



# Demographic and Income Profile

1300 E Broad Ave, Rockingham, North Carolina, 28379  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 34.92250  
 Longitude: -79.75092

Summary	Census 2010	2017	2022
Population	18,668	18,473	18,205
Households	7,685	7,628	7,524
Families	4,940	4,823	4,725
Average Household Size	2.39	2.39	2.38
Owner Occupied Housing Units	4,456	4,113	4,029
Renter Occupied Housing Units	3,229	3,515	3,495
Median Age	38.2	39.5	40.8
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	-0.29%	1.10%	0.83%
Households	-0.27%	1.06%	0.79%
Families	-0.41%	0.95%	0.71%
Owner HHs	-0.41%	1.00%	0.72%
Median Household Income	1.12%	1.93%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	1,690	22.2%	1,668	22.2%
\$15,000 - \$24,999	1,456	19.1%	1,359	18.1%
\$25,000 - \$34,999	1,000	13.1%	893	11.9%
\$35,000 - \$49,999	1,092	14.3%	944	12.5%
\$50,000 - \$74,999	1,135	14.9%	1,103	14.7%
\$75,000 - \$99,999	601	7.9%	706	9.4%
\$100,000 - \$149,999	505	6.6%	638	8.5%
\$150,000 - \$199,999	90	1.2%	127	1.7%
\$200,000+	61	0.8%	85	1.1%
Median Household Income	\$31,010		\$32,784	
Average Household Income	\$44,436		\$50,812	
Per Capita Income	\$18,604		\$21,249	

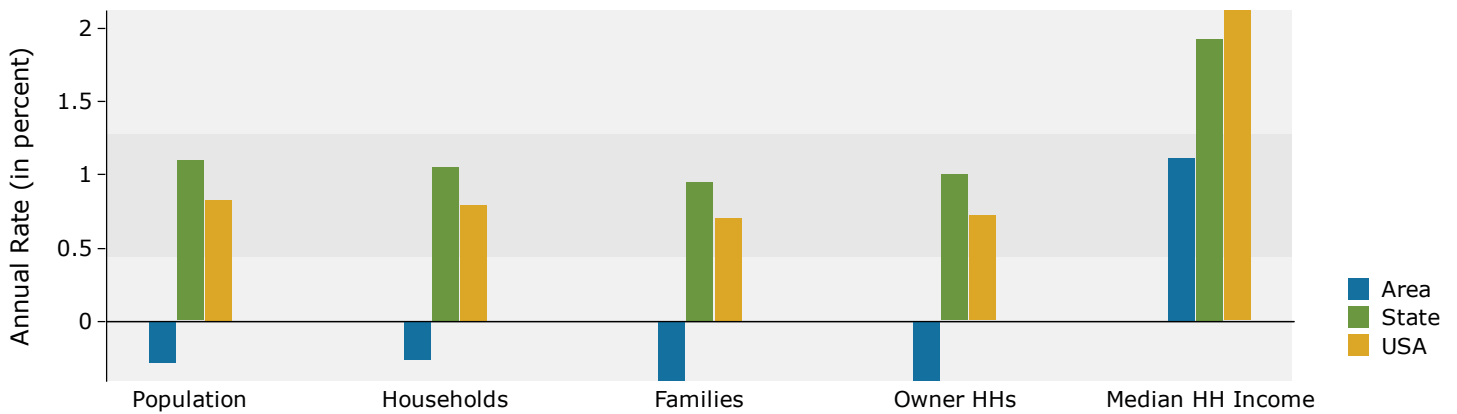
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,286	6.9%	1,206	6.5%	1,155	6.3%
5 - 9	1,266	6.8%	1,229	6.7%	1,162	6.4%
10 - 14	1,324	7.1%	1,206	6.5%	1,204	6.6%
15 - 19	1,303	7.0%	1,120	6.1%	1,147	6.3%
20 - 24	1,077	5.8%	1,125	6.1%	1,013	5.6%
25 - 34	2,299	12.3%	2,302	12.5%	2,181	12.0%
35 - 44	2,432	13.0%	2,304	12.5%	2,198	12.1%
45 - 54	2,537	13.6%	2,382	12.9%	2,283	12.5%
55 - 64	2,383	12.8%	2,399	13.0%	2,345	12.9%
65 - 74	1,449	7.8%	1,899	10.3%	2,061	11.3%
75 - 84	955	5.1%	899	4.9%	1,080	5.9%
85+	358	1.9%	403	2.2%	376	2.1%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	11,369	60.9%	10,853	58.8%	10,415	57.2%
Black Alone	5,427	29.1%	5,578	30.2%	5,598	30.7%
American Indian Alone	428	2.3%	448	2.4%	472	2.6%
Asian Alone	256	1.4%	255	1.4%	261	1.4%
Pacific Islander Alone	10	0.1%	15	0.1%	18	0.1%
Some Other Race Alone	818	4.4%	915	5.0%	982	5.4%
Two or More Races	360	1.9%	409	2.2%	459	2.5%
Hispanic Origin (Any Race)	1,299	7.0%	1,450	7.8%	1,564	8.6%

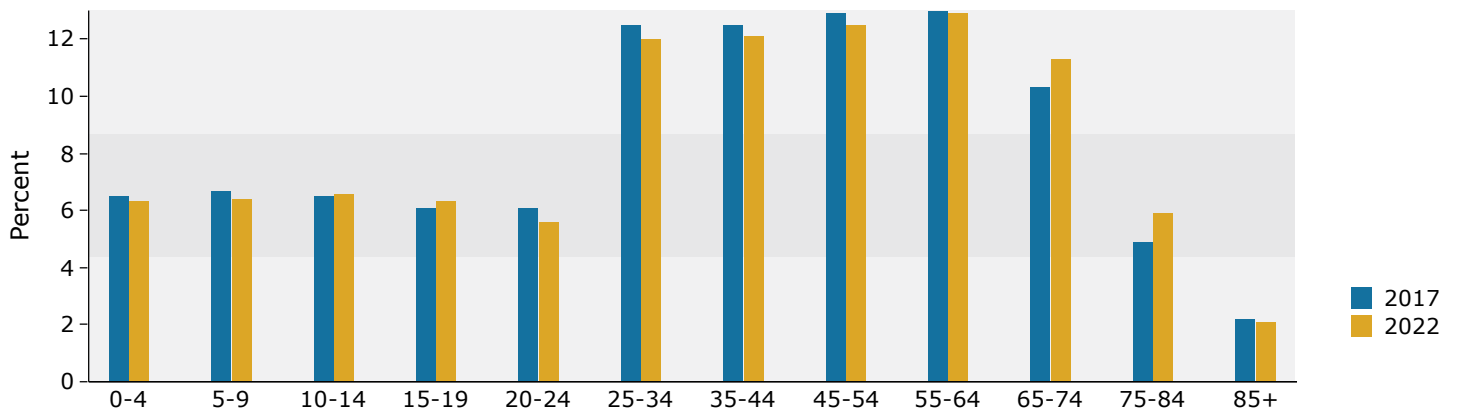
**Data Note:** Income is expressed in current dollars.

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

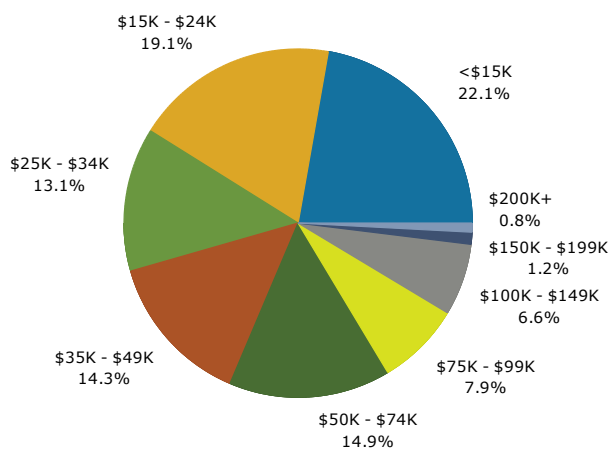
## Trends 2017-2022



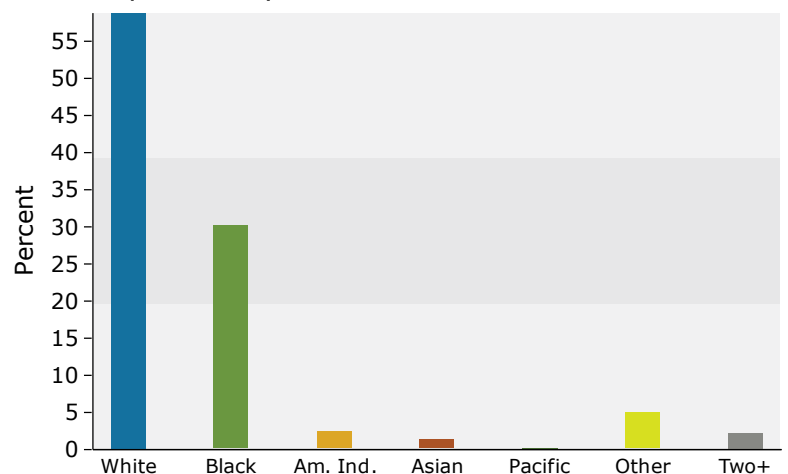
## Population by Age



## 2017 Household Income



## 2017 Population by Race



2017 Percent Hispanic Origin: 7.8%

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



# Demographic and Income Profile

1300 E Broad Ave, Rockingham, North Carolina, 28379  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 34.92250  
 Longitude: -79.75092

Summary	Census 2010	2017	2022
Population	32,696	31,922	31,314
Households	13,237	12,957	12,719
Families	8,726	8,418	8,214
Average Household Size	2.43	2.42	2.42
Owner Occupied Housing Units	8,229	7,583	7,404
Renter Occupied Housing Units	5,008	5,374	5,315
Median Age	38.5	40.1	41.4
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	-0.38%	1.10%	0.83%
Households	-0.37%	1.06%	0.79%
Families	-0.49%	0.95%	0.71%
Owner HHs	-0.48%	1.00%	0.72%
Median Household Income	1.26%	1.93%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	2,810	21.7%	2,750	21.6%
\$15,000 - \$24,999	2,380	18.4%	2,207	17.4%
\$25,000 - \$34,999	1,702	13.1%	1,511	11.9%
\$35,000 - \$49,999	1,866	14.4%	1,601	12.6%
\$50,000 - \$74,999	1,964	15.2%	1,882	14.8%
\$75,000 - \$99,999	1,072	8.3%	1,253	9.9%
\$100,000 - \$149,999	828	6.4%	1,044	8.2%
\$150,000 - \$199,999	184	1.4%	261	2.1%
\$200,000+	151	1.2%	209	1.6%
Median Household Income	\$31,997		\$34,072	
Average Household Income	\$46,129		\$53,187	
Per Capita Income	\$19,005		\$21,868	

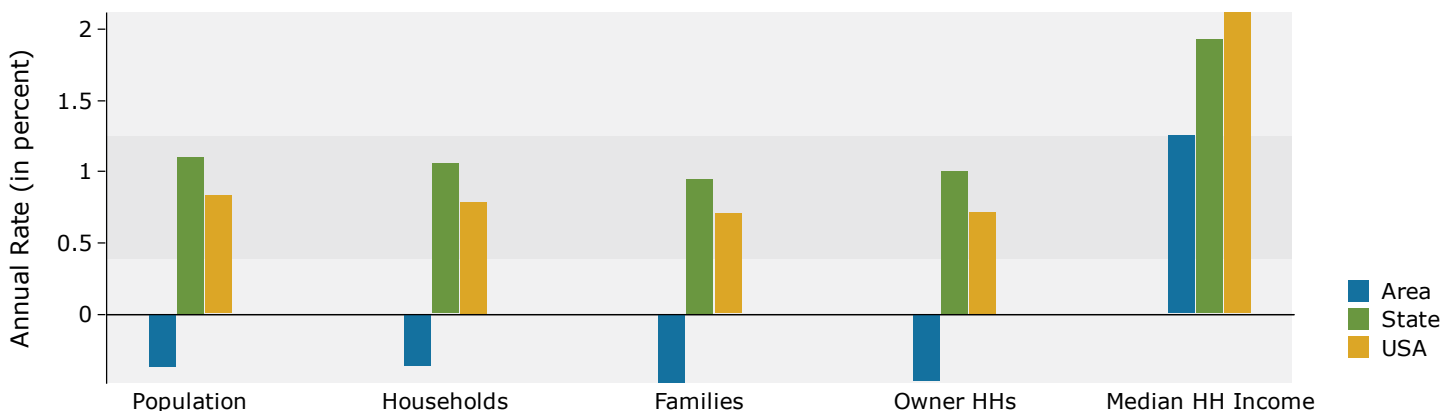
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,221	6.8%	2,034	6.4%	1,914	6.1%
5 - 9	2,177	6.7%	2,102	6.6%	1,980	6.3%
10 - 14	2,328	7.1%	2,056	6.4%	2,073	6.6%
15 - 19	2,301	7.0%	1,903	6.0%	1,939	6.2%
20 - 24	1,917	5.9%	1,975	6.2%	1,707	5.5%
25 - 34	3,900	11.9%	3,925	12.3%	3,695	11.8%
35 - 44	4,247	13.0%	3,914	12.3%	3,715	11.9%
45 - 54	4,577	14.0%	4,160	13.0%	3,927	12.5%
55 - 64	4,237	13.0%	4,258	13.3%	4,181	13.4%
65 - 74	2,641	8.1%	3,420	10.7%	3,686	11.8%
75 - 84	1,559	4.8%	1,532	4.8%	1,887	6.0%
85+	593	1.8%	642	2.0%	611	2.0%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,831	60.7%	18,843	59.0%	18,064	57.7%
Black Alone	10,047	30.7%	10,038	31.4%	9,988	31.9%
American Indian Alone	747	2.3%	773	2.4%	810	2.6%
Asian Alone	346	1.1%	343	1.1%	351	1.1%
Pacific Islander Alone	23	0.1%	36	0.1%	44	0.1%
Some Other Race Alone	1,068	3.3%	1,177	3.7%	1,262	4.0%
Two or More Races	634	1.9%	712	2.2%	796	2.5%
Hispanic Origin (Any Race)	1,765	5.4%	1,954	6.1%	2,109	6.7%

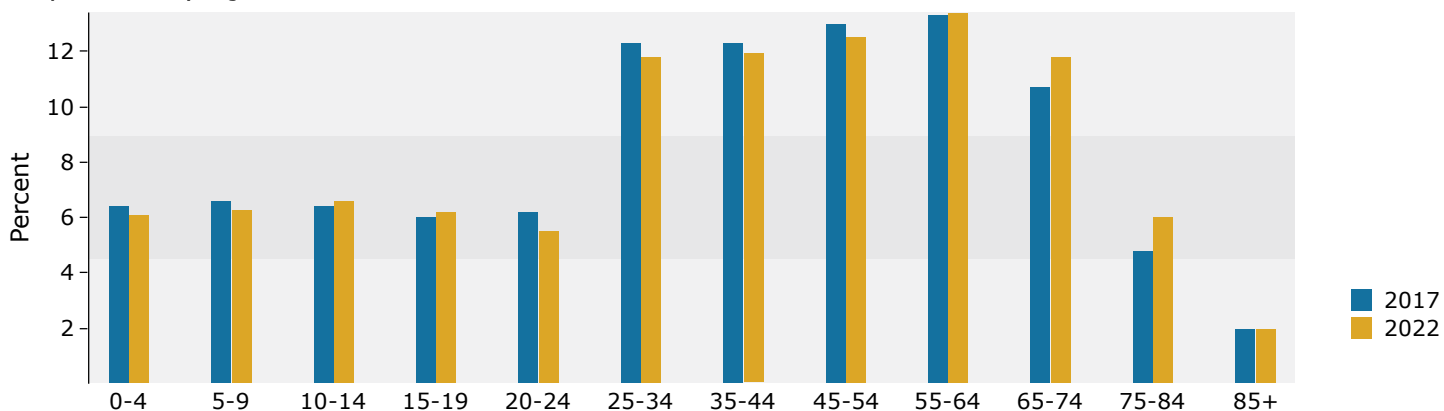
**Data Note:** Income is expressed in current dollars.

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

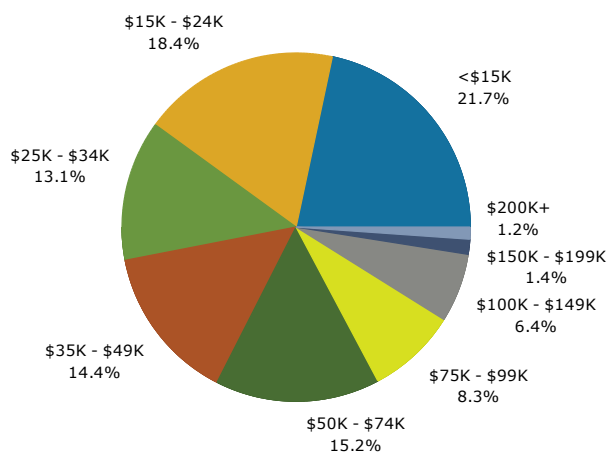
## Trends 2017-2022



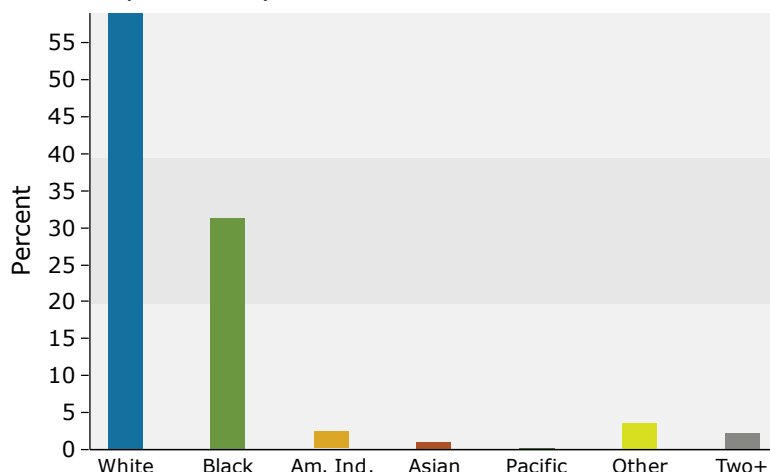
## Population by Age



## 2017 Household Income



## 2017 Population by Race



2017 Percent Hispanic Origin: 6.1%

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



# Demographic and Income Profile

1300 E Broad Ave, Rockingham, North Carolina, 28379  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 34.92250  
 Longitude: -79.75092

Summary	Census 2010	2017	2022
Population	42,151	41,509	40,819
Households	16,929	16,708	16,444
Families	11,324	11,029	10,795
Average Household Size	2.44	2.43	2.43
Owner Occupied Housing Units	11,005	10,303	10,094
Renter Occupied Housing Units	5,924	6,405	6,350
Median Age	38.6	40.2	41.6
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	3,450	20.6%	3,387	20.6%
\$15,000 - \$24,999	2,881	17.2%	2,670	16.2%
\$25,000 - \$34,999	2,252	13.5%	2,010	12.2%
\$35,000 - \$49,999	2,503	15.0%	2,150	13.1%
\$50,000 - \$74,999	2,621	15.7%	2,507	15.2%
\$75,000 - \$99,999	1,438	8.6%	1,681	10.2%
\$100,000 - \$149,999	1,093	6.5%	1,381	8.4%
\$150,000 - \$199,999	258	1.5%	367	2.2%
\$200,000+	213	1.3%	292	1.8%
Median Household Income	\$33,690		\$35,798	
Average Household Income	\$47,513		\$54,801	
Per Capita Income	\$19,344		\$22,234	

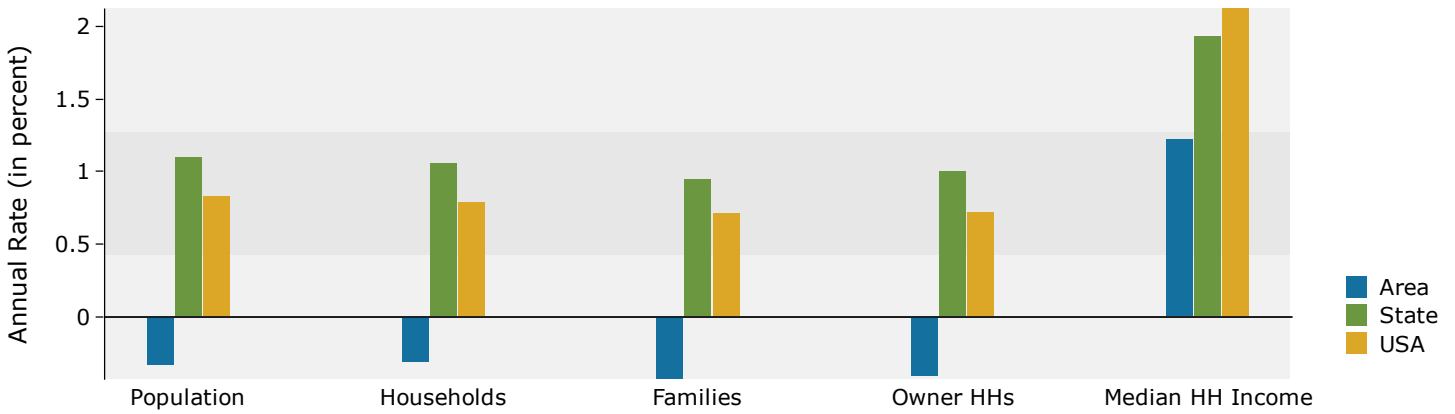
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,788	6.6%	2,561	6.2%	2,400	5.9%
5 - 9	2,742	6.5%	2,679	6.5%	2,516	6.2%
10 - 14	3,003	7.1%	2,668	6.4%	2,715	6.7%
15 - 19	2,998	7.1%	2,466	5.9%	2,523	6.2%
20 - 24	2,566	6.1%	2,645	6.4%	2,286	5.6%
25 - 34	4,932	11.7%	5,084	12.2%	4,762	11.7%
35 - 44	5,540	13.1%	5,090	12.3%	4,869	11.9%
45 - 54	5,969	14.2%	5,424	13.1%	5,094	12.5%
55 - 64	5,586	13.3%	5,701	13.7%	5,606	13.7%
65 - 74	3,396	8.1%	4,482	10.8%	4,884	12.0%
75 - 84	1,936	4.6%	1,942	4.7%	2,427	5.9%
85+	695	1.6%	766	1.8%	738	1.8%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	25,537	60.6%	24,485	59.0%	23,524	57.6%
Black Alone	12,903	30.6%	12,991	31.3%	12,953	31.7%
American Indian Alone	1,107	2.6%	1,157	2.8%	1,217	3.0%
Asian Alone	402	1.0%	405	1.0%	418	1.0%
Pacific Islander Alone	26	0.1%	41	0.1%	51	0.1%
Some Other Race Alone	1,312	3.1%	1,448	3.5%	1,554	3.8%
Two or More Races	864	2.0%	981	2.4%	1,102	2.7%
Hispanic Origin (Any Race)	2,149	5.1%	2,396	5.8%	2,591	6.3%

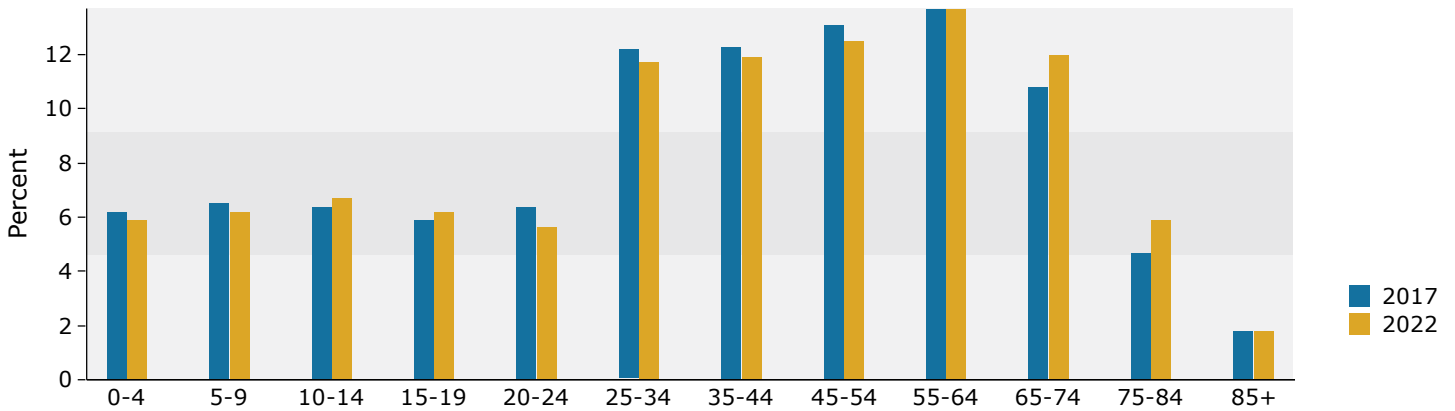
**Data Note:** Income is expressed in current dollars.

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

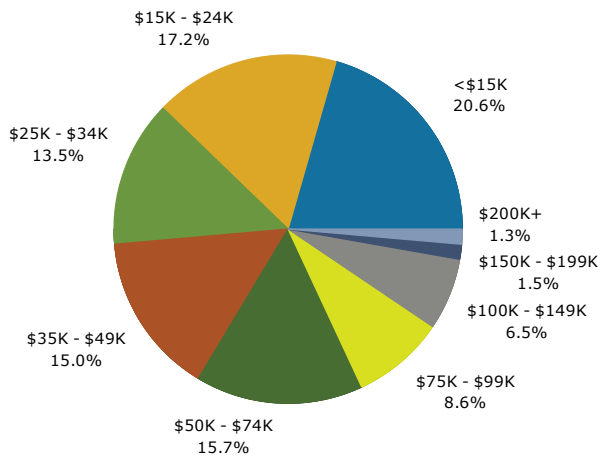
## Trends 2017-2022



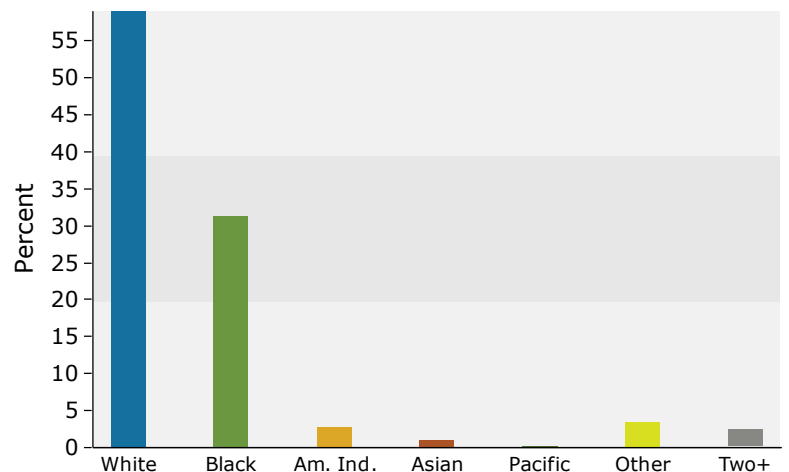
## Population by Age



## 2017 Household Income



## 2017 Population by Race



2017 Percent Hispanic Origin: 5.8%

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