



Community Profile

2751 State Highway 35 Byp, Rockport, Texas, 78382 4
 2751 State Highway 35 Byp, Rockport, Texas, 78382
 Rings: 60 mile radii

Prepared by Esri
 Latitude: 28.03984
 Longitude: -97.07973

60 miles

Population Summary	
2000 Total Population	570,404
2010 Total Population	598,719
2021 Total Population	638,836
2021 Group Quarters	17,868
2026 Total Population	659,993
2021-2026 Annual Rate	0.65%
2021 Total Daytime Population	633,791
Workers	287,727
Residents	346,064
Household Summary	
2000 Households	198,993
2000 Average Household Size	2.78
2010 Households	217,333
2010 Average Household Size	2.68
2021 Households	232,122
2021 Average Household Size	2.68
2026 Households	240,182
2026 Average Household Size	2.67
2021-2026 Annual Rate	0.69%
2010 Families	151,354
2010 Average Family Size	3.20
2021 Families	160,089
2021 Average Family Size	3.21
2026 Families	165,135
2026 Average Family Size	3.21
2021-2026 Annual Rate	0.62%
Housing Unit Summary	
2000 Housing Units	228,871
Owner Occupied Housing Units	56.5%
Renter Occupied Housing Units	30.5%
Vacant Housing Units	13.1%
2010 Housing Units	255,013
Owner Occupied Housing Units	54.6%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	14.8%
2021 Housing Units	275,751
Owner Occupied Housing Units	55.1%
Renter Occupied Housing Units	29.1%
Vacant Housing Units	15.8%
2026 Housing Units	284,991
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	15.7%
Median Household Income	
2021	\$55,667
2026	\$61,630
Median Home Value	
2021	\$167,193
2026	\$233,698
Per Capita Income	
2021	\$27,320
2026	\$30,518
Median Age	
2010	36.2
2021	37.7
2026	38.6

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income

Household Income Base	232,118
<\$15,000	13.1%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	5.7%
\$200,000+	4.3%
Average Household Income	\$74,912

2026 Households by Income

Household Income Base	240,178
<\$15,000	11.3%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	16.7%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	17.0%
\$150,000 - \$199,999	6.9%
\$200,000+	4.8%
Average Household Income	\$83,590

2021 Owner Occupied Housing Units by Value

Total	151,794
<\$50,000	9.8%
\$50,000 - \$99,999	17.9%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	15.8%
\$200,000 - \$249,999	12.5%
\$250,000 - \$299,999	9.3%
\$300,000 - \$399,999	8.1%
\$400,000 - \$499,999	4.8%
\$500,000 - \$749,999	3.1%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.1%
Average Home Value	\$208,334

2026 Owner Occupied Housing Units by Value

Total	159,415
<\$50,000	5.4%
\$50,000 - \$99,999	9.4%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	14.0%
\$200,000 - \$249,999	16.5%
\$250,000 - \$299,999	14.1%
\$300,000 - \$399,999	13.7%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	5.5%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.2%
Average Home Value	\$271,875

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.

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2010 Population by Age	
Total	598,719
0 - 4	7.0%
5 - 9	7.2%
10 - 14	7.2%
15 - 24	14.1%
25 - 34	13.0%
35 - 44	12.1%
45 - 54	14.3%
55 - 64	12.0%
65 - 74	7.2%
75 - 84	4.3%
85 +	1.6%
18 +	74.2%
2021 Population by Age	
Total	638,835
0 - 4	6.4%
5 - 9	6.5%
10 - 14	6.5%
15 - 24	12.6%
25 - 34	14.5%
35 - 44	12.3%
45 - 54	11.1%
55 - 64	12.7%
65 - 74	10.4%
75 - 84	5.1%
85 +	1.9%
18 +	77.0%
2026 Population by Age	
Total	659,993
0 - 4	6.4%
5 - 9	6.4%
10 - 14	6.4%
15 - 24	12.2%
25 - 34	13.6%
35 - 44	13.3%
45 - 54	11.0%
55 - 64	11.4%
65 - 74	11.0%
75 - 84	6.3%
85 +	2.0%
18 +	77.1%
2010 Population by Sex	
Males	298,127
Females	300,592
2021 Population by Sex	
Males	318,633
Females	320,202
2026 Population by Sex	
Males	329,400
Females	330,593

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	598,720
White Alone	81.8%
Black Alone	4.1%
American Indian Alone	0.6%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.5%
Two or More Races	2.4%
Hispanic Origin	55.4%
Diversity Index	66.1
2021 Population by Race/Ethnicity	
Total	638,836
White Alone	79.8%
Black Alone	4.2%
American Indian Alone	0.7%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.5%
Two or More Races	2.8%
Hispanic Origin	59.7%
Diversity Index	66.8
2026 Population by Race/Ethnicity	
Total	659,994
White Alone	79.4%
Black Alone	4.1%
American Indian Alone	0.8%
Asian Alone	2.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.7%
Two or More Races	2.9%
Hispanic Origin	61.9%
Diversity Index	66.6
2010 Population by Relationship and Household Type	
Total	598,719
In Households	97.2%
In Family Households	83.6%
Householder	25.3%
Spouse	17.5%
Child	34.0%
Other relative	4.2%
Nonrelative	2.6%
In Nonfamily Households	13.7%
In Group Quarters	2.8%
Institutionalized Population	2.2%
Noninstitutionalized Population	0.5%

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.

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2021 Population 25+ by Educational Attainment

Total	435,196
Less than 9th Grade	7.3%
9th - 12th Grade, No Diploma	9.5%
High School Graduate	25.4%
GED/Alternative Credential	5.7%
Some College, No Degree	23.1%
Associate Degree	8.4%
Bachelor's Degree	13.4%
Graduate/Professional Degree	7.1%

2021 Population 15+ by Marital Status

Total	515,612
Never Married	33.5%
Married	48.1%
Widowed	6.1%
Divorced	12.2%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	304,342
Population 16+ Employed	93.5%
Population 16+ Unemployment rate	6.5%
Population 16-24 Employed	11.8%
Population 16-24 Unemployment rate	10.3%
Population 25-54 Employed	62.7%
Population 25-54 Unemployment rate	6.6%
Population 55-64 Employed	17.3%
Population 55-64 Unemployment rate	5.6%
Population 65+ Employed	8.3%
Population 65+ Unemployment rate	2.5%

2021 Employed Population 16+ by Industry

Total	284,454
Agriculture/Mining	4.3%
Construction	10.5%
Manufacturing	7.8%
Wholesale Trade	2.4%
Retail Trade	11.4%
Transportation/Utilities	5.5%
Information	0.9%
Finance/Insurance/Real Estate	5.5%
Services	45.1%
Public Administration	6.6%

2021 Employed Population 16+ by Occupation

Total	284,454
White Collar	53.6%
Management/Business/Financial	12.6%
Professional	19.6%
Sales	10.5%
Administrative Support	10.9%
Services	18.2%
Blue Collar	28.2%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	8.9%
Installation/Maintenance/Repair	4.4%
Production	6.1%
Transportation/Material Moving	8.4%

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August 20, 2021



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2010 Households by Type	
Total	217,333
Households with 1 Person	24.6%
Households with 2+ People	75.4%
Family Households	69.6%
Husband-wife Families	48.1%
With Related Children	21.5%
Other Family (No Spouse Present)	21.5%
Other Family with Male Householder	6.0%
With Related Children	3.6%
Other Family with Female Householder	15.5%
With Related Children	10.5%
Nonfamily Households	5.7%
All Households with Children	36.2%
Multigenerational Households	6.3%
Unmarried Partner Households	7.4%
Male-female	6.7%
Same-sex	0.6%
2010 Households by Size	
Total	217,333
1 Person Household	24.6%
2 Person Household	32.1%
3 Person Household	16.8%
4 Person Household	13.5%
5 Person Household	7.5%
6 Person Household	3.2%
7 + Person Household	2.3%
2010 Households by Tenure and Mortgage Status	
Total	217,333
Owner Occupied	64.0%
Owned with a Mortgage/Loan	35.4%
Owned Free and Clear	28.6%
Renter Occupied	36.0%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	158
Percent of Income for Mortgage	12.6%
Wealth Index	74
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	255,013
Housing Units Inside Urbanized Area	61.5%
Housing Units Inside Urbanized Cluster	18.4%
Rural Housing Units	20.1%
2010 Population By Urban/ Rural Status	
Total Population	598,719
Population Inside Urbanized Area	64.1%
Population Inside Urbanized Cluster	18.4%
Rural Population	17.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Southwestern Families (7F)
2. Middleburg (4C)
3. Bright Young Professionals (8C)

2021 Consumer Spending

Apparel & Services: Total \$	\$403,979,435
Average Spent	\$1,740.38
Spending Potential Index	82
Education: Total \$	\$295,316,875
Average Spent	\$1,272.25
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$616,116,912
Average Spent	\$2,654.28
Spending Potential Index	82
Food at Home: Total \$	\$1,063,427,116
Average Spent	\$4,581.33
Spending Potential Index	84
Food Away from Home: Total \$	\$731,544,647
Average Spent	\$3,151.55
Spending Potential Index	83
Health Care: Total \$	\$1,237,766,161
Average Spent	\$5,332.39
Spending Potential Index	85
HH Furnishings & Equipment: Total \$	\$431,014,231
Average Spent	\$1,856.84
Spending Potential Index	82
Personal Care Products & Services: Total \$	\$171,125,348
Average Spent	\$737.22
Spending Potential Index	82
Shelter: Total \$	\$3,720,506,471
Average Spent	\$16,028.24
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$469,704,227
Average Spent	\$2,023.52
Spending Potential Index	85
Travel: Total \$	\$462,275,598
Average Spent	\$1,991.52
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$221,116,249
Average Spent	\$952.59
Spending Potential Index	86

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

August 20, 2021