



The**Retail**Coach®

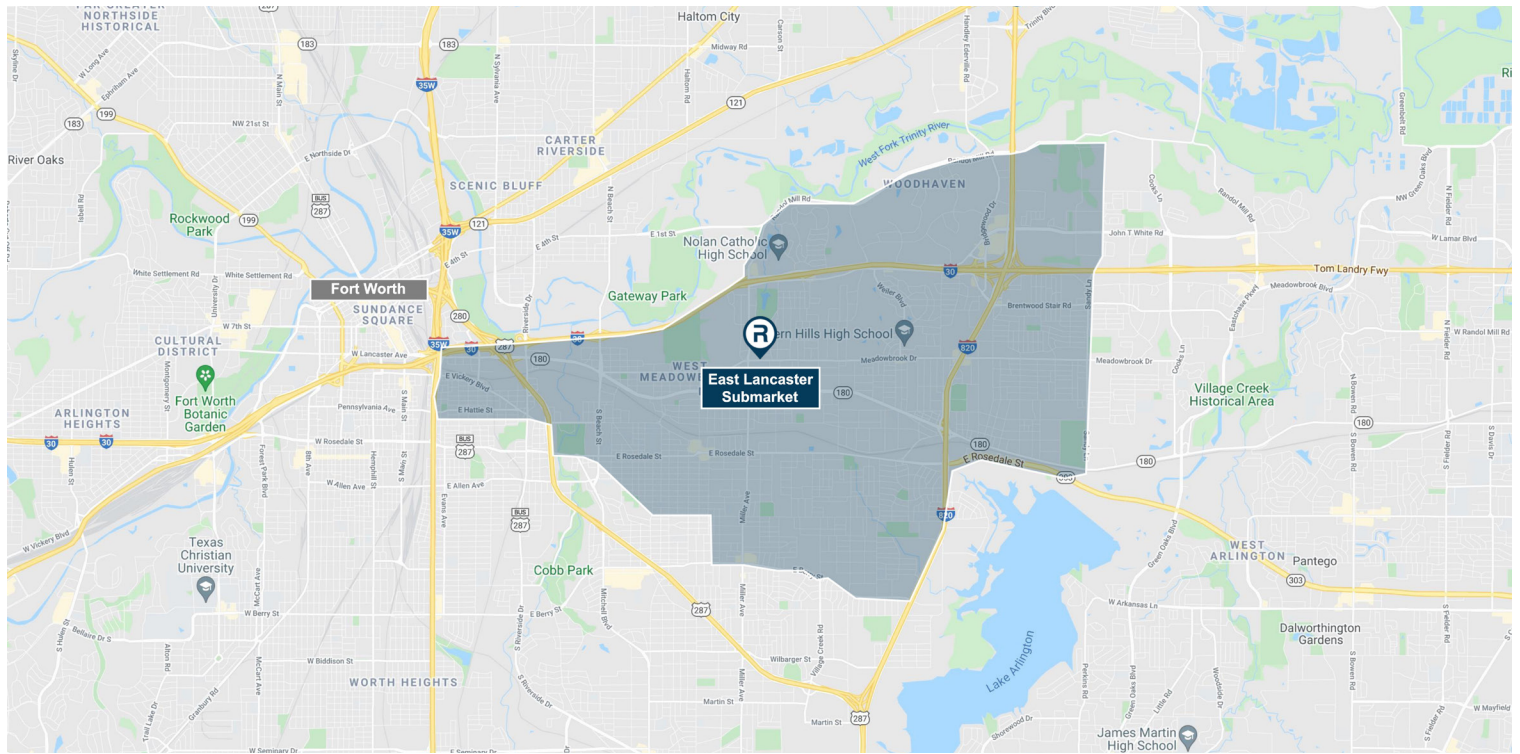
East Lancaster Submarket Demographic Profile

FORT WORTH, TEXAS

Prepared for The City of Fort Worth, Texas
October 2021

East Lancaster Submarket • Demographic Snapshot

Fort Worth, Texas



Population

2010	69,584
2021	75,623
2026	79,895

Educational Attainment (%)

Graduate or Professional Degree	4.59%
Bachelors Degree	9.85%
Associate Degree	5.62%
Some College	22.05%
High School Graduate (GED)	29.80%
Some High School, No Degree	15.66%
Less than 9th Grade	12.42%

Income

Average HH	\$56,722
Median HH	\$41,439
Per Capita	\$20,356

Age

0 - 9 Years	16.28%
10 - 17 Years	12.60%
18 - 24 Years	9.32%
25 - 34 Years	14.14%
35 - 44 Years	13.66%
45 - 54 Years	11.38%
55 - 64 Years	10.53%
65 and Older	12.09%
Median Age	33.36
Average Age	35.28

Race Distribution (%)

White	38.47%
Black/African American	36.31%
American Indian/Alaskan	0.44%
Asian	1.96%
Native Hawaiian/Islander	0.07%
Other Race	19.09%
Two or More Races	3.67%
Hispanic	44.33%



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East Lancaster Submarket • Demographic Profile

Fort Worth, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	79,895	
2021 Estimate	75,623	
2010 Census	69,584	
2000 Census	69,243	
Growth 2021 - 2026		5.65%
Growth 2010 - 2021		8.68%
Growth 2000 - 2010		0.49%
2021 Est. Population by Single-Classification Race	75,623	
White Alone	29,090	38.47%
Black or African American Alone	27,458	36.31%
Amer. Indian and Alaska Native Alone	331	0.44%
Asian Alone	1,483	1.96%
Native Hawaiian and Other Pacific Island Alone	50	0.07%
Some Other Race Alone	14,439	19.09%
Two or More Races	2,773	3.67%
2021 Est. Population by Hispanic or Latino Origin	75,623	
Not Hispanic or Latino	42,097	55.67%
Hispanic or Latino	33,526	44.33%
Mexican	29,167	87.00%
Puerto Rican	426	1.27%
Cuban	108	0.32%
All Other Hispanic or Latino	3,825	11.41%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	33,526	
White Alone	16,951	50.56%
Black or African American Alone	509	1.52%
American Indian and Alaska Native Alone	161	0.48%
Asian Alone	65	0.19%
Native Hawaiian and Other Pacific Islander Alone	7	0.02%
Some Other Race Alone	14,350	42.80%
Two or More Races	1,482	4.42%
2021 Est. Pop by Race, Asian Alone, by Category	1,483	
Chinese, except Taiwanese	254	17.13%
Filipino	27	1.82%
Japanese	50	3.37%
Asian Indian	253	17.06%
Korean	15	1.01%
Vietnamese	383	25.83%
Cambodian	15	1.01%
Hmong	0	0.00%
Laotian	18	1.21%
Thai	60	4.05%
All Other Asian Races Including 2+ Category	407	27.44%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	75,623	
Arab	98	0.13%
Czech	100	0.13%
Danish	51	0.07%
Dutch	366	0.48%
English	2,133	2.82%
French (except Basque)	578	0.76%
French Canadian	73	0.10%
German	2,419	3.20%
Greek	50	0.07%
Hungarian	38	0.05%
Irish	2,309	3.05%
Italian	417	0.55%
Lithuanian	0	0.00%
United States or American	2,370	3.13%
Norwegian	263	0.35%
Polish	225	0.30%
Portuguese	83	0.11%
Russian	46	0.06%
Scottish	525	0.69%
Scotch-Irish	255	0.34%
Slovak	0	0.00%
Subsaharan African	1,068	1.41%
Swedish	180	0.24%
Swiss	28	0.04%
Ukrainian	74	0.10%
Welsh	139	0.18%
West Indian (except Hisp. groups)	55	0.07%
Other ancestries	52,966	70.04%
Ancestry Unclassified	8,712	11.52%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	42,514	61.42%
Speak Asian/Pacific Island Language at Home	1,911	2.76%
Speak IndoEuropean Language at Home	481	0.70%
Speak Spanish at Home	22,872	33.04%
Speak Other Language at Home	1,445	2.09%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	75,623	
Age 0 - 4	6,400	8.46%
Age 5 - 9	5,909	7.81%
Age 10 - 14	6,055	8.01%
Age 15 - 17	3,470	4.59%
Age 18 - 20	3,243	4.29%
Age 21 - 24	3,808	5.04%
Age 25 - 34	10,696	14.14%
Age 35 - 44	10,331	13.66%
Age 45 - 54	8,606	11.38%
Age 55 - 64	7,965	10.53%
Age 65 - 74	5,496	7.27%
Age 75 - 84	2,558	3.38%
Age 85 and over	1,085	1.43%
Age 16 and over	56,125	74.22%
Age 18 and over	53,789	71.13%
Age 21 and over	50,546	66.84%
Age 65 and over	9,139	12.09%
2021 Est. Median Age		33.36
2021 Est. Average Age		35.28
2021 Est. Population by Sex	75,623	
Male	36,951	48.86%
Female	38,672	51.14%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	36,951	
Age 0 - 4	3,261	8.83%
Age 5 - 9	2,973	8.05%
Age 10 - 14	3,060	8.28%
Age 15 - 17	1,734	4.69%
Age 18 - 20	1,622	4.39%
Age 21 - 24	1,913	5.18%
Age 25 - 34	5,248	14.20%
Age 35 - 44	5,066	13.71%
Age 45 - 54	4,209	11.39%
Age 55 - 64	3,906	10.57%
Age 65 - 74	2,559	6.92%
Age 75 - 84	1,035	2.80%
Age 85 and over	364	0.99%
2021 Est. Median Age, Male		32.47
2021 Est. Average Age, Male		34.40

DESCRIPTION	DATA	%
2021 Est. Female Population by Age	38,672	
Age 0 - 4	3,139	8.12%
Age 5 - 9	2,936	7.59%
Age 10 - 14	2,995	7.75%
Age 15 - 17	1,735	4.49%
Age 18 - 20	1,621	4.19%
Age 21 - 24	1,895	4.90%
Age 25 - 34	5,448	14.09%
Age 35 - 44	5,266	13.62%
Age 45 - 54	4,397	11.37%
Age 55 - 64	4,059	10.50%
Age 65 - 74	2,937	7.59%
Age 75 - 84	1,523	3.94%
Age 85 and over	720	1.86%
2021 Est. Median Age, Female		34.21
2021 Est. Average Age, Female		36.08

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	25,228	44.06%
Males, Never Married	12,867	22.47%
Females, Never Married	12,361	21.59%
Married, Spouse present	16,898	29.51%
Married, Spouse absent	4,342	7.58%
Widowed	3,415	5.96%
Males Widowed	841	1.47%
Females Widowed	2,574	4.50%
Divorced	7,376	12.88%
Males Divorced	3,327	5.81%
Females Divorced	4,050	7.07%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,805	12.42%
Some High School, no diploma	7,317	15.66%
High School Graduate (or GED)	13,930	29.80%
Some College, no degree	10,308	22.05%
Associate Degree	2,627	5.62%
Bachelor's Degree	4,604	9.85%
Master's Degree	1,579	3.38%
Professional School Degree	376	0.81%
Doctorate Degree	191	0.41%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	9,965	57.34%
High School Graduate	4,092	23.55%
Some College or Associate's Degree	2,514	14.47%
Bachelor's Degree or Higher	809	4.66%
Households		
2026 Projection	28,108	
2021 Estimate	26,588	
2010 Census	24,568	
2000 Census	26,051	
Growth 2021 - 2026		5.72%
Growth 2010 - 2021		8.22%
Growth 2000 - 2010		-5.-68%
2021 Est. Households by Household Type	26,588	
Family Households	17,201	64.69%
Nonfamily Households	9,387	35.31%
2021 Est. Group Quarters Population	1,537	
2021 Households by Ethnicity, Hispanic/Latino	8,721	

East Lancaster Submarket • Demographic Profile

Fort Worth, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	26,588	
Income < \$15,000	4,619	17.37%
Income \$15,000 - \$24,999	3,574	13.44%
Income \$25,000 - \$34,999	3,105	11.68%
Income \$35,000 - \$49,999	4,438	16.69%
Income \$50,000 - \$74,999	4,511	16.97%
Income \$75,000 - \$99,999	2,584	9.72%
Income \$100,000 - \$124,999	1,637	6.16%
Income \$125,000 - \$149,999	876	3.29%
Income \$150,000 - \$199,999	637	2.40%
Income \$200,000 - \$249,999	253	0.95%
Income \$250,000 - \$499,999	270	1.02%
Income \$500,000+	83	0.31%
2021 Est. Average Household Income		\$56,722
2021 Est. Median Household Income		\$41,439
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$47,376
Black or African American Alone		\$33,307
American Indian and Alaska Native Alone		\$74,097
Asian Alone		\$31,752
Native Hawaiian and Other Pacific Islander Alone		\$39,382
Some Other Race Alone		\$47,124
Two or More Races		\$53,340
Hispanic or Latino		\$42,634
Not Hispanic or Latino		\$40,790
2021 Est. Family HH Type by Presence of Own Child.	17,201	
Married-Couple Family, own children	4,621	26.86%
Married-Couple Family, no own children	4,979	28.95%
Male Householder, own children	825	4.80%
Male Householder, no own children	1,053	6.12%
Female Householder, own children	3,135	18.23%
Female Householder, no own children	2,589	15.05%
2021 Est. Households by Household Size	26,588	
1-person	7,679	28.88%
2-person	7,176	26.99%
3-person	4,118	15.49%
4-person	3,194	12.01%
5-person	2,217	8.34%
6-person	1,164	4.38%
7-or-more-person	1,040	3.91%
2021 Est. Average Household Size		2.76
2021 Est. Households by Presence of People Under 18	26,588	
Households with 1 or More People under Age 18:	10,262	38.60%
Married-Couple Family	5,167	50.35%
Other Family, Male Householder	1,054	10.27%
Other Family, Female Householder	3,948	38.47%
Nonfamily, Male Householder	60	0.58%
Nonfamily, Female Householder	32	0.31%

DESCRIPTION	DATA	%
Households with No People under Age 18:	16,326	
Married-Couple Family	4,428	27.12%
Other Family, Male Householder	823	5.04%
Other Family, Female Householder	1,782	10.91%
Nonfamily, Male Householder	4,571	28.00%
Nonfamily, Female Householder	4,722	28.92%
2021 Est. Households by Number of Vehicles	26,588	
No Vehicles	2,667	10.03%
1 Vehicle	9,491	35.70%
2 Vehicles	9,313	35.03%
3 Vehicles	3,464	13.03%
4 Vehicles	1,097	4.13%
5 or more Vehicles	556	2.09%
2021 Est. Average Number of Vehicles		1.7
Family Households		
2026 Projection	18,201	
2021 Estimate	17,201	
2010 Census	15,849	
2000 Census	16,563	
Growth 2021 - 2026		5.81%
Growth 2010 - 2021		8.53%
Growth 2000 - 2010		-4.-30%
2021 Est. Families by Poverty Status	17,201	
2021 Families at or Above Poverty	13,230	76.91%
2021 Families at or Above Poverty with Children	6,722	39.08%
2021 Families Below Poverty	3,971	23.09%
2021 Families Below Poverty with Children	3,127	18.18%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	31,079	55.38%
Civilian Labor Force, Unemployed	2,158	3.85%
Armed Forces	11	0.02%
Not in Labor Force	22,877	40.76%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	30,638	
For-Profit Private Workers	24,421	79.71%
Non-Profit Private Workers	1,319	4.30%
Local Government Workers	395	1.29%
State Government Workers	604	1.97%
Federal Government Workers	1,405	4.59%
Self-Employed Workers	2,477	8.09%
Unpaid Family Workers	18	0.06%

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Fort Worth, Texas

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Occupation	30,638	
Architect/Engineer	276	0.90%
Arts/Entertainment/Sports	389	1.27%
Building Grounds Maintenance	1,993	6.50%
Business/Financial Operations	949	3.10%
Community/Social Services	337	1.10%
Computer/Mathematical	439	1.43%
Construction/Extraction	3,739	12.20%
Education/Training/Library	957	3.12%
Farming/Fishing/Forestry	77	0.25%
Food Prep/Serving	2,030	6.63%
Health Practitioner/Technician	913	2.98%
Healthcare Support	1,637	5.34%
Maintenance Repair	763	2.49%
Legal	146	0.48%
Life/Physical/Social Science	86	0.28%
Management	1,743	5.69%
Office/Admin. Support	3,478	11.35%
Production	2,684	8.76%
Protective Services	338	1.10%
Sales/Related	2,868	9.36%
Personal Care/Service	829	2.71%
Transportation/Moving	3,968	12.95%
2021 Est. Pop 16+ by Occupation Classification	30,638	
White Collar	12,580	41.06%
Blue Collar	11,154	36.41%
Service and Farm	6,904	22.53%
2021 Est. Workers Age 16+ by Transp. to Work	29,840	
Drove Alone	23,674	79.34%
Car Pooled	3,803	12.75%
Public Transportation	572	1.92%
Walked	248	0.83%
Bicycle	30	0.10%
Other Means	355	1.19%
Worked at Home	1,159	3.88%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,382	
15 - 29 Minutes	12,373	
30 - 44 Minutes	7,212	
45 - 59 Minutes	1,747	
60 or more Minutes	2,068	
2021 Est. Avg Travel Time to Work in Minutes		29
2021 Est. Occupied Housing Units by Tenure	26,588	
Owner Occupied	14,151	53.22%
Renter Occupied	12,437	46.78%
2021 Owner Occ. HUs: Avg. Length of Residence		16.78%
2021 Renter Occ. HUs: Avg. Length of Residence		6.34%

DESCRIPTION	DATA	%
2021 Est. Owner-Occupied Housing Units by Value	26,588	
Value Less than \$20,000	330	2.33%
Value \$20,000 - \$39,999	789	5.58%
Value \$40,000 - \$59,999	1,042	7.36%
Value \$60,000 - \$79,999	1,595	11.27%
Value \$80,000 - \$99,999	1,735	12.26%
Value \$100,000 - \$149,999	3,241	22.90%
Value \$150,000 - \$199,999	2,053	14.51%
Value \$200,000 - \$299,999	1,808	12.78%
Value \$300,000 - \$399,999	657	4.64%
Value \$400,000 - \$499,999	375	2.65%
Value \$500,000 - \$749,999	296	2.09%
Value \$750,000 - \$999,999	99	0.70%
Value \$1,000,000 or \$1,499,999	49	0.35%
Value \$1,500,000 or \$1,999,999	20	0.14%
Value \$2,000,000+	62	0.44%
2021 Est. Median All Owner-Occupied Housing Value		\$121,829
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	19,874	63.70%
1 Unit Attached	981	3.14%
2 Units	655	2.10%
3 or 4 Units	1,272	4.08%
5 to 19 Units	5,525	17.71%
20 to 49 Units	849	2.72%
50 or More Units	1,483	4.75%
Mobile Home or Trailer	556	1.78%
Boat, RV, Van, etc.	5	0.02%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,921	6.16%
Housing Units Built 2010 to 2014	502	1.61%
Housing Units Built 2000 to 2009	1,713	5.49%
Housing Units Built 1990 to 1999	2,229	7.14%
Housing Units Built 1980 to 1989	4,206	13.48%
Housing Units Built 1970 to 1979	5,753	18.44%
Housing Units Built 1960 to 1969	4,030	12.92%
Housing Units Built 1950 to 1959	6,251	20.03%
Housing Units Built 1940 to 1949	1,954	6.26%
Housing Unit Built 1939 or Earlier	2,641	8.47%
2021 Est. Median Year Structure Built		1971

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**Retail**Coach.®

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.

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