



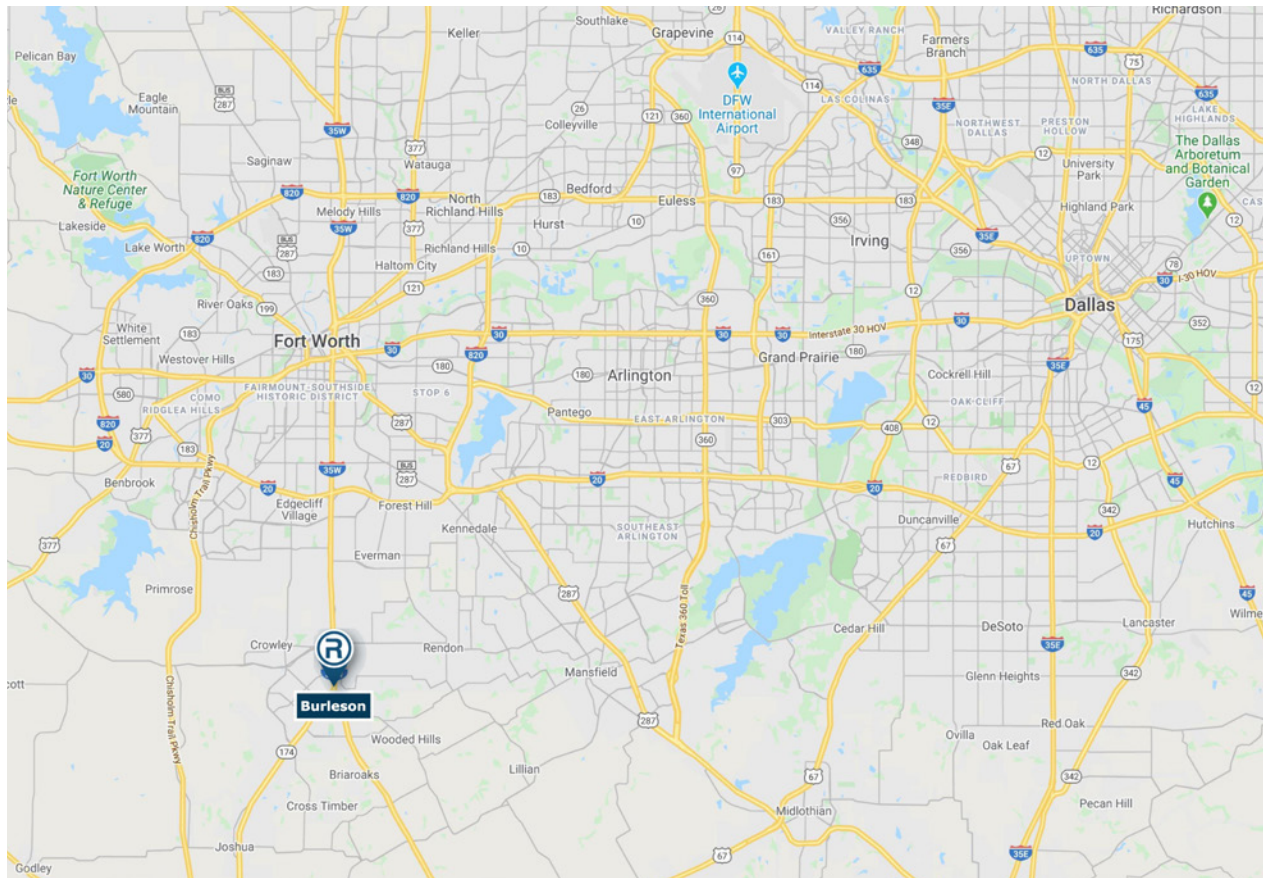
BURLESON, TEXAS

Community Demographic Profile

 **TheRetailCoach.**

800.851.0962 | INFO@THERETAILCOACH.NET | THERETAILCOACH.NET | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

Contact Information



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



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.

Retail360® 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 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.



Community • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	53,276	
2020 Estimate	49,192	
2010 Census	36,690	
2000 Census	23,365	
Growth 2020 - 2025		8.30%
Growth 2010 - 2020		34.08%
Growth 2000 - 2010		57.03%
2020 Est. Population by Single-Classification Race	49,192	
White Alone	41,925	85.23%
Black or African American Alone	2,451	4.98%
Amer. Indian and Alaska Native Alone	283	0.58%
Asian Alone	807	1.64%
Native Hawaiian and Other Pacific Island Alone	18	0.04%
Some Other Race Alone	2,183	4.44%
Two or More Races	1,525	3.10%
2020 Est. Population by Hispanic or Latino Origin	49,192	
Not Hispanic or Latino	41,236	83.83%
Hispanic or Latino	7,956	16.17%
Mexican	6,601	82.97%
Puerto Rican	304	3.82%
Cuban	38	0.48%
All Other Hispanic or Latino	1,013	12.73%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	7,956	
White Alone	5,093	64.02%
Black or African American Alone	61	0.77%
American Indian and Alaska Native Alone	74	0.93%
Asian Alone	17	0.21%
Native Hawaiian and Other Pacific Islander Alone	3	0.04%
Some Other Race Alone	2,146	26.97%
Two or More Races	562	7.06%
2020 Est. Pop by Race, Asian Alone, by Category	807	
Chinese, except Taiwanese	364	45.11%
Filipino	121	14.99%
Japanese	24	2.97%
Asian Indian	72	8.92%
Korean	120	14.87%
Vietnamese	35	4.34%
Cambodian	50	6.20%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	21	2.60%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	49,192	
Arab	78	0.16%
Czech	237	0.48%
Danish	63	0.13%
Dutch	800	1.63%
English	5,557	11.30%
French (except Basque)	1,080	2.20%
French Canadian	182	0.37%
German	6,690	13.60%
Greek	98	0.20%
Hungarian	112	0.23%
Irish	4,771	9.70%
Italian	949	1.93%
Lithuanian	96	0.20%
United States or American	2,170	4.41%
Norwegian	196	0.40%
Polish	528	1.07%
Portuguese	23	0.05%
Russian	57	0.12%
Scottish	955	1.94%
Scotch-Irish	978	1.99%
Slovak	0	0.00%
Subsaharan African	66	0.13%
Swedish	154	0.31%
Swiss	5	0.01%
Ukrainian	0	0.00%
Welsh	45	0.09%
West Indian (except Hisp. groups)	37	0.08%
Other ancestries	11,109	22.58%
Ancestry Unclassified	12,156	24.71%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	38,142	83.79%
Speak Asian/Pacific Island Language at Home	1,744	3.83%
Speak IndoEuropean Language at Home	460	1.01%
Speak Spanish at Home	5,108	11.22%
Speak Other Language at Home	65	0.14%

Community • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	49,192	
Age 0 - 4	3,673	7.47%
Age 5 - 9	3,762	7.65%
Age 10 - 14	4,009	8.15%
Age 15 - 17	2,369	4.82%
Age 18 - 20	2,072	4.21%
Age 21 - 24	2,570	5.22%
Age 25 - 34	5,951	12.10%
Age 35 - 44	7,013	14.26%
Age 45 - 54	6,452	13.12%
Age 55 - 64	5,297	10.77%
Age 65 - 74	3,669	7.46%
Age 75 - 84	1,825	3.71%
Age 85 and over	530	1.08%
Age 16 and over	36,971	75.16%
Age 18 and over	35,379	71.92%
Age 21 and over	33,307	67.71%
Age 65 and over	6,024	12.25%
2020 Est. Median Age		35.28
2020 Est. Average Age		36.00
2020 Est. Population by Sex	49,192	
Male	24,053	48.90%
Female	25,139	51.10%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	24,053	
Age 0 - 4	1,890	7.86%
Age 5 - 9	1,929	8.02%
Age 10 - 14	2,098	8.72%
Age 15 - 17	1,200	4.99%
Age 18 - 20	1,071	4.45%
Age 21 - 24	1,325	5.51%
Age 25 - 34	2,891	12.02%
Age 35 - 44	3,350	13.93%
Age 45 - 54	3,151	13.10%
Age 55 - 64	2,559	10.64%
Age 65 - 74	1,625	6.76%
Age 75 - 84	771	3.21%
Age 85 and over	193	0.80%
2020 Est. Median Age, Male		33.72
2020 Est. Average Age, Male		34.90
2020 Est. Female Population by Age	25,139	
Age 0 - 4	1,783	7.09%
Age 5 - 9	1,833	7.29%
Age 10 - 14	1,911	7.60%
Age 15 - 17	1,169	4.65%
Age 18 - 20	1,001	3.98%
Age 21 - 24	1,245	4.95%
Age 25 - 34	3,060	12.17%
Age 35 - 44	3,663	14.57%
Age 45 - 54	3,301	13.13%
Age 55 - 64	2,738	10.89%
Age 65 - 74	2,044	8.13%
Age 75 - 84	1,054	4.19%
Age 85 and over	337	1.34%
2020 Est. Median Age, Female		36.61
2020 Est. Average Age, Female		37.10

Community • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,671	22.97%
Males, Never Married	4,493	11.90%
Females, Never Married	4,178	11.07%
Married, Spouse present	21,503	56.97%
Married, Spouse absent	1,256	3.33%
Widowed	1,850	4.90%
Males Widowed	398	1.05%
Females Widowed	1,452	3.85%
Divorced	4,468	11.84%
Males Divorced	1,807	4.79%
Females Divorced	2,661	7.05%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	592	1.9%
Some High School, no diploma	1,648	5.4%
High School Graduate (or GED)	9,416	30.6%
Some College, no degree	8,459	27.5%
Associate Degree	2,854	9.3%
Bachelor's Degree	5,347	17.4%
Master's Degree	1,911	6.2%
Professional School Degree	265	0.9%
Doctorate Degree	245	0.8%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	733	19.16%
High School Graduate	1,207	31.55%
Some College or Associate's Degree	1,196	31.26%
Bachelor's Degree or Higher	690	18.04%
Households		
2025 Projection	18,164	
2020 Estimate	16,848	
2010 Census	12,936	
2000 Census	8,436	
Growth 2020 - 2025		7.81%
Growth 2010 - 2020		30.24%
Growth 2000 - 2010		53.34%
2020 Est. Households by Household Type	16,848	
Family Households	13,294	78.91%
Nonfamily Households	3,554	21.10%
2020 Est. Group Quarters Population	107	
2020 Households by Ethnicity, Hispanic/Latino	2,062	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	16,848	
Income < \$15,000	696	4.13%
Income \$15,000 - \$24,999	788	4.68%
Income \$25,000 - \$34,999	904	5.37%
Income \$35,000 - \$49,999	2,098	12.45%
Income \$50,000 - \$74,999	3,147	18.68%
Income \$75,000 - \$99,999	2,726	16.18%
Income \$100,000 - \$124,999	2,463	14.62%
Income \$125,000 - \$149,999	1,563	9.28%
Income \$150,000 - \$199,999	1,390	8.25%
Income \$200,000 - \$249,999	608	3.61%
Income \$250,000 - \$499,999	380	2.26%
Income \$500,000+	85	0.50%
2020 Est. Average Household Income		\$96,373
2020 Est. Median Household Income		\$81,920
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$82,066
Black or African American Alone		\$74,263
American Indian and Alaska Native Alone		\$95,990
Asian Alone		\$103,487
Native Hawaiian and Other Pacific Islander Alone		\$117,736
Some Other Race Alone		\$81,535
Two or More Races		\$90,341
Hispanic or Latino		\$74,063
Not Hispanic or Latino		\$83,353
2020 Est. Family HH Type by Presence of Own Child.	13,294	
Married-Couple Family, own children	5,337	40.15%
Married-Couple Family, no own children	5,090	38.29%
Male Householder, own children	460	3.46%
Male Householder, no own children	329	2.48%
Female Householder, own children	1,236	9.30%
Female Householder, no own children	842	6.33%
2020 Est. Households by Household Size	16,848	
1-person	2,889	17.15%
2-person	5,107	30.31%
3-person	3,354	19.91%
4-person	3,022	17.94%
5-person	1,608	9.54%
6-person	549	3.26%
7-or-more-person	319	1.89%
2020 Est. Average Household Size		2.91

Community • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	16,848	
Households with 1 or More People under Age 18:	7,759	46.05%
Married-Couple Family	5,695	73.40%
Other Family, Male Householder	546	7.04%
Other Family, Female Householder	1,445	18.62%
Nonfamily, Male Householder	59	0.76%
Nonfamily, Female Householder	14	0.18%
Households with No People under Age 18:	9,089	53.95%
Married-Couple Family	4,733	52.07%
Other Family, Male Householder	242	2.66%
Other Family, Female Householder	631	6.94%
Nonfamily, Male Householder	1,525	16.78%
Nonfamily, Female Householder	1,958	21.54%
2020 Est. Households by Number of Vehicles	16,848	
No Vehicles	334	1.98%
1 Vehicle	4,323	25.66%
2 Vehicles	8,768	52.04%
3 Vehicles	2,729	16.20%
4 Vehicles	457	2.71%
5 or more Vehicles	237	1.41%
2020 Est. Average Number of Vehicles		2
Family Households		
2025 Projection	14,350	
2020 Estimate	13,294	
2010 Census	10,059	
2000 Census	6,697	
Growth 2020 - 2025		7.94%
Growth 2010 - 2020		32.16%
Growth 2000 - 2010		50.20%

2020 Est. Families by Poverty Status	13,294	
2020 Families at or Above Poverty	12,757	95.96%
2020 Families at or Above Poverty with Children	6,825	51.34%
2020 Families Below Poverty	537	4.04%
2020 Families Below Poverty with Children	405	3.05%
2020 Est. Pop 16+ by Employment Status	36,971	
Civilian Labor Force, Employed	24,375	65.93%
Civilian Labor Force, Unemployed	867	2.35%
Armed Forces	45	0.12%
Not in Labor Force	11,684	31.60%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	24,049	
For-Profit Private Workers	17,079	71.02%
Non-Profit Private Workers	2,573	10.70%
Local Government Workers	426	1.77%
State Government Workers	740	3.08%
Federal Government Workers	1,772	7.37%
Self-Employed Workers	1,430	5.95%
Unpaid Family Workers	29	0.12%
2020 Est. Civ. Employed Pop 16+ by Occupation	24,049	
Architect/Engineer	480	2.00%
Arts/Entertainment/Sports	261	1.09%
Building Grounds Maintenance	409	1.70%
Business/Financial Operations	843	3.51%
Community/Social Services	374	1.56%
Computer/Mathematical	449	1.87%
Construction/Extraction	1,086	4.52%
Education/Training/Library	1,857	7.72%
Farming/Fishing/Forestry	11	0.05%
Food Prep/Serving	873	3.63%
Health Practitioner/Technician	1,884	7.83%
Healthcare Support	198	0.82%
Maintenance Repair	950	3.95%
Legal	186	0.77%
Life/Physical/Social Science	22	0.09%
Management	2,676	11.13%
Office/Admin. Support	3,566	14.83%
Production	1,073	4.46%
Protective Services	564	2.35%
Sales/Related	2,693	11.20%
Personal Care/Service	667	2.77%
Transportation/Moving	2,927	12.17%

2020 Est. Pop 16+ by Occupation Classification	24,049	
White Collar	15,291	63.58%
Blue Collar	6,036	25.10%
Service and Farm	2,722	11.32%
2020 Est. Workers Age 16+ by Transp. to Work	23,953	
Drove Alone	21,264	88.77%
Car Pooled	1,530	6.39%
Public Transportation	89	0.37%
Walked	144	0.60%
Bicycle	0	0.00%
Other Means	189	0.79%
Worked at Home	737	3.08%

Community • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,122	
15 - 29 Minutes	6,146	
30 - 44 Minutes	7,795	
45 - 59 Minutes	3,479	
60 or more Minutes	1,751	
2020 Est. Avg Travel Time to Work in Minutes		33
2020 Est. Occupied Housing Units by Tenure	16,848	
Owner Occupied	13,337	79.16%
Renter Occupied	3,511	20.84%
2020 Owner Occ. HUs: Avg. Length of Residence		12.3
2020 Renter Occ. HUs: Avg. Length of Residence		5.6
2020 Est. Owner-Occupied Housing Units by Value	16,848	
Value Less than \$20,000	165	1.24%
Value \$20,000 - \$39,999	85	0.64%
Value \$40,000 - \$59,999	65	0.49%
Value \$60,000 - \$79,999	164	1.23%
Value \$80,000 - \$99,999	506	3.79%
Value \$100,000 - \$149,999	2,947	22.10%
Value \$150,000 - \$199,999	3,026	22.69%
Value \$200,000 - \$299,999	4,171	31.27%
Value \$300,000 - \$399,999	1,403	10.52%
Value \$400,000 - \$499,999	537	4.03%
Value \$500,000 - \$749,999	151	1.13%
Value \$750,000 - \$999,999	42	0.32%
Value \$1,000,000 or \$1,499,999	12	0.09%
Value \$1,500,000 or \$1,999,999	2	0.02%
Value \$2,000,000+	61	0.46%
2020 Est. Median All Owner-Occupied Housing Value		\$194,880

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,602	14.79%
Housing Units Built 2010 to 2014	1,466	8.33%
Housing Units Built 2000 to 2009	5,719	32.51%
Housing Units Built 1990 to 1999	2,204	12.53%
Housing Units Built 1980 to 1989	1,599	9.09%
Housing Units Built 1970 to 1979	2,378	13.52%
Housing Units Built 1960 to 1969	1,129	6.42%
Housing Units Built 1950 to 1959	365	2.08%
Housing Units Built 1940 to 1949	68	0.39%
Housing Unit Built 1939 or Earlier	64	0.36%
2020 Est. Median Year Structure Built		2002

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	14,634	83.18%
1 Unit Attached	438	2.49%
2 Units	329	1.87%
3 or 4 Units	240	1.36%
5 to 19 Units	917	5.21%
20 to 49 Units	218	1.24%
50 or More Units	431	2.45%
Mobile Home or Trailer	378	2.15%
Boat, RV, Van, etc.	9	0.05%



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.

