Rockport Community Profile

Population (2019)

- Total Population: 10,604
  - Rockport: 10,604
  - Texas: 58,871

Population Characteristics

- Population Growth (2010-19)
  - Rockport: 5.8%
  - Texas: 15.3%

- Females (% Population)
  - Rockport: 50.6%
  - Texas: 50.3%

- Under 18 Years (% Population)
  - Rockport: 16.0%
  - Texas: 25.5%

- 65 Years and Older (% Population)
  - Rockport: 28.6%
  - Texas: 12.9%

- Veterans (% Population)
  - Rockport: 9.2%
  - Texas: 5.0%

- Bachelor's Degree (% Population)
  - Rockport: 31.7%
  - Texas: 29.9%

- Labor Force (% Population)
  - Rockport: 58.7%
  - Texas: 64.2%

- Female Labor Force (%)
  - Rockport: 52.2%
  - Texas: 57.8%

- Households with Computer (%)
  - Rockport: 94.6%
  - Texas: 91.0%

- Households with Broadband (%)
  - Rockport: 88.8%
  - Texas: 81.9%

Median Household Income

- Rockport: $61,874
- Texas: $58,871

2019 dollars

Age Demographics

- Millennials (Ages 25-39) 15%
- Retiring Soon (55 or Older) 45%

- U.S.: 20% 28% 51%

Cost of Living (U.S. Average 100)

- Rockport: 94.6

Race/Ethnicity (% Population)

- White, Non-Hispanic
  - Rockport: 64.0%
  - Texas: 41.2%

- Hispanic, White
  - Rockport: 29.2%
  - Texas: 39.7%

- Black
  - Rockport: 12.9%
  - Texas: 5.2%

- Asian
  - Rockport: 41.2%
  - Texas: 16.0%

- American Indian
  - Rockport: 25.5%
  - Texas: 28.6%

- Other
  - Rockport: 5.2%
  - Texas: 9.2%

In-Migration

- San Patricio County, TX
- Nueces County, TX
- Hidalgo County, TX
- Webb County, TX
- Willacy County, TX
- Starr County, TX
- Zapata County, TX
- La Salle County, TX

Out-Migration

- San Patricio County, TX
- Nueces County, TX
- Hidalgo County, TX
- Webb County, TX
- Willacy County, TX
- Starr County, TX
- Zapata County, TX
- La Salle County, TX

Data Sources: Census Bureau; EMSI.

View Online

Made with Infogram
Business Breakdown (Employer Firms)

<table>
<thead>
<tr>
<th>Employment</th>
<th>Sales ($Mil)</th>
<th>Firms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>988</td>
<td>Construction 829</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>935</td>
<td>Other Services 412</td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>465</td>
<td>Administrative Support &amp; Waste Management 391</td>
</tr>
<tr>
<td>Professional Services</td>
<td>320</td>
<td>Other services 320</td>
</tr>
</tbody>
</table>

Cluster Specialization
- Strong clusters above 5th percentile specialization
- Strong clusters above 75th percentile specialization
- Other specialty clusters (5% = 1.0)

Cluster Linkages

New Businesses

Post-Harvey Public Projects

Location Quotient by Employment (2020)

- Mining: 6.73
- Construction: 2.29
- Hospitality: 2.08
- Arts & Rec: 1.57
- Retail Trade: 1.53
- Real Estate: 1.39
- Other Services: 1.26
- Government: 1.13
- Administrative: 1.03
- Professional Ser.: 0.76
- Health Care: 0.57
- Finance & Ins.: 0.53
- Wholesale: 0.39
- Information: 0.31
- Educational: 0.14
- Transportation: 0.13
- Manufacturing: 0.12

Data Sources: StatsAmerica; Census Bureau; EMSI.

600+ Businesses

6,200+ Jobs

~$460 Million Sales