



TheRetailCoach®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Burnet, Texas

Prepared for
Burnet Economic Development Corporation
July 2017





RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Burnet, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	\$319,724,859	\$145,933,871	\$173,790,988	0.456
441	Motor Vehicle and Parts Dealers	\$71,287,976.36	\$20,108,585.00	\$51,179,391.36	0.282
4411	Automotive Dealers	\$61,357,231.34	\$10,133,961.00	\$51,223,270.34	0.165
4412	Other Motor Vehicle Dealers	\$3,986,669.19	\$5,791,740.00	-\$1,805,070.81	1.453
4413	Automotive Parts/Accsrs, Tire Stores	\$5,944,075.83	\$4,182,884.00	\$1,761,191.83	0.704
442	Furniture and Home Furnishings Stores	\$7,273,528.62	\$346,078.00	\$6,927,450.62	0.048
4421	Furniture Stores	\$4,180,500.97	\$0.00	\$4,180,500.97	0.000
4422	Home Furnishing Stores	\$3,093,027.66	\$346,078.00	\$2,746,949.66	0.112
443	Electronics and Appliance Stores	\$11,525,202.82	\$2,105,410.00	\$9,419,792.82	0.183
44311	Appliances, TVs, Electronics Stores	\$5,762,601.41	\$1,052,705.00	\$4,709,896.41	0.183
443111	Household Appliances Stores	\$742,501.18	\$32,417.00	\$710,084.18	0.044
443112	Electronics Stores	\$5,020,100.23	\$1,020,288.00	\$3,999,812.23	0.203
444	Building Material, Garden Equip Stores	\$31,578,201.87	\$5,510,103.00	\$26,068,098.87	0.174
4441	Building Material and Supply Dealers	\$28,988,055.13	\$4,366,887.00	\$24,621,168.13	0.151
44411	Home Centers	\$11,243,036.33	\$1,331,645.00	\$9,911,391.33	0.118
44412	Paint and Wallpaper Stores	\$805,837.69	\$0.00	\$805,837.69	0.000
44413	Hardware Stores	\$2,666,360.20	\$1,363,680.00	\$1,302,680.20	0.511
44419	Other Building Materials Dealers	\$14,272,820.90	\$1,671,562.00	\$12,601,258.90	0.117
444191	Building Materials, Lumberyards	\$5,325,221.32	\$1,354,686.00	\$3,970,535.32	0.254
4442	Lawn, Garden Equipment, Supplies Stores	\$2,590,146.74	\$1,143,216.00	\$1,446,930.74	0.441
44421	Outdoor Power Equipment Stores	\$382,775.80	\$815,953.00	-\$433,177.20	2.132
44422	Nursery and Garden Centers	\$2,207,370.95	\$327,263.00	\$1,880,107.95	0.148

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.



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445	Food and Beverage Stores	\$40,370,685.78	\$49,342,747.00	-\$8,972,061.22	1.222
4451	Grocery Stores	\$36,727,916.77	\$43,873,372.00	-\$7,145,455.23	1.195
44511	Supermarkets, Grocery (Ex Conv) Stores	\$33,739,871.25	\$42,935,100.00	-\$9,195,228.75	1.273
44512	Convenience Stores	\$2,988,045.51	\$938,272.00	\$2,049,773.51	0.314
4452	Specialty Food Stores	\$1,582,207.36	\$2,971.00	\$1,579,236.36	0.002
4453	Beer, Wine and Liquor Stores	\$2,060,561.65	\$5,466,404.00	-\$3,405,842.35	2.653
446	Health and Personal Care Stores	\$19,716,499.98	\$15,032,230.00	\$4,684,269.98	0.762
44611	Pharmacies and Drug Stores	\$15,724,969.38	\$13,833,241.00	\$1,891,728.38	0.880
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$1,947,090.18	\$0.00	\$1,947,090.18	0.000
44613	Optical Goods Stores	\$635,579.06	\$202,972.00	\$432,607.06	0.319
44619	Other Health and Personal Care Stores	\$1,408,861.36	\$996,017.00	\$412,844.36	0.707
447	Gasoline Stations	\$24,618,508.10	\$16,085,764.00	\$8,532,744.10	0.653
44711	Gasoline Stations With Conv Stores	\$13,410,736.38	\$16,085,764.00	-\$2,675,027.62	1.199
44719	Other Gasoline Stations	\$11,207,771.72	\$0.00	\$11,207,771.72	0.000
448	Clothing and Clothing Accessories Stores	\$13,844,984.45	\$5,313,432.00	\$8,531,552.45	0.384
4481	Clothing Stores	\$10,152,375.32	\$3,167,008.00	\$6,985,367.32	0.312
44811	Men's Clothing Stores	\$396,993.55	\$0.00	\$396,993.55	0.000
44812	Women's Clothing Stores	\$2,187,962.49	\$0.00	\$2,187,962.49	0.000
44813	Childrens, Infants Clothing Stores	\$480,413.07	\$94,086.00	\$386,327.07	0.196
44814	Family Clothing Stores	\$5,738,802.91	\$2,597,976.00	\$3,140,826.91	0.453
44815	Clothing Accessories Stores	\$522,600.73	\$0.00	\$522,600.73	0.000
44819	Other Clothing Stores	\$825,602.56	\$474,946.00	\$350,656.56	0.575
4482	Shoe Stores	\$2,056,340.70	\$0.00	\$2,056,340.70	0.000
4483	Jewelry, Luggage, Leather Goods Stores	\$1,636,268.44	\$2,146,424.00	-\$510,155.56	1.312
44831	Jewelry Stores	\$1,484,081.72	\$2,146,424.00	-\$662,342.28	1.446
44832	Luggage and Leather Goods Stores	\$152,186.71	\$0.00	\$152,186.71	0.000

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$6,355,074.72	\$446,389.00	\$5,908,685.72	0.070
4511	Sportng Goods, Hobby, Musical Inst Stores	\$5,391,942.78	\$427,971.00	\$4,963,971.78	0.079
45111	Sporting Goods Stores	\$3,853,963.02	\$427,971.00	\$3,425,992.02	0.111
45112	Hobby, Toys and Games Stores	\$1,053,865.14	\$0.00	\$1,053,865.14	0.000
45113	Sew/Needlework/Piece Goods Stores	\$195,978.96	\$0.00	\$195,978.96	0.000
45114	Musical Instrument and Supplies Stores	\$288,135.66	\$0.00	\$288,135.66	0.000
4512	Book, Periodical and Music Stores	\$963,131.94	\$18,418.00	\$944,713.94	0.019
45121	Book Stores and News Dealers	\$963,131.94	\$18,418.00	\$944,713.94	0.019
451211	Book Stores	\$859,810.71	\$18,418.00	\$841,392.71	0.021
451212	News Dealers and Newsstands	\$103,321.23	\$0.00	\$103,321.23	0.000
452	General Merchandise Stores	\$36,271,605.39	\$8,349,793.00	\$27,921,812.39	0.230
4521	Department Stores Excl Leased Depts	\$23,786,405.34	\$0.00	\$23,786,405.34	0.000
4529	Other General Merchandise Stores	\$12,485,200.05	\$8,349,793.00	\$4,135,407.05	0.669
453	Miscellaneous Store Retailers	\$8,089,102.00	\$5,715,969.00	\$2,373,133.00	0.707
4531	Florists	\$378,609.85	\$581,619.00	-\$203,009.15	1.536
4532	Office Supplies, Stationery, Gift Stores	\$2,790,906.70	\$1,800,741.00	\$990,165.70	0.645
45321	Office Supplies and Stationery Stores	\$1,583,499.41	\$884,226.00	\$699,273.41	0.558
45322	Gift, Novelty and Souvenir Stores	\$1,207,407.28	\$916,515.00	\$290,892.28	0.759
4533	Used Merchandise Stores	\$1,249,983.67	\$1,656,920.00	-\$406,936.33	1.326
4539	Other Miscellaneous Store Retailers	\$3,669,601.79	\$1,676,689.00	\$1,992,912.79	0.457
454	Non-Store Retailers	\$14,252,460.29	\$982,415.00	\$13,270,045.29	0.069

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722	Foodservice and Drinking Places	\$34,541,028.46	\$16,594,956.00	\$17,946,072.46	0.480
7223	Special Foodservices	\$2,078,142.28	\$134,379.00	\$1,943,763.28	0.065
7224	Drinking Places -Alcoholic Beverages	\$1,146,945.63	\$0.00	\$1,146,945.63	0.000
722511	Full Service Restaurants	\$15,349,641.85	\$4,724,114.00	\$10,625,527.85	0.308
722513	Limited Service Eating Places	\$14,192,010.70	\$11,736,463.00	\$2,455,547.70	0.827
722514	Cafeterias, Grill Buffets, and Buffets	\$581,901.01	\$0.00	\$581,901.01	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$1,192,386.99	\$0.00	\$1,192,386.99	0.000

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
Retail Trade Area Population		
2022 Projection	20,559	
2017 Estimate	19,117	
2010 Census	17,176	
Growth 2017 - 2022		7.54%
2017 Estimated Population by Single-Classification Race		
White Alone	16,940	88.61%
Black or African American Alone	543	2.84%
American Indian and Alaska Native Alone	162	0.85%
Asian Alone	93	0.49%
Native Hawaiian and Other Pacific Islander Alone	8	0.04%
Some Other Race Alone	1,001	5.24%
Two or More Races	370	1.94%
2017 Estimated Population by Hispanic or Latino Origin		
Not Hispanic or Latino	15,676	82.00%
Hispanic or Latino	3,441	18.00%
Mexican	2,981	86.61%
Puerto Rican	37	1.09%
Cuban	11	0.32%
All Other Hispanic or Latino	413	11.99%

DESCRIPTION	DATA	%
2017 Estimated Hisp. or Latino Population by Single-Class. Race		
White Alone	2,218	64.44%
Black or African American Alone	23	0.68%
American Indian and Alaska Native Alone	47	1.38%
Asian Alone	1	0.02%
Native Hawaiian and Other Pacific Islander Alone	4	0.12%
Some Other Race Alone	980	28.46%
Two or More Races	169	4.90%
2017 Estimated Population by Race, Asian Alone, by Category		
Chinese, except Taiwanese	0	0.00%
Filipino	22	23.14%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	44	47.14%
Cambodian	21	22.47%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	7	7.25%



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
2017 Estimated Population by Ancestry	19,117	
Other ancestries	5,788	30.28%
Ancestry Unclassified	3,323	17.38%
German	2,514	13.15%
English	2,087	10.92%
Irish	1,735	9.08%
United States or American	1,211	6.33%
Scotch-Irish	546	2.86%
French (except Basque)	544	2.85%
Italian	289	1.51%
Scottish	288	1.50%
Swedish	205	1.07%
Dutch	121	0.63%
Portuguese	97	0.51%
Norwegian	64	0.34%
Czech	55	0.29%
Polish	51	0.26%
Welsh	37	0.20%
Hungarian	33	0.17%
Swiss	33	0.17%
Danish	29	0.15%
French Canadian	16	0.08%
West Indian (except Hisp. groups)	16	0.08%
Greek	12	0.07%
Russian	12	0.06%
Subsaharan African	11	0.06%
Arab	0	0.00%
Lithuanian	0	0.00%
Slovak	0	0.00%
Ukrainian	0	0.00%

DESCRIPTION	DATA	%
2017 Estimated Population Age 5+ by Language Spoken At Home	18,155	
Speak Only English at Home	15,726	86.62%
Speak IndoEuropean Language at Home	215	1.18%
Speak Spanish at Home	2,166	11.93%
Speak Other Language at Home	48	0.26%
2017 Estimated Population by Age	19,117	
Age 0 - 4	962	5.03%
Age 5 - 9	1,019	5.33%
Age 10 - 14	1,170	6.12%
Age 15 - 17	772	4.04%
Age 18 - 20	726	3.80%
Age 21 - 24	1,056	5.52%
Age 25 - 34	2,179	11.40%
Age 35 - 44	2,095	10.96%
Age 45 - 54	2,266	11.86%
Age 55 - 64	2,680	14.02%
Age 65 - 74	2,445	12.79%
Age 75 - 84	1,247	6.52%
Age 85 and over	500	2.62%
Age 16 and over	15,713	82.20%
Age 18 and over	15,194	79.48%
Age 21 and over	14,469	75.69%
Age 65 and over	4,192	21.93%
2017 Estimated Median Age	43.0	
2017 Estimated Average Age	42.5	



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
2017 Estimated Population by Sex	19,117	
Male	9,243	48.35%
Female	9,874	51.65%
2017 Estimated Male Population by Age	9,243	
Age 0 - 4	493	5.33%
Age 5 - 9	522	5.65%
Age 10 - 14	592	6.41%
Age 15 - 17	386	4.18%
Age 18 - 20	373	4.03%
Age 21 - 24	538	5.82%
Age 25 - 34	1,048	11.34%
Age 35 - 44	952	10.30%
Age 45 - 54	1,091	11.81%
Age 55 - 64	1,269	13.73%
Age 65 - 74	1,236	13.37%
Age 75 - 84	566	6.12%
Age 85 and over	177	1.91%
2017 Estimated Median Age, Male	42.0	
2017 Estimated Average Age, Male	41.7	

DESCRIPTION	DATA	%
2017 Estimated Female Population by Age	9,874	
Age 0 - 4	470	4.76%
Age 5 - 9	497	5.03%
Age 10 - 14	577	5.85%
Age 15 - 17	386	3.91%
Age 18 - 20	353	3.57%
Age 21 - 24	517	5.24%
Age 25 - 34	1,131	11.46%
Age 35 - 44	1,143	11.58%
Age 45 - 54	1,175	11.90%
Age 55 - 64	1,411	14.29%
Age 65 - 74	1,209	12.25%
Age 75 - 84	681	6.90%
Age 85 and over	324	3.28%
2017 Estimated Median Age, Female	43.8	
2017 Estimated Average Age, Female	43.3	
2017 Estimated Population Age 15+ by Marital Status	15,966	
Total, Never Married	3,533	22.13%
Males, Never Married	1,835	11.49%
Females, Never Married	1,698	10.63%
Married, Spouse present	9,089	56.93%
Married, Spouse absent	860	5.38%
Widowed	1,224	7.66%
Males Widowed	177	1.11%
Females Widowed	1,047	6.56%
Divorced	1,261	7.90%
Males Divorced	550	3.44%
Females Divorced	711	4.45%



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
2017 Estimated Population Age 25+ by Education Attainment	13,413	
Less than 9th grade	910	6.78%
Some High School, no diploma	1,277	9.52%
High School Graduate (or GED)	4,809	35.85%
Some College, no degree	3,177	23.69%
Associate Degree	535	3.99%
Bachelor's Degree	1,849	13.78%
Master's Degree	772	5.76%
Professional School Degree	61	0.46%
Doctorate Degree	23	0.17%
2017 Estimated Population Age 25+ by Education Attainment, Hispanic/Latino	1,759	
No High School Diploma	814	46.25%
High School Graduate	512	29.12%
Some College or Associate's Degree	379	21.57%
Bachelor's Degree or Higher	54	3.06%
Households		
2022 Projection	7,647	
2017 Estimate	7,109	
2010 Census	6,408	
Growth 2017 - 2022		7.57%

DESCRIPTION	DATA	%
2017 Estimated Households by Household Type	7,109	
Family Households	5,157	72.54%
Nonfamily Households	1,952	27.46%
2017 Estimated Group Quarters Population	1,198	
2017 HHs by Ethnicity, Hispanic/Latino	795	
2017 Estimated Households by HH Income	7,109	
Income < \$15,000	470	6.61%
Income \$15,000 - \$24,999	1,031	14.50%
Income \$25,000 - \$34,999	807	11.34%
Income \$35,000 - \$49,999	963	13.55%
Income \$50,000 - \$74,999	1,513	21.28%
Income \$75,000 - \$99,999	948	13.34%
Income \$100,000 - \$124,999	577	8.11%
Income \$125,000 - \$149,999	331	4.65%
Income \$150,000 - \$199,999	235	3.31%
Income \$200,000 - \$249,999	100	1.41%
Income \$250,000 - \$499,999	87	1.22%
Income \$500,000+	48	0.67%
2017 Estimated Average Household Income	\$70,045	
2017 Estimated Median Household Income	\$54,691	



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Ethnicity		
White Alone	\$55,252	
Black or African American Alone	\$79,912	
American Indian and Alaska Native Alone	\$58,827	
Asian Alone	\$54,234	
Native Hawaiian and Other Pacific Islander Alone	\$40,190	
Some Other Race Alone	\$36,478	
Two or More Races	\$61,153	
Hispanic or Latino	\$46,543	
Not Hispanic or Latino	\$56,058	
2017 Estimated Family HH Type by Presence of Own Child.	5,157	
Married-Couple Family, with own children	1,397	27.09%
Married-Couple Family, without own children	2,776	53.84%
Male Householder, with own children	157	3.05%
Male Householder, with own children	120	2.33%
Female Householder, with own children	389	7.55%
Female Householder, without own children	317	6.15%
2017 Estimated Households by Household Size	7,109	
1-person	1,729	24.32%
2-person	2,793	39.29%
3-person	1,036	14.57%
4-person	817	11.50%
5-person	422	5.94%
6-person	182	2.55%
7-or-more-person	130	1.83%
2017 Estimated Average Household Size	2.52	

DESCRIPTION	DATA	%
2017 Estimated Households with of People Under 18	7,109	
Households with 1 or More People under Age 18:	2,212	31.11%
Married-Couple Family	1,538	69.53%
Other Family, Male Householder	190	8.60%
Other Family, Female Householder	465	21.04%
Nonfamily, Male Householder	15	0.70%
Nonfamily, Female Householder	3	0.14%
Households with No People under Age 18:	4,897	68.89%
Married-Couple Family	2,641	53.92%
Other Family, Male Householder	88	1.79%
Other Family, Female Householder	239	4.87%
Nonfamily, Male Householder	846	17.27%
Nonfamily, Female Householder	1,084	22.14%
2017 Estimated Households by Number of Vehicles	7,109	
No Vehicles	221	3.11%
1 Vehicle	2,022	28.45%
2 Vehicles	3,372	47.43%
3 Vehicles	1,113	15.65%
4 Vehicles	254	3.57%
5 or more Vehicles	127	1.79%
2017 Estimated Average Number of Vehicles	2.0	



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DESCRIPTION	DATA	%
Family Households		
2022 Projection	5,555	
2017 Estimate	5,157	
2010 Census	4,640	
Growth 2017 - 2022		7.72%
2017 Estimated Families by Poverty Status	5,157	
2017 Families at or Above Poverty	4,594	89.08%
2017 Families at or Above Poverty with Children	1,674	32.47%
2017 Families Below Poverty	563	10.92%
2017 Families Below Poverty with Children	430	8.33%
2017 Estimated Population Age 16+ by Employment Status	15,713	
In Armed Forces	0	0.00%
Civilian - Employed	7,974	50.74%
Civilian - Unemployed	486	3.09%
Not in Labor Force	7,254	46.17%
2017 Estimated Civilian. Employed Population 16+ by Class of Worker	8,096	
For-Profit Private Workers	5,023	62.04%
Non-Profit Private Workers	584	7.21%
Local Government Workers	968	11.96%
State Government Workers	309	3.82%
Federal Government Workers	85	1.06%
Self-Employed Workers	1,111	13.72%
Unpaid Family Workers	16	0.19%

DESCRIPTION	DATA	%
2017 Estimated Civilian Employed Population 16+ by Occupation	8,096	
Architect/Engineer	181	2.23%
Arts/Entertainment/Sports	54	0.67%
Building Grounds Maintenance	282	3.48%
Business/Financial Operations	238	2.94%
Community/Social Services	84	1.04%
Computer/Mathematical	60	0.74%
Construction/Extraction	745	9.20%
Education/Training/Library	479	5.91%
Farming/Fishing/Forestry	39	0.48%
Food Prep/Serving	472	5.84%
Health Practitioner/Technician	333	4.12%
Healthcare Support	201	2.48%
Maintenance Repair	457	5.65%
Legal	51	0.63%
Life/Physical/Social Science	13	0.16%
Management	849	10.49%
Office/Admin. Support	1,071	13.23%
Production	521	6.43%
Protective Services	261	3.22%
Sales/Related	947	11.70%
Personal Care/Service	181	2.24%
Transportation/Moving	576	7.12%
2017 Estimated Population 16+ by Occupation Classification	8,096	
Blue Collar	2,299	28.39%
White Collar	4,361	53.86%
Service and Farm	1,437	17.74%



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DESCRIPTION	DATA	%
2017 Estimated Workers Age 16+ by Transportation to Work	8,034	
Drove Alone	6,283	78.21%
Car Pooled	805	10.02%
Public Transportation	16	0.19%
Walked	136	1.69%
Bicycle	0	0.01%
Other Means	89	1.11%
Worked at Home	705	8.78%
2017 Estimated Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,384	
15 - 29 Minutes	2,045	
30 - 44 Minutes	1,240	
45 - 59 Minutes	754	
60 or more Minutes	842	
2017 Estimated Avg Travel Time to Work in Minutes	30.00	
2017 Estimated Occupied Housing Units by Tenure	7,109	
Owner Occupied	5,421	76.26%
Renter Occupied	1,688	23.74%
2017 Owner Occupied Housing Units: Average Length of Residence	13.9	
2017 Renter Occupied Housing Units: Average Length of Residence	6.4	

DESCRIPTION	DATA	%
2017 Estimated Owner Occupied Housing Units by Value	5,421	
Value Less than \$20,000	182	3.36%
Value \$20,000 - \$39,999	248	4.57%
Value \$40,000 - \$59,999	362	6.68%
Value \$60,000 - \$79,999	333	6.14%
Value \$80,000 - \$99,999	558	10.30%
Value \$100,000 - \$149,999	1,022	18.85%
Value \$150,000 - \$199,999	824	15.20%
Value \$200,000 - \$299,999	701	12.94%
Value \$300,000 - \$399,999	550	10.15%
Value \$400,000 - \$499,999	295	5.45%
Value \$500,000 - \$749,999	154	2.84%
Value \$750,000 - \$999,999	78	1.44%
Value \$1,000,000 or more	113	2.08%
2017 Estimated Median Owner Occupied Housing Value	\$150,302	
2017 Estimated Housing Units by Units in Structure	8,823	
1 Unit Attached	81	0.92%
1 Unit Detached	6,379	72.30%
2 Units	66	0.75%
3 or 4 Units	262	2.97%
5 to 19 Units	220	2.49%
20 to 49 Units	88	0.99%
50 or More Units	35	0.40%
Mobile Home or Trailer	1,667	18.90%
Boat, RV, Van, etc.	25	0.28%



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
2017 Estimated Housing Units by Year Structure Built	8,823	
Housing Units Built 2010 or later	951	10.78%
Housing Units Built 2000 to 2009	2,120	24.03%
Housing Units Built 1990 to 1999	1,192	13.51%
Housing Units Built 1980 to 1989	1,346	15.26%
Housing Units Built 1970 to 1979	1,549	17.56%
Housing Units Built 1960 to 1969	745	8.44%
Housing Units Built 1950 to 1959	449	5.09%
Housing Units Built 1940 to 1949	178	2.01%
Housing Unit Built 1939 or Earlier	293	3.32%
2017 Estimated Median Year Structure Built	1989	



COMMUNITY • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
Community Population		
2022 Projection	7,344	
2017 Estimate	6,887	
2010 Census	5,987	
Growth 2017 - 2022		6.64%
2017 Estimated Population by Single-Classification Race	6,887	
White Alone	5,923	86.00%
Black or African American Alone	426	6.19%
American Indian and Alaska Native Alone	65	0.94%
Asian Alone	50	0.73%
Native Hawaiian and Other Pacific Islander Alone	4	0.06%
Some Other Race Alone	275	3.99%
Two or More Races	144	2.09%
2017 Estimated Population by Hispanic or Latino Origin	6,887	
Not Hispanic or Latino	5,476	79.51%
Hispanic or Latino	1,411	20.49%
Mexican	1,224	86.75%
Puerto Rican	12	0.85%
Cuban	5	0.35%
All Other Hispanic or Latino	170	12.05%

DESCRIPTION	DATA	%
2017 Estimated Hisp. or Latino Population by Single-Class. Race	1,411	
White Alone	1,026	72.71%
Black or African American Alone	14	0.99%
American Indian and Alaska Native Alone	31	2.20%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	3	0.21%
Some Other Race Alone	274	19.42%
Two or More Races	63	4.46%
2017 Estimated Population by Race, Asian Alone, by Category	50	
Chinese, except Taiwanese	0	0.00%
Filipino	15	30.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	18	36.00%
Cambodian	17	34.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%



COMMUNITY • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
2017 Estimated Population by Ancestry	6,887	
Other ancestries	2,369	34.40%
Ancestry Unclassified	1,016	14.75%
German	808	11.73%
Irish	685	9.95%
English	653	9.48%
United States or American	430	6.24%
Scotch-Irish	306	4.44%
French (except Basque)	192	2.79%
Scottish	87	1.26%
Italian	77	1.12%
Swedish	73	1.06%
Dutch	56	0.81%
Norwegian	29	0.42%
Polish	24	0.35%
Swiss	19	0.28%
Hungarian	18	0.26%
Czech	14	0.20%
Welsh	10	0.15%
Subsaharan African	7	0.10%
Russian	5	0.07%
Portuguese	4	0.06%
Danish	2	0.03%
French Canadian	2	0.03%
West Indian (except Hisp. groups)	1	0.01%
Arab	0	0.00%
Greek	0	0.00%
Lithuanian	0	0.00%
Slovak	0	0.00%
Ukrainian	0	0.00%

DESCRIPTION	DATA	%
2017 Estimated Population Age 5+ by Language Spoken At Home	6,544	
Speak Only English at Home	5,799	88.62%
Speak Asian/Pacific Islander Lang. at Home	0	0.00%
Speak IndoEuropean Language at Home	162	2.48%
Speak Spanish at Home	583	8.91%
Speak Other Language at Home	0	0.00%
2017 Estimated Population by Age	6,887	
Age 0 - 4	343	4.98%
Age 5 - 9	371	5.39%
Age 10 - 14	427	6.20%
Age 15 - 17	295	4.28%
Age 18 - 20	299	4.34%
Age 21 - 24	488	7.09%
Age 25 - 34	1,037	15.06%
Age 35 - 44	864	12.55%
Age 45 - 54	800	11.62%
Age 55 - 64	713	10.35%
Age 65 - 74	610	8.86%
Age 75 - 84	415	6.03%
Age 85 and over	225	3.27%
Age 16 and over	5,648	82.01%
Age 18 and over	5,451	79.15%
Age 21 and over	5,152	74.81%
Age 65 and over	1,250	18.15%
2017 Estimated Median Age	37.1	
2017 Estimated Average Age	39.9	



COMMUNITY • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
2017 Estimated Population by Sex	6,887	
Male	3,163	45.93%
Female	3,724	54.07%
2017 Estimated Male Population by Age	3,163	
Age 0 - 4	176	5.56%
Age 5 - 9	186	5.88%
Age 10 - 14	216	6.83%
Age 15 - 17	147	4.65%
Age 18 - 20	153	4.84%
Age 21 - 24	246	7.78%
Age 25 - 34	469	14.83%
Age 35 - 44	358	11.32%
Age 45 - 54	359	11.35%
Age 55 - 64	338	10.69%
Age 65 - 74	286	9.04%
Age 75 - 84	165	5.22%
Age 85 and over	64	2.02%
2017 Estimated Median Age, Male	34.8	
2017 Estimated Average Age, Male	38.2	

DESCRIPTION	DATA	%
2017 Estimated Female Population by Age	3,724	
Age 0 - 4	167	4.48%
Age 5 - 9	185	4.97%
Age 10 - 14	211	5.67%
Age 15 - 17	148	3.97%
Age 18 - 20	146	3.92%
Age 21 - 24	242	6.50%
Age 25 - 34	568	15.25%
Age 35 - 44	506	13.59%
Age 45 - 54	441	11.84%
Age 55 - 64	375	10.07%
Age 65 - 74	324	8.70%
Age 75 - 84	250	6.71%
Age 85 and over	161	4.32%
2017 Estimated Median Age, Female	38.9	
2017 Estimated Average Age, Female	41.3	
2017 Estimated Population Age 15+ by Marital Status	5,746	
Total, Never Married	1,507	26.23%
Males, Never Married	806	14.03%
Females, Never Married	701	12.20%
Married, Spouse present	2,954	51.41%
Married, Spouse absent	304	5.29%
Widowed	525	9.14%
Males Widowed	55	0.96%
Females Widowed	470	8.18%
Divorced	456	7.94%
Males Divorced	161	2.80%
Females Divorced	295	5.13%



COMMUNITY • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
2017 Estimated Population Age 25+ by Education Attainment	4,664	
Less than 9th grade	270	5.79%
Some High School, no diploma	479	10.27%
High School Graduate (or GED)	1,821	39.04%
Some College, no degree	1,013	21.72%
Associate Degree	209	4.48%
Bachelor's Degree	599	12.84%
Master's Degree	247	5.30%
Professional School Degree	22	0.47%
Doctorate Degree	4	0.09%
2017 Estimated Population Age 25+ by Education Attainment, Hispanic/Latino	733	
No High School Diploma	256	34.92%
High School Graduate	259	35.33%
Some College or Associate's Degree	194	26.47%
Bachelor's Degree or Higher	24	3.27%
Households		
2022 Projection	2,471	
2017 Estimate	2,324	
2010 Census	2,045	
Growth 2017 - 2022		6.33%

DESCRIPTION	DATA	%
2017 Estimated Households by Household Type	2,324	
Family Households	1,584	68.16%
Nonfamily Households	740	31.84%
2017 Estimated Group Quarters Population	1,051	
2017 HHs by Ethnicity, Hispanic/Latino	306	
2017 Estimated Households by HH Income	2,324	
Income < \$15,000	129	5.55%
Income \$15,000 - \$24,999	383	16.48%
Income \$25,000 - \$34,999	297	12.78%
Income \$35,000 - \$49,999	272	11.70%
Income \$50,000 - \$74,999	558	24.01%
Income \$75,000 - \$99,999	269	11.57%
Income \$100,000 - \$124,999	183	7.87%
Income \$125,000 - \$149,999	115	4.95%
Income \$150,000 - \$199,999	74	3.18%
Income \$200,000 - \$249,999	26	1.12%
Income \$250,000 - \$499,999	16	0.69%
Income \$500,000+	2	0.09%
2017 Estimated Average Household Income	\$64,131	
2017 Estimated Median Household Income	\$53,629	



COMMUNITY • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Ethnicity		
White Alone	\$54,543	
Black or African American Alone	\$71,875	
American Indian and Alaska Native Alone	\$61,957	
Asian Alone	\$56,250	
Native Hawaiian and Other Pacific Islander Alone	\$20,000	
Some Other Race Alone	\$38,355	
Two or More Races	\$48,750	
Hispanic or Latino	\$52,734	
Not Hispanic or Latino	\$53,895	
2017 Estimated Family HH Type by Presence of Own Child.	1,584	
Married-Couple Family, own children	458	28.91%
Married-Couple Family, no own children	695	43.88%
Male Householder, own children	62	3.91%
Male Householder, no own children	38	2.40%
Female Householder, own children	192	12.12%
Female Householder, no own children	139	8.78%
2017 Estimated Households by Household Size	2,324	
1-person	665	28.61%
2-person	772	33.22%
3-person	351	15.10%
4-person	282	12.13%
5-person	146	6.28%
6-person	67	2.88%
7-or-more-person	41	1.76%
2017 Estimated Average Household Size	2.51	

DESCRIPTION	DATA	%
2017 Estimated Households by Presence of People Under 18	2,324	
Households with 1 or More People under Age 18:	804	34.60%
Married-Couple Family	498	61.94%
Other Family, Male Householder	74	9.20%
Other Family, Female Householder	224	27.86%
Nonfamily, Male Householder	8	1.00%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	1,520	65.40%
Married-Couple Family	658	43.29%
Other Family, Male Householder	27	1.78%
Other Family, Female Householder	104	6.84%
Nonfamily, Male Householder	269	17.70%
Nonfamily, Female Householder	462	30.39%
2017 Estimated Households by Number of Vehicles	2,324	
No Vehicles	89	3.83%
1 Vehicle	699	30.08%
2 Vehicles	1,133	48.75%
3 Vehicles	313	13.47%
4 Vehicles	60	2.58%
5 or more Vehicles	30	1.29%
2017 Estimated Average Number of Vehicles	1.9	



COMMUNITY • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
Family Households		
2022 Projection	1,687	
2017 Estimate	1,584	
2010 Census	1,386	
Growth 2017 - 2022		6.50%
2017 Estimated Families by Poverty Status	1,584	
2017 Families at or Above Poverty	1,364	86.11%
2017 Families at or Above Poverty with Children	594	37.50%
2017 Families Below Poverty	220	13.89%
2017 Families Below Poverty with Children	170	10.73%
2017 Estimated Population Age 16+ by Employment Status	5,648	
In Armed Forces	0	0.00%
Civilian - Employed	2,906	51.45%
Civilian - Unemployed	195	3.45%
Not in Labor Force	2,547	45.10%
2017 Estimated Civ. Employed Population 16+ by Class of Worker	2,961	
For-Profit Private Workers	1,797	60.69%
Non-Profit Private Workers	256	8.65%
Local Government Workers	320	10.81%
State Government Workers	107	3.61%
Federal Government Workers	21	0.71%
Self-Employed Workers	458	15.47%
Unpaid Family Workers	2	0.07%

DESCRIPTION	DATA	%
2017 Estimated Civ. Employed Population 16+ by Occupation	2,961	
Architect/Engineer	52	1.76%
Arts/Entertainment/Sports	18	0.61%
Building Grounds Maintenance	83	2.80%
Business/Financial Operations	75	2.53%
Community/Social Services	31	1.05%
Computer/Mathematical	12	0.41%
Construction/Extraction	242	8.17%
Education/Training/Library	245	8.27%
Farming/Fishing/Forestry	19	0.64%
Food Prep/Serving	169	5.71%
Health Practitioner/Technician	114	3.85%
Healthcare Support	115	3.88%
Maintenance Repair	155	5.23%
Legal	13	0.44%
Life/Physical/Social Science	8	0.27%
Management	227	7.67%
Office/Admin. Support	356	12.02%
Production	249	8.41%
Protective Services	50	1.69%
Sales/Related	337	11.38%
Personal Care/Service	62	2.09%
Transportation/Moving	329	11.11%
2017 Estimated Population 16+ by Occupation Classification	2,961	
Blue Collar	975	32.93%
White Collar	1,488	50.25%
Service and Farm	498	16.82%



COMMUNITY • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
2017 Estimated Workers Age 16+ by Transportation to Work	2,941	
Drove Alone	2,235	75.99%
Car Pooled	359	12.21%
Public Transportation	6	0.20%
Walked	44	1.50%
Bicycle	0	0.00%
Other Means	19	0.65%
Worked at Home	278	9.45%
2017 Estimated Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,122	
15 - 29 Minutes	776	
30 - 44 Minutes	329	
45 - 59 Minutes	185	
60 or more Minutes	209	
2017 Estimated Avg Travel Time to Work in Minutes	25.00	
2017 Estimated Occupied Housing Units by Tenure	2,324	
Owner Occupied	1,478	63.60%
Renter Occupied	846	36.40%
2017 Owner Occupied Housing Units: Average Length of Residence	14.3	
2017 Renter Occupied Housing Units: Average Length of Residence	6.0	

DESCRIPTION	DATA	%
2017 Estimated Owner Occupied Housing Units by Value	1,478	
Value Less than \$20,000	32	2.17%
Value \$20,000 - \$39,999	57	3.86%
Value \$40,000 - \$59,999	52	3.52%
Value \$60,000 - \$79,999	107	7.24%
Value \$80,000 - \$99,999	129	8.73%
Value \$100,000 - \$149,999	373	25.24%
Value \$150,000 - \$199,999	284	19.22%
Value \$200,000 - \$299,999	158	10.69%
Value \$300,000 - \$399,999	146	9.88%
Value \$400,000 - \$499,999	75	5.07%
Value \$500,000 - \$749,999	39	2.64%
Value \$750,000 - \$999,999	11	0.74%
Value \$1,000,000 or more	15	1.01%
2017 Estimated Median Owner Occupied Housing Value	\$148,525	
2017 Estimated Housing Units by Units in Structure	2,581	
1 Unit Attached	13	0.50%
1 Unit Detached	1,785	69.16%
2 Units	48	1.86%
3 or 4 Units	214	8.29%
5 to 19 Units	158	6.12%
20 to 49 Units	67	2.60%
50 or More Units	32	1.24%
Mobile Home or Trailer	264	10.23%
Boat, RV, Van, etc.	0	0.00%



COMMUNITY • DEMOGRAPHIC PROFILE

Burnet, Texas

DESCRIPTION	DATA	%
2017 Estimated Housing Units by Year Structure Built	2,581	
Housing Units Built 2010 or later	268	10.38%
Housing Units Built 2000 to 2009	607	23.52%
Housing Units Built 1990 to 1999	318	12.32%
Housing Units Built 1980 to 1989	348	13.48%
Housing Units Built 1970 to 1979	473	18.33%
Housing Units Built 1960 to 1969	245	9.49%
Housing Units Built 1950 to 1959	166	6.43%
Housing Units Built 1940 to 1949	31	1.20%
Housing Unit Built 1939 or Earlier	125	4.84%
2017 Estimated Median Year Structure Built	1987	



ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

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, Nielsen 2016/2017, ESRI 2016, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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