



RADIAL DEMOGRAPHICS

3-MILE RADIAL

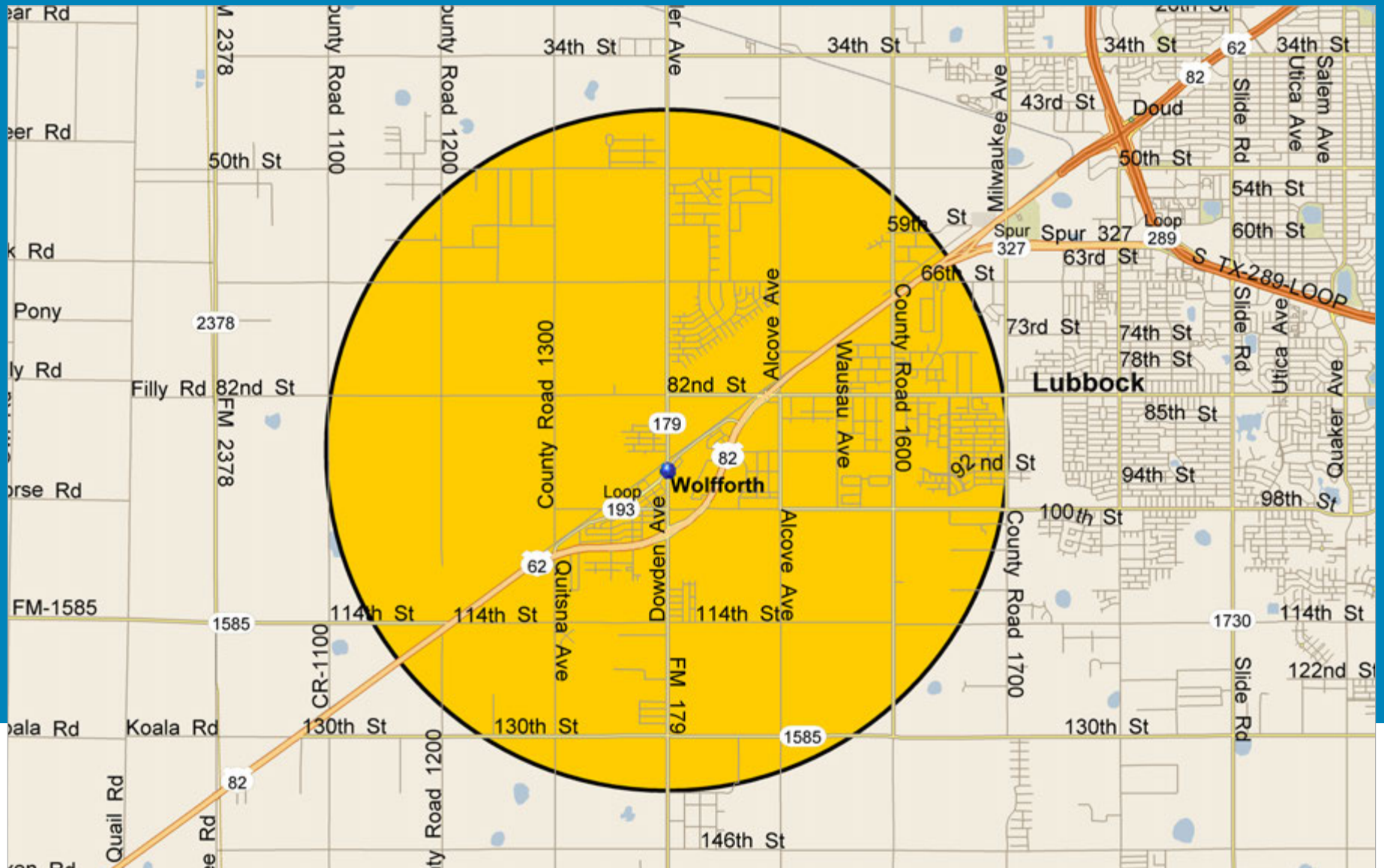
Wolfforth, Texas



Prepared for
Wolfforth Economic Development Corporation
December 2014



3-Mile Radial Wolfforth, Texas



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Radial Demographics | 3-Mile Radial Wolfforth, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	15,656	
2015 Estimate	13,850	
2010 Census	11,676	
2000 Census	5,198	
Growth 2015-2020	13.04%	
Growth 2010-2015	18.61%	
Growth 2000-2010	124.63%	
2015 Est. Population by Single-Classification Race	13,850	
White Alone	11,809	85.26
Black or African American Alone	336	2.43
Amer. Indian and Alaska Native Alone	66	0.48
Asian Alone	536	3.87
Native Hawaiian and Other Pac. Isl. Alone	9	0.06
Some Other Race Alone	695	5.02
Two or More Races	400	2.89
2015 Est. Population by Hispanic or Latino Origin	13,850	
Not Hispanic or Latino	10,929	78.91
Hispanic or Latino:	2,921	21.09
Mexican	2,444	83.67
Puerto Rican	28	0.96
Cuban	10	0.34
All Other Hispanic or Latino	439	15.03

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	2,921	
White Alone	1,952	66.83
Black or African American Alone	25	0.86
American Indian and Alaska Native Alone	22	0.75
Asian Alone	7	0.24
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	689	23.59
Two or More Races	227	7.77
2015 Est. Pop by Race, Asian Alone, by Category	536	
Chinese, except Taiwanese	77	14.37
Filipino	140	26.12
Japanese	13	2.43
Asian Indian	218	40.67
Korean	36	6.72
Vietnamese	24	4.48
Cambodian	3	0.56
Hmong	0	0.00
Laotian	2	0.37
Thai	2	0.37
All Other Asian Races Including 2+ Category	21	3.92
2015 Est. Population by Ancestry	13,850	
Arab	0	0.00
Czech	10	0.07
Danish	122	0.88
Dutch	63	0.45
English	831	6.00
French (except Basque)	230	1.66
French Canadian	15	0.11
German	1,462	10.56
Greek	0	0.00

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DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	1,168	8.43
Italian	74	0.53
Lithuanian	4	0.03
United States or American	1,470	10.61
Norwegian	73	0.53
Polish	113	0.82
Portuguese	15	0.11
Russian	0	0.00
Scottish	165	1.19
Scotch-Irish	127	0.92
Slovak	0	0.00
Subsaharan African	2	0.01
Swedish	38	0.27
Swiss	0	0.00
Ukrainian	9	0.06
Welsh	40	0.29
West Indian (except Hisp. groups)	0	0.00
Other ancestries	5,646	40.77
Ancestry Unclassified	2,173	15.69
2015 Est. Pop Age 5+ by Language Spoken at Home	12,726	
Speak Only English at Home	10,952	86.06
Speak Asian/Pac. Isl. Lang. at Home	351	2.76
Speak IndoEuropean Language at Home	216	1.70
Speak Spanish at Home	1,207	9.48
Speak Other Language at Home	0	0.00
2015 Est. Population by Sex	13,850	
Male	6,754	48.77
Female	7,096	51.23

DESCRIPTION	DATA	%
2015 Est. Population by Age	13,850	
Age 0 - 4	1,124	8.12
Age 5 - 9	1,096	7.91
Age 10 - 14	1,161	8.38
Age 15 - 17	595	4.30
Age 18 - 20	573	4.14
Age 21 - 24	854	6.17
Age 25 - 34	1,899	13.71
Age 35 - 44	1,982	14.31
Age 45 - 54	1,926	13.91
Age 55 - 64	1,399	10.10
Age 65 - 74	788	5.69
Age 75 - 84	344	2.48
Age 85 and over	108	0.78
Age 16 and over	10,274	74.18
Age 18 and over	9,874	71.29
Age 21 and over	9,301	67.16
Age 65 and over	1,240	8.95
2015 Est. Median Age	33.0	
2015 Est. Average Age	34.2	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	6,754	
Age 0 - 4	576	8.53
Age 5 - 9	562	8.32
Age 10 - 14	592	8.77
Age 15 - 17	295	4.37
Age 18 - 20	285	4.22
Age 21 - 24	420	6.22
Age 25 - 34	885	13.10
Age 35 - 44	951	14.08
Age 45 - 54	934	13.83
Age 55 - 64	704	10.42
Age 65 - 74	364	5.39
Age 75 - 84	144	2.13
Age 85 and over	42	0.62
2015 Est. Median Age, Male	32.3	
2015 Est. Average Age, Male	33.6	
2015 Est. Female Population by Age	7,096	
Age 0 - 4	548	7.72
Age 5 - 9	534	7.53
Age 10 - 14	569	8.02
Age 15 - 17	300	4.23
Age 18 - 20	288	4.06
Age 21 - 24	434	6.12
Age 25 - 34	1,014	14.29
Age 35 - 44	1,032	14.54
Age 45 - 54	992	13.98
Age 55 - 64	694	9.78
Age 65 - 74	424	5.98
Age 75 - 84	200	2.82
Age 85 and over	66	0.93

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	33.6	
2015 Est. Average Age, Female	34.8	
2015 Est. Pop Age 15+ by Marital Status	10,469	
Total, Never Married	2,096	20.02
Males, Never Married	1,023	9.77
Females, Never Married	1,072	10.24
Married, Spouse present	6,560	62.66
Married, Spouse absent	494	4.72
Widowed	407	3.89
Males Widowed	86	0.82
Females Widowed	322	3.08
Divorced	911	8.70
Males Divorced	382	3.65
Females Divorced	529	5.05
2015 Est. Pop Age 25+ by Edu. Attainment	8,447	
Less than 9th grade	377	4.46
Some High School, no diploma	491	5.81
High School Graduate (or GED)	1,546	18.30
Some College, no degree	2,398	28.39
Associate Degree	523	6.19
Bachelor's Degree	2,102	24.88
Master's Degree	614	7.27
Professional School Degree	262	3.10
Doctorate Degree	135	1.60
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,523	
No High School Diploma	390	25.61
High School Graduate	409	26.85
Some College or Associate's Degree	527	34.60
Bachelor's Degree or Higher	197	12.93

Radial Demographics | 3-Mile Radial Wolfforth, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	5,374	
2015 Estimate	4,800	
2010 Census	4,177	
2000 Census	1,800	
Growth 2015-2020	11.97%	
Growth 2010-2015	14.91%	
Growth 2000-2010	131.99%	
2015 Est. Households by Household Type	4,800	
Family Households	3,694	76.96
Nonfamily Households	1,105	23.02
2015 Est. Group Quarters Population	8	
2015 HHs by Ethnicity, Hispanic/Latino	820	17.08
2015 Est. Households by HH Income	4,800	
Income < \$15,000	220	4.58
Income \$15,000 - \$24,999	286	5.96
Income \$25,000 - \$34,999	325	6.77
Income \$35,000 - \$49,999	641	13.35
Income \$50,000 - \$74,999	1,020	21.25
Income \$75,000 - \$99,999	760	15.83
Income \$100,000 - \$124,999	514	10.71
Income \$125,000 - \$149,999	349	7.27
Income \$150,000 - \$199,999	375	7.81
Income \$200,000 - \$249,999	153	3.19
Income \$250,000 - \$499,999	133	2.77
Income \$500,000+	24	0.50

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$91,013	
2015 Est. Median Household Income	\$72,759	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	75,791	
Black or African American Alone	129,907	
American Indian and Alaska Native Alone	30,645	
Asian Alone	67,639	
Native Hawaiian and Other Pacific Islander Alone	20,144	
Some Other Race Alone	57,699	
Two or More Races	37,410	
Hispanic or Latino	57,231	
Not Hispanic or Latino	79,997	
2015 Est. Family HH Type by Presence of Own Child.	3,694	
Married-Couple Family, own children	1,655	44.80
Married-Couple Family, no own children	1,414	38.28
Male Householder, own children	79	2.14
Male Householder, no own children	82	2.22
Female Householder, own children	289	7.82
Female Householder, no own children	176	4.76
2015 Est. Households by Household Size	4,800	
1-person	895	18.65
2-person	1,431	29.81
3-person	903	18.81
4-person	887	18.48
5-person	453	9.44
6-person	158	3.29
7-or-more-person	73	1.52

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.88	
2015 Est. Households by Presence of People Under 18	4,800	
Households with 1 or More People under Age 18:	2,166	45.13
Married-Couple Family	1,737	80.19
Other Family, Male Householder	96	4.43
Other Family, Female Householder	327	15.10
Nonfamily, Male Householder	5	0.23
Nonfamily, Female Householder	1	0.05
Households with No People under Age 18:	2,633	54.85
Married-Couple Family	1,332	50.59
Other Family, Male Householder	64	2.43
Other Family, Female Householder	136	5.17
Nonfamily, Male Householder	493	18.72
Nonfamily, Female Householder	608	23.09
2015 Est. Households by Number of Vehicles	4,800	
No Vehicles	92	1.92
1 Vehicle	1,178	24.54
2 Vehicles	2,569	53.52
3 Vehicles	808	16.83
4 Vehicles	104	2.17
5 or more Vehicles	48	1.00
2015 Est. Average Number of Vehicles	2.0	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	4,141	
2015 Estimate	3,694	
2010 Census	3,206	
2000 Census	1,467	
Growth 2015-2020	12.09%	
Growth 2010-2015	15.23%	
Growth 2000-2010	118.49%	
2015 Est. Families by Poverty Status	3,694	
2015 Families at or Above Poverty	3,469	93.91
2015 Families at or Above Poverty with Children	1,952	52.84
2015 Families Below Poverty	226	6.12
2015 Families Below Poverty with Children	222	6.01
2015 Est. Pop Age 16+ by Employment Status	10,274	
In Armed Forces	0	0.00
Civilian - Employed	7,020	68.33
Civilian - Unemployed	406	3.95
Not in Labor Force	2,848	27.72
2015 Est. Civ. Employed Pop 16+ by Class of Worker	7,094	
For-Profit Private Workers	4,415	62.24
Non-Profit Private Workers	475	6.70
Local Government Workers	570	8.03
State Government Workers	739	10.42
Federal Government Workers	75	1.06
Self-Employed Workers	814	11.47
Unpaid Family Workers	7	0.10

Radial Demographics | 3-Mile Radial Wolfforth, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	7,094	
Architect/Engineer	89	1.25
Arts/Entertainment/Sports	35	0.49
Building Grounds Maintenance	186	2.62
Business/Financial Operations	474	6.68
Community/Social Services	220	3.10
Computer/Mathematical	165	2.33
Construction/Extraction	374	5.27
Education/Training/Library	556	7.84
Farming/Fishing/Forestry	41	0.58
Food Prep/Serving	242	3.41
Health Practitioner/Technician	982	13.84
Healthcare Support	97	1.37
Maintenance Repair	303	4.27
Legal	76	1.07
Life/Physical/Social Science	21	0.30
Management	902	12.71
Office/Admin. Support	841	11.86
Production	241	3.40
Protective Services	82	1.16
Sales/Related	844	11.90
Personal Care/Service	79	1.11
Transportation/Moving	244	3.44
2015 Est. Pop 16+ by Occupation Classification	7,094	
Blue Collar	1,162	16.38
White Collar	5,205	73.37
Service and Farm	727	10.25

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	7,011	
Drove Alone	6,217	88.67
Car Pooled	510	7.27
Public Transportation	1	0.01
Walked	32	0.46
Bicycle	1	0.01
Other Means	7	0.10
Worked at Home	243	3.47
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,562	
15 - 29 Minutes	3,345	
30 - 44 Minutes	630	
45 - 59 Minutes	107	
60 or more Minutes	74	
2015 Est. Avg. Travel Time to Work in Minutes	18.49	
2015 Est. Occupied Housing Units by Tenure	4,800	
Owner Occupied	3,834	79.88
Renter Occupied	966	20.13
2015 Owner Occ. HUs: Avg. Length of Residence	10.9	
2015 Renter Occ. HUs: Avg. Length of Residence	5.2	

Radial Demographics | 3-Mile Radial Wolfforth, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	3,834	
Value Less than \$20,000	118	3.08
Value \$20,000 - \$39,999	89	2.32
Value \$40,000 - \$59,999	153	3.99
Value \$60,000 - \$79,999	187	4.88
Value \$80,000 - \$99,999	230	6.00
Value \$100,000 - \$149,999	1,093	28.51
Value \$150,000 - \$199,999	832	21.70
Value \$200,000 - \$299,999	591	15.41
Value \$300,000 - \$399,999	268	6.99
Value \$400,000 - \$499,999	144	3.76
Value \$500,000 - \$749,999	111	2.90
Value \$750,000 - \$999,999	14	0.37
Value \$1,000,000 or more	4	0.10
2015 Est. Median All Owner-Occupied Housing Value	\$152,861	
2015 Est. Housing Units by Units in Structure	5,129	
1 Unit Attached	16	0.31
1 Unit Detached	4,060	79.16
2 Units	39	0.76
3 or 4 Units	42	0.82
5 to 19 Units	212	4.13
20 to 49 Units	0	0.00
50 or More Units	117	2.28
Mobile Home or Trailer	643	12.54
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	5,129	
Housing Units Built 2010 or later	713	13.90
Housing Units Built 2000 to 2009	2,466	48.08
Housing Units Built 1990 to 1999	739	14.41
Housing Units Built 1980 to 1989	379	7.39
Housing Units Built 1970 to 1979	528	10.29
Housing Units Built 1960 to 1969	174	3.39
Housing Units Built 1950 to 1959	100	1.95
Housing Units Built 1940 to 1949	12	0.23
Housing Unit Built 1939 or Earlier	18	0.35
2015 Est. Median Year Structure Built**	2002	



C. Kelly Cofer
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The Retail Coach, LLC

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

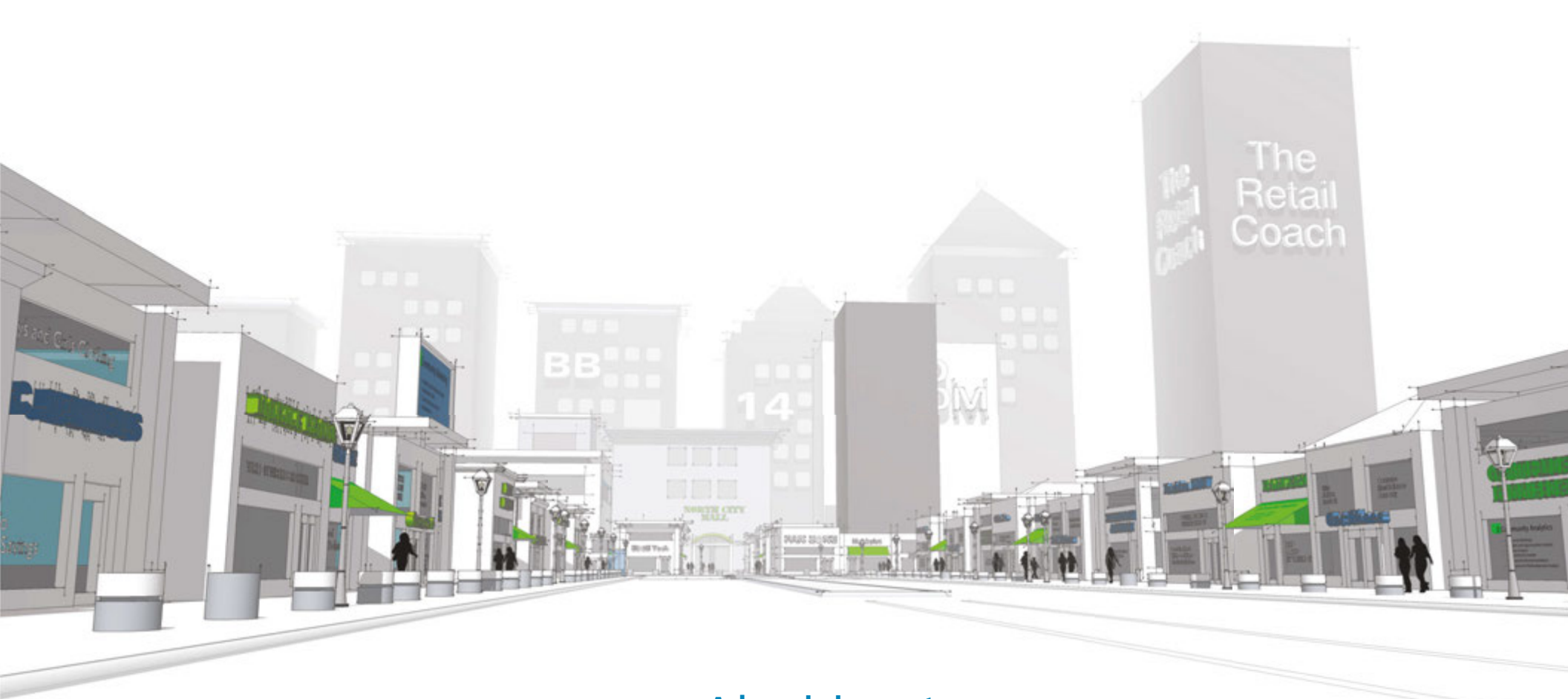
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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.

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