

Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
 Lat/Lon: 32.8922/-97.2591



Watauga Towne Crossing SEC Denton Hwy & Bursey, Watauga TX 76148	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2022)	16,712		140,663		318,479	
Projected Population (2027)	17,331		143,755		339,901	
Census Population (2020)	16,191		139,102		311,752	
Census Population (2010)	14,042		127,923		256,783	
Projected Annual Growth (2022 to 2027)	619	0.7%	3,092	0.4%	21,422	1.3%
Historical Annual Growth (2020 to 2022)	521	1.6%	1,561	0.6%	6,727	1.1%
Historical Annual Growth (2010 to 2020)	2,149	7.7%	11,178	4.4%	54,969	10.7%
Estimated Population Density (2022)	5,322 psm		4,976 psm		4,057 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2022)	5,463		47,006		112,398	
Projected Households (2027)	5,828		49,522		123,891	
Census Households (2020)	5,287		46,426		110,653	
Census Households (2010)	4,631		43,015		90,861	
Estimated Households with Children (2022)	2,640	48.3%	20,933	44.5%	45,501	40.5%
Estimated Average Household Size (2022)	3.02		2.98		2.83	
Average Household Income						
Estimated Average Household Income (2022)	\$118,047		\$118,594		\$112,491	
Projected Average Household Income (2027)	\$135,786		\$137,003		\$120,630	
Estimated Average Family Income (2022)	\$136,113		\$128,130		\$124,824	
Median Household Income						
Estimated Median Household Income (2022)	\$93,037		\$99,472		\$97,865	
Projected Median Household Income (2027)	\$110,760		\$117,792		\$115,510	
Estimated Median Family Income (2022)	\$104,300		\$108,400		\$111,153	
Per Capita Income						
Estimated Per Capita Income (2022)	\$38,659		\$39,645		\$39,718	
Projected Per Capita Income (2027)	\$45,729		\$47,210		\$43,985	
Estimated Per Capita Income 5 Year Growth	\$7,070	18.3%	\$7,564	19.1%	\$4,267	10.7%
Estimated Average Household Net Worth (2022)	\$642,107		\$710,359		\$725,009	
Daytime Demos (2022)						
Total Businesses	489		4,238		11,128	
Total Employees	5,284		29,632		90,496	
Company Headquarter Businesses	9	1.9%	83	2.0%	277	2.5%
Company Headquarter Employees	119	2.2%	1,420	4.8%	9,753	10.8%
Employee Population per Business	10.8		7.0		8.1	
Residential Population per Business	34.2		33.2		28.6	

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Watauga Towne Crossing						
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	1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity						
White (2022)	10,344	61.9%	87,055	61.9%	194,872	61.2%
Black or African American (2022)	1,689	10.1%	12,607	9.0%	31,487	9.9%
American Indian or Alaska Native (2022)	98	0.6%	986	0.7%	2,303	0.7%
Asian (2022)	1,456	8.7%	11,350	8.1%	25,966	8.2%
Hawaiian or Pacific Islander (2022)	54	0.3%	301	0.2%	620	0.2%
Other Race (2022)	833	5.0%	6,548	4.7%	14,651	4.6%
Two or More Races (2022)	2,239	13.4%	21,816	15.5%	48,580	15.3%
Not Hispanic or Latino Population (2022)	13,345	79.9%	110,416	78.5%	250,998	78.8%
Hispanic or Latino Population (2022)	3,367	20.1%	30,247	21.5%	67,481	21.2%
Not Hispanic or Latino Population (2027)	13,845	79.9%	113,154	78.7%	268,437	79.0%
Hispanic or Latino Population (2027)	3,485	20.1%	30,600	21.3%	71,464	21.0%
Not Hispanic or Latino Population (2020)	13,047	80.6%	110,224	79.2%	248,077	79.6%
Hispanic or Latino Population (2020)	3,144	19.4%	28,878	20.8%	63,675	20.4%
Not Hispanic or Latino Population (2010)	11,900	84.7%	106,592	83.3%	213,280	83.1%
Hispanic or Latino Population (2010)	2,143	15.3%	21,332	16.7%	43,503	16.9%
Projected Hispanic Annual Growth (2022 to 2027)	118	0.7%	353	0.2%	3,983	1.2%
Historic Hispanic Annual Growth (2010 to 2022)	1,225	4.8%	8,915	3.5%	23,978	4.6%
Age Distribution (2022)						
Age Under 5	1,028	6.1%	9,271	6.6%	21,579	6.8%
Age 5 to 9 Years	1,417	8.5%	11,185	8.0%	24,534	7.7%
Age 10 to 14 Years	1,585	9.5%	12,090	8.6%	25,339	8.0%
Age 15 to 19 Years	1,339	8.0%	10,073	7.2%	21,440	6.7%
Age 20 to 24 Years	870	5.2%	7,445	5.3%	17,733	5.6%
Age 25 to 29 Years	1,135	6.8%	9,419	6.7%	22,736	7.1%
Age 30 to 34 Years	1,324	7.9%	11,409	8.1%	25,991	8.2%
Age 35 to 39 Years	1,440	8.6%	11,769	8.4%	26,298	8.3%
Age 40 to 44 Years	1,342	8.0%	10,882	7.7%	23,951	7.5%
Age 45 to 49 Years	1,126	6.7%	9,333	6.6%	20,056	6.3%
Age 50 to 54 Years	989	5.9%	8,791	6.2%	19,176	6.0%
Age 55 to 59 Years	804	4.8%	7,859	5.6%	17,590	5.5%
Age 60 to 64 Years	726	4.3%	7,302	5.2%	16,772	5.3%
Age 65 to 74 Years	973	5.8%	9,351	6.6%	22,780	7.2%
Age 75 to 84 Years	447	2.7%	3,500	2.5%	9,434	3.0%
Age 85 Years or Over	166	1.0%	984	0.7%	3,069	1.0%
Median Age	32.8		34.2		34.7	
Gender Age Distribution (2022)						
Female Population	8,520	51.0%	71,198	50.6%	161,226	50.6%
Age 0 to 19 Years	2,600	30.5%	20,833	29.3%	45,193	28.0%
Age 20 to 64 Years	4,995	58.6%	42,753	60.0%	96,402	59.8%
Age 65 Years or Over	925	10.9%	7,611	10.7%	19,631	12.2%
Female Median Age	34.0		34.8		35.4	
Male Population	8,192	49.0%	69,465	49.4%	157,253	49.4%
Age 0 to 19 Years	2,769	33.8%	21,787	31.4%	47,699	30.3%
Age 20 to 64 Years	4,761	58.1%	41,454	59.7%	93,903	59.7%
Age 65 Years or Over	662	8.1%	6,225	9.0%	15,652	10.0%
Male Median Age	31.6		33.6		34.0	

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Watauga Towne Crossing

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1 mi radius 3 mi radius 5 mi radius

	1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2022)						
HH Income \$200,000 or More	497	9.1%	5,181	11.0%	13,366	11.9%
HH Income \$150,000 to \$199,999	603	11.0%	5,211	11.1%	11,140	9.9%
HH Income \$100,000 to \$149,999	1,221	22.4%	10,640	22.6%	24,372	21.7%
HH Income \$75,000 to \$99,999	1,079	19.7%	8,886	18.9%	20,277	18.0%
HH Income \$50,000 to \$74,999	948	17.4%	7,896	16.8%	18,417	16.4%
HH Income \$35,000 to \$49,999	345	6.3%	3,716	7.9%	10,153	9.0%
HH Income \$25,000 to \$34,999	236	4.3%	2,260	4.8%	6,143	5.5%
HH Income \$15,000 to \$24,999	230	4.2%	1,448	3.1%	3,696	3.3%
HH Income Under \$15,000	306	5.6%	1,768	3.8%	4,833	4.3%
HH Income \$35,000 or More	4,692	85.9%	41,530	88.4%	97,726	86.9%
HH Income \$75,000 or More	3,399	62.2%	29,918	63.6%	69,156	61.5%
Housing (2022)						
Total Housing Units	5,583		48,450		117,362	
Housing Units Occupied	5,463	97.8%	47,006	97.0%	112,398	95.8%
Housing Units Owner-Occupied	3,960	72.5%	36,672	78.0%	78,112	69.5%
Housing Units, Renter-Occupied	1,503	27.5%	10,334	22.0%	34,286	30.5%
Housing Units, Vacant	120	2.2%	1,444	3.1%	4,965	4.4%
Marital Status (2022)						
Never Married	3,073	24.2%	30,551	28.3%	69,388	28.1%
Currently Married	7,228	57.0%	59,490	55.0%	133,081	53.9%
Separated	541	4.3%	3,563	3.3%	9,287	3.8%
Widowed	536	4.2%	3,499	3.2%	8,873	3.6%
Divorced	1,304	10.3%	11,014	10.2%	26,398	10.7%
Household Type (2022)						
Population Family	15,076	90.2%	128,351	91.2%	282,751	88.8%
Population Non-Family	1,431	8.6%	11,960	8.5%	34,842	10.9%
Population Group Quarters	205	1.2%	352	0.3%	886	0.3%
Family Households	4,384	80.3%	37,860	80.5%	84,563	75.2%
Non-Family Households	1,079	19.7%	9,146	19.5%	27,835	24.8%
Married Couple with Children	1,862	25.8%	15,641	26.3%	33,888	25.5%
Average Family Household Size	3.4		3.4		3.3	
Household Size (2022)						
1 Person Households	831	15.2%	7,180	15.3%	22,689	20.2%
2 Person Households	1,469	26.9%	14,276	30.4%	34,213	30.4%
3 Person Households	1,220	22.3%	10,029	21.3%	21,923	19.5%
4 Person Households	1,193	21.8%	9,196	19.6%	19,969	17.8%
5 Person Households	513	9.4%	4,262	9.1%	9,179	8.2%
6 or More Person Households	237	4.3%	2,063	4.4%	4,424	3.9%
Household Vehicles (2022)						
Households with 0 Vehicles Available	135	2.5%	716	1.5%	3,121	2.8%
Households with 1 Vehicles Available	1,124	20.6%	10,638	22.6%	28,398	25.3%
Households with 2 or More Vehicles Available	4,204	76.9%	35,652	75.8%	80,879	72.0%
Total Vehicles Available	11,645		99,439		227,896	
Average Vehicles Per Household	2.1		2.1		2.0	

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SEC Denton Hwy & Bursey, Watauga TX 76148							
Labor Force (2022)							
Estimated Labor Population Age 16 Years or Over		12,344		105,803		242,159	
Estimated Civilian Employed		8,674	70.3%	73,488	69.5%	168,524	69.6%
Estimated Civilian Unemployed		300	2.4%	3,208	3.0%	6,856	2.8%
Estimated in Armed Forces		22	0.2%	128	0.1%	422	0.2%
Estimated Not in Labor Force		3,348	27.1%	28,979	27.4%	66,357	27.4%
Unemployment Rate		2.4%		3.0%		2.8%	
Occupation (2022)							
Occupation: Population Age 16 Years or Over		8,674		73,488		168,524	
Management, Business, Financial Operations		1,660	19.1%	13,848	18.8%	33,556	19.9%
Professional, Related		1,773	20.4%	16,730	22.8%	37,837	22.5%
Service		1,260	14.5%	10,543	14.3%	24,812	14.7%
Sales, Office		1,962	22.6%	17,153	23.3%	38,128	22.6%
Farming, Fishing, Forestry		22	0.3%	78	0.1%	118	-
Construct, Extraction, Maintenance		692	8.0%	5,592	7.6%	12,030	7.1%
Production, Transport Material Moving		1,306	15.1%	9,545	13.0%	22,043	13.1%
White Collar Workers		5,394	62.2%	47,731	65.0%	109,521	65.0%
Blue Collar Workers		3,280	37.8%	25,757	35.0%	59,003	35.0%
Consumer Expenditure (2022)							
Total Household Expenditure		\$435.21 M		\$3.75 B		\$8.56 B	
Total Non-Retail Expenditure		\$229.12 M	52.6%	\$1.97 B	52.7%	\$4.52 B	52.8%
Total Retail Expenditure		\$206.09 M	47.4%	\$1.77 B	47.3%	\$4.05 B	47.2%
Apparel		\$15.67 M	3.6%	\$134.76 M	3.6%	\$307.82 M	3.6%
Contributions		\$14.38 M	3.3%	\$125.41 M	3.3%	\$288 M	3.4%
Education		\$13.87 M	3.2%	\$120.62 M	3.2%	\$276.56 M	3.2%
Entertainment		\$25.12 M	5.8%	\$216.94 M	5.8%	\$494.6 M	5.8%
Food and Beverages		\$63.89 M	14.7%	\$548.15 M	14.6%	\$1.25 B	14.6%
Furnishings and Equipment		\$15.56 M	3.6%	\$134.42 M	3.6%	\$306.38 M	3.6%
Gifts		\$10.91 M	2.5%	\$94.91 M	2.5%	\$219.66 M	2.6%
Health Care		\$35.76 M	8.2%	\$308.18 M	8.2%	\$703.72 M	8.2%
Household Operations		\$17.16 M	3.9%	\$148.43 M	4.0%	\$339.41 M	4.0%
Miscellaneous Expenses		\$8.2 M	1.9%	\$70.85 M	1.9%	\$162.03 M	1.9%
Personal Care		\$5.85 M	1.3%	\$50.33 M	1.3%	\$114.98 M	1.3%
Personal Insurance		\$3.19 M	0.7%	\$27.74 M	0.7%	\$63.1 M	0.7%
Reading		\$936.17 K	0.2%	\$8.11 M	0.2%	\$18.59 M	0.2%
Shelter		\$91.27 M	21.0%	\$783.17 M	20.9%	\$1.8 B	21.0%
Tobacco		\$2.41 M	0.6%	\$20.32 M	0.5%	\$46.8 M	0.5%
Transportation		\$80.07 M	18.4%	\$688.42 M	18.4%	\$1.57 B	18.3%
Utilities		\$30.99 M	7.1%	\$265.51 M	7.1%	\$606.88 M	7.1%
Educational Attainment (2022)							
Adult Population Age 25 Years or Over		10,473		90,599		207,854	
Elementary (Grade Level 0 to 8)		285	2.7%	2,259	2.5%	5,653	2.7%
Some High School (Grade Level 9 to 11)		414	4.0%	4,289	4.7%	8,904	4.3%
High School Graduate		2,455	23.4%	20,723	22.9%	46,967	22.6%
Some College		2,632	25.1%	22,050	24.3%	47,058	22.6%
Associate Degree Only		1,254	12.0%	7,645	8.4%	17,583	8.5%
Bachelor Degree Only		2,546	24.3%	24,239	26.8%	57,426	27.6%
Graduate Degree		887	8.5%	9,394	10.4%	24,263	11.7%

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1 mi radius 3 mi radius 5 mi radius

Units In Structure (2022)							
1 Detached Unit	4,491	97.0%	40,777	94.8%	86,268	94.9%	
1 Attached Unit	117	2.5%	715	1.7%	2,127	2.3%	
2 to 4 Units	257	5.6%	1,046	2.4%	3,559	3.9%	
5 to 9 Units	100	2.2%	789	1.8%	4,569	5.0%	
10 to 19 Units	188	4.1%	1,342	3.1%	6,017	6.6%	
20 to 49 Units	155	3.3%	853	2.0%	3,549	3.9%	
50 or More Units	110	2.4%	987	2.3%	4,748	5.2%	
Mobile Home or Trailer	44	1.0%	488	1.1%	1,526	1.7%	
Other Structure	-	-	8	-	36	-	
Homes Built By Year (2022)							
Homes Built 2010 or later	509	11.0%	3,255	7.6%	14,869	16.4%	
Homes Built 2000 to 2009	1,689	36.5%	12,496	29.0%	32,821	36.1%	
Homes Built 1990 to 1999	1,609	34.7%	11,806	27.4%	21,528	23.7%	
Homes Built 1980 to 1989	1,135	24.5%	10,967	25.5%	19,473	21.4%	
Homes Built 1970 to 1979	314	6.8%	5,529	12.9%	11,905	13.1%	
Homes Built 1960 to 1969	77	1.7%	1,532	3.6%	5,384	5.9%	
Homes Built 1950 to 1959	56	1.2%	750	1.7%	4,140	4.6%	
Homes Built Before 1949	73	1.6%	672	1.6%	2,277	2.5%	
Home Values (2022)							
Home Values \$1,000,000 or More	12	0.3%	150	0.4%	798	1.0%	
Home Values \$500,000 to \$999,999	296	7.5%	1,644	4.5%	5,382	6.9%	
Home Values \$400,000 to \$499,999	97	2.5%	2,557	7.0%	6,623	8.5%	
Home Values \$300,000 to \$399,999	401	10.1%	5,632	15.4%	13,070	16.7%	
Home Values \$200,000 to \$299,999	1,649	41.6%	13,493	36.8%	28,489	36.5%	
Home Values \$150,000 to \$199,999	1,070	27.0%	7,603	20.7%	13,707	17.5%	
Home Values \$100,000 to \$149,999	299	7.6%	3,833	10.5%	6,341	8.1%	
Home Values \$70,000 to \$99,999	90	2.3%	988	2.7%	1,785	2.3%	
Home Values \$50,000 to \$69,999	8	0.2%	139	0.4%	398	0.5%	
Home Values \$25,000 to \$49,999	10	0.2%	175	0.5%	482	0.6%	
Home Values Under \$25,000	28	0.7%	457	1.2%	1,039	1.3%	
Owner-Occupied Median Home Value	\$250,427		\$246,152		\$271,743		
Renter-Occupied Median Rent	\$1,165		\$1,209		\$1,155		
Transportation To Work (2022)							
Drive to Work Alone	7,172	82.7%	59,710	81.3%	137,541	81.6%	
Drive to Work in Carpool	793	9.1%	6,683	9.1%	14,192	8.4%	
Travel to Work by Public Transportation	92	1.1%	504	0.7%	1,184	0.7%	
Drive to Work on Motorcycle	4	-	66	-	140	-	
Walk or Bicycle to Work	46	0.5%	335	0.5%	878	0.5%	
Other Means	71	0.8%	524	0.7%	1,664	1.0%	
Work at Home	496	5.7%	5,666	7.7%	12,926	7.7%	
Travel Time (2022)							
Travel to Work in 14 Minutes or Less	1,243	14.3%	11,215	15.3%	27,793	16.5%	
Travel to Work in 15 to 29 Minutes	3,127	36.0%	23,426	31.9%	55,099	32.7%	
Travel to Work in 30 to 59 Minutes	3,222	37.1%	27,442	37.3%	60,725	36.0%	
Travel to Work in 60 Minutes or More	586	6.8%	5,739	7.8%	11,981	7.1%	
Average Minutes Travel to Work	26.8		27.6		26.7		