



Demographic and Income Profile

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

Prepared by Esri

Summary	Census 2010	Census 2020	2023	2028
Population	59,139	90,382	100,749	116,038
Households	21,753	34,064	38,337	44,169
Families	15,412	23,250	26,603	31,159
Average Household Size	2.68	2.62	2.59	2.60
Owner Occupied Housing Units	14,441	21,448	26,252	30,297
Renter Occupied Housing Units	7,311	12,616	12,085	13,872
Median Age	35.9	36.5	37.5	38.0

Trends: 2023-2028 Annual Rate	Area	State	National
Population	2.87%	0.97%	0.30%
Households	2.87%	1.15%	0.49%
Families	3.21%	1.16%	0.44%
Owner HHs	2.91%	1.38%	0.66%
Median Household Income	1.79%	2.56%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	1,971	5.1%	1,959	4.4%
\$15,000 - \$24,999	1,837	4.8%	1,641	3.7%
\$25,000 - \$34,999	2,649	6.9%	2,542	5.8%
\$35,000 - \$49,999	3,800	9.9%	3,812	8.6%
\$50,000 - \$74,999	6,635	17.3%	7,137	16.2%
\$75,000 - \$99,999	6,760	17.6%	7,748	17.5%
\$100,000 - \$149,999	7,552	19.7%	9,467	21.4%
\$150,000 - \$199,999	3,629	9.5%	5,055	11.4%
\$200,000+	3,504	9.1%	4,808	10.9%

Median Household Income	\$81,675	\$89,253
Average Household Income	\$109,187	\$123,852
Per Capita Income	\$41,570	\$47,163

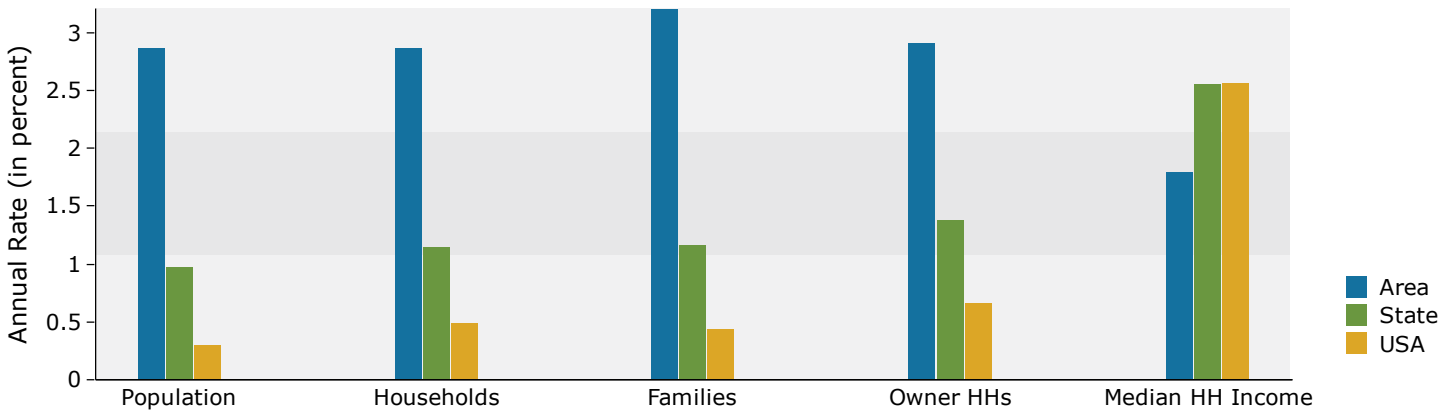
Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,371	7.4%	5,782	6.4%	6,670	6.6%	7,731	6.7%
5 - 9	4,499	7.6%	6,218	6.9%	7,123	7.1%	7,998	6.9%
10 - 14	4,419	7.5%	6,390	7.1%	7,101	7.0%	8,176	7.0%
15 - 19	3,937	6.7%	5,974	6.6%	6,358	6.3%	7,222	6.2%
20 - 24	3,335	5.6%	5,499	6.1%	5,722	5.7%	6,196	5.3%
25 - 34	8,220	13.9%	13,386	14.8%	13,626	13.5%	15,560	13.4%
35 - 44	8,176	13.8%	12,420	13.7%	14,454	14.3%	16,603	14.3%
45 - 54	7,653	12.9%	10,955	12.1%	11,918	11.8%	13,613	11.7%
55 - 64	6,340	10.7%	9,583	10.6%	11,321	11.2%	12,144	10.5%
65 - 74	4,105	6.9%	7,985	8.8%	9,580	9.5%	11,183	9.6%
75 - 84	2,803	4.7%	4,319	4.8%	4,959	4.9%	7,053	6.1%
85+	1,281	2.2%	1,871	2.1%	1,917	1.9%	2,559	2.2%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	51,175	86.5%	61,400	67.9%	67,598	67.1%	77,140	66.5%
Black Alone	1,078	1.8%	2,607	2.9%	2,888	2.9%	3,353	2.9%
American Indian Alone	399	0.7%	632	0.7%	822	0.8%	1,029	0.9%
Asian Alone	585	1.0%	1,339	1.5%	1,537	1.5%	1,909	1.6%
Pacific Islander Alone	25	0.0%	155	0.2%	204	0.2%	282	0.2%
Some Other Race Alone	4,517	7.6%	7,642	8.5%	8,908	8.8%	10,364	8.9%
Two or More Races	1,361	2.3%	16,607	18.4%	18,792	18.7%	21,961	18.9%
Hispanic Origin (Any Race)	20,930	35.4%	31,259	34.6%	35,713	35.4%	40,766	35.1%

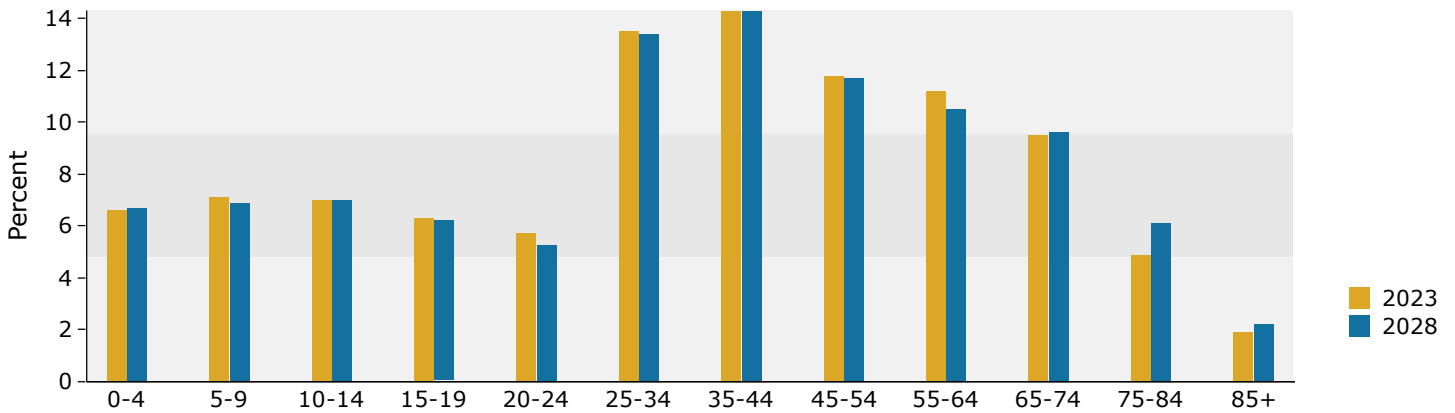
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

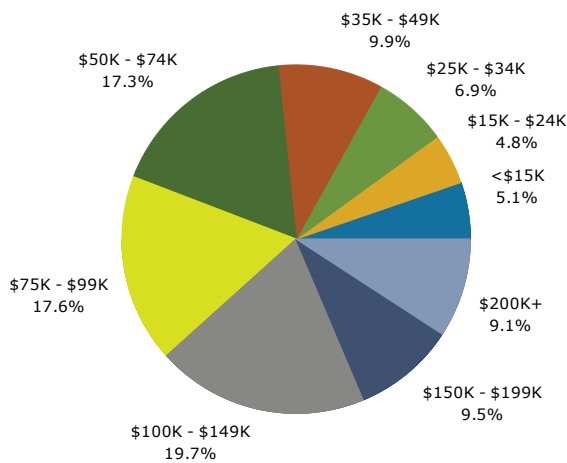
Trends 2023-2028



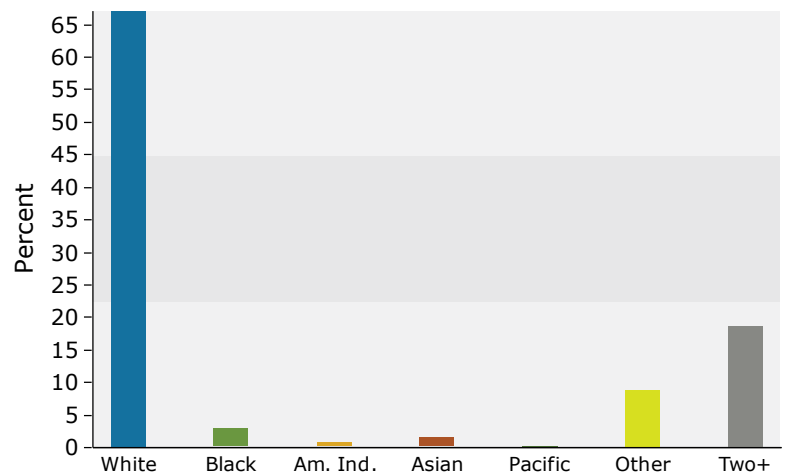
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 35.4%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.