



The **Retail** Coach®

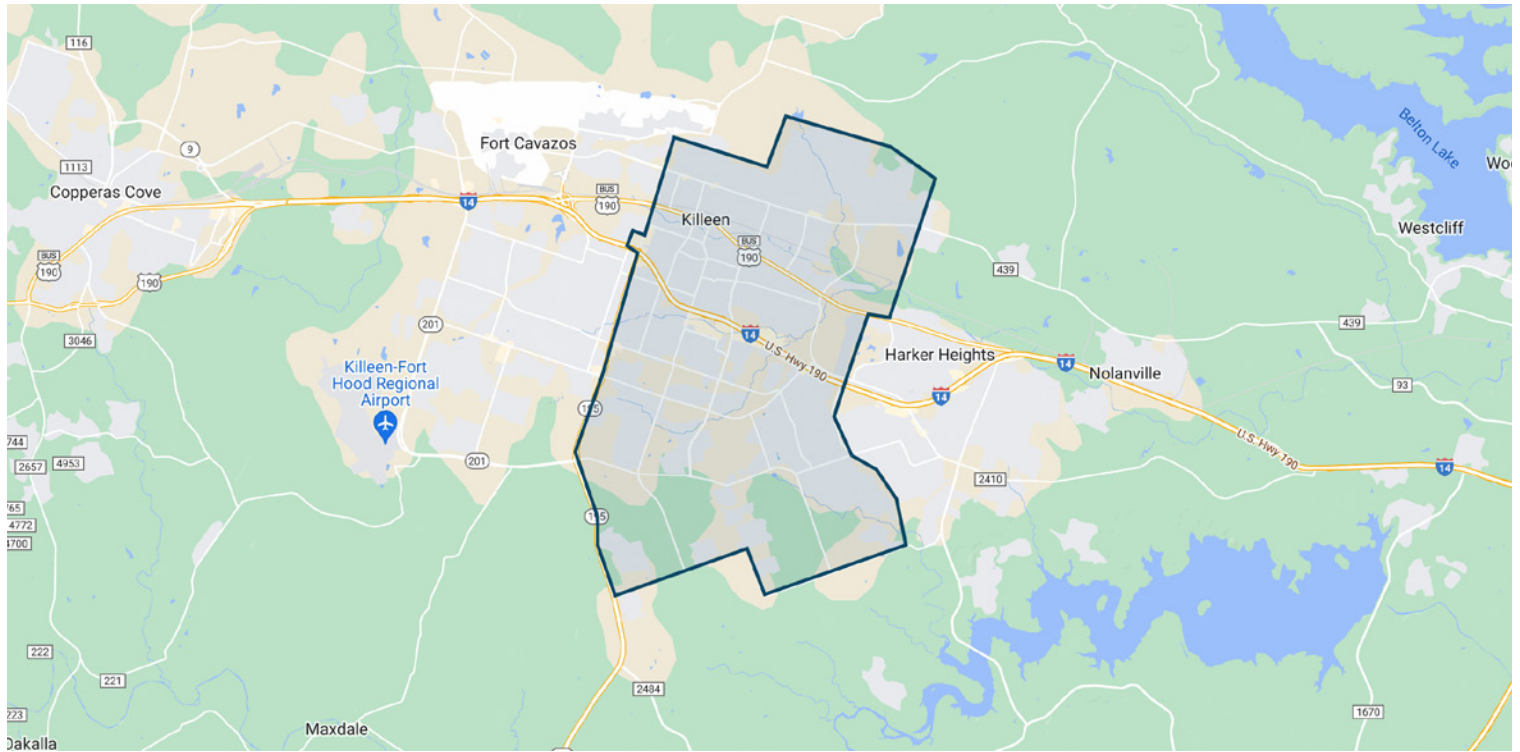
Stan Schlueter Loop Retail Trade Area Demographic Profile

KILLEEN, TEXAS

Prepared for City of Killeen
September 2023

Stan Schlueter Loop Retail Trade Area • Demographic Snapshot

Killeen, Texas



Population

2020	96,062
2023	99,754
2028	104,039

Educational Attainment (%)

Graduate or Professional Degree	5.70%
Bachelors Degree	13.55%
Associate Degree	12.58%
Some College	32.62%
High School Graduate (or GED)	25.87%
Some High School, No Degree	6.43%
Less than 9th Grade	3.25%

Income

Average HH	\$69,020
Median HH	\$52,662
Per Capita	\$26,559

Age

0 - 9 Years	16.69%
10 - 17 Years	12.51%
18 - 24 Years	10.97%
25 - 34 Years	16.12%
35 - 44 Years	14.99%
45 - 54 Years	10.51%
55 - 64 Years	8.79%
65 and Older	9.42%
Median Age	31.03
Average Age	33.20

Race Distribution (%)

White	28.59%
Black/African American	38.01%
American Indian/Alaskan	1.18%
Asian	3.85%
Native Hawaiian/Islander	1.46%
Other Race	11.29%
Two or More Races	15.62%
Hispanic	29.06%



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Stan Schlueter Loop Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	104,039	
2023 Estimate	99,754	
2020 Census	96,062	
2010 Census	82,198	
Growth 2023 - 2028		4.30%
Growth 2020 - 2023		3.84%
Growth 2010 - 2020		16.87%
2023 Est. Population by Single-Classification Race	99,754	
White Alone	28,520	28.59%
Black or African American Alone	37,916	38.01%
Amer. Indian and Alaska Native Alone	1,180	1.18%
Asian Alone	3,838	3.85%
Native Hawaiian and Other Pacific Island Alone	1,456	1.46%
Some Other Race Alone	11,266	11.29%
Two or More Races	15,577	15.62%
2023 Est. Population by Hispanic or Latino Origin	99,754	
Not Hispanic or Latino	70,763	70.94%
Hispanic or Latino	28,991	29.06%
Mexican	16,015	55.24%
Puerto Rican	9,244	31.89%
Cuban	171	0.59%
All Other Hispanic or Latino	3,561	12.28%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	28,991	
White Alone	5,768	19.90%
Black or African American Alone	2,012	6.94%
American Indian and Alaska Native Alone	657	2.27%
Asian Alone	213	0.74%
Native Hawaiian and Other Pacific Islander Alone	115	0.40%
Some Other Race Alone	10,641	36.71%
Two or More Races	9,585	33.06%
2023 Est. Pop by Race, Asian Alone, by Category	3,838	
Chinese, except Taiwanese	200	5.21%
Filipino	776	20.22%
Japanese	103	2.68%
Asian Indian	16	0.42%
Korean	1,172	30.54%
Vietnamese	271	7.06%
Cambodian	315	8.21%
Hmong	12	0.31%
Laotian	45	1.17%
Thai	95	2.48%
All Other Asian Races Including 2+ Category	832	21.68%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	99,754	
Arab	285	0.29%
Czech	112	0.11%
Danish	211	0.21%
Dutch	478	0.48%
English	2,914	2.92%
French (except Basque)	1,264	1.27%
French Canadian	114	0.11%
German	6,671	6.69%
Greek	102	0.10%
Hungarian	180	0.18%
Irish	5,234	5.25%
Italian	1,631	1.63%
Lithuanian	0	0.00%
United States or American	12,069	12.10%
Norwegian	708	0.71%
Polish	701	0.70%
Portuguese	233	0.23%
Russian	351	0.35%
Scottish	620	0.62%
Scotch-Irish	459	0.46%
Slovak	177	0.18%
Subsaharan African	1,405	1.41%
Swedish	384	0.39%
Swiss	98	0.10%
Ukrainian	20	0.02%
Welsh	111	0.11%
West Indian (except Hisp. groups)	1,322	1.32%
Other ancestries	50,132	50.26%
Ancestry Unclassified	11,772	11.80%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	68,534	75.06%
Speak Asian/Pacific Island Language at Home	3,575	3.91%
Speak Indo-European Language at Home	1,995	2.18%
Speak Spanish at Home	16,154	17.69%
Speak Other Language at Home	1,054	1.15%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	99,754	
Age 0 - 4	8,442	8.46%
Age 5 - 9	8,211	8.23%
Age 10 - 14	7,822	7.84%
Age 15 - 17	4,661	4.67%
Age 18 - 20	4,441	4.45%
Age 21 - 24	6,506	6.52%
Age 25 - 34	16,080	16.12%
Age 35 - 44	14,950	14.99%
Age 45 - 54	10,482	10.51%
Age 55 - 64	8,763	8.79%
Age 65 - 74	5,996	6.01%
Age 75 - 84	2,679	2.69%
Age 85 and over	722	0.72%
Age 16 and over	73,752	73.93%
Age 18 and over	70,618	70.79%
Age 21 and over	66,177	66.34%
Age 65 and over	9,397	9.42%
2023 Est. Median Age		31.03
2023 Est. Average Age		33.20
2023 Est. Population by Sex	99,754	
Male	49,582	49.70%
Female	50,172	50.30%
2023 Est. Male Population by Age	49,582	
Age 0 - 4	4,306	8.69%
Age 5 - 9	4,207	8.49%
Age 10 - 14	3,977	8.02%
Age 15 - 17	2,363	4.77%
Age 18 - 20	2,317	4.67%
Age 21 - 24	3,427	6.91%
Age 25 - 34	8,292	16.72%
Age 35 - 44	7,384	14.89%
Age 45 - 54	5,192	10.47%
Age 55 - 64	4,047	8.16%
Age 65 - 74	2,674	5.39%
Age 75 - 84	1,134	2.29%
Age 85 and over	263	0.53%
2023 Est. Median Age, Male		29.96
2023 Est. Average Age, Male		32.20
2023 Est. Female Population by Age	50,172	
Age 0 - 4	4,135	8.24%
Age 5 - 9	4,004	7.98%
Age 10 - 14	3,846	7.67%
Age 15 - 17	2,298	4.58%
Age 18 - 20	2,124	4.23%
Age 21 - 24	3,079	6.14%
Age 25 - 34	7,788	15.52%
Age 35 - 44	7,566	15.08%
Age 45 - 54	5,290	10.54%
Age 55 - 64	4,716	9.40%
Age 65 - 74	3,322	6.62%
Age 75 - 84	1,545	3.08%
Age 85 and over	459	0.92%
2023 Est. Median Age, Female		32.18
2023 Est. Average Age, Female		34.20

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	26,266	34.89%
Males, Never Married	13,651	18.13%
Females, Never Married	12,614	16.76%
Married, Spouse present	31,169	41.41%
Married, Spouse absent	5,295	7.03%
Widowed	3,691	4.90%
Males Widowed	1,183	1.57%
Females Widowed	2,508	3.33%
Divorced	8,859	11.77%
Males Divorced	3,552	4.72%
Females Divorced	5,308	7.05%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,942	3.25%
Some High School, no diploma	3,840	6.43%
High School Graduate (or GED)	15,436	25.87%
Some College, no degree	19,465	32.62%
Associate Degree	7,505	12.58%
Bachelor's Degree	8,085	13.55%
Master's Degree	2,872	4.81%
Professional School Degree	257	0.43%
Doctorate Degree	270	0.45%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,319	15.92%
High School Graduate	3,479	23.89%
Some College or Associate's Degree	6,130	42.09%
Bachelor's Degree or Higher	2,636	18.10%
Households		
2028 Projection	39,813	
2023 Estimate	38,320	
2020 Census	37,007	
2010 Census	32,148	
Growth 2023 - 2028		3.90%
Growth 2020 - 2023		3.55%
Growth 2010 - 2020		15.11%
2023 Est. Households by Household Type	38,320	
Family Households	26,223	68.43%
Nonfamily Households	12,097	31.57%
2023 Est. Group Quarters Population	171	
2023 Households by Ethnicity, Hispanic/Latino	8,818	



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Killeen, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	38,320	
Income < \$15,000	4,198	10.96%
Income \$15,000 - \$24,999	3,688	9.62%
Income \$25,000 - \$34,999	3,937	10.27%
Income \$35,000 - \$49,999	6,351	16.57%
Income \$50,000 - \$74,999	7,821	20.41%
Income \$75,000 - \$99,999	5,133	13.40%
Income \$100,000 - \$124,999	2,791	7.28%
Income \$125,000 - \$149,999	1,707	4.45%
Income \$150,000 - \$199,999	1,382	3.61%
Income \$200,000 - \$249,999	571	1.49%
Income \$250,000 - \$499,999	544	1.42%
Income \$500,000+	195	0.51%
2023 Est. Average Household Income		\$69,020
2023 Est. Median Household Income		\$52,662
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$57,270
Black or African American Alone		\$50,404
American Indian and Alaska Native Alone		\$56,580
Asian Alone		\$46,204
Native Hawaiian and Other Pacific Islander Alone		\$39,171
Some Other Race Alone		\$49,344
Two or More Races		\$52,096
Hispanic or Latino		\$51,171
Not Hispanic or Latino		\$53,170
2023 Est. Family HH Type by Presence of Own Child.	26,223	
Married-Couple Family, own children	8,944	34.11%
Married-Couple Family, no own children	9,136	34.84%
Male Householder, own children	1,098	4.19%
Male Householder, no own children	818	3.12%
Female Householder, own children	4,366	16.65%
Female Householder, no own children	1,861	7.10%
2023 Est. Households by Household Size	38,320	
1-person	10,243	26.73%
2-person	12,296	32.09%
3-person	6,842	17.85%
4-person	5,523	14.41%
5-person	2,235	5.83%
6-person	892	2.33%
7-or-more-person	290	0.76%
2023 Est. Average Household Size		2.60
2023 Est. Households by Presence of People Under 18	38,320	
Households with 1 or More People under Age 18:	15,969	41.67%
Married-Couple Family	9,643	60.39%
Other Family, Male Householder	1,270	7.95%
Other Family, Female Householder	4,899	30.68%
Nonfamily, Male Householder	124	0.78%
Nonfamily, Female Householder	34	0.21%

DESCRIPTION	DATA	%
Households with No People under Age 18:	22,351	
Married-Couple Family	8,439	37.76%
Other Family, Male Householder	642	2.87%
Other Family, Female Householder	1,325	5.93%
Nonfamily, Male Householder	6,717	30.05%
Nonfamily, Female Householder	5,227	23.39%
2023 Est. Households by Number of Vehicles	38,320	
No Vehicles	2,785	7.27%
1 Vehicle	13,808	36.03%
2 Vehicles	14,530	37.92%
3 Vehicles	4,765	12.44%
4 Vehicles	1,861	4.86%
5 or more Vehicles	572	1.49%
2023 Est. Average Number of Vehicles		1.8
Family Households		
2028 Projection	27,360	
2023 Estimate	26,223	
2010 Census	21,529	
Growth 2023 - 2028		4.34%
Growth 2010 - 2023		21.80%
2023 Est. Families by Poverty Status	26,223	
2023 Families at or Above Poverty	22,956	87.54%
2023 Families at or Above Poverty with Children	11,900	45.38%
2023 Families Below Poverty	3,267	12.46%
2023 Families Below Poverty with Children	2,692	10.27%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	38,287	51.91%
Civilian Labor Force, Unemployed	4,594	6.23%
Armed Forces	6,287	8.53%
Not in Labor Force	24,584	33.33%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	39,527	
For-Profit Private Workers	26,562	67.20%
Non-Profit Private Workers	2,102	5.32%
Local Government Workers	4,439	11.23%
State Government Workers	857	2.17%
Federal Government Workers	3,248	8.22%
Self-Employed Workers	2,271	5.75%
Unpaid Family Workers	48	0.12%



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Killeen, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	39,527	
Architect/Engineer	565	1.43%
Arts/Entertainment/Sports	419	1.06%
Building Grounds Maintenance	2,132	5.39%
Business/Financial Operations	1,343	3.40%
Community/Social Services	868	2.20%
Computer/Mathematical	1,234	3.12%
Construction/Extraction	2,321	5.87%
Education/Training/Library	2,493	6.31%
Farming/Fishing/Forestry	182	0.46%
Food Prep/Serving	3,378	8.55%
Health Practitioner/Technician	1,754	4.44%
Healthcare Support	1,700	4.30%
Maintenance Repair	1,554	3.93%
Legal	135	0.34%
Life/Physical/Social Science	147	0.37%
Management	3,052	7.72%
Office/Admin. Support	4,645	11.75%
Production	1,332	3.37%
Protective Services	965	2.44%
Sales/Related	3,959	10.02%
Personal Care/Service	1,277	3.23%
Transportation/Moving	4,072	10.30%
2023 Est. Pop 16+ by Occupation Classification	39,527	
White Collar	20,614	52.15%
Blue Collar	9,280	23.48%
Service and Farm	9,633	24.37%
2023 Est. Workers Age 16+ by Transp. to Work	44,426	
Drove Alone	35,073	78.95%
Car Pooled	5,129	11.55%
Public Transportation	329	0.74%
Walked	1,956	4.40%
Bicycle	30	0.07%
Other Means	414	0.93%
Worked at Home	1,494	3.36%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,431	
15 - 29 Minutes	17,205	
30 - 44 Minutes	5,230	
45 - 59 Minutes	1,775	
60 or more Minutes	3,253	
2023 Est. Avg Travel Time to Work in Minutes		24
2023 Est. Occupied Housing Units by Tenure	38,320	
Owner Occupied	16,691	43.56%
Renter Occupied	21,629	56.44%
2023 Owner Occ. HUs: Avg. Length of Residence		15.90 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		4.70 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	38,320	
Value Less than \$20,000	323	1.93%
Value \$20,000 - \$39,999	253	1.52%
Value \$40,000 - \$59,999	459	2.75%
Value \$60,000 - \$79,999	985	5.90%
Value \$80,000 - \$99,999	1,151	6.90%
Value \$100,000 - \$149,999	4,546	27.24%
Value \$150,000 - \$199,999	3,082	18.46%
Value \$200,000 - \$299,999	3,986	23.88%
Value \$300,000 - \$399,999	1,291	7.74%
Value \$400,000 - \$499,999	345	2.07%
Value \$500,000 - \$749,999	119	0.71%
Value \$750,000 - \$999,999	79	0.47%
Value \$1,000,000 or \$1,499,999	53	0.32%
Value \$1,500,000 or \$1,999,999	19	0.11%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$158,782
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	25,232	59.42%
1 Unit Attached	1,695	3.99%
2 Units	2,491	5.87%
3 or 4 Units	3,331	7.84%
5 to 19 Units	6,176	14.54%
20 to 49 Units	1,458	3.43%
50 or More Units	654	1.54%
Mobile Home or Trailer	1,418	3.34%
Boat, RV, Van, etc.	9	0.02%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,526	8.30%
Housing Units Built 2010 to 2014	2,792	6.58%
Housing Units Built 2000 to 2009	7,078	16.67%
Housing Units Built 1990 to 1999	7,303	17.20%
Housing Units Built 1980 to 1989	7,445	17.53%
Housing Units Built 1970 to 1979	7,829	18.44%
Housing Units Built 1960 to 1969	3,830	9.02%
Housing Units Built 1950 to 1959	2,106	4.96%
Housing Units Built 1940 to 1949	406	0.96%
Housing Unit Built 1939 or Earlier	149	0.35%
2023 Est. Median Year Structure Built		1989

[†] 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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