



The **Retail** Coach®

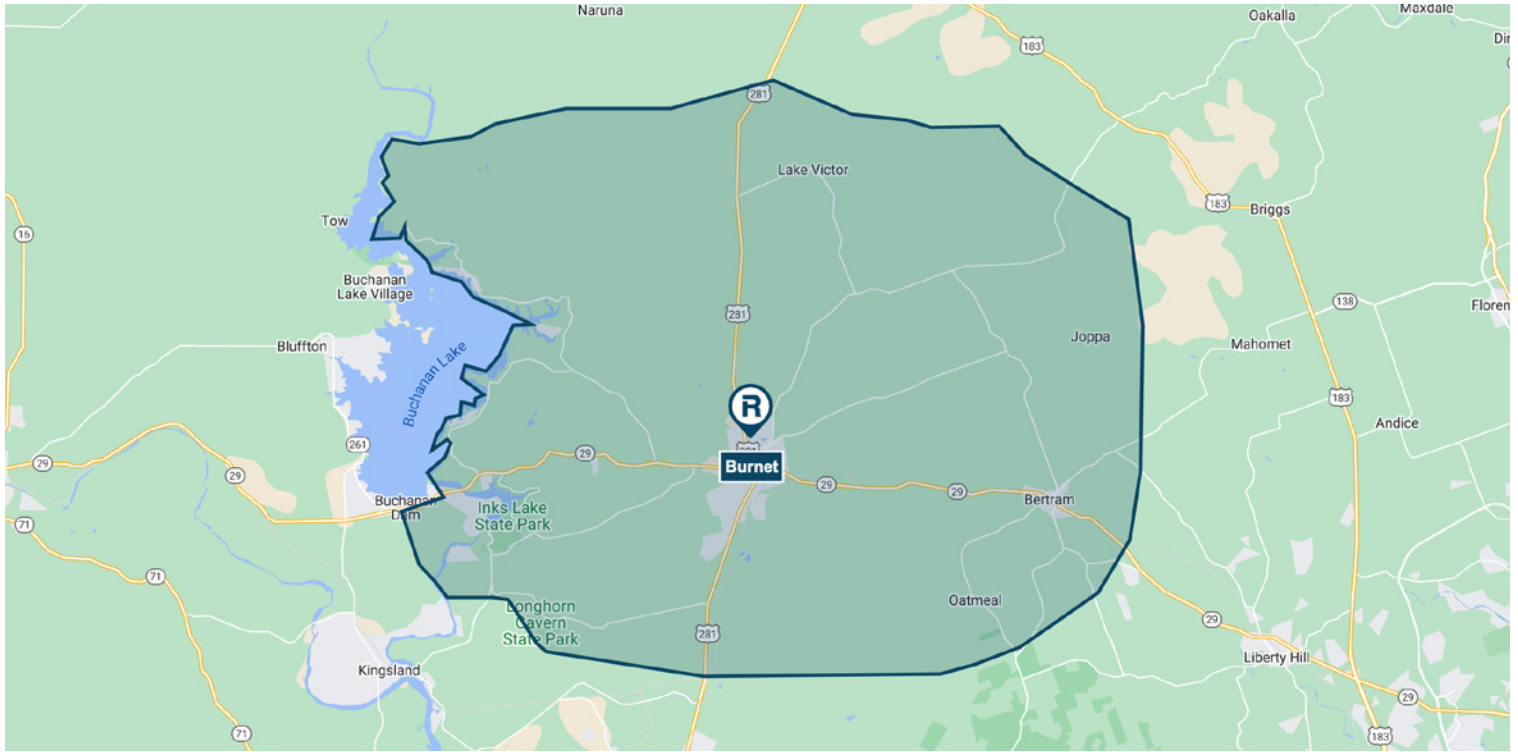
# Retail Trade Area Demographic Profile

BURNET, TEXAS

Prepared for City of Burnet  
January 2025

# Retail Trade Area • Demographic Snapshot

Burnet, Texas



## Population

2020	19,521
2025	22,497
2030	24,762

## Age

0 - 9 Years	9.93%
10 - 17 Years	9.16%
18 - 24 Years	8.17%
25 - 34 Years	10.76%
35 - 44 Years	11.56%
45 - 54 Years	11.25%
55 - 64 Years	13.87%
65 and Older	25.30%
Median Age	45.38
Average Age	44.32

## Educational Attainment (%)

Graduate or Professional Degree	7.39%
Bachelors Degree	16.81%
Associate Degree	6.25%
Some College	26.42%
High School Graduate (or GED)	32.68%
Some High School, No Degree	4.21%
Less than 9th Grade	6.24%

## Race Distribution (%)

White	78.19%
Black/African American	1.76%
American Indian/Alaskan	0.70%
Asian	0.88%
Native Hawaiian/Islander	0.05%
Other Race	6.82%
Two or More Races	11.60%
Hispanic	19.81%

## Income

Average HH	\$121,096
Median HH	\$85,697
Per Capita	\$48,451



**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.com  
www.TheRetailCoach.com



# Retail Trade Area • Demographic Profile

Burnet, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2030 Projection	24,762	
2025 Estimate	22,497	
2020 Census	19,521	
2010 Census	16,771	
Growth 2025 - 2030		10.07%
Growth 2020 - 2025		15.25%
Growth 2010 - 2020		16.40%
<b>2025 Est. Population by Single-Classification Race</b>	<b>22,497</b>	
White Alone	17,591	78.19%
Black or African American Alone	397	1.76%
Amer. Indian and Alaska Native Alone	157	0.70%
Asian Alone	198	0.88%
Native Hawaiian and Other Pacific Island Alone	11	0.05%
Some Other Race Alone	1,535	6.82%
Two or More Races	2,609	11.60%
<b>2025 Est. Population by Hispanic or Latino Origin</b>	<b>22,497</b>	
Not Hispanic or Latino	18,040	80.19%
Hispanic or Latino	4,457	19.81%
Mexican	3,972	89.12%
Puerto Rican	51	1.14%
Cuban	3	0.07%
All Other Hispanic or Latino	431	9.67%
<b>2025 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>4,457</b>	
White Alone	1,287	28.88%
Black or African American Alone	29	0.65%
American Indian and Alaska Native Alone	76	1.71%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,440	32.31%
Two or More Races	1,625	36.46%
<b>2025 Est. Pop by Race, Asian Alone, by Category</b>	<b>198</b>	
Chinese, except Taiwanese	6	3.03%
Filipino	35	17.68%
Japanese	5	2.52%
Asian Indian	50	25.25%
Korean	26	13.13%
Vietnamese	1	0.51%
Cambodian	75	37.88%
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>2025 Est. Population by Ancestry</b>	<b>22,497</b>	
Arab	30	0.13%
Czech	200	0.89%
Danish	42	0.19%
Dutch	104	0.46%
English	2,294	10.20%
French (except Basque)	335	1.49%
French Canadian	21	0.09%
German	3,175	14.11%
Greek	63	0.28%
Hungarian	53	0.24%
Irish	1,937	8.61%
Italian	498	2.21%
Lithuanian	18	0.08%
United States or American	1,437	6.39%
Norwegian	24	0.11%
Polish	387	1.72%
Portuguese	29	0.13%
Russian	0	0.00%
Scottish	285	1.27%
Scotch-Irish	256	1.14%
Slovak	6	0.03%
Subsaharan African	7	0.03%
Swedish	203	0.90%
Swiss	10	0.04%
Ukrainian	3	0.01%
Welsh	70	0.31%
West Indian (except Hisp. groups)	5	0.02%
Other ancestries	4,997	22.21%
Ancestry Unclassified	6,008	26.71%
<b>2025 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	19,599	91.54%
Speak Asian/Pacific Island Language at Home	35	0.16%
Speak IndoEuropean Language at Home	137	0.64%
Speak Spanish at Home	1,628	7.60%
Speak Other Language at Home	12	0.06%

# Retail Trade Area • Demographic Profile

Burnet, Texas

DESCRIPTION	DATA	%
<b>2025 Est. Population by Age</b>	<b>22,497</b>	
Age 0 - 4	1,086	4.83%
Age 5 - 9	1,148	5.10%
Age 10 - 14	1,280	5.69%
Age 15 - 17	780	3.47%
Age 18 - 20	787	3.50%
Age 21 - 24	1,052	4.68%
Age 25 - 34	2,421	10.76%
Age 35 - 44	2,601	11.56%
Age 45 - 54	2,531	11.25%
Age 55 - 64	3,120	13.87%
Age 65 - 74	3,286	14.61%
Age 75 - 84	1,824	8.11%
Age 85 and over	582	2.59%
Age 16 and over	18,724	83.23%
Age 18 and over	18,203	80.91%
Age 21 and over	17,416	77.42%
Age 65 and over	5,692	25.30%
2025 Est. Median Age		45.38
2025 Est. Average Age		44.32
<b>2025 Est. Population by Sex</b>	<b>22,497</b>	
Male	10,992	48.86%
Female	11,505	51.14%
<b>2025 Est. Male Population by Age</b>	<b>10,992</b>	
Age 0 - 4	559	5.09%
Age 5 - 9	597	5.43%
Age 10 - 14	640	5.82%
Age 15 - 17	398	3.62%
Age 18 - 20	397	3.61%
Age 21 - 24	522	4.75%
Age 25 - 34	1,146	10.43%
Age 35 - 44	1,270	11.55%
Age 45 - 54	1,252	11.39%
Age 55 - 64	1,563	14.22%
Age 65 - 74	1,544	14.05%
Age 75 - 84	876	7.97%
Age 85 and over	227	2.06%
2025 Est. Median Age, Male		44.74
2025 Est. Average Age, Male		43.49
<b>2025 Est. Female Population by Age</b>	<b>11,505</b>	
Age 0 - 4	527	4.58%
Age 5 - 9	551	4.79%
Age 10 - 14	640	5.56%
Age 15 - 17	383	3.33%
Age 18 - 20	390	3.39%
Age 21 - 24	529	4.60%
Age 25 - 34	1,275	11.08%
Age 35 - 44	1,330	11.56%
Age 45 - 54	1,279	11.12%
Age 55 - 64	1,557	13.53%
Age 65 - 74	1,742	15.14%
Age 75 - 84	948	8.24%
Age 85 and over	355	3.09%
2025 Est. Median Age, Female		46.02
2025 Est. Average Age, Female		45.07

DESCRIPTION	DATA	%
<b>2025 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	4,553	23.98%
Males, Never Married	2,457	12.94%
Females, Never Married	2,096	11.04%
Married, Spouse present	9,923	52.27%
Married, Spouse absent	796	4.19%
Widowed	1,525	8.03%
Males Widowed	334	1.76%
Females Widowed	1,191	6.27%
Divorced	2,185	11.51%
Males Divorced	929	4.89%
Females Divorced	1,256	6.62%
<b>2025 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,021	6.24%
Some High School, no diploma	689	4.21%
High School Graduate (or GED)	5,348	32.68%
Some College, no degree	4,324	26.42%
Associate Degree	1,022	6.25%
Bachelor's Degree	2,751	16.81%
Master's Degree	833	5.09%
Professional School Degree	156	0.95%
Doctorate Degree	220	1.34%
<b>2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	945	37.44%
High School Graduate	576	22.82%
Some College or Associate's Degree	502	19.89%
Bachelor's Degree or Higher	500	19.81%
<b>Households</b>		
2030 Projection	9,587	
2025 Estimate	8,655	
2020 Census	7,451	
2010 Census	6,265	
Growth 2025 - 2030		10.77%
Growth 2020 - 2025		16.16%
Growth 2010 - 2020		18.93%
<b>2025 Est. Households by Household Type</b>	<b>8,655</b>	
Family Households	6,155	71.11%
Nonfamily Households	2,500	28.89%
2025 Est. Group Quarters Population	865	
2025 Households by Ethnicity, Hispanic/Latino	1,139	



# Retail Trade Area • Demographic Profile

Burnet, Texas

DESCRIPTION	DATA	%
<b>2025 Est. Households by Household Income</b>	<b>8,655</b>	
Income < \$15,000	488	5.64%
Income \$15,000 - \$24,999	437	5.05%
Income \$25,000 - \$34,999	436	5.04%
Income \$35,000 - \$49,999	982	11.35%
Income \$50,000 - \$74,999	1,426	16.48%
Income \$75,000 - \$99,999	1,233	14.25%
Income \$100,000 - \$124,999	902	10.42%
Income \$125,000 - \$149,999	695	8.03%
Income \$150,000 - \$199,999	825	9.53%
Income \$200,000 - \$249,999	405	4.68%
Income \$250,000 - \$499,999	521	6.02%
Income \$500,000+	306	3.54%
2025 Est. Average Household Income		\$121,096
2025 Est. Median Household Income		\$85,697
<b>2025 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$89,470
Black or African American Alone		\$79,550
American Indian and Alaska Native Alone		\$34,344
Asian Alone		\$72,398
Native Hawaiian and Other Pacific Islander Alone		\$125,000
Some Other Race Alone		\$97,788
Two or More Races		\$68,969
Hispanic or Latino		\$71,518
Not Hispanic or Latino		\$88,145
<b>2025 Est. HH by Type and Presence of Own Child.</b>	<b>8,655</b>	
Family Households with Children	1,935	22.36%
Family Households without Children	6,720	77.64%
<b>Married-Couple Families</b>	<b>4,920</b>	<b>56.85%</b>
Married-Couple Family, own children	1,416	16.36%
Married-Couple Family, no own children	3,504	40.49%
<b>Cohabiting-Couple Families</b>	<b>407</b>	<b>4.70%</b>
Cohabiting-Couple Family, own children	107	1.24%
Cohabiting-Couple Family, no own children	300	3.47%
<b>Male Householder Families</b>	<b>1,257</b>	<b>14.52%</b>
Male Householder, own children	116	1.34%
Male Householder, no own children	178	2.06%
Male Householder, only Nonrelatives	64	0.74%
Male Householder, Living Alone	900	10.40%
<b>Female Householder Families</b>	<b>2,072</b>	<b>23.94%</b>
Female Householder, own children	296	3.42%
Female Householder, no own children	521	6.02%
Female Householder, only Nonrelatives	136	1.57%
Female Householder, Living Alone	1,119	12.93%

DESCRIPTION	DATA	%
<b>2025 Est. Households by Household Size</b>	<b>8,655</b>	
1-person	2,030	23.45%
2-person	3,526	40.74%
3-person	1,266	14.63%
4-person	954	11.02%
5-person	512	5.92%
6-person	213	2.46%
7-or-more-person	155	1.79%
2025 Est. Average Household Size		2.50
<b>2025 Est. Households by Number of Vehicles</b>	<b>8,655</b>	
No Vehicles	402	4.64%
1 Vehicle	1,817	20.99%
2 Vehicles	3,655	42.23%
3 Vehicles	1,951	22.54%
4 Vehicles	397	4.59%
5 or more Vehicles	434	5.01%
2025 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2030 Projection	6,832	
2025 Estimate	6,155	
2020 Estimate	5,279	
2010 Census	4,529	
Growth 2025 - 2030		11.00%
Growth 2020 - 2025		16.59%
Growth 2010 - 2020		16.56%
<b>2025 Est. Families by Poverty Status</b>	<b>6,155</b>	
2025 Families at or Above Poverty	5,815	94.48%
2025 Families at or Above Poverty with Children	1,933	31.41%
2025 Families Below Poverty	340	5.52%
2025 Families Below Poverty with Children	245	3.98%
<b>2025 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	10,234	54.66%
Civilian Labor Force, Unemployed	317	1.69%
Armed Forces	14	0.08%
Not in Labor Force	8,158	43.57%
<b>2025 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	6,018	57.97%
Non-Profit Private Workers	929	8.95%
Local Government Workers	160	1.54%
State Government Workers	364	3.51%
Federal Government Workers	978	9.42%
Self-Employed Workers	1,826	17.59%
Unpaid Family Workers	106	1.02%



# Retail Trade Area • Demographic Profile

Burnet, Texas

DESCRIPTION	DATA	%
<b>2025 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	76	0.73%
Arts/Entertainment/Sports	45	0.43%
Building Grounds Maintenance	426	4.10%
Business/Financial Operations	329	3.17%
Community/Social Services	258	2.48%
Computer/Mathematical	69	0.67%
Construction/Extraction	1,195	11.51%
Education/Training/Library	606	5.84%
Farming/Fishing/Forestry	52	0.50%
Food Prep/Serving	607	5.85%
Health Practitioner/Technician	367	3.54%
Healthcare Support	482	4.64%
Maintenance Repair	284	2.74%
Legal	132	1.27%
Life/Physical/Social Science	8	0.08%
Management	1,406	13.54%
Office/Admin. Support	1,012	9.75%
Production	358	3.45%
Protective Services	273	2.63%
Sales/Related	1,411	13.59%
Personal Care/Service	355	3.42%
Transportation/Moving	630	6.07%
<b>2025 Est. Pop 16+ by Occupation Classification</b>		
White Collar	5,718	55.08%
Blue Collar	2,466	23.75%
Service and Farm	2,197	21.16%
<b>2025 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	7,480	73.69%
Car Pooled	1,485	14.63%
Public Transportation	22	0.22%
Walked	40	0.39%
Bicycle	12	0.12%
Other Means	92	0.91%
Worked at Home	1,019	10.04%
<b>2025 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,268	
15 - 29 Minutes	2,104	
30 - 44 Minutes	1,642	
45 - 59 Minutes	959	
60 or more Minutes	1,193	
2025 Est. Avg Travel Time to Work in Minutes		30
<b>2025 Est. Occupied Housing Units by Tenure</b>	<b>8,655</b>	
Owner Occupied	6,774	78.27%
Renter Occupied	1,881	21.73%
2025 Owner Occ. HUs: Avg. Length of Residence		13.46 <sup>†</sup>
2025 Renter Occ. HUs: Avg. Length of Residence		6.05 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2025 Est. Owner-Occupied Housing Units by Value</b>	<b>6,774</b>	
Value Less than \$20,000	92	1.36%
Value \$20,000 - \$39,999	115	1.70%
Value \$40,000 - \$59,999	76	1.12%
Value \$60,000 - \$79,999	131	1.93%
Value \$80,000 - \$99,999	65	0.96%
Value \$100,000 - \$149,999	472	6.97%
Value \$150,000 - \$199,999	520	7.68%
Value \$200,000 - \$299,999	1,405	20.74%
Value \$300,000 - \$399,999	1,007	14.87%
Value \$400,000 - \$499,999	776	11.46%
Value \$500,000 - \$749,999	863	12.74%
Value \$750,000 - \$999,999	596	8.80%
Value \$1,000,000 or \$1,499,999	381	5.62%
Value \$1,500,000 or \$1,999,999	145	2.14%
Value \$2,000,000+	131	1.93%
2025 Est. Median All Owner-Occupied Housing Value		\$346,926
<b>2025 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	7,887	76.79%
1 Unit Attached	72	0.70%
2 Units	27	0.26%
3 or 4 Units	114	1.11%
5 to 19 Units	149	1.45%
20 to 49 Units	109	1.06%
50 or More Units	11	0.11%
Mobile Home or Trailer	1,874	18.25%
Boat, RV, Van, etc.	30	0.29%
<b>2025 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	1,144	11.14%
Housing Units Built 2010 to 2019	1,408	13.71%
Housing Units Built 2000 to 2009	2,031	19.77%
Housing Units Built 1990 to 1999	1,070	10.42%
Housing Units Built 1980 to 1989	1,000	9.74%
Housing Units Built 1970 to 1979	1,820	17.72%
Housing Units Built 1960 to 1969	803	7.82%
Housing Units Built 1950 to 1959	494	4.81%
Housing Units Built 1940 to 1949	94	0.92%
Housing Unit Built 1939 or Earlier	405	3.94%
2025 Est. Median Year Structure Built		1995

<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, 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.