

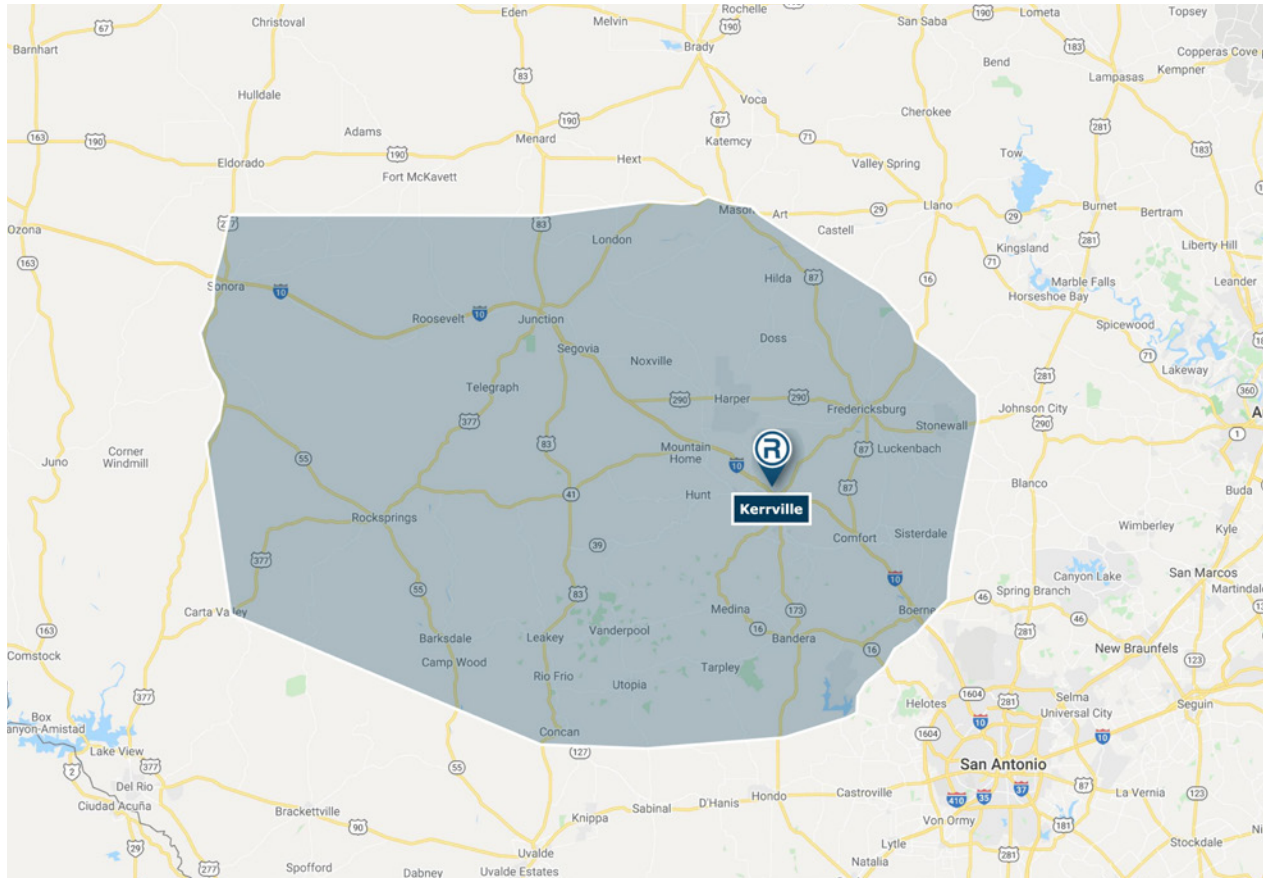


KERRVILLE, TEXAS

# Secondary Retail Trade Area Demographic Profile



# Contact Information



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# 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.



# Secondary Retail Trade Area • Demographic Profile

Kerrville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	166,891	
2020 Estimate	157,811	
2010 Census	139,634	
2000 Census	119,484	
Growth 2020 - 2025		5.75%
Growth 2010 - 2020		13.02%
Growth 2000 - 2010		16.86%
<b>2020 Est. Population by Single-Classification Race</b>	<b>157,811</b>	
White Alone	137,590	87.19%
Black or African American Alone	1,960	1.24%
Amer. Indian and Alaska Native Alone	1,258	0.80%
Asian Alone	1,317	0.84%
Native Hawaiian and Other Pacific Island Alone	125	0.08%
Some Other Race Alone	11,975	7.59%
Two or More Races	3,585	2.27%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>157,811</b>	
Not Hispanic or Latino	113,713	72.06%
Hispanic or Latino	44,098	27.94%
Mexican	38,901	88.22%
Puerto Rican	387	0.88%
Cuban	136	0.31%
All Other Hispanic or Latino	4,675	10.60%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>44,098</b>	
White Alone	29,587	67.09%
Black or African American Alone	326	0.74%
American Indian and Alaska Native Alone	521	1.18%
Asian Alone	43	0.10%
Native Hawaiian and Other Pacific Islander Alone	23	0.05%
Some Other Race Alone	11,857	26.89%
Two or More Races	1,741	3.95%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,317</b>	
Chinese, except Taiwanese	133	10.10%
Filipino	134	10.18%
Japanese	47	3.57%
Asian Indian	397	30.14%
Korean	183	13.90%
Vietnamese	65	4.94%
Cambodian	41	3.11%
Hmong	3	0.23%
Laotian	36	2.73%
Thai	22	1.67%
All Other Asian Races Including 2+ Category	257	19.51%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>157,811</b>	
Arab	167	0.11%
Czech	804	0.51%
Danish	341	0.22%
Dutch	1,314	0.83%
English	14,200	9.00%
French (except Basque)	3,410	2.16%
French Canadian	464	0.29%
German	33,881	21.47%
Greek	264	0.17%
Hungarian	153	0.10%
Irish	10,642	6.74%
Italian	1,963	1.24%
Lithuanian	80	0.05%
United States or American	7,442	4.72%
Norwegian	1,085	0.69%
Polish	1,899	1.20%
Portuguese	77	0.05%
Russian	237	0.15%
Scottish	2,809	1.78%
Scotch-Irish	4,607	2.92%
Slovak	71	0.05%
Subsaharan African	76	0.05%
Swedish	606	0.38%
Swiss	160	0.10%
Ukrainian	38	0.02%
Welsh	350	0.22%
West Indian (except Hisp. groups)	23	0.02%
Other ancestries	42,231	26.76%
Ancestry Unclassified	28,417	18.01%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	108,520	72.48%
Speak Asian/Pacific Island Language at Home	1,232	0.82%
Speak IndoEuropean Language at Home	5,996	4.01%
Speak Spanish at Home	33,823	22.59%
Speak Other Language at Home	148	0.10%



# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>157,811</b>	
Age 0 - 4	8,091	5.13%
Age 5 - 9	8,366	5.30%
Age 10 - 14	9,078	5.75%
Age 15 - 17	5,759	3.65%
Age 18 - 20	5,443	3.45%
Age 21 - 24	6,920	4.39%
Age 25 - 34	15,074	9.55%
Age 35 - 44	15,913	10.08%
Age 45 - 54	17,678	11.20%
Age 55 - 64	23,594	14.95%
Age 65 - 74	24,111	15.28%
Age 75 - 84	12,667	8.03%
Age 85 and over	5,117	3.24%
Age 16 and over	130,387	82.62%
Age 18 and over	126,517	80.17%
Age 21 and over	121,074	76.72%
Age 65 and over	41,894	26.55%
2020 Est. Median Age		47.58
2020 Est. Average Age		44.97
<b>2020 Est. Population by Sex</b>	<b>157,811</b>	
Male	77,115	48.87%
Female	80,696	51.14%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>77,115</b>	
Age 0 - 4	4,138	5.37%
Age 5 - 9	4,249	5.51%
Age 10 - 14	4,644	6.02%
Age 15 - 17	2,964	3.84%
Age 18 - 20	2,821	3.66%
Age 21 - 24	3,588	4.65%
Age 25 - 34	7,556	9.80%
Age 35 - 44	7,811	10.13%
Age 45 - 54	8,539	11.07%
Age 55 - 64	11,052	14.33%
Age 65 - 74	11,604	15.05%
Age 75 - 84	6,114	7.93%
Age 85 and over	2,034	2.64%
2020 Est. Median Age, Male		45.98
2020 Est. Average Age, Male		44.05
<b>2020 Est. Female Population by Age</b>	<b>80,696</b>	
Age 0 - 4	3,953	4.90%
Age 5 - 9	4,117	5.10%
Age 10 - 14	4,434	5.50%
Age 15 - 17	2,794	3.46%
Age 18 - 20	2,622	3.25%
Age 21 - 24	3,332	4.13%
Age 25 - 34	7,518	9.32%
Age 35 - 44	8,102	10.04%
Age 45 - 54	9,139	11.33%
Age 55 - 64	12,542	15.54%
Age 65 - 74	12,507	15.50%
Age 75 - 84	6,552	8.12%
Age 85 and over	3,083	3.82%
2020 Est. Median Age, Female		49.06
2020 Est. Average Age, Female		45.83

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DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	29,259	22.12%
Males, Never Married	16,260	12.29%
Females, Never Married	12,999	9.83%
Married, Spouse present	69,137	52.27%
Married, Spouse absent	5,862	4.43%
Widowed	10,720	8.10%
Males Widowed	2,736	2.07%
Females Widowed	7,984	6.04%
Divorced	17,298	13.08%
Males Divorced	7,399	5.59%
Females Divorced	9,899	7.48%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	6,244	5.5%
Some High School, no diploma	7,242	6.3%
High School Graduate (or GED)	32,320	28.3%
Some College, no degree	28,157	24.7%
Associate Degree	8,176	7.2%
Bachelor's Degree	22,105	19.4%
Master's Degree	6,810	6.0%
Professional School Degree	1,852	1.6%
Doctorate Degree	1,248	1.1%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	8,248	33.41%
High School Graduate	8,233	33.35%
Some College or Associate's Degree	5,824	23.59%
Bachelor's Degree or Higher	2,381	9.65%
<b>Households</b>		
2025 Projection	69,945	
2020 Estimate	65,784	
2010 Census	57,383	
2000 Census	47,652	
Growth 2020 - 2025		6.33%
Growth 2010 - 2020		14.64%
Growth 2000 - 2010		20.42%
<b>2020 Est. Households by Household Type</b>	<b>65,784</b>	
Family Households	45,136	68.61%
Nonfamily Households	20,648	31.39%
2020 Est. Group Quarters Population	3,284	
2020 Households by Ethnicity, Hispanic/Latino	13,241	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>65,784</b>	
Income < \$15,000	5,969	9.07%
Income \$15,000 - \$24,999	6,335	9.63%
Income \$25,000 - \$34,999	6,595	10.03%
Income \$35,000 - \$49,999	9,058	13.77%
Income \$50,000 - \$74,999	11,262	17.12%
Income \$75,000 - \$99,999	8,423	12.80%
Income \$100,000 - \$124,999	5,897	8.96%
Income \$125,000 - \$149,999	3,958	6.02%
Income \$150,000 - \$199,999	3,786	5.76%
Income \$200,000 - \$249,999	1,820	2.77%
Income \$250,000 - \$499,999	1,822	2.77%
Income \$500,000+	859	1.31%
2020 Est. Average Household Income		\$84,910
2020 Est. Median Household Income		\$59,919
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$61,556
Black or African American Alone		\$45,882
American Indian and Alaska Native Alone		\$62,327
Asian Alone		\$78,908
Native Hawaiian and Other Pacific Islander Alone		\$19,927
Some Other Race Alone		\$39,597
Two or More Races		\$52,406
Hispanic or Latino		\$52,601
Not Hispanic or Latino		\$62,319
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>45,136</b>	
Married-Couple Family, own children	11,461	25.39%
Married-Couple Family, no own children	25,377	56.22%
Male Householder, own children	1,149	2.55%
Male Householder, no own children	1,149	2.55%
Female Householder, own children	3,111	6.89%
Female Householder, no own children	2,888	6.40%
<b>2020 Est. Households by Household Size</b>	<b>65,784</b>	
1-person	18,666	28.38%
2-person	26,266	39.93%
3-person	8,892	13.52%
4-person	6,627	10.07%
5-person	3,211	4.88%
6-person	1,361	2.07%
7-or-more-person	760	1.16%
2020 Est. Average Household Size		2.35

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DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>65,784</b>	
Households with 1 or More People under Age 18:	17,845	27.13%
Married-Couple Family	12,578	70.49%
Other Family, Male Householder	1,367	7.66%
Other Family, Female Householder	3,775	21.15%
Nonfamily, Male Householder	92	0.52%
Nonfamily, Female Householder	34	0.19%
<b>Households with No People under Age 18:</b>	<b>47,939</b>	<b>72.87%</b>
Married-Couple Family	24,265	50.62%
Other Family, Male Householder	941	1.96%
Other Family, Female Householder	2,217	4.63%
Nonfamily, Male Householder	9,027	18.83%
Nonfamily, Female Householder	11,489	23.97%
<b>2020 Est. Households by Number of Vehicles</b>	<b>65,784</b>	
No Vehicles	2,436	3.70%
1 Vehicle	20,894	31.76%
2 Vehicles	26,931	40.94%
3 Vehicles	10,707	16.28%
4 Vehicles	3,495	5.31%
5 or more Vehicles	1,321	2.01%
2020 Est. Average Number of Vehicles		1.96
<b>Family Households</b>		
2025 Projection	48,038	
2020 Estimate	45,136	
2010 Census	39,181	
2000 Census	33,975	
Growth 2020 - 2025		6.43%
Growth 2010 - 2020		15.20%
Growth 2000 - 2010		15.32%

<b>2020 Est. Families by Poverty Status</b>	<b>45,136</b>	
2020 Families at or Above Poverty	41,152	91.17%
2020 Families at or Above Poverty with Children	14,140	31.33%
2020 Families Below Poverty	3,983	8.82%
2020 Families Below Poverty with Children	2,749	6.09%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>130,386</b>	
Civilian Labor Force, Employed	69,229	53.10%
Civilian Labor Force, Unemployed	3,919	3.01%
Armed Forces	48	0.04%
Not in Labor Force	57,190	43.86%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>69,202</b>	
For-Profit Private Workers	41,923	60.58%
Non-Profit Private Workers	5,720	8.27%
Local Government Workers	1,453	2.10%
State Government Workers	3,291	4.76%
Federal Government Workers	4,661	6.74%
Self-Employed Workers	12,040	17.40%
Unpaid Family Workers	113	0.16%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>69,202</b>	
Architect/Engineer	668	0.97%
Arts/Entertainment/Sports	1,373	1.98%
Building Grounds Maintenance	4,075	5.89%
Business/Financial Operations	2,293	3.31%
Community/Social Services	1,221	1.76%
Computer/Mathematical	695	1.00%
Construction/Extraction	6,010	8.69%
Education/Training/Library	4,148	5.99%
Farming/Fishing/Forestry	1,124	1.62%
Food Prep/Serving	4,697	6.79%
Health Practitioner/Technician	3,988	5.76%
Healthcare Support	1,438	2.08%
Maintenance Repair	2,542	3.67%
Legal	648	0.94%
Life/Physical/Social Science	310	0.45%
Management	7,996	11.56%
Office/Admin. Support	8,079	11.68%
Production	2,801	4.05%
Protective Services	1,385	2.00%
Sales/Related	7,642	11.04%
Personal Care/Service	2,846	4.11%
Transportation/Moving	3,224	4.66%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>69,202</b>	
White Collar	39,061	56.45%
Blue Collar	14,577	21.06%
Service and Farm	15,564	22.49%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>67,503</b>	
Drove Alone	51,989	77.02%
Car Pooled	8,554	12.67%
Public Transportation	91	0.14%
Walked	1,935	2.87%
Bicycle	161	0.24%
Other Means	645	0.96%
Worked at Home	4,129	6.12%

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DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	25,406	
15 - 29 Minutes	17,261	
30 - 44 Minutes	10,419	
45 - 59 Minutes	4,038	
60 or more Minutes	6,229	
2020 Est. Avg Travel Time to Work in Minutes		26
2020 Est. Occupied Housing Units by Tenure	65,784	
Owner Occupied	49,394	75.09%
Renter Occupied	16,390	24.92%
2020 Owner Occ. HUs: Avg. Length of Residence		15.01
2020 Renter Occ. HUs: Avg. Length of Residence		6.38
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>65,784</b>	
Value Less than \$20,000	1,852	3.75%
Value \$20,000 - \$39,999	1,831	3.71%
Value \$40,000 - \$59,999	2,180	4.41%
Value \$60,000 - \$79,999	2,101	4.25%
Value \$80,000 - \$99,999	2,696	5.46%
Value \$100,000 - \$149,999	5,997	12.14%
Value \$150,000 - \$199,999	5,131	10.39%
Value \$200,000 - \$299,999	9,394	19.02%
Value \$300,000 - \$399,999	6,426	13.01%
Value \$400,000 - \$499,999	4,062	8.22%
Value \$500,000 - \$749,999	3,704	7.50%
Value \$750,000 - \$999,999	1,701	3.44%
Value \$1,000,000 or \$1,499,999	1,239	2.51%
Value \$1,500,000 or \$1,999,999	515	1.04%
Value \$2,000,000+	566	1.15%
2020 Est. Median All Owner-Occupied Housing Value		\$228,958

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	8,461	10.51%
Housing Units Built 2010 to 2014	2,771	3.44%
Housing Units Built 2000 to 2009	16,050	19.93%
Housing Units Built 1990 to 1999	13,780	17.11%
Housing Units Built 1980 to 1989	13,112	16.28%
Housing Units Built 1970 to 1979	9,417	11.69%
Housing Units Built 1960 to 1969	4,077	5.06%
Housing Units Built 1950 to 1959	4,289	5.33%
Housing Units Built 1940 to 1949	2,624	3.26%
Housing Unit Built 1939 or Earlier	5,962	7.40%
2020 Est. Median Year Structure Built		1991

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	56,714	70.42%
1 Unit Attached	1040	1.29%
2 Units	867	1.08%
3 or 4 Units	2,095	2.60%
5 to 19 Units	2,710	3.37%
20 to 49 Units	885	1.10%
50 or More Units	914	1.14%
Mobile Home or Trailer	14,910	18.51%
Boat, RV, Van, etc.	407	0.51%





## 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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