






SRP	2000 35	2000 35	2000 35	
Latitude: 30.4894	Round Rock, TX 78664	Round Rock, TX 78664	Round Rock, TX 78664	
Longitude: -97.6775	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles	
	2000 Total Population	10,987	57,490	127,725
	2000 Group Quarters	2	348	774
	2008 Total Population	13,276	74,145	189,620
	2013 Total Population	16,023	90,263	238,226
	2008 - 2013 Annual Rate	3.83%	4.01%	4.67%
	2000 Households	4,109	20,168	45,118
	2000 Average Household Size	2.67	2.83	2.81
	2008 Households	4,819	25,543	65,588
	2008 Average Household Size	2.75	2.89	2.88
	2013 Households	5,766	30,964	81,764
	2013 Average Household Size	2.78	2.9	2.9
	2008 - 2013 Annual Rate	3.65%	3.92%	4.51%
	2000 Families	2,774	14,837	33,093
	2000 Average Family Size	3.21	3.28	3.28
	2008 Families	3,169	18,356	47,751
	2008 Average Family Size	3.36	3.4	3.38
	2013 Families	3,759	22,004	59,243
	2013 Average Family Size	3.4	3.44	3.43
	2008 - 2013 Annual Rate	3.47%	3.69%	4.41%
	2000 Housing Units	4,223	20,845	46,430
	Owner Occupied Housing Units	44.7%	62.4%	66.5%
	Renter Occupied Housing Units	52.3%	34.4%	30.7%
	Vacant Housing Units	3.0%	3.2%	2.9%
	2008 Housing Units	5,035	26,767	68,475
	Owner Occupied Housing Units	40.9%	62.4%	67.8%
	Renter Occupied Housing Units	54.9%	33.0%	27.9%
	Vacant Housing Units	4.3%	4.6%	4.2%
	2013 Housing Units	5,987	32,401	85,487
	Owner Occupied Housing Units	40.5%	61.8%	67.5%
	Renter Occupied Housing Units	55.8%	33.7%	28.1%
	Vacant Housing Units	3.7%	4.4%	4.4%
	Median Household Income			
	2000	\$47,904	\$59,535	\$62,485
	2008	\$63,483	\$77,713	\$84,229
	2013	\$70,056	\$91,350	\$104,421
	Median Home Value			
	2000	\$88,733	\$117,296	\$126,301
	2008	\$140,092	\$180,428	\$192,327
	2013	\$153,531	\$191,750	\$207,371
	Per Capita Income			
	2000	\$20,489	\$23,232	\$25,692
	2008	\$25,263	\$30,873	\$36,015
	2013	\$28,981	\$37,303	\$45,748
	Median Age			
	2000	28.7	30.1	30.6
	2008	29.8	30.9	31.3
	2013	30.1	31.1	31.5

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Households by Income

Household Income Base	4,200	20,181	45,184
< \$15,000	8.0%	5.8%	4.6%
\$15,000 - \$24,999	10.8%	6.5%	5.8%
\$25,000 - \$34,999	13.3%	9.7%	8.9%
\$35,000 - \$49,999	20.0%	17.0%	16.1%
\$50,000 - \$74,999	28.1%	28.9%	27.7%
\$75,000 - \$99,999	12.5%	17.2%	18.3%
\$100,000 - \$149,999	5.2%	11.2%	13.5%
\$150,000 - \$199,999	1.5%	2.2%	3.0%
\$200,000+	0.6%	1.5%	2.1%
Average Household Income	\$54,628	\$66,137	\$71,783

2008 Households by Income

Household Income Base	4,821	25,545	65,587
< \$15,000	5.6%	3.6%	2.7%
\$15,000 - \$24,999	5.1%	3.5%	2.7%
\$25,000 - \$34,999	10.4%	5.5%	4.5%
\$35,000 - \$49,999	17.5%	11.7%	9.4%
\$50,000 - \$74,999	24.3%	22.3%	21.9%
\$75,000 - \$99,999	19.4%	21.9%	19.6%
\$100,000 - \$149,999	14.3%	23.3%	26.3%
\$150,000 - \$199,999	1.6%	4.6%	6.8%
\$200,000+	1.8%	3.4%	6.1%
Average Household Income	\$70,693	\$89,800	\$103,214

2013 Households by Income

Household Income Base	5,766	30,965	81,765
< \$15,000	4.0%	2.7%	2.0%
\$15,000 - \$24,999	3.3%	2.2%	1.6%
\$25,000 - \$34,999	6.6%	3.2%	2.4%
\$35,000 - \$49,999	12.9%	7.3%	5.9%
\$50,000 - \$74,999	29.0%	21.2%	17.5%
\$75,000 - \$99,999	18.6%	18.5%	18.0%
\$100,000 - \$149,999	20.1%	29.4%	28.3%
\$150,000 - \$199,999	3.4%	9.5%	12.8%
\$200,000+	2.2%	5.9%	11.5%
Average Household Income	\$81,868	\$109,067	\$131,991

2000 Owner Occupied HUs by Value

Total	1,889	13,058	30,910
<\$50,000	9.1%	3.2%	2.9%
\$50,000 - 99,999	63.0%	29.5%	23.3%
\$100,000 - 149,999	23.8%	49.8%	44.9%
\$150,000 - 199,999	4.1%	14.3%	18.8%
\$200,000 - \$299,999	0.1%	2.6%	8.6%
\$300,000 - 499,999	0.0%	0.5%	1.3%
\$500,000 - 999,999	0.0%	0.0%	0.1%
\$1,000,000+	0.0%	0.1%	0.0%
Average Home Value	\$91,094	\$121,410	\$136,367

2000 Specified Renter Occupied HUs by Contract Rent


Total	2,208	7,159	14,173
With Cash Rent	98.3%	98.3%	98.2%
No Cash Rent	1.7%	1.7%	1.8%
Median Rent	\$682	\$688	\$710
Average Rent	\$678	\$693	\$730

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. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Population by Age				
	Total	10,989	57,490	127,725
	0 - 4	9.7%	9.5%	9.4%
	5 - 9	8.8%	8.9%	8.8%
	10 - 14	7.5%	8.2%	8.2%
	15 - 19	7.0%	6.9%	6.6%
	20 - 24	8.5%	6.4%	6.1%
	25 - 34	21.8%	20.8%	20.6%
	35 - 44	17.3%	19.0%	20.2%
	45 - 54	10.4%	11.3%	11.6%
	55 - 64	4.7%	4.8%	4.7%
	65 - 74	2.5%	2.4%	2.2%
	75 - 84	1.3%	1.3%	1.3%
	85+	0.4%	0.5%	0.5%
	18+	69.7%	69.0%	69.3%

2008 Population by Age			
Total	13,277	74,143	189,620
0 - 4	9.3%	9.5%	9.3%
5 - 9	7.8%	8.5%	8.6%
10 - 14	7.3%	7.9%	8.1%
15 - 19	7.3%	7.1%	6.9%
20 - 24	8.7%	7.2%	6.8%
25 - 34	18.6%	16.3%	15.8%
35 - 44	16.0%	18.1%	18.5%
45 - 54	12.5%	13.7%	14.6%
55 - 64	7.4%	7.2%	7.2%
65 - 74	3.1%	2.7%	2.5%
75 - 84	1.4%	1.3%	1.1%
85+	0.5%	0.5%	0.5%
18+	71.2%	69.6%	69.5%

2013 Population by Age			
Total	16,023	90,264	238,227
0 - 4	9.4%	9.6%	9.4%
5 - 9	7.8%	8.3%	8.3%
10 - 14	7.0%	7.8%	8.0%
15 - 19	6.7%	6.9%	6.8%
20 - 24	8.9%	7.1%	6.5%
25 - 34	18.1%	16.5%	16.7%
35 - 44	14.8%	15.5%	15.4%
45 - 54	13.0%	14.8%	15.6%
55 - 64	8.5%	8.5%	8.7%
65 - 74	3.6%	3.2%	3.0%
75 - 84	1.6%	1.3%	1.2%
85+	0.6%	0.5%	0.5%
18+	71.8%	70.1%	70.0%

2000 Population by Sex			
Males	50.3%	49.8%	49.8%
Females	49.7%	50.2%	50.2%

2008 Population by Sex			
Males	50.3%	49.6%	49.5%
Females	49.7%	50.4%	50.5%

2013 Population by Sex			
Males	50.1%	49.4%	49.3%
Females	49.9%	50.6%	50.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Population by Race/Ethnicity

Total	10,987	57,489	127,725
White Alone	72.8%	73.3%	74.9%
Black Alone	7.9%	8.8%	8.4%
American Indian Alone	0.6%	0.5%	0.4%
Asian or Pacific Islander Alone	2.9%	4.7%	5.6%
Some Other Race Alone	12.8%	9.9%	8.0%
Two or More Races	3.0%	2.7%	2.7%
Hispanic Origin	29.5%	23.2%	19.4%
Diversity Index	68.6	64.8	60.7

2008 Population by Race/Ethnicity

Total	13,276	74,144	189,621
White Alone	66.5%	67.2%	69.9%
Black Alone	7.9%	10.1%	9.2%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	3.1%	5.6%	6.8%
Some Other Race Alone	18.5%	13.3%	10.5%
Two or More Races	3.4%	3.2%	3.1%
Hispanic Origin	39.5%	30.5%	25.2%
Diversity Index	76.5	73.2	68.8

2013 Population by Race/Ethnicity

Total	16,023	90,263	238,225
White Alone	63.8%	64.8%	67.6%
Black Alone	8.0%	10.4%	9.5%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	3.3%	5.9%	7.2%
Some Other Race Alone	20.9%	14.9%	11.8%
Two or More Races	3.5%	3.4%	3.3%
Hispanic Origin	43.3%	33.7%	28.1%
Diversity Index	78.9	76.0	71.9



2000 Population 3+ by School Enrollment

Total	10,400	54,200	120,600
Enrolled in Nursery/Preschool	2.1%	2.6%	2.7%
Enrolled in Kindergarten	2.6%	2.0%	2.0%
Enrolled in Grade 1-8	13.4%	14.4%	14.3%
Enrolled in Grade 9-12	5.7%	6.0%	6.0%
Enrolled in College	3.4%	4.2%	4.5%
Enrolled in Grad/Prof School	1.1%	1.0%	1.3%
Not Enrolled in School	71.7%	69.9%	69.2%

2008 Population 25+ by Educational Attainment

Total	7,915	44,362	114,148
Less than 9th Grade	8.1%	5.2%	3.3%
9th - 12th Grade, No Diploma	5.4%	5.3%	4.1%
High School Graduate	27.8%	23.2%	19.9%
Some College, No Degree	29.4%	25.1%	24.0%
Associate Degree	6.7%	8.4%	8.1%
Bachelor's Degree	18.3%	24.1%	29.4%
Graduate/Professional Degree	4.4%	8.6%	11.2%

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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2008 Population 15+ by Marital Status

Total	10,039	54,912	140,179
Never Married	33.9%	27.8%	26.9%
Married	49.8%	58.5%	60.7%
Widowed	4.1%	3.2%	2.7%
Divorced	12.3%	10.5%	9.7%



2000 Population 16+ by Employment Status

Total	8,078	41,565	92,541
In Labor Force	78.5%	78.7%	79.1%
Civilian Employed	76.1%	75.9%	76.7%
Civilian Unemployed	2.3%	2.6%	2.3%
In Armed Forces	0.1%	0.1%	0.2%
Not in Labor Force	21.5%	21.3%	20.9%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	94.8%	95.2%	95.9%
Civilian Unemployed	5.2%	4.8%	4.1%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	95.0%	95.4%	96.0%
Civilian Unemployed	5.0%	4.6%	4.0%

2000 Females 16+ by Employment Status and Age of Children

Total	4,006	20,857	46,680
Own Children < 6 Only	12.4%	12.4%	12.2%
Employed/in Armed Forces	7.5%	8.1%	7.8%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	4.8%	4.2%	4.2%
Own Children < 6 and 6-17 Only	9.8%	10.2%	9.5%
Employed/in Armed Forces	6.0%	6.4%	5.7%
Unemployed	0.5%	0.4%	0.3%
Not in Labor Force	3.2%	3.4%	3.6%
Own Children 6-17 Only	20.4%	21.1%	21.9%
Employed/in Armed Forces	16.1%	16.6%	17.1%
Unemployed	0.4%	0.5%	0.4%
Not in Labor Force	3.9%	4.0%	4.4%
No Own Children < 18	57.5%	56.2%	56.4%
Employed/in Armed Forces	38.2%	37.2%	38.5%
Unemployed	1.7%	1.6%	1.4%
Not in Labor Force	17.7%	17.3%	16.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



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2008 Employed Population 16+ by Industry

Total	6,411	36,239	94,244
Agriculture/Mining	0.4%	0.6%	0.5%
Construction	9.3%	7.3%	6.8%
Manufacturing	14.8%	16.0%	16.2%
Wholesale Trade	3.0%	2.6%	2.7%
Retail Trade	12.7%	11.5%	10.8%
Transportation/Utilities	2.9%	3.0%	2.9%
Information	2.3%	2.4%	2.5%
Finance/Insurance/Real Estate	10.0%	8.8%	8.8%
Services	39.2%	40.5%	41.0%
Public Administration	5.3%	7.3%	7.9%

2008 Employed Population 16+ by Occupation

Total	6,411	36,241	94,241
White Collar	63.6%	69.0%	72.3%
Management/Business/Financial	14.5%	17.5%	18.8%
Professional	20.4%	23.8%	26.9%
Sales	10.4%	11.8%	12.0%
Administrative Support	18.2%	15.9%	14.6%
Services	13.5%	12.4%	11.4%
Blue Collar	22.9%	18.6%	16.2%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	7.1%	5.4%	4.8%
Installation/Maintenance/Repair	4.2%	3.3%	3.0%
Production	6.8%	5.8%	5.1%
Transportation/Material Moving	4.6%	3.9%	3.3%



2000 Workers 16+ by Means of Transportation to Work

Total	6,079	31,145	70,074
Drove Alone - Car, Truck, or Van	79.5%	82.7%	84.2%
Carpooled - Car, Truck, or Van	16.4%	12.9%	11.3%
Public Transportation	0.4%	0.3%	0.3%
Walked	0.8%	0.7%	0.5%
Other Means	1.4%	0.9%	0.7%
Worked at Home	1.5%	2.5%	2.9%

2000 Workers 16+ by Travel Time to Work

Total	6,080	31,147	70,076
Did Not Work at Home	98.5%	97.5%	97.1%
Less than 5 minutes	3.6%	2.2%	1.9%
5 to 9 minutes	10.6%	9.5%	7.8%
10 to 19 minutes	26.3%	25.0%	26.1%
20 to 24 minutes	14.1%	14.9%	16.5%
25 to 34 minutes	23.6%	24.5%	24.4%
35 to 44 minutes	7.6%	7.8%	7.3%
45 to 59 minutes	9.2%	9.1%	8.7%
60 to 89 minutes	2.5%	3.0%	3.0%
90 or more minutes	1.1%	1.4%	1.4%
Worked at Home	1.5%	2.5%	2.9%
Average Travel Time to Work (in min)	24.1	25.5	25.6

2000 Households by Vehicles Available

Total	4,097	20,217	45,101
None	4.4%	3.3%	2.7%
1	38.5%	30.1%	28.9%
2	44.6%	49.5%	51.0%
3	10.6%	13.2%	13.6%
4	1.5%	3.3%	3.0%
5+	0.3%	0.5%	0.7%
Average Number of Vehicles Available	1.7	1.8	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Households by Type

Total	4,109	20,168	45,118
Family Households	67.5%	73.6%	73.3%
Married-couple Family	48.0%	57.8%	59.8%
With Related Children	29.8%	35.8%	36.9%
Other Family (No Spouse)	19.4%	15.8%	13.5%
With Related Children	15.0%	11.9%	10.1%
Nonfamily Households	32.5%	26.4%	26.7%
Householder Living Alone	23.7%	19.2%	19.7%
Householder Not Living Alone	8.8%	7.2%	7.0%
Households with Related Children	44.7%	47.6%	46.9%
Households with Persons 65+	9.3%	8.6%	7.5%

2000 Households by Size

Total	4,109	20,168	45,118
1 Person Household	23.7%	19.2%	19.6%
2 Person Household	28.6%	29.4%	29.7%
3 Person Household	19.6%	20.4%	19.7%
4 Person Household	16.2%	18.4%	19.1%
5 Person Household	7.3%	8.1%	7.9%
6 Person Household	2.9%	2.9%	2.6%
7+ Person Household	1.8%	1.5%	1.3%

2000 Households by Year Householder Moved In

Total	4,097	20,216	45,101
Moved in 1999 to March 2000	39.4%	32.8%	33.0%
Moved in 1995 to 1998	32.4%	37.8%	39.4%
Moved in 1990 to 1994	13.5%	15.0%	14.8%
Moved in 1980 to 1989	10.0%	9.7%	9.4%
Moved in 1970 to 1979	3.4%	3.6%	2.7%
Moved in 1969 or Earlier	1.3%	1.1%	0.7%
Median Year Householder Moved In	1998	1997	1997



2000 Housing Units by Units in Structure

Total	4,220	20,886	46,455
1, Detached	50.6%	68.0%	70.9%
1, Attached	7.7%	4.2%	3.2%
2	6.2%	3.6%	2.5%
3 or 4	6.2%	4.5%	2.8%
5 to 9	6.1%	4.0%	3.5%
10 to 19	8.4%	4.9%	5.3%
20+	11.8%	9.2%	9.9%
Mobile Home	3.1%	1.5%	1.8%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

Total	4,207	20,901	46,433
1999 to March 2000	4.3%	7.3%	9.6%
1995 to 1998	17.3%	26.5%	28.9%
1990 to 1994	6.7%	12.5%	14.3%
1980 to 1989	45.9%	33.4%	32.2%
1970 to 1979	21.3%	16.0%	12.0%
1969 or Earlier	4.5%	4.3%	3.1%
Median Year Structure Built	1985	1989	1991


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments

1.	Aspiring Young Familie	Up and Coming Families	Up and Coming Families
2.	Milk and Cookies	Aspiring Young Familie	Boomburbs
3.	Up and Coming Families	Enterprising Professio	Enterprising Professio

 **2008 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$10,882,410	\$72,154,385	\$211,895,773
Average Spent	\$2,258.23	\$2,824.82	\$3,230.71
Spending Potential Index	84	105	120
Computers & Accessories: Total \$	\$1,191,871	\$7,841,755	\$23,020,416
Average Spent	\$247.33	\$307.00	\$350.99
Spending Potential Index	103	128	147
Education: Total \$	\$6,544,877	\$42,637,621	\$125,779,600
Average Spent	\$1,358.14	\$1,669.25	\$1,917.72
Spending Potential Index	99	121	140
Entertainment/Recreation: Total \$	\$17,014,018	\$115,199,153	\$341,025,810
Average Spent	\$3,530.61	\$4,510.01	\$5,199.52
Spending Potential Index	95	121	140
Food at Home: Total \$	\$22,529,844	\$147,147,411	\$427,391,781
Average Spent	\$4,675.21	\$5,760.77	\$6,516.31
Spending Potential Index	96	118	133
Food Away from Home: Total \$	\$16,254,573	\$107,355,799	\$314,682,754
Average Spent	\$3,373.02	\$4,202.94	\$4,797.87
Spending Potential Index	98	123	140
Health Care: Total \$	\$17,349,135	\$115,349,231	\$336,781,762
Average Spent	\$3,600.15	\$4,515.88	\$5,134.81
Spending Potential Index	88	110	125
HH Furnishings & Equipment: Total \$	\$10,314,713	\$70,979,313	\$211,375,823
Average Spent	\$2,140.43	\$2,778.82	\$3,222.78
Spending Potential Index	93	121	140
Investments: Total \$	\$4,376,178	\$32,217,640	\$98,955,610
Average Spent	\$908.11	\$1,261.31	\$1,508.75
Spending Potential Index	90	124	149
Retail Goods: Total \$	\$122,164,141	\$819,586,843	\$2,411,133,184
Average Spent	\$25,350.52	\$32,086.55	\$36,761.80
Spending Potential Index	93	118	135
Shelter: Total \$	\$73,917,526	\$499,451,102	\$1,474,067,816
Average Spent	\$15,338.77	\$19,553.35	\$22,474.66
Spending Potential Index	99	126	145
TV/Video/Sound Equipment: Total \$	\$6,824,424	\$44,892,248	\$131,405,171
Average Spent	\$1,416.15	\$1,757.52	\$2,003.49
Spending Potential Index	99	122	139
Travel: Total \$	\$8,420,965	\$58,380,276	\$173,861,325
Average Spent	\$1,747.45	\$2,285.57	\$2,650.81
Spending Potential Index	93	121	141
Vehicle Maintenance & Repairs: Total \$	\$4,668,208	\$30,830,462	\$90,066,185
Average Spent	\$968.71	\$1,207.00	\$1,373.21
Spending Potential Index	98	122	138

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.