



The**Retail**Coach.®

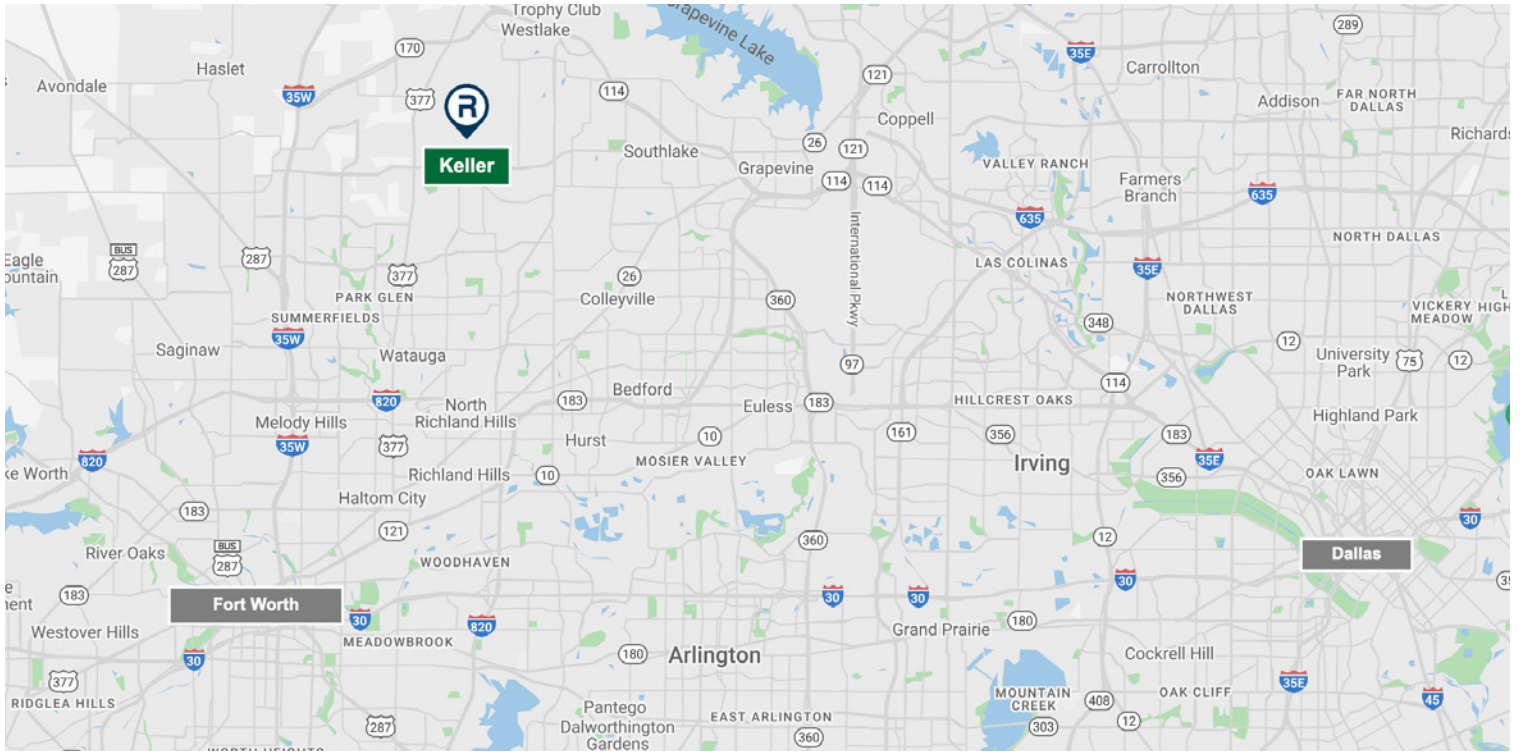
Community Demographic Profile

KELLER, TEXAS

Prepared for City of Keller
January 2023

Community • Demographic Snapshot

Keller, Texas



Population

2020	45,776	0 - 9 Years	10.88%
2023	46,454	10 - 17 Years	12.24%
2028	48,028	18 - 24 Years	9.55%

Educational Attainment (%)

Graduate or Professional Degree	19.31%	25 - 34 Years	13.86%
Bachelors Degree	38.93%	35 - 44 Years	9.27%
Associate Degree	7.23%	45 - 54 Years	14.55%
Some College	18.69%	55 - 64 Years	14.63%
High School Graduate (GED)	12.73%	65 and Older	15.03%
Some High School, No Degree	2.16%	Median Age	38.67
Less than 9th Grade	0.96%	Average Age	39.40

Income

Average HH	\$209,956
Median HH	\$158,918
Per Capita	\$72,730

Race Distribution (%)

White	75.41%
Black/African American	3.70%
American Indian/Alaskan	0.50%
Asian	7.37%
Native Hawaiian/Islander	0.11%
Other Race	2.81%
Two or More Races	10.10%
Hispanic	11.56%



Mary M. Culver, MPA
City of Keller

Director of Economic Development

P.O. Box 770
Keller, Texas 76244

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

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



Community • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	48,028	
2023 Estimate	46,454	
2020 Census	45,776	
2010 Census	40,156	
Growth 2023 - 2028		3.39%
Growth 2020 - 2023		1.48%
Growth 2010 - 2020		14.00%
2023 Est. Population by Single-Classification Race	46,454	
White Alone	35,033	75.41%
Black or African American Alone	1,717	3.70%
Amer. Indian and Alaska Native Alone	232	0.50%
Asian Alone	3,424	7.37%
Native Hawaiian and Other Pacific Island Alone	51	0.11%
Some Other Race Alone	1,304	2.81%
Two or More Races	4,693	10.10%
2023 Est. Population by Hispanic or Latino Origin	46,454	
Not Hispanic or Latino	41,082	88.44%
Hispanic or Latino	5,372	11.56%
Mexican	3,619	67.37%
Puerto Rican	258	4.80%
Cuban	412	7.67%
All Other Hispanic or Latino	1,083	20.16%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	5,372	
White Alone	1,526	28.41%
Black or African American Alone	41	0.76%
American Indian and Alaska Native Alone	71	1.32%
Asian Alone	36	0.67%
Native Hawaiian and Other Pacific Islander Alone	2	0.04%
Some Other Race Alone	1,014	18.88%
Two or More Races	2,682	49.93%
2023 Est. Pop by Race, Asian Alone, by Category	3,424	
Chinese, except Taiwanese	459	13.41%
Filipino	492	14.37%
Japanese	18	0.53%
Asian Indian	1,435	41.91%
Korean	190	5.55%
Vietnamese	330	9.64%
Cambodian	1	0.03%
Hmong	0	0.00%
Laotian	44	1.28%
Thai	76	2.22%
All Other Asian Races Including 2+ Category	379	11.07%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	46,454	
Arab	9	0.02%
Czech	507	1.09%
Danish	162	0.35%
Dutch	544	1.17%
English	4,091	8.81%
French (except Basque)	914	1.97%
French Canadian	173	0.37%
German	5,129	11.04%
Greek	226	0.49%
Hungarian	102	0.22%
Irish	4,349	9.36%
Italian	1,666	3.59%
Lithuanian	35	0.08%
United States or American	2,546	5.48%
Norwegian	648	1.39%
Polish	758	1.63%
Portuguese	60	0.13%
Russian	278	0.60%
Scottish	1,131	2.43%
Scotch-Irish	710	1.53%
Slovak	40	0.09%
Subsaharan African	216	0.47%
Swedish	442	0.95%
Swiss	129	0.28%
Ukrainian	110	0.24%
Welsh	225	0.48%
West Indian (except Hisp. groups)	39	0.08%
Other ancestries	13,737	29.57%
Ancestry Unclassified	7,478	16.10%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	38,119	86.31%
Speak Asian/Pacific Island Language at Home	1,318	2.98%
Speak IndoEuropean Language at Home	1,363	3.09%
Speak Spanish at Home	2,856	6.47%
Speak Other Language at Home	510	1.15%

Community • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	46,454	
Age 0 - 4	2,288	4.92%
Age 5 - 9	2,766	5.95%
Age 10 - 14	3,619	7.79%
Age 15 - 17	2,067	4.45%
Age 18 - 20	1,875	4.04%
Age 21 - 24	2,560	5.51%
Age 25 - 34	6,438	13.86%
Age 35 - 44	4,305	9.27%
Age 45 - 54	6,759	14.55%
Age 55 - 64	6,794	14.63%
Age 65 - 74	4,439	9.56%
Age 75 - 84	1,928	4.15%
Age 85 and over	616	1.33%
Age 16 and over	37,104	79.87%
Age 18 and over	35,714	76.88%
Age 21 and over	33,839	72.84%
Age 65 and over	6,983	15.03%
2023 Est. Median Age		38.67
2023 Est. Average Age		39.40
2023 Est. Population by Sex	46,454	
Male	22,476	48.38%
Female	23,978	51.62%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	22,476	
Age 0 - 4	1,168	5.20%
Age 5 - 9	1,410	6.27%
Age 10 - 14	1,776	7.90%
Age 15 - 17	1,025	4.56%
Age 18 - 20	952	4.24%
Age 21 - 24	1,296	5.77%
Age 25 - 34	3,192	14.20%
Age 35 - 44	1,964	8.74%
Age 45 - 54	3,229	14.37%
Age 55 - 64	3,295	14.66%
Age 65 - 74	2,111	9.39%
Age 75 - 84	846	3.76%
Age 85 and over	212	0.94%
2023 Est. Median Age, Male		36.98
2023 Est. Average Age, Male		38.60
2023 Est. Female Population by Age	23,978	
Age 0 - 4	1,120	4.67%
Age 5 - 9	1,356	5.66%
Age 10 - 14	1,843	7.69%
Age 15 - 17	1,042	4.35%
Age 18 - 20	923	3.85%
Age 21 - 24	1,264	5.27%
Age 25 - 34	3,246	13.54%
Age 35 - 44	2,341	9.76%
Age 45 - 54	3,530	14.72%
Age 55 - 64	3,499	14.59%
Age 65 - 74	2,328	9.71%
Age 75 - 84	1,082	4.51%
Age 85 and over	404	1.69%
2023 Est. Median Age, Female		40.19
2023 Est. Average Age, Female		40.10

Community • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,734	23.12%
Males, Never Married	4,317	11.43%
Females, Never Married	4,417	11.69%
Married, Spouse present	23,708	62.75%
Married, Spouse absent	1,417	3.75%
Widowed	1,291	3.42%
Males Widowed	286	0.76%
Females Widowed	1,005	2.66%
Divorced	2,631	6.96%
Males Divorced	978	2.59%
Females Divorced	1,653	4.37%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	300	0.96%
Some High School, no diploma	675	2.16%
High School Graduate (or GED)	3,981	12.73%
Some College, no degree	5,845	18.69%
Associate Degree	2,261	7.23%
Bachelor's Degree	12,177	38.93%
Master's Degree	4,589	14.67%
Professional School Degree	834	2.67%
Doctorate Degree	617	1.97%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	72	2.56%
High School Graduate	482	17.17%
Some College or Associate's Degree	970	34.56%
Bachelor's Degree or Higher	1,283	45.71%
Households		
2028 Projection	16,531	
2023 Estimate	15,977	
2020 Census	15,747	
2010 Census	13,715	
Growth 2023 - 2028		3.47%
Growth 2020 - 2023		1.46%
Growth 2010 - 2020		14.82%
2023 Est. Households by Household Type	15,977	
Family Households	13,084	81.89%
Nonfamily Households	2,893	18.11%
2023 Est. Group Quarters Population	332	
2023 Households by Ethnicity, Hispanic/Latino	1,249	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	15,977	
Income < \$15,000	549	3.44%
Income \$15,000 - \$24,999	288	1.80%
Income \$25,000 - \$34,999	471	2.95%
Income \$35,000 - \$49,999	850	5.32%
Income \$50,000 - \$74,999	1,182	7.40%
Income \$75,000 - \$99,999	1,537	9.62%
Income \$100,000 - \$124,999	1,428	8.94%
Income \$125,000 - \$149,999	1,236	7.74%
Income \$150,000 - \$199,999	2,362	14.78%
Income \$200,000 - \$249,999	1,562	9.78%
Income \$250,000 - \$499,999	2,511	15.72%
Income \$500,000+	2,001	12.52%
2023 Est. Average Household Income		\$209,956
2023 Est. Median Household Income		\$158,918
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$187,033
Black or African American Alone		\$190,657
American Indian and Alaska Native Alone		\$105,629
Asian Alone		\$193,464
Native Hawaiian and Other Pacific Islander Alone		\$83,880
Some Other Race Alone		\$69,649
Two or More Races		\$149,316
Hispanic or Latino		\$182,290
Not Hispanic or Latino		\$186,146
2023 Est. Family HH Type by Presence of Own Child.	13,084	
Married-Couple Family, own children	6,162	47.10%
Married-Couple Family, no own children	5,238	40.03%
Male Householder, own children	298	2.28%
Male Householder, no own children	211	1.61%
Female Householder, own children	746	5.70%
Female Householder, no own children	429	3.28%
2023 Est. Households by Household Size	15,977	
1-person	2,514	15.74%
2-person	5,348	33.47%
3-person	2,942	18.41%
4-person	3,581	22.41%
5-person	1,119	7.00%
6-person	382	2.39%
7-or-more-person	91	0.57%
2023 Est. Average Household Size		2.89

Community • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	15,977	
Households with 1 or More People under Age 18:	7,537	47.17%
Married-Couple Family	6,337	84.08%
Other Family, Male Householder	334	4.43%
Other Family, Female Householder	828	10.99%
Nonfamily, Male Householder	31	0.41%
Nonfamily, Female Householder	7	0.09%
Households with No People under Age 18:	8,440	
Married-Couple Family	5,067	60.04%
Other Family, Male Householder	173	2.05%
Other Family, Female Householder	346	4.10%
Nonfamily, Male Householder	1,186	14.05%
Nonfamily, Female Householder	1,668	19.76%
2023 Est. Households by Number of Vehicles	15,977	
No Vehicles	642	4.02%
1 Vehicle	2,918	18.26%
2 Vehicles	7,274	45.53%
3 Vehicles	3,524	22.06%
4 Vehicles	1,341	8.39%
5 or more Vehicles	278	1.74%
2023 Est. Average Number of Vehicles		2.2
Family Households		
2028 Projection	13,519	
2023 Estimate	13,084	
2010 Census	11,307	
Growth 2023 - 2028		3.33%
Growth 2010 - 2023		15.72%
2023 Est. Families by Poverty Status	13,084	
2023 Families at or Above Poverty	12,743	97.39%
2023 Families at or Above Poverty with Children	6,352	48.55%
2023 Families Below Poverty	341	2.61%
2023 Families Below Poverty with Children	295	2.25%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	23,789	64.11%
Civilian Labor Force, Unemployed	805	2.17%
Armed Forces	105	0.28%
Not in Labor Force	12,405	33.43%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	24,149	
For-Profit Private Workers	17,765	73.56%
Non-Profit Private Workers	1,211	5.01%
Local Government Workers	332	1.37%
State Government Workers	382	1.58%
Federal Government Workers	1,507	6.24%
Self-Employed Workers	2,871	11.89%
Unpaid Family Workers	81	0.34%
2023 Est. Civ. Employed Pop 16+ by Occupation	24,149	
Architect/Engineer	567	2.35%
Arts/Entertainment/Sports	272	1.13%
Building Grounds Maintenance	189	0.78%
Business/Financial Operations	2,117	8.77%
Community/Social Services	271	1.12%
Computer/Mathematical	1,234	5.11%
Construction/Extraction	467	1.93%
Education/Training/Library	1,670	6.91%
Farming/Fishing/Forestry	11	0.05%
Food Prep/Serving	815	3.37%
Health Practitioner/Technician	1,321	5.47%
Healthcare Support	365	1.51%
Maintenance Repair	488	2.02%
Legal	354	1.47%
Life/Physical/Social Science	143	0.59%
Management	5,115	21.18%
Office/Admin. Support	2,455	10.17%
Production	469	1.94%
Protective Services	291	1.20%
Sales/Related	3,670	15.20%
Personal Care/Service	554	2.29%
Transportation/Moving	1,311	5.43%
2023 Est. Pop 16+ by Occupation Classification	24,149	
White Collar	19,189	79.46%
Blue Collar	2,735	11.33%
Service and Farm	2,225	9.21%
2023 Est. Workers Age 16+ by Transp. to Work	23,963	
Drove Alone	18,656	77.85%
Car Pooled	1,388	5.79%
Public Transportation	55	0.23%
Walked	186	0.78%
Bicycle	24	0.10%
Other Means	292	1.22%
Worked at Home	3,362	14.03%

Community • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,210	
15 - 29 Minutes	7,455	
30 - 44 Minutes	5,534	
45 - 59 Minutes	2,488	
60 or more Minutes	1,455	
2023 Est. Avg Travel Time to Work in Minutes		32
2023 Est. Occupied Housing Units by Tenure	15,977	
Owner Occupied	13,138	82.23%
Renter Occupied	2,839	17.77%
2023 Owner Occ. HUs: Avg. Length of Residence		12.80 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.70 [†]
2023 Est. Owner-Occupied Housing Units by Value	15,977	
Value Less than \$20,000	7	0.05%
Value \$20,000 - \$39,999	18	0.14%
Value \$40,000 - \$59,999	29	0.22%
Value \$60,000 - \$79,999	8	0.06%
Value \$80,000 - \$99,999	23	0.18%
Value \$100,000 - \$149,999	121	0.92%
Value \$150,000 - \$199,999	262	1.99%
Value \$200,000 - \$299,999	869	6.61%
Value \$300,000 - \$399,999	2,455	18.69%
Value \$400,000 - \$499,999	2,384	18.15%
Value \$500,000 - \$749,999	3,951	30.07%
Value \$750,000 - \$999,999	1,669	12.70%
Value \$1,000,000 or \$1,499,999	767	5.84%
Value \$1,500,000 or \$1,999,999	267	2.03%
Value \$2,000,000+	308	2.34%
2023 Est. Median All Owner-Occupied Housing Value		\$518,964
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	14,147	85.87%
1 Unit Attached	142	0.86%
2 Units	43	0.26%
3 or 4 Units	396	2.40%
5 to 19 Units	784	4.76%
20 to 49 Units	21	0.13%
50 or More Units	815	4.95%
Mobile Home or Trailer	118	0.72%
Boat, RV, Van, etc.	8	0.05%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,365	8.29%
Housing Units Built 2010 to 2014	929	5.64%
Housing Units Built 2000 to 2009	5,014	30.44%
Housing Units Built 1990 to 1999	4,544	27.58%
Housing Units Built 1980 to 1989	2,385	14.48%
Housing Units Built 1970 to 1979	1,577	9.57%
Housing Units Built 1960 to 1969	498	3.02%
Housing Units Built 1950 to 1959	60	0.36%
Housing Units Built 1940 to 1949	5	0.03%
Housing Unit Built 1939 or Earlier	97	0.59%
2023 Est. Median Year Structure Built		1998

[†] Years

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**RetailCoach**.®

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.

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