



The**Retail**Coach®

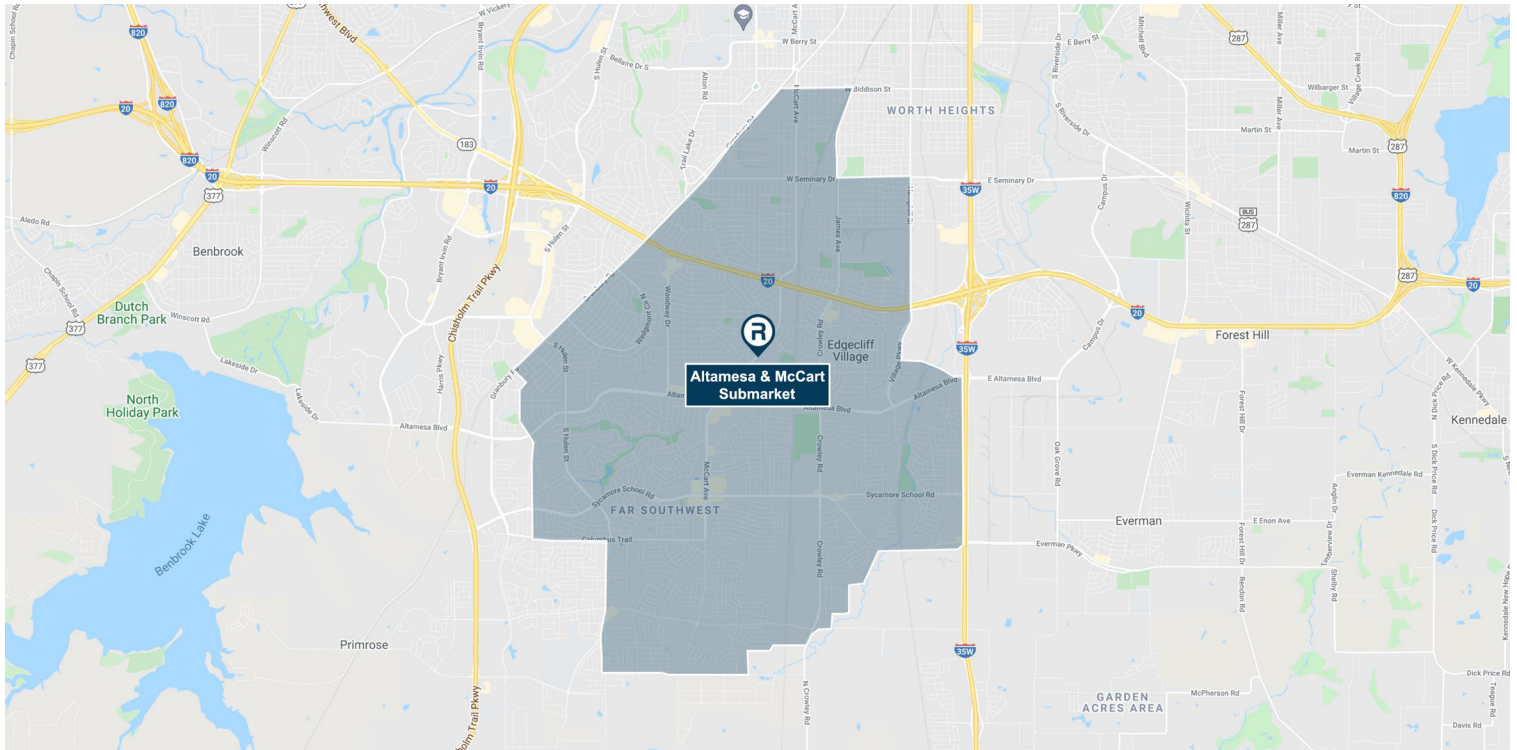
Altamesa & McCart Submarket Demographic Profile

FORT WORTH, TEXAS

Prepared for The City of Fort Worth, Texas
October 2021

Altamesa & McCart Submarket • Demographic Snapshot

Fort Worth, Texas



Population

2010	100,332
2021	113,446
2026	121,060

Educational Attainment (%)

Graduate or Professional Degree	7.15%
Bachelors Degree	14.36%
Associate Degree	6.82%
Some College	20.62%
High School Graduate (GED)	31.83%
Some High School, No Degree	9.18%
Less than 9th Grade	10.03%

Income

Average HH	\$74,228
Median HH	\$59,417
Per Capita	\$25,198

Age

0 - 9 Years	15.66%
10 - 17 Years	12.55%
18 - 24 Years	9.40%
25 - 34 Years	14.26%
35 - 44 Years	13.85%
45 - 54 Years	11.68%
55 - 64 Years	10.27%
65 and Older	12.34%
Median Age	33.70
Average Age	35.57

Race Distribution (%)

White	47.92%
Black/African American	29.54%
American Indian/Alaskan	0.65%
Asian	3.32%
Native Hawaiian/Islander	0.09%
Other Race	15.10%
Two or More Races	3.38%
Hispanic	42.05%



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Altamesa & McCart Submarket • Demographic Profile

Fort Worth, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	121,060	
2021 Estimate	113,446	
2010 Census	100,332	
2000 Census	84,038	
Growth 2021 - 2026		6.71%
Growth 2010 - 2021		13.07%
Growth 2000 - 2010		19.39%
2021 Est. Population by Single-Classification Race	113,446	
White Alone	54,369	47.92%
Black or African American Alone	33,512	29.54%
Amer. Indian and Alaska Native Alone	740	0.65%
Asian Alone	3,763	3.32%
Native Hawaiian and Other Pacific Island Alone	100	0.09%
Some Other Race Alone	17,125	15.10%
Two or More Races	3,837	3.38%
2021 Est. Population by Hispanic or Latino Origin	113,446	
Not Hispanic or Latino	65,739	57.95%
Hispanic or Latino	47,706	42.05%
Mexican	42,471	89.03%
Puerto Rican	653	1.37%
Cuban	498	1.04%
All Other Hispanic or Latino	4,085	8.56%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	47,706	
White Alone	27,590	57.83%
Black or African American Alone	661	1.39%
American Indian and Alaska Native Alone	461	0.97%
Asian Alone	84	0.18%
Native Hawaiian and Other Pacific Islander Alone	35	0.07%
Some Other Race Alone	17,018	35.67%
Two or More Races	1,857	3.89%
2021 Est. Pop by Race, Asian Alone, by Category	3,763	
Chinese, except Taiwanese	175	4.65%
Filipino	328	8.72%
Japanese	35	0.93%
Asian Indian	467	12.41%
Korean	421	11.19%
Vietnamese	597	15.87%
Cambodian	455	12.09%
Hmong	1	0.03%
Laotian	2	0.05%
Thai	10	0.27%
All Other Asian Races Including 2+ Category	1,272	33.80%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	113,446	
Arab	279	0.25%
Czech	176	0.16%
Danish	43	0.04%
Dutch	401	0.35%
English	4,228	3.73%
French (except Basque)	1,284	1.13%
French Canadian	106	0.09%
German	5,055	4.46%
Greek	21	0.02%
Hungarian	76	0.07%
Irish	5,617	4.95%
Italian	1,040	0.92%
Lithuanian	49	0.04%
United States or American	5,332	4.70%
Norwegian	383	0.34%
Polish	469	0.41%
Portuguese	63	0.06%
Russian	102	0.09%
Scottish	1,268	1.12%
Scotch-Irish	546	0.48%
Slovak	10	0.01%
Subsaharan African	946	0.83%
Swedish	362	0.32%
Swiss	106	0.09%
Ukrainian	62	0.06%
Welsh	262	0.23%
West Indian (except Hisp. groups)	315	0.28%
Other ancestries	74,668	65.82%
Ancestry Unclassified	10,177	8.97%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	69,235	66.18%
Speak Asian/Pacific Island Language at Home	2,914	2.79%
Speak IndoEuropean Language at Home	1,864	1.78%
Speak Spanish at Home	29,899	28.58%
Speak Other Language at Home	696	0.67%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	113,446	
Age 0 - 4	8,838	7.79%
Age 5 - 9	8,926	7.87%
Age 10 - 14	8,978	7.91%
Age 15 - 17	5,258	4.63%
Age 18 - 20	4,719	4.16%
Age 21 - 24	5,949	5.24%
Age 25 - 34	16,175	14.26%
Age 35 - 44	15,715	13.85%
Age 45 - 54	13,247	11.68%
Age 55 - 64	11,650	10.27%
Age 65 - 74	8,256	7.28%
Age 75 - 84	4,201	3.70%
Age 85 and over	1,537	1.35%
Age 16 and over	84,975	74.90%
Age 18 and over	81,447	71.79%
Age 21 and over	76,728	67.63%
Age 65 and over	13,993	12.34%
2021 Est. Median Age		33.70
2021 Est. Average Age		35.57
2021 Est. Population by Sex	113,446	
Male	54,542	48.08%
Female	58,903	51.92%

2021 Est. Male Population by Age	54,542	
Age 0 - 4	4,525	8.30%
Age 5 - 9	4,557	8.36%
Age 10 - 14	4,544	8.33%
Age 15 - 17	2,711	4.97%
Age 18 - 20	2,445	4.48%
Age 21 - 24	3,017	5.53%
Age 25 - 34	7,837	14.37%
Age 35 - 44	7,327	13.43%
Age 45 - 54	6,214	11.39%
Age 55 - 64	5,448	9.99%
Age 65 - 74	3,621	6.64%
Age 75 - 84	1,729	3.17%
Age 85 and over	568	1.04%
2021 Est. Median Age, Male		31.96
2021 Est. Average Age, Male		34.29

2021 Est. Female Population by Age	58,903	
Age 0 - 4	4,313	7.32%
Age 5 - 9	4,368	7.42%
Age 10 - 14	4,434	7.53%
Age 15 - 17	2,547	4.32%
Age 18 - 20	2,274	3.86%
Age 21 - 24	2,932	4.98%
Age 25 - 34	8,338	14.16%
Age 35 - 44	8,387	14.24%
Age 45 - 54	7,032	11.94%
Age 55 - 64	6,202	10.53%
Age 65 - 74	4,635	7.87%
Age 75 - 84	2,472	4.20%
Age 85 and over	969	1.64%
2021 Est. Median Age, Female		35.29
2021 Est. Average Age, Female		36.71

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	31,781	36.65%
Males, Never Married	16,217	18.70%
Females, Never Married	15,564	17.95%
Married, Spouse present	36,269	41.83%
Married, Spouse absent	4,868	5.61%
Widowed	4,380	5.05%
Males Widowed	1,028	1.19%
Females Widowed	3,352	3.87%
Divorced	9,407	10.85%
Males Divorced	3,383	3.90%
Females Divorced	6,024	6.95%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,096	10.03%
Some High School, no diploma	6,496	9.18%
High School Graduate (or GED)	22,529	31.83%
Some College, no degree	14,597	20.62%
Associate Degree	4,830	6.82%
Bachelor's Degree	10,167	14.36%
Master's Degree	4,019	5.68%
Professional School Degree	474	0.67%
Doctorate Degree	570	0.81%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	10,079	39.38%
High School Graduate	9,223	36.04%
Some College or Associate's Degree	4,659	18.20%
Bachelor's Degree or Higher	1,633	6.38%
Households		
2026 Projection	40,635	
2021 Estimate	38,213	
2010 Census	34,308	
2000 Census	29,868	
Growth 2021 - 2026		6.34%
Growth 2010 - 2021		11.38%
Growth 2000 - 2010		14.87%
2021 Est. Households by Household Type	38,213	
Family Households	28,269	73.98%
Nonfamily Households	9,944	26.02%
2021 Est. Group Quarters Population	878	
2021 Households by Ethnicity, Hispanic/Latino	12,411	

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DESCRIPTION	DATA	%
2021 Est. Households by Household Income	38,213	
Income < \$15,000	3,906	10.22%
Income \$15,000 - \$24,999	3,215	8.41%
Income \$25,000 - \$34,999	3,838	10.04%
Income \$35,000 - \$49,999	5,122	13.40%
Income \$50,000 - \$74,999	7,541	19.73%
Income \$75,000 - \$99,999	5,523	14.45%
Income \$100,000 - \$124,999	3,690	9.66%
Income \$125,000 - \$149,999	2,228	5.83%
Income \$150,000 - \$199,999	1,730	4.53%
Income \$200,000 - \$249,999	684	1.79%
Income \$250,000 - \$499,999	613	1.60%
Income \$500,000+	123	0.32%
2021 Est. Average Household Income		\$74,228
2021 Est. Median Household Income		\$59,417
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$62,677
Black or African American Alone		\$54,148
American Indian and Alaska Native Alone		\$56,852
Asian Alone		\$51,406
Native Hawaiian and Other Pacific Islander Alone		\$57,975
Some Other Race Alone		\$59,932
Two or More Races		\$55,985
Hispanic or Latino		\$53,515
Not Hispanic or Latino		\$63,235
2021 Est. Family HH Type by Presence of Own Child.	28,269	
Married-Couple Family, own children	9,565	33.84%
Married-Couple Family, no own children	9,787	34.62%
Male Householder, own children	1,060	3.75%
Male Householder, no own children	1,079	3.82%
Female Householder, own children	4,166	14.74%
Female Householder, no own children	2,612	9.24%
2021 Est. Households by Household Size	38,213	
1-person	8,368	21.90%
2-person	10,575	27.67%
3-person	6,645	17.39%
4-person	5,820	15.23%
5-person	3,656	9.57%
6-person	1,797	4.70%
7-or-more-person	1,353	3.54%
2021 Est. Average Household Size		2.95
2021 Est. Households by Presence of People Under 18	38,213	
Households with 1 or More People under Age 18:	16,757	43.85%
Married-Couple Family	10,429	62.24%
Other Family, Male Householder	1,311	7.82%
Other Family, Female Householder	4,913	29.32%
Nonfamily, Male Householder	59	0.35%
Nonfamily, Female Householder	44	0.26%

DESCRIPTION	DATA	%
Households with No People under Age 18:	21,457	
Married-Couple Family	8,910	41.53%
Other Family, Male Householder	833	3.88%
Other Family, Female Householder	1,872	8.72%
Nonfamily, Male Householder	4,137	19.28%
Nonfamily, Female Householder	5,704	26.58%
2021 Est. Households by Number of Vehicles	38,213	
No Vehicles	1,845	4.83%
1 Vehicle	11,692	30.60%
2 Vehicles	15,388	40.27%
3 Vehicles	6,511	17.04%
4 Vehicles	1,899	4.97%
5 or more Vehicles	877	2.29%
2021 Est. Average Number of Vehicles		2.0
Family Households		
2026 Projection	30,066	
2021 Estimate	28,269	
2010 Census	25,316	
2000 Census	22,532	
Growth 2021 - 2026		6.36%
Growth 2010 - 2021		11.66%
Growth 2000 - 2010		12.36%
2021 Est. Families by Poverty Status	28,269	
2021 Families at or Above Poverty	24,534	86.79%
2021 Families at or Above Poverty with Children	12,798	45.27%
2021 Families Below Poverty	3,735	13.21%
2021 Families Below Poverty with Children	3,232	11.43%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	53,671	63.16%
Civilian Labor Force, Unemployed	3,345	3.94%
Armed Forces	332	0.39%
Not in Labor Force	27,627	32.51%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	53,428	
For-Profit Private Workers	40,829	76.42%
Non-Profit Private Workers	3,183	5.96%
Local Government Workers	1,135	2.12%
State Government Workers	1,216	2.28%
Federal Government Workers	2,896	5.42%
Self-Employed Workers	4,125	7.72%
Unpaid Family Workers	45	0.08%

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Fort Worth, Texas

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Occupation	53,428	
Architect/Engineer	611	1.14%
Arts/Entertainment/Sports	620	1.16%
Building Grounds Maintenance	2,638	4.94%
Business/Financial Operations	1,956	3.66%
Community/Social Services	783	1.47%
Computer/Mathematical	783	1.47%
Construction/Extraction	4,549	8.51%
Education/Training/Library	2,779	5.20%
Farming/Fishing/Forestry	12	0.02%
Food Prep/Serving	3,241	6.07%
Health Practitioner/Technician	2,285	4.28%
Healthcare Support	1,862	3.48%
Maintenance Repair	1,836	3.44%
Legal	157	0.29%
Life/Physical/Social Science	210	0.39%
Management	3,704	6.93%
Office/Admin. Support	6,524	12.21%
Production	3,947	7.39%
Protective Services	791	1.48%
Sales/Related	6,142	11.50%
Personal Care/Service	1,539	2.88%
Transportation/Moving	6,459	12.09%
2021 Est. Pop 16+ by Occupation Classification	53,428	
White Collar	26,554	49.70%
Blue Collar	16,790	31.43%
Service and Farm	10,084	18.87%
2021 Est. Workers Age 16+ by Transp. to Work	52,949	
Drove Alone	44,093	83.27%
Car Pooled	6,329	11.95%
Public Transportation	423	0.80%
Walked	392	0.74%
Bicycle	112	0.21%
Other Means	336	0.64%
Worked at Home	1,264	2.39%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,133	
15 - 29 Minutes	21,263	
30 - 44 Minutes	12,851	
45 - 59 Minutes	4,175	
60 or more Minutes	4,367	
2021 Est. Avg Travel Time to Work in Minutes		30
2021 Est. Occupied Housing Units by Tenure	38,213	
Owner Occupied	25,615	67.03%
Renter Occupied	12,598	32.97%
2021 Owner Occ. HUs: Avg. Length of Residence		15.28%
2021 Renter Occ. HUs: Avg. Length of Residence		6.24%

DESCRIPTION	DATA	%
2021 Est. Owner-Occupied Housing Units by Value	38,213	
Value Less than \$20,000	269	1.05%
Value \$20,000 - \$39,999	227	0.89%
Value \$40,000 - \$59,999	405	1.58%
Value \$60,000 - \$79,999	986	3.85%
Value \$80,000 - \$99,999	2,184	8.53%
Value \$100,000 - \$149,999	7,566	29.54%
Value \$150,000 - \$199,999	6,381	24.91%
Value \$200,000 - \$299,999	5,191	20.27%
Value \$300,000 - \$399,999	1,200	4.68%
Value \$400,000 - \$499,999	591	2.31%
Value \$500,000 - \$749,999	400	1.56%
Value \$750,000 - \$999,999	115	0.45%
Value \$1,000,000 or \$1,499,999	50	0.20%
Value \$1,500,000 or \$1,999,999	9	0.04%
Value \$2,000,000+	42	0.16%
2021 Est. Median All Owner-Occupied Housing Value		\$158,293
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	31,566	77.00%
1 Unit Attached	1,510	3.68%
2 Units	772	1.88%
3 or 4 Units	857	2.09%
5 to 19 Units	4,343	10.59%
20 to 49 Units	682	1.66%
50 or More Units	1,073	2.62%
Mobile Home or Trailer	189	0.46%
Boat, RV, Van, etc.	5	0.01%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,628	8.85%
Housing Units Built 2010 to 2014	679	1.66%
Housing Units Built 2000 to 2009	6,717	16.39%
Housing Units Built 1990 to 1999	3,595	8.77%
Housing Units Built 1980 to 1989	7,907	19.29%
Housing Units Built 1970 to 1979	6,972	17.01%
Housing Units Built 1960 to 1969	4,679	11.41%
Housing Units Built 1950 to 1959	5,140	12.54%
Housing Units Built 1940 to 1949	1,176	2.87%
Housing Unit Built 1939 or Earlier	502	1.22%
2021 Est. Median Year Structure Built		1982

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.

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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