TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

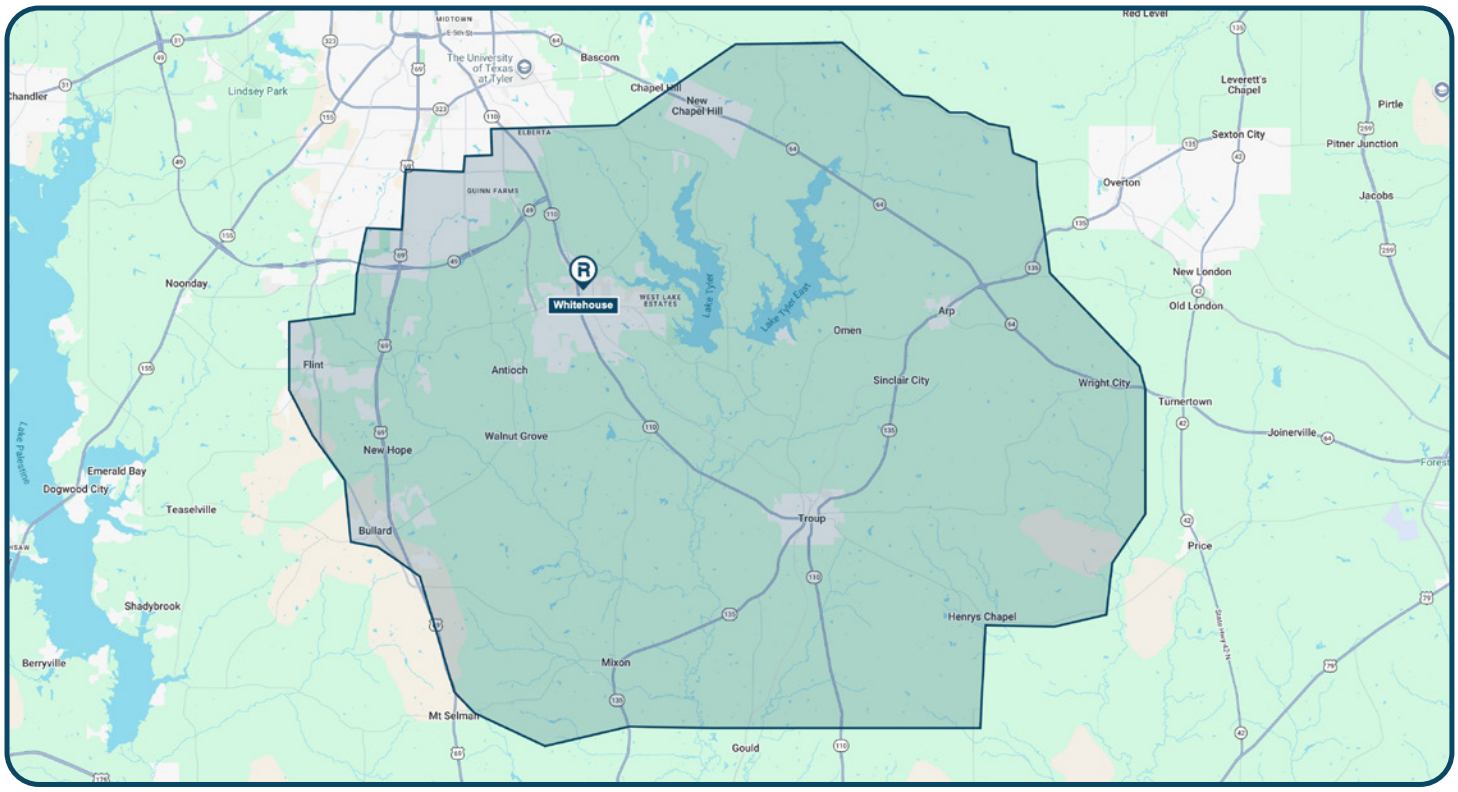
WHITEHOUSE, TEXAS

PREPARED FOR THE CITY OF WHITEHOUSE
OCTOBER 2026

Primary Retail Trade Area — Whitehouse, Texas

DEMOGRAPHIC SNAPSHOT

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



Population

2020	54,244
2026	59,886
2031	64,415

Age

0-9 Years	12.75%
10 - 17 Years	11.37%
18 - 24 Years	8.92%
25 - 34 Years	11.37%
35 - 44 Years	13.03%
45 - 54 Years	12.24%
55 - 64 Years	11.87%
65 and Older	18.44%
Median Age	39.29
Average Age	39.80

Educational Attainment (%)

Graduate or Professional Degree	12.38%
Bachelors Degree	22.93%
Associate Degree	11.75%
Some College	21.77%
High School Graduate (GED)	24.91%
Some High School, No Degree	4.05%
Less than 9th Grade	2.20%

Income

Average HH	$121,582
Median HH	$95,333
Per Capita	$45,277

Race Distribution

White	75.57%
Black/African American	8.93%
American Indian/Alaskan	0.68%
Asian	2.05%
Native Hawaiian/Islander	0.05%
Other Race	3.69%
Two or More Races	9.04%
Hispanic	11.47%
Non-Hispanic	88.53%

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DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	64,415	
2026 Estimate	59,886	
2020 Census	54,244	
2010 Census	48,108	
Growth 2026 - 2031		7.56%
Growth 2020 - 2026		10.40%
Growth 2010 - 2020		12.75%
2026 Est. Population by Single-Classification Race	**59,886**	
White Alone	45,254	75.57%
Black or African American Alone	5,346	8.93%
Amer. Indian and Alaska Native Alone	405	0.68%
Asian Alone	1,228	2.05%
Native Hawaiian and Other Pacific Island Alone	31	0.05%
Some Other Race Alone	2,210	3.69%
Two or More Races	5,412	9.04%
2026 Est. Population by Hispanic or Latino Origin	**59,886**	
Not Hispanic or Latino	53,019	88.53%
Hispanic or Latino	6,867	11.47%
Mexican	5,624	81.90%
Puerto Rican	240	3.50%
Cuban	0	0.01%
All Other Hispanic or Latino	1,002	14.59%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**6,867**	
White Alone	2,008	29.24%
Black or African American Alone	125	1.82%
American Indian and Alaska Native Alone	147	2.14%
Asian Alone	20	0.29%
Native Hawaiian and Other Pacific Islander Alone	8	0.12%
Some Other Race Alone	2,053	29.90%
Two or More Races	2,505	36.49%
2026 Est. Pop by Race, Asian Alone, by Category	**1,228**	
Chinese, except Taiwanese	248	20.19%
Filipino	487	39.71%
Japanese	6	0.47%
Asian Indian	54	4.42%
Korean	0	0.00%
Vietnamese	125	10.21%
Cambodian	16	1.33%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	291	23.68%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**59,886**	
Arab	140	0.23%
Czech	135	0.23%
Danish	74	0.12%
Dutch	618	1.03%
English	7,450	12.44%
French (except Basque)	577	0.96%
French Canadian	95	0.16%
German	5,111	8.54%
Greek	129	0.22%
Hungarian	21	0.04%
Irish	4,368	7.29%
Italian	925	1.55%
Lithuanian	8	0.01%
United States or American	8,566	14.30%
Norwegian	398	0.66%
Polish	416	0.69%
Portuguese	41	0.07%
Russian	73	0.12%
Scottish	927	1.55%
Scotch-Irish	434	0.72%
Slovak	0	0.00%
Subsaharan African	390	0.65%
Swedish	357	0.60%
Swiss	39	0.06%
Ukrainian	48	0.08%
Welsh	117	0.20%
West Indian (except Hisp. groups)	7	0.01%
Other ancestries	15,541	25.95%
Ancestry Unclassified	12,881	21.51%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	50,004	89.10%
Speak Asian/Pacific Island Language at Home	313	0.56%
Speak IndoEuropean Language at Home	426	0.76%
Speak Spanish at Home	5,115	9.11%
Speak Other Language at Home	262	0.47%

Primary Retail Trade Area — Whitehouse, Texas

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**59,886**	
Age 0 - 4	3,766	6.29%
Age 5 - 9	3,870	6.46%
Age 10 - 14	4,357	7.28%
Age 15 - 17	2,452	4.09%
Age 18 - 20	2,382	3.98%
Age 21 - 24	2,961	4.94%
Age 25 - 34	6,808	11.37%
Age 35 - 44	7,802	13.03%
Age 45 - 54	7,332	12.24%
Age 55 - 64	7,110	11.87%
Age 65 - 74	6,387	10.66%
Age 75 - 84	3,578	5.97%
Age 85 and over	1,081	1.81%
Age 16 and over	47,076	78.61%
Age 18 and over	45,440	75.88%
Age 21 and over	43,058	71.90%
Age 65 and over	11,046	18.44%
2026 Est. Median Age		39.29
2026 Est. Average Age		39.80
2026 Est. Population by Sex	**59,886**	
Male	29,186	48.74%
Female	30,700	51.26%
2026 Est. Male Population by Age	**29,186**	
Age 0 - 4	1,934	6.63%
Age 5 - 9	1,949	6.68%
Age 10 - 14	2,200	7.54%
Age 15 - 17	1,291	4.43%
Age 18 - 20	1,250	4.28%
Age 21 - 24	1,562	5.35%
Age 25 - 34	3,254	11.15%
Age 35 - 44	3,740	12.82%
Age 45 - 54	3,532	12.10%
Age 55 - 64	3,423	11.73%
Age 65 - 74	3,001	10.28%
Age 75 - 84	1,613	5.53%
Age 85 and over	435	1.49%
2026 Est. Median Age, Male		38.08
2026 Est. Average Age, Male		38.85

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**30,700**	
Age 0 - 4	1,832	5.97%
Age 5 - 9	1,920	6.26%
Age 10 - 14	2,157	7.03%
Age 15 - 17	1,161	3.78%
Age 18 - 20	1,132	3.69%
Age 21 - 24	1,399	4.56%
Age 25 - 34	3,554	11.58%
Age 35 - 44	4,062	13.23%
Age 45 - 54	3,800	12.38%
Age 55 - 64	3,687	12.01%
Age 65 - 74	3,386	11.03%
Age 75 - 84	1,964	6.40%
Age 85 and over	646	2.10%
2026 Est. Median Age, Female		40.40
2026 Est. Average Age, Female		40.72
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,976	27.09%
Males, Never Married	7,180	14.99%
Females, Never Married	5,796	12.10%
Married, Spouse present	26,021	54.33%
Married, Spouse absent	1,541	3.22%
Widowed	2,764	5.77%
Males Widowed	586	1.22%
Females Widowed	2,177	4.55%
Divorced	4,590	9.58%
Males Divorced	1,773	3.70%
Females Divorced	2,817	5.88%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	882	2.20%
Some High School, no diploma	1,625	4.05%
High School Graduate (or GED)	9,988	24.91%
Some College, no degree	8,730	21.77%
Associate Degree	4,712	11.75%
Bachelor's Degree	9,196	22.93%
Master's Degree	3,670	9.15%
Professional School Degree	665	1.66%
Doctorate Degree	628	1.57%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	738	21.40%
High School Graduate	1,139	33.04%
Some College or Associate's Degree	738	21.41%
Bachelor's Degree or Higher	833	24.15%

Primary Retail Trade Area — Whitehouse, Texas

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	23,966	
2026 Estimate	22,197	
2020 Census	19,916	
2010 Census	17,620	
Growth 2026 - 2031		7.97%
Growth 2020 - 2026		11.45%
Growth 2010 - 2020		13.03%
2026 Est. Households by Household Type	**22,197**	
Family Households	17,033	76.74%
Nonfamily Households	5,164	23.26%
2026 Est. Group Quarters Population	281	
2026 Households by Ethnicity, Hispanic/Latino	1,713	
2026 Est. Households by Household Income	**22,197**	
Income < $15,000	1,588	7.15%
Income $15,000 - $24,999	1,262	5.69%
Income $25,000 - $34,999	1,112	5.01%
Income $35,000 - $49,999	1,824	8.22%
Income $50,000 - $74,999	3,019	13.60%
Income $75,000 - $99,999	2,820	12.70%
Income $100,000 - $124,999	2,629	11.84%
Income $125,000 - $149,999	2,145	9.66%
Income $150,000 - $199,999	2,573	11.59%
Income $200,000 - $249,999	1,316	5.93%
Income $250,000 - $499,999	1,359	6.12%
Income $500,000+	550	2.48%
2026 Est. Average Household Income		$121,582
2026 Est. Median Household Income		$95,333
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$97,879
Black or African American Alone		$79,630
American Indian and Alaska Native Alone		$69,826
Asian Alone		$73,748
Native Hawaiian and Other Pacific Islander Alone		$30,561
Some Other Race Alone		$98,875
Two or More Races		$95,260
Hispanic or Latino		$98,113
Not Hispanic or Latino		$95,106

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**22,197**	
Family Households with Children	7,713	34.75%
Family Households without Children	14,484	65.25%
Married-Couple Families	**13,516**	**60.89%**
Married-Couple Family, own children	5,849	26.35%
Married-Couple Family, no own children	7,667	34.54%
Cohabitating-Couple Families	**919**	**4.14%**
Cohabitating-Couple Family, own children	334	1.51%
Cohabitating-Couple Family, no own children	585	2.63%
Male Householder Families	**2,888**	**13.01%**
Male Householder, own children	314	1.41%
Male Householder, no own children	328	1.48%
Male Householder, only Nonrelatives	291	1.31%
Male Householder, Living Alone	1,955	8.81%
Female Householder Families	**4,874**	**21.96%**
Female Householder, own children	1,216	5.48%
Female Householder, no own children	850	3.83%
Female Householder, only Nonrelatives	294	1.33%
Female Householder, Living Alone	2,514	11.33%
2026 Est. Households by Household Size	**22,197**	
1-person	4,668	21.03%
2-person	7,728	34.82%
3-person	3,793	17.09%
4-person	3,325	14.98%
5-person	1,634	7.36%
6-person	671	3.02%
7-or-more-person	377	1.70%
2026 Est. Average Household Size		2.69
2026 Est. Households by Number of Vehicles	**22,197**	
No Vehicles	655	2.95%
1 Vehicle	5,670	25.55%
2 Vehicles	10,202	45.96%
3 Vehicles	3,987	17.96%
4 Vehicles	1,137	5.12%
5 or more Vehicles	545	2.45%
2026 Est. Average Number of Vehicles		2.1

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	18,402	
2026 Estimate	17,033	
2020 Estimate	15,262	
2010 Census	13,719	
Growth 2026 - 2031		8.04%
Growth 2020 - 2026		11.60%
Growth 2010 - 2020		11.25%
2026 Est. Families by Poverty Status	**17,033**	
2026 Families at or Above Poverty	15,686	92.09%
2026 Families at or Above Poverty with Children	7,363	43.23%
2026 Families Below Poverty	1,347	7.91%
2026 Families Below Poverty with Children	931	5.47%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	28,049	59.58%
Civilian Labor Force, Unemployed	1,175	2.50%
Armed Forces	14	0.03%
Not in Labor Force	17,838	37.89%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	18,718	66.46%
Non-Profit Private Workers	1,989	7.06%
Local Government Workers	538	1.91%
State Government Workers	1,382	4.91%
Federal Government Workers	2,512	8.92%
Self-Employed Workers	2,999	10.65%
Unpaid Family Workers	28	0.10%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	519	1.84%
Arts/Entertainment/Sports	435	1.54%
Building Grounds Maintenance	577	2.05%
Business/Financial Operations	1,762	6.26%
Community/Social Services	524	1.86%
Computer/Mathematical	1,122	3.99%
Construction/Extraction	1,491	5.29%
Education/Training/Library	2,104	7.47%
Farming/Fishing/Forestry	204	0.72%
Food Prep/Serving	1,642	5.83%
Health Practitioner/Technician	2,901	10.30%
Healthcare Support	785	2.79%
Maintenance Repair	1,029	3.65%
Legal	141	0.50%
Life/Physical/Social Science	287	1.02%
Management	2,466	8.75%
Office/Admin. Support	2,530	8.98%
Production	1,441	5.12%
Protective Services	482	1.71%
Sales/Related	3,187	11.32%
Personal Care/Service	635	2.26%
Transportation/Moving	1,901	6.75%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	17,979	63.83%
Blue Collar	5,862	20.81%
Service and Farm	4,325	15.35%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	22,161	80.14%
Car Pooled	2,431	8.79%
Public Transportation	34	0.12%
Walked	143	0.52%
Bicycle	21	0.08%
Other Means	379	1.37%
Worked at Home	2,483	8.98%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,669	
15 - 29 Minutes	11,319	
30 - 44 Minutes	4,947	
45 - 59 Minutes	1,254	
60 or more Minutes	1,922	
2026 Est. Avg Travel Time to Work in Minutes		28

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**22,197**	
Owner Occupied	17,141	77.22%
Renter Occupied	5,056	22.78%
2026 Owner Occ. HUs: Avg. Length of Residence		15.48†
2026 Renter Occ. HUs: Avg. Length of Residence		6.76†
2026 Est. Owner-Occupied Housing Units by Value	**17,141**	
Value Less than $20,000	628	3.67%
Value $20,000 - $39,999	310	1.81%
Value $40,000 - $59,999	316	1.84%
Value $60,000 - $79,999	348	2.03%
Value $80,000 - $99,999	605	3.53%
Value $100,000 - $149,999	819	4.78%
Value $150,000 - $199,999	1,124	6.56%
Value $200,000 - $299,999	3,899	22.75%
Value $300,000 - $399,999	3,162	18.45%
Value $400,000 - $499,999	1,960	11.43%
Value $500,000 - $749,999	2,069	12.07%
Value $750,000 - $999,999	1,224	7.14%
Value $1,000,000 or $1,499,999	563	3.29%
Value $1,500,000 or $1,999,999	82	0.48%
Value $2,000,000+	32	0.19%
2026 Est. Median All Owner-Occupied Housing Value		$316,502
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	18,853	79.90%
1 Unit Attached	485	2.05%
2 Units	704	2.98%
3 or 4 Units	159	0.67%
5 to 19 Units	450	1.91%
20 to 49 Units	81	0.34%
50 or More Units	126	0.53%
Mobile Home or Trailer	2,640	11.19%
Boat, RV, Van, etc.	98	0.41%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	2,838	12.03%
Housing Units Built 2010 to 2019	3,777	16.01%
Housing Units Built 2000 to 2009	4,226	17.91%
Housing Units Built 1990 to 1999	3,631	15.39%
Housing Units Built 1980 to 1989	3,123	13.24%
Housing Units Built 1970 to 1979	3,118	13.22%
Housing Units Built 1960 to 1969	1,143	4.84%
Housing Units Built 1950 to 1959	827	3.51%
Housing Units Built 1940 to 1949	529	2.24%
Housing Unit Built 1939 or Earlier	382	1.62%
2026 Est. Median Year Structure Built		1997

† 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.

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