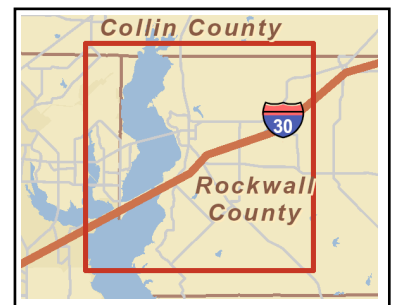
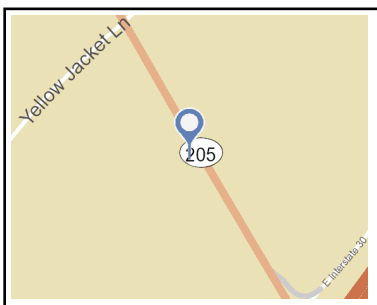
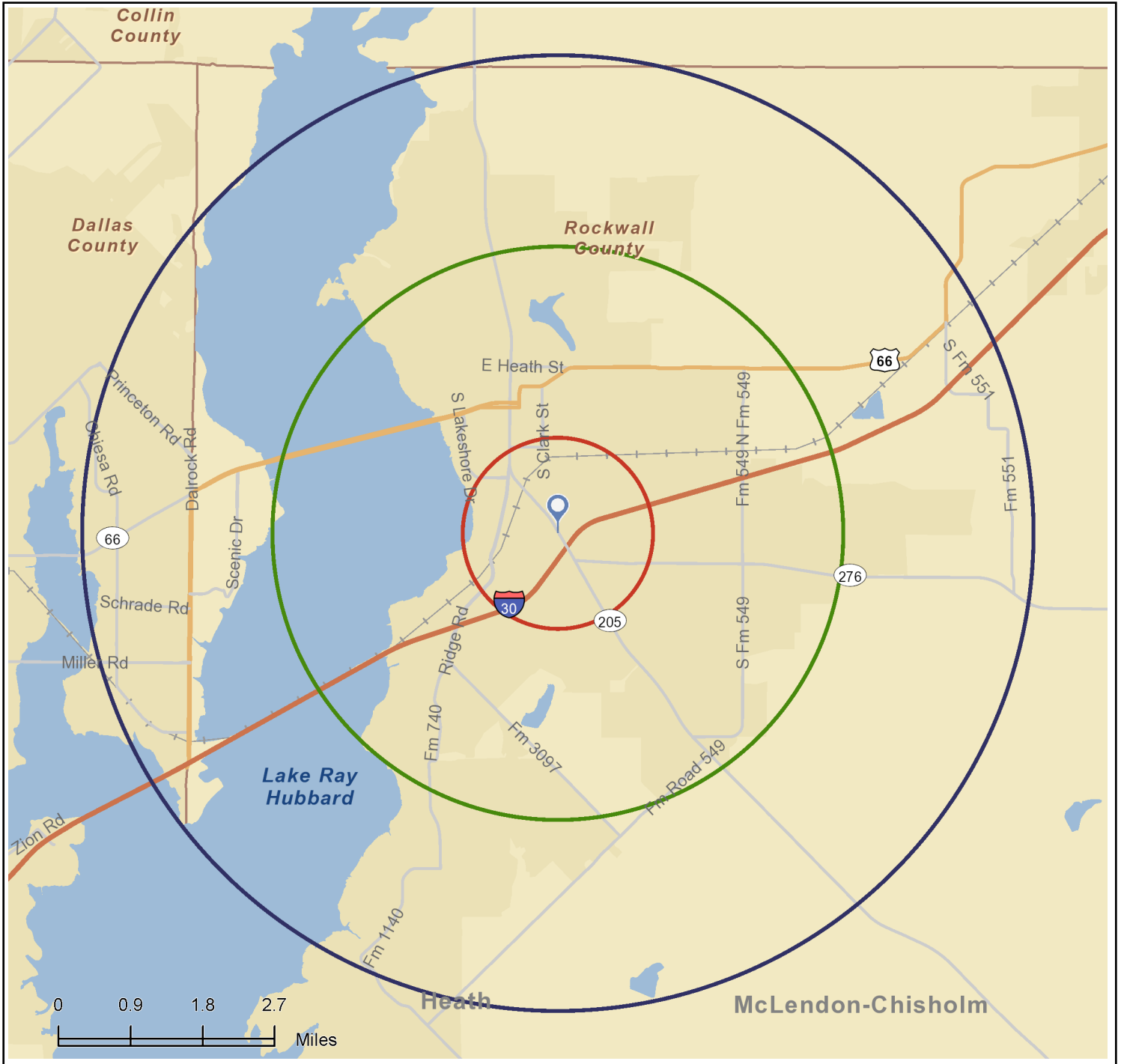





Rockwall Central
 2006 S Goliad St, Rockwall, TX 75087-4880
 Ring: 1, 3, 5 Miles

Latitude: 32.91124
 Longitude: -96.45165



Rockwall Central
 2006 S Goliad St, Rockwall, TX 75087-4880
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	2,916	20,348	47,961
2000 Group Quarters	88	306	623
2010 Total Population	6,300	38,430	78,944
2015 Total Population	7,413	47,146	94,289
2010 - 2015 Annual Rate	3.31%	4.17%	3.62%
 2000 Households	1,152	7,242	15,966
2000 Average Household Size	2.45	2.77	2.96
2010 Households	2,005	13,195	25,969
2010 Average Household Size	3.09	2.89	3.02
2015 Households	2,315	16,074	30,943
2015 Average Household Size	3.16	2.91	3.03
2010 - 2015 Annual Rate	2.92%	4.03%	3.57%
2000 Families	721	5,683	13,276
2000 Average Family Size	3.16	3.13	3.26
2010 Families	1,333	10,431	21,451
2010 Average Family Size	3.95	3.27	3.34
2015 Families	1,538	12,686	25,446
2015 Average Family Size	4.05	3.3	3.36
2010 - 2015 Annual Rate	2.9%	3.99%	3.47%
 2000 Housing Units	1,229	7,779	16,691
Owner Occupied Housing Units	40.2%	71.1%	80.9%
Renter Occupied Housing Units	52.2%	22.3%	14.6%
Vacant Housing Units	7.6%	6.6%	4.6%
2010 Housing Units	2,189	14,383	27,688
Owner Occupied Housing Units	47.4%	69.0%	76.6%
Renter Occupied Housing Units	44.2%	22.8%	17.2%
Vacant Housing Units	8.4%	8.3%	6.2%
2015 Housing Units	2,592	17,902	33,589
Owner Occupied Housing Units	47.5%	67.7%	75.2%
Renter Occupied Housing Units	41.8%	22.1%	16.9%
Vacant Housing Units	10.7%	10.2%	7.9%
Median Household Income			
2000	\$48,167	\$61,522	\$66,026
2010	\$73,862	\$81,036	\$83,535
2015	\$80,374	\$91,274	\$92,148
Median Home Value			
2000	\$148,397	\$146,864	\$131,740
2010	\$240,938	\$234,485	\$202,626
2015	\$295,755	\$286,672	\$253,735
Per Capita Income			
2000	\$27,784	\$28,802	\$27,521
2010	\$38,683	\$35,377	\$33,735
2015	\$43,103	\$38,487	\$36,585
Median Age			
2000	35.3	35.5	34.2
2010	37.7	37.5	36.1
2015	38.6	37.4	35.9


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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Rockwall Central
 2006 S Goliad St, Rockwall, TX 75087-4880
 Ring: 1, 3, 5 Miles

Latitude: 32.91124
 Longitude: -96.45165

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	1,227	7,316	16,020
< \$15,000	9.5%	7.4%	5.7%
\$15,000 - \$24,999	10.3%	7.9%	5.8%
\$25,000 - \$34,999	13.2%	10.0%	8.3%
\$35,000 - \$49,999	19.3%	13.9%	13.5%
\$50,000 - \$74,999	24.6%	22.0%	25.0%
\$75,000 - \$99,999	8.9%	15.0%	18.4%
\$100,000 - \$149,999	8.9%	14.0%	14.6%
\$150,000 - \$199,999	3.0%	4.8%	4.4%
\$200,000+	2.3%	5.1%	4.3%
Average Household Income	\$60,994	\$80,126	\$81,103
2010 Households by Income			
Household Income Base	2,005	13,194	25,966
< \$15,000	5.5%	4.8%	4.0%
\$15,000 - \$24,999	5.1%	4.6%	3.7%
\$25,000 - \$34,999	4.7%	5.6%	4.8%
\$35,000 - \$49,999	14.6%	12.8%	11.5%
\$50,000 - \$74,999	20.8%	17.6%	18.1%
\$75,000 - \$99,999	16.7%	15.2%	18.9%
\$100,000 - \$149,999	19.6%	22.9%	24.4%
\$150,000 - \$199,999	5.5%	7.9%	7.7%
\$200,000+	7.4%	8.6%	6.9%
Average Household Income	\$95,144	\$103,323	\$102,071
2015 Households by Income			
Household Income Base	2,315	16,073	30,942
< \$15,000	4.1%	3.7%	3.0%
\$15,000 - \$24,999	4.0%	3.7%	3.0%
\$25,000 - \$34,999	3.3%	4.1%	3.5%
\$35,000 - \$49,999	9.6%	8.6%	7.6%
\$50,000 - \$74,999	25.3%	21.3%	21.1%
\$75,000 - \$99,999	13.5%	12.1%	15.8%
\$100,000 - \$149,999	24.5%	28.0%	28.7%
\$150,000 - \$199,999	6.3%	8.6%	9.2%
\$200,000+	9.2%	9.9%	8.1%
Average Household Income	\$106,454	\$113,216	\$111,076
2000 Owner Occupied HUs by Value			
Total	497	5,538	13,517
<\$50,000	4.8%	8.4%	5.7%
\$50,000 - 99,999	11.1%	16.5%	23.7%
\$100,000 - 149,999	35.6%	27.1%	32.6%
\$150,000 - 199,999	36.6%	24.2%	20.7%
\$200,000 - \$299,999	8.5%	14.9%	10.7%
\$300,000 - 499,999	2.6%	6.6%	5.0%
\$500,000 - 999,999	0.8%	1.8%	1.3%
\$1,000,000+	0.0%	0.5%	0.3%
Average Home Value	\$153,535	\$170,303	\$155,240
2000 Specified Renter Occupied HUs by Contract Rent			
Total	663	1,707	2,438
With Cash Rent	99.1%	96.3%	95.5%
No Cash Rent	0.9%	3.7%	4.5%
Median Rent	\$643	\$620	\$654
Average Rent	\$654	\$644	\$677


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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	2,916	20,346	47,963
Age 0 - 4	6.2%	7.2%	7.9%
Age 5 - 9	5.9%	7.5%	9.0%
Age 10 - 14	6.5%	8.3%	9.2%
Age 15 - 19	7.4%	7.6%	7.3%
Age 20 - 24	8.0%	5.3%	4.2%
Age 25 - 34	15.5%	13.2%	13.8%
Age 35 - 44	15.8%	17.6%	19.8%
Age 45 - 54	13.9%	14.7%	14.0%
Age 55 - 64	9.6%	9.3%	7.6%
Age 65 - 74	5.6%	5.2%	4.3%
Age 75 - 84	3.9%	2.9%	2.2%
Age 85+	1.7%	1.0%	0.9%
Age 18+	76.5%	71.9%	69.0%
2010 Population by Age			
Total	6,298	38,428	78,944
Age 0 - 4	6.5%	7.2%	7.7%
Age 5 - 9	6.6%	7.4%	7.9%
Age 10 - 14	6.6%	7.6%	8.0%
Age 15 - 19	6.3%	6.7%	7.2%
Age 20 - 24	5.5%	4.9%	5.0%
Age 25 - 34	14.8%	12.8%	12.7%
Age 35 - 44	14.0%	14.5%	15.0%
Age 45 - 54	16.8%	16.7%	16.8%
Age 55 - 64	12.0%	12.0%	11.1%
Age 65 - 74	6.2%	6.1%	5.2%
Age 75 - 84	3.2%	3.0%	2.5%
Age 85+	1.4%	1.1%	1.0%
Age 18+	76.4%	73.7%	71.8%
2015 Population by Age			
Total	7,411	47,144	94,287
Age 0 - 4	6.3%	7.1%	7.6%
Age 5 - 9	6.7%	7.4%	7.9%
Age 10 - 14	7.0%	7.7%	8.0%
Age 15 - 19	6.0%	6.6%	6.7%
Age 20 - 24	5.0%	4.6%	4.8%
Age 25 - 34	13.8%	13.1%	13.8%
Age 35 - 44	14.1%	14.1%	14.0%
Age 45 - 54	15.5%	15.1%	15.2%
Age 55 - 64	13.0%	12.7%	12.1%
Age 65 - 74	7.7%	7.4%	6.5%
Age 75 - 84	3.5%	3.2%	2.6%
Age 85+	1.3%	1.1%	1.0%
Age 18+	76.2%	73.7%	72.3%
2000 Population by Sex			
Males	48.8%	50.0%	49.9%
Females	51.2%	50.0%	50.1%
2010 Population by Sex			
Males	50.1%	50.0%	49.8%
Females	49.9%	50.0%	50.2%
2015 Population by Sex			
Males	50.4%	50.0%	49.8%
Females	49.6%	50.0%	50.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	2,917	20,347	47,961
White Alone	87.8%	88.4%	86.7%
Black Alone	5.1%	2.9%	5.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian or Pacific Islander Alone	2.0%	1.3%	1.9%
Some Other Race Alone	3.5%	5.5%	4.0%
Two or More Races	1.0%	1.5%	1.6%
Hispanic Origin	7.8%	12.9%	10.1%
Diversity Index	33.7	39.3	38.2
2010 Population by Race/Ethnicity			
Total	6,300	38,430	78,943
White Alone	84.1%	83.3%	81.0%
Black Alone	6.5%	4.4%	6.9%
American Indian Alone	0.5%	0.4%	0.4%
Asian or Pacific Islander Alone	3.4%	2.5%	3.0%
Some Other Race Alone	3.9%	7.2%	6.3%
Two or More Races	1.6%	2.2%	2.3%
Hispanic Origin	9.1%	16.8%	15.9%
Diversity Index	40.5	49.8	51.5
2015 Population by Race/Ethnicity			
Total	7,413	47,146	94,289
White Alone	84.6%	83.6%	80.6%
Black Alone	6.4%	4.4%	6.8%
American Indian Alone	0.4%	0.3%	0.4%
Asian or Pacific Islander Alone	3.5%	2.5%	3.1%
Some Other Race Alone	3.6%	7.0%	6.7%
Two or More Races	1.6%	2.2%	2.4%
Hispanic Origin	9.0%	17.5%	17.7%
Diversity Index	39.8	50.1	53.5
2000 Population 3+ by School Enrollment			
 Total	2,867	19,650	45,700
Enrolled in Nursery/Preschool	1.5%	1.9%	2.2%
Enrolled in Kindergarten	2.2%	1.9%	1.9%
Enrolled in Grade 1-8	10.6%	13.7%	15.7%
Enrolled in Grade 9-12	4.4%	6.5%	6.5%
Enrolled in College	4.4%	3.9%	3.9%
Enrolled in Grad/Prof School	0.2%	1.0%	1.1%
Not Enrolled in School	76.7%	71.0%	68.7%
2010 Population 25+ by Educational Attainment			
Total	4,311	25,470	50,698
Less than 9th Grade	2.5%	4.2%	3.3%
9th - 12th Grade, No Diploma	4.4%	5.1%	5.0%
High School Graduate	21.8%	22.1%	22.3%
Some College, No Degree	24.8%	22.7%	23.9%
Associate Degree	8.1%	8.0%	8.6%
Bachelor's Degree	27.1%	25.8%	25.4%
Graduate/Professional Degree	11.3%	12.2%	11.4%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	5,057	29,930	60,303
Never Married	23.2%	22.1%	20.7%
Married	60.3%	64.8%	67.2%
Widowed	4.7%	3.7%	3.4%
Divorced	11.8%	9.4%	8.8%
2000 Population 16+ by Employment Status			
 Total	2,381	15,341	34,578
In Labor Force	71.1%	69.6%	72.0%
Civilian Employed	70.6%	68.4%	70.3%
Civilian Unemployed	0.5%	1.2%	1.7%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	28.9%	30.4%	28.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	94.9%	94.0%	93.7%
Civilian Unemployed	5.1%	6.0%	6.3%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	95.0%	94.9%
Civilian Unemployed	4.2%	5.0%	5.1%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,256	7,790	17,684
Own Children < 6 Only	10.6%	8.1%	9.8%
Employed/in Armed Forces	5.7%	4.8%	5.8%
Unemployed	0.2%	0.3%	0.2%
Not in Labor Force	4.6%	3.1%	3.8%
Own Children < 6 and 6-17 Only	6.1%	8.4%	9.2%
Employed/in Armed Forces	3.7%	5.0%	5.7%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	2.4%	3.4%	3.4%
Own Children 6-17 Only	14.6%	20.7%	23.6%
Employed/in Armed Forces	12.3%	15.1%	17.3%
Unemployed	0.0%	0.2%	0.3%
Not in Labor Force	2.2%	5.4%	5.9%
No Own Children < 18	68.7%	62.8%	57.4%
Employed/in Armed Forces	40.0%	33.5%	31.6%
Unemployed	0.7%	1.0%	1.3%
Not in Labor Force	28.0%	28.4%	24.5%
2010 Employed Population 16+ by Industry			
 Total	2,531	15,343	32,854
Agriculture/Mining	0.4%	1.0%	0.9%
Construction	8.9%	8.2%	8.0%
Manufacturing	8.9%	10.4%	9.9%
Wholesale Trade	4.1%	4.1%	3.9%
Retail Trade	11.4%	10.8%	11.2%
Transportation/Utilities	3.3%	3.6%	4.4%
Information	3.6%	3.7%	3.6%
Finance/Insurance/Real Estate	10.9%	10.3%	10.0%
Services	43.9%	43.0%	43.6%
Public Administration	4.6%	4.9%	4.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	2,530	15,344	32,857
White Collar	71.7%	70.8%	71.9%
Management/Business/Financial	23.1%	21.2%	20.8%
Professional	25.0%	24.3%	24.7%
Sales	14.1%	14.1%	13.7%
Administrative Support	9.5%	11.1%	12.7%
Services	12.5%	12.4%	11.8%
Blue Collar	15.8%	16.8%	16.3%
Farming/Forestry/Fishing	0.2%	0.3%	0.2%
Construction/Extraction	6.1%	5.2%	5.3%
Installation/Maintenance/Repair	3.3%	3.5%	3.5%
Production	4.0%	5.5%	4.5%
Transportation/Material Moving	2.2%	2.4%	2.8%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,633	10,285	23,933
Drove Alone - Car, Truck, or Van	84.4%	82.3%	83.8%
Carpooled - Car, Truck, or Van	8.3%	11.5%	10.2%
Public Transportation	0.7%	0.8%	1.1%
Walked	0.9%	0.6%	0.6%
Other Means	0.1%	0.3%	0.4%
Worked at Home	5.7%	4.5%	3.7%
2000 Workers 16+ by Travel Time to Work			
Total	1,632	10,285	23,934
Did Not Work at Home	94.3%	95.5%	96.3%
Less than 5 minutes	4.5%	3.0%	2.0%
5 to 9 minutes	11.8%	10.2%	7.4%
10 to 19 minutes	21.1%	19.4%	16.9%
20 to 24 minutes	8.4%	7.6%	9.5%
25 to 34 minutes	21.6%	19.1%	21.4%
35 to 44 minutes	8.6%	9.9%	10.7%
45 to 59 minutes	12.3%	16.1%	17.1%
60 to 89 minutes	4.9%	8.5%	9.1%
90 or more minutes	1.0%	1.7%	2.2%
Worked at Home	5.7%	4.5%	3.7%
Average Travel Time to Work (in min)	25.7	30.2	32.5
2000 Households by Vehicles Available			
Total	1,161	7,250	15,968
None	2.0%	2.0%	1.7%
1	46.1%	28.3%	22.2%
2	42.5%	48.4%	51.4%
3	7.8%	16.3%	19.2%
4	1.3%	3.9%	4.2%
5+	0.3%	1.1%	1.3%
Average Number of Vehicles Available	1.6	2.0	2.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	1,152	7,243	15,964
Family Households	62.6%	78.5%	83.2%
Married-couple Family	49.3%	66.2%	71.8%
With Related Children	23.3%	33.7%	41.2%
Other Family (No Spouse)	13.3%	12.2%	11.4%
With Related Children	10.0%	8.4%	8.0%
Nonfamily Households	37.4%	21.5%	16.8%
Householder Living Alone	32.7%	17.8%	13.7%
Householder Not Living Alone	4.7%	3.8%	3.1%
Households with Related Children	33.2%	42.2%	49.2%
Households with Persons 65+	15.0%	16.7%	13.8%
2000 Households by Size			
Total	1,152	7,242	15,966
1 Person Household	32.8%	17.8%	13.7%
2 Person Household	33.4%	35.0%	31.9%
3 Person Household	15.9%	18.0%	19.8%
4 Person Household	11.3%	17.1%	21.2%
5 Person Household	4.7%	7.9%	9.3%
6 Person Household	1.3%	2.4%	2.6%
7+ Person Household	0.7%	1.8%	1.6%
2000 Households by Year Householder Moved In			
Total	1,158	7,249	15,969
Moved in 1999 to March 2000	40.4%	25.4%	21.0%
Moved in 1995 to 1998	32.5%	33.9%	35.4%
Moved in 1990 to 1994	9.2%	15.5%	21.2%
Moved in 1980 to 1989	10.8%	16.3%	15.8%
Moved in 1970 to 1979	4.5%	6.4%	5.0%
Moved in 1969 or Earlier	2.7%	2.4%	1.6%
Median Year Householder Moved In	1998	1996	1996
2000 Housing Units by Units in Structure			
 Total	1,255	7,759	16,732
1, Detached	41.0%	72.7%	82.5%
1, Attached	6.8%	4.9%	3.3%
2	1.9%	1.0%	0.6%
3 or 4	3.9%	2.1%	1.2%
5 to 9	23.1%	6.6%	3.5%
10 to 19	13.9%	3.2%	1.6%
20+	8.9%	2.6%	1.4%
Mobile Home	0.4%	6.9%	6.0%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,236	7,787	16,694
1999 to March 2000	13.1%	10.0%	7.4%
1995 to 1998	20.3%	16.8%	17.4%
1990 to 1994	3.1%	9.7%	17.0%
1980 to 1989	33.7%	30.7%	34.2%
1970 to 1979	20.7%	20.9%	16.6%
1969 or Earlier	9.1%	11.9%	7.5%
Median Year Structure Built	1986	1986	1988

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Enterprising Professio	Midland Crowd	Boomburbs
2.	Suburban Splendor	Suburban Splendor	Midland Crowd
3.	Exurbanites	Boomburbs	Up and Coming Families



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$4,648,330	\$32,574,067	\$63,305,934
Average Spent	\$2,318.37	\$2,468.67	\$2,437.75
Spending Potential Index	97	103	102
Computers & Accessories: Total \$	\$613,754	\$4,299,054	\$8,425,632
Average Spent	\$306.11	\$325.81	\$324.45
Spending Potential Index	139	148	147
Education: Total \$	\$3,538,980	\$24,804,108	\$47,674,436
Average Spent	\$1,765.08	\$1,879.81	\$1,835.82
Spending Potential Index	145	154	151
Entertainment/Recreation: Total \$	\$8,993,323	\$64,741,785	\$125,896,504
Average Spent	\$4,485.45	\$4,906.54	\$4,847.95
Spending Potential Index	139	152	150
Food at Home: Total \$	\$11,754,788	\$82,987,288	\$160,618,473
Average Spent	\$5,862.74	\$6,289.30	\$6,185.01
Spending Potential Index	131	141	138
Food Away from Home: Total \$	\$8,837,453	\$62,207,393	\$121,037,686
Average Spent	\$4,407.71	\$4,714.47	\$4,660.85
Spending Potential Index	137	146	145
Health Care: Total \$	\$9,474,364	\$69,580,073	\$132,992,606
Average Spent	\$4,725.37	\$5,273.22	\$5,121.21
Spending Potential Index	127	142	137
HH Furnishings & Equipment: Total \$	\$5,034,174	\$36,288,063	\$70,789,418
Average Spent	\$2,510.81	\$2,750.14	\$2,725.92
Spending Potential Index	122	134	132
Investments: Total \$	\$4,622,960	\$33,149,778	\$62,207,563
Average Spent	\$2,305.72	\$2,512.30	\$2,395.45
Spending Potential Index	133	144	138
Retail Goods: Total \$	\$64,429,179	\$463,942,463	\$901,358,214
Average Spent	\$32,134.25	\$35,160.47	\$34,709.01
Spending Potential Index	129	141	140
Shelter: Total \$	\$44,257,211	\$312,361,739	\$610,296,938
Average Spent	\$22,073.42	\$23,672.74	\$23,500.98
Spending Potential Index	140	150	149
TV/Video/Audio: Total \$	\$3,326,520	\$23,536,461	\$45,692,299
Average Spent	\$1,659.11	\$1,783.74	\$1,759.49
Spending Potential Index	134	144	142
Travel: Total \$	\$5,383,379	\$38,767,979	\$75,142,359
Average Spent	\$2,684.98	\$2,938.08	\$2,893.54
Spending Potential Index	142	155	153
Vehicle Maintenance & Repairs: Total \$	\$2,556,246	\$18,250,671	\$35,408,514
Average Spent	\$1,274.94	\$1,383.15	\$1,363.49
Spending Potential Index	135	147	145

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



Demographic and Income Profile

Rockwall Central
 2006 S Goliad St, Rockwall, TX 75087-4880
 Ring: 1 mile radius

Latitude: 32.91124
 Longitude: -96.45165

Summary	2000	2010	2015
Population	2,916	6,300	7,413
Households	1,152	2,005	2,315
Families	721	1,333	1,538
Average Household Size	2.45	3.09	3.16
Owner Occupied Housing Units	501	1,037	1,231
Renter Occupied Housing Units	651	968	1,085
Median Age	35.3	37.7	38.6

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	3.31%	1.65%	0.76%
Households	2.92%	1.63%	0.78%
Families	2.90%	1.48%	0.64%
Owner HHs	3.49%	1.72%	0.82%
Median Household Income	1.70%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	117	9.5%	111	5.5%	96	4.1%
\$15,000 - \$24,999	126	10.3%	103	5.1%	93	4.0%
\$25,000 - \$34,999	162	13.2%	94	4.7%	76	3.3%
\$35,000 - \$49,999	237	19.3%	293	14.6%	223	9.6%
\$50,000 - \$74,999	302	24.6%	417	20.8%	586	25.3%
\$75,000 - \$99,999	109	8.9%	335	16.7%	312	13.5%
\$100,000 - \$149,999	109	8.9%	393	19.6%	568	24.5%
\$150,000 - \$199,999	37	3.0%	110	5.5%	147	6.4%
\$200,000+	28	2.3%	149	7.4%	214	9.2%

Median Household Income	\$48,167	\$73,862	\$80,374
Average Household Income	\$60,994	\$95,144	\$106,454
Per Capita Income	\$27,781	\$38,683	\$43,103

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	182	6.2%	412	6.5%	468	6.3%
5 - 9	172	5.9%	415	6.6%	497	6.7%
10 - 14	190	6.5%	416	6.6%	521	7.0%
15 - 19	216	7.4%	397	6.3%	446	6.0%
20 - 24	232	8.0%	349	5.5%	374	5.0%
25 - 34	452	15.5%	932	14.8%	1,025	13.8%
35 - 44	460	15.8%	883	14.0%	1,043	14.1%
45 - 54	404	13.9%	1,056	16.8%	1,145	15.5%
55 - 64	280	9.6%	756	12.0%	967	13.0%
65 - 74	164	5.6%	392	6.2%	570	7.7%
75 - 84	114	3.9%	204	3.2%	256	3.5%
85+	50	1.7%	86	1.4%	99	1.3%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,561	87.8%	5,299	84.1%	6,268	84.6%
Black Alone	149	5.1%	411	6.5%	474	6.4%
American Indian Alone	15	0.5%	29	0.5%	31	0.4%
Asian Alone	59	2.0%	212	3.4%	255	3.4%
Pacific Islander Alone	0	0.0%	3	0.0%	4	0.1%
Some Other Race Alone	103	3.5%	247	3.9%	266	3.6%
Two or More Races	30	1.0%	99	1.6%	115	1.6%
Hispanic Origin (Any Race)	227	7.8%	572	9.1%	667	9.0%

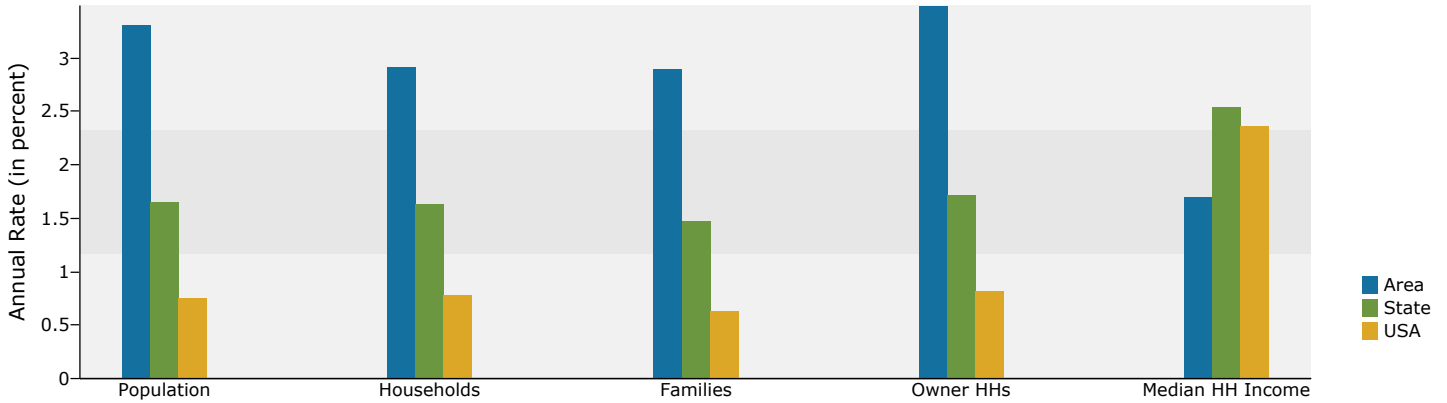
Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

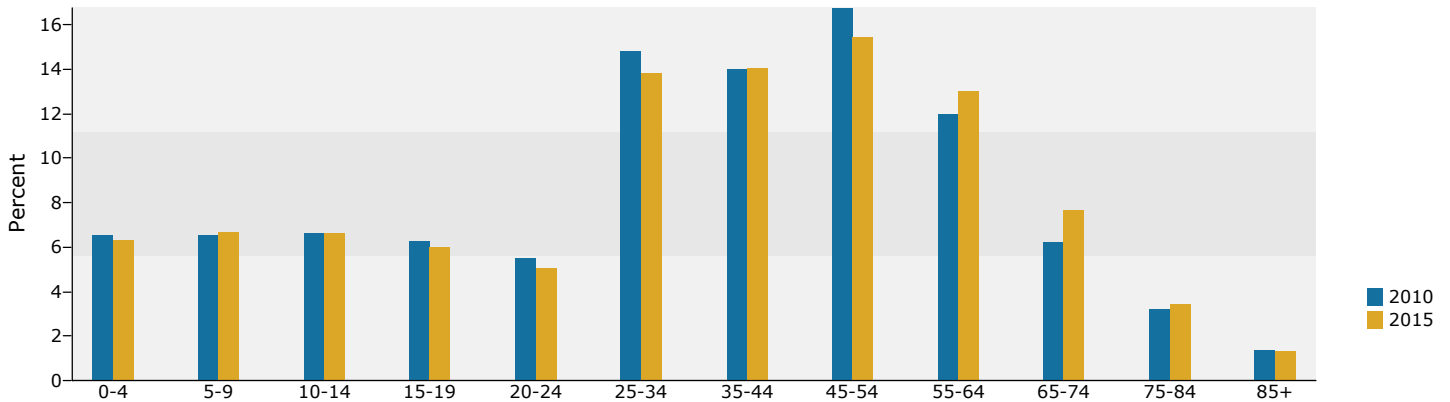
April 26, 2011

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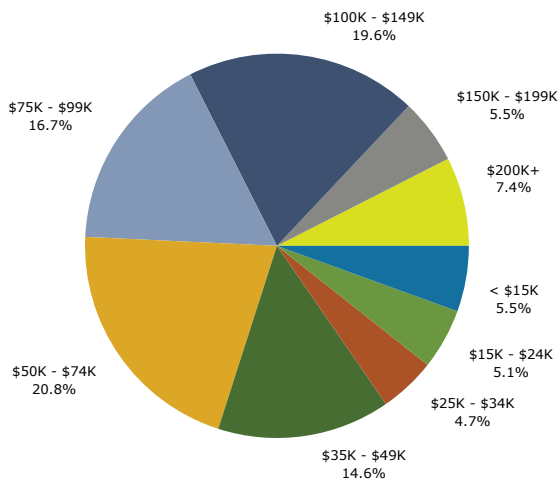
Trends 2010-2015



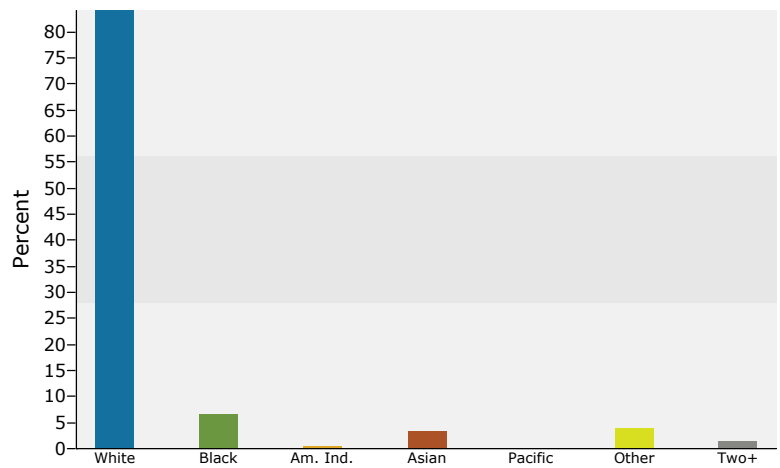
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 9.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile

Rockwall Central
 2006 S Goliad St, Rockwall, TX 75087-4880
 Ring: 3 miles radius

Latitude: 32.91124
 Longitude: -96.45165

Summary	2000	2010	2015
Population	20,348	38,430	47,146
Households	7,242	13,195	16,074
Families	5,683	10,431	12,686
Average Household Size	2.77	2.89	2.91
Owner Occupied Housing Units	5,515	9,918	12,123
Renter Occupied Housing Units	1,726	3,276	3,951
Median Age	35.5	37.5	37.4

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	4.17%	1.65%	0.76%
Households	4.03%	1.63%	0.78%
Families	3.99%	1.48%	0.64%
Owner HHs	4.10%	1.72%	0.82%
Median Household Income	2.41%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	539	7.4%	638	4.8%	598	3.7%
\$15,000 - \$24,999	575	7.9%	606	4.6%	593	3.7%
\$25,000 - \$34,999	728	10.0%	733	5.6%	659	4.1%
\$35,000 - \$49,999	1,015	13.9%	1,687	12.8%	1,389	8.6%
\$50,000 - \$74,999	1,607	22.0%	2,326	17.6%	3,421	21.3%
\$75,000 - \$99,999	1,100	15.0%	2,010	15.2%	1,946	12.1%
\$100,000 - \$149,999	1,025	14.0%	3,028	23.0%	4,501	28.0%
\$150,000 - \$199,999	353	4.8%	1,037	7.9%	1,378	8.6%
\$200,000+	374	5.1%	1,129	8.6%	1,588	9.9%

Median Household Income	\$61,522	\$81,036	\$91,274
Average Household Income	\$80,126	\$103,323	\$113,216
Per Capita Income	\$28,802	\$35,377	\$38,487

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,475	7.3%	2,766	7.2%	3,345	7.1%
5 - 9	1,534	7.5%	2,832	7.4%	3,493	7.4%
10 - 14	1,685	8.3%	2,903	7.6%	3,623	7.7%
15 - 19	1,540	7.6%	2,579	6.7%	3,092	6.6%
20 - 24	1,082	5.3%	1,881	4.9%	2,177	4.6%
25 - 34	2,695	13.2%	4,924	12.8%	6,190	13.1%
35 - 44	3,581	17.6%	5,568	14.5%	6,647	14.1%
45 - 54	2,997	14.7%	6,424	16.7%	7,128	15.1%
55 - 64	1,902	9.3%	4,610	12.0%	5,991	12.7%
65 - 74	1,068	5.2%	2,362	6.1%	3,467	7.4%
75 - 84	587	2.9%	1,165	3.0%	1,486	3.2%
85+	200	1.0%	415	1.1%	505	1.1%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	17,991	88.4%	32,024	83.3%	39,415	83.6%
Black Alone	586	2.9%	1,704	4.4%	2,074	4.4%
American Indian Alone	89	0.4%	147	0.4%	163	0.3%
Asian Alone	249	1.2%	936	2.4%	1,174	2.5%
Pacific Islander Alone	7	0.0%	16	0.0%	18	0.0%
Some Other Race Alone	1,124	5.5%	2,758	7.2%	3,277	7.0%
Two or More Races	301	1.5%	845	2.2%	1,025	2.2%
Hispanic Origin (Any Race)	2,616	12.9%	6,468	16.8%	8,239	17.5%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

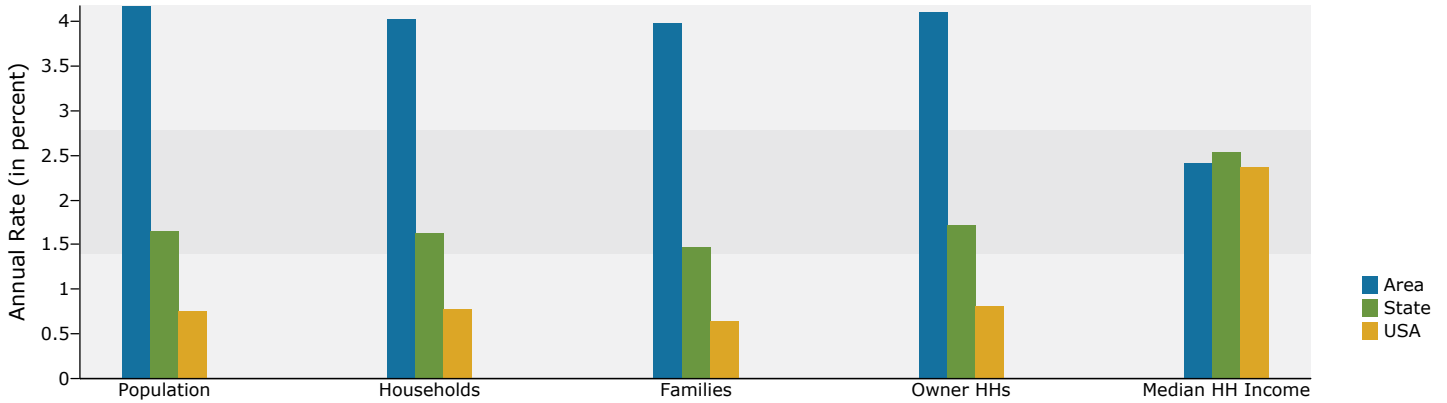
April 26, 2011

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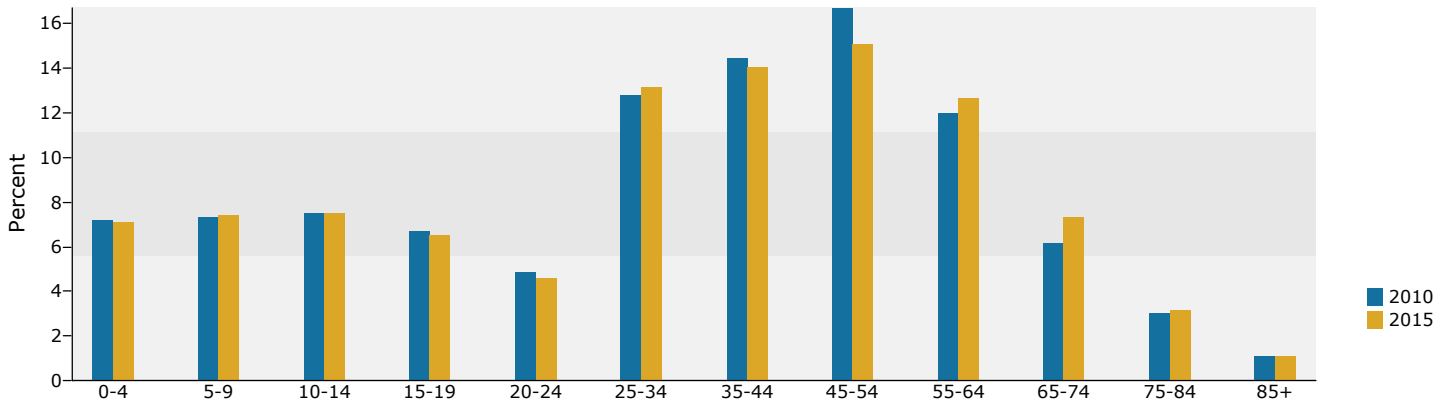
Rockwall Central
 2006 S Goliad St, Rockwall, TX 75087-4880
 Ring: 3 miles radius

Latitude: 32.91124
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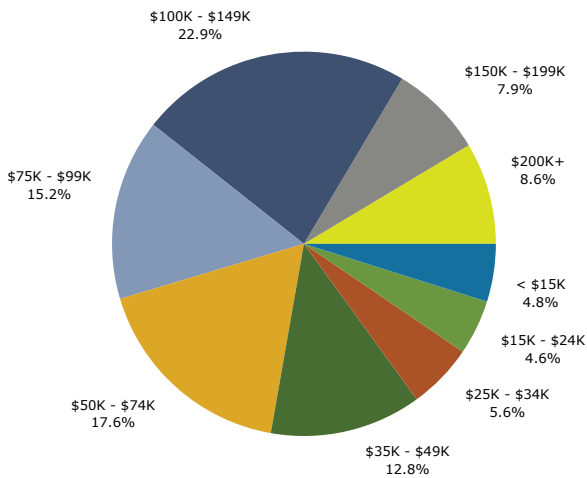
Trends 2010-2015



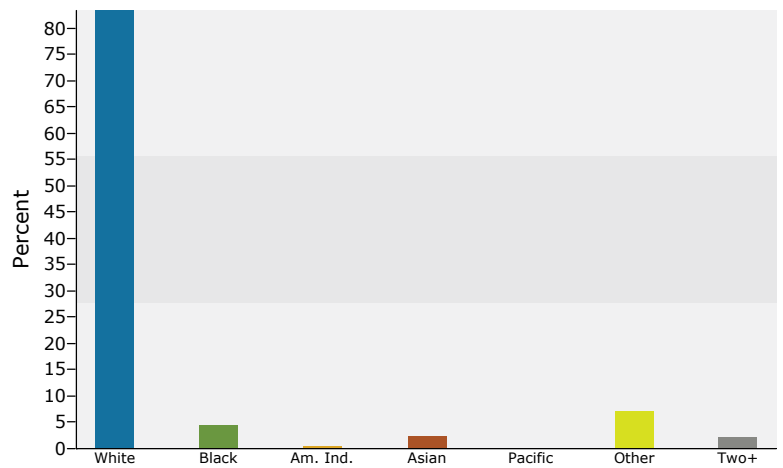
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 16.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile

Rockwall Central
 2006 S Goliad St, Rockwall, TX 75087-4880
 Ring: 5 miles radius

Latitude: 32.91124
 Longitude: -96.45165

Summary	2000	2010	2015
Population	47,961	78,944	94,289
Households	15,966	25,969	30,943
Families	13,276	21,451	25,446
Average Household Size	2.96	3.02	3.03
Owner Occupied Housing Units	13,531	21,217	25,268
Renter Occupied Housing Units	2,435	4,751	5,675
Median Age	34.2	36.1	35.9
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	3.62%	1.65%	0.76%
Households	3.57%	1.63%	0.78%
Families	3.48%	1.48%	0.64%
Owner HHs	3.56%	1.72%	0.82%
Median Household Income	1.98%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	906	5.7%	1,040	4.0%	941	3.0%
\$15,000 - \$24,999	932	5.8%	952	3.7%	913	3.0%
\$25,000 - \$34,999	1,332	8.3%	1,236	4.8%	1,077	3.5%
\$35,000 - \$49,999	2,160	13.5%	2,988	11.5%	2,363	7.6%
\$50,000 - \$74,999	4,008	25.0%	4,696	18.1%	6,541	21.1%
\$75,000 - \$99,999	2,949	18.4%	4,913	18.9%	4,880	15.8%
\$100,000 - \$149,999	2,332	14.6%	6,342	24.4%	8,871	28.7%
\$150,000 - \$199,999	705	4.4%	1,995	7.7%	2,844	9.2%
\$200,000+	696	4.3%	1,804	6.9%	2,512	8.1%
Median Household Income	\$66,026		\$83,535		\$92,148	
Average Household Income	\$81,103		\$102,071		\$111,076	
Per Capita Income	\$27,521		\$33,735		\$36,585	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,794	7.9%	6,097	7.7%	7,150	7.6%
5 - 9	4,298	9.0%	6,234	7.9%	7,414	7.9%
10 - 14	4,400	9.2%	6,309	8.0%	7,572	8.0%
15 - 19	3,510	7.3%	5,690	7.2%	6,324	6.7%
20 - 24	2,011	4.2%	3,913	5.0%	4,534	4.8%
25 - 34	6,595	13.8%	10,002	12.7%	12,974	13.8%
35 - 44	9,501	19.8%	11,850	15.0%	13,154	14.0%
45 - 54	6,693	14.0%	13,286	16.8%	14,303	15.2%
55 - 64	3,643	7.6%	8,743	11.1%	11,408	12.1%
65 - 74	2,047	4.3%	4,088	5.2%	6,096	6.5%
75 - 84	1,044	2.2%	1,969	2.5%	2,445	2.6%
85+	426	0.9%	762	1.0%	913	1.0%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	41,585	86.7%	63,956	81.0%	76,018	80.6%
Black Alone	2,628	5.5%	5,446	6.9%	6,410	6.8%
American Indian Alone	199	0.4%	349	0.4%	415	0.4%
Asian Alone	865	1.8%	2,285	2.9%	2,795	3.0%
Pacific Islander Alone	30	0.1%	70	0.1%	81	0.1%
Some Other Race Alone	1,909	4.0%	4,995	6.3%	6,295	6.7%
Two or More Races	745	1.6%	1,842	2.3%	2,275	2.4%
Hispanic Origin (Any Race)	4,838	10.1%	12,581	15.9%	16,653	17.7%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

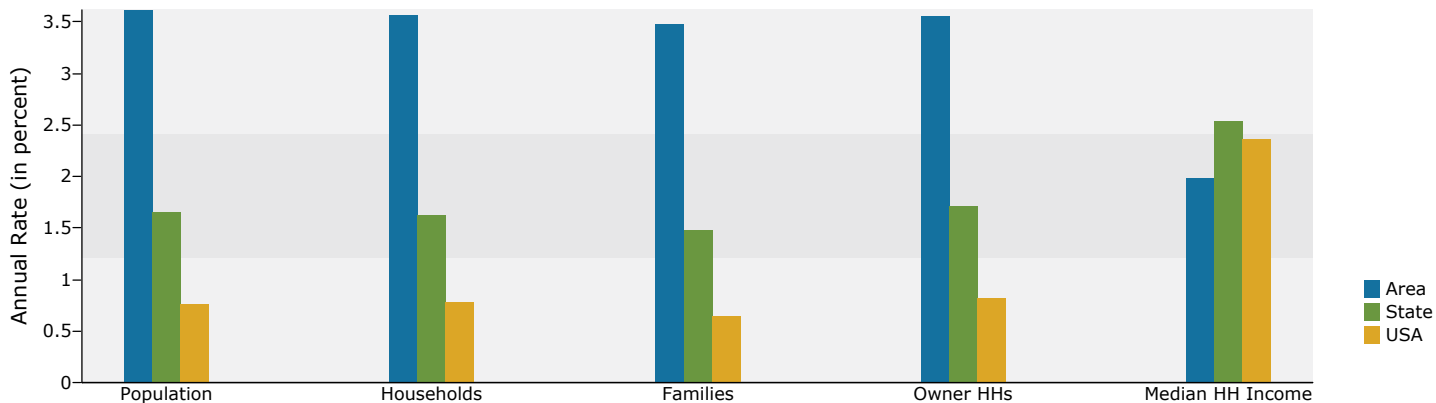
April 26, 2011

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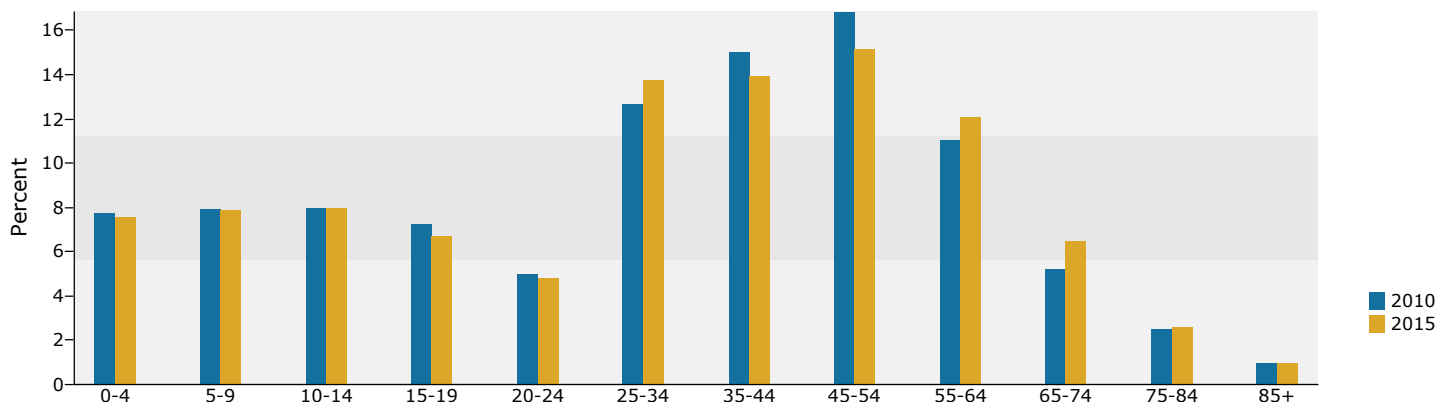
Rockwall Central
 2006 S Goliad St, Rockwall, TX 75087-4880
 Ring: 5 miles radius

Latitude: 32.91124
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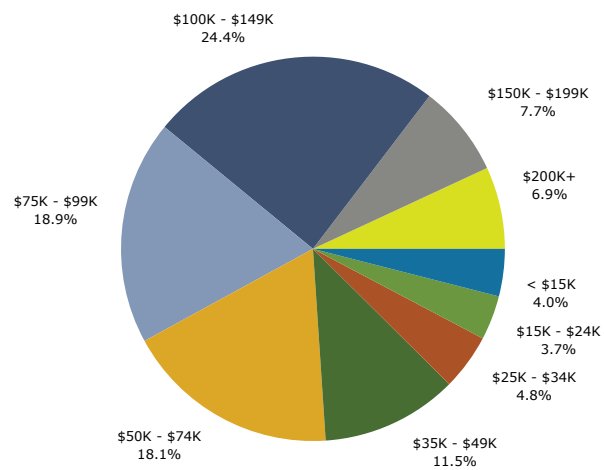
Trends 2010-2015



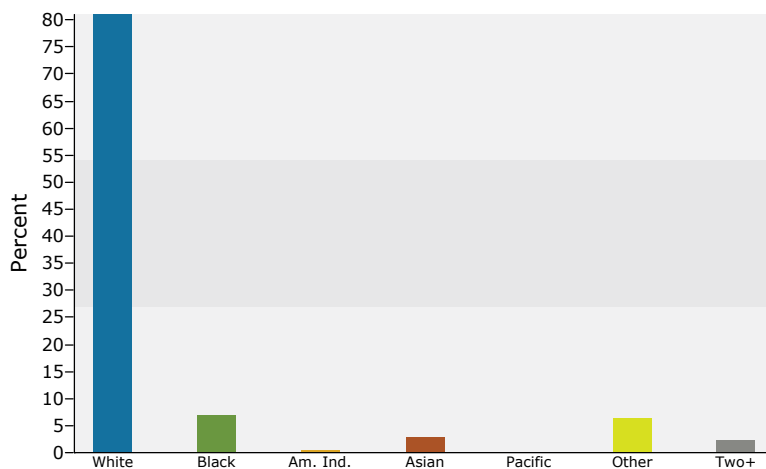
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 15.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Retail Goods and Services Expenditures

Rockwall Central
2006 S Goliad St, Rockwall, TX 75087-4880
Ring: 1 mile radius

Latitude: 32.91124
Longitude: -96.45165

Top Tapestry Segments:		Demographic Summary		2010	2015
Enterprising Professionals	44.5%	Population		6,300	7,413
Suburban Splendor	24.7%	Households		2,005	2,315
Exurbanites	17.3%	Families		1,333	1,538
Midlife Junction	5.4%	Median Age		37.7	38.6
Prosperous Empty Nesters	4.8%	Median Household Income		\$73,862	\$80,374

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	97	\$2,318.37	\$4,648,330
Men's	92	\$420.45	\$843,008
Women's	86	\$713.25	\$1,430,062
Children's	102	\$410.45	\$822,950
Footwear	67	\$278.97	\$559,344
Watches & Jewelry	142	\$275.94	\$553,252
Apparel Products and Services ¹	234	\$219.31	\$439,714
Computer			
Computers and Hardware for Home Use	139	\$265.97	\$533,268
Software and Accessories for Home Use	141	\$40.14	\$80,486
Entertainment & Recreation	139	\$4,485.45	\$8,993,323
Fees and Admissions	146	\$901.92	\$1,808,345
Membership Fees for Clubs ²	144	\$236.60	\$474,390
Fees for Participant Sports, excl. Trips	143	\$152.60	\$305,966
Admission to Movie/Theatre/Opera/Ballet	142	\$216.04	\$433,160
Admission to Sporting Events, excl. Trips	150	\$89.29	\$179,029
Fees for Recreational Lessons	151	\$206.40	\$413,842
Dating Services	127	\$0.98	\$1,958
TV/Video/Audio	134	\$1,659.11	\$3,326,520
Community Antenna or Cable TV	130	\$936.91	\$1,878,513
Televisions	144	\$277.90	\$557,197
VCRs, Video Cameras, and DVD Players	139	\$28.19	\$56,512
Video Cassettes and DVDs	137	\$71.94	\$144,236
Video and Computer Game Hardware and Software	144	\$80.49	\$161,390
Satellite Dishes	145	\$1.83	\$3,669
Rental of Video Cassettes and DVDs	138	\$57.04	\$114,373
Streaming/Downloaded Video	141	\$1.97	\$3,950
Audio ³	131	\$192.72	\$386,404
Rental and Repair of TV/Radio/Audio	133	\$10.11	\$20,275
Pets	165	\$710.40	\$1,424,353
Toys and Games ⁴	137	\$198.98	\$398,956
Recreational Vehicles and Fees ⁵	131	\$423.86	\$849,849
Sports/Recreation/Exercise Equipment ⁶	111	\$200.85	\$402,699
Photo Equipment and Supplies ⁷	140	\$144.92	\$290,561
Reading ⁸	133	\$206.70	\$414,434
Catered Affairs ⁹	157	\$38.71	\$77,605
Food	134	\$10,270.44	\$20,592,241
Food at Home	131	\$5,862.74	\$11,754,788
Bakery and Cereal Products	130	\$776.69	\$1,557,256
Meat, Poultry, Fish, and Eggs	131	\$1,357.04	\$2,720,860
Dairy Products	130	\$645.53	\$1,294,288
Fruit and Vegetables	132	\$1,032.30	\$2,069,765
Snacks and Other Food at Home ¹⁰	132	\$2,051.18	\$4,112,618
Food Away from Home	137	\$4,407.71	\$8,837,453
Alcoholic Beverages	140	\$799.98	\$1,603,964
Nonalcoholic Beverages at Home	131	\$574.48	\$1,151,832



Retail Goods and Services Expenditures

Rockwall Central
2006 S Goliad St, Rockwall, TX 75087-4880
Ring: 1 mile radius

Latitude: 32.91124
Longitude: -96.45165

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	133	\$2,305.72	\$4,622,960
Vehicle Loans	135	\$6,656.95	\$13,347,185
Health			
Nonprescription Drugs	127	\$131.23	\$263,122
Prescription Drugs	122	\$607.33	\$1,217,688
Eyeglasses and Contact Lenses	134	\$103.33	\$207,185
Home			
Mortgage Payment and Basics ¹¹	144	\$13,492.35	\$27,052,166
Maintenance and Remodeling Services	144	\$2,864.42	\$5,743,154
Maintenance and Remodeling Materials ¹²	132	\$491.91	\$986,278
Utilities, Fuel, and Public Services	131	\$5,919.28	\$11,868,157
Household Furnishings and Equipment			
Household Textiles ¹³	137	\$182.64	\$366,184
Furniture	142	\$852.24	\$1,708,748
Floor Coverings	139	\$104.52	\$209,572
Major Appliances ¹⁴	133	\$403.38	\$808,776
Housewares ¹⁵	121	\$104.36	\$209,237
Small Appliances	131	\$43.02	\$86,248
Luggage	145	\$13.43	\$26,918
Telephones and Accessories	95	\$40.45	\$81,108
Household Operations			
Child Care	151	\$696.57	\$1,396,618
Lawn and Garden ¹⁶	136	\$570.05	\$1,142,952
Moving/Storage/Freight Express	139	\$84.33	\$169,080
Housekeeping Supplies ¹⁷	132	\$928.37	\$1,861,389
Insurance			
Owners and Renters Insurance	135	\$623.78	\$1,250,688
Vehicle Insurance	134	\$1,560.80	\$3,129,414
Life/Other Insurance	135	\$565.04	\$1,132,902
Health Insurance	126	\$2,435.32	\$4,882,825
Personal Care Products ¹⁸	136	\$542.68	\$1,088,078
School Books and Supplies ¹⁹	137	\$146.38	\$293,489
Smoking Products	122	\$522.48	\$1,047,582
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	137	\$6,005.06	\$12,040,149
Gasoline and Motor Oil	132	\$3,783.19	\$7,585,305
Vehicle Maintenance and Repairs	135	\$1,274.94	\$2,556,246
Travel			
Airline Fares	147	\$672.74	\$1,348,845
Lodging on Trips	143	\$622.21	\$1,247,528
Auto/Truck/Van Rental on Trips	151	\$55.85	\$111,985
Food and Drink on Trips	140	\$609.29	\$1,221,628

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Rockwall Central
2006 S Goliad St, Rockwall, TX 75087-4880
Ring: 1 mile radius

Latitude: 32.91124
Longitude: -96.45165

-
- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Rockwall Central
2006 S Goliad St, Rockwall, TX 75087-4880
Ring: 3 miles radius

Latitude: 32.91124
Longitude: -96.45165

Top Tapestry Segments:		Demographic Summary		2010	2015
Midland Crowd	21.5%	Population		38,430	47,146
Suburban Splendor	20.4%	Households		13,195	16,074
Boomburbs	15.0%	Families		10,431	12,686
In Style	11.5%	Median Age		37.5	37.4
Exurbanites	8.8%	Median Household Income		\$81,036	\$91,274

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	103	\$2,468.67	\$32,574,067
Men's	97	\$446.07	\$5,885,828
Women's	92	\$763.11	\$10,069,186
Children's	111	\$443.02	\$5,845,703
Footwear	71	\$295.99	\$3,905,636
Watches & Jewelry	154	\$298.64	\$3,940,513
Apparel Products and Services ¹	237	\$221.84	\$2,927,203
Computer			
Computers and Hardware for Home Use	148	\$283.40	\$3,739,462
Software and Accessories for Home Use	149	\$42.41	\$559,592
Entertainment & Recreation	152	\$4,906.54	\$64,741,785
Fees and Admissions	160	\$987.83	\$13,034,357
Membership Fees for Clubs ²	158	\$259.15	\$3,419,489
Fees for Participant Sports, excl. Trips	159	\$169.16	\$2,232,010
Admission to Movie/Theatre/Opera/Ballet	151	\$229.05	\$3,022,288
Admission to Sporting Events, excl. Trips	168	\$99.76	\$1,316,317
Fees for Recreational Lessons	168	\$229.82	\$3,032,491
Dating Services	116	\$0.89	\$11,762
TV/Video/Audio	144	\$1,783.74	\$23,536,461
Community Antenna or Cable TV	141	\$1,013.73	\$13,376,219
Televisions	157	\$302.69	\$3,993,984
VCRs, Video Cameras, and DVD Players	145	\$29.47	\$388,845
Video Cassettes and DVDs	142	\$74.73	\$986,094
Video and Computer Game Hardware and Software	152	\$84.84	\$1,119,521
Satellite Dishes	161	\$2.03	\$26,851
Rental of Video Cassettes and DVDs	144	\$59.44	\$784,262
Streaming/Downloaded Video	151	\$2.11	\$27,805
Audio ³	139	\$203.74	\$2,688,342
Rental and Repair of TV/Radio/Audio	144	\$10.95	\$144,536
Pets	184	\$792.50	\$10,457,068
Toys and Games ⁴	148	\$215.43	\$2,842,583
Recreational Vehicles and Fees ⁵	150	\$485.70	\$6,408,829
Sports/Recreation/Exercise Equipment ⁶	122	\$221.39	\$2,921,236
Photo Equipment and Supplies ⁷	152	\$157.31	\$2,075,656
Reading ⁸	145	\$224.47	\$2,961,909
Catered Affairs ⁹	155	\$38.17	\$503,686
Food	143	\$11,003.77	\$145,194,682
Food at Home	141	\$6,289.30	\$82,987,288
Bakery and Cereal Products	140	\$837.89	\$11,055,947
Meat, Poultry, Fish, and Eggs	140	\$1,452.76	\$19,169,184
Dairy Products	140	\$695.25	\$9,173,822
Fruit and Vegetables	141	\$1,104.47	\$14,573,526
Snacks and Other Food at Home ¹⁰	141	\$2,198.92	\$29,014,807
Food Away from Home	146	\$4,714.47	\$62,207,393
Alcoholic Beverages	144	\$823.31	\$10,863,614
Nonalcoholic Beverages at Home	140	\$614.88	\$8,113,306



Retail Goods and Services Expenditures

Rockwall Central
2006 S Goliad St, Rockwall, TX 75087-4880
Ring: 3 miles radius

Latitude: 32.91124
Longitude: -96.45165

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	144	\$2,512.30	\$33,149,778
Vehicle Loans	149	\$7,323.37	\$96,631,875
Health			
Nonprescription Drugs	141	\$145.67	\$1,922,088
Prescription Drugs	138	\$687.12	\$9,066,566
Eyeglasses and Contact Lenses	148	\$113.85	\$1,502,283
Home			
Mortgage Payment and Basics ¹¹	167	\$15,616.76	\$206,063,190
Maintenance and Remodeling Services	167	\$3,314.20	\$43,730,846
Maintenance and Remodeling Materials ¹²	155	\$576.53	\$7,607,354
Utilities, Fuel, and Public Services	143	\$6,477.64	\$85,472,506
Household Furnishings and Equipment			
Household Textiles ¹³	150	\$199.13	\$2,627,466
Furniture	155	\$930.40	\$12,276,602
Floor Coverings	156	\$116.91	\$1,542,673
Major Appliances ¹⁴	151	\$456.64	\$6,025,350
Housewares ¹⁵	129	\$111.25	\$1,467,920
Small Appliances	142	\$46.60	\$614,840
Luggage	158	\$14.62	\$192,870
Telephones and Accessories	100	\$42.40	\$559,461
Household Operations			
Child Care	164	\$759.20	\$10,017,600
Lawn and Garden ¹⁶	157	\$655.39	\$8,647,848
Moving/Storage/Freight Express	142	\$85.98	\$1,134,491
Housekeeping Supplies ¹⁷	145	\$1,016.34	\$13,410,662
Insurance			
Owners and Renters Insurance	159	\$733.97	\$9,684,695
Vehicle Insurance	145	\$1,691.85	\$22,323,941
Life/Other Insurance	155	\$645.35	\$8,515,379
Health Insurance	141	\$2,721.62	\$35,911,812
Personal Care Products ¹⁸	147	\$586.69	\$7,741,419
School Books and Supplies ¹⁹	141	\$150.13	\$1,980,952
Smoking Products	125	\$536.14	\$7,074,385
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	150	\$6,566.79	\$86,648,746
Gasoline and Motor Oil	144	\$4,124.68	\$54,425,161
Vehicle Maintenance and Repairs	147	\$1,383.15	\$18,250,671
Travel			
Airline Fares	158	\$724.38	\$9,558,222
Lodging on Trips	158	\$688.46	\$9,084,207
Auto/Truck/Van Rental on Trips	163	\$60.18	\$794,010
Food and Drink on Trips	154	\$669.29	\$8,831,230

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Rockwall Central
2006 S Goliad St, Rockwall, TX 75087-4880
Ring: 3 miles radius

Latitude: 32.91124
Longitude: -96.45165

-
- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Rockwall Central
2006 S Goliad St, Rockwall, TX 75087-4880
Ring: 5 miles radius

Latitude: 32.91124
Longitude: -96.45165

Top Tapestry Segments:		Demographic Summary		2010	2015
Boomburbs	19.1%	Population		78,944	94,289
Midland Crowd	17.6%	Households		25,969	30,943
Up and Coming Families	17.4%	Families		21,451	25,446
Suburban Splendor	15.8%	Median Age		36.1	35.9
In Style	7.3%	Median Household Income		\$83,535	\$92,148

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	102	\$2,437.75	\$63,305,934
Men's	96	\$439.54	\$11,414,515
Women's	90	\$749.37	\$19,460,476
Children's	111	\$444.51	\$11,543,436
Footwear	70	\$293.00	\$7,608,945
Watches & Jewelry	151	\$294.09	\$7,637,158
Apparel Products and Services ¹	232	\$217.24	\$5,641,402
Computer			
Computers and Hardware for Home Use	147	\$282.31	\$7,331,319
Software and Accessories for Home Use	148	\$42.14	\$1,094,313
Entertainment & Recreation	150	\$4,847.95	\$125,896,504
Fees and Admissions	158	\$979.07	\$25,425,556
Membership Fees for Clubs ²	155	\$253.83	\$6,591,724
Fees for Participant Sports, excl. Trips	158	\$168.37	\$4,372,413
Admission to Movie/Theatre/Opera/Ballet	150	\$227.24	\$5,901,266
Admission to Sporting Events, excl. Trips	167	\$99.61	\$2,586,848
Fees for Recreational Lessons	168	\$229.17	\$5,951,345
Dating Services	110	\$0.85	\$21,960
TV/Video/Audio	142	\$1,759.49	\$45,692,299
Community Antenna or Cable TV	137	\$989.80	\$25,704,153
Televisions	157	\$302.81	\$7,863,659
VCRs, Video Cameras, and DVD Players	144	\$29.39	\$763,294
Video Cassettes and DVDs	141	\$74.43	\$1,932,743
Video and Computer Game Hardware and Software	153	\$85.16	\$2,211,557
Satellite Dishes	164	\$2.07	\$53,627
Rental of Video Cassettes and DVDs	145	\$59.73	\$1,551,206
Streaming/Downloaded Video	149	\$2.08	\$53,945
Audio ³	138	\$203.21	\$5,277,065
Rental and Repair of TV/Radio/Audio	143	\$10.82	\$281,051
Pets	182	\$782.92	\$20,331,598
Toys and Games ⁴	147	\$214.39	\$5,567,581
Recreational Vehicles and Fees ⁵	149	\$479.79	\$12,459,758
Sports/Recreation/Exercise Equipment ⁶	122	\$220.40	\$5,723,547
Photo Equipment and Supplies ⁷	151	\$156.60	\$4,066,779
Reading ⁸	141	\$217.77	\$5,655,147
Catered Affairs ⁹	152	\$37.52	\$974,237
Food	141	\$10,845.86	\$281,656,160
Food at Home	138	\$6,185.01	\$160,618,473
Bakery and Cereal Products	138	\$822.03	\$21,347,179
Meat, Poultry, Fish, and Eggs	138	\$1,427.52	\$37,071,383
Dairy Products	137	\$683.07	\$17,738,768
Fruit and Vegetables	138	\$1,085.32	\$28,184,584
Snacks and Other Food at Home ¹⁰	139	\$2,167.07	\$56,276,558
Food Away from Home	145	\$4,660.85	\$121,037,686
Alcoholic Beverages	141	\$807.27	\$20,964,118
Nonalcoholic Beverages at Home	138	\$605.46	\$15,723,210



Retail Goods and Services Expenditures

Rockwall Central
2006 S Goliad St, Rockwall, TX 75087-4880
Ring: 5 miles radius

Latitude: 32.91124
Longitude: -96.45165

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	138	\$2,395.45	\$62,207,563
Vehicle Loans	149	\$7,336.35	\$190,517,605
Health			
Nonprescription Drugs	139	\$142.96	\$3,712,462
Prescription Drugs	132	\$659.97	\$17,138,835
Eyeglasses and Contact Lenses	145	\$111.40	\$2,892,894
Home			
Mortgage Payment and Basics ¹¹	168	\$15,724.77	\$408,356,602
Maintenance and Remodeling Services	165	\$3,263.63	\$84,753,269
Maintenance and Remodeling Materials ¹²	154	\$573.49	\$14,893,073
Utilities, Fuel, and Public Services	140	\$6,337.05	\$164,566,937
Household Furnishings and Equipment			
Household Textiles ¹³	148	\$196.91	\$5,113,534
Furniture	154	\$925.08	\$24,023,472
Floor Coverings	151	\$113.02	\$2,934,897
Major Appliances ¹⁴	149	\$451.29	\$11,719,503
Housewares ¹⁵	128	\$110.14	\$2,860,243
Small Appliances	139	\$45.54	\$1,182,539
Luggage	156	\$14.49	\$376,325
Telephones and Accessories	100	\$42.55	\$1,105,012
Household Operations			
Child Care	169	\$781.91	\$20,305,451
Lawn and Garden ¹⁶	153	\$640.89	\$16,643,380
Moving/Storage/Freight Express	140	\$85.11	\$2,210,185
Housekeeping Supplies ¹⁷	143	\$1,000.62	\$25,985,160
Insurance			
Owners and Renters Insurance	157	\$725.93	\$18,851,612
Vehicle Insurance	143	\$1,665.91	\$43,261,946
Life/Other Insurance	151	\$628.90	\$16,332,024
Health Insurance	136	\$2,635.97	\$68,453,458
Personal Care Products ¹⁸	146	\$582.89	\$15,137,181
School Books and Supplies ¹⁹	139	\$147.90	\$3,840,861
Smoking Products	120	\$514.79	\$13,368,636
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	149	\$6,549.77	\$170,091,004
Gasoline and Motor Oil	142	\$4,074.99	\$105,823,360
Vehicle Maintenance and Repairs	145	\$1,363.49	\$35,408,514
Travel			
Airline Fares	156	\$716.01	\$18,593,998
Lodging on Trips	155	\$675.93	\$17,553,106
Auto/Truck/Van Rental on Trips	162	\$59.82	\$1,553,582
Food and Drink on Trips	151	\$659.11	\$17,116,418

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Rockwall Central
2006 S Goliad St, Rockwall, TX 75087-4880
Ring: 5 miles radius

Latitude: 32.91124
Longitude: -96.45165

-
- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.