Retail Outlook Guide
White Oak, Texas

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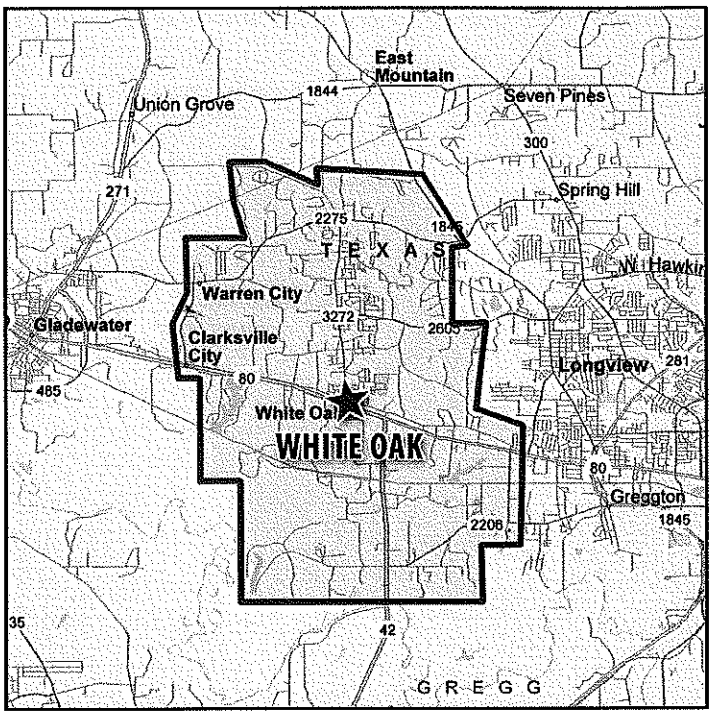

Retail Trade Area Summary

Population

	1990	2000	2010 Estimate	2015 Projection
White Oak	5,136	5,624	6,442	6,831
Retail Trade Area	6,937	7,519	8,472	8,918

Income

	2010 Estimate
Average Household	$62,647
Median Household	$49,267
Per Capita	$22,270

Race Distribution

	2010 Estimate
White	89.88%
Black or African American	3.00%
American Indian/ Alaskan	0.00%
Asian	0.05%
Native Hawaiian/ Islander	0.00%
Other Race	3.55%
Two or More Races	2.41%
Hispanic or Latino (of any race)	7.96%

Age

Groups	2010 Estimate
Under 5 Years	7.98%
5 - 14 Years	14.23%
15 - 20 Years	9.15%
21 - 24 Years	5.91%
25 - 34 Years	13.09%
35 - 44 Years	12.46%
45 - 54 Years	14.54%
55 Years and over	22.64%
Distribution	**2010 Estimate**
Median Age	34.72
Average Age	36.10

Educational Attainment

	2010 Estimate
Graduate or Professional	6.64%
Bachelor's Degree	12.93%
Associate Degree	7.15%
Some College, no degree	25.69%
High School Graduate	31.31%
Some High School, no degree	11.50%
Less than 9th grade	4.80%

August 2010. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 662.844.2155.