



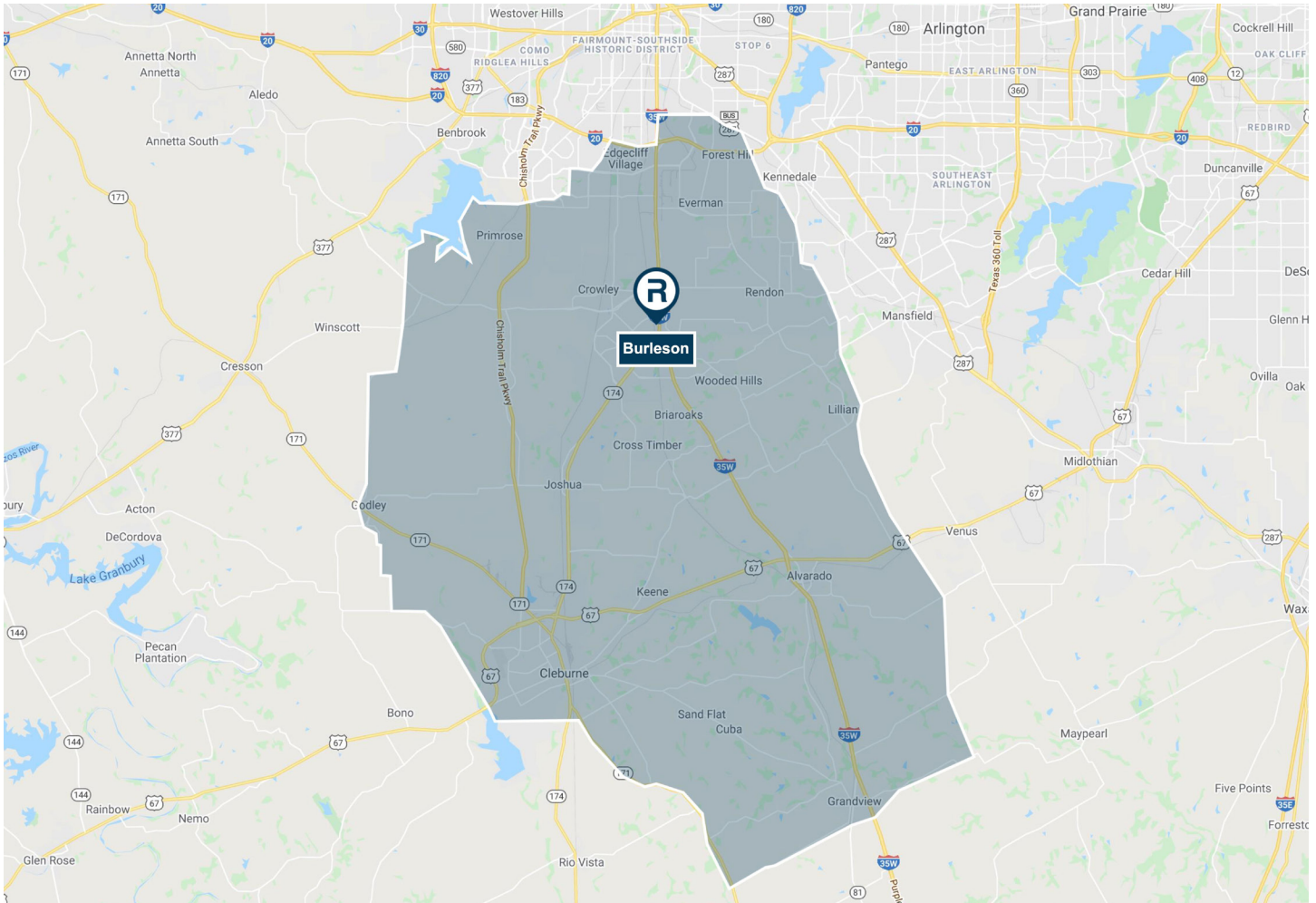
The**Retail**Coach.®

Retail Trade Area Demographic Profile

BURLESON, TEXAS

Prepared for Burleson Economic Development Corporation
November 2021

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



Retail Trade Area • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	360,278	
2022 Estimate	338,720	
2010 Census	276,043	
2000 Census	207,142	
Growth 2022 - 2027		6.37%
Growth 2010 - 2022		22.71%
Growth 2000 - 2010		33.26%
2022 Est. Population by Single-Classification Race	338,720	
White Alone	216,099	63.80%
Black or African American Alone	63,615	18.78%
Amer. Indian and Alaska Native Alone	2,307	0.68%
Asian Alone	8,522	2.52%
Native Hawaiian and Other Pacific Island Alone	976	0.29%
Some Other Race Alone	36,147	10.67%
Two or More Races	11,055	3.26%
2022 Est. Population by Hispanic or Latino Origin	338,720	
Not Hispanic or Latino	242,757	71.67%
Hispanic or Latino	95,963	28.33%
Mexican	82,834	86.32%
Puerto Rican	2,463	2.57%
Cuban	608	0.63%
All Other Hispanic or Latino	10,057	10.48%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	95,963	
White Alone	53,499	55.75%
Black or African American Alone	1,216	1.27%
American Indian and Alaska Native Alone	967	1.01%
Asian Alone	178	0.19%
Native Hawaiian and Other Pacific Islander Alone	35	0.04%
Some Other Race Alone	35,779	37.28%
Two or More Races	4,289	4.47%
2022 Est. Pop by Race, Asian Alone, by Category	8,522	
Chinese, except Taiwanese	648	7.60%
Filipino	1,344	15.77%
Japanese	50	0.59%
Asian Indian	1,146	13.45%
Korean	215	2.52%
Vietnamese	2,149	25.22%
Cambodian	388	4.55%
Hmong	57	0.67%
Laotian	166	1.95%
Thai	18	0.21%
All Other Asian Races Including 2+ Category	2,341	27.47%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	338,720	
Arab	648	0.19%
Czech	707	0.21%
Danish	307	0.09%
Dutch	1,751	0.52%
English	15,062	4.45%
French (except Basque)	3,650	1.08%
French Canadian	638	0.19%
German	20,931	6.18%
Greek	209	0.06%
Hungarian	321	0.10%
Irish	18,654	5.51%
Italian	3,673	1.08%
Lithuanian	66	0.02%
United States or American	53,608	15.83%
Norwegian	1,304	0.39%
Polish	2,046	0.60%
Portuguese	279	0.08%
Russian	737	0.22%
Scottish	3,391	1.00%
Scotch-Irish	2,534	0.75%
Slovak	37	0.01%
Subsaharan African	3,768	1.11%
Swedish	1,175	0.35%
Swiss	233	0.07%
Ukrainian	195	0.06%
Welsh	1,331	0.39%
West Indian (except Hisp. groups)	608	0.18%
Other ancestries	156,117	46.09%
Ancestry Unclassified	44,743	13.21%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	245,120	77.81%
Speak Asian/Pacific Island Language at Home	5,111	1.62%
Speak IndoEuropean Language at Home	4,649	1.48%
Speak Spanish at Home	58,251	18.49%
Speak Other Language at Home	1,901	0.60%

Retail Trade Area • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	338,720	
Age 0 - 4	23,688	6.99%
Age 5 - 9	24,700	7.29%
Age 10 - 14	26,098	7.71%
Age 15 - 17	15,785	4.66%
Age 18 - 20	14,041	4.14%
Age 21 - 24	17,754	5.24%
Age 25 - 34	45,517	13.44%
Age 35 - 44	45,112	13.32%
Age 45 - 54	41,642	12.29%
Age 55 - 64	38,575	11.39%
Age 65 - 74	27,863	8.23%
Age 75 - 84	13,690	4.04%
Age 85 and over	4,256	1.26%
Age 16 and over	259,047	76.48%
Age 18 and over	248,450	73.35%
Age 21 and over	234,409	69.20%
Age 65 and over	45,809	13.52%
2022 Est. Median Age		35.39
2022 Est. Average Age		36.85
2022 Est. Population by Sex	338,720	
Male	166,524	49.16%
Female	172,196	50.84%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	166,524	
Age 0 - 4	12,184	7.32%
Age 5 - 9	12,699	7.63%
Age 10 - 14	13,479	8.09%
Age 15 - 17	8,105	4.87%
Age 18 - 20	7,261	4.36%
Age 21 - 24	9,090	5.46%
Age 25 - 34	22,710	13.64%
Age 35 - 44	21,797	13.09%
Age 45 - 54	20,215	12.14%
Age 55 - 64	18,751	11.26%
Age 65 - 74	12,766	7.67%
Age 75 - 84	5,891	3.54%
Age 85 and over	1,578	0.95%
2022 Est. Median Age, Male		33.99
2022 Est. Average Age, Male		35.77
2022 Est. Female Population by Age	172,196	
Age 0 - 4	11,504	6.68%
Age 5 - 9	12,002	6.97%
Age 10 - 14	12,619	7.33%
Age 15 - 17	7,680	4.46%
Age 18 - 20	6,780	3.94%
Age 21 - 24	8,664	5.03%
Age 25 - 34	22,807	13.25%
Age 35 - 44	23,315	13.54%
Age 45 - 54	21,427	12.44%
Age 55 - 64	19,825	11.51%
Age 65 - 74	15,097	8.77%
Age 75 - 84	7,799	4.53%
Age 85 and over	2,678	1.55%
2022 Est. Median Age, Female		36.73
2022 Est. Average Age, Female		37.84

Retail Trade Area • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	78,109	29.56%
Males, Never Married	41,452	15.69%
Females, Never Married	36,656	13.87%
Married, Spouse present	128,235	48.53%
Married, Spouse absent	12,566	4.76%
Widowed	13,404	5.07%
Males Widowed	3,085	1.17%
Females Widowed	10,319	3.90%
Divorced	31,921	12.08%
Males Divorced	13,602	5.15%
Females Divorced	18,319	6.93%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	12,552	5.79%
Some High School, no diploma	17,898	8.26%
High School Graduate (or GED)	75,837	35.00%
Some College, no degree	49,020	22.63%
Associate Degree	16,184	7.47%
Bachelor's Degree	30,589	14.12%
Master's Degree	11,266	5.20%
Professional School Degree	1,766	0.82%
Doctorate Degree	1,544	0.71%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	16,136	31.90%
High School Graduate	18,310	36.20%
Some College or Associate's Degree	10,137	20.04%
Bachelor's Degree or Higher	5,999	11.86%
Households		
2027 Projection	120,741	
2022 Estimate	113,650	
2010 Census	93,573	
2000 Census	71,266	
Growth 2022 - 2027		6.24%
Growth 2010 - 2022		21.46%
Growth 2000 - 2010		31.30%
2022 Est. Households by Household Type	113,650	
Family Households	88,170	77.58%
Nonfamily Households	25,479	22.42%
2022 Est. Group Quarters Population	4,142	
2022 Households by Ethnicity, Hispanic/Latino	24,396	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	113,650	
Income < \$15,000	7,908	6.96%
Income \$15,000 - \$24,999	7,364	6.48%
Income \$25,000 - \$34,999	8,334	7.33%
Income \$35,000 - \$49,999	13,430	11.82%
Income \$50,000 - \$74,999	20,454	18.00%
Income \$75,000 - \$99,999	17,508	15.41%
Income \$100,000 - \$124,999	13,089	11.52%
Income \$125,000 - \$149,999	8,823	7.76%
Income \$150,000 - \$199,999	8,628	7.59%
Income \$200,000 - \$249,999	4,106	3.61%
Income \$250,000 - \$499,999	2,999	2.64%
Income \$500,000+	1,006	0.89%
2022 Est. Average Household Income		\$92,871
2022 Est. Median Household Income		\$74,129
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$78,018
Black or African American Alone		\$65,702
American Indian and Alaska Native Alone		\$69,293
Asian Alone		\$76,668
Native Hawaiian and Other Pacific Islander Alone		\$70,567
Some Other Race Alone		\$62,357
Two or More Races		\$76,606
Hispanic or Latino		\$65,843
Not Hispanic or Latino		\$77,081
2022 Est. Family HH Type by Presence of Own Child.	88,170	
Married-Couple Family, own children	30,951	35.10%
Married-Couple Family, no own children	34,473	39.10%
Male Householder, own children	3,241	3.68%
Male Householder, no own children	2,915	3.31%
Female Householder, own children	9,738	11.05%
Female Householder, no own children	6,851	7.77%
2022 Est. Households by Household Size	113,650	
1-person	21,200	18.65%
2-person	34,023	29.94%
3-person	21,180	18.64%
4-person	18,680	16.44%
5-person	10,675	9.39%
6-person	4,680	4.12%
7-or-more-person	3,212	2.83%
2022 Est. Average Household Size		2.94

Retail Trade Area • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	113,650	
Households with 1 or More People under Age 18:	50,082	44.07%
Married-Couple Family	33,954	67.80%
Other Family, Male Householder	3,958	7.90%
Other Family, Female Householder	11,733	23.43%
Nonfamily, Male Householder	329	0.66%
Nonfamily, Female Householder	108	0.22%
Households with No People under Age 18:	63,568	
Married-Couple Family	31,457	49.49%
Other Family, Male Householder	2,208	3.47%
Other Family, Female Householder	4,852	7.63%
Nonfamily, Male Householder	11,487	18.07%
Nonfamily, Female Householder	13,564	21.34%
2022 Est. Households by Number of Vehicles	113,650	
No Vehicles	3,145	2.77%
1 Vehicle	31,892	28.06%
2 Vehicles	50,608	44.53%
3 Vehicles	18,897	16.63%
4 Vehicles	6,613	5.82%
5 or more Vehicles	2,495	2.19%
2022 Est. Average Number of Vehicles		2.0
Family Households		
2027 Projection	93,732	
2022 Estimate	88,170	
2010 Census	72,174	
2000 Census	55,743	
Growth 2022 - 2027		6.31%
Growth 2010 - 2022		22.16%
Growth 2000 - 2010		29.48%
2022 Est. Families by Poverty Status	88,170	
2022 Families at or Above Poverty	80,419	91.21%
2022 Families at or Above Poverty with Children	40,430	45.85%
2022 Families Below Poverty	7,752	8.79%
2022 Families Below Poverty with Children	6,334	7.18%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	160,223	61.85%
Civilian Labor Force, Unemployed	7,246	2.80%
Armed Forces	755	0.29%
Not in Labor Force	90,823	35.06%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	158,733	
For-Profit Private Workers	116,425	73.35%
Non-Profit Private Workers	10,870	6.85%
Local Government Workers	3,280	2.07%
State Government Workers	2,820	1.78%
Federal Government Workers	11,394	7.18%
Self-Employed Workers	13,503	8.51%
Unpaid Family Workers	441	0.28%
2022 Est. Civ. Employed Pop 16+ by Occupation	158,733	
Architect/Engineer	2,108	1.33%
Arts/Entertainment/Sports	1,445	0.91%
Building Grounds Maintenance	5,631	3.55%
Business/Financial Operations	5,447	3.43%
Community/Social Services	2,491	1.57%
Computer/Mathematical	2,336	1.47%
Construction/Extraction	11,651	7.34%
Education/Training/Library	9,799	6.17%
Farming/Fishing/Forestry	249	0.16%
Food Prep/Serving	6,748	4.25%
Health Practitioner/Technician	8,579	5.41%
Healthcare Support	5,184	3.27%
Maintenance Repair	5,629	3.55%
Legal	827	0.52%
Life/Physical/Social Science	351	0.22%
Management	12,884	8.12%
Office/Admin. Support	17,752	11.18%
Production	9,468	5.96%
Protective Services	3,180	2.00%
Sales/Related	15,901	10.02%
Personal Care/Service	3,575	2.25%
Transportation/Moving	27,499	17.32%
2022 Est. Pop 16+ by Occupation Classification	158,733	
White Collar	79,919	50.35%
Blue Collar	54,247	34.17%
Service and Farm	24,567	15.48%
2022 Est. Workers Age 16+ by Transp. to Work	157,271	
Drove Alone	134,387	85.45%
Car Pooled	14,725	9.36%
Public Transportation	698	0.44%
Walked	1,158	0.74%
Bicycle	118	0.08%
Other Means	1,111	0.71%
Worked at Home	5,074	3.23%

Retail Trade Area • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	23,104	
15 - 29 Minutes	51,387	
30 - 44 Minutes	45,116	
45 - 59 Minutes	18,675	
60 or more Minutes	14,057	
2022 Est. Avg Travel Time to Work in Minutes		33
2022 Est. Occupied Housing Units by Tenure	113,650	
Owner Occupied	84,106	74.00%
Renter Occupied	29,543	26.00%
2022 Owner Occ. HUs: Avg. Length of Residence		13.72%
2022 Renter Occ. HUs: Avg. Length of Residence		6.14%
2022 Est. Owner-Occupied Housing Units by Value	113,650	
Value Less than \$20,000	1,419	1.69%
Value \$20,000 - \$39,999	837	1.00%
Value \$40,000 - \$59,999	1,915	2.28%
Value \$60,000 - \$79,999	3,180	3.78%
Value \$80,000 - \$99,999	4,357	5.18%
Value \$100,000 - \$149,999	12,966	15.42%
Value \$150,000 - \$199,999	15,253	18.14%
Value \$200,000 - \$299,999	22,674	26.96%
Value \$300,000 - \$399,999	10,570	12.57%
Value \$400,000 - \$499,999	5,613	6.67%
Value \$500,000 - \$749,999	3,373	4.01%
Value \$750,000 - \$999,999	1,180	1.40%
Value \$1,000,000 or \$1,499,999	417	0.50%
Value \$1,500,000 or \$1,999,999	137	0.16%
Value \$2,000,000+	214	0.25%
2022 Est. Median All Owner-Occupied Housing Value		\$207,660
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	90,908	75.16%
1 Unit Attached	2,091	1.73%
2 Units	2,225	1.84%
3 or 4 Units	2,456	2.03%
5 to 19 Units	6,716	5.55%
20 to 49 Units	1,491	1.23%
50 or More Units	2,240	1.85%
Mobile Home or Trailer	12,622	10.44%
Boat, RV, Van, etc.	206	0.17%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	18,092	14.96%
Housing Units Built 2010 to 2014	4,795	3.96%
Housing Units Built 2000 to 2009	27,842	23.02%
Housing Units Built 1990 to 1999	16,002	13.23%
Housing Units Built 1980 to 1989	19,683	16.27%
Housing Units Built 1970 to 1979	18,058	14.93%
Housing Units Built 1960 to 1969	7,973	6.59%
Housing Units Built 1950 to 1959	5,320	4.40%
Housing Units Built 1940 to 1949	1,534	1.27%
Housing Unit Built 1939 or Earlier	1,654	1.37%
2022 Est. Median Year Structure Built		1994

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.



The**RetailCoach**.®

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.