



PRIMARY RETAIL TRADE AREA

# DEMOGRAPHIC PROFILE

Copperas Cove, Texas

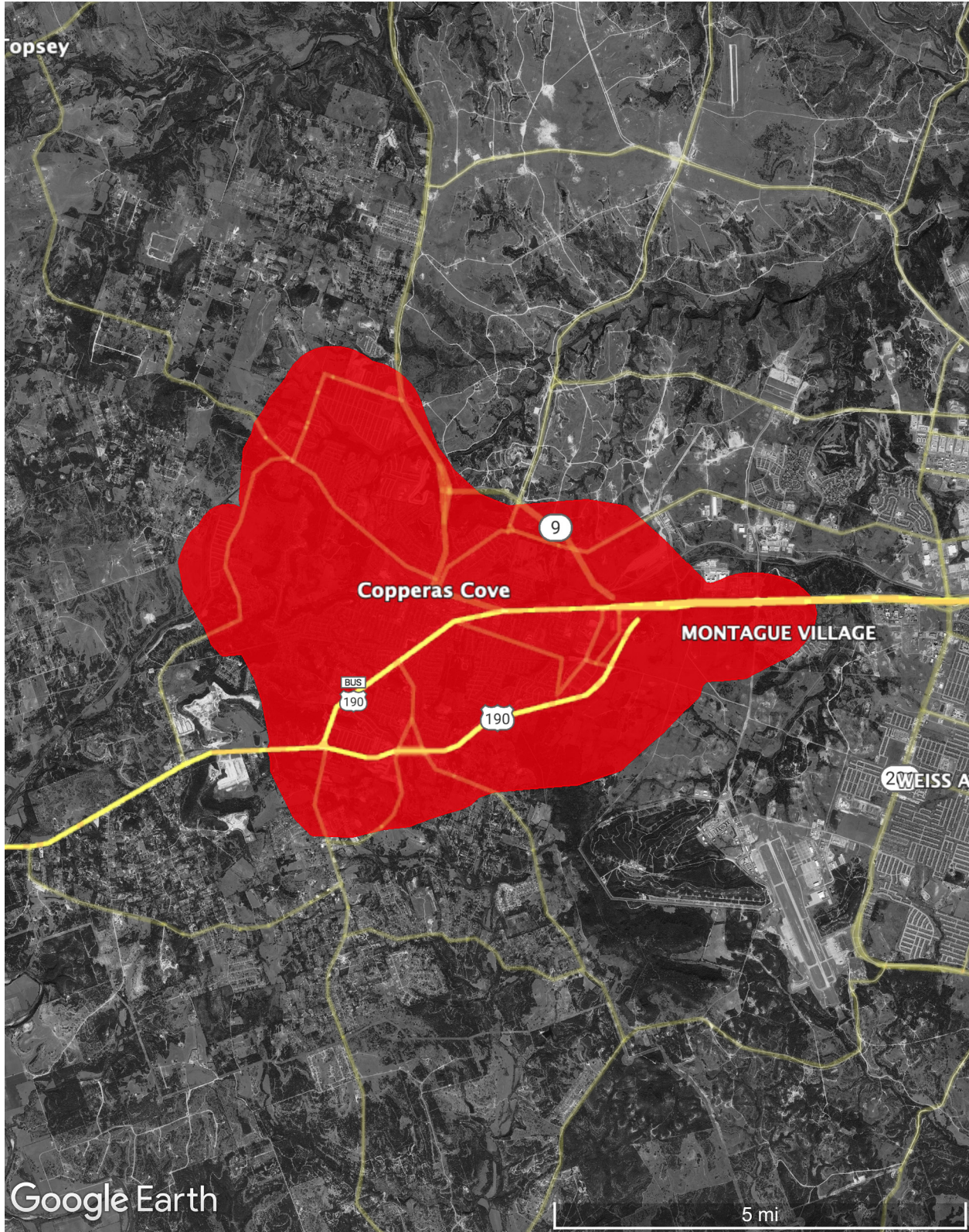
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# DEMOGRAPHIC PROFILE

Copperas Cove, Texas – Primary Retail Trade Area



Above: Copperas Cove, Texas – Primary Retail Trade Area



# DEMOGRAPHIC PROFILE

## Copperas Cove, Texas – Primary Retail Trade Area

### Population Summary

2027 Total Population	39,418
2022 Total Population	38,590
2020 Total Population	38,039
2010 Total Population	33,679
2022-2027 Annual Rate	0.43%
2022-2027 Total Growth	2.15%
2022 Group Quarters	205
2020 Group Quarters	205
2022 Total Daytime Population	31,888
Workers	9,161
Residents	22,727

### Household Summary

2010 Households	12,312
2010 Average Household Size	2.72
2020 Total Households	14,206
2020 Average Household Size	2.66
2022 Households	14,461
2022 Average Household Size	2.65
2027 Households	14,871
2027 Average Household Size	2.64
2022-2027 Annual Rate	0.56%
2010 Families	9,085
2010 Average Family Size	3.15
2022 Families	10,447
2022 Average Family Size	3.15
2027 Families	10,752
2027 Average Family Size	3.12
2022-2027 Annual Rate	0.58%

### Housing Unit Summary

2000 Housing Units	11,815
Owner Occupied Housing Units	50.0%
Renter Occupied Housing Units	42.6%
Vacant Housing Units	7.4%
2010 Housing Units	13,567
Owner Occupied Housing Units	49.9%
Renter Occupied Housing Units	40.8%
Vacant Housing Units	9.3%
2020 Housing Units	15,426
Vacant Housing Units	7.9%
2022 Housing Units	15,781
Owner Occupied Housing Units	51.9%
Renter Occupied Housing Units	39.8%
Vacant Housing Units	8.4%
2027 Housing Units	16,254
Owner Occupied Housing Units	53.0%
Renter Occupied Housing Units	38.5%
Vacant Housing Units	8.5%

### Median Household Income

2022	\$56,002
2027	\$61,858

### Median Home Value

2022	\$140,789
2027	\$189,633

### Per Capita Income

2022	\$27,993
2027	\$31,956

### Median Age

2010	29.0
2022	32.0
2027	32.3



# DEMOGRAPHIC PROFILE

## Copperas Cove, Texas – Primary Retail Trade Area

### 2022 Households by Income

Household Income Base	14,461
<\$15,000	10.1%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	6.7%
\$200,000+	2.4%
Average Household Income	\$74,536

### 2027 Households by Income

Household Income Base	14,871
<\$15,000	8.2%
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	24.4%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	8.7%
\$200,000+	2.8%
Average Household Income	\$84,502

### 2022 Owner Occupied Housing Units by Value

Total	8,185
<\$50,000	3.0%
\$50,000 - \$99,999	27.3%
\$100,000 - \$149,999	24.2%
\$150,000 - \$199,999	27.4%
\$200,000 - \$249,999	7.6%
\$250,000 - \$299,999	3.9%
\$300,000 - \$399,999	2.8%
\$400,000 - \$499,999	0.3%
\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$166,689

### 2027 Owner Occupied Housing Units by Value

Total	8,609
<\$50,000	2.2%
\$50,000 - \$99,999	11.3%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	29.0%
\$200,000 - \$249,999	15.7%
\$250,000 - \$299,999	9.7%
\$300,000 - \$399,999	7.5%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	7.2%
\$750,000 - \$999,999	2.1%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.3%
Average Home Value	\$247,264



# DEMOGRAPHIC PROFILE

Copperas Cove, Texas – Primary Retail Trade Area

### 2010 Population by Age

Total	33,680
0 - 4	9.8%
5 - 9	8.2%
10 - 14	7.5%
15 - 24	16.5%
25 - 34	17.6%
35 - 44	12.7%
45 - 54	11.7%
55 - 64	8.2%
65 - 74	5.2%
75 - 84	2.1%
85 +	0.5%
18 +	70.0%

### 2022 Population by Age

Total	38,590
0 - 4	8.7%
5 - 9	8.5%
10 - 14	7.7%
15 - 24	12.9%
25 - 34	17.9%
35 - 44	14.4%
45 - 54	10.1%
55 - 64	9.1%
65 - 74	6.5%
75 - 84	3.5%
85 +	0.9%
18 +	71.4%

### 2027 Population by Age

Total	39,418
0 - 4	8.8%
5 - 9	8.3%
10 - 14	7.8%
15 - 24	13.4%
25 - 34	16.0%
35 - 44	15.7%
45 - 54	9.9%
55 - 64	8.4%
65 - 74	6.9%
75 - 84	3.7%
85 +	1.1%
18 +	71.0%

### 2010 Population by Sex

Males	16,323
Females	17,356

### 2022 Population by Sex

Males	18,732
Females	19,858

### 2027 Population by Sex

Males	19,116
Females	20,302



# DEMOGRAPHIC PROFILE

## Copperas Cove, Texas – Primary Retail Trade Area

### 2010 Population by Race/Ethnicity

Total	33,680
White Alone	67.0%
Black Alone	17.3%
American Indian Alone	0.9%
Asian Alone	2.8%
Pacific Islander Alone	1.1%
Some Other Race Alone	4.1%
Two or More Races	6.8%
Hispanic Origin	15.2%
Diversity Index	63.9

### 2020 Population by Race/Ethnicity

Total	38,039
White Alone	55.6%
Black Alone	17.6%
American Indian Alone	0.9%
Asian Alone	2.9%
Pacific Islander Alone	2.2%
Some Other Race Alone	6.1%
Two or More Races	14.8%
Hispanic Origin	19.8%
Diversity Index	74.9

### 2022 Population by Race/Ethnicity

Total	38,591
White Alone	54.8%
Black Alone	17.9%
American Indian Alone	0.9%
Asian Alone	2.9%
Pacific Islander Alone	2.2%
Some Other Race Alone	6.3%
Two or More Races	15.1%
Hispanic Origin	20.1%
Diversity Index	75.6

### 2027 Population by Race/Ethnicity

Total	39,417
White Alone	52.5%
Black Alone	18.1%
American Indian Alone	0.8%
Asian Alone	3.1%
Pacific Islander Alone	2.3%
Some Other Race Alone	6.9%
Two or More Races	16.3%
Hispanic Origin	20.8%
Diversity Index	77.1

### 2010 Population by Relationship and Household Type

Total	33,679
In Households	99.3%
In Family Households	87.4%
Householder	27.0%
Spouse	19.7%
Child	35.2%
Other relative	3.1%
Nonrelative	2.5%
In Nonfamily Households	11.9%
In Group Quarters	0.7%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.2%

### 2022 Population 25+ by Educational Attainment

Total	24,022
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	5.3%
High School Graduate	22.1%
GED/Alternative Credential	5.5%
Some College, No Degree	29.4%
Associate Degree	15.8%
Bachelor's Degree	14.8%
Graduate/Professional Degree	5.9%



# DEMOGRAPHIC PROFILE

Copperas Cove, Texas – Primary Retail Trade Area

## 2022 Population 15+ by Marital Status

Total	28,994
Never Married	29.4%
Married	51.6%
Widowed	5.4%
Divorced	13.7%

## 2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	15,119
Population 16+ Employed	94.1%
Population 16+ Unemployment rate	5.9%
Population 16-24 Employed	13.6%
Population 16-24 Unemployment rate	10.8%
Population 25-54 Employed	71.8%
Population 25-54 Unemployment rate	5.8%
Population 55-64 Employed	10.9%
Population 55-64 Unemployment rate	2.1%
Population 65+ Employed	3.7%
Population 65+ Unemployment rate	0.0%

## 2022 Employed Population 16+ by Industry

Total	14,226
Agriculture/Mining	0.3%
Construction	5.7%
Manufacturing	3.5%
Wholesale Trade	1.6%
Retail Trade	12.2%
Transportation/Utilities	4.7%
Information	1.5%
Finance/Insurance/Real Estate	5.5%
Services	49.2%
Public Administration	15.9%

## 2022 Employed Population 16+ by Occupation

Total	14,229
White Collar	58.6%
Management/Business/Financial	14.3%
Professional	19.9%
Sales	9.2%
Administrative Support	15.2%
Services	20.3%
Blue Collar	21.1%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	6.4%
Production	2.1%
Transportation/Material Moving	7.6%



# DEMOGRAPHIC PROFILE

Copperas Cove, Texas – Primary Retail Trade Area

## 2010 Households by Type

Total	12,311
Households with 1 Person	21.3%
Households with 2+ People	78.7%
Family Households	73.8%
Husband-wife Families	53.9%
With Related Children	28.3%
Other Family (No Spouse Present)	19.9%
Other Family with Male Householder	4.2%
With Related Children	2.9%
Other Family with Female Householder	15.7%
With Related Children	11.9%
Nonfamily Households	4.9%
All Households with Children	43.6%
Multigenerational Households	4.2%
Unmarried Partner Households	5.7%
Male-female	5.1%
Same-sex	0.6%

## 2010 Households by Size

Total	12,312
1 Person Household	21.3%
2 Person Household	31.6%
3 Person Household	19.7%
4 Person Household	15.6%
5 Person Household	7.4%
6 Person Household	3.0%
7 + Person Household	1.5%

## 2010 Households by Tenure and Mortgage Status

Total	12,305
Owner Occupied	55.0%
Owned with a Mortgage/Loan	42.0%
Owned Free and Clear	13.1%
Renter Occupied	45.0%

## 2022 Affordability, Mortgage and Wealth

Housing Affordability Index	155
Percent of Income for Mortgage	13.2%
Wealth Index	53

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	13,567
Housing Units Inside Urbanized Area	93.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	6.5%

## 2010 Population By Urban/ Rural Status

Total Population	33,679
Population Inside Urbanized Area	93.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	7.0%





# ACKNOWLEDGMENTS

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All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. NaviRetail is a national retail consulting company based in Fort Worth, Texas.

Sources used in completing this study may include: infoUSA, Applied Geographic Solutions, Nielsen, Environmental Systems Research Institute, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data may include data provided by MapInfo, Nielsen, MapBox, Environmental Systems Research Institute, Google, and/or Microsoft Corporation.



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