



Prepared by
2000 S 35

Latitude: 30.490688
Longitude: -97.678142

2000 S 35
Round Rock, TX 78681
Drivetime: 10 minutes

2000 S 35
Round Rock, TX 78681
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Round Rock, TX 78681
Drivetime: 30 minutes



2000 Total Population	105,605	542,802	889,535
2000 Group Quarters	586	17,248	20,742
2008 Total Population	144,576	690,440	1,111,596
2013 Total Population	178,291	810,038	1,289,756
2008 - 2013 Annual Rate	4.28%	3.25%	3.02%



2000 Households	39,046	215,663	347,668
2000 Average Household Size	2.69	2.44	2.50
2008 Households	52,239	268,275	428,096
2008 Average Household Size	2.76	2.51	2.55
2013 Households	63,873	312,096	493,607
2013 Average Household Size	2.78	2.54	2.57
2008 - 2013 Annual Rate	4.10%	3.07%	2.89%
2000 Families	27,232	124,019	204,137
2000 Average Family Size	3.21	3.12	3.17
2008 Families	36,180	154,944	249,470
2008 Average Family Size	3.31	3.24	3.27
2013 Families	44,074	180,580	286,669
2013 Average Family Size	3.36	3.29	3.32
2008 - 2013 Annual Rate	4.03%	3.11%	2.82%



2000 Housing Units	40,278	223,439	361,647
Owner Occupied Housing Units	60.3%	49.3%	49.6%
Renter Occupied Housing Units	36.7%	47.2%	46.5%
Vacant Housing Units	3.0%	3.5%	3.9%
2008 Housing Units	54,680	284,060	455,839
Owner Occupied Housing Units	62.1%	51.2%	51.0%
Renter Occupied Housing Units	33.4%	43.3%	42.9%
Vacant Housing Units	4.5%	5.6%	6.1%
2013 Housing Units	66,930	331,290	527,013
Owner Occupied Housing Units	62.0%	51.2%	50.9%
Renter Occupied Housing Units	33.5%	43.0%	42.8%
Vacant Housing Units	4.6%	5.8%	6.3%

Median Household Income

2000	\$59,065	\$50,298	\$47,906
2008	\$78,591	\$69,215	\$65,672
2013	\$95,157	\$84,335	\$79,994

Median Home Value

2000	\$121,363	\$127,224	\$123,168
2008	\$186,409	\$191,270	\$185,942
2013	\$199,765	\$205,832	\$199,775

Per Capita Income

2000	\$24,835	\$25,255	\$24,762
2008	\$33,853	\$34,500	\$33,468
2013	\$42,211	\$43,484	\$42,245

Median Age

2000	30.2	30.2	30.2
2008	31.0	31.2	31.2
2013	31.3	31.4	31.6

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	38,920	215,760	347,887
< \$15,000	5.3%	11.8%	12.6%
\$15,000 - \$24,999	6.6%	10.2%	10.9%
\$25,000 - \$34,999	9.8%	11.7%	12.3%
\$35,000 - \$49,999	17.5%	15.9%	16.1%
\$50,000 - \$74,999	27.7%	21.7%	20.8%
\$75,000 - \$99,999	16.9%	13.1%	12.1%
\$100,000 - \$149,999	12.0%	10.2%	9.6%
\$150,000 - \$199,999	2.5%	2.9%	2.8%
\$200,000 +	1.7%	2.4%	2.8%
Average Household Income	\$67,369	\$62,724	\$62,578

2008 Households by Income

Household Income Base	52,239	268,262	428,082
< \$15,000	3.3%	8.0%	8.9%
\$15,000 - \$24,999	3.1%	6.1%	6.7%
\$25,000 - \$34,999	5.3%	7.1%	7.9%
\$35,000 - \$49,999	10.8%	12.5%	13.2%
\$50,000 - \$74,999	23.6%	20.9%	20.8%
\$75,000 - \$99,999	19.9%	15.5%	14.3%
\$100,000 - \$149,999	23.8%	19.4%	17.7%
\$150,000 - \$199,999	5.8%	5.2%	4.9%
\$200,000 +	4.4%	5.4%	5.6%
Average Household Income	\$94,333	\$88,114	\$86,087

2013 Households by Income

Household Income Base	63,874	312,082	493,592
< \$15,000	2.4%	6.2%	7.0%
\$15,000 - \$24,999	1.9%	3.7%	4.1%
\$25,000 - \$34,999	2.9%	4.9%	5.5%
\$35,000 - \$49,999	7.0%	9.0%	10.1%
\$50,000 - \$74,999	19.6%	18.8%	19.2%
\$75,000 - \$99,999	19.0%	16.8%	16.4%
\$100,000 - \$149,999	27.9%	22.3%	20.3%
\$150,000 - \$199,999	10.9%	9.4%	8.6%
\$200,000 +	8.4%	9.0%	8.9%
Average Household Income	\$118,622	\$112,350	\$109,510

2000 Owner Occupied HUs by Value

Total	24,354	110,407	179,682
< \$50,000	2.2%	3.8%	6.3%
\$50,000 - \$99,999	27.2%	26.0%	28.6%
\$100,000 - \$149,999	46.1%	34.6%	29.7%
\$150,000 - \$199,999	17.1%	16.8%	15.3%
\$200,000 - \$299,999	6.4%	12.6%	12.2%
\$300,000 - \$499,999	0.9%	4.9%	5.6%
\$500,000 - \$999,999	0.0%	1.1%	1.9%
\$1,000,000+	0.0%	0.2%	0.4%
Average Home Value	\$130,048	\$154,216	\$157,629

2000 Specified Renter Occupied HUs by Contract Rent

Total	14,608	105,262	167,783
With Cash Rent	98.4%	98.3%	98.0%
No Cash Rent	1.6%	1.7%	2.0%
Median Rent	\$701	\$655	\$640
Average Rent	\$718	\$690	\$675

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

	2000 S 35	2000 S 35	2000 S 35
Total	105,604	542,800	889,536
0 - 4	9.2%	7.3%	7.5%
5 - 9	8.4%	6.7%	6.9%
10 - 14	7.8%	6.1%	6.4%
15 - 19	6.6%	7.4%	7.4%
20 - 24	6.9%	10.9%	10.8%
25 - 34	21.7%	20.8%	20.1%
35 - 44	19.3%	17.0%	16.7%
45 - 54	11.5%	11.6%	11.9%
55 - 64	4.7%	5.5%	5.7%
65 - 74	2.2%	3.3%	3.5%
75 - 84	1.3%	2.3%	2.2%
85+	0.5%	1.0%	0.9%
18+	70.4%	76.3%	75.4%

2008 Population by Age

	2000 S 35	2000 S 35	2000 S 35
Total	144,575	690,440	1,111,592
0 - 4	9.2%	7.5%	7.6%
5 - 9	8.3%	6.7%	6.8%
10 - 14	7.7%	6.4%	6.5%
15 - 19	6.7%	7.4%	7.3%
20 - 24	7.4%	10.2%	10.2%
25 - 34	17.1%	18.0%	17.8%
35 - 44	18.2%	15.8%	15.4%
45 - 54	14.0%	13.5%	13.4%
55 - 64	7.2%	7.9%	8.2%
65 - 74	2.6%	3.4%	3.6%
75 - 84	1.2%	2.1%	2.2%
85+	0.5%	1.0%	1.0%
18+	70.6%	75.7%	75.2%

2013 Population by Age

	2000 S 35	2000 S 35	2000 S 35
Total	178,288	810,039	1,289,757
0 - 4	9.3%	7.8%	7.8%
5 - 9	8.0%	6.6%	6.6%
10 - 14	7.6%	6.2%	6.3%
15 - 19	6.6%	7.1%	7.0%
20 - 24	7.2%	10.2%	10.2%
25 - 34	17.4%	17.8%	17.3%
35 - 44	15.6%	14.2%	14.0%
45 - 54	14.9%	14.0%	13.8%
55 - 64	8.5%	9.2%	9.5%
65 - 74	3.1%	3.9%	4.2%
75 - 84	1.3%	2.0%	2.1%
85+	0.5%	1.0%	1.0%
18+	70.9%	75.8%	75.5%

2000 Population by Sex

	2000 S 35	2000 S 35	2000 S 35
Males	49.9%	50.8%	50.8%
Females	50.1%	49.2%	49.2%

2008 Population by Sex

	2000 S 35	2000 S 35	2000 S 35
Males	49.7%	50.5%	50.6%
Females	50.3%	49.5%	49.4%

2013 Population by Sex

	2000 S 35	2000 S 35	2000 S 35
Males	49.5%	50.2%	50.4%
Females	50.5%	49.8%	49.6%



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2000 Population by Race/Ethnicity

Total	105,605	542,804	889,536
White Alone	73.8%	71.9%	69.4%
Black Alone	8.7%	8.9%	9.0%
American Indian Alone	0.5%	0.5%	0.5%
Asian or Pacific Islander Alone	5.6%	5.6%	4.6%
Some Other Race Alone	8.6%	10.5%	13.8%
Two or More Races	2.7%	2.6%	2.8%
Hispanic Origin	20.5%	21.8%	27.0%
Diversity Index	62.6	65.2	70.2

2008 Population by Race/Ethnicity

Total	144,576	690,440	1,111,596
White Alone	68.0%	67.7%	65.4%
Black Alone	9.8%	9.1%	9.0%
American Indian Alone	0.5%	0.5%	0.6%
Asian or Pacific Islander Alone	6.9%	6.7%	5.4%
Some Other Race Alone	11.6%	13.0%	16.5%
Two or More Races	3.3%	3.0%	3.1%
Hispanic Origin	27.1%	27.1%	32.3%
Diversity Index	71.2	71.5	75.3

2013 Population by Race/Ethnicity

Total	178,292	810,038	1,289,757
White Alone	65.6%	65.6%	63.4%
Black Alone	10.1%	9.0%	8.9%
American Indian Alone	0.5%	0.5%	0.6%
Asian or Pacific Islander Alone	7.3%	7.2%	5.9%
Some Other Race Alone	13.1%	14.3%	17.9%
Two or More Races	3.5%	3.3%	3.3%
Hispanic Origin	30.1%	29.9%	35.1%
Diversity Index	74.2	74.2	77.5



2000 Population 3+ by School Enrollment

Total	99,454	518,187	848,913
Enrolled in Nursery/Preschool	2.6%	2.0%	2.0%
Enrolled in Kindergarten	1.9%	1.5%	1.6%
Enrolled in Grade 1-8	13.6%	10.8%	11.3%
Enrolled in Grade 9-12	5.9%	4.7%	4.9%
Enrolled in College	4.7%	9.3%	8.6%
Enrolled in Grad/Prof School	1.3%	2.5%	2.2%
Not Enrolled in School	70.1%	69.2%	69.4%

2008 Population 25+ by Educational Attainment

Total	87,726	425,980	684,677
Less than 9th Grade	3.8%	5.4%	6.7%
9th - 12th Grade, No Diploma	4.7%	5.4%	6.6%
High School Graduate	21.1%	18.0%	18.5%
Some College, No Degree	24.3%	21.8%	20.9%
Associate Degree	7.9%	6.3%	6.1%
Bachelor's Degree	27.8%	28.9%	27.2%
Graduate/Professional Degree	10.3%	14.2%	13.9%

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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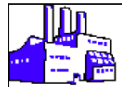
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2008 Population 15+ by Marital Status

	2000 S 35	2000 S 35	2000 S 35
Total	108,222	547,982	879,035
Never Married	29.1%	36.6%	36.7%
Married	57.7%	49.3%	49.0%
Widowed	2.8%	3.4%	3.4%
Divorced	10.4%	10.7%	10.9%



2000 Population 16+ by Employment Status

	2000 S 35	2000 S 35	2000 S 35
Total	77,353	427,311	693,603
In Labor Force	79.0%	73.9%	73.0%
Civilian Employed	76.4%	70.9%	70.0%
Civilian Unemployed	2.4%	2.9%	2.9%
In Armed Forces	0.2%	0.1%	0.1%
Not in Labor Force	21.0%	26.1%	27.0%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	95.6%	95.1%	95.0%
Civilian Unemployed	4.4%	4.9%	5.0%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	95.8%	95.3%	95.2%
Civilian Unemployed	4.2%	4.7%	4.8%

2000 Females 16+ by Employment Status and Age of Children

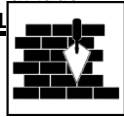
	2000 S 35	2000 S 35	2000 S 35
Total	39,004	211,177	342,693
Own Children < 6 Only	11.9%	9.1%	9.2%
Employed/in Armed Forces	7.6%	5.3%	5.3%
Unemployed	0.2%	0.2%	0.3%
Not in Labor Force	4.1%	3.6%	3.7%
Own Children <6 and 6-17	9.3%	6.2%	6.5%
Employed/in Armed Forces	5.6%	3.7%	3.7%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	3.4%	2.4%	2.7%
Own Children 6-17 Only	20.4%	15.5%	15.8%
Employed/in Armed Forces	16.0%	11.8%	11.7%
Unemployed	0.4%	0.3%	0.4%
Not in Labor Force	4.0%	3.3%	3.7%
No Own Children <18	58.3%	69.2%	68.4%
Employed/in Armed Forces	39.7%	43.2%	42.3%
Unemployed	1.6%	2.1%	2.0%
Not in Labor Force	17.0%	23.9%	24.1%

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



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2008 Employed Population 16+ by Industry

	2000 S 35	2000 S 35	2000 S 35
Total	72,545	346,749	548,837
Agriculture/Mining	0.5%	0.5%	0.5%
Construction	6.9%	7.7%	8.4%
Manufacturing	15.9%	12.4%	11.2%
Wholesale Trade	2.6%	2.2%	2.1%
Retail Trade	11.1%	10.8%	10.7%
Transportation/Utilities	3.0%	2.5%	2.6%
Information	2.5%	3.0%	3.0%
Finance/Insurance/Real Estate	9.0%	7.8%	7.6%
Services	40.6%	46.0%	46.5%
Public Administration	7.8%	7.2%	7.4%

2008 Employed Population 16+ by Occupation

	2000 S 35	2000 S 35	2000 S 35
Total	72,544	346,747	548,838
White Collar	71.5%	70.6%	68.7%
Management/Business/Financial	18.1%	17.2%	16.7%
Professional	26.2%	28.3%	27.2%
Sales	12.0%	11.7%	11.3%
Administrative Support	15.2%	13.5%	13.5%
Services	11.6%	12.9%	13.9%
Blue Collar	16.9%	16.5%	17.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	5.0%	5.9%	6.6%
Installation/Maintenance/Repair	3.0%	2.5%	2.6%
Production	5.3%	4.9%	4.9%
Transportation/Material Moving	3.4%	3.0%	3.2%



2000 Workers 16+ by Means of Transportation to Work

	2000 S 35	2000 S 35	2000 S 35
Total	58,312	297,989	477,123
Drove Alone - Car, Truck, or Van	83.9%	77.5%	76.0%
Carpooled - Car, Truck, or Van	11.7%	12.1%	13.2%
Public Transportation	0.3%	2.8%	3.4%
Walked	0.6%	2.5%	2.2%
Other Means	0.8%	1.8%	1.8%
Worked at Home	2.7%	3.4%	3.5%

2000 Workers 16+ by Travel Time to Work

	2000 S 35	2000 S 35	2000 S 35
Total	58,313	297,989	477,124
Did not Work at Home	97.3%	96.6%	96.5%
Less than 5 minutes	2.0%	2.1%	2.0%
5 to 9 minutes	8.4%	9.4%	8.7%
10 to 19 minutes	27.4%	34.5%	32.6%
20 to 24 minutes	16.0%	17.0%	16.9%
25 to 34 minutes	23.7%	20.0%	21.3%
35 to 44 minutes	7.0%	4.6%	5.0%
45 to 59 minutes	8.6%	5.3%	5.6%
60 to 89 minutes	2.9%	2.5%	2.9%
90 or more minutes	1.4%	1.2%	1.4%
Worked at Home	2.7%	3.4%	3.5%
Average Travel Time to Work (in min)	25.2	22.4	23.4

2000 Households by Vehicles Available

	2000 S 35	2000 S 35	2000 S 35
Total	38,968	215,779	347,703
None	3.2%	6.3%	6.7%
1	31.9%	38.7%	38.7%
2	48.8%	41.5%	41.1%
3	12.6%	10.5%	10.4%
4	2.8%	2.4%	2.4%
5+	0.7%	0.7%	0.7%
Average Number of Vehicles Available	1.8	1.7	1.7

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



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2000 Households by Type

	2000 S 35	2000 S 35	2000 S 35
Total	39,045	215,663	347,668
Family Households	69.7%	57.5%	58.7%
Married-couple Family	55.7%	44.0%	44.0%
With Related Children	33.5%	23.4%	23.5%
Other Family (No Spouse)	14.1%	13.5%	14.8%
With Related Children	10.4%	8.8%	9.7%
Nonfamily Households	30.3%	42.5%	41.3%
Householder Living Alone	22.4%	30.4%	29.3%
Householder Not Living Alone	7.9%	12.1%	12.0%
Households with Related Children	43.9%	32.1%	33.1%
Households with Persons 65+	7.6%	11.4%	11.8%

2000 Households by Size

	2000 S 35	2000 S 35	2000 S 35
Total	39,046	215,663	347,668
1 Person Household	22.4%	30.4%	29.3%
2 Person Household	30.1%	32.1%	32.0%
3 Person Household	19.3%	15.7%	15.9%
4 Person Household	17.3%	12.9%	13.1%
5 Person Household	7.3%	5.4%	5.8%
6 Person Household	2.4%	1.9%	2.2%
7+ Person Household	1.3%	1.4%	1.8%

2000 Households by Year Householder Moved In

	2000 S 35	2000 S 35	2000 S 35
Total	38,968	215,783	347,703
Moved in 1999 to March 2000	35.2%	35.4%	34.5%
Moved in 1995 to 1998	37.7%	34.0%	33.6%
Moved in 1990 to 1994	14.2%	13.4%	13.5%
Moved in 1980 to 1989	9.1%	9.6%	10.1%
Moved in 1970 to 1979	3.0%	4.5%	5.0%
Moved in 1969 or Earlier	0.7%	3.1%	3.4%
Median Year Householder Moved In	1997	1997	1997



2000 Housing Units by Units in Structure

	2000 S 35	2000 S 35	2000 S 35
Total	40,177	223,716	361,772
1, Detached	65.5%	52.5%	53.1%
1, Attached	3.8%	4.4%	4.2%
2	3.0%	4.4%	4.6%
3 or 4	3.4%	4.0%	4.1%
5 to 9	4.3%	6.1%	5.7%
10 to 19	6.6%	8.5%	8.3%
20+	12.3%	18.3%	17.3%
Mobile Home	1.0%	1.7%	2.6%
Other	0.0%	0.1%	0.1%

2000 Housing Units by Year Structure Built

	2000 S 35	2000 S 35	2000 S 35
Total	40,210	223,667	361,790
1999 to March 2000	8.5%	4.1%	4.2%
1995 to 1998	26.8%	14.8%	14.4%
1990 to 1994	13.0%	9.2%	8.6%
1980 to 1989	34.8%	28.0%	27.3%
1970 to 1979	13.7%	20.4%	21.7%
1969 or Earlier	3.3%	23.5%	23.8%
Median Year Structure Built	1990	1982	1982



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		2000 S 35	2000 S 35
		Round Rock, TX 78681	Round Rock, TX 78681
		Drivetime: 30 minutes	Drivetime: 30 minutes

Top 3 Tapestry Segments

1.	Up and Coming Families	Up and Coming Families	Up and Coming Families
2.	Enterprising Professionals	Boomburbs	Young and Restless
3.	Boomburbs	Young and Restless	Boomburbs



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 \$	\$155,322,130	\$759,107,518	\$1,181,989,125
Average Spent	\$2,973.30	\$2,829.59	\$2,761.04
Spending Potential Index	111	105	103
Computers & Accessories: Total \$	\$16,879,547	\$83,118,986	\$128,925,190
Average Spent	\$323.12	\$309.83	\$301.16
Spending Potential Index	135	130	126
Education: Total \$	\$91,761,472	\$474,502,177	\$733,101,808
Average Spent	\$1,756.57	\$1,768.72	\$1,712.47
Spending Potential Index	128	129	125
Entertainment/Recreation: Total \$	\$247,362,733	\$1,178,092,346	\$1,835,569,742
Average Spent	\$4,735.21	\$4,391.36	\$4,287.75
Spending Potential Index	127	118	115
Food at Home: Total \$	\$315,117,840	\$1,552,678,002	\$2,430,032,392
Average Spent	\$6,032.23	\$5,787.64	\$5,676.37
Spending Potential Index	123	118	116
Food Away from Home: Total \$	\$231,044,539	\$1,131,780,184	\$1,761,452,804
Average Spent	\$4,422.84	\$4,218.73	\$4,114.62
Spending Potential Index	129	123	120
Health Care: Total \$	\$245,842,368	\$1,182,032,307	\$1,858,956,554
Average Spent	\$4,706.11	\$4,406.05	\$4,342.38
Spending Potential Index	115	108	106
HH Furnishings & Equipment: Total \$	\$152,494,414	\$714,179,129	\$1,111,853,343
Average Spent	\$2,919.17	\$2,662.12	\$2,597.21
Spending Potential Index	127	116	113
Investments: Total \$	\$69,156,308	\$313,920,636	\$487,962,146
Average Spent	\$1,323.84	\$1,170.14	\$1,139.84
Spending Potential Index	130	115	112
Retail Goods: Total \$	\$1,757,964,459	\$8,427,102,381	\$13,170,693,928
Average Spent	\$33,652.34	\$31,412.18	\$30,765.75
Spending Potential Index	124	116	113
Shelter: Total \$	\$1,073,106,438	\$5,181,216,030	\$8,061,243,291
Average Spent	\$20,542.25	\$19,313.08	\$18,830.46
Spending Potential Index	132	124	121
TV/Video/Sound Equipment: Total \$	\$96,595,612	\$472,704,183	\$736,702,090
Average Spent	\$1,849.11	\$1,762.01	\$1,720.88
Spending Potential Index	129	123	120
Travel: Total \$	\$124,912,510	\$590,498,773	\$919,490,909
Average Spent	\$2,391.17	\$2,201.10	\$2,147.86
Spending Potential Index	127	117	114
Vehicle Maintenance & Repairs: Total \$	\$66,064,090	\$320,070,040	\$500,241,912
Average Spent	\$1,264.65	\$1,193.07	\$1,168.53
Spending Potential Index	127	120	118

Data Note: 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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.