



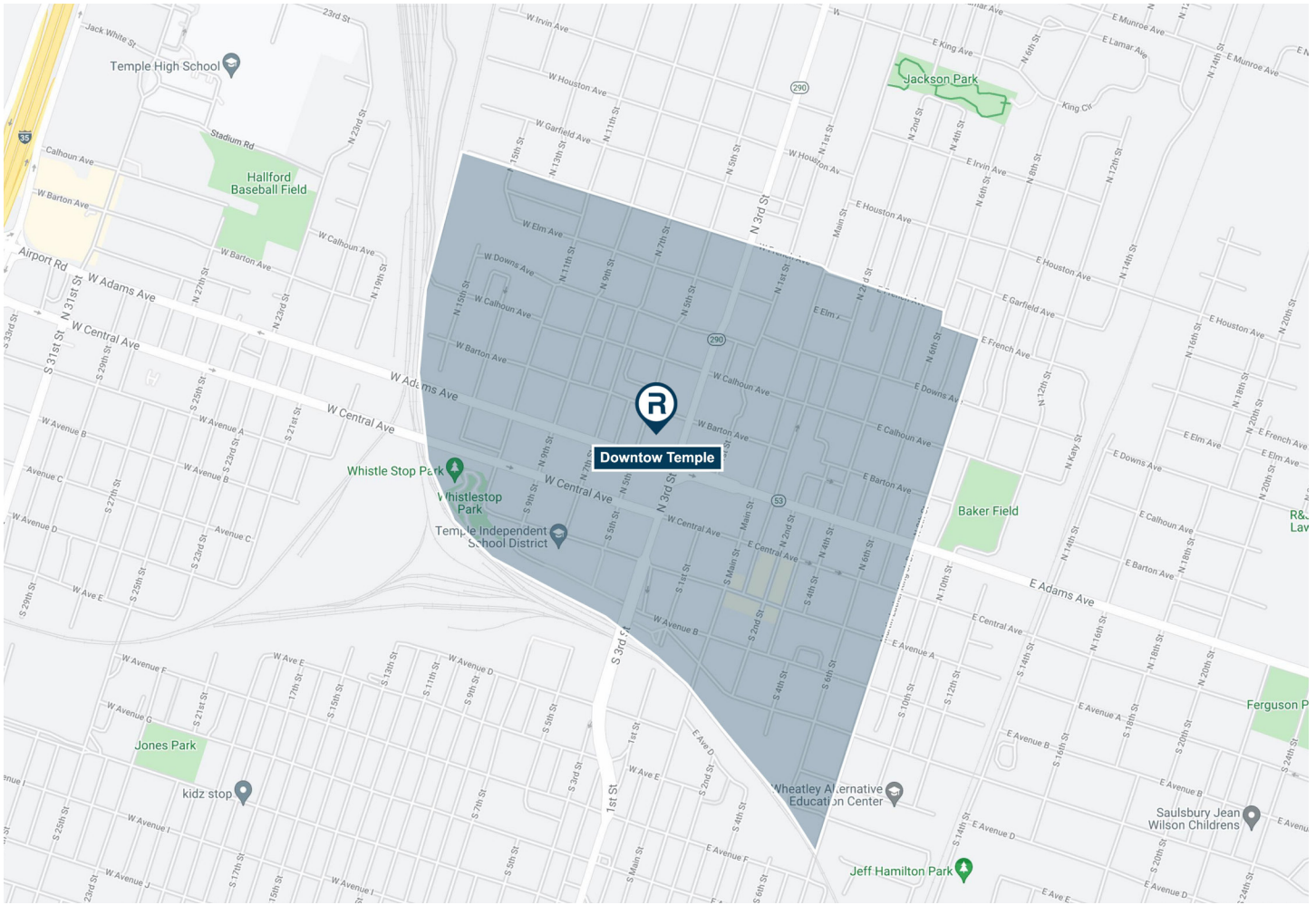
The**Retail**Coach[®]

Downtown Demographic Profile

TEMPLE, TEXAS

Prepared for Temple Economic Development Corporation
December 2021

Downtown



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



Downtown • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	1,216	
2021 Estimate	1,182	
2010 Census	1,205	
2000 Census	1,557	
Growth 2021 - 2026		2.88%
Growth 2010 - 2021		-1.91%
Growth 2000 - 2010		-22.61%
2021 Est. Population by Single-Classification Race	1,182	
White Alone	740	62.61%
Black or African American Alone	266	22.50%
Amer. Indian and Alaska Native Alone	15	1.27%
Asian Alone	9	0.76%
Native Hawaiian and Other Pacific Island Alone	1	0.09%
Some Other Race Alone	124	10.49%
Two or More Races	27	2.28%
2021 Est. Population by Hispanic or Latino Origin	1,182	
Not Hispanic or Latino	800	67.68%
Hispanic or Latino	382	32.32%
Mexican	319	83.51%
Puerto Rican	20	5.24%
Cuban	0	0.00%
All Other Hispanic or Latino	43	11.26%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	382	
White Alone	227	59.42%
Black or African American Alone	13	3.40%
American Indian and Alaska Native Alone	8	2.09%
Asian Alone	1	0.26%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	118	30.89%
Two or More Races	15	3.93%
2021 Est. Pop by Race, Asian Alone, by Category	9	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	9	100.00%
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%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	1,182	
Arab	14	1.18%
Czech	41	3.47%
Danish	0	0.00%
Dutch	0	0.00%
English	23	1.95%
French (except Basque)	18	1.52%
French Canadian	1	0.09%
German	92	7.78%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	37	3.13%
Italian	44	3.72%
Lithuanian	0	0.00%
United States or American	34	2.88%
Norwegian	8	0.68%
Polish	4	0.34%
Portuguese	24	2.03%
Russian	2	0.17%
Scottish	11	0.93%
Scotch-Irish	2	0.17%
Slovak	0	0.00%
Subsaharan African	12	1.02%
Swedish	14	1.18%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	5	0.42%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	650	54.99%
Ancestry Unclassified	145	12.27%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	746	68.07%
Speak Asian/Pacific Island Language at Home	4	0.37%
Speak IndoEuropean Language at Home	32	2.92%
Speak Spanish at Home	311	28.38%
Speak Other Language at Home	4	0.37%

Downtown • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	1,182	
Age 0 - 4	86	7.28%
Age 5 - 9	83	7.02%
Age 10 - 14	84	7.11%
Age 15 - 17	41	3.47%
Age 18 - 20	37	3.13%
Age 21 - 24	46	3.89%
Age 25 - 34	148	12.52%
Age 35 - 44	130	11.00%
Age 45 - 54	110	9.31%
Age 55 - 64	167	14.13%
Age 65 - 74	152	12.86%
Age 75 - 84	76	6.43%
Age 85 and over	22	1.86%
Age 16 and over	917	77.58%
Age 18 and over	889	75.21%
Age 21 and over	852	72.08%
Age 65 and over	250	21.15%
2021 Est. Median Age		39.89
2021 Est. Average Age		40.79
2021 Est. Population by Sex	1,182	
Male	568	48.05%
Female	614	51.95%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	568	
Age 0 - 4	41	7.22%
Age 5 - 9	42	7.39%
Age 10 - 14	45	7.92%
Age 15 - 17	21	3.70%
Age 18 - 20	18	3.17%
Age 21 - 24	23	4.05%
Age 25 - 34	60	10.56%
Age 35 - 44	62	10.92%
Age 45 - 54	55	9.68%
Age 55 - 64	80	14.09%
Age 65 - 74	79	13.91%
Age 75 - 84	34	5.99%
Age 85 and over	7	1.23%
2021 Est. Median Age, Male		40.35
2021 Est. Average Age, Male		40.29
2021 Est. Female Population by Age	614	
Age 0 - 4	45	7.33%
Age 5 - 9	41	6.68%
Age 10 - 14	39	6.35%
Age 15 - 17	19	3.10%
Age 18 - 20	19	3.10%
Age 21 - 24	23	3.75%
Age 25 - 34	88	14.33%
Age 35 - 44	68	11.08%
Age 45 - 54	55	8.96%
Age 55 - 64	87	14.17%
Age 65 - 74	74	12.05%
Age 75 - 84	42	6.84%
Age 85 and over	15	2.44%
2021 Est. Median Age, Female		39.62
2021 Est. Average Age, Female		41.23

Downtown • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	380	40.86%
Males, Never Married	185	19.89%
Females, Never Married	194	20.86%
Married, Spouse present	183	19.68%
Married, Spouse absent	92	9.89%
Widowed	74	7.96%
Males Widowed	18	1.94%
Females Widowed	57	6.13%
Divorced	201	21.61%
Males Divorced	102	10.97%
Females Divorced	99	10.65%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	69	8.6%
Some High School, no diploma	179	22.2%
High School Graduate (or GED)	281	34.9%
Some College, no degree	189	23.4%
Associate Degree	11	1.4%
Bachelor's Degree	39	4.8%
Master's Degree	19	2.4%
Professional School Degree	18	2.2%
Doctorate Degree	1	0.1%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	97	46.19%
High School Graduate	23	10.95%
Some College or Associate's Degree	89	42.38%
Bachelor's Degree or Higher	0	0.00%
Households		
2026 Projection	703	
2021 Estimate	673	
2010 Census	656	
2000 Census	744	
Growth 2021 - 2026		4.46%
Growth 2010 - 2021		2.59%
Growth 2000 - 2010		-11.83%
2021 Est. Households by Household Type	673	
Family Households	231	34.32%
Nonfamily Households	442	65.68%
2021 Est. Group Quarters Population	23	
2021 Households by Ethnicity, Hispanic/Latino	155	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	673	
Income < \$15,000	281	41.75%
Income \$15,000 - \$24,999	85	12.63%
Income \$25,000 - \$34,999	101	15.01%
Income \$35,000 - \$49,999	52	7.73%
Income \$50,000 - \$74,999	53	7.88%
Income \$75,000 - \$99,999	33	4.90%
Income \$100,000 - \$124,999	19	2.82%
Income \$125,000 - \$149,999	9	1.34%
Income \$150,000 - \$199,999	20	2.97%
Income \$200,000 - \$249,999	10	1.49%
Income \$250,000 - \$499,999	9	1.34%
Income \$500,000+	2	0.30%
2021 Est. Average Household Income		\$41,987
2021 Est. Median Household Income		\$21,316
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$25,224
Black or African American Alone		\$15,173
American Indian and Alaska Native Alone		\$30,456
Asian Alone		\$30,126
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$8,294
Two or More Races		\$110,990
Hispanic or Latino		\$18,825
Not Hispanic or Latino		\$21,662
2021 Est. Family HH Type by Presence of Own Child.	231	
Married-Couple Family, own children	28	12.12%
Married-Couple Family, no own children	64	27.71%
Male Householder, own children	8	3.46%
Male Householder, no own children	8	3.46%
Female Householder, own children	83	35.93%
Female Householder, no own children	40	17.32%
2021 Est. Households by Household Size	673	
1-person	429	63.74%
2-person	129	19.17%
3-person	50	7.43%
4-person	32	4.76%
5-person	17	2.53%
6-person	13	1.93%
7-or-more-person	4	0.59%
2021 Est. Average Household Size		1.72

Downtown • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	673	
Households with 1 or More People under Age 18:	143	21.25%
Married-Couple Family	33	23.08%
Other Family, Male Householder	11	7.69%
Other Family, Female Householder	99	69.23%
Nonfamily, Male Householder	0	0.00%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	530	78.75%
Married-Couple Family	59	11.13%
Other Family, Male Householder	5	0.94%
Other Family, Female Householder	23	4.34%
Nonfamily, Male Householder	229	43.21%
Nonfamily, Female Householder	214	40.38%
2021 Est. Households by Number of Vehicles	673	
No Vehicles	214	31.80%
1 Vehicle	275	40.86%
2 Vehicles	158	23.48%
3 Vehicles	24	3.57%
4 Vehicles	0	0.00%
5 or more Vehicles	2	0.30%
2021 Est. Average Number of Vehicles		1.04
Family Households		
2026 Projection	241	
2021 Estimate	231	
2010 Census	224	
2000 Census	314	
Growth 2021 - 2026		4.33%
Growth 2010 - 2021		3.13%
Growth 2000 - 2010		-28.66%
2021 Est. Families by Poverty Status	231	
2021 Families at or Above Poverty	173	74.89%
2021 Families at or Above Poverty with Children	41	17.75%
2021 Families Below Poverty	58	25.11%
2021 Families Below Poverty with Children	49	21.21%
2021 Est. Pop 16+ by Employment Status	917	
Civilian Labor Force, Employed	457	49.84%
Civilian Labor Force, Unemployed	36	3.93%
Armed Forces	0	0.00%
Not in Labor Force	424	46.24%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	457	
For-Profit Private Workers	366	80.09%
Non-Profit Private Workers	57	12.47%
Local Government Workers	15	3.28%
State Government Workers	2	0.44%
Federal Government Workers	13	2.85%
Self-Employed Workers	3	0.66%
Unpaid Family Workers	1	0.22%
2021 Est. Civ. Employed Pop 16+ by Occupation	457	
Architect/Engineer	0	0.00%
Arts/Entertainment/Sports	1	0.22%
Building Grounds Maintenance	16	3.50%
Business/Financial Operations	22	4.81%
Community/Social Services	1	0.22%
Computer/Mathematical	3	0.66%
Construction/Extraction	6	1.31%
Education/Training/Library	26	5.69%
Farming/Fishing/Forestry	2	0.44%
Food Prep/Serving	63	13.79%
Health Practitioner/Technician	58	12.69%
Healthcare Support	8	1.75%
Maintenance Repair	3	0.66%
Legal	0	0.00%
Life/Physical/Social Science	0	0.00%
Management	7	1.53%
Office/Admin. Support	44	9.63%
Production	27	5.91%
Protective Services	20	4.38%
Sales/Related	44	9.63%
Personal Care/Service	31	6.78%
Transportation/Moving	76	16.63%
2021 Est. Pop 16+ by Occupation Classification	457	
White Collar	205	44.86%
Blue Collar	112	24.51%
Service and Farm	140	30.64%
2021 Est. Workers Age 16+ by Transp. to Work	450	
Drove Alone	309	68.67%
Car Pooled	107	23.78%
Public Transportation	2	0.44%
Walked	6	1.33%
Bicycle	1	0.22%
Other Means	12	2.67%
Worked at Home	12	2.67%

Downtown • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	172	
15 - 29 Minutes	140	
30 - 44 Minutes	97	
45 - 59 Minutes	5	
60 or more Minutes	25	
2021 Est. Avg Travel Time to Work in Minutes		23
2021 Est. Occupied Housing Units by Tenure	673	
Owner Occupied	99	14.71%
Renter Occupied	574	85.29%
2021 Owner Occ. HUs: Avg. Length of Residence		15.84
2021 Renter Occ. HUs: Avg. Length of Residence		5.71
2021 Est. Owner-Occupied Housing Units by Value	673	
Value Less than \$20,000	0	0.00%
Value \$20,000 - \$39,999	4	4.04%
Value \$40,000 - \$59,999	12	12.12%
Value \$60,000 - \$79,999	21	21.21%
Value \$80,000 - \$99,999	3	3.03%
Value \$100,000 - \$149,999	17	17.17%
Value \$150,000 - \$199,999	15	15.15%
Value \$200,000 - \$299,999	22	22.22%
Value \$300,000 - \$399,999	3	3.03%
Value \$400,000 - \$499,999	2	2.02%
Value \$500,000 - \$749,999	0	0.00%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2021 Est. Median All Owner-Occupied Housing Value		\$129,758
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	255	31.64%
1 Unit Attached	2	0.25%
2 Units	67	8.31%
3 or 4 Units	100	12.41%
5 to 19 Units	139	17.25%
20 to 49 Units	79	9.80%
50 or More Units	162	20.10%
Mobile Home or Trailer	0	0.00%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	40	4.96%
Housing Units Built 2010 to 2014	3	0.37%
Housing Units Built 2000 to 2009	2	0.25%
Housing Units Built 1990 to 1999	41	5.09%
Housing Units Built 1980 to 1989	98	12.16%
Housing Units Built 1970 to 1979	138	17.12%
Housing Units Built 1960 to 1969	87	10.79%
Housing Units Built 1950 to 1959	149	18.49%
Housing Units Built 1940 to 1949	27	3.35%
Housing Unit Built 1939 or Earlier	220	27.30%
2021 Est. Median Year Structure Built		1961

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.