



The**Retail**Coach®

# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

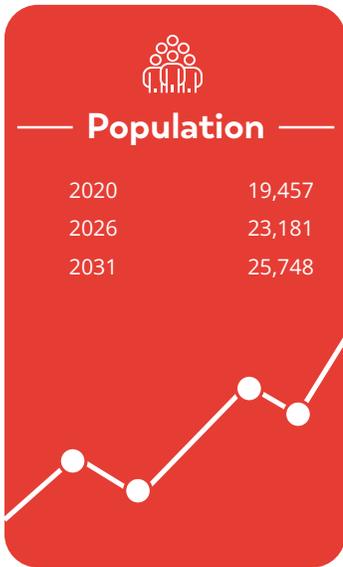
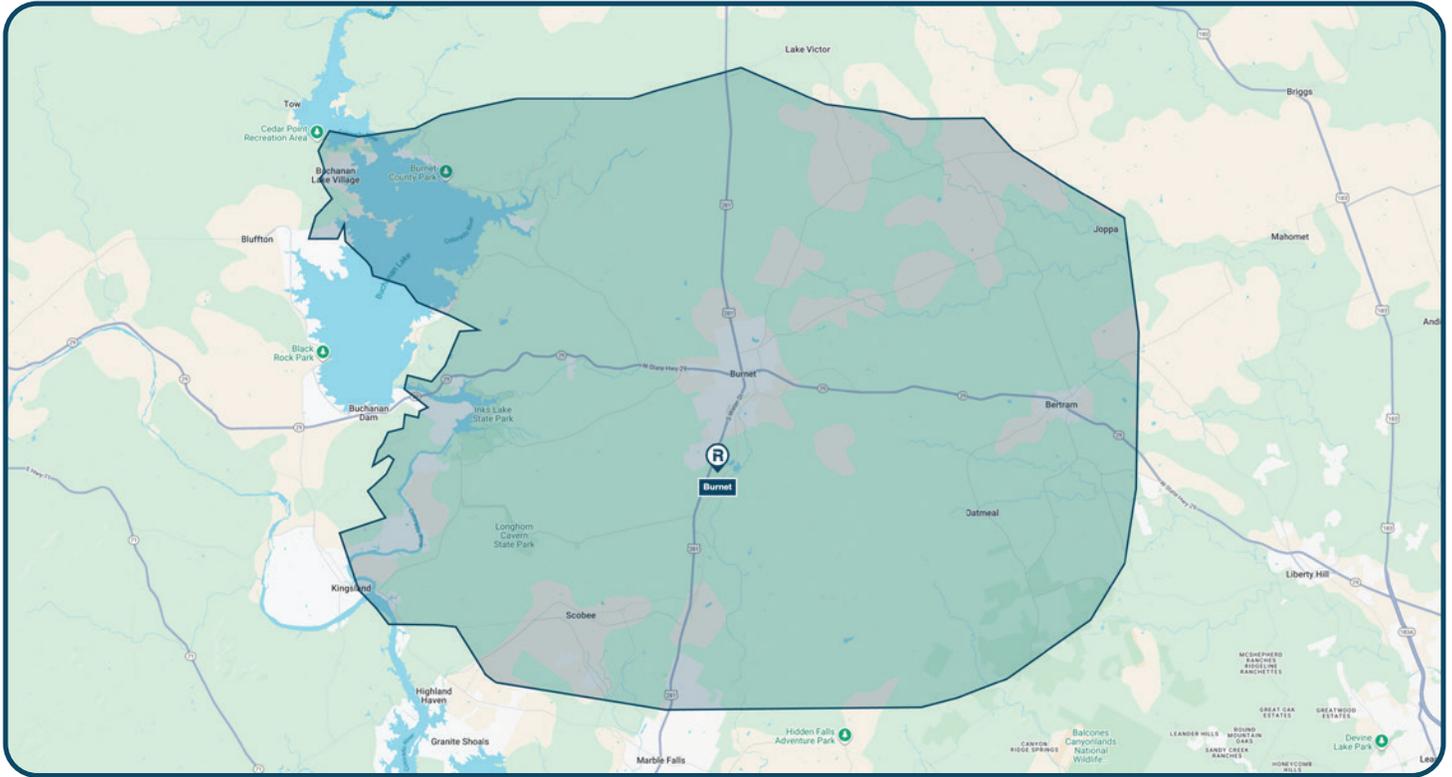
BURNET, TEXAS

PREPARED FOR CITY OF BURNET  
JANUARY 2026

# DEMOGRAPHIC SNAPSHOT



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### Age

0-9 Years	10.09%
10 - 17 Years	9.04%
18 - 24 Years	8.04%
25 - 34 Years	10.85%
35 - 44 Years	11.76%
45 - 54 Years	11.17%
55 - 64 Years	13.61%
65 and Older	25.43%
Median Age	45.19
Average Age	44.30

### Educational Attainment (%)

Graduate or Professional Degree	7.84%
Bachelors Degree	17.24%
Associate Degree	6.58%
Some College	24.38%
High School Graduate (GED)	33.58%
Some High School, No Degree	4.23%
Less than 9th Grade	6.16%

### Race Distribution

White	77.61%
Black/African American	1.80%
American Indian/Alaskan	0.70%
Asian	0.95%
Native Hawaiian/Islander	0.04%
Other Race	6.87%
Two or More Races	12.03%
Hispanic	19.89%
Non-Hispanic	80.11%

### Income

Average HH	\$127,824
Median HH	\$92,539
Per Capita	\$51,192

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Population</b>		
2031 Projection	25,748	
2026 Estimate	23,181	
2020 Census	19,457	
2010 Census	16,728	
Growth 2026 - 2031		11.07%
Growth 2020 - 2026		19.14%
Growth 2010 - 2020		16.31%
<b>2026 Est. Population by Single-Classification Race</b>	<b>23,181</b>	
White Alone	17,991	77.61%
Black or African American Alone	418	1.80%
Amer. Indian and Alaska Native Alone	161	0.70%
Asian Alone	221	0.95%
Native Hawaiian and Other Pacific Island Alone	10	0.04%
Some Other Race Alone	1,593	6.87%
Two or More Races	2,788	12.03%
<b>2026 Est. Population by Hispanic or Latino Origin</b>	<b>23,181</b>	
Not Hispanic or Latino	18,571	80.11%
Hispanic or Latino	4,610	19.89%
Mexican	3,756	81.47%
Puerto Rican	32	0.69%
Cuban	7	0.15%
All Other Hispanic or Latino	815	17.68%
<b>2026 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>4,610</b>	
White Alone	1,328	28.81%
Black or African American Alone	32	0.69%
American Indian and Alaska Native Alone	78	1.69%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,495	32.43%
Two or More Races	1,677	36.38%
<b>2026 Est. Pop by Race, Asian Alone, by Category</b>	<b>221</b>	
Chinese, except Taiwanese	3	1.36%
Filipino	35	15.84%
Japanese	12	5.43%
Asian Indian	76	34.39%
Korean	25	11.31%
Vietnamese	71	32.13%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
<b>2026 Est. Population by Ancestry</b>	<b>23,181</b>	
Arab	43	0.19%
Czech	199	0.86%
Danish	51	0.22%
Dutch	128	0.55%
English	2,346	10.12%
French (except Basque)	255	1.10%
French Canadian	23	0.10%
German	3,151	13.59%
Greek	59	0.26%
Hungarian	49	0.21%
Irish	1,995	8.61%
Italian	467	2.02%
Lithuanian	22	0.10%
United States or American	1,334	5.75%
Norwegian	81	0.35%
Polish	439	1.89%
Portuguese	31	0.13%
Russian	24	0.10%
Scottish	461	1.99%
Scotch-Irish	294	1.27%
Slovak	4	0.02%
Subsaharan African	17	0.07%
Swedish	203	0.88%
Swiss	22	0.10%
Ukrainian	3	0.01%
Welsh	77	0.33%
West Indian (except Hisp. groups)	9	0.04%
Other ancestries	5,388	23.24%
Ancestry Unclassified	6,004	25.90%
<b>2026 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	19,617	89.04%
Speak Asian/Pacific Island Language at Home	63	0.29%
Speak IndoEuropean Language at Home	165	0.75%
Speak Spanish at Home	2,172	9.86%
Speak Other Language at Home	14	0.06%

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2026 Est. Population by Age</b>	<b>23,181</b>	
Age 0 - 4	1,149	4.96%
Age 5 - 9	1,191	5.14%
Age 10 - 14	1,297	5.59%
Age 15 - 17	799	3.45%
Age 18 - 20	795	3.43%
Age 21 - 24	1,068	4.61%
Age 25 - 34	2,516	10.85%
Age 35 - 44	2,726	11.76%
Age 45 - 54	2,589	11.17%
Age 55 - 64	3,155	13.61%
Age 65 - 74	3,377	14.57%
Age 75 - 84	1,919	8.28%
Age 85 and over	600	2.59%
Age 16 and over	19,279	83.17%
Age 18 and over	18,745	80.86%
Age 21 and over	17,950	77.43%
Age 65 and over	5,896	25.43%
2026 Est. Median Age		45.19
2026 Est. Average Age		44.30
<b>2026 Est. Population by Sex</b>	<b>23,181</b>	
Male	11,323	48.85%
Female	11,858	51.15%
<b>2026 Est. Male Population by Age</b>	<b>11,323</b>	
Age 0 - 4	583	5.15%
Age 5 - 9	614	5.42%
Age 10 - 14	653	5.77%
Age 15 - 17	407	3.59%
Age 18 - 20	402	3.55%
Age 21 - 24	536	4.73%
Age 25 - 34	1,180	10.42%
Age 35 - 44	1,332	11.76%
Age 45 - 54	1,260	11.13%
Age 55 - 64	1,573	13.89%
Age 65 - 74	1,599	14.12%
Age 75 - 84	946	8.36%
Age 85 and over	239	2.11%
2026 Est. Median Age, Male		44.66
2026 Est. Average Age, Male		43.61

DESCRIPTION	DATA	%
<b>2026 Est. Female Population by Age</b>	<b>11,858</b>	
Age 0 - 4	566	4.77%
Age 5 - 9	577	4.87%
Age 10 - 14	644	5.43%
Age 15 - 17	392	3.31%
Age 18 - 20	393	3.31%
Age 21 - 24	531	4.48%
Age 25 - 34	1,337	11.28%
Age 35 - 44	1,394	11.76%
Age 45 - 54	1,329	11.21%
Age 55 - 64	1,582	13.34%
Age 65 - 74	1,778	14.99%
Age 75 - 84	973	8.21%
Age 85 and over	362	3.05%
2026 Est. Median Age, Female		45.72
2026 Est. Average Age, Female		44.92
<b>2026 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	4,725	24.18%
Males, Never Married	2,507	12.83%
Females, Never Married	2,218	11.35%
Married, Spouse present	10,856	55.55%
Married, Spouse absent	622	3.18%
Widowed	1,352	6.92%
Males Widowed	277	1.42%
Females Widowed	1,075	5.50%
Divorced	1,988	10.17%
Males Divorced	842	4.31%
Females Divorced	1,146	5.86%
<b>2026 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,040	6.16%
Some High School, no diploma	714	4.23%
High School Graduate (or GED)	5,669	33.58%
Some College, no degree	4,116	24.38%
Associate Degree	1,110	6.58%
Bachelor's Degree	2,911	17.24%
Master's Degree	881	5.22%
Professional School Degree	230	1.36%
Doctorate Degree	212	1.26%
<b>2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	873	33.33%
High School Graduate	815	31.12%
Some College or Associate's Degree	603	23.02%
Bachelor's Degree or Higher	327	12.49%

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Households</b>		
2031 Projection	9,954	
2026 Estimate	8,898	
2020 Census	7,422	
2010 Census	6,245	
Growth 2026 - 2031		11.87%
Growth 2020 - 2026		19.89%
Growth 2010 - 2020		18.85%
<b>2026 Est. Households by Household Type</b>	<b>8,898</b>	
Family Households	6,330	71.14%
Nonfamily Households	2,568	28.86%
2026 Est. Group Quarters Population	963	
2026 Households by Ethnicity, Hispanic/Latino	1,170	
<b>2026 Est. Households by Household Income</b>	<b>8,898</b>	
Income < \$15,000	522	5.87%
Income \$15,000 - \$24,999	443	4.98%
Income \$25,000 - \$34,999	321	3.61%
Income \$35,000 - \$49,999	848	9.53%
Income \$50,000 - \$74,999	1,525	17.14%
Income \$75,000 - \$99,999	1,091	12.26%
Income \$100,000 - \$124,999	961	10.80%
Income \$125,000 - \$149,999	857	9.63%
Income \$150,000 - \$199,999	918	10.32%
Income \$200,000 - \$249,999	499	5.61%
Income \$250,000 - \$499,999	563	6.33%
Income \$500,000+	349	3.92%
2026 Est. Average Household Income		\$127,824
2026 Est. Median Household Income		\$92,539
<b>2026 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$99,086
Black or African American Alone		\$86,282
American Indian and Alaska Native Alone		\$108,053
Asian Alone		\$60,997
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$68,565
Two or More Races		\$69,202
Hispanic or Latino		\$82,266
Not Hispanic or Latino		\$93,697

DESCRIPTION	DATA	%
<b>2026 Est. HH by Type and Presence of Own Child.</b>	<b>8,898</b>	
Family Households with Children	1,966	22.09%
Family Households without Children	6,931	77.89%
<b>Married-Couple Families</b>	<b>5,351</b>	<b>60.14%</b>
Married-Couple Family, own children	1,614	18.14%
Married-Couple Family, no own children	3,738	42.01%
<b>Cohabiting-Couple Families</b>	<b>428</b>	<b>4.81%</b>
Cohabiting-Couple Family, own children	62	0.70%
Cohabiting-Couple Family, no own children	366	4.11%
<b>Male Householder Families</b>	<b>1,254</b>	<b>14.09%</b>
Male Householder, own children	64	0.72%
Male Householder, no own children	173	1.94%
Male Householder, only Nonrelatives	60	0.67%
Male Householder, Living Alone	957	10.76%
<b>Female Householder Families</b>	<b>1,865</b>	<b>20.96%</b>
Female Householder, own children	227	2.55%
Female Householder, no own children	512	5.75%
Female Householder, only Nonrelatives	70	0.79%
Female Householder, Living Alone	1,055	11.86%
<b>2026 Est. Households by Household Size</b>	<b>8,898</b>	
1-person	2,108	23.69%
2-person	3,610	40.57%
3-person	1,297	14.58%
4-person	979	11.00%
5-person	524	5.89%
6-person	221	2.48%
7-or-more-person	158	1.78%
2026 Est. Average Household Size		2.49
<b>2026 Est. Households by Number of Vehicles</b>	<b>8,898</b>	
No Vehicles	474	5.33%
1 Vehicle	1,779	19.99%
2 Vehicles	3,825	42.99%
3 Vehicles	2,002	22.50%
4 Vehicles	433	4.87%
5 or more Vehicles	384	4.32%
2026 Est. Average Number of Vehicles		2.2

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Family Households</b>		
2031 Projection	7,096	
2026 Estimate	6,330	
2020 Estimate	5,258	
2010 Census	4,515	
Growth 2026 - 2031		12.10%
Growth 2020 - 2026		20.39%
Growth 2010 - 2020		16.46%
<b>2026 Est. Families by Poverty Status</b>		
2026 Families at or Above Poverty	6,042	95.45%
2026 Families at or Above Poverty with Children	2,003	31.64%
2026 Families Below Poverty	288	4.55%
2026 Families Below Poverty with Children	194	3.06%
<b>2026 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	10,473	54.32%
Civilian Labor Force, Unemployed	210	1.09%
Armed Forces	0	0.00%
Not in Labor Force	8,596	44.59%
<b>2026 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	6,197	58.46%
Non-Profit Private Workers	824	7.77%
Local Government Workers	183	1.73%
State Government Workers	414	3.90%
Federal Government Workers	1,123	10.59%
Self-Employed Workers	1,757	16.57%
Unpaid Family Workers	103	0.97%

DESCRIPTION	DATA	%
<b>2026 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	118	1.11%
Arts/Entertainment/Sports	55	0.52%
Building Grounds Maintenance	461	4.35%
Business/Financial Operations	423	3.99%
Community/Social Services	254	2.40%
Computer/Mathematical	126	1.19%
Construction/Extraction	964	9.09%
Education/Training/Library	733	6.91%
Farming/Fishing/Forestry	54	0.51%
Food Prep/Serving	547	5.16%
Health Practitioner/Technician	362	3.41%
Healthcare Support	441	4.16%
Maintenance Repair	486	4.58%
Legal	99	0.93%
Life/Physical/Social Science	16	0.15%
Management	1,584	14.94%
Office/Admin. Support	924	8.72%
Production	400	3.77%
Protective Services	240	2.26%
Sales/Related	1,309	12.35%
Personal Care/Service	345	3.25%
Transportation/Moving	660	6.23%
<b>2026 Est. Pop 16+ by Occupation Classification</b>		
White Collar	6,003	56.63%
Blue Collar	2,509	23.67%
Service and Farm	2,088	19.70%
<b>2026 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	7,238	70.10%
Car Pooled	1,611	15.60%
Public Transportation	21	0.20%
Walked	107	1.04%
Bicycle	11	0.11%
Other Means	115	1.11%
Worked at Home	1,223	11.85%
<b>2026 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,024	
15 - 29 Minutes	2,043	
30 - 44 Minutes	1,829	
45 - 59 Minutes	905	
60 or more Minutes	1,318	
2026 Est. Avg Travel Time to Work in Minutes		32

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2026 Est. Occupied Housing Units by Tenure</b>	<b>8,898</b>	
Owner Occupied	6,970	78.33%
Renter Occupied	1,928	21.67%
2026 Owner Occ. HUs: Avg. Length of Residence		13.58 <sup>†</sup>
2026 Renter Occ. HUs: Avg. Length of Residence		6.89 <sup>†</sup>
<b>2026 Est. Owner-Occupied Housing Units by Value</b>	<b>6,970</b>	
Value Less than \$20,000	56	0.80%
Value \$20,000 - \$39,999	180	2.58%
Value \$40,000 - \$59,999	102	1.46%
Value \$60,000 - \$79,999	112	1.61%
Value \$80,000 - \$99,999	49	0.70%
Value \$100,000 - \$149,999	497	7.13%
Value \$150,000 - \$199,999	463	6.64%
Value \$200,000 - \$299,999	1,089	15.62%
Value \$300,000 - \$399,999	837	12.01%
Value \$400,000 - \$499,999	798	11.45%
Value \$500,000 - \$749,999	1,154	16.56%
Value \$750,000 - \$999,999	706	10.13%
Value \$1,000,000 or \$1,499,999	527	7.56%
Value \$1,500,000 or \$1,999,999	186	2.67%
Value \$2,000,000+	212	3.04%
2026 Est. Median All Owner-Occupied Housing Value		\$411,853
<b>2026 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	7,846	74.70%
1 Unit Attached	58	0.55%
2 Units	106	1.01%
3 or 4 Units	139	1.32%
5 to 19 Units	145	1.38%
20 to 49 Units	131	1.25%
50 or More Units	17	0.16%
Mobile Home or Trailer	2,027	19.30%
Boat, RV, Van, etc.	33	0.31%

DESCRIPTION	DATA	%
<b>2026 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	1,574	14.99%
Housing Units Built 2010 to 2019	1,408	13.41%
Housing Units Built 2000 to 2009	1,940	18.47%
Housing Units Built 1990 to 1999	1,267	12.06%
Housing Units Built 1980 to 1989	1,036	9.86%
Housing Units Built 1970 to 1979	1,667	15.87%
Housing Units Built 1960 to 1969	708	6.74%
Housing Units Built 1950 to 1959	399	3.80%
Housing Units Built 1940 to 1949	91	0.87%
Housing Unit Built 1939 or Earlier	413	3.93%
2026 Est. Median Year Structure Built		1998

<sup>†</sup> 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, 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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