



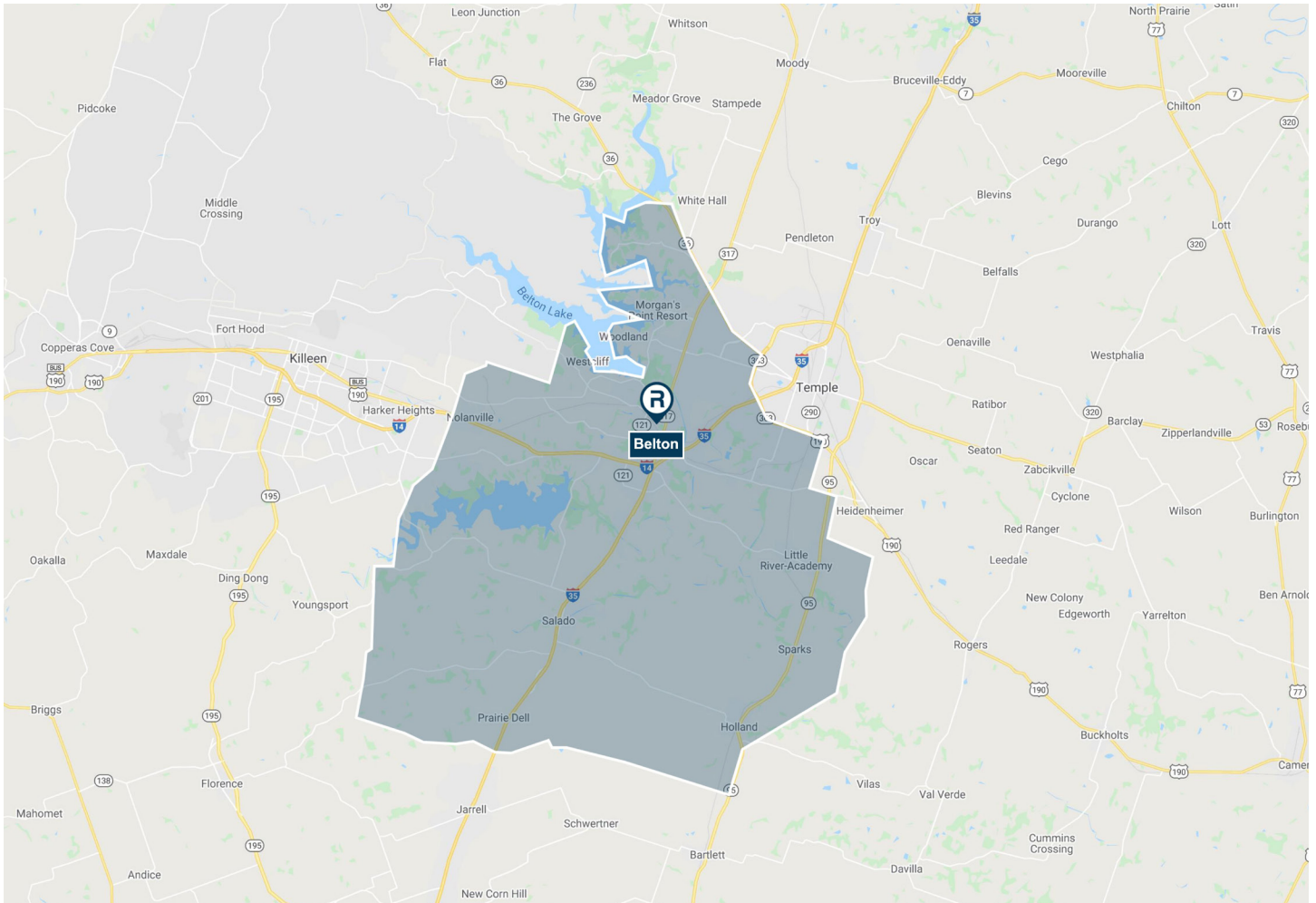
The**Retail**Coach.®

Primary Retail Trade Area Demographic Profile

BELTON, TEXAS

Prepared for City of Belton
July 2021

Primary Retail Trade Area



Prepared for:



City of Belton
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Primary Retail Trade Area • Demographic Profile

Belton, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	111,065	
2021 Estimate	102,423	
2010 Census	82,410	
2000 Census	61,175	
Growth 2021 - 2026		8.44%
Growth 2010 - 2021		24.28%
Growth 2000 - 2010		34.71%
2021 Est. Population by Single-Classification Race	102,423	
White Alone	73,743	72.00%
Black or African American Alone	11,741	11.46%
Amer. Indian and Alaska Native Alone	777	0.76%
Asian Alone	2,898	2.83%
Native Hawaiian and Other Pacific Island Alone	246	0.24%
Some Other Race Alone	8,870	8.66%
Two or More Races	4,147	4.05%
2021 Est. Population by Hispanic or Latino Origin	102,423	
Not Hispanic or Latino	77,397	75.57%
Hispanic or Latino	25,027	24.43%
Mexican	20,733	82.84%
Puerto Rican	1,471	5.88%
Cuban	142	0.57%
All Other Hispanic or Latino	2,681	10.71%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	25,027	
White Alone	13,504	53.96%
Black or African American Alone	495	1.98%
American Indian and Alaska Native Alone	363	1.45%
Asian Alone	101	0.40%
Native Hawaiian and Other Pacific Islander Alone	53	0.21%
Some Other Race Alone	8,796	35.15%
Two or More Races	1,714	6.85%
2021 Est. Pop by Race, Asian Alone, by Category	2,898	
Chinese, except Taiwanese	372	12.84%
Filipino	540	18.63%
Japanese	85	2.93%
Asian Indian	898	30.99%
Korean	359	12.39%
Vietnamese	364	12.56%
Cambodian	8	0.28%
Hmong	0	0.00%
Laotian	74	2.55%
Thai	26	0.90%
All Other Asian Races Including 2+ Category	173	5.97%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	102,423	
Arab	90	0.09%
Czech	2,102	2.05%
Danish	263	0.26%
Dutch	1,140	1.11%
English	7,604	7.42%
French (except Basque)	1,892	1.85%
French Canadian	380	0.37%
German	13,075	12.77%
Greek	67	0.07%
Hungarian	236	0.23%
Irish	8,134	7.94%
Italian	1,882	1.84%
Lithuanian	51	0.05%
United States or American	5,849	5.71%
Norwegian	602	0.59%
Polish	870	0.85%
Portuguese	236	0.23%
Russian	334	0.33%
Scottish	1,998	1.95%
Scotch-Irish	1,331	1.30%
Slovak	80	0.08%
Subsaharan African	449	0.44%
Swedish	753	0.74%
Swiss	299	0.29%
Ukrainian	61	0.06%
Welsh	627	0.61%
West Indian (except Hisp. groups)	208	0.20%
Other ancestries	36,781	35.91%
Ancestry Unclassified	15,030	14.67%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	76,511	80.18%
Speak Asian/Pacific Island Language at Home	1,006	1.05%
Speak IndoEuropean Language at Home	1,752	1.84%
Speak Spanish at Home	15,946	16.71%
Speak Other Language at Home	211	0.22%

Primary Retail Trade Area • Demographic Profile

Belton, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	102,423	
Age 0 - 4	6,997	6.83%
Age 5 - 9	7,060	6.89%
Age 10 - 14	6,918	6.75%
Age 15 - 17	4,118	4.02%
Age 18 - 20	4,643	4.53%
Age 21 - 24	5,475	5.35%
Age 25 - 34	14,341	14.00%
Age 35 - 44	12,755	12.45%
Age 45 - 54	11,348	11.08%
Age 55 - 64	11,827	11.55%
Age 65 - 74	9,684	9.46%
Age 75 - 84	5,235	5.11%
Age 85 and over	2,022	1.97%
Age 16 and over	80,100	78.20%
Age 18 and over	77,331	75.50%
Age 21 and over	72,687	70.97%
Age 65 and over	16,941	16.54%
2021 Est. Median Age		36.24
2021 Est. Average Age		38.34
2021 Est. Population by Sex	102,423	
Male	50,055	48.87%
Female	52,369	51.13%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	50,055	
Age 0 - 4	3,528	7.05%
Age 5 - 9	3,578	7.15%
Age 10 - 14	3,500	6.99%
Age 15 - 17	2,120	4.24%
Age 18 - 20	2,379	4.75%
Age 21 - 24	2,905	5.80%
Age 25 - 34	7,268	14.52%
Age 35 - 44	6,212	12.41%
Age 45 - 54	5,498	10.98%
Age 55 - 64	5,531	11.05%
Age 65 - 74	4,467	8.92%
Age 75 - 84	2,328	4.65%
Age 85 and over	739	1.48%
2021 Est. Median Age, Male		34.64
2021 Est. Average Age, Male		37.18
2021 Est. Female Population by Age	52,369	
Age 0 - 4	3,469	6.62%
Age 5 - 9	3,482	6.65%
Age 10 - 14	3,418	6.53%
Age 15 - 17	1,998	3.81%
Age 18 - 20	2,264	4.32%
Age 21 - 24	2,570	4.91%
Age 25 - 34	7,073	13.51%
Age 35 - 44	6,543	12.49%
Age 45 - 54	5,850	11.17%
Age 55 - 64	6,296	12.02%
Age 65 - 74	5,217	9.96%
Age 75 - 84	2,907	5.55%
Age 85 and over	1,283	2.45%
2021 Est. Median Age, Female		37.83
2021 Est. Average Age, Female		39.44

Primary Retail Trade Area • Demographic Profile

Belton, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	24,315	29.85%
Males, Never Married	12,635	15.51%
Females, Never Married	11,680	14.34%
Married, Spouse present	41,264	50.66%
Married, Spouse absent	3,527	4.33%
Widowed	4,513	5.54%
Males Widowed	1,109	1.36%
Females Widowed	3,405	4.18%
Divorced	7,829	9.61%
Males Divorced	3,415	4.19%
Females Divorced	4,414	5.42%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,083	3.10%
Some High School, no diploma	2,994	4.45%
High School Graduate (or GED)	17,665	26.28%
Some College, no degree	15,561	23.15%
Associate Degree	6,902	10.27%
Bachelor's Degree	12,905	19.20%
Master's Degree	6,313	9.39%
Professional School Degree	1,691	2.52%
Doctorate Degree	1,099	1.63%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,556	19.41%
High School Graduate	4,493	34.13%
Some College or Associate's Degree	4,282	32.52%
Bachelor's Degree or Higher	1,835	13.94%
Households		
2026 Projection	43,014	
2021 Estimate	39,280	
2010 Census	30,858	
2000 Census	22,543	
Growth 2021 - 2026		9.51%
Growth 2010 - 2021		27.29%
Growth 2000 - 2010		36.89%
2021 Est. Households by Household Type	39,280	
Family Households	28,408	72.32%
Nonfamily Households	10,872	27.68%
2021 Est. Group Quarters Population	2,842	
2021 Households by Ethnicity, Hispanic/Latino	7,291	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	39,280	
Income < \$15,000	3,058	7.79%
Income \$15,000 - \$24,999	2,750	7.00%
Income \$25,000 - \$34,999	2,801	7.13%
Income \$35,000 - \$49,999	4,290	10.92%
Income \$50,000 - \$74,999	7,291	18.56%
Income \$75,000 - \$99,999	5,825	14.83%
Income \$100,000 - \$124,999	4,437	11.30%
Income \$125,000 - \$149,999	3,350	8.53%
Income \$150,000 - \$199,999	2,931	7.46%
Income \$200,000 - \$249,999	1,154	2.94%
Income \$250,000 - \$499,999	1,108	2.82%
Income \$500,000+	287	0.73%
2021 Est. Average Household Income		\$91,304
2021 Est. Median Household Income		\$72,984
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$73,904
Black or African American Alone		\$73,109
American Indian and Alaska Native Alone		\$66,126
Asian Alone		\$87,172
Native Hawaiian and Other Pacific Islander Alone		\$41,344
Some Other Race Alone		\$57,959
Two or More Races		\$64,826
Hispanic or Latino		\$56,569
Not Hispanic or Latino		\$77,629
2021 Est. Family HH Type by Presence of Own Child.	28,408	
Married-Couple Family, own children	9,237	32.52%
Married-Couple Family, no own children	13,061	45.98%
Male Householder, own children	873	3.07%
Male Householder, no own children	692	2.44%
Female Householder, own children	2,901	10.21%
Female Householder, no own children	1,643	5.78%
2021 Est. Households by Household Size	39,280	
1-person	9,614	24.48%
2-person	14,049	35.77%
3-person	6,572	16.73%
4-person	5,167	13.15%
5-person	2,440	6.21%
6-person	953	2.43%
7-or-more-person	486	1.24%
2021 Est. Average Household Size		2.54

Primary Retail Trade Area • Demographic Profile

Belton, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	39,280	
Households with 1 or More People under Age 18:	14,474	36.85%
Married-Couple Family	10,019	69.22%
Other Family, Male Householder	1,023	7.07%
Other Family, Female Householder	3,318	22.92%
Nonfamily, Male Householder	76	0.53%
Nonfamily, Female Householder	38	0.26%
Households with No People under Age 18:	24,806	
Married-Couple Family	12,280	49.50%
Other Family, Male Householder	538	2.17%
Other Family, Female Householder	1,222	4.93%
Nonfamily, Male Householder	4,772	19.24%
Nonfamily, Female Householder	5,995	24.17%
2021 Est. Households by Number of Vehicles	39,280	
No Vehicles	1,560	3.97%
1 Vehicle	10,217	26.01%
2 Vehicles	18,295	46.58%
3 Vehicles	6,600	16.80%
4 Vehicles	2,055	5.23%
5 or more Vehicles	552	1.40%
2021 Est. Average Number of Vehicles		2.0
Family Households		
2026 Projection	31,150	
2021 Estimate	28,408	
2010 Census	22,164	
2000 Census	16,613	
Growth 2021 - 2026		9.65%
Growth 2010 - 2021		28.17%
Growth 2000 - 2010		33.41%
2021 Est. Families by Poverty Status	28,408	
2021 Families at or Above Poverty	26,351	92.76%
2021 Families at or Above Poverty with Children	11,810	41.57%
2021 Families Below Poverty	2,057	7.24%
2021 Families Below Poverty with Children	1,715	6.04%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	48,060	60.00%
Civilian Labor Force, Unemployed	2,292	2.86%
Armed Forces	814	1.02%
Not in Labor Force	28,934	36.12%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	47,523	
For-Profit Private Workers	30,138	63.42%
Non-Profit Private Workers	5,544	11.67%
Local Government Workers	3,009	6.33%
State Government Workers	1,302	2.74%
Federal Government Workers	3,513	7.39%
Self-Employed Workers	3,908	8.22%
Unpaid Family Workers	108	0.23%
2021 Est. Civ. Employed Pop 16+ by Occupation	47,523	
Architect/Engineer	532	1.12%
Arts/Entertainment/Sports	715	1.50%
Building Grounds Maintenance	2,202	4.63%
Business/Financial Operations	1,919	4.04%
Community/Social Services	818	1.72%
Computer/Mathematical	1,157	2.43%
Construction/Extraction	2,729	5.74%
Education/Training/Library	3,509	7.38%
Farming/Fishing/Forestry	52	0.11%
Food Prep/Serving	2,427	5.11%
Health Practitioner/Technician	5,510	11.59%
Healthcare Support	1,213	2.55%
Maintenance Repair	1,808	3.81%
Legal	289	0.61%
Life/Physical/Social Science	278	0.58%
Management	3,800	8.00%
Office/Admin. Support	5,734	12.07%
Production	1,930	4.06%
Protective Services	1,640	3.45%
Sales/Related	3,936	8.28%
Personal Care/Service	1,267	2.67%
Transportation/Moving	4,057	8.54%
2021 Est. Pop 16+ by Occupation Classification	47,523	
White Collar	28,198	59.34%
Blue Collar	10,524	22.14%
Service and Farm	8,801	18.52%
2021 Est. Workers Age 16+ by Transp. to Work	47,806	
Drove Alone	39,621	82.88%
Car Pooled	4,178	8.74%
Public Transportation	31	0.07%
Walked	754	1.58%
Bicycle	49	0.10%
Other Means	286	0.60%
Worked at Home	2,886	6.04%

Primary Retail Trade Area • Demographic Profile

Belton, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,501	
15 - 29 Minutes	18,621	
30 - 44 Minutes	6,915	
45 - 59 Minutes	2,783	
60 or more Minutes	2,520	
2021 Est. Avg Travel Time to Work in Minutes		25
2021 Est. Occupied Housing Units by Tenure	39,280	
Owner Occupied	27,821	70.83%
Renter Occupied	11,459	29.17%
2021 Owner Occ. HUs: Avg. Length of Residence		12.47%
2021 Renter Occ. HUs: Avg. Length of Residence		5.44%
2021 Est. Owner-Occupied Housing Units by Value	39,280	
Value Less than \$20,000	423	1.52%
Value \$20,000 - \$39,999	475	1.71%
Value \$40,000 - \$59,999	480	1.73%
Value \$60,000 - \$79,999	856	3.08%
Value \$80,000 - \$99,999	945	3.40%
Value \$100,000 - \$149,999	4,848	17.43%
Value \$150,000 - \$199,999	5,826	20.94%
Value \$200,000 - \$299,999	6,908	24.83%
Value \$300,000 - \$399,999	3,402	12.23%
Value \$400,000 - \$499,999	1,779	6.39%
Value \$500,000 - \$749,999	1,319	4.74%
Value \$750,000 - \$999,999	392	1.41%
Value \$1,000,000 or \$1,499,999	117	0.42%
Value \$1,500,000 or \$1,999,999	35	0.13%
Value \$2,000,000+	15	0.05%
2021 Est. Median All Owner-Occupied Housing Value		\$200,596
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	30,346	72.76%
1 Unit Attached	734	1.76%
2 Units	1,181	2.83%
3 or 4 Units	923	2.21%
5 to 19 Units	2,841	6.81%
20 to 49 Units	942	2.26%
50 or More Units	853	2.04%
Mobile Home or Trailer	3,780	9.06%
Boat, RV, Van, etc.	105	0.25%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,763	18.61%
Housing Units Built 2010 to 2014	3,266	7.83%
Housing Units Built 2000 to 2009	10,023	24.03%
Housing Units Built 1990 to 1999	5,591	13.41%
Housing Units Built 1980 to 1989	5,287	12.68%
Housing Units Built 1970 to 1979	4,847	11.62%
Housing Units Built 1960 to 1969	2,374	5.69%
Housing Units Built 1950 to 1959	1,189	2.85%
Housing Units Built 1940 to 1949	542	1.30%
Housing Unit Built 1939 or Earlier	822	1.97%
2021 Est. Median Year Structure Built		2000

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.



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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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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.

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