



TheRetailCoach®

NET WORTH PROFILE

Kerrville, Texas

Prepared for
City of Kerrville
July 2019



COMMUNITY • NET WORTH PROFILE

Kerrville, Texas

SUMMARY	CENSUS 2010	2019 ESTIMATE	2024 PROJECTION	2019-2024 CHANGE	2019-2024 ANNUAL RATE
Population	22,726	24,855	25,759	904	0.72%
Median Age	45.6	47.6	48.5	0.9	0.38%
Households	9,562	10,339	10,718	379	0.72%
Average Household Size	2.21	2.27	2.27	0.00	0.00%

2019 NET WORTH BY AGE OF HOUSEHOLDER	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	365	1,167	1,153	1,360	1,921	1,978	2,396
<\$15,000	293	788	498	398	405	212	169
\$15,000-\$34,999	40	131	182	207	180	147	77
\$35,000-\$49,999	9	45	68	69	110	62	45
\$50,000-\$99,999	18	117	147	164	177	200	250
\$100,000-\$149,999	2	43	88	114	190	195	153
\$150,000-\$249,999	0	25	90	165	278	265	300
\$250,000+	3	18	80	243	581	897	1,402
Median Net Worth	\$9,343	\$11,107	\$20,912	\$51,792	\$119,583	\$206,184	\$339,831
Average Net Worth	\$19,217	\$42,195	\$110,829	\$309,172	\$656,403	\$921,004	\$1,373,953

2019 HOUSEHOLDS BY NET WORTH	NUMBER	PERCENT
Total	10,339	100.00%
<\$15,000	2,765	26.7%
\$15,000-\$34,999	963	9.3%
\$35,000-\$49,999	408	3.9%
\$50,000-\$74,999	546	5.3%
\$75,000-\$99,999	524	5.1%
\$100,000-\$149,999	785	7.6%
\$150,000-\$249,999	1,124	10.9%
\$250,000-\$500,000	1,205	11.7%
\$500,000+	2,019	19.6%
Median Net Worth	\$97,925	
Average Net Worth	\$675,037	



PRIMARY RETAIL TRADE AREA • NET WORTH PROFILE

Kerrville, Texas

SUMMARY	CENSUS 2010	2019 ESTIMATE	2024 PROJECTION	2019-2024 CHANGE	2019-2024 ANNUAL RATE
Population	95,476	105,892	111,147	5,255	0.97%
Median Age	48.0	50.4	51.3	0.9	0.35%
Households	39,771	43,869	46,023	2,154	0.96%
Average Household Size	2.33	2.35	2.35	0.00	0.00%

2019 NET WORTH BY AGE OF HOUSEHOLDER	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,037	4,225	4,804	6,191	9,016	9,703	8,893
<\$15,000	735	2,398	1,756	1,480	1,537	859	557
\$15,000-\$34,999	136	490	619	680	582	512	231
\$35,000-\$49,999	54	198	296	263	405	269	128
\$50,000-\$99,999	70	575	630	727	742	759	799
\$100,000-\$149,999	20	228	419	507	886	837	522
\$150,000-\$249,999	10	161	531	900	1,334	1,443	1,125
\$250,000+	12	175	552	1,635	3,531	5,023	5,531
Median Net Worth	\$10,582	\$13,214	\$36,070	\$96,178	\$169,345	\$266,694	\$393,839
Average Net Worth	\$29,541	\$69,217	\$193,908	\$525,846	\$944,819	\$1,176,356	\$1,552,767

2019 HOUSEHOLDS BY NET WORTH	NUMBER	PERCENT
Total	43,869	100.00%
<\$15,000	9,322	21.2%
\$15,000-\$34,999	3,250	7.4%
\$35,000-\$49,999	1,612	3.7%
\$50,000-\$74,999	2,196	5.0%
\$75,000-\$99,999	2,106	4.8%
\$100,000-\$149,999	3,419	7.8%
\$150,000-\$249,999	5,505	12.5%
\$250,000-\$500,000	5,785	13.2%
\$500,000+	10,675	24.4%
Median Net Worth	\$150,363	
Average Net Worth	\$871,949	



SECONDARY RETAIL TRADE AREA • NET WORTH PROFILE

Kerrville, Texas

SUMMARY	CENSUS 2010	2019 ESTIMATE	2024 PROJECTION	2019-2024 CHANGE	2019-2024 ANNUAL RATE
Population	138,834	158,279	170,817	12,538	1.54%
Median Age	47.1	49.4	50.1	0.7	0.28%
Households	57,208	64,751	69,752	5,001	1.50%
Average Household Size	2.37	2.39	2.40	0.01	0.08%

2019 NET WORTH BY AGE OF HOUSEHOLDER	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,491	6,312	7,352	9,867	13,835	14,054	11,840
<\$15,000	963	3,201	2,338	2,103	2,179	1,234	801
\$15,000-\$34,999	219	707	846	943	781	696	306
\$35,000-\$49,999	84	321	421	366	564	377	165
\$50,000-\$99,999	120	946	1,005	1,064	1,024	1,050	1,045
\$100,000-\$149,999	45	416	670	811	1,245	1,105	671
\$150,000-\$249,999	24	346	882	1,412	1,918	1,960	1,441
\$250,000+	36	374	1,191	3,167	6,125	7,633	7,411
Median Net Worth	\$11,612	\$14,787	\$52,667	\$124,645	\$198,973	\$295,427	\$399,984
Average Net Worth	\$41,535	\$84,410	\$255,980	\$690,419	\$1,154,042	\$1,326,967	\$1,566,479

2019 HOUSEHOLDS BY NET WORTH	NUMBER	PERCENT
Total	64,751	100.00%
<\$15,000	12,820	19.8%
\$15,000-\$34,999	4,498	6.9%
\$35,000-\$49,999	2,297	3.5%
\$50,000-\$74,999	3,175	4.9%
\$75,000-\$99,999	3,079	4.8%
\$100,000-\$149,999	4,963	7.7%
\$150,000-\$249,999	7,982	12.3%
\$250,000-\$500,000	8,756	13.5%
\$500,000+	17,181	26.5%
Median Net Worth	\$163,908	
Average Net Worth	\$964,487	



STATE (TEXAS) • NET WORTH PROFILE

Kerrville, Texas

SUMMARY	CENSUS 2010	2019 ESTIMATE	2024 PROJECTION	2019-2024 CHANGE	2019-2024 ANNUAL RATE
Population	25,145,561	28,954,616	31,430,767	2,476,151	1.65%
Median Age	33.6	34.8	35.3	0.5	0.29%
Households	8,922,933	10,211,287	11,065,229	853,942	1.62%
Average Household Size	2.75	2.78	2.79	0.01	0.07%

2019 NET WORTH BY AGE OF HOUSEHOLDER	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	518,152	1,829,762	1,909,585	1,890,162	1,845,573	1,331,930	886,017
<\$15,000	389,029	891,768	603,893	461,417	338,559	193,259	107,119
\$15,000-\$34,999	58,442	242,384	193,326	156,336	106,084	74,198	31,470
\$35,000-\$49,999	18,137	89,223	93,194	72,615	74,973	42,626	15,415
\$50,000-\$99,999	31,116	247,871	258,867	164,366	137,978	112,627	88,639
\$100,000-\$149,999	9,664	125,282	151,535	137,600	143,678	90,236	62,045
\$150,000-\$249,999	6,498	106,613	184,356	226,041	208,436	174,501	101,970
\$250,000+	5,266	126,621	424,414	671,787	835,865	644,483	479,359
Median Net Worth	\$9,989	\$16,099	\$58,345	\$129,643	\$199,232	\$233,122	\$250,001
Average Net Worth	\$25,915	\$82,781	\$294,090	\$714,437	\$1,151,180	\$1,042,261	\$1,077,190

2019 HOUSEHOLDS BY NET WORTH	NUMBER	PERCENT
Total	10,211,181	100.0%
<\$15,000	2,985,044	29.2%
\$15,000-\$34,999	862,240	8.4%
\$35,000-\$49,999	406,183	4.0%
\$50,000-\$74,999	537,698	5.3%
\$75,000-\$99,999	503,766	4.9%
\$100,000-\$149,999	720,040	7.1%
\$150,000-\$249,999	1,008,415	9.9%
\$250,000-\$500,000	1,207,882	11.8%
\$500,000+	1,979,913	19.4%
Median Net Worth	\$89,454	
Average Net Worth	\$640,876	





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, ESRI, 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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