

Expanded Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 30.4849/-97.6802

La Frontera Village		3 mi radius		5 mi radius		10 mi radius	
Round Rock, TX 78681							
Population							
Estimated Population (2025)		87,835		261,125		838,677	
Projected Population (2030)		88,483		262,555		867,939	
Census Population (2020)		85,500		255,857		769,990	
Census Population (2010)		72,245		209,008		584,579	
Projected Annual Growth (2025 to 2030)		648	0.1%	1,430	0.1%	29,262	0.7%
Historical Annual Growth (2020 to 2025)		2,335	0.5%	5,268	0.4%	68,687	1.8%
Historical Annual Growth (2010 to 2020)		13,255	3.7%	46,850	4.5%	185,411	6.3%
Estimated Population Density (2025)		3,108	psm	3,326	psm	2,671	psm
Trade Area Size		28.3	sq mi	78.5	sq mi	314.0	sq mi
Households							
Estimated Households (2025)		36,666		104,714		338,223	
Projected Households (2030)		38,119		107,613		355,259	
Census Households (2020)		33,591		97,268		300,740	
Census Households (2010)		27,550		76,788		225,062	
Estimated Households with Children (2025)		11,512	31.4%	36,014	34.4%	115,763	34.2%
Estimated Average Household Size (2025)		2.38		2.48		2.46	
Average Household Income							
Estimated Average Household Income (2025)		\$125,456		\$143,508		\$146,572	
Projected Average Household Income (2030)		\$122,637		\$141,297		\$144,923	
Estimated Average Family Income (2025)		\$147,761		\$171,817		\$176,779	
Median Household Income							
Estimated Median Household Income (2025)		\$97,495		\$112,683		\$114,431	
Projected Median Household Income (2030)		\$95,309		\$111,000		\$113,571	
Estimated Median Family Income (2025)		\$119,003		\$135,643		\$139,272	
Per Capita Income							
Estimated Per Capita Income (2025)		\$52,420		\$57,587		\$59,170	
Projected Per Capita Income (2030)		\$52,882		\$57,952		\$59,378	
Estimated Per Capita Income 5 Year Growth		\$462	0.9%	\$364	0.6%	\$207	0.4%
Estimated Average Household Net Worth (2025)		\$845,851		\$1,061,529		\$1,131,161	
Daytime Demos (2025)							
Total Businesses		4,609		10,794		36,326	
Total Employees		45,233		89,904		297,218	
Company Headquarter Businesses		137	3.0%	284	2.6%	1,120	3.1%
Company Headquarter Employees		6,024	13.3%	10,547	11.7%	40,820	13.7%
Employee Population per Business		9.8		8.3		8.2	
Residential Population per Business		19.1		24.2		23.1	

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La Frontera Village

Round Rock, TX 78681

3 mi radius

5 mi radius

10 mi radius

Race & Ethnicity

White (2025)	44,274	50.4%	132,242	50.6%	441,988	52.7%
Black or African American (2025)	11,691	13.3%	32,868	12.6%	89,292	10.6%
American Indian or Alaska Native (2025)	671	0.8%	1,815	0.7%	5,976	0.7%
Asian (2025)	10,166	11.6%	36,551	14.0%	117,211	14.0%
Hawaiian or Pacific Islander (2025)	102	0.1%	302	0.1%	840	0.1%
Other Race (2025)	7,721	8.8%	20,734	7.9%	68,216	8.1%
Two or More Races (2025)	13,210	15.0%	36,613	14.0%	115,154	13.7%
Not Hispanic or Latino Population (2025)	61,472	70.0%	189,204	72.5%	606,555	72.3%
Hispanic or Latino Population (2025)	26,363	30.0%	71,921	27.5%	232,121	27.7%
Not Hispanic or Latino Population (2030)	62,003	70.1%	189,481	72.2%	625,087	72.0%
Hispanic or Latino Population (2030)	26,480	29.9%	73,074	27.8%	242,852	28.0%
Not Hispanic or Latino Population (2020)	57,115	66.8%	184,001	71.9%	552,398	71.7%
Hispanic or Latino Population (2020)	28,385	33.2%	71,856	28.1%	217,592	28.3%
Not Hispanic or Latino Population (2010)	48,537	67.2%	152,899	73.2%	421,109	72.0%
Hispanic or Latino Population (2010)	23,708	32.8%	56,108	26.8%	163,470	28.0%
Projected Hispanic Annual Growth (2025 to 2030)	117	-	1,152	0.3%	10,731	0.9%
Historic Hispanic Annual Growth (2010 to 2025)	2,655	0.7%	15,813	1.9%	68,651	2.8%

Age Distribution (2025)

Age Under 5	5,430	6.2%	15,528	5.9%	51,198	6.1%
Age 5 to 9 Years	5,203	5.9%	16,416	6.3%	54,307	6.5%
Age 10 to 14 Years	5,302	6.0%	16,774	6.4%	53,152	6.3%
Age 15 to 19 Years	5,170	5.9%	16,349	6.3%	49,654	5.9%
Age 20 to 24 Years	5,801	6.6%	15,731	6.0%	47,330	5.6%
Age 25 to 29 Years	7,885	9.0%	21,630	8.3%	69,563	8.3%
Age 30 to 34 Years	8,949	10.2%	24,043	9.2%	80,470	9.6%
Age 35 to 39 Years	8,098	9.2%	23,592	9.0%	79,216	9.4%
Age 40 to 44 Years	7,152	8.1%	22,323	8.5%	72,217	8.6%
Age 45 to 49 Years	5,940	6.8%	19,107	7.3%	60,463	7.2%
Age 50 to 54 Years	5,449	6.2%	17,519	6.7%	53,854	6.4%
Age 55 to 59 Years	4,519	5.1%	14,011	5.4%	42,751	5.1%
Age 60 to 64 Years	4,098	4.7%	12,252	4.7%	38,186	4.6%
Age 65 to 74 Years	5,604	6.4%	16,397	6.3%	53,437	6.4%
Age 75 to 84 Years	2,431	2.8%	7,189	2.8%	24,911	3.0%
Age 85 Years or Over	802	0.9%	2,264	0.9%	7,965	0.9%
Median Age	34.6		35.4		35.4	

Gender Age Distribution (2025)

Female Population	44,355	50.5%	131,757	50.5%	418,620	49.9%
Age 0 to 19 Years	10,285	23.2%	31,866	24.2%	102,241	24.4%
Age 20 to 64 Years	29,064	65.5%	85,402	64.8%	269,126	64.3%
Age 65 Years or Over	5,006	11.3%	14,488	11.0%	47,254	11.3%
Female Median Age	35.4		35.9		35.7	
Male Population	43,480	49.5%	129,368	49.5%	420,056	50.1%
Age 0 to 19 Years	10,821	24.9%	33,201	25.7%	106,071	25.3%
Age 20 to 64 Years	28,828	66.3%	84,804	65.6%	274,926	65.4%
Age 65 Years or Over	3,831	8.8%	11,363	8.8%	39,060	9.3%
Male Median Age	34.0		34.8		35.1	

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Round Rock, TX 78681							
Household Income Distribution (2025)							
HH Income \$200,000 or More	5,107	13.9%	19,770	18.9%	67,212	19.9%	
HH Income \$150,000 to \$199,999	4,166	11.4%	13,006	12.4%	42,497	12.6%	
HH Income \$100,000 to \$149,999	7,459	20.3%	21,304	20.3%	69,540	20.6%	
HH Income \$75,000 to \$99,999	4,780	13.0%	13,301	12.7%	39,469	11.7%	
HH Income \$50,000 to \$74,999	6,665	18.2%	16,997	16.2%	51,110	15.1%	
HH Income \$35,000 to \$49,999	3,526	9.6%	8,536	8.2%	26,545	7.8%	
HH Income \$25,000 to \$34,999	1,481	4.0%	3,748	3.6%	13,235	3.9%	
HH Income \$15,000 to \$24,999	1,384	3.8%	3,045	2.9%	11,655	3.4%	
HH Income Under \$15,000	2,098	5.7%	5,007	4.8%	16,962	5.0%	
HH Income \$35,000 or More	31,703	86.5%	92,915	88.7%	296,371	87.6%	
HH Income \$75,000 or More	21,512	58.7%	67,382	64.3%	218,717	64.7%	
Housing (2025)							
Total Housing Units	39,833		115,617		375,709		
Housing Units Occupied	36,666	92.0%	104,714	90.6%	338,223	90.0%	
Housing Units Owner-Occupied	15,949	43.5%	51,701	49.4%	174,173	51.5%	
Housing Units, Renter-Occupied	20,717	56.5%	53,013	50.6%	164,051	48.5%	
Housing Units, Vacant	3,167	8.6%	10,903	10.4%	37,485	11.1%	
Marital Status (2025)							
Never Married	23,498	32.7%	67,428	31.7%	218,975	32.2%	
Currently Married	33,196	46.2%	106,279	50.0%	340,655	50.1%	
Separated	3,104	4.3%	8,018	3.8%	25,812	3.8%	
Widowed	2,481	3.5%	6,388	3.0%	20,856	3.1%	
Divorced	9,621	13.4%	24,293	11.4%	73,723	10.8%	
Household Type (2025)							
Population Family	64,388	73.3%	201,560	77.2%	639,978	76.3%	
Population Non-Family	22,919	26.1%	58,401	22.4%	193,539	23.1%	
Population Group Quarters	527	0.6%	1,165	0.4%	5,160	0.6%	
Family Households	21,092	57.5%	64,448	61.5%	205,750	60.8%	
Non-Family Households	15,574	42.5%	40,266	38.5%	132,473	39.2%	
Married Couple with Children	7,603	22.9%	25,602	24.1%	84,385	24.8%	
Average Family Household Size	3.1		3.1		3.1		
Household Size (2025)							
1 Person Households	11,601	31.6%	30,063	28.7%	96,661	28.6%	
2 Person Households	12,456	34.0%	34,748	33.2%	114,290	33.8%	
3 Person Households	5,151	14.0%	15,648	14.9%	51,257	15.2%	
4 Person Households	4,298	11.7%	14,404	13.8%	45,560	13.5%	
5 Person Households	1,975	5.4%	6,132	5.9%	18,981	5.6%	
6 or More Person Households	1,185	3.2%	3,719	3.6%	11,474	3.4%	
Household Vehicles (2025)							
Households with 0 Vehicles Available	1,939	5.3%	4,344	4.1%	15,594	4.6%	
Households with 1 Vehicles Available	14,174	38.7%	39,557	37.8%	129,810	38.4%	
Households with 2 or More Vehicles Available	20,553	56.1%	60,813	58.1%	192,820	57.0%	
Total Vehicles Available	63,108		187,283		591,714		
Average Vehicles Per Household	1.7		1.8		1.7		

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Round Rock, TX 78681							
Labor Force (2025)							
Estimated Labor Population Age 16 Years or Over	70,837			208,929		669,218	
Estimated Civilian Employed	53,781	75.9%		156,346	74.8%	494,079	73.8%
Estimated Civilian Unemployed	2,028	2.9%		5,353	2.6%	18,339	2.7%
Estimated in Armed Forces	161	0.2%		468	0.2%	1,495	0.2%
Estimated Not in Labor Force	14,868	21.0%		46,761	22.4%	155,306	23.2%
Unemployment Rate	2.9%			2.6%		2.7%	
Occupation (2025)							
Occupation: Population Age 16 Years or Over	53,776			156,336		494,050	
Management, Business, Financial Operations	10,638	19.8%		34,305	21.9%	113,579	23.0%
Professional, Related	15,970	29.7%		49,123	31.4%	159,774	32.3%
Service	7,081	13.2%		19,035	12.2%	58,986	11.9%
Sales, Office	10,985	20.4%		30,918	19.8%	92,328	18.7%
Farming, Fishing, Forestry	6	-		58	-	388	-
Construct, Extraction, Maintenance	3,366	6.3%		7,900	5.1%	25,578	5.2%
Production, Transport Material Moving	5,730	10.7%		14,997	9.6%	43,416	8.8%
White Collar Workers	37,593	69.9%		114,346	73.1%	365,681	74.0%
Blue Collar Workers	16,183	30.1%		41,990	26.9%	128,368	26.0%
Consumer Expenditure (2025)							
Total Household Expenditure	\$4.07 B			\$12.64 B		\$41.13 B	
Total Non-Retail Expenditure	\$2.11 B	51.9%		\$6.62 B	52.3%	\$21.54 B	52.4%
Total Retail Expenditure	\$1.96 B	48.1%		\$6.03 B	47.7%	\$19.59 B	47.6%
Alcoholic Beverages	\$25.32 M	0.6%		\$78.9 M	0.6%	\$257.1 M	0.6%
Apparel	\$75.66 M	1.9%		\$234.41 M	1.9%	\$762.94 M	1.9%
Contributions	\$134.8 M	3.3%		\$425.2 M	3.4%	\$1.39 B	3.4%
Education	\$95.26 M	2.3%		\$299.04 M	2.4%	\$975.96 M	2.4%
Entertainment	\$233.93 M	5.7%		\$723.66 M	5.7%	\$2.36 B	5.7%
Food Away From Home	\$180.5 M	4.4%		\$559.99 M	4.4%	\$1.82 B	4.4%
Grocery	\$255.42 M	6.3%		\$768.22 M	6.1%	\$2.48 B	6.0%
Health Care	\$220.91 M	5.4%		\$639.18 M	5.1%	\$2.07 B	5.0%
Household Furnishings and Equipment	\$109.52 M	2.7%		\$340.43 M	2.7%	\$1.11 B	2.7%
Household Operations	\$75.95 M	1.9%		\$235.13 M	1.9%	\$765.43 M	1.9%
Miscellaneous Expenses	\$70.37 M	1.7%		\$217.86 M	1.7%	\$709.08 M	1.7%
Personal Care	\$50.79 M	1.2%		\$154.05 M	1.2%	\$499 M	1.2%
Shelter	\$688.04 M	16.9%		\$2.07 B	16.4%	\$6.69 B	16.3%
Tax and Retirement	\$1.04 B	25.4%		\$3.4 B	26.9%	\$11.19 B	27.2%
Tobacco and Related	\$17.63 M	0.4%		\$49.96 M	0.4%	\$160.22 M	0.4%
Transportation	\$619.94 M	15.2%		\$1.91 B	15.1%	\$6.14 B	14.9%
Utilities	\$181.24 M	4.5%		\$543.45 M	4.3%	\$1.76 B	4.3%
Educational Attainment (2025)							
Adult Population Age 25 Years or Over	60,929			180,327		583,035	
Elementary (Grade Level 0 to 8)	2,779	4.6%		5,583	3.1%	21,571	3.7%
Some High School (Grade Level 9 to 11)	2,186	3.6%		5,255	2.9%	17,576	3.0%
High School Graduate	10,586	17.4%		29,420	16.3%	90,188	15.5%
Some College	12,782	21.0%		35,810	19.9%	102,785	17.6%
Associate Degree Only	5,530	9.1%		14,599	8.1%	44,631	7.7%
Bachelor Degree Only	17,726	29.1%		57,376	31.8%	192,930	33.1%
Graduate Degree	9,339	15.3%		32,283	17.9%	113,354	19.4%

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Units In Structure (2025)

1 Detached Unit	20,275	73.6%	60,655	79.0%	191,710	85.2%
1 Attached Unit	1,129	4.1%	3,402	4.4%	12,631	5.6%
2 to 4 Units	2,234	8.1%	5,534	7.2%	19,867	8.8%
5 to 9 Units	1,837	6.7%	5,158	6.7%	17,868	7.9%
10 to 19 Units	4,118	14.9%	10,623	13.8%	32,132	14.3%
20 to 49 Units	2,491	9.0%	7,403	9.6%	21,758	9.7%
50 or More Units	4,117	14.9%	10,477	13.6%	36,165	16.1%
Mobile Home or Trailer	460	1.7%	1,404	1.8%	5,896	2.6%
Other Structure	4	-	58	-	197	-

Homes Built By Year (2025)

Homes Built 2010 or later	11,432	41.5%	32,362	42.1%	117,193	52.1%
Homes Built 2000 to 2009	7,197	26.1%	25,188	32.8%	70,989	31.5%
Homes Built 1990 to 1999	8,030	29.1%	22,016	28.7%	54,059	24.0%
Homes Built 1980 to 1989	5,693	20.7%	15,665	20.4%	47,831	21.3%
Homes Built 1970 to 1979	2,884	10.5%	6,018	7.8%	29,471	13.1%
Homes Built 1960 to 1969	587	2.1%	1,513	2.0%	10,555	4.7%
Homes Built 1950 to 1959	369	1.3%	864	1.1%	4,526	2.0%
Homes Built Before 1949	474	1.7%	1,090	1.4%	3,599	1.6%

Home Values (2025)

Home Values \$1,000,000 or More	610	3.8%	2,523	4.9%	9,274	5.3%
Home Values \$500,000 to \$999,999	3,964	24.9%	18,346	35.5%	68,207	39.2%
Home Values \$400,000 to \$499,999	3,408	21.4%	10,624	20.5%	36,150	20.8%
Home Values \$300,000 to \$399,999	4,743	29.7%	12,186	23.6%	37,561	21.6%
Home Values \$200,000 to \$299,999	1,961	12.3%	4,576	8.8%	13,376	7.7%
Home Values \$150,000 to \$199,999	371	2.3%	1,016	2.0%	2,463	1.4%
Home Values \$100,000 to \$149,999	327	2.0%	590	1.1%	1,525	0.9%
Home Values \$70,000 to \$99,999	106	0.7%	242	0.5%	1,151	0.7%
Home Values \$50,000 to \$69,999	72	0.5%	378	0.7%	1,005	0.6%
Home Values \$25,000 to \$49,999	168	1.1%	480	0.9%	1,595	0.9%
Home Values Under \$25,000	219	1.4%	740	1.4%	1,866	1.1%
Owner-Occupied Median Home Value	\$411,067		\$466,711		\$490,911	
Renter-Occupied Median Rent	\$1,472		\$1,574		\$1,580	

Transportation To Work (2025)

Drive to Work Alone	35,162	65.4%	99,893	63.9%	309,638	62.7%
Drive to Work in Carpool	4,272	7.9%	12,154	7.8%	38,719	7.8%
Travel to Work by Public Transportation	307	0.6%	1,101	0.7%	4,050	0.8%
Drive to Work on Motorcycle	77	0.1%	192	0.1%	918	0.2%
Walk or Bicycle to Work	844	1.6%	2,318	1.5%	7,748	1.6%
Other Means	581	1.1%	1,784	1.1%	5,930	1.2%
Work at Home	12,534	23.3%	38,893	24.9%	127,047	25.7%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	10,414	19.4%	27,476	17.6%	85,236	17.3%
Travel to Work in 15 to 29 Minutes	16,744	31.1%	47,542	30.4%	142,675	28.9%
Travel to Work in 30 to 59 Minutes	12,209	22.7%	36,133	23.1%	118,088	23.9%
Travel to Work in 60 Minutes or More	1,875	3.5%	6,291	4.0%	21,004	4.3%
Average Minutes Travel to Work	21.7		22.5		23.1	