

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
 Lat/Lon: 32.9089/-96.5827



Rowlett Shopping Center 2101 Lakeview Pkwy, Rowlett, TX 75089	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	7,844		79,585		252,019	
Projected Population (2028)	8,576		85,526		268,253	
Census Population (2020)	8,080		79,799		252,396	
Census Population (2010)	7,260		73,384		231,172	
Projected Annual Growth (2023 to 2028)	732	1.9%	5,941	1.5%	16,234	1.3%
Historical Annual Growth (2020 to 2023)	-236	-1.0%	-214	-	-377	-
Historical Annual Growth (2010 to 2020)	819	3.8%	6,415	2.9%	21,224	3.1%
Estimated Population Density (2023)	2,498 psm		2,816 psm		3,210 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	2,850		25,496		84,926	
Projected Households (2028)	3,089		27,107		89,521	
Census Households (2020)	2,889		25,213		83,898	
Census Households (2010)	2,492		22,932		76,346	
Estimated Households with Children (2023)	1,210	42.5%	11,545	45.3%	36,179	42.6%
Estimated Average Household Size (2023)	2.75		3.11		2.96	
Average Household Income						
Estimated Average Household Income (2023)	\$136,954		\$115,745		\$112,824	
Projected Average Household Income (2028)	\$132,840		\$112,344		\$110,565	
Estimated Average Family Income (2023)	\$157,074		\$123,918		\$122,139	
Median Household Income						
Estimated Median Household Income (2023)	\$92,959		\$84,467		\$83,983	
Projected Median Household Income (2028)	\$88,387		\$79,956		\$79,745	
Estimated Median Family Income (2023)	\$98,968		\$90,597		\$93,634	
Per Capita Income						
Estimated Per Capita Income (2023)	\$49,764		\$37,113		\$38,056	
Projected Per Capita Income (2028)	\$47,862		\$35,638		\$36,931	
Estimated Per Capita Income 5 Year Growth	-\$1,902	-3.8%	-\$1,476	-4.0%	-\$1,124	-3.0%
Estimated Average Household Net Worth (2023)	\$454,054		\$508,639		\$493,360	
Daytime Demos (2023)						
Total Businesses	587		2,440		8,288	
Total Employees	4,562		16,817		61,549	
Company Headquarter Businesses	14	2.4%	54	2.2%	195	2.4%
Company Headquarter Employees	254	5.6%	1,369	8.1%	6,377	10.4%
Employee Population per Business	7.8		6.9		7.4	
Residential Population per Business	13.4		32.6		30.4	

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Rowlett Shopping Center		1 mi radius		3 mi radius		5 mi radius	
2101 Lakeview Pkwy, Rowlett, TX 75089							
Race & Ethnicity							
White (2023)		3,654	46.6%	31,187	39.2%	102,433	40.6%
Black or African American (2023)		1,534	19.6%	14,335	18.0%	45,146	17.9%
American Indian or Alaska Native (2023)		57	0.7%	952	1.2%	2,805	1.1%
Asian (2023)		839	10.7%	7,558	9.5%	24,240	9.6%
Hawaiian or Pacific Islander (2023)		6	-	48	-	163	-
Other Race (2023)		620	7.9%	12,187	15.3%	37,922	15.0%
Two or More Races (2023)		1,134	14.5%	13,319	16.7%	39,311	15.6%
Not Hispanic or Latino Population (2023)		5,722	73.0%	47,408	59.6%	155,099	61.5%
Hispanic or Latino Population (2023)		2,122	27.0%	32,177	40.4%	96,920	38.5%
Not Hispanic or Latino Population (2028)		6,246	72.8%	50,805	59.4%	165,246	61.6%
Hispanic or Latino Population (2028)		2,330	27.2%	34,721	40.6%	103,007	38.4%
Not Hispanic or Latino Population (2020)		6,124	75.8%	48,245	60.5%	157,886	62.6%
Hispanic or Latino Population (2020)		1,956	24.2%	31,554	39.5%	94,510	37.4%
Not Hispanic or Latino Population (2010)		5,719	78.8%	46,994	64.0%	156,551	67.7%
Hispanic or Latino Population (2010)		1,542	21.2%	26,391	36.0%	74,621	32.3%
Projected Hispanic Annual Growth (2023 to 2028)		208	2.0%	2,545	1.6%	6,088	1.3%
Historic Hispanic Annual Growth (2010 to 2023)		580	2.9%	5,786	1.7%	22,299	2.3%
Age Distribution (2023)							
Age Under 5		435	5.5%	4,999	6.3%	15,794	6.3%
Age 5 to 9 Years		489	6.2%	5,580	7.0%	17,771	7.1%
Age 10 to 14 Years		586	7.5%	6,574	8.3%	20,395	8.1%
Age 15 to 19 Years		581	7.4%	6,248	7.9%	19,079	7.6%
Age 20 to 24 Years		406	5.2%	4,622	5.8%	15,005	6.0%
Age 25 to 29 Years		541	6.9%	5,140	6.5%	16,785	6.7%
Age 30 to 34 Years		601	7.7%	5,389	6.8%	17,927	7.1%
Age 35 to 39 Years		613	7.8%	5,838	7.3%	19,050	7.6%
Age 40 to 44 Years		601	7.7%	5,732	7.2%	18,247	7.2%
Age 45 to 49 Years		598	7.6%	5,762	7.2%	17,563	7.0%
Age 50 to 54 Years		545	6.9%	5,385	6.8%	16,495	6.5%
Age 55 to 59 Years		567	7.2%	5,054	6.4%	15,524	6.2%
Age 60 to 64 Years		465	5.9%	4,538	5.7%	13,989	5.6%
Age 65 to 74 Years		551	7.0%	5,748	7.2%	18,583	7.4%
Age 75 to 84 Years		199	2.5%	2,217	2.8%	7,427	2.9%
Age 85 Years or Over		67	0.9%	759	1.0%	2,385	0.9%
Median Age		36.4		35.2		35.0	
Gender Age Distribution (2023)							
Female Population		4,023	51.3%	40,321	50.7%	127,948	50.8%
Age 0 to 19 Years		1,042	25.9%	11,500	28.5%	35,631	27.8%
Age 20 to 64 Years		2,547	63.3%	23,976	59.5%	76,388	59.7%
Age 65 Years or Over		434	10.8%	4,845	12.0%	15,928	12.4%
Female Median Age		36.9		35.8		35.9	
Male Population		3,821	48.7%	39,264	49.3%	124,071	49.2%
Age 0 to 19 Years		1,050	27.5%	11,901	30.3%	37,407	30.1%
Age 20 to 64 Years		2,389	62.5%	23,484	59.8%	74,198	59.8%
Age 65 Years or Over		383	10.0%	3,879	9.9%	12,467	10.0%
Male Median Age		35.8		34.5		34.1	

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Household Income Distribution (2023)						
HH Income \$200,000 or More	220	7.7%	2,681	10.5%	8,473	10.0%
HH Income \$150,000 to \$199,999	303	10.6%	2,519	9.9%	8,519	10.0%
HH Income \$100,000 to \$149,999	761	26.7%	4,558	17.9%	15,113	17.8%
HH Income \$75,000 to \$99,999	464	16.3%	3,487	13.7%	11,763	13.9%
HH Income \$50,000 to \$74,999	600	21.1%	5,119	20.1%	15,358	18.1%
HH Income \$35,000 to \$49,999	180	6.3%	2,843	11.2%	9,302	11.0%
HH Income \$25,000 to \$34,999	119	4.2%	1,619	6.4%	6,206	7.3%
HH Income \$15,000 to \$24,999	96	3.4%	1,152	4.5%	4,500	5.3%
HH Income Under \$15,000	108	3.8%	1,518	6.0%	5,691	6.7%
HH Income \$35,000 or More	2,527	88.7%	21,207	83.2%	68,528	80.7%
HH Income \$75,000 or More	1,747	61.3%	13,245	51.9%	43,869	51.7%
Housing (2023)						
Total Housing Units	2,980		26,794		89,824	
Housing Units Occupied	2,850	95.6%	25,496	95.2%	84,926	94.5%
Housing Units Owner-Occupied	2,115	74.2%	18,845	73.9%	59,363	69.9%
Housing Units, Renter-Occupied	735	25.8%	6,651	26.1%	25,563	30.1%
Housing Units, Vacant	130	4.6%	1,298	5.1%	4,899	5.8%
Marital Status (2023)						
Never Married	1,662	26.2%	20,392	32.7%	65,541	33.1%
Currently Married	3,719	58.7%	31,817	51.0%	97,561	49.3%
Separated	328	5.2%	3,046	4.9%	9,511	4.8%
Widowed	201	3.2%	2,740	4.4%	8,470	4.3%
Divorced	423	6.7%	4,436	7.1%	16,976	8.6%
Household Type (2023)						
Population Family	7,106	90.6%	73,249	92.0%	226,438	89.8%
Population Non-Family	735	9.4%	6,057	7.6%	24,560	9.7%
Population Group Quarters	3	-	279	0.4%	1,021	0.4%
Family Households	2,247	78.9%	20,715	81.2%	65,467	77.1%
Non-Family Households	602	21.1%	4,781	18.8%	19,459	22.9%
Married Couple with Children	840	22.6%	8,096	25.4%	24,603	25.2%
Average Family Household Size	3.2		3.5		3.5	
Household Size (2023)						
1 Person Households	511	17.9%	3,954	15.5%	16,070	18.9%
2 Person Households	1,010	35.4%	7,817	30.7%	26,276	30.9%
3 Person Households	570	20.0%	4,785	18.8%	15,745	18.5%
4 Person Households	437	15.3%	4,201	16.5%	13,539	15.9%
5 Person Households	206	7.2%	2,604	10.2%	7,547	8.9%
6 or More Person Households	116	4.1%	2,135	8.4%	5,750	6.8%
Household Vehicles (2023)						
Households with 0 Vehicles Available	95	3.3%	858	3.4%	3,252	3.8%
Households with 1 Vehicles Available	457	16.1%	5,601	22.0%	22,114	26.0%
Households with 2 or More Vehicles Available	2,298	80.6%	19,037	74.7%	59,559	70.1%
Total Vehicles Available	6,655		56,856		179,285	
Average Vehicles Per Household	2.3		2.2		2.1	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	6,200		61,105		193,942	
Estimated Civilian Employed	4,660	75.2%	41,869	68.5%	135,187	69.7%
Estimated Civilian Unemployed	147	2.4%	1,611	2.6%	5,757	3.0%
Estimated in Armed Forces	-	-	-	-	77	-
Estimated Not in Labor Force	1,393 22.5%		17,624 28.8%		52,921 27.3%	
Unemployment Rate	2.4%		2.6%		3.0%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	4,660		41,869		135,187	
Management, Business, Financial Operations	649	13.9%	5,693	13.6%	19,907	14.7%
Professional, Related	1,074	23.0%	8,589	20.5%	27,984	20.7%
Service	641	13.7%	6,557	15.7%	21,640	16.0%
Sales, Office	1,282	27.5%	9,278	22.2%	29,489	21.8%
Farming, Fishing, Forestry	1	-	14	-	91	-
Construct, Extraction, Maintenance	469	10.1%	5,391	12.9%	16,673	12.3%
Production, Transport Material Moving	544	11.7%	6,347	15.2%	19,403	14.4%
White Collar Workers	3,004 64.5%		23,561 56.3%		77,380 57.2%	
Blue Collar Workers	1,655 35.5%		18,309 43.7%		57,807 42.8%	
Consumer Expenditure (2023)						
Total Household Expenditure	\$247.98 M		\$1.98 B		\$6.49 B	
Total Non-Retail Expenditure	\$130.28 M	52.5%	\$1.05 B	52.7%	\$3.43 B	52.8%
Total Retail Expenditure	\$117.69 M	47.5%	\$937.75 M	47.3%	\$3.07 B	47.2%
Apparel	\$8.8 M	3.6%	\$70.85 M	3.6%	\$232.2 M	3.6%
Contributions	\$8.1 M	3.3%	\$65.8 M	3.3%	\$215.38 M	3.3%
Education	\$7.56 M	3.0%	\$62.27 M	3.1%	\$204.73 M	3.2%
Entertainment	\$14.24 M	5.7%	\$113.76 M	5.7%	\$372.3 M	5.7%
Food and Beverages	\$36.45 M	14.7%	\$290.96 M	14.7%	\$953.06 M	14.7%
Furnishings and Equipment	\$8.87 M	3.6%	\$70.5 M	3.6%	\$230.65 M	3.6%
Gifts	\$6.18 M	2.5%	\$49.77 M	2.5%	\$162.43 M	2.5%
Health Care	\$20.72 M	8.4%	\$164.76 M	8.3%	\$538.95 M	8.3%
Household Operations	\$9.71 M	3.9%	\$78.26 M	3.9%	\$256.43 M	3.9%
Miscellaneous Expenses	\$4.69 M	1.9%	\$37.47 M	1.9%	\$122.76 M	1.9%
Personal Care	\$3.34 M	1.3%	\$26.55 M	1.3%	\$87.05 M	1.3%
Personal Insurance	\$1.8 M	0.7%	\$14.43 M	0.7%	\$47.13 M	0.7%
Reading	\$535.55 K	0.2%	\$4.3 M	0.2%	\$14.09 M	0.2%
Shelter	\$51.89 M	20.9%	\$415.72 M	21.0%	\$1.36 B	21.0%
Tobacco	\$1.4 M	0.6%	\$11.28 M	0.6%	\$37.06 M	0.6%
Transportation	\$45.85 M	18.5%	\$363.39 M	18.3%	\$1.19 B	18.3%
Utilities	\$17.85 M	7.2%	\$143.09 M	7.2%	\$468.55 M	7.2%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	5,346		51,563		163,975	
Elementary (Grade Level 0 to 8)	238	4.4%	4,829	9.4%	14,287	8.7%
Some High School (Grade Level 9 to 11)	171	3.2%	4,380	8.5%	14,010	8.5%
High School Graduate	1,434	26.8%	12,772	24.8%	40,273	24.6%
Some College	1,128	21.1%	11,500	22.3%	36,921	22.5%
Associate Degree Only	547	10.2%	4,012	7.8%	13,856	8.4%
Bachelor Degree Only	1,260	23.6%	9,133	17.7%	29,376	17.9%
Graduate Degree	568	10.6%	4,936	9.6%	15,253	9.3%

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Units In Structure (2023)							
1 Detached Unit	2,403	96.4%	20,001	87.2%	62,327	81.6%	
1 Attached Unit	113	4.5%	1,058	4.6%	3,753	4.9%	
2 to 4 Units	52	2.1%	778	3.4%	3,431	4.5%	
5 to 9 Units	23	0.9%	319	1.4%	2,286	3.0%	
10 to 19 Units	37	1.5%	872	3.8%	4,887	6.4%	
20 to 49 Units	34	1.3%	519	2.3%	1,838	2.4%	
50 or More Units	155	6.2%	1,564	6.8%	4,914	6.4%	
Mobile Home or Trailer	33	1.3%	384	1.7%	1,488	1.9%	
Other Structure	-	-	1	-	3	-	
Homes Built By Year (2023)							
Homes Built 2010 or later	591	23.7%	2,990	13.0%	9,316	12.2%	
Homes Built 2000 to 2009	114	4.6%	3,208	14.0%	11,225	14.7%	
Homes Built 1990 to 1999	598	24.0%	4,446	19.4%	11,485	15.0%	
Homes Built 1980 to 1989	914	36.7%	5,765	25.1%	18,224	23.9%	
Homes Built 1970 to 1979	415	16.7%	4,219	18.4%	16,513	21.6%	
Homes Built 1960 to 1969	114	4.6%	3,079	13.4%	9,062	11.9%	
Homes Built 1950 to 1959	40	1.6%	1,215	5.3%	6,894	9.0%	
Homes Built Before 1949	63	2.5%	575	2.5%	2,208	2.9%	
Home Values (2023)							
Home Values \$1,000,000 or More	22	1.0%	336	1.8%	951	1.6%	
Home Values \$500,000 to \$999,999	37	1.7%	749	4.0%	2,355	4.0%	
Home Values \$400,000 to \$499,999	215	10.2%	1,123	6.0%	3,543	6.0%	
Home Values \$300,000 to \$399,999	344	16.2%	2,892	15.3%	8,073	13.6%	
Home Values \$200,000 to \$299,999	904	42.8%	7,513	39.9%	24,615	41.5%	
Home Values \$150,000 to \$199,999	411	19.4%	3,354	17.8%	11,315	19.1%	
Home Values \$100,000 to \$149,999	108	5.1%	1,908	10.1%	5,430	9.1%	
Home Values \$70,000 to \$99,999	33	1.6%	440	2.3%	1,344	2.3%	
Home Values \$50,000 to \$69,999	10	0.4%	95	0.5%	325	0.5%	
Home Values \$25,000 to \$49,999	7	0.3%	197	1.0%	547	0.9%	
Home Values Under \$25,000	25	1.2%	238	1.3%	866	1.5%	
Owner-Occupied Median Home Value	\$249,635		\$238,775		\$237,088		
Renter-Occupied Median Rent	\$1,408		\$1,262		\$1,176		
Transportation To Work (2023)							
Drive to Work Alone	2,945	63.2%	28,624	68.4%	92,846	68.7%	
Drive to Work in Carpool	477	10.2%	4,247	10.1%	13,223	9.8%	
Travel to Work by Public Transportation	48	1.0%	477	1.1%	1,638	1.2%	
Drive to Work on Motorcycle	1	-	17	-	85	-	
Walk or Bicycle to Work	47	1.0%	504	1.2%	1,700	1.3%	
Other Means	63	1.4%	576	1.4%	1,931	1.4%	
Work at Home	1,078	23.1%	7,425	17.7%	23,763	17.6%	
Travel Time (2023)							
Travel to Work in 14 Minutes or Less	579	12.4%	5,798	13.8%	17,172	12.7%	
Travel to Work in 15 to 29 Minutes	1,282	27.5%	11,375	27.2%	35,783	26.5%	
Travel to Work in 30 to 59 Minutes	1,403	30.1%	14,632	34.9%	49,127	36.3%	
Travel to Work in 60 Minutes or More	317	6.8%	2,640	6.3%	9,342	6.9%	
Average Minutes Travel to Work	27.3		27.2		28.4		

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