



The **Retail** Coach®

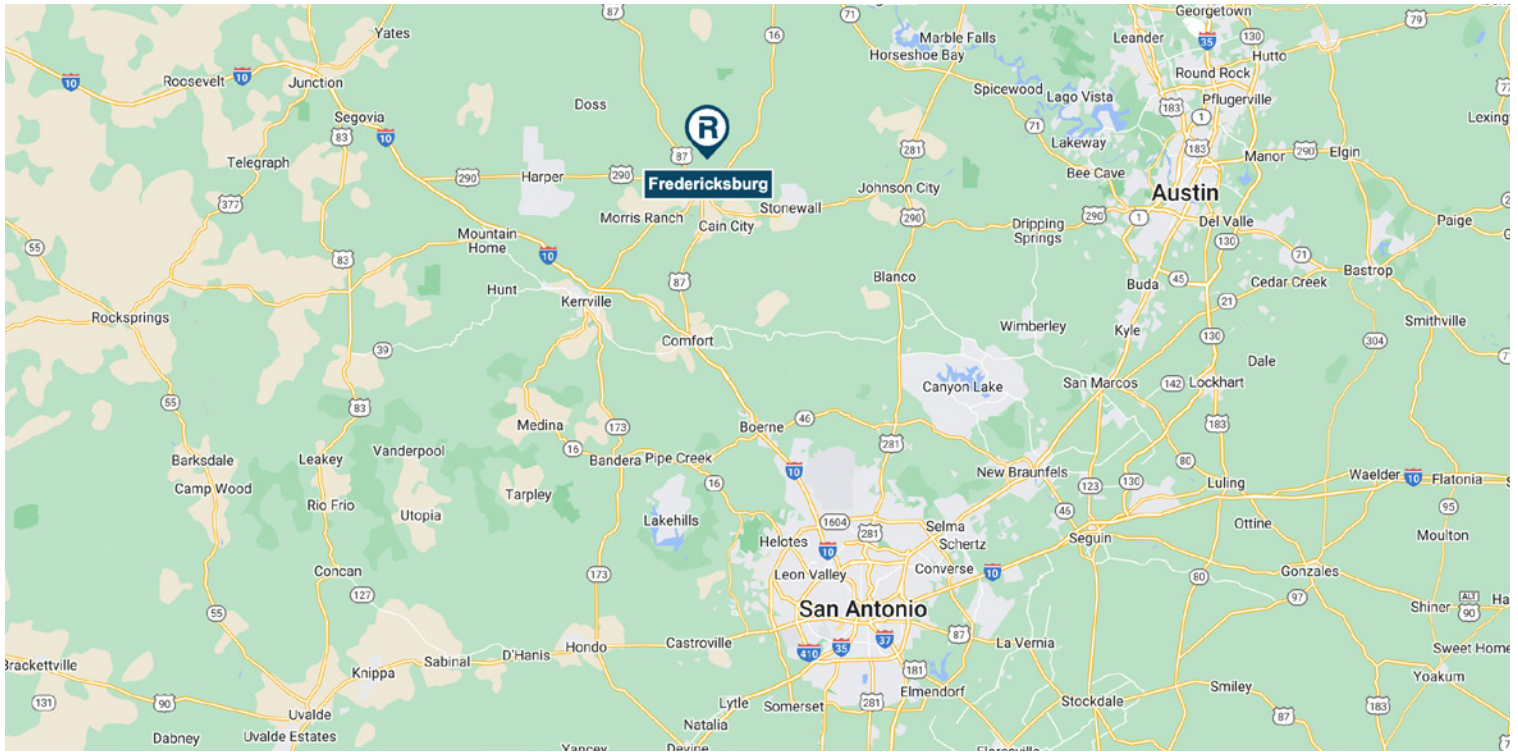
Community Demographic Profile

FREDERICKSBURG, TEXAS

Prepared for Gillespie County Economic Development Commission
May 2024

Community • Demographic Snapshot

Fredericksburg, Texas



Population

2020	10,875	0 - 9 Years	9.45%
2024	11,964	10 - 17 Years	8.68%
2029	12,561	18 - 24 Years	7.05%

Educational Attainment (%)

Graduate or Professional Degree	12.58%	25 - 34 Years	8.85%
Bachelors Degree	22.59%	35 - 44 Years	9.86%
Associate Degree	8.56%	45 - 54 Years	9.86%
Some College	19.83%	55 - 64 Years	12.20%
High School Graduate (or GED)	26.76%	65 and Older	34.07%
Some High School, No Degree	4.08%	Median Age	51.37
Less than 9th Grade	5.61%	Average Age	48.00

Income

Average HH	\$103,762	Race Distribution (%)	
Median HH	\$69,711	White	75.65%
Per Capita	\$45,974	Black/African American	0.62%
		American Indian/Alaskan	0.79%
		Asian	0.85%
		Native Hawaiian/Islander	0.00%
		Other Race	6.85%
		Two or More Races	15.24%
		Hispanic	25.84%



Gillespie County
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Community • Demographic Profile

Fredericksburg, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	12,561	
2024 Estimate	11,964	
2020 Census	10,875	
2010 Census	10,391	
Growth 2024 - 2029		4.99%
Growth 2020 - 2024		10.01%
Growth 2010 - 2020		4.66%
2024 Est. Population by Single-Classification Race	11,964	
White Alone	9,051	75.65%
Black or African American Alone	74	0.62%
Amer. Indian and Alaska Native Alone	95	0.79%
Asian Alone	102	0.85%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	819	6.85%
Two or More Races	1,823	15.24%
2024 Est. Population by Hispanic or Latino Origin	11,964	
Not Hispanic or Latino	8,872	74.16%
Hispanic or Latino	3,092	25.84%
Mexican	2,835	91.69%
Puerto Rican	8	0.26%
Cuban	0	0.00%
All Other Hispanic or Latino	249	8.05%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	3,092	
White Alone	747	24.16%
Black or African American Alone	13	0.42%
American Indian and Alaska Native Alone	61	1.97%
Asian Alone	1	0.03%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	779	25.19%
Two or More Races	1,491	48.22%
2024 Est. Pop by Race, Asian Alone, by Category	102	
Chinese, except Taiwanese	0	0.00%
Filipino	63	61.77%
Japanese	0	0.00%
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	35	34.31%
All Other Asian Races Including 2+ Category	4	3.92%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	11,964	
Arab	0	0.00%
Czech	170	1.42%
Danish	37	0.31%
Dutch	26	0.22%
English	1,294	10.82%
French (except Basque)	207	1.73%
French Canadian	7	0.06%
German	3,391	28.34%
Greek	24	0.20%
Hungarian	111	0.93%
Irish	1,103	9.22%
Italian	148	1.24%
Lithuanian	0	0.00%
United States or American	377	3.15%
Norwegian	18	0.15%
Polish	131	1.09%
Portuguese	21	0.18%
Russian	46	0.39%
Scottish	307	2.57%
Scotch-Irish	194	1.62%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	80	0.67%
Swiss	41	0.34%
Ukrainian	0	0.00%
Welsh	76	0.64%
West Indian (except Hisp. groups)	10	0.08%
Other ancestries	3,139	26.24%
Ancestry Unclassified	1,006	8.41%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	9,167	80.28%
Speak Asian/Pacific Island Language at Home	15	0.13%
Speak IndoEuropean Language at Home	224	1.96%
Speak Spanish at Home	2,013	17.63%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile

Fredericksburg, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	11,964	
Age 0 - 4	545	4.55%
Age 5 - 9	585	4.89%
Age 10 - 14	649	5.42%
Age 15 - 17	389	3.25%
Age 18 - 20	380	3.18%
Age 21 - 24	464	3.88%
Age 25 - 34	1,059	8.85%
Age 35 - 44	1,179	9.86%
Age 45 - 54	1,179	9.86%
Age 55 - 64	1,459	12.20%
Age 65 - 74	2,077	17.36%
Age 75 - 84	1,400	11.70%
Age 85 and over	599	5.01%
Age 16 and over	10,056	84.05%
Age 18 and over	9,796	81.88%
Age 21 and over	9,416	78.70%
Age 65 and over	4,076	34.07%
2024 Est. Median Age		51.37
2024 Est. Average Age		48.00
2024 Est. Population by Sex	11,964	
Male	5,651	47.23%
Female	6,313	52.77%
2024 Est. Male Population by Age	5,651	
Age 0 - 4	278	4.92%
Age 5 - 9	295	5.22%
Age 10 - 14	327	5.79%
Age 15 - 17	200	3.54%
Age 18 - 20	194	3.43%
Age 21 - 24	241	4.26%
Age 25 - 34	542	9.59%
Age 35 - 44	575	10.18%
Age 45 - 54	555	9.82%
Age 55 - 64	659	11.66%
Age 65 - 74	944	16.70%
Age 75 - 84	622	11.01%
Age 85 and over	219	3.87%
2024 Est. Median Age, Male		48.17
2024 Est. Average Age, Male		46.30
2024 Est. Female Population by Age	6,313	
Age 0 - 4	267	4.23%
Age 5 - 9	290	4.59%
Age 10 - 14	322	5.10%
Age 15 - 17	189	2.99%
Age 18 - 20	186	2.95%
Age 21 - 24	223	3.53%
Age 25 - 34	517	8.19%
Age 35 - 44	604	9.57%
Age 45 - 54	624	9.88%
Age 55 - 64	800	12.67%
Age 65 - 74	1,133	17.95%
Age 75 - 84	778	12.32%
Age 85 and over	380	6.02%
2024 Est. Median Age, Female		54.04
2024 Est. Average Age, Female		49.60

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,362	23.19%
Males, Never Married	1,250	12.27%
Females, Never Married	1,112	10.92%
Married, Spouse present	5,629	55.27%
Married, Spouse absent	360	3.54%
Widowed	922	9.05%
Males Widowed	199	1.95%
Females Widowed	723	7.10%
Divorced	912	8.95%
Males Divorced	321	3.15%
Females Divorced	591	5.80%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	502	5.61%
Some High School, no diploma	365	4.08%
High School Graduate (or GED)	2,396	26.76%
Some College, no degree	1,775	19.83%
Associate Degree	766	8.56%
Bachelor's Degree	2,022	22.59%
Master's Degree	838	9.36%
Professional School Degree	175	1.96%
Doctorate Degree	113	1.26%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	701	39.05%
High School Graduate	815	45.40%
Some College or Associate's Degree	203	11.31%
Bachelor's Degree or Higher	76	4.23%
Households		
2029 Projection	5,510	
2024 Estimate	5,222	
2020 Census	4,721	
2010 Census	4,536	
Growth 2024 - 2029		5.51%
Growth 2020 - 2024		10.61%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	5,222	
Family Households	3,380	64.73%
Nonfamily Households	1,842	35.27%
2024 Est. Group Quarters Population	178	
2024 Households by Ethnicity, Hispanic/Latino	937	

Community • Demographic Profile

Fredericksburg, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	5,222	
Income < \$15,000	295	5.65%
Income \$15,000 - \$24,999	281	5.38%
Income \$25,000 - \$34,999	555	10.63%
Income \$35,000 - \$49,999	722	13.83%
Income \$50,000 - \$74,999	926	17.73%
Income \$75,000 - \$99,999	596	11.41%
Income \$100,000 - \$124,999	415	7.95%
Income \$125,000 - \$149,999	398	7.62%
Income \$150,000 - \$199,999	440	8.43%
Income \$200,000 - \$249,999	263	5.04%
Income \$250,000 - \$499,999	219	4.19%
Income \$500,000+	112	2.14%
2024 Est. Average Household Income		\$103,762
2024 Est. Median Household Income		\$69,711
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$72,906
Black or African American Alone		\$45,249
American Indian and Alaska Native Alone		\$75,826
Asian Alone		\$200,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$61,674
Two or More Races		\$58,597
Hispanic or Latino		\$54,354
Not Hispanic or Latino		\$74,601
2024 Est. HH by Type and Presence of Own Child.	5,222	
Family Households with Children	1,091	20.89%
Family Households without Children	4,131	79.11%
Married-Couple Families	2,742	52.51%
Married-Couple Family, own children	809	15.49%
Married-Couple Family, no own children	1,933	37.02%
Cohabiting-Couple Families	184	3.52%
Cohabiting-Couple Family, own children	32	0.61%
Cohabiting-Couple Family, no own children	152	2.91%
Male Householder Families	860	16.47%
Male Householder, own children	11	0.21%
Male Householder, no own children	46	0.88%
Male Householder, only Nonrelatives	48	0.92%
Male Householder, Living Alone	755	14.46%
Female Householder Families	1,436	27.50%
Female Householder, own children	239	4.58%
Female Householder, no own children	205	3.93%
Female Householder, only Nonrelatives	57	1.09%
Female Householder, Living Alone	935	17.91%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	5,222	
1-person	1,802	34.51%
2-person	1,928	36.92%
3-person	571	10.94%
4-person	458	8.77%
5-person	241	4.62%
6-person	135	2.58%
7-or-more-person	87	1.67%
2024 Est. Average Household Size		2.26
2024 Est. Households by Number of Vehicles	5,222	
No Vehicles	293	5.61%
1 Vehicle	1,420	27.19%
2 Vehicles	2,419	46.32%
3 Vehicles	806	15.44%
4 Vehicles	243	4.65%
5 or more Vehicles	41	0.79%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	3,568	
2024 Estimate	3,380	
2020 Estimate	3,045	
2010 Census	2,908	
Growth 2024 - 2029		5.56%
Growth 2020 - 2024		11.00%
Growth 2010 - 2020		4.71%
2024 Est. Families by Poverty Status	3,380	
2024 Families at or Above Poverty	3,080	91.12%
2024 Families at or Above Poverty with Children	1,127	33.34%
2024 Families Below Poverty	300	8.88%
2024 Families Below Poverty with Children	249	7.37%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	5,745	57.13%
Civilian Labor Force, Unemployed	275	2.73%
Armed Forces	0	0.00%
Not in Labor Force	4,036	40.14%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	3,479	59.75%
Non-Profit Private Workers	367	6.30%
Local Government Workers	61	1.05%
State Government Workers	140	2.40%
Federal Government Workers	398	6.83%
Self-Employed Workers	1,375	23.61%
Unpaid Family Workers	3	0.05%



Community • Demographic Profile

Fredericksburg, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	43	0.74%
Arts/Entertainment/Sports	33	0.57%
Building Grounds Maintenance	124	2.13%
Business/Financial Operations	307	5.27%
Community/Social Services	65	1.12%
Computer/Mathematical	35	0.60%
Construction/Extraction	567	9.74%
Education/Training/Library	318	5.46%
Farming/Fishing/Forestry	110	1.89%
Food Prep/Serving	717	12.31%
Health Practitioner/Technician	460	7.90%
Healthcare Support	160	2.75%
Maintenance Repair	161	2.77%
Legal	26	0.45%
Life/Physical/Social Science	28	0.48%
Management	597	10.25%
Office/Admin. Support	532	9.14%
Production	344	5.91%
Protective Services	94	1.61%
Sales/Related	760	13.05%
Personal Care/Service	104	1.79%
Transportation/Moving	238	4.09%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	3,204	55.02%
Blue Collar	1,310	22.50%
Service and Farm	1,309	22.48%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	4,257	74.09%
Car Pooled	700	12.18%
Public Transportation	26	0.45%
Walked	233	4.05%
Bicycle	14	0.24%
Other Means	35	0.61%
Worked at Home	481	8.37%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,500	
15 - 29 Minutes	886	
30 - 44 Minutes	379	
45 - 59 Minutes	193	
60 or more Minutes	345	
2024 Est. Avg Travel Time to Work in Minutes		19
2024 Est. Occupied Housing Units by Tenure	5,222	
Owner Occupied	3,393	64.97%
Renter Occupied	1,829	35.03%
2024 Owner Occ. HUs: Avg. Length of Residence		17.40 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.70 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	3,393	
Value Less than \$20,000	17	0.50%
Value \$20,000 - \$39,999	40	1.18%
Value \$40,000 - \$59,999	11	0.32%
Value \$60,000 - \$79,999	39	1.15%
Value \$80,000 - \$99,999	47	1.38%
Value \$100,000 - \$149,999	187	5.51%
Value \$150,000 - \$199,999	79	2.33%
Value \$200,000 - \$299,999	630	18.57%
Value \$300,000 - \$399,999	646	19.04%
Value \$400,000 - \$499,999	574	16.92%
Value \$500,000 - \$749,999	660	19.45%
Value \$750,000 - \$999,999	227	6.69%
Value \$1,000,000 or \$1,499,999	153	4.51%
Value \$1,500,000 or \$1,999,999	60	1.77%
Value \$2,000,000+	23	0.68%
2024 Est. Median All Owner-Occupied Housing Value		\$400,080
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	4,828	76.46%
1 Unit Attached	103	1.63%
2 Units	31	0.49%
3 or 4 Units	335	5.31%
5 to 19 Units	439	6.95%
20 to 49 Units	74	1.17%
50 or More Units	115	1.82%
Mobile Home or Trailer	384	6.08%
Boat, RV, Van, etc.	5	0.08%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	310	4.91%
Housing Units Built 2010 to 2019	636	10.07%
Housing Units Built 2000 to 2009	958	15.17%
Housing Units Built 1990 to 1999	978	15.49%
Housing Units Built 1980 to 1989	808	12.80%
Housing Units Built 1970 to 1979	1,007	15.95%
Housing Units Built 1960 to 1969	380	6.02%
Housing Units Built 1950 to 1959	346	5.48%
Housing Units Built 1940 to 1949	177	2.80%
Housing Unit Built 1939 or Earlier	714	11.31%
2024 Est. Median Year Structure Built		1987

[†] 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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