

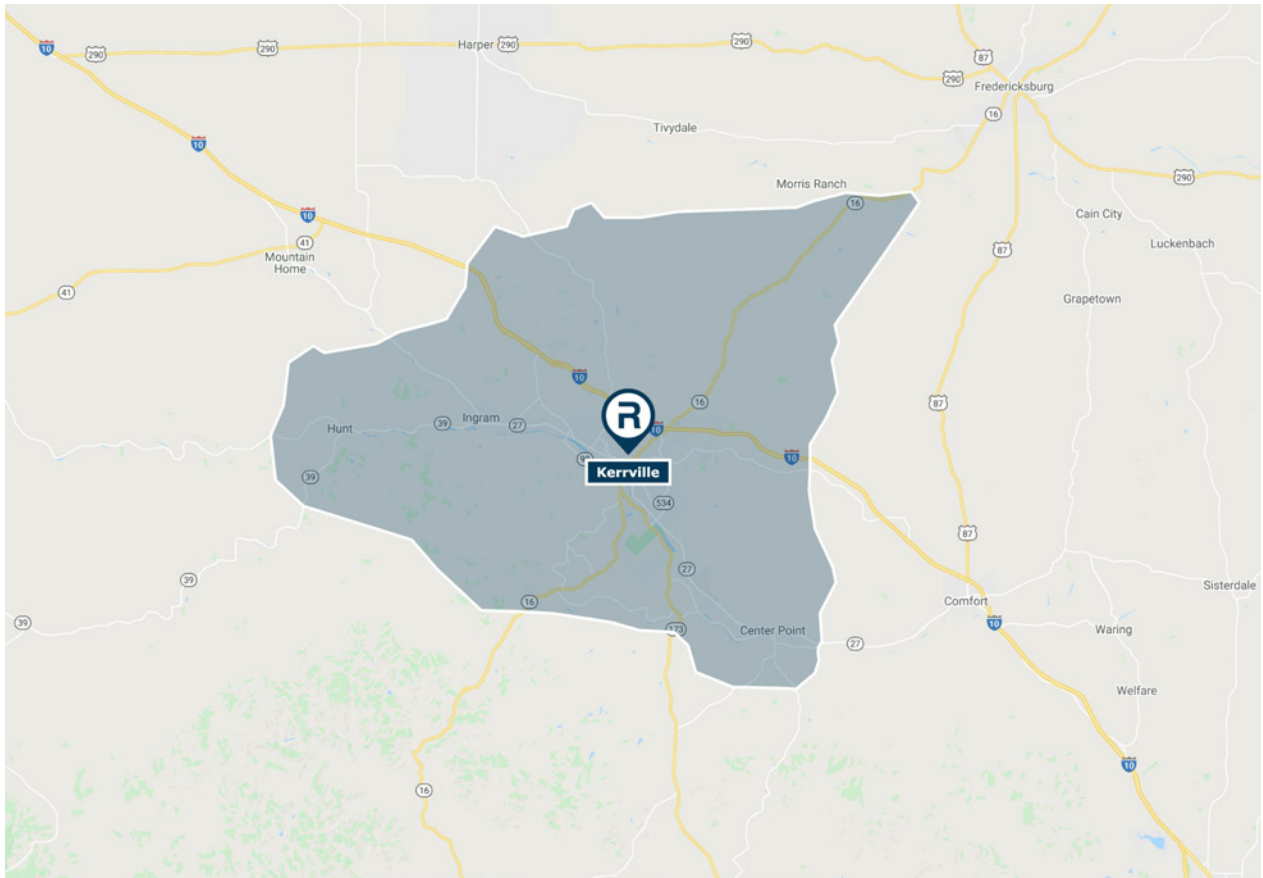


KERRVILLE, TEXAS

Downtown Retail Trade Area Demographic Profile



Contact Information



City of Kerrville
Mark L. McDaniel
City Manager

701 Main Street
Kerrville, Texas 78028

Phone 830.258.1105
Fax 830.792.3850
mark.mcdaniel@kerrvilletx.gov
www.kerrvilletx.gov



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.



Downtown Retail Trade Area • Demographic Profile

Kerrville, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	51,615	
2020 Estimate	49,280	
2010 Census	46,022	
2000 Census	39,323	
Growth 2020 - 2025		4.74%
Growth 2010 - 2020		7.08%
Growth 2000 - 2010		17.04%
2020 Est. Population by Single-Classification Race	49,280	
White Alone	42,418	86.08%
Black or African American Alone	904	1.83%
Amer. Indian and Alaska Native Alone	397	0.81%
Asian Alone	498	1.01%
Native Hawaiian and Other Pacific Island Alone	44	0.09%
Some Other Race Alone	3,765	7.64%
Two or More Races	1,253	2.54%
2020 Est. Population by Hispanic or Latino Origin	49,280	
Not Hispanic or Latino	35,526	72.09%
Hispanic or Latino	13,754	27.91%
Mexican	12,192	88.64%
Puerto Rican	86	0.63%
Cuban	55	0.40%
All Other Hispanic or Latino	1,421	10.33%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	13,754	
White Alone	9,030	65.65%
Black or African American Alone	175	1.27%
American Indian and Alaska Native Alone	159	1.16%
Asian Alone	13	0.10%
Native Hawaiian and Other Pacific Islander Alone	12	0.09%
Some Other Race Alone	3,728	27.11%
Two or More Races	638	4.64%
2020 Est. Pop by Race, Asian Alone, by Category	498	
Chinese, except Taiwanese	66	13.25%
Filipino	44	8.84%
Japanese	20	4.02%
Asian Indian	133	26.71%
Korean	22	4.42%
Vietnamese	4	0.80%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	29	5.82%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	180	36.15%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	49,280	
Arab	43	0.09%
Czech	261	0.53%
Danish	120	0.24%
Dutch	432	0.88%
English	4,826	9.79%
French (except Basque)	1,082	2.20%
French Canadian	148	0.30%
German	8,379	17.00%
Greek	70	0.14%
Hungarian	54	0.11%
Irish	3,347	6.79%
Italian	667	1.35%
Lithuanian	20	0.04%
United States or American	2,618	5.31%
Norwegian	391	0.79%
Polish	435	0.88%
Portuguese	16	0.03%
Russian	52	0.11%
Scottish	910	1.85%
Scotch-Irish	1,755	3.56%
Slovak	12	0.02%
Subsaharan African	51	0.10%
Swedish	217	0.44%
Swiss	42	0.09%
Ukrainian	9	0.02%
Welsh	93	0.19%
West Indian (except Hisp. groups)	11	0.02%
Other ancestries	14,273	28.96%
Ancestry Unclassified	8,948	18.16%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	34,250	73.32%
Speak Asian/Pacific Island Language at Home	725	1.55%
Speak IndoEuropean Language at Home	1,014	2.17%
Speak Spanish at Home	10,656	22.81%
Speak Other Language at Home	67	0.14%

Downtown Retail Trade Area • Demographic Profile

Kerrville, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	49,280	
Age 0 - 4	2,569	5.21%
Age 5 - 9	2,510	5.09%
Age 10 - 14	2,589	5.25%
Age 15 - 17	1,737	3.53%
Age 18 - 20	1,851	3.76%
Age 21 - 24	2,266	4.60%
Age 25 - 34	4,919	9.98%
Age 35 - 44	4,582	9.30%
Age 45 - 54	5,011	10.17%
Age 55 - 64	6,873	13.95%
Age 65 - 74	7,814	15.86%
Age 75 - 84	4,609	9.35%
Age 85 and over	1,950	3.96%
Age 16 and over	41,038	83.28%
Age 18 and over	39,874	80.91%
Age 21 and over	38,023	77.16%
Age 65 and over	14,373	29.17%
2020 Est. Median Age		48.44
2020 Est. Average Age		45.80
2020 Est. Population by Sex	49,280	
Male	23,684	48.06%
Female	25,596	51.94%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	23,684	
Age 0 - 4	1,296	5.47%
Age 5 - 9	1,254	5.30%
Age 10 - 14	1,311	5.54%
Age 15 - 17	894	3.78%
Age 18 - 20	944	3.99%
Age 21 - 24	1,172	4.95%
Age 25 - 34	2,407	10.16%
Age 35 - 44	2,226	9.40%
Age 45 - 54	2,388	10.08%
Age 55 - 64	3,144	13.28%
Age 65 - 74	3,648	15.40%
Age 75 - 84	2,167	9.15%
Age 85 and over	832	3.51%
2020 Est. Median Age, Male		46.50
2020 Est. Average Age, Male		44.88
2020 Est. Female Population by Age	25,596	
Age 0 - 4	1,273	4.97%
Age 5 - 9	1,257	4.91%
Age 10 - 14	1,278	4.99%
Age 15 - 17	843	3.29%
Age 18 - 20	906	3.54%
Age 21 - 24	1,094	4.27%
Age 25 - 34	2,512	9.81%
Age 35 - 44	2,356	9.21%
Age 45 - 54	2,622	10.24%
Age 55 - 64	3,729	14.57%
Age 65 - 74	4,165	16.27%
Age 75 - 84	2,442	9.54%
Age 85 and over	1,119	4.37%
2020 Est. Median Age, Female		50.20
2020 Est. Average Age, Female		46.59

Downtown Retail Trade Area • Demographic Profile

Kerrville, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,668	23.23%
Males, Never Married	5,367	12.90%
Females, Never Married	4,301	10.34%
Married, Spouse present	20,614	49.54%
Married, Spouse absent	1,972	4.74%
Widowed	3,944	9.48%
Males Widowed	945	2.27%
Females Widowed	2,999	7.21%
Divorced	5,412	13.01%
Males Divorced	2,138	5.14%
Females Divorced	3,275	7.87%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,779	5.0%
Some High School, no diploma	2,440	6.8%
High School Graduate (or GED)	9,956	27.8%
Some College, no degree	9,854	27.6%
Associate Degree	2,433	6.8%
Bachelor's Degree	5,971	16.7%
Master's Degree	2,254	6.3%
Professional School Degree	657	1.8%
Doctorate Degree	413	1.2%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,378	32.16%
High School Graduate	2,573	34.79%
Some College or Associate's Degree	1,844	24.94%
Bachelor's Degree or Higher	600	8.11%
Households		
2025 Projection	21,710	
2020 Estimate	20,654	
2010 Census	19,108	
2000 Census	16,169	
Growth 2020 - 2025		5.11%
Growth 2010 - 2020		8.09%
Growth 2000 - 2010		18.18%
2020 Est. Households by Household Type	20,654	
Family Households	13,593	65.81%
Nonfamily Households	7,061	34.19%
2020 Est. Group Quarters Population	1,885	
2020 Households by Ethnicity, Hispanic/Latino	4,050	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	20,654	
Income < \$15,000	1,809	8.76%
Income \$15,000 - \$24,999	2,304	11.16%
Income \$25,000 - \$34,999	2,365	11.45%
Income \$35,000 - \$49,999	3,293	15.94%
Income \$50,000 - \$74,999	3,793	18.37%
Income \$75,000 - \$99,999	2,722	13.18%
Income \$100,000 - \$124,999	1,617	7.83%
Income \$125,000 - \$149,999	906	4.39%
Income \$150,000 - \$199,999	918	4.45%
Income \$200,000 - \$249,999	404	1.96%
Income \$250,000 - \$499,999	369	1.79%
Income \$500,000+	154	0.75%
2020 Est. Average Household Income		\$73,513
2020 Est. Median Household Income		\$53,044
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$55,324
Black or African American Alone		\$32,092
American Indian and Alaska Native Alone		\$90,032
Asian Alone		\$70,299
Native Hawaiian and Other Pacific Islander Alone		\$6,375
Some Other Race Alone		\$29,601
Two or More Races		\$54,024
Hispanic or Latino		\$45,497
Not Hispanic or Latino		\$55,202
2020 Est. Family HH Type by Presence of Own Child.	13,593	
Married-Couple Family, own children	3,027	22.27%
Married-Couple Family, no own children	7,691	56.58%
Male Householder, own children	335	2.47%
Male Householder, no own children	388	2.85%
Female Householder, own children	1,114	8.20%
Female Householder, no own children	1,037	7.63%
2020 Est. Households by Household Size	20,654	
1-person	6,230	30.16%
2-person	8,309	40.23%
3-person	2,642	12.79%
4-person	1,873	9.07%
5-person	930	4.50%
6-person	431	2.09%
7-or-more-person	238	1.15%
2020 Est. Average Household Size		2.29

Downtown Retail Trade Area • Demographic Profile

Kerrville, Texas

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	20,654	
Households with 1 or More People under Age 18:	5,198	25.17%
Married-Couple Family	3,361	64.66%
Other Family, Male Householder	417	8.02%
Other Family, Female Householder	1,375	26.45%
Nonfamily, Male Householder	32	0.62%
Nonfamily, Female Householder	13	0.25%
Households with No People under Age 18:	15,456	74.83%
Married-Couple Family	7,361	47.63%
Other Family, Male Householder	309	2.00%
Other Family, Female Householder	772	5.00%
Nonfamily, Male Householder	2,930	18.96%
Nonfamily, Female Householder	4,084	26.42%
2020 Est. Households by Number of Vehicles	20,654	
No Vehicles	915	4.43%
1 Vehicle	7,569	36.65%
2 Vehicles	8,338	40.37%
3 Vehicles	2,960	14.33%
4 Vehicles	597	2.89%
5 or more Vehicles	275	1.33%
2020 Est. Average Number of Vehicles		1.8
Family Households		
2025 Projection	14,303	
2020 Estimate	13,593	
2010 Census	12,550	
2000 Census	11,159	
Growth 2020 - 2025		5.22%
Growth 2010 - 2020		8.31%
Growth 2000 - 2010		12.47%

2020 Est. Families by Poverty Status	13,593	
2020 Families at or Above Poverty	12,136	89.28%
2020 Families at or Above Poverty with Children	4,256	31.31%
2020 Families Below Poverty	1,457	10.72%
2020 Families Below Poverty with Children	1,032	7.59%
2020 Est. Pop 16+ by Employment Status	41,038	
Civilian Labor Force, Employed	20,780	50.64%
Civilian Labor Force, Unemployed	1,312	3.20%
Armed Forces	7	0.02%
Not in Labor Force	18,939	46.15%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	20,642	
For-Profit Private Workers	11,991	58.09%
Non-Profit Private Workers	2,158	10.45%
Local Government Workers	591	2.86%
State Government Workers	1,074	5.20%
Federal Government Workers	1,439	6.97%
Self-Employed Workers	3,378	16.37%
Unpaid Family Workers	12	0.06%
2020 Est. Civ. Employed Pop 16+ by Occupation	20,642	
Architect/Engineer	187	0.91%
Arts/Entertainment/Sports	467	2.26%
Building Grounds Maintenance	1,428	6.92%
Business/Financial Operations	589	2.85%
Community/Social Services	406	1.97%
Computer/Mathematical	138	0.67%
Construction/Extraction	1,822	8.83%
Education/Training/Library	1,113	5.39%
Farming/Fishing/Forestry	146	0.71%
Food Prep/Serving	1,495	7.24%
Health Practitioner/Technician	1,106	5.36%
Healthcare Support	580	2.81%
Maintenance Repair	656	3.18%
Legal	194	0.94%
Life/Physical/Social Science	90	0.44%
Management	1,990	9.64%
Office/Admin. Support	2,675	12.96%
Production	1,039	5.03%
Protective Services	509	2.47%
Sales/Related	2,103	10.19%
Personal Care/Service	926	4.49%
Transportation/Moving	982	4.76%

2020 Est. Pop 16+ by Occupation Classification	20,642	
White Collar	11,059	53.58%
Blue Collar	4,499	21.80%
Service and Farm	5,084	24.63%
2020 Est. Workers Age 16+ by Transp. to Work	20,108	
Drove Alone	15,827	78.71%
Car Pooled	2,829	14.07%
Public Transportation	43	0.21%
Walked	387	1.93%
Bicycle	56	0.28%
Other Means	81	0.40%
Worked at Home	886	4.41%

Downtown Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,050	
15 - 29 Minutes	6,352	
30 - 44 Minutes	2,225	
45 - 59 Minutes	507	
60 or more Minutes	1,103	
2020 Est. Avg Travel Time to Work in Minutes		21
2020 Est. Occupied Housing Units by Tenure	20,654	
Owner Occupied	15,003	72.64%
Renter Occupied	5,651	27.36%
2020 Owner Occ. HUs: Avg. Length of Residence		15.52
2020 Renter Occ. HUs: Avg. Length of Residence		6.09
2020 Est. Owner-Occupied Housing Units by Value	20,654	
Value Less than \$20,000	803	5.35%
Value \$20,000 - \$39,999	618	4.12%
Value \$40,000 - \$59,999	925	6.17%
Value \$60,000 - \$79,999	706	4.71%
Value \$80,000 - \$99,999	841	5.61%
Value \$100,000 - \$149,999	2,089	13.92%
Value \$150,000 - \$199,999	1,882	12.54%
Value \$200,000 - \$299,999	3,167	21.11%
Value \$300,000 - \$399,999	1,513	10.09%
Value \$400,000 - \$499,999	933	6.22%
Value \$500,000 - \$749,999	885	5.90%
Value \$750,000 - \$999,999	298	1.99%
Value \$1,000,000 or \$1,499,999	179	1.19%
Value \$1,500,000 or \$1,999,999	77	0.51%
Value \$2,000,000+	84	0.56%
2020 Est. Median All Owner-Occupied Housing Value		\$189,898

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,740	7.43%
Housing Units Built 2010 to 2014	616	2.63%
Housing Units Built 2000 to 2009	3,549	15.16%
Housing Units Built 1990 to 1999	4,151	17.73%
Housing Units Built 1980 to 1989	5,163	22.05%
Housing Units Built 1970 to 1979	3,631	15.51%
Housing Units Built 1960 to 1969	1,614	6.89%
Housing Units Built 1950 to 1959	1,234	5.27%
Housing Units Built 1940 to 1949	649	2.77%
Housing Unit Built 1939 or Earlier	1,067	4.56%
2020 Est. Median Year Structure Built		1987

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	15,518	66.28%
1 Unit Attached	516	2.20%
2 Units	421	1.80%
3 or 4 Units	818	3.49%
5 to 19 Units	1,093	4.67%
20 to 49 Units	368	1.57%
50 or More Units	388	1.66%
Mobile Home or Trailer	4,188	17.89%
Boat, RV, Van, etc.	101	0.43%



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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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