



Demographic and Income Profile

401 E Broad Ave, Rockingham, North Carolina, 28379
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 34.93376
 Longitude: -79.76966

Summary	Census 2010	2017	2022
Population	17,541	17,182	16,878
Households	7,247	7,133	7,016
Families	4,706	4,560	4,456
Average Household Size	2.38	2.37	2.37
Owner Occupied Housing Units	4,324	3,980	3,889
Renter Occupied Housing Units	2,923	3,153	3,127
Median Age	38.4	39.8	41.0
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	-0.36%	1.10%	0.83%
Households	-0.33%	1.06%	0.79%
Families	-0.46%	0.95%	0.71%
Owner HHs	-0.46%	1.00%	0.72%
Median Household Income	0.90%	1.93%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	1,645	23.1%	1,625	23.2%
\$15,000 - \$24,999	1,379	19.3%	1,287	18.3%
\$25,000 - \$34,999	950	13.3%	855	12.2%
\$35,000 - \$49,999	1,045	14.7%	903	12.9%
\$50,000 - \$74,999	991	13.9%	962	13.7%
\$75,000 - \$99,999	525	7.4%	617	8.8%
\$100,000 - \$149,999	459	6.4%	574	8.2%
\$150,000 - \$199,999	85	1.2%	118	1.7%
\$200,000+	55	0.8%	75	1.1%
Median Household Income	\$29,972		\$31,340	
Average Household Income	\$43,389		\$49,419	
Per Capita Income	\$18,135		\$20,622	

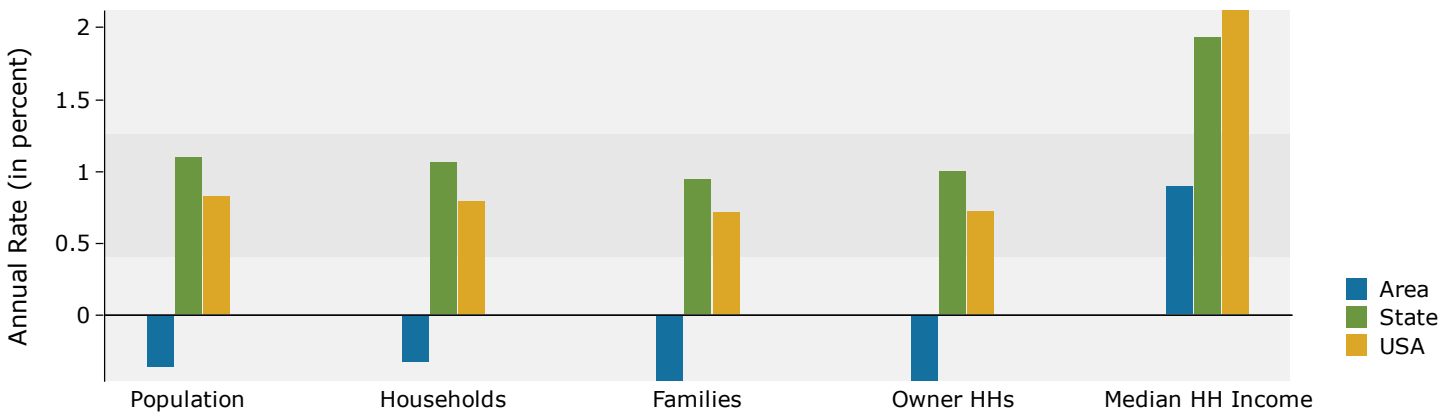
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,185	6.8%	1,099	6.4%	1,052	6.2%
5 - 9	1,175	6.7%	1,136	6.6%	1,067	6.3%
10 - 14	1,229	7.0%	1,106	6.4%	1,112	6.6%
15 - 19	1,245	7.1%	1,039	6.0%	1,053	6.2%
20 - 24	1,026	5.8%	1,043	6.1%	926	5.5%
25 - 34	2,134	12.2%	2,146	12.5%	2,031	12.0%
35 - 44	2,277	13.0%	2,138	12.4%	2,031	12.0%
45 - 54	2,424	13.8%	2,230	13.0%	2,124	12.6%
55 - 64	2,244	12.8%	2,271	13.2%	2,209	13.1%
65 - 74	1,385	7.9%	1,776	10.3%	1,939	11.5%
75 - 84	896	5.1%	835	4.9%	992	5.9%
85+	321	1.8%	362	2.1%	341	2.0%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	11,027	62.9%	10,433	60.7%	9,992	59.2%
Black Alone	4,822	27.5%	4,930	28.7%	4,942	29.3%
American Indian Alone	387	2.2%	402	2.3%	422	2.5%
Asian Alone	245	1.4%	242	1.4%	247	1.5%
Pacific Islander Alone	10	0.1%	15	0.1%	18	0.1%
Some Other Race Alone	710	4.0%	775	4.5%	827	4.9%
Two or More Races	341	1.9%	385	2.2%	430	2.5%
Hispanic Origin (Any Race)	1,134	6.5%	1,242	7.2%	1,333	7.9%

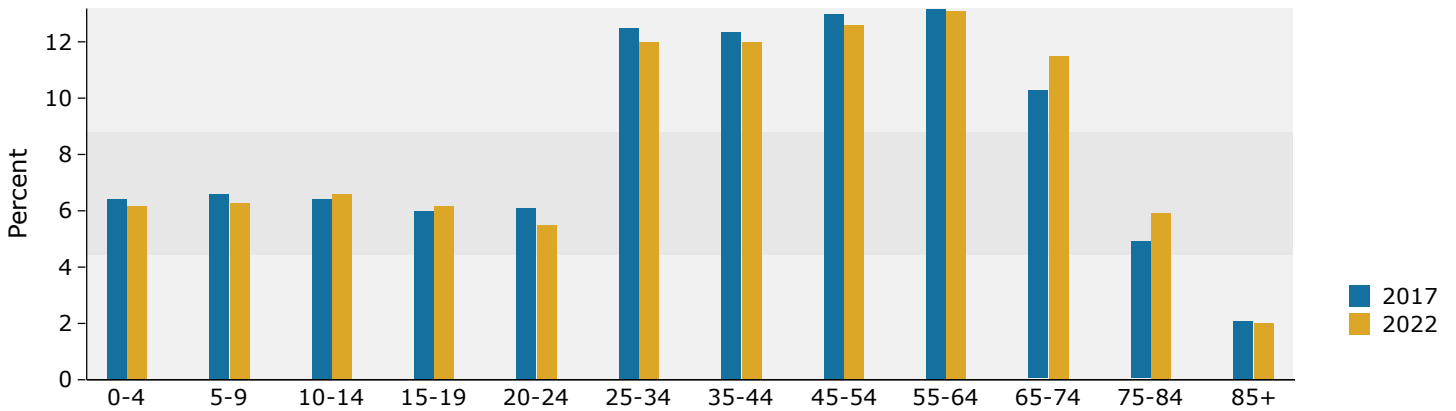
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

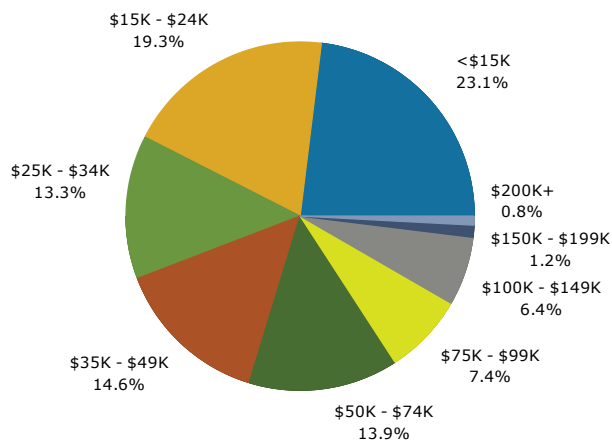
Trends 2017-2022



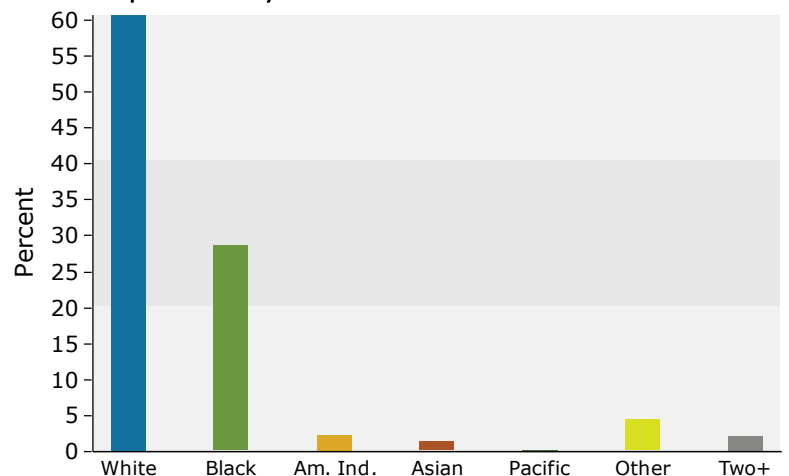
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 7.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Demographic and Income Profile

401 E Broad Ave, Rockingham, North Carolina, 28379
 Ring: 5 mile radius

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Summary	Census 2010	2017	2022
Population	29,778	29,227	28,722
Households	12,125	11,930	11,731
Families	8,004	7,760	7,585
Average Household Size	2.42	2.41	2.41
Owner Occupied Housing Units	7,619	7,059	6,899
Renter Occupied Housing Units	4,506	4,870	4,833
Median Age	38.6	40.2	41.5
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	-0.35%	1.10%	0.83%
Households	-0.34%	1.06%	0.79%
Families	-0.46%	0.95%	0.71%
Owner HHs	-0.46%	1.00%	0.72%
Median Household Income	1.32%	1.93%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	2,521	21.1%	2,473	21.1%
\$15,000 - \$24,999	2,183	18.3%	2,025	17.3%
\$25,000 - \$34,999	1,573	13.2%	1,399	11.9%
\$35,000 - \$49,999	1,760	14.8%	1,511	12.9%
\$50,000 - \$74,999	1,837	15.4%	1,766	15.1%
\$75,000 - \$99,999	991	8.3%	1,168	10.0%
\$100,000 - \$149,999	778	6.5%	985	8.4%
\$150,000 - \$199,999	160	1.3%	229	2.0%
\$200,000+	127	1.1%	176	1.5%
Median Household Income	\$32,516		\$34,711	
Average Household Income	\$46,129		\$53,110	
Per Capita Income	\$19,038		\$21,883	

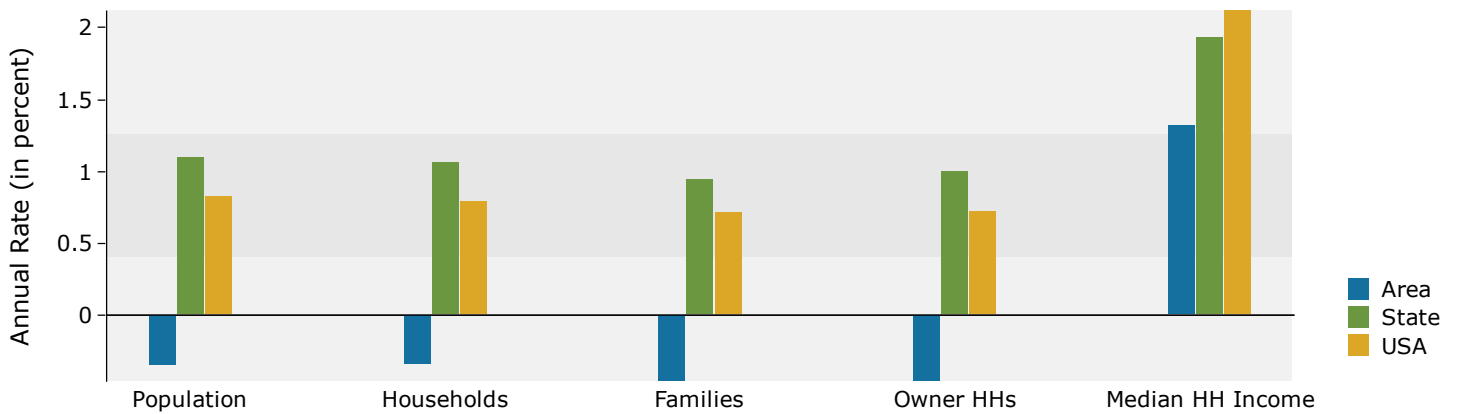
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,998	6.7%	1,842	6.3%	1,738	6.1%
5 - 9	1,963	6.6%	1,921	6.6%	1,810	6.3%
10 - 14	2,105	7.1%	1,876	6.4%	1,902	6.6%
15 - 19	2,107	7.1%	1,726	5.9%	1,765	6.1%
20 - 24	1,722	5.8%	1,779	6.1%	1,539	5.4%
25 - 34	3,568	12.0%	3,610	12.4%	3,400	11.8%
35 - 44	3,871	13.0%	3,607	12.3%	3,429	11.9%
45 - 54	4,190	14.1%	3,810	13.0%	3,604	12.5%
55 - 64	3,876	13.0%	3,922	13.4%	3,844	13.4%
65 - 74	2,404	8.1%	3,148	10.8%	3,416	11.9%
75 - 84	1,436	4.8%	1,395	4.8%	1,716	6.0%
85+	536	1.8%	592	2.0%	560	1.9%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	18,727	62.9%	17,865	61.1%	17,154	59.7%
Black Alone	8,447	28.4%	8,542	29.2%	8,539	29.7%
American Indian Alone	669	2.2%	696	2.4%	732	2.5%
Asian Alone	335	1.1%	334	1.1%	342	1.2%
Pacific Islander Alone	22	0.1%	33	0.1%	41	0.1%
Some Other Race Alone	1,041	3.5%	1,151	3.9%	1,236	4.3%
Two or More Races	536	1.8%	605	2.1%	679	2.4%
Hispanic Origin (Any Race)	1,678	5.6%	1,864	6.4%	2,012	7.0%

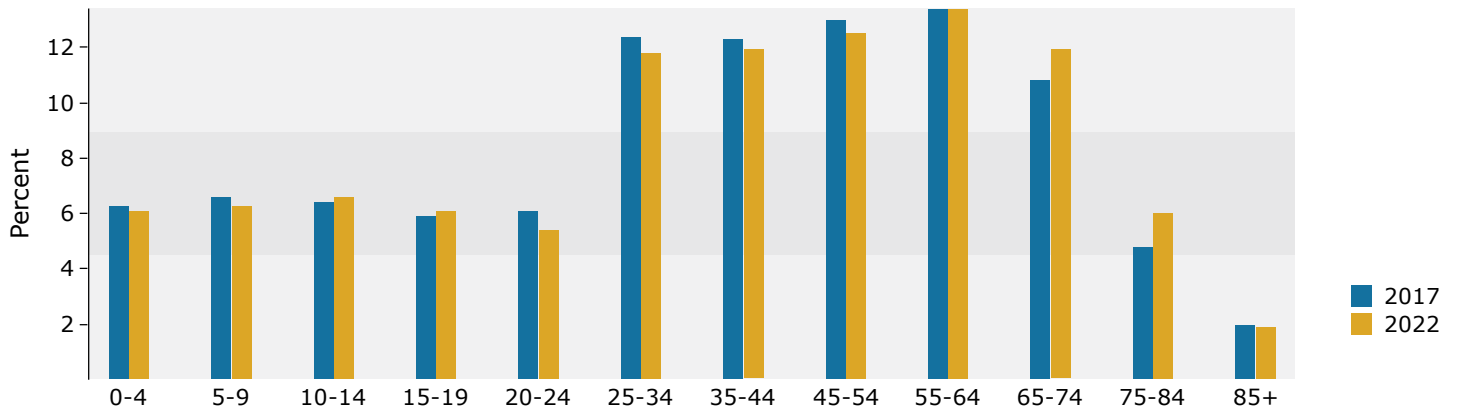
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

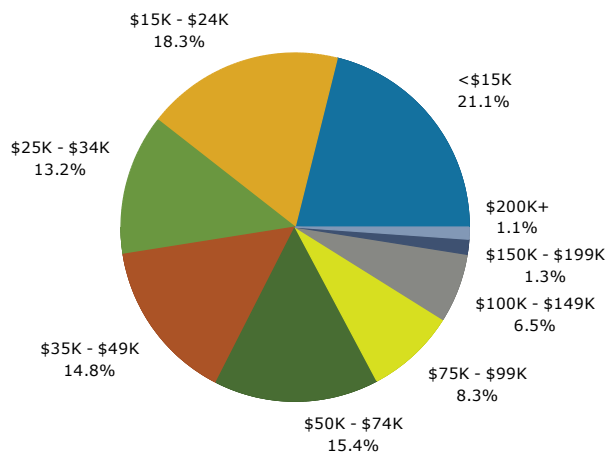
Trends 2017-2022



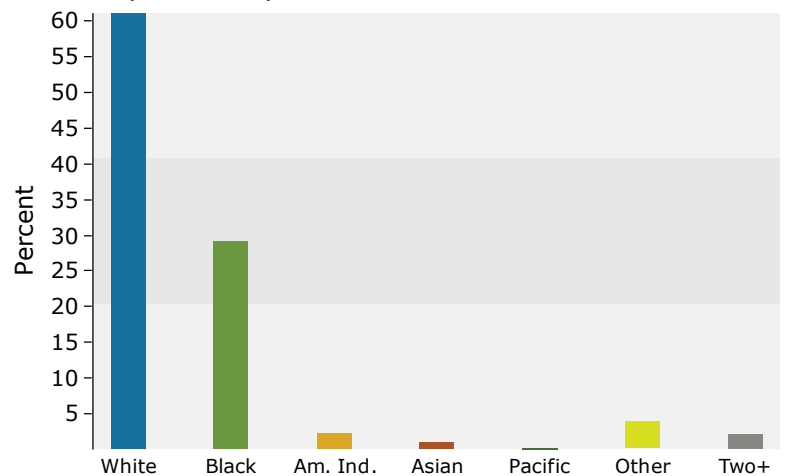
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 6.4%



Demographic and Income Profile

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Summary	Census 2010	2017	2022
Population	42,280	41,636	40,944
Households	17,026	16,807	16,541
Families	11,392	11,097	10,862
Average Household Size	2.43	2.43	2.43
Owner Occupied Housing Units	11,072	10,365	10,155
Renter Occupied Housing Units	5,954	6,442	6,386
Median Age	38.7	40.3	41.7
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	-0.33%	1.10%	0.83%
Households	-0.32%	1.06%	0.79%
Families	-0.43%	0.95%	0.71%
Owner HHs	-0.41%	1.00%	0.72%
Median Household Income	1.22%	1.93%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	3,458	20.6%	3,395	20.5%
\$15,000 - \$24,999	2,893	17.2%	2,682	16.2%
\$25,000 - \$34,999	2,298	13.7%	2,052	12.4%
\$35,000 - \$49,999	2,498	14.9%	2,145	13.0%
\$50,000 - \$74,999	2,636	15.7%	2,520	15.2%
\$75,000 - \$99,999	1,445	8.6%	1,690	10.2%
\$100,000 - \$149,999	1,108	6.6%	1,399	8.5%
\$150,000 - \$199,999	258	1.5%	365	2.2%
\$200,000+	214	1.3%	293	1.8%
Median Household Income	\$33,624		\$35,727	
Average Household Income	\$47,536		\$54,802	
Per Capita Income	\$19,357		\$22,246	

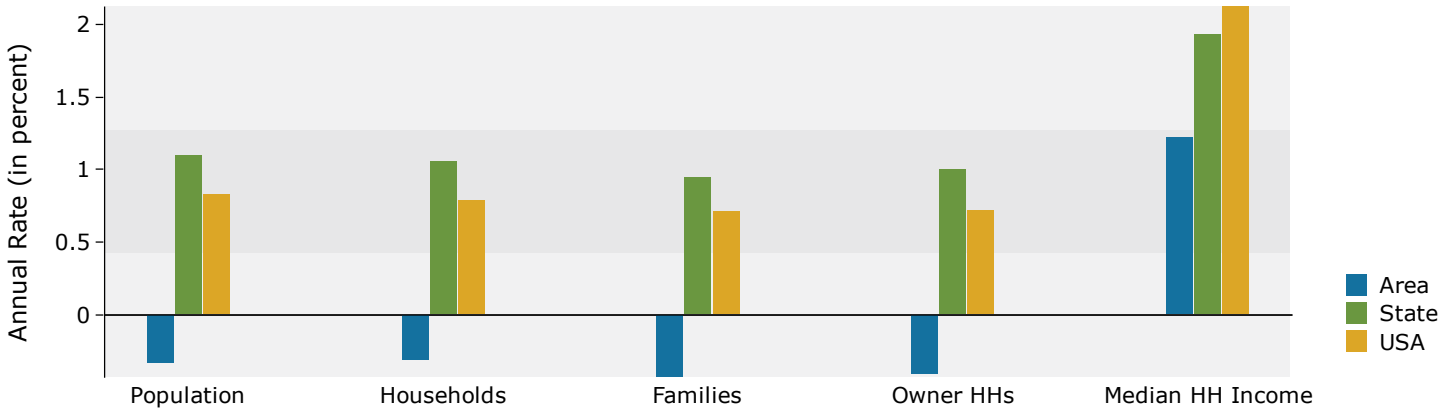
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,810	6.6%	2,579	6.2%	2,416	5.9%
5 - 9	2,759	6.5%	2,698	6.5%	2,532	6.2%
10 - 14	3,006	7.1%	2,679	6.4%	2,727	6.7%
15 - 19	3,007	7.1%	2,469	5.9%	2,533	6.2%
20 - 24	2,557	6.0%	2,634	6.3%	2,274	5.6%
25 - 34	4,939	11.7%	5,100	12.2%	4,768	11.6%
35 - 44	5,547	13.1%	5,095	12.2%	4,875	11.9%
45 - 54	5,990	14.2%	5,447	13.1%	5,117	12.5%
55 - 64	5,592	13.2%	5,709	13.7%	5,622	13.7%
65 - 74	3,424	8.1%	4,499	10.8%	4,898	12.0%
75 - 84	1,949	4.6%	1,957	4.7%	2,442	6.0%
85+	698	1.7%	770	1.8%	743	1.8%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	25,655	60.7%	24,595	59.1%	23,628	57.7%
Black Alone	12,886	30.5%	12,974	31.2%	12,935	31.6%
American Indian Alone	1,073	2.5%	1,122	2.7%	1,181	2.9%
Asian Alone	397	0.9%	402	1.0%	415	1.0%
Pacific Islander Alone	26	0.1%	41	0.1%	51	0.1%
Some Other Race Alone	1,378	3.3%	1,521	3.7%	1,633	4.0%
Two or More Races	865	2.0%	981	2.4%	1,102	2.7%
Hispanic Origin (Any Race)	2,233	5.3%	2,490	6.0%	2,694	6.6%

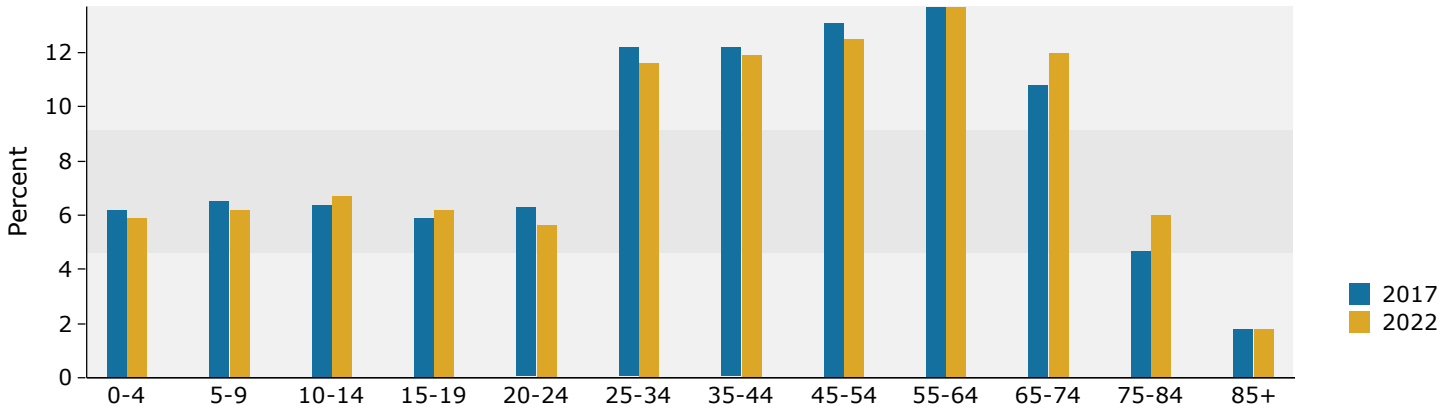
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

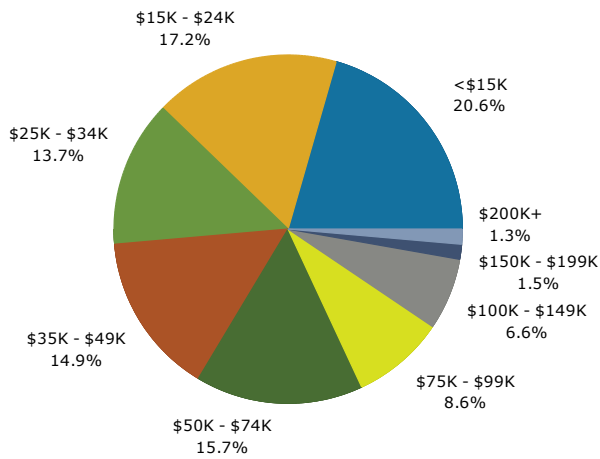
Trends 2017-2022



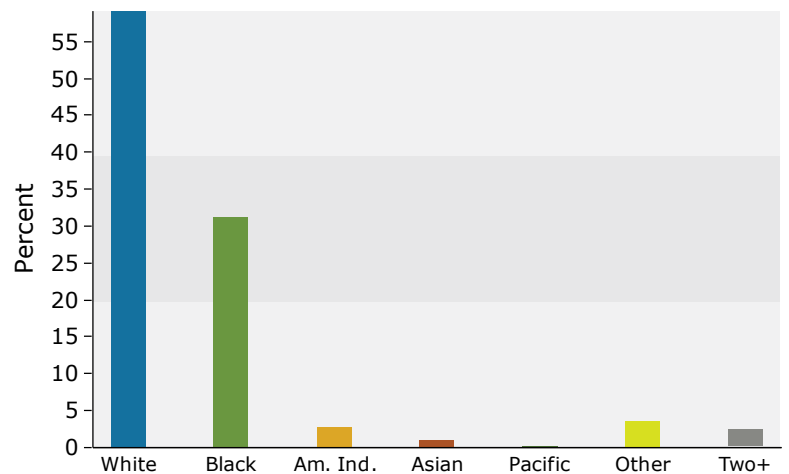
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 6.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.