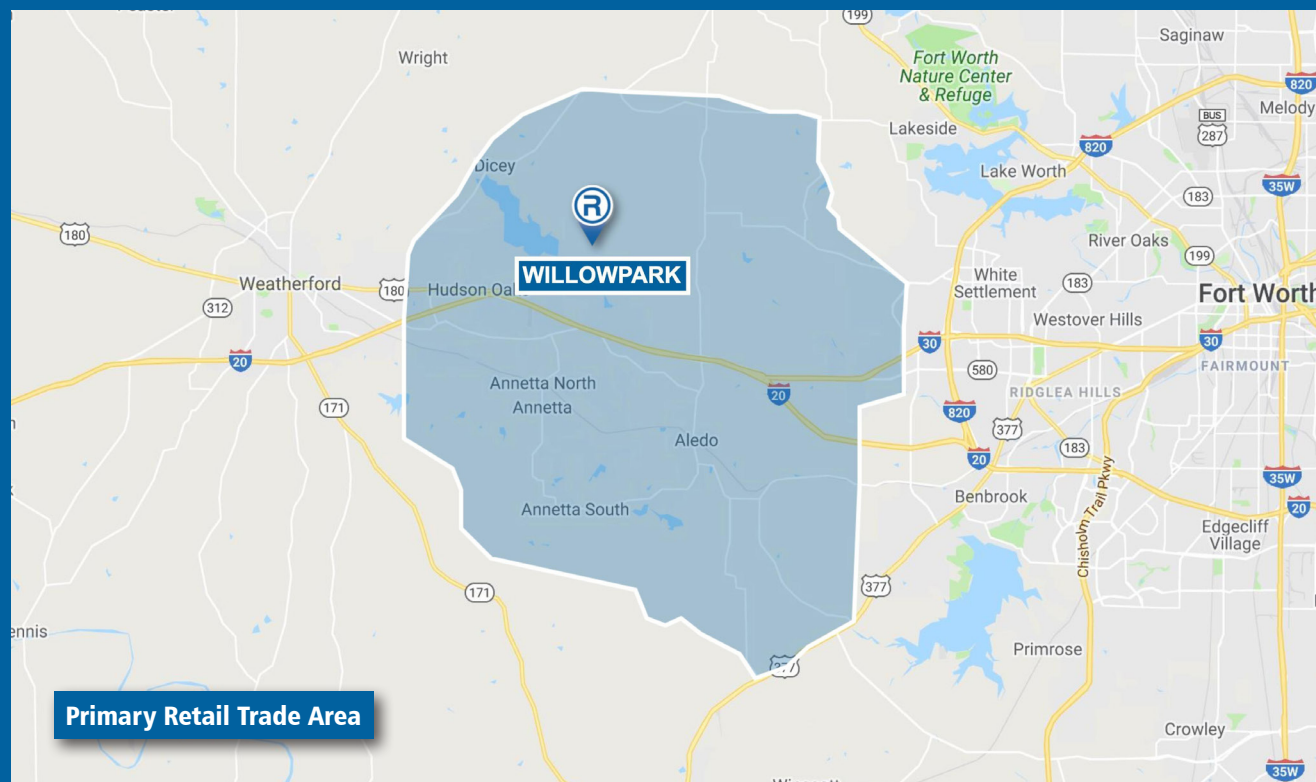


Retail Market Profile 2018



Contact Information

Bryan Grimes, City Administrator

City of Willow Park

516 Ranch House Road

Willow Park, Texas 76087

Phone 817.441.7108

bgrimes@willowpark.org

www.willowpark.org

January 2019. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2018 ESTIMATE	2023 PROJECTION
Primary Retail Trade Area	25,072	38,955	47,703	52,296

Income

	2018 ESTIMATE
Average Household	\$135,680
Median Household	\$101,701
Per Capita	\$48,018

Educational Attainment

	2018 ESTIMATE
Graduate or Professional	13.1%
Bachelor's Degree	28.3%
Associate Degree	7.9%
Some College, No Degree	23.5%
High School Graduate	20.0%
Some High School, No Degree	5.1%
Less than 9th Grade	2.1%

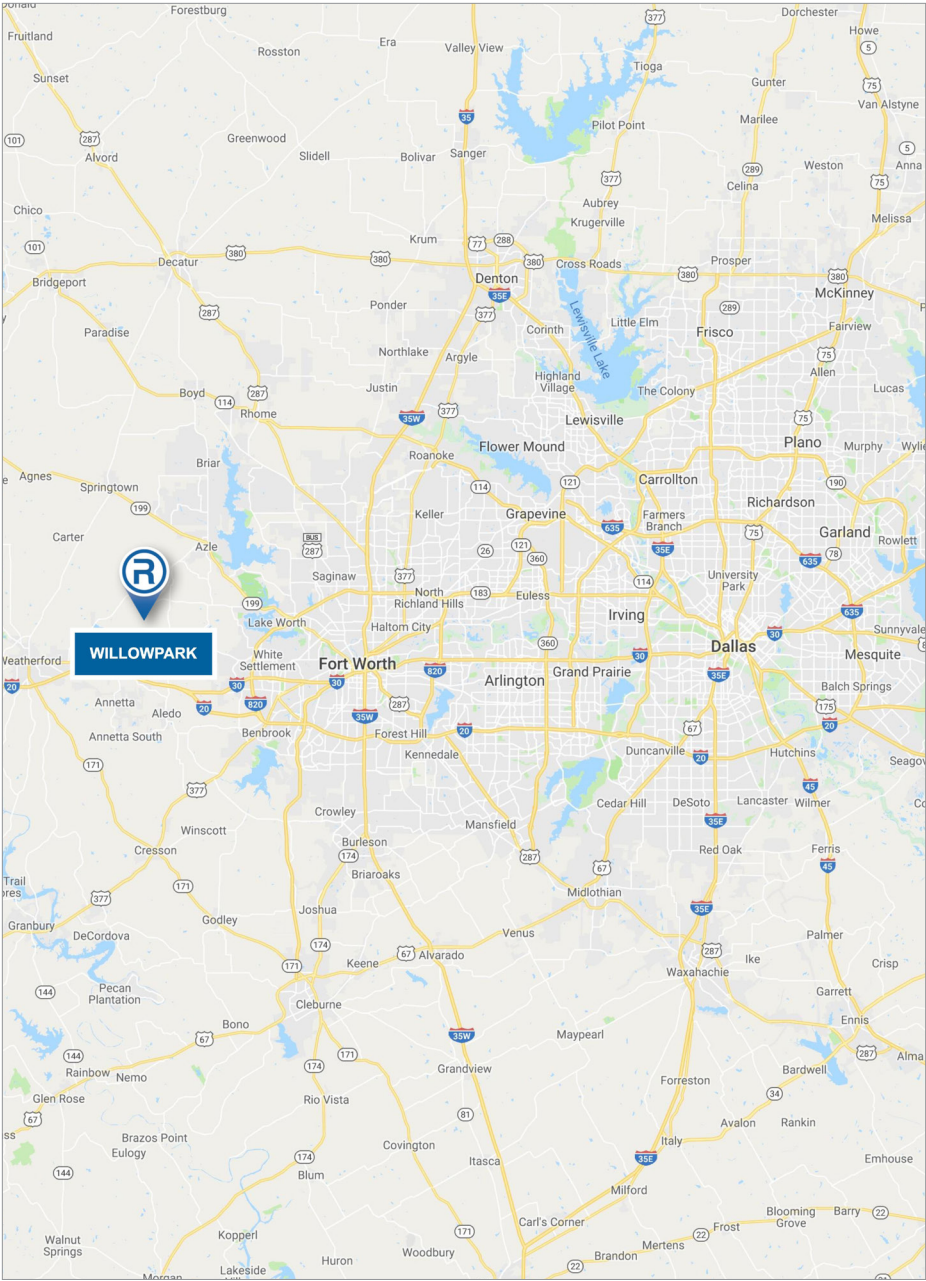
Race Distribution

	2018 ESTIMATE
White	90.10%
Black or African American	2.44%
American Indian/Alaskan	0.67%
Asian	1.41%
Native Hawaiian/Islander	0.07%
Other Race	3.31%
Two or More Races	2.00%
Hispanic or Latino (of any race)	11.57%

Age

GROUPS	2018 ESTIMATE
9 Years and Under	11.69%
10-17 Years	12.16%
18-24 Years	9.31%
25-34 Years	10.11%
35-44 Years	11.31%
45-54 Years	14.73%
55-64 Years	15.46%
65 Years and Over	15.24%
DISTRIBUTION	2018 ESTIMATE
Median Age	41.21
Average Age	39.66

LOCATION MAP



EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document.
Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.