



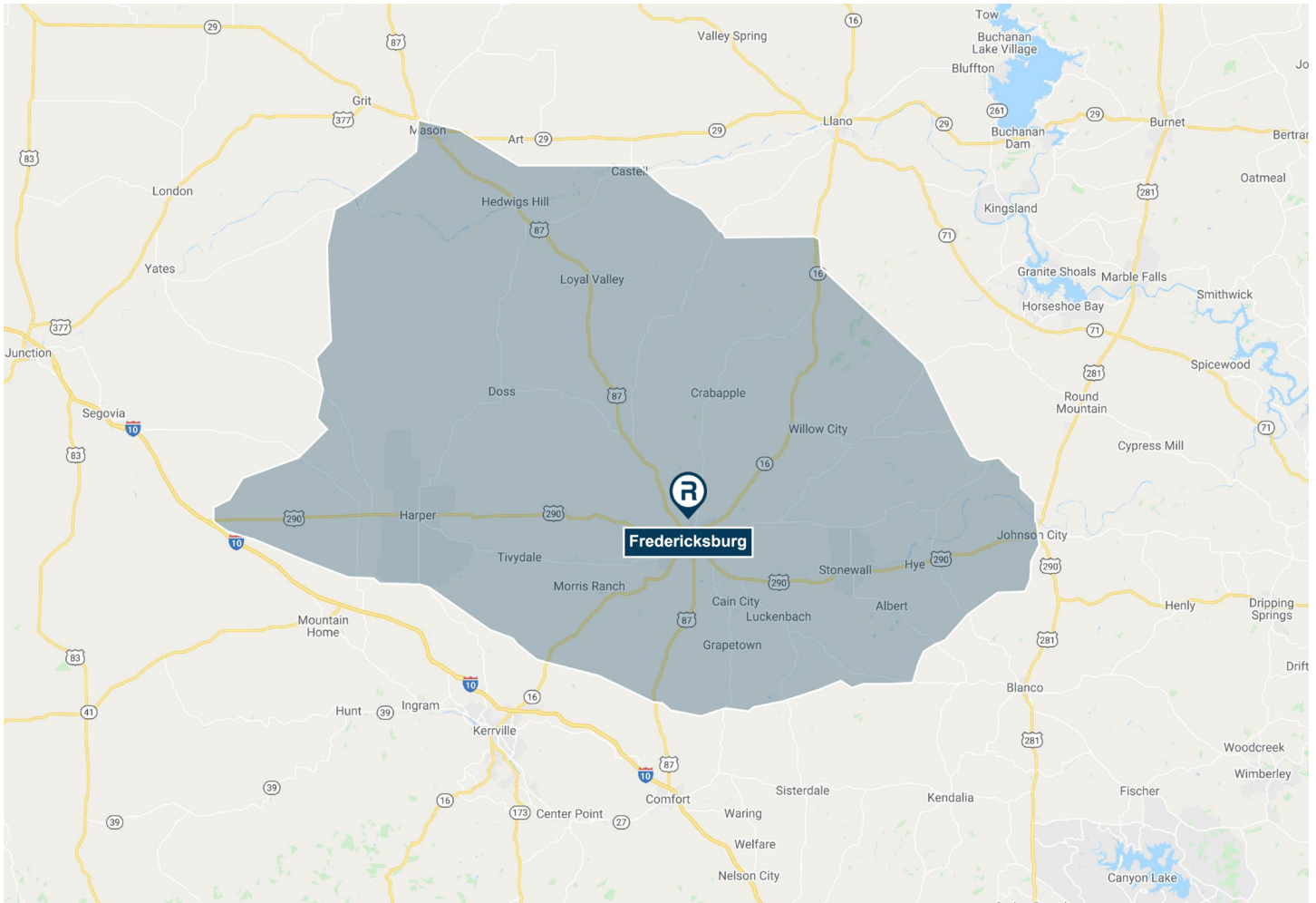
The **Retail** Coach.®

Primary Retail Trade Area Demographic Profile

FREDERICKSBURG, TEXAS

Prepared for Gillespie County Economic Development Commission
December 2021

Primary Retail Trade Area



Prepared for:



Gillespie County
Economic Development Commission

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Primary Retail Trade Area • Demographic Profile

Fredericksburg, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	34,698	
2022 Estimate	33,221	
2010 Census	29,962	
2000 Census	25,673	
Growth 2022 - 2027		4.45%
Growth 2010 - 2022		10.88%
Growth 2000 - 2010		16.71%
2022 Est. Population by Single-Classification Race	33,221	
White Alone	29,337	88.31%
Black or African American Alone	239	0.72%
Amer. Indian and Alaska Native Alone	274	0.83%
Asian Alone	177	0.53%
Native Hawaiian and Other Pacific Island Alone	30	0.09%
Some Other Race Alone	2,580	7.77%
Two or More Races	584	1.76%
2022 Est. Population by Hispanic or Latino Origin	33,221	
Not Hispanic or Latino	24,728	74.43%
Hispanic or Latino	8,493	25.57%
Mexican	7,567	89.10%
Puerto Rican	90	1.06%
Cuban	20	0.24%
All Other Hispanic or Latino	817	9.62%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	8,493	
White Alone	5,485	64.58%
Black or African American Alone	64	0.75%
American Indian and Alaska Native Alone	128	1.51%
Asian Alone	3	0.04%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,548	30.00%
Two or More Races	265	3.12%
2022 Est. Pop by Race, Asian Alone, by Category	177	
Chinese, except Taiwanese	4	2.26%
Filipino	24	13.56%
Japanese	16	9.04%
Asian Indian	14	7.91%
Korean	48	27.12%
Vietnamese	1	0.56%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.56%
All Other Asian Races Including 2+ Category	68	38.42%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	33,221	
Arab	972	2.93%
Czech	521	1.57%
Danish	97	0.29%
Dutch	157	0.47%
English	3,211	9.67%
French (except Basque)	783	2.36%
French Canadian	22	0.07%
German	8,490	25.56%
Greek	14	0.04%
Hungarian	196	0.59%
Irish	2,611	7.86%
Italian	423	1.27%
Lithuanian	0	0.00%
United States or American	1,198	3.61%
Norwegian	268	0.81%
Polish	453	1.36%
Portuguese	46	0.14%
Russian	20	0.06%
Scottish	645	1.94%
Scotch-Irish	584	1.76%
Slovak	0	0.00%
Subsaharan African	18	0.05%
Swedish	258	0.78%
Swiss	53	0.16%
Ukrainian	86	0.26%
Welsh	176	0.53%
West Indian (except Hisp. groups)	33	0.10%
Other ancestries	8,772	26.41%
Ancestry Unclassified	3,114	9.37%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	25,448	80.59%
Speak Asian/Pacific Island Language at Home	109	0.35%
Speak IndoEuropean Language at Home	1,000	3.17%
Speak Spanish at Home	5,012	15.87%
Speak Other Language at Home	9	0.03%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	33,221	
Age 0 - 4	1,644	4.95%
Age 5 - 9	1,745	5.25%
Age 10 - 14	1,901	5.72%
Age 15 - 17	1,193	3.59%
Age 18 - 20	1,065	3.21%
Age 21 - 24	1,394	4.20%
Age 25 - 34	3,005	9.05%
Age 35 - 44	3,203	9.64%
Age 45 - 54	3,417	10.29%
Age 55 - 64	4,800	14.45%
Age 65 - 74	5,446	16.39%
Age 75 - 84	3,175	9.56%
Age 85 and over	1,232	3.71%
Age 16 and over	27,541	82.90%
Age 18 and over	26,738	80.48%
Age 21 and over	25,673	77.28%
Age 65 and over	9,854	29.66%
2022 Est. Median Age		49.53
2022 Est. Average Age		46.20
2022 Est. Population by Sex	33,221	
Male	16,334	49.17%
Female	16,887	50.83%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	16,334	
Age 0 - 4	836	5.12%
Age 5 - 9	891	5.45%
Age 10 - 14	973	5.96%
Age 15 - 17	632	3.87%
Age 18 - 20	573	3.51%
Age 21 - 24	747	4.57%
Age 25 - 34	1,568	9.60%
Age 35 - 44	1,571	9.62%
Age 45 - 54	1,642	10.05%
Age 55 - 64	2,278	13.95%
Age 65 - 74	2,574	15.76%
Age 75 - 84	1,543	9.45%
Age 85 and over	505	3.09%
2022 Est. Median Age, Male		47.42
2022 Est. Average Age, Male		45.08
2022 Est. Female Population by Age	16,887	
Age 0 - 4	807	4.78%
Age 5 - 9	854	5.06%
Age 10 - 14	927	5.49%
Age 15 - 17	561	3.32%
Age 18 - 20	493	2.92%
Age 21 - 24	648	3.84%
Age 25 - 34	1,437	8.51%
Age 35 - 44	1,632	9.66%
Age 45 - 54	1,775	10.51%
Age 55 - 64	2,522	14.94%
Age 65 - 74	2,872	17.01%
Age 75 - 84	1,632	9.66%
Age 85 and over	727	4.30%
2022 Est. Median Age, Female		51.43
2022 Est. Average Age, Female		47.25

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,121	21.91%
Males, Never Married	3,425	12.26%
Females, Never Married	2,696	9.65%
Married, Spouse present	14,978	53.62%
Married, Spouse absent	1,151	4.12%
Widowed	2,719	9.73%
Males Widowed	698	2.50%
Females Widowed	2,021	7.24%
Divorced	2,963	10.61%
Males Divorced	1,246	4.46%
Females Divorced	1,717	6.15%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,324	5.45%
Some High School, no diploma	1,426	5.87%
High School Graduate (or GED)	7,285	30.01%
Some College, no degree	5,247	21.61%
Associate Degree	1,474	6.07%
Bachelor's Degree	5,355	22.06%
Master's Degree	1,578	6.50%
Professional School Degree	439	1.81%
Doctorate Degree	150	0.62%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,976	43.75%
High School Graduate	1,610	35.64%
Some College or Associate's Degree	515	11.40%
Bachelor's Degree or Higher	417	9.23%
Households		
2027 Projection	15,252	
2022 Estimate	14,520	
2010 Census	12,753	
2000 Census	10,517	
Growth 2022 - 2027		5.04%
Growth 2010 - 2022		13.86%
Growth 2000 - 2010		21.26%
2022 Est. Households by Household Type	14,520	
Family Households	9,936	68.43%
Nonfamily Households	4,584	31.57%
2022 Est. Group Quarters Population	276	
2022 Households by Ethnicity, Hispanic/Latino	2,497	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	14,520	
Income < \$15,000	1,044	7.19%
Income \$15,000 - \$24,999	1,054	7.26%
Income \$25,000 - \$34,999	1,583	10.90%
Income \$35,000 - \$49,999	2,018	13.90%
Income \$50,000 - \$74,999	2,507	17.27%
Income \$75,000 - \$99,999	1,849	12.73%
Income \$100,000 - \$124,999	1,308	9.01%
Income \$125,000 - \$149,999	1,012	6.97%
Income \$150,000 - \$199,999	864	5.95%
Income \$200,000 - \$249,999	462	3.18%
Income \$250,000 - \$499,999	515	3.55%
Income \$500,000+	303	2.09%
2022 Est. Average Household Income		\$94,360
2022 Est. Median Household Income		\$64,570
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$64,179
Black or African American Alone		\$118,014
American Indian and Alaska Native Alone		\$61,790
Asian Alone		\$42,971
Native Hawaiian and Other Pacific Islander Alone		\$37,313
Some Other Race Alone		\$74,494
Two or More Races		\$74,256
Hispanic or Latino		\$57,829
Not Hispanic or Latino		\$66,244
2022 Est. Family HH Type by Presence of Own Child.	9,936	
Married-Couple Family, own children	2,446	24.62%
Married-Couple Family, no own children	5,856	58.94%
Male Householder, own children	236	2.37%
Male Householder, no own children	222	2.23%
Female Householder, own children	632	6.36%
Female Householder, no own children	543	5.46%
2022 Est. Households by Household Size	14,520	
1-person	4,248	29.26%
2-person	6,080	41.87%
3-person	1,794	12.36%
4-person	1,367	9.41%
5-person	624	4.30%
6-person	266	1.83%
7-or-more-person	141	0.97%
2022 Est. Average Household Size		2.27

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	14,520	
Households with 1 or More People under Age 18:	3,717	25.60%
Married-Couple Family	2,654	71.40%
Other Family, Male Householder	287	7.72%
Other Family, Female Householder	752	20.23%
Nonfamily, Male Householder	18	0.48%
Nonfamily, Female Householder	6	0.16%
Households with No People under Age 18:	10,803	
Married-Couple Family	5,647	52.27%
Other Family, Male Householder	171	1.58%
Other Family, Female Householder	426	3.94%
Nonfamily, Male Householder	1,917	17.75%
Nonfamily, Female Householder	2,642	24.46%
2022 Est. Households by Number of Vehicles	14,520	
No Vehicles	588	4.05%
1 Vehicle	4,240	29.20%
2 Vehicles	6,079	41.87%
3 Vehicles	2,392	16.47%
4 Vehicles	776	5.34%
5 or more Vehicles	446	3.07%
2022 Est. Average Number of Vehicles		2.0
Family Households		
2027 Projection	10,446	
2022 Estimate	9,936	
2010 Census	8,693	
2000 Census	7,443	
Growth 2022 - 2027		5.13%
Growth 2010 - 2022		14.30%
Growth 2000 - 2010		16.79%
2022 Est. Families by Poverty Status	9,936	
2022 Families at or Above Poverty	9,220	92.79%
2022 Families at or Above Poverty with Children	2,937	29.56%
2022 Families Below Poverty	716	7.21%
2022 Families Below Poverty with Children	480	4.83%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	15,589	56.60%
Civilian Labor Force, Unemployed	703	2.55%
Armed Forces	21	0.08%
Not in Labor Force	11,228	40.77%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	15,668	
For-Profit Private Workers	9,381	59.87%
Non-Profit Private Workers	1,064	6.79%
Local Government Workers	197	1.26%
State Government Workers	452	2.88%
Federal Government Workers	1,147	7.32%
Self-Employed Workers	3,365	21.48%
Unpaid Family Workers	61	0.39%
2022 Est. Civ. Employed Pop 16+ by Occupation	15,668	
Architect/Engineer	149	0.95%
Arts/Entertainment/Sports	225	1.44%
Building Grounds Maintenance	826	5.27%
Business/Financial Operations	422	2.69%
Community/Social Services	159	1.01%
Computer/Mathematical	102	0.65%
Construction/Extraction	1,378	8.80%
Education/Training/Library	871	5.56%
Farming/Fishing/Forestry	354	2.26%
Food Prep/Serving	1,607	10.26%
Health Practitioner/Technician	697	4.45%
Healthcare Support	423	2.70%
Maintenance Repair	457	2.92%
Legal	214	1.37%
Life/Physical/Social Science	24	0.15%
Management	2,149	13.72%
Office/Admin. Support	1,522	9.71%
Production	754	4.81%
Protective Services	249	1.59%
Sales/Related	1,919	12.25%
Personal Care/Service	329	2.10%
Transportation/Moving	836	5.34%
2022 Est. Pop 16+ by Occupation Classification	15,668	
White Collar	8,455	53.96%
Blue Collar	3,425	21.86%
Service and Farm	3,789	24.18%
2022 Est. Workers Age 16+ by Transp. to Work	15,454	
Drove Alone	11,182	72.36%
Car Pooled	2,382	15.41%
Public Transportation	27	0.18%
Walked	518	3.35%
Bicycle	62	0.40%
Other Means	123	0.80%
Worked at Home	1,160	7.51%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,972	
15 - 29 Minutes	3,723	
30 - 44 Minutes	1,987	
45 - 59 Minutes	591	
60 or more Minutes	1,046	
2022 Est. Avg Travel Time to Work in Minutes		23
2022 Est. Occupied Housing Units by Tenure	14,520	
Owner Occupied	11,006	75.80%
Renter Occupied	3,514	24.20%
2022 Owner Occ. HUs: Avg. Length of Residence		15.70%
2022 Renter Occ. HUs: Avg. Length of Residence		6.53%
2022 Est. Owner-Occupied Housing Units by Value	14,520	
Value Less than \$20,000	63	0.57%
Value \$20,000 - \$39,999	134	1.22%
Value \$40,000 - \$59,999	238	2.16%
Value \$60,000 - \$79,999	255	2.32%
Value \$80,000 - \$99,999	269	2.44%
Value \$100,000 - \$149,999	860	7.81%
Value \$150,000 - \$199,999	680	6.18%
Value \$200,000 - \$299,999	1,894	17.21%
Value \$300,000 - \$399,999	1,932	17.55%
Value \$400,000 - \$499,999	1,408	12.79%
Value \$500,000 - \$749,999	1,523	13.84%
Value \$750,000 - \$999,999	723	6.57%
Value \$1,000,000 or \$1,499,999	586	5.32%
Value \$1,500,000 or \$1,999,999	265	2.41%
Value \$2,000,000+	174	1.58%
2022 Est. Median All Owner-Occupied Housing Value		\$355,603
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	14,011	79.13%
1 Unit Attached	177	1.00%
2 Units	118	0.67%
3 or 4 Units	563	3.18%
5 to 19 Units	465	2.63%
20 to 49 Units	107	0.60%
50 or More Units	162	0.92%
Mobile Home or Trailer	2,049	11.57%
Boat, RV, Van, etc.	54	0.31%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,225	12.57%
Housing Units Built 2010 to 2014	617	3.48%
Housing Units Built 2000 to 2009	3,135	17.71%
Housing Units Built 1990 to 1999	3,158	17.84%
Housing Units Built 1980 to 1989	2,068	11.68%
Housing Units Built 1970 to 1979	1,807	10.21%
Housing Units Built 1960 to 1969	996	5.62%
Housing Units Built 1950 to 1959	962	5.43%
Housing Units Built 1940 to 1949	525	2.96%
Housing Unit Built 1939 or Earlier	2,213	12.50%
2022 Est. Median Year Structure Built		1991

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.



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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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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