



The **Retail**Coach®

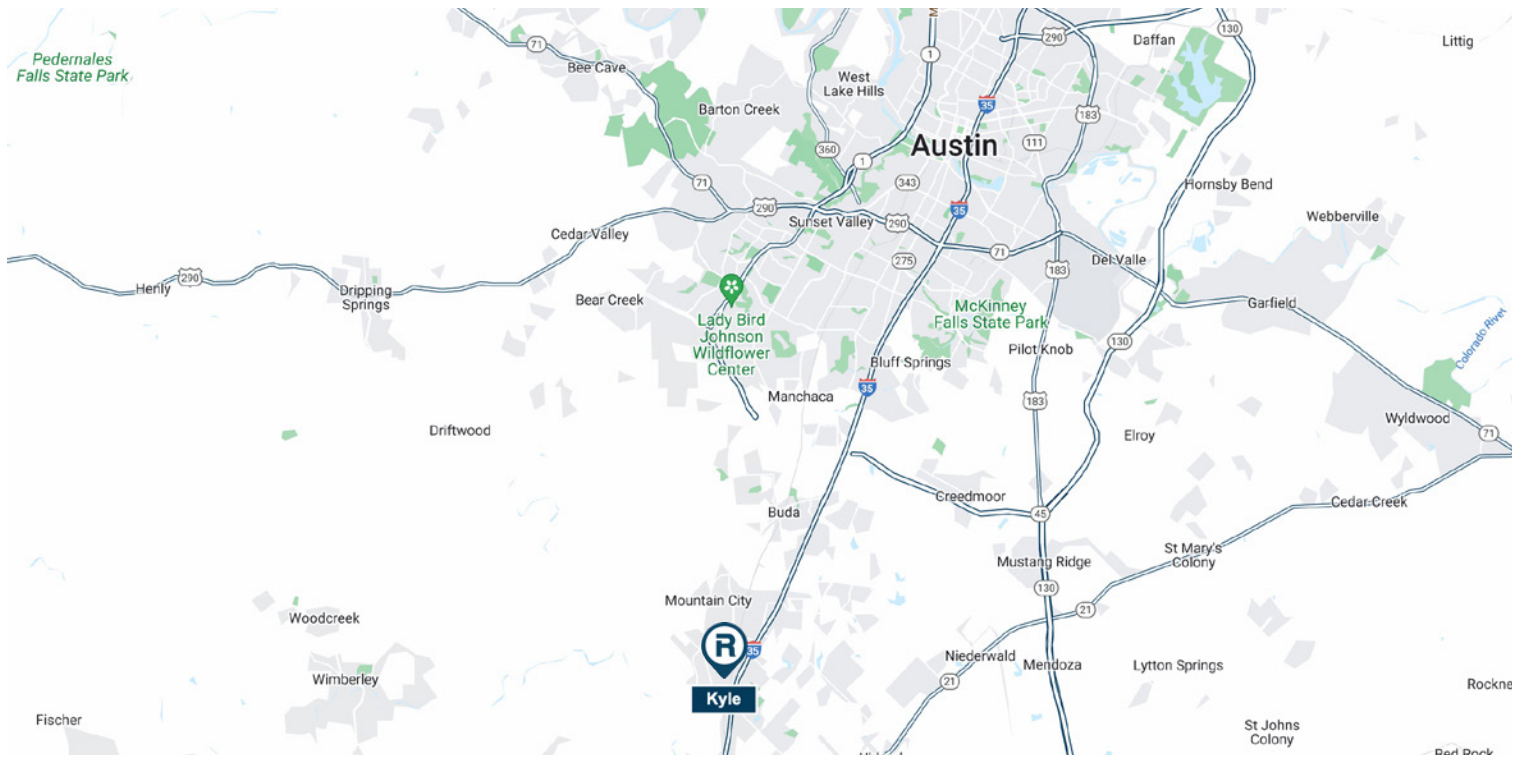
Community Demographic Profile

KYLE, TEXAS

Prepared for City of Kyle
January 2024

Community • Demographic Snapshot

Kyle, Texas



Population

2020	45,697
2024	54,835
2029	62,448

Educational Attainment (%)

Graduate or Professional Degree	9.98%
Bachelors Degree	21.70%
Associate Degree	9.19%
Some College	23.84%
High School Graduate (or GED)	25.10%
Some High School, No Degree	4.65%
Less than 9th Grade	5.55%

Income

Average HH	\$107,392
Median HH	\$93,758
Per Capita	\$37,221

Age

0 - 9 Years	13.44%
10 - 17 Years	11.34%
18 - 24 Years	10.27%
25 - 34 Years	16.59%
35 - 44 Years	15.92%
45 - 54 Years	13.35%
55 - 64 Years	9.18%
65 and Older	9.92%
Median Age	34.02
Average Age	35.30

Race Distribution (%)

White	51.73%
Black/African American	5.35%
American Indian/Alaskan	1.04%
Asian	2.14%
Native Hawaiian/Islander	0.07%
Other Race	15.37%
Two or More Races	24.29%
Hispanic	49.88%



**CITY OF KYLE
ECONOMIC
DEVELOPMENT**

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Community • Demographic Profile

Kyle, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	62,448	
2024 Estimate	54,835	
2020 Census	45,697	
2010 Census	27,142	
Growth 2024 - 2029		13.88%
Growth 2020 - 2024		20.00%
Growth 2010 - 2020		68.36%
2024 Est. Population by Single-Classification Race	54,835	
White Alone	28,365	51.73%
Black or African American Alone	2,936	5.35%
Amer. Indian and Alaska Native Alone	572	1.04%
Asian Alone	1,174	2.14%
Native Hawaiian and Other Pacific Island Alone	40	0.07%
Some Other Race Alone	8,428	15.37%
Two or More Races	13,320	24.29%
2024 Est. Population by Hispanic or Latino Origin	54,835	
Not Hispanic or Latino	27,485	50.12%
Hispanic or Latino	27,350	49.88%
Mexican	24,476	89.49%
Puerto Rican	884	3.23%
Cuban	89	0.33%
All Other Hispanic or Latino	1,901	6.95%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	27,350	
White Alone	7,165	26.20%
Black or African American Alone	229	0.84%
American Indian and Alaska Native Alone	425	1.55%
Asian Alone	76	0.28%
Native Hawaiian and Other Pacific Islander Alone	9	0.03%
Some Other Race Alone	8,183	29.92%
Two or More Races	11,263	41.18%
2024 Est. Pop by Race, Asian Alone, by Category	1,174	
Chinese, except Taiwanese	140	11.93%
Filipino	326	27.77%
Japanese	97	8.26%
Asian Indian	130	11.07%
Korean	48	4.09%
Vietnamese	153	13.03%
Cambodian	1	0.09%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	179	15.25%
All Other Asian Races Including 2+ Category	100	8.52%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	54,835	
Arab	273	0.50%
Czech	331	0.60%
Danish	38	0.07%
Dutch	195	0.36%
English	3,581	6.53%
French (except Basque)	548	1.00%
French Canadian	221	0.40%
German	4,503	8.21%
Greek	56	0.10%
Hungarian	67	0.12%
Irish	3,831	6.99%
Italian	967	1.76%
Lithuanian	3	0.01%
United States or American	1,284	2.34%
Norwegian	216	0.39%
Polish	649	1.18%
Portuguese	144	0.26%
Russian	20	0.04%
Scottish	745	1.36%
Scotch-Irish	557	1.02%
Slovak	48	0.09%
Subsaharan African	231	0.42%
Swedish	162	0.30%
Swiss	55	0.10%
Ukrainian	169	0.31%
Welsh	245	0.45%
West Indian (except Hisp. groups)	92	0.17%
Other ancestries	26,281	47.93%
Ancestry Unclassified	9,323	17.00%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	34,322	67.13%
Speak Asian/Pacific Island Language at Home	279	0.55%
Speak IndoEuropean Language at Home	280	0.55%
Speak Spanish at Home	16,032	31.36%
Speak Other Language at Home	216	0.42%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	54,835	
Age 0 - 4	3,706	6.76%
Age 5 - 9	3,662	6.68%
Age 10 - 14	3,960	7.22%
Age 15 - 17	2,256	4.11%
Age 18 - 20	2,346	4.28%
Age 21 - 24	3,286	5.99%
Age 25 - 34	9,096	16.59%
Age 35 - 44	8,731	15.92%
Age 45 - 54	7,318	13.35%
Age 55 - 64	5,033	9.18%
Age 65 - 74	3,472	6.33%
Age 75 - 84	1,571	2.87%
Age 85 and over	398	0.73%
Age 16 and over	42,754	77.97%
Age 18 and over	41,251	75.23%
Age 21 and over	38,905	70.95%
Age 65 and over	5,441	9.92%
2024 Est. Median Age		34.02
2024 Est. Average Age		35.30
2024 Est. Population by Sex	54,835	
Male	26,948	49.14%
Female	27,887	50.86%
2024 Est. Male Population by Age	26,948	
Age 0 - 4	1,888	7.01%
Age 5 - 9	1,824	6.77%
Age 10 - 14	1,983	7.36%
Age 15 - 17	1,155	4.29%
Age 18 - 20	1,191	4.42%
Age 21 - 24	1,637	6.08%
Age 25 - 34	4,632	17.19%
Age 35 - 44	4,337	16.09%
Age 45 - 54	3,638	13.50%
Age 55 - 64	2,424	9.00%
Age 65 - 74	1,458	5.41%
Age 75 - 84	650	2.41%
Age 85 and over	131	0.49%
2024 Est. Median Age, Male		33.20
2024 Est. Average Age, Male		34.40
2024 Est. Female Population by Age	27,887	
Age 0 - 4	1,818	6.52%
Age 5 - 9	1,838	6.59%
Age 10 - 14	1,977	7.09%
Age 15 - 17	1,101	3.95%
Age 18 - 20	1,155	4.14%
Age 21 - 24	1,649	5.91%
Age 25 - 34	4,464	16.01%
Age 35 - 44	4,394	15.76%
Age 45 - 54	3,680	13.20%
Age 55 - 64	2,609	9.36%
Age 65 - 74	2,014	7.22%
Age 75 - 84	921	3.30%
Age 85 and over	267	0.96%
2024 Est. Median Age, Female		34.87
2024 Est. Average Age, Female		36.10

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	14,383	33.06%
Males, Never Married	7,067	16.24%
Females, Never Married	7,316	16.82%
Married, Spouse present	20,544	47.22%
Married, Spouse absent	1,684	3.87%
Widowed	1,480	3.40%
Males Widowed	325	0.75%
Females Widowed	1,155	2.65%
Divorced	5,416	12.45%
Males Divorced	2,320	5.33%
Females Divorced	3,096	7.12%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,977	5.55%
Some High School, no diploma	1,657	4.65%
High School Graduate (or GED)	8,939	25.10%
Some College, no degree	8,492	23.84%
Associate Degree	3,272	9.19%
Bachelor's Degree	7,729	21.70%
Master's Degree	3,024	8.49%
Professional School Degree	280	0.79%
Doctorate Degree	249	0.70%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,761	23.45%
High School Graduate	5,128	31.97%
Some College or Associate's Degree	4,183	26.08%
Bachelor's Degree or Higher	2,969	18.51%
Households		
2029 Projection	21,350	
2024 Estimate	18,777	
2020 Census	15,651	
2010 Census	8,479	
Growth 2024 - 2029		13.70%
Growth 2020 - 2024		19.97%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	18,777	
Family Households	14,876	79.22%
Nonfamily Households	3,901	20.78%
2024 Est. Group Quarters Population	659	
2024 Households by Ethnicity, Hispanic/Latino	7,853	

Community • Demographic Profile

Kyle, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	18,777	
Income < \$15,000	735	3.91%
Income \$15,000 - \$24,999	774	4.12%
Income \$25,000 - \$34,999	1,316	7.01%
Income \$35,000 - \$49,999	1,844	9.82%
Income \$50,000 - \$74,999	2,497	13.30%
Income \$75,000 - \$99,999	2,976	15.85%
Income \$100,000 - \$124,999	2,900	15.44%
Income \$125,000 - \$149,999	2,201	11.72%
Income \$150,000 - \$199,999	1,941	10.34%
Income \$200,000 - \$249,999	800	4.26%
Income \$250,000 - \$499,999	614	3.27%
Income \$500,000+	179	0.95%
2024 Est. Average Household Income		\$107,392
2024 Est. Median Household Income		\$93,758
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$97,584
Black or African American Alone		\$92,309
American Indian and Alaska Native Alone		\$93,662
Asian Alone		\$54,482
Native Hawaiian and Other Pacific Islander Alone		\$190,307
Some Other Race Alone		\$95,409
Two or More Races		\$83,952
Hispanic or Latino		\$90,934
Not Hispanic or Latino		\$95,589
2024 Est. HH by Type and Presence of Own Child.	18,777	
Family Households with Children	7,259	38.66%
Family Households without Children	11,518	61.34%
Married-Couple Families	9,572	50.98%
Married-Couple Family, own children	5,228	27.84%
Married-Couple Family, no own children	4,344	23.14%
Cohabiting-Couple Families	1,863	9.92%
Cohabiting-Couple Family, own children	475	2.53%
Cohabiting-Couple Family, no own children	1,388	7.39%
Male Householder Families	3,158	16.82%
Male Householder, own children	527	2.81%
Male Householder, no own children	281	1.50%
Male Householder, only Nonrelatives	234	1.25%
Male Householder, Living Alone	2,116	11.27%
Female Householder Families	4,184	22.28%
Female Householder, own children	1,029	5.48%
Female Householder, no own children	1,008	5.37%
Female Householder, only Nonrelatives	166	0.88%
Female Householder, Living Alone	1,981	10.55%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	18,777	
1-person	3,702	19.72%
2-person	5,482	29.19%
3-person	3,467	18.46%
4-person	3,231	17.21%
5-person	1,693	9.02%
6-person	721	3.84%
7-or-more-person	481	2.56%
2024 Est. Average Household Size		2.89
2024 Est. Households by Number of Vehicles	18,777	
No Vehicles	310	1.65%
1 Vehicle	5,118	27.26%
2 Vehicles	9,569	50.96%
3 Vehicles	2,837	15.11%
4 Vehicles	594	3.16%
5 or more Vehicles	349	1.86%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	16,913	
2024 Estimate	14,876	
2020 Estimate	11,237	
2010 Census	6,714	
Growth 2024 - 2029		13.69%
Growth 2020 - 2024		32.38%
Growth 2010 - 2020		67.37%
2024 Est. Families by Poverty Status	14,876	
2024 Families at or Above Poverty	14,138	95.04%
2024 Families at or Above Poverty with Children	8,541	57.42%
2024 Families Below Poverty	738	4.96%
2024 Families Below Poverty with Children	583	3.92%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	29,025	67.89%
Civilian Labor Force, Unemployed	877	2.05%
Armed Forces	341	0.80%
Not in Labor Force	12,511	29.26%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	20,491	68.17%
Non-Profit Private Workers	2,136	7.11%
Local Government Workers	763	2.54%
State Government Workers	1,669	5.55%
Federal Government Workers	3,059	10.18%
Self-Employed Workers	1,933	6.43%
Unpaid Family Workers	9	0.03%



Community • Demographic Profile

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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	362	1.20%
Arts/Entertainment/Sports	290	0.97%
Building Grounds Maintenance	696	2.31%
Business/Financial Operations	2,191	7.29%
Community/Social Services	360	1.20%
Computer/Mathematical	1,164	3.87%
Construction/Extraction	1,747	5.81%
Education/Training/Library	3,175	10.56%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	1,160	3.86%
Health Practitioner/Technician	911	3.03%
Healthcare Support	928	3.09%
Maintenance Repair	1,047	3.48%
Legal	223	0.74%
Life/Physical/Social Science	278	0.93%
Management	3,383	11.25%
Office/Admin. Support	3,420	11.38%
Production	1,034	3.44%
Protective Services	864	2.87%
Sales/Related	3,753	12.49%
Personal Care/Service	349	1.16%
Transportation/Moving	2,725	9.07%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	19,510	64.90%
Blue Collar	6,553	21.80%
Service and Farm	3,997	13.30%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	24,463	82.18%
Car Pooled	2,523	8.48%
Public Transportation	4	0.01%
Walked	113	0.38%
Bicycle	36	0.12%
Other Means	292	0.98%
Worked at Home	2,337	7.85%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,026	
15 - 29 Minutes	6,881	
30 - 44 Minutes	6,121	
45 - 59 Minutes	5,389	
60 or more Minutes	5,074	
2024 Est. Avg Travel Time to Work in Minutes		40
2024 Est. Occupied Housing Units by Tenure	18,777	
Owner Occupied	12,700	64.80%
Renter Occupied	6,077	32.36%
2024 Owner Occ. HUs: Avg. Length of Residence		10.50 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.40 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	12,700	
Value Less than \$20,000	292	2.30%
Value \$20,000 - \$39,999	90	0.71%
Value \$40,000 - \$59,999	51	0.40%
Value \$60,000 - \$79,999	113	0.89%
Value \$80,000 - \$99,999	188	1.48%
Value \$100,000 - \$149,999	432	3.40%
Value \$150,000 - \$199,999	656	5.16%
Value \$200,000 - \$299,999	5,187	40.84%
Value \$300,000 - \$399,999	3,012	23.72%
Value \$400,000 - \$499,999	1,624	12.79%
Value \$500,000 - \$749,999	669	5.27%
Value \$750,000 - \$999,999	195	1.53%
Value \$1,000,000 or \$1,499,999	122	0.96%
Value \$1,500,000 or \$1,999,999	8	0.06%
Value \$2,000,000+	61	0.48%
2024 Est. Median All Owner-Occupied Housing Value		\$287,203
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	14,983	76.45%
1 Unit Attached	360	1.84%
2 Units	69	0.35%
3 or 4 Units	76	0.39%
5 to 19 Units	1,658	8.46%
20 to 49 Units	651	3.32%
50 or More Units	542	2.77%
Mobile Home or Trailer	1,259	6.42%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	2,771	14.14%
Housing Units Built 2010 to 2019	6,750	34.44%
Housing Units Built 2000 to 2009	7,737	39.48%
Housing Units Built 1990 to 1999	1,397	7.13%
Housing Units Built 1980 to 1989	456	2.33%
Housing Units Built 1970 to 1979	211	1.08%
Housing Units Built 1960 to 1969	192	0.98%
Housing Units Built 1950 to 1959	16	0.08%
Housing Units Built 1940 to 1949	1	0.01%
Housing Unit Built 1939 or Earlier	67	0.34%
2024 Est. Median Year Structure Built		2010

[†] 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.



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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, 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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