



The**Retail**Coach®

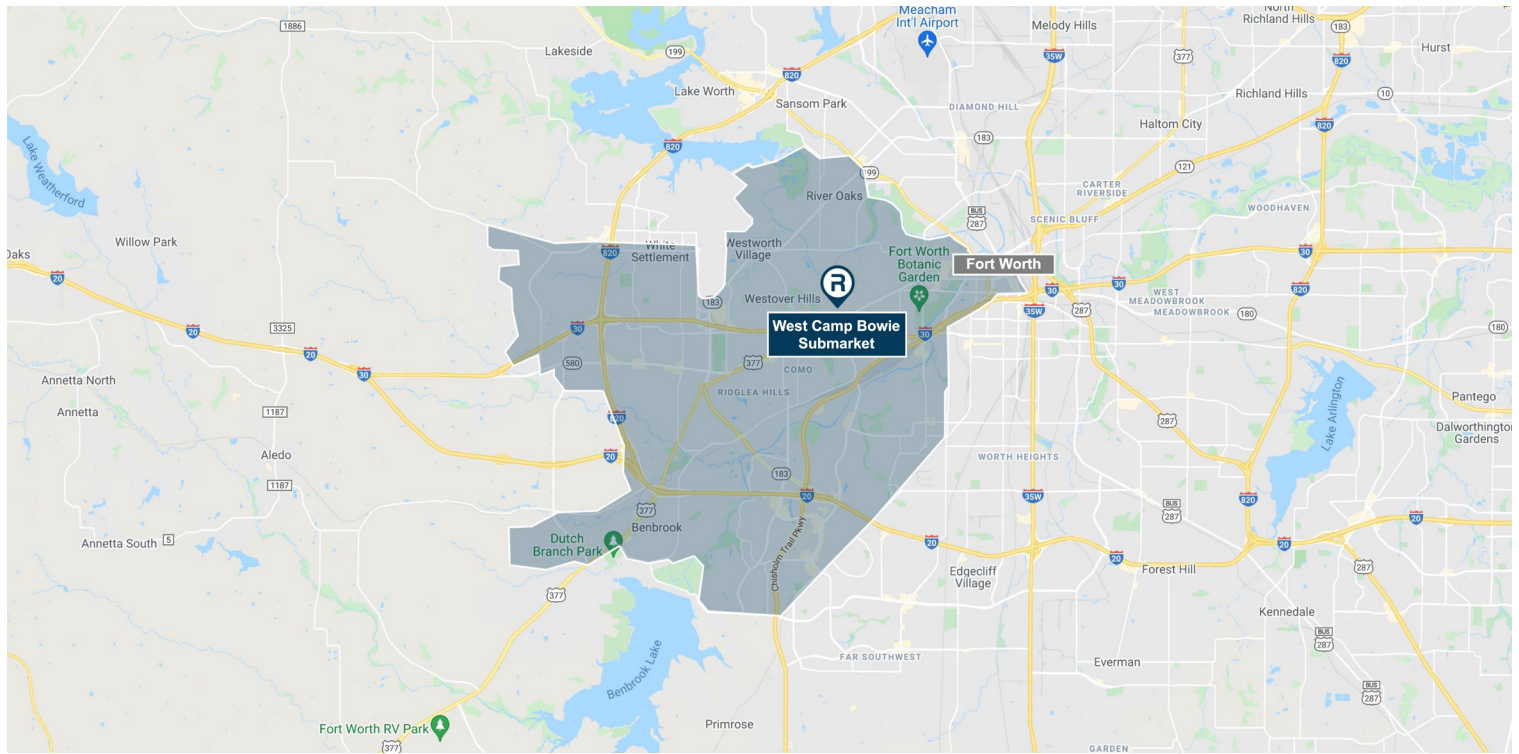
# West Camp Bowie Submarket Workplace Population

FORT WORTH, TEXAS

Prepared for Economic Development Department  
The City of Fort Worth, Texas  
February 2022

# West Camp Bowie Submarket • Demographic Snapshot

Fort Worth, Texas



## Population

2010	186,608
2021	214,637
2026	228,906

## Educational Attainment (%)

Graduate or Professional Degree	14.89%
Bachelors Degree	23.25%
Associate Degree	6.68%
Some College	20.46%
High School Graduate (GED)	23.53%
Some High School, No Degree	6.60%
Less than 9th Grade	4.60%

## Income

Average HH	\$96,169
Median HH	\$64,174
Per Capita	\$42,779

## Age

0 - 9 Years	11.81%
10 - 17 Years	10.16%
18 - 24 Years	10.59%
25 - 34 Years	14.53%
35 - 44 Years	14.61%
45 - 54 Years	11.27%
55 - 64 Years	11.26%
65 and Older	15.76%
Median Age	36.94
Average Age	38.75

## Race Distribution (%)

White	71.54%
Black/African American	12.02%
American Indian/Alaskan	0.63%
Asian	2.90%
Native Hawaiian/Islander	0.09%
Other Race	9.77%
Two or More Races	3.06%
Hispanic	26.30%



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Fort Worth, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Grand Total</b>	<b>14,574</b>	<b>159,490</b>	<b>11</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>51</b>	<b>209</b>	<b>4</b>
111: Crop Production	22	66	3
112: Animal Production and Aquaculture	19	119	6
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	5	14	3
115: Support Activities for Agriculture and Forestry	5	10	2
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>121</b>	<b>2029</b>	<b>17</b>
211: Oil and Gas Extraction	62	524	8
212: Mining (except Oil and Gas)	6	56	9
213: Support Activities for Mining	53	1449	27
<b>22: Utilities</b>	<b>16</b>	<b>2288</b>	<b>143</b>
221: Utilities	16	2288	143
<b>23: Construction</b>	<b>697</b>	<b>5518</b>	<b>8</b>
236: Construction of Buildings	253	1815	7
237: Heavy and Civil Engineering Construction	46	702	15
238: Specialty Trade Contractors	398	3001	8
<b>31: Manufacturing</b>	<b>55</b>	<b>724</b>	<b>13</b>
311: Food Manufacturing	37	480	13
312: Beverage and Tobacco Product Manufacturing	7	49	7
313: Textile Mills	2	81	41
314: Textile Product Mills	6	93	16
315: Apparel Manufacturing	2	6	3
316: Leather and Allied Product Manufacturing	1	15	15
<b>32: Manufacturing</b>	<b>58</b>	<b>1,641</b>	<b>28</b>
321: Wood Product Manufacturing	2	53	27
322: Paper Manufacturing	3	87	29
323: Printing and Related Support Activities	23	110	5
324: Petroleum and Coal Products Manufacturing	10	132	13
325: Chemical Manufacturing	8	658	82
326: Plastics and Rubber Products Manufacturing	6	152	25
327: Nonmetallic Mineral Product Manufacturing	6	449	75
<b>33: Manufacturing</b>	<b>129</b>	<b>2038</b>	<b>16</b>
331: Primary Metal Manufacturing	2	48	24
332: Fabricated Metal Product Manufacturing	32	895	28
333: Machinery Manufacturing	14	168	12
334: Computer and Electronic Product Manufacturing	18	242	13
335: Electrical Equipment, Appliance, and Component Manufacturing	3	17	6
336: Transportation Equipment Manufacturing	4	47	12
337: Furniture and Related Product Manufacturing	9	188	21
339: Miscellaneous Manufacturing	47	433	9

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>42: Wholesale Trade</b>	<b>196</b>	<b>3342</b>	<b>17</b>
423: Merchant Wholesalers, Durable Goods	138	2063	15
424: Merchant Wholesalers, Nondurable Goods	48	1086	23
425: Wholesale Electronic Markets and Agents and Brokers	10	193	19
<b>44: Retail Trade</b>	<b>1094</b>	<b>13,564</b>	<b>12</b>
441: Motor Vehicle and Parts Dealers	157	3926	25
442: Furniture and Home Furnishings Stores	84	799	10
443: Electronics and Appliance Stores	41	349	9
444: Building Material and Garden Equipment and Supplies Dealers	119	1395	12
445: Food and Beverage Stores	173	3134	18
446: Health and Personal Care Stores	167	1465	9
447: Gasoline Stations	62	317	5
448: Clothing and Clothing Accessories Stores	291	2179	7
<b>45: Retail Trade</b>	<b>491</b>	<b>7071</b>	<b>14</b>
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	104	1055	10
452: General Merchandise Stores	88	4412	50
453: Miscellaneous Store Retailers	222	1210	5
454: Nonstore Retailers	77	394	5
<b>48: Transportation and Warehousing</b>	<b>103</b>	<b>785</b>	<b>8</b>
481: Air Transportation	1	25	25
482: Rail Transportation	11	180	16
483: Water Transportation	3	11	4
484: Truck Transportation	46	250	5
485: Transit and Ground Passenger Transportation	9	52	6
486: Pipeline Transportation	5	43	9
487: Scenic and Sightseeing Transportation	1	3	3
488: Support Activities for Transportation	27	221	8
<b>49: Transportation and Warehousing</b>	<b>15</b>	<b>426</b>	<b>28</b>
491: Postal Service	8	309	39
492: Couriers and Messengers	2	30	15
493: Warehousing and Storage	5	87	17
<b>51: Information</b>	<b>236</b>	<b>3354</b>	<b>14</b>
511: Publishing Industries (except Internet)	77	1369	18
512: Motion Picture and Sound Recording Industries	25	258	10
515: Broadcasting (except Internet)	11	96	9
517: Telecommunications	80	556	7
518: Data Processing, Hosting, and Related Services	14	562	40
519: Other Information Services	29	513	18
<b>52: Finance and Insurance</b>	<b>1363</b>	<b>12652</b>	<b>9</b>
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	562	5520	10
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	458	3635	8
524: Insurance Carriers and Related Activities	333	3202	10
525: Funds, Trusts, and Other Financial Vehicles	10	295	30

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>53: Real Estate and Rental and Leasing</b>	<b>824</b>	<b>4504</b>	<b>5</b>
531: Real Estate	726	4124	6
532: Rental and Leasing Services	94	351	4
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	4	29	7
<b>54: Professional, Scientific, and Technical Services</b>	<b>1725</b>	<b>26722</b>	<b>15</b>
541: Professional, Scientific, and Technical Services	1725	26722	15
<b>55: Management of Companies and Enterprises</b>	<b>69</b>	<b>813</b>	<b>12</b>
551: Management of Companies and Enterprises	69	813	12
<b>56: Administrative and Support and Waste Management and Remediation Services</b>	<b>383</b>	<b>4622</b>	<b>12</b>
561: Administrative and Support Services	375	4587	12
562: Waste Management and Remediation Services	8	35	4
<b>61: Educational Services</b>	<b>261</b>	<b>7,799</b>	<b>30</b>
611: Educational Services	261	7,799	30
<b>62: Health Care and Social Assistance</b>	<b>2957</b>	<b>19,168</b>	<b>6</b>
621: Ambulatory Health Care Services	2501	11,180	4
622: Hospitals	45	2,497	55
623: Nursing and Residential Care Facilities	65	2870	44
624: Social Assistance	346	2621	8
<b>71: Arts, Entertainment, and Recreation</b>	<b>237</b>	<b>3861</b>	<b>16</b>
711: Performing Arts, Spectator Sports, and Related Industries	72	605	8
712: Museums, Historical Sites, and Similar Institutions	41	1384	34
713: Amusement, Gambling, and Recreation Industries	124	1872	15
<b>72: Accommodation and Food Services</b>	<b>883</b>	<b>15,537</b>	<b>18</b>
721: Accommodation	93	2087	22
<b>722: Food Services and Drinking Places</b>	<b>790</b>	<b>13,450</b>	<b>17</b>
<b>81: Other Services (except Public Administration)</b>	<b>1194</b>	<b>8,826</b>	<b>7</b>
811: Repair and Maintenance	267	2113	8
812: Personal and Laundry Services	481	2833	6
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	446	3880	9

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<b>92: Public Administration</b>	<b>229</b>	<b>11,561</b>	<b>50</b>
921: Executive, Legislative, and Other General Government Support	165	9,776	59
922: Justice, Public Order, and Safety Activities	38	1222	32
923: Administration of Human Resource Programs	3	106	35
924: Administration of Environmental Quality Programs	0	0	0
925: Administration of Housing Programs, Urban Planning, and Community Development	1	6	6
926: Administration of Economic Programs	9	336	37
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	13	115	9
<b>99: Unassigned</b>	<b>1187</b>	<b>436</b>	<b>0</b>
999: Unassigned	1187	436	0

# 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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