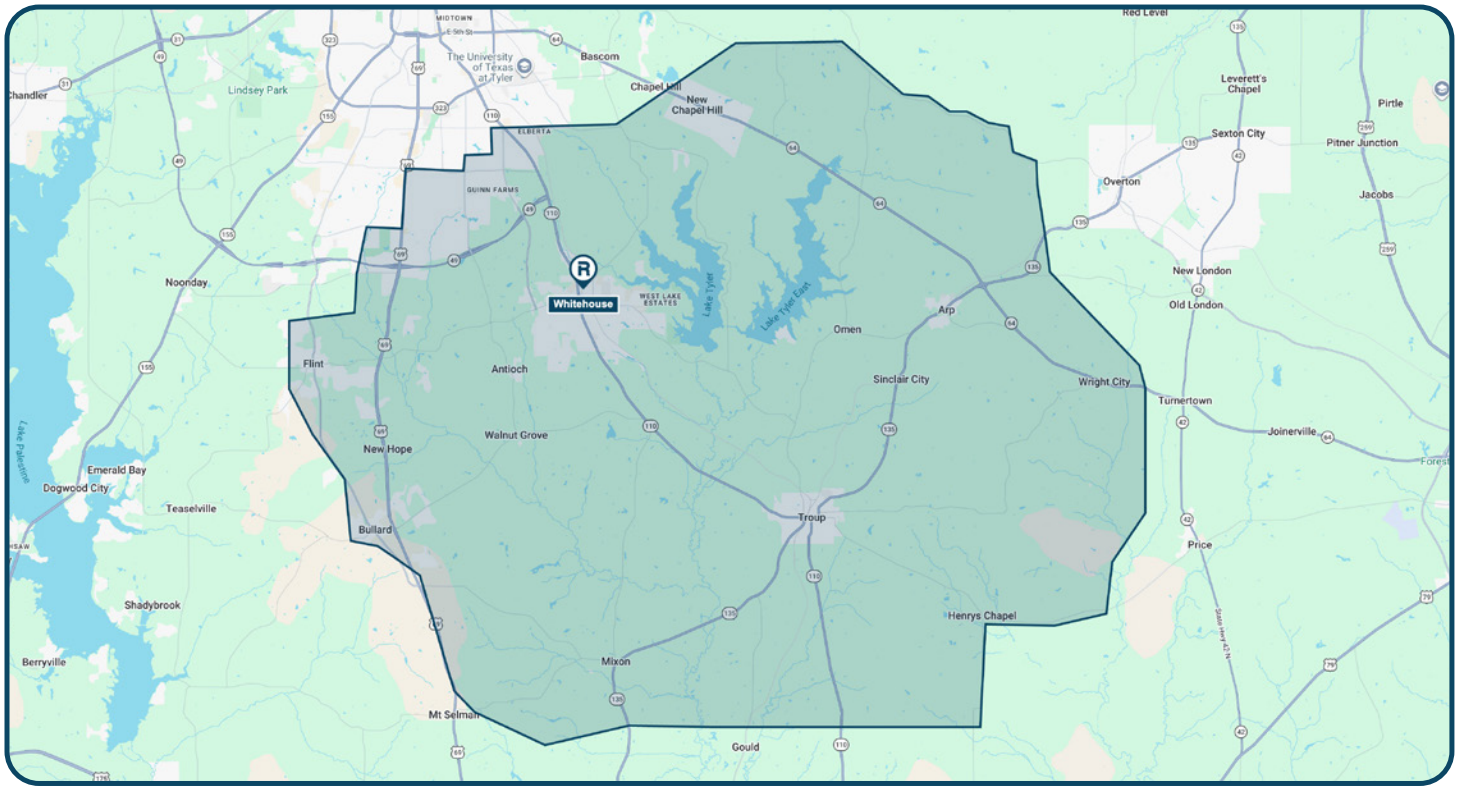
Primary Retail Trade Area — Whitehouse, Texas

RETAIL MARKET PROFILE

Susan Hargis
The City of Whitehouse
Economic Development Director
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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%

Aaron Farmer | **President, The Retail Coach, LLC** | **Cell:** 662.231.0608 | **Email:** AFarmer@TheRetailCoach.com

Primary Retail Trade Area — Whitehouse, Texas

RETAIL MARKET PROFILE

AREA RETAIL



LOCATION



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