



The **Retail** Coach.®

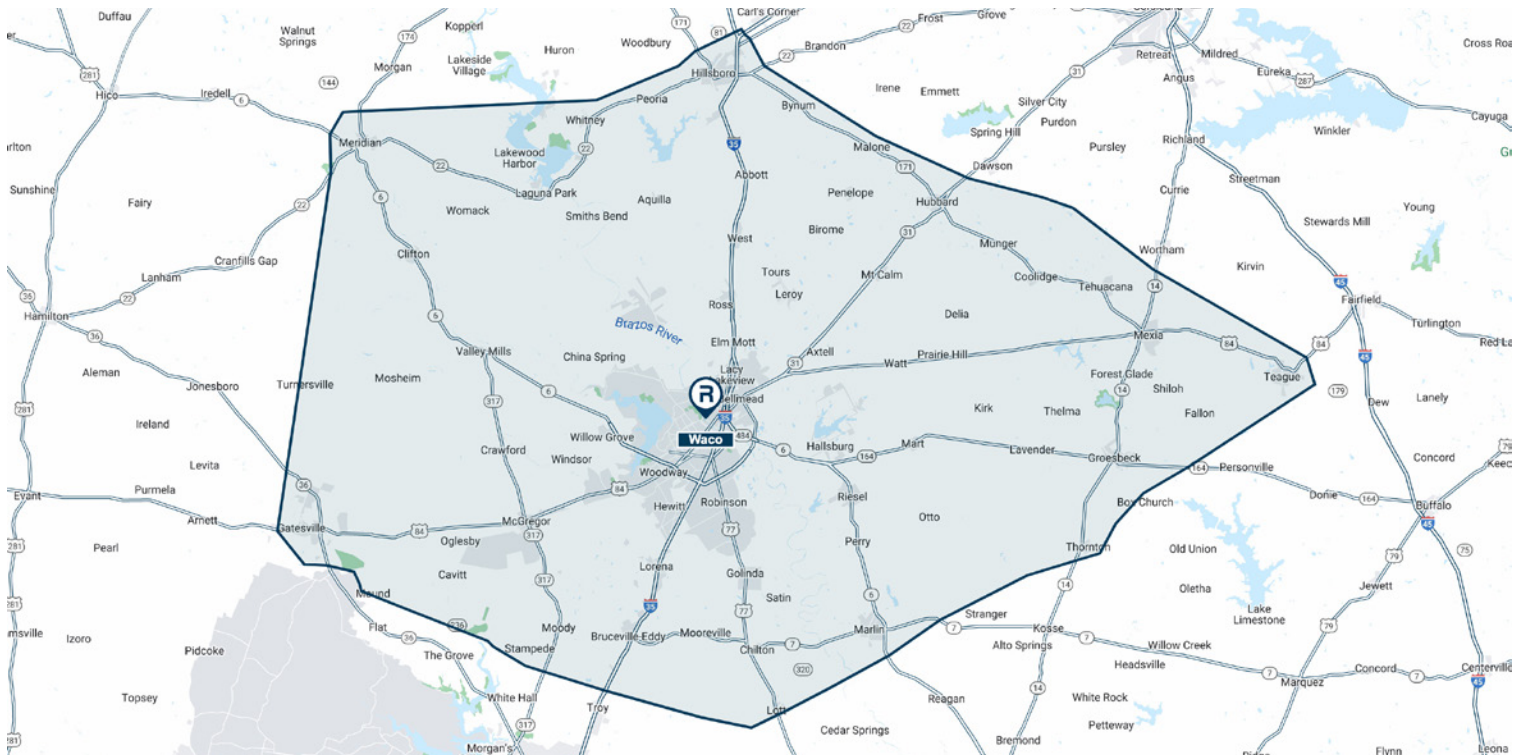
# Retail Trade Area Demographic Profile

WACO, TEXAS

Prepared for City of Waco  
July 2023

# Retail Trade Area • Demographic Snapshot

## Waco, Texas



### Population

2020	354,735
2023	362,015
2028	371,365

### Age

0 - 9 Years	12.73%
10 - 17 Years	10.58%
18 - 24 Years	12.05%
25 - 34 Years	13.86%
35 - 44 Years	12.37%
45 - 54 Years	10.83%
55 - 64 Years	10.96%
65 and Older	16.62%
Median Age	35.60
Average Age	38.26

### Educational Attainment (%)

Graduate or Professional Degree	7.75%
Bachelors Degree	14.49%
Associate Degree	10.31%
Some College	23.72%
High School Graduate (GED)	28.20%
Some High School, No Degree	9.56%
Less than 9th Grade	5.97%

### Race Distribution (%)

White	59.58%
Black/African American	13.31%
American Indian/Alaskan	1.10%
Asian	1.43%
Native Hawaiian/Islander	0.10%
Other Race	11.74%
Two or More Races	12.75%
Hispanic	26.97%

### Income

Average HH	\$83,043
Median HH	\$58,517
Per Capita	\$32,188



### Waco Economic Development

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# Retail Trade Area • Demographic Profile

Waco, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	371,365	
2023 Estimate	362,015	
2020 Census	354,735	
2010 Census	329,655	
Growth 2023 - 2028		2.58%
Growth 2020 - 2023		2.05%
Growth 2010 - 2020		7.61%
<b>2023 Est. Population by Single-Classification Race</b>	<b>362,015</b>	
White Alone	215,671	59.58%
Black or African American Alone	48,185	13.31%
Amer. Indian and Alaska Native Alone	3,972	1.10%
Asian Alone	5,166	1.43%
Native Hawaiian and Other Pacific Island Alone	357	0.10%
Some Other Race Alone	42,494	11.74%
Two or More Races	46,170	12.75%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>362,015</b>	
Not Hispanic or Latino	264,396	73.03%
Hispanic or Latino	97,620	26.97%
Mexican	86,684	88.80%
Puerto Rican	2,204	2.26%
Cuban	647	0.66%
All Other Hispanic or Latino	8,086	8.28%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>97,620</b>	
White Alone	23,685	24.26%
Black or African American Alone	1,799	1.84%
American Indian and Alaska Native Alone	2,262	2.32%
Asian Alone	164	0.17%
Native Hawaiian and Other Pacific Islander Alone	53	0.05%
Some Other Race Alone	40,685	41.68%
Two or More Races	28,971	29.68%

DESCRIPTION	DATA	%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>5,166</b>	
Chinese, except Taiwanese	990	19.16%
Filipino	580	11.23%
Japanese	271	5.25%
Asian Indian	687	13.30%
Korean	637	12.33%
Vietnamese	838	16.22%
Cambodian	54	1.04%
Hmong	1	0.02%
Laotian	247	4.78%
Thai	40	0.77%
All Other Asian Races Including 2+ Category	819	15.85%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	273,937	80.77%
Speak Asian/Pacific Island Language at Home	3,168	0.93%
Speak IndoEuropean Language at Home	3,325	0.98%
Speak Spanish at Home	58,203	17.16%
Speak Other Language at Home	528	0.16%

# Retail Trade Area • Demographic Profile

Waco, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>362,015</b>	
Age 0 - 4	22,854	6.31%
Age 5 - 9	23,217	6.41%
Age 10 - 14	23,654	6.53%
Age 15 - 17	14,631	4.04%
Age 18 - 20	19,103	5.28%
Age 21 - 24	24,528	6.78%
Age 25 - 34	50,183	13.86%
Age 35 - 44	44,796	12.37%
Age 45 - 54	39,198	10.83%
Age 55 - 64	39,683	10.96%
Age 65 - 74	34,588	9.55%
Age 75 - 84	18,229	5.04%
Age 85 and over	7,351	2.03%
Age 16 and over	287,515	79.42%
Age 18 and over	277,659	76.70%
Age 21 and over	258,555	71.42%
Age 65 and over	60,168	16.62%
2023 Est. Median Age		35.60
2023 Est. Average Age		38.26
<b>2023 Est. Population by Sex</b>	<b>362,015</b>	
Male	175,736	48.54%
Female	186,280	51.46%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>175,736</b>	
Age 0 - 4	11,660	6.63%
Age 5 - 9	11,856	6.75%
Age 10 - 14	12,197	6.94%
Age 15 - 17	7,490	4.26%
Age 18 - 20	9,626	5.48%
Age 21 - 24	12,415	7.07%
Age 25 - 34	24,604	14.00%
Age 35 - 44	21,521	12.25%
Age 45 - 54	18,702	10.64%
Age 55 - 64	18,965	10.79%
Age 65 - 74	16,098	9.16%
Age 75 - 84	7,942	4.52%
Age 85 and over	2,659	1.51%
2023 Est. Median Age, Male		34.12
2023 Est. Average Age, Male		37.21
<b>2023 Est. Female Population by Age</b>	<b>186,280</b>	
Age 0 - 4	11,195	6.01%
Age 5 - 9	11,361	6.10%
Age 10 - 14	11,457	6.15%
Age 15 - 17	7,141	3.83%
Age 18 - 20	9,477	5.09%
Age 21 - 24	12,113	6.50%
Age 25 - 34	25,579	13.73%
Age 35 - 44	23,275	12.50%
Age 45 - 54	20,496	11.00%
Age 55 - 64	20,718	11.12%
Age 65 - 74	18,490	9.93%
Age 75 - 84	10,286	5.52%
Age 85 and over	4,692	2.52%
2023 Est. Median Age, Female		36.99
2023 Est. Average Age, Female		39.31

# Retail Trade Area • Demographic Profile

Waco, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	101,346	34.67%
Males, Never Married	52,432	17.94%
Females, Never Married	48,914	16.73%
Married, Spouse present	121,844	41.69%
Married, Spouse absent	15,546	5.32%
Widowed	18,970	6.49%
Males Widowed	4,332	1.48%
Females Widowed	14,639	5.01%
Divorced	34,583	11.83%
Males Divorced	15,025	5.14%
Females Divorced	19,558	6.69%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	13,974	5.97%
Some High School, no diploma	22,368	9.56%
High School Graduate (or GED)	65,998	28.20%
Some College, no degree	55,521	23.72%
Associate Degree	24,121	10.31%
Bachelor's Degree	33,900	14.49%
Master's Degree	12,905	5.51%
Professional School Degree	2,882	1.23%
Doctorate Degree	2,358	1.01%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	18,734	37.15%
High School Graduate	12,981	25.74%
Some College or Associate's Degree	13,814	27.39%
Bachelor's Degree or Higher	4,904	9.72%
<b>Households</b>		
2028 Projection	135,142	
2023 Estimate	131,695	
2020 Census	128,971	
2010 Census	118,838	
Growth 2023 - 2028		2.62%
Growth 2020 - 2023		2.11%
Growth 2010 - 2020		8.53%
<b>2023 Est. Households by Household Type</b>		
Family Households	88,703	67.35%
Nonfamily Households	42,992	32.65%
<b>2023 Est. Group Quarters Population</b>		
	22,251	
<b>2023 Households by Ethnicity, Hispanic/Latino</b>		
	25,953	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>		
Income < \$15,000	16,022	12.17%
Income \$15,000 - \$24,999	12,272	9.32%
Income \$25,000 - \$34,999	11,290	8.57%
Income \$35,000 - \$49,999	17,636	13.39%
Income \$50,000 - \$74,999	22,624	17.18%
Income \$75,000 - \$99,999	14,805	11.24%
Income \$100,000 - \$124,999	11,787	8.95%
Income \$125,000 - \$149,999	8,439	6.41%
Income \$150,000 - \$199,999	8,191	6.22%
Income \$200,000 - \$249,999	3,716	2.82%
Income \$250,000 - \$499,999	3,360	2.55%
Income \$500,000+	1,553	1.18%
<b>2023 Est. Average Household Income</b>		
		\$83,043
<b>2023 Est. Median Household Income</b>		
		\$58,517
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$66,831
Black or African American Alone		\$35,900
American Indian and Alaska Native Alone		\$59,376
Asian Alone		\$61,073
Native Hawaiian and Other Pacific Islander Alone		\$62,668
Some Other Race Alone		\$48,740
Two or More Races		\$52,366
Hispanic or Latino		\$48,718
Not Hispanic or Latino		\$61,651
<b>2023 Est. Family HH Type by Presence of Own Child.</b>		
Married-Couple Family, own children	25,791	29.08%
Married-Couple Family, no own children	37,951	42.78%
Male Householder, own children	3,134	3.53%
Male Householder, no own children	3,257	3.67%
Female Householder, own children	10,433	11.76%
Female Householder, no own children	8,137	9.17%
<b>2023 Est. Households by Household Size</b>		
1-person	34,559	26.24%
2-person	44,474	33.77%
3-person	19,519	14.82%
4-person	17,740	13.47%
5-person	9,241	7.02%
6-person	3,757	2.85%
7-or-more-person	2,406	1.83%
<b>2023 Est. Average Household Size</b>		
		2.58

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Waco, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>131,695</b>	
Households with 1 or More People under Age 18:	45,387	34.46%
Married-Couple Family	28,421	62.62%
Other Family, Male Householder	3,843	8.47%
Other Family, Female Householder	12,737	28.06%
Nonfamily, Male Householder	290	0.64%
Nonfamily, Female Householder	95	0.21%
<b>Households with No People under Age 18:</b>	<b>86,308</b>	
Married-Couple Family	35,332	40.94%
Other Family, Male Householder	2,551	2.96%
Other Family, Female Householder	5,828	6.75%
Nonfamily, Male Householder	19,749	22.88%
Nonfamily, Female Householder	22,848	26.47%
<b>2023 Est. Households by Number of Vehicles</b>	<b>131,695</b>	
No Vehicles	7,429	5.64%
1 Vehicle	43,304	32.88%
2 Vehicles	51,272	38.93%
3 Vehicles	20,036	15.21%
4 Vehicles	6,627	5.03%
5 or more Vehicles	3,027	2.30%
2023 Est. Average Number of Vehicles		1.9
<b>Family Households</b>		
2028 Projection	90,951	
2023 Estimate	88,703	
2010 Census	79,741	
Growth 2023 - 2028		2.53%
Growth 2010 - 2023		11.24%
<b>2023 Est. Families by Poverty Status</b>	<b>88,703</b>	
2023 Families at or Above Poverty	77,214	87.05%
2023 Families at or Above Poverty with Children	34,103	38.45%
2023 Families Below Poverty	11,490	12.95%
2023 Families Below Poverty with Children	8,960	10.10%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	155,816	54.19%
Civilian Labor Force, Unemployed	6,383	2.22%
Armed Forces	432	0.15%
Not in Labor Force	124,885	43.44%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>158,563</b>	
For-Profit Private Workers	107,084	67.53%
Non-Profit Private Workers	12,251	7.73%
Local Government Workers	3,799	2.40%
State Government Workers	9,509	6.00%
Federal Government Workers	11,226	7.08%
Self-Employed Workers	14,324	9.03%
Unpaid Family Workers	369	0.23%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>158,563</b>	
Architect/Engineer	1,872	1.18%
Arts/Entertainment/Sports	1,731	1.09%
Building Grounds Maintenance	6,037	3.81%
Business/Financial Operations	6,331	3.99%
Community/Social Services	2,585	1.63%
Computer/Mathematical	1,464	0.92%
Construction/Extraction	10,939	6.90%
Education/Training/Library	11,631	7.33%
Farming/Fishing/Forestry	705	0.45%
Food Prep/Serving	9,400	5.93%
Health Practitioner/Technician	7,801	4.92%
Healthcare Support	6,123	3.86%
Maintenance Repair	6,124	3.86%
Legal	1,173	0.74%
Life/Physical/Social Science	1,413	0.89%
Management	14,210	8.96%
Office/Admin. Support	18,684	11.78%
Production	13,258	8.36%
Protective Services	4,193	2.64%
Sales/Related	14,680	9.26%
Personal Care/Service	3,676	2.32%
Transportation/Moving	14,532	9.16%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>158,563</b>	
White Collar	83,576	52.71%
Blue Collar	44,853	28.29%
Service and Farm	30,133	19.00%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>156,003</b>	
Drove Alone	128,049	82.08%
Car Pooled	15,531	9.96%
Public Transportation	780	0.50%
Walked	2,967	1.90%
Bicycle	200	0.13%
Other Means	1,347	0.86%
Worked at Home	7,129	4.57%

# Retail Trade Area • Demographic Profile

Waco, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	52,314	
15 - 29 Minutes	64,109	
30 - 44 Minutes	20,150	
45 - 59 Minutes	5,359	
60 or more Minutes	6,713	
2023 Est. Avg Travel Time to Work in Minutes		23
2023 Est. Occupied Housing Units by Tenure	131,695	
Owner Occupied	82,132	62.37%
Renter Occupied	49,563	37.64%
2023 Owner Occ. HUs: Avg. Length of Residence		15.94 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.51 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>131,695</b>	
Value Less than \$20,000	1,934	2.35%
Value \$20,000 - \$39,999	2,683	3.27%
Value \$40,000 - \$59,999	4,138	5.04%
Value \$60,000 - \$79,999	4,341	5.29%
Value \$80,000 - \$99,999	5,950	7.24%
Value \$100,000 - \$149,999	13,326	16.23%
Value \$150,000 - \$199,999	11,356	13.83%
Value \$200,000 - \$299,999	18,431	22.44%
Value \$300,000 - \$399,999	10,058	12.25%
Value \$400,000 - \$499,999	4,355	5.30%
Value \$500,000 - \$749,999	3,550	4.32%
Value \$750,000 - \$999,999	1,075	1.31%
Value \$1,000,000 or \$1,499,999	515	0.63%
Value \$1,500,000 or \$1,999,999	191	0.23%
Value \$2,000,000+	228	0.28%
2023 Est. Median All Owner-Occupied Housing Value		\$187,622
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	101,723	69.11%
1 Unit Attached	3,244	2.20%
2 Units	4,921	3.34%
3 or 4 Units	5,125	3.48%
5 to 19 Units	11,585	7.87%
20 to 49 Units	4,334	2.94%
50 or More Units	3,972	2.70%
Mobile Home or Trailer	11,923	8.10%
Boat, RV, Van, etc.	362	0.25%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	10,213	6.94%
Housing Units Built 2010 to 2014	5,721	3.89%
Housing Units Built 2000 to 2009	18,658	12.68%
Housing Units Built 1990 to 1999	17,371	11.80%
Housing Units Built 1980 to 1989	21,782	14.80%
Housing Units Built 1970 to 1979	23,911	16.25%
Housing Units Built 1960 to 1969	15,578	10.58%
Housing Units Built 1950 to 1959	18,255	12.40%
Housing Units Built 1940 to 1949	7,031	4.78%
Housing Unit Built 1939 or Earlier	8,667	5.89%
2023 Est. Median Year Structure Built		1980

<sup>†</sup> 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, 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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