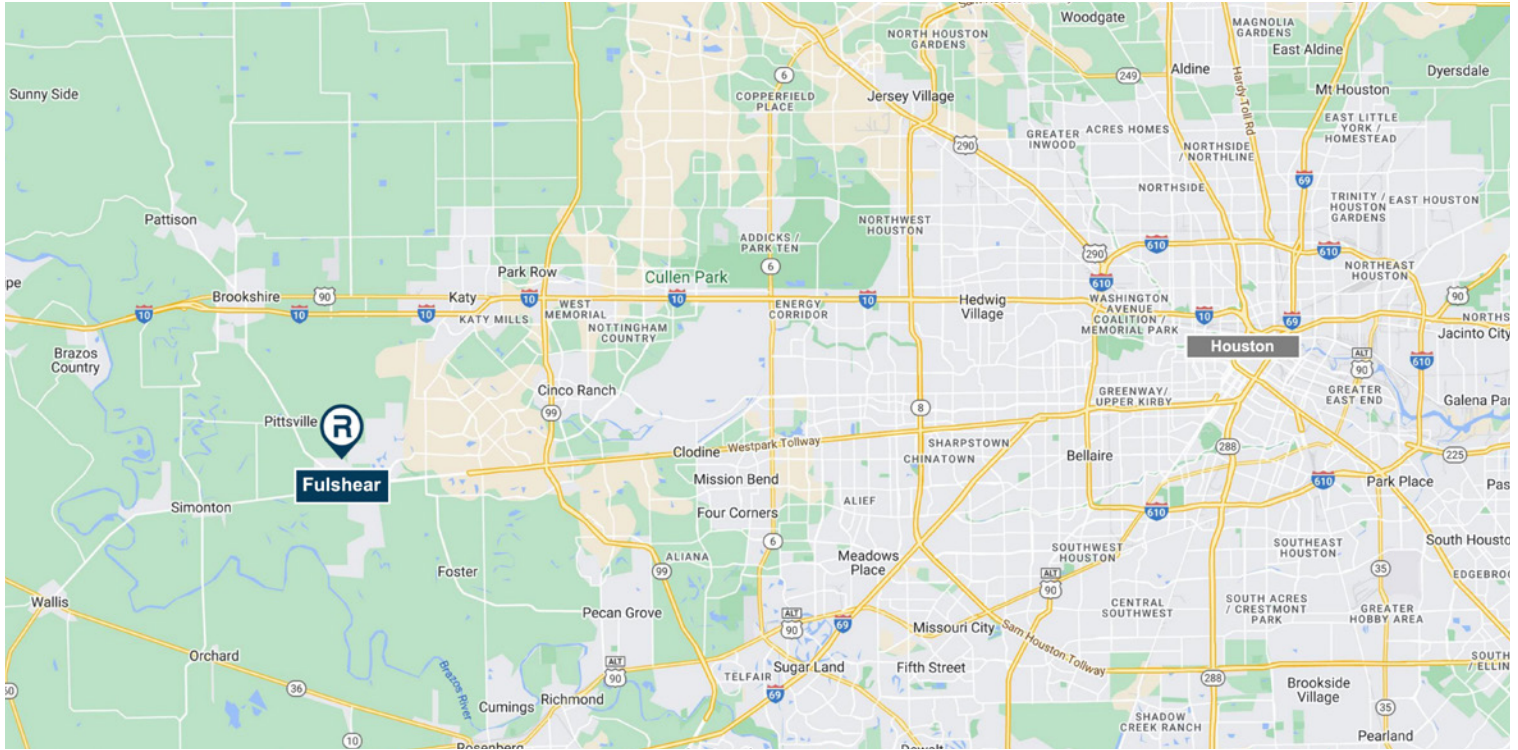# The**Retail**Coach®

Community Demographic Profile

FULSHEAR, TEXAS

Prepared for City of Fulshear
June 2023

Community • Demographic Snapshot

Fulshear, Texas

Population

Year	
2020	16,856
2023	19,843
2028	23,724

Educational Attainment (%)

Graduate or Professional Degree	24.11%
Bachelors Degree	36.60%
Associate Degree	4.69%
Some College	19.02%
High School Graduate (GED)	12.33%
Some High School, No Degree	2.18%
Less than 9th Grade	1.09%

Income

Average HH	$208,650
Median HH	$172,518
Per Capita	$61,061

Age

0 - 9 Years	15.16%
10 - 17 Years	12.68%
18 - 24 Years	9.15%
25 - 34 Years	9.24%
35 - 44 Years	13.04%
45 - 54 Years	14.57%
55 - 64 Years	12.69%
65 and Older	13.47%
Median Age	38.14
Average Age	37.30

Race Distribution (%)

White	51.34%
Black/African American	8.10%
American Indian/Alaskan	0.19%
Asian	15.81%
Native Hawaiian/Islander	0.01%
Other Race	5.89%
Two or More Races	18.67%
Hispanic	22.59%

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DESCRIPTION	DATA	%
Population		
2028 Projection	23,724	
2023 Estimate	19,843	
2020 Census	16,856	
2010 Census	2,721	
Growth 2023 - 2028		19.56%
Growth 2020 - 2023		17.72%
Growth 2010 - 2020		519.48%
2022 Daytime Population	**16,537**	
Workers	3,870	
Residents	12,667	
2023 Est. Population by Single-Classification Race	**19,843**	
White Alone	10,187	51.34%
Black or African American Alone	1,607	8.10%
Amer. Indian and Alaska Native Alone	38	0.19%
Asian Alone	3,137	15.81%
Native Hawaiian and Other Pacific Island Alone	2	0.01%
Some Other Race Alone	1,168	5.89%
Two or More Races	3,704	18.67%
2023 Est. Population by Hispanic or Latino Origin	**19,843**	
Not Hispanic or Latino	15,360	77.41%
Hispanic or Latino	4,483	22.59%
Mexican	2,115	47.18%
Puerto Rican	59	1.32%
Cuban	39	0.87%
All Other Hispanic or Latino	2,270	50.64%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**4,483**	
White Alone	857	19.12%
Black or African American Alone	48	1.07%
American Indian and Alaska Native Alone	18	0.40%
Asian Alone	20	0.45%
Native Hawaiian and Other Pacific Islander Alone	1	0.02%
Some Other Race Alone	1,100	24.54%
Two or More Races	2,439	54.41%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	**3,137**	
Chinese, except Taiwanese	284	9.05%
Filipino	96	3.06%
Japanese	10	0.32%
Asian Indian	1,972	62.86%
Korean	93	2.96%
Vietnamese	316	10.07%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	366	11.67%
2023 Est. Population by Ancestry	**19,843**	
Arab	14	0.07%
Czech	283	1.43%
Danish	27	0.14%
Dutch	103	0.52%
English	1,292	6.51%
French (except Basque)	1,131	5.70%
French Canadian	31	0.16%
German	2,312	11.65%
Greek	99	0.50%
Hungarian	25	0.13%
Irish	980	4.94%
Italian	613	3.09%
Lithuanian	3	0.02%
United States or American	509	2.56%
Norwegian	335	1.69%
Polish	158	0.80%
Portuguese	80	0.40%
Russian	72	0.36%
Scottish	236	1.19%
Scotch-Irish	133	0.67%
Slovak	28	0.14%
Subsaharan African	312	1.57%
Swedish	83	0.42%
Swiss	7	0.04%
Ukrainian	0	0.00%
Welsh	111	0.56%
West Indian (except Hisp. groups)	45	0.23%
Other ancestries	8,501	42.84%
Ancestry Unclassified	2,320	11.69%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	12,636	68.81%
Speak Asian/Pacific Island Language at Home	733	3.99%
Speak IndoEuropean Language at Home	747	4.07%
Speak Spanish at Home	3,921	21.35%
Speak Other Language at Home	328	1.79%

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Fulshear, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**19,843**	
Age 0 - 4	1,478	7.45%
Age 5 - 9	1,530	7.71%
Age 10 - 14	1,573	7.93%
Age 15 - 17	944	4.76%
Age 18 - 20	818	4.12%
Age 21 - 24	997	5.02%
Age 25 - 34	1,833	9.24%
Age 35 - 44	2,588	13.04%
Age 45 - 54	2,892	14.57%
Age 55 - 64	2,517	12.69%
Age 65 - 74	1,811	9.13%
Age 75 - 84	689	3.47%
Age 85 and over	173	0.87%
Age 16 and over	14,951	75.35%
Age 18 and over	14,318	72.16%
Age 21 and over	13,500	68.03%
Age 65 and over	2,673	13.47%
2023 Est. Median Age		38.14
2023 Est. Average Age		37.30
2023 Est. Population by Sex	**19,843**	
Male	9,698	48.87%
Female	10,145	51.13%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**9,698**	
Age 0 - 4	726	7.49%
Age 5 - 9	745	7.68%
Age 10 - 14	765	7.89%
Age 15 - 17	477	4.92%
Age 18 - 20	416	4.29%
Age 21 - 24	486	5.01%
Age 25 - 34	903	9.31%
Age 35 - 44	1,210	12.48%
Age 45 - 54	1,444	14.89%
Age 55 - 64	1,246	12.85%
Age 65 - 74	875	9.02%
Age 75 - 84	326	3.36%
Age 85 and over	79	0.82%
2023 Est. Median Age, Male		37.98
2023 Est. Average Age, Male		37.20
2023 Est. Female Population by Age	**10,145**	
Age 0 - 4	752	7.41%
Age 5 - 9	785	7.74%
Age 10 - 14	808	7.96%
Age 15 - 17	467	4.60%
Age 18 - 20	402	3.96%
Age 21 - 24	511	5.04%
Age 25 - 34	930	9.17%
Age 35 - 44	1,378	13.58%
Age 45 - 54	1,448	14.27%
Age 55 - 64	1,271	12.53%
Age 65 - 74	936	9.23%
Age 75 - 84	363	3.58%
Age 85 and over	94	0.93%
2023 Est. Median Age, Female		38.28
2023 Est. Average Age, Female		37.40

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,770	24.70%
Males, Never Married	2,000	13.10%
Females, Never Married	1,770	11.60%
Married, Spouse present	10,240	67.09%
Married, Spouse absent	453	2.97%
Widowed	325	2.13%
Males Widowed	16	0.11%
Females Widowed	309	2.02%
Divorced	474	3.11%
Males Divorced	167	1.09%
Females Divorced	307	2.01%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	136	1.09%
Some High School, no diploma	272	2.18%
High School Graduate (or GED)	1,541	12.33%
Some College, no degree	2,378	19.02%
Associate Degree	586	4.69%
Bachelor's Degree	4,576	36.60%
Master's Degree	2,331	18.64%
Professional School Degree	336	2.69%
Doctorate Degree	347	2.77%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	33	1.57%
High School Graduate	350	16.64%
Some College or Associate's Degree	636	30.24%
Bachelor's Degree or Higher	1,084	51.55%
Households		
2028 Projection	6,911	
2023 Estimate	5,807	
2020 Census	4,983	
2010 Census	916	
Growth 2023 - 2028		19.01%
Growth 2020 - 2023		16.54%
Growth 2010 - 2020		444.00%
2023 Est. Households by Household Type	5,807	
Family Households	5,028	86.58%
Nonfamily Households	779	13.41%
2023 Est. Group Quarters Population	0	
2023 Households by Ethnicity, Hispanic/Latino	1,367	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	5,807	
Income < $15,000	234	4.03%
Income $15,000 - $24,999	212	3.65%
Income $25,000 - $34,999	111	1.91%
Income $35,000 - $49,999	130	2.24%
Income $50,000 - $74,999	352	6.06%
Income $75,000 - $99,999	297	5.12%
Income $100,000 - $124,999	464	7.99%
Income $125,000 - $149,999	559	9.63%
Income $150,000 - $199,999	1,163	20.03%
Income $200,000 - $249,999	742	12.78%
Income $250,000 - $499,999	994	17.12%
Income $500,000+	549	9.45%
2023 Est. Average Household Income		$208,650
2023 Est. Median Household Income		$172,518
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$188,554
Black or African American Alone		$130,699
American Indian and Alaska Native Alone		$185,205
Asian Alone		$196,834
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$176,746
Two or More Races		$200,000
Hispanic or Latino		$188,534
Not Hispanic or Latino		$193,008
2023 Est. Family HH Type by Presence of Own Child.	5,028	
Married-Couple Family, own children	2,446	48.65%
Married-Couple Family, no own children	2,120	42.16%
Male Householder, own children	69	1.37%
Male Householder, no own children	60	1.19%
Female Householder, own children	156	3.10%
Female Householder, no own children	177	3.52%
2023 Est. Households by Household Size	5,807	
1-person	708	12.19%
2-person	1,429	24.61%
3-person	1,100	18.94%
4-person	1,620	27.90%
5-person	823	14.17%
6-person	89	1.53%
7-or-more-person	38	0.65%
2023 Est. Average Household Size		3.42

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**5,807**	
Households with 1 or More People under Age 18:	2,829	48.72%
Married-Couple Family	2,551	90.17%
Other Family, Male Householder	87	3.08%
Other Family, Female Householder	191	6.75%
Nonfamily, Male Householder	0	0.00%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	**2,978**	
Married-Couple Family	2,014	67.63%
Other Family, Male Householder	43	1.44%
Other Family, Female Householder	143	4.80%
Nonfamily, Male Householder	438	14.71%
Nonfamily, Female Householder	340	11.42%
2023 Est. Households by Number of Vehicles	**5,807**	
No Vehicles	3	0.05%
1 Vehicle	608	10.47%
2 Vehicles	3,426	59.00%
3 Vehicles	1,496	25.76%
4 Vehicles	225	3.87%
5 or more Vehicles	49	0.84%
2023 Est. Average Number of Vehicles		2.3
Family Households		
2028 Projection	5,985	
2023 Estimate	5,028	
2010 Census	792	
Growth 2023 - 2028		19.03%
Growth 2010 - 2023		534.85%
2023 Est. Families by Poverty Status	**5,028**	
2023 Families at or Above Poverty	4,805	95.56%
2023 Families at or Above Poverty with Children	3,076	61.18%
2023 Families Below Poverty	223	4.43%
2023 Families Below Poverty with Children	87	1.73%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,725	58.36%
Civilian Labor Force, Unemployed	365	2.44%
Armed Forces	0	0.00%
Not in Labor Force	5,861	39.20%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**8,962**	
For-Profit Private Workers	6,649	74.19%
Non-Profit Private Workers	489	5.46%
Local Government Workers	62	0.69%
State Government Workers	183	2.04%
Federal Government Workers	481	5.37%
Self-Employed Workers	1,046	11.67%
Unpaid Family Workers	52	0.58%
2023 Est. Civ. Employed Pop 16+ by Occupation	**8,962**	
Architect/Engineer	802	8.95%
Arts/Entertainment/Sports	286	3.19%
Building Grounds Maintenance	82	0.92%
Business/Financial Operations	725	8.09%
Community/Social Services	122	1.36%
Computer/Mathematical	483	5.39%
Construction/Extraction	137	1.53%
Education/Training/Library	630	7.03%
Farming/Fishing/Forestry	22	0.25%
Food Prep/Serving	191	2.13%
Health Practitioner/Technician	458	5.11%
Healthcare Support	10	0.11%
Maintenance Repair	140	1.56%
Legal	100	1.12%
Life/Physical/Social Science	164	1.83%
Management	2,035	22.71%
Office/Admin. Support	602	6.72%
Production	160	1.78%
Protective Services	340	3.79%
Sales/Related	1,214	13.55%
Personal Care/Service	109	1.22%
Transportation/Moving	150	1.67%
2023 Est. Pop 16+ by Occupation Classification	**8,962**	
White Collar	7,621	85.04%
Blue Collar	587	6.55%
Service and Farm	754	8.41%
2023 Est. Workers Age 16+ by Transp. to Work	**8,840**	
Drove Alone	6,563	74.24%
Car Pooled	685	7.75%
Public Transportation	224	2.53%
Walked	12	0.14%
Bicycle	3	0.03%
Other Means	82	0.93%
Worked at Home	1,271	14.38%

Community • Demographic Profile

Fulshear, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	637	
15 - 29 Minutes	1,718	
30 - 44 Minutes	1,800	
45 - 59 Minutes	1,585	
60 or more Minutes	1,587	
2023 Est. Avg Travel Time to Work in Minutes		43
2023 Est. Occupied Housing Units by Tenure	5,807	
Owner Occupied	5,487	94.49%
Renter Occupied	320	5.51%
2023 Owner Occ. HUs: Avg. Length of Residence		5.80†
2023 Renter Occ. HUs: Avg. Length of Residence		6.10†
2023 Est. Owner-Occupied Housing Units by Value	**5,807**	
Value Less than $20,000	1	0.02%
Value $20,000 - $39,999	7	0.13%
Value $40,000 - $59,999	24	0.44%
Value $60,000 - $79,999	11	0.20%
Value $80,000 - $99,999	2	0.04%
Value $100,000 - $149,999	17	0.31%
Value $150,000 - $199,999	6	0.11%
Value $200,000 - $299,999	407	7.42%
Value $300,000 - $399,999	1,039	18.94%
Value $400,000 - $499,999	1,332	24.28%
Value $500,000 - $749,999	1,712	31.20%
Value $750,000 - $999,999	710	12.94%
Value $1,000,000 or $1,499,999	178	3.24%
Value $1,500,000 or $1,999,999	19	0.35%
Value $2,000,000+	22	0.40%
2023 Est. Median All Owner-Occupied Housing Value		$491,730
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	6,069	97.98%
1 Unit Attached	17	0.28%
2 Units	0	0.00%
3 or 4 Units	0	0.00%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	108	1.74%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,526	56.93%
Housing Units Built 2010 to 2014	1,612	26.02%
Housing Units Built 2000 to 2009	519	8.38%
Housing Units Built 1990 to 1999	135	2.18%
Housing Units Built 1980 to 1989	60	0.97%
Housing Units Built 1970 to 1979	98	1.58%
Housing Units Built 1960 to 1969	69	1.11%
Housing Units Built 1950 to 1959	11	0.18%
Housing Units Built 1940 to 1949	2	0.03%
Housing Unit Built 1939 or Earlier	162	2.62%
2023 Est. Median Year Structure Built		2015

† 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.

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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