



Round Rock Chamber of Commerce Economic Development Partnership

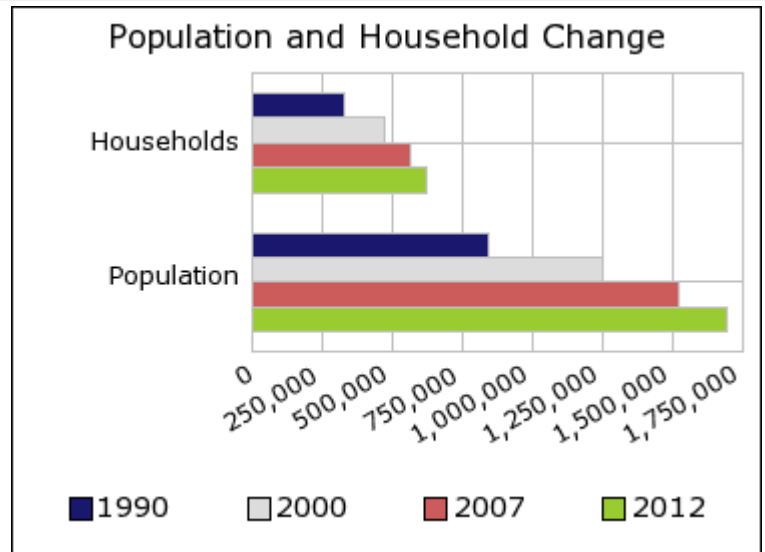
Austin-Round Rock, MSA

Executive Summary Report with Charts

Population Demographics:

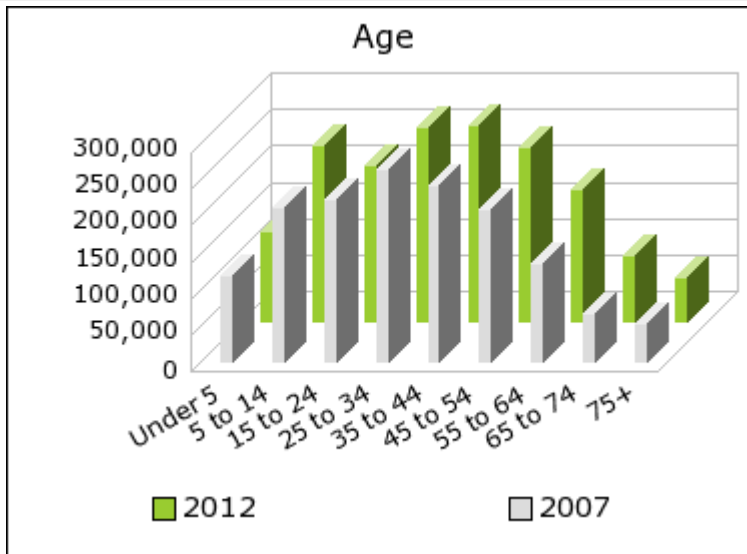
The number of households in the study area in 1990 was **325,996** and changed to **471,855** in 2000, representing a change of **44.7%**. The household count in 2007 was **565,006** and the household projection for 2012 is **623,057**, a change of **10.3%**.

The population in the study area in 1990 was **846,226** and in 2000 it was **1,249,763**, roughly a **47.7%** change. The population in 2007 was **1,521,851** and the projection for 2012 is **1,694,261** representing a change of **11.3%**.



	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
Total Population	846,226	1,249,763	1,521,851	1,694,261	47.7%	11.3%
Total Households	325,996	471,855	565,006	623,057	44.7%	10.3%

Population by Age

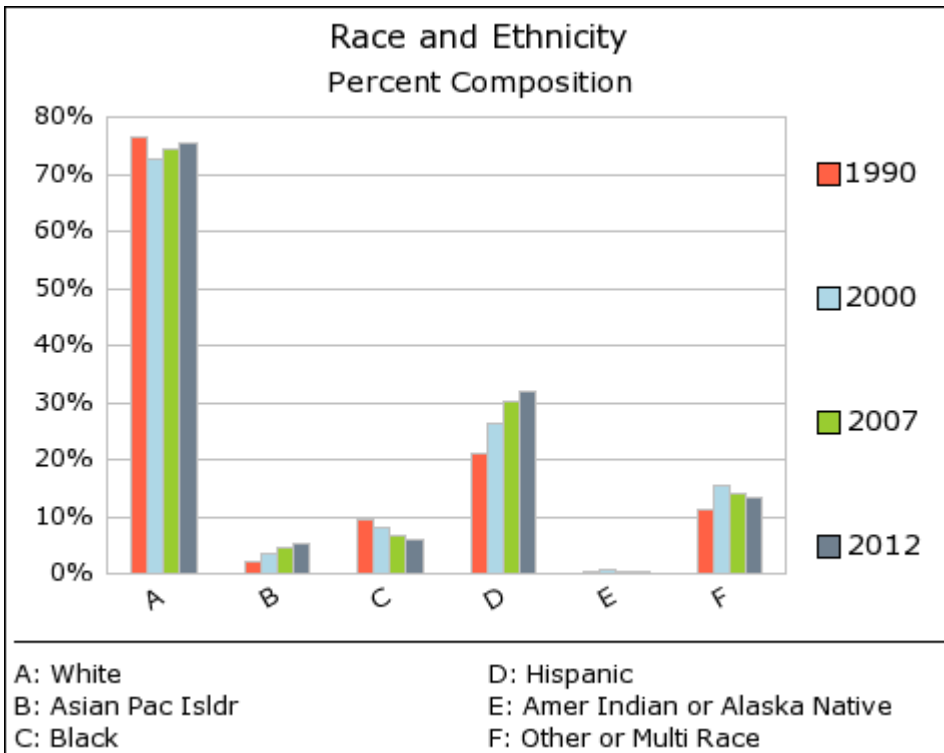


In 1990, the median age of the total population in the study area was **29.6**, and in 2000, it was **31.0**. The median age in 2007 is **32.9** and it is predicted to change in five years to **34.9** years. In 2007, females represented **48.9%** of the population with a median age of **33.4** and males represented **51.1%** of the population with a median age of **32.5** years. In 2007, the most prominent age group in this geography is **Age 25 to 34** years. The age group least represented in this geography is **75 +** years.

Age Groups

Age Groups	1990		2000		2007		2012		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2007 to 2012
0 to 4	65,846	7.8%	93,064	7.5%	117,627	7.7%	123,869	7.3%	41.3%	5.3%
5 to 14	118,454	14.0%	173,752	13.9%	211,360	13.9%	241,598	14.3%	46.7%	14.3%
15 to 19	66,565	7.9%	93,911	7.5%	101,540	6.7%	106,767	6.3%	41.1%	5.1%
20 to 24	91,104	10.8%	123,298	9.9%	121,187	8.0%	108,918	6.4%	35.3%	-10.1%
25 to 34	176,120	20.8%	228,717	18.3%	265,111	17.4%	268,308	15.8%	29.9%	1.2%
35 to 44	138,015	16.3%	212,146	17.0%	243,144	16.0%	271,030	16.0%	53.7%	11.5%
45 to 54	73,231	8.7%	155,896	12.5%	209,070	13.7%	240,163	14.2%	112.9%	14.9%
55 to 64	50,845	6.0%	78,335	6.3%	134,343	8.8%	180,971	10.7%	54.1%	34.7%
65 to 74	38,122	4.5%	49,468	4.0%	66,628	4.4%	92,192	5.4%	29.8%	38.4%
75 +	27,899	3.3%	41,176	3.3%	52,139	3.4%	60,708	3.6%	47.6%	16.4%

Population by Race/Ethnicity



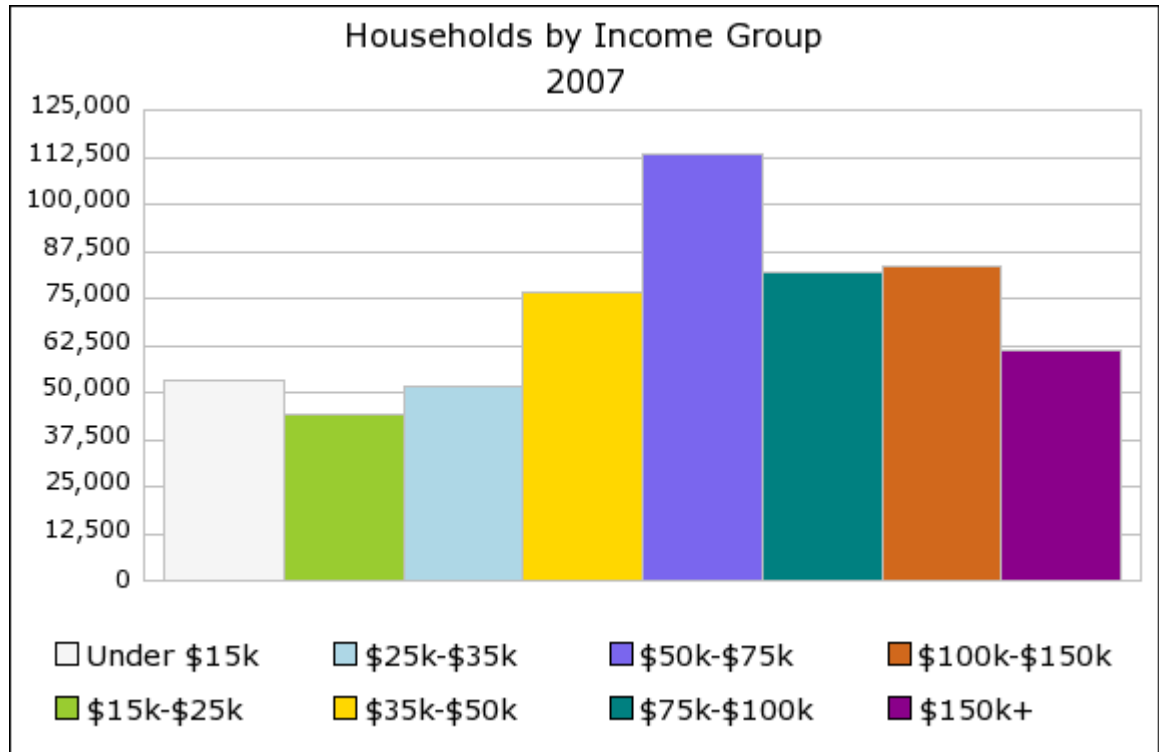
In 2007, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity

Race & Ethnicity	1990		2000		2007		2012		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2007 to 2012
White	648,549	76.6%	905,970	72.5%	1,130,644	74.3%	1,275,397	75.3%	39.7%	12.8%
Black	79,591	9.4%	99,432	8.0%	99,754	6.6%	100,651	5.9%	24.9%	0.9%
American Indian or Alaska Native	3,071	0.4%	7,092	0.6%	6,137	0.4%	5,518	0.3%	130.9%	-10.1%
Asian or Pacific Islander	18,965	2.2%	44,899	3.6%	70,181	4.6%	87,419	5.2%	136.7%	24.6%
Other Race	96,024	11.4%	159,378	12.8%	175,611	11.5%	185,209	10.9%	66.0%	5.5%
Two or More Races			32,992	2.6%	39,515	2.6%	40,067	2.4%		1.4%
Hispanic Ethnicity	176,864	20.9%	327,760	26.2%	456,655	30.0%	542,825	32.0%	85.3%	18.9%
Not Hispanic or Latino	669,363	79.1%	922,003	73.8%	1,065,196	70.0%	1,151,436	68.0%	37.7%	8.1%

Households by Income

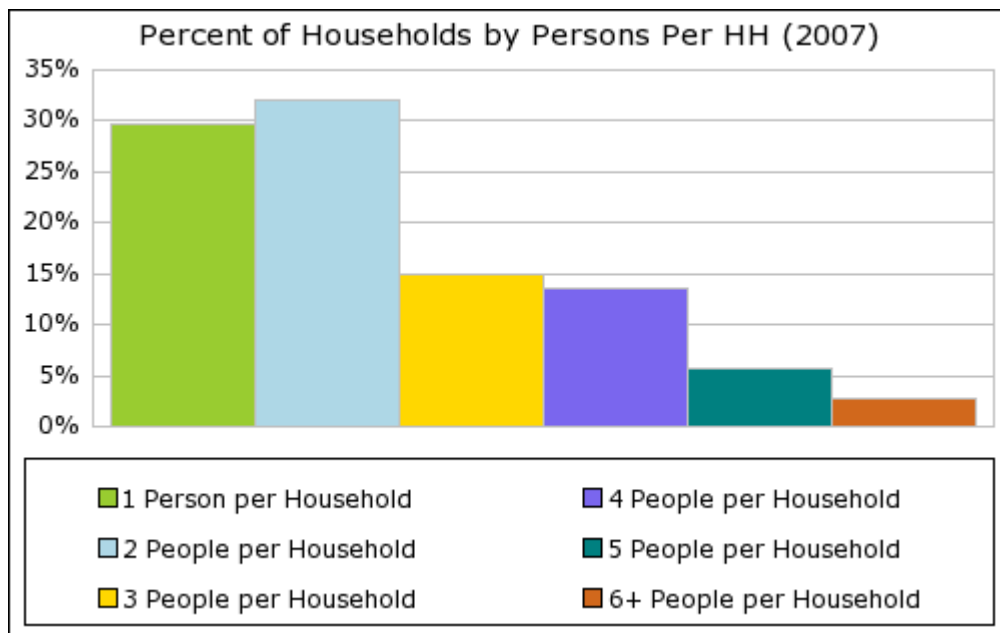
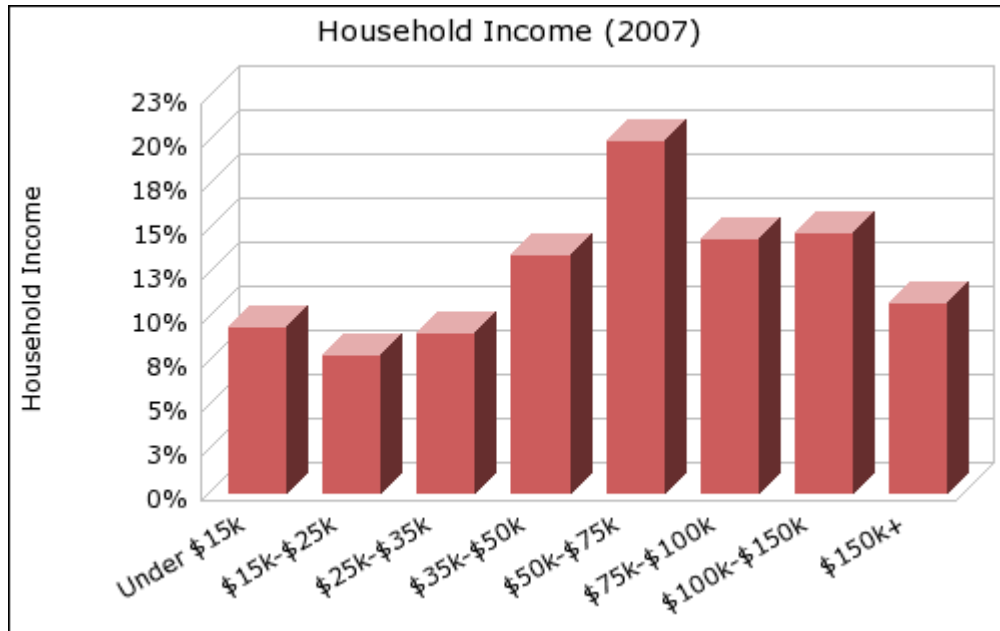
In 2007 the predominant household income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$15K - \$25K**.

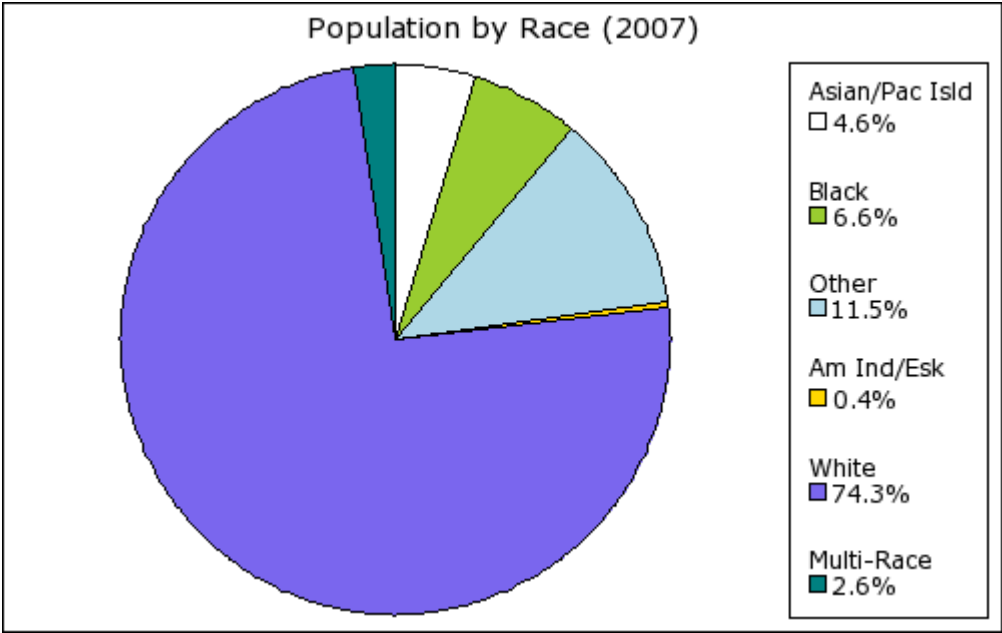
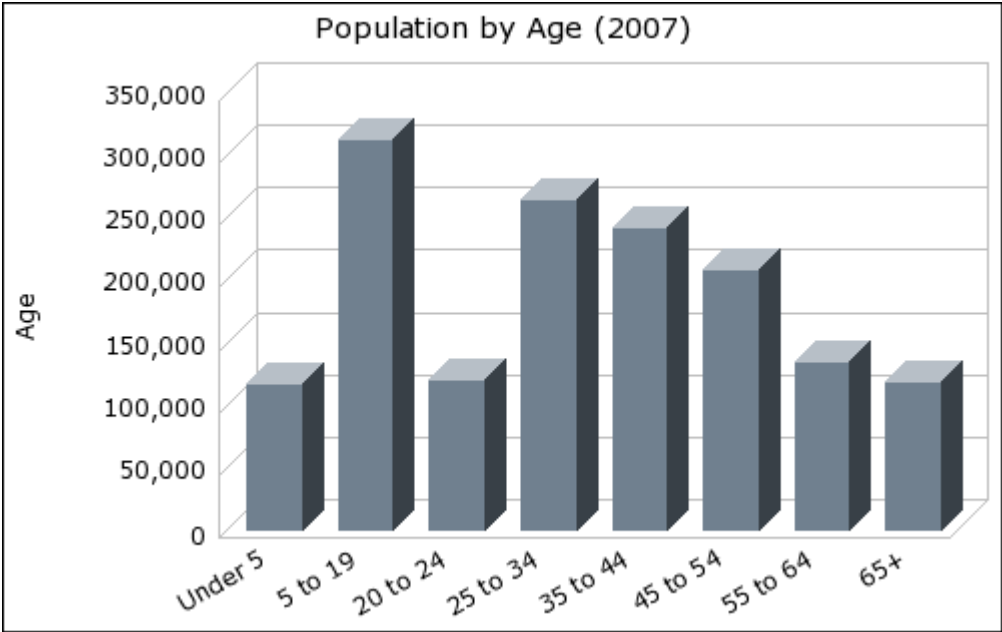


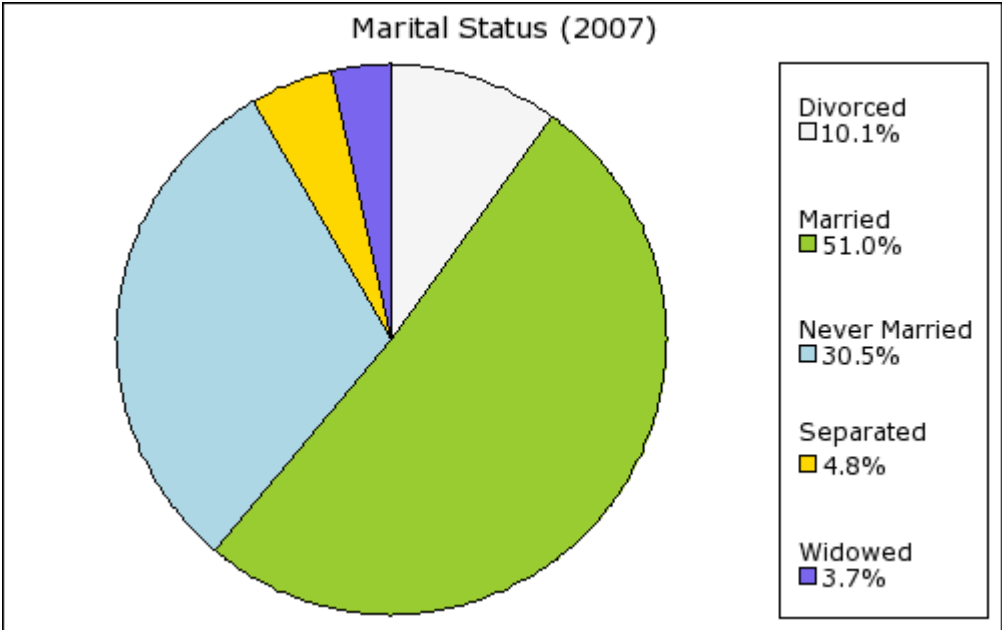
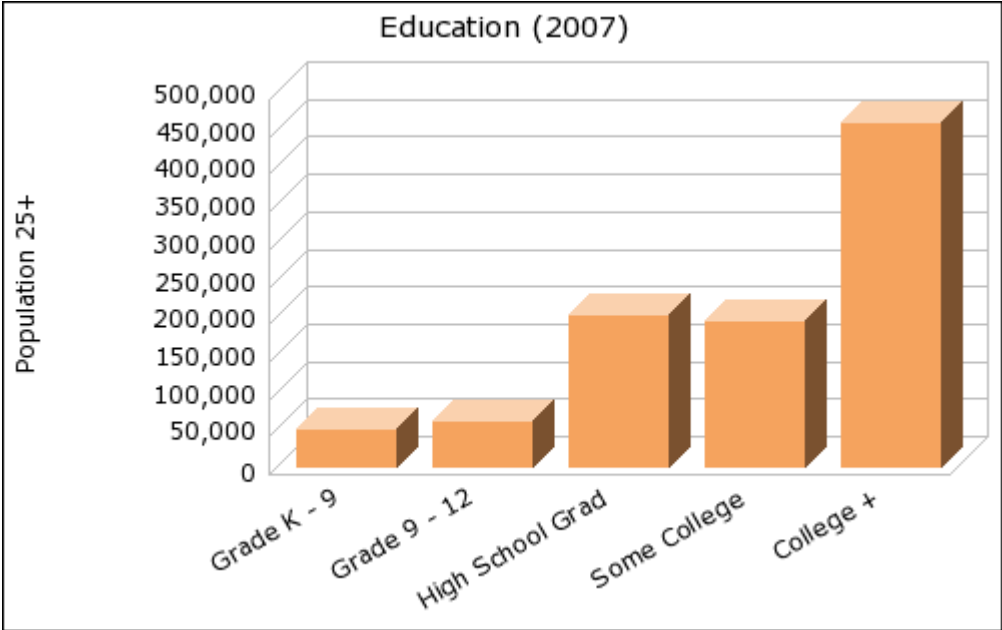
HH Income Categories

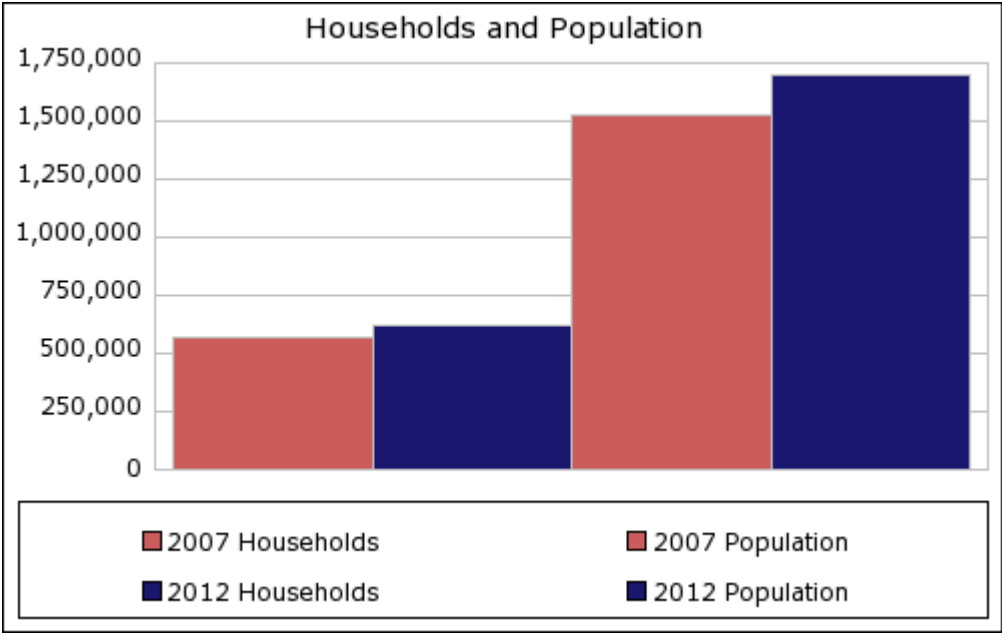
	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2007 to 2012
\$0 - \$15,000	84,634	26.0%	57,985	12.3%	53,364	9.4%	51,915	8.3%	-31.5%	-2.7%
\$15,000 - \$24,999	61,401	18.8%	49,933	10.6%	44,233	7.8%	42,783	6.9%	-18.7%	-3.3%
\$25,000 - \$34,999	51,503	15.8%	56,408	12.0%	51,346	9.1%	45,616	7.3%	9.5%	-11.2%
\$35,000 - \$49,999	55,944	17.2%	76,076	16.1%	76,631	13.6%	76,327	12.3%	36.0%	-0.4%
\$50,000 - \$74,999	45,113	13.8%	98,917	21.0%	113,157	20.0%	118,792	19.1%	119.3%	5.0%
\$75,000 - \$99,999	15,095	4.6%	58,081	12.3%	81,777	14.5%	88,542	14.2%	284.8%	8.3%
\$100,000 - \$149,999	7,914	2.4%	46,250	9.8%	83,264	14.7%	110,009	17.7%	484.4%	32.1%
\$150,000 +	4,392	1.4%	28,205	6.0%	61,234	10.8%	89,073	14.3%	542.2%	45.5%
Average Hhld Income	\$36,175		\$64,095		\$73,177		\$78,378		77.2%	7.1%
Median Hhld Income	\$28,030		\$49,025		\$61,456		\$70,462		74.9%	14.7%
Per Capita Income	\$14,147		\$24,199		\$27,864		\$29,501		71.1%	5.9%

Demographic Snapshot Summary Report with Charts









Demographic Detail Summary Report

Population Demographics

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2007 to 2012
Total Population	846,226		1,249,763		1,521,851		1,694,261		47.7%	11.3%
Population Density (Pop/Sq Mi)	197.7		292.0		355.6		395.9		47.7%	11.3%
Total Households	325,996		471,855		565,006		623,057		44.7%	10.3%

Population by Gender:

Male	422,519	49.9%	635,067	50.8%	777,196	51.1%	867,433	51.2%	50.3%	11.6%
Female	423,707	50.1%	614,696	49.2%	744,655	48.9%	826,828	48.8%	45.1%	11.0%

Population by Race/Ethnicity

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2007 to 2012
White	648,549	76.6%	905,970	72.5%	1,130,644	74.3%	1,275,397	75.3%	39.7%	12.8%
Black	79,591	9.4%	99,432	8.0%	99,754	6.6%	100,651	5.9%	24.9%	0.9%
American Indian or Alaska Native	3,071	0.4%	7,092	0.6%	6,137	0.4%	5,518	0.3%	130.9%	-10.1%
Asian or Pacific Islander	18,965	2.2%	44,899	3.6%	70,181	4.6%	87,419	5.2%	136.7%	24.6%
Some Other Race	96,024	11.4%	159,378	12.8%	175,611	11.5%	185,209	10.9%	66.0%	5.5%
Two or More Races			32,992	2.6%	39,515	2.6%	40,067	2.4%		1.4%
Hispanic Ethnicity	176,864	20.9%	327,760	26.2%	456,655	30.0%	542,825	32.0%	85.3%	18.9%
Not Hispanic or Latino	669,363	79.1%	922,003	73.8%	1,065,196	70.0%	1,151,436	68.0%	37.7%	8.1%

Population by Age

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2007 to 2012
0 to 4	65,846	7.8%	93,064	7.5%	117,627	7.7%	123,869	7.3%	41.3%	5.3%
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55 to 64	50,845	6.0%	78,335	6.3%	134,343	8.8%	180,971	10.7%	54.1%	34.7%
65 to 74	38,122	4.5%	49,468	4.0%	66,628	4.4%	92,192	5.4%	29.8%	38.4%
75 to 84	20,997	2.5%	30,070	2.4%	37,748	2.5%	44,256	2.6%	43.2%	17.2%
85+	6,902	0.8%	11,106	0.9%	14,391	1.0%	16,452	1.0%	60.9%	14.3%

Median Age:

Total Population	29.6	31.0	32.9	34.9	4.8%	6.2%
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Households by Income

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
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\$15,000 - \$24,999	61,401	18.8%	49,933	10.6%	44,233	7.8%	42,783	6.9%	-18.7%	-3.3%
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\$75,000 - \$99,999	15,095	4.6%	58,081	12.3%	81,777	14.5%	88,542	14.2%	284.8%	8.3%
\$100,000 - \$149,999	7,914	2.4%	46,250	9.8%	83,264	14.7%	110,009	17.7%	484.4%	32.1%
\$150,000 +	4,392	1.4%	28,205	6.0%	61,234	10.8%	89,073	14.3%	542.2%	45.5%
Average Hhld Income	\$36,175		\$64,095		\$73,177		\$78,378		77.2%	7.1%
Median Hhld Income	\$28,030		\$49,025		\$61,456		\$70,462		74.9%	14.7%
Per Capita Income	\$14,147		\$24,199		\$27,864		\$29,501		71.1%	5.9%

Employment and Business

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
Age 16 + Population	651,325		966,415		1,173,432		1,308,320		48.4%	11.5%
In Labor Force	464,710	71.4%	689,460	71.3%	860,948	73.4%	958,902	73.3%	48.4%	11.4%
Employed	432,112	93.0%	660,632	95.8%	800,946	93.0%	892,139	93.0%	52.9%	11.4%
Unemployed	27,198	5.9%	27,771	4.0%	58,753	6.8%	65,315	6.8%	2.1%	11.2%
In Armed Forces	5,428	0.8%	1,057	0.2%	1,249	0.1%	1,448	0.1%	-80.5%	15.9%
Not In Labor Force	186,615	28.7%	276,955	28.7%	311,235	26.5%	347,970	26.6%	48.4%	11.8%
Number of Employees (Daytime Pop)					754,948					
Number of Establishments					62,284					
Emp in Blue Collar Occupations			207,500	31.4%						
Emp in White Collar Occupations			453,132	68.6%						

Housing Units

									Percent Change	
	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Total Housing Units	370,307		496,004		625,887		707,999		33.9%	13.1%
Owner Occupied	166,995	45.1%	274,712	55.4%	343,596	54.9%	386,547	54.6%	64.5%	12.5%
Renter Occupied	159,001	42.9%	197,143	39.7%	221,410	35.4%	236,510	33.4%	24.0%	6.8%
Vacant	44,318	12.0%	24,149	4.9%	60,881	9.7%	84,942	12.0%	-45.5%	39.5%

Vehicles Available

									Percent Change	
	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Average Vehicles Per Hhld	1.70%		1.60%		1.80%		1.90%		-1.0%	10.8%
0 Vehicles Available	23,355	6.4%	28,060	6.0%	29,561	5.2%	30,424	4.9%	20.1%	2.9%
1 Vehicle Available	124,173	34.1%	168,198	35.7%	207,984	36.8%	233,897	37.5%	35.5%	12.5%
2+ Vehicles Available	217,120	59.5%	275,597	58.4%	327,461	58.0%	358,736	57.6%	26.9%	9.6%

Marital Status

									Percent Change	
	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Age 15+ Population	661,901		982,947		1,193,162		1,329,057		48.5%	11.4%
Married, Spouse Present	337,040	50.9%	475,192	48.3%	608,635	51.0%	692,798	52.1%	41.0%	13.8%
Married, Spouse Absent	14,730	2.2%	51,025	5.2%	56,920	4.8%	61,099	4.6%	246.4%	7.3%
Divorced	65,338	9.9%	101,856	10.4%	120,038	10.1%	131,907	9.9%	55.9%	9.9%
Widowed	31,192	4.7%	37,725	3.8%	43,966	3.7%	48,144	3.6%	20.9%	9.5%
Never Married	213,615	32.3%	317,149	32.3%	363,584	30.5%	395,042	29.7%	48.5%	8.7%

]

Educational Attainment

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
Age 25+ Population	504,232		765,738		970,435		1,113,372		51.9%	14.7%
Grade K - 8	43,275	8.6%	42,390	5.5%	51,025	5.3%	46,957	4.2%	-2.0%	-8.0%
Grade 9 - 12	51,397	10.2%	61,557	8.0%	62,397	6.4%	60,612	5.4%	19.8%	-2.9%
High School Graduate	109,491	21.7%	152,110	19.9%	203,815	21.0%	239,710	21.5%	38.9%	17.6%
Some College, No Degree	118,636	23.5%	174,566	22.8%	194,292	20.0%	201,898	18.1%	47.1%	3.9%
Associates Degree	26,489	5.3%	41,634	5.4%	66,147	6.8%	85,876	7.7%	57.2%	29.8%
Bachelor's Degree	102,796	20.4%	185,780	24.3%	265,417	27.4%	327,355	29.4%	80.7%	23.3%
Graduate Degree	52,111	10.3%	95,188	12.4%	127,342	13.1%	150,964	13.6%	82.7%	18.6%
No Schooling Completed			12,513	1.6%						

Round Rock Economic Development Partnership
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 Round Rock, TX 78664
 (512) 255-5805
www.roundrocktex.com

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.