



TheRetailCoach®

# COMMUNITY DEMOGRAPHIC PROFILE

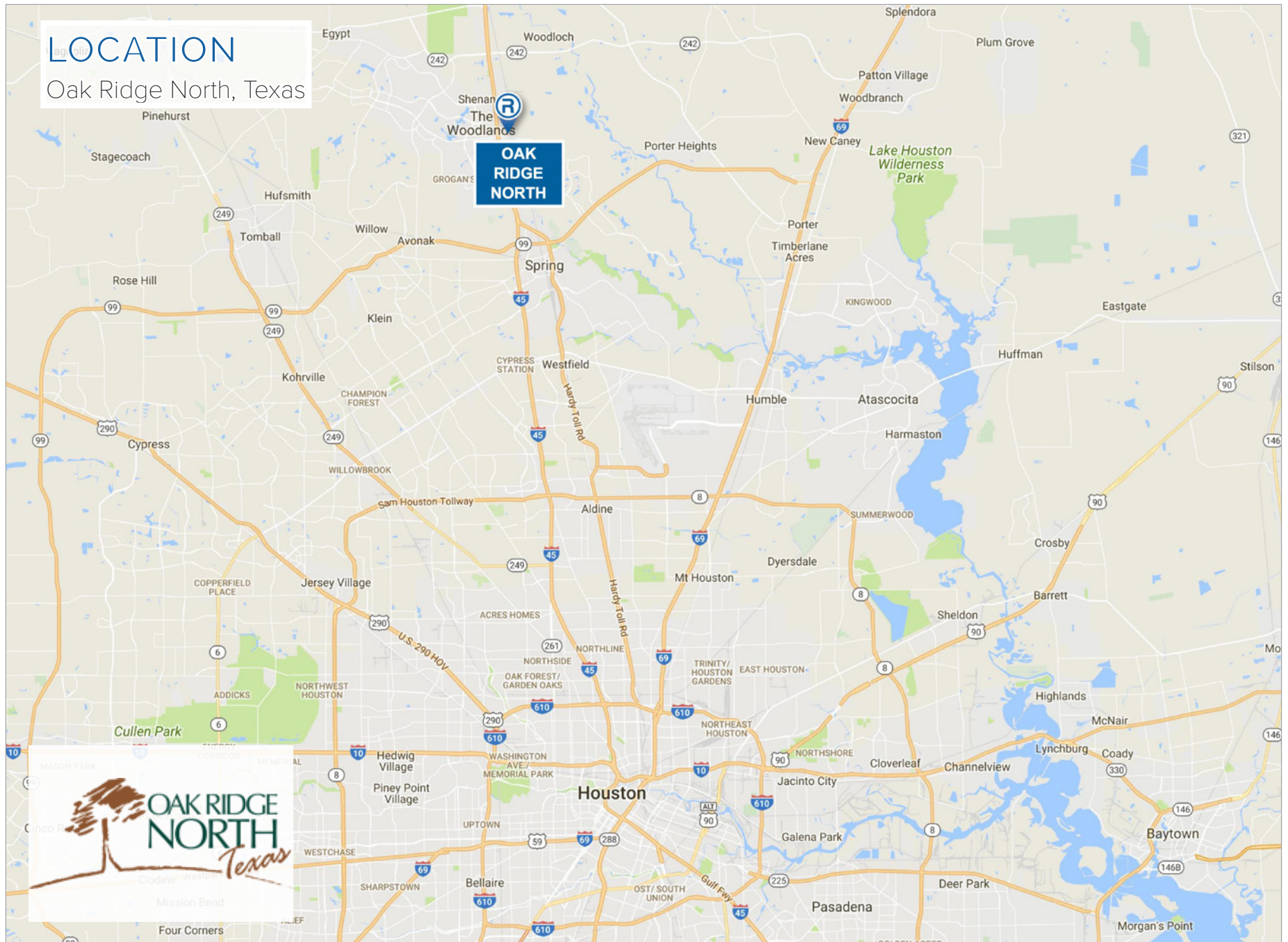
Oak Ridge North, Texas

Prepared for  
City of Oak Ridge North  
June 2018



# LOCATION

Oak Ridge North, Texas



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# COMMUNITY • DEMOGRAPHIC PROFILE

## Oak Ridge North, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	3,214	
2018 Estimate	3,063	
2010 Census	3,049	
2000 Census	2,977	
Growth 2018 - 2023		4.93%
Growth 2010 - 2018		0.46%
Growth 2000 - 2010		2.42%
<b>2018 Est. Population by Single-Classification Race</b>	3,063	
White Alone	2,793	91.19%
Black or African American Alone	63	2.06%
Amer. Indian and Alaska Native Alone	5	0.16%
Asian Alone	46	1.50%
Native Hawaiian and Other Pacific Island Alone	3	0.10%
Some Other Race Alone	85	2.78%
Two or More Races	68	2.22%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	3,063	
Not Hispanic or Latino	2,673	87.27%
Hispanic or Latino	390	12.73%
Mexican	241	61.80%
Puerto Rican	6	1.54%
Cuban	3	0.77%
All Other Hispanic or Latino	140	35.90%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	390	
White Alone	278	71.28%
Black or African American Alone	1	0.26%
American Indian and Alaska Native Alone	1	0.26%
Asian Alone	1	0.26%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	80	20.51%
Two or More Races	29	7.44%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	46	
Chinese, except Taiwanese	0	0.00%
Filipino	4	8.70%
Japanese	0	0.00%
Asian Indian	35	76.09%
Korean	3	6.52%
Vietnamese	1	2.17%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	3	6.52%



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DESCRIPTION	DATA	%
<b>2018 Est. Population by Ancestry</b>	3,063	
Arab	3	0.10%
Czech	18	0.59%
Danish	16	0.52%
Dutch	11	0.36%
English	267	8.72%
French (except Basque)	60	1.96%
French Canadian	0	0.00%
German	255	8.33%
Greek	0	0.00%
Hungarian	2	0.07%
Irish	93	3.04%
Italian	149	4.87%
Lithuanian	0	0.00%
United States or American	146	4.77%
Norwegian	15	0.49%
Polish	32	1.05%
Portuguese	54	1.76%
Russian	0	0.00%
Scottish	52	1.70%
Scotch-Irish	32	1.05%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	0	0.00%
Swiss	5	0.16%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	23	0.75%
Other ancestries	1,395	45.54%
Ancestry Unclassified	435	14.20%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	2,401	81.64%
Speak Asian/Pacific Island Language at Home	77	2.62%
Speak IndoEuropean Language at Home	38	1.29%
Speak Spanish at Home	423	14.38%
Speak Other Language at Home	2	0.07%
<b>2018 Est. Population by Age</b>	3,063	
Age 0 - 4	122	3.98%
Age 5 - 9	131	4.28%
Age 10 - 14	155	5.06%
Age 15 - 17	111	3.62%
Age 18 - 20	106	3.46%
Age 21 - 24	152	4.96%
Age 25 - 34	335	10.94%
Age 35 - 44	279	9.11%
Age 45 - 54	394	12.86%
Age 55 - 64	498	16.26%
Age 65 - 74	464	15.15%
Age 75 - 84	229	7.48%
Age 85 and over	87	2.84%
Age 16 and over	2,619	85.50%
Age 18 and over	2,544	83.06%
Age 21 and over	2,438	79.60%
Age 65 and over	780	25.47%
<b>2018 Est. Median Age</b>		48.90
<b>2018 Est. Average Age</b>		45.70

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	3,063	
Male	1,488	48.58%
Female	1,575	51.42%
<b>2018 Est. Male Population by Age</b>	1,488	
Age 0 - 4	63	4.23%
Age 5 - 9	66	4.44%
Age 10 - 14	73	4.91%
Age 15 - 17	55	3.70%
Age 18 - 20	56	3.76%
Age 21 - 24	82	5.51%
Age 25 - 34	176	11.83%
Age 35 - 44	147	9.88%
Age 45 - 54	192	12.90%
Age 55 - 64	242	16.26%
Age 65 - 74	210	14.11%
Age 75 - 84	94	6.32%
Age 85 and over	32	2.15%
<b>2018 Est. Median Age, Male</b>		46.51
<b>2018 Est. Average Age, Male</b>		44.20

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	1,575	
Age 0 - 4	59	3.75%
Age 5 - 9	65	4.13%
Age 10 - 14	82	5.21%
Age 15 - 17	56	3.56%
Age 18 - 20	50	3.18%
Age 21 - 24	70	4.44%
Age 25 - 34	159	10.10%
Age 35 - 44	132	8.38%
Age 45 - 54	202	12.83%
Age 55 - 64	256	16.25%
Age 65 - 74	254	16.13%
Age 75 - 84	135	8.57%
Age 85 and over	55	3.49%
<b>2018 Est. Median Age, Female</b>		51.03
<b>2018 Est. Average Age, Female</b>		47.00
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	679	25.57%
Males, Never Married	335	12.62%
Females, Never Married	344	12.96%
Married, Spouse present	1,469	55.33%
Married, Spouse absent	66	2.49%
Widowed	177	6.67%
Males Widowed	38	1.43%
Females Widowed	139	5.24%
Divorced	264	9.94%
Males Divorced	121	4.56%
Females Divorced	143	5.39%

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DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	47	2.1%
Some High School, no diploma	83	3.6%
High School Graduate (or GED)	511	22.4%
Some College, no degree	563	24.6%
Associate Degree	259	11.3%
Bachelor's Degree	550	24.1%
Master's Degree	217	9.5%
Professional School Degree	31	1.4%
Doctorate Degree	25	1.1%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	112	50.45%
High School Graduate	37	16.67%
Some College or Associate's Degree	43	19.37%
Bachelor's Degree or Higher	30	13.51%
<b>Households</b>		
2023 Projection	1,273	
2018 Estimate	1,204	
2010 Census	1,182	
2000 Census	1,029	
Growth 2018 - 2023		5.73%
Growth 2010 - 2018		1.86%
Growth 2000 - 2010		14.87%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>	1,204	
Family Households	913	75.83%
Nonfamily Households	291	24.17%
2018 Est. Group Quarters Population	5	
2018 Households by Ethnicity, Hispanic/Latino	84	
<b>2018 Est. Households by Household Income</b>	1,204	
Income < \$15,000	48	3.99%
Income \$15,000 - \$24,999	90	7.48%
Income \$25,000 - \$34,999	83	6.89%
Income \$35,000 - \$49,999	126	10.47%
Income \$50,000 - \$74,999	159	13.21%
Income \$75,000 - \$99,999	150	12.46%
Income \$100,000 - \$124,999	184	15.28%
Income \$125,000 - \$149,999	101	8.39%
Income \$150,000 - \$199,999	112	9.30%
Income \$200,000 - \$249,999	61	5.07%
Income \$250,000 - \$499,999	62	5.15%
Income \$500,000+	28	2.33%
<b>2018 Est. Average Household Income</b>		\$114,762
<b>2018 Est. Median Household Income</b>		\$91,320

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DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$91,960
Black or African American Alone		\$125,000
American Indian and Alaska Native Alone		\$29,833
Asian Alone		\$100,000
Native Hawaiian and Other Pacific Islander Alone		\$19,874
Some Other Race Alone		\$36,046
Two or More Races		\$194,365
Hispanic or Latino		\$51,870
Not Hispanic or Latino		\$95,651
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	913	
Married-Couple Family, own children	246	26.94%
Married-Couple Family, no own children	535	58.60%
Male Householder, own children	15	1.64%
Male Householder, no own children	21	2.30%
Female Householder, own children	33	3.61%
Female Householder, no own children	63	6.90%
<b>2018 Est. Households by Household Size</b>	1,204	
1-person	270	22.43%
2-person	471	39.12%
3-person	199	16.53%
4-person	147	12.21%
5-person	68	5.65%
6-person	32	2.66%
7-or-more-person	17	1.41%
<b>2018 Est. Average Household Size</b>		2.54

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	1,204	
Households with 1 or More People under Age 18:	338	28.07%
Married-Couple Family	277	81.95%
Other Family, Male Householder	16	4.73%
Other Family, Female Householder	43	12.72%
Nonfamily, Male Householder	2	0.59%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	866	71.93%
Married-Couple Family	505	58.31%
Other Family, Male Householder	18	2.08%
Other Family, Female Householder	52	6.01%
Nonfamily, Male Householder	102	11.78%
Nonfamily, Female Householder	189	21.82%
<b>2018 Est. Households by Number of Vehicles</b>	1,204	
No Vehicles	32	2.66%
1 Vehicle	277	23.01%
2 Vehicles	571	47.43%
3 Vehicles	191	15.86%
4 Vehicles	124	10.30%
5 or more Vehicles	9	0.75%
<b>2018 Est. Average Number of Vehicles</b>		2.1

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	962	
2018 Estimate	913	
2010 Census	891	
2000 Census	900	
Growth 2018 - 2023		5.37%
Growth 2010 - 2018		2.47%
Growth 2000 - 2010		-1.00%
<b>2018 Est. Families by Poverty Status</b>	913	
2018 Families at or Above Poverty	868	95.07%
2018 Families at or Above Poverty with Children	360	39.43%
2018 Families Below Poverty	45	4.93%
2018 Families Below Poverty with Children	30	3.29%
<b>2018 Est. Pop 16+ by Employment Status</b>	2,619	
Civilian Labor Force, Employed	1,765	67.39%
Civilian Labor Force, Unemployed	88	3.36%
Armed Forces	28	1.07%
Not in Labor Force	738	28.18%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	1,489	
For-Profit Private Workers	1,135	76.23%
Non-Profit Private Workers	88	5.91%
Local Government Workers	21	1.41%
State Government Workers	38	2.55%
Federal Government Workers	67	4.50%
Self-Employed Workers	140	9.40%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	1,489	
Architect/Engineer	46	3.09%
Arts/Entertainment/Sports	50	3.36%
Building Grounds Maintenance	23	1.55%
Business/Financial Operations	95	6.38%
Community/Social Services	13	0.87%
Computer/Mathematical	63	4.23%
Construction/Extraction	62	4.16%
Education/Training/Library	100	6.72%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	94	6.31%
Health Practitioner/Technician	81	5.44%
Healthcare Support	18	1.21%
Maintenance Repair	47	3.16%
Legal	12	0.81%
Life/Physical/Social Science	23	1.55%
Management	217	14.57%
Office/Admin. Support	152	10.21%
Production	36	2.42%
Protective Services	48	3.22%
Sales/Related	179	12.02%
Personal Care/Service	30	2.02%
Transportation/Moving	100	6.72%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	1,489	
White Collar	1,031	69.24%
Blue Collar	245	16.45%
Service and Farm	213	14.31%



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DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	1,476	
Drove Alone	1,224	82.93%
Car Pooled	157	10.64%
Public Transportation	25	1.69%
Walked	6	0.41%
Bicycle	0	0.00%
Other Means	10	0.68%
Worked at Home	54	3.66%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	361	
15 - 29 Minutes	423	
30 - 44 Minutes	309	
45 - 59 Minutes	168	
60 or more Minutes	173	
2018 Est. Avg Travel Time to Work in Minutes		32
<b>2018 Est. Occupied Housing Units by Tenure</b>	1,204	
Owner Occupied	1,013	84.14%
Renter Occupied	191	15.86%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		16.5
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		6.3

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	1,204	
Value Less than \$20,000	24	2.37%
Value \$20,000 - \$39,999	11	1.09%
Value \$40,000 - \$59,999	4	0.40%
Value \$60,000 - \$79,999	6	0.59%
Value \$80,000 - \$99,999	24	2.37%
Value \$100,000 - \$149,999	131	12.93%
Value \$150,000 - \$199,999	380	37.51%
Value \$200,000 - \$299,999	294	29.02%
Value \$300,000 - \$399,999	85	8.39%
Value \$400,000 - \$499,999	27	2.67%
Value \$500,000 - \$749,999	11	1.09%
Value \$750,000 - \$999,999	8	0.79%
Value \$1,000,000 or \$1,499,999	4	0.40%
Value \$1,500,000 or \$1,999,999	1	0.10%
Value \$2,000,000+	3	0.30%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$189,977
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	1,093	87.65%
1 Unit Detached	12	0.96%
2 Units	0	0.00%
3 or 4 Units	8	0.64%
5 to 19 Units	90	7.22%
20 to 49 Units	3	0.24%
50 or More Units	21	1.68%
Mobile Home or Trailer	20	1.60%
Boat, RV, Van, etc.	0	0.00%

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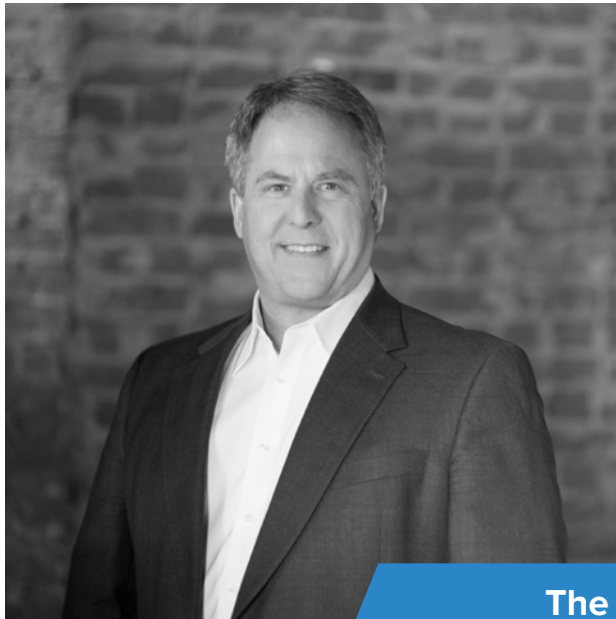
DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	90	7.22%
Housing Units Built 2010 to 2014	58	4.65%
Housing Units Built 2000 to 2009	279	22.37%
Housing Units Built 1990 to 1999	145	11.63%
Housing Units Built 1980 to 1989	138	11.07%
Housing Units Built 1970 to 1979	380	30.47%
Housing Units Built 1960 to 1969	149	11.95%
Housing Units Built 1950 to 1959	8	0.64%
Housing Units Built 1940 to 1949	0	0.00%
Housing Unit Built 1939 or Earlier	0	0.00%
<b>2018 Est. Median Year Structure Built</b>		1985

# 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.

 TheRetailCoach®



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

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.”*



# 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.

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 2018, ESRI 2017, 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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