



The**Retail**Coach®

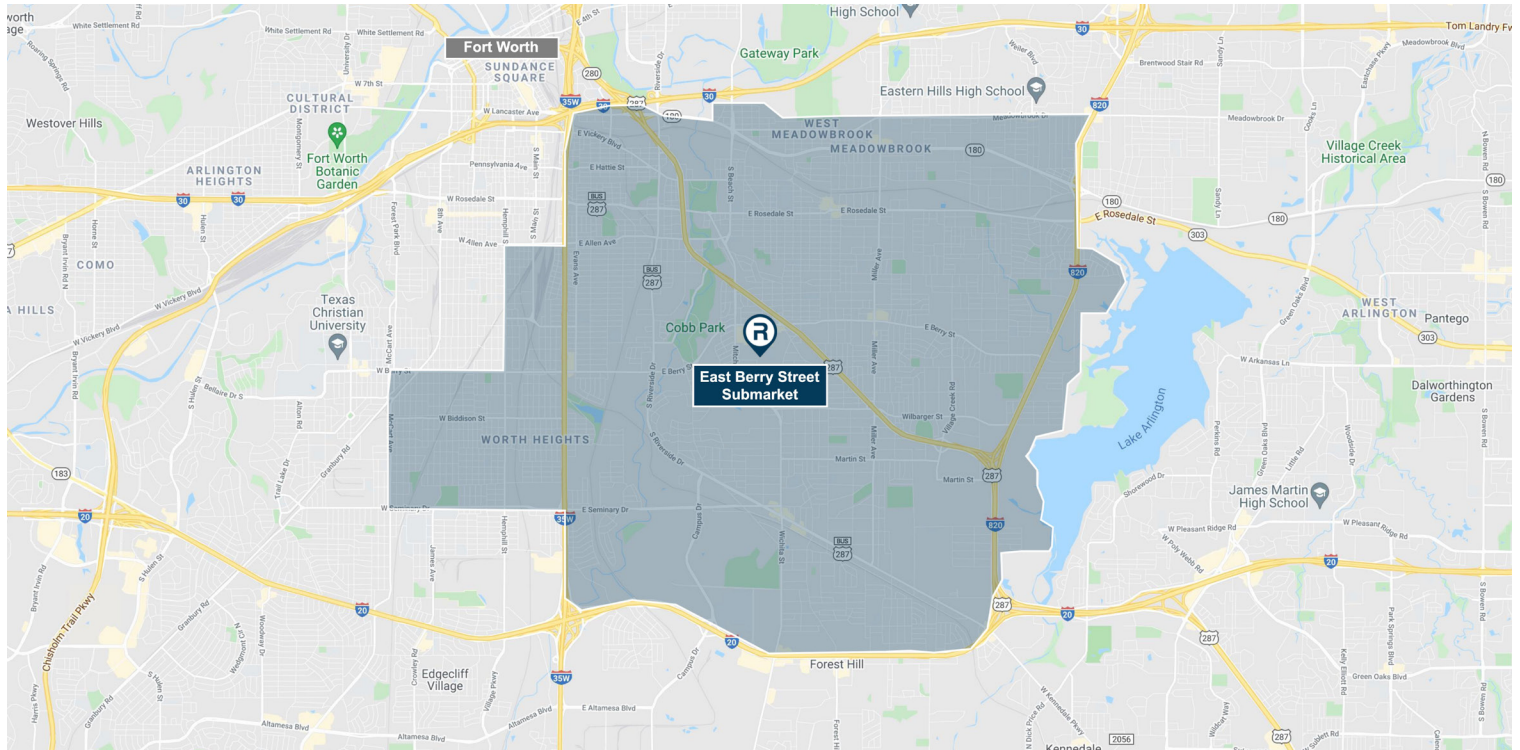
East Berry Street Submarket Demographic Profile

FORT WORTH, TEXAS

Prepared for The City of Fort Worth, Texas
October 2021

East Berry Street Submarket • Demographic Snapshot

Fort Worth, Texas



Population

2010	121,852
2021	134,849
2026	143,102

Educational Attainment (%)

Graduate or Professional Degree	2.65%
Bachelors Degree	5.37%
Associate Degree	4.61%
Some College	16.97%
High School Graduate (GED)	30.41%
Some High School, No Degree	19.99%
Less than 9th Grade	20.00%

Income

Average HH	\$48,864
Median HH	\$37,136
Per Capita	\$15,277

Age

0 - 9 Years	18.06%
10 - 17 Years	13.14%
18 - 24 Years	9.81%
25 - 34 Years	15.16%
35 - 44 Years	13.69%
45 - 54 Years	10.66%
55 - 64 Years	9.06%
65 and Older	10.44%
Median Age	30.95
Average Age	33.38

Race Distribution (%)

White	38.98%
Black/African American	28.25%
American Indian/Alaskan	0.80%
Asian	2.17%
Native Hawaiian/Islander	0.07%
Other Race	26.37%
Two or More Races	3.36%
Hispanic	60.56%



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East Berry Street Submarket • Demographic Profile

Fort Worth, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	143,102	
2021 Estimate	134,849	
2010 Census	121,852	
2000 Census	117,820	
Growth 2021 - 2026		6.12%
Growth 2010 - 2021		10.67%
Growth 2000 - 2010		3.42%
2021 Est. Population by Single-Classification Race	134,849	
White Alone	52,559	38.98%
Black or African American Alone	38,095	28.25%
Amer. Indian and Alaska Native Alone	1,074	0.80%
Asian Alone	2,931	2.17%
Native Hawaiian and Other Pacific Island Alone	94	0.07%
Some Other Race Alone	35,560	26.37%
Two or More Races	4,534	3.36%
2021 Est. Population by Hispanic or Latino Origin	134,849	
Not Hispanic or Latino	53,190	39.44%
Hispanic or Latino	81,659	60.56%
Mexican	74,591	91.34%
Puerto Rican	510	0.62%
Cuban	166	0.20%
All Other Hispanic or Latino	6,393	7.83%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	81,659	
White Alone	41,600	50.94%
Black or African American Alone	778	0.95%
American Indian and Alaska Native Alone	782	0.96%
Asian Alone	97	0.12%
Native Hawaiian and Other Pacific Islander Alone	18	0.02%
Some Other Race Alone	35,380	43.33%
Two or More Races	3,004	3.68%
2021 Est. Pop by Race, Asian Alone, by Category	2,931	
Chinese, except Taiwanese	142	4.84%
Filipino	115	3.92%
Japanese	5	0.17%
Asian Indian	252	8.60%
Korean	546	18.63%
Vietnamese	226	7.71%
Cambodian	5	0.17%
Hmong	1	0.03%
Laotian	21	0.72%
Thai	52	1.77%
All Other Asian Races Including 2+ Category	1,565	53.40%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	134,849	
Arab	160	0.12%
Czech	85	0.06%
Danish	38	0.03%
Dutch	264	0.20%
English	1,375	1.02%
French (except Basque)	901	0.67%
French Canadian	26	0.02%
German	1,964	1.46%
Greek	28	0.02%
Hungarian	47	0.04%
Irish	2,040	1.51%
Italian	515	0.38%
Lithuanian	16	0.01%
United States or American	4,124	3.06%
Norwegian	85	0.06%
Polish	254	0.19%
Portuguese	76	0.06%
Russian	31	0.02%
Scottish	488	0.36%
Scotch-Irish	279	0.21%
Slovak	0	0.00%
Subsaharan African	3,280	2.43%
Swedish	49	0.04%
Swiss	10	0.01%
Ukrainian	26	0.02%
Welsh	117	0.09%
West Indian (except Hisp. groups)	131	0.10%
Other ancestries	104,508	77.50%
Ancestry Unclassified	13,930	10.33%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	62,072	50.82%
Speak Asian/Pacific Island Language at Home	3,414	2.79%
Speak IndoEuropean Language at Home	730	0.60%
Speak Spanish at Home	54,957	45.00%
Speak Other Language at Home	958	0.78%

East Berry Street Submarket • Demographic Profile

Fort Worth, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	134,849	
Age 0 - 4	12,718	9.43%
Age 5 - 9	11,630	8.63%
Age 10 - 14	11,177	8.29%
Age 15 - 17	6,535	4.85%
Age 18 - 20	5,957	4.42%
Age 21 - 24	7,266	5.39%
Age 25 - 34	20,437	15.16%
Age 35 - 44	18,466	13.69%
Age 45 - 54	14,370	10.66%
Age 55 - 64	12,220	9.06%
Age 65 - 74	8,286	6.14%
Age 75 - 84	4,298	3.19%
Age 85 and over	1,490	1.10%
Age 16 and over	97,182	72.07%
Age 18 and over	92,790	68.81%
Age 21 and over	86,833	64.39%
Age 65 and over	14,074	10.44%
2021 Est. Median Age		30.95
2021 Est. Average Age		33.38
2021 Est. Population by Sex	134,849	
Male	68,005	50.43%
Female	66,844	49.57%

2021 Est. Male Population by Age	68,005	
Age 0 - 4	6,363	9.36%
Age 5 - 9	5,877	8.64%
Age 10 - 14	5,669	8.34%
Age 15 - 17	3,335	4.90%
Age 18 - 20	3,066	4.51%
Age 21 - 24	3,752	5.52%
Age 25 - 34	10,474	15.40%
Age 35 - 44	9,646	14.18%
Age 45 - 54	7,406	10.89%
Age 55 - 64	6,315	9.29%
Age 65 - 74	3,914	5.76%
Age 75 - 84	1,687	2.48%
Age 85 and over	501	0.74%
2021 Est. Median Age, Male		30.70
2021 Est. Average Age, Male		32.71

2021 Est. Female Population by Age	66,844	
Age 0 - 4	6,355	9.51%
Age 5 - 9	5,753	8.61%
Age 10 - 14	5,508	8.24%
Age 15 - 17	3,200	4.79%
Age 18 - 20	2,891	4.33%
Age 21 - 24	3,513	5.25%
Age 25 - 34	9,963	14.91%
Age 35 - 44	8,821	13.20%
Age 45 - 54	6,964	10.42%
Age 55 - 64	5,905	8.83%
Age 65 - 74	4,372	6.54%
Age 75 - 84	2,611	3.91%
Age 85 and over	988	1.48%
2021 Est. Median Age, Female		31.22
2021 Est. Average Age, Female		33.89

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	43,701	44.00%
Males, Never Married	23,367	23.53%
Females, Never Married	20,334	20.47%
Married, Spouse present	29,847	30.05%
Married, Spouse absent	8,200	8.26%
Widowed	5,554	5.59%
Males Widowed	1,391	1.40%
Females Widowed	4,163	4.19%
Divorced	12,022	12.10%
Males Divorced	5,735	5.77%
Females Divorced	6,286	6.33%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	15,915	20.00%
Some High School, no diploma	15,903	19.99%
High School Graduate (or GED)	24,199	30.41%
Some College, no degree	13,499	16.97%
Associate Degree	3,670	4.61%
Bachelor's Degree	4,275	5.37%
Master's Degree	1,626	2.04%
Professional School Degree	314	0.40%
Doctorate Degree	167	0.21%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	25,390	59.54%
High School Graduate	10,365	24.31%
Some College or Associate's Degree	5,146	12.07%
Bachelor's Degree or Higher	1,741	4.08%
Households		
2026 Projection	43,646	
2021 Estimate	40,946	
2010 Census	36,788	
2000 Census	36,588	
Growth 2021 - 2026		6.59%
Growth 2010 - 2021		11.30%
Growth 2000 - 2010		0.55%
2021 Est. Households by Household Type	40,946	
Family Households	29,360	71.70%
Nonfamily Households	11,586	28.30%
2021 Est. Group Quarters Population	3,884	
2021 Households by Ethnicity, Hispanic/Latino	19,919	

East Berry Street Submarket • Demographic Profile

Fort Worth, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	40,946	
Income < \$15,000	7,992	19.52%
Income \$15,000 - \$24,999	5,861	14.31%
Income \$25,000 - \$34,999	5,548	13.55%
Income \$35,000 - \$49,999	6,703	16.37%
Income \$50,000 - \$74,999	7,010	17.12%
Income \$75,000 - \$99,999	3,775	9.22%
Income \$100,000 - \$124,999	2,009	4.91%
Income \$125,000 - \$149,999	938	2.29%
Income \$150,000 - \$199,999	657	1.60%
Income \$200,000 - \$249,999	236	0.58%
Income \$250,000 - \$499,999	164	0.40%
Income \$500,000+	52	0.13%

2021 Est. Average Household Income		\$48,864
2021 Est. Median Household Income		\$37,136

2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$41,532
Black or African American Alone		\$29,349
American Indian and Alaska Native Alone		\$62,231
Asian Alone		\$26,276
Native Hawaiian and Other Pacific Islander Alone		\$56,319
Some Other Race Alone		\$42,130
Two or More Races		\$55,379
Hispanic or Latino		\$42,056
Not Hispanic or Latino		\$32,085

2021 Est. Family HH Type by Presence of Own Child.		
2021 Est. Family HH Type by Presence of Own Child.	29,360	
Married-Couple Family, own children	9,352	31.85%
Married-Couple Family, no own children	7,010	23.88%
Male Householder, own children	1,437	4.89%
Male Householder, no own children	1,967	6.70%
Female Householder, own children	4,814	16.40%
Female Householder, no own children	4,780	16.28%

2021 Est. Households by Household Size		
2021 Est. Households by Household Size	40,946	
1-person	9,622	23.50%
2-person	9,136	22.31%
3-person	6,444	15.74%
4-person	5,863	14.32%
5-person	4,563	11.14%
6-person	2,663	6.50%
7-or-more-person	2,655	6.48%
2021 Est. Average Household Size		3.19

2021 Est. Households by Presence of People Under 18		
2021 Est. Households by Presence of People Under 18	40,946	
Households with 1 or More People under Age 18:	19,057	46.54%
Married-Couple Family	10,537	55.29%
Other Family, Male Householder	1,940	10.18%
Other Family, Female Householder	6,445	33.82%
Nonfamily, Male Householder	93	0.49%
Nonfamily, Female Householder	41	0.22%

DESCRIPTION	DATA	%
Households with No People under Age 18:	21,889	
Married-Couple Family	5,820	26.59%
Other Family, Male Householder	1,464	6.69%
Other Family, Female Householder	3,156	14.42%
Nonfamily, Male Householder	5,686	25.98%
Nonfamily, Female Householder	5,763	26.33%

2021 Est. Households by Number of Vehicles		
2021 Est. Households by Number of Vehicles	40,946	
No Vehicles	3,942	9.63%
1 Vehicle	13,533	33.05%
2 Vehicles	13,497	32.96%
3 Vehicles	6,187	15.11%
4 Vehicles	2,699	6.59%
5 or more Vehicles	1,089	2.66%

2021 Est. Average Number of Vehicles		1.9
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Family Households		
2026 Projection	31,268	
2021 Estimate	29,360	
2010 Census	26,448	
2000 Census	26,779	

Growth 2021 - 2026		6.50%
Growth 2010 - 2021		11.01%
Growth 2000 - 2010		-1.-23%

2021 Est. Families by Poverty Status		
2021 Est. Families by Poverty Status	29,360	
2021 Families at or Above Poverty	21,334	72.66%
2021 Families at or Above Poverty with Children	11,619	39.57%
2021 Families Below Poverty	8,027	27.34%
2021 Families Below Poverty with Children	6,504	22.15%

2021 Est. Pop 16+ by Employment Status		
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	51,055	52.53%
Civilian Labor Force, Unemployed	3,680	3.79%
Armed Forces	3	0.00%
Not in Labor Force	42,444	43.67%

2021 Est. Civ. Employed Pop 16+ by Class of Worker		
2021 Est. Civ. Employed Pop 16+ by Class of Worker	50,469	
For-Profit Private Workers	40,301	79.85%
Non-Profit Private Workers	2,131	4.22%
Local Government Workers	483	0.96%
State Government Workers	804	1.59%
Federal Government Workers	2,311	4.58%
Self-Employed Workers	4,363	8.65%
Unpaid Family Workers	76	0.15%

East Berry Street Submarket • Demographic Profile

Fort Worth, Texas

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Occupation	50,469	
Architect/Engineer	171	0.34%
Arts/Entertainment/Sports	396	0.79%
Building Grounds Maintenance	3,724	7.38%
Business/Financial Operations	1,028	2.04%
Community/Social Services	519	1.03%
Computer/Mathematical	325	0.64%
Construction/Extraction	8,976	17.78%
Education/Training/Library	1,332	2.64%
Farming/Fishing/Forestry	115	0.23%
Food Prep/Serving	3,918	7.76%
Health Practitioner/Technician	1,081	2.14%
Healthcare Support	2,269	4.50%
Maintenance Repair	1,697	3.36%
Legal	97	0.19%
Life/Physical/Social Science	188	0.37%
Management	1,716	3.40%
Office/Admin. Support	4,697	9.31%
Production	5,292	10.49%
Protective Services	771	1.53%
Sales/Related	4,157	8.24%
Personal Care/Service	1,012	2.00%
Transportation/Moving	6,987	13.84%
2021 Est. Pop 16+ by Occupation Classification	50,469	
White Collar	15,709	31.13%
Blue Collar	22,952	45.48%
Service and Farm	11,808	23.40%
2021 Est. Workers Age 16+ by Transp. to Work	49,249	
Drove Alone	37,706	76.56%
Car Pooled	8,615	17.49%
Public Transportation	677	1.37%
Walked	631	1.28%
Bicycle	52	0.11%
Other Means	418	0.85%
Worked at Home	1,151	2.34%

2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	10,005	
15 - 29 Minutes	20,238	
30 - 44 Minutes	11,022	
45 - 59 Minutes	3,090	
60 or more Minutes	3,882	

2021 Est. Avg Travel Time to Work in Minutes		29
2021 Est. Occupied Housing Units by Tenure	40,946	
Owner Occupied	22,858	55.83%
Renter Occupied	18,088	44.17%
2021 Owner Occ. HUs: Avg. Length of Residence		17.71%
2021 Renter Occ. HUs: Avg. Length of Residence		6.98%

DESCRIPTION	DATA	%
2021 Est. Owner-Occupied Housing Units by Value	40,946	
Value Less than \$20,000	1,031	4.51%
Value \$20,000 - \$39,999	2,239	9.80%
Value \$40,000 - \$59,999	2,957	12.94%
Value \$60,000 - \$79,999	3,790	16.58%
Value \$80,000 - \$99,999	3,699	16.18%
Value \$100,000 - \$149,999	4,161	18.20%
Value \$150,000 - \$199,999	1,749	7.65%
Value \$200,000 - \$299,999	1,366	5.98%
Value \$300,000 - \$399,999	749	3.28%
Value \$400,000 - \$499,999	417	1.82%
Value \$500,000 - \$749,999	379	1.66%
Value \$750,000 - \$999,999	166	0.73%
Value \$1,000,000 or \$1,499,999	42	0.18%
Value \$1,500,000 or \$1,999,999	2	0.01%
Value \$2,000,000+	110	0.48%
2021 Est. Median All Owner-Occupied Housing Value		\$87,298
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	33,655	72.54%
1 Unit Attached	1,368	2.95%
2 Units	1,769	3.81%
3 or 4 Units	1,305	2.81%
5 to 19 Units	4,095	8.83%
20 to 49 Units	748	1.61%
50 or More Units	1,708	3.68%
Mobile Home or Trailer	1,699	3.66%
Boat, RV, Van, etc.	47	0.10%

2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,986	8.59%
Housing Units Built 2010 to 2014	617	1.33%
Housing Units Built 2000 to 2009	3,382	7.29%
Housing Units Built 1990 to 1999	2,352	5.07%
Housing Units Built 1980 to 1989	3,128	6.74%
Housing Units Built 1970 to 1979	4,740	10.22%
Housing Units Built 1960 to 1969	6,473	13.95%
Housing Units Built 1950 to 1959	11,051	23.82%
Housing Units Built 1940 to 1949	4,869	10.50%
Housing Unit Built 1939 or Earlier	5,796	12.49%
2021 Est. Median Year Structure Built		1962

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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