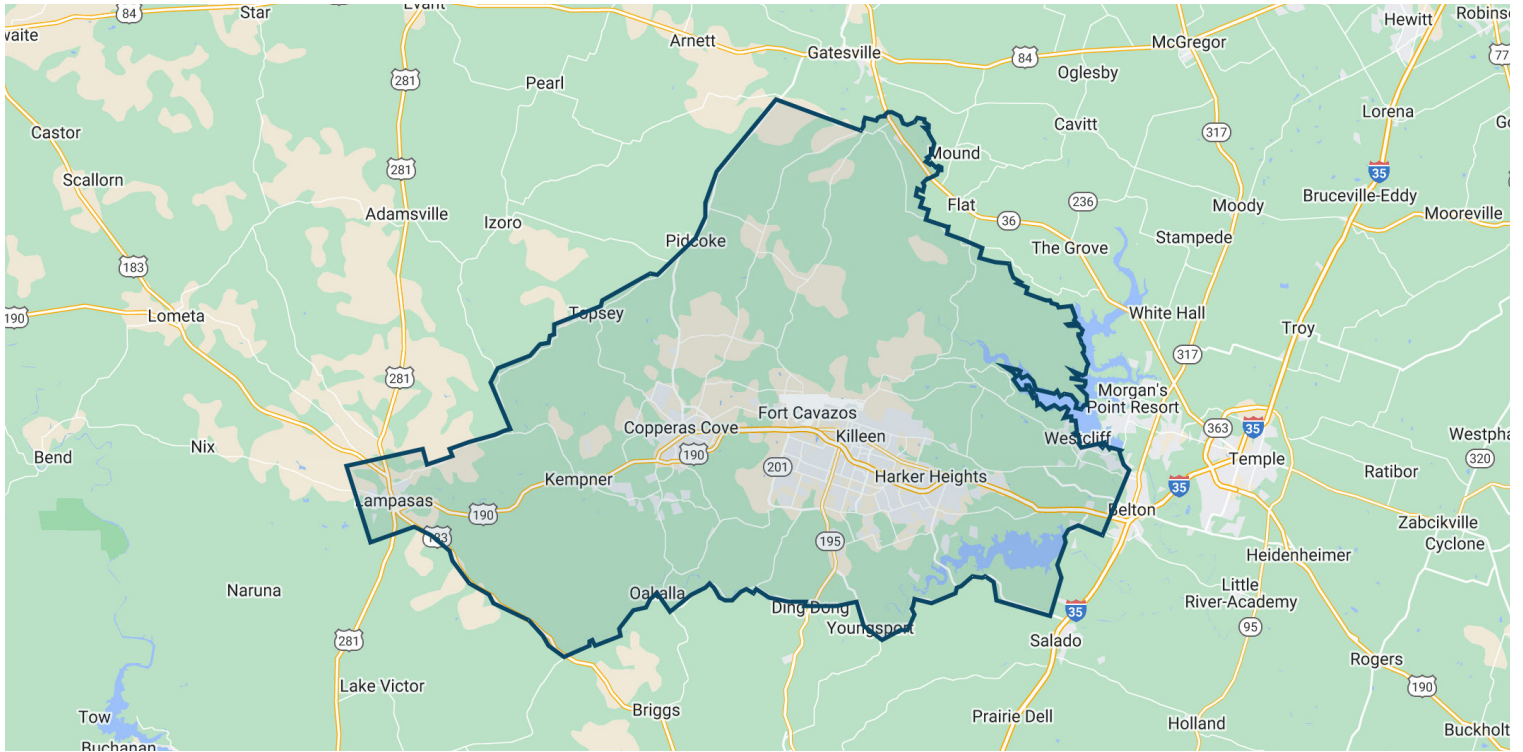# Killeen Mall
Retail Trade Area
Demographic Profile

KILLEEN, TEXAS

Prepared for City of Killeen
September 2023

Killeen Mall Retail Trade Area • Demographic Snapshot

Killeen, Texas

Population

2020	299,597
2023	311,198
2028	325,270

Educational Attainment (%)

Graduate or Professional Degree	7.44%
Bachelors Degree	14.72%
Associate Degree	12.97%
Some College	30.68%
High School Graduate (or GED)	26.03%
Some High School, No Degree	5.47%
Less than 9th Grade	2.70%

Income

Average HH	$78,798
Median HH	$59,742
Per Capita	$28,755

Age

0 - 9 Years	16.10%
10 - 17 Years	11.81%
18 - 24 Years	11.71%
25 - 34 Years	16.95%
35 - 44 Years	14.30%
45 - 54 Years	10.64%
55 - 64 Years	8.78%
65 and Older	9.72%
Median Age	30.99
Average Age	33.50

Race Distribution (%)

White	40.91%
Black/African American	28.71%
American Indian/ Alaskan	1.09%
Asian	3.70%
Native Hawaiian/ Islander	1.53%
Other Race	9.10%
Two or More Races	14.96%
Hispanic	26.09%

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Killeen Mall Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	325,270	
2023 Estimate	311,198	
2020 Census	299,597	
2010 Census	256,880	
Growth 2023 - 2028		4.52%
Growth 2020 - 2023		3.87%
Growth 2010 - 2020		16.63%
2023 Est. Population by Single-Classification Race	**311,198**	
White Alone	127,319	40.91%
Black or African American Alone	89,339	28.71%
Amer. Indian and Alaska Native Alone	3,386	1.09%
Asian Alone	11,519	3.70%
Native Hawaiian and Other Pacific Island Alone	4,773	1.53%
Some Other Race Alone	28,306	9.10%
Two or More Races	46,556	14.96%
2023 Est. Population by Hispanic or Latino Origin	**311,198**	
Not Hispanic or Latino	230,019	73.91%
Hispanic or Latino	81,179	26.09%
Mexican	46,733	57.57%
Puerto Rican	21,410	26.37%
Cuban	630	0.78%
All Other Hispanic or Latino	12,405	15.28%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**81,179**	
White Alone	19,402	23.90%
Black or African American Alone	4,663	5.74%
American Indian and Alaska Native Alone	1,638	2.02%
Asian Alone	611	0.75%
Native Hawaiian and Other Pacific Islander Alone	357	0.44%
Some Other Race Alone	26,481	32.62%
Two or More Races	28,027	34.53%
2023 Est. Pop by Race, Asian Alone, by Category	**11,519**	
Chinese, except Taiwanese	674	5.85%
Filipino	3,343	29.02%
Japanese	424	3.68%
Asian Indian	398	3.45%
Korean	3,751	32.56%
Vietnamese	576	5.00%
Cambodian	432	3.75%
Hmong	28	0.24%
Laotian	101	0.88%
Thai	338	2.93%
All Other Asian Races Including 2+ Category	1,455	12.63%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**311,198**	
Arab	834	0.27%
Czech	1,406	0.45%
Danish	578	0.19%
Dutch	2,730	0.88%
English	10,993	3.53%
French (except Basque)	5,085	1.63%
French Canadian	529	0.17%
German	28,067	9.02%
Greek	849	0.27%
Hungarian	628	0.20%
Irish	18,930	6.08%
Italian	5,986	1.92%
Lithuanian	14	0.01%
United States or American	27,690	8.90%
Norwegian	2,228	0.72%
Polish	2,845	0.91%
Portuguese	882	0.28%
Russian	963	0.31%
Scottish	3,373	1.08%
Scotch-Irish	2,237	0.72%
Slovak	307	0.10%
Subsaharan African	4,314	1.39%
Swedish	1,567	0.50%
Swiss	288	0.09%
Ukrainian	144	0.05%
Welsh	1,405	0.45%
West Indian (except Hisp. groups)	3,592	1.15%
Other ancestries	139,592	44.86%
Ancestry Unclassified	43,141	13.86%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	228,878	80.13%
Speak Asian/Pacific Island Language at Home	8,487	2.97%
Speak IndoEuropean Language at Home	6,283	2.20%
Speak Spanish at Home	39,793	13.93%
Speak Other Language at Home	2,184	0.77%

Killeen Mall Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**311,198**	
Age 0 - 4	25,574	8.22%
Age 5 - 9	24,545	7.89%
Age 10 - 14	23,297	7.49%
Age 15 - 17	13,442	4.32%
Age 18 - 20	14,677	4.72%
Age 21 - 24	21,751	6.99%
Age 25 - 34	52,752	16.95%
Age 35 - 44	44,488	14.30%
Age 45 - 54	33,106	10.64%
Age 55 - 64	27,331	8.78%
Age 65 - 74	19,015	6.11%
Age 75 - 84	8,797	2.83%
Age 85 and over	2,424	0.78%
Age 16 and over	233,382	75.00%
Age 18 and over	224,340	72.09%
Age 21 and over	209,663	67.37%
Age 65 and over	30,235	9.72%
2023 Est. Median Age		30.99
2023 Est. Average Age		33.50
2023 Est. Population by Sex	**311,198**	
Male	157,355	50.56%
Female	153,844	49.44%
2023 Est. Male Population by Age	**157,355**	
Age 0 - 4	12,995	8.26%
Age 5 - 9	12,455	7.91%
Age 10 - 14	11,878	7.55%
Age 15 - 17	6,817	4.33%
Age 18 - 20	8,334	5.30%
Age 21 - 24	12,659	8.05%
Age 25 - 34	28,052	17.83%
Age 35 - 44	22,115	14.05%
Age 45 - 54	16,092	10.23%
Age 55 - 64	12,736	8.09%
Age 65 - 74	8,521	5.41%
Age 75 - 84	3,779	2.40%
Age 85 and over	923	0.59%
2023 Est. Median Age, Male		29.58
2023 Est. Average Age, Male		32.50
2023 Est. Female Population by Age	**153,844**	
Age 0 - 4	12,579	8.18%
Age 5 - 9	12,089	7.86%
Age 10 - 14	11,420	7.42%
Age 15 - 17	6,625	4.31%
Age 18 - 20	6,343	4.12%
Age 21 - 24	9,092	5.91%
Age 25 - 34	24,700	16.05%
Age 35 - 44	22,373	14.54%
Age 45 - 54	17,014	11.06%
Age 55 - 64	14,595	9.49%
Age 65 - 74	10,493	6.82%
Age 75 - 84	5,019	3.26%
Age 85 and over	1,501	0.98%
2023 Est. Median Age, Female		32.58
2023 Est. Average Age, Female		34.40

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	79,121	33.28%
Males, Never Married	44,376	18.66%
Females, Never Married	34,745	14.61%
Married, Spouse present	104,565	43.98%
Married, Spouse absent	17,586	7.40%
Widowed	10,304	4.33%
Males Widowed	2,716	1.14%
Females Widowed	7,589	3.19%
Divorced	26,207	11.02%
Males Divorced	10,560	4.44%
Females Divorced	15,647	6.58%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,068	2.70%
Some High School, no diploma	10,288	5.47%
High School Graduate (or GED)	48,918	26.03%
Some College, no degree	57,645	30.68%
Associate Degree	24,370	12.97%
Bachelor's Degree	27,651	14.72%
Master's Degree	11,522	6.13%
Professional School Degree	1,492	0.79%
Doctorate Degree	958	0.51%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	5,693	14.30%
High School Graduate	9,979	25.07%
Some College or Associate's Degree	16,345	41.06%
Bachelor's Degree or Higher	7,793	19.58%
Households		
2028 Projection	114,687	
2023 Estimate	109,841	
2020 Census	105,769	
2010 Census	90,654	
Growth 2023 - 2028		4.41%
Growth 2020 - 2023		3.85%
Growth 2010 - 2020		16.67%
2023 Est. Households by Household Type	**109,841**	
Family Households	81,038	73.78%
Nonfamily Households	28,803	26.22%
2023 Est. Group Quarters Population	10,203	
2023 Households by Ethnicity, Hispanic/Latino	22,308	

Killeen Mall Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**109,841**	
Income < $15,000	10,297	9.38%
Income $15,000 - $24,999	7,907	7.20%
Income $25,000 - $34,999	9,775	8.90%
Income $35,000 - $49,999	17,491	15.92%
Income $50,000 - $74,999	21,758	19.81%
Income $75,000 - $99,999	14,854	13.52%
Income $100,000 - $124,999	10,102	9.20%
Income $125,000 - $149,999	6,525	5.94%
Income $150,000 - $199,999	5,830	5.31%
Income $200,000 - $249,999	2,598	2.37%
Income $250,000 - $499,999	1,964	1.79%
Income $500,000+	740	0.67%
2023 Est. Average Household Income		$78,798
2023 Est. Median Household Income		$59,742
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$66,361
Black or African American Alone		$56,015
American Indian and Alaska Native Alone		$63,930
Asian Alone		$48,899
Native Hawaiian and Other Pacific Islander Alone		$66,088
Some Other Race Alone		$54,409
Two or More Races		$50,788
Hispanic or Latino		$51,988
Not Hispanic or Latino		$61,996
2023 Est. Family HH Type by Presence of Own Child.	**81,038**	
Married-Couple Family, own children	31,114	38.39%
Married-Couple Family, no own children	28,070	34.64%
Male Householder, own children	3,039	3.75%
Male Householder, no own children	2,070	2.55%
Female Householder, own children	12,011	14.82%
Female Householder, no own children	4,734	5.84%
2023 Est. Households by Household Size	**109,841**	
1-person	24,130	21.97%
2-person	35,901	32.69%
3-person	19,547	17.80%
4-person	16,474	15.00%
5-person	8,994	8.19%
6-person	3,415	3.11%
7-or-more-person	1,379	1.26%
2023 Est. Average Household Size		2.70
2023 Est. Households by Presence of People Under 18	**109,841**	
Households with 1 or More People under Age 18:	50,384	45.87%
Married-Couple Family	33,067	65.63%
Other Family, Male Householder	3,504	6.96%
Other Family, Female Householder	13,321	26.44%
Nonfamily, Male Householder	383	0.76%
Nonfamily, Female Householder	110	0.22%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**59,457**	
Married-Couple Family	26,119	43.93%
Other Family, Male Householder	1,610	2.71%
Other Family, Female Householder	3,410	5.74%
Nonfamily, Male Householder	15,450	25.98%
Nonfamily, Female Householder	12,868	21.64%
2023 Est. Households by Number of Vehicles	**109,841**	
No Vehicles	6,015	5.48%
1 Vehicle	33,858	30.82%
2 Vehicles	46,663	42.48%
3 Vehicles	15,973	14.54%
4 Vehicles	5,489	5.00%
5 or more Vehicles	1,843	1.68%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	84,762	
2023 Estimate	81,038	
2010 Census	66,229	
Growth 2023 - 2028		4.59%
Growth 2010 - 2023		22.36%
2023 Est. Families by Poverty Status	**81,038**	
2023 Families at or Above Poverty	72,726	89.74%
2023 Families at or Above Poverty with Children	39,166	48.33%
2023 Families Below Poverty	8,312	10.26%
2023 Families Below Poverty with Children	6,770	8.35%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	118,444	50.75%
Civilian Labor Force, Unemployed	11,101	4.76%
Armed Forces	27,345	11.72%
Not in Labor Force	76,492	32.78%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**120,410**	
For-Profit Private Workers	76,015	63.13%
Non-Profit Private Workers	6,797	5.64%
Local Government Workers	14,004	11.63%
State Government Workers	4,487	3.73%
Federal Government Workers	11,633	9.66%
Self-Employed Workers	7,240	6.01%
Unpaid Family Workers	233	0.19%

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Killeen Mall Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**120,410**	
Architect/Engineer	1,237	1.03%
Arts/Entertainment/Sports	1,291	1.07%
Building Grounds Maintenance	4,667	3.88%
Business/Financial Operations	4,418	3.67%
Community/Social Services	2,986	2.48%
Computer/Mathematical	3,785	3.14%
Construction/Extraction	6,718	5.58%
Education/Training/Library	8,287	6.88%
Farming/Fishing/Forestry	288	0.24%
Food Prep/Serving	8,362	6.95%
Health Practitioner/Technician	6,559	5.45%
Healthcare Support	4,230	3.51%
Maintenance Repair	4,903	4.07%
Legal	616	0.51%
Life/Physical/Social Science	812	0.67%
Management	10,123	8.41%
Office/Admin. Support	16,230	13.48%
Production	4,632	3.85%
Protective Services	4,574	3.80%
Sales/Related	10,996	9.13%
Personal Care/Service	4,251	3.53%
Transportation/Moving	10,445	8.68%
2023 Est. Pop 16+ by Occupation Classification	**120,410**	
White Collar	67,340	55.93%
Blue Collar	26,698	22.17%
Service and Farm	26,371	21.90%
2023 Est. Workers Age 16+ by Transp. to Work	**141,956**	
Drove Alone	110,007	77.49%
Car Pooled	16,001	11.27%
Public Transportation	917	0.65%
Walked	7,273	5.12%
Bicycle	141	0.10%
Other Means	1,515	1.07%
Worked at Home	6,102	4.30%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	50,196	
15 - 29 Minutes	52,550	
30 - 44 Minutes	15,374	
45 - 59 Minutes	7,781	
60 or more Minutes	9,901	
2023 Est. Avg Travel Time to Work in Minutes		25
2023 Est. Occupied Housing Units by Tenure	109,841	
Owner Occupied	56,376	51.33%
Renter Occupied	53,465	48.67%
2023 Owner Occ. HUs: Avg. Length of Residence		13.70†
2023 Renter Occ. HUs: Avg. Length of Residence		5.10†

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**109,841**	
Value Less than $20,000	1,202	2.13%
Value $20,000 - $39,999	887	1.57%
Value $40,000 - $59,999	1,212	2.15%
Value $60,000 - $79,999	1,959	3.48%
Value $80,000 - $99,999	3,030	5.37%
Value $100,000 - $149,999	11,739	20.82%
Value $150,000 - $199,999	9,999	17.74%
Value $200,000 - $299,999	15,047	26.69%
Value $300,000 - $399,999	6,603	11.71%
Value $400,000 - $499,999	2,108	3.74%
Value $500,000 - $749,999	1,403	2.49%
Value $750,000 - $999,999	633	1.12%
Value $1,000,000 or $1,499,999	344	0.61%
Value $1,500,000 or $1,999,999	105	0.19%
Value $2,000,000+	103	0.18%
2023 Est. Median All Owner-Occupied Housing Value		$190,130
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	75,403	63.17%
1 Unit Attached	8,160	6.84%
2 Units	7,589	6.36%
3 or 4 Units	7,353	6.16%
5 to 19 Units	9,097	7.62%
20 to 49 Units	2,211	1.85%
50 or More Units	1,273	1.07%
Mobile Home or Trailer	8,043	6.74%
Boat, RV, Van, etc.	231	0.19%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	12,656	10.60%
Housing Units Built 2010 to 2014	9,388	7.87%
Housing Units Built 2000 to 2009	26,297	22.03%
Housing Units Built 1990 to 1999	19,399	16.25%
Housing Units Built 1980 to 1989	17,043	14.28%
Housing Units Built 1970 to 1979	20,495	17.17%
Housing Units Built 1960 to 1969	7,961	6.67%
Housing Units Built 1950 to 1959	4,260	3.57%
Housing Units Built 1940 to 1949	1,053	0.88%
Housing Unit Built 1939 or Earlier	809	0.68%
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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