



**Round Rock Chamber of Commerce
Economic Development Partnership**

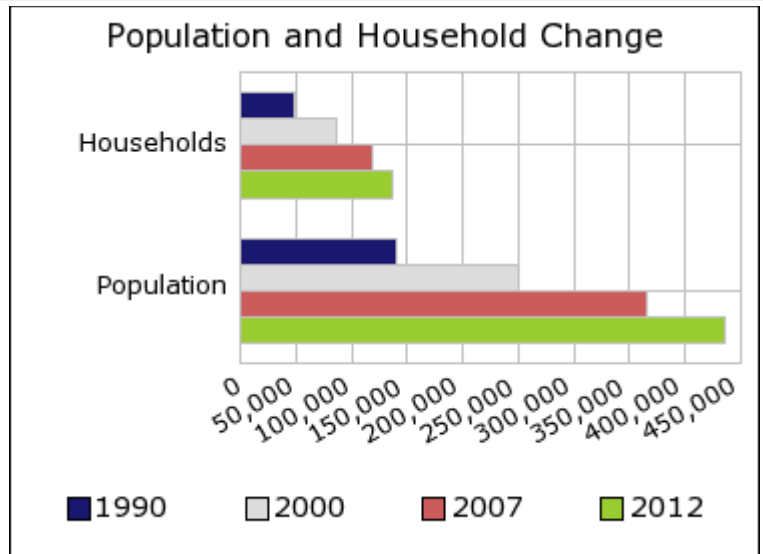
Williamson County, Texas

Executive Summary Report with Charts

Population Demographics:

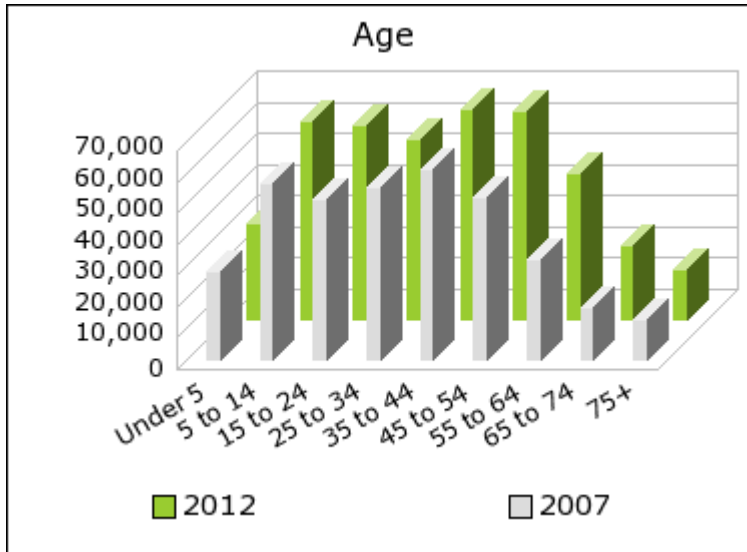
The number of households in the study area in 1990 was **48,790** and changed to **86,766** in 2000, representing a change of **77.8%**. The household count in 2007 was **118,518** and the household projection for 2012 is **137,283**, a change of **15.8%**.

The population in the study area in 1990 was **139,547** and in 2000 it was **249,967**, roughly a **79.1%** change. The population in 2007 was **365,549** and the projection for 2012 is **435,357** representing a change of **19.1%**.



	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
Total Population	139,547	249,967	365,549	435,357	79.1%	19.1%
Total Households	48,790	86,766	118,518	137,283	77.8%	15.8%

Population by Age



In 1990, the median age of the total population in the study area was **30.1**, and in 2000, it was **32.5**. The median age in 2007 is **33.7** and it is predicted to change in five years to **35.4** years. In 2007, females represented **49.8%** of the population with a median age of **34.4** and males represented **50.2%** of the population with a median age of **32.9** years. In 2007, the most prominent age group in this geography is **Age 35 to 44** years. The age group least represented in this geography is **75 +** years.

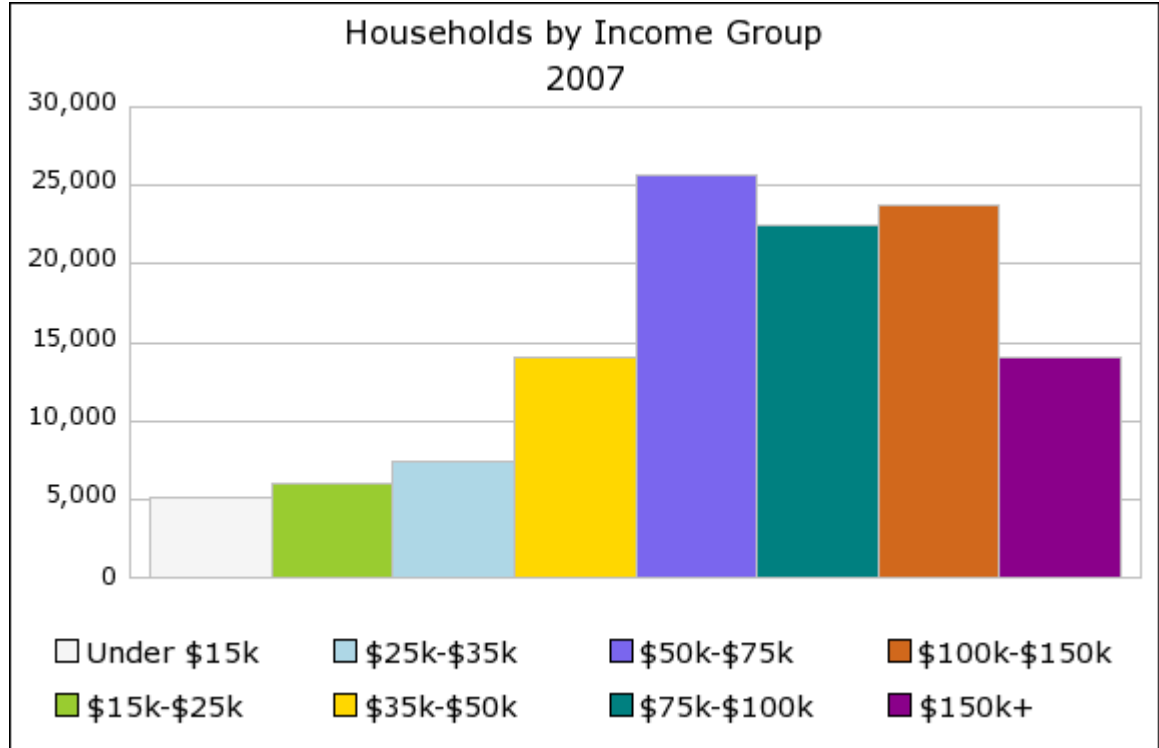
Percent Change

Age Groups

Age Groups	1990 Census	%	2000 Census	%	2007 Estimate	%	2012 Projection	%	1990 to 2000	2007 to 2012
0 to 4	12,247	8.8%	21,322	8.5%	27,949	7.7%	30,899	7.1%	74.1%	10.6%
5 to 14	24,420	17.5%	42,028	16.8%	56,298	15.4%	63,889	14.7%	72.1%	13.5%
15 to 19	10,612	7.6%	17,852	7.1%	26,523	7.3%	32,120	7.4%	68.2%	21.1%
20 to 24	9,126	6.5%	13,828	5.5%	24,669	6.7%	30,147	6.9%	51.5%	22.2%
25 to 34	27,347	19.6%	41,943	16.8%	55,188	15.1%	57,792	13.3%	53.4%	4.7%
35 to 44	24,303	17.4%	46,962	18.8%	61,224	16.7%	67,113	15.4%	93.2%	9.6%
45 to 54	13,079	9.4%	31,449	12.6%	52,325	14.3%	66,656	15.3%	140.5%	27.4%
55 to 64	7,783	5.6%	16,194	6.5%	31,952	8.7%	46,714	10.7%	108.1%	46.2%
65 to 74	5,761	4.1%	10,048	4.0%	16,417	4.5%	23,849	5.5%	74.4%	45.3%
75 +	4,868	3.5%	8,341	3.3%	12,980	3.6%	16,147	3.7%	71.3%	24.4%

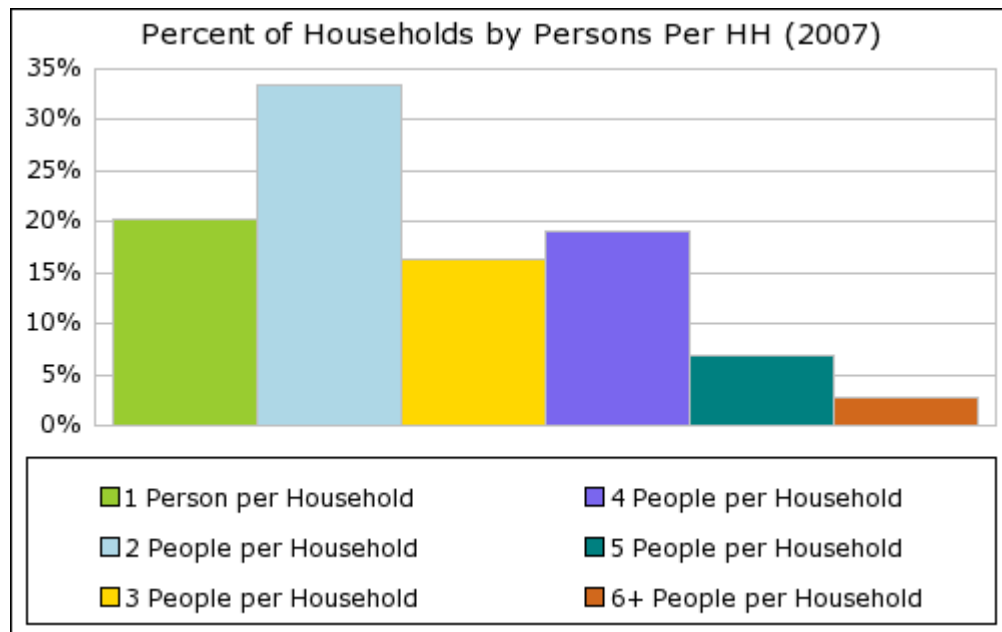
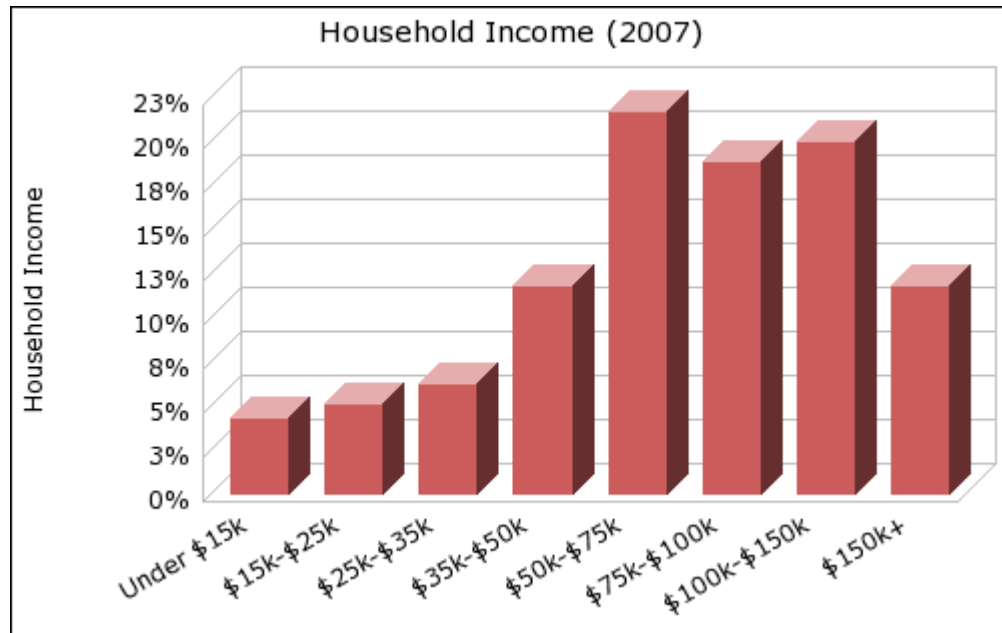
Households by Income

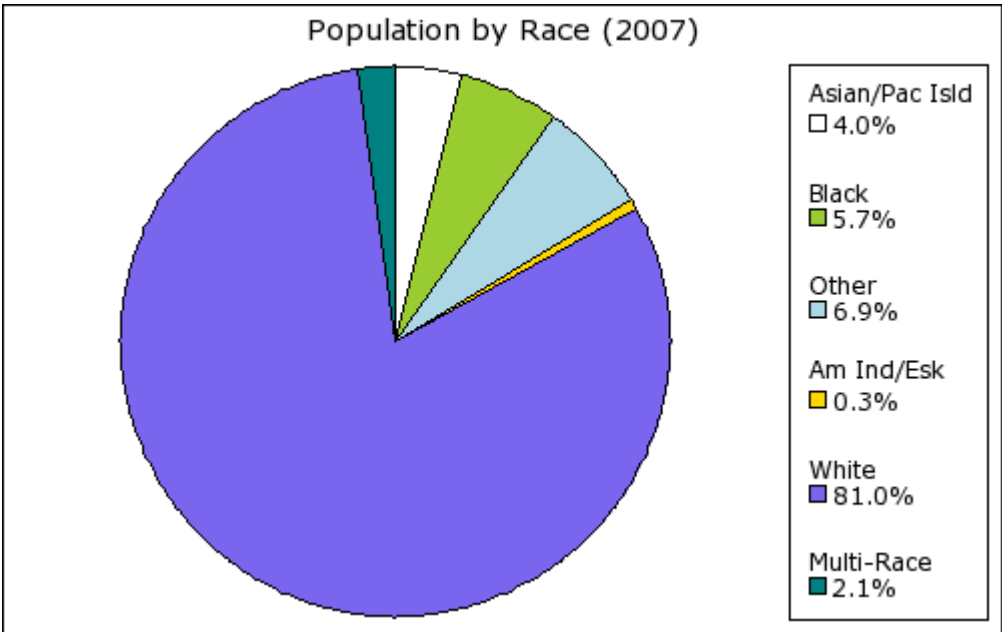
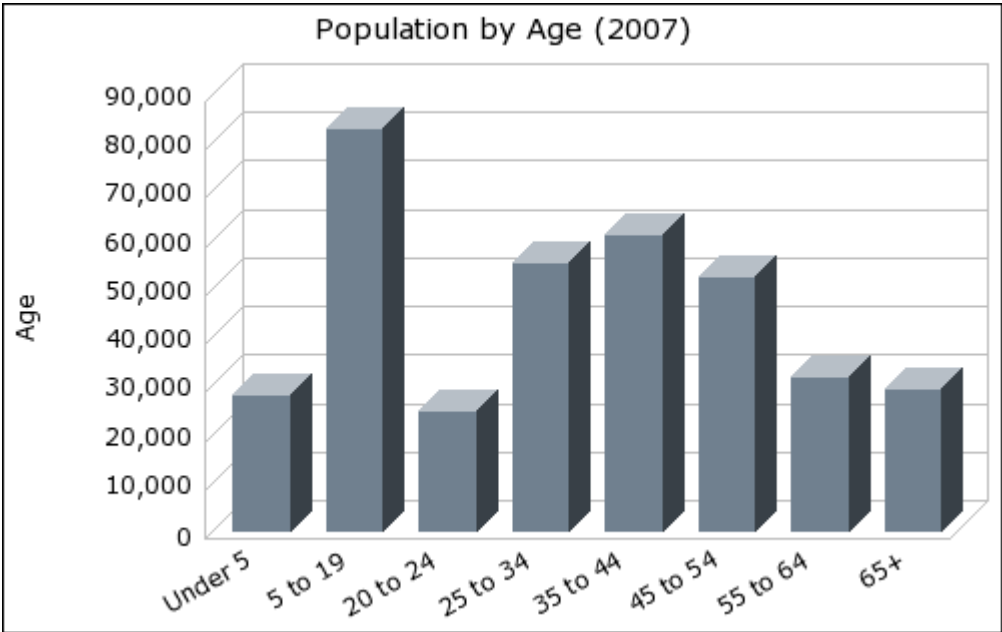
In 2007 the predominant household income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$0 - \$15K**.

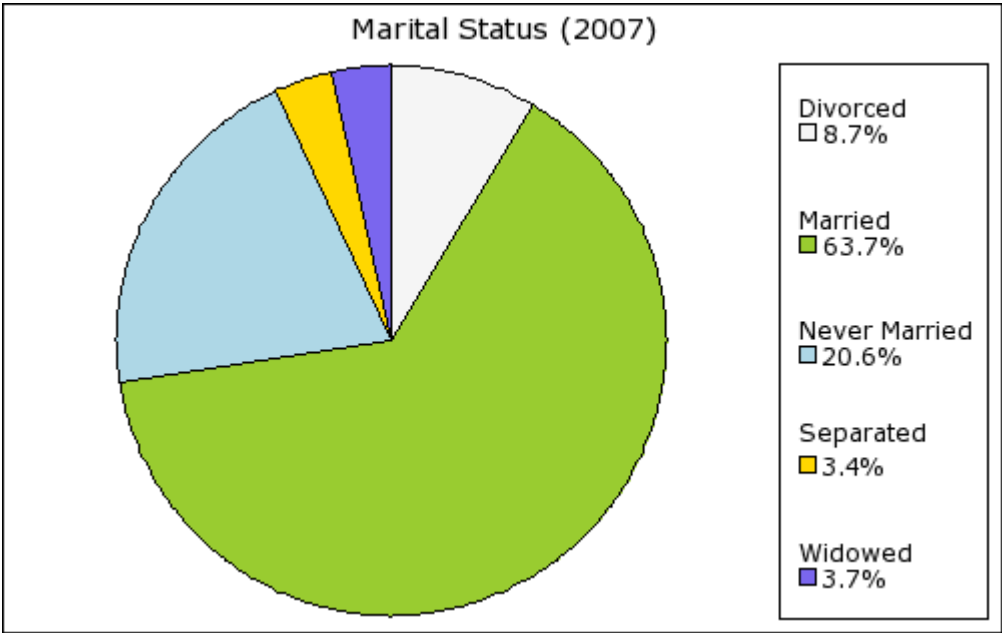
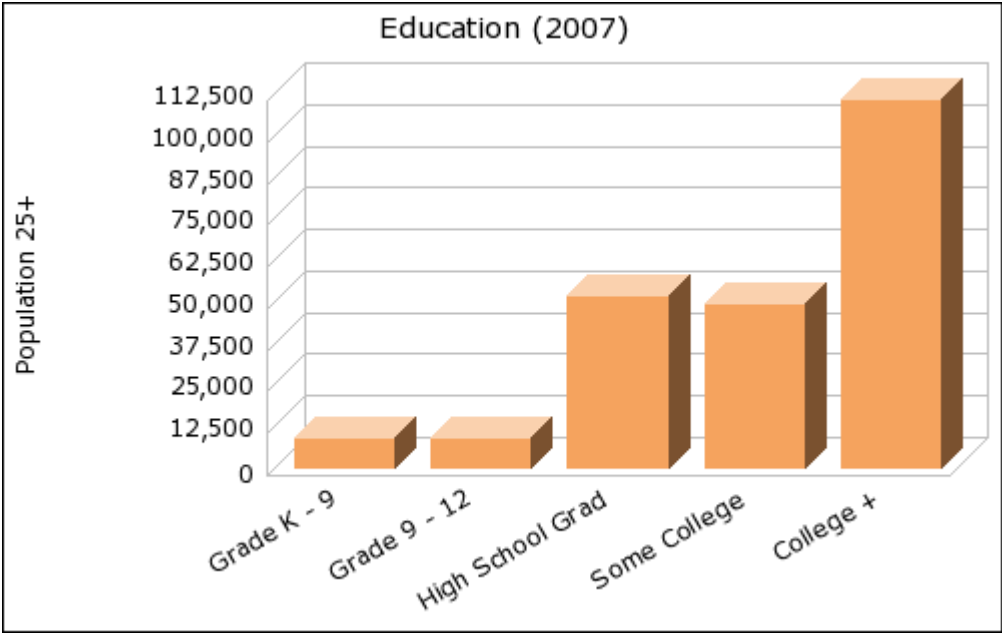


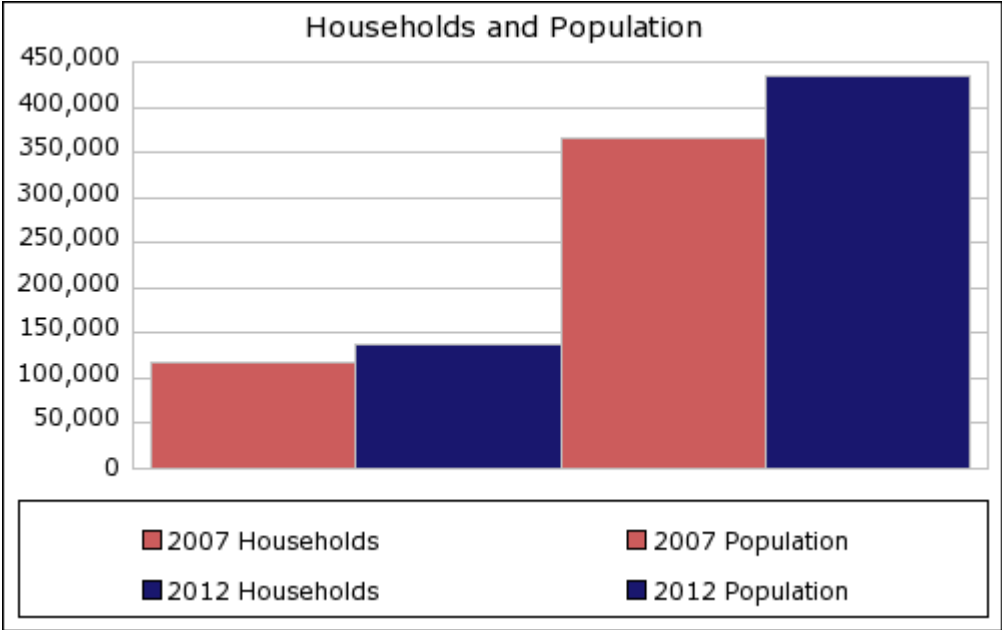
HH Income Categories	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2007 to 2012
\$0 - \$15,000	9,184	18.8%	5,415	6.2%	5,162	4.4%	5,138	3.7%	-41.0%	-0.5%
\$15,000 - \$24,999	8,106	16.6%	6,267	7.2%	6,035	5.1%	5,994	4.4%	-22.7%	-0.7%
\$25,000 - \$34,999	7,945	16.3%	7,933	9.1%	7,410	6.3%	6,713	4.9%	-0.2%	-9.4%
\$35,000 - \$49,999	10,563	21.7%	13,831	15.9%	13,994	11.8%	13,521	9.9%	30.9%	-3.4%
\$50,000 - \$74,999	9,219	18.9%	22,335	25.7%	25,716	21.7%	26,674	19.4%	142.3%	3.7%
\$75,000 - \$99,999	2,481	5.1%	14,874	17.1%	22,408	18.9%	24,146	17.6%	499.5%	7.8%
\$100,000 - \$149,999	982	2.0%	11,459	13.2%	23,754	20.0%	32,626	23.8%	1,066.9%	37.4%
\$150,000 +	325	0.7%	4,652	5.4%	14,039	11.8%	22,471	16.4%	1,331.4%	60.1%
Average Hhld Income	\$38,337		\$70,068		\$79,043		\$84,935		82.8%	7.5%
Median Hhld Income	\$33,844		\$60,775		\$75,924		\$86,033		79.6%	13.3%
Per Capita Income	\$13,485		\$24,321		\$26,043		\$27,151		80.4%	4.3%

Demographic Snapshot Summary Report with Charts









Demographic Detail Summary Report

Population Demographics

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
Total Population	139,547		249,967		365,549		435,357		79.1%	19.1%
Population Density (Pop/Sq Mi)	123.0		220.3		322.2		383.8		79.1%	19.1%
Total Households	48,790		86,766		118,518		137,283		77.8%	15.8%

Population by Gender:

Male	68,680	49.2%	124,517	49.8%	183,377	50.2%	218,995	50.3%	81.3%	19.4%
Female	70,867	50.8%	125,450	50.2%	182,172	49.8%	216,362	49.7%	77.0%	18.8%

Population by Race/Ethnicity

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
White	121,908	87.4%	205,994	82.4%	296,276	81.1%	351,805	80.8%	69.0%	18.7%
Black	6,862	4.9%	12,790	5.1%	20,734	5.7%	25,131	5.8%	86.4%	21.2%
American Indian or Alaska Native	508	0.4%	1,130	0.5%	1,155	0.3%	1,123	0.3%	122.4%	-2.8%
Asian or Pacific Islander	1,844	1.3%	6,793	2.7%	14,478	4.0%	19,482	4.5%	268.4%	34.6%
Some Other Race	8,420	6.0%	17,976	7.2%	25,080	6.9%	29,165	6.7%	113.5%	16.3%
Two or More Races			5,284	2.1%	7,826	2.1%	8,651	2.0%		10.5%
Hispanic Ethnicity	20,004	14.3%	42,990	17.2%	74,597	20.4%	95,649	22.0%	114.9%	28.2%
Not Hispanic or Latino	119,542	85.7%	206,977	82.8%	290,952	79.6%	339,708	78.0%	73.1%	16.8%

Population by Age

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
0 to 4	12,247	8.8%	21,322	8.5%	27,949	7.7%	30,899	7.1%	74.1%	10.6%
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65 to 74	5,761	4.1%	10,048	4.0%	16,417	4.5%	23,849	5.5%	74.4%	45.3%
75 to 84	3,678	2.6%	5,997	2.4%	9,339	2.6%	11,775	2.7%	63.1%	26.1%
85+	1,190	0.9%	2,344	0.9%	3,641	1.0%	4,372	1.0%	97.0%	20.1%

Median Age:

Total Population	30.1	32.5	33.7	35.4	7.9%	5.3%
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Households by Income

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	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
\$0 - \$15,000	9,184	18.8%	5,415	6.2%	5,162	4.4%	5,138	3.7%	-41.0%	-0.5%
\$15,000 - \$24,999	8,106	16.6%	6,267	7.2%	6,035	5.1%	5,994	4.4%	-22.7%	-0.7%
\$25,000 - \$34,999	7,945	16.3%	7,933	9.1%	7,410	6.3%	6,713	4.9%	-0.2%	-9.4%
\$35,000 - \$49,999	10,563	21.7%	13,831	15.9%	13,994	11.8%	13,521	9.9%	30.9%	-3.4%
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Average Hhld Income	\$38,337		\$70,068		\$79,043		\$84,935		82.8%	7.5%
Median Hhld Income	\$33,844		\$60,775		\$75,924		\$86,033		79.6%	13.3%
Per Capita Income	\$13,485		\$24,321		\$26,043		\$27,151		80.4%	4.3%

Employment and Business

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
Age 16 + Population	100,631		182,624		276,439		334,749		81.5%	21.1%
In Labor Force	74,706	74.2%	133,021	72.8%	205,553	74.4%	248,636	74.3%	78.1%	21.0%
Employed	71,080	95.2%	128,936	96.9%	193,397	94.1%	233,906	94.1%	81.4%	20.9%
Unemployed	3,240	4.3%	3,692	2.8%	11,682	5.7%	14,139	5.7%	14.0%	21.0%
In Armed Forces	426	0.4%	393	0.3%	474	0.2%	591	0.2%	-7.7%	24.7%
Not In Labor Force	25,925	25.8%	49,603	27.2%	70,412	25.5%	85,522	25.6%	91.3%	21.5%
Number of Employees (Daytime Pop)					106,794					
Number of Establishments					11,030					
Emp in Blue Collar Occupations			37,827	29.3%						
Emp in White Collar Occupations			91,109	70.7%						

Housing Units

									Percent Change	
	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Total Housing Units	54,463		90,325		127,934		150,644		65.8%	17.8%
Owner Occupied	31,210	57.3%	64,380	71.3%	85,856	67.1%	98,645	65.5%	106.3%	14.9%
Renter Occupied	17,582	32.3%	22,386	24.8%	32,662	25.5%	38,638	25.7%	27.3%	18.3%
Vacant	5,674	10.4%	3,559	3.9%	9,416	7.4%	13,361	8.9%	-37.3%	41.9%

Vehicles Available

									Percent Change	
	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Average Vehicles Per Hhld	1.90%		1.80%		1.90%		2.10%		-1.7%	14.5%
0 Vehicles Available	2,021	3.7%	2,817	3.3%	3,756	3.2%	4,333	3.2%	39.4%	15.4%
1 Vehicle Available	14,591	27.0%	23,077	26.6%	35,372	29.9%	43,415	31.6%	58.2%	22.7%
2+ Vehicles Available	37,455	69.3%	60,872	70.2%	79,390	67.0%	89,535	65.2%	62.5%	12.8%

Marital Status

									Percent Change	
	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Age 15+ Population	102,879		186,617		281,278		340,538		81.4%	21.1%
Married, Spouse Present	64,712	62.9%	115,363	61.8%	179,101	63.7%	219,086	64.3%	78.3%	22.3%
Married, Spouse Absent	1,906	1.9%	7,315	3.9%	9,525	3.4%	10,930	3.2%	283.8%	14.8%
Divorced	8,772	8.5%	16,885	9.1%	24,477	8.7%	29,181	8.6%	92.5%	19.2%
Widowed	5,101	5.0%	7,238	3.9%	10,289	3.7%	12,219	3.6%	41.9%	18.8%
Never Married	22,389	21.8%	39,816	21.3%	57,868	20.6%	69,100	20.3%	77.8%	19.4%

Educational Attainment

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
Age 25+ Population	83,141		154,937		230,086		278,271		86.4%	20.9%
Grade K - 8	7,339	8.8%	5,919	3.8%	9,027	3.9%	9,352	3.4%	-19.3%	3.6%
Grade 9 - 12	8,060	9.7%	9,897	6.4%	8,918	3.9%	7,396	2.7%	22.8%	-17.1%
High School Graduate	21,633	26.0%	34,379	22.2%	51,935	22.6%	62,643	22.5%	58.9%	20.6%
Some College, No Degree	20,403	24.5%	40,873	26.4%	49,256	21.4%	50,923	18.3%	100.3%	3.4%
Associates Degree	5,211	6.3%	10,297	6.7%	17,842	7.8%	23,339	8.4%	97.6%	30.8%
Bachelor's Degree	15,122	18.2%	37,864	24.4%	66,384	28.9%	87,997	31.6%	150.4%	32.6%
Graduate Degree	5,367	6.5%	14,236	9.2%	26,724	11.6%	36,621	13.2%	165.3%	37.0%
No Schooling Completed			1,472	1.0%						

Round Rock Economic Development Partnership
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Source: Spatial Reengineering Consultants (SRC), LLC

The Round Rock Economic Development Partnership is funded through a public-private partnership between the City of Round Rock, Texas and the Momentum investors of the Round Rock Chamber of Commerce.