

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups
 Watauga Towne Crossing Shopping Center
 Quine & Associates, Inc.
 Lat/Lon: 32.8891/-97.2568



8000 Denton Hwy Watauga, TX 76148	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2024)	15,921		139,049		316,495	
Projected Population (2029)	16,201		143,364		331,736	
Census Population (2020)	16,497		141,459		312,537	
Census Population (2010)	14,842		130,422		260,816	
Projected Annual Growth (2024 to 2029)	280	0.4%	4,314	0.6%	15,242	1.0%
Historical Annual Growth (2020 to 2024)	-576	-0.9%	-2,409	-0.4%	3,957	0.3%
Historical Annual Growth (2010 to 2020)	1,656	2.8%	11,036	2.1%	51,721	5.0%
Estimated Population Density (2024)	5,070 psm		4,919 psm		4,031 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2024)	5,412		47,777		114,925	
Projected Households (2029)	5,564		49,900		122,291	
Census Households (2020)	5,458		47,547		111,568	
Census Households (2010)	4,926		44,094		92,759	
Estimated Households with Children (2024)	2,211	40.9%	19,019	39.8%	40,956	35.6%
Estimated Average Household Size (2024)	2.91		2.90		2.74	
Average Household Income						
Estimated Average Household Income (2024)	\$141,845		\$145,161		\$138,757	
Projected Average Household Income (2029)	\$144,615		\$145,497		\$136,376	
Estimated Average Family Income (2024)	\$165,735		\$171,353		\$174,319	
Median Household Income						
Estimated Median Household Income (2024)	\$102,455		\$110,235		\$107,491	
Projected Median Household Income (2029)	\$102,178		\$110,199		\$107,478	
Estimated Median Family Income (2024)	\$112,391		\$121,845		\$126,944	
Per Capita Income						
Estimated Per Capita Income (2024)	\$48,279		\$49,893		\$50,406	
Projected Per Capita Income (2029)	\$49,726		\$50,657		\$50,294	
Estimated Per Capita Income 5 Year Growth	\$1,447	3.0%	\$765	1.5%	-\$113	-0.2%
Estimated Average Household Net Worth (2024)	\$1,086,239		\$1,126,553		\$1,071,353	
Daytime Demos (2024)						
Total Businesses	471		4,236		11,488	
Total Employees	4,491		29,504		86,918	
Company Headquarter Businesses	12	2.6%	72	1.7%	254	2.2%
Company Headquarter Employees	222	5.0%	1,348	4.6%	7,839	9.0%
Employee Population per Business	9.5		7.0		7.6	
Residential Population per Business	33.8		32.8		27.5	

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Race & Ethnicity							
White (2024)	8,550	53.7%	64,175	46.2%	157,561	49.8%	
Black or African American (2024)	2,816	17.7%	30,200	21.7%	60,679	19.2%	
American Indian or Alaska Native (2024)	119	0.7%	1,324	1.0%	2,943	0.9%	
Asian (2024)	543	3.4%	5,714	4.1%	14,597	4.6%	
Hawaiian or Pacific Islander (2024)	58	0.4%	379	0.3%	808	0.3%	
Other Race (2024)	1,129	7.1%	11,919	8.6%	25,021	7.9%	
Two or More Races (2024)	2,707	17.0%	25,339	18.2%	54,886	17.3%	
Not Hispanic or Latino Population (2024)	10,336	64.9%	86,368	62.1%	203,832	64.4%	
Hispanic or Latino Population (2024)	5,585	35.1%	52,682	37.9%	112,663	35.6%	
Not Hispanic or Latino Population (2029)	10,481	64.7%	89,130	62.2%	212,686	64.1%	
Hispanic or Latino Population (2029)	5,720	35.3%	54,234	37.8%	119,050	35.9%	
Not Hispanic or Latino Population (2020)	13,298	80.6%	112,711	79.7%	248,372	79.5%	
Hispanic or Latino Population (2020)	3,200	19.4%	28,747	20.3%	64,165	20.5%	
Not Hispanic or Latino Population (2010)	12,557	84.6%	108,404	83.1%	215,822	82.7%	
Hispanic or Latino Population (2010)	2,285	15.4%	22,018	16.9%	44,994	17.3%	
Projected Hispanic Annual Growth (2024 to 2029)	135	0.5%	1,552	0.6%	6,388	1.1%	
Historic Hispanic Annual Growth (2010 to 2024)	3,300	10.3%	30,664	9.9%	67,668	10.7%	
Age Distribution (2024)							
Age Under 5	870	5.5%	8,269	5.9%	18,826	5.9%	
Age 5 to 9 Years	1,195	7.5%	10,207	7.3%	22,397	7.1%	
Age 10 to 14 Years	1,274	8.0%	10,785	7.8%	23,717	7.5%	
Age 15 to 19 Years	1,317	8.3%	11,070	8.0%	24,451	7.7%	
Age 20 to 24 Years	907	5.7%	8,464	6.1%	20,342	6.4%	
Age 25 to 29 Years	986	6.2%	8,758	6.3%	21,230	6.7%	
Age 30 to 34 Years	1,159	7.3%	10,065	7.2%	23,595	7.5%	
Age 35 to 39 Years	1,166	7.3%	10,310	7.4%	23,619	7.5%	
Age 40 to 44 Years	1,129	7.1%	10,392	7.5%	23,418	7.4%	
Age 45 to 49 Years	1,092	6.9%	9,608	6.9%	21,459	6.8%	
Age 50 to 54 Years	1,021	6.4%	9,258	6.7%	20,548	6.5%	
Age 55 to 59 Years	1,003	6.3%	8,482	6.1%	18,332	5.8%	
Age 60 to 64 Years	903	5.7%	7,678	5.5%	16,837	5.3%	
Age 65 to 74 Years	1,174	7.4%	10,296	7.4%	23,435	7.4%	
Age 75 to 84 Years	548	3.4%	4,362	3.1%	11,075	3.5%	
Age 85 Years or Over	177	1.1%	1,048	0.8%	3,213	1.0%	
Median Age	35.3		35.2		35.3		
Gender Age Distribution (2024)							
Female Population	8,102	50.9%	70,836	50.9%	161,194	50.9%	
Age 0 to 19 Years	2,259	27.9%	19,703	27.8%	43,953	27.3%	
Age 20 to 64 Years	4,844	59.8%	42,586	60.1%	96,537	59.9%	
Age 65 Years or Over	998	12.3%	8,547	12.1%	20,704	12.8%	
Female Median Age	36.1		35.9		36.1		
Male Population	7,819	49.1%	68,213	49.1%	155,301	49.1%	
Age 0 to 19 Years	2,396	30.6%	20,628	30.2%	45,438	29.3%	
Age 20 to 64 Years	4,522	57.8%	40,427	59.3%	92,844	59.8%	
Age 65 Years or Over	901	11.5%	7,158	10.5%	17,019	11.0%	
Male Median Age	34.4		34.4		34.6		

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Household Income Distribution (2024)						
HH Income \$200,000 or More	690	12.7%	7,632	16.0%	18,890	16.4%
HH Income \$150,000 to \$199,999	671	12.4%	5,779	12.1%	13,074	11.4%
HH Income \$100,000 to \$149,999	1,312	24.3%	11,151	23.3%	23,937	20.8%
HH Income \$75,000 to \$99,999	853	15.8%	7,045	14.7%	17,087	14.9%
HH Income \$50,000 to \$74,999	774	14.3%	7,083	14.8%	17,428	15.2%
HH Income \$35,000 to \$49,999	375	6.9%	3,494	7.3%	9,362	8.1%
HH Income \$25,000 to \$34,999	224	4.1%	2,175	4.6%	6,885	6.0%
HH Income \$15,000 to \$24,999	296	5.5%	1,591	3.3%	4,148	3.6%
HH Income Under \$15,000	217	4.0%	1,827	3.8%	4,115	3.6%
HH Income \$35,000 or More	4,675	86.4%	42,185	88.3%	99,778	86.8%
HH Income \$75,000 or More	3,526	65.2%	31,607	66.2%	72,988	63.5%
Housing (2024)						
Total Housing Units	5,747		50,846		122,725	
Housing Units Occupied	5,412	94.2%	47,777	94.0%	114,925	93.6%
Housing Units Owner-Occupied	3,944	72.9%	35,413	74.1%	74,226	64.6%
Housing Units, Renter-Occupied	1,468	27.1%	12,364	25.9%	40,699	35.4%
Housing Units, Vacant	335	6.2%	3,068	6.4%	7,800	6.8%
Marital Status (2024)						
Never Married	3,540	28.1%	31,526	28.7%	73,310	29.1%
Currently Married	6,976	55.4%	59,682	54.4%	132,603	52.7%
Separated	386	3.1%	3,510	3.2%	9,268	3.7%
Widowed	413	3.3%	3,834	3.5%	9,815	3.9%
Divorced	1,268	10.1%	11,237	10.2%	26,558	10.6%
Household Type (2024)						
Population Family	14,142	88.8%	120,290	86.5%	259,809	82.1%
Population Non-Family	1,606	10.1%	18,405	13.2%	55,600	17.6%
Population Group Quarters	172	1.1%	355	0.3%	1,086	0.3%
Family Households	4,239	78.3%	34,882	73.0%	75,407	65.6%
Non-Family Households	1,172	21.7%	12,895	27.0%	39,518	34.4%
Married Couple with Children	1,601	23.0%	14,451	24.2%	30,821	23.2%
Average Family Household Size	3.3		3.4		3.4	
Household Size (2024)						
1 Person Households	965	17.8%	11,129	23.3%	35,295	30.7%
2 Person Households	2,427	44.8%	20,982	43.9%	44,285	38.5%
3 Person Households	819	15.1%	6,604	13.8%	15,672	13.6%
4 Person Households	645	11.9%	5,066	10.6%	11,231	9.8%
5 Person Households	349	6.5%	2,474	5.2%	5,258	4.6%
6 or More Person Households	206	3.8%	1,522	3.2%	3,184	2.8%
Household Vehicles (2024)						
Households with 0 Vehicles Available	124	2.3%	851	1.8%	3,285	2.9%
Households with 1 Vehicles Available	1,263	23.3%	12,770	26.7%	34,732	30.2%
Households with 2 or More Vehicles Available	4,025	74.4%	34,156	71.5%	76,908	66.9%
Total Vehicles Available	11,247		96,998		222,183	
Average Vehicles Per Household	2.1		2.0		1.9	

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Labor Force (2024)								
Estimated Labor Population Age 16 Years or Over			12,300		107,423		246,374	
Estimated Civilian Employed		8,656	70.4%		75,837	70.6%	173,591	70.5%
Estimated Civilian Unemployed		426	3.5%		2,529	2.4%	5,341	2.2%
Estimated in Armed Forces		71	0.6%		461	0.4%	1,264	0.5%
Estimated Not in Labor Force		3,148	25.6%		28,596	26.6%	66,177	26.9%
Unemployment Rate			3.5%			2.4%		2.2%
Occupation (2024)								
Occupation: Population Age 16 Years or Over		8,656			75,837		173,589	
Management, Business, Financial Operations		1,727	19.9%		15,517	20.5%	35,853	20.7%
Professional, Related Service		1,787	20.6%		17,001	22.4%	40,806	23.5%
Sales, Office		1,133	13.1%		9,892	13.0%	23,624	13.6%
Farming, Fishing, Forestry		20	0.2%		25	-	63	-
Construct, Extraction, Maintenance		690	8.0%		4,633	6.1%	9,665	5.6%
Production, Transport Material Moving		975	11.3%		9,960	13.1%	22,957	13.2%
White Collar Workers		5,837	67.4%		51,326	67.7%	117,279	67.6%
Blue Collar Workers		2,818	32.6%		24,511	32.3%	56,310	32.4%
Consumer Expenditure (2024)								
Total Household Expenditure		\$489 M			\$4.43 B		\$10.27 B	
Total Non-Retail Expenditure		\$258.25 M	52.8%		\$2.34 B	52.9%	\$5.45 B	53.0%
Total Retail Expenditure		\$230.75 M	47.2%		\$2.08 B	47.1%	\$4.82 B	47.0%
Apparel		\$17.51 M	3.6%		\$158.83 M	3.6%	\$368.9 M	3.6%
Contributions		\$16.7 M	3.4%		\$154.46 M	3.5%	\$359.15 M	3.5%
Education		\$15.95 M	3.3%		\$148.64 M	3.4%	\$346.46 M	3.4%
Entertainment		\$28.38 M	5.8%		\$258.04 M	5.8%	\$597.11 M	5.8%
Food and Beverages		\$71.19 M	14.6%		\$640.85 M	14.5%	\$1.49 B	14.5%
Furnishings and Equipment		\$17.6 M	3.6%		\$159.85 M	3.6%	\$369.53 M	3.6%
Gifts		\$12.69 M	2.6%		\$118.02 M	2.7%	\$275.56 M	2.7%
Health Care		\$40.29 M	8.2%		\$362.08 M	8.2%	\$837.5 M	8.2%
Household Operations		\$19.46 M	4.0%		\$177.31 M	4.0%	\$411.49 M	4.0%
Miscellaneous Expenses		\$9.27 M	1.9%		\$84.32 M	1.9%	\$195.78 M	1.9%
Personal Care		\$6.57 M	1.3%		\$59.45 M	1.3%	\$137.79 M	1.3%
Personal Insurance		\$3.66 M	0.7%		\$33.5 M	0.8%	\$77.24 M	0.8%
Reading		\$1.07 M	0.2%		\$9.76 M	0.2%	\$22.66 M	0.2%
Shelter		\$102.4 M	20.9%		\$926.96 M	20.9%	\$2.16 B	21.0%
Tobacco		\$2.62 M	0.5%		\$22.97 M	0.5%	\$53.71 M	0.5%
Transportation		\$89.28 M	18.3%		\$804.21 M	18.2%	\$1.86 B	18.1%
Utilities		\$34.36 M	7.0%		\$307.14 M	6.9%	\$712.68 M	6.9%
Educational Attainment (2024)								
Adult Population Age 25 Years or Over		10,359			90,255		206,762	
Elementary (Grade Level 0 to 8)		342	3.3%		2,597	2.9%	5,990	2.9%
Some High School (Grade Level 9 to 11)		397	3.8%		3,821	4.2%	7,936	3.8%
High School Graduate		2,170	21.0%		20,353	22.6%	46,798	22.6%
Some College		2,325	22.4%		21,249	23.5%	44,649	21.6%
Associate Degree Only		1,240	12.0%		8,367	9.3%	18,649	9.0%
Bachelor Degree Only		2,728	26.3%		23,853	26.4%	57,004	27.6%
Graduate Degree		1,156	11.2%		10,013	11.1%	25,735	12.4%

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Units In Structure (2024)						
1 Detached Unit	4,535	92.1%	39,075	88.6%	82,190	88.6%
1 Attached Unit	138	2.8%	1,315	3.0%	3,205	3.5%
2 to 4 Units	204	4.1%	1,124	2.6%	4,016	4.3%
5 to 9 Units	154	3.1%	1,441	3.3%	6,765	7.3%
10 to 19 Units	99	2.0%	1,615	3.7%	6,047	6.5%
20 to 49 Units	108	2.2%	799	1.8%	3,967	4.3%
50 or More Units	105	2.1%	1,554	3.5%	6,821	7.4%
Mobile Home or Trailer	62	1.3%	793	1.8%	1,762	1.9%
Other Structure	7	0.1%	60	0.1%	152	0.2%
Homes Built By Year (2024)						
Homes Built 2010 or later	726	14.7%	6,240	14.2%	23,114	24.9%
Homes Built 2000 to 2009	1,356	27.5%	12,049	27.3%	32,651	35.2%
Homes Built 1990 to 1999	1,295	26.3%	10,656	24.2%	18,410	19.8%
Homes Built 1980 to 1989	1,402	28.5%	10,915	24.8%	19,003	20.5%
Homes Built 1970 to 1979	432	8.8%	5,309	12.0%	11,890	12.8%
Homes Built 1960 to 1969	78	1.6%	1,160	2.6%	4,615	5.0%
Homes Built 1950 to 1959	80	1.6%	1,022	2.3%	3,863	4.2%
Homes Built Before 1949	43	0.9%	427	1.0%	1,379	1.5%
Home Values (2024)						
Home Values \$1,000,000 or More	52	1.3%	504	1.4%	1,574	2.1%
Home Values \$500,000 to \$999,999	352	8.9%	4,122	11.6%	10,559	14.2%
Home Values \$400,000 to \$499,999	271	6.9%	4,513	12.7%	10,952	14.8%
Home Values \$300,000 to \$399,999	1,129	28.6%	9,715	27.4%	21,190	28.5%
Home Values \$200,000 to \$299,999	1,501	38.0%	10,822	30.6%	19,792	26.7%
Home Values \$150,000 to \$199,999	372	9.4%	3,006	8.5%	4,900	6.6%
Home Values \$100,000 to \$149,999	109	2.8%	1,335	3.8%	2,104	2.8%
Home Values \$70,000 to \$99,999	28	0.7%	381	1.1%	754	1.0%
Home Values \$50,000 to \$69,999	15	0.4%	233	0.7%	485	0.7%
Home Values \$25,000 to \$49,999	35	0.9%	245	0.7%	641	0.9%
Home Values Under \$25,000	80	2.0%	538	1.5%	1,272	1.7%
Owner-Occupied Median Home Value	\$300,448		\$322,269		\$350,223	
Renter-Occupied Median Rent	\$1,453		\$1,430		\$1,363	
Transportation To Work (2024)						
Drive to Work Alone	5,720	66.1%	52,631	69.4%	120,029	69.1%
Drive to Work in Carpool	909	10.5%	6,906	9.1%	14,793	8.5%
Travel to Work by Public Transportation	29	0.3%	280	0.4%	574	0.3%
Drive to Work on Motorcycle	7	-	94	0.1%	201	0.1%
Walk or Bicycle to Work	82	0.9%	493	0.7%	1,278	0.7%
Other Means	95	1.1%	767	1.0%	2,187	1.3%
Work at Home	1,814	21.0%	14,665	19.3%	34,527	19.9%
Travel Time (2024)						
Travel to Work in 14 Minutes or Less	1,092	12.6%	9,897	13.1%	24,348	14.0%
Travel to Work in 15 to 29 Minutes	2,711	31.3%	22,648	29.9%	52,877	30.5%
Travel to Work in 30 to 59 Minutes	2,485	28.7%	24,784	32.7%	53,643	30.9%
Travel to Work in 60 Minutes or More	553	6.4%	3,842	5.1%	8,195	4.7%
Average Minutes Travel to Work	25.7		26.6		25.9	

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