



# Community Profile

City of New Braunfels  
New Braunfels City, TX (4850820)  
Geography: Place

Prepared by Esri

## New Braunfels...

Population Summary	
2010 Total Population	59,139
2020 Total Population	90,382
2020 Group Quarters	1,289
2023 Total Population	100,749
2023 Group Quarters	1,289
2028 Total Population	116,038
2023-2028 Annual Rate	2.87%
2023 Total Daytime Population	105,151
Workers	51,683
Residents	53,468
Household Summary	
2010 Households	21,753
2010 Average Household Size	2.68
2020 Total Households	34,064
2020 Average Household Size	2.62
2023 Households	38,337
2023 Average Household Size	2.59
2028 Households	44,169
2028 Average Household Size	2.60
2023-2028 Annual Rate	2.87%
2010 Families	15,412
2010 Average Family Size	3.18
2023 Families	26,603
2023 Average Family Size	3.14
2028 Families	31,159
2028 Average Family Size	3.11
2023-2028 Annual Rate	3.21%
Housing Unit Summary	
2000 Housing Units	16,456
Owner Occupied Housing Units	61.2%
Renter Occupied Housing Units	30.2%
Vacant Housing Units	8.6%
2010 Housing Units	23,912
Owner Occupied Housing Units	60.4%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	9.0%
2020 Housing Units	37,422
Owner Occupied Housing Units	57.3%
Renter Occupied Housing Units	33.7%
Vacant Housing Units	9.0%
2023 Housing Units	42,141
Owner Occupied Housing Units	62.3%
Renter Occupied Housing Units	28.7%
Vacant Housing Units	9.0%
2028 Housing Units	48,440
Owner Occupied Housing Units	62.5%
Renter Occupied Housing Units	28.6%
Vacant Housing Units	8.8%

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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## New Braunfels...

### 2023 Households by Income

Household Income Base	38,337
<\$15,000	5.1%
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	17.6%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	9.5%
\$200,000+	9.1%
Average Household Income	\$109,187

### 2028 Households by Income

Household Income Base	44,169
<\$15,000	4.4%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	8.6%
\$50,000 - \$74,999	16.2%
\$75,000 - \$99,999	17.5%
\$100,000 - \$149,999	21.4%
\$150,000 - \$199,999	11.4%
\$200,000+	10.9%
Average Household Income	\$123,852

### 2023 Owner Occupied Housing Units by Value

Total	26,252
<\$50,000	3.9%
\$50,000 - \$99,999	4.2%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	6.5%
\$200,000 - \$249,999	19.0%
\$250,000 - \$299,999	17.1%
\$300,000 - \$399,999	24.0%
\$400,000 - \$499,999	7.1%
\$500,000 - \$749,999	8.3%
\$750,000 - \$999,999	1.9%
\$1,000,000 - \$1,499,999	1.7%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.4%
Average Home Value	\$336,526

### 2028 Owner Occupied Housing Units by Value

Total	30,297
<\$50,000	1.4%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	1.9%
\$150,000 - \$199,999	3.5%
\$200,000 - \$249,999	16.2%
\$250,000 - \$299,999	18.6%
\$300,000 - \$399,999	30.1%
\$400,000 - \$499,999	9.8%
\$500,000 - \$749,999	11.9%
\$750,000 - \$999,999	2.5%
\$1,000,000 - \$1,499,999	1.9%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.4%
Average Home Value	\$386,875

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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	New Braunfels...
<b>Median Household Income</b>	
2023	\$81,675
2028	\$89,253
<b>Median Home Value</b>	
2023	\$282,243
2028	\$324,035
<b>Per Capita Income</b>	
2023	\$41,570
2028	\$47,163
<b>Median Age</b>	
2010	35.9
2020	36.5
2023	37.5
2028	38.0
<b>2020 Population by Age</b>	
Total	90,382
0 - 4	6.4%
5 - 9	6.9%
10 - 14	7.1%
15 - 24	12.7%
25 - 34	14.8%
35 - 44	13.7%
45 - 54	12.1%
55 - 64	10.6%
65 - 74	8.8%
75 - 84	4.8%
85 +	2.1%
18 +	75.4%
<b>2023 Population by Age</b>	
Total	100,749
0 - 4	6.6%
5 - 9	7.1%
10 - 14	7.0%
15 - 24	12.0%
25 - 34	13.5%
35 - 44	14.3%
45 - 54	11.8%
55 - 64	11.2%
65 - 74	9.5%
75 - 84	4.9%
85 +	1.9%
18 +	75.3%
<b>2028 Population by Age</b>	
Total	116,038
0 - 4	6.7%
5 - 9	6.9%
10 - 14	7.0%
15 - 24	11.6%
25 - 34	13.4%
35 - 44	14.3%
45 - 54	11.7%
55 - 64	10.5%
65 - 74	9.6%
75 - 84	6.1%
85 +	2.2%
18 +	75.5%
<b>2020 Population by Sex</b>	

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	<b>New Braunfels...</b>
Males	43,677
Females	46,705
<b>2023 Population by Sex</b>	
Males	49,259
Females	51,490
<b>2028 Population by Sex</b>	
Males	56,668
Females	59,370
<b>2010 Population by Race/Ethnicity</b>	
Total	59,140
White Alone	86.5%
Black Alone	1.8%
American Indian Alone	0.7%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.6%
Two or More Races	2.3%
Hispanic Origin	35.4%
Diversity Index	59.0
<b>2020 Population by Race/Ethnicity</b>	
Total	90,382
White Alone	67.9%
Black Alone	2.9%
American Indian Alone	0.7%
Asian Alone	1.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	8.5%
Two or More Races	18.4%
Hispanic Origin	34.6%
Diversity Index	72.4
<b>2023 Population by Race/Ethnicity</b>	
Total	100,749
White Alone	67.1%
Black Alone	2.9%
American Indian Alone	0.8%
Asian Alone	1.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	8.8%
Two or More Races	18.7%
Hispanic Origin	35.4%
Diversity Index	73.2
<b>2028 Population by Race/Ethnicity</b>	
Total	116,038
White Alone	66.5%
Black Alone	2.9%
American Indian Alone	0.9%
Asian Alone	1.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	8.9%
Two or More Races	18.9%
Hispanic Origin	35.1%
Diversity Index	73.5

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## New Braunfels...

### 2020 Population by Relationship and Household Type

Total	90,382
In Households	98.6%
Householder	37.7%
Opposite-Sex Spouse	19.1%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	2.6%
Same-Sex Unmarried Partner	0.1%
Biological Child	27.7%
Adopted Child	0.7%
Stepchild	1.7%
Grandchild	2.3%
Brother or Sister	1.0%
Parent	1.1%
Parent-in-law	0.3%
Son-in-law or Daughter-in-law	0.5%
Other Relatives	1.0%
Foster Child	0.1%
Other Nonrelatives	2.5%
In Group Quarters	1.4%
Institutionalized	1.0%
Noninstitutionalized	0.4%

### 2023 Population 25+ by Educational Attainment

Total	67,775
Less than 9th Grade	3.3%
9th - 12th Grade, No Diploma	4.2%
High School Graduate	22.8%
GED/Alternative Credential	4.3%
Some College, No Degree	19.3%
Associate Degree	6.8%
Bachelor's Degree	27.5%
Graduate/Professional Degree	11.7%

### 2023 Population 15+ by Marital Status

Total	79,855
Never Married	28.1%
Married	56.2%
Widowed	5.4%
Divorced	10.3%

### 2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	49,249
Population 16+ Employed	97.0%
Population 16+ Unemployment rate	3.0%
Population 16-24 Employed	12.9%
Population 16-24 Unemployment rate	7.8%
Population 25-54 Employed	68.4%
Population 25-54 Unemployment rate	2.1%
Population 55-64 Employed	13.6%
Population 55-64 Unemployment rate	2.6%
Population 65+ Employed	5.1%
Population 65+ Unemployment rate	3.3%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## New Braunfels...

2023 Employed Population 16+ by Industry	
Total	47,786
Agriculture/Mining	0.8%
Construction	8.4%
Manufacturing	9.3%
Wholesale Trade	2.2%
Retail Trade	11.7%
Transportation/Utilities	6.7%
Information	1.8%
Finance/Insurance/Real Estate	6.7%
Services	47.7%
Public Administration	4.7%
2023 Employed Population 16+ by Occupation	
Total	47,786
White Collar	62.8%
Management/Business/Financial	17.4%
Professional	25.1%
Sales	9.3%
Administrative Support	11.0%
Services	15.8%
Blue Collar	21.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	3.5%
Production	4.4%
Transportation/Material Moving	9.0%
2020 Households by Type	
Total	34,064
Married Couple Households	51.2%
With Own Children <18	22.1%
Without Own Children <18	29.1%
Cohabiting Couple Households	7.1%
With Own Children <18	2.3%
Without Own Children <18	4.8%
Male Householder, No Spouse/Partner	15.9%
Living Alone	10.6%
65 Years and over	2.8%
With Own Children <18	1.7%
Without Own Children <18, With Relatives	2.3%
No Relatives Present	1.3%
Female Householder, No Spouse/Partner	25.7%
Living Alone	14.5%
65 Years and over	7.5%
With Own Children <18	4.8%
Without Own Children <18, With Relatives	5.4%
No Relatives Present	0.9%
2020 Households by Size	
Total	34,064
1 Person Household	25.1%
2 Person Household	33.1%
3 Person Household	16.3%
4 Person Household	14.0%
5 Person Household	7.0%
6 Person Household	2.9%
7 + Person Household	1.5%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## New Braunfels...

### 2020 Households by Tenure and Mortgage Status

Total	34,064
Owner Occupied	63.0%
Owned with a Mortgage/Loan	46.2%
Owned Free and Clear	16.7%
Renter Occupied	37.0%

### 2023 Affordability, Mortgage and Wealth

Housing Affordability Index	108
Percent of Income for Mortgage	20.8%
Wealth Index	101

### 2020 Housing Units By Urban/ Rural Status

Total	37,422
Urban Housing Units	99.6%
Rural Housing Units	0.4%

### 2020 Population By Urban/ Rural Status

Total	90,382
Urban Population	99.5%
Rural Population	0.5%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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## New Braunfels...

### Top 3 Tapestry Segments

1. Up and Coming Families (7A)
2. Middleburg (4C)
3. Down the Road (10D)

### 2023 Consumer Spending

Apparel & Services: Total \$	\$85,686,341
Average Spent	\$2,235.08
Spending Potential Index	102
Education: Total \$	\$65,875,233
Average Spent	\$1,718.32
Spending Potential Index	96
Entertainment/Recreation: Total \$	\$148,214,432
Average Spent	\$3,866.09
Spending Potential Index	102
Food at Home: Total \$	\$261,584,169
Average Spent	\$6,823.28
Spending Potential Index	100
Food Away from Home: Total \$	\$148,217,335
Average Spent	\$3,866.17
Spending Potential Index	104
Health Care: Total \$	\$289,149,985
Average Spent	\$7,542.32
Spending Potential Index	102
HH Furnishings & Equipment: Total \$	\$116,872,716
Average Spent	\$3,048.56
Spending Potential Index	103
Personal Care Products & Services: Total \$	\$37,874,532
Average Spent	\$987.94
Spending Potential Index	103
Shelter: Total \$	\$962,903,633
Average Spent	\$25,116.82
Spending Potential Index	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$127,709,468
Average Spent	\$3,331.23
Spending Potential Index	106
Travel: Total \$	\$89,342,040
Average Spent	\$2,330.44
Spending Potential Index	104
Vehicle Maintenance & Repairs: Total \$	\$52,415,834
Average Spent	\$1,367.24
Spending Potential Index	104

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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