Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.6801/-72.6566

80 Town Line Rd Rocky Hill, CT 06067	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	7,003		45,655		150,865	
Projected Population (2028)	6,810		44,820		148,820	
Census Population (2020)	6,955		45,874		151,747	
Census Population (2010)	6,836		44,751		150,677	
Projected Annual Growth (2023 to 2028)	-193	-0.5%	-835	-0.4%	-2,045	-0.3%
Historical Annual Growth (2020 to 2023)	48	0.2%	-219	-0.2%	-882	-0.2%
Historical Annual Growth (2010 to 2020)	119	0.6%	1,124	0.8%	1,070	0.2%
Estimated Population Density (2023)	2,230	psm	1,616	psm	1,922	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2023)	3,201		19,334		61,813	
Projected Households (2028)	3,095		18,826		60,511	
Census Households (2020)	3,143		19,204		61,399	
Census Households (2010)	3,057		18,658		59,379	
Estimated Households with Children (2023)	730	22.8%	5,140	26.6%	18,879	30.5%
Estimated Average Household Size (2023)	2.15		2.33		2.40	
Average Household Income						
Estimated Average Household Income (2023)	$123,784		$147,457		$122,991	
Projected Average Household Income (2028)	$136,572		$162,872		$135,152	
Estimated Average Family Income (2023)	$159,172		$174,954		$143,840	
Median Household Income						
Estimated Median Household Income (2023)	$96,922		$111,314		$95,775	
Projected Median Household Income (2028)	$99,292		$114,033		$98,402	
Estimated Median Family Income (2023)	$125,212		$135,586		$117,327	
Per Capita Income						
Estimated Per Capita Income (2023)	$56,774		$62,644		$50,567	
Projected Per Capita Income (2028)	$62,280		$68,616		$55,131	
Estimated Per Capita Income 5 Year Growth	$5,505	9.7%	$5,972	9.5%	$4,564	9.0%
Estimated Average Household Net Worth (2023)	$1,283,412		$1,408,732		$1,159,554	
Daytime Demos (2023)						
Total Businesses	547		2,775		9,249	
Total Employees	7,289		29,462		87,503	
Company Headquarter Businesses	16	2.9%	95	3.4%	310	3.3%
Company Headquarter Employees	2,119	29.1%	5,876	19.9%	15,664	17.9%
Employee Population per Business	13.3		10.6		9.5	
Residential Population per Business	12.8		16.5		16.3	

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Race & Ethnicity						
White (2023)	5,309	75.8%	35,022	76.7%	92,740	61.5%
Black or African American (2023)	497	7.1%	2,656	5.8%	18,152	12.0%
American Indian or Alaska Native (2023)	10	0.1%	72	0.2%	491	0.3%
Asian (2023)	582	8.3%	3,536	7.7%	11,771	7.8%
Hawaiian or Pacific Islander (2023)	-	-	9	-	55	-
Other Race (2023)	205	2.9%	1,569	3.4%	15,494	10.3%
Two or More Races (2023)	400	5.7%	2,791	6.1%	12,163	8.1%
Not Hispanic or Latino Population (2023)	6,313	90.1%	40,618	89.0%	117,207	77.7%
Hispanic or Latino Population (2023)	690	9.9%	5,037	11.0%	33,658	22.3%
Not Hispanic or Latino Population (2028)	6,142	90.2%	39,859	88.9%	115,445	77.6%
Hispanic or Latino Population (2028)	668	9.8%	4,962	11.1%	33,375	22.4%
Not Hispanic or Latino Population (2020)	6,371	91.6%	41,631	90.8%	115,572	76.2%
Hispanic or Latino Population (2020)	584	8.4%	4,243	9.2%	36,176	23.8%
Not Hispanic or Latino Population (2010)	6,375	93.3%	41,944	93.7%	118,734	78.8%
Hispanic or Latino Population (2010)	461	6.7%	2,807	6.3%	31,943	21.2%
Projected Hispanic Annual Growth (2023 to 2028)	-22	-0.6%	-75	-0.3%	-282	-0.2%
Historic Hispanic Annual Growth (2010 to 2023)	229	3.8%	2,230	6.1%	1,715	0.4%
Age Distribution (2023)						
Age Under 5	319	4.6%	2,076	4.5%	7,756	5.1%
Age 5 to 9 Years	331	4.7%	2,377	5.2%	8,455	5.6%
Age 10 to 14 Years	331	4.7%	2,583	5.7%	9,329	6.2%
Age 15 to 19 Years	326	4.7%	2,401	5.3%	9,441	6.3%
Age 20 to 24 Years	315	4.5%	2,100	4.6%	8,884	5.9%
Age 25 to 29 Years	455	6.5%	2,523	5.5%	9,456	6.3%
Age 30 to 34 Years	454	6.5%	2,758	6.0%	9,957	6.6%
Age 35 to 39 Years	416	5.9%	2,996	6.6%	10,167	6.7%
Age 40 to 44 Years	372	5.3%	2,855	6.3%	9,701	6.4%
Age 45 to 49 Years	378	5.4%	2,666	5.8%	8,823	5.8%
Age 50 to 54 Years	412	5.9%	3,020	6.6%	9,693	6.4%
Age 55 to 59 Years	476	6.8%	3,413	7.5%	10,551	7.0%
Age 60 to 64 Years	578	8.3%	3,589	7.9%	10,486	7.0%
Age 65 to 74 Years	983	14.0%	5,687	12.5%	15,895	10.5%
Age 75 to 84 Years	592	8.5%	3,248	7.1%	8,466	5.6%
Age 85 Years or Over	264	3.8%	1,365	3.0%	3,805	2.5%
Median Age	46.8		44.6		40.6	
Gender Age Distribution (2023)						
Female Population	3,764	53.8%	23,766	52.1%	78,336	51.9%
Age 0 to 19 Years	684	18.2%	4,641	19.5%	17,381	22.2%
Age 20 to 64 Years	1,999	53.1%	13,212	55.6%	44,758	57.1%
Age 65 Years or Over	1,082	28.7%	5,913	24.9%	16,196	20.7%
Female Median Age	48.5		46.3		42.3	
Male Population	3,239	46.2%	21,890	47.9%	72,529	48.1%
Age 0 to 19 Years	624	19.3%	4,795	21.9%	17,600	24.3%
Age 20 to 64 Years	1,858	57.4%	12,708	58.1%	42,960	59.2%
Age 65 Years or Over	757	23.4%	4,387	20.0%	11,970	16.5%
Male Median Age	44.7		42.8		38.9	

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Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.6801/-72.6566

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Household Income Distribution (2023)						
HH Income $200,000 or More	542	16.9%	3,604	18.6%	8,886	14.4%
HH Income $150,000 to $199,999	335	10.5%	2,737	14.2%	7,387	12.0%
HH Income $100,000 to $149,999	633	19.8%	3,922	20.3%	11,373	18.4%
HH Income $75,000 to $99,999	402	12.6%	2,568	13.3%	7,945	12.9%
HH Income $50,000 to $74,999	427	13.4%	2,140	11.1%	8,116	13.1%
HH Income $35,000 to $49,999	231	7.2%	1,473	7.6%	5,510	8.9%
HH Income $25,000 to $34,999	367	11.5%	948	4.9%	3,953	6.4%
HH Income $15,000 to $24,999	145	4.5%	856	4.4%	3,596	5.8%
HH Income Under $15,000	119	3.7%	1,087	5.6%	5,047	8.2%
HH Income $35,000 or More	2,570	80.3%	16,444	85.1%	49,217	79.6%
HH Income $75,000 or More	1,912	59.7%	12,831	66.4%	35,591	57.6%
Housing (2023)						
Total Housing Units	3,332		20,088		65,270	
Housing Units Occupied	3,201	96.1%	19,334	96.2%	61,813	94.7%
Housing Units Owner-Occupied	2,057	64.3%	15,518	80.3%	42,885	69.4%
Housing Units, Renter-Occupied	1,144	35.7%	3,816	19.7%	18,928	30.6%
Housing Units, Vacant	131	4.1%	754	3.9%	3,457	5.6%
Marital Status (2023)						
Never Married	1,819	30.2%	11,352	29.4%	46,135	36.8%
Currently Married	3,011	50.0%	20,109	52.1%	54,588	43.6%
Separated	151	2.5%	1,274	3.3%	4,565	3.6%
Widowed	474	7.9%	2,593	6.7%	7,312	5.8%
Divorced	567	9.4%	3,292	8.5%	12,725	10.2%
Household Type (2023)						
Population Family	5,356	76.5%	37,127	81.3%	122,382	81.1%
Population Non-Family	1,520	21.7%	7,893	17.3%	25,927	17.2%
Population Group Quarters	126	1.8%	635	1.4%	2,556	1.7%
Family Households	1,863	58.2%	12,510	64.7%	40,174	65.0%
Non-Family Households	1,337	41.8%	6,824	35.3%	21,639	35.0%
Married Couple with Children	539	17.9%	3,929	19.5%	11,699	21.4%
Average Family Household Size	2.9		3.0		3.0	
Household Size (2023)						
1 Person Households	1,142	35.7%	5,864	30.3%	18,207	29.5%
2 Person Households	1,153	36.0%	6,994	36.2%	21,148	34.2%
3 Person Households	399	12.5%	2,769	14.3%	9,541	15.4%
4 Person Households	337	10.5%	2,466	12.8%	7,953	12.9%
5 Person Households	124	3.9%	899	4.6%	3,254	5.3%
6 or More Person Households	45	1.4%	342	1.8%	1,710	2.8%
Household Vehicles (2023)						
Households with 0 Vehicles Available	291	9.1%	1,263	6.5%	5,775	9.3%
Households with 1 Vehicles Available	1,194	37.3%	6,391	33.1%	22,215	35.9%
Households with 2 or More Vehicles Available	1,716	53.6%	11,679	60.4%	33,823	54.7%
Total Vehicles Available	5,390		34,695		104,029	
Average Vehicles Per Household	1.7		1.8		1.7	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	5,952		38,087		123,414	
Estimated Civilian Employed	3,605	60.6%	24,243	63.7%	77,534	62.8%
Estimated Civilian Unemployed	56	0.9%	631	1.7%	3,276	2.7%
Estimated in Armed Forces	6	0.1%	39	0.1%	163	0.1%
Estimated Not in Labor Force	2,286	38.4%	13,173	34.6%	42,441	34.4%
Unemployment Rate	0.9%		1.7%		2.7%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	3,605		24,225		77,516	
Management, Business, Financial Operations	584	16.2%	5,108	21.1%	14,991	19.3%
Professional, Related	1,117	31.0%	7,712	31.8%	20,597	26.6%
Service	652	18.1%	3,447	14.2%	12,839	16.6%
Sales, Office	832	23.1%	4,778	19.7%	15,504	20.0%
Farming, Fishing, Forestry	1	-	3	-	65	-
Construct, Extraction, Maintenance	130	3.6%	1,160	4.8%	4,116	5.3%
Production, Transport Material Moving	289	8.0%	2,018	8.3%	9,404	12.1%
White Collar Workers	2,533	70.3%	17,598	72.6%	51,092	65.9%
Blue Collar Workers	1,072	29.7%	6,628	27.4%	26,424	34.1%
Consumer Expenditure (2023)						
Total Household Expenditure	$259.22 M		$1.81 B		$5.02 B	
Total Non-Retail Expenditure	$137.79 M	53.2%	$961.28 M	53.1%	$2.66 B	53.1%
Total Retail Expenditure	$121.43 M	46.8%	$847.85 M	46.9%	$2.35 B	46.9%
Apparel	$9.24 M	3.6%	$65.01 M	3.6%	$179.88 M	3.6%
Contributions	$9.1 M	3.5%	$64.38 M	3.6%	$174.29 M	3.5%
Education	$8.6 M	3.3%	$62.46 M	3.5%	$168.41 M	3.4%
Entertainment	$14.98 M	5.8%	$105.77 M	5.8%	$290.74 M	5.8%
Food and Beverages	$37.54 M	14.5%	$260.83 M	14.4%	$728.46 M	14.5%
Furnishings and Equipment	$9.26 M	3.6%	$65.41 M	3.6%	$179.95 M	3.6%
Gifts	$6.9 M	2.7%	$48.71 M	2.7%	$131.86 M	2.6%
Health Care	$21.5 M	8.3%	$148.36 M	8.2%	$413.69 M	8.2%
Household Operations	$10.43 M	4.0%	$73.29 M	4.1%	$201.57 M	4.0%
Miscellaneous Expenses	$4.96 M	1.9%	$34.72 M	1.9%	$95.91 M	1.9%
Personal Care	$3.48 M	1.3%	$24.32 M	1.3%	$67.47 M	1.3%
Personal Insurance	$1.93 M	0.7%	$13.9 M	0.8%	$37.6 M	0.7%
Reading	$578.69 K	0.2%	$4.04 M	0.2%	$11.12 M	0.2%
Shelter	$54.52 M	21.0%	$378.52 M	20.9%	$1.05 B	21.0%
Tobacco	$1.39 M	0.5%	$9.16 M	0.5%	$26.81 M	0.5%
Transportation	$46.58 M	18.0%	$325.25 M	18.0%	$904.13 M	18.0%
Utilities	$18.23 M	7.0%	$124.99 M	6.9%	$352.83 M	7.0%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	5,380		34,119		107,000	
Elementary (Grade Level 0 to 8)	307	5.7%	1,143	3.4%	6,823	6.4%
Some High School (Grade Level 9 to 11)	224	4.2%	940	2.8%	5,507	5.1%
High School Graduate	1,369	25.5%	7,803	22.9%	27,394	25.6%
Some College	615	11.4%	4,227	12.4%	16,010	15.0%
Associate Degree Only	566	10.5%	2,789	8.2%	8,699	8.1%
Bachelor Degree Only	1,365	25.4%	9,664	28.3%	23,467	21.9%
Graduate Degree	933	17.3%	7,552	22.1%	19,100	17.9%

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Units In Structure (2023)						
1 Detached Unit	1,926	63.0%	13,496	72.3%	36,906	62.2%
1 Attached Unit	133	4.3%	1,704	9.1%	5,267	8.9%
2 to 4 Units	470	15.4%	1,626	8.7%	9,744	16.4%
5 to 9 Units	132	4.3%	588	3.2%	2,524	4.3%
10 to 19 Units	74	2.4%	538	2.9%	2,095	3.5%
20 to 49 Units	90	3.0%	521	2.8%	1,891	3.2%
50 or More Units	366	12.0%	803	4.3%	2,832	4.8%
Mobile Home or Trailer	7	0.2%	42	0.2%	494	0.8%
Other Structure	3	0.1%	17	-	61	0.1%
Homes Built By Year (2023)						
Homes Built 2010 or later	36	1.2%	481	2.6%	2,023	3.4%
Homes Built 2000 to 2009	42	1.4%	1,080	5.8%	2,784	4.7%
Homes Built 1990 to 1999	142	4.6%	1,537	8.2%	4,912	8.3%
Homes Built 1980 to 1989	258	8.4%	2,211	11.9%	7,057	11.9%
Homes Built 1970 to 1979	596	19.5%	3,275	17.6%	8,217	13.8%
Homes Built 1960 to 1969	962	31.5%	3,153	16.9%	9,634	16.2%
Homes Built 1950 to 1959	717	23.5%	3,617	19.4%	11,329	19.1%
Homes Built Before 1949	447	14.6%	3,981	21.3%	15,857	26.7%
Home Values (2023)						
Home Values $1,000,000 or More	2	-	63	0.4%	273	0.6%
Home Values $500,000 to $999,999	42	2.0%	1,053	6.8%	3,235	7.5%
Home Values $400,000 to $499,999	172	8.4%	1,735	11.2%	4,373	10.2%
Home Values $300,000 to $399,999	652	31.7%	3,996	25.8%	8,700	20.3%
Home Values $200,000 to $299,999	910	44.3%	5,978	38.5%	15,742	36.7%
Home Values $150,000 to $199,999	125	6.1%	1,539	9.9%	5,810	13.5%
Home Values $100,000 to $149,999	56	2.7%	472	3.0%	2,321	5.4%
Home Values $70,000 to $99,999	66	3.2%	335	2.2%	719	1.7%
Home Values $50,000 to $69,999	2	0.1%	20	0.1%	346	0.8%
Home Values $25,000 to $49,999	23	1.1%	184	1.2%	609	1.4%
Home Values Under $25,000	6	0.3%	144	0.9%	756	1.8%
Owner-Occupied Median Home Value	$283,755		$290,550		$275,276	
Renter-Occupied Median Rent	$1,092		$1,155		$1,095	
Transportation To Work (2023)						
Drive to Work Alone	2,408	66.8%	15,640	64.6%	51,980	67.1%
Drive to Work in Carpool	243	6.7%	1,632	6.7%	5,790	7.5%
Travel to Work by Public Transportation	95	2.6%	402	1.7%	1,952	2.5%
Drive to Work on Motorcycle	-	-	9	-	23	-
Walk or Bicycle to Work	39	1.1%	301	1.2%	1,042	1.3%
Other Means	119	3.3%	316	1.3%	752	1.0%
Work at Home	701	19.4%	5,926	24.5%	15,978	20.6%
Travel Time (2023)						
Travel to Work in 14 Minutes or Less	979	27.2%	5,772	23.8%	18,308	23.6%
Travel to Work in 15 to 29 Minutes	1,244	34.5%	8,988	37.1%	29,831	38.5%
Travel to Work in 30 to 59 Minutes	528	14.6%	2,958	12.2%	11,362	14.7%
Travel to Work in 60 Minutes or More	153	4.2%	581	2.4%	2,037	2.6%
Average Minutes Travel to Work	18.9		18.5		19.0	