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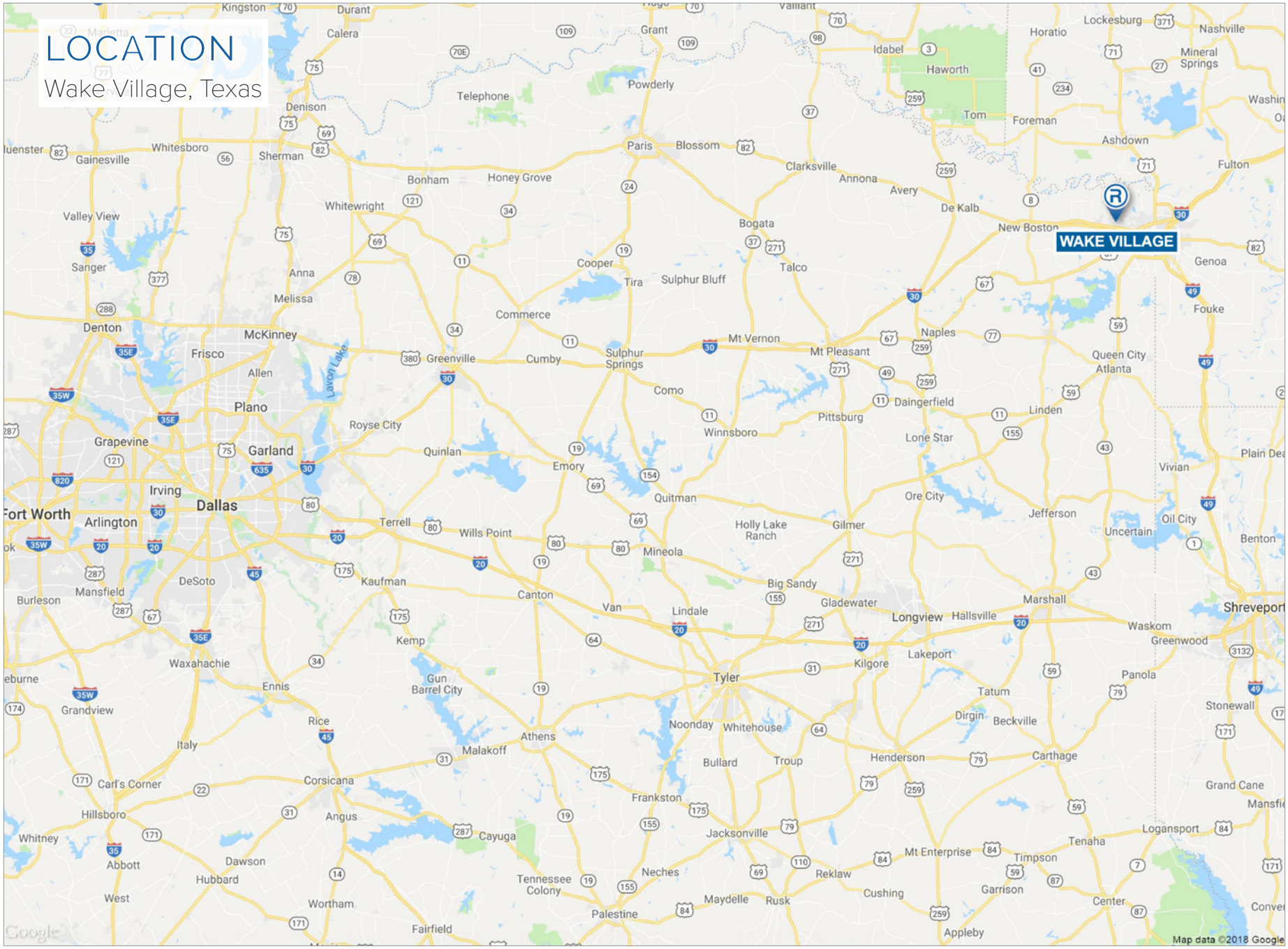
COMMUNITY DEMOGRAPHIC PROFILE

Wake Village, Texas

Prepared for
Wake Village Economic Development Council
June 2019

LOCATION

Wake Village, Texas



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COMMUNITY • DEMOGRAPHIC PROFILE

Wake Village, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	5,690	
2019 Estimate	5,485	
2010 Census	5,492	
2000 Census	5,066	
Growth 2019 - 2024		3.74%
Growth 2010 - 2019		-0.13%
Growth 2000 - 2010		8.41%
2019 Est. Population by Single-Classification Race	5,485	
White Alone	3,317	60.47%
Black or African American Alone	1,612	29.39%
Amer. Indian and Alaska Native Alone	36	0.66%
Asian Alone	76	1.39%
Native Hawaiian and Other Pacific Island Alone	9	0.16%
Some Other Race Alone	214	3.90%
Two or More Races	221	4.03%
2019 Est. Population by Hispanic or Latino Origin	5,485	
Not Hispanic or Latino	5,092	92.84%
Hispanic or Latino	393	7.17%
Mexican	338	86.01%
Puerto Rican	13	3.31%
Cuban	0	0.00%
All Other Hispanic or Latino	42	10.69%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	393	
White Alone	115	29.26%
Black or African American Alone	4	1.02%
American Indian and Alaska Native Alone	8	2.04%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	211	53.69%
Two or More Races	55	14.00%
2019 Est. Pop by Race, Asian Alone, by Category	76	
Chinese, except Taiwanese	22	28.95%
Filipino	54	71.05%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

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DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	5,485	
Arab	0	0.00%
Czech	21	0.38%
Danish	9	0.16%
Dutch	12	0.22%
English	411	7.49%
French (except Basque)	7	0.13%
French Canadian	0	0.00%
German	338	6.16%
Greek	0	0.00%
Hungarian	66	1.20%
Irish	178	3.25%
Italian	60	1.09%
Lithuanian	0	0.00%
United States or American	1,389	25.32%
Norwegian	0	0.00%
Polish	23	0.42%
Portuguese	0	0.00%
Russian	3	0.06%
Scottish	101	1.84%
Scotch-Irish	47	0.86%
Slovak	0	0.00%
Subsaharan African	19	0.35%
Swedish	0	0.00%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	19	0.35%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,901	34.66%
Ancestry Unclassified	881	16.06%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,919	96.87%
Speak Asian/Pacific Island Language at Home	27	0.53%
Speak IndoEuropean Language at Home	0	0.00%
Speak Spanish at Home	132	2.60%
Speak Other Language at Home	0	0.00%
2019 Est. Population by Age	5,485	
Age 0 - 4	407	7.42%
Age 5 - 9	414	7.55%
Age 10 - 14	440	8.02%
Age 15 - 17	242	4.41%
Age 18 - 20	214	3.90%
Age 21 - 24	274	5.00%
Age 25 - 34	667	12.16%
Age 35 - 44	748	13.64%
Age 45 - 54	638	11.63%
Age 55 - 64	605	11.03%
Age 65 - 74	500	9.12%
Age 75 - 84	244	4.45%
Age 85 and over	92	1.68%
Age 16 and over	4,145	75.57%
Age 18 and over	3,982	72.60%
Age 21 and over	3,768	68.70%
Age 65 and over	836	15.24%
2019 Est. Median Age		36.15
2019 Est. Average Age		37.30

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	5,485	
Male	2,580	47.04%
Female	2,905	52.96%
2019 Est. Male Population by Age	2,580	
Age 0 - 4	206	7.98%
Age 5 - 9	212	8.22%
Age 10 - 14	229	8.88%
Age 15 - 17	125	4.85%
Age 18 - 20	112	4.34%
Age 21 - 24	141	5.47%
Age 25 - 34	304	11.78%
Age 35 - 44	341	13.22%
Age 45 - 54	294	11.40%
Age 55 - 64	262	10.16%
Age 65 - 74	225	8.72%
Age 75 - 84	97	3.76%
Age 85 and over	32	1.24%
2019 Est. Median Age, Male		33.73
2019 Est. Average Age, Male		35.60

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	2,905	
Age 0 - 4	201	6.92%
Age 5 - 9	202	6.95%
Age 10 - 14	211	7.26%
Age 15 - 17	117	4.03%
Age 18 - 20	102	3.51%
Age 21 - 24	133	4.58%
Age 25 - 34	363	12.50%
Age 35 - 44	407	14.01%
Age 45 - 54	344	11.84%
Age 55 - 64	343	11.81%
Age 65 - 74	275	9.47%
Age 75 - 84	147	5.06%
Age 85 and over	60	2.07%
2019 Est. Median Age, Female		38.05
2019 Est. Average Age, Female		38.80
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,137	26.92%
Males, Never Married	544	12.88%
Females, Never Married	593	14.04%
Married, Spouse present	1,979	46.85%
Married, Spouse absent	306	7.24%
Widowed	237	5.61%
Males Widowed	20	0.47%
Females Widowed	217	5.14%
Divorced	565	13.38%
Males Divorced	221	5.23%
Females Divorced	344	8.14%

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	108	3.1%
Some High School, no diploma	219	6.3%
High School Graduate (or GED)	1,394	39.9%
Some College, no degree	917	26.2%
Associate Degree	288	8.2%
Bachelor's Degree	346	9.9%
Master's Degree	211	6.0%
Professional School Degree	7	0.2%
Doctorate Degree	4	0.1%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	68	36.96%
High School Graduate	69	37.50%
Some College or Associate's Degree	47	25.54%
Bachelor's Degree or Higher	0	0.00%
Households		
2024 Projection	2,275	
2019 Estimate	2,196	
2010 Census	2,204	
2000 Census	2,043	
Growth 2019 - 2024		3.60%
Growth 2010 - 2019		-0.36%
Growth 2000 - 2010		7.88%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	2,196	
Family Households	1,536	69.95%
Nonfamily Households	660	30.06%
2019 Est. Group Quarters Population	0	
2019 Households by Ethnicity, Hispanic/Latino	108	
2019 Est. Households by Household Income	2,196	
Income < $15,000	372	16.94%
Income $15,000 - $24,999	226	10.29%
Income $25,000 - $34,999	228	10.38%
Income $35,000 - $49,999	342	15.57%
Income $50,000 - $74,999	395	17.99%
Income $75,000 - $99,999	264	12.02%
Income $100,000 - $124,999	127	5.78%
Income $125,000 - $149,999	98	4.46%
Income $150,000 - $199,999	57	2.60%
Income $200,000 - $249,999	29	1.32%
Income $250,000 - $499,999	41	1.87%
Income $500,000+	17	0.77%
2019 Est. Average Household Income		$65,764
2019 Est. Median Household Income		$46,723

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$46,831
Black or African American Alone		$46,724
American Indian and Alaska Native Alone		$45,849
Asian Alone		$15,636
Native Hawaiian and Other Pacific Islander Alone		$107,264
Some Other Race Alone		$57,213
Two or More Races		$42,146
Hispanic or Latino		$25,751
Not Hispanic or Latino		$49,265
2019 Est. Family HH Type by Presence of Own Child.	1,536	
Married-Couple Family, own children	398	25.91%
Married-Couple Family, no own children	622	40.50%
Male Householder, own children	47	3.06%
Male Householder, no own children	45	2.93%
Female Householder, own children	262	17.06%
Female Householder, no own children	162	10.55%
2019 Est. Households by Household Size	2,196	
1-person	588	26.78%
2-person	715	32.56%
3-person	410	18.67%
4-person	296	13.48%
5-person	119	5.42%
6-person	42	1.91%
7-or-more-person	26	1.18%
2019 Est. Average Household Size		2.5

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	2,196	
Households with 1 or More People under Age 18:	806	36.70%
Married-Couple Family	441	54.72%
Other Family, Male Householder	58	7.20%
Other Family, Female Householder	303	37.59%
Nonfamily, Male Householder	3	0.37%
Nonfamily, Female Householder	1	0.12%
Households with No People under Age 18:	1,390	63.30%
Married-Couple Family	580	41.73%
Other Family, Male Householder	35	2.52%
Other Family, Female Householder	120	8.63%
Nonfamily, Male Householder	277	19.93%
Nonfamily, Female Householder	378	27.19%
2019 Est. Households by Number of Vehicles	2,196	
No Vehicles	112	5.10%
1 Vehicle	736	33.52%
2 Vehicles	1,015	46.22%
3 Vehicles	246	11.20%
4 Vehicles	54	2.46%
5 or more Vehicles	33	1.50%
2019 Est. Average Number of Vehicles		1.8

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	1,594	
2019 Estimate	1,536	
2010 Census	1,541	
2000 Census	1,468	
Growth 2019 - 2024		3.78%
Growth 2010 - 2019		-0.32%
Growth 2000 - 2010		4.97%
2019 Est. Families by Poverty Status	1,536	
2019 Families at or Above Poverty	1,197	77.93%
2019 Families at or Above Poverty with Children	591	38.48%
2019 Families Below Poverty	339	22.07%
2019 Families Below Poverty with Children	312	20.31%
2019 Est. Pop 16+ by Employment Status	4,145	
Civilian Labor Force, Employed	2,501	60.34%
Civilian Labor Force, Unemployed	224	5.40%
Armed Forces	0	0.00%
Not in Labor Force	1,420	34.26%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	2,508	
For-Profit Private Workers	1,640	65.39%
Non-Profit Private Workers	200	7.98%
Local Government Workers	188	7.50%
State Government Workers	191	7.62%
Federal Government Workers	159	6.34%
Self-Employed Workers	130	5.18%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	2,508	
Architect/Engineer	17	0.68%
Arts/Entertainment/Sports	34	1.36%
Building Grounds Maintenance	206	8.21%
Business/Financial Operations	64	2.55%
Community/Social Services	69	2.75%
Computer/Mathematical	8	0.32%
Construction/Extraction	137	5.46%
Education/Training/Library	129	5.14%
Farming/Fishing/Forestry	5	0.20%
Food Prep/Serving	101	4.03%
Health Practitioner/Technician	140	5.58%
Healthcare Support	60	2.39%
Maintenance Repair	54	2.15%
Legal	5	0.20%
Life/Physical/Social Science	23	0.92%
Management	223	8.89%
Office/Admin. Support	406	16.19%
Production	323	12.88%
Protective Services	94	3.75%
Sales/Related	186	7.42%
Personal Care/Service	76	3.03%
Transportation/Moving	148	5.90%
2019 Est. Pop 16+ by Occupation Classification	2,508	
White Collar	1,304	51.99%
Blue Collar	662	26.40%
Service and Farm	542	21.61%

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	2,408	
Drove Alone	1,995	82.85%
Car Pooled	334	13.87%
Public Transportation	0	0.00%
Walked	13	0.54%
Bicycle	0	0.00%
Other Means	49	2.04%
Worked at Home	17	0.71%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,367	
15 - 29 Minutes	843	
30 - 44 Minutes	106	
45 - 59 Minutes	17	
60 or more Minutes	65	
2019 Est. Avg Travel Time to Work in Minutes		17
2019 Est. Occupied Housing Units by Tenure	2,196	
Owner Occupied	1,466	66.76%
Renter Occupied	730	33.24%
2019 Owner Occ. HUs: Avg. Length of Residence		17.7
2019 Renter Occ. HUs: Avg. Length of Residence		6.5

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	2,196	
Value Less than $20,000	46	3.14%
Value $20,000 - $39,999	32	2.18%
Value $40,000 - $59,999	64	4.37%
Value $60,000 - $79,999	190	12.96%
Value $80,000 - $99,999	207	14.12%
Value $100,000 - $149,999	497	33.90%
Value $150,000 - $199,999	333	22.72%
Value $200,000 - $299,999	82	5.59%
Value $300,000 - $399,999	7	0.48%
Value $400,000 - $499,999	4	0.27%
Value $500,000 - $749,999	2	0.14%
Value $750,000 - $999,999	0	0.00%
Value $1,000,000 or $1,499,999	1	0.07%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	1	0.07%
2019 Est. Median All Owner-Occupied Housing Value		$118,512
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	1,763	75.34%
1 Unit Detached	20	0.86%
2 Units	46	1.97%
3 or 4 Units	151	6.45%
5 to 19 Units	114	4.87%
20 to 49 Units	47	2.01%
50 or More Units	45	1.92%
Mobile Home or Trailer	154	6.58%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	55	2.35%
Housing Units Built 2010 to 2014	50	2.14%
Housing Units Built 2000 to 2009	335	14.32%
Housing Units Built 1990 to 1999	385	16.45%
Housing Units Built 1980 to 1989	443	18.93%
Housing Units Built 1970 to 1979	391	16.71%
Housing Units Built 1960 to 1969	322	13.76%
Housing Units Built 1950 to 1959	178	7.61%
Housing Units Built 1940 to 1949	123	5.26%
Housing Unit Built 1939 or Earlier	58	2.48%
2019 Est. Median Year Structure Built		1982

TheRetailCoach®

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 Retail Coach –
“It’s not about data. It’s about your success.”

ACKNOWLEDGEMENTS

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, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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