This document presents a concise profile of Rockmart based on the following three topic areas:

**Demographic and Social Data**
- Population
- Race and Ethnicity
- Age
- Household Type
- Citizenship
- Educational Attainment

**Economic Data**
- Labor Force Participation and Employment
- Industry
- Household Income
- Poverty
- Broadband Internet
- Health Insurance

**Housing Data**
- Occupancy
- Tenure and Mortgage Status
- Median Housing Costs
- Housing Cost-Burdened Households
- Vehicles Available
- Year Structure Built

All data in this profile reflect municipal boundaries as of January 1, 2019. Population totals are from the Census Bureau’s City Population Estimates program, 2019 vintage; all other data come from the Census Bureau’s 2019 American Community Survey 5-year estimates. Please note that percents may not sum to 100% due to rounding.

Questions? Please contact Holger Loewendorf, GMA Research Manager, at hloewendorf@gacities.com
Rockmart: Demographic and Social

**Population**

2019 Population: 4,433

**Race and Ethnicity**

- Black: 27%
- White: 65%
- Other: 8%

**Age**

- Male:
  - Under 5: 8%
  - 5-9: 2%
  - 10-14: 4%
  - 15-19: 6%
  - 20-24: 8%
  - 25-29: 85 and over
  - 30-34: 80-84
  - 35-39: 75-79
  - 40-44: 70-74
  - 45-49: 65-69
  - 50-54: 60-64
  - 55-59: 55-59
  - 60-64: 50-54
  - 65-69: 45-49
  - 70-74: 40-44
  - 75-79: 35-39
  - 80-84: 30-34

- Female:
  - Under 5: 8%
  - 5-9: 2%
  - 10-14: 4%
  - 15-19: 6%
  - 20-24: 8%
  - 25-29: 85 and over
  - 30-34: 80-84
  - 35-39: 75-79
  - 40-44: 70-74
  - 45-49: 65-69
  - 50-54: 60-64
  - 55-59: 55-59
  - 60-64: 50-54
  - 65-69: 45-49
  - 70-74: 40-44
  - 75-79: 35-39
  - 80-84: 30-34

**Household Type**

- Single-headed Family: 35%
- Married Couple Family: 38%
- Non-family: 27%

**Citizenship**

- Native Born: 99%
- Naturalized: 1%

**Educational Attainment**

- Rockmart: 12% BA or higher, 14% Less than HS
- Polk County: 21% BA or higher, 14% Less than HS
- Northwest GA RC: 18% BA or higher, 18% Less than HS
- Georgia: 13% BA or higher, 31% Less than HS

Sources:
- U.S. Census Bureau, City Population Estimates, 2019 vintage
- American Community Survey, 2019 5-year estimates, table B03002
- American Community Survey, 2019 5-year estimates, table B01001
- American Community Survey, 2019 5-year estimates, table B11001
- American Community Survey, 2019 5-year estimates, table B05002
- American Community Survey, 2019 5-year estimates, table B15002
Rockmart: Economic

**Labor Force Participation and Employment**

**Unemployment Rate: 6.5%†**

- 58% Civilian Employed
- 37% Not in Labor force
- 4% Unemployed

Source: American Community Survey, 2019 5-year estimates, table B23001

† Note: Unemployment rate is based upon the civilian labor force.

**Industry**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, forestry, fishing and hunting, and mining</td>
<td>0%</td>
</tr>
<tr>
<td>Construction</td>
<td>1%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>33%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>4%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>11%</td>
</tr>
<tr>
<td>Transportation and warehousing, and utilities</td>
<td>2%</td>
</tr>
<tr>
<td>Information</td>
<td>3%</td>
</tr>
<tr>
<td>Finance and insurance, real estate, rental, leasing</td>
<td>0%</td>
</tr>
<tr>
<td>Professional, scientific, mgt, administrative, waste mgt</td>
<td>2%</td>
</tr>
<tr>
<td>Educational services, and health care and social assistance</td>
<td>18%</td>
</tr>
<tr>
<td>Arts, entertainment, recreation, accommodation, food service</td>
<td>22%</td>
</tr>
<tr>
<td>Other services, except public administration</td>
<td>2%</td>
</tr>
<tr>
<td>Public administration</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: American Community Survey, 2019 5-year estimates, table C24030

**Household Income**

- **Rockmart**: $39,625 (Mean), $45,615 (Median)
- **Polk County**: $44,891 (Mean), $64,011 (Median)
- **Northwest GA RC**: $52,913 (Mean), $68,788 (Median)
- **Georgia**: $58,700 (Mean), $82,406 (Median)

Source: American Community Survey, 2019 5-year estimates, tables B19013 and B19025

**Poverty**

- **Rockmart**: 35% (Total Population), 18% (Children)
- **Polk County**: 28% (Total Population), 14% (Children)
- **Northwest GA RC**: 20% (Total Population), 15% (Children)
- **Georgia**: 22% (Total Population), 15% (Children)

Source: American Community Survey, 2019 5-year estimates, table B17010

**Broadband Internet**

- Yes: 83%
- No: 17%

Source: American Community Survey, 2019 5-year estimates, table B28002

**Health Insurance**

- Private: 48%
- Public: 31%
- Both: 11%
- None: 10%

Source: American Community Survey, 2019 5-year estimates, table B18135
Rockmart: Housing

**Occupancy**
- Occupied: 83%
- Vacant: 17%

**Tenure and Mortgage Status**
- Renter: 52%
- Owner with Mortgage: 31%
- Owner without Mortgage: 17%

**Median Housing Costs**

<table>
<thead>
<tr>
<th>Location</th>
<th>Owners</th>
<th>Renters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockmart</td>
<td>$717</td>
<td>$884</td>
</tr>
<tr>
<td>Polk County</td>
<td>$718</td>
<td>$755</td>
</tr>
<tr>
<td>Northwest GA RC</td>
<td>$793</td>
<td>$839</td>
</tr>
<tr>
<td>Georgia</td>
<td>$1,006</td>
<td>$1,056</td>
</tr>
</tbody>
</table>

**Housing Cost-Burdened Households**

<table>
<thead>
<tr>
<th>Location</th>
<th>Owners</th>
<th>Renters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockmart</td>
<td>19%</td>
<td>61%</td>
</tr>
<tr>
<td>Polk County</td>
<td>16%</td>
<td>51%</td>
</tr>
<tr>
<td>Northwest GA RC</td>
<td>19%</td>
<td>44%</td>
</tr>
<tr>
<td>Georgia</td>
<td>21%</td>
<td>49%</td>
</tr>
</tbody>
</table>

**Vehicles Available**
- 1 vehicle: 40%
- 2 vehicles: 26%
- 3+ vehicles: 20%
- None: 14%

**Year Structure Built**
- Before 1980: 52%
- Since 2000: 14%
- 1980-1999: 33%

Source: American Community Survey, 2019 5-year estimates, tables B25002, B25009, B25081, B25088, B25064, B25091, B25070, B25044, B25034.