

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups
 Rowlett Shopping Center
 Quine & Associates, Inc.
 Lat/Lon: 32.9089/-96.5827



2101 Lakeview Pkwy Rowlett, TX 75089	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2024)	8,402		77,756		250,777	
Projected Population (2029)	8,690		79,601		254,137	
Census Population (2020)	8,080		79,799		252,396	
Census Population (2010)	7,260		73,384		231,172	
Projected Annual Growth (2024 to 2029)	288	0.7%	1,845	0.5%	3,359	0.3%
Historical Annual Growth (2020 to 2024)	322	1.0%	-2,043	-0.6%	-1,618	-0.2%
Historical Annual Growth (2010 to 2020)	819	2.8%	6,415	2.2%	21,224	2.3%
Estimated Population Density (2024)	2,676 psm		2,751 psm		3,194 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2024)	2,896		25,373		83,938	
Projected Households (2029)	2,981		25,872		84,862	
Census Households (2020)	2,889		25,213		83,898	
Census Households (2010)	2,492		22,932		76,346	
Estimated Households with Children (2024)	922	31.8%	8,618	34.0%	29,681	35.4%
Estimated Average Household Size (2024)	2.90		3.05		2.98	
Average Household Income						
Estimated Average Household Income (2024)	\$137,907		\$116,042		\$115,308	
Projected Average Household Income (2029)	\$141,647		\$119,518		\$119,767	
Estimated Average Family Income (2024)	\$195,532		\$153,037		\$140,212	
Median Household Income						
Estimated Median Household Income (2024)	\$97,478		\$85,704		\$85,278	
Projected Median Household Income (2029)	\$97,689		\$85,661		\$85,382	
Estimated Median Family Income (2024)	\$125,312		\$97,773		\$97,391	
Per Capita Income						
Estimated Per Capita Income (2024)	\$47,543		\$37,897		\$38,630	
Projected Per Capita Income (2029)	\$48,591		\$38,875		\$40,028	
Estimated Per Capita Income 5 Year Growth	\$1,047	2.2%	\$978	2.6%	\$1,398	3.6%
Estimated Average Household Net Worth (2024)	\$1,089,034		\$1,027,173		\$972,333	
Daytime Demos (2024)						
Total Businesses	593		2,511		8,415	
Total Employees	4,587		17,115		62,396	
Company Headquarter Businesses	15	2.4%	57	2.3%	199	2.4%
Company Headquarter Employees	256	5.6%	1,361	8.0%	6,435	10.3%
Employee Population per Business	7.7		6.8		7.4	
Residential Population per Business	14.2		31.0		29.8	

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1 mi radius 3 mi radius 5 mi radius

Race & Ethnicity						
White (2024)	3,822	45.5%	30,567	39.3%	101,823	40.6%
Black or African American (2024)	1,701	20.2%	18,918	24.3%	54,037	21.5%
American Indian or Alaska Native (2024)	77	0.9%	849	1.1%	2,718	1.1%
Asian (2024)	476	5.7%	4,909	6.3%	17,373	6.9%
Hawaiian or Pacific Islander (2024)	8	-	42	-	179	-
Other Race (2024)	809	9.6%	9,792	12.6%	34,588	13.8%
Two or More Races (2024)	1,510	18.0%	12,680	16.3%	40,059	16.0%
Not Hispanic or Latino Population (2024)	5,287	62.9%	47,131	60.6%	151,130	60.3%
Hispanic or Latino Population (2024)	3,115	37.1%	30,625	39.4%	99,647	39.7%
Not Hispanic or Latino Population (2029)	5,341	61.5%	47,471	59.6%	151,940	59.8%
Hispanic or Latino Population (2029)	3,349	38.5%	32,130	40.4%	102,196	40.2%
Not Hispanic or Latino Population (2020)	6,149	76.1%	49,000	61.4%	162,560	64.4%
Hispanic or Latino Population (2020)	1,931	23.9%	30,799	38.6%	89,835	35.6%
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 (2024 to 2029)	234	1.5%	1,505	1.0%	2,549	0.5%
Historic Hispanic Annual Growth (2010 to 2024)	1,574	7.3%	4,234	1.1%	25,026	2.4%
Age Distribution (2024)						
Age Under 5	478	5.7%	4,306	5.5%	14,566	5.8%
Age 5 to 9 Years	551	6.6%	5,000	6.4%	16,562	6.6%
Age 10 to 14 Years	628	7.5%	5,709	7.3%	18,219	7.3%
Age 15 to 19 Years	605	7.2%	6,047	7.8%	19,093	7.6%
Age 20 to 24 Years	466	5.5%	5,194	6.7%	16,868	6.7%
Age 25 to 29 Years	543	6.5%	5,331	6.9%	17,498	7.0%
Age 30 to 34 Years	614	7.3%	5,182	6.7%	17,573	7.0%
Age 35 to 39 Years	580	6.9%	5,040	6.5%	16,712	6.7%
Age 40 to 44 Years	550	6.6%	4,933	6.3%	16,222	6.5%
Age 45 to 49 Years	511	6.1%	4,950	6.4%	16,146	6.4%
Age 50 to 54 Years	549	6.5%	5,133	6.6%	16,332	6.5%
Age 55 to 59 Years	558	6.6%	5,140	6.6%	15,771	6.3%
Age 60 to 64 Years	555	6.6%	4,847	6.2%	14,958	6.0%
Age 65 to 74 Years	786	9.4%	6,937	8.9%	21,592	8.6%
Age 75 to 84 Years	322	3.8%	3,107	4.0%	9,834	3.9%
Age 85 Years or Over	106	1.3%	900	1.2%	2,831	1.1%
Median Age	36.8		36.5		35.8	
Gender Age Distribution (2024)						
Female Population	4,415	52.5%	39,452	50.7%	127,409	50.8%
Age 0 to 19 Years	1,145	25.9%	10,178	25.8%	33,294	26.1%
Age 20 to 64 Years	2,565	58.1%	23,367	59.2%	75,520	59.3%
Age 65 Years or Over	706	16.0%	5,908	15.0%	18,595	14.6%
Female Median Age	37.6		37.5		36.7	
Male Population	3,987	47.5%	38,304	49.3%	123,369	49.2%
Age 0 to 19 Years	1,118	28.0%	10,884	28.4%	35,147	28.5%
Age 20 to 64 Years	2,360	59.2%	22,383	58.4%	72,560	58.8%
Age 65 Years or Over	509	12.8%	5,037	13.1%	15,662	12.7%
Male Median Age	36.0		35.5		34.9	

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Household Income Distribution (2024)						
HH Income \$200,000 or More	253	8.7%	2,706	10.7%	9,022	10.7%
HH Income \$150,000 to \$199,999	465	16.1%	2,776	10.9%	8,105	9.7%
HH Income \$100,000 to \$149,999	706	24.4%	4,600	18.1%	15,317	18.2%
HH Income \$75,000 to \$99,999	544	18.8%	3,819	15.1%	12,113	14.4%
HH Income \$50,000 to \$74,999	405	14.0%	4,411	17.4%	14,072	16.8%
HH Income \$35,000 to \$49,999	161	5.5%	2,756	10.9%	9,720	11.6%
HH Income \$25,000 to \$34,999	156	5.4%	1,678	6.6%	6,015	7.2%
HH Income \$15,000 to \$24,999	79	2.7%	1,029	4.1%	3,964	4.7%
HH Income Under \$15,000	127	4.4%	1,599	6.3%	5,611	6.7%
HH Income \$35,000 or More	2,534	87.5%	21,067	83.0%	68,348	81.4%
HH Income \$75,000 or More	1,968	68.0%	13,901	54.8%	44,557	53.1%
Housing (2024)						
Total Housing Units	3,167		27,759		91,904	
Housing Units Occupied	2,896	91.5%	25,373	91.4%	83,938	91.3%
Housing Units Owner-Occupied	2,290	79.1%	18,723	73.8%	56,274	67.0%
Housing Units, Renter-Occupied	606	20.9%	6,650	26.2%	27,665	33.0%
Housing Units, Vacant	271	9.3%	2,386	9.4%	7,966	9.5%
Marital Status (2024)						
Never Married	1,800	26.7%	20,515	32.7%	67,038	33.3%
Currently Married	3,908	57.9%	32,097	51.2%	98,745	49.0%
Separated	370	5.5%	3,037	4.8%	9,666	4.8%
Widowed	213	3.2%	2,717	4.3%	8,648	4.3%
Divorced	454	6.7%	4,376	7.0%	17,332	8.6%
Household Type (2024)						
Population Family	6,706	79.8%	63,450	81.6%	209,203	83.4%
Population Non-Family	1,690	20.1%	14,024	18.0%	40,531	16.2%
Population Group Quarters	6	-	282	0.4%	1,043	0.4%
Family Households	1,831	63.2%	16,557	65.3%	57,711	68.8%
Non-Family Households	1,066	36.8%	8,816	34.7%	26,228	31.2%
Married Couple with Children	688	17.6%	6,199	19.3%	20,577	20.8%
Average Family Household Size	3.7		3.8		3.6	
Household Size (2024)						
1 Person Households	986	34.0%	7,849	30.9%	23,482	28.0%
2 Person Households	1,361	47.0%	10,071	39.7%	33,690	40.1%
3 Person Households	249	8.6%	2,683	10.6%	10,273	12.2%
4 Person Households	148	5.1%	2,271	9.0%	8,026	9.6%
5 Person Households	85	2.9%	1,431	5.6%	4,816	5.7%
6 or More Person Households	67	2.3%	1,068	4.2%	3,651	4.4%
Household Vehicles (2024)						
Households with 0 Vehicles Available	103	3.6%	1,006	4.0%	3,763	4.5%
Households with 1 Vehicles Available	608	21.0%	6,165	24.3%	23,011	27.4%
Households with 2 or More Vehicles Available	2,186	75.5%	18,203	71.7%	57,164	68.1%
Total Vehicles Available	6,384		54,458		172,397	
Average Vehicles Per Household	2.2		2.1		2.1	

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Labor Force (2024)						
Estimated Labor Population Age 16 Years or Over	6,612		61,458		197,427	
Estimated Civilian Employed	4,813	72.8%	41,307	67.2%	134,362	68.1%
Estimated Civilian Unemployed	213	3.2%	1,669	2.7%	5,511	2.8%
Estimated in Armed Forces	-	-	2	-	311	0.2%
Estimated Not in Labor Force	1,586	24.0%	18,479	30.1%	57,243	29.0%
Unemployment Rate	3.2%		2.7%		2.8%	
Occupation (2024)						
Occupation: Population Age 16 Years or Over	4,813		41,305		134,348	
Management, Business, Financial Operations	733	15.2%	6,445	15.6%	21,733	16.2%
Professional, Related Service	1,159	24.1%	8,688	21.0%	28,737	21.4%
Sales, Office	638	13.3%	6,257	15.1%	20,554	15.3%
Farming, Fishing, Forestry	1,318	27.4%	8,718	21.1%	28,940	21.5%
Construct, Extraction, Maintenance	2	-	26	-	118	-
Production, Transport Material Moving	479	9.9%	5,538	13.4%	16,484	12.3%
White Collar Workers	484	10.1%	5,632	13.6%	17,783	13.2%
Blue Collar Workers	3,210	66.7%	23,851	57.7%	79,409	59.1%
	1,603	33.3%	17,454	42.3%	54,939	40.9%
Consumer Expenditure (2024)						
Total Household Expenditure	\$250.86 M		\$1.97 B		\$6.52 B	
Total Non-Retail Expenditure	\$132.31 M	52.7%	\$1.04 B	52.8%	\$3.45 B	52.9%
Total Retail Expenditure	\$118.54 M	47.3%	\$928.2 M	47.2%	\$3.07 B	47.1%
Apparel	\$8.87 M	3.5%	\$69.68 M	3.5%	\$231.26 M	3.5%
Contributions	\$8.51 M	3.4%	\$66.47 M	3.4%	\$219.6 M	3.4%
Education	\$7.85 M	3.1%	\$61.48 M	3.1%	\$204.58 M	3.1%
Entertainment	\$14.54 M	5.8%	\$113.1 M	5.7%	\$373.8 M	5.7%
Food and Beverages	\$36.52 M	14.6%	\$287.27 M	14.6%	\$952.47 M	14.6%
Furnishings and Equipment	\$9.06 M	3.6%	\$70.21 M	3.6%	\$232.08 M	3.6%
Gifts	\$6.36 M	2.5%	\$49.88 M	2.5%	\$166.19 M	2.5%
Health Care	\$21.03 M	8.4%	\$164.74 M	8.4%	\$544.12 M	8.3%
Household Operations	\$9.95 M	4.0%	\$77.93 M	4.0%	\$257.93 M	4.0%
Miscellaneous Expenses	\$4.78 M	1.9%	\$37.42 M	1.9%	\$123.75 M	1.9%
Personal Care	\$3.39 M	1.4%	\$26.41 M	1.3%	\$87.47 M	1.3%
Personal Insurance	\$1.87 M	0.7%	\$14.38 M	0.7%	\$47.46 M	0.7%
Reading	\$555.18 K	0.2%	\$4.33 M	0.2%	\$14.32 M	0.2%
Shelter	\$52.53 M	20.9%	\$413.6 M	21.0%	\$1.37 B	21.0%
Tobacco	\$1.36 M	0.5%	\$11.12 M	0.6%	\$37.02 M	0.6%
Transportation	\$45.91 M	18.3%	\$358.66 M	18.2%	\$1.19 B	18.2%
Utilities	\$17.77 M	7.1%	\$141.35 M	7.2%	\$468.27 M	7.2%
Educational Attainment (2024)						
Adult Population Age 25 Years or Over	5,674		51,501		165,469	
Elementary (Grade Level 0 to 8)	261	4.6%	5,101	9.9%	14,395	8.7%
Some High School (Grade Level 9 to 11)	229	4.0%	4,147	8.1%	13,288	8.0%
High School Graduate	1,561	27.5%	12,799	24.9%	40,759	24.6%
Some College	1,137	20.0%	10,825	21.0%	36,458	22.0%
Associate Degree Only	453	8.0%	3,897	7.6%	13,510	8.2%
Bachelor Degree Only	1,452	25.6%	9,427	18.3%	30,074	18.2%
Graduate Degree	580	10.2%	5,304	10.3%	16,987	10.3%

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Units In Structure (2024)						
1 Detached Unit	2,464	98.9%	19,988	87.2%	60,722	79.5%
1 Attached Unit	45	1.8%	618	2.7%	2,763	3.6%
2 to 4 Units	53	2.1%	641	2.8%	3,181	4.2%
5 to 9 Units	46	1.8%	509	2.2%	2,817	3.7%
10 to 19 Units	38	1.5%	706	3.1%	4,231	5.5%
20 to 49 Units	34	1.4%	643	2.8%	2,697	3.5%
50 or More Units	161	6.4%	1,873	8.2%	6,344	8.3%
Mobile Home or Trailer	55	2.2%	394	1.7%	1,181	1.5%
Other Structure	-	-	-	-	3	-
Homes Built By Year (2024)						
Homes Built 2010 or later	727	29.2%	3,655	15.9%	12,349	16.2%
Homes Built 2000 to 2009	98	3.9%	3,029	13.2%	10,580	13.9%
Homes Built 1990 to 1999	716	28.7%	4,757	20.7%	11,356	14.9%
Homes Built 1980 to 1989	733	29.4%	4,903	21.4%	16,152	21.2%
Homes Built 1970 to 1979	475	19.0%	4,474	19.5%	16,453	21.6%
Homes Built 1960 to 1969	62	2.5%	2,974	13.0%	8,635	11.3%
Homes Built 1950 to 1959	44	1.8%	1,164	5.1%	6,527	8.5%
Homes Built Before 1949	42	1.7%	418	1.8%	1,886	2.5%
Home Values (2024)						
Home Values \$1,000,000 or More	45	2.0%	485	2.6%	1,250	2.2%
Home Values \$500,000 to \$999,999	233	10.2%	1,692	9.0%	5,010	8.9%
Home Values \$400,000 to \$499,999	254	11.1%	1,611	8.6%	4,749	8.4%
Home Values \$300,000 to \$399,999	573	25.0%	4,846	25.9%	13,186	23.4%
Home Values \$200,000 to \$299,999	750	32.7%	5,825	31.1%	19,631	34.9%
Home Values \$150,000 to \$199,999	274	12.0%	2,487	13.3%	7,168	12.7%
Home Values \$100,000 to \$149,999	63	2.8%	857	4.6%	2,356	4.2%
Home Values \$70,000 to \$99,999	18	0.8%	284	1.5%	811	1.4%
Home Values \$50,000 to \$69,999	10	0.4%	94	0.5%	286	0.5%
Home Values \$25,000 to \$49,999	26	1.1%	212	1.1%	515	0.9%
Home Values Under \$25,000	43	1.9%	328	1.8%	1,310	2.3%
Owner-Occupied Median Home Value	\$296,677		\$288,048		\$284,607	
Renter-Occupied Median Rent	\$1,468		\$1,365		\$1,308	
Transportation To Work (2024)						
Drive to Work Alone	3,233	67.2%	29,504	71.4%	95,522	71.1%
Drive to Work in Carpool	553	11.5%	4,431	10.7%	14,210	10.6%
Travel to Work by Public Transportation	52	1.1%	552	1.3%	1,923	1.4%
Drive to Work on Motorcycle	4	-	40	-	170	0.1%
Walk or Bicycle to Work	65	1.3%	651	1.6%	2,199	1.6%
Other Means	42	0.9%	445	1.1%	1,558	1.2%
Work at Home	864	18.0%	5,682	13.8%	18,767	14.0%
Travel Time (2024)						
Travel to Work in 14 Minutes or Less	675	14.0%	5,673	13.7%	16,997	12.7%
Travel to Work in 15 to 29 Minutes	1,230	25.6%	11,561	28.0%	35,906	26.7%
Travel to Work in 30 to 59 Minutes	1,597	33.2%	15,509	37.5%	52,097	38.8%
Travel to Work in 60 Minutes or More	447	9.3%	2,880	7.0%	10,581	7.9%
Average Minutes Travel to Work	30.0		28.4		29.6	

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