



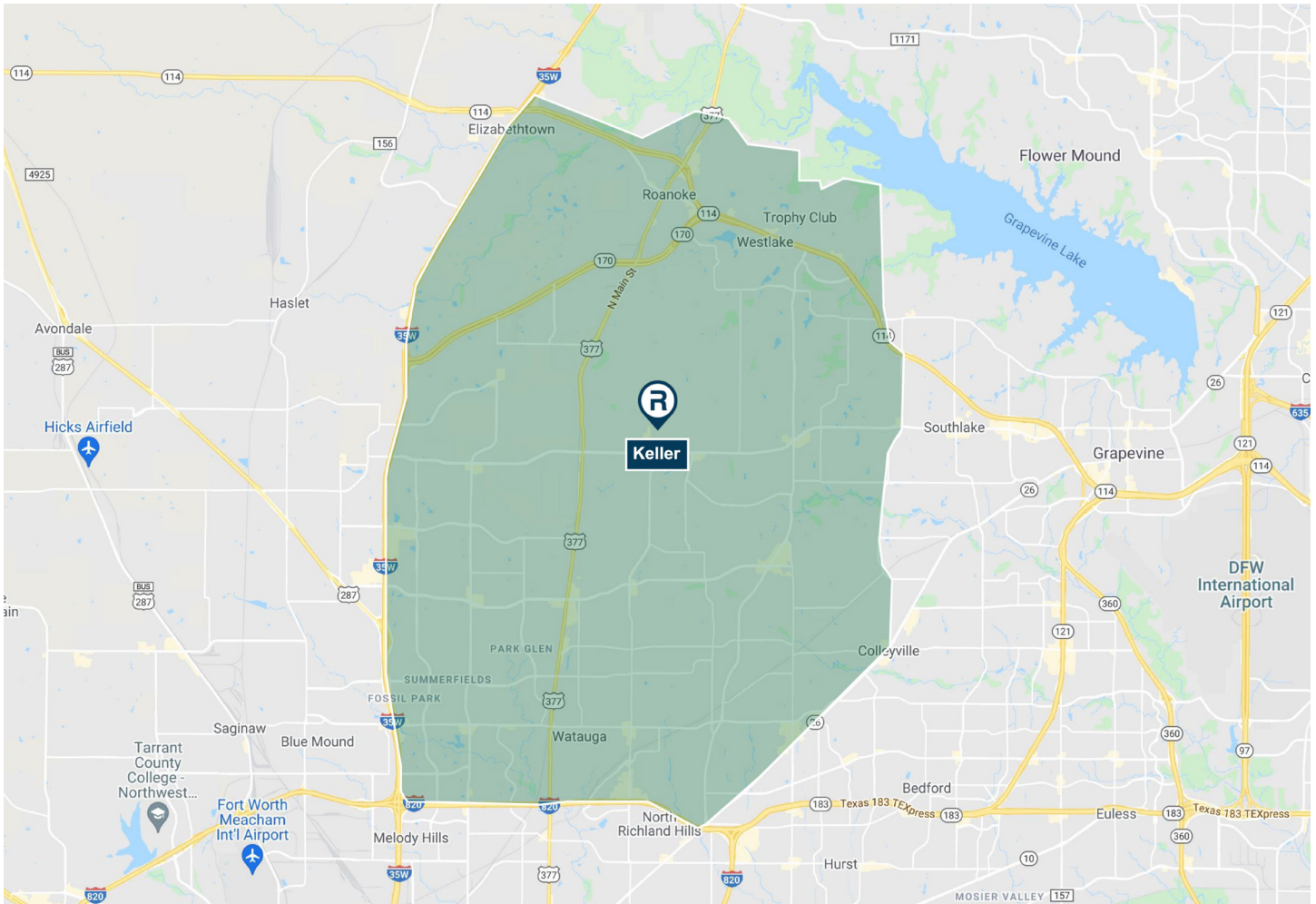
The**Retail**Coach.®

# Secondary Retail Trade Area Demographic Profile

KELLER, TEXAS

Prepared for City of Keller  
January 2022

# Secondary Retail Trade Area



Prepared for:



**City of Keller**  
Mary Meier Culver  
Economic Development Director

P.O. Box 770  
Keller, Texas 76244

Phone 817.743.4021  
Cell 817.296.1870  
mmeier@cityofkeller.com  
www.cityofkeller.com



# Secondary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	367,801	
2022 Estimate	344,374	
2010 Census	271,903	
2000 Census	164,633	
Growth 2022 - 2027		6.80%
Growth 2010 - 2022		26.65%
Growth 2000 - 2010		65.16%
<b>2022 Est. Population by Single-Classification Race</b>	<b>344,374</b>	
White Alone	254,805	73.99%
Black or African American Alone	31,039	9.01%
Amer. Indian and Alaska Native Alone	1,999	0.58%
Asian Alone	26,113	7.58%
Native Hawaiian and Other Pacific Island Alone	599	0.17%
Some Other Race Alone	16,318	4.74%
Two or More Races	13,502	3.92%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>344,374</b>	
Not Hispanic or Latino	283,367	82.28%
Hispanic or Latino	61,007	17.71%
Mexican	44,086	72.26%
Puerto Rican	4,728	7.75%
Cuban	1,081	1.77%
All Other Hispanic or Latino	11,111	18.21%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>61,007</b>	
White Alone	38,702	63.44%
Black or African American Alone	994	1.63%
American Indian and Alaska Native Alone	688	1.13%
Asian Alone	257	0.42%
Native Hawaiian and Other Pacific Islander Alone	83	0.14%
Some Other Race Alone	15,833	25.95%
Two or More Races	4,450	7.29%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>26,113</b>	
Chinese, except Taiwanese	2,176	8.33%
Filipino	2,671	10.23%
Japanese	135	0.52%
Asian Indian	5,641	21.60%
Korean	1,499	5.74%
Vietnamese	6,545	25.06%
Cambodian	261	1.00%
Hmong	274	1.05%
Laotian	1,530	5.86%
Thai	358	1.37%
All Other Asian Races Including 2+ Category	5,022	19.23%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>344,374</b>	
Arab	71	0.02%
Czech	2,264	0.66%
Danish	1,123	0.33%
Dutch	3,322	0.97%
English	27,375	7.95%
French (except Basque)	5,949	1.73%
French Canadian	1,391	0.40%
German	35,246	10.24%
Greek	1,069	0.31%
Hungarian	795	0.23%
Irish	28,541	8.29%
Italian	11,233	3.26%
Lithuanian	178	0.05%
United States or American	17,942	5.21%
Norwegian	2,878	0.84%
Polish	5,686	1.65%
Portuguese	875	0.25%
Russian	1,261	0.37%
Scottish	5,835	1.69%
Scotch-Irish	4,122	1.20%
Slovak	321	0.09%
Subsaharan African	2,381	0.69%
Swedish	2,496	0.73%
Swiss	561	0.16%
Ukrainian	458	0.13%
Welsh	1,636	0.48%
West Indian (except Hisp. groups)	556	0.16%
Other ancestries	115,625	33.58%
Ancestry Unclassified	63,183	18.35%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	264,035	81.87%
Speak Asian/Pacific Island Language at Home	13,516	4.19%
Speak IndoEuropean Language at Home	9,658	3.00%
Speak Spanish at Home	32,420	10.05%
Speak Other Language at Home	2,884	0.89%

# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>344,374</b>	
Age 0 - 4	21,861	6.35%
Age 5 - 9	23,355	6.78%
Age 10 - 14	25,521	7.41%
Age 15 - 17	15,849	4.60%
Age 18 - 20	14,240	4.13%
Age 21 - 24	18,781	5.45%
Age 25 - 34	47,636	13.83%
Age 35 - 44	44,332	12.87%
Age 45 - 54	47,911	13.91%
Age 55 - 64	43,754	12.71%
Age 65 - 74	26,761	7.77%
Age 75 - 84	11,094	3.22%
Age 85 and over	3,279	0.95%
Age 16 and over	268,429	77.95%
Age 18 and over	257,788	74.86%
Age 21 and over	243,548	70.72%
Age 65 and over	41,134	11.95%
2022 Est. Median Age		36.10
2022 Est. Average Age		37.07
<b>2022 Est. Population by Sex</b>	<b>344,374</b>	
Male	168,064	48.80%
Female	176,310	51.20%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>168,064</b>	
Age 0 - 4	11,271	6.71%
Age 5 - 9	11,956	7.11%
Age 10 - 14	13,029	7.75%
Age 15 - 17	8,031	4.78%
Age 18 - 20	7,306	4.35%
Age 21 - 24	9,498	5.65%
Age 25 - 34	23,222	13.82%
Age 35 - 44	21,023	12.51%
Age 45 - 54	22,969	13.67%
Age 55 - 64	21,290	12.67%
Age 65 - 74	12,484	7.43%
Age 75 - 84	4,813	2.86%
Age 85 and over	1,171	0.70%
2022 Est. Median Age, Male		34.87
2022 Est. Average Age, Male		36.24
<b>2022 Est. Female Population by Age</b>	<b>176,310</b>	
Age 0 - 4	10,590	6.01%
Age 5 - 9	11,399	6.46%
Age 10 - 14	12,492	7.08%
Age 15 - 17	7,818	4.43%
Age 18 - 20	6,934	3.93%
Age 21 - 24	9,282	5.26%
Age 25 - 34	24,413	13.85%
Age 35 - 44	23,310	13.22%
Age 45 - 54	24,942	14.15%
Age 55 - 64	22,463	12.74%
Age 65 - 74	14,276	8.10%
Age 75 - 84	6,282	3.56%
Age 85 and over	2,109	1.20%
2022 Est. Median Age, Female		37.23
2022 Est. Average Age, Female		37.86

# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	75,525	27.60%
Males, Never Married	38,866	14.20%
Females, Never Married	36,660	13.40%
Married, Spouse present	152,942	55.89%
Married, Spouse absent	8,779	3.21%
Widowed	9,750	3.56%
Males Widowed	1,696	0.62%
Females Widowed	8,054	2.94%
Divorced	26,641	9.74%
Males Divorced	10,394	3.80%
Females Divorced	16,247	5.94%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	4,824	2.15%
Some High School, no diploma	8,045	3.58%
High School Graduate (or GED)	42,063	18.71%
Some College, no degree	48,928	21.77%
Associate Degree	17,929	7.98%
Bachelor's Degree	71,218	31.68%
Master's Degree	25,311	11.26%
Professional School Degree	3,651	1.62%
Doctorate Degree	2,799	1.25%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	5,178	15.68%
High School Graduate	7,368	22.31%
Some College or Associate's Degree	10,525	31.87%
Bachelor's Degree or Higher	9,958	30.15%
<b>Households</b>		
2027 Projection	125,084	
2022 Estimate	117,718	
2010 Census	95,001	
2000 Census	55,841	
Growth 2022 - 2027		6.26%
Growth 2010 - 2022		23.91%
Growth 2000 - 2010		70.13%
<b>2022 Est. Households by Household Type</b>	<b>117,718</b>	
Family Households	90,724	77.07%
Nonfamily Households	26,994	22.93%
2022 Est. Group Quarters Population	868	
2022 Households by Ethnicity, Hispanic/Latino	16,033	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>117,718</b>	
Income < \$15,000	3,502	2.98%
Income \$15,000 - \$24,999	2,956	2.51%
Income \$25,000 - \$34,999	4,684	3.98%
Income \$35,000 - \$49,999	8,905	7.57%
Income \$50,000 - \$74,999	16,748	14.23%
Income \$75,000 - \$99,999	16,049	13.63%
Income \$100,000 - \$124,999	13,945	11.85%
Income \$125,000 - \$149,999	11,247	9.55%
Income \$150,000 - \$199,999	15,195	12.91%
Income \$200,000 - \$249,999	8,564	7.28%
Income \$250,000 - \$499,999	9,728	8.26%
Income \$500,000+	6,196	5.26%
2022 Est. Average Household Income		\$149,455
2022 Est. Median Household Income		\$110,270
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$113,511
Black or African American Alone		\$103,899
American Indian and Alaska Native Alone		\$91,496
Asian Alone		\$108,121
Native Hawaiian and Other Pacific Islander Alone		\$58,923
Some Other Race Alone		\$71,752
Two or More Races		\$105,952
Hispanic or Latino		\$92,411
Not Hispanic or Latino		\$113,231
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>90,724</b>	
Married-Couple Family, own children	40,464	44.60%
Married-Couple Family, no own children	33,930	37.40%
Male Householder, own children	2,698	2.97%
Male Householder, no own children	1,918	2.11%
Female Householder, own children	7,422	8.18%
Female Householder, no own children	4,292	4.73%
<b>2022 Est. Households by Household Size</b>	<b>117,718</b>	
1-person	21,320	18.11%
2-person	34,351	29.18%
3-person	22,713	19.29%
4-person	21,680	18.42%
5-person	11,286	9.59%
6-person	4,288	3.64%
7-or-more-person	2,081	1.77%
2022 Est. Average Household Size		2.92

# Secondary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>117,718</b>	
Households with 1 or More People under Age 18:	54,032	45.90%
Married-Couple Family	42,162	78.03%
Other Family, Male Householder	3,053	5.65%
Other Family, Female Householder	8,457	15.65%
Nonfamily, Male Householder	282	0.52%
Nonfamily, Female Householder	78	0.14%
<b>Households with No People under Age 18:</b>	<b>63,686</b>	
Married-Couple Family	32,240	50.62%
Other Family, Male Householder	1,549	2.43%
Other Family, Female Householder	3,270	5.13%
Nonfamily, Male Householder	12,528	19.67%
Nonfamily, Female Householder	14,099	22.14%
<b>2022 Est. Households by Number of Vehicles</b>	<b>117,718</b>	
No Vehicles	2,264	1.92%
1 Vehicle	26,963	22.91%
2 Vehicles	56,374	47.89%
3 Vehicles	22,220	18.88%
4 Vehicles	7,613	6.47%
5 or more Vehicles	2,284	1.94%
2022 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2027 Projection	96,367	
2022 Estimate	90,724	
2010 Census	73,604	
2000 Census	45,645	
Growth 2022 - 2027		6.22%
Growth 2010 - 2022		23.26%
Growth 2000 - 2010		61.25%
<b>2022 Est. Families by Poverty Status</b>	<b>90,724</b>	
2022 Families at or Above Poverty	87,696	96.66%
2022 Families at or Above Poverty with Children	45,924	50.62%
2022 Families Below Poverty	3,028	3.34%
2022 Families Below Poverty with Children	1,931	2.13%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	184,679	68.80%
Civilian Labor Force, Unemployed	7,422	2.77%
Armed Forces	248	0.09%
Not in Labor Force	76,080	28.34%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>184,506</b>	
For-Profit Private Workers	136,609	74.04%
Non-Profit Private Workers	10,747	5.83%
Local Government Workers	4,004	2.17%
State Government Workers	4,041	2.19%
Federal Government Workers	12,399	6.72%
Self-Employed Workers	16,454	8.92%
Unpaid Family Workers	251	0.14%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>184,506</b>	
Architect/Engineer	5,002	2.71%
Arts/Entertainment/Sports	2,778	1.51%
Building Grounds Maintenance	3,272	1.77%
Business/Financial Operations	15,322	8.30%
Community/Social Services	2,931	1.59%
Computer/Mathematical	7,858	4.26%
Construction/Extraction	4,666	2.53%
Education/Training/Library	13,596	7.37%
Farming/Fishing/Forestry	163	0.09%
Food Prep/Serving	9,213	4.99%
Health Practitioner/Technician	9,073	4.92%
Healthcare Support	2,929	1.59%
Maintenance Repair	6,265	3.40%
Legal	1,968	1.07%
Life/Physical/Social Science	886	0.48%
Management	27,082	14.68%
Office/Admin. Support	21,822	11.83%
Production	5,959	3.23%
Protective Services	3,239	1.76%
Sales/Related	21,728	11.78%
Personal Care/Service	4,977	2.70%
Transportation/Moving	13,778	7.47%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>184,506</b>	
White Collar	130,045	70.48%
Blue Collar	30,668	16.62%
Service and Farm	23,792	12.90%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>181,766</b>	
Drove Alone	150,519	82.81%
Car Pooled	13,381	7.36%
Public Transportation	480	0.26%
Walked	1,174	0.65%
Bicycle	249	0.14%
Other Means	1,871	1.03%
Worked at Home	14,091	7.75%

# Secondary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	30,002	
15 - 29 Minutes	59,022	
30 - 44 Minutes	48,169	
45 - 59 Minutes	19,106	
60 or more Minutes	12,668	
2022 Est. Avg Travel Time to Work in Minutes		31
2022 Est. Occupied Housing Units by Tenure	117,718	
Owner Occupied	88,626	75.29%
Renter Occupied	29,092	24.71%
2022 Owner Occ. HUs: Avg. Length of Residence		12.35%
2022 Renter Occ. HUs: Avg. Length of Residence		5.35%
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>117,718</b>	
Value Less than \$20,000	630	0.71%
Value \$20,000 - \$39,999	352	0.40%
Value \$40,000 - \$59,999	136	0.15%
Value \$60,000 - \$79,999	194	0.22%
Value \$80,000 - \$99,999	529	0.60%
Value \$100,000 - \$149,999	4,866	5.49%
Value \$150,000 - \$199,999	8,286	9.35%
Value \$200,000 - \$299,999	23,223	26.20%
Value \$300,000 - \$399,999	18,061	20.38%
Value \$400,000 - \$499,999	11,939	13.47%
Value \$500,000 - \$749,999	12,161	13.72%
Value \$750,000 - \$999,999	5,110	5.77%
Value \$1,000,000 or \$1,499,999	1,961	2.21%
Value \$1,500,000 or \$1,999,999	628	0.71%
Value \$2,000,000+	552	0.62%
2022 Est. Median All Owner-Occupied Housing Value		\$330,509
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	97,988	79.63%
1 Unit Attached	2,038	1.66%
2 Units	434	0.35%
3 or 4 Units	2,373	1.93%
5 to 19 Units	9,834	7.99%
20 to 49 Units	3,529	2.87%
50 or More Units	4,063	3.30%
Mobile Home or Trailer	2,741	2.23%
Boat, RV, Van, etc.	55	0.04%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	21,423	17.41%
Housing Units Built 2010 to 2014	7,652	6.22%
Housing Units Built 2000 to 2009	35,282	28.67%
Housing Units Built 1990 to 1999	24,466	19.88%
Housing Units Built 1980 to 1989	18,546	15.07%
Housing Units Built 1970 to 1979	11,088	9.01%
Housing Units Built 1960 to 1969	3,064	2.49%
Housing Units Built 1950 to 1959	919	0.75%
Housing Units Built 1940 to 1949	244	0.20%
Housing Unit Built 1939 or Earlier	372	0.30%
2022 Est. Median Year Structure Built		2001

# 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.





The **Retail**Coach®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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