



TheRetailCoach®

NET WORTH PROFILE

Kerrville, Texas

Prepared for
City of Kerrville
April 2018



COMMUNITY • NET WORTH PROFILE

Kerrville, Texas

SUMMARY	CENSUS 2010	2018 ESTIMATE	2023 PROJECTION	2018-2023 CHANGE	2018-2023 ANNUAL RATE
Population	22,347	23,862	24,785	923	3.87%
Median Age	45.7	46.8	47.7	0.90	1.92%
Households	9,379	10,107	10,546	439	4.34%
Average Household Size	2.20	2.22	2.27	0.05	2.25%

2018 NET WORTH BY AGE OF HOUSEHOLDER	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	364	1149	1133	1414	1856	1881	2308
<\$15,000	293	746	540	525	497	222	272
\$15,000-\$34,999	36	142	128	139	128	43	79
\$35,000-\$49,999	8	52	73	59	81	48	28
\$50,000-\$99,999	15	98	153	165	170	156	197
\$100,000-\$149,999	2	34	60	78	133	192	182
\$150,000-\$249,999	5	29	72	121	189	221	362
\$250,000+	4	48	107	327	657	1000	1189
Median Net Worth	\$9,309	\$11,548	\$17,594	\$45,245	\$116,166	\$250,001	\$250,001
Average Net Worth	\$24,682	\$77,346	\$248,046	\$456,599	\$1,006,778	\$1,579,374	\$1,043,300

2018 HOUSEHOLDS BY NET WORTH	NUMBER	PERCENT
Total	10,107	100.00%
<\$15,000	3,093	30.6%
\$15,000-\$34,999	697	6.9%
\$35,000-\$49,999	354	3.5%
\$50,000-\$74,999	546	5.4%
\$75,000-\$99,999	404	4.0%
\$100,000-\$149,999	677	6.7%
\$150,000-\$249,999	1,001	9.9%
\$250,000-\$500,000	1,395	13.8%
\$500,000+	1,941	19.2%
Median Net Worth	\$97,115	
Average Net Worth	\$818,425	



PRIMARY RETAIL TRADE AREA • NET WORTH PROFILE

Kerrville, Texas

SUMMARY	CENSUS 2010	2018 ESTIMATE	2023 PROJECTION	2018-2023 CHANGE	2018-2023 ANNUAL RATE
Population	95,370	101,337	106,406	5,069	5.00%
Median Age	48.0	50.1	51.0	0.9	1.80%
Households	39,781	42,821	45,221	2,400	5.60%
Average Household Size	2.33	2.35	2.36	0.01	0.43%

2018 NET WORTH BY AGE OF HOUSEHOLDER	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1041	4058	4728	6454	8858	9260	8422
<\$15,000	742	2331	1900	1809	1707	865	724
\$15,000-\$34,999	149	533	522	609	477	169	234
\$35,000-\$49,999	39	204	335	259	306	217	109
\$50,000-\$99,999	56	454	722	834	850	708	666
\$100,000-\$149,999	20	185	327	470	752	886	654
\$150,000-\$249,999	18	148	389	721	1105	1282	1564
\$250,000+	14	204	533	1752	3662	5132	4471
Median Net Worth	\$10,498	\$13,058	\$31,592	\$77,423	\$172,921	\$250,001	\$250,001
Average Net Worth	\$30,330	\$89,149	\$274,987	\$532,651	\$1,031,607	\$1,586,055	\$1,007,288

2018 HOUSEHOLDS BY NET WORTH	NUMBER	PERCENT
Total	42,821	100.00%
<\$15,000	10,106	23.6%
\$15,000-\$34,999	2,698	6.3%
\$35,000-\$49,999	1,456	3.4%
\$50,000-\$74,999	2,441	5.7%
\$75,000-\$99,999	1,841	4.3%
\$100,000-\$149,999	3,297	7.7%
\$150,000-\$249,999	5,224	12.2%
\$250,000-\$500,000	6,851	16.0%
\$500,000+	8,907	20.8%
Median Net Worth	\$142,039	
Average Net Worth	\$874,310	



SECONDARY RETAIL TRADE AREA • NET WORTH PROFILE

Kerrville, Texas

SUMMARY	CENSUS 2010	2018 ESTIMATE	2023 PROJECTION	2018-2023 CHANGE	2018-2023 ANNUAL RATE
Population	139,841	153,721	162,798	9,077	5.90%
Median Age	47.1	48.0	49.1	1.1	2.29%
Households	57,470	63,932	68,082	4,150	6.49%
Average Household Size	2.33	2.35	2.40	0.05	2.13%

2018 NET WORTH BY AGE OF HOUSEHOLDER	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1523	6132	7337	10361	13786	13530	11262
<\$15,000	1020	3201	2594	2528	2377	1221	1020
\$15,000-\$34,999	234	794	761	845	696	247	322
\$35,000-\$49,999	68	311	493	366	441	305	147
\$50,000-\$99,999	92	767	1159	1257	1232	1003	925
\$100,000-\$149,999	34	324	552	756	1094	1212	863
\$150,000-\$249,999	41	294	666	1195	1690	1763	2010
\$250,000+	36	441	1111	3415	6256	7778	5973
Median Net Worth	\$11,212	\$14,368	\$43,666	\$109,843	\$203,196	\$250,001	\$250,001
Average Net Worth	\$37,975	\$111,671	\$347,055	\$644,597	\$1,097,598	\$1,612,090	\$965,581

2018 HOUSEHOLDS BY NET WORTH	NUMBER	PERCENT
Total	63,932	100.00%
<\$15,000	13,937	21.8%
\$15,000-\$34,999	3,900	6.1%
\$35,000-\$49,999	2,110	3.3%
\$50,000-\$74,999	3,644	5.7%
\$75,000-\$99,999	2,813	4.4%
\$100,000-\$149,999	4,859	7.6%
\$150,000-\$249,999	7,672	12.0%
\$250,000-\$500,000	10,485	16.4%
\$500,000+	14,513	22.7%
Median Net Worth	\$156,380	
Average Net Worth	\$903,843	





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.



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 Analytica 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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