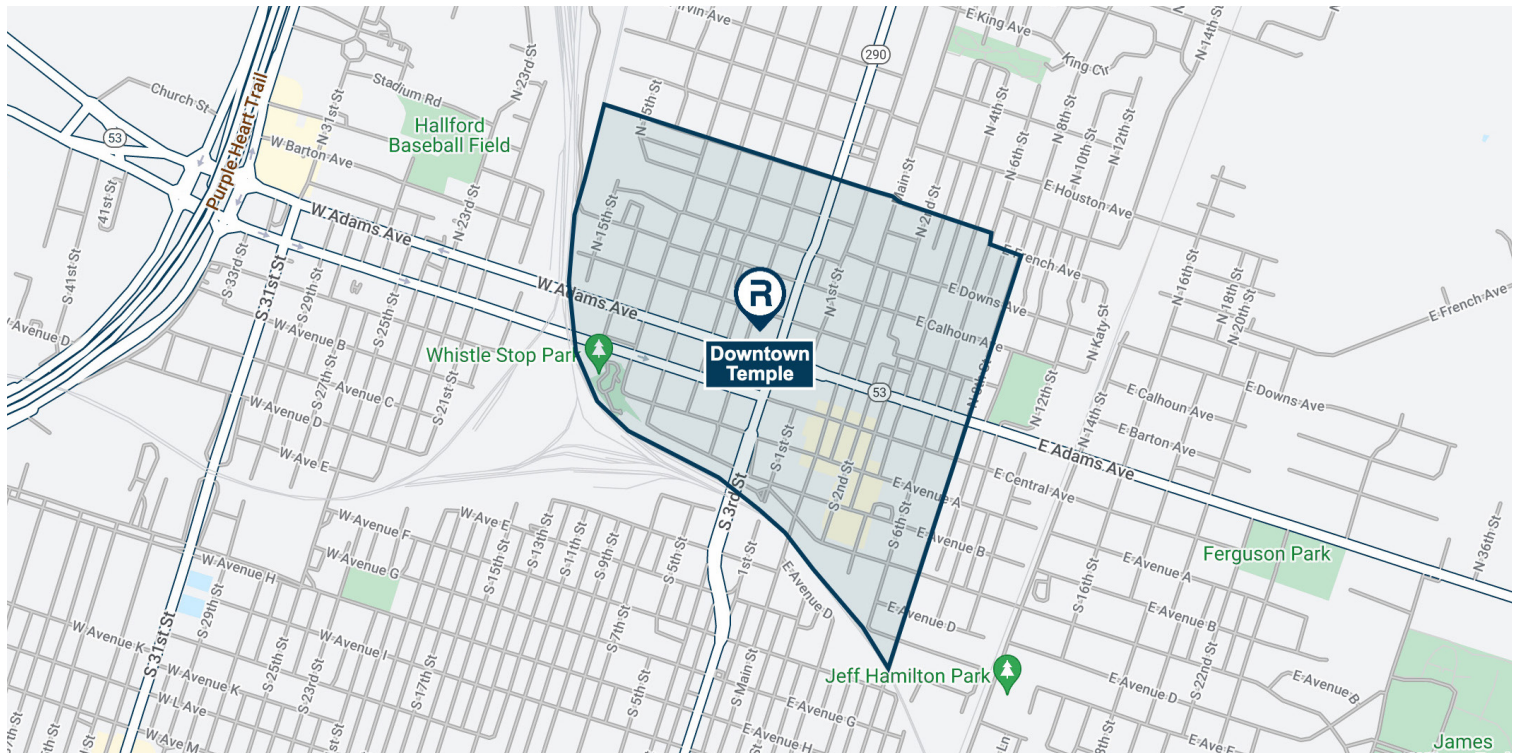# Downtown Demographic Profile

TEMPLE, TEXAS

Prepared for Temple Economic Development Corporation
June 2023

Downtown • Demographic Snapshot
Temple, Texas

Population

2020	1,271
2023	1,293
2028	1,309

Educational Attainment (%)

Graduate or Professional Degree	1.40%
Bachelors Degree	7.58%
Associate Degree	2.68%
Some College	11.19%
High School Graduate (GED)	37.76%
Some High School, No Degree	33.80%
Less than 9th Grade	5.71%

Income

Average HH	$37,693
Median HH	$20,866
Per Capita	$21,368

Age

0 - 9 Years	14.77%
10 - 17 Years	11.21%
18 - 24 Years	7.58%
25 - 34 Years	11.29%
35 - 44 Years	12.22%
45 - 54 Years	9.51%
55 - 64 Years	11.83%
65 and Older	21.50%
Median Age	39.11
Average Age	39.99

Race Distribution (%)

White	49.34%
Black/African American	27.92%
American Indian/Alaskan	1.16%
Asian	0.16%
Native Hawaiian/Islander	0.39%
Other Race	8.59%
Two or More Races	12.45%
Hispanic	32.41%

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Downtown • Demographic Profile
Temple, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	1,309	
2023 Estimate	1,293	
2020 Census	1,271	
2010 Census	1,285	
Growth 2023 - 2028		1.24%
Growth 2020 - 2023		1.73%
Growth 2010 - 2020		-1.8%
2023 Est. Population by Single-Classification Race	**1,293**	
White Alone	638	49.34%
Black or African American Alone	361	27.92%
Amer. Indian and Alaska Native Alone	15	1.16%
Asian Alone	2	0.16%
Native Hawaiian and Other Pacific Island Alone	5	0.39%
Some Other Race Alone	111	8.59%
Two or More Races	161	12.45%
2023 Est. Population by Hispanic or Latino Origin	**1,293**	
Not Hispanic or Latino	874	67.59%
Hispanic or Latino	419	32.41%
Mexican	223	53.22%
Puerto Rican	56	13.37%
Cuban	0	0.00%
All Other Hispanic or Latino	139	33.17%

DESCRIPTION	DATA	%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**419**	
White Alone	191	45.59%
Black or African American Alone	7	1.67%
American Indian and Alaska Native Alone	7	1.67%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	4	0.96%
Some Other Race Alone	111	26.49%
Two or More Races	100	23.87%
2023 Est. Pop by Race, Asian Alone, by Category	**2**	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	2	100.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	974	81.44%
Speak Asian/Pacific Island Language at Home	7	0.58%
Speak IndoEuropean Language at Home	0	0.00%
Speak Spanish at Home	214	17.89%
Speak Other Language at Home	0	0.00%

Downtown • Demographic Profile
Temple, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**1,293**	
Age 0 - 4	97	7.50%
Age 5 - 9	94	7.27%
Age 10 - 14	94	7.27%
Age 15 - 17	51	3.94%
Age 18 - 20	43	3.33%
Age 21 - 24	55	4.25%
Age 25 - 34	146	11.29%
Age 35 - 44	158	12.22%
Age 45 - 54	123	9.51%
Age 55 - 64	153	11.83%
Age 65 - 74	175	13.53%
Age 75 - 84	79	6.11%
Age 85 and over	24	1.86%
Age 16 and over	990	76.57%
Age 18 and over	956	73.94%
Age 21 and over	913	70.61%
Age 65 and over	278	21.50%
2023 Est. Median Age		39.11
2023 Est. Average Age		39.99
2023 Est. Population by Sex	**1,293**	
Male	622	48.10%
Female	671	51.90%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**622**	
Age 0 - 4	46	7.40%
Age 5 - 9	48	7.72%
Age 10 - 14	48	7.72%
Age 15 - 17	26	4.18%
Age 18 - 20	22	3.54%
Age 21 - 24	26	4.18%
Age 25 - 34	64	10.29%
Age 35 - 44	75	12.06%
Age 45 - 54	61	9.81%
Age 55 - 64	76	12.22%
Age 65 - 74	86	13.83%
Age 75 - 84	36	5.79%
Age 85 and over	8	1.29%
2023 Est. Median Age, Male		39.14
2023 Est. Average Age, Male		39.51
2023 Est. Female Population by Age	**671**	
Age 0 - 4	51	7.60%
Age 5 - 9	47	7.00%
Age 10 - 14	45	6.71%
Age 15 - 17	25	3.73%
Age 18 - 20	22	3.28%
Age 21 - 24	29	4.32%
Age 25 - 34	83	12.37%
Age 35 - 44	82	12.22%
Age 45 - 54	61	9.09%
Age 55 - 64	77	11.48%
Age 65 - 74	89	13.26%
Age 75 - 84	43	6.41%
Age 85 and over	16	2.38%
2023 Est. Median Age, Female		38.89
2023 Est. Average Age, Female		40.51

Downtown • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	415	41.21%
Males, Never Married	186	18.47%
Females, Never Married	229	22.74%
Married, Spouse present	246	24.43%
Married, Spouse absent	101	10.03%
Widowed	45	4.47%
Males Widowed	2	0.20%
Females Widowed	43	4.27%
Divorced	200	19.86%
Males Divorced	99	9.83%
Females Divorced	101	10.03%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	49	5.71%
Some High School, no diploma	290	33.80%
High School Graduate (or GED)	324	37.76%
Some College, no degree	96	11.19%
Associate Degree	23	2.68%
Bachelor's Degree	65	7.58%
Master's Degree	8	0.93%
Professional School Degree	4	0.47%
Doctorate Degree	0	0.00%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	147	63.91%
High School Graduate	36	15.65%
Some College or Associate's Degree	16	6.96%
Bachelor's Degree or Higher	32	13.91%
Households		
2028 Projection	747	
2023 Estimate	733	
2020 Census	717	
2010 Census	676	
Growth 2023 - 2028		1.91%
Growth 2020 - 2023		2.23%
Growth 2010 - 2020		6.07%
2023 Est. Households by Household Type	733	
Family Households	260	35.47%
Nonfamily Households	473	64.53%
2023 Est. Group Quarters Population	0	
2023 Households by Ethnicity, Hispanic/Latino	158	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	733	
Income < $15,000	272	37.11%
Income $15,000 - $24,999	153	20.87%
Income $25,000 - $34,999	90	12.28%
Income $35,000 - $49,999	51	6.96%
Income $50,000 - $74,999	63	8.60%
Income $75,000 - $99,999	45	6.14%
Income $100,000 - $124,999	18	2.46%
Income $125,000 - $149,999	9	1.23%
Income $150,000 - $199,999	22	3.00%
Income $200,000 - $249,999	7	0.96%
Income $250,000 - $499,999	4	0.55%
Income $500,000+	1	0.14%
2023 Est. Average Household Income		$37,693
2023 Est. Median Household Income		$20,866
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$22,241
Black or African American Alone		$16,833
American Indian and Alaska Native Alone		$41,089
Asian Alone		$75,000
Native Hawaiian and Other Pacific Islander Alone		$6,375
Some Other Race Alone		$12,316
Two or More Races		$70,582
Hispanic or Latino		$26,011
Not Hispanic or Latino		$20,497
2023 Est. Family HH Type by Presence of Own Child.	260	
Married-Couple Family, own children	35	13.46%
Married-Couple Family, no own children	72	27.69%
Male Householder, own children	9	3.46%
Male Householder, no own children	9	3.46%
Female Householder, own children	91	35.00%
Female Householder, no own children	44	16.92%
2023 Est. Households by Household Size	733	
1-person	444	60.57%
2-person	111	15.14%
3-person	84	11.46%
4-person	44	6.00%
5-person	5	0.68%
6-person	45	6.14%
7-or-more-person	0	0.00%
2023 Est. Average Household Size		1.76

Downtown • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**733**	
Households with 1 or More People under Age 18:	162	22.10%
Married-Couple Family	40	24.69%
Other Family, Male Householder	14	8.64%
Other Family, Female Householder	108	66.67%
Nonfamily, Male Householder	0	0.00%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	**571**	
Married-Couple Family	68	11.91%
Other Family, Male Householder	6	1.05%
Other Family, Female Householder	26	4.55%
Nonfamily, Male Householder	244	42.73%
Nonfamily, Female Householder	228	39.93%
2023 Est. Households by Number of Vehicles	**733**	
No Vehicles	285	38.88%
1 Vehicle	258	35.20%
2 Vehicles	144	19.64%
3 Vehicles	41	5.59%
4 Vehicles	5	0.68%
5 or more Vehicles	2	0.27%
2023 Est. Average Number of Vehicles		0.9
Family Households		
2028 Projection	265	
2023 Estimate	260	
2010 Census	238	
Growth 2023 - 2028		1.92%
Growth 2010 - 2023		9.24%
2023 Est. Families by Poverty Status	**260**	
2023 Families at or Above Poverty	197	75.77%
2023 Families at or Above Poverty with Children	121	46.54%
2023 Families Below Poverty	63	24.23%
2023 Families Below Poverty with Children	60	23.08%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	404	40.81%
Civilian Labor Force, Unemployed	38	3.84%
Armed Forces	0	0.00%
Not in Labor Force	548	55.35%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**398**	
For-Profit Private Workers	332	83.42%
Non-Profit Private Workers	28	7.04%
Local Government Workers	11	2.76%
State Government Workers	4	1.00%
Federal Government Workers	9	2.26%
Self-Employed Workers	14	3.52%
Unpaid Family Workers	0	0.00%
2023 Est. Civ. Employed Pop 16+ by Occupation	**398**	
Architect/Engineer	1	0.25%
Arts/Entertainment/Sports	2	0.50%
Building Grounds Maintenance	9	2.26%
Business/Financial Operations	23	5.78%
Community/Social Services	3	0.75%
Computer/Mathematical	0	0.00%
Construction/Extraction	37	9.30%
Education/Training/Library	33	8.29%
Farming/Fishing/Forestry	4	1.00%
Food Prep/Serving	64	16.08%
Health Practitioner/Technician	10	2.51%
Healthcare Support	8	2.01%
Maintenance Repair	4	1.00%
Legal	0	0.00%
Life/Physical/Social Science	0	0.00%
Management	8	2.01%
Office/Admin. Support	16	4.02%
Production	28	7.04%
Protective Services	1	0.25%
Sales/Related	58	14.57%
Personal Care/Service	28	7.04%
Transportation/Moving	64	16.08%
2023 Est. Pop 16+ by Occupation Classification	**398**	
White Collar	152	38.19%
Blue Collar	133	33.42%
Service and Farm	113	28.39%
2023 Est. Workers Age 16+ by Transp. to Work	**376**	
Drove Alone	232	61.70%
Car Pooled	110	29.25%
Public Transportation	20	5.32%
Walked	2	0.53%
Bicycle	0	0.00%
Other Means	3	0.80%
Worked at Home	9	2.39%

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Downtown • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	111	
15 - 29 Minutes	122	
30 - 44 Minutes	80	
45 - 59 Minutes	20	
60 or more Minutes	34	
2023 Est. Avg Travel Time to Work in Minutes		30
2023 Est. Occupied Housing Units by Tenure	733	
Owner Occupied	159	21.69%
Renter Occupied	574	78.31%
2023 Owner Occ. HUs: Avg. Length of Residence		9.11†
2023 Renter Occ. HUs: Avg. Length of Residence		5.96†
2023 Est. Owner-Occupied Housing Units by Value	**733**	
Value Less than $20,000	1	0.63%
Value $20,000 - $39,999	2	1.26%
Value $40,000 - $59,999	14	8.81%
Value $60,000 - $79,999	23	14.47%
Value $80,000 - $99,999	13	8.18%
Value $100,000 - $149,999	43	27.04%
Value $150,000 - $199,999	23	14.47%
Value $200,000 - $299,999	23	14.47%
Value $300,000 - $399,999	9	5.66%
Value $400,000 - $499,999	7	4.40%
Value $500,000 - $749,999	0	0.00%
Value $750,000 - $999,999	1	0.63%
Value $1,000,000 or $1,499,999	0	0.00%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	1	0.63%
2023 Est. Median All Owner-Occupied Housing Value		$130,523
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	207	26.27%
1 Unit Attached	19	2.41%
2 Units	85	10.79%
3 or 4 Units	165	20.94%
5 to 19 Units	96	12.18%
20 to 49 Units	58	7.36%
50 or More Units	143	18.15%
Mobile Home or Trailer	14	1.78%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	50	6.34%
Housing Units Built 2010 to 2014	1	0.13%
Housing Units Built 2000 to 2009	4	0.51%
Housing Units Built 1990 to 1999	30	3.81%
Housing Units Built 1980 to 1989	69	8.76%
Housing Units Built 1970 to 1979	139	17.64%
Housing Units Built 1960 to 1969	132	16.75%
Housing Units Built 1950 to 1959	124	15.74%
Housing Units Built 1940 to 1949	21	2.66%
Housing Unit Built 1939 or Earlier	218	27.66%
2023 Est. Median Year Structure Built		1962

† 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.

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