



The**Retail**Coach®

County

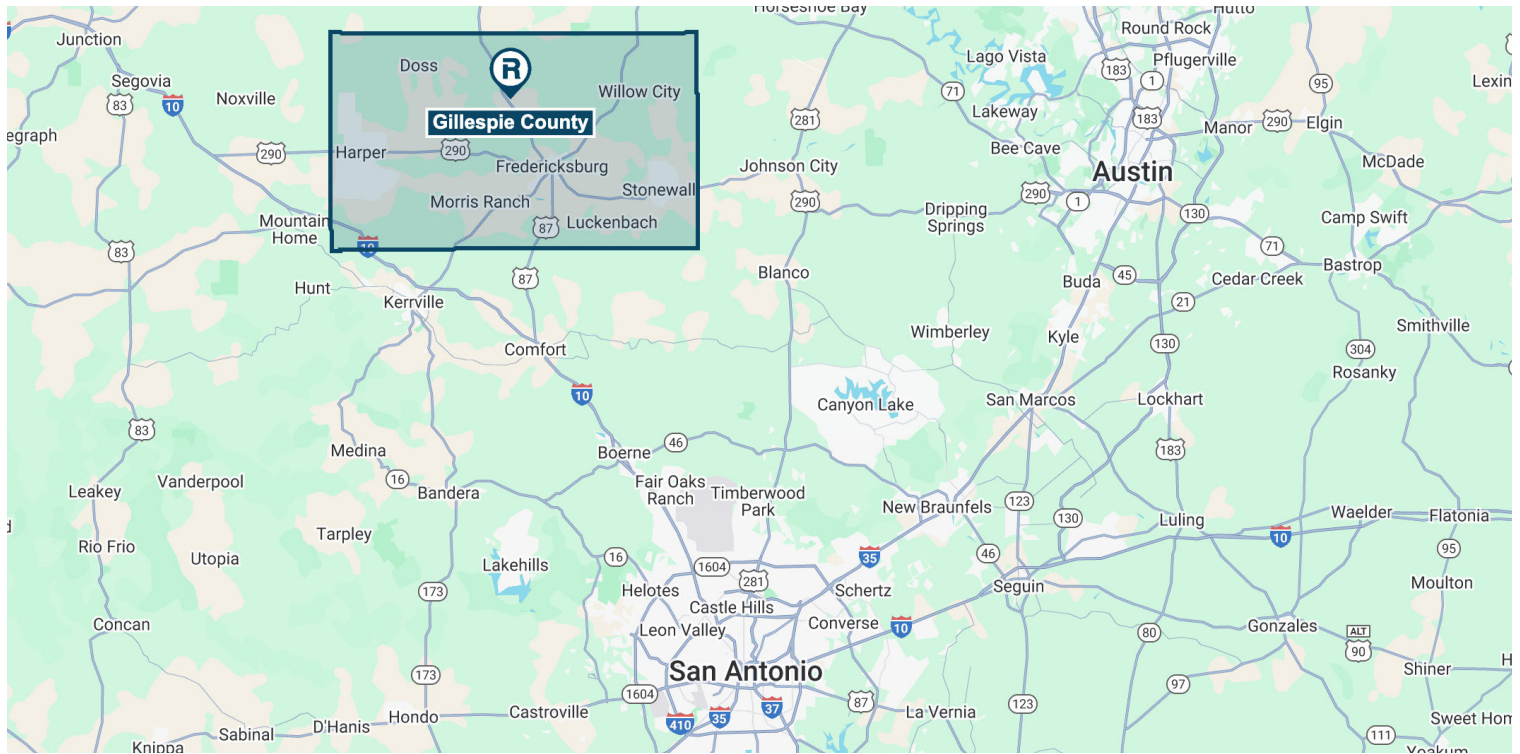
Demographic Profile

GILLESPIE COUNTY, TEXAS

Prepared for Gillespie County Economic Development Commission
February 2025

County • Demographic Snapshot

Gillespie County, Texas



Population

2020	26,725
2025	28,542
2030	30,400

Educational Attainment (%)

Graduate or Professional Degree	13.13%
Bachelors Degree	21.91%
Associate Degree	7.77%
Some College	20.42%
High School Graduate (GED)	25.38%
Some High School, No Degree	5.38%
Less than 9th Grade	6.00%

Income

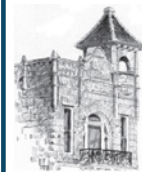
Average HH	\$113,330
Median HH	\$77,334
Per Capita	\$49,478

Age

0 - 9 Years	9.61%
10 - 17 Years	9.04%
18 - 24 Years	7.69%
25 - 34 Years	9.32%
35 - 44 Years	9.61%
45 - 54 Years	9.85%
55 - 64 Years	13.12%
65 and Older	31.76%
Median Age	50.01
Average Age	46.90

Race Distribution (%)

White	77.76%
Black/African American	0.67%
American Indian/Alaskan	0.74%
Asian	0.52%
Native Hawaiian/Islander	0.00%
Other Race	6.43%
Two or More Races	13.87%
Hispanic	23.57%



Gillespie County
Economic Development Commission
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County • Demographic Profile

Gillespie County, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	30,400	
2025 Estimate	28,542	
2020 Census	26,725	
2010 Census	24,837	
Growth 2025 - 2030		6.51%
Growth 2020 - 2025		6.80%
Growth 2010 - 2020		7.60%
2025 Est. Population by Single-Classification Race	28,542	
White Alone	22,195	77.76%
Black or African American Alone	192	0.67%
Amer. Indian and Alaska Native Alone	210	0.74%
Asian Alone	149	0.52%
Native Hawaiian and Other Pacific Island Alone	1	0.00%
Some Other Race Alone	1,835	6.43%
Two or More Races	3,960	13.87%
2025 Est. Population by Hispanic or Latino Origin	28,542	
Not Hispanic or Latino	21,816	76.43%
Hispanic or Latino	6,726	23.57%
Mexican	6,207	92.28%
Puerto Rican	23	0.34%
Cuban	0	0.00%
All Other Hispanic or Latino	496	7.37%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	6,726	
White Alone	1,737	25.82%
Black or African American Alone	30	0.45%
American Indian and Alaska Native Alone	112	1.66%
Asian Alone	5	0.07%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,731	25.74%
Two or More Races	3,111	46.25%
2025 Est. Pop by Race, Asian Alone, by Category	149	
Chinese, except Taiwanese	23	15.44%
Filipino	30	20.13%
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	79	53.02%
All Other Asian Races Including 2+ Category	17	11.41%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	28,542	
Arab	9	0.03%
Czech	268	0.94%
Danish	113	0.40%
Dutch	125	0.44%
English	3,816	13.37%
French (except Basque)	439	1.54%
French Canadian	10	0.04%
German	6,985	24.47%
Greek	124	0.43%
Hungarian	203	0.71%
Irish	2,100	7.36%
Italian	510	1.79%
Lithuanian	11	0.04%
United States or American	774	2.71%
Norwegian	73	0.26%
Polish	253	0.89%
Portuguese	82	0.29%
Russian	50	0.18%
Scottish	845	2.96%
Scotch-Irish	477	1.67%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	174	0.61%
Swiss	145	0.51%
Ukrainian	0	0.00%
Welsh	167	0.58%
West Indian (except Hisp. groups)	36	0.13%
Other ancestries	7,441	26.07%
Ancestry Unclassified	3,312	11.60%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	22,439	82.40%
Speak Asian/Pacific Island Language at Home	46	0.17%
Speak IndoEuropean Language at Home	677	2.49%
Speak Spanish at Home	4,069	14.94%
Speak Other Language at Home	0	0.00%

County • Demographic Profile

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DESCRIPTION	DATA	%
2025 Est. Population by Age	28,542	
Age 0 - 4	1,311	4.59%
Age 5 - 9	1,432	5.02%
Age 10 - 14	1,604	5.62%
Age 15 - 17	976	3.42%
Age 18 - 20	967	3.39%
Age 21 - 24	1,229	4.31%
Age 25 - 34	2,661	9.32%
Age 35 - 44	2,742	9.61%
Age 45 - 54	2,811	9.85%
Age 55 - 64	3,745	13.12%
Age 65 - 74	4,834	16.94%
Age 75 - 84	3,146	11.02%
Age 85 and over	1,084	3.80%
Age 16 and over	23,869	83.63%
Age 18 and over	23,219	81.35%
Age 21 and over	22,252	77.96%
Age 65 and over	9,064	31.76%
2025 Est. Median Age		50.01
2025 Est. Average Age		46.90
2025 Est. Population by Sex	28,542	
Male	13,969	48.94%
Female	14,573	51.06%
2025 Est. Male Population by Age	13,969	
Age 0 - 4	666	4.77%
Age 5 - 9	719	5.15%
Age 10 - 14	809	5.79%
Age 15 - 17	508	3.64%
Age 18 - 20	505	3.62%
Age 21 - 24	647	4.63%
Age 25 - 34	1,345	9.63%
Age 35 - 44	1,366	9.78%
Age 45 - 54	1,375	9.84%
Age 55 - 64	1,787	12.79%
Age 65 - 74	2,303	16.49%
Age 75 - 84	1,499	10.73%
Age 85 and over	440	3.15%
2025 Est. Median Age, Male		48.17
2025 Est. Average Age, Male		45.90
2025 Est. Female Population by Age	14,573	
Age 0 - 4	645	4.43%
Age 5 - 9	713	4.89%
Age 10 - 14	795	5.45%
Age 15 - 17	468	3.21%
Age 18 - 20	462	3.17%
Age 21 - 24	582	3.99%
Age 25 - 34	1,316	9.03%
Age 35 - 44	1,376	9.44%
Age 45 - 54	1,436	9.85%
Age 55 - 64	1,958	13.44%
Age 65 - 74	2,531	17.37%
Age 75 - 84	1,647	11.30%
Age 85 and over	644	4.42%
2025 Est. Median Age, Female		51.73
2025 Est. Average Age, Female		47.80

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,255	21.72%
Males, Never Married	2,927	12.10%
Females, Never Married	2,328	9.62%
Married, Spouse present	13,695	56.60%
Married, Spouse absent	1,044	4.32%
Widowed	2,282	9.43%
Males Widowed	491	2.03%
Females Widowed	1,791	7.40%
Divorced	1,919	7.93%
Males Divorced	918	3.79%
Females Divorced	1,001	4.14%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,261	6.00%
Some High School, no diploma	1,132	5.38%
High School Graduate (or GED)	5,336	25.38%
Some College, no degree	4,293	20.42%
Associate Degree	1,633	7.77%
Bachelor's Degree	4,607	21.91%
Master's Degree	2,065	9.82%
Professional School Degree	297	1.41%
Doctorate Degree	399	1.90%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,494	39.34%
High School Graduate	1,654	43.55%
Some College or Associate's Degree	414	10.90%
Bachelor's Degree or Higher	236	6.21%
Households		
2030 Projection	13,162	
2025 Estimate	12,327	
2020 Census	11,486	
2010 Census	10,572	
Growth 2025 - 2030		6.77%
Growth 2020 - 2025		7.32%
Growth 2010 - 2020		8.65%
2025 Est. Households by Household Type	12,327	
Family Households	8,332	67.59%
Nonfamily Households	3,995	32.41%
2025 Est. Group Quarters Population	307	
2025 Households by Ethnicity, Hispanic/Latino	1,979	

County • Demographic Profile

Gillespie County, Texas

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	12,327	
Income < \$15,000	699	5.67%
Income \$15,000 - \$24,999	538	4.36%
Income \$25,000 - \$34,999	1,107	8.98%
Income \$35,000 - \$49,999	1,463	11.87%
Income \$50,000 - \$74,999	2,196	17.82%
Income \$75,000 - \$99,999	1,436	11.65%
Income \$100,000 - \$124,999	1,084	8.79%
Income \$125,000 - \$149,999	988	8.02%
Income \$150,000 - \$199,999	1,207	9.79%
Income \$200,000 - \$249,999	629	5.10%
Income \$250,000 - \$499,999	645	5.23%
Income \$500,000+	335	2.72%
2025 Est. Average Household Income		\$113,330
2025 Est. Median Household Income		\$77,334
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$81,345
Black or African American Alone		\$44,261
American Indian and Alaska Native Alone		\$28,790
Asian Alone		\$200,000
Native Hawaiian and Other Pacific Islander Alone		\$30,126
Some Other Race Alone		\$70,190
Two or More Races		\$67,931
Hispanic or Latino		\$67,650
Not Hispanic or Latino		\$80,204
2025 Est. HH by Type and Presence of Own Child.	12,327	
Family Households with Children	2,332	18.92%
Family Households without Children	9,995	81.08%
Married-Couple Families	6,955	56.42%
Married-Couple Family, own children	1,871	15.18%
Married-Couple Family, no own children	5,084	41.24%
Cohabiting-Couple Families	329	2.67%
Cohabiting-Couple Family, own children	36	0.29%
Cohabiting-Couple Family, no own children	293	2.38%
Male Householder Families	1,682	13.65%
Male Householder, own children	58	0.47%
Male Householder, no own children	154	1.25%
Male Householder, only Nonrelatives	107	0.87%
Male Householder, Living Alone	1,363	11.06%
Female Householder Families	3,361	27.26%
Female Householder, own children	367	2.98%
Female Householder, no own children	591	4.79%
Female Householder, only Nonrelatives	239	1.94%
Female Householder, Living Alone	2,164	17.55%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	12,327	
1-person	3,804	30.86%
2-person	5,045	40.93%
3-person	1,336	10.84%
4-person	1,094	8.88%
5-person	527	4.28%
6-person	305	2.47%
7-or-more-person	216	1.75%
2025 Est. Average Household Size		2.29
2025 Est. Households by Number of Vehicles	12,327	
No Vehicles	625	5.07%
1 Vehicle	3,224	26.15%
2 Vehicles	5,272	42.77%
3 Vehicles	2,244	18.20%
4 Vehicles	694	5.63%
5 or more Vehicles	268	2.17%
2025 Est. Average Number of Vehicles		2.0
Family Households		
2030 Projection	8,902	
2025 Estimate	8,332	
2020 Estimate	7,766	
2010 Census	7,234	
Growth 2025 - 2030		6.84%
Growth 2020 - 2025		7.29%
Growth 2010 - 2020		7.35%
2025 Est. Families by Poverty Status	8,332	
2025 Families at or Above Poverty	7,721	92.67%
2025 Families at or Above Poverty with Children	2,737	32.85%
2025 Families Below Poverty	611	7.33%
2025 Families Below Poverty with Children	321	3.85%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	13,245	55.49%
Civilian Labor Force, Unemployed	486	2.04%
Armed Forces	0	0.00%
Not in Labor Force	10,138	42.47%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	8,236	61.94%
Non-Profit Private Workers	940	7.07%
Local Government Workers	126	0.95%
State Government Workers	418	3.14%
Federal Government Workers	1,039	7.81%
Self-Employed Workers	2,497	18.78%
Unpaid Family Workers	41	0.31%



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Gillespie County, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	108	0.81%
Arts/Entertainment/Sports	120	0.90%
Building Grounds Maintenance	440	3.31%
Business/Financial Operations	530	3.99%
Community/Social Services	160	1.20%
Computer/Mathematical	148	1.11%
Construction/Extraction	1,251	9.41%
Education/Training/Library	729	5.48%
Farming/Fishing/Forestry	198	1.49%
Food Prep/Serving	1,140	8.57%
Health Practitioner/Technician	990	7.45%
Healthcare Support	456	3.43%
Maintenance Repair	260	1.96%
Legal	58	0.44%
Life/Physical/Social Science	59	0.44%
Management	1,859	13.98%
Office/Admin. Support	1,511	11.36%
Production	629	4.73%
Protective Services	243	1.83%
Sales/Related	1,398	10.51%
Personal Care/Service	329	2.47%
Transportation/Moving	681	5.12%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	7,670	57.68%
Blue Collar	2,821	21.21%
Service and Farm	2,806	21.10%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	9,575	73.89%
Car Pooled	1,614	12.46%
Public Transportation	52	0.40%
Walked	437	3.37%
Bicycle	0	0.00%
Other Means	51	0.39%
Worked at Home	1,230	9.49%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,149	
15 - 29 Minutes	2,941	
30 - 44 Minutes	1,481	
45 - 59 Minutes	317	
60 or more Minutes	867	
2025 Est. Avg Travel Time to Work in Minutes		22
2025 Est. Occupied Housing Units by Tenure	12,327	
Owner Occupied	9,174	74.42%
Renter Occupied	3,153	25.58%
2025 Owner Occ. HUs: Avg. Length of Residence		16.80 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.80 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	9,174	
Value Less than \$20,000	131	1.43%
Value \$20,000 - \$39,999	89	0.97%
Value \$40,000 - \$59,999	62	0.68%
Value \$60,000 - \$79,999	192	2.09%
Value \$80,000 - \$99,999	61	0.67%
Value \$100,000 - \$149,999	529	5.77%
Value \$150,000 - \$199,999	309	3.37%
Value \$200,000 - \$299,999	997	10.87%
Value \$300,000 - \$399,999	920	10.03%
Value \$400,000 - \$499,999	966	10.53%
Value \$500,000 - \$749,999	2,210	24.09%
Value \$750,000 - \$999,999	1,296	14.13%
Value \$1,000,000 or \$1,499,999	716	7.80%
Value \$1,500,000 or \$1,999,999	386	4.21%
Value \$2,000,000+	310	3.38%
2025 Est. Median All Owner-Occupied Housing Value		\$534,173
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	11,328	75.61%
1 Unit Attached	236	1.57%
2 Units	83	0.55%
3 or 4 Units	494	3.30%
5 to 19 Units	580	3.87%
20 to 49 Units	126	0.84%
50 or More Units	187	1.25%
Mobile Home or Trailer	1,909	12.74%
Boat, RV, Van, etc.	40	0.27%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	961	6.41%
Housing Units Built 2010 to 2019	2,081	13.89%
Housing Units Built 2000 to 2009	2,555	17.05%
Housing Units Built 1990 to 1999	2,409	16.08%
Housing Units Built 1980 to 1989	1,988	13.27%
Housing Units Built 1970 to 1979	2,041	13.62%
Housing Units Built 1960 to 1969	651	4.34%
Housing Units Built 1950 to 1959	604	4.03%
Housing Units Built 1940 to 1949	317	2.12%
Housing Unit Built 1939 or Earlier	1,376	9.18%
2025 Est. Median Year Structure Built		1992

[†] 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, Unacast, 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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