



# DRIVE TIME DEMOGRAPHICS

## 5-MINUTE DRIVE TIME

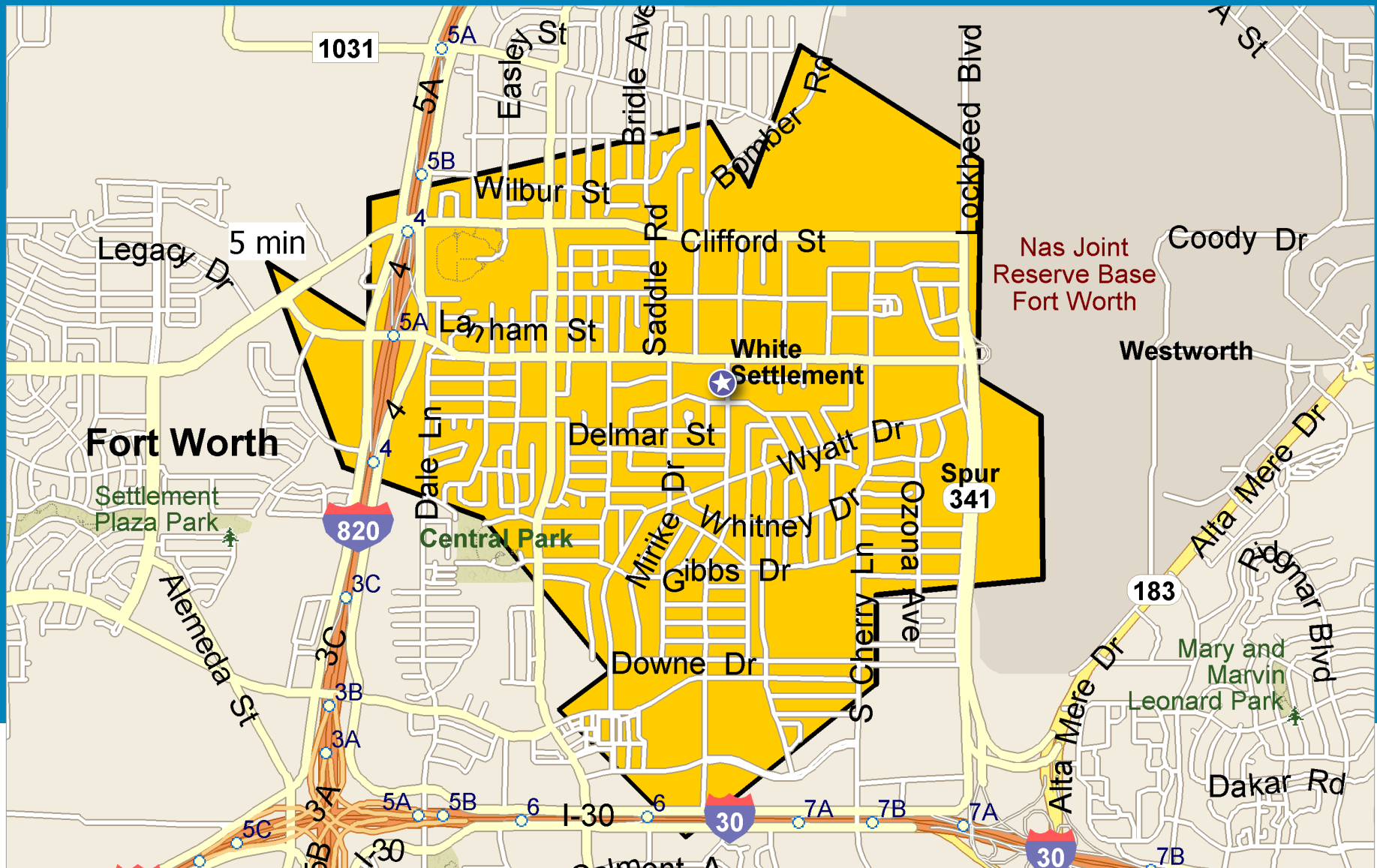
White Settlement, Texas



Prepared for  
City of White Settlement  
January 2015

 **TheRetailCoach®**

## 5-Minute Drive Time White Settlement, Texas



### Contact Information

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## Drive Time Demographics | 5-Minute Drive Time White Settlement, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	11,425	
2014 Estimate	10,858	
2010 Census	10,518	
2000 Census	10,141	
Growth 2014-2019	5.23%	
Growth 2010-2014	3.23%	
Growth 2000-2010	3.72%	
2014 Est. Pop by Single Race Class	10,858	
White Alone	8,646	79.63
Black or African American Alone	438	4.03
Amer. Indian and Alaska Native Alone	91	0.84
Asian Alone	134	1.23
Native Hawaiian and Other Pac. Isl. Alone	13	0.12
Some Other Race Alone	1,240	11.42
Two or More Races	296	2.73
2014 Est. Pop Hisp or Latino by Origin	10,858	
Not Hispanic or Latino	7,823	72.05
Hispanic or Latino:	3,035	27.95
Mexican	2,649	87.28
Puerto Rican	47	1.55
Cuban	13	0.43
All Other Hispanic or Latino	326	10.74

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	3,035	
White Alone	1,570	51.73
Black or African American Alone	23	0.76
American Indian and Alaska Native Alone	35	1.15
Asian Alone	8	0.26
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	1,231	40.56
Two or More Races	168	5.54
2014 Est. Pop. Asian Alone Race by Cat	134	
Chinese, except Taiwanese	0	0.00
Filipino	60	44.78
Japanese	0	0.00
Asian Indian	15	11.19
Korean	0	0.00
Vietnamese	21	15.67
Cambodian	16	11.94
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	23	17.16
2014 Est. Population by Ancestry	10,858	
Pop, Arab	0	0.00
Pop, Czech	24	0.22
Pop, Danish	17	0.16
Pop, Dutch	20	0.18
Pop, English	502	4.62
Pop, French (except Basque)	53	0.49
Pop, French Canadian	0	0.00
Pop, German	963	8.87
Pop, Greek	0	0.00

## Drive Time Demographics | 5-Minute Drive Time White Settlement, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	7	0.06
Pop, Irish	900	8.29
Pop, Italian	108	0.99
Pop, Lithuanian	0	0.00
Pop, United States or American	1,696	15.62
Pop, Norwegian	34	0.31
Pop, Polish	48	0.44
Pop, Portuguese	7	0.06
Pop, Russian	6	0.06
Pop, Scottish	125	1.15
Pop, Scotch-Irish	51	0.47
Pop, Slovak	1	0.01
Pop, Sub-Saharan African	5	0.05
Pop, Swedish	27	0.25
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	0	0.00
Pop, West Indian (exc Hisp groups)	8	0.07
Pop, Other ancestries	4,892	45.05
Pop, Ancestry Unclassified	1,362	12.54
2014 Est. Pop Age 5+ by Language Spoken At Home	9,987	
Speak Only English at Home	7,984	79.94
Speak Asian/Pac. Isl. Lang. at Home	164	1.64
Speak Indo-European Language at Home	114	1.14
Speak Spanish at Home	1,724	17.26
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	10,858	
Male	5,330	49.09
Female	5,528	50.91

DESCRIPTION	DATA	%
2014 Est. Population by Age	10,858	
Age 0 - 4	871	8.02
Age 5 - 9	844	7.77
Age 10 - 14	802	7.39
Age 15 - 17	445	4.10
Age 18 - 20	398	3.67
Age 21 - 24	525	4.84
Age 25 - 34	1,548	14.26
Age 35 - 44	1,387	12.77
Age 45 - 54	1,320	12.16
Age 55 - 64	1,246	11.48
Age 65 - 74	764	7.04
Age 75 - 84	486	4.48
Age 85 and over	221	2.04
Age 16 and over	8,195	75.47
Age 18 and over	7,896	72.72
Age 21 and over	7,498	69.06
Age 65 and over	1,472	13.56
2014 Est. Median Age	35.0	
2014 Est. Average Age	36.80	

## Drive Time Demographics | 5-Minute Drive Time White Settlement, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	5,330	
Age 0 - 4	443	8.31
Age 5 - 9	439	8.24
Age 10 - 14	426	7.99
Age 15 - 17	229	4.30
Age 18 - 20	209	3.92
Age 21 - 24	271	5.08
Age 25 - 34	767	14.39
Age 35 - 44	704	13.21
Age 45 - 54	663	12.44
Age 55 - 64	599	11.24
Age 65 - 74	336	6.30
Age 75 - 84	175	3.28
Age 85 and over	68	1.28
2014 Est. Median Age, Male	33.4	
2014 Est. Average Age, Male	35.10	
2014 Est. Female Population by Age	5,528	
Age 0 - 4	429	7.76
Age 5 - 9	405	7.33
Age 10 - 14	376	6.80
Age 15 - 17	216	3.91
Age 18 - 20	189	3.42
Age 21 - 24	254	4.59
Age 25 - 34	781	14.13
Age 35 - 44	683	12.36
Age 45 - 54	657	11.88
Age 55 - 64	647	11.70
Age 65 - 74	429	7.76
Age 75 - 84	312	5.64
Age 85 and over	153	2.77

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	36.7	
2014 Est. Average Age, Female	38.50	
2014 Est. Pop Age 15+ by Marital Status	8,341	
Total, Never Married	2,320	27.81
Males, Never Married	1,320	15.83
Females, Never Married	1,000	11.99
Married, Spouse present	3,281	39.34
Married, Spouse absent	619	7.42
Widowed	723	8.67
Males Widowed	168	2.01
Females Widowed	555	6.65
Divorced	1,396	16.74
Males Divorced	555	6.65
Females Divorced	841	10.08
2014 Est. Pop. Age 25+ by Edu. Attainment	6,973	
Less than 9th grade	572	8.20
Some High School, no diploma	953	13.67
High School Graduate (or GED)	2,755	39.51
Some College, no degree	1,550	22.23
Associate Degree	338	4.85
Bachelor's Degree	606	8.69
Master's Degree	154	2.21
Professional School Degree	22	0.32
Doctorate Degree	22	0.32
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,485	
CY Pop 25+, Hisp/Lat, < High School Diploma	637	42.90
CY Pop 25+, Hisp/Lat, High School Graduate	476	32.05
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	250	16.84
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	122	8.22

## Drive Time Demographics | 5-Minute Drive Time White Settlement, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	4,415	
2014 Estimate	4,130	
2010 Census	3,933	
2000 Census	3,867	
Growth 2014-2019	6.89%	
Growth 2010-2014	5.02%	
Growth 2000-2010	1.69%	
2014 Est. Households by Household Type	4,130	
Family Households	2,639	63.90
Nonfamily Households	1,492	36.13
2014 Est. Group Quarters Population	336	
2014 HHs by Ethnicity, Hispanic/Latino	807	19.54
2014 Est. HHs by HH Income	4,130	
CY HHs, Inc < \$15,000	725	17.55
CY HHs, Inc \$15,000 - \$24,999	696	16.85
CY HHs, Inc \$25,000 - \$34,999	636	15.40
CY HHs, Inc \$35,000 - \$49,999	618	14.96
CY HHs, Inc \$50,000 - \$74,999	698	16.90
CY HHs, Inc \$75,000 - \$99,999	430	10.41
CY HHs, Inc \$100,000 - \$124,999	141	3.41
CY HHs, Inc \$125,000 - \$149,999	90	2.18
CY HHs, Inc \$150,000 - \$199,999	36	0.87
CY HHs, Inc \$200,000 - \$249,999	18	0.44
CY HHs, Inc \$250,000 - \$499,999	32	0.77
CY HHs, Inc \$500,000+	8	0.19

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$48,244	
2014 Est. Median Household Income	\$35,182	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	35,637	
Black or African American Alone	20,227	
American Indian and Alaska Native Alone	29,527	
Asian Alone	42,193	
Native Hawaiian and Other Pacific Islander Alone	57,909	
Some Other Race Alone	43,068	
Two or More Races	29,630	
Hispanic or Latino	29,910	
Not Hispanic or Latino	37,355	
2014 Est. Family HH Type, Presence Own Children	2,639	
Married-Couple Family, own children	705	26.71
Married-Couple Family, no own children	900	34.10
Male Householder, own children	157	5.95
Male Householder, no own children	134	5.08
Female Householder, own children	426	16.14
Female Householder, no own children	316	11.97
2014 Est. Households by Household Size	4,130	
1-person household	1,298	31.43
2-person household	1,165	28.21
3-person household	639	15.47
4-person household	530	12.83
5-person household	282	6.83
6-person household	131	3.17
7 or more person household	85	2.06

## Drive Time Demographics | 5-Minute Drive Time White Settlement, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.55	
2014 Est. Households by Presence of People	4,130	
Households with 1 or more People under Age 18:	1,520	36.80
Married-Couple Family	802	52.76
Other Family, Male Householder	187	12.30
Other Family, Female Householder	518	34.08
Nonfamily, Male Householder	11	0.72
Nonfamily, Female Householder	3	0.20
Households no People under Age 18:	2,610	63.20
Married-Couple Family	803	30.77
Other Family, Male Householder	109	4.18
Other Family, Female Householder	221	8.47
Nonfamily, Male Householder	686	26.28
Nonfamily, Female Householder	791	30.31
2014 Est. Households by Number of Vehicles	4,130	
No Vehicles	236	5.71
1 Vehicle	1,751	42.40
2 Vehicles	1,578	38.21
3 Vehicles	431	10.44
4 Vehicles	103	2.49
5 or more Vehicles	31	0.75
2014 Est. Average Number of Vehicles	1.65	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	2,812	
2014 Estimate	2,639	
2010 Census	2,520	
2000 Census	2,610	
Growth 2014-2019	6.56%	
Growth 2010-2014	4.69%	
Growth 2000-2010	-3.43%	
2014 Est. Families by Poverty Status	2,639	
2014 Families at or Above Poverty	2,031	76.96
2014 Families at or Above Poverty with Children	912	34.56
2014 Families Below Poverty	608	23.04
2014 Families Below Poverty with Children	511	19.36
2014 Est. Pop Age 16+ by Employment Status	8,195	
In Armed Forces	5	0.06
Civilian - Employed	4,493	54.83
Civilian - Unemployed	416	5.08
Not in Labor Force	3,281	40.04
2014 Est. Civ Employed Pop 16+ Class of Worker	4,670	
For-Profit Private Workers	3,486	74.65
Non-Profit Private Workers	210	4.50
Local Government Workers	381	8.16
State Government Workers	120	2.57
Federal Government Workers	127	2.72
Self-Emp Workers	345	7.39
Unpaid Family Workers	0	0.00

## Drive Time Demographics | 5-Minute Drive Time White Settlement, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	4,670	
Architect/Engineer	70	1.50
Arts/Entertain/Sports	42	0.90
Building Grounds Maint	394	8.44
Business/Financial Ops	97	2.08
Community/Soc Svcs	39	0.84
Computer/Mathematical	87	1.86
Construction/Extraction	430	9.21
Edu/Training/Library	169	3.62
Farm/Fish/Forestry	3	0.06
Food Prep/Serving	372	7.97
Health Practitioner/Tec	214	4.58
Healthcare Support	154	3.30
Maintenance Repair	277	5.93
Legal	7	0.15
Life/Phys/Soc Science	9	0.19
Management	306	6.55
Office/Admin Support	643	13.77
Production	411	8.80
Protective Svcs	97	2.08
Sales/Related	364	7.79
Personal Care/Svc	84	1.80
Transportation/Moving	401	8.59
2014 Est. Pop 16+ by Occupation Classification	4,670	
Blue Collar	1,519	32.53
White Collar	2,047	43.83
Service and Farm	1,104	23.64

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	4,655	
Drove Alone	3,705	79.59
Car Pooled	687	14.76
Public Transportation	26	0.56
Walked	56	1.20
Bicycle	3	0.06
Other Means	71	1.53
Worked at Home	107	2.30
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,521	
15 - 29 Minutes	1,831	
30 - 44 Minutes	703	
45 - 59 Minutes	256	
60 or more Minutes	217	
2014 Est. Avg Travel Time to Work in Minutes	23.89	
2014 Est. Tenure of Occupied Housing Units	4,130	
Owner Occupied	2,189	53.00
Renter Occupied	1,941	47.00
2014 Owner Occ. HUs: Avg. Length of Residence	19.5	
2014 Renter Occ. HUs: Avg. Length of Residence	6.3	



## Drive Time Demographics | 5-Minute Drive Time White Settlement, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	2,189	
Value Less than \$20,000	129	5.89
Value \$20,000 - \$39,999	131	5.98
Value \$40,000 - \$59,999	318	14.53
Value \$60,000 - \$79,999	528	24.12
Value \$80,000 - \$99,999	418	19.10
Value \$100,000 - \$149,999	414	18.91
Value \$150,000 - \$199,999	146	6.67
Value \$200,000 - \$299,999	57	2.60
Value \$300,000 - \$399,999	16	0.73
Value \$400,000 - \$499,999	15	0.69
Value \$500,000 - \$749,999	13	0.59
Value \$750,000 - \$999,999	1	0.05
Value \$1,000,000 or more	4	0.18
2014 Est. Median All Owner-Occupied Housing Value	\$79,547	
2014 Est. Housing Units by Units in Structure	4,574	
1 Unit Attached	151	3.30
1 Unit Detached	3,189	69.72
2 Units	94	2.06
3 or 4 Units	619	13.53
5 to 19 Units	275	6.01
20 to 49 Units	92	2.01
50 or More Units	24	0.52
Mobile Home or Trailer	116	2.54
Boat, RV, Van, etc.	12	0.26

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	4,574	
Housing Unit Built 2005 or later	431	9.42
Housing Unit Built 2000 to 2004	387	8.46
Housing Unit Built 1990 to 1999	138	3.02
Housing Unit Built 1980 to 1989	585	12.79
Housing Unit Built 1970 to 1979	688	15.04
Housing Unit Built 1960 to 1969	528	11.54
Housing Unit Built 1950 to 1959	1,025	22.41
Housing Unit Built 1940 to 1949	687	15.02
Housing Unit Built 1939 or Earlier	106	2.32
2014 Est. Median Year Structure Built **	1969	



C. Kelly Cofer  
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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

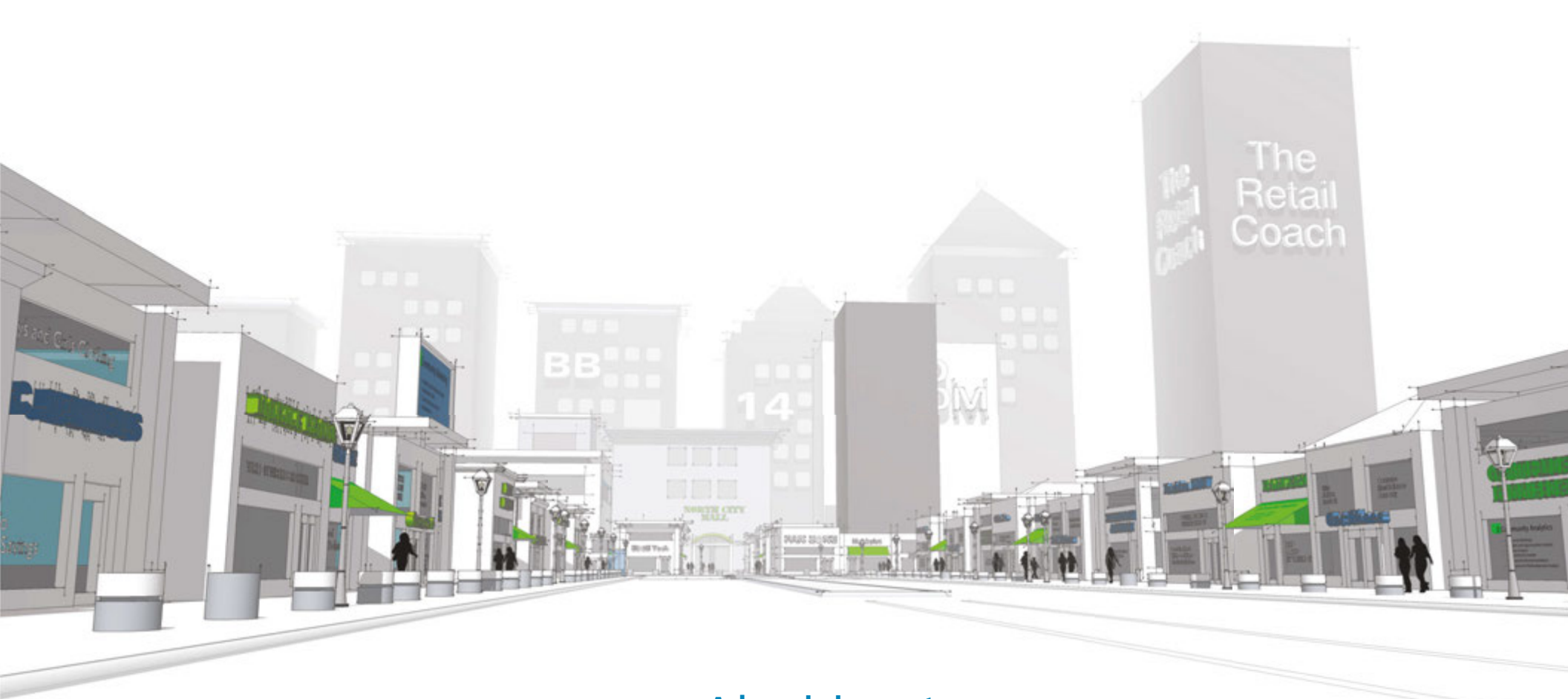
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2014, 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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