



# Market Profile

SWC Mays St & Bass Pro Dr  
SWC Mays St & Bass Pro Dr Round Rock TX 78664  
Drive Time: 15 drive time minute radius

Latitude: 30.5687  
Longitude: -97.6868

**15 drive time minute**

<b>Population Summary</b>	
2000 Total Population	118,987
2010 Total Population	196,832
2021 Total Population	297,554
2021 Group Quarters	3,217
2026 Total Population	341,269
2021-2026 Annual Rate	2.78%
2021 Total Daytime Population	297,108
Workers	139,501
Residents	157,607
<b>Household Summary</b>	
2000 Households	40,602
2000 Average Household Size	2.86
2010 Households	69,640
2010 Average Household Size	2.78
2021 Households	105,707
2021 Average Household Size	2.78
2026 Households	121,715
2026 Average Household Size	2.78
2021-2026 Annual Rate	2.86%
2010 Families	50,722
2010 Average Family Size	3.27
2021 Families	76,092
2021 Average Family Size	3.28
2026 Families	87,249
2026 Average Family Size	3.28
2021-2026 Annual Rate	2.77%
<b>Housing Unit Summary</b>	
2000 Housing Units	41,943
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	3.2%
2010 Housing Units	73,832
Owner Occupied Housing Units	60.8%
Renter Occupied Housing Units	33.5%
Vacant Housing Units	5.7%
2021 Housing Units	108,666
Owner Occupied Housing Units	67.2%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	2.7%
2026 Housing Units	125,155
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	29.7%
Vacant Housing Units	2.7%
<b>Median Household Income</b>	
2021	\$90,816
2026	\$98,852
<b>Median Home Value</b>	
2021	\$300,790
2026	\$331,146
<b>Per Capita Income</b>	
2021	\$39,998
2026	\$43,800
<b>Median Age</b>	
2010	32.9
2021	34.8
2026	34.5

**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 the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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## 2021 Households by Income

Household Income Base	105,707
<\$15,000	3.9%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	4.3%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	21.7%
\$150,000 - \$199,999	13.4%
\$200,000+	10.7%
Average Household Income	\$112,626

## 2026 Households by Income

Household Income Base	121,715
<\$15,000	3.2%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	3.7%
\$35,000 - \$49,999	9.5%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	22.6%
\$150,000 - \$199,999	15.3%
\$200,000+	11.6%
Average Household Income	\$122,895

## 2021 Owner Occupied Housing Units by Value

Total	72,988
<\$50,000	1.0%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	9.8%
\$200,000 - \$249,999	17.8%
\$250,000 - \$299,999	14.9%
\$300,000 - \$399,999	27.6%
\$400,000 - \$499,999	15.4%
\$500,000 - \$749,999	5.8%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$324,493

## 2026 Owner Occupied Housing Units by Value

Total	84,581
<\$50,000	0.3%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	2.0%
\$150,000 - \$199,999	5.9%
\$200,000 - \$249,999	16.2%
\$250,000 - \$299,999	15.3%
\$300,000 - \$399,999	32.4%
\$400,000 - \$499,999	19.2%
\$500,000 - \$749,999	7.1%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$351,556

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	196,832
0 - 4	8.3%
5 - 9	8.9%
10 - 14	8.1%
15 - 24	12.7%
25 - 34	15.6%
35 - 44	17.0%
45 - 54	13.5%
55 - 64	8.8%
65 - 74	4.3%
75 - 84	2.0%
85 +	0.9%
18 +	70.3%
2021 Population by Age	
Total	297,555
0 - 4	7.4%
5 - 9	7.9%
10 - 14	7.8%
15 - 24	12.8%
25 - 34	14.4%
35 - 44	15.9%
45 - 54	12.9%
55 - 64	10.4%
65 - 74	6.9%
75 - 84	2.8%
85 +	0.9%
18 +	72.7%
2026 Population by Age	
Total	341,270
0 - 4	7.5%
5 - 9	7.8%
10 - 14	7.6%
15 - 24	12.4%
25 - 34	15.4%
35 - 44	15.4%
45 - 54	12.4%
55 - 64	9.7%
65 - 74	7.2%
75 - 84	3.5%
85 +	1.0%
18 +	73.0%
2010 Population by Sex	
Males	96,840
Females	99,992
2021 Population by Sex	
Males	146,312
Females	151,242
2026 Population by Sex	
Males	167,432
Females	173,836

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>	
Total	196,831
White Alone	74.2%
Black Alone	7.9%
American Indian Alone	0.6%
Asian Alone	5.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.4%
Two or More Races	3.4%
Hispanic Origin	26.6%
Diversity Index	65.9
<b>2021 Population by Race/Ethnicity</b>	
Total	297,554
White Alone	63.7%
Black Alone	10.2%
American Indian Alone	0.7%
Asian Alone	10.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.9%
Two or More Races	4.6%
Hispanic Origin	32.1%
Diversity Index	75.9
<b>2026 Population by Race/Ethnicity</b>	
Total	341,267
White Alone	60.3%
Black Alone	11.4%
American Indian Alone	0.7%
Asian Alone	12.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.6%
Two or More Races	4.8%
Hispanic Origin	34.6%
Diversity Index	78.6
<b>2010 Population by Relationship and Household Type</b>	
Total	196,832
In Households	98.5%
In Family Households	86.2%
Householder	25.8%
Spouse	19.9%
Child	34.5%
Other relative	3.9%
Nonrelative	2.1%
In Nonfamily Households	12.2%
In Group Quarters	1.5%
Institutionalized Population	0.9%
Noninstitutionalized Population	0.6%

**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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2021 Population 25+ by Educational Attainment</b>	
Total	190,706
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	3.0%
High School Graduate	16.2%
GED/Alternative Credential	3.4%
Some College, No Degree	21.5%
Associate Degree	9.0%
Bachelor's Degree	28.9%
Graduate/Professional Degree	14.8%
<b>2021 Population 15+ by Marital Status</b>	
Total	228,677
Never Married	31.4%
Married	53.3%
Widowed	3.7%
Divorced	11.6%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	147,207
Population 16+ Employed	95.2%
Population 16+ Unemployment rate	4.8%
Population 16-24 Employed	12.0%
Population 16-24 Unemployment rate	8.3%
Population 25-54 Employed	71.8%
Population 25-54 Unemployment rate	4.4%
Population 55-64 Employed	12.9%
Population 55-64 Unemployment rate	4.6%
Population 65+ Employed	3.3%
Population 65+ Unemployment rate	2.0%
<b>2021 Employed Population 16+ by Industry</b>	
Total	140,125
Agriculture/Mining	0.6%
Construction	7.5%
Manufacturing	10.1%
Wholesale Trade	2.4%
Retail Trade	10.5%
Transportation/Utilities	4.0%
Information	2.3%
Finance/Insurance/Real Estate	7.7%
Services	48.6%
Public Administration	6.2%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	140,124
White Collar	73.2%
Management/Business/Financial	22.5%
Professional	29.8%
Sales	9.9%
Administrative Support	10.9%
Services	12.0%
Blue Collar	14.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	2.4%
Production	3.4%
Transportation/Material Moving	4.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>	
Total	69,640
Households with 1 Person	21.3%
Households with 2+ People	78.7%
Family Households	72.8%
Husband-wife Families	56.4%
With Related Children	31.7%
Other Family (No Spouse Present)	16.5%
Other Family with Male Householder	4.5%
With Related Children	2.9%
Other Family with Female Householder	11.9%
With Related Children	8.8%
Nonfamily Households	5.8%
All Households with Children	43.9%
Multigenerational Households	4.1%
Unmarried Partner Households	6.1%
Male-female	5.3%
Same-sex	0.9%
<b>2010 Households by Size</b>	
Total	69,639
1 Person Household	21.3%
2 Person Household	30.1%
3 Person Household	18.4%
4 Person Household	17.5%
5 Person Household	7.9%
6 Person Household	2.9%
7 + Person Household	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	69,640
Owner Occupied	64.5%
Owned with a Mortgage/Loan	54.5%
Owned Free and Clear	10.0%
Renter Occupied	35.5%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	135
Percent of Income for Mortgage	13.9%
Wealth Index	117
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	73,832
Housing Units Inside Urbanized Area	95.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	4.5%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	196,832
Population Inside Urbanized Area	95.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	4.7%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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### Top 3 Tapestry Segments

1. Boomburbs (1C)
2. Up and Coming Families (7A)
3. Bright Young Professionals (8C)

### 2021 Consumer Spending

Apparel & Services: Total \$	\$274,433,252
Average Spent	\$2,596.17
Spending Potential Index	122
Education: Total \$	\$211,237,567
Average Spent	\$1,998.33
Spending Potential Index	116
Entertainment/Recreation: Total \$	\$407,957,618
Average Spent	\$3,859.32
Spending Potential Index	119
Food at Home: Total \$	\$684,216,183
Average Spent	\$6,472.76
Spending Potential Index	119
Food Away from Home: Total \$	\$495,591,225
Average Spent	\$4,688.35
Spending Potential Index	124
Health Care: Total \$	\$777,052,476
Average Spent	\$7,351.00
Spending Potential Index	118
HH Furnishings & Equipment: Total \$	\$295,941,663
Average Spent	\$2,799.64
Spending Potential Index	124
Personal Care Products & Services: Total \$	\$116,062,222
Average Spent	\$1,097.96
Spending Potential Index	122
Shelter: Total \$	\$2,575,851,304
Average Spent	\$24,367.84
Spending Potential Index	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$324,064,053
Average Spent	\$3,065.68
Spending Potential Index	128
Travel: Total \$	\$330,593,393
Average Spent	\$3,127.45
Spending Potential Index	124
Vehicle Maintenance & Repairs: Total \$	\$143,975,229
Average Spent	\$1,362.02
Spending Potential Index	123

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.