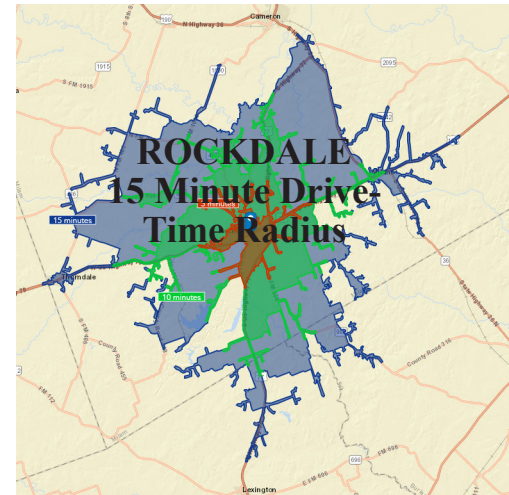
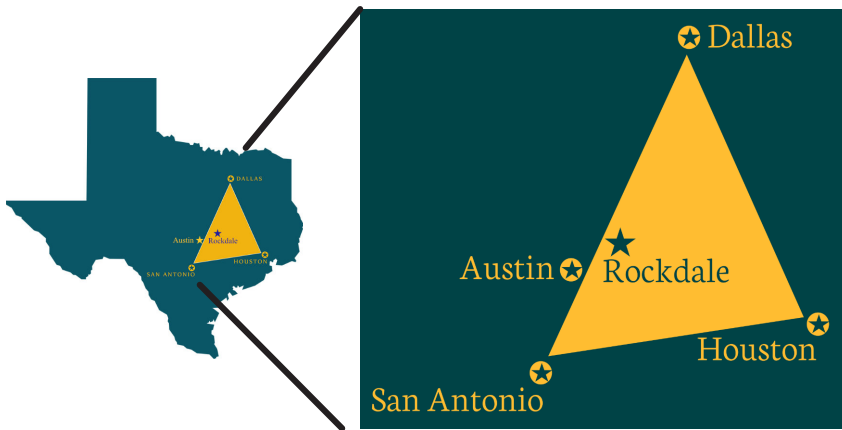


RETAIL TRADE AREA - RETAIL MARKET PROFILE

Rockdale, Texas



Population	
2021	11,385
2026	11,678

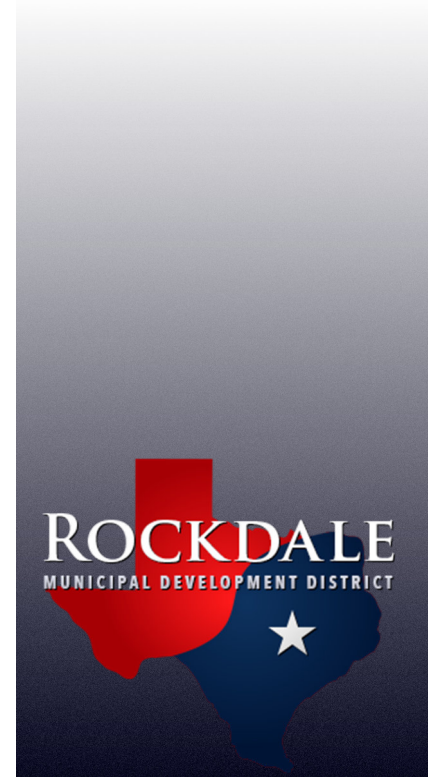
Population 25 + by Educational Attainment	Percent
Graduate/Professional Degree	4.6%
Bachelor's Degree	8.5%
Associate Degree	9.8%
Some College, No Degree	21.1%
High School Graduate/GED	39.0%
Some High School, No Diploma	10.4%
Less than 9th Grade	6.6%

Major Retail Gap Areas	Retail Gap
Automobile Dealers	\$7,596,350
Grocery Stores	\$6,559,956
Bldg Material & Supplies	\$6,368,670
Other Motor Vehicle Dealers	\$2,964,918
Clothing Stores	\$2,833,396
Sporting Goods/Hobby/Musical Inst.	\$2,033,546
Furniture Stores	\$2,003,879
Home Furnishings	\$882,610
Restaurants	\$773,489
Shoe Stores	\$679,528
Lawn & Garden Stores	\$515,204

Age	Percent
0-4	6.4%
5-9	6.6%
10-14	6.8%
15-19	6.6%
20-24	5.4%
25-34	11.6%
35-44	11.2%
45-54	11.5%
55-64	13.3%
65-74	11.3%
75-84	6.5%
85 +	2.7%

Median Income	2021
Median HH	\$50,143
HH Disposable Income	\$42,559
Median HH Net Worth	\$100,348

Traffic Counts	
Hwy 79 w/o Hwy 77	9,227
Hwy 79 e/o Ackerman St.	11,436
Hwy 79 e/o Main St.	12,371
Hwy 79 e/o Wilcox St	14,116
Hwy 79 w/o Wilcox St	15,614
Hwy 79 w/o Meadow Dr	16,598



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