

# 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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Population</b>	Current Year Estimated Population	11,872	79,798	193,741
	Population Est 23Q1	11,866	79,746	193,499
	Population Est 22Q4	11,855	79,675	193,215
	Population Est 22Q3	11,654	79,018	192,174
	Population Est 22Q2	11,583	78,857	191,825
	Population Est 22Q1	11,432	78,589	191,299
	Population Est 21Q4	11,347	77,505	189,566
	Population Est 21Q3	11,327	77,201	188,935
	Population Est 21Q2	11,255	76,557	187,995
	Population Fcst	11,993	80,474	195,380
	2010 Census Population	10,495	68,801	165,502
	2000 Census Population	8,108	58,899	130,449
	1990 Census Population	3,782	33,942	68,499
	Current Year Daytime Population	13,413	82,376	191,445
	Average Seasonal Population	58	286	592
	Historical Annual Growth, 1990 – 2000	7.92%	5.67%	6.65%
	Historical Annual Growth, 2000 – 2010	2.61%	1.57%	2.41%
	Estimated Annual Growth, 2010 – CY	0.87%	1.05%	1.11%
	Projected Annual Growth, CY to Y5	0.20%	0.17%	0.17%
	Group Qtrs Est	32	393	533
Transient Est Average Last 4 Qtrs	0	631	2,276	
<b>Households</b>	Current Year Estimated Households	3,907	28,587	66,533
	Households Est 23Q1	3,904	28,564	66,435
	Households Est 22Q4	3,902	28,543	66,345
	Households Est 22Q3	3,834	28,317	65,993
	Households Est 22Q2	3,811	28,269	65,881
	Households Est 22Q1	3,761	28,195	65,708
	Households Est 21Q4	3,731	27,803	65,091
	Households Est 21Q3	3,724	27,708	64,885
	Households Est 21Q2	3,700	27,478	64,561
	Households Fcst	3,949	28,815	67,022
	2010 Census Households	3,428	24,539	56,709
	2000 Census Households	2,553	19,689	43,836
	1990 Census Households	1,148	11,162	23,268
	Historical Annual Growth, 1990 – 2000	8.32%	5.84%	6.54%
	Historical Annual Growth, 2000 – 2010	2.99%	2.23%	2.61%
	Estimated Annual Growth, 2010 – CY	0.92%	1.08%	1.13%
	Projected Annual Growth, CY to Y5	0.21%	0.16%	0.15%
Population per Household	3.03	2.78	2.90	

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Highland Village Town Center Highland Village, TX		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	6.0%	4.4%	4.7%
	HH Income \$250,000 to \$499,999	7.2%	5.3%	5.7%
	HH Income \$200,000 to \$249,999	16.8%	12.3%	13.3%
	HH Income \$175,000 to \$199,999	9.5%	8.6%	7.3%
	HH Income \$150,000 to \$174,999	14.4%	10.3%	9.7%
	HH Income \$100,000 to 149,999	18.5%	19.3%	19.5%
	HH Income \$75,000 to 99,999	9.4%	11.0%	11.5%
	HH Income \$50,000 to 74,999	10.4%	13.1%	12.6%
	HH Income \$35,000 to 49,999	4.0%	6.3%	6.1%
	HH Income \$25,000 to 34,999	1.4%	3.9%	4.0%
	HH Income \$15,000 to 24,999	1.6%	3.1%	2.9%
	HH Income \$0 to 14,999	0.6%	2.4%	2.6%
	Average Household Income	\$174,830	\$154,156	\$155,074
	Median Household Income	\$156,895	\$124,432	\$123,857
	Per Capita Income	\$57,680	\$55,414	\$53,367
	Average Disposable Income	\$136,382	\$116,765	\$118,010
	Median Disposable Income	\$131,426	\$106,647	\$106,267
	Discretionary HH Income Over \$150,000	20.9%	15.2%	16.3%
	Discretionary HH Income \$125,000 to \$149,999	11.1%	9.4%	9.4%
	Discretionary HH Income \$100,000 to \$124,999	21.0%	14.9%	13.9%
	Discretionary HH Income \$75,000 to \$99,999	15.3%	14.1%	13.7%
	Discretionary HH Income \$50,000 to \$74,999	14.1%	17.4%	18.2%
	Discretionary HH Income \$25,000 to \$49,999	13.7%	18.6%	17.6%
	Discretionary HH Income Under \$25,000	3.9%	10.3%	10.9%
	Average Discretionary HH Income	\$100,254	\$85,534	\$86,113
	Median Discretionary HH Income	\$103,653	\$81,687	\$81,525
	Householder White – Count	2,817	19,906	43,881
	Median HH Income	\$156,814	\$131,938	\$139,053
	Average HH Income	\$138,085	\$125,125	\$129,287
	Householder Black or African-American – Count	148	1,547	3,570
	Median HH Income	\$164,598	\$70,319	\$76,572
	Average HH Income	\$141,677	\$85,175	\$91,042
	Householder Hispanic – Count	237	2,920	9,355
Median HH Income	\$150,877	\$119,590	\$92,551	
Average HH Income	\$139,771	\$118,186	\$102,386	
Householder Asian or Pacific Islander – Count	414	2,169	4,995	
Median HH Income	\$174,941	\$119,503	\$138,841	
Average HH Income	\$153,955	\$121,129	\$128,008	
Householder Other or Pacific Islander – Count	291	2,045	4,732	
Median HH Income	\$157,187	\$125,755	\$110,656	
Average HH Income	\$144,623	\$120,869	\$112,833	

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<b>Gender</b>	Male Population	5,816	38,995	95,291
	Female Population	6,056	40,802	98,450
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	599	4,301	10,664
	Count of Pop 0 to 7 years	837	6,014	15,242
	Count of Pop 5 - 13	1,277	8,318	21,834
	Count of Pop 14 - 18	753	4,552	11,921
	Count of Pop 19 - 22	767	4,661	12,001
	Count of Pop 22 - 25	560	3,454	8,794
	Count of Pop 25 - 29	580	4,376	10,727
	Count of Pop 30 - 34	478	4,010	9,532
	Count of Pop 35 - 39	607	4,555	11,153
	Count of Pop 40 - 44	728	4,970	12,575
	Count of Pop 45 - 59	2,758	17,263	43,009
	Count of Pop 60 - 74	2,064	14,063	30,997
	Count of Pop 75 - 84	535	4,099	8,358
	Count of Pop 85+	165	1,175	2,178
	% of Pop 0 to 4 years	5.0%	5.4%	5.5%
	% of Pop 0 to 7 years	7.1%	7.5%	7.9%
	% of Pop 5 - 13	10.8%	10.4%	11.3%
	% of Pop 14 - 18	6.3%	5.7%	6.2%
	% of Pop 19 - 22	6.5%	5.8%	6.2%
	% of Pop 22 - 25	4.7%	4.3%	4.5%
	% of Pop 25 - 29	4.9%	5.5%	5.5%
	% of Pop 30 - 34	4.0%	5.0%	4.9%
	% of Pop 35 - 39	5.1%	5.7%	5.8%
	% of Pop 40 - 44	6.1%	6.2%	6.5%
	% of Pop 45 - 59	23.2%	21.6%	22.2%
	% of Pop 60 - 74	17.4%	17.6%	16.0%
	% of Pop 75 - 84	4.5%	5.1%	4.3%
	% of Pop 85+	1.4%	1.5%	1.1%
Median Age	42.2	41.7	40.1	
Average Age	40.3	40.7	39.3	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.4%	5.7%	5.7%
	% of Pop 5 - 13	11.6%	11.0%	11.7%
	% of Pop 14 - 18	6.5%	6.0%	6.4%
	% of Pop 19 - 22	6.6%	6.2%	6.4%
	% of Pop 22 - 25	4.9%	4.6%	4.7%
	% of Pop 25 - 29	5.1%	5.8%	5.8%
	% of Pop 30 - 34	4.2%	5.2%	5.0%
	% of Pop 35 - 39	4.8%	5.6%	5.6%
	% of Pop 40 - 44	5.7%	6.0%	6.3%
	% of Pop 45 - 59	22.5%	21.2%	21.9%
	% of Pop 75 - 84	4.1%	4.6%	3.9%
	% of Pop 60 - 74	17.6%	17.2%	15.7%
	% of Pop 85+	1.0%	1.0%	0.8%
	Median Age	40.8	40.0	38.7
Average Age	39.4	39.5	38.4	

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	% of Pop 0 to 4 years	4.7%	5.1%	5.3%
	% of Pop 5 - 13	9.9%	9.8%	10.9%
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	% of Pop 30 - 34	3.9%	4.9%	4.8%
	% of Pop 35 - 39	5.4%	5.8%	5.9%
	% of Pop 40 - 44	6.6%	6.5%	6.7%
	% of Pop 45 - 59	24.0%	22.0%	22.5%
	% of Pop 60 - 74	17.2%	18.0%	16.3%
	% of Pop 75 - 84	4.9%	5.6%	4.7%
	% of Pop 85+	1.7%	1.9%	1.4%
	Median Age	43.3	43.2	41.2
Average Age	41.2	41.7	40.1	
Race	Count of White	8,549	56,426	131,170
	Count of Black or African-American	588	4,618	11,258
	Count of Asian or Pacific Islander	1,238	6,819	17,945
	Count of Other races	1,496	11,933	33,368
	White	72.0%	70.7%	67.7%
	Black or African American	5.0%	5.8%	5.8%
	Asian	10.4%	8.5%	9.3%
	Other Races	12.6%	15.0%	17.2%
Language Spoken	Speak English at Home	82.6%	81.9%	78.1%
	Speak Spanish at Home	5.4%	8.9%	12.4%
	Speak French or French Creole at Home	0.1%	0.2%	0.1%
	Speak German at Home	0.9%	0.4%	0.5%
	Speak Other Indo-European Languages at Home	3.1%	2.5%	2.4%
	Speak Russian and Other Slavic Languages at Home	0.2%	0.2%	0.3%
	Speak Chinese at Home	0.6%	1.4%	1.1%
	Speak Korean at Home	1.1%	1.0%	1.0%
	Speak Vietnamese at Home	1.3%	0.8%	0.6%
	Speak Other Asian Languages at Home	4.0%	2.2%	2.9%
	Speak Tagalog and Other Pacific Languages at Home	0.2%	0.1%	0.1%
	Speak Other Language at Home	0.6%	0.4%	0.5%
Hispanic	Hispanic Population	1,312	12,375	38,300
	Hispanic Population Percent	11.1%	15.5%	19.8%
	Mexican	68.1%	72.2%	75.4%
	Puerto Rican	9.1%	5.7%	5.1%
	Cuban	0.7%	1.7%	2.4%
	Dominican	1.3%	0.6%	0.4%
	Central American	10.1%	3.7%	5.8%
	South American	4.6%	6.9%	5.0%
	Other Hispanic	6.2%	9.2%	5.9%
	2000 Hispanic Population Percent	5%	7%	11%
	1990 Hispanic Population Percent	3%	5%	6%

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<b>Ancestry</b>	American (percent of total population)	6.2%	5.4%	4.7%
	American	5.8%	5.0%	4.3%
	Native American (ie. Indian/Eskimo)	0.4%	0.4%	0.3%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	10.4%	8.5%	9.2%
	Chinese	0.6%	1.2%	1.2%
	Japanese	0.3%	0.2%	0.2%
	Korean	1.9%	1.1%	1.1%
	South Central Asian (ie. Indian)	5.5%	3.4%	3.5%
	South East Asian (ie. Vietnamese)	1.8%	1.9%	1.8%
	Other Asian	0.4%	0.7%	1.3%
	European (percent of total population)	37.2%	33.9%	31.0%
	British	9.0%	8.1%	7.0%
	Dutch	0.8%	0.6%	0.5%
	French	1.6%	1.2%	1.1%
	German	8.4%	7.8%	7.3%
	Italian	2.2%	2.2%	1.9%
	Polish	1.3%	1.2%	1.1%
	Scandinavian	2.1%	1.8%	1.6%
	Scotch/Irish	8.5%	7.8%	6.9%
Other European (ie. Greek/Russian)	3.4%	3.3%	3.6%	
Middle Eastern	1.1%	0.7%	0.6%	
Other Ancestry	18.9%	18.9%	19.1%	
Unclassified Ancestry	15.2%	17.0%	15.7%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	7,916	54,512	128,527
	Elementary (0 to 8)	0.4%	1.8%	3.9%
	Some High School (9 to 11)	1.3%	2.4%	3.6%
	High School Graduate (12)	13.2%	16.6%	16.4%
	Some College (13 to 16)	22.1%	21.4%	19.3%
	Associates Degree Only	9.7%	7.8%	7.6%
	Bachelors Degree Only	36.6%	35.5%	33.9%
	Graduate Degree	16.7%	14.6%	15.5%
	% College (4+)	53.4%	50.0%	49.4%
<b>Household Type</b>	Total Households – count	3,907	28,587	66,533
	One Person HHs – count	461	5,332	11,161
	Family HHs – count	3,367	22,297	52,696
	Married Couple – count	3,019	18,913	43,974
	w/own children – count	1,468	8,268	20,853
	w/out own children – count	1,551	10,645	23,120
	Male Householder – count	89	849	2,927
	Female Householder – count	259	2,535	5,795
	Non-Family Households – count	79	958	2,677
	1 Person Household	11.8%	18.7%	16.8%
	2 Person Household	32.5%	33.3%	31.3%
	3 Person Household	20.7%	18.7%	19.2%
	4 Person Household	21.4%	17.8%	19.3%
	5 Person Household	9.3%	7.5%	8.5%
6 Person Household	3.0%	2.7%	3.3%	
7+ Person Household	1.3%	1.3%	1.6%	
% Households With Children	41.2%	35.0%	38.5%	

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<b>Housing</b>	Total Housing Units	3,998	29,593	68,685
	Owner Occupied Percent	84.6%	72.6%	72.6%
	Renter Occupied Percent	13.2%	24.0%	24.3%
	Vacant Housing Percent	2.3%	3.4%	3.1%
	Total Housing Units (Census 2000)	2,608	20,485	45,639
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	2.3%	8.1%	8.7%
	Property Value \$750,000 to \$999,999	13.9%	12.3%	12.8%
	Property Value \$500,000 to \$749,999	48.5%	33.1%	31.0%
	Property Value \$400,000 to \$499,999	21.3%	21.3%	18.1%
	Property Value \$300,000, to \$399,999	7.2%	14.7%	14.6%
	Property Value \$200,000 to \$299,999	2.6%	5.8%	8.0%
	Property Value \$150,000 to \$199,999	0.8%	1.4%	1.6%
	Property Value \$100,000 to \$149,999	0.2%	0.6%	0.8%
	Property Value \$60,000 to \$99,999	0.7%	0.4%	0.6%
	Property Value \$40,000 to \$59,999	0.3%	0.2%	0.5%
	Property Value \$0 to \$39,999	0.2%	1.0%	1.7%
	Median Home Value	\$586,057	\$534,659	\$533,366
<b>Wealth per Household</b>	\$0 and under - percent	14.5%	15.7%	15.8%
	\$1 to \$4999 - percent	6.0%	7.0%	7.1%
	\$5k to \$9999 - percent	3.6%	4.0%	4.0%
	\$10k to \$24999 - percent	5.6%	5.9%	6.0%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	10.3%	10.2%	10.2%
	\$100k to \$249999 - percent	19.4%	18.8%	18.7%
	\$250k to \$499999 - percent	15.3%	14.5%	14.4%
	\$500k+ - percent	18.7%	17.3%	17.1%
	Median HH Wealth	\$126,284	\$104,518	\$101,415
	Avg HH Wealth	\$290,239	\$271,671	\$269,469
<b>Economic Viability</b>	Economic Viability Local	289	294	290
	Economic Viability Indexed	107	109	107
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	6,781	44,001	106,147
	Managerial/Executive	28.5%	26.5%	25.5%
	Professional Specialty	27.2%	25.4%	24.9%
	Healthcare Support	1.1%	1.3%	1.6%
	Sales	14.0%	11.1%	11.3%
	Office & Administrative Support	9.6%	11.3%	10.9%
	Protective Service	2.0%	1.6%	1.6%
	Food Preparation	3.0%	3.6%	4.3%
	Building Maintenance & Cleaning	0.4%	1.4%	1.6%
	Personal Care	2.0%	3.0%	2.3%
	Farming, Fishing, & Forestry	0.0%	0.2%	0.1%
	Construction	5.6%	5.6%	6.7%
	Production & Transportation	6.5%	9.0%	9.2%
	Percent White Collar Workers	80.4%	75.6%	74.3%
	Percent Blue Collar Workers	19.6%	24.4%	25.7%

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	Agriculture/Mining/Construction	4.6%	5.8%	6.8%
	Manufacturing	6.9%	7.9%	8.9%
	Transportation	6.8%	6.8%	6.6%
	Information	1.5%	2.4%	2.4%
	Wholesale/Retail	12.3%	14.4%	13.6%
	Finance, Insurance, Real Estate	15.6%	11.6%	11.4%
	Professional Services	14.5%	12.0%	11.5%
	Management Services	0.2%	0.1%	0.2%
	Administrative/Waste Services	3.8%	3.6%	3.6%
	Educational Services	17.1%	18.7%	19.4%
	Entertainment Services	9.5%	8.5%	8.4%
	Other Professional Services	3.8%	5.4%	4.6%
	Public Administration	3.3%	2.8%	2.8%
<b>Vehicles per HH</b>	No Vehicles	2.0%	2.6%	2.1%
	1 Vehicle	11.8%	21.9%	20.4%
	2 Vehicles	50.9%	46.1%	48.4%
	3 or more vehicles	35.3%	29.3%	29.0%
	Average Number of Vehicles	2.33	2.15	2.16
<b>Change</b>	Births (last 12 months)	137	918	2,304
	Deaths (last 12 months)	84	593	1,272
	Migration (last 12 months)	238	630	927
<b>Work place</b>	Workplace Establishments	390	2,704	5,385
	Workplace Employees (FTE)	4,231	32,303	69,088