



The**Retail**Coach®

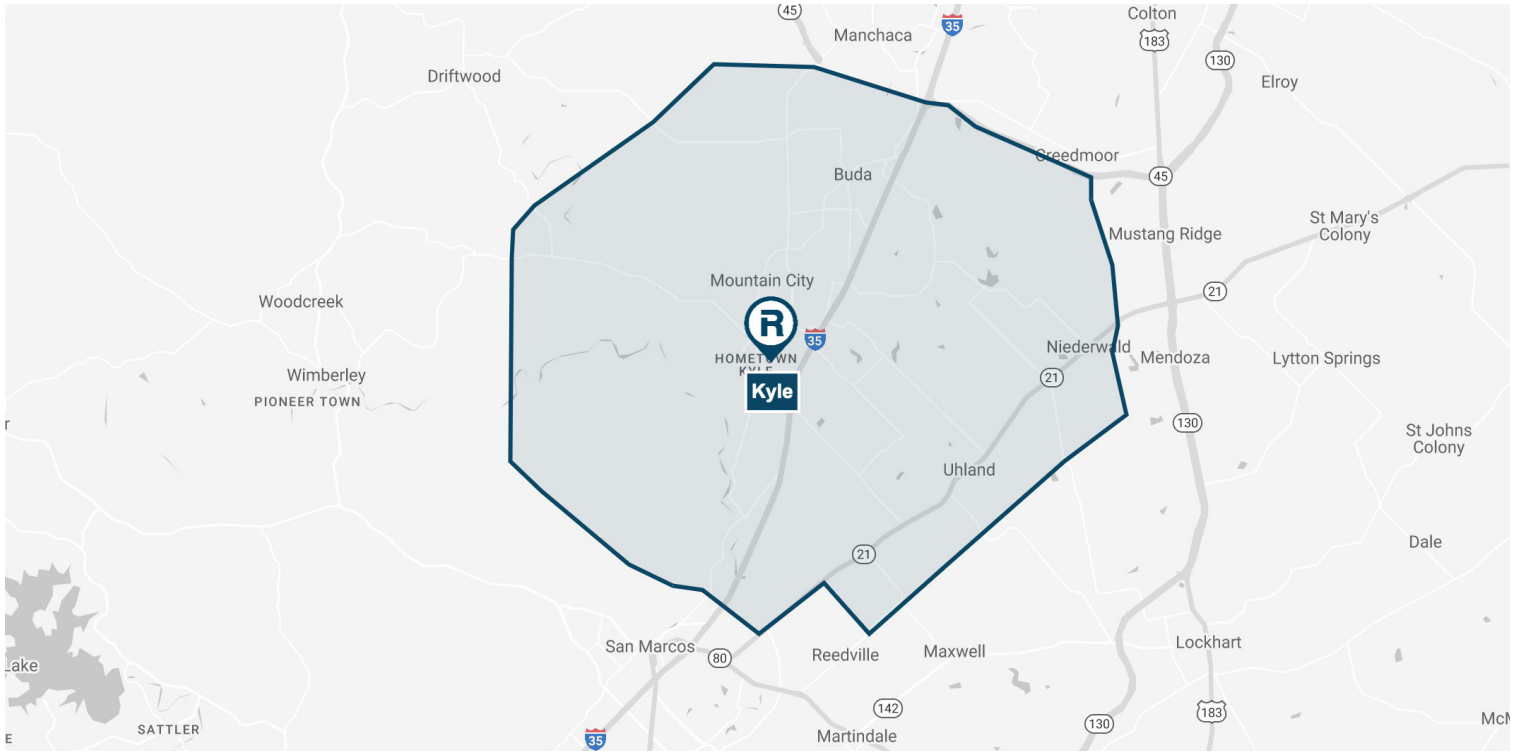
# Primary Retail Trade Area Demographic Profile

KYLE, TEXAS

Prepared for City of Kyle  
January 2024

# Primary Retail Trade Area • Demographic Snapshot

Kyle, Texas



## Population

2020	120,387
2024	144,775
2029	165,330

## Educational Attainment (%)

Graduate or Professional Degree	9.91%
Bachelors Degree	22.22%
Associate Degree	8.03%
Some College	21.20%
High School Graduate (or GED)	25.39%
Some High School, No Degree	5.67%
Less than 9th Grade	7.59%

## Income

Average HH	\$110,019
Median HH	\$94,141
Per Capita	\$37,228

## Age

0 - 9 Years	13.72%
10 - 17 Years	11.57%
18 - 24 Years	10.63%
25 - 34 Years	15.40%
35 - 44 Years	15.35%
45 - 54 Years	12.61%
55 - 64 Years	9.61%
65 and Older	11.11%
Median Age	34.14
Average Age	35.59

## Race Distribution (%)

White	51.96%
Black/African American	4.43%
American Indian/Alaskan	1.13%
Asian	2.25%
Native Hawaiian/Islander	0.08%
Other Race	15.85%
Two or More Races	24.29%
Hispanic	51.05%



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# Primary Retail Trade Area • Demographic Profile

Kyle, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	165,330	
2024 Estimate	144,775	
2020 Census	120,387	
2010 Census	72,369	
Growth 2024 - 2029		14.20%
Growth 2020 - 2024		20.26%
Growth 2010 - 2020		66.35%
<b>2024 Est. Population by Single-Classification Race</b>	<b>144,775</b>	
White Alone	75,228	51.96%
Black or African American Alone	6,416	4.43%
Amer. Indian and Alaska Native Alone	1,642	1.13%
Asian Alone	3,257	2.25%
Native Hawaiian and Other Pacific Island Alone	116	0.08%
Some Other Race Alone	22,952	15.85%
Two or More Races	35,163	24.29%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>144,775</b>	
Not Hispanic or Latino	70,870	48.95%
Hispanic or Latino	73,905	51.05%
Mexican	64,572	87.37%
Puerto Rican	1,778	2.41%
Cuban	210	0.28%
All Other Hispanic or Latino	7,344	9.94%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>73,905</b>	
White Alone	19,411	26.26%
Black or African American Alone	562	0.76%
American Indian and Alaska Native Alone	1,311	1.77%
Asian Alone	190	0.26%
Native Hawaiian and Other Pacific Islander Alone	26	0.04%
Some Other Race Alone	22,396	30.30%
Two or More Races	30,008	40.60%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>3,257</b>	
Chinese, except Taiwanese	654	20.08%
Filipino	742	22.78%
Japanese	142	4.36%
Asian Indian	505	15.51%
Korean	312	9.58%
Vietnamese	201	6.17%
Cambodian	195	5.99%
Hmong	0	0.00%
Laotian	1	0.03%
Thai	226	6.94%
All Other Asian Races Including 2+ Category	279	8.57%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>144,775</b>	
Arab	1,511	1.04%
Czech	1,160	0.80%
Danish	230	0.16%
Dutch	837	0.58%
English	9,715	6.71%
French (except Basque)	1,306	0.90%
French Canadian	366	0.25%
German	12,710	8.78%
Greek	662	0.46%
Hungarian	107	0.07%
Irish	9,543	6.59%
Italian	2,191	1.51%
Lithuanian	31	0.02%
United States or American	3,345	2.31%
Norwegian	699	0.48%
Polish	1,907	1.32%
Portuguese	274	0.19%
Russian	108	0.08%
Scottish	1,809	1.25%
Scotch-Irish	1,075	0.74%
Slovak	66	0.05%
Subsaharan African	1,023	0.71%
Swedish	668	0.46%
Swiss	79	0.06%
Ukrainian	219	0.15%
Welsh	799	0.55%
West Indian (except Hisp. groups)	313	0.22%
Other ancestries	66,828	46.16%
Ancestry Unclassified	25,194	17.40%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	89,455	66.24%
Speak Asian/Pacific Island Language at Home	656	0.49%
Speak IndoEuropean Language at Home	802	0.59%
Speak Spanish at Home	42,667	31.59%
Speak Other Language at Home	1,465	1.08%

# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>144,775</b>	
Age 0 - 4	9,729	6.72%
Age 5 - 9	10,130	7.00%
Age 10 - 14	10,770	7.44%
Age 15 - 17	5,986	4.13%
Age 18 - 20	6,310	4.36%
Age 21 - 24	9,080	6.27%
Age 25 - 34	22,289	15.40%
Age 35 - 44	22,227	15.35%
Age 45 - 54	18,262	12.61%
Age 55 - 64	13,913	9.61%
Age 65 - 74	10,390	7.18%
Age 75 - 84	4,607	3.18%
Age 85 and over	1,081	0.75%
Age 16 and over	112,152	77.47%
Age 18 and over	108,159	74.71%
Age 21 and over	101,849	70.35%
Age 65 and over	16,078	11.11%
2024 Est. Median Age		34.14
2024 Est. Average Age		35.59
<b>2024 Est. Population by Sex</b>	<b>144,775</b>	
Male	71,683	49.51%
Female	73,092	50.49%
<b>2024 Est. Male Population by Age</b>	<b>71,683</b>	
Age 0 - 4	4,963	6.92%
Age 5 - 9	5,125	7.15%
Age 10 - 14	5,444	7.59%
Age 15 - 17	3,079	4.29%
Age 18 - 20	3,228	4.50%
Age 21 - 24	4,561	6.36%
Age 25 - 34	11,209	15.64%
Age 35 - 44	11,091	15.47%
Age 45 - 54	9,060	12.64%
Age 55 - 64	6,774	9.45%
Age 65 - 74	4,697	6.55%
Age 75 - 84	2,055	2.87%
Age 85 and over	396	0.55%
2024 Est. Median Age, Male		33.41
2024 Est. Average Age, Male		34.89
<b>2024 Est. Female Population by Age</b>	<b>73,092</b>	
Age 0 - 4	4,767	6.52%
Age 5 - 9	5,005	6.85%
Age 10 - 14	5,326	7.29%
Age 15 - 17	2,907	3.98%
Age 18 - 20	3,082	4.22%
Age 21 - 24	4,519	6.18%
Age 25 - 34	11,080	15.16%
Age 35 - 44	11,135	15.23%
Age 45 - 54	9,202	12.59%
Age 55 - 64	7,138	9.77%
Age 65 - 74	5,693	7.79%
Age 75 - 84	2,552	3.49%
Age 85 and over	685	0.94%
2024 Est. Median Age, Female		34.87
2024 Est. Average Age, Female		36.26

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	40,060	35.10%
Males, Never Married	20,391	17.86%
Females, Never Married	19,670	17.23%
Married, Spouse present	53,895	47.22%
Married, Spouse absent	4,909	4.30%
Widowed	3,622	3.17%
Males Widowed	1,015	0.89%
Females Widowed	2,607	2.28%
Divorced	11,658	10.21%
Males Divorced	4,639	4.06%
Females Divorced	7,020	6.15%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	7,039	7.59%
Some High School, no diploma	5,257	5.67%
High School Graduate (or GED)	23,549	25.39%
Some College, no degree	19,666	21.20%
Associate Degree	7,450	8.03%
Bachelor's Degree	20,612	22.22%
Master's Degree	7,470	8.05%
Professional School Degree	1,015	1.09%
Doctorate Degree	710	0.77%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	10,764	25.32%
High School Graduate	13,939	32.79%
Some College or Associate's Degree	10,111	23.78%
Bachelor's Degree or Higher	7,699	18.11%
<b>Households</b>		
2029 Projection	55,710	
2024 Estimate	48,627	
2020 Census	40,121	
2010 Census	22,971	
Growth 2024 - 2029		14.57%
Growth 2020 - 2024		21.20%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>48,627</b>	
Family Households	37,769	77.67%
Nonfamily Households	10,858	22.33%
2024 Est. Group Quarters Population	1,068	
2024 Households by Ethnicity, Hispanic/Latino	20,494	



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Kyle, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>48,627</b>	
Income < \$15,000	3,150	6.48%
Income \$15,000 - \$24,999	2,477	5.09%
Income \$25,000 - \$34,999	2,845	5.85%
Income \$35,000 - \$49,999	4,526	9.31%
Income \$50,000 - \$74,999	6,014	12.37%
Income \$75,000 - \$99,999	6,950	14.29%
Income \$100,000 - \$124,999	6,824	14.03%
Income \$125,000 - \$149,999	5,230	10.76%
Income \$150,000 - \$199,999	5,552	11.42%
Income \$200,000 - \$249,999	2,566	5.28%
Income \$250,000 - \$499,999	1,912	3.93%
Income \$500,000+	580	1.19%
2024 Est. Average Household Income		\$110,019
2024 Est. Median Household Income		\$94,141
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$98,618
Black or African American Alone		\$98,745
American Indian and Alaska Native Alone		\$94,885
Asian Alone		\$59,583
Native Hawaiian and Other Pacific Islander Alone		\$189,788
Some Other Race Alone		\$76,316
Two or More Races		\$90,342
Hispanic or Latino		\$84,728
Not Hispanic or Latino		\$101,654
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>48,627</b>	
Family Households with Children	19,150	39.38%
Family Households without Children	29,476	60.62%
<b>Married-Couple Families</b>	<b>25,365</b>	<b>52.16%</b>
Married-Couple Family, own children	13,404	27.57%
Married-Couple Family, no own children	11,961	24.60%
<b>Cohabiting-Couple Families</b>	<b>4,529</b>	<b>9.31%</b>
Cohabiting-Couple Family, own children	1,647	3.39%
Cohabiting-Couple Family, no own children	2,882	5.93%
<b>Male Householder Families</b>	<b>7,058</b>	<b>14.52%</b>
Male Householder, own children	856	1.76%
Male Householder, no own children	796	1.64%
Male Householder, only Nonrelatives	1,059	2.18%
Male Householder, Living Alone	4,347	8.94%
<b>Female Householder Families</b>	<b>11,675</b>	<b>24.01%</b>
Female Householder, own children	3,243	6.67%
Female Householder, no own children	2,657	5.46%
Female Householder, only Nonrelatives	706	1.45%
Female Householder, Living Alone	5,069	10.42%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>48,627</b>	
1-person	8,855	18.21%
2-person	14,284	29.37%
3-person	8,866	18.23%
4-person	8,619	17.73%
5-person	4,557	9.37%
6-person	1,968	4.05%
7-or-more-person	1,477	3.04%
2024 Est. Average Household Size		2.95
<b>2024 Est. Households by Number of Vehicles</b>	<b>48,627</b>	
No Vehicles	932	1.92%
1 Vehicle	13,807	28.39%
2 Vehicles	22,997	47.29%
3 Vehicles	7,827	16.10%
4 Vehicles	2,029	4.17%
5 or more Vehicles	1,035	2.13%
2024 Est. Average Number of Vehicles		2.0
<b>Family Households</b>		
2029 Projection	43,195	
2024 Estimate	37,769	
2020 Estimate	29,744	
2010 Census	17,797	
Growth 2024 - 2029		14.37%
Growth 2020 - 2024		26.98%
Growth 2010 - 2020		67.13%
<b>2024 Est. Families by Poverty Status</b>	<b>37,769</b>	
2024 Families at or Above Poverty	34,648	91.74%
2024 Families at or Above Poverty with Children	19,824	52.49%
2024 Families Below Poverty	3,121	8.26%
2024 Families Below Poverty with Children	2,510	6.65%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	74,605	66.52%
Civilian Labor Force, Unemployed	2,420	2.16%
Armed Forces	678	0.61%
Not in Labor Force	34,449	30.72%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	53,307	69.83%
Non-Profit Private Workers	4,252	5.57%
Local Government Workers	1,840	2.41%
State Government Workers	4,515	5.91%
Federal Government Workers	6,534	8.56%
Self-Employed Workers	5,874	7.69%
Unpaid Family Workers	19	0.03%



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DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	1,013	1.33%
Arts/Entertainment/Sports	968	1.27%
Building Grounds Maintenance	2,801	3.67%
Business/Financial Operations	5,701	7.47%
Community/Social Services	1,268	1.66%
Computer/Mathematical	2,263	2.96%
Construction/Extraction	5,071	6.64%
Education/Training/Library	5,075	6.65%
Farming/Fishing/Forestry	4	0.01%
Food Prep/Serving	3,234	4.24%
Health Practitioner/Technician	2,291	3.00%
Healthcare Support	2,029	2.66%
Maintenance Repair	2,577	3.38%
Legal	955	1.25%
Life/Physical/Social Science	805	1.05%
Management	9,097	11.92%
Office/Admin. Support	9,160	12.00%
Production	3,297	4.32%
Protective Services	1,805	2.36%
Sales/Related	9,675	12.67%
Personal Care/Service	1,194	1.56%
Transportation/Moving	6,060	7.94%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	48,270	63.23%
Blue Collar	17,005	22.27%
Service and Farm	11,067	14.50%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	60,220	79.56%
Car Pooled	8,109	10.71%
Public Transportation	86	0.11%
Walked	366	0.48%
Bicycle	103	0.14%
Other Means	571	0.75%
Worked at Home	6,238	8.24%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	8,811	
15 - 29 Minutes	19,325	
30 - 44 Minutes	17,965	
45 - 59 Minutes	12,119	
60 or more Minutes	11,561	
2024 Est. Avg Travel Time to Work in Minutes		38
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>48,627</b>	
Owner Occupied	34,599	68.33%
Renter Occupied	14,028	28.85%
2024 Owner Occ. HUs: Avg. Length of Residence		10.66 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		5.88 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>34,599</b>	
Value Less than \$20,000	655	1.89%
Value \$20,000 - \$39,999	383	1.11%
Value \$40,000 - \$59,999	312	0.90%
Value \$60,000 - \$79,999	601	1.74%
Value \$80,000 - \$99,999	1,105	3.19%
Value \$100,000 - \$149,999	1,508	4.36%
Value \$150,000 - \$199,999	1,201	3.47%
Value \$200,000 - \$299,999	8,757	25.31%
Value \$300,000 - \$399,999	8,799	25.43%
Value \$400,000 - \$499,999	6,002	17.35%
Value \$500,000 - \$749,999	3,019	8.73%
Value \$750,000 - \$999,999	1,320	3.81%
Value \$1,000,000 or \$1,499,999	461	1.33%
Value \$1,500,000 or \$1,999,999	74	0.21%
Value \$2,000,000+	401	1.16%
2024 Est. Median All Owner-Occupied Housing Value		\$330,338
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	35,452	70.01%
1 Unit Attached	465	0.92%
2 Units	227	0.45%
3 or 4 Units	191	0.38%
5 to 19 Units	4,186	8.27%
20 to 49 Units	1,549	3.06%
50 or More Units	1,166	2.30%
Mobile Home or Trailer	7,398	14.61%
Boat, RV, Van, etc.	2	0.00%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	7,658	15.12%
Housing Units Built 2010 to 2019	17,891	35.33%
Housing Units Built 2000 to 2009	14,160	27.96%
Housing Units Built 1990 to 1999	5,164	10.20%
Housing Units Built 1980 to 1989	3,090	6.10%
Housing Units Built 1970 to 1979	1,320	2.61%
Housing Units Built 1960 to 1969	814	1.61%
Housing Units Built 1950 to 1959	232	0.46%
Housing Units Built 1940 to 1949	51	0.10%
Housing Unit Built 1939 or Earlier	255	0.50%
2024 Est. Median Year Structure Built		2010

<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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