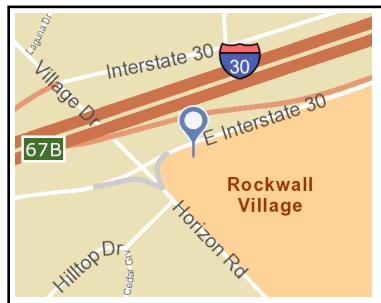





Rockwall Village
 423 E Interstate 30, Rockwall, TX 75087-5406
 Ring: 1, 3, 5 Miles

Latitude: 32.89518
 Longitude: -96.47442



Rockwall Village
 423 E Interstate 30, Rockwall, TX 75087-5406
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	4,131	27,387	53,705
2000 Group Quarters	31	593	624
2010 Total Population	7,694	42,339	84,066
2015 Total Population	9,349	49,388	98,265
2010 - 2015 Annual Rate	3.97%	3.13%	3.17%
 2000 Households	1,620	9,334	18,542
2000 Average Household Size	2.53	2.87	2.86
2010 Households	2,856	14,151	28,264
2010 Average Household Size	2.68	2.95	2.95
2015 Households	3,444	16,446	32,846
2015 Average Household Size	2.7	2.97	2.97
2010 - 2015 Annual Rate	3.82%	3.05%	3.05%
2000 Families	1,276	7,502	14,798
2000 Average Family Size	2.83	3.21	3.22
2010 Families	2,195	11,236	22,676
2010 Average Family Size	3.05	3.33	3.32
2015 Families	2,626	12,980	26,311
2015 Average Family Size	3.09	3.36	3.35
2010 - 2015 Annual Rate	3.65%	2.93%	3.02%
 2000 Housing Units	1,774	9,840	19,464
Owner Occupied Housing Units	76.9%	75.6%	74.6%
Renter Occupied Housing Units	15.9%	19.2%	20.6%
Vacant Housing Units	7.3%	5.2%	4.8%
2010 Housing Units	3,164	15,209	30,293
Owner Occupied Housing Units	68.6%	70.6%	72.1%
Renter Occupied Housing Units	21.6%	22.4%	21.2%
Vacant Housing Units	9.7%	7.0%	6.7%
2015 Housing Units	3,903	18,082	35,806
Owner Occupied Housing Units	66.4%	68.8%	71.3%
Renter Occupied Housing Units	21.9%	22.1%	20.4%
Vacant Housing Units	11.8%	9.0%	8.3%
Median Household Income			
2000	\$67,060	\$63,114	\$62,952
2010	\$77,749	\$80,687	\$82,168
2015	\$84,259	\$88,937	\$90,807
Median Home Value			
2000	\$152,165	\$136,003	\$129,558
2010	\$232,385	\$216,765	\$197,930
2015	\$283,656	\$270,118	\$248,448
Per Capita Income			
2000	\$34,559	\$28,255	\$27,129
2010	\$36,532	\$34,816	\$34,258
2015	\$39,446	\$38,165	\$37,328
Median Age			
2000	37.8	35.1	33.7
2010	40.0	37.4	35.6
2015	39.9	37.4	35.4


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.



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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	1,614	9,397	18,538
< \$15,000	5.0%	6.3%	5.9%
\$15,000 - \$24,999	7.1%	6.6%	6.6%
\$25,000 - \$34,999	9.9%	9.2%	9.4%
\$35,000 - \$49,999	12.4%	14.1%	14.9%
\$50,000 - \$74,999	21.6%	24.9%	24.4%
\$75,000 - \$99,999	13.5%	15.7%	17.4%
\$100,000 - \$149,999	17.1%	13.7%	13.2%
\$150,000 - \$199,999	5.6%	4.3%	4.3%
\$200,000+	7.9%	5.0%	4.0%
Average Household Income	\$91,682	\$80,647	\$77,728
2010 Households by Income			
Household Income Base	2,855	14,148	28,262
< \$15,000	4.4%	4.5%	3.8%
\$15,000 - \$24,999	4.7%	4.2%	3.6%
\$25,000 - \$34,999	6.9%	5.3%	4.6%
\$35,000 - \$49,999	14.3%	12.6%	12.3%
\$50,000 - \$74,999	17.5%	18.3%	18.8%
\$75,000 - \$99,999	15.3%	17.2%	18.9%
\$100,000 - \$149,999	21.4%	22.7%	23.7%
\$150,000 - \$199,999	6.4%	6.9%	7.4%
\$200,000+	9.0%	8.1%	6.9%
Average Household Income	\$102,838	\$102,621	\$101,027
2015 Households by Income			
Household Income Base	3,443	16,446	32,849
< \$15,000	3.7%	3.5%	2.8%
\$15,000 - \$24,999	4.0%	3.4%	2.9%
\$25,000 - \$34,999	5.2%	4.0%	3.3%
\$35,000 - \$49,999	10.1%	8.5%	8.0%
\$50,000 - \$74,999	21.7%	21.8%	21.6%
\$75,000 - \$99,999	12.3%	14.0%	16.3%
\$100,000 - \$149,999	25.9%	26.0%	28.0%
\$150,000 - \$199,999	6.9%	9.1%	8.9%
\$200,000+	10.3%	9.7%	8.2%
Average Household Income	\$112,027	\$112,899	\$110,732
2000 Owner Occupied HUs by Value			
Total	1,323	7,422	14,568
<\$50,000	7.9%	5.7%	5.3%
\$50,000 - 99,999	14.5%	23.2%	25.8%
\$100,000 - 149,999	26.4%	29.9%	32.0%
\$150,000 - 199,999	20.9%	21.1%	19.9%
\$200,000 - \$299,999	17.6%	12.4%	10.5%
\$300,000 - 499,999	8.8%	5.8%	4.9%
\$500,000 - 999,999	2.8%	1.5%	1.2%
\$1,000,000+	1.0%	0.4%	0.3%
Average Home Value	\$187,941	\$161,406	\$153,355
2000 Specified Renter Occupied HUs by Contract Rent			
Total	284	1,912	3,994
With Cash Rent	95.8%	97.0%	96.8%
No Cash Rent	4.2%	3.0%	3.2%
Median Rent	\$689	\$653	\$587
Average Rent	\$731	\$670	\$629


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	4,132	27,385	53,708
Age 0 - 4	6.7%	7.5%	8.0%
Age 5 - 9	6.7%	8.2%	8.8%
Age 10 - 14	7.8%	8.7%	8.9%
Age 15 - 19	7.3%	7.3%	7.2%
Age 20 - 24	4.8%	4.7%	4.7%
Age 25 - 34	12.1%	13.3%	14.5%
Age 35 - 44	17.4%	18.7%	19.7%
Age 45 - 54	15.9%	14.2%	13.7%
Age 55 - 64	11.4%	8.4%	7.4%
Age 65 - 74	6.6%	4.8%	4.2%
Age 75 - 84	2.6%	2.8%	2.1%
Age 85+	0.9%	1.3%	0.8%
Age 18+	74.0%	70.7%	69.5%
2010 Population by Age			
Total	7,690	42,340	84,066
Age 0 - 4	6.8%	7.4%	7.9%
Age 5 - 9	7.1%	7.6%	7.9%
Age 10 - 14	7.2%	7.6%	7.9%
Age 15 - 19	6.2%	6.9%	7.2%
Age 20 - 24	4.8%	5.0%	5.3%
Age 25 - 34	11.3%	12.3%	13.1%
Age 35 - 44	14.1%	14.5%	15.1%
Age 45 - 54	16.7%	16.7%	16.7%
Age 55 - 64	13.1%	11.6%	10.8%
Age 65 - 74	7.8%	6.0%	5.0%
Age 75 - 84	3.8%	3.1%	2.4%
Age 85+	1.2%	1.4%	0.9%
Age 18+	74.9%	73.1%	71.9%
2015 Population by Age			
Total	9,351	49,388	98,265
Age 0 - 4	6.6%	7.2%	7.7%
Age 5 - 9	7.1%	7.6%	7.8%
Age 10 - 14	7.6%	7.8%	7.9%
Age 15 - 19	6.6%	6.7%	6.6%
Age 20 - 24	4.5%	4.8%	5.1%
Age 25 - 34	11.0%	12.8%	14.2%
Age 35 - 44	13.5%	13.7%	14.0%
Age 45 - 54	15.4%	15.2%	15.1%
Age 55 - 64	13.5%	12.5%	11.8%
Age 65 - 74	8.9%	7.2%	6.3%
Age 75 - 84	4.0%	3.3%	2.5%
Age 85+	1.3%	1.3%	0.9%
Age 18+	74.4%	73.2%	72.3%
2000 Population by Sex			
Males	49.6%	49.6%	49.9%
Females	50.4%	50.4%	50.1%
2010 Population by Sex			
Males	49.6%	49.8%	49.7%
Females	50.4%	50.2%	50.3%
2015 Population by Sex			
Males	49.7%	49.8%	49.7%
Females	50.3%	50.2%	50.3%

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	4,131	27,386	53,704
White Alone	89.2%	86.5%	85.5%
Black Alone	1.6%	5.1%	6.3%
American Indian Alone	0.4%	0.4%	0.5%
Asian or Pacific Islander Alone	1.4%	1.9%	1.9%
Some Other Race Alone	5.9%	4.5%	4.1%
Two or More Races	1.5%	1.6%	1.7%
Hispanic Origin	13.8%	11.1%	10.0%
Diversity Index	39.4	39.6	39.8
2010 Population by Race/Ethnicity			
Total	7,693	42,338	84,065
White Alone	81.9%	80.5%	79.8%
Black Alone	3.3%	6.9%	7.7%
American Indian Alone	0.3%	0.4%	0.5%
Asian or Pacific Islander Alone	2.6%	3.2%	3.1%
Some Other Race Alone	9.5%	6.7%	6.5%
Two or More Races	2.4%	2.4%	2.5%
Hispanic Origin	21.8%	16.2%	15.7%
Diversity Index	55.7	52.4	52.6
2015 Population by Race/Ethnicity			
Total	9,349	49,388	98,265
White Alone	81.9%	80.5%	79.1%
Black Alone	3.4%	6.7%	7.6%
American Indian Alone	0.3%	0.3%	0.5%
Asian or Pacific Islander Alone	2.6%	3.2%	3.2%
Some Other Race Alone	9.4%	6.8%	7.1%
Two or More Races	2.4%	2.5%	2.6%
Hispanic Origin	23.1%	17.5%	17.8%
Diversity Index	56.6	53.5	55.3
2000 Population 3+ by School Enrollment			
 Total	3,938	26,229	51,239
Enrolled in Nursery/Preschool	1.5%	1.9%	2.2%
Enrolled in Kindergarten	1.9%	1.9%	1.9%
Enrolled in Grade 1-8	12.4%	14.9%	15.5%
Enrolled in Grade 9-12	5.8%	6.4%	6.3%
Enrolled in College	3.5%	3.7%	4.1%
Enrolled in Grad/Prof School	1.0%	1.0%	1.1%
Not Enrolled in School	73.8%	70.3%	69.0%
2010 Population 25+ by Educational Attainment			
Total	5,223	27,775	53,786
Less than 9th Grade	5.4%	3.8%	3.1%
9th - 12th Grade, No Diploma	4.8%	5.1%	5.2%
High School Graduate	22.6%	23.0%	22.6%
Some College, No Degree	23.3%	23.9%	23.8%
Associate Degree	7.6%	8.4%	8.8%
Bachelor's Degree	23.2%	24.1%	25.5%
Graduate/Professional Degree	13.2%	11.6%	11.1%

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	6,071	32,803	64,242
Never Married	20.8%	21.5%	21.1%
Married	66.1%	64.9%	66.5%
Widowed	3.7%	4.2%	3.3%
Divorced	9.4%	9.4%	9.0%
2000 Population 16+ by Employment Status			
 Total	3,155	20,174	38,886
In Labor Force	68.8%	70.4%	72.8%
Civilian Employed	67.2%	68.8%	70.7%
Civilian Unemployed	1.7%	1.6%	2.0%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	31.2%	29.6%	27.2%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	93.2%	93.3%	93.3%
Civilian Unemployed	6.8%	6.7%	6.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.4%	94.5%	94.6%
Civilian Unemployed	5.6%	5.5%	5.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,635	10,426	19,931
Own Children < 6 Only	6.7%	8.7%	10.2%
Employed/in Armed Forces	3.9%	5.0%	6.0%
Unemployed	0.1%	0.2%	0.4%
Not in Labor Force	2.7%	3.6%	3.8%
Own Children < 6 and 6-17 Only	8.1%	8.5%	9.0%
Employed/in Armed Forces	5.0%	5.1%	5.7%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	3.1%	3.4%	3.3%
Own Children 6-17 Only	16.8%	21.5%	23.0%
Employed/in Armed Forces	11.4%	16.2%	16.9%
Unemployed	0.1%	0.2%	0.4%
Not in Labor Force	5.3%	5.1%	5.8%
No Own Children < 18	68.4%	61.3%	57.7%
Employed/in Armed Forces	35.7%	32.4%	32.7%
Unemployed	2.0%	1.5%	1.6%
Not in Labor Force	30.8%	27.4%	23.4%
2010 Employed Population 16+ by Industry			
 Total	3,087	16,670	35,559
Agriculture/Mining	0.9%	0.8%	0.8%
Construction	8.2%	8.1%	7.8%
Manufacturing	10.7%	10.5%	10.0%
Wholesale Trade	3.9%	3.9%	3.9%
Retail Trade	11.3%	11.4%	11.4%
Transportation/Utilities	3.1%	4.1%	4.6%
Information	4.0%	3.8%	3.5%
Finance/Insurance/Real Estate	11.2%	10.0%	10.2%
Services	41.8%	42.8%	43.6%
Public Administration	4.9%	4.5%	4.4%

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

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2010 Employed Population 16+ by Occupation			
Total	3,087	16,670	35,559
White Collar	69.5%	70.9%	72.0%
Management/Business/Financial	21.1%	20.8%	20.7%
Professional	22.9%	23.8%	24.3%
Sales	15.9%	14.6%	13.8%
Administrative Support	9.6%	11.7%	13.2%
Services	12.3%	11.9%	11.8%
Blue Collar	18.1%	17.1%	16.2%
Farming/Forestry/Fishing	0.4%	0.3%	0.2%
Construction/Extraction	5.8%	5.4%	5.2%
Installation/Maintenance/Repair	3.6%	3.8%	3.5%
Production	6.3%	5.1%	4.5%
Transportation/Material Moving	2.1%	2.6%	2.8%
2000 Workers 16+ by Means of Transportation to Work			
 Total	2,085	13,632	27,093
Drove Alone - Car, Truck, or Van	79.1%	83.0%	84.0%
Carpooled - Car, Truck, or Van	13.8%	10.6%	10.3%
Public Transportation	0.9%	1.1%	1.2%
Walked	0.6%	0.7%	0.5%
Other Means	0.2%	0.3%	0.4%
Worked at Home	5.4%	4.2%	3.6%
2000 Workers 16+ by Travel Time to Work			
Total	2,085	13,630	27,094
Did Not Work at Home	94.6%	95.8%	96.4%
Less than 5 minutes	2.7%	2.5%	1.8%
5 to 9 minutes	6.5%	8.3%	7.1%
10 to 19 minutes	20.9%	17.6%	17.4%
20 to 24 minutes	8.7%	9.1%	10.1%
25 to 34 minutes	18.0%	20.6%	21.6%
35 to 44 minutes	10.8%	10.3%	10.7%
45 to 59 minutes	16.0%	17.0%	16.8%
60 to 89 minutes	9.5%	8.6%	9.0%
90 or more minutes	1.5%	2.0%	2.0%
Worked at Home	5.4%	4.2%	3.6%
Average Travel Time to Work (in min)	30.8	31.6	32.3
2000 Households by Vehicles Available			
Total	1,609	9,334	18,573
None	2.5%	2.3%	2.0%
1	25.7%	25.9%	25.3%
2	48.6%	49.7%	50.3%
3	17.3%	17.7%	17.4%
4	4.5%	3.5%	3.8%
5+	1.4%	0.9%	1.2%
Average Number of Vehicles Available	2.0	2.0	2.0

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	1,621	9,334	18,541
Family Households	78.8%	80.4%	79.8%
Married-couple Family	67.7%	68.3%	67.5%
With Related Children	30.6%	36.9%	38.6%
Other Family (No Spouse)	11.0%	12.1%	12.3%
With Related Children	7.6%	8.5%	8.9%
Nonfamily Households	21.2%	19.6%	20.2%
Householder Living Alone	16.8%	16.2%	16.4%
Householder Not Living Alone	4.4%	3.5%	3.8%
Households with Related Children	38.3%	45.4%	47.5%
Households with Persons 65+	18.3%	15.3%	13.0%
2000 Households by Size			
Total	1,620	9,334	18,542
1 Person Household	16.8%	16.1%	16.4%
2 Person Household	38.7%	33.4%	31.8%
3 Person Household	17.9%	19.1%	19.6%
4 Person Household	15.3%	18.7%	19.8%
5 Person Household	7.0%	8.5%	8.6%
6 Person Household	2.3%	2.5%	2.4%
7+ Person Household	1.9%	1.7%	1.4%
2000 Households by Year Householder Moved In			
Total	1,608	9,337	18,572
Moved in 1999 to March 2000	24.8%	23.0%	24.1%
Moved in 1995 to 1998	35.8%	35.5%	35.4%
Moved in 1990 to 1994	14.9%	19.1%	20.0%
Moved in 1980 to 1989	17.0%	15.1%	14.3%
Moved in 1970 to 1979	6.1%	5.5%	4.8%
Moved in 1969 or Earlier	1.5%	1.8%	1.4%
Median Year Householder Moved In	1996	1996	1996
2000 Housing Units by Units in Structure			
 Total	1,748	9,834	19,496
1, Detached	67.7%	76.2%	76.0%
1, Attached	10.9%	4.9%	3.7%
2	1.0%	0.9%	0.7%
3 or 4	2.8%	2.0%	2.1%
5 to 9	6.2%	5.8%	5.4%
10 to 19	2.1%	2.7%	4.6%
20+	0.5%	2.2%	3.0%
Mobile Home	8.9%	5.3%	4.5%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,773	9,834	19,486
1999 to March 2000	9.2%	7.1%	6.8%
1995 to 1998	16.9%	16.7%	15.9%
1990 to 1994	13.1%	14.1%	15.4%
1980 to 1989	28.9%	34.7%	36.9%
1970 to 1979	25.5%	19.7%	17.7%
1969 or Earlier	6.4%	7.7%	7.3%
Median Year Structure Built	1986	1987	1987

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.	In Style	Suburban Splendor	Up and Coming Families
2.	Midland Crowd	Midland Crowd	Boomburbs
3.	Exurbanites	In Style	Suburban Splendor



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 \$	\$6,975,343	\$34,711,608	\$68,689,274
Average Spent	\$2,442.35	\$2,452.94	\$2,430.27
Spending Potential Index	102	102	102
Computers & Accessories: Total \$	\$915,857	\$4,589,591	\$9,162,323
Average Spent	\$320.68	\$324.33	\$324.17
Spending Potential Index	146	147	147
Education: Total \$	\$5,293,762	\$26,360,085	\$51,589,198
Average Spent	\$1,853.56	\$1,862.77	\$1,825.26
Spending Potential Index	152	153	150
Entertainment/Recreation: Total \$	\$13,929,954	\$68,858,655	\$135,259,418
Average Spent	\$4,877.43	\$4,865.99	\$4,785.57
Spending Potential Index	151	151	148
Food at Home: Total \$	\$18,127,321	\$88,531,273	\$173,739,177
Average Spent	\$6,347.10	\$6,256.18	\$6,147.01
Spending Potential Index	142	140	137
Food Away from Home: Total \$	\$13,438,662	\$66,378,014	\$131,143,884
Average Spent	\$4,705.41	\$4,690.69	\$4,639.96
Spending Potential Index	146	146	144
Health Care: Total \$	\$15,497,989	\$73,908,235	\$141,389,123
Average Spent	\$5,426.47	\$5,222.83	\$5,002.45
Spending Potential Index	146	140	134
HH Furnishings & Equipment: Total \$	\$7,761,133	\$38,613,907	\$76,092,960
Average Spent	\$2,717.48	\$2,728.71	\$2,692.22
Spending Potential Index	132	133	131
Investments: Total \$	\$7,256,381	\$34,916,083	\$66,096,042
Average Spent	\$2,540.75	\$2,467.39	\$2,338.52
Spending Potential Index	146	142	134
Retail Goods: Total \$	\$100,482,285	\$493,821,435	\$968,656,198
Average Spent	\$35,182.87	\$34,896.58	\$34,271.73
Spending Potential Index	142	140	138
Shelter: Total \$	\$66,730,416	\$333,517,293	\$661,269,173
Average Spent	\$23,364.99	\$23,568.46	\$23,396.16
Spending Potential Index	148	149	148
TV/Video/Audio: Total \$	\$5,107,793	\$25,090,960	\$49,427,272
Average Spent	\$1,788.44	\$1,773.09	\$1,748.77
Spending Potential Index	144	143	141
Travel: Total \$	\$8,320,713	\$41,208,559	\$80,535,222
Average Spent	\$2,913.41	\$2,912.06	\$2,849.39
Spending Potential Index	154	154	151
Vehicle Maintenance & Repairs: Total \$	\$3,978,027	\$19,458,930	\$38,157,653
Average Spent	\$1,392.87	\$1,375.09	\$1,350.04
Spending Potential Index	148	146	143

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 Village
 423 E Interstate 30, Rockwall, TX 75087-5406
 Ring: 1 mile radius

Latitude: 32.89518
 Longitude: -96.47442

Summary	2000	2010	2015
Population	4,131	7,694	9,349
Households	1,620	2,856	3,444
Families	1,276	2,195	2,626
Average Household Size	2.53	2.68	2.70
Owner Occupied Housing Units	1,343	2,172	2,589
Renter Occupied Housing Units	277	684	854
Median Age	37.8	40.0	39.9

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	3.97%	1.65%	0.76%
Households	3.82%	1.63%	0.78%
Families	3.65%	1.48%	0.64%
Owner HHs	3.58%	1.72%	0.82%
Median Household Income	1.62%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	81	5.0%	127	4.4%	127	3.7%
\$15,000 - \$24,999	114	7.1%	133	4.7%	136	4.0%
\$25,000 - \$34,999	159	9.9%	196	6.9%	179	5.2%
\$35,000 - \$49,999	200	12.4%	409	14.3%	347	10.1%
\$50,000 - \$74,999	348	21.6%	499	17.5%	748	21.7%
\$75,000 - \$99,999	218	13.5%	438	15.3%	424	12.3%
\$100,000 - \$149,999	276	17.1%	611	21.4%	891	25.9%
\$150,000 - \$199,999	91	5.6%	184	6.4%	236	6.9%
\$200,000+	127	7.9%	258	9.0%	355	10.3%

Median Household Income	\$67,060	\$77,749	\$84,259
Average Household Income	\$91,682	\$102,838	\$112,027
Per Capita Income	\$34,561	\$36,532	\$39,446

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	275	6.7%	525	6.8%	621	6.6%
5 - 9	277	6.7%	545	7.1%	666	7.1%
10 - 14	321	7.8%	553	7.2%	712	7.6%
15 - 19	301	7.3%	479	6.2%	616	6.6%
20 - 24	197	4.8%	368	4.8%	423	4.5%
25 - 34	498	12.1%	869	11.3%	1,026	11.0%
35 - 44	719	17.4%	1,083	14.1%	1,259	13.5%
45 - 54	656	15.9%	1,281	16.7%	1,442	15.4%
55 - 64	472	11.4%	1,005	13.1%	1,258	13.5%
65 - 74	271	6.6%	598	7.8%	836	8.9%
75 - 84	107	2.6%	294	3.8%	372	4.0%
85+	37	0.9%	90	1.2%	120	1.3%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,684	89.2%	6,303	81.9%	7,658	81.9%
Black Alone	67	1.6%	253	3.3%	321	3.4%
American Indian Alone	16	0.4%	24	0.3%	26	0.3%
Asian Alone	56	1.4%	197	2.6%	239	2.6%
Pacific Islander Alone	2	0.0%	2	0.0%	3	0.0%
Some Other Race Alone	245	5.9%	730	9.5%	879	9.4%
Two or More Races	61	1.5%	184	2.4%	223	2.4%
Hispanic Origin (Any Race)	572	13.8%	1,678	21.8%	2,156	23.1%

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.

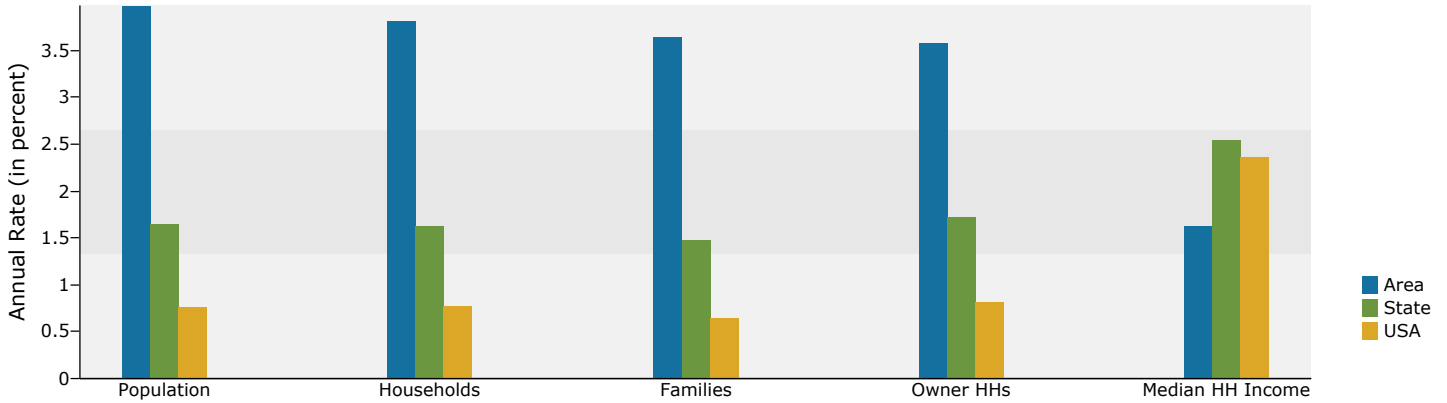
April 26, 2011

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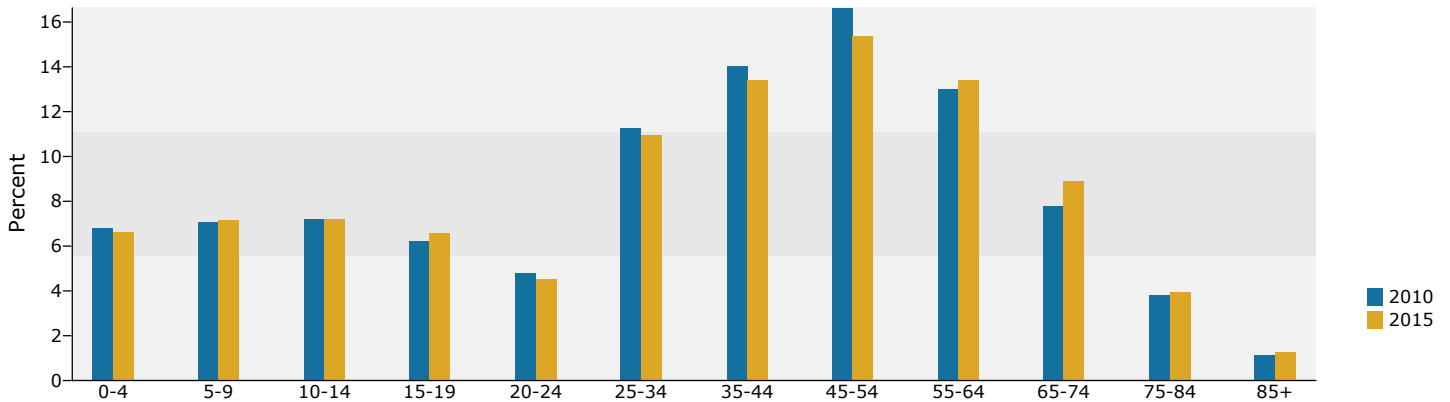
Rockwall Village
 423 E Interstate 30, Rockwall, TX 75087-5406
 Ring: 1 mile radius

Latitude: 32.89518
 Longitude: -96.47442

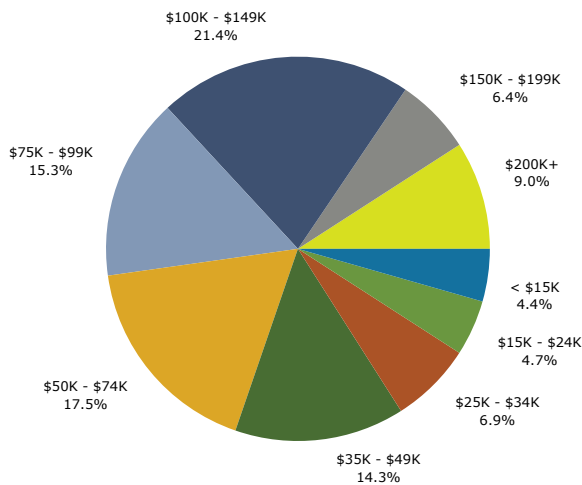
Trends 2010-2015



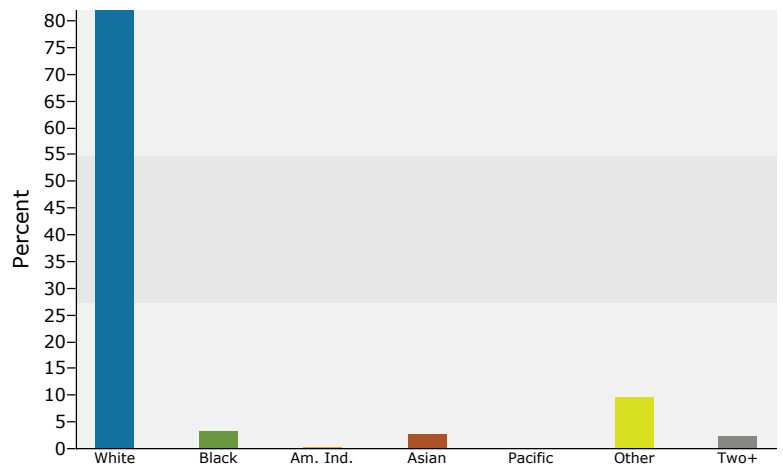
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 21.8%

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



Demographic and Income Profile

Rockwall Village
 423 E Interstate 30, Rockwall, TX 75087-5406
 Ring: 3 miles radius

Latitude: 32.89518
 Longitude: -96.47442

Summary	2000	2010	2015
Population	27,387	42,339	49,388
Households	9,334	14,151	16,446
Families	7,502	11,236	12,980
Average Household Size	2.87	2.95	2.97
Owner Occupied Housing Units	7,440	10,742	12,444
Renter Occupied Housing Units	1,894	3,409	4,002
Median Age	35.1	37.4	37.4

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	3.13%	1.65%	0.76%
Households	3.05%	1.63%	0.78%
Families	2.93%	1.48%	0.64%
Owner HHs	2.99%	1.72%	0.82%
Median Household Income	1.97%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	592	6.3%	643	4.5%	580	3.5%
\$15,000 - \$24,999	623	6.6%	596	4.2%	565	3.4%
\$25,000 - \$34,999	867	9.2%	753	5.3%	653	4.0%
\$35,000 - \$49,999	1,328	14.1%	1,777	12.6%	1,400	8.5%
\$50,000 - \$74,999	2,338	24.9%	2,596	18.3%	3,583	21.8%
\$75,000 - \$99,999	1,476	15.7%	2,439	17.2%	2,307	14.0%
\$100,000 - \$149,999	1,292	13.7%	3,217	22.7%	4,275	26.0%
\$150,000 - \$199,999	408	4.3%	981	6.9%	1,493	9.1%
\$200,000+	473	5.0%	1,146	8.1%	1,590	9.7%

Median Household Income	\$63,114	\$80,687	\$88,937
Average Household Income	\$80,647	\$102,621	\$112,899
Per Capita Income	\$28,255	\$34,816	\$38,165

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,067	7.5%	3,113	7.4%	3,533	7.2%
5 - 9	2,240	8.2%	3,199	7.6%	3,738	7.6%
10 - 14	2,371	8.7%	3,225	7.6%	3,872	7.8%
15 - 19	2,008	7.3%	2,913	6.9%	3,285	6.7%
20 - 24	1,278	4.7%	2,114	5.0%	2,353	4.8%
25 - 34	3,653	13.3%	5,223	12.3%	6,307	12.8%
35 - 44	5,121	18.7%	6,153	14.5%	6,773	13.7%
45 - 54	3,893	14.2%	7,085	16.7%	7,500	15.2%
55 - 64	2,300	8.4%	4,892	11.6%	6,179	12.5%
65 - 74	1,320	4.8%	2,525	6.0%	3,576	7.2%
75 - 84	773	2.8%	1,326	3.1%	1,610	3.3%
85+	362	1.3%	573	1.4%	661	1.3%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	23,702	86.5%	34,084	80.5%	39,747	80.5%
Black Alone	1,386	5.1%	2,908	6.9%	3,320	6.7%
American Indian Alone	98	0.4%	149	0.4%	163	0.3%
Asian Alone	509	1.9%	1,326	3.1%	1,563	3.2%
Pacific Islander Alone	14	0.1%	30	0.1%	33	0.1%
Some Other Race Alone	1,231	4.5%	2,818	6.7%	3,350	6.8%
Two or More Races	446	1.6%	1,023	2.4%	1,212	2.5%
Hispanic Origin (Any Race)	3,038	11.1%	6,856	16.2%	8,635	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.

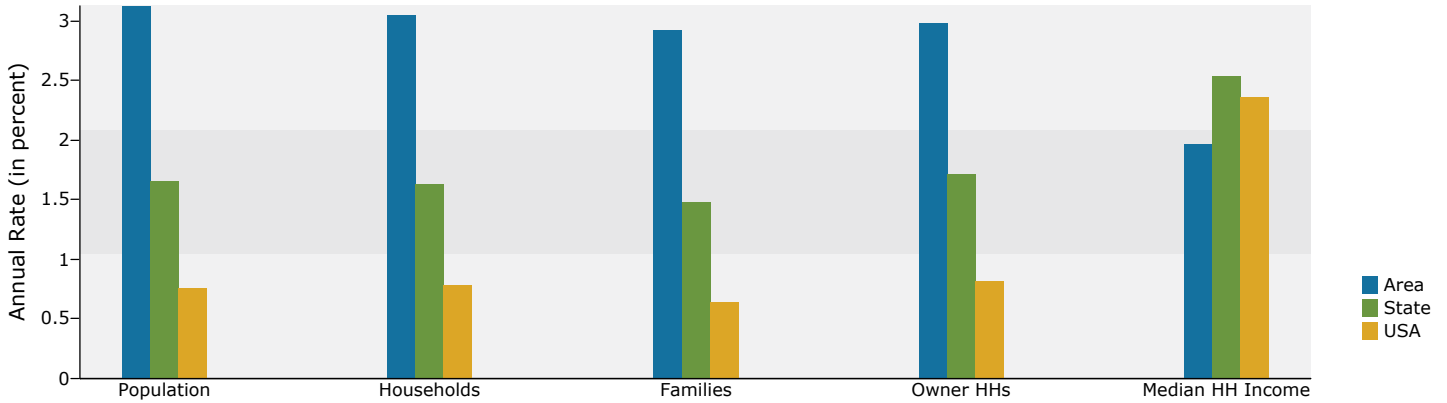
April 26, 2011

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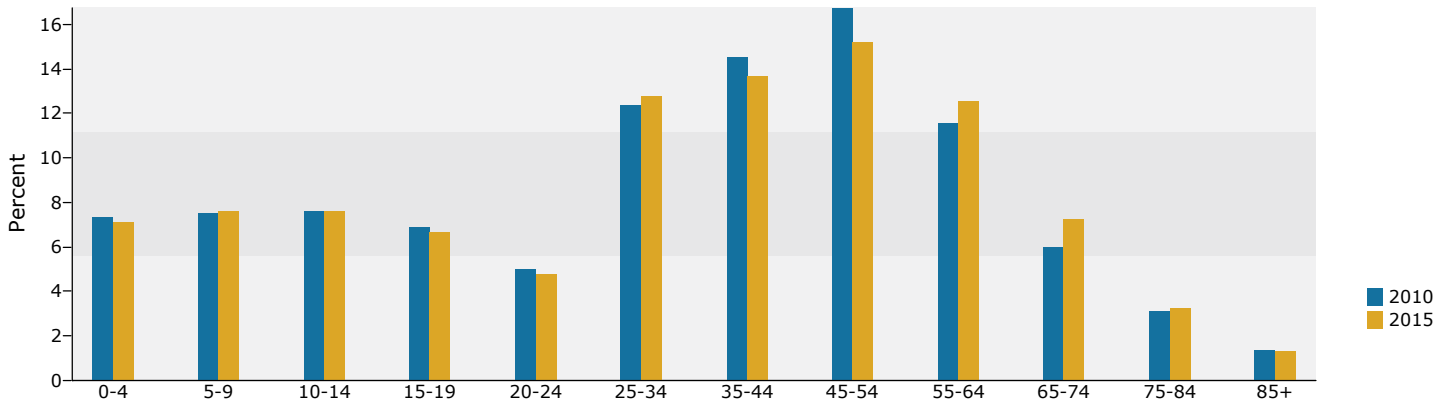
Rockwall Village
 423 E Interstate 30, Rockwall, TX 75087-5406
 Ring: 3 miles radius

Latitude: 32.89518
 Longitude: -96.47442

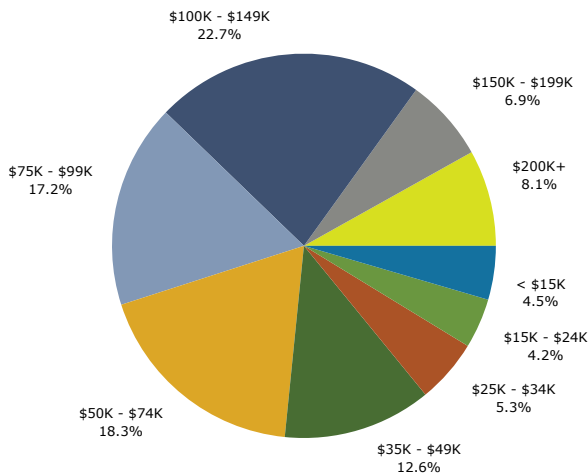
Trends 2010-2015



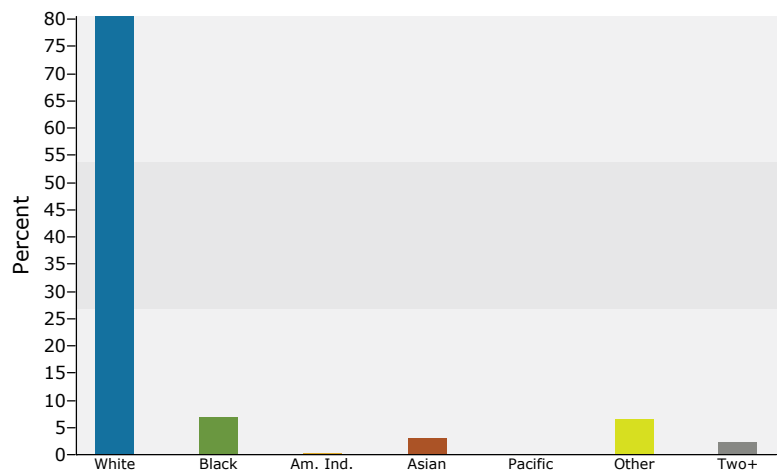
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 16.2%

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



Demographic and Income Profile

Rockwall Village
 423 E Interstate 30, Rockwall, TX 75087-5406
 Ring: 5 miles radius

Latitude: 32.89518
 Longitude: -96.47442

Summary	2000	2010	2015
Population	53,705	84,066	98,265
Households	18,542	28,264	32,846
Families	14,798	22,676	26,311
Average Household Size	2.86	2.95	2.97
Owner Occupied Housing Units	14,522	21,844	25,525
Renter Occupied Housing Units	4,020	6,420	7,321
Median Age	33.7	35.6	35.4

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	3.17%	1.65%	0.76%
Households	3.05%	1.63%	0.78%
Families	3.02%	1.48%	0.64%
Owner HHs	3.16%	1.72%	0.82%
Median Household Income	2.02%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,092	5.9%	1,072	3.8%	932	2.8%
\$15,000 - \$24,999	1,224	6.6%	1,026	3.6%	942	2.9%
\$25,000 - \$34,999	1,742	9.4%	1,314	4.6%	1,099	3.3%
\$35,000 - \$49,999	2,758	14.9%	3,485	12.3%	2,627	8.0%
\$50,000 - \$74,999	4,520	24.4%	5,303	18.8%	7,089	21.6%
\$75,000 - \$99,999	3,231	17.4%	5,335	18.9%	5,348	16.3%
\$100,000 - \$149,999	2,438	13.2%	6,697	23.7%	9,187	28.0%
\$150,000 - \$199,999	791	4.3%	2,080	7.4%	2,925	8.9%
\$200,000+	742	4.0%	1,950	6.9%	2,700	8.2%

Median Household Income	\$62,952	\$82,168	\$90,807
Average Household Income	\$77,728	\$101,027	\$110,732
Per Capita Income	\$27,129	\$34,258	\$37,328

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,311	8.0%	6,612	7.9%	7,592	7.7%
5 - 9	4,742	8.8%	6,600	7.9%	7,707	7.8%
10 - 14	4,776	8.9%	6,611	7.9%	7,792	7.9%
15 - 19	3,864	7.2%	6,018	7.2%	6,534	6.6%
20 - 24	2,527	4.7%	4,438	5.3%	4,995	5.1%
25 - 34	7,776	14.5%	10,983	13.1%	13,984	14.2%
35 - 44	10,595	19.7%	12,719	15.1%	13,741	14.0%
45 - 54	7,371	13.7%	14,030	16.7%	14,801	15.1%
55 - 64	3,965	7.4%	9,057	10.8%	11,594	11.8%
65 - 74	2,231	4.2%	4,225	5.0%	6,158	6.3%
75 - 84	1,108	2.1%	2,007	2.4%	2,461	2.5%
85+	442	0.8%	765	0.9%	907	0.9%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	45,906	85.5%	67,105	79.8%	77,696	79.1%
Black Alone	3,390	6.3%	6,432	7.7%	7,431	7.6%
American Indian Alone	266	0.5%	441	0.5%	515	0.5%
Asian Alone	993	1.8%	2,501	3.0%	3,041	3.1%
Pacific Islander Alone	33	0.1%	79	0.1%	91	0.1%
Some Other Race Alone	2,214	4.1%	5,435	6.5%	6,948	7.1%
Two or More Races	902	1.7%	2,072	2.5%	2,543	2.6%
Hispanic Origin (Any Race)	5,390	10.0%	13,197	15.7%	17,475	17.8%

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.

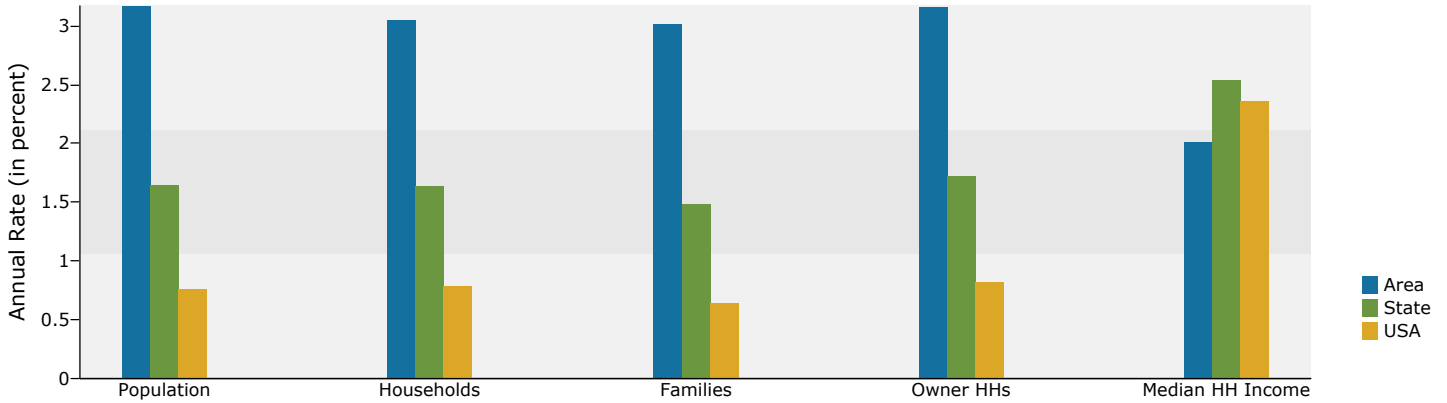
April 26, 2011

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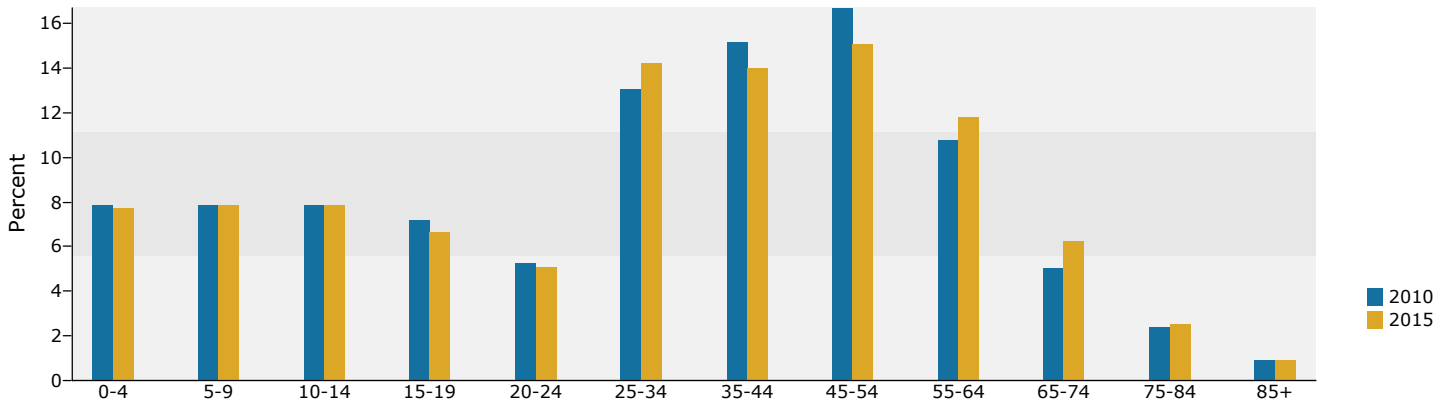
Rockwall Village
 423 E Interstate 30, Rockwall, TX 75087-5406
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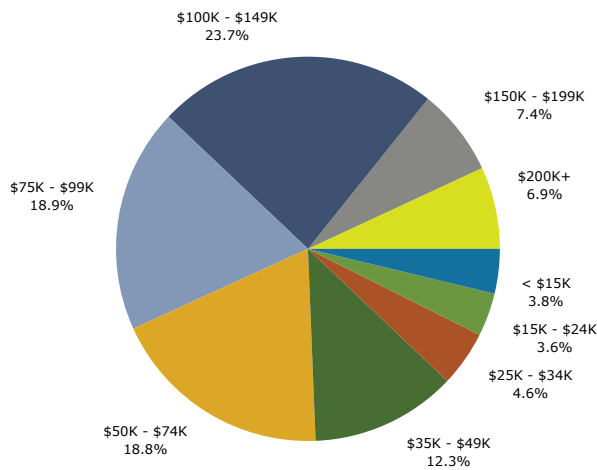
Trends 2010-2015



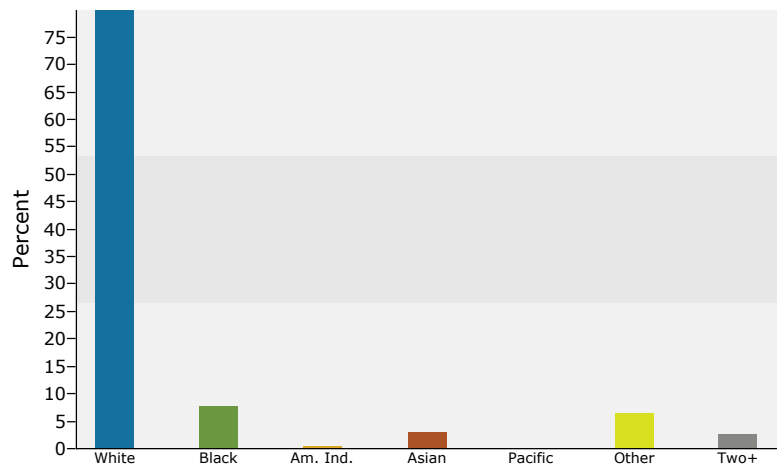
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 15.7%

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 Village
 423 E Interstate 30, Rockwall, TX 75087-5406
 Ring: 1 mile radius

Latitude: 32.89518
Longitude: -96.47442

Top Tapestry Segments:		Demographic Summary	2010	2015
In Style	31.7%	Population	7,694	9,349
Midland Crowd	31.5%	Households	2,856	3,444
Exurbanites	26.5%	Families	2,195	2,626
Suburban Splendor	10.3%	Median Age	40.0	39.9
		Median Household Income	\$77,749	\$84,259

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	102	\$2,442.35	\$6,975,343
Men's	96	\$441.55	\$1,261,062
Women's	92	\$762.77	\$2,178,467
Children's	108	\$431.72	\$1,232,985
Footwear	70	\$293.86	\$839,263
Watches & Jewelry	150	\$291.95	\$833,803
Apparel Products and Services ¹	236	\$220.50	\$629,762
Computer			
Computers and Hardware for Home Use	146	\$278.81	\$796,276
Software and Accessories for Home Use	147	\$41.87	\$119,581
Entertainment & Recreation	151	\$4,877.43	\$13,929,954
Fees and Admissions	156	\$963.57	\$2,751,956
Membership Fees for Clubs ²	156	\$255.27	\$729,045
Fees for Participant Sports, excl. Trips	156	\$166.78	\$476,337
Admission to Movie/Theatre/Opera/Ballet	149	\$225.19	\$643,136
Admission to Sporting Events, excl. Trips	162	\$96.20	\$274,744
Fees for Recreational Lessons	161	\$219.20	\$626,049
Dating Services	121	\$0.93	\$2,645
TV/Video/Audio	144	\$1,788.44	\$5,107,793
Community Antenna or Cable TV	143	\$1,034.52	\$2,954,593
Televisions	153	\$295.96	\$845,257
VCRs, Video Cameras, and DVD Players	142	\$28.85	\$82,395
Video Cassettes and DVDs	141	\$74.01	\$211,381
Video and Computer Game Hardware and Software	147	\$82.20	\$234,755
Satellite Dishes	156	\$1.96	\$5,594
Rental of Video Cassettes and DVDs	141	\$58.04	\$165,763
Streaming/Downloaded Video	149	\$2.09	\$5,983
Audio ³	136	\$199.77	\$570,550
Rental and Repair of TV/Radio/Audio	146	\$11.04	\$31,522
Pets	185	\$797.53	\$2,277,753
Toys and Games ⁴	146	\$212.38	\$606,567
Recreational Vehicles and Fees ⁵	149	\$480.15	\$1,371,316
Sports/Recreation/Exercise Equipment ⁶	119	\$216.12	\$617,228
Photo Equipment and Supplies ⁷	149	\$154.02	\$439,877
Reading ⁸	147	\$227.62	\$650,090
Catered Affairs ⁹	153	\$37.60	\$107,375
Food	144	\$11,052.52	\$31,565,983
Food at Home	142	\$6,347.10	\$18,127,321
Bakery and Cereal Products	142	\$847.75	\$2,421,173
Meat, Poultry, Fish, and Eggs	142	\$1,469.49	\$4,196,866
Dairy Products	141	\$702.01	\$2,004,939
Fruit and Vegetables	142	\$1,114.22	\$3,182,225
Snacks and Other Food at Home ¹⁰	142	\$2,213.63	\$6,322,117
Food Away from Home	146	\$4,705.41	\$13,438,662
Alcoholic Beverages	144	\$820.75	\$2,344,055
Nonalcoholic Beverages at Home	142	\$620.70	\$1,772,708



Retail Goods and Services Expenditures

Rockwall Village
423 E Interstate 30, Rockwall, TX 75087-5406
Ring: 1 mile radius

Latitude: 32.89518
Longitude: -96.47442

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	146	\$2,540.75	\$7,256,381
Vehicle Loans	147	\$7,251.53	\$20,710,365
Health			
Nonprescription Drugs	144	\$148.46	\$423,998
Prescription Drugs	145	\$720.42	\$2,057,522
Eyeglasses and Contact Lenses	150	\$115.53	\$329,963
Home			
Mortgage Payment and Basics ¹¹	163	\$15,261.94	\$43,588,087
Maintenance and Remodeling Services	166	\$3,292.30	\$9,402,801
Maintenance and Remodeling Materials ¹²	155	\$575.33	\$1,643,144
Utilities, Fuel, and Public Services	146	\$6,594.50	\$18,833,891
Household Furnishings and Equipment			
Household Textiles ¹³	149	\$197.97	\$565,392
Furniture	151	\$910.20	\$2,599,519
Floor Coverings	157	\$117.65	\$336,018
Major Appliances ¹⁴	151	\$457.02	\$1,305,262
Housewares ¹⁵	128	\$110.54	\$315,689
Small Appliances	144	\$47.13	\$134,591
Luggage	154	\$14.28	\$40,779
Telephones and Accessories	97	\$41.16	\$117,542
Household Operations			
Child Care	151	\$699.24	\$1,997,037
Lawn and Garden ¹⁶	158	\$660.82	\$1,887,294
Moving/Storage/Freight Express	139	\$84.60	\$241,611
Housekeeping Supplies ¹⁷	147	\$1,028.38	\$2,937,052
Insurance			
Owners and Renters Insurance	161	\$744.38	\$2,125,939
Vehicle Insurance	147	\$1,708.79	\$4,880,307
Life/Other Insurance	156	\$652.52	\$1,863,604
Health Insurance	145	\$2,809.66	\$8,024,390
Personal Care Products ¹⁸	147	\$585.36	\$1,671,799
School Books and Supplies ¹⁹	139	\$148.71	\$424,730
Smoking Products	131	\$557.83	\$1,593,165
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	148	\$6,494.61	\$18,548,597
Gasoline and Motor Oil	145	\$4,157.78	\$11,874,629
Vehicle Maintenance and Repairs	148	\$1,392.87	\$3,978,027
Travel			
Airline Fares	155	\$712.17	\$2,033,947
Lodging on Trips	157	\$683.29	\$1,951,484
Auto/Truck/Van Rental on Trips	159	\$58.60	\$167,363
Food and Drink on Trips	153	\$664.93	\$1,899,049

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 Village
423 E Interstate 30, Rockwall, TX 75087-5406
Ring: 1 mile radius

Latitude: 32.89518
Longitude: -96.47442

-
- 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 Village
423 E Interstate 30, Rockwall, TX 75087-5406
Ring: 3 miles radius

Latitude: 32.89518
Longitude: -96.47442

Top Tapestry Segments:		Demographic Summary		2010	2015
Suburban Splendor	19.2%	Population		42,339	49,388
Midland Crowd	17.1%	Households		14,151	16,446
In Style	13.4%	Families		11,236	12,980
Boomburbs	13.1%	Median Age		37.4	37.4
Milk and Cookies	9.2%	Median Household Income		\$80,687	\$88,937

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	102	\$2,452.94	\$34,711,608
Men's	97	\$443.12	\$6,270,533
Women's	91	\$757.98	\$10,726,141
Children's	110	\$440.72	\$6,236,679
Footwear	71	\$294.47	\$4,167,024
Watches & Jewelry	152	\$295.44	\$4,180,748
Apparel Products and Services ¹	236	\$221.22	\$3,130,481
Computer			
Computers and Hardware for Home Use	147	\$282.10	\$3,992,039
Software and Accessories for Home Use	148	\$42.23	\$597,552
Entertainment & Recreation	151	\$4,865.99	\$68,858,655
Fees and Admissions	158	\$979.79	\$13,864,976
Membership Fees for Clubs ²	156	\$256.37	\$3,627,952
Fees for Participant Sports, excl. Trips	158	\$168.11	\$2,378,935
Admission to Movie/Theatre/Opera/Ballet	150	\$228.04	\$3,227,018
Admission to Sporting Events, excl. Trips	166	\$98.79	\$1,397,994
Fees for Recreational Lessons	167	\$227.58	\$3,220,441
Dating Services	116	\$0.89	\$12,636
TV/Video/Audio	143	\$1,773.09	\$25,090,960
Community Antenna or Cable TV	140	\$1,006.43	\$14,242,010
Televisions	156	\$300.99	\$4,259,377
VCRs, Video Cameras, and DVD Players	144	\$29.34	\$415,243
Video Cassettes and DVDs	142	\$74.51	\$1,054,429
Video and Computer Game Hardware and Software	152	\$84.55	\$1,196,403
Satellite Dishes	160	\$2.02	\$28,624
Rental of Video Cassettes and DVDs	144	\$59.35	\$839,841
Streaming/Downloaded Video	149	\$2.09	\$29,640
Audio ³	138	\$202.92	\$2,871,503
Rental and Repair of TV/Radio/Audio	143	\$10.87	\$153,890
Pets	183	\$785.76	\$11,119,233
Toys and Games ⁴	147	\$213.93	\$3,027,260
Recreational Vehicles and Fees ⁵	148	\$477.88	\$6,762,470
Sports/Recreation/Exercise Equipment ⁶	121	\$219.07	\$3,100,118
Photo Equipment and Supplies ⁷	151	\$156.11	\$2,209,099
Reading ⁸	144	\$222.24	\$3,144,893
Catered Affairs ⁹	155	\$38.13	\$539,648
Food	142	\$10,946.88	\$154,909,289
Food at Home	140	\$6,256.18	\$88,531,273
Bakery and Cereal Products	140	\$832.63	\$11,782,508
Meat, Poultry, Fish, and Eggs	139	\$1,445.71	\$20,458,264
Dairy Products	139	\$691.06	\$9,779,245
Fruit and Vegetables	140	\$1,099.25	\$15,555,467
Snacks and Other Food at Home ¹⁰	140	\$2,187.53	\$30,955,791
Food Away from Home	146	\$4,690.69	\$66,378,014
Alcoholic Beverages	144	\$819.57	\$11,597,782
Nonalcoholic Beverages at Home	140	\$611.99	\$8,660,272



Retail Goods and Services Expenditures

Rockwall Village
423 E Interstate 30, Rockwall, TX 75087-5406
Ring: 3 miles radius

Latitude: 32.89518
Longitude: -96.47442

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	142	\$2,467.39	\$34,916,083
Vehicle Loans	148	\$7,279.87	\$103,017,510
Health			
Nonprescription Drugs	140	\$144.60	\$2,046,181
Prescription Drugs	136	\$679.00	\$9,608,469
Eyeglasses and Contact Lenses	147	\$113.01	\$1,599,144
Home			
Mortgage Payment and Basics ¹¹	166	\$15,509.89	\$219,480,398
Maintenance and Remodeling Services	165	\$3,274.61	\$46,338,987
Maintenance and Remodeling Materials ¹²	153	\$569.74	\$8,062,357
Utilities, Fuel, and Public Services	142	\$6,430.17	\$90,993,324
Household Furnishings and Equipment			
Household Textiles ¹³	149	\$197.64	\$2,796,850
Furniture	154	\$923.24	\$13,064,838
Floor Coverings	154	\$115.27	\$1,631,184
Major Appliances ¹⁴	149	\$452.16	\$6,398,501
Housewares ¹⁵	129	\$110.68	\$1,566,273
Small Appliances	141	\$46.22	\$654,063
Luggage	157	\$14.50	\$205,120
Telephones and Accessories	99	\$42.27	\$598,170
Household Operations			
Child Care	164	\$756.00	\$10,698,207
Lawn and Garden ¹⁶	155	\$646.83	\$9,153,307
Moving/Storage/Freight Express	141	\$85.70	\$1,212,690
Housekeeping Supplies ¹⁷	144	\$1,009.96	\$14,291,981
Insurance			
Owners and Renters Insurance	157	\$726.90	\$10,286,350
Vehicle Insurance	144	\$1,682.49	\$23,808,919
Life/Other Insurance	153	\$636.79	\$9,011,213
Health Insurance	139	\$2,694.30	\$38,127,054
Personal Care Products ¹⁸	147	\$584.45	\$8,270,493
School Books and Supplies ¹⁹	140	\$149.62	\$2,117,323
Smoking Products	125	\$532.23	\$7,531,541
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	149	\$6,524.01	\$92,321,293
Gasoline and Motor Oil	143	\$4,097.97	\$57,990,328
Vehicle Maintenance and Repairs	146	\$1,375.09	\$19,458,930
Travel			
Airline Fares	157	\$719.55	\$10,182,408
Lodging on Trips	156	\$681.23	\$9,640,046
Auto/Truck/Van Rental on Trips	162	\$59.81	\$846,381
Food and Drink on Trips	152	\$663.10	\$9,383,577

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 Village
423 E Interstate 30, Rockwall, TX 75087-5406
Ring: 3 miles radius

Latitude: 32.89518
Longitude: -96.47442

-
- 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 Village
423 E Interstate 30, Rockwall, TX 75087-5406
Ring: 5 miles radius

Latitude: 32.89518
Longitude: -96.47442

Top Tapestry Segments:		Demographic Summary		2010	2015
Up and Coming Families	19.1%	Population		84,066	98,265
Boomburbs	18.4%	Households		28,264	32,846
Suburban Splendor	14.7%	Families		22,676	26,311
Midland Crowd	10.2%	Median Age		35.6	35.4
Milk and Cookies	9.0%	Median Household Income		\$82,168	\$90,807

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	102	\$2,430.27	\$68,689,274
Men's	96	\$438.58	\$12,396,165
Women's	90	\$744.53	\$21,043,361
Children's	111	\$443.47	\$12,534,104
Footwear	70	\$292.99	\$8,281,018
Watches & Jewelry	150	\$290.60	\$8,213,595
Apparel Products and Services ¹	235	\$220.10	\$6,221,035
Computer			
Computers and Hardware for Home Use	147	\$281.98	\$7,969,941
Software and Accessories for Home Use	148	\$42.19	\$1,192,382
Entertainment & Recreation	148	\$4,785.57	\$135,259,418
Fees and Admissions	156	\$966.75	\$27,324,102
Membership Fees for Clubs ²	152	\$249.79	\$7,060,034
Fees for Participant Sports, excl. Trips	156	\$165.88	\$4,688,478
Admission to Movie/Theatre/Opera/Ballet	150	\$227.21	\$6,421,833
Admission to Sporting Events, excl. Trips	164	\$97.87	\$2,766,225
Fees for Recreational Lessons	165	\$225.11	\$6,362,502
Dating Services	116	\$0.89	\$25,030
TV/Video/Audio	141	\$1,748.77	\$49,427,272
Community Antenna or Cable TV	136	\$978.87	\$27,666,731
Televisions	155	\$300.53	\$8,494,056
VCRs, Video Cameras, and DVD Players	146	\$29.62	\$837,143
Video Cassettes and DVDs	143	\$75.15	\$2,124,091
Video and Computer Game Hardware and Software	154	\$85.72	\$2,422,830
Satellite Dishes	162	\$2.04	\$57,548
Rental of Video Cassettes and DVDs	147	\$60.40	\$1,707,260
Streaming/Downloaded Video	147	\$2.06	\$58,122
Audio ³	139	\$203.67	\$5,756,597
Rental and Repair of TV/Radio/Audio	141	\$10.72	\$302,894
Pets	178	\$766.95	\$21,677,211
Toys and Games ⁴	146	\$212.91	\$6,017,802
Recreational Vehicles and Fees ⁵	144	\$464.58	\$13,130,811
Sports/Recreation/Exercise Equipment ⁶	120	\$217.34	\$6,142,797
Photo Equipment and Supplies ⁷	150	\$155.31	\$4,389,781
Reading ⁸	138	\$214.36	\$6,058,577
Catered Affairs ⁹	157	\$38.60	\$1,091,063
Food	140	\$10,786.97	\$304,883,061
Food at Home	137	\$6,147.01	\$173,739,177
Bakery and Cereal Products	137	\$814.59	\$23,023,693
Meat, Poultry, Fish, and Eggs	137	\$1,419.81	\$40,129,467
Dairy Products	136	\$677.65	\$19,153,043
Fruit and Vegetables	137	\$1,079.06	\$30,498,448
Snacks and Other Food at Home ¹⁰	138	\$2,155.91	\$60,934,526
Food Away from Home	144	\$4,639.96	\$131,143,884
Alcoholic Beverages	143	\$813.36	\$22,988,748
Nonalcoholic Beverages at Home	138	\$602.54	\$17,030,082



Retail Goods and Services Expenditures

Rockwall Village
423 E Interstate 30, Rockwall, TX 75087-5406
Ring: 5 miles radius

Latitude: 32.89518
Longitude: -96.47442

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	134	\$2,338.52	\$66,096,042
Vehicle Loans	148	\$7,258.49	\$205,154,008
Health			
Nonprescription Drugs	136	\$140.21	\$3,962,912
Prescription Drugs	128	\$639.72	\$18,081,025
Eyeglasses and Contact Lenses	142	\$109.45	\$3,093,470
Home			
Mortgage Payment and Basics ¹¹	163	\$15,298.80	\$432,405,340
Maintenance and Remodeling Services	159	\$3,153.60	\$89,133,360
Maintenance and Remodeling Materials ¹²	149	\$552.79	\$15,624,115
Utilities, Fuel, and Public Services	138	\$6,249.44	\$176,634,215
Household Furnishings and Equipment			
Household Textiles ¹³	146	\$194.75	\$5,504,516
Furniture	152	\$915.52	\$25,876,381
Floor Coverings	147	\$109.92	\$3,106,695
Major Appliances ¹⁴	145	\$440.40	\$12,447,426
Housewares ¹⁵	128	\$109.88	\$3,105,631
Small Appliances	137	\$45.01	\$1,272,091
Luggage	155	\$14.32	\$404,645
Telephones and Accessories	101	\$42.93	\$1,213,288
Household Operations			
Child Care	169	\$782.01	\$22,102,813
Lawn and Garden ¹⁶	148	\$619.52	\$17,510,020
Moving/Storage/Freight Express	142	\$86.16	\$2,435,325
Housekeeping Supplies ¹⁷	141	\$987.36	\$27,906,699
Insurance			
Owners and Renters Insurance	151	\$699.19	\$19,761,886
Vehicle Insurance	142	\$1,650.37	\$46,646,050
Life/Other Insurance	146	\$608.87	\$17,209,109
Health Insurance	133	\$2,572.17	\$72,699,686
Personal Care Products ¹⁸	145	\$579.53	\$16,379,786
School Books and Supplies ¹⁹	140	\$149.91	\$4,236,930
Smoking Products	121	\$517.12	\$14,615,956
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	148	\$6,488.90	\$183,402,235
Gasoline and Motor Oil	141	\$4,035.10	\$114,048,140
Vehicle Maintenance and Repairs	143	\$1,350.04	\$38,157,653
Travel			
Airline Fares	155	\$709.85	\$20,063,264
Lodging on Trips	152	\$662.17	\$18,715,438
Auto/Truck/Van Rental on Trips	161	\$59.41	\$1,679,027
Food and Drink on Trips	149	\$648.27	\$18,322,783

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 Village
423 E Interstate 30, Rockwall, TX 75087-5406
Ring: 5 miles radius

Latitude: 32.89518
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-
- 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.