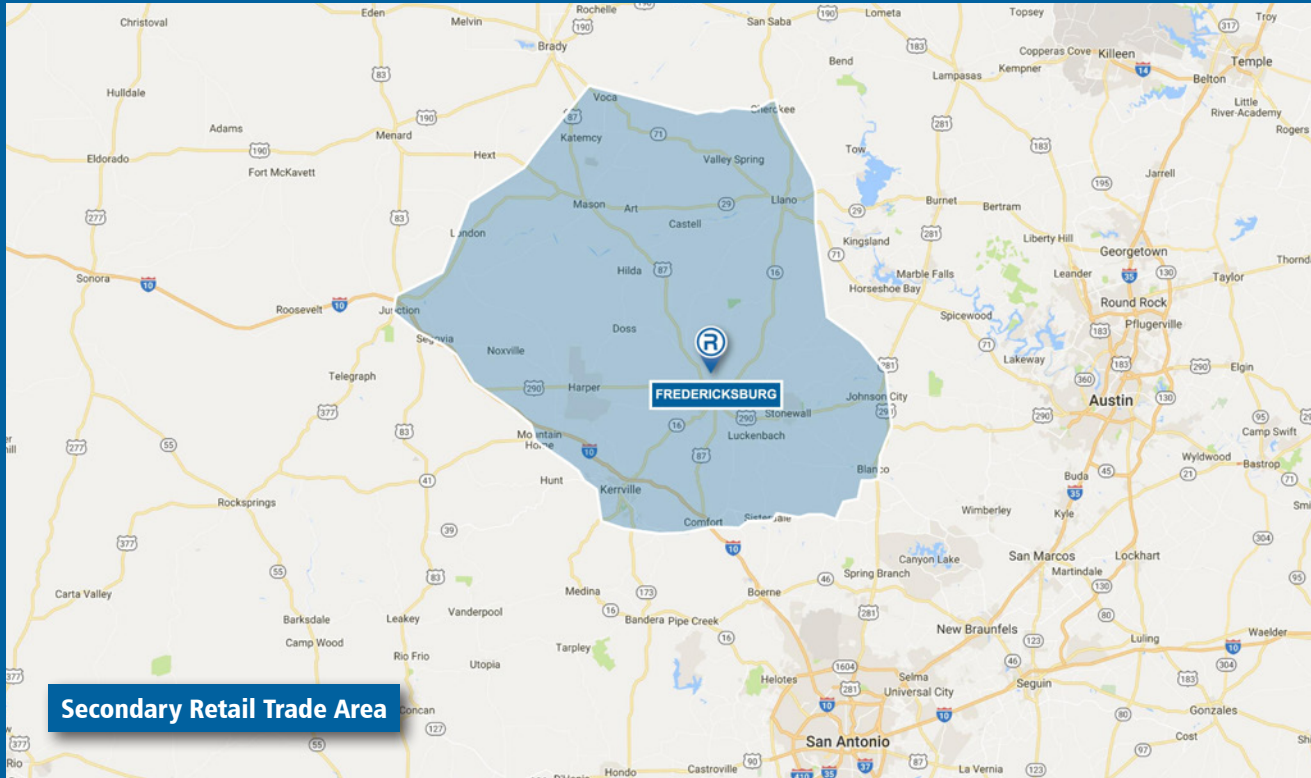


Retail Market Profile 2019



Secondary Retail Trade Area



Gillespie County
Economic Development Commission
 302 E. AUSTIN ST. FREDERICKSBURG, TX 78624

Contact Information

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July 2019. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2019 ESTIMATE	2024 PROJECTION
Secondary Retail Trade Area	79,800	91,276	97,992	103,002

Income

	2019 ESTIMATE
Average Household	\$72,304
Median Household	\$51,279
Per Capita	\$31,380

Educational Attainment

	2019 ESTIMATE
Graduate or Professional	9.4%
Bachelor's Degree	18.2%
Associate Degree	5.9%
Some College, No Degree	24.4%
High School Graduate	29.2%
Some High School, No Degree	6.6%
Less than 9th Grade	6.4%

Race Distribution

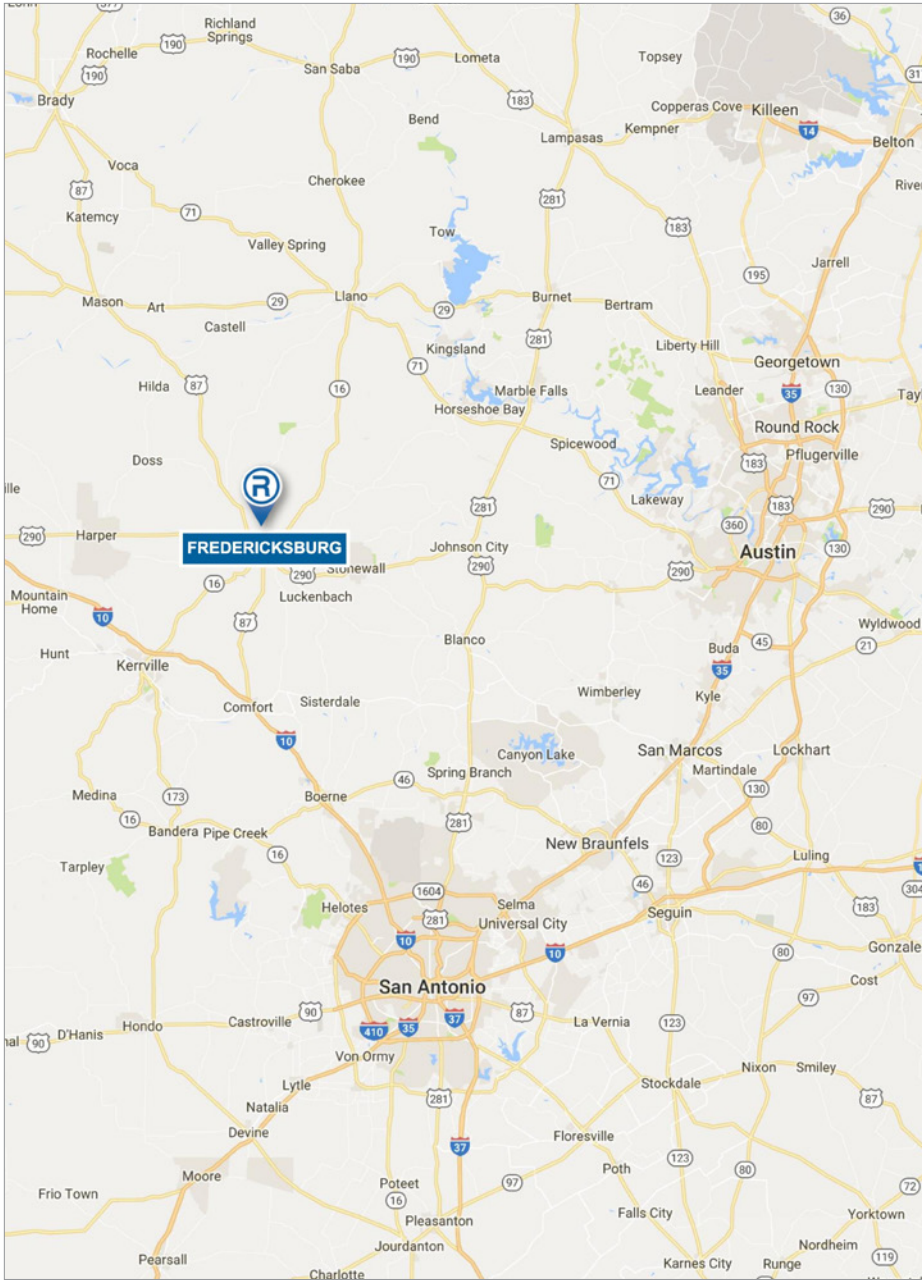
	2019 ESTIMATE
White	87.21%
Black or African American	1.36%
American Indian/Alaskan	0.89%
Asian	0.81%
Native Hawaiian/Islander	0.08%
Other Race	7.52%
Two or More Races	2.14%
Hispanic or Latino (of any race)	26.49%

Age

GROUPS	2019 ESTIMATE
9 Years and Under	10.34%
10-17 Years	9.20%
18-24 Years	8.07%
25-34 Years	9.53%
35-44 Years	9.49%
45-54 Years	10.76%
55-64 Years	14.53%
65 Years and Over	28.07%
DISTRIBUTION	2019 ESTIMATE
Median Age	48.34
Average Age	45.51



LOCATION MAP



EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.