



The**Retail**Coach.®

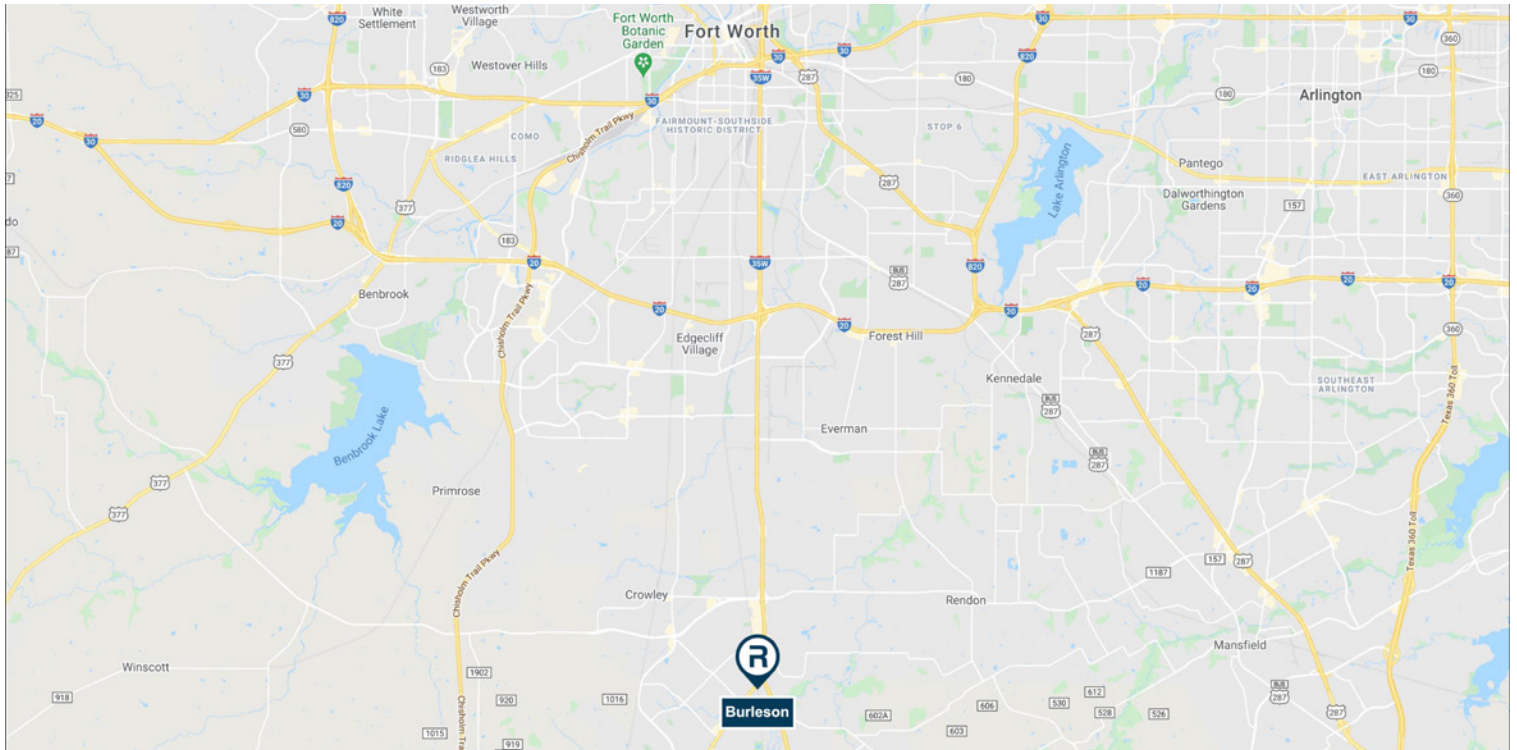
Community Demographic Profile

BURLESON, TEXAS

Prepared for Burleson Economic Development Corporation
January 2023

Community • Demographic Snapshot

Burleson, Texas



Population

2020	47,641
2023	49,953
2028	52,892

Educational Attainment (%)

Graduate or Professional Degree	7.85%
Bachelors Degree	18.82%
Associate Degree	8.94%
Some College	25.47%
High School Graduate (GED)	32.32%
Some High School, No Degree	4.81%
Less than 9th Grade	1.80%

Income

Average HH	\$103,117
Median HH	\$84,974
Per Capita	\$36,665

Age

0 - 9 Years	14.44%
10 - 17 Years	12.63%
18 - 24 Years	9.18%
25 - 34 Years	13.13%
35 - 44 Years	13.79%
45 - 54 Years	12.75%
55 - 64 Years	10.95%
65 and Older	13.14%
Median Age	35.46
Average Age	36.60

Race Distribution (%)

White	75.10%
Black/African American	5.98%
American Indian/Alaskan	0.68%
Asian	1.70%
Native Hawaiian/Islander	0.14%
Other Race	5.32%
Two or More Races	11.08%
Hispanic	18.23%



Alex Philips
 Burleson Economic Development Corporation
 Economic Development Manager

141 West Renfro Street
 Burleson, Texas 76028-4296

Phone 817.426.9613
 aphilips@burlesontx.com
 www.burlesontxedc.com

Aaron Farmer
 The Retail Coach, LLC
 President

Office 662.844.2155
 Cell 662.231.0608
 AFarmer@theretailcoach.net
 www.TheRetailCoach.net



Community • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	52,892	
2023 Estimate	49,953	
2020 Census	47,641	
2010 Census	36,648	
Growth 2023 - 2028		5.88%
Growth 2020 - 2023		4.85%
Growth 2010 - 2020		30.00%
2023 Est. Population by Single-Classification Race	49,953	
White Alone	37,515	75.10%
Black or African American Alone	2,986	5.98%
Amer. Indian and Alaska Native Alone	340	0.68%
Asian Alone	849	1.70%
Native Hawaiian and Other Pacific Island Alone	69	0.14%
Some Other Race Alone	2,659	5.32%
Two or More Races	5,535	11.08%
2023 Est. Population by Hispanic or Latino Origin	49,953	
Not Hispanic or Latino	40,849	81.78%
Hispanic or Latino	9,104	18.23%
Mexican	7,995	87.82%
Puerto Rican	231	2.54%
Cuban	88	0.97%
All Other Hispanic or Latino	790	8.68%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	9,104	
White Alone	2,873	31.56%
Black or African American Alone	100	1.10%
American Indian and Alaska Native Alone	129	1.42%
Asian Alone	29	0.32%
Native Hawaiian and Other Pacific Islander Alone	13	0.14%
Some Other Race Alone	2,460	27.02%
Two or More Races	3,500	38.45%
2023 Est. Pop by Race, Asian Alone, by Category	849	
Chinese, except Taiwanese	151	17.79%
Filipino	123	14.49%
Japanese	10	1.18%
Asian Indian	7	0.83%
Korean	76	8.95%
Vietnamese	407	47.94%
Cambodian	18	2.12%
Hmong	0	0.00%
Laotian	23	2.71%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	34	4.00%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	49,953	
Arab	366	0.73%
Czech	92	0.18%
Danish	67	0.13%
Dutch	363	0.73%
English	3,559	7.12%
French (except Basque)	867	1.74%
French Canadian	85	0.17%
German	4,520	9.05%
Greek	12	0.02%
Hungarian	113	0.23%
Irish	3,398	6.80%
Italian	553	1.11%
Lithuanian	0	0.00%
United States or American	13,880	27.79%
Norwegian	263	0.53%
Polish	291	0.58%
Portuguese	36	0.07%
Russian	60	0.12%
Scottish	683	1.37%
Scotch-Irish	335	0.67%
Slovak	30	0.06%
Subsaharan African	60	0.12%
Swedish	426	0.85%
Swiss	21	0.04%
Ukrainian	20	0.04%
Welsh	241	0.48%
West Indian (except Hisp. groups)	97	0.19%
Other ancestries	13,325	26.67%
Ancestry Unclassified	6,190	12.39%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	41,805	90.02%
Speak Asian/Pacific Island Language at Home	609	1.31%
Speak IndoEuropean Language at Home	319	0.69%
Speak Spanish at Home	3,579	7.71%
Speak Other Language at Home	126	0.27%

Community • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	49,953	
Age 0 - 4	3,515	7.04%
Age 5 - 9	3,696	7.40%
Age 10 - 14	4,015	8.04%
Age 15 - 17	2,295	4.59%
Age 18 - 20	2,028	4.06%
Age 21 - 24	2,556	5.12%
Age 25 - 34	6,558	13.13%
Age 35 - 44	6,886	13.79%
Age 45 - 54	6,368	12.75%
Age 55 - 64	5,471	10.95%
Age 65 - 74	3,994	8.00%
Age 75 - 84	1,993	3.99%
Age 85 and over	578	1.16%
Age 16 and over	37,977	76.03%
Age 18 and over	36,432	72.93%
Age 21 and over	34,404	68.87%
Age 65 and over	6,565	13.14%
2023 Est. Median Age		35.46
2023 Est. Average Age		36.60
2023 Est. Population by Sex	49,953	
Male	24,401	48.85%
Female	25,552	51.15%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	24,401	
Age 0 - 4	1,818	7.45%
Age 5 - 9	1,873	7.68%
Age 10 - 14	2,073	8.50%
Age 15 - 17	1,162	4.76%
Age 18 - 20	1,044	4.28%
Age 21 - 24	1,301	5.33%
Age 25 - 34	3,235	13.26%
Age 35 - 44	3,263	13.37%
Age 45 - 54	3,122	12.80%
Age 55 - 64	2,672	10.95%
Age 65 - 74	1,785	7.32%
Age 75 - 84	832	3.41%
Age 85 and over	221	0.91%
2023 Est. Median Age, Male		34.06
2023 Est. Average Age, Male		35.60
2023 Est. Female Population by Age	25,552	
Age 0 - 4	1,697	6.64%
Age 5 - 9	1,823	7.13%
Age 10 - 14	1,942	7.60%
Age 15 - 17	1,133	4.43%
Age 18 - 20	984	3.85%
Age 21 - 24	1,255	4.91%
Age 25 - 34	3,323	13.01%
Age 35 - 44	3,623	14.18%
Age 45 - 54	3,246	12.70%
Age 55 - 64	2,799	10.95%
Age 65 - 74	2,209	8.65%
Age 75 - 84	1,161	4.54%
Age 85 and over	357	1.40%
2023 Est. Median Age, Female		36.73
2023 Est. Average Age, Female		37.70

Community • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,325	24.08%
Males, Never Married	4,921	12.71%
Females, Never Married	4,404	11.37%
Married, Spouse present	20,588	53.16%
Married, Spouse absent	1,216	3.14%
Widowed	2,079	5.37%
Males Widowed	363	0.94%
Females Widowed	1,716	4.43%
Divorced	5,519	14.25%
Males Divorced	2,631	6.79%
Females Divorced	2,888	7.46%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	572	1.80%
Some High School, no diploma	1,532	4.81%
High School Graduate (or GED)	10,293	32.32%
Some College, no degree	8,112	25.47%
Associate Degree	2,846	8.94%
Bachelor's Degree	5,994	18.82%
Master's Degree	1,906	5.99%
Professional School Degree	274	0.86%
Doctorate Degree	319	1.00%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	693	16.32%
High School Graduate	1,386	32.64%
Some College or Associate's Degree	1,097	25.83%
Bachelor's Degree or Higher	1,071	25.22%
Households		
2028 Projection	18,600	
2023 Estimate	17,704	
2020 Census	17,004	
2010 Census	12,935	
Growth 2023 - 2028		5.06%
Growth 2020 - 2023		4.12%
Growth 2010 - 2020		31.46%
2023 Est. Households by Household Type	17,704	
Family Households	14,049	79.35%
Nonfamily Households	3,655	20.64%
2023 Est. Group Quarters Population	162	
2023 Households by Ethnicity, Hispanic/Latino	2,260	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	17,704	
Income < \$15,000	853	4.82%
Income \$15,000 - \$24,999	851	4.81%
Income \$25,000 - \$34,999	775	4.38%
Income \$35,000 - \$49,999	1,881	10.63%
Income \$50,000 - \$74,999	3,224	18.21%
Income \$75,000 - \$99,999	3,039	17.17%
Income \$100,000 - \$124,999	2,215	12.51%
Income \$125,000 - \$149,999	1,554	8.78%
Income \$150,000 - \$199,999	1,743	9.85%
Income \$200,000 - \$249,999	906	5.12%
Income \$250,000 - \$499,999	528	2.98%
Income \$500,000+	135	0.76%
2023 Est. Average Household Income		\$103,117
2023 Est. Median Household Income		\$84,974
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$87,119
Black or African American Alone		\$76,036
American Indian and Alaska Native Alone		\$80,758
Asian Alone		\$83,034
Native Hawaiian and Other Pacific Islander Alone		\$21,983
Some Other Race Alone		\$69,092
Two or More Races		\$81,027
Hispanic or Latino		\$88,994
Not Hispanic or Latino		\$84,247
2023 Est. Family HH Type by Presence of Own Child.	14,049	
Married-Couple Family, own children	5,667	40.34%
Married-Couple Family, no own children	5,399	38.43%
Male Householder, own children	487	3.47%
Male Householder, no own children	339	2.41%
Female Householder, own children	1,280	9.11%
Female Householder, no own children	877	6.24%
2023 Est. Households by Household Size	17,704	
1-person	3,112	17.58%
2-person	5,841	32.99%
3-person	3,678	20.77%
4-person	2,941	16.61%
5-person	1,193	6.74%
6-person	647	3.65%
7-or-more-person	292	1.65%
2023 Est. Average Household Size		2.81

Community • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	17,704	
Households with 1 or More People under Age 18:	8,193	46.28%
Married-Couple Family	6,039	73.71%
Other Family, Male Householder	575	7.02%
Other Family, Female Householder	1,507	18.39%
Nonfamily, Male Householder	58	0.71%
Nonfamily, Female Householder	14	0.17%
Households with No People under Age 18:	9,511	
Married-Couple Family	5,023	52.81%
Other Family, Male Householder	252	2.65%
Other Family, Female Householder	655	6.89%
Nonfamily, Male Householder	1,584	16.65%
Nonfamily, Female Householder	1,997	21.00%
2023 Est. Households by Number of Vehicles	17,704	
No Vehicles	335	1.89%
1 Vehicle	5,043	28.48%
2 Vehicles	9,055	51.15%
3 Vehicles	2,441	13.79%
4 Vehicles	656	3.71%
5 or more Vehicles	174	0.98%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	14,796	
2023 Estimate	14,049	
2010 Census	10,053	
Growth 2023 - 2028		5.32%
Growth 2010 - 2023		39.75%
2023 Est. Families by Poverty Status	14,049	
2023 Families at or Above Poverty	13,314	94.77%
2023 Families at or Above Poverty with Children	7,095	50.50%
2023 Families Below Poverty	735	5.23%
2023 Families Below Poverty with Children	662	4.71%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	25,842	68.05%
Civilian Labor Force, Unemployed	749	1.97%
Armed Forces	169	0.45%
Not in Labor Force	11,217	29.54%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	25,722	
For-Profit Private Workers	18,723	72.79%
Non-Profit Private Workers	2,105	8.18%
Local Government Workers	734	2.85%
State Government Workers	509	1.98%
Federal Government Workers	1,766	6.87%
Self-Employed Workers	1,847	7.18%
Unpaid Family Workers	38	0.15%
2023 Est. Civ. Employed Pop 16+ by Occupation	25,722	
Architect/Engineer	452	1.76%
Arts/Entertainment/Sports	292	1.13%
Building Grounds Maintenance	505	1.96%
Business/Financial Operations	991	3.85%
Community/Social Services	309	1.20%
Computer/Mathematical	502	1.95%
Construction/Extraction	1,575	6.12%
Education/Training/Library	1,920	7.46%
Farming/Fishing/Forestry	12	0.05%
Food Prep/Serving	963	3.74%
Health Practitioner/Technician	1,796	6.98%
Healthcare Support	611	2.37%
Maintenance Repair	662	2.57%
Legal	218	0.85%
Life/Physical/Social Science	32	0.12%
Management	2,684	10.44%
Office/Admin. Support	2,561	9.96%
Production	1,082	4.21%
Protective Services	516	2.01%
Sales/Related	2,882	11.20%
Personal Care/Service	553	2.15%
Transportation/Moving	4,604	17.90%
2023 Est. Pop 16+ by Occupation Classification	25,722	
White Collar	14,639	56.91%
Blue Collar	7,923	30.80%
Service and Farm	3,160	12.29%
2023 Est. Workers Age 16+ by Transp. to Work	25,446	
Drove Alone	22,536	88.56%
Car Pooled	1,714	6.74%
Public Transportation	38	0.15%
Walked	82	0.32%
Bicycle	5	0.02%
Other Means	188	0.74%
Worked at Home	883	3.47%

Community • Demographic Profile

Burleson, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,386	
15 - 29 Minutes	6,214	
30 - 44 Minutes	8,765	
45 - 59 Minutes	3,302	
60 or more Minutes	1,822	
2023 Est. Avg Travel Time to Work in Minutes		33
2023 Est. Occupied Housing Units by Tenure	17,704	
Owner Occupied	12,405	70.07%
Renter Occupied	5,299	29.93%
2023 Owner Occ. HUs: Avg. Length of Residence		12.80 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		4.70 [†]
2023 Est. Owner-Occupied Housing Units by Value	17,704	
Value Less than \$20,000	99	0.80%
Value \$20,000 - \$39,999	102	0.82%
Value \$40,000 - \$59,999	65	0.52%
Value \$60,000 - \$79,999	81	0.65%
Value \$80,000 - \$99,999	284	2.29%
Value \$100,000 - \$149,999	1,295	10.44%
Value \$150,000 - \$199,999	1,854	14.95%
Value \$200,000 - \$299,999	4,298	34.65%
Value \$300,000 - \$399,999	2,803	22.60%
Value \$400,000 - \$499,999	931	7.50%
Value \$500,000 - \$749,999	422	3.40%
Value \$750,000 - \$999,999	130	1.05%
Value \$1,000,000 or \$1,499,999	26	0.21%
Value \$1,500,000 or \$1,999,999	6	0.05%
Value \$2,000,000+	9	0.07%
2023 Est. Median All Owner-Occupied Housing Value		\$254,954
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	15,244	82.76%
1 Unit Attached	240	1.30%
2 Units	356	1.93%
3 or 4 Units	277	1.50%
5 to 19 Units	1,239	6.73%
20 to 49 Units	127	0.69%
50 or More Units	548	2.98%
Mobile Home or Trailer	386	2.10%
Boat, RV, Van, etc.	3	0.02%

[†] Years

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,792	15.16%
Housing Units Built 2010 to 2014	1,121	6.09%
Housing Units Built 2000 to 2009	5,369	29.15%
Housing Units Built 1990 to 1999	2,846	15.45%
Housing Units Built 1980 to 1989	2,058	11.17%
Housing Units Built 1970 to 1979	2,572	13.96%
Housing Units Built 1960 to 1969	1,122	6.09%
Housing Units Built 1950 to 1959	435	2.36%
Housing Units Built 1940 to 1949	44	0.24%
Housing Unit Built 1939 or Earlier	61	0.33%
2023 Est. Median Year Structure Built		2000

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.