



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

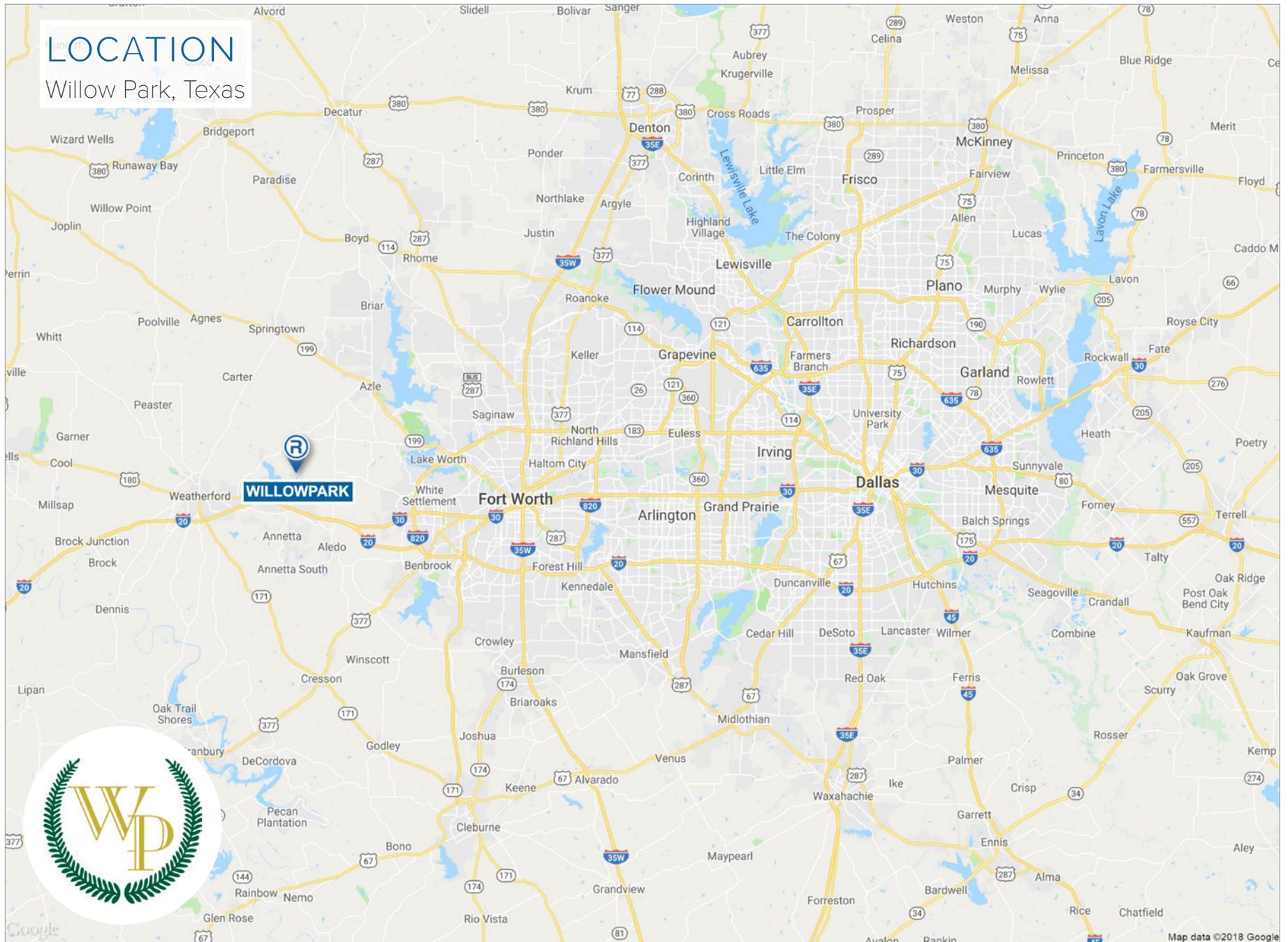
Willow Park, Texas

Prepared for
City of Willow Park
November 2019



LOCATION

Willow Park, Texas



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COMMUNITY • DEMOGRAPHIC PROFILE

Willow Park, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	4,847	
2019 Estimate	4,482	
2010 Census	3,982	
2000 Census	2,474	
Growth 2019 - 2024		8.14%
Growth 2010 - 2019		12.56%
Growth 2000 - 2010		60.95%
2019 Est. Population by Single-Classification Race	4,482	
White Alone	4,232	94.42%
Black or African American Alone	40	0.89%
Amer. Indian and Alaska Native Alone	26	0.58%
Asian Alone	40	0.89%
Native Hawaiian and Other Pacific Island Alone	5	0.11%
Some Other Race Alone	61	1.36%
Two or More Races	78	1.74%
2019 Est. Population by Hispanic or Latino Origin	4,482	
Not Hispanic or Latino	4,140	92.37%
Hispanic or Latino	342	7.63%
Mexican	263	76.90%
Puerto Rican	9	2.63%
Cuban	7	2.05%
All Other Hispanic or Latino	63	18.42%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	342	
White Alone	260	76.02%
Black or African American Alone	1	0.29%
American Indian and Alaska Native Alone	10	2.92%
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%
2019 Est. Pop by Race, Asian Alone, by Category	40	
Chinese, except Taiwanese	22	55.00%
Filipino	0	0.00%
Japanese	1	2.50%
Asian Indian	7	17.50%
Korean	2	5.00%
Vietnamese	4	10.00%
Cambodian	0	0.00%
Hmong	2	5.00%
Laotian	0	0.00%
Thai	1	2.50%
All Other Asian Races Including 2+ Category	1	2.50%

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DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	4,482	
Arab	26	0.58%
Czech	46	1.03%
Danish	0	0.00%
Dutch	64	1.43%
English	571	12.74%
French (except Basque)	107	2.39%
French Canadian	2	0.05%
German	976	21.78%
Greek	32	0.71%
Hungarian	0	0.00%
Irish	415	9.26%
Italian	48	1.07%
Lithuanian	9	0.20%
United States or American	358	7.99%
Norwegian	42	0.94%
Polish	26	0.58%
Portuguese	1	0.02%
Russian	2	0.05%
Scottish	52	1.16%
Scotch-Irish	34	0.76%
Slovak	0	0.00%
Subsaharan African	1	0.02%
Swedish	20	0.45%
Swiss	1	0.02%
Ukrainian	0	0.00%
Welsh	28	0.63%
West Indian (except Hisp. groups)	21	0.47%
Other ancestries	829	18.50%
Ancestry Unclassified	771	17.20%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,019	94.70%
Speak Asian/Pacific Island Language at Home	3	0.07%
Speak IndoEuropean Language at Home	3	0.07%
Speak Spanish at Home	184	4.34%
Speak Other Language at Home	35	0.83%
2019 Est. Population by Age	4,482	
Age 0 - 4	238	5.31%
Age 5 - 9	255	5.69%
Age 10 - 14	280	6.25%
Age 15 - 17	193	4.31%
Age 18 - 20	175	3.91%
Age 21 - 24	229	5.11%
Age 25 - 34	435	9.71%
Age 35 - 44	444	9.91%
Age 45 - 54	633	14.12%
Age 55 - 64	741	16.53%
Age 65 - 74	580	12.94%
Age 75 - 84	223	4.98%
Age 85 and over	56	1.25%
Age 16 and over	3,645	81.33%
Age 18 and over	3,516	78.45%
Age 21 and over	3,341	74.54%
Age 65 and over	859	19.17%
2019 Est. Median Age		44.84
2019 Est. Average Age		41.90

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	4,482	
Male	2,199	49.06%
Female	2,283	50.94%
2019 Est. Male Population by Age	2,199	
Age 0 - 4	123	5.59%
Age 5 - 9	129	5.87%
Age 10 - 14	139	6.32%
Age 15 - 17	96	4.37%
Age 18 - 20	90	4.09%
Age 21 - 24	113	5.14%
Age 25 - 34	210	9.55%
Age 35 - 44	210	9.55%
Age 45 - 54	293	13.32%
Age 55 - 64	364	16.55%
Age 65 - 74	290	13.19%
Age 75 - 84	115	5.23%
Age 85 and over	27	1.23%
2019 Est. Median Age, Male		44.56
2019 Est. Average Age, Male		41.80

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	2,283	
Age 0 - 4	115	5.04%
Age 5 - 9	126	5.52%
Age 10 - 14	141	6.18%
Age 15 - 17	97	4.25%
Age 18 - 20	85	3.72%
Age 21 - 24	116	5.08%
Age 25 - 34	225	9.86%
Age 35 - 44	234	10.25%
Age 45 - 54	340	14.89%
Age 55 - 64	377	16.51%
Age 65 - 74	290	12.70%
Age 75 - 84	108	4.73%
Age 85 and over	29	1.27%
2019 Est. Median Age, Female		45.09
2019 Est. Average Age, Female		42.00
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	642	17.31%
Males, Never Married	363	9.79%
Females, Never Married	279	7.52%
Married, Spouse present	2,476	66.76%
Married, Spouse absent	109	2.94%
Widowed	201	5.42%
Males Widowed	25	0.67%
Females Widowed	176	4.75%
Divorced	281	7.58%
Males Divorced	138	3.72%
Females Divorced	143	3.86%

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	60	1.9%
Some High School, no diploma	129	4.1%
High School Graduate (or GED)	585	18.8%
Some College, no degree	862	27.7%
Associate Degree	180	5.8%
Bachelor's Degree	903	29.0%
Master's Degree	346	11.1%
Professional School Degree	29	0.9%
Doctorate Degree	18	0.6%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	18	9.58%
High School Graduate	105	55.85%
Some College or Associate's Degree	41	21.81%
Bachelor's Degree or Higher	24	12.77%
Households		
2024 Projection	1,758	
2019 Estimate	1,626	
2010 Census	1,450	
2000 Census	866	
Growth 2019 - 2024		8.12%
Growth 2010 - 2019		12.14%
Growth 2000 - 2010		67.44%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	1,626	
Family Households	1,342	82.53%
Nonfamily Households	284	17.47%
2019 Est. Group Quarters Population	3	
2019 Households by Ethnicity, Hispanic/Latino	88	
2019 Est. Households by Household Income	1,626	
Income < \$15,000	70	4.31%
Income \$15,000 - \$24,999	69	4.24%
Income \$25,000 - \$34,999	104	6.40%
Income \$35,000 - \$49,999	124	7.63%
Income \$50,000 - \$74,999	255	15.68%
Income \$75,000 - \$99,999	224	13.78%
Income \$100,000 - \$124,999	198	12.18%
Income \$125,000 - \$149,999	183	11.26%
Income \$150,000 - \$199,999	190	11.69%
Income \$200,000 - \$249,999	87	5.35%
Income \$250,000 - \$499,999	97	5.97%
Income \$500,000+	25	1.54%
2019 Est. Average Household Income		\$118,960
2019 Est. Median Household Income		\$96,116

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$97,372
Black or African American Alone		\$89,613
American Indian and Alaska Native Alone		\$132,752
Asian Alone		\$110,983
Native Hawaiian and Other Pacific Islander Alone		\$150,000
Some Other Race Alone		\$56,351
Two or More Races		\$40,058
Hispanic or Latino		\$130,104
Not Hispanic or Latino		\$95,191
2019 Est. Family HH Type by Presence of Own Child.	1,342	
Married-Couple Family, own children	503	37.48%
Married-Couple Family, no own children	679	50.60%
Male Householder, own children	29	2.16%
Male Householder, no own children	25	1.86%
Female Householder, own children	60	4.47%
Female Householder, no own children	46	3.43%
2019 Est. Households by Household Size	1,626	
1-person	258	15.87%
2-person	589	36.22%
3-person	312	19.19%
4-person	303	18.64%
5-person	117	7.20%
6-person	32	1.97%
7-or-more-person	15	0.92%
2019 Est. Average Household Size		2.75

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	1,626	
Households with 1 or More People under Age 18:	639	39.30%
Married-Couple Family	540	84.51%
Other Family, Male Householder	34	5.32%
Other Family, Female Householder	64	10.02%
Nonfamily, Male Householder	1	0.16%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	987	60.70%
Married-Couple Family	643	65.15%
Other Family, Male Householder	21	2.13%
Other Family, Female Householder	41	4.15%
Nonfamily, Male Householder	146	14.79%
Nonfamily, Female Householder	136	13.78%
2019 Est. Households by Number of Vehicles	1,626	
No Vehicles	28	1.72%
1 Vehicle	320	19.68%
2 Vehicles	780	47.97%
3 Vehicles	381	23.43%
4 Vehicles	80	4.92%
5 or more Vehicles	37	2.28%
2019 Est. Average Number of Vehicles		2.2

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	1,450	
2019 Estimate	1,342	
2010 Census	1,196	
2000 Census	751	
Growth 2019 - 2024		8.05%
Growth 2010 - 2019		12.21%
Growth 2000 - 2010		59.25%
2019 Est. Families by Poverty Status	1,342	
2019 Families at or Above Poverty	1,293	96.35%
2019 Families at or Above Poverty with Children	518	38.60%
2019 Families Below Poverty	49	3.65%
2019 Families Below Poverty with Children	36	2.68%
2019 Est. Pop 16+ by Employment Status	3,645	
Civilian Labor Force, Employed	2,314	63.48%
Civilian Labor Force, Unemployed	128	3.51%
Armed Forces	14	0.38%
Not in Labor Force	1,189	32.62%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	2,308	
For-Profit Private Workers	1,406	60.92%
Non-Profit Private Workers	241	10.44%
Local Government Workers	42	1.82%
State Government Workers	68	2.95%
Federal Government Workers	212	9.19%
Self-Employed Workers	316	13.69%
Unpaid Family Workers	23	1.00%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	2,308	
Architect/Engineer	105	4.55%
Arts/Entertainment/Sports	48	2.08%
Building Grounds Maintenance	79	3.42%
Business/Financial Operations	163	7.06%
Community/Social Services	31	1.34%
Computer/Mathematical	55	2.38%
Construction/Extraction	121	5.24%
Education/Training/Library	181	7.84%
Farming/Fishing/Forestry	1	0.04%
Food Prep/Serving	77	3.34%
Health Practitioner/Technician	190	8.23%
Healthcare Support	35	1.52%
Maintenance Repair	41	1.78%
Legal	11	0.48%
Life/Physical/Social Science	4	0.17%
Management	378	16.38%
Office/Admin. Support	287	12.44%
Production	76	3.29%
Protective Services	64	2.77%
Sales/Related	239	10.36%
Personal Care/Service	50	2.17%
Transportation/Moving	72	3.12%
2019 Est. Pop 16+ by Occupation Classification	2,308	
White Collar	1,692	73.31%
Blue Collar	310	13.43%
Service and Farm	306	13.26%

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	2,284	
Drove Alone	1,905	83.41%
Car Pooled	148	6.48%
Public Transportation	12	0.53%
Walked	37	1.62%
Bicycle	0	0.00%
Other Means	38	1.66%
Worked at Home	144	6.31%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	312	
15 - 29 Minutes	811	
30 - 44 Minutes	587	
45 - 59 Minutes	265	
60 or more Minutes	180	
2019 Est. Avg Travel Time to Work in Minutes		33
2019 Est. Occupied Housing Units by Tenure	1,626	
Owner Occupied	1,503	92.44%
Renter Occupied	123	7.57%
2019 Owner Occ. HUs: Avg. Length of Residence		13
2019 Renter Occ. HUs: Avg. Length of Residence		6

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	1,626	
Value Less than \$20,000	36	2.40%
Value \$20,000 - \$39,999	21	1.40%
Value \$40,000 - \$59,999	15	1.00%
Value \$60,000 - \$79,999	8	0.53%
Value \$80,000 - \$99,999	19	1.26%
Value \$100,000 - \$149,999	104	6.92%
Value \$150,000 - \$199,999	256	17.03%
Value \$200,000 - \$299,999	597	39.72%
Value \$300,000 - \$399,999	226	15.04%
Value \$400,000 - \$499,999	107	7.12%
Value \$500,000 - \$749,999	71	4.72%
Value \$750,000 - \$999,999	28	1.86%
Value \$1,000,000 or \$1,499,999	11	0.73%
Value \$1,500,000 or \$1,999,999	2	0.13%
Value \$2,000,000+	2	0.13%
2019 Est. Median All Owner-Occupied Housing Value		\$246,387
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	1,616	95.40%
1 Unit Detached	12	0.71%
2 Units	0	0.00%
3 or 4 Units	0	0.00%
5 to 19 Units	14	0.83%
20 to 49 Units	0	0.00%
50 or More Units	1	0.06%
Mobile Home or Trailer	50	2.95%
Boat, RV, Van, etc.	1	0.06%

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DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	132	7.79%
Housing Units Built 2010 to 2014	81	4.78%
Housing Units Built 2000 to 2009	527	31.11%
Housing Units Built 1990 to 1999	281	16.59%
Housing Units Built 1980 to 1989	352	20.78%
Housing Units Built 1970 to 1979	178	10.51%
Housing Units Built 1960 to 1969	97	5.73%
Housing Units Built 1950 to 1959	34	2.01%
Housing Units Built 1940 to 1949	6	0.35%
Housing Unit Built 1939 or Earlier	6	0.35%
2019 Est. Median Year Structure Built		
		1997

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, ESRI, 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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