



TheRetailCoach®

# SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

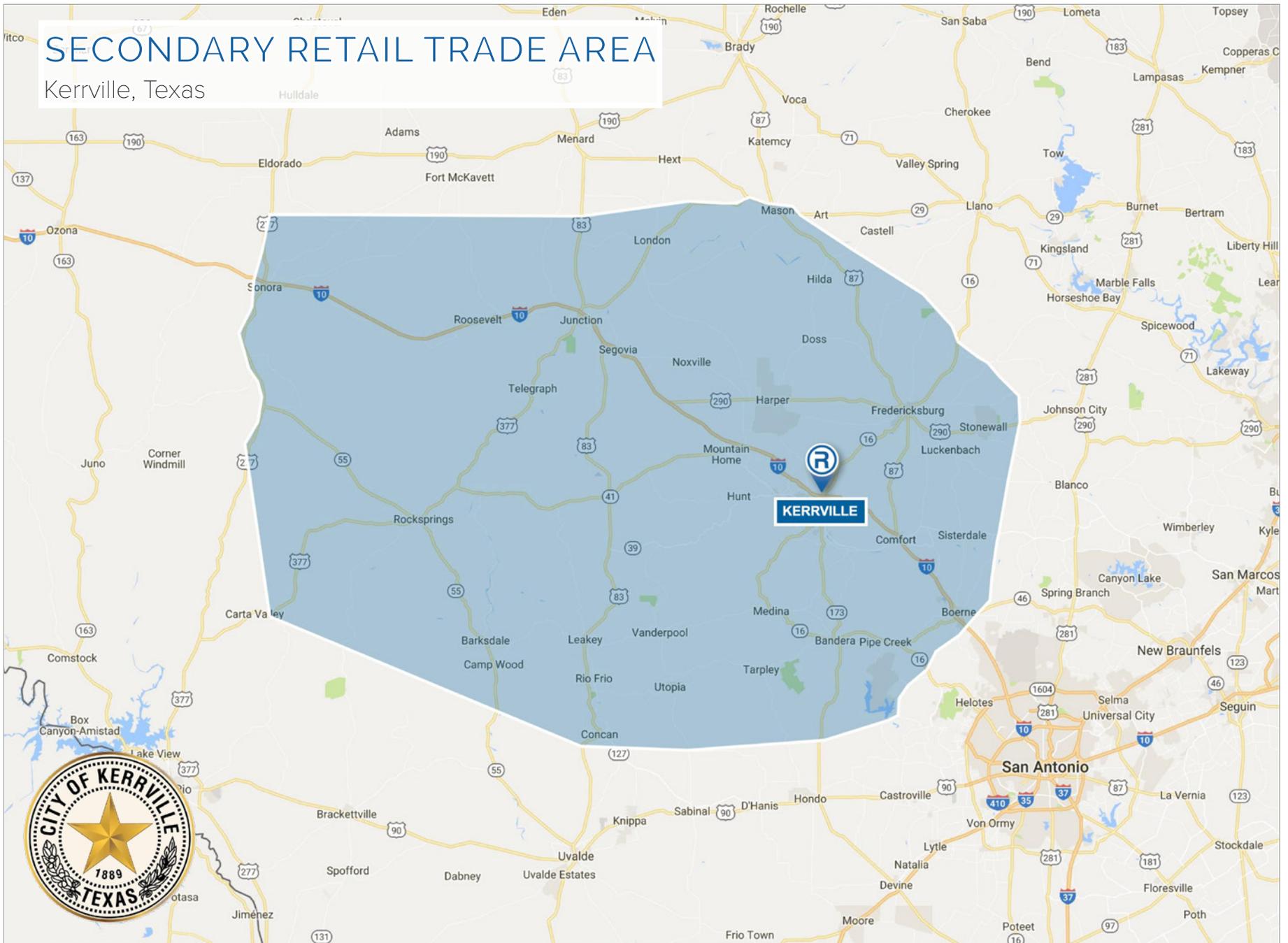
Kerrville, Texas

Prepared for  
City of Kerrville  
March 2018



# SECONDARY RETAIL TRADE AREA

Kerrville, Texas



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# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Kerrville, Texas



DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	162,798	
2018 Estimate	153,721	
2010 Census	139,841	
2000 Census	119,610	
Growth 2018 - 2023		5.91%
Growth 2010 - 2018		9.93%
Growth 2000 - 2010		16.91%
<b>2018 Est. Population by Single-Classification Race</b>	153,721	
White Alone	134,672	87.61%
Black or African American Alone	1,980	1.29%
Amer. Indian and Alaska Native Alone	1,223	0.80%
Asian Alone	1,272	0.83%
Native Hawaiian and Other Pacific Island Alone	131	0.09%
Some Other Race Alone	11,053	7.19%
Two or More Races	3,390	2.21%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	153,721	
Not Hispanic or Latino	112,847	73.41%
Hispanic or Latino	40,874	26.59%
Mexican	36,065	88.24%
Puerto Rican	358	0.88%
Cuban	131	0.32%
All Other Hispanic or Latino	4,321	10.57%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	40,874	
White Alone	27,482	67.24%
Black or African American Alone	305	0.75%
American Indian and Alaska Native Alone	482	1.18%
Asian Alone	39	0.10%
Native Hawaiian and Other Pacific Islander Alone	22	0.05%
Some Other Race Alone	10,935	26.75%
Two or More Races	1,609	3.94%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	1,272	
Chinese, except Taiwanese	156	12.26%
Filipino	210	16.51%
Japanese	55	4.32%
Asian Indian	13	1.02%
Korean	245	19.26%
Vietnamese	170	13.37%
Cambodian	4	0.31%
Hmong	3	0.24%
Laotian	125	9.83%
Thai	76	5.98%
All Other Asian Races Including 2+ Category	215	16.90%

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Ancestry</b>	153,721	
Arab	52	0.03%
Czech	687	0.45%
Danish	206	0.13%
Dutch	1,114	0.73%
English	13,582	8.84%
French (except Basque)	2,886	1.88%
French Canadian	547	0.36%
German	28,965	18.84%
Greek	208	0.14%
Hungarian	250	0.16%
Irish	9,655	6.28%
Italian	2,458	1.60%
Lithuanian	133	0.09%
United States or American	10,001	6.51%
Norwegian	908	0.59%
Polish	2,092	1.36%
Portuguese	73	0.05%
Russian	376	0.25%
Scottish	2,306	1.50%
Scotch-Irish	2,476	1.61%
Slovak	47	0.03%
Subsaharan African	96	0.06%
Swedish	1,066	0.69%
Swiss	228	0.15%
Ukrainian	85	0.06%
Welsh	626	0.41%
West Indian (except Hisp. groups)	58	0.04%
Other ancestries	50,556	32.89%
Ancestry Unclassified	21,987	14.30%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	118,233	80.93%
Speak Asian/Pacific Island Language at Home	479	0.33%
Speak IndoEuropean Language at Home	2,044	1.40%
Speak Spanish at Home	25,168	17.23%
Speak Other Language at Home	169	0.12%
<b>2018 Est. Population by Age</b>	153,721	
Age 0 - 4	7,627	4.96%
Age 5 - 9	7,986	5.20%
Age 10 - 14	8,727	5.68%
Age 15 - 17	5,654	3.68%
Age 18 - 20	5,396	3.51%
Age 21 - 24	6,901	4.49%
Age 25 - 34	14,636	9.52%
Age 35 - 44	14,930	9.71%
Age 45 - 54	17,909	11.65%
Age 55 - 64	23,452	15.26%
Age 65 - 74	23,172	15.07%
Age 75 - 84	12,122	7.89%
Age 85 and over	5,209	3.39%
Age 16 and over	127,535	82.97%
Age 18 and over	123,726	80.49%
Age 21 and over	118,330	76.98%
Age 65 and over	40,502	26.35%
<b>2018 Est. Median Age</b>		48.02
<b>2018 Est. Average Age</b>		45.11

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	153,721	
Male	75,040	48.82%
Female	78,681	51.18%
<b>2018 Est. Male Population by Age</b>	75,040	
Age 0 - 4	3,886	5.18%
Age 5 - 9	4,055	5.40%
Age 10 - 14	4,468	5.95%
Age 15 - 17	2,916	3.89%
Age 18 - 20	2,815	3.75%
Age 21 - 24	3,591	4.79%
Age 25 - 34	7,366	9.82%
Age 35 - 44	7,332	9.77%
Age 45 - 54	8,637	11.51%
Age 55 - 64	11,037	14.71%
Age 65 - 74	11,111	14.81%
Age 75 - 84	5,796	7.72%
Age 85 and over	2,029	2.70%
<b>2018 Est. Median Age, Male</b>		46.37
<b>2018 Est. Average Age, Male</b>		44.10

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	78,681	
Age 0 - 4	3,741	4.76%
Age 5 - 9	3,931	5.00%
Age 10 - 14	4,260	5.41%
Age 15 - 17	2,738	3.48%
Age 18 - 20	2,580	3.28%
Age 21 - 24	3,310	4.21%
Age 25 - 34	7,270	9.24%
Age 35 - 44	7,598	9.66%
Age 45 - 54	9,271	11.78%
Age 55 - 64	12,415	15.78%
Age 65 - 74	12,061	15.33%
Age 75 - 84	6,325	8.04%
Age 85 and over	3,179	4.04%
<b>2018 Est. Median Age, Female</b>		49.53
<b>2018 Est. Average Age, Female</b>		46.02
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	28,557	22.07%
Males, Never Married	15,935	12.32%
Females, Never Married	12,622	9.76%
Married, Spouse present	67,070	51.84%
Married, Spouse absent	6,466	5.00%
Widowed	11,002	8.50%
Males Widowed	2,737	2.12%
Females Widowed	8,265	6.39%
Divorced	16,286	12.59%
Males Divorced	7,115	5.50%
Females Divorced	9,171	7.09%

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DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	6,801	6.1%
Some High School, no diploma	7,932	7.1%
High School Graduate (or GED)	30,382	27.3%
Some College, no degree	26,678	23.9%
Associate Degree	7,250	6.5%
Bachelor's Degree	21,735	19.5%
Master's Degree	7,403	6.6%
Professional School Degree	1,964	1.8%
Doctorate Degree	1,283	1.2%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	7,912	34.69%
High School Graduate	6,997	30.68%
Some College or Associate's Degree	5,276	23.14%
Bachelor's Degree or Higher	2,620	11.49%
<b>Households</b>		
2023 Projection	68,082	
2018 Estimate	63,932	
2010 Census	57,470	
2000 Census	47,708	
Growth 2018 - 2023		6.49%
Growth 2010 - 2018		11.24%
Growth 2000 - 2010		20.46%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>	63,932	
Family Households	43,837	68.57%
Nonfamily Households	20,095	31.43%
2018 Est. Group Quarters Population	3,312	
2018 Households by Ethnicity, Hispanic/Latino	12,166	
<b>2018 Est. Households by Household Income</b>	63,932	
Income < \$15,000	6,508	10.18%
Income \$15,000 - \$24,999	7,118	11.13%
Income \$25,000 - \$34,999	6,910	10.81%
Income \$35,000 - \$49,999	9,329	14.59%
Income \$50,000 - \$74,999	11,101	17.36%
Income \$75,000 - \$99,999	7,863	12.30%
Income \$100,000 - \$124,999	5,205	8.14%
Income \$125,000 - \$149,999	3,291	5.15%
Income \$150,000 - \$199,999	3,154	4.93%
Income \$200,000 - \$249,999	1,476	2.31%
Income \$250,000 - \$499,999	1,398	2.19%
Income \$500,000+	580	0.91%
<b>2018 Est. Average Household Income</b>		\$76,707
<b>2018 Est. Median Household Income</b>		\$54,013

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DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$55,772
Black or African American Alone		\$58,347
American Indian and Alaska Native Alone		\$43,470
Asian Alone		\$31,998
Native Hawaiian and Other Pacific Islander Alone		\$27,666
Some Other Race Alone		\$41,283
Two or More Races		\$38,826
Hispanic or Latino		\$45,402
Not Hispanic or Latino		\$56,487
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	43,837	
Married-Couple Family, own children	11,101	25.32%
Married-Couple Family, no own children	24,678	56.30%
Male Householder, own children	1,127	2.57%
Male Householder, no own children	1,110	2.53%
Female Householder, own children	3,015	6.88%
Female Householder, no own children	2,808	6.41%
<b>2018 Est. Households by Household Size</b>	63,932	
1-person	18,106	28.32%
2-person	25,504	39.89%
3-person	8,633	13.50%
4-person	6,452	10.09%
5-person	3,156	4.94%
6-person	1,326	2.07%
7-or-more-person	754	1.18%
<b>2018 Est. Average Household Size</b>		2.35

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	63,932	
Households with 1 or More People under Age 18:	17,314	27.08%
Married-Couple Family	12,190	70.41%
Other Family, Male Householder	1,322	7.64%
Other Family, Female Householder	3,673	21.21%
Nonfamily, Male Householder	95	0.55%
Nonfamily, Female Householder	33	0.19%
<b>Households with No People under Age 18:</b>	46,617	72.92%
Married-Couple Family	23,587	50.60%
Other Family, Male Householder	912	1.96%
Other Family, Female Householder	2,159	4.63%
Nonfamily, Male Householder	8,769	18.81%
Nonfamily, Female Householder	11,189	24.00%
<b>2018 Est. Households by Number of Vehicles</b>	63,932	
No Vehicles	2,280	3.57%
1 Vehicle	21,484	33.60%
2 Vehicles	25,638	40.10%
3 Vehicles	10,199	15.95%
4 Vehicles	3,335	5.22%
5 or more Vehicles	996	1.56%
<b>2018 Est. Average Number of Vehicles</b>		1.92

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	46,755	
2018 Estimate	43,837	
2010 Census	39,255	
2000 Census	34,021	
Growth 2018 - 2023		6.66%
Growth 2010 - 2018		11.67%
Growth 2000 - 2010		15.39%
<b>2018 Est. Families by Poverty Status</b>	43,837	
2018 Families at or Above Poverty	39,926	91.08%
2018 Families at or Above Poverty with Children	13,544	30.90%
2018 Families Below Poverty	3,911	8.92%
2018 Families Below Poverty with Children	2,673	6.10%
<b>2018 Est. Pop 16+ by Employment Status</b>	127,535	
Civilian Labor Force, Employed	65,973	51.73%
Civilian Labor Force, Unemployed	4,544	3.56%
Armed Forces	33	0.03%
Not in Labor Force	56,985	44.68%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	65,866	
For-Profit Private Workers	38,639	58.66%
Non-Profit Private Workers	5,804	8.81%
Local Government Workers	1,609	2.44%
State Government Workers	3,614	5.49%
Federal Government Workers	4,996	7.59%
Self-Employed Workers	11,070	16.81%
Unpaid Family Workers	133	0.20%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	65,866	
Architect/Engineer	931	1.41%
Arts/Entertainment/Sports	1,370	2.08%
Building Grounds Maintenance	3,833	5.82%
Business/Financial Operations	2,418	3.67%
Community/Social Services	1,111	1.69%
Computer/Mathematical	947	1.44%
Construction/Extraction	5,492	8.34%
Education/Training/Library	4,260	6.47%
Farming/Fishing/Forestry	951	1.44%
Food Prep/Serving	4,233	6.43%
Health Practitioner/Technician	3,626	5.51%
Healthcare Support	1,440	2.19%
Maintenance Repair	2,337	3.55%
Legal	745	1.13%
Life/Physical/Social Science	441	0.67%
Management	7,213	10.95%
Office/Admin. Support	8,304	12.61%
Production	2,278	3.46%
Protective Services	1,385	2.10%
Sales/Related	7,023	10.66%
Personal Care/Service	2,355	3.58%
Transportation/Moving	3,171	4.81%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	65,866	
Blue Collar	38,391	58.29%
White Collar	13,278	20.16%
Service and Farm	14,197	21.55%

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DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	64,261	
Drove Alone	49,450	76.95%
Car Pooled	8,358	13.01%
Public Transportation	106	0.17%
Walked	1,404	2.19%
Bicycle	131	0.20%
Other Means	857	1.33%
Worked at Home	3,954	6.15%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	25,075	
15 - 29 Minutes	16,623	
30 - 44 Minutes	9,166	
45 - 59 Minutes	3,809	
60 or more Minutes	5,562	
2018 Est. Avg Travel Time to Work in Minutes		25.46
<b>2018 Est. Occupied Housing Units by Tenure</b>	63,932	
Owner Occupied	47,971	75.03%
Renter Occupied	15,961	24.97%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		14.65
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		6.18

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	63,932	
Value Less than \$20,000	1,894	3.95%
Value \$20,000 - \$39,999	2,010	4.19%
Value \$40,000 - \$59,999	2,128	4.44%
Value \$60,000 - \$79,999	2,857	5.96%
Value \$80,000 - \$99,999	2,957	6.16%
Value \$100,000 - \$149,999	6,400	13.34%
Value \$150,000 - \$199,999	5,511	11.49%
Value \$200,000 - \$299,999	9,086	18.94%
Value \$300,000 - \$399,999	5,685	11.85%
Value \$400,000 - \$499,999	3,363	7.01%
Value \$500,000 - \$749,999	3,025	6.31%
Value \$750,000 - \$999,999	1,297	2.70%
Value \$1,000,000 or \$1,499,999	893	1.86%
Value \$1,500,000 or \$1,999,999	401	0.84%
Value \$2,000,000+	462	0.96%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$202,174
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	54,845	69.68%
1 Unit Detached	1,411	1.79%
2 Units	789	1.00%
3 or 4 Units	2,293	2.91%
5 to 19 Units	2,644	3.36%
20 to 49 Units	857	1.09%
50 or More Units	989	1.26%
Mobile Home or Trailer	14,485	18.40%
Boat, RV, Van, etc.	393	0.50%

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Kerrville, Texas

DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	6,056	7.69%
Housing Units Built 2010 to 2014	1,690	2.15%
Housing Units Built 2000 to 2009	16,941	21.52%
Housing Units Built 1990 to 1999	14,652	18.62%
Housing Units Built 1980 to 1989	11,811	15.01%
Housing Units Built 1970 to 1979	9,792	12.44%
Housing Units Built 1960 to 1969	4,929	6.26%
Housing Units Built 1950 to 1959	3,859	4.90%
Housing Units Built 1940 to 1949	2,666	3.39%
Housing Unit Built 1939 or Earlier	6,310	8.02%
<b>2018 Est. Median Year Structure Built</b>		
		1990

# 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 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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