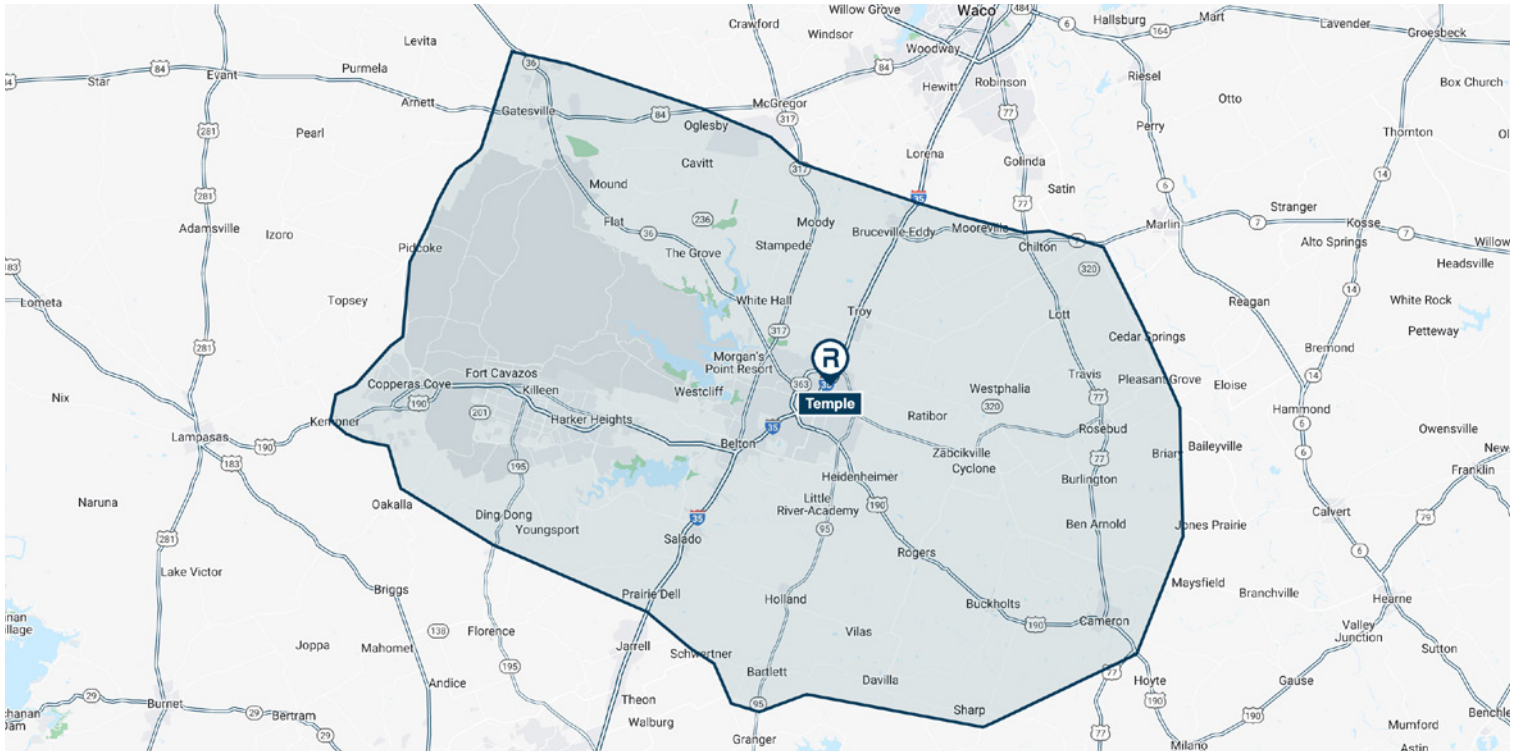# Secondary Retail Trade Area Demographic Profile

TEMPLE, TEXAS

Prepared for Temple Economic Development Corporation
June 2023

Secondary Retail Trade Area • Demographic Snapshot
Temple, Texas

Population

2020	472,222
2023	491,992
2028	516,375

Educational Attainment (%)

Graduate or Professional Degree	8.54%
Bachelors Degree	14.79%
Associate Degree	11.53%
Some College	28.16%
High School Graduate (GED)	26.87%
Some High School, No Degree	6.70%
Less than 9th Grade	3.42%

Income

Average HH	$80,499
Median HH	$60,352
Per Capita	$30,123

Age

0 - 9 Years	15.12%
10 - 17 Years	11.31%
18 - 24 Years	10.74%
25 - 34 Years	16.17%
35 - 44 Years	13.91%
45 - 54 Years	10.80%
55 - 64 Years	9.52%
65 and Older	12.42%
Median Age	32.86
Average Age	35.40

Race Distribution (%)

White	49.28%
Black/African American	22.47%
American Indian/Alaskan	1.07%
Asian	2.98%
Native Hawaiian/Islander	1.01%
Other Race	9.30%
Two or More Races	13.89%
Hispanic	26.26%

TEMPLEEDC
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Secondary Retail Trade Area • Demographic Profile
Temple, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	516,375	
2023 Estimate	491,992	
2020 Census	472,222	
2010 Census	406,515	
Growth 2023 - 2028		4.96%
Growth 2020 - 2023		4.19%
Growth 2010 - 2020		16.16%
2023 Est. Population by Single-Classification Race	**491,992**	
White Alone	242,442	49.28%
Black or African American Alone	110,567	22.47%
Amer. Indian and Alaska Native Alone	5,270	1.07%
Asian Alone	14,675	2.98%
Native Hawaiian and Other Pacific Island Alone	4,957	1.01%
Some Other Race Alone	45,755	9.30%
Two or More Races	68,325	13.89%
2023 Est. Population by Hispanic or Latino Origin	**491,992**	
Not Hispanic or Latino	362,812	73.74%
Hispanic or Latino	129,180	26.26%
Mexican	87,008	67.35%
Puerto Rican	23,738	18.38%
Cuban	830	0.64%
All Other Hispanic or Latino	17,603	13.63%

DESCRIPTION	DATA	%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**129,180**	
White Alone	33,176	25.68%
Black or African American Alone	5,767	4.46%
American Indian and Alaska Native Alone	2,621	2.03%
Asian Alone	771	0.60%
Native Hawaiian and Other Pacific Islander Alone	406	0.31%
Some Other Race Alone	43,366	33.57%
Two or More Races	43,074	33.34%
2023 Est. Pop by Race, Asian Alone, by Category	**14,675**	
Chinese, except Taiwanese	1,215	8.28%
Filipino	3,801	25.90%
Japanese	506	3.45%
Asian Indian	1,414	9.64%
Korean	4,127	28.12%
Vietnamese	822	5.60%
Cambodian	469	3.20%
Hmong	28	0.19%
Laotian	163	1.11%
Thai	408	2.78%
All Other Asian Races Including 2+ Category	1,723	11.74%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	370,496	81.51%
Speak Asian/Pacific Island Language at Home	9,881	2.17%
Speak IndoEuropean Language at Home	8,594	1.89%
Speak Spanish at Home	62,999	13.86%
Speak Other Language at Home	2,588	0.57%

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Secondary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**491,992**	
Age 0 - 4	37,434	7.61%
Age 5 - 9	36,958	7.51%
Age 10 - 14	35,503	7.22%
Age 15 - 17	20,155	4.10%
Age 18 - 20	21,978	4.47%
Age 21 - 24	30,879	6.28%
Age 25 - 34	79,564	16.17%
Age 35 - 44	68,439	13.91%
Age 45 - 54	53,142	10.80%
Age 55 - 64	46,836	9.52%
Age 65 - 74	36,317	7.38%
Age 75 - 84	18,575	3.77%
Age 85 and over	6,213	1.26%
Age 16 and over	375,492	76.32%
Age 18 and over	361,942	73.57%
Age 21 and over	339,964	69.10%
Age 65 and over	61,105	12.42%
2023 Est. Median Age		32.86
2023 Est. Average Age		35.40
2023 Est. Population by Sex	**491,992**	
Male	244,574	49.71%
Female	247,418	50.29%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**244,574**	
Age 0 - 4	18,992	7.76%
Age 5 - 9	18,687	7.64%
Age 10 - 14	18,120	7.41%
Age 15 - 17	10,237	4.19%
Age 18 - 20	12,120	4.96%
Age 21 - 24	17,284	7.07%
Age 25 - 34	41,029	16.78%
Age 35 - 44	33,522	13.71%
Age 45 - 54	25,582	10.46%
Age 55 - 64	21,979	8.99%
Age 65 - 74	16,559	6.77%
Age 75 - 84	8,110	3.32%
Age 85 and over	2,353	0.96%
2023 Est. Median Age, Male		31.38
2023 Est. Average Age, Male		34.43
2023 Est. Female Population by Age	**247,418**	
Age 0 - 4	18,442	7.45%
Age 5 - 9	18,272	7.38%
Age 10 - 14	17,382	7.03%
Age 15 - 17	9,918	4.01%
Age 18 - 20	9,858	3.98%
Age 21 - 24	13,595	5.50%
Age 25 - 34	38,535	15.58%
Age 35 - 44	34,917	14.11%
Age 45 - 54	27,560	11.14%
Age 55 - 64	24,857	10.05%
Age 65 - 74	19,758	7.99%
Age 75 - 84	10,464	4.23%
Age 85 and over	3,861	1.56%
2023 Est. Median Age, Female		34.40
2023 Est. Average Age, Female		36.35

Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	124,820	32.67%
Males, Never Married	66,998	17.53%
Females, Never Married	57,822	15.13%
Married, Spouse present	165,464	43.30%
Married, Spouse absent	27,209	7.12%
Widowed	19,659	5.14%
Males Widowed	4,727	1.24%
Females Widowed	14,932	3.91%
Divorced	44,944	11.76%
Males Divorced	18,776	4.91%
Females Divorced	26,167	6.85%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	10,561	3.42%
Some High School, no diploma	20,698	6.70%
High School Graduate (or GED)	83,058	26.87%
Some College, no degree	87,033	28.16%
Associate Degree	35,645	11.53%
Bachelor's Degree	45,699	14.79%
Master's Degree	19,391	6.27%
Professional School Degree	4,597	1.49%
Doctorate Degree	2,402	0.78%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	12,994	20.04%
High School Graduate	17,260	26.62%
Some College or Associate's Degree	23,144	35.70%
Bachelor's Degree or Higher	11,434	17.64%
Households		
2028 Projection	184,384	
2023 Estimate	175,697	
2020 Census	168,513	
2010 Census	143,971	
Growth 2023 - 2028		4.94%
Growth 2020 - 2023		4.26%
Growth 2010 - 2020		17.05%
2023 Est. Households by Household Type	175,697	
Family Households	126,626	72.07%
Nonfamily Households	49,072	27.93%
2023 Est. Group Quarters Population	22,465	
2023 Households by Ethnicity, Hispanic/Latino	35,111	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	175,697	
Income < $15,000	17,532	9.98%
Income $15,000 - $24,999	13,880	7.90%
Income $25,000 - $34,999	15,380	8.75%
Income $35,000 - $49,999	25,798	14.68%
Income $50,000 - $74,999	33,633	19.14%
Income $75,000 - $99,999	23,460	13.35%
Income $100,000 - $124,999	16,196	9.22%
Income $125,000 - $149,999	10,405	5.92%
Income $150,000 - $199,999	9,844	5.60%
Income $200,000 - $249,999	4,525	2.58%
Income $250,000 - $499,999	3,670	2.09%
Income $500,000+	1,376	0.78%
2023 Est. Average Household Income		$80,499
2023 Est. Median Household Income		$60,352
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$66,194
Black or African American Alone		$53,085
American Indian and Alaska Native Alone		$62,494
Asian Alone		$53,558
Native Hawaiian and Other Pacific Islander Alone		$64,339
Some Other Race Alone		$52,802
Two or More Races		$54,221
Hispanic or Latino		$51,392
Not Hispanic or Latino		$62,959
2023 Est. Family HH Type by Presence of Own Child.	126,626	
Married-Couple Family, own children	44,782	35.37%
Married-Couple Family, no own children	48,434	38.25%
Male Householder, own children	4,554	3.60%
Male Householder, no own children	3,451	2.73%
Female Householder, own children	17,235	13.61%
Female Householder, no own children	8,169	6.45%
2023 Est. Households by Household Size	175,697	
1-person	41,351	23.53%
2-person	59,578	33.91%
3-person	28,882	16.44%
4-person	24,478	13.93%
5-person	13,934	7.93%
6-person	5,283	3.01%
7-or-more-person	2,191	1.25%
2023 Est. Average Household Size		2.67

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Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	175,697	
Households with 1 or More People under Age 18:	73,563	41.87%
Married-Couple Family	48,093	65.38%
Other Family, Male Householder	5,340	7.26%
Other Family, Female Householder	19,459	26.45%
Nonfamily, Male Householder	511	0.70%
Nonfamily, Female Householder	161	0.22%
Households with No People under Age 18:	102,134	
Married-Couple Family	45,122	44.18%
Other Family, Male Householder	2,674	2.62%
Other Family, Female Householder	5,930	5.81%
Nonfamily, Male Householder	24,625	24.11%
Nonfamily, Female Householder	23,783	23.29%
2023 Est. Households by Number of Vehicles	175,697	
No Vehicles	10,244	5.83%
1 Vehicle	54,826	31.20%
2 Vehicles	72,969	41.53%
3 Vehicles	25,774	14.67%
4 Vehicles	8,776	5.00%
5 or more Vehicles	3,109	1.77%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	133,148	
2023 Estimate	126,626	
2010 Census	102,722	
Growth 2023 - 2028		5.15%
Growth 2010 - 2023		23.27%
2023 Est. Families by Poverty Status	126,626	
2023 Families at or Above Poverty	113,413	89.56%
2023 Families at or Above Poverty with Children	57,376	45.31%
2023 Families Below Poverty	13,213	10.44%
2023 Families Below Poverty with Children	10,785	8.52%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	193,069	51.42%
Civilian Labor Force, Unemployed	15,779	4.20%
Armed Forces	28,833	7.68%
Not in Labor Force	137,811	36.70%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	195,383	
For-Profit Private Workers	123,765	63.35%
Non-Profit Private Workers	14,456	7.40%
Local Government Workers	17,023	8.71%
State Government Workers	6,882	3.52%
Federal Government Workers	18,118	9.27%
Self-Employed Workers	14,496	7.42%
Unpaid Family Workers	643	0.33%
2023 Est. Civ. Employed Pop 16+ by Occupation	195,383	
Architect/Engineer	2,289	1.17%
Arts/Entertainment/Sports	2,738	1.40%
Building Grounds Maintenance	8,254	4.22%
Business/Financial Operations	6,892	3.53%
Community/Social Services	4,785	2.45%
Computer/Mathematical	5,055	2.59%
Construction/Extraction	11,192	5.73%
Education/Training/Library	13,845	7.09%
Farming/Fishing/Forestry	916	0.47%
Food Prep/Serving	11,862	6.07%
Health Practitioner/Technician	13,972	7.15%
Healthcare Support	6,149	3.15%
Maintenance Repair	7,682	3.93%
Legal	1,098	0.56%
Life/Physical/Social Science	1,326	0.68%
Management	17,189	8.80%
Office/Admin. Support	24,017	12.29%
Production	8,171	4.18%
Protective Services	6,341	3.25%
Sales/Related	17,846	9.13%
Personal Care/Service	6,941	3.55%
Transportation/Moving	16,820	8.61%
2023 Est. Pop 16+ by Occupation Classification	195,383	
White Collar	111,053	56.84%
Blue Collar	43,866	22.45%
Service and Farm	40,464	20.71%
2023 Est. Workers Age 16+ by Transp. to Work	216,732	
Drove Alone	170,565	78.70%
Car Pooled	23,885	11.02%
Public Transportation	1,158	0.53%
Walked	8,642	3.99%
Bicycle	245	0.11%
Other Means	1,844	0.85%
Worked at Home	10,394	4.80%

Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	74,860	
15 - 29 Minutes	79,764	
30 - 44 Minutes	26,189	
45 - 59 Minutes	11,747	
60 or more Minutes	13,491	
2023 Est. Avg Travel Time to Work in Minutes		25
2023 Est. Occupied Housing Units by Tenure	175,697	
Owner Occupied	97,804	55.67%
Renter Occupied	77,894	44.33%
2023 Owner Occ. HUs: Avg. Length of Residence		14.03†
2023 Renter Occ. HUs: Avg. Length of Residence		5.34†
2023 Est. Owner-Occupied Housing Units by Value	**175,697**	
Value Less than $20,000	2,068	2.11%
Value $20,000 - $39,999	1,935	1.98%
Value $40,000 - $59,999	2,734	2.79%
Value $60,000 - $79,999	3,844	3.93%
Value $80,000 - $99,999	4,856	4.96%
Value $100,000 - $149,999	18,110	18.52%
Value $150,000 - $199,999	17,499	17.89%
Value $200,000 - $299,999	25,392	25.96%
Value $300,000 - $399,999	11,825	12.09%
Value $400,000 - $499,999	4,093	4.18%
Value $500,000 - $749,999	3,294	3.37%
Value $750,000 - $999,999	1,263	1.29%
Value $1,000,000 or $1,499,999	520	0.53%
Value $1,500,000 or $1,999,999	157	0.16%
Value $2,000,000+	214	0.22%
2023 Est. Median All Owner-Occupied Housing Value		$193,468
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	127,064	66.31%
1 Unit Attached	9,243	4.82%
2 Units	10,053	5.25%
3 or 4 Units	9,432	4.92%
5 to 19 Units	15,245	7.96%
20 to 49 Units	3,790	1.98%
50 or More Units	3,358	1.75%
Mobile Home or Trailer	13,103	6.84%
Boat, RV, Van, etc.	333	0.17%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	22,112	11.54%
Housing Units Built 2010 to 2014	13,856	7.23%
Housing Units Built 2000 to 2009	37,752	19.70%
Housing Units Built 1990 to 1999	27,975	14.60%
Housing Units Built 1980 to 1989	27,351	14.27%
Housing Units Built 1970 to 1979	30,933	16.14%
Housing Units Built 1960 to 1969	13,552	7.07%
Housing Units Built 1950 to 1959	9,639	5.03%
Housing Units Built 1940 to 1949	3,663	1.91%
Housing Unit Built 1939 or Earlier	4,788	2.50%
2023 Est. Median Year Structure Built		1992

† Years

The**Retail**Coach.

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