



COMMUNITY DEMOGRAPHIC PROFILE

White Settlement, Texas

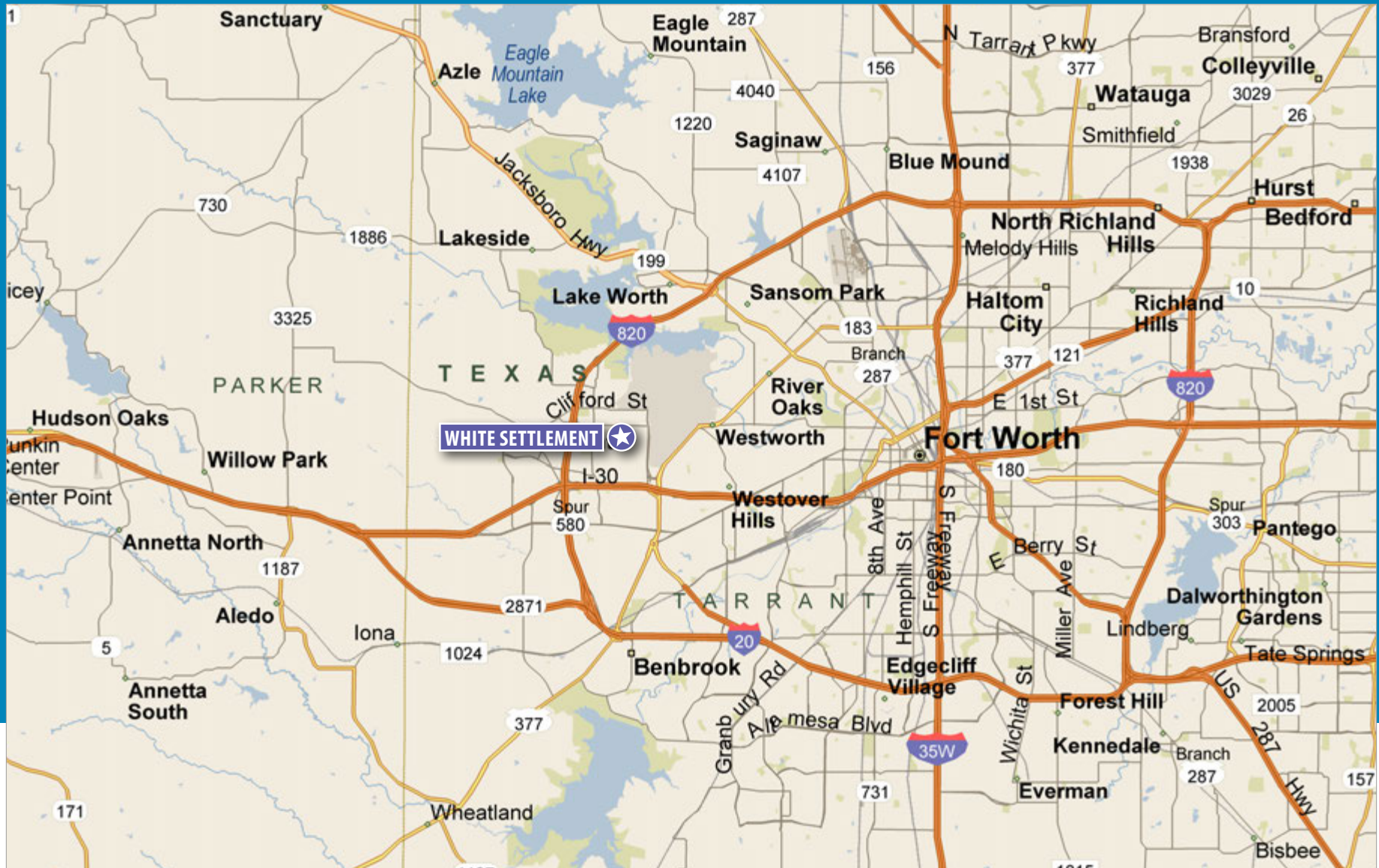


Prepared for
City of White Settlement
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 **TheRetailCoach®**

Location Map

White Settlement, Texas



Contact Information

Kyle Reeves, Economic Development Director
City of White Settlement
214 Meadow Park Drive
White Settlement, Texas 76108

Phone 817.246.4971 ext. 225
kreeves@wstx.us
www.wstx.us

Community Demographics

White Settlement, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	17,720	
2015 Estimate	16,876	
2010 Census	16,116	
2000 Census	14,666	
Growth 2015-2020	5.00%	
Growth 2010-2015	4.72%	
Growth 2000-2010	9.89%	
2015 Est. Population by Single-Classification Race	16,876	
White Alone	13,334	79.01
Black or African American Alone	771	4.57
Amer. Indian and Alaska Native Alone	150	0.89
Asian Alone	279	1.65
Native Hawaiian and Other Pac. Isl. Alone	29	0.17
Some Other Race Alone	1,817	10.77
Two or More Races	496	2.94
2015 Est. Population by Hispanic or Latino Origin	16,876	
Not Hispanic or Latino	12,261	72.65
Hispanic or Latino:	4,615	27.35
Mexican	4,027	87.26
Puerto Rican	74	1.60
Cuban	22	0.48
All Other Hispanic or Latino	492	10.66

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	4,615	
White Alone	2,461	53.33
Black or African American Alone	39	0.85
American Indian and Alaska Native Alone	57	1.24
Asian Alone	14	0.30
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	1,805	39.11
Two or More Races	239	5.18
2015 Est. Pop by Race, Asian Alone, by Category	279	
Chinese, except Taiwanese	0	0.00
Filipino	99	35.48
Japanese	0	0.00
Asian Indian	19	6.81
Korean	0	0.00
Vietnamese	71	25.45
Cambodian	42	15.05
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	48	17.20
2015 Est. Population by Ancestry	16,876	
Arab	0	0.00
Czech	46	0.27
Danish	63	0.37
Dutch	57	0.34
English	616	3.65
French (except Basque)	63	0.37
French Canadian	0	0.00
German	1,269	7.52
Greek	0	0.00

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DESCRIPTION	DATA	%
Hungarian	16	0.09
Irish	870	5.16
Italian	126	0.75
Lithuanian	1	0.01
United States or American	2,620	15.53
Norwegian	49	0.29
Polish	61	0.36
Portuguese	16	0.09
Russian	8	0.05
Scottish	284	1.68
Scotch-Irish	78	0.46
Slovak	0	0.00
Subsaharan African	230	1.36
Swedish	34	0.20
Swiss	1	0.01
Ukrainian	0	0.00
Welsh	0	0.00
West Indian (except Hisp. groups)	0	0.00
Other ancestries	8,321	49.31
Ancestry Unclassified	2,047	12.13
2015 Est. Pop Age 5+ by Language Spoken at Home	15,552	
Speak Only English at Home	11,585	74.49
Speak Asian/Pac. Isl. Lang. at Home	312	2.01
Speak IndoEuropean Language at Home	270	1.74
Speak Spanish at Home	3,385	21.77
Speak Other Language at Home	0	0.00
2015 Est. Population by Sex	16,876	
Male	8,239	48.82
Female	8,637	51.18

DESCRIPTION	DATA	%
2015 Est. Population by Age	16,876	
Age 0 - 4	1,324	7.85
Age 5 - 9	1,283	7.60
Age 10 - 14	1,246	7.38
Age 15 - 17	660	3.91
Age 18 - 20	603	3.57
Age 21 - 24	804	4.76
Age 25 - 34	2,415	14.31
Age 35 - 44	2,181	12.92
Age 45 - 54	2,011	11.92
Age 55 - 64	1,926	11.41
Age 65 - 74	1,290	7.64
Age 75 - 84	763	4.52
Age 85 and over	370	2.19
Age 16 and over	12,800	75.85
Age 18 and over	12,363	73.26
Age 21 and over	11,760	69.68
Age 65 and over	2,423	14.36
2015 Est. Median Age	35.5	
2015 Est. Average Age	37.3	

Community Demographics

White Settlement, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	8,239	
Age 0 - 4	673	8.17
Age 5 - 9	648	7.87
Age 10 - 14	661	8.02
Age 15 - 17	348	4.22
Age 18 - 20	322	3.91
Age 21 - 24	420	5.10
Age 25 - 34	1,189	14.43
Age 35 - 44	1,107	13.44
Age 45 - 54	1,003	12.17
Age 55 - 64	916	11.12
Age 65 - 74	573	6.95
Age 75 - 84	275	3.34
Age 85 and over	104	1.26
2015 Est. Median Age, Male	33.8	
2015 Est. Average Age, Male	35.5	
2015 Est. Female Population by Age	8,637	
Age 0 - 4	651	7.54
Age 5 - 9	635	7.35
Age 10 - 14	585	6.77
Age 15 - 17	312	3.61
Age 18 - 20	281	3.25
Age 21 - 24	384	4.45
Age 25 - 34	1,226	14.19
Age 35 - 44	1,074	12.43
Age 45 - 54	1,008	11.67
Age 55 - 64	1,010	11.69
Age 65 - 74	717	8.30
Age 75 - 84	488	5.65
Age 85 and over	266	3.08

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	37.3	
2015 Est. Average Age, Female	39.0	
2015 Est. Pop Age 15+ by Marital Status	13,023	
Total, Never Married	3,843	29.51
Males, Never Married	2,131	16.36
Females, Never Married	1,712	13.15
Married, Spouse present	5,176	39.75
Married, Spouse absent	975	7.49
Widowed	979	7.52
Males Widowed	263	2.02
Females Widowed	716	5.50
Divorced	2,050	15.74
Males Divorced	783	6.01
Females Divorced	1,267	9.73
2015 Est. Pop Age 25+ by Edu. Attainment	10,956	
Less than 9th grade	934	8.53
Some High School, no diploma	1,275	11.64
High School Graduate (or GED)	4,050	36.97
Some College, no degree	2,717	24.80
Associate Degree	564	5.15
Bachelor's Degree	959	8.75
Master's Degree	387	3.53
Professional School Degree	40	0.37
Doctorate Degree	30	0.27
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	2,287	
No High School Diploma	982	42.94
High School Graduate	749	32.75
Some College or Associate's Degree	449	19.63
Bachelor's Degree or Higher	107	4.68

Community Demographics

White Settlement, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	6,729	
2015 Estimate	6,343	
2010 Census	5,987	
2000 Census	5,549	
Growth 2015-2020	6.09%	
Growth 2010-2015	5.95%	
Growth 2000-2010	7.89%	
2015 Est. Households by Household Type	6,343	
Family Households	4,104	64.70
Nonfamily Households	2,239	35.30
2015 Est. Group Quarters Population	625	
2015 HHs by Ethnicity, Hispanic/Latino	1,233	19.44
2015 Est. Households by HH Income	6,343	
Income < \$15,000	965	15.21
Income \$15,000 - \$24,999	941	14.84
Income \$25,000 - \$34,999	848	13.37
Income \$35,000 - \$49,999	1,019	16.06
Income \$50,000 - \$74,999	1,149	18.11
Income \$75,000 - \$99,999	757	11.93
Income \$100,000 - \$124,999	294	4.64
Income \$125,000 - \$149,999	149	2.35
Income \$150,000 - \$199,999	89	1.40
Income \$200,000 - \$249,999	43	0.68
Income \$250,000 - \$499,999	64	1.01
Income \$500,000+	25	0.39

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$54,488	
2015 Est. Median Household Income	\$41,146	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	42,473	
Black or African American Alone	22,344	
American Indian and Alaska Native Alone	44,000	
Asian Alone	40,417	
Native Hawaiian and Other Pacific Islander Alone	50,000	
Some Other Race Alone	45,000	
Two or More Races	31,410	
Hispanic or Latino	33,816	
Not Hispanic or Latino	42,458	
2015 Est. Family HH Type by Presence of Own Child.	4,104	
Married-Couple Family, own children	1,138	27.73
Married-Couple Family, no own children	1,447	35.26
Male Householder, own children	223	5.43
Male Householder, no own children	196	4.78
Female Householder, own children	632	15.40
Female Householder, no own children	468	11.40
2015 Est. Households by Household Size	6,343	
1-person	1,924	30.33
2-person	1,844	29.07
3-person	994	15.67
4-person	815	12.85
5-person	443	6.98
6-person	191	3.01
7-or-more-person	132	2.08

Community Demographics

White Settlement, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.56	
2015 Est. Households by Presence of People Under 18	6,343	
Households with 1 or More People under Age 18:	2,328	36.70
Married-Couple Family	1,280	54.98
Other Family, Male Householder	259	11.13
Other Family, Female Householder	764	32.82
Nonfamily, Male Householder	20	0.86
Nonfamily, Female Householder	5	0.21
Households with No People under Age 18:	4,015	63.30
Married-Couple Family	1,301	32.40
Other Family, Male Householder	160	3.99
Other Family, Female Householder	341	8.49
Nonfamily, Male Householder	1,006	25.06
Nonfamily, Female Householder	1,207	30.06
2015 Est. Households by Number of Vehicles	6,343	
No Vehicles	312	4.92
1 Vehicle	2,488	39.22
2 Vehicles	2,552	40.23
3 Vehicles	799	12.60
4 Vehicles	139	2.19
5 or more Vehicles	53	0.84
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	4,344	
2015 Estimate	4,104	
2010 Census	3,893	
2000 Census	3,745	
Growth 2015-2020	5.85%	
Growth 2010-2015	5.42%	
Growth 2000-2010	3.95%	
2015 Est. Families by Poverty Status	4,104	
2015 Families at or Above Poverty	3,325	81.02
2015 Families at or Above Poverty with Children	1,366	33.28
2015 Families Below Poverty	779	18.98
2015 Families Below Poverty with Children	660	16.08
2015 Est. Pop Age 16+ by Employment Status	12,800	
In Armed Forces	7	0.05
Civilian - Employed	7,365	57.54
Civilian - Unemployed	575	4.49
Not in Labor Force	4,853	37.91
2015 Est. Civ. Employed Pop 16+ by Class of Worker	7,529	
For-Profit Private Workers	5,688	75.55
Non-Profit Private Workers	252	3.35
Local Government Workers	489	6.49
State Government Workers	230	3.05
Federal Government Workers	237	3.15
Self-Employed Workers	624	8.29
Unpaid Family Workers	9	0.12

Community Demographics

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	7,529	
Architect/Engineer	109	1.45
Arts/Entertainment/Sports	117	1.55
Building Grounds Maintenance	609	8.09
Business/Financial Operations	175	2.32
Community/Social Services	43	0.57
Computer/Mathematical	169	2.24
Construction/Extraction	576	7.65
Education/Training/Library	290	3.85
Farming/Fishing/Forestry	2	0.03
Food Prep/Serving	516	6.85
Health Practitioner/Technician	322	4.28
Healthcare Support	185	2.46
Maintenance Repair	372	4.94
Legal	14	0.19
Life/Physical/Social Science	7	0.09
Management	445	5.91
Office/Admin. Support	1,135	15.08
Production	682	9.06
Protective Services	175	2.32
Sales/Related	676	8.98
Personal Care/Service	213	2.83
Transportation/Moving	697	9.26
2015 Est. Pop 16+ by Occupation Classification	7,529	
Blue Collar	2,327	30.91
White Collar	3,502	46.51
Service and Farm	1,700	22.58

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	7,511	
Drove Alone	6,073	80.85
Car Pooled	915	12.18
Public Transportation	31	0.41
Walked	125	1.66
Bicycle	1	0.01
Other Means	129	1.72
Worked at Home	237	3.16
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,252	
15 - 29 Minutes	2,950	
30 - 44 Minutes	1,178	
45 - 59 Minutes	457	
60 or more Minutes	456	
2015 Est. Avg. Travel Time to Work in Minutes	25.57	
2015 Est. Occupied Housing Units by Tenure	6,343	
Owner Occupied	3,474	54.77
Renter Occupied	2,869	45.23
2015 Owner Occ. HUs: Avg. Length of Residence	17.0	
2015 Renter Occ. HUs: Avg. Length of Residence	6.9	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	3,474	
Value Less than \$20,000	149	4.29
Value \$20,000 - \$39,999	164	4.72
Value \$40,000 - \$59,999	404	11.63
Value \$60,000 - \$79,999	748	21.53
Value \$80,000 - \$99,999	529	15.23
Value \$100,000 - \$149,999	788	22.68
Value \$150,000 - \$199,999	322	9.27
Value \$200,000 - \$299,999	137	3.94
Value \$300,000 - \$399,999	60	1.73
Value \$400,000 - \$499,999	74	2.13
Value \$500,000 - \$749,999	76	2.19
Value \$750,000 - \$999,999	11	0.32
Value \$1,000,000 or more	12	0.35
2015 Est. Median All Owner-Occupied Housing Value	\$90,284	
2015 Est. Housing Units by Units in Structure	6,992	
1 Unit Attached	240	3.43
1 Unit Detached	4,933	70.55
2 Units	225	3.22
3 or 4 Units	884	12.64
5 to 19 Units	512	7.32
20 to 49 Units	60	0.86
50 or More Units	35	0.50
Mobile Home or Trailer	90	1.29
Boat, RV, Van, etc.	13	0.19

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	6,992	
Housing Units Built 2010 or later	394	5.64
Housing Units Built 2000 to 2009	1,619	23.16
Housing Units Built 1990 to 1999	198	2.83
Housing Units Built 1980 to 1989	788	11.27
Housing Units Built 1970 to 1979	931	13.32
Housing Units Built 1960 to 1969	902	12.90
Housing Units Built 1950 to 1959	1,250	17.88
Housing Units Built 1940 to 1949	789	11.28
Housing Unit Built 1939 or Earlier	121	1.73
2015 Est. Median Year Structure Built**	1975	



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.**

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
tel 800.851.0962 | fax 662.844.2738 | e-mail info@theretailcoach.net | web www.theretailcoach.net



Acknowledgements

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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.

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