

## Expanded Profile

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

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

Watauga Towne Crossing SC		1 mi radius		3 mi radius		5 mi radius	
SEC Denton Hwy & Bursey, Watauga TX 76148							
Population							
Estimated Population (2023)	17,694		140,987		320,996		
Projected Population (2028)	18,162		146,867		340,280		
Census Population (2020)	17,193		139,102		312,127		
Census Population (2010)	14,513		127,923		257,076		
Projected Annual Growth (2023 to 2028)	469	0.5%	5,880	0.8%	19,284	1.2%	
Historical Annual Growth (2020 to 2023)	501	1.0%	1,885	0.5%	8,869	0.9%	
Historical Annual Growth (2010 to 2020)	2,680	6.2%	11,178	2.9%	55,052	7.1%	
Estimated Population Density (2023)	5,635	psm	4,987	psm	4,089	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2023)	5,866		47,761		114,694		
Projected Households (2028)	6,252		51,577		125,707		
Census Households (2020)	5,603		46,426		110,776		
Census Households (2010)	4,775		43,015		90,965		
Estimated Households with Children (2023)	2,873	49.0%	21,182	44.4%	46,313	40.4%	
Estimated Average Household Size (2023)	2.98		2.94		2.79		
Average Household Income							
Estimated Average Household Income (2023)	\$144,293		\$143,856		\$138,945		
Projected Average Household Income (2028)	\$140,040		\$138,014		\$131,604		
Estimated Average Family Income (2023)	\$162,006		\$152,172		\$152,317		
Median Household Income							
Estimated Median Household Income (2023)	\$98,681		\$107,598		\$106,511		
Projected Median Household Income (2028)	\$97,282		\$105,155		\$104,162		
Estimated Median Family Income (2023)	\$111,140		\$117,712		\$122,499		
Per Capita Income							
Estimated Per Capita Income (2023)	\$47,911		\$48,748		\$49,664		
Projected Per Capita Income (2028)	\$48,277		\$48,482		\$48,635		
Estimated Per Capita Income 5 Year Growth	\$366	0.8%	-\$265	-0.5%	-\$1,030	-2.1%	
Estimated Average Household Net Worth (2023)	\$604,091		\$673,493		\$688,803		
Daytime Demos (2023)							
Total Businesses	564		4,149		11,362		
Total Employees	5,129		28,136		84,045		
Company Headquarter Businesses	13	2.2%	70	1.7%	240	2.1%	
Company Headquarter Employees	347	6.8%	1,383	4.9%	7,484	8.9%	
Employee Population per Business	9.1		6.8		7.4		
Residential Population per Business	31.4		34.0		28.3		

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1 mi radius

3 mi radius

5 mi radius

#### Race & Ethnicity

White (2023)	11,034	62.4%	88,918	63.1%	200,381	62.4%
Black or African American (2023)	2,051	11.6%	13,937	9.9%	34,746	10.8%
American Indian or Alaska Native (2023)	91	0.5%	896	0.6%	2,079	0.6%
Asian (2023)	1,571	8.9%	11,354	8.1%	25,992	8.1%
Hawaiian or Pacific Islander (2023)	51	0.3%	272	0.2%	569	0.2%
Other Race (2023)	862	4.9%	8,523	6.0%	19,423	6.1%
Two or More Races (2023)	2,034	11.5%	17,088	12.1%	37,806	11.8%
Not Hispanic or Latino Population (2023)	14,041	79.4%	110,007	78.0%	251,673	78.4%
Hispanic or Latino Population (2023)	3,653	20.6%	30,979	22.0%	69,324	21.6%
Not Hispanic or Latino Population (2028)	14,419	79.4%	114,432	77.9%	266,664	78.4%
Hispanic or Latino Population (2028)	3,743	20.6%	32,435	22.1%	73,615	21.6%
Not Hispanic or Latino Population (2020)	13,846	80.5%	110,224	79.2%	248,414	79.6%
Hispanic or Latino Population (2020)	3,347	19.5%	28,878	20.8%	63,713	20.4%
Not Hispanic or Latino Population (2010)	12,276	84.6%	106,592	83.3%	213,548	83.1%
Hispanic or Latino Population (2010)	2,237	15.4%	21,332	16.7%	43,528	16.9%
Projected Hispanic Annual Growth (2023 to 2028)	90	0.5%	1,456	0.9%	4,292	1.2%
Historic Hispanic Annual Growth (2010 to 2023)	1,416	4.9%	9,647	3.5%	25,796	4.6%

#### Age Distribution (2023)

Age Under 5	1,094	6.2%	9,160	6.5%	21,196	6.6%
Age 5 to 9 Years	1,460	8.3%	11,066	7.8%	24,278	7.6%
Age 10 to 14 Years	1,735	9.8%	12,450	8.8%	26,291	8.2%
Age 15 to 19 Years	1,556	8.8%	10,984	7.8%	23,102	7.2%
Age 20 to 24 Years	877	5.0%	7,046	5.0%	17,308	5.4%
Age 25 to 29 Years	1,168	6.6%	8,804	6.2%	22,152	6.9%
Age 30 to 34 Years	1,356	7.7%	11,070	7.9%	25,817	8.0%
Age 35 to 39 Years	1,544	8.7%	11,613	8.2%	26,141	8.1%
Age 40 to 44 Years	1,426	8.1%	10,832	7.7%	23,981	7.5%
Age 45 to 49 Years	1,266	7.2%	9,807	7.0%	20,957	6.5%
Age 50 to 54 Years	1,061	6.0%	9,071	6.4%	19,747	6.2%
Age 55 to 59 Years	893	5.0%	8,359	5.9%	18,536	5.8%
Age 60 to 64 Years	731	4.1%	7,378	5.2%	17,122	5.3%
Age 65 to 74 Years	936	5.3%	9,109	6.5%	22,365	7.0%
Age 75 to 84 Years	426	2.4%	3,320	2.4%	9,043	2.8%
Age 85 Years or Over	164	0.9%	917	0.7%	2,961	0.9%
Median Age	32.8		34.5		35.0	

#### Gender Age Distribution (2023)

Female Population	9,118	51.5%	72,007	51.1%	164,456	51.2%
Age 0 to 19 Years	2,824	31.0%	21,532	29.9%	46,389	28.2%
Age 20 to 64 Years	5,406	59.3%	43,173	60.0%	98,766	60.1%
Age 65 Years or Over	888	9.7%	7,302	10.1%	19,302	11.7%
Female Median Age	34.1		35.1		35.8	
Male Population	8,576	48.5%	68,980	48.9%	156,540	48.8%
Age 0 to 19 Years	3,022	35.2%	22,128	32.1%	48,478	31.0%
Age 20 to 64 Years	4,916	57.3%	40,807	59.2%	92,995	59.4%
Age 65 Years or Over	638	7.4%	6,045	8.8%	15,067	9.6%
Male Median Age	31.3		33.8		34.1	

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1 mi radius

3 mi radius

5 mi radius

#### Household Income Distribution (2023)

HH Income \$200,000 or More	778	13.3%	7,412	15.5%	18,744	16.3%
HH Income \$150,000 to \$199,999	675	11.5%	5,895	12.3%	13,085	11.4%
HH Income \$100,000 to \$149,999	1,244	21.2%	10,572	22.1%	23,650	20.6%
HH Income \$75,000 to \$99,999	864	14.7%	7,315	15.3%	16,806	14.7%
HH Income \$50,000 to \$74,999	984	16.8%	7,383	15.5%	17,987	15.7%
HH Income \$35,000 to \$49,999	445	7.6%	3,576	7.5%	9,217	8.0%
HH Income \$25,000 to \$34,999	277	4.7%	1,994	4.2%	5,937	5.2%
HH Income \$15,000 to \$24,999	419	7.1%	1,774	3.7%	4,508	3.9%
HH Income Under \$15,000	181	3.1%	1,840	3.9%	4,762	4.2%
HH Income \$35,000 or More	4,990	85.1%	42,152	88.3%	99,488	86.7%
HH Income \$75,000 or More	3,561	60.7%	31,194	65.3%	72,285	63.0%

#### Housing (2023)

Total Housing Units	6,016		49,347		120,472	
Housing Units Occupied	5,866	97.5%	47,761	96.8%	114,694	95.2%
Housing Units Owner-Occupied	4,206	71.7%	37,479	78.5%	80,119	69.9%
Housing Units, Renter-Occupied	1,661	28.3%	10,281	21.5%	34,575	30.1%
Housing Units, Vacant	149	2.5%	1,587	3.3%	5,778	5.0%

#### Marital Status (2023)

Never Married	3,789	28.3%	31,156	28.8%	71,841	28.8%
Currently Married	7,205	53.8%	59,092	54.6%	133,586	53.6%
Separated	479	3.6%	3,459	3.2%	8,887	3.6%
Widowed	486	3.6%	3,618	3.3%	9,717	3.9%
Divorced	1,446	10.8%	10,986	10.1%	25,200	10.1%

#### Household Type (2023)

Population Family	15,919	90.0%	128,655	91.3%	285,090	88.8%
Population Non-Family	1,570	8.9%	11,980	8.5%	35,014	10.9%
Population Group Quarters	205	1.2%	352	0.2%	892	0.3%
Family Households	4,706	80.2%	38,522	80.7%	86,532	75.4%
Non-Family Households	1,160	19.8%	9,239	19.3%	28,162	24.6%
Married Couple with Children	1,972	27.4%	15,787	26.7%	34,444	25.8%
Average Family Household Size	3.4		3.3		3.3	

#### Household Size (2023)

1 Person Households	892	15.2%	7,242	15.2%	22,935	20.0%
2 Person Households	1,658	28.3%	14,896	31.2%	35,619	31.1%
3 Person Households	1,530	26.1%	10,275	21.5%	22,459	19.6%
4 Person Households	1,111	18.9%	9,100	19.1%	20,038	17.5%
5 Person Households	452	7.7%	4,218	8.8%	9,204	8.0%
6 or More Person Households	222	3.8%	2,031	4.3%	4,440	3.9%

#### Household Vehicles (2023)

Households with 0 Vehicles Available	124	2.1%	735	1.5%	2,903	2.5%
Households with 1 Vehicles Available	1,376	23.5%	11,701	24.5%	31,218	27.2%
Households with 2 or More Vehicles Available	4,366	74.4%	35,324	74.0%	80,573	70.3%
Total Vehicles Available	12,196		99,675		229,761	
Average Vehicles Per Household	2.1		2.1		2.0	

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#### Labor Force (2023)

Estimated Labor Population Age 16 Years or Over	13,022		105,834		243,985	
Estimated Civilian Employed	9,799	75.3%	77,098	72.8%	178,504	73.2%
Estimated Civilian Unemployed	306	2.3%	2,500	2.4%	5,583	2.3%
Estimated in Armed Forces	14	0.1%	96	-	266	0.1%
Estimated Not in Labor Force	2,903	22.3%	26,140	24.7%	59,633	24.4%
Unemployment Rate	2.3%		2.4%		2.3%	

#### Occupation (2023)

Occupation: Population Age 16 Years or Over	9,799		77,098		178,503	
Management, Business, Financial Operations	2,011	20.5%	15,757	20.4%	37,118	20.8%
Professional, Related	1,851	18.9%	18,105	23.5%	42,015	23.5%
Service	1,308	13.3%	9,549	12.4%	22,822	12.8%
Sales, Office	2,482	25.3%	17,981	23.3%	40,921	22.9%
Farming, Fishing, Forestry	28	0.3%	94	0.1%	133	-
Construct, Extraction, Maintenance	733	7.5%	5,758	7.5%	12,299	6.9%
Production, Transport Material Moving	1,388	14.2%	9,854	12.8%	23,195	13.0%
White Collar Workers	6,344	64.7%	51,843	67.2%	120,054	67.3%
Blue Collar Workers	3,456	35.3%	25,255	32.8%	58,449	32.7%

#### Consumer Expenditure (2023)

Total Household Expenditure	\$543.25 M		\$4.41 B		\$10.28 B	
Total Non-Retail Expenditure	\$286.99 M	52.8%	\$2.33 B	52.8%	\$5.44 B	52.9%
Total Retail Expenditure	\$256.26 M	47.2%	\$2.08 B	47.2%	\$4.84 B	47.1%
Apparel	\$19.56 M	3.6%	\$159.18 M	3.6%	\$371.51 M	3.6%
Contributions	\$18.37 M	3.4%	\$151.29 M	3.4%	\$354.83 M	3.5%
Education	\$17.87 M	3.3%	\$148.18 M	3.4%	\$347.59 M	3.4%
Entertainment	\$31.38 M	5.8%	\$256.46 M	5.8%	\$597.46 M	5.8%
Food and Beverages	\$79.23 M	14.6%	\$640.52 M	14.5%	\$1.49 B	14.5%
Furnishings and Equipment	\$19.44 M	3.6%	\$158.71 M	3.6%	\$369.46 M	3.6%
Gifts	\$14.19 M	2.6%	\$115.85 M	2.6%	\$273 M	2.7%
Health Care	\$44.4 M	8.2%	\$358.79 M	8.1%	\$835.19 M	8.1%
Household Operations	\$21.59 M	4.0%	\$176.13 M	4.0%	\$411.26 M	4.0%
Miscellaneous Expenses	\$10.29 M	1.9%	\$83.63 M	1.9%	\$195.18 M	1.9%
Personal Care	\$7.29 M	1.3%	\$59.14 M	1.3%	\$137.87 M	1.3%
Personal Insurance	\$4.03 M	0.7%	\$33.26 M	0.8%	\$77.31 M	0.8%
Reading	\$1.18 M	0.2%	\$9.6 M	0.2%	\$22.45 M	0.2%
Shelter	\$113.94 M	21.0%	\$920.94 M	20.9%	\$2.16 B	21.0%
Tobacco	\$2.94 M	0.5%	\$22.99 M	0.5%	\$53.82 M	0.5%
Transportation	\$99.25 M	18.3%	\$803.61 M	18.2%	\$1.87 B	18.2%
Utilities	\$38.3 M	7.1%	\$307.33 M	7.0%	\$715.9 M	7.0%

#### Educational Attainment (2023)

Adult Population Age 25 Years or Over	10,972		90,281		208,821	
Elementary (Grade Level 0 to 8)	342	3.1%	2,822	3.1%	6,530	3.1%
Some High School (Grade Level 9 to 11)	422	3.8%	4,058	4.5%	8,421	4.0%
High School Graduate	2,214	20.2%	19,525	21.6%	45,093	21.6%
Some College	2,466	22.5%	21,430	23.7%	45,812	21.9%
Associate Degree Only	1,582	14.4%	8,195	9.1%	18,849	9.0%
Bachelor Degree Only	2,888	26.3%	24,700	27.4%	58,830	28.2%
Graduate Degree	1,058	9.6%	9,551	10.6%	25,286	12.1%

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Units In Structure (2023)								
1 Detached Unit	4,631	97.0%	40,389	93.9%	87,368	96.0%		
1 Attached Unit	183	3.8%	1,132	2.6%	3,526	3.9%		
2 to 4 Units	252	5.3%	1,184	2.8%	4,084	4.5%		
5 to 9 Units	221	4.6%	1,089	2.5%	4,508	5.0%		
10 to 19 Units	162	3.4%	1,112	2.6%	4,534	5.0%		
20 to 49 Units	162	3.4%	830	1.9%	3,349	3.7%		
50 or More Units	164	3.4%	1,284	3.0%	5,288	5.8%		
Mobile Home or Trailer	90	1.9%	729	1.7%	2,005	2.2%		
Other Structure	1	-	11	-	31	-		
Homes Built By Year (2023)								
Homes Built 2010 or later	963	20.2%	5,736	13.3%	22,641	24.9%		
Homes Built 2000 to 2009	1,676	35.1%	11,828	27.5%	31,948	35.1%		
Homes Built 1990 to 1999	1,556	32.6%	11,092	25.8%	19,332	21.3%		
Homes Built 1980 to 1989	1,146	24.0%	10,874	25.3%	18,234	20.0%		
Homes Built 1970 to 1979	314	6.6%	5,613	13.0%	12,615	13.9%		
Homes Built 1960 to 1969	118	2.5%	1,502	3.5%	5,290	5.8%		
Homes Built 1950 to 1959	65	1.4%	817	1.9%	3,304	3.6%		
Homes Built Before 1949	28	0.6%	299	0.7%	1,331	1.5%		
Home Values (2023)								
Home Values \$1,000,000 or More	39	0.9%	399	1.1%	1,259	1.6%		
Home Values \$500,000 to \$999,999	367	8.7%	2,729	7.3%	7,972	10.0%		
Home Values \$400,000 to \$499,999	186	4.4%	3,474	9.3%	8,906	11.1%		
Home Values \$300,000 to \$399,999	688	16.4%	7,733	20.6%	17,286	21.6%		
Home Values \$200,000 to \$299,999	1,810	43.0%	14,399	38.4%	28,789	35.9%		
Home Values \$150,000 to \$199,999	776	18.5%	5,007	13.4%	8,776	11.0%		
Home Values \$100,000 to \$149,999	176	4.2%	1,991	5.3%	3,351	4.2%		
Home Values \$70,000 to \$99,999	60	1.4%	559	1.5%	1,026	1.3%		
Home Values \$50,000 to \$69,999	18	0.4%	242	0.6%	500	0.6%		
Home Values \$25,000 to \$49,999	22	0.5%	179	0.5%	618	0.8%		
Home Values Under \$25,000	64	1.5%	765	2.0%	1,637	2.0%		
Owner-Occupied Median Home Value	\$273,534		\$275,968		\$300,680			
Renter-Occupied Median Rent	\$1,262		\$1,286		\$1,232			
Transportation To Work (2023)								
Drive to Work Alone	6,590	67.2%	53,102	68.9%	122,289	68.5%		
Drive to Work in Carpool	889	9.1%	6,811	8.8%	14,901	8.3%		
Travel to Work by Public Transportation	34	0.3%	202	0.3%	526	0.3%		
Drive to Work on Motorcycle	3	-	35	-	82	-		
Walk or Bicycle to Work	67	0.7%	467	0.6%	1,227	0.7%		
Other Means	108	1.1%	729	0.9%	2,184	1.2%		
Work at Home	2,109	21.5%	15,753	20.4%	37,294	20.9%		
Travel Time (2023)								
Travel to Work in 14 Minutes or Less	1,477	15.1%	10,901	14.1%	27,174	15.2%		
Travel to Work in 15 to 29 Minutes	2,931	29.9%	22,714	29.5%	52,720	29.5%		
Travel to Work in 30 to 59 Minutes	2,828	28.9%	24,012	31.1%	52,998	29.7%		
Travel to Work in 60 Minutes or More	454	4.6%	3,719	4.8%	8,316	4.7%		
Average Minutes Travel to Work	24.3		26.1		25.4			