



The**Retail**Coach®

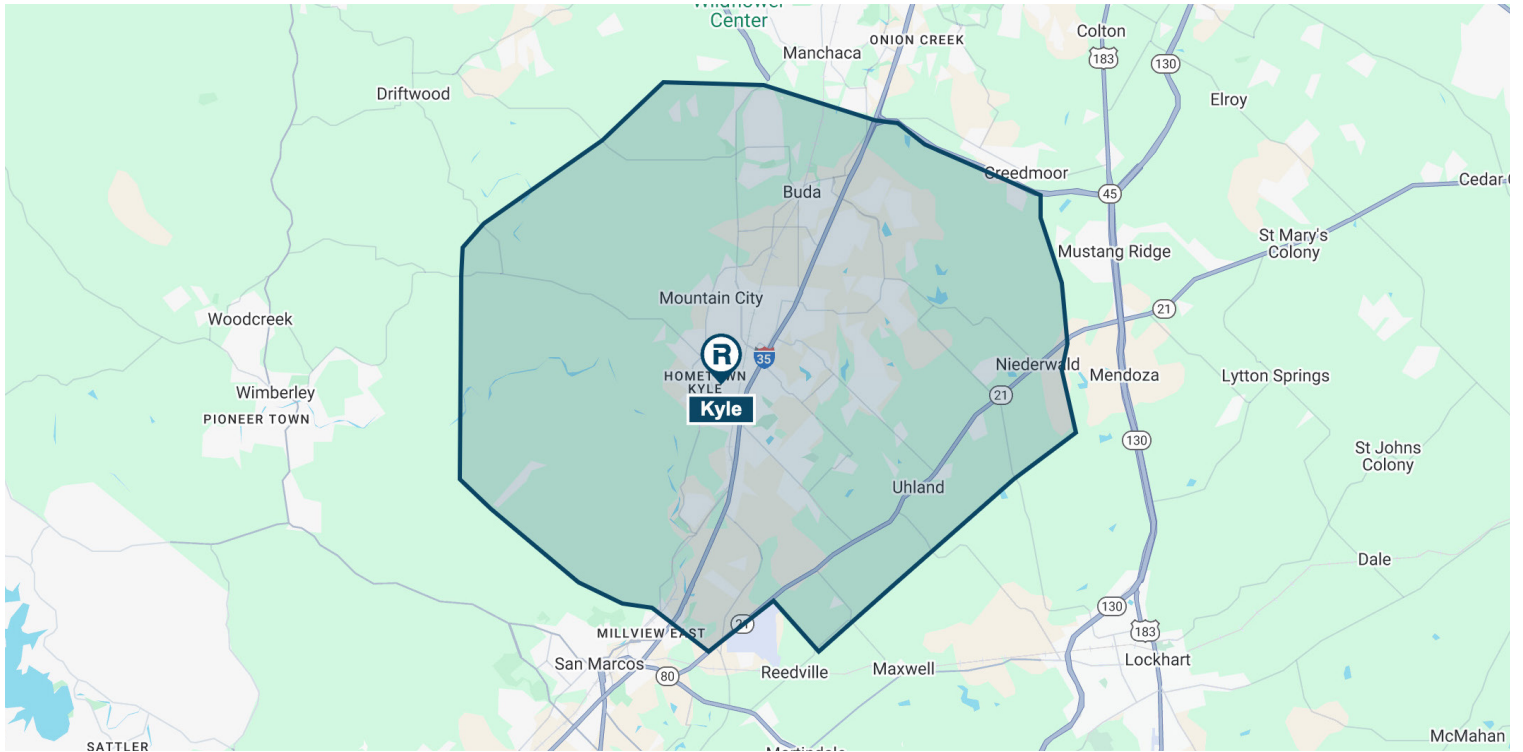
Primary Retail Trade Area Demographic Profile

KYLE, TEXAS

Prepared for City of Kyle
January 2025

Primary Retail Trade Area • Demographic Snapshot

Kyle, Texas



Population

2020	120,280
2025	155,255
2030	178,775

Age

0 - 9 Years	13.26%
10 - 17 Years	10.97%
18 - 24 Years	9.54%
25 - 34 Years	15.45%
35 - 44 Years	17.08%
45 - 54 Years	13.39%
55 - 64 Years	9.57%
65 and Older	10.74%
Median Age	35.46
Average Age	36.04

Educational Attainment (%)

Graduate or Professional Degree	10.91%
Bachelors Degree	25.16%
Associate Degree	7.86%
Some College	20.43%
High School Graduate (GED)	25.48%
Some High School, No Degree	5.27%
Less than 9th Grade	4.89%

Race Distribution (%)

White	51.27%
Black/African American	4.55%
American Indian/Alaskan	1.11%
Asian	2.55%
Native Hawaiian/Islander	0.07%
Other Race	15.87%
Two or More Races	24.59%
Hispanic	51.45%

Income

Average HH	\$122,522
Median HH	\$102,053
Per Capita	\$41,456



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Primary Retail Trade Area • Demographic Profile

Kyle, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	178,775	
2025 Estimate	155,255	
2020 Census	120,280	
2010 Census	72,229	
Growth 2025 - 2030		15.15%
Growth 2020 - 2025		29.08%
Growth 2010 - 2020		66.53%
2025 Est. Population by Single-Classification Race	155,255	
White Alone	79,593	51.27%
Black or African American Alone	7,061	4.55%
Amer. Indian and Alaska Native Alone	1,720	1.11%
Asian Alone	3,955	2.55%
Native Hawaiian and Other Pacific Island Alone	101	0.07%
Some Other Race Alone	24,644	15.87%
Two or More Races	38,181	24.59%
2025 Est. Population by Hispanic or Latino Origin	155,255	
Not Hispanic or Latino	75,370	48.55%
Hispanic or Latino	79,885	51.45%
Mexican	69,027	86.41%
Puerto Rican	1,564	1.96%
Cuban	214	0.27%
All Other Hispanic or Latino	9,080	11.37%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	79,885	
White Alone	21,168	26.50%
Black or African American Alone	600	0.75%
American Indian and Alaska Native Alone	1,414	1.77%
Asian Alone	209	0.26%
Native Hawaiian and Other Pacific Islander Alone	28	0.04%
Some Other Race Alone	24,057	30.11%
Two or More Races	32,409	40.57%
2025 Est. Pop by Race, Asian Alone, by Category	3,955	
Chinese, except Taiwanese	788	19.92%
Filipino	1,199	30.32%
Japanese	105	2.65%
Asian Indian	254	6.42%
Korean	344	8.70%
Vietnamese	526	13.30%
Cambodian	103	2.60%
Hmong	0	0.00%
Laotian	2	0.05%
Thai	153	3.87%
All Other Asian Races Including 2+ Category	480	12.14%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	155,255	
Arab	1,420	0.92%
Czech	1,056	0.68%
Danish	347	0.22%
Dutch	736	0.47%
English	10,751	6.92%
French (except Basque)	1,602	1.03%
French Canadian	487	0.31%
German	12,748	8.21%
Greek	599	0.39%
Hungarian	98	0.06%
Irish	9,887	6.37%
Italian	2,154	1.39%
Lithuanian	2	0.00%
United States or American	3,650	2.35%
Norwegian	709	0.46%
Polish	1,807	1.16%
Portuguese	280	0.18%
Russian	210	0.14%
Scottish	2,054	1.32%
Scotch-Irish	882	0.57%
Slovak	95	0.06%
Subsaharan African	1,167	0.75%
Swedish	813	0.52%
Swiss	33	0.02%
Ukrainian	221	0.14%
Welsh	700	0.45%
West Indian (except Hisp. groups)	232	0.15%
Other ancestries	71,301	45.92%
Ancestry Unclassified	29,215	18.82%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	96,189	66.20%
Speak Asian/Pacific Island Language at Home	619	0.43%
Speak IndoEuropean Language at Home	1,563	1.08%
Speak Spanish at Home	45,984	31.65%
Speak Other Language at Home	944	0.65%



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DESCRIPTION	DATA	%
2025 Est. Population by Age	155,255	
Age 0 - 4	9,957	6.41%
Age 5 - 9	10,629	6.85%
Age 10 - 14	11,182	7.20%
Age 15 - 17	5,848	3.77%
Age 18 - 20	6,109	3.93%
Age 21 - 24	8,708	5.61%
Age 25 - 34	23,983	15.45%
Age 35 - 44	26,525	17.08%
Age 45 - 54	20,793	13.39%
Age 55 - 64	14,854	9.57%
Age 65 - 74	10,716	6.90%
Age 75 - 84	4,826	3.11%
Age 85 and over	1,125	0.73%
Age 16 and over	121,541	78.28%
Age 18 and over	117,639	75.77%
Age 21 and over	111,530	71.84%
Age 65 and over	16,668	10.74%
2025 Est. Median Age		35.46
2025 Est. Average Age		36.04
2025 Est. Population by Sex	155,255	
Male	78,083	50.29%
Female	77,172	49.71%
2025 Est. Male Population by Age	78,083	
Age 0 - 4	5,097	6.53%
Age 5 - 9	5,482	7.02%
Age 10 - 14	5,696	7.29%
Age 15 - 17	3,078	3.94%
Age 18 - 20	3,197	4.09%
Age 21 - 24	4,497	5.76%
Age 25 - 34	12,103	15.50%
Age 35 - 44	13,521	17.32%
Age 45 - 54	10,565	13.53%
Age 55 - 64	7,399	9.48%
Age 65 - 74	4,875	6.24%
Age 75 - 84	2,172	2.78%
Age 85 and over	402	0.52%
2025 Est. Median Age, Male		34.92
2025 Est. Average Age, Male		35.39
2025 Est. Female Population by Age	77,172	
Age 0 - 4	4,860	6.30%
Age 5 - 9	5,148	6.67%
Age 10 - 14	5,486	7.11%
Age 15 - 17	2,770	3.59%
Age 18 - 20	2,912	3.77%
Age 21 - 24	4,211	5.46%
Age 25 - 34	11,879	15.39%
Age 35 - 44	13,004	16.85%
Age 45 - 54	10,228	13.25%
Age 55 - 64	7,456	9.66%
Age 65 - 74	5,841	7.57%
Age 75 - 84	2,655	3.44%
Age 85 and over	723	0.94%
2025 Est. Median Age, Female		36.02
2025 Est. Average Age, Female		36.70

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	40,102	32.48%
Males, Never Married	20,485	16.59%
Females, Never Married	19,617	15.89%
Married, Spouse present	64,517	52.25%
Married, Spouse absent	4,716	3.82%
Widowed	3,699	3.00%
Males Widowed	779	0.63%
Females Widowed	2,920	2.37%
Divorced	10,454	8.47%
Males Divorced	4,555	3.69%
Females Divorced	5,899	4.78%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,031	4.89%
Some High School, no diploma	5,419	5.27%
High School Graduate (or GED)	26,204	25.48%
Some College, no degree	21,003	20.43%
Associate Degree	8,084	7.86%
Bachelor's Degree	25,869	25.16%
Master's Degree	8,905	8.66%
Professional School Degree	989	0.96%
Doctorate Degree	1,319	1.28%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	8,219	17.11%
High School Graduate	15,020	31.27%
Some College or Associate's Degree	13,847	28.83%
Bachelor's Degree or Higher	10,946	22.79%
Households		
2030 Projection	60,192	
2025 Estimate	52,176	
2020 Census	40,125	
2010 Census	22,951	
Growth 2025 - 2030		15.36%
Growth 2020 - 2025		30.03%
Growth 2010 - 2020		74.83%
2025 Est. Households by Household Type	52,176	
Family Households	38,626	74.03%
Nonfamily Households	13,550	25.97%
2025 Est. Group Quarters Population	1,050	
2025 Households by Ethnicity, Hispanic/Latino	22,219	



Primary Retail Trade Area • Demographic Profile

Kyle, Texas

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	52,176	
Income < \$15,000	2,784	5.34%
Income \$15,000 - \$24,999	1,644	3.15%
Income \$25,000 - \$34,999	2,395	4.59%
Income \$35,000 - \$49,999	3,884	7.44%
Income \$50,000 - \$74,999	6,473	12.41%
Income \$75,000 - \$99,999	8,217	15.75%
Income \$100,000 - \$124,999	8,085	15.50%
Income \$125,000 - \$149,999	5,899	11.31%
Income \$150,000 - \$199,999	6,077	11.65%
Income \$200,000 - \$249,999	2,931	5.62%
Income \$250,000 - \$499,999	2,721	5.21%
Income \$500,000+	1,066	2.04%
2025 Est. Average Household Income		\$122,522
2025 Est. Median Household Income		\$102,053
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$103,663
Black or African American Alone		\$104,426
American Indian and Alaska Native Alone		\$111,532
Asian Alone		\$108,953
Native Hawaiian and Other Pacific Islander Alone		\$186,569
Some Other Race Alone		\$91,170
Two or More Races		\$101,129
Hispanic or Latino		\$95,135
Not Hispanic or Latino		\$108,320
2025 Est. HH by Type and Presence of Own Child.	52,176	
Family Households with Children	19,384	37.15%
Family Households without Children	32,792	62.85%
Married-Couple Families	29,390	56.33%
Married-Couple Family, own children	14,595	27.97%
Married-Couple Family, no own children	14,795	28.36%
Cohabiting-Couple Families	5,222	10.01%
Cohabiting-Couple Family, own children	2,005	3.84%
Cohabiting-Couple Family, no own children	3,217	6.17%
Male Householder Families	6,519	12.49%
Male Householder, own children	461	0.88%
Male Householder, no own children	865	1.66%
Male Householder, only Nonrelatives	1,085	2.08%
Male Householder, Living Alone	4,108	7.87%
Female Householder Families	11,046	21.17%
Female Householder, own children	2,323	4.45%
Female Householder, no own children	2,756	5.28%
Female Householder, only Nonrelatives	863	1.65%
Female Householder, Living Alone	5,104	9.78%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	52,176	
1-person	9,515	18.24%
2-person	15,346	29.41%
3-person	9,414	18.04%
4-person	9,313	17.85%
5-person	4,871	9.34%
6-person	2,137	4.10%
7-or-more-person	1,581	3.03%
2025 Est. Average Household Size		2.96
2025 Est. Households by Number of Vehicles	52,176	
No Vehicles	968	1.85%
1 Vehicle	13,694	26.25%
2 Vehicles	25,739	49.33%
3 Vehicles	8,227	15.77%
4 Vehicles	2,817	5.40%
5 or more Vehicles	732	1.40%
2025 Est. Average Number of Vehicles		2.0
Family Households		
2030 Projection	44,534	
2025 Estimate	38,626	
2020 Estimate	29,740	
2010 Census	17,779	
Growth 2025 - 2030		15.30%
Growth 2020 - 2025		29.88%
Growth 2010 - 2020		67.28%
2025 Est. Families by Poverty Status	38,626	
2025 Families at or Above Poverty	36,515	94.53%
2025 Families at or Above Poverty with Children	19,762	51.16%
2025 Families Below Poverty	2,112	5.47%
2025 Families Below Poverty with Children	1,388	3.59%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	84,957	69.90%
Civilian Labor Force, Unemployed	1,863	1.53%
Armed Forces	435	0.36%
Not in Labor Force	34,286	28.21%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	54,253	64.53%
Non-Profit Private Workers	5,118	6.09%
Local Government Workers	2,540	3.02%
State Government Workers	5,145	6.12%
Federal Government Workers	8,177	9.73%
Self-Employed Workers	8,754	10.41%
Unpaid Family Workers	83	0.10%



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DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,249	1.49%
Arts/Entertainment/Sports	1,255	1.49%
Building Grounds Maintenance	2,460	2.93%
Business/Financial Operations	6,965	8.29%
Community/Social Services	1,064	1.27%
Computer/Mathematical	2,658	3.16%
Construction/Extraction	5,401	6.42%
Education/Training/Library	5,792	6.89%
Farming/Fishing/Forestry	25	0.03%
Food Prep/Serving	3,143	3.74%
Health Practitioner/Technician	3,451	4.11%
Healthcare Support	2,699	3.21%
Maintenance Repair	3,211	3.82%
Legal	823	0.98%
Life/Physical/Social Science	698	0.83%
Management	11,192	13.31%
Office/Admin. Support	9,456	11.25%
Production	3,683	4.38%
Protective Services	2,179	2.59%
Sales/Related	9,451	11.24%
Personal Care/Service	1,643	1.95%
Transportation/Moving	5,572	6.63%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	54,054	64.30%
Blue Collar	17,867	21.25%
Service and Farm	12,149	14.45%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	64,622	77.33%
Car Pooled	8,852	10.59%
Public Transportation	175	0.21%
Walked	491	0.59%
Bicycle	70	0.08%
Other Means	732	0.88%
Worked at Home	8,620	10.32%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	10,938	
15 - 29 Minutes	22,251	
30 - 44 Minutes	18,031	
45 - 59 Minutes	13,178	
60 or more Minutes	10,770	
2025 Est. Avg Travel Time to Work in Minutes		0
2025 Est. Occupied Housing Units by Tenure	52,176	
Owner Occupied	37,177	71.25%
Renter Occupied	14,999	28.75%
2025 Owner Occ. HUs: Avg. Length of Residence		10.30 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		5.67 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	37,177	
Value Less than \$20,000	1,059	2.85%
Value \$20,000 - \$39,999	485	1.30%
Value \$40,000 - \$59,999	442	1.19%
Value \$60,000 - \$79,999	834	2.24%
Value \$80,000 - \$99,999	476	1.28%
Value \$100,000 - \$149,999	993	2.67%
Value \$150,000 - \$199,999	772	2.08%
Value \$200,000 - \$299,999	6,805	18.30%
Value \$300,000 - \$399,999	10,580	28.46%
Value \$400,000 - \$499,999	7,116	19.14%
Value \$500,000 - \$749,999	4,807	12.93%
Value \$750,000 - \$999,999	1,673	4.50%
Value \$1,000,000 or \$1,499,999	573	1.54%
Value \$1,500,000 or \$1,999,999	278	0.75%
Value \$2,000,000+	283	0.76%
2025 Est. Median All Owner-Occupied Housing Value		\$362,831
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	37,403	68.99%
1 Unit Attached	695	1.28%
2 Units	285	0.53%
3 or 4 Units	410	0.76%
5 to 19 Units	4,158	7.67%
20 to 49 Units	1,971	3.63%
50 or More Units	1,870	3.45%
Mobile Home or Trailer	7,419	13.68%
Boat, RV, Van, etc.	5	0.01%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	11,351	20.94%
Housing Units Built 2010 to 2019	18,214	33.60%
Housing Units Built 2000 to 2009	13,668	25.21%
Housing Units Built 1990 to 1999	5,027	9.27%
Housing Units Built 1980 to 1989	3,113	5.74%
Housing Units Built 1970 to 1979	1,294	2.39%
Housing Units Built 1960 to 1969	936	1.73%
Housing Units Built 1950 to 1959	222	0.41%
Housing Units Built 1940 to 1949	61	0.11%
Housing Unit Built 1939 or Earlier	330	0.61%
2025 Est. Median Year Structure Built		2012

[†] 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.





The**RetailCoach**.®

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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