



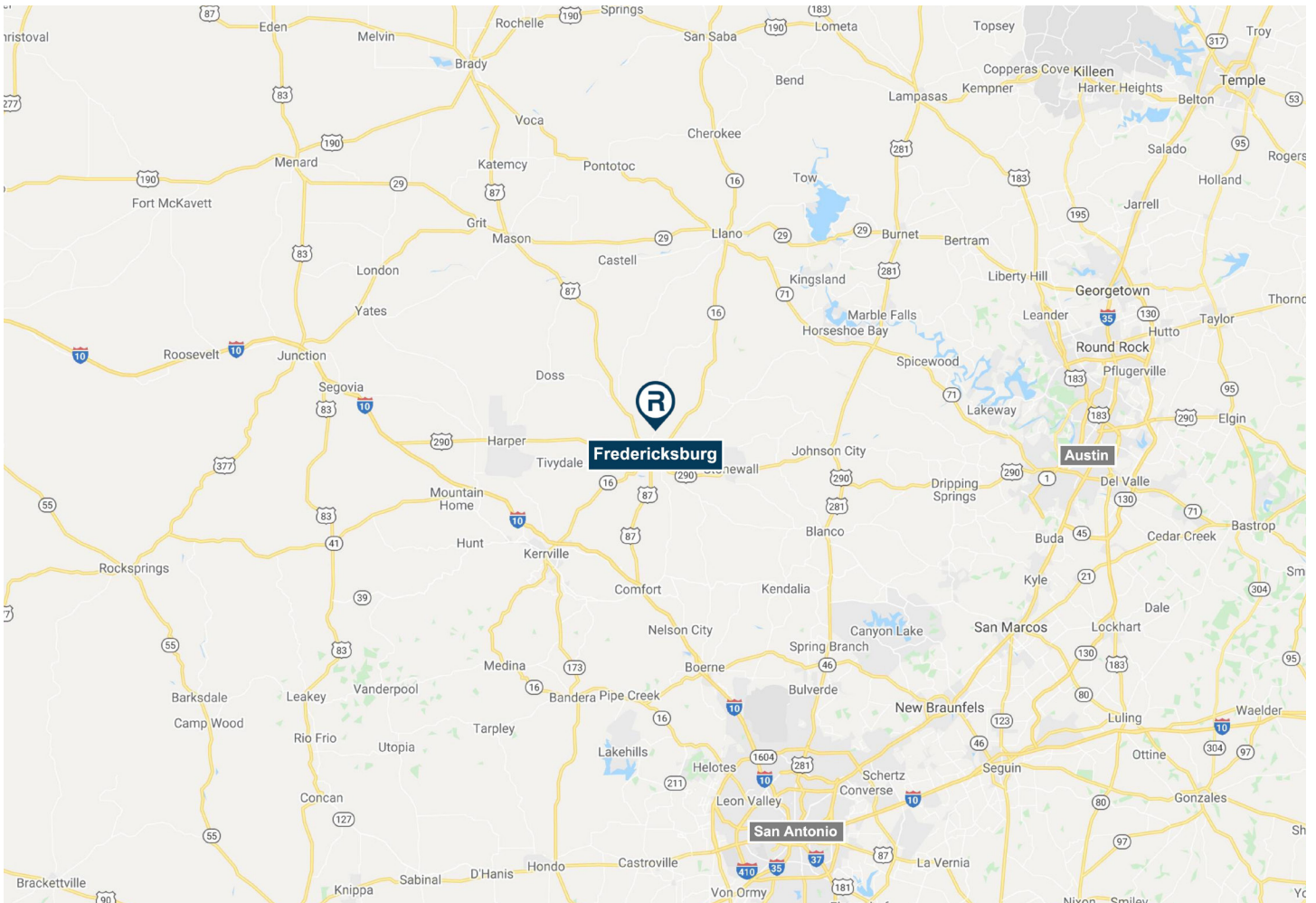
The**Retail**Coach.®

Community Demographic Profile

FREDERICKSBURG, TEXAS

Prepared for Gillespie County Economic Development Commission
December 2021

Community



Prepared for:



Gillespie County
Economic Development Commission

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Community • Demographic Profile

Fredericksburg, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	12,500	
2022 Estimate	12,012	
2010 Census	10,530	
2000 Census	7,931	
Growth 2022 - 2027		4.06%
Growth 2010 - 2022		14.07%
Growth 2000 - 2010		32.77%
2022 Est. Population by Single-Classification Race	12,012	
White Alone	10,434	86.86%
Black or African American Alone	89	0.74%
Amer. Indian and Alaska Native Alone	100	0.83%
Asian Alone	92	0.77%
Native Hawaiian and Other Pacific Island Alone	8	0.07%
Some Other Race Alone	1,119	9.32%
Two or More Races	170	1.41%
2022 Est. Population by Hispanic or Latino Origin	12,012	
Not Hispanic or Latino	8,663	72.12%
Hispanic or Latino	3,349	27.88%
Mexican	3,000	89.58%
Puerto Rican	28	0.84%
Cuban	8	0.24%
All Other Hispanic or Latino	313	9.35%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	3,349	
White Alone	2,091	62.44%
Black or African American Alone	32	0.96%
American Indian and Alaska Native Alone	49	1.46%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,105	33.00%
Two or More Races	72	2.15%
2022 Est. Pop by Race, Asian Alone, by Category	92	
Chinese, except Taiwanese	3	3.26%
Filipino	11	11.96%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	43	46.74%
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	35	38.04%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	12,012	
Arab	261	2.17%
Czech	235	1.96%
Danish	43	0.36%
Dutch	41	0.34%
English	903	7.52%
French (except Basque)	283	2.36%
French Canadian	0	0.00%
German	3,171	26.40%
Greek	9	0.08%
Hungarian	109	0.91%
Irish	945	7.87%
Italian	172	1.43%
Lithuanian	0	0.00%
United States or American	438	3.65%
Norwegian	73	0.61%
Polish	155	1.29%
Portuguese	19	0.16%
Russian	9	0.08%
Scottish	214	1.78%
Scotch-Irish	250	2.08%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	118	0.98%
Swiss	27	0.23%
Ukrainian	26	0.22%
Welsh	49	0.41%
West Indian (except Hisp. groups)	14	0.12%
Other ancestries	3,361	27.98%
Ancestry Unclassified	1,087	9.05%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,837	77.77%
Speak Asian/Pacific Island Language at Home	8	0.07%
Speak IndoEuropean Language at Home	305	2.68%
Speak Spanish at Home	2,213	19.48%
Speak Other Language at Home	0	0.00%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	12,012	
Age 0 - 4	649	5.40%
Age 5 - 9	683	5.69%
Age 10 - 14	748	6.23%
Age 15 - 17	442	3.68%
Age 18 - 20	388	3.23%
Age 21 - 24	486	4.05%
Age 25 - 34	1,093	9.10%
Age 35 - 44	1,241	10.33%
Age 45 - 54	1,226	10.21%
Age 55 - 64	1,560	12.99%
Age 65 - 74	1,759	14.64%
Age 75 - 84	1,153	9.60%
Age 85 and over	584	4.86%
Age 16 and over	9,787	81.48%
Age 18 and over	9,490	79.00%
Age 21 and over	9,102	75.77%
Age 65 and over	3,496	29.10%
2022 Est. Median Age		47.32
2022 Est. Average Age		45.50
2022 Est. Population by Sex	12,012	
Male	5,736	47.75%
Female	6,276	52.25%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	5,736	
Age 0 - 4	328	5.72%
Age 5 - 9	345	6.01%
Age 10 - 14	380	6.62%
Age 15 - 17	232	4.04%
Age 18 - 20	209	3.64%
Age 21 - 24	266	4.64%
Age 25 - 34	556	9.69%
Age 35 - 44	584	10.18%
Age 45 - 54	585	10.20%
Age 55 - 64	726	12.66%
Age 65 - 74	781	13.62%
Age 75 - 84	539	9.40%
Age 85 and over	205	3.57%
2022 Est. Median Age, Male		44.46
2022 Est. Average Age, Male		43.70
2022 Est. Female Population by Age	6,276	
Age 0 - 4	321	5.12%
Age 5 - 9	338	5.39%
Age 10 - 14	368	5.86%
Age 15 - 17	210	3.35%
Age 18 - 20	179	2.85%
Age 21 - 24	220	3.50%
Age 25 - 34	537	8.56%
Age 35 - 44	657	10.47%
Age 45 - 54	641	10.21%
Age 55 - 64	834	13.29%
Age 65 - 74	978	15.58%
Age 75 - 84	614	9.78%
Age 85 and over	379	6.04%
2022 Est. Median Age, Female		49.97
2022 Est. Average Age, Female		47.10

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,099	21.13%
Males, Never Married	1,118	11.26%
Females, Never Married	981	9.88%
Married, Spouse present	5,216	52.52%
Married, Spouse absent	353	3.55%
Widowed	1,053	10.60%
Males Widowed	267	2.69%
Females Widowed	786	7.91%
Divorced	1,211	12.19%
Males Divorced	422	4.25%
Females Divorced	789	7.94%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	374	4.34%
Some High School, no diploma	540	6.27%
High School Graduate (or GED)	2,486	28.85%
Some College, no degree	1,768	20.52%
Associate Degree	545	6.33%
Bachelor's Degree	1,977	22.95%
Master's Degree	658	7.64%
Professional School Degree	223	2.59%
Doctorate Degree	45	0.52%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	722	41.35%
High School Graduate	687	39.35%
Some College or Associate's Degree	175	10.02%
Bachelor's Degree or Higher	162	9.28%
Households		
2027 Projection	5,551	
2022 Estimate	5,322	
2010 Census	4,598	
2000 Census	3,272	
Growth 2022 - 2027		4.30%
Growth 2010 - 2022		15.75%
Growth 2000 - 2010		40.53%
2022 Est. Households by Household Type	5,322	
Family Households	3,424	64.34%
Nonfamily Households	1,898	35.66%
2022 Est. Group Quarters Population	165	
2022 Households by Ethnicity, Hispanic/Latino	990	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	5,322	
Income < \$15,000	400	7.52%
Income \$15,000 - \$24,999	420	7.89%
Income \$25,000 - \$34,999	510	9.58%
Income \$35,000 - \$49,999	806	15.15%
Income \$50,000 - \$74,999	844	15.86%
Income \$75,000 - \$99,999	584	10.97%
Income \$100,000 - \$124,999	504	9.47%
Income \$125,000 - \$149,999	450	8.46%
Income \$150,000 - \$199,999	329	6.18%
Income \$200,000 - \$249,999	159	2.99%
Income \$250,000 - \$499,999	189	3.55%
Income \$500,000+	127	2.39%
2022 Est. Average Household Income		\$96,459
2022 Est. Median Household Income		\$64,094
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$64,415
Black or African American Alone		\$125,725
American Indian and Alaska Native Alone		\$59,277
Asian Alone		\$39,012
Native Hawaiian and Other Pacific Islander Alone		\$39,793
Some Other Race Alone		\$36,914
Two or More Races		\$33,876
Hispanic or Latino		\$57,670
Not Hispanic or Latino		\$66,494
2022 Est. Family HH Type by Presence of Own Child.	3,424	
Married-Couple Family, own children	855	24.97%
Married-Couple Family, no own children	1,902	55.55%
Male Householder, own children	87	2.54%
Male Householder, no own children	75	2.19%
Female Householder, own children	289	8.44%
Female Householder, no own children	216	6.31%
2022 Est. Households by Household Size	5,322	
1-person	1,738	32.66%
2-person	2,066	38.82%
3-person	670	12.59%
4-person	490	9.21%
5-person	214	4.02%
6-person	90	1.69%
7-or-more-person	54	1.01%
2022 Est. Average Household Size		2.23

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	5,322	
Households with 1 or More People under Age 18:	1,351	25.39%
Married-Couple Family	913	67.58%
Other Family, Male Householder	104	7.70%
Other Family, Female Householder	326	24.13%
Nonfamily, Male Householder	6	0.44%
Nonfamily, Female Householder	2	0.15%
Households with No People under Age 18:	3,971	
Married-Couple Family	1,842	46.39%
Other Family, Male Householder	57	1.43%
Other Family, Female Householder	181	4.56%
Nonfamily, Male Householder	679	17.10%
Nonfamily, Female Householder	1,212	30.52%
2022 Est. Households by Number of Vehicles	5,322	
No Vehicles	303	5.69%
1 Vehicle	1,652	31.04%
2 Vehicles	2,285	42.94%
3 Vehicles	773	14.53%
4 Vehicles	230	4.32%
5 or more Vehicles	79	1.48%
2022 Est. Average Number of Vehicles		1.9
Family Households		
2027 Projection	3,573	
2022 Estimate	3,424	
2010 Census	2,941	
2000 Census	2,196	
Growth 2022 - 2027		4.35%
Growth 2010 - 2022		16.42%
Growth 2000 - 2010		33.92%
2022 Est. Families by Poverty Status	3,424	
2022 Families at or Above Poverty	3,162	92.35%
2022 Families at or Above Poverty with Children	982	28.68%
2022 Families Below Poverty	262	7.65%
2022 Families Below Poverty with Children	190	5.55%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	5,718	58.42%
Civilian Labor Force, Unemployed	276	2.82%
Armed Forces	16	0.16%
Not in Labor Force	3,777	38.59%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	5,616	
For-Profit Private Workers	3,529	62.84%
Non-Profit Private Workers	274	4.88%
Local Government Workers	95	1.69%
State Government Workers	165	2.94%
Federal Government Workers	412	7.34%
Self-Employed Workers	1,125	20.03%
Unpaid Family Workers	16	0.28%
2022 Est. Civ. Employed Pop 16+ by Occupation	5,616	
Architect/Engineer	53	0.94%
Arts/Entertainment/Sports	69	1.23%
Building Grounds Maintenance	252	4.49%
Business/Financial Operations	207	3.69%
Community/Social Services	40	0.71%
Computer/Mathematical	10	0.18%
Construction/Extraction	464	8.26%
Education/Training/Library	316	5.63%
Farming/Fishing/Forestry	35	0.62%
Food Prep/Serving	782	13.93%
Health Practitioner/Technician	281	5.00%
Healthcare Support	152	2.71%
Maintenance Repair	138	2.46%
Legal	98	1.75%
Life/Physical/Social Science	5	0.09%
Management	734	13.07%
Office/Admin. Support	492	8.76%
Production	256	4.56%
Protective Services	88	1.57%
Sales/Related	787	14.01%
Personal Care/Service	66	1.17%
Transportation/Moving	291	5.18%
2022 Est. Pop 16+ by Occupation Classification	5,616	
White Collar	3,092	55.06%
Blue Collar	1,149	20.46%
Service and Farm	1,375	24.48%
2022 Est. Workers Age 16+ by Transp. to Work	5,579	
Drove Alone	4,031	72.25%
Car Pooled	875	15.68%
Public Transportation	24	0.43%
Walked	210	3.76%
Bicycle	27	0.48%
Other Means	55	0.99%
Worked at Home	357	6.40%

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Fredericksburg, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,440	
15 - 29 Minutes	906	
30 - 44 Minutes	424	
45 - 59 Minutes	196	
60 or more Minutes	308	
2022 Est. Avg Travel Time to Work in Minutes		19
2022 Est. Occupied Housing Units by Tenure	5,322	
Owner Occupied	3,617	67.96%
Renter Occupied	1,705	32.04%
2022 Owner Occ. HUs: Avg. Length of Residence		16.60%
2022 Renter Occ. HUs: Avg. Length of Residence		6.10%
2022 Est. Owner-Occupied Housing Units by Value	5,322	
Value Less than \$20,000	15	0.42%
Value \$20,000 - \$39,999	39	1.08%
Value \$40,000 - \$59,999	26	0.72%
Value \$60,000 - \$79,999	24	0.66%
Value \$80,000 - \$99,999	50	1.38%
Value \$100,000 - \$149,999	216	5.97%
Value \$150,000 - \$199,999	131	3.62%
Value \$200,000 - \$299,999	738	20.40%
Value \$300,000 - \$399,999	789	21.81%
Value \$400,000 - \$499,999	560	15.48%
Value \$500,000 - \$749,999	537	14.85%
Value \$750,000 - \$999,999	220	6.08%
Value \$1,000,000 or \$1,499,999	178	4.92%
Value \$1,500,000 or \$1,999,999	76	2.10%
Value \$2,000,000+	18	0.50%
2022 Est. Median All Owner-Occupied Housing Value		\$370,389
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	4,761	78.13%
1 Unit Attached	75	1.23%
2 Units	32	0.53%
3 or 4 Units	357	5.86%
5 to 19 Units	395	6.48%
20 to 49 Units	77	1.26%
50 or More Units	107	1.76%
Mobile Home or Trailer	286	4.69%
Boat, RV, Van, etc.	4	0.07%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	456	7.48%
Housing Units Built 2010 to 2014	172	2.82%
Housing Units Built 2000 to 2009	987	16.20%
Housing Units Built 1990 to 1999	1,196	19.63%
Housing Units Built 1980 to 1989	739	12.13%
Housing Units Built 1970 to 1979	808	13.26%
Housing Units Built 1960 to 1969	452	7.42%
Housing Units Built 1950 to 1959	388	6.37%
Housing Units Built 1940 to 1949	155	2.54%
Housing Unit Built 1939 or Earlier	741	12.16%
2022 Est. Median Year Structure Built		1987

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

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

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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