

FULL PROFILE

1990-2000 Census, 2010 Estimates with 2015 Projections

Calculated using Proportional Block Groups

Collaborative Retail Strategies

Lat/Lon: 42.1224/-70.9150

RF1

144 Market St		1 mi radius	2 mi radius	3 mi radius	4 mi radius
Rockland, MA 02370-2632					
POPULATION	2010 Estimated Population	8,563	23,878	45,492	75,798
	2015 Projected Population	9,103	24,878	47,410	78,828
	2000 Census Population	8,313	22,933	42,966	71,075
	1990 Census Population	8,097	21,371	39,669	66,812
	Projected Annual Growth 2010 to 2015	1.3%	0.8%	0.8%	0.8%
	Historical Annual Growth 1990 to 2010	0.3%	0.6%	0.7%	0.7%
HOUSEHOLDS	2010 Estimated Households	3,113	8,564	15,977	26,745
	2015 Projected Households	3,262	8,774	16,355	27,299
	2000 Census Households	3,044	8,310	15,250	25,370
	1990 Census Households	2,733	7,250	13,211	22,456
	Projected Annual Growth 2010 to 2015	1.0%	0.5%	0.5%	0.4%
	Historical Annual Growth 1990 to 2010	0.7%	0.9%	1.0%	1.0%
AGE	2010 Est. Population Under 10 Years	12.2%	12.3%	12.7%	12.5%
	2010 Est. Population 10 to 19 Years	14.2%	13.7%	13.8%	13.7%
	2010 Est. Population 20 to 29 Years	14.5%	12.5%	12.3%	12.2%
	2010 Est. Population 30 to 44 Years	18.6%	18.6%	18.7%	18.6%
	2010 Est. Population 45 to 59 Years	21.2%	21.6%	22.5%	23.1%
	2010 Est. Population 60 to 74 Years	14.1%	14.8%	14.1%	14.2%
	2010 Est. Population 75 Years or Over	5.3%	6.5%	5.9%	5.7%
	2010 Est. Median Age	37.3	39.2	38.9	39.4
MARITAL STATUS & GENDER	2010 Est. Male Population	49.3%	48.8%	49.0%	49.0%
	2010 Est. Female Population	50.7%	51.2%	51.0%	51.0%
	2010 Est. Never Married	28.2%	26.5%	26.3%	26.4%
	2010 Est. Now Married	49.7%	53.3%	55.4%	55.7%
	2010 Est. Separated or Divorced	15.0%	13.2%	12.0%	11.3%
	2010 Est. Widowed	7.1%	7.0%	6.3%	6.6%
INCOME	2010 Est. HH Income \$200,000 or More	4.6%	4.0%	4.4%	4.2%
	2010 Est. HH Income \$150,000 to \$199,999	5.9%	5.4%	6.4%	6.6%
	2010 Est. HH Income \$100,000 to \$149,999	16.0%	18.5%	21.6%	22.0%
	2010 Est. HH Income \$75,000 to \$99,999	14.2%	16.7%	15.7%	16.0%
	2010 Est. HH Income \$50,000 to \$74,999	18.8%	18.6%	19.1%	18.9%
	2010 Est. HH Income \$35,000 to \$49,999	18.3%	14.8%	13.0%	11.9%
	2010 Est. HH Income \$25,000 to \$34,999	6.8%	7.2%	6.8%	7.2%
	2010 Est. HH Income \$15,000 to \$24,999	7.0%	7.7%	6.9%	6.7%
	2010 Est. HH Income Under \$15,000	8.3%	7.0%	6.0%	6.4%
	2010 Est. Average Household Income	\$84,785	\$85,508	\$90,926	\$90,477
	2010 Est. Median Household Income	\$65,540	\$69,685	\$75,029	\$75,931
	2010 Est. Per Capita Income	\$31,343	\$31,469	\$32,461	\$32,329
2010 Est. Total Businesses	275	766	1,576	3,056	
2010 Est. Total Employees	2,829	7,474	14,961	30,156	

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RACE	2010 Est. White	90.2%	91.3%	91.9%	91.0%
	2010 Est. Black	4.3%	4.0%	3.7%	4.0%
	2010 Est. Asian or Pacific Islander	1.8%	1.4%	1.3%	1.6%
	2010 Est. American Indian or Alaska Native	0.2%	0.2%	0.2%	0.2%
	2010 Est. Other Races	3.6%	3.1%	2.9%	3.2%
HISPANIC	2010 Est. Hispanic Population	116	296	579	1,077
	2010 Est. Hispanic Population	1.4%	1.2%	1.3%	1.4%
	2015 Proj. Hispanic Population	1.5%	1.4%	1.4%	1.6%
	2000 Hispanic Population	1.0%	0.9%	0.9%	1.0%
EDUCATION (Adults 25 or Older)	2010 Est. Adult Population (25 Years or Over)	5,679	16,149	30,468	51,119
	2010 Est. Elementary (Grade Level 0 to 8)	1.5%	1.5%	1.4%	1.4%
	2010 Est. Some High School (Grade Level 9 to 11)	5.5%	5.4%	4.8%	4.6%
	2010 Est. High School Graduate	40.2%	37.2%	35.2%	34.4%
	2010 Est. Some College	18.5%	18.8%	19.3%	18.7%
	2010 Est. Associate Degree Only	11.9%	11.5%	11.2%	10.7%
	2010 Est. Bachelor Degree Only	16.5%	17.9%	19.3%	20.2%
	2010 Est. Graduate Degree	5.8%	7.7%	8.8%	9.9%
HOUSING	2010 Est. Total Housing Units	3,242	8,932	16,699	27,892
	2010 Est. Owner-Occupied	65.2%	70.7%	73.1%	74.4%
	2010 Est. Renter-Occupied	30.8%	25.2%	22.6%	21.5%
	2010 Est. Vacant Housing	4.0%	4.1%	4.3%	4.1%
HOMES BUILT BY YEAR	2000 Homes Built 1999 to 2000	0.9%	1.0%	1.2%	1.1%
	2000 Homes Built 1995 to 1998	4.5%	6.3%	6.0%	5.0%
	2000 Homes Built 1990 to 1994	3.1%	4.5%	4.8%	4.0%
	2000 Homes Built 1980 to 1989	8.6%	10.2%	10.0%	9.3%
	2000 Homes Built 1970 to 1979	7.9%	8.4%	10.2%	11.8%
	2000 Homes Built 1960 to 1969	8.2%	9.3%	11.3%	15.2%
	2000 Homes Built 1950 to 1959	18.8%	15.7%	15.2%	16.7%
	2000 Homes Built Before 1949	48.1%	44.4%	41.4%	36.8%
HOME VALUES	2000 Home Value \$1,000,000 or More	-	-	-	-
	2000 Home Value \$500,000 to \$999,999	-	1.3%	1.5%	1.2%
	2000 Home Value \$400,000 to \$499,999	-	1.2%	1.8%	2.2%
	2000 Home Value \$300,000 to \$399,999	1.3%	2.8%	6.1%	6.4%
	2000 Home Value \$200,000 to \$299,999	15.7%	20.8%	25.5%	28.0%
	2000 Home Value \$150,000 to \$199,999	41.6%	39.6%	36.5%	33.9%
	2000 Home Value \$100,000 to \$149,999	39.6%	32.7%	26.4%	25.4%
	2000 Home Value \$50,000 to \$99,999	1.3%	1.1%	1.8%	2.4%
	2000 Home Value \$25,000 to \$49,999	-	0.2%	0.1%	0.2%
	2000 Home Value Under \$25,000	0.4%	0.3%	0.2%	0.2%
	2000 Median Home Value	\$161,247	\$175,347	\$188,740	\$192,094
	2000 Median Rent	\$616	\$592	\$599	\$631

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LABOR FORCE	2010 Est. Labor Population Age 16 Years or Over	6,797	18,992	35,909	60,112
	2010 Est. Civilian Employed	66.8%	66.5%	66.8%	66.5%
	2010 Est. Civilian Unemployed	5.7%	5.1%	5.1%	5.2%
	2010 Est. in Armed Forces	-	-	0.1%	0.1%
	2010 Est. not in Labor Force	27.5%	28.4%	28.0%	28.2%
	2010 Labor Force Males	48.5%	48.0%	48.4%	48.4%
	2010 Labor Force Females	51.5%	52.0%	51.6%	51.6%
OCCUPATION	2000 Occupation: Population Age 16 Years or Over	4,465	12,184	22,736	37,719
	2000 Mgmt, Business, & Financial Operations	12.2%	14.9%	15.7%	15.6%
	2000 Professional, Related	19.1%	19.2%	19.7%	19.9%
	2000 Service	17.0%	16.1%	14.6%	13.5%
	2000 Sales, Office	28.4%	27.5%	28.1%	29.1%
	2000 Farming, Fishing, Forestry	0.2%	0.1%	0.1%	0.2%
	2000 Construction, Extraction, Maintenance	11.8%	11.0%	10.6%	10.6%
	2000 Production, Transport, Material Moving	11.4%	11.2%	11.2%	11.0%
	2000 White Collar Workers	59.7%	61.6%	63.6%	64.7%
	2000 Blue Collar Workers	40.3%	38.4%	36.4%	35.3%
TRANSPORTATION TO WORK	2000 Drive to Work Alone	81.3%	83.6%	83.5%	83.0%
	2000 Drive to Work in Carpool	10.7%	8.7%	8.2%	8.3%
	2000 Travel to Work by Public Transportation	3.2%	3.9%	4.8%	5.1%
	2000 Drive to Work on Motorcycle	-	0.1%	0.1%	0.1%
	2000 Walk or Bicycle to Work	1.8%	1.6%	1.3%	1.3%
	2000 Other Means	0.4%	0.3%	0.3%	0.3%
	2000 Work at Home	2.5%	1.8%	1.8%	1.9%
TRAVEL TIME	2000 Travel to Work in 14 Minutes or Less	28.9%	27.5%	25.5%	23.8%
	2000 Travel to Work in 15 to 29 Minutes	30.9%	30.5%	31.2%	31.0%
	2000 Travel to Work in 30 to 59 Minutes	28.9%	28.9%	29.4%	30.7%
	2000 Travel to Work in 60 Minutes or More	11.3%	13.1%	13.9%	14.5%
	2000 Average Travel Time to Work	27.2	28.6	29.3	29.8
CONSUMER EXPENDITURE	2010 Est. Total Household Expenditure	\$196 M	\$541 M	\$1.05 B	\$1.76 B
	2010 Est. Apparel	\$9.39 M	\$25.9 M	\$50.6 M	\$84.4 M
	2010 Est. Contributions, Gifts	\$12.8 M	\$35.3 M	\$69.8 M	\$116 M
	2010 Est. Education, Reading	\$5.56 M	\$15.3 M	\$30.4 M	\$50.8 M
	2010 Est. Entertainment	\$11.0 M	\$30.5 M	\$59.5 M	\$99.1 M
	2010 Est. Food, Beverages, Tobacco	\$30.9 M	\$85.2 M	\$165 M	\$275 M
	2010 Est. Furnishings, Equipment	\$8.77 M	\$24.4 M	\$47.8 M	\$79.8 M
	2010 Est. Health Care, Insurance	\$13.8 M	\$37.9 M	\$73.1 M	\$122 M
	2010 Est. Household Operations, Shelter, Utilities	\$58.5 M	\$162 M	\$315 M	\$526 M
	2010 Est. Miscellaneous Expenses	\$3.25 M	\$8.92 M	\$17.2 M	\$28.7 M
	2010 Est. Personal Care	\$2.83 M	\$7.82 M	\$15.2 M	\$25.4 M
	2010 Est. Transportation	\$39.1 M	\$108 M	\$211 M	\$351 M

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