

		Rockdale County
Population Summary		
2000 Total Population		70,111
2010 Total Population		85,215
2018 Total Population		89,832
2018 Group Quarters		819
2023 Total Population		94,171
2018-2023 Annual Rate		0.95%
2018 Total Daytime Population		88,912
Workers		42,220
Residents		46,692
Household Summary		
2000 Households		24,052
2000 Average Household Size		2.87
2010 Households		30,027
2010 Average Household Size		2.81
2018 Households		31,655
2018 Average Household Size		2.81
2023 Households		33,185
2023 Average Household Size		2.81
2018-2023 Annual Rate		0.95%
2010 Families		22,511
2010 Average Family Size		3.23
2018 Families		23,485
2018 Average Family Size		3.25
2023 Families		24,508
2023 Average Family Size		3.26
2018-2023 Annual Rate		0.86%
Housing Unit Summary		
2000 Housing Units		25,082
Owner Occupied Housing Units		71.5%
Renter Occupied Housing Units		24.4%
Vacant Housing Units		4.1%
2010 Housing Units		33,272
Owner Occupied Housing Units		63.5%
Renter Occupied Housing Units		26.7%
Vacant Housing Units		9.8%
2018 Housing Units		34,567
Owner Occupied Housing Units		64.7%
Renter Occupied Housing Units		26.9%
Vacant Housing Units		8.4%
2023 Housing Units		36,277
Owner Occupied Housing Units		65.4%
Renter Occupied Housing Units		26.1%
Vacant Housing Units		8.5%
Median Household Income		
2018		\$56,474
2023		\$60,154
Median Home Value		
2018		\$183,281
2023		\$211,763
Per Capita Income		
2018		\$26,350
2023		\$29,371
Median Age		
2010		36.8
2018		37.8
2023		38.2

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		Rockdale County
2018 Households by Income		
Household Income Base		31,655
<\$15,000		8.6%
\$15,000 - \$24,999		10.2%
\$25,000 - \$34,999		10.4%
\$35,000 - \$49,999		13.8%
\$50,000 - \$74,999		20.2%
\$75,000 - \$99,999		14.2%
\$100,000 - \$149,999		14.0%
\$150,000 - \$199,999		5.2%
\$200,000+		3.5%
Average Household Income		\$73,754
2023 Households by Income		
Household Income Base		33,185
<\$15,000		7.7%
\$15,000 - \$24,999		9.4%
\$25,000 - \$34,999		9.7%
\$35,000 - \$49,999		13.1%
\$50,000 - \$74,999		20.0%
\$75,000 - \$99,999		14.7%
\$100,000 - \$149,999		14.8%
\$150,000 - \$199,999		6.0%
\$200,000+		4.6%
Average Household Income		\$82,372
2018 Owner Occupied Housing Units by Value		
Total		22,349
<\$50,000		5.2%
\$50,000 - \$99,999		12.1%
\$100,000 - \$149,999		18.9%
\$150,000 - \$199,999		20.7%
\$200,000 - \$249,999		14.5%
\$250,000 - \$299,999		10.0%
\$300,000 - \$399,999		11.1%
\$400,000 - \$499,999		4.3%
\$500,000 - \$749,999		2.5%
\$750,000 - \$999,999		0.2%
\$1,000,000 - \$1,499,999		0.6%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$212,621
2023 Owner Occupied Housing Units by Value		
Total		23,734
<\$50,000		4.3%
\$50,000 - \$99,999		8.8%
\$100,000 - \$149,999		14.5%
\$150,000 - \$199,999		18.8%
\$200,000 - \$249,999		15.7%
\$250,000 - \$299,999		11.4%
\$300,000 - \$399,999		14.2%
\$400,000 - \$499,999		6.4%
\$500,000 - \$749,999		4.7%
\$750,000 - \$999,999		0.4%
\$1,000,000 - \$1,499,999		1.1%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$249,112

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		Rockdale County
2010 Population by Age		
Total		85,215
0 - 4		6.8%
5 - 9		7.1%
10 - 14		7.9%
15 - 24		14.2%
25 - 34		11.6%
35 - 44		14.4%
45 - 54		15.5%
55 - 64		12.0%
65 - 74		6.3%
75 - 84		3.2%
85 +		1.2%
18 +		73.1%
2018 Population by Age		
Total		89,832
0 - 4		6.3%
5 - 9		6.5%
10 - 14		6.9%
15 - 24		13.0%
25 - 34		14.0%
35 - 44		12.3%
45 - 54		13.4%
55 - 64		13.5%
65 - 74		9.1%
75 - 84		3.8%
85 +		1.3%
18 +		76.4%
2023 Population by Age		
Total		94,171
0 - 4		6.2%
5 - 9		6.3%
10 - 14		6.7%
15 - 24		11.9%
25 - 34		14.4%
35 - 44		13.0%
45 - 54		12.0%
55 - 64		13.0%
65 - 74		10.2%
75 - 84		4.9%
85 +		1.4%
18 +		76.8%
2010 Population by Sex		
Males		40,533
Females		44,682
2018 Population by Sex		
Males		42,793
Females		47,039
2023 Population by Sex		
Males		45,127
Females		49,044

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		Rockdale County
2010 Population by Race/Ethnicity		
Total		85,215
White Alone		44.8%
Black Alone		46.4%
American Indian Alone		0.3%
Asian Alone		1.8%
Pacific Islander Alone		0.1%
Some Other Race Alone		4.5%
Two or More Races		2.1%
Hispanic Origin		9.5%
Diversity Index		65.5
2018 Population by Race/Ethnicity		
Total		89,832
White Alone		34.8%
Black Alone		55.1%
American Indian Alone		0.3%
Asian Alone		1.9%
Pacific Islander Alone		0.1%
Some Other Race Alone		5.0%
Two or More Races		2.7%
Hispanic Origin		10.6%
Diversity Index		65.5
2023 Population by Race/Ethnicity		
Total		94,171
White Alone		29.1%
Black Alone		59.8%
American Indian Alone		0.4%
Asian Alone		1.9%
Pacific Islander Alone		0.1%
Some Other Race Alone		5.5%
Two or More Races		3.2%
Hispanic Origin		11.5%
Diversity Index		64.8
2010 Population by Relationship and Household Type		
Total		85,215
In Households		99.0%
In Family Households		88.3%
Householder		26.4%
Spouse		17.9%
Child		35.3%
Other relative		5.8%
Nonrelative		2.8%
In Nonfamily Households		10.7%
In Group Quarters		1.0%
Institutionalized Population		0.9%
Noninstitutionalized Population		0.1%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		Rockdale County
2018 Population 25+ by Educational Attainment		
Total		60,571
Less than 9th Grade		3.9%
9th - 12th Grade, No Diploma		8.3%
High School Graduate		28.0%
GED/Alternative Credential		3.5%
Some College, No Degree		19.7%
Associate Degree		9.3%
Bachelor's Degree		18.3%
Graduate/Professional Degree		9.0%
2018 Population 15+ by Marital Status		
Total		72,210
Never Married		34.7%
Married		47.0%
Widowed		5.4%
Divorced		12.9%
2018 Civilian Population 16+ in Labor Force		
Civilian Employed		93.9%
Civilian Unemployed (Unemployment Rate)		6.1%
2018 Employed Population 16+ by Industry		
Total		43,730
Agriculture/Mining		0.3%
Construction		7.4%
Manufacturing		10.4%
Wholesale Trade		2.2%
Retail Trade		11.1%
Transportation/Utilities		7.0%
Information		2.4%
Finance/Insurance/Real Estate		5.6%
Services		46.7%
Public Administration		6.9%
2018 Employed Population 16+ by Occupation		
Total		43,730
White Collar		57.8%
Management/Business/Financial		13.5%
Professional		19.4%
Sales		9.8%
Administrative Support		15.1%
Services		17.1%
Blue Collar		25.1%
Farming/Forestry/Fishing		0.1%
Construction/Extraction		5.4%
Installation/Maintenance/Repair		4.6%
Production		6.8%
Transportation/Material Moving		8.2%
2010 Population By Urban/ Rural Status		
Total Population		85,215
Population Inside Urbanized Area		85.1%
Population Inside Urbanized Cluster		0.0%
Rural Population		14.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		Rockdale County
2010 Households by Type		
Total		30,027
Households with 1 Person		21.0%
Households with 2+ People		79.0%
Family Households		75.0%
Husband-wife Families		50.7%
With Related Children		23.7%
Other Family (No Spouse Present)		24.3%
Other Family with Male Householder		5.4%
With Related Children		3.2%
Other Family with Female Householder		18.9%
With Related Children		13.1%
Nonfamily Households		4.0%
All Households with Children		40.5%
Multigenerational Households		6.8%
Unmarried Partner Households		5.7%
Male-female		4.9%
Same-sex		0.8%
2010 Households by Size		
Total		30,027
1 Person Household		21.0%
2 Person Household		30.9%
3 Person Household		18.8%
4 Person Household		15.4%
5 Person Household		7.8%
6 Person Household		3.5%
7 + Person Household		2.6%
2010 Households by Tenure and Mortgage Status		
Total		30,027
Owner Occupied		70.4%
Owned with a Mortgage/Loan		55.9%
Owned Free and Clear		14.5%
Renter Occupied		29.6%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units		33,272
Housing Units Inside Urbanized Area		85.3%
Housing Units Inside Urbanized Cluster		0.0%
Rural Housing Units		14.7%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Rockdale County		
Top 3 Tapestry Segments		
1.	Green Acres (6A)	
2.	Home Improvement (4B)	
3.	Middleburg (4C)	
2018 Consumer Spending		
Apparel & Services: Total \$		\$61,178,526
Average Spent		\$1,932.67
Spending Potential Index		89
Education: Total \$		\$39,975,905
Average Spent		\$1,262.86
Spending Potential Index		87
Entertainment/Recreation: Total \$		\$90,186,573
Average Spent		\$2,849.05
Spending Potential Index		88
Food at Home: Total \$		\$141,300,339
Average Spent		\$4,463.76
Spending Potential Index		89
Food Away from Home: Total \$		\$99,427,875
Average Spent		\$3,140.98
Spending Potential Index		89
Health Care: Total \$		\$160,986,598
Average Spent		\$5,085.66
Spending Potential Index		89
HH Furnishings & Equipment: Total \$		\$59,196,784
Average Spent		\$1,870.06
Spending Potential Index		90
Personal Care Products & Services: Total \$		\$23,400,997
Average Spent		\$739.25
Spending Potential Index		89
Shelter: Total \$		\$464,298,315
Average Spent		\$14,667.46
Spending Potential Index		87
Support Payments/Cash Contributions/Gifts in Kind: Total		\$67,435,259
Average Spent		\$2,130.32
Spending Potential Index		86
Travel: Total \$		\$59,504,154
Average Spent		\$1,879.77
Spending Potential Index		87
Vehicle Maintenance & Repairs: Total \$		\$30,429,204
Average Spent		\$961.28
Spending Potential Index		89

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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