



Community Profile

Dalrock Rd
 Dalrock Rd, Rowlett, Texas, 75088
 Rings: 5, 10, 20 mile radii

Prepared by Esri
 Latitude: 32.87581
 Longitude: -96.51840

	5 miles	10 miles	20 miles
Population Summary			
2010 Total Population	106,047	536,907	1,965,507
2020 Total Population	119,518	627,562	2,275,889
2020 Group Quarters	571	2,587	29,667
2023 Total Population	123,337	657,595	2,375,514
2023 Group Quarters	572	2,567	29,495
2028 Total Population	128,578	687,976	2,503,095
2023-2028 Annual Rate	0.84%	0.91%	1.05%
2023 Total Daytime Population	104,352	549,343	2,545,317
Workers	48,094	231,654	1,414,993
Residents	56,258	317,689	1,130,324
Household Summary			
2010 Households	37,366	181,784	728,025
2010 Average Household Size	2.82	2.94	2.66
2020 Total Households	42,360	211,325	856,095
2020 Average Household Size	2.81	2.96	2.62
2023 Total Households	44,020	221,990	897,384
2023 Average Household Size	2.79	2.95	2.61
2028 Total Households	46,442	233,529	953,593
2028 Average Household Size	2.76	2.94	2.59
2023-2028 Annual Rate	1.08%	1.02%	1.22%
2010 Families	28,743	137,722	478,008
2010 Average Family Size	3.23	3.39	3.31
2023 Families	33,508	168,186	573,107
2023 Average Family Size	3.22	3.43	3.33
2028 Families	35,206	177,708	610,119
2028 Average Family Size	3.19	3.40	3.30
2023-2028 Annual Rate	0.99%	1.11%	1.26%
Housing Unit Summary			
2000 Housing Units	31,453	159,777	693,429
Owner Occupied Housing Units	71.3%	65.7%	52.5%
Renter Occupied Housing Units	25.0%	30.5%	41.7%
Vacant Housing Units	3.7%	3.8%	5.8%
2010 Housing Units	39,674	194,057	797,557
Owner Occupied Housing Units	70.3%	64.3%	52.9%
Renter Occupied Housing Units	23.9%	29.3%	38.4%
Vacant Housing Units	5.8%	6.3%	8.7%
2020 Housing Units	44,659	222,580	920,043
Vacant Housing Units	5.1%	5.1%	7.0%
2023 Housing Units	46,651	234,409	966,220
Owner Occupied Housing Units	66.7%	64.3%	50.4%
Renter Occupied Housing Units	27.6%	30.4%	42.5%
Vacant Housing Units	5.6%	5.3%	7.1%
2028 Housing Units	49,426	248,433	1,028,443
Owner Occupied Housing Units	64.5%	64.1%	50.7%
Renter Occupied Housing Units	29.4%	29.9%	42.0%
Vacant Housing Units	6.0%	6.0%	7.3%
Median Household Income			
2023	\$99,614	\$78,194	\$76,378
2028	\$107,252	\$88,683	\$85,545
Median Home Value			
2023	\$289,600	\$268,842	\$319,860
2028	\$337,106	\$302,617	\$358,954
Per Capita Income			
2023	\$44,930	\$35,845	\$44,033
2028	\$50,985	\$40,663	\$49,353
Median Age			
2010	36.8	33.6	33.8
2023	38.7	35.4	35.7
2028	39.2	35.6	36.0

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	44,020	221,990	897,363
<\$15,000	5.5%	6.8%	8.2%
\$15,000 - \$24,999	5.1%	5.6%	6.2%
\$25,000 - \$34,999	5.3%	6.7%	6.5%
\$35,000 - \$49,999	9.5%	10.7%	10.5%
\$50,000 - \$74,999	13.7%	18.1%	17.6%
\$75,000 - \$99,999	11.0%	12.6%	11.9%
\$100,000 - \$149,999	23.8%	20.6%	17.3%
\$150,000 - \$199,999	12.5%	9.6%	8.8%
\$200,000+	13.5%	9.3%	12.8%
Average Household Income	\$125,407	\$106,393	\$116,490
2028 Households by Income			
Household Income Base	46,442	233,529	953,576
<\$15,000	4.8%	6.0%	7.3%
\$15,000 - \$24,999	4.1%	4.4%	5.0%
\$25,000 - \$34,999	4.4%	5.6%	5.5%
\$35,000 - \$49,999	8.1%	9.4%	9.4%
\$50,000 - \$74,999	12.6%	17.0%	16.9%
\$75,000 - \$99,999	10.6%	12.5%	12.2%
\$100,000 - \$149,999	24.8%	22.4%	18.9%
\$150,000 - \$199,999	15.4%	12.0%	10.9%
\$200,000+	15.2%	10.7%	14.0%
Average Household Income	\$140,542	\$120,068	\$129,535
2023 Owner Occupied Housing Units by Value			
Total	31,127	150,659	486,956
<\$50,000	1.1%	1.5%	2.9%
\$50,000 - \$99,999	1.2%	1.8%	3.2%
\$100,000 - \$149,999	2.0%	5.3%	4.7%
\$150,000 - \$199,999	8.2%	14.5%	9.3%
\$200,000 - \$249,999	19.0%	19.4%	12.7%
\$250,000 - \$299,999	23.3%	19.9%	13.4%
\$300,000 - \$399,999	21.8%	18.5%	19.7%
\$400,000 - \$499,999	12.2%	10.1%	13.2%
\$500,000 - \$749,999	7.5%	6.1%	12.4%
\$750,000 - \$999,999	1.8%	1.5%	3.9%
\$1,000,000 - \$1,499,999	0.6%	0.7%	2.3%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.9%
\$2,000,000 +	0.8%	0.4%	1.5%
Average Home Value	\$351,662	\$316,197	\$409,603
2028 Owner Occupied Housing Units by Value			
Total	31,893	159,281	521,006
<\$50,000	0.2%	0.4%	1.1%
\$50,000 - \$99,999	0.4%	0.3%	1.0%
\$100,000 - \$149,999	0.8%	1.3%	1.9%
\$150,000 - \$199,999	3.3%	7.6%	5.8%
\$200,000 - \$249,999	13.2%	17.3%	11.5%
\$250,000 - \$299,999	22.0%	22.6%	14.6%
\$300,000 - \$399,999	27.4%	24.8%	24.0%
\$400,000 - \$499,999	18.3%	14.4%	16.9%
\$500,000 - \$749,999	10.4%	7.8%	14.4%
\$750,000 - \$999,999	2.0%	2.0%	4.1%
\$1,000,000 - \$1,499,999	0.7%	0.8%	2.5%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.9%
\$2,000,000 +	0.9%	0.5%	1.3%
Average Home Value	\$394,683	\$360,914	\$441,241

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	106,046	536,905	1,965,504
0 - 4	6.5%	7.8%	7.7%
5 - 9	7.4%	8.1%	7.6%
10 - 14	8.3%	8.4%	7.3%
15 - 24	13.3%	14.0%	13.5%
25 - 34	11.8%	13.5%	15.7%
35 - 44	15.1%	14.9%	14.9%
45 - 54	16.9%	14.7%	14.2%
55 - 64	11.6%	9.8%	10.0%
65 - 74	5.6%	5.0%	5.2%
75 - 84	2.6%	2.7%	2.8%
85 +	0.9%	1.0%	1.1%
18 +	72.5%	70.6%	73.1%
2023 Population by Age			
Total	123,334	657,597	2,375,513
0 - 4	5.7%	6.8%	6.5%
5 - 9	6.3%	7.2%	6.8%
10 - 14	6.6%	7.3%	6.9%
15 - 24	12.6%	13.1%	13.2%
25 - 34	14.2%	15.0%	15.5%
35 - 44	13.0%	13.8%	14.3%
45 - 54	13.1%	12.3%	12.0%
55 - 64	13.8%	11.6%	11.3%
65 - 74	9.7%	8.1%	8.3%
75 - 84	3.9%	3.6%	3.8%
85 +	1.1%	1.1%	1.3%
18 +	77.4%	74.5%	75.8%
2028 Population by Age			
Total	128,579	687,978	2,503,094
0 - 4	5.8%	7.0%	6.7%
5 - 9	5.9%	7.1%	6.7%
10 - 14	6.4%	7.3%	6.7%
15 - 24	11.3%	12.3%	12.9%
25 - 34	14.5%	15.3%	15.4%
35 - 44	13.7%	14.4%	14.6%
45 - 54	12.2%	11.8%	12.0%
55 - 64	12.5%	10.5%	10.3%
65 - 74	10.8%	8.6%	8.6%
75 - 84	5.5%	4.4%	4.7%
85 +	1.4%	1.3%	1.5%
18 +	78.3%	74.6%	76.1%
2010 Population by Sex			
Males	51,838	261,651	975,246
Females	54,209	275,256	990,260
2023 Population by Sex			
Males	60,484	322,261	1,179,769
Females	62,853	335,334	1,195,745
2028 Population by Sex			
Males	62,813	336,181	1,237,511
Females	65,765	351,796	1,265,584

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2010 Population by Race/Ethnicity			
Total	106,048	536,907	1,965,507
White Alone	70.9%	64.7%	62.3%
Black Alone	13.7%	14.1%	16.1%
American Indian Alone	0.6%	0.8%	0.7%
Asian Alone	5.9%	5.8%	6.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.1%	11.6%	11.8%
Two or More Races	2.7%	3.0%	2.8%
Hispanic Origin	18.2%	30.8%	29.0%
Diversity Index	62.8	73.9	74.5
2020 Population by Race/Ethnicity			
Total	119,518	627,562	2,275,889
White Alone	52.7%	44.7%	46.8%
Black Alone	17.1%	16.0%	16.4%
American Indian Alone	0.8%	1.1%	1.0%
Asian Alone	8.0%	7.3%	8.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.1%	15.2%	13.4%
Two or More Races	13.2%	15.5%	14.2%
Hispanic Origin	22.6%	35.3%	31.1%
Diversity Index	78.1	84.9	83.4
2023 Population by Race/Ethnicity			
Total	123,336	657,595	2,375,514
White Alone	50.4%	43.5%	45.8%
Black Alone	18.0%	16.6%	16.7%
American Indian Alone	0.9%	1.2%	1.0%
Asian Alone	8.5%	7.7%	8.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.5%	15.2%	13.5%
Two or More Races	13.8%	15.7%	14.5%
Hispanic Origin	23.6%	35.4%	31.4%
Diversity Index	79.6	85.3	83.8
2028 Population by Race/Ethnicity			
Total	128,577	687,975	2,503,095
White Alone	47.8%	41.4%	44.1%
Black Alone	18.6%	17.1%	17.1%
American Indian Alone	0.9%	1.2%	1.1%
Asian Alone	9.3%	8.6%	8.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.9%	15.5%	13.8%
Two or More Races	14.4%	16.1%	15.0%
Hispanic Origin	24.6%	35.8%	31.8%
Diversity Index	81.1	86.0	84.6
2010 Population by Relationship and Household Type			
Total	106,047	536,907	1,965,506
In Households	99.5%	99.6%	98.6%
In Family Households	89.5%	89.5%	82.9%
Householder	27.2%	25.6%	24.3%
Spouse	21.1%	18.6%	17.5%
Child	35.0%	37.0%	33.3%
Other relative	4.4%	5.8%	5.5%
Nonrelative	1.9%	2.4%	2.2%
In Nonfamily Households	10.0%	10.1%	15.8%
In Group Quarters	0.5%	0.4%	1.4%
Institutionalized Population	0.5%	0.4%	1.0%
Noninstitutionalized Population	0.0%	0.0%	0.3%

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.

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2023 Population 25+ by Educational Attainment			
Total	84,952	431,023	1,580,357
Less than 9th Grade	3.3%	6.4%	6.3%
9th - 12th Grade, No Diploma	4.4%	7.1%	6.1%
High School Graduate	18.6%	21.6%	17.7%
GED/Alternative Credential	3.5%	3.9%	3.0%
Some College, No Degree	22.1%	20.3%	16.8%
Associate Degree	10.4%	8.9%	7.3%
Bachelor's Degree	24.4%	21.7%	27.3%
Graduate/Professional Degree	13.3%	10.3%	15.5%
2023 Population 15+ by Marital Status			
Total	100,455	517,457	1,893,320
Never Married	29.3%	31.6%	35.4%
Married	59.0%	55.3%	51.6%
Widowed	3.6%	4.4%	4.1%
Divorced	8.1%	8.8%	8.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	70,458	358,850	1,305,970
Population 16+ Employed	96.6%	96.4%	96.5%
Population 16+ Unemployment rate	3.4%	3.6%	3.5%
Population 16-24 Employed	12.4%	13.4%	12.8%
Population 16-24 Unemployment rate	8.1%	8.1%	7.2%
Population 25-54 Employed	62.1%	64.8%	64.9%
Population 25-54 Unemployment rate	2.6%	2.9%	2.8%
Population 55-64 Employed	18.2%	15.7%	14.9%
Population 55-64 Unemployment rate	2.4%	2.6%	3.6%
Population 65+ Employed	7.3%	6.1%	7.3%
Population 65+ Unemployment rate	4.2%	3.4%	3.0%
2023 Employed Population 16+ by Industry			
Total	68,052	345,962	1,259,622
Agriculture/Mining	0.3%	0.4%	0.5%
Construction	7.2%	10.1%	8.7%
Manufacturing	9.4%	8.8%	7.9%
Wholesale Trade	2.6%	2.1%	2.1%
Retail Trade	11.9%	10.8%	9.8%
Transportation/Utilities	6.0%	6.4%	6.1%
Information	2.1%	2.2%	2.4%
Finance/Insurance/Real Estate	8.5%	8.2%	9.8%
Services	47.7%	47.9%	50.1%
Public Administration	4.3%	3.1%	2.6%
2023 Employed Population 16+ by Occupation			
Total	68,053	345,963	1,259,623
White Collar	69.8%	60.5%	65.5%
Management/Business/Financial	20.4%	16.8%	21.0%
Professional	26.7%	22.0%	25.1%
Sales	10.3%	8.8%	8.9%
Administrative Support	12.5%	12.8%	10.5%
Services	13.8%	16.5%	14.9%
Blue Collar	16.4%	23.1%	19.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.2%	7.2%	6.2%
Installation/Maintenance/Repair	3.5%	3.6%	2.8%
Production	2.6%	4.3%	3.5%
Transportation/Material Moving	6.0%	7.9%	6.9%

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2010 Households by Type			
Total	37,366	181,787	728,019
Households with 1 Person	18.8%	19.9%	27.7%
Households with 2+ People	81.2%	80.1%	72.3%
Family Households	76.9%	75.8%	65.7%
Husband-wife Families	59.8%	55.2%	47.4%
With Related Children	30.1%	30.0%	24.8%
Other Family (No Spouse Present)	17.1%	20.6%	18.3%
Other Family with Male Householder	4.7%	5.6%	5.1%
With Related Children	2.9%	3.5%	2.9%
Other Family with Female Householder	12.5%	15.0%	13.2%
With Related Children	8.6%	10.5%	9.0%
Nonfamily Households	4.3%	4.4%	6.7%
All Households with Children	42.0%	44.4%	37.0%
Multigenerational Households	5.5%	6.6%	5.1%
Unmarried Partner Households	5.2%	5.9%	6.1%
Male-female	4.5%	5.2%	5.1%
Same-sex	0.7%	0.7%	1.0%
2010 Households by Size			
Total	37,365	181,784	728,027
1 Person Household	18.8%	19.9%	27.7%
2 Person Household	32.0%	28.5%	29.4%
3 Person Household	18.9%	18.2%	15.7%
4 Person Household	17.4%	16.9%	14.0%
5 Person Household	8.0%	9.3%	7.4%
6 Person Household	3.2%	4.1%	3.3%
7 + Person Household	1.8%	3.0%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	37,366	181,778	728,026
Owner Occupied	74.6%	68.7%	58.0%
Owned with a Mortgage/Loan	61.5%	54.3%	43.3%
Owned Free and Clear	13.1%	14.4%	14.7%
Renter Occupied	25.4%	31.3%	42.0%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	123	104	88
Percent of Income for Mortgage	17.5%	20.7%	25.2%
Wealth Index	129	97	106
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	39,674	194,057	797,557
Housing Units Inside Urbanized Area	98.9%	95.6%	95.1%
Housing Units Inside Urbanized Cluster	0.0%	2.1%	1.8%
Rural Housing Units	1.1%	2.3%	3.0%
2010 Population By Urban/ Rural Status			
Total Population	106,047	536,907	1,965,507
Population Inside Urbanized Area	98.8%	95.6%	94.5%
Population Inside Urbanized Cluster	0.0%	2.1%	2.1%
Rural Population	1.2%	2.3%	3.4%

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.

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Top 3 Tapestry Segments			
1.	Workday Drive (4A)	Up and Coming Families (7A)	Metro Renters (3B)
2.	Home Improvement (4B)	Urban Edge Families (7C)	Forging Opportunity (7D)
3.	Savvy Suburbanites (1D)	Workday Drive (4A)	Young and Restless (11B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$112,533,300	\$491,724,922	\$2,221,344,739
Average Spent	\$2,556.41	\$2,215.08	\$2,475.36
Spending Potential Index	116	101	113
Education: Total \$	\$91,735,865	\$374,526,965	\$1,749,468,060
Average Spent	\$2,083.96	\$1,687.13	\$1,949.52
Spending Potential Index	116	94	109
Entertainment/Recreation: Total \$	\$192,711,910	\$825,055,999	\$3,604,896,967
Average Spent	\$4,377.83	\$3,716.64	\$4,017.12
Spending Potential Index	116	98	106
Food at Home: Total \$	\$339,405,360	\$1,476,375,880	\$6,627,975,112
Average Spent	\$7,710.25	\$6,650.64	\$7,385.89
Spending Potential Index	113	98	109
Food Away from Home: Total \$	\$193,516,957	\$851,489,637	\$3,807,303,963
Average Spent	\$4,396.11	\$3,835.71	\$4,242.67
Spending Potential Index	118	103	114
Health Care: Total \$	\$370,069,606	\$1,591,696,895	\$6,872,936,890
Average Spent	\$8,406.85	\$7,170.13	\$7,658.86
Spending Potential Index	114	97	104
HH Furnishings & Equipment: Total \$	\$153,198,914	\$656,949,808	\$2,891,165,004
Average Spent	\$3,480.21	\$2,959.37	\$3,221.77
Spending Potential Index	118	100	109
Personal Care Products & Services: Total \$	\$49,663,170	\$214,685,833	\$957,379,243
Average Spent	\$1,128.20	\$967.10	\$1,066.86
Spending Potential Index	118	101	112
Shelter: Total \$	\$1,267,497,616	\$5,490,370,298	\$24,676,492,332
Average Spent	\$28,793.68	\$24,732.51	\$27,498.25
Spending Potential Index	116	100	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$164,751,075	\$692,142,406	\$2,937,858,051
Average Spent	\$3,742.64	\$3,117.90	\$3,273.80
Spending Potential Index	120	100	105
Travel: Total \$	\$118,835,906	\$502,973,728	\$2,197,318,320
Average Spent	\$2,699.59	\$2,265.75	\$2,448.58
Spending Potential Index	120	101	109
Vehicle Maintenance & Repairs: Total \$	\$67,254,188	\$295,785,637	\$1,293,120,727
Average Spent	\$1,527.81	\$1,332.43	\$1,440.99
Spending Potential Index	117	102	110

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.