



The **Retail** Coach®

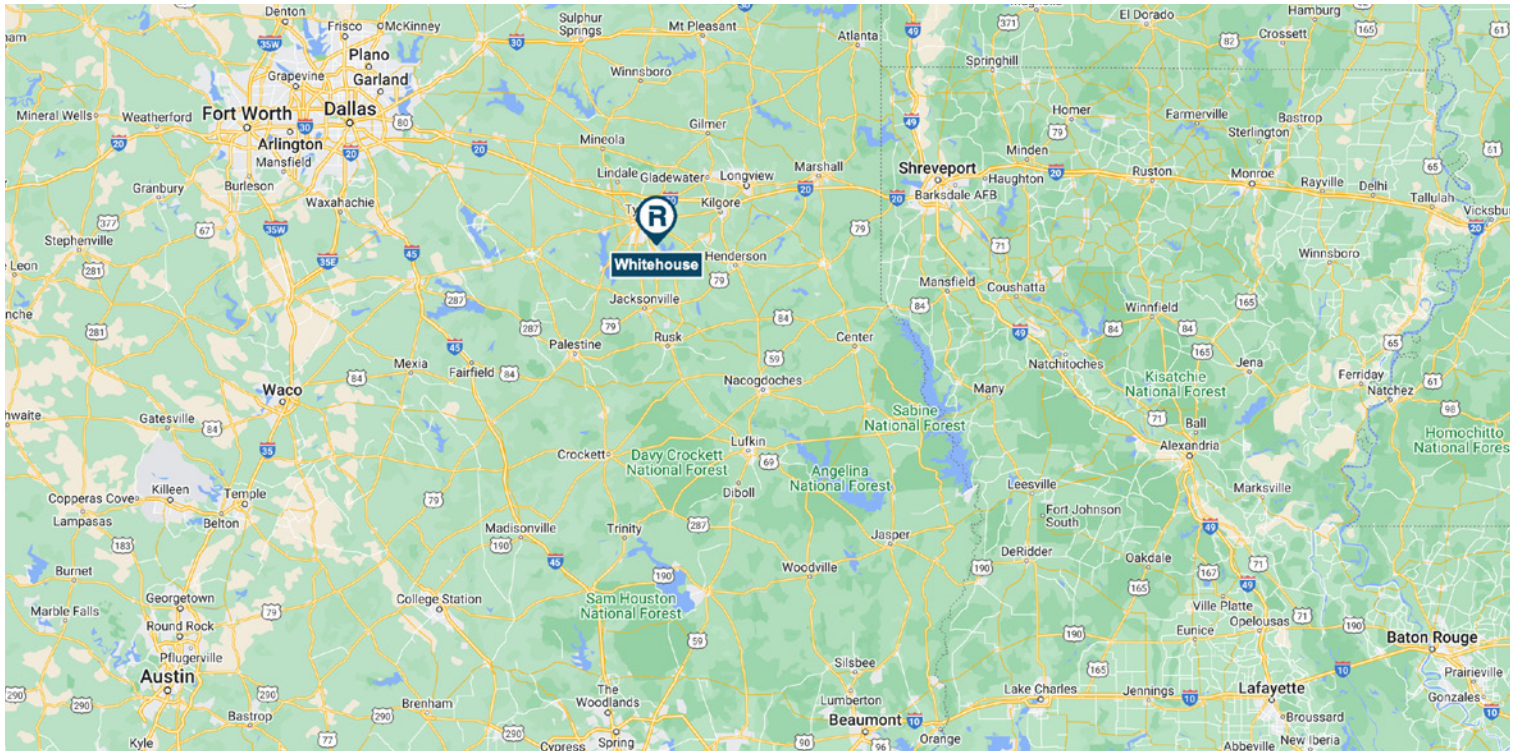
Community Demographic Profile

WHITEHOUSE, TEXAS

Prepared for The City of Whitehouse
August 2024

Community • Demographic Snapshot

Whitehouse, Texas



Population

2020	8,257
2024	8,673
2029	9,131

Educational Attainment (%)

Graduate or Professional Degree	11.71%
Bachelors Degree	22.48%
Associate Degree	11.18%
Some College	26.79%
High School Graduate (or GED)	21.30%
Some High School, No Degree	4.56%
Less than 9th Grade	1.99%

Income

Average HH	\$114,619
Median HH	\$97,404
Per Capita	\$40,572

Age

0 - 9 Years	13.61%
10 - 17 Years	13.42%
18 - 24 Years	9.74%
25 - 34 Years	11.40%
35 - 44 Years	13.48%
45 - 54 Years	12.58%
55 - 64 Years	10.45%
65 and Older	15.32%
Median Age	36.41
Average Age	37.50

Race Distribution (%)

White	78.20%
Black/African American	8.04%
American Indian/Alaskan	0.42%
Asian	2.05%
Native Hawaiian/Islander	0.02%
Other Race	2.71%
Two or More Races	8.57%
Hispanic	10.61%



WHITEHOUSE
ECONOMIC DEVELOPMENT CORPORATION

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Community • Demographic Profile

Whitehouse, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	9,131	
2024 Estimate	8,673	
2020 Census	8,257	
2010 Census	7,833	
Growth 2024 - 2029		5.28%
Growth 2020 - 2024		5.04%
Growth 2010 - 2020		5.41%
2024 Est. Population by Single-Classification Race	8,673	
White Alone	6,782	78.20%
Black or African American Alone	697	8.04%
Amer. Indian and Alaska Native Alone	36	0.42%
Asian Alone	178	2.05%
Native Hawaiian and Other Pacific Island Alone	2	0.02%
Some Other Race Alone	235	2.71%
Two or More Races	743	8.57%
2024 Est. Population by Hispanic or Latino Origin	8,673	
Not Hispanic or Latino	7,753	89.39%
Hispanic or Latino	920	10.61%
Mexican	841	91.41%
Puerto Rican	12	1.30%
Cuban	0	0.00%
All Other Hispanic or Latino	67	7.28%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	920	
White Alone	322	35.00%
Black or African American Alone	29	3.15%
American Indian and Alaska Native Alone	7	0.76%
Asian Alone	1	0.11%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	212	23.04%
Two or More Races	349	37.94%
2024 Est. Pop by Race, Asian Alone, by Category	178	
Chinese, except Taiwanese	3	1.69%
Filipino	154	86.52%
Japanese	0	0.00%
Asian Indian	3	1.69%
Korean	1	0.56%
Vietnamese	7	3.93%
Cambodian	1	0.56%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	9	5.06%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	8,673	
Arab	0	0.00%
Czech	7	0.08%
Danish	29	0.33%
Dutch	130	1.50%
English	841	9.70%
French (except Basque)	253	2.92%
French Canadian	1	0.01%
German	772	8.90%
Greek	10	0.12%
Hungarian	0	0.00%
Irish	676	7.79%
Italian	102	1.18%
Lithuanian	0	0.00%
United States or American	1,640	18.91%
Norwegian	15	0.17%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	139	1.60%
Scotch-Irish	49	0.56%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	79	0.91%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	41	0.47%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,356	27.16%
Ancestry Unclassified	1,533	17.68%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	7,653	94.43%
Speak Asian/Pacific Island Language at Home	27	0.33%
Speak IndoEuropean Language at Home	0	0.00%
Speak Spanish at Home	424	5.23%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile

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DESCRIPTION	DATA	%
2024 Est. Population by Age	8,673	
Age 0 - 4	569	6.56%
Age 5 - 9	611	7.04%
Age 10 - 14	734	8.46%
Age 15 - 17	430	4.96%
Age 18 - 20	401	4.62%
Age 21 - 24	444	5.12%
Age 25 - 34	989	11.40%
Age 35 - 44	1,169	13.48%
Age 45 - 54	1,091	12.58%
Age 55 - 64	906	10.45%
Age 65 - 74	765	8.82%
Age 75 - 84	410	4.73%
Age 85 and over	154	1.78%
Age 16 and over	6,615	76.27%
Age 18 and over	6,329	72.97%
Age 21 and over	5,928	68.35%
Age 65 and over	1,329	15.32%
2024 Est. Median Age		36.41
2024 Est. Average Age		37.50
2024 Est. Population by Sex	8,673	
Male	4,112	47.41%
Female	4,561	52.59%
2024 Est. Male Population by Age	4,112	
Age 0 - 4	289	7.03%
Age 5 - 9	296	7.20%
Age 10 - 14	366	8.90%
Age 15 - 17	228	5.54%
Age 18 - 20	213	5.18%
Age 21 - 24	229	5.57%
Age 25 - 34	457	11.11%
Age 35 - 44	540	13.13%
Age 45 - 54	498	12.11%
Age 55 - 64	428	10.41%
Age 65 - 74	338	8.22%
Age 75 - 84	177	4.30%
Age 85 and over	53	1.29%
2024 Est. Median Age, Male		34.53
2024 Est. Average Age, Male		36.20
2024 Est. Female Population by Age	4,561	
Age 0 - 4	280	6.14%
Age 5 - 9	315	6.91%
Age 10 - 14	368	8.07%
Age 15 - 17	202	4.43%
Age 18 - 20	188	4.12%
Age 21 - 24	215	4.71%
Age 25 - 34	532	11.66%
Age 35 - 44	629	13.79%
Age 45 - 54	593	13.00%
Age 55 - 64	478	10.48%
Age 65 - 74	427	9.36%
Age 75 - 84	233	5.11%
Age 85 and over	101	2.21%
2024 Est. Median Age, Female		37.95
2024 Est. Average Age, Female		38.70

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,843	27.27%
Males, Never Married	1,052	15.56%
Females, Never Married	791	11.70%
Married, Spouse present	3,640	53.85%
Married, Spouse absent	311	4.60%
Widowed	344	5.09%
Males Widowed	83	1.23%
Females Widowed	261	3.86%
Divorced	621	9.19%
Males Divorced	165	2.44%
Females Divorced	456	6.75%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	109	1.99%
Some High School, no diploma	250	4.56%
High School Graduate (or GED)	1,168	21.30%
Some College, no degree	1,469	26.79%
Associate Degree	613	11.18%
Bachelor's Degree	1,233	22.48%
Master's Degree	465	8.48%
Professional School Degree	154	2.81%
Doctorate Degree	23	0.42%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	8	2.04%
High School Graduate	123	31.30%
Some College or Associate's Degree	201	51.15%
Bachelor's Degree or Higher	61	15.52%
Households		
2029 Projection	3,209	
2024 Estimate	3,036	
2020 Census	2,868	
2010 Census	2,718	
Growth 2024 - 2029		5.70%
Growth 2020 - 2024		5.86%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	3,036	
Family Households	2,473	81.46%
Nonfamily Households	563	18.54%
2024 Est. Group Quarters Population	96	
2024 Households by Ethnicity, Hispanic/Latino	211	

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	3,036	
Income < \$15,000	165	5.43%
Income \$15,000 - \$24,999	179	5.90%
Income \$25,000 - \$34,999	160	5.27%
Income \$35,000 - \$49,999	127	4.18%
Income \$50,000 - \$74,999	578	19.04%
Income \$75,000 - \$99,999	343	11.30%
Income \$100,000 - \$124,999	381	12.55%
Income \$125,000 - \$149,999	403	13.27%
Income \$150,000 - \$199,999	372	12.25%
Income \$200,000 - \$249,999	147	4.84%
Income \$250,000 - \$499,999	146	4.81%
Income \$500,000+	35	1.15%
2024 Est. Average Household Income		\$114,619
2024 Est. Median Household Income		\$97,404
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$109,088
Black or African American Alone		\$68,745
American Indian and Alaska Native Alone		\$82,205
Asian Alone		\$89,709
Native Hawaiian and Other Pacific Islander Alone		\$30,126
Some Other Race Alone		\$84,368
Two or More Races		\$18,474
Hispanic or Latino		\$81,845
Not Hispanic or Latino		\$98,423
2024 Est. HH by Type and Presence of Own Child.	3,036	
Family Households with Children	1,190	39.20%
Family Households without Children	1,846	60.80%
Married-Couple Families	1,945	64.06%
Married-Couple Family, own children	758	24.97%
Married-Couple Family, no own children	1,187	39.10%
Cohabiting-Couple Families	148	4.87%
Cohabiting-Couple Family, own children	99	3.26%
Cohabiting-Couple Family, no own children	49	1.61%
Male Householder Families	277	9.12%
Male Householder, own children	65	2.14%
Male Householder, no own children	20	0.66%
Male Householder, only Nonrelatives	6	0.20%
Male Householder, Living Alone	186	6.13%
Female Householder Families	666	21.94%
Female Householder, own children	268	8.83%
Female Householder, no own children	47	1.55%
Female Householder, only Nonrelatives	4	0.13%
Female Householder, Living Alone	347	11.43%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	3,036	
1-person	594	19.57%
2-person	944	31.09%
3-person	543	17.89%
4-person	511	16.83%
5-person	285	9.39%
6-person	107	3.52%
7-or-more-person	52	1.71%
2024 Est. Average Household Size		2.83
2024 Est. Households by Number of Vehicles	3,036	
No Vehicles	132	4.35%
1 Vehicle	679	22.36%
2 Vehicles	1,340	44.14%
3 Vehicles	684	22.53%
4 Vehicles	85	2.80%
5 or more Vehicles	116	3.82%
2024 Est. Average Number of Vehicles		2.1
Family Households		
2029 Projection	2,616	
2024 Estimate	2,473	
2020 Estimate	2,269	
2010 Census	2,216	
Growth 2024 - 2029		5.78%
Growth 2020 - 2024		8.99%
Growth 2010 - 2020		2.39%
2024 Est. Families by Poverty Status	2,473	
2024 Families at or Above Poverty	2,355	95.23%
2024 Families at or Above Poverty with Children	1,215	49.13%
2024 Families Below Poverty	118	4.77%
2024 Families Below Poverty with Children	95	3.84%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	4,402	66.55%
Civilian Labor Force, Unemployed	305	4.61%
Armed Forces	0	0.00%
Not in Labor Force	1,908	28.84%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	2,897	62.34%
Non-Profit Private Workers	313	6.74%
Local Government Workers	133	2.86%
State Government Workers	362	7.79%
Federal Government Workers	624	13.43%
Self-Employed Workers	318	6.84%
Unpaid Family Workers	0	0.00%

Community • Demographic Profile

Whitehouse, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	104	2.24%
Arts/Entertainment/Sports	73	1.57%
Building Grounds Maintenance	124	2.67%
Business/Financial Operations	50	1.08%
Community/Social Services	36	0.78%
Computer/Mathematical	164	3.53%
Construction/Extraction	214	4.61%
Education/Training/Library	419	9.02%
Farming/Fishing/Forestry	1	0.02%
Food Prep/Serving	150	3.23%
Health Practitioner/Technician	515	11.08%
Healthcare Support	94	2.02%
Maintenance Repair	80	1.72%
Legal	4	0.09%
Life/Physical/Social Science	42	0.90%
Management	442	9.51%
Office/Admin. Support	650	13.99%
Production	195	4.20%
Protective Services	291	6.26%
Sales/Related	574	12.35%
Personal Care/Service	111	2.39%
Transportation/Moving	314	6.76%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	3,073	66.13%
Blue Collar	803	17.28%
Service and Farm	771	16.59%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	3,898	84.21%
Car Pooled	289	6.24%
Public Transportation	1	0.02%
Walked	1	0.02%
Bicycle	0	0.00%
Other Means	64	1.38%
Worked at Home	376	8.12%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	808	
15 - 29 Minutes	1,959	
30 - 44 Minutes	1,033	
45 - 59 Minutes	182	
60 or more Minutes	271	
2024 Est. Avg Travel Time to Work in Minutes		27
2024 Est. Occupied Housing Units by Tenure	3,036	
Owner Occupied	2,149	70.78%
Renter Occupied	887	29.22%
2024 Owner Occ. HUs: Avg. Length of Residence		14.10 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.10 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	2,149	
Value Less than \$20,000	112	5.21%
Value \$20,000 - \$39,999	34	1.58%
Value \$40,000 - \$59,999	5	0.23%
Value \$60,000 - \$79,999	6	0.28%
Value \$80,000 - \$99,999	38	1.77%
Value \$100,000 - \$149,999	196	9.12%
Value \$150,000 - \$199,999	410	19.08%
Value \$200,000 - \$299,999	937	43.60%
Value \$300,000 - \$399,999	243	11.31%
Value \$400,000 - \$499,999	53	2.47%
Value \$500,000 - \$749,999	71	3.30%
Value \$750,000 - \$999,999	30	1.40%
Value \$1,000,000 or \$1,499,999	8	0.37%
Value \$1,500,000 or \$1,999,999	6	0.28%
Value \$2,000,000+	0	0.00%
2024 Est. Median All Owner-Occupied Housing Value		\$227,540
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	2,779	87.36%
1 Unit Attached	0	0.00%
2 Units	74	2.33%
3 or 4 Units	36	1.13%
5 to 19 Units	11	0.35%
20 to 49 Units	0	0.00%
50 or More Units	46	1.45%
Mobile Home or Trailer	195	6.13%
Boat, RV, Van, etc.	40	1.26%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	175	5.50%
Housing Units Built 2010 to 2019	301	9.46%
Housing Units Built 2000 to 2009	589	18.52%
Housing Units Built 1990 to 1999	760	23.89%
Housing Units Built 1980 to 1989	670	21.06%
Housing Units Built 1970 to 1979	423	13.30%
Housing Units Built 1960 to 1969	165	5.19%
Housing Units Built 1950 to 1959	72	2.26%
Housing Units Built 1940 to 1949	25	0.79%
Housing Unit Built 1939 or Earlier	1	0.03%
2024 Est. Median Year Structure Built		1993

[†] Years



About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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**RetailCoach**.®

ACKNOWLEDGMENTS

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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