



TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Burleson, Texas

Prepared for
Burleson Economic Development Corporation
November 2019



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Burleson, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	348,614	
2019 Estimate	323,510	
2010 Census	276,019	
2000 Census	207,097	
Growth 2019 - 2024		7.76%
Growth 2010 - 2019		17.21%
Growth 2000 - 2010		33.28%
2019 Est. Population by Single-Classification Race	323,510	
White Alone	211,836	65.48%
Black or African American Alone	58,581	18.11%
Amer. Indian and Alaska Native Alone	2,194	0.68%
Asian Alone	7,994	2.47%
Native Hawaiian and Other Pacific Island Alone	935	0.29%
Some Other Race Alone	32,159	9.94%
Two or More Races	9,811	3.03%
2019 Est. Population by Hispanic or Latino Origin	323,510	
Not Hispanic or Latino	238,184	73.63%
Hispanic or Latino	85,326	26.38%
Mexican	73,735	86.42%
Puerto Rican	2,170	2.54%
Cuban	550	0.65%
All Other Hispanic or Latino	8,871	10.40%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	85,326	
White Alone	47,518	55.69%
Black or African American Alone	1,122	1.32%
American Indian and Alaska Native Alone	865	1.01%
Asian Alone	163	0.19%
Native Hawaiian and Other Pacific Islander Alone	31	0.04%
Some Other Race Alone	31,791	37.26%
Two or More Races	3,835	4.49%
2019 Est. Pop by Race, Asian Alone, by Category	7,994	
Chinese, except Taiwanese	803	10.05%
Filipino	1,287	16.10%
Japanese	45	0.56%
Asian Indian	984	12.31%
Korean	271	3.39%
Vietnamese	1,960	24.52%
Cambodian	201	2.51%
Hmong	2	0.03%
Laotian	80	1.00%
Thai	25	0.31%
All Other Asian Races Including 2+ Category	2,336	29.22%

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DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	323,510	
Arab	822	0.25%
Czech	554	0.17%
Danish	219	0.07%
Dutch	1,177	0.36%
English	13,819	4.27%
French (except Basque)	3,498	1.08%
French Canadian	506	0.16%
German	20,303	6.28%
Greek	48	0.02%
Hungarian	166	0.05%
Irish	16,969	5.25%
Italian	3,944	1.22%
Lithuanian	145	0.05%
United States or American	33,184	10.26%
Norwegian	1,112	0.34%
Polish	1,585	0.49%
Portuguese	184	0.06%
Russian	177	0.06%
Scottish	3,118	0.96%
Scotch-Irish	2,970	0.92%
Slovak	41	0.01%
Subsaharan African	2,931	0.91%
Swedish	1,319	0.41%
Swiss	375	0.12%
Ukrainian	73	0.02%
Welsh	768	0.24%
West Indian (except Hisp. groups)	809	0.25%
Other ancestries	162,111	50.11%
Ancestry Unclassified	50,585	15.64%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	235,353	78.49%
Speak Asian/Pacific Island Language at Home	3,742	1.25%
Speak IndoEuropean Language at Home	5,477	1.83%
Speak Spanish at Home	53,347	17.79%
Speak Other Language at Home	1,916	0.64%
2019 Est. Population by Age	323,510	
Age 0 - 4	23,674	7.32%
Age 5 - 9	24,256	7.50%
Age 10 - 14	25,124	7.77%
Age 15 - 17	15,039	4.65%
Age 18 - 20	13,416	4.15%
Age 21 - 24	17,139	5.30%
Age 25 - 34	42,389	13.10%
Age 35 - 44	42,381	13.10%
Age 45 - 54	40,989	12.67%
Age 55 - 64	37,395	11.56%
Age 65 - 74	25,743	7.96%
Age 75 - 84	12,012	3.71%
Age 85 and over	3,953	1.22%
Age 16 and over	245,514	75.89%
Age 18 and over	235,417	72.77%
Age 21 and over	222,001	68.62%
Age 65 and over	41,708	12.89%
2019 Est. Median Age		35.17
2019 Est. Average Age		36.52

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	323,510	
Male	158,909	49.12%
Female	164,600	50.88%
2019 Est. Male Population by Age	158,909	
Age 0 - 4	12,124	7.63%
Age 5 - 9	12,508	7.87%
Age 10 - 14	13,001	8.18%
Age 15 - 17	7,694	4.84%
Age 18 - 20	6,929	4.36%
Age 21 - 24	8,800	5.54%
Age 25 - 34	20,923	13.17%
Age 35 - 44	20,510	12.91%
Age 45 - 54	19,924	12.54%
Age 55 - 64	18,141	11.42%
Age 65 - 74	11,795	7.42%
Age 75 - 84	5,178	3.26%
Age 85 and over	1,382	0.87%
2019 Est. Median Age, Male		33.78
2019 Est. Average Age, Male		35.42

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	164,600	
Age 0 - 4	11,550	7.02%
Age 5 - 9	11,748	7.14%
Age 10 - 14	12,123	7.37%
Age 15 - 17	7,344	4.46%
Age 18 - 20	6,486	3.94%
Age 21 - 24	8,339	5.07%
Age 25 - 34	21,466	13.04%
Age 35 - 44	21,872	13.29%
Age 45 - 54	21,065	12.80%
Age 55 - 64	19,253	11.70%
Age 65 - 74	13,948	8.47%
Age 75 - 84	6,834	4.15%
Age 85 and over	2,571	1.56%
2019 Est. Median Age, Female		36.48
2019 Est. Average Age, Female		37.49
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	72,583	28.98%
Males, Never Married	37,828	15.10%
Females, Never Married	34,755	13.88%
Married, Spouse present	121,936	48.69%
Married, Spouse absent	12,859	5.13%
Widowed	12,306	4.91%
Males Widowed	3,125	1.25%
Females Widowed	9,180	3.67%
Divorced	30,772	12.29%
Males Divorced	12,120	4.84%
Females Divorced	18,652	7.45%

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	13,118	6.4%
Some High School, no diploma	17,412	8.5%
High School Graduate (or GED)	67,628	33.0%
Some College, no degree	49,893	24.4%
Associate Degree	15,386	7.5%
Bachelor's Degree	29,374	14.3%
Master's Degree	9,062	4.4%
Professional School Degree	1,631	0.8%
Doctorate Degree	1,356	0.7%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	15,577	35.48%
High School Graduate	14,430	32.87%
Some College or Associate's Degree	9,583	21.83%
Bachelor's Degree or Higher	4,312	9.82%
Households		
2024 Projection	116,750	
2019 Estimate	108,562	
2010 Census	93,611	
2000 Census	71,280	
Growth 2019 - 2024		7.54%
Growth 2010 - 2019		15.97%
Growth 2000 - 2010		31.33%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	108,562	
Family Households	84,092	77.46%
Nonfamily Households	24,471	22.54%
2019 Est. Group Quarters Population	4,193	
2019 Households by Ethnicity, Hispanic/Latino	21,438	
2019 Est. Households by Household Income	108,562	
Income < \$15,000	8,881	8.18%
Income \$15,000 - \$24,999	9,242	8.51%
Income \$25,000 - \$34,999	9,442	8.70%
Income \$35,000 - \$49,999	14,570	13.42%
Income \$50,000 - \$74,999	21,777	20.06%
Income \$75,000 - \$99,999	16,118	14.85%
Income \$100,000 - \$124,999	11,564	10.65%
Income \$125,000 - \$149,999	6,821	6.28%
Income \$150,000 - \$199,999	5,713	5.26%
Income \$200,000 - \$249,999	2,112	1.95%
Income \$250,000 - \$499,999	1,844	1.70%
Income \$500,000+	479	0.44%
2019 Est. Average Household Income		\$78,677
2019 Est. Median Household Income		\$63,296

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$67,025
Black or African American Alone		\$55,065
American Indian and Alaska Native Alone		\$51,776
Asian Alone		\$57,734
Native Hawaiian and Other Pacific Islander Alone		\$81,758
Some Other Race Alone		\$52,090
Two or More Races		\$56,181
Hispanic or Latino		\$53,805
Not Hispanic or Latino		\$66,324
2019 Est. Family HH Type by Presence of Own Child.	84,092	
Married-Couple Family, own children	29,461	35.03%
Married-Couple Family, no own children	32,838	39.05%
Male Householder, own children	3,094	3.68%
Male Householder, no own children	2,791	3.32%
Female Householder, own children	9,336	11.10%
Female Householder, no own children	6,571	7.81%
2019 Est. Households by Household Size	108,562	
1-person	20,331	18.73%
2-person	32,484	29.92%
3-person	20,144	18.56%
4-person	17,933	16.52%
5-person	10,177	9.37%
6-person	4,424	4.08%
7-or-more-person	3,071	2.83%
2019 Est. Average Household Size		2.94

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	108,562	
Households with 1 or More People under Age 18:	47,782	44.01%
Married-Couple Family	32,340	67.68%
Other Family, Male Householder	3,774	7.90%
Other Family, Female Householder	11,252	23.55%
Nonfamily, Male Householder	313	0.66%
Nonfamily, Female Householder	103	0.22%
Households with No People under Age 18:	60,780	55.99%
Married-Couple Family	29,969	49.31%
Other Family, Male Householder	2,111	3.47%
Other Family, Female Householder	4,656	7.66%
Nonfamily, Male Householder	10,994	18.09%
Nonfamily, Female Householder	13,050	21.47%
2019 Est. Households by Number of Vehicles	108,562	
No Vehicles	3,308	3.05%
1 Vehicle	31,303	28.83%
2 Vehicles	47,819	44.05%
3 Vehicles	18,428	16.98%
4 Vehicles	5,397	4.97%
5 or more Vehicles	2,308	2.13%
2019 Est. Average Number of Vehicles		2.01

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	90,512	
2019 Estimate	84,092	
2010 Census	72,180	
2000 Census	55,727	
Growth 2019 - 2024		7.63%
Growth 2010 - 2019		16.50%
Growth 2000 - 2010		29.52%
2019 Est. Families by Poverty Status	84,092	
2019 Families at or Above Poverty	75,408	89.67%
2019 Families at or Above Poverty with Children	38,144	45.36%
2019 Families Below Poverty	8,684	10.33%
2019 Families Below Poverty with Children	7,138	8.49%
2019 Est. Pop 16+ by Employment Status	245,514	
Civilian Labor Force, Employed	149,708	60.98%
Civilian Labor Force, Unemployed	8,747	3.56%
Armed Forces	391	0.16%
Not in Labor Force	86,668	35.30%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	149,652	
For-Profit Private Workers	109,724	73.32%
Non-Profit Private Workers	11,540	7.71%
Local Government Workers	2,602	1.74%
State Government Workers	3,522	2.35%
Federal Government Workers	9,542	6.38%
Self-Employed Workers	12,644	8.45%
Unpaid Family Workers	79	0.05%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	149,652	
Architect/Engineer	1,945	1.30%
Arts/Entertainment/Sports	1,380	0.92%
Building Grounds Maintenance	5,824	3.89%
Business/Financial Operations	4,612	3.08%
Community/Social Services	2,200	1.47%
Computer/Mathematical	2,650	1.77%
Construction/Extraction	8,439	5.64%
Education/Training/Library	8,537	5.71%
Farming/Fishing/Forestry	426	0.29%
Food Prep/Serving	6,711	4.48%
Health Practitioner/Technician	8,849	5.91%
Healthcare Support	3,678	2.46%
Maintenance Repair	5,914	3.95%
Legal	791	0.53%
Life/Physical/Social Science	451	0.30%
Management	13,174	8.80%
Office/Admin. Support	19,211	12.84%
Production	9,506	6.35%
Protective Services	2,926	1.96%
Sales/Related	16,230	10.85%
Personal Care/Service	6,128	4.10%
Transportation/Moving	20,072	13.41%
2019 Est. Pop 16+ by Occupation Classification	149,652	
White Collar	80,028	53.48%
Blue Collar	43,931	29.36%
Service and Farm	25,693	17.17%

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	148,405	
Drove Alone	125,555	84.60%
Car Pooled	14,294	9.63%
Public Transportation	587	0.40%
Walked	1,255	0.85%
Bicycle	63	0.04%
Other Means	1,034	0.70%
Worked at Home	5,617	3.79%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	24,217	
15 - 29 Minutes	46,425	
30 - 44 Minutes	42,521	
45 - 59 Minutes	16,453	
60 or more Minutes	13,577	
2019 Est. Avg Travel Time to Work in Minutes		32.49
2019 Est. Occupied Housing Units by Tenure	108,562	
Owner Occupied	80,140	73.82%
Renter Occupied	28,422	26.18%
2019 Owner Occ. HUs: Avg. Length of Residence		13.98
2019 Renter Occ. HUs: Avg. Length of Residence		5.69

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	108,562	
Value Less than \$20,000	1,856	2.32%
Value \$20,000 - \$39,999	1,554	1.94%
Value \$40,000 - \$59,999	3,432	4.28%
Value \$60,000 - \$79,999	5,181	6.47%
Value \$80,000 - \$99,999	7,800	9.73%
Value \$100,000 - \$149,999	19,546	24.39%
Value \$150,000 - \$199,999	14,700	18.34%
Value \$200,000 - \$299,999	15,231	19.01%
Value \$300,000 - \$399,999	5,717	7.13%
Value \$400,000 - \$499,999	2,451	3.06%
Value \$500,000 - \$749,999	1,660	2.07%
Value \$750,000 - \$999,999	590	0.74%
Value \$1,000,000 or \$1,499,999	217	0.27%
Value \$1,500,000 or \$1,999,999	87	0.11%
Value \$2,000,000+	115	0.14%
2019 Est. Median All Owner-Occupied Housing Value		\$152,057
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	87,602	75.62%
1 Unit Detached	2,031	1.75%
2 Units	1,824	1.58%
3 or 4 Units	2,234	1.93%
5 to 19 Units	6,498	5.61%
20 to 49 Units	1,813	1.57%
50 or More Units	1,443	1.25%
Mobile Home or Trailer	12,264	10.59%
Boat, RV, Van, etc.	133	0.12%

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DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	13,293	11.48%
Housing Units Built 2010 to 2014	3,859	3.33%
Housing Units Built 2000 to 2009	29,680	25.62%
Housing Units Built 1990 to 1999	15,786	13.63%
Housing Units Built 1980 to 1989	19,014	16.41%
Housing Units Built 1970 to 1979	16,953	14.64%
Housing Units Built 1960 to 1969	8,495	7.33%
Housing Units Built 1950 to 1959	4,743	4.09%
Housing Units Built 1940 to 1949	1,724	1.49%
Housing Unit Built 1939 or Earlier	2,293	1.98%
2019 Est. Median Year Structure Built		1993

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

 TheRetailCoach®



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

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, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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