



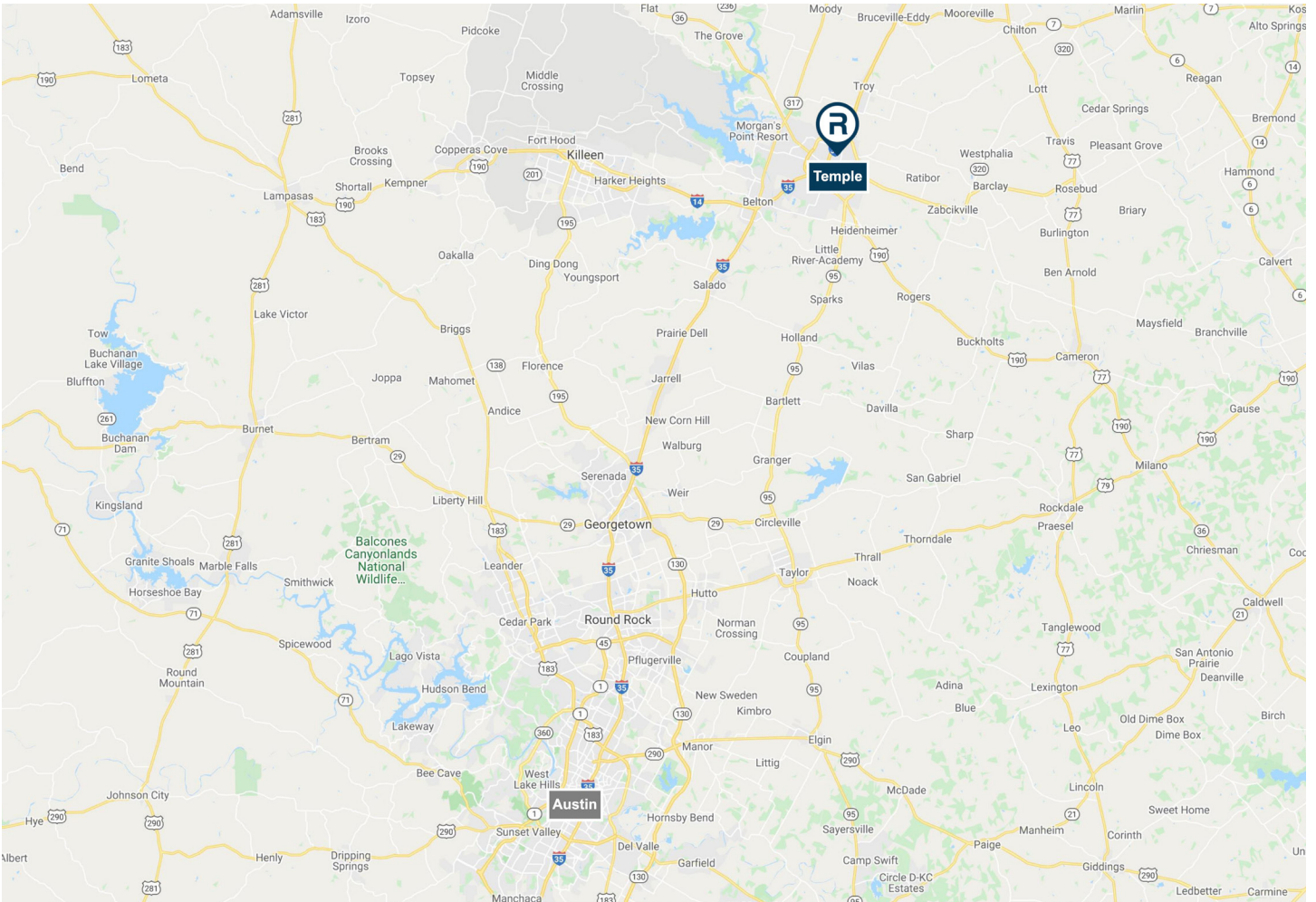
The**Retail**Coach®

# Community Demographic Profile

TEMPLE, TEXAS

Prepared for Temple Economic Development Corporation  
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# Community



Prepared for:



**Temple Economic Development Corporation**  
Adrian S. Cannady  
President & CEO

201 Santa Fe Way, Suite 103  
Temple, Texas 76501

Phone 254.773.8332  
ACannady@TempleEDC.com  
www.TempleEDC.com



# Community • Demographic Profile

## Temple, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	81,986	
2021 Estimate	76,917	
2010 Census	66,102	
2000 Census	55,624	
Growth 2021 - 2026		6.59%
Growth 2010 - 2021		16.36%
Growth 2000 - 2010		18.84%
<b>2021 Est. Population by Single-Classification Race</b>	<b>76,917</b>	
White Alone	48,430	62.96%
Black or African American Alone	14,216	18.48%
Amer. Indian and Alaska Native Alone	518	0.67%
Asian Alone	2,182	2.84%
Native Hawaiian and Other Pacific Island Alone	130	0.17%
Some Other Race Alone	8,029	10.44%
Two or More Races	3,412	4.44%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>76,917</b>	
Not Hispanic or Latino	54,346	70.66%
Hispanic or Latino	22,571	29.35%
Mexican	18,938	83.90%
Puerto Rican	1,175	5.21%
Cuban	80	0.35%
All Other Hispanic or Latino	2,378	10.54%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>22,571</b>	
White Alone	12,222	54.15%
Black or African American Alone	519	2.30%
American Indian and Alaska Native Alone	268	1.19%
Asian Alone	67	0.30%
Native Hawaiian and Other Pacific Islander Alone	32	0.14%
Some Other Race Alone	7,935	35.16%
Two or More Races	1,528	6.77%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>2,182</b>	
Chinese, except Taiwanese	403	18.47%
Filipino	482	22.09%
Japanese	81	3.71%
Asian Indian	564	25.85%
Korean	214	9.81%
Vietnamese	256	11.73%
Cambodian	15	0.69%
Hmong	0	0.00%
Laotian	36	1.65%
Thai	4	0.18%
All Other Asian Races Including 2+ Category	127	5.82%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>76,917</b>	
Arab	164	0.21%
Czech	1,567	2.04%
Danish	137	0.18%
Dutch	623	0.81%
English	4,642	6.04%
French (except Basque)	1,479	1.92%
French Canadian	358	0.47%
German	8,253	10.73%
Greek	57	0.07%
Hungarian	113	0.15%
Irish	5,691	7.40%
Italian	1,503	1.95%
Lithuanian	29	0.04%
United States or American	2,896	3.77%
Norwegian	404	0.53%
Polish	763	0.99%
Portuguese	156	0.20%
Russian	113	0.15%
Scottish	1,097	1.43%
Scotch-Irish	596	0.78%
Slovak	26	0.03%
Subsaharan African	410	0.53%
Swedish	609	0.79%
Swiss	340	0.44%
Ukrainian	60	0.08%
Welsh	271	0.35%
West Indian (except Hisp. groups)	160	0.21%
Other ancestries	33,764	43.90%
Ancestry Unclassified	10,636	13.83%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	54,232	76.39%
Speak Asian/Pacific Island Language at Home	711	1.00%
Speak IndoEuropean Language at Home	1,465	2.06%
Speak Spanish at Home	14,254	20.08%
Speak Other Language at Home	335	0.47%

# Community • Demographic Profile

## Temple, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>76,917</b>	
Age 0 - 4	5,920	7.70%
Age 5 - 9	5,752	7.48%
Age 10 - 14	5,556	7.22%
Age 15 - 17	3,037	3.95%
Age 18 - 20	2,760	3.59%
Age 21 - 24	3,642	4.74%
Age 25 - 34	10,894	14.16%
Age 35 - 44	10,095	13.13%
Age 45 - 54	8,009	10.41%
Age 55 - 64	8,281	10.77%
Age 65 - 74	6,977	9.07%
Age 75 - 84	3,907	5.08%
Age 85 and over	2,087	2.71%
Age 16 and over	58,694	76.31%
Age 18 and over	56,652	73.65%
Age 21 and over	53,892	70.07%
Age 65 and over	12,971	16.86%
2021 Est. Median Age		35.84
2021 Est. Average Age		38.00
<b>2021 Est. Population by Sex</b>	<b>76,917</b>	
Male	37,118	48.26%
Female	39,799	51.74%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>37,118</b>	
Age 0 - 4	2,959	7.97%
Age 5 - 9	2,893	7.79%
Age 10 - 14	2,777	7.48%
Age 15 - 17	1,525	4.11%
Age 18 - 20	1,398	3.77%
Age 21 - 24	1,827	4.92%
Age 25 - 34	5,354	14.42%
Age 35 - 44	4,850	13.07%
Age 45 - 54	3,945	10.63%
Age 55 - 64	3,938	10.61%
Age 65 - 74	3,212	8.65%
Age 75 - 84	1,675	4.51%
Age 85 and over	765	2.06%
2021 Est. Median Age, Male		34.67
2021 Est. Average Age, Male		36.90
<b>2021 Est. Female Population by Age</b>	<b>39,799</b>	
Age 0 - 4	2,961	7.44%
Age 5 - 9	2,859	7.18%
Age 10 - 14	2,779	6.98%
Age 15 - 17	1,512	3.80%
Age 18 - 20	1,362	3.42%
Age 21 - 24	1,815	4.56%
Age 25 - 34	5,540	13.92%
Age 35 - 44	5,245	13.18%
Age 45 - 54	4,064	10.21%
Age 55 - 64	4,343	10.91%
Age 65 - 74	3,765	9.46%
Age 75 - 84	2,232	5.61%
Age 85 and over	1,322	3.32%
2021 Est. Median Age, Female		36.96
2021 Est. Average Age, Female		39.00

# Community • Demographic Profile

## Temple, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	19,120	32.03%
Males, Never Married	9,832	16.47%
Females, Never Married	9,288	15.56%
Married, Spouse present	26,148	43.81%
Married, Spouse absent	3,454	5.79%
Widowed	4,083	6.84%
Males Widowed	1,028	1.72%
Females Widowed	3,055	5.12%
Divorced	6,884	11.53%
Males Divorced	2,871	4.81%
Females Divorced	4,013	6.72%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,236	4.5%
Some High School, no diploma	3,265	6.5%
High School Graduate (or GED)	14,455	28.8%
Some College, no degree	11,961	23.8%
Associate Degree	4,760	9.5%
Bachelor's Degree	8,489	16.9%
Master's Degree	3,275	6.5%
Professional School Degree	1,073	2.1%
Doctorate Degree	736	1.5%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,516	20.98%
High School Graduate	4,180	34.85%
Some College or Associate's Degree	3,985	33.22%
Bachelor's Degree or Higher	1,314	10.96%
<b>Households</b>		
2026 Projection	33,456	
2021 Estimate	31,104	
2010 Census	26,216	
2000 Census	21,983	
Growth 2021 - 2026		7.56%
Growth 2010 - 2021		18.65%
Growth 2000 - 2010		19.26%
<b>2021 Est. Households by Household Type</b>	<b>31,104</b>	
Family Households	20,050	64.46%
Nonfamily Households	11,054	35.54%
2021 Est. Group Quarters Population	2,004	
2021 Households by Ethnicity, Hispanic/Latino	7,017	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>31,104</b>	
Income < \$15,000	3,358	10.80%
Income \$15,000 - \$24,999	2,996	9.63%
Income \$25,000 - \$34,999	3,237	10.41%
Income \$35,000 - \$49,999	4,142	13.32%
Income \$50,000 - \$74,999	6,101	19.62%
Income \$75,000 - \$99,999	4,090	13.15%
Income \$100,000 - \$124,999	2,732	8.78%
Income \$125,000 - \$149,999	1,693	5.44%
Income \$150,000 - \$199,999	1,453	4.67%
Income \$200,000 - \$249,999	625	2.01%
Income \$250,000 - \$499,999	529	1.70%
Income \$500,000+	148	0.48%
2021 Est. Average Household Income		\$73,892
2021 Est. Median Household Income		\$56,890
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$60,909
Black or African American Alone		\$43,062
American Indian and Alaska Native Alone		\$52,806
Asian Alone		\$70,212
Native Hawaiian and Other Pacific Islander Alone		\$46,328
Some Other Race Alone		\$51,593
Two or More Races		\$61,686
Hispanic or Latino		\$49,157
Not Hispanic or Latino		\$59,345
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>20,050</b>	
Married-Couple Family, own children	5,982	29.84%
Married-Couple Family, no own children	8,257	41.18%
Male Householder, own children	717	3.58%
Male Householder, no own children	609	3.04%
Female Householder, own children	2,729	13.61%
Female Householder, no own children	1,756	8.76%
<b>2021 Est. Households by Household Size</b>	<b>31,104</b>	
1-person	9,877	31.76%
2-person	9,884	31.78%
3-person	4,809	15.46%
4-person	3,636	11.69%
5-person	1,760	5.66%
6-person	739	2.38%
7-or-more-person	399	1.28%
2021 Est. Average Household Size		2.41

# Community • Demographic Profile

## Temple, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>31,104</b>	
Households with 1 or More People under Age 18:	10,675	34.32%
Married-Couple Family	6,517	61.05%
Other Family, Male Householder	860	8.06%
Other Family, Female Householder	3,200	29.98%
Nonfamily, Male Householder	62	0.58%
Nonfamily, Female Householder	36	0.34%
<b>Households with No People under Age 18:</b>	<b>20,429</b>	<b>65.68%</b>
Married-Couple Family	7,721	37.79%
Other Family, Male Householder	472	2.31%
Other Family, Female Householder	1,281	6.27%
Nonfamily, Male Householder	4,874	23.86%
Nonfamily, Female Householder	6,081	29.77%
<b>2021 Est. Households by Number of Vehicles</b>	<b>31,104</b>	
No Vehicles	2,286	7.35%
1 Vehicle	10,411	33.47%
2 Vehicles	13,022	41.87%
3 Vehicles	4,128	13.27%
4 Vehicles	877	2.82%
5 or more Vehicles	380	1.22%
2021 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2026 Projection	21,608	
2021 Estimate	20,050	
2010 Census	16,648	
2000 Census	14,499	
Growth 2021 - 2026		7.77%
Growth 2010 - 2021		20.44%
Growth 2000 - 2010		14.82%
<b>2021 Est. Families by Poverty Status</b>	<b>20,050</b>	
2021 Families at or Above Poverty	17,737	88.46%
2021 Families at or Above Poverty with Children	7,651	38.16%
2021 Families Below Poverty	2,313	11.54%
2021 Families Below Poverty with Children	1,994	9.95%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>58,694</b>	
Civilian Labor Force, Employed	33,931	57.81%
Civilian Labor Force, Unemployed	1,943	3.31%
Armed Forces	267	0.46%
Not in Labor Force	22,553	38.43%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>33,815</b>	
For-Profit Private Workers	22,963	67.91%
Non-Profit Private Workers	3,878	11.47%
Local Government Workers	1,576	4.66%
State Government Workers	1,067	3.16%
Federal Government Workers	2,345	6.94%
Self-Employed Workers	1,950	5.77%
Unpaid Family Workers	36	0.11%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>33,815</b>	
Architect/Engineer	328	0.97%
Arts/Entertainment/Sports	499	1.48%
Building Grounds Maintenance	1,773	5.24%
Business/Financial Operations	1,000	2.96%
Community/Social Services	472	1.40%
Computer/Mathematical	706	2.09%
Construction/Extraction	1,851	5.47%
Education/Training/Library	2,477	7.33%
Farming/Fishing/Forestry	42	0.12%
Food Prep/Serving	2,404	7.11%
Health Practitioner/Technician	4,008	11.85%
Healthcare Support	1,204	3.56%
Maintenance Repair	1,333	3.94%
Legal	134	0.40%
Life/Physical/Social Science	168	0.50%
Management	2,036	6.02%
Office/Admin. Support	3,334	9.86%
Production	2,012	5.95%
Protective Services	803	2.38%
Sales/Related	2,896	8.56%
Personal Care/Service	926	2.74%
Transportation/Moving	3,409	10.08%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>33,815</b>	
White Collar	18,058	53.40%
Blue Collar	8,605	25.45%
Service and Farm	7,152	21.15%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>33,637</b>	
Drove Alone	27,674	82.27%
Car Pooled	3,576	10.63%
Public Transportation	100	0.30%
Walked	457	1.36%
Bicycle	87	0.26%
Other Means	199	0.59%
Worked at Home	1,544	4.59%

# Community • Demographic Profile

## Temple, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	14,862	
15 - 29 Minutes	10,643	
30 - 44 Minutes	3,764	
45 - 59 Minutes	1,355	
60 or more Minutes	1,753	
2021 Est. Avg Travel Time to Work in Minutes		22
2021 Est. Occupied Housing Units by Tenure	31,104	
Owner Occupied	17,864	57.43%
Renter Occupied	13,240	42.57%
2021 Owner Occ. HUs: Avg. Length of Residence		13.9
2021 Renter Occ. HUs: Avg. Length of Residence		5.5
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>31,104</b>	
Value Less than \$20,000	219	1.23%
Value \$20,000 - \$39,999	567	3.17%
Value \$40,000 - \$59,999	646	3.62%
Value \$60,000 - \$79,999	913	5.11%
Value \$80,000 - \$99,999	1,223	6.85%
Value \$100,000 - \$149,999	4,426	24.78%
Value \$150,000 - \$199,999	4,476	25.06%
Value \$200,000 - \$299,999	3,459	19.36%
Value \$300,000 - \$399,999	956	5.35%
Value \$400,000 - \$499,999	489	2.74%
Value \$500,000 - \$749,999	374	2.09%
Value \$750,000 - \$999,999	83	0.47%
Value \$1,000,000 or \$1,499,999	26	0.15%
Value \$1,500,000 or \$1,999,999	6	0.03%
Value \$2,000,000+	1	0.01%
2021 Est. Median All Owner-Occupied Housing Value		\$159,972
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	22,530	67.18%
1 Unit Attached	690	2.06%
2 Units	1,565	4.67%
3 or 4 Units	1,234	3.68%
5 to 19 Units	4,438	13.23%
20 to 49 Units	695	2.07%
50 or More Units	1,559	4.65%
Mobile Home or Trailer	776	2.31%
Boat, RV, Van, etc.	48	0.14%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	4,590	13.69%
Housing Units Built 2010 to 2014	2,182	6.51%
Housing Units Built 2000 to 2009	5,500	16.40%
Housing Units Built 1990 to 1999	3,422	10.20%
Housing Units Built 1980 to 1989	4,526	13.50%
Housing Units Built 1970 to 1979	4,733	14.11%
Housing Units Built 1960 to 1969	3,057	9.12%
Housing Units Built 1950 to 1959	2,901	8.65%
Housing Units Built 1940 to 1949	1,045	3.12%
Housing Unit Built 1939 or Earlier	1,579	4.71%
2021 Est. Median Year Structure Built		1987

# 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 **Retail**Coach®

## 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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