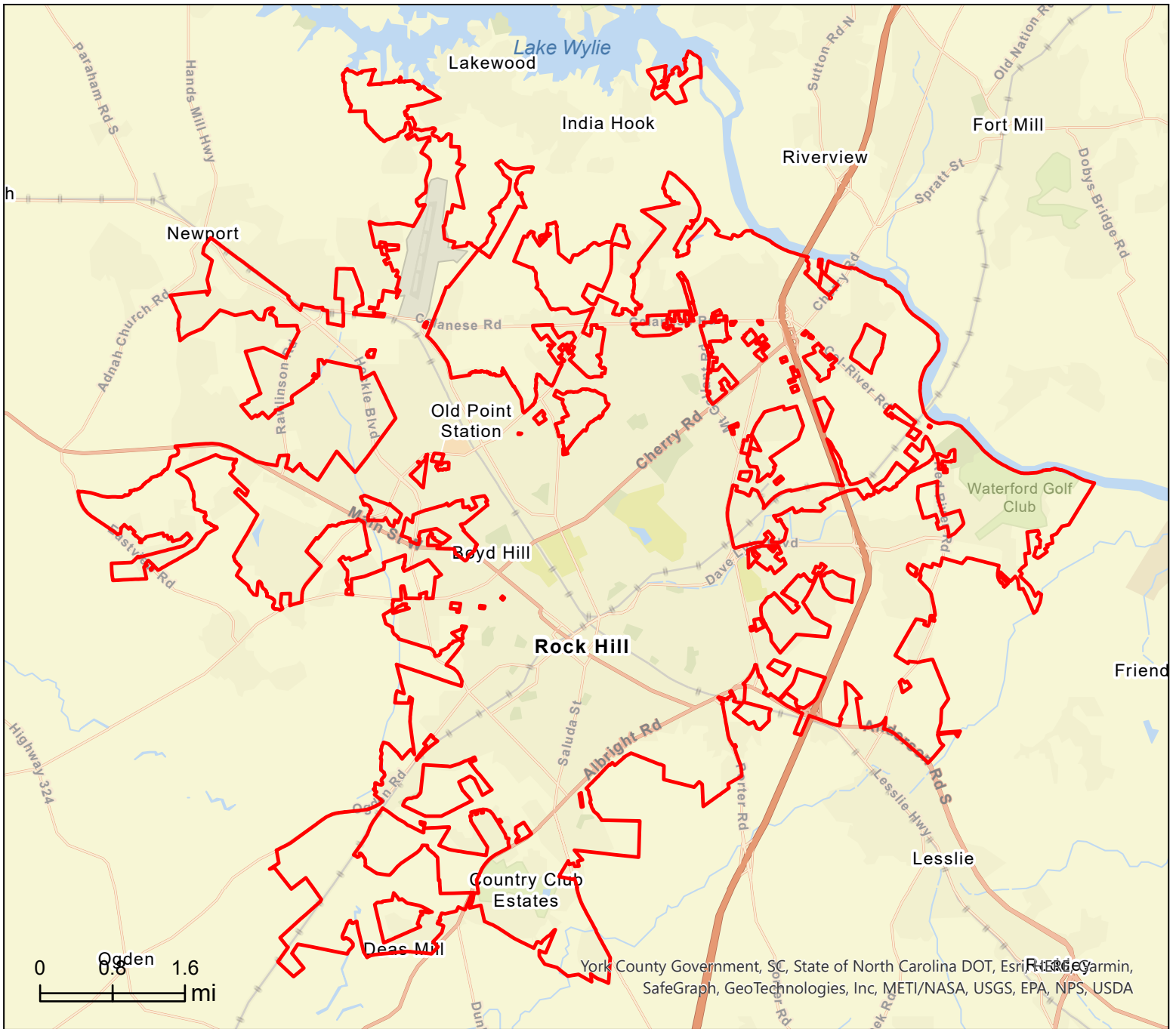


Rock Hill city, SC (4561405)  
 Rock Hill city, SC (4561405)  
 Geography: Place

Prepared by Esri



**This site is located in:**

- City:** ---
- County:** York County
- State:** South Carolina
- ZIP Code:** 29730
- Census Tract:** 45091060102
- Census Block Group:** 450910601021
- CBSA:** Charlotte-Concord-Gastonia, NC-SC Metropolitan Statistical Area



# Community Profile

Rock Hill city, SC (4561405)  
 Rock Hill city, SC (4561405)  
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	Rock Hill cit...
<b>Population Summary</b>	
2010 Total Population	69,052
2020 Total Population	74,550
2020 Group Quarters	3,216
2022 Total Population	76,674
2022 Group Quarters	3,282
2027 Total Population	81,602
2022-2027 Annual Rate	1.25%
2022 Total Daytime Population	89,801
Workers	49,775
Residents	40,026
<b>Household Summary</b>	
2010 Households	27,108
2010 Average Household Size	2.43
2020 Total Households	30,290
2020 Average Household Size	2.36
2022 Households	31,229
2022 Average Household Size	2.35
2027 Households	33,389
2027 Average Household Size	2.35
2022-2027 Annual Rate	1.35%
2010 Families	16,990
2010 Average Family Size	3.03
2022 Families	18,539
2022 Average Family Size	3.01
2027 Families	19,692
2027 Average Family Size	3.01
2022-2027 Annual Rate	1.21%
<b>Housing Unit Summary</b>	
2000 Housing Units	23,000
Owner Occupied Housing Units	53.7%
Renter Occupied Housing Units	38.5%
Vacant Housing Units	7.8%
2010 Housing Units	30,465
Owner Occupied Housing Units	49.0%
Renter Occupied Housing Units	39.9%
Vacant Housing Units	11.0%
2020 Housing Units	32,792
Vacant Housing Units	7.6%
2022 Housing Units	33,641
Owner Occupied Housing Units	51.1%
Renter Occupied Housing Units	41.7%
Vacant Housing Units	7.2%
2027 Housing Units	36,045
Owner Occupied Housing Units	52.4%
Renter Occupied Housing Units	40.3%
Vacant Housing Units	7.4%
<b>Median Household Income</b>	
2022	\$55,181
2027	\$62,357
<b>Median Home Value</b>	
2022	\$214,200
2027	\$225,535
<b>Per Capita Income</b>	
2022	\$32,313
2027	\$36,761
<b>Median Age</b>	
2010	33.1
2022	35.4
2027	36.2

**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

Rock Hill city, SC (4561405)  
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## 2022 Households by Income

Household Income Base	31,222
<\$15,000	8.7%
\$15,000 - \$24,999	8.4%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	14.1%
\$150,000 - \$199,999	6.5%
\$200,000+	3.9%
Average Household Income	\$79,224

## 2027 Households by Income

Household Income Base	33,383
<\$15,000	7.0%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	17.0%
\$150,000 - \$199,999	8.5%
\$200,000+	4.2%
Average Household Income	\$89,797

## 2022 Owner Occupied Housing Units by Value

Total	17,195
<\$50,000	6.4%
\$50,000 - \$99,999	10.2%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	15.3%
\$200,000 - \$249,999	16.6%
\$250,000 - \$299,999	14.8%
\$300,000 - \$399,999	12.5%
\$400,000 - \$499,999	4.4%
\$500,000 - \$749,999	3.7%
\$750,000 - \$999,999	2.3%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$244,703

## 2027 Owner Occupied Housing Units by Value

Total	18,868
<\$50,000	5.9%
\$50,000 - \$99,999	9.4%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	14.2%
\$200,000 - \$249,999	15.6%
\$250,000 - \$299,999	15.8%
\$300,000 - \$399,999	13.5%
\$400,000 - \$499,999	5.2%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	2.8%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$259,548

**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.

March 01, 2023



# Community Profile

Rock Hill city, SC (4561405)  
Rock Hill city, SC (4561405)  
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## Rock Hill cit...

2010 Population by Age		Rock Hill cit...
Total		69,055
0 - 4		7.1%
5 - 9		6.5%
10 - 14		6.3%
15 - 24		18.3%
25 - 34		14.3%
35 - 44		13.1%
45 - 54		12.8%
55 - 64		10.2%
65 - 74		6.0%
75 - 84		3.7%
85 +		1.8%
18 +		76.1%
2022 Population by Age		Rock Hill cit...
Total		76,673
0 - 4		6.2%
5 - 9		6.3%
10 - 14		6.2%
15 - 24		15.8%
25 - 34		15.0%
35 - 44		12.6%
45 - 54		11.5%
55 - 64		11.1%
65 - 74		8.9%
75 - 84		4.5%
85 +		1.9%
18 +		77.4%
2027 Population by Age		Rock Hill cit...
Total		81,601
0 - 4		6.3%
5 - 9		6.1%
10 - 14		6.2%
15 - 24		15.9%
25 - 34		13.8%
35 - 44		13.2%
45 - 54		11.2%
55 - 64		10.6%
65 - 74		9.2%
75 - 84		5.5%
85 +		2.0%
18 +		77.6%
2010 Population by Sex		Rock Hill cit...
Males		31,994
Females		37,058
2022 Population by Sex		Rock Hill cit...
Males		36,294
Females		40,379
2027 Population by Sex		Rock Hill cit...
Males		38,615
Females		42,986

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

Rock Hill city, SC (4561405)  
 Rock Hill city, SC (4561405)  
 Geography: Place

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## 2010 Population by Race/Ethnicity

Total	69,052
White Alone	57.3%
Black Alone	35.6%
American Indian Alone	0.6%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.8%
Two or More Races	2.0%
Hispanic Origin	5.7%
Diversity Index	59.2

## 2020 Population by Race/Ethnicity

Total	74,550
White Alone	48.8%
Black Alone	38.7%
American Indian Alone	0.6%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.9%
Two or More Races	5.9%
Hispanic Origin	7.7%
Diversity Index	66.3

## 2022 Population by Race/Ethnicity

Total	76,674
White Alone	50.4%
Black Alone	36.7%
American Indian Alone	0.7%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.2%
Two or More Races	6.3%
Hispanic Origin	7.9%
Diversity Index	66.3

## 2027 Population by Race/Ethnicity

Total	81,602
White Alone	49.5%
Black Alone	37.1%
American Indian Alone	0.7%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	6.7%
Hispanic Origin	8.0%
Diversity Index	66.8

## 2010 Population by Relationship and Household Type

Total	69,051
In Households	95.6%
In Family Households	77.0%
Householder	24.6%
Spouse	15.4%
Child	30.5%
Other relative	4.0%
Nonrelative	2.6%
In Nonfamily Households	18.5%
In Group Quarters	4.4%
Institutionalized Population	1.0%
Noninstitutionalized Population	3.5%

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

March 01, 2023



# Community Profile

Rock Hill city, SC (4561405)  
 Rock Hill city, SC (4561405)  
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## 2022 Population 25+ by Educational Attainment

Total	50,196
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	20.7%
GED/Alternative Credential	4.1%
Some College, No Degree	22.1%
Associate Degree	11.3%
Bachelor's Degree	21.0%
Graduate/Professional Degree	11.0%

## 2022 Population 15+ by Marital Status

Total	62,324
Never Married	39.7%
Married	43.3%
Widowed	6.6%
Divorced	10.4%

## 2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	39,177
Population 16+ Employed	95.3%
Population 16+ Unemployment rate	4.7%
Population 16-24 Employed	17.1%
Population 16-24 Unemployment rate	10.4%
Population 25-54 Employed	65.2%
Population 25-54 Unemployment rate	3.6%
Population 55-64 Employed	13.3%
Population 55-64 Unemployment rate	2.6%
Population 65+ Employed	4.4%
Population 65+ Unemployment rate	4.6%

## 2022 Employed Population 16+ by Industry

Total	37,325
Agriculture/Mining	0.4%
Construction	5.1%
Manufacturing	14.6%
Wholesale Trade	3.2%
Retail Trade	13.5%
Transportation/Utilities	6.8%
Information	1.6%
Finance/Insurance/Real Estate	6.4%
Services	44.9%
Public Administration	3.5%

## 2022 Employed Population 16+ by Occupation

Total	37,324
White Collar	60.1%
Management/Business/Financial	14.9%
Professional	20.4%
Sales	10.5%
Administrative Support	14.2%
Services	15.1%
Blue Collar	24.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	3.1%
Production	9.0%
Transportation/Material Moving	8.7%

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

March 01, 2023



# Community Profile

Rock Hill city, SC (4561405)  
 Rock Hill city, SC (4561405)  
 Geography: Place

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	<b>Rock Hill cit...</b>
<b>2010 Households by Type</b>	
Total	27,109
Households with 1 Person	29.7%
Households with 2+ People	70.3%
Family Households	62.7%
Husband-wife Families	39.2%
With Related Children	17.3%
Other Family (No Spouse Present)	23.4%
Other Family with Male Householder	5.0%
With Related Children	2.9%
Other Family with Female Householder	18.4%
With Related Children	12.6%
Nonfamily Households	7.6%
All Households with Children	33.2%
Multigenerational Households	4.5%
Unmarried Partner Households	7.3%
Male-female	6.7%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	27,109
1 Person Household	29.7%
2 Person Household	32.2%
3 Person Household	16.9%
4 Person Household	12.4%
5 Person Household	5.5%
6 Person Household	2.0%
7 + Person Household	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	27,110
Owner Occupied	55.1%
Owned with a Mortgage/Loan	42.2%
Owned Free and Clear	12.9%
Renter Occupied	44.9%
<b>2022 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	125
Percent of Income for Mortgage	20.5%
Wealth Index	62
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	30,465
Housing Units Inside Urbanized Area	97.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.4%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	69,052
Population Inside Urbanized Area	97.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.6%

**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

Rock Hill city, SC (4561405)  
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### Top 3 Tapestry Segments

1. Bright Young Professionals (8C)
2. Middleburg (4C)
3. Hometown Heritage (8G)

### 2022 Consumer Spending

Apparel & Services: Total \$	\$58,964,030
Average Spent	\$1,888.12
Spending Potential Index	78
Education: Total \$	\$43,936,971
Average Spent	\$1,406.93
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$86,818,146
Average Spent	\$2,780.05
Spending Potential Index	76
Food at Home: Total \$	\$149,627,657
Average Spent	\$4,791.30
Spending Potential Index	77
Food Away from Home: Total \$	\$104,646,008
Average Spent	\$3,350.92
Spending Potential Index	78
Health Care: Total \$	\$170,711,493
Average Spent	\$5,466.44
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$61,101,076
Average Spent	\$1,956.55
Spending Potential Index	76
Personal Care Products & Services: Total \$	\$24,750,991
Average Spent	\$792.56
Spending Potential Index	78
Shelter: Total \$	\$540,541,943
Average Spent	\$17,308.97
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$63,189,276
Average Spent	\$2,023.42
Spending Potential Index	74
Travel: Total \$	\$65,964,900
Average Spent	\$2,112.30
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$31,190,916
Average Spent	\$998.78
Spending Potential Index	79

**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.

March 01, 2023