



The**Retail**Coach.®

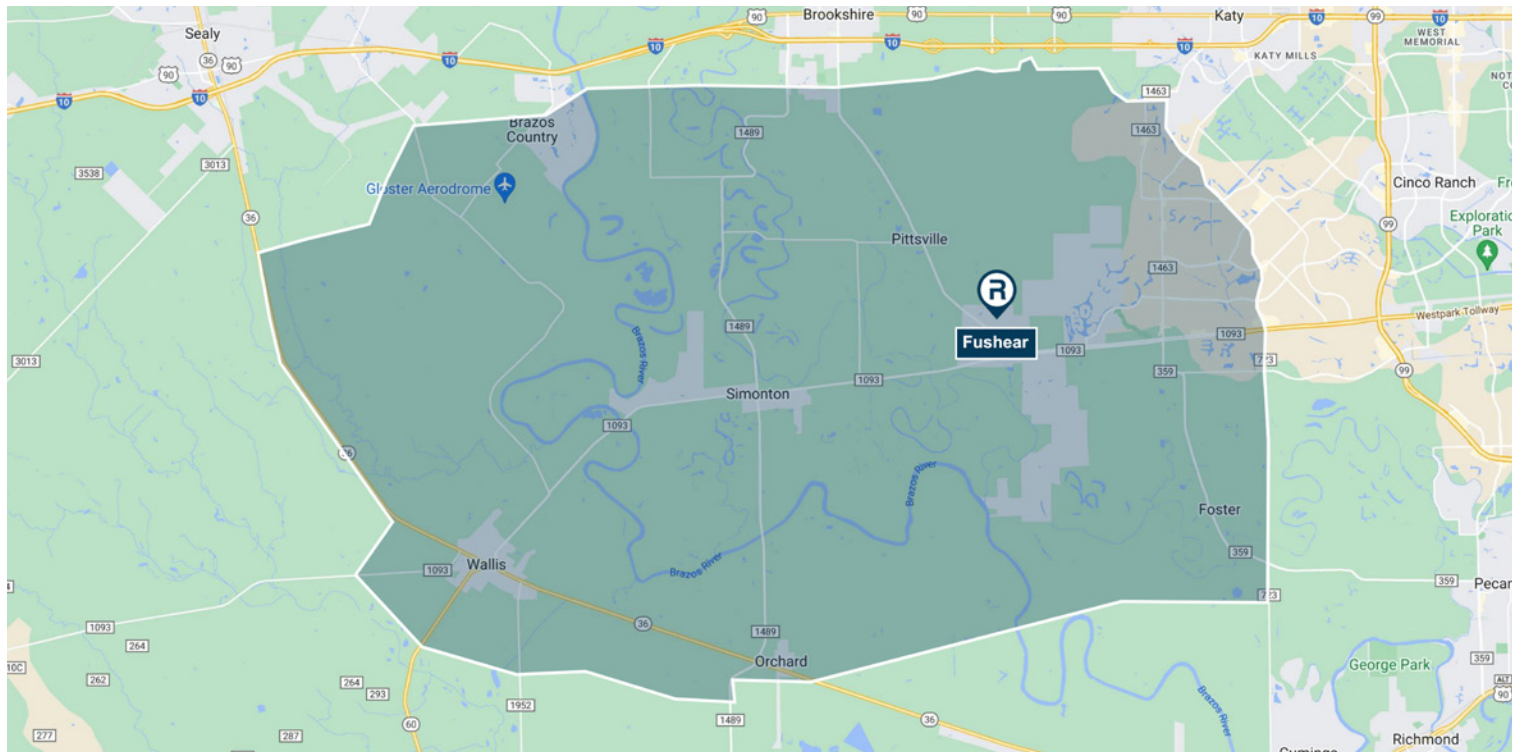
# Primary Retail Trade Area Demographic Profile

FULSHEAR, TEXAS

Prepared for City of Fulshear  
June 2023

# Primary Retail Trade Area • Demographic Snapshot

Fulshear, Texas



## Population

2020	90,264	0 - 9 Years	15.37%
2023	103,606	10 - 17 Years	12.77%
2028	120,370	18 - 24 Years	9.21%

## Educational Attainment (%)

Graduate or Professional Degree	25.27%	25 - 34 Years	9.64%
Bachelors Degree	33.75%	35 - 44 Years	14.32%
Associate Degree	5.36%	45 - 54 Years	14.44%
Some College	17.57%	55 - 64 Years	11.93%
High School Graduate (GED)	13.48%	65 and Older	12.32%
Some High School, No Degree	2.25%	Median Age	37.31
Less than 9th Grade	2.32%	Average Age	36.59

## Income

Average HH	\$198,796	<b>Race Distribution (%)</b>	
Median HH	\$160,222	White	46.56%
Per Capita	\$58,665	Black/African American	10.08%
		American Indian/Alaskan	0.34%
		Asian	19.24%
		Native Hawaiian/Islander	0.03%
		Other Race	6.04%
		Two or More Races	17.71%
		Hispanic	22.59%



### City of Fulshear

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# Primary Retail Trade Area • Demographic Profile

Fulshear, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	120,370	
2023 Estimate	103,606	
2020 Census	90,264	
2010 Census	26,128	
Growth 2023 - 2028		16.18%
Growth 2020 - 2023		14.78%
Growth 2010 - 2020		245.47%
<b>2022 Daytime Population</b>	<b>79,804</b>	
Workers	17,104	
Residents	62,700	
<b>2023 Est. Population by Single-Classification Race</b>	<b>103,606</b>	
White Alone	48,240	46.56%
Black or African American Alone	10,447	10.08%
Amer. Indian and Alaska Native Alone	348	0.34%
Asian Alone	19,934	19.24%
Native Hawaiian and Other Pacific Island Alone	30	0.03%
Some Other Race Alone	6,257	6.04%
Two or More Races	18,351	17.71%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>103,606</b>	
Not Hispanic or Latino	80,204	77.41%
Hispanic or Latino	23,402	22.59%
Mexican	11,970	51.15%
Puerto Rican	445	1.90%
Cuban	756	3.23%
All Other Hispanic or Latino	10,231	43.72%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>23,402</b>	
White Alone	4,674	19.97%
Black or African American Alone	234	1.00%
American Indian and Alaska Native Alone	187	0.80%
Asian Alone	117	0.50%
Native Hawaiian and Other Pacific Islander Alone	4	0.02%
Some Other Race Alone	5,773	24.67%
Two or More Races	12,413	53.04%

DESCRIPTION	DATA	%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>19,934</b>	
Chinese, except Taiwanese	3,355	16.83%
Filipino	1,171	5.87%
Japanese	67	0.34%
Asian Indian	9,421	47.26%
Korean	303	1.52%
Vietnamese	2,807	14.08%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	4	0.02%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	2,806	14.08%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>103,606</b>	
Arab	278	0.27%
Czech	1,397	1.35%
Danish	187	0.18%
Dutch	689	0.67%
English	5,594	5.40%
French (except Basque)	2,800	2.70%
French Canadian	312	0.30%
German	9,941	9.60%
Greek	351	0.34%
Hungarian	153	0.15%
Irish	6,208	5.99%
Italian	2,990	2.89%
Lithuanian	65	0.06%
United States or American	3,082	2.98%
Norwegian	823	0.79%
Polish	1,550	1.50%
Portuguese	391	0.38%
Russian	166	0.16%
Scottish	1,436	1.39%
Scotch-Irish	811	0.78%
Slovak	47	0.04%
Subsaharan African	2,398	2.31%
Swedish	462	0.45%
Swiss	36	0.04%
Ukrainian	0	0.00%
Welsh	446	0.43%
West Indian (except Hisp. groups)	761	0.74%
Other ancestries	45,554	43.97%
Ancestry Unclassified	14,678	14.17%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	64,916	67.68%
Speak Asian/Pacific Island Language at Home	6,823	7.11%
Speak IndoEuropean Language at Home	5,269	5.49%
Speak Spanish at Home	16,881	17.60%
Speak Other Language at Home	2,027	2.11%

# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>103,606</b>	
Age 0 - 4	7,690	7.42%
Age 5 - 9	8,238	7.95%
Age 10 - 14	8,389	8.10%
Age 15 - 17	4,842	4.67%
Age 18 - 20	4,241	4.09%
Age 21 - 24	5,299	5.12%
Age 25 - 34	9,988	9.64%
Age 35 - 44	14,836	14.32%
Age 45 - 54	14,958	14.44%
Age 55 - 64	12,356	11.93%
Age 65 - 74	8,460	8.17%
Age 75 - 84	3,397	3.28%
Age 85 and over	912	0.88%
Age 16 and over	77,699	75.00%
Age 18 and over	74,447	71.86%
Age 21 and over	70,205	67.76%
Age 65 and over	12,768	12.32%
2023 Est. Median Age		37.31
2023 Est. Average Age		36.59
<b>2023 Est. Population by Sex</b>	<b>103,606</b>	
Male	51,033	49.26%
Female	52,574	50.74%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>51,033</b>	
Age 0 - 4	3,889	7.62%
Age 5 - 9	4,131	8.10%
Age 10 - 14	4,183	8.20%
Age 15 - 17	2,455	4.81%
Age 18 - 20	2,167	4.25%
Age 21 - 24	2,642	5.18%
Age 25 - 34	4,798	9.40%
Age 35 - 44	7,046	13.81%
Age 45 - 54	7,444	14.59%
Age 55 - 64	6,180	12.11%
Age 65 - 74	4,134	8.10%
Age 75 - 84	1,582	3.10%
Age 85 and over	383	0.75%
2023 Est. Median Age, Male		36.97
2023 Est. Average Age, Male		36.29
<b>2023 Est. Female Population by Age</b>	<b>52,574</b>	
Age 0 - 4	3,802	7.23%
Age 5 - 9	4,108	7.81%
Age 10 - 14	4,206	8.00%
Age 15 - 17	2,387	4.54%
Age 18 - 20	2,075	3.95%
Age 21 - 24	2,657	5.05%
Age 25 - 34	5,189	9.87%
Age 35 - 44	7,790	14.82%
Age 45 - 54	7,514	14.29%
Age 55 - 64	6,176	11.75%
Age 65 - 74	4,326	8.23%
Age 75 - 84	1,815	3.45%
Age 85 and over	528	1.00%
2023 Est. Median Age, Female		37.60
2023 Est. Average Age, Female		36.87

# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	18,083	22.81%
Males, Never Married	8,979	11.32%
Females, Never Married	9,104	11.48%
Married, Spouse present	54,117	68.25%
Married, Spouse absent	2,149	2.71%
Widowed	1,755	2.21%
Males Widowed	192	0.24%
Females Widowed	1,563	1.97%
Divorced	3,186	4.02%
Males Divorced	1,075	1.36%
Females Divorced	2,111	2.66%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,503	2.32%
Some High School, no diploma	1,458	2.25%
High School Graduate (or GED)	8,750	13.48%
Some College, no degree	11,406	17.57%
Associate Degree	3,481	5.36%
Bachelor's Degree	21,906	33.75%
Master's Degree	13,289	20.47%
Professional School Degree	1,102	1.70%
Doctorate Degree	2,010	3.10%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	736	6.64%
High School Graduate	1,876	16.94%
Some College or Associate's Degree	2,776	25.06%
Bachelor's Degree or Higher	5,689	51.36%
<b>Households</b>		
2028 Projection	35,337	
2023 Estimate	30,526	
2020 Census	26,890	
2010 Census	8,639	
Growth 2023 - 2028		15.76%
Growth 2020 - 2023		13.52%
Growth 2010 - 2020		211.26%
<b>2023 Est. Households by Household Type</b>	<b>30,526</b>	
Family Households	26,223	85.90%
Nonfamily Households	4,303	14.10%
2023 Est. Group Quarters Population	164	
2023 Households by Ethnicity, Hispanic/Latino	5,725	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>30,526</b>	
Income < \$15,000	873	2.86%
Income \$15,000 - \$24,999	740	2.42%
Income \$25,000 - \$34,999	699	2.29%
Income \$35,000 - \$49,999	1,299	4.25%
Income \$50,000 - \$74,999	2,093	6.86%
Income \$75,000 - \$99,999	2,426	7.95%
Income \$100,000 - \$124,999	2,946	9.65%
Income \$125,000 - \$149,999	2,912	9.54%
Income \$150,000 - \$199,999	5,925	19.41%
Income \$200,000 - \$249,999	3,286	10.77%
Income \$250,000 - \$499,999	4,554	14.92%
Income \$500,000+	2,773	9.08%
2023 Est. Average Household Income		\$198,796
2023 Est. Median Household Income		\$160,222
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$181,201
Black or African American Alone		\$138,649
American Indian and Alaska Native Alone		\$180,248
Asian Alone		\$196,521
Native Hawaiian and Other Pacific Islander Alone		\$104,621
Some Other Race Alone		\$133,974
Two or More Races		\$193,490
Hispanic or Latino		\$142,395
Not Hispanic or Latino		\$188,628
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>26,223</b>	
Married-Couple Family, own children	13,376	51.01%
Married-Couple Family, no own children	10,095	38.50%
Male Householder, own children	450	1.72%
Male Householder, no own children	371	1.41%
Female Householder, own children	1,088	4.15%
Female Householder, no own children	843	3.21%
<b>2023 Est. Households by Household Size</b>	<b>30,526</b>	
1-person	3,722	12.19%
2-person	7,185	23.54%
3-person	6,435	21.08%
4-person	8,062	26.41%
5-person	3,837	12.57%
6-person	988	3.24%
7-or-more-person	298	0.98%
2023 Est. Average Household Size		3.39

# Primary Retail Trade Area • Demographic Profile

Fulshear, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>30,526</b>	
Households with 1 or More People under Age 18:	15,663	51.31%
Married-Couple Family	13,825	88.26%
Other Family, Male Householder	514	3.28%
Other Family, Female Householder	1,277	8.15%
Nonfamily, Male Householder	35	0.22%
Nonfamily, Female Householder	13	0.08%
<b>Households with No People under Age 18:</b>	<b>14,863</b>	
Married-Couple Family	9,645	64.89%
Other Family, Male Householder	304	2.04%
Other Family, Female Householder	658	4.43%
Nonfamily, Male Householder	2,206	14.84%
Nonfamily, Female Householder	2,050	13.79%
<b>2023 Est. Households by Number of Vehicles</b>	<b>30,526</b>	
No Vehicles	162	0.53%
1 Vehicle	3,706	12.14%
2 Vehicles	18,329	60.04%
3 Vehicles	6,530	21.39%
4 Vehicles	1,236	4.05%
5 or more Vehicles	564	1.85%
2023 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2028 Projection	30,382	
2023 Estimate	26,223	
2010 Census	7,286	
Growth 2023 - 2028		15.86%
Growth 2010 - 2023		259.91%
<b>2023 Est. Families by Poverty Status</b>	<b>26,223</b>	
2023 Families at or Above Poverty	25,280	96.40%
2023 Families at or Above Poverty with Children	16,571	63.19%
2023 Families Below Poverty	943	3.60%
2023 Families Below Poverty with Children	524	2.00%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	47,038	60.54%
Civilian Labor Force, Unemployed	2,233	2.87%
Armed Forces	1	0.00%
Not in Labor Force	28,426	36.59%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>47,771</b>	
For-Profit Private Workers	35,704	74.74%
Non-Profit Private Workers	2,664	5.58%
Local Government Workers	255	0.53%
State Government Workers	1,314	2.75%
Federal Government Workers	2,994	6.27%
Self-Employed Workers	4,660	9.76%
Unpaid Family Workers	181	0.38%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>47,771</b>	
Architect/Engineer	4,210	8.81%
Arts/Entertainment/Sports	1,260	2.64%
Building Grounds Maintenance	438	0.92%
Business/Financial Operations	4,431	9.28%
Community/Social Services	717	1.50%
Computer/Mathematical	2,896	6.06%
Construction/Extraction	860	1.80%
Education/Training/Library	3,682	7.71%
Farming/Fishing/Forestry	77	0.16%
Food Prep/Serving	744	1.56%
Health Practitioner/Technician	2,897	6.06%
Healthcare Support	263	0.55%
Maintenance Repair	1,213	2.54%
Legal	497	1.04%
Life/Physical/Social Science	939	1.97%
Management	9,557	20.01%
Office/Admin. Support	3,402	7.12%
Production	1,532	3.21%
Protective Services	916	1.92%
Sales/Related	5,834	12.21%
Personal Care/Service	484	1.01%
Transportation/Moving	920	1.93%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>47,771</b>	
White Collar	40,323	84.41%
Blue Collar	4,525	9.47%
Service and Farm	2,923	6.12%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>46,970</b>	
Drove Alone	34,592	73.65%
Car Pooled	5,155	10.98%
Public Transportation	1,259	2.68%
Walked	131	0.28%
Bicycle	50	0.11%
Other Means	385	0.82%
Worked at Home	5,397	11.49%



# Primary Retail Trade Area • Demographic Profile

Fulshear, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,418	
15 - 29 Minutes	9,675	
30 - 44 Minutes	10,282	
45 - 59 Minutes	8,307	
60 or more Minutes	9,199	
2023 Est. Avg Travel Time to Work in Minutes		43
<b>2023 Est. Occupied Housing Units by Tenure</b>	30,526	
Owner Occupied	27,881	91.33%
Renter Occupied	2,645	8.66%
2023 Owner Occ. HUs: Avg. Length of Residence		6.96 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		5.24 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>30,526</b>	
Value Less than \$20,000	62	0.22%
Value \$20,000 - \$39,999	124	0.45%
Value \$40,000 - \$59,999	150	0.54%
Value \$60,000 - \$79,999	120	0.43%
Value \$80,000 - \$99,999	67	0.24%
Value \$100,000 - \$149,999	155	0.56%
Value \$150,000 - \$199,999	215	0.77%
Value \$200,000 - \$299,999	2,807	10.07%
Value \$300,000 - \$399,999	6,404	22.97%
Value \$400,000 - \$499,999	6,459	23.17%
Value \$500,000 - \$749,999	7,772	27.88%
Value \$750,000 - \$999,999	2,699	9.68%
Value \$1,000,000 or \$1,499,999	669	2.40%
Value \$1,500,000 or \$1,999,999	105	0.38%
Value \$2,000,000+	73	0.26%
2023 Est. Median All Owner-Occupied Housing Value		\$457,320
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	31,050	96.57%
1 Unit Attached	96	0.30%
2 Units	9	0.03%
3 or 4 Units	24	0.08%
5 to 19 Units	88	0.27%
20 to 49 Units	36	0.11%
50 or More Units	84	0.26%
Mobile Home or Trailer	741	2.31%
Boat, RV, Van, etc.	25	0.08%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	14,176	44.09%
Housing Units Built 2010 to 2014	8,321	25.88%
Housing Units Built 2000 to 2009	5,835	18.15%
Housing Units Built 1990 to 1999	1,062	3.30%
Housing Units Built 1980 to 1989	776	2.41%
Housing Units Built 1970 to 1979	686	2.13%
Housing Units Built 1960 to 1969	386	1.20%
Housing Units Built 1950 to 1959	129	0.40%
Housing Units Built 1940 to 1949	106	0.33%
Housing Unit Built 1939 or Earlier	676	2.10%
2023 Est. Median Year Structure Built		2013

<sup>†</sup> 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, 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.

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