TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

WHITEHOUSE, TEXAS

PREPARED FOR THE CITY OF WHITEHOUSE
OCTOBER 2026

Community — Whitehouse, Texas

DEMOGRAPHIC SNAPSHOT

Susan Hargis
The City of Whitehouse
Economic Development Director
903.510.7589
SHargis@WhitehouseTX.org
www.WhitehouseTX.org



Population

2020	12,982
2026	16,769
2031	18,656

Age

0-9 Years	12.70%
10 - 17 Years	11.06%
18 - 24 Years	8.83%
25 - 34 Years	12.42%
35 - 44 Years	14.67%
45 - 54 Years	13.24%
55 - 64 Years	12.25%
65 and Older	14.82%
Median Age	38.40
Average Age	38.70

Educational Attainment (%)

Graduate or Professional Degree	6.36%
Bachelors Degree	19.87%
Associate Degree	10.73%
Some College	24.04%
High School Graduate (GED)	31.66%
Some High School, No Degree	5.26%
Less than 9th Grade	2.08%

Income

Average HH	$117,647
Median HH	$97,243
Per Capita	$44,848

Race Distribution

White	84.86%
Black/African American	2.62%
American Indian/Alaskan	0.31%
Asian	1.43%
Native Hawaiian/Islander	0.02%
Other Race	2.26%
Two or More Races	8.50%
Hispanic	5.85%
Non-Hispanic	94.15%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	18,656	
2026 Estimate	16,769	
2020 Census	12,982	
2010 Census	10,413	
Growth 2026 - 2031		11.25%
Growth 2020 - 2026		29.17%
Growth 2010 - 2020		24.67%
2026 Est. Population by Single-Classification Race	**16,769**	
White Alone	14,230	84.86%
Black or African American Alone	440	2.62%
Amer. Indian and Alaska Native Alone	52	0.31%
Asian Alone	239	1.43%
Native Hawaiian and Other Pacific Island Alone	3	0.02%
Some Other Race Alone	379	2.26%
Two or More Races	1,426	8.50%
2026 Est. Population by Hispanic or Latino Origin	**16,769**	
Not Hispanic or Latino	15,788	94.15%
Hispanic or Latino	981	5.85%
Mexican	609	62.08%
Puerto Rican	104	10.60%
Cuban	0	0.00%
All Other Hispanic or Latino	268	27.32%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**981**	
White Alone	218	22.22%
Black or African American Alone	17	1.73%
American Indian and Alaska Native Alone	9	0.92%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	313	31.91%
Two or More Races	424	43.22%
2026 Est. Pop by Race, Asian Alone, by Category	**239**	
Chinese, except Taiwanese	18	7.53%
Filipino	21	8.79%
Japanese	44	18.41%
Asian Indian	69	28.87%
Korean	19	7.95%
Vietnamese	46	19.25%
Cambodian	1	0.42%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	3	1.26%
All Other Asian Races Including 2+ Category	18	7.53%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**16,769**	
Arab	15	0.09%
Czech	45	0.27%
Danish	0	0.00%
Dutch	37	0.22%
English	2,263	13.50%
French (except Basque)	227	1.35%
French Canadian	61	0.36%
German	2,089	12.46%
Greek	0	0.00%
Hungarian	33	0.20%
Irish	1,365	8.14%
Italian	233	1.39%
Lithuanian	3	0.02%
United States or American	2,306	13.75%
Norwegian	81	0.48%
Polish	156	0.93%
Portuguese	43	0.26%
Russian	7	0.04%
Scottish	124	0.74%
Scotch-Irish	310	1.85%
Slovak	6	0.04%
Subsaharan African	115	0.69%
Swedish	348	2.08%
Swiss	0	0.00%
Ukrainian	21	0.13%
Welsh	38	0.23%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,863	17.07%
Ancestry Unclassified	3,980	23.73%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	15,124	96.27%
Speak Asian/Pacific Island Language at Home	61	0.39%
Speak IndoEuropean Language at Home	210	1.34%
Speak Spanish at Home	229	1.46%
Speak Other Language at Home	86	0.55%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**16,769**	
Age 0 - 4	1,059	6.32%
Age 5 - 9	1,071	6.39%
Age 10 - 14	1,159	6.91%
Age 15 - 17	696	4.15%
Age 18 - 20	665	3.97%
Age 21 - 24	816	4.87%
Age 25 - 34	2,083	12.42%
Age 35 - 44	2,460	14.67%
Age 45 - 54	2,221	13.24%
Age 55 - 64	2,054	12.25%
Age 65 - 74	1,469	8.76%
Age 75 - 84	792	4.72%
Age 85 and over	224	1.34%
Age 16 and over	13,246	78.99%
Age 18 and over	12,784	76.24%
Age 21 and over	12,119	72.27%
Age 65 and over	2,485	14.82%
2026 Est. Median Age		38.40
2026 Est. Average Age		38.70
2026 Est. Population by Sex	**16,769**	
Male	8,203	48.92%
Female	8,566	51.08%
2026 Est. Male Population by Age	**8,203**	
Age 0 - 4	549	6.69%
Age 5 - 9	559	6.81%
Age 10 - 14	580	7.07%
Age 15 - 17	353	4.30%
Age 18 - 20	339	4.13%
Age 21 - 24	416	5.07%
Age 25 - 34	1,022	12.46%
Age 35 - 44	1,194	14.56%
Age 45 - 54	1,121	13.67%
Age 55 - 64	999	12.18%
Age 65 - 74	660	8.05%
Age 75 - 84	328	4.00%
Age 85 and over	83	1.01%
2026 Est. Median Age, Male		37.37
2026 Est. Average Age, Male		37.60

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**8,566**	
Age 0 - 4	510	5.95%
Age 5 - 9	512	5.98%
Age 10 - 14	579	6.76%
Age 15 - 17	343	4.00%
Age 18 - 20	326	3.81%
Age 21 - 24	400	4.67%
Age 25 - 34	1,061	12.39%
Age 35 - 44	1,266	14.78%
Age 45 - 54	1,100	12.84%
Age 55 - 64	1,055	12.32%
Age 65 - 74	809	9.44%
Age 75 - 84	464	5.42%
Age 85 and over	141	1.65%
2026 Est. Median Age, Female		39.36
2026 Est. Average Age, Female		39.70
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,133	23.24%
Males, Never Married	1,699	12.60%
Females, Never Married	1,434	10.64%
Married, Spouse present	7,853	58.26%
Married, Spouse absent	294	2.18%
Widowed	744	5.52%
Males Widowed	260	1.93%
Females Widowed	484	3.59%
Divorced	1,456	10.80%
Males Divorced	484	3.59%
Females Divorced	972	7.21%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	235	2.08%
Some High School, no diploma	595	5.26%
High School Graduate (or GED)	3,578	31.66%
Some College, no degree	2,717	24.04%
Associate Degree	1,213	10.73%
Bachelor's Degree	2,246	19.87%
Master's Degree	587	5.19%
Professional School Degree	96	0.85%
Doctorate Degree	36	0.32%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	145	26.90%
High School Graduate	153	28.39%
Some College or Associate's Degree	111	20.59%
Bachelor's Degree or Higher	130	24.12%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	7,153	
2026 Estimate	6,378	
2020 Census	4,871	
2010 Census	3,703	
Growth 2026 - 2031		12.15%
Growth 2020 - 2026		30.94%
Growth 2010 - 2020		31.54%
2026 Est. Households by Household Type	**6,378**	
Family Households	4,763	74.68%
Nonfamily Households	1,615	25.32%
2026 Est. Group Quarters Population	38	
2026 Households by Ethnicity, Hispanic/Latino	242	
2026 Est. Households by Household Income	**6,378**	
Income < $15,000	377	5.91%
Income $15,000 - $24,999	150	2.35%
Income $25,000 - $34,999	168	2.63%
Income $35,000 - $49,999	677	10.61%
Income $50,000 - $74,999	881	13.81%
Income $75,000 - $99,999	1,052	16.49%
Income $100,000 - $124,999	835	13.09%
Income $125,000 - $149,999	642	10.07%
Income $150,000 - $199,999	831	13.03%
Income $200,000 - $249,999	393	6.16%
Income $250,000 - $499,999	285	4.47%
Income $500,000+	87	1.36%
2026 Est. Average Household Income		$117,647
2026 Est. Median Household Income		$97,243
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$98,151
Black or African American Alone		$70,221
American Indian and Alaska Native Alone		$121,875
Asian Alone		$73,162
Native Hawaiian and Other Pacific Islander Alone		$20,000
Some Other Race Alone		$118,750
Two or More Races		$99,157
Hispanic or Latino		$97,619
Not Hispanic or Latino		$97,228

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**6,378**	
Family Households with Children	2,103	32.97%
Family Households without Children	4,275	67.03%
Married-Couple Families	**3,817**	**59.85%**
Married-Couple Family, own children	1,558	24.43%
Married-Couple Family, no own children	2,259	35.42%
Cohabitating-Couple Families	**405**	**6.35%**
Cohabitating-Couple Family, own children	165	2.59%
Cohabitating-Couple Family, no own children	240	3.76%
Male Householder Families	**726**	**11.38%**
Male Householder, own children	130	2.04%
Male Householder, no own children	30	0.47%
Male Householder, only Nonrelatives	46	0.72%
Male Householder, Living Alone	520	8.15%
Female Householder Families	**1,430**	**22.42%**
Female Householder, own children	250	3.92%
Female Householder, no own children	357	5.60%
Female Householder, only Nonrelatives	97	1.52%
Female Householder, Living Alone	726	11.38%
2026 Est. Households by Household Size	**6,378**	
1-person	1,543	24.19%
2-person	1,980	31.04%
3-person	1,179	18.49%
4-person	989	15.51%
5-person	435	6.82%
6-person	167	2.62%
7-or-more-person	85	1.33%
2026 Est. Average Household Size		2.62
2026 Est. Households by Number of Vehicles	**6,378**	
No Vehicles	77	1.21%
1 Vehicle	1,661	26.04%
2 Vehicles	2,787	43.70%
3 Vehicles	1,228	19.25%
4 Vehicles	547	8.58%
5 or more Vehicles	78	1.22%
2026 Est. Average Number of Vehicles		2.1

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	5,337	
2026 Estimate	4,763	
2020 Estimate	3,635	
2010 Census	2,962	
Growth 2026 - 2031		12.05%
Growth 2020 - 2026		31.03%
Growth 2010 - 2020		22.72%
2026 Est. Families by Poverty Status	**4,763**	
2026 Families at or Above Poverty	4,486	94.18%
2026 Families at or Above Poverty with Children	2,054	43.12%
2026 Families Below Poverty	277	5.82%
2026 Families Below Poverty with Children	171	3.59%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	9,475	71.53%
Civilian Labor Force, Unemployed	216	1.63%
Armed Forces	11	0.08%
Not in Labor Force	3,544	26.76%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	6,640	73.61%
Non-Profit Private Workers	388	4.30%
Local Government Workers	194	2.15%
State Government Workers	214	2.37%
Federal Government Workers	681	7.55%
Self-Employed Workers	897	9.94%
Unpaid Family Workers	6	0.07%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	230	2.55%
Arts/Entertainment/Sports	114	1.26%
Building Grounds Maintenance	365	4.05%
Business/Financial Operations	418	4.63%
Community/Social Services	50	0.55%
Computer/Mathematical	273	3.03%
Construction/Extraction	312	3.46%
Education/Training/Library	562	6.23%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	384	4.26%
Health Practitioner/Technician	837	9.28%
Healthcare Support	83	0.92%
Maintenance Repair	373	4.14%
Legal	35	0.39%
Life/Physical/Social Science	57	0.63%
Management	1,284	14.24%
Office/Admin. Support	1,167	12.94%
Production	346	3.84%
Protective Services	242	2.68%
Sales/Related	854	9.47%
Personal Care/Service	372	4.12%
Transportation/Moving	662	7.34%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	5,881	65.20%
Blue Collar	1,693	18.77%
Service and Farm	1,446	16.03%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	6,604	73.75%
Car Pooled	830	9.27%
Public Transportation	1	0.01%
Walked	58	0.65%
Bicycle	0	0.00%
Other Means	99	1.11%
Worked at Home	1,362	15.21%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,132	
15 - 29 Minutes	1,663	
30 - 44 Minutes	2,125	
45 - 59 Minutes	1,531	
60 or more Minutes	1,155	
2026 Est. Avg Travel Time to Work in Minutes		39

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**6,378**	
Owner Occupied	4,926	77.23%
Renter Occupied	1,452	22.77%
2026 Owner Occ. HUs: Avg. Length of Residence		12.20†
2026 Renter Occ. HUs: Avg. Length of Residence		6.90†
2026 Est. Owner-Occupied Housing Units by Value	**4,926**	
Value Less than $20,000	56	1.14%
Value $20,000 - $39,999	28	0.57%
Value $40,000 - $59,999	6	0.12%
Value $60,000 - $79,999	4	0.08%
Value $80,000 - $99,999	1	0.02%
Value $100,000 - $149,999	41	0.83%
Value $150,000 - $199,999	108	2.19%
Value $200,000 - $299,999	548	11.12%
Value $300,000 - $399,999	1,719	34.90%
Value $400,000 - $499,999	1,192	24.20%
Value $500,000 - $749,999	722	14.66%
Value $750,000 - $999,999	231	4.69%
Value $1,000,000 or $1,499,999	138	2.80%
Value $1,500,000 or $1,999,999	28	0.57%
Value $2,000,000+	104	2.11%
2026 Est. Median All Owner-Occupied Housing Value		$397,208
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	5,487	82.94%
1 Unit Attached	185	2.80%
2 Units	46	0.70%
3 or 4 Units	157	2.37%
5 to 19 Units	479	7.24%
20 to 49 Units	195	2.95%
50 or More Units	26	0.39%
Mobile Home or Trailer	41	0.62%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,628	24.61%
Housing Units Built 2010 to 2019	1,035	15.64%
Housing Units Built 2000 to 2009	1,320	19.95%
Housing Units Built 1990 to 1999	1,116	16.87%
Housing Units Built 1980 to 1989	513	7.75%
Housing Units Built 1970 to 1979	631	9.54%
Housing Units Built 1960 to 1969	92	1.39%
Housing Units Built 1950 to 1959	103	1.56%
Housing Units Built 1940 to 1949	40	0.60%
Housing Unit Built 1939 or Earlier	138	2.09%
2026 Est. Median Year Structure Built		2005

† 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.

TheRetailCoach®

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, Unacast, 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.