

<b>CITY OF ROCKWALL - CENSUS 2010 QUICK FACTS</b>		
<b>People QuickFacts</b>	<b>Rockwall</b>	<b>Texas</b>
Population, 2011 estimate	39,028	25,631,778
Population, 2010 (April 1) estimates base	37,609	25,145,561
Population, percent change, April 1, 2010 to July 1, 2011	3.8%	1.9%
Population, 2010	37,490	25,145,561
Persons under 5 years, percent, 2010	7.2%	7.7%
Persons under 18 years, percent, 2010	29.3%	27.3%
Persons 65 years and over, percent, 2010	10.6%	10.3%
Female persons, percent, 2010	51.1%	50.4%
White persons, percent, 2010 (a)	82.4%	70.4%
Black persons, percent, 2010 (a)	5.9%	11.8%
American Indian and Alaska Native persons, percent, 2010 (a)	0.6%	0.7%
Asian persons, percent, 2010 (a)	3.0%	3.8%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	0.1%	0.1%
Persons reporting two or more races, percent, 2010	2.2%	2.7%
Persons of Hispanic or Latino origin, percent, 2010 (b)	16.6%	37.6%
White persons not Hispanic, percent, 2010	72.7%	45.3%
Living in same house 1 year & over, percent, 2007-2011	84.7%	82.1%
Foreign born persons, percent, 2007-2011	10.9%	16.2%
Language other than English spoken at home, percent age 5+, 2007-2011	16.9%	34.4%
High school graduate or higher, percent of persons age 25+, 2007-2011	91.0%	80.4%
Bachelor's degree or higher, percent of persons age 25+, 2007-2011	37.5%	26.1%
Veterans, 2007-2011	2,633	1,618,413
Mean travel time to work (minutes), workers age 16+, 2007-2011	29.7	24.8
<b>Housing units, 2010</b>	<b>13,957</b>	<b>9,977,436</b>
Homeownership rate, 2007-2011	75.6%	64.5%
Housing units in multi-unit structures, percent, 2007-2011	13.3%	24.0%
Median value of owner-occupied housing units, 2007-2011	\$194,700	\$126,400
Households, 2007-2011	12,743	8,667,807
Persons per household, 2007-2011	2.84	2.79
Per capita money income in the past 12 months (2011 dollars), 2007-2011	\$31,348	\$25,548
Median household income, 2007-2011	\$77,637	\$50,920
Persons below poverty level, percent, 2007-2011	5.6%	17.0%
<b>Business QuickFacts</b>	<b>Rockwall</b>	<b>Texas</b>
Total number of firms, 2007	4,705	2,164,852
Black-owned firms, percent, 2007	S	7.1%
American Indian- and Alaska Native-owned firms, percent, 2007	S	0.9%
Asian-owned firms, percent, 2007	S	5.3%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	S	0.1%
Hispanic-owned firms, percent, 2007	5.2%	20.7%
Women-owned firms, percent, 2007	25.0%	28.2%
Manufacturers shipments, 2007 (\$1000)	247,779	593,541,502
Merchant wholesaler sales, 2007 (\$1000)	63,901	424,238,194
Retail sales, 2007 (\$1000)	786,988	311,334,781
Retail sales per capita, 2007	\$23,092	\$13,061
Accommodation and food services sales, 2007 (\$1000)	81,433	42,054,592
<b>Geography QuickFacts</b>	<b>Rockwall</b>	<b>Texas</b>
Land area in square miles, 2010	27.68	261,231.71
Persons per square mile, 2010	1,354.6	96.3
FIPS Code	62828	48
Counties	Rockwall County	
(a) Includes persons reporting only one race.		
(b) Hispanics may be of any race, so also are included in applicable race categories.		
FN: Footnote on this item for this area in place of data		
NA: Not available		
D: Suppressed to avoid disclosure of confidential information		
X: Not applicable		
S: Suppressed; does not meet publication standards		
Z: Value greater than zero but less than half unit of measure shown		
F: Fewer than 100 firms		
Source: US Census Bureau State & County QuickFacts		