



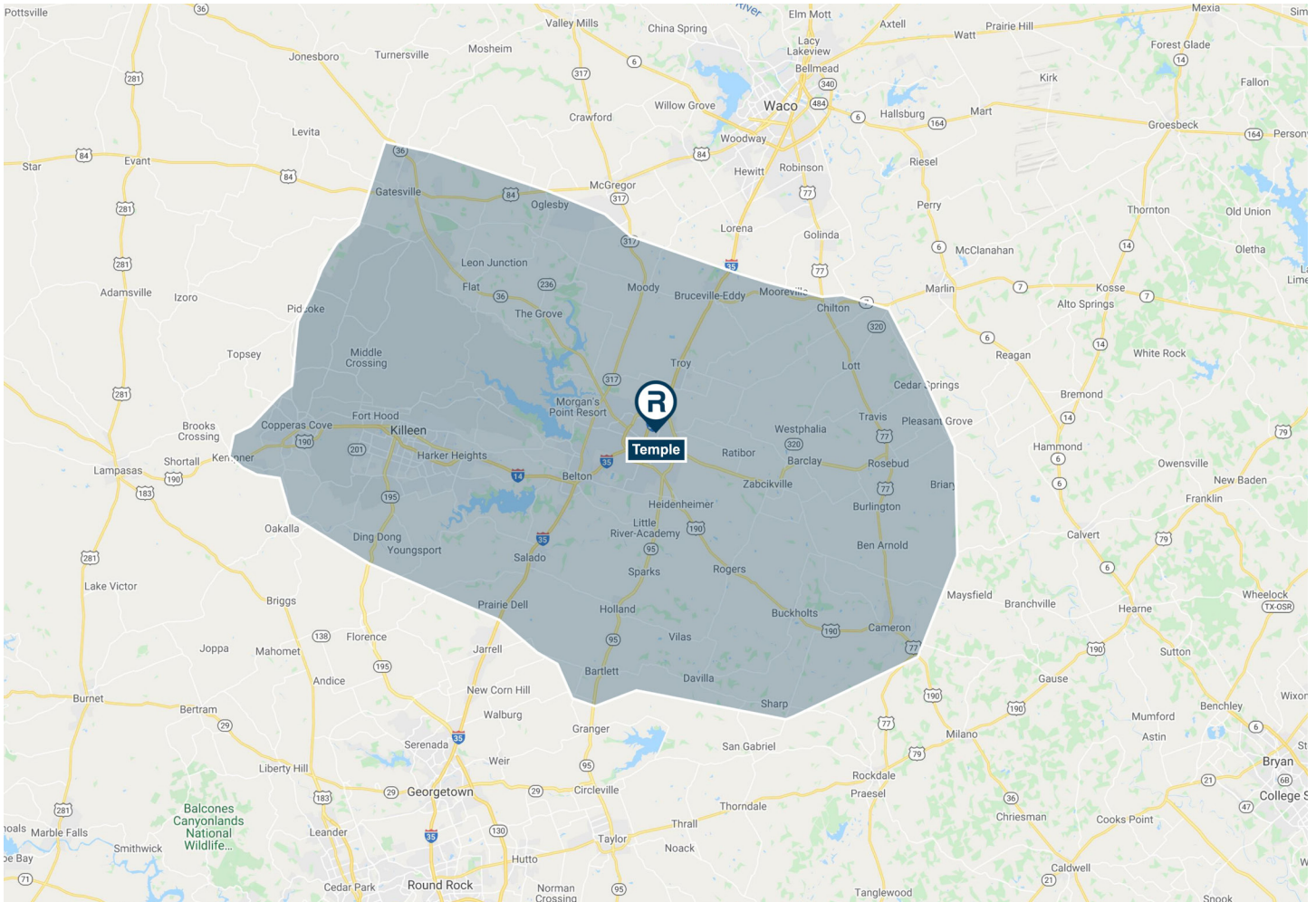
The**Retail**Coach®

# Secondary Retail Trade Area Demographic Profile

TEMPLE, TEXAS

Prepared for Temple Economic Development Corporation  
May 2021

# Secondary Retail Trade Area



Prepared for:



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# Secondary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	498,888	
2021 Estimate	467,973	
2010 Census	406,693	
2000 Census	330,639	
Growth 2021 - 2026		6.61%
Growth 2010 - 2021		15.07%
Growth 2000 - 2010		23.00%
<b>2021 Est. Population by Single-Classification Race</b>	<b>467,973</b>	
White Alone	273,960	58.54%
Black or African American Alone	102,661	21.94%
Amer. Indian and Alaska Native Alone	4,145	0.89%
Asian Alone	13,480	2.88%
Native Hawaiian and Other Pacific Island Alone	3,639	0.78%
Some Other Race Alone	42,969	9.18%
Two or More Races	27,119	5.80%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>467,973</b>	
Not Hispanic or Latino	346,079	73.95%
Hispanic or Latino	121,894	26.05%
Mexican	85,473	70.12%
Puerto Rican	19,046	15.63%
Cuban	1,057	0.87%
All Other Hispanic or Latino	16,318	13.39%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>121,894</b>	
White Alone	61,349	50.33%
Black or African American Alone	5,603	4.60%
American Indian and Alaska Native Alone	1,824	1.50%
Asian Alone	719	0.59%
Native Hawaiian and Other Pacific Islander Alone	312	0.26%
Some Other Race Alone	42,204	34.62%
Two or More Races	9,883	8.11%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>13,480</b>	
Chinese, except Taiwanese	1,056	7.83%
Filipino	3,169	23.51%
Japanese	388	2.88%
Asian Indian	1,751	12.99%
Korean	3,669	27.22%
Vietnamese	1,007	7.47%
Cambodian	121	0.90%
Hmong	107	0.79%
Laotian	338	2.51%
Thai	539	4.00%
All Other Asian Races Including 2+ Category	1,335	9.90%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>467,973</b>	
Arab	999	0.21%
Czech	5,505	1.18%
Danish	816	0.17%
Dutch	3,562	0.76%
English	22,289	4.76%
French (except Basque)	7,271	1.55%
French Canadian	1,157	0.25%
German	49,576	10.59%
Greek	912	0.20%
Hungarian	842	0.18%
Irish	32,097	6.86%
Italian	9,176	1.96%
Lithuanian	228	0.05%
United States or American	45,675	9.76%
Norwegian	2,420	0.52%
Polish	4,949	1.06%
Portuguese	776	0.17%
Russian	1,044	0.22%
Scottish	6,643	1.42%
Scotch-Irish	4,008	0.86%
Slovak	348	0.07%
Subsaharan African	6,181	1.32%
Swedish	2,402	0.51%
Swiss	759	0.16%
Ukrainian	211	0.05%
Welsh	1,933	0.41%
West Indian (except Hisp. groups)	3,395	0.73%
Other ancestries	195,234	41.72%
Ancestry Unclassified	57,564	12.30%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	326,784	75.88%
Speak Asian/Pacific Island Language at Home	9,315	2.16%
Speak IndoEuropean Language at Home	12,096	2.81%
Speak Spanish at Home	79,252	18.40%
Speak Other Language at Home	3,234	0.75%

# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>467,973</b>	
Age 0 - 4	37,291	7.97%
Age 5 - 9	34,524	7.38%
Age 10 - 14	33,441	7.15%
Age 15 - 17	19,255	4.12%
Age 18 - 20	21,220	4.53%
Age 21 - 24	29,766	6.36%
Age 25 - 34	76,866	16.43%
Age 35 - 44	64,135	13.71%
Age 45 - 54	50,897	10.88%
Age 55 - 64	45,305	9.68%
Age 65 - 74	32,950	7.04%
Age 75 - 84	16,445	3.51%
Age 85 and over	5,879	1.26%
Age 16 and over	356,403	76.16%
Age 18 and over	343,462	73.39%
Age 21 and over	322,243	68.86%
Age 65 and over	55,274	11.81%
2021 Est. Median Age		32.52
2021 Est. Average Age		35.09
<b>2021 Est. Population by Sex</b>	<b>467,973</b>	
Male	232,922	49.77%
Female	235,051	50.23%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>232,922</b>	
Age 0 - 4	18,748	8.05%
Age 5 - 9	17,535	7.53%
Age 10 - 14	17,048	7.32%
Age 15 - 17	9,805	4.21%
Age 18 - 20	11,767	5.05%
Age 21 - 24	16,725	7.18%
Age 25 - 34	39,658	17.03%
Age 35 - 44	31,428	13.49%
Age 45 - 54	24,530	10.53%
Age 55 - 64	21,239	9.12%
Age 65 - 74	15,056	6.46%
Age 75 - 84	7,185	3.09%
Age 85 and over	2,198	0.94%
2021 Est. Median Age, Male		31.08
2021 Est. Average Age, Male		34.15
<b>2021 Est. Female Population by Age</b>	<b>235,051</b>	
Age 0 - 4	18,543	7.89%
Age 5 - 9	16,990	7.23%
Age 10 - 14	16,393	6.97%
Age 15 - 17	9,450	4.02%
Age 18 - 20	9,453	4.02%
Age 21 - 24	13,041	5.55%
Age 25 - 34	37,208	15.83%
Age 35 - 44	32,707	13.92%
Age 45 - 54	26,367	11.22%
Age 55 - 64	24,066	10.24%
Age 65 - 74	17,894	7.61%
Age 75 - 84	9,260	3.94%
Age 85 and over	3,681	1.57%
2021 Est. Median Age, Female		34.03
2021 Est. Average Age, Female		36.00

# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	118,976	32.80%
Males, Never Married	65,764	18.13%
Females, Never Married	53,212	14.67%
Married, Spouse present	161,804	44.61%
Married, Spouse absent	25,033	6.90%
Widowed	18,352	5.06%
Males Widowed	4,890	1.35%
Females Widowed	13,462	3.71%
Divorced	38,552	10.63%
Males Divorced	16,273	4.49%
Females Divorced	22,279	6.14%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	11,804	4.0%
Some High School, no diploma	17,869	6.1%
High School Graduate (or GED)	80,025	27.4%
Some College, no degree	83,781	28.6%
Associate Degree	32,769	11.2%
Bachelor's Degree	43,797	15.0%
Master's Degree	17,504	6.0%
Professional School Degree	2,923	1.0%
Doctorate Degree	2,005	0.7%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	13,137	20.27%
High School Graduate	18,927	29.20%
Some College or Associate's Degree	23,988	37.01%
Bachelor's Degree or Higher	8,767	13.53%
<b>Households</b>		
2026 Projection	179,465	
2021 Estimate	167,364	
2010 Census	144,052	
2000 Census	112,128	
Growth 2021 - 2026		7.23%
Growth 2010 - 2021		16.18%
Growth 2000 - 2010		28.47%
<b>2021 Est. Households by Household Type</b>	<b>167,364</b>	
Family Households	120,210	71.83%
Nonfamily Households	47,154	28.18%
2021 Est. Group Quarters Population	23,659	
2021 Households by Ethnicity, Hispanic/Latino	35,164	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>167,364</b>	
Income < \$15,000	16,665	9.96%
Income \$15,000 - \$24,999	15,256	9.12%
Income \$25,000 - \$34,999	16,616	9.93%
Income \$35,000 - \$49,999	24,928	14.89%
Income \$50,000 - \$74,999	33,243	19.86%
Income \$75,000 - \$99,999	23,081	13.79%
Income \$100,000 - \$124,999	15,306	9.15%
Income \$125,000 - \$149,999	9,517	5.69%
Income \$150,000 - \$199,999	7,520	4.49%
Income \$200,000 - \$249,999	2,607	1.56%
Income \$250,000 - \$499,999	2,114	1.26%
Income \$500,000+	512	0.31%
2021 Est. Average Household Income		\$71,882
2021 Est. Median Household Income		\$56,910
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$60,902
Black or African American Alone		\$50,627
American Indian and Alaska Native Alone		\$60,076
Asian Alone		\$53,915
Native Hawaiian and Other Pacific Islander Alone		\$51,291
Some Other Race Alone		\$49,379
Two or More Races		\$49,245
Hispanic or Latino		\$48,936
Not Hispanic or Latino		\$59,371
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>120,210</b>	
Married-Couple Family, own children	42,412	35.28%
Married-Couple Family, no own children	45,950	38.23%
Male Householder, own children	4,331	3.60%
Male Householder, no own children	3,286	2.73%
Female Householder, own children	16,424	13.66%
Female Householder, no own children	7,808	6.50%
<b>2021 Est. Households by Household Size</b>	<b>167,364</b>	
1-person	40,403	24.14%
2-person	52,693	31.48%
3-person	30,732	18.36%
4-person	23,596	14.10%
5-person	12,225	7.30%
6-person	5,013	3.00%
7-or-more-person	2,701	1.61%
2021 Est. Average Household Size		2.65

# Secondary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>167,364</b>	
Households with 1 or More People under Age 18:	69,824	41.72%
Married-Couple Family	45,533	65.21%
Other Family, Male Householder	5,075	7.27%
Other Family, Female Householder	18,583	26.61%
Nonfamily, Male Householder	482	0.69%
Nonfamily, Female Householder	151	0.22%
<b>Households with No People under Age 18:</b>	<b>97,540</b>	<b>58.28%</b>
Married-Couple Family	42,835	43.92%
Other Family, Male Householder	2,543	2.61%
Other Family, Female Householder	5,644	5.79%
Nonfamily, Male Householder	23,733	24.33%
Nonfamily, Female Householder	22,784	23.36%
<b>2021 Est. Households by Number of Vehicles</b>	<b>167,364</b>	
No Vehicles	8,593	5.13%
1 Vehicle	51,250	30.62%
2 Vehicles	72,735	43.46%
3 Vehicles	25,179	15.04%
4 Vehicles	7,190	4.30%
5 or more Vehicles	2,416	1.44%
2021 Est. Average Number of Vehicles		1.89
<b>Family Households</b>		
2026 Projection	129,071	
2021 Estimate	120,210	
2010 Census	102,775	
2000 Census	82,557	
Growth 2021 - 2026		7.37%
Growth 2010 - 2021		16.96%
Growth 2000 - 2010		24.49%
<b>2021 Est. Families by Poverty Status</b>	<b>120,210</b>	
2021 Families at or Above Poverty	107,475	89.41%
2021 Families at or Above Poverty with Children	52,830	43.95%
2021 Families Below Poverty	12,734	10.59%
2021 Families Below Poverty with Children	10,809	8.99%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>356,403</b>	
Civilian Labor Force, Employed	186,280	52.27%
Civilian Labor Force, Unemployed	14,326	4.02%
Armed Forces	23,620	6.63%
Not in Labor Force	132,177	37.09%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>183,171</b>	
For-Profit Private Workers	115,517	63.07%
Non-Profit Private Workers	13,835	7.55%
Local Government Workers	19,502	10.65%
State Government Workers	6,465	3.53%
Federal Government Workers	14,223	7.77%
Self-Employed Workers	13,290	7.26%
Unpaid Family Workers	339	0.19%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>183,171</b>	
Architect/Engineer	1,836	1.00%
Arts/Entertainment/Sports	2,551	1.39%
Building Grounds Maintenance	8,307	4.54%
Business/Financial Operations	6,549	3.58%
Community/Social Services	2,817	1.54%
Computer/Mathematical	4,626	2.53%
Construction/Extraction	11,154	6.09%
Education/Training/Library	12,688	6.93%
Farming/Fishing/Forestry	593	0.32%
Food Prep/Serving	12,134	6.62%
Health Practitioner/Technician	13,807	7.54%
Healthcare Support	5,607	3.06%
Maintenance Repair	8,902	4.86%
Legal	645	0.35%
Life/Physical/Social Science	629	0.34%
Management	13,010	7.10%
Office/Admin. Support	22,746	12.42%
Production	8,007	4.37%
Protective Services	7,048	3.85%
Sales/Related	17,244	9.41%
Personal Care/Service	5,011	2.74%
Transportation/Moving	17,260	9.42%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>183,171</b>	
White Collar	99,148	54.13%
Blue Collar	45,323	24.74%
Service and Farm	38,700	21.13%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>204,987</b>	
Drove Alone	163,434	79.73%
Car Pooled	23,455	11.44%
Public Transportation	593	0.29%
Walked	5,768	2.81%
Bicycle	278	0.14%
Other Means	1,827	0.89%
Worked at Home	9,632	4.70%

# Secondary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	70,845	
15 - 29 Minutes	76,732	
30 - 44 Minutes	27,342	
45 - 59 Minutes	10,153	
60 or more Minutes	11,627	
2021 Est. Avg Travel Time to Work in Minutes		24
2021 Est. Occupied Housing Units by Tenure	167,364	
Owner Occupied	96,898	57.90%
Renter Occupied	70,466	42.10%
2021 Owner Occ. HUs: Avg. Length of Residence		14.38
2021 Renter Occ. HUs: Avg. Length of Residence		5.37
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>167,364</b>	
Value Less than \$20,000	1,986	2.05%
Value \$20,000 - \$39,999	3,006	3.10%
Value \$40,000 - \$59,999	3,331	3.44%
Value \$60,000 - \$79,999	5,750	5.93%
Value \$80,000 - \$99,999	7,475	7.71%
Value \$100,000 - \$149,999	22,478	23.20%
Value \$150,000 - \$199,999	19,163	19.78%
Value \$200,000 - \$299,999	19,499	20.12%
Value \$300,000 - \$399,999	7,388	7.62%
Value \$400,000 - \$499,999	3,309	3.42%
Value \$500,000 - \$749,999	2,199	2.27%
Value \$750,000 - \$999,999	831	0.86%
Value \$1,000,000 or \$1,499,999	310	0.32%
Value \$1,500,000 or \$1,999,999	85	0.09%
Value \$2,000,000+	88	0.09%
2021 Est. Median All Owner-Occupied Housing Value		\$160,595
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	121,368	66.18%
1 Unit Attached	8,845	4.82%
2 Units	9,418	5.14%
3 or 4 Units	9,417	5.14%
5 to 19 Units	15,398	8.40%
20 to 49 Units	3,160	1.72%
50 or More Units	2,616	1.43%
Mobile Home or Trailer	12,912	7.04%
Boat, RV, Van, etc.	248	0.14%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	25,049	13.66%
Housing Units Built 2010 to 2014	11,420	6.23%
Housing Units Built 2000 to 2009	37,057	20.21%
Housing Units Built 1990 to 1999	24,480	13.35%
Housing Units Built 1980 to 1989	25,311	13.80%
Housing Units Built 1970 to 1979	28,274	15.42%
Housing Units Built 1960 to 1969	13,305	7.26%
Housing Units Built 1950 to 1959	9,793	5.34%
Housing Units Built 1940 to 1949	3,615	1.97%
Housing Unit Built 1939 or Earlier	5,078	2.77%
2021 Est. Median Year Structure Built		1993

# 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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