



# DRIVE TIME DEMOGRAPHICS

## 10-MINUTE DRIVE TIME

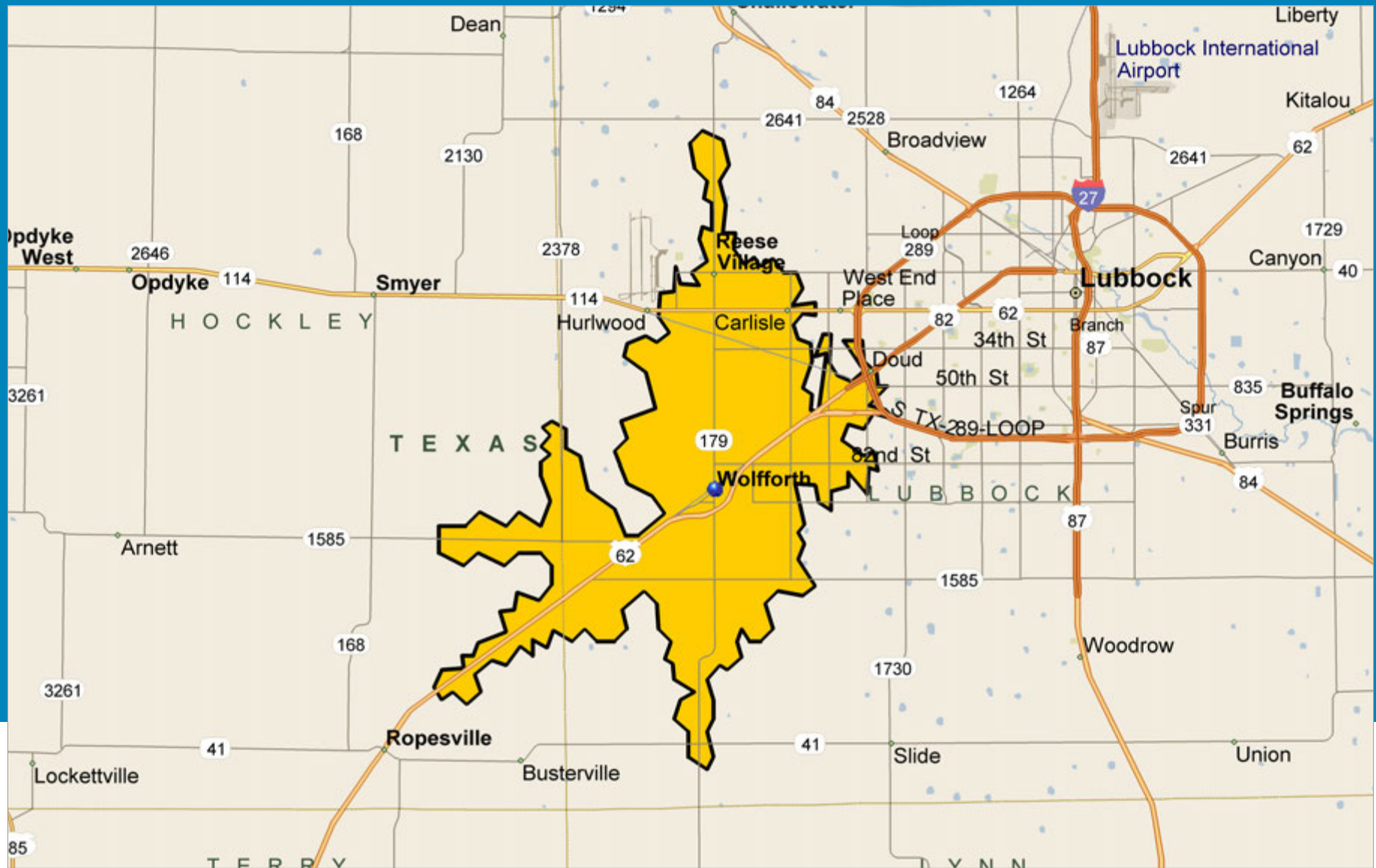
### Wolfforth, Texas



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Wolfforth Economic Development Corporation  
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# Drive Time Demographics | 10-Minute Drive Time Wolfforth, Texas



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## Drive Time Demographics | 10-Minute Drive Time Wolfforth, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	53,974	
2015 Estimate	49,743	
2010 Census	45,073	
2000 Census	33,889	
Growth 2015-2020	8.50%	
Growth 2010-2015	10.36%	
Growth 2000-2010	33.00%	
2015 Est. Population by Single-Classification Race	49,743	
White Alone	40,394	81.21
Black or African American Alone	1,899	3.82
Amer. Indian and Alaska Native Alone	318	0.64
Asian Alone	1,454	2.92
Native Hawaiian and Other Pac. Isl. Alone	43	0.09
Some Other Race Alone	4,175	8.39
Two or More Races	1,460	2.94
2015 Est. Population by Hispanic or Latino Origin	49,743	
Not Hispanic or Latino	37,147	74.68
Hispanic or Latino:	12,596	25.32
Mexican	10,509	83.43
Puerto Rican	125	0.99
Cuban	60	0.48
All Other Hispanic or Latino	1,903	15.11

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	12,596	
White Alone	7,436	59.03
Black or African American Alone	136	1.08
American Indian and Alaska Native Alone	140	1.11
Asian Alone	26	0.21
Native Hawaiian and Other Pacific Islander Alone	5	0.04
Some Other Race Alone	4,128	32.77
Two or More Races	725	5.76
2015 Est. Pop by Race, Asian Alone, by Category	1,454	
Chinese, except Taiwanese	213	14.65
Filipino	425	29.23
Japanese	41	2.82
Asian Indian	395	27.17
Korean	192	13.20
Vietnamese	77	5.30
Cambodian	12	0.83
Hmong	0	0.00
Laotian	7	0.48
Thai	11	0.76
All Other Asian Races Including 2+ Category	81	5.57
2015 Est. Population by Ancestry	49,743	
Arab	275	0.55
Czech	103	0.21
Danish	204	0.41
Dutch	272	0.55
English	3,135	6.30
French (except Basque)	592	1.19
French Canadian	55	0.11
German	5,308	10.67
Greek	7	0.01

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DESCRIPTION	DATA	%
Hungarian	8	0.02
Irish	3,505	7.05
Italian	382	0.77
Lithuanian	9	0.02
United States or American	4,938	9.93
Norwegian	207	0.42
Polish	395	0.79
Portuguese	22	0.04
Russian	5	0.01
Scottish	605	1.22
Scotch-Irish	564	1.13
Slovak	97	0.20
Subsaharan African	196	0.39
Swedish	153	0.31
Swiss	3	0.01
Ukrainian	54	0.11
Welsh	125	0.25
West Indian (except Hisp. groups)	14	0.03
Other ancestries	21,185	42.59
Ancestry Unclassified	7,323	14.72
2015 Est. Pop Age 5+ by Language Spoken at Home	45,983	
Speak Only English at Home	39,221	85.29
Speak Asian/Pac. Isl. Lang. at Home	824	1.79
Speak IndoEuropean Language at Home	529	1.15
Speak Spanish at Home	5,114	11.12
Speak Other Language at Home	295	0.64
2015 Est. Population by Sex	49,743	
Male	24,138	48.53
Female	25,605	51.47

DESCRIPTION	DATA	%
2015 Est. Population by Age	49,743	
Age 0 - 4	3,760	7.56
Age 5 - 9	3,657	7.35
Age 10 - 14	3,555	7.15
Age 15 - 17	2,022	4.06
Age 18 - 20	2,209	4.44
Age 21 - 24	3,872	7.78
Age 25 - 34	7,455	14.99
Age 35 - 44	6,391	12.85
Age 45 - 54	6,174	12.41
Age 55 - 64	5,230	10.51
Age 65 - 74	3,213	6.46
Age 75 - 84	1,637	3.29
Age 85 and over	569	1.14
Age 16 and over	38,108	76.61
Age 18 and over	36,749	73.88
Age 21 and over	34,540	69.44
Age 65 and over	5,419	10.89
2015 Est. Median Age	32.8	
2015 Est. Average Age	35.2	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	24,138	
Age 0 - 4	1,927	7.98
Age 5 - 9	1,892	7.84
Age 10 - 14	1,791	7.42
Age 15 - 17	1,005	4.16
Age 18 - 20	1,079	4.47
Age 21 - 24	1,828	7.57
Age 25 - 34	3,665	15.18
Age 35 - 44	3,106	12.87
Age 45 - 54	2,975	12.32
Age 55 - 64	2,524	10.46
Age 65 - 74	1,480	6.13
Age 75 - 84	671	2.78
Age 85 and over	194	0.80
2015 Est. Median Age, Male	31.9	
2015 Est. Average Age, Male	34.3	
2015 Est. Female Population by Age	25,605	
Age 0 - 4	1,833	7.16
Age 5 - 9	1,765	6.89
Age 10 - 14	1,764	6.89
Age 15 - 17	1,017	3.97
Age 18 - 20	1,130	4.41
Age 21 - 24	2,044	7.98
Age 25 - 34	3,790	14.80
Age 35 - 44	3,284	12.83
Age 45 - 54	3,198	12.49
Age 55 - 64	2,705	10.56
Age 65 - 74	1,733	6.77
Age 75 - 84	966	3.77
Age 85 and over	375	1.46

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	33.6	
2015 Est. Average Age, Female	36.0	
2015 Est. Pop Age 15+ by Marital Status	38,771	
Total, Never Married	11,095	28.62
Males, Never Married	5,539	14.29
Females, Never Married	5,556	14.33
Married, Spouse present	20,360	52.51
Married, Spouse absent	1,431	3.69
Widowed	1,839	4.74
Males Widowed	427	1.10
Females Widowed	1,412	3.64
Divorced	4,046	10.44
Males Divorced	1,880	4.85
Females Divorced	2,166	5.59
2015 Est. Pop Age 25+ by Edu. Attainment	30,668	
Less than 9th grade	1,054	3.44
Some High School, no diploma	1,859	6.06
High School Graduate (or GED)	6,523	21.27
Some College, no degree	8,707	28.39
Associate Degree	1,972	6.43
Bachelor's Degree	6,852	22.34
Master's Degree	2,375	7.74
Professional School Degree	809	2.64
Doctorate Degree	516	1.68
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	6,404	
No High School Diploma	1,499	23.41
High School Graduate	1,894	29.58
Some College or Associate's Degree	2,322	36.26
Bachelor's Degree or Higher	688	10.74

## Drive Time Demographics | 10-Minute Drive Time Wolfforth, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	21,406	
2015 Estimate	19,767	
2010 Census	18,073	
2000 Census	13,783	
Growth 2015-2020	8.29%	
Growth 2010-2015	9.37%	
Growth 2000-2010	31.13%	
2015 Est. Households by Household Type	19,767	
Family Households	12,848	65.00
Nonfamily Households	6,919	35.00
2015 Est. Group Quarters Population	241	
2015 HHs by Ethnicity, Hispanic/Latino	4,190	21.20
2015 Est. Households by HH Income	19,767	
Income < \$15,000	2,387	12.08
Income \$15,000 - \$24,999	2,148	10.87
Income \$25,000 - \$34,999	2,021	10.22
Income \$35,000 - \$49,999	2,656	13.44
Income \$50,000 - \$74,999	3,475	17.58
Income \$75,000 - \$99,999	2,449	12.39
Income \$100,000 - \$124,999	1,693	8.56
Income \$125,000 - \$149,999	1,027	5.20
Income \$150,000 - \$199,999	1,098	5.55
Income \$200,000 - \$249,999	386	1.95
Income \$250,000 - \$499,999	360	1.82
Income \$500,000+	66	0.33

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$72,210	
2015 Est. Median Household Income	\$54,829	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	59,719	
Black or African American Alone	31,188	
American Indian and Alaska Native Alone	22,597	
Asian Alone	67,447	
Native Hawaiian and Other Pacific Islander Alone	32,578	
Some Other Race Alone	35,836	
Two or More Races	35,456	
Hispanic or Latino	37,410	
Not Hispanic or Latino	62,369	
2015 Est. Family HH Type by Presence of Own Child.	12,848	
Married-Couple Family, own children	4,688	36.49
Married-Couple Family, no own children	5,222	40.64
Male Householder, own children	424	3.30
Male Householder, no own children	397	3.09
Female Householder, own children	1,332	10.37
Female Householder, no own children	784	6.10
2015 Est. Households by Household Size	19,767	
1-person	5,646	28.56
2-person	6,278	31.76
3-person	3,173	16.05
4-person	2,715	13.74
5-person	1,268	6.41
6-person	454	2.30
7-or-more-person	233	1.18

## Drive Time Demographics | 10-Minute Drive Time Wolfforth, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.50	
2015 Est. Households by Presence of People Under 18	19,767	
Households with 1 or More People under Age 18:	7,020	35.51
Married-Couple Family	4,970	70.80
Other Family, Male Householder	489	6.97
Other Family, Female Householder	1,513	21.55
Nonfamily, Male Householder	38	0.54
Nonfamily, Female Householder	10	0.14
Households with No People under Age 18:	12,746	64.48
Married-Couple Family	4,942	38.77
Other Family, Male Householder	330	2.59
Other Family, Female Householder	599	4.70
Nonfamily, Male Householder	3,180	24.95
Nonfamily, Female Householder	3,695	28.99
2015 Est. Households by Number of Vehicles	19,767	
No Vehicles	718	3.63
1 Vehicle	7,006	35.44
2 Vehicles	8,839	44.72
3 Vehicles	2,425	12.27
4 Vehicles	605	3.06
5 or more Vehicles	175	0.89
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	13,931	
2015 Estimate	12,848	
2010 Census	11,713	
2000 Census	8,760	
Growth 2015-2020	8.43%	
Growth 2010-2015	9.69%	
Growth 2000-2010	33.72%	
2015 Est. Families by Poverty Status	12,848	
2015 Families at or Above Poverty	11,528	89.73
2015 Families at or Above Poverty with Children	5,618	43.73
2015 Families Below Poverty	1,320	10.27
2015 Families Below Poverty with Children	1,106	8.61
2015 Est. Pop Age 16+ by Employment Status	38,108	
In Armed Forces	9	0.02
Civilian - Employed	26,184	68.71
Civilian - Unemployed	1,483	3.89
Not in Labor Force	10,432	27.37
2015 Est. Civ. Employed Pop 16+ by Class of Worker	26,546	
For-Profit Private Workers	16,965	63.91
Non-Profit Private Workers	2,003	7.55
Local Government Workers	1,925	7.25
State Government Workers	2,477	9.33
Federal Government Workers	336	1.27
Self-Employed Workers	2,768	10.43
Unpaid Family Workers	72	0.27

## Drive Time Demographics | 10-Minute Drive Time Wolfforth, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	26,546	
Architect/Engineer	276	1.04
Arts/Entertainment/Sports	304	1.15
Building Grounds Maintenance	770	2.90
Business/Financial Operations	1,246	4.69
Community/Social Services	726	2.73
Computer/Mathematical	530	2.00
Construction/Extraction	1,261	4.75
Education/Training/Library	2,121	7.99
Farming/Fishing/Forestry	105	0.40
Food Prep/Serving	1,570	5.91
Health Practitioner/Technician	2,516	9.48
Healthcare Support	673	2.54
Maintenance Repair	899	3.39
Legal	237	0.89
Life/Physical/Social Science	129	0.49
Management	2,916	10.98
Office/Admin. Support	3,794	14.29
Production	811	3.06
Protective Services	367	1.38
Sales/Related	3,243	12.22
Personal Care/Service	657	2.47
Transportation/Moving	1,393	5.25
2015 Est. Pop 16+ by Occupation Classification	26,546	
Blue Collar	4,364	16.44
White Collar	18,038	67.95
Service and Farm	4,144	15.61

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	26,137	
Drove Alone	22,725	86.95
Car Pooled	2,063	7.89
Public Transportation	109	0.42
Walked	270	1.03
Bicycle	48	0.18
Other Means	102	0.39
Worked at Home	821	3.14
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	11,078	
15 - 29 Minutes	11,503	
30 - 44 Minutes	1,827	
45 - 59 Minutes	354	
60 or more Minutes	437	
2015 Est. Avg. Travel Time to Work in Minutes	17.87	
2015 Est. Occupied Housing Units by Tenure	19,767	
Owner Occupied	12,024	60.83
Renter Occupied	7,742	39.17
2015 Owner Occ. HUs: Avg. Length of Residence	12.7	
2015 Renter Occ. HUs: Avg. Length of Residence	6.4	



## Drive Time Demographics | 10-Minute Drive Time Wolfforth, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	12,024	
Value Less than \$20,000	360	2.99
Value \$20,000 - \$39,999	265	2.20
Value \$40,000 - \$59,999	340	2.83
Value \$60,000 - \$79,999	742	6.17
Value \$80,000 - \$99,999	1,089	9.06
Value \$100,000 - \$149,999	3,255	27.07
Value \$150,000 - \$199,999	2,530	21.04
Value \$200,000 - \$299,999	1,941	16.14
Value \$300,000 - \$399,999	777	6.46
Value \$400,000 - \$499,999	378	3.14
Value \$500,000 - \$749,999	270	2.25
Value \$750,000 - \$999,999	54	0.45
Value \$1,000,000 or more	23	0.19
2015 Est. Median All Owner-Occupied Housing Value	\$149,408	
2015 Est. Housing Units by Units in Structure	21,223	
1 Unit Attached	365	1.72
1 Unit Detached	13,402	63.15
2 Units	337	1.59
3 or 4 Units	956	4.50
5 to 19 Units	2,736	12.89
20 to 49 Units	733	3.45
50 or More Units	848	4.00
Mobile Home or Trailer	1,833	8.64
Boat, RV, Van, etc.	12	0.06

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	21,223	
Housing Units Built 2010 or later	2,116	9.97
Housing Units Built 2000 to 2009	5,241	24.69
Housing Units Built 1990 to 1999	3,526	16.61
Housing Units Built 1980 to 1989	3,626	17.09
Housing Units Built 1970 to 1979	3,950	18.61
Housing Units Built 1960 to 1969	1,679	7.91
Housing Units Built 1950 to 1959	753	3.55
Housing Units Built 1940 to 1949	183	0.86
Housing Unit Built 1939 or Earlier	148	0.70
2015 Est. Median Year Structure Built**	1991	



C. Kelly Cofer  
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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 Retail:360 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

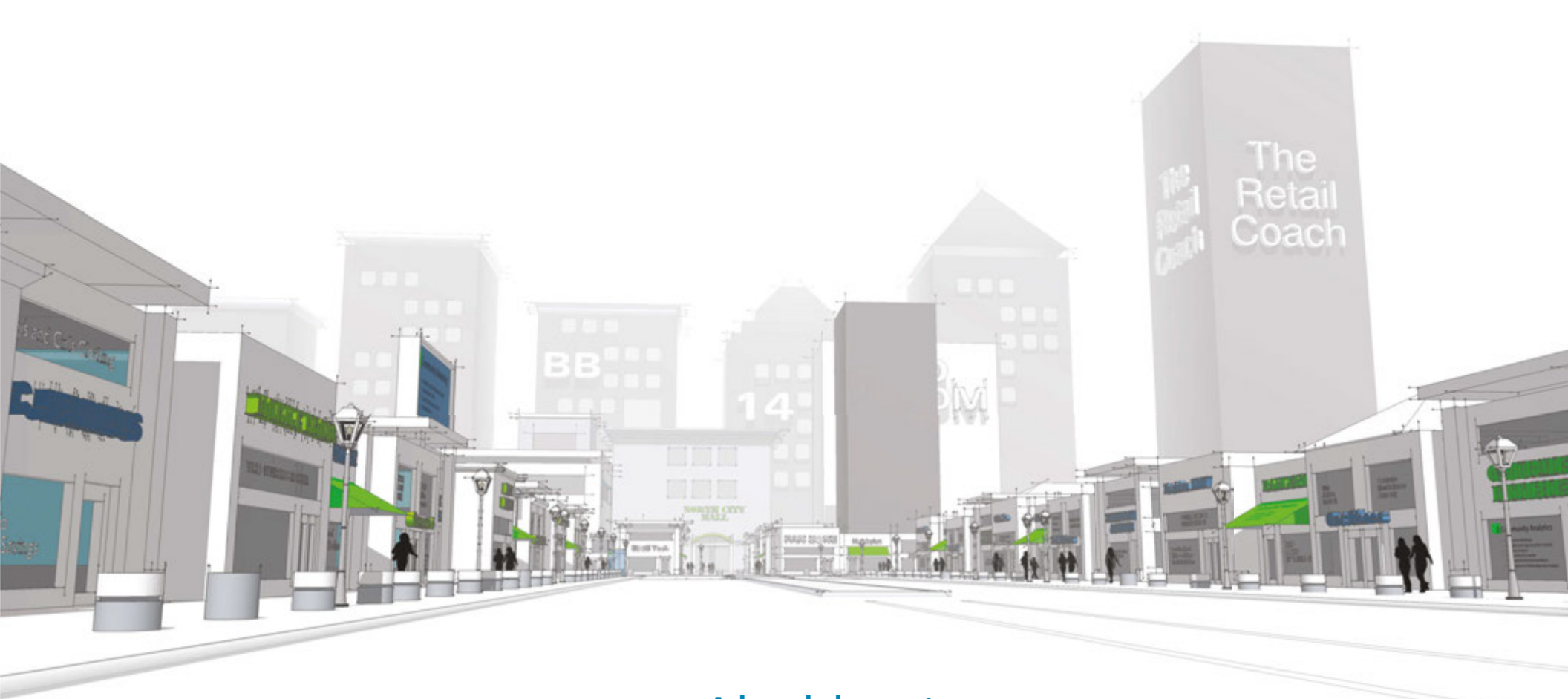
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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 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 -  
It’s not about data. It’s about your success.**

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## 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, Nielsen 2014/2015, ESRI 2014, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.