

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
 Lat/Lon: 31.1184/-97.6984



Eastlake Shopping Center E Rancier & 38th, Killeen TX 76543	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	11,424		62,055		149,201	
Projected Population (2028)	11,525		63,256		152,725	
Census Population (2020)	10,755		60,226		144,378	
Census Population (2010)	10,329		59,232		134,102	
Projected Annual Growth (2023 to 2028)	101	0.2%	1,201	0.4%	3,524	0.5%
Historical Annual Growth (2020 to 2023)	669	2.1%	1,829	1.0%	4,823	1.1%
Historical Annual Growth (2010 to 2020)	426	1.4%	994	0.6%	10,277	2.6%
Estimated Population Density (2023)	3,638 psm		2,196 psm		1,901 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	4,808		24,736		55,334	
Projected Households (2028)	4,914		25,580		57,420	
Census Households (2020)	4,456		23,683		52,777	
Census Households (2010)	4,285		23,312		49,132	
Estimated Households with Children (2023)	1,598	33.2%	8,731	35.3%	23,213	42.0%
Estimated Average Household Size (2023)	2.37		2.41		2.62	
Average Household Income						
Estimated Average Household Income (2023)	\$63,834		\$62,045		\$73,366	
Projected Average Household Income (2028)	\$59,967		\$58,356		\$70,298	
Estimated Average Family Income (2023)	\$70,637		\$69,367		\$78,342	
Median Household Income						
Estimated Median Household Income (2023)	\$44,235		\$44,353		\$55,848	
Projected Median Household Income (2028)	\$39,214		\$39,166		\$50,743	
Estimated Median Family Income (2023)	\$51,544		\$52,984		\$64,457	
Per Capita Income						
Estimated Per Capita Income (2023)	\$26,884		\$25,700		\$27,936	
Projected Per Capita Income (2028)	\$25,587		\$24,547		\$27,140	
Estimated Per Capita Income 5 Year Growth	-\$1,297	-4.8%	-\$1,153	-4.5%	-\$796	-2.9%
Estimated Average Household Net Worth (2023)	\$155,307		\$195,413		\$254,950	
Daytime Demos (2023)						
Total Businesses	260		2,138		3,976	
Total Employees	2,104		17,084		30,583	
Company Headquarter Businesses	5	1.8%	62	2.9%	112	2.8%
Company Headquarter Employees	71	3.4%	749	4.4%	1,743	5.7%
Employee Population per Business	8.1		8.0		7.7	
Residential Population per Business	43.9		29.0		37.5	

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E Rancier & 38th, Killeen TX 76543							
Race & Ethnicity							
White (2023)		3,985	34.9%	21,422	34.5%	53,812	36.1%
Black or African American (2023)		4,271	37.4%	21,436	34.5%	50,988	34.2%
American Indian or Alaska Native (2023)		91	0.8%	594	1.0%	1,229	0.8%
Asian (2023)		356	3.1%	1,956	3.2%	5,754	3.9%
Hawaiian or Pacific Islander (2023)		149	1.3%	753	1.2%	1,913	1.3%
Other Race (2023)		1,125	9.9%	6,686	10.8%	13,480	9.0%
Two or More Races (2023)		1,447	12.7%	9,208	14.8%	22,026	14.8%
Not Hispanic or Latino Population (2023)		8,197	71.8%	45,031	72.6%	110,694	74.2%
Hispanic or Latino Population (2023)		3,227	28.2%	17,024	27.4%	38,507	25.8%
Not Hispanic or Latino Population (2028)		8,272	71.8%	45,901	72.6%	113,350	74.2%
Hispanic or Latino Population (2028)		3,253	28.2%	17,355	27.4%	39,375	25.8%
Not Hispanic or Latino Population (2020)		7,721	71.8%	43,163	71.7%	106,266	73.6%
Hispanic or Latino Population (2020)		3,034	28.2%	17,063	28.3%	38,112	26.4%
Not Hispanic or Latino Population (2010)		7,939	76.9%	45,351	76.6%	104,789	78.1%
Hispanic or Latino Population (2010)		2,391	23.1%	13,880	23.4%	29,313	21.9%
Projected Hispanic Annual Growth (2023 to 2028)		26	0.2%	331	0.4%	868	0.5%
Historic Hispanic Annual Growth (2010 to 2023)		836	2.7%	3,143	1.7%	9,194	2.4%
Age Distribution (2023)							
Age Under 5		1,058	9.3%	5,328	8.6%	12,935	8.7%
Age 5 to 9 Years		878	7.7%	4,514	7.3%	12,170	8.2%
Age 10 to 14 Years		703	6.2%	3,807	6.1%	10,959	7.3%
Age 15 to 19 Years		724	6.3%	4,279	6.9%	10,730	7.2%
Age 20 to 24 Years		1,439	12.6%	8,265	13.3%	16,463	11.0%
Age 25 to 29 Years		1,247	10.9%	6,641	10.7%	15,092	10.1%
Age 30 to 34 Years		883	7.7%	4,653	7.5%	12,161	8.2%
Age 35 to 39 Years		713	6.2%	3,773	6.1%	10,671	7.2%
Age 40 to 44 Years		599	5.2%	3,340	5.4%	9,171	6.1%
Age 45 to 49 Years		515	4.5%	2,868	4.6%	7,458	5.0%
Age 50 to 54 Years		528	4.6%	2,878	4.6%	6,713	4.5%
Age 55 to 59 Years		534	4.7%	2,932	4.7%	6,459	4.3%
Age 60 to 64 Years		442	3.9%	2,637	4.2%	5,800	3.9%
Age 65 to 74 Years		778	6.8%	4,001	6.4%	8,286	5.6%
Age 75 to 84 Years		308	2.7%	1,724	2.8%	3,314	2.2%
Age 85 Years or Over		75	0.7%	414	0.7%	821	0.5%
Median Age		28.3		28.9		28.9	
Gender Age Distribution (2023)							
Female Population		5,671	49.6%	30,032	48.4%	73,759	49.4%
Age 0 to 19 Years		1,673	29.5%	8,700	29.0%	22,962	31.1%
Age 20 to 64 Years		3,328	58.7%	17,829	59.4%	43,786	59.4%
Age 65 Years or Over		670	11.8%	3,504	11.7%	7,012	9.5%
Female Median Age		29.4		30.5		30.2	
Male Population		5,753	50.4%	32,023	51.6%	75,442	50.6%
Age 0 to 19 Years		1,690	29.4%	9,227	28.8%	23,831	31.6%
Age 20 to 64 Years		3,572	62.1%	20,160	63.0%	46,202	61.2%
Age 65 Years or Over		490	8.5%	2,636	8.2%	5,409	7.2%
Male Median Age		27.5		27.8		27.8	

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E Rancier & 38th, Killeen TX 76543						
Household Income Distribution (2023)						
HH Income \$200,000 or More	13	0.3%	419	1.7%	1,701	3.1%
HH Income \$150,000 to \$199,999	111	2.3%	586	2.4%	2,328	4.2%
HH Income \$100,000 to \$149,999	413	8.6%	2,160	8.7%	6,971	12.6%
HH Income \$75,000 to \$99,999	412	8.6%	2,375	9.6%	6,382	11.5%
HH Income \$50,000 to \$74,999	1,170	24.3%	4,869	19.7%	11,477	20.7%
HH Income \$35,000 to \$49,999	952	19.8%	4,434	17.9%	8,545	15.4%
HH Income \$25,000 to \$34,999	402	8.4%	3,273	13.2%	6,202	11.2%
HH Income \$15,000 to \$24,999	588	12.2%	3,124	12.6%	5,848	10.6%
HH Income Under \$15,000	747	15.5%	3,495	14.1%	5,881	10.6%
HH Income \$35,000 or More	3,072	63.9%	14,844	60.0%	37,403	67.6%
HH Income \$75,000 or More	949	19.7%	5,541	22.4%	17,382	31.4%
Housing (2023)						
Total Housing Units	5,431		28,103		60,578	
Housing Units Occupied	4,808	88.5%	24,736	88.0%	55,334	91.3%
Housing Units Owner-Occupied	1,618	33.7%	8,820	35.7%	24,223	43.8%
Housing Units, Renter-Occupied	3,190	66.3%	15,917	64.3%	31,111	56.2%
Housing Units, Vacant	623	13.0%	3,367	13.6%	5,244	9.5%
Marital Status (2023)						
Never Married	2,849	32.4%	18,104	37.4%	39,894	35.3%
Currently Married	3,733	42.5%	19,084	39.4%	48,770	43.1%
Separated	589	6.7%	3,072	6.3%	6,602	5.8%
Widowed	495	5.6%	2,433	5.0%	5,030	4.4%
Divorced	1,118	12.7%	5,712	11.8%	12,843	11.4%
Household Type (2023)						
Population Family	8,925	78.1%	47,901	77.2%	123,443	82.7%
Population Non-Family	2,485	21.8%	11,820	19.0%	21,437	14.4%
Population Group Quarters	14	0.1%	2,334	3.8%	4,321	2.9%
Family Households	2,870	59.7%	15,460	62.5%	38,678	69.9%
Non-Family Households	1,938	40.3%	9,277	37.5%	16,656	30.1%
Married Couple with Children	887	23.7%	4,823	25.3%	14,221	29.2%
Average Family Household Size	3.1		3.1		3.2	
Household Size (2023)						
1 Person Households	1,603	33.3%	7,516	30.4%	13,418	24.2%
2 Person Households	1,592	33.1%	8,204	33.2%	17,858	32.3%
3 Person Households	790	16.4%	4,347	17.6%	11,142	20.1%
4 Person Households	481	10.0%	2,749	11.1%	7,623	13.8%
5 Person Households	220	4.6%	1,287	5.2%	3,583	6.5%
6 or More Person Households	121	2.5%	633	2.6%	1,710	3.1%
Household Vehicles (2023)						
Households with 0 Vehicles Available	519	10.8%	2,004	8.1%	3,422	6.2%
Households with 1 Vehicles Available	2,086	43.4%	11,209	45.3%	21,638	39.1%
Households with 2 or More Vehicles Available	2,203	45.8%	11,523	46.6%	30,274	54.7%
Total Vehicles Available	7,193		38,814		94,889	
Average Vehicles Per Household	1.5		1.6		1.7	

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E Rancier & 38th, Killeen TX 76543							
Labor Force (2023)							
Estimated Labor Population Age 16 Years or Over		8,658		47,680		110,980	
Estimated Civilian Employed		4,069	47.0%	23,828	50.0%	57,210	51.6%
Estimated Civilian Unemployed		304	3.5%	1,843	3.9%	3,940	3.6%
Estimated in Armed Forces		1,470	17.0%	7,918	16.6%	17,932	16.2%
Estimated Not in Labor Force		2,816	32.5%	14,091	29.6%	31,898	28.7%
Unemployment Rate		3.5%		3.9%		3.6%	
Occupation (2023)							
Occupation: Population Age 16 Years or Over		4,069		23,828		57,210	
Management, Business, Financial Operations		307	7.5%	2,433	10.2%	6,260	10.9%
Professional, Related		664	16.3%	3,699	15.5%	10,996	19.2%
Service		970	23.8%	5,162	21.7%	11,522	20.1%
Sales, Office		894	22.0%	5,601	23.5%	14,178	24.8%
Farming, Fishing, Forestry		2	-	103	0.4%	113	0.2%
Construct, Extraction, Maintenance		601	14.8%	3,186	13.4%	6,059	10.6%
Production, Transport Material Moving		631	15.5%	3,645	15.3%	8,082	14.1%
White Collar Workers		1,865	45.8%	11,733	49.2%	31,434	54.9%
Blue Collar Workers		2,204	54.2%	12,095	50.8%	25,776	45.1%
Consumer Expenditure (2023)							
Total Household Expenditure		\$247.31 M		\$1.24 B		\$3.1 B	
Total Non-Retail Expenditure		\$130.66 M	52.8%	\$654.32 M	52.8%	\$1.64 B	52.7%
Total Retail Expenditure		\$116.65 M	47.2%	\$583.9 M	47.2%	\$1.47 B	47.3%
Apparel		\$8.57 M	3.5%	\$43.16 M	3.5%	\$109.25 M	3.5%
Contributions		\$7.3 M	3.0%	\$37.28 M	3.0%	\$95.15 M	3.1%
Education		\$6.56 M	2.7%	\$33.79 M	2.7%	\$87.48 M	2.8%
Entertainment		\$13.34 M	5.4%	\$67.22 M	5.4%	\$171.43 M	5.5%
Food and Beverages		\$37.22 M	15.0%	\$185.8 M	15.0%	\$463.7 M	14.9%
Furnishings and Equipment		\$8.34 M	3.4%	\$41.92 M	3.4%	\$106.8 M	3.4%
Gifts		\$5.63 M	2.3%	\$28.55 M	2.3%	\$72.89 M	2.3%
Health Care		\$21.26 M	8.6%	\$106.03 M	8.6%	\$263.05 M	8.5%
Household Operations		\$9.37 M	3.8%	\$47.31 M	3.8%	\$119.36 M	3.8%
Miscellaneous Expenses		\$4.61 M	1.9%	\$23.05 M	1.9%	\$57.93 M	1.9%
Personal Care		\$3.3 M	1.3%	\$16.56 M	1.3%	\$41.59 M	1.3%
Personal Insurance		\$1.53 M	0.6%	\$7.83 M	0.6%	\$20.42 M	0.7%
Reading		\$526.32 K	0.2%	\$2.64 M	0.2%	\$6.61 M	0.2%
Shelter		\$53.46 M	21.6%	\$266.6 M	21.5%	\$662.7 M	21.3%
Tobacco		\$1.79 M	0.7%	\$8.79 M	0.7%	\$20.72 M	0.7%
Transportation		\$45.06 M	18.2%	\$225.2 M	18.2%	\$568.93 M	18.3%
Utilities		\$19.43 M	7.9%	\$96.48 M	7.8%	\$236.51 M	7.6%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		6,622		35,862		85,945	
Elementary (Grade Level 0 to 8)		192	2.9%	1,638	4.6%	3,327	3.9%
Some High School (Grade Level 9 to 11)		459	6.9%	2,655	7.4%	4,443	5.2%
High School Graduate		2,220	33.5%	10,319	28.8%	22,399	26.1%
Some College		1,857	28.0%	11,128	31.0%	25,691	29.9%
Associate Degree Only		686	10.4%	3,950	11.0%	10,527	12.2%
Bachelor Degree Only		895	13.5%	4,514	12.6%	13,596	15.8%
Graduate Degree		313	4.7%	1,659	4.6%	5,962	6.9%

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Units In Structure (2023)							
1 Detached Unit	2,280	53.2%	12,773	54.8%	32,185	65.5%	
1 Attached Unit	225	5.2%	1,217	5.2%	3,396	6.9%	
2 to 4 Units	634	14.8%	3,640	15.6%	8,045	16.4%	
5 to 9 Units	438	10.2%	1,738	7.5%	2,592	5.3%	
10 to 19 Units	826	19.3%	3,138	13.5%	4,983	10.1%	
20 to 49 Units	99	2.3%	628	2.7%	805	1.6%	
50 or More Units	167	3.9%	773	3.3%	1,272	2.6%	
Mobile Home or Trailer	128	3.0%	799	3.4%	2,007	4.1%	
Other Structure	10	0.2%	30	0.1%	49	-	
Homes Built By Year (2023)							
Homes Built 2010 or later	687	16.0%	3,476	14.9%	10,286	20.9%	
Homes Built 2000 to 2009	423	9.9%	2,789	12.0%	9,568	19.5%	
Homes Built 1990 to 1999	704	16.4%	3,723	16.0%	9,842	20.0%	
Homes Built 1980 to 1989	881	20.6%	4,218	18.1%	8,357	17.0%	
Homes Built 1970 to 1979	1,090	25.4%	4,792	20.6%	8,701	17.7%	
Homes Built 1960 to 1969	599	14.0%	2,931	12.6%	4,413	9.0%	
Homes Built 1950 to 1959	286	6.7%	1,994	8.6%	2,770	5.6%	
Homes Built Before 1949	138	3.2%	814	3.5%	1,397	2.8%	
Home Values (2023)							
Home Values \$1,000,000 or More	22	1.4%	110	1.3%	153	0.6%	
Home Values \$500,000 to \$999,999	60	3.7%	295	3.3%	824	3.4%	
Home Values \$400,000 to \$499,999	44	2.7%	272	3.1%	816	3.4%	
Home Values \$300,000 to \$399,999	81	5.0%	551	6.2%	1,974	8.1%	
Home Values \$200,000 to \$299,999	337	20.8%	1,860	21.1%	6,164	25.4%	
Home Values \$150,000 to \$199,999	271	16.7%	1,386	15.7%	5,022	20.7%	
Home Values \$100,000 to \$149,999	337	20.8%	1,867	21.2%	5,042	20.8%	
Home Values \$70,000 to \$99,999	280	17.3%	1,298	14.7%	2,013	8.3%	
Home Values \$50,000 to \$69,999	88	5.4%	662	7.5%	1,045	4.3%	
Home Values \$25,000 to \$49,999	11	0.7%	161	1.8%	368	1.5%	
Home Values Under \$25,000	89	5.5%	356	4.0%	803	3.3%	
Owner-Occupied Median Home Value	\$147,323		\$151,063		\$171,428		
Renter-Occupied Median Rent	\$761		\$764		\$839		
Transportation To Work (2023)							
Drive to Work Alone	3,142	77.2%	18,402	77.2%	44,806	78.3%	
Drive to Work in Carpool	450	11.1%	2,992	12.6%	6,050	10.6%	
Travel to Work by Public Transportation	29	0.7%	152	0.6%	728	1.3%	
Drive to Work on Motorcycle	29	0.7%	91	0.4%	222	0.4%	
Walk or Bicycle to Work	218	5.4%	1,002	4.2%	1,906	3.3%	
Other Means	25	0.6%	115	0.5%	333	0.6%	
Work at Home	175	4.3%	1,074	4.5%	3,166	5.5%	
Travel Time (2023)							
Travel to Work in 14 Minutes or Less	1,199	29.5%	8,675	36.4%	18,848	32.9%	
Travel to Work in 15 to 29 Minutes	1,538	37.8%	7,510	31.5%	20,268	35.4%	
Travel to Work in 30 to 59 Minutes	801	19.7%	4,441	18.6%	9,842	17.2%	
Travel to Work in 60 Minutes or More	356	8.7%	2,128	8.9%	5,086	8.9%	
Average Minutes Travel to Work	19.1		18.5		18.3		

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