



TheRetailCoach®

# COMMUNITY DEMOGRAPHIC PROFILE

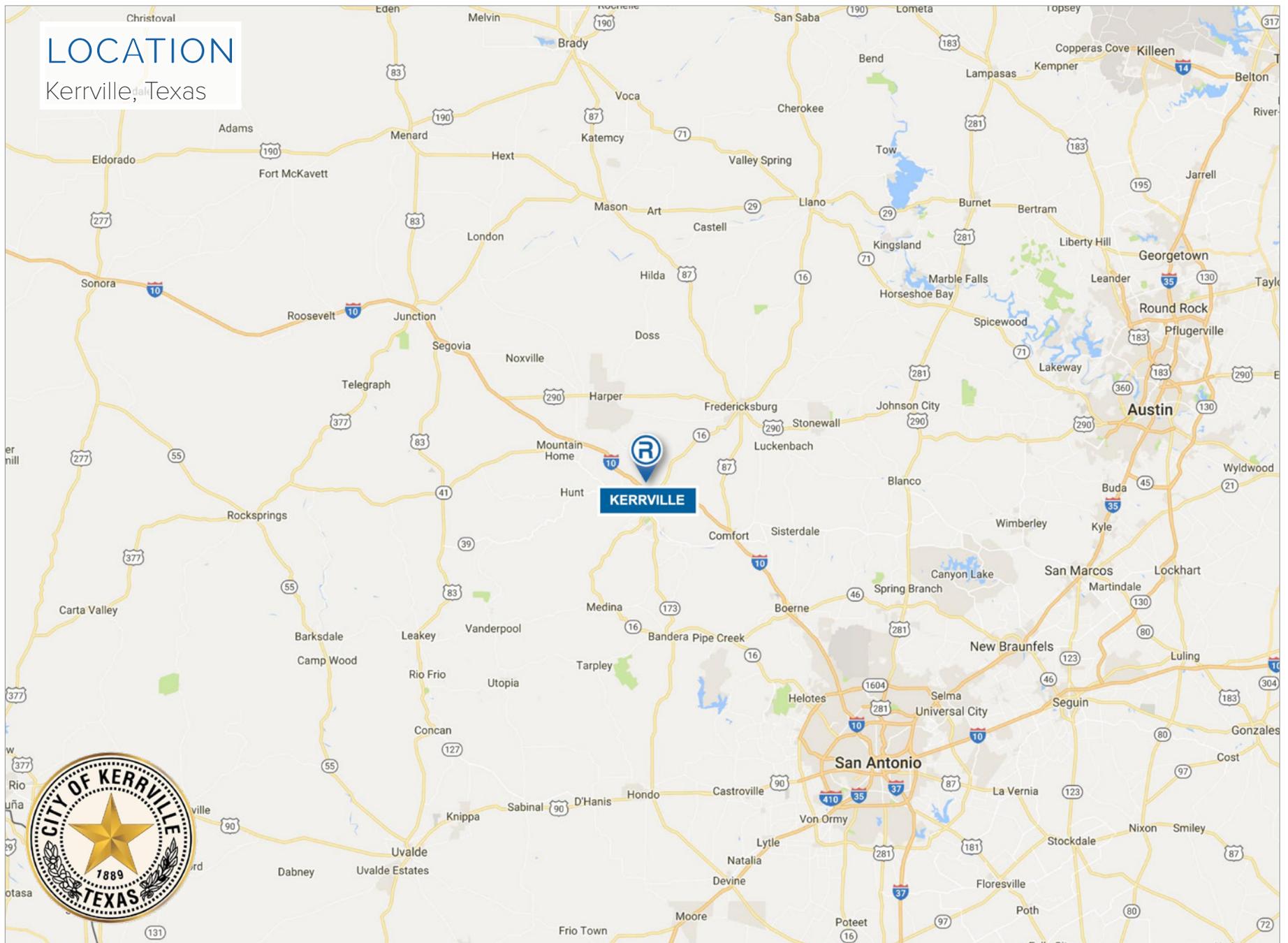
Kerrville, Texas

Prepared for  
City of Kerrville  
March 2018



# LOCATION

Kerrville, Texas



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# COMMUNITY • DEMOGRAPHIC PROFILE

Kerrville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	24,785	
2018 Estimate	23,862	
2010 Census	22,347	
2000 Census	20,336	
Growth 2018 - 2023		3.87%
Growth 2010 - 2018		6.78%
Growth 2000 - 2010		9.89%
<b>2018 Est. Population by Single-Classification Race</b>	23,862	
White Alone	20,447	85.69%
Black or African American Alone	681	2.85%
Amer. Indian and Alaska Native Alone	169	0.71%
Asian Alone	309	1.30%
Native Hawaiian and Other Pacific Island Alone	16	0.07%
Some Other Race Alone	1,549	6.49%
Two or More Races	691	2.90%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	23,862	
Not Hispanic or Latino	16,877	70.73%
Hispanic or Latino	6,985	29.27%
Mexican	6,150	88.05%
Puerto Rican	34	0.49%
Cuban	28	0.40%
All Other Hispanic or Latino	773	11.07%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	6,985	
White Alone	4,878	69.84%
Black or African American Alone	120	1.72%
American Indian and Alaska Native Alone	68	0.97%
Asian Alone	5	0.07%
Native Hawaiian and Other Pacific Islander Alone	5	0.07%
Some Other Race Alone	1,531	21.92%
Two or More Races	378	5.41%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	309	
Chinese, except Taiwanese	28	9.06%
Filipino	49	15.86%
Japanese	17	5.50%
Asian Indian	0	0.00%
Korean	28	9.06%
Vietnamese	5	1.62%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	52	16.83%
Thai	28	9.06%
All Other Asian Races Including 2+ Category	102	33.01%

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Ancestry</b>	23,862	
Arab	32	0.13%
Czech	144	0.60%
Danish	57	0.24%
Dutch	66	0.28%
English	1,947	8.16%
French (except Basque)	338	1.42%
French Canadian	123	0.52%
German	3,182	13.34%
Greek	19	0.08%
Hungarian	0	0.00%
Irish	1,550	6.50%
Italian	345	1.45%
Lithuanian	60	0.25%
United States or American	1,466	6.14%
Norwegian	147	0.62%
Polish	301	1.26%
Portuguese	0	0.00%
Russian	53	0.22%
Scottish	268	1.12%
Scotch-Irish	352	1.48%
Slovak	8	0.03%
Subsaharan African	22	0.09%
Swedish	123	0.52%
Swiss	41	0.17%
Ukrainian	0	0.00%
Welsh	120	0.50%
West Indian (except Hisp. groups)	32	0.13%
Other ancestries	8,743	36.64%
Ancestry Unclassified	4,323	18.12%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	18,540	81.90%
Speak Asian/Pacific Island Language at Home	79	0.35%
Speak IndoEuropean Language at Home	119	0.53%
Speak Spanish at Home	3,878	17.13%
Speak Other Language at Home	21	0.09%
<b>2018 Est. Population by Age</b>	23,862	
Age 0 - 4	1,225	5.13%
Age 5 - 9	1,203	5.04%
Age 10 - 14	1,242	5.21%
Age 15 - 17	845	3.54%
Age 18 - 20	1,053	4.41%
Age 21 - 24	1,228	5.15%
Age 25 - 34	2,438	10.22%
Age 35 - 44	2,277	9.54%
Age 45 - 54	2,428	10.18%
Age 55 - 64	3,078	12.90%
Age 65 - 74	3,347	14.03%
Age 75 - 84	2,273	9.53%
Age 85 and over	1,225	5.13%
Age 16 and over	19,920	83.48%
Age 18 and over	19,347	81.08%
Age 21 and over	18,294	76.67%
Age 65 and over	6,845	28.69%
<b>2018 Est. Median Age</b>		46.82
<b>2018 Est. Average Age</b>		45.50

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	23,862	
Male	11,257	47.18%
Female	12,605	52.83%
<b>2018 Est. Male Population by Age</b>	11,257	
Age 0 - 4	620	5.51%
Age 5 - 9	609	5.41%
Age 10 - 14	636	5.65%
Age 15 - 17	435	3.86%
Age 18 - 20	533	4.74%
Age 21 - 24	646	5.74%
Age 25 - 34	1,204	10.70%
Age 35 - 44	1,108	9.84%
Age 45 - 54	1,159	10.30%
Age 55 - 64	1,374	12.21%
Age 65 - 74	1,503	13.35%
Age 75 - 84	981	8.72%
Age 85 and over	449	3.99%
<b>2018 Est. Median Age, Male</b>		43.54
<b>2018 Est. Average Age, Male</b>		43.60

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	12,605	
Age 0 - 4	605	4.80%
Age 5 - 9	594	4.71%
Age 10 - 14	606	4.81%
Age 15 - 17	410	3.25%
Age 18 - 20	520	4.13%
Age 21 - 24	582	4.62%
Age 25 - 34	1,234	9.79%
Age 35 - 44	1,169	9.27%
Age 45 - 54	1,269	10.07%
Age 55 - 64	1,704	13.52%
Age 65 - 74	1,844	14.63%
Age 75 - 84	1,292	10.25%
Age 85 and over	776	6.16%
<b>2018 Est. Median Age, Female</b>		49.84
<b>2018 Est. Average Age, Female</b>		47.20
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	5,467	27.08%
Males, Never Married	3,109	15.40%
Females, Never Married	2,358	11.68%
Married, Spouse present	8,367	41.44%
Married, Spouse absent	1,315	6.51%
Widowed	2,059	10.20%
Males Widowed	355	1.76%
Females Widowed	1,704	8.44%
Divorced	2,984	14.78%
Males Divorced	1,151	5.70%
Females Divorced	1,833	9.08%

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DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	847	5.0%
Some High School, no diploma	1,417	8.3%
High School Graduate (or GED)	4,705	27.6%
Some College, no degree	4,264	25.0%
Associate Degree	966	5.7%
Bachelor's Degree	3,057	17.9%
Master's Degree	1,198	7.0%
Professional School Degree	344	2.0%
Doctorate Degree	268	1.6%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	1,432	37.31%
High School Graduate	1,351	35.20%
Some College or Associate's Degree	731	19.05%
Bachelor's Degree or Higher	324	8.44%
<b>Households</b>		
2023 Projection	10,546	
2018 Estimate	10,107	
2010 Census	9,379	
2000 Census	8,597	
Growth 2018 - 2023		4.34%
Growth 2010 - 2018		7.76%
Growth 2000 - 2010		9.10%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>	10,107	
Family Households	6,267	62.01%
Nonfamily Households	3,840	37.99%
2018 Est. Group Quarters Population	1,449	
2018 Households by Ethnicity, Hispanic/Latino	2,113	
<b>2018 Est. Households by Household Income</b>	10,107	
Income < \$15,000	1,239	12.26%
Income \$15,000 - \$24,999	1,400	13.85%
Income \$25,000 - \$34,999	1,193	11.80%
Income \$35,000 - \$49,999	1,818	17.99%
Income \$50,000 - \$74,999	1,768	17.49%
Income \$75,000 - \$99,999	1,064	10.53%
Income \$100,000 - \$124,999	633	6.26%
Income \$125,000 - \$149,999	361	3.57%
Income \$150,000 - \$199,999	308	3.05%
Income \$200,000 - \$249,999	129	1.28%
Income \$250,000 - \$499,999	141	1.40%
Income \$500,000+	53	0.52%
<b>2018 Est. Average Household Income</b>		\$62,799
<b>2018 Est. Median Household Income</b>		\$44,749

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DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$45,545
Black or African American Alone		\$34,847
American Indian and Alaska Native Alone		\$80,518
Asian Alone		\$33,847
Native Hawaiian and Other Pacific Islander Alone		\$6,375
Some Other Race Alone		\$38,009
Two or More Races		\$33,408
Hispanic or Latino		\$38,593
Not Hispanic or Latino		\$47,178
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	6,267	
Married-Couple Family, own children	1,381	22.04%
Married-Couple Family, no own children	3,307	52.77%
Male Householder, own children	197	3.14%
Male Householder, no own children	195	3.11%
Female Householder, own children	626	9.99%
Female Householder, no own children	561	8.95%
<b>2018 Est. Households by Household Size</b>	10,107	
1-person	3,428	33.92%
2-person	3,811	37.71%
3-person	1,265	12.52%
4-person	906	8.96%
5-person	409	4.05%
6-person	183	1.81%
7-or-more-person	105	1.04%
<b>2018 Est. Average Household Size</b>		2.22

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	10,107	
Households with 1 or More People under Age 18:	2,542	25.15%
Married-Couple Family	1,518	59.72%
Other Family, Male Householder	230	9.05%
Other Family, Female Householder	772	30.37%
Nonfamily, Male Householder	16	0.63%
Nonfamily, Female Householder	6	0.24%
<b>Households with No People under Age 18:</b>	7,565	74.85%
Married-Couple Family	3,164	41.82%
Other Family, Male Householder	167	2.21%
Other Family, Female Householder	417	5.51%
Nonfamily, Male Householder	1,460	19.30%
Nonfamily, Female Householder	2,357	31.16%
<b>2018 Est. Households by Number of Vehicles</b>	10,107	
No Vehicles	675	6.68%
1 Vehicle	4,586	45.37%
2 Vehicles	3,673	36.34%
3 Vehicles	901	8.92%
4 Vehicles	227	2.25%
5 or more Vehicles	45	0.45%
<b>2018 Est. Average Number of Vehicles</b>		1.6

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	6,546	
2018 Estimate	6,267	
2010 Census	5,784	
2000 Census	5,562	
Growth 2018 - 2023		4.45%
Growth 2010 - 2018		8.35%
Growth 2000 - 2010		3.99%
<b>2018 Est. Families by Poverty Status</b>	6,267	
2018 Families at or Above Poverty	5,452	87.00%
2018 Families at or Above Poverty with Children	2,009	32.06%
2018 Families Below Poverty	815	13.01%
2018 Families Below Poverty with Children	542	8.65%
<b>2018 Est. Pop 16+ by Employment Status</b>	19,920	
Civilian Labor Force, Employed	9,876	49.58%
Civilian Labor Force, Unemployed	836	4.20%
Armed Forces	1	0.01%
Not in Labor Force	9,207	46.22%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	9,535	
For-Profit Private Workers	5,444	57.10%
Non-Profit Private Workers	1,097	11.51%
Local Government Workers	292	3.06%
State Government Workers	617	6.47%
Federal Government Workers	779	8.17%
Self-Employed Workers	1,301	13.64%
Unpaid Family Workers	5	0.05%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	9,535	
Architect/Engineer	192	2.01%
Arts/Entertainment/Sports	149	1.56%
Building Grounds Maintenance	706	7.40%
Business/Financial Operations	255	2.67%
Community/Social Services	190	1.99%
Computer/Mathematical	112	1.18%
Construction/Extraction	594	6.23%
Education/Training/Library	751	7.88%
Farming/Fishing/Forestry	78	0.82%
Food Prep/Serving	560	5.87%
Health Practitioner/Technician	474	4.97%
Healthcare Support	201	2.11%
Maintenance Repair	380	3.99%
Legal	96	1.01%
Life/Physical/Social Science	35	0.37%
Management	867	9.09%
Office/Admin. Support	1,384	14.52%
Production	316	3.31%
Protective Services	248	2.60%
Sales/Related	1,102	11.56%
Personal Care/Service	456	4.78%
Transportation/Moving	389	4.08%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	9,535	
Blue Collar	5,607	58.80%
White Collar	1,679	17.61%
Service and Farm	2,249	23.59%

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DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	9,316	
Drove Alone	7,471	80.20%
Car Pooled	1,082	11.61%
Public Transportation	2	0.02%
Walked	184	1.98%
Bicycle	49	0.53%
Other Means	62	0.67%
Worked at Home	466	5.00%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	5,249	
15 - 29 Minutes	2,485	
30 - 44 Minutes	619	
45 - 59 Minutes	125	
60 or more Minutes	412	
2018 Est. Avg Travel Time to Work in Minutes		18
<b>2018 Est. Occupied Housing Units by Tenure</b>	10,107	
Owner Occupied	6,699	66.28%
Renter Occupied	3,408	33.72%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		15.2
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		6.2

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	10,107	
Value Less than \$20,000	357	5.33%
Value \$20,000 - \$39,999	319	4.76%
Value \$40,000 - \$59,999	330	4.93%
Value \$60,000 - \$79,999	390	5.82%
Value \$80,000 - \$99,999	423	6.31%
Value \$100,000 - \$149,999	1,129	16.85%
Value \$150,000 - \$199,999	799	11.93%
Value \$200,000 - \$299,999	1,444	21.56%
Value \$300,000 - \$399,999	697	10.41%
Value \$400,000 - \$499,999	384	5.73%
Value \$500,000 - \$749,999	264	3.94%
Value \$750,000 - \$999,999	68	1.02%
Value \$1,000,000 or \$1,499,999	61	0.91%
Value \$1,500,000 or \$1,999,999	17	0.25%
Value \$2,000,000+	17	0.25%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$173,647
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	7,497	66.19%
1 Unit Detached	466	4.11%
2 Units	227	2.00%
3 or 4 Units	682	6.02%
5 to 19 Units	1,085	9.58%
20 to 49 Units	292	2.58%
50 or More Units	268	2.37%
Mobile Home or Trailer	808	7.13%
Boat, RV, Van, etc.	2	0.02%

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DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	425	3.75%
Housing Units Built 2010 to 2014	233	2.06%
Housing Units Built 2000 to 2009	1,885	16.64%
Housing Units Built 1990 to 1999	1,702	15.03%
Housing Units Built 1980 to 1989	2,083	18.39%
Housing Units Built 1970 to 1979	1,934	17.07%
Housing Units Built 1960 to 1969	1,289	11.38%
Housing Units Built 1950 to 1959	750	6.62%
Housing Units Built 1940 to 1949	403	3.56%
Housing Unit Built 1939 or Earlier	623	5.50%
<b>2018 Est. Median Year Structure Built</b>		1983

# ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

 TheRetailCoach®



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 Retail Coach –

*“It’s not about data. It’s about your success.”*



# ACKNOWLEDGEMENTS

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 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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