



The **Retail** Coach®

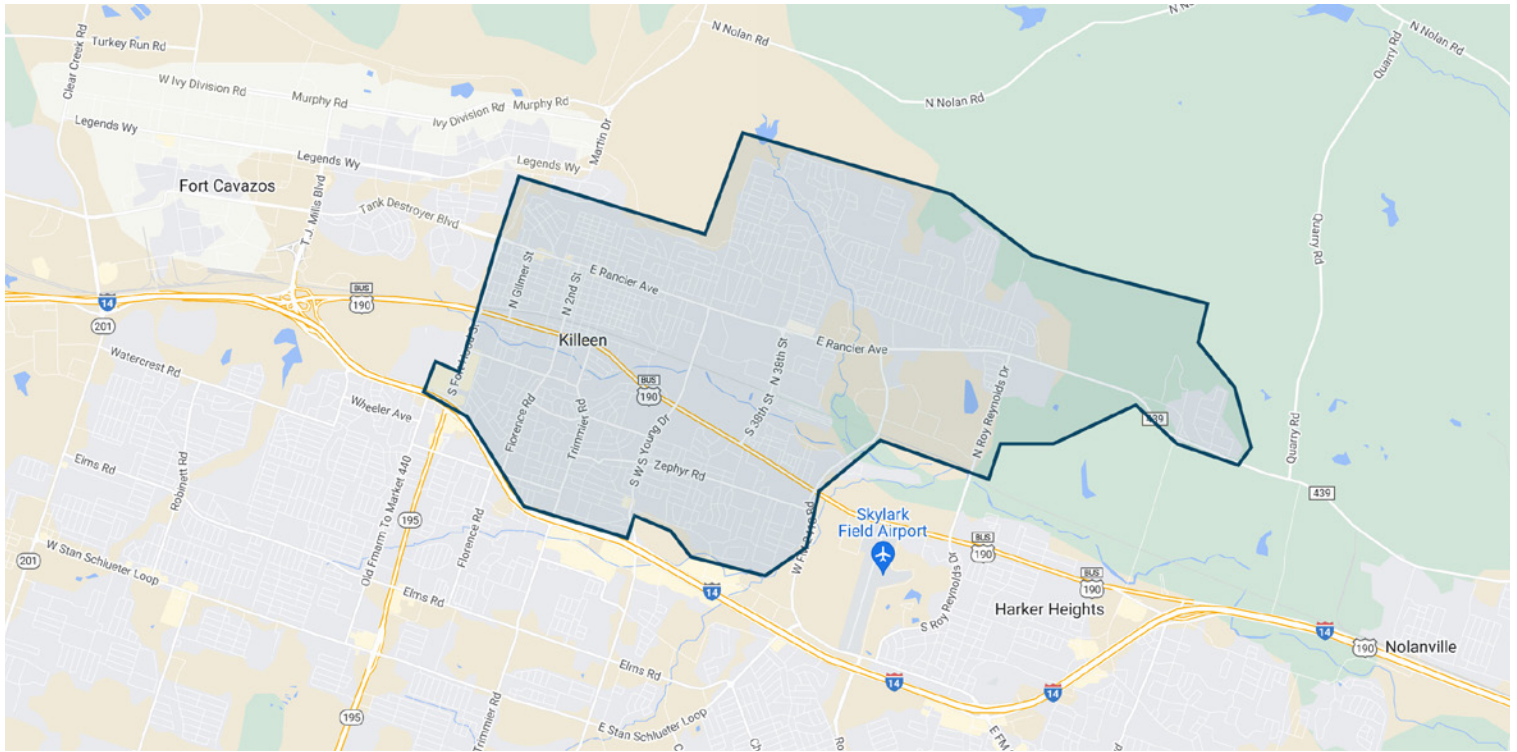
# Rancier Ave Retail Trade Area Demographic Profile

KILLEEN, TEXAS

Prepared for City of Killeen  
September 2023

# Rancier Ave Retail Trade Area • Demographic Snapshot

Killeen, Texas



## Population

2020	48,595
2023	49,631
2028	50,532

## Educational Attainment (%)

Graduate or Professional Degree	3.46%
Bachelors Degree	9.00%
Associate Degree	9.04%
Some College	33.31%
High School Graduate (or GED)	30.55%
Some High School, No Degree	10.04%
Less than 9th Grade	4.59%

## Income

Average HH	\$51,777
Median HH	\$41,440
Per Capita	\$21,485

## Age

0 - 9 Years	17.03%
10 - 17 Years	12.56%
18 - 24 Years	12.26%
25 - 34 Years	15.16%
35 - 44 Years	14.87%
45 - 54 Years	9.54%
55 - 64 Years	8.15%
65 and Older	10.45%
Median Age	30.19
Average Age	33.10

## Race Distribution (%)

White	28.94%
Black/African American	37.33%
American Indian/Alaskan	1.29%
Asian	2.93%
Native Hawaiian/Islander	1.37%
Other Race	13.46%
Two or More Races	14.68%
Hispanic	31.37%



### 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



# Rancier Ave Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	50,532	
2023 Estimate	49,631	
2020 Census	48,595	
2010 Census	46,980	
Growth 2023 - 2028		1.81%
Growth 2020 - 2023		2.13%
Growth 2010 - 2020		3.44%
<b>2023 Est. Population by Single-Classification Race</b>	<b>49,631</b>	
White Alone	14,365	28.94%
Black or African American Alone	18,529	37.33%
Amer. Indian and Alaska Native Alone	638	1.29%
Asian Alone	1,454	2.93%
Native Hawaiian and Other Pacific Island Alone	681	1.37%
Some Other Race Alone	6,679	13.46%
Two or More Races	7,284	14.68%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>49,631</b>	
Not Hispanic or Latino	34,064	68.64%
Hispanic or Latino	15,567	31.37%
Mexican	9,552	61.36%
Puerto Rican	4,164	26.75%
Cuban	80	0.51%
All Other Hispanic or Latino	1,771	11.38%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>15,567</b>	
White Alone	2,982	19.16%
Black or African American Alone	1,057	6.79%
American Indian and Alaska Native Alone	391	2.51%
Asian Alone	96	0.62%
Native Hawaiian and Other Pacific Islander Alone	47	0.30%
Some Other Race Alone	6,402	41.13%
Two or More Races	4,593	29.50%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,454</b>	
Chinese, except Taiwanese	114	7.84%
Filipino	219	15.06%
Japanese	34	2.34%
Asian Indian	19	1.31%
Korean	449	30.88%
Vietnamese	188	12.93%
Cambodian	169	11.62%
Hmong	0	0.00%
Laotian	1	0.07%
Thai	81	5.57%
All Other Asian Races Including 2+ Category	178	12.24%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>49,631</b>	
Arab	60	0.12%
Czech	203	0.41%
Danish	44	0.09%
Dutch	292	0.59%
English	1,802	3.63%
French (except Basque)	637	1.28%
French Canadian	86	0.17%
German	3,393	6.84%
Greek	43	0.09%
Hungarian	67	0.14%
Irish	2,571	5.18%
Italian	551	1.11%
Lithuanian	0	0.00%
United States or American	5,884	11.86%
Norwegian	440	0.89%
Polish	357	0.72%
Portuguese	173	0.35%
Russian	98	0.20%
Scottish	268	0.54%
Scotch-Irish	249	0.50%
Slovak	42	0.09%
Subsaharan African	717	1.44%
Swedish	308	0.62%
Swiss	19	0.04%
Ukrainian	0	0.00%
Welsh	98	0.20%
West Indian (except Hisp. groups)	487	0.98%
Other ancestries	24,172	48.70%
Ancestry Unclassified	6,568	13.23%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	33,151	73.39%
Speak Asian/Pacific Island Language at Home	1,882	4.17%
Speak Indo-European Language at Home	725	1.60%
Speak Spanish at Home	8,803	19.49%
Speak Other Language at Home	607	1.34%

# Rancier Ave Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>49,631</b>	
Age 0 - 4	4,464	8.99%
Age 5 - 9	3,987	8.03%
Age 10 - 14	3,775	7.61%
Age 15 - 17	2,456	4.95%
Age 18 - 20	2,409	4.85%
Age 21 - 24	3,676	7.41%
Age 25 - 34	7,524	15.16%
Age 35 - 44	7,378	14.87%
Age 45 - 54	4,733	9.54%
Age 55 - 64	4,043	8.15%
Age 65 - 74	3,172	6.39%
Age 75 - 84	1,581	3.19%
Age 85 and over	435	0.88%
Age 16 and over	36,598	73.74%
Age 18 and over	34,950	70.42%
Age 21 and over	32,542	65.57%
Age 65 and over	5,188	10.45%
2023 Est. Median Age		30.19
2023 Est. Average Age		33.10
<b>2023 Est. Population by Sex</b>	<b>49,631</b>	
Male	24,760	49.89%
Female	24,871	50.11%

<b>2023 Est. Male Population by Age</b>	<b>24,760</b>	
Age 0 - 4	2,290	9.25%
Age 5 - 9	2,028	8.19%
Age 10 - 14	1,912	7.72%
Age 15 - 17	1,232	4.98%
Age 18 - 20	1,247	5.04%
Age 21 - 24	1,951	7.88%
Age 25 - 34	3,951	15.96%
Age 35 - 44	3,694	14.92%
Age 45 - 54	2,348	9.48%
Age 55 - 64	1,840	7.43%
Age 65 - 74	1,444	5.83%
Age 75 - 84	665	2.69%
Age 85 and over	158	0.64%
2023 Est. Median Age, Male		29.09
2023 Est. Average Age, Male		32.00

<b>2023 Est. Female Population by Age</b>	<b>24,871</b>	
Age 0 - 4	2,173	8.74%
Age 5 - 9	1,959	7.88%
Age 10 - 14	1,863	7.49%
Age 15 - 17	1,223	4.92%
Age 18 - 20	1,161	4.67%
Age 21 - 24	1,724	6.93%
Age 25 - 34	3,574	14.37%
Age 35 - 44	3,684	14.81%
Age 45 - 54	2,385	9.59%
Age 55 - 64	2,203	8.86%
Age 65 - 74	1,728	6.95%
Age 75 - 84	915	3.68%
Age 85 and over	278	1.12%
2023 Est. Median Age, Female		31.42
2023 Est. Average Age, Female		34.10

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	13,413	35.86%
Males, Never Married	7,032	18.80%
Females, Never Married	6,381	17.06%
Married, Spouse present	13,615	36.40%
Married, Spouse absent	3,146	8.41%
Widowed	2,200	5.88%
Males Widowed	886	2.37%
Females Widowed	1,314	3.51%
Divorced	5,031	13.45%
Males Divorced	1,987	5.31%
Females Divorced	3,044	8.14%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,325	4.59%
Some High School, no diploma	2,899	10.04%
High School Graduate (or GED)	8,819	30.55%
Some College, no degree	9,616	33.31%
Associate Degree	2,610	9.04%
Bachelor's Degree	2,599	9.00%
Master's Degree	765	2.65%
Professional School Degree	149	0.52%
Doctorate Degree	84	0.29%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	1,870	24.20%
High School Graduate	2,135	27.63%
Some College or Associate's Degree	2,744	35.52%
Bachelor's Degree or Higher	976	12.63%
<b>Households</b>		
2028 Projection	20,970	
2023 Estimate	20,527	
2020 Census	20,026	
2010 Census	19,336	
Growth 2023 - 2028		2.16%
Growth 2020 - 2023		2.50%
Growth 2010 - 2020		3.57%
<b>2023 Est. Households by Household Type</b>	<b>20,527</b>	
Family Households	12,849	62.60%
Nonfamily Households	7,678	37.40%
2023 Est. Group Quarters Population	162	
2023 Households by Ethnicity, Hispanic/Latino	5,200	



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Killeen, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>20,527</b>	
Income < \$15,000	3,254	15.85%
Income \$15,000 - \$24,999	2,692	13.11%
Income \$25,000 - \$34,999	2,577	12.55%
Income \$35,000 - \$49,999	3,925	19.12%
Income \$50,000 - \$74,999	4,114	20.04%
Income \$75,000 - \$99,999	1,934	9.42%
Income \$100,000 - \$124,999	998	4.86%
Income \$125,000 - \$149,999	512	2.49%
Income \$150,000 - \$199,999	260	1.27%
Income \$200,000 - \$249,999	113	0.55%
Income \$250,000 - \$499,999	94	0.46%
Income \$500,000+	55	0.27%
2023 Est. Average Household Income		\$51,777
2023 Est. Median Household Income		\$41,440
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$46,254
Black or African American Alone		\$35,794
American Indian and Alaska Native Alone		\$52,385
Asian Alone		\$39,952
Native Hawaiian and Other Pacific Islander Alone		\$33,465
Some Other Race Alone		\$43,200
Two or More Races		\$43,328
Hispanic or Latino		\$41,658
Not Hispanic or Latino		\$41,375
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>12,849</b>	
Married-Couple Family, own children	3,696	28.76%
Married-Couple Family, no own children	4,586	35.69%
Male Householder, own children	614	4.78%
Male Householder, no own children	493	3.84%
Female Householder, own children	2,334	18.16%
Female Householder, no own children	1,126	8.76%
<b>2023 Est. Households by Household Size</b>	<b>20,527</b>	
1-person	6,739	32.83%
2-person	6,116	29.80%
3-person	3,590	17.49%
4-person	2,383	11.61%
5-person	1,084	5.28%
6-person	467	2.27%
7-or-more-person	147	0.72%
2023 Est. Average Household Size		2.40
<b>2023 Est. Households by Presence of People Under 18</b>	<b>20,527</b>	
Households with 1 or More People under Age 18:	7,481	36.45%
Married-Couple Family	4,022	53.76%
Other Family, Male Householder	705	9.42%
Other Family, Female Householder	2,650	35.42%
Nonfamily, Male Householder	83	1.11%
Nonfamily, Female Householder	21	0.28%

DESCRIPTION	DATA	%
<b>Households with No People under Age 18:</b>	<b>13,046</b>	
Married-Couple Family	4,260	32.65%
Other Family, Male Householder	398	3.05%
Other Family, Female Householder	810	6.21%
Nonfamily, Male Householder	4,250	32.58%
Nonfamily, Female Householder	3,328	25.51%
<b>2023 Est. Households by Number of Vehicles</b>	<b>20,527</b>	
No Vehicles	2,306	11.23%
1 Vehicle	8,653	42.15%
2 Vehicles	6,713	32.70%
3 Vehicles	2,017	9.83%
4 Vehicles	585	2.85%
5 or more Vehicles	252	1.23%
2023 Est. Average Number of Vehicles		1.6
<b>Family Households</b>		
2028 Projection	13,154	
2023 Estimate	12,849	
2010 Census	12,113	
Growth 2023 - 2028		2.37%
Growth 2010 - 2023		6.08%
<b>2023 Est. Families by Poverty Status</b>	<b>12,849</b>	
2023 Families at or Above Poverty	10,664	83.00%
2023 Families at or Above Poverty with Children	5,162	40.17%
2023 Families Below Poverty	2,184	17.00%
2023 Families Below Poverty with Children	1,812	14.10%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	18,942	51.76%
Civilian Labor Force, Unemployed	2,487	6.80%
Armed Forces	2,886	7.89%
Not in Labor Force	12,284	33.57%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>19,255</b>	
For-Profit Private Workers	14,356	74.56%
Non-Profit Private Workers	747	3.88%
Local Government Workers	1,342	6.97%
State Government Workers	412	2.14%
Federal Government Workers	1,219	6.33%
Self-Employed Workers	1,165	6.05%
Unpaid Family Workers	13	0.07%



# Rancier Ave Retail Trade Area • Demographic Profile

Killeen, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>19,255</b>	
Architect/Engineer	189	0.98%
Arts/Entertainment/Sports	179	0.93%
Building Grounds Maintenance	1,448	7.52%
Business/Financial Operations	394	2.05%
Community/Social Services	213	1.11%
Computer/Mathematical	272	1.41%
Construction/Extraction	1,784	9.27%
Education/Training/Library	935	4.86%
Farming/Fishing/Forestry	152	0.79%
Food Prep/Serving	2,155	11.19%
Health Practitioner/Technician	473	2.46%
Healthcare Support	832	4.32%
Maintenance Repair	698	3.62%
Legal	71	0.37%
Life/Physical/Social Science	5	0.03%
Management	1,305	6.78%
Office/Admin. Support	2,344	12.17%
Production	693	3.60%
Protective Services	704	3.66%
Sales/Related	1,780	9.24%
Personal Care/Service	635	3.30%
Transportation/Moving	1,994	10.36%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>19,255</b>	
White Collar	8,159	42.37%
Blue Collar	5,170	26.85%
Service and Farm	5,926	30.78%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>21,448</b>	
Drove Alone	15,764	73.50%
Car Pooled	3,002	14.00%
Public Transportation	207	0.97%
Walked	1,528	7.12%
Bicycle	58	0.27%
Other Means	295	1.37%
Worked at Home	595	2.77%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	8,196	
15 - 29 Minutes	7,634	
30 - 44 Minutes	2,434	
45 - 59 Minutes	994	
60 or more Minutes	1,554	
2023 Est. Avg Travel Time to Work in Minutes		24
2023 Est. Occupied Housing Units by Tenure	20,527	
Owner Occupied	6,541	31.86%
Renter Occupied	13,986	68.14%
2023 Owner Occ. HUs: Avg. Length of Residence		19.50 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		5.00 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>20,527</b>	
Value Less than \$20,000	147	2.25%
Value \$20,000 - \$39,999	208	3.18%
Value \$40,000 - \$59,999	399	6.10%
Value \$60,000 - \$79,999	895	13.68%
Value \$80,000 - \$99,999	948	14.49%
Value \$100,000 - \$149,999	2,392	36.57%
Value \$150,000 - \$199,999	534	8.16%
Value \$200,000 - \$299,999	610	9.33%
Value \$300,000 - \$399,999	275	4.20%
Value \$400,000 - \$499,999	47	0.72%
Value \$500,000 - \$749,999	27	0.41%
Value \$750,000 - \$999,999	13	0.20%
Value \$1,000,000 or \$1,499,999	27	0.41%
Value \$1,500,000 or \$1,999,999	19	0.29%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$112,751
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	11,716	49.55%
1 Unit Attached	1,257	5.32%
2 Units	1,473	6.23%
3 or 4 Units	2,112	8.93%
5 to 19 Units	4,579	19.36%
20 to 49 Units	1,207	5.10%
50 or More Units	405	1.71%
Mobile Home or Trailer	888	3.75%
Boat, RV, Van, etc.	9	0.04%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	742	3.14%
Housing Units Built 2010 to 2014	343	1.45%
Housing Units Built 2000 to 2009	1,833	7.75%
Housing Units Built 1990 to 1999	2,815	11.90%
Housing Units Built 1980 to 1989	5,337	22.57%
Housing Units Built 1970 to 1979	6,518	27.56%
Housing Units Built 1960 to 1969	3,492	14.77%
Housing Units Built 1950 to 1959	2,029	8.58%
Housing Units Built 1940 to 1949	445	1.88%
Housing Unit Built 1939 or Earlier	94	0.40%
2023 Est. Median Year Structure Built		1979

<sup>†</sup> 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.



The**RetailCoach**.®

## 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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