TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Willow Park, Texas

Prepared for
City of Willow Park
July 2018

PRIMARY RETAIL TRADE AREA

Willow Park, Texas

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Willow Park, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	52,296	
2018 Estimate	47,703	
2010 Census	38,955	
2000 Census	25,072	
Growth 2018 - 2023		9.63%
Growth 2010 - 2018		22.46%
Growth 2000 - 2010		55.37%
2018 Est. Population by Single-Classification Race	47,703	
White Alone	42,980	90.10%
Black or African American Alone	1,162	2.44%
Amer. Indian and Alaska Native Alone	321	0.67%
Asian Alone	672	1.41%
Native Hawaiian and Other Pacific Island Alone	34	0.07%
Some Other Race Alone	1,579	3.31%
Two or More Races	956	2.00%
2018 Est. Population by Hispanic or Latino Origin	47,703	
Not Hispanic or Latino	42,185	88.43%
Hispanic or Latino	5,518	11.57%
Mexican	4,543	82.33%
Puerto Rican	154	2.79%
Cuban	72	1.31%
All Other Hispanic or Latino	749	13.57%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	5,518	
White Alone	3,604	65.31%
Black or African American Alone	27	0.49%
American Indian and Alaska Native Alone	59	1.07%
Asian Alone	10	0.18%
Native Hawaiian and Other Pacific Islander Alone	7	0.13%
Some Other Race Alone	1,548	28.05%
Two or More Races	265	4.80%
2018 Est. Pop by Race, Asian Alone, by Category	672	
Chinese, except Taiwanese	34	5.06%
Filipino	86	12.80%
Japanese	46	6.85%
Asian Indian	298	44.35%
Korean	18	2.68%
Vietnamese	170	25.30%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	3	0.45%
All Other Asian Races Including 2+ Category	17	2.53%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	47,703	
Arab	148	0.31%
Czech	243	0.51%
Danish	62	0.13%
Dutch	319	0.67%
English	4,538	9.51%
French (except Basque)	988	2.07%
French Canadian	209	0.44%
German	6,354	13.32%
Greek	100	0.21%
Hungarian	40	0.08%
Irish	3,651	7.65%
Italian	853	1.79%
Lithuanian	41	0.09%
United States or American	3,931	8.24%
Norwegian	399	0.84%
Polish	245	0.51%
Portuguese	18	0.04%
Russian	72	0.15%
Scottish	813	1.70%
Scotch-Irish	734	1.54%
Slovak	53	0.11%
Subsaharan African	62	0.13%
Swedish	615	1.29%
Swiss	45	0.09%
Ukrainian	12	0.03%
Welsh	257	0.54%
West Indian (except Hisp. groups)	77	0.16%
Other ancestries	13,832	29.00%
Ancestry Unclassified	8,992	18.85%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	41,188	91.44%
Speak Asian/Pacific Island Language at Home	256	0.57%
Speak IndoEuropean Language at Home	471	1.05%
Speak Spanish at Home	2,991	6.64%
Speak Other Language at Home	137	0.30%
2018 Est. Population by Age	47,703	
Age 0 - 4	2,660	5.58%
Age 5 - 9	2,915	6.11%
Age 10 - 14	3,566	7.48%
Age 15 - 17	2,234	4.68%
Age 18 - 20	1,968	4.13%
Age 21 - 24	2,473	5.18%
Age 25 - 34	4,823	10.11%
Age 35 - 44	5,394	11.31%
Age 45 - 54	7,027	14.73%
Age 55 - 64	7,376	15.46%
Age 65 - 74	4,907	10.29%
Age 75 - 84	1,871	3.92%
Age 85 and over	490	1.03%
Age 16 and over	37,831	79.31%
Age 18 and over	36,329	76.16%
Age 21 and over	34,360	72.03%
Age 65 and over	7,268	15.24%
2018 Est. Median Age		41.21
2018 Est. Average Age		39.66

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	47,703	
Male	23,528	49.32%
Female	24,176	50.68%
2018 Est. Male Population by Age	23,528	
Age 0 - 4	1,370	5.82%
Age 5 - 9	1,485	6.31%
Age 10 - 14	1,822	7.74%
Age 15 - 17	1,150	4.89%
Age 18 - 20	1,013	4.31%
Age 21 - 24	1,235	5.25%
Age 25 - 34	2,312	9.83%
Age 35 - 44	2,522	10.72%
Age 45 - 54	3,364	14.30%
Age 55 - 64	3,651	15.52%
Age 65 - 74	2,474	10.52%
Age 75 - 84	922	3.92%
Age 85 and over	207	0.88%
2018 Est. Median Age, Male		40.72
2018 Est. Average Age, Male		39.31

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	24,176	
Age 0 - 4	1,290	5.34%
Age 5 - 9	1,430	5.92%
Age 10 - 14	1,743	7.21%
Age 15 - 17	1,084	4.48%
Age 18 - 20	956	3.95%
Age 21 - 24	1,238	5.12%
Age 25 - 34	2,511	10.39%
Age 35 - 44	2,872	11.88%
Age 45 - 54	3,663	15.15%
Age 55 - 64	3,725	15.41%
Age 65 - 74	2,432	10.06%
Age 75 - 84	948	3.92%
Age 85 and over	283	1.17%
2018 Est. Median Age, Female		41.63
2018 Est. Average Age, Female		40.02
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,803	20.23%
Males, Never Married	4,380	11.36%
Females, Never Married	3,424	8.88%
Married, Spouse present	24,548	63.66%
Married, Spouse absent	1,003	2.60%
Widowed	1,481	3.84%
Males Widowed	305	0.79%
Females Widowed	1,176	3.05%
Divorced	3,728	9.67%
Males Divorced	1,685	4.37%
Females Divorced	2,043	5.30%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	654	2.1%
Some High School, no diploma	1,623	5.1%
High School Graduate (or GED)	6,368	20.0%
Some College, no degree	7,496	23.5%
Associate Degree	2,521	7.9%
Bachelor's Degree	9,034	28.3%
Master's Degree	3,213	10.1%
Professional School Degree	483	1.5%
Doctorate Degree	495	1.6%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	642	22.76%
High School Graduate	898	31.83%
Some College or Associate's Degree	591	20.95%
Bachelor's Degree or Higher	690	24.46%
Households		
2023 Projection	18,484	
2018 Estimate	16,881	
2010 Census	13,868	
2000 Census	8,803	
Growth 2018 - 2023		9.50%
Growth 2010 - 2018		21.73%
Growth 2000 - 2010		57.54%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	16,881	
Family Households	13,739	81.39%
Nonfamily Households	3,142	18.61%
2018 Est. Group Quarters Population	4	
2018 Households by Ethnicity, Hispanic/Latino	1,429	
2018 Est. Households by Household Income	16,881	
Income < $15,000	596	3.53%
Income $15,000 - $24,999	559	3.31%
Income $25,000 - $34,999	983	5.82%
Income $35,000 - $49,999	1,525	9.03%
Income $50,000 - $74,999	2,488	14.74%
Income $75,000 - $99,999	2,151	12.74%
Income $100,000 - $124,999	1,932	11.45%
Income $125,000 - $149,999	1,644	9.74%
Income $150,000 - $199,999	2,023	11.98%
Income $200,000 - $249,999	1,049	6.21%
Income $250,000 - $499,999	1,299	7.70%
Income $500,000+	633	3.75%
2018 Est. Average Household Income		$135,680
2018 Est. Median Household Income		$101,701

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$103,863
Black or African American Alone		$87,111
American Indian and Alaska Native Alone		$122,689
Asian Alone		$150,000
Native Hawaiian and Other Pacific Islander Alone		$61,469
Some Other Race Alone		$60,653
Two or More Races		$81,188
Hispanic or Latino		$72,435
Not Hispanic or Latino		$105,098
2018 Est. Family HH Type by Presence of Own Child.	13,739	
Married-Couple Family, own children	5,388	39.22%
Married-Couple Family, no own children	6,419	46.72%
Male Householder, own children	340	2.48%
Male Householder, no own children	331	2.41%
Female Householder, own children	710	5.17%
Female Householder, no own children	551	4.01%
2018 Est. Households by Household Size	16,881	
1-person	2,629	15.57%
2-person	5,974	35.39%
3-person	3,256	19.29%
4-person	2,930	17.36%
5-person	1,387	8.22%
6-person	497	2.94%
7-or-more-person	208	1.23%
2018 Est. Average Household Size		2.82

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	16,881	
Households with 1 or More People under Age 18:	6,953	41.19%
Married-Couple Family	5,669	81.53%
Other Family, Male Householder	404	5.81%
Other Family, Female Householder	839	12.07%
Nonfamily, Male Householder	36	0.52%
Nonfamily, Female Householder	4	0.06%
Households with No People under Age 18:	9,927	58.81%
Married-Couple Family	6,142	61.87%
Other Family, Male Householder	264	2.66%
Other Family, Female Householder	422	4.25%
Nonfamily, Male Householder	1,552	15.63%
Nonfamily, Female Householder	1,548	15.59%
2018 Est. Households by Number of Vehicles	16,881	
No Vehicles	218	1.29%
1 Vehicle	3,059	18.12%
2 Vehicles	8,737	51.76%
3 Vehicles	3,498	20.72%
4 Vehicles	1,157	6.85%
5 or more Vehicles	212	1.26%
2018 Est. Average Number of Vehicles		2.18

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	15,049	
2018 Estimate	13,739	
2010 Census	11,272	
2000 Census	7,367	
Growth 2018 - 2023		9.54%
Growth 2010 - 2018		21.89%
Growth 2000 - 2010		53.01%
2018 Est. Families by Poverty Status	13,739	
2018 Families at or Above Poverty	13,164	95.82%
2018 Families at or Above Poverty with Children	6,019	43.81%
2018 Families Below Poverty	575	4.19%
2018 Families Below Poverty with Children	508	3.70%
2018 Est. Pop 16+ by Employment Status	37,831	
Civilian Labor Force, Employed	24,225	64.04%
Civilian Labor Force, Unemployed	992	2.62%
Armed Forces	58	0.15%
Not in Labor Force	12,556	33.19%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	24,176	
For-Profit Private Workers	16,553	68.47%
Non-Profit Private Workers	1,595	6.60%
Local Government Workers	619	2.56%
State Government Workers	810	3.35%
Federal Government Workers	1,876	7.76%
Self-Employed Workers	2,701	11.17%
Unpaid Family Workers	22	0.09%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	24,176	
Architect/Engineer	944	3.91%
Arts/Entertainment/Sports	372	1.54%
Building Grounds Maintenance	704	2.91%
Business/Financial Operations	1,635	6.76%
Community/Social Services	252	1.04%
Computer/Mathematical	796	3.29%
Construction/Extraction	767	3.17%
Education/Training/Library	1,842	7.62%
Farming/Fishing/Forestry	30	0.12%
Food Prep/Serving	868	3.59%
Health Practitioner/Technician	1,298	5.37%
Healthcare Support	290	1.20%
Maintenance Repair	759	3.14%
Legal	288	1.19%
Life/Physical/Social Science	144	0.60%
Management	4,057	16.78%
Office/Admin. Support	2,946	12.19%
Production	1,043	4.31%
Protective Services	539	2.23%
Sales/Related	3,255	13.46%
Personal Care/Service	403	1.67%
Transportation/Moving	947	3.92%
2018 Est. Pop 16+ by Occupation Classification	24,176	
White Collar	17,827	73.74%
Blue Collar	3,515	14.54%
Service and Farm	2,834	11.72%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	23,892	
Drove Alone	20,426	85.49%
Car Pooled	2,014	8.43%
Public Transportation	52	0.22%
Walked	96	0.40%
Bicycle	13	0.05%
Other Means	167	0.70%
Worked at Home	1,124	4.71%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,071	
15 - 29 Minutes	8,590	
30 - 44 Minutes	6,238	
45 - 59 Minutes	1,984	
60 or more Minutes	1,894	
2018 Est. Avg Travel Time to Work in Minutes		30.89
2018 Est. Occupied Housing Units by Tenure	16,881	
Owner Occupied	14,979	88.73%
Renter Occupied	1,902	11.27%
2018 Owner Occ. HUs: Avg. Length of Residence		12.38
2018 Renter Occ. HUs: Avg. Length of Residence		6.16

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	16,881	
Value Less than $20,000	187	1.25%
Value $20,000 - $39,999	248	1.66%
Value $40,000 - $59,999	268	1.79%
Value $60,000 - $79,999	222	1.48%
Value $80,000 - $99,999	461	3.08%
Value $100,000 - $149,999	2,037	13.60%
Value $150,000 - $199,999	2,415	16.12%
Value $200,000 - $299,999	3,451	23.04%
Value $300,000 - $399,999	2,473	16.51%
Value $400,000 - $499,999	1,576	10.52%
Value $500,000 - $749,999	1,008	6.73%
Value $750,000 - $999,999	394	2.63%
Value $1,000,000 or $1,499,999	196	1.31%
Value $1,500,000 or $1,999,999	19	0.13%
Value $2,000,000+	25	0.17%
2018 Est. Median All Owner-Occupied Housing Value		$242,839
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	16,084	90.31%
1 Unit Detached	187	1.05%
2 Units	103	0.58%
3 or 4 Units	29	0.16%
5 to 19 Units	193	1.08%
20 to 49 Units	6	0.03%
50 or More Units	14	0.08%
Mobile Home or Trailer	1,145	6.43%
Boat, RV, Van, etc.	48	0.27%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,312	12.98%
Housing Units Built 2010 to 2014	658	3.70%
Housing Units Built 2000 to 2009	5,942	33.36%
Housing Units Built 1990 to 1999	3,224	18.10%
Housing Units Built 1980 to 1989	2,980	16.73%
Housing Units Built 1970 to 1979	1,522	8.55%
Housing Units Built 1960 to 1969	503	2.82%
Housing Units Built 1950 to 1959	449	2.52%
Housing Units Built 1940 to 1949	67	0.38%
Housing Unit Built 1939 or Earlier	154	0.87%
2018 Est. Median Year Structure Built		2000

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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