

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 33.072651 Longitude: -97.056475

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	36,561	113,755	437,861
	Population Est 25Q1	36,544	112,894	435,388
	Population Est 24Q4	36,653	112,970	434,462
	Population Est 24Q3	36,742	113,200	434,189
	Population Est 24Q2	35,860	111,615	432,268
	Population Est 24Q1	35,845	111,555	430,451
	Population Est 23Q4	35,809	111,415	429,169
	Population Est 23Q3	35,437	110,714	427,490
	Population Est 23Q2	35,287	110,445	426,251
	Population Fcst	37,069	115,376	445,003
	2010 Census Population	31,277	95,679	340,717
	2000 Census Population	26,979	79,822	251,540
	1990 Census Population	14,926	48,698	132,530
	Current Year Daytime Population	33,196	120,711	450,891
	Average Seasonal Population	122	339	1,355
	Historical Annual Growth, 1990 – 2000	6.10%	5.07%	6.62%
	Historical Annual Growth, 2000 – 2010	1.49%	1.83%	3.08%
	Estimated Annual Growth, 2010 – CY	1.08%	1.20%	1.75%
	Projected Annual Growth, CY to Y5	0.28%	0.28%	0.32%
	Group Qtrs Est	51	458	2,059
Transient Est Average Last 4 Qtrs	0	1,465	11,955	
<b>Households</b>	Current Year Estimated Households	12,678	39,963	159,391
	Households Est 25Q1	12,672	39,659	158,444
	Households Est 24Q4	12,713	39,692	158,128
	Households Est 24Q3	12,742	39,768	158,009
	Households Est 24Q2	12,428	39,188	157,333
	Households Est 24Q1	12,422	39,170	156,684
	Households Est 23Q4	12,409	39,120	156,233
	Households Est 23Q3	12,284	38,884	155,665
	Households Est 23Q2	12,232	38,797	155,234
	Households Fcst	12,866	40,475	161,667
	2010 Census Households	10,740	33,735	122,257
	2000 Census Households	8,759	26,886	88,679
	1990 Census Households	4,680	16,377	48,029
	Historical Annual Growth, 1990 – 2000	6.47%	5.08%	6.32%
	Historical Annual Growth, 2000 – 2010	2.06%	2.30%	3.26%
	Estimated Annual Growth, 2010 – CY	1.15%	1.18%	1.85%
	Projected Annual Growth, CY to Y5	0.29%	0.26%	0.28%
Population per Household	2.88	2.84	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	6.5%	5.4%	5.2%
	HH Income \$250,000 to \$499,999	7.8%	6.4%	6.2%
	HH Income \$200,000 to \$249,999	18.2%	15.0%	14.5%
	HH Income \$175,000 to \$199,999	9.8%	8.2%	7.0%
	HH Income \$150,000 to \$174,999	9.2%	8.5%	8.0%
	HH Income \$100,000 to 149,999	20.5%	18.8%	19.1%
	HH Income \$75,000 to 99,999	9.5%	10.7%	12.0%
	HH Income \$50,000 to 74,999	10.4%	12.5%	12.6%
	HH Income \$35,000 to 49,999	3.7%	5.9%	6.4%
	HH Income \$25,000 to 34,999	1.6%	3.3%	3.3%
	HH Income \$15,000 to 24,999	1.6%	2.4%	2.6%
	HH Income \$0 to 14,999	1.4%	2.8%	3.2%
	Average Household Income	\$179,574	\$162,680	\$161,043
	Median Household Income	\$153,951	\$130,500	\$123,042
	Per Capita Income	\$62,345	\$57,302	\$58,807
	Average Disposable Income	\$137,116	\$122,943	\$119,752
	Median Disposable Income	\$128,840	\$112,286	\$106,539
	Discretionary HH Income Over \$150,000	30.6%	24.6%	22.5%
	Discretionary HH Income \$125,000 to \$149,999	13.8%	11.2%	10.2%
	Discretionary HH Income \$100,000 to \$124,999	12.9%	10.3%	10.4%
	Discretionary HH Income \$75,000 to \$99,999	15.2%	13.3%	13.1%
	Discretionary HH Income \$50,000 to \$74,999	13.2%	15.2%	16.5%
	Discretionary HH Income \$25,000 to \$49,999	10.0%	15.1%	16.6%
	Discretionary HH Income Under \$25,000	4.2%	10.2%	10.7%
	Average Discretionary HH Income	\$113,097	\$98,627	\$94,283
	Median Discretionary HH Income	\$114,221	\$92,595	\$86,403
	Householder White – Count	9,135	25,982	87,336
	Median HH Income	\$154,818	\$142,545	\$138,692
	Average HH Income	\$138,043	\$130,656	\$130,201
	Householder Black or African-American – Count	448	1,991	15,401
	Median HH Income	\$122,898	\$79,869	\$82,569
	Average HH Income	\$125,871	\$95,683	\$95,826
	Householder Hispanic – Count	1,110	6,287	24,976
	Median HH Income	\$156,105	\$107,318	\$98,530
	Average HH Income	\$142,866	\$112,206	\$107,332
Householder Asian or Pacific Islander – Count	947	2,408	17,585	
Median HH Income	\$157,375	\$150,743	\$151,346	
Average HH Income	\$144,463	\$136,089	\$135,256	
Householder Other or Pacific Islander – Count	1,038	3,295	14,093	
Median HH Income	\$151,614	\$127,666	\$113,978	
Average HH Income	\$143,284	\$124,049	\$117,200	

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<b>Gender</b>	Male Population	17,978	55,814	214,581
	Female Population	18,583	57,942	223,279
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	1,891	6,268	26,681
	Count of Pop 0 to 7 years	2,655	8,792	35,906
	Count of Pop 5 - 13	3,685	11,959	45,662
	Count of Pop 14 - 18	2,111	6,593	24,875
	Count of Pop 19 - 22	2,220	6,902	26,551
	Count of Pop 22 - 25	1,682	5,217	20,545
	Count of Pop 25 - 29	1,899	6,498	26,930
	Count of Pop 30 - 34	1,598	5,731	26,825
	Count of Pop 35 - 39	2,017	6,576	28,020
	Count of Pop 40 - 44	2,230	7,164	29,185
	Count of Pop 45 - 59	7,920	23,800	91,893
	Count of Pop 60 - 74	6,946	19,702	67,591
	Count of Pop 75 - 84	1,905	5,763	18,283
	Count of Pop 85+	458	1,583	4,821
	% of Pop 0 to 4 years	5.2%	5.5%	6.1%
	% of Pop 0 to 7 years	7.3%	7.7%	8.2%
	% of Pop 5 - 13	10.1%	10.5%	10.4%
	% of Pop 14 - 18	5.8%	5.8%	5.7%
	% of Pop 19 - 22	6.1%	6.1%	6.1%
	% of Pop 22 - 25	4.6%	4.6%	4.7%
	% of Pop 25 - 29	5.2%	5.7%	6.2%
	% of Pop 30 - 34	4.4%	5.0%	6.1%
	% of Pop 35 - 39	5.5%	5.8%	6.4%
% of Pop 40 - 44	6.1%	6.3%	6.7%	
% of Pop 45 - 59	21.7%	20.9%	21.0%	
% of Pop 60 - 74	19.0%	17.3%	15.4%	
% of Pop 75 - 84	5.2%	5.1%	4.2%	
% of Pop 85+	1.3%	1.4%	1.1%	
Median Age	42.6	40.8	38.7	
Average Age	41.1	40.2	38.8	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.4%	5.7%	6.4%
	% of Pop 5 - 13	10.8%	11.0%	10.9%
	% of Pop 14 - 18	6.1%	6.1%	5.9%
	% of Pop 19 - 22	6.3%	6.4%	6.3%
	% of Pop 22 - 25	4.8%	4.8%	4.9%
	% of Pop 25 - 29	5.5%	6.0%	6.4%
	% of Pop 30 - 34	4.7%	5.3%	6.3%
	% of Pop 35 - 39	5.3%	5.8%	6.3%
	% of Pop 40 - 44	5.7%	6.1%	6.5%
	% of Pop 45 - 59	21.0%	20.5%	20.6%
	% of Pop 75 - 84	4.7%	4.6%	3.7%
	% of Pop 60 - 74	18.6%	16.8%	15.1%
	% of Pop 85+	1.0%	1.0%	0.8%
Median Age	40.9	39.1	37.4	
Average Age	40.1	39.1	38.0	

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	% of Pop 0 to 4 years	5.0%	5.3%	5.8%
	% of Pop 5 - 13	9.3%	10.0%	10.0%
	% of Pop 14 - 18	5.5%	5.6%	5.5%
	% of Pop 19 - 22	5.8%	5.8%	5.8%
	% of Pop 22 - 25	4.4%	4.4%	4.5%
	% of Pop 25 - 29	4.9%	5.4%	5.9%
	% of Pop 30 - 34	4.1%	4.8%	6.0%
	% of Pop 35 - 39	5.7%	5.8%	6.5%
	% of Pop 40 - 44	6.5%	6.5%	6.9%
	% of Pop 45 - 59	22.3%	21.3%	21.3%
	% of Pop 60 - 74	19.4%	17.8%	15.8%
	% of Pop 75 - 84	5.7%	5.6%	4.6%
	% of Pop 85+	1.5%	1.8%	1.4%
	Median Age	44.1	42.3	40.0
Average Age	42.1	41.2	39.7	
Race	Count of White	26,324	76,367	256,232
	Count of Black or African-American	1,669	6,522	39,424
	Count of Asian or Pacific Islander	2,873	8,582	58,655
	Count of Other races	5,695	22,284	83,550
	White	72.0%	67.1%	58.5%
	Black or African American	4.6%	5.7%	9.0%
	Asian	7.9%	7.5%	13.4%
	Other Races	15.6%	19.6%	19.1%
Language Spoken	Speak English at Home	83.4%	76.7%	71.8%
	Speak Spanish at Home	7.6%	14.8%	14.4%
	Speak French or French Creole at Home	0.1%	0.2%	0.4%
	Speak German at Home	0.6%	0.6%	0.4%
	Speak Other Indo-European Languages at Home	2.5%	1.9%	3.7%
	Speak Russian and Other Slavic Languages at Home	0.2%	0.2%	0.3%
	Speak Chinese at Home	0.4%	1.0%	1.2%
	Speak Korean at Home	0.7%	0.8%	2.1%
	Speak Vietnamese at Home	1.0%	0.7%	0.8%
	Speak Other Asian Languages at Home	3.0%	2.4%	3.5%
	Speak Tagalog and Other Pacific Languages at Home	0.3%	0.2%	0.3%
	Speak Other Language at Home	0.2%	0.4%	1.0%
Hispanic	Hispanic Population	5,064	24,027	88,545
	Hispanic Population Percent	13.8%	21.1%	20.2%
	Mexican	72.4%	78.7%	75.0%
	Puerto Rican	7.1%	3.1%	4.4%
	Cuban	1.5%	2.2%	2.3%
	Dominican	0.4%	0.5%	0.6%
	Central American	3.5%	5.6%	7.5%
	South American	10.7%	5.9%	6.3%
	Other Hispanic	4.4%	4.0%	3.8%
	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)	5.5%	4.4%	3.3%
	American	5.1%	4.0%	2.9%
	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)	6.4%	6.3%	11.8%
	Chinese	0.7%	1.1%	1.4%
	Japanese	0.3%	0.2%	0.3%
	Korean	1.0%	0.9%	2.3%
	South Central Asian (ie. Indian)	3.6%	2.9%	6.6%
	South East Asian (ie. Vietnamese)	0.7%	0.9%	0.8%
	Other Asian	0.1%	0.3%	0.4%
	European (percent of total population)	35.3%	29.6%	23.0%
	British	9.3%	7.5%	5.6%
	Dutch	0.5%	0.4%	0.3%
	French	1.0%	0.8%	0.7%
	German	8.4%	7.3%	5.6%
	Italian	2.2%	1.8%	1.4%
	Polish	1.3%	1.0%	0.8%
	Scandinavian	2.0%	1.5%	1.2%
	Scotch/Irish	7.3%	6.5%	5.0%
Other European (ie. Greek/Russian)	3.2%	2.7%	2.4%	
Middle Eastern	0.8%	0.5%	0.5%	
Other Ancestry	15.0%	15.8%	17.1%	
Unclassified Ancestry	16.4%	14.7%	13.3%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	24,973	76,816	293,547
	Elementary (0 to 8)	1.2%	3.7%	3.3%
	Some High School (9 to 11)	1.9%	4.0%	3.4%
	High School Graduate (12)	15.5%	17.8%	16.0%
	Some College (13 to 16)	22.6%	19.9%	19.3%
	Associates Degree Only	9.2%	7.8%	7.3%
	Bachelors Degree Only	35.0%	32.6%	33.2%
	Graduate Degree	14.6%	14.3%	17.6%
	% College (4+)	49.6%	46.8%	50.8%
<b>Household Type</b>	Total Households – count	12,678	39,963	159,391
	One Person HHs – count	1,874	7,360	34,368
	Family HHs – count	10,490	31,049	116,407
	Married Couple – count	9,204	25,394	93,826
	w/own children – count	4,083	11,320	41,900
	w/out own children – count	5,121	14,073	51,926
	Male Householder – count	319	1,703	6,996
	Female Householder – count	967	3,953	15,585
	Non-Family Households – count	314	1,554	8,616
	1 Person Household	14.8%	18.4%	21.6%
	2 Person Household	34.3%	32.3%	31.2%
	3 Person Household	19.6%	18.7%	17.9%
	4 Person Household	19.0%	17.9%	17.3%
	5 Person Household	8.1%	8.0%	7.6%
6 Person Household	2.9%	3.1%	2.9%	
7+ Person Household	1.3%	1.5%	1.5%	
% Households With Children	36.3%	35.3%	33.9%	

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<b>Housing</b>	Total Housing Units	12,953	41,440	166,795
	Owner Occupied Percent	81.8%	70.2%	61.8%
	Renter Occupied Percent	16.1%	26.2%	33.7%
	Vacant Housing Percent	2.1%	3.6%	4.4%
	Total Housing Units (Census 2000)	8,955	28,024	93,064
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	4.6%	6.8%	7.4%
	Property Value \$750,000 to \$999,999	14.0%	14.9%	15.3%
	Property Value \$500,000 to \$749,999	32.8%	26.0%	27.3%
	Property Value \$400,000 to \$499,999	23.1%	20.8%	18.6%
	Property Value \$300,000, to \$399,999	15.7%	15.9%	15.0%
	Property Value \$200,000 to \$299,999	4.7%	8.2%	7.4%
	Property Value \$150,000 to \$199,999	0.9%	1.4%	1.5%
	Property Value \$100,000 to \$149,999	0.7%	1.1%	1.4%
	Property Value \$60,000 to \$99,999	0.5%	0.5%	0.8%
	Property Value \$40,000 to \$59,999	0.9%	0.8%	0.9%
	Property Value \$0 to \$39,999	1.0%	2.1%	2.5%
	Median Home Value	\$519,314	\$496,331	\$517,872
<b>Wealth per Household</b>	\$0 and under - percent	15.0%	16.0%	16.7%
	\$1 to \$4999 - percent	6.4%	7.3%	7.6%
	\$5k to \$9999 - percent	3.7%	4.1%	4.3%
	\$10k to \$24999 - percent	5.8%	6.0%	6.1%
	\$25k to \$49999 - percent	6.7%	6.8%	6.8%
	\$50k to \$99999 - percent	10.3%	10.2%	10.1%
	\$100k to \$249999 - percent	19.2%	18.6%	18.2%
	\$250k to \$499999 - percent	14.9%	14.2%	13.9%
	\$500k+ - percent	18.0%	16.8%	16.4%
	Median HH Wealth	\$116,534	\$98,053	\$92,384
	Avg HH Wealth	\$281,035	\$265,253	\$259,639
<b>Economic Viability</b>	Economic Viability Local	306	302	304
	Economic Viability Indexed	110	109	110
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	20,837	62,386	246,373
	Managerial/Executive	26.8%	24.7%	25.4%
	Professional Specialty	27.0%	24.6%	27.1%
	Healthcare Support	1.6%	1.7%	1.8%
	Sales	11.4%	10.9%	10.6%
	Office & Administrative Support	10.5%	11.3%	10.8%
	Protective Service	2.3%	1.9%	1.6%
	Food Preparation	2.7%	4.2%	4.0%
	Building Maintenance & Cleaning	1.3%	2.1%	1.8%
	Personal Care	2.5%	2.6%	2.3%
	Farming, Fishing, & Forestry	0.2%	0.1%	0.1%
	Construction	5.5%	6.8%	5.6%
	Production & Transportation	8.1%	9.1%	8.8%
	Percent White Collar Workers	77.3%	73.2%	75.8%
	Percent Blue Collar Workers	22.7%	26.8%	24.2%

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	Agriculture/Mining/Construction	5.8%	7.2%	6.3%
	Manufacturing	7.4%	8.6%	8.4%
	Transportation	6.3%	5.9%	6.6%
	Information	1.7%	2.5%	2.5%
	Wholesale/Retail	13.6%	13.5%	13.4%
	Finance, Insurance, Real Estate	12.5%	10.9%	11.3%
	Professional Services	12.9%	11.0%	12.3%
	Management Services	0.1%	0.0%	0.2%
	Administrative/Waste Services	4.2%	4.7%	3.9%
	Educational Services	18.6%	18.8%	20.0%
	Entertainment Services	8.2%	8.4%	7.8%
	Other Professional Services	5.4%	5.4%	4.6%
	Public Administration	3.3%	3.1%	2.7%
<b>Vehicles per HH</b>	No Vehicles	1.0%	2.4%	3.0%
	1 Vehicle	16.2%	22.5%	28.2%
	2 Vehicles	50.9%	47.0%	44.8%
	3 or more vehicles	31.9%	28.0%	24.0%
	Average Number of Vehicles	2.29	2.14	2.00
<b>Change</b>	Births (last 12 months)	393	1,288	5,345
	Deaths (last 12 months)	280	841	2,837
	Migration (last 12 months)	593	1,711	3,164
<b>Work place</b>	Workplace Establishments	980	3,821	12,212
	Workplace Employees (FTE)	10,057	49,394	176,186