



The**Retail**Coach.®

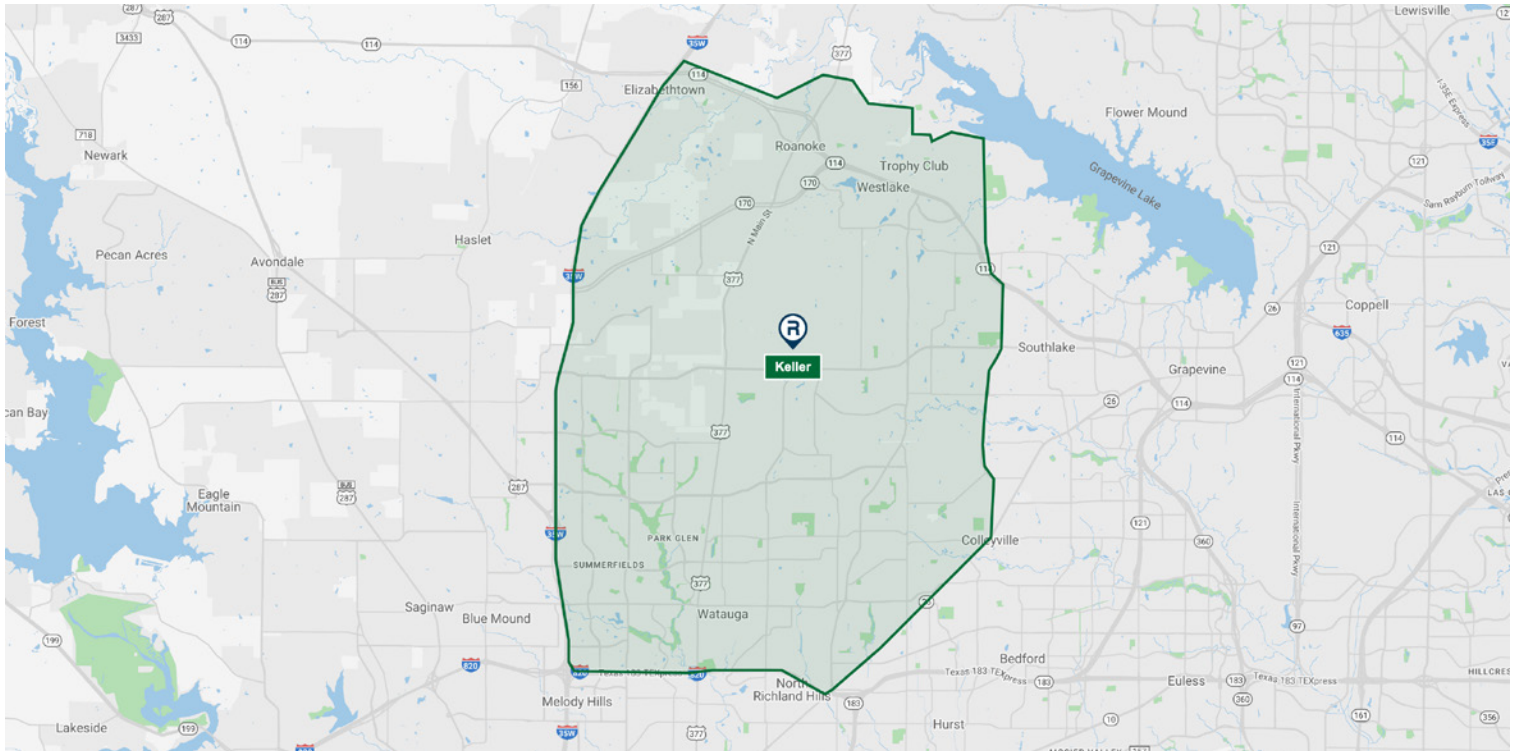
# Secondary Retail Trade Area Demographic Profile

KELLER, TEXAS

Prepared for City of Keller  
January 2023

# Secondary Retail Trade Area • Demographic Snapshot

## Keller, Texas



### Population

2020	325,464
2023	335,499
2028	350,272

### Educational Attainment (%)

Graduate or Professional Degree	13.84%
Bachelors Degree	31.61%
Associate Degree	8.21%
Some College	21.93%
High School Graduate (GED)	19.01%
Some High School, No Degree	3.48%
Less than 9th Grade	1.92%

### Income

Average HH	\$148,743
Median HH	\$110,196
Per Capita	\$52,037

### Age

0 - 9 Years	13.06%
10 - 17 Years	12.06%
18 - 24 Years	9.20%
25 - 34 Years	14.13%
35 - 44 Years	13.19%
45 - 54 Years	13.61%
55 - 64 Years	12.39%
65 and Older	12.36%
Median Age	36.15
Average Age	37.19

### Race Distribution (%)

White	63.54%
Black/African American	8.15%
American Indian/Alaskan	0.69%
Asian	8.52%
Native Hawaiian/Islander	0.27%
Other Race	6.17%
Two or More Races	12.66%
Hispanic	19.20%



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# Secondary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	350,272	
2023 Estimate	335,499	
2020 Census	325,464	
2010 Census	271,051	
Growth 2023 - 2028		4.40%
Growth 2020 - 2023		3.08%
Growth 2010 - 2020		20.07%
<b>2023 Est. Population by Single-Classification Race</b>	<b>335,499</b>	
White Alone	213,165	63.54%
Black or African American Alone	27,334	8.15%
Amer. Indian and Alaska Native Alone	2,317	0.69%
Asian Alone	28,599	8.52%
Native Hawaiian and Other Pacific Island Alone	907	0.27%
Some Other Race Alone	20,692	6.17%
Two or More Races	42,484	12.66%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>335,499</b>	
Not Hispanic or Latino	271,091	80.80%
Hispanic or Latino	64,408	19.20%
Mexican	44,703	69.41%
Puerto Rican	5,182	8.05%
Cuban	2,027	3.15%
All Other Hispanic or Latino	12,496	19.40%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>64,408</b>	
White Alone	15,777	24.50%
Black or African American Alone	846	1.31%
American Indian and Alaska Native Alone	1,149	1.78%
Asian Alone	337	0.52%
Native Hawaiian and Other Pacific Islander Alone	49	0.08%
Some Other Race Alone	18,589	28.86%
Two or More Races	27,661	42.95%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>28,599</b>	
Chinese, except Taiwanese	2,255	7.88%
Filipino	2,472	8.64%
Japanese	389	1.36%
Asian Indian	7,376	25.79%
Korean	1,580	5.53%
Vietnamese	6,146	21.49%
Cambodian	248	0.87%
Hmong	109	0.38%
Laotian	1,899	6.64%
Thai	401	1.40%
All Other Asian Races Including 2+ Category	5,726	20.02%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>335,499</b>	
Arab	59	0.02%
Czech	2,522	0.75%
Danish	1,040	0.31%
Dutch	3,120	0.93%
English	25,492	7.60%
French (except Basque)	5,436	1.62%
French Canadian	1,100	0.33%
German	33,915	10.11%
Greek	1,211	0.36%
Hungarian	543	0.16%
Irish	26,761	7.98%
Italian	11,169	3.33%
Lithuanian	80	0.02%
United States or American	16,855	5.02%
Norwegian	2,860	0.85%
Polish	4,993	1.49%
Portuguese	584	0.17%
Russian	1,169	0.35%
Scottish	5,677	1.69%
Scotch-Irish	3,838	1.14%
Slovak	227	0.07%
Subsaharan African	2,553	0.76%
Swedish	2,382	0.71%
Swiss	776	0.23%
Ukrainian	349	0.10%
Welsh	1,638	0.49%
West Indian (except Hisp. groups)	365	0.11%
Other ancestries	115,170	34.33%
Ancestry Unclassified	63,617	18.96%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	254,695	81.01%
Speak Asian/Pacific Island Language at Home	12,558	3.99%
Speak IndoEuropean Language at Home	11,066	3.52%
Speak Spanish at Home	32,910	10.47%
Speak Other Language at Home	3,179	1.01%

# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>335,499</b>	
Age 0 - 4	21,090	6.29%
Age 5 - 9	22,741	6.78%
Age 10 - 14	25,470	7.59%
Age 15 - 17	14,997	4.47%
Age 18 - 20	13,382	3.99%
Age 21 - 24	17,467	5.21%
Age 25 - 34	47,419	14.13%
Age 35 - 44	44,244	13.19%
Age 45 - 54	45,676	13.61%
Age 55 - 64	41,552	12.39%
Age 65 - 74	26,689	7.96%
Age 75 - 84	11,538	3.44%
Age 85 and over	3,233	0.96%
Age 16 and over	261,273	77.88%
Age 18 and over	251,200	74.87%
Age 21 and over	237,819	70.89%
Age 65 and over	41,460	12.36%
2023 Est. Median Age		36.15
2023 Est. Average Age		37.19
<b>2023 Est. Population by Sex</b>	<b>335,499</b>	
Male	163,575	48.76%
Female	171,925	51.25%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>163,575</b>	
Age 0 - 4	10,790	6.60%
Age 5 - 9	11,618	7.10%
Age 10 - 14	13,060	7.98%
Age 15 - 17	7,585	4.64%
Age 18 - 20	6,843	4.18%
Age 21 - 24	8,802	5.38%
Age 25 - 34	23,116	14.13%
Age 35 - 44	21,059	12.87%
Age 45 - 54	21,917	13.40%
Age 55 - 64	20,204	12.35%
Age 65 - 74	12,426	7.60%
Age 75 - 84	4,992	3.05%
Age 85 and over	1,164	0.71%
2023 Est. Median Age, Male		34.99
2023 Est. Average Age, Male		36.35
<b>2023 Est. Female Population by Age</b>	<b>171,925</b>	
Age 0 - 4	10,301	5.99%
Age 5 - 9	11,124	6.47%
Age 10 - 14	12,410	7.22%
Age 15 - 17	7,412	4.31%
Age 18 - 20	6,539	3.80%
Age 21 - 24	8,665	5.04%
Age 25 - 34	24,303	14.14%
Age 35 - 44	23,185	13.49%
Age 45 - 54	23,759	13.82%
Age 55 - 64	21,348	12.42%
Age 65 - 74	14,263	8.30%
Age 75 - 84	6,546	3.81%
Age 85 and over	2,069	1.20%
2023 Est. Median Age, Female		37.23
2023 Est. Average Age, Female		37.98

# Secondary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	72,913	27.39%
Males, Never Married	38,283	14.38%
Females, Never Married	34,630	13.01%
Married, Spouse present	148,002	55.60%
Married, Spouse absent	9,643	3.62%
Widowed	8,673	3.26%
Males Widowed	1,777	0.67%
Females Widowed	6,896	2.59%
Divorced	26,966	10.13%
Males Divorced	10,219	3.84%
Females Divorced	16,747	6.29%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	4,237	1.92%
Some High School, no diploma	7,659	3.48%
High School Graduate (or GED)	41,893	19.01%
Some College, no degree	48,331	21.93%
Associate Degree	18,093	8.21%
Bachelor's Degree	69,647	31.61%
Master's Degree	24,084	10.93%
Professional School Degree	3,740	1.70%
Doctorate Degree	2,668	1.21%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	4,641	14.17%
High School Graduate	7,791	23.78%
Some College or Associate's Degree	10,589	32.32%
Bachelor's Degree or Higher	9,739	29.73%
<b>Households</b>		
2028 Projection	122,286	
2023 Estimate	117,018	
2020 Census	113,608	
2010 Census	94,691	
Growth 2023 - 2028		4.50%
Growth 2020 - 2023		3.00%
Growth 2010 - 2020		19.98%
<b>2023 Est. Households by Household Type</b>	<b>117,018</b>	
Family Households	89,685	76.64%
Nonfamily Households	27,332	23.36%
2023 Est. Group Quarters Population	1,015	
2023 Households by Ethnicity, Hispanic/Latino	16,245	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>117,018</b>	
Income < \$15,000	3,894	3.33%
Income \$15,000 - \$24,999	3,142	2.69%
Income \$25,000 - \$34,999	4,753	4.06%
Income \$35,000 - \$49,999	8,616	7.36%
Income \$50,000 - \$74,999	16,206	13.85%
Income \$75,000 - \$99,999	15,933	13.62%
Income \$100,000 - \$124,999	13,945	11.92%
Income \$125,000 - \$149,999	11,243	9.61%
Income \$150,000 - \$199,999	15,009	12.83%
Income \$200,000 - \$249,999	8,413	7.19%
Income \$250,000 - \$499,999	9,899	8.46%
Income \$500,000+	5,966	5.10%
2023 Est. Average Household Income		\$148,743
2023 Est. Median Household Income		\$110,196
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$113,988
Black or African American Alone		\$104,523
American Indian and Alaska Native Alone		\$95,705
Asian Alone		\$113,591
Native Hawaiian and Other Pacific Islander Alone		\$63,913
Some Other Race Alone		\$72,359
Two or More Races		\$107,517
Hispanic or Latino		\$92,099
Not Hispanic or Latino		\$113,136
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>89,685</b>	
Married-Couple Family, own children	39,811	44.39%
Married-Couple Family, no own children	33,606	37.47%
Male Householder, own children	2,698	3.01%
Male Householder, no own children	1,900	2.12%
Female Householder, own children	7,391	8.24%
Female Householder, no own children	4,279	4.77%
<b>2023 Est. Households by Household Size</b>	<b>117,018</b>	
1-person	21,847	18.67%
2-person	38,718	33.09%
3-person	22,216	18.98%
4-person	21,727	18.57%
5-person	8,648	7.39%
6-person	2,537	2.17%
7-or-more-person	1,325	1.13%
2023 Est. Average Household Size		2.86

# Secondary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>117,018</b>	
Households with 1 or More People under Age 18:	53,343	45.59%
Married-Couple Family	41,515	77.83%
Other Family, Male Householder	3,048	5.71%
Other Family, Female Householder	8,417	15.78%
Nonfamily, Male Householder	286	0.54%
Nonfamily, Female Householder	77	0.14%
<b>Households with No People under Age 18:</b>	<b>63,675</b>	
Married-Couple Family	31,908	50.11%
Other Family, Male Householder	1,542	2.42%
Other Family, Female Householder	3,238	5.08%
Nonfamily, Male Householder	12,704	19.95%
Nonfamily, Female Householder	14,282	22.43%
<b>2023 Est. Households by Number of Vehicles</b>	<b>117,018</b>	
No Vehicles	2,370	2.02%
1 Vehicle	28,041	23.96%
2 Vehicles	56,079	47.92%
3 Vehicles	21,490	18.36%
4 Vehicles	7,056	6.03%
5 or more Vehicles	1,982	1.69%
2023 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2028 Projection	93,363	
2023 Estimate	89,685	
2010 Census	73,389	
Growth 2023 - 2028		4.10%
Growth 2010 - 2023		22.20%
<b>2023 Est. Families by Poverty Status</b>	<b>89,685</b>	
2023 Families at or Above Poverty	86,156	96.06%
2023 Families at or Above Poverty with Children	44,352	49.45%
2023 Families Below Poverty	3,530	3.94%
2023 Families Below Poverty with Children	2,414	2.69%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	179,634	68.75%
Civilian Labor Force, Unemployed	7,022	2.69%
Armed Forces	325	0.12%
Not in Labor Force	74,291	28.43%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>180,772</b>	
For-Profit Private Workers	134,127	74.20%
Non-Profit Private Workers	9,310	5.15%
Local Government Workers	3,893	2.15%
State Government Workers	4,223	2.34%
Federal Government Workers	11,171	6.18%
Self-Employed Workers	17,777	9.83%
Unpaid Family Workers	271	0.15%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>180,772</b>	
Architect/Engineer	5,159	2.85%
Arts/Entertainment/Sports	2,780	1.54%
Building Grounds Maintenance	3,114	1.72%
Business/Financial Operations	15,284	8.46%
Community/Social Services	2,277	1.26%
Computer/Mathematical	7,217	3.99%
Construction/Extraction	4,983	2.76%
Education/Training/Library	12,475	6.90%
Farming/Fishing/Forestry	145	0.08%
Food Prep/Serving	8,565	4.74%
Health Practitioner/Technician	9,634	5.33%
Healthcare Support	2,358	1.30%
Maintenance Repair	5,707	3.16%
Legal	2,146	1.19%
Life/Physical/Social Science	793	0.44%
Management	27,128	15.01%
Office/Admin. Support	21,582	11.94%
Production	6,164	3.41%
Protective Services	3,018	1.67%
Sales/Related	21,584	11.94%
Personal Care/Service	4,759	2.63%
Transportation/Moving	13,899	7.69%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>180,772</b>	
White Collar	128,059	70.84%
Blue Collar	30,753	17.01%
Service and Farm	21,960	12.15%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>178,242</b>	
Drove Alone	143,252	80.37%
Car Pooled	13,918	7.81%
Public Transportation	532	0.30%
Walked	852	0.48%
Bicycle	323	0.18%
Other Means	1,923	1.08%
Worked at Home	17,442	9.79%

# Secondary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	27,197	
15 - 29 Minutes	54,926	
30 - 44 Minutes	46,712	
45 - 59 Minutes	18,385	
60 or more Minutes	11,596	
2023 Est. Avg Travel Time to Work in Minutes		31
2023 Est. Occupied Housing Units by Tenure	117,018	
Owner Occupied	84,900	72.55%
Renter Occupied	32,117	27.45%
2023 Owner Occ. HUs: Avg. Length of Residence		12.16 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		5.09 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>117,018</b>	
Value Less than \$20,000	590	0.70%
Value \$20,000 - \$39,999	342	0.40%
Value \$40,000 - \$59,999	154	0.18%
Value \$60,000 - \$79,999	128	0.15%
Value \$80,000 - \$99,999	318	0.38%
Value \$100,000 - \$149,999	3,219	3.79%
Value \$150,000 - \$199,999	5,883	6.93%
Value \$200,000 - \$299,999	20,532	24.18%
Value \$300,000 - \$399,999	19,120	22.52%
Value \$400,000 - \$499,999	10,793	12.71%
Value \$500,000 - \$749,999	13,853	16.32%
Value \$750,000 - \$999,999	5,810	6.84%
Value \$1,000,000 or \$1,499,999	2,417	2.85%
Value \$1,500,000 or \$1,999,999	890	1.05%
Value \$2,000,000+	850	1.00%
2023 Est. Median All Owner-Occupied Housing Value		\$355,489
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	94,436	77.62%
1 Unit Attached	2,215	1.82%
2 Units	649	0.53%
3 or 4 Units	2,466	2.03%
5 to 19 Units	9,880	8.12%
20 to 49 Units	3,943	3.24%
50 or More Units	5,587	4.59%
Mobile Home or Trailer	2,447	2.01%
Boat, RV, Van, etc.	42	0.03%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	12,861	10.57%
Housing Units Built 2010 to 2014	8,446	6.94%
Housing Units Built 2000 to 2009	37,364	30.71%
Housing Units Built 1990 to 1999	26,872	22.09%
Housing Units Built 1980 to 1989	19,190	15.77%
Housing Units Built 1970 to 1979	11,683	9.60%
Housing Units Built 1960 to 1969	3,516	2.89%
Housing Units Built 1950 to 1959	1,040	0.86%
Housing Units Built 1940 to 1949	281	0.23%
Housing Unit Built 1939 or Earlier	412	0.34%
2023 Est. Median Year Structure Built		1999

<sup>†</sup> 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**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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