



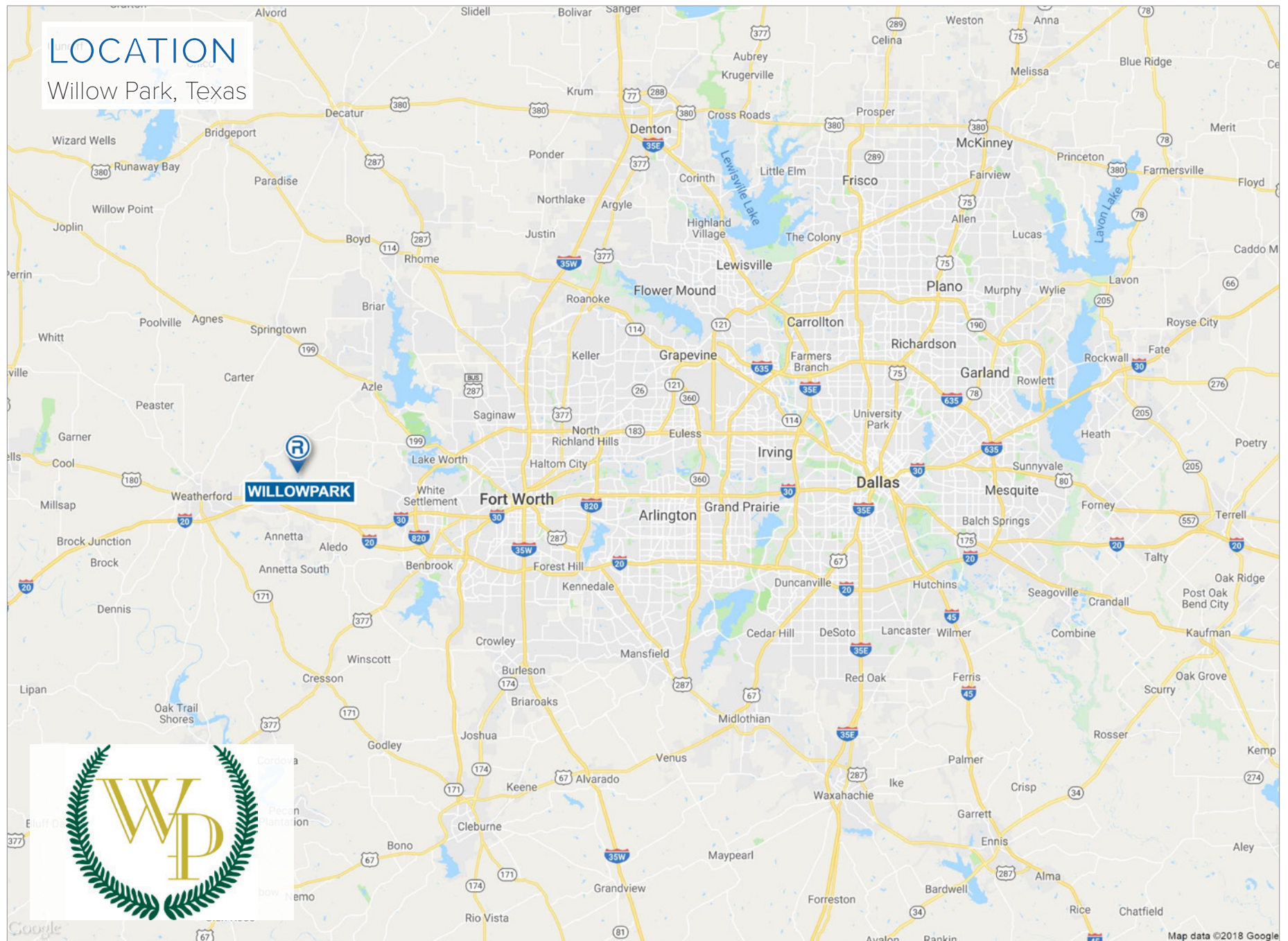
TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Willow Park, Texas

Prepared for
City of Willow Park
July 2018





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COMMUNITY • DEMOGRAPHIC PROFILE

Willow Park, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	4,878	
2018 Estimate	4,519	
2010 Census	3,982	
2000 Census	2,474	
Growth 2018 - 2023		7.94%
Growth 2010 - 2018		13.49%
Growth 2000 - 2010		60.95%
2018 Est. Population by Single-Classification Race	4,519	
White Alone	4,258	94.22%
Black or African American Alone	48	1.06%
Amer. Indian and Alaska Native Alone	25	0.55%
Asian Alone	43	0.95%
Native Hawaiian and Other Pacific Island Alone	4	0.09%
Some Other Race Alone	62	1.37%
Two or More Races	79	1.75%
2018 Est. Population by Hispanic or Latino Origin	4,519	
Not Hispanic or Latino	4,177	92.43%
Hispanic or Latino	342	7.57%
Mexican	263	76.90%
Puerto Rican	8	2.34%
Cuban	8	2.34%
All Other Hispanic or Latino	63	18.42%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	342	
White Alone	261	76.32%
Black or African American Alone	2	0.59%
American Indian and Alaska Native Alone	8	2.34%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	61	17.84%
Two or More Races	10	2.92%
2018 Est. Pop by Race, Asian Alone, by Category	43	
Chinese, except Taiwanese	8	18.61%
Filipino	2	4.65%
Japanese	3	6.98%
Asian Indian	21	48.84%
Korean	1	2.33%
Vietnamese	6	13.95%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	2.33%
All Other Asian Races Including 2+ Category	1	2.33%

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Willow Park, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	4,519	
Arab	26	0.58%
Czech	46	1.02%
Danish	0	0.00%
Dutch	64	1.42%
English	578	12.79%
French (except Basque)	110	2.43%
French Canadian	1	0.02%
German	985	21.80%
Greek	31	0.69%
Hungarian	0	0.00%
Irish	418	9.25%
Italian	49	1.08%
Lithuanian	11	0.24%
United States or American	362	8.01%
Norwegian	40	0.89%
Polish	27	0.60%
Portuguese	0	0.00%
Russian	1	0.02%
Scottish	52	1.15%
Scotch-Irish	35	0.78%
Slovak	1	0.02%
Subsaharan African	1	0.02%
Swedish	20	0.44%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	29	0.64%
West Indian (except Hisp. groups)	20	0.44%
Other ancestries	835	18.48%
Ancestry Unclassified	777	17.19%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,083	95.02%
Speak Asian/Pacific Island Language at Home	3	0.07%
Speak IndoEuropean Language at Home	3	0.07%
Speak Spanish at Home	177	4.12%
Speak Other Language at Home	31	0.72%
2018 Est. Population by Age	4,519	
Age 0 - 4	222	4.91%
Age 5 - 9	250	5.53%
Age 10 - 14	297	6.57%
Age 15 - 17	207	4.58%
Age 18 - 20	182	4.03%
Age 21 - 24	241	5.33%
Age 25 - 34	424	9.38%
Age 35 - 44	454	10.05%
Age 45 - 54	659	14.58%
Age 55 - 64	751	16.62%
Age 65 - 74	568	12.57%
Age 75 - 84	209	4.63%
Age 85 and over	55	1.22%
Age 16 and over	3,682	81.48%
Age 18 and over	3,543	78.40%
Age 21 and over	3,361	74.38%
Age 65 and over	832	18.41%
2018 Est. Median Age		44.67
2018 Est. Average Age		41.70

COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	4,519	
Male	2,211	48.93%
Female	2,308	51.07%
2018 Est. Male Population by Age	2,211	
Age 0 - 4	113	5.11%
Age 5 - 9	126	5.70%
Age 10 - 14	150	6.78%
Age 15 - 17	105	4.75%
Age 18 - 20	92	4.16%
Age 21 - 24	118	5.34%
Age 25 - 34	202	9.14%
Age 35 - 44	215	9.72%
Age 45 - 54	306	13.84%
Age 55 - 64	368	16.64%
Age 65 - 74	286	12.94%
Age 75 - 84	106	4.79%
Age 85 and over	24	1.09%
2018 Est. Median Age, Male		44.37
2018 Est. Average Age, Male		41.50

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	2,308	
Age 0 - 4	109	4.72%
Age 5 - 9	124	5.37%
Age 10 - 14	147	6.37%
Age 15 - 17	102	4.42%
Age 18 - 20	90	3.90%
Age 21 - 24	123	5.33%
Age 25 - 34	222	9.62%
Age 35 - 44	239	10.36%
Age 45 - 54	353	15.30%
Age 55 - 64	383	16.59%
Age 65 - 74	282	12.22%
Age 75 - 84	103	4.46%
Age 85 and over	31	1.34%
2018 Est. Median Age, Female		44.93
2018 Est. Average Age, Female		41.90
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	767	20.45%
Males, Never Married	398	10.61%
Females, Never Married	369	9.84%
Married, Spouse present	2,356	62.83%
Married, Spouse absent	87	2.32%
Widowed	197	5.25%
Males Widowed	26	0.69%
Females Widowed	171	4.56%
Divorced	343	9.15%
Males Divorced	167	4.45%
Females Divorced	176	4.69%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	62	2.0%
Some High School, no diploma	147	4.7%
High School Graduate (or GED)	632	20.3%
Some College, no degree	742	23.8%
Associate Degree	164	5.3%
Bachelor's Degree	1,018	32.6%
Master's Degree	316	10.1%
Professional School Degree	14	0.4%
Doctorate Degree	25	0.8%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	16	8.74%
High School Graduate	90	49.18%
Some College or Associate's Degree	40	21.86%
Bachelor's Degree or Higher	37	20.22%
Households		
2023 Projection	1,752	
2018 Estimate	1,623	
2010 Census	1,450	
2000 Census	866	
Growth 2018 - 2023		7.95%
Growth 2010 - 2018		11.93%
Growth 2000 - 2010		67.44%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	1,340	82.56%
Nonfamily Households	283	17.44%
2018 Est. Group Quarters Population	3	
2018 Households by Ethnicity, Hispanic/Latino	88	
2018 Est. Households by Household Income		
Income < \$15,000	56	3.45%
Income \$15,000 - \$24,999	52	3.20%
Income \$25,000 - \$34,999	120	7.39%
Income \$35,000 - \$49,999	130	8.01%
Income \$50,000 - \$74,999	211	13.00%
Income \$75,000 - \$99,999	236	14.54%
Income \$100,000 - \$124,999	196	12.08%
Income \$125,000 - \$149,999	159	9.80%
Income \$150,000 - \$199,999	199	12.26%
Income \$200,000 - \$249,999	104	6.41%
Income \$250,000 - \$499,999	116	7.15%
Income \$500,000+	44	2.71%
2018 Est. Average Household Income		\$130,056
2018 Est. Median Household Income		\$100,756

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$102,437
Black or African American Alone		\$91,298
American Indian and Alaska Native Alone		\$131,120
Asian Alone		\$45,081
Native Hawaiian and Other Pacific Islander Alone		\$46,331
Some Other Race Alone		\$47,190
Two or More Races		\$42,500
Hispanic or Latino		\$115,354
Not Hispanic or Latino		\$100,540
2018 Est. Family HH Type by Presence of Own Child.	1,340	
Married-Couple Family, own children	503	37.54%
Married-Couple Family, no own children	678	50.60%
Male Householder, own children	30	2.24%
Male Householder, no own children	25	1.87%
Female Householder, own children	58	4.33%
Female Householder, no own children	46	3.43%
2018 Est. Households by Household Size	1,623	
1-person	254	15.65%
2-person	579	35.68%
3-person	315	19.41%
4-person	300	18.48%
5-person	123	7.58%
6-person	35	2.16%
7-or-more-person	17	1.05%
2018 Est. Average Household Size		2.78

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	1,623	
Households with 1 or More People under Age 18:	638	39.31%
Married-Couple Family	539	84.48%
Other Family, Male Householder	33	5.17%
Other Family, Female Householder	64	10.03%
Nonfamily, Male Householder	2	0.31%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	985	60.69%
Married-Couple Family	641	65.08%
Other Family, Male Householder	21	2.13%
Other Family, Female Householder	40	4.06%
Nonfamily, Male Householder	147	14.92%
Nonfamily, Female Householder	136	13.81%
2018 Est. Households by Number of Vehicles	1,623	
No Vehicles	18	1.11%
1 Vehicle	344	21.20%
2 Vehicles	801	49.35%
3 Vehicles	333	20.52%
4 Vehicles	110	6.78%
5 or more Vehicles	17	1.05%
2018 Est. Average Number of Vehicles		2.1

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	1,446	
2018 Estimate	1,340	
2010 Census	1,196	
2000 Census	751	
Growth 2018 - 2023		7.91%
Growth 2010 - 2018		12.04%
Growth 2000 - 2010		59.25%
2018 Est. Families by Poverty Status	1,340	
2018 Families at or Above Poverty	1,288	96.12%
2018 Families at or Above Poverty with Children	576	42.99%
2018 Families Below Poverty	52	3.88%
2018 Families Below Poverty with Children	43	3.21%
2018 Est. Pop 16+ by Employment Status	3,682	
Civilian Labor Force, Employed	2,548	69.20%
Civilian Labor Force, Unemployed	132	3.59%
Armed Forces	3	0.08%
Not in Labor Force	999	27.13%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	2,476	
For-Profit Private Workers	1,701	68.70%
Non-Profit Private Workers	211	8.52%
Local Government Workers	32	1.29%
State Government Workers	63	2.54%
Federal Government Workers	213	8.60%
Self-Employed Workers	249	10.06%
Unpaid Family Workers	7	0.28%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	2,476	
Architect/Engineer	118	4.77%
Arts/Entertainment/Sports	50	2.02%
Building Grounds Maintenance	113	4.56%
Business/Financial Operations	185	7.47%
Community/Social Services	19	0.77%
Computer/Mathematical	97	3.92%
Construction/Extraction	80	3.23%
Education/Training/Library	210	8.48%
Farming/Fishing/Forestry	2	0.08%
Food Prep/Serving	202	8.16%
Health Practitioner/Technician	102	4.12%
Healthcare Support	26	1.05%
Maintenance Repair	41	1.66%
Legal	31	1.25%
Life/Physical/Social Science	6	0.24%
Management	351	14.18%
Office/Admin. Support	281	11.35%
Production	83	3.35%
Protective Services	48	1.94%
Sales/Related	310	12.52%
Personal Care/Service	39	1.58%
Transportation/Moving	82	3.31%
2018 Est. Pop 16+ by Occupation Classification	2,476	
White Collar	1,760	71.08%
Blue Collar	286	11.55%
Service and Farm	430	17.37%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	2,435	
Drove Alone	2,096	86.08%
Car Pooled	139	5.71%
Public Transportation	3	0.12%
Walked	29	1.19%
Bicycle	1	0.04%
Other Means	38	1.56%
Worked at Home	129	5.30%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	317	
15 - 29 Minutes	816	
30 - 44 Minutes	797	
45 - 59 Minutes	229	
60 or more Minutes	164	
2018 Est. Avg Travel Time to Work in Minutes		32
2018 Est. Occupied Housing Units by Tenure	1,623	
Owner Occupied	1,501	92.48%
Renter Occupied	122	7.52%
2018 Owner Occ. HUs: Avg. Length of Residence		13.5
2018 Renter Occ. HUs: Avg. Length of Residence		3.6

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	1,623	
Value Less than \$20,000	23	1.53%
Value \$20,000 - \$39,999	30	2.00%
Value \$40,000 - \$59,999	25	1.67%
Value \$60,000 - \$79,999	13	0.87%
Value \$80,000 - \$99,999	27	1.80%
Value \$100,000 - \$149,999	143	9.53%
Value \$150,000 - \$199,999	277	18.45%
Value \$200,000 - \$299,999	492	32.78%
Value \$300,000 - \$399,999	263	17.52%
Value \$400,000 - \$499,999	122	8.13%
Value \$500,000 - \$749,999	52	3.46%
Value \$750,000 - \$999,999	23	1.53%
Value \$1,000,000 or \$1,499,999	11	0.73%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2018 Est. Median All Owner-Occupied Housing Value		\$239,576
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	1,635	96.46%
1 Unit Detached	1	0.06%
2 Units	0	0.00%
3 or 4 Units	0	0.00%
5 to 19 Units	9	0.53%
20 to 49 Units	0	0.00%
50 or More Units	1	0.06%
Mobile Home or Trailer	48	2.83%
Boat, RV, Van, etc.	1	0.06%

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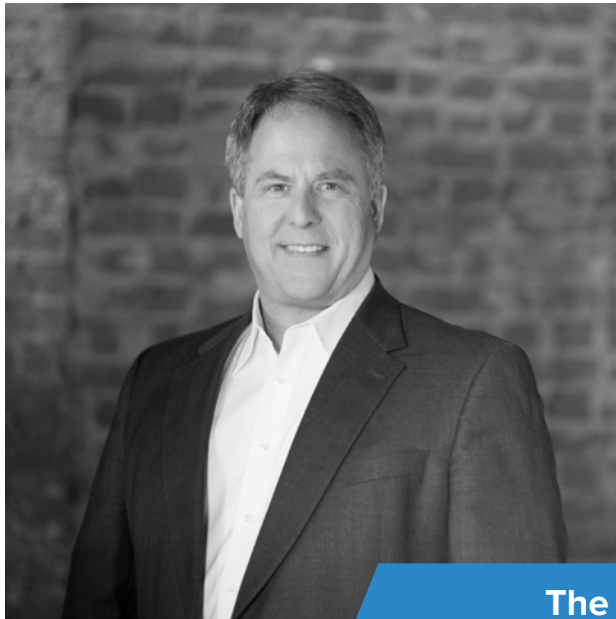
Willow Park, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	109	6.43%
Housing Units Built 2010 to 2014	67	3.95%
Housing Units Built 2000 to 2009	506	29.85%
Housing Units Built 1990 to 1999	273	16.11%
Housing Units Built 1980 to 1989	391	23.07%
Housing Units Built 1970 to 1979	158	9.32%
Housing Units Built 1960 to 1969	122	7.20%
Housing Units Built 1950 to 1959	58	3.42%
Housing Units Built 1940 to 1949	5	0.30%
Housing Unit Built 1939 or Earlier	6	0.35%
2018 Est. Median Year Structure Built		1994

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.



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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