

Boomburbs

Dominant Tapestry Segment

KEY FACTS



73,261
Total Population



\$594,994
Median Home Value



2,490
Businesses



64,397
Daytime Population



38.3
Median Age



1.02%
2020-2022 Pop Growth Rate



\$53,257
Per Capita Income



2.8
Avg Household Size



\$113,634
Median Household Income

KEY SPENDING FACTS



Source: Esri, Esri-Data Axle, Esri-U.S. BLS. Esri forecasts for 2022, 2027.

© 2023 Esri

Spending facts are average annual dollars per household



Community Profile

City of Rocklin
 Rocklin City, CA (0662364)
 Geography: Place

Prepared by Esri

	Rocklin city,...
Population Summary	
2010 Total Population	57,693
2020 Total Population	71,601
2020 Group Quarters	1,007
2022 Total Population	73,261
2022 Group Quarters	1,282
2027 Total Population	75,002
2022-2027 Annual Rate	0.47%
2022 Total Daytime Population	64,397
Workers	26,762
Residents	37,635
Household Summary	
2010 Households	21,091
2010 Average Household Size	2.71
2020 Total Households	25,322
2020 Average Household Size	2.79
2022 Households	25,922
2022 Average Household Size	2.78
2027 Households	26,569
2027 Average Household Size	2.77
2022-2027 Annual Rate	0.49%
2010 Families	15,355
2010 Average Family Size	3.16
2022 Families	18,838
2022 Average Family Size	3.25
2027 Families	19,221
2027 Average Family Size	3.25
2022-2027 Annual Rate	0.40%
Housing Unit Summary	
2000 Housing Units	14,956
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	7.9%
2010 Housing Units	22,322
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	30.9%
Vacant Housing Units	5.5%
2020 Housing Units	26,124
Vacant Housing Units	3.1%
2022 Housing Units	26,906
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	28.7%
Vacant Housing Units	3.7%
2027 Housing Units	27,734
Owner Occupied Housing Units	67.5%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	4.2%
Median Household Income	
2022	\$113,634
2027	\$129,083
Median Home Value	
2022	\$594,994
2027	\$639,096
Per Capita Income	
2022	\$53,257
2027	\$62,341
Median Age	
2010	36.8
2022	38.3
2027	38.8

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

City of Rocklin
 Rocklin City, CA (0662364)
 Geography: Place

Prepared by Esri

Rocklin city,...

2022 Households by Income

Household Income Base	25,923
<\$15,000	4.2%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	5.4%
\$50,000 - \$74,999	10.2%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	24.2%
\$150,000 - \$199,999	14.5%
\$200,000+	20.3%
Average Household Income	\$151,146

2027 Households by Income

Household Income Base	26,569
<\$15,000	2.9%
\$15,000 - \$24,999	2.1%
\$25,000 - \$34,999	2.6%
\$35,000 - \$49,999	3.6%
\$50,000 - \$74,999	8.6%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	24.7%
\$150,000 - \$199,999	16.6%
\$200,000+	25.5%
Average Household Income	\$176,602

2022 Owner Occupied Housing Units by Value

Total	18,209
<\$50,000	0.7%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	0.3%
\$250,000 - \$299,999	1.3%
\$300,000 - \$399,999	6.5%
\$400,000 - \$499,999	19.5%
\$500,000 - \$749,999	54.5%
\$750,000 - \$999,999	11.4%
\$1,000,000 - \$1,499,999	3.3%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.9%
Average Home Value	\$628,728

2027 Owner Occupied Housing Units by Value

Total	18,718
<\$50,000	0.2%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	2.7%
\$400,000 - \$499,999	13.4%
\$500,000 - \$749,999	59.6%
\$750,000 - \$999,999	16.4%
\$1,000,000 - \$1,499,999	4.9%
\$1,500,000 - \$1,999,999	0.9%
\$2,000,000 +	1.3%
Average Home Value	\$694,149

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

City of Rocklin
 Rocklin City, CA (0662364)
 Geography: Place

Prepared by Esri

	Rocklin city,...
2010 Population by Age	
Total	57,691
0 - 4	6.2%
5 - 9	7.7%
10 - 14	8.4%
15 - 24	14.1%
25 - 34	11.0%
35 - 44	15.2%
45 - 54	15.9%
55 - 64	10.2%
65 - 74	5.9%
75 - 84	3.6%
85 +	1.7%
18 +	72.7%
2022 Population by Age	
Total	73,260
0 - 4	5.7%
5 - 9	6.6%
10 - 14	7.3%
15 - 24	12.6%
25 - 34	13.1%
35 - 44	13.8%
45 - 54	13.6%
55 - 64	12.2%
65 - 74	8.9%
75 - 84	4.4%
85 +	1.8%
18 +	76.2%
2027 Population by Age	
Total	75,003
0 - 4	5.9%
5 - 9	6.5%
10 - 14	6.8%
15 - 24	11.5%
25 - 34	13.1%
35 - 44	15.4%
45 - 54	12.3%
55 - 64	11.3%
65 - 74	9.7%
75 - 84	5.4%
85 +	1.9%
18 +	76.9%
2010 Population by Sex	
Males	27,959
Females	29,734
2022 Population by Sex	
Males	35,801
Females	37,459
2027 Population by Sex	
Males	36,673
Females	38,330

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

City of Rocklin
 Rocklin City, CA (0662364)
 Geography: Place

Prepared by Esri

Rocklin city,...

2010 Population by Race/Ethnicity	
Total	57,692
White Alone	82.8%
Black Alone	1.5%
American Indian Alone	0.7%
Asian Alone	7.1%
Pacific Islander Alone	0.3%
Some Other Race Alone	2.7%
Two or More Races	5.0%
Hispanic Origin	11.4%
Diversity Index	44.7
2020 Population by Race/Ethnicity	
Total	71,601
White Alone	68.7%
Black Alone	1.8%
American Indian Alone	0.7%
Asian Alone	11.9%
Pacific Islander Alone	0.3%
Some Other Race Alone	3.8%
Two or More Races	12.8%
Hispanic Origin	13.9%
Diversity Index	61.6
2022 Population by Race/Ethnicity	
Total	73,261
White Alone	68.8%
Black Alone	1.8%
American Indian Alone	0.7%
Asian Alone	11.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	4.0%
Two or More Races	13.1%
Hispanic Origin	13.9%
Diversity Index	61.5
2027 Population by Race/Ethnicity	
Total	75,001
White Alone	67.6%
Black Alone	1.8%
American Indian Alone	0.7%
Asian Alone	11.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	4.2%
Two or More Races	14.1%
Hispanic Origin	14.0%
Diversity Index	62.7
2010 Population by Relationship and Household Type	
Total	57,693
In Households	98.9%
In Family Households	85.9%
Householder	26.5%
Spouse	21.2%
Child	33.8%
Other relative	2.8%
Nonrelative	1.7%
In Nonfamily Households	13.0%
In Group Quarters	1.1%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.8%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

City of Rocklin
Rocklin City, CA (0662364)
Geography: Place

Prepared by Esri

	Rocklin city,...
2022 Population 25+ by Educational Attainment	
Total	49,641
Less than 9th Grade	1.1%
9th - 12th Grade, No Diploma	2.2%
High School Graduate	12.9%
GED/Alternative Credential	1.7%
Some College, No Degree	20.8%
Associate Degree	12.0%
Bachelor's Degree	33.0%
Graduate/Professional Degree	16.4%
2022 Population 15+ by Marital Status	
Total	58,900
Never Married	29.1%
Married	56.7%
Widowed	4.8%
Divorced	9.3%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	36,940
Population 16+ Employed	96.9%
Population 16+ Unemployment rate	3.1%
Population 16-24 Employed	12.1%
Population 16-24 Unemployment rate	6.1%
Population 25-54 Employed	66.4%
Population 25-54 Unemployment rate	2.6%
Population 55-64 Employed	16.7%
Population 55-64 Unemployment rate	2.6%
Population 65+ Employed	4.7%
Population 65+ Unemployment rate	4.6%
2022 Employed Population 16+ by Industry	
Total	35,790
Agriculture/Mining	0.8%
Construction	6.6%
Manufacturing	4.9%
Wholesale Trade	2.7%
Retail Trade	12.1%
Transportation/Utilities	4.4%
Information	2.2%
Finance/Insurance/Real Estate	8.9%
Services	49.6%
Public Administration	7.7%
2022 Employed Population 16+ by Occupation	
Total	35,791
White Collar	74.2%
Management/Business/Financial	24.0%
Professional	28.3%
Sales	11.5%
Administrative Support	10.4%
Services	12.8%
Blue Collar	13.0%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	1.7%
Production	2.3%
Transportation/Material Moving	4.4%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 04, 2023



Community Profile

City of Rocklin
 Rocklin City, CA (0662364)
 Geography: Place

Prepared by Esri

	Rocklin city,...
2010 Households by Type	
Total	21,096
Households with 1 Person	20.9%
Households with 2+ People	79.1%
Family Households	72.8%
Husband-wife Families	58.1%
With Related Children	30.4%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	4.3%
With Related Children	2.9%
Other Family with Female Householder	10.4%
With Related Children	6.7%
Nonfamily Households	6.4%
All Households with Children	40.3%
Multigenerational Households	3.0%
Unmarried Partner Households	5.6%
Male-female	5.0%
Same-sex	0.6%
2010 Households by Size	
Total	21,090
1 Person Household	20.9%
2 Person Household	32.3%
3 Person Household	17.4%
4 Person Household	18.4%
5 Person Household	7.4%
6 Person Household	2.3%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	21,093
Owner Occupied	67.3%
Owned with a Mortgage/Loan	57.1%
Owned Free and Clear	10.2%
Renter Occupied	32.7%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	87
Percent of Income for Mortgage	27.6%
Wealth Index	159
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	22,322
Housing Units Inside Urbanized Area	98.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.9%
2010 Population By Urban/ Rural Status	
Total Population	57,693
Population Inside Urbanized Area	98.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.7%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

City of Rocklin
 Rocklin City, CA (0662364)
 Geography: Place

Prepared by Esri

	Rocklin city,...
Top 3 Tapestry Segments	
1.	Boomburbs (1C)
2.	Home Improvement (4B)
3.	Bright Young Professionals (8C)
2022 Consumer Spending	
Apparel & Services: Total \$	\$88,115,665
Average Spent	\$3,399.26
Spending Potential Index	141
Education: Total \$	\$72,921,057
Average Spent	\$2,813.10
Spending Potential Index	143
Entertainment/Recreation: Total \$	\$134,310,377
Average Spent	\$5,181.33
Spending Potential Index	141
Food at Home: Total \$	\$218,831,144
Average Spent	\$8,441.91
Spending Potential Index	136
Food Away from Home: Total \$	\$158,134,354
Average Spent	\$6,100.39
Spending Potential Index	141
Health Care: Total \$	\$253,895,285
Average Spent	\$9,794.59
Spending Potential Index	138
HH Furnishings & Equipment: Total \$	\$96,529,460
Average Spent	\$3,723.84
Spending Potential Index	145
Personal Care Products & Services: Total \$	\$37,726,061
Average Spent	\$1,455.37
Spending Potential Index	143
Shelter: Total \$	\$844,012,666
Average Spent	\$32,559.70
Spending Potential Index	142
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$106,815,180
Average Spent	\$4,120.64
Spending Potential Index	152
Travel: Total \$	\$111,381,283
Average Spent	\$4,296.79
Spending Potential Index	150
Vehicle Maintenance & Repairs: Total \$	\$45,828,789
Average Spent	\$1,767.95
Spending Potential Index	140

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.