



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Fredericksburg, Texas

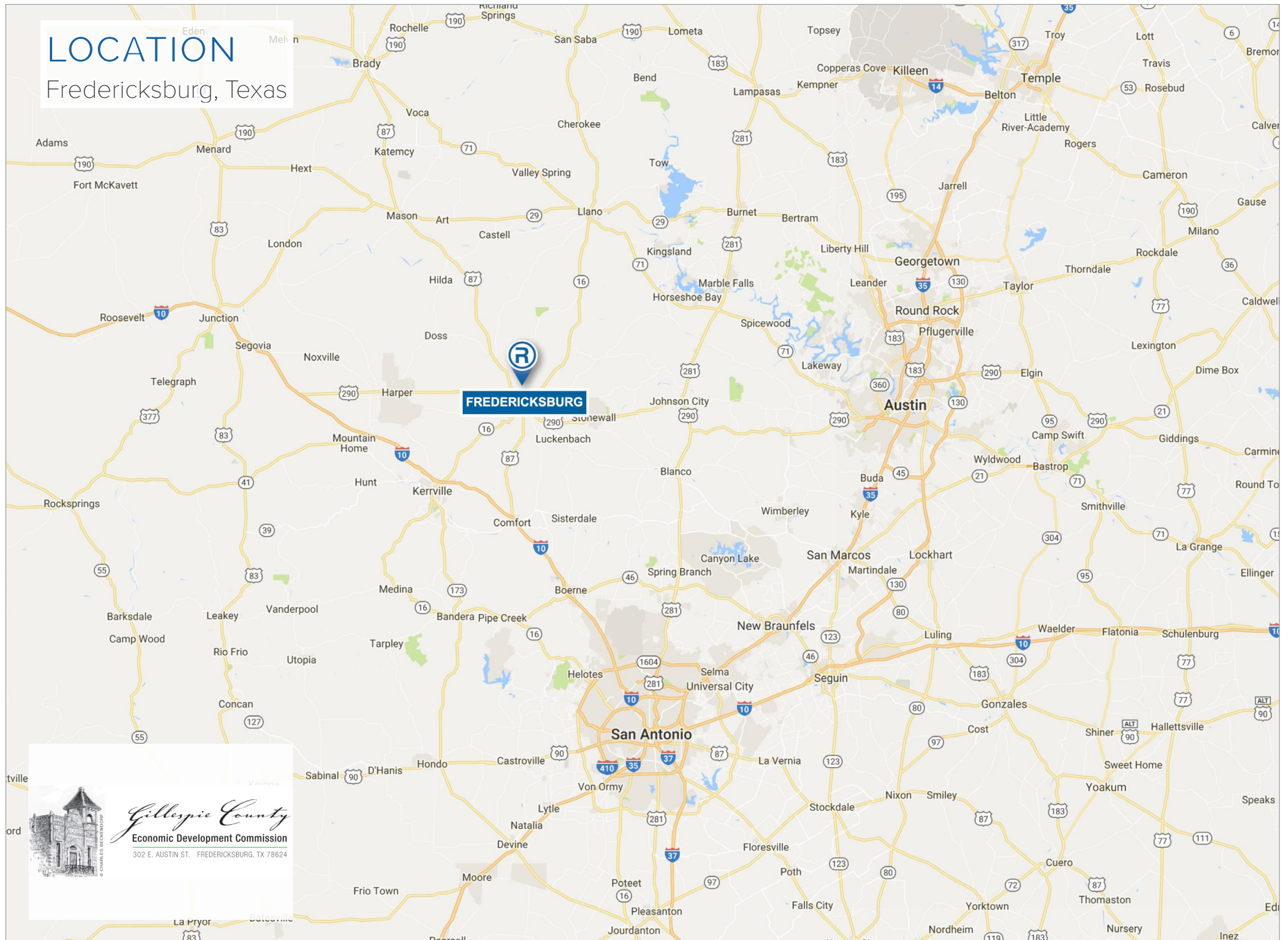
Prepared for
Gillespie County Economic Development Commission
February 2019



Gillespie County
Economic Development Commission
302 E. AUSTIN ST. FREDERICKSBURG, TX 78624

LOCATION

Fredericksburg, Texas



 TheRetailCoach®

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COMMUNITY • DEMOGRAPHIC PROFILE

Fredericksburg, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	12,665	
2019 Estimate	12,016	
2010 Census	10,530	
2000 Census	7,931	
Growth 2019 - 2024		5.40%
Growth 2010 - 2019		14.11%
Growth 2000 - 2010		32.77%
2019 Est. Population by Single-Classification Race	12,016	
White Alone	10,529	87.63%
Black or African American Alone	86	0.72%
Amer. Indian and Alaska Native Alone	98	0.82%
Asian Alone	80	0.67%
Native Hawaiian and Other Pacific Island Alone	9	0.08%
Some Other Race Alone	1,041	8.66%
Two or More Races	173	1.44%
2019 Est. Population by Hispanic or Latino Origin	12,016	
Not Hispanic or Latino	8,864	73.77%
Hispanic or Latino	3,152	26.23%
Mexican	2,823	89.56%
Puerto Rican	25	0.79%
Cuban	6	0.19%
All Other Hispanic or Latino	298	9.45%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	3,152	
White Alone	1,974	62.63%
Black or African American Alone	32	1.02%
American Indian and Alaska Native Alone	48	1.52%
Asian Alone	1	0.03%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,027	32.58%
Two or More Races	70	2.22%
2019 Est. Pop by Race, Asian Alone, by Category	80	
Chinese, except Taiwanese	1	1.25%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	76	95.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	3	3.75%

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DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	12,016	
Arab	0	0.00%
Czech	39	0.33%
Danish	3	0.03%
Dutch	178	1.48%
English	707	5.88%
French (except Basque)	107	0.89%
French Canadian	22	0.18%
German	3,661	30.47%
Greek	8	0.07%
Hungarian	139	1.16%
Irish	489	4.07%
Italian	266	2.21%
Lithuanian	0	0.00%
United States or American	593	4.94%
Norwegian	110	0.92%
Polish	79	0.66%
Portuguese	2	0.02%
Russian	19	0.16%
Scottish	191	1.59%
Scotch-Irish	229	1.91%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	103	0.86%
Swiss	32	0.27%
Ukrainian	42	0.35%
Welsh	39	0.33%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,333	27.74%
Ancestry Unclassified	1,625	13.52%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,797	77.39%
Speak Asian/Pacific Island Language at Home	35	0.31%
Speak IndoEuropean Language at Home	360	3.17%
Speak Spanish at Home	2,144	18.86%
Speak Other Language at Home	31	0.27%
2019 Est. Population by Age	12,016	
Age 0 - 4	649	5.40%
Age 5 - 9	684	5.69%
Age 10 - 14	730	6.08%
Age 15 - 17	418	3.48%
Age 18 - 20	365	3.04%
Age 21 - 24	474	3.95%
Age 25 - 34	1,107	9.21%
Age 35 - 44	1,198	9.97%
Age 45 - 54	1,243	10.35%
Age 55 - 64	1,638	13.63%
Age 65 - 74	1,735	14.44%
Age 75 - 84	1,120	9.32%
Age 85 and over	655	5.45%
Age 16 and over	9,817	81.70%
Age 18 and over	9,535	79.35%
Age 21 and over	9,170	76.32%
Age 65 and over	3,510	29.21%
2019 Est. Median Age		48.23
2019 Est. Average Age		45.90

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	12,016	
Male	5,672	47.20%
Female	6,344	52.80%
2019 Est. Male Population by Age	5,672	
Age 0 - 4	329	5.80%
Age 5 - 9	347	6.12%
Age 10 - 14	378	6.66%
Age 15 - 17	224	3.95%
Age 18 - 20	197	3.47%
Age 21 - 24	249	4.39%
Age 25 - 34	554	9.77%
Age 35 - 44	574	10.12%
Age 45 - 54	577	10.17%
Age 55 - 64	754	13.29%
Age 65 - 74	760	13.40%
Age 75 - 84	516	9.10%
Age 85 and over	213	3.76%
2019 Est. Median Age, Male		44.72
2019 Est. Average Age, Male		43.80

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	6,344	
Age 0 - 4	320	5.04%
Age 5 - 9	337	5.31%
Age 10 - 14	352	5.55%
Age 15 - 17	194	3.06%
Age 18 - 20	168	2.65%
Age 21 - 24	225	3.55%
Age 25 - 34	553	8.72%
Age 35 - 44	624	9.84%
Age 45 - 54	666	10.50%
Age 55 - 64	884	13.93%
Age 65 - 74	975	15.37%
Age 75 - 84	604	9.52%
Age 85 and over	442	6.97%
2019 Est. Median Age, Female		51.24
2019 Est. Average Age, Female		47.80
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,166	21.76%
Males, Never Married	1,125	11.30%
Females, Never Married	1,041	10.46%
Married, Spouse present	4,911	49.34%
Married, Spouse absent	474	4.76%
Widowed	1,111	11.16%
Males Widowed	279	2.80%
Females Widowed	832	8.36%
Divorced	1,291	12.97%
Males Divorced	473	4.75%
Females Divorced	818	8.22%

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	456	5.2%
Some High School, no diploma	523	6.0%
High School Graduate (or GED)	2,268	26.1%
Some College, no degree	1,855	21.3%
Associate Degree	498	5.7%
Bachelor's Degree	2,095	24.1%
Master's Degree	626	7.2%
Professional School Degree	290	3.3%
Doctorate Degree	85	1.0%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	626	38.15%
High School Graduate	596	36.32%
Some College or Associate's Degree	315	19.20%
Bachelor's Degree or Higher	104	6.34%
Households		
2024 Projection	5,605	
2019 Estimate	5,299	
2010 Census	4,598	
2000 Census	3,272	
Growth 2019 - 2024		5.78%
Growth 2010 - 2019		15.25%
Growth 2000 - 2010		40.53%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	5,299	
Family Households	3,406	64.28%
Nonfamily Households	1,893	35.72%
2019 Est. Group Quarters Population	212	
2019 Households by Ethnicity, Hispanic/Latino	919	
2019 Est. Households by Household Income	5,299	
Income < \$15,000	494	9.32%
Income \$15,000 - \$24,999	572	10.80%
Income \$25,000 - \$34,999	643	12.13%
Income \$35,000 - \$49,999	702	13.25%
Income \$50,000 - \$74,999	752	14.19%
Income \$75,000 - \$99,999	604	11.40%
Income \$100,000 - \$124,999	522	9.85%
Income \$125,000 - \$149,999	347	6.55%
Income \$150,000 - \$199,999	344	6.49%
Income \$200,000 - \$249,999	159	3.00%
Income \$250,000 - \$499,999	125	2.36%
Income \$500,000+	35	0.66%
2019 Est. Average Household Income		\$80,951
2019 Est. Median Household Income		\$56,716

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$60,731
Black or African American Alone		\$105,662
American Indian and Alaska Native Alone		\$46,682
Asian Alone		\$62,894
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$22,331
Two or More Races		\$62,332
Hispanic or Latino		\$36,945
Not Hispanic or Latino		\$60,736
2019 Est. Family HH Type by Presence of Own Child.	3,406	
Married-Couple Family, own children	853	25.04%
Married-Couple Family, no own children	1,890	55.49%
Male Householder, own children	88	2.58%
Male Householder, no own children	75	2.20%
Female Householder, own children	286	8.40%
Female Householder, no own children	214	6.28%
2019 Est. Households by Household Size	5,299	
1-person	1,747	32.97%
2-person	2,035	38.40%
3-person	662	12.49%
4-person	498	9.40%
5-person	215	4.06%
6-person	90	1.70%
7-or-more-person	52	0.98%
2019 Est. Average Household Size		2.23

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	5,299	
Households with 1 or More People under Age 18:	1,341	25.31%
Married-Couple Family	909	67.79%
Other Family, Male Householder	104	7.76%
Other Family, Female Householder	322	24.01%
Nonfamily, Male Householder	4	0.30%
Nonfamily, Female Householder	2	0.15%
Households with No People under Age 18:	3,958	74.69%
Married-Couple Family	1,832	46.29%
Other Family, Male Householder	58	1.47%
Other Family, Female Householder	182	4.60%
Nonfamily, Male Householder	679	17.16%
Nonfamily, Female Householder	1,207	30.50%
2019 Est. Households by Number of Vehicles	5,299	
No Vehicles	253	4.78%
1 Vehicle	2,057	38.82%
2 Vehicles	1,931	36.44%
3 Vehicles	781	14.74%
4 Vehicles	216	4.08%
5 or more Vehicles	61	1.15%
2019 Est. Average Number of Vehicles		1.8

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	3,603	
2019 Estimate	3,406	
2010 Census	2,941	
2000 Census	2,196	
Growth 2019 - 2024		5.78%
Growth 2010 - 2019		15.81%
Growth 2000 - 2010		33.93%
2019 Est. Families by Poverty Status	3,406	
2019 Families at or Above Poverty	3,089	90.69%
2019 Families at or Above Poverty with Children	1,065	31.27%
2019 Families Below Poverty	317	9.31%
2019 Families Below Poverty with Children	221	6.49%
2019 Est. Pop 16+ by Employment Status	9,817	
Civilian Labor Force, Employed	5,365	54.65%
Civilian Labor Force, Unemployed	323	3.29%
Armed Forces	16	0.16%
Not in Labor Force	4,113	41.90%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	5,220	
For-Profit Private Workers	3,212	61.53%
Non-Profit Private Workers	403	7.72%
Local Government Workers	50	0.96%
State Government Workers	183	3.51%
Federal Government Workers	233	4.46%
Self-Employed Workers	1,116	21.38%
Unpaid Family Workers	23	0.44%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	5,220	
Architect/Engineer	78	1.49%
Arts/Entertainment/Sports	118	2.26%
Building Grounds Maintenance	368	7.05%
Business/Financial Operations	157	3.01%
Community/Social Services	63	1.21%
Computer/Mathematical	61	1.17%
Construction/Extraction	382	7.32%
Education/Training/Library	269	5.15%
Farming/Fishing/Forestry	49	0.94%
Food Prep/Serving	638	12.22%
Health Practitioner/Technician	296	5.67%
Healthcare Support	106	2.03%
Maintenance Repair	150	2.87%
Legal	104	1.99%
Life/Physical/Social Science	38	0.73%
Management	652	12.49%
Office/Admin. Support	459	8.79%
Production	116	2.22%
Protective Services	74	1.42%
Sales/Related	583	11.17%
Personal Care/Service	129	2.47%
Transportation/Moving	330	6.32%
2019 Est. Pop 16+ by Occupation Classification	5,220	
White Collar	2,878	55.13%
Blue Collar	978	18.74%
Service and Farm	1,364	26.13%

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Fredericksburg, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	5,149	
Drove Alone	3,725	72.34%
Car Pooled	661	12.84%
Public Transportation	4	0.08%
Walked	258	5.01%
Bicycle	14	0.27%
Other Means	176	3.42%
Worked at Home	311	6.04%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,021	
15 - 29 Minutes	951	
30 - 44 Minutes	586	
45 - 59 Minutes	76	
60 or more Minutes	213	
2019 Est. Avg Travel Time to Work in Minutes		18
2019 Est. Occupied Housing Units by Tenure	5,299	
Owner Occupied	3,600	67.94%
Renter Occupied	1,699	32.06%
2019 Owner Occ. HUs: Avg. Length of Residence		15.7
2019 Renter Occ. HUs: Avg. Length of Residence		5

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	5,299	
Value Less than \$20,000	45	1.25%
Value \$20,000 - \$39,999	26	0.72%
Value \$40,000 - \$59,999	78	2.17%
Value \$60,000 - \$79,999	42	1.17%
Value \$80,000 - \$99,999	77	2.14%
Value \$100,000 - \$149,999	287	7.97%
Value \$150,000 - \$199,999	337	9.36%
Value \$200,000 - \$299,999	791	21.97%
Value \$300,000 - \$399,999	712	19.78%
Value \$400,000 - \$499,999	517	14.36%
Value \$500,000 - \$749,999	327	9.08%
Value \$750,000 - \$999,999	173	4.81%
Value \$1,000,000 or \$1,499,999	113	3.14%
Value \$1,500,000 or \$1,999,999	51	1.42%
Value \$2,000,000+	24	0.67%
2019 Est. Median All Owner-Occupied Housing Value		\$315,376
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	4,620	76.29%
1 Unit Detached	68	1.12%
2 Units	67	1.11%
3 or 4 Units	419	6.92%
5 to 19 Units	278	4.59%
20 to 49 Units	102	1.68%
50 or More Units	110	1.82%
Mobile Home or Trailer	392	6.47%
Boat, RV, Van, etc.	0	0.00%

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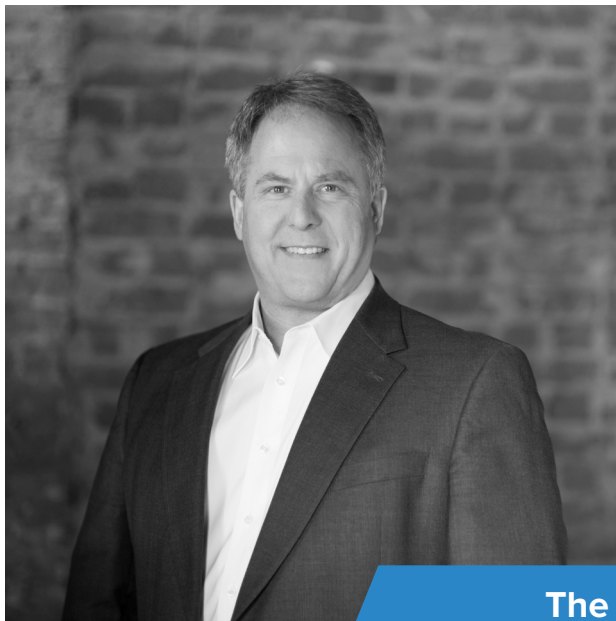
Fredericksburg, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	389	6.42%
Housing Units Built 2010 to 2014	95	1.57%
Housing Units Built 2000 to 2009	1,245	20.56%
Housing Units Built 1990 to 1999	1,106	18.26%
Housing Units Built 1980 to 1989	904	14.93%
Housing Units Built 1970 to 1979	694	11.46%
Housing Units Built 1960 to 1969	383	6.32%
Housing Units Built 1950 to 1959	423	6.99%
Housing Units Built 1940 to 1949	201	3.32%
Housing Unit Built 1939 or Earlier	616	10.17%
2019 Est. Median Year Structure Built		
		1988

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 Analytics 2018, ESRI 2017, 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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