



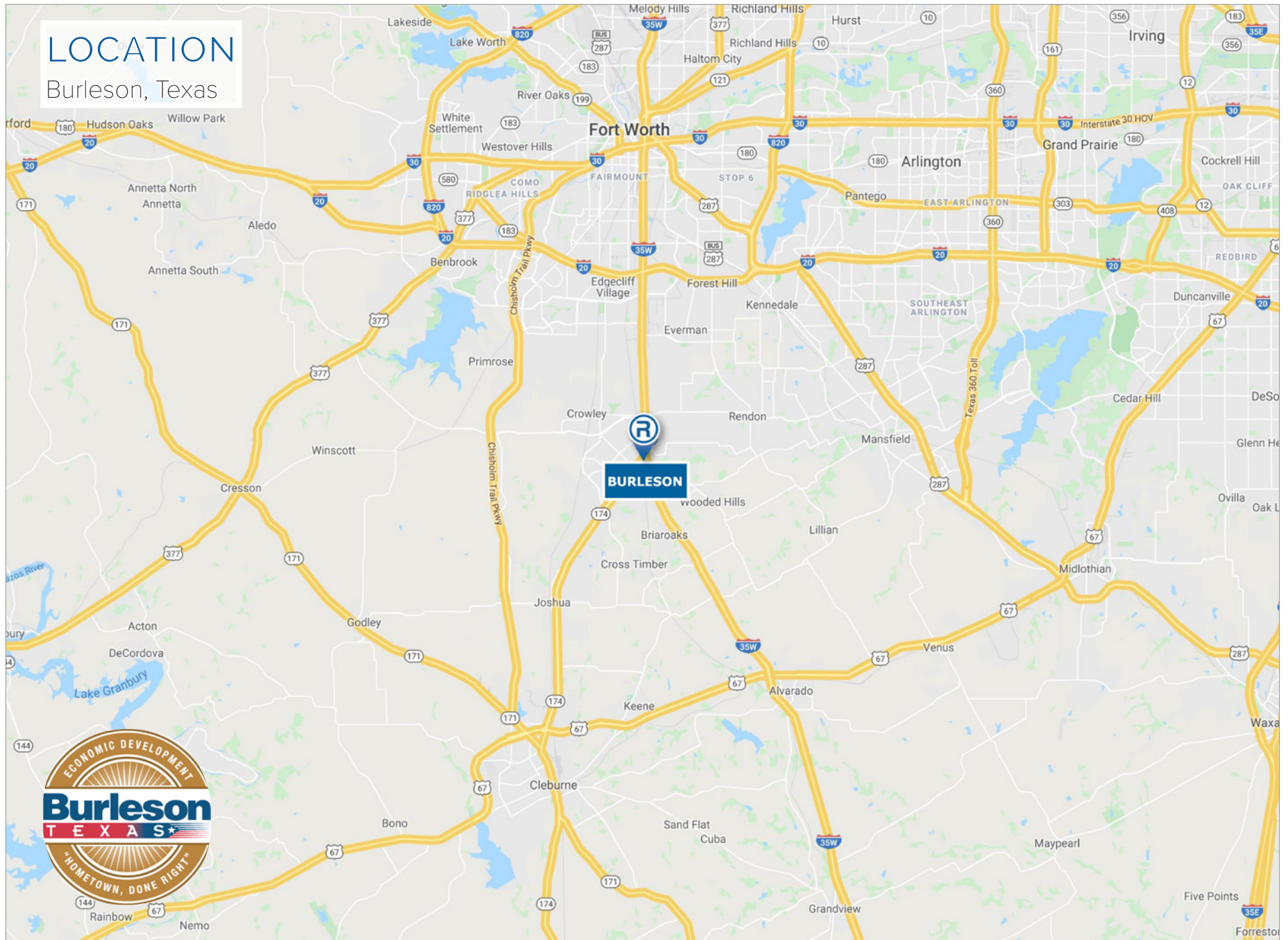
TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Burleson, Texas

Prepared for
Burleson Economic Development Corporation
November 2019





CONTACT ALEX PHILIPS, ECONOMIC DEVELOPMENT MANAGER

Burleson Economic Development Corporation | 141 West Renfro Street | Burleson, Texas 76028-4296 | 817.426.9613
 bphilips@burlesontx.com | www.burlesontxedc.com

COMMUNITY • DEMOGRAPHIC PROFILE

Burleson, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	52,413	
2019 Estimate	48,232	
2010 Census	36,690	
2000 Census	23,365	
Growth 2019 - 2024		8.67%
Growth 2010 - 2019		31.46%
Growth 2000 - 2010		57.03%
2019 Est. Population by Single-Classification Race	48,232	
White Alone	41,561	86.17%
Black or African American Alone	2,200	4.56%
Amer. Indian and Alaska Native Alone	288	0.60%
Asian Alone	739	1.53%
Native Hawaiian and Other Pacific Island Alone	18	0.04%
Some Other Race Alone	2,011	4.17%
Two or More Races	1,415	2.93%
2019 Est. Population by Hispanic or Latino Origin	48,232	
Not Hispanic or Latino	40,920	84.84%
Hispanic or Latino	7,312	15.16%
Mexican	6,063	82.92%
Puerto Rican	283	3.87%
Cuban	34	0.47%
All Other Hispanic or Latino	932	12.75%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	7,312	
White Alone	4,681	64.02%
Black or African American Alone	58	0.79%
American Indian and Alaska Native Alone	67	0.92%
Asian Alone	17	0.23%
Native Hawaiian and Other Pacific Islander Alone	2	0.03%
Some Other Race Alone	1,973	26.98%
Two or More Races	514	7.03%
2019 Est. Pop by Race, Asian Alone, by Category	739	
Chinese, except Taiwanese	247	33.42%
Filipino	101	13.67%
Japanese	0	0.00%
Asian Indian	61	8.25%
Korean	24	3.25%
Vietnamese	126	17.05%
Cambodian	48	6.50%
Hmong	0	0.00%
Laotian	4	0.54%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	128	17.32%

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DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	48,232	
Arab	9	0.02%
Czech	123	0.26%
Danish	24	0.05%
Dutch	309	0.64%
English	2,248	4.66%
French (except Basque)	579	1.20%
French Canadian	25	0.05%
German	4,253	8.82%
Greek	10	0.02%
Hungarian	25	0.05%
Irish	3,730	7.73%
Italian	826	1.71%
Lithuanian	0	0.00%
United States or American	8,683	18.00%
Norwegian	204	0.42%
Polish	324	0.67%
Portuguese	13	0.03%
Russian	80	0.17%
Scottish	731	1.52%
Scotch-Irish	438	0.91%
Slovak	20	0.04%
Subsaharan African	469	0.97%
Swedish	259	0.54%
Swiss	73	0.15%
Ukrainian	0	0.00%
Welsh	111	0.23%
West Indian (except Hisp. groups)	37	0.08%
Other ancestries	15,144	31.40%
Ancestry Unclassified	9,485	19.67%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	40,858	91.57%
Speak Asian/Pacific Island Language at Home	302	0.68%
Speak IndoEuropean Language at Home	237	0.53%
Speak Spanish at Home	3,156	7.07%
Speak Other Language at Home	66	0.15%
2019 Est. Population by Age	48,232	
Age 0 - 4	3,613	7.49%
Age 5 - 9	3,711	7.69%
Age 10 - 14	3,939	8.17%
Age 15 - 17	2,315	4.80%
Age 18 - 20	2,018	4.18%
Age 21 - 24	2,519	5.22%
Age 25 - 34	5,913	12.26%
Age 35 - 44	6,829	14.16%
Age 45 - 54	6,305	13.07%
Age 55 - 64	5,191	10.76%
Age 65 - 74	3,604	7.47%
Age 75 - 84	1,768	3.67%
Age 85 and over	507	1.05%
Age 16 and over	36,210	75.08%
Age 18 and over	34,654	71.85%
Age 21 and over	32,636	67.67%
Age 65 and over	5,879	12.19%
2019 Est. Median Age		35.13
2019 Est. Average Age		36.00

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	48,232	
Male	23,577	48.88%
Female	24,655	51.12%
2019 Est. Male Population by Age	23,577	
Age 0 - 4	1,859	7.89%
Age 5 - 9	1,913	8.11%
Age 10 - 14	2,056	8.72%
Age 15 - 17	1,178	5.00%
Age 18 - 20	1,040	4.41%
Age 21 - 24	1,299	5.51%
Age 25 - 34	2,855	12.11%
Age 35 - 44	3,271	13.87%
Age 45 - 54	3,085	13.09%
Age 55 - 64	2,497	10.59%
Age 65 - 74	1,594	6.76%
Age 75 - 84	752	3.19%
Age 85 and over	178	0.76%
2019 Est. Median Age, Male		33.59
2019 Est. Average Age, Male		34.80

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	24,655	
Age 0 - 4	1,754	7.11%
Age 5 - 9	1,798	7.29%
Age 10 - 14	1,883	7.64%
Age 15 - 17	1,137	4.61%
Age 18 - 20	978	3.97%
Age 21 - 24	1,220	4.95%
Age 25 - 34	3,058	12.40%
Age 35 - 44	3,558	14.43%
Age 45 - 54	3,220	13.06%
Age 55 - 64	2,694	10.93%
Age 65 - 74	2,010	8.15%
Age 75 - 84	1,016	4.12%
Age 85 and over	329	1.33%
2019 Est. Median Age, Female		36.45
2019 Est. Average Age, Female		37.10
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,391	22.70%
Males, Never Married	4,070	11.01%
Females, Never Married	4,321	11.69%
Married, Spouse present	20,863	56.43%
Married, Spouse absent	1,486	4.02%
Widowed	1,587	4.29%
Males Widowed	450	1.22%
Females Widowed	1,137	3.08%
Divorced	4,642	12.56%
Males Divorced	1,881	5.09%
Females Divorced	2,761	7.47%

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	751	2.5%
Some High School, no diploma	1,594	5.3%
High School Graduate (or GED)	9,589	31.8%
Some College, no degree	7,997	26.6%
Associate Degree	2,498	8.3%
Bachelor's Degree	5,603	18.6%
Master's Degree	1,615	5.4%
Professional School Degree	291	1.0%
Doctorate Degree	179	0.6%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	581	16.61%
High School Graduate	1,311	37.48%
Some College or Associate's Degree	1,003	28.67%
Bachelor's Degree or Higher	603	17.24%
Households		
2024 Projection	17,934	
2019 Estimate	16,584	
2010 Census	12,936	
2000 Census	8,436	
Growth		
Growth 2019 - 2024		8.14%
Growth 2010 - 2019		28.20%
Growth 2000 - 2010		53.34%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type		
Family Households	13,080	78.87%
Nonfamily Households	3,504	21.13%
2019 Est. Group Quarters Population		
2019 Est. Group Quarters Population	110	
2019 Households by Ethnicity, Hispanic/Latino		
2019 Households by Ethnicity, Hispanic/Latino	1,890	
2019 Est. Households by Household Income		
Income < \$15,000	950	5.73%
Income \$15,000 - \$24,999	860	5.19%
Income \$25,000 - \$34,999	1,113	6.71%
Income \$35,000 - \$49,999	2,269	13.68%
Income \$50,000 - \$74,999	2,978	17.96%
Income \$75,000 - \$99,999	2,630	15.86%
Income \$100,000 - \$124,999	2,433	14.67%
Income \$125,000 - \$149,999	1,332	8.03%
Income \$150,000 - \$199,999	1,184	7.14%
Income \$200,000 - \$249,999	443	2.67%
Income \$250,000 - \$499,999	320	1.93%
Income \$500,000+	72	0.43%
2019 Est. Average Household Income		
2019 Est. Average Household Income		\$89,570
2019 Est. Median Household Income		
2019 Est. Median Household Income		\$76,099

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$77,690
Black or African American Alone		\$50,711
American Indian and Alaska Native Alone		\$48,960
Asian Alone		\$66,031
Native Hawaiian and Other Pacific Islander Alone		\$59,760
Some Other Race Alone		\$70,366
Two or More Races		\$65,393
Hispanic or Latino		\$64,107
Not Hispanic or Latino		\$77,675
2019 Est. Family HH Type by Presence of Own Child.	13,080	
Married-Couple Family, own children	5,253	40.16%
Married-Couple Family, no own children	5,009	38.30%
Male Householder, own children	451	3.45%
Male Householder, no own children	324	2.48%
Female Householder, own children	1,217	9.30%
Female Householder, no own children	826	6.32%
2019 Est. Households by Household Size	16,584	
1-person	2,851	17.19%
2-person	5,062	30.52%
3-person	3,293	19.86%
4-person	2,997	18.07%
5-person	1,557	9.39%
6-person	514	3.10%
7-or-more-person	310	1.87%
2019 Est. Average Household Size		2.9

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	16,584	
Households with 1 or More People under Age 18:	7,636	46.04%
Married-Couple Family	5,605	73.40%
Other Family, Male Householder	539	7.06%
Other Family, Female Householder	1,423	18.64%
Nonfamily, Male Householder	57	0.75%
Nonfamily, Female Householder	12	0.16%
Households with No People under Age 18:	8,948	53.96%
Married-Couple Family	4,653	52.00%
Other Family, Male Householder	238	2.66%
Other Family, Female Householder	623	6.96%
Nonfamily, Male Householder	1,505	16.82%
Nonfamily, Female Householder	1,929	21.56%
2019 Est. Households by Number of Vehicles	16,584	
No Vehicles	261	1.57%
1 Vehicle	4,447	26.82%
2 Vehicles	8,429	50.83%
3 Vehicles	2,733	16.48%
4 Vehicles	464	2.80%
5 or more Vehicles	250	1.51%
2019 Est. Average Number of Vehicles		2

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	14,169	
2019 Estimate	13,080	
2010 Census	10,059	
2000 Census	6,697	
Growth 2019 - 2024		8.33%
Growth 2010 - 2019		30.03%
Growth 2000 - 2010		50.20%
2019 Est. Families by Poverty Status	13,080	
2019 Families at or Above Poverty	12,400	94.80%
2019 Families at or Above Poverty with Children	6,495	49.66%
2019 Families Below Poverty	680	5.20%
2019 Families Below Poverty with Children	531	4.06%
2019 Est. Pop 16+ by Employment Status	36,210	
Civilian Labor Force, Employed	23,459	64.79%
Civilian Labor Force, Unemployed	1,096	3.03%
Armed Forces	138	0.38%
Not in Labor Force	11,517	31.81%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	23,713	
For-Profit Private Workers	17,068	71.98%
Non-Profit Private Workers	2,492	10.51%
Local Government Workers	373	1.57%
State Government Workers	619	2.61%
Federal Government Workers	1,525	6.43%
Self-Employed Workers	1,622	6.84%
Unpaid Family Workers	14	0.06%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	23,713	
Architect/Engineer	347	1.46%
Arts/Entertainment/Sports	310	1.31%
Building Grounds Maintenance	488	2.06%
Business/Financial Operations	836	3.53%
Community/Social Services	284	1.20%
Computer/Mathematical	525	2.21%
Construction/Extraction	789	3.33%
Education/Training/Library	1,727	7.28%
Farming/Fishing/Forestry	14	0.06%
Food Prep/Serving	832	3.51%
Health Practitioner/Technician	1,845	7.78%
Healthcare Support	307	1.30%
Maintenance Repair	979	4.13%
Legal	170	0.72%
Life/Physical/Social Science	51	0.22%
Management	2,377	10.02%
Office/Admin. Support	3,220	13.58%
Production	1,253	5.28%
Protective Services	600	2.53%
Sales/Related	3,124	13.17%
Personal Care/Service	927	3.91%
Transportation/Moving	2,708	11.42%
2019 Est. Pop 16+ by Occupation Classification	23,713	
White Collar	14,816	62.48%
Blue Collar	5,729	24.16%
Service and Farm	3,168	13.36%

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Burleson, Texas

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	23,565	
Drove Alone	20,919	88.77%
Car Pooled	1,376	5.84%
Public Transportation	125	0.53%
Walked	144	0.61%
Bicycle	15	0.06%
Other Means	175	0.74%
Worked at Home	811	3.44%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,063	
15 - 29 Minutes	6,049	
30 - 44 Minutes	8,323	
45 - 59 Minutes	2,812	
60 or more Minutes	1,604	
2019 Est. Avg Travel Time to Work in Minutes		32
2019 Est. Occupied Housing Units by Tenure	16,584	
Owner Occupied	13,122	79.13%
Renter Occupied	3,462	20.88%
2019 Owner Occ. HUs: Avg. Length of Residence		12.1
2019 Renter Occ. HUs: Avg. Length of Residence		5.6

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	16,584	
Value Less than \$20,000	184	1.40%
Value \$20,000 - \$39,999	119	0.91%
Value \$40,000 - \$59,999	95	0.72%
Value \$60,000 - \$79,999	260	1.98%
Value \$80,000 - \$99,999	762	5.81%
Value \$100,000 - \$149,999	3,330	25.38%
Value \$150,000 - \$199,999	3,063	23.34%
Value \$200,000 - \$299,999	3,516	26.80%
Value \$300,000 - \$399,999	1,217	9.28%
Value \$400,000 - \$499,999	419	3.19%
Value \$500,000 - \$749,999	119	0.91%
Value \$750,000 - \$999,999	27	0.21%
Value \$1,000,000 or \$1,499,999	9	0.07%
Value \$1,500,000 or \$1,999,999	1	0.01%
Value \$2,000,000+	1	0.01%
2019 Est. Median All Owner-Occupied Housing Value		\$178,322
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	14,657	84.54%
1 Unit Detached	403	2.33%
2 Units	347	2.00%
3 or 4 Units	203	1.17%
5 to 19 Units	872	5.03%
20 to 49 Units	215	1.24%
50 or More Units	278	1.60%
Mobile Home or Trailer	354	2.04%
Boat, RV, Van, etc.	8	0.05%

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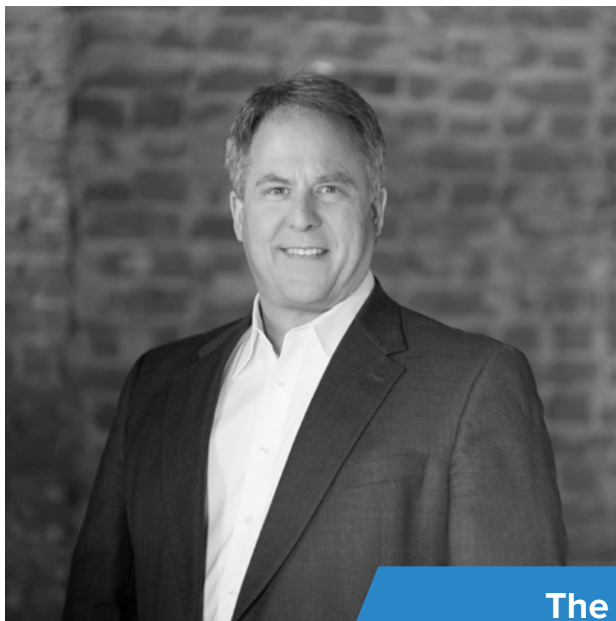
Burleson, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,605	15.03%
Housing Units Built 2010 to 2014	1,242	7.16%
Housing Units Built 2000 to 2009	5,603	32.32%
Housing Units Built 1990 to 1999	2,215	12.78%
Housing Units Built 1980 to 1989	1,627	9.39%
Housing Units Built 1970 to 1979	2,406	13.88%
Housing Units Built 1960 to 1969	1,158	6.68%
Housing Units Built 1950 to 1959	340	1.96%
Housing Units Built 1940 to 1949	63	0.36%
Housing Unit Built 1939 or Earlier	78	0.45%
2019 Est. Median Year Structure Built		2002

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.



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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