

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups

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



Eastlake Shopping Center Killeen, TX 76543	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2024)	11,158		63,764		148,654	
Projected Population (2029)	11,467		65,998		154,800	
Census Population (2020)	10,755		60,226		144,378	
Census Population (2010)	10,329		59,232		134,102	
Projected Annual Growth (2024 to 2029)	309	0.6%	2,234	0.7%	6,146	0.8%
Historical Annual Growth (2020 to 2024)	403	0.9%	3,538	1.5%	4,276	0.7%
Historical Annual Growth (2010 to 2020)	426	1.0%	994	0.4%	10,277	1.9%
Estimated Population Density (2024)	3,554 psm		2,256 psm		1,894 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2024)	4,729		25,763		56,224	
Projected Households (2029)	4,934		27,100		59,515	
Census Households (2020)	4,456		23,683		52,777	
Census Households (2010)	4,285		23,312		49,132	
Estimated Households with Children (2024)	1,043	22.0%	6,045	23.5%	17,936	31.9%
Estimated Average Household Size (2024)	2.36		2.39		2.57	
Average Household Income						
Estimated Average Household Income (2024)	\$73,980		\$66,688		\$78,811	
Projected Average Household Income (2029)	\$73,628		\$65,889		\$77,571	
Estimated Average Family Income (2024)	\$120,300		\$107,210		\$101,332	
Median Household Income						
Estimated Median Household Income (2024)	\$45,930		\$45,237		\$56,626	
Projected Median Household Income (2029)	\$45,696		\$44,875		\$56,706	
Estimated Median Family Income (2024)	\$58,217		\$58,243		\$69,816	
Per Capita Income						
Estimated Per Capita Income (2024)	\$31,354		\$27,752		\$30,438	
Projected Per Capita Income (2029)	\$31,680		\$27,835		\$30,429	
Estimated Per Capita Income 5 Year Growth	\$325	1.0%	\$84	0.3%	-\$10	-
Estimated Average Household Net Worth (2024)	\$312,987		\$349,510		\$471,445	
Daytime Demos (2024)						
Total Businesses	260		2,151		3,996	
Total Employees	2,100		17,198		31,041	
Company Headquarter Businesses	5	1.8%	62	2.9%	112	2.8%
Company Headquarter Employees	69	3.3%	752	4.4%	1,747	5.6%
Employee Population per Business	8.1		8.0		7.8	
Residential Population per Business	42.9		29.7		37.2	

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Eastlake Shopping Center Killeen, TX 76543		1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity							
White (2024)	6,152	55.1%	31,552	49.5%	69,066	46.5%	
Black or African American (2024)	1,786	16.0%	14,629	22.9%	39,767	26.8%	
American Indian or Alaska Native (2024)	95	0.8%	518	0.8%	1,080	0.7%	
Asian (2024)	309	2.8%	2,245	3.5%	5,506	3.7%	
Hawaiian or Pacific Islander (2024)	157	1.4%	714	1.1%	1,769	1.2%	
Other Race (2024)	1,128	10.1%	6,014	9.4%	12,022	8.1%	
Two or More Races (2024)	1,531	13.7%	8,094	12.7%	19,444	13.1%	
Not Hispanic or Latino Population (2024)	7,855	70.4%	47,073	73.8%	110,740	74.5%	
Hispanic or Latino Population (2024)	3,303	29.6%	16,692	26.2%	37,915	25.5%	
Not Hispanic or Latino Population (2029)	8,101	70.6%	48,256	73.1%	113,872	73.6%	
Hispanic or Latino Population (2029)	3,367	29.4%	17,742	26.9%	40,928	26.4%	
Not Hispanic or Latino Population (2020)	7,820	72.7%	43,581	72.4%	107,210	74.3%	
Hispanic or Latino Population (2020)	2,935	27.3%	16,645	27.6%	37,168	25.7%	
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 (2024 to 2029)	63	0.4%	1,051	1.3%	3,013	1.6%	
Historic Hispanic Annual Growth (2010 to 2024)	912	2.7%	2,811	1.4%	8,602	2.1%	
Age Distribution (2024)							
Age Under 5	930	8.3%	5,576	8.7%	12,621	8.5%	
Age 5 to 9 Years	859	7.7%	4,913	7.7%	11,929	8.0%	
Age 10 to 14 Years	709	6.4%	4,415	6.9%	10,741	7.2%	
Age 15 to 19 Years	744	6.7%	4,439	7.0%	10,690	7.2%	
Age 20 to 24 Years	1,178	10.6%	7,262	11.4%	15,085	10.1%	
Age 25 to 29 Years	1,158	10.4%	6,319	9.9%	14,171	9.5%	
Age 30 to 34 Years	953	8.5%	5,134	8.1%	12,150	8.2%	
Age 35 to 39 Years	771	6.9%	4,076	6.4%	10,338	7.0%	
Age 40 to 44 Years	670	6.0%	3,699	5.8%	9,347	6.3%	
Age 45 to 49 Years	501	4.5%	2,833	4.4%	7,251	4.9%	
Age 50 to 54 Years	472	4.2%	2,809	4.4%	6,908	4.6%	
Age 55 to 59 Years	466	4.2%	2,765	4.3%	6,693	4.5%	
Age 60 to 64 Years	530	4.8%	2,907	4.6%	6,541	4.4%	
Age 65 to 74 Years	773	6.9%	4,225	6.6%	9,174	6.2%	
Age 75 to 84 Years	353	3.2%	1,888	3.0%	4,013	2.7%	
Age 85 Years or Over	91	0.8%	505	0.8%	1,003	0.7%	
Median Age	29.6		29.3		29.8		
Gender Age Distribution (2024)							
Female Population	5,745	51.5%	31,573	49.5%	74,741	50.3%	
Age 0 to 19 Years	1,586	27.6%	9,132	28.9%	22,051	29.5%	
Age 20 to 64 Years	3,420	59.5%	18,642	59.0%	44,598	59.7%	
Age 65 Years or Over	738	12.9%	3,798	12.0%	8,092	10.8%	
Female Median Age	31.1		30.9		31.3		
Male Population	5,413	48.5%	32,191	50.5%	73,913	49.7%	
Age 0 to 19 Years	1,656	30.6%	10,211	31.7%	23,930	32.4%	
Age 20 to 64 Years	3,279	60.6%	19,162	59.5%	43,885	59.4%	
Age 65 Years or Over	478	8.8%	2,819	8.8%	6,098	8.2%	
Male Median Age	28.1		27.8		28.3		

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Household Income Distribution (2024)							
HH Income \$200,000 or More	37	0.8%	473	1.8%	2,012	3.6%	
HH Income \$150,000 to \$199,999	73	1.5%	504	2.0%	2,353	4.2%	
HH Income \$100,000 to \$149,999	386	8.2%	2,109	8.2%	6,429	11.4%	
HH Income \$75,000 to \$99,999	596	12.6%	2,814	10.9%	7,695	13.7%	
HH Income \$50,000 to \$74,999	1,157	24.5%	5,305	20.6%	12,028	21.4%	
HH Income \$35,000 to \$49,999	746	15.8%	4,329	16.8%	8,293	14.7%	
HH Income \$25,000 to \$34,999	492	10.4%	3,586	13.9%	6,573	11.7%	
HH Income \$15,000 to \$24,999	545	11.5%	2,928	11.4%	4,823	8.6%	
HH Income Under \$15,000	696	14.7%	3,715	14.4%	6,018	10.7%	
HH Income \$35,000 or More	2,995	63.3%	15,533	60.3%	38,809	69.0%	
HH Income \$75,000 or More	1,092	23.1%	5,900	22.9%	18,488	32.9%	
Housing (2024)							
Total Housing Units	5,334		28,819		61,847		
Housing Units Occupied	4,729	88.7%	25,763	89.4%	56,224	90.9%	
Housing Units Owner-Occupied	1,614	34.1%	8,662	33.6%	23,527	41.8%	
Housing Units, Renter-Occupied	3,115	65.9%	17,101	66.4%	32,696	58.2%	
Housing Units, Vacant	605	12.8%	3,057	11.9%	5,624	10.0%	
Marital Status (2024)							
Never Married	2,799	32.3%	18,210	37.3%	39,882	35.2%	
Currently Married	3,643	42.1%	19,137	39.2%	48,796	43.0%	
Separated	578	6.7%	3,188	6.5%	6,745	5.9%	
Widowed	517	6.0%	2,465	5.0%	5,026	4.4%	
Divorced	1,124	13.0%	5,860	12.0%	12,915	11.4%	
Household Type (2024)							
Population Family	6,999	62.7%	39,384	61.8%	110,255	74.2%	
Population Non-Family	4,149	37.2%	22,230	34.9%	34,412	23.1%	
Population Group Quarters	11	-	2,150	3.4%	3,988	2.7%	
Family Households	1,940	41.0%	11,200	43.5%	32,479	57.8%	
Non-Family Households	2,789	59.0%	14,563	56.5%	23,745	42.2%	
Married Couple with Children	575	15.8%	3,354	17.5%	10,879	22.3%	
Average Family Household Size	3.6		3.5		3.4		
Household Size (2024)							
1 Person Households	2,592	54.8%	13,557	52.6%	21,751	38.7%	
2 Person Households	1,194	25.3%	6,598	25.6%	17,604	31.3%	
3 Person Households	475	10.1%	2,691	10.4%	7,724	13.7%	
4 Person Households	257	5.4%	1,610	6.3%	5,082	9.0%	
5 Person Households	135	2.8%	787	3.1%	2,465	4.4%	
6 or More Person Households	76	1.6%	520	2.0%	1,597	2.8%	
Household Vehicles (2024)							
Households with 0 Vehicles Available	548	11.6%	2,744	10.7%	4,592	8.2%	
Households with 1 Vehicles Available	1,927	40.7%	11,228	43.6%	21,555	38.3%	
Households with 2 or More Vehicles Available	2,254	47.7%	11,790	45.8%	30,077	53.5%	
Total Vehicles Available	7,223		39,255		94,418		
Average Vehicles Per Household	1.5		1.5		1.7		

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Labor Force (2024)							
Estimated Labor Population Age 16 Years or Over		8,513		48,095		111,415	
Estimated Civilian Employed		4,196	49.3%	24,488	50.9%	58,102	52.1%
Estimated Civilian Unemployed		221	2.6%	1,699	3.5%	3,654	3.3%
Estimated in Armed Forces		971	11.4%	6,125	12.7%	14,182	12.7%
Estimated Not in Labor Force		3,125 36.7%		15,783 32.8%		35,477 31.8%	
Unemployment Rate		2.6%		3.5%		3.3%	
Occupation (2024)							
Occupation: Population Age 16 Years or Over		4,195		24,485		58,099	
Management, Business, Financial Operations		484	11.5%	3,416	14.0%	8,495	14.6%
Professional, Related Service		751	17.9%	3,750	15.3%	10,971	18.9%
Sales, Office		848	20.2%	4,918	20.1%	10,673	18.4%
Farming, Fishing, Forestry		952	22.7%	5,926	24.2%	14,472	24.9%
Construct, Extraction, Maintenance		16	0.4%	141	0.6%	270	0.5%
Production, Transport Material Moving		516	12.3%	2,964	12.1%	5,807	10.0%
White Collar Workers		627	15.0%	3,370	13.8%	7,411	12.8%
Blue Collar Workers		2,188	52.2%	13,092	53.5%	33,938	58.4%
		2,007	47.8%	11,392	46.5%	24,161	41.6%
Consumer Expenditure (2024)							
Total Household Expenditure		\$268.21 M		\$1.35 B		\$3.32 B	
Total Non-Retail Expenditure		\$141.97 M	52.9%	\$716.8 M	53.0%	\$1.76 B	52.8%
Total Retail Expenditure		\$126.24 M	47.1%	\$636.48 M	47.0%	\$1.57 B	47.2%
Apparel		\$9.23 M	3.4%	\$46.84 M	3.5%	\$116.25 M	3.5%
Contributions		\$8.07 M	3.0%	\$41.24 M	3.0%	\$103.33 M	3.1%
Education		\$6.99 M	2.6%	\$36.12 M	2.7%	\$92.7 M	2.8%
Entertainment		\$14.49 M	5.4%	\$73.36 M	5.4%	\$183.68 M	5.5%
Food and Beverages		\$40.2 M	15.0%	\$202.44 M	15.0%	\$494.72 M	14.9%
Furnishings and Equipment		\$9.05 M	3.4%	\$45.72 M	3.4%	\$114.43 M	3.4%
Gifts		\$6.19 M	2.3%	\$31.4 M	2.3%	\$78.74 M	2.4%
Health Care		\$23.11 M	8.6%	\$116.21 M	8.6%	\$282.7 M	8.5%
Household Operations		\$10.18 M	3.8%	\$51.68 M	3.8%	\$127.91 M	3.8%
Miscellaneous Expenses		\$5.03 M	1.9%	\$25.38 M	1.9%	\$62.35 M	1.9%
Personal Care		\$3.58 M	1.3%	\$18.09 M	1.3%	\$44.5 M	1.3%
Personal Insurance		\$1.65 M	0.6%	\$8.46 M	0.6%	\$21.84 M	0.7%
Reading		\$575.38 K	0.2%	\$2.91 M	0.2%	\$7.15 M	0.2%
Shelter		\$58.21 M	21.7%	\$293.11 M	21.7%	\$711.58 M	21.4%
Tobacco		\$1.93 M	0.7%	\$9.64 M	0.7%	\$22.15 M	0.7%
Transportation		\$48.73 M	18.2%	\$245.25 M	18.1%	\$606.76 M	18.3%
Utilities		\$20.99 M	7.8%	\$105.43 M	7.8%	\$252.61 M	7.6%
Educational Attainment (2024)							
Adult Population Age 25 Years or Over		6,738		37,159		87,589	
Elementary (Grade Level 0 to 8)		164	2.4%	1,684	4.5%	3,385	3.9%
Some High School (Grade Level 9 to 11)		559	8.3%	3,156	8.5%	5,459	6.2%
High School Graduate		2,294	34.1%	11,439	30.8%	24,752	28.3%
Some College		1,986	29.5%	11,313	30.4%	26,013	29.7%
Associate Degree Only		568	8.4%	3,922	10.6%	9,635	11.0%
Bachelor Degree Only		889	13.2%	4,188	11.3%	13,069	14.9%
Graduate Degree		277	4.1%	1,456	3.9%	5,274	6.0%

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Units In Structure (2024)							
1 Detached Unit	2,352	54.9%	13,007	55.8%	31,855	64.8%	
1 Attached Unit	308	7.2%	1,902	8.2%	4,827	9.8%	
2 to 4 Units	483	11.3%	3,276	14.1%	7,242	14.7%	
5 to 9 Units	471	11.0%	1,939	8.3%	2,736	5.6%	
10 to 19 Units	489	11.4%	2,186	9.4%	3,280	6.7%	
20 to 49 Units	159	3.7%	1,142	4.9%	1,468	3.0%	
50 or More Units	268	6.2%	1,057	4.5%	1,710	3.5%	
Mobile Home or Trailer	183	4.3%	1,184	5.1%	2,987	6.1%	
Other Structure	17	0.4%	70	0.3%	119	0.2%	
Homes Built By Year (2024)							
Homes Built 2010 or later	622	14.5%	3,130	13.4%	9,358	19.0%	
Homes Built 2000 to 2009	493	11.5%	3,341	14.3%	11,098	22.6%	
Homes Built 1990 to 1999	624	14.6%	3,859	16.6%	10,481	21.3%	
Homes Built 1980 to 1989	898	21.0%	4,502	19.3%	8,468	17.2%	
Homes Built 1970 to 1979	1,034	24.1%	4,994	21.4%	8,540	17.4%	
Homes Built 1960 to 1969	718	16.7%	3,365	14.4%	4,799	9.8%	
Homes Built 1950 to 1959	128	3.0%	1,490	6.4%	1,834	3.7%	
Homes Built Before 1949	213	5.0%	1,081	4.6%	1,646	3.4%	
Home Values (2024)							
Home Values \$1,000,000 or More	14	0.9%	91	1.1%	159	0.7%	
Home Values \$500,000 to \$999,999	64	4.0%	378	4.4%	1,054	4.5%	
Home Values \$400,000 to \$499,999	54	3.3%	389	4.5%	1,166	5.0%	
Home Values \$300,000 to \$399,999	104	6.4%	744	8.6%	2,862	12.2%	
Home Values \$200,000 to \$299,999	344	21.3%	2,036	23.5%	7,013	29.8%	
Home Values \$150,000 to \$199,999	263	16.3%	1,300	15.0%	4,030	17.1%	
Home Values \$100,000 to \$149,999	288	17.8%	1,429	16.5%	3,031	12.9%	
Home Values \$70,000 to \$99,999	207	12.8%	935	10.8%	1,476	6.3%	
Home Values \$50,000 to \$69,999	57	3.5%	457	5.3%	736	3.1%	
Home Values \$25,000 to \$49,999	45	2.8%	225	2.6%	489	2.1%	
Home Values Under \$25,000	173	10.7%	678	7.8%	1,513	6.4%	
Owner-Occupied Median Home Value	\$151,985		\$169,113		\$198,528		
Renter-Occupied Median Rent	\$833		\$823		\$906		
Transportation To Work (2024)							
Drive to Work Alone	3,244	77.3%	18,179	74.2%	43,472	74.8%	
Drive to Work in Carpool	315	7.5%	2,546	10.4%	5,334	9.2%	
Travel to Work by Public Transportation	12	0.3%	36	0.1%	276	0.5%	
Drive to Work on Motorcycle	16	0.4%	62	0.3%	121	0.2%	
Walk or Bicycle to Work	208	5.0%	811	3.3%	1,571	2.7%	
Other Means	71	1.7%	496	2.0%	1,146	2.0%	
Work at Home	330	7.9%	2,354	9.6%	6,179	10.6%	
Travel Time (2024)							
Travel to Work in 14 Minutes or Less	1,081	25.8%	8,062	32.9%	17,384	29.9%	
Travel to Work in 15 to 29 Minutes	1,724	41.1%	8,125	33.2%	20,837	35.9%	
Travel to Work in 30 to 59 Minutes	787	18.8%	4,113	16.8%	9,461	16.3%	
Travel to Work in 60 Minutes or More	274	6.5%	1,831	7.5%	4,237	7.3%	
Average Minutes Travel to Work	19.2		18.2		18.5		

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