



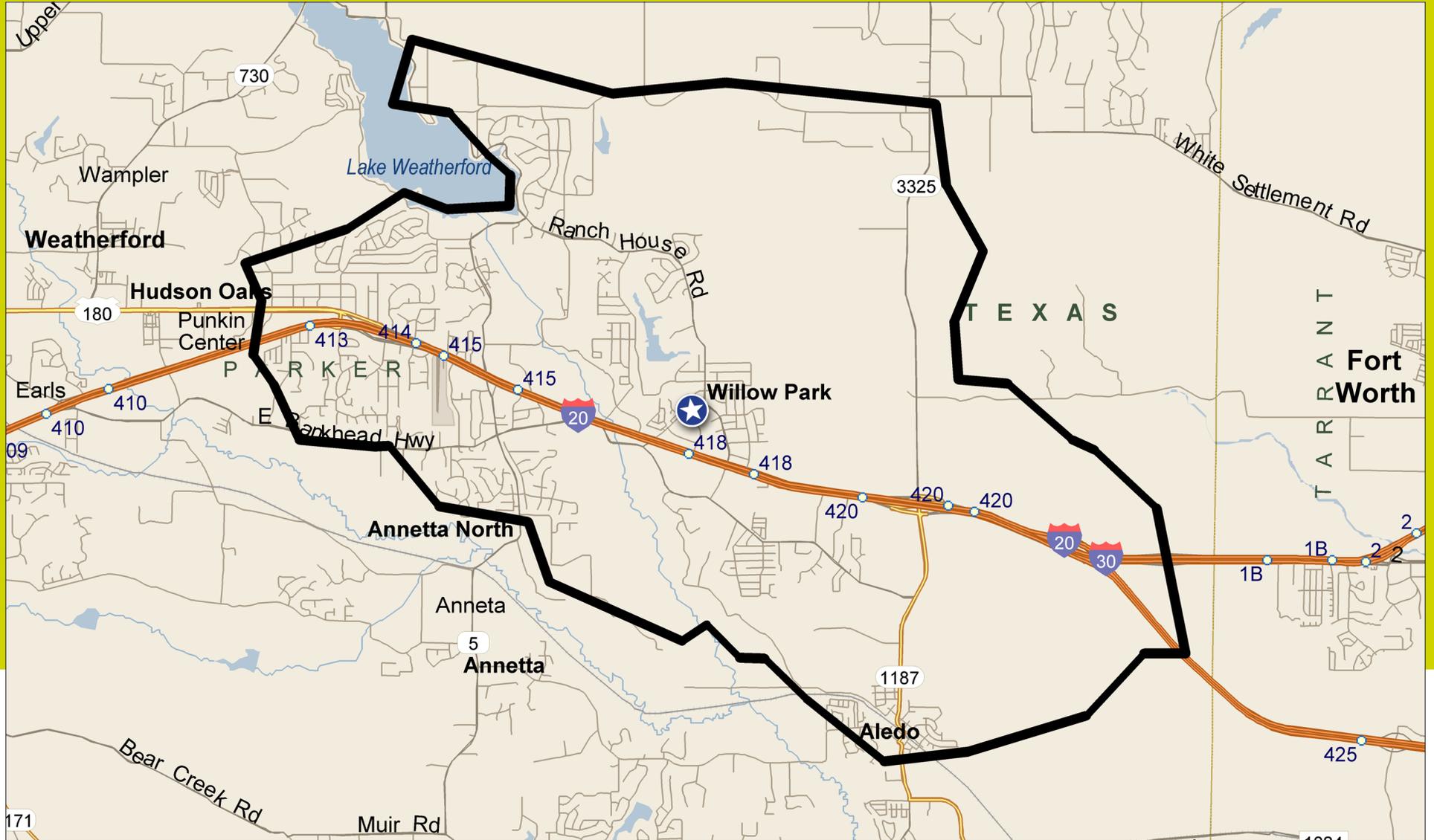
DRIVE-TIME DEMOGRAPHICS

Willow Park, Texas | July 2013



DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME MAP

Willow Park, Texas



Contact Information

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DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Willow Park, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	13,325	
2013 Estimate	12,539	
2010 Census	12,162	
2000 Census	8,100	
Growth 2013-2018	6.27%	
Growth 2010-2013	3.10%	
Growth 2000-2010	50.14%	
2013 Est. Pop by Single Race Class	12,539	
White Alone	11,733	93.57
Black or African American Alone	81	0.65
Amer. Indian and Alaska Native Alone	79	0.63
Asian Alone	112	0.89
Native Hawaiian and Other Pac. Isl. Alone	7	0.06
Some Other Race Alone	333	2.66
Two or More Races	193	1.54
2013 Est. Pop Hisp or Latino by Origin	12,539	
Not Hispanic or Latino	11,450	91.32
Hispanic or Latino:	1,089	8.68
Mexican	1,000	91.83
Puerto Rican	27	2.48
Cuban	0	0.00
All Other Hispanic or Latino	61	5.60

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	1,089	
White Alone	677	62.17
Black or African American Alone	2	0.18
American Indian and Alaska Native Alone	19	1.74
Asian Alone	3	0.28
Native Hawaiian and Other Pacific Islander Alone	1	0.09
Some Other Race Alone	332	30.49
Two or More Races	55	5.05
2013 Est. Pop. Asian Alone Race by Cat	112	
Chinese, except Taiwanese	8	7.14
Filipino	2	1.79
Japanese	28	25.00
Asian Indian	39	34.82
Korean	17	15.18
Vietnamese	12	10.71
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	5	4.46

DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Willow Park, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	12,539	
Pop, Arab	56	0.45
Pop, Czech	142	1.13
Pop, Danish	9	0.07
Pop, Dutch	152	1.21
Pop, English	1,248	9.95
Pop, French (except Basque)	316	2.52
Pop, French Canadian	47	0.37
Pop, German	1,774	14.15
Pop, Greek	3	0.02
Pop, Hungarian	13	0.10
Pop, Irish	990	7.90
Pop, Italian	341	2.72
Pop, Lithuanian	0	0.00
Pop, United States or American	1,099	8.76
Pop, Norwegian	45	0.36
Pop, Polish	158	1.26
Pop, Portuguese	0	0.00
Pop, Russian	8	0.06
Pop, Scottish	185	1.48
Pop, Scotch-Irish	210	1.67
Pop, Slovak	21	0.17
Pop, Sub-Saharan African	0	0.00
Pop, Swedish	92	0.73
Pop, Swiss	16	0.13
Pop, Ukrainian	5	0.04
Pop, Welsh	35	0.28
Pop, West Indian (exc Hisp groups)	3	0.02
Pop, Other ancestries	3,367	26.85
Pop, Ancestry Unclassified	2,204	17.58

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	11,820	
Speak Only English at Home	11,086	93.79
Speak Asian/Pac. Isl. Lang. at Home	96	0.81
Speak IndoEuropean Language at Home	98	0.83
Speak Spanish at Home	493	4.17
Speak Other Language at Home	47	0.40
2013 Est. Population by Sex	12,539	
Male	6,300	50.24
Female	6,239	49.76
2013 Est. Population by Age	12,539	
Age 0 - 4	719	5.73
Age 5 - 9	801	6.39
Age 10 - 14	992	7.91
Age 15 - 17	677	5.40
Age 18 - 20	494	3.94
Age 21 - 24	591	4.71
Age 25 - 34	987	7.87
Age 35 - 44	1,543	12.31
Age 45 - 54	2,200	17.55
Age 55 - 64	1,864	14.87
Age 65 - 74	1,081	8.62
Age 75 - 84	477	3.80
Age 85 and over	113	0.90
Age 16 and over	9,821	78.32
Age 18 and over	9,349	74.56
Age 21 and over	8,855	70.62
Age 65 and over	1,671	13.33
2013 Est. Median Age	41.5	
2013 Est. Average Age	39.20	

DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME

Willow Park, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	6,300	
Age 0 - 4	369	5.86
Age 5 - 9	424	6.73
Age 10 - 14	522	8.29
Age 15 - 17	352	5.59
Age 18 - 20	262	4.16
Age 21 - 24	311	4.94
Age 25 - 34	495	7.86
Age 35 - 44	725	11.51
Age 45 - 54	1,079	17.13
Age 55 - 64	933	14.81
Age 65 - 74	553	8.78
Age 75 - 84	231	3.67
Age 85 and over	44	0.70
2013 Est. Median Age, Male	40.7	
2013 Est. Average Age, Male	38.60	
2013 Est. Female Population by Age	6,239	
Age 0 - 4	350	5.61
Age 5 - 9	377	6.04
Age 10 - 14	471	7.55
Age 15 - 17	325	5.21
Age 18 - 20	233	3.73
Age 21 - 24	280	4.49
Age 25 - 34	491	7.87
Age 35 - 44	818	13.11
Age 45 - 54	1,120	17.95
Age 55 - 64	930	14.91
Age 65 - 74	529	8.48
Age 75 - 84	246	3.94
Age 85 and over	69	1.11

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	42.2	
2013 Est. Average Age, Female	39.70	
2013 Est. Pop Age 15+ by Marital Status	10,027	
Total, Never Married	2,185	21.79
Males, Never Married	1,231	12.28
Females, Never Married	954	9.51
Married, Spouse present	6,209	61.92
Married, Spouse absent	410	4.09
Widowed	400	3.99
Males Widowed	83	0.83
Females Widowed	317	3.16
Divorced	823	8.21
Males Divorced	399	3.98
Females Divorced	423	4.22
2013 Est. Pop. Age 25+ by Edu. Attainment	8,264	
Less than 9th grade	142	1.72
Some High School, no diploma	464	5.61
High School Graduate (or GED)	1,703	20.61
Some College, no degree	2,209	26.73
Associate Degree	683	8.26
Bachelor's Degree	2,047	24.77
Master's Degree	812	9.83
Professional School Degree	105	1.27
Doctorate Degree	99	1.20
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	550	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	75	13.64
CY Pop 25+, Hisp/Lat, High School Graduate	111	20.18
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	252	45.82
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	112	20.36

DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Willow Park, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	4,739	
2013 Estimate	4,474	
2010 Census	4,364	
2000 Census	2,844	
Growth 2013-2018	5.92%	
Growth 2010-2013	2.52%	
Growth 2000-2010	53.44%	
2013 Est. Households by Household Type	4,474	
Family Households	3,673	82.10
Nonfamily Households	801	17.90
2013 Est. Group Quarters Population	8	
2013 HHs by Ethnicity, Hispanic/Latino	275	6.15
2013 Est. HHs by HH Income	4,474	
CY HHs, Inc Less Than \$15,000	302	6.75
CY HHs, Inc \$15,000 - \$24,999	300	6.71
CY HHs, Inc \$25,000 - \$34,999	302	6.75
CY HHs, Inc \$35,000 - \$49,999	449	10.04
CY HHs, Inc \$50,000 - \$74,999	691	15.44
CY HHs, Inc \$75,000 - \$99,999	805	17.99
CY HHs, Inc \$100,000 - \$124,999	676	15.11
CY HHs, Inc \$125,000 - \$149,999	300	6.71
CY HHs, Inc \$150,000 - \$199,999	416	9.30
CY HHs, Inc \$200,000 - \$249,999	97	2.17
CY HHs, Inc \$250,000 - \$499,999	116	2.59
CY HHs, Inc \$500,000+	21	0.47

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$93,675	
2013 Est. Median Household Income	\$80,988	
2012 Est. Per Capita Income	\$35,155	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	82,107	
Black or African American Alone	64,648	
American Indian and Alaska Native Alone	94,065	
Asian Alone	88,842	
Native Hawaiian and Other Pacific Islander Alone	42,027	
Some Other Race Alone	20,356	
Two or More Races	58,726	
Hispanic or Latino	52,650	
Not Hispanic or Latino	81,993	
2013 Est. Family HH Type, Presence Own Children	3,673	
Married-Couple Family, own children	1,376	37.46
Married-Couple Family, no own children	1,773	48.27
Male Householder, own children	101	2.75
Male Householder, no own children	102	2.78
Female Householder, own children	180	4.90
Female Householder, no own children	140	3.81

DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Willow Park, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	4,474	
1-person household	694	15.51
2-person household	1,589	35.52
3-person household	849	18.98
4-person household	838	18.73
5-person household	347	7.76
6-person household	107	2.39
7 or more person household	49	1.10
2013 Est. Average Household Size	2.80	
2013 Est. Households by Presence of People	4,474	
Households with 1 or more People under Age 18:	1,692	37.82
Married-Couple Family	1,363	80.56
Other Family, Male Householder	107	6.32
Other Family, Female Householder	202	11.94
Nonfamily, Male Householder	21	1.24
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:	2,782	62.18
Married-Couple Family	1,712	61.54
Other Family, Male Householder	93	3.34
Other Family, Female Householder	109	3.92
Nonfamily, Male Householder	430	15.46
Nonfamily, Female Householder	437	15.71

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	4,474	
No Vehicles	132	2.95
1 Vehicle	772	17.26
2 Vehicles	2,253	50.36
3 Vehicles	930	20.79
4 Vehicles	289	6.46
5 or more Vehicles	99	2.21
2013 Est. Average Number of Vehicles	2.19	
Family Households		
2018 Projection	3,896	
2013 Estimate	3,673	
2010 Census	3,581	
2000 Census	2,415	
Growth 2013-2018	6.06%	
Growth 2010-2013	2.58%	
Growth 2000-2010	48.29%	
2013 Est. Families by Poverty Status	3,673	
2013 Families at or Above Poverty	3,423	93.19
2013 Families at or Above Poverty with Children	1,515	41.25
2013 Families Below Poverty		
2013 Families Below Poverty with Children	250	6.81
2013 Est. Pop Age 16+ by Employment Status	9,821	
In Armed Forces	30	0.31
Civilian - Employed	5,802	59.08
Civilian - Unemployed	457	4.65
Not in Labor Force	3,533	35.97

DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Willow Park, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	6,096	
For-Profit Private Workers	4,080	66.93
Non-Profit Private Workers	421	6.91
Local Government Workers	582	9.55
State Government Workers	109	1.79
Federal Government Workers	212	3.48
Self-Emp Workers	671	11.01
Unpaid Family Workers	21	0.34
2013 Est. Civ Employed Pop 16+ by Occupation	6,096	
Architect/Engineer	268	4.40
Arts/Entertain/Sports	54	0.89
Building Grounds Maint	83	1.36
Business/Financial Ops	367	6.02
Community/Soc Svcs	96	1.57
Computer/Mathematical	231	3.79
Construction/Extraction	344	5.64
Edu/Training/Library	400	6.56
Farm/Fish/Forestry	17	0.28
Food Prep/Serving	234	3.84
Health Practitioner/Tec	440	7.22
Healthcare Support	202	3.31
Maintenance Repair	138	2.26
Legal	43	0.71
Life/Phys/Soc Science	33	0.54
Management	827	13.57
Office/Admin Support	775	12.71
Production	263	4.31
Protective Svcs	88	1.44
Sales/Related	633	10.38
Personal Care/Svc	132	2.17
Transportation/Moving	427	7.00

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	6,096	
Blue Collar	1,172	19.23
White Collar	4,166	68.34
Service and Farm	758	12.43
2013 Est. Workers Age 16+, Transp. To Work	6,058	
Drove Alone	5,076	83.79
Car Pooled	543	8.96
Public Transportation	37	0.61
Walked	77	1.27
Bicycle	1	0.02
Other Means	35	0.58
Worked at Home	289	4.77
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,028	
15 - 29 Minutes	2,170	
30 - 44 Minutes	1,741	
45 - 59 Minutes	290	
60 or more Minutes	483	
2013 Est. Avg Travel Time to Work in Minutes	30.02	
2013 Est. Tenure of Occupied Housing Units	4,474	
Owner Occupied	3,984	89.05
Renter Occupied	490	10.95
2013 Owner Occ. HUs: Avg. Length of Residence	13.7	
2013 Renter Occ. HUs: Avg. Length of Residence	5.7	

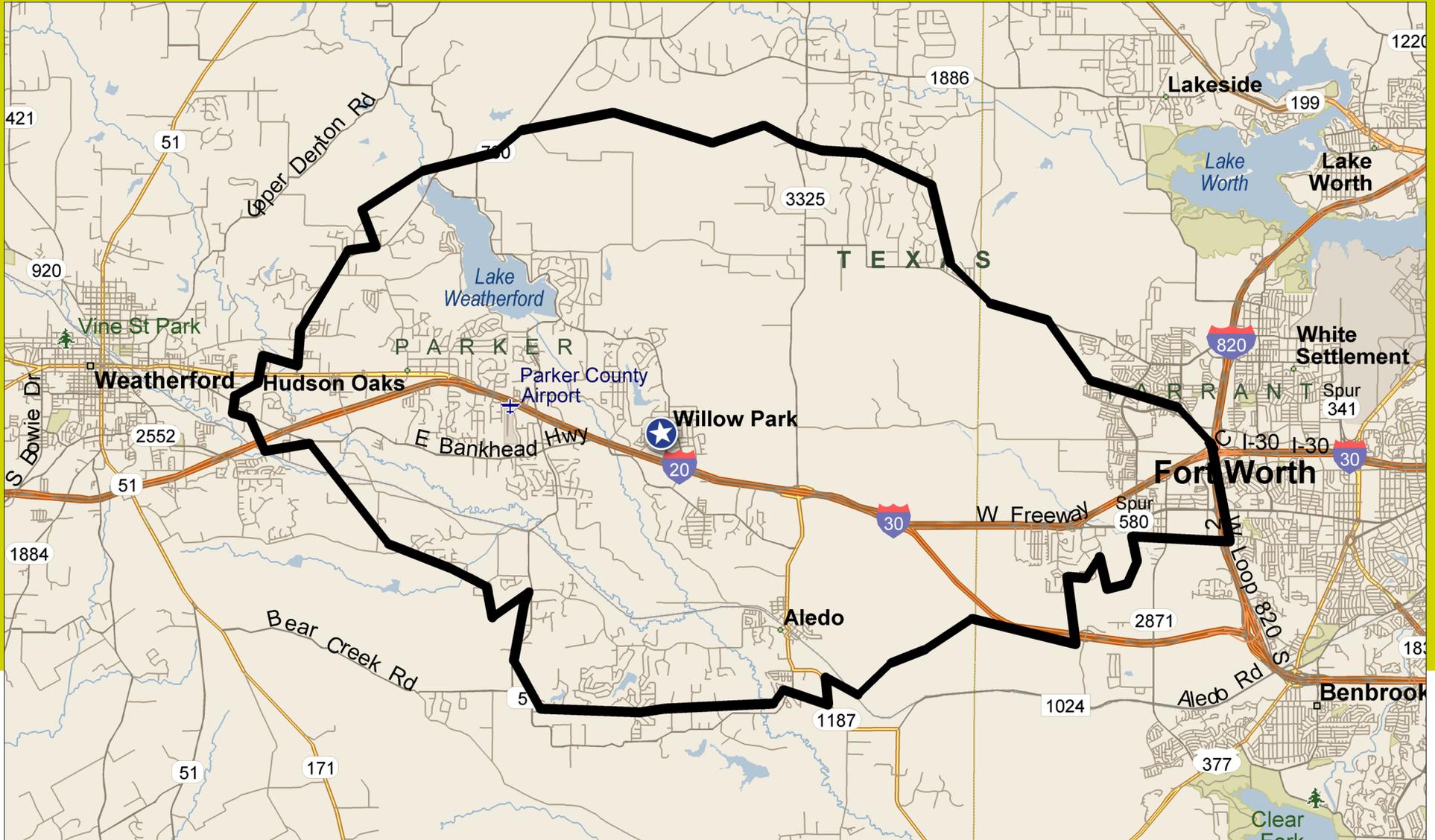
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DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	3,984	
Value Less than \$20,000	119	2.99
Value \$20,000 - \$39,999	166	4.17
Value \$40,000 - \$59,999	88	2.21
Value \$60,000 - \$79,999	82	2.06
Value \$80,000 - \$99,999	172	4.32
Value \$100,000 - \$149,999	588	14.76
Value \$150,000 - \$199,999	1,009	25.33
Value \$200,000 - \$299,999	1,039	26.08
Value \$300,000 - \$399,999	446	11.19
Value \$400,000 - \$499,999	84	2.11
Value \$500,000 - \$749,999	106	2.66
Value \$750,000 - \$999,999	39	0.98
Value \$1,000,000 or more	47	1.18
2013 Est. Median All Owner-Occupied Housing Value	\$188,548	
2013 Est. Housing Units by Units in Structure	4,802	
1 Unit Attached	7	0.15
1 Unit Detached	4,175	86.94
2 Units	3	0.06
3 or 4 Units	8	0.17
5 to 19 Units	47	0.98
20 to 49 Units	26	0.54
50 or More Units	17	0.35
Mobile Home or Trailer	519	10.81
Boat, RV, Van, etc.	1	0.02

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	4,802	
Housing Unit Built 2005 or later	874	18.20
Housing Unit Built 2000 to 2004	812	16.91
Housing Unit Built 1990 to 1999	1,129	23.51
Housing Unit Built 1980 to 1989	809	16.85
Housing Unit Built 1970 to 1979	614	12.79
Housing Unit Built 1960 to 1969	275	5.73
Housing Unit Built 1950 to 1959	135	2.81
Housing Unit Built 1940 to 1949	75	1.56
Housing Unit Built 1939 or Earlier	79	1.65
2013 Est. Median Year Structure Built	1994	

DRIVE-TIME DEMOGRAPHICS | 10 MINUTE DRIVE-TIME MAP

Willow Park, Texas



Contact Information

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DRIVE-TIME DEMOGRAPHICS | 10 MINUTE DRIVE-TIME Willow Park, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	40,384	
2013 Estimate	37,019	
2010 Census	35,115	
2000 Census	20,559	
Growth 2013-2018	9.09%	
Growth 2010-2013	5.42%	
Growth 2000-2010	70.80%	
2013 Est. Pop by Single Race Class	37,019	
White Alone	32,892	88.85
Black or African American Alone	1,178	3.18
Amer. Indian and Alaska Native Alone	272	0.73
Asian Alone	546	1.47
Native Hawaiian and Other Pac. Isl. Alone	31	0.08
Some Other Race Alone	1,355	3.66
Two or More Races	745	2.01
2013 Est. Pop Hisp or Latino by Origin	37,019	
Not Hispanic or Latino	32,419	87.57
Hispanic or Latino:	4,600	12.43
Mexican	4,044	87.91
Puerto Rican	157	3.41
Cuban	43	0.93
All Other Hispanic or Latino	356	7.74

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	4,600	
White Alone	2,927	63.63
Black or African American Alone	36	0.78
American Indian and Alaska Native Alone	57	1.24
Asian Alone	10	0.22
Native Hawaiian and Other Pacific Islander Alone	10	0.22
Some Other Race Alone	1,334	29.00
Two or More Races	227	4.93
2013 Est. Pop. Asian Alone Race by Cat	546	
Chinese, except Taiwanese	35	6.41
Filipino	119	21.79
Japanese	97	17.77
Asian Indian	92	16.85
Korean	59	10.81
Vietnamese	51	9.34
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	10	1.83
All Other Asian Races Including 2+ Category	83	15.20

DRIVE-TIME DEMOGRAPHICS | 10 MINUTE DRIVE-TIME Willow Park, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	37,019	
Pop, Arab	81	0.22
Pop, Czech	313	0.85
Pop, Danish	23	0.06
Pop, Dutch	454	1.23
Pop, English	3,475	9.39
Pop, French (except Basque)	852	2.30
Pop, French Canadian	125	0.34
Pop, German	4,317	11.66
Pop, Greek	18	0.05
Pop, Hungarian	23	0.06
Pop, Irish	2,871	7.76
Pop, Italian	1,015	2.74
Pop, Lithuanian	0	0.00
Pop, United States or American	3,407	9.20
Pop, Norwegian	285	0.77
Pop, Polish	444	1.20
Pop, Portuguese	13	0.04
Pop, Russian	41	0.11
Pop, Scottish	632	1.71
Pop, Scotch-Irish	551	1.49
Pop, Slovak	30	0.08
Pop, Sub-Saharan African	1	0.00
Pop, Swedish	220	0.59
Pop, Swiss	49	0.13
Pop, Ukrainian	11	0.03
Pop, Welsh	67	0.18
Pop, West Indian (exc Hisp groups)	5	0.01
Pop, Other ancestries	11,577	31.27
Pop, Ancestry Unclassified	6,120	16.53

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	34,503	
Speak Only English at Home	31,079	90.08
Speak Asian/Pac. Isl. Lang. at Home	332	0.96
Speak IndoEuropean Language at Home	442	1.28
Speak Spanish at Home	2,567	7.44
Speak Other Language at Home	83	0.24
2013 Est. Population by Sex	37,019	
Male	18,405	49.72
Female	18,614	50.28
2013 Est. Population by Age	37,019	
Age 0 - 4	2,516	6.80
Age 5 - 9	2,623	7.09
Age 10 - 14	3,008	8.13
Age 15 - 17	1,887	5.10
Age 18 - 20	1,400	3.78
Age 21 - 24	1,765	4.77
Age 25 - 34	3,784	10.22
Age 35 - 44	4,947	13.36
Age 45 - 54	5,984	16.16
Age 55 - 64	4,901	13.24
Age 65 - 74	2,728	7.37
Age 75 - 84	1,180	3.19
Age 85 and over	297	0.80
Age 16 and over	28,278	76.39
Age 18 and over	26,985	72.89
Age 21 and over	25,585	69.11
Age 65 and over	4,205	11.36
2013 Est. Median Age	38.1	
2013 Est. Average Age	37.20	

DRIVE-TIME DEMOGRAPHICS | 10 MINUTE DRIVE-TIME

Willow Park, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	18,405	
Age 0 - 4	1,279	6.95
Age 5 - 9	1,354	7.36
Age 10 - 14	1,561	8.48
Age 15 - 17	989	5.37
Age 18 - 20	716	3.89
Age 21 - 24	911	4.95
Age 25 - 34	1,847	10.04
Age 35 - 44	2,319	12.60
Age 45 - 54	2,954	16.05
Age 55 - 64	2,418	13.14
Age 65 - 74	1,373	7.46
Age 75 - 84	563	3.06
Age 85 and over	122	0.66
2013 Est. Median Age, Male	37.4	
2013 Est. Average Age, Male	36.70	
2013 Est. Female Population by Age	18,614	
Age 0 - 4	1,237	6.65
Age 5 - 9	1,269	6.82
Age 10 - 14	1,447	7.77
Age 15 - 17	898	4.82
Age 18 - 20	684	3.67
Age 21 - 24	854	4.59
Age 25 - 34	1,937	10.41
Age 35 - 44	2,627	14.11
Age 45 - 54	3,030	16.28
Age 55 - 64	2,483	13.34
Age 65 - 74	1,354	7.27
Age 75 - 84	616	3.31
Age 85 and over	175	0.94

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	38.7	
2013 Est. Average Age, Female	37.70	
2013 Est. Pop Age 15+ by Marital Status	28,872	
Total, Never Married	6,377	22.09
Males, Never Married	3,439	11.91
Females, Never Married	2,938	10.18
Married, Spouse present	17,689	61.27
Married, Spouse absent	1,023	3.54
Widowed	1,011	3.50
Males Widowed	225	0.78
Females Widowed	786	2.72
Divorced	2,772	9.60
Males Divorced	1,151	3.99
Females Divorced	1,621	5.61
2013 Est. Pop. Age 25+ by Edu. Attainment	23,820	
Less than 9th grade	456	1.91
Some High School, no diploma	1,413	5.93
High School Graduate (or GED)	5,286	22.19
Some College, no degree	6,438	27.03
Associate Degree	1,881	7.90
Bachelor's Degree	5,684	23.86
Master's Degree	2,038	8.56
Professional School Degree	409	1.72
Doctorate Degree	214	0.90
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	2,316	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	533	23.01
CY Pop 25+, Hisp/Lat, High School Graduate	573	24.74
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	837	36.14
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	373	16.11

DRIVE-TIME DEMOGRAPHICS | 10 MINUTE DRIVE-TIME Willow Park, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	14,106	
2013 Estimate	13,047	
2010 Census	12,539	
2000 Census	7,292	
Growth 2013-2018	8.12%	
Growth 2010-2013	4.05%	
Growth 2000-2010	71.94%	
2013 Est. Households by Household Type	13,047	
Family Households	10,474	80.28
Nonfamily Households	2,573	19.72
2013 Est. Group Quarters Population	21	
2013 HHs by Ethnicity, Hispanic/Latino	1,187	9.10
2013 Est. HHs by HH Income	13,047	
CY HHs, Inc Less Than \$15,000	775	5.94
CY HHs, Inc \$15,000 - \$24,999	913	7.00
CY HHs, Inc \$25,000 - \$34,999	1,096	8.40
CY HHs, Inc \$35,000 - \$49,999	1,497	11.47
CY HHs, Inc \$50,000 - \$74,999	2,326	17.83
CY HHs, Inc \$75,000 - \$99,999	2,160	16.56
CY HHs, Inc \$100,000 - \$124,999	1,663	12.75
CY HHs, Inc \$125,000 - \$149,999	877	6.72
CY HHs, Inc \$150,000 - \$199,999	1,057	8.10
CY HHs, Inc \$200,000 - \$249,999	281	2.15
CY HHs, Inc \$250,000 - \$499,999	341	2.61
CY HHs, Inc \$500,000+	61	0.47

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$90,304	
2013 Est. Median Household Income	\$74,095	
2012 Est. Per Capita Income	\$31,907	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	76,253	
Black or African American Alone	43,280	
American Indian and Alaska Native Alone	79,503	
Asian Alone	80,944	
Native Hawaiian and Other Pacific Islander Alone	35,907	
Some Other Race Alone	34,617	
Two or More Races	59,500	
Hispanic or Latino	46,336	
Not Hispanic or Latino	77,072	
2013 Est. Family HH Type, Presence Own Children	10,474	
Married-Couple Family, own children	4,050	38.67
Married-Couple Family, no own children	4,696	44.83
Male Householder, own children	216	2.06
Male Householder, no own children	275	2.63
Female Householder, own children	745	7.11
Female Householder, no own children	493	4.71

DRIVE-TIME DEMOGRAPHICS | 10 MINUTE DRIVE-TIME Willow Park, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	13,047	
1-person household	2,106	16.14
2-person household	4,442	34.05
3-person household	2,513	19.26
4-person household	2,348	18.00
5-person household	1,076	8.25
6-person household	389	2.98
7 or more person household	173	1.33
2013 Est. Average Household Size	2.84	
2013 Est. Households by Presence of People	13,047	
Households with 1 or more People under Age 18:	5,216	39.98
Married-Couple Family	4,085	78.32
Other Family, Male Householder	250	4.79
Other Family, Female Householder	826	15.84
Nonfamily, Male Householder	52	1.00
Nonfamily, Female Householder	3	0.06
Households no People under Age 18:	7,831	60.02
Married-Couple Family	4,508	57.57
Other Family, Male Householder	230	2.94
Other Family, Female Householder	384	4.90
Nonfamily, Male Householder	1,382	17.65
Nonfamily, Female Householder	1,327	16.95

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	13,047	
No Vehicles	330	2.53
1 Vehicle	2,741	21.01
2 Vehicles	6,568	50.34
3 Vehicles	2,373	18.19
4 Vehicles	777	5.96
5 or more Vehicles	257	1.97
2013 Est. Average Number of Vehicles	2.12	
Family Households		
2018 Projection	11,325	
2013 Estimate	10,474	
2010 Census	10,067	
2000 Census	6,053	
Growth 2013-2018	8.13%	
Growth 2010-2013	4.04%	
Growth 2000-2010	66.32%	
2013 Est. Families by Poverty Status	10,474	
2013 Families at or Above Poverty	9,845	93.99
2013 Families at or Above Poverty with Children	4,719	45.05
2013 Families Below Poverty		
2013 Families Below Poverty with Children	629	6.01
2013 Est. Pop Age 16+ by Employment Status	28,278	
In Armed Forces	111	0.39
Civilian - Employed	17,881	63.23
Civilian - Unemployed	1,423	5.03
Not in Labor Force	8,864	31.35

DRIVE-TIME DEMOGRAPHICS | 10 MINUTE DRIVE-TIME Willow Park, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	18,535	
For-Profit Private Workers	12,536	67.63
Non-Profit Private Workers	1,225	6.61
Local Government Workers	1,653	8.92
State Government Workers	373	2.01
Federal Government Workers	694	3.74
Self-Emp Workers	1,996	10.77
Unpaid Family Workers	58	0.31
2013 Est. Civ Employed Pop 16+ by Occupation	18,535	
Architect/Engineer	788	4.25
Arts/Entertain/Sports	225	1.21
Building Grounds Maint	350	1.89
Business/Financial Ops	1,252	6.75
Community/Soc Svcs	200	1.08
Computer/Mathematical	553	2.98
Construction/Extraction	1,008	5.44
Edu/Training/Library	1,260	6.80
Farm/Fish/Forestry	50	0.27
Food Prep/Serving	771	4.16
Health Practitioner/Tec	1,185	6.39
Healthcare Support	498	2.69
Maintenance Repair	569	3.07
Legal	140	0.76
Life/Phys/Soc Science	127	0.69
Management	2,345	12.65
Office/Admin Support	2,519	13.59
Production	751	4.05
Protective Svcs	306	1.65
Sales/Related	2,073	11.18
Personal Care/Svc	420	2.27
Transportation/Moving	1,145	6.18

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	18,535	
Blue Collar	3,474	18.74
White Collar	12,666	68.34
Service and Farm	2,395	12.92
2013 Est. Workers Age 16+, Transp. To Work	18,383	
Drove Alone	15,238	82.89
Car Pooled	1,869	10.17
Public Transportation	79	0.43
Walked	151	0.82
Bicycle	7	0.04
Other Means	160	0.87
Worked at Home	879	4.78
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,570	
15 - 29 Minutes	7,081	
30 - 44 Minutes	4,563	
45 - 59 Minutes	925	
60 or more Minutes	1,338	
2013 Est. Avg Travel Time to Work in Minutes	28.71	
2013 Est. Tenure of Occupied Housing Units	13,047	
Owner Occupied	11,088	84.99
Renter Occupied	1,958	15.01
2013 Owner Occ. HUs: Avg. Length of Residence	12.9	
2013 Renter Occ. HUs: Avg. Length of Residence	5.3	

DRIVE-TIME DEMOGRAPHICS | 10 MINUTE DRIVE-TIME Willow Park, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	11,088	
Value Less than \$20,000	287	2.59
Value \$20,000 - \$39,999	359	3.24
Value \$40,000 - \$59,999	218	1.97
Value \$60,000 - \$79,999	277	2.50
Value \$80,000 - \$99,999	768	6.93
Value \$100,000 - \$149,999	2,477	22.34
Value \$150,000 - \$199,999	2,243	20.23
Value \$200,000 - \$299,999	2,501	22.56
Value \$300,000 - \$399,999	1,112	10.03
Value \$400,000 - \$499,999	317	2.86
Value \$500,000 - \$749,999	308	2.78
Value \$750,000 - \$999,999	95	0.86
Value \$1,000,000 or more	126	1.14
2013 Est. Median All Owner-Occupied Housing Value	\$175,804	
2013 Est. Housing Units by Units in Structure	13,938	
1 Unit Attached	55	0.39
1 Unit Detached	11,713	84.04
2 Units	28	0.20
3 or 4 Units	166	1.19
5 to 19 Units	509	3.65
20 to 49 Units	244	1.75
50 or More Units	119	0.85
Mobile Home or Trailer	1,102	7.91
Boat, RV, Van, etc.	3	0.02

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	13,938	
Housing Unit Built 2005 or later	2,704	19.40
Housing Unit Built 2000 to 2004	2,972	21.32
Housing Unit Built 1990 to 1999	2,843	20.40
Housing Unit Built 1980 to 1989	2,565	18.40
Housing Unit Built 1970 to 1979	1,396	10.02
Housing Unit Built 1960 to 1969	607	4.36
Housing Unit Built 1950 to 1959	416	2.98
Housing Unit Built 1940 to 1949	197	1.41
Housing Unit Built 1939 or Earlier	238	1.71
2013 Est. Median Year Structure Built	1995	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

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 Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

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 Retail:360 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.

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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2012/2013, ESRI 2011/2012, U.S. Census Bureau, Economy.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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.