



TheRetailCoach®

30-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

Willow Park, Texas

Prepared for
City of Willow Park
July 2018



30-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Willow Park, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	444,168	
2018 Estimate	416,662	
2010 Census	373,661	
2000 Census	327,527	
Growth 2018 - 2023		6.60%
Growth 2010 - 2018		11.51%
Growth 2000 - 2010		14.09%
2018 Est. Population by Single-Classification Race	416,662	
White Alone	308,052	73.93%
Black or African American Alone	40,201	9.65%
Amer. Indian and Alaska Native Alone	3,091	0.74%
Asian Alone	9,621	2.31%
Native Hawaiian and Other Pacific Island Alone	375	0.09%
Some Other Race Alone	43,348	10.40%
Two or More Races	11,975	2.87%
2018 Est. Population by Hispanic or Latino Origin	416,662	
Not Hispanic or Latino	295,264	70.86%
Hispanic or Latino	121,398	29.14%
Mexican	107,549	88.59%
Puerto Rican	1,546	1.27%
Cuban	761	0.63%
All Other Hispanic or Latino	11,542	9.51%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	121,398	
White Alone	70,312	57.92%
Black or African American Alone	1,171	0.97%
American Indian and Alaska Native Alone	1,327	1.09%
Asian Alone	210	0.17%
Native Hawaiian and Other Pacific Islander Alone	73	0.06%
Some Other Race Alone	42,939	35.37%
Two or More Races	5,365	4.42%
2018 Est. Pop by Race, Asian Alone, by Category	9,621	
Chinese, except Taiwanese	1,176	12.22%
Filipino	1,265	13.15%
Japanese	284	2.95%
Asian Indian	2,577	26.79%
Korean	1,088	11.31%
Vietnamese	1,421	14.77%
Cambodian	145	1.51%
Hmong	46	0.48%
Laotian	233	2.42%
Thai	165	1.72%
All Other Asian Races Including 2+ Category	1,219	12.67%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	416,662	
Arab	1,244	0.30%
Czech	1,815	0.44%
Danish	595	0.14%
Dutch	2,309	0.55%
English	25,781	6.19%
French (except Basque)	5,333	1.28%
French Canadian	1,101	0.26%
German	33,928	8.14%
Greek	768	0.18%
Hungarian	316	0.08%
Irish	25,120	6.03%
Italian	6,286	1.51%
Lithuanian	237	0.06%
United States or American	26,167	6.28%
Norwegian	1,737	0.42%
Polish	2,477	0.59%
Portuguese	282	0.07%
Russian	1,172	0.28%
Scottish	7,012	1.68%
Scotch-Irish	4,516	1.08%
Slovak	139	0.03%
Subsaharan African	2,427	0.58%
Swedish	2,739	0.66%
Swiss	397	0.10%
Ukrainian	217	0.05%
Welsh	1,144	0.28%
West Indian (except Hisp. groups)	508	0.12%
Other ancestries	196,832	47.24%
Ancestry Unclassified	64,062	15.38%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	291,033	74.83%
Speak Asian/Pacific Island Language at Home	4,661	1.20%
Speak IndoEuropean Language at Home	6,587	1.69%
Speak Spanish at Home	84,579	21.75%
Speak Other Language at Home	2,083	0.54%
2018 Est. Population by Age	416,662	
Age 0 - 4	27,717	6.65%
Age 5 - 9	28,101	6.74%
Age 10 - 14	28,357	6.81%
Age 15 - 17	16,844	4.04%
Age 18 - 20	18,428	4.42%
Age 21 - 24	22,605	5.43%
Age 25 - 34	59,543	14.29%
Age 35 - 44	54,396	13.06%
Age 45 - 54	49,847	11.96%
Age 55 - 64	50,099	12.02%
Age 65 - 74	34,870	8.37%
Age 75 - 84	17,822	4.28%
Age 85 and over	8,032	1.93%
Age 16 and over	326,962	78.47%
Age 18 and over	315,643	75.76%
Age 21 and over	297,215	71.33%
Age 65 and over	60,725	14.57%
2018 Est. Median Age		36.19
2018 Est. Average Age		37.94

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	416,662	
Male	202,512	48.60%
Female	214,150	51.40%
2018 Est. Male Population by Age	202,512	
Age 0 - 4	14,106	6.97%
Age 5 - 9	14,297	7.06%
Age 10 - 14	14,422	7.12%
Age 15 - 17	8,497	4.20%
Age 18 - 20	8,950	4.42%
Age 21 - 24	11,051	5.46%
Age 25 - 34	29,230	14.43%
Age 35 - 44	26,781	13.22%
Age 45 - 54	24,442	12.07%
Age 55 - 64	24,242	11.97%
Age 65 - 74	16,306	8.05%
Age 75 - 84	7,458	3.68%
Age 85 and over	2,730	1.35%
2018 Est. Median Age, Male		35.25
2018 Est. Average Age, Male		36.94

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	214,150	
Age 0 - 4	13,612	6.36%
Age 5 - 9	13,804	6.45%
Age 10 - 14	13,935	6.51%
Age 15 - 17	8,347	3.90%
Age 18 - 20	9,478	4.43%
Age 21 - 24	11,554	5.40%
Age 25 - 34	30,312	14.16%
Age 35 - 44	27,616	12.90%
Age 45 - 54	25,406	11.86%
Age 55 - 64	25,857	12.07%
Age 65 - 74	18,564	8.67%
Age 75 - 84	10,365	4.84%
Age 85 and over	5,303	2.48%
2018 Est. Median Age, Female		37.11
2018 Est. Average Age, Female		38.83
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	108,134	32.52%
Males, Never Married	56,568	17.01%
Females, Never Married	51,565	15.51%
Married, Spouse present	145,748	43.84%
Married, Spouse absent	16,671	5.01%
Widowed	19,457	5.85%
Males Widowed	4,727	1.42%
Females Widowed	14,730	4.43%
Divorced	42,478	12.78%
Males Divorced	16,750	5.04%
Females Divorced	25,727	7.74%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	19,767	7.2%
Some High School, no diploma	22,793	8.3%
High School Graduate (or GED)	69,076	25.2%
Some College, no degree	59,195	21.6%
Associate Degree	17,872	6.5%
Bachelor's Degree	54,323	19.8%
Master's Degree	22,227	8.1%
Professional School Degree	5,415	2.0%
Doctorate Degree	3,942	1.4%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	26,905	41.93%
High School Graduate	17,820	27.77%
Some College or Associate's Degree	12,119	18.89%
Bachelor's Degree or Higher	7,319	11.41%
Households		
2023 Projection	173,947	
2018 Estimate	162,654	
2010 Census	145,351	
2000 Census	127,500	
Growth		
Growth 2018 - 2023		6.94%
Growth 2010 - 2018		11.90%
Growth 2000 - 2010		14.00%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	101,895	62.65%
Nonfamily Households	60,759	37.36%
2018 Est. Group Quarters Population		
2018 Est. Group Quarters Population	12,400	
2018 Households by Ethnicity, Hispanic/Latino		
2018 Households by Ethnicity, Hispanic/Latino	33,621	
2018 Est. Households by Household Income		
Income < \$15,000	16,431	10.10%
Income \$15,000 - \$24,999	14,353	8.82%
Income \$25,000 - \$34,999	16,103	9.90%
Income \$35,000 - \$49,999	21,524	13.23%
Income \$50,000 - \$74,999	28,771	17.69%
Income \$75,000 - \$99,999	19,479	11.98%
Income \$100,000 - \$124,999	13,040	8.02%
Income \$125,000 - \$149,999	9,175	5.64%
Income \$150,000 - \$199,999	9,770	6.01%
Income \$200,000 - \$249,999	4,850	2.98%
Income \$250,000 - \$499,999	6,007	3.69%
Income \$500,000+	3,150	1.94%
2018 Est. Average Household Income		
2018 Est. Average Household Income		\$90,209
2018 Est. Median Household Income		
2018 Est. Median Household Income		\$60,269

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$66,314
Black or African American Alone		\$36,351
American Indian and Alaska Native Alone		\$64,582
Asian Alone		\$56,871
Native Hawaiian and Other Pacific Islander Alone		\$61,974
Some Other Race Alone		\$44,846
Two or More Races		\$55,922
Hispanic or Latino		\$46,764
Not Hispanic or Latino		\$65,271
2018 Est. Family HH Type by Presence of Own Child.	101,895	
Married-Couple Family, own children	32,046	31.45%
Married-Couple Family, no own children	41,743	40.97%
Male Householder, own children	3,917	3.84%
Male Householder, no own children	4,045	3.97%
Female Householder, own children	11,553	11.34%
Female Householder, no own children	8,591	8.43%
2018 Est. Households by Household Size	162,654	
1-person	50,457	31.02%
2-person	50,644	31.14%
3-person	24,621	15.14%
4-person	19,341	11.89%
5-person	10,199	6.27%
6-person	4,513	2.78%
7-or-more-person	2,878	1.77%
2018 Est. Average Household Size		2.48

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	162,654	
Households with 1 or More People under Age 18:	53,309	32.77%
Married-Couple Family	34,470	64.66%
Other Family, Male Householder	4,705	8.83%
Other Family, Female Householder	13,673	25.65%
Nonfamily, Male Householder	339	0.64%
Nonfamily, Female Householder	123	0.23%
Households with No People under Age 18:	109,345	67.23%
Married-Couple Family	39,342	35.98%
Other Family, Male Householder	3,263	2.98%
Other Family, Female Householder	6,458	5.91%
Nonfamily, Male Householder	28,411	25.98%
Nonfamily, Female Householder	31,872	29.15%
2018 Est. Households by Number of Vehicles	162,654	
No Vehicles	9,559	5.88%
1 Vehicle	58,468	35.95%
2 Vehicles	64,953	39.93%
3 Vehicles	21,516	13.23%
4 Vehicles	6,260	3.85%
5 or more Vehicles	1,898	1.17%
2018 Est. Average Number of Vehicles		1.78

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	108,949	
2018 Estimate	101,895	
2010 Census	91,224	
2000 Census	81,594	
Growth 2018 - 2023		6.92%
Growth 2010 - 2018		11.70%
Growth 2000 - 2010		11.80%
2018 Est. Families by Poverty Status	101,895	
2018 Families at or Above Poverty	89,842	88.17%
2018 Families at or Above Poverty with Children	41,518	40.75%
2018 Families Below Poverty	12,053	11.83%
2018 Families Below Poverty with Children	9,836	9.65%
2018 Est. Pop 16+ by Employment Status	326,962	
Civilian Labor Force, Employed	193,415	59.16%
Civilian Labor Force, Unemployed	11,367	3.48%
Armed Forces	812	0.25%
Not in Labor Force	121,368	37.12%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	193,570	
For-Profit Private Workers	139,181	71.90%
Non-Profit Private Workers	14,348	7.41%
Local Government Workers	3,286	1.70%
State Government Workers	5,595	2.89%
Federal Government Workers	12,912	6.67%
Self-Employed Workers	18,034	9.32%
Unpaid Family Workers	214	0.11%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	193,570	
Architect/Engineer	4,368	2.26%
Arts/Entertainment/Sports	3,547	1.83%
Building Grounds Maintenance	7,693	3.97%
Business/Financial Operations	9,408	4.86%
Community/Social Services	2,843	1.47%
Computer/Mathematical	3,818	1.97%
Construction/Extraction	11,513	5.95%
Education/Training/Library	12,214	6.31%
Farming/Fishing/Forestry	474	0.25%
Food Prep/Serving	10,918	5.64%
Health Practitioner/Technician	10,687	5.52%
Healthcare Support	3,940	2.04%
Maintenance Repair	6,793	3.51%
Legal	2,730	1.41%
Life/Physical/Social Science	1,203	0.62%
Management	19,767	10.21%
Office/Admin. Support	25,304	13.07%
Production	11,859	6.13%
Protective Services	3,439	1.78%
Sales/Related	22,587	11.67%
Personal Care/Service	5,520	2.85%
Transportation/Moving	12,944	6.69%
2018 Est. Pop 16+ by Occupation Classification	193,570	
White Collar	118,478	61.21%
Blue Collar	43,109	22.27%
Service and Farm	31,984	16.52%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	191,807	
Drove Alone	160,270	83.56%
Car Pooled	17,519	9.13%
Public Transportation	1,413	0.74%
Walked	3,170	1.65%
Bicycle	506	0.26%
Other Means	1,941	1.01%
Worked at Home	6,988	3.64%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	49,889	
15 - 29 Minutes	73,316	
30 - 44 Minutes	35,680	
45 - 59 Minutes	12,363	
60 or more Minutes	13,687	
2018 Est. Avg Travel Time to Work in Minutes		27.23
2018 Est. Occupied Housing Units by Tenure	162,654	
Owner Occupied	93,755	57.64%
Renter Occupied	68,899	42.36%
2018 Owner Occ. HUs: Avg. Length of Residence		14.72
2018 Renter Occ. HUs: Avg. Length of Residence		5.51

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	162,654	
Value Less than \$20,000	1,459	1.56%
Value \$20,000 - \$39,999	1,799	1.92%
Value \$40,000 - \$59,999	3,999	4.27%
Value \$60,000 - \$79,999	5,790	6.18%
Value \$80,000 - \$99,999	7,867	8.39%
Value \$100,000 - \$149,999	18,591	19.83%
Value \$150,000 - \$199,999	13,867	14.79%
Value \$200,000 - \$299,999	15,190	16.20%
Value \$300,000 - \$399,999	9,105	9.71%
Value \$400,000 - \$499,999	6,006	6.41%
Value \$500,000 - \$749,999	5,355	5.71%
Value \$750,000 - \$999,999	2,427	2.59%
Value \$1,000,000 or \$1,499,999	1,386	1.48%
Value \$1,500,000 or \$1,999,999	386	0.41%
Value \$2,000,000+	528	0.56%
2018 Est. Median All Owner-Occupied Housing Value		\$174,584
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	112,811	63.19%
1 Unit Detached	5,821	3.26%
2 Units	3,556	1.99%
3 or 4 Units	7,550	4.23%
5 to 19 Units	26,866	15.05%
20 to 49 Units	6,337	3.55%
50 or More Units	11,350	6.36%
Mobile Home or Trailer	4,028	2.26%
Boat, RV, Van, etc.	220	0.12%

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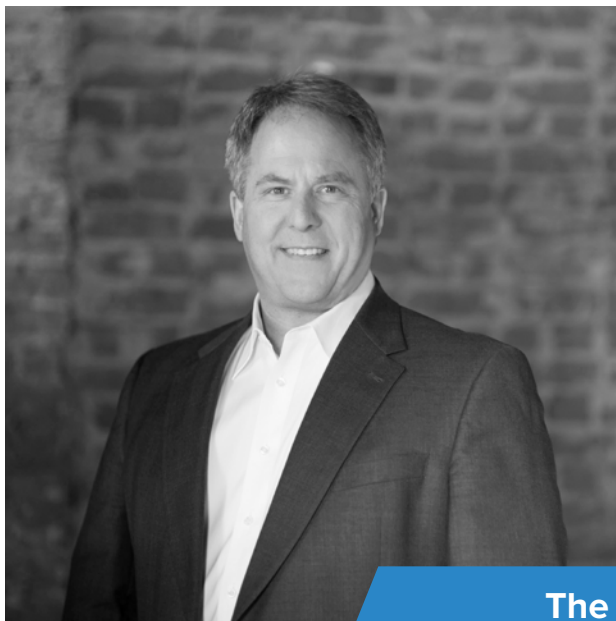
Willow Park, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	14,388	8.06%
Housing Units Built 2010 to 2014	3,399	1.90%
Housing Units Built 2000 to 2009	30,211	16.92%
Housing Units Built 1990 to 1999	20,643	11.56%
Housing Units Built 1980 to 1989	26,517	14.85%
Housing Units Built 1970 to 1979	21,694	12.15%
Housing Units Built 1960 to 1969	17,017	9.53%
Housing Units Built 1950 to 1959	23,519	13.17%
Housing Units Built 1940 to 1949	10,172	5.70%
Housing Unit Built 1939 or Earlier	10,978	6.15%
2018 Est. Median Year Structure Built		1982

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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