

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
 Lat/Lon: 32.9225/-97.2549



Bear Creek Plaza II 750 S Main St, Keller, TX 76248	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2023)	6,748	114,402	263,919
Projected Population (2028)	6,775	119,229	278,369
Census Population (2020)	6,810	112,626	256,880
Census Population (2010)	6,574	97,549	212,492
Projected Annual Growth (2023 to 2028)	27 -	4,827 0.8%	14,450 1.1%
Historical Annual Growth (2020 to 2023)	-62 -0.3%	1,776 0.5%	7,039 0.9%
Historical Annual Growth (2010 to 2020)	236 1.2%	15,078 5.2%	44,388 7.0%
Estimated Population Density (2023)	2,149 psm	4,047 psm	3,362 psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi
Households			
Estimated Households (2023)	2,316	38,201	90,256
Projected Households (2028)	2,408	41,200	98,751
Census Households (2020)	2,313	37,082	87,139
Census Households (2010)	2,280	32,173	71,533
Estimated Households with Children (2023)	1,033 44.6%	18,936 49.6%	40,501 44.9%
Estimated Average Household Size (2023)	2.91	2.98	2.92
Average Household Income			
Estimated Average Household Income (2023)	\$247,286	\$173,961	\$161,127
Projected Average Household Income (2028)	\$257,268	\$170,211	\$154,434
Estimated Average Family Income (2023)	\$244,731	\$182,897	\$172,237
Median Household Income			
Estimated Median Household Income (2023)	\$134,725	\$129,320	\$121,392
Projected Median Household Income (2028)	\$135,621	\$129,363	\$119,750
Estimated Median Family Income (2023)	\$141,878	\$141,946	\$135,148
Per Capita Income			
Estimated Per Capita Income (2023)	\$84,858	\$58,116	\$55,122
Projected Per Capita Income (2028)	\$91,434	\$58,843	\$54,803
Estimated Per Capita Income 5 Year Growth	\$6,576 7.7%	\$727 1.3%	-\$319 -0.6%
Estimated Average Household Net Worth (2023)	\$995,181	\$911,370	\$810,486
Daytime Demos (2023)			
Total Businesses	508	4,373	9,695
Total Employees	3,400	26,168	64,049
Company Headquarter Businesses	8 1.5%	82 1.9%	188 1.9%
Company Headquarter Employees	394 11.6%	1,464 5.6%	4,341 6.8%
Employee Population per Business	6.7	6.0	6.6
Residential Population per Business	13.3	26.2	27.2

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Bear Creek Plaza II		1 mi radius		3 mi radius		5 mi radius	
750 S Main St, Keller, TX 76248							
Race & Ethnicity							
White (2023)		4,834	71.6%	76,562	66.9%	171,360	64.9%
Black or African American (2023)		494	7.3%	10,522	9.2%	25,372	9.6%
American Indian or Alaska Native (2023)		31	0.5%	601	0.5%	1,551	0.6%
Asian (2023)		457	6.8%	8,881	7.8%	21,492	8.1%
Hawaiian or Pacific Islander (2023)		7	0.1%	163	0.1%	401	0.2%
Other Race (2023)		175	2.6%	4,633	4.0%	13,201	5.0%
Two or More Races (2023)		750	11.1%	13,041	11.4%	30,541	11.6%
Not Hispanic or Latino Population (2023)		5,747	85.2%	94,006	82.2%	212,077	80.4%
Hispanic or Latino Population (2023)		1,001	14.8%	20,396	17.8%	51,842	19.6%
Not Hispanic or Latino Population (2028)		5,748	84.8%	97,988	82.2%	223,577	80.3%
Hispanic or Latino Population (2028)		1,027	15.2%	21,241	17.8%	54,792	19.7%
Not Hispanic or Latino Population (2020)		5,943	87.3%	94,418	83.8%	210,141	81.8%
Hispanic or Latino Population (2020)		867	12.7%	18,208	16.2%	46,739	18.2%
Not Hispanic or Latino Population (2010)		5,850	89.0%	84,919	87.1%	180,856	85.1%
Hispanic or Latino Population (2010)		724	11.0%	12,630	12.9%	31,637	14.9%
Projected Hispanic Annual Growth (2023 to 2028)		25	0.5%	845	0.8%	2,949	1.1%
Historic Hispanic Annual Growth (2010 to 2023)		277	2.9%	7,767	4.7%	20,206	4.9%
Age Distribution (2023)							
Age Under 5		364	5.4%	8,046	7.0%	17,508	6.6%
Age 5 to 9 Years		452	6.7%	9,672	8.5%	20,828	7.9%
Age 10 to 14 Years		569	8.4%	10,518	9.2%	22,788	8.6%
Age 15 to 19 Years		541	8.0%	8,539	7.5%	19,400	7.4%
Age 20 to 24 Years		302	4.5%	4,709	4.1%	12,209	4.6%
Age 25 to 29 Years		331	4.9%	6,624	5.8%	16,299	6.2%
Age 30 to 34 Years		471	7.0%	9,431	8.2%	21,168	8.0%
Age 35 to 39 Years		547	8.1%	10,596	9.3%	22,419	8.5%
Age 40 to 44 Years		538	8.0%	9,521	8.3%	20,724	7.9%
Age 45 to 49 Years		493	7.3%	7,929	6.9%	18,079	6.9%
Age 50 to 54 Years		483	7.2%	6,870	6.0%	16,739	6.3%
Age 55 to 59 Years		430	6.4%	5,961	5.2%	15,353	5.8%
Age 60 to 64 Years		405	6.0%	5,445	4.8%	13,948	5.3%
Age 65 to 74 Years		526	7.8%	6,870	6.0%	17,666	6.7%
Age 75 to 84 Years		228	3.4%	2,770	2.4%	6,698	2.5%
Age 85 Years or Over		69	1.0%	903	0.8%	2,095	0.8%
Median Age		37.7		34.6		35.2	
Gender Age Distribution (2023)							
Female Population		3,471	51.4%	58,398	51.0%	135,451	51.3%
Age 0 to 19 Years		986	28.4%	17,985	30.8%	39,628	29.3%
Age 20 to 64 Years		2,048	59.0%	34,530	59.1%	81,050	59.8%
Age 65 Years or Over		437	12.6%	5,883	10.1%	14,773	10.9%
Female Median Age		37.7		35.1		35.8	
Male Population		3,277	48.6%	56,004	49.0%	128,468	48.7%
Age 0 to 19 Years		940	28.7%	18,790	33.6%	40,895	31.8%
Age 20 to 64 Years		1,951	59.5%	32,554	58.1%	75,887	59.1%
Age 65 Years or Over		386	11.8%	4,660	8.3%	11,686	9.1%
Male Median Age		37.8		33.9		34.5	

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Bear Creek Plaza II

750 S 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 (2023)						
HH Income \$200,000 or More	594	25.7%	9,030	23.6%	18,403	20.4%
HH Income \$150,000 to \$199,999	474	20.5%	5,518	14.4%	11,340	12.6%
HH Income \$100,000 to \$149,999	499	21.5%	8,136	21.3%	19,063	21.1%
HH Income \$75,000 to \$99,999	287	12.4%	5,140	13.5%	12,716	14.1%
HH Income \$50,000 to \$74,999	226	9.8%	4,648	12.2%	13,023	14.4%
HH Income \$35,000 to \$49,999	118	5.1%	2,043	5.3%	6,122	6.8%
HH Income \$25,000 to \$34,999	61	2.6%	1,298	3.4%	3,677	4.1%
HH Income \$15,000 to \$24,999	14	0.6%	1,143	3.0%	2,876	3.2%
HH Income Under \$15,000	43	1.9%	1,245	3.3%	3,036	3.4%
HH Income \$35,000 or More	2,197	94.9%	34,516	90.4%	80,667	89.4%
HH Income \$75,000 or More	1,853	80.0%	27,824	72.8%	61,522	68.2%
Housing (2023)						
Total Housing Units	2,350		39,522		94,321	
Housing Units Occupied	2,316	98.6%	38,201	96.7%	90,256	95.7%
Housing Units Owner-Occupied	2,084	90.0%	30,095	78.8%	69,077	76.5%
Housing Units, Renter-Occupied	232	10.0%	8,106	21.2%	21,179	23.5%
Housing Units, Vacant	34	1.5%	1,321	3.5%	4,064	4.5%
Marital Status (2023)						
Never Married	1,454	27.1%	21,993	25.5%	54,502	26.9%
Currently Married	3,309	61.7%	51,104	59.3%	115,298	56.9%
Separated	44	0.8%	2,677	3.1%	6,404	3.2%
Widowed	137	2.6%	2,878	3.3%	6,952	3.4%
Divorced	419	7.8%	7,514	8.7%	19,640	9.7%
Household Type (2023)						
Population Family	6,283	93.1%	105,346	92.1%	240,416	91.1%
Population Non-Family	465	6.9%	8,624	7.5%	22,727	8.6%
Population Group Quarters	-	-	432	0.4%	775	0.3%
Family Households	1,921	83.0%	31,326	82.0%	72,128	79.9%
Non-Family Households	394	17.0%	6,876	18.0%	18,128	20.1%
Married Couple with Children	844	25.5%	14,961	29.3%	31,247	27.1%
Average Family Household Size	3.3		3.4		3.3	
Household Size (2023)						
1 Person Households	339	14.7%	5,526	14.5%	14,650	16.2%
2 Person Households	737	31.8%	10,854	28.4%	27,587	30.6%
3 Person Households	452	19.5%	8,438	22.1%	18,591	20.6%
4 Person Households	486	21.0%	8,213	21.5%	17,700	19.6%
5 Person Households	213	9.2%	3,631	9.5%	8,031	8.9%
6 or More Person Households	89	3.8%	1,538	4.0%	3,697	4.1%
Household Vehicles (2023)						
Households with 0 Vehicles Available	26	1.1%	879	2.3%	1,778	2.0%
Households with 1 Vehicles Available	434	18.7%	8,437	22.1%	21,387	23.7%
Households with 2 or More Vehicles Available	1,856	80.1%	28,885	75.6%	67,090	74.3%
Total Vehicles Available	5,056		80,080		188,311	
Average Vehicles Per Household	2.2		2.1		2.1	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	5,225		84,082		198,276	
Estimated Civilian Employed	4,030	77.1%	60,517	72.0%	144,517	72.9%
Estimated Civilian Unemployed	123	2.3%	2,154	2.6%	4,727	2.4%
Estimated in Armed Forces	-	-	70	-	134	-
Estimated Not in Labor Force	1,072	20.5%	21,341	25.4%	48,897	24.7%
Unemployment Rate	2.3%		2.6%		2.4%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	4,030		60,516		144,516	
Management, Business, Financial Operations	939	23.3%	14,220	23.5%	32,558	22.5%
Professional, Related	1,040	25.8%	15,202	25.1%	35,248	24.4%
Service	458	11.4%	7,069	11.7%	16,764	11.6%
Sales, Office	1,035	25.7%	13,663	22.6%	32,986	22.8%
Farming, Fishing, Forestry	-	-	29	-	122	-
Construct, Extraction, Maintenance	267	6.6%	3,595	5.9%	9,655	6.7%
Production, Transport Material Moving	292	7.2%	6,739	11.1%	17,185	11.9%
White Collar Workers	3,014	74.8%	43,084	71.2%	100,791	69.7%
Blue Collar Workers	1,016	25.2%	17,431	28.8%	43,725	30.3%
Consumer Expenditure (2023)						
Total Household Expenditure	\$334.02 M		\$4.09 B		\$9.1 B	
Total Non-Retail Expenditure	\$177.33 M	53.1%	\$2.17 B	53.1%	\$4.82 B	53.0%
Total Retail Expenditure	\$156.69 M	46.9%	\$1.92 B	46.9%	\$4.27 B	47.0%
Apparel	\$12.21 M	3.7%	\$149.59 M	3.7%	\$330.79 M	3.6%
Contributions	\$12.05 M	3.6%	\$145.97 M	3.6%	\$321 M	3.5%
Education	\$12.23 M	3.7%	\$147.65 M	3.6%	\$319.54 M	3.5%
Entertainment	\$19.82 M	5.9%	\$240.89 M	5.9%	\$533 M	5.9%
Food and Beverages	\$47.88 M	14.3%	\$589.08 M	14.4%	\$1.31 B	14.4%
Furnishings and Equipment	\$12.24 M	3.7%	\$148.57 M	3.6%	\$328.99 M	3.6%
Gifts	\$9.25 M	2.8%	\$113.44 M	2.8%	\$248.36 M	2.7%
Health Care	\$26.62 M	8.0%	\$325.85 M	8.0%	\$731.22 M	8.0%
Household Operations	\$13.61 M	4.1%	\$165.79 M	4.1%	\$366.83 M	4.0%
Miscellaneous Expenses	\$6.4 M	1.9%	\$77.95 M	1.9%	\$173.1 M	1.9%
Personal Care	\$4.48 M	1.3%	\$54.81 M	1.3%	\$121.86 M	1.3%
Personal Insurance	\$2.66 M	0.8%	\$31.86 M	0.8%	\$69.92 M	0.8%
Reading	\$737.89 K	0.2%	\$8.97 M	0.2%	\$19.93 M	0.2%
Shelter	\$69.6 M	20.8%	\$855.97 M	20.9%	\$1.9 B	20.9%
Tobacco	\$1.54 M	0.5%	\$19.69 M	0.5%	\$45.34 M	0.5%
Transportation	\$60.34 M	18.1%	\$738.96 M	18.1%	\$1.65 B	18.1%
Utilities	\$22.34 M	6.7%	\$276.58 M	6.8%	\$622.64 M	6.8%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	4,520		72,919		171,187	
Elementary (Grade Level 0 to 8)	31	0.7%	1,288	1.8%	3,988	2.3%
Some High School (Grade Level 9 to 11)	209	4.6%	2,539	3.5%	5,951	3.5%
High School Graduate	656	14.5%	12,825	17.6%	33,215	19.4%
Some College	987	21.8%	14,575	20.0%	37,047	21.6%
Associate Degree Only	330	7.3%	6,358	8.7%	14,881	8.7%
Bachelor Degree Only	1,692	37.4%	24,072	33.0%	53,286	31.1%
Graduate Degree	615	13.6%	11,262	15.4%	22,818	13.3%

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Bear Creek Plaza II		1 mi radius		3 mi radius		5 mi radius	
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Units In Structure (2023)							
1 Detached Unit		2,146	94.1%	31,992	99.4%	74,203	103.7%
1 Attached Unit		37	1.6%	889	2.8%	2,399	3.4%
2 to 4 Units		23	1.0%	1,069	3.3%	2,467	3.4%
5 to 9 Units		28	1.2%	1,058	3.3%	2,464	3.4%
10 to 19 Units		12	0.5%	690	2.1%	2,188	3.1%
20 to 49 Units		28	1.2%	543	1.7%	1,850	2.6%
50 or More Units		17	0.7%	1,273	4.0%	3,201	4.5%
Mobile Home or Trailer		23	1.0%	676	2.1%	1,462	2.0%
Other Structure		1	-	11	-	22	-
Homes Built By Year (2023)							
Homes Built 2010 or later		308	13.5%	7,207	22.4%	18,235	25.5%
Homes Built 2000 to 2009		650	28.5%	16,093	50.0%	27,607	38.6%
Homes Built 1990 to 1999		142	6.2%	6,318	19.6%	16,505	23.1%
Homes Built 1980 to 1989		718	31.5%	4,737	14.7%	14,166	19.8%
Homes Built 1970 to 1979		410	18.0%	2,252	7.0%	8,691	12.1%
Homes Built 1960 to 1969		23	1.0%	727	2.3%	2,695	3.8%
Homes Built 1950 to 1959		49	2.1%	519	1.6%	1,499	2.1%
Homes Built Before 1949		17	0.7%	349	1.1%	859	1.2%
Home Values (2023)							
Home Values \$1,000,000 or More		23	1.1%	404	1.3%	1,653	2.4%
Home Values \$500,000 to \$999,999		153	7.4%	3,658	12.2%	9,137	13.2%
Home Values \$400,000 to \$499,999		363	17.4%	4,257	14.1%	8,240	11.9%
Home Values \$300,000 to \$399,999		634	30.4%	7,797	25.9%	14,350	20.8%
Home Values \$200,000 to \$299,999		668	32.1%	10,152	33.7%	23,549	34.1%
Home Values \$150,000 to \$199,999		167	8.0%	2,224	7.4%	6,856	9.9%
Home Values \$100,000 to \$149,999		38	1.8%	692	2.3%	2,570	3.7%
Home Values \$70,000 to \$99,999		10	0.5%	245	0.8%	769	1.1%
Home Values \$50,000 to \$69,999		13	0.6%	98	0.3%	348	0.5%
Home Values \$25,000 to \$49,999		4	0.2%	200	0.7%	491	0.7%
Home Values Under \$25,000		10	0.5%	367	1.2%	1,114	1.6%
Owner-Occupied Median Home Value		\$326,659		\$332,408		\$323,924	
Renter-Occupied Median Rent		\$1,394		\$1,342		\$1,294	
Transportation To Work (2023)							
Drive to Work Alone		2,703	67.1%	40,816	67.4%	97,467	67.4%
Drive to Work in Carpool		494	12.2%	4,548	7.5%	11,556	8.0%
Travel to Work by Public Transportation		5	0.1%	124	0.2%	420	0.3%
Drive to Work on Motorcycle		-	-	24	-	71	-
Walk or Bicycle to Work		14	0.3%	386	0.6%	958	0.7%
Other Means		20	0.5%	579	1.0%	1,681	1.2%
Work at Home		793	19.7%	14,039	23.2%	32,363	22.4%
Travel Time (2023)							
Travel to Work in 14 Minutes or Less		479	11.9%	8,339	13.8%	20,624	14.3%
Travel to Work in 15 to 29 Minutes		1,208	30.0%	16,303	26.9%	40,604	28.1%
Travel to Work in 30 to 59 Minutes		1,198	29.7%	18,931	31.3%	44,273	30.6%
Travel to Work in 60 Minutes or More		352	8.7%	2,904	4.8%	6,652	4.6%
Average Minutes Travel to Work		28.4		26.6		26.2	

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