



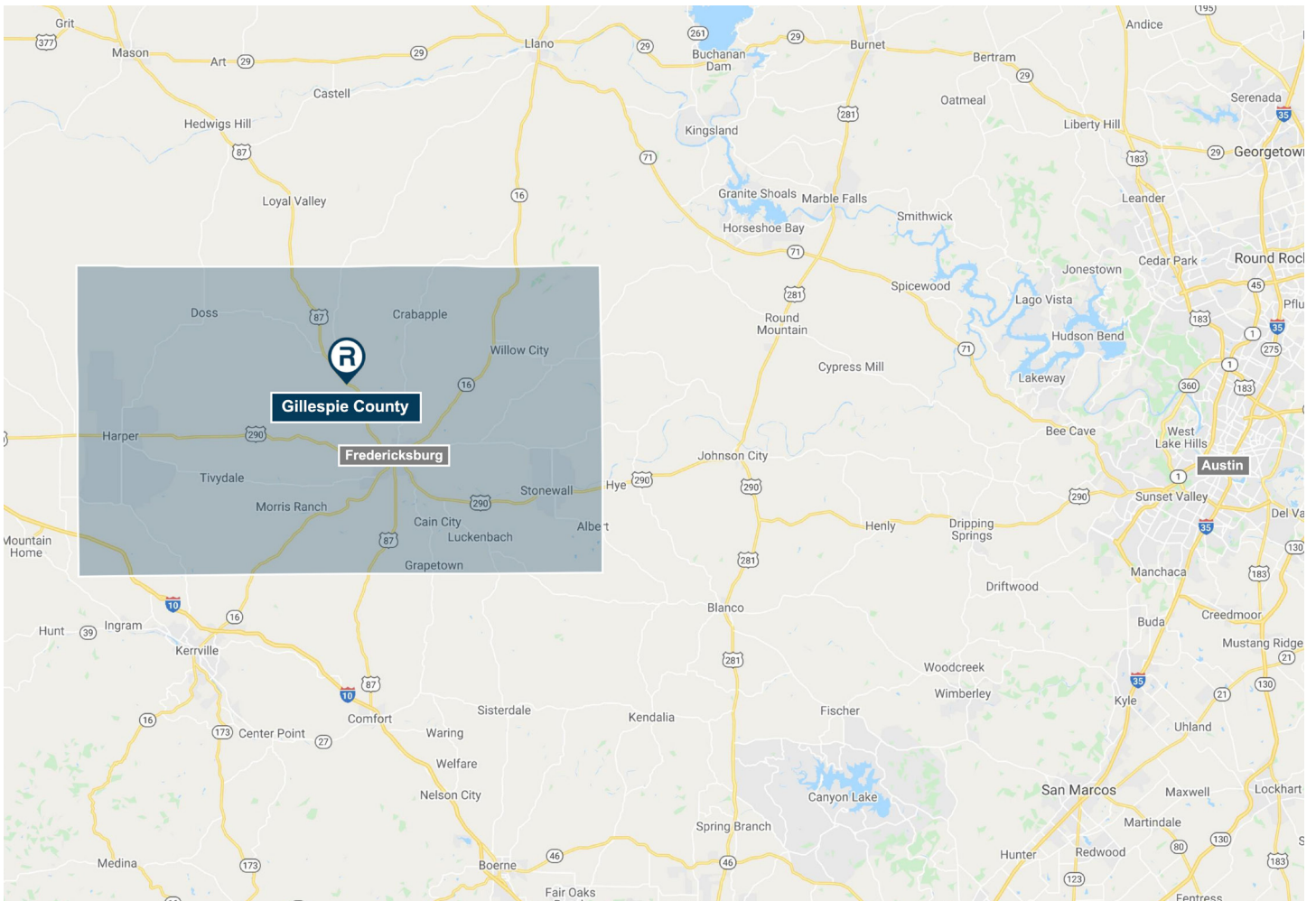
The **Retail** Coach.®

County Demographic Profile

GILLESPIE COUNTY, TEXAS

Prepared for County Economic Development Commission
December 2021

County



Prepared for:



Gillespie County
Economic Development Commission

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Gillespie County, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	28,646	
2022 Estimate	27,430	
2010 Census	24,837	
2000 Census	20,814	
Growth 2022 - 2027		4.43%
Growth 2010 - 2022		10.44%
Growth 2000 - 2010		19.33%
2022 Est. Population by Single-Classification Race	27,430	
White Alone	24,312	88.63%
Black or African American Alone	172	0.63%
Amer. Indian and Alaska Native Alone	223	0.81%
Asian Alone	141	0.51%
Native Hawaiian and Other Pacific Island Alone	26	0.10%
Some Other Race Alone	2,108	7.68%
Two or More Races	448	1.63%
2022 Est. Population by Hispanic or Latino Origin	27,430	
Not Hispanic or Latino	20,504	74.75%
Hispanic or Latino	6,926	25.25%
Mexican	6,187	89.33%
Puerto Rican	72	1.04%
Cuban	19	0.27%
All Other Hispanic or Latino	648	9.36%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	6,926	
White Alone	4,453	64.29%
Black or African American Alone	58	0.84%
American Indian and Alaska Native Alone	120	1.73%
Asian Alone	1	0.01%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,080	30.03%
Two or More Races	214	3.09%
2022 Est. Pop by Race, Asian Alone, by Category	141	
Chinese, except Taiwanese	3	2.13%
Filipino	23	16.31%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	46	32.62%
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	69	48.94%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	27,430	
Arab	567	2.07%
Czech	445	1.62%
Danish	96	0.35%
Dutch	90	0.33%
English	2,440	8.90%
French (except Basque)	647	2.36%
French Canadian	18	0.07%
German	7,302	26.62%
Greek	11	0.04%
Hungarian	206	0.75%
Irish	1,965	7.16%
Italian	393	1.43%
Lithuanian	0	0.00%
United States or American	1,051	3.83%
Norwegian	216	0.79%
Polish	417	1.52%
Portuguese	34	0.12%
Russian	11	0.04%
Scottish	458	1.67%
Scotch-Irish	533	1.94%
Slovak	0	0.00%
Subsaharan African	9	0.03%
Swedish	244	0.89%
Swiss	44	0.16%
Ukrainian	84	0.31%
Welsh	108	0.39%
West Indian (except Hisp. groups)	28	0.10%
Other ancestries	7,360	26.83%
Ancestry Unclassified	2,653	9.67%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	21,010	80.62%
Speak Asian/Pacific Island Language at Home	16	0.06%
Speak IndoEuropean Language at Home	850	3.26%
Speak Spanish at Home	4,176	16.02%
Speak Other Language at Home	8	0.03%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	27,430	
Age 0 - 4	1,370	5.00%
Age 5 - 9	1,441	5.25%
Age 10 - 14	1,551	5.65%
Age 15 - 17	967	3.52%
Age 18 - 20	867	3.16%
Age 21 - 24	1,140	4.16%
Age 25 - 34	2,467	8.99%
Age 35 - 44	2,568	9.36%
Age 45 - 54	2,712	9.89%
Age 55 - 64	3,876	14.13%
Age 65 - 74	4,622	16.85%
Age 75 - 84	2,755	10.04%
Age 85 and over	1,094	3.99%
Age 16 and over	22,753	82.95%
Age 18 and over	22,101	80.57%
Age 21 and over	21,234	77.41%
Age 65 and over	8,471	30.88%
2022 Est. Median Age		50.25
2022 Est. Average Age		46.60
2022 Est. Population by Sex	27,430	
Male	13,398	48.84%
Female	14,032	51.16%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	13,398	
Age 0 - 4	692	5.16%
Age 5 - 9	728	5.43%
Age 10 - 14	793	5.92%
Age 15 - 17	504	3.76%
Age 18 - 20	459	3.43%
Age 21 - 24	604	4.51%
Age 25 - 34	1,265	9.44%
Age 35 - 44	1,245	9.29%
Age 45 - 54	1,299	9.70%
Age 55 - 64	1,803	13.46%
Age 65 - 74	2,188	16.33%
Age 75 - 84	1,364	10.18%
Age 85 and over	454	3.39%
2022 Est. Median Age, Male		48.33
2022 Est. Average Age, Male		45.60
2022 Est. Female Population by Age	14,032	
Age 0 - 4	678	4.83%
Age 5 - 9	713	5.08%
Age 10 - 14	758	5.40%
Age 15 - 17	463	3.30%
Age 18 - 20	408	2.91%
Age 21 - 24	536	3.82%
Age 25 - 34	1,202	8.57%
Age 35 - 44	1,323	9.43%
Age 45 - 54	1,413	10.07%
Age 55 - 64	2,073	14.77%
Age 65 - 74	2,434	17.35%
Age 75 - 84	1,391	9.91%
Age 85 and over	640	4.56%
2022 Est. Median Age, Female		51.94
2022 Est. Average Age, Female		47.50

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,043	21.86%
Males, Never Married	2,766	11.99%
Females, Never Married	2,277	9.87%
Married, Spouse present	12,588	54.57%
Married, Spouse absent	806	3.49%
Widowed	2,295	9.95%
Males Widowed	610	2.64%
Females Widowed	1,685	7.30%
Divorced	2,336	10.13%
Males Divorced	967	4.19%
Females Divorced	1,369	5.93%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,023	5.09%
Some High School, no diploma	1,190	5.92%
High School Graduate (or GED)	6,028	30.00%
Some College, no degree	4,167	20.74%
Associate Degree	1,217	6.06%
Bachelor's Degree	4,640	23.09%
Master's Degree	1,325	6.59%
Professional School Degree	384	1.91%
Doctorate Degree	120	0.60%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,565	43.28%
High School Graduate	1,295	35.81%
Some College or Associate's Degree	423	11.70%
Bachelor's Degree or Higher	333	9.21%
Households		
2027 Projection	12,618	
2022 Estimate	12,011	
2010 Census	10,572	
2000 Census	8,521	
Growth 2022 - 2027		5.05%
Growth 2010 - 2022		13.61%
Growth 2000 - 2010		24.07%
2022 Est. Households by Household Type	12,011	
Family Households	8,247	68.66%
Nonfamily Households	3,764	31.34%
2022 Est. Group Quarters Population	250	
2022 Households by Ethnicity, Hispanic/Latino	1,985	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	12,011	
Income < \$15,000	754	6.28%
Income \$15,000 - \$24,999	838	6.98%
Income \$25,000 - \$34,999	1,368	11.39%
Income \$35,000 - \$49,999	1,592	13.26%
Income \$50,000 - \$74,999	2,163	18.01%
Income \$75,000 - \$99,999	1,549	12.90%
Income \$100,000 - \$124,999	1,121	9.33%
Income \$125,000 - \$149,999	865	7.20%
Income \$150,000 - \$199,999	718	5.98%
Income \$200,000 - \$249,999	377	3.14%
Income \$250,000 - \$499,999	421	3.50%
Income \$500,000+	245	2.04%
2022 Est. Average Household Income		\$94,963
2022 Est. Median Household Income		\$65,982
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$65,023
Black or African American Alone		\$124,227
American Indian and Alaska Native Alone		\$63,852
Asian Alone		\$34,105
Native Hawaiian and Other Pacific Islander Alone		\$42,359
Some Other Race Alone		\$87,865
Two or More Races		\$84,658
Hispanic or Latino		\$63,418
Not Hispanic or Latino		\$66,604
2022 Est. Family HH Type by Presence of Own Child.	8,247	
Married-Couple Family, own children	2,014	24.42%
Married-Couple Family, no own children	4,937	59.86%
Male Householder, own children	176	2.13%
Male Householder, no own children	167	2.02%
Female Householder, own children	500	6.06%
Female Householder, no own children	453	5.49%
2022 Est. Households by Household Size	12,011	
1-person	3,483	29.00%
2-person	5,135	42.75%
3-person	1,469	12.23%
4-person	1,101	9.17%
5-person	483	4.02%
6-person	219	1.82%
7-or-more-person	121	1.01%
2022 Est. Average Household Size		2.26

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	12,011	
Households with 1 or More People under Age 18:	3,006	25.03%
Married-Couple Family	2,179	72.49%
Other Family, Male Householder	216	7.19%
Other Family, Female Householder	591	19.66%
Nonfamily, Male Householder	17	0.57%
Nonfamily, Female Householder	3	0.10%
Households with No People under Age 18:	9,005	
Married-Couple Family	4,771	52.98%
Other Family, Male Householder	127	1.41%
Other Family, Female Householder	363	4.03%
Nonfamily, Male Householder	1,529	16.98%
Nonfamily, Female Householder	2,215	24.60%
2022 Est. Households by Number of Vehicles	12,011	
No Vehicles	500	4.16%
1 Vehicle	3,442	28.66%
2 Vehicles	5,150	42.88%
3 Vehicles	1,962	16.33%
4 Vehicles	611	5.09%
5 or more Vehicles	346	2.88%
2022 Est. Average Number of Vehicles		2.0
Family Households		
2027 Projection	8,671	
2022 Estimate	8,247	
2010 Census	7,234	
2000 Census	6,081	
Growth 2022 - 2027		5.14%
Growth 2010 - 2022		14.00%
Growth 2000 - 2010		18.96%
2022 Est. Families by Poverty Status	8,247	
2022 Families at or Above Poverty	7,670	93.00%
2022 Families at or Above Poverty with Children	2,381	28.87%
2022 Families Below Poverty	577	7.00%
2022 Families Below Poverty with Children	380	4.61%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	12,594	55.35%
Civilian Labor Force, Unemployed	549	2.41%
Armed Forces	21	0.09%
Not in Labor Force	9,589	42.14%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	12,593	
For-Profit Private Workers	7,662	60.84%
Non-Profit Private Workers	759	6.03%
Local Government Workers	173	1.37%
State Government Workers	371	2.95%
Federal Government Workers	876	6.96%
Self-Employed Workers	2,698	21.42%
Unpaid Family Workers	54	0.43%
2022 Est. Civ. Employed Pop 16+ by Occupation	12,593	
Architect/Engineer	118	0.94%
Arts/Entertainment/Sports	188	1.49%
Building Grounds Maintenance	653	5.18%
Business/Financial Operations	375	2.98%
Community/Social Services	107	0.85%
Computer/Mathematical	74	0.59%
Construction/Extraction	1,064	8.45%
Education/Training/Library	705	5.60%
Farming/Fishing/Forestry	206	1.64%
Food Prep/Serving	1,444	11.47%
Health Practitioner/Technician	593	4.71%
Healthcare Support	336	2.67%
Maintenance Repair	318	2.52%
Legal	172	1.37%
Life/Physical/Social Science	24	0.19%
Management	1,761	13.98%
Office/Admin. Support	1,210	9.61%
Production	688	5.46%
Protective Services	183	1.45%
Sales/Related	1,507	11.97%
Personal Care/Service	168	1.33%
Transportation/Moving	699	5.55%
2022 Est. Pop 16+ by Occupation Classification	12,593	
White Collar	6,834	54.27%
Blue Collar	2,769	21.99%
Service and Farm	2,990	23.74%
2022 Est. Workers Age 16+ by Transp. to Work	12,445	
Drove Alone	8,993	72.26%
Car Pooled	2,011	16.16%
Public Transportation	27	0.22%
Walked	431	3.46%
Bicycle	49	0.39%
Other Means	81	0.65%
Worked at Home	853	6.85%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,810	
15 - 29 Minutes	3,105	
30 - 44 Minutes	1,612	
45 - 59 Minutes	334	
60 or more Minutes	780	
2022 Est. Avg Travel Time to Work in Minutes		22
2022 Est. Occupied Housing Units by Tenure	12,011	
Owner Occupied	9,110	75.85%
Renter Occupied	2,901	24.15%
2022 Owner Occ. HUs: Avg. Length of Residence		15.60%
2022 Renter Occ. HUs: Avg. Length of Residence		6.40%
2022 Est. Owner-Occupied Housing Units by Value	12,011	
Value Less than \$20,000	36	0.40%
Value \$20,000 - \$39,999	126	1.38%
Value \$40,000 - \$59,999	147	1.61%
Value \$60,000 - \$79,999	137	1.50%
Value \$80,000 - \$99,999	170	1.87%
Value \$100,000 - \$149,999	728	7.99%
Value \$150,000 - \$199,999	492	5.40%
Value \$200,000 - \$299,999	1,501	16.48%
Value \$300,000 - \$399,999	1,703	18.69%
Value \$400,000 - \$499,999	1,287	14.13%
Value \$500,000 - \$749,999	1,351	14.83%
Value \$750,000 - \$999,999	610	6.70%
Value \$1,000,000 or \$1,499,999	499	5.48%
Value \$1,500,000 or \$1,999,999	207	2.27%
Value \$2,000,000+	116	1.27%
2022 Est. Median All Owner-Occupied Housing Value		\$370,261
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	11,145	78.14%
1 Unit Attached	165	1.16%
2 Units	50	0.35%
3 or 4 Units	501	3.51%
5 to 19 Units	451	3.16%
20 to 49 Units	93	0.65%
50 or More Units	160	1.12%
Mobile Home or Trailer	1,676	11.75%
Boat, RV, Van, etc.	21	0.15%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,813	12.71%
Housing Units Built 2010 to 2014	500	3.51%
Housing Units Built 2000 to 2009	2,571	18.03%
Housing Units Built 1990 to 1999	2,748	19.27%
Housing Units Built 1980 to 1989	1,790	12.55%
Housing Units Built 1970 to 1979	1,482	10.39%
Housing Units Built 1960 to 1969	714	5.01%
Housing Units Built 1950 to 1959	750	5.26%
Housing Units Built 1940 to 1949	306	2.15%
Housing Unit Built 1939 or Earlier	1,588	11.13%
2022 Est. Median Year Structure Built		1992

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.



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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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