

Is Killeen-Temple Outpacing Austin?

A demographic shift is reshaping the Texas housing market.

Swipe for insights →

THE DATA

3.7%

Population Growth Rate

Killeen-Temple MSA growth rate in 2025, according to the Dallas Fed.

Killeen-Temple's population is growing at a rate of 3.7% annually, significantly outpacing Austin’s 1.9%. This isn’t just about job creation—it reflects an emerging demographic trend that’s driving demand for single-family homes in a way that challenges traditional market dynamics.



Source: Dallas Fed · Published August 25, 2026

01

Young Families Are Moving In

The Killeen-Temple MSA is seeing a notable rise in young families (ages 25–40) moving into the region. This demographic shift is driven by the presence of Fort Cavazos and Baylor Scott & White, which offer stable employment and healthcare services. These families are seeking affordable, spacious homes—pushing single-family demand higher than in Austin.



02

Austin's Housing Market Is Stalling

While Austin’s housing market has cooled, Killeen-Temple is continuing to see robust growth. The difference lies in how the two markets are attracting buyers—Killeen-Temple is capturing a new buyer segment that’s less price-sensitive and more focused on lifestyle and family stability, unlike Austin’s tech-driven population.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Designated Broker, ALEX.RealEstate
Chair & CEO, ALEX

+1 713.591.9902 · diane@alex.realestate

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy