



The **Retail** Coach®

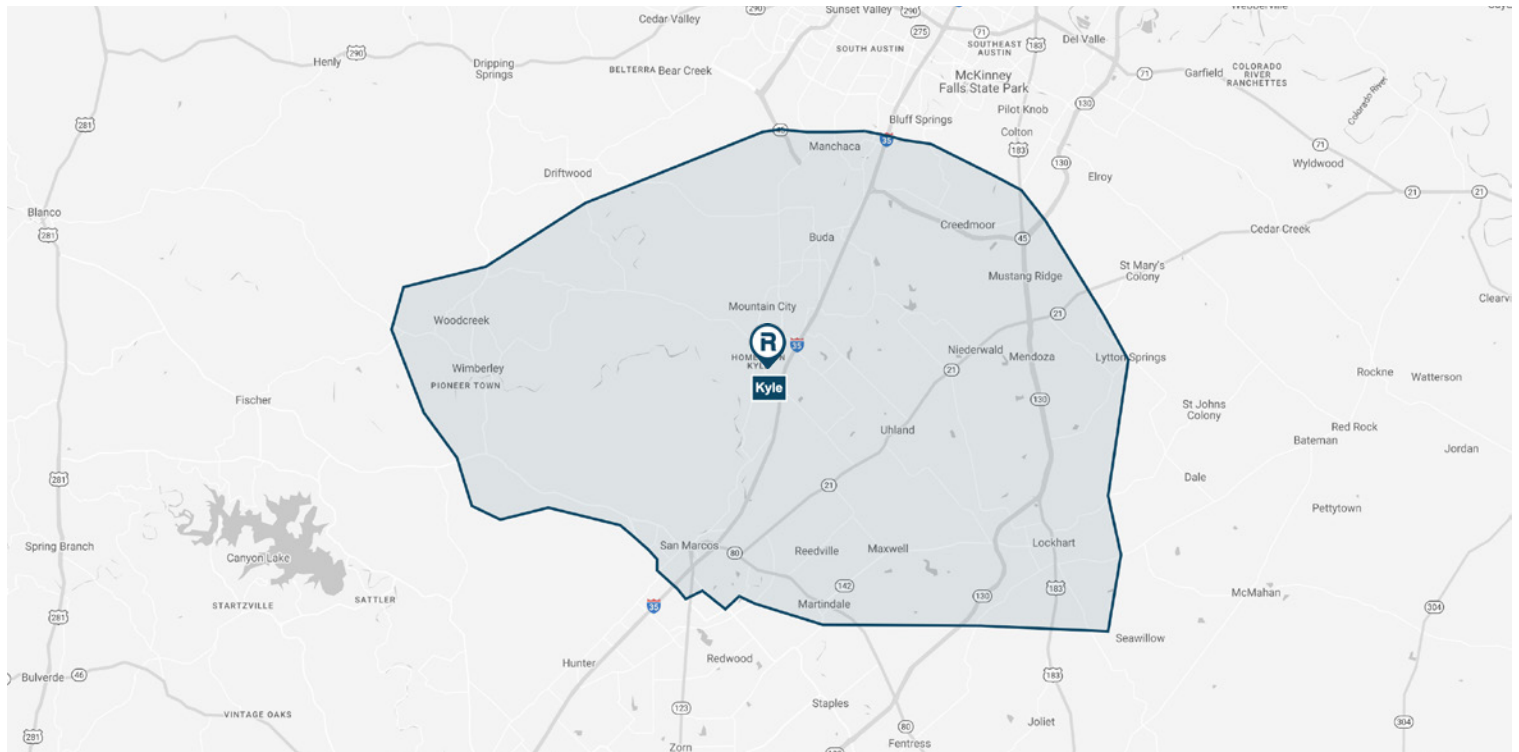
Retail Trade Area Demographic Profile

KYLE, TEXAS

Prepared for City of Kyle
January 2024

Retail Trade Area • Demographic Snapshot

Kyle, Texas



Population

2020	235,126
2024	274,069
2029	308,178

Age

0 - 9 Years	11.62%
10 - 17 Years	10.35%
18 - 24 Years	16.71%
25 - 34 Years	15.26%
35 - 44 Years	13.51%
45 - 54 Years	10.97%
55 - 64 Years	9.18%
65 and Older	12.42%
Median Age	32.07
Average Age	35.79

Educational Attainment (%)

Graduate or Professional Degree	11.29%
Bachelors Degree	22.73%
Associate Degree	7.45%
Some College	20.82%
High School Graduate (or GED)	24.92%
Some High School, No Degree	6.37%
Less than 9th Grade	6.41%

Race Distribution (%)

White	53.39%
Black/African American	5.15%
American Indian/Alaskan	1.03%
Asian	2.42%
Native Hawaiian/Islander	0.08%
Other Race	15.51%
Two or More Races	22.41%
Hispanic	47.19%

Income

Average HH	\$99,299
Median HH	\$77,081
Per Capita	\$37,198



**CITY OF KYLE
ECONOMIC
DEVELOPMENT**

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Retail Trade Area • Demographic Profile

Kyle, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	308,178	
2024 Estimate	274,069	
2020 Census	235,126	
2010 Census	158,516	
Growth 2024 - 2029		12.45%
Growth 2020 - 2024		16.56%
Growth 2010 - 2020		48.33%
2024 Est. Population by Single-Classification Race	274,069	
White Alone	146,319	53.39%
Black or African American Alone	14,126	5.15%
Amer. Indian and Alaska Native Alone	2,838	1.03%
Asian Alone	6,638	2.42%
Native Hawaiian and Other Pacific Island Alone	223	0.08%
Some Other Race Alone	42,515	15.51%
Two or More Races	61,410	22.41%
2024 Est. Population by Hispanic or Latino Origin	274,069	
Not Hispanic or Latino	144,732	52.81%
Hispanic or Latino	129,337	47.19%
Mexican	110,941	85.78%
Puerto Rican	2,719	2.10%
Cuban	502	0.39%
All Other Hispanic or Latino	15,175	11.73%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	129,337	
White Alone	35,216	27.23%
Black or African American Alone	1,216	0.94%
American Indian and Alaska Native Alone	2,167	1.68%
Asian Alone	289	0.22%
Native Hawaiian and Other Pacific Islander Alone	68	0.05%
Some Other Race Alone	41,444	32.04%
Two or More Races	48,937	37.84%
2024 Est. Pop by Race, Asian Alone, by Category	6,638	
Chinese, except Taiwanese	1,148	17.29%
Filipino	1,448	21.81%
Japanese	275	4.14%
Asian Indian	1,740	26.21%
Korean	555	8.36%
Vietnamese	485	7.31%
Cambodian	228	3.43%
Hmong	0	0.00%
Laotian	15	0.23%
Thai	233	3.51%
All Other Asian Races Including 2+ Category	510	7.68%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	274,069	
Arab	2,176	0.79%
Czech	2,218	0.81%
Danish	483	0.18%
Dutch	1,612	0.59%
English	19,386	7.07%
French (except Basque)	3,377	1.23%
French Canadian	526	0.19%
German	27,548	10.05%
Greek	782	0.28%
Hungarian	274	0.10%
Irish	18,879	6.89%
Italian	4,298	1.57%
Lithuanian	67	0.02%
United States or American	6,739	2.46%
Norwegian	1,456	0.53%
Polish	3,505	1.28%
Portuguese	358	0.13%
Russian	318	0.12%
Scottish	3,941	1.44%
Scotch-Irish	2,441	0.89%
Slovak	73	0.03%
Subsaharan African	1,653	0.60%
Swedish	1,242	0.45%
Swiss	284	0.10%
Ukrainian	282	0.10%
Welsh	1,289	0.47%
West Indian (except Hisp. groups)	609	0.22%
Other ancestries	118,728	43.32%
Ancestry Unclassified	49,526	18.07%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	179,170	69.38%
Speak Asian/Pacific Island Language at Home	1,571	0.61%
Speak IndoEuropean Language at Home	3,471	1.34%
Speak Spanish at Home	71,966	27.87%
Speak Other Language at Home	2,073	0.80%



Retail Trade Area • Demographic Profile

Kyle, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	274,069	
Age 0 - 4	15,818	5.77%
Age 5 - 9	16,035	5.85%
Age 10 - 14	16,996	6.20%
Age 15 - 17	11,364	4.15%
Age 18 - 20	19,390	7.08%
Age 21 - 24	26,405	9.63%
Age 25 - 34	41,808	15.26%
Age 35 - 44	37,014	13.51%
Age 45 - 54	30,051	10.97%
Age 55 - 64	25,149	9.18%
Age 65 - 74	20,943	7.64%
Age 75 - 84	10,238	3.74%
Age 85 and over	2,859	1.04%
Age 16 and over	221,462	80.81%
Age 18 and over	213,856	78.03%
Age 21 and over	194,466	70.95%
Age 65 and over	34,040	12.42%
2024 Est. Median Age		32.07
2024 Est. Average Age		35.79
2024 Est. Population by Sex	274,069	
Male	134,059	48.91%
Female	140,010	51.09%
2024 Est. Male Population by Age	134,059	
Age 0 - 4	8,048	6.00%
Age 5 - 9	8,041	6.00%
Age 10 - 14	8,536	6.37%
Age 15 - 17	5,685	4.24%
Age 18 - 20	8,898	6.64%
Age 21 - 24	12,661	9.44%
Age 25 - 34	21,421	15.98%
Age 35 - 44	18,522	13.82%
Age 45 - 54	14,871	11.09%
Age 55 - 64	12,163	9.07%
Age 65 - 74	9,624	7.18%
Age 75 - 84	4,574	3.41%
Age 85 and over	1,015	0.76%
2024 Est. Median Age, Male		31.73
2024 Est. Average Age, Male		35.21
2024 Est. Female Population by Age	140,010	
Age 0 - 4	7,770	5.55%
Age 5 - 9	7,994	5.71%
Age 10 - 14	8,460	6.04%
Age 15 - 17	5,679	4.06%
Age 18 - 20	10,492	7.49%
Age 21 - 24	13,744	9.82%
Age 25 - 34	20,387	14.56%
Age 35 - 44	18,491	13.21%
Age 45 - 54	15,180	10.84%
Age 55 - 64	12,986	9.28%
Age 65 - 74	11,319	8.08%
Age 75 - 84	5,664	4.04%
Age 85 and over	1,845	1.32%
2024 Est. Median Age, Female		32.45
2024 Est. Average Age, Female		36.35

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	92,070	40.88%
Males, Never Married	46,716	20.74%
Females, Never Married	45,354	20.14%
Married, Spouse present	93,432	41.49%
Married, Spouse absent	9,375	4.16%
Widowed	7,850	3.48%
Males Widowed	1,742	0.77%
Females Widowed	6,108	2.71%
Divorced	22,493	9.99%
Males Divorced	8,974	3.98%
Females Divorced	13,520	6.00%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	10,765	6.41%
Some High School, no diploma	10,712	6.37%
High School Graduate (or GED)	41,889	24.92%
Some College, no degree	34,999	20.82%
Associate Degree	12,525	7.45%
Bachelor's Degree	38,199	22.73%
Master's Degree	14,364	8.55%
Professional School Degree	2,550	1.52%
Doctorate Degree	2,058	1.22%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	18,628	25.91%
High School Graduate	24,128	33.56%
Some College or Associate's Degree	16,413	22.83%
Bachelor's Degree or Higher	12,721	17.69%
Households		
2029 Projection	111,885	
2024 Estimate	98,784	
2020 Census	83,697	
2010 Census	54,149	
Growth 2024 - 2029		13.26%
Growth 2020 - 2024		18.03%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	98,784	
Family Households	66,176	66.99%
Nonfamily Households	32,608	33.01%
2024 Est. Group Quarters Population	10,367	
2024 Households by Ethnicity, Hispanic/Latino	38,092	



Retail Trade Area • Demographic Profile

Kyle, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	98,784	
Income < \$15,000	9,218	9.33%
Income \$15,000 - \$24,999	7,372	7.46%
Income \$25,000 - \$34,999	7,961	8.06%
Income \$35,000 - \$49,999	10,170	10.30%
Income \$50,000 - \$74,999	13,577	13.74%
Income \$75,000 - \$99,999	12,665	12.82%
Income \$100,000 - \$124,999	11,246	11.38%
Income \$125,000 - \$149,999	8,407	8.51%
Income \$150,000 - \$199,999	8,807	8.91%
Income \$200,000 - \$249,999	4,304	4.36%
Income \$250,000 - \$499,999	3,641	3.69%
Income \$500,000+	1,417	1.43%
2024 Est. Average Household Income		\$99,299
2024 Est. Median Household Income		\$77,081
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$83,110
Black or African American Alone		\$66,050
American Indian and Alaska Native Alone		\$94,094
Asian Alone		\$51,599
Native Hawaiian and Other Pacific Islander Alone		\$182,648
Some Other Race Alone		\$69,720
Two or More Races		\$69,048
Hispanic or Latino		\$71,487
Not Hispanic or Latino		\$81,209
2024 Est. HH by Type and Presence of Own Child.	98,784	
Family Households with Children	30,196	30.57%
Family Households without Children	68,588	69.43%
Married-Couple Families	45,190	45.75%
Married-Couple Family, own children	21,044	21.30%
Married-Couple Family, no own children	24,146	24.44%
Cohabiting-Couple Families	8,410	8.51%
Cohabiting-Couple Family, own children	2,322	2.35%
Cohabiting-Couple Family, no own children	6,088	6.16%
Male Householder Families	17,883	18.10%
Male Householder, own children	1,582	1.60%
Male Householder, no own children	1,926	1.95%
Male Householder, only Nonrelatives	3,717	3.76%
Male Householder, Living Alone	10,658	10.79%
Female Householder Families	27,302	27.64%
Female Householder, own children	5,248	5.31%
Female Householder, no own children	5,260	5.33%
Female Householder, only Nonrelatives	4,049	4.10%
Female Householder, Living Alone	12,745	12.90%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	98,784	
1-person	25,203	25.51%
2-person	30,395	30.77%
3-person	16,217	16.42%
4-person	14,189	14.36%
5-person	7,237	7.33%
6-person	3,187	3.23%
7-or-more-person	2,356	2.38%
2024 Est. Average Household Size		2.67
2024 Est. Households by Number of Vehicles	98,784	
No Vehicles	3,795	3.84%
1 Vehicle	30,095	30.47%
2 Vehicles	43,279	43.81%
3 Vehicles	15,529	15.72%
4 Vehicles	4,040	4.09%
5 or more Vehicles	2,046	2.07%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	75,033	
2024 Estimate	66,176	
2020 Estimate	52,399	
2010 Census	35,196	
Growth 2024 - 2029		13.38%
Growth 2020 - 2024		26.29%
Growth 2010 - 2020		48.88%
2024 Est. Families by Poverty Status	66,176	
2024 Families at or Above Poverty	60,111	90.83%
2024 Families at or Above Poverty with Children	30,335	45.84%
2024 Families Below Poverty	6,065	9.16%
2024 Families Below Poverty with Children	4,478	6.77%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	140,100	63.26%
Civilian Labor Force, Unemployed	6,128	2.77%
Armed Forces	824	0.37%
Not in Labor Force	74,409	33.60%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	98,050	68.73%
Non-Profit Private Workers	8,567	6.00%
Local Government Workers	3,331	2.33%
State Government Workers	8,810	6.17%
Federal Government Workers	10,901	7.64%
Self-Employed Workers	12,912	9.05%
Unpaid Family Workers	100	0.07%



Retail Trade Area • Demographic Profile

Kyle, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	2,013	1.41%
Arts/Entertainment/Sports	2,436	1.71%
Building Grounds Maintenance	6,071	4.25%
Business/Financial Operations	8,866	6.21%
Community/Social Services	2,161	1.51%
Computer/Mathematical	4,261	2.99%
Construction/Extraction	8,962	6.28%
Education/Training/Library	10,217	7.16%
Farming/Fishing/Forestry	44	0.03%
Food Prep/Serving	9,356	6.56%
Health Practitioner/Technician	5,071	3.55%
Healthcare Support	3,381	2.37%
Maintenance Repair	4,041	2.83%
Legal	1,514	1.06%
Life/Physical/Social Science	1,357	0.95%
Management	16,287	11.42%
Office/Admin. Support	16,074	11.27%
Production	6,052	4.24%
Protective Services	3,239	2.27%
Sales/Related	17,517	12.28%
Personal Care/Service	3,073	2.15%
Transportation/Moving	10,674	7.48%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	87,775	61.52%
Blue Collar	29,729	20.84%
Service and Farm	25,164	17.64%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	108,595	76.99%
Car Pooled	12,738	9.03%
Public Transportation	416	0.30%
Walked	2,994	2.12%
Bicycle	472	0.34%
Other Means	1,808	1.28%
Worked at Home	14,032	9.95%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	25,133	
15 - 29 Minutes	37,962	
30 - 44 Minutes	29,746	
45 - 59 Minutes	18,672	
60 or more Minutes	17,234	
2024 Est. Avg Travel Time to Work in Minutes		34
2024 Est. Occupied Housing Units by Tenure	98,784	
Owner Occupied	57,697	54.99%
Renter Occupied	41,087	41.59%
2024 Owner Occ. HUs: Avg. Length of Residence		12.34 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.70 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	57,697	
Value Less than \$20,000	1,229	2.13%
Value \$20,000 - \$39,999	828	1.43%
Value \$40,000 - \$59,999	759	1.32%
Value \$60,000 - \$79,999	1,081	1.87%
Value \$80,000 - \$99,999	1,840	3.19%
Value \$100,000 - \$149,999	3,218	5.58%
Value \$150,000 - \$199,999	2,438	4.23%
Value \$200,000 - \$299,999	11,982	20.77%
Value \$300,000 - \$399,999	13,134	22.76%
Value \$400,000 - \$499,999	9,978	17.29%
Value \$500,000 - \$749,999	6,171	10.70%
Value \$750,000 - \$999,999	2,884	5.00%
Value \$1,000,000 or \$1,499,999	1,181	2.05%
Value \$1,500,000 or \$1,999,999	302	0.52%
Value \$2,000,000+	672	1.16%
2024 Est. Median All Owner-Occupied Housing Value		\$341,027
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	63,436	60.46%
1 Unit Attached	2,067	1.97%
2 Units	2,049	1.95%
3 or 4 Units	3,226	3.07%
5 to 19 Units	13,034	12.42%
20 to 49 Units	4,313	4.11%
50 or More Units	4,919	4.69%
Mobile Home or Trailer	11,793	11.24%
Boat, RV, Van, etc.	95	0.09%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	13,913	13.26%
Housing Units Built 2010 to 2019	29,094	27.73%
Housing Units Built 2000 to 2009	23,438	22.34%
Housing Units Built 1990 to 1999	12,627	12.03%
Housing Units Built 1980 to 1989	11,013	10.50%
Housing Units Built 1970 to 1979	6,735	6.42%
Housing Units Built 1960 to 1969	2,931	2.79%
Housing Units Built 1950 to 1959	2,360	2.25%
Housing Units Built 1940 to 1949	1,250	1.19%
Housing Unit Built 1939 or Earlier	1,569	1.50%
2024 Est. Median Year Structure Built		2006

[†] 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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