



The **Retail** Coach.®

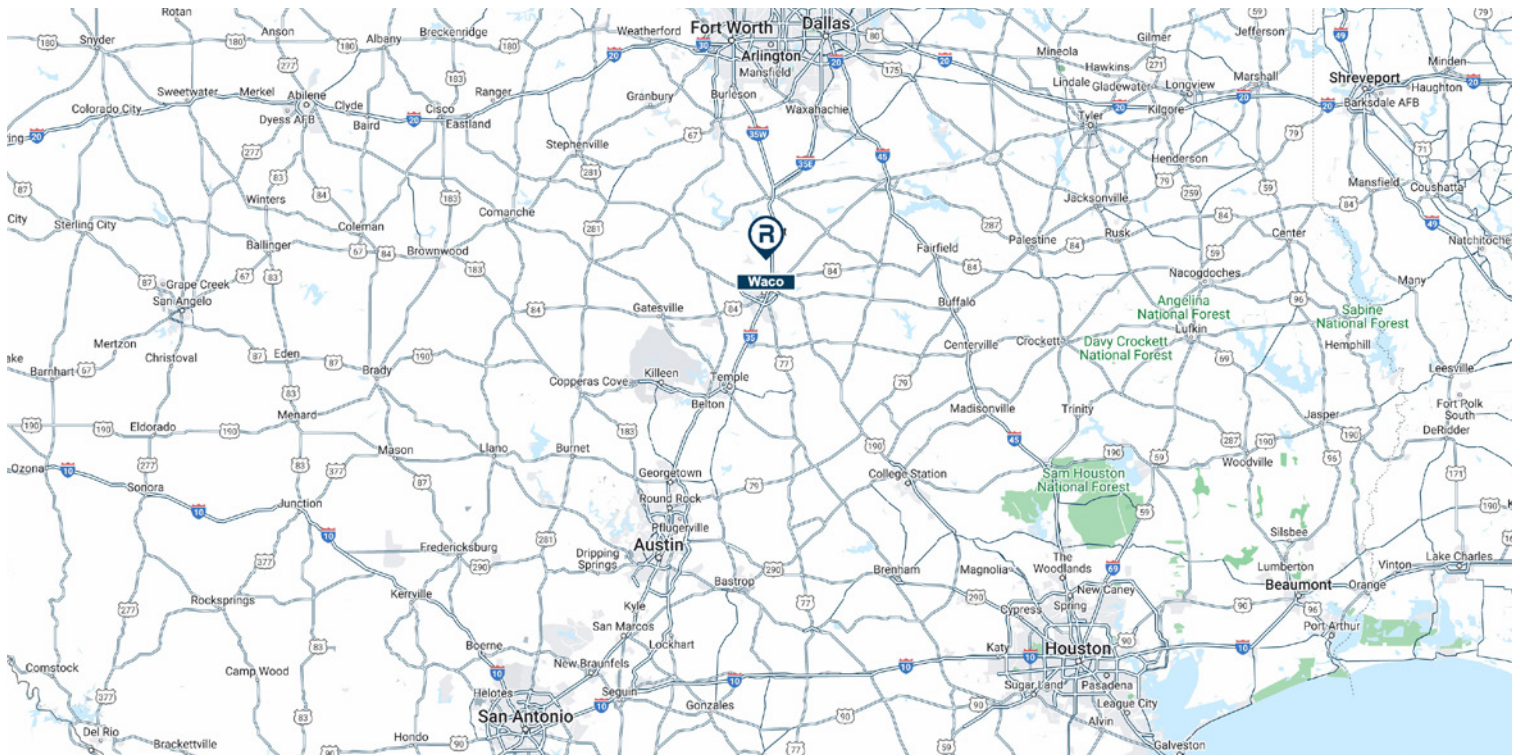
Community Demographic Profile

WACO, TEXAS

Prepared for City of Waco
July 2023

Community • Demographic Snapshot

Waco, Texas



Population

2020	138,486	0 - 9 Years	13.88%
2023	141,796	10 - 17 Years	11.07%
2028	146,114	18 - 24 Years	17.42%

Educational Attainment (%)

Graduate or Professional Degree	9.09%	25 - 34 Years	13.23%
Bachelors Degree	15.90%	35 - 44 Years	12.54%
Associate Degree	9.64%	45 - 54 Years	9.39%
Some College	22.30%	55 - 64 Years	8.82%
High School Graduate (GED)	25.80%	65 and Older	13.66%
Some High School, No Degree	10.69%	Median Age	30.14
Less than 9th Grade	6.58%	Average Age	35.20

Income

Average HH	\$69,851	White	48.80%
Median HH	\$46,693	Black/African American	18.15%
Per Capita	\$27,920	American Indian/Alaskan	1.28%
		Asian	2.26%
		Native Hawaiian/Islander	0.11%
		Other Race	14.51%
		Two or More Races	14.89%
		Hispanic	33.60%

Race Distribution (%)



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Community • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2028 Projection	146,114	
2023 Estimate	141,796	
2020 Census	138,486	
2010 Census	125,328	
Growth 2023 - 2028		3.04%
Growth 2020 - 2023		2.39%
Growth 2010 - 2020		10.50%
2023 Est. Population by Single-Classification Race	141,796	
White Alone	69,201	48.80%
Black or African American Alone	25,742	18.15%
Amer. Indian and Alaska Native Alone	1,813	1.28%
Asian Alone	3,203	2.26%
Native Hawaiian and Other Pacific Island Alone	155	0.11%
Some Other Race Alone	20,569	14.51%
Two or More Races	21,113	14.89%
2023 Est. Population by Hispanic or Latino Origin	141,796	
Not Hispanic or Latino	94,160	66.40%
Hispanic or Latino	47,636	33.60%
Mexican	42,190	88.57%
Puerto Rican	1,241	2.60%
Cuban	276	0.58%
All Other Hispanic or Latino	3,929	8.25%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	47,636	
White Alone	11,175	23.46%
Black or African American Alone	1,092	2.29%
American Indian and Alaska Native Alone	1,160	2.43%
Asian Alone	87	0.18%
Native Hawaiian and Other Pacific Islander Alone	32	0.07%
Some Other Race Alone	19,521	40.98%
Two or More Races	14,569	30.58%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	3,203	
Chinese, except Taiwanese	882	27.54%
Filipino	282	8.80%
Japanese	105	3.28%
Asian Indian	456	14.24%
Korean	452	14.11%
Vietnamese	254	7.93%
Cambodian	50	1.56%
Hmong	1	0.03%
Laotian	203	6.34%
Thai	38	1.19%
All Other Asian Races Including 2+ Category	480	14.99%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	98,787	74.91%
Speak Asian/Pacific Island Language at Home	1,837	1.39%
Speak IndoEuropean Language at Home	1,452	1.10%
Speak Spanish at Home	29,517	22.38%
Speak Other Language at Home	289	0.22%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	141,796	
Age 0 - 4	9,914	6.99%
Age 5 - 9	9,760	6.88%
Age 10 - 14	9,455	6.67%
Age 15 - 17	6,240	4.40%
Age 18 - 20	11,229	7.92%
Age 21 - 24	13,470	9.50%
Age 25 - 34	18,755	13.23%
Age 35 - 44	17,777	12.54%
Age 45 - 54	13,312	9.39%
Age 55 - 64	12,512	8.82%
Age 65 - 74	10,865	7.66%
Age 75 - 84	5,800	4.09%
Age 85 and over	2,707	1.91%
Age 16 and over	110,638	78.03%
Age 18 and over	106,427	75.06%
Age 21 and over	95,198	67.14%
Age 65 and over	19,372	13.66%
2023 Est. Median Age		30.14
2023 Est. Average Age		35.20
2023 Est. Population by Sex	141,796	
Male	68,673	48.43%
Female	73,123	51.57%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	68,673	
Age 0 - 4	5,070	7.38%
Age 5 - 9	4,964	7.23%
Age 10 - 14	4,849	7.06%
Age 15 - 17	3,106	4.52%
Age 18 - 20	5,453	7.94%
Age 21 - 24	6,658	9.70%
Age 25 - 34	9,379	13.66%
Age 35 - 44	8,647	12.59%
Age 45 - 54	6,445	9.39%
Age 55 - 64	5,902	8.59%
Age 65 - 74	4,929	7.18%
Age 75 - 84	2,356	3.43%
Age 85 and over	915	1.33%
2023 Est. Median Age, Male		28.80
2023 Est. Average Age, Male		34.00
2023 Est. Female Population by Age	73,123	
Age 0 - 4	4,844	6.62%
Age 5 - 9	4,796	6.56%
Age 10 - 14	4,606	6.30%
Age 15 - 17	3,134	4.29%
Age 18 - 20	5,776	7.90%
Age 21 - 24	6,812	9.32%
Age 25 - 34	9,376	12.82%
Age 35 - 44	9,130	12.49%
Age 45 - 54	6,867	9.39%
Age 55 - 64	6,610	9.04%
Age 65 - 74	5,936	8.12%
Age 75 - 84	3,444	4.71%
Age 85 and over	1,792	2.45%
2023 Est. Median Age, Female		31.58
2023 Est. Average Age, Female		36.40

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	50,310	44.65%
Males, Never Married	25,289	22.45%
Females, Never Married	25,021	22.21%
Married, Spouse present	38,642	34.30%
Married, Spouse absent	4,724	4.19%
Widowed	6,440	5.72%
Males Widowed	1,429	1.27%
Females Widowed	5,011	4.45%
Divorced	12,551	11.14%
Males Divorced	5,319	4.72%
Females Divorced	7,232	6.42%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,377	6.58%
Some High School, no diploma	8,734	10.69%
High School Graduate (or GED)	21,085	25.80%
Some College, no degree	18,224	22.30%
Associate Degree	7,882	9.64%
Bachelor's Degree	12,995	15.90%
Master's Degree	5,244	6.42%
Professional School Degree	1,223	1.50%
Doctorate Degree	964	1.18%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	9,150	38.70%
High School Graduate	5,971	25.26%
Some College or Associate's Degree	5,917	25.03%
Bachelor's Degree or Higher	2,604	11.01%
Households		
2028 Projection	54,925	
2023 Estimate	53,321	
2020 Census	52,112	
2010 Census	46,560	
Growth 2023 - 2028		3.01%
Growth 2020 - 2023		2.32%
Growth 2010 - 2020		11.92%
2023 Est. Households by Household Type	53,321	
Family Households	31,685	59.42%
Nonfamily Households	21,636	40.58%
2023 Est. Group Quarters Population	8,397	
2023 Households by Ethnicity, Hispanic/Latino	13,770	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	53,321	
Income < \$15,000	9,264	17.37%
Income \$15,000 - \$24,999	6,258	11.74%
Income \$25,000 - \$34,999	5,025	9.42%
Income \$35,000 - \$49,999	7,702	14.45%
Income \$50,000 - \$74,999	8,601	16.13%
Income \$75,000 - \$99,999	5,212	9.78%
Income \$100,000 - \$124,999	3,852	7.22%
Income \$125,000 - \$149,999	2,508	4.70%
Income \$150,000 - \$199,999	2,340	4.39%
Income \$200,000 - \$249,999	1,010	1.89%
Income \$250,000 - \$499,999	1,003	1.88%
Income \$500,000+	546	1.02%
2023 Est. Average Household Income		\$69,851
2023 Est. Median Household Income		\$46,693
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$53,014
Black or African American Alone		\$31,255
American Indian and Alaska Native Alone		\$45,237
Asian Alone		\$44,910
Native Hawaiian and Other Pacific Islander Alone		\$63,888
Some Other Race Alone		\$45,519
Two or More Races		\$49,602
Hispanic or Latino		\$43,437
Not Hispanic or Latino		\$48,251
2023 Est. Family HH Type by Presence of Own Child.	31,685	
Married-Couple Family, own children	8,680	27.39%
Married-Couple Family, no own children	11,316	35.71%
Male Householder, own children	1,309	4.13%
Male Householder, no own children	1,414	4.46%
Female Householder, own children	5,258	16.59%
Female Householder, no own children	3,708	11.70%
2023 Est. Households by Household Size	53,321	
1-person	16,284	30.54%
2-person	16,796	31.50%
3-person	7,333	13.75%
4-person	7,128	13.37%
5-person	3,612	6.77%
6-person	1,263	2.37%
7-or-more-person	905	1.70%
2023 Est. Average Household Size		2.50

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	53,321	
Households with 1 or More People under Age 18:	17,577	32.97%
Married-Couple Family	9,545	54.30%
Other Family, Male Householder	1,607	9.14%
Other Family, Female Householder	6,265	35.64%
Nonfamily, Male Householder	114	0.65%
Nonfamily, Female Householder	46	0.26%
Households with No People under Age 18:	35,744	
Married-Couple Family	10,455	29.25%
Other Family, Male Householder	1,113	3.11%
Other Family, Female Householder	2,693	7.53%
Nonfamily, Male Householder	9,860	27.58%
Nonfamily, Female Householder	11,623	32.52%
2023 Est. Households by Number of Vehicles	53,321	
No Vehicles	4,050	7.59%
1 Vehicle	21,125	39.62%
2 Vehicles	19,232	36.07%
3 Vehicles	5,620	10.54%
4 Vehicles	2,196	4.12%
5 or more Vehicles	1,098	2.06%
2023 Est. Average Number of Vehicles		1.7
Family Households		
2028 Projection	32,509	
2023 Estimate	31,685	
2010 Census	27,524	
Growth 2023 - 2028		2.60%
Growth 2010 - 2023		15.12%
2023 Est. Families by Poverty Status	31,685	
2023 Families at or Above Poverty	25,909	81.77%
2023 Families at or Above Poverty with Children	12,183	38.45%
2023 Families Below Poverty	5,776	18.23%
2023 Families Below Poverty with Children	4,603	14.53%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	62,056	56.09%
Civilian Labor Force, Unemployed	2,166	1.96%
Armed Forces	95	0.09%
Not in Labor Force	46,321	41.87%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	63,708	
For-Profit Private Workers	44,689	70.15%
Non-Profit Private Workers	5,897	9.26%
Local Government Workers	1,457	2.29%
State Government Workers	3,359	5.27%
Federal Government Workers	3,286	5.16%
Self-Employed Workers	4,843	7.60%
Unpaid Family Workers	177	0.28%
2023 Est. Civ. Employed Pop 16+ by Occupation	63,708	
Architect/Engineer	751	1.18%
Arts/Entertainment/Sports	803	1.26%
Building Grounds Maintenance	2,938	4.61%
Business/Financial Operations	2,328	3.65%
Community/Social Services	1,101	1.73%
Computer/Mathematical	623	0.98%
Construction/Extraction	3,768	5.91%
Education/Training/Library	5,311	8.34%
Farming/Fishing/Forestry	122	0.19%
Food Prep/Serving	5,349	8.40%
Health Practitioner/Technician	2,989	4.69%
Healthcare Support	2,689	4.22%
Maintenance Repair	1,859	2.92%
Legal	575	0.90%
Life/Physical/Social Science	978	1.53%
Management	4,616	7.25%
Office/Admin. Support	7,038	11.05%
Production	5,535	8.69%
Protective Services	1,210	1.90%
Sales/Related	6,047	9.49%
Personal Care/Service	1,705	2.68%
Transportation/Moving	5,373	8.43%
2023 Est. Pop 16+ by Occupation Classification	63,708	
White Collar	33,160	52.05%
Blue Collar	16,535	25.95%
Service and Farm	14,013	22.00%
2023 Est. Workers Age 16+ by Transp. to Work	62,537	
Drove Alone	49,941	79.86%
Car Pooled	6,705	10.72%
Public Transportation	579	0.93%
Walked	2,010	3.21%
Bicycle	177	0.28%
Other Means	648	1.04%
Worked at Home	2,477	3.96%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	24,352	
15 - 29 Minutes	28,897	
30 - 44 Minutes	4,315	
45 - 59 Minutes	787	
60 or more Minutes	1,557	
2023 Est. Avg Travel Time to Work in Minutes		19
2023 Est. Occupied Housing Units by Tenure	53,321	
Owner Occupied	25,075	47.03%
Renter Occupied	28,246	52.97%
2023 Owner Occ. HUs: Avg. Length of Residence		15.50 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.70 [†]
2023 Est. Owner-Occupied Housing Units by Value	53,321	
Value Less than \$20,000	366	1.46%
Value \$20,000 - \$39,999	657	2.62%
Value \$40,000 - \$59,999	1,593	6.35%
Value \$60,000 - \$79,999	1,482	5.91%
Value \$80,000 - \$99,999	2,217	8.84%
Value \$100,000 - \$149,999	4,634	18.48%
Value \$150,000 - \$199,999	3,210	12.80%
Value \$200,000 - \$299,999	5,566	22.20%
Value \$300,000 - \$399,999	2,527	10.08%
Value \$400,000 - \$499,999	1,219	4.86%
Value \$500,000 - \$749,999	914	3.64%
Value \$750,000 - \$999,999	377	1.50%
Value \$1,000,000 or \$1,499,999	180	0.72%
Value \$1,500,000 or \$1,999,999	64	0.26%
Value \$2,000,000+	69	0.28%
2023 Est. Median All Owner-Occupied Housing Value		\$173,084
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	34,772	58.67%
1 Unit Attached	1,630	2.75%
2 Units	3,003	5.07%
3 or 4 Units	3,422	5.77%
5 to 19 Units	8,779	14.81%
20 to 49 Units	3,404	5.74%
50 or More Units	3,311	5.59%
Mobile Home or Trailer	940	1.59%
Boat, RV, Van, etc.	3	0.01%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	5,196	8.77%
Housing Units Built 2010 to 2014	2,187	3.69%
Housing Units Built 2000 to 2009	6,816	11.50%
Housing Units Built 1990 to 1999	4,597	7.76%
Housing Units Built 1980 to 1989	6,332	10.68%
Housing Units Built 1970 to 1979	10,077	17.00%
Housing Units Built 1960 to 1969	7,409	12.50%
Housing Units Built 1950 to 1959	9,770	16.49%
Housing Units Built 1940 to 1949	3,584	6.05%
Housing Unit Built 1939 or Earlier	3,296	5.56%
2023 Est. Median Year Structure Built		1975

[†] 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.



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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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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