Community Profile

La Frontera Village
78681, Round Rock, Texas
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	9,394	71,670	208,124
2020 Total Population	10,490	85,535	252,895
2020 Group Quarters	0	487	1,077
2026 Total Population	11,409	88,833	267,661
2026 Group Quarters	0	514	1,140
2031 Total Population	13,175	98,182	290,023
2026-2031 Annual Rate	2.92%	2.02%	1.62%
2026 Total Daytime Population	17,521	101,303	259,446
Workers	12,965	63,284	144,713
Residents	4,556	38,019	114,733

Household Summary			
2010 Total Households	3,820	27,231	76,344
2010 Average Household Size	2.46	2.62	2.72
2020 Total Households	4,550	33,494	96,115
2020 Average Household Size	2.31	2.54	2.62
2026 Total Households	5,370	36,526	106,760
2026 Average Household Size	2.12	2.42	2.50
2031 Total Households	6,303	41,222	118,055
2031 Average Household Size	2.09	2.37	2.45
2026-2031 Annual Rate	3.26%	2.45%	2.03%
2026 Families	2,651	21,786	67,186
2026 Average Family Size	2.81	3.08	3.17
2031 Families	3,061	24,162	73,360
2031 Average Family Size	2.79	3.05	3.13
2026-2031 Growth Rate	2.92%	2.09%	1.77%

Median Household Income			
2026	$77,263	$93,080	$104,420
2031	$82,377	$103,151	$117,388

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$42,395	$49,056	$54,633
2031	$46,260	$55,088	$61,481

2026 Households by Income			
Household Income Base	5,369	36,525	106,760
<$10,000	2.2%	3.3%	2.8%
$10,000-14,999	1.6%	2.2%	1.4%
$15,000-19,999	1.1%	1.5%	1.1%
$20,000-24,999	2.0%	1.1%	0.9%
$25,000-29,999	1.7%	1.7%	1.4%
$30,000-34,999	3.5%	2.3%	2.1%
$35,000-39,999	3.4%	3.2%	2.5%
$40,000-44,999	2.9%	3.4%	3.0%
$45,000-49,999	3.6%	2.9%	2.3%
$50,000-59,999	8.6%	7.0%	6.0%
$60,000-74,999	17.3%	10.3%	9.7%
$75000-99999	17.1%	14.5%	14.6%
$100,000-124,999	13.7%	10.8%	10.2%
$125,000-149,999	6.5%	10.1%	9.4%
$150000-199999	10.2%	11.9%	13.1%
$200,000-249,999	2.2%	6.1%	8.1%
$250,000-299,999	1.1%	3.3%	4.6%
$300,000-399,999	0.9%	2.3%	3.5%
$400,000-499,999	0.1%	0.8%	1.1%
$500,000+	0.3%	1.4%	2.1%
Average Household Income	$92,285	$118,735	$136,852

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	81	80	81
Percent of Income for Mortgage	26.0%	26.5%	26.5%
Wealth Index	51	80	100

Median Home Value			
2026	$341,323	$419,644	$471,154
2031	$385,298	$474,979	$547,153

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,425	16,816	54,055
<$50,000	6.7%	1.3%	1.3%
$50,000 - $99,999	0.0%	0.4%	0.4%
$100,000 - $149,999	4.3%	1.9%	1.0%
$150,000 - $199,999	4.9%	2.8%	2.0%
$200,000 - $249,999	8.5%	5.8%	4.3%
$250,000 - $299,999	12.0%	8.7%	5.9%
$300,000 - $399,999	32.4%	24.4%	19.0%
$400,000 - $499,999	14.7%	23.7%	22.6%
$500,000 - $749,999	10.1%	22.1%	28.8%
$750,000 - $999,999	3.1%	5.4%	10.2%
$1,000,000 - $1,499,999	2.6%	1.4%	2.1%
$1,500,000 - $1,999,999	0.3%	0.4%	0.5%
$2,000,000 +	0.1%	1.6%	1.9%
Average Home Value	$380,014	$483,215	$545,950

Housing Unit Summary			
2010 Total Housing Units	4,249	28,965	80,809
Owner Occupied Housing Units	36.4%	52.4%	61.0%
Renter Occupied Housing Units	63.6%	47.6%	39.0%
Vacant Housing Units	10.1%	6.0%	5.5%
2020 Housing Units	4,862	35,267	101,300
Owner Occupied Housing Units	31.4%	47.2%	52.5%
Renter Occupied Housing Units	68.6%	52.8%	47.5%
Vacant Housing Units	5.7%	5.0%	5.1%
2026 Housing Units	5,921	39,135	114,705
Owner Occupied Housing Units	26.5%	46.0%	50.6%
Renter Occupied Housing Units	73.5%	54.0%	49.4%
Vacant Housing Units	9.3%	6.7%	6.9%
2031 Total Housing Units	6,884	45,453	130,939
Owner Occupied Housing Units	27.4%	46.1%	50.5%
Renter Occupied Housing Units	72.6%	53.9%	49.5%
Vacant Housing Units	8.4%	9.3%	9.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	5,749	44,090	133,553
Females	5,660	44,743	134,108

Median Age			
2010	29.8	31.8	32.5
2020	33.4	34.4	34.7
2026	35.0	36.1	36.1
2031	36.6	37.2	37.2

2026 Population by Age			
Total	11,410	88,832	267,660
0 - 4	5.3%	6.1%	5.8%
5 - 9	4.9%	6.3%	6.2%
10 - 14	5.2%	5.9%	6.4%
15 - 24	13.9%	12.7%	13.3%
25 - 34	20.8%	17.0%	16.6%
35 - 44	16.9%	17.0%	15.9%
45 - 54	14.4%	13.7%	14.3%
55 - 64	8.5%	10.0%	10.6%
65 - 74	7.1%	7.3%	7.2%
75 - 84	3.1%	3.6%	3.5%
85 +	0.7%	1.0%	0.9%
18 +	81.4%	78.2%	77.8%

2026 Population 15+ by Marital Status			
Total	9,653	72,538	218,425
Never Married	51.0%	38.4%	35.5%
Married	34.7%	46.9%	51.4%
Widowed	1.7%	3.1%	3.4%
Divorced	12.6%	11.7%	9.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	8,065	61,218	182,753
Less than 9th Grade	4.8%	3.9%	2.8%
9th - 12th Grade, No Diploma	3.8%	3.0%	2.8%
High School Graduate	16.9%	15.1%	13.9%
GED/Alternative Credential	2.9%	4.1%	3.1%
Some College, No Degree	17.2%	18.6%	17.4%
Associate Degree	11.3%	9.8%	8.0%
Bachelor's Degree	33.7%	30.4%	33.5%
Graduate/Professional Degree	9.3%	15.0%	18.4%

2020 Population by Race/Ethnicity			
Total	10,490	85,535	252,895
White Alone	45.2%	48.2%	49.6%
Black Alone	11.3%	12.7%	11.6%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	6.9%	8.9%	11.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	16.9%	11.4%	9.7%
Two or More Races	16.9%	11.4%	9.7%
Hispanic Origin	42.4%	33.5%	29.3%
Diversity Index	85.4	83.3	81.8

2026 Population by Race/Ethnicity			
Total	11,410	88,833	267,660
White Alone	40.1%	43.6%	44.7%
Black Alone	13.5%	13.3%	12.0%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	10.6%	13.2%	16.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.4%	11.1%	9.6%
Two or More Races	18.2%	17.7%	16.7%
Hispanic Origin	41.6%	32.8%	29.1%
Diversity Index	87.1	84.9	83.7

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	7,306	53,592	160,568
White Collar	54.4%	70.9%	74.0%
Management/Business/Financial	15.4%	19.6%	21.6%
Professional	20.9%	29.1%	32.3%
Sales	6.3%	9.2%	9.2%
Administrative Support	11.7%	13.0%	11.0%
Services	17.0%	12.7%	12.1%

2026 Employed Pop 16+ by Occupation			
Total	7,306	53,592	160,568
Blue Collar	28.6%	16.4%	13.8%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	6.5%	3.0%	2.7%
Installation/Maintenance/Repair	6.3%	2.8%	2.1%
Production	3.4%	4.4%	3.9%
Transportation/Material Moving	12.3%	6.1%	5.0%
White Collar	54.4%	70.9%	74.0%
Management/Business/Financial	15.4%	19.6%	21.6%
Professional	20.9%	29.1%	32.3%
Sales	6.3%	9.2%	9.2%
Administrative Support	11.7%	13.0%	11.0%
Services	17.0%	12.7%	12.1%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,306	53,592	160,568
Population 16+ Employed	95.9%	96.3%	96.6%
Population 16+ Unemployment rate	4.1%	3.7%	3.4%
Population 16-24 Employed	14.6%	13.1%	13.6%
Population 16-24 Unemployment rate	4.7%	5.3%	5.3%
Population 25-54 Employed	68.2%	66.5%	65.5%
Population 25-54 Unemployment rate	4.0%	3.5%	3.1%
Population 55-64 Employed	11%	12%	14%
Population 55-64 Unemployment rate	4.4%	4.4%	3.6%
Population 65+ Employed	3%	4%	4%
Population 65+ Unemployment rate	1.1%	0.6%	1.1%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	7,006	51,586	155,124
Agriculture/Mining	0.3%	0.1%	0.2%
Construction	9.2%	5.4%	4.8%
Manufacturing	6.2%	9.2%	10.6%
Wholesale Trade	1.7%	1.6%	1.3%
Retail Trade	8.0%	12.0%	11.4%
Transportation/Utilities	14.6%	6.5%	5.9%
Information	7%	3%	3%
Finance/Insurance/Real Estate	6.3%	6.2%	6.6%
Services	44.9%	50.5%	50.7%
Public Administration	2.2%	5.1%	5.5%

2026 Consumer Spending			
Apparel & Services: Total $	$11,148,493	$94,164,892	$314,598,703
Average Spent	$2,076.07	$2,578.02	$2,946.78
Spending Potential Index	81	101	115
Education: Total $	$7,648,422	$68,341,518	$233,005,402
Average Spent	$1,424.29	$1,871.04	$2,182.52
Spending Potential Index	71	93	109
Entertainment/Recreation: Total $	$16,586,275	$148,713,993	$500,907,979
Average Spent	$3,088.69	$4,071.46	$4,691.91
Spending Potential Index	72	95	109
Food at Home: Total $	$33,891,613	$282,451,628	$937,559,210
Average Spent	$6,311.29	$7,732.89	$8,781.93
Spending Potential Index	80	98	111
Food Away from Home: Total $	$19,547,125	$164,550,094	$551,428,174
Average Spent	$3,640.06	$4,505.01	$5,165.12
Spending Potential Index	82	101	116
Health Care: Total $	$30,724,239	$272,691,111	$912,803,381
Average Spent	$5,721.46	$7,465.67	$8,550.05
Spending Potential Index	71	93	107
HH Furnishings & Equipment: Total $	$11,374,013	$100,188,427	$337,306,848
Average Spent	$2,118.07	$2,742.93	$3,159.49
Spending Potential Index	74	96	111
Personal Care Products & Services: Total $	$4,897,507	$41,814,530	$140,347,460
Average Spent	$912.01	$1,144.79	$1,314.61
Spending Potential Index	80	100	115

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$119,566,748	$998,504,217	$3,336,640,586
Average Spent	$22,265.69	$27,336.81	$31,253.66
Spending Potential Index	81	99	113
Support Payments/Gifts in Kind: Total $	$11,078,600	$105,549,323	$357,735,105
Average Spent	$2,063.05	$2,889.70	$3,350.83
Spending Potential Index	68	95	110
Travel: Total $	$12,975,456	$121,770,672	$415,078,513
Average Spent	$2,416.29	$3,333.81	$3,887.96
Spending Potential Index	66	91	106
Vehicle Maintenance & Repairs: Total $	$5,238,027	$44,454,888	$148,059,885
Average Spent	$975.42	$1,217.08	$1,386.85
Spending Potential Index	79	98	112

Top Tapestry Segment

1 mile	3 miles	5 miles
Young and Restless (A6):	**Modern Minds (D3)**:	**Modern Minds (D3)**:
This segment is characterized by young, mobile labor force in urban areas.	This segment is characterized by urban, educated, affluent households with commutes.	This segment is characterized by urban, educated, affluent households with commutes.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.