

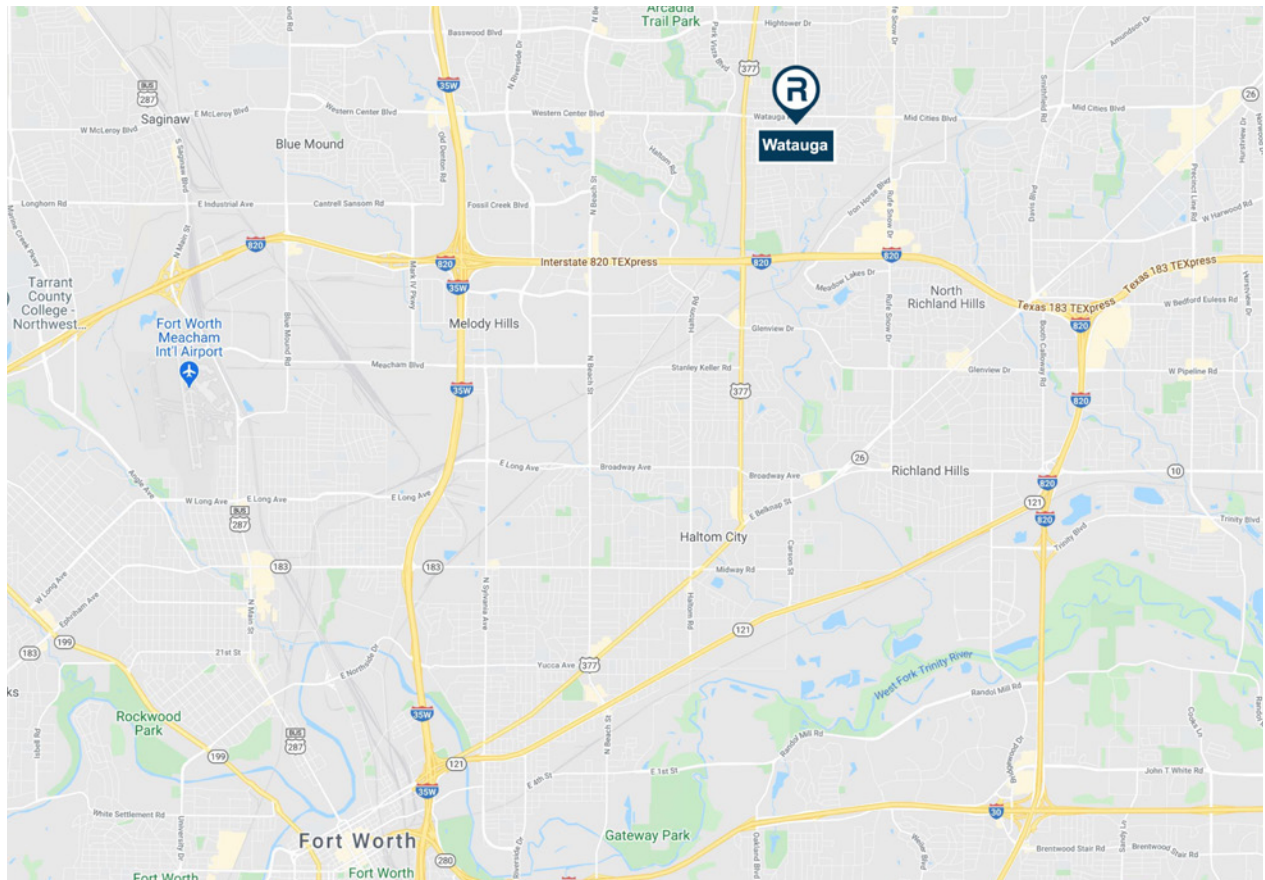


WATAUGA, TEXAS

Community Demographic Profile



Community



Prepared for:



Watauga Economic Development Corporation

Andrea Gardner
City Manager

7105 Whitley Rd.
Watauga, Texas 76148

Phone 817.514.5821
AGardner@wataugatx.org
www.WataugaTX.org



About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



Community • Demographic Profile

Watauga, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	27,040	
2021 Estimate	25,491	
2010 Census	23,497	
2000 Census	22,889	
Growth 2021 - 2026		6.08%
Growth 2010 - 2021		8.49%
Growth 2000 - 2010		2.66%
2021 Est. Population by Single-Classification Race	25,491	
White Alone	18,994	74.51%
Black or African American Alone	1,979	7.76%
Amer. Indian and Alaska Native Alone	251	0.99%
Asian Alone	1,517	5.95%
Native Hawaiian and Other Pacific Island Alone	71	0.28%
Some Other Race Alone	1,730	6.79%
Two or More Races	949	3.72%
2021 Est. Population by Hispanic or Latino Origin	25,491	
Not Hispanic or Latino	18,976	74.44%
Hispanic or Latino	6,515	25.56%
Mexican	5,149	79.03%
Puerto Rican	407	6.25%
Cuban	62	0.95%
All Other Hispanic or Latino	897	13.77%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	6,515	
White Alone	4,284	65.76%
Black or African American Alone	97	1.49%
American Indian and Alaska Native Alone	94	1.44%
Asian Alone	30	0.46%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,699	26.08%
Two or More Races	311	4.77%
2021 Est. Pop by Race, Asian Alone, by Category	1,517	
Chinese, except Taiwanese	37	2.44%
Filipino	69	4.55%
Japanese	0	0.00%
Asian Indian	114	7.52%
Korean	36	2.37%
Vietnamese	379	24.98%
Cambodian	0	0.00%
Hmong	1	0.07%
Laotian	316	20.83%
Thai	36	2.37%
All Other Asian Races Including 2+ Category	529	34.87%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	25,491	
Arab	106	0.42%
Czech	69	0.27%
Danish	29	0.11%
Dutch	201	0.79%
English	1,535	6.02%
French (except Basque)	477	1.87%
French Canadian	98	0.38%
German	2,546	9.99%
Greek	44	0.17%
Hungarian	2	0.01%
Irish	2,326	9.13%
Italian	771	3.03%
Lithuanian	0	0.00%
United States or American	1,483	5.82%
Norwegian	154	0.60%
Polish	287	1.13%
Portuguese	70	0.28%
Russian	86	0.34%
Scottish	466	1.83%
Scotch-Irish	361	1.42%
Slovak	0	0.00%
Subsaharan African	102	0.40%
Swedish	99	0.39%
Swiss	35	0.14%
Ukrainian	6	0.02%
Welsh	68	0.27%
West Indian (except Hisp. groups)	95	0.37%
Other ancestries	9,523	37.36%
Ancestry Unclassified	4,452	17.47%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	18,111	76.02%
Speak Asian/Pacific Island Language at Home	758	3.18%
Speak IndoEuropean Language at Home	273	1.15%
Speak Spanish at Home	4,546	19.08%
Speak Other Language at Home	137	0.58%

Community • Demographic Profile

Watauga, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	25,491	
Age 0 - 4	1,666	6.54%
Age 5 - 9	1,778	6.98%
Age 10 - 14	1,900	7.45%
Age 15 - 17	1,108	4.35%
Age 18 - 20	987	3.87%
Age 21 - 24	1,284	5.04%
Age 25 - 34	3,475	13.63%
Age 35 - 44	3,688	14.47%
Age 45 - 54	3,345	13.12%
Age 55 - 64	3,169	12.43%
Age 65 - 74	2,032	7.97%
Age 75 - 84	839	3.29%
Age 85 and over	220	0.86%
Age 16 and over	19,781	77.60%
Age 18 and over	19,039	74.69%
Age 21 and over	18,052	70.82%
Age 65 and over	3,091	12.13%
2021 Est. Median Age		36.49
2021 Est. Average Age		37.10
2021 Est. Population by Sex	25,491	
Male	12,420	48.72%
Female	13,071	51.28%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	12,420	
Age 0 - 4	858	6.91%
Age 5 - 9	907	7.30%
Age 10 - 14	977	7.87%
Age 15 - 17	547	4.40%
Age 18 - 20	501	4.03%
Age 21 - 24	658	5.30%
Age 25 - 34	1,726	13.90%
Age 35 - 44	1,779	14.32%
Age 45 - 54	1,631	13.13%
Age 55 - 64	1,504	12.11%
Age 65 - 74	904	7.28%
Age 75 - 84	355	2.86%
Age 85 and over	73	0.59%
2021 Est. Median Age, Male		35.20
2021 Est. Average Age, Male		36.00
2021 Est. Female Population by Age	13,071	
Age 0 - 4	808	6.18%
Age 5 - 9	871	6.66%
Age 10 - 14	923	7.06%
Age 15 - 17	561	4.29%
Age 18 - 20	486	3.72%
Age 21 - 24	626	4.79%
Age 25 - 34	1,749	13.38%
Age 35 - 44	1,909	14.61%
Age 45 - 54	1,714	13.11%
Age 55 - 64	1,665	12.74%
Age 65 - 74	1,128	8.63%
Age 75 - 84	484	3.70%
Age 85 and over	147	1.13%
2021 Est. Median Age, Female		37.70
2021 Est. Average Age, Female		38.10

Community • Demographic Profile

Watauga, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,122	30.39%
Males, Never Married	3,483	17.29%
Females, Never Married	2,639	13.10%
Married, Spouse present	10,024	49.75%
Married, Spouse absent	643	3.19%
Widowed	808	4.01%
Males Widowed	144	0.72%
Females Widowed	664	3.30%
Divorced	2,550	12.66%
Males Divorced	922	4.58%
Females Divorced	1,628	8.08%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	745	4.4%
Some High School, no diploma	1,331	7.9%
High School Graduate (or GED)	4,981	29.7%
Some College, no degree	4,770	28.4%
Associate Degree	1,355	8.1%
Bachelor's Degree	2,527	15.1%
Master's Degree	897	5.4%
Professional School Degree	96	0.6%
Doctorate Degree	66	0.4%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	808	22.58%
High School Graduate	1,227	34.28%
Some College or Associate's Degree	1,036	28.95%
Bachelor's Degree or Higher	508	14.19%
Households		
2026 Projection	9,215	
2021 Estimate	8,683	
2010 Census	8,007	
2000 Census	7,491	
Growth 2021 - 2026		6.13%
Growth 2010 - 2021		8.44%
Growth 2000 - 2010		6.89%
2021 Est. Households by Household Type	8,683	
Family Households	6,810	78.43%
Nonfamily Households	1,873	21.57%
2021 Est. Group Quarters Population	124	
2021 Households by Ethnicity, Hispanic/Latino	1,675	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	8,683	
Income < \$15,000	301	3.47%
Income \$15,000 - \$24,999	384	4.42%
Income \$25,000 - \$34,999	583	6.71%
Income \$35,000 - \$49,999	954	10.99%
Income \$50,000 - \$74,999	2,035	23.44%
Income \$75,000 - \$99,999	1,565	18.02%
Income \$100,000 - \$124,999	1,085	12.50%
Income \$125,000 - \$149,999	774	8.91%
Income \$150,000 - \$199,999	655	7.54%
Income \$200,000 - \$249,999	211	2.43%
Income \$250,000 - \$499,999	121	1.39%
Income \$500,000+	15	0.17%
2021 Est. Average Household Income		\$89,085
2021 Est. Median Household Income		\$76,180
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$76,177
Black or African American Alone		\$91,957
American Indian and Alaska Native Alone		\$107,876
Asian Alone		\$53,960
Native Hawaiian and Other Pacific Islander Alone		\$51,891
Some Other Race Alone		\$71,868
Two or More Races		\$84,362
Hispanic or Latino		\$71,091
Not Hispanic or Latino		\$77,933
2021 Est. Family HH Type by Presence of Own Child.	6,810	
Married-Couple Family, own children	2,514	36.92%
Married-Couple Family, no own children	2,627	38.58%
Male Householder, own children	258	3.79%
Male Householder, no own children	213	3.13%
Female Householder, own children	631	9.27%
Female Householder, no own children	567	8.33%
2021 Est. Households by Household Size	8,683	
1-person	1,479	17.03%
2-person	2,649	30.51%
3-person	1,729	19.91%
4-person	1,549	17.84%
5-person	779	8.97%
6-person	317	3.65%
7-or-more-person	181	2.08%
2021 Est. Average Household Size		2.92

Community • Demographic Profile

Watauga, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	8,683	
Households with 1 or More People under Age 18:	3,884	44.73%
Married-Couple Family	2,730	70.29%
Other Family, Male Householder	310	7.98%
Other Family, Female Householder	785	20.21%
Nonfamily, Male Householder	48	1.24%
Nonfamily, Female Householder	11	0.28%
Households with No People under Age 18:	4,799	55.27%
Married-Couple Family	2,416	50.34%
Other Family, Male Householder	164	3.42%
Other Family, Female Householder	408	8.50%
Nonfamily, Male Householder	850	17.71%
Nonfamily, Female Householder	961	20.03%
2021 Est. Households by Number of Vehicles	8,683	
No Vehicles	59	0.68%
1 Vehicle	2,039	23.48%
2 Vehicles	3,814	43.93%
3 Vehicles	1,962	22.60%
4 Vehicles	598	6.89%
5 or more Vehicles	211	2.43%
2021 Est. Average Number of Vehicles		2.2
Family Households		
2026 Projection	7,224	
2021 Estimate	6,810	
2010 Census	6,281	
2000 Census	6,222	
Growth 2021 - 2026		6.08%
Growth 2010 - 2021		8.42%
Growth 2000 - 2010		0.95%
2021 Est. Families by Poverty Status	6,810	
2021 Families at or Above Poverty	6,334	93.01%
2021 Families at or Above Poverty with Children	3,230	47.43%
2021 Families Below Poverty	476	6.99%
2021 Families Below Poverty with Children	401	5.89%
2021 Est. Pop 16+ by Employment Status	19,781	
Civilian Labor Force, Employed	13,541	68.46%
Civilian Labor Force, Unemployed	746	3.77%
Armed Forces	0	0.00%
Not in Labor Force	5,494	27.77%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	13,462	
For-Profit Private Workers	10,460	77.70%
Non-Profit Private Workers	613	4.55%
Local Government Workers	125	0.93%
State Government Workers	379	2.82%
Federal Government Workers	783	5.82%
Self-Employed Workers	1,094	8.13%
Unpaid Family Workers	8	0.06%
2021 Est. Civ. Employed Pop 16+ by Occupation	13,462	
Architect/Engineer	182	1.35%
Arts/Entertainment/Sports	199	1.48%
Building Grounds Maintenance	435	3.23%
Business/Financial Operations	622	4.62%
Community/Social Services	190	1.41%
Computer/Mathematical	382	2.84%
Construction/Extraction	753	5.59%
Education/Training/Library	831	6.17%
Farming/Fishing/Forestry	49	0.36%
Food Prep/Serving	902	6.70%
Health Practitioner/Technician	445	3.31%
Healthcare Support	306	2.27%
Maintenance Repair	592	4.40%
Legal	54	0.40%
Life/Physical/Social Science	67	0.50%
Management	1,056	7.84%
Office/Admin. Support	1,929	14.33%
Production	550	4.09%
Protective Services	149	1.11%
Sales/Related	1,670	12.41%
Personal Care/Service	477	3.54%
Transportation/Moving	1,622	12.05%
2021 Est. Pop 16+ by Occupation Classification	13,462	
White Collar	7,627	56.66%
Blue Collar	3,517	26.13%
Service and Farm	2,318	17.22%
2021 Est. Workers Age 16+ by Transp. to Work	13,010	
Drove Alone	10,853	83.42%
Car Pooled	1,456	11.19%
Public Transportation	70	0.54%
Walked	19	0.15%
Bicycle	44	0.34%
Other Means	48	0.37%
Worked at Home	520	4.00%

Community • Demographic Profile

Watauga, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,997	
15 - 29 Minutes	4,842	
30 - 44 Minutes	3,410	
45 - 59 Minutes	1,411	
60 or more Minutes	884	
2021 Est. Avg Travel Time to Work in Minutes		31
2021 Est. Occupied Housing Units by Tenure	8,683	
Owner Occupied	7,037	81.04%
Renter Occupied	1,646	18.96%
2021 Owner Occ. HUs: Avg. Length of Residence		15.1
2021 Renter Occ. HUs: Avg. Length of Residence		5.7
2021 Est. Owner-Occupied Housing Units by Value	8,683	
Value Less than \$20,000	86	1.22%
Value \$20,000 - \$39,999	76	1.08%
Value \$40,000 - \$59,999	23	0.33%
Value \$60,000 - \$79,999	76	1.08%
Value \$80,000 - \$99,999	335	4.76%
Value \$100,000 - \$149,999	2,336	33.20%
Value \$150,000 - \$199,999	1,949	27.70%
Value \$200,000 - \$299,999	1,502	21.34%
Value \$300,000 - \$399,999	360	5.12%
Value \$400,000 - \$499,999	140	1.99%
Value \$500,000 - \$749,999	62	0.88%
Value \$750,000 - \$999,999	60	0.85%
Value \$1,000,000 or \$1,499,999	32	0.46%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2021 Est. Median All Owner-Occupied Housing Value		\$163,663
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	8,561	95.54%
1 Unit Attached	73	0.82%
2 Units	58	0.65%
3 or 4 Units	71	0.79%
5 to 19 Units	16	0.18%
20 to 49 Units	72	0.80%
50 or More Units	0	0.00%
Mobile Home or Trailer	99	1.11%
Boat, RV, Van, etc.	11	0.12%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	698	7.79%
Housing Units Built 2010 to 2014	46	0.51%
Housing Units Built 2000 to 2009	818	9.13%
Housing Units Built 1990 to 1999	1,560	17.41%
Housing Units Built 1980 to 1989	2,895	32.31%
Housing Units Built 1970 to 1979	2,015	22.49%
Housing Units Built 1960 to 1969	688	7.68%
Housing Units Built 1950 to 1959	213	2.38%
Housing Units Built 1940 to 1949	14	0.16%
Housing Unit Built 1939 or Earlier	14	0.16%
2021 Est. Median Year Structure Built		1985



ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

