



The**Retail**Coach.®

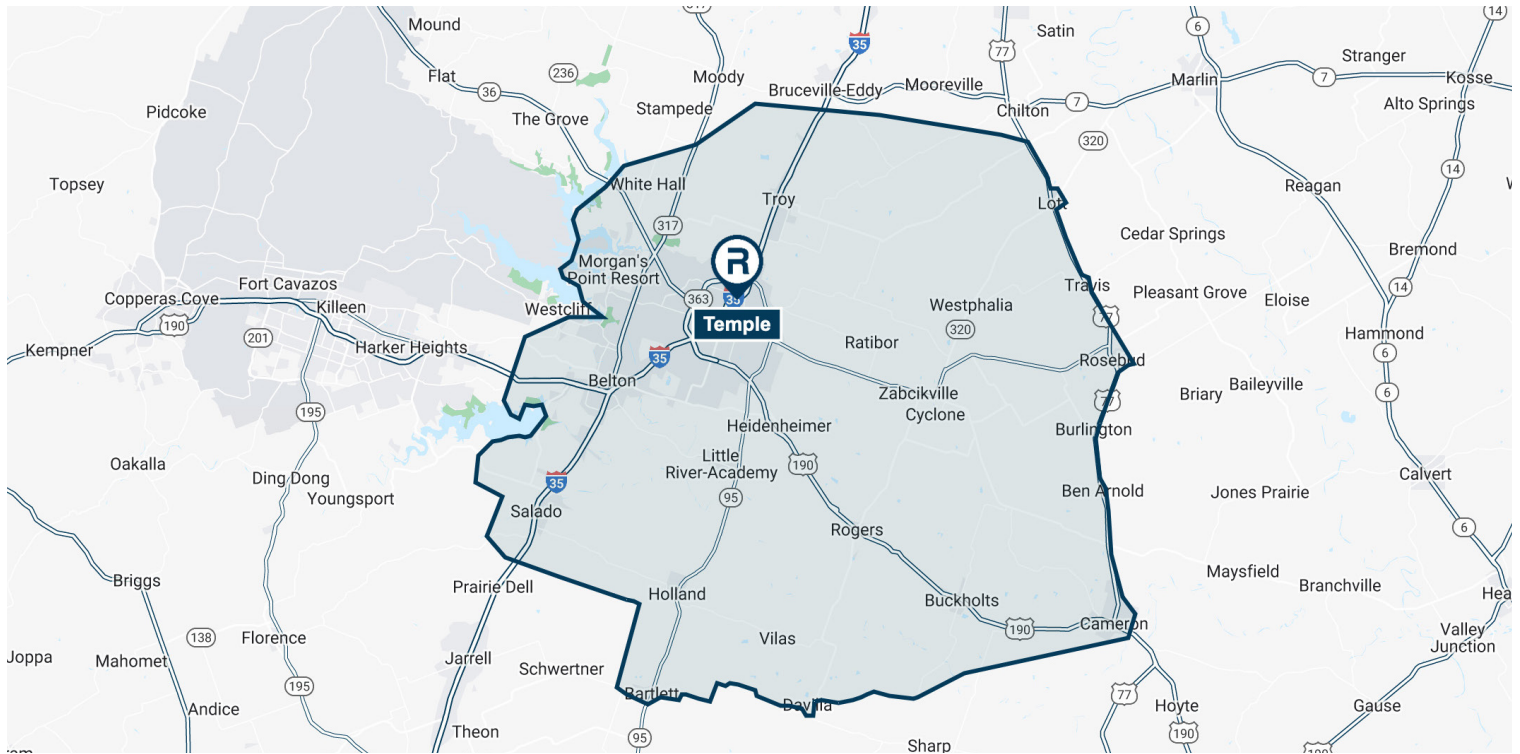
Primary Retail Trade Area Demographic Profile

TEMPLE, TEXAS

Prepared for Temple Economic Development Corporation
June 2023

Primary Retail Trade Area • Demographic Snapshot

Temple, Texas



Population

Year	Population
2020	162,779
2023	171,324
2028	182,098

Educational Attainment (%)

Graduate or Professional Degree	11.32%
Bachelors Degree	15.98%
Associate Degree	9.75%
Some College	23.79%
High School Graduate (GED)	27.80%
Some High School, No Degree	7.51%
Less than 9th Grade	3.85%

Income

Average HH	\$84,778
Median HH	\$62,531
Per Capita	\$33,075

Age

0 - 9 Years	14.03%
10 - 17 Years	11.01%
18 - 24 Years	9.41%
25 - 34 Years	13.91%
35 - 44 Years	12.50%
45 - 54 Years	10.65%
55 - 64 Years	11.00%
65 and Older	17.50%
Median Age	36.24
Average Age	38.51

Race Distribution (%)

White	63.58%
Black/African American	11.21%
American Indian/Alaskan	1.12%
Asian	1.95%
Native Hawaiian/Islander	0.16%
Other Race	9.10%
Two or More Races	12.88%
Hispanic	27.10%



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DESCRIPTION	DATA	%
Population		
2028 Projection	182,098	
2023 Estimate	171,324	
2020 Census	162,779	
2010 Census	136,090	
Growth 2023 - 2028		6.29%
Growth 2020 - 2023		5.25%
Growth 2010 - 2020		19.61%
2023 Est. Population by Single-Classification Race	171,324	
White Alone	108,924	63.58%
Black or African American Alone	19,204	11.21%
Amer. Indian and Alaska Native Alone	1,916	1.12%
Asian Alone	3,340	1.95%
Native Hawaiian and Other Pacific Island Alone	279	0.16%
Some Other Race Alone	15,590	9.10%
Two or More Races	22,070	12.88%
2023 Est. Population by Hispanic or Latino Origin	171,324	
Not Hispanic or Latino	124,891	72.90%
Hispanic or Latino	46,433	27.10%
Mexican	39,136	84.28%
Puerto Rican	2,194	4.72%
Cuban	183	0.39%
All Other Hispanic or Latino	4,919	10.59%

DESCRIPTION	DATA	%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	46,433	
White Alone	13,691	29.48%
Black or African American Alone	1,103	2.37%
American Indian and Alaska Native Alone	1,018	2.19%
Asian Alone	175	0.38%
Native Hawaiian and Other Pacific Islander Alone	51	0.11%
Some Other Race Alone	14,968	32.24%
Two or More Races	15,425	33.22%
2023 Est. Pop by Race, Asian Alone, by Category	3,340	
Chinese, except Taiwanese	576	17.25%
Filipino	517	15.48%
Japanese	80	2.39%
Asian Indian	1,034	30.96%
Korean	409	12.25%
Vietnamese	265	7.93%
Cambodian	37	1.11%
Hmong	0	0.00%
Laotian	62	1.86%
Thai	76	2.27%
All Other Asian Races Including 2+ Category	285	8.53%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	133,504	83.68%
Speak Asian/Pacific Island Language at Home	1,606	1.01%
Speak IndoEuropean Language at Home	2,175	1.36%
Speak Spanish at Home	21,963	13.77%
Speak Other Language at Home	292	0.18%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	171,324	
Age 0 - 4	11,784	6.88%
Age 5 - 9	12,258	7.16%
Age 10 - 14	12,118	7.07%
Age 15 - 17	6,749	3.94%
Age 18 - 20	7,306	4.26%
Age 21 - 24	8,811	5.14%
Age 25 - 34	23,830	13.91%
Age 35 - 44	21,407	12.50%
Age 45 - 54	18,239	10.65%
Age 55 - 64	18,842	11.00%
Age 65 - 74	16,842	9.83%
Age 75 - 84	9,431	5.50%
Age 85 and over	3,707	2.16%
Age 16 and over	132,952	77.60%
Age 18 and over	128,415	74.95%
Age 21 and over	121,109	70.69%
Age 65 and over	29,980	17.50%
2023 Est. Median Age		36.24
2023 Est. Average Age		38.51
2023 Est. Population by Sex	171,324	
Male	83,838	48.94%
Female	87,486	51.07%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	83,838	
Age 0 - 4	5,961	7.11%
Age 5 - 9	6,149	7.33%
Age 10 - 14	6,174	7.36%
Age 15 - 17	3,441	4.10%
Age 18 - 20	3,813	4.55%
Age 21 - 24	4,539	5.41%
Age 25 - 34	12,075	14.40%
Age 35 - 44	10,479	12.50%
Age 45 - 54	8,816	10.52%
Age 55 - 64	8,978	10.71%
Age 65 - 74	7,825	9.33%
Age 75 - 84	4,191	5.00%
Age 85 and over	1,397	1.67%
2023 Est. Median Age, Male		34.80
2023 Est. Average Age, Male		37.39
2023 Est. Female Population by Age	87,486	
Age 0 - 4	5,823	6.66%
Age 5 - 9	6,109	6.98%
Age 10 - 14	5,944	6.79%
Age 15 - 17	3,308	3.78%
Age 18 - 20	3,493	3.99%
Age 21 - 24	4,272	4.88%
Age 25 - 34	11,755	13.44%
Age 35 - 44	10,928	12.49%
Age 45 - 54	9,423	10.77%
Age 55 - 64	9,863	11.27%
Age 65 - 74	9,017	10.31%
Age 75 - 84	5,240	5.99%
Age 85 and over	2,310	2.64%
2023 Est. Median Age, Female		37.69
2023 Est. Average Age, Female		39.54

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Temple, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	41,887	30.99%
Males, Never Married	21,181	15.67%
Females, Never Married	20,706	15.32%
Married, Spouse present	61,068	45.18%
Married, Spouse absent	7,446	5.51%
Widowed	8,571	6.34%
Males Widowed	1,769	1.31%
Females Widowed	6,802	5.03%
Divorced	16,192	11.98%
Males Divorced	7,143	5.29%
Females Divorced	9,049	6.70%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,327	3.85%
Some High School, no diploma	8,438	7.51%
High School Graduate (or GED)	31,214	27.80%
Some College, no degree	26,711	23.79%
Associate Degree	10,948	9.75%
Bachelor's Degree	17,949	15.98%
Master's Degree	7,958	7.09%
Professional School Degree	3,356	2.99%
Doctorate Degree	1,395	1.24%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	6,203	26.53%
High School Graduate	6,971	29.82%
Some College or Associate's Degree	6,465	27.65%
Bachelor's Degree or Higher	3,739	15.99%
Households		
2028 Projection	69,161	
2023 Estimate	65,069	
2020 Census	61,777	
2010 Census	51,298	
Growth 2023 - 2028		6.29%
Growth 2020 - 2023		5.33%
Growth 2010 - 2020		20.43%
2023 Est. Households by Household Type	65,069	
Family Households	45,004	69.16%
Nonfamily Households	20,066	30.84%
2023 Est. Group Quarters Population	4,537	
2023 Households by Ethnicity, Hispanic/Latino	13,065	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	65,069	
Income < \$15,000	7,182	11.04%
Income \$15,000 - \$24,999	5,949	9.14%
Income \$25,000 - \$34,999	5,409	8.31%
Income \$35,000 - \$49,999	7,959	12.23%
Income \$50,000 - \$74,999	11,385	17.50%
Income \$75,000 - \$99,999	8,511	13.08%
Income \$100,000 - \$124,999	6,032	9.27%
Income \$125,000 - \$149,999	4,016	6.17%
Income \$150,000 - \$199,999	4,194	6.45%
Income \$200,000 - \$249,999	2,028	3.12%
Income \$250,000 - \$499,999	1,766	2.71%
Income \$500,000+	637	0.98%
2023 Est. Average Household Income		\$84,778
2023 Est. Median Household Income		\$62,531
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$67,375
Black or African American Alone		\$43,318
American Indian and Alaska Native Alone		\$55,338
Asian Alone		\$95,329
Native Hawaiian and Other Pacific Islander Alone		\$45,067
Some Other Race Alone		\$49,519
Two or More Races		\$60,446
Hispanic or Latino		\$50,925
Not Hispanic or Latino		\$66,182
2023 Est. Family HH Type by Presence of Own Child.	45,004	
Married-Couple Family, own children	13,652	30.33%
Married-Couple Family, no own children	19,943	44.31%
Male Householder, own children	1,493	3.32%
Male Householder, no own children	1,358	3.02%
Female Householder, own children	5,231	11.62%
Female Householder, no own children	3,326	7.39%
2023 Est. Households by Household Size	65,069	
1-person	16,911	25.99%
2-person	23,097	35.50%
3-person	9,227	14.18%
4-person	8,044	12.36%
5-person	5,063	7.78%
6-person	1,937	2.98%
7-or-more-person	789	1.21%
2023 Est. Average Household Size		2.56

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Temple, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	65,069	
Households with 1 or More People under Age 18:	23,089	35.48%
Married-Couple Family	14,964	64.81%
Other Family, Male Householder	1,812	7.85%
Other Family, Female Householder	6,133	26.56%
Nonfamily, Male Householder	122	0.53%
Nonfamily, Female Householder	58	0.25%
Households with No People under Age 18:	41,981	
Married-Couple Family	18,631	44.38%
Other Family, Male Householder	1,040	2.48%
Other Family, Female Householder	2,426	5.78%
Nonfamily, Male Householder	9,042	21.54%
Nonfamily, Female Householder	10,842	25.83%
2023 Est. Households by Number of Vehicles	65,069	
No Vehicles	4,155	6.38%
1 Vehicle	20,737	31.87%
2 Vehicles	26,389	40.56%
3 Vehicles	9,293	14.28%
4 Vehicles	3,249	4.99%
5 or more Vehicles	1,247	1.92%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	47,994	
2023 Estimate	45,004	
2010 Census	34,945	
Growth 2023 - 2028		6.64%
Growth 2010 - 2023		28.78%
2023 Est. Families by Poverty Status	45,004	
2023 Families at or Above Poverty	40,119	89.14%
2023 Families at or Above Poverty with Children	18,370	40.82%
2023 Families Below Poverty	4,885	10.86%
2023 Families Below Poverty with Children	3,978	8.84%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	74,839	56.29%
Civilian Labor Force, Unemployed	4,727	3.56%
Armed Forces	1,681	1.26%
Not in Labor Force	51,706	38.89%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	75,394	
For-Profit Private Workers	48,486	64.31%
Non-Profit Private Workers	7,749	10.28%
Local Government Workers	2,981	3.95%
State Government Workers	2,118	2.81%
Federal Government Workers	6,598	8.75%
Self-Employed Workers	7,054	9.36%
Unpaid Family Workers	408	0.54%
2023 Est. Civ. Employed Pop 16+ by Occupation	75,394	
Architect/Engineer	1,050	1.39%
Arts/Entertainment/Sports	1,471	1.95%
Building Grounds Maintenance	3,556	4.72%
Business/Financial Operations	2,632	3.49%
Community/Social Services	1,872	2.48%
Computer/Mathematical	1,432	1.90%
Construction/Extraction	4,379	5.81%
Education/Training/Library	5,338	7.08%
Farming/Fishing/Forestry	499	0.66%
Food Prep/Serving	3,783	5.02%
Health Practitioner/Technician	7,549	10.01%
Healthcare Support	2,141	2.84%
Maintenance Repair	2,643	3.51%
Legal	495	0.66%
Life/Physical/Social Science	514	0.68%
Management	7,200	9.55%
Office/Admin. Support	7,892	10.47%
Production	3,330	4.42%
Protective Services	1,707	2.26%
Sales/Related	7,066	9.37%
Personal Care/Service	2,916	3.87%
Transportation/Moving	5,928	7.86%
2023 Est. Pop 16+ by Occupation Classification	75,394	
White Collar	44,511	59.04%
Blue Collar	16,280	21.59%
Service and Farm	14,602	19.37%
2023 Est. Workers Age 16+ by Transp. to Work	75,519	
Drove Alone	61,030	80.81%
Car Pooled	8,018	10.62%
Public Transportation	224	0.30%
Walked	1,524	2.02%
Bicycle	104	0.14%
Other Means	366	0.49%
Worked at Home	4,252	5.63%

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	25,341	
15 - 29 Minutes	27,481	
30 - 44 Minutes	10,388	
45 - 59 Minutes	4,021	
60 or more Minutes	3,774	
2023 Est. Avg Travel Time to Work in Minutes		24
2023 Est. Occupied Housing Units by Tenure	65,069	
Owner Occupied	40,242	61.85%
Renter Occupied	24,828	38.16%
2023 Owner Occ. HUs: Avg. Length of Residence		14.07 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.53 [†]
2023 Est. Owner-Occupied Housing Units by Value	65,069	
Value Less than \$20,000	878	2.18%
Value \$20,000 - \$39,999	994	2.47%
Value \$40,000 - \$59,999	1,316	3.27%
Value \$60,000 - \$79,999	1,593	3.96%
Value \$80,000 - \$99,999	1,559	3.87%
Value \$100,000 - \$149,999	5,874	14.60%
Value \$150,000 - \$199,999	7,161	17.80%
Value \$200,000 - \$299,999	10,250	25.47%
Value \$300,000 - \$399,999	5,404	13.43%
Value \$400,000 - \$499,999	2,081	5.17%
Value \$500,000 - \$749,999	2,023	5.03%
Value \$750,000 - \$999,999	670	1.66%
Value \$1,000,000 or \$1,499,999	236	0.59%
Value \$1,500,000 or \$1,999,999	74	0.18%
Value \$2,000,000+	128	0.32%
2023 Est. Median All Owner-Occupied Housing Value		\$205,863
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	50,291	70.80%
1 Unit Attached	1,062	1.50%
2 Units	2,646	3.73%
3 or 4 Units	2,068	2.91%
5 to 19 Units	6,193	8.72%
20 to 49 Units	1,612	2.27%
50 or More Units	2,192	3.09%
Mobile Home or Trailer	4,804	6.76%
Boat, RV, Van, etc.	168	0.24%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	10,395	14.63%
Housing Units Built 2010 to 2014	4,623	6.51%
Housing Units Built 2000 to 2009	11,649	16.40%
Housing Units Built 1990 to 1999	8,596	12.10%
Housing Units Built 1980 to 1989	9,707	13.66%
Housing Units Built 1970 to 1979	10,096	14.21%
Housing Units Built 1960 to 1969	5,552	7.82%
Housing Units Built 1950 to 1959	4,949	6.97%
Housing Units Built 1940 to 1949	2,071	2.92%
Housing Unit Built 1939 or Earlier	3,396	4.78%
2023 Est. Median Year Structure Built		1990

[†] 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, 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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