

# Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 32.8974/-97.2565

2003 S. Main Street									
Keller, TX 76248									
		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population									
Estimated Population (2025)		13,442		135,367		320,979		485,378	
Projected Population (2030)		12,900		133,042		324,783		496,328	
Census Population (2020)		14,047		137,074		311,764		462,212	
Census Population (2010)		11,461		125,461		254,640		378,418	
Projected Annual Growth (2025-2030)		-542	-0.8%	-2,325	-0.3%	3,804	0.2%	10,950	0.5%
Historical Annual Growth (2020-2025)		-605	-0.9%	-1,707	-0.2%	9,216	0.6%	23,167	1.0%
Historical Annual Growth (2010-2020)		2,587	2.3%	11,613	0.9%	57,123	2.2%	83,794	2.2%
Estimated Population Density (2025)		4,281	psm	4,788	psm	4,088	psm	3,154	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi
Households									
Estimated Households (2025)		4,515		46,233		115,653		173,584	
Projected Households (2030)		4,424		46,419		119,899		181,499	
Census Households (2020)		4,614		46,022		110,299		162,908	
Census Households (2010)		3,822		42,230		89,808		134,223	
Projected Annual Growth (2025-2030)		-92	-0.4%	186	-	4,246	0.7%	7,915	0.9%
Historical Annual Change (2010-2025)		693	1.2%	4,003	0.6%	25,845	1.9%	39,361	2.0%
Average Household Income									
Estimated Average Household Income (2025)		\$141,484		\$155,828		\$150,937		\$153,056	
Projected Average Household Income (2030)		\$140,582		\$154,793		\$149,012		\$150,886	
Census Average Household Income (2010)		\$93,159		\$87,689		\$87,161		\$88,857	
Census Average Household Income (2000)		\$76,545		\$74,794		\$72,924		\$74,519	
Projected Annual Change (2025-2030)		-\$902	-0.1%	-\$1,035	-0.1%	-\$1,925	-0.3%	-\$2,170	-0.3%
Historical Annual Change (2000-2025)		\$64,940	3.4%	\$81,034	4.3%	\$78,013	4.3%	\$78,536	4.2%
Median Household Income									
Estimated Median Household Income (2025)		\$105,666		\$122,648		\$119,186		\$118,561	
Projected Median Household Income (2030)		\$105,009		\$121,795		\$117,666		\$117,083	
Census Median Household Income (2010)		\$76,936		\$81,455		\$78,946		\$78,445	
Census Median Household Income (2000)		\$71,904		\$69,831		\$65,116		\$65,138	
Projected Annual Change (2025-2030)		-\$657	-0.1%	-\$853	-0.1%	-\$1,520	-0.3%	-\$1,479	-0.2%
Historical Annual Change (2000-2025)		\$33,761	1.9%	\$52,817	3.0%	\$54,070	3.3%	\$53,423	3.3%
Per Capita Income									
Estimated Per Capita Income (2025)		\$47,628		\$53,240		\$54,405		\$54,757	
Projected Per Capita Income (2030)		\$48,316		\$54,027		\$55,030		\$55,197	
Census Per Capita Income (2010)		\$31,073		\$29,509		\$30,736		\$31,516	
Census Per Capita Income (2000)		\$23,797		\$24,331		\$25,389		\$26,486	
Projected Annual Change (2025-2030)		\$688	0.3%	\$787	0.3%	\$625	0.2%	\$439	0.2%
Historical Annual Change (2000-2025)		\$23,832	4.0%	\$28,909	4.8%	\$29,016	4.6%	\$28,272	4.3%
Estimated Average Household Net Worth (2025)		\$1.19 M		\$1.47 M		\$1.4 M		\$1.42 M	

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Lat/Lon: 32.8974/-97.2565

2003 S. Main Street Keller, TX 76248								
	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity								
Total Population (2025)	13,442		135,367		320,979		485,378	
White (2025)	7,953	59.2%	81,513	60.2%	189,375	59.0%	285,872	58.9%
Black or African American (2025)	1,820	13.5%	15,130	11.2%	40,055	12.5%	58,409	12.0%
American Indian or Alaska Native (2025)	77	0.6%	891	0.7%	2,132	0.7%	3,442	0.7%
Asian (2025)	1,279	9.5%	12,279	9.1%	29,876	9.3%	42,252	8.7%
Hawaiian or Pacific Islander (2025)	34	0.3%	249	0.2%	582	0.2%	943	0.2%
Other Race (2025)	843	6.3%	9,572	7.1%	22,572	7.0%	37,350	7.7%
Two or More Races (2025)	1,436	10.7%	15,733	11.6%	36,387	11.3%	57,111	11.8%
Population < 18 (2025)	3,570	26.6%	34,935	25.8%	81,233	25.3%	122,192	25.2%
White Not Hispanic	1,546	43.3%	15,799	45.2%	35,505	43.7%	52,361	42.9%
Black or African American	555	15.6%	4,355	12.5%	11,332	14.0%	16,549	13.5%
Asian	307	8.6%	2,799	8.0%	7,044	8.7%	9,951	8.1%
Other Race Not Hispanic	186	5.2%	1,839	5.3%	4,300	5.3%	6,455	5.3%
Hispanic	975	27.3%	10,143	29.0%	23,052	28.4%	36,876	30.2%
Not Hispanic or Latino Population (2025)	10,413	77.5%	103,090	76.2%	245,982	76.6%	365,284	75.3%
Not Hispanic White	6,920	66.5%	71,714	69.6%	166,822	67.8%	250,628	68.6%
Not Hispanic Black or African American	1,802	17.3%	14,805	14.4%	39,206	15.9%	57,105	15.6%
Not Hispanic American Indian or Alaska Native	25	0.2%	282	0.3%	686	0.3%	1,085	0.3%
Not Hispanic Asian	1,267	12.2%	12,233	11.9%	29,762	12.1%	41,996	11.5%
Not Hispanic Hawaiian or Pacific Islander	19	0.2%	151	0.1%	365	0.1%	615	0.2%
Not Hispanic Other Race	14	0.1%	159	0.2%	400	0.2%	642	0.2%
Not Hispanic Two or More Races	365	3.5%	3,746	3.6%	8,742	3.6%	13,213	3.6%
Hispanic or Latino Population (2025)	3,029	22.5%	32,276	23.8%	74,997	23.4%	120,094	24.7%
Hispanic White	1,033	34.1%	9,798	30.4%	22,553	30.1%	35,244	29.3%
Hispanic Black or African American	18	0.6%	325	1.0%	849	1.1%	1,303	1.1%
Hispanic American Indian or Alaska Native	52	1.7%	609	1.9%	1,446	1.9%	2,357	2.0%
Hispanic Asian	12	0.4%	46	0.1%	115	0.2%	256	0.2%
Hispanic Hawaiian or Pacific Islander	14	0.5%	98	0.3%	218	0.3%	328	0.3%
Hispanic Other Race	828	27.3%	9,414	29.2%	22,172	29.6%	36,708	30.6%
Hispanic Two or More Races	1,072	35.4%	11,987	37.1%	27,644	36.9%	43,898	36.6%
Not Hispanic or Latino Population (2020)	11,351	80.8%	111,012	81.0%	251,397	80.6%	364,797	78.9%
Hispanic or Latino Population (2020)	2,696	19.2%	26,062	19.0%	60,367	19.4%	97,415	21.1%
Not Hispanic or Latino Population (2010)	9,706	84.7%	105,797	84.3%	213,303	83.8%	311,206	82.2%
Hispanic or Latino Population (2010)	1,754	15.3%	19,664	15.7%	41,338	16.2%	67,212	17.8%
Not Hispanic or Latino Population (2030)	9,762	75.7%	98,912	74.3%	242,975	74.8%	365,289	73.6%
Hispanic or Latino Population (2030)	3,138	24.3%	34,129	25.7%	81,808	25.2%	131,040	26.4%
Projected Annual Growth (2025-2030)	109	0.7%	1,853	1.1%	6,811	1.8%	10,945	1.8%
Historical Annual Growth (2010-2020)	942	5.4%	6,398	3.3%	19,029	4.6%	30,203	4.5%

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Total Age Distribution (2025)									
Total Population	13,442			135,367		320,979		485,378	
Age Under 5 Years	751	5.6%		8,040	5.9%	19,519	6.1%	29,611	6.1%
Age 5 to 9 Years	1,028	7.6%		9,741	7.2%	22,541	7.0%	33,940	7.0%
Age 10 to 14 Years	1,050	7.8%		10,324	7.6%	23,624	7.4%	35,635	7.3%
Age 15 to 19 Years	1,115	8.3%		10,427	7.7%	23,659	7.4%	35,367	7.3%
Age 20 to 24 Years	724	5.4%		7,345	5.4%	18,922	5.9%	28,236	5.8%
Age 25 to 29 Years	801	6.0%		7,766	5.7%	20,298	6.3%	30,477	6.3%
Age 30 to 34 Years	922	6.9%		9,138	6.8%	22,927	7.1%	34,572	7.1%
Age 35 to 39 Years	1,040	7.7%		9,753	7.2%	23,726	7.4%	35,757	7.4%
Age 40 to 44 Years	1,054	7.8%		10,060	7.4%	23,544	7.3%	35,273	7.3%
Age 45 to 49 Years	933	6.9%		9,405	6.9%	21,581	6.7%	32,179	6.6%
Age 50 to 54 Years	859	6.4%		9,135	6.7%	20,906	6.5%	31,213	6.4%
Age 55 to 59 Years	814	6.1%		8,418	6.2%	18,728	5.8%	28,217	5.8%
Age 60 to 64 Years	720	5.4%		7,982	5.9%	18,118	5.6%	27,765	5.7%
Age 65 to 69 Years	529	3.9%		6,430	4.7%	14,767	4.6%	22,795	4.7%
Age 70 to 74 Years	409	3.0%		4,885	3.6%	11,554	3.6%	17,842	3.7%
Age 75 to 79 Years	343	2.6%		3,392	2.5%	8,372	2.6%	13,170	2.7%
Age 80 to 84 Years	180	1.3%		1,816	1.3%	4,614	1.4%	7,579	1.6%
Age 85 Years or Over	168	1.3%		1,309	1.0%	3,580	1.1%	5,751	1.2%
Median Age	36.0			37.1		36.8		37.1	
Age 19 Years or Less	3,944	29.3%		38,532	28.5%	89,343	27.8%	134,553	27.7%
Age 20 to 64 Years	7,868	58.5%		79,003	58.4%	188,750	58.8%	283,690	58.4%
Age 65 Years or Over	1,630	12.1%		17,831	13.2%	42,887	13.4%	67,136	13.8%
Female Age Distribution (2025)									
Female Population	6,895	51.3%		69,037	51.0%	163,275	50.9%	246,307	50.7%
Age Under 5 Years	407	5.9%		3,926	5.7%	9,473	5.8%	14,363	5.8%
Age 5 to 9 Years	490	7.1%		4,758	6.9%	11,055	6.8%	16,628	6.8%
Age 10 to 14 Years	515	7.5%		5,015	7.3%	11,615	7.1%	17,488	7.1%
Age 15 to 19 Years	556	8.1%		5,135	7.4%	11,753	7.2%	17,600	7.1%
Age 20 to 24 Years	376	5.5%		3,657	5.3%	9,305	5.7%	13,870	5.6%
Age 25 to 29 Years	417	6.0%		3,935	5.7%	10,243	6.3%	15,463	6.3%
Age 30 to 34 Years	479	7.0%		4,744	6.9%	11,842	7.3%	17,623	7.2%
Age 35 to 39 Years	558	8.1%		5,126	7.4%	12,344	7.6%	18,448	7.5%
Age 40 to 44 Years	540	7.8%		5,133	7.4%	11,908	7.3%	17,835	7.2%
Age 45 to 49 Years	481	7.0%		4,853	7.0%	11,122	6.8%	16,527	6.7%
Age 50 to 54 Years	440	6.4%		4,644	6.7%	10,523	6.4%	15,716	6.4%
Age 55 to 59 Years	423	6.1%		4,312	6.2%	9,548	5.8%	14,288	5.8%
Age 60 to 64 Years	367	5.3%		4,051	5.9%	9,087	5.6%	13,979	5.7%
Age 65 to 69 Years	288	4.2%		3,387	4.9%	7,814	4.8%	11,991	4.9%
Age 70 to 74 Years	210	3.0%		2,715	3.9%	6,398	3.9%	9,786	4.0%
Age 75 to 79 Years	185	2.7%		1,860	2.7%	4,588	2.8%	7,206	2.9%
Age 80 to 84 Years	88	1.3%		992	1.4%	2,569	1.6%	4,194	1.7%
Age 85 Years or Over	76	1.1%		794	1.2%	2,090	1.3%	3,302	1.3%
Female Median Age	36.2			37.8		37.6		37.8	
Age 19 Years or Less	1,968	28.5%		18,833	27.3%	43,896	26.9%	66,078	26.8%
Age 20 to 64 Years	4,081	59.2%		40,455	58.6%	95,920	58.7%	143,749	58.4%
Age 65 Years or Over	847	12.3%		9,749	14.1%	23,459	14.4%	36,480	14.8%

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	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
Male Age Distribution (2025)									
Male Population	6,547	48.7%	66,330	49.0%	157,704	49.1%	239,071	49.3%	
Age Under 5 Years	344	5.3%	4,114	6.2%	10,046	6.4%	15,247	6.4%	
Age 5 to 9 Years	539	8.2%	4,984	7.5%	11,486	7.3%	17,312	7.2%	
Age 10 to 14 Years	535	8.2%	5,309	8.0%	12,009	7.6%	18,148	7.6%	
Age 15 to 19 Years	559	8.5%	5,292	8.0%	11,906	7.5%	17,767	7.4%	
Age 20 to 24 Years	348	5.3%	3,688	5.6%	9,617	6.1%	14,366	6.0%	
Age 25 to 29 Years	384	5.9%	3,831	5.8%	10,056	6.4%	15,015	6.3%	
Age 30 to 34 Years	443	6.8%	4,394	6.6%	11,086	7.0%	16,949	7.1%	
Age 35 to 39 Years	483	7.4%	4,627	7.0%	11,381	7.2%	17,309	7.2%	
Age 40 to 44 Years	514	7.9%	4,928	7.4%	11,636	7.4%	17,438	7.3%	
Age 45 to 49 Years	452	6.9%	4,552	6.9%	10,459	6.6%	15,651	6.5%	
Age 50 to 54 Years	419	6.4%	4,491	6.8%	10,383	6.6%	15,497	6.5%	
Age 55 to 59 Years	391	6.0%	4,107	6.2%	9,180	5.8%	13,929	5.8%	
Age 60 to 64 Years	353	5.4%	3,931	5.9%	9,031	5.7%	13,786	5.8%	
Age 65 to 69 Years	241	3.7%	3,043	4.6%	6,953	4.4%	10,804	4.5%	
Age 70 to 74 Years	199	3.0%	2,170	3.3%	5,157	3.3%	8,056	3.4%	
Age 75 to 79 Years	158	2.4%	1,531	2.3%	3,784	2.4%	5,964	2.5%	
Age 80 to 84 Years	92	1.4%	824	1.2%	2,045	1.3%	3,385	1.4%	
Age 85 Years or Over	93	1.4%	514	0.8%	1,490	0.9%	2,448	1.0%	
Male Median Age	35.6		36.2		36.0		36.4		
Age 19 Years or Less	1,977	30.2%	19,699	29.7%	45,447	28.8%	68,474	28.6%	
Age 20 to 64 Years	3,787	57.8%	38,549	58.1%	92,829	58.9%	139,941	58.5%	
Age 65 Years or Over	783	12.0%	8,083	12.2%	19,428	12.3%	30,656	12.8%	
Males per 100 Females (2025)									
Overall Comparison	95		96		97		97		
Age Under 5 Years	85	45.8%	105	51.2%	106	51.5%	106	51.5%	
Age 5 to 9 Years	110	52.4%	105	51.2%	104	51.0%	104	51.0%	
Age 10 to 14 Years	104	50.9%	106	51.4%	103	50.8%	104	50.9%	
Age 15 to 19 Years	101	50.1%	103	50.8%	101	50.3%	101	50.2%	
Age 20 to 24 Years	92	48.0%	101	50.2%	103	50.8%	104	50.9%	
Age 25 to 29 Years	92	47.9%	97	49.3%	98	49.5%	97	49.3%	
Age 30 to 34 Years	92	48.0%	93	48.1%	94	48.4%	96	49.0%	
Age 35 to 39 Years	87	46.4%	90	47.4%	92	48.0%	94	48.4%	
Age 40 to 44 Years	95	48.8%	96	49.0%	98	49.4%	98	49.4%	
Age 45 to 49 Years	94	48.5%	94	48.4%	94	48.5%	95	48.6%	
Age 50 to 54 Years	95	48.7%	97	49.2%	99	49.7%	99	49.6%	
Age 55 to 59 Years	93	48.1%	95	48.8%	96	49.0%	97	49.4%	
Age 60 to 64 Years	96	49.1%	97	49.2%	99	49.8%	99	49.7%	
Age 65 to 69 Years	84	45.6%	90	47.3%	89	47.1%	90	47.4%	
Age 70 to 74 Years	94	48.6%	80	44.4%	81	44.6%	82	45.2%	
Age 75 to 79 Years	85	46.1%	82	45.2%	82	45.2%	83	45.3%	
Age 80 to 84 Years	105	51.3%	83	45.4%	80	44.3%	81	44.7%	
Age 85 Years or Over	123	55.1%	65	39.3%	71	41.6%	74	42.6%	
Age 19 Years or Less	100	50.1%	105	51.1%	104	50.9%	104	50.9%	
Age 20 to 39 Years	91	47.5%	95	48.6%	96	49.1%	97	49.3%	
Age 40 to 64 Years	95	48.6%	96	48.9%	97	49.3%	97	49.3%	
Age 65 Years or Over	93	48.1%	83	45.3%	83	45.3%	84	45.7%	

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2003 S. Main Street									
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Household Type (2025)									
Total Households	4,515		46,233		115,653		173,584		
Households with Children	1,981	43.9%	19,059	41.2%	44,392	38.4%	67,023	38.6%	
Average Household Size	2.9		2.9		2.8		2.8		
Household Density per Square Mile	1,438		1,635		1,473		1,128		
Population Family	12,086	89.9%	120,897	89.3%	273,704	85.3%	413,415	85.2%	
Population Non-Family	1,141	8.5%	14,093	10.4%	46,311	14.4%	70,437	14.5%	
Population Group Quarters	215	1.6%	377	0.3%	964	0.3%	1,525	0.3%	
Family Households	3,684	81.6%	36,308	78.5%	83,189	71.9%	125,503	72.3%	
Married Couple Households	2,656	72.1%	28,100	77.4%	64,593	77.6%	98,207	78.3%	
Other Family Households with Children	1,028	27.9%	8,209	22.6%	18,595	22.4%	27,296	21.7%	
Family Households with Children	1,979	53.7%	19,038	52.4%	44,343	53.3%	66,952	53.3%	
Married Couple with Children	1,368	69.1%	14,367	75.5%	32,946	74.3%	49,871	74.5%	
Other Family Households with Children	611	30.9%	4,671	24.5%	11,397	25.7%	17,081	25.5%	
Family Households No Children	1,705	46.3%	17,270	47.6%	38,846	46.7%	58,551	46.7%	
Married Couple No Children	1,288	75.5%	13,732	79.5%	31,647	81.5%	48,336	82.6%	
Other Family Households No Children	417	24.5%	3,538	20.5%	7,198	18.5%	10,215	17.4%	
Non-Family Households	831	18.4%	9,925	21.5%	32,464	28.1%	48,081	27.7%	
Non-Family Households with Children	2	0.2%	21	0.2%	49	0.2%	72	0.1%	
Non-Family Households No Children	829	99.8%	9,904	99.8%	32,415	99.8%	48,009	99.9%	
Average Family Household Size	3.3		3.3		3.3		3.3		
Average Family Income	\$156,054		\$172,575		\$173,267		\$177,065		
Median Family Income	\$115,274		\$135,678		\$137,338		\$135,448		
Average Non-Family Household Size	1.4		1.4		1.4		1.5		
Marital Status (2025)									
Population Age 15 Years or Over	10,613		107,262		255,295		386,193		
Never Married	3,176	29.9%	31,342	29.2%	76,201	29.8%	112,842	29.2%	
Currently Married	5,476	51.6%	56,952	53.1%	133,102	52.1%	201,782	52.2%	
Previously Married	1,961	18.5%	18,968	17.7%	45,992	18.0%	71,569	18.5%	
Separated	581	29.6%	3,401	17.9%	9,252	20.1%	14,713	20.6%	
Widowed	365	18.6%	4,040	21.3%	10,517	22.9%	16,471	23.0%	
Divorced	1,015	51.8%	11,527	60.8%	26,223	57.0%	40,386	56.4%	
Educational Attainment (2025)									
Adult Population Age 25 Years or Over	8,774		89,489		212,715		322,590		
Elementary (Grade Level 0 to 8)	270	3.1%	2,278	2.5%	5,858	2.8%	10,566	3.3%	
Some High School (Grade Level 9 to 11)	255	2.9%	3,511	3.9%	7,461	3.5%	13,298	4.1%	
High School Graduate	1,603	18.3%	19,179	21.4%	45,360	21.3%	68,883	21.4%	
Some College	1,948	22.2%	19,700	22.0%	45,536	21.4%	69,495	21.5%	
Associate Degree Only	1,016	11.6%	7,839	8.8%	18,105	8.5%	27,093	8.4%	
Bachelor Degree Only	2,576	29.4%	25,100	28.0%	61,250	28.8%	88,945	27.6%	
Graduate Degree	1,106	12.6%	11,883	13.3%	29,144	13.7%	44,310	13.7%	
Any College (Some College or Higher)	6,645	75.7%	64,521	72.1%	154,036	72.4%	229,843	71.2%	
College Degree + (Bachelor Degree or Higher)	3,682	42.0%	36,983	41.3%	90,395	42.5%	133,255	41.3%	

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# Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 32.8974/-97.2565

2003 S. Main Street									
Keller, TX 76248									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Housing									
Total Housing Units (2025)	4,812		49,380		123,973		186,145		
Total Housing Units (2020)	4,694		47,288		114,285		168,978		
Historical Annual Growth (2020-2025)	118	0.5%	2,092	0.9%	9,688	1.7%	17,167	2.0%	
Housing Units Occupied (2025)	4,515	93.8%	46,233	93.6%	115,653	93.3%	173,584	93.3%	
Housing Units Owner-Occupied	2,945	65.2%	33,647	72.8%	74,935	64.8%	115,646	66.6%	
Housing Units Renter-Occupied	1,570	34.8%	12,586	27.2%	40,718	35.2%	57,937	33.4%	
Housing Units Vacant (2025)	296	6.2%	3,147	6.4%	8,320	6.7%	12,561	6.7%	
Household Size (2025)									
Total Households	4,515		46,233		115,653		173,584		
1 Person Households	654	14.5%	7,661	16.6%	24,993	21.6%	36,146	20.8%	
2 Person Households	1,455	32.2%	15,103	32.7%	36,938	31.9%	56,206	32.4%	
3 Person Households	974	21.6%	8,501	18.4%	19,856	17.2%	30,008	17.3%	
4 Person Households	811	18.0%	8,259	17.9%	18,877	16.3%	28,200	16.2%	
5 Person Households	378	8.4%	4,080	8.8%	9,201	8.0%	14,038	8.1%	
6 Person Households	172	3.8%	1,695	3.7%	3,683	3.2%	5,705	3.3%	
7 or More Person Households	70	1.6%	935	2.0%	2,106	1.8%	3,281	1.9%	
Household Income Distribution (2025)									
HH Income \$200,000 or More	686	15.2%	8,956	19.4%	22,146	19.1%	32,890	18.9%	
HH Income \$150,000 to \$199,999	597	13.2%	6,093	13.2%	14,125	12.2%	21,000	12.1%	
HH Income \$125,000 to \$149,999	435	9.6%	5,282	11.4%	11,252	9.7%	16,019	9.2%	
HH Income \$100,000 to \$124,999	616	13.6%	6,064	13.1%	14,501	12.5%	21,088	12.1%	
HH Income \$75,000 to \$99,999	549	12.2%	6,556	14.2%	16,427	14.2%	23,978	13.8%	
HH Income \$50,000 to \$74,999	557	12.3%	6,229	13.5%	16,758	14.5%	25,251	14.5%	
HH Income \$35,000 to \$49,999	521	11.5%	3,030	6.6%	8,622	7.5%	13,783	7.9%	
HH Income \$25,000 to \$34,999	86	1.9%	1,143	2.5%	4,838	4.2%	7,735	4.5%	
HH Income \$15,000 to \$24,999	281	6.2%	1,479	3.2%	3,432	3.0%	6,156	3.5%	
HH Income \$10,000 to \$14,999	94	2.1%	406	0.9%	965	0.8%	1,579	0.9%	
HH Income Under \$10,000	94	2.1%	996	2.2%	2,587	2.2%	4,105	2.4%	
Household Vehicles (2025)									
Households 0 Vehicles Available	91	2.0%	970	2.1%	3,269	2.8%	4,767	2.7%	
Households 1 Vehicle Available	1,403	31.1%	12,287	26.6%	35,531	30.7%	53,127	30.6%	
Households 2 Vehicles Available	1,931	42.8%	21,487	46.5%	51,474	44.5%	77,111	44.4%	
Households 3 or More Vehicles Available	1,090	24.1%	11,489	24.9%	25,380	21.9%	38,578	22.2%	
Total Vehicles Available	8,937		94,107		224,212		338,378		
Average Vehicles per Household	2.0		2.0		1.9		1.9		
Owner-Occupied Household Vehicles	6,679	74.7%	73,342	77.9%	161,995	72.3%	250,908	74.2%	
Average Vehicles per Owner-Occupied Household	2.3		2.2		2.2		2.2		
Renter-Occupied Household Vehicles	2,259	25.3%	20,765	22.1%	62,217	27.7%	87,470	25.8%	
Average Vehicles per Renter-Occupied Household	1.4		1.6		1.5		1.5		
Travel Time (2025)									
Worker Base Age 16 years or Over	7,651		75,301		179,387		267,321		
Travel to Work in 14 Minutes or Less	974	12.7%	9,427	12.5%	26,141	14.6%	40,806	15.3%	
Travel to Work in 15 to 29 Minutes	2,167	28.3%	21,394	28.4%	51,907	28.9%	78,549	29.4%	
Travel to Work in 30 to 59 Minutes	2,553	33.4%	26,044	34.6%	57,728	32.2%	83,935	31.4%	
Travel to Work in 60 Minutes or More	430	5.6%	4,376	5.8%	10,388	5.8%	15,401	5.8%	
Work at Home	1,527	20.0%	14,061	18.7%	33,224	18.5%	48,629	18.2%	
Average Minutes Travel to Work	26.7		27.8		26.5		26.0		



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2003 S. Main Street									
Keller, TX 76248									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2025)									
Worker Base Age 16 years or Over	7,651			75,301			179,387		267,321
Drive to Work Alone	5,158	67.4%		51,222	68.0%		122,418	68.2%	183,018 68.5%
Drive to Work in Carpool	643	8.4%		7,727	10.3%		17,850	10.0%	27,093 10.1%
Travel to Work by Public Transportation	36	0.5%		406	0.5%		1,023	0.6%	1,453 0.5%
Drive to Work on Motorcycle	11	0.1%		83	0.1%		180	0.1%	246 -
Bicycle to Work	10	0.1%		83	0.1%		171	-	241 -
Walk to Work	89	1.2%		774	1.0%		1,855	1.0%	2,859 1.1%
Other Means	177	2.3%		946	1.3%		2,666	1.5%	3,782 1.4%
Work at Home	1,527	20.0%		14,061	18.7%		33,224	18.5%	48,629 18.2%
Daytime Demographics (2025)									
Total Businesses	592			4,635			11,790		20,973
Total Employees	5,096			30,606			82,541		160,818
Company Headquarter Businesses	10	1.7%		78	1.7%		228	1.9%	480 2.3%
Company Headquarter Employees	304	6.0%		1,523	5.0%		5,737	7.0%	16,121 10.0%
Employee Population per Business	8.6	to 1		6.6	to 1		7.0	to 1	7.7 to 1
Residential Population per Business	22.7	to 1		29.2	to 1		27.2	to 1	23.1 to 1
Adj. Daytime Demographics Age 16 Years or Over	7,756			60,131			152,686		271,078
Labor Force									
Labor Population Age 16 Years or Over (2025)	10,356			104,982			250,087		378,467
Labor Force Total Males (2025)	4,999	48.3%		50,778	48.4%		121,526	48.6%	184,467 48.7%
Male Civilian Employed	3,984	79.7%		40,123	79.0%		94,888	78.1%	141,979 77.0%
Male Civilian Unemployed	108	2.2%		1,085	2.1%		2,792	2.3%	4,416 2.4%
Males in Armed Forces	31	0.6%		127	0.2%		524	0.4%	853 0.5%
Males Not in Labor Force	876	17.5%		9,443	18.6%		23,322	19.2%	37,218 20.2%
Labor Force Total Females (2025)	5,357	51.7%		54,204	51.6%		128,561	51.4%	194,001 51.3%
Female Civilian Employed	3,667	68.5%		35,178	64.9%		84,500	65.7%	125,346 64.6%
Female Civilian Unemployed	69	1.3%		1,138	2.1%		2,318	1.8%	3,647 1.9%
Females in Armed Forces	13	0.2%		29	-		29	-	29 -
Females Not in Labor Force	1,608	30.0%		17,859	32.9%		41,714	32.4%	64,979 33.5%
Unemployment Rate	177	1.7%		2,223	2.1%		5,109	2.0%	8,062 2.1%
Occupation (2025)									
Occupation Population Age 16 Years or Over	7,651			75,301			179,387		267,321
Occupation Total Males	3,984	52.1%		40,123	53.3%		94,886	52.9%	141,975 53.1%
Occupation Total Females	3,667	47.9%		35,178	46.7%		84,500	47.1%	125,346 46.9%
Management, Business, Financial Operations	1,528	20.0%		16,185	21.5%		38,759	21.6%	58,444 21.9%
Professional, Related	1,626	21.3%		19,022	25.3%		44,622	24.9%	64,454 24.1%
Service	1,187	15.5%		9,396	12.5%		23,057	12.9%	34,395 12.9%
Sales, Office	1,656	21.6%		16,016	21.3%		37,377	20.8%	55,449 20.7%
Farming, Fishing, Forestry	5	-		46	-		153	-	504 0.2%
Construction, Extraction, Maintenance	451	5.9%		4,888	6.5%		10,789	6.0%	16,699 6.2%
Production, Transport, Material Moving	1,198	15.7%		9,749	12.9%		24,630	13.7%	37,377 14.0%
White Collar Workers	4,810	62.9%		51,223	68.0%		120,758	67.3%	178,346 66.7%
Blue Collar Workers	2,841	37.1%		24,078	32.0%		58,629	32.7%	88,975 33.3%

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2003 S. Main Street									
Keller, TX 76248									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
Units In Structure (2025)									
Total Units	4,515		46,233		115,653		173,584		
1 Detached Unit	3,460	76.6%	38,780	83.9%	84,348	72.9%	128,844	74.2%	
1 Attached Unit	81	1.8%	819	1.8%	2,455	2.1%	4,136	2.4%	
2 Units	13	0.3%	136	0.3%	542	0.5%	1,139	0.7%	
3 to 4 Units	295	6.5%	795	1.7%	2,281	2.0%	4,115	2.4%	
5 to 9 Units	263	5.8%	1,465	3.2%	6,499	5.6%	9,661	5.6%	
10 to 19 Units	85	1.9%	1,284	2.8%	6,302	5.4%	8,715	5.0%	
20 to 49 Units	178	4.0%	777	1.7%	4,627	4.0%	5,773	3.3%	
50 or More Units	106	2.4%	1,525	3.3%	6,271	5.4%	8,193	4.7%	
Mobile Home or Trailer	30	0.7%	623	1.3%	2,232	1.9%	2,840	1.6%	
Other Structure	3	-	29	-	97	-	168	-	
Homes Built By Year (2025)									
Homes Built 2020 or later	150	3.1%	1,891	3.8%	5,344	4.3%	8,541	4.6%	
Homes Built 2010 to 2019	565	11.7%	4,623	9.4%	19,745	15.9%	28,885	15.5%	
Homes Built 2000 to 2009	1,300	27.0%	12,876	26.1%	33,060	26.7%	43,166	23.2%	
Homes Built 1990 to 1999	1,170	24.3%	9,647	19.5%	18,514	14.9%	26,543	14.3%	
Homes Built 1980 to 1989	893	18.6%	9,929	20.1%	19,218	15.5%	26,435	14.2%	
Homes Built 1970 to 1979	201	4.2%	4,881	9.9%	11,579	9.3%	18,797	10.1%	
Homes Built 1960 to 1969	62	1.3%	991	2.0%	3,748	3.0%	9,118	4.9%	
Homes Built 1950 to 1959	85	1.8%	747	1.5%	2,589	2.1%	8,613	4.6%	
Homes Built 1940 to 1949	53	1.1%	290	0.6%	794	0.6%	1,810	1.0%	
Homes Built Before 1939	36	0.7%	358	0.7%	1,063	0.9%	1,676	0.9%	
Median Age of Homes	28.8	yrs	30.4	yrs	28.9	yrs	31.2	yrs	
Home Values (2025)									
Owner Specified Housing Units	2,945		33,647		74,935		115,646		
Home Values \$1,000,000 or More	18	0.6%	463	1.4%	2,207	2.9%	5,554	4.8%	
Home Values \$750,000 to \$999,999	216	7.3%	1,349	4.0%	3,356	4.5%	6,251	5.4%	
Home Values \$500,000 to \$749,999	271	9.2%	4,239	12.6%	11,967	16.0%	17,755	15.4%	
Home Values \$400,000 to \$499,999	276	9.4%	5,671	16.9%	12,668	16.9%	16,950	14.7%	
Home Values \$300,000 to \$399,999	1,026	34.8%	9,570	28.4%	21,224	28.3%	32,245	27.9%	
Home Values \$250,000 to \$299,999	490	16.6%	5,808	17.3%	10,500	14.0%	15,344	13.3%	
Home Values \$200,000 to \$249,999	339	11.5%	2,864	8.5%	5,655	7.5%	8,885	7.7%	
Home Values \$175,000 to \$199,999	70	2.4%	935	2.8%	1,613	2.2%	2,778	2.4%	
Home Values \$150,000 to \$174,999	63	2.1%	1,029	3.1%	1,687	2.3%	3,158	2.7%	
Home Values \$125,000 to \$149,999	17	0.6%	346	1.0%	672	0.9%	1,149	1.0%	
Home Values \$100,000 to \$124,999	48	1.6%	401	1.2%	618	0.8%	1,127	1.0%	
Home Values \$90,000 to \$99,999	1	-	40	0.1%	66	-	148	0.1%	
Home Values \$80,000 to \$89,999	1	-	34	0.1%	64	-	209	0.2%	
Home Values \$70,000 to \$79,999	-	-	38	0.1%	188	0.3%	260	0.2%	
Home Values \$60,000 to \$69,999	2	-	47	0.1%	180	0.2%	272	0.2%	
Home Values \$50,000 to \$59,999	4	0.1%	58	0.2%	121	0.2%	294	0.3%	
Home Values \$35,000 to \$49,999	2	-	34	-	386	0.5%	514	0.4%	
Home Values \$25,000 to \$34,999	15	0.5%	288	0.9%	420	0.6%	555	0.5%	
Home Values \$10,000 to \$24,999	22	0.8%	199	0.6%	617	0.8%	941	0.8%	
Home Values Under \$10,000	62	2.1%	235	0.7%	727	1.0%	1,258	1.1%	
Owner-Occupied Median Home Value	\$356,129		\$364,653		\$398,073		\$414,420		
Renter-Occupied Median Rent	\$1,560		\$1,627		\$1,560		\$1,514		



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Lat/Lon: 32.8974/-97.2565

2003 S. Main Street Keller, TX 76248		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Annual Consumer Expenditure (2025)									
Total Household Expenditure		\$540.85 M		\$5.93 B		\$14.4 B		\$21.42 B	
Total Non-Retail Expenditure		\$272.29 M		\$3 B		\$7.35 B		\$10.89 B	
Total Retail Expenditure		\$268.56 M		\$2.92 B		\$7.05 B		\$10.53 B	
Alcoholic Beverages		\$3.37 M		\$37.09 M		\$89.97 M		\$133.72 M	
Apparel		\$10.16 M		\$110.72 M		\$268.34 M		\$399.43 M	
Contributions		\$17.62 M		\$198.03 M		\$481.33 M		\$713.15 M	
Education		\$12.54 M		\$139.79 M		\$339.51 M		\$503.63 M	
Entertainment		\$31.42 M		\$341.77 M		\$828.17 M		\$1.23 B	
Food Away From Home		\$24.18 M		\$264.15 M		\$640.3 M		\$952.65 M	
Grocery		\$35.72 M		\$371.16 M		\$895.16 M		\$1.34 B	
Health Care		\$29.8 M		\$310.18 M		\$764.56 M		\$1.15 B	
Household Furnishings and Equipment		\$14.62 M		\$160.28 M		\$388.69 M		\$577.98 M	
Household Operations		\$10.29 M		\$111.42 M		\$269.81 M		\$402.13 M	
Miscellaneous Expenses		\$9.36 M		\$102.44 M		\$248.5 M		\$369.48 M	
Personal Care		\$7.03 M		\$74.02 M		\$178.71 M		\$267.42 M	
Shelter		\$87.69 M		\$922.35 M		\$2.27 B		\$3.37 B	
Tax and Retirement		\$134.47 M		\$1.57 B		\$3.81 B		\$5.63 B	
Tobacco and Related		\$2.64 M		\$25.02 M		\$59.96 M		\$91.43 M	
Transportation		\$84.49 M		\$926.21 M		\$2.23 B		\$3.33 B	
Utilities		\$25.45 M		\$263.18 M		\$634.41 M		\$951.94 M	
Monthly Household Consumer Expenditure (2025)									
Total Household Expenditure		\$9,982		\$10,682		\$10,378		\$10,285	
Total Non-Retail Expenditure		\$5,025	50.3%	\$5,412	50.7%	\$5,298	51.0%	\$5,230	50.8%
Total Retail Expenditures		\$4,956	49.7%	\$5,270	49.3%	\$5,080	49.0%	\$5,056	49.2%
Alcoholic Beverages		\$62	0.6%	\$67	0.6%	\$65	0.6%	\$64	0.6%
Apparel		\$188	1.9%	\$200	1.9%	\$193	1.9%	\$192	1.9%
Contributions		\$325	3.3%	\$357	3.3%	\$347	3.3%	\$342	3.3%
Education		\$231	2.3%	\$252	2.4%	\$245	2.4%	\$242	2.4%
Entertainment		\$580	5.8%	\$616	5.8%	\$597	5.8%	\$592	5.8%
Food Away From Home		\$446	4.5%	\$476	4.5%	\$461	4.4%	\$457	4.4%
Grocery		\$659	6.6%	\$669	6.3%	\$645	6.2%	\$644	6.3%
Health Care		\$550	5.5%	\$559	5.2%	\$551	5.3%	\$553	5.4%
Household Furnishings and Equipment		\$270	2.7%	\$289	2.7%	\$280	2.7%	\$277	2.7%
Household Operations		\$190	1.9%	\$201	1.9%	\$194	1.9%	\$193	1.9%
Miscellaneous Expenses		\$173	1.7%	\$185	1.7%	\$179	1.7%	\$177	1.7%
Personal Care		\$130	1.3%	\$133	1.2%	\$129	1.2%	\$128	1.2%
Shelter		\$1,618	16.2%	\$1,663	15.6%	\$1,638	15.8%	\$1,620	15.7%
Tax and Retirement		\$2,482	24.9%	\$2,827	26.5%	\$2,749	26.5%	\$2,705	26.5%
Tobacco and Related		\$49	0.5%	\$45	0.4%	\$43	0.4%	\$44	0.4%
Transportation		\$1,559	15.6%	\$1,669	15.6%	\$1,604	15.5%	\$1,597	15.5%
Utilities		\$470	4.7%	\$474	4.4%	\$457	4.4%	\$457	4.4%