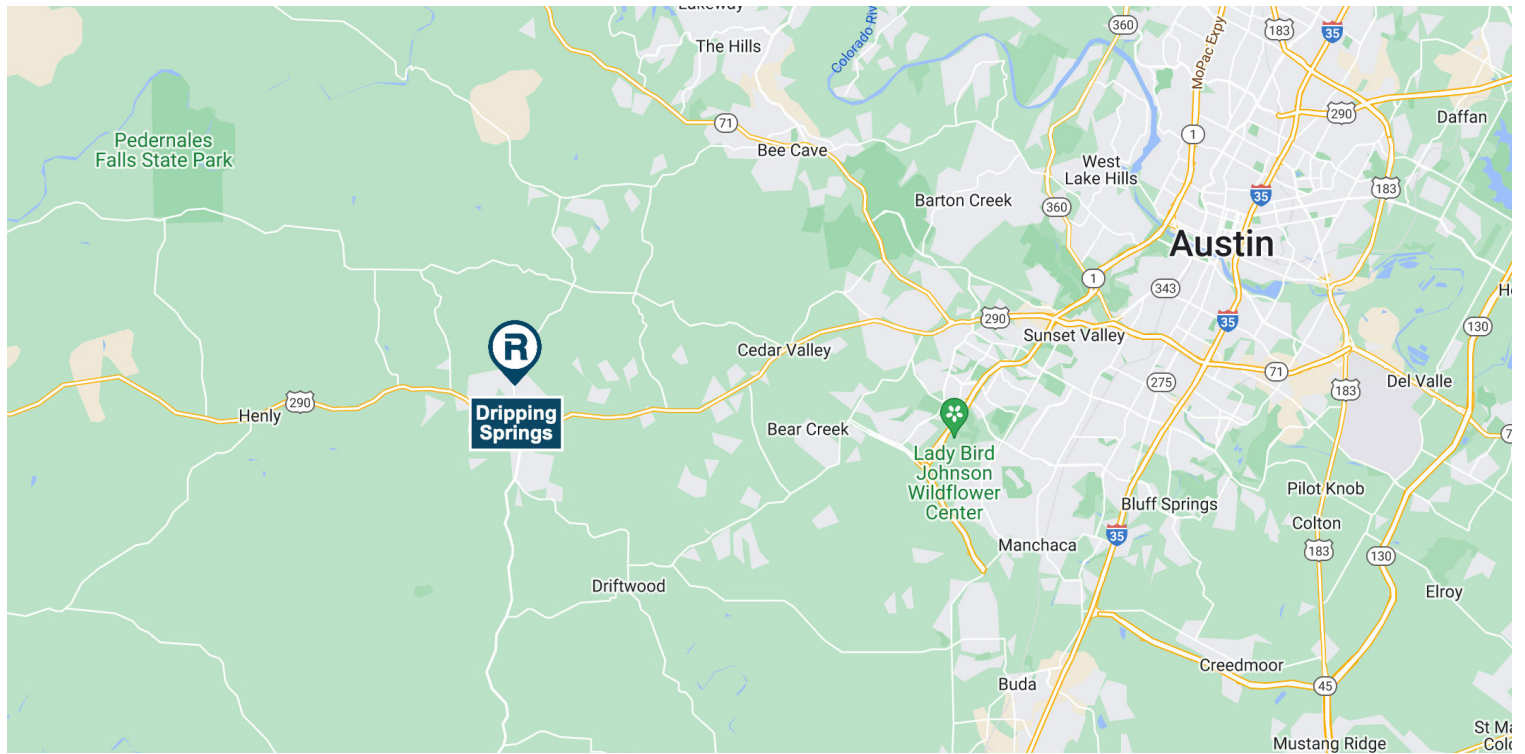# TheRetailCoach®

Community Demographic Profile

DRIPPING SPRINGS, TEXAS

Prepared for Dripping Springs Chamber of Commerce
February 2024

Community • Demographic Snapshot

Dripping Springs, Texas

Population

2020	4,650
2024	8,526
2029	9,966

Educational Attainment (%)

Graduate or Professional Degree	18.78%
Bachelors Degree	34.92%
Associate Degree	6.73%
Some College	18.29%
High School Graduate (or GED)	16.83%
Some High School, No Degree	2.45%
Less than 9th Grade	1.99%

Income

Average HH	$182,343
Median HH	$140,538
Per Capita	$65,557

Age

0 - 9 Years	12.67%
10 - 17 Years	11.66%
18 - 24 Years	9.11%
25 - 34 Years	7.25%
35 - 44 Years	12.39%
45 - 54 Years	14.64%
55 - 64 Years	13.28%
65 and Older	19.01%
Median Age	42.75
Average Age	40.80

Race Distribution (%)

White	78.51%
Black/African American	0.94%
American Indian/ Alaskan	0.60%
Asian	2.59%
Native Hawaiian/ Islander	0.07%
Other Race	3.73%
Two or More Races	13.56%
Hispanic	15.73%

Susan Kimball
Dripping Springs Chamber of Commerce
Interim Executive Director

P.O. Box 206
Dripping Springs, Texas 78620

Phone 512.858.7000
Susan@DSTXChamber.com
www.DSTXChamber.com

Aaron Farmer
The Retail Coach, LLC
President

Office 662.844.2155
Cell   662.231.0608
AFarmer@TheRetailCoach.net
www.TheRetailCoach.net

Community • Demographic Profile

Dripping Springs, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	9,966	
2024 Estimate	8,526	
2020 Census	4,650	
2010 Census	3,250	
Growth 2024 - 2029		16.89%
Growth 2020 - 2024		83.35%
Growth 2010 - 2020		43.08%
2024 Est. Population by Single-Classification Race	**8,526**	
White Alone	6,694	78.51%
Black or African American Alone	80	0.94%
Amer. Indian and Alaska Native Alone	51	0.60%
Asian Alone	221	2.59%
Native Hawaiian and Other Pacific Island Alone	6	0.07%
Some Other Race Alone	318	3.73%
Two or More Races	1,156	13.56%
2024 Est. Population by Hispanic or Latino Origin	**8,526**	
Not Hispanic or Latino	7,185	84.27%
Hispanic or Latino	1,341	15.73%
Mexican	1,119	83.44%
Puerto Rican	37	2.76%
Cuban	35	2.61%
All Other Hispanic or Latino	150	11.19%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**1,341**	
White Alone	313	23.34%
Black or African American Alone	5	0.37%
American Indian and Alaska Native Alone	29	2.16%
Asian Alone	4	0.30%
Native Hawaiian and Other Pacific Islander Alone	2	0.15%
Some Other Race Alone	291	21.70%
Two or More Races	697	51.98%
2024 Est. Pop by Race, Asian Alone, by Category	**221**	
Chinese, except Taiwanese	26	11.77%
Filipino	19	8.60%
Japanese	27	12.22%
Asian Indian	90	40.72%
Korean	1	0.45%
Vietnamese	24	10.86%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	7	3.17%
All Other Asian Races Including 2+ Category	27	12.22%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**8,526**	
Arab	12	0.14%
Czech	64	0.75%
Danish	39	0.46%
Dutch	75	0.88%
English	1,147	13.45%
French (except Basque)	177	2.08%
French Canadian	33	0.39%
German	1,096	12.86%
Greek	10	0.12%
Hungarian	8	0.09%
Irish	728	8.54%
Italian	351	4.12%
Lithuanian	3	0.04%
United States or American	528	6.19%
Norwegian	46	0.54%
Polish	126	1.48%
Portuguese	22	0.26%
Russian	118	1.38%
Scottish	230	2.70%
Scotch-Irish	134	1.57%
Slovak	1	0.01%
Subsaharan African	14	0.16%
Swedish	38	0.45%
Swiss	19	0.22%
Ukrainian	17	0.20%
Welsh	58	0.68%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,052	24.07%
Ancestry Unclassified	1,380	16.19%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	7,165	89.37%
Speak Asian/Pacific Island Language at Home	34	0.42%
Speak IndoEuropean Language at Home	106	1.32%
Speak Spanish at Home	712	8.88%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile
Dripping Springs, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	**8,526**	
Age 0 - 4	509	5.97%
Age 5 - 9	571	6.70%
Age 10 - 14	646	7.58%
Age 15 - 17	348	4.08%
Age 18 - 20	340	3.99%
Age 21 - 24	437	5.13%
Age 25 - 34	618	7.25%
Age 35 - 44	1,056	12.39%
Age 45 - 54	1,248	14.64%
Age 55 - 64	1,132	13.28%
Age 65 - 74	978	11.47%
Age 75 - 84	494	5.79%
Age 85 and over	149	1.75%
Age 16 and over	6,683	78.38%
Age 18 and over	6,452	75.67%
Age 21 and over	6,112	71.69%
Age 65 and over	1,621	19.01%
2024 Est. Median Age		42.75
2024 Est. Average Age		40.80
2024 Est. Population by Sex	**8,526**	
Male	4,189	49.13%
Female	4,337	50.87%
2024 Est. Male Population by Age	**4,189**	
Age 0 - 4	259	6.18%
Age 5 - 9	286	6.83%
Age 10 - 14	334	7.97%
Age 15 - 17	188	4.49%
Age 18 - 20	181	4.32%
Age 21 - 24	224	5.35%
Age 25 - 34	323	7.71%
Age 35 - 44	518	12.37%
Age 45 - 54	600	14.32%
Age 55 - 64	541	12.91%
Age 65 - 74	455	10.86%
Age 75 - 84	226	5.39%
Age 85 and over	54	1.29%
2024 Est. Median Age, Male		41.09
2024 Est. Average Age, Male		39.70
2024 Est. Female Population by Age	**4,337**	
Age 0 - 4	250	5.76%
Age 5 - 9	285	6.57%
Age 10 - 14	312	7.19%
Age 15 - 17	160	3.69%
Age 18 - 20	159	3.67%
Age 21 - 24	213	4.91%
Age 25 - 34	295	6.80%
Age 35 - 44	538	12.41%
Age 45 - 54	648	14.94%
Age 55 - 64	591	13.63%
Age 65 - 74	523	12.06%
Age 75 - 84	268	6.18%
Age 85 and over	95	2.19%
2024 Est. Median Age, Female		44.28
2024 Est. Average Age, Female		42.00

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,800	26.47%
Males, Never Married	1,019	14.99%
Females, Never Married	781	11.49%
Married, Spouse present	4,166	61.27%
Married, Spouse absent	118	1.74%
Widowed	318	4.68%
Males Widowed	32	0.47%
Females Widowed	286	4.21%
Divorced	398	5.85%
Males Divorced	200	2.94%
Females Divorced	198	2.91%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	113	1.99%
Some High School, no diploma	139	2.45%
High School Graduate (or GED)	955	16.83%
Some College, no degree	1,038	18.29%
Associate Degree	382	6.73%
Bachelor's Degree	1,982	34.92%
Master's Degree	793	13.97%
Professional School Degree	189	3.33%
Doctorate Degree	84	1.48%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	122	17.09%
High School Graduate	147	20.59%
Some College or Associate's Degree	193	27.03%
Bachelor's Degree or Higher	252	35.29%
Households		
2029 Projection	3,611	
2024 Estimate	3,052	
2020 Census	1,641	
2010 Census	1,153	
Growth 2024 - 2029		18.32%
Growth 2020 - 2024		85.98%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**3,052**	
Family Households	2,481	81.29%
Nonfamily Households	571	18.71%
2024 Est. Group Quarters Population	37	
2024 Households by Ethnicity, Hispanic/Latino	337	

Community • Demographic Profile

Dripping Springs, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**3,052**	
Income < $15,000	123	4.03%
Income $15,000 - $24,999	142	4.65%
Income $25,000 - $34,999	119	3.90%
Income $35,000 - $49,999	116	3.80%
Income $50,000 - $74,999	248	8.13%
Income $75,000 - $99,999	276	9.04%
Income $100,000 - $124,999	307	10.06%
Income $125,000 - $149,999	308	10.09%
Income $150,000 - $199,999	465	15.24%
Income $200,000 - $249,999	296	9.70%
Income $250,000 - $499,999	400	13.11%
Income $500,000+	252	8.26%
2024 Est. Average Household Income		$182,343
2024 Est. Median Household Income		$140,538
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$148,644
Black or African American Alone		$150,000
American Indian and Alaska Native Alone		$132,280
Asian Alone		$200,000
Native Hawaiian and Other Pacific Islander Alone		$172,855
Some Other Race Alone		$138,662
Two or More Races		$75,000
Hispanic or Latino		$98,591
Not Hispanic or Latino		$143,473
2024 Est. HH by Type and Presence of Own Child.	**3,052**	
Family Households with Children	1,505	49.31%
Family Households without Children	1,547	50.69%
Married-Couple Families	**2,186**	**71.62%**
Married-Couple Family, own children	1,269	41.58%
Married-Couple Family, no own children	917	30.05%
Cohabitating-Couple Families	**102**	**3.34%**
Cohabitating-Couple Family, own children	39	1.28%
Cohabitating-Couple Family, no own children	63	2.06%
Male Householder Families	**350**	**11.47%**
Male Householder, own children	107	3.51%
Male Householder, no own children	66	2.16%
Male Householder, only Nonrelatives	13	0.43%
Male Householder, Living Alone	164	5.37%
Female Householder Families	**414**	**13.57%**
Female Householder, own children	90	2.95%
Female Householder, no own children	46	1.51%
Female Householder, only Nonrelatives	5	0.16%
Female Householder, Living Alone	273	8.95%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**3,052**	
1-person	537	17.59%
2-person	1,044	34.21%
3-person	542	17.76%
4-person	563	18.45%
5-person	236	7.73%
6-person	89	2.92%
7-or-more-person	41	1.34%
2024 Est. Average Household Size		2.78
2024 Est. Households by Number of Vehicles	**3,052**	
No Vehicles	102	3.34%
1 Vehicle	518	16.97%
2 Vehicles	1,369	44.86%
3 Vehicles	679	22.25%
4 Vehicles	204	6.68%
5 or more Vehicles	180	5.90%
2024 Est. Average Number of Vehicles		2.4
Family Households		
2029 Projection	2,936	
2024 Estimate	2,481	
2020 Estimate	1,309	
2010 Census	921	
Growth 2024 - 2029		18.34%
Growth 2020 - 2024		89.53%
Growth 2010 - 2020		42.13%
2024 Est. Families by Poverty Status	**2,481**	
2024 Families at or Above Poverty	2,339	94.28%
2024 Families at or Above Poverty with Children	1,423	57.36%
2024 Families Below Poverty	142	5.72%
2024 Families Below Poverty with Children	77	3.10%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	4,153	62.14%
Civilian Labor Force, Unemployed	156	2.33%
Armed Forces	3	0.04%
Not in Labor Force	2,371	35.48%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	2,814	64.50%
Non-Profit Private Workers	199	4.56%
Local Government Workers	52	1.19%
State Government Workers	82	1.88%
Federal Government Workers	500	11.46%
Self-Employed Workers	713	16.34%
Unpaid Family Workers	3	0.07%

TheRetailCoach

Community • Demographic Profile

Dripping Springs, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	101	2.31%
Arts/Entertainment/Sports	110	2.52%
Building Grounds Maintenance	183	4.19%
Business/Financial Operations	364	8.34%
Community/Social Services	59	1.35%
Computer/Mathematical	186	4.26%
Construction/Extraction	181	4.15%
Education/Training/Library	470	10.77%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	188	4.31%
Health Practitioner/Technician	147	3.37%
Healthcare Support	58	1.33%
Maintenance Repair	95	2.18%
Legal	111	2.54%
Life/Physical/Social Science	41	0.94%
Management	799	18.31%
Office/Admin. Support	255	5.84%
Production	22	0.50%
Protective Services	43	0.99%
Sales/Related	608	13.94%
Personal Care/Service	79	1.81%
Transportation/Moving	263	6.03%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	3,251	74.51%
Blue Collar	561	12.86%
Service and Farm	551	12.63%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	2,730	65.47%
Car Pooled	340	8.15%
Public Transportation	9	0.22%
Walked	47	1.13%
Bicycle	0	0.00%
Other Means	40	0.96%
Worked at Home	1,004	24.08%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	806	
15 - 29 Minutes	970	
30 - 44 Minutes	779	
45 - 59 Minutes	427	
60 or more Minutes	242	
2024 Est. Avg Travel Time to Work in Minutes		30
2024 Est. Occupied Housing Units by Tenure	3,052	
Owner Occupied	0	0.00%
Renter Occupied	0	0.00%
2024 Owner Occ. HUs: Avg. Length of Residence		11.10[†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.10[†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	0	
Value Less than $20,000	9	0.36%
Value $20,000 - $39,999	0	0.00%
Value $40,000 - $59,999	1	0.04%
Value $60,000 - $79,999	4	0.16%
Value $80,000 - $99,999	7	0.28%
Value $100,000 - $149,999	15	0.60%
Value $150,000 - $199,999	3	0.12%
Value $200,000 - $299,999	72	2.87%
Value $300,000 - $399,999	129	5.14%
Value $400,000 - $499,999	345	13.75%
Value $500,000 - $749,999	875	34.88%
Value $750,000 - $999,999	516	20.57%
Value $1,000,000 or $1,499,999	349	13.91%
Value $1,500,000 or $1,999,999	121	4.82%
Value $2,000,000+	63	2.51%
2024 Est. Median All Owner-Occupied Housing Value		$684,534
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	2,766	84.48%
1 Unit Attached	65	1.99%
2 Units	60	1.83%
3 or 4 Units	32	0.98%
5 to 19 Units	12	0.37%
20 to 49 Units	32	0.98%
50 or More Units	56	1.71%
Mobile Home or Trailer	250	7.64%
Boat, RV, Van, etc.	1	0.03%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	700	21.38%
Housing Units Built 2010 to 2019	833	25.44%
Housing Units Built 2000 to 2009	506	15.46%
Housing Units Built 1990 to 1999	630	19.24%
Housing Units Built 1980 to 1989	371	11.33%
Housing Units Built 1970 to 1979	154	4.70%
Housing Units Built 1960 to 1969	24	0.73%
Housing Units Built 1950 to 1959	26	0.79%
Housing Units Built 1940 to 1949	14	0.43%
Housing Unit Built 1939 or Earlier	16	0.49%
2024 Est. Median Year Structure Built		2008

[†] 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.

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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