

Expanded Profile

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

Quine & Associates, Inc.
 Lat/Lon: 32.9381/-97.2544



Keller SC 300 N Main St., Keller TX 76248	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	9,606		96,782		223,759	
Projected Population (2028)	9,803		101,232		236,424	
Census Population (2020)	9,520		95,370		216,716	
Census Population (2010)	8,454		76,439		176,699	
Projected Annual Growth (2023 to 2028)	197	0.4%	4,450	0.9%	12,665	1.1%
Historical Annual Growth (2020 to 2023)	87	0.3%	1,412	0.5%	7,044	1.1%
Historical Annual Growth (2010 to 2020)	1,066	4.2%	18,931	8.3%	40,016	7.5%
Estimated Population Density (2023)	3,059 psm		3,423 psm		2,850 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	3,479		32,324		76,173	
Projected Households (2028)	3,695		34,973		83,657	
Census Households (2020)	3,415		31,417		73,290	
Census Households (2010)	2,995		25,268		58,845	
Estimated Households with Children (2023)	1,538	44.2%	16,264	50.3%	34,961	45.9%
Estimated Average Household Size (2023)	2.76		2.98		2.93	
Average Household Income						
Estimated Average Household Income (2023)	\$170,090		\$185,981		\$169,930	
Projected Average Household Income (2028)	\$168,381		\$182,279		\$163,030	
Estimated Average Family Income (2023)	\$186,838		\$195,035		\$181,860	
Median Household Income						
Estimated Median Household Income (2023)	\$116,762		\$135,396		\$129,171	
Projected Median Household Income (2028)	\$116,002		\$136,021		\$128,128	
Estimated Median Family Income (2023)	\$134,222		\$149,680		\$143,078	
Per Capita Income						
Estimated Per Capita Income (2023)	\$61,599		\$62,140		\$57,870	
Projected Per Capita Income (2028)	\$63,472		\$62,997		\$57,707	
Estimated Per Capita Income 5 Year Growth	\$1,873	3.0%	\$857	1.4%	-\$163	-0.3%
Estimated Average Household Net Worth (2023)	\$841,654		\$977,972		\$886,384	
Daytime Demos (2023)						
Total Businesses	669		3,775		8,703	
Total Employees	4,574		23,558		59,498	
Company Headquarter Businesses	22	3.3%	71	1.9%	173	2.0%
Company Headquarter Employees	589	12.9%	1,483	6.3%	4,012	6.7%
Employee Population per Business	6.8		6.2		6.8	
Residential Population per Business	14.4		25.6		25.7	

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Keller SC		1 mi radius		3 mi radius		5 mi radius	
300 N Main St., Keller TX 76248							
Race & Ethnicity							
White (2023)		6,605	68.8%	64,923	67.1%	148,575	66.4%
Black or African American (2023)		722	7.5%	8,956	9.3%	20,758	9.3%
American Indian or Alaska Native (2023)		73	0.8%	511	0.5%	1,225	0.5%
Asian (2023)		531	5.5%	7,400	7.6%	17,936	8.0%
Hawaiian or Pacific Islander (2023)		7	-	107	0.1%	314	0.1%
Other Race (2023)		502	5.2%	3,820	3.9%	9,536	4.3%
Two or More Races (2023)		1,165	12.1%	11,065	11.4%	25,416	11.4%
Not Hispanic or Latino Population (2023)		7,742	80.6%	79,808	82.5%	182,745	81.7%
Hispanic or Latino Population (2023)		1,864	19.4%	16,974	17.5%	41,014	18.3%
Not Hispanic or Latino Population (2028)		7,953	81.1%	83,487	82.5%	192,894	81.6%
Hispanic or Latino Population (2028)		1,850	18.9%	17,746	17.5%	43,530	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 (2023 to 2028)		-14	-0.1%	772	0.9%	2,516	1.2%
Historic Hispanic Annual Growth (2010 to 2023)		876	6.8%	7,027	5.4%	17,067	5.5%
Age Distribution (2023)							
Age Under 5		574	6.0%	7,153	7.4%	14,915	6.7%
Age 5 to 9 Years		721	7.5%	8,241	8.5%	17,818	8.0%
Age 10 to 14 Years		869	9.0%	8,789	9.1%	19,643	8.8%
Age 15 to 19 Years		709	7.4%	6,894	7.1%	16,491	7.4%
Age 20 to 24 Years		454	4.7%	3,818	3.9%	9,786	4.4%
Age 25 to 29 Years		516	5.4%	5,844	6.0%	13,522	6.0%
Age 30 to 34 Years		674	7.0%	8,535	8.8%	18,002	8.0%
Age 35 to 39 Years		845	8.8%	9,150	9.5%	19,532	8.7%
Age 40 to 44 Years		808	8.4%	7,946	8.2%	17,969	8.0%
Age 45 to 49 Years		686	7.1%	6,464	6.7%	15,520	6.9%
Age 50 to 54 Years		605	6.3%	5,604	5.8%	14,178	6.3%
Age 55 to 59 Years		518	5.4%	4,832	5.0%	12,760	5.7%
Age 60 to 64 Years		468	4.9%	4,521	4.7%	11,487	5.1%
Age 65 to 74 Years		689	7.2%	5,830	6.0%	14,632	6.5%
Age 75 to 84 Years		348	3.6%	2,376	2.5%	5,660	2.5%
Age 85 Years or Over		120	1.2%	787	0.8%	1,843	0.8%
Median Age		36.3		34.4		35.3	
Gender Age Distribution (2023)							
Female Population		5,005	52.1%	49,340	51.0%	115,175	51.5%
Age 0 to 19 Years		1,440	28.8%	15,201	30.8%	34,030	29.5%
Age 20 to 64 Years		2,873	57.4%	29,131	59.0%	68,690	59.6%
Age 65 Years or Over		692	13.8%	5,008	10.2%	12,455	10.8%
Female Median Age		37.5		34.9		35.8	
Male Population		4,601	47.9%	47,442	49.0%	108,584	48.5%
Age 0 to 19 Years		1,434	31.2%	15,875	33.5%	34,836	32.1%
Age 20 to 64 Years		2,702	58.7%	27,582	58.1%	64,067	59.0%
Age 65 Years or Over		465	10.1%	3,984	8.4%	9,681	8.9%
Male Median Age		34.9		33.9		34.6	

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Keller SC								
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Household Income Distribution (2023)								
HH Income \$200,000 or More	736	21.2%	8,386	25.9%	17,485	23.0%		
HH Income \$150,000 to \$199,999	543	15.6%	4,803	14.9%	9,932	13.0%		
HH Income \$100,000 to \$149,999	678	19.5%	6,756	20.9%	16,247	21.3%		
HH Income \$75,000 to \$99,999	371	10.7%	4,092	12.7%	10,567	13.9%		
HH Income \$50,000 to \$74,999	566	16.3%	3,897	12.1%	10,225	13.4%		
HH Income \$35,000 to \$49,999	266	7.6%	1,657	5.1%	4,538	6.0%		
HH Income \$25,000 to \$34,999	96	2.8%	1,110	3.4%	2,807	3.7%		
HH Income \$15,000 to \$24,999	98	2.8%	801	2.5%	2,161	2.8%		
HH Income Under \$15,000	125	3.6%	822	2.5%	2,209	2.9%		
HH Income \$35,000 or More	3,160	90.8%	29,591	91.5%	68,995	90.6%		
HH Income \$75,000 or More	2,327	66.9%	24,037	74.4%	54,232	71.2%		
Housing (2023)								
Total Housing Units	3,619		33,414		79,821			
Housing Units Occupied	3,479	96.1%	32,324	96.7%	76,173	95.4%		
Housing Units Owner-Occupied	2,368	68.1%	24,999	77.3%	58,903	77.3%		
Housing Units, Renter-Occupied	1,111	31.9%	7,325	22.7%	17,271	22.7%		
Housing Units, Vacant	141	4.0%	1,090	3.4%	3,648	4.8%		
Marital Status (2023)								
Never Married	1,724	23.2%	18,207	25.1%	44,228	25.8%		
Currently Married	4,781	64.2%	44,007	60.6%	99,782	58.2%		
Separated	149	2.0%	2,287	3.2%	5,059	3.0%		
Widowed	156	2.1%	2,175	3.0%	5,812	3.4%		
Divorced	631	8.5%	5,923	8.2%	16,503	9.6%		
Household Type (2023)								
Population Family	8,504	88.5%	89,061	92.0%	204,672	91.5%		
Population Non-Family	1,102	11.5%	7,368	7.6%	18,370	8.2%		
Population Group Quarters	-	-	354	0.4%	717	0.3%		
Family Households	2,606	74.9%	26,419	81.7%	61,386	80.6%		
Non-Family Households	873	25.1%	5,904	18.3%	14,788	19.4%		
Married Couple with Children	1,105	23.1%	12,876	29.3%	27,517	27.6%		
Average Family Household Size	3.3		3.4		3.3			
Household Size (2023)								
1 Person Households	701	20.2%	4,784	14.8%	12,038	15.8%		
2 Person Households	1,085	31.2%	9,172	28.4%	22,919	30.1%		
3 Person Households	653	18.8%	7,028	21.7%	15,912	20.9%		
4 Person Households	635	18.3%	6,898	21.3%	15,380	20.2%		
5 Person Households	278	8.0%	3,149	9.7%	6,902	9.1%		
6 or More Person Households	126	3.6%	1,292	4.0%	3,021	4.0%		
Household Vehicles (2023)								
Households with 0 Vehicles Available	136	3.9%	719	2.2%	1,560	2.0%		
Households with 1 Vehicles Available	849	24.4%	6,822	21.1%	17,495	23.0%		
Households with 2 or More Vehicles Available	2,493	71.7%	24,782	76.7%	57,119	75.0%		
Total Vehicles Available	6,913		67,892		159,258			
Average Vehicles Per Household	2.0		2.1		2.1			

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Labor Force (2023)								
Estimated Labor Population Age 16 Years or Over			7,264		70,906		167,497	
Estimated Civilian Employed	5,507	75.8%	51,659	72.9%	121,332	72.4%		
Estimated Civilian Unemployed	144	2.0%	1,847	2.6%	3,935	2.3%		
Estimated in Armed Forces	3	-	38	-	100	-		
Estimated Not in Labor Force	1,610	22.2%	17,363	24.5%	42,130	25.2%		
Unemployment Rate	2.0%		2.6%		2.3%			
Occupation (2023)								
Occupation: Population Age 16 Years or Over			5,507		51,658		121,331	
Management, Business, Financial Operations	1,138	20.7%	13,537	26.2%	28,586	23.6%		
Professional, Related	1,195	21.7%	12,508	24.2%	31,040	25.6%		
Service	641	11.6%	6,065	11.7%	13,240	10.9%		
Sales, Office	1,509	27.4%	10,748	20.8%	27,459	22.6%		
Farming, Fishing, Forestry	1	-	12	-	83	-		
Construct, Extraction, Maintenance	387	7.0%	2,988	5.8%	7,473	6.2%		
Production, Transport Material Moving	636	11.5%	5,801	11.2%	13,450	11.1%		
White Collar Workers	3,842	69.8%	36,793	71.2%	87,085	71.8%		
Blue Collar Workers	1,665	30.2%	14,865	28.8%	34,246	28.2%		
Consumer Expenditure (2023)								
Total Household Expenditure	\$366.87 M		\$3.66 B		\$8.01 B			
Total Non-Retail Expenditure	\$194.86 M	53.1%	\$1.95 B	53.2%	\$4.25 B	53.1%		
Total Retail Expenditure	\$172 M	46.9%	\$1.71 B	46.8%	\$3.76 B	46.9%		
Apparel	\$13.37 M	3.6%	\$134.2 M	3.7%	\$292.02 M	3.6%		
Contributions	\$13.02 M	3.5%	\$132.05 M	3.6%	\$285.65 M	3.6%		
Education	\$13.08 M	3.6%	\$134.39 M	3.7%	\$286.69 M	3.6%		
Entertainment	\$21.55 M	5.9%	\$216.18 M	5.9%	\$470.72 M	5.9%		
Food and Beverages	\$52.86 M	14.4%	\$525.33 M	14.4%	\$1.15 B	14.4%		
Furnishings and Equipment	\$13.3 M	3.6%	\$133.1 M	3.6%	\$290.28 M	3.6%		
Gifts	\$10.01 M	2.7%	\$102.74 M	2.8%	\$221.89 M	2.8%		
Health Care	\$29.35 M	8.0%	\$289.61 M	7.9%	\$639.63 M	8.0%		
Household Operations	\$14.83 M	4.0%	\$148.82 M	4.1%	\$324.08 M	4.0%		
Miscellaneous Expenses	\$7 M	1.9%	\$69.79 M	1.9%	\$152.49 M	1.9%		
Personal Care	\$4.91 M	1.3%	\$48.96 M	1.3%	\$107.2 M	1.3%		
Personal Insurance	\$2.84 M	0.8%	\$28.71 M	0.8%	\$62.12 M	0.8%		
Reading	\$806.85 K	0.2%	\$8.04 M	0.2%	\$17.57 M	0.2%		
Shelter	\$76.99 M	21.0%	\$766.13 M	20.9%	\$1.68 B	20.9%		
Tobacco	\$1.79 M	0.5%	\$17.22 M	0.5%	\$38.92 M	0.5%		
Transportation	\$66.25 M	18.1%	\$659.18 M	18.0%	\$1.45 B	18.1%		
Utilities	\$24.91 M	6.8%	\$245.15 M	6.7%	\$542.89 M	6.8%		
Educational Attainment (2023)								
Adult Population Age 25 Years or Over	6,278		61,889		145,107			
Elementary (Grade Level 0 to 8)	102	1.6%	965	1.6%	2,596	1.8%		
Some High School (Grade Level 9 to 11)	352	5.6%	1,958	3.2%	4,423	3.0%		
High School Graduate	1,172	18.7%	10,407	16.8%	26,162	18.0%		
Some College	1,263	20.1%	11,896	19.2%	30,613	21.1%		
Associate Degree Only	500	8.0%	5,095	8.2%	12,666	8.7%		
Bachelor Degree Only	2,082	33.2%	22,006	35.6%	47,299	32.6%		
Graduate Degree	807	12.9%	9,561	15.4%	21,347	14.7%		

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Units In Structure (2023)							
1 Detached Unit		2,578	86.1%	26,895	106.4%	62,555	106.3%
1 Attached Unit		159	5.3%	768	3.0%	1,902	3.2%
2 to 4 Units		173	5.8%	934	3.7%	2,180	3.7%
5 to 9 Units		190	6.4%	941	3.7%	2,089	3.6%
10 to 19 Units		107	3.6%	619	2.4%	1,736	2.9%
20 to 49 Units		55	1.9%	450	1.8%	1,655	2.8%
50 or More Units		159	5.3%	1,069	4.2%	2,866	4.9%
Mobile Home or Trailer		56	1.9%	639	2.5%	1,167	2.0%
Other Structure		-	-	8	-	23	-
Homes Built By Year (2023)							
Homes Built 2010 or later		741	24.7%	7,424	29.4%	16,629	28.3%
Homes Built 2000 to 2009		1,165	38.9%	14,599	57.8%	25,553	43.4%
Homes Built 1990 to 1999		269	9.0%	3,693	14.6%	14,303	24.3%
Homes Built 1980 to 1989		602	20.1%	2,923	11.6%	10,271	17.5%
Homes Built 1970 to 1979		480	16.0%	2,066	8.2%	5,706	9.7%
Homes Built 1960 to 1969		105	3.5%	835	3.3%	1,769	3.0%
Homes Built 1950 to 1959		38	1.3%	420	1.7%	1,206	2.0%
Homes Built Before 1949		80	2.7%	365	1.4%	737	1.3%
Home Values (2023)							
Home Values \$1,000,000 or More		20	0.8%	586	2.3%	1,473	2.5%
Home Values \$500,000 to \$999,999		281	11.9%	3,503	14.0%	8,676	14.7%
Home Values \$400,000 to \$499,999		348	14.7%	3,758	15.0%	7,440	12.6%
Home Values \$300,000 to \$399,999		701	29.6%	6,655	26.6%	12,926	21.9%
Home Values \$200,000 to \$299,999		659	27.8%	7,880	31.5%	19,918	33.8%
Home Values \$150,000 to \$199,999		223	9.4%	1,414	5.7%	4,905	8.3%
Home Values \$100,000 to \$149,999		86	3.6%	407	1.6%	1,633	2.8%
Home Values \$70,000 to \$99,999		15	0.6%	199	0.8%	513	0.9%
Home Values \$50,000 to \$69,999		16	0.7%	77	0.3%	224	0.4%
Home Values \$25,000 to \$49,999		7	0.3%	193	0.8%	410	0.7%
Home Values Under \$25,000		11	0.5%	327	1.3%	785	1.3%
Owner-Occupied Median Home Value		\$333,299		\$349,277		\$339,299	
Renter-Occupied Median Rent		\$1,199		\$1,365		\$1,310	
Transportation To Work (2023)							
Drive to Work Alone		3,692	67.0%	34,378	66.6%	80,663	66.5%
Drive to Work in Carpool		542	9.8%	3,920	7.6%	9,297	7.7%
Travel to Work by Public Transportation		10	0.2%	130	0.3%	332	0.3%
Drive to Work on Motorcycle		7	0.1%	28	-	50	-
Walk or Bicycle to Work		81	1.5%	335	0.6%	813	0.7%
Other Means		51	0.9%	489	0.9%	1,429	1.2%
Work at Home		1,124	20.4%	12,377	24.0%	28,748	23.7%
Travel Time (2023)							
Travel to Work in 14 Minutes or Less		603	10.9%	6,795	13.2%	16,933	14.0%
Travel to Work in 15 to 29 Minutes		1,570	28.5%	13,788	26.7%	33,256	27.4%
Travel to Work in 30 to 59 Minutes		1,933	35.1%	16,206	31.4%	37,035	30.5%
Travel to Work in 60 Minutes or More		278	5.0%	2,491	4.8%	5,359	4.4%
Average Minutes Travel to Work		28.5		27.1		26.5	

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