

## Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups  
 Bear Creek Plaza II  
 Quine & Associates, Inc.  
 Lat/Lon: 32.9197/-97.2554



750 S Main Keller, TX 76248	1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>						
Estimated Population (2024)	7,011		113,817		265,106	
Projected Population (2029)	7,133		116,074		274,442	
Census Population (2020)	7,222		115,362		265,528	
Census Population (2010)	7,041		101,374		218,921	
Projected Annual Growth (2024 to 2029)	122	0.3%	2,257	0.4%	9,336	0.7%
Historical Annual Growth (2020 to 2024)	-210	-0.7%	-1,545	-0.3%	-422	-
Historical Annual Growth (2010 to 2020)	181	0.6%	13,988	3.4%	46,607	5.3%
Estimated Population Density (2024)	2,233 psm		4,026 psm		3,377 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
<b>Households</b>						
Estimated Households (2024)	2,348		37,894		91,306	
Projected Households (2029)	2,420		39,075		95,918	
Census Households (2020)	2,420		38,075		90,221	
Census Households (2010)	2,373		33,478		73,976	
Estimated Households with Children (2024)	875	37.3%	16,390	43.3%	36,705	40.2%
Estimated Average Household Size (2024)	2.99		2.99		2.89	
<b>Average Household Income</b>						
Estimated Average Household Income (2024)	\$261,526		\$172,322		\$162,877	
Projected Average Household Income (2029)	\$268,304		\$175,346		\$162,497	
Estimated Average Family Income (2024)	\$323,943		\$199,948		\$190,734	
<b>Median Household Income</b>						
Estimated Median Household Income (2024)	\$150,200		\$131,258		\$123,692	
Projected Median Household Income (2029)	\$151,258		\$132,400		\$124,059	
Estimated Median Family Income (2024)	\$172,578		\$145,526		\$139,005	
<b>Per Capita Income</b>						
Estimated Per Capita Income (2024)	\$87,580		\$57,397		\$56,117	
Projected Per Capita Income (2029)	\$91,016		\$59,054		\$56,813	
Estimated Per Capita Income 5 Year Growth	\$3,435	3.9%	\$1,657	2.9%	\$695	1.2%
Estimated Average Household Net Worth (2024)	\$1,842,645		\$1,375,836		\$1,262,593	
<b>Daytime Demos (2024)</b>						
Total Businesses	481		4,444		10,016	
Total Employees	3,413		27,082		66,616	
Company Headquarter Businesses	7	1.4%	85	1.9%	196	2.0%
Company Headquarter Employees	342	10.0%	1,557	5.7%	4,628	6.9%
Employee Population per Business	7.1		6.1		6.7	
Residential Population per Business	14.6		25.6		26.5	

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<b>Race &amp; Ethnicity</b>						
White (2024)	3,233	46.1%	55,841	49.1%	129,395	48.8%
Black or African American (2024)	1,809	25.8%	25,600	22.5%	55,202	20.8%
American Indian or Alaska Native (2024)	52	0.7%	899	0.8%	2,360	0.9%
Asian (2024)	353	5.0%	5,270	4.6%	11,585	4.4%
Hawaiian or Pacific Islander (2024)	12	0.2%	212	0.2%	558	0.2%
Other Race (2024)	281	4.0%	6,529	5.7%	18,863	7.1%
Two or More Races (2024)	1,270	18.1%	19,466	17.1%	47,143	17.8%
Not Hispanic or Latino Population (2024)	4,990	71.2%	76,821	67.5%	171,818	64.8%
Hispanic or Latino Population (2024)	2,022	28.8%	36,996	32.5%	93,288	35.2%
Not Hispanic or Latino Population (2029)	4,999	70.1%	77,754	67.0%	176,946	64.5%
Hispanic or Latino Population (2029)	2,134	29.9%	38,320	33.0%	97,496	35.5%
Not Hispanic or Latino Population (2020)	6,327	87.6%	96,970	84.1%	217,432	81.9%
Hispanic or Latino Population (2020)	895	12.4%	18,393	15.9%	48,096	18.1%
Not Hispanic or Latino Population (2010)	6,266	89.0%	88,313	87.1%	185,670	84.8%
Hispanic or Latino Population (2010)	775	11.0%	13,061	12.9%	33,251	15.2%
Projected Hispanic Annual Growth (2024 to 2029)	112	1.1%	1,324	0.7%	4,208	0.9%
Historic Hispanic Annual Growth (2010 to 2024)	1,247	11.5%	23,934	13.1%	60,037	12.9%
<b>Age Distribution (2024)</b>						
Age Under 5	315	4.5%	5,779	5.1%	14,893	5.6%
Age 5 to 9 Years	423	6.0%	8,157	7.2%	19,039	7.2%
Age 10 to 14 Years	489	7.0%	9,201	8.1%	20,545	7.7%
Age 15 to 19 Years	557	7.9%	9,728	8.5%	21,301	8.0%
Age 20 to 24 Years	423	6.0%	6,549	5.8%	16,214	6.1%
Age 25 to 29 Years	352	5.0%	5,822	5.1%	15,908	6.0%
Age 30 to 34 Years	422	6.0%	7,220	6.3%	18,706	7.1%
Age 35 to 39 Years	478	6.8%	8,578	7.5%	20,125	7.6%
Age 40 to 44 Years	569	8.1%	9,573	8.4%	20,794	7.8%
Age 45 to 49 Years	538	7.7%	9,040	7.9%	19,197	7.2%
Age 50 to 54 Years	532	7.6%	8,263	7.3%	18,079	6.8%
Age 55 to 59 Years	512	7.3%	7,044	6.2%	15,825	6.0%
Age 60 to 64 Years	463	6.6%	5,923	5.2%	14,193	5.4%
Age 65 to 74 Years	607	8.7%	8,156	7.2%	19,295	7.3%
Age 75 to 84 Years	265	3.8%	3,744	3.3%	8,713	3.3%
Age 85 Years or Over	67	1.0%	1,040	0.9%	2,278	0.9%
Median Age	39.2		36.8		35.9	
<b>Gender Age Distribution (2024)</b>						
Female Population	3,555	50.7%	58,011	51.0%	134,984	50.9%
Age 0 to 19 Years	877	24.7%	16,039	27.6%	37,367	27.7%
Age 20 to 64 Years	2,181	61.4%	34,846	60.1%	81,214	60.2%
Age 65 Years or Over	496	14.0%	7,126	12.3%	16,402	12.2%
Female Median Age	39.8		37.5		36.5	
Male Population	3,456	49.3%	55,806	49.0%	130,123	49.1%
Age 0 to 19 Years	907	26.3%	16,825	30.1%	38,411	29.5%
Age 20 to 64 Years	2,107	60.9%	33,167	59.4%	77,828	59.8%
Age 65 Years or Over	443	12.8%	5,814	10.4%	13,884	10.7%
Male Median Age	38.5		36.0		35.4	

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<b>Household Income Distribution (2024)</b>						
HH Income \$200,000 or More	774	32.9%	9,550	25.2%	19,250	21.1%
HH Income \$150,000 to \$199,999	424	18.1%	5,147	13.6%	11,536	12.6%
HH Income \$100,000 to \$149,999	562	23.9%	7,926	20.9%	19,931	21.8%
HH Income \$75,000 to \$99,999	240	10.2%	4,876	12.9%	12,944	14.2%
HH Income \$50,000 to \$74,999	210	8.9%	4,437	11.7%	12,472	13.7%
HH Income \$35,000 to \$49,999	64	2.7%	1,774	4.7%	5,684	6.2%
HH Income \$25,000 to \$34,999	25	1.1%	1,765	4.7%	3,935	4.3%
HH Income \$15,000 to \$24,999	20	0.9%	1,303	3.4%	2,769	3.0%
HH Income Under \$15,000	29	1.2%	1,115	2.9%	2,786	3.1%
HH Income \$35,000 or More	2,274	96.8%	33,710	89.0%	81,817	89.6%
HH Income \$75,000 or More	2,000	85.2%	27,500	72.6%	63,660	69.7%
<b>Housing (2024)</b>						
Total Housing Units	2,504		40,344		97,300	
Housing Units Occupied	2,348	93.8%	37,894	93.9%	91,306	93.8%
Housing Units Owner-Occupied	2,002	85.3%	28,877	76.2%	66,967	73.3%
Housing Units, Renter-Occupied	346	14.7%	9,017	23.8%	24,340	26.7%
Housing Units, Vacant	156	6.7%	2,451	6.5%	5,994	6.6%
<b>Marital Status (2024)</b>						
Never Married	1,568	27.1%	23,275	25.7%	57,525	27.3%
Currently Married	3,564	61.6%	53,335	58.8%	118,118	56.1%
Separated	36	0.6%	2,813	3.1%	6,854	3.3%
Widowed	136	2.4%	3,072	3.4%	7,155	3.4%
Divorced	479	8.3%	8,185	9.0%	20,978	10.0%
<b>Household Type (2024)</b>						
Population Family	6,024	85.9%	100,313	88.1%	229,377	86.5%
Population Non-Family	985	14.0%	13,053	11.5%	34,876	13.2%
Population Group Quarters	3	-	451	0.4%	854	0.3%
Family Households	1,699	72.4%	28,727	75.8%	66,562	72.9%
Non-Family Households	648	27.6%	9,166	24.2%	24,744	27.1%
Married Couple with Children	741	20.8%	13,074	24.5%	28,642	24.2%
Average Family Household Size	3.5		3.5		3.4	
<b>Household Size (2024)</b>						
1 Person Households	583	24.8%	8,082	21.3%	21,816	23.9%
2 Person Households	1,112	47.3%	16,115	42.5%	38,882	42.6%
3 Person Households	306	13.0%	6,216	16.4%	13,693	15.0%
4 Person Households	190	8.1%	4,344	11.5%	9,733	10.7%
5 Person Households	97	4.1%	1,985	5.2%	4,510	4.9%
6 or More Person Households	60	2.6%	1,151	3.0%	2,672	2.9%
<b>Household Vehicles (2024)</b>						
Households with 0 Vehicles Available	27	1.2%	972	2.6%	2,118	2.3%
Households with 1 Vehicles Available	491	20.9%	9,272	24.5%	23,824	26.1%
Households with 2 or More Vehicles Available	1,830	77.9%	27,649	73.0%	65,364	71.6%
Total Vehicles Available	5,175		77,651		185,178	
Average Vehicles Per Household	2.2		2.0		2.0	

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<b>Labor Force (2024)</b>						
Estimated Labor Population Age 16 Years or Over	5,662		88,616		206,235	
Estimated Civilian Employed	4,218	74.5%	61,772	69.7%	145,522	70.6%
Estimated Civilian Unemployed	159	2.8%	2,066	2.3%	4,750	2.3%
Estimated in Armed Forces	6	0.1%	371	0.4%	736	0.4%
Estimated Not in Labor Force	1,278		24,409		55,227	
Unemployment Rate	2.8%		2.3%		2.3%	
<b>Occupation (2024)</b>						
Occupation: Population Age 16 Years or Over	4,218		61,770		145,520	
Management, Business, Financial Operations	990	23.5%	14,365	23.3%	33,036	22.7%
Professional, Related Service	1,015	24.1%	15,286	24.7%	34,965	24.0%
Sales, Office	707	16.8%	7,769	12.6%	17,826	12.3%
Farming, Fishing, Forestry	-	-	52	-	68	-
Construct, Extraction, Maintenance	141	3.3%	2,770	4.5%	7,573	5.2%
Production, Transport Material Moving	304	7.2%	6,697	10.8%	17,740	12.2%
White Collar Workers	3,066		44,483		102,312	
Blue Collar Workers	1,152		17,287		43,207	
<b>Consumer Expenditure (2024)</b>						
Total Household Expenditure	\$351.59 M		\$4.01 B		\$9.27 B	
Total Non-Retail Expenditure	\$187.24 M	53.3%	\$2.13 B	53.2%	\$4.93 B	53.1%
Total Retail Expenditure	\$164.35 M	46.7%	\$1.88 B	46.8%	\$4.35 B	46.9%
Apparel	\$12.76 M	3.6%	\$145.48 M	3.6%	\$335.02 M	3.6%
Contributions	\$13.07 M	3.7%	\$145.68 M	3.6%	\$332.55 M	3.6%
Education	\$13.03 M	3.7%	\$144.96 M	3.6%	\$326.62 M	3.5%
Entertainment	\$20.91 M	5.9%	\$236.35 M	5.9%	\$544.31 M	5.9%
Food and Beverages	\$50 M	14.2%	\$574.31 M	14.3%	\$1.33 B	14.4%
Furnishings and Equipment	\$12.92 M	3.7%	\$145.86 M	3.6%	\$336.25 M	3.6%
Gifts	\$10.21 M	2.9%	\$113.07 M	2.8%	\$256.74 M	2.8%
Health Care	\$28.01 M	8.0%	\$321.15 M	8.0%	\$747.97 M	8.1%
Household Operations	\$14.38 M	4.1%	\$162.91 M	4.1%	\$374.84 M	4.0%
Miscellaneous Expenses	\$6.76 M	1.9%	\$76.67 M	1.9%	\$177.07 M	1.9%
Personal Care	\$4.72 M	1.3%	\$53.7 M	1.3%	\$124.25 M	1.3%
Personal Insurance	\$2.82 M	0.8%	\$31.38 M	0.8%	\$71.61 M	0.8%
Reading	\$787.17 K	0.2%	\$8.9 M	0.2%	\$20.55 M	0.2%
Shelter	\$73.38 M	20.9%	\$839.28 M	20.9%	\$1.94 B	20.9%
Tobacco	\$1.58 M	0.4%	\$19.21 M	0.5%	\$45.75 M	0.5%
Transportation	\$63.08 M	17.9%	\$720.49 M	18.0%	\$1.67 B	18.0%
Utilities	\$23.16 M	6.6%	\$269.72 M	6.7%	\$630.44 M	6.8%
<b>Educational Attainment (2024)</b>						
Adult Population Age 25 Years or Over	4,804		74,403		173,114	
Elementary (Grade Level 0 to 8)	28	0.6%	1,242	1.7%	3,899	2.3%
Some High School (Grade Level 9 to 11)	311	6.5%	2,255	3.0%	5,389	3.1%
High School Graduate	631	13.1%	14,599	19.6%	35,052	20.2%
Some College	1,112	23.1%	14,988	20.1%	37,327	21.6%
Associate Degree Only	385	8.0%	6,080	8.2%	14,832	8.6%
Bachelor Degree Only	1,488	31.0%	23,501	31.6%	52,542	30.4%
Graduate Degree	849	17.7%	11,739	15.8%	24,073	13.9%

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<b>Units In Structure (2024)</b>						
1 Detached Unit	2,100	88.5%	31,007	92.6%	72,494	98.0%
1 Attached Unit	62	2.6%	862	2.6%	2,451	3.3%
2 to 4 Units	38	1.6%	1,038	3.1%	2,098	2.8%
5 to 9 Units	65	2.7%	1,237	3.7%	3,172	4.3%
10 to 19 Units	8	0.3%	808	2.4%	2,930	4.0%
20 to 49 Units	21	0.9%	450	1.3%	2,142	2.9%
50 or More Units	35	1.5%	1,671	5.0%	4,287	5.8%
Mobile Home or Trailer	15	0.6%	774	2.3%	1,614	2.2%
Other Structure	5	0.2%	47	0.1%	119	0.2%
<b>Homes Built By Year (2024)</b>						
Homes Built 2010 or later	332	14.0%	7,178	21.4%	19,738	26.7%
Homes Built 2000 to 2009	803	33.8%	15,271	45.6%	28,280	38.2%
Homes Built 1990 to 1999	171	7.2%	6,326	18.9%	15,726	21.3%
Homes Built 1980 to 1989	654	27.6%	5,295	15.8%	14,295	19.3%
Homes Built 1970 to 1979	251	10.6%	2,196	6.6%	8,354	11.3%
Homes Built 1960 to 1969	46	1.9%	580	1.7%	2,069	2.8%
Homes Built 1950 to 1959	64	2.7%	635	1.9%	1,887	2.6%
Homes Built Before 1949	26	1.1%	412	1.2%	957	1.3%
<b>Home Values (2024)</b>						
Home Values \$1,000,000 or More	30	1.5%	504	1.7%	2,292	3.4%
Home Values \$500,000 to \$999,999	269	13.5%	5,358	18.6%	11,808	17.6%
Home Values \$400,000 to \$499,999	509	25.4%	5,384	18.6%	10,113	15.1%
Home Values \$300,000 to \$399,999	619	30.9%	8,736	30.3%	17,998	26.9%
Home Values \$200,000 to \$299,999	470	23.5%	6,574	22.8%	16,853	25.2%
Home Values \$150,000 to \$199,999	62	3.1%	1,117	3.9%	3,742	5.6%
Home Values \$100,000 to \$149,999	13	0.6%	469	1.6%	1,644	2.5%
Home Values \$70,000 to \$99,999	10	0.5%	108	0.4%	519	0.8%
Home Values \$50,000 to \$69,999	11	0.5%	153	0.5%	435	0.6%
Home Values \$25,000 to \$49,999	6	0.3%	191	0.7%	582	0.9%
Home Values Under \$25,000	4	0.2%	284	1.0%	980	1.5%
Owner-Occupied Median Home Value	\$378,253		\$386,221		\$379,814	
Renter-Occupied Median Rent	\$1,493		\$1,471		\$1,447	
<b>Transportation To Work (2024)</b>						
Drive to Work Alone	2,923	69.3%	41,667	67.5%	99,169	68.1%
Drive to Work in Carpool	602	14.3%	4,657	7.5%	11,666	8.0%
Travel to Work by Public Transportation	4	0.1%	116	0.2%	466	0.3%
Drive to Work on Motorcycle	2	-	69	0.1%	162	0.1%
Walk or Bicycle to Work	16	0.4%	439	0.7%	999	0.7%
Other Means	24	0.6%	687	1.1%	1,852	1.3%
Work at Home	645	15.3%	14,134	22.9%	31,206	21.4%
<b>Travel Time (2024)</b>						
Travel to Work in 14 Minutes or Less	454	10.8%	7,946	12.9%	19,339	13.3%
Travel to Work in 15 to 29 Minutes	1,330	31.5%	16,784	27.2%	41,921	28.8%
Travel to Work in 30 to 59 Minutes	1,586	37.6%	20,053	32.5%	46,352	31.9%
Travel to Work in 60 Minutes or More	202	4.8%	2,853	4.6%	6,702	4.6%
Average Minutes Travel to Work	28.8		27.0		26.6	

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