

2009 Wichita Falls Regional Profile

Population Characteristics

Population Trends

	1990	2000	2007
Wichita County	122,378	131,664	124,023
Wichita Falls MSA	140,374	151,524	144,651
Labor Market Draw Area*	369,214	385,047	371,892

Source: U.S. Census Bureau, DemographicsNow, June 2008.

*Labor Market Draw Area for the WF Region encompasses a 60-mile radius from the city of Wichita Falls. For more detailed information, please click here: [Wichita Falls MSA Demographics](#).

Wichita Falls MSA

Age Structure (2007)	Number	Percent
0-19 Years	41,066	28.4%
20-24 Years	12,221	8.5%
25-34 Years	19,264	13.3%
35-44 Years	18,388	12.7%
45-54 Years	19,709	13.6%
55-64 Years	14,279	9.9%
65+ Years	19,724	13.6%
Median Age: 34.9		

Source: DemographicsNow, June 2008.

Income Characteristics – Wichita Falls MSA

Household Income Distribution (2007)	Number	Percent
Under \$15,000	8,352	15.1%
\$15,000-\$24,999	7,124	12.9%
\$25,000-\$34,999	7,723	14.0%
\$35,000-\$49,999	9,574	17.3%
\$50,000-\$74,999	11,208	20.3%
\$75,000-\$99,999	5,630	10.2%
\$100,000+	5,615	10.1%
Median Household Income: \$41,672		

Source: DemographicsNow, June 2008.

Education

Attainment (2007, Age 25+ Population)	Number	Percent
Less than High School, no diploma	14,550	15.9%
High School, graduate	31,150	34.1%
Some College, no degree	20,954	22.9%
Associate degree	6,128	6.7%
Bachelor's degree	13,585	14.9%
Graduate/professional degree	4,997	5.5%
Total:	91,364	

Source: DemographicsNow, June 2008.

K-12 Statistics	Wichita County	State of Texas
Student Teacher Ratio	13.7	14.7

Drop-out Rate	2.5%	3.7%
Per Pupil Expenditure	\$5,710	\$7,466

Source: Texas Education Agency, 2005-06 AEIS District Reports, WFISD 2006-07.

Colleges & Universities

Total Enrollment

Midwestern State University	6,027
Wayland Baptist University	1,342
Cameron University	5,468
Vernon College	2,790
American Commercial College	169

Source: Wichita Falls Board of Commerce & Industry, Fall 2007.

For more detailed information, please click here: [WFMSA Universities](#).

Major Employers

Company Name	Product/Service	Employment
Sheppard Air Force Base	Military	12,201
Wichita Falls ISD	Public School System	2,000
North Texas State Hospital	MHMR Hospital	1,987
United Regional Health Care Sys.	Med/Surg Hospital	1,794
City of Wichita Falls	City Government	1,576
Midwestern State University	4-year University	1,222
Wal-Mart (3 locations)	Department Store	1,188
Howmet Castings Alcoa	Gas Turbine Engine Components	1,020
James V Allred Unit	State Maximum Security Prison	908
AT&T + AT&T Wireless	Communications+Customer Service	836
Cryovac Division-Sealed Air Corp	Flexible Packaging	735
Saint Gobain Vetrotex America	Fiberglass Reinforcements	725
Work Services Corp	Paper clips, Wood products, etc.	719
Burkburnett ISD	Public School System	575
Wichita County	County Government	485

Source: Wichita Falls Board of Commerce & Industry, June 2008.

For a more information, please click here: [Wichita Falls MSA Largest Employers](#).

Taxes

Property Tax Rates - 2007

Taxing Entity	2007	Taxing Entity	2007	Taxing Entity	2007
Wichita Falls City	\$0.592460	Wichita Falls City	\$0.592460	Burkburnett City	\$0.518171
Wichita Falls ISD	\$1.189000	City View ISD	\$1.266900	Burkburnett ISD	\$1.280890
Wichita County	\$0.447200	Wichita County	\$0.447200	Wichita County	\$0.447200
Total	\$2.228660	Total	\$2.306560	Total	\$2.246261
Taxing Entity	2007	Taxing Entity	2007		
Electra City	\$0.699547	Iowa Park City	\$0.675000		
Electra ISD	\$1.150000	Iowa Park CISD	\$1.120000		
Wichita County	\$0.447200	Wichita County	\$0.447200		
Total	\$2.472276	Total	\$2.242200		

Source: Wichita County Appraisal District, June 2008.

For more detailed information, please click here: [Wichita Falls Taxation](#).

Sales Tax

Municipal Sales Tax	1.000%	
State Sales Tax Rate	6.250%	
Economic Development Tax	0.500%	
4(a)/4(b) Sales Tax	0.500%	(0.250% each)
Total	8.250%	

Labor Market Characteristics

Labor Market Draw Area for the WF Region encompasses a 60-mile radius from the city of Wichita Falls (10 counties in Texas).

Labor Market Draw Area Labor Force Summary**June 2008**

Labor Force	187,927
Total Employment	157,061
Number Unemployed	9,478
Percent Unemployed	3.5%

Source: DemographicsNow, June 2008; Texas Labor Market Review, June 2008.

Average Hourly Wage Rates

Occupation	Average Starting Wage
General Laborer	\$9.07
General Assembler	\$10.99
Shipping Clerk	\$9.96
Secretary	\$16.17
Truck Driver	\$15.42
Welder	\$13.73
Industrial Truck Operator	\$10.03
Computer Operator	\$12.90
Machinery Maintenance Worker	\$19.71
Machinist	\$19.53

Source: Texas Workforce Commission; Bureau of Labor Statistics, June 2008.

For more detailed information, please click: [WFMSA Average Salary by Occupation](#).

TransportationHighways

Interstate I-44
U.S. Highways 82, 277, 281, 287
Texas State Route 79

Motor Freight Carriers

15 Serving the area

Rail Service

Burlington Northern Santa Fe
Union Pacific

Air Transportation**Commercial Airport**

Carrier Serving Airport
Length of Runway

Wichita Falls Municipal Airport
American Eagle
6,000-13,101

General Aviation Airport

City of Wichita Falls-Kickapoo Airport
 Length of Runway 4,450
 Full-Instrument Landing Capabilities Yes
 Private Aircraft Storage Available Yes
 For more detailed information, please click: [WFMSA Transportation](#).

UtilitiesTelephone

Supplier (ILEC) AT&T
 Type of Service Fiber Optics & Twisted Copper Digitally Switched
 Long Distance Companies AT&T, Verizon, Sprint, NTS
 Local Providers (CLEC) 28 serving area

Electric Power

Supplier(s) TXU Electric Delivery
 Generating Capacity 21.5 MGD
 Retail Electric Providers 6 local

Natural Gas

Supplier ATMOS Energy

Water

Supplier City of Wichita Falls
 Source 3 local lakes
 Daily Capacity of Water Plants 57 MGD
 Average Daily Use 26 MGD
 Peak Consumption 48 MGD
 Water Storage Capacity 75 MGD

Sewer

Treatment Plant City of Wichita Falls
 Rated Capacity 21.5 MGD
 Average Daily Usage 12 MGD

Solid Waste Collection

Residential City of Wichita Falls
 Commercial/Industrial City of Wichita Falls
 Landfill for Comm/Ind Use 2 locations in area

For more detailed information, please click here: [Wichita Falls Utilities](#).

Development Sites

Name	Total Acres	Average Cost	Ownership	Enterprise Zone	Utilities Available	Current Tenants
Wichita Falls Business Park	525	\$0.75/ square foot	Wichita Falls	Yes	All Infrastructure to property line	Old Dominion Pratt Whitney Wichita Clutch Vernon College Beacon Insurance

Burkburnett Industrial Park	20	\$0.50/square foot	Burkburnett Development Corporation	Yes	All	Ameron Fast Truck Red River Storage
Iowa Park Industrial Park	20	\$22,000/acre	Iowa Park Industrial Development Corporation	Yes	All	15,000 sf Spec Bldg German Autokraft

For more detailed information, please click here: [Wichita Falls Building & Sites Database](#).

Quality of Life

Public Parks	39
Swimming Pools	1
Tennis Courts	2
Football/Soccer Fields	1
Cinemas	3
Public Libraries	1
Theatres	2
Symphonies/Orchestras	1
Ballets	1
Museums/Galleries	7
Protestant Churches	180
Catholic Churches	3
Jewish Synagogues	1

Healthcare

Hospitals/Beds

United Regional Health Care System	350
Kell West Regional Hospital	41
Clinics	38
Number of Physicians	155
Number of Dentists	42
Number of Nursing Homes	16

For more detailed information, please click here: [WFMSA Quality of Life](#).

Local Government

Number of Police	197
Number of Firemen	147
Number of Trucks	19
Fire Insurance Rating	ISO Class Rating 4
Comprehensive City Plan	yes
City Zoning	yes
Public Library	yes
Public Health Emergency Response	Health Alert Network (HAN)
Hazardous Material Team	yes

For more detailed information, please click here: [Wichita Falls Government](#).

Community Services

Hotels	23+
Bed & Breakfasts	6
Total Number of Rooms	2,000+

Banks	22
Major Daily Newspapers	1-Times Record News
Local Television Stations (3)	KFDX (NBC)/KJTL (FOX)/UPN KAUZ (CBS) KSWO (ABC)
Radio Stations	9
Local Telephone Services	28
Long Distance Services	3
Weekly Newspapers	3
Cable Television	1-Time Warner Cable
Civic Center/Auditorium	2-Multi Purpose Events Center (MPEC) Memorial Auditorium

Climate

Annual Days with Precipitation	71
Annual Snowfall (inches)	6.2
Average high temp in July °F	97
Average low temp in January °F	28
Average annual rainfall (inches)	28.9

Economic Development



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