



The **Retail** Coach.®

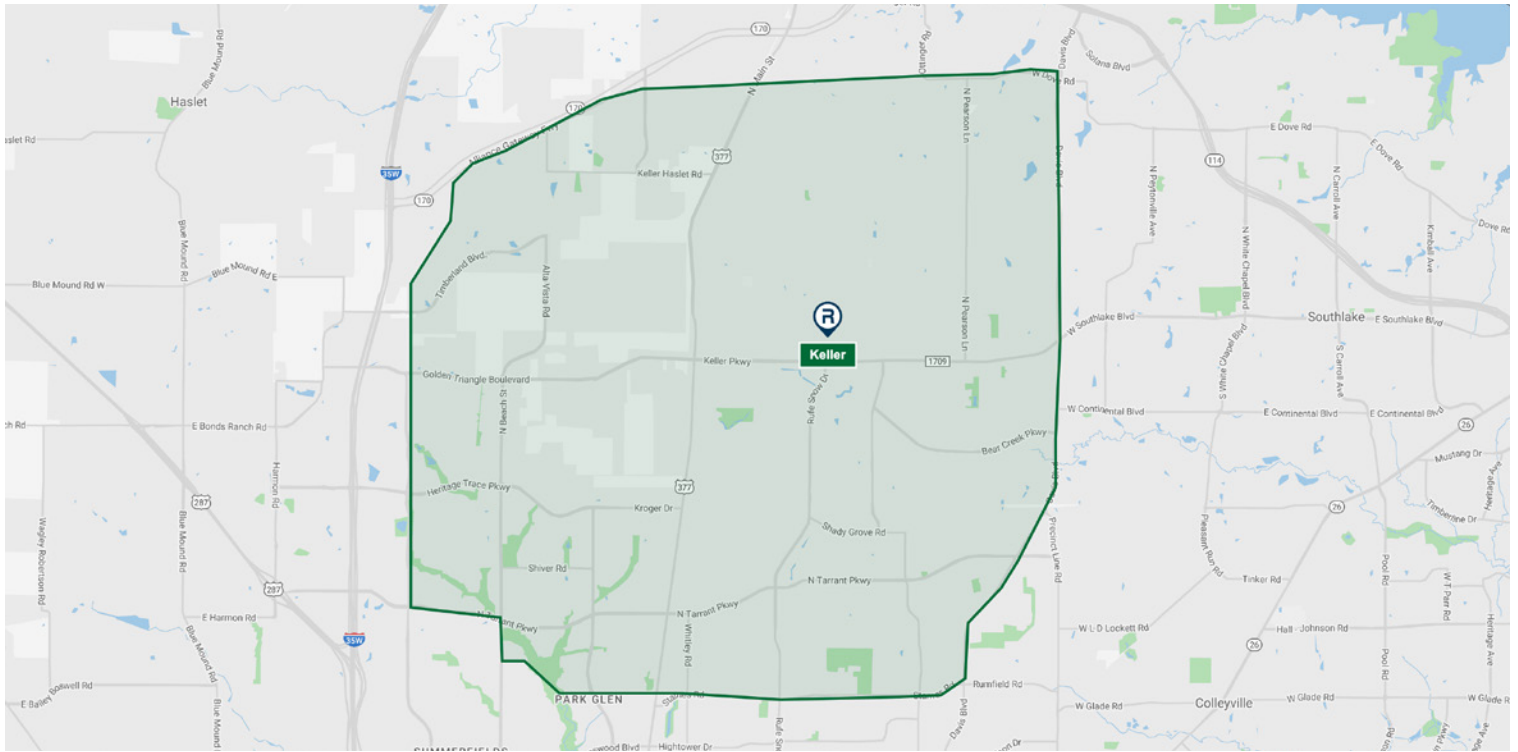
Primary Retail Trade Area Demographic Profile

KELLER, TEXAS

Prepared for City of Keller
January 2023

Primary Retail Trade Area • Demographic Snapshot

Keller, Texas



Population

2020	147,978
2023	151,901
2028	158,045

Educational Attainment (%)

Graduate or Professional Degree	15.16%
Bachelors Degree	35.84%
Associate Degree	7.68%
Some College	21.23%
High School Graduate (GED)	16.36%
Some High School, No Degree	2.55%
Less than 9th Grade	1.17%

Income

Average HH	\$169,028
Median HH	\$131,266
Per Capita	\$55,411

Age

0 - 9 Years	14.48%
10 - 17 Years	12.59%
18 - 24 Years	9.26%
25 - 34 Years	14.22%
35 - 44 Years	13.29%
45 - 54 Years	13.64%
55 - 64 Years	11.91%
65 and Older	10.62%
Median Age	34.62
Average Age	35.84

Race Distribution (%)

White	65.87%
Black/African American	7.67%
American Indian/Alaskan	0.59%
Asian	8.18%
Native Hawaiian/Islander	0.22%
Other Race	4.91%
Two or More Races	12.56%
Hispanic	17.15%



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Primary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	158,045	
2023 Estimate	151,901	
2020 Census	147,978	
2010 Census	121,348	
Growth 2023 - 2028		4.04%
Growth 2020 - 2023		2.65%
Growth 2010 - 2020		21.94%
2023 Est. Population by Single-Classification Race	151,901	
White Alone	100,051	65.87%
Black or African American Alone	11,644	7.67%
Amer. Indian and Alaska Native Alone	900	0.59%
Asian Alone	12,431	8.18%
Native Hawaiian and Other Pacific Island Alone	340	0.22%
Some Other Race Alone	7,462	4.91%
Two or More Races	19,074	12.56%
2023 Est. Population by Hispanic or Latino Origin	151,901	
Not Hispanic or Latino	125,844	82.85%
Hispanic or Latino	26,057	17.15%
Mexican	17,089	65.58%
Puerto Rican	2,349	9.02%
Cuban	1,360	5.22%
All Other Hispanic or Latino	5,258	20.18%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	26,057	
White Alone	6,640	25.48%
Black or African American Alone	350	1.34%
American Indian and Alaska Native Alone	410	1.57%
Asian Alone	158	0.61%
Native Hawaiian and Other Pacific Islander Alone	18	0.07%
Some Other Race Alone	6,421	24.64%
Two or More Races	12,060	46.28%
2023 Est. Pop by Race, Asian Alone, by Category	12,431	
Chinese, except Taiwanese	900	7.24%
Filipino	1,409	11.34%
Japanese	30	0.24%
Asian Indian	3,411	27.44%
Korean	790	6.36%
Vietnamese	2,101	16.90%
Cambodian	64	0.52%
Hmong	36	0.29%
Laotian	839	6.75%
Thai	276	2.22%
All Other Asian Races Including 2+ Category	2,574	20.71%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	151,901	
Arab	22	0.02%
Czech	1,193	0.79%
Danish	370	0.24%
Dutch	1,427	0.94%
English	11,807	7.77%
French (except Basque)	2,234	1.47%
French Canadian	392	0.26%
German	15,236	10.03%
Greek	771	0.51%
Hungarian	270	0.18%
Irish	11,918	7.85%
Italian	5,292	3.48%
Lithuanian	38	0.03%
United States or American	8,113	5.34%
Norwegian	1,298	0.86%
Polish	2,524	1.66%
Portuguese	275	0.18%
Russian	733	0.48%
Scottish	2,774	1.83%
Scotch-Irish	1,706	1.12%
Slovak	99	0.07%
Subsaharan African	816	0.54%
Swedish	1,299	0.86%
Swiss	454	0.30%
Ukrainian	297	0.20%
Welsh	525	0.35%
West Indian (except Hisp. groups)	99	0.07%
Other ancestries	49,795	32.78%
Ancestry Unclassified	30,125	19.83%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	116,908	82.74%
Speak Asian/Pacific Island Language at Home	5,655	4.00%
Speak IndoEuropean Language at Home	4,637	3.28%
Speak Spanish at Home	12,741	9.02%
Speak Other Language at Home	1,349	0.96%

Primary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	151,901	
Age 0 - 4	10,610	6.99%
Age 5 - 9	11,391	7.50%
Age 10 - 14	12,263	8.07%
Age 15 - 17	6,854	4.51%
Age 18 - 20	6,114	4.03%
Age 21 - 24	7,947	5.23%
Age 25 - 34	21,594	14.22%
Age 35 - 44	20,189	13.29%
Age 45 - 54	20,717	13.64%
Age 55 - 64	18,095	11.91%
Age 65 - 74	10,420	6.86%
Age 75 - 84	4,438	2.92%
Age 85 and over	1,267	0.83%
Age 16 and over	115,384	75.96%
Age 18 and over	110,782	72.93%
Age 21 and over	104,668	68.90%
Age 65 and over	16,126	10.62%
2023 Est. Median Age		34.62
2023 Est. Average Age		35.84
2023 Est. Population by Sex	151,901	
Male	73,932	48.67%
Female	77,969	51.33%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	73,932	
Age 0 - 4	5,405	7.31%
Age 5 - 9	5,770	7.80%
Age 10 - 14	6,224	8.42%
Age 15 - 17	3,471	4.70%
Age 18 - 20	3,139	4.25%
Age 21 - 24	4,037	5.46%
Age 25 - 34	10,371	14.03%
Age 35 - 44	9,473	12.81%
Age 45 - 54	9,960	13.47%
Age 55 - 64	8,874	12.00%
Age 65 - 74	4,872	6.59%
Age 75 - 84	1,896	2.56%
Age 85 and over	438	0.59%
2023 Est. Median Age, Male		33.57
2023 Est. Average Age, Male		35.08
2023 Est. Female Population by Age	77,969	
Age 0 - 4	5,205	6.68%
Age 5 - 9	5,621	7.21%
Age 10 - 14	6,039	7.75%
Age 15 - 17	3,382	4.34%
Age 18 - 20	2,975	3.82%
Age 21 - 24	3,911	5.02%
Age 25 - 34	11,223	14.39%
Age 35 - 44	10,715	13.74%
Age 45 - 54	10,756	13.80%
Age 55 - 64	9,220	11.83%
Age 65 - 74	5,548	7.12%
Age 75 - 84	2,542	3.26%
Age 85 and over	830	1.06%
2023 Est. Median Age, Female		35.58
2023 Est. Average Age, Female		36.55

Primary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	29,355	24.95%
Males, Never Married	15,028	12.78%
Females, Never Married	14,327	12.18%
Married, Spouse present	70,188	59.67%
Married, Spouse absent	4,244	3.61%
Widowed	3,602	3.06%
Males Widowed	753	0.64%
Females Widowed	2,849	2.42%
Divorced	10,247	8.71%
Males Divorced	3,671	3.12%
Females Divorced	6,576	5.59%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,131	1.17%
Some High School, no diploma	2,469	2.55%
High School Graduate (or GED)	15,825	16.36%
Some College, no degree	20,537	21.23%
Associate Degree	7,428	7.68%
Bachelor's Degree	34,664	35.84%
Master's Degree	11,738	12.14%
Professional School Degree	1,511	1.56%
Doctorate Degree	1,418	1.47%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	895	7.12%
High School Graduate	2,630	20.94%
Some College or Associate's Degree	4,092	32.58%
Bachelor's Degree or Higher	4,945	39.37%
Households		
2028 Projection	51,430	
2023 Estimate	49,565	
2020 Census	48,511	
2010 Census	40,061	
Growth 2023 - 2028		3.76%
Growth 2020 - 2023		2.17%
Growth 2010 - 2020		21.09%
2023 Est. Households by Household Type	49,565	
Family Households	40,759	82.23%
Nonfamily Households	8,806	17.77%
2023 Est. Group Quarters Population	706	
2023 Households by Ethnicity, Hispanic/Latino	5,947	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	49,565	
Income < \$15,000	1,257	2.54%
Income \$15,000 - \$24,999	1,096	2.21%
Income \$25,000 - \$34,999	1,389	2.80%
Income \$35,000 - \$49,999	2,587	5.22%
Income \$50,000 - \$74,999	4,995	10.08%
Income \$75,000 - \$99,999	6,457	13.03%
Income \$100,000 - \$124,999	5,669	11.44%
Income \$125,000 - \$149,999	5,085	10.26%
Income \$150,000 - \$199,999	8,086	16.31%
Income \$200,000 - \$249,999	4,629	9.34%
Income \$250,000 - \$499,999	5,297	10.69%
Income \$500,000+	3,019	6.09%
2023 Est. Average Household Income		\$169,028
2023 Est. Median Household Income		\$131,266
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$134,126
Black or African American Alone		\$130,622
American Indian and Alaska Native Alone		\$99,437
Asian Alone		\$118,156
Native Hawaiian and Other Pacific Islander Alone		\$59,675
Some Other Race Alone		\$102,384
Two or More Races		\$143,172
Hispanic or Latino		\$125,412
Not Hispanic or Latino		\$132,257
2023 Est. Family HH Type by Presence of Own Child.	40,759	
Married-Couple Family, own children	20,736	50.88%
Married-Couple Family, no own children	13,843	33.96%
Male Householder, own children	1,115	2.74%
Male Householder, no own children	655	1.61%
Female Householder, own children	2,930	7.19%
Female Householder, no own children	1,479	3.63%
2023 Est. Households by Household Size	49,565	
1-person	7,047	14.22%
2-person	15,540	31.35%
3-person	10,302	20.78%
4-person	11,014	22.22%
5-person	3,797	7.66%
6-person	1,224	2.47%
7-or-more-person	641	1.29%
2023 Est. Average Household Size		3.05

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Keller, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	49,565	
Households with 1 or More People under Age 18:	26,066	52.59%
Married-Couple Family	21,387	82.05%
Other Family, Male Householder	1,264	4.85%
Other Family, Female Householder	3,283	12.60%
Nonfamily, Male Householder	109	0.42%
Nonfamily, Female Householder	24	0.09%
Households with No People under Age 18:	23,499	
Married-Couple Family	13,201	56.18%
Other Family, Male Householder	505	2.15%
Other Family, Female Householder	1,116	4.75%
Nonfamily, Male Householder	3,863	16.44%
Nonfamily, Female Householder	4,813	20.48%
2023 Est. Households by Number of Vehicles	49,565	
No Vehicles	1,086	2.19%
1 Vehicle	9,526	19.22%
2 Vehicles	25,790	52.03%
3 Vehicles	8,950	18.06%
4 Vehicles	3,270	6.60%
5 or more Vehicles	943	1.90%
2023 Est. Average Number of Vehicles		2.2
Family Households		
2028 Projection	42,220	
2023 Estimate	40,759	
2010 Census	33,171	
Growth 2023 - 2028		3.58%
Growth 2010 - 2023		22.87%
2023 Est. Families by Poverty Status	40,759	
2023 Families at or Above Poverty	39,614	97.19%
2023 Families at or Above Poverty with Children	21,990	53.95%
2023 Families Below Poverty	1,145	2.81%
2023 Families Below Poverty with Children	855	2.10%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	78,857	68.34%
Civilian Labor Force, Unemployed	3,329	2.88%
Armed Forces	146	0.13%
Not in Labor Force	33,052	28.64%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	79,809	
For-Profit Private Workers	58,819	73.70%
Non-Profit Private Workers	3,658	4.58%
Local Government Workers	2,264	2.84%
State Government Workers	2,285	2.86%
Federal Government Workers	5,558	6.96%
Self-Employed Workers	7,066	8.85%
Unpaid Family Workers	160	0.20%
2023 Est. Civ. Employed Pop 16+ by Occupation	79,809	
Architect/Engineer	2,585	3.24%
Arts/Entertainment/Sports	762	0.96%
Building Grounds Maintenance	1,014	1.27%
Business/Financial Operations	7,272	9.11%
Community/Social Services	963	1.21%
Computer/Mathematical	3,516	4.41%
Construction/Extraction	1,346	1.69%
Education/Training/Library	5,900	7.39%
Farming/Fishing/Forestry	15	0.02%
Food Prep/Serving	3,642	4.56%
Health Practitioner/Technician	4,319	5.41%
Healthcare Support	992	1.24%
Maintenance Repair	2,405	3.01%
Legal	1,215	1.52%
Life/Physical/Social Science	413	0.52%
Management	14,060	17.62%
Office/Admin. Support	8,498	10.65%
Production	2,417	3.03%
Protective Services	1,361	1.71%
Sales/Related	9,643	12.08%
Personal Care/Service	2,076	2.60%
Transportation/Moving	5,398	6.76%
2023 Est. Pop 16+ by Occupation Classification	79,809	
White Collar	59,144	74.11%
Blue Collar	11,566	14.49%
Service and Farm	9,100	11.40%
2023 Est. Workers Age 16+ by Transp. to Work	78,919	
Drove Alone	64,099	81.22%
Car Pooled	4,774	6.05%
Public Transportation	246	0.31%
Walked	452	0.57%
Bicycle	48	0.06%
Other Means	698	0.89%
Worked at Home	8,602	10.90%

Primary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	10,661	
15 - 29 Minutes	22,618	
30 - 44 Minutes	21,993	
45 - 59 Minutes	8,148	
60 or more Minutes	5,930	
2023 Est. Avg Travel Time to Work in Minutes		33
2023 Est. Occupied Housing Units by Tenure	49,565	
Owner Occupied	39,849	80.40%
Renter Occupied	9,716	19.60%
2023 Owner Occ. HUs: Avg. Length of Residence		11.47 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.23 [†]
2023 Est. Owner-Occupied Housing Units by Value	49,565	
Value Less than \$20,000	124	0.31%
Value \$20,000 - \$39,999	104	0.26%
Value \$40,000 - \$59,999	97	0.24%
Value \$60,000 - \$79,999	26	0.07%
Value \$80,000 - \$99,999	37	0.09%
Value \$100,000 - \$149,999	405	1.02%
Value \$150,000 - \$199,999	1,356	3.40%
Value \$200,000 - \$299,999	8,774	22.02%
Value \$300,000 - \$399,999	11,611	29.14%
Value \$400,000 - \$499,999	6,334	15.90%
Value \$500,000 - \$749,999	6,875	17.25%
Value \$750,000 - \$999,999	2,346	5.89%
Value \$1,000,000 or \$1,499,999	953	2.39%
Value \$1,500,000 or \$1,999,999	396	0.99%
Value \$2,000,000+	409	1.03%
2023 Est. Median All Owner-Occupied Housing Value		\$375,249
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	44,013	86.30%
1 Unit Attached	804	1.58%
2 Units	80	0.16%
3 or 4 Units	1,033	2.02%
5 to 19 Units	1,403	2.75%
20 to 49 Units	943	1.85%
50 or More Units	1,627	3.19%
Mobile Home or Trailer	1,090	2.14%
Boat, RV, Van, etc.	8	0.02%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,798	9.41%
Housing Units Built 2010 to 2014	4,015	7.87%
Housing Units Built 2000 to 2009	24,003	47.06%
Housing Units Built 1990 to 1999	8,940	17.53%
Housing Units Built 1980 to 1989	5,698	11.17%
Housing Units Built 1970 to 1979	2,489	4.88%
Housing Units Built 1960 to 1969	716	1.40%
Housing Units Built 1950 to 1959	134	0.26%
Housing Units Built 1940 to 1949	92	0.18%
Housing Unit Built 1939 or Earlier	116	0.23%
2023 Est. Median Year Structure Built		2003

[†] 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.



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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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