



Round Rock Chamber of Commerce Economic Development Partnership

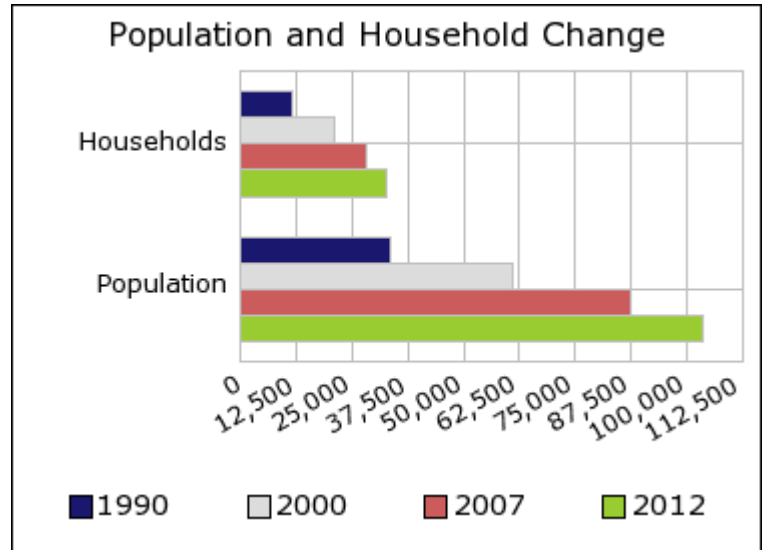
Round Rock, Texas

Executive Summary Report with Charts

Population Demographics:

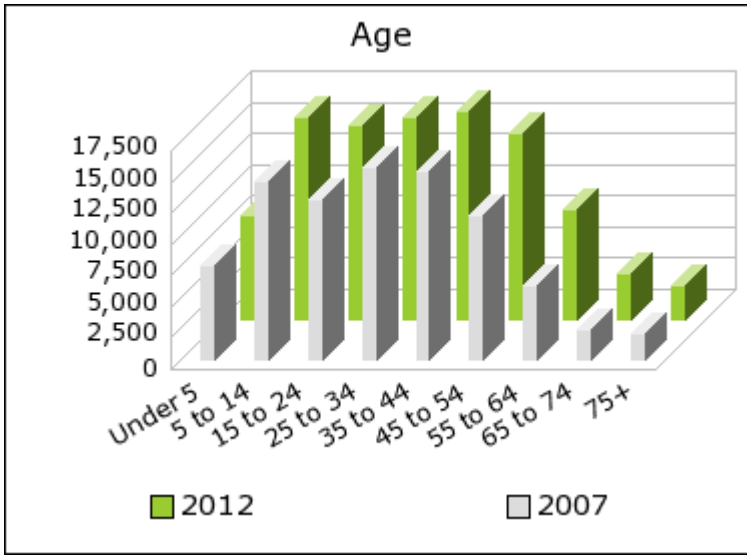
The number of households in the study area in 1990 was **11,477** and changed to **21,070** in 2000, representing a change of **83.6%**. The household count in 2007 was **28,194** and the household projection for 2012 is **32,558**, a change of **15.5%**.

The population in the study area in 1990 was **33,408** and in 2000 it was **61,125**, roughly a **83.0%** change. The population in 2007 was **87,224** and the projection for 2012 is **103,470** representing a change of **18.6%**.



	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
Total Population	33,408	61,125	87,224	103,470	83.0%	18.6%
Total Households	11,477	21,070	28,194	32,558	83.6%	15.5%

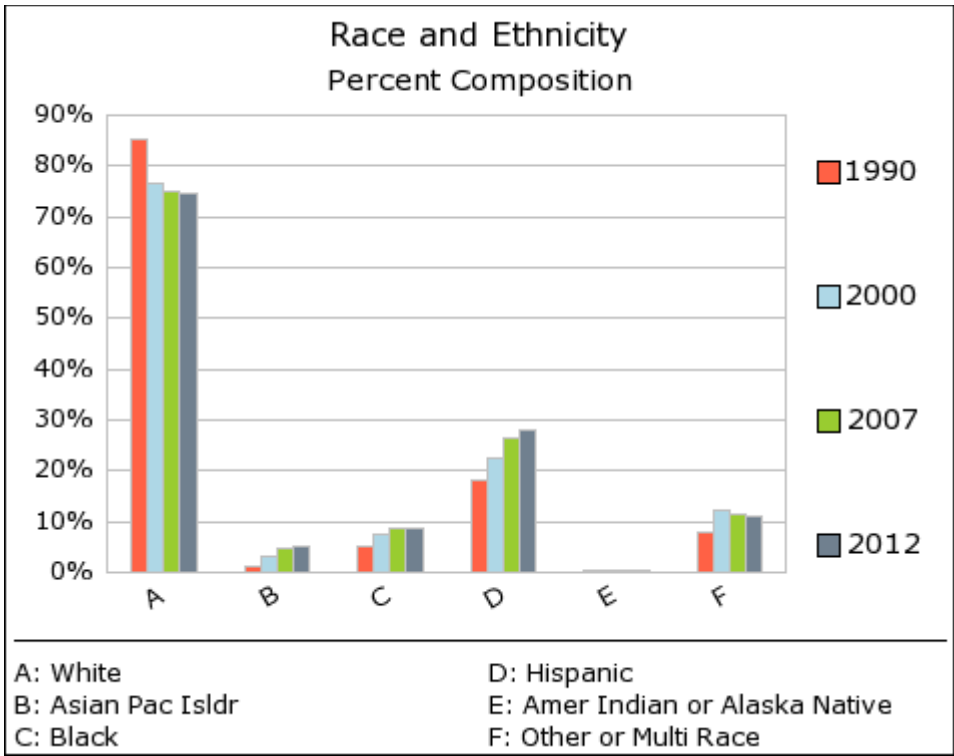
Population by Age



In 1990, the median age of the total population in the study area was **28.4**, and in 2000, it was **30.3**. The median age in 2007 is **31.0** and it is predicted to change in five years to **32.0** years. In 2007, females represented **49.9%** of the population with a median age of **31.5** and males represented **50.1%** of the population with a median age of **30.4** 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	Percent Change									
	1990 Census	%	2000 Census	%	2007 Estimate	%	2012 Projection	%	1990 to 2000	2007 to 2012
0 to 4	3,294	9.9%	5,886	9.6%	7,550	8.7%	8,353	8.1%	78.7%	10.6%
5 to 14	6,182	18.5%	10,820	17.7%	14,235	16.3%	16,286	15.7%	75.0%	14.4%
15 to 19	2,489	7.5%	4,271	7.0%	6,265	7.2%	7,648	7.4%	71.6%	22.1%
20 to 24	2,329	7.0%	3,680	6.0%	6,504	7.5%	8,001	7.7%	58.0%	23.0%
25 to 34	7,355	22.0%	11,803	19.3%	15,445	17.7%	16,284	15.7%	60.5%	5.4%
35 to 44	5,949	17.8%	11,713	19.2%	15,122	17.3%	16,747	16.2%	96.9%	10.8%
45 to 54	2,814	8.4%	7,124	11.7%	11,617	13.3%	14,932	14.4%	153.1%	28.5%
55 to 64	1,467	4.4%	3,019	4.9%	5,899	6.8%	8,767	8.5%	105.8%	48.6%
65 to 74	859	2.6%	1,484	2.4%	2,464	2.8%	3,728	3.6%	72.7%	51.3%
75 +	676	2.0%	1,327	2.2%	2,115	2.4%	2,714	2.6%	96.2%	28.3%

Population by Race/Ethnicity

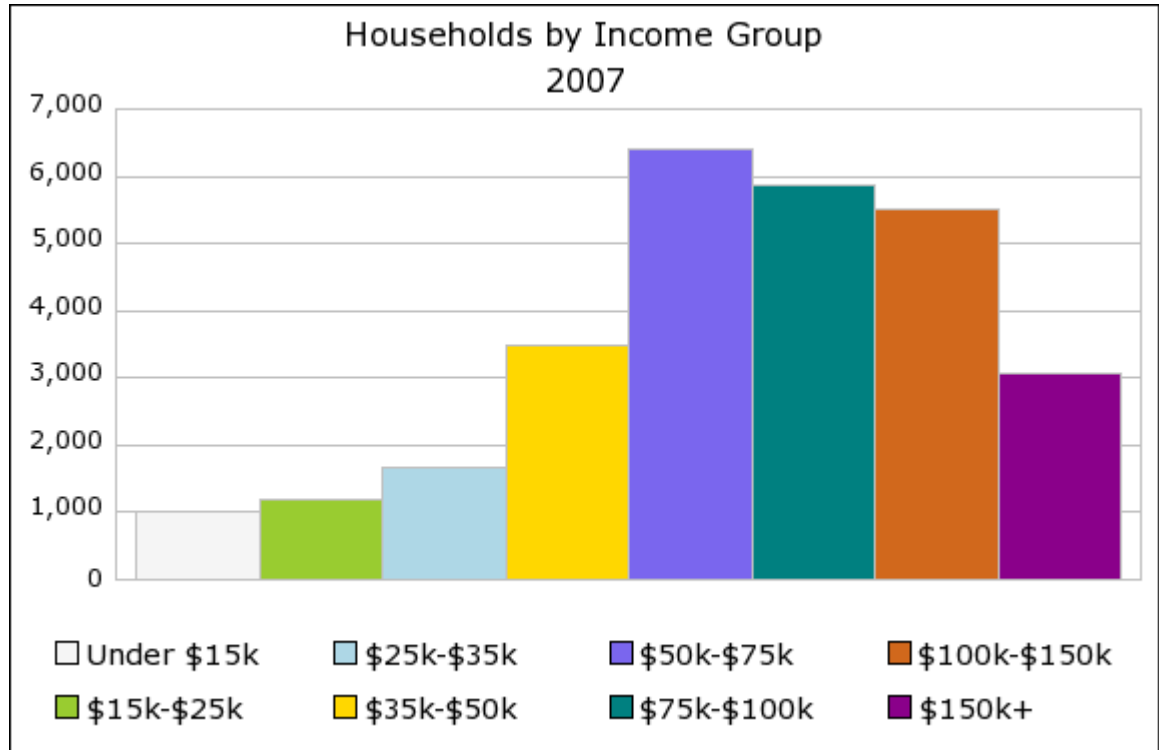


In 2007, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity	1990		2000		2007		2012		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2007 to 2012
White	28,461	85.2%	46,798	76.6%	65,327	74.9%	77,204	74.6%	64.4%	18.2%
Black	1,739	5.2%	4,655	7.6%	7,564	8.7%	9,137	8.8%	167.7%	20.8%
American Indian or Alaska Native	138	0.4%	315	0.5%	307	0.4%	296	0.3%	128.4%	-3.6%
Asian or Pacific Islander	364	1.1%	1,851	3.0%	3,973	4.6%	5,361	5.2%	407.9%	34.9%
Other Race	2,703	8.1%	5,931	9.7%	7,792	8.9%	8,934	8.6%	119.4%	14.7%
Two or More Races			1,575	2.6%	2,261	2.6%	2,538	2.5%		12.2%
Hispanic Ethnicity	6,019	18.0%	13,775	22.5%	22,911	26.3%	29,123	28.2%	128.9%	27.1%
Not Hispanic or Latino	27,389	82.0%	47,351	77.5%	64,313	73.7%	74,347	71.9%	72.9%	15.6%

Households by Income

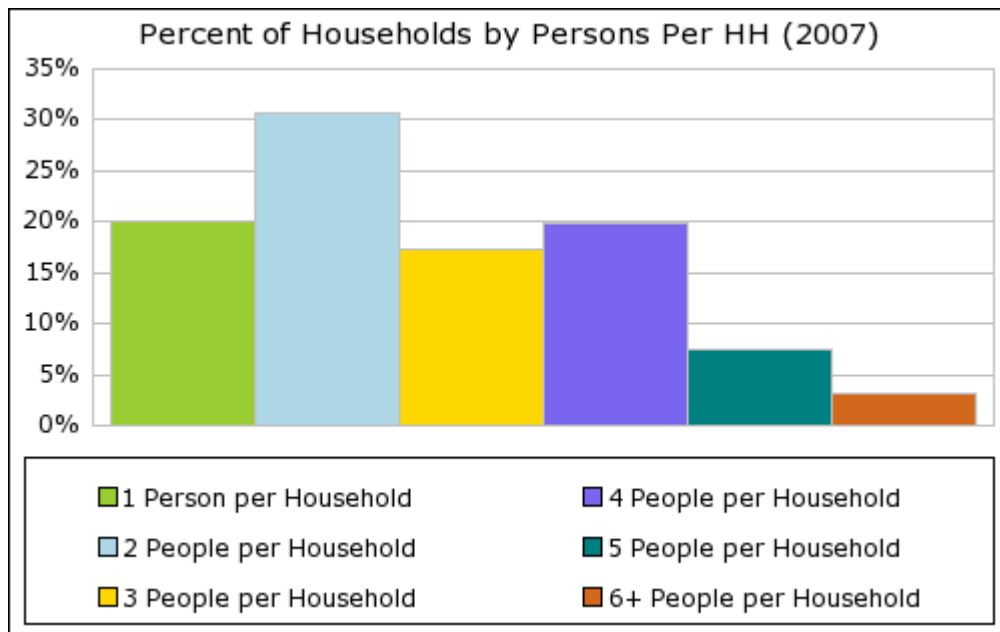
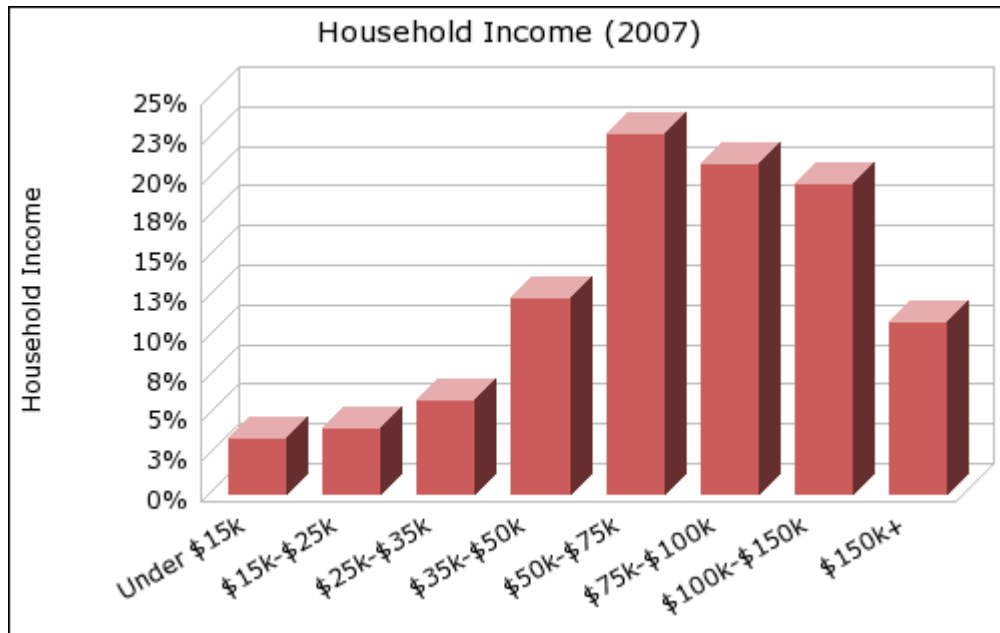
In 2007 the predominant household income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$0 - \$15K**.

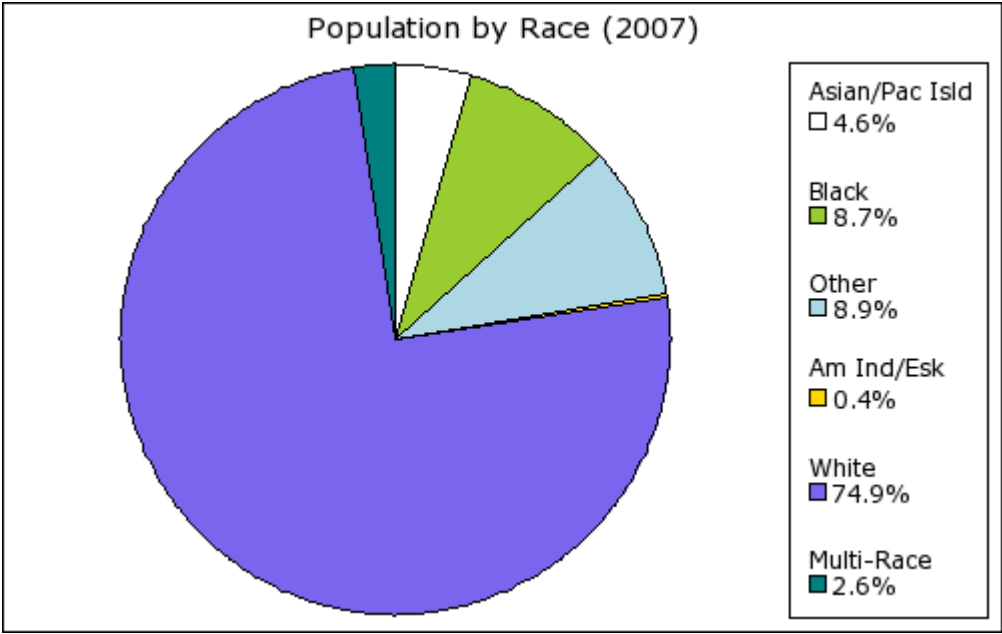
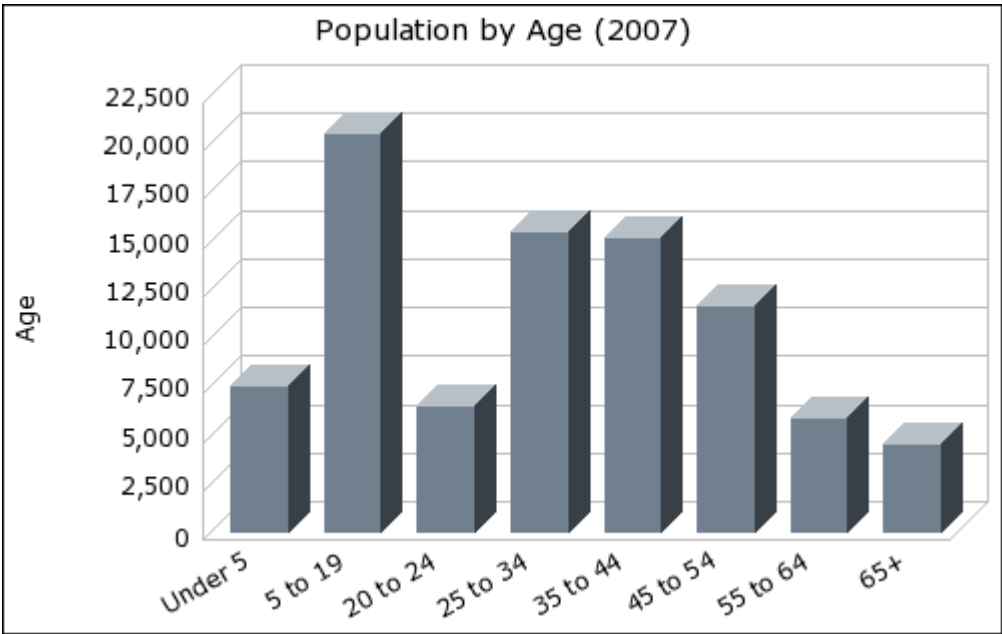


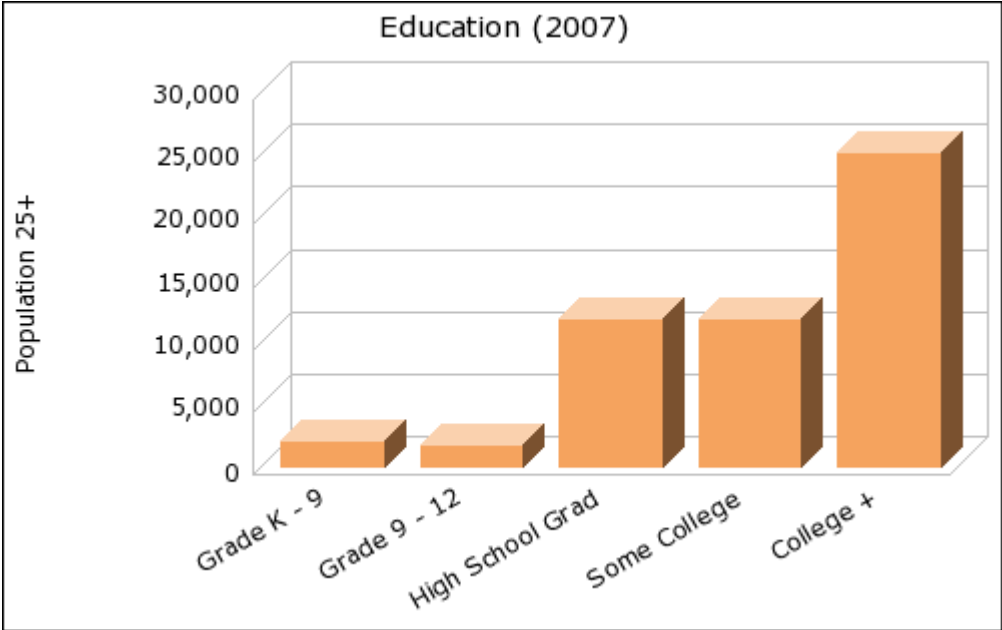
HH Income Categories

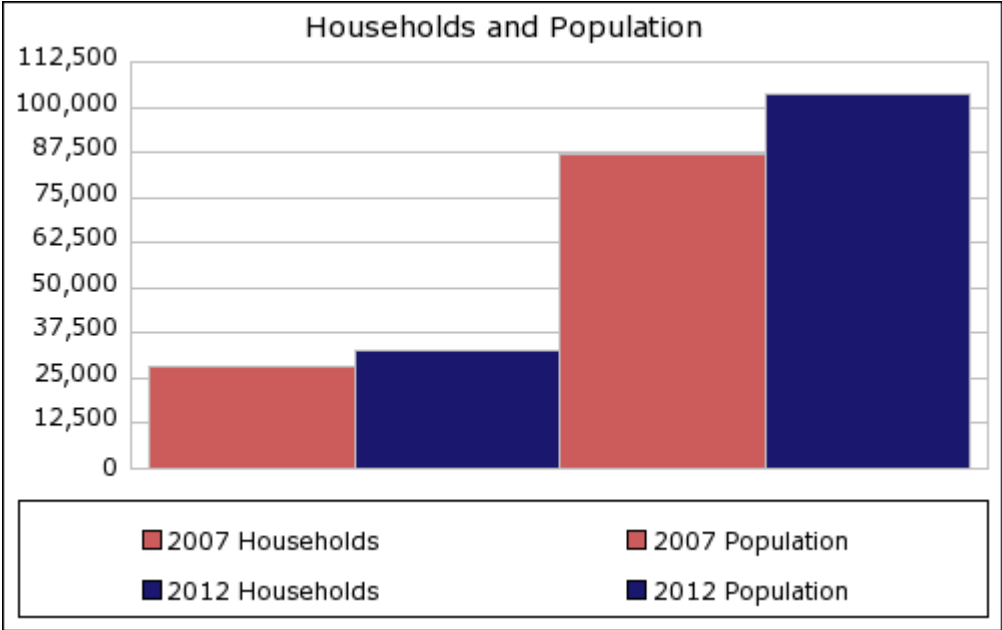
HH Income Categories	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2007 to 2012
\$0 - \$15,000	1,777	15.5%	1,083	5.1%	1,000	3.5%	976	3.0%	-39.1%	-2.4%
\$15,000 - \$24,999	2,114	18.4%	1,346	6.4%	1,186	4.2%	1,144	3.5%	-36.3%	-3.6%
\$25,000 - \$34,999	2,116	18.4%	1,958	9.3%	1,663	5.9%	1,496	4.6%	-7.4%	-10.0%
\$35,000 - \$49,999	2,600	22.7%	3,568	16.9%	3,498	12.4%	3,193	9.8%	37.2%	-8.7%
\$50,000 - \$74,999	2,110	18.4%	5,980	28.4%	6,401	22.7%	6,570	20.2%	183.5%	2.6%
\$75,000 - \$99,999	510	4.5%	3,648	17.3%	5,870	20.8%	6,427	19.7%	614.6%	9.5%
\$100,000 - \$149,999	204	1.8%	2,423	11.5%	5,501	19.5%	7,864	24.2%	1,088.4%	42.9%
\$150,000 +	48	0.4%	1,064	5.0%	3,075	10.9%	4,889	15.0%	2,131.0%	59.0%
Average Hhld Income	\$37,663		\$69,716		\$78,729		\$84,745		85.1%	7.6%
Median Hhld Income	\$33,634		\$60,668		\$76,256		\$86,421		80.4%	13.3%
Per Capita Income	\$12,994		\$24,031		\$25,590		\$26,745		84.9%	4.5%

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	33,408		61,125		87,224		103,470		83.0%	18.6%
Population Density (Pop/Sq Mi)	1,272.0		2,327.3		3,321.0		3,939.6		83.0%	18.6%
Total Households	11,477		21,070		28,194		32,558		83.6%	15.5%

Population by Gender:

Male	16,475	49.3%	30,392	49.7%	43,725	50.1%	52,029	50.3%	84.5%	19.0%
Female	16,934	50.7%	30,733	50.3%	43,499	49.9%	51,441	49.7%	81.5%	18.3%

Population by Race/Ethnicity

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
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Some Other Race	2,703	8.1%	5,931	9.7%	7,792	8.9%	8,934	8.6%	119.4%	14.7%
Two or More Races			1,575	2.6%	2,261	2.6%	2,538	2.5%		12.2%
Hispanic Ethnicity	6,019	18.0%	13,775	22.5%	22,911	26.3%	29,123	28.2%	128.9%	27.1%
Not Hispanic or Latino	27,389	82.0%	47,351	77.5%	64,313	73.7%	74,347	71.9%	72.9%	15.6%

Population by Age

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
0 to 4	3,294	9.9%	5,886	9.6%	7,550	8.7%	8,353	8.1%	78.7%	10.6%
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55 to 64	1,467	4.4%	3,019	4.9%	5,899	6.8%	8,767	8.5%	105.8%	48.6%
65 to 74	859	2.6%	1,484	2.4%	2,464	2.8%	3,728	3.6%	72.7%	51.3%
75 to 84	521	1.6%	880	1.4%	1,402	1.6%	1,836	1.8%	69.1%	31.0%
85+	156	0.5%	446	0.7%	714	0.8%	878	0.9%	186.7%	23.1%

Median Age:

Total Population	28.4	30.3	31.0	32.0	6.5%	3.5%
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Per Capita Income	\$12,994		\$24,031		\$25,590		\$26,745		84.9%	4.5%

Employment and Business

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
Age 16 + Population	23,378		43,429		64,237		77,383		85.8%	20.5%
In Labor Force	18,403	78.7%	33,630	77.4%	50,488	78.6%	60,874	78.7%	82.7%	20.6%
Employed	17,553	95.4%	32,426	96.4%	47,067	93.2%	56,772	93.3%	84.7%	20.6%
Unemployed	744	4.1%	1,121	3.3%	3,320	6.6%	3,975	6.5%	50.7%	19.7%
In Armed Forces	118	0.5%	82	0.2%	101	0.2%	127	0.2%	-30.5%	25.8%
Not In Labor Force	4,975	21.3%	9,799	22.6%	13,649	21.3%	16,382	21.2%	97.0%	20.0%
Number of Employees (Daytime Pop)					27,796					
Number of Establishments					2,418					
Emp in Blue Collar Occupations			9,688	29.9%						
Emp in White Collar Occupations			22,739	70.1%						

Housing Units

									Percent Change	
	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Total Housing Units	12,688		21,716		30,208		35,499		71.2%	17.5%
Owner Occupied	6,396	50.4%	14,189	65.3%	18,516	61.3%	21,233	59.8%	121.9%	14.7%
Renter Occupied	5,083	40.1%	6,881	31.7%	9,678	32.0%	11,325	31.9%	35.4%	17.0%
Vacant	1,211	9.6%	646	3.0%	2,014	6.7%	2,941	8.3%	-46.7%	46.0%

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%		1.80%		2.10%		-1.3%	13.8%
0 Vehicles Available	373	2.9%	668	3.2%	1,003	3.6%	1,216	3.7%	79.2%	21.2%
1 Vehicle Available	3,555	27.2%	5,889	28.0%	8,831	31.3%	10,818	33.2%	65.7%	22.5%
2+ Vehicles Available	9,159	70.0%	14,513	68.9%	18,359	65.1%	20,524	63.0%	58.5%	11.8%

Marital Status

									Percent Change	
	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Age 15+ Population	23,938		44,420		65,431		78,822		85.6%	20.5%
Married, Spouse Present	15,063	62.9%	26,748	60.2%	40,673	62.2%	49,508	62.8%	77.6%	21.7%
Married, Spouse Absent	519	2.2%	1,753	4.0%	2,390	3.7%	2,815	3.6%	237.7%	17.8%
Divorced	2,324	9.7%	4,048	9.1%	5,576	8.5%	6,566	8.3%	74.2%	17.8%
Widowed	872	3.6%	1,400	3.2%	1,909	2.9%	2,234	2.8%	60.5%	17.0%
Never Married	5,150	21.5%	10,471	23.6%	14,877	22.7%	17,694	22.5%	103.3%	18.9%

Educational Attainment

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
Age 25+ Population	19,121		36,469		52,662		63,172		90.7%	20.0%
Grade K - 8	1,257	6.6%	1,491	4.1%	2,096	4.0%	2,125	3.4%	18.7%	1.4%
Grade 9 - 12	1,578	8.3%	2,066	5.7%	1,755	3.3%	1,453	2.3%	31.0%	-17.2%
High School Graduate	5,387	28.2%	8,260	22.7%	11,853	22.5%	14,120	22.4%	53.3%	19.1%
Some College, No Degree	5,348	28.0%	10,090	27.7%	11,804	22.4%	12,101	19.2%	88.7%	2.5%
Associates Degree	1,316	6.9%	2,740	7.5%	4,610	8.8%	5,977	9.5%	108.2%	29.6%
Bachelor's Degree	3,185	16.7%	8,398	23.0%	14,747	28.0%	19,519	30.9%	163.7%	32.4%
Graduate Degree	1,044	5.5%	3,089	8.5%	5,796	11.0%	7,877	12.5%	195.9%	35.9%
No Schooling Completed			335	0.9%						

Round Rock Economic Development Partnership
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 (512) 255-5805
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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.