



The **Retail** Coach®

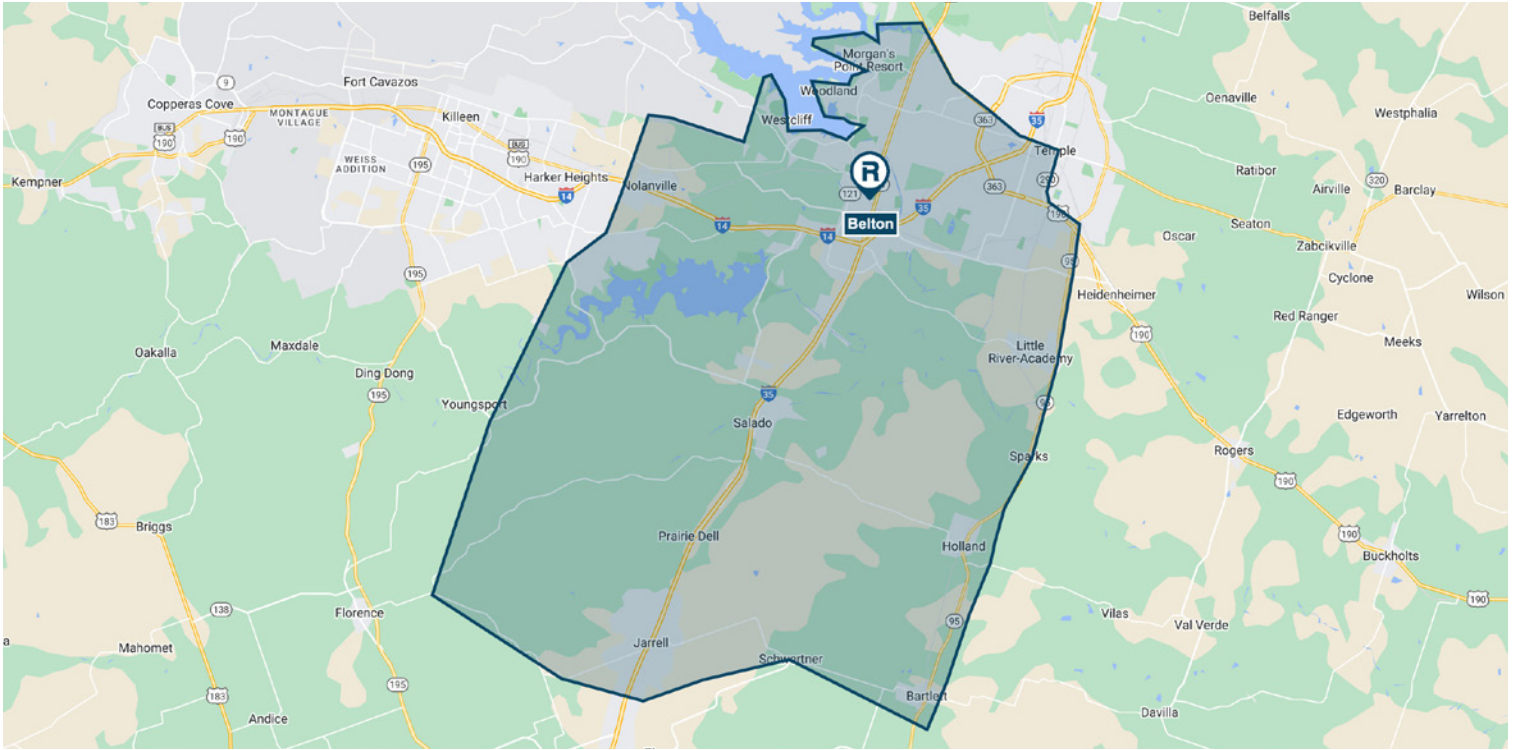
Retail Trade Area Demographic Profile

BELTON, TEXAS

Prepared for City of Belton
April 2024

Retail Trade Area • Demographic Snapshot

Belton, Texas



Population

2020	141,630
2024	157,539
2029	172,091

Educational Attainment (%)

Graduate or Professional Degree	12.89%
Bachelors Degree	19.59%
Associate Degree	9.51%
Some College	23.79%
High School Graduate (or GED)	24.41%
Some High School, No Degree	5.68%
Less than 9th Grade	4.13%

Income

Average HH	\$94,737
Median HH	\$73,224
Per Capita	\$36,249

Age

0 - 9 Years	12.90%
10 - 17 Years	10.93%
18 - 24 Years	10.10%
25 - 34 Years	13.22%
35 - 44 Years	13.29%
45 - 54 Years	11.54%
55 - 64 Years	11.34%
65 and Older	16.69%
Median Age	37.12
Average Age	38.69

Race Distribution (%)

White	63.60%
Black/African American	9.64%
American Indian/Alaskan	1.00%
Asian	2.36%
Native Hawaiian/Islander	0.24%
Other Race	8.76%
Two or More Races	14.39%
Hispanic	26.37%



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Retail Trade Area • Demographic Profile

Belton, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	172,091	
2024 Estimate	157,539	
2020 Census	141,630	
2010 Census	107,700	
Growth 2024 - 2029		9.24%
Growth 2020 - 2024		11.23%
Growth 2010 - 2020		31.50%
2024 Est. Population by Single-Classification Race	157,539	
White Alone	100,202	63.60%
Black or African American Alone	15,189	9.64%
Amer. Indian and Alaska Native Alone	1,583	1.00%
Asian Alone	3,717	2.36%
Native Hawaiian and Other Pacific Island Alone	381	0.24%
Some Other Race Alone	13,799	8.76%
Two or More Races	22,668	14.39%
2024 Est. Population by Hispanic or Latino Origin	157,539	
Not Hispanic or Latino	115,991	73.63%
Hispanic or Latino	41,548	26.37%
Mexican	34,586	83.24%
Puerto Rican	1,868	4.50%
Cuban	148	0.36%
All Other Hispanic or Latino	4,945	11.90%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	41,548	
White Alone	11,252	27.08%
Black or African American Alone	1,060	2.55%
American Indian and Alaska Native Alone	992	2.39%
Asian Alone	189	0.46%
Native Hawaiian and Other Pacific Islander Alone	68	0.16%
Some Other Race Alone	13,153	31.66%
Two or More Races	14,835	35.71%
2024 Est. Pop by Race, Asian Alone, by Category	3,717	
Chinese, except Taiwanese	427	11.49%
Filipino	389	10.47%
Japanese	157	4.22%
Asian Indian	1,177	31.66%
Korean	605	16.28%
Vietnamese	192	5.17%
Cambodian	27	0.73%
Hmong	0	0.00%
Laotian	44	1.18%
Thai	77	2.07%
All Other Asian Races Including 2+ Category	622	16.73%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	157,539	
Arab	431	0.27%
Czech	3,775	2.40%
Danish	519	0.33%
Dutch	853	0.54%
English	14,031	8.91%
French (except Basque)	2,275	1.44%
French Canadian	399	0.25%
German	19,079	12.11%
Greek	79	0.05%
Hungarian	358	0.23%
Irish	12,360	7.85%
Italian	2,866	1.82%
Lithuanian	27	0.02%
United States or American	6,999	4.44%
Norwegian	1,147	0.73%
Polish	1,736	1.10%
Portuguese	330	0.21%
Russian	437	0.28%
Scottish	2,487	1.58%
Scotch-Irish	1,633	1.04%
Slovak	14	0.01%
Subsaharan African	447	0.28%
Swedish	803	0.51%
Swiss	553	0.35%
Ukrainian	120	0.08%
Welsh	845	0.54%
West Indian (except Hisp. groups)	545	0.35%
Other ancestries	54,177	34.39%
Ancestry Unclassified	28,214	17.91%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	125,531	85.32%
Speak Asian/Pacific Island Language at Home	1,260	0.86%
Speak IndoEuropean Language at Home	2,329	1.58%
Speak Spanish at Home	17,441	11.86%
Speak Other Language at Home	235	0.16%

Retail Trade Area • Demographic Profile

Belton, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	157,539	
Age 0 - 4	10,417	6.61%
Age 5 - 9	9,903	6.29%
Age 10 - 14	10,791	6.85%
Age 15 - 17	6,421	4.08%
Age 18 - 20	7,511	4.77%
Age 21 - 24	8,406	5.34%
Age 25 - 34	20,820	13.22%
Age 35 - 44	20,933	13.29%
Age 45 - 54	18,183	11.54%
Age 55 - 64	17,866	11.34%
Age 65 - 74	15,217	9.66%
Age 75 - 84	8,185	5.20%
Age 85 and over	2,884	1.83%
Age 16 and over	124,290	78.89%
Age 18 and over	120,005	76.17%
Age 21 and over	112,494	71.41%
Age 65 and over	26,287	16.69%
2024 Est. Median Age		37.12
2024 Est. Average Age		38.69
2024 Est. Population by Sex	157,539	
Male	76,400	48.50%
Female	81,138	51.50%
2024 Est. Male Population by Age	76,400	
Age 0 - 4	5,343	6.99%
Age 5 - 9	4,985	6.53%
Age 10 - 14	5,487	7.18%
Age 15 - 17	3,272	4.28%
Age 18 - 20	3,586	4.69%
Age 21 - 24	4,057	5.31%
Age 25 - 34	10,318	13.51%
Age 35 - 44	10,210	13.36%
Age 45 - 54	8,908	11.66%
Age 55 - 64	8,574	11.22%
Age 65 - 74	7,009	9.17%
Age 75 - 84	3,618	4.74%
Age 85 and over	1,033	1.35%
2024 Est. Median Age, Male		36.11
2024 Est. Average Age, Male		37.71
2024 Est. Female Population by Age	81,138	
Age 0 - 4	5,074	6.25%
Age 5 - 9	4,918	6.06%
Age 10 - 14	5,305	6.54%
Age 15 - 17	3,149	3.88%
Age 18 - 20	3,925	4.84%
Age 21 - 24	4,349	5.36%
Age 25 - 34	10,503	12.95%
Age 35 - 44	10,723	13.22%
Age 45 - 54	9,274	11.43%
Age 55 - 64	9,291	11.45%
Age 65 - 74	8,208	10.12%
Age 75 - 84	4,567	5.63%
Age 85 and over	1,851	2.28%
2024 Est. Median Age, Female		38.08
2024 Est. Average Age, Female		39.58

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	37,356	29.55%
Males, Never Married	18,933	14.98%
Females, Never Married	18,423	14.57%
Married, Spouse present	60,983	48.24%
Married, Spouse absent	6,129	4.85%
Widowed	7,326	5.79%
Males Widowed	1,775	1.40%
Females Widowed	5,551	4.39%
Divorced	14,632	11.57%
Males Divorced	6,369	5.04%
Females Divorced	8,263	6.54%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,300	4.13%
Some High School, no diploma	5,914	5.68%
High School Graduate (or GED)	25,410	24.41%
Some College, no degree	24,759	23.79%
Associate Degree	9,897	9.51%
Bachelor's Degree	20,389	19.59%
Master's Degree	8,845	8.50%
Professional School Degree	3,121	3.00%
Doctorate Degree	1,454	1.40%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	5,341	23.84%
High School Graduate	6,060	27.05%
Some College or Associate's Degree	6,278	28.02%
Bachelor's Degree or Higher	4,725	21.09%
Households		
2029 Projection	64,156	
2024 Estimate	58,773	
2020 Census	52,974	
2010 Census	40,424	
Growth 2024 - 2029		9.16%
Growth 2020 - 2024		10.95%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	58,773	
Family Households	41,567	70.72%
Nonfamily Households	17,206	29.28%
2024 Est. Group Quarters Population	3,935	
2024 Households by Ethnicity, Hispanic/Latino	11,889	



Retail Trade Area • Demographic Profile

Belton, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	58,773	
Income < \$15,000	5,312	9.04%
Income \$15,000 - \$24,999	4,484	7.63%
Income \$25,000 - \$34,999	4,082	6.95%
Income \$35,000 - \$49,999	6,393	10.88%
Income \$50,000 - \$74,999	9,760	16.61%
Income \$75,000 - \$99,999	8,140	13.85%
Income \$100,000 - \$124,999	6,351	10.81%
Income \$125,000 - \$149,999	4,692	7.98%
Income \$150,000 - \$199,999	4,810	8.18%
Income \$200,000 - \$249,999	2,128	3.62%
Income \$250,000 - \$499,999	1,980	3.37%
Income \$500,000+	642	1.09%
2024 Est. Average Household Income		\$94,737
2024 Est. Median Household Income		\$73,224
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$77,751
Black or African American Alone		\$58,609
American Indian and Alaska Native Alone		\$62,225
Asian Alone		\$103,130
Native Hawaiian and Other Pacific Islander Alone		\$50,330
Some Other Race Alone		\$60,794
Two or More Races		\$66,656
Hispanic or Latino		\$61,510
Not Hispanic or Latino		\$76,962
2024 Est. HH by Type and Presence of Own Child.	58,773	
Family Households with Children	17,381	29.57%
Family Households without Children	41,392	70.43%
Married-Couple Families	29,047	49.42%
Married-Couple Family, own children	12,231	20.81%
Married-Couple Family, no own children	16,816	28.61%
Cohabiting-Couple Families	3,543	6.03%
Cohabiting-Couple Family, own children	1,224	2.08%
Cohabiting-Couple Family, no own children	2,319	3.95%
Male Householder Families	9,585	16.31%
Male Householder, own children	450	0.77%
Male Householder, no own children	947	1.61%
Male Householder, only Nonrelatives	531	0.90%
Male Householder, Living Alone	7,657	13.03%
Female Householder Families	16,597	28.24%
Female Householder, own children	3,475	5.91%
Female Householder, no own children	3,250	5.53%
Female Householder, only Nonrelatives	853	1.45%
Female Householder, Living Alone	9,018	15.34%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	58,773	
1-person	14,717	25.04%
2-person	19,444	33.08%
3-person	9,236	15.72%
4-person	8,346	14.20%
5-person	4,144	7.05%
6-person	1,830	3.11%
7-or-more-person	1,057	1.80%
2024 Est. Average Household Size		2.62
2024 Est. Households by Number of Vehicles	58,773	
No Vehicles	3,076	5.23%
1 Vehicle	17,992	30.61%
2 Vehicles	24,824	42.24%
3 Vehicles	9,089	15.47%
4 Vehicles	2,984	5.08%
5 or more Vehicles	808	1.37%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	45,524	
2024 Estimate	41,567	
2020 Estimate	36,902	
2010 Census	27,927	
Growth 2024 - 2029		9.52%
Growth 2020 - 2024		12.64%
Growth 2010 - 2020		32.14%
2024 Est. Families by Poverty Status	41,567	
2024 Families at or Above Poverty	37,694	90.68%
2024 Families at or Above Poverty with Children	17,400	41.86%
2024 Families Below Poverty	3,873	9.32%
2024 Families Below Poverty with Children	3,066	7.38%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	72,374	58.23%
Civilian Labor Force, Unemployed	4,154	3.34%
Armed Forces	2,250	1.81%
Not in Labor Force	45,511	36.62%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	46,414	62.97%
Non-Profit Private Workers	6,936	9.41%
Local Government Workers	3,432	4.66%
State Government Workers	2,564	3.48%
Federal Government Workers	8,342	11.32%
Self-Employed Workers	5,768	7.83%
Unpaid Family Workers	252	0.34%

Retail Trade Area • Demographic Profile

Belton, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	810	1.10%
Arts/Entertainment/Sports	1,173	1.59%
Building Grounds Maintenance	2,561	3.48%
Business/Financial Operations	3,036	4.12%
Community/Social Services	1,192	1.62%
Computer/Mathematical	1,503	2.04%
Construction/Extraction	4,806	6.52%
Education/Training/Library	6,371	8.64%
Farming/Fishing/Forestry	267	0.36%
Food Prep/Serving	4,226	5.73%
Health Practitioner/Technician	6,666	9.04%
Healthcare Support	2,002	2.72%
Maintenance Repair	2,603	3.53%
Legal	296	0.40%
Life/Physical/Social Science	221	0.30%
Management	6,908	9.37%
Office/Admin. Support	7,613	10.33%
Production	3,132	4.25%
Protective Services	2,151	2.92%
Sales/Related	7,379	10.01%
Personal Care/Service	1,996	2.71%
Transportation/Moving	6,797	9.22%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	43,168	58.57%
Blue Collar	17,337	23.52%
Service and Farm	13,203	17.91%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	58,663	78.83%
Car Pooled	8,101	10.89%
Public Transportation	121	0.16%
Walked	954	1.28%
Bicycle	96	0.13%
Other Means	661	0.89%
Worked at Home	5,815	7.82%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	22,051	
15 - 29 Minutes	25,525	
30 - 44 Minutes	12,558	
45 - 59 Minutes	4,329	
60 or more Minutes	4,663	
2024 Est. Avg Travel Time to Work in Minutes		26
2024 Est. Occupied Housing Units by Tenure	58,773	
Owner Occupied	38,063	64.76%
Renter Occupied	20,710	35.24%
2024 Owner Occ. HUs: Avg. Length of Residence		13.40 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.68 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	38,063	
Value Less than \$20,000	620	1.63%
Value \$20,000 - \$39,999	511	1.34%
Value \$40,000 - \$59,999	367	0.96%
Value \$60,000 - \$79,999	686	1.80%
Value \$80,000 - \$99,999	954	2.51%
Value \$100,000 - \$149,999	2,843	7.47%
Value \$150,000 - \$199,999	5,184	13.62%
Value \$200,000 - \$299,999	11,247	29.55%
Value \$300,000 - \$399,999	7,255	19.06%
Value \$400,000 - \$499,999	2,979	7.83%
Value \$500,000 - \$749,999	3,147	8.27%
Value \$750,000 - \$999,999	1,334	3.50%
Value \$1,000,000 or \$1,499,999	634	1.67%
Value \$1,500,000 or \$1,999,999	71	0.19%
Value \$2,000,000+	232	0.61%
2024 Est. Median All Owner-Occupied Housing Value		\$267,798
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	44,610	70.81%
1 Unit Attached	1,071	1.70%
2 Units	1,985	3.15%
3 or 4 Units	1,807	2.87%
5 to 19 Units	5,354	8.50%
20 to 49 Units	1,352	2.15%
50 or More Units	2,159	3.43%
Mobile Home or Trailer	4,483	7.12%
Boat, RV, Van, etc.	174	0.28%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	6,130	9.73%
Housing Units Built 2010 to 2019	15,422	24.48%
Housing Units Built 2000 to 2009	10,871	17.26%
Housing Units Built 1990 to 1999	7,723	12.26%
Housing Units Built 1980 to 1989	7,244	11.50%
Housing Units Built 1970 to 1979	6,961	11.05%
Housing Units Built 1960 to 1969	3,515	5.58%
Housing Units Built 1950 to 1959	2,542	4.04%
Housing Units Built 1940 to 1949	1,138	1.81%
Housing Unit Built 1939 or Earlier	1,449	2.30%
2024 Est. Median Year Structure Built		2001

[†] 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**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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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