, Hispanic/Latino	23	
2019 Est. Households by Household Income	543	
Income < \$15,000	21	3.87%
Income \$15,000 - \$24,999	3	0.55%
Income \$25,000 - \$34,999	7	1.29%
Income \$35,000 - \$49,999	10	1.84%
Income \$50,000 - \$74,999	35	6.45%
Income \$75,000 - \$99,999	41	7.55%
Income \$100,000 - \$124,999	36	6.63%
Income \$125,000 - \$149,999	40	7.37%
Income \$150,000 - \$199,999	82	15.10%
Income \$200,000 - \$249,999	57	10.50%
Income \$250,000 - \$499,999	107	19.71%
Income \$500,000+	104	19.15%
2019 Est. Average Household Income		\$255,317
2019 Est. Median Household Income		\$197,609

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class, Race or Eth.		
White Alone		\$199,433
Black or African American Alone		\$0
American Indian and Alaska Native Alone		\$6,375
Asian Alone		\$200,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$87,500
Two or More Races		\$200,000
Hispanic or Latino		\$130,024
Not Hispanic or Latino		\$200,000
2019 Est. Family HH Type by Presence of Own Child.	448	
Married-Couple Family, own children	194	43.30%
Married-Couple Family, no own children	202	45.09%
Male Householder, own children	9	2.01%
Male Householder, no own children	7	1.56%
Female Householder, own children	17	3.80%
Female Householder, no own children	19	4.24%
2019 Est. Households by Household Size	543	
1-person	82	15.10%
2-person	195	35.91%
3-person	96	17.68%
4-person	106	19.52%
5-person	51	9.39%
6-person	9	1.66%
7-or-more-person	4	0.74%
2019 Est. Average Household Size		2.81

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	543	
Households with 1 or More People under Age 18:	225	41.44%
Married-Couple Family	198	88.00%
Other Family, Male Householder	9	4.00%
Other Family, Female Householder	18	8.00%
Nonfamily, Male Householder	0	0.00%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	318	58.56%
Married-Couple Family	198	62.26%
Other Family, Male Householder	7	2.20%
Other Family, Female Householder	17	5.35%
Nonfamily, Male Householder	39	12.26%
Nonfamily, Female Householder	57	17.92%
2019 Est. Households by Number of Vehicles	543	
No Vehicles	5	0.92%
1 Vehicle	56	10.31%
2 Vehicles	313	57.64%
3 Vehicles	110	20.26%
4 Vehicles	52	9.58%
5 or more Vehicles	7	1.29%
2019 Est. Average Number of Vehicles		2.3

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Family Households		
2024 Projection	474	
2019 Estimate	448	
2010 Census	412	
2000 Census	393	
Growth 2019 - 2024		5.80%
Growth 2010 - 2019		8.74%
Growth 2000 - 2010		4.84%
2019 Est. Families by Poverty Status	448	
2019 Families at or Above Poverty	443	98.88%
2019 Families at or Above Poverty with Children	218	48.66%
2019 Families Below Poverty	5	1.12%
2019 Families Below Poverty with Children	5	1.12%
2019 Est. Pop 16+ by Employment Status	1,204	
Civilian Labor Force, Employed	776	64.45%
Civilian Labor Force, Unemployed	19	1.58%
Armed Forces	0	0.00%
Not in Labor Force	409	33.97%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	757	
For-Profit Private Workers	390	51.52%
Non-Profit Private Workers	64	8.45%
Local Government Workers	9	1.19%
State Government Workers	41	5.42%
Federal Government Workers	22	2.91%
Self-Employed Workers	231	30.52%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	757	
Architect/Engineer	15	1.98%
Arts/Entertainment/Sports	37	4.89%
Building Grounds Maintenance	6	0.79%
Business/Financial Operations	94	12.42%
Community/Social Services	14	1.85%
Computer/Mathematical	45	5.95%
Construction/Extraction	5	0.66%
Education/Training/Library	30	3.96%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	12	1.59%
Health Practitioner/Technician	88	11.63%
Healthcare Support	0	0.00%
Maintenance Repair	1	0.13%
Legal	84	11.10%
Life/Physical/Social Science	0	0.00%
Management	163	21.53%
Office/Admin. Support	23	3.04%
Production	9	1.19%
Protective Services	2	0.26%
Sales/Related	112	14.80%
Personal Care/Service	16	2.11%
Transportation/Moving	1	0.13%
2019 Est. Pop 16+ by Occupation Classification	757	
White Collar	705	93.13%
Blue Collar	16	2.11%
Service and Farm	36	4.76%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	738	
Drove Alone	485	65.72%
Car Pooled	32	4.34%
Public Transportation	2	0.27%
Walked	9	1.22%
Bicycle	1	0.14%
Other Means	0	0.00%
Worked at Home	209	28.32%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	188	
15 - 29 Minutes	304	
30 - 44 Minutes	42	
45 - 59 Minutes	7	
60 or more Minutes	7	
2019 Est. Avg Travel Time to Work in Minutes		19
2019 Est. Occupied Housing Units by Tenure	543	
Owner Occupied	510	93.92%
Renter Occupied	33	6.08%
2019 Owner Occ. HUs: Avg. Length of Residence		18.6
2019 Renter Occ. HUs: Avg. Length of Residence		5.8

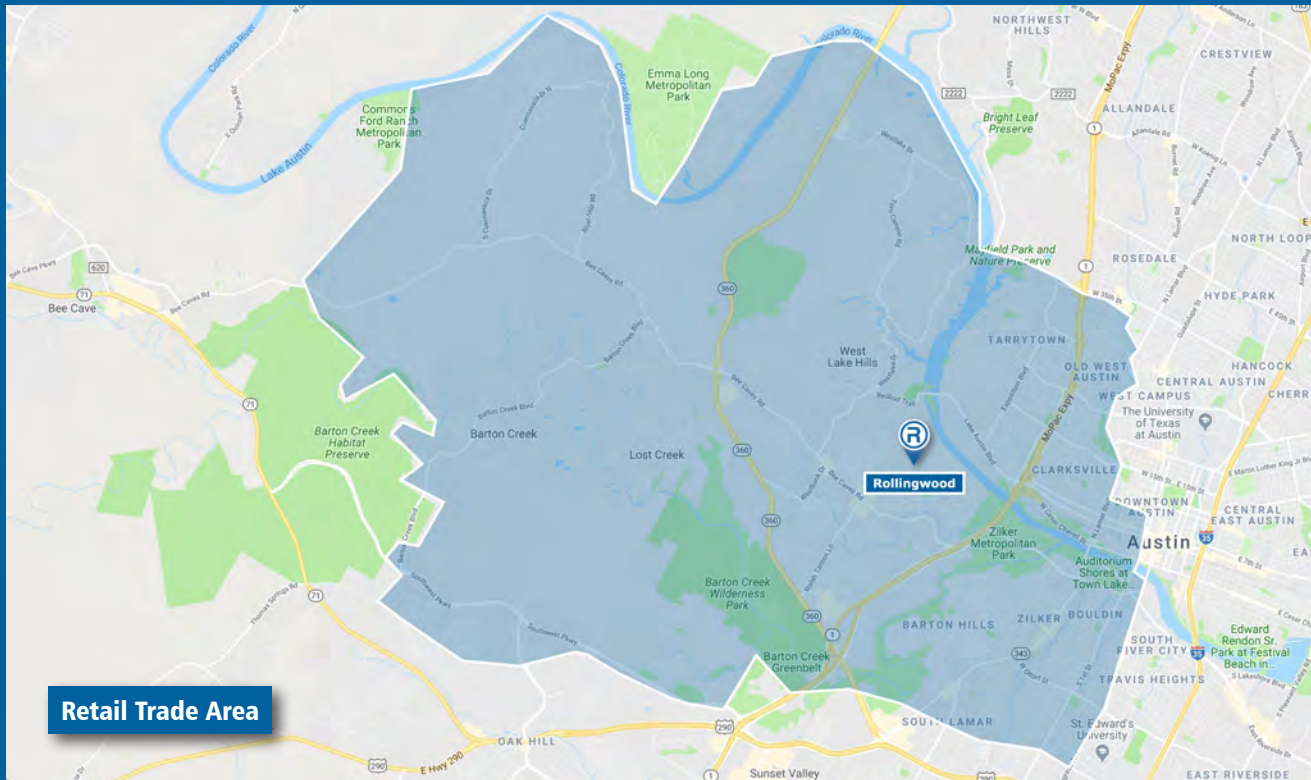
DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	543	
Value Less than \$20,000	2	0.39%
Value \$20,000 - \$39,999	0	0.00%
Value \$40,000 - \$59,999	0	0.00%
Value \$60,000 - \$79,999	0	0.00%
Value \$80,000 - \$99,999	0	0.00%
Value \$100,000 - \$149,999	0	0.00%
Value \$150,000 - \$199,999	0	0.00%
Value \$200,000 - \$299,999	6	1.18%
Value \$300,000 - \$399,999	6	1.18%
Value \$400,000 - \$499,999	14	2.75%
Value \$500,000 - \$749,999	104	20.39%
Value \$750,000 - \$999,999	154	30.20%
Value \$1,000,000 or \$1,499,999	137	26.86%
Value \$1,500,000 or \$1,999,999	45	8.82%
Value \$2,000,000+	42	8.24%
2019 Est. Median All Owner-Occupied Housing Value		\$946,236
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	554	98.75%
1 Unit Detached	2	0.36%
2 Units	4	0.71%
3 or 4 Units	0	0.00%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	1	0.18%
Mobile Home or Trailer	0	0.00%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	39	6.95%
Housing Units Built 2010 to 2014	15	2.67%
Housing Units Built 2000 to 2009	39	6.95%
Housing Units Built 1990 to 1999	32	5.70%
Housing Units Built 1980 to 1989	121	21.57%
Housing Units Built 1970 to 1979	74	13.19%
Housing Units Built 1960 to 1969	118	21.03%
Housing Units Built 1950 to 1959	115	20.50%
Housing Units Built 1940 to 1949	8	1.43%
Housing Unit Built 1939 or Earlier	0	0.00%
2019 Est. Median Year Structure Built		
		1975

Retail Market Profile 2019



Contact Information

Amber A. Lewis, MPA, City Administrator
 City of Rollingwood
 403 Nixon Drive
 Rollingwood, Texas 78746
 Phone 512.327.1838 Ext. 105
administrator@cityofrollingwood.com
www.rollingwoodtx.gov

July 2019. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2019 ESTIMATE	2024 PROJECTION
Retail Trade Area	87,246	92,790	109,142	117,447

Income

	2019 ESTIMATE
Average Household	\$174,709
Median Household	\$111,212
Per Capita	\$82,956

Educational Attainment

	2019 ESTIMATE
Graduate or Professional	31.1%
Bachelor's Degree	42.8%
Associate Degree	3.3%
Some College, No Degree	12.9%
High School Graduate	6.7%
Some High School, No Degree	1.4%
Less than 9th Grade	1.8%

Race Distribution

	2019 ESTIMATE
White	85.27%
Black or African American	1.70%
American Indian/Alaskan	0.45%
Asian	5.98%
Native Hawaiian/Islander	0.05%
Other Race	3.86%
Two or More Races	2.70%
Hispanic or Latino (of any race)	12.61%

Age

GROUPS	2019 ESTIMATE
9 Years and Under	9.99%
10-17 Years	9.23%
18-24 Years	7.21%
25-34 Years	17.13%
35-44 Years	13.75%
45-54 Years	14.38%
55-64 Years	13.89%
65 Years and Over	14.43%
DISTRIBUTION	2019 ESTIMATE
Median Age	39.56
Average Age	40.10





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RETAIL TRADE AREA DEMOGRAPHIC PROFILE

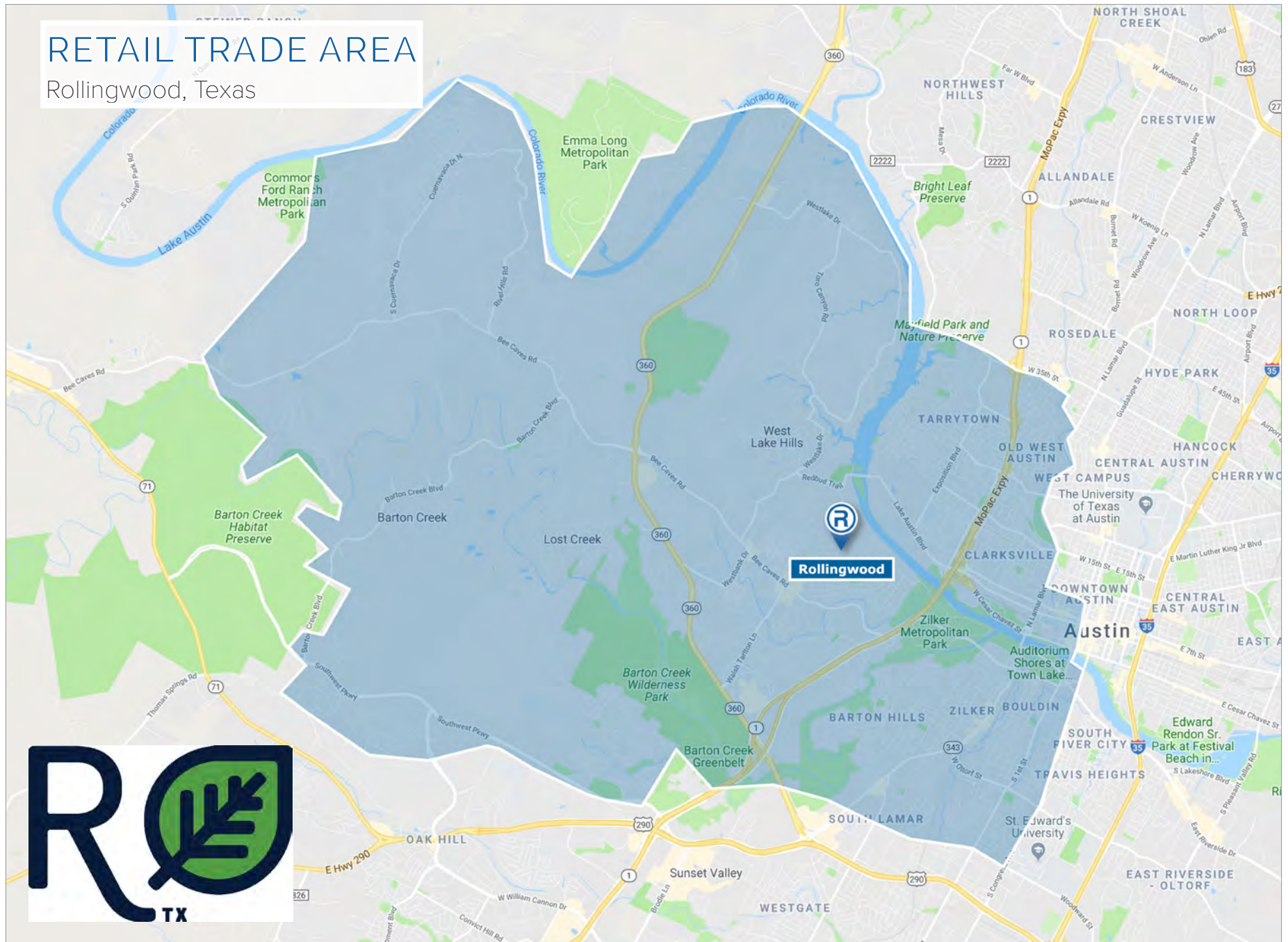
Rollingwood, Texas

Prepared for
City of Rollingwood
July 2019

ROLLINGWOOD
TEXAS

RETAIL TRADE AREA

Rollingwood, Texas



CONTACT AMBER A. LEWIS, MPA, CITY ADMINISTRATOR

City of Rollingwood | 403 Nixon Drive | Rollingwood, Texas 78746 | 512.327.1838 | 105 administrator@cityofrollingwood.com | www.rollingwoodtx.gov

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	117,447	
2019 Estimate	109,142	
2010 Census	92,790	
2000 Census	87,246	
Growth 2019 - 2024		7.61%
Growth 2010 - 2019		17.62%
Growth 2000 - 2010		6.35%
2019 Est. Population by Single-Classification Race	109,142	
White Alone	93,064	85.27%
Black or African American Alone	1,853	1.70%
Amer. Indian and Alaska Native Alone	494	0.45%
Asian Alone	6,525	5.98%
Native Hawaiian and Other Pacific Island Alone	51	0.05%
Some Other Race Alone	4,210	3.86%
Two or More Races	2,945	2.70%
2019 Est. Population by Hispanic or Latino Origin	109,142	
Not Hispanic or Latino	95,384	87.39%
Hispanic or Latino	13,757	12.61%
Mexican	10,424	75.77%
Puerto Rican	335	2.44%
Cuban	261	1.90%
All Other Hispanic or Latino	2,737	19.90%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	13,757	
White Alone	8,507	61.84%
Black or African American Alone	162	1.18%
American Indian and Alaska Native Alone	235	1.71%
Asian Alone	64	0.47%
Native Hawaiian and Other Pacific Islander Alone	9	0.07%
Some Other Race Alone	3,974	28.89%
Two or More Races	807	5.87%
2019 Est. Pop by Race, Asian Alone, by Category	6,525	
Chinese, except Taiwanese	1,778	27.25%
Filipino	185	2.84%
Japanese	103	1.58%
Asian Indian	2,633	40.35%
Korean	618	9.47%
Vietnamese	480	7.36%
Cambodian	1	0.02%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	13	0.20%
All Other Asian Races Including 2+ Category	715	10.96%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	109,142	
Arab	630	0.58%
Czech	1,020	0.94%
Danish	295	0.27%
Dutch	863	0.79%
English	9,258	8.48%
French (except Basque)	2,119	1.94%
French Canadian	242	0.22%
German	10,197	9.34%
Greek	450	0.41%
Hungarian	177	0.16%
Irish	7,001	6.42%
Italian	3,610	3.31%
Lithuanian	43	0.04%
United States or American	4,300	3.94%
Norwegian	953	0.87%
Polish	1,848	1.69%
Portuguese	109	0.10%
Russian	914	0.84%
Scottish	2,825	2.59%
Scotch-Irish	2,204	2.02%
Slovak	127	0.12%
Subsaharan African	399	0.37%
Swedish	1,012	0.93%
Swiss	84	0.08%
Ukrainian	181	0.17%
Welsh	508	0.47%
West Indian (except Hisp. groups)	142	0.13%
Other ancestries	40,745	37.33%
Ancestry Unclassified	16,888	15.47%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	86,225	83.06%
Speak Asian/Pacific Island Language at Home	3,691	3.56%
Speak IndoEuropean Language at Home	3,470	3.34%
Speak Spanish at Home	10,066	9.70%
Speak Other Language at Home	353	0.34%
2019 Est. Population by Age	109,142	
Age 0 - 4	5,337	4.89%
Age 5 - 9	5,564	5.10%
Age 10 - 14	6,232	5.71%
Age 15 - 17	3,842	3.52%
Age 18 - 20	3,444	3.16%
Age 21 - 24	4,421	4.05%
Age 25 - 34	18,691	17.13%
Age 35 - 44	15,009	13.75%
Age 45 - 54	15,694	14.38%
Age 55 - 64	15,162	13.89%
Age 65 - 74	10,669	9.78%
Age 75 - 84	3,638	3.33%
Age 85 and over	1,438	1.32%
Age 16 and over	90,740	83.14%
Age 18 and over	88,166	80.78%
Age 21 and over	84,723	77.63%
Age 65 and over	15,745	14.43%
2019 Est. Median Age		39.56
2019 Est. Average Age		40.10

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	109,142	
Male	54,673	50.09%
Female	54,469	49.91%
2019 Est. Male Population by Age	54,673	
Age 0 - 4	2,729	4.99%
Age 5 - 9	2,851	5.22%
Age 10 - 14	3,164	5.79%
Age 15 - 17	1,960	3.59%
Age 18 - 20	1,769	3.24%
Age 21 - 24	2,194	4.01%
Age 25 - 34	9,632	17.62%
Age 35 - 44	7,624	13.95%
Age 45 - 54	7,768	14.21%
Age 55 - 64	7,574	13.85%
Age 65 - 74	5,252	9.61%
Age 75 - 84	1,661	3.04%
Age 85 and over	495	0.91%
2019 Est. Median Age, Male		38.81
2019 Est. Average Age, Male		39.53

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	54,469	
Age 0 - 4	2,608	4.79%
Age 5 - 9	2,713	4.98%
Age 10 - 14	3,068	5.63%
Age 15 - 17	1,882	3.46%
Age 18 - 20	1,675	3.08%
Age 21 - 24	2,227	4.09%
Age 25 - 34	9,059	16.63%
Age 35 - 44	7,385	13.56%
Age 45 - 54	7,926	14.55%
Age 55 - 64	7,589	13.93%
Age 65 - 74	5,417	9.95%
Age 75 - 84	1,976	3.63%
Age 85 and over	944	1.73%
2019 Est. Median Age, Female		40.34
2019 Est. Average Age, Female		40.61
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	33,667	36.59%
Males, Never Married	18,313	19.90%
Females, Never Married	15,355	16.69%
Married, Spouse present	42,616	46.32%
Married, Spouse absent	2,951	3.21%
Widowed	3,020	3.28%
Males Widowed	834	0.91%
Females Widowed	2,186	2.38%
Divorced	9,754	10.60%
Males Divorced	3,978	4.32%
Females Divorced	5,777	6.28%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,430	1.8%
Some High School, no diploma	1,095	1.4%
High School Graduate (or GED)	5,413	6.7%
Some College, no degree	10,384	12.9%
Associate Degree	2,667	3.3%
Bachelor's Degree	34,354	42.8%
Master's Degree	14,493	18.0%
Professional School Degree	7,110	8.9%
Doctorate Degree	3,356	4.2%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,153	13.82%
High School Graduate	1,029	12.34%
Some College or Associate's Degree	1,581	18.95%
Bachelor's Degree or Higher	4,579	54.89%
Households		
2024 Projection	55,351	
2019 Estimate	51,131	
2010 Census	41,990	
2000 Census	38,177	
Growth 2019 - 2024		8.25%
Growth 2010 - 2019		21.77%
Growth 2000 - 2010		9.99%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	51,131	
Family Households	25,420	49.72%
Nonfamily Households	25,711	50.29%
2019 Est. Group Quarters Population	1,458	
2019 Households by Ethnicity, Hispanic/Latino	5,117	
2019 Est. Households by Household Income	51,131	
Income < \$15,000	2,914	5.70%
Income \$15,000 - \$24,999	1,908	3.73%
Income \$25,000 - \$34,999	2,642	5.17%
Income \$35,000 - \$49,999	3,843	7.52%
Income \$50,000 - \$74,999	6,374	12.47%
Income \$75,000 - \$99,999	5,684	11.12%
Income \$100,000 - \$124,999	4,643	9.08%
Income \$125,000 - \$149,999	3,788	7.41%
Income \$150,000 - \$199,999	4,924	9.63%
Income \$200,000 - \$249,999	3,088	6.04%
Income \$250,000 - \$499,999	5,672	11.09%
Income \$500,000+	5,650	11.05%
2019 Est. Average Household Income		\$174,709
2019 Est. Median Household Income		\$111,212

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$113,483
Black or African American Alone		\$46,596
American Indian and Alaska Native Alone		\$76,578
Asian Alone		\$127,834
Native Hawaiian and Other Pacific Islander Alone		\$105,664
Some Other Race Alone		\$69,352
Two or More Races		\$86,094
Hispanic or Latino		\$74,388
Not Hispanic or Latino		\$117,047
2019 Est. Family HH Type by Presence of Own Child.	25,420	
Married-Couple Family, own children	9,458	37.21%
Married-Couple Family, no own children	11,368	44.72%
Male Householder, own children	707	2.78%
Male Householder, no own children	689	2.71%
Female Householder, own children	1,985	7.81%
Female Householder, no own children	1,212	4.77%
2019 Est. Households by Household Size	51,131	
1-person	19,962	39.04%
2-person	16,999	33.25%
3-person	6,350	12.42%
4-person	5,075	9.93%
5-person	1,961	3.84%
6-person	568	1.11%
7-or-more-person	217	0.42%
2019 Est. Average Household Size		2.12

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	51,131	
Households with 1 or More People under Age 18:	12,590	24.62%
Married-Couple Family	9,602	76.27%
Other Family, Male Householder	772	6.13%
Other Family, Female Householder	2,130	16.92%
Nonfamily, Male Householder	59	0.47%
Nonfamily, Female Householder	28	0.22%
Households with No People under Age 18:	38,541	75.38%
Married-Couple Family	11,218	29.11%
Other Family, Male Householder	625	1.62%
Other Family, Female Householder	1,072	2.78%
Nonfamily, Male Householder	13,114	34.03%
Nonfamily, Female Householder	12,514	32.47%
2019 Est. Households by Number of Vehicles	51,131	
No Vehicles	2,448	4.79%
1 Vehicle	20,178	39.46%
2 Vehicles	20,852	40.78%
3 Vehicles	5,735	11.22%
4 Vehicles	1,480	2.90%
5 or more Vehicles	438	0.86%
2019 Est. Average Number of Vehicles		1.72

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Family Households		
2024 Projection	27,442	
2019 Estimate	25,420	
2010 Census	21,717	
2000 Census	20,521	
Growth 2019 - 2024		7.95%
Growth 2010 - 2019		17.05%
Growth 2000 - 2010		5.83%
2019 Est. Families by Poverty Status	25,420	
2019 Families at or Above Poverty	24,523	96.47%
2019 Families at or Above Poverty with Children	11,375	44.75%
2019 Families Below Poverty	897	3.53%
2019 Families Below Poverty with Children	693	2.73%
2019 Est. Pop 16+ by Employment Status	90,740	
Civilian Labor Force, Employed	65,224	71.88%
Civilian Labor Force, Unemployed	1,880	2.07%
Armed Forces	84	0.09%
Not in Labor Force	23,552	25.96%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	64,056	
For-Profit Private Workers	38,928	60.77%
Non-Profit Private Workers	4,609	7.20%
Local Government Workers	568	0.89%
State Government Workers	4,480	6.99%
Federal Government Workers	2,670	4.17%
Self-Employed Workers	12,707	19.84%
Unpaid Family Workers	95	0.15%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	64,056	
Architect/Engineer	1,834	2.86%
Arts/Entertainment/Sports	3,965	6.19%
Building Grounds Maintenance	561	0.88%
Business/Financial Operations	6,237	9.74%
Community/Social Services	879	1.37%
Computer/Mathematical	3,533	5.52%
Construction/Extraction	1,088	1.70%
Education/Training/Library	4,719	7.37%
Farming/Fishing/Forestry	17	0.03%
Food Prep/Serving	2,346	3.66%
Health Practitioner/Technician	4,183	6.53%
Healthcare Support	430	0.67%
Maintenance Repair	521	0.81%
Legal	3,266	5.10%
Life/Physical/Social Science	652	1.02%
Management	13,140	20.51%
Office/Admin. Support	4,533	7.08%
Production	821	1.28%
Protective Services	405	0.63%
Sales/Related	8,119	12.68%
Personal Care/Service	1,972	3.08%
Transportation/Moving	834	1.30%
2019 Est. Pop 16+ by Occupation Classification	64,056	
White Collar	55,060	85.96%
Blue Collar	3,264	5.10%
Service and Farm	5,731	8.95%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	63,140	
Drove Alone	44,823	70.99%
Car Pooled	2,538	4.02%
Public Transportation	1,549	2.45%
Walked	2,096	3.32%
Bicycle	1,107	1.75%
Other Means	721	1.14%
Worked at Home	10,306	16.32%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	16,869	
15 - 29 Minutes	24,907	
30 - 44 Minutes	8,948	
45 - 59 Minutes	1,877	
60 or more Minutes	1,401	
2019 Est. Avg Travel Time to Work in Minutes		22.83
2019 Est. Occupied Housing Units by Tenure	51,131	
Owner Occupied	27,357	53.50%
Renter Occupied	23,774	46.50%
2019 Owner Occ. HUs: Avg. Length of Residence		12.49
2019 Renter Occ. HUs: Avg. Length of Residence		4.84

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	51,131	
Value Less than \$20,000	122	0.45%
Value \$20,000 - \$39,999	39	0.14%
Value \$40,000 - \$59,999	28	0.10%
Value \$60,000 - \$79,999	24	0.09%
Value \$80,000 - \$99,999	36	0.13%
Value \$100,000 - \$149,999	129	0.47%
Value \$150,000 - \$199,999	201	0.74%
Value \$200,000 - \$299,999	905	3.31%
Value \$300,000 - \$399,999	2,297	8.40%
Value \$400,000 - \$499,999	3,258	11.91%
Value \$500,000 - \$749,999	6,978	25.51%
Value \$750,000 - \$999,999	5,256	19.21%
Value \$1,000,000 or \$1,499,999	4,469	16.34%
Value \$1,500,000 or \$1,999,999	1,721	6.29%
Value \$2,000,000+	1,893	6.92%
2019 Est. Median All Owner-Occupied Housing Value		\$736,265
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	27,273	49.16%
1 Unit Detached	2,641	4.76%
2 Units	2,578	4.65%
3 or 4 Units	2,044	3.69%
5 to 19 Units	5,980	10.78%
20 to 49 Units	3,608	6.50%
50 or More Units	10,876	19.61%
Mobile Home or Trailer	475	0.86%
Boat, RV, Van, etc.	0	0.00%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,991	14.41%
Housing Units Built 2010 to 2014	2,179	3.93%
Housing Units Built 2000 to 2009	10,412	18.77%
Housing Units Built 1990 to 1999	6,735	12.14%
Housing Units Built 1980 to 1989	8,524	15.37%
Housing Units Built 1970 to 1979	6,880	12.40%
Housing Units Built 1960 to 1969	3,957	7.13%
Housing Units Built 1950 to 1959	3,415	6.16%
Housing Units Built 1940 to 1949	2,186	3.94%
Housing Unit Built 1939 or Earlier	3,197	5.76%
2019 Est. Median Year Structure Built		1989



TheRetailCoach®

RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

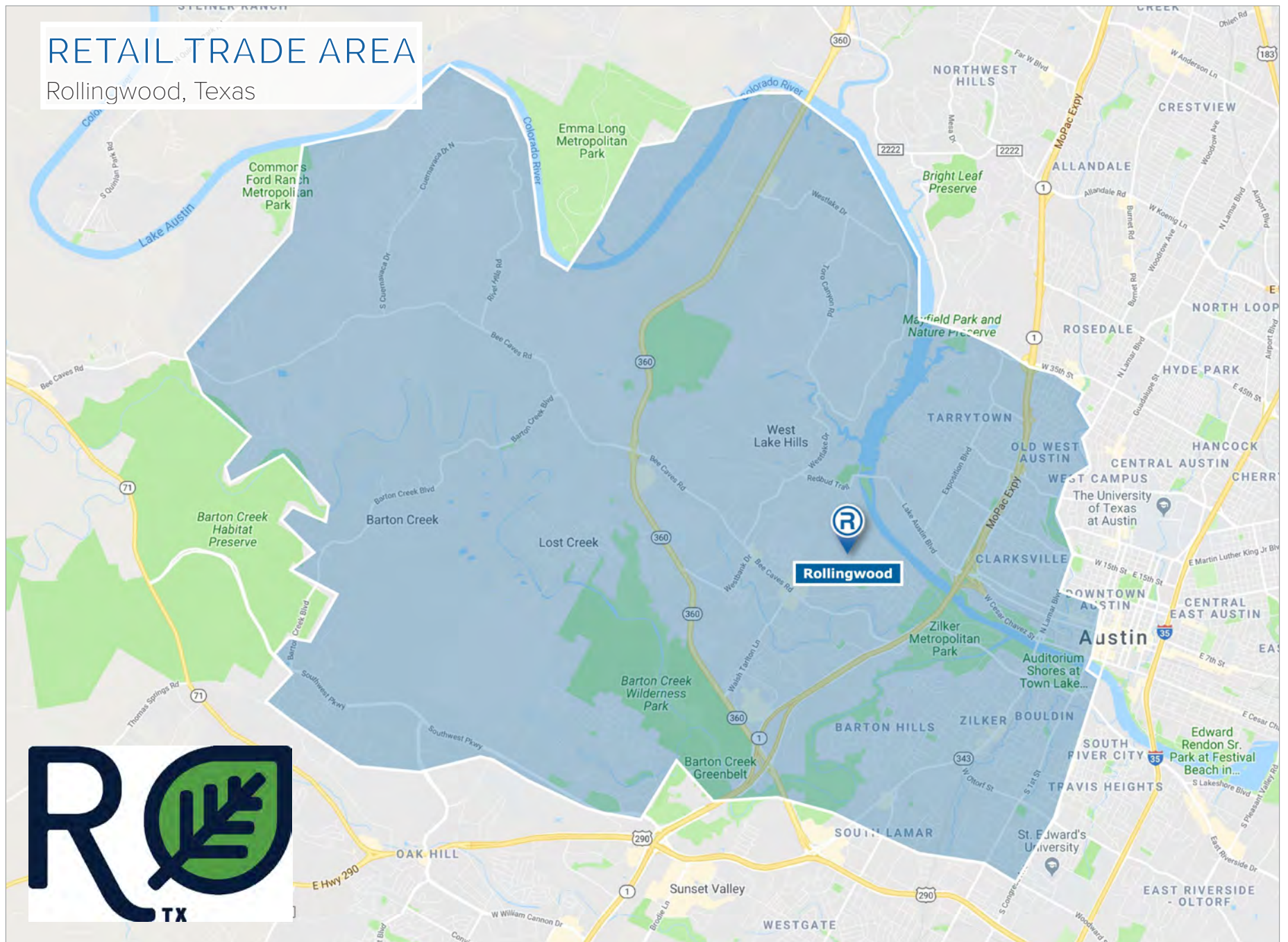
Rollingwood, Texas

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July 2019

ROLLINGWOOD
TEXAS

RETAIL TRADE AREA

Rollingwood, Texas



CONTACT **AMBER A. LEWIS, MPA, CITY ADMINISTRATOR**

City of Rollingwood | 403 Nixon Drive | Rollingwood, Texas 78746 | 512.327.1838 Ext. 105
administrator@cityofrollingwood.com | www.rollingwoodtx.gov

TheRetailCoach®

TAPESTRY SEGMENTATION PROFILE

+ WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

+ WHO SHOULD USE TAPESTRY SEGMENTATION?

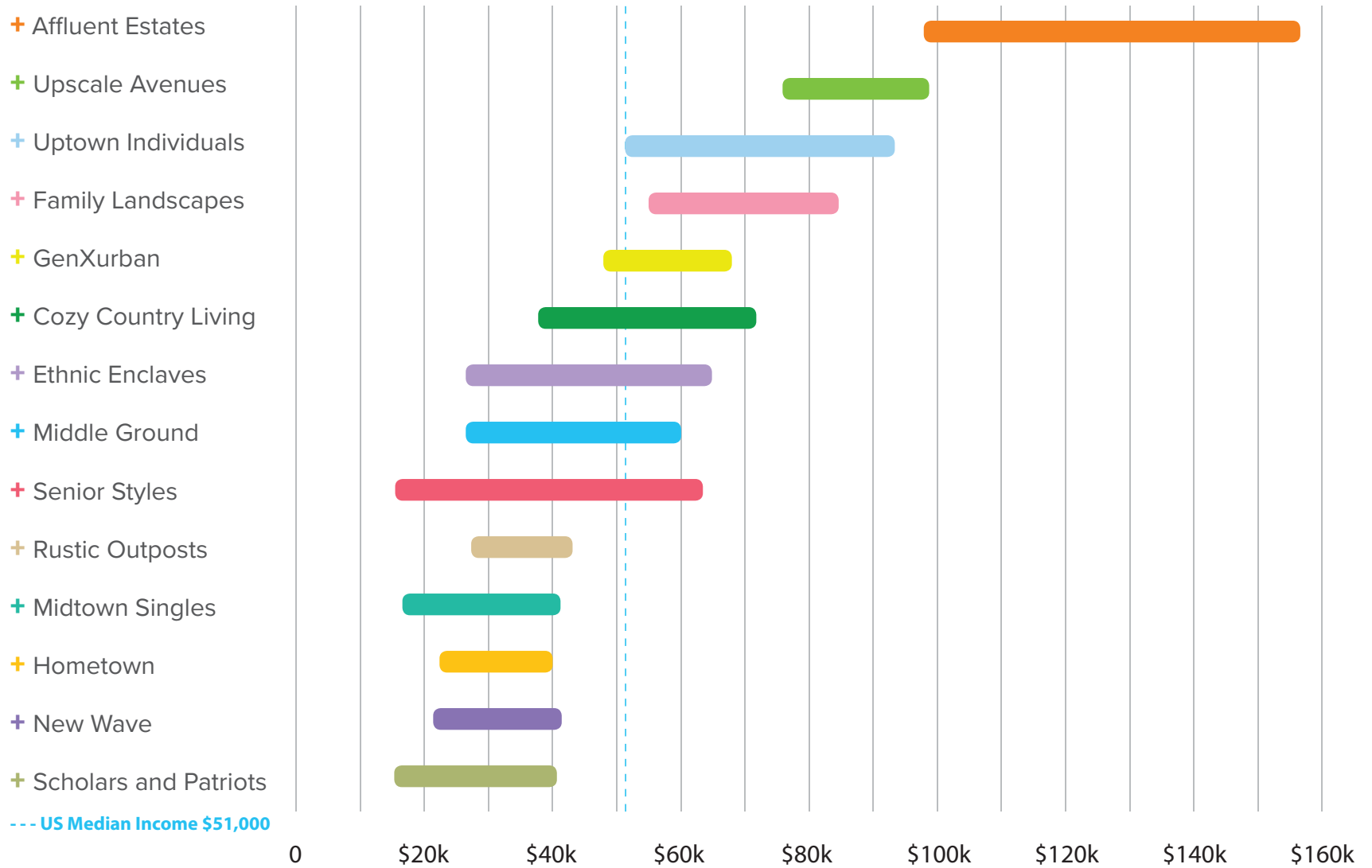
All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

+ TAPESTRY SEGMENTATION SUMMARY GROUPS

Esri’s Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

- L1 Affluent Estates
- L2 Upscale Avenues
- L3 Uptown Individuals
- L4 Family Landscapes
- L5 GenXurban
- L6 Cozy Country Living
- L7 Ethnic Enclaves
- L8 Middle Ground
- L9 Senior Styles
- L10 Rustic Outposts
- L11 Midtown Singles
- L12 Hometown
- L13 New Wave
- L14 Scholars and Patriots

INCOME RANGE OF LIFEMODE SUMMARY GROUPS



RETAIL TRADE AREA • LIFEMODE SUMMARY GROUPS MAP

Rollingwood, Texas

+ L1 AFFLUENT ESTATES

Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES

Prosperous, married couples in higher density neighborhoods

+ L3 UPTOWN INDIVIDUALS

Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES

Successful younger families in newer housing

+ L5 GENXURBAN

Gen X in middle age; families with fewer kids and a mortgage

+ L6 COZY COUNTRY

Empty nesters in bucolic settings

+ L7 ETHNIC ENCLAVES

Established diversity — young, Hispanic homeowners with families

+ L8 MIDDLE GROUND

Lifestyles of thirtysomethings

+ L9 SENIOR STYLES

Senior lifestyles reveal the effects of saving for retirement

+ L10 RUSTIC OUTPOSTS

Country life with older families, older homes

+ L11 MIDTOWN SINGLES

Millennials on the move; single, diverse, and urban

+ L12 HOMETOWN

Growing up and staying close to home; single householders

+ L13 NEXT WAVE

Urban denizens; young, diverse, hardworking families

+ L14 SCHOLARS AND PATRIOTS

College campuses and military neighborhoods



RETAIL TRADE AREA • TOP TAPESTRY SEGMENTS

Rollingwood, Texas



	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Metro Renters (3B)	28.9%	28.9%	1.7%	1.7%	1733
2	Top Tier (1A)	21.4%	50.3%	1.7%	3.4%	1,270
3	Emerald City (8B)	11.2%	61.5%	1.4%	4.8%	787
4	Laptops and Lattes (3A)	10.0%	71.5%	1.1%	5.9%	928
5	Young and Restless (11B)	8.3%	79.8%	1.7%	7.6%	476
	Subtotal	79.8%		7.6%		
6	Urban Chic (2A)	5.1%	84.9%	1.3%	8.9%	390
7	Professional Pride (1B)	3.9%	88.8%	1.6%	10.5%	241
8	Trendsetters (3C)	2.2%	91.0%	1.1%	11.6%	203
9	Enterprising Professionals (2D)	2.0%	93.0%	1.4%	13.0%	142
10	Green Acres (6A)	1.8%	94.8%	3.2%	16.2%	55
	Subtotal	15.0%		8.6%		
11	Savvy Suburbanites (1D)	1.3%	96.1%	3.0%	19.2%	45
12	In Style (5B)	1.1%	97.2%	2.2%	21.4%	47
13	Golden Years (9B)	1.0%	98.2%	1.3%	22.7%	78
14	Metro Fusion (11C)	0.9%	99.1%	1.4%	24.1%	64
15	Boomburbs (1C)	0.8%	99.9%	1.7%	25.8%	44
	Subtotal	5.1%		9.6%		
16	Dorms to Diplomas (14C)	0.0%	99.9%	0.5%	26.3%	3
	Total	100.0%		26.5%		378



LifeMode Group • Uptown Individuals



METRO RENTERS

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city.

This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

US Household // 1,734,000
Average Household Size // 1.66
Median Age // 31.8
Median Household Income // \$52,000

+ OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.



+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

+ SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

+ HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:

Multiunit Rentals

Average Rent:

\$1,310

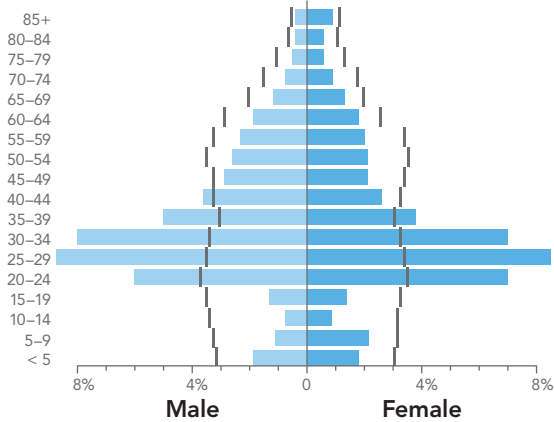
US Average \$990



AGE BY SEX (Esri data)

Median Age: 31.8 US: 37.6

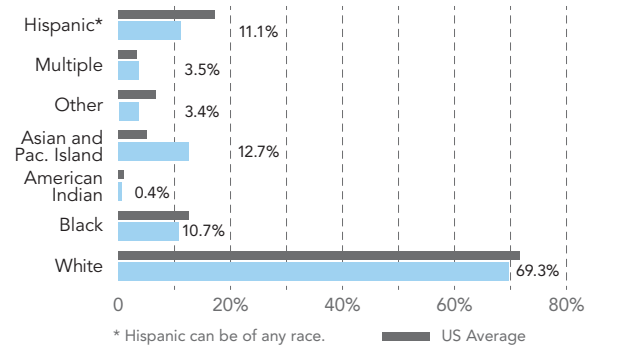
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

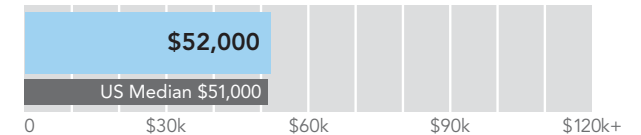
Diversity Index: 59.3 US: 62.1



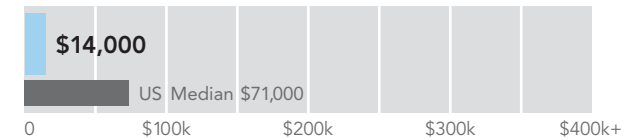
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

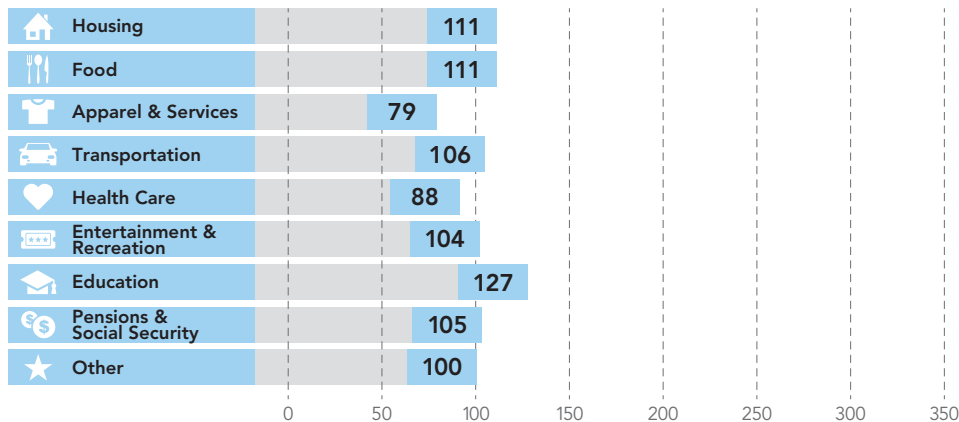


Median Net Worth



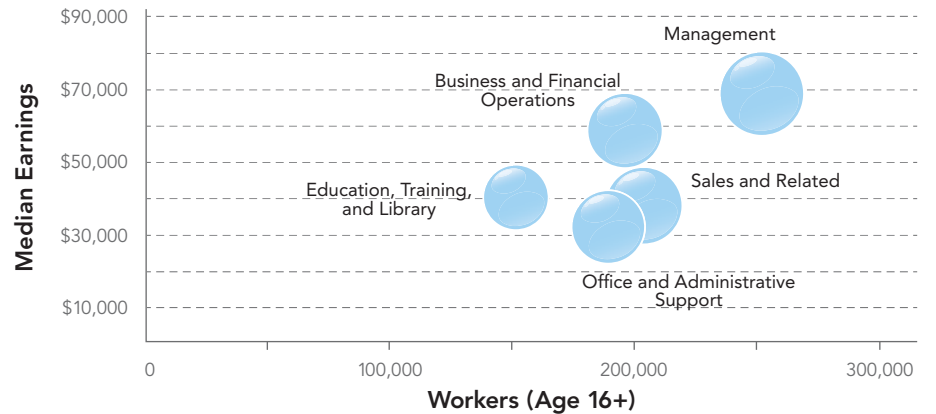
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Affluent Estates

1A TOP TIER

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income.

They have the purchasing power to indulge any choice, but what do their hearts desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

US Household // 2,052,000

Average Household Size // 2.82

Median Age // 46.2

Median Household Income // \$157,000

+ OUR NEIGHBORHOOD

- Married couples without children or married couples with older children dominate this market.
- Housing units are owner occupied with the highest home values—and above average use of mortgages.
- Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.



1A

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- They purchase or lease luxury cars with the latest trim, preferably imports.
- They contribute to arts/cultural organizations, educational and social groups, as well as NPR and PBS.
- Top Tier residents farm out their household chores—every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects.
- Consumers spend money on themselves; they frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs.
- Near or far, downtown or at the beach, they regularly visit their lavish vacation homes.
- When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries.
- Top Tier consumers are shoppers. They shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon.com.
- At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury along the way—a room with a view, limousines, and rental cars are part of the package.

+ SOCIOECONOMIC TRAITS

- Top Tier is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree.
- Annually, they earn more than three times the US median household income, primarily from wages and salary, but also self-employment income (Index 177) and investments (Index 242).
- These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products.
- Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends.
- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

+ HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:

Single Family

Median Value:

\$666,000

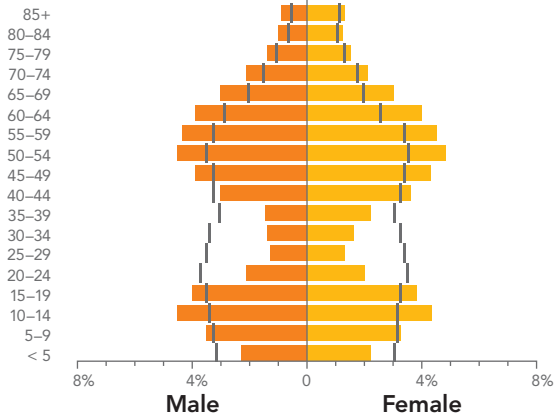
US Median: \$177,000



AGE BY SEX (Esri data)

Median Age: **46.2** US: 37.6

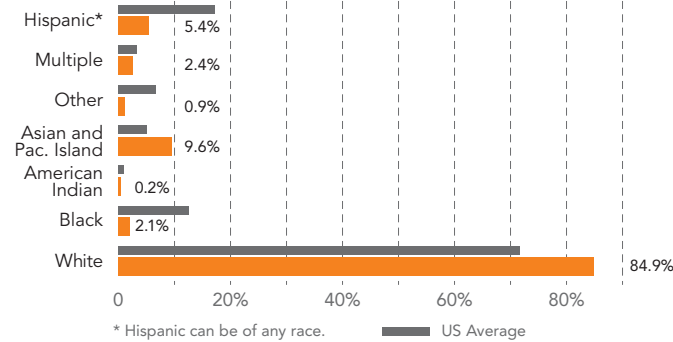
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

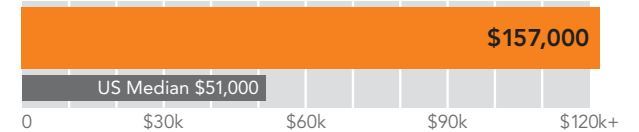
Diversity Index: **34.4** US: 62.1



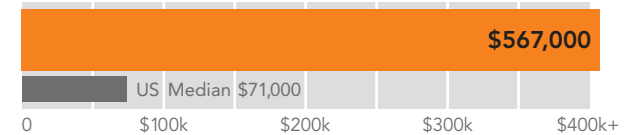
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

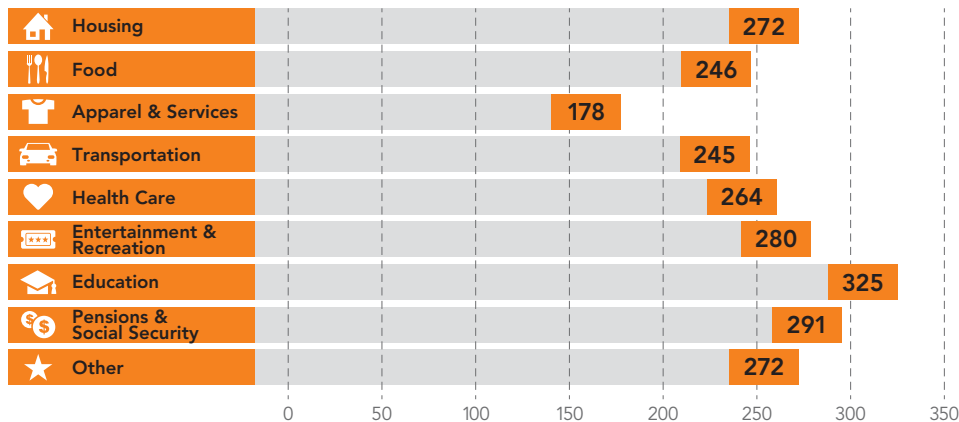


Median Net Worth



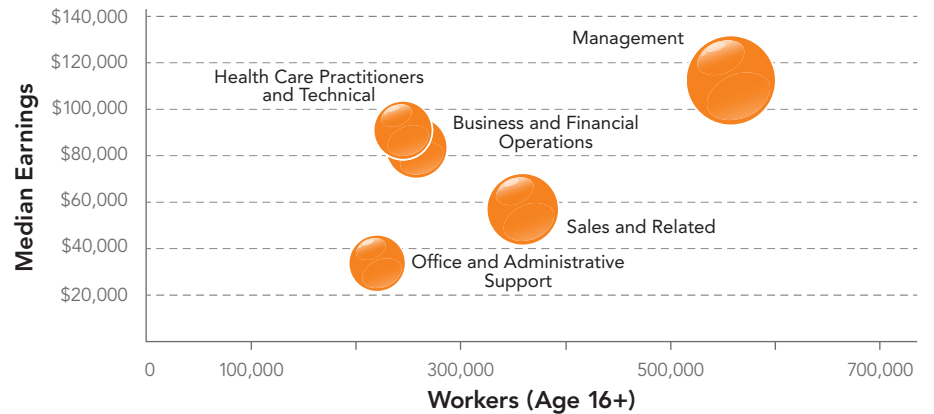
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Middle Ground



EMERALD CITY

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country.

Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

US Household // 1,677,000

Average Household Size // 2.05

Median Age // 36.6

Median Household Income // \$52,000

+ OUR NEIGHBORHOOD

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and nonfamily types make up over half of all households.
- Median home value and average rent are slightly above the US levels; around half of owned homes are worth \$150,000–\$300,000.



8B

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods.
- Budget time—utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging, and online dating.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Go to art galleries and make art at home.

+ SOCIOECONOMIC TRAITS

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

+ HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:

Single Family;
Multiunits

Average Rent:

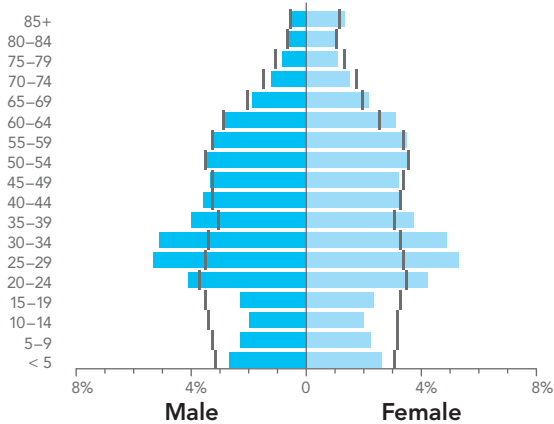
\$1,030
US Average \$990



AGE BY SEX (Esri data)

Median Age: 36.6 US: 37.6

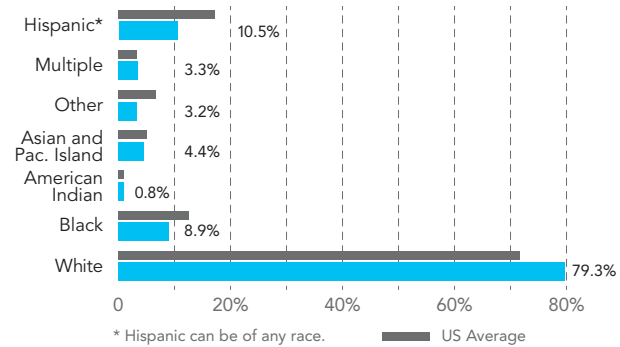
I Indicates US



RACE AND ETHNICITY (Esri data)

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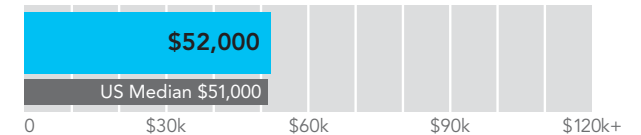
Diversity Index: 48.1 US: 62.1



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

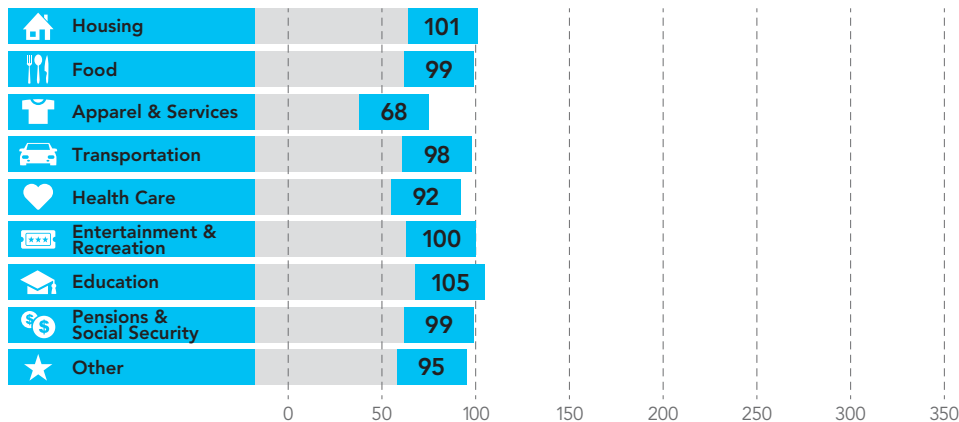


Median Net Worth



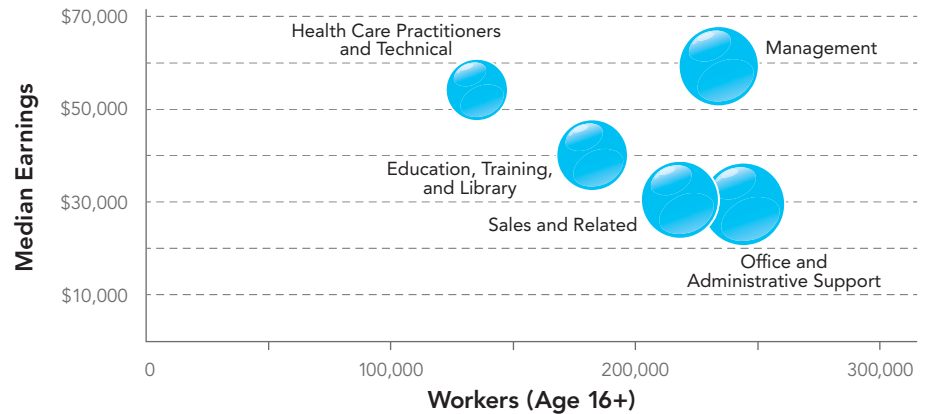
AVERAGE HOUSEHOLD BUDGET INDEX

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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Uptown Individuals

3A

LAPTOPS AND LATTES

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations.

They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected—technologically savvy consumers. They are active and health conscious, and care about the environment.

US Household // 1,240,000

Average Household Size // 1.85

Median Age // 36.9

Median Household Income // \$93,000

+ OUR NEIGHBORHOOD

- 30-something single householders (Index 174), with a number of shared households (Index 246); low average household size of 1.85.
- City dwellers, primarily in apartment buildings: with 2–4 units (Index 190), 5–19 units (Index 223), or 20+ units (Index 548).
- Older housing, 2 out of 3 homes built before 1970; 42% built before 1940 (Index 310).
- Most households renter occupied, with average rent close to \$1,800 monthly (Index 183).
- Many owner-occupied homes valued at \$500,000+ (Index 684).
- Majority of households own no vehicle at 36% (Index 398) or 1 vehicle (41%).



3A

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Support environmental groups, recycle faithfully, and contribute to arts/cultural organizations.
- Invest in mutual funds (bonds) and maintain retirement savings plans.
- Use their laptops, iPads, and mobile phones extensively to stay connected.
- Spend money on nice clothes, dining out, travel, treatments at day spas, and lattes at Starbucks.
- Physical fitness a priority, exercising at a club or other facility on a regular basis.
- Enjoy sports such as jogging/running, biking, tennis, soccer, skiing, yoga, and Pilates, as well as participating in fantasy sports leagues.
- Participate in leisure activities including painting, reading books or the newspaper on their iPad, watching movies rented from Netflix, hiking, backpacking, canoeing/kayaking, as well as going to bars/clubs, the beach, movies, art galleries, museums, the theater, opera, and rock concerts.
- Listen to classic rock, pop/top 40, classical, jazz, reggae, blues, folk, and alternative music.
- Favor organic food, purchasing groceries at higher-end markets.

+ SOCIOECONOMIC TRAITS

- Three out of four have a bachelor's degree or higher (Index 269).
- Unemployment rate is low at 5.3%; labor force participation is high, more than 75%.
- Salaries are the primary source of income for most households, but self-employment income (Index 147) and investment income (Index 167) complement the salaries in this market.
- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.
- Environmentally conscientious but also image-conscious: both impact their purchasing.

+ HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



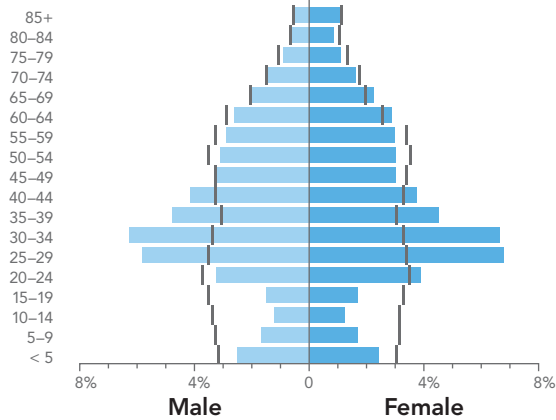
Typical Housing:
High-Density Apartments
Average Rent:
\$1,830
US Average \$990



AGE BY SEX (Esri data)

Median Age: 36.9 US: 37.6

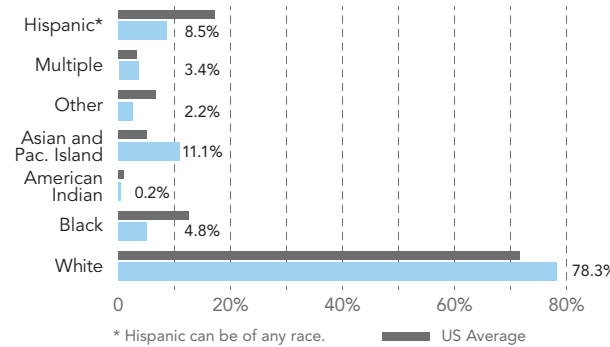
I Indicates US



RACE AND ETHNICITY (Esri data)

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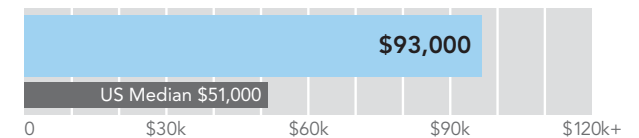
Diversity Index: 47.1 US: 62.1



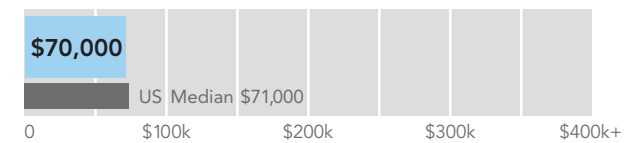
INCOME AND NET WORTH

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Median Household Income

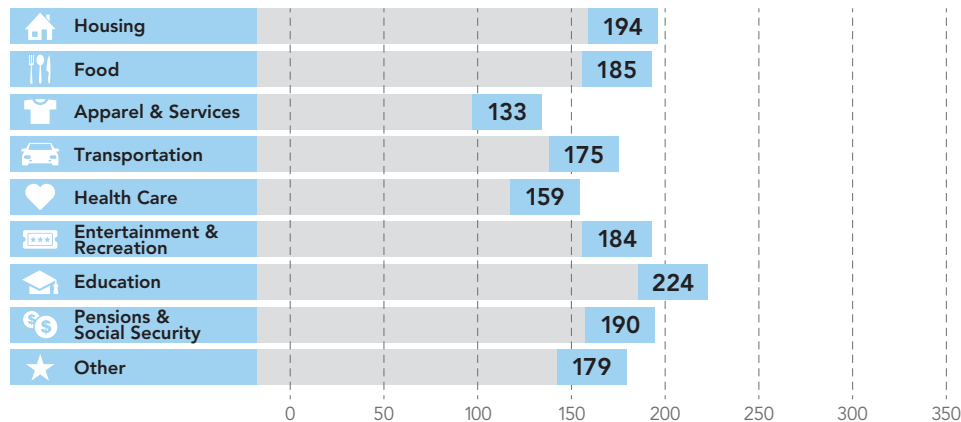


Median Net Worth



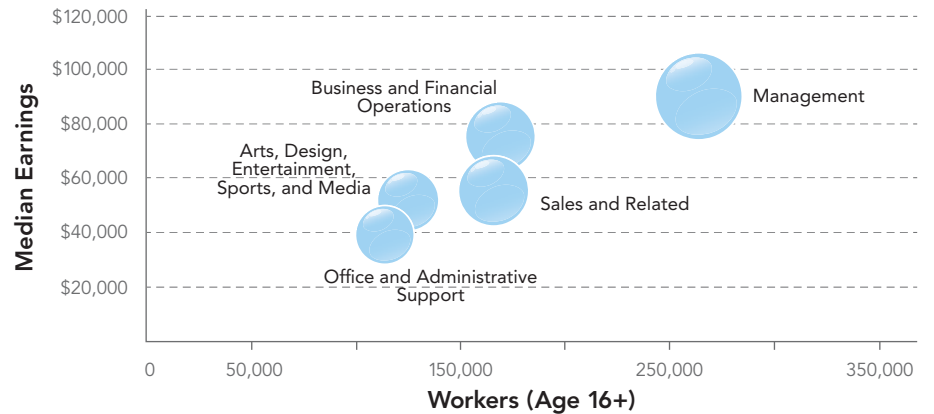
AVERAGE HOUSEHOLD BUDGET INDEX

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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Midtown Singles

11B YOUNG AND RESTLESS

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles.

These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

US Household // 2,005,000

Average Household Size // 2.02

Median Age // 29.4

Median Household Income // \$36,000

+ OUR NEIGHBORHOOD

- One of the youngest markets: Half the householders under age 35; median age 29.4.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- Naturally, one of the top 5 renter markets (Index 237).
- Apartment rentals popular: 45% in 5–19 unit buildings (Index 507), 26% in 20+ unit buildings (Index 325).
- Majority of housing built in 1970 or later (83%).



+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- No landline telephone for majority of HHs, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching MTV and Comedy Central programs, reading fashion magazines, and playing volleyball.
- Listen to blues, jazz, rap, hip hop, and dance music, and read music magazines.
- Purchase natural/organic food, but frequent fast food restaurants.

+ SOCIOECONOMIC TRAITS

- Education completed: 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Education in progress: almost 15% are still enrolled in college (Index 185).
- Labor force participation rate is exceptionally high at 75.4%; unemployment is low at 7.8%.
- These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
- They like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.

+ HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:

Multiunit Rentals

Average Rent:

\$920

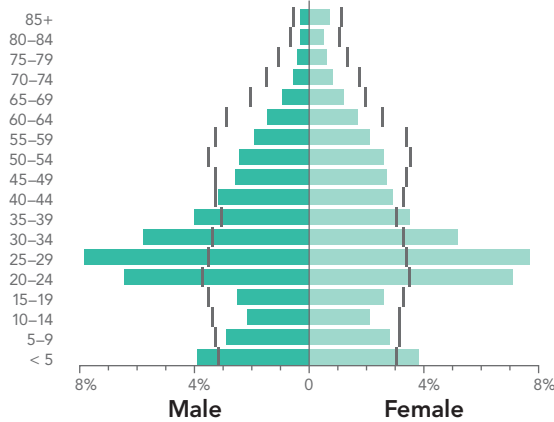
US Average: \$990



AGE BY SEX (Esri data)

Median Age: 29.4 US: 37.6

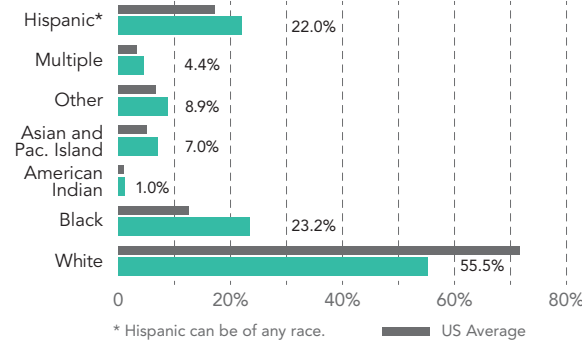
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

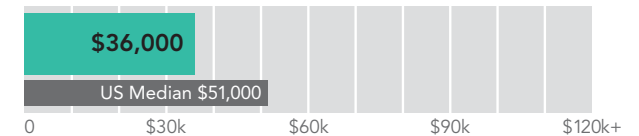
Diversity Index: 76.0 US: 62.1



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

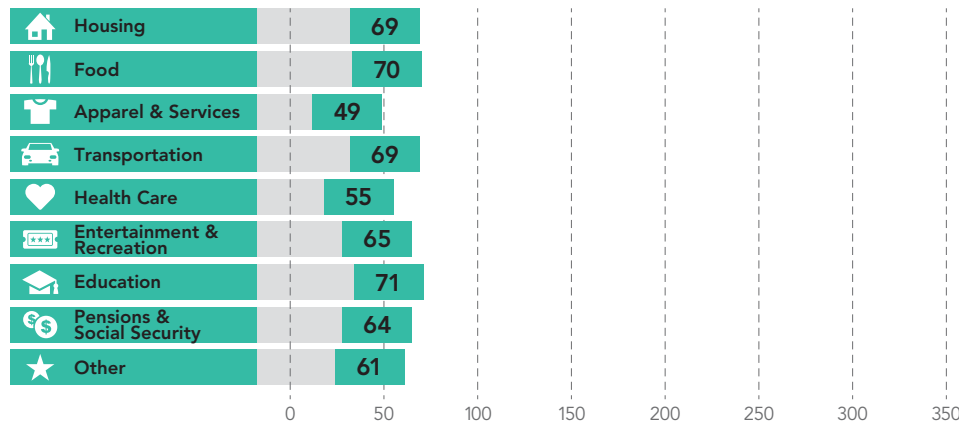


Median Net Worth



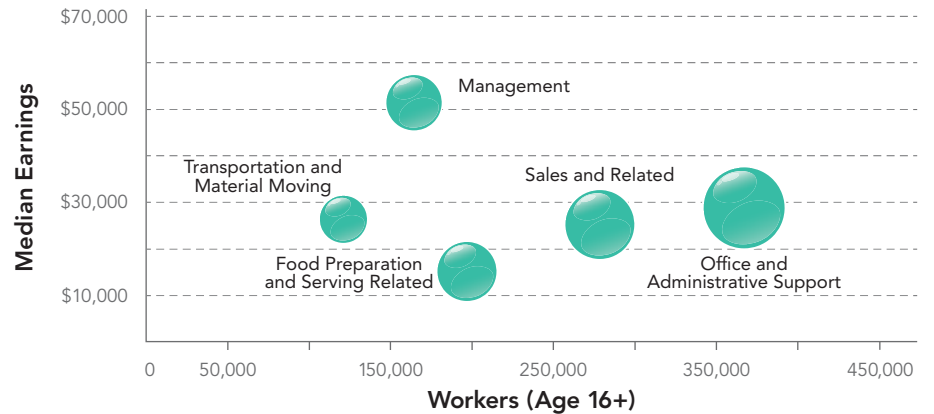
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





TheRetailCoach®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

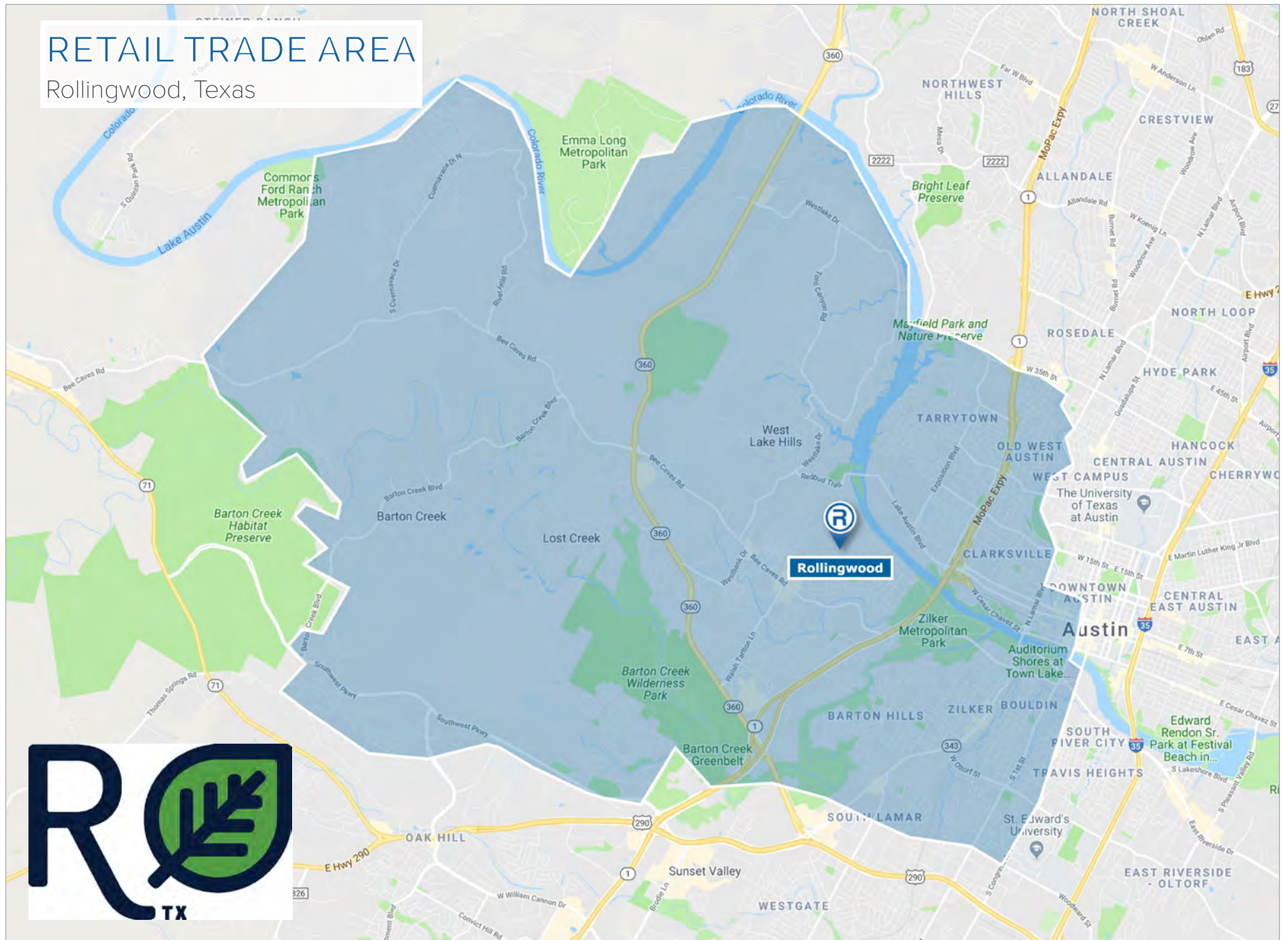
Rollingwood, Texas

Prepared for
City of Rollingwood
August 2019

ROLLINGWOOD
TEXAS

RETAIL TRADE AREA

Rollingwood, Texas



CONTACT AMBER A. LEWIS, MPA, CITY ADMINISTRATOR

City of Rollingwood | 403 Nixon Drive | Rollingwood, Texas 78746 | 512.327.1838 | 105 administrator@cityofrollingwood.com | www.rollingwoodtx.gov

RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Rollingwood, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$1,740,979,745	\$1,286,774,576	\$454,205,169	0.74
441	Motor vehicle and parts dealers	\$360,336,218	\$33,127,076	\$327,209,142	0.09
4411	Automobile dealers	\$323,408,955	\$17,148,382	\$306,260,573	0.05
4412	Other motor vehicle dealers	\$31,161,775	\$10,923,067	\$20,238,708	0.35
4413	Automotive parts, accessories, and tire stores	\$5,765,488	\$5,055,627	\$709,861	0.88
442	Furniture and home furnishings stores	\$23,014,816	\$42,138,659	-\$19,123,843	1.83
4421	Furniture stores	\$14,395,233	\$19,895,117	-\$5,499,884	1.38
4422	Home furnishings stores	\$8,619,583	\$22,243,542	-\$13,623,959	2.58
443	Electronics and appliance stores	\$44,753,617	\$45,014,635	-\$261,018	1.01
443141	Household appliance stores	\$7,308,789	\$1,058,720	\$6,250,069	0.14
443142	Electronics stores	\$37,444,828	\$43,955,915	-\$6,511,087	1.17
444	Building material and garden equipment and supplies dealers	\$99,304,228	\$46,198,253	\$53,105,975	0.47
4441	Building material and supplies dealers	\$85,387,466	\$41,565,919	\$43,821,547	0.49
44411	Home centers	\$48,807,603	\$3,405,453	\$45,402,150	0.07
44412	Paint and wallpaper stores	\$2,158,629	\$11,695,516	-\$9,536,887	5.42
44413	Hardware stores	\$7,288,931	\$5,556,560	\$1,732,371	0.76
44419	Other building material dealers	\$27,132,303	\$20,908,390	\$6,223,913	0.77
4442	Lawn and garden equipment and supplies stores	\$13,916,761	\$4,632,334	\$9,284,427	0.33
44421	Outdoor power equipment stores	\$2,063,224	\$	\$2,063,224	0.00
44422	Nursery, garden center, and farm supply stores	\$11,853,537	\$4,632,334	\$7,221,203	0.39
445	Food and beverage stores	\$221,762,092	\$213,522,303	\$8,239,789	0.96
4451	Grocery stores	\$199,129,647	\$147,357,901	\$51,771,746	0.74
44511	Supermarkets and other grocery (except convenience) stores	\$190,315,274	\$146,186,337	\$44,128,937	0.77
44512	Convenience stores	\$8,814,373	\$1,171,564	\$7,642,809	0.13
4452	Specialty food stores	\$7,587,953	\$41,514,638	-\$33,926,685	5.47
4453	Beer, wine, and liquor stores	\$15,044,492	\$24,649,764	-\$9,605,272	1.64

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Rollingwood, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$65,820,276	\$144,858,544	-\$79,038,268	2.20
44611	Pharmacies and drug stores	\$54,436,330	\$80,958,156	-\$26,521,826	1.49
44612	Cosmetics, beauty supplies, and perfume stores	\$3,664,478	\$38,568,470	-\$34,903,992	10.52
44613	Optical goods stores	\$3,293,002	\$19,066,348	-\$15,773,346	5.79
44619	Other health and personal care stores	\$4,426,467	\$6,265,570	-\$1,839,103	1.42
447	Gasoline stations	\$142,555,940	\$55,201,417	\$87,354,523	0.39
448	Clothing and clothing accessories stores	\$70,630,859	\$239,386,324	-\$168,755,465	3.39
4481	Clothing stores	\$51,625,577	\$186,255,175	-\$134,629,598	3.61
44811	Men's clothing stores	\$2,589,885	\$4,303,663	-\$1,713,778	1.66
44812	Women's clothing stores	\$9,107,220	\$21,169,039	-\$12,061,819	2.32
44813	Children's and infants' clothing stores	\$4,349,140	\$5,660,513	-\$1,311,373	1.30
44814	Family clothing stores	\$29,938,169	\$151,825,716	-\$121,887,547	5.07
44815	Clothing accessories stores	\$2,295,128	\$3,183,351	-\$888,223	1.39
44819	Other clothing stores	\$3,346,035	\$112,893	\$3,233,142	0.03
4482	Shoe stores	\$12,338,630	\$31,713,245	-\$19,374,615	2.57
4483	Jewelry, luggage, and leather goods stores	\$6,666,652	\$21,417,904	-\$14,751,252	3.21
44831	Jewelry stores	\$5,753,774	\$15,623,471	-\$9,869,697	2.72
44832	Luggage and leather goods stores	\$912,878	\$5,794,433	-\$4,881,555	6.35
451	Sporting goods, hobby, musical instrument, and book stores	\$27,689,795	\$31,422,663	-\$3,732,868	1.13
4511	Sporting goods, hobby, and musical instrument stores	\$22,434,229	\$27,369,935	-\$4,935,706	1.22
45111	Sporting goods stores	\$11,051,238	\$16,611,741	-\$5,560,503	1.50
45112	Hobby, toy, and game stores	\$5,633,093	\$10,758,171	-\$5,125,078	1.91
45113	Sewing, needlework, and piece goods stores	\$2,058,852	\$	\$2,058,852	0.00
45114	Musical instrument and supplies stores	\$3,691,046	\$	\$3,691,046	0.00
4512	Book stores and news dealers	\$5,255,566	\$4,052,728	\$1,202,838	0.77

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RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Rollingwood, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$207,103,630	\$176,220,915	\$30,882,715	0.85
4522	Department stores	\$42,490,745	\$122,282,600	-\$79,791,855	2.88
4523	Other general merchandise stores	\$164,612,884	\$53,938,315	\$110,674,569	0.33
453	Miscellaneous store retailers	\$28,512,695	\$58,389,897	-\$29,877,202	2.05
4531	Florists	\$2,756,757	\$1,351,085	\$1,405,672	0.49
4532	Office supplies, stationery, and gift stores	\$11,448,179	\$20,250,738	-\$8,802,559	1.77
45321	Office supplies and stationery stores	\$3,783,414	\$6,231,760	-\$2,448,346	1.65
45322	Gift, novelty, and souvenir stores	\$7,664,765	\$14,018,978	-\$6,354,213	1.83
4533	Used merchandise stores	\$7,190,840	\$8,301,800	-\$1,110,960	1.15
4539	Other miscellaneous store retailers	\$7,116,918	\$28,486,274	-\$21,369,356	4.00
45391	Pet and pet supplies stores	\$1,309,247	\$15,882,393	-\$14,573,146	12.13
45399	All other miscellaneous store retailers	\$5,807,672	\$12,603,881	-\$6,796,209	2.17
454	Non-store retailers	\$177,025,134	\$72,536,310	\$104,488,824	0.41
722	Food services and drinking places	\$272,470,448	\$128,757,580	\$143,712,868	0.47
7223	Special food services	\$23,850,132	\$203,727	\$23,646,405	0.01
7224	Drinking places (alcoholic beverages)	\$8,722,103	\$	\$8,722,103	0.00
7225	Restaurants and other eating places	\$239,898,212	\$128,553,690	\$111,344,522	0.54
722511	Full-service restaurants	\$118,233,564	\$56,029,415	\$62,204,149	0.47
722513	Limited-service restaurants	\$100,648,858	\$53,997,452	\$46,651,406	0.54
722514	Cafeterias, grill buffets, and buffets	\$3,756,202	\$4,821,113	-\$1,064,911	1.28
722515	Snack and nonalcoholic beverage bars	\$17,259,589	\$13,705,710	\$3,553,879	0.79

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	117,447	
2019 Estimate	109,142	
2010 Census	92,790	
2000 Census	87,246	
Growth 2019 - 2024		7.61%
Growth 2010 - 2019		17.62%
Growth 2000 - 2010		6.35%
2019 Est. Population by Single-Classification Race	109,142	
White Alone	93,064	85.27%
Black or African American Alone	1,853	1.70%
Amer. Indian and Alaska Native Alone	494	0.45%
Asian Alone	6,525	5.98%
Native Hawaiian and Other Pacific Island Alone	51	0.05%
Some Other Race Alone	4,210	3.86%
Two or More Races	2,945	2.70%
2019 Est. Population by Hispanic or Latino Origin	109,142	
Not Hispanic or Latino	95,384	87.39%
Hispanic or Latino	13,757	12.61%
Mexican	10,424	75.77%
Puerto Rican	335	2.44%
Cuban	261	1.90%
All Other Hispanic or Latino	2,737	19.90%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	13,757	
White Alone	8,507	61.84%
Black or African American Alone	162	1.18%
American Indian and Alaska Native Alone	235	1.71%
Asian Alone	64	0.47%
Native Hawaiian and Other Pacific Islander Alone	9	0.07%
Some Other Race Alone	3,974	28.89%
Two or More Races	807	5.87%
2019 Est. Pop by Race, Asian Alone, by Category	6,525	
Chinese, except Taiwanese	1,778	27.25%
Filipino	185	2.84%
Japanese	103	1.58%
Asian Indian	2,633	40.35%
Korean	618	9.47%
Vietnamese	480	7.36%
Cambodian	1	0.02%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	13	0.20%
All Other Asian Races Including 2+ Category	715	10.96%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	109,142	
Arab	630	0.58%
Czech	1,020	0.94%
Danish	295	0.27%
Dutch	863	0.79%
English	9,258	8.48%
French (except Basque)	2,119	1.94%
French Canadian	242	0.22%
German	10,197	9.34%
Greek	450	0.41%
Hungarian	177	0.16%
Irish	7,001	6.42%
Italian	3,610	3.31%
Lithuanian	43	0.04%
United States or American	4,300	3.94%
Norwegian	953	0.87%
Polish	1,848	1.69%
Portuguese	109	0.10%
Russian	914	0.84%
Scottish	2,825	2.59%
Scotch-Irish	2,204	2.02%
Slovak	127	0.12%
Subsaharan African	399	0.37%
Swedish	1,012	0.93%
Swiss	84	0.08%
Ukrainian	181	0.17%
Welsh	508	0.47%
West Indian (except Hisp. groups)	142	0.13%
Other ancestries	40,745	37.33%
Ancestry Unclassified	16,888	15.47%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	86,225	83.06%
Speak Asian/Pacific Island Language at Home	3,691	3.56%
Speak IndoEuropean Language at Home	3,470	3.34%
Speak Spanish at Home	10,066	9.70%
Speak Other Language at Home	353	0.34%
2019 Est. Population by Age	109,142	
Age 0 - 4	5,337	4.89%
Age 5 - 9	5,564	5.10%
Age 10 - 14	6,232	5.71%
Age 15 - 17	3,842	3.52%
Age 18 - 20	3,444	3.16%
Age 21 - 24	4,421	4.05%
Age 25 - 34	18,691	17.13%
Age 35 - 44	15,009	13.75%
Age 45 - 54	15,694	14.38%
Age 55 - 64	15,162	13.89%
Age 65 - 74	10,669	9.78%
Age 75 - 84	3,638	3.33%
Age 85 and over	1,438	1.32%
Age 16 and over	90,740	83.14%
Age 18 and over	88,166	80.78%
Age 21 and over	84,723	77.63%
Age 65 and over	15,745	14.43%
2019 Est. Median Age		39.56
2019 Est. Average Age		40.10

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	109,142	
Male	54,673	50.09%
Female	54,469	49.91%
2019 Est. Male Population by Age	54,673	
Age 0 - 4	2,729	4.99%
Age 5 - 9	2,851	5.22%
Age 10 - 14	3,164	5.79%
Age 15 - 17	1,960	3.59%
Age 18 - 20	1,769	3.24%
Age 21 - 24	2,194	4.01%
Age 25 - 34	9,632	17.62%
Age 35 - 44	7,624	13.95%
Age 45 - 54	7,768	14.21%
Age 55 - 64	7,574	13.85%
Age 65 - 74	5,252	9.61%
Age 75 - 84	1,661	3.04%
Age 85 and over	495	0.91%
2019 Est. Median Age, Male		38.81
2019 Est. Average Age, Male		39.53

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	54,469	
Age 0 - 4	2,608	4.79%
Age 5 - 9	2,713	4.98%
Age 10 - 14	3,068	5.63%
Age 15 - 17	1,882	3.46%
Age 18 - 20	1,675	3.08%
Age 21 - 24	2,227	4.09%
Age 25 - 34	9,059	16.63%
Age 35 - 44	7,385	13.56%
Age 45 - 54	7,926	14.55%
Age 55 - 64	7,589	13.93%
Age 65 - 74	5,417	9.95%
Age 75 - 84	1,976	3.63%
Age 85 and over	944	1.73%
2019 Est. Median Age, Female		40.34
2019 Est. Average Age, Female		40.61
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	33,667	36.59%
Males, Never Married	18,313	19.90%
Females, Never Married	15,355	16.69%
Married, Spouse present	42,616	46.32%
Married, Spouse absent	2,951	3.21%
Widowed	3,020	3.28%
Males Widowed	834	0.91%
Females Widowed	2,186	2.38%
Divorced	9,754	10.60%
Males Divorced	3,978	4.32%
Females Divorced	5,777	6.28%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,430	1.8%
Some High School, no diploma	1,095	1.4%
High School Graduate (or GED)	5,413	6.7%
Some College, no degree	10,384	12.9%
Associate Degree	2,667	3.3%
Bachelor's Degree	34,354	42.8%
Master's Degree	14,493	18.0%
Professional School Degree	7,110	8.9%
Doctorate Degree	3,356	4.2%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,153	13.82%
High School Graduate	1,029	12.34%
Some College or Associate's Degree	1,581	18.95%
Bachelor's Degree or Higher	4,579	54.89%
Households		
2024 Projection	55,351	
2019 Estimate	51,131	
2010 Census	41,990	
2000 Census	38,177	
Growth 2019 - 2024		8.25%
Growth 2010 - 2019		21.77%
Growth 2000 - 2010		9.99%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	51,131	
Family Households	25,420	49.72%
Nonfamily Households	25,711	50.29%
2019 Est. Group Quarters Population	1,458	
2019 Households by Ethnicity, Hispanic/Latino	5,117	
2019 Est. Households by Household Income	51,131	
Income < \$15,000	2,914	5.70%
Income \$15,000 - \$24,999	1,908	3.73%
Income \$25,000 - \$34,999	2,642	5.17%
Income \$35,000 - \$49,999	3,843	7.52%
Income \$50,000 - \$74,999	6,374	12.47%
Income \$75,000 - \$99,999	5,684	11.12%
Income \$100,000 - \$124,999	4,643	9.08%
Income \$125,000 - \$149,999	3,788	7.41%
Income \$150,000 - \$199,999	4,924	9.63%
Income \$200,000 - \$249,999	3,088	6.04%
Income \$250,000 - \$499,999	5,672	11.09%
Income \$500,000+	5,650	11.05%
2019 Est. Average Household Income		\$174,709
2019 Est. Median Household Income		\$111,212

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$113,483
Black or African American Alone		\$46,596
American Indian and Alaska Native Alone		\$76,578
Asian Alone		\$127,834
Native Hawaiian and Other Pacific Islander Alone		\$105,664
Some Other Race Alone		\$69,352
Two or More Races		\$86,094
Hispanic or Latino		\$74,388
Not Hispanic or Latino		\$117,047
2019 Est. Family HH Type by Presence of Own Child.	25,420	
Married-Couple Family, own children	9,458	37.21%
Married-Couple Family, no own children	11,368	44.72%
Male Householder, own children	707	2.78%
Male Householder, no own children	689	2.71%
Female Householder, own children	1,985	7.81%
Female Householder, no own children	1,212	4.77%
2019 Est. Households by Household Size	51,131	
1-person	19,962	39.04%
2-person	16,999	33.25%
3-person	6,350	12.42%
4-person	5,075	9.93%
5-person	1,961	3.84%
6-person	568	1.11%
7-or-more-person	217	0.42%
2019 Est. Average Household Size		2.12

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	51,131	
Households with 1 or More People under Age 18:	12,590	24.62%
Married-Couple Family	9,602	76.27%
Other Family, Male Householder	772	6.13%
Other Family, Female Householder	2,130	16.92%
Nonfamily, Male Householder	59	0.47%
Nonfamily, Female Householder	28	0.22%
Households with No People under Age 18:	38,541	75.38%
Married-Couple Family	11,218	29.11%
Other Family, Male Householder	625	1.62%
Other Family, Female Householder	1,072	2.78%
Nonfamily, Male Householder	13,114	34.03%
Nonfamily, Female Householder	12,514	32.47%
2019 Est. Households by Number of Vehicles	51,131	
No Vehicles	2,448	4.79%
1 Vehicle	20,178	39.46%
2 Vehicles	20,852	40.78%
3 Vehicles	5,735	11.22%
4 Vehicles	1,480	2.90%
5 or more Vehicles	438	0.86%
2019 Est. Average Number of Vehicles		1.72

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Family Households		
2024 Projection	27,442	
2019 Estimate	25,420	
2010 Census	21,717	
2000 Census	20,521	
Growth 2019 - 2024		7.95%
Growth 2010 - 2019		17.05%
Growth 2000 - 2010		5.83%
2019 Est. Families by Poverty Status	25,420	
2019 Families at or Above Poverty	24,523	96.47%
2019 Families at or Above Poverty with Children	11,375	44.75%
2019 Families Below Poverty	897	3.53%
2019 Families Below Poverty with Children	693	2.73%
2019 Est. Pop 16+ by Employment Status	90,740	
Civilian Labor Force, Employed	65,224	71.88%
Civilian Labor Force, Unemployed	1,880	2.07%
Armed Forces	84	0.09%
Not in Labor Force	23,552	25.96%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	64,056	
For-Profit Private Workers	38,928	60.77%
Non-Profit Private Workers	4,609	7.20%
Local Government Workers	568	0.89%
State Government Workers	4,480	6.99%
Federal Government Workers	2,670	4.17%
Self-Employed Workers	12,707	19.84%
Unpaid Family Workers	95	0.15%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	64,056	
Architect/Engineer	1,834	2.86%
Arts/Entertainment/Sports	3,965	6.19%
Building Grounds Maintenance	561	0.88%
Business/Financial Operations	6,237	9.74%
Community/Social Services	879	1.37%
Computer/Mathematical	3,533	5.52%
Construction/Extraction	1,088	1.70%
Education/Training/Library	4,719	7.37%
Farming/Fishing/Forestry	17	0.03%
Food Prep/Serving	2,346	3.66%
Health Practitioner/Technician	4,183	6.53%
Healthcare Support	430	0.67%
Maintenance Repair	521	0.81%
Legal	3,266	5.10%
Life/Physical/Social Science	652	1.02%
Management	13,140	20.51%
Office/Admin. Support	4,533	7.08%
Production	821	1.28%
Protective Services	405	0.63%
Sales/Related	8,119	12.68%
Personal Care/Service	1,972	3.08%
Transportation/Moving	834	1.30%
2019 Est. Pop 16+ by Occupation Classification	64,056	
White Collar	55,060	85.96%
Blue Collar	3,264	5.10%
Service and Farm	5,731	8.95%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	63,140	
Drove Alone	44,823	70.99%
Car Pooled	2,538	4.02%
Public Transportation	1,549	2.45%
Walked	2,096	3.32%
Bicycle	1,107	1.75%
Other Means	721	1.14%
Worked at Home	10,306	16.32%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	16,869	
15 - 29 Minutes	24,907	
30 - 44 Minutes	8,948	
45 - 59 Minutes	1,877	
60 or more Minutes	1,401	
2019 Est. Avg Travel Time to Work in Minutes		22.83
2019 Est. Occupied Housing Units by Tenure	51,131	
Owner Occupied	27,357	53.50%
Renter Occupied	23,774	46.50%
2019 Owner Occ. HUs: Avg. Length of Residence		12.49
2019 Renter Occ. HUs: Avg. Length of Residence		4.84

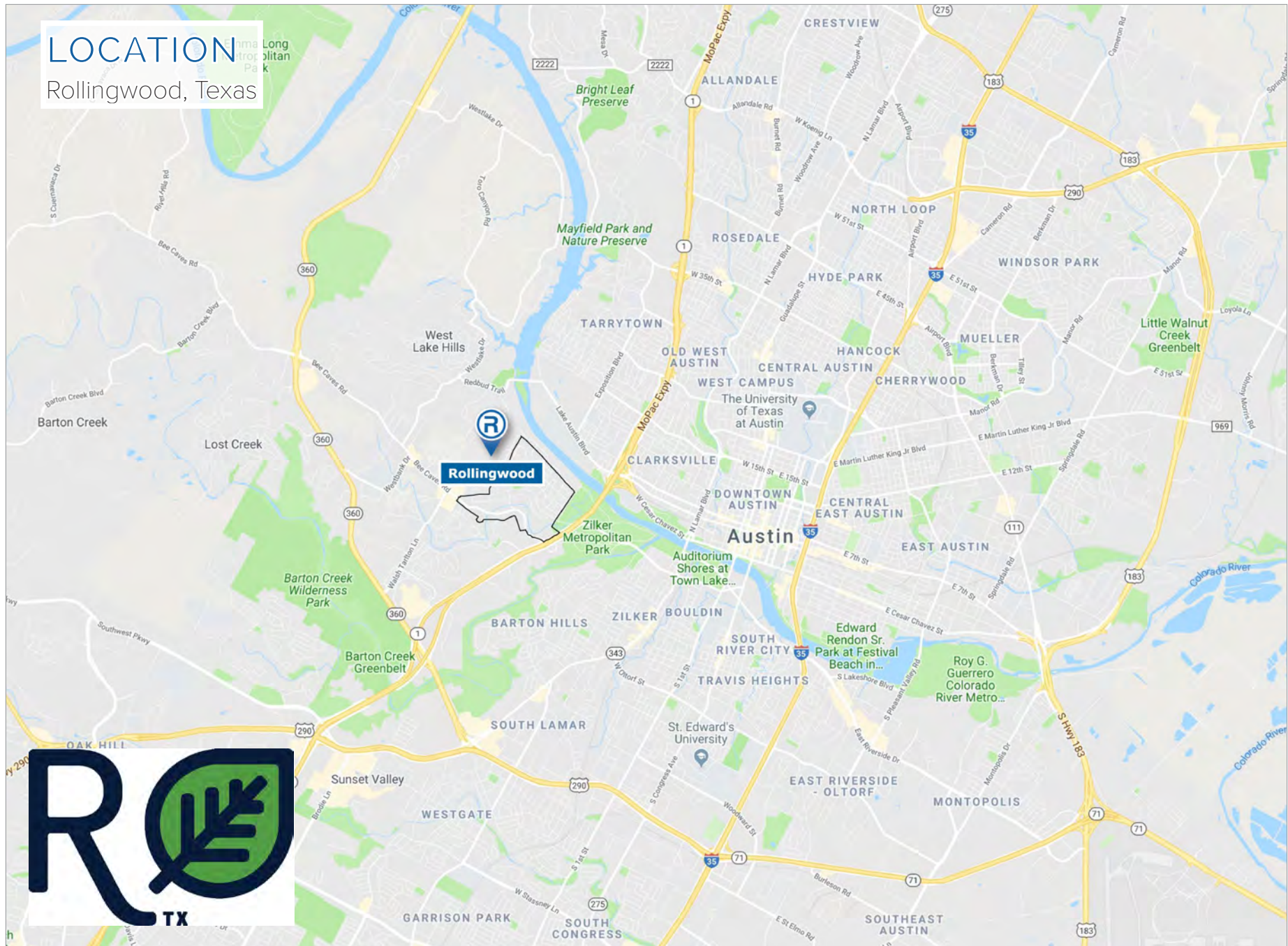
DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	51,131	
Value Less than \$20,000	122	0.45%
Value \$20,000 - \$39,999	39	0.14%
Value \$40,000 - \$59,999	28	0.10%
Value \$60,000 - \$79,999	24	0.09%
Value \$80,000 - \$99,999	36	0.13%
Value \$100,000 - \$149,999	129	0.47%
Value \$150,000 - \$199,999	201	0.74%
Value \$200,000 - \$299,999	905	3.31%
Value \$300,000 - \$399,999	2,297	8.40%
Value \$400,000 - \$499,999	3,258	11.91%
Value \$500,000 - \$749,999	6,978	25.51%
Value \$750,000 - \$999,999	5,256	19.21%
Value \$1,000,000 or \$1,499,999	4,469	16.34%
Value \$1,500,000 or \$1,999,999	1,721	6.29%
Value \$2,000,000+	1,893	6.92%
2019 Est. Median All Owner-Occupied Housing Value		\$736,265
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	27,273	49.16%
1 Unit Detached	2,641	4.76%
2 Units	2,578	4.65%
3 or 4 Units	2,044	3.69%
5 to 19 Units	5,980	10.78%
20 to 49 Units	3,608	6.50%
50 or More Units	10,876	19.61%
Mobile Home or Trailer	475	0.86%
Boat, RV, Van, etc.	0	0.00%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,991	14.41%
Housing Units Built 2010 to 2014	2,179	3.93%
Housing Units Built 2000 to 2009	10,412	18.77%
Housing Units Built 1990 to 1999	6,735	12.14%
Housing Units Built 1980 to 1989	8,524	15.37%
Housing Units Built 1970 to 1979	6,880	12.40%
Housing Units Built 1960 to 1969	3,957	7.13%
Housing Units Built 1950 to 1959	3,415	6.16%
Housing Units Built 1940 to 1949	2,186	3.94%
Housing Unit Built 1939 or Earlier	3,197	5.76%
2019 Est. Median Year Structure Built		1989

LOCATION
Rollingwood, Texas



CONTACT **AMBER A. LEWIS, MPA, CITY ADMINISTRATOR**

City of Rollingwood | 403 Nixon Drive | Rollingwood, Texas 78746 | 512.327.1838 ext. 105
administrator@cityofrollingwood.com | www.rollingwoodtx.gov

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	1,611	
2019 Estimate	1,524	
2010 Census	1,412	
2000 Census	1,344	
Growth 2019 - 2024		5.71%
Growth 2010 - 2019		7.93%
Growth 2000 - 2010		5.06%
2019 Est. Population by Single-Classification Race	1,524	
White Alone	1,441	94.55%
Black or African American Alone	1	0.07%
Amer. Indian and Alaska Native Alone	2	0.13%
Asian Alone	34	2.23%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	8	0.53%
Two or More Races	38	2.49%
2019 Est. Population by Hispanic or Latino Origin	1,524	
Not Hispanic or Latino	1,434	94.10%
Hispanic or Latino	90	5.91%
Mexican	61	67.78%
Puerto Rican	8	8.89%
Cuban	2	2.22%
All Other Hispanic or Latino	19	21.11%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	90	
White Alone	85	94.44%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	5	5.56%
Two or More Races	0	0.00%
2019 Est. Pop by Race, Asian Alone, by Category	34	
Chinese, except Taiwanese	7	20.59%
Filipino	1	2.94%
Japanese	1	2.94%
Asian Indian	12	35.29%
Korean	2	5.88%
Vietnamese	1	2.94%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	10	29.41%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	1,524	
Arab	26	1.71%
Czech	8	0.53%
Danish	4	0.26%
Dutch	6	0.39%
English	155	10.17%
French (except Basque)	22	1.44%
French Canadian	0	0.00%
German	141	9.25%
Greek	3	0.20%
Hungarian	4	0.26%
Irish	126	8.27%
Italian	22	1.44%
Lithuanian	0	0.00%
United States or American	39	2.56%
Norwegian	37	2.43%
Polish	29	1.90%
Portuguese	0	0.00%
Russian	12	0.79%
Scottish	55	3.61%
Scotch-Irish	37	2.43%
Slovak	5	0.33%
Subsaharan African	5	0.33%
Swedish	21	1.38%
Swiss	2	0.13%
Ukrainian	2	0.13%
Welsh	11	0.72%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	517	33.92%
Ancestry Unclassified	235	15.42%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,209	84.72%
Speak Asian/Pacific Island Language at Home	69	4.84%
Speak IndoEuropean Language at Home	61	4.28%
Speak Spanish at Home	88	6.17%
Speak Other Language at Home	0	0.00%
2019 Est. Population by Age	1,524	
Age 0 - 4	97	6.37%
Age 5 - 9	92	6.04%
Age 10 - 14	107	7.02%
Age 15 - 17	72	4.72%
Age 18 - 20	66	4.33%
Age 21 - 24	89	5.84%
Age 25 - 34	136	8.92%
Age 35 - 44	100	6.56%
Age 45 - 54	212	13.91%
Age 55 - 64	265	17.39%
Age 65 - 74	194	12.73%
Age 75 - 84	65	4.27%
Age 85 and over	29	1.90%
Age 16 and over	1,204	79.00%
Age 18 and over	1,156	75.85%
Age 21 and over	1,090	71.52%
Age 65 and over	288	18.90%
2019 Est. Median Age		45.18
2019 Est. Average Age		41.10

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	1,524	
Male	752	49.34%
Female	772	50.66%
2019 Est. Male Population by Age	752	
Age 0 - 4	50	6.65%
Age 5 - 9	47	6.25%
Age 10 - 14	54	7.18%
Age 15 - 17	36	4.79%
Age 18 - 20	34	4.52%
Age 21 - 24	49	6.52%
Age 25 - 34	73	9.71%
Age 35 - 44	45	5.98%
Age 45 - 54	98	13.03%
Age 55 - 64	135	17.95%
Age 65 - 74	92	12.23%
Age 75 - 84	28	3.72%
Age 85 and over	11	1.46%
2019 Est. Median Age, Male		42.76
2019 Est. Average Age, Male		40.10

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	772	
Age 0 - 4	47	6.09%
Age 5 - 9	45	5.83%
Age 10 - 14	53	6.87%
Age 15 - 17	36	4.66%
Age 18 - 20	32	4.15%
Age 21 - 24	40	5.18%
Age 25 - 34	63	8.16%
Age 35 - 44	55	7.12%
Age 45 - 54	114	14.77%
Age 55 - 64	130	16.84%
Age 65 - 74	102	13.21%
Age 75 - 84	37	4.79%
Age 85 and over	18	2.33%
2019 Est. Median Age, Female		46.60
2019 Est. Average Age, Female		42.10
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	230	18.73%
Males, Never Married	135	10.99%
Females, Never Married	95	7.74%
Married, Spouse present	838	68.24%
Married, Spouse absent	28	2.28%
Widowed	69	5.62%
Males Widowed	23	1.87%
Females Widowed	46	3.75%
Divorced	63	5.13%
Males Divorced	22	1.79%
Females Divorced	41	3.34%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5	0.5%
Some High School, no diploma	4	0.4%
High School Graduate (or GED)	28	2.8%
Some College, no degree	117	11.7%
Associate Degree	12	1.2%
Bachelor's Degree	440	44.0%
Master's Degree	208	20.8%
Professional School Degree	151	15.1%
Doctorate Degree	36	3.6%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	0	0.00%
High School Graduate	3	7.69%
Some College or Associate's Degree	1	2.56%
Bachelor's Degree or Higher	35	89.74%
Households		
2024 Projection	576	
2019 Estimate	543	
2010 Census	499	
2000 Census	470	
Growth 2019 - 2024		6.08%
Growth 2010 - 2019		8.82%
Growth 2000 - 2010		6.17%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	543	
Family Households	448	82.51%
Nonfamily Households	95	17.50%
2019 Est. Group Quarters Population	0	
2019 Households by Ethnicity, Hispanic/Latino	23	
2019 Est. Households by Household Income	543	
Income < \$15,000	21	3.87%
Income \$15,000 - \$24,999	3	0.55%
Income \$25,000 - \$34,999	7	1.29%
Income \$35,000 - \$49,999	10	1.84%
Income \$50,000 - \$74,999	35	6.45%
Income \$75,000 - \$99,999	41	7.55%
Income \$100,000 - \$124,999	36	6.63%
Income \$125,000 - \$149,999	40	7.37%
Income \$150,000 - \$199,999	82	15.10%
Income \$200,000 - \$249,999	57	10.50%
Income \$250,000 - \$499,999	107	19.71%
Income \$500,000+	104	19.15%
2019 Est. Average Household Income		\$255,317
2019 Est. Median Household Income		\$197,609

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class, Race or Eth.		
White Alone		\$199,433
Black or African American Alone		\$0
American Indian and Alaska Native Alone		\$6,375
Asian Alone		\$200,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$87,500
Two or More Races		\$200,000
Hispanic or Latino		\$130,024
Not Hispanic or Latino		\$200,000
2019 Est. Family HH Type by Presence of Own Child.	448	
Married-Couple Family, own children	194	43.30%
Married-Couple Family, no own children	202	45.09%
Male Householder, own children	9	2.01%
Male Householder, no own children	7	1.56%
Female Householder, own children	17	3.80%
Female Householder, no own children	19	4.24%
2019 Est. Households by Household Size	543	
1-person	82	15.10%
2-person	195	35.91%
3-person	96	17.68%
4-person	106	19.52%
5-person	51	9.39%
6-person	9	1.66%
7-or-more-person	4	0.74%
2019 Est. Average Household Size		2.81

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	543	
Households with 1 or More People under Age 18:	225	41.44%
Married-Couple Family	198	88.00%
Other Family, Male Householder	9	4.00%
Other Family, Female Householder	18	8.00%
Nonfamily, Male Householder	0	0.00%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	318	58.56%
Married-Couple Family	198	62.26%
Other Family, Male Householder	7	2.20%
Other Family, Female Householder	17	5.35%
Nonfamily, Male Householder	39	12.26%
Nonfamily, Female Householder	57	17.92%
2019 Est. Households by Number of Vehicles	543	
No Vehicles	5	0.92%
1 Vehicle	56	10.31%
2 Vehicles	313	57.64%
3 Vehicles	110	20.26%
4 Vehicles	52	9.58%
5 or more Vehicles	7	1.29%
2019 Est. Average Number of Vehicles		2.3

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
Family Households		
2024 Projection	474	
2019 Estimate	448	
2010 Census	412	
2000 Census	393	
Growth 2019 - 2024		5.80%
Growth 2010 - 2019		8.74%
Growth 2000 - 2010		4.84%
2019 Est. Families by Poverty Status	448	
2019 Families at or Above Poverty	443	98.88%
2019 Families at or Above Poverty with Children	218	48.66%
2019 Families Below Poverty	5	1.12%
2019 Families Below Poverty with Children	5	1.12%
2019 Est. Pop 16+ by Employment Status	1,204	
Civilian Labor Force, Employed	776	64.45%
Civilian Labor Force, Unemployed	19	1.58%
Armed Forces	0	0.00%
Not in Labor Force	409	33.97%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	757	
For-Profit Private Workers	390	51.52%
Non-Profit Private Workers	64	8.45%
Local Government Workers	9	1.19%
State Government Workers	41	5.42%
Federal Government Workers	22	2.91%
Self-Employed Workers	231	30.52%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	757	
Architect/Engineer	15	1.98%
Arts/Entertainment/Sports	37	4.89%
Building Grounds Maintenance	6	0.79%
Business/Financial Operations	94	12.42%
Community/Social Services	14	1.85%
Computer/Mathematical	45	5.95%
Construction/Extraction	5	0.66%
Education/Training/Library	30	3.96%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	12	1.59%
Health Practitioner/Technician	88	11.63%
Healthcare Support	0	0.00%
Maintenance Repair	1	0.13%
Legal	84	11.10%
Life/Physical/Social Science	0	0.00%
Management	163	21.53%
Office/Admin. Support	23	3.04%
Production	9	1.19%
Protective Services	2	0.26%
Sales/Related	112	14.80%
Personal Care/Service	16	2.11%
Transportation/Moving	1	0.13%
2019 Est. Pop 16+ by Occupation Classification	757	
White Collar	705	93.13%
Blue Collar	16	2.11%
Service and Farm	36	4.76%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	738	
Drove Alone	485	65.72%
Car Pooled	32	4.34%
Public Transportation	2	0.27%
Walked	9	1.22%
Bicycle	1	0.14%
Other Means	0	0.00%
Worked at Home	209	28.32%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	188	
15 - 29 Minutes	304	
30 - 44 Minutes	42	
45 - 59 Minutes	7	
60 or more Minutes	7	
2019 Est. Avg Travel Time to Work in Minutes		19
2019 Est. Occupied Housing Units by Tenure	543	
Owner Occupied	510	93.92%
Renter Occupied	33	6.08%
2019 Owner Occ. HUs: Avg. Length of Residence		18.6
2019 Renter Occ. HUs: Avg. Length of Residence		5.8

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	543	
Value Less than \$20,000	2	0.39%
Value \$20,000 - \$39,999	0	0.00%
Value \$40,000 - \$59,999	0	0.00%
Value \$60,000 - \$79,999	0	0.00%
Value \$80,000 - \$99,999	0	0.00%
Value \$100,000 - \$149,999	0	0.00%
Value \$150,000 - \$199,999	0	0.00%
Value \$200,000 - \$299,999	6	1.18%
Value \$300,000 - \$399,999	6	1.18%
Value \$400,000 - \$499,999	14	2.75%
Value \$500,000 - \$749,999	104	20.39%
Value \$750,000 - \$999,999	154	30.20%
Value \$1,000,000 or \$1,499,999	137	26.86%
Value \$1,500,000 or \$1,999,999	45	8.82%
Value \$2,000,000+	42	8.24%
2019 Est. Median All Owner-Occupied Housing Value		\$946,236
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	554	98.75%
1 Unit Detached	2	0.36%
2 Units	4	0.71%
3 or 4 Units	0	0.00%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	1	0.18%
Mobile Home or Trailer	0	0.00%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

Rollingwood, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	39	6.95%
Housing Units Built 2010 to 2014	15	2.67%
Housing Units Built 2000 to 2009	39	6.95%
Housing Units Built 1990 to 1999	32	5.70%
Housing Units Built 1980 to 1989	121	21.57%
Housing Units Built 1970 to 1979	74	13.19%
Housing Units Built 1960 to 1969	118	21.03%
Housing Units Built 1950 to 1959	115	20.50%
Housing Units Built 1940 to 1949	8	1.43%
Housing Unit Built 1939 or Earlier	0	0.00%
2019 Est. Median Year Structure Built		
		1975



TheRetailCoach®

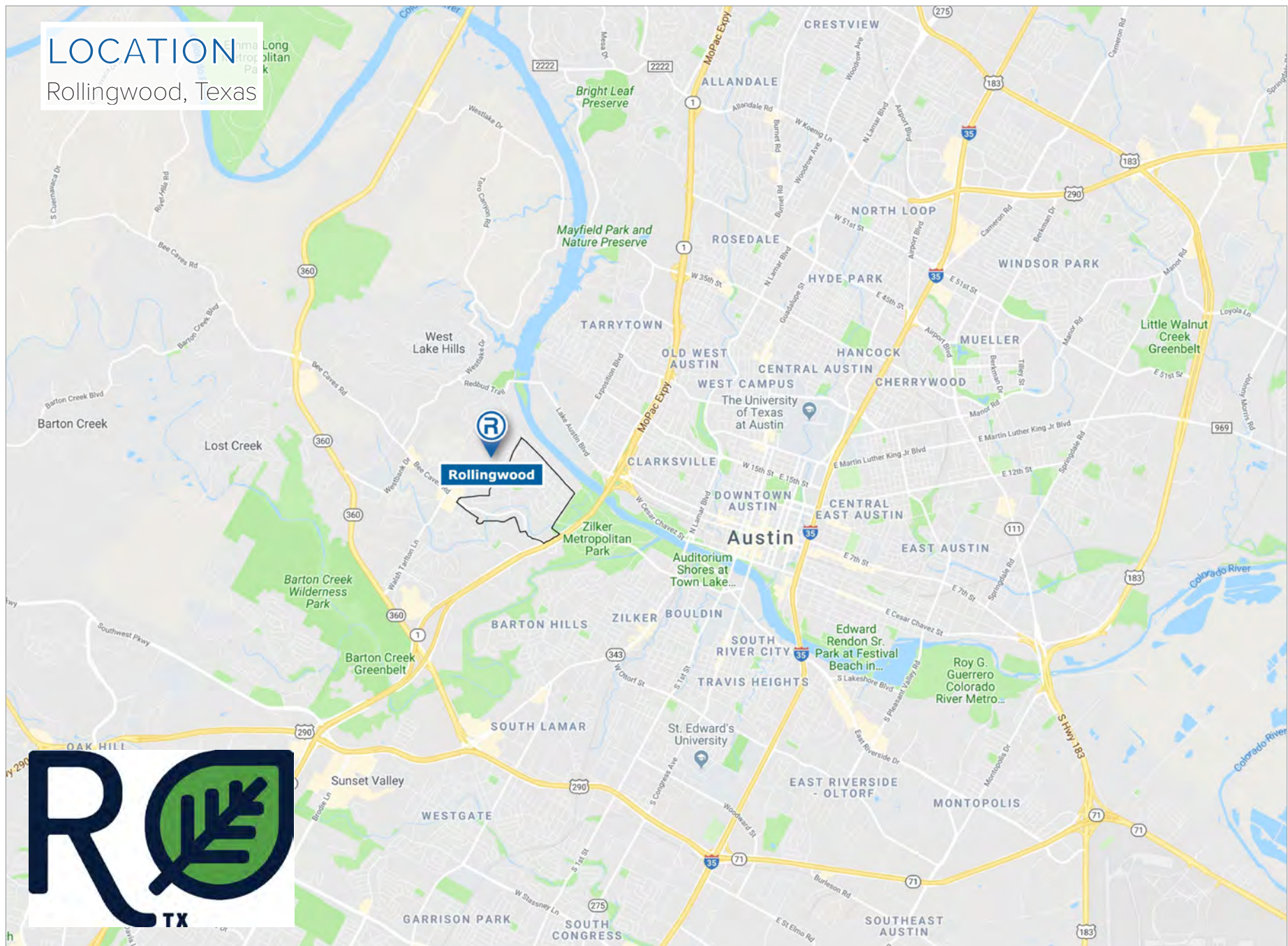
COMMUNITY WORKPLACE POPULATION

Rollingwood, Texas

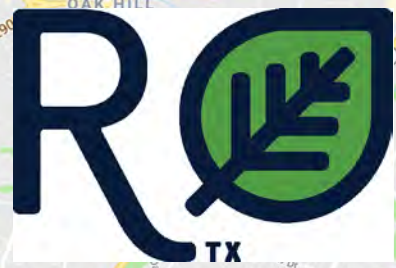
Prepared for
City of Rollingwood
July 2019

ROLLINGWOOD
TEXAS

LOCATION
Rollingwood, Texas



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CONTACT **AMBER A. LEWIS, MPA, CITY ADMINISTRATOR**

City of Rollingwood | 403 Nixon Drive | Rollingwood, Texas 78746 | 512.327.1838 ext. 105
administrator@cityofrollingwood.com | www.rollingwoodtx.gov

COMMUNITY • WORKPLACE POPULATION

Rollingwood, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	369	2,791	7
11: Agriculture, Forestry, Fishing and Hunting	3	12	4
111: Crop Production	1	2	2
112: Animal Production and Aquaculture	2	10	5
113: Forestry and Logging			
114: Fishing, Hunting and Trapping			
115: Support Activities for Agriculture and Forestry			
21: Mining, Quarrying, and Oil and Gas Extraction			
211: Oil and Gas Extraction			
212: Mining (except Oil and Gas)			
213: Support Activities for Mining			
22: Utilities			
221: Utilities			
23: Construction	16	84	5
236: Construction of Buildings	10	63	6
237: Heavy and Civil Engineering Construction	1	4	4
238: Specialty Trade Contractors	5	17	3
31: Manufacturing	1	20	20
311: Food Manufacturing	1	20	20
312: Beverage and Tobacco Product Manufacturing			
313: Textile Mills			
314: Textile Product Mills			
315: Apparel Manufacturing			
316: Leather and Allied Product Manufacturing			

COMMUNITY • WORKPLACE POPULATION

Rollingwood, Texas



BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
32: Manufacturing	2	9	4
321: Wood Product Manufacturing			
322: Paper Manufacturing			
323: Printing and Related Support Activities	2	9	4
324: Petroleum and Coal Products Manufacturing			
325: Chemical Manufacturing			
326: Plastics and Rubber Products Manufacturing			
327: Nonmetallic Mineral Product Manufacturing			
33: Manufacturing	2	7	3
331: Primary Metal Manufacturing			
332: Fabricated Metal Product Manufacturing			
333: Machinery Manufacturing			
334: Computer and Electronic Product Manufacturing			
335: Electrical Equipment, Appliance, and Component Manufacturing			
336: Transportation Equipment Manufacturing			
337: Furniture and Related Product Manufacturing			
339: Miscellaneous Manufacturing	2	7	3
42: Wholesale Trade	6	48	8
423: Merchant Wholesalers, Durable Goods	5	43	8
424: Merchant Wholesalers, Nondurable Goods	1	5	5
425: Wholesale Electronic Markets and Agents and Brokers			

COMMUNITY • WORKPLACE POPULATION

Rollingwood, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
44: Retail Trade	17	160	9
441: Motor Vehicle and Parts Dealers			
442: Furniture and Home Furnishings Stores	3	33	11
443: Electronics and Appliance Stores	3	16	5
444: Building Material and Garden Equipment and Supplies Dealers			
445: Food and Beverage Stores	2	62	31
446: Health and Personal Care Stores	5	34	6
447: Gasoline Stations	2	9	4
448: Clothing and Clothing Accessories Stores	2	6	3
45: Retail Trade	4	14	3
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores			
452: General Merchandise Stores			
453: Miscellaneous Store Retailers	3	12	4
454: Nonstore Retailers	1	2	2
48: Transportation and Warehousing			
481: Air Transportation			
482: Rail Transportation			
483: Water Transportation			
484: Truck Transportation			
485: Transit and Ground Passenger Transportation			
486: Pipeline Transportation			
487: Scenic and Sightseeing Transportation			
488: Support Activities for Transportation			

COMMUNITY • WORKPLACE POPULATION

Rollingwood, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
49: Transportation and Warehousing			
491: Postal Service			
492: Couriers and Messengers			
493: Warehousing and Storage			
51: Information	11	101	9
511: Publishing Industries (except Internet)	4	69	17
512: Motion Picture and Sound Recording Industries			
515: Broadcasting (except Internet)			
517: Telecommunications	3	20	6
518: Data Processing, Hosting, and Related Services	1	4	4
519: Other Information Services	3	8	2
52: Finance and Insurance	27	293	10
521: Monetary Authorities-Central Bank			
522: Credit Intermediation and Related Activities	13	223	17
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	7	41	5
524: Insurance Carriers and Related Activities	7	29	4
525: Funds, Trusts, and Other Financial Vehicles			
53: Real Estate and Rental and Leasing	16	162	10
531: Real Estate	16	162	10
532: Rental and Leasing Services			
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)			
54: Professional, Scientific, and Technical Services	63	902	14
541: Professional, Scientific, and Technical Services	63	902	14

COMMUNITY • WORKPLACE POPULATION

Rollingwood, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
55: Management of Companies and Enterprises	2	10	5
551: Management of Companies and Enterprises	2	10	5
56: Administrative and Support and Waste Management and Remediation Services	7	45	6
561: Administrative and Support Services	7	45	6
562: Waste Management and Remediation Services			
61: Educational Services	5	63	12
611: Educational Services	5	63	12
62: Health Care and Social Assistance	103	536	5
621: Ambulatory Health Care Services	87	294	3
622: Hospitals	4	178	44
623: Nursing and Residential Care Facilities	1	25	25
624: Social Assistance	11	39	3
71: Arts, Entertainment, and Recreation	6	46	7
711: Performing Arts, Spectator Sports, and Related Industries			
712: Museums, Historical Sites, and Similar Institutions			
713: Amusement, Gambling, and Recreation Industries	6	46	7
72: Accommodation and Food Services	5	78	15
721: Accommodation			
722: Food Services and Drinking Places	5	78	15

COMMUNITY • WORKPLACE POPULATION

Rollingwood, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
81: Other Services (except Public Administration)	20	154	7
811: Repair and Maintenance	6	80	13
812: Personal and Laundry Services	10	50	5
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	4	24	6
92: Public Administration	2	23	11
921: Executive, Legislative, and Other General Government Support	1	14	14
922: Justice, Public Order, and Safety Activities	1	9	9
923: Administration of Human Resource Programs			
924: Administration of Environmental Quality Programs			
925: Administration of Housing Programs, Urban Planning, and Community Development			
926: Administration of Economic Programs			
927: Space Research and Technology			
928: National Security and International Affairs			
99: Unassigned	51	24	1
999: Unassigned	51	24	1



ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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.

The Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

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 Analytica, ESRI, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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