

## Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.  
Lat/Lon: 32.861/-97.2651

NWQ Watauga Rd & Hwy 377							
Watauga, TX 76137		1 mi radius		3 mi radius		5 mi radius	
Population							
Estimated Population (2023)		18,120		139,634		305,293	
Projected Population (2028)		18,633		145,356		320,505	
Census Population (2020)		17,929		136,177		297,369	
Census Population (2010)		17,644		123,202		259,074	
Projected Annual Growth (2023 to 2028)		513	0.6%	5,723	0.8%	15,212	1.0%
Historical Annual Growth (2020 to 2023)		191	0.4%	3,457	0.8%	7,924	0.9%
Historical Annual Growth (2010 to 2020)		285	0.5%	12,975	3.5%	38,294	4.9%
Estimated Population Density (2023)		5,771	psm	4,939	psm	3,889	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi
Households							
Estimated Households (2023)		5,955		52,149		110,318	
Projected Households (2028)		6,352		56,222		119,794	
Census Households (2020)		5,802		50,334		106,430	
Census Households (2010)		5,720		45,382		92,856	
Estimated Households with Children (2023)		2,671	44.9%	18,091	34.7%	42,204	38.3%
Estimated Average Household Size (2023)		3.04		2.67		2.76	
Average Household Income							
Estimated Average Household Income (2023)		\$97,191		\$106,108		\$120,822	
Projected Average Household Income (2028)		\$90,283		\$99,192		\$114,407	
Estimated Average Family Income (2023)		\$101,958		\$120,608		\$133,584	
Median Household Income							
Estimated Median Household Income (2023)		\$81,446		\$82,794		\$91,823	
Projected Median Household Income (2028)		\$75,823		\$78,084		\$88,494	
Estimated Median Family Income (2023)		\$87,077		\$96,556		\$106,051	
Per Capita Income							
Estimated Per Capita Income (2023)		\$31,943		\$39,640		\$43,681	
Projected Per Capita Income (2028)		\$30,777		\$38,378		\$42,782	
Estimated Per Capita Income 5 Year Growth		-\$1,166	-3.6%	-\$1,262	-3.2%	-\$899	-2.1%
Estimated Average Household Net Worth (2023)		\$369,368		\$463,822		\$557,543	
Daytime Demos (2023)							
Total Businesses		476		3,884		11,051	
Total Employees		3,343		37,145		100,365	
Company Headquarter Businesses		5	1.0%	87	2.2%	292	2.6%
Company Headquarter Employees		61	1.8%	3,323	8.9%	12,677	12.6%
Employee Population per Business		7.0		9.6		9.1	
Residential Population per Business		38.1		36.0		27.6	

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### Watauga, TX 76137

#### 1 mi radius

#### 3 mi radius

#### 5 mi radius

#### Race & Ethnicity

White (2023)	9,570	52.8%	82,015	58.7%	182,383	59.7%
Black or African American (2023)	1,882	10.4%	16,394	11.7%	32,520	10.7%
American Indian or Alaska Native (2023)	168	0.9%	1,088	0.8%	2,305	0.8%
Asian (2023)	1,611	8.9%	11,031	7.9%	23,045	7.5%
Hawaiian or Pacific Islander (2023)	41	0.2%	340	0.2%	664	0.2%
Other Race (2023)	2,388	13.2%	11,357	8.1%	25,840	8.5%
Two or More Races (2023)	2,459	13.6%	17,408	12.5%	38,537	12.6%
Not Hispanic or Latino Population (2023)	12,199	67.3%	103,790	74.3%	224,307	73.5%
Hispanic or Latino Population (2023)	5,921	32.7%	35,844	25.7%	80,986	26.5%
Not Hispanic or Latino Population (2028)	12,525	67.2%	107,986	74.3%	235,770	73.6%
Hispanic or Latino Population (2028)	6,108	32.8%	37,371	25.7%	84,735	26.4%
Not Hispanic or Latino Population (2020)	12,061	67.3%	102,317	75.1%	220,503	74.2%
Hispanic or Latino Population (2020)	5,868	32.7%	33,860	24.9%	76,866	25.8%
Not Hispanic or Latino Population (2010)	12,934	73.3%	98,354	79.8%	202,758	78.3%
Hispanic or Latino Population (2010)	4,710	26.7%	24,848	20.2%	56,316	21.7%
Projected Hispanic Annual Growth (2023 to 2028)	188	0.6%	1,527	0.9%	3,749	0.9%
Historic Hispanic Annual Growth (2010 to 2023)	1,211	2.0%	10,996	3.4%	24,670	3.4%

#### Age Distribution (2023)

Age Under 5	1,224	6.8%	8,679	6.2%	19,766	6.5%
Age 5 to 9 Years	1,435	7.9%	9,801	7.0%	22,275	7.3%
Age 10 to 14 Years	1,555	8.6%	10,960	7.8%	24,215	7.9%
Age 15 to 19 Years	1,426	7.9%	10,474	7.5%	22,294	7.3%
Age 20 to 24 Years	1,085	6.0%	9,265	6.6%	18,231	6.0%
Age 25 to 29 Years	1,203	6.6%	10,842	7.8%	21,820	7.1%
Age 30 to 34 Years	1,415	7.8%	10,799	7.7%	23,793	7.8%
Age 35 to 39 Years	1,397	7.7%	10,311	7.4%	23,573	7.7%
Age 40 to 44 Years	1,296	7.2%	9,676	6.9%	21,526	7.1%
Age 45 to 49 Years	1,167	6.4%	8,993	6.4%	19,346	6.3%
Age 50 to 54 Years	1,101	6.1%	8,741	6.3%	18,818	6.2%
Age 55 to 59 Years	1,040	5.7%	8,404	6.0%	17,798	5.8%
Age 60 to 64 Years	984	5.4%	7,518	5.4%	16,458	5.4%
Age 65 to 74 Years	1,262	7.0%	9,986	7.2%	22,463	7.4%
Age 75 to 84 Years	435	2.4%	4,003	2.9%	9,716	3.2%
Age 85 Years or Over	96	0.5%	1,182	0.8%	3,201	1.0%
Median Age	33.1		34.2		34.9	

#### Gender Age Distribution (2023)

Female Population	9,181	50.7%	71,102	50.9%	155,930	51.1%
Age 0 to 19 Years	2,749	29.9%	19,550	27.5%	43,346	27.8%
Age 20 to 64 Years	5,449	59.3%	43,159	60.7%	92,675	59.4%
Age 65 Years or Over	983	10.7%	8,394	11.8%	19,910	12.8%
Female Median Age	34.1		35.1		35.8	
Male Population	8,939	49.3%	68,532	49.1%	149,363	48.9%
Age 0 to 19 Years	2,890	32.3%	20,364	29.7%	45,204	30.3%
Age 20 to 64 Years	5,240	58.6%	41,391	60.4%	88,688	59.4%
Age 65 Years or Over	809	9.0%	6,777	9.9%	15,470	10.4%
Male Median Age	32.1		33.3		33.9	

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#### Household Income Distribution (2023)

HH Income \$200,000 or More	317	5.3%	4,657	8.9%	13,296	12.1%
HH Income \$150,000 to \$199,999	512	8.6%	4,416	8.5%	11,252	10.2%
HH Income \$100,000 to \$149,999	1,436	24.1%	10,808	20.7%	21,122	19.1%
HH Income \$75,000 to \$99,999	923	15.5%	7,761	14.9%	16,500	15.0%
HH Income \$50,000 to \$74,999	1,158	19.5%	9,783	18.8%	19,002	17.2%
HH Income \$35,000 to \$49,999	579	9.7%	5,384	10.3%	10,898	9.9%
HH Income \$25,000 to \$34,999	359	6.0%	3,449	6.6%	7,285	6.6%
HH Income \$15,000 to \$24,999	327	5.5%	2,873	5.5%	5,520	5.0%
HH Income Under \$15,000	343	5.8%	3,017	5.8%	5,443	4.9%
HH Income \$35,000 or More	4,925	82.7%	42,809	82.1%	92,070	83.5%
HH Income \$75,000 or More	3,188	53.5%	27,642	53.0%	62,170	56.4%

#### Housing (2023)

Total Housing Units	6,076		54,794		116,247	
Housing Units Occupied	5,955	98.0%	52,149	95.2%	110,318	94.9%
Housing Units Owner-Occupied	4,478	75.2%	32,856	63.0%	73,897	67.0%
Housing Units, Renter-Occupied	1,477	24.8%	19,293	37.0%	36,421	33.0%
Housing Units, Vacant	122	2.0%	2,645	5.1%	5,928	5.4%

#### Marital Status (2023)

Never Married	4,650	33.4%	34,778	31.6%	73,688	30.8%
Currently Married	6,751	48.5%	52,933	48.0%	119,647	50.1%
Separated	516	3.7%	5,122	4.6%	9,906	4.1%
Widowed	465	3.3%	4,943	4.5%	10,585	4.4%
Divorced	1,525	11.0%	12,417	11.3%	25,210	10.5%

#### Household Type (2023)

Population Family	16,424	90.6%	120,029	86.0%	267,193	87.5%
Population Non-Family	1,689	9.3%	19,334	13.8%	37,115	12.2%
Population Group Quarters	7	-	270	0.2%	985	0.3%
Family Households	4,696	78.9%	36,863	70.7%	80,794	73.2%
Non-Family Households	1,259	21.1%	15,286	29.3%	29,524	26.8%
Married Couple with Children	1,813	26.9%	12,167	23.0%	29,923	25.0%
Average Family Household Size	3.5		3.3		3.3	

#### Household Size (2023)

1 Person Households	1,005	16.9%	12,310	23.6%	24,034	21.8%
2 Person Households	1,935	32.5%	16,765	32.1%	34,716	31.5%
3 Person Households	1,140	19.1%	9,940	19.1%	20,798	18.9%
4 Person Households	978	16.4%	7,671	14.7%	17,477	15.8%
5 Person Households	549	9.2%	3,573	6.9%	8,592	7.8%
6 or More Person Households	347	5.8%	1,891	3.6%	4,701	4.3%

#### Household Vehicles (2023)

Households with 0 Vehicles Available	42	0.7%	1,275	2.4%	2,841	2.6%
Households with 1 Vehicles Available	1,458	24.5%	16,872	32.4%	32,244	29.2%
Households with 2 or More Vehicles Available	4,454	74.8%	34,002	65.2%	75,234	68.2%
Total Vehicles Available	12,659		100,984		218,406	
Average Vehicles Per Household	2.1		1.9		2.0	

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#### Labor Force (2023)

Estimated Labor Population Age 16 Years or Over	13,599		107,987		234,153	
Estimated Civilian Employed	10,143	74.6%	79,468	73.6%	169,009	72.2%
Estimated Civilian Unemployed	324	2.4%	2,362	2.2%	5,195	2.2%
Estimated in Armed Forces	18	0.1%	155	0.1%	298	0.1%
Estimated Not in Labor Force	3,115	22.9%	26,002	24.1%	59,651	25.5%
Unemployment Rate	2.4%		2.2%		2.2%	

#### Occupation (2023)

Occupation: Population Age 16 Years or Over	10,143		79,468		169,009	
Management, Business, Financial Operations	1,571	15.5%	13,165	16.6%	31,081	18.4%
Professional, Related	1,775	17.5%	16,106	20.3%	36,931	21.9%
Service	1,820	17.9%	11,316	14.2%	23,398	13.8%
Sales, Office	2,353	23.2%	19,302	24.3%	38,703	22.9%
Farming, Fishing, Forestry	21	0.2%	99	0.1%	136	-
Construct, Extraction, Maintenance	1,021	10.1%	6,907	8.7%	14,456	8.6%
Production, Transport Material Moving	1,583	15.6%	12,572	15.8%	24,304	14.4%
White Collar Workers	5,699	56.2%	48,574	61.1%	106,714	63.1%
Blue Collar Workers	4,444	43.8%	30,894	38.9%	62,295	36.9%

#### Consumer Expenditure (2023)

Total Household Expenditure	\$411.91 M		\$3.82 B		\$8.89 B	
Total Non-Retail Expenditure	\$215.99 M	52.4%	\$2.01 B	52.7%	\$4.7 B	52.8%
Total Retail Expenditure	\$195.92 M	47.6%	\$1.81 B	47.3%	\$4.19 B	47.2%
Apparel	\$14.61 M	3.5%	\$136 M	3.6%	\$318.93 M	3.6%
Contributions	\$13.22 M	3.2%	\$125.25 M	3.3%	\$299.46 M	3.4%
Education	\$12.17 M	3.0%	\$117.75 M	3.1%	\$287.12 M	3.2%
Entertainment	\$23.52 M	5.7%	\$217.92 M	5.7%	\$511.97 M	5.8%
Food and Beverages	\$60.92 M	14.8%	\$561.87 M	14.7%	\$1.3 B	14.6%
Furnishings and Equipment	\$14.61 M	3.5%	\$135.35 M	3.5%	\$317.22 M	3.6%
Gifts	\$9.86 M	2.4%	\$95.43 M	2.5%	\$228.44 M	2.6%
Health Care	\$34.67 M	8.4%	\$318.23 M	8.3%	\$732.22 M	8.2%
Household Operations	\$16.08 M	3.9%	\$150.11 M	3.9%	\$352.75 M	4.0%
Miscellaneous Expenses	\$7.76 M	1.9%	\$72.18 M	1.9%	\$168.4 M	1.9%
Personal Care	\$5.54 M	1.3%	\$51.34 M	1.3%	\$119.32 M	1.3%
Personal Insurance	\$2.93 M	0.7%	\$27.34 M	0.7%	\$65.29 M	0.7%
Reading	\$885.99 K	0.2%	\$8.27 M	0.2%	\$19.35 M	0.2%
Shelter	\$86.13 M	20.9%	\$803.3 M	21.0%	\$1.87 B	21.0%
Tobacco	\$2.43 M	0.6%	\$22.21 M	0.6%	\$49.18 M	0.6%
Transportation	\$76.38 M	18.5%	\$700.76 M	18.3%	\$1.62 B	18.2%
Utilities	\$30.21 M	7.3%	\$276.92 M	7.2%	\$632.51 M	7.1%

#### Educational Attainment (2023)

Adult Population Age 25 Years or Over	11,396		90,455		198,511	
Elementary (Grade Level 0 to 8)	660	5.8%	4,016	4.4%	9,556	4.8%
Some High School (Grade Level 9 to 11)	980	8.6%	5,206	5.8%	11,632	5.9%
High School Graduate	3,088	27.1%	24,242	26.8%	48,812	24.6%
Some College	2,935	25.8%	21,515	23.8%	43,812	22.1%
Associate Degree Only	858	7.5%	9,335	10.3%	18,196	9.2%
Bachelor Degree Only	2,115	18.6%	19,154	21.2%	47,156	23.8%
Graduate Degree	760	6.7%	6,988	7.7%	19,347	9.7%

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#### Units In Structure (2023)

1 Detached Unit	4,940	86.4%	37,260	82.1%	81,740	88.0%
1 Attached Unit	170	3.0%	1,823	4.0%	3,711	4.0%
2 to 4 Units	157	2.8%	2,261	5.0%	4,500	4.8%
5 to 9 Units	120	2.1%	2,454	5.4%	4,929	5.3%
10 to 19 Units	99	1.7%	2,915	6.4%	5,120	5.5%
20 to 49 Units	70	1.2%	1,880	4.1%	3,496	3.8%
50 or More Units	121	2.1%	2,686	5.9%	4,936	5.3%
Mobile Home or Trailer	275	4.8%	858	1.9%	1,859	2.0%
Other Structure	2	-	12	-	27	-

#### Homes Built By Year (2023)

Homes Built 2010 or later	383	6.7%	6,423	14.2%	16,611	17.9%
Homes Built 2000 to 2009	891	15.6%	8,431	18.6%	23,462	25.3%
Homes Built 1990 to 1999	1,245	21.8%	10,980	24.2%	18,243	19.6%
Homes Built 1980 to 1989	1,570	27.4%	12,329	27.2%	18,586	20.0%
Homes Built 1970 to 1979	975	17.0%	7,316	16.1%	13,835	14.9%
Homes Built 1960 to 1969	666	11.6%	3,631	8.0%	8,575	9.2%
Homes Built 1950 to 1959	170	3.0%	2,347	5.2%	8,581	9.2%
Homes Built Before 1949	54	0.9%	692	1.5%	2,427	2.6%

#### Home Values (2023)

Home Values \$1,000,000 or More	51	1.1%	412	1.3%	944	1.3%
Home Values \$500,000 to \$999,999	193	4.3%	1,715	5.2%	5,351	7.2%
Home Values \$400,000 to \$499,999	268	6.0%	1,980	6.0%	6,613	8.9%
Home Values \$300,000 to \$399,999	495	11.1%	5,548	16.9%	14,535	19.7%
Home Values \$200,000 to \$299,999	1,770	39.5%	13,135	40.0%	27,077	36.6%
Home Values \$150,000 to \$199,999	796	17.8%	5,635	17.1%	10,337	14.0%
Home Values \$100,000 to \$149,999	431	9.6%	2,409	7.3%	4,371	5.9%
Home Values \$70,000 to \$99,999	129	2.9%	705	2.1%	1,613	2.2%
Home Values \$50,000 to \$69,999	88	2.0%	283	0.9%	737	1.0%
Home Values \$25,000 to \$49,999	55	1.2%	209	0.6%	538	0.7%
Home Values Under \$25,000	202	4.5%	824	2.5%	1,782	2.4%
Owner-Occupied Median Home Value	\$213,415		\$245,439		\$268,807	
Renter-Occupied Median Rent	\$1,220		\$1,167		\$1,172	

#### Transportation To Work (2023)

Drive to Work Alone	7,124	70.2%	56,187	70.7%	118,375	70.0%
Drive to Work in Carpool	977	9.6%	7,480	9.4%	15,604	9.2%
Travel to Work by Public Transportation	24	0.2%	282	0.4%	460	0.3%
Drive to Work on Motorcycle	6	-	47	-	67	-
Walk or Bicycle to Work	80	0.8%	595	0.7%	1,212	0.7%
Other Means	90	0.9%	785	1.0%	1,902	1.1%
Work at Home	1,841	18.2%	14,093	17.7%	31,389	18.6%

#### Travel Time (2023)

Travel to Work in 14 Minutes or Less	1,607	15.8%	13,189	16.6%	27,348	16.2%
Travel to Work in 15 to 29 Minutes	3,103	30.6%	25,647	32.3%	53,925	31.9%
Travel to Work in 30 to 59 Minutes	2,959	29.2%	22,822	28.7%	48,252	28.5%
Travel to Work in 60 Minutes or More	632	6.2%	3,718	4.7%	8,095	4.8%
Average Minutes Travel to Work	25.4		24.2		24.5	