

Kerrville — #1 of 8: Population

Kerrville leads the Hill Country in population

Based on 2024 ACS data, ALEX Intelligence

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THE DATA

24,755

Population (2024)

Kerrville is the largest city in the Texas Hill Country by population.

This figure reflects a sustained demographic pull toward established urban cores in the region. Kerrville's population of 24,755 underscores its role as the anchor city for the broader Hill Country, drawing residents from surrounding rural ZIPs and smaller towns. The concentration of people in one location suggests increasing infrastructure demand and a shift toward centralized services, which may influence future development patterns.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-17-hill-country-tx-population-place-mkt>



01

Population concentration drives demand

In contrast, smaller towns like Bandera and Burnet, while culturally rich, face challenges in scaling services without a similar population base. Kerrville's dominance may therefore define the region's long-term development trajectory.

02

Scale favors strategic investment



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