Community Profile

Watauga Pavilion
7600 Denton Hwy, Watauga, Texas, 76148
Rings: 1, 3, 5 mile radii

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Population Summary	1 mile	3 miles	5 miles
2010 Total Population	17,369	129,043	264,468
2020 Total Population	17,469	139,581	312,761
2020 Group Quarters	79	362	1,030
2026 Total Population	17,385	142,337	330,841
2026 Group Quarters	82	374	1,066
2031 Total Population	17,430	145,112	340,302
2026-2031 Annual Rate	0.05%	0.39%	0.57%
2026 Total Daytime Population	14,218	103,984	300,143
Workers	6,073	40,550	147,879
Residents	8,145	63,434	152,264

Household Summary			
2010 Total Households	5,672	44,424	94,353
2010 Average Household Size	3.05	2.90	2.80
2020 Total Households	5,766	48,122	111,546
2020 Average Household Size	3.02	2.89	2.79
2026 Total Households	5,947	51,024	122,274
2026 Average Household Size	2.91	2.78	2.70
2031 Total Households	6,073	53,068	128,091
2031 Average Household Size	2.86	2.73	2.65
2026-2031 Annual Rate	0.42%	0.79%	0.93%
2026 Families	4,823	37,920	87,182
2026 Average Family Size	3.20	3.24	3.22
2031 Families	4,887	39,005	90,337
2031 Average Family Size	3.15	3.20	3.18
2026-2031 Growth Rate	0.26%	0.57%	0.71%

Median Household Income			
2026	$113,033	$107,051	$105,145
2031	$126,610	$117,655	$116,022

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$46,726	$49,655	$52,103
2031	$53,177	$56,307	$58,964

2026 Households by Income			
Household Income Base	5,947	51,026	122,274
<$10,000	2.3%	2.9%	2.7%
$10,000-14,999	0.9%	1.3%	1.3%
$15,000-19,999	1.5%	1.0%	1.3%
$20,000-24,999	2.2%	1.7%	1.9%
$25,000-29,999	0.9%	1.4%	1.8%
$30,000-34,999	1.0%	1.7%	2.5%
$35,000-39,999	1.6%	2.4%	2.5%
$40,000-44,999	1.8%	2.3%	2.4%
$45,000-49,999	1.8%	1.8%	2.0%
$50,000-59,999	3.5%	5.3%	5.1%
$60,000-74,999	9.3%	9.8%	9.6%
$75000-99999	15.2%	13.8%	13.9%
$100,000-124,999	13.7%	13.7%	12.4%
$125,000-149,999	11.3%	11.0%	9.6%
$150000-199999	16.4%	12.8%	12.6%
$200,000-249,999	7.5%	6.7%	6.9%
$250,000-299,999	3.3%	3.5%	3.8%
$300,000-399,999	2.9%	3.1%	3.3%
$400,000-499,999	0.6%	0.7%	0.9%
$500,000+	2.4%	3.1%	3.5%
Average Household Income	$136,640	$137,714	$140,733

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	117	106	99
Percent of Income for Mortgage	17.4%	19.1%	20.6%
Wealth Index	108	108	112

Median Home Value			
2026	$334,012	$348,035	$367,873
2031	$390,831	$403,779	$430,970

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	4,722	34,621	76,386
<$50,000	1.4%	1.4%	1.3%
$50,000 - $99,999	0.0%	0.6%	0.7%
$100,000 - $149,999	1.3%	1.5%	1.4%
$150,000 - $199,999	4.7%	5.0%	4.1%
$200,000 - $249,999	10.0%	8.2%	7.0%
$250,000 - $299,999	20.5%	16.5%	12.9%
$300,000 - $399,999	35.4%	34.8%	33.2%
$400,000 - $499,999	14.2%	17.6%	19.1%
$500,000 - $749,999	6.0%	9.7%	14.3%
$750,000 - $999,999	5.5%	3.4%	4.2%
$1,000,000 - $1,499,999	0.7%	0.5%	1.1%
$1,500,000 - $1,999,999	0.2%	0.3%	0.2%
$2,000,000 +	0.0%	0.5%	0.5%
Average Home Value	$375,474	$388,897	$417,902

Housing Unit Summary			
2010 Total Housing Units	5,802	46,654	99,990
Owner Occupied Housing Units	84.2%	75.4%	70.9%
Renter Occupied Housing Units	15.8%	24.6%	29.1%
Vacant Housing Units	2.2%	4.8%	5.6%
2020 Housing Units	5,868	49,574	116,380
Owner Occupied Housing Units	79.0%	69.4%	64.9%
Renter Occupied Housing Units	21.0%	30.6%	35.1%
Vacant Housing Units	1.9%	3.0%	4.2%
2026 Housing Units	6,021	52,364	127,174
Owner Occupied Housing Units	79.4%	67.8%	62.5%
Renter Occupied Housing Units	20.6%	32.1%	37.5%
Vacant Housing Units	1.2%	2.6%	3.9%
2031 Total Housing Units	6,184	54,821	133,734
Owner Occupied Housing Units	80.0%	67.2%	61.9%
Renter Occupied Housing Units	20.0%	32.8%	38.1%
Vacant Housing Units	1.8%	3.2%	4.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	8,547	70,438	163,488
Females	8,838	71,899	167,353

Median Age			
2010	34.1	33.3	33.8
2020	36.7	36.0	36.1
2026	38.1	37.1	37.1
2031	39.1	38.1	38.1

2026 Population by Age			
Total	17,385	142,338	330,843
0 - 4	5.4%	5.9%	5.9%
5 - 9	5.8%	6.2%	6.2%
10 - 14	6.5%	6.8%	6.7%
15 - 24	13.9%	13.4%	13.5%
25 - 34	14.1%	14.6%	14.7%
35 - 44	13.6%	14.2%	14.1%
45 - 54	12.3%	12.7%	12.8%
55 - 64	13.3%	12.0%	11.6%
65 - 74	9.8%	8.8%	8.5%
75 - 84	4.1%	4.2%	4.5%
85 +	0.9%	0.9%	1.3%
18 +	78.0%	77.0%	77.1%

2026 Population 15+ by Marital Status			
Total	14,309	115,387	268,374
Never Married	29.9%	30.8%	30.6%
Married	55.8%	55.5%	54.7%
Widowed	4.0%	3.8%	4.6%
Divorced	10.3%	10.0%	10.1%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	11,887	96,294	223,814
Less than 9th Grade	2.0%	2.4%	2.3%
9th - 12th Grade, No Diploma	3.4%	3.6%	3.7%
High School Graduate	22.0%	20.2%	19.9%
GED/Alternative Credential	2.6%	3.7%	3.6%
Some College, No Degree	20.8%	20.6%	19.9%
Associate Degree	11.4%	10.1%	9.7%
Bachelor's Degree	26.7%	27.9%	27.9%
Graduate/Professional Degree	11.2%	11.6%	12.9%

2020 Population by Race/Ethnicity			
Total	17,469	139,581	312,761
White Alone	64.5%	61.2%	61.4%
Black Alone	7.5%	8.5%	8.8%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	7.5%	8.4%	8.0%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	5.9%	7.4%	7.5%
Two or More Races	5.9%	7.4%	7.5%
Hispanic Origin	20.2%	21.9%	22.0%
Diversity Index	69.5	72.9	72.8

2026 Population by Race/Ethnicity			
Total	17,385	142,336	330,839
White Alone	60.1%	56.4%	56.6%
Black Alone	8.3%	9.8%	10.1%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	8.8%	9.7%	9.1%
Pacific Islander Alone	0.4%	0.3%	0.2%
Some Other Race Alone	6.8%	8.3%	8.4%
Two or More Races	14.9%	14.7%	14.7%
Hispanic Origin	22.7%	24.3%	24.5%
Diversity Index	73.8	76.9	76.8

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	9,803	82,332	186,143
White Collar	71.9%	69.5%	68.2%
Management/Business/Financial	23.1%	22.0%	21.7%
Professional	23.0%	24.6%	24.4%
Sales	10.0%	9.4%	9.6%
Administrative Support	15.8%	13.5%	12.5%
Services	10.1%	11.9%	13.6%

2026 Employed Pop 16+ by Occupation			
Total	9,803	82,332	186,143
Blue Collar	18.0%	18.6%	18.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.2%	2.8%	2.8%
Installation/Maintenance/Repair	4.9%	3.6%	3.2%
Production	2.5%	3.4%	3.5%
Transportation/Material Moving	7.4%	8.8%	8.6%
White Collar	71.9%	69.5%	68.2%
Management/Business/Financial	23.1%	22.0%	21.7%
Professional	23.0%	24.6%	24.4%
Sales	10.0%	9.4%	9.6%
Administrative Support	15.8%	13.5%	12.5%
Services	10.1%	11.9%	13.6%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,803	82,332	186,143
Population 16+ Employed	95.8%	97.4%	97.3%
Population 16+ Unemployment rate	4.2%	2.6%	2.6%
Population 16-24 Employed	13.5%	13.5%	13.6%
Population 16-24 Unemployment rate	6.9%	5.0%	5.0%
Population 25-54 Employed	60.0%	61.9%	62.6%
Population 25-54 Unemployment rate	3.7%	2.2%	2.2%
Population 55-64 Employed	17%	16%	16%
Population 55-64 Unemployment rate	4.6%	2.6%	2.5%
Population 65+ Employed	5%	6%	6%
Population 65+ Unemployment rate	0.6%	1.3%	2.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	9,395	80,181	181,211
Agriculture/Mining	0.5%	0.3%	0.4%
Construction	7.2%	6.4%	6.1%
Manufacturing	9.3%	9.9%	9.3%
Wholesale Trade	1.4%	1.7%	1.9%
Retail Trade	13.2%	12.3%	11.7%
Transportation/Utilities	10.7%	11.3%	11.7%
Information	2%	1%	2%
Finance/Insurance/Real Estate	9.0%	9.3%	9.3%
Services	44.5%	44.4%	45.0%
Public Administration	2.4%	3.0%	2.9%

2026 Consumer Spending			
Apparel & Services: Total $	$16,845,377	$147,861,535	$362,568,815
Average Spent	$2,832.58	$2,897.88	$2,965.22
Spending Potential Index	111	114	116
Education: Total $	$13,024,520	$111,072,594	$275,270,065
Average Spent	$2,190.10	$2,176.87	$2,251.26
Spending Potential Index	109	109	112
Entertainment/Recreation: Total $	$28,877,037	$243,900,030	$595,523,420
Average Spent	$4,855.73	$4,780.10	$4,870.40
Spending Potential Index	113	111	113
Food at Home: Total $	$50,938,208	$442,194,577	$1,085,016,899
Average Spent	$8,565.36	$8,666.40	$8,873.65
Spending Potential Index	109	110	113
Food Away from Home: Total $	$29,812,535	$261,470,899	$639,773,924
Average Spent	$5,013.04	$5,124.47	$5,232.30
Spending Potential Index	112	115	117
Health Care: Total $	$54,504,271	$456,095,933	$1,101,523,114
Average Spent	$9,165.00	$8,938.85	$9,008.65
Spending Potential Index	114	111	112
HH Furnishings & Equipment: Total $	$19,133,110	$163,814,173	$399,537,743
Average Spent	$3,217.27	$3,210.53	$3,267.56
Spending Potential Index	113	113	115
Personal Care Products & Services: Total $	$7,623,839	$66,620,369	$163,572,673
Average Spent	$1,281.96	$1,305.67	$1,337.76
Spending Potential Index	112	114	117

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$173,945,219	$1,549,958,468	$3,843,732,575
Average Spent	$29,249.24	$30,377.05	$31,435.40
Spending Potential Index	106	110	114
Support Payments/Gifts in Kind: Total $	$21,289,607	$179,235,427	$434,514,379
Average Spent	$3,579.89	$3,512.77	$3,553.61
Spending Potential Index	118	115	117
Travel: Total $	$24,024,014	$203,841,709	$500,391,682
Average Spent	$4,039.69	$3,995.02	$4,092.38
Spending Potential Index	110	109	112
Vehicle Maintenance & Repairs: Total $	$8,151,547	$70,521,634	$172,798,247
Average Spent	$1,370.70	$1,382.13	$1,413.21
Spending Potential Index	111	112	114

Top Tapestry Segment

1 mile	3 miles	5 miles
Classic Comfort (K4):	**Up and Coming Families (G2)**:	**Boomburbs (H2)**:
This segment is characterized by aging Midwestern and Southern suburbanites with multiple vehicles.	This segment is characterized by Southern suburbanites with diverse family structures, education, and employment.	This segment is characterized by high-earning suburban families in the South and West.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.