



The **Retail** Coach®

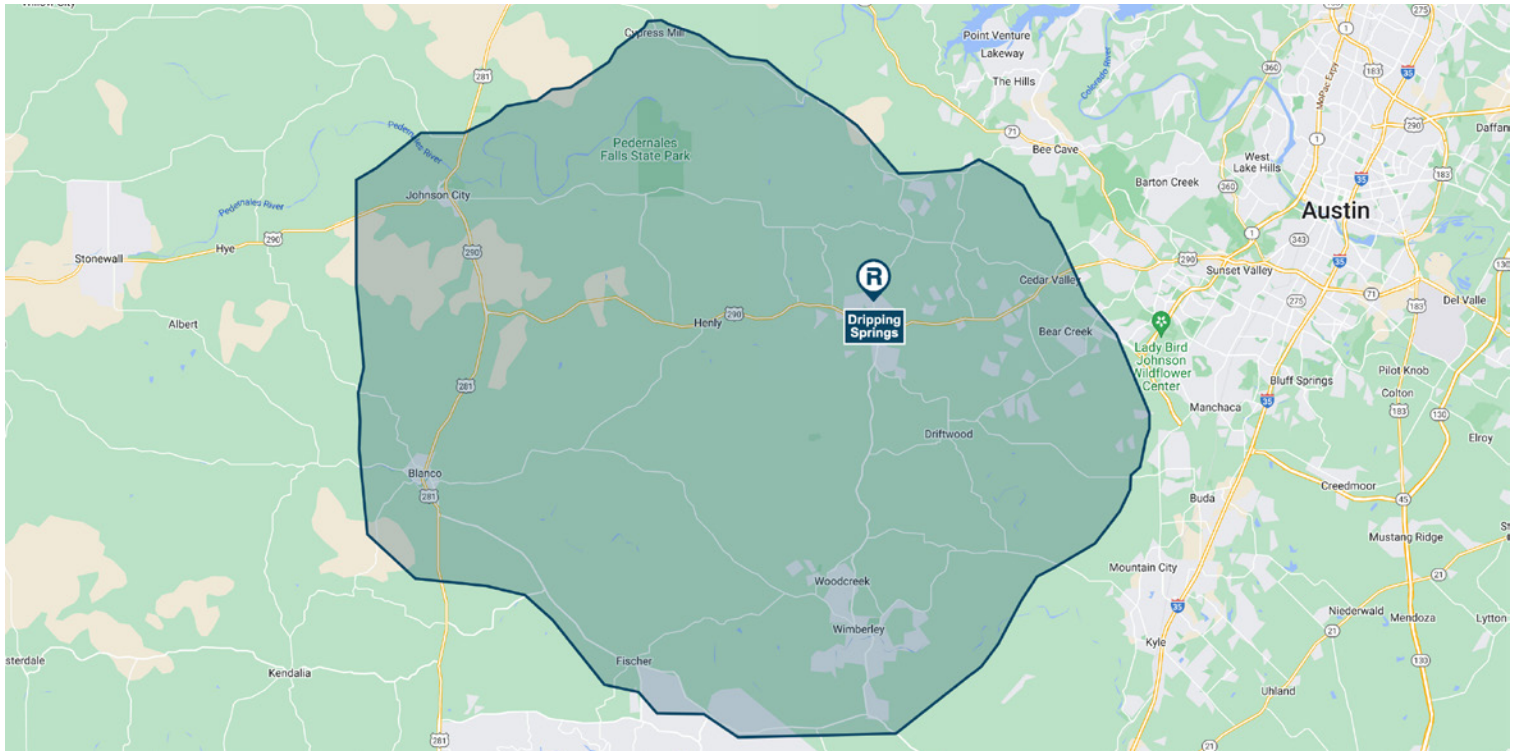
# Retail Trade Area Demographic Profile

DRIPPING SPRINGS, TEXAS

Prepared for Dripping Springs Chamber of Commerce  
February 2024

# Retail Trade Area • Demographic Snapshot

Dripping Springs, Texas



## Population

2020	80,070
2024	93,228
2029	107,173

## Educational Attainment (%)

Graduate or Professional Degree	19.25%
Bachelors Degree	31.97%
Associate Degree	7.60%
Some College	19.50%
High School Graduate (or GED)	16.00%
Some High School, No Degree	3.16%
Less than 9th Grade	2.53%

## Income

Average HH	\$166,424
Median HH	\$127,707
Per Capita	\$61,110

## Age

0 - 9 Years	11.66%
10 - 17 Years	11.00%
18 - 24 Years	8.07%
25 - 34 Years	6.83%
35 - 44 Years	12.33%
45 - 54 Years	14.22%
55 - 64 Years	14.24%
65 and Older	21.64%
Median Age	45.07
Average Age	42.56

## Race Distribution (%)

White	78.37%
Black/African American	0.89%
American Indian/Alaskan	0.56%
Asian	3.64%
Native Hawaiian/Islander	0.06%
Other Race	3.82%
Two or More Races	12.67%
Hispanic	15.63%



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# Retail Trade Area • Demographic Profile

Dripping Springs, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	107,173	
2024 Estimate	93,228	
2020 Census	80,070	
2010 Census	52,446	
Growth 2024 - 2029		14.96%
Growth 2020 - 2024		16.43%
Growth 2010 - 2020		52.67%
<b>2024 Est. Population by Single-Classification Race</b>	<b>93,228</b>	
White Alone	73,067	78.37%
Black or African American Alone	825	0.89%
Amer. Indian and Alaska Native Alone	522	0.56%
Asian Alone	3,391	3.64%
Native Hawaiian and Other Pacific Island Alone	55	0.06%
Some Other Race Alone	3,560	3.82%
Two or More Races	11,808	12.67%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>93,228</b>	
Not Hispanic or Latino	78,658	84.37%
Hispanic or Latino	14,569	15.63%
Mexican	12,032	82.59%
Puerto Rican	466	3.20%
Cuban	196	1.34%
All Other Hispanic or Latino	1,875	12.87%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>14,569</b>	
White Alone	3,729	25.59%
Black or African American Alone	48	0.33%
American Indian and Alaska Native Alone	270	1.85%
Asian Alone	60	0.41%
Native Hawaiian and Other Pacific Islander Alone	23	0.16%
Some Other Race Alone	3,080	21.14%
Two or More Races	7,359	50.51%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>3,391</b>	
Chinese, except Taiwanese	898	26.48%
Filipino	518	15.28%
Japanese	247	7.28%
Asian Indian	1,252	36.92%
Korean	100	2.95%
Vietnamese	173	5.10%
Cambodian	2	0.06%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	33	0.97%
All Other Asian Races Including 2+ Category	169	4.98%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>93,228</b>	
Arab	361	0.39%
Czech	1,028	1.10%
Danish	309	0.33%
Dutch	691	0.74%
English	12,436	13.34%
French (except Basque)	1,984	2.13%
French Canadian	308	0.33%
German	13,377	14.35%
Greek	195	0.21%
Hungarian	179	0.19%
Irish	8,243	8.84%
Italian	2,679	2.87%
Lithuanian	48	0.05%
United States or American	4,425	4.75%
Norwegian	782	0.84%
Polish	1,533	1.64%
Portuguese	141	0.15%
Russian	542	0.58%
Scottish	2,028	2.17%
Scotch-Irish	1,532	1.64%
Slovak	12	0.01%
Subsaharan African	107	0.12%
Swedish	483	0.52%
Swiss	276	0.30%
Ukrainian	136	0.15%
Welsh	435	0.47%
West Indian (except Hisp. groups)	9	0.01%
Other ancestries	22,029	23.63%
Ancestry Unclassified	16,918	18.15%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	77,999	88.42%
Speak Asian/Pacific Island Language at Home	685	0.78%
Speak IndoEuropean Language at Home	1,411	1.60%
Speak Spanish at Home	7,875	8.93%
Speak Other Language at Home	240	0.27%

# Retail Trade Area • Demographic Profile

Dripping Springs, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>93,228</b>	
Age 0 - 4	5,017	5.38%
Age 5 - 9	5,854	6.28%
Age 10 - 14	6,732	7.22%
Age 15 - 17	3,527	3.78%
Age 18 - 20	3,385	3.63%
Age 21 - 24	4,142	4.44%
Age 25 - 34	6,369	6.83%
Age 35 - 44	11,495	12.33%
Age 45 - 54	13,258	14.22%
Age 55 - 64	13,272	14.24%
Age 65 - 74	12,697	13.62%
Age 75 - 84	6,010	6.45%
Age 85 and over	1,471	1.58%
Age 16 and over	74,445	79.85%
Age 18 and over	72,098	77.33%
Age 21 and over	68,712	73.70%
Age 65 and over	20,178	21.64%
2024 Est. Median Age		45.07
2024 Est. Average Age		42.56
<b>2024 Est. Population by Sex</b>	<b>93,228</b>	
Male	45,867	49.20%
Female	47,360	50.80%
<b>2024 Est. Male Population by Age</b>	<b>45,867</b>	
Age 0 - 4	2,561	5.58%
Age 5 - 9	2,991	6.52%
Age 10 - 14	3,498	7.63%
Age 15 - 17	1,836	4.00%
Age 18 - 20	1,750	3.81%
Age 21 - 24	2,105	4.59%
Age 25 - 34	3,202	6.98%
Age 35 - 44	5,379	11.73%
Age 45 - 54	6,619	14.43%
Age 55 - 64	6,386	13.92%
Age 65 - 74	6,105	13.31%
Age 75 - 84	2,844	6.20%
Age 85 and over	590	1.29%
2024 Est. Median Age, Male		44.36
2024 Est. Average Age, Male		41.79
<b>2024 Est. Female Population by Age</b>	<b>47,360</b>	
Age 0 - 4	2,456	5.19%
Age 5 - 9	2,862	6.04%
Age 10 - 14	3,235	6.83%
Age 15 - 17	1,691	3.57%
Age 18 - 20	1,635	3.45%
Age 21 - 24	2,036	4.30%
Age 25 - 34	3,166	6.68%
Age 35 - 44	6,115	12.91%
Age 45 - 54	6,639	14.02%
Age 55 - 64	6,885	14.54%
Age 65 - 74	6,592	13.92%
Age 75 - 84	3,165	6.68%
Age 85 and over	882	1.86%
2024 Est. Median Age, Female		45.75
2024 Est. Average Age, Female		43.30

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	16,700	22.08%
Males, Never Married	9,815	12.98%
Females, Never Married	6,885	9.10%
Married, Spouse present	47,914	63.36%
Married, Spouse absent	1,882	2.49%
Widowed	3,179	4.20%
Males Widowed	504	0.67%
Females Widowed	2,675	3.54%
Divorced	5,949	7.87%
Males Divorced	2,432	3.22%
Females Divorced	3,518	4.65%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,633	2.53%
Some High School, no diploma	2,040	3.16%
High School Graduate (or GED)	10,331	16.00%
Some College, no degree	12,594	19.50%
Associate Degree	4,905	7.60%
Bachelor's Degree	20,642	31.97%
Master's Degree	8,744	13.54%
Professional School Degree	2,297	3.56%
Doctorate Degree	1,386	2.15%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	1,989	24.33%
High School Graduate	1,467	17.95%
Some College or Associate's Degree	2,275	27.83%
Bachelor's Degree or Higher	2,442	29.87%
<b>Households</b>		
2029 Projection	39,310	
2024 Estimate	34,111	
2020 Census	29,240	
2010 Census	19,864	
Growth 2024 - 2029		15.24%
Growth 2020 - 2024		16.66%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>34,111</b>	
Family Households	26,432	77.49%
Nonfamily Households	7,679	22.51%
2024 Est. Group Quarters Population	332	
2024 Households by Ethnicity, Hispanic/Latino	3,837	



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Dripping Springs, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>34,111</b>	
Income < \$15,000	1,610	4.72%
Income \$15,000 - \$24,999	1,512	4.43%
Income \$25,000 - \$34,999	1,360	3.99%
Income \$35,000 - \$49,999	2,041	5.98%
Income \$50,000 - \$74,999	3,624	10.62%
Income \$75,000 - \$99,999	3,370	9.88%
Income \$100,000 - \$124,999	3,189	9.35%
Income \$125,000 - \$149,999	3,175	9.31%
Income \$150,000 - \$199,999	5,090	14.92%
Income \$200,000 - \$249,999	2,996	8.78%
Income \$250,000 - \$499,999	3,808	11.16%
Income \$500,000+	2,337	6.85%
2024 Est. Average Household Income		\$166,424
2024 Est. Median Household Income		\$127,707
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$130,297
Black or African American Alone		\$119,246
American Indian and Alaska Native Alone		\$105,935
Asian Alone		\$192,283
Native Hawaiian and Other Pacific Islander Alone		\$190,309
Some Other Race Alone		\$110,622
Two or More Races		\$87,324
Hispanic or Latino		\$98,522
Not Hispanic or Latino		\$130,082
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>34,111</b>	
Family Households with Children	13,267	38.89%
Family Households without Children	20,845	61.11%
<b>Married-Couple Families</b>	<b>23,301</b>	<b>68.31%</b>
Married-Couple Family, own children	11,220	32.89%
Married-Couple Family, no own children	12,080	35.41%
<b>Cohabiting-Couple Families</b>	<b>1,334</b>	<b>3.91%</b>
Cohabiting-Couple Family, own children	369	1.08%
Cohabiting-Couple Family, no own children	965	2.83%
<b>Male Householder Families</b>	<b>4,129</b>	<b>12.11%</b>
Male Householder, own children	951	2.79%
Male Householder, no own children	493	1.44%
Male Householder, only Nonrelatives	188	0.55%
Male Householder, Living Alone	2,498	7.32%
<b>Female Householder Families</b>	<b>5,347</b>	<b>15.68%</b>
Female Householder, own children	727	2.13%
Female Householder, no own children	857	2.51%
Female Householder, only Nonrelatives	165	0.48%
Female Householder, Living Alone	3,598	10.55%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>34,111</b>	
1-person	6,450	18.91%
2-person	12,324	36.13%
3-person	5,283	15.49%
4-person	6,139	18.00%
5-person	2,579	7.56%
6-person	881	2.58%
7-or-more-person	455	1.33%
2024 Est. Average Household Size		2.72
<b>2024 Est. Households by Number of Vehicles</b>	<b>34,111</b>	
No Vehicles	636	1.86%
1 Vehicle	6,320	18.53%
2 Vehicles	16,886	49.50%
3 Vehicles	7,267	21.30%
4 Vehicles	1,954	5.73%
5 or more Vehicles	1,047	3.07%
2024 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2029 Projection	30,505	
2024 Estimate	26,432	
2020 Estimate	22,839	
2010 Census	15,088	
Growth 2024 - 2029		15.41%
Growth 2020 - 2024		15.73%
Growth 2010 - 2020		51.37%
<b>2024 Est. Families by Poverty Status</b>	<b>26,432</b>	
2024 Families at or Above Poverty	24,556	92.90%
2024 Families at or Above Poverty with Children	12,562	47.53%
2024 Families Below Poverty	1,876	7.10%
2024 Families Below Poverty with Children	958	3.62%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	44,864	60.27%
Civilian Labor Force, Unemployed	2,061	2.77%
Armed Forces	48	0.07%
Not in Labor Force	27,472	36.90%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	30,116	64.75%
Non-Profit Private Workers	2,570	5.53%
Local Government Workers	760	1.63%
State Government Workers	1,715	3.69%
Federal Government Workers	3,906	8.40%
Self-Employed Workers	7,392	15.89%
Unpaid Family Workers	55	0.12%





# Retail Trade Area • Demographic Profile

Dripping Springs, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	1,718	3.69%
Arts/Entertainment/Sports	1,506	3.24%
Building Grounds Maintenance	2,157	4.64%
Business/Financial Operations	3,462	7.44%
Community/Social Services	947	2.04%
Computer/Mathematical	2,340	5.03%
Construction/Extraction	1,661	3.57%
Education/Training/Library	3,600	7.74%
Farming/Fishing/Forestry	76	0.16%
Food Prep/Serving	1,617	3.48%
Health Practitioner/Technician	1,969	4.23%
Healthcare Support	561	1.21%
Maintenance Repair	1,164	2.50%
Legal	1,262	2.71%
Life/Physical/Social Science	728	1.56%
Management	7,913	17.01%
Office/Admin. Support	3,943	8.48%
Production	997	2.14%
Protective Services	479	1.03%
Sales/Related	5,078	10.92%
Personal Care/Service	874	1.88%
Transportation/Moving	2,462	5.29%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	34,466	74.10%
Blue Collar	6,284	13.51%
Service and Farm	5,763	12.39%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	30,072	65.89%
Car Pooled	2,709	5.93%
Public Transportation	35	0.08%
Walked	346	0.76%
Bicycle	24	0.05%
Other Means	655	1.43%
Worked at Home	11,801	25.85%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	7,074	
15 - 29 Minutes	10,063	
30 - 44 Minutes	9,421	
45 - 59 Minutes	4,820	
60 or more Minutes	3,438	
2024 Est. Avg Travel Time to Work in Minutes		33
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>34,111</b>	
Owner Occupied	0	0.00%
Renter Occupied	0	0.00%
2024 Owner Occ. HUs: Avg. Length of Residence		12.34 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		5.86 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>0</b>	
Value Less than \$20,000	149	0.51%
Value \$20,000 - \$39,999	73	0.25%
Value \$40,000 - \$59,999	73	0.25%
Value \$60,000 - \$79,999	160	0.55%
Value \$80,000 - \$99,999	196	0.67%
Value \$100,000 - \$149,999	522	1.79%
Value \$150,000 - \$199,999	467	1.60%
Value \$200,000 - \$299,999	1,504	5.16%
Value \$300,000 - \$399,999	2,754	9.46%
Value \$400,000 - \$499,999	3,940	13.53%
Value \$500,000 - \$749,999	8,233	28.27%
Value \$750,000 - \$999,999	5,791	19.89%
Value \$1,000,000 or \$1,499,999	3,684	12.65%
Value \$1,500,000 or \$1,999,999	919	3.16%
Value \$2,000,000+	654	2.25%
2024 Est. Median All Owner-Occupied Housing Value		\$634,368
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	31,918	85.62%
1 Unit Attached	578	1.55%
2 Units	501	1.34%
3 or 4 Units	367	0.98%
5 to 19 Units	610	1.64%
20 to 49 Units	357	0.96%
50 or More Units	221	0.59%
Mobile Home or Trailer	2,681	7.19%
Boat, RV, Van, etc.	43	0.12%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	4,855	13.02%
Housing Units Built 2010 to 2019	9,157	24.57%
Housing Units Built 2000 to 2009	9,005	24.16%
Housing Units Built 1990 to 1999	5,652	15.16%
Housing Units Built 1980 to 1989	4,185	11.23%
Housing Units Built 1970 to 1979	2,231	5.99%
Housing Units Built 1960 to 1969	642	1.72%
Housing Units Built 1950 to 1959	567	1.52%
Housing Units Built 1940 to 1949	359	0.96%
Housing Unit Built 1939 or Earlier	623	1.67%
2024 Est. Median Year Structure Built		2005

<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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