



The**Retail**Coach®

# County

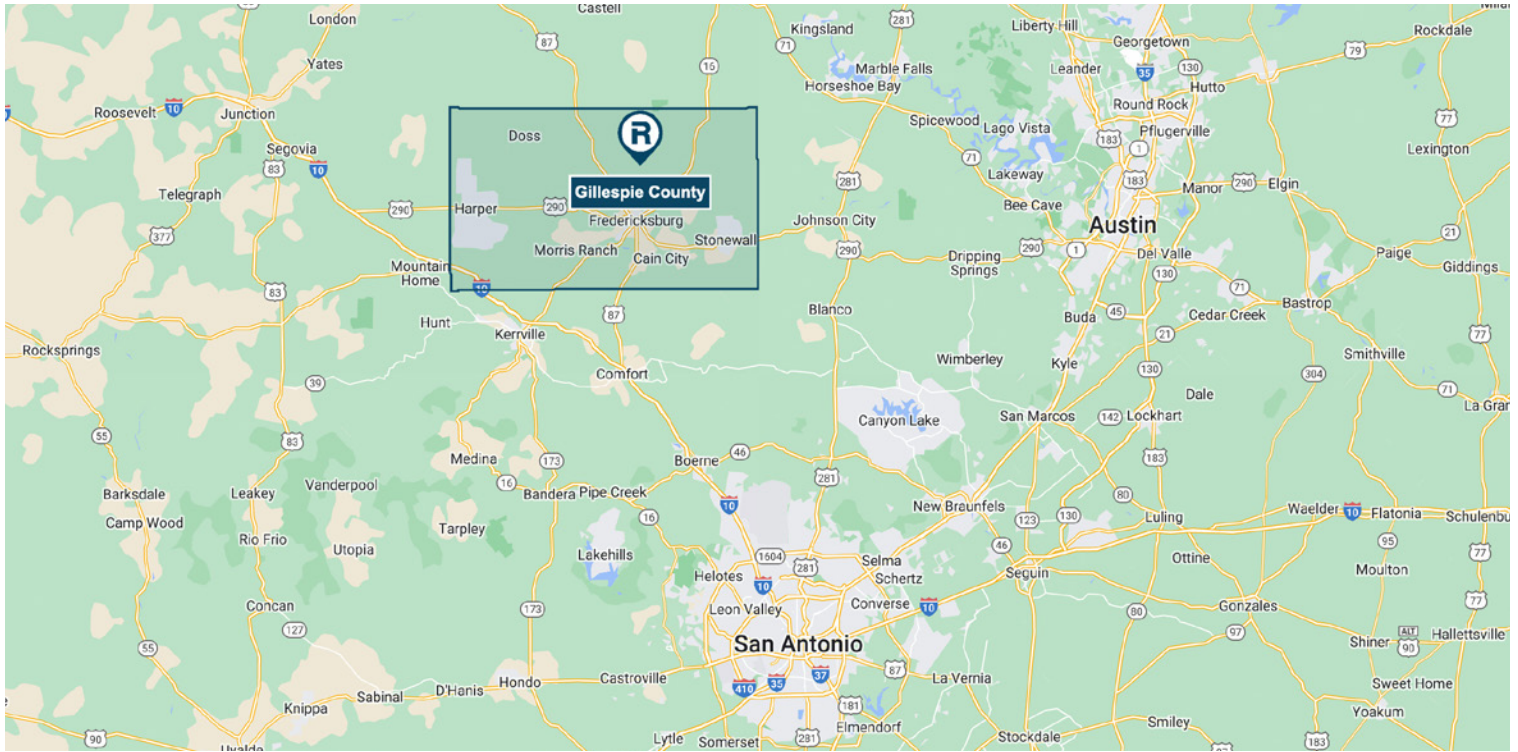
# Demographic Profile

GILLESPIE COUNTY, TEXAS

Prepared for Gillespie County Economic Development Commission  
May 2024

# County • Demographic Snapshot

Gillespie County, Texas



## Population

2020	26,725
2024	27,905
2029	29,224

## Educational Attainment (%)

Graduate or Professional Degree	11.99%
Bachelors Degree	23.08%
Associate Degree	7.61%
Some College	20.35%
High School Graduate (or GED)	26.53%
Some High School, No Degree	4.58%
Less than 9th Grade	5.86%

## Income

Average HH	\$108,707
Median HH	\$75,530
Per Capita	\$47,457

## Age

0 - 9 Years	8.24%
10 - 17 Years	8.23%
18 - 24 Years	6.93%
25 - 34 Years	7.87%
35 - 44 Years	8.80%
45 - 54 Years	9.72%
55 - 64 Years	13.56%
65 and Older	36.66%
Median Age	55.19
Average Age	49.70

## Race Distribution (%)

White	78.56%
Black/African American	0.51%
American Indian/Alaskan	0.64%
Asian	0.53%
Native Hawaiian/Islander	0.00%
Other Race	6.35%
Two or More Races	13.42%
Hispanic	23.25%



*Gillespie County*  
Economic Development Commission  
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# County • Demographic Profile

Gillespie County, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	29,224	
2024 Estimate	27,905	
2020 Census	26,725	
2010 Census	24,837	
Growth 2024 - 2029		4.73%
Growth 2020 - 2024		4.41%
Growth 2010 - 2020		7.60%
<b>2024 Est. Population by Single-Classification Race</b>	<b>27,905</b>	
White Alone	21,921	78.56%
Black or African American Alone	141	0.51%
Amer. Indian and Alaska Native Alone	178	0.64%
Asian Alone	147	0.53%
Native Hawaiian and Other Pacific Island Alone	1	0.00%
Some Other Race Alone	1,773	6.35%
Two or More Races	3,744	13.42%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>27,905</b>	
Not Hispanic or Latino	21,417	76.75%
Hispanic or Latino	6,488	23.25%
Mexican	5,940	91.55%
Puerto Rican	16	0.25%
Cuban	0	0.00%
All Other Hispanic or Latino	532	8.20%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>6,488</b>	
White Alone	1,676	25.83%
Black or African American Alone	29	0.45%
American Indian and Alaska Native Alone	108	1.66%
Asian Alone	4	0.06%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,670	25.74%
Two or More Races	3,001	46.26%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>147</b>	
Chinese, except Taiwanese	0	0.00%
Filipino	80	54.42%
Japanese	1	0.68%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	56	38.10%
All Other Asian Races Including 2+ Category	10	6.80%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>27,905</b>	
Arab	0	0.00%
Czech	299	1.07%
Danish	100	0.36%
Dutch	85	0.31%
English	3,195	11.45%
French (except Basque)	482	1.73%
French Canadian	24	0.09%
German	7,406	26.54%
Greek	77	0.28%
Hungarian	225	0.81%
Irish	2,296	8.23%
Italian	387	1.39%
Lithuanian	0	0.00%
United States or American	878	3.15%
Norwegian	56	0.20%
Polish	320	1.15%
Portuguese	32	0.12%
Russian	58	0.21%
Scottish	780	2.79%
Scotch-Irish	372	1.33%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	167	0.60%
Swiss	71	0.25%
Ukrainian	40	0.14%
Welsh	215	0.77%
West Indian (except Hisp. groups)	21	0.08%
Other ancestries	7,273	26.06%
Ancestry Unclassified	3,046	10.92%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	21,854	81.57%
Speak Asian/Pacific Island Language at Home	30	0.11%
Speak IndoEuropean Language at Home	576	2.15%
Speak Spanish at Home	4,333	16.17%
Speak Other Language at Home	0	0.00%

# County • Demographic Profile

Gillespie County, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>27,905</b>	
Age 0 - 4	1,112	3.98%
Age 5 - 9	1,187	4.25%
Age 10 - 14	1,415	5.07%
Age 15 - 17	882	3.16%
Age 18 - 20	860	3.08%
Age 21 - 24	1,073	3.85%
Age 25 - 34	2,195	7.87%
Age 35 - 44	2,456	8.80%
Age 45 - 54	2,711	9.72%
Age 55 - 64	3,783	13.56%
Age 65 - 74	5,514	19.76%
Age 75 - 84	3,511	12.58%
Age 85 and over	1,206	4.32%
Age 16 and over	23,895	85.63%
Age 18 and over	23,309	83.53%
Age 21 and over	22,449	80.45%
Age 65 and over	10,231	36.66%
2024 Est. Median Age		55.19
2024 Est. Average Age		49.70
<b>2024 Est. Population by Sex</b>	<b>27,905</b>	
Male	13,489	48.34%
Female	14,416	51.66%
<b>2024 Est. Male Population by Age</b>	<b>13,489</b>	
Age 0 - 4	569	4.22%
Age 5 - 9	603	4.47%
Age 10 - 14	704	5.22%
Age 15 - 17	453	3.36%
Age 18 - 20	441	3.27%
Age 21 - 24	556	4.12%
Age 25 - 34	1,121	8.31%
Age 35 - 44	1,218	9.03%
Age 45 - 54	1,289	9.56%
Age 55 - 64	1,751	12.98%
Age 65 - 74	2,585	19.16%
Age 75 - 84	1,710	12.68%
Age 85 and over	489	3.62%
2024 Est. Median Age, Male		53.54
2024 Est. Average Age, Male		48.70
<b>2024 Est. Female Population by Age</b>	<b>14,416</b>	
Age 0 - 4	543	3.77%
Age 5 - 9	584	4.05%
Age 10 - 14	711	4.93%
Age 15 - 17	429	2.98%
Age 18 - 20	419	2.91%
Age 21 - 24	517	3.59%
Age 25 - 34	1,074	7.45%
Age 35 - 44	1,238	8.59%
Age 45 - 54	1,422	9.86%
Age 55 - 64	2,032	14.10%
Age 65 - 74	2,929	20.32%
Age 75 - 84	1,801	12.49%
Age 85 and over	717	4.97%
2024 Est. Median Age, Female		56.55
2024 Est. Average Age, Female		50.60

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	5,114	21.14%
Males, Never Married	2,851	11.79%
Females, Never Married	2,263	9.36%
Married, Spouse present	14,224	58.80%
Married, Spouse absent	937	3.87%
Widowed	2,075	8.58%
Males Widowed	477	1.97%
Females Widowed	1,598	6.61%
Divorced	1,841	7.61%
Males Divorced	862	3.56%
Females Divorced	979	4.05%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,253	5.86%
Some High School, no diploma	980	4.58%
High School Graduate (or GED)	5,672	26.53%
Some College, no degree	4,350	20.35%
Associate Degree	1,626	7.61%
Bachelor's Degree	4,933	23.08%
Master's Degree	1,884	8.81%
Professional School Degree	386	1.81%
Doctorate Degree	292	1.37%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,618	42.39%
High School Graduate	1,540	40.35%
Some College or Associate's Degree	432	11.32%
Bachelor's Degree or Higher	227	5.95%
<b>Households</b>		
2029 Projection	12,643	
2024 Estimate	12,043	
2020 Census	11,486	
2010 Census	10,572	
Growth 2024 - 2029		4.98%
Growth 2020 - 2024		4.85%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>12,043</b>	
Family Households	8,302	68.94%
Nonfamily Households	3,741	31.06%
2024 Est. Group Quarters Population	319	
2024 Households by Ethnicity, Hispanic/Latino	1,901	



# County • Demographic Profile

Gillespie County, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>12,043</b>	
Income < \$15,000	665	5.52%
Income \$15,000 - \$24,999	632	5.25%
Income \$25,000 - \$34,999	1,261	10.47%
Income \$35,000 - \$49,999	1,460	12.12%
Income \$50,000 - \$74,999	1,967	16.33%
Income \$75,000 - \$99,999	1,500	12.46%
Income \$100,000 - \$124,999	1,082	8.98%
Income \$125,000 - \$149,999	878	7.29%
Income \$150,000 - \$199,999	1,073	8.91%
Income \$200,000 - \$249,999	682	5.66%
Income \$250,000 - \$499,999	555	4.61%
Income \$500,000+	288	2.39%
2024 Est. Average Household Income		\$108,707
2024 Est. Median Household Income		\$75,530
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$77,613
Black or African American Alone		\$38,928
American Indian and Alaska Native Alone		\$76,117
Asian Alone		\$200,000
Native Hawaiian and Other Pacific Islander Alone		\$19,874
Some Other Race Alone		\$71,561
Two or More Races		\$65,621
Hispanic or Latino		\$62,147
Not Hispanic or Latino		\$79,264
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>12,043</b>	
Family Households with Children	2,313	19.21%
Family Households without Children	9,730	80.79%
<b>Married-Couple Families</b>	<b>6,941</b>	<b>57.64%</b>
Married-Couple Family, own children	1,792	14.88%
Married-Couple Family, no own children	5,149	42.76%
<b>Cohabiting-Couple Families</b>	<b>356</b>	<b>2.96%</b>
Cohabiting-Couple Family, own children	59	0.49%
Cohabiting-Couple Family, no own children	297	2.47%
<b>Male Householder Families</b>	<b>1,864</b>	<b>15.48%</b>
Male Householder, own children	61	0.51%
Male Householder, no own children	192	1.59%
Male Householder, only Nonrelatives	83	0.69%
Male Householder, Living Alone	1,528	12.69%
<b>Female Householder Families</b>	<b>2,882</b>	<b>23.93%</b>
Female Householder, own children	401	3.33%
Female Householder, no own children	482	4.00%
Female Householder, only Nonrelatives	118	0.98%
Female Householder, Living Alone	1,881	15.62%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>12,043</b>	
1-person	3,706	30.77%
2-person	4,929	40.93%
3-person	1,308	10.86%
4-person	1,069	8.88%
5-person	518	4.30%
6-person	300	2.49%
7-or-more-person	213	1.77%
2024 Est. Average Household Size		2.29
<b>2024 Est. Households by Number of Vehicles</b>	<b>12,043</b>	
No Vehicles	476	3.95%
1 Vehicle	3,031	25.17%
2 Vehicles	5,307	44.07%
3 Vehicles	2,266	18.82%
4 Vehicles	634	5.26%
5 or more Vehicles	329	2.73%
2024 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2029 Projection	8,717	
2024 Estimate	8,302	
2020 Estimate	7,766	
2010 Census	7,234	
Growth 2024 - 2029		5.00%
Growth 2020 - 2024		6.90%
Growth 2010 - 2020		7.35%
<b>2024 Est. Families by Poverty Status</b>	<b>8,302</b>	
2024 Families at or Above Poverty	7,578	91.28%
2024 Families at or Above Poverty with Children	2,517	30.32%
2024 Families Below Poverty	724	8.72%
2024 Families Below Poverty with Children	473	5.70%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	13,067	54.69%
Civilian Labor Force, Unemployed	654	2.74%
Armed Forces	0	0.00%
Not in Labor Force	10,174	42.58%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	7,783	59.24%
Non-Profit Private Workers	909	6.92%
Local Government Workers	103	0.78%
State Government Workers	406	3.09%
Federal Government Workers	1,002	7.63%
Self-Employed Workers	2,892	22.01%
Unpaid Family Workers	44	0.34%



# County • Demographic Profile

Gillespie County, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	79	0.60%
Arts/Entertainment/Sports	97	0.74%
Building Grounds Maintenance	449	3.42%
Business/Financial Operations	481	3.66%
Community/Social Services	116	0.88%
Computer/Mathematical	131	1.00%
Construction/Extraction	1,103	8.40%
Education/Training/Library	779	5.93%
Farming/Fishing/Forestry	274	2.08%
Food Prep/Serving	1,219	9.28%
Health Practitioner/Technician	994	7.57%
Healthcare Support	503	3.83%
Maintenance Repair	323	2.46%
Legal	56	0.43%
Life/Physical/Social Science	58	0.44%
Management	1,777	13.53%
Office/Admin. Support	1,251	9.52%
Production	852	6.49%
Protective Services	234	1.78%
Sales/Related	1,460	11.11%
Personal Care/Service	292	2.22%
Transportation/Moving	611	4.65%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	7,279	55.40%
Blue Collar	2,889	21.99%
Service and Farm	2,971	22.61%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	9,481	73.65%
Car Pooled	1,624	12.62%
Public Transportation	59	0.46%
Walked	411	3.19%
Bicycle	18	0.14%
Other Means	72	0.56%
Worked at Home	1,208	9.38%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	6,299	
15 - 29 Minutes	2,797	
30 - 44 Minutes	1,462	
45 - 59 Minutes	325	
60 or more Minutes	822	
2024 Est. Avg Travel Time to Work in Minutes		21
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>12,043</b>	
Owner Occupied	8,944	74.27%
Renter Occupied	3,099	25.73%
2024 Owner Occ. HUs: Avg. Length of Residence		17.00 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		6.90 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>8,944</b>	
Value Less than \$20,000	96	1.07%
Value \$20,000 - \$39,999	98	1.10%
Value \$40,000 - \$59,999	74	0.83%
Value \$60,000 - \$79,999	145	1.62%
Value \$80,000 - \$99,999	179	2.00%
Value \$100,000 - \$149,999	692	7.74%
Value \$150,000 - \$199,999	398	4.45%
Value \$200,000 - \$299,999	1,413	15.80%
Value \$300,000 - \$399,999	1,425	15.93%
Value \$400,000 - \$499,999	1,374	15.36%
Value \$500,000 - \$749,999	1,489	16.65%
Value \$750,000 - \$999,999	629	7.03%
Value \$1,000,000 or \$1,499,999	541	6.05%
Value \$1,500,000 or \$1,999,999	243	2.72%
Value \$2,000,000+	148	1.65%
2024 Est. Median All Owner-Occupied Housing Value		\$396,591
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	11,346	77.13%
1 Unit Attached	213	1.45%
2 Units	54	0.37%
3 or 4 Units	435	2.96%
5 to 19 Units	513	3.49%
20 to 49 Units	91	0.62%
50 or More Units	188	1.28%
Mobile Home or Trailer	1,831	12.45%
Boat, RV, Van, etc.	39	0.27%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	652	4.43%
Housing Units Built 2010 to 2019	1,790	12.17%
Housing Units Built 2000 to 2009	2,691	18.29%
Housing Units Built 1990 to 1999	2,454	16.68%
Housing Units Built 1980 to 1989	1,993	13.55%
Housing Units Built 1970 to 1979	1,882	12.79%
Housing Units Built 1960 to 1969	690	4.69%
Housing Units Built 1950 to 1959	663	4.51%
Housing Units Built 1940 to 1949	373	2.54%
Housing Unit Built 1939 or Earlier	1,522	10.35%
2024 Est. Median Year Structure Built		1991

<sup>†</sup> Years



# 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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