

Rockwall

General Retail Trade Area



Population

2000 Population	189,271
2010 Population	275,109
2015 Population	297,897
2020 Population	329,431
2000-2010 Annual Rate	3.81%
2010-2015 Annual Rate	1.53%
2015-2020 Annual Rate	2.03%
2015 Male Population	48.9%
2015 Female Population	51.1%
2015 Median Age	36.2

In the identified area, the current year population is 297,897. In 2010, the Census count in the area was 275,109. The rate of change since 2010 was 1.53% annually. The five-year projection for the population in the area is 329,431 representing a change of 2.03% annually from 2015 to 2020. Currently, the population is 48.9% male and 51.1% female.

Median Age

The median age in this area is 36.2, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	71.9%
2015 Black Alone	12.0%
2015 American Indian/ Alaska Native Alone	0.7%
2015 Asian Alone	4.8%
2015 Pacific Islander Alone	0.1%
2015 Other Race	7.5%
2015 Two or More Races	3.0%
2015 Hispanic Origin (Any Race)	20.6%

Persons of Hispanic origin represent 20.6% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 64.1 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	65,813
2010 Households	94,550
2015 Total Households	102,052
2020 Total Households	112,624
2000-2010 Annual Rate	3.69%
2010-2015 Annual Rate	1.46%
2015-2020 Annual Rate	1.99%
2015 Average Household Size	2.90

The household count in this area has changed from 94,550 in 2010 to 102,052 in the current year, a change of 1.46% annually. The five-year projection of households is 112,624, a change of 1.99% annually from the current year total. Average household size is currently 2.90, compared to 2.89 in the year 2010. The number of families in the current year is 79,593 in the specified area.

Median Household Income

2015 Median Household Income	\$78,533
2020 Median Household Income	\$87,132
2015-2020 Annual Rate	2.10%

Average Household Income

2015 Average Household Income	\$93,732
2020 Average Household Income	\$104,863
2015-2020 Annual Rate	2.27%

Data Note: Income is expressed in current dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography



Come Join Rockwall

Major Retail Stores and Restaurants

