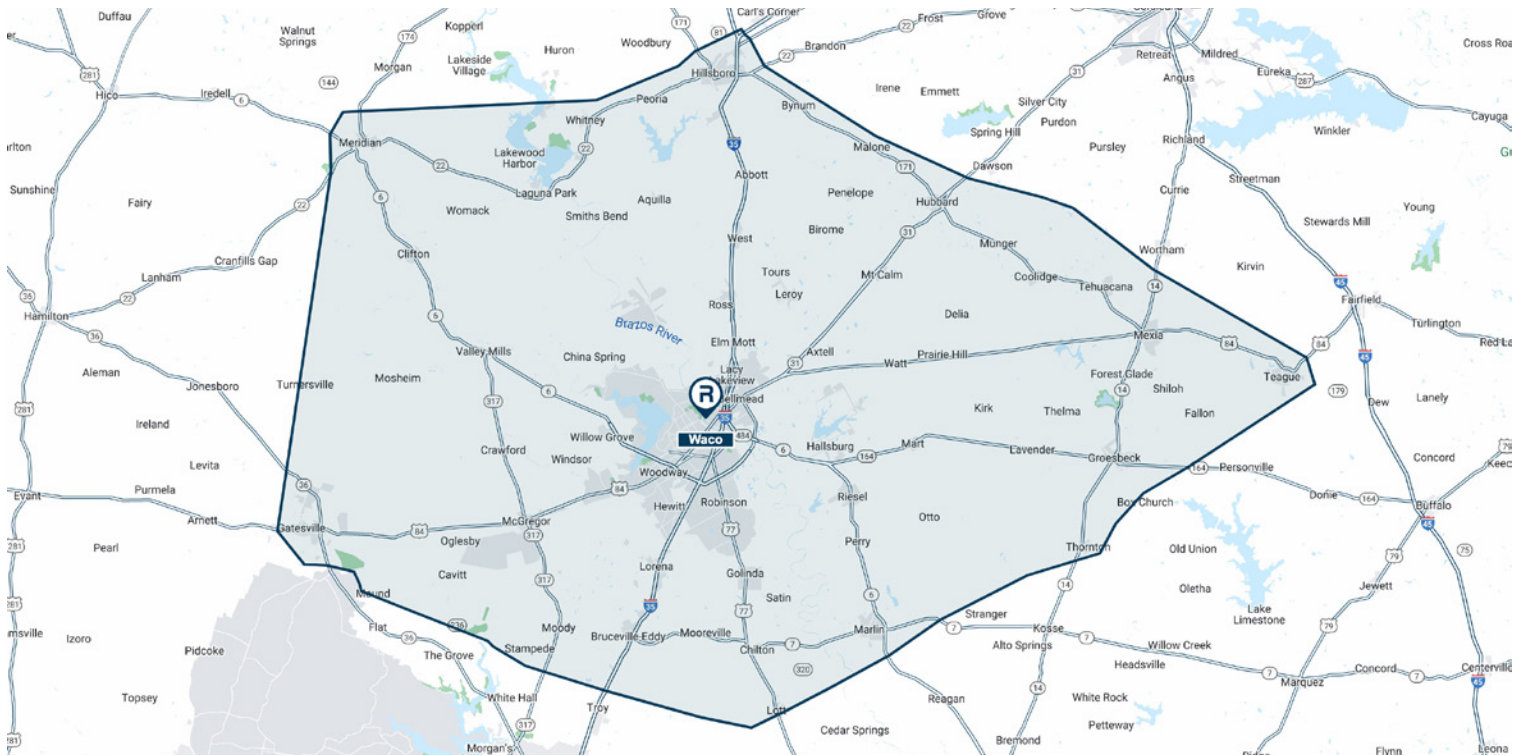


# Retail Trade Area • Retail Market Profile

## Waco, Texas



### Population

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

### 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%

### Income

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

### 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

### 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%



### Waco Economic Development

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Waco, Texas

