



Community Profile

5522 Chiesa Rd, Rowlett, Texas, 75088
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 32.91061
Longitude: -96.53071

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,143	38,230	99,773
2010 Total Population	9,691	49,018	129,864
2020 Total Population	10,405	57,012	151,487
2020 Group Quarters	52	353	599
2025 Total Population	10,780	63,016	165,955
2020-2025 Annual Rate	0.71%	2.02%	1.84%
2020 Total Daytime Population	8,436	50,386	133,557
Workers	3,718	23,393	59,483
Residents	4,718	26,993	74,074
Household Summary			
2000 Households	2,648	12,230	33,825
2000 Average Household Size	3.06	3.10	2.93
2010 Households	3,200	15,915	44,320
2010 Average Household Size	3.01	3.06	2.92
2020 Households	3,370	18,171	50,757
2020 Average Household Size	3.07	3.12	2.97
2025 Households	3,463	20,022	55,400
2025 Average Household Size	3.10	3.13	2.98
2020-2025 Annual Rate	0.55%	1.96%	1.77%
2010 Families	2,669	13,394	34,966
2010 Average Family Size	3.30	3.34	3.30
2020 Families	2,825	15,347	40,251
2020 Average Family Size	3.36	3.40	3.36
2025 Families	2,910	16,934	43,997
2025 Average Family Size	3.38	3.41	3.37
2020-2025 Annual Rate	0.59%	1.99%	1.80%
Housing Unit Summary			
2000 Housing Units	2,707	12,499	35,108
Owner Occupied Housing Units	89.3%	89.7%	75.8%
Renter Occupied Housing Units	8.5%	8.2%	20.6%
Vacant Housing Units	2.2%	2.2%	3.7%
2010 Housing Units	3,326	16,453	46,708
Owner Occupied Housing Units	83.4%	84.4%	74.9%
Renter Occupied Housing Units	12.8%	12.3%	19.9%
Vacant Housing Units	3.8%	3.3%	5.1%
2020 Housing Units	3,455	19,298	53,655
Owner Occupied Housing Units	83.5%	76.6%	71.7%
Renter Occupied Housing Units	14.0%	17.6%	22.9%
Vacant Housing Units	2.5%	5.8%	5.4%
2025 Housing Units	3,544	21,104	58,346
Owner Occupied Housing Units	83.8%	73.5%	70.0%
Renter Occupied Housing Units	13.9%	21.4%	24.9%
Vacant Housing Units	2.3%	5.1%	5.0%
Median Household Income			
2020	\$92,486	\$95,003	\$87,763
2025	\$100,788	\$101,851	\$94,799
Median Home Value			
2020	\$201,504	\$230,478	\$241,628
2025	\$223,720	\$261,725	\$276,989
Per Capita Income			
2020	\$32,279	\$36,058	\$36,096
2025	\$35,491	\$39,988	\$39,718
Median Age			
2010	34.7	36.2	36.2
2020	36.3	37.5	37.5
2025	37.5	38.1	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	3,370	18,171	50,757
<\$15,000	2.8%	3.6%	4.0%
\$15,000 - \$24,999	3.3%	2.9%	4.1%
\$25,000 - \$34,999	5.5%	5.6%	5.9%
\$35,000 - \$49,999	9.8%	9.3%	10.6%
\$50,000 - \$74,999	16.5%	16.0%	17.1%
\$75,000 - \$99,999	16.1%	15.0%	14.3%
\$100,000 - \$149,999	30.1%	25.7%	23.8%
\$150,000 - \$199,999	10.9%	12.1%	11.1%
\$200,000+	5.1%	9.9%	9.1%
Average Household Income	\$101,407	\$112,621	\$107,550
2025 Households by Income			
Household Income Base	3,463	20,022	55,400
<\$15,000	2.5%	3.5%	3.8%
\$15,000 - \$24,999	2.8%	2.7%	3.7%
\$25,000 - \$34,999	4.9%	5.2%	5.4%
\$35,000 - \$49,999	8.5%	8.6%	9.8%
\$50,000 - \$74,999	14.8%	14.4%	15.9%
\$75,000 - \$99,999	15.4%	14.1%	13.7%
\$100,000 - \$149,999	31.7%	25.6%	24.3%
\$150,000 - \$199,999	12.9%	13.5%	12.4%
\$200,000+	6.4%	12.5%	11.0%
Average Household Income	\$112,397	\$125,137	\$118,763
2020 Owner Occupied Housing Units by Value			
Total	2,886	14,782	38,478
<\$50,000	0.6%	0.7%	0.9%
\$50,000 - \$99,999	1.8%	1.9%	2.8%
\$100,000 - \$149,999	21.6%	13.4%	10.7%
\$150,000 - \$199,999	25.1%	20.8%	20.1%
\$200,000 - \$249,999	27.7%	21.7%	18.5%
\$250,000 - \$299,999	16.0%	17.9%	16.4%
\$300,000 - \$399,999	4.7%	14.1%	17.9%
\$400,000 - \$499,999	0.5%	5.4%	7.5%
\$500,000 - \$749,999	1.1%	2.8%	3.6%
\$750,000 - \$999,999	0.2%	0.5%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.6%	0.4%	0.5%
Average Home Value	\$220,042	\$262,216	\$276,750
2025 Owner Occupied Housing Units by Value			
Total	2,970	15,504	40,858
<\$50,000	0.3%	0.4%	0.5%
\$50,000 - \$99,999	1.3%	1.2%	1.8%
\$100,000 - \$149,999	16.0%	9.2%	7.1%
\$150,000 - \$199,999	19.3%	14.6%	14.2%
\$200,000 - \$249,999	27.6%	19.8%	16.7%
\$250,000 - \$299,999	22.3%	20.0%	17.9%
\$300,000 - \$399,999	8.0%	19.2%	23.1%
\$400,000 - \$499,999	1.1%	9.0%	11.0%
\$500,000 - \$749,999	2.3%	4.1%	5.3%
\$750,000 - \$999,999	0.3%	0.9%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.8%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	1.5%	0.9%	0.9%
Average Home Value	\$261,490	\$307,895	\$319,929

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	9,688	49,018	129,867
0 - 4	7.0%	6.4%	6.8%
5 - 9	7.9%	7.8%	7.8%
10 - 14	9.3%	9.2%	8.5%
15 - 24	13.8%	13.3%	13.1%
25 - 34	12.4%	11.3%	11.9%
35 - 44	16.6%	16.4%	16.0%
45 - 54	16.8%	17.5%	16.6%
55 - 64	9.5%	10.5%	10.8%
65 - 74	4.1%	4.4%	5.2%
75 - 84	1.9%	2.3%	2.5%
85 +	0.7%	0.8%	0.8%
18 +	70.0%	70.7%	71.6%
2020 Population by Age			
Total	10,406	57,011	151,487
0 - 4	6.3%	5.9%	6.2%
5 - 9	6.8%	7.0%	7.0%
10 - 14	7.0%	7.4%	7.2%
15 - 24	12.4%	12.2%	12.1%
25 - 34	15.8%	14.1%	14.2%
35 - 44	13.0%	13.7%	13.3%
45 - 54	14.2%	14.5%	13.9%
55 - 64	13.7%	13.8%	13.5%
65 - 74	7.3%	7.6%	8.3%
75 - 84	2.6%	2.8%	3.3%
85 +	0.9%	1.0%	1.1%
18 +	75.9%	75.5%	75.6%
2025 Population by Age			
Total	10,780	63,016	165,958
0 - 4	6.1%	5.9%	6.2%
5 - 9	6.3%	6.7%	6.7%
10 - 14	7.0%	7.3%	7.1%
15 - 24	10.8%	10.7%	10.9%
25 - 34	16.0%	14.6%	14.6%
35 - 44	14.0%	14.6%	14.3%
45 - 54	12.5%	12.8%	12.4%
55 - 64	13.3%	12.9%	12.5%
65 - 74	9.3%	9.2%	9.6%
75 - 84	3.7%	4.1%	4.5%
85 +	1.0%	1.1%	1.2%
18 +	76.7%	76.0%	76.0%
2010 Population by Sex			
Males	4,771	24,036	63,396
Females	4,920	24,982	66,468
2020 Population by Sex			
Males	5,126	27,802	73,773
Females	5,279	29,210	77,715
2025 Population by Sex			
Males	5,338	30,752	80,841
Females	5,442	32,265	85,114

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	9,692	49,017	129,864
White Alone	70.7%	71.9%	70.3%
Black Alone	14.7%	13.5%	13.1%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	5.0%	6.0%	7.5%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	6.2%	5.1%	5.8%
Two or More Races	2.7%	2.8%	2.6%
Hispanic Origin	19.3%	17.0%	19.1%
Diversity Index	63.9	61.3	64.3
2020 Population by Race/Ethnicity			
Total	10,405	57,013	151,486
White Alone	62.8%	64.3%	62.9%
Black Alone	17.7%	16.2%	15.3%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	7.1%	8.4%	10.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.0%	6.6%	7.1%
Two or More Races	3.5%	3.8%	3.6%
Hispanic Origin	24.5%	21.7%	23.1%
Diversity Index	72.8	70.5	72.3
2025 Population by Race/Ethnicity			
Total	10,779	63,016	165,956
White Alone	59.0%	60.8%	59.9%
Black Alone	19.2%	17.5%	16.3%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	8.2%	9.6%	11.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.9%	7.3%	7.5%
Two or More Races	3.9%	4.2%	3.9%
Hispanic Origin	27.2%	24.2%	24.9%
Diversity Index	76.3	74.1	75.0
2010 Population by Relationship and Household Type			
Total	9,691	49,018	129,864
In Households	99.5%	99.3%	99.5%
In Family Households	92.9%	92.9%	90.7%
Householder	27.0%	27.4%	27.0%
Spouse	21.3%	22.1%	21.3%
Child	38.4%	37.4%	36.0%
Other relative	4.2%	4.2%	4.6%
Nonrelative	1.9%	1.7%	1.8%
In Nonfamily Households	6.6%	6.4%	8.8%
In Group Quarters	0.5%	0.7%	0.5%
Institutionalized Population	0.5%	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	7,018	38,529	102,405
Less than 9th Grade	1.7%	2.4%	3.5%
9th - 12th Grade, No Diploma	5.3%	4.1%	5.3%
High School Graduate	18.5%	20.5%	18.6%
GED/Alternative Credential	2.2%	3.0%	3.1%
Some College, No Degree	25.9%	26.2%	24.4%
Associate Degree	10.5%	9.1%	9.5%
Bachelor's Degree	25.7%	23.1%	23.4%
Graduate/Professional Degree	10.3%	11.6%	12.3%
2020 Population 15+ by Marital Status			
Total	8,313	45,461	120,670
Never Married	28.8%	28.4%	28.4%
Married	59.7%	59.3%	58.4%
Widowed	3.8%	3.9%	4.2%
Divorced	7.8%	8.4%	8.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,253	33,218	85,352
Population 16+ Employed	91.6%	91.0%	91.2%
Population 16+ Unemployment rate	8.4%	9.0%	8.8%
Population 16-24 Employed	9.5%	10.0%	10.7%
Population 16-24 Unemployment rate	15.9%	17.3%	15.5%
Population 25-54 Employed	65.4%	65.4%	64.9%
Population 25-54 Unemployment rate	7.8%	8.0%	8.0%
Population 55-64 Employed	19.2%	19.0%	18.3%
Population 55-64 Unemployment rate	6.6%	8.0%	7.9%
Population 65+ Employed	5.9%	5.6%	6.1%
Population 65+ Unemployment rate	7.7%	7.5%	7.1%
2020 Employed Population 16+ by Industry			
Total	5,730	30,224	77,836
Agriculture/Mining	0.3%	0.6%	0.9%
Construction	6.7%	6.6%	7.3%
Manufacturing	11.9%	9.7%	9.7%
Wholesale Trade	2.3%	2.7%	2.3%
Retail Trade	10.4%	10.9%	10.8%
Transportation/Utilities	5.4%	5.7%	5.3%
Information	1.7%	2.3%	2.4%
Finance/Insurance/Real Estate	9.1%	9.4%	9.5%
Services	48.3%	49.5%	48.9%
Public Administration	4.0%	2.7%	2.9%
2020 Employed Population 16+ by Occupation			
Total	5,730	30,222	77,836
White Collar	69.7%	72.0%	68.5%
Management/Business/Financial	14.0%	16.7%	16.9%
Professional	28.4%	26.6%	24.3%
Sales	9.8%	12.3%	11.6%
Administrative Support	17.6%	16.3%	15.7%
Services	11.6%	12.1%	13.7%
Blue Collar	18.7%	15.9%	17.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	3.8%	3.1%	4.2%
Installation/Maintenance/Repair	4.1%	3.4%	3.5%
Production	6.1%	4.2%	4.9%
Transportation/Material Moving	4.7%	5.2%	5.1%

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2010 Households by Type			
Total	3,200	15,915	44,320
Households with 1 Person	13.5%	12.7%	17.3%
Households with 2+ People	86.5%	87.3%	82.7%
Family Households	83.4%	84.2%	78.9%
Husband-wife Families	65.8%	68.0%	62.4%
With Related Children	38.4%	37.7%	33.0%
Other Family (No Spouse Present)	17.6%	16.1%	16.5%
Other Family with Male Householder	4.8%	4.6%	4.5%
With Related Children	3.0%	2.9%	2.8%
Other Family with Female Householder	12.8%	11.6%	12.0%
With Related Children	8.7%	7.7%	8.2%
Nonfamily Households	3.1%	3.1%	3.8%
All Households with Children	50.4%	48.6%	44.4%
Multigenerational Households	7.1%	6.3%	5.8%
Unmarried Partner Households	5.2%	4.7%	4.9%
Male-female	4.3%	4.0%	4.2%
Same-sex	0.9%	0.7%	0.7%
2010 Households by Size			
Total	3,200	15,916	44,320
1 Person Household	13.5%	12.7%	17.3%
2 Person Household	27.7%	30.0%	30.8%
3 Person Household	21.5%	20.9%	19.1%
4 Person Household	21.5%	21.1%	18.4%
5 Person Household	10.2%	9.7%	8.8%
6 Person Household	3.8%	3.8%	3.5%
7 + Person Household	1.9%	1.9%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	3,200	15,915	44,320
Owner Occupied	86.7%	87.3%	79.0%
Owned with a Mortgage/Loan	75.9%	75.2%	66.3%
Owned Free and Clear	10.8%	12.1%	12.7%
Renter Occupied	13.3%	12.7%	21.0%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	208	186	167
Percent of Income for Mortgage	9.1%	10.1%	11.5%
Wealth Index	105	127	124
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,326	16,453	46,708
Housing Units Inside Urbanized Area	99.9%	99.2%	99.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	0.8%	0.9%
2010 Population By Urban/ Rural Status			
Total Population	9,691	49,018	129,864
Population Inside Urbanized Area	100.0%	99.3%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	0.8%

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.		Boomburbs (1C)	Boomburbs (1C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$8,107,644	\$48,677,052	\$131,262,385
Average Spent	\$2,405.83	\$2,678.83	\$2,586.09
Spending Potential Index	112	125	121
Education: Total \$	\$6,497,501	\$39,409,179	\$105,456,981
Average Spent	\$1,928.04	\$2,168.80	\$2,077.68
Spending Potential Index	108	121	116
Entertainment/Recreation: Total \$	\$12,210,321	\$72,797,809	\$194,007,802
Average Spent	\$3,623.24	\$4,006.26	\$3,822.29
Spending Potential Index	112	123	118
Food at Home: Total \$	\$19,541,728	\$116,648,233	\$314,815,081
Average Spent	\$5,798.73	\$6,419.47	\$6,202.40
Spending Potential Index	109	120	116
Food Away from Home: Total \$	\$14,169,126	\$85,100,516	\$229,250,619
Average Spent	\$4,204.49	\$4,683.31	\$4,516.63
Spending Potential Index	112	124	120
Health Care: Total \$	\$21,782,652	\$128,719,411	\$343,358,330
Average Spent	\$6,463.69	\$7,083.78	\$6,764.75
Spending Potential Index	112	123	118
HH Furnishings & Equipment: Total \$	\$8,594,866	\$51,119,894	\$136,149,118
Average Spent	\$2,550.41	\$2,813.27	\$2,682.37
Spending Potential Index	117	129	123
Personal Care Products & Services: Total \$	\$3,562,200	\$21,286,515	\$57,037,000
Average Spent	\$1,057.03	\$1,171.46	\$1,123.73
Spending Potential Index	115	127	122
Shelter: Total \$	\$71,578,456	\$427,229,233	\$1,152,363,770
Average Spent	\$21,239.90	\$23,511.60	\$22,703.54
Spending Potential Index	110	121	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,383,819	\$55,582,559	\$146,825,081
Average Spent	\$2,784.52	\$3,058.86	\$2,892.71
Spending Potential Index	119	131	124
Travel: Total \$	\$9,422,728	\$56,134,233	\$148,115,389
Average Spent	\$2,796.06	\$3,089.22	\$2,918.13
Spending Potential Index	116	128	121
Vehicle Maintenance & Repairs: Total \$	\$4,302,953	\$25,468,126	\$69,160,484
Average Spent	\$1,276.84	\$1,401.58	\$1,362.58
Spending Potential Index	110	121	118

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.