



Community Profile

Rings: 1, 3, 5 mile radii

6676 Lonetree Blvd, Rocklin, CA 95765,

Latitude: 38.80

Longitude: -121.30

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	873	47,810	102,254
2010 Total Population	8,037	86,431	176,060
2017 Total Population	8,264	95,066	197,533
2017 Group Quarters	3	584	1,486
2022 Total Population	8,678	101,971	212,456
2017-2022 Annual Rate	0.98%	1.41%	1.47%
2017 Total Daytime Population	11,488	90,975	196,427
Workers	7,164	41,732	88,482
Residents	4,324	49,243	107,945
Household Summary			
2000 Households	278	17,455	39,047
2000 Average Household Size	3.14	2.74	2.59
2010 Households	2,657	31,287	66,422
2010 Average Household Size	3.02	2.74	2.63
2017 Households	2,754	34,387	73,998
2017 Average Household Size	3.00	2.75	2.65
2022 Households	2,903	36,844	79,386
2022 Average Household Size	2.99	2.75	2.66
2017-2022 Annual Rate	1.06%	1.39%	1.42%
2010 Families	2,097	22,253	46,628
2010 Average Family Size	3.41	3.26	3.13
2017 Families	2,154	24,506	52,110
2017 Average Family Size	3.40	3.26	3.15
2022 Families	2,260	26,281	55,961
2022 Average Family Size	3.39	3.26	3.16
2017-2022 Annual Rate	0.97%	1.41%	1.44%
Housing Unit Summary			
2000 Housing Units	324	18,827	41,300
Owner Occupied Housing Units	77.5%	70.5%	67.5%
Renter Occupied Housing Units	8.3%	22.2%	27.1%
Vacant Housing Units	14.2%	7.3%	5.5%
2010 Housing Units	2,810	33,168	70,466
Owner Occupied Housing Units	68.6%	61.3%	64.0%
Renter Occupied Housing Units	25.9%	33.0%	30.3%
Vacant Housing Units	5.4%	5.7%	5.7%
2017 Housing Units	2,955	36,568	78,484
Owner Occupied Housing Units	65.3%	59.9%	63.0%
Renter Occupied Housing Units	27.9%	34.1%	31.3%
Vacant Housing Units	6.8%	6.0%	5.7%
2022 Housing Units	3,129	39,305	84,373
Owner Occupied Housing Units	64.1%	59.5%	62.7%
Renter Occupied Housing Units	28.7%	34.3%	31.4%
Vacant Housing Units	7.2%	6.3%	5.9%
Median Household Income			
2017	\$103,013	\$88,638	\$83,103
2022	\$110,337	\$99,727	\$92,737
Median Home Value			
2017	\$408,041	\$406,121	\$403,455
2022	\$465,141	\$460,920	\$464,206
Per Capita Income			
2017	\$39,422	\$39,586	\$39,358
2022	\$45,368	\$45,237	\$44,784
Median Age			
2010	31.9	35.0	37.3
2017	33.0	35.8	38.0
2022	33.6	36.2	38.1

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	2,754	34,387	73,998
<\$15,000	4.2%	5.5%	6.3%
\$15,000 - \$24,999	3.8%	5.1%	6.3%
\$25,000 - \$34,999	4.7%	5.8%	6.4%
\$35,000 - \$49,999	5.2%	8.6%	10.0%
\$50,000 - \$74,999	11.6%	15.6%	15.6%
\$75,000 - \$99,999	17.8%	15.2%	14.3%
\$100,000 - \$149,999	27.3%	22.3%	20.8%
\$150,000 - \$199,999	13.0%	12.8%	11.6%
\$200,000+	12.5%	9.0%	8.9%
Average Household Income	\$122,189	\$107,791	\$104,286
2022 Households by Income			
Household Income Base	2,903	36,844	79,386
<\$15,000	4.7%	5.7%	6.6%
\$15,000 - \$24,999	3.7%	4.9%	6.0%
\$25,000 - \$34,999	4.4%	5.3%	5.8%
\$35,000 - \$49,999	4.1%	7.2%	8.4%
\$50,000 - \$74,999	9.3%	12.9%	13.0%
\$75,000 - \$99,999	15.6%	14.1%	13.5%
\$100,000 - \$149,999	27.1%	23.2%	22.0%
\$150,000 - \$199,999	15.0%	15.1%	13.6%
\$200,000+	16.2%	11.5%	11.2%
Average Household Income	\$140,229	\$123,413	\$119,134
2017 Owner Occupied Housing Units by Value			
Total	1,930	21,907	49,410
<\$50,000	0.2%	0.8%	1.3%
\$50,000 - \$99,999	0.3%	0.5%	0.6%
\$100,000 - \$149,999	0.0%	0.8%	1.0%
\$150,000 - \$199,999	1.1%	1.8%	2.5%
\$200,000 - \$249,999	2.8%	4.3%	4.9%
\$250,000 - \$299,999	6.7%	8.6%	9.1%
\$300,000 - \$399,999	36.7%	31.6%	29.8%
\$400,000 - \$499,999	28.0%	26.8%	22.6%
\$500,000 - \$749,999	21.3%	21.1%	22.3%
\$750,000 - \$999,999	2.5%	3.1%	3.7%
\$1,000,000 +	0.4%	0.6%	2.2%
Average Home Value	\$441,330	\$436,167	\$447,526
2022 Owner Occupied Housing Units by Value			
Total	2,006	23,375	52,922
<\$50,000	0.0%	0.4%	0.8%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.0%	0.2%	0.4%
\$150,000 - \$199,999	0.3%	0.7%	1.0%
\$200,000 - \$249,999	1.1%	1.9%	2.4%
\$250,000 - \$299,999	3.2%	4.7%	5.5%
\$300,000 - \$399,999	25.6%	24.5%	24.1%
\$400,000 - \$499,999	30.0%	28.6%	24.3%
\$500,000 - \$749,999	34.0%	31.5%	30.3%
\$750,000 - \$999,999	5.2%	6.0%	6.5%
\$1,000,000 +	0.3%	1.3%	4.4%
Average Home Value	\$498,791	\$499,189	\$519,150

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

September 07, 2017



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2010 Population by Age			
Total	8,038	86,433	176,058
0 - 4	8.5%	6.9%	6.8%
5 - 9	10.8%	8.2%	7.6%
10 - 14	9.9%	8.5%	7.6%
15 - 24	11.8%	13.3%	12.1%
25 - 34	13.6%	13.1%	12.6%
35 - 44	21.6%	16.2%	14.9%
45 - 54	13.1%	14.8%	14.0%
55 - 64	6.0%	8.7%	10.1%
65 - 74	2.9%	5.1%	7.3%
75 - 84	1.2%	3.6%	5.0%
85 +	0.4%	1.6%	2.0%
18 +	66.1%	71.6%	73.7%
2017 Population by Age			
Total	8,263	95,065	197,533
0 - 4	7.9%	6.6%	6.5%
5 - 9	9.5%	7.4%	7.1%
10 - 14	9.7%	7.8%	7.3%
15 - 24	11.7%	13.2%	12.0%
25 - 34	14.4%	13.9%	13.0%
35 - 44	19.0%	14.5%	13.9%
45 - 54	14.4%	14.0%	13.1%
55 - 64	7.4%	10.5%	11.2%
65 - 74	4.2%	6.6%	8.8%
75 - 84	1.3%	3.7%	4.9%
85 +	0.4%	1.9%	2.4%
18 +	68.2%	74.0%	75.2%
2022 Population by Age			
Total	8,678	101,974	212,458
0 - 4	8.0%	6.7%	6.6%
5 - 9	9.4%	7.2%	7.0%
10 - 14	8.8%	7.2%	6.9%
15 - 24	10.9%	12.0%	11.1%
25 - 34	15.6%	14.9%	13.7%
35 - 44	20.7%	15.3%	14.6%
45 - 54	12.7%	12.4%	11.8%
55 - 64	7.5%	10.7%	11.0%
65 - 74	4.6%	7.4%	9.4%
75 - 84	1.5%	4.1%	5.6%
85 +	0.4%	2.0%	2.4%
18 +	69.2%	74.9%	75.7%
2010 Population by Sex			
Males	3,941	41,660	84,618
Females	4,096	44,771	91,442
2017 Population by Sex			
Males	4,049	45,820	95,009
Females	4,216	49,246	102,524
2022 Population by Sex			
Males	4,245	49,150	102,213
Females	4,432	52,821	110,243

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

September 07, 2017



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2010 Population by Race/Ethnicity			
Total	8,037	86,431	176,061
White Alone	75.4%	79.6%	80.3%
Black Alone	1.7%	1.9%	1.8%
American Indian Alone	0.6%	0.7%	0.7%
Asian Alone	12.8%	9.2%	8.2%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	2.7%	3.0%	3.7%
Two or More Races	6.6%	5.2%	4.9%
Hispanic Origin	13.0%	12.3%	13.4%
Diversity Index	54.7	49.6	49.9
2017 Population by Race/Ethnicity			
Total	8,264	95,067	197,532
White Alone	71.4%	75.9%	76.6%
Black Alone	2.2%	2.5%	2.3%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	15.3%	11.3%	10.5%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	3.0%	3.4%	4.1%
Two or More Races	7.3%	5.9%	5.6%
Hispanic Origin	14.4%	13.7%	14.7%
Diversity Index	59.7	54.9	55.2
2022 Population by Race/Ethnicity			
Total	8,676	101,972	212,456
White Alone	68.0%	72.8%	73.5%
Black Alone	2.7%	3.0%	2.8%
American Indian Alone	0.5%	0.6%	0.7%
Asian Alone	17.3%	13.0%	12.1%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	3.3%	3.7%	4.4%
Two or More Races	7.9%	6.6%	6.2%
Hispanic Origin	15.7%	15.0%	16.1%
Diversity Index	63.8	59.3	59.4
2010 Population by Relationship and Household Type			
Total	8,037	86,431	176,060
In Households	100.0%	99.3%	99.2%
In Family Households	90.5%	85.7%	84.8%
Householder	25.4%	26.0%	26.5%
Spouse	20.8%	20.6%	21.1%
Child	39.1%	34.3%	32.1%
Other relative	3.6%	3.0%	3.2%
Nonrelative	1.6%	1.7%	1.9%
In Nonfamily Households	9.4%	13.7%	14.4%
In Group Quarters	0.0%	0.7%	0.8%
Institutionalized Population	0.0%	0.2%	0.3%
Noninstitutionalized Population	0.0%	0.5%	0.5%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	5,058	61,920	132,684
Less than 9th Grade	2.3%	1.3%	1.9%
9th - 12th Grade, No Diploma	2.2%	2.6%	2.9%
High School Graduate	10.0%	13.8%	15.7%
GED/Alternative Credential	1.7%	1.9%	1.9%
Some College, No Degree	23.6%	25.3%	26.2%
Associate Degree	10.7%	12.6%	11.9%
Bachelor's Degree	31.1%	29.6%	26.8%
Graduate/Professional Degree	18.5%	13.0%	12.6%
2017 Population 15+ by Marital Status			
Total	6,029	74,442	156,313
Never Married	28.4%	30.1%	28.0%
Married	61.0%	56.3%	56.1%
Widowed	2.2%	4.4%	5.7%
Divorced	8.3%	9.2%	10.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	94.8%	95.8%	95.8%
Civilian Unemployed (Unemployment Rate)	5.2%	4.2%	4.2%
2017 Employed Population 16+ by Industry			
Total	3,970	46,221	90,634
Agriculture/Mining	0.5%	0.3%	0.3%
Construction	3.5%	4.9%	5.6%
Manufacturing	8.3%	5.9%	6.1%
Wholesale Trade	3.1%	3.5%	3.0%
Retail Trade	8.2%	13.1%	12.4%
Transportation/Utilities	5.6%	4.8%	4.6%
Information	1.2%	2.1%	2.3%
Finance/Insurance/Real Estate	11.7%	9.5%	9.8%
Services	51.1%	48.8%	48.8%
Public Administration	6.8%	7.1%	7.1%
2017 Employed Population 16+ by Occupation			
Total	3,970	46,222	90,634
White Collar	77.9%	72.9%	72.1%
Management/Business/Financial	25.9%	18.5%	18.0%
Professional	32.4%	26.5%	25.8%
Sales	9.7%	13.4%	13.0%
Administrative Support	9.8%	14.5%	15.3%
Services	12.3%	15.6%	15.8%
Blue Collar	9.8%	11.5%	12.1%
Farming/Forestry/Fishing	0.5%	0.1%	0.1%
Construction/Extraction	1.1%	2.2%	2.9%
Installation/Maintenance/Repair	1.9%	2.9%	3.0%
Production	2.8%	2.7%	2.5%
Transportation/Material Moving	3.4%	3.6%	3.7%
2010 Population By Urban/ Rural Status			
Total Population	8,037	86,431	176,060
Population Inside Urbanized Area	100.0%	99.5%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	1.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,657	31,286	66,422
Households with 1 Person	14.8%	22.2%	23.4%
Households with 2+ People	85.2%	77.8%	76.6%
Family Households	78.9%	71.1%	70.2%
Husband-wife Families	64.5%	56.3%	55.9%
With Related Children	43.4%	31.5%	27.6%
Other Family (No Spouse Present)	14.4%	14.8%	14.3%
Other Family with Male Householder	4.3%	4.3%	4.3%
With Related Children	3.1%	2.9%	2.8%
Other Family with Female Householder	10.1%	10.5%	10.0%
With Related Children	7.1%	7.1%	6.4%
Nonfamily Households	6.3%	6.7%	6.4%
All Households with Children	53.9%	41.8%	37.2%
Multigenerational Households	3.8%	3.3%	3.3%
Unmarried Partner Households	5.9%	6.1%	5.9%
Male-female	5.3%	5.4%	5.3%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	2,657	31,286	66,423
1 Person Household	14.8%	22.2%	23.4%
2 Person Household	25.7%	30.7%	33.7%
3 Person Household	18.9%	17.0%	15.9%
4 Person Household	24.5%	18.5%	16.1%
5 Person Household	10.4%	7.9%	7.1%
6 Person Household	3.5%	2.5%	2.4%
7 + Person Household	2.2%	1.2%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	2,657	31,287	66,422
Owner Occupied	72.6%	65.0%	67.8%
Owned with a Mortgage/Loan	69.1%	56.4%	55.3%
Owned Free and Clear	3.5%	8.6%	12.5%
Renter Occupied	27.4%	35.0%	32.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,810	33,168	70,466
Housing Units Inside Urbanized Area	100.0%	99.6%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	1.0%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Up and Coming Families	Bright Young Professionals	Bright Young Professionals
3.	Top Tier (1A)	Soccer Moms (4A)	Soccer Moms (4A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$9,402,999	\$101,492,865	\$208,932,364
Average Spent	\$3,414.31	\$2,951.49	\$2,823.49
Spending Potential Index	158	137	131
Education: Total \$	\$5,761,862	\$65,420,393	\$136,153,417
Average Spent	\$2,092.18	\$1,902.47	\$1,839.96
Spending Potential Index	144	131	126
Entertainment/Recreation: Total \$	\$12,861,431	\$142,219,836	\$296,539,072
Average Spent	\$4,670.09	\$4,135.86	\$4,007.39
Spending Potential Index	150	133	128
Food at Home: Total \$	\$19,449,916	\$222,175,640	\$463,600,301
Average Spent	\$7,062.42	\$6,461.04	\$6,265.04
Spending Potential Index	140	128	124
Food Away from Home: Total \$	\$14,160,783	\$155,738,099	\$321,439,385
Average Spent	\$5,141.90	\$4,528.98	\$4,343.89
Spending Potential Index	154	136	130
Health Care: Total \$	\$21,409,780	\$245,404,136	\$520,817,350
Average Spent	\$7,774.07	\$7,136.54	\$7,038.26
Spending Potential Index	139	128	126
HH Furnishings & Equipment: Total \$	\$8,304,287	\$90,765,406	\$188,435,189
Average Spent	\$3,015.35	\$2,639.53	\$2,546.49
Spending Potential Index	155	136	131
Personal Care Products & Services: Total \$	\$3,335,072	\$37,017,493	\$77,205,942
Average Spent	\$1,210.99	\$1,076.50	\$1,043.35
Spending Potential Index	152	135	131
Shelter: Total \$	\$65,401,490	\$741,087,004	\$1,547,317,366
Average Spent	\$23,747.82	\$21,551.37	\$20,910.26
Spending Potential Index	146	133	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,717,477	\$108,109,809	\$228,768,175
Average Spent	\$3,528.50	\$3,143.92	\$3,091.55
Spending Potential Index	151	134	132
Travel: Total \$	\$9,131,841	\$98,270,256	\$205,157,469
Average Spent	\$3,315.85	\$2,857.77	\$2,772.47
Spending Potential Index	160	138	134
Vehicle Maintenance & Repairs: Total \$	\$4,223,476	\$47,872,664	\$100,150,615
Average Spent	\$1,533.58	\$1,392.17	\$1,353.42
Spending Potential Index	143	130	126

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.