



Community Profile

4414 Lakeview Pkwy, Rowlett, Texas, 75088 2
 4414 Lakeview Pkwy, Rowlett, Texas, 75088
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 32.90725
 Longitude: -96.56060

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,183	50,904	151,646
2010 Total Population	5,991	59,816	176,911
2021 Total Population	7,122	68,890	200,354
2021 Group Quarters	1	295	693
2026 Total Population	8,197	73,374	213,181
2021-2026 Annual Rate	2.85%	1.27%	1.25%
2021 Total Daytime Population	9,168	57,576	167,603
Workers	5,951	26,421	71,750
Residents	3,217	31,155	95,853
Household Summary			
2000 Households	1,731	16,289	49,896
2000 Average Household Size	2.99	3.10	3.02
2010 Households	2,032	19,659	58,157
2010 Average Household Size	2.95	3.03	3.03
2021 Households	2,374	22,419	64,644
2021 Average Household Size	3.00	3.06	3.09
2026 Households	2,726	23,736	68,329
2026 Average Household Size	3.01	3.08	3.11
2021-2026 Annual Rate	2.80%	1.15%	1.11%
2010 Families	1,650	16,443	45,527
2010 Average Family Size	3.27	3.31	3.44
2021 Families	1,939	18,836	51,114
2021 Average Family Size	3.31	3.34	3.48
2026 Families	2,227	19,979	54,209
2026 Average Family Size	3.32	3.35	3.50
2021-2026 Annual Rate	2.81%	1.19%	1.18%
Housing Unit Summary			
2000 Housing Units	1,774	16,626	51,337
Owner Occupied Housing Units	87.0%	88.8%	72.2%
Renter Occupied Housing Units	10.5%	9.1%	25.0%
Vacant Housing Units	2.4%	2.0%	2.8%
2010 Housing Units	2,118	20,365	61,699
Owner Occupied Housing Units	77.7%	84.0%	69.7%
Renter Occupied Housing Units	18.3%	12.6%	24.6%
Vacant Housing Units	4.1%	3.5%	5.7%
2021 Housing Units	2,429	23,157	68,105
Owner Occupied Housing Units	71.0%	79.7%	66.6%
Renter Occupied Housing Units	26.8%	17.1%	28.3%
Vacant Housing Units	2.3%	3.2%	5.1%
2026 Housing Units	2,762	24,410	71,624
Owner Occupied Housing Units	65.1%	79.8%	67.3%
Renter Occupied Housing Units	33.6%	17.4%	28.1%
Vacant Housing Units	1.3%	2.8%	4.6%
Median Household Income			
2021	\$87,073	\$93,787	\$76,696
2026	\$94,090	\$101,252	\$82,972
Median Home Value			
2021	\$244,557	\$259,942	\$245,643
2026	\$296,159	\$302,833	\$291,083
Per Capita Income			
2021	\$34,329	\$35,428	\$30,527
2026	\$38,794	\$39,239	\$33,991
Median Age			
2010	36.1	36.3	34.2
2021	38.2	38.1	35.6
2026	39.3	38.7	36.4

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	2,374	22,419	64,644
<\$15,000	1.4%	3.1%	5.3%
\$15,000 - \$24,999	2.1%	3.2%	5.3%
\$25,000 - \$34,999	5.3%	4.5%	7.0%
\$35,000 - \$49,999	12.6%	9.1%	11.6%
\$50,000 - \$74,999	17.8%	17.0%	19.4%
\$75,000 - \$99,999	19.0%	16.4%	15.2%
\$100,000 - \$149,999	24.7%	27.8%	21.6%
\$150,000 - \$199,999	9.4%	9.4%	7.4%
\$200,000+	7.7%	9.5%	7.2%
Average Household Income	\$104,714	\$110,018	\$94,837
2026 Households by Income			
Household Income Base	2,726	23,736	68,329
<\$15,000	1.1%	2.5%	4.4%
\$15,000 - \$24,999	1.5%	2.6%	4.4%
\$25,000 - \$34,999	3.8%	3.6%	6.1%
\$35,000 - \$49,999	9.9%	8.0%	10.6%
\$50,000 - \$74,999	16.8%	15.9%	18.7%
\$75,000 - \$99,999	20.8%	16.2%	15.1%
\$100,000 - \$149,999	25.5%	28.9%	23.2%
\$150,000 - \$199,999	11.3%	11.1%	8.9%
\$200,000+	9.5%	11.3%	8.6%
Average Household Income	\$118,419	\$122,656	\$106,288
2021 Owner Occupied Housing Units by Value			
Total	1,724	18,460	45,376
<\$50,000	0.2%	0.2%	0.8%
\$50,000 - \$99,999	2.3%	1.1%	5.0%
\$100,000 - \$149,999	7.0%	5.4%	8.2%
\$150,000 - \$199,999	13.6%	12.6%	15.7%
\$200,000 - \$249,999	30.1%	25.9%	22.2%
\$250,000 - \$299,999	20.9%	23.5%	19.2%
\$300,000 - \$399,999	14.2%	20.8%	18.0%
\$400,000 - \$499,999	1.4%	6.7%	6.7%
\$500,000 - \$749,999	8.4%	2.0%	2.7%
\$750,000 - \$999,999	1.5%	0.6%	0.6%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.3%	0.7%	0.5%
Average Home Value	\$288,363	\$293,372	\$275,581
2026 Owner Occupied Housing Units by Value			
Total	1,799	19,489	48,226
<\$50,000	0.0%	0.0%	0.2%
\$50,000 - \$99,999	0.1%	0.0%	1.7%
\$100,000 - \$149,999	0.7%	0.7%	2.6%
\$150,000 - \$199,999	2.9%	4.1%	8.5%
\$200,000 - \$249,999	27.3%	19.5%	19.3%
\$250,000 - \$299,999	20.6%	24.6%	21.5%
\$300,000 - \$399,999	37.4%	32.1%	26.6%
\$400,000 - \$499,999	3.7%	13.8%	12.7%
\$500,000 - \$749,999	4.7%	3.2%	4.8%
\$750,000 - \$999,999	2.2%	0.8%	1.0%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.3%	0.8%	0.5%
Average Home Value	\$328,224	\$342,170	\$329,485

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,992	59,815	176,912
0 - 4	5.9%	6.5%	7.4%
5 - 9	7.5%	7.5%	8.0%
10 - 14	8.7%	8.9%	8.6%
15 - 24	14.8%	13.6%	14.1%
25 - 34	11.5%	11.5%	12.9%
35 - 44	14.9%	15.9%	15.3%
45 - 54	18.0%	17.6%	15.3%
55 - 64	11.5%	11.0%	10.2%
65 - 74	4.4%	4.6%	4.8%
75 - 84	2.0%	2.2%	2.4%
85 +	0.7%	0.7%	0.9%
18 +	72.0%	71.4%	70.7%
2021 Population by Age			
Total	7,121	68,891	200,355
0 - 4	5.5%	5.8%	6.6%
5 - 9	6.2%	6.5%	7.1%
10 - 14	6.7%	7.0%	7.2%
15 - 24	12.8%	12.3%	13.0%
25 - 34	14.4%	14.4%	15.2%
35 - 44	13.8%	13.0%	13.2%
45 - 54	14.0%	14.1%	12.8%
55 - 64	14.3%	14.5%	12.5%
65 - 74	8.6%	8.3%	8.0%
75 - 84	2.9%	3.1%	3.3%
85 +	0.7%	1.0%	1.1%
18 +	77.2%	76.6%	74.9%
2026 Population by Age			
Total	8,197	73,375	213,182
0 - 4	5.5%	5.8%	6.7%
5 - 9	6.1%	6.3%	6.9%
10 - 14	6.8%	6.9%	7.2%
15 - 24	11.3%	10.8%	12.0%
25 - 34	13.5%	14.7%	15.0%
35 - 44	15.1%	14.1%	14.3%
45 - 54	13.4%	12.7%	11.9%
55 - 64	13.2%	13.3%	11.6%
65 - 74	9.8%	9.9%	8.9%
75 - 84	4.5%	4.4%	4.4%
85 +	0.9%	1.1%	1.2%
18 +	77.5%	77.1%	75.1%
2010 Population by Sex			
Males	2,936	29,270	86,512
Females	3,055	30,546	90,399
2021 Population by Sex			
Males	3,479	33,635	98,046
Females	3,643	35,255	102,309
2026 Population by Sex			
Males	4,011	35,879	104,490
Females	4,186	37,495	108,691

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	5,992	59,815	176,911
White Alone	72.3%	69.0%	62.6%
Black Alone	13.4%	14.3%	15.6%
American Indian Alone	0.8%	0.6%	0.8%
Asian Alone	4.1%	7.3%	7.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	5.9%	10.7%
Two or More Races	3.0%	2.7%	3.0%
Hispanic Origin	21.3%	20.2%	30.3%
Diversity Index	63.9	66.0	75.7
2021 Population by Race/Ethnicity			
Total	7,121	68,890	200,353
White Alone	66.5%	61.5%	56.2%
Black Alone	15.2%	16.9%	17.5%
American Indian Alone	0.8%	0.6%	0.7%
Asian Alone	5.5%	9.9%	9.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.0%	7.4%	12.0%
Two or More Races	3.9%	3.7%	3.8%
Hispanic Origin	26.8%	24.8%	33.9%
Diversity Index	71.6	73.9	80.4
2026 Population by Race/Ethnicity			
Total	8,196	73,373	213,180
White Alone	64.8%	58.4%	53.4%
Black Alone	15.4%	17.9%	18.2%
American Indian Alone	0.9%	0.6%	0.7%
Asian Alone	6.0%	11.1%	11.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.7%	8.0%	12.4%
Two or More Races	4.2%	4.0%	4.0%
Hispanic Origin	30.2%	27.2%	35.8%
Diversity Index	74.1	76.7	82.1
2010 Population by Relationship and Household Type			
Total	5,991	59,816	176,911
In Households	100.0%	99.6%	99.6%
In Family Households	92.1%	92.9%	90.8%
Householder	27.1%	27.3%	25.7%
Spouse	21.1%	21.9%	19.0%
Child	37.2%	37.0%	37.5%
Other relative	4.7%	4.9%	6.2%
Nonrelative	2.1%	1.8%	2.4%
In Nonfamily Households	7.8%	6.7%	8.9%
In Group Quarters	0.0%	0.4%	0.4%
Institutionalized Population	0.0%	0.4%	0.3%
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	4,898	47,140	132,347
Less than 9th Grade	3.6%	3.4%	7.8%
9th - 12th Grade, No Diploma	7.3%	5.2%	7.4%
High School Graduate	23.3%	19.6%	20.5%
GED/Alternative Credential	3.7%	3.2%	3.4%
Some College, No Degree	25.7%	26.0%	24.1%
Associate Degree	9.4%	9.7%	9.2%
Bachelor's Degree	19.6%	21.9%	18.4%
Graduate/Professional Degree	7.3%	11.0%	9.2%
2021 Population 15+ by Marital Status			
Total	5,813	55,608	158,297
Never Married	29.6%	27.0%	30.5%
Married	54.6%	59.7%	54.9%
Widowed	3.1%	3.8%	4.3%
Divorced	12.7%	9.5%	10.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,175	40,473	113,120
Population 16+ Employed	94.0%	94.0%	93.3%
Population 16+ Unemployment rate	5.9%	6.0%	6.7%
Population 16-24 Employed	11.9%	11.5%	12.5%
Population 16-24 Unemployment rate	12.5%	8.8%	9.4%
Population 25-54 Employed	63.8%	63.2%	64.0%
Population 25-54 Unemployment rate	5.3%	5.3%	6.4%
Population 55-64 Employed	17.7%	19.3%	17.0%
Population 55-64 Unemployment rate	3.9%	6.4%	5.4%
Population 65+ Employed	6.6%	6.0%	6.4%
Population 65+ Unemployment rate	5.1%	5.8%	7.8%
2021 Employed Population 16+ by Industry			
Total	3,926	38,045	105,532
Agriculture/Mining	0.2%	0.5%	0.6%
Construction	7.9%	6.9%	9.3%
Manufacturing	9.8%	9.7%	10.1%
Wholesale Trade	5.2%	2.6%	2.3%
Retail Trade	13.3%	11.5%	11.8%
Transportation/Utilities	7.4%	5.8%	5.5%
Information	1.5%	1.9%	2.0%
Finance/Insurance/Real Estate	9.1%	10.1%	9.5%
Services	42.1%	48.1%	46.3%
Public Administration	3.5%	3.0%	2.6%
2021 Employed Population 16+ by Occupation			
Total	3,926	38,045	105,530
White Collar	65.4%	69.6%	62.6%
Management/Business/Financial	14.2%	18.7%	16.4%
Professional	21.5%	26.9%	22.7%
Sales	16.4%	10.9%	10.1%
Administrative Support	13.3%	13.1%	13.4%
Services	14.2%	11.3%	13.8%
Blue Collar	20.4%	19.1%	23.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.5%	4.1%	6.9%
Installation/Maintenance/Repair	3.6%	2.9%	3.4%
Production	4.6%	4.7%	5.8%
Transportation/Material Moving	7.7%	7.4%	7.3%

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2010 Households by Type			
Total	2,032	19,659	58,157
Households with 1 Person	15.2%	13.1%	17.5%
Households with 2+ People	84.8%	86.9%	82.5%
Family Households	81.2%	83.6%	78.3%
Husband-wife Families	63.2%	66.9%	58.0%
With Related Children	32.7%	35.9%	31.6%
Other Family (No Spouse Present)	18.0%	16.7%	20.3%
Other Family with Male Householder	5.7%	4.6%	5.6%
With Related Children	3.2%	2.9%	3.5%
Other Family with Female Householder	12.3%	12.1%	14.7%
With Related Children	8.3%	8.0%	10.0%
Nonfamily Households	3.6%	3.3%	4.2%
All Households with Children	44.7%	47.0%	45.6%
Multigenerational Households	6.4%	6.6%	7.4%
Unmarried Partner Households	5.2%	4.7%	5.7%
Male-female	4.5%	3.9%	5.0%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	2,031	19,662	58,159
1 Person Household	15.2%	13.1%	17.5%
2 Person Household	30.5%	30.6%	28.5%
3 Person Household	19.7%	20.5%	18.6%
4 Person Household	18.7%	19.9%	17.7%
5 Person Household	9.9%	9.7%	9.7%
6 Person Household	3.8%	3.8%	4.5%
7 + Person Household	2.2%	2.4%	3.4%
2010 Households by Tenure and Mortgage Status			
Total	2,032	19,659	58,157
Owner Occupied	81.0%	87.0%	73.9%
Owned with a Mortgage/Loan	67.0%	74.2%	60.5%
Owned Free and Clear	14.0%	12.8%	13.4%
Renter Occupied	19.0%	13.0%	26.1%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	164	164	144
Percent of Income for Mortgage	11.8%	11.6%	13.4%
Wealth Index	111	126	100
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,118	20,365	61,699
Housing Units Inside Urbanized Area	100.0%	99.8%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.4%
2010 Population By Urban/ Rural Status			
Total Population	5,991	59,816	176,911
Population Inside Urbanized Area	100.0%	99.8%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.4%

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.	Workday Drive (4A)	Workday Drive (4A)	Workday Drive (4A)
2.	Southern Satellites (10A)	Home Improvement (4B)	Home Improvement (4B)
3.	Urban Edge Families (7C)	Urban Edge Families (7C)	Urban Edge Families (7C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$5,629,201	\$55,339,647	\$140,604,885
Average Spent	\$2,371.19	\$2,468.43	\$2,175.06
Spending Potential Index	112	116	103
Education: Total \$	\$4,208,142	\$44,154,388	\$108,924,815
Average Spent	\$1,772.60	\$1,969.51	\$1,684.99
Spending Potential Index	103	114	98
Entertainment/Recreation: Total \$	\$8,713,491	\$84,705,847	\$209,904,439
Average Spent	\$3,670.38	\$3,778.31	\$3,247.08
Spending Potential Index	114	117	101
Food at Home: Total \$	\$14,518,812	\$139,369,629	\$355,438,630
Average Spent	\$6,115.76	\$6,216.59	\$5,498.40
Spending Potential Index	112	114	101
Food Away from Home: Total \$	\$10,218,857	\$99,883,882	\$255,033,918
Average Spent	\$4,304.49	\$4,455.32	\$3,945.21
Spending Potential Index	113	117	104
Health Care: Total \$	\$17,212,188	\$163,105,338	\$405,598,482
Average Spent	\$7,250.29	\$7,275.32	\$6,274.34
Spending Potential Index	116	117	101
HH Furnishings & Equipment: Total \$	\$6,247,241	\$61,484,615	\$152,209,636
Average Spent	\$2,631.53	\$2,742.52	\$2,354.58
Spending Potential Index	117	122	104
Personal Care Products & Services: Total \$	\$2,406,253	\$23,752,784	\$59,727,930
Average Spent	\$1,013.59	\$1,059.49	\$923.95
Spending Potential Index	113	118	103
Shelter: Total \$	\$51,884,539	\$525,895,509	\$1,331,043,905
Average Spent	\$21,855.32	\$23,457.58	\$20,590.37
Spending Potential Index	108	116	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,785,729	\$67,017,014	\$163,451,548
Average Spent	\$2,858.35	\$2,989.30	\$2,528.49
Spending Potential Index	120	125	106
Travel: Total \$	\$6,870,290	\$69,979,527	\$169,996,570
Average Spent	\$2,893.97	\$3,121.44	\$2,629.73
Spending Potential Index	114	123	104
Vehicle Maintenance & Repairs: Total \$	\$3,047,565	\$29,243,719	\$74,050,502
Average Spent	\$1,283.73	\$1,304.42	\$1,145.51
Spending Potential Index	116	118	103

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.