

Rockwall County — #1 of 10: Median Household Income

Rockwall County Leads Texas in 55+ Affluence

Median income: \$127,981 — Source: ALEX Intelligence, 2026

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THE DATA

\$127,981

Median Household Income (2024)

Rockwall County leads Texas among counties with at least 20,000 residents in median household income for the 55+ demographic.

This figure reflects a deep alignment between economic capacity and lifestyle demand in the 55+ market. Affluent retirees are not just moving to high-income areas — they are choosing communities where financial stability supports access to low-maintenance, single-level living, wellness programming, and age-restricted design. The concentration of wealth in Rockwall suggests a shift from pure cost-of-living considerations to quality-of-life infrastructure.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-16-fifty-five-plus-fifty-five-plus-dem-median-income-county-tx>



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Wealth Enables Lifestyle Choice

This creates a self-reinforcing cycle: higher income attracts higher-quality amenities, which in turn attract more high-income residents. The result is a community ecosystem where economic and social capital are mutually reinforcing — a key differentiator in the 55+ real estate market.

02

Affluence Drives Demand for Integrated Living

The data implies that the most successful 55+ communities are not defined by their architecture alone, but by their ability to deliver scalable, data-driven support systems. Affluent buyers are willing to pay a premium for environments where technology enhances autonomy, not replaces it.



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