



Market Profile

7500 Lakeview Pkwy, Rowlett, Texas, 75088
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 32.91192
Longitude: -96.52867

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,143	35,033	96,171
2010 Total Population	11,107	46,040	126,253
2018 Total Population	11,880	50,731	142,510
2018 Group Quarters	172	418	728
2023 Total Population	12,466	54,239	154,897
2018-2023 Annual Rate	0.97%	1.35%	1.68%
2018 Total Daytime Population	8,494	38,702	110,611
Workers	3,093	14,689	44,105
Residents	5,401	24,013	66,506
Household Summary			
2000 Households	2,897	11,246	32,601
2000 Average Household Size	3.10	3.09	2.93
2010 Households	3,572	14,921	43,123
2010 Average Household Size	3.07	3.06	2.91
2018 Households	3,752	16,114	47,884
2018 Average Household Size	3.12	3.12	2.96
2023 Households	3,909	17,100	51,709
2023 Average Household Size	3.15	3.15	2.98
2018-2023 Annual Rate	0.82%	1.19%	1.55%
2010 Families	3,004	12,543	34,112
2010 Average Family Size	3.35	3.34	3.30
2018 Families	3,167	13,613	38,005
2018 Average Family Size	3.41	3.41	3.35
2023 Families	3,306	14,482	41,087
2023 Average Family Size	3.43	3.43	3.38
2018-2023 Annual Rate	0.86%	1.25%	1.57%
Housing Unit Summary			
2000 Housing Units	2,957	11,519	33,853
Owner Occupied Housing Units	89.5%	89.2%	76.5%
Renter Occupied Housing Units	8.5%	8.4%	19.8%
Vacant Housing Units	2.0%	2.4%	3.7%
2010 Housing Units	3,699	15,442	45,344
Owner Occupied Housing Units	83.8%	84.0%	75.9%
Renter Occupied Housing Units	12.8%	12.6%	19.2%
Vacant Housing Units	3.4%	3.4%	4.9%
2018 Housing Units	3,872	16,628	49,884
Owner Occupied Housing Units	82.4%	81.1%	74.7%
Renter Occupied Housing Units	14.5%	15.8%	21.3%
Vacant Housing Units	3.1%	3.1%	4.0%
2023 Housing Units	4,036	17,644	53,747
Owner Occupied Housing Units	83.5%	81.0%	75.2%
Renter Occupied Housing Units	13.4%	15.9%	21.0%
Vacant Housing Units	3.1%	3.1%	3.8%
Median Household Income			
2018	\$83,069	\$88,985	\$83,639
2023	\$89,057	\$96,324	\$90,562
Median Home Value			
2018	\$175,847	\$210,102	\$220,353
2023	\$194,266	\$239,816	\$251,691
Per Capita Income			
2018	\$31,741	\$34,252	\$35,187
2023	\$34,522	\$37,405	\$38,576
Median Age			
2010	34.6	35.9	36.4
2018	36.3	37.2	37.6
2023	37.6	37.8	38.0

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	3,752	16,114	47,884
<\$15,000	2.5%	3.1%	4.0%
\$15,000 - \$24,999	4.2%	4.5%	5.2%
\$25,000 - \$34,999	5.4%	5.4%	6.1%
\$35,000 - \$49,999	8.6%	9.2%	10.5%
\$50,000 - \$74,999	22.9%	18.2%	18.3%
\$75,000 - \$99,999	16.2%	15.2%	14.5%
\$100,000 - \$149,999	24.2%	24.3%	22.0%
\$150,000 - \$199,999	10.4%	11.9%	11.5%
\$200,000+	5.7%	8.1%	8.0%
Average Household Income	\$99,421	\$106,818	\$103,917
2023 Households by Income			
Household Income Base	3,909	17,100	51,709
<\$15,000	2.1%	2.7%	3.4%
\$15,000 - \$24,999	3.6%	3.9%	4.4%
\$25,000 - \$34,999	4.8%	4.8%	5.3%
\$35,000 - \$49,999	7.9%	8.5%	9.7%
\$50,000 - \$74,999	21.5%	17.1%	17.5%
\$75,000 - \$99,999	15.8%	14.7%	14.3%
\$100,000 - \$149,999	26.1%	25.8%	23.8%
\$150,000 - \$199,999	11.3%	12.8%	12.3%
\$200,000+	6.8%	9.7%	9.5%
Average Household Income	\$109,108	\$117,721	\$114,738
2018 Owner Occupied Housing Units by Value			
Total	3,191	13,482	37,269
<\$50,000	2.5%	1.5%	1.3%
\$50,000 - \$99,999	4.8%	4.6%	4.7%
\$100,000 - \$149,999	30.3%	19.0%	15.7%
\$150,000 - \$199,999	24.0%	21.3%	21.6%
\$200,000 - \$249,999	15.2%	17.8%	16.5%
\$250,000 - \$299,999	19.9%	19.5%	16.0%
\$300,000 - \$399,999	1.8%	10.9%	16.0%
\$400,000 - \$499,999	0.3%	2.1%	4.4%
\$500,000 - \$749,999	1.1%	1.8%	2.3%
\$750,000 - \$999,999	0.2%	1.0%	0.9%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$189,306	\$232,126	\$248,842
2023 Owner Occupied Housing Units by Value			
Total	3,369	14,295	40,443
<\$50,000	1.5%	0.8%	0.7%
\$50,000 - \$99,999	3.4%	2.3%	2.9%
\$100,000 - \$149,999	25.0%	14.4%	11.5%
\$150,000 - \$199,999	22.6%	18.6%	18.1%
\$200,000 - \$249,999	17.2%	17.5%	16.2%
\$250,000 - \$299,999	24.5%	22.0%	17.2%
\$300,000 - \$399,999	2.8%	15.3%	20.9%
\$400,000 - \$499,999	0.5%	3.8%	7.1%
\$500,000 - \$749,999	1.9%	2.8%	3.3%
\$750,000 - \$999,999	0.3%	1.8%	1.4%
\$1,000,000 - \$1,499,999	0.1%	0.7%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$208,348	\$264,896	\$279,937

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	11,105	46,040	126,250
0 - 4	7.1%	6.5%	6.8%
5 - 9	8.0%	8.0%	7.8%
10 - 14	9.4%	9.3%	8.5%
15 - 24	13.5%	13.3%	13.0%
25 - 34	12.6%	11.4%	11.8%
35 - 44	16.6%	16.6%	16.0%
45 - 54	16.4%	17.3%	16.7%
55 - 64	9.4%	10.2%	10.9%
65 - 74	4.1%	4.3%	5.2%
75 - 84	2.1%	2.2%	2.5%
85 +	0.9%	0.8%	0.8%
18 +	70.0%	70.4%	71.7%
2018 Population by Age			
Total	11,880	50,730	142,510
0 - 4	6.5%	6.1%	6.3%
5 - 9	6.9%	7.2%	7.0%
10 - 14	7.3%	7.7%	7.3%
15 - 24	13.2%	12.8%	12.5%
25 - 34	14.3%	13.2%	13.4%
35 - 44	13.5%	14.1%	13.6%
45 - 54	14.9%	15.2%	14.6%
55 - 64	12.8%	13.1%	13.3%
65 - 74	6.6%	6.9%	7.8%
75 - 84	2.7%	2.7%	3.1%
85 +	1.2%	1.1%	1.0%
18 +	75.1%	74.5%	75.2%
2023 Population by Age			
Total	12,467	54,239	154,896
0 - 4	6.2%	6.0%	6.3%
5 - 9	6.5%	6.9%	6.8%
10 - 14	7.0%	7.4%	7.1%
15 - 24	11.3%	11.1%	11.1%
25 - 34	15.1%	14.2%	14.2%
35 - 44	13.8%	14.7%	14.2%
45 - 54	13.2%	13.4%	12.9%
55 - 64	13.2%	13.0%	12.8%
65 - 74	8.6%	8.5%	9.3%
75 - 84	3.7%	3.6%	4.1%
85 +	1.3%	1.2%	1.2%
18 +	76.2%	75.3%	75.8%
2010 Population by Sex			
Males	5,434	22,588	61,692
Females	5,673	23,452	64,561
2018 Population by Sex			
Males	5,799	24,767	69,473
Females	6,082	25,964	73,037
2023 Population by Sex			
Males	6,119	26,517	75,627
Females	6,347	27,722	79,271

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 05, 2018



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2010 Population by Race/Ethnicity			
Total	11,106	46,039	126,252
White Alone	71.4%	71.7%	71.2%
Black Alone	14.1%	13.8%	12.7%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	5.1%	5.9%	7.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	6.0%	5.1%	5.6%
Two or More Races	2.5%	2.8%	2.6%
Hispanic Origin	18.9%	17.1%	18.4%
Diversity Index	63.0	61.5	63.1
2018 Population by Race/Ethnicity			
Total	11,882	50,731	142,510
White Alone	65.6%	65.9%	65.8%
Black Alone	16.3%	15.8%	14.3%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	6.6%	7.8%	9.4%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	7.5%	6.2%	6.5%
Two or More Races	3.2%	3.6%	3.3%
Hispanic Origin	23.0%	20.6%	21.5%
Diversity Index	70.2	68.7	69.4
2023 Population by Race/Ethnicity			
Total	12,467	54,239	154,897
White Alone	61.8%	62.0%	62.4%
Black Alone	17.8%	17.2%	15.3%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	7.8%	9.2%	11.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.3%	6.9%	7.0%
Two or More Races	3.5%	4.0%	3.6%
Hispanic Origin	26.0%	23.3%	23.8%
Diversity Index	74.2	72.9	72.9
2010 Population by Relationship and Household Type			
Total	11,107	46,040	126,253
In Households	98.8%	99.3%	99.5%
In Family Households	92.5%	92.8%	90.8%
Householder	26.9%	27.2%	27.1%
Spouse	21.2%	22.0%	21.5%
Child	38.3%	37.7%	35.9%
Other relative	4.3%	4.2%	4.5%
Nonrelative	1.9%	1.7%	1.7%
In Nonfamily Households	6.3%	6.4%	8.7%
In Group Quarters	1.2%	0.7%	0.5%
Institutionalized Population	1.2%	0.7%	0.5%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	7,850	33,579	95,274
Less than 9th Grade	2.3%	2.9%	4.1%
9th - 12th Grade, No Diploma	4.0%	3.9%	5.1%
High School Graduate	21.7%	21.5%	19.9%
GED/Alternative Credential	1.5%	2.6%	2.7%
Some College, No Degree	27.7%	25.6%	24.3%
Associate Degree	11.3%	9.8%	8.9%
Bachelor's Degree	22.6%	23.0%	23.8%
Graduate/Professional Degree	8.9%	10.7%	11.2%
2018 Population 15+ by Marital Status			
Total	9,421	40,081	113,110
Never Married	28.5%	28.3%	27.4%
Married	55.0%	57.8%	58.7%
Widowed	5.3%	4.4%	4.2%
Divorced	11.2%	9.5%	9.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.3%	95.7%	96.3%
Civilian Unemployed (Unemployment Rate)	3.7%	4.3%	3.7%
2018 Employed Population 16+ by Industry			
Total	6,611	27,187	77,243
Agriculture/Mining	0.5%	0.6%	0.7%
Construction	5.6%	6.5%	7.0%
Manufacturing	9.1%	9.3%	10.2%
Wholesale Trade	3.3%	3.6%	2.8%
Retail Trade	10.6%	10.8%	11.2%
Transportation/Utilities	4.6%	4.9%	4.6%
Information	1.9%	2.1%	2.0%
Finance/Insurance/Real Estate	6.6%	8.5%	9.2%
Services	53.6%	49.4%	49.2%
Public Administration	4.2%	4.3%	3.1%
2018 Employed Population 16+ by Occupation			
Total	6,609	27,186	77,242
White Collar	69.1%	71.2%	68.3%
Management/Business/Financial	16.8%	18.0%	17.3%
Professional	27.0%	28.7%	25.9%
Sales	9.6%	10.9%	11.9%
Administrative Support	15.7%	13.7%	13.3%
Services	13.0%	11.0%	13.3%
Blue Collar	17.9%	17.8%	18.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.7%	3.2%	3.7%
Installation/Maintenance/Repair	3.8%	4.3%	3.9%
Production	4.7%	5.4%	5.5%
Transportation/Material Moving	5.7%	5.0%	5.3%
2010 Population By Urban/ Rural Status			
Total Population	11,107	46,040	126,253
Population Inside Urbanized Area	99.9%	99.2%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	0.8%	0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,572	14,921	43,123
Households with 1 Person	12.9%	12.8%	17.1%
Households with 2+ People	87.1%	87.2%	82.9%
Family Households	84.1%	84.1%	79.1%
Husband-wife Families	66.3%	67.8%	63.0%
With Related Children	38.9%	38.1%	33.2%
Other Family (No Spouse Present)	17.8%	16.3%	16.1%
Other Family with Male Householder	5.0%	4.6%	4.4%
With Related Children	3.0%	2.9%	2.8%
Other Family with Female Householder	12.8%	11.7%	11.7%
With Related Children	8.7%	7.9%	8.0%
Nonfamily Households	3.0%	3.1%	3.8%
All Households with Children	51.0%	49.2%	44.3%
Multigenerational Households	7.2%	6.3%	5.7%
Unmarried Partner Households	5.1%	4.7%	4.8%
Male-female	4.3%	4.0%	4.1%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	3,571	14,921	43,123
1 Person Household	12.9%	12.8%	17.1%
2 Person Household	27.7%	29.4%	31.0%
3 Person Household	21.5%	20.9%	19.2%
4 Person Household	21.9%	21.3%	18.5%
5 Person Household	10.3%	9.8%	8.7%
6 Person Household	3.8%	3.8%	3.4%
7 + Person Household	1.9%	1.9%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	3,572	14,921	43,123
Owner Occupied	86.8%	87.0%	79.8%
Owned with a Mortgage/Loan	76.4%	75.1%	67.0%
Owned Free and Clear	10.4%	11.8%	12.8%
Renter Occupied	13.2%	13.0%	20.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,699	15,442	45,344
Housing Units Inside Urbanized Area	99.9%	99.1%	99.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	0.9%	0.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
	1. Home Improvement (4B)	Soccer Moms (4A)	Soccer Moms (4A)
	2. Soccer Moms (4A)	Home Improvement (4B)	Home Improvement (4B)
	3. Top Tier (1A)	Boomburbs (1C)	Boomburbs (1C)
2018 Consumer Spending			
Apparel & Services: Total \$	\$9,716,904	\$45,224,566	\$131,036,801
Average Spent	\$2,589.79	\$2,806.54	\$2,736.55
Spending Potential Index	119	129	126
Education: Total \$	\$6,311,897	\$29,275,689	\$85,496,920
Average Spent	\$1,682.28	\$1,816.79	\$1,785.50
Spending Potential Index	116	126	123
Entertainment/Recreation: Total \$	\$14,243,477	\$65,546,256	\$189,389,488
Average Spent	\$3,796.24	\$4,067.66	\$3,955.17
Spending Potential Index	118	126	123
Food at Home: Total \$	\$21,470,908	\$98,730,060	\$288,956,801
Average Spent	\$5,722.52	\$6,126.97	\$6,034.52
Spending Potential Index	114	122	120
Food Away from Home: Total \$	\$15,699,793	\$72,700,162	\$211,282,433
Average Spent	\$4,184.38	\$4,511.61	\$4,412.38
Spending Potential Index	119	128	126
Health Care: Total \$	\$25,076,754	\$114,189,982	\$329,674,591
Average Spent	\$6,683.57	\$7,086.38	\$6,884.86
Spending Potential Index	117	124	120
HH Furnishings & Equipment: Total \$	\$9,528,196	\$43,830,636	\$126,390,744
Average Spent	\$2,539.50	\$2,720.03	\$2,639.52
Spending Potential Index	122	130	126
Personal Care Products & Services: Total \$	\$3,755,918	\$17,350,969	\$50,185,172
Average Spent	\$1,001.04	\$1,076.76	\$1,048.06
Spending Potential Index	121	130	127
Shelter: Total \$	\$72,601,268	\$333,126,570	\$976,430,530
Average Spent	\$19,350.02	\$20,673.11	\$20,391.58
Spending Potential Index	115	123	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,749,003	\$49,483,357	\$143,081,429
Average Spent	\$2,864.87	\$3,070.83	\$2,988.08
Spending Potential Index	115	124	120
Travel: Total \$	\$9,974,702	\$46,010,528	\$131,733,058
Average Spent	\$2,658.50	\$2,855.31	\$2,751.09
Spending Potential Index	123	133	128
Vehicle Maintenance & Repairs: Total \$	\$4,751,763	\$21,744,795	\$63,160,950
Average Spent	\$1,266.46	\$1,349.43	\$1,319.04
Spending Potential Index	118	125	123

Data Note: 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: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.