

MARKETING PROFILE

Rockdale County, GA



Geography: County

KEY FACTS

89,832

Population

37.8

Median Age



2.8

Average Household Size

\$56,474

Median Household Income

ANNUAL HOUSEHOLD SPENDING



\$1,933

Apparel & Services



\$152

Computers & Hardware



\$3,141

Eating Out



\$4,464

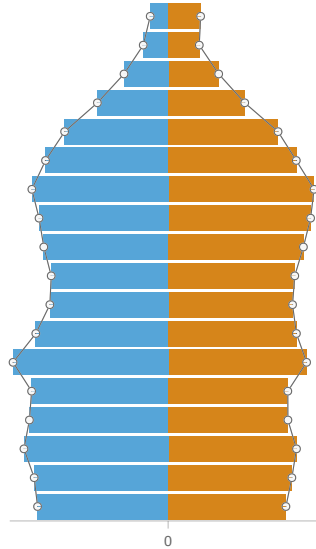
Groceries



\$5,086

Health Care

Age Pyramid



The largest group:
2018 Female
Population Age 55-59
(Esri)

The smallest group:
2018 Male Population
Age 85+ (Esri)

Dots show comparison to
Rockdale County

EDUCATION

12%

No High School Diploma



32%

High School Graduate



29%

Some College



27%

Bachelor's/Grad/Prof Degree

ANNUAL LIFESTYLE SPENDING



\$1,880

Travel



\$56

Theatre/Operas/
Concerts



\$70

Movies/Museums/
Parks



\$55

Sports Events



\$4

Online Games

Tapestry Segments



6A

Green Acres

5,588 households

17.7%

of Households



4B

Home Improvement

4,945 households

15.6%

of Households



4C

Middleburg

4,384 households

13.8%

of Households

