



Community Profile

Rockwall City, TX
 Rockwall City, TX (4862828)
 Geography: Place

Prepared by Esri

	Rockwall city...
Population Summary	
2000 Total Population	21,088
2010 Total Population	37,713
2018 Total Population	46,933
2018 Group Quarters	406
2023 Total Population	52,672
2018-2023 Annual Rate	2.33%
2018 Total Daytime Population	48,981
Workers	25,636
Residents	23,345
Household Summary	
2000 Households	7,486
2000 Average Household Size	2.78
2010 Households	13,298
2010 Average Household Size	2.81
2018 Households	16,364
2018 Average Household Size	2.84
2023 Households	18,370
2023 Average Household Size	2.85
2018-2023 Annual Rate	2.34%
2010 Families	10,177
2010 Average Family Size	3.25
2018 Families	12,570
2018 Average Family Size	3.29
2023 Families	14,063
2023 Average Family Size	3.31
2018-2023 Annual Rate	2.27%
Housing Unit Summary	
2000 Housing Units	8,017
Owner Occupied Housing Units	71.8%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	6.6%
2010 Housing Units	14,043
Owner Occupied Housing Units	72.9%
Renter Occupied Housing Units	21.8%
Vacant Housing Units	5.3%
2018 Housing Units	17,160
Owner Occupied Housing Units	75.6%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	4.6%
2023 Housing Units	19,311
Owner Occupied Housing Units	76.3%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	4.9%
Median Household Income	
2018	\$88,583
2023	\$96,806
Median Home Value	
2018	\$250,510
2023	\$285,468
Per Capita Income	
2018	\$38,736
2023	\$42,722
Median Age	
2010	36.3
2018	38.1
2023	38.0

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income	
Household Income Base	16,365
<\$15,000	4.3%
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	5.3%
\$35,000 - \$49,999	9.5%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	21.3%
\$150,000 - \$199,999	13.5%
\$200,000+	9.7%
Average Household Income	\$110,772
2023 Households by Income	
Household Income Base	18,370
<\$15,000	3.6%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	8.7%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	22.9%
\$150,000 - \$199,999	14.4%
\$200,000+	11.3%
Average Household Income	\$122,323
2018 Owner Occupied Housing Units by Value	
Total	12,979
<\$50,000	1.5%
\$50,000 - \$99,999	2.6%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	20.0%
\$200,000 - \$249,999	17.4%
\$250,000 - \$299,999	14.7%
\$300,000 - \$399,999	22.1%
\$400,000 - \$499,999	7.5%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$281,984
2023 Owner Occupied Housing Units by Value	
Total	14,742
<\$50,000	0.8%
\$50,000 - \$99,999	1.9%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	15.2%
\$200,000 - \$249,999	16.3%
\$250,000 - \$299,999	15.1%
\$300,000 - \$399,999	26.4%
\$400,000 - \$499,999	11.2%
\$500,000 - \$749,999	6.0%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$314,540

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	37,713
0 - 4	7.2%
5 - 9	8.4%
10 - 14	8.7%
15 - 24	11.5%
25 - 34	12.2%
35 - 44	16.1%
45 - 54	14.8%
55 - 64	10.6%
65 - 74	6.3%
75 - 84	3.2%
85 +	1.1%
18 +	70.7%
2018 Population by Age	
Total	46,935
0 - 4	6.6%
5 - 9	7.1%
10 - 14	7.5%
15 - 24	12.1%
25 - 34	12.4%
35 - 44	13.9%
45 - 54	13.7%
55 - 64	12.6%
65 - 74	8.8%
75 - 84	3.9%
85 +	1.3%
18 +	74.5%
2023 Population by Age	
Total	52,668
0 - 4	6.6%
5 - 9	7.0%
10 - 14	7.1%
15 - 24	11.1%
25 - 34	13.8%
35 - 44	14.0%
45 - 54	12.4%
55 - 64	11.9%
65 - 74	9.7%
75 - 84	4.8%
85 +	1.5%
18 +	75.2%
2010 Population by Sex	
Males	18,447
Females	19,266
2018 Population by Sex	
Males	22,965
Females	23,970
2023 Population by Sex	
Males	25,805
Females	26,863

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	37,713
White Alone	82.5%
Black Alone	5.9%
American Indian Alone	0.6%
Asian Alone	3.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.7%
Two or More Races	2.2%
Hispanic Origin	16.6%
Diversity Index	50.5
2018 Population by Race/Ethnicity	
Total	46,934
White Alone	78.1%
Black Alone	7.2%
American Indian Alone	0.7%
Asian Alone	4.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.7%
Two or More Races	3.1%
Hispanic Origin	19.7%
Diversity Index	57.8
2023 Population by Race/Ethnicity	
Total	52,672
White Alone	75.4%
Black Alone	8.4%
American Indian Alone	0.7%
Asian Alone	5.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.7%
Two or More Races	3.3%
Hispanic Origin	21.6%
Diversity Index	61.7
2010 Population by Relationship and Household Type	
Total	37,713
In Households	99.1%
In Family Households	89.3%
Householder	27.0%
Spouse	22.2%
Child	35.2%
Other relative	3.5%
Nonrelative	1.5%
In Nonfamily Households	9.9%
In Group Quarters	0.9%
Institutionalized Population	0.9%
Noninstitutionalized Population	0.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment	
Total	31,296
Less than 9th Grade	4.0%
9th - 12th Grade, No Diploma	4.4%
High School Graduate	16.4%
GED/Alternative Credential	2.2%
Some College, No Degree	24.0%
Associate Degree	7.6%
Bachelor's Degree	27.3%
Graduate/Professional Degree	14.0%
2018 Population 15+ by Marital Status	
Total	36,983
Never Married	25.5%
Married	60.4%
Widowed	4.3%
Divorced	9.9%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	96.8%
Civilian Unemployed (Unemployment Rate)	3.2%
2018 Employed Population 16+ by Industry	
Total	23,875
Agriculture/Mining	1.1%
Construction	10.1%
Manufacturing	10.2%
Wholesale Trade	2.9%
Retail Trade	12.5%
Transportation/Utilities	4.2%
Information	2.5%
Finance/Insurance/Real Estate	7.7%
Services	45.3%
Public Administration	3.5%
2018 Employed Population 16+ by Occupation	
Total	23,874
White Collar	72.6%
Management/Business/Financial	18.0%
Professional	28.9%
Sales	14.5%
Administrative Support	11.4%
Services	12.2%
Blue Collar	15.2%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	2.3%
Production	3.8%
Transportation/Material Moving	4.5%
2010 Population By Urban/ Rural Status	
Total Population	37,713
Population Inside Urbanized Area	97.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	13,298
Households with 1 Person	20.0%
Households with 2+ People	80.0%
Family Households	76.5%
Husband-wife Families	62.9%
With Related Children	33.5%
Other Family (No Spouse Present)	13.7%
Other Family with Male Householder	3.7%
With Related Children	2.4%
Other Family with Female Householder	10.0%
With Related Children	7.2%
Nonfamily Households	3.5%
All Households with Children	43.5%
Multigenerational Households	4.4%
Unmarried Partner Households	4.1%
Male-female	3.5%
Same-sex	0.6%
2010 Households by Size	
Total	13,298
1 Person Household	20.0%
2 Person Household	31.2%
3 Person Household	17.4%
4 Person Household	18.2%
5 Person Household	8.2%
6 Person Household	3.2%
7 + Person Household	1.7%
2010 Households by Tenure and Mortgage Status	
Total	13,298
Owner Occupied	77.0%
Owned with a Mortgage/Loan	63.1%
Owned Free and Clear	13.9%
Renter Occupied	23.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	14,043
Housing Units Inside Urbanized Area	97.8%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.2%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Up and Coming Families
2. Boomburbs (1C)
3. Soccer Moms (4A)

2018 Consumer Spending

Apparel & Services: Total \$	\$47,530,846
Average Spent	\$2,904.60
Spending Potential Index	134
Education: Total \$	\$31,065,699
Average Spent	\$1,898.42
Spending Potential Index	131
Entertainment/Recreation: Total \$	\$69,029,645
Average Spent	\$4,218.38
Spending Potential Index	131
Food at Home: Total \$	\$105,125,411
Average Spent	\$6,424.19
Spending Potential Index	128
Food Away from Home: Total \$	\$76,722,882
Average Spent	\$4,688.52
Spending Potential Index	134
Health Care: Total \$	\$120,702,307
Average Spent	\$7,376.09
Spending Potential Index	129
HH Furnishings & Equipment: Total \$	\$45,958,034
Average Spent	\$2,808.48
Spending Potential Index	134
Personal Care Products & Services: Total \$	\$18,256,667
Average Spent	\$1,115.66
Spending Potential Index	135
Shelter: Total \$	\$355,185,019
Average Spent	\$21,705.27
Spending Potential Index	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$52,470,885
Average Spent	\$3,206.48
Spending Potential Index	129
Travel: Total \$	\$48,018,188
Average Spent	\$2,934.38
Spending Potential Index	136
Vehicle Maintenance & Repairs: Total \$	\$22,941,911
Average Spent	\$1,401.97
Spending Potential Index	130

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 16, 2018