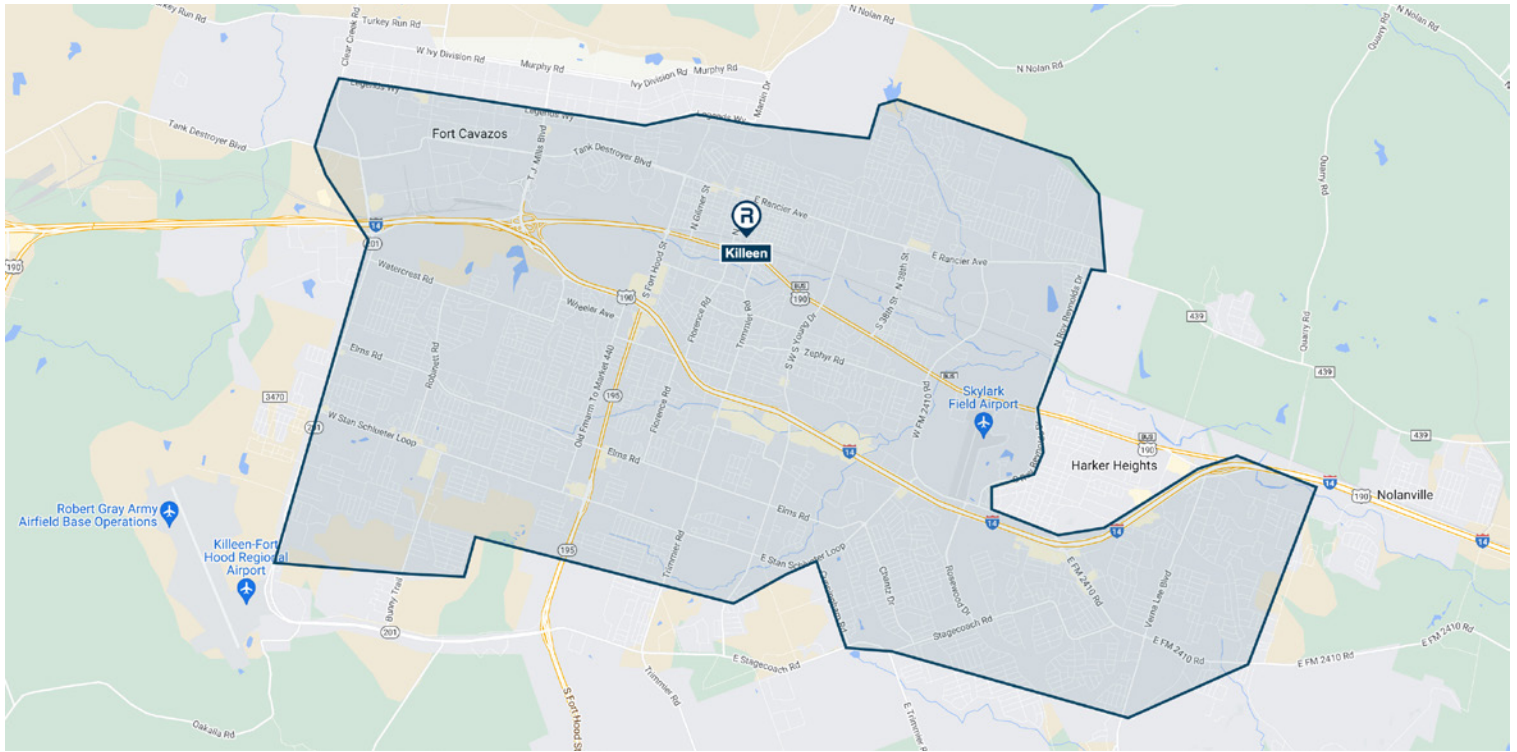# The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

DOWNTOWN KILLEEN, TEXAS

Prepared for City of Killeen
August 2023

Primary Retail Trade Area • Demographic Snapshot

Downtown Killeen, Texas

Population

2020	165,119
2023	170,195
2028	175,900

Educational Attainment (%)

Graduate or Professional Degree	6.92%
Bachelors Degree	14.63%
Associate Degree	12.96%
Some College	31.34%
High School Graduate (or GED)	25.85%
Some High School, No Degree	5.45%
Less than 9th Grade	2.87%

Income

Average HH	$69,965
Median HH	$53,762
Per Capita	$26,092

Age

0 - 9 Years	17.27%
10 - 17 Years	12.36%
18 - 24 Years	12.38%
25 - 34 Years	17.46%
35 - 44 Years	14.71%
45 - 54 Years	10.34%
55 - 64 Years	7.82%
65 and Older	7.66%
Median Age	29.42
Average Age	31.80

Race Distribution (%)

White	31.69%
Black/African American	35.82%
American Indian/ Alaskan	1.14%
Asian	4.04%
Native Hawaiian/ Islander	1.57%
Other Race	10.28%
Two or More Races	15.46%
Hispanic	28.21%

DOWNTOWN KILLEEN

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Primary Retail Trade Area • Demographic Profile

Downtown Killeen, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	175,900	
2023 Estimate	170,195	
2020 Census	165,119	
2010 Census	145,045	
Growth 2023 - 2028		3.35%
Growth 2020 - 2023		3.07%
Growth 2010 - 2020		13.84%
2023 Est. Population by Single-Classification Race	**170,195**	
White Alone	53,930	31.69%
Black or African American Alone	60,962	35.82%
Amer. Indian and Alaska Native Alone	1,940	1.14%
Asian Alone	6,875	4.04%
Native Hawaiian and Other Pacific Island Alone	2,673	1.57%
Some Other Race Alone	17,498	10.28%
Two or More Races	26,317	15.46%
2023 Est. Population by Hispanic or Latino Origin	**170,195**	
Not Hispanic or Latino	122,175	71.78%
Hispanic or Latino	48,020	28.21%
Mexican	26,483	55.15%
Puerto Rican	13,973	29.10%
Cuban	315	0.66%
All Other Hispanic or Latino	7,248	15.09%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**48,020**	
White Alone	10,598	22.07%
Black or African American Alone	3,227	6.72%
American Indian and Alaska Native Alone	998	2.08%
Asian Alone	355	0.74%
Native Hawaiian and Other Pacific Islander Alone	230	0.48%
Some Other Race Alone	16,484	34.33%
Two or More Races	16,127	33.58%
2023 Est. Pop by Race, Asian Alone, by Category	**6,875**	
Chinese, except Taiwanese	322	4.68%
Filipino	1,876	27.29%
Japanese	194	2.82%
Asian Indian	184	2.68%
Korean	2,354	34.24%
Vietnamese	400	5.82%
Cambodian	343	4.99%
Hmong	19	0.28%
Laotian	100	1.45%
Thai	169	2.46%
All Other Asian Races Including 2+ Category	913	13.28%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**170,195**	
Arab	472	0.28%
Czech	265	0.16%
Danish	338	0.20%
Dutch	1,752	1.03%
English	4,189	2.46%
French (except Basque)	2,669	1.57%
French Canadian	233	0.14%
German	12,516	7.35%
Greek	533	0.31%
Hungarian	349	0.21%
Irish	8,273	4.86%
Italian	3,024	1.78%
Lithuanian	8	0.01%
United States or American	18,030	10.59%
Norwegian	1,324	0.78%
Polish	1,353	0.80%
Portuguese	619	0.36%
Russian	560	0.33%
Scottish	1,493	0.88%
Scotch-Irish	818	0.48%
Slovak	133	0.08%
Subsaharan African	2,882	1.69%
Swedish	693	0.41%
Swiss	69	0.04%
Ukrainian	61	0.04%
Welsh	719	0.42%
West Indian (except Hisp. groups)	2,036	1.20%
Other ancestries	83,311	48.95%
Ancestry Unclassified	21,472	12.62%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	119,077	76.85%
Speak Asian/Pacific Island Language at Home	5,308	3.43%
Speak IndoEuropean Language at Home	3,397	2.19%
Speak Spanish at Home	25,649	16.55%
Speak Other Language at Home	1,521	0.98%

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Primary Retail Trade Area • Demographic Profile

Downtown Killeen, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**170,195**	
Age 0 - 4	15,243	8.96%
Age 5 - 9	14,159	8.32%
Age 10 - 14	13,243	7.78%
Age 15 - 17	7,794	4.58%
Age 18 - 20	8,374	4.92%
Age 21 - 24	12,691	7.46%
Age 25 - 34	29,720	17.46%
Age 35 - 44	25,032	14.71%
Age 45 - 54	17,601	10.34%
Age 55 - 64	13,303	7.82%
Age 65 - 74	8,483	4.98%
Age 75 - 84	3,642	2.14%
Age 85 and over	911	0.54%
Age 16 and over	124,996	73.44%
Age 18 and over	119,756	70.36%
Age 21 and over	111,382	65.44%
Age 65 and over	13,036	7.66%
2023 Est. Median Age		29.42
2023 Est. Average Age		31.80
2023 Est. Population by Sex	**170,195**	
Male	85,737	50.38%
Female	84,458	49.62%
2023 Est. Male Population by Age	**85,737**	
Age 0 - 4	7,749	9.04%
Age 5 - 9	7,149	8.34%
Age 10 - 14	6,745	7.87%
Age 15 - 17	3,913	4.56%
Age 18 - 20	4,640	5.41%
Age 21 - 24	7,226	8.43%
Age 25 - 34	15,706	18.32%
Age 35 - 44	12,387	14.45%
Age 45 - 54	8,535	9.96%
Age 55 - 64	6,082	7.09%
Age 65 - 74	3,719	4.34%
Age 75 - 84	1,544	1.80%
Age 85 and over	341	0.40%
2023 Est. Median Age, Male		28.23
2023 Est. Average Age, Male		30.90
2023 Est. Female Population by Age	**84,458**	
Age 0 - 4	7,493	8.87%
Age 5 - 9	7,010	8.30%
Age 10 - 14	6,498	7.69%
Age 15 - 17	3,881	4.59%
Age 18 - 20	3,734	4.42%
Age 21 - 24	5,465	6.47%
Age 25 - 34	14,013	16.59%
Age 35 - 44	12,645	14.97%
Age 45 - 54	9,066	10.73%
Age 55 - 64	7,221	8.55%
Age 65 - 74	4,764	5.64%
Age 75 - 84	2,097	2.48%
Age 85 and over	570	0.68%
2023 Est. Median Age, Female		30.76
2023 Est. Average Age, Female		32.70

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	45,105	35.36%
Males, Never Married	24,129	18.92%
Females, Never Married	20,976	16.44%
Married, Spouse present	53,014	41.56%
Married, Spouse absent	10,391	8.15%
Widowed	5,299	4.15%
Males Widowed	1,626	1.27%
Females Widowed	3,673	2.88%
Divorced	13,742	10.77%
Males Divorced	5,764	4.52%
Females Divorced	7,977	6.25%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,827	2.87%
Some High School, no diploma	5,377	5.45%
High School Graduate (or GED)	25,513	25.85%
Some College, no degree	30,928	31.34%
Associate Degree	12,788	12.96%
Bachelor's Degree	14,434	14.63%
Master's Degree	5,722	5.80%
Professional School Degree	675	0.68%
Doctorate Degree	428	0.43%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,371	14.37%
High School Graduate	5,930	25.27%
Some College or Associate's Degree	9,298	39.62%
Bachelor's Degree or Higher	4,867	20.74%
Households		
2028 Projection	63,488	
2023 Estimate	61,552	
2020 Census	59,783	
2010 Census	52,907	
Growth 2023 - 2028		3.14%
Growth 2020 - 2023		2.96%
Growth 2010 - 2020		13.00%
2023 Est. Households by Household Type	**61,552**	
Family Households	44,248	71.89%
Nonfamily Households	17,305	28.11%
2023 Est. Group Quarters Population	5,148	
2023 Households by Ethnicity, Hispanic/Latino	13,961	

Primary Retail Trade Area • Demographic Profile

Downtown Killeen, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**61,552**	
Income < $15,000	6,399	10.40%
Income $15,000 - $24,999	5,116	8.31%
Income $25,000 - $34,999	6,050	9.83%
Income $35,000 - $49,999	10,929	17.76%
Income $50,000 - $74,999	12,547	20.38%
Income $75,000 - $99,999	8,050	13.08%
Income $100,000 - $124,999	5,121	8.32%
Income $125,000 - $149,999	3,059	4.97%
Income $150,000 - $199,999	2,375	3.86%
Income $200,000 - $249,999	913	1.48%
Income $250,000 - $499,999	692	1.12%
Income $500,000+	301	0.49%
2023 Est. Average Household Income		$69,965
2023 Est. Median Household Income		$53,762
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$60,694
Black or African American Alone		$50,464
American Indian and Alaska Native Alone		$56,492
Asian Alone		$47,933
Native Hawaiian and Other Pacific Islander Alone		$54,229
Some Other Race Alone		$49,279
Two or More Races		$50,225
Hispanic or Latino		$49,701
Not Hispanic or Latino		$55,119
2023 Est. Family HH Type by Presence of Own Child.	**44,248**	
Married-Couple Family, own children	17,147	38.75%
Married-Couple Family, no own children	13,973	31.58%
Male Householder, own children	1,764	3.99%
Male Householder, no own children	1,135	2.56%
Female Householder, own children	7,561	17.09%
Female Householder, no own children	2,668	6.03%
2023 Est. Households by Household Size	**61,552**	
1-person	14,524	23.60%
2-person	19,544	31.75%
3-person	11,366	18.47%
4-person	8,906	14.47%
5-person	4,950	8.04%
6-person	1,645	2.67%
7-or-more-person	617	1.00%
2023 Est. Average Household Size		2.70
2023 Est. Households by Presence of People Under 18	**61,552**	
Households with 1 or More People under Age 18:	28,705	46.64%
Married-Couple Family	18,068	62.94%
Other Family, Male Householder	2,016	7.02%
Other Family, Female Householder	8,326	29.00%
Nonfamily, Male Householder	234	0.82%
Nonfamily, Female Householder	62	0.22%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**32,847**	
Married-Couple Family	13,054	39.74%
Other Family, Male Householder	890	2.71%
Other Family, Female Householder	1,885	5.74%
Nonfamily, Male Householder	9,558	29.10%
Nonfamily, Female Householder	7,459	22.71%
2023 Est. Households by Number of Vehicles	**61,552**	
No Vehicles	3,664	5.95%
1 Vehicle	21,350	34.69%
2 Vehicles	25,520	41.46%
3 Vehicles	7,863	12.78%
4 Vehicles	2,369	3.85%
5 or more Vehicles	786	1.28%
2023 Est. Average Number of Vehicles		1.8
Family Households		
2028 Projection	45,719	
2023 Estimate	44,248	
2010 Census	37,684	
Growth 2023 - 2028		3.32%
Growth 2010 - 2023		17.42%
2023 Est. Families by Poverty Status	**44,248**	
2023 Families at or Above Poverty	39,006	88.15%
2023 Families at or Above Poverty with Children	21,385	48.33%
2023 Families Below Poverty	5,242	11.85%
2023 Families Below Poverty with Children	4,428	10.01%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	61,395	49.12%
Civilian Labor Force, Unemployed	7,305	5.84%
Armed Forces	16,965	13.57%
Not in Labor Force	39,331	31.47%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**63,232**	
For-Profit Private Workers	41,057	64.93%
Non-Profit Private Workers	3,031	4.79%
Local Government Workers	8,072	12.77%
State Government Workers	2,017	3.19%
Federal Government Workers	5,707	9.03%
Self-Employed Workers	3,273	5.18%
Unpaid Family Workers	75	0.12%

Primary Retail Trade Area • Demographic Profile

Downtown Killeen, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**63,232**	
Architect/Engineer	575	0.91%
Arts/Entertainment/Sports	665	1.05%
Building Grounds Maintenance	2,708	4.28%
Business/Financial Operations	2,120	3.35%
Community/Social Services	1,712	2.71%
Computer/Mathematical	2,315	3.66%
Construction/Extraction	3,490	5.52%
Education/Training/Library	4,002	6.33%
Farming/Fishing/Forestry	169	0.27%
Food Prep/Serving	5,293	8.37%
Health Practitioner/Technician	2,871	4.54%
Healthcare Support	2,453	3.88%
Maintenance Repair	2,901	4.59%
Legal	318	0.50%
Life/Physical/Social Science	343	0.54%
Management	4,884	7.72%
Office/Admin. Support	8,688	13.74%
Production	2,337	3.70%
Protective Services	1,761	2.79%
Sales/Related	5,711	9.03%
Personal Care/Service	2,232	3.53%
Transportation/Moving	5,684	8.99%
2023 Est. Pop 16+ by Occupation Classification	**63,232**	
White Collar	34,203	54.09%
Blue Collar	14,412	22.79%
Service and Farm	14,617	23.12%
2023 Est. Workers Age 16+ by Transp. to Work	**79,053**	
Drove Alone	60,318	76.30%
Car Pooled	8,659	10.95%
Public Transportation	756	0.96%
Walked	5,649	7.15%
Bicycle	111	0.14%
Other Means	679	0.86%
Worked at Home	2,882	3.65%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	30,456	
15 - 29 Minutes	28,657	
30 - 44 Minutes	7,779	
45 - 59 Minutes	4,188	
60 or more Minutes	4,925	
2023 Est. Avg Travel Time to Work in Minutes		24
2023 Est. Occupied Housing Units by Tenure	**61,552**	
Owner Occupied	25,923	42.12%
Renter Occupied	35,629	57.88%
2023 Owner Occ. HUs: Avg. Length of Residence		14.80[†]
2023 Renter Occ. HUs: Avg. Length of Residence		4.70[†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**61,552**	
Value Less than $20,000	530	2.04%
Value $20,000 - $39,999	393	1.52%
Value $40,000 - $59,999	579	2.23%
Value $60,000 - $79,999	1,228	4.74%
Value $80,000 - $99,999	1,415	5.46%
Value $100,000 - $149,999	7,221	27.86%
Value $150,000 - $199,999	4,890	18.86%
Value $200,000 - $299,999	6,105	23.55%
Value $300,000 - $399,999	2,395	9.24%
Value $400,000 - $499,999	644	2.48%
Value $500,000 - $749,999	280	1.08%
Value $750,000 - $999,999	98	0.38%
Value $1,000,000 or $1,499,999	98	0.38%
Value $1,500,000 or $1,999,999	48	0.19%
Value $2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		$164,343
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	40,137	59.77%
1 Unit Attached	5,018	7.47%
2 Units	4,828	7.19%
3 or 4 Units	5,484	8.17%
5 to 19 Units	6,936	10.33%
20 to 49 Units	1,661	2.47%
50 or More Units	831	1.24%
Mobile Home or Trailer	2,243	3.34%
Boat, RV, Van, etc.	18	0.03%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	5,489	8.17%
Housing Units Built 2010 to 2014	4,527	6.74%
Housing Units Built 2000 to 2009	14,638	21.80%
Housing Units Built 1990 to 1999	11,485	17.10%
Housing Units Built 1980 to 1989	10,966	16.33%
Housing Units Built 1970 to 1979	12,115	18.04%
Housing Units Built 1960 to 1969	4,878	7.26%
Housing Units Built 1950 to 1959	2,356	3.51%
Housing Units Built 1940 to 1949	518	0.77%
Housing Unit Built 1939 or Earlier	183	0.27%
2023 Est. Median Year Structure Built		1992

[†] 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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