



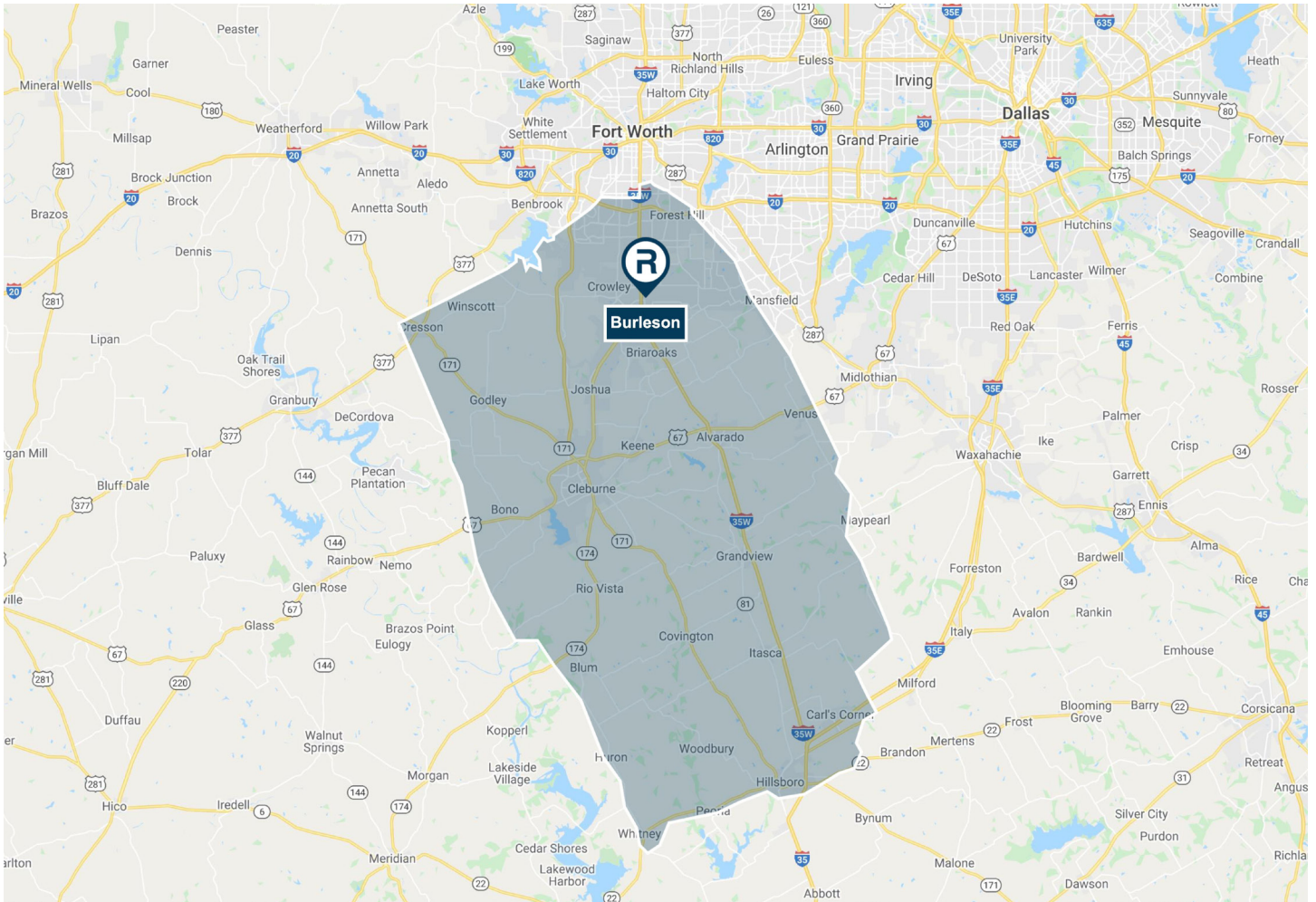
The **Retail** Coach.®

Entertainment Retail Trade Area Demographic Profile

BURLESON, TEXAS

Prepared for Burleson Economic Development Corporation
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Entertainment Retail Trade Area



Prepared for:



**Economic
Development**

Burleson Economic Development Corporation

Alex Philips

Economic Development Manager

141 West Renfro Street

Burleson, Texas 76028-4296

Phone 817.426.9613

aphilips@burlesontx.com

www.burlesontxedc.com



Entertainment Retail Trade Area • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	462,437	
2022 Estimate	436,187	
2010 Census	363,191	
2000 Census	284,864	
Growth 2022 - 2027		6.02%
Growth 2010 - 2022		20.10%
Growth 2000 - 2010		27.50%
2022 Est. Population by Single-Classification Race	436,187	
White Alone	282,039	64.66%
Black or African American Alone	76,640	17.57%
Amer. Indian and Alaska Native Alone	3,150	0.72%
Asian Alone	10,281	2.36%
Native Hawaiian and Other Pacific Island Alone	1,074	0.25%
Some Other Race Alone	48,943	11.22%
Two or More Races	14,060	3.22%
2022 Est. Population by Hispanic or Latino Origin	436,187	
Not Hispanic or Latino	304,747	69.87%
Hispanic or Latino	131,441	30.13%
Mexican	114,765	87.31%
Puerto Rican	2,860	2.18%
Cuban	853	0.65%
All Other Hispanic or Latino	12,962	9.86%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	131,441	
White Alone	74,115	56.39%
Black or African American Alone	1,529	1.16%
American Indian and Alaska Native Alone	1,358	1.03%
Asian Alone	226	0.17%
Native Hawaiian and Other Pacific Islander Alone	58	0.04%
Some Other Race Alone	48,474	36.88%
Two or More Races	5,681	4.32%
2022 Est. Pop by Race, Asian Alone, by Category	10,281	
Chinese, except Taiwanese	811	7.89%
Filipino	1,474	14.34%
Japanese	53	0.52%
Asian Indian	1,472	14.32%
Korean	260	2.53%
Vietnamese	2,517	24.48%
Cambodian	405	3.94%
Hmong	61	0.59%
Laotian	347	3.37%
Thai	34	0.33%
All Other Asian Races Including 2+ Category	2,847	27.69%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	436,187	
Arab	893	0.21%
Czech	1,251	0.29%
Danish	347	0.08%
Dutch	2,177	0.50%
English	20,326	4.66%
French (except Basque)	4,946	1.13%
French Canadian	774	0.18%
German	26,594	6.10%
Greek	272	0.06%
Hungarian	407	0.09%
Irish	24,782	5.68%
Italian	4,839	1.11%
Lithuanian	144	0.03%
United States or American	63,063	14.46%
Norwegian	1,811	0.42%
Polish	2,733	0.63%
Portuguese	387	0.09%
Russian	878	0.20%
Scottish	4,964	1.14%
Scotch-Irish	3,427	0.79%
Slovak	42	0.01%
Subsaharan African	4,529	1.04%
Swedish	1,490	0.34%
Swiss	271	0.06%
Ukrainian	213	0.05%
Welsh	1,737	0.40%
West Indian (except Hisp. groups)	741	0.17%
Other ancestries	203,945	46.76%
Ancestry Unclassified	58,205	13.34%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	309,034	76.10%
Speak Asian/Pacific Island Language at Home	6,216	1.53%
Speak IndoEuropean Language at Home	5,860	1.44%
Speak Spanish at Home	82,608	20.34%
Speak Other Language at Home	2,351	0.58%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	436,187	
Age 0 - 4	30,117	6.91%
Age 5 - 9	31,397	7.20%
Age 10 - 14	33,110	7.59%
Age 15 - 17	20,001	4.58%
Age 18 - 20	17,915	4.11%
Age 21 - 24	22,643	5.19%
Age 25 - 34	58,381	13.38%
Age 35 - 44	57,951	13.29%
Age 45 - 54	53,004	12.15%
Age 55 - 64	49,781	11.41%
Age 65 - 74	36,723	8.42%
Age 75 - 84	18,838	4.32%
Age 85 and over	6,325	1.45%
Age 16 and over	334,987	76.80%
Age 18 and over	321,561	73.72%
Age 21 and over	303,646	69.61%
Age 65 and over	61,886	14.19%
2022 Est. Median Age		35.77
2022 Est. Average Age		37.24
2022 Est. Population by Sex	436,187	
Male	214,888	49.27%
Female	221,299	50.74%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	214,888	
Age 0 - 4	15,516	7.22%
Age 5 - 9	16,152	7.52%
Age 10 - 14	17,034	7.93%
Age 15 - 17	10,262	4.78%
Age 18 - 20	9,274	4.32%
Age 21 - 24	11,618	5.41%
Age 25 - 34	29,252	13.61%
Age 35 - 44	28,266	13.15%
Age 45 - 54	25,887	12.05%
Age 55 - 64	24,241	11.28%
Age 65 - 74	16,929	7.88%
Age 75 - 84	8,122	3.78%
Age 85 and over	2,334	1.09%
2022 Est. Median Age, Male		34.42
2022 Est. Average Age, Male		36.16
2022 Est. Female Population by Age	221,299	
Age 0 - 4	14,601	6.60%
Age 5 - 9	15,245	6.89%
Age 10 - 14	16,076	7.26%
Age 15 - 17	9,739	4.40%
Age 18 - 20	8,640	3.90%
Age 21 - 24	11,026	4.98%
Age 25 - 34	29,129	13.16%
Age 35 - 44	29,685	13.41%
Age 45 - 54	27,117	12.25%
Age 55 - 64	25,539	11.54%
Age 65 - 74	19,794	8.95%
Age 75 - 84	10,716	4.84%
Age 85 and over	3,992	1.80%
2022 Est. Median Age, Female		37.07
2022 Est. Average Age, Female		38.22

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	100,685	29.48%
Males, Never Married	53,867	15.77%
Females, Never Married	46,818	13.71%
Married, Spouse present	163,818	47.96%
Married, Spouse absent	17,245	5.05%
Widowed	18,518	5.42%
Males Widowed	4,234	1.24%
Females Widowed	14,284	4.18%
Divorced	41,295	12.09%
Males Divorced	17,849	5.23%
Females Divorced	23,446	6.86%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	18,280	6.50%
Some High School, no diploma	24,590	8.75%
High School Graduate (or GED)	96,705	34.41%
Some College, no degree	62,316	22.18%
Associate Degree	20,409	7.26%
Bachelor's Degree	39,886	14.19%
Master's Degree	14,580	5.19%
Professional School Degree	2,208	0.79%
Doctorate Degree	2,028	0.72%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	24,377	34.99%
High School Graduate	24,268	34.83%
Some College or Associate's Degree	13,453	19.31%
Bachelor's Degree or Higher	7,579	10.88%
Households		
2027 Projection	156,689	
2022 Estimate	147,934	
2010 Census	124,262	
2000 Census	98,817	
Growth 2022 - 2027		5.92%
Growth 2010 - 2022		19.05%
Growth 2000 - 2010		25.75%
2022 Est. Households by Household Type	147,934	
Family Households	112,839	76.28%
Nonfamily Households	35,095	23.72%
2022 Est. Group Quarters Population	6,586	
2022 Households by Ethnicity, Hispanic/Latino	33,481	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	147,934	
Income < \$15,000	10,923	7.38%
Income \$15,000 - \$24,999	10,281	6.95%
Income \$25,000 - \$34,999	11,477	7.76%
Income \$35,000 - \$49,999	17,787	12.02%
Income \$50,000 - \$74,999	26,615	17.99%
Income \$75,000 - \$99,999	22,103	14.94%
Income \$100,000 - \$124,999	16,525	11.17%
Income \$125,000 - \$149,999	11,263	7.61%
Income \$150,000 - \$199,999	10,683	7.22%
Income \$200,000 - \$249,999	5,070	3.43%
Income \$250,000 - \$499,999	3,871	2.62%
Income \$500,000+	1,336	0.90%
2022 Est. Average Household Income		\$91,183
2022 Est. Median Household Income		\$71,850
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$76,471
Black or African American Alone		\$59,654
American Indian and Alaska Native Alone		\$68,984
Asian Alone		\$69,640
Native Hawaiian and Other Pacific Islander Alone		\$69,398
Some Other Race Alone		\$62,082
Two or More Races		\$70,629
Hispanic or Latino		\$63,244
Not Hispanic or Latino		\$75,162
2022 Est. Family HH Type by Presence of Own Child.	112,839	
Married-Couple Family, own children	38,876	34.45%
Married-Couple Family, no own children	44,888	39.78%
Male Householder, own children	4,091	3.63%
Male Householder, no own children	3,871	3.43%
Female Householder, own children	12,252	10.86%
Female Householder, no own children	8,862	7.85%
2022 Est. Households by Household Size	147,934	
1-person	29,324	19.82%
2-person	44,673	30.20%
3-person	26,804	18.12%
4-person	23,421	15.83%
5-person	13,427	9.08%
6-person	6,040	4.08%
7-or-more-person	4,246	2.87%
2022 Est. Average Household Size		2.91

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	147,934	
Households with 1 or More People under Age 18:	63,121	42.67%
Married-Couple Family	42,732	67.70%
Other Family, Male Householder	5,016	7.95%
Other Family, Female Householder	14,820	23.48%
Nonfamily, Male Householder	418	0.66%
Nonfamily, Female Householder	135	0.21%
Households with No People under Age 18:	84,813	
Married-Couple Family	41,010	48.35%
Other Family, Male Householder	2,961	3.49%
Other Family, Female Householder	6,289	7.41%
Nonfamily, Male Householder	15,696	18.51%
Nonfamily, Female Householder	18,856	22.23%
2022 Est. Households by Number of Vehicles	147,934	
No Vehicles	5,291	3.58%
1 Vehicle	41,958	28.36%
2 Vehicles	64,523	43.62%
3 Vehicles	24,366	16.47%
4 Vehicles	8,527	5.76%
5 or more Vehicles	3,267	2.21%
2022 Est. Average Number of Vehicles		2.0
Family Households		
2027 Projection	119,605	
2022 Estimate	112,839	
2010 Census	94,231	
2000 Census	76,265	
Growth 2022 - 2027		6.00%
Growth 2010 - 2022		19.75%
Growth 2000 - 2010		23.56%
2022 Est. Families by Poverty Status	112,839	
2022 Families at or Above Poverty	102,406	90.75%
2022 Families at or Above Poverty with Children	50,711	44.94%
2022 Families Below Poverty	10,433	9.25%
2022 Families Below Poverty with Children	8,552	7.58%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	204,701	61.11%
Civilian Labor Force, Unemployed	9,683	2.89%
Armed Forces	789	0.24%
Not in Labor Force	119,815	35.77%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	202,440	
For-Profit Private Workers	148,971	73.59%
Non-Profit Private Workers	12,999	6.42%
Local Government Workers	3,924	1.94%
State Government Workers	3,814	1.88%
Federal Government Workers	14,281	7.05%
Self-Employed Workers	17,912	8.85%
Unpaid Family Workers	540	0.27%
2022 Est. Civ. Employed Pop 16+ by Occupation	202,440	
Architect/Engineer	2,689	1.33%
Arts/Entertainment/Sports	1,839	0.91%
Building Grounds Maintenance	7,559	3.73%
Business/Financial Operations	7,064	3.49%
Community/Social Services	2,943	1.45%
Computer/Mathematical	2,869	1.42%
Construction/Extraction	15,760	7.79%
Education/Training/Library	12,230	6.04%
Farming/Fishing/Forestry	422	0.21%
Food Prep/Serving	8,740	4.32%
Health Practitioner/Technician	10,570	5.22%
Healthcare Support	6,487	3.20%
Maintenance Repair	7,259	3.59%
Legal	1,141	0.56%
Life/Physical/Social Science	547	0.27%
Management	16,671	8.24%
Office/Admin. Support	22,359	11.05%
Production	12,719	6.28%
Protective Services	3,749	1.85%
Sales/Related	20,397	10.08%
Personal Care/Service	4,586	2.27%
Transportation/Moving	33,842	16.72%
2022 Est. Pop 16+ by Occupation Classification	202,440	
White Collar	101,318	50.05%
Blue Collar	69,581	34.37%
Service and Farm	31,541	15.58%
2022 Est. Workers Age 16+ by Transp. to Work	200,526	
Drove Alone	169,941	84.75%
Car Pooled	19,875	9.91%
Public Transportation	957	0.48%
Walked	1,518	0.76%
Bicycle	225	0.11%
Other Means	1,440	0.72%
Worked at Home	6,570	3.28%

Entertainment Retail Trade Area • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	32,151	
15 - 29 Minutes	65,025	
30 - 44 Minutes	55,483	
45 - 59 Minutes	23,534	
60 or more Minutes	18,054	
2022 Est. Avg Travel Time to Work in Minutes		33
2022 Est. Occupied Housing Units by Tenure	147,934	
Owner Occupied	108,012	73.01%
Renter Occupied	39,922	26.99%
2022 Owner Occ. HUs: Avg. Length of Residence		14.04%
2022 Renter Occ. HUs: Avg. Length of Residence		6.21%
2022 Est. Owner-Occupied Housing Units by Value	147,934	
Value Less than \$20,000	1,868	1.73%
Value \$20,000 - \$39,999	1,349	1.25%
Value \$40,000 - \$59,999	2,903	2.69%
Value \$60,000 - \$79,999	4,515	4.18%
Value \$80,000 - \$99,999	6,119	5.66%
Value \$100,000 - \$149,999	17,177	15.90%
Value \$150,000 - \$199,999	19,397	17.96%
Value \$200,000 - \$299,999	28,005	25.93%
Value \$300,000 - \$399,999	12,889	11.93%
Value \$400,000 - \$499,999	6,934	6.42%
Value \$500,000 - \$749,999	4,281	3.96%
Value \$750,000 - \$999,999	1,545	1.43%
Value \$1,000,000 or \$1,499,999	541	0.50%
Value \$1,500,000 or \$1,999,999	177	0.16%
Value \$2,000,000+	312	0.29%
2022 Est. Median All Owner-Occupied Housing Value		\$201,928
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	116,820	73.62%
1 Unit Attached	3,025	1.91%
2 Units	2,982	1.88%
3 or 4 Units	3,166	2.00%
5 to 19 Units	9,532	6.01%
20 to 49 Units	2,095	1.32%
50 or More Units	3,502	2.21%
Mobile Home or Trailer	17,304	10.91%
Boat, RV, Van, etc.	247	0.16%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	21,735	13.70%
Housing Units Built 2010 to 2014	5,762	3.63%
Housing Units Built 2000 to 2009	33,686	21.23%
Housing Units Built 1990 to 1999	20,631	13.00%
Housing Units Built 1980 to 1989	24,091	15.18%
Housing Units Built 1970 to 1979	23,998	15.12%
Housing Units Built 1960 to 1969	12,805	8.07%
Housing Units Built 1950 to 1959	10,230	6.45%
Housing Units Built 1940 to 1949	2,757	1.74%
Housing Unit Built 1939 or Earlier	2,979	1.88%
2022 Est. Median Year Structure Built		1991

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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