



TheRetailCoach®

Moving Beyond Data

DEMOGRAPHIC PROFILE

Bowie, Texas



Prepared for

Bowie Economic Development Corporation

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Contact Information



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About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

Retail360 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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360 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 — It’s not about data. It’s about your success.

Community Demographics

Bowie, Texas

DESCRIPTION	DATA	%
Population		
2016 Projection	5,521	
2011 Estimate	5,418	
2000 Census	5,219	
1990 Census	4,999	
Growth 2011-2016	1.90%	
Growth 2000-2011	3.81%	
Growth 1990-2000	4.40%	
2011 Est. Pop by Single Race Class	5,418	
White Alone	5,066	93.50
Black or African American Alone	35	0.65
Amer. Indian and Alaska Native Alone	55	1.02
Asian Alone	31	0.57
Native Hawaiian and Other Pac. Isl. Alone	3	0.06
Some Other Race Alone	102	1.88
Two or More Races	126	2.33
2011 Est. Pop Hisp or Latino by Origin	5,418	
Not Hispanic or Latino	5,012	92.51
Hispanic or Latino:	406	7.49
Mexican	328	80.79
Puerto Rican	0	0.00
Cuban	0	0.00
All Other Hispanic or Latino	78	19.21
2011 Est. Hisp or Latino by Single Race Class	406	
White Alone	235	57.88
Black or African American Alone	0	0.00
American Indian and Alaska Native Alone	13	3.20
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	2	0.49
Some Other Race Alone	100	24.63
Two or More Races	56	13.79

Community Demographics

Bowie, Texas

DESCRIPTION	DATA	%
2011 Est. Pop. Asian Alone Race by Cat	31	
Chinese, except Taiwanese	0	0.00
Filipino	0	0.00
Japanese	0	0.00
Asian Indian	20	64.52
Korean	0	0.00
Vietnamese	11	35.48
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	0	0.00
2011 Est. Population by Ancestry	5,418	
Pop, Arab	0	0.00
Pop, Czech	11	0.20
Pop, Danish	2	0.04
Pop, Dutch	81	1.50
Pop, English	449	8.29
Pop, French (except Basque)	112	2.07
Pop, French Canadian	0	0.00
Pop, German	592	10.93
Pop, Greek	0	0.00
Pop, Hungarian	1	0.02
Pop, Irish	641	11.83
Pop, Italian	58	1.07
Pop, Lithuanian	0	0.00
Pop, United States or American	548	10.11
Pop, Norwegian	12	0.22
Pop, Polish	88	1.62
Pop, Portuguese	1	0.02
Pop, Russian	5	0.09
Pop, Scottish	85	1.57
Pop, Scotch-Irish	120	2.21
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	0	0.00
Pop, Swedish	19	0.35
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	7	0.13
Pop, West Indian (exc Hisp groups)	10	0.18
Pop, Other ancestries	1,083	19.99

Community Demographics

Bowie, Texas

DESCRIPTION	DATA	%
2011 Est. Population by Ancestry		
Pop, Ancestry Unclassified	1,493	27.56
2011 Est. Pop Age 5+ by Language Spoken At Home	4,959	
Speak Only English at Home	4,601	92.78
Speak Asian/Pac. Isl. Lang. at Home	0	0.00
Speak IndoEuropean Language at Home	23	0.46
Speak Spanish at Home	323	6.51
Speak Other Language at Home	12	0.24
2011 Est. Population by Sex	5,418	
Male	2,536	46.81
Female	2,882	53.19
2011 Est. Population by Age	5,418	
Age 0 - 4	459	8.47
Age 5 - 9	443	8.18
Age 10 - 14	412	7.60
Age 15 - 17	212	3.91
Age 18 - 20	162	2.99
Age 21 - 24	225	4.15
Age 25 - 34	586	10.82
Age 35 - 44	640	11.81
Age 45 - 54	664	12.26
Age 55 - 64	484	8.93
Age 65 - 74	538	9.93
Age 75 - 84	392	7.24
Age 85 and over	201	3.71
Age 16 and over	4,033	74.44
Age 18 and over	3,892	71.83
Age 21 and over	3,730	68.84
Age 65 and over	1,131	20.87
2011 Est. Median Age	38.28	
2011 Est. Average Age	39.50	

Community Demographics

Bowie, Texas

DESCRIPTION	DATA	%
2011 Est. Male Population by Age	2,536	
Age 0 - 4	239	9.42
Age 5 - 9	229	9.03
Age 10 - 14	207	8.16
Age 15 - 17	93	3.67
Age 18 - 20	77	3.04
Age 21 - 24	113	4.46
Age 25 - 34	273	10.76
Age 35 - 44	321	12.66
Age 45 - 54	323	12.74
Age 55 - 64	228	8.99
Age 65 - 74	219	8.64
Age 75 - 84	153	6.03
Age 85 and over	61	2.41
2011 Est. Median Age, Male	36.16	
2011 Est. Average Age, Male	37.20	
2011 Est. Female Population by Age	2,882	
Age 0 - 4	220	7.63
Age 5 - 9	214	7.43
Age 10 - 14	205	7.11
Age 15 - 17	119	4.13
Age 18 - 20	85	2.95
Age 21 - 24	112	3.89
Age 25 - 34	313	10.86
Age 35 - 44	319	11.07
Age 45 - 54	341	11.83
Age 55 - 64	256	8.88
Age 65 - 74	319	11.07
Age 75 - 84	239	8.29
Age 85 and over	140	4.86
2011 Est. Median Age, Female	40.42	
2011 Est. Average Age, Female	41.40	

Community Demographics

Bowie, Texas

DESCRIPTION	DATA	%
2011 Est. Pop Age 15+ by Marital Status	4,104	
Total, Never Married	784	19.10
Males, Never Married	442	10.77
Females, Never Married	342	8.33
Married, Spouse present	2,252	54.87
Married, Spouse absent	156	3.80
Widowed	505	12.31
Males Widowed	84	2.05
Females Widowed	421	10.26
Divorced	407	9.92
Males Divorced	126	3.07
Females Divorced	281	6.85
2011 Est. Pop. Age 25+ by Edu. Attainment	3,505	
Less than 9th grade	294	8.39
Some High School, no diploma	588	16.78
High School Graduate (or GED)	1,136	32.41
Some College, no degree	709	20.23
Associate Degree	270	7.70
Bachelor's Degree	352	10.04
Master's Degree	147	4.19
Professional School Degree	9	0.26
Doctorate Degree	0	0.00
2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	197	
Less than 9th grade	55	27.92
Some High School, no diploma	40	20.30
High School Graduate (or GED)	45	22.84
Some College, no degree	15	7.61
Associate Degree	1	0.51
Bachelor's Degree	33	16.75
Graduate or Professional Degree	8	4.06

Community Demographics

Bowie, Texas

DESCRIPTION	DATA	%
Households		
2016 Projection	2,253	
2011 Estimate	2,211	
2000 Census	2,106	
1990 Census	2,009	
Growth 2011-2016	1.90%	
Growth 2000-2011	4.99%	
Growth 1990-2000	4.83%	
2011 Est. Households by Household Type	2,211	
Family Households	1,469	66.44
Nonfamily Households	742	33.56
2011 Est. Group Quarters Population	146	
2011 HHs by Ethnicity, Hispanic/Latino	97	4.39
2011 Est. HHs by HH Income	2,211	
Income Less than \$15,000	449	20.31
Income \$15,000 - \$24,999	315	14.25
Income \$25,000 - \$34,999	297	13.43
Income \$35,000 - \$49,999	439	19.86
Income \$50,000 - \$74,999	360	16.28
Income \$75,000 - \$99,999	178	8.05
Income \$100,000 - \$124,999	87	3.93
Income \$125,000 - \$149,999	31	1.40
Income \$150,000 - \$199,999	41	1.85
Income \$200,000 - \$499,999	13	0.59
Income \$500,000 and more	1	0.05
2011 Est. Average Household Income	\$45,631	
2011 Est. Median Household Income	\$36,521	
2011 Est. Per Capita Income	\$18,788	

Community Demographics

Bowie, Texas

DESCRIPTION	DATA	%
2011 Median HH Inc by Single Race Class. or Ethn		
White Alone	36,393	
Black or African American Alone	14,999	
American Indian and Alaska Native Alone	42,500	
Asian Alone	42,500	
Native Hawaiian and Other Pacific Islander Alone	87,500	
Some Other Race Alone	35,000	
Two or More Races	43,333	
Hispanic or Latino	30,625	
Not Hispanic or Latino	36,663	
2011 Est. Family HH Type, Presence Own Children	1,469	
Married-Couple Family, own children	469	31.93
Married-Couple Family, no own children	697	47.45
Male Householder, own children	18	1.23
Male Householder, no own children	28	1.91
Female Householder, own children	149	10.14
Female Householder, no own children	108	7.35
2011 Est. Households by Household Size	2,211	
1-person household	688	31.12
2-person household	738	33.38
3-person household	334	15.11
4-person household	268	12.12
5-person household	118	5.34
6-person household	42	1.90
7 or more person household	23	1.04
2011 Est. Average Household Size	2.38	

Community Demographics

Bowie, Texas

DESCRIPTION	DATA	%
2011 Est. Households by Presence of People	2,211	
Households with 1 or more People under Age 18:	707	31.98
Married-Couple Family	503	71.15
Other Family, Male Householder	25	3.54
Other Family, Female Householder	166	23.48
Nonfamily, Male Householder	13	1.84
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:	1,504	68.02
Married-Couple Family	605	40.23
Other Family, Male Householder	18	1.20
Other Family, Female Householder	79	5.25
Nonfamily, Male Householder	271	18.02
Nonfamily, Female Householder	531	35.31
2011 Est. Households by Number of Vehicles	2,211	
No Vehicles	156	7.06
1 Vehicle	762	34.46
2 Vehicles	878	39.71
3 Vehicles	292	13.21
4 Vehicles	113	5.11
5 or more Vehicles	10	0.45
2011 Est. Average Number of Vehicles	1.77	
Family Households		
2016 Projection	1,494	
2011 Estimate	1,469	
2000 Census	1,392	
1990 Census	1,358	
Growth 2011-2016	1.70%	
Growth 2000-2011	5.53%	
Growth 1990-2000	2.50%	
2011 Est. Families by Poverty Status	1,469	
2011 Families at or Above Poverty	1,362	92.72
2011 Families at or Above Poverty with Children	616	41.93
2011 Families Below Poverty	107	7.28
2011 Families Below Poverty with Children	67	4.56

Community Demographics

Bowie, Texas

DESCRIPTION	DATA	%
2011 Est. Pop Age 16+ by Employment Status	4,033	
In Armed Forces	0	0.00
Civilian - Employed	2,249	55.76
Civilian - Unemployed	146	3.62
Not in Labor Force	1,638	40.61
2011 Est. Civ Employed Pop 16+ Class of Worker	2,116	
For-Profit Private Workers	1,419	67.06
Non-Profit Private Workers	173	8.18
Local Government Workers	202	9.55
State Government Workers	90	4.25
Federal Government Workers	17	0.80
Self-Emp Workers	305	14.41
Unpaid Family Workers	16	0.76
2011 Est. Civ Employed Pop 16+ by Occupation	2,116	
Architect/Engineer	50	2.36
Arts/Entertain/Sports	21	0.99
Building Grounds Maint	104	4.91
Business/Financial Ops	34	1.61
Community/Soc Svcs	50	2.36
Computer/Mathematical	19	0.90
Construction/Extraction	297	14.04
Edu/Training/Library	97	4.58
Farm/Fish/Forestry	0	0.00
Food Prep/Serving	156	7.37
Health Practitioner/Tec	58	2.74
Healthcare Support	59	2.79
Maintenance Repair	71	3.36
Legal	17	0.80
Life/Phys/Soc Science	4	0.19
Management	147	6.95
Office/Admin Support	224	10.59
Production	155	7.33
Protective Svcs	35	1.65
Sales/Related	247	11.67
Personal Care/Svc	96	4.54
Transportation/Moving	175	8.27

Community Demographics

Bowie, Texas

DESCRIPTION	DATA	%
2011 Est. Pop 16+ by Occupation Classification	2,116	
Blue Collar	698	32.99
White Collar	968	45.75
Service and Farm	450	21.27
2011 Est. Workers Age 16+, Transp. To Work	2,089	
Drove Alone	1,562	74.77
Car Pooled	363	17.38
Public Transportation	11	0.53
Walked	46	2.20
Bicycle	16	0.77
Other Means	1	0.05
Worked at Home	90	4.31
2011 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,062	
15 - 29 Minutes	339	
30 - 44 Minutes	316	
45 - 59 Minutes	83	
60 or more Minutes	216	
2011 Est. Avg Travel Time to Work in Minutes	24.33	
2011 Est. Tenure of Occupied Housing Units	2,211	
Owner Occupied	1,544	69.83
Renter Occupied	667	30.17
2011 Owner Occ. HUs: Avg. Length of Residence	13.72	
2011 Renter Occ. HUs: Avg. Length of Residence	7.41	

Community Demographics

Bowie, Texas

DESCRIPTION	DATA	%
2011 Est. All Owner-Occupied Housing Values	1,544	
Value Less than \$20,000	80	5.18
Value \$20,000 - \$39,999	170	11.01
Value \$40,000 - \$59,999	194	12.56
Value \$60,000 - \$79,999	269	17.42
Value \$80,000 - \$99,999	263	17.03
Value \$100,000 - \$149,999	414	26.81
Value \$150,000 - \$199,999	79	5.12
Value \$200,000 - \$299,999	44	2.85
Value \$300,000 - \$399,999	25	1.62
Value \$400,000 - \$499,999	1	0.06
Value \$500,000 - \$749,999	5	0.32
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	0	0.00
2011 Est. Median All Owner-Occupied Housing Value	\$84,487	
2011 Est. Housing Units by Units in Structure	2,584	
1 Unit Attached	49	1.90
1 Unit Detached	2,198	85.06
2 Units	53	2.05
3 or 4 Units	25	0.97
5 to 19 Units	26	1.01
20 to 49 Units	32	1.24
50 or More Units	12	0.46
Mobile Home or Trailer	189	7.31
Boat, RV, Van, etc.	0	0.00
2011 Est. Housing Units by Year Structure Built	2,584	
Housing Unit Built 2000 or later	189	7.31
Housing Unit Built 1990 to 1999	134	5.19
Housing Unit Built 1980 to 1989	296	11.46
Housing Unit Built 1970 to 1979	565	21.87
Housing Unit Built 1960 to 1969	460	17.80
Housing Unit Built 1950 to 1959	460	17.80
Housing Unit Built 1940 to 1949	241	9.33
Housing Unit Built 1939 or Earlier	239	9.25
2011 Est. Median Year Structure Built **	1968	

***This row intentionally left blank. No total category data is available.**

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas 2010/2011, ESRI 2010/2011, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, Mediamark Research Inc. 2010/2011, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, ESRI and/or Microsoft Corporation.

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