



RETAIL TRADE AREA DEMOGRAPHICS

Oak Ridge North, Texas

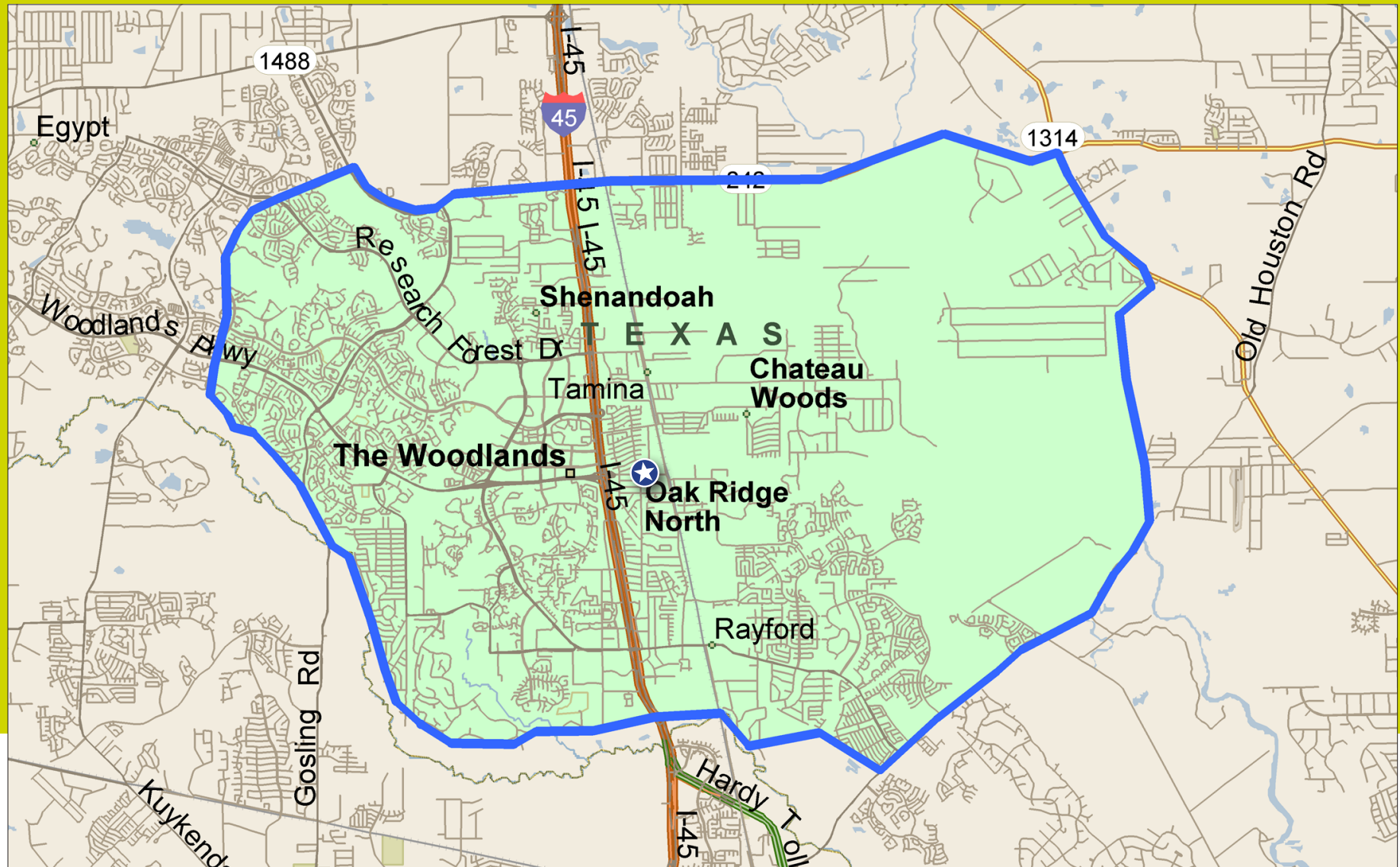


Prepared for
City of Oak Ridge North
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 **TheRetailCoach®**

RETAIL TRADE AREA

Oak Ridge North, Texas



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RETAIL TRADE AREA | DEMOGRAPHICS

Oak Ridge North, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	115,650	
2014 Estimate	105,913	
2010 Census	97,220	
2000 Census	70,506	
Growth 2014-2019	9.19%	
Growth 2010-2014	8.94%	
Growth 2000-2010	37.89%	
2014 Est. Pop by Single Race Class	105,913	
White Alone	86,379	81.56
Black or African American Alone	6,583	6.22
Amer. Indian and Alaska Native Alone	528	0.50
Asian Alone	3,730	3.52
Native Hawaiian and Other Pac. Isl. Alone	141	0.13
Some Other Race Alone	5,323	5.03
Two or More Races	3,229	3.05
2014 Est. Pop Hisp or Latino by Origin	105,913	
Not Hispanic or Latino	86,385	81.56
Hispanic or Latino:	19,528	18.44
Mexican	12,486	63.94
Puerto Rican	680	3.48
Cuban	344	1.76
All Other Hispanic or Latino	6,018	30.82

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	19,528	
White Alone	12,635	64.70
Black or African American Alone	251	1.29
American Indian and Alaska Native Alone	176	0.90
Asian Alone	68	0.35
Native Hawaiian and Other Pacific Islander Alone	16	0.08
Some Other Race Alone	5,144	26.34
Two or More Races	1,238	6.34
2014 Est. Pop. Asian Alone Race by Cat	3,730	
Chinese, except Taiwanese	736	19.73
Filipino	819	21.96
Japanese	0	0.00
Asian Indian	1,358	36.41
Korean	287	7.69
Vietnamese	164	4.40
Cambodian	3	0.08
Hmong	0	0.00
Laotian	22	0.59
Thai	86	2.31
All Other Asian Races Including 2+ Category	254	6.81

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DESCRIPTION	DATA	%
2014 Est. Population by Ancestry	105,913	
Pop, Arab	233	0.22
Pop, Czech	659	0.62
Pop, Danish	349	0.33
Pop, Dutch	1,056	1.00
Pop, English	8,179	7.72
Pop, French (except Basque)	3,270	3.09
Pop, French Canadian	583	0.55
Pop, German	13,332	12.59
Pop, Greek	385	0.36
Pop, Hungarian	174	0.16
Pop, Irish	7,082	6.69
Pop, Italian	2,622	2.48
Pop, Lithuanian	34	0.03
Pop, United States or American	6,412	6.05
Pop, Norwegian	664	0.63
Pop, Polish	2,069	1.95
Pop, Portuguese	48	0.05
Pop, Russian	497	0.47
Pop, Scottish	2,107	1.99
Pop, Scotch-Irish	1,610	1.52
Pop, Slovak	85	0.08
Pop, Sub-Saharan African	379	0.36
Pop, Swedish	1,390	1.31
Pop, Swiss	67	0.06
Pop, Ukrainian	83	0.08
Pop, Welsh	521	0.49
Pop, West Indian (exc Hisp groups)	134	0.13
Pop, Other ancestries	41,268	38.96
Pop, Ancestry Unclassified	10,621	10.03

DESCRIPTION	DATA	%
2014 Est. Pop Age 5+ by Language Spoken At Home	98,800	
Speak Only English at Home	83,381	84.39
Speak Asian/Pac. Isl. Lang. at Home	2,013	2.04
Speak IndoEuropean Language at Home	1,899	1.92
Speak Spanish at Home	11,231	11.37
Speak Other Language at Home	275	0.28
2014 Est. Population by Sex	105,913	
Male	51,684	48.80
Female	54,229	51.20
2014 Est. Population by Age	105,913	
Age 0 - 4	7,113	6.72
Age 5 - 9	7,199	6.80
Age 10 - 14	7,516	7.10
Age 15 - 17	4,645	4.39
Age 18 - 20	4,057	3.83
Age 21 - 24	5,055	4.77
Age 25 - 34	14,071	13.29
Age 35 - 44	14,533	13.72
Age 45 - 54	15,458	14.59
Age 55 - 64	14,071	13.29
Age 65 - 74	7,636	7.21
Age 75 - 84	3,186	3.01
Age 85 and over	1,371	1.29
Age 16 and over	82,558	77.95
Age 18 and over	79,439	75.00
Age 21 and over	75,382	71.17
Age 65 and over	12,193	11.51
2014 Est. Median Age	37.3	
2014 Est. Average Age	37.40	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	51,684	
Age 0 - 4	3,662	7.09
Age 5 - 9	3,715	7.19
Age 10 - 14	3,797	7.35
Age 15 - 17	2,348	4.54
Age 18 - 20	2,078	4.02
Age 21 - 24	2,574	4.98
Age 25 - 34	6,956	13.46
Age 35 - 44	7,217	13.96
Age 45 - 54	7,389	14.30
Age 55 - 64	6,768	13.09
Age 65 - 74	3,545	6.86
Age 75 - 84	1,263	2.44
Age 85 and over	371	0.72
2014 Est. Median Age, Male	36.0	
2014 Est. Average Age, Male	36.30	
2014 Est. Female Population by Age	54,229	
Age 0 - 4	3,451	6.36
Age 5 - 9	3,484	6.42
Age 10 - 14	3,719	6.86
Age 15 - 17	2,297	4.24
Age 18 - 20	1,979	3.65
Age 21 - 24	2,481	4.58
Age 25 - 34	7,115	13.12
Age 35 - 44	7,316	13.49
Age 45 - 54	8,069	14.88
Age 55 - 64	7,304	13.47
Age 65 - 74	4,091	7.54
Age 75 - 84	1,923	3.55
Age 85 and over	999	1.84

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	38.5	
2014 Est. Average Age, Female	38.50	
2014 Est. Pop Age 15+ by Marital Status	84,085	
Total, Never Married	22,555	26.82
Males, Never Married	12,148	14.45
Females, Never Married	10,408	12.38
Married, Spouse present	44,622	53.07
Married, Spouse absent	3,319	3.95
Widowed	3,984	4.74
Males Widowed	731	0.87
Females Widowed	3,253	3.87
Divorced	9,604	11.42
Males Divorced	3,708	4.41
Females Divorced	5,896	7.01
2014 Est. Pop. Age 25+ by Edu. Attainment	70,327	
Less than 9th grade	2,136	3.04
Some High School, no diploma	2,817	4.01
High School Graduate (or GED)	12,756	18.14
Some College, no degree	18,216	25.90
Associate Degree	5,089	7.24
Bachelor's Degree	19,960	28.38
Master's Degree	6,424	9.13
Professional School Degree	1,846	2.62
Doctorate Degree	1,083	1.54
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	10,685	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	2,537	23.74
CY Pop 25+, Hisp/Lat, High School Graduate	1,857	17.38
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	2,795	26.16
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	3,496	32.72

RETAIL TRADE AREA | DEMOGRAPHICS

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DESCRIPTION	DATA	%
Households		
2019 Projection	44,504	
2014 Estimate	40,678	
2010 Census	37,130	
2000 Census	25,555	
Growth 2014-2019	9.40%	
Growth 2010-2014	9.56%	
Growth 2000-2010	45.30%	
2014 Est. Households by Household Type	40,678	
Family Households	28,887	71.01
Nonfamily Households	11,791	28.99
2014 Est. Group Quarters Population	375	
2014 HHs by Ethnicity, Hispanic/Latino	5,506	13.54
2014 Est. HHs by HH Income	40,678	
CY HHs, Inc Less Than \$15,000	3,760	9.24
CY HHs, Inc \$15,000 - \$24,999	3,034	7.46
CY HHs, Inc \$25,000 - \$34,999	2,704	6.65
CY HHs, Inc \$35,000 - \$49,999	4,436	10.91
CY HHs, Inc \$50,000 - \$74,999	6,512	16.01
CY HHs, Inc \$75,000 - \$99,999	5,746	14.13
CY HHs, Inc \$100,000 - \$124,999	4,041	9.93
CY HHs, Inc \$125,000 - \$149,999	2,415	5.94
CY HHs, Inc \$150,000 - \$199,999	3,545	8.71
CY HHs, Inc \$200,000 - \$249,999	1,316	3.24
CY HHs, Inc \$250,000 - \$499,999	2,151	5.29
CY HHs, Inc \$500,000+	1,019	2.51

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$103,408	
2014 Est. Median Household Income	\$74,587	
2012 Est. Per Capita Income		
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	77,671	
Black or African American Alone	43,990	
American Indian and Alaska Native Alone	34,426	
Asian Alone	88,875	
Native Hawaiian and Other Pacific Islander Alone	42,800	
Some Other Race Alone	58,718	
Two or More Races	73,027	
Hispanic or Latino	57,218	
Not Hispanic or Latino	79,041	
2014 Est. Family HH Type, Presence Own Children	28,887	
Married-Couple Family, own children	10,833	37.50
Married-Couple Family, no own children	12,339	42.71
Male Householder, own children	797	2.76
Male Householder, no own children	761	2.63
Female Householder, own children	2,512	8.70
Female Householder, no own children	1,645	5.69

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DESCRIPTION	DATA	%
2014 Est. Households by Household Size	40,678	
1-person household	10,011	24.61
2-person household	13,366	32.86
3-person household	6,962	17.11
4-person household	6,101	15.00
5-person household	2,738	6.73
6-person household	1,044	2.57
7 or more person household	457	1.12
2014 Est. Average Household Size	2.59	
2014 Est. Households by Presence of People	40,678	
Households with 1 or more People under Age 18:	15,262	37.52
Married-Couple Family	11,376	74.54
Other Family, Male Householder	923	6.05
Other Family, Female Householder	2,841	18.61
Nonfamily, Male Householder	88	0.58
Nonfamily, Female Householder	34	0.22
Households no People under Age 18:	25,416	62.48
Married-Couple Family	11,798	46.42
Other Family, Male Householder	633	2.49
Other Family, Female Householder	1,318	5.19
Nonfamily, Male Householder	5,244	20.63
Nonfamily, Female Householder	6,423	25.27

DESCRIPTION	DATA	%
2014 Est. Households by Number of Vehicles	40,678	
No Vehicles	1,713	4.21
1 Vehicle	12,476	30.67
2 Vehicles	17,270	42.46
3 Vehicles	6,562	16.13
4 Vehicles	2,126	5.23
5 or more Vehicles	531	1.31
2014 Est. Average Number of Vehicles	1.93	
Family Households		
2019 Projection	31,586	
2014 Estimate	28,887	
2010 Census	26,379	
2000 Census	19,576	
Growth 2014-2019	9.34%	
Growth 2010-2014	9.51%	
Growth 2000-2010	34.75%	
2014 Est. Families by Poverty Status	28,887	
2014 Families at or Above Poverty	26,570	91.98
2014 Families at or Above Poverty with Children	12,602	43.63
2014 Families Below Poverty		
2014 Families Below Poverty with Children	2,317	8.02
2014 Est. Pop Age 16+ by Employment Status	82,558	
In Armed Forces	14	0.02
Civilian - Employed	53,796	65.16
Civilian - Unemployed	3,293	3.99
Not in Labor Force	25,455	30.83

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ Class of Worker	54,758	
For-Profit Private Workers	41,173	75.19
Non-Profit Private Workers	2,736	5.00
Local Government Workers	4,041	7.38
State Government Workers	1,246	2.28
Federal Government Workers	587	1.07
Self-Emp Workers	4,956	9.05
Unpaid Family Workers	18	0.03
2014 Est. Civ Employed Pop 16+ by Occupation	54,758	
Architect/Engineer	1,635	2.99
Arts/Entertain/Sports	700	1.28
Building Grounds Maint	636	1.16
Business/Financial Ops	3,512	6.41
Community/Soc Svcs	423	0.77
Computer/Mathematical	1,517	2.77
Construction/Extraction	1,585	2.89
Edu/Training/Library	4,303	7.86
Farm/Fish/Forestry	58	0.11
Food Prep/Serving	3,338	6.10
Health Practitioner/Tec	3,125	5.71
Healthcare Support	681	1.24
Maintenance Repair	1,374	2.51
Legal	497	0.91
Life/Phys/Soc Science	1,368	2.50
Management	7,580	13.84
Office/Admin Support	7,342	13.41
Production	1,912	3.49
Protective Svcs	1,021	1.86
Sales/Related	7,891	14.41
Personal Care/Svc	1,717	3.14
Transportation/Moving	2,543	4.64

DESCRIPTION	DATA	%
2014 Est. Pop 16+ by Occupation Classification	54,758	
Blue Collar	7,414	13.54
White Collar	39,894	72.86
Service and Farm	7,450	13.61
2014 Est. Workers Age 16+, Transp. To Work	53,852	
Drove Alone	43,085	80.01
Car Pooled	5,652	10.50
Public Transportation	762	1.41
Walked	510	0.95
Bicycle	116	0.22
Other Means	690	1.28
Worked at Home	3,037	5.64
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	12,340	
15 - 29 Minutes	15,268	
30 - 44 Minutes	10,110	
45 - 59 Minutes	6,806	
60 or more Minutes	6,020	
2014 Est. Avg Travel Time to Work in Minutes	32.42	
2014 Est. Tenure of Occupied Housing Units	40,678	
Owner Occupied	28,027	68.90
Renter Occupied	12,652	31.10
2014 Owner Occ. HUs: Avg. Length of Residence	12.1	
2014 Renter Occ. HUs: Avg. Length of Residence	5.7	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	28,027	
Value Less than \$20,000	262	0.93
Value \$20,000 - \$39,999	395	1.41
Value \$40,000 - \$59,999	271	0.97
Value \$60,000 - \$79,999	475	1.69
Value \$80,000 - \$99,999	1,227	4.38
Value \$100,000 - \$149,999	5,812	20.74
Value \$150,000 - \$199,999	5,546	19.79
Value \$200,000 - \$299,999	6,175	22.03
Value \$300,000 - \$399,999	3,207	11.44
Value \$400,000 - \$499,999	1,856	6.62
Value \$500,000 - \$749,999	1,392	4.97
Value \$750,000 - \$999,999	566	2.02
Value \$1,000,000 or more	842	3.00
2014 Est. Median All Owner-Occupied Housing Value	\$200,411	
2014 Est. Housing Units by Units in Structure	43,121	
1 Unit Attached	1,138	2.64
1 Unit Detached	31,063	72.04
2 Units	150	0.35
3 or 4 Units	560	1.30
5 to 19 Units	4,681	10.86
20 to 49 Units	2,289	5.31
50 or More Units	2,188	5.07
Mobile Home or Trailer	1,046	2.43
Boat, RV, Van, etc.	6	0.01

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	43,121	
Housing Unit Built 2005 or later	8,828	20.47
Housing Unit Built 2000 to 2004	6,410	14.87
Housing Unit Built 1990 to 1999	10,341	23.98
Housing Unit Built 1980 to 1989	9,990	23.17
Housing Unit Built 1970 to 1979	6,050	14.03
Housing Unit Built 1960 to 1969	1,292	3.00
Housing Unit Built 1950 to 1959	83	0.19
Housing Unit Built 1940 to 1949	61	0.14
Housing Unit Built 1939 or Earlier	66	0.15
2014 Est. Median Year Structure Built	1994	



C. Kelly Cofer
President & CEO
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 2012/2013, ESRI 2011/2012, U.S. Census Bureau, Economy.com, 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.