COMMUNITY PROFILE

Geography: Place

City of Rocklin

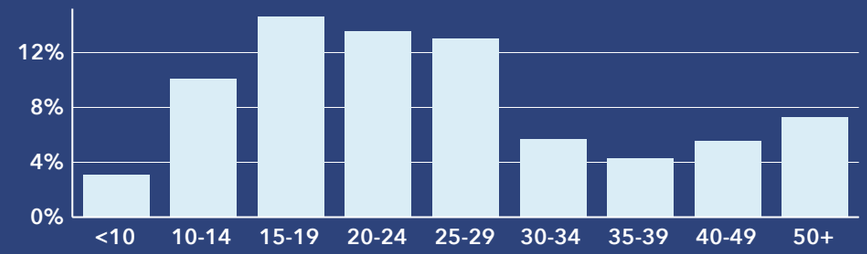
73,261	1.02%	2.78	61.5	38.3	$113,634	$594,994	$339,163	23.8%	61%	11,057
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+

12.8%
Services

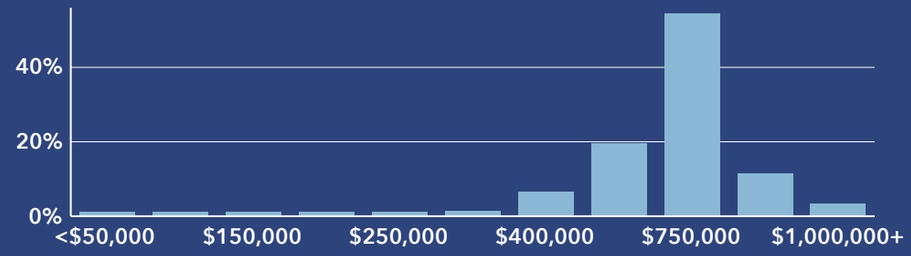
13.0%
Blue Collar

74.2%
White Collar

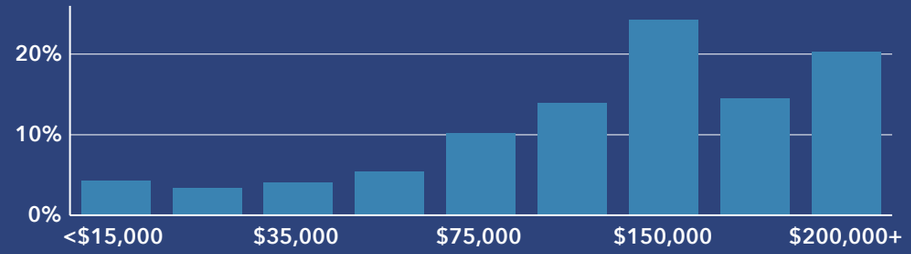
Mortgage as Percent of Salary



Home Value



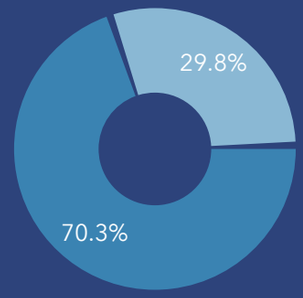
Household Income



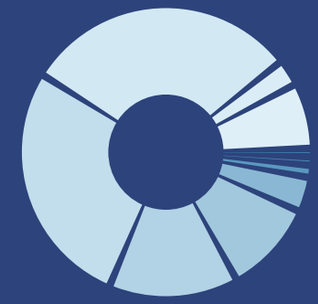
Age Profile: 5 Year Increments

Dots show comparison to: Placer County

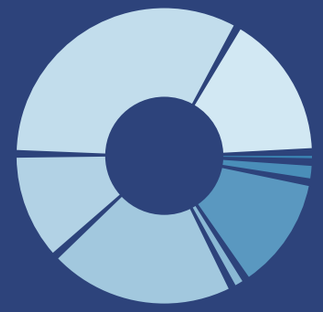
Home Ownership



Housing: Year Built



Educational Attainment



Commute Time: Minutes

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Source: Esri, ACS

Esri forecasts for 2022, 2016-2020, 2027

Key Facts

City of Rocklin
Geography: Place

KEY FACTS

73,261
Population

38.3
Median Age

2.8
Average Household Size

$113,634
Median Household Income

EDUCATION

3%
No High School Diploma

15%
High School Graduate

33%
Some College

49%
Bachelor's/Grad/Pr of Degree

BUSINESS

2,490
Total Businesses

21,211
Total Employees

EMPLOYMENT

74.2%
White Collar

13.0%
Blue Collar

12.8%
Services

3.1%
Unemployment Rate

INCOME

$113,634
Median Household Income

$53,257
Per Capita Income

$339,163
Median Net Worth

Households By Income

The largest group: $100,000 - $149,999 (24.2%)
The smallest group: $15,000 - $24,999 (3.3%)

Indicator ▲	Value	Diff
<$15,000	4.2%	-0.2%
$15,000 - $24,999	3.3%	-1.2%
$25,000 - $34,999	4.0%	-0.8%
$35,000 - $49,999	5.4%	-1.1%
$50,000 - $74,999	10.2%	-2.3%
$75,000 - $99,999	13.9%	+0.7%
$100,000 - $149,999	24.2%	+2.5%
$150,000 - $199,999	14.5%	+1.2%
$200,000+	20.3%	+1.2%

Bars show deviation from Placer County

This infographic contains data provided by Esri, Esri-Data Axle. The vintage of the data is 2022, 2027.

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TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode (learn more...)	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	12,813	49.43%	10.00%	494
Upscale Avenues (L2)	580	2.24%	5.55%	40
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	4,410	17.01%	7.63%	223
GenXurban (L5)	2,863	11.04%	11.26%	98
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	0	0.00%	7.20%	0
Middle Ground (L8)	5,256	20.28%	10.79%	188
Senior Styles (L9)	0	0.00%	5.80%	0
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	0	0.00%	6.16%	0
Hometown (L12)	0	0.00%	6.01%	0
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0

Key Facts

$594,994
Median Home Value

$113,634
Median HH Income

5.2
Home Value to Income Ratio

38.3
Median Age

25,922
Households

Education

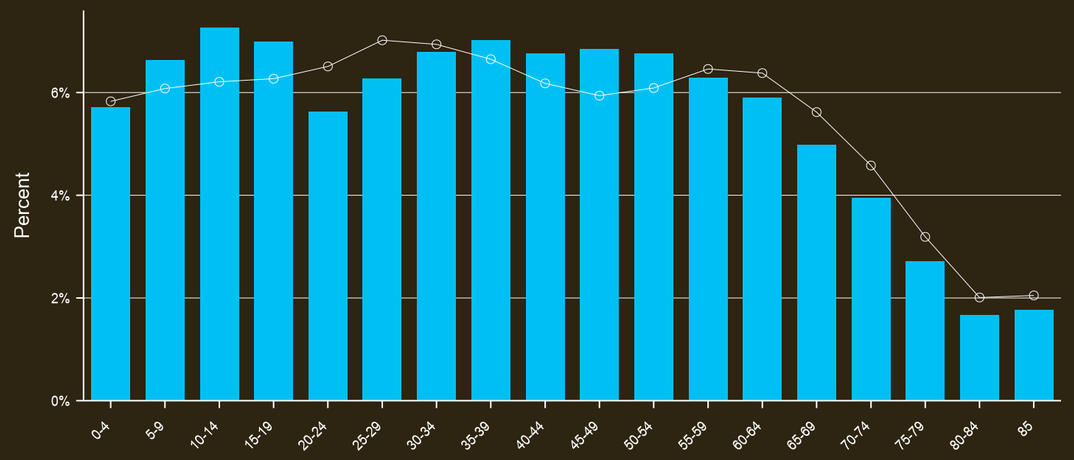
3%
No HS Diploma

15%
HS Graduate

33%
Some College

49%
Degree or Higher

Age Profile



Dots show comparison to: United States

Households By Income

The largest group: $100,000 - $149,999 (24.2%)

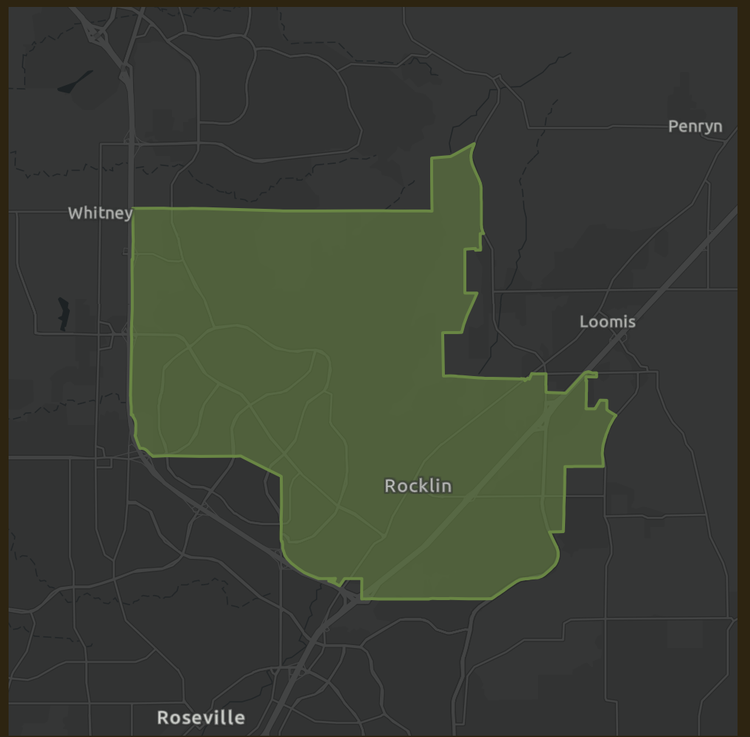
The smallest group: $15,000 - $24,999 (3.3%)

Indicator ▲	Value	Diff
<$15,000	4.2%	-4.3%
$15,000 - $24,999	3.3%	-3.9%
$25,000 - $34,999	4.0%	-3.5%
$35,000 - $49,999	5.4%	-5.7%
$50,000 - $74,999	10.2%	-6.7%
$75,000 - $99,999	13.9%	+0.7%
$100,000 - $149,999	24.2%	+7.0%
$150,000 - $199,999	14.5%	+6.1%
$200,000+	20.3%	+10.4%

Bars show deviation from: United States

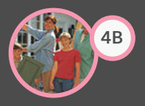
City of Rocklin

Geography: Place



Tapestry Segments

1C **Boomburbs**
7,240 households
27.9% of Households



4B **Home Improvement**
3,001 households
11.6% of Households

8C **Bright Young Professionals**
2,783 households
10.7% of Households

Source: Esri. The vintage of the data is 2022.

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TARGET MARKET SUMMARY

City of Rocklin

Geography: Place

KEY FACTS

73,261
Population

38.3
Median Age

2.8
Average Household Size

$113,634
Median Household Income

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This infographic contains data provided by Esri, Esri-U.S. BLS, Esri-MRI-Simmons. The vintage of the data is 2022, 2027.

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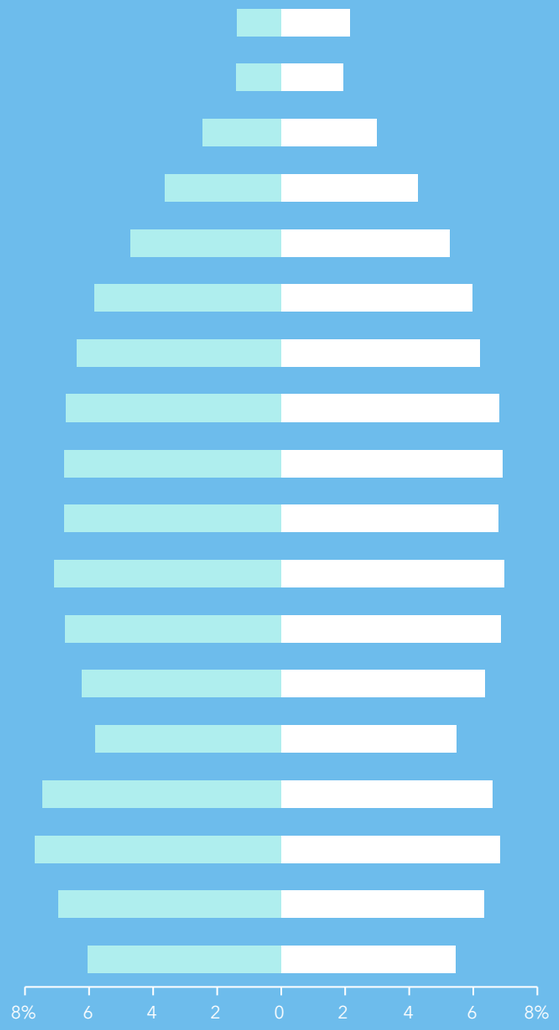
AGE PYRAMID



The largest group:
2022 Males Age 10-14

The smallest group:
2022 Males Age 85+

ANNUAL LIFESTYLE SPENDING

$4,297
Travel

$133
Theatre/Operas/Concerts

$156
Movies/Museums/ Parks

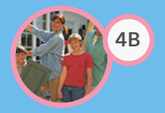
$115
Sports Events

$10
Online Games

$183
Audio

Tapestry Segments

Boomburbs
7,240 households
27.9%
of Households



Home Improvement
3,001 households
11.6%
of Households

Bright Young Professionals
2,783 households
10.7%
of Households