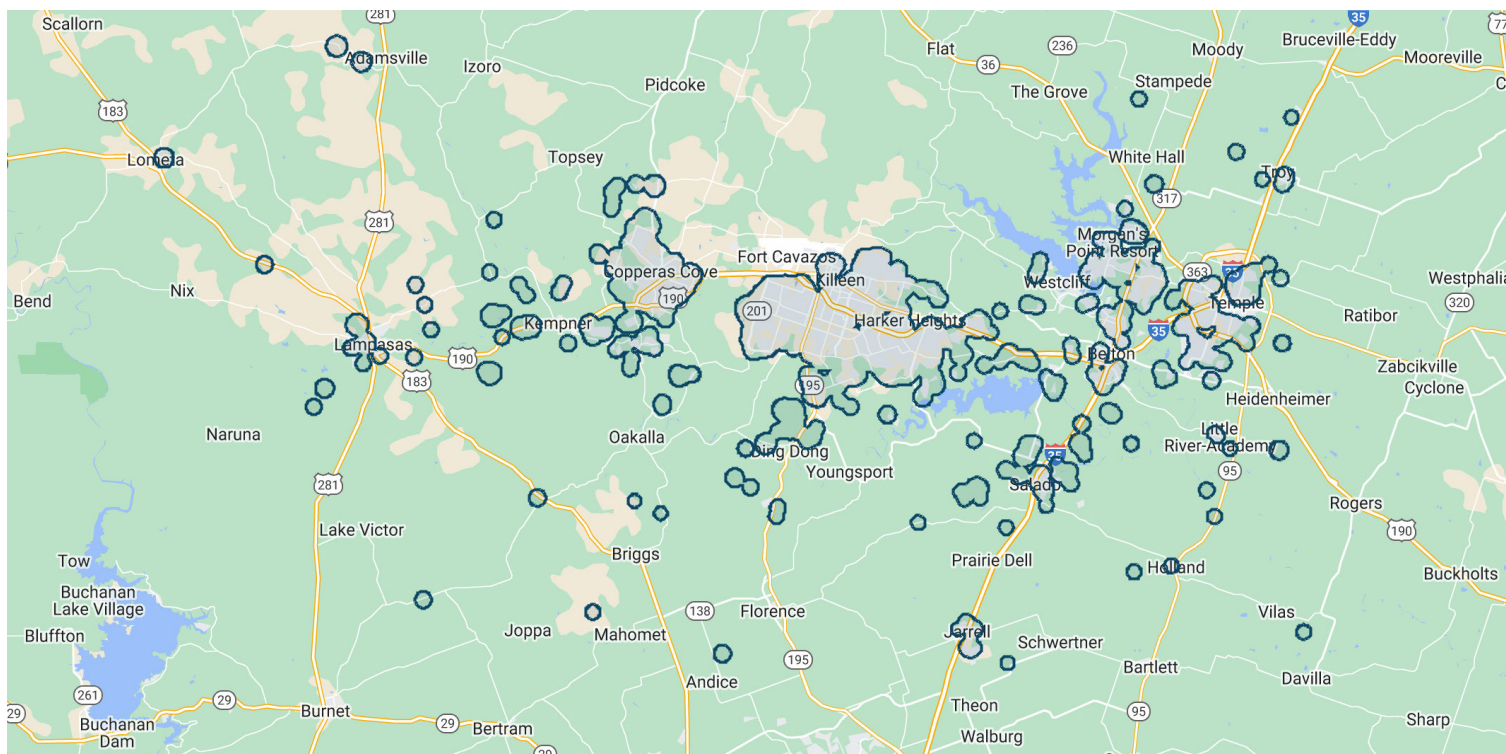# Clear Creek Road Retail Trade Area Demographic Profile

KILLEEN, TEXAS

Prepared for City of Killeen
September 2023

Clear Creek Road Retail Trade Area • Demographic Snapshot

Killeen, Texas

Population

2020	353,903
2023	371,125
2028	391,958

Educational Attainment (%)

Graduate or Professional Degree	8.87%
Bachelors Degree	15.53%
Associate Degree	12.10%
Some College	28.61%
High School Graduate (or GED)	25.97%
Some High School, No Degree	6.04%
Less than 9th Grade	2.89%

Income

Average HH	$78,991
Median HH	$60,417
Per Capita	$29,701

Age

0 - 9 Years	15.93%
10 - 17 Years	11.93%
18 - 24 Years	9.98%
25 - 34 Years	15.96%
35 - 44 Years	14.26%
45 - 54 Years	10.84%
55 - 64 Years	9.38%
65 and Older	11.72%
Median Age	32.60
Average Age	34.80

Race Distribution (%)

White	44.47%
Black/African American	25.82%
American Indian/ Alaskan	1.13%
Asian	3.33%
Native Hawaiian/ Islander	1.21%
Other Race	9.34%
Two or More Races	14.70%
Hispanic	26.86%

DOWNTOWN KILLEEN

Kate Kizito
City of Killeen
Downtown Revitalization Director

200 East Avenue D
2nd Floor
Killeen, Texas 76540

Phone   254.501.7645
KKizito@KilleenTexas.gov
www.KilleenTexas.gov

Aaron Farmer
The Retail Coach, LLC
President

Office   662.844.2155
Cell   662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net

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Clear Creek Road Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	391,958	
2023 Estimate	371,125	
2020 Census	353,903	
2010 Census	287,067	
Growth 2023 - 2028		5.61%
Growth 2020 - 2023		4.87%
Growth 2010 - 2020		23.28%
2023 Est. Population by Single-Classification Race	**371,125**	
White Alone	165,054	44.47%
Black or African American Alone	95,805	25.82%
Amer. Indian and Alaska Native Alone	4,199	1.13%
Asian Alone	12,344	3.33%
Native Hawaiian and Other Pacific Island Alone	4,497	1.21%
Some Other Race Alone	34,655	9.34%
Two or More Races	54,570	14.70%
2023 Est. Population by Hispanic or Latino Origin	**371,125**	
Not Hispanic or Latino	271,431	73.14%
Hispanic or Latino	99,694	26.86%
Mexican	64,323	64.52%
Puerto Rican	21,506	21.57%
Cuban	588	0.59%
All Other Hispanic or Latino	13,278	13.32%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**99,694**	
White Alone	24,570	24.64%
Black or African American Alone	5,082	5.10%
American Indian and Alaska Native Alone	2,176	2.18%
Asian Alone	664	0.67%
Native Hawaiian and Other Pacific Islander Alone	358	0.36%
Some Other Race Alone	32,648	32.75%
Two or More Races	34,195	34.30%
2023 Est. Pop by Race, Asian Alone, by Category	**12,344**	
Chinese, except Taiwanese	1,052	8.52%
Filipino	3,146	25.49%
Japanese	400	3.24%
Asian Indian	1,022	8.28%
Korean	3,419	27.70%
Vietnamese	762	6.17%
Cambodian	405	3.28%
Hmong	13	0.11%
Laotian	160	1.30%
Thai	305	2.47%
All Other Asian Races Including 2+ Category	1,660	13.45%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**371,125**	
Arab	957	0.26%
Czech	3,556	0.96%
Danish	811	0.22%
Dutch	2,953	0.80%
English	16,902	4.55%
French (except Basque)	6,070	1.64%
French Canadian	886	0.24%
German	34,884	9.40%
Greek	819	0.22%
Hungarian	655	0.18%
Irish	24,267	6.54%
Italian	6,988	1.88%
Lithuanian	38	0.01%
United States or American	29,439	7.93%
Norwegian	2,569	0.69%
Polish	3,322	0.90%
Portuguese	1,073	0.29%
Russian	1,130	0.31%
Scottish	4,211	1.13%
Scotch-Irish	2,697	0.73%
Slovak	301	0.08%
Subsaharan African	4,178	1.13%
Swedish	1,703	0.46%
Swiss	535	0.14%
Ukrainian	157	0.04%
Welsh	1,737	0.47%
West Indian (except Hisp. groups)	3,212	0.87%
Other ancestries	161,917	43.63%
Ancestry Unclassified	53,155	14.32%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	275,432	80.71%
Speak Asian/Pacific Island Language at Home	8,556	2.51%
Speak IndoEuropean Language at Home	6,835	2.00%
Speak Spanish at Home	48,316	14.16%
Speak Other Language at Home	2,108	0.62%

Clear Creek Road Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**371,125**	
Age 0 - 4	29,877	8.05%
Age 5 - 9	29,243	7.88%
Age 10 - 14	28,134	7.58%
Age 15 - 17	16,133	4.35%
Age 18 - 20	15,584	4.20%
Age 21 - 24	21,436	5.78%
Age 25 - 34	59,235	15.96%
Age 35 - 44	52,932	14.26%
Age 45 - 54	40,236	10.84%
Age 55 - 64	34,813	9.38%
Age 65 - 74	26,015	7.01%
Age 75 - 84	13,095	3.53%
Age 85 and over	4,391	1.18%
Age 16 and over	278,577	75.06%
Age 18 and over	267,738	72.14%
Age 21 and over	252,154	67.94%
Age 65 and over	43,502	11.72%
2023 Est. Median Age		32.60
2023 Est. Average Age		34.80
2023 Est. Population by Sex	**371,125**	
Male	182,691	49.23%
Female	188,434	50.77%
2023 Est. Male Population by Age	**182,691**	
Age 0 - 4	15,160	8.30%
Age 5 - 9	14,773	8.09%
Age 10 - 14	14,306	7.83%
Age 15 - 17	8,165	4.47%
Age 18 - 20	8,124	4.45%
Age 21 - 24	11,169	6.11%
Age 25 - 34	30,325	16.60%
Age 35 - 44	25,962	14.21%
Age 45 - 54	19,516	10.68%
Age 55 - 64	16,256	8.90%
Age 65 - 74	11,684	6.40%
Age 75 - 84	5,625	3.08%
Age 85 and over	1,624	0.89%
2023 Est. Median Age, Male		31.43
2023 Est. Average Age, Male		33.80
2023 Est. Female Population by Age	**188,434**	
Age 0 - 4	14,717	7.81%
Age 5 - 9	14,470	7.68%
Age 10 - 14	13,828	7.34%
Age 15 - 17	7,968	4.23%
Age 18 - 20	7,459	3.96%
Age 21 - 24	10,267	5.45%
Age 25 - 34	28,910	15.34%
Age 35 - 44	26,970	14.31%
Age 45 - 54	20,720	11.00%
Age 55 - 64	18,557	9.85%
Age 65 - 74	14,331	7.61%
Age 75 - 84	7,470	3.96%
Age 85 and over	2,767	1.47%
2023 Est. Median Age, Female		33.82
2023 Est. Average Age, Female		35.80

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	92,125	32.45%
Males, Never Married	47,420	16.70%
Females, Never Married	44,705	15.75%
Married, Spouse present	124,906	44.00%
Married, Spouse absent	19,443	6.85%
Widowed	14,221	5.01%
Males Widowed	3,474	1.22%
Females Widowed	10,748	3.79%
Divorced	33,175	11.69%
Males Divorced	13,717	4.83%
Females Divorced	19,457	6.85%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,667	2.89%
Some High School, no diploma	13,926	6.04%
High School Graduate (or GED)	59,909	25.97%
Some College, no degree	66,013	28.61%
Associate Degree	27,912	12.10%
Bachelor's Degree	35,819	15.53%
Master's Degree	15,669	6.79%
Professional School Degree	3,040	1.32%
Doctorate Degree	1,762	0.76%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	8,401	16.96%
High School Graduate	12,899	26.05%
Some College or Associate's Degree	18,633	37.63%
Bachelor's Degree or Higher	9,590	19.36%
Households		
2028 Projection	145,559	
2023 Estimate	138,108	
2020 Census	131,903	
2010 Census	107,641	
Growth 2023 - 2028		5.39%
Growth 2020 - 2023		4.70%
Growth 2010 - 2020		22.54%
2023 Est. Households by Household Type	**138,108**	
Family Households	98,708	71.47%
Nonfamily Households	39,399	28.53%
2023 Est. Group Quarters Population	3,822	
2023 Households by Ethnicity, Hispanic/Latino	28,688	

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Clear Creek Road Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**138,108**	
Income < $15,000	13,450	9.74%
Income $15,000 - $24,999	10,783	7.81%
Income $25,000 - $34,999	12,075	8.74%
Income $35,000 - $49,999	20,492	14.84%
Income $50,000 - $74,999	26,896	19.48%
Income $75,000 - $99,999	18,810	13.62%
Income $100,000 - $124,999	13,046	9.45%
Income $125,000 - $149,999	8,355	6.05%
Income $150,000 - $199,999	7,505	5.43%
Income $200,000 - $249,999	3,271	2.37%
Income $250,000 - $499,999	2,543	1.84%
Income $500,000+	881	0.64%
2023 Est. Average Household Income		$78,991
2023 Est. Median Household Income		$60,417
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$66,239
Black or African American Alone		$54,044
American Indian and Alaska Native Alone		$57,771
Asian Alone		$52,930
Native Hawaiian and Other Pacific Islander Alone		$67,187
Some Other Race Alone		$55,077
Two or More Races		$55,351
Hispanic or Latino		$53,301
Not Hispanic or Latino		$62,562
2023 Est. Family HH Type by Presence of Own Child.	**98,708**	
Married-Couple Family, own children	35,096	35.56%
Married-Couple Family, no own children	36,441	36.92%
Male Householder, own children	3,684	3.73%
Male Householder, no own children	2,648	2.68%
Female Householder, own children	14,412	14.60%
Female Householder, no own children	6,427	6.51%
2023 Est. Households by Household Size	**138,108**	
1-person	33,072	23.95%
2-person	45,328	32.82%
3-person	23,732	17.18%
4-person	19,343	14.01%
5-person	11,316	8.19%
6-person	3,729	2.70%
7-or-more-person	1,588	1.15%
2023 Est. Average Household Size		2.70
2023 Est. Households by Presence of People Under 18	**138,108**	
Households with 1 or More People under Age 18:	58,603	42.43%
Married-Couple Family	37,575	64.12%
Other Family, Male Householder	4,290	7.32%
Other Family, Female Householder	16,173	27.60%
Nonfamily, Male Householder	431	0.74%
Nonfamily, Female Householder	134	0.23%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**79,505**	
Married-Couple Family	33,958	42.71%
Other Family, Male Householder	2,053	2.58%
Other Family, Female Householder	4,659	5.86%
Nonfamily, Male Householder	19,930	25.07%
Nonfamily, Female Householder	18,904	23.78%
2023 Est. Households by Number of Vehicles	**138,108**	
No Vehicles	8,216	5.95%
1 Vehicle	44,425	32.17%
2 Vehicles	57,660	41.75%
3 Vehicles	18,952	13.72%
4 Vehicles	6,743	4.88%
5 or more Vehicles	2,112	1.53%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	104,311	
2023 Estimate	98,708	
2010 Census	75,695	
Growth 2023 - 2028		5.68%
Growth 2010 - 2023		30.40%
2023 Est. Families by Poverty Status	**98,708**	
2023 Families at or Above Poverty	88,429	89.59%
2023 Families at or Above Poverty with Children	46,333	46.94%
2023 Families Below Poverty	10,280	10.41%
2023 Families Below Poverty with Children	8,439	8.55%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	151,312	54.32%
Civilian Labor Force, Unemployed	12,846	4.61%
Armed Forces	17,498	6.28%
Not in Labor Force	96,921	34.79%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**154,421**	
For-Profit Private Workers	98,721	63.93%
Non-Profit Private Workers	10,951	7.09%
Local Government Workers	14,536	9.41%
State Government Workers	5,332	3.45%
Federal Government Workers	14,501	9.39%
Self-Employed Workers	10,011	6.48%
Unpaid Family Workers	369	0.24%

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Clear Creek Road Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**154,421**	
Architect/Engineer	1,702	1.10%
Arts/Entertainment/Sports	2,061	1.33%
Building Grounds Maintenance	6,360	4.12%
Business/Financial Operations	5,695	3.69%
Community/Social Services	3,982	2.58%
Computer/Mathematical	4,256	2.76%
Construction/Extraction	8,146	5.28%
Education/Training/Library	10,709	6.93%
Farming/Fishing/Forestry	545	0.35%
Food Prep/Serving	9,879	6.40%
Health Practitioner/Technician	10,983	7.11%
Healthcare Support	5,127	3.32%
Maintenance Repair	6,058	3.92%
Legal	832	0.54%
Life/Physical/Social Science	1,015	0.66%
Management	13,573	8.79%
Office/Admin. Support	19,372	12.55%
Production	5,915	3.83%
Protective Services	5,015	3.25%
Sales/Related	14,246	9.23%
Personal Care/Service	5,739	3.72%
Transportation/Moving	13,210	8.55%
2023 Est. Pop 16+ by Occupation Classification	**154,421**	
White Collar	88,427	57.26%
Blue Collar	33,329	21.58%
Service and Farm	32,664	21.15%
2023 Est. Workers Age 16+ by Transp. to Work	**168,248**	
Drove Alone	134,646	80.03%
Car Pooled	18,235	10.84%
Public Transportation	1,054	0.63%
Walked	5,009	2.98%
Bicycle	189	0.11%
Other Means	1,414	0.84%
Worked at Home	7,701	4.58%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	56,542	
15 - 29 Minutes	63,791	
30 - 44 Minutes	19,560	
45 - 59 Minutes	9,520	
60 or more Minutes	10,955	
2023 Est. Avg Travel Time to Work in Minutes		25
2023 Est. Occupied Housing Units by Tenure	**138,108**	
Owner Occupied	73,983	53.57%
Renter Occupied	64,124	46.43%
2023 Owner Occ. HUs: Avg. Length of Residence		13.70[†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.00[†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**138,108**	
Value Less than $20,000	1,331	1.80%
Value $20,000 - $39,999	1,060	1.43%
Value $40,000 - $59,999	1,565	2.12%
Value $60,000 - $79,999	2,574	3.48%
Value $80,000 - $99,999	3,592	4.86%
Value $100,000 - $149,999	14,701	19.87%
Value $150,000 - $199,999	14,349	19.39%
Value $200,000 - $299,999	20,653	27.92%
Value $300,000 - $399,999	8,451	11.42%
Value $400,000 - $499,999	2,691	3.64%
Value $500,000 - $749,999	1,761	2.38%
Value $750,000 - $999,999	669	0.90%
Value $1,000,000 or $1,499,999	364	0.49%
Value $1,500,000 or $1,999,999	105	0.14%
Value $2,000,000+	116	0.16%
2023 Est. Median All Owner-Occupied Housing Value		$191,921
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	99,432	66.59%
1 Unit Attached	4,893	3.28%
2 Units	8,837	5.92%
3 or 4 Units	8,722	5.84%
5 to 19 Units	13,437	9.00%
20 to 49 Units	3,295	2.21%
50 or More Units	2,997	2.01%
Mobile Home or Trailer	7,541	5.05%
Boat, RV, Van, etc.	168	0.11%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	19,239	12.88%
Housing Units Built 2010 to 2014	11,915	7.98%
Housing Units Built 2000 to 2009	30,563	20.47%
Housing Units Built 1990 to 1999	22,455	15.04%
Housing Units Built 1980 to 1989	21,300	14.27%
Housing Units Built 1970 to 1979	22,431	15.02%
Housing Units Built 1960 to 1969	10,747	7.20%
Housing Units Built 1950 to 1959	6,497	4.35%
Housing Units Built 1940 to 1949	1,925	1.29%
Housing Unit Built 1939 or Earlier	2,252	1.51%
2023 Est. Median Year Structure Built		1994

[†] 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.

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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