



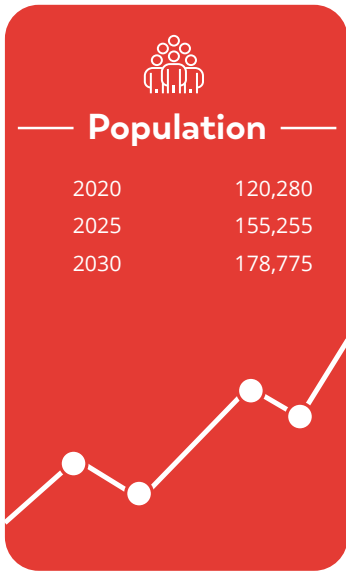
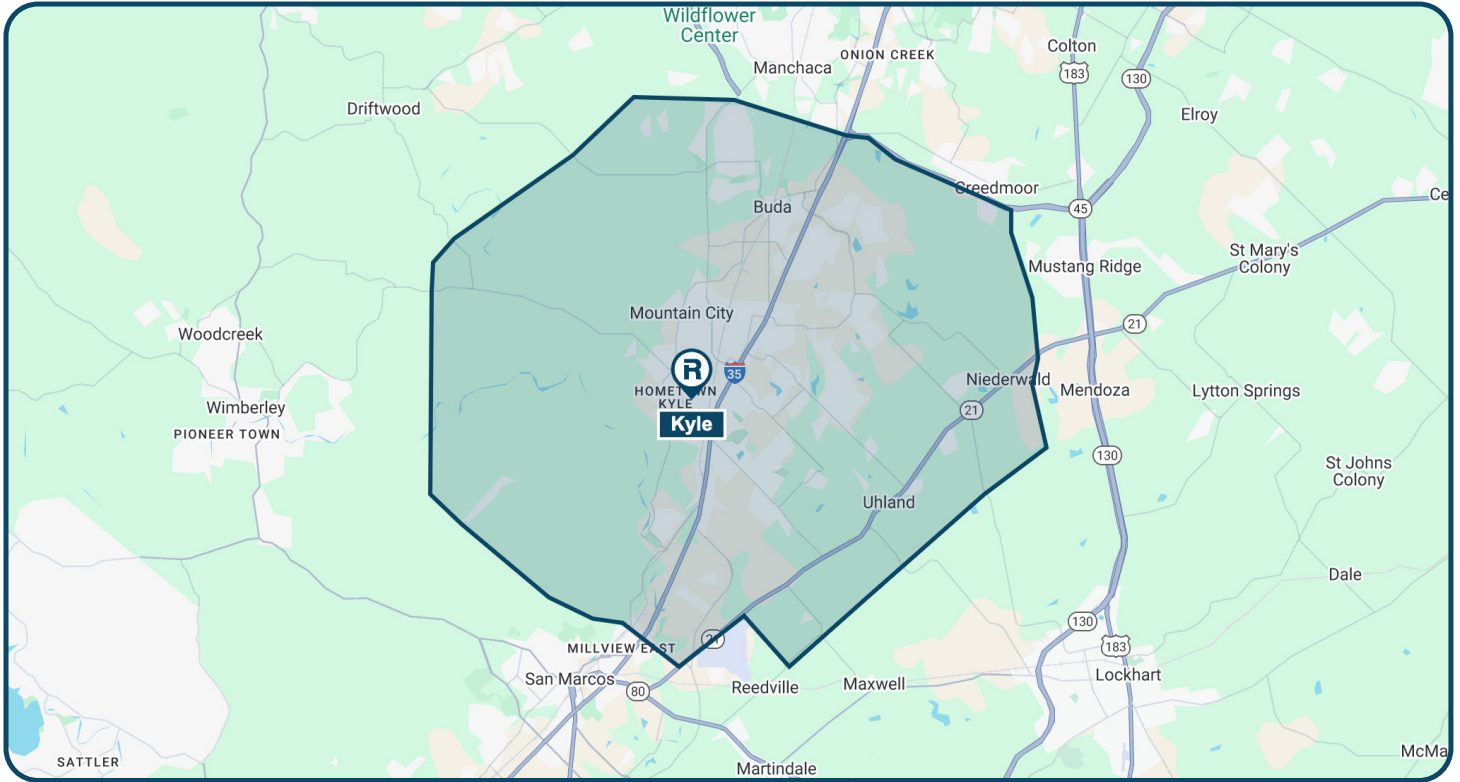
The**Retail**Coach®

PRIMARY RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

KYLE, TEXAS

PREPARED FOR CITY OF KYLE
JULY 2025

DEMOGRAPHIC SNAPSHOT



Age Group	Percentage
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

Education Level	Percentage
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	Percentage
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%
Non-Hispanic	_nonHispanic

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

PSYCHOGRAPHIC PROFILE

LIFEMODE GROUP	LIFEMODE GROUP NAME	OVERVIEW
Group A	Urban Threads	This group mainly consists of individuals in their 30s, including many recent immigrants, single parents, and families with young children. This community also has the largest population of children under 5. Residents live primarily in rental housing in urban centers and suburbs, often in close proximity to jobs, community centers, and public transportation.
Group B	Books and Boots	This group consists largely of individuals in their early to mid-20s, including college students and full-time military families. Mostly unmarried, they often work part-time jobs while pursuing degrees. They typically live in rental housing near college campuses or military bases and move frequently.
Group C	Metro Vibes	This group consists of a mix of families and individuals in their 30s, and there is a notable presence of recent immigrants. Employment is primarily in health care, retail, and food services. Residents typically live in urban rental housing, and some own single-family homes. Home values and rents tend to be below the national average.
Group D	Tech Trailblazers	This group consists of working professionals in their mid-30s, many of whom were born outside the U.S. They live primarily in urban areas, renting multifamily housing in major metropolitan cities. Residents tend to commute using public transportation or have access to remote work options.
Group E	Community Connections	This group consists of a range of households that are often multi-generational, including married couples with or without children, single-parent families, and single individuals living alone. They live in and around urban areas and in the suburbs, often in single-family detached units. Rental prices are among the lowest compared to other groups.
Group F	Urban Harmony	This group consists of households that are often multi-generational and center around married couples with or without children. Neighborhoods tend to be located in and around urban centers. Residents spend a substantial portion of their income on rent or home ownership, and they frequently use public transportation for commuting, running errands, and dining out.
Group G	Family Fabric	This group mainly consists of multi-generational families with children, and household sizes often exceed three members. Marriage rates are lower than average, with many single-parent households or cohabiting families. These residents live primarily in suburban areas with low vacancy rates and limited access to public transportation.
Group H	Family Prosperity	This group mainly consists of married couples with or without children. They live primarily in single-family homes in newer suburban developments, and households typically own multiple vehicles for commuting and accessing entertainment and amenities. Incomes often exceed the national average by a significant margin.
Group I	Countryscapes	This group consists of families and residents aged 55 and older. Typically, individuals are retired, approaching retirement, or working in industries such as manufacturing, construction, and agriculture, and they tend to have long commute times. Housing in this group consists of single-family homes, and there are high rates of vacancy and seasonal living in some communities.
Group J	Mature Reflections	This group consists of residents aged 55 and older. Residents are typically retired and are supported by social security, public assistance, and retirement income. This group primarily consists of single-family homes and assisted living facilities. There is a high prevalence of seasonal living with homes remaining vacant during off seasons.
Group K	Suburban Shine	This group consists of residents aged 45 years and older. Housing is predominantly single-family detached homes built before 2000, and home values tend to be above the national average. Labor force participation is high, with most households earning middle-tier incomes in professions such as social work, skilled trades, health care, and manufacturing. Residents commute alone by car.
Group L	Premier Estates	This group consists of residents aged 45-64, and many households consist of families. Residents are often retired or work from home and are employed in management, finance, technology, and engineering. Net worth is high, and most residents hold a bachelor's or graduate degree. These neighborhoods tend to consist of newly constructed, single-family homes.

PSYCHOGRAPHIC PROFILE

+ A: URBAN THREADS

This group mainly consists of individuals in their 30s, including many recent immigrants, single parents, and families with young children.

+ B: BOOKS AND BOOTS

This group consists largely of individuals in their early to mid-20s, including college students and full-time military families.

+ C: METRO VIBES

This group consists of a mix of families and individuals in their 30s, and there is a notable presence of recent immigrants. Employment is primarily in health care, retail, and food services.

+ D: TECH TRAILBLAZERS

This group consists of working professionals in their mid-30s, many of whom were born outside the U.S.

+ E: COMMUNITY CONNECTIONS

This group consists of a range of households that are often multi-generational, including married couples with or without children, single-parent families, and single individuals living alone.

+ F: URBAN HARMONY

This group consists of households that are often multi-generational and center around married couples with or without children.

+ G: FAMILY FABRIC

This group mainly consists of multi-generational families with children, and household sizes often exceed three members.

+ H: FAMILY PROSPERITY

This group mainly consists of married couples with or without children.

+ I: COUNTRYSAPES

This group consists of families and residents aged 55 and older.

+ J: MATURE REFLECTIONS

This group consists of typically retired residents aged 55 and older.

+ K: SUBURBAN SHINE

This group consists of residents aged 45 years and older.

+ L: PREMIER ESTATES

This group consists of residents aged 45-64, and many households consist of families.

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Up and Coming Families (G2)	30.4%	30.4%	1.9%	1.9%	1,567
2	Boomburbs (H2)	18.7%	49.1%	2.6%	4.6%	712
3	Southern Satellites (I6)	10.5%	59.6%	2.5%	7.1%	416
4	Modern Minds (D3)	7.5%	67.1%	1.9%	9.0%	392
5	Flourishing Families (H1)	7.3%	74.4%	3.6%	12.7%	200
	Subtotal	74.4%		12.7%		
6	Savvy Suburbanites (L1)	5.6%	80.0%	4.5%	17.2%	123
7	Shared Roots (G1)	5.2%	85.2%	0.9%	18.1%	566
8	College Towns (B2)	4.0%	89.2%	0.7%	18.8%	538
9	Family Bonds (E6)	1.9%	91.1%	1.5%	20.3%	130
10	Metro Fusion (C3)	1.9%	93.0%	1.3%	21.7%	143
	Subtotal	18.6%		9.0%		
11	Young and Restless (A6)	1.4%	94.4%	1.1%	22.8%	131
12	Southwestern Families (E2)	1.4%	95.8%	0.8%	23.5%	176
13	Retirement Communities (J3)	1.1%	96.9%	1.7%	25.2%	66
14	Top Tier (L3)	0.9%	97.9%	3.0%	28.3%	30
15	Burbs and Beyond (K8)	0.6%	98.5%	2.8%	31.1%	22
	Subtotal	5.5%		9.5%		
16	Single Thrifties (C1)	0.6%	99.1%	1.3%	32.4%	46
17	City Greens (K6)	0.5%	99.6%	2.6%	35.0%	19
18	Generational Ties (G3)	0.4%	100.0%	1.4%	36.4%	29
19	Dorms to Diplomas (B1)	0.0%	100.0%	0.5%	36.9%	4
	Total	100.0%				

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	2024 HOUSEHOLDS			2024 ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
Total:	52,176	100.0%		117,639	100.0%	
A. Urban Threads	746	1.4%	32	1,647	1.4%	34
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	746	1.4%	131	1,623	1.4%	157
B. Books and Boots	2,071	4.0%	287	4,823	4.1%	198
Dorms to Diplomas (B1)	10	0.0%	4	35	0.0%	3
College Towns (B2)	2,061	4.0%	538	4,835	4.1%	500
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	1,304	2.5%	28	2,588	2.2%	27
Single Thrifties (C1)	308	0.6%	46	741	0.6%	57
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	997	1.9%	143	1,847	1.6%	138
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	3,918	7.5%	83	7,294	6.2%	80
Emerging Hub (D1)	0	0.0%	0	0	0.0%	0
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	3,918	7.5%	392	7,235	6.2%	350
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0
E. Community Connections	1,737	3.3%	45	4,235	3.6%	49
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	720	1.4%	176	2,023	1.7%	201
Hometown Charm (E3)	0	0.0%	0	0	0.0%	0
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	1,012	1.9%	130	2,235	1.9%	112
F. Urban Harmony	0	0.0%	0	0	0.0%	0
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	2024 HOUSEHOLDS			2024 ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
G. Family Fabric	18,815	36.1%	842	44,115	37.5%	721
Shared Roots (G1)	2,734	5.2%	566	7,599	6.5%	564
Up and Coming Families (G2)	15,867	30.4%	1,567	35,939	30.6%	1,431
Generational Ties (G3)	214	0.4%	29	600	0.5%	27
H. Family Prosperity	13,550	26.0%	244	29,292	24.9%	216
Flourishing Families (H1)	3,798	7.3%	200	8,317	7.1%	183
Boomburbs (H2)	9,746	18.7%	712	20,940	17.8%	616
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0
I. Countryscapes	5,484	10.5%	77	13,646	11.6%	88
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	5,484	10.5%	416	13,658	11.6%	454
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	584	1.1%	28	1,059	0.9%	26
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	584	1.1%	66	1,071	0.9%	61
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	584	1.1%	5	1,176	1.0%	5
Legacy Hills (K1)	0	0.0%	0	0	0.0%	0
Middle Ground (K2)	0	0.0%	0	0	0.0%	0
Loyal Locals (K3)	0	0.0%	0	0	0.0%	0
Classic Comfort (K4)	0	0.0%	0	0	0.0%	0
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	261	0.5%	19	506	0.4%	18
Room to Roam (K7)	0	0.0%	0	0	0.0%	0
Burbs and Beyond (K8)	323	0.6%	22	706	0.6%	21
L. Premier Estates	3,386	6.5%	67	7,764	6.6%	62
Savvy Suburbanites (L1)	2,906	5.6%	123	6,552	5.6%	116
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	475	0.9%	30	1,165	1.0%	30
Unclassified	0	0.0%	0	0	0.0%	0

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, Unacast, 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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