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



Bear Creek Plaza III				_		
770-790 S Main, Keller, TX 76248	1 mi rad	lius	3 mi radius		s 5 mi radi	
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	

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



Bear Creek Plaza III	1 mi rad	1 mi radius		3 mi radius		dius
770-790 S Main, Keller, TX 76248		I IIII I adius		3 mi radius		
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	
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	1.0 70	34.6	0.070	35.2	
Gender Age Distribution (2023)	37.7		34.0		33.2	
Female Population	2 //71	51.4%	58,398	F1 0%	135,451	F1 30%
Age 0 to 19 Years		28.4%	17,985		39,628	
		59.0%			81,050	
Age 65 Years or Over		12.6%	34,530	10.1%		
Age 65 Years or Over		12.0%		10.1%	14,773	
Female Median Age	37.7	40.00	35.1	40.00/	35.8	
Male Population		48.6%	56,004		128,468	
Age 0 to 19 Years		28.7%	18,790		40,895	
Age 20 to 64 Years		59.5%	32,554		75,887	
Age 65 Years or Over		11.8%	4,660	8.3%	11,686	9.1%
Male Median Age	37.8		33.9		34.5	

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



Bear Creek Plaza III		-				
770-790 S Main, Keller, TX 76248	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		20.5%	·	14.4%		12.6%
HH Income \$100,000 to \$149,999		21.5%		21.3%	19,063	
HH Income \$75,000 to \$99,999		12.4%		13.5%	12,716	
HH Income \$50,000 to \$74,999	226	9.8%		12.2%	13,023	
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	
HH Income \$35,000 or More		94.9%	34,516		80,667	
HH Income \$75,000 or More	•	80.0%		72.8%	61,522	
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)						<u>-</u>
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)						<u>-</u>
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	

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



Bear Creek Plaza III						
770-790 S Main, Keller, TX 76248	1 mi radius		3 mi radius		5 mi radius	
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		35,248	
Service		11.4%		11.7%	16,764	
Sales, Office		25.7%	13,663			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%	•	11.1%	17,185	
White Collar Workers		74.8%	43,084		100,791	
Blue Collar Workers		25.2%	17,431		43,725	
Consumer Expenditure (2023)	1,010		27,102	20.070	.0,, 20	
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		\$1.92 B		\$4.27 B	47.0%
Apparel	\$12.21 M		\$149.59 M		\$330.79 M	3.6%
Contributions	\$12.05 M		\$145.97 M		\$321 M	3.5%
Education	\$12.23 M		\$147.65 M		\$319.54 M	3.5%
Entertainment	\$19.82 M		\$240.89 M		\$533 M	5.9%
Food and Beverages	\$47.88 M		\$589.08 M		\$1.31 B	14.4%
Furnishings and Equipment	\$12.24 M		\$148.57 M		\$328.99 M	3.6%
Gifts	\$9.25 M		\$113.44 M		\$248.36 M	2.7%
Health Care	\$26.62 M		\$325.85 M		\$731.22 M	8.0%
Household Operations	\$13.61 M		\$165.79 M		\$366.83 M	4.0%
·	\$6.4 M		\$77.95 M		\$173.1 M	1.9%
Miscellaneous Expenses	\$4.48 M		\$54.81 M		\$173.1 M \$121.86 M	1.3%
Personal Care Personal Insurance	\$4.48 M \$2.66 M		\$31.86 M		\$121.86 M \$69.92 M	0.8%
Reading	\$737.89 K \$69.6 M		\$8.97 M		\$19.93 M	0.2%
Shelter			\$855.97 M		\$1.9 B	20.9%
Tobacco	\$1.54 M		\$19.69 M		\$45.34 M	0.5%
Transportation	\$60.34 M		\$738.96 M		\$1.65 B	18.1%
Utilities	\$22.34 M	6.7%	\$276.58 M	6.8%	\$622.64 M	6.8%
Educational Attainment (2023)	4.520		72.010		171 107	
Adult Population Age 25 Years or Over	4,520	0.70	72,919	4.007	171,187	2.22
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		14.5%	12,825		33,215	
Some College		21.8%		20.0%	37,047	
Associate Degree Only	330	7.3%	6,358	8.7%	14,881	8.7%
Bachelor Degree Only		37.4%		33.0%	53,286	
Graduate Degree	615	13.6%	11,262	15.4%	22,818	13.3%

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



Bear Creek Plaza III	1		a : "		F and an alice		
770-790 S Main, Keller, TX 76248	1 mi radius		3 mi radius		5 mi radius		
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)		<u> </u>		-			
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)		<u> </u>		-		<u>-</u>	
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		