



The **Retail**Coach®

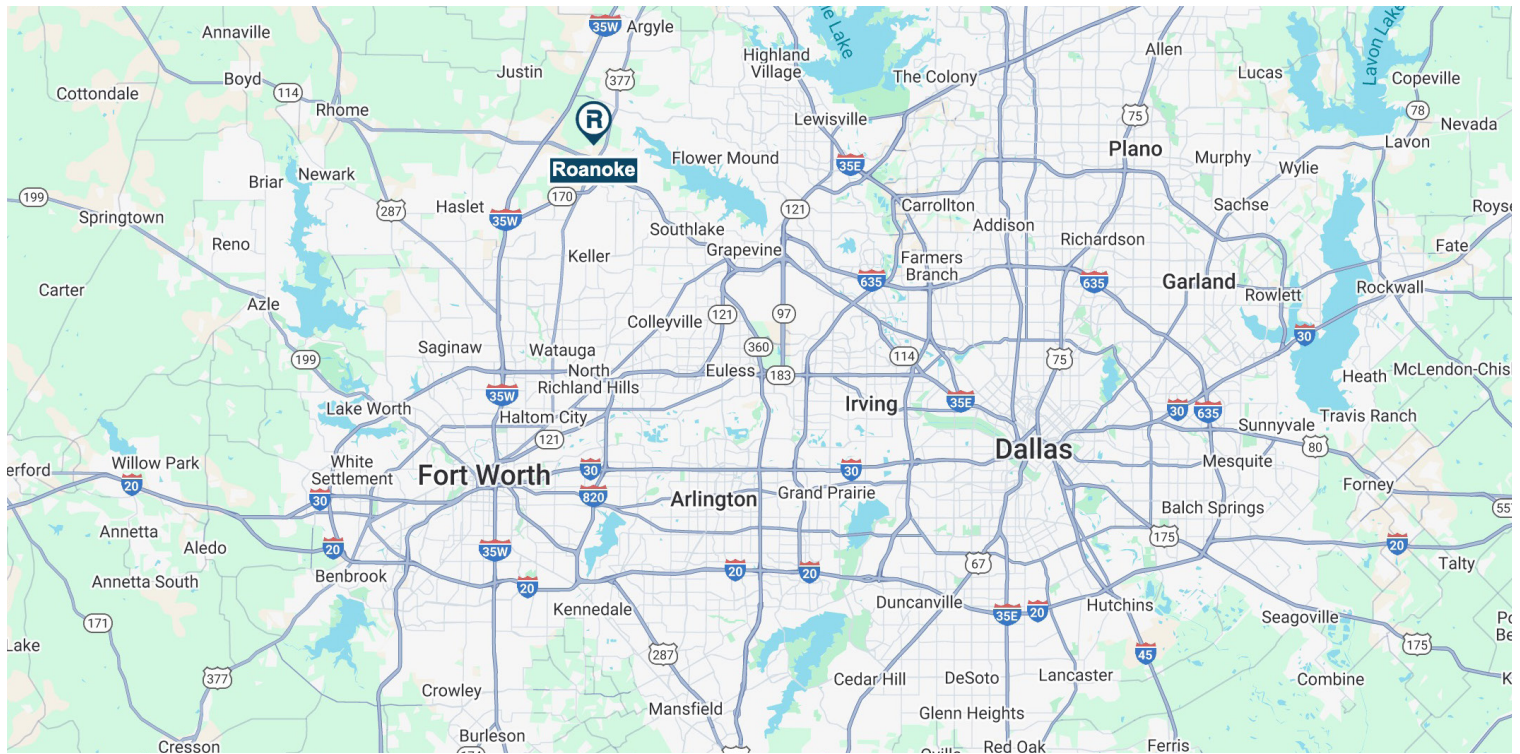
Community Demographic Profile

ROANOKE, TEXAS

Prepared for City of Roanoke
March 2025

Community • Demographic Snapshot

Roanoke, Texas



Population

2020	9,665
2025	11,670
2030	13,481

Educational Attainment (%)

Graduate or Professional Degree	17.13%
Bachelors Degree	34.06%
Associate Degree	8.06%
Some College	17.81%
High School Graduate (or GED)	16.55%
Some High School, No Degree	3.00%
Less than 9th Grade	3.38%

Income

Average HH	\$149,957
Median HH	\$113,906
Per Capita	\$54,650

Age

0 - 9 Years	11.96%
10 - 17 Years	11.29%
18 - 24 Years	9.14%
25 - 34 Years	13.12%
35 - 44 Years	16.07%
45 - 54 Years	14.90%
55 - 64 Years	12.95%
65 and Older	10.57%
Median Age	37.89
Average Age	37.50

Race Distribution (%)

White	64.64%
Black/African American	5.05%
American Indian/Alaskan	0.80%
Asian	10.46%
Native Hawaiian/Islander	0.12%
Other Race	5.48%
Two or More Races	13.46%
Hispanic	19.67%



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Community • Demographic Profile

Roanoke, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	13,481	
2025 Estimate	11,670	
2020 Census	9,665	
2010 Census	4,456	
Growth 2025 - 2030		15.52%
Growth 2020 - 2025		20.75%
Growth 2010 - 2020		116.90%
2025 Est. Population by Single-Classification Race	11,670	
White Alone	7,543	64.64%
Black or African American Alone	589	5.05%
Amer. Indian and Alaska Native Alone	93	0.80%
Asian Alone	1,221	10.46%
Native Hawaiian and Other Pacific Island Alone	14	0.12%
Some Other Race Alone	639	5.48%
Two or More Races	1,571	13.46%
2025 Est. Population by Hispanic or Latino Origin	11,670	
Not Hispanic or Latino	9,375	80.33%
Hispanic or Latino	2,295	19.67%
Mexican	1,343	58.52%
Puerto Rican	211	9.19%
Cuban	313	13.64%
All Other Hispanic or Latino	428	18.65%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	2,295	
White Alone	681	29.67%
Black or African American Alone	22	0.96%
American Indian and Alaska Native Alone	41	1.79%
Asian Alone	10	0.44%
Native Hawaiian and Other Pacific Islander Alone	2	0.09%
Some Other Race Alone	588	25.62%
Two or More Races	951	41.44%
2025 Est. Pop by Race, Asian Alone, by Category	1,221	
Chinese, except Taiwanese	45	3.69%
Filipino	12	0.98%
Japanese	34	2.79%
Asian Indian	544	44.55%
Korean	148	12.12%
Vietnamese	34	2.79%
Cambodian	3	0.25%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.08%
All Other Asian Races Including 2+ Category	400	32.76%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	11,670	
Arab	178	1.52%
Czech	35	0.30%
Danish	16	0.14%
Dutch	162	1.39%
English	1,047	8.97%
French (except Basque)	206	1.76%
French Canadian	88	0.75%
German	1,162	9.96%
Greek	11	0.09%
Hungarian	100	0.86%
Irish	894	7.66%
Italian	551	4.72%
Lithuanian	3	0.03%
United States or American	443	3.80%
Norwegian	110	0.94%
Polish	135	1.16%
Portuguese	10	0.09%
Russian	7	0.06%
Scottish	208	1.78%
Scotch-Irish	52	0.45%
Slovak	24	0.21%
Subsaharan African	150	1.28%
Swedish	72	0.62%
Swiss	47	0.40%
Ukrainian	3	0.03%
Welsh	55	0.47%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,439	29.47%
Ancestry Unclassified	2,462	21.10%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,290	75.46%
Speak Asian/Pacific Island Language at Home	437	3.98%
Speak IndoEuropean Language at Home	530	4.82%
Speak Spanish at Home	1,292	11.76%
Speak Other Language at Home	203	1.85%

Community • Demographic Profile

Roanoke, Texas

DESCRIPTION	DATA	%
2025 Est. Population by Age	11,670	
Age 0 - 4	684	5.86%
Age 5 - 9	712	6.10%
Age 10 - 14	819	7.02%
Age 15 - 17	499	4.28%
Age 18 - 20	481	4.12%
Age 21 - 24	586	5.02%
Age 25 - 34	1,531	13.12%
Age 35 - 44	1,875	16.07%
Age 45 - 54	1,739	14.90%
Age 55 - 64	1,511	12.95%
Age 65 - 74	789	6.76%
Age 75 - 84	332	2.85%
Age 85 and over	112	0.96%
Age 16 and over	9,288	79.59%
Age 18 and over	8,956	76.74%
Age 21 and over	8,475	72.62%
Age 65 and over	1,233	10.57%
2025 Est. Median Age		37.89
2025 Est. Average Age		37.50
2025 Est. Population by Sex	11,670	
Male	5,927	50.79%
Female	5,743	49.21%
2025 Est. Male Population by Age	5,927	
Age 0 - 4	350	5.91%
Age 5 - 9	370	6.24%
Age 10 - 14	426	7.19%
Age 15 - 17	252	4.25%
Age 18 - 20	245	4.13%
Age 21 - 24	305	5.15%
Age 25 - 34	795	13.41%
Age 35 - 44	945	15.94%
Age 45 - 54	904	15.25%
Age 55 - 64	788	13.30%
Age 65 - 74	384	6.48%
Age 75 - 84	119	2.01%
Age 85 and over	44	0.74%
2025 Est. Median Age, Male		37.42
2025 Est. Average Age, Male		37.00
2025 Est. Female Population by Age	5,743	
Age 0 - 4	334	5.82%
Age 5 - 9	342	5.96%
Age 10 - 14	393	6.84%
Age 15 - 17	247	4.30%
Age 18 - 20	236	4.11%
Age 21 - 24	281	4.89%
Age 25 - 34	736	12.82%
Age 35 - 44	930	16.19%
Age 45 - 54	835	14.54%
Age 55 - 64	723	12.59%
Age 65 - 74	405	7.05%
Age 75 - 84	213	3.71%
Age 85 and over	68	1.18%
2025 Est. Median Age, Female		38.36
2025 Est. Average Age, Female		38.10

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,419	25.58%
Males, Never Married	1,350	14.28%
Females, Never Married	1,069	11.31%
Married, Spouse present	5,595	59.17%
Married, Spouse absent	333	3.52%
Widowed	113	1.19%
Males Widowed	60	0.64%
Females Widowed	53	0.56%
Divorced	995	10.52%
Males Divorced	291	3.08%
Females Divorced	704	7.45%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	267	3.38%
Some High School, no diploma	237	3.00%
High School Graduate (or GED)	1,306	16.55%
Some College, no degree	1,405	17.81%
Associate Degree	636	8.06%
Bachelor's Degree	2,687	34.06%
Master's Degree	1,192	15.11%
Professional School Degree	37	0.47%
Doctorate Degree	122	1.55%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	251	18.44%
High School Graduate	170	12.49%
Some College or Associate's Degree	470	34.53%
Bachelor's Degree or Higher	470	34.53%
Households		
2030 Projection	4,914	
2025 Estimate	4,253	
2020 Census	3,560	
2010 Census	1,707	
Growth 2025 - 2030		15.54%
Growth 2020 - 2025		19.47%
Growth 2010 - 2020		108.55%
2025 Est. Households by Household Type	4,253	
Family Households	2,911	68.45%
Nonfamily Households	1,342	31.55%
2025 Est. Group Quarters Population	0	
2025 Households by Ethnicity, Hispanic/Latino	624	



Community • Demographic Profile

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DESCRIPTION	DATA	%
2025 Est. Households by Household Income	4,253	
Income < \$15,000	99	2.33%
Income \$15,000 - \$24,999	133	3.13%
Income \$25,000 - \$34,999	140	3.29%
Income \$35,000 - \$49,999	163	3.83%
Income \$50,000 - \$74,999	489	11.50%
Income \$75,000 - \$99,999	823	19.35%
Income \$100,000 - \$124,999	472	11.10%
Income \$125,000 - \$149,999	485	11.40%
Income \$150,000 - \$199,999	664	15.61%
Income \$200,000 - \$249,999	259	6.09%
Income \$250,000 - \$499,999	323	7.59%
Income \$500,000+	203	4.77%
2025 Est. Average Household Income		\$149,957
2025 Est. Median Household Income		\$113,906
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$109,549
Black or African American Alone		\$138,328
American Indian and Alaska Native Alone		\$85,049
Asian Alone		\$137,620
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$187,667
Two or More Races		\$93,154
Hispanic or Latino		\$82,314
Not Hispanic or Latino		\$121,560
2025 Est. HH by Type and Presence of Own Child.	4,253	
Family Households with Children	1,797	42.25%
Family Households without Children	2,456	57.75%
Married-Couple Families	2,436	57.28%
Married-Couple Family, own children	1,574	37.01%
Married-Couple Family, no own children	862	20.27%
Cohabiting-Couple Families	100	2.35%
Cohabiting-Couple Family, own children	4	0.09%
Cohabiting-Couple Family, no own children	96	2.26%
Male Householder Families	824	19.37%
Male Householder, own children	64	1.50%
Male Householder, no own children	22	0.52%
Male Householder, only Nonrelatives	0	0.00%
Male Householder, Living Alone	738	17.35%
Female Householder Families	893	21.00%
Female Householder, own children	155	3.64%
Female Householder, no own children	165	3.88%
Female Householder, only Nonrelatives	3	0.07%
Female Householder, Living Alone	570	13.40%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	4,253	
1-person	1,019	23.96%
2-person	1,261	29.65%
3-person	653	15.35%
4-person	746	17.54%
5-person	351	8.25%
6-person	128	3.01%
7-or-more-person	95	2.23%
2025 Est. Average Household Size		2.74
2025 Est. Households by Number of Vehicles	4,253	
No Vehicles	108	2.54%
1 Vehicle	1,619	38.07%
2 Vehicles	1,709	40.18%
3 Vehicles	488	11.47%
4 Vehicles	203	4.77%
5 or more Vehicles	126	2.96%
2025 Est. Average Number of Vehicles		1.9
Family Households		
2030 Projection	3,345	
2025 Estimate	2,911	
2020 Estimate	2,488	
2010 Census	1,124	
Growth 2025 - 2030		14.91%
Growth 2020 - 2025		17.00%
Growth 2010 - 2020		121.35%
2025 Est. Families by Poverty Status	2,911	
2025 Families at or Above Poverty	2,851	97.94%
2025 Families at or Above Poverty with Children	1,840	63.21%
2025 Families Below Poverty	60	2.06%
2025 Families Below Poverty with Children	44	1.51%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	6,874	74.01%
Civilian Labor Force, Unemployed	231	2.49%
Armed Forces	0	0.00%
Not in Labor Force	2,183	23.50%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	4,958	72.73%
Non-Profit Private Workers	199	2.92%
Local Government Workers	57	0.84%
State Government Workers	231	3.39%
Federal Government Workers	782	11.47%
Self-Employed Workers	589	8.64%
Unpaid Family Workers	1	0.02%



Community • Demographic Profile

Roanoke, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	298	4.37%
Arts/Entertainment/Sports	133	1.95%
Building Grounds Maintenance	119	1.75%
Business/Financial Operations	831	12.19%
Community/Social Services	85	1.25%
Computer/Mathematical	515	7.55%
Construction/Extraction	151	2.21%
Education/Training/Library	703	10.31%
Farming/Fishing/Forestry	6	0.09%
Food Prep/Serving	157	2.30%
Health Practitioner/Technician	96	1.41%
Healthcare Support	74	1.09%
Maintenance Repair	262	3.84%
Legal	81	1.19%
Life/Physical/Social Science	8	0.12%
Management	912	13.38%
Office/Admin. Support	938	13.76%
Production	86	1.26%
Protective Services	261	3.83%
Sales/Related	651	9.55%
Personal Care/Service	115	1.69%
Transportation/Moving	335	4.91%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	5,251	77.03%
Blue Collar	834	12.23%
Service and Farm	732	10.74%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	4,809	72.52%
Car Pooled	534	8.05%
Public Transportation	3	0.04%
Walked	162	2.44%
Bicycle	0	0.00%
Other Means	111	1.67%
Worked at Home	1,012	15.26%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,226	
15 - 29 Minutes	2,386	
30 - 44 Minutes	1,439	
45 - 59 Minutes	656	
60 or more Minutes	116	
2025 Est. Avg Travel Time to Work in Minutes		27
2025 Est. Occupied Housing Units by Tenure	4,253	
Owner Occupied	2,299	54.06%
Renter Occupied	1,954	45.94%
2025 Owner Occ. HUs: Avg. Length of Residence		9.60 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		4.80 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	2,299	
Value Less than \$20,000	82	3.57%
Value \$20,000 - \$39,999	14	0.61%
Value \$40,000 - \$59,999	0	0.00%
Value \$60,000 - \$79,999	0	0.00%
Value \$80,000 - \$99,999	14	0.61%
Value \$100,000 - \$149,999	28	1.22%
Value \$150,000 - \$199,999	155	6.74%
Value \$200,000 - \$299,999	140	6.09%
Value \$300,000 - \$399,999	294	12.79%
Value \$400,000 - \$499,999	376	16.35%
Value \$500,000 - \$749,999	717	31.19%
Value \$750,000 - \$999,999	332	14.44%
Value \$1,000,000 or \$1,499,999	71	3.09%
Value \$1,500,000 or \$1,999,999	5	0.22%
Value \$2,000,000+	71	3.09%
2025 Est. Median All Owner-Occupied Housing Value		\$513,240
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	2,306	50.15%
1 Unit Attached	0	0.00%
2 Units	10	0.22%
3 or 4 Units	307	6.68%
5 to 19 Units	677	14.72%
20 to 49 Units	451	9.81%
50 or More Units	495	10.77%
Mobile Home or Trailer	275	5.98%
Boat, RV, Van, etc.	77	1.67%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	769	16.73%
Housing Units Built 2010 to 2019	1,294	28.14%
Housing Units Built 2000 to 2009	944	20.53%
Housing Units Built 1990 to 1999	872	18.96%
Housing Units Built 1980 to 1989	541	11.77%
Housing Units Built 1970 to 1979	96	2.09%
Housing Units Built 1960 to 1969	24	0.52%
Housing Units Built 1950 to 1959	25	0.54%
Housing Units Built 1940 to 1949	0	0.00%
Housing Unit Built 1939 or Earlier	33	0.72%
2025 Est. Median Year Structure Built		2008

[†] 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.



The**RetailCoach**.®

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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