Community Profile

Central Texas Marketplace
2604 W Loop 340, Waco, Texas, 76711
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	1,339	34,650	123,956
2020 Total Population	2,255	40,051	138,036
2020 Group Quarters	49	673	7,262
2026 Total Population	2,463	41,462	140,202
2026 Group Quarters	47	650	7,031
2031 Total Population	2,560	42,336	142,437
2026-2031 Annual Rate	0.78%	0.42%	0.32%
2026 Total Daytime Population	8,457	67,041	169,346
Workers	7,444	47,209	97,744
Residents	1,013	19,832	71,602

Household Summary			
2010 Total Households	598	13,056	46,081
2010 Average Household Size	2.20	2.61	2.55
2020 Total Households	1,243	15,427	51,782
2020 Average Household Size	1.77	2.55	2.53
2026 Total Households	1,409	16,559	54,595
2026 Average Household Size	1.71	2.46	2.44
2031 Total Households	1,503	17,232	56,494
2031 Average Household Size	1.67	2.42	2.40
2026-2031 Annual Rate	1.30%	0.80%	0.69%
2026 Families	725	9,934	32,471
2026 Average Family Size	2.51	3.20	3.11
2031 Families	763	10,216	33,277
2031 Average Family Size	2.47	3.16	3.07
2026-2031 Growth Rate	1.03%	0.56%	0.49%

Median Household Income			
2026	$68,801	$60,654	$63,075
2031	$73,969	$67,206	$70,625

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$34,637	$31,010	$34,566
2031	$38,373	$35,151	$39,626

2026 Households by Income			
Household Income Base	1,407	16,560	54,596
<$10,000	2.5%	4.2%	6.8%
$10,000-14,999	2.5%	2.6%	3.4%
$15,000-19,999	3.3%	4.4%	4.6%
$20,000-24,999	2.6%	4.1%	4.9%
$25,000-29,999	3.1%	5.4%	5.0%
$30,000-34,999	2.6%	3.4%	3.0%
$35,000-39,999	2.0%	4.5%	3.4%
$40,000-44,999	2.7%	5.4%	3.7%
$45,000-49,999	4.9%	5.0%	4.2%
$50,000-59,999	14.4%	10.3%	8.6%
$60,000-74,999	14.6%	10.9%	10.3%
$75000-99999	20.7%	17.0%	13.8%
$100,000-124,999	9.9%	9.0%	9.0%
$125,000-149,999	8.9%	5.9%	6.0%
$150000-199999	2.4%	3.2%	5.3%
$200,000-249,999	1.8%	2.2%	3.9%
$250,000-299,999	0.6%	0.7%	1.4%
$300,000-399,999	0.4%	0.6%	1.1%
$400,000-499,999	0.1%	0.3%	0.5%
$500,000+	0.2%	0.8%	1.4%
Average Household Income	$78,449	$77,111	$87,652

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	106	101	85
Percent of Income for Mortgage	19.8%	20.5%	24.5%
Wealth Index	44	50	65

Median Home Value			
2026	$232,083	$211,245	$262,265
2031	$272,301	$283,090	$341,333

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	462	7,854	27,066
<$50,000	7.1%	5.9%	3.3%
$50,000 - $99,999	4.1%	14.1%	9.4%
$100,000 - $149,999	9.5%	12.0%	9.0%
$150,000 - $199,999	13.0%	15.3%	10.4%
$200,000 - $249,999	26.0%	12.2%	14.0%
$250,000 - $299,999	32.0%	16.0%	15.7%
$300,000 - $399,999	7.1%	12.0%	19.6%
$400,000 - $499,999	0.9%	4.3%	7.6%
$500,000 - $749,999	0.2%	6.5%	8.5%
$750,000 - $999,999	0.2%	1.4%	1.6%
$1,000,000 - $1,499,999	0.2%	0.4%	0.7%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	$219,800	$245,366	$295,382

Housing Unit Summary			
2010 Total Housing Units	746	14,475	50,245
Owner Occupied Housing Units	54.0%	53.0%	52.0%
Renter Occupied Housing Units	46.0%	47.0%	48.0%
Vacant Housing Units	19.8%	9.8%	8.3%
2020 Housing Units	1,363	16,909	56,747
Owner Occupied Housing Units	35.9%	47.9%	48.6%
Renter Occupied Housing Units	64.1%	52.1%	51.4%
Vacant Housing Units	6.2%	8.2%	8.8%
2026 Housing Units	1,544	18,073	59,665
Owner Occupied Housing Units	32.8%	47.4%	49.6%
Renter Occupied Housing Units	67.2%	52.6%	50.4%
Vacant Housing Units	8.7%	8.4%	8.5%
2031 Total Housing Units	1,646	18,786	61,726
Owner Occupied Housing Units	34.1%	47.8%	50.4%
Renter Occupied Housing Units	66.0%	52.3%	49.6%
Vacant Housing Units	8.7%	8.3%	8.5%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	1,208	20,369	67,682
Females	1,255	21,093	72,520

Median Age			
2010	30.7	32.5	29.6
2020	32.4	33.8	32.0
2026	33.7	34.7	33.1
2031	35.9	36.2	34.3

2026 Population by Age			
Total	2,463	41,464	140,199
0 - 4	6.4%	6.8%	6.3%
5 - 9	6.0%	6.8%	6.3%
10 - 14	6.3%	6.8%	6.2%
15 - 24	13.6%	14.1%	19.8%
25 - 34	20.3%	16.0%	13.9%
35 - 44	14.4%	13.8%	12.4%
45 - 54	11.4%	11.3%	10.3%
55 - 64	9.9%	9.9%	9.3%
65 - 74	7.3%	8.6%	8.6%
75 - 84	3.8%	4.6%	5.3%
85 +	1.5%	1.8%	2.1%
18 +	78.2%	75.8%	77.6%

2026 Population 15+ by Marital Status			
Total	2,000	33,028	113,841
Never Married	41.9%	40.1%	42.3%
Married	44.0%	43.7%	43.3%
Widowed	5.0%	5.9%	5.0%
Divorced	9.2%	10.3%	9.4%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	1,666	27,184	86,018
Less than 9th Grade	5.8%	5.7%	4.2%
9th - 12th Grade, No Diploma	9.4%	7.9%	6.5%
High School Graduate	28.3%	27.8%	23.5%
GED/Alternative Credential	1.3%	4.8%	4.7%
Some College, No Degree	18.4%	19.4%	18.4%
Associate Degree	8.1%	9.4%	9.1%
Bachelor's Degree	15.8%	13.9%	19.9%
Graduate/Professional Degree	12.9%	11.1%	13.7%

2020 Population by Race/Ethnicity			
Total	2,255	40,051	138,036
White Alone	50.4%	49.3%	54.5%
Black Alone	14.1%	15.2%	15.5%
American Indian Alone	1.4%	1.3%	1.0%
Asian Alone	4.2%	1.7%	2.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	13.6%	16.9%	12.7%
Two or More Races	13.6%	16.9%	12.7%
Hispanic Origin	39.6%	41.1%	31.2%
Diversity Index	83.3	83.5	79.7

2026 Population by Race/Ethnicity			
Total	2,464	41,461	140,202
White Alone	48.2%	47.5%	52.8%
Black Alone	13.9%	15.2%	15.4%
American Indian Alone	1.4%	1.3%	1.0%
Asian Alone	4.6%	2.0%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	14.6%	17.8%	13.3%
Two or More Races	17.2%	16.2%	14.1%
Hispanic Origin	42.3%	43.0%	32.6%
Diversity Index	84.4	84.3	80.9

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	1,523	22,925	73,188
White Collar	52.2%	51.5%	55.6%
Management/Business/Financial	15.3%	10.9%	11.9%
Professional	21.6%	19.0%	22.3%
Sales	6.4%	8.9%	9.4%
Administrative Support	8.9%	12.6%	12.0%
Services	17.9%	18.9%	19.8%

2026 Employed Pop 16+ by Occupation			
Total	1,523	22,925	73,188
Blue Collar	29.9%	29.6%	24.6%
Farming/Forestry/Fishing	0.0%	0.5%	0.2%
Construction/Extraction	7.4%	6.4%	5.1%
Installation/Maintenance/Repair	1.6%	3.3%	3.2%
Production	14.8%	10.5%	7.7%
Transportation/Material Moving	6.1%	8.8%	8.4%
White Collar	52.2%	51.5%	55.6%
Management/Business/Financial	15.3%	10.9%	11.9%
Professional	21.6%	19.0%	22.3%
Sales	6.4%	8.9%	9.4%
Administrative Support	8.9%	12.6%	12.0%
Services	17.9%	18.9%	19.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,523	22,925	73,188
Population 16+ Employed	97.5%	96.1%	95.5%
Population 16+ Unemployment rate	2.5%	3.9%	4.5%
Population 16-24 Employed	15.0%	15.8%	19.4%
Population 16-24 Unemployment rate	3.8%	6.2%	6.7%
Population 25-54 Employed	64.4%	60.9%	55.8%
Population 25-54 Unemployment rate	2.5%	3.5%	3.9%
Population 55-64 Employed	13%	14%	13%
Population 55-64 Unemployment rate	1.9%	3.6%	4.5%
Population 65+ Employed	5%	6%	7%
Population 65+ Unemployment rate	0.0%	2.1%	2.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	1,485	22,034	69,899
Agriculture/Mining	0.0%	1.0%	0.6%
Construction	9.4%	8.1%	6.4%
Manufacturing	17.1%	10.8%	10.2%
Wholesale Trade	2.3%	2.0%	1.8%
Retail Trade	14.2%	15.6%	13.1%
Transportation/Utilities	2.2%	6.0%	7.3%
Information	3%	2%	1%
Finance/Insurance/Real Estate	5.5%	4.8%	5.6%
Services	45.1%	47.8%	50.4%
Public Administration	1.4%	2.2%	3.2%

2026 Consumer Spending			
Apparel & Services: Total $	$2,452,893	$27,960,725	$103,760,505
Average Spent	$1,740.88	$1,688.55	$1,900.55
Spending Potential Index	68	66	74
Education: Total $	$1,772,779	$20,102,994	$80,434,497
Average Spent	$1,258.18	$1,214.02	$1,473.29
Spending Potential Index	63	61	74
Entertainment/Recreation: Total $	$3,803,986	$44,521,598	$167,613,934
Average Spent	$2,699.78	$2,688.66	$3,070.13
Spending Potential Index	63	62	71
Food at Home: Total $	$7,546,424	$86,381,656	$319,661,298
Average Spent	$5,355.87	$5,216.60	$5,855.14
Spending Potential Index	68	66	74
Food Away from Home: Total $	$4,213,643	$48,783,908	$181,259,202
Average Spent	$2,990.52	$2,946.07	$3,320.07
Spending Potential Index	67	66	74
Health Care: Total $	$7,062,316	$84,737,601	$314,445,978
Average Spent	$5,012.29	$5,117.31	$5,759.61
Spending Potential Index	63	64	72
HH Furnishings & Equipment: Total $	$2,570,073	$29,904,901	$112,113,315
Average Spent	$1,824.04	$1,805.96	$2,053.55
Spending Potential Index	64	64	72
Personal Care Products & Services: Total $	$1,075,078	$12,273,583	$45,918,967
Average Spent	$763.01	$741.20	$841.08
Spending Potential Index	67	65	74

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$26,095,420	$292,677,507	$1,093,637,181
Average Spent	$18,520.53	$17,674.83	$20,031.82
Spending Potential Index	67	64	73
Support Payments/Gifts in Kind: Total $	$2,627,591	$30,632,847	$114,752,904
Average Spent	$1,864.86	$1,849.92	$2,101.89
Spending Potential Index	61	61	69
Travel: Total $	$3,003,607	$34,929,073	$133,202,624
Average Spent	$2,131.73	$2,109.37	$2,439.83
Spending Potential Index	58	58	67
Vehicle Maintenance & Repairs: Total $	$1,172,120	$13,505,684	$50,328,446
Average Spent	$831.88	$815.61	$921.85
Spending Potential Index	67	66	74

Top Tapestry Segment

1 mile

Metro Fusion (C3):

This segment is characterized by mobile households in densely populated urban areas.

Learn more about this segment...

3 miles

Metro Fusion (C3):

This segment is characterized by mobile households in densely populated urban areas.

Learn more about this segment...

5 miles

Metro Fusion (C3):

This segment is characterized by mobile households in densely populated urban areas.

Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.