



Community Profile

1540 Keller Pkwy, Keller, Texas, 76248
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 32.92236
Longitude: -97.18727

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,035	40,075	130,362
2010 Total Population	5,216	56,173	166,843
2020 Total Population	6,975	66,553	195,625
2020 Group Quarters	76	214	696
2025 Total Population	7,574	71,091	208,844
2020-2025 Annual Rate	1.66%	1.33%	1.32%
2020 Total Daytime Population	7,807	64,216	198,091
Workers	4,055	29,643	100,235
Residents	3,752	34,573	97,856
Household Summary			
2000 Households	928	12,536	42,886
2000 Average Household Size	3.27	3.20	3.03
2010 Households	1,625	18,637	57,783
2010 Average Household Size	3.17	3.00	2.88
2020 Households	2,199	22,038	67,424
2020 Average Household Size	3.14	3.01	2.89
2025 Households	2,384	23,496	71,823
2025 Average Household Size	3.15	3.02	2.90
2020-2025 Annual Rate	1.63%	1.29%	1.27%
2010 Families	1,450	16,186	47,452
2010 Average Family Size	3.40	3.26	3.20
2020 Families	1,953	18,963	54,881
2020 Average Family Size	3.37	3.28	3.23
2025 Families	2,116	20,157	58,267
2025 Average Family Size	3.38	3.29	3.24
2020-2025 Annual Rate	1.62%	1.23%	1.20%
Housing Unit Summary			
2000 Housing Units	1,023	13,023	44,155
Owner Occupied Housing Units	88.0%	92.0%	85.5%
Renter Occupied Housing Units	2.7%	4.3%	11.7%
Vacant Housing Units	9.3%	3.7%	2.9%
2010 Housing Units	1,733	19,297	60,043
Owner Occupied Housing Units	87.8%	87.9%	81.8%
Renter Occupied Housing Units	5.9%	8.7%	14.4%
Vacant Housing Units	6.2%	3.4%	3.8%
2020 Housing Units	2,262	22,306	68,370
Owner Occupied Housing Units	91.2%	89.6%	82.4%
Renter Occupied Housing Units	6.0%	9.2%	16.2%
Vacant Housing Units	2.8%	1.2%	1.4%
2025 Housing Units	2,448	23,750	72,711
Owner Occupied Housing Units	91.4%	89.6%	82.0%
Renter Occupied Housing Units	6.0%	9.3%	16.8%
Vacant Housing Units	2.6%	1.1%	1.2%
Median Household Income			
2020	\$180,517	\$159,974	\$118,941
2025	\$200,001	\$170,429	\$125,966
Median Home Value			
2020	\$497,606	\$457,026	\$349,255
2025	\$518,051	\$474,483	\$372,707
Per Capita Income			
2020	\$67,441	\$66,425	\$54,966
2025	\$73,499	\$72,113	\$59,826
Median Age			
2010	39.9	41.2	39.8
2020	43.1	44.1	41.9
2025	44.8	45.6	42.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	2,199	22,038	67,424
<\$15,000	3.0%	2.7%	3.4%
\$15,000 - \$24,999	2.0%	2.0%	2.7%
\$25,000 - \$34,999	2.0%	3.1%	4.4%
\$35,000 - \$49,999	3.0%	3.8%	6.2%
\$50,000 - \$74,999	5.0%	8.0%	12.4%
\$75,000 - \$99,999	6.7%	7.7%	11.2%
\$100,000 - \$149,999	18.3%	18.8%	20.4%
\$150,000 - \$199,999	14.9%	15.7%	14.1%
\$200,000+	45.2%	38.3%	25.3%
Average Household Income	\$217,450	\$200,380	\$159,402
2025 Households by Income			
Household Income Base	2,384	23,496	71,823
<\$15,000	3.1%	2.7%	3.3%
\$15,000 - \$24,999	1.9%	1.8%	2.4%
\$25,000 - \$34,999	1.9%	2.9%	4.1%
\$35,000 - \$49,999	2.7%	3.6%	5.7%
\$50,000 - \$74,999	4.6%	7.5%	11.6%
\$75,000 - \$99,999	6.1%	7.3%	10.8%
\$100,000 - \$149,999	15.8%	17.0%	19.7%
\$150,000 - \$199,999	13.7%	15.0%	14.3%
\$200,000+	50.2%	42.2%	28.1%
Average Household Income	\$237,465	\$217,909	\$173,888
2020 Owner Occupied Housing Units by Value			
Total	2,064	19,980	56,365
<\$50,000	0.3%	0.3%	0.5%
\$50,000 - \$99,999	0.1%	0.2%	1.4%
\$100,000 - \$149,999	0.2%	0.8%	5.3%
\$150,000 - \$199,999	0.8%	2.7%	8.5%
\$200,000 - \$249,999	2.5%	5.0%	10.6%
\$250,000 - \$299,999	8.7%	11.2%	14.0%
\$300,000 - \$399,999	19.6%	18.9%	19.6%
\$400,000 - \$499,999	18.2%	19.3%	13.6%
\$500,000 - \$749,999	33.3%	26.9%	16.1%
\$750,000 - \$999,999	12.4%	9.5%	6.0%
\$1,000,000 - \$1,499,999	2.7%	3.5%	2.7%
\$1,500,000 - \$1,999,999	1.1%	0.8%	0.7%
\$2,000,000 +	0.1%	1.0%	0.8%
Average Home Value	\$552,931	\$532,140	\$433,727
2025 Owner Occupied Housing Units by Value			
Total	2,237	21,276	59,588
<\$50,000	0.1%	0.1%	0.3%
\$50,000 - \$99,999	0.0%	0.1%	0.9%
\$100,000 - \$149,999	0.1%	0.4%	4.0%
\$150,000 - \$199,999	0.4%	1.6%	6.4%
\$200,000 - \$249,999	1.7%	3.7%	9.3%
\$250,000 - \$299,999	7.1%	9.9%	13.8%
\$300,000 - \$399,999	18.6%	18.7%	21.2%
\$400,000 - \$499,999	19.4%	20.7%	15.2%
\$500,000 - \$749,999	37.1%	28.6%	17.9%
\$750,000 - \$999,999	12.2%	10.4%	6.5%
\$1,000,000 - \$1,499,999	2.4%	3.9%	3.0%
\$1,500,000 - \$1,999,999	0.9%	0.9%	0.8%
\$2,000,000 +	0.1%	1.0%	0.8%
Average Home Value	\$562,679	\$553,153	\$456,964

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,215	56,174	166,843
0 - 4	5.7%	5.4%	5.8%
5 - 9	10.0%	8.9%	8.0%
10 - 14	11.5%	10.4%	9.3%
15 - 24	11.0%	11.4%	11.9%
25 - 34	4.7%	5.3%	8.4%
35 - 44	18.0%	15.7%	15.2%
45 - 54	20.7%	21.6%	19.7%
55 - 64	11.0%	13.0%	12.6%
65 - 74	4.0%	5.0%	5.5%
75 - 84	2.0%	2.4%	2.5%
85 +	1.4%	1.0%	1.0%
18 +	66.2%	69.0%	71.1%
2020 Population by Age			
Total	6,975	66,554	195,624
0 - 4	4.9%	4.8%	5.2%
5 - 9	6.2%	6.0%	6.2%
10 - 14	8.0%	8.1%	7.5%
15 - 24	15.1%	13.8%	12.6%
25 - 34	9.4%	9.0%	11.0%
35 - 44	8.2%	9.2%	11.2%
45 - 54	18.1%	17.1%	15.5%
55 - 64	17.4%	18.1%	16.6%
65 - 74	8.5%	9.6%	9.5%
75 - 84	3.0%	3.2%	3.6%
85 +	1.4%	1.2%	1.2%
18 +	74.8%	75.7%	76.5%
2025 Population by Age			
Total	7,574	71,092	208,844
0 - 4	4.8%	4.7%	5.2%
5 - 9	5.8%	5.7%	6.0%
10 - 14	7.0%	6.8%	6.7%
15 - 24	11.7%	11.5%	10.9%
25 - 34	11.5%	10.5%	12.0%
35 - 44	9.4%	10.1%	12.1%
45 - 54	13.5%	13.8%	13.1%
55 - 64	18.7%	17.9%	15.8%
65 - 74	11.4%	12.5%	11.6%
75 - 84	4.9%	5.2%	5.2%
85 +	1.5%	1.3%	1.4%
18 +	77.7%	78.2%	78.0%
2010 Population by Sex			
Males	2,580	27,691	81,684
Females	2,636	28,482	85,159
2020 Population by Sex			
Males	3,417	32,612	95,400
Females	3,558	33,940	100,225
2025 Population by Sex			
Males	3,691	34,759	101,834
Females	3,883	36,332	107,010

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	5,216	56,173	166,843
White Alone	87.7%	89.3%	86.6%
Black Alone	2.6%	2.3%	3.2%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	6.2%	4.7%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.2%	2.9%
Two or More Races	2.5%	2.1%	2.3%
Hispanic Origin	6.7%	6.2%	9.8%
Diversity Index	32.3	29.3	38.0
2020 Population by Race/Ethnicity			
Total	6,975	66,554	195,624
White Alone	81.8%	84.5%	81.5%
Black Alone	3.9%	3.4%	4.6%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	9.3%	6.9%	6.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	1.7%	3.7%
Two or More Races	3.5%	3.0%	3.2%
Hispanic Origin	9.0%	8.6%	12.8%
Diversity Index	43.2	39.4	48.0
2025 Population by Race/Ethnicity			
Total	7,573	71,091	208,843
White Alone	78.6%	81.7%	78.6%
Black Alone	4.6%	4.0%	5.3%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	11.1%	8.2%	7.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	2.0%	4.1%
Two or More Races	4.0%	3.5%	3.7%
Hispanic Origin	10.6%	10.2%	14.7%
Diversity Index	48.8	44.8	53.1
2010 Population by Relationship and Household Type			
Total	5,216	56,173	166,843
In Households	98.8%	99.7%	99.6%
In Family Households	95.1%	94.6%	92.0%
Householder	27.8%	28.8%	28.5%
Spouse	25.8%	26.4%	24.6%
Child	39.2%	37.0%	35.4%
Other relative	1.7%	1.8%	2.5%
Nonrelative	0.7%	0.7%	1.1%
In Nonfamily Households	3.7%	5.1%	7.6%
In Group Quarters	1.2%	0.3%	0.4%
Institutionalized Population	1.2%	0.3%	0.3%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	4,590	44,795	134,050
Less than 9th Grade	0.5%	0.6%	1.6%
9th - 12th Grade, No Diploma	0.4%	1.2%	2.3%
High School Graduate	8.5%	9.9%	12.6%
GED/Alternative Credential	1.5%	1.6%	2.2%
Some College, No Degree	14.2%	16.3%	20.0%
Associate Degree	6.7%	6.6%	7.3%
Bachelor's Degree	40.7%	39.1%	34.7%
Graduate/Professional Degree	27.6%	24.6%	19.3%
2020 Population 15+ by Marital Status			
Total	5,646	53,983	158,787
Never Married	20.9%	21.8%	24.3%
Married	69.4%	68.5%	63.7%
Widowed	4.4%	3.9%	4.3%
Divorced	5.4%	5.8%	7.7%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,544	34,612	106,357
Population 16+ Employed	91.4%	92.8%	92.5%
Population 16+ Unemployment rate	8.6%	7.2%	7.5%
Population 16-24 Employed	11.8%	11.8%	11.3%
Population 16-24 Unemployment rate	15.9%	12.5%	13.2%
Population 25-54 Employed	58.1%	56.8%	59.8%
Population 25-54 Unemployment rate	7.8%	6.5%	6.8%
Population 55-64 Employed	25.2%	25.3%	22.9%
Population 55-64 Unemployment rate	7.3%	6.3%	6.8%
Population 65+ Employed	4.9%	6.1%	6.1%
Population 65+ Unemployment rate	6.5%	5.8%	6.4%
2020 Employed Population 16+ by Industry			
Total	3,238	32,132	98,348
Agriculture/Mining	0.1%	0.8%	1.0%
Construction	4.3%	4.4%	5.2%
Manufacturing	12.0%	10.4%	9.0%
Wholesale Trade	3.7%	3.3%	3.3%
Retail Trade	8.4%	9.3%	10.1%
Transportation/Utilities	7.6%	7.1%	8.1%
Information	3.4%	2.4%	2.4%
Finance/Insurance/Real Estate	12.4%	13.6%	11.9%
Services	45.9%	46.2%	45.9%
Public Administration	2.1%	2.4%	3.1%
2020 Employed Population 16+ by Occupation			
Total	3,237	32,133	98,349
White Collar	87.7%	84.5%	78.1%
Management/Business/Financial	31.7%	29.7%	25.9%
Professional	30.8%	29.0%	25.7%
Sales	15.5%	15.5%	13.5%
Administrative Support	9.7%	10.3%	13.1%
Services	6.4%	7.5%	11.3%
Blue Collar	5.8%	8.0%	10.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.4%	1.4%	2.2%
Installation/Maintenance/Repair	2.1%	2.0%	2.5%
Production	1.1%	1.4%	1.8%
Transportation/Material Moving	2.3%	3.0%	4.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,625	18,637	57,783
Households with 1 Person	9.4%	11.3%	14.8%
Households with 2+ People	90.6%	88.7%	85.2%
Family Households	89.2%	86.8%	82.1%
Husband-wife Families	82.9%	79.5%	70.9%
With Related Children	50.4%	43.4%	36.8%
Other Family (No Spouse Present)	6.3%	7.4%	11.3%
Other Family with Male Householder	2.0%	2.3%	3.3%
With Related Children	1.2%	1.5%	2.1%
Other Family with Female Householder	4.4%	5.1%	8.0%
With Related Children	3.2%	3.5%	5.5%
Nonfamily Households	1.4%	1.9%	3.1%
All Households with Children	55.0%	48.5%	44.7%
Multigenerational Households	2.8%	2.7%	3.4%
Unmarried Partner Households	1.5%	2.0%	3.4%
Male-female	1.0%	1.5%	2.7%
Same-sex	0.5%	0.5%	0.6%
2010 Households by Size			
Total	1,625	18,637	57,785
1 Person Household	9.4%	11.3%	14.8%
2 Person Household	28.2%	32.3%	33.1%
3 Person Household	19.3%	19.5%	19.7%
4 Person Household	27.7%	23.4%	20.2%
5 Person Household	11.1%	10.0%	8.6%
6 Person Household	3.4%	2.6%	2.6%
7 + Person Household	0.9%	0.9%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	1,625	18,637	57,783
Owner Occupied	93.7%	91.0%	85.0%
Owned with a Mortgage/Loan	80.1%	75.4%	69.4%
Owned Free and Clear	13.6%	15.6%	15.6%
Renter Occupied	6.3%	9.0%	15.0%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	167	161	155
Percent of Income for Mortgage	11.5%	11.9%	12.3%
Wealth Index	345	313	230
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,733	19,297	60,043
Housing Units Inside Urbanized Area	100.0%	99.4%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.6%	0.5%
2010 Population By Urban/ Rural Status			
Total Population	5,216	56,173	166,843
Population Inside Urbanized Area	100.0%	99.5%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	0.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Professional Pride (1B)	Professional Pride (1B)	Professional Pride (1B)
2.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
3.	Top Tier (1A)	Top Tier (1A)	Home Improvement (4B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$10,863,931	\$100,821,269	\$249,287,955
Average Spent	\$4,940.40	\$4,574.88	\$3,697.32
Spending Potential Index	230	213	172
Education: Total \$	\$11,032,498	\$99,721,964	\$229,277,413
Average Spent	\$5,017.05	\$4,525.00	\$3,400.53
Spending Potential Index	280	253	190
Entertainment/Recreation: Total \$	\$16,765,769	\$155,543,889	\$380,435,385
Average Spent	\$7,624.27	\$7,057.99	\$5,642.43
Spending Potential Index	235	217	174
Food at Home: Total \$	\$25,585,289	\$238,753,549	\$595,795,012
Average Spent	\$11,634.97	\$10,833.72	\$8,836.54
Spending Potential Index	218	203	165
Food Away from Home: Total \$	\$18,673,359	\$173,813,062	\$431,922,444
Average Spent	\$8,491.75	\$7,886.97	\$6,406.06
Spending Potential Index	225	209	170
Health Care: Total \$	\$28,627,259	\$267,688,857	\$664,127,252
Average Spent	\$13,018.31	\$12,146.69	\$9,850.01
Spending Potential Index	226	211	171
HH Furnishings & Equipment: Total \$	\$11,541,951	\$107,051,221	\$263,514,295
Average Spent	\$5,248.73	\$4,857.57	\$3,908.32
Spending Potential Index	240	222	179
Personal Care Products & Services: Total \$	\$4,749,055	\$44,114,288	\$109,036,489
Average Spent	\$2,159.64	\$2,001.74	\$1,617.18
Spending Potential Index	235	218	176
Shelter: Total \$	\$97,960,445	\$905,439,024	\$2,231,100,836
Average Spent	\$44,547.72	\$41,085.35	\$33,090.60
Spending Potential Index	230	212	171
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,440,610	\$115,734,571	\$285,439,336
Average Spent	\$5,657.39	\$5,251.59	\$4,233.50
Spending Potential Index	242	224	181
Travel: Total \$	\$13,589,756	\$124,855,926	\$300,326,507
Average Spent	\$6,179.97	\$5,665.48	\$4,454.30
Spending Potential Index	256	235	185
Vehicle Maintenance & Repairs: Total \$	\$5,618,322	\$52,584,114	\$131,351,198
Average Spent	\$2,554.94	\$2,386.07	\$1,948.14
Spending Potential Index	220	206	168

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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