



The**Retail**Coach®

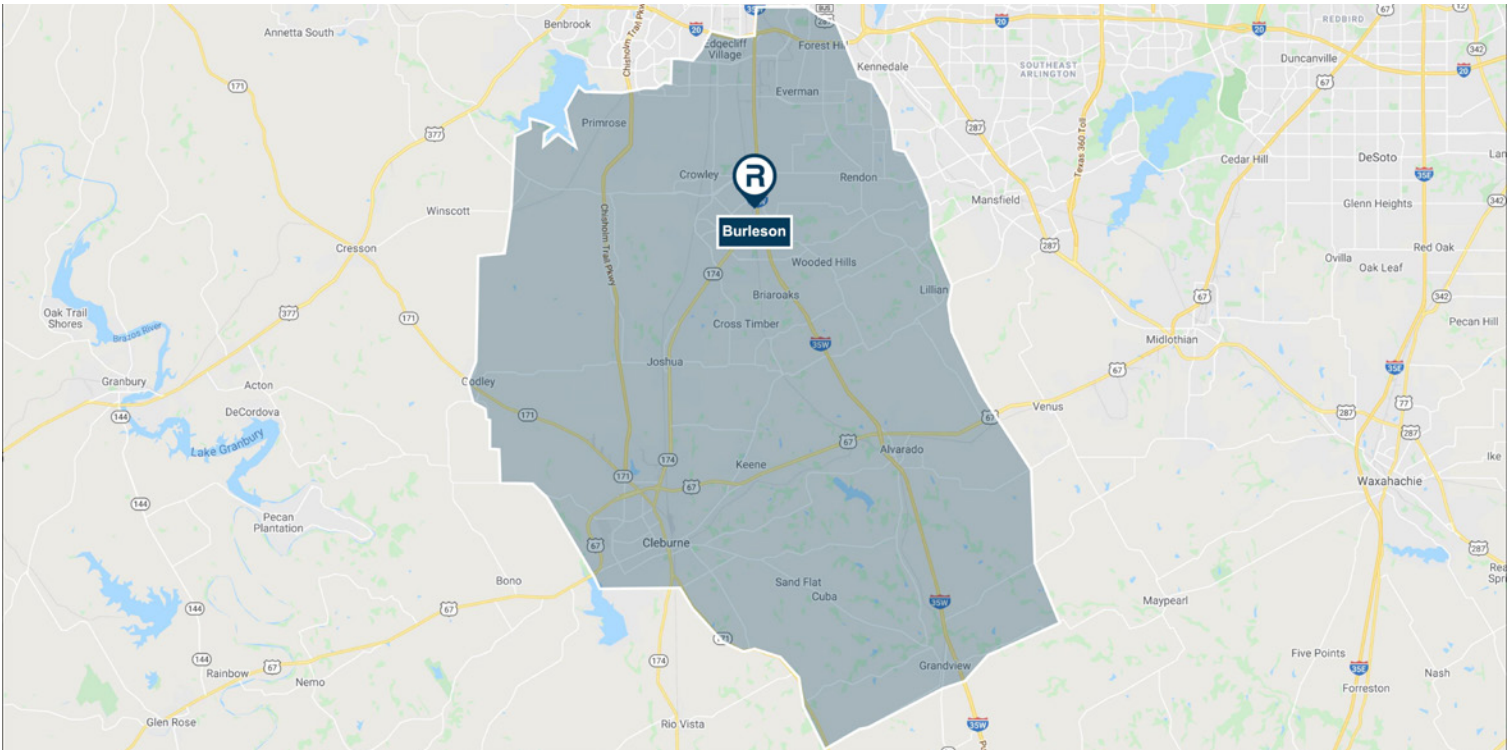
Retail Trade Area Demographic Profile

BURLESON, TEXAS

Prepared for Burleson Economic Development Corporation
January 2023

Retail Trade Area • Demographic Snapshot

Burleson, Texas



Population		Age	
2020	331,828	0 - 9 Years	14.04%
2023	346,183	10 - 17 Years	12.30%
2028	364,399	18 - 24 Years	9.30%
Educational Attainment (%)		25 - 34 Years	13.44%
Graduate or Professional Degree	6.93%	35 - 44 Years	13.35%
Bachelors Degree	14.25%	45 - 54 Years	12.19%
Associate Degree	7.50%	55 - 64 Years	11.38%
Some College	22.04%	65 and Older	14.01%
High School Graduate (GED)	34.52%	Median Age	35.69
Some High School, No Degree	8.57%	Average Age	37.15
Less than 9th Grade	6.19%	Race Distribution (%)	
Income		White	51.58%
Average HH	\$93,395	Black/African American	18.27%
Median HH	\$74,340	American Indian/Alaskan	0.95%
Per Capita	\$31,535	Asian	2.62%
		Native Hawaiian/Islander	0.35%
		Other Race	12.67%
		Two or More Races	13.57%
		Hispanic	30.77%



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Retail Trade Area • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	364,399	
2023 Estimate	346,183	
2020 Census	331,828	
2010 Census	275,155	
Growth 2023 - 2028		5.26%
Growth 2020 - 2023		4.33%
Growth 2010 - 2020		20.60%
2023 Est. Population by Single-Classification Race	346,183	
White Alone	178,565	51.58%
Black or African American Alone	63,239	18.27%
Amer. Indian and Alaska Native Alone	3,288	0.95%
Asian Alone	9,073	2.62%
Native Hawaiian and Other Pacific Island Alone	1,196	0.35%
Some Other Race Alone	43,853	12.67%
Two or More Races	46,970	13.57%
2023 Est. Population by Hispanic or Latino Origin	346,183	
Not Hispanic or Latino	239,666	69.23%
Hispanic or Latino	106,517	30.77%
Mexican	96,316	90.42%
Puerto Rican	2,485	2.33%
Cuban	679	0.64%
All Other Hispanic or Latino	7,036	6.61%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	106,517	
White Alone	24,962	23.43%
Black or African American Alone	1,300	1.22%
American Indian and Alaska Native Alone	2,141	2.01%
Asian Alone	202	0.19%
Native Hawaiian and Other Pacific Islander Alone	76	0.07%
Some Other Race Alone	42,414	39.82%
Two or More Races	35,423	33.26%
2023 Est. Pop by Race, Asian Alone, by Category	9,073	
Chinese, except Taiwanese	1,073	11.83%
Filipino	1,252	13.80%
Japanese	128	1.41%
Asian Indian	1,400	15.43%
Korean	185	2.04%
Vietnamese	2,336	25.75%
Cambodian	238	2.62%
Hmong	39	0.43%
Laotian	205	2.26%
Thai	29	0.32%
All Other Asian Races Including 2+ Category	2,189	24.13%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	346,183	
Arab	673	0.19%
Czech	670	0.19%
Danish	277	0.08%
Dutch	1,462	0.42%
English	15,802	4.57%
French (except Basque)	4,000	1.16%
French Canadian	598	0.17%
German	20,749	5.99%
Greek	328	0.10%
Hungarian	318	0.09%
Irish	18,117	5.23%
Italian	4,444	1.28%
Lithuanian	78	0.02%
United States or American	58,255	16.83%
Norwegian	1,470	0.43%
Polish	2,090	0.60%
Portuguese	249	0.07%
Russian	1,120	0.32%
Scottish	3,371	0.97%
Scotch-Irish	2,385	0.69%
Slovak	38	0.01%
Subsaharan African	3,766	1.09%
Swedish	1,136	0.33%
Swiss	204	0.06%
Ukrainian	173	0.05%
Welsh	1,555	0.45%
West Indian (except Hisp. groups)	599	0.17%
Other ancestries	159,750	46.15%
Ancestry Unclassified	42,508	12.28%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	249,725	77.44%
Speak Asian/Pacific Island Language at Home	5,360	1.66%
Speak IndoEuropean Language at Home	4,141	1.28%
Speak Spanish at Home	61,602	19.10%
Speak Other Language at Home	1,665	0.52%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	346,183	
Age 0 - 4	23,690	6.84%
Age 5 - 9	24,896	7.19%
Age 10 - 14	26,558	7.67%
Age 15 - 17	16,006	4.62%
Age 18 - 20	14,231	4.11%
Age 21 - 24	17,951	5.18%
Age 25 - 34	46,530	13.44%
Age 35 - 44	46,201	13.35%
Age 45 - 54	42,212	12.19%
Age 55 - 64	39,400	11.38%
Age 65 - 74	29,453	8.51%
Age 75 - 84	14,443	4.17%
Age 85 and over	4,612	1.33%
Age 16 and over	265,784	76.78%
Age 18 and over	255,033	73.67%
Age 21 and over	240,802	69.56%
Age 65 and over	48,508	14.01%
2023 Est. Median Age		35.69
2023 Est. Average Age		37.15
2023 Est. Population by Sex	346,183	
Male	169,758	49.04%
Female	176,425	50.96%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	169,758	
Age 0 - 4	12,106	7.13%
Age 5 - 9	12,789	7.53%
Age 10 - 14	13,693	8.07%
Age 15 - 17	8,173	4.82%
Age 18 - 20	7,344	4.33%
Age 21 - 24	9,182	5.41%
Age 25 - 34	23,106	13.61%
Age 35 - 44	22,364	13.17%
Age 45 - 54	20,550	12.11%
Age 55 - 64	19,120	11.26%
Age 65 - 74	13,514	7.96%
Age 75 - 84	6,153	3.62%
Age 85 and over	1,664	0.98%
2023 Est. Median Age, Male		34.34
2023 Est. Average Age, Male		36.06
2023 Est. Female Population by Age	176,425	
Age 0 - 4	11,583	6.57%
Age 5 - 9	12,108	6.86%
Age 10 - 14	12,865	7.29%
Age 15 - 17	7,833	4.44%
Age 18 - 20	6,887	3.90%
Age 21 - 24	8,769	4.97%
Age 25 - 34	23,424	13.28%
Age 35 - 44	23,838	13.51%
Age 45 - 54	21,662	12.28%
Age 55 - 64	20,280	11.50%
Age 65 - 74	15,939	9.03%
Age 75 - 84	8,290	4.70%
Age 85 and over	2,948	1.67%
2023 Est. Median Age, Female		36.98
2023 Est. Average Age, Female		38.15

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	81,862	30.20%
Males, Never Married	42,711	15.76%
Females, Never Married	39,151	14.45%
Married, Spouse present	131,188	48.40%
Married, Spouse absent	12,195	4.50%
Widowed	14,224	5.25%
Males Widowed	2,963	1.09%
Females Widowed	11,261	4.16%
Divorced	31,570	11.65%
Males Divorced	13,825	5.10%
Females Divorced	17,745	6.55%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	13,786	6.19%
Some High School, no diploma	19,092	8.57%
High School Graduate (or GED)	76,931	34.52%
Some College, no degree	49,123	22.04%
Associate Degree	16,714	7.50%
Bachelor's Degree	31,759	14.25%
Master's Degree	11,707	5.25%
Professional School Degree	1,975	0.89%
Doctorate Degree	1,765	0.79%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	17,890	32.51%
High School Graduate	19,477	35.39%
Some College or Associate's Degree	11,042	20.06%
Bachelor's Degree or Higher	6,626	12.04%
Households		
2028 Projection	121,125	
2023 Estimate	115,332	
2020 Census	110,841	
2010 Census	93,347	
Growth 2023 - 2028		5.02%
Growth 2020 - 2023		4.05%
Growth 2010 - 2020		18.74%
2023 Est. Households by Household Type		
Family Households	89,645	77.73%
Nonfamily Households	25,688	22.27%
2023 Est. Group Quarters Population	4,615	
2023 Households by Ethnicity, Hispanic/Latino	26,516	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income		
Income < \$15,000	7,899	6.85%
Income \$15,000 - \$24,999	7,658	6.64%
Income \$25,000 - \$34,999	7,998	6.93%
Income \$35,000 - \$49,999	13,786	11.95%
Income \$50,000 - \$74,999	20,837	18.07%
Income \$75,000 - \$99,999	17,775	15.41%
Income \$100,000 - \$124,999	13,080	11.34%
Income \$125,000 - \$149,999	9,034	7.83%
Income \$150,000 - \$199,999	8,976	7.78%
Income \$200,000 - \$249,999	4,193	3.64%
Income \$250,000 - \$499,999	3,027	2.62%
Income \$500,000+	1,069	0.93%
2023 Est. Average Household Income		\$93,395
2023 Est. Median Household Income		\$74,340
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$77,875
Black or African American Alone		\$67,259
American Indian and Alaska Native Alone		\$76,801
Asian Alone		\$72,191
Native Hawaiian and Other Pacific Islander Alone		\$73,363
Some Other Race Alone		\$66,720
Two or More Races		\$77,059
Hispanic or Latino		\$69,040
Not Hispanic or Latino		\$76,398
2023 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	31,754	35.42%
Married-Couple Family, no own children	34,814	38.84%
Male Householder, own children	3,293	3.67%
Male Householder, no own children	2,934	3.27%
Female Householder, own children	9,915	11.06%
Female Householder, no own children	6,934	7.74%
2023 Est. Households by Household Size		
1-person	21,141	18.33%
2-person	36,703	31.82%
3-person	21,409	18.56%
4-person	19,125	16.58%
5-person	9,957	8.63%
6-person	4,255	3.69%
7-or-more-person	2,743	2.38%
2023 Est. Average Household Size		2.96

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	115,332	
Households with 1 or More People under Age 18:	51,156	44.35%
Married-Couple Family	34,784	68.00%
Other Family, Male Householder	4,001	7.82%
Other Family, Female Householder	11,927	23.32%
Nonfamily, Male Householder	331	0.65%
Nonfamily, Female Householder	113	0.22%
Households with No People under Age 18:	64,176	
Married-Couple Family	31,785	49.53%
Other Family, Male Householder	2,224	3.47%
Other Family, Female Householder	4,921	7.67%
Nonfamily, Male Householder	11,580	18.04%
Nonfamily, Female Householder	13,666	21.30%
2023 Est. Households by Number of Vehicles	115,332	
No Vehicles	3,337	2.89%
1 Vehicle	33,042	28.65%
2 Vehicles	50,747	44.00%
3 Vehicles	19,201	16.65%
4 Vehicles	6,527	5.66%
5 or more Vehicles	2,479	2.15%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2028 Projection	94,230	
2023 Estimate	89,645	
2010 Census	71,937	
Growth 2023 - 2028		5.12%
Growth 2010 - 2023		24.62%
2023 Est. Families by Poverty Status	89,645	
2023 Families at or Above Poverty	81,878	91.34%
2023 Families at or Above Poverty with Children	40,787	45.50%
2023 Families Below Poverty	7,767	8.66%
2023 Families Below Poverty with Children	6,470	7.22%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	162,893	61.29%
Civilian Labor Force, Unemployed	8,388	3.16%
Armed Forces	682	0.26%
Not in Labor Force	93,821	35.30%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	162,816	
For-Profit Private Workers	118,124	72.55%
Non-Profit Private Workers	11,021	6.77%
Local Government Workers	3,617	2.22%
State Government Workers	3,322	2.04%
Federal Government Workers	11,823	7.26%
Self-Employed Workers	14,576	8.95%
Unpaid Family Workers	332	0.20%
2023 Est. Civ. Employed Pop 16+ by Occupation	162,816	
Architect/Engineer	1,991	1.22%
Arts/Entertainment/Sports	1,556	0.96%
Building Grounds Maintenance	6,309	3.87%
Business/Financial Operations	5,525	3.39%
Community/Social Services	2,176	1.34%
Computer/Mathematical	2,545	1.56%
Construction/Extraction	11,718	7.20%
Education/Training/Library	10,712	6.58%
Farming/Fishing/Forestry	240	0.15%
Food Prep/Serving	7,061	4.34%
Health Practitioner/Technician	7,976	4.90%
Healthcare Support	5,679	3.49%
Maintenance Repair	6,078	3.73%
Legal	1,076	0.66%
Life/Physical/Social Science	415	0.26%
Management	13,809	8.48%
Office/Admin. Support	17,660	10.85%
Production	9,723	5.97%
Protective Services	3,128	1.92%
Sales/Related	15,356	9.43%
Personal Care/Service	4,436	2.73%
Transportation/Moving	27,645	16.98%
2023 Est. Pop 16+ by Occupation Classification	162,816	
White Collar	80,796	49.62%
Blue Collar	55,165	33.88%
Service and Farm	26,855	16.49%
2023 Est. Workers Age 16+ by Transp. to Work	160,947	
Drove Alone	136,445	84.78%
Car Pooled	16,135	10.03%
Public Transportation	601	0.37%
Walked	1,044	0.65%
Bicycle	95	0.06%
Other Means	1,277	0.79%
Worked at Home	5,350	3.32%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	23,915	
15 - 29 Minutes	50,934	
30 - 44 Minutes	45,775	
45 - 59 Minutes	19,846	
60 or more Minutes	14,132	
2023 Est. Avg Travel Time to Work in Minutes		33
2023 Est. Occupied Housing Units by Tenure		
Owner Occupied	80,533	69.83%
Renter Occupied	34,799	30.17%
2023 Owner Occ. HUs: Avg. Length of Residence		14.34 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.44 [†]
2023 Est. Owner-Occupied Housing Units by Value		
	115,332	
Value Less than \$20,000	1,486	1.84%
Value \$20,000 - \$39,999	917	1.14%
Value \$40,000 - \$59,999	1,446	1.79%
Value \$60,000 - \$79,999	2,593	3.22%
Value \$80,000 - \$99,999	3,525	4.38%
Value \$100,000 - \$149,999	10,883	13.51%
Value \$150,000 - \$199,999	12,363	15.35%
Value \$200,000 - \$299,999	23,022	28.59%
Value \$300,000 - \$399,999	12,863	15.97%
Value \$400,000 - \$499,999	5,151	6.40%
Value \$500,000 - \$749,999	4,150	5.15%
Value \$750,000 - \$999,999	1,350	1.68%
Value \$1,000,000 or \$1,499,999	506	0.63%
Value \$1,500,000 or \$1,999,999	117	0.15%
Value \$2,000,000+	161	0.20%
2023 Est. Median All Owner-Occupied Housing Value		\$228,324
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	91,282	75.32%
1 Unit Attached	1,969	1.62%
2 Units	2,247	1.85%
3 or 4 Units	2,582	2.13%
5 to 19 Units	6,454	5.33%
20 to 49 Units	1,484	1.22%
50 or More Units	2,712	2.24%
Mobile Home or Trailer	12,245	10.10%
Boat, RV, Van, etc.	223	0.18%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	12,796	10.56%
Housing Units Built 2010 to 2014	5,203	4.29%
Housing Units Built 2000 to 2009	28,001	23.10%
Housing Units Built 1990 to 1999	17,246	14.23%
Housing Units Built 1980 to 1989	20,948	17.28%
Housing Units Built 1970 to 1979	18,266	15.07%
Housing Units Built 1960 to 1969	9,473	7.82%
Housing Units Built 1950 to 1959	6,179	5.10%
Housing Units Built 1940 to 1949	1,465	1.21%
Housing Unit Built 1939 or Earlier	1,619	1.34%
2023 Est. Median Year Structure Built		1992

[†] Years

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**Retail**Coach®

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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