

	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.

Community Profile

Rockdale County, GA 2
 Rockdale County, GA (13247)
 Geography: County

Prepared by Gina Hartsell, CREDC.

	Rockdale Coun...
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 Coun...
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 Coun...
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 Coun...
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 Coun...
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 Coun...
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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