



The**Retail**Coach®

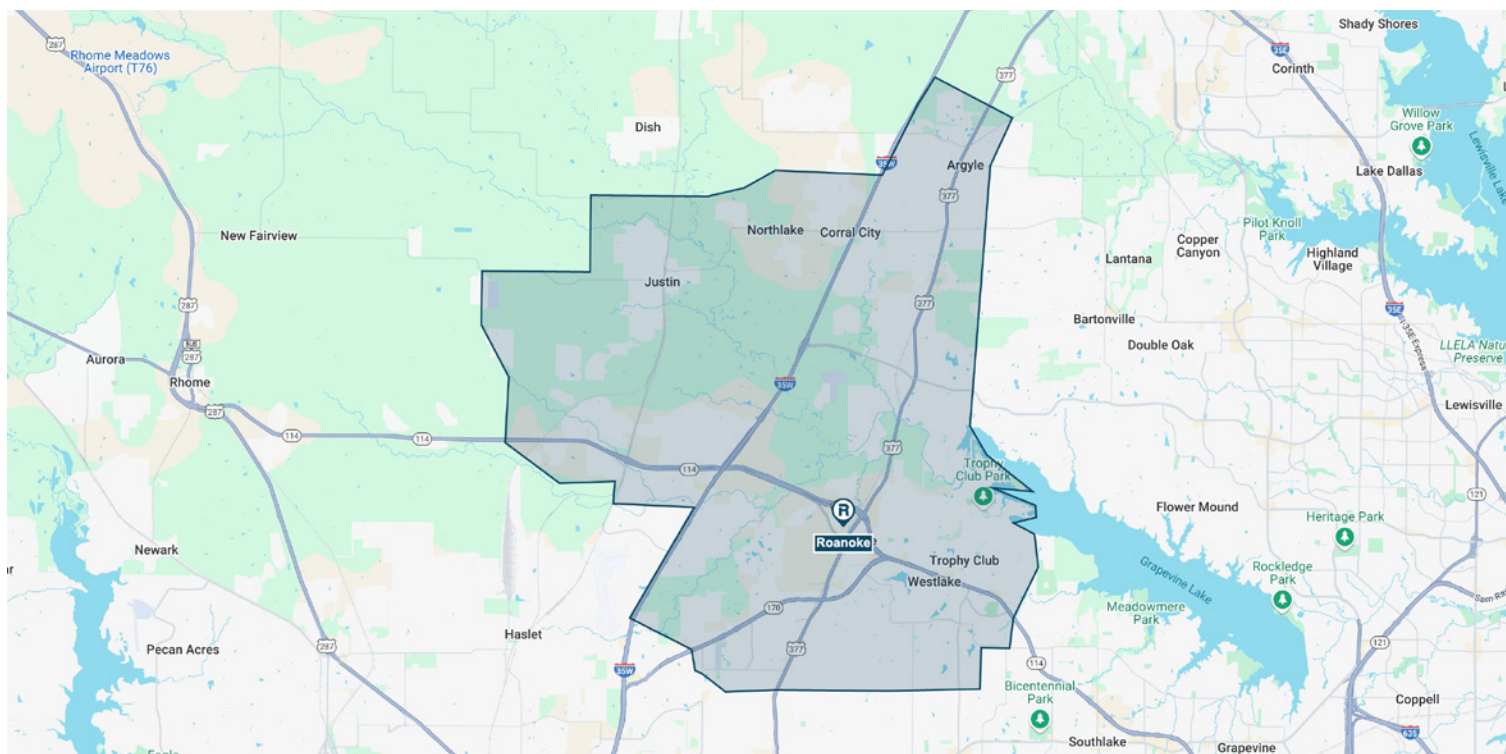
# Primary Retail Trade Area Psychographic Profile

ROANOKE, TEXAS

Prepared for City of Roanoke  
April 2025

# Primary Retail Trade Area • Demographic Snapshot

Roanoke, Texas



## Population

2020	88,447
2024	101,910
2029	115,045

## Educational Attainment (%)

Graduate or Professional Degree	17.19%
Bachelors Degree	34.10%
Associate Degree	8.57%
Some College	21.92%
High School Graduate (or GED)	14.41%
Some High School, No Degree	1.81%
Less than 9th Grade	1.99%

## Income

Average HH	\$169,843
Median HH	\$123,186
Per Capita	\$55,882

## Age

0 - 9 Years	13.86%
10 - 17 Years	13.06%
18 - 24 Years	9.39%
25 - 34 Years	10.45%
35 - 44 Years	15.42%
45 - 54 Years	14.90%
55 - 64 Years	12.05%
65 and Older	10.87%
Median Age	37.28
Average Age	36.51

## Race Distribution (%)

White	68.94%
Black/African American	6.32%
American Indian/Alaskan	0.70%
Asian	7.31%
Native Hawaiian/Islander	0.11%
Other Race	3.91%
Two or More Races	12.72%
Hispanic	15.44%



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