

Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups



RETAIL PROPERTY SPECIALISTS

Lat/Lon: 32.9381/-97.2544

Keller Shopping Center		1 mi radius		3 mi radius		5 mi radius	
300 N Main St, Keller, TX 76248							
Population							
Estimated Population (2022)		9,579		96,439		221,470	
Projected Population (2027)		9,829		101,230		233,386	
Census Population (2020)		9,520		95,370		216,716	
Census Population (2010)		8,454		76,439		176,699	
Projected Annual Growth (2022 to 2027)		250	0.5%	4,791	1.0%	11,916	1.1%
Historical Annual Growth (2020 to 2022)		60	0.3%	1,069	0.6%	4,754	1.1%
Historical Annual Growth (2010 to 2020)		1,066	6.3%	18,931	12.4%	40,016	11.3%
Estimated Population Density (2022)		3,051	psm	3,411	psm	2,821	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi
Households							
Estimated Households (2022)		3,456		32,022		75,230	
Projected Households (2027)		3,690		34,769		82,259	
Census Households (2020)		3,415		31,417		73,290	
Census Households (2010)		2,995		25,268		58,845	
Estimated Households with Children (2022)		1,548	44.8%	16,153	50.4%	34,573	46.0%
Estimated Average Household Size (2022)		2.77		3.00		2.93	
Average Household Income							
Estimated Average Household Income (2022)		\$137,767		\$159,907		\$141,504	
Projected Average Household Income (2027)		\$155,586		\$180,333		\$154,805	
Estimated Average Family Income (2022)		\$153,776		\$168,112		\$151,916	
Median Household Income							
Estimated Median Household Income (2022)		\$112,994		\$125,766		\$119,323	
Projected Median Household Income (2027)		\$130,851		\$144,060		\$137,057	
Estimated Median Family Income (2022)		\$127,187		\$138,296		\$131,725	
Per Capita Income							
Estimated Per Capita Income (2022)		\$49,708		\$53,121		\$48,087	
Projected Per Capita Income (2027)		\$58,402		\$61,961		\$54,582	
Estimated Per Capita Income 5 Year Growth		\$8,695	17.5%	\$8,840	16.6%	\$6,495	13.5%
Estimated Average Household Net Worth (2022)		\$881,418		\$1,072,471		\$954,087	
Daytime Demos (2022)							
Total Businesses		700		3,822		8,774	
Total Employees		4,595		25,008		62,025	
Company Headquarter Businesses		23	3.3%	78	2.0%	186	2.1%
Company Headquarter Employees		576	12.5%	1,386	5.5%	4,206	6.8%
Employee Population per Business		6.6		6.5		7.1	
Residential Population per Business		13.7		25.2		25.2	

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300 N Main St, Keller, TX 76248							
Race & Ethnicity							
White (2022)		6,591	68.8%	64,710	67.1%	147,102	66.4%
Black or African American (2022)		713	7.4%	8,892	9.2%	20,468	9.2%
American Indian or Alaska Native (2022)		73	0.8%	510	0.5%	1,203	0.5%
Asian (2022)		530	5.5%	7,368	7.6%	17,746	8.0%
Hawaiian or Pacific Islander (2022)		7	-	106	0.1%	311	0.1%
Other Race (2022)		416	4.3%	3,463	3.6%	8,079	3.6%
Two or More Races (2022)		1,247	13.0%	11,390	11.8%	26,561	12.0%
Not Hispanic or Latino Population (2022)		7,719	80.6%	79,515	82.5%	180,889	81.7%
Hispanic or Latino Population (2022)		1,860	19.4%	16,924	17.5%	40,581	18.3%
Not Hispanic or Latino Population (2027)		7,981	81.2%	83,485	82.5%	190,417	81.6%
Hispanic or Latino Population (2027)		1,849	18.8%	17,745	17.5%	42,969	18.4%
Not Hispanic or Latino Population (2020)		7,816	82.1%	80,265	84.2%	180,561	83.3%
Hispanic or Latino Population (2020)		1,704	17.9%	15,105	15.8%	36,154	16.7%
Not Hispanic or Latino Population (2010)		7,466	88.3%	66,492	87.0%	152,752	86.4%
Hispanic or Latino Population (2010)		987	11.7%	9,947	13.0%	23,947	13.6%
Projected Hispanic Annual Growth (2022 to 2027)		-11	-0.1%	821	1.0%	2,388	1.2%
Historic Hispanic Annual Growth (2010 to 2022)		872	7.4%	6,977	5.8%	16,634	5.8%
Age Distribution (2022)							
Age Under 5		572	6.0%	7,131	7.4%	14,813	6.7%
Age 5 to 9 Years		723	7.5%	8,208	8.5%	17,702	8.0%
Age 10 to 14 Years		864	9.0%	8,762	9.1%	19,534	8.8%
Age 15 to 19 Years		714	7.5%	6,877	7.1%	16,372	7.4%
Age 20 to 24 Years		454	4.7%	3,798	3.9%	9,643	4.4%
Age 25 to 29 Years		517	5.4%	5,823	6.0%	13,360	6.0%
Age 30 to 34 Years		667	7.0%	8,499	8.8%	17,776	8.0%
Age 35 to 39 Years		843	8.8%	9,113	9.4%	19,363	8.7%
Age 40 to 44 Years		805	8.4%	7,921	8.2%	17,775	8.0%
Age 45 to 49 Years		683	7.1%	6,442	6.7%	15,362	6.9%
Age 50 to 54 Years		603	6.3%	5,584	5.8%	14,026	6.3%
Age 55 to 59 Years		516	5.4%	4,809	5.0%	12,579	5.7%
Age 60 to 64 Years		467	4.9%	4,505	4.7%	11,358	5.1%
Age 65 to 74 Years		683	7.1%	5,811	6.0%	14,423	6.5%
Age 75 to 84 Years		345	3.6%	2,369	2.5%	5,577	2.5%
Age 85 Years or Over		120	1.3%	788	0.8%	1,807	0.8%
Median Age		36.2		34.4		35.2	
Gender Age Distribution (2022)							
Female Population		5,000	52.2%	49,182	51.0%	113,800	51.4%
Age 0 to 19 Years		1,448	29.0%	15,154	30.8%	33,766	29.7%
Age 20 to 64 Years		2,868	57.4%	29,032	59.0%	67,813	59.6%
Age 65 Years or Over		685	13.7%	4,997	10.2%	12,221	10.7%
Female Median Age		37.5		34.9		35.8	
Male Population		4,579	47.8%	47,257	49.0%	107,670	48.6%
Age 0 to 19 Years		1,426	31.1%	15,823	33.5%	34,655	32.2%
Age 20 to 64 Years		2,689	58.7%	27,462	58.1%	63,429	58.9%
Age 65 Years or Over		464	10.1%	3,972	8.4%	9,587	8.9%
Male Median Age		34.9		33.9		34.6	

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Keller Shopping Center

300 N Main St, Keller, TX 76248

1 mi radius 3 mi radius 5 mi radius

	1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2022)						
HH Income \$200,000 or More	573	16.6%	6,868	21.4%	13,812	18.4%
HH Income \$150,000 to \$199,999	401	11.6%	4,397	13.7%	9,156	12.2%
HH Income \$100,000 to \$149,999	709	20.5%	7,039	22.0%	17,434	23.2%
HH Income \$75,000 to \$99,999	646	18.7%	5,180	16.2%	12,677	16.9%
HH Income \$50,000 to \$74,999	454	13.1%	3,963	12.4%	10,411	13.8%
HH Income \$35,000 to \$49,999	350	10.1%	2,008	6.3%	4,909	6.5%
HH Income \$25,000 to \$34,999	110	3.2%	1,094	3.4%	2,910	3.9%
HH Income \$15,000 to \$24,999	63	1.8%	616	1.9%	1,806	2.4%
HH Income Under \$15,000	151	4.4%	857	2.7%	2,116	2.8%
HH Income \$35,000 or More	3,133	90.6%	29,455	92.0%	68,400	90.9%
HH Income \$75,000 or More	2,329	67.4%	23,484	73.3%	53,080	70.6%
Housing (2022)						
Total Housing Units	3,606		33,221		78,877	
Housing Units Occupied	3,456	95.9%	32,022	96.4%	75,230	95.4%
Housing Units Owner-Occupied	2,363	68.4%	24,719	77.2%	57,822	76.9%
Housing Units, Renter-Occupied	1,093	31.6%	7,303	22.8%	17,409	23.1%
Housing Units, Vacant	149	4.3%	1,199	3.7%	3,647	4.8%
Marital Status (2022)						
Never Married	1,936	26.1%	18,243	25.2%	43,291	25.6%
Currently Married	4,318	58.2%	43,064	59.5%	99,752	58.9%
Separated	209	2.8%	2,882	4.0%	5,527	3.3%
Widowed	225	3.0%	1,849	2.6%	5,112	3.0%
Divorced	731	9.8%	6,301	8.7%	15,739	9.3%
Household Type (2022)						
Population Family	8,538	89.1%	88,940	92.2%	202,805	91.6%
Population Non-Family	1,041	10.9%	7,146	7.4%	17,948	8.1%
Population Group Quarters	-	-	354	0.4%	717	0.3%
Family Households	2,619	75.8%	26,225	81.9%	60,626	80.6%
Non-Family Households	838	24.2%	5,797	18.1%	14,604	19.4%
Married Couple with Children	1,108	25.6%	12,814	29.8%	27,212	27.3%
Average Family Household Size	3.3		3.4		3.3	
Household Size (2022)						
1 Person Households	661	19.1%	4,682	14.6%	11,903	15.8%
2 Person Households	1,087	31.5%	8,769	27.4%	22,125	29.4%
3 Person Households	640	18.5%	6,839	21.4%	15,500	20.6%
4 Person Households	650	18.8%	7,167	22.4%	15,628	20.8%
5 Person Households	282	8.2%	3,258	10.2%	7,026	9.3%
6 or More Person Households	135	3.9%	1,307	4.1%	3,049	4.1%
Household Vehicles (2022)						
Households with 0 Vehicles Available	125	3.6%	732	2.3%	1,525	2.0%
Households with 1 Vehicles Available	821	23.7%	6,797	21.2%	16,151	21.5%
Households with 2 or More Vehicles Available	2,511	72.6%	24,492	76.5%	57,555	76.5%
Total Vehicles Available	7,051		67,093		159,008	
Average Vehicles Per Household	2.0		2.1		2.1	

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300 N Main St, Keller, TX 76248							
Labor Force (2022)							
Estimated Labor Population Age 16 Years or Over		7,243		70,650		165,559	
Estimated Civilian Employed		5,146	71.0%	50,127	71.0%	115,559	69.8%
Estimated Civilian Unemployed		142	2.0%	2,087	3.0%	4,429	2.7%
Estimated in Armed Forces		3	-	40	-	228	0.1%
Estimated Not in Labor Force		1,953	27.0%	18,397	26.0%	45,342	27.4%
Unemployment Rate		2.0%		3.0%		2.7%	
Occupation (2022)							
Occupation: Population Age 16 Years or Over		5,146		50,127		115,559	
Management, Business, Financial Operations		1,045	20.3%	12,736	25.4%	26,894	23.3%
Professional, Related		1,071	20.8%	12,505	24.9%	28,611	24.8%
Service		681	13.2%	6,224	12.4%	13,404	11.6%
Sales, Office		1,323	25.7%	10,147	20.2%	25,775	22.3%
Farming, Fishing, Forestry		1	-	17	-	74	-
Construct, Extraction, Maintenance		423	8.2%	2,932	5.9%	7,589	6.6%
Production, Transport Material Moving		600	11.7%	5,565	11.1%	13,213	11.4%
White Collar Workers		3,439	66.8%	35,388	70.6%	81,280	70.3%
Blue Collar Workers		1,706	33.2%	14,738	29.4%	34,280	29.7%
Consumer Expenditure (2022)							
Total Household Expenditure		\$304.08 M		\$3.21 B		\$6.83 B	
Total Non-Retail Expenditure		\$160.98 M	52.9%	\$1.7 B	53.0%	\$3.62 B	52.9%
Total Retail Expenditure		\$143.1 M	47.1%	\$1.51 B	47.0%	\$3.22 B	47.1%
Apparel		\$11 M	3.6%	\$117.24 M	3.7%	\$248.24 M	3.6%
Contributions		\$10.52 M	3.5%	\$113.62 M	3.5%	\$238.91 M	3.5%
Education		\$10.3 M	3.4%	\$114.19 M	3.6%	\$236.37 M	3.5%
Entertainment		\$17.71 M	5.8%	\$188.66 M	5.9%	\$399.94 M	5.9%
Food and Beverages		\$44.13 M	14.5%	\$463.16 M	14.4%	\$989.71 M	14.5%
Furnishings and Equipment		\$10.95 M	3.6%	\$116.33 M	3.6%	\$246.91 M	3.6%
Gifts		\$8.05 M	2.6%	\$87.84 M	2.7%	\$183.91 M	2.7%
Health Care		\$24.7 M	8.1%	\$256.3 M	8.0%	\$551.28 M	8.1%
Household Operations		\$12.17 M	4.0%	\$129.65 M	4.0%	\$274.65 M	4.0%
Miscellaneous Expenses		\$5.78 M	1.9%	\$61.07 M	1.9%	\$129.86 M	1.9%
Personal Care		\$4.07 M	1.3%	\$42.99 M	1.3%	\$91.6 M	1.3%
Personal Insurance		\$2.3 M	0.8%	\$24.82 M	0.8%	\$52.23 M	0.8%
Reading		\$665.14 K	0.2%	\$7.02 M	0.2%	\$14.93 M	0.2%
Shelter		\$63.76 M	21.0%	\$671.48 M	20.9%	\$1.43 B	20.9%
Tobacco		\$1.58 M	0.5%	\$15.67 M	0.5%	\$34.48 M	0.5%
Transportation		\$55.28 M	18.2%	\$581.2 M	18.1%	\$1.24 B	18.2%
Utilities		\$21.13 M	6.9%	\$218.12 M	6.8%	\$470.27 M	6.9%
Educational Attainment (2022)							
Adult Population Age 25 Years or Over		6,252		61,664		143,406	
Elementary (Grade Level 0 to 8)		92	1.5%	796	1.3%	2,191	1.5%
Some High School (Grade Level 9 to 11)		269	4.3%	1,459	2.4%	4,206	2.9%
High School Graduate		1,032	16.5%	9,794	15.9%	26,079	18.2%
Some College		1,407	22.5%	11,840	19.2%	30,099	21.0%
Associate Degree Only		493	7.9%	4,721	7.7%	11,667	8.1%
Bachelor Degree Only		2,190	35.0%	22,457	36.4%	47,420	33.1%
Graduate Degree		769	12.3%	10,598	17.2%	21,745	15.2%

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Units In Structure (2022)							
1 Detached Unit		2,604	86.9%	26,449	104.7%	61,452	104.4%
1 Attached Unit		143	4.8%	849	3.4%	2,046	3.5%
2 to 4 Units		158	5.3%	951	3.8%	2,191	3.7%
5 to 9 Units		158	5.3%	909	3.6%	2,136	3.6%
10 to 19 Units		122	4.1%	686	2.7%	1,791	3.0%
20 to 49 Units		61	2.0%	483	1.9%	1,621	2.8%
50 or More Units		152	5.1%	1,071	4.2%	2,784	4.7%
Mobile Home or Trailer		59	2.0%	618	2.4%	1,182	2.0%
Other Structure	-	-	-	7	-	26	-
Homes Built By Year (2022)							
Homes Built 2010 or later		564	18.8%	5,783	22.9%	13,626	23.2%
Homes Built 2000 to 2009		689	23.0%	8,577	33.9%	17,611	29.9%
Homes Built 1990 to 1999		401	13.4%	3,949	15.6%	10,789	18.3%
Homes Built 1980 to 1989		630	21.0%	4,615	18.3%	11,507	19.6%
Homes Built 1970 to 1979		521	17.4%	3,295	13.0%	8,161	13.9%
Homes Built 1960 to 1969		256	8.5%	2,274	9.0%	5,166	8.8%
Homes Built 1950 to 1959		244	8.1%	2,137	8.5%	5,249	8.9%
Homes Built Before 1949		151	5.1%	1,391	5.5%	3,122	5.3%
Home Values (2022)							
Home Values \$1,000,000 or More		21	0.9%	664	2.7%	1,558	2.7%
Home Values \$500,000 to \$999,999		257	10.9%	2,776	11.2%	7,787	13.5%
Home Values \$400,000 to \$499,999		273	11.6%	3,626	14.7%	7,422	12.8%
Home Values \$300,000 to \$399,999		684	28.9%	6,837	27.7%	12,652	21.9%
Home Values \$200,000 to \$299,999		765	32.4%	7,988	32.3%	19,240	33.3%
Home Values \$150,000 to \$199,999		203	8.6%	1,670	6.8%	5,575	9.6%
Home Values \$100,000 to \$149,999		104	4.4%	459	1.9%	1,775	3.1%
Home Values \$70,000 to \$99,999		19	0.8%	173	0.7%	531	0.9%
Home Values \$50,000 to \$69,999		7	0.3%	113	0.5%	274	0.5%
Home Values \$25,000 to \$49,999		7	0.3%	134	0.5%	291	0.5%
Home Values Under \$25,000		23	1.0%	278	1.1%	717	1.2%
Owner-Occupied Median Home Value		\$315,324		\$338,304		\$331,144	
Renter-Occupied Median Rent		\$1,107		\$1,297		\$1,260	
Transportation To Work (2022)							
Drive to Work Alone		3,606	70.1%	33,550	66.9%	76,498	66.2%
Drive to Work in Carpool		516	10.0%	4,042	8.1%	9,142	7.9%
Travel to Work by Public Transportation		15	0.3%	147	0.3%	352	0.3%
Drive to Work on Motorcycle		5	-	19	-	47	-
Walk or Bicycle to Work		60	1.2%	388	0.8%	890	0.8%
Other Means		51	1.0%	535	1.1%	1,357	1.2%
Work at Home		894	17.4%	11,446	22.8%	27,274	23.6%
Travel Time (2022)							
Travel to Work in 14 Minutes or Less		761	14.8%	6,692	13.4%	15,571	13.5%
Travel to Work in 15 to 29 Minutes		1,568	30.5%	13,034	26.0%	31,153	27.0%
Travel to Work in 30 to 59 Minutes		1,643	31.9%	16,199	32.3%	35,823	31.0%
Travel to Work in 60 Minutes or More		280	5.4%	2,755	5.5%	5,738	5.0%
Average Minutes Travel to Work		26.9		27.5		27.0	