



The **Retail**Coach®

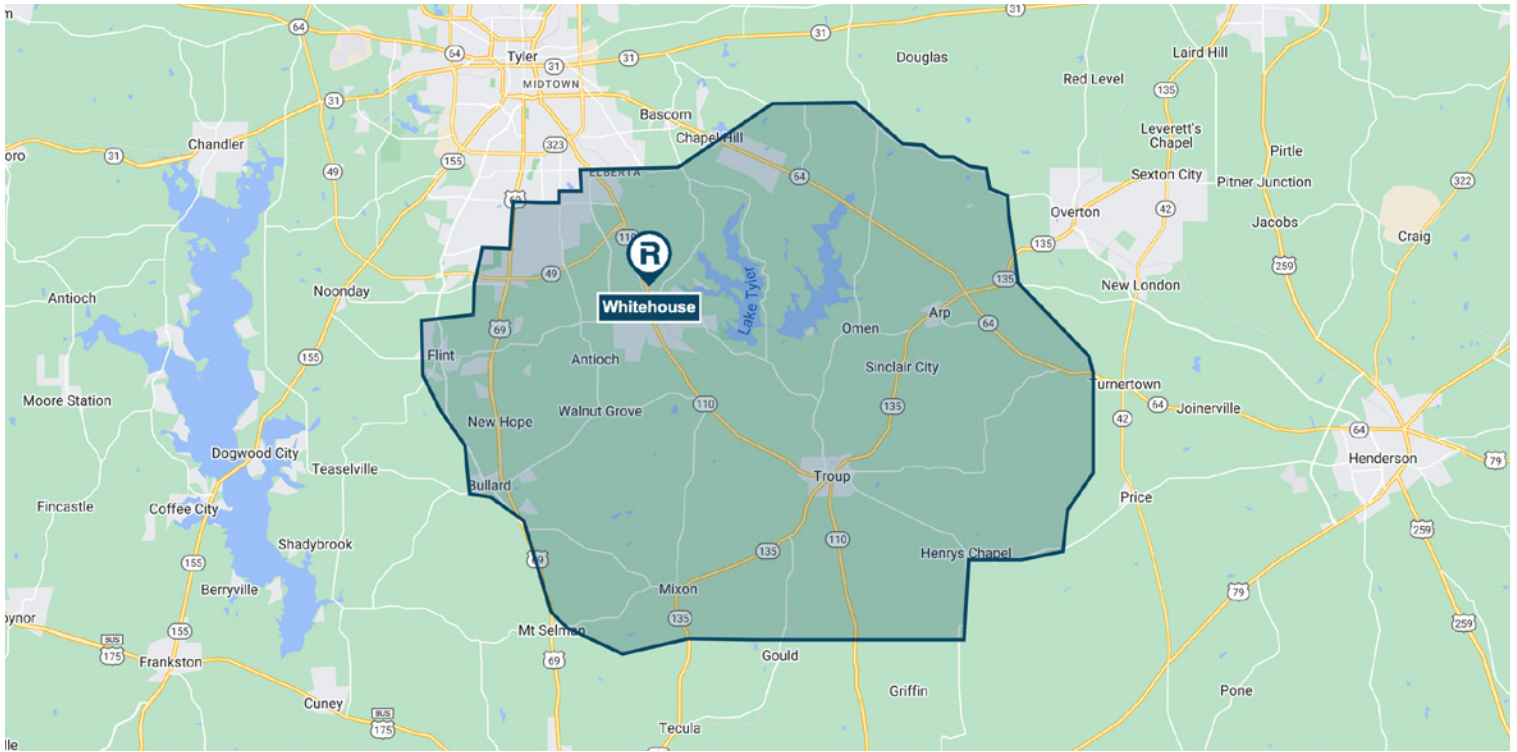
# Primary Retail Trade Area Demographic Profile

WHITEHOUSE, TEXAS

Prepared for The City of Whitehouse  
August 2024

# Primary Retail Trade Area • Demographic Snapshot

Whitehouse, Texas



## Population

2020	54,273	0 - 9 Years	12.57%
2024	57,493	10 - 17 Years	11.59%
2029	61,045	18 - 24 Years	8.89%

## Educational Attainment (%)

Graduate or Professional Degree	11.72%	25 - 34 Years	10.99%
Bachelors Degree	22.41%	35 - 44 Years	12.80%
Associate Degree	9.83%	45 - 54 Years	12.22%
Some College	23.53%	55 - 64 Years	12.06%
High School Graduate (or GED)	24.90%	65 and Older	18.88%
Some High School, No Degree	4.33%	Median Age	39.73
Less than 9th Grade	3.27%	Average Age	40.06

## Income

Average HH	\$112,481	<b>Race Distribution (%)</b>	
Median HH	\$86,708	White	76.18%
Per Capita	\$41,652	Black/African American	8.85%
		American Indian/Alaskan	0.65%
		Asian	1.97%
		Native Hawaiian/Islander	0.04%
		Other Race	3.62%
		Two or More Races	8.68%
		Hispanic	11.31%



**WHITEHOUSE**  
ECONOMIC DEVELOPMENT CORPORATION

**The City of Whitehouse**  
101A Bascom Road  
Whitehouse, Texas 75791  
[www.WhitehouseTX.org](http://www.WhitehouseTX.org)

**Leslie Black, ICMA-CM**  
City Manager  
Direct 903.510.7503  
Main 903.510.7500  
[LBlack@WhitehouseTX.org](mailto:LBlack@WhitehouseTX.org)

**Susan Hargis**  
City Secretary  
Planning & Zoning Director  
Direct 903.510.7502  
[SHargis@WhitehouseTX.org](mailto:SHargis@WhitehouseTX.org)

**Aaron Farmer**  
The Retail Coach, LLC  
President  
Office 662.844.2155  
Cell 662.231.0608  
[AFarmer@TheRetailCoach.net](mailto:AFarmer@TheRetailCoach.net)  
[www.TheRetailCoach.net](http://www.TheRetailCoach.net)



# Primary Retail Trade Area • Demographic Profile

Whitehouse, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	61,045	
2024 Estimate	57,493	
2020 Census	54,273	
2010 Census	48,193	
Growth 2024 - 2029		6.18%
Growth 2020 - 2024		5.93%
Growth 2010 - 2020		12.62%
<b>2024 Est. Population by Single-Classification Race</b>	<b>57,493</b>	
White Alone	43,798	76.18%
Black or African American Alone	5,090	8.85%
Amer. Indian and Alaska Native Alone	376	0.65%
Asian Alone	1,135	1.97%
Native Hawaiian and Other Pacific Island Alone	23	0.04%
Some Other Race Alone	2,081	3.62%
Two or More Races	4,991	8.68%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>57,493</b>	
Not Hispanic or Latino	50,992	88.69%
Hispanic or Latino	6,501	11.31%
Mexican	5,127	78.86%
Puerto Rican	139	2.14%
Cuban	0	0.00%
All Other Hispanic or Latino	1,234	18.98%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>6,501</b>	
White Alone	1,890	29.07%
Black or African American Alone	116	1.78%
American Indian and Alaska Native Alone	144	2.21%
Asian Alone	19	0.29%
Native Hawaiian and Other Pacific Islander Alone	8	0.12%
Some Other Race Alone	1,927	29.64%
Two or More Races	2,398	36.89%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,135</b>	
Chinese, except Taiwanese	192	16.92%
Filipino	451	39.74%
Japanese	0	0.00%
Asian Indian	35	3.08%
Korean	15	1.32%
Vietnamese	164	14.45%
Cambodian	1	0.09%
Hmong	35	3.08%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	242	21.32%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>57,493</b>	
Arab	135	0.24%
Czech	135	0.24%
Danish	72	0.13%
Dutch	637	1.11%
English	6,009	10.45%
French (except Basque)	749	1.30%
French Canadian	138	0.24%
German	4,866	8.46%
Greek	31	0.05%
Hungarian	17	0.03%
Irish	4,675	8.13%
Italian	936	1.63%
Lithuanian	5	0.01%
United States or American	9,117	15.86%
Norwegian	401	0.70%
Polish	161	0.28%
Portuguese	48	0.08%
Russian	58	0.10%
Scottish	1,019	1.77%
Scotch-Irish	649	1.13%
Slovak	6	0.01%
Subsaharan African	447	0.78%
Swedish	250	0.44%
Swiss	37	0.06%
Ukrainian	59	0.10%
Welsh	272	0.47%
West Indian (except Hisp. groups)	23	0.04%
Other ancestries	15,581	27.10%
Ancestry Unclassified	10,961	19.07%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	48,170	89.36%
Speak Asian/Pacific Island Language at Home	490	0.91%
Speak IndoEuropean Language at Home	175	0.33%
Speak Spanish at Home	4,797	8.90%
Speak Other Language at Home	259	0.48%

# Primary Retail Trade Area • Demographic Profile

Whitehouse, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>57,493</b>	
Age 0 - 4	3,589	6.24%
Age 5 - 9	3,635	6.32%
Age 10 - 14	4,238	7.37%
Age 15 - 17	2,424	4.22%
Age 18 - 20	2,328	4.05%
Age 21 - 24	2,782	4.84%
Age 25 - 34	6,319	10.99%
Age 35 - 44	7,360	12.80%
Age 45 - 54	7,027	12.22%
Age 55 - 64	6,936	12.06%
Age 65 - 74	6,310	10.98%
Age 75 - 84	3,437	5.98%
Age 85 and over	1,108	1.93%
Age 16 and over	45,222	78.66%
Age 18 and over	43,606	75.85%
Age 21 and over	41,278	71.80%
Age 65 and over	10,854	18.88%
2024 Est. Median Age		39.73
2024 Est. Average Age		40.06
<b>2024 Est. Population by Sex</b>	<b>57,493</b>	
Male	27,819	48.39%
Female	29,674	51.61%
<b>2024 Est. Male Population by Age</b>	<b>27,819</b>	
Age 0 - 4	1,825	6.56%
Age 5 - 9	1,798	6.46%
Age 10 - 14	2,149	7.72%
Age 15 - 17	1,270	4.57%
Age 18 - 20	1,220	4.38%
Age 21 - 24	1,452	5.22%
Age 25 - 34	3,000	10.78%
Age 35 - 44	3,511	12.62%
Age 45 - 54	3,345	12.02%
Age 55 - 64	3,299	11.86%
Age 65 - 74	2,959	10.64%
Age 75 - 84	1,552	5.58%
Age 85 and over	439	1.58%
2024 Est. Median Age, Male		38.49
2024 Est. Average Age, Male		39.06
<b>2024 Est. Female Population by Age</b>	<b>29,674</b>	
Age 0 - 4	1,764	5.95%
Age 5 - 9	1,838	6.19%
Age 10 - 14	2,089	7.04%
Age 15 - 17	1,155	3.89%
Age 18 - 20	1,108	3.73%
Age 21 - 24	1,329	4.48%
Age 25 - 34	3,319	11.19%
Age 35 - 44	3,848	12.97%
Age 45 - 54	3,683	12.41%
Age 55 - 64	3,637	12.26%
Age 65 - 74	3,351	11.29%
Age 75 - 84	1,885	6.35%
Age 85 and over	669	2.25%
2024 Est. Median Age, Female		40.85
2024 Est. Average Age, Female		40.99

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	12,115	26.32%
Males, Never Married	6,685	14.52%
Females, Never Married	5,430	11.80%
Married, Spouse present	25,217	54.78%
Married, Spouse absent	1,606	3.49%
Widowed	2,430	5.28%
Males Widowed	545	1.18%
Females Widowed	1,885	4.09%
Divorced	4,663	10.13%
Males Divorced	1,606	3.49%
Females Divorced	3,057	6.64%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,260	3.27%
Some High School, no diploma	1,667	4.33%
High School Graduate (or GED)	9,587	24.90%
Some College, no degree	9,059	23.53%
Associate Degree	3,785	9.83%
Bachelor's Degree	8,629	22.41%
Master's Degree	3,395	8.82%
Professional School Degree	688	1.79%
Doctorate Degree	428	1.11%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	759	23.35%
High School Graduate	927	28.52%
Some College or Associate's Degree	870	26.77%
Bachelor's Degree or Higher	694	21.35%
<b>Households</b>		
2029 Projection	22,564	
2024 Estimate	21,190	
2020 Census	19,932	
2010 Census	17,646	
Growth 2024 - 2029		6.48%
Growth 2020 - 2024		6.31%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>21,190</b>	
Family Households	16,539	78.05%
Nonfamily Households	4,651	21.95%
2024 Est. Group Quarters Population	270	
2024 Households by Ethnicity, Hispanic/Latino	1,605	



# Primary Retail Trade Area • Demographic Profile

Whitehouse, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>21,190</b>	
Income < \$15,000	1,405	6.63%
Income \$15,000 - \$24,999	1,221	5.76%
Income \$25,000 - \$34,999	1,250	5.90%
Income \$35,000 - \$49,999	2,020	9.53%
Income \$50,000 - \$74,999	3,351	15.81%
Income \$75,000 - \$99,999	2,754	13.00%
Income \$100,000 - \$124,999	2,412	11.38%
Income \$125,000 - \$149,999	2,046	9.66%
Income \$150,000 - \$199,999	2,230	10.52%
Income \$200,000 - \$249,999	975	4.60%
Income \$250,000 - \$499,999	1,129	5.33%
Income \$500,000+	398	1.88%
2024 Est. Average Household Income		\$112,481
2024 Est. Median Household Income		\$86,708
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$93,548
Black or African American Alone		\$69,721
American Indian and Alaska Native Alone		\$63,324
Asian Alone		\$68,824
Native Hawaiian and Other Pacific Islander Alone		\$30,126
Some Other Race Alone		\$71,203
Two or More Races		\$62,241
Hispanic or Latino		\$63,245
Not Hispanic or Latino		\$88,967
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>21,190</b>	
Family Households with Children	7,538	35.57%
Family Households without Children	13,653	64.43%
<b>Married-Couple Families</b>	<b>13,431</b>	<b>63.38%</b>
Married-Couple Family, own children	5,595	26.40%
Married-Couple Family, no own children	7,836	36.98%
<b>Cohabiting-Couple Families</b>	<b>839</b>	<b>3.96%</b>
Cohabiting-Couple Family, own children	443	2.09%
Cohabiting-Couple Family, no own children	397	1.87%
<b>Male Householder Families</b>	<b>2,330</b>	<b>11.00%</b>
Male Householder, own children	219	1.03%
Male Householder, no own children	259	1.22%
Male Householder, only Nonrelatives	185	0.87%
Male Householder, Living Alone	1,667	7.87%
<b>Female Householder Families</b>	<b>4,590</b>	<b>21.66%</b>
Female Householder, own children	1,281	6.04%
Female Householder, no own children	721	3.40%
Female Householder, only Nonrelatives	183	0.86%
Female Householder, Living Alone	2,406	11.35%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>21,190</b>	
1-person	4,332	20.44%
2-person	7,439	35.11%
3-person	3,629	17.13%
4-person	3,203	15.12%
5-person	1,571	7.41%
6-person	653	3.08%
7-or-more-person	362	1.71%
2024 Est. Average Household Size		2.70
<b>2024 Est. Households by Number of Vehicles</b>	<b>21,190</b>	
No Vehicles	688	3.25%
1 Vehicle	5,152	24.31%
2 Vehicles	9,347	44.11%
3 Vehicles	4,296	20.27%
4 Vehicles	1,118	5.28%
5 or more Vehicles	589	2.78%
2024 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2029 Projection	17,619	
2024 Estimate	16,539	
2020 Estimate	15,273	
2010 Census	13,740	
Growth 2024 - 2029		6.53%
Growth 2020 - 2024		8.29%
Growth 2010 - 2020		11.16%
<b>2024 Est. Families by Poverty Status</b>	<b>16,539</b>	
2024 Families at or Above Poverty	15,427	93.28%
2024 Families at or Above Poverty with Children	7,315	44.23%
2024 Families Below Poverty	1,112	6.72%
2024 Families Below Poverty with Children	765	4.62%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	27,382	60.55%
Civilian Labor Force, Unemployed	1,349	2.98%
Armed Forces	10	0.02%
Not in Labor Force	16,482	36.45%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	18,248	65.84%
Non-Profit Private Workers	1,794	6.47%
Local Government Workers	388	1.40%
State Government Workers	1,411	5.09%
Federal Government Workers	2,900	10.46%
Self-Employed Workers	2,946	10.63%
Unpaid Family Workers	27	0.10%





# Primary Retail Trade Area • Demographic Profile

Whitehouse, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	465	1.68%
Arts/Entertainment/Sports	440	1.59%
Building Grounds Maintenance	1,032	3.72%
Business/Financial Operations	1,137	4.10%
Community/Social Services	282	1.02%
Computer/Mathematical	742	2.68%
Construction/Extraction	1,432	5.17%
Education/Training/Library	2,200	7.94%
Farming/Fishing/Forestry	119	0.43%
Food Prep/Serving	872	3.15%
Health Practitioner/Technician	2,541	9.17%
Healthcare Support	841	3.04%
Maintenance Repair	576	2.08%
Legal	251	0.91%
Life/Physical/Social Science	195	0.70%
Management	2,727	9.84%
Office/Admin. Support	3,583	12.93%
Production	1,457	5.26%
Protective Services	801	2.89%
Sales/Related	3,341	12.06%
Personal Care/Service	657	2.37%
Transportation/Moving	2,023	7.30%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	17,904	64.60%
Blue Collar	5,488	19.80%
Service and Farm	4,322	15.60%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	22,119	81.04%
Car Pooled	2,599	9.52%
Public Transportation	4	0.02%
Walked	68	0.25%
Bicycle	21	0.08%
Other Means	294	1.08%
Worked at Home	2,191	8.03%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	4,983	
15 - 29 Minutes	12,186	
30 - 44 Minutes	5,468	
45 - 59 Minutes	971	
60 or more Minutes	1,501	
2024 Est. Avg Travel Time to Work in Minutes		27
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>21,190</b>	
Owner Occupied	16,369	77.25%
Renter Occupied	4,821	22.75%
2024 Owner Occ. HUs: Avg. Length of Residence		14.59 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		7.14 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>16,369</b>	
Value Less than \$20,000	360	2.20%
Value \$20,000 - \$39,999	427	2.61%
Value \$40,000 - \$59,999	474	2.90%
Value \$60,000 - \$79,999	329	2.01%
Value \$80,000 - \$99,999	565	3.45%
Value \$100,000 - \$149,999	1,260	7.70%
Value \$150,000 - \$199,999	2,177	13.30%
Value \$200,000 - \$299,999	5,081	31.04%
Value \$300,000 - \$399,999	2,029	12.40%
Value \$400,000 - \$499,999	1,231	7.52%
Value \$500,000 - \$749,999	1,489	9.10%
Value \$750,000 - \$999,999	638	3.90%
Value \$1,000,000 or \$1,499,999	209	1.28%
Value \$1,500,000 or \$1,999,999	56	0.34%
Value \$2,000,000+	45	0.28%
2024 Est. Median All Owner-Occupied Housing Value		\$248,367
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	17,890	79.18%
1 Unit Attached	457	2.02%
2 Units	670	2.96%
3 or 4 Units	205	0.91%
5 to 19 Units	314	1.39%
20 to 49 Units	108	0.48%
50 or More Units	121	0.54%
Mobile Home or Trailer	2,776	12.29%
Boat, RV, Van, etc.	54	0.24%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	1,227	5.43%
Housing Units Built 2010 to 2019	2,978	13.18%
Housing Units Built 2000 to 2009	4,840	21.42%
Housing Units Built 1990 to 1999	3,913	17.32%
Housing Units Built 1980 to 1989	3,276	14.50%
Housing Units Built 1970 to 1979	3,237	14.33%
Housing Units Built 1960 to 1969	1,508	6.67%
Housing Units Built 1950 to 1959	712	3.15%
Housing Units Built 1940 to 1949	432	1.91%
Housing Unit Built 1939 or Earlier	472	2.09%
2024 Est. Median Year Structure Built		1994

<sup>†</sup> 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.

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