



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Gillespie County, Texas

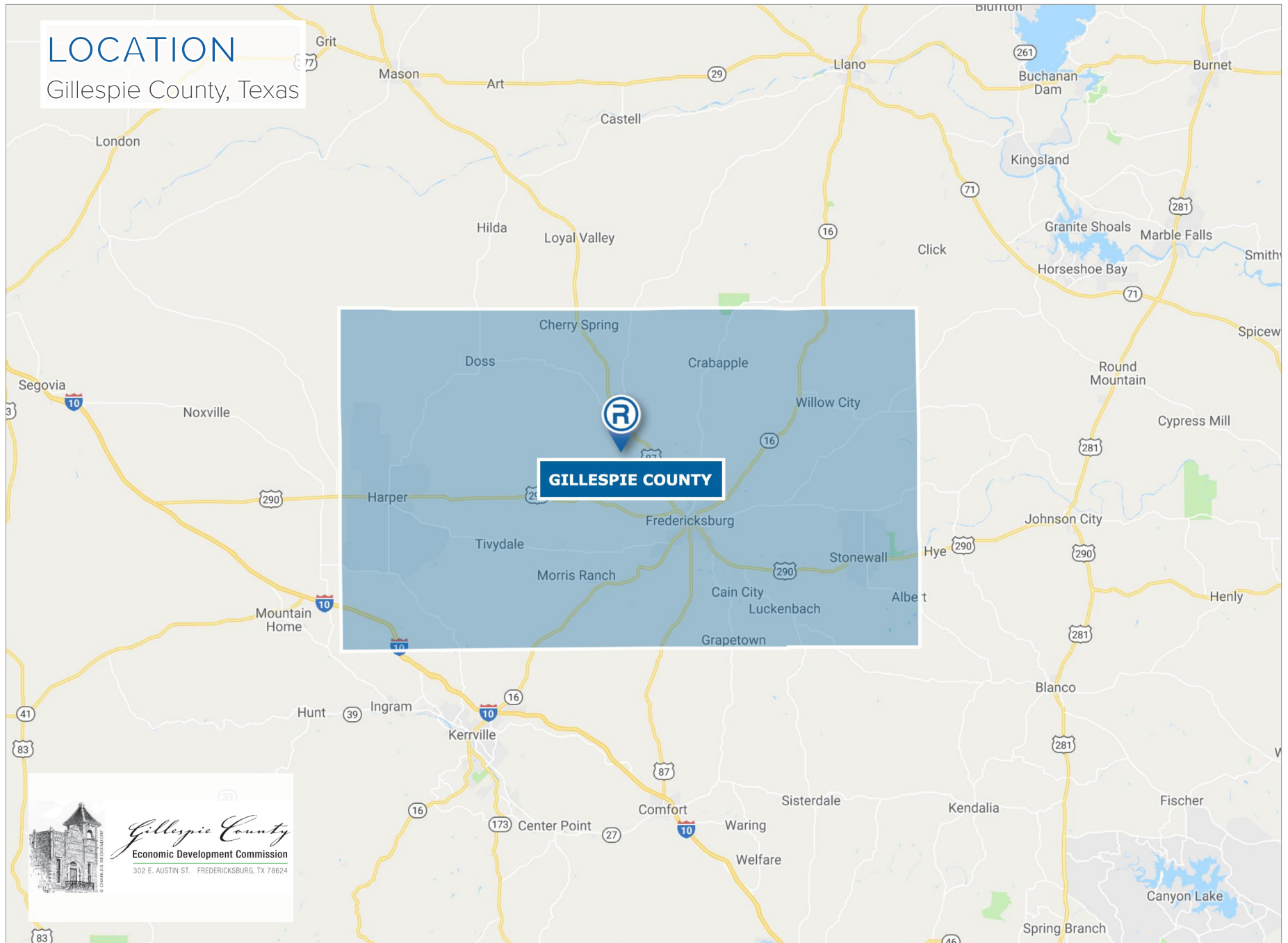
Prepared for
Gillespie County Economic Development Commission
February 2019



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

LOCATION

Gillespie County, Texas



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

CONTACT **TIM LEHMBERG, EXECUTIVE DIRECTOR**

Gillespie County Economic Development Commission | 302 East Austin Street | Fredericksburg, Texas 78624 | 830.997.6523
edc@fbgtx.org | www.gillespiecountyedc.com

COMMUNITY • DEMOGRAPHIC PROFILE

Gillespie County, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	28,638	
2019 Estimate	27,092	
2010 Census	24,837	
2000 Census	20,814	
Growth 2019 - 2024		5.71%
Growth 2010 - 2019		9.08%
Growth 2000 - 2010		19.33%
2019 Est. Population by Single-Classification Race	27,092	
White Alone	24,173	89.23%
Black or African American Alone	160	0.59%
Amer. Indian and Alaska Native Alone	214	0.79%
Asian Alone	124	0.46%
Native Hawaiian and Other Pacific Island Alone	27	0.10%
Some Other Race Alone	1,956	7.22%
Two or More Races	438	1.62%
2019 Est. Population by Hispanic or Latino Origin	27,092	
Not Hispanic or Latino	20,673	76.31%
Hispanic or Latino	6,419	23.69%
Mexican	5,736	89.36%
Puerto Rican	62	0.97%
Cuban	15	0.23%
All Other Hispanic or Latino	606	9.44%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	6,419	
White Alone	4,127	64.29%
Black or African American Alone	55	0.86%
American Indian and Alaska Native Alone	111	1.73%
Asian Alone	1	0.02%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,927	30.02%
Two or More Races	198	3.09%
2019 Est. Pop by Race, Asian Alone, by Category	124	
Chinese, except Taiwanese	1	0.81%
Filipino	12	9.68%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	106	85.48%
Vietnamese	1	0.81%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	4	3.23%

COMMUNITY • DEMOGRAPHIC PROFILE

Gillespie County, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	27,092	
Arab	12	0.04%
Czech	69	0.26%
Danish	31	0.11%
Dutch	283	1.05%
English	1,854	6.84%
French (except Basque)	306	1.13%
French Canadian	104	0.38%
German	8,762	32.34%
Greek	11	0.04%
Hungarian	183	0.68%
Irish	1,341	4.95%
Italian	418	1.54%
Lithuanian	0	0.00%
United States or American	1,477	5.45%
Norwegian	260	0.96%
Polish	168	0.62%
Portuguese	20	0.07%
Russian	26	0.10%
Scottish	370	1.37%
Scotch-Irish	585	2.16%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	229	0.85%
Swiss	86	0.32%
Ukrainian	65	0.24%
Welsh	53	0.20%
West Indian (except Hisp. groups)	5	0.02%
Other ancestries	6,981	25.77%
Ancestry Unclassified	3,393	12.52%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	20,293	78.85%
Speak Asian/Pacific Island Language at Home	56	0.22%
Speak IndoEuropean Language at Home	1,002	3.89%
Speak Spanish at Home	4,317	16.77%
Speak Other Language at Home	69	0.27%
2019 Est. Population by Age	27,092	
Age 0 - 4	1,355	5.00%
Age 5 - 9	1,412	5.21%
Age 10 - 14	1,513	5.59%
Age 15 - 17	932	3.44%
Age 18 - 20	830	3.06%
Age 21 - 24	1,102	4.07%
Age 25 - 34	2,361	8.72%
Age 35 - 44	2,453	9.05%
Age 45 - 54	2,786	10.28%
Age 55 - 64	4,058	14.98%
Age 65 - 74	4,511	16.65%
Age 75 - 84	2,594	9.58%
Age 85 and over	1,185	4.37%
Age 16 and over	22,510	83.09%
Age 18 and over	21,880	80.76%
Age 21 and over	21,050	77.70%
Age 65 and over	8,290	30.60%
2019 Est. Median Age		51.06
2019 Est. Average Age		46.90

COMMUNITY • DEMOGRAPHIC PROFILE

Gillespie County, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	27,092	
Male	13,096	48.34%
Female	13,996	51.66%
2019 Est. Male Population by Age	13,096	
Age 0 - 4	686	5.24%
Age 5 - 9	717	5.48%
Age 10 - 14	787	6.01%
Age 15 - 17	490	3.74%
Age 18 - 20	439	3.35%
Age 21 - 24	569	4.35%
Age 25 - 34	1,198	9.15%
Age 35 - 44	1,206	9.21%
Age 45 - 54	1,304	9.96%
Age 55 - 64	1,850	14.13%
Age 65 - 74	2,126	16.23%
Age 75 - 84	1,269	9.69%
Age 85 and over	455	3.47%
2019 Est. Median Age, Male		48.74
2019 Est. Average Age, Male		45.60

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	13,996	
Age 0 - 4	669	4.78%
Age 5 - 9	695	4.97%
Age 10 - 14	726	5.19%
Age 15 - 17	442	3.16%
Age 18 - 20	391	2.79%
Age 21 - 24	533	3.81%
Age 25 - 34	1,163	8.31%
Age 35 - 44	1,247	8.91%
Age 45 - 54	1,482	10.59%
Age 55 - 64	2,208	15.78%
Age 65 - 74	2,385	17.04%
Age 75 - 84	1,325	9.47%
Age 85 and over	730	5.22%
2019 Est. Median Age, Female		52.94
2019 Est. Average Age, Female		48.00
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,720	20.69%
Males, Never Married	2,478	10.86%
Females, Never Married	2,242	9.83%
Married, Spouse present	12,474	54.68%
Married, Spouse absent	855	3.75%
Widowed	2,239	9.82%
Males Widowed	564	2.47%
Females Widowed	1,675	7.34%
Divorced	2,524	11.06%
Males Divorced	1,043	4.57%
Females Divorced	1,481	6.49%

COMMUNITY • DEMOGRAPHIC PROFILE

Gillespie County, Texas

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,130	5.7%
Some High School, no diploma	1,010	5.1%
High School Graduate (or GED)	5,616	28.2%
Some College, no degree	4,271	21.4%
Associate Degree	1,147	5.8%
Bachelor's Degree	4,738	23.8%
Master's Degree	1,350	6.8%
Professional School Degree	503	2.5%
Doctorate Degree	183	0.9%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,397	41.95%
High School Graduate	1,101	33.06%
Some College or Associate's Degree	649	19.49%
Bachelor's Degree or Higher	183	5.50%
Households		
2024 Projection	12,532	
2019 Estimate	11,773	
2010 Census	10,572	
2000 Census	8,521	
Growth 2019 - 2024		6.45%
Growth 2010 - 2019		11.36%
Growth 2000 - 2010		24.07%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	11,773	
Family Households	8,074	68.58%
Nonfamily Households	3,699	31.42%
2019 Est. Group Quarters Population	321	
2019 Households by Ethnicity, Hispanic/Latino	1,807	
2019 Est. Households by Household Income	11,773	
Income < \$15,000	980	8.32%
Income \$15,000 - \$24,999	1,264	10.74%
Income \$25,000 - \$34,999	1,308	11.11%
Income \$35,000 - \$49,999	1,425	12.10%
Income \$50,000 - \$74,999	2,048	17.40%
Income \$75,000 - \$99,999	1,475	12.53%
Income \$100,000 - \$124,999	1,133	9.62%
Income \$125,000 - \$149,999	707	6.01%
Income \$150,000 - \$199,999	700	5.95%
Income \$200,000 - \$249,999	334	2.84%
Income \$250,000 - \$499,999	290	2.46%
Income \$500,000+	109	0.93%
2019 Est. Average Household Income		\$82,586
2019 Est. Median Household Income		\$60,385

COMMUNITY • DEMOGRAPHIC PROFILE

Gillespie County, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$62,690
Black or African American Alone		\$109,496
American Indian and Alaska Native Alone		\$53,672
Asian Alone		\$62,015
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$25,553
Two or More Races		\$72,182
Hispanic or Latino		\$46,188
Not Hispanic or Latino		\$62,142
2019 Est. Family HH Type by Presence of Own Child.	8,074	
Married-Couple Family, own children	1,970	24.40%
Married-Couple Family, no own children	4,832	59.85%
Male Householder, own children	175	2.17%
Male Householder, no own children	164	2.03%
Female Householder, own children	491	6.08%
Female Householder, no own children	442	5.47%
2019 Est. Households by Household Size	11,773	
1-person	3,423	29.08%
2-person	4,976	42.27%
3-person	1,445	12.27%
4-person	1,105	9.39%
5-person	480	4.08%
6-person	221	1.88%
7-or-more-person	123	1.05%
2019 Est. Average Household Size		2.27

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	11,773	
Households with 1 or More People under Age 18:	2,940	24.97%
Married-Couple Family	2,130	72.45%
Other Family, Male Householder	211	7.18%
Other Family, Female Householder	580	19.73%
Nonfamily, Male Householder	16	0.54%
Nonfamily, Female Householder	3	0.10%
Households with No People under Age 18:	8,833	75.03%
Married-Couple Family	4,668	52.85%
Other Family, Male Householder	125	1.42%
Other Family, Female Householder	360	4.08%
Nonfamily, Male Householder	1,500	16.98%
Nonfamily, Female Householder	2,180	24.68%
2019 Est. Households by Number of Vehicles	11,773	
No Vehicles	424	3.60%
1 Vehicle	3,853	32.73%
2 Vehicles	4,645	39.46%
3 Vehicles	1,989	16.90%
4 Vehicles	658	5.59%
5 or more Vehicles	204	1.73%
2019 Est. Average Number of Vehicles		2

COMMUNITY • DEMOGRAPHIC PROFILE

Gillespie County, Texas



DESCRIPTION	DATA	%
Family Households		
2024 Projection	8,601	
2019 Estimate	8,074	
2010 Census	7,234	
2000 Census	6,081	
Growth 2019 - 2024		6.53%
Growth 2010 - 2019		11.61%
Growth 2000 - 2010		18.96%
2019 Est. Families by Poverty Status	8,074	
2019 Families at or Above Poverty	7,392	91.55%
2019 Families at or Above Poverty with Children	2,324	28.78%
2019 Families Below Poverty	682	8.45%
2019 Families Below Poverty with Children	453	5.61%
2019 Est. Pop 16+ by Employment Status	22,510	
Civilian Labor Force, Employed	11,919	52.95%
Civilian Labor Force, Unemployed	748	3.32%
Armed Forces	23	0.10%
Not in Labor Force	9,820	43.63%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	11,924	
For-Profit Private Workers	6,805	57.07%
Non-Profit Private Workers	1,104	9.26%
Local Government Workers	152	1.28%
State Government Workers	437	3.67%
Federal Government Workers	610	5.12%
Self-Employed Workers	2,760	23.15%
Unpaid Family Workers	56	0.47%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	11,924	
Architect/Engineer	192	1.61%
Arts/Entertainment/Sports	221	1.85%
Building Grounds Maintenance	819	6.87%
Business/Financial Operations	381	3.20%
Community/Social Services	147	1.23%
Computer/Mathematical	107	0.90%
Construction/Extraction	1,167	9.79%
Education/Training/Library	776	6.51%
Farming/Fishing/Forestry	260	2.18%
Food Prep/Serving	1,034	8.67%
Health Practitioner/Technician	647	5.43%
Healthcare Support	263	2.21%
Maintenance Repair	338	2.84%
Legal	161	1.35%
Life/Physical/Social Science	98	0.82%
Management	1,401	11.75%
Office/Admin. Support	1,207	10.12%
Production	324	2.72%
Protective Services	157	1.32%
Sales/Related	1,297	10.88%
Personal Care/Service	311	2.61%
Transportation/Moving	616	5.17%
2019 Est. Pop 16+ by Occupation Classification	11,924	
White Collar	6,635	55.64%
Blue Collar	2,445	20.51%
Service and Farm	2,844	23.85%

COMMUNITY • DEMOGRAPHIC PROFILE

Gillespie County, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	11,698	
Drove Alone	8,620	73.69%
Car Pooled	1,687	14.42%
Public Transportation	66	0.56%
Walked	423	3.62%
Bicycle	21	0.18%
Other Means	232	1.98%
Worked at Home	649	5.55%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,180	
15 - 29 Minutes	3,377	
30 - 44 Minutes	1,659	
45 - 59 Minutes	193	
60 or more Minutes	658	
2019 Est. Avg Travel Time to Work in Minutes		22
2019 Est. Occupied Housing Units by Tenure	11,773	
Owner Occupied	8,920	75.77%
Renter Occupied	2,853	24.23%
2019 Owner Occ. HUs: Avg. Length of Residence		15.6
2019 Renter Occ. HUs: Avg. Length of Residence		5.4

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	11,773	
Value Less than \$20,000	112	1.26%
Value \$20,000 - \$39,999	162	1.82%
Value \$40,000 - \$59,999	288	3.23%
Value \$60,000 - \$79,999	281	3.15%
Value \$80,000 - \$99,999	378	4.24%
Value \$100,000 - \$149,999	757	8.49%
Value \$150,000 - \$199,999	718	8.05%
Value \$200,000 - \$299,999	1,684	18.88%
Value \$300,000 - \$399,999	1,443	16.18%
Value \$400,000 - \$499,999	1,025	11.49%
Value \$500,000 - \$749,999	866	9.71%
Value \$750,000 - \$999,999	561	6.29%
Value \$1,000,000 or \$1,499,999	391	4.38%
Value \$1,500,000 or \$1,999,999	154	1.73%
Value \$2,000,000+	100	1.12%
2019 Est. Median All Owner-Occupied Housing Value		\$305,058
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	10,491	74.96%
1 Unit Detached	171	1.22%
2 Units	90	0.64%
3 or 4 Units	569	4.07%
5 to 19 Units	363	2.59%
20 to 49 Units	108	0.77%
50 or More Units	136	0.97%
Mobile Home or Trailer	2,037	14.55%
Boat, RV, Van, etc.	31	0.22%

COMMUNITY • DEMOGRAPHIC PROFILE

Gillespie County, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,057	7.55%
Housing Units Built 2010 to 2014	393	2.81%
Housing Units Built 2000 to 2009	3,119	22.29%
Housing Units Built 1990 to 1999	2,636	18.83%
Housing Units Built 1980 to 1989	1,963	14.03%
Housing Units Built 1970 to 1979	1,657	11.84%
Housing Units Built 1960 to 1969	623	4.45%
Housing Units Built 1950 to 1959	809	5.78%
Housing Units Built 1940 to 1949	351	2.51%
Housing Unit Built 1939 or Earlier	1,388	9.92%
2019 Est. Median Year Structure Built		1991

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.

 TheRetailCoach®



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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.