



Executive Summary

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			
2000 Population	3,035	40,075	130,362
2010 Population	5,216	56,173	166,843
2020 Population	6,975	66,553	195,625
2025 Population	7,574	71,091	208,844
2000-2010 Annual Rate	5.56%	3.43%	2.50%
2010-2020 Annual Rate	2.88%	1.67%	1.56%
2020-2025 Annual Rate	1.66%	1.33%	1.32%
2020 Male Population	49.0%	49.0%	48.8%
2020 Female Population	51.0%	51.0%	51.2%
2020 Median Age	43.1	44.1	41.9

In the identified area, the current year population is 195,625. In 2010, the Census count in the area was 166,843. The rate of change since 2010 was 1.56% annually. The five-year projection for the population in the area is 208,844 representing a change of 1.32% annually from 2020 to 2025. Currently, the population is 48.8% male and 51.2% female.

Median Age

The median age in this area is 43.1, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	81.8%	84.5%	81.5%
2020 Black Alone	3.9%	3.4%	4.6%
2020 American Indian/Alaska Native Alone	0.2%	0.4%	0.5%
2020 Asian Alone	9.3%	6.9%	6.4%
2020 Pacific Islander Alone	0.1%	0.1%	0.1%
2020 Other Race	1.2%	1.7%	3.7%
2020 Two or More Races	3.5%	3.0%	3.2%
2020 Hispanic Origin (Any Race)	9.0%	8.6%	12.8%

Persons of Hispanic origin represent 12.8% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 48.0 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	345	313	230
2000 Households	928	12,536	42,886
2010 Households	1,625	18,637	57,783
2020 Total Households	2,199	22,038	67,424
2025 Total Households	2,384	23,496	71,823
2000-2010 Annual Rate	5.76%	4.05%	3.03%
2010-2020 Annual Rate	3.00%	1.65%	1.52%
2020-2025 Annual Rate	1.63%	1.29%	1.27%
2020 Average Household Size	3.14	3.01	2.89

The household count in this area has changed from 57,783 in 2010 to 67,424 in the current year, a change of 1.52% annually. The five-year projection of households is 71,823, a change of 1.27% annually from the current year total. Average household size is currently 2.89, compared to 2.88 in the year 2010. The number of families in the current year is 54,881 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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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Mortgage Income			
2020 Percent of Income for Mortgage	11.5%	11.9%	12.3%
Median Household Income			
2020 Median Household Income	\$180,517	\$159,974	\$118,941
2025 Median Household Income	\$200,001	\$170,429	\$125,966
2020-2025 Annual Rate	2.07%	1.27%	1.15%
Average Household Income			
2020 Average Household Income	\$217,450	\$200,380	\$159,402
2025 Average Household Income	\$237,465	\$217,909	\$173,888
2020-2025 Annual Rate	1.78%	1.69%	1.75%
Per Capita Income			
2020 Per Capita Income	\$67,441	\$66,425	\$54,966
2025 Per Capita Income	\$73,499	\$72,113	\$59,826
2020-2025 Annual Rate	1.74%	1.66%	1.71%

Households by Income

Current median household income is \$118,941 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$125,966 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$159,402 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$173,888 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$54,966 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$59,826 in five years, compared to \$37,691 for all U.S. households

Housing			
2020 Housing Affordability Index	167	161	155
2000 Total Housing Units	1,023	13,023	44,155
2000 Owner Occupied Housing Units	900	11,977	37,734
2000 Renter Occupied Housing Units	28	559	5,153
2000 Vacant Housing Units	95	487	1,268
2010 Total Housing Units	1,733	19,297	60,043
2010 Owner Occupied Housing Units	1,522	16,957	49,144
2010 Renter Occupied Housing Units	103	1,680	8,639
2010 Vacant Housing Units	108	660	2,260
2020 Total Housing Units	2,262	22,306	68,370
2020 Owner Occupied Housing Units	2,064	19,980	56,365
2020 Renter Occupied Housing Units	135	2,058	11,058
2020 Vacant Housing Units	63	268	946
2025 Total Housing Units	2,448	23,750	72,711
2025 Owner Occupied Housing Units	2,237	21,276	59,589
2025 Renter Occupied Housing Units	147	2,220	12,234
2025 Vacant Housing Units	64	254	888

Currently, 82.4% of the 68,370 housing units in the area are owner occupied; 16.2%, renter occupied; and 1.4% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 60,043 housing units in the area - 81.8% owner occupied, 14.4% renter occupied, and 3.8% vacant. The annual rate of change in housing units since 2010 is 5.94%. Median home value in the area is \$349,255, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.31% annually to \$372,707.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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