

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
 Lat/Lon: 32.8872/-96.4732



Rockwall Shopping Center 3035 Ridge Road, Rockwall, TX 75032	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	9,074		39,987		100,043	
Projected Population (2028)	10,877		46,650		111,537	
Census Population (2020)	8,001		35,922		92,383	
Census Population (2010)	7,610		32,103		78,238	
Projected Annual Growth (2023 to 2028)	1,803	4.0%	6,663	3.3%	11,493	2.3%
Historical Annual Growth (2020 to 2023)	1,072	4.5%	4,065	3.8%	7,660	2.8%
Historical Annual Growth (2010 to 2020)	391	1.7%	3,820	4.0%	14,145	6.0%
Estimated Population Density (2023)	2,890 psm		1,414 psm		1,274 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	3,617		14,841		36,040	
Projected Households (2028)	4,579		17,843		40,960	
Census Households (2020)	3,071		13,074		32,803	
Census Households (2010)	2,979		11,358		27,037	
Estimated Households with Children (2023)	1,245	34.4%	5,696	38.4%	15,061	41.8%
Estimated Average Household Size (2023)	2.48		2.67		2.76	
Average Household Income						
Estimated Average Household Income (2023)	\$135,736		\$145,769		\$144,882	
Projected Average Household Income (2028)	\$113,427		\$127,836		\$134,627	
Estimated Average Family Income (2023)	\$177,636		\$171,000		\$162,594	
Median Household Income						
Estimated Median Household Income (2023)	\$142,193		\$124,701		\$123,324	
Projected Median Household Income (2028)	\$146,326		\$124,090		\$123,561	
Estimated Median Family Income (2023)	\$164,271		\$140,639		\$137,207	
Per Capita Income						
Estimated Per Capita Income (2023)	\$54,170		\$54,188		\$52,254	
Projected Per Capita Income (2028)	\$47,797		\$48,968		\$49,495	
Estimated Per Capita Income 5 Year Growth	-\$6,373	-11.8%	-\$5,221	-9.6%	-\$2,759	-5.3%
Estimated Average Household Net Worth (2023)	\$1,124,462		\$863,258		\$839,688	
Daytime Demos (2023)						
Total Businesses	956		2,759		5,017	
Total Employees	6,083		20,692		36,879	
Company Headquarter Businesses	23	2.4%	70	2.6%	117	2.3%
Company Headquarter Employees	248	4.1%	1,009	4.9%	2,167	5.9%
Employee Population per Business	6.4		7.5		7.4	
Residential Population per Business	9.5		14.5		19.9	

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Rockwall Shopping Center		1 mi radius		3 mi radius		5 mi radius	
3035 Ridge Road, Rockwall, TX 75032							
Race & Ethnicity							
White (2023)		6,499	71.6%	26,550	66.4%	64,177	64.1%
Black or African American (2023)		849	9.4%	4,471	11.2%	13,543	13.5%
American Indian or Alaska Native (2023)		63	0.7%	276	0.7%	689	0.7%
Asian (2023)		370	4.1%	1,597	4.0%	4,656	4.7%
Hawaiian or Pacific Islander (2023)		6	-	49	0.1%	81	-
Other Race (2023)		421	4.6%	2,582	6.5%	5,729	5.7%
Two or More Races (2023)		865	9.5%	4,461	11.2%	11,169	11.2%
Not Hispanic or Latino Population (2023)		7,483	82.5%	31,342	78.4%	79,410	79.4%
Hispanic or Latino Population (2023)		1,591	17.5%	8,645	21.6%	20,633	20.6%
Not Hispanic or Latino Population (2028)		9,009	82.8%	36,727	78.7%	88,779	79.6%
Hispanic or Latino Population (2028)		1,868	17.2%	9,922	21.3%	22,758	20.4%
Not Hispanic or Latino Population (2020)		6,654	83.2%	28,340	78.9%	74,601	80.8%
Hispanic or Latino Population (2020)		1,348	16.8%	7,582	21.1%	17,782	19.2%
Not Hispanic or Latino Population (2010)		6,619	87.0%	26,274	81.8%	65,546	83.8%
Hispanic or Latino Population (2010)		991	13.0%	5,829	18.2%	12,692	16.2%
Projected Hispanic Annual Growth (2023 to 2028)		277	3.5%	1,277	3.0%	2,125	2.1%
Historic Hispanic Annual Growth (2010 to 2023)		600	4.7%	2,816	3.7%	7,941	4.8%
Age Distribution (2023)							
Age Under 5		433	4.8%	2,001	5.0%	5,452	5.4%
Age 5 to 9 Years		508	5.6%	2,547	6.4%	6,878	6.9%
Age 10 to 14 Years		641	7.1%	3,038	7.6%	7,991	8.0%
Age 15 to 19 Years		666	7.3%	3,001	7.5%	7,522	7.5%
Age 20 to 24 Years		475	5.2%	2,414	6.0%	5,558	5.6%
Age 25 to 29 Years		419	4.6%	2,179	5.4%	5,371	5.4%
Age 30 to 34 Years		441	4.9%	2,228	5.6%	6,158	6.2%
Age 35 to 39 Years		576	6.3%	2,720	6.8%	7,530	7.5%
Age 40 to 44 Years		637	7.0%	2,880	7.2%	7,761	7.8%
Age 45 to 49 Years		633	7.0%	2,794	7.0%	7,348	7.3%
Age 50 to 54 Years		696	7.7%	2,896	7.2%	7,179	7.2%
Age 55 to 59 Years		658	7.2%	2,617	6.5%	6,405	6.4%
Age 60 to 64 Years		635	7.0%	2,555	6.4%	5,963	6.0%
Age 65 to 74 Years		984	10.8%	3,734	9.3%	8,139	8.1%
Age 75 to 84 Years		465	5.1%	1,732	4.3%	3,636	3.6%
Age 85 Years or Over		208	2.3%	652	1.6%	1,152	1.2%
Median Age		42.7		39.5		38.0	
Gender Age Distribution (2023)							
Female Population		4,754	52.4%	20,302	50.8%	50,623	50.6%
Age 0 to 19 Years		1,145	24.1%	5,149	25.4%	13,550	26.8%
Age 20 to 64 Years		2,692	56.6%	11,701	57.6%	29,874	59.0%
Age 65 Years or Over		917	19.3%	3,452	17.0%	7,200	14.2%
Female Median Age		43.3		40.7		38.8	
Male Population		4,320	47.6%	19,685	49.2%	49,420	49.4%
Age 0 to 19 Years		1,103	25.5%	5,438	27.6%	14,293	28.9%
Age 20 to 64 Years		2,477	57.3%	11,581	58.8%	29,399	59.5%
Age 65 Years or Over		740	17.1%	2,665	13.5%	5,728	11.6%
Male Median Age		41.9		38.2		37.1	

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Household Income Distribution (2023)						
HH Income \$200,000 or More	1,127	31.1%	3,235	21.8%	7,597	21.1%
HH Income \$150,000 to \$199,999	575	15.9%	2,337	15.7%	5,672	15.7%
HH Income \$100,000 to \$149,999	672	18.6%	3,107	20.9%	6,990	19.4%
HH Income \$75,000 to \$99,999	314	8.7%	1,798	12.1%	4,612	12.8%
HH Income \$50,000 to \$74,999	527	14.6%	1,948	13.1%	4,719	13.1%
HH Income \$35,000 to \$49,999	160	4.4%	925	6.2%	2,469	6.9%
HH Income \$25,000 to \$34,999	96	2.7%	533	3.6%	1,380	3.8%
HH Income \$15,000 to \$24,999	112	3.1%	582	3.9%	1,307	3.6%
HH Income Under \$15,000	34	0.9%	379	2.6%	1,291	3.6%
HH Income \$35,000 or More	3,375	93.3%	13,349	89.9%	32,061	89.0%
HH Income \$75,000 or More	2,688	74.3%	10,476	70.6%	24,873	69.0%
Housing (2023)						
Total Housing Units	4,077		16,078		38,575	
Housing Units Occupied	3,617	88.7%	14,841	92.3%	36,040	93.4%
Housing Units Owner-Occupied	3,122	86.3%	10,772	72.6%	27,431	76.1%
Housing Units, Renter-Occupied	495	13.7%	4,069	27.4%	8,609	23.9%
Housing Units, Vacant	460	12.7%	1,237	8.3%	2,536	7.0%
Marital Status (2023)						
Never Married	1,702	22.7%	8,066	24.9%	21,179	26.6%
Currently Married	4,316	57.6%	18,191	56.1%	45,340	56.9%
Separated	137	1.8%	847	2.6%	1,926	2.4%
Widowed	608	8.1%	1,926	5.9%	3,870	4.9%
Divorced	729	9.7%	3,371	10.4%	7,408	9.3%
Household Type (2023)						
Population Family	7,832	86.3%	35,198	88.0%	89,853	89.8%
Population Non-Family	1,156	12.7%	4,405	11.0%	9,543	9.5%
Population Group Quarters	86	0.9%	384	1.0%	647	0.6%
Family Households	2,605	72.0%	11,082	74.7%	28,010	77.7%
Non-Family Households	1,012	28.0%	3,760	25.3%	8,030	22.3%
Married Couple with Children	951	22.0%	4,112	22.6%	11,245	24.8%
Average Family Household Size	3.0		3.2		3.2	
Household Size (2023)						
1 Person Households	884	24.4%	3,260	22.0%	6,837	19.0%
2 Person Households	1,359	37.6%	5,229	35.2%	12,285	34.1%
3 Person Households	577	15.9%	2,402	16.2%	6,657	18.5%
4 Person Households	476	13.2%	2,242	15.1%	6,078	16.9%
5 Person Households	208	5.8%	1,068	7.2%	2,752	7.6%
6 or More Person Households	114	3.2%	640	4.3%	1,431	4.0%
Household Vehicles (2023)						
Households with 0 Vehicles Available	21	0.6%	301	2.0%	705	2.0%
Households with 1 Vehicles Available	714	19.7%	3,271	22.0%	7,910	21.9%
Households with 2 or More Vehicles Available	2,883	79.7%	11,269	75.9%	27,424	76.1%
Total Vehicles Available	8,220		33,147		80,327	
Average Vehicles Per Household	2.3		2.2		2.2	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	7,342		31,788		78,104	
Estimated Civilian Employed	5,231	71.2%	22,299	70.1%	55,531	71.1%
Estimated Civilian Unemployed	84	1.1%	715	2.3%	1,861	2.4%
Estimated in Armed Forces	-	-	-	-	29	-
Estimated Not in Labor Force	2,027 27.6%		8,773 27.6%		20,682 26.5%	
Unemployment Rate	1.1%		2.3%		2.4%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	5,231		22,299		55,531	
Management, Business, Financial Operations	1,495	28.6%	6,333	28.4%	14,589	26.3%
Professional, Related	1,281	24.5%	5,739	25.7%	14,542	26.2%
Service	639	12.2%	2,183	9.8%	5,326	9.6%
Sales, Office	1,342	25.7%	5,118	23.0%	12,221	22.0%
Farming, Fishing, Forestry	12	0.2%	28	0.1%	51	-
Construct, Extraction, Maintenance	177	3.4%	1,400	6.3%	3,864	7.0%
Production, Transport Material Moving	285	5.5%	1,498	6.7%	4,938	8.9%
White Collar Workers	4,118 78.7%		17,190 77.1%		41,352 74.5%	
Blue Collar Workers	1,113 21.3%		5,109 22.9%		14,179 25.5%	
Consumer Expenditure (2023)						
Total Household Expenditure	\$316.87 M		\$1.38 B		\$3.33 B	
Total Non-Retail Expenditure	\$169.02 M	53.3%	\$736.23 M	53.2%	\$1.77 B	53.1%
Total Retail Expenditure	\$147.85 M	46.7%	\$648.77 M	46.8%	\$1.56 B	46.9%
Apparel	\$11.52 M	3.6%	\$50.24 M	3.6%	\$120.91 M	3.6%
Contributions	\$11.82 M	3.7%	\$49.76 M	3.6%	\$118.88 M	3.6%
Education	\$11.81 M	3.7%	\$49.24 M	3.6%	\$118.06 M	3.5%
Entertainment	\$18.82 M	5.9%	\$81.45 M	5.9%	\$195.72 M	5.9%
Food and Beverages	\$45.03 M	14.2%	\$198.99 M	14.4%	\$479.29 M	14.4%
Furnishings and Equipment	\$11.59 M	3.7%	\$50.2 M	3.6%	\$120.67 M	3.6%
Gifts	\$9.16 M	2.9%	\$38.07 M	2.7%	\$90.9 M	2.7%
Health Care	\$25.27 M	8.0%	\$111.44 M	8.0%	\$268.01 M	8.0%
Household Operations	\$13.02 M	4.1%	\$56.12 M	4.1%	\$134.78 M	4.0%
Miscellaneous Expenses	\$6.1 M	1.9%	\$26.46 M	1.9%	\$63.55 M	1.9%
Personal Care	\$4.23 M	1.3%	\$18.54 M	1.3%	\$44.57 M	1.3%
Personal Insurance	\$2.54 M	0.8%	\$10.76 M	0.8%	\$25.82 M	0.8%
Reading	\$710.46 K	0.2%	\$3.07 M	0.2%	\$7.35 M	0.2%
Shelter	\$66.18 M	20.9%	\$290.42 M	21.0%	\$697.66 M	20.9%
Tobacco	\$1.43 M	0.5%	\$6.76 M	0.5%	\$16.38 M	0.5%
Transportation	\$56.64 M	17.9%	\$249.54 M	18.0%	\$601.04 M	18.0%
Utilities	\$20.98 M	6.6%	\$93.93 M	6.8%	\$226.75 M	6.8%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	6,351		26,986		66,642	
Elementary (Grade Level 0 to 8)	129	2.0%	895	3.3%	1,724	2.6%
Some High School (Grade Level 9 to 11)	149	2.3%	933	3.5%	2,933	4.4%
High School Graduate	1,076	16.9%	5,247	19.4%	12,428	18.6%
Some College	1,026	16.2%	5,648	20.9%	15,441	23.2%
Associate Degree Only	723	11.4%	2,302	8.5%	5,947	8.9%
Bachelor Degree Only	1,841	29.0%	7,507	27.8%	17,984	27.0%
Graduate Degree	1,409	22.2%	4,455	16.5%	10,186	15.3%

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Units In Structure (2023)							
1 Detached Unit		3,030	101.7%	11,287	99.4%	28,426	105.1%
1 Attached Unit		126	4.2%	342	3.0%	804	3.0%
2 to 4 Units		34	1.1%	574	5.0%	1,081	4.0%
5 to 9 Units		240	8.1%	723	6.4%	1,215	4.5%
10 to 19 Units		30	1.0%	409	3.6%	1,346	5.0%
20 to 49 Units		80	2.7%	518	4.6%	874	3.2%
50 or More Units		35	1.2%	608	5.4%	1,386	5.1%
Mobile Home or Trailer		42	1.4%	380	3.3%	907	3.4%
Other Structure		-	-	-	-	-	-
Homes Built By Year (2023)							
Homes Built 2010 or later		705	23.7%	3,419	30.1%	8,007	29.6%
Homes Built 2000 to 2009		1,190	40.0%	4,220	37.2%	9,344	34.6%
Homes Built 1990 to 1999		780	26.2%	2,652	23.3%	6,983	25.8%
Homes Built 1980 to 1989		701	23.5%	2,839	25.0%	7,153	26.5%
Homes Built 1970 to 1979		206	6.9%	1,374	12.1%	3,138	11.6%
Homes Built 1960 to 1969		27	0.9%	238	2.1%	855	3.2%
Homes Built 1950 to 1959		1	-	21	0.2%	246	0.9%
Homes Built Before 1949		8	0.3%	78	0.7%	313	1.2%
Home Values (2023)							
Home Values \$1,000,000 or More		35	1.1%	213	2.0%	620	2.3%
Home Values \$500,000 to \$999,999		369	11.8%	1,467	13.6%	3,144	11.5%
Home Values \$400,000 to \$499,999		712	22.8%	1,455	13.5%	3,442	12.5%
Home Values \$300,000 to \$399,999		708	22.7%	2,161	20.1%	5,307	19.3%
Home Values \$200,000 to \$299,999		796	25.5%	3,645	33.8%	10,364	37.8%
Home Values \$150,000 to \$199,999		271	8.7%	1,048	9.7%	2,516	9.2%
Home Values \$100,000 to \$149,999		106	3.4%	327	3.0%	851	3.1%
Home Values \$70,000 to \$99,999		29	0.9%	154	1.4%	402	1.5%
Home Values \$50,000 to \$69,999		5	0.2%	41	0.4%	127	0.5%
Home Values \$25,000 to \$49,999		32	1.0%	111	1.0%	347	1.3%
Home Values Under \$25,000		59	1.9%	149	1.4%	311	1.1%
Owner-Occupied Median Home Value		\$345,670		\$331,767		\$315,612	
Renter-Occupied Median Rent		\$1,406		\$1,256		\$1,249	
Transportation To Work (2023)							
Drive to Work Alone		4,090	78.2%	17,452	78.3%	41,202	74.2%
Drive to Work in Carpool		361	6.9%	1,870	8.4%	4,409	7.9%
Travel to Work by Public Transportation		23	0.4%	124	0.6%	365	0.7%
Drive to Work on Motorcycle		2	-	16	-	41	-
Walk or Bicycle to Work		13	0.2%	110	0.5%	432	0.8%
Other Means		100	1.9%	194	0.9%	535	1.0%
Work at Home		643	12.3%	2,532	11.4%	8,547	15.4%
Travel Time (2023)							
Travel to Work in 14 Minutes or Less		919	17.6%	4,541	20.4%	8,873	16.0%
Travel to Work in 15 to 29 Minutes		1,154	22.1%	4,091	18.3%	11,355	20.4%
Travel to Work in 30 to 59 Minutes		1,984	37.9%	8,691	39.0%	21,288	38.3%
Travel to Work in 60 Minutes or More		531	10.2%	2,444	11.0%	5,468	9.8%
Average Minutes Travel to Work		30.0		29.9		31.8	

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