



RADIAL DEMOGRAPHICS

1-MILE RADIAL

White Settlement, Texas

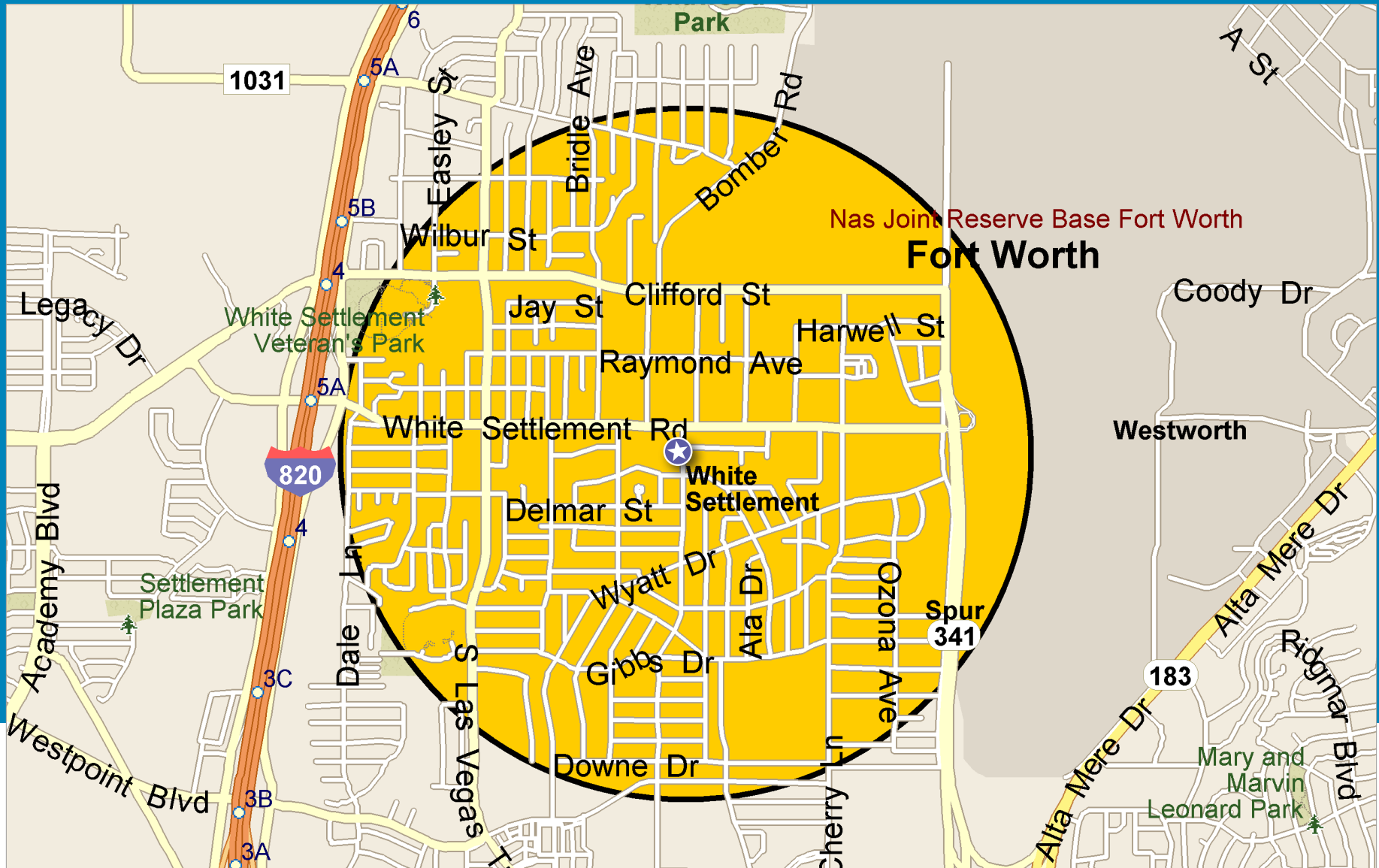


Prepared for
City of White Settlement
January 2015

 **TheRetailCoach®**

I-Mile Radial

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

Radial Demographics | 1-Mile Radial White Settlement, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	10,730	
2014 Estimate	10,251	
2010 Census	9,983	
2000 Census	9,709	
Growth 2014-2019	4.67%	
Growth 2010-2014	2.68%	
Growth 2000-2010	2.83%	
2014 Est. Pop by Single Race Class	10,251	
White Alone	8,228	80.27
Black or African American Alone	379	3.70
Amer. Indian and Alaska Native Alone	82	0.80
Asian Alone	132	1.29
Native Hawaiian and Other Pac. Isl. Alone	13	0.13
Some Other Race Alone	1,115	10.88
Two or More Races	300	2.93
2014 Est. Pop Hisp or Latino by Origin	10,251	
Not Hispanic or Latino	7,407	72.26
Hispanic or Latino:	2,844	27.74
Mexican	2,480	87.20
Puerto Rican	45	1.58
Cuban	12	0.42
All Other Hispanic or Latino	308	10.83

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	2,844	
White Alone	1,510	53.09
Black or African American Alone	17	0.60
American Indian and Alaska Native Alone	28	0.98
Asian Alone	11	0.39
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	1,107	38.92
Two or More Races	172	6.05
2014 Est. Pop. Asian Alone Race by Cat	132	
Chinese, except Taiwanese	0	0.00
Filipino	54	40.91
Japanese	0	0.00
Asian Indian	11	8.33
Korean	0	0.00
Vietnamese	25	18.94
Cambodian	17	12.88
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	25	18.94
2014 Est. Population by Ancestry	10,251	
Pop, Arab	0	0.00
Pop, Czech	21	0.20
Pop, Danish	15	0.15
Pop, Dutch	21	0.20
Pop, English	478	4.66
Pop, French (except Basque)	46	0.45
Pop, French Canadian	0	0.00
Pop, German	902	8.80
Pop, Greek	0	0.00

Radial Demographics | 1-Mile Radial White Settlement, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	8	0.08
Pop, Irish	869	8.48
Pop, Italian	106	1.03
Pop, Lithuanian	0	0.00
Pop, United States or American	1,659	16.18
Pop, Norwegian	33	0.32
Pop, Polish	47	0.46
Pop, Portuguese	8	0.08
Pop, Russian	4	0.04
Pop, Scottish	113	1.10
Pop, Scotch-Irish	44	0.43
Pop, Slovak	1	0.01
Pop, Sub-Saharan African	5	0.05
Pop, Swedish	22	0.21
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	0	0.00
Pop, West Indian (exc Hisp groups)	8	0.08
Pop, Other ancestries	4,553	44.42
Pop, Ancestry Unclassified	1,286	12.55
2014 Est. Pop Age 5+ by Language Spoken At Home	9,429	
Speak Only English at Home	7,524	79.80
Speak Asian/Pac. Isl. Lang. at Home	167	1.77
Speak Indo-European Language at Home	112	1.19
Speak Spanish at Home	1,626	17.24
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	10,251	
Male	5,084	49.60
Female	5,167	50.40

DESCRIPTION	DATA	%
2014 Est. Population by Age	10,251	
Age 0 - 4	822	8.02
Age 5 - 9	801	7.81
Age 10 - 14	776	7.57
Age 15 - 17	430	4.19
Age 18 - 20	384	3.75
Age 21 - 24	500	4.88
Age 25 - 34	1,459	14.23
Age 35 - 44	1,348	13.15
Age 45 - 54	1,279	12.48
Age 55 - 64	1,171	11.42
Age 65 - 74	699	6.82
Age 75 - 84	414	4.04
Age 85 and over	167	1.63
Age 16 and over	7,710	75.21
Age 18 and over	7,421	72.39
Age 21 and over	7,037	68.65
Age 65 and over	1,280	12.49
2014 Est. Median Age	34.7	
2014 Est. Average Age	36.30	

Radial Demographics | 1-Mile Radial White Settlement, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	5,084	
Age 0 - 4	418	8.22
Age 5 - 9	417	8.20
Age 10 - 14	414	8.14
Age 15 - 17	220	4.33
Age 18 - 20	201	3.95
Age 21 - 24	259	5.09
Age 25 - 34	726	14.28
Age 35 - 44	682	13.41
Age 45 - 54	653	12.84
Age 55 - 64	569	11.19
Age 65 - 74	311	6.12
Age 75 - 84	160	3.15
Age 85 and over	54	1.06
2014 Est. Median Age, Male	33.4	
2014 Est. Average Age, Male	35.00	
2014 Est. Female Population by Age	5,167	
Age 0 - 4	405	7.84
Age 5 - 9	384	7.43
Age 10 - 14	362	7.01
Age 15 - 17	210	4.06
Age 18 - 20	182	3.52
Age 21 - 24	241	4.66
Age 25 - 34	733	14.19
Age 35 - 44	666	12.89
Age 45 - 54	626	12.12
Age 55 - 64	602	11.65
Age 65 - 74	388	7.51
Age 75 - 84	254	4.92
Age 85 and over	113	2.19

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	36.0	
2014 Est. Average Age, Female	37.60	
2014 Est. Pop Age 15+ by Marital Status	7,851	
Total, Never Married	2,206	28.10
Males, Never Married	1,239	15.78
Females, Never Married	967	12.32
Married, Spouse present	3,133	39.91
Married, Spouse absent	615	7.83
Widowed	634	8.08
Males Widowed	149	1.90
Females Widowed	485	6.18
Divorced	1,263	16.09
Males Divorced	522	6.65
Females Divorced	741	9.44
2014 Est. Pop. Age 25+ by Edu. Attainment	6,537	
Less than 9th grade	533	8.15
Some High School, no diploma	870	13.31
High School Graduate (or GED)	2,561	39.18
Some College, no degree	1,468	22.46
Associate Degree	315	4.82
Bachelor's Degree	593	9.07
Master's Degree	150	2.29
Professional School Degree	24	0.37
Doctorate Degree	24	0.37
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,387	
CY Pop 25+, Hisp/Lat, < High School Diploma	589	42.47
CY Pop 25+, Hisp/Lat, High School Graduate	450	32.44
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	221	15.93
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	127	9.16

Radial Demographics | 1-Mile Radial White Settlement, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	4,050	
2014 Estimate	3,818	
2010 Census	3,665	
2000 Census	3,656	
Growth 2014-2019	6.06%	
Growth 2010-2014	4.19%	
Growth 2000-2010	0.24%	
2014 Est. Households by Household Type	3,818	
Family Households	2,540	66.53
Nonfamily Households	1,278	33.47
2014 Est. Group Quarters Population	254	
2014 HHs by Ethnicity, Hispanic/Latino	744	19.49
2014 Est. HHs by HH Income	3,818	
CY HHs, Inc < \$15,000	617	16.16
CY HHs, Inc \$15,000 - \$24,999	623	16.32
CY HHs, Inc \$25,000 - \$34,999	598	15.66
CY HHs, Inc \$35,000 - \$49,999	554	14.51
CY HHs, Inc \$50,000 - \$74,999	672	17.60
CY HHs, Inc \$75,000 - \$99,999	415	10.87
CY HHs, Inc \$100,000 - \$124,999	144	3.77
CY HHs, Inc \$125,000 - \$149,999	94	2.46
CY HHs, Inc \$150,000 - \$199,999	37	0.97
CY HHs, Inc \$200,000 - \$249,999	20	0.52
CY HHs, Inc \$250,000 - \$499,999	35	0.92
CY HHs, Inc \$500,000+	9	0.24

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$50,510	
2014 Est. Median Household Income	\$36,922	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	37,452	
Black or African American Alone	15,741	
American Indian and Alaska Native Alone	43,966	
Asian Alone	40,216	
Native Hawaiian and Other Pacific Islander Alone	61,263	
Some Other Race Alone	46,745	
Two or More Races	30,621	
Hispanic or Latino	31,131	
Not Hispanic or Latino	38,606	
2014 Est. Family HH Type, Presence Own Children	2,540	
Married-Couple Family, own children	695	27.36
Married-Couple Family, no own children	888	34.96
Male Householder, own children	140	5.51
Male Householder, no own children	128	5.04
Female Householder, own children	392	15.43
Female Householder, no own children	297	11.69
2014 Est. Households by Household Size	3,818	
1-person household	1,090	28.55
2-person household	1,110	29.07
3-person household	615	16.11
4-person household	522	13.67
5-person household	275	7.20
6-person household	122	3.20
7 or more person household	83	2.17

Radial Demographics | 1-Mile Radial White Settlement, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.62	
2014 Est. Households by Presence of People	3,818	
Households with 1 or more People under Age 18:	1,450	37.98
Married-Couple Family	788	54.34
Other Family, Male Householder	170	11.72
Other Family, Female Householder	478	32.97
Nonfamily, Male Householder	12	0.83
Nonfamily, Female Householder	2	0.14
Households no People under Age 18:	2,368	62.02
Married-Couple Family	795	33.57
Other Family, Male Householder	103	4.35
Other Family, Female Householder	206	8.70
Nonfamily, Male Householder	613	25.89
Nonfamily, Female Householder	651	27.49
2014 Est. Households by Number of Vehicles	3,818	
No Vehicles	178	4.66
1 Vehicle	1,500	39.29
2 Vehicles	1,549	40.57
3 Vehicles	448	11.73
4 Vehicles	111	2.91
5 or more Vehicles	32	0.84
2014 Est. Average Number of Vehicles	1.72	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	2,692	
2014 Estimate	2,540	
2010 Census	2,441	
2000 Census	2,528	
Growth 2014-2019	5.99%	
Growth 2010-2014	4.06%	
Growth 2000-2010	-3.46%	
2014 Est. Families by Poverty Status	2,540	
2014 Families at or Above Poverty	1,977	77.83
2014 Families at or Above Poverty with Children	862	33.94
2014 Families Below Poverty	563	22.17
2014 Families Below Poverty with Children	472	18.58
2014 Est. Pop Age 16+ by Employment Status	7,710	
In Armed Forces	6	0.08
Civilian - Employed	4,270	55.38
Civilian - Unemployed	384	4.98
Not in Labor Force	3,049	39.55
2014 Est. Civ Employed Pop 16+ Class of Worker	4,432	
For-Profit Private Workers	3,326	75.05
Non-Profit Private Workers	180	4.06
Local Government Workers	371	8.37
State Government Workers	105	2.37
Federal Government Workers	130	2.93
Self-Emp Workers	321	7.24
Unpaid Family Workers	0	0.00

Radial Demographics | 1-Mile Radial White Settlement, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	4,432	
Architect/Engineer	70	1.58
Arts/Entertain/Sports	44	0.99
Building Grounds Maint	350	7.90
Business/Financial Ops	92	2.08
Community/Soc Svcs	35	0.79
Computer/Mathematical	80	1.81
Construction/Extraction	412	9.30
Edu/Training/Library	167	3.77
Farm/Fish/Forestry	3	0.07
Food Prep/Serving	344	7.76
Health Practitioner/Tec	202	4.56
Healthcare Support	131	2.96
Maintenance Repair	271	6.11
Legal	8	0.18
Life/Phys/Soc Science	10	0.23
Management	272	6.14
Office/Admin Support	624	14.08
Production	412	9.30
Protective Svcs	108	2.44
Sales/Related	348	7.85
Personal Care/Svc	81	1.83
Transportation/Moving	368	8.30
2014 Est. Pop 16+ by Occupation Classification	4,432	
Blue Collar	1,463	33.01
White Collar	1,952	44.04
Service and Farm	1,017	22.95

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	4,422	
Drove Alone	3,527	79.76
Car Pooled	634	14.34
Public Transportation	25	0.57
Walked	48	1.09
Bicycle	3	0.07
Other Means	73	1.65
Worked at Home	114	2.58
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,436	
15 - 29 Minutes	1,750	
30 - 44 Minutes	685	
45 - 59 Minutes	224	
60 or more Minutes	194	
2014 Est. Avg Travel Time to Work in Minutes	23.63	
2014 Est. Tenure of Occupied Housing Units	3,818	
Owner Occupied	2,207	57.81
Renter Occupied	1,611	42.19
2014 Owner Occ. HUs: Avg. Length of Residence	19.7	
2014 Renter Occ. HUs: Avg. Length of Residence	6.4	

Radial Demographics | 1-Mile Radial White Settlement, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	2,207	
Value Less than \$20,000	140	6.34
Value \$20,000 - \$39,999	129	5.85
Value \$40,000 - \$59,999	337	15.27
Value \$60,000 - \$79,999	531	24.06
Value \$80,000 - \$99,999	392	17.76
Value \$100,000 - \$149,999	424	19.21
Value \$150,000 - \$199,999	144	6.52
Value \$200,000 - \$299,999	59	2.67
Value \$300,000 - \$399,999	18	0.82
Value \$400,000 - \$499,999	16	0.72
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	\$78,726	
2014 Est. Housing Units by Units in Structure	4,223	
1 Unit Attached	148	3.50
1 Unit Detached	3,142	74.40
2 Units	135	3.20
3 or 4 Units	435	10.30
5 to 19 Units	139	3.29
20 to 49 Units	81	1.92
50 or More Units	15	0.36
Mobile Home or Trailer	117	2.77
Boat, RV, Van, etc.	12	0.28

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	4,223	
Housing Unit Built 2005 or later	407	9.64
Housing Unit Built 2000 to 2004	332	7.86
Housing Unit Built 1990 to 1999	112	2.65
Housing Unit Built 1980 to 1989	500	11.84
Housing Unit Built 1970 to 1979	547	12.95
Housing Unit Built 1960 to 1969	545	12.91
Housing Unit Built 1950 to 1959	970	22.97
Housing Unit Built 1940 to 1949	695	16.46
Housing Unit Built 1939 or Earlier	114	2.70
2014 Est. Median Year Structure Built **	1966	



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

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.

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