



The **Retail** Coach®

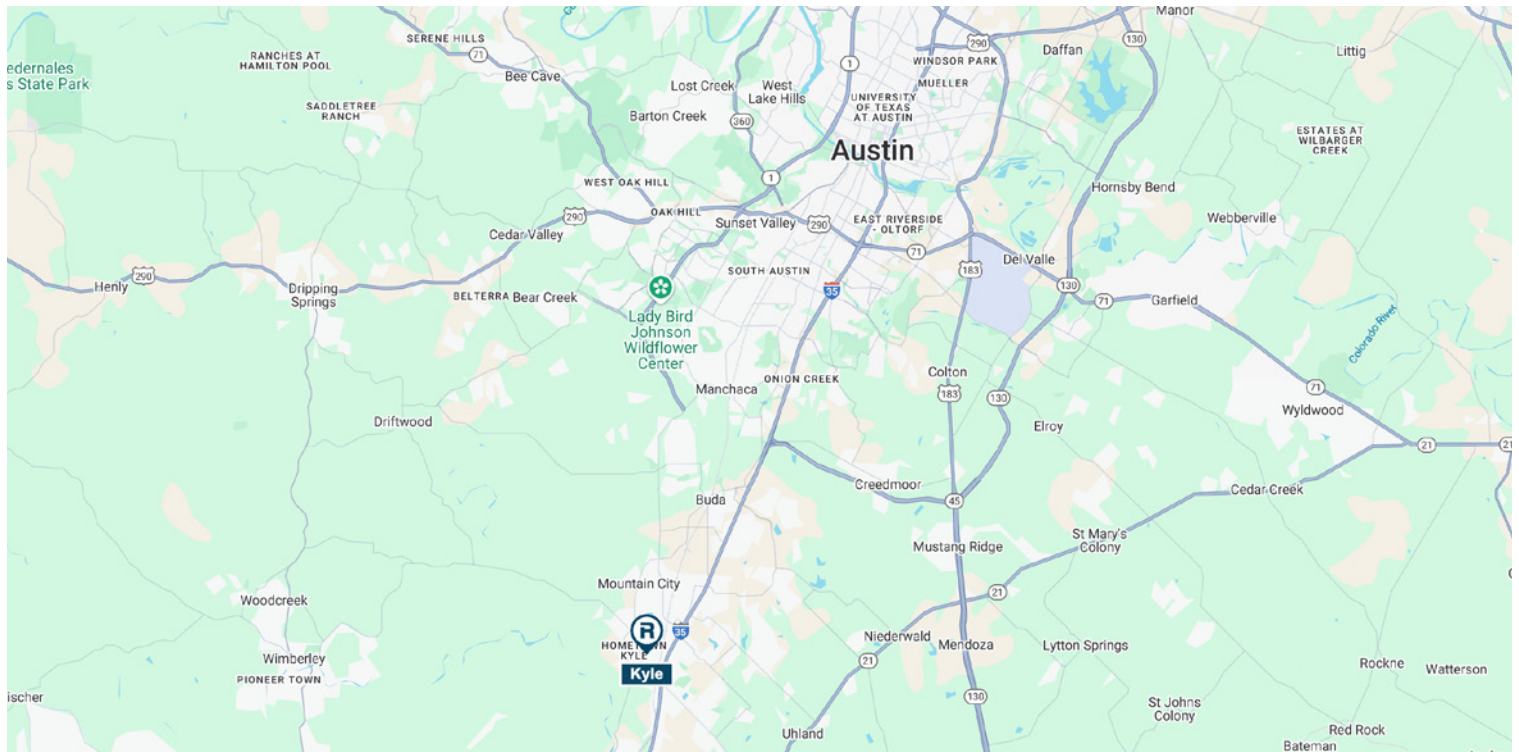
Community Demographic Profile

KYLE, TEXAS

Prepared for City of Kyle
January 2025

Community • Demographic Snapshot

Kyle, Texas



Population

2020	45,697
2025	58,560
2030	67,535

Educational Attainment (%)

Graduate or Professional Degree	10.67%
Bachelors Degree	24.91%
Associate Degree	9.36%
Some College	22.44%
High School Graduate (or GED)	24.02%
Some High School, No Degree	4.59%
Less than 9th Grade	4.01%

Income

Average HH	\$112,146
Median HH	\$97,477
Per Capita	\$39,008

Age

0 - 9 Years	13.02%
10 - 17 Years	10.74%
18 - 24 Years	9.19%
25 - 34 Years	16.46%
35 - 44 Years	17.72%
45 - 54 Years	14.07%
55 - 64 Years	9.17%
65 and Older	9.63%
Median Age	35.33
Average Age	35.80

Race Distribution (%)

White	51.20%
Black/African American	5.45%
American Indian/Alaskan	1.01%
Asian	2.40%
Native Hawaiian/Islander	0.06%
Other Race	15.40%
Two or More Races	24.49%
Hispanic	50.10%



**CITY OF KYLE
ECONOMIC
DEVELOPMENT**

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Community • Demographic Profile

Kyle, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	67,535	
2025 Estimate	58,560	
2020 Census	45,697	
2010 Census	27,142	
Growth 2025 - 2030		15.33%
Growth 2020 - 2025		28.15%
Growth 2010 - 2020		68.36%
2025 Est. Population by Single-Classification Race	58,560	
White Alone	29,984	51.20%
Black or African American Alone	3,193	5.45%
Amer. Indian and Alaska Native Alone	589	1.01%
Asian Alone	1,405	2.40%
Native Hawaiian and Other Pacific Island Alone	33	0.06%
Some Other Race Alone	9,016	15.40%
Two or More Races	14,340	24.49%
2025 Est. Population by Hispanic or Latino Origin	58,560	
Not Hispanic or Latino	29,219	49.90%
Hispanic or Latino	29,341	50.10%
Mexican	25,879	88.20%
Puerto Rican	802	2.73%
Cuban	101	0.34%
All Other Hispanic or Latino	2,559	8.72%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	29,341	
White Alone	7,748	26.41%
Black or African American Alone	244	0.83%
American Indian and Alaska Native Alone	458	1.56%
Asian Alone	80	0.27%
Native Hawaiian and Other Pacific Islander Alone	9	0.03%
Some Other Race Alone	8,761	29.86%
Two or More Races	12,041	41.04%
2025 Est. Pop by Race, Asian Alone, by Category	1,405	
Chinese, except Taiwanese	266	18.93%
Filipino	497	35.37%
Japanese	72	5.12%
Asian Indian	167	11.89%
Korean	150	10.68%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	130	9.25%
All Other Asian Races Including 2+ Category	123	8.75%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	58,560	
Arab	341	0.58%
Czech	185	0.32%
Danish	84	0.14%
Dutch	157	0.27%
English	3,838	6.55%
French (except Basque)	572	0.98%
French Canadian	300	0.51%
German	4,776	8.16%
Greek	50	0.09%
Hungarian	53	0.09%
Irish	4,130	7.05%
Italian	975	1.66%
Lithuanian	0	0.00%
United States or American	1,096	1.87%
Norwegian	130	0.22%
Polish	598	1.02%
Portuguese	104	0.18%
Russian	20	0.03%
Scottish	788	1.35%
Scotch-Irish	425	0.73%
Slovak	65	0.11%
Subsaharan African	318	0.54%
Swedish	225	0.38%
Swiss	29	0.05%
Ukrainian	160	0.27%
Welsh	230	0.39%
West Indian (except Hisp. groups)	58	0.10%
Other ancestries	28,016	47.84%
Ancestry Unclassified	10,837	18.51%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	36,654	66.92%
Speak Asian/Pacific Island Language at Home	328	0.60%
Speak IndoEuropean Language at Home	387	0.71%
Speak Spanish at Home	17,103	31.22%
Speak Other Language at Home	304	0.56%

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DESCRIPTION	DATA	%
2025 Est. Population by Age	58,560	
Age 0 - 4	3,784	6.46%
Age 5 - 9	3,839	6.56%
Age 10 - 14	4,096	6.99%
Age 15 - 17	2,193	3.75%
Age 18 - 20	2,254	3.85%
Age 21 - 24	3,129	5.34%
Age 25 - 34	9,638	16.46%
Age 35 - 44	10,377	17.72%
Age 45 - 54	8,240	14.07%
Age 55 - 64	5,370	9.17%
Age 65 - 74	3,582	6.12%
Age 75 - 84	1,646	2.81%
Age 85 and over	412	0.70%
Age 16 and over	46,110	78.74%
Age 18 and over	44,648	76.24%
Age 21 and over	42,394	72.39%
Age 65 and over	5,640	9.63%
2025 Est. Median Age		35.33
2025 Est. Average Age		35.80
2025 Est. Population by Sex	58,560	
Male	29,255	49.96%
Female	29,305	50.04%
2025 Est. Male Population by Age	29,255	
Age 0 - 4	1,937	6.62%
Age 5 - 9	1,946	6.65%
Age 10 - 14	2,079	7.11%
Age 15 - 17	1,150	3.93%
Age 18 - 20	1,172	4.01%
Age 21 - 24	1,596	5.46%
Age 25 - 34	4,911	16.79%
Age 35 - 44	5,265	18.00%
Age 45 - 54	4,199	14.35%
Age 55 - 64	2,658	9.09%
Age 65 - 74	1,518	5.19%
Age 75 - 84	694	2.37%
Age 85 and over	130	0.44%
2025 Est. Median Age, Male		34.69
2025 Est. Average Age, Male		34.90
2025 Est. Female Population by Age	29,305	
Age 0 - 4	1,847	6.30%
Age 5 - 9	1,893	6.46%
Age 10 - 14	2,017	6.88%
Age 15 - 17	1,043	3.56%
Age 18 - 20	1,082	3.69%
Age 21 - 24	1,533	5.23%
Age 25 - 34	4,727	16.13%
Age 35 - 44	5,112	17.44%
Age 45 - 54	4,041	13.79%
Age 55 - 64	2,712	9.25%
Age 65 - 74	2,064	7.04%
Age 75 - 84	952	3.25%
Age 85 and over	282	0.96%
2025 Est. Median Age, Female		36.00
2025 Est. Average Age, Female		36.60

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	15,210	32.47%
Males, Never Married	7,408	15.82%
Females, Never Married	7,802	16.66%
Married, Spouse present	23,775	50.76%
Married, Spouse absent	1,606	3.43%
Widowed	1,363	2.91%
Males Widowed	221	0.47%
Females Widowed	1,142	2.44%
Divorced	4,887	10.43%
Males Divorced	2,268	4.84%
Females Divorced	2,619	5.59%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,574	4.01%
Some High School, no diploma	1,802	4.59%
High School Graduate (or GED)	9,431	24.02%
Some College, no degree	8,811	22.44%
Associate Degree	3,674	9.36%
Bachelor's Degree	9,782	24.91%
Master's Degree	3,582	9.12%
Professional School Degree	285	0.73%
Doctorate Degree	324	0.83%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,798	15.60%
High School Graduate	5,268	29.38%
Some College or Associate's Degree	5,885	32.82%
Bachelor's Degree or Higher	3,980	22.20%
Households		
2030 Projection	23,235	
2025 Estimate	20,142	
2020 Census	15,651	
2010 Census	8,479	
Growth 2025 - 2030		15.36%
Growth 2020 - 2025		28.69%
Growth 2010 - 2020		84.58%
2025 Est. Households by Household Type	20,142	
Family Households	14,436	71.67%
Nonfamily Households	5,706	28.33%
2025 Est. Group Quarters Population	653	
2025 Households by Ethnicity, Hispanic/Latino	8,477	

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DESCRIPTION	DATA	%
2025 Est. Households by Household Income	20,142	
Income < \$15,000	750	3.72%
Income \$15,000 - \$24,999	519	2.58%
Income \$25,000 - \$34,999	1,218	6.05%
Income \$35,000 - \$49,999	1,624	8.06%
Income \$50,000 - \$74,999	2,584	12.83%
Income \$75,000 - \$99,999	3,757	18.65%
Income \$100,000 - \$124,999	3,360	16.68%
Income \$125,000 - \$149,999	2,294	11.39%
Income \$150,000 - \$199,999	2,188	10.86%
Income \$200,000 - \$249,999	928	4.61%
Income \$250,000 - \$499,999	716	3.56%
Income \$500,000+	204	1.01%
2025 Est. Average Household Income		\$112,146
2025 Est. Median Household Income		\$97,477
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$97,496
Black or African American Alone		\$86,118
American Indian and Alaska Native Alone		\$106,538
Asian Alone		\$95,925
Native Hawaiian and Other Pacific Islander Alone		\$185,199
Some Other Race Alone		\$96,589
Two or More Races		\$100,306
Hispanic or Latino		\$95,924
Not Hispanic or Latino		\$98,665
2025 Est. HH by Type and Presence of Own Child.	20,142	
Family Households with Children	7,302	36.25%
Family Households without Children	12,840	63.75%
Married-Couple Families	10,764	53.44%
Married-Couple Family, own children	5,579	27.70%
Married-Couple Family, no own children	5,185	25.74%
Cohabiting-Couple Families	2,313	11.48%
Cohabiting-Couple Family, own children	647	3.21%
Cohabiting-Couple Family, no own children	1,666	8.27%
Male Householder Families	2,772	13.76%
Male Householder, own children	308	1.53%
Male Householder, no own children	292	1.45%
Male Householder, only Nonrelatives	263	1.31%
Male Householder, Living Alone	1,909	9.48%
Female Householder Families	4,293	21.31%
Female Householder, own children	768	3.81%
Female Householder, no own children	988	4.91%
Female Householder, only Nonrelatives	311	1.54%
Female Householder, Living Alone	2,226	11.05%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	20,142	
1-person	4,043	20.07%
2-person	5,871	29.15%
3-person	3,671	18.23%
4-person	3,478	17.27%
5-person	1,797	8.92%
6-person	770	3.82%
7-or-more-person	512	2.54%
2025 Est. Average Household Size		2.87
2025 Est. Households by Number of Vehicles	20,142	
No Vehicles	403	2.00%
1 Vehicle	5,343	26.53%
2 Vehicles	10,574	52.50%
3 Vehicles	2,640	13.11%
4 Vehicles	883	4.38%
5 or more Vehicles	299	1.49%
2025 Est. Average Number of Vehicles		2.0
Family Households		
2030 Projection	16,641	
2025 Estimate	14,436	
2020 Estimate	11,237	
2010 Census	6,714	
Growth 2025 - 2030		15.27%
Growth 2020 - 2025		28.47%
Growth 2010 - 2020		67.37%
2025 Est. Families by Poverty Status	14,436	
2025 Families at or Above Poverty	13,938	96.55%
2025 Families at or Above Poverty with Children	7,960	55.14%
2025 Families Below Poverty	498	3.45%
2025 Families Below Poverty with Children	286	1.98%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	32,707	70.93%
Civilian Labor Force, Unemployed	679	1.47%
Armed Forces	194	0.42%
Not in Labor Force	12,530	27.17%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	20,586	62.91%
Non-Profit Private Workers	2,273	6.95%
Local Government Workers	1,058	3.23%
State Government Workers	1,862	5.69%
Federal Government Workers	3,685	11.26%
Self-Employed Workers	3,253	9.94%
Unpaid Family Workers	6	0.02%

Community • Demographic Profile

Kyle, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	451	1.38%
Arts/Entertainment/Sports	593	1.81%
Building Grounds Maintenance	610	1.86%
Business/Financial Operations	2,707	8.27%
Community/Social Services	314	0.96%
Computer/Mathematical	1,117	3.41%
Construction/Extraction	1,903	5.82%
Education/Training/Library	3,270	9.99%
Farming/Fishing/Forestry	5	0.02%
Food Prep/Serving	1,330	4.06%
Health Practitioner/Technician	1,365	4.17%
Healthcare Support	1,070	3.27%
Maintenance Repair	1,199	3.66%
Legal	234	0.72%
Life/Physical/Social Science	259	0.79%
Management	3,816	11.66%
Office/Admin. Support	3,604	11.01%
Production	1,289	3.94%
Protective Services	828	2.53%
Sales/Related	3,842	11.74%
Personal Care/Service	493	1.51%
Transportation/Moving	2,424	7.41%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	21,572	65.92%
Blue Collar	6,815	20.83%
Service and Farm	4,336	13.25%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	25,735	79.29%
Car Pooled	3,157	9.73%
Public Transportation	39	0.12%
Walked	121	0.37%
Bicycle	48	0.15%
Other Means	384	1.18%
Worked at Home	2,973	9.16%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,001	
15 - 29 Minutes	8,330	
30 - 44 Minutes	6,182	
45 - 59 Minutes	5,236	
60 or more Minutes	4,751	
2025 Est. Avg Travel Time to Work in Minutes		38
2025 Est. Occupied Housing Units by Tenure	20,142	
Owner Occupied	13,601	67.53%
Renter Occupied	6,541	32.47%
2025 Owner Occ. HUs: Avg. Length of Residence		10.30 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		5.50 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	13,601	
Value Less than \$20,000	366	2.69%
Value \$20,000 - \$39,999	124	0.91%
Value \$40,000 - \$59,999	81	0.60%
Value \$60,000 - \$79,999	44	0.32%
Value \$80,000 - \$99,999	56	0.41%
Value \$100,000 - \$149,999	169	1.24%
Value \$150,000 - \$199,999	303	2.23%
Value \$200,000 - \$299,999	3,504	25.76%
Value \$300,000 - \$399,999	4,688	34.47%
Value \$400,000 - \$499,999	2,578	18.95%
Value \$500,000 - \$749,999	1,246	9.16%
Value \$750,000 - \$999,999	289	2.12%
Value \$1,000,000 or \$1,499,999	70	0.52%
Value \$1,500,000 or \$1,999,999	17	0.13%
Value \$2,000,000+	66	0.49%
2025 Est. Median All Owner-Occupied Housing Value		\$345,028
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	15,604	74.38%
1 Unit Attached	493	2.35%
2 Units	67	0.32%
3 or 4 Units	101	0.48%
5 to 19 Units	1,860	8.87%
20 to 49 Units	868	4.14%
50 or More Units	885	4.22%
Mobile Home or Trailer	1,101	5.25%
Boat, RV, Van, etc.	0	0.00%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	3,775	17.99%
Housing Units Built 2010 to 2019	6,892	32.85%
Housing Units Built 2000 to 2009	7,669	36.56%
Housing Units Built 1990 to 1999	1,451	6.92%
Housing Units Built 1980 to 1989	544	2.59%
Housing Units Built 1970 to 1979	223	1.06%
Housing Units Built 1960 to 1969	303	1.44%
Housing Units Built 1950 to 1959	23	0.11%
Housing Units Built 1940 to 1949	2	0.01%
Housing Unit Built 1939 or Earlier	97	0.46%
2025 Est. Median Year Structure Built		2010

[†] Years



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.





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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.

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