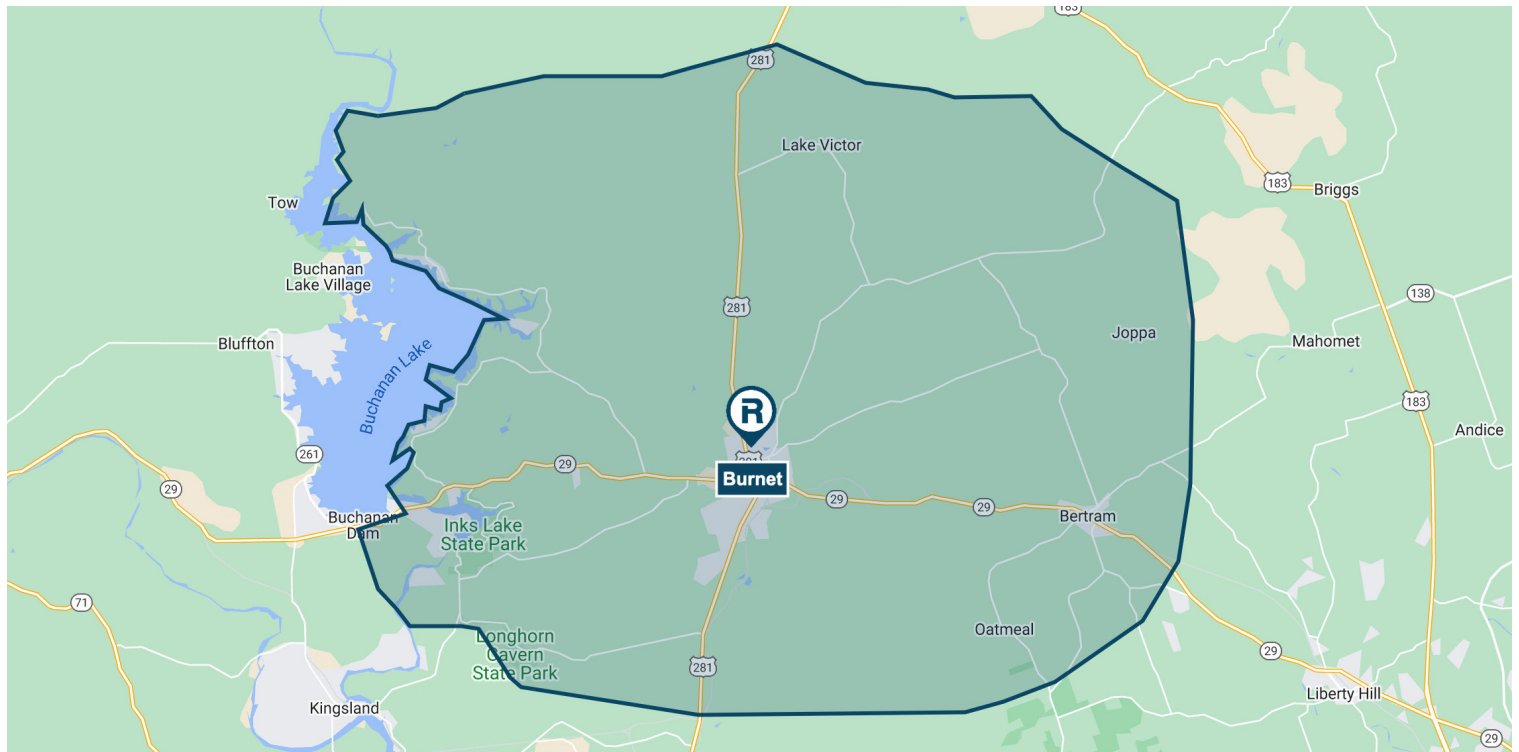# Retail Trade Area Demographic Profile

BURNET, TEXAS

Prepared for City of Burnet
January 2024

Retail Trade Area • Demographic Snapshot

Burnet, Texas

Population

2020	19,567
2024	21,650
2029	23,699

Educational Attainment (%)

Graduate or Professional Degree	9.28%
Bachelors Degree	14.70%
Associate Degree	6.24%
Some College	25.30%
High School Graduate (or GED)	35.42%
Some High School, No Degree	4.56%
Less than 9th Grade	4.50%

Income

Average HH	$116,834
Median HH	$85,625
Per Capita	$46,726

Age

0 - 9 Years	9.52%
10 - 17 Years	9.38%
18 - 24 Years	8.41%
25 - 34 Years	9.70%
35 - 44 Years	11.21%
45 - 54 Years	10.92%
55 - 64 Years	13.90%
65 and Older	26.96%
Median Age	46.67
Average Age	45.04

Race Distribution (%)

White	79.11%
Black/African American	1.75%
American Indian/ Alaskan	0.68%
Asian	0.80%
Native Hawaiian/ Islander	0.06%
Other Race	6.76%
Two or More Races	10.85%
Hispanic	19.67%

BURNET
ECONOMIC DEVELOPMENT CORPORATION

David Vaughn
City of Burnet
City Manager

1001 Buchanan Drive, Suite 4
Burnet, Texas 78611

Phone   512.715.3208
dvaughn@cityofburnet.com
www.cityofburnet.com

Aaron Farmer
The Retail Coach, LLC
President

Office   662.844.2155
Cell   662.231.0608
AFarmer@TheRetailCoach.net
www.TheRetailCoach.net

TheRetailCoach®

Retail Trade Area • Demographic Profile

Burnet, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	23,699	
2024 Estimate	21,650	
2020 Census	19,567	
2010 Census	16,819	
Growth 2024 - 2029		9.46%
Growth 2020 - 2024		10.65%
Growth 2010 - 2020		16.34%
2024 Est. Population by Single-Classification Race	**21,650**	
White Alone	17,127	79.11%
Black or African American Alone	379	1.75%
Amer. Indian and Alaska Native Alone	147	0.68%
Asian Alone	173	0.80%
Native Hawaiian and Other Pacific Island Alone	13	0.06%
Some Other Race Alone	1,463	6.76%
Two or More Races	2,348	10.85%
2024 Est. Population by Hispanic or Latino Origin	**21,650**	
Not Hispanic or Latino	17,390	80.32%
Hispanic or Latino	4,259	19.67%
Mexican	3,509	82.39%
Puerto Rican	44	1.03%
Cuban	0	0.00%
All Other Hispanic or Latino	707	16.60%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**4,259**	
White Alone	1,231	28.90%
Black or African American Alone	30	0.70%
American Indian and Alaska Native Alone	71	1.67%
Asian Alone	1	0.02%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,372	32.21%
Two or More Races	1,554	36.49%
2024 Est. Pop by Race, Asian Alone, by Category	**173**	
Chinese, except Taiwanese	25	14.45%
Filipino	37	21.39%
Japanese	4	2.31%
Asian Indian	33	19.07%
Korean	13	7.51%
Vietnamese	0	0.00%
Cambodian	59	34.10%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	1	0.58%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**21,650**	
Arab	33	0.15%
Czech	254	1.17%
Danish	45	0.21%
Dutch	100	0.46%
English	1,792	8.28%
French (except Basque)	235	1.09%
French Canadian	22	0.10%
German	2,499	11.54%
Greek	33	0.15%
Hungarian	48	0.22%
Irish	2,045	9.45%
Italian	550	2.54%
Lithuanian	12	0.06%
United States or American	1,808	8.35%
Norwegian	38	0.18%
Polish	450	2.08%
Portuguese	14	0.07%
Russian	28	0.13%
Scottish	288	1.33%
Scotch-Irish	257	1.19%
Slovak	5	0.02%
Subsaharan African	7	0.03%
Swedish	140	0.65%
Swiss	17	0.08%
Ukrainian	0	0.00%
Welsh	53	0.25%
West Indian (except Hisp. groups)	24	0.11%
Other ancestries	5,295	24.46%
Ancestry Unclassified	5,556	25.66%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	18,800	91.16%
Speak Asian/Pacific Island Language at Home	38	0.18%
Speak IndoEuropean Language at Home	136	0.66%
Speak Spanish at Home	1,649	8.00%
Speak Other Language at Home	0	0.00%

Retail Trade Area • Demographic Profile

Burnet, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	**21,650**	
Age 0 - 4	1,027	4.74%
Age 5 - 9	1,035	4.78%
Age 10 - 14	1,209	5.58%
Age 15 - 17	822	3.80%
Age 18 - 20	804	3.71%
Age 21 - 24	1,016	4.69%
Age 25 - 34	2,100	9.70%
Age 35 - 44	2,426	11.21%
Age 45 - 54	2,365	10.92%
Age 55 - 64	3,009	13.90%
Age 65 - 74	3,370	15.57%
Age 75 - 84	1,879	8.68%
Age 85 and over	588	2.72%
Age 16 and over	18,105	83.63%
Age 18 and over	17,557	81.09%
Age 21 and over	16,753	77.38%
Age 65 and over	5,837	26.96%
2024 Est. Median Age		46.67
2024 Est. Average Age		45.04
2024 Est. Population by Sex	**21,650**	
Male	10,582	48.88%
Female	11,068	51.12%
2024 Est. Male Population by Age	**10,582**	
Age 0 - 4	530	5.01%
Age 5 - 9	546	5.16%
Age 10 - 14	617	5.83%
Age 15 - 17	424	4.01%
Age 18 - 20	411	3.88%
Age 21 - 24	511	4.83%
Age 25 - 34	974	9.20%
Age 35 - 44	1,176	11.11%
Age 45 - 54	1,158	10.94%
Age 55 - 64	1,483	14.01%
Age 65 - 74	1,600	15.12%
Age 75 - 84	936	8.85%
Age 85 and over	218	2.06%
2024 Est. Median Age, Male		45.92
2024 Est. Average Age, Male		44.16
2024 Est. Female Population by Age	**11,068**	
Age 0 - 4	497	4.49%
Age 5 - 9	489	4.42%
Age 10 - 14	592	5.35%
Age 15 - 17	398	3.60%
Age 18 - 20	393	3.55%
Age 21 - 24	504	4.55%
Age 25 - 34	1,126	10.17%
Age 35 - 44	1,250	11.29%
Age 45 - 54	1,207	10.91%
Age 55 - 64	1,527	13.80%
Age 65 - 74	1,769	15.98%
Age 75 - 84	944	8.53%
Age 85 and over	371	3.35%
2024 Est. Median Age, Female		47.41
2024 Est. Average Age, Female		45.84

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,676	25.44%
Males, Never Married	2,720	14.80%
Females, Never Married	1,956	10.64%
Married, Spouse present	9,426	51.29%
Married, Spouse absent	617	3.36%
Widowed	1,384	7.53%
Males Widowed	333	1.81%
Females Widowed	1,051	5.72%
Divorced	2,276	12.38%
Males Divorced	924	5.03%
Females Divorced	1,352	7.36%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	708	4.50%
Some High School, no diploma	717	4.56%
High School Graduate (or GED)	5,575	35.42%
Some College, no degree	3,981	25.30%
Associate Degree	982	6.24%
Bachelor's Degree	2,314	14.70%
Master's Degree	1,078	6.85%
Professional School Degree	223	1.42%
Doctorate Degree	160	1.02%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	749	31.64%
High School Graduate	567	23.95%
Some College or Associate's Degree	455	19.22%
Bachelor's Degree or Higher	595	25.14%
Households		
2029 Projection	9,159	
2024 Estimate	8,319	
2020 Census	7,474	
2010 Census	6,285	
Growth 2024 - 2029		10.10%
Growth 2020 - 2024		11.31%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**8,319**	
Family Households	6,060	72.84%
Nonfamily Households	2,259	27.16%
2024 Est. Group Quarters Population	849	
2024 Households by Ethnicity, Hispanic/Latino	1,086	

Retail Trade Area • Demographic Profile

Burnet, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**8,319**	
Income < $15,000	437	5.25%
Income $15,000 - $24,999	514	6.18%
Income $25,000 - $34,999	339	4.08%
Income $35,000 - $49,999	837	10.06%
Income $50,000 - $74,999	1,486	17.86%
Income $75,000 - $99,999	1,213	14.58%
Income $100,000 - $124,999	982	11.80%
Income $125,000 - $149,999	825	9.92%
Income $150,000 - $199,999	660	7.93%
Income $200,000 - $249,999	326	3.92%
Income $250,000 - $499,999	422	5.07%
Income $500,000+	278	3.34%
2024 Est. Average Household Income		$116,834
2024 Est. Median Household Income		$85,625
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$88,459
Black or African American Alone		$61,703
American Indian and Alaska Native Alone		$23,010
Asian Alone		$67,404
Native Hawaiian and Other Pacific Islander Alone		$100,000
Some Other Race Alone		$107,017
Two or More Races		$66,380
Hispanic or Latino		$83,455
Not Hispanic or Latino		$85,914
2024 Est. HH by Type and Presence of Own Child.	**8,319**	
Family Households with Children	2,026	24.35%
Family Households without Children	6,293	75.65%
Married-Couple Families	**4,799**	**57.69%**
Married-Couple Family, own children	1,580	18.99%
Married-Couple Family, no own children	3,219	38.70%
Cohabitating-Couple Families	**474**	**5.70%**
Cohabitating-Couple Family, own children	185	2.22%
Cohabitating-Couple Family, no own children	290	3.49%
Male Householder Families	**1,099**	**13.21%**
Male Householder, own children	34	0.41%
Male Householder, no own children	256	3.08%
Male Householder, only Nonrelatives	55	0.66%
Male Householder, Living Alone	755	9.08%
Female Householder Families	**1,946**	**23.39%**
Female Householder, own children	228	2.74%
Female Householder, no own children	420	5.05%
Female Householder, only Nonrelatives	109	1.31%
Female Householder, Living Alone	1,189	14.29%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**8,319**	
1-person	1,943	23.36%
2-person	3,404	40.92%
3-person	1,213	14.58%
4-person	914	10.99%
5-person	491	5.90%
6-person	204	2.45%
7-or-more-person	150	1.80%
2024 Est. Average Household Size		2.50
2024 Est. Households by Number of Vehicles	**8,319**	
No Vehicles	383	4.60%
1 Vehicle	1,677	20.16%
2 Vehicles	3,540	42.55%
3 Vehicles	1,900	22.84%
4 Vehicles	479	5.76%
5 or more Vehicles	339	4.08%
2024 Est. Average Number of Vehicles		2.2
Family Households		
2029 Projection	6,677	
2024 Estimate	6,060	
2020 Estimate	5,297	
2010 Census	4,546	
Growth 2024 - 2029		10.18%
Growth 2020 - 2024		14.40%
Growth 2010 - 2020		16.52%
2024 Est. Families by Poverty Status	**6,060**	
2024 Families at or Above Poverty	5,729	94.54%
2024 Families at or Above Poverty with Children	2,150	35.48%
2024 Families Below Poverty	332	5.48%
2024 Families Below Poverty with Children	242	3.99%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	9,962	55.02%
Civilian Labor Force, Unemployed	327	1.81%
Armed Forces	14	0.08%
Not in Labor Force	7,801	43.09%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	6,305	62.76%
Non-Profit Private Workers	669	6.66%
Local Government Workers	106	1.05%
State Government Workers	346	3.44%
Federal Government Workers	1,083	10.78%
Self-Employed Workers	1,535	15.28%
Unpaid Family Workers	3	0.03%

TheRetailCoach

Retail Trade Area • Demographic Profile

Burnet, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	34	0.34%
Arts/Entertainment/Sports	103	1.02%
Building Grounds Maintenance	382	3.80%
Business/Financial Operations	341	3.39%
Community/Social Services	305	3.04%
Computer/Mathematical	103	1.02%
Construction/Extraction	1,075	10.70%
Education/Training/Library	546	5.43%
Farming/Fishing/Forestry	46	0.46%
Food Prep/Serving	521	5.19%
Health Practitioner/Technician	275	2.74%
Healthcare Support	374	3.72%
Maintenance Repair	283	2.82%
Legal	156	1.55%
Life/Physical/Social Science	7	0.07%
Management	1,099	10.94%
Office/Admin. Support	1,029	10.24%
Production	497	4.95%
Protective Services	428	4.26%
Sales/Related	1,489	14.82%
Personal Care/Service	282	2.81%
Transportation/Moving	672	6.69%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	5,486	54.61%
Blue Collar	2,527	25.15%
Service and Farm	2,033	20.24%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	7,479	75.83%
Car Pooled	1,199	12.16%
Public Transportation	19	0.19%
Walked	59	0.60%
Bicycle	5	0.05%
Other Means	88	0.89%
Worked at Home	1,012	10.26%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,101	
15 - 29 Minutes	2,109	
30 - 44 Minutes	1,654	
45 - 59 Minutes	848	
60 or more Minutes	1,211	
2024 Est. Avg Travel Time to Work in Minutes		31
2024 Est. Occupied Housing Units by Tenure	**8,319**	
Owner Occupied	6,499	65.38%
Renter Occupied	1,820	21.88%
2024 Owner Occ. HUs: Avg. Length of Residence		13.45†
2024 Renter Occ. HUs: Avg. Length of Residence		6.32†

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**6,499**	
Value Less than $20,000	128	1.97%
Value $20,000 - $39,999	110	1.69%
Value $40,000 - $59,999	130	2.00%
Value $60,000 - $79,999	170	2.62%
Value $80,000 - $99,999	152	2.34%
Value $100,000 - $149,999	698	10.74%
Value $150,000 - $199,999	681	10.48%
Value $200,000 - $299,999	1,450	22.31%
Value $300,000 - $399,999	889	13.68%
Value $400,000 - $499,999	501	7.71%
Value $500,000 - $749,999	810	12.46%
Value $750,000 - $999,999	441	6.79%
Value $1,000,000 or $1,499,999	176	2.71%
Value $1,500,000 or $1,999,999	81	1.25%
Value $2,000,000+	81	1.25%
2024 Est. Median All Owner-Occupied Housing Value		$279,292
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	7,400	74.45%
1 Unit Attached	94	0.95%
2 Units	0	0.00%
3 or 4 Units	170	1.71%
5 to 19 Units	143	1.44%
20 to 49 Units	110	1.11%
50 or More Units	55	0.55%
Mobile Home or Trailer	1,933	19.45%
Boat, RV, Van, etc.	36	0.36%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	789	7.94%
Housing Units Built 2010 to 2019	1,208	12.15%
Housing Units Built 2000 to 2009	2,184	21.97%
Housing Units Built 1990 to 1999	1,384	13.92%
Housing Units Built 1980 to 1989	975	9.81%
Housing Units Built 1970 to 1979	1,526	15.35%
Housing Units Built 1960 to 1969	832	8.37%
Housing Units Built 1950 to 1959	594	5.98%
Housing Units Built 1940 to 1949	91	0.92%
Housing Unit Built 1939 or Earlier	357	3.59%
2024 Est. Median Year Structure Built		1995

† 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.

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.