



PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

White Settlement, Texas

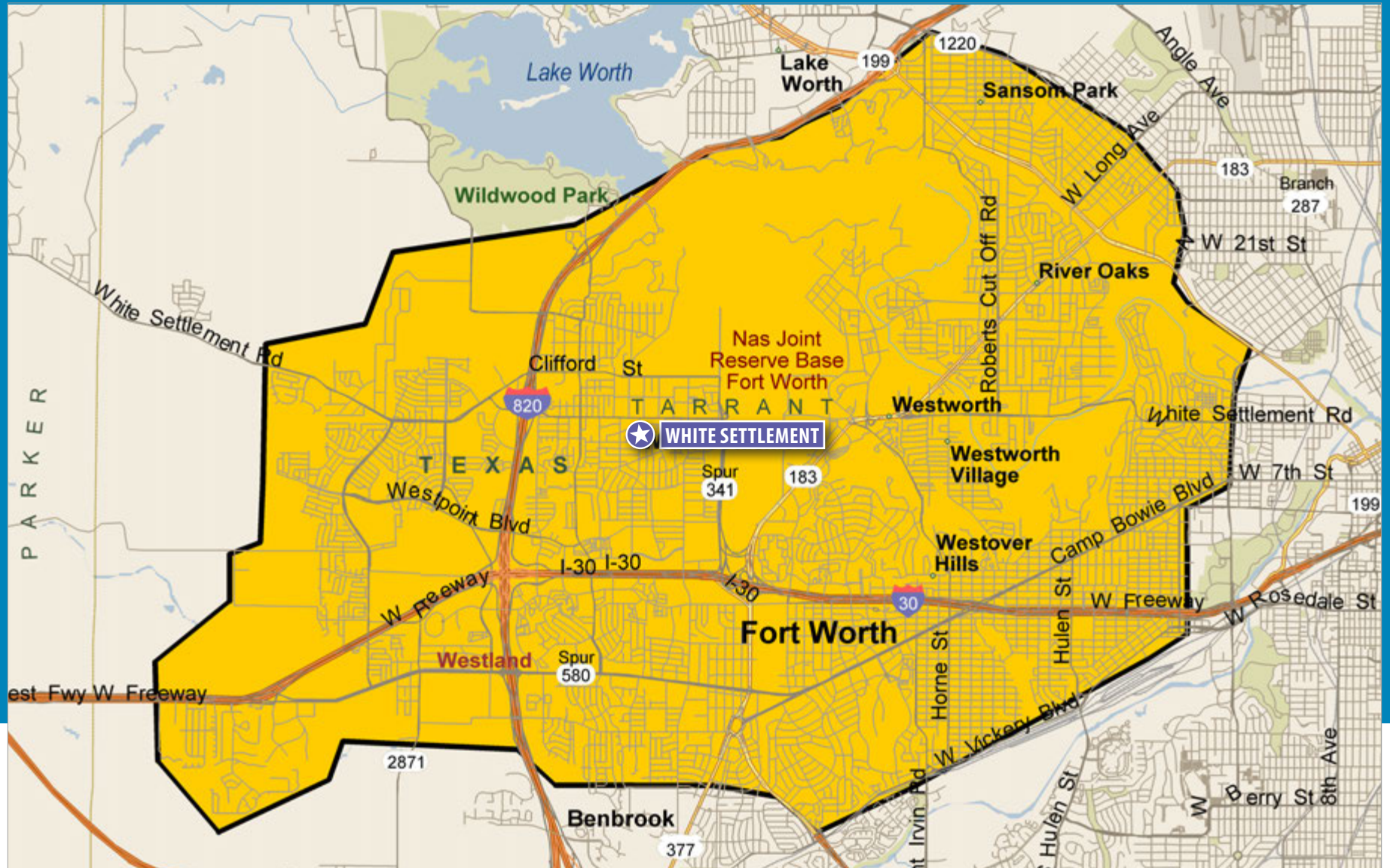


Prepared for
City of White Settlement
January 2015

 **TheRetailCoach®**

Primary Retail Trade Area

White Settlement, Texas



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Primary Retail Trade Area | Demographics

White Settlement, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	145,849	
2015 Estimate	138,570	
2010 Census	131,813	
2000 Census	120,289	
Growth 2015-2020	5.25%	
Growth 2010-2015	5.13%	
Growth 2000-2010	9.58%	
2015 Est. Population by Single-Classification Race	138,570	
White Alone	101,520	73.26
Black or African American Alone	12,629	9.11
Amer. Indian and Alaska Native Alone	1,084	0.78
Asian Alone	2,107	1.52
Native Hawaiian and Other Pac. Isl. Alone	96	0.07
Some Other Race Alone	16,904	12.20
Two or More Races	4,230	3.05
2015 Est. Population by Hispanic or Latino Origin	138,570	
Not Hispanic or Latino	91,903	66.32
Hispanic or Latino:	46,667	33.68
Mexican	41,522	88.98
Puerto Rican	670	1.44
Cuban	197	0.42
All Other Hispanic or Latino	4,277	9.16

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	46,667	
White Alone	26,961	57.77
Black or African American Alone	387	0.83
American Indian and Alaska Native Alone	483	1.03
Asian Alone	75	0.16
Native Hawaiian and Other Pacific Islander Alone	27	0.06
Some Other Race Alone	16,753	35.90
Two or More Races	1,980	4.24
2015 Est. Pop by Race, Asian Alone, by Category	2,107	
Chinese, except Taiwanese	269	12.77
Filipino	416	19.74
Japanese	134	6.36
Asian Indian	308	14.62
Korean	107	5.08
Vietnamese	333	15.80
Cambodian	93	4.41
Hmong	3	0.14
Laotian	49	2.33
Thai	52	2.47
All Other Asian Races Including 2+ Category	342	16.23
2015 Est. Population by Ancestry	138,570	
Arab	302	0.22
Czech	389	0.28
Danish	104	0.08
Dutch	591	0.43
English	7,205	5.20
French (except Basque)	1,501	1.08
French Canadian	266	0.19
German	9,473	6.84
Greek	259	0.19

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DESCRIPTION	DATA	%
Hungarian	161	0.12
Irish	7,040	5.08
Italian	1,628	1.17
Lithuanian	60	0.04
United States or American	15,306	11.05
Norwegian	466	0.34
Polish	833	0.60
Portuguese	129	0.09
Russian	366	0.26
Scottish	1,830	1.32
Scotch-Irish	1,378	0.99
Slovak	35	0.03
Subsaharan African	627	0.45
Swedish	449	0.32
Swiss	44	0.03
Ukrainian	18	0.01
Welsh	345	0.25
West Indian (except Hisp. groups)	38	0.03
Other ancestries	73,056	52.72
Ancestry Unclassified	14,670	10.59
2015 Est. Pop Age 5+ by Language Spoken at Home	128,127	
Speak Only English at Home	89,655	69.97
Speak Asian/Pac. Isl. Lang. at Home	1,541	1.20
Speak IndoEuropean Language at Home	2,551	1.99
Speak Spanish at Home	34,160	26.66
Speak Other Language at Home	220	0.17
2015 Est. Population by Sex	138,570	
Male	67,178	48.48
Female	71,392	51.52

DESCRIPTION	DATA	%
2015 Est. Population by Age	138,570	
Age 0 - 4	10,443	7.54
Age 5 - 9	10,305	7.44
Age 10 - 14	9,522	6.87
Age 15 - 17	5,241	3.78
Age 18 - 20	4,820	3.48
Age 21 - 24	6,689	4.83
Age 25 - 34	21,901	15.81
Age 35 - 44	18,720	13.51
Age 45 - 54	17,102	12.34
Age 55 - 64	15,981	11.53
Age 65 - 74	10,048	7.25
Age 75 - 84	5,359	3.87
Age 85 and over	2,440	1.76
Age 16 and over	106,577	76.91
Age 18 and over	103,059	74.37
Age 21 and over	98,238	70.89
Age 65 and over	17,846	12.88
2015 Est. Median Age	35.2	
2015 Est. Average Age	36.9	

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	67,178	
Age 0 - 4	5,313	7.91
Age 5 - 9	5,250	7.82
Age 10 - 14	4,844	7.21
Age 15 - 17	2,677	3.98
Age 18 - 20	2,490	3.71
Age 21 - 24	3,339	4.97
Age 25 - 34	10,725	15.97
Age 35 - 44	9,145	13.61
Age 45 - 54	8,241	12.27
Age 55 - 64	7,584	11.29
Age 65 - 74	4,590	6.83
Age 75 - 84	2,204	3.28
Age 85 and over	776	1.16
2015 Est. Median Age, Male	34.0	
2015 Est. Average Age, Male	35.7	
2015 Est. Female Population by Age	71,392	
Age 0 - 4	5,130	7.19
Age 5 - 9	5,055	7.08
Age 10 - 14	4,678	6.55
Age 15 - 17	2,563	3.59
Age 18 - 20	2,330	3.26
Age 21 - 24	3,351	4.69
Age 25 - 34	11,176	15.65
Age 35 - 44	9,574	13.41
Age 45 - 54	8,861	12.41
Age 55 - 64	8,397	11.76
Age 65 - 74	5,457	7.64
Age 75 - 84	3,155	4.42
Age 85 and over	1,664	2.33

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	36.5	
2015 Est. Average Age, Female	38.1	
2015 Est. Pop Age 15+ by Marital Status	108,299	
Total, Never Married	33,938	31.34
Males, Never Married	18,431	17.02
Females, Never Married	15,506	14.32
Married, Spouse present	44,715	41.29
Married, Spouse absent	6,688	6.18
Widowed	6,666	6.16
Males Widowed	1,830	1.69
Females Widowed	4,836	4.47
Divorced	16,292	15.04
Males Divorced	6,245	5.77
Females Divorced	10,048	9.28
2015 Est. Pop Age 25+ by Edu. Attainment	91,549	
Less than 9th grade	7,669	8.38
Some High School, no diploma	10,014	10.94
High School Graduate (or GED)	24,442	26.70
Some College, no degree	21,874	23.89
Associate Degree	4,682	5.11
Bachelor's Degree	15,076	16.47
Master's Degree	5,457	5.96
Professional School Degree	1,609	1.76
Doctorate Degree	724	0.79
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	24,482	
No High School Diploma	11,842	48.37
High School Graduate	6,231	25.45
Some College or Associate's Degree	4,795	19.59
Bachelor's Degree or Higher	1,614	6.59

Primary Retail Trade Area | Demographics

White Settlement, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	58,591	
2015 Estimate	55,334	
2010 Census	52,358	
2000 Census	48,600	
Growth 2015-2020	5.89%	
Growth 2010-2015	5.68%	
Growth 2000-2010	7.73%	
2015 Est. Households by Household Type	55,334	
Family Households	33,465	60.48
Nonfamily Households	21,869	39.52
2015 Est. Group Quarters Population	3,005	
2015 HHs by Ethnicity, Hispanic/Latino	13,103	23.68
2015 Est. Households by HH Income	55,334	
Income < \$15,000	8,604	15.55
Income \$15,000 - \$24,999	7,211	13.03
Income \$25,000 - \$34,999	7,208	13.03
Income \$35,000 - \$49,999	7,978	14.42
Income \$50,000 - \$74,999	10,042	18.15
Income \$75,000 - \$99,999	5,724	10.34
Income \$100,000 - \$124,999	3,173	5.73
Income \$125,000 - \$149,999	1,879	3.40
Income \$150,000 - \$199,999	1,523	2.75
Income \$200,000 - \$249,999	609	1.10
Income \$250,000 - \$499,999	1,014	1.83
Income \$500,000+	368	0.67

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$62,056	
2015 Est. Median Household Income	\$43,731	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	47,909	
Black or African American Alone	24,849	
American Indian and Alaska Native Alone	47,397	
Asian Alone	41,162	
Native Hawaiian and Other Pacific Islander Alone	48,853	
Some Other Race Alone	34,877	
Two or More Races	36,408	
Hispanic or Latino	33,168	
Not Hispanic or Latino	47,633	
2015 Est. Family HH Type by Presence of Own Child.	33,465	
Married-Couple Family, own children	10,096	30.17
Married-Couple Family, no own children	12,537	37.46
Male Householder, own children	1,521	4.55
Male Householder, no own children	1,502	4.49
Female Householder, own children	4,437	13.26
Female Householder, no own children	3,372	10.08
2015 Est. Households by Household Size	55,334	
1-person	18,654	33.71
2-person	16,203	29.28
3-person	8,044	14.54
4-person	6,281	11.35
5-person	3,558	6.43
6-person	1,600	2.89
7-or-more-person	995	1.80

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.45	
2015 Est. Households by Presence of People Under 18	55,334	
Households with 1 or More People under Age 18:	18,251	32.98
Married-Couple Family	10,948	59.99
Other Family, Male Householder	1,806	9.90
Other Family, Female Householder	5,308	29.08
Nonfamily, Male Householder	137	0.75
Nonfamily, Female Householder	53	0.29
Households with No People under Age 18:	37,082	67.01
Married-Couple Family	11,694	31.54
Other Family, Male Householder	1,208	3.26
Other Family, Female Householder	2,505	6.76
Nonfamily, Male Householder	10,499	28.31
Nonfamily, Female Householder	11,176	30.14
2015 Est. Households by Number of Vehicles	55,334	
No Vehicles	3,687	6.66
1 Vehicle	23,009	41.58
2 Vehicles	20,816	37.62
3 Vehicles	5,865	10.60
4 Vehicles	1,411	2.55
5 or more Vehicles	546	0.99
2015 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	35,459	
2015 Estimate	33,465	
2010 Census	31,686	
2000 Census	29,870	
Growth 2015-2020	5.96%	
Growth 2010-2015	5.62%	
Growth 2000-2010	6.08%	
2015 Est. Families by Poverty Status	33,465	
2015 Families at or Above Poverty	27,923	83.44
2015 Families at or Above Poverty with Children	13,016	38.89
2015 Families Below Poverty	5,542	16.56
2015 Families Below Poverty with Children	4,719	14.10
2015 Est. Pop Age 16+ by Employment Status	106,577	
In Armed Forces	289	0.27
Civilian - Employed	62,422	58.57
Civilian - Unemployed	6,291	5.90
Not in Labor Force	37,575	35.26
2015 Est. Civ. Employed Pop 16+ by Class of Worker	63,682	
For-Profit Private Workers	46,766	73.44
Non-Profit Private Workers	3,826	6.01
Local Government Workers	4,195	6.59
State Government Workers	1,537	2.41
Federal Government Workers	1,836	2.88
Self-Employed Workers	5,439	8.54
Unpaid Family Workers	83	0.13

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	63,682	
Architect/Engineer	1,237	1.94
Arts/Entertainment/Sports	1,061	1.67
Building Grounds Maintenance	3,480	5.46
Business/Financial Operations	2,781	4.37
Community/Social Services	783	1.23
Computer/Mathematical	1,184	1.86
Construction/Extraction	4,174	6.55
Education/Training/Library	3,344	5.25
Farming/Fishing/Forestry	140	0.22
Food Prep/Serving	5,056	7.94
Health Practitioner/Technician	2,556	4.01
Healthcare Support	1,343	2.11
Maintenance Repair	2,383	3.74
Legal	961	1.51
Life/Physical/Social Science	350	0.55
Management	4,951	7.77
Office/Admin. Support	8,794	13.81
Production	4,266	6.70
Protective Services	1,147	1.80
Sales/Related	6,960	10.93
Personal Care/Service	2,114	3.32
Transportation/Moving	4,615	7.25
2015 Est. Pop 16+ by Occupation Classification	63,682	
Blue Collar	15,439	24.24
White Collar	34,962	54.90
Service and Farm	13,281	20.86

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	63,301	
Drove Alone	51,083	80.70
Car Pooled	7,182	11.35
Public Transportation	564	0.89
Walked	1,063	1.68
Bicycle	108	0.17
Other Means	957	1.51
Worked at Home	2,344	3.70
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	17,908	
15 - 29 Minutes	26,188	
30 - 44 Minutes	10,236	
45 - 59 Minutes	3,309	
60 or more Minutes	3,277	
2015 Est. Avg. Travel Time to Work in Minutes	24.90	
2015 Est. Occupied Housing Units by Tenure	55,334	
Owner Occupied	29,843	53.93
Renter Occupied	25,490	46.07
2015 Owner Occ. HUs: Avg. Length of Residence	16.3	
2015 Renter Occ. HUs: Avg. Length of Residence	6.9	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	29,843	
Value Less than \$20,000	732	2.45
Value \$20,000 - \$39,999	728	2.44
Value \$40,000 - \$59,999	1,927	6.46
Value \$60,000 - \$79,999	3,239	10.85
Value \$80,000 - \$99,999	3,804	12.75
Value \$100,000 - \$149,999	7,249	24.29
Value \$150,000 - \$199,999	3,617	12.12
Value \$200,000 - \$299,999	3,557	11.92
Value \$300,000 - \$399,999	1,553	5.20
Value \$400,000 - \$499,999	1,102	3.69
Value \$500,000 - \$749,999	1,178	3.95
Value \$750,000 - \$999,999	462	1.55
Value \$1,000,000 or more	695	2.33
2015 Est. Median All Owner-Occupied Housing Value	\$130,978	
2015 Est. Housing Units by Units in Structure	61,906	
1 Unit Attached	2,161	3.49
1 Unit Detached	37,527	60.62
2 Units	1,476	2.38
3 or 4 Units	3,435	5.55
5 to 19 Units	10,407	16.81
20 to 49 Units	2,934	4.74
50 or More Units	3,032	4.90
Mobile Home or Trailer	895	1.45
Boat, RV, Van, etc.	39	0.06

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	61,906	
Housing Units Built 2010 or later	3,544	5.72
Housing Units Built 2000 to 2009	9,529	15.39
Housing Units Built 1990 to 1999	3,766	6.08
Housing Units Built 1980 to 1989	8,198	13.24
Housing Units Built 1970 to 1979	8,234	13.30
Housing Units Built 1960 to 1969	7,351	11.87
Housing Units Built 1950 to 1959	10,617	17.15
Housing Units Built 1940 to 1949	6,700	10.82
Housing Unit Built 1939 or Earlier	3,968	6.41
2015 Est. Median Year Structure Built**	1973	



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

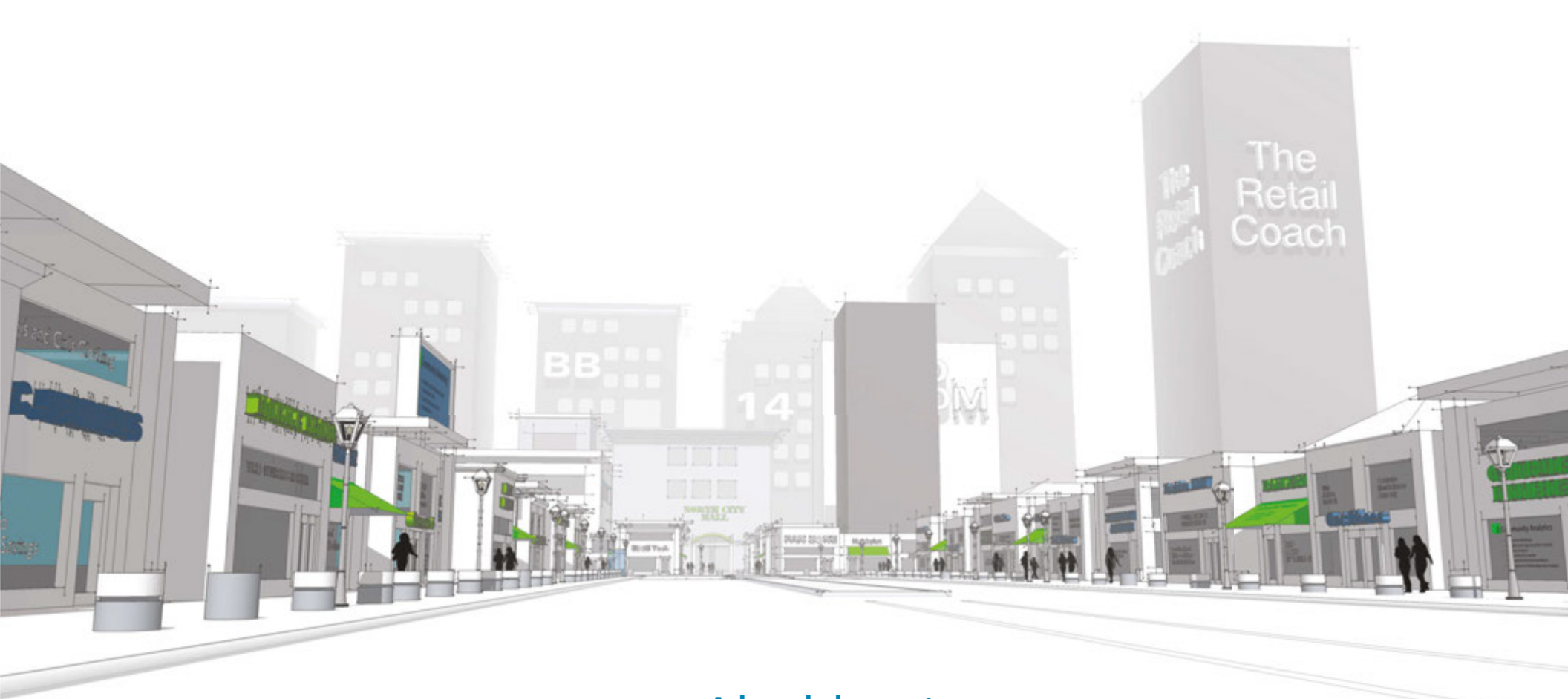
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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