

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 33.0716 Longitude: -97.0562

Highland Village Town Center Highland Village, TX		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	35,949	111,303	424,765
	Population Est 23Q1	35,918	111,191	423,017
	Population Est 22Q4	35,878	111,063	421,678
	Population Est 22Q3	35,468	110,341	419,841
	Population Est 22Q2	35,316	110,195	419,164
	Population Est 22Q1	34,988	109,635	417,716
	Population Est 21Q4	34,605	108,330	415,514
	Population Est 21Q3	34,495	107,900	414,595
	Population Est 21Q2	33,991	107,231	413,264
	Population Fcst	36,514	112,783	432,413
	2010 Census Population	31,382	95,935	335,573
	2000 Census Population	27,147	80,811	247,624
	1990 Census Population	15,170	48,378	129,899
	Current Year Daytime Population	33,028	116,856	423,667
	Average Seasonal Population	128	357	1,496
	Historical Annual Growth, 1990 – 2000	5.99%	5.26%	6.66%
	Historical Annual Growth, 2000 – 2010	1.46%	1.73%	3.09%
	Estimated Annual Growth, 2010 – CY	0.96%	1.05%	1.67%
	Projected Annual Growth, CY to Y5	0.31%	0.26%	0.36%
	Group Qtrs Est	51	460	2,027
Transient Est Average Last 4 Qtrs	0	1,431	12,141	
<b>Households</b>	Current Year Estimated Households	12,542	38,923	154,709
	Households Est 23Q1	12,530	38,878	154,044
	Households Est 22Q4	12,516	38,839	153,592
	Households Est 22Q3	12,377	38,591	152,957
	Households Est 22Q2	12,326	38,546	152,739
	Households Est 22Q1	12,216	38,382	152,213
	Households Est 21Q4	12,076	37,913	151,399
	Households Est 21Q3	12,039	37,772	151,114
	Households Est 21Q2	11,857	37,535	150,630
	Households Fcst	12,747	39,406	157,118
	2010 Census Households	10,815	33,643	120,463
	2000 Census Households	8,837	27,151	87,284
	1990 Census Households	4,763	16,244	47,082
	Historical Annual Growth, 1990 – 2000	6.37%	5.27%	6.37%
	Historical Annual Growth, 2000 – 2010	2.04%	2.17%	3.27%
	Estimated Annual Growth, 2010 – CY	1.05%	1.03%	1.77%
	Projected Annual Growth, CY to Y5	0.32%	0.25%	0.31%
Population per Household	2.86	2.85	2.73	

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Highland Village Town Center Highland Village, TX		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	5.1%	4.3%	4.1%
	HH Income \$250,000 to \$499,999	6.1%	5.2%	5.0%
	HH Income \$200,000 to \$249,999	14.3%	12.1%	11.6%
	HH Income \$175,000 to \$199,999	9.1%	7.9%	6.9%
	HH Income \$150,000 to \$174,999	11.8%	10.0%	8.6%
	HH Income \$100,000 to 149,999	20.5%	19.4%	19.2%
	HH Income \$75,000 to 99,999	10.8%	11.2%	12.4%
	HH Income \$50,000 to 74,999	11.8%	13.2%	14.0%
	HH Income \$35,000 to 49,999	4.8%	6.6%	7.0%
	HH Income \$25,000 to 34,999	2.2%	4.2%	4.4%
	HH Income \$15,000 to 24,999	2.1%	3.3%	3.3%
	HH Income \$0 to 14,999	1.4%	2.7%	3.4%
	Average Household Income	\$163,948	\$151,088	\$145,453
	Median Household Income	\$140,458	\$121,048	\$112,730
	Per Capita Income	\$57,277	\$52,990	\$53,164
	Average Disposable Income	\$126,406	\$114,852	\$110,934
	Median Disposable Income	\$118,852	\$103,608	\$96,402
	Discretionary HH Income Over \$150,000	17.7%	15.1%	13.7%
	Discretionary HH Income \$125,000 to \$149,999	9.3%	8.8%	9.1%
	Discretionary HH Income \$100,000 to \$124,999	18.2%	14.2%	12.3%
	Discretionary HH Income \$75,000 to \$99,999	15.7%	13.8%	13.5%
	Discretionary HH Income \$50,000 to \$74,999	17.5%	17.8%	18.5%
	Discretionary HH Income \$25,000 to \$49,999	15.5%	18.6%	20.2%
	Discretionary HH Income Under \$25,000	6.1%	11.7%	12.7%
	Average Discretionary HH Income	\$92,896	\$83,898	\$80,829
	Median Discretionary HH Income	\$92,025	\$79,363	\$73,299
	Householder White – Count	9,087	26,084	87,862
	Median HH Income	\$143,179	\$133,389	\$128,199
	Average HH Income	\$131,896	\$125,627	\$123,991
	Householder Black or African-American – Count	550	1,915	15,382
	Median HH Income	\$109,726	\$71,447	\$72,988
	Average HH Income	\$117,095	\$86,513	\$85,976
	Householder Hispanic – Count	906	5,458	22,761
	Median HH Income	\$140,754	\$96,233	\$88,079
Average HH Income	\$131,392	\$103,995	\$98,293	
Householder Asian or Pacific Islander – Count	1,063	2,684	17,031	
Median HH Income	\$134,307	\$121,650	\$139,090	
Average HH Income	\$130,416	\$122,291	\$128,351	
Householder Other or Pacific Islander – Count	937	2,781	11,673	
Median HH Income	\$141,520	\$116,803	\$98,749	
Average HH Income	\$131,479	\$115,199	\$106,293	

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<b>Gender</b>	Male Population	17,676	54,591	208,189
	Female Population	18,273	56,712	216,577
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	1,868	6,111	25,506
	Count of Pop 0 to 7 years	2,662	8,677	34,824
	Count of Pop 5 - 13	3,797	12,169	46,087
	Count of Pop 14 - 18	2,096	6,565	24,447
	Count of Pop 19 - 22	2,112	6,647	25,506
	Count of Pop 22 - 25	1,541	4,897	19,409
	Count of Pop 25 - 29	1,823	6,178	26,348
	Count of Pop 30 - 34	1,693	5,696	26,535
	Count of Pop 35 - 39	2,049	6,502	27,686
	Count of Pop 40 - 44	2,255	7,082	28,678
	Count of Pop 45 - 59	7,944	23,844	90,040
	Count of Pop 60 - 74	6,575	18,765	63,181
	Count of Pop 75 - 84	1,759	5,331	16,784
	Count of Pop 85+	436	1,516	4,559
	% of Pop 0 to 4 years	5.2%	5.5%	6.0%
	% of Pop 0 to 7 years	7.4%	7.8%	8.2%
	% of Pop 5 - 13	10.6%	10.9%	10.8%
	% of Pop 14 - 18	5.8%	5.9%	5.8%
	% of Pop 19 - 22	5.9%	6.0%	6.0%
	% of Pop 22 - 25	4.3%	4.4%	4.6%
% of Pop 25 - 29	5.1%	5.6%	6.2%	
% of Pop 30 - 34	4.7%	5.1%	6.2%	
% of Pop 35 - 39	5.7%	5.8%	6.5%	
% of Pop 40 - 44	6.3%	6.4%	6.8%	
% of Pop 45 - 59	22.1%	21.4%	21.2%	
% of Pop 60 - 74	18.3%	16.9%	14.9%	
% of Pop 75 - 84	4.9%	4.8%	4.0%	
% of Pop 85+	1.2%	1.4%	1.1%	
Median Age	42.2	40.6	38.3	
Average Age	40.7	39.9	38.5	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.5%	5.7%	6.3%
	% of Pop 5 - 13	11.3%	11.4%	11.3%
	% of Pop 14 - 18	6.1%	6.2%	6.0%
	% of Pop 19 - 22	6.1%	6.3%	6.2%
	% of Pop 22 - 25	4.5%	4.6%	4.7%
	% of Pop 25 - 29	5.4%	5.9%	6.4%
	% of Pop 30 - 34	4.9%	5.3%	6.4%
	% of Pop 35 - 39	5.5%	5.8%	6.4%
	% of Pop 40 - 44	5.9%	6.1%	6.6%
	% of Pop 45 - 59	21.5%	21.0%	20.9%
	% of Pop 75 - 84	4.4%	4.3%	3.5%
	% of Pop 60 - 74	17.9%	16.4%	14.5%
	% of Pop 85+	0.9%	0.9%	0.8%
	Median Age	40.6	39.0	37.1
Average Age	39.7	38.9	37.7	

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	% of Pop 0 to 4 years	4.9%	5.3%	5.7%
	% of Pop 5 - 13	9.8%	10.4%	10.4%
	% of Pop 14 - 18	5.5%	5.7%	5.5%
	% of Pop 19 - 22	5.6%	5.7%	5.8%
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	% of Pop 25 - 29	4.8%	5.3%	6.0%
	% of Pop 30 - 34	4.5%	4.9%	6.1%
	% of Pop 35 - 39	5.9%	5.9%	6.6%
	% of Pop 40 - 44	6.6%	6.6%	6.9%
	% of Pop 45 - 59	22.6%	21.8%	21.5%
	% of Pop 60 - 74	18.7%	17.3%	15.2%
	% of Pop 75 - 84	5.3%	5.3%	4.3%
	% of Pop 85+	1.5%	1.8%	1.4%
	Median Age	43.6	42.0	39.5
Average Age	41.7	40.9	39.3	
Race	Count of White	26,096	76,684	256,348
	Count of Black or African-American	1,843	6,177	38,038
	Count of Asian or Pacific Islander	3,045	9,000	56,771
	Count of Other races	4,964	19,442	73,608
	White	72.6%	68.9%	60.4%
	Black or African American	5.1%	5.6%	9.0%
	Asian	8.5%	8.1%	13.4%
	Other Races	13.8%	17.5%	17.3%
Language Spoken	Speak English at Home	84.3%	78.6%	73.8%
	Speak Spanish at Home	6.1%	12.9%	12.9%
	Speak French or French Creole at Home	0.1%	0.1%	0.3%
	Speak German at Home	0.5%	0.4%	0.4%
	Speak Other Indo-European Languages at Home	3.1%	2.2%	3.6%
	Speak Russian and Other Slavic Languages at Home	0.2%	0.2%	0.3%
	Speak Chinese at Home	0.4%	1.3%	1.2%
	Speak Korean at Home	0.9%	0.9%	2.0%
	Speak Vietnamese at Home	1.1%	0.6%	0.8%
	Speak Other Asian Languages at Home	2.7%	2.3%	3.5%
	Speak Tagalog and Other Pacific Languages at Home	0.1%	0.1%	0.3%
	Speak Other Language at Home	0.5%	0.4%	0.8%
Hispanic	Hispanic Population	4,575	22,456	83,823
	Hispanic Population Percent	12.7%	20.2%	19.7%
	Mexican	67.3%	76.4%	74.4%
	Puerto Rican	8.9%	4.3%	5.4%
	Cuban	1.0%	1.6%	1.8%
	Dominican	0.5%	0.5%	0.5%
	Central American	5.6%	5.1%	6.6%
	South American	6.2%	5.1%	5.2%
	Other Hispanic	10.5%	6.9%	6.1%
	2000 Hispanic Population Percent	5%	11%	11%
	1990 Hispanic Population Percent	3%	6%	7%

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<b>Ancestry</b>	American (percent of total population)	6.0%	5.0%	3.9%
	American	5.5%	4.6%	3.5%
	Native American (ie. Indian/Eskimo)	0.4%	0.4%	0.3%
	Hawaiian/Pacific Islander	0.1%	0.0%	0.1%
	Asian (percent of total population)	8.4%	8.0%	13.3%
	Chinese	0.5%	1.1%	1.4%
	Japanese	0.3%	0.2%	0.3%
	Korean	1.3%	1.0%	1.9%
	South Central Asian (ie. Indian)	4.2%	3.1%	6.1%
	South East Asian (ie. Vietnamese)	1.8%	1.7%	2.3%
	Other Asian	0.4%	1.0%	1.2%
	European (percent of total population)	36.0%	31.5%	25.8%
	British	8.8%	7.4%	5.8%
	Dutch	0.7%	0.5%	0.4%
	French	1.3%	1.1%	1.0%
	German	8.0%	7.4%	6.2%
	Italian	2.2%	2.1%	1.6%
	Polish	1.3%	1.0%	0.8%
	Scandinavian	2.1%	1.6%	1.4%
	Scotch/Irish	8.1%	7.2%	5.7%
Other European (ie. Greek/Russian)	3.6%	3.1%	2.8%	
Middle Eastern	0.9%	0.7%	0.5%	
Other Ancestry	18.4%	18.6%	22.0%	
Unclassified Ancestry	17.6%	16.0%	14.8%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	24,534	74,915	283,810
	Elementary (0 to 8)	0.9%	3.8%	3.3%
	Some High School (9 to 11)	1.8%	3.7%	3.3%
	High School Graduate (12)	15.1%	17.4%	16.1%
	Some College (13 to 16)	22.5%	20.1%	19.7%
	Associates Degree Only	8.5%	7.4%	7.0%
	Bachelors Degree Only	36.1%	33.5%	33.4%
	Graduate Degree	15.1%	14.1%	17.1%
	% College (4+)	51.2%	47.5%	50.5%
<b>Household Type</b>	Total Households – count	12,542	38,923	154,709
	One Person HHs – count	1,919	7,009	33,398
	Family HHs – count	10,295	30,370	112,649
	Married Couple – count	9,043	25,336	91,541
	w/own children – count	4,021	11,495	41,497
	w/out own children – count	5,022	13,841	50,043
	Male Householder – count	281	1,487	6,485
	Female Householder – count	971	3,547	14,624
	Non-Family Households – count	327	1,544	8,662
	1 Person Household	15.3%	18.0%	21.6%
	2 Person Household	34.3%	32.2%	31.2%
	3 Person Household	19.5%	18.9%	17.9%
	4 Person Household	18.8%	18.1%	17.3%
	5 Person Household	8.0%	8.1%	7.6%
6 Person Household	2.8%	3.1%	2.9%	
7+ Person Household	1.3%	1.5%	1.5%	
% Households With Children	36.6%	36.5%	34.3%	

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<b>Housing</b>	Total Housing Units	12,824	40,321	161,933
	Owner Occupied Percent	81.0%	71.5%	61.7%
	Renter Occupied Percent	16.8%	25.1%	33.8%
	Vacant Housing Percent	2.2%	3.5%	4.5%
	Total Housing Units (Census 2000)	9,035	28,285	91,622
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	5.4%	8.1%	8.1%
	Property Value \$750,000 to \$999,999	10.9%	12.2%	12.9%
	Property Value \$500,000 to \$749,999	39.2%	31.2%	30.2%
	Property Value \$400,000 to \$499,999	22.8%	19.3%	18.2%
	Property Value \$300,000, to \$399,999	12.2%	14.8%	14.6%
	Property Value \$200,000 to \$299,999	5.4%	7.7%	7.2%
	Property Value \$150,000 to \$199,999	1.2%	1.8%	1.8%
	Property Value \$100,000 to \$149,999	0.4%	0.9%	1.2%
	Property Value \$60,000 to \$99,999	0.4%	0.5%	0.8%
	Property Value \$40,000 to \$59,999	0.4%	0.4%	0.6%
	Property Value \$0 to \$39,999	0.7%	1.6%	2.5%
	Median Home Value	\$540,833	\$523,927	\$525,552
<b>Wealth per Household</b>	\$0 and under - percent	14.9%	15.9%	16.7%
	\$1 to \$4999 - percent	6.4%	7.2%	7.7%
	\$5k to \$9999 - percent	3.7%	4.0%	4.3%
	\$10k to \$24999 - percent	5.7%	6.0%	6.2%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	10.3%	10.2%	10.0%
	\$100k to \$249999 - percent	19.2%	18.7%	18.2%
	\$250k to \$499999 - percent	15.0%	14.3%	13.8%
	\$500k+ - percent	18.1%	16.9%	16.4%
	Median HH Wealth	\$117,721	\$99,530	\$91,819
	Avg HH Wealth	\$282,406	\$267,316	\$259,129
<b>Economic Viability</b>	Economic Viability Local	292	290	290
	Economic Viability Indexed	108	107	107
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	20,384	60,862	238,702
	Managerial/Executive	27.5%	24.8%	24.9%
	Professional Specialty	26.3%	23.9%	26.4%
	Healthcare Support	1.3%	1.6%	1.8%
	Sales	11.8%	11.3%	11.4%
	Office & Administrative Support	10.6%	11.1%	11.2%
	Protective Service	2.0%	1.7%	1.6%
	Food Preparation	3.1%	4.3%	4.1%
	Building Maintenance & Cleaning	0.8%	1.9%	2.0%
	Personal Care	2.5%	2.6%	2.2%
	Farming, Fishing, & Forestry	0.0%	0.2%	0.1%
	Construction	5.6%	7.1%	5.6%
	Production & Transportation	8.3%	9.6%	8.9%
	Percent White Collar Workers	77.5%	72.7%	75.5%
	Percent Blue Collar Workers	22.5%	27.3%	24.5%

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	Agriculture/Mining/Construction	5.7%	6.9%	6.2%
	Manufacturing	7.7%	8.4%	8.6%
	Transportation	7.4%	6.8%	6.6%
	Information	1.8%	2.5%	2.4%
	Wholesale/Retail	13.2%	13.9%	13.8%
	Finance, Insurance, Real Estate	12.9%	11.1%	11.5%
	Professional Services	13.4%	10.8%	11.7%
	Management Services	0.1%	0.1%	0.3%
	Administrative/Waste Services	2.8%	3.8%	3.7%
	Educational Services	18.3%	18.9%	20.2%
	Entertainment Services	8.7%	8.8%	8.0%
	Other Professional Services	5.2%	5.0%	4.6%
	Public Administration	2.9%	2.9%	2.6%
<b>Vehicles per HH</b>	No Vehicles	1.5%	2.5%	2.8%
	1 Vehicle	16.8%	21.3%	27.6%
	2 Vehicles	49.6%	46.2%	45.1%
	3 or more vehicles	32.2%	29.9%	24.5%
	Average Number of Vehicles	2.26	2.17	2.02
<b>Change</b>	Births (last 12 months)	401	1,301	5,350
	Deaths (last 12 months)	262	784	2,612
	Migration (last 12 months)	498	609	2,943
<b>Work place</b>	Workplace Establishments	1,020	3,817	11,922
	Workplace Employees (FTE)	10,440	49,003	170,787