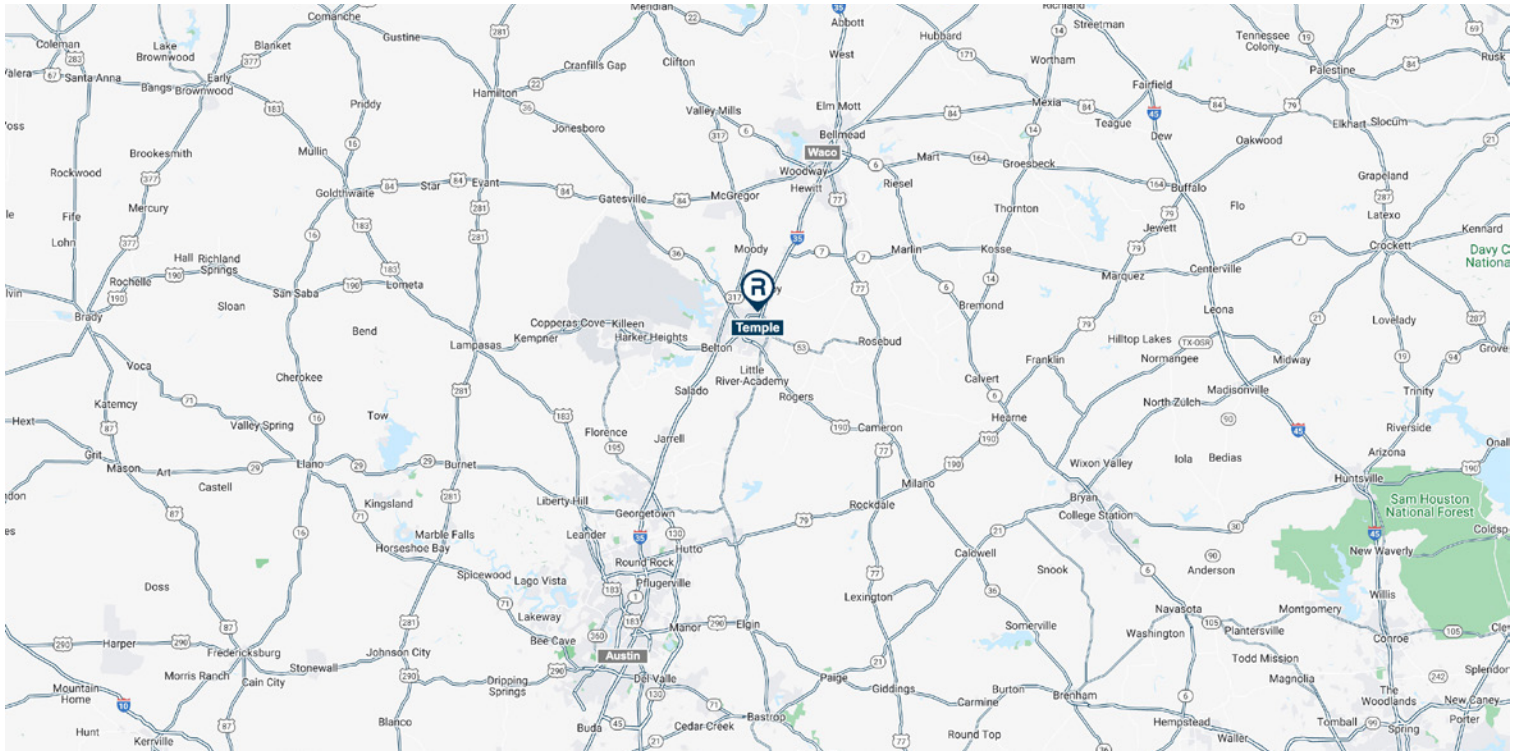# The**Retail**Coach®

Community Demographic Profile

TEMPLE, TEXAS

Prepared for Temple Economic Development Corporation
June 2023

Community • Demographic Snapshot

Temple, Texas

Population

2020	82,073
2023	86,606
2028	92,320

Educational Attainment (%)

Graduate or Professional Degree	11.96%
Bachelors Degree	16.29%
Associate Degree	11.12%
Some College	23.90%
High School Graduate (GED)	25.43%
Some High School, No Degree	7.97%
Less than 9th Grade	3.34%

Income

Average HH	$77,696
Median HH	$58,789
Per Capita	$31,268

Age

0 - 9 Years	15.47%
10 - 17 Years	11.50%
18 - 24 Years	8.41%
25 - 34 Years	14.25%
35 - 44 Years	13.53%
45 - 54 Years	10.54%
55 - 64 Years	9.96%
65 and Older	16.34%
Median Age	35.26
Average Age	37.50

Race Distribution (%)

White	57.90%
Black/African American	15.53%
American Indian/Alaskan	1.13%
Asian	2.74%
Native Hawaiian/Islander	0.23%
Other Race	9.60%
Two or More Races	12.88%
Hispanic	27.98%

TEMPLEEDC
ECONOMIC DEVELOPMENT CORPORATION

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Community • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	92,320	
2023 Estimate	86,606	
2020 Census	82,073	
2010 Census	66,340	
Growth 2023 - 2028		6.60%
Growth 2020 - 2023		5.52%
Growth 2010 - 2020		23.72%
2023 Est. Population by Single-Classification Race	**86,606**	
White Alone	50,145	57.90%
Black or African American Alone	13,446	15.53%
Amer. Indian and Alaska Native Alone	976	1.13%
Asian Alone	2,371	2.74%
Native Hawaiian and Other Pacific Island Alone	195	0.23%
Some Other Race Alone	8,318	9.60%
Two or More Races	11,155	12.88%
2023 Est. Population by Hispanic or Latino Origin	**86,606**	
Not Hispanic or Latino	62,371	72.02%
Hispanic or Latino	24,235	27.98%
Mexican	20,666	85.27%
Puerto Rican	1,447	5.97%
Cuban	131	0.54%
All Other Hispanic or Latino	1,991	8.22%

DESCRIPTION	DATA	%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**24,235**	
White Alone	7,177	29.61%
Black or African American Alone	771	3.18%
American Indian and Alaska Native Alone	522	2.15%
Asian Alone	83	0.34%
Native Hawaiian and Other Pacific Islander Alone	34	0.14%
Some Other Race Alone	7,984	32.94%
Two or More Races	7,664	31.62%
2023 Est. Pop by Race, Asian Alone, by Category	**2,371**	
Chinese, except Taiwanese	416	17.55%
Filipino	360	15.18%
Japanese	55	2.32%
Asian Indian	932	39.31%
Korean	144	6.07%
Vietnamese	168	7.09%
Cambodian	23	0.97%
Hmong	0	0.00%
Laotian	39	1.64%
Thai	34	1.43%
All Other Asian Races Including 2+ Category	200	8.44%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	67,118	83.95%
Speak Asian/Pacific Island Language at Home	779	0.97%
Speak IndoEuropean Language at Home	1,085	1.36%
Speak Spanish at Home	10,796	13.50%
Speak Other Language at Home	169	0.21%

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Temple, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**86,606**	
Age 0 - 4	6,659	7.69%
Age 5 - 9	6,737	7.78%
Age 10 - 14	6,483	7.49%
Age 15 - 17	3,473	4.01%
Age 18 - 20	3,124	3.61%
Age 21 - 24	4,162	4.81%
Age 25 - 34	12,344	14.25%
Age 35 - 44	11,716	13.53%
Age 45 - 54	9,131	10.54%
Age 55 - 64	8,628	9.96%
Age 65 - 74	7,677	8.86%
Age 75 - 84	4,435	5.12%
Age 85 and over	2,037	2.35%
Age 16 and over	65,584	75.73%
Age 18 and over	63,254	73.04%
Age 21 and over	60,130	69.43%
Age 65 and over	14,149	16.34%
2023 Est. Median Age		35.26
2023 Est. Average Age		37.50
2023 Est. Population by Sex	**86,606**	
Male	41,761	48.22%
Female	44,845	51.78%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**41,761**	
Age 0 - 4	3,346	8.01%
Age 5 - 9	3,351	8.02%
Age 10 - 14	3,271	7.83%
Age 15 - 17	1,736	4.16%
Age 18 - 20	1,573	3.77%
Age 21 - 24	2,082	4.99%
Age 25 - 34	6,107	14.62%
Age 35 - 44	5,659	13.55%
Age 45 - 54	4,412	10.57%
Age 55 - 64	4,088	9.79%
Age 65 - 74	3,512	8.41%
Age 75 - 84	1,889	4.52%
Age 85 and over	735	1.76%
2023 Est. Median Age, Male		34.04
2023 Est. Average Age, Male		36.30
2023 Est. Female Population by Age	**44,845**	
Age 0 - 4	3,313	7.39%
Age 5 - 9	3,386	7.55%
Age 10 - 14	3,212	7.16%
Age 15 - 17	1,737	3.87%
Age 18 - 20	1,551	3.46%
Age 21 - 24	2,080	4.64%
Age 25 - 34	6,237	13.91%
Age 35 - 44	6,057	13.51%
Age 45 - 54	4,719	10.52%
Age 55 - 64	4,540	10.12%
Age 65 - 74	4,165	9.29%
Age 75 - 84	2,546	5.68%
Age 85 and over	1,302	2.90%
2023 Est. Median Age, Female		36.44
2023 Est. Average Age, Female		38.50

Community • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	21,882	32.79%
Males, Never Married	10,276	15.40%
Females, Never Married	11,606	17.39%
Married, Spouse present	28,712	43.03%
Married, Spouse absent	3,787	5.67%
Widowed	4,105	6.15%
Males Widowed	845	1.27%
Females Widowed	3,260	4.89%
Divorced	8,241	12.35%
Males Divorced	3,631	5.44%
Females Divorced	4,610	6.91%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,869	3.34%
Some High School, no diploma	4,462	7.97%
High School Graduate (or GED)	14,235	25.43%
Some College, no degree	13,374	23.90%
Associate Degree	6,221	11.12%
Bachelor's Degree	9,116	16.29%
Master's Degree	4,193	7.49%
Professional School Degree	1,530	2.73%
Doctorate Degree	968	1.73%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,087	25.60%
High School Graduate	3,447	28.58%
Some College or Associate's Degree	3,507	29.08%
Bachelor's Degree or Higher	2,018	16.73%
Households		
2028 Projection	36,557	
2023 Estimate	34,366	
2020 Census	32,600	
2010 Census	26,302	
Growth 2023 - 2028		6.37%
Growth 2020 - 2023		5.42%
Growth 2010 - 2020		23.94%
2023 Est. Households by Household Type	34,366	
Family Households	22,463	65.36%
Nonfamily Households	11,903	34.64%
2023 Est. Group Quarters Population	1,212	
2023 Households by Ethnicity, Hispanic/Latino	7,359	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	34,366	
Income < $15,000	4,116	11.98%
Income $15,000 - $24,999	3,481	10.13%
Income $25,000 - $34,999	3,071	8.94%
Income $35,000 - $49,999	4,155	12.09%
Income $50,000 - $74,999	6,326	18.41%
Income $75,000 - $99,999	4,492	13.07%
Income $100,000 - $124,999	3,010	8.76%
Income $125,000 - $149,999	1,941	5.65%
Income $150,000 - $199,999	1,923	5.60%
Income $200,000 - $249,999	937	2.73%
Income $250,000 - $499,999	712	2.07%
Income $500,000+	202	0.59%
2023 Est. Average Household Income		$77,696
2023 Est. Median Household Income		$58,789
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$63,022
Black or African American Alone		$41,145
American Indian and Alaska Native Alone		$49,419
Asian Alone		$87,798
Native Hawaiian and Other Pacific Islander Alone		$44,859
Some Other Race Alone		$52,031
Two or More Races		$64,809
Hispanic or Latino		$53,695
Not Hispanic or Latino		$60,327
2023 Est. Family HH Type by Presence of Own Child.	22,463	
Married-Couple Family, own children	6,858	30.53%
Married-Couple Family, no own children	9,222	41.05%
Male Householder, own children	796	3.54%
Male Householder, no own children	668	2.97%
Female Householder, own children	3,043	13.55%
Female Householder, no own children	1,876	8.35%
2023 Est. Households by Household Size	34,366	
1-person	9,996	29.09%
2-person	11,233	32.69%
3-person	5,404	15.73%
4-person	3,935	11.45%
5-person	2,686	7.82%
6-person	906	2.64%
7-or-more-person	206	0.60%
2023 Est. Average Household Size		2.48

Community • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**34,366**	
Households with 1 or More People under Age 18:	12,070	35.12%
Married-Couple Family	7,458	61.79%
Other Family, Male Householder	953	7.90%
Other Family, Female Householder	3,549	29.40%
Nonfamily, Male Householder	70	0.58%
Nonfamily, Female Householder	40	0.33%
Households with No People under Age 18:	**22,296**	
Married-Couple Family	8,624	38.68%
Other Family, Male Householder	512	2.30%
Other Family, Female Householder	1,373	6.16%
Nonfamily, Male Householder	5,271	23.64%
Nonfamily, Female Householder	6,516	29.23%
2023 Est. Households by Number of Vehicles	**34,366**	
No Vehicles	2,947	8.58%
1 Vehicle	12,019	34.97%
2 Vehicles	14,001	40.74%
3 Vehicles	3,810	11.09%
4 Vehicles	1,201	3.50%
5 or more Vehicles	388	1.13%
2023 Est. Average Number of Vehicles		1.7
Family Households		
2028 Projection	24,004	
2023 Estimate	22,463	
2010 Census	16,733	
Growth 2023 - 2028		6.86%
Growth 2010 - 2023		34.24%
2023 Est. Families by Poverty Status	**22,463**	
2023 Families at or Above Poverty	19,599	87.25%
2023 Families at or Above Poverty with Children	9,361	41.67%
2023 Families Below Poverty	2,864	12.75%
2023 Families Below Poverty with Children	2,247	10.00%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	36,448	55.58%
Civilian Labor Force, Unemployed	2,565	3.91%
Armed Forces	771	1.18%
Not in Labor Force	25,800	39.34%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**36,672**	
For-Profit Private Workers	24,481	66.76%
Non-Profit Private Workers	4,007	10.93%
Local Government Workers	1,687	4.60%
State Government Workers	963	2.63%
Federal Government Workers	2,840	7.74%
Self-Employed Workers	2,591	7.07%
Unpaid Family Workers	103	0.28%
2023 Est. Civ. Employed Pop 16+ by Occupation	**36,672**	
Architect/Engineer	466	1.27%
Arts/Entertainment/Sports	609	1.66%
Building Grounds Maintenance	1,642	4.48%
Business/Financial Operations	1,340	3.65%
Community/Social Services	1,024	2.79%
Computer/Mathematical	608	1.66%
Construction/Extraction	1,642	4.48%
Education/Training/Library	2,487	6.78%
Farming/Fishing/Forestry	300	0.82%
Food Prep/Serving	1,979	5.40%
Health Practitioner/Technician	4,385	11.96%
Healthcare Support	1,018	2.78%
Maintenance Repair	1,423	3.88%
Legal	177	0.48%
Life/Physical/Social Science	273	0.74%
Management	3,335	9.09%
Office/Admin. Support	3,628	9.89%
Production	1,706	4.65%
Protective Services	651	1.77%
Sales/Related	3,872	10.56%
Personal Care/Service	1,350	3.68%
Transportation/Moving	2,757	7.52%
2023 Est. Pop 16+ by Occupation Classification	**36,672**	
White Collar	22,204	60.55%
Blue Collar	7,528	20.53%
Service and Farm	6,940	18.92%
2023 Est. Workers Age 16+ by Transp. to Work	**36,739**	
Drove Alone	30,154	82.08%
Car Pooled	3,960	10.78%
Public Transportation	166	0.45%
Walked	399	1.09%
Bicycle	91	0.25%
Other Means	112	0.31%
Worked at Home	1,857	5.05%

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Community • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,381	
15 - 29 Minutes	11,952	
30 - 44 Minutes	4,395	
45 - 59 Minutes	1,583	
60 or more Minutes	1,501	
2023 Est. Avg Travel Time to Work in Minutes		22
2023 Est. Occupied Housing Units by Tenure	34,366	
Owner Occupied	18,704	54.43%
Renter Occupied	15,662	45.57%
2023 Owner Occ. HUs: Avg. Length of Residence		13.30†
2023 Renter Occ. HUs: Avg. Length of Residence		5.00†
2023 Est. Owner-Occupied Housing Units by Value	**34,366**	
Value Less than $20,000	270	1.44%
Value $20,000 - $39,999	384	2.05%
Value $40,000 - $59,999	527	2.82%
Value $60,000 - $79,999	679	3.63%
Value $80,000 - $99,999	771	4.12%
Value $100,000 - $149,999	3,337	17.84%
Value $150,000 - $199,999	4,024	21.51%
Value $200,000 - $299,999	5,429	29.03%
Value $300,000 - $399,999	1,955	10.45%
Value $400,000 - $499,999	559	2.99%
Value $500,000 - $749,999	522	2.79%
Value $750,000 - $999,999	148	0.79%
Value $1,000,000 or $1,499,999	51	0.27%
Value $1,500,000 or $1,999,999	12	0.06%
Value $2,000,000+	36	0.19%
2023 Est. Median All Owner-Occupied Housing Value		$191,681
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	25,228	67.77%
1 Unit Attached	542	1.46%
2 Units	1,912	5.14%
3 or 4 Units	1,348	3.62%
5 to 19 Units	4,512	12.12%
20 to 49 Units	1,006	2.70%
50 or More Units	1,778	4.78%
Mobile Home or Trailer	863	2.32%
Boat, RV, Van, etc.	39	0.11%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	5,586	15.01%
Housing Units Built 2010 to 2014	2,607	7.00%
Housing Units Built 2000 to 2009	5,687	15.28%
Housing Units Built 1990 to 1999	4,064	10.92%
Housing Units Built 1980 to 1989	5,218	14.02%
Housing Units Built 1970 to 1979	5,039	13.54%
Housing Units Built 1960 to 1969	3,281	8.81%
Housing Units Built 1950 to 1959	3,037	8.16%
Housing Units Built 1940 to 1949	1,124	3.02%
Housing Unit Built 1939 or Earlier	1,585	4.26%
2023 Est. Median Year Structure Built		1989

† 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, 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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