

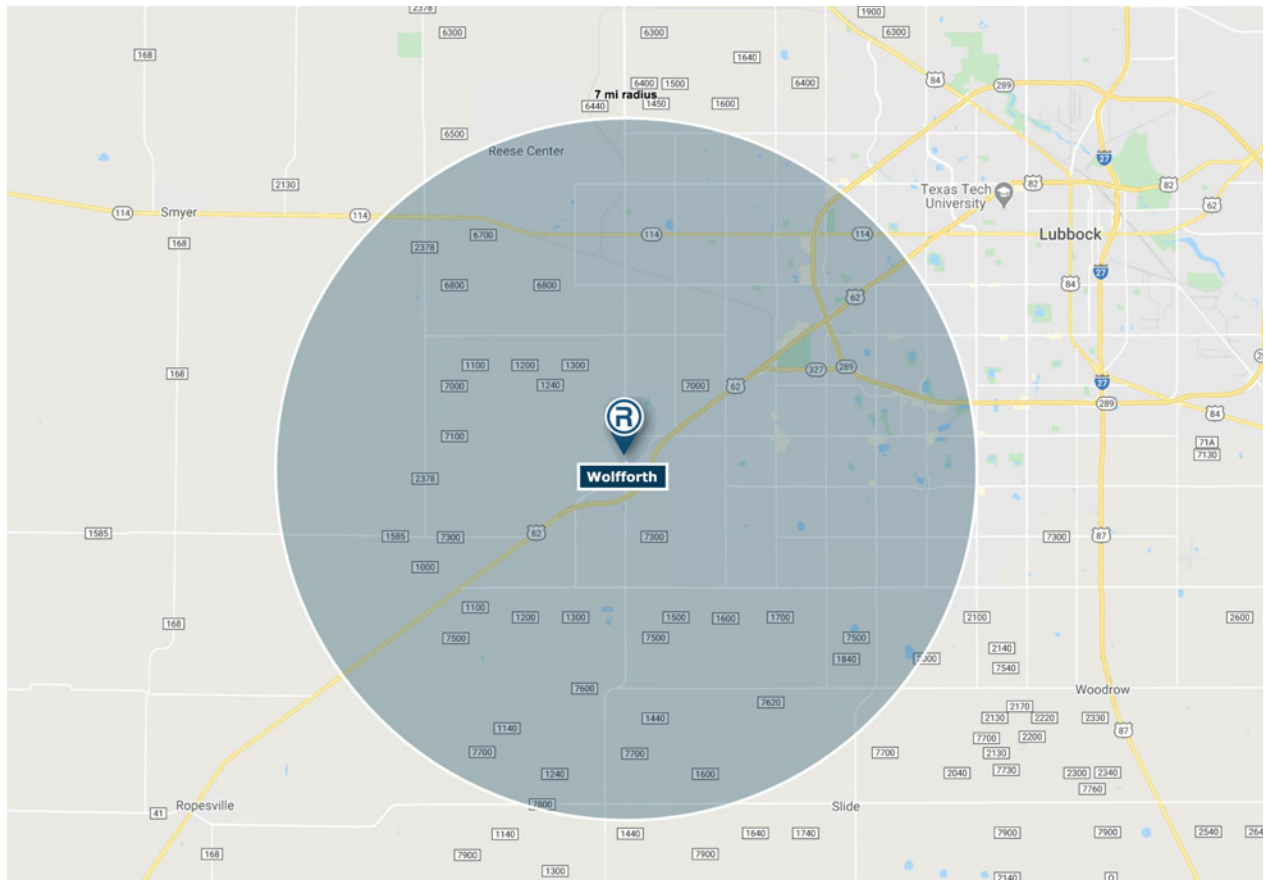


WOLFFORTH, TEXAS

7-Mile Radial Demographic Profile



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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.



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Wolfforth, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	137,854	
2020 Estimate	128,675	
2010 Census	107,923	
2000 Census	87,428	
Growth 2020 - 2025		7.13%
Growth 2010 - 2020		19.23%
Growth 2000 - 2010		23.44%
2020 Est. Population by Single-Classification Race	128,675	
White Alone	102,794	79.89%
Black or African American Alone	5,386	4.19%
Amer. Indian and Alaska Native Alone	913	0.71%
Asian Alone	3,462	2.69%
Native Hawaiian and Other Pacific Island Alone	105	0.08%
Some Other Race Alone	12,094	9.40%
Two or More Races	3,920	3.05%
2020 Est. Population by Hispanic or Latino Origin	128,675	
Not Hispanic or Latino	92,610	71.97%
Hispanic or Latino	36,064	28.03%
Mexican	29,910	82.94%
Puerto Rican	372	1.03%
Cuban	175	0.49%
All Other Hispanic or Latino	5,608	15.55%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	36,064	
White Alone	21,342	59.18%
Black or African American Alone	375	1.04%
American Indian and Alaska Native Alone	402	1.12%
Asian Alone	57	0.16%
Native Hawaiian and Other Pacific Islander Alone	7	0.02%
Some Other Race Alone	11,980	33.22%
Two or More Races	1,901	5.27%
2020 Est. Pop by Race, Asian Alone, by Category	3,462	
Chinese, except Taiwanese	672	19.41%
Filipino	719	20.77%
Japanese	138	3.99%
Asian Indian	593	17.13%
Korean	376	10.86%
Vietnamese	393	11.35%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	32	0.92%
Thai	182	5.26%
All Other Asian Races Including 2+ Category	357	10.31%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	128,675	
Arab	361	0.28%
Czech	469	0.37%
Danish	207	0.16%
Dutch	1,151	0.90%
English	11,382	8.85%
French (except Basque)	2,017	1.57%
French Canadian	265	0.21%
German	11,910	9.26%
Greek	96	0.08%
Hungarian	151	0.12%
Irish	8,858	6.88%
Italian	1,423	1.11%
Lithuanian	33	0.03%
United States or American	13,299	10.34%
Norwegian	812	0.63%
Polish	754	0.59%
Portuguese	173	0.13%
Russian	219	0.17%
Scottish	2,084	1.62%
Scotch-Irish	2,542	1.98%
Slovak	15	0.01%
Subsaharan African	224	0.17%
Swedish	487	0.38%
Swiss	125	0.10%
Ukrainian	17	0.01%
Welsh	506	0.39%
West Indian (except Hisp. groups)	81	0.06%
Other ancestries	37,891	29.45%
Ancestry Unclassified	31,121	24.19%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	91,864	76.44%
Speak Asian/Pacific Island Language at Home	2,692	2.24%
Speak IndoEuropean Language at Home	1,619	1.35%
Speak Spanish at Home	23,663	19.69%
Speak Other Language at Home	337	0.28%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	128,675	
Age 0 - 4	8,500	6.61%
Age 5 - 9	8,596	6.68%
Age 10 - 14	8,664	6.73%
Age 15 - 17	5,270	4.10%
Age 18 - 20	5,897	4.58%
Age 21 - 24	9,917	7.71%
Age 25 - 34	19,244	14.96%
Age 35 - 44	15,857	12.32%
Age 45 - 54	14,200	11.04%
Age 55 - 64	14,291	11.11%
Age 65 - 74	10,729	8.34%
Age 75 - 84	5,539	4.31%
Age 85 and over	1,969	1.53%
Age 16 and over	101,180	78.63%
Age 18 and over	97,644	75.88%
Age 21 and over	91,747	71.30%
Age 65 and over	18,238	14.17%
2020 Est. Median Age		33.98
2020 Est. Average Age		37.00
2020 Est. Population by Sex	128,675	
Male	62,382	48.48%
Female	66,293	51.52%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	62,382	
Age 0 - 4	4,352	6.98%
Age 5 - 9	4,397	7.05%
Age 10 - 14	4,394	7.04%
Age 15 - 17	2,631	4.22%
Age 18 - 20	2,881	4.62%
Age 21 - 24	4,784	7.67%
Age 25 - 34	9,704	15.56%
Age 35 - 44	7,760	12.44%
Age 45 - 54	6,748	10.82%
Age 55 - 64	6,753	10.83%
Age 65 - 74	4,951	7.94%
Age 75 - 84	2,334	3.74%
Age 85 and over	693	1.11%
2020 Est. Median Age, Male		32.78
2020 Est. Average Age, Male		35.95
2020 Est. Female Population by Age	66,293	
Age 0 - 4	4,149	6.26%
Age 5 - 9	4,199	6.33%
Age 10 - 14	4,270	6.44%
Age 15 - 17	2,638	3.98%
Age 18 - 20	3,016	4.55%
Age 21 - 24	5,133	7.74%
Age 25 - 34	9,540	14.39%
Age 35 - 44	8,097	12.21%
Age 45 - 54	7,452	11.24%
Age 55 - 64	7,538	11.37%
Age 65 - 74	5,778	8.72%
Age 75 - 84	3,205	4.84%
Age 85 and over	1,277	1.93%
2020 Est. Median Age, Female		35.23
2020 Est. Average Age, Female		37.98

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	32,908	31.98%
Males, Never Married	16,901	16.42%
Females, Never Married	16,007	15.55%
Married, Spouse present	49,543	48.14%
Married, Spouse absent	4,075	3.96%
Widowed	4,825	4.69%
Males Widowed	1,011	0.98%
Females Widowed	3,814	3.71%
Divorced	11,563	11.24%
Males Divorced	4,754	4.62%
Females Divorced	6,809	6.62%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,491	3.0%
Some High School, no diploma	4,665	5.7%
High School Graduate (or GED)	18,078	22.1%
Some College, no degree	20,086	24.5%
Associate Degree	5,891	7.2%
Bachelor's Degree	19,378	23.7%
Master's Degree	7,931	9.7%
Professional School Degree	1,407	1.7%
Doctorate Degree	1,903	2.3%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,492	24.05%
High School Graduate	5,299	28.37%
Some College or Associate's Degree	5,353	28.66%
Bachelor's Degree or Higher	3,536	18.93%
Households		
2025 Projection	55,366	
2020 Estimate	51,667	
2010 Census	43,688	
2000 Census	35,484	
Growth 2020 - 2025		7.16%
Growth 2010 - 2020		18.26%
Growth 2000 - 2010		23.12%
2020 Est. Households by Household Type	51,667	
Family Households	34,069	65.94%
Nonfamily Households	17,599	34.06%
2020 Est. Group Quarters Population	942	
2020 Households by Ethnicity, Hispanic/Latino	11,870	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	51,667	
Income < \$15,000	5,597	10.83%
Income \$15,000 - \$24,999	4,581	8.87%
Income \$25,000 - \$34,999	5,174	10.01%
Income \$35,000 - \$49,999	6,415	12.42%
Income \$50,000 - \$74,999	8,177	15.83%
Income \$75,000 - \$99,999	6,499	12.58%
Income \$100,000 - \$124,999	5,051	9.78%
Income \$125,000 - \$149,999	3,333	6.45%
Income \$150,000 - \$199,999	2,993	5.79%
Income \$200,000 - \$249,999	1,374	2.66%
Income \$250,000 - \$499,999	1,758	3.40%
Income \$500,000+	715	1.38%
2020 Est. Average Household Income		\$87,091
2020 Est. Median Household Income		\$61,517
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$65,957
Black or African American Alone		\$46,498
American Indian and Alaska Native Alone		\$57,403
Asian Alone		\$74,054
Native Hawaiian and Other Pacific Islander Alone		\$64,569
Some Other Race Alone		\$44,085
Two or More Races		\$47,706
Hispanic or Latino		\$43,160
Not Hispanic or Latino		\$68,528
2020 Est. Family HH Type by Presence of Own Child.	34,069	
Married-Couple Family, own children	11,641	34.17%
Married-Couple Family, no own children	14,967	43.93%
Male Householder, own children	1,053	3.09%
Male Householder, no own children	1,045	3.07%
Female Householder, own children	3,198	9.39%
Female Householder, no own children	2,164	6.35%
2020 Est. Households by Household Size	51,667	
1-person	14,264	27.61%
2-person	17,551	33.97%
3-person	8,381	16.22%
4-person	6,879	13.31%
5-person	3,031	5.87%
6-person	1,055	2.04%
7-or-more-person	506	0.98%
2020 Est. Average Household Size		2.47

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	51,667	
Households with 1 or More People under Age 18:	17,339	33.56%
Married-Couple Family	12,328	71.10%
Other Family, Male Householder	1,219	7.03%
Other Family, Female Householder	3,671	21.17%
Nonfamily, Male Householder	89	0.51%
Nonfamily, Female Householder	31	0.18%
Households with No People under Age 18:	34,329	66.44%
Married-Couple Family	14,282	41.60%
Other Family, Male Householder	878	2.56%
Other Family, Female Householder	1,690	4.92%
Nonfamily, Male Householder	7,863	22.91%
Nonfamily, Female Householder	9,616	28.01%
2020 Est. Households by Number of Vehicles	51,667	
No Vehicles	2,020	3.91%
1 Vehicle	17,432	33.74%
2 Vehicles	22,464	43.48%
3 Vehicles	7,252	14.04%
4 Vehicles	2,090	4.05%
5 or more Vehicles	409	0.79%
2020 Est. Average Number of Vehicles		1.84
Family Households		
2025 Projection	36,546	
2020 Estimate	34,069	
2010 Census	28,396	
2000 Census	23,130	
Growth 2020 - 2025		7.27%
Growth 2010 - 2020		19.98%
Growth 2000 - 2010		22.77%

2020 Est. Families by Poverty Status	34,069	
2020 Families at or Above Poverty	31,273	91.79%
2020 Families at or Above Poverty with Children	14,484	42.51%
2020 Families Below Poverty	2,796	8.21%
2020 Families Below Poverty with Children	2,043	6.00%
2020 Est. Pop 16+ by Employment Status	101,180	
Civilian Labor Force, Employed	67,019	66.24%
Civilian Labor Force, Unemployed	2,457	2.43%
Armed Forces	150	0.15%
Not in Labor Force	31,554	31.19%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	67,787	
For-Profit Private Workers	44,808	66.10%
Non-Profit Private Workers	5,147	7.59%
Local Government Workers	772	1.14%
State Government Workers	6,041	8.91%
Federal Government Workers	4,384	6.47%
Self-Employed Workers	6,574	9.70%
Unpaid Family Workers	60	0.09%
2020 Est. Civ. Employed Pop 16+ by Occupation	67,787	
Architect/Engineer	836	1.23%
Arts/Entertainment/Sports	1,268	1.87%
Building Grounds Maintenance	1,904	2.81%
Business/Financial Operations	2,851	4.21%
Community/Social Services	1,595	2.35%
Computer/Mathematical	1,545	2.28%
Construction/Extraction	3,038	4.48%
Education/Training/Library	5,910	8.72%
Farming/Fishing/Forestry	190	0.28%
Food Prep/Serving	4,059	5.99%
Health Practitioner/Technician	5,069	7.48%
Healthcare Support	1,530	2.26%
Maintenance Repair	2,667	3.93%
Legal	629	0.93%
Life/Physical/Social Science	445	0.66%
Management	7,827	11.55%
Office/Admin. Support	8,969	13.23%
Production	2,022	2.98%
Protective Services	1,653	2.44%
Sales/Related	8,437	12.45%
Personal Care/Service	2,290	3.38%
Transportation/Moving	3,054	4.51%

2020 Est. Pop 16+ by Occupation Classification	67,787	
White Collar	45,379	66.94%
Blue Collar	10,781	15.90%
Service and Farm	11,626	17.15%
2020 Est. Workers Age 16+ by Transp. to Work	67,225	
Drove Alone	55,321	82.29%
Car Pooled	8,075	12.01%
Public Transportation	208	0.31%
Walked	806	1.20%
Bicycle	81	0.12%
Other Means	532	0.79%
Worked at Home	2,202	3.28%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	29,588	
15 - 29 Minutes	27,987	
30 - 44 Minutes	4,556	
45 - 59 Minutes	1,294	
60 or more Minutes	1,777	
2020 Est. Avg Travel Time to Work in Minutes		19
2020 Est. Occupied Housing Units by Tenure	51,667	
Owner Occupied	33,510	64.86%
Renter Occupied	18,157	35.14%
2020 Owner Occ. HUs: Avg. Length of Residence		13.52
2020 Renter Occ. HUs: Avg. Length of Residence		5.3
2020 Est. Owner-Occupied Housing Units by Value	51,667	
Value Less than \$20,000	897	2.68%
Value \$20,000 - \$39,999	667	1.99%
Value \$40,000 - \$59,999	725	2.16%
Value \$60,000 - \$79,999	1,101	3.29%
Value \$80,000 - \$99,999	1,967	5.87%
Value \$100,000 - \$149,999	6,535	19.50%
Value \$150,000 - \$199,999	7,001	20.89%
Value \$200,000 - \$299,999	6,981	20.83%
Value \$300,000 - \$399,999	3,569	10.65%
Value \$400,000 - \$499,999	1,996	5.96%
Value \$500,000 - \$749,999	1,332	3.98%
Value \$750,000 - \$999,999	419	1.25%
Value \$1,000,000 or \$1,499,999	232	0.69%
Value \$1,500,000 or \$1,999,999	55	0.16%
Value \$2,000,000+	33	0.10%
2020 Est. Median All Owner-Occupied Housing Value		\$183,657

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	5,851	10.67%
Housing Units Built 2010 to 2014	3,172	5.78%
Housing Units Built 2000 to 2009	10,483	19.11%
Housing Units Built 1990 to 1999	7,343	13.39%
Housing Units Built 1980 to 1989	9,359	17.06%
Housing Units Built 1970 to 1979	9,452	17.23%
Housing Units Built 1960 to 1969	5,334	9.73%
Housing Units Built 1950 to 1959	3,052	5.56%
Housing Units Built 1940 to 1949	546	1.00%
Housing Unit Built 1939 or Earlier	257	0.47%
2020 Est. Median Year Structure Built		1989

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	36,912	67.30%
1 Unit Detached	1,332	2.43%
2 Units	1,152	2.10%
3 or 4 Units	2,281	4.16%
5 to 19 Units	5,829	10.63%
20 to 49 Units	1,570	2.86%
50 or More Units	2,680	4.89%
Mobile Home or Trailer	3,025	5.52%
Boat, RV, Van, etc.	67	0.12%



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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