



# Community Profile

Rings: 1, 3, 5 mile radii

2615 N Mulford Rd, Rockford, IL 61114,

Latitude: 42.2989

Longitude: -88.99898

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	6,470	51,872	147,605
2010 Total Population	6,402	55,430	153,822
2019 Total Population	6,170	54,164	150,468
2019 Group Quarters	23	1,152	2,546
2024 Total Population	5,883	52,349	145,540
2019-2024 Annual Rate	-0.95%	-0.68%	-0.66%
2019 Total Daytime Population	5,699	65,618	159,388
Workers	2,699	38,053	82,788
Residents	3,000	27,565	76,600
<b>Household Summary</b>			
2000 Households	2,519	20,614	59,847
2000 Average Household Size	2.56	2.44	2.42
2010 Households	2,619	23,209	62,972
2010 Average Household Size	2.44	2.34	2.40
2019 Households	2,561	22,967	62,036
2019 Average Household Size	2.40	2.31	2.38
2024 Households	2,453	22,282	60,150
2024 Average Household Size	2.39	2.30	2.38
2019-2024 Annual Rate	-0.86%	-0.60%	-0.62%
2010 Families	1,935	14,852	39,910
2010 Average Family Size	2.85	2.92	3.00
2019 Families	1,866	14,426	38,622
2019 Average Family Size	2.83	2.91	3.00
2024 Families	1,776	13,864	37,176
2024 Average Family Size	2.82	2.90	3.00
2019-2024 Annual Rate	-0.98%	-0.79%	-0.76%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,609	21,351	62,560
Owner Occupied Housing Units	83.4%	72.3%	67.8%
Renter Occupied Housing Units	13.1%	24.3%	27.9%
Vacant Housing Units	3.4%	3.5%	4.3%
2010 Housing Units	2,742	24,664	67,744
Owner Occupied Housing Units	82.6%	68.8%	64.1%
Renter Occupied Housing Units	12.9%	25.3%	28.8%
Vacant Housing Units	4.5%	5.9%	7.0%
2019 Housing Units	2,709	24,725	67,428
Owner Occupied Housing Units	81.1%	67.1%	62.7%
Renter Occupied Housing Units	13.5%	25.8%	29.3%
Vacant Housing Units	5.5%	7.1%	8.0%
2024 Housing Units	2,756	25,277	69,037
Owner Occupied Housing Units	76.5%	64.4%	60.2%
Renter Occupied Housing Units	12.6%	23.7%	26.9%
Vacant Housing Units	11.0%	11.8%	12.9%
<b>Median Household Income</b>			
2019	\$100,381	\$64,081	\$55,380
2024	\$103,437	\$68,922	\$59,451
<b>Median Home Value</b>			
2019	\$175,834	\$143,722	\$123,971
2024	\$189,141	\$154,919	\$134,080
<b>Per Capita Income</b>			
2019	\$49,684	\$37,208	\$30,672
2024	\$53,535	\$41,235	\$34,426
<b>Median Age</b>			
2010	48.8	43.4	39.8
2019	52.0	45.4	41.5
2024	52.8	45.7	42.2

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	2,561	22,967	62,036
<\$15,000	3.2%	7.7%	10.1%
\$15,000 - \$24,999	4.5%	7.6%	9.6%
\$25,000 - \$34,999	4.5%	8.6%	9.7%
\$35,000 - \$49,999	7.8%	12.0%	13.8%
\$50,000 - \$74,999	16.3%	21.5%	22.7%
\$75,000 - \$99,999	13.3%	12.2%	12.0%
\$100,000 - \$149,999	26.5%	17.1%	13.1%
\$150,000 - \$199,999	11.6%	7.3%	4.9%
\$200,000+	12.3%	6.2%	4.1%
Average Household Income	\$120,985	\$87,561	\$74,202
<b>2024 Households by Income</b>			
Household Income Base	2,453	22,282	60,150
<\$15,000	3.4%	7.0%	9.0%
\$15,000 - \$24,999	4.4%	7.0%	8.7%
\$25,000 - \$34,999	4.0%	7.7%	8.7%
\$35,000 - \$49,999	7.2%	11.1%	12.7%
\$50,000 - \$74,999	15.5%	21.0%	22.5%
\$75,000 - \$99,999	12.4%	12.1%	12.4%
\$100,000 - \$149,999	26.5%	18.3%	14.9%
\$150,000 - \$199,999	13.5%	8.9%	6.2%
\$200,000+	13.0%	7.0%	4.8%
Average Household Income	\$129,752	\$96,658	\$83,077
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,196	16,589	42,265
<\$50,000	1.3%	3.3%	4.5%
\$50,000 - \$99,999	1.9%	16.5%	31.3%
\$100,000 - \$149,999	29.9%	34.5%	29.8%
\$150,000 - \$199,999	32.7%	24.6%	16.5%
\$200,000 - \$249,999	17.2%	8.9%	6.8%
\$250,000 - \$299,999	7.1%	5.0%	4.1%
\$300,000 - \$399,999	5.1%	3.5%	3.8%
\$400,000 - \$499,999	1.6%	1.2%	1.5%
\$500,000 - \$749,999	1.2%	1.7%	1.1%
\$750,000 - \$999,999	1.5%	0.4%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.2%	0.0%	0.0%
\$2,000,000 +	0.3%	0.2%	0.2%
Average Home Value	\$211,208	\$172,022	\$152,635
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,108	16,279	41,551
<\$50,000	0.8%	2.9%	3.7%
\$50,000 - \$99,999	1.2%	13.7%	27.4%
\$100,000 - \$149,999	24.2%	31.0%	27.7%
\$150,000 - \$199,999	30.4%	25.0%	17.0%
\$200,000 - \$249,999	18.5%	10.0%	7.8%
\$250,000 - \$299,999	8.9%	6.2%	5.0%
\$300,000 - \$399,999	7.4%	5.1%	5.6%
\$400,000 - \$499,999	2.7%	2.1%	2.6%
\$500,000 - \$749,999	2.2%	2.6%	2.0%
\$750,000 - \$999,999	2.8%	0.8%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.4%	0.1%	0.0%
\$2,000,000 +	0.5%	0.4%	0.2%
Average Home Value	\$245,216	\$195,626	\$175,000

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	6,404	55,432	153,822
0 - 4	3.8%	5.4%	6.3%
5 - 9	5.6%	5.7%	6.3%
10 - 14	6.3%	6.1%	6.4%
15 - 24	10.6%	11.6%	12.2%
25 - 34	7.2%	11.3%	12.7%
35 - 44	10.8%	11.8%	12.8%
45 - 54	15.9%	14.8%	14.7%
55 - 64	19.0%	14.2%	12.7%
65 - 74	11.5%	9.0%	7.7%
75 - 84	6.9%	6.6%	5.4%
85 +	2.3%	3.5%	2.7%
18 +	79.8%	78.9%	77.1%
<b>2019 Population by Age</b>			
Total	6,169	54,164	150,469
0 - 4	3.6%	4.9%	5.7%
5 - 9	4.2%	5.1%	5.8%
10 - 14	5.3%	5.5%	6.0%
15 - 24	10.2%	10.9%	11.4%
25 - 34	9.5%	11.9%	12.8%
35 - 44	9.2%	11.3%	12.4%
45 - 54	12.1%	12.1%	12.6%
55 - 64	17.2%	14.8%	13.8%
65 - 74	16.9%	12.2%	10.6%
75 - 84	8.5%	7.2%	5.8%
85 +	3.4%	4.2%	3.1%
18 +	83.4%	81.3%	79.1%
<b>2024 Population by Age</b>			
Total	5,883	52,349	145,539
0 - 4	3.7%	4.9%	5.7%
5 - 9	4.2%	5.0%	5.7%
10 - 14	4.8%	5.3%	5.9%
15 - 24	8.9%	10.4%	11.1%
25 - 34	10.3%	11.5%	12.4%
35 - 44	9.9%	12.1%	12.7%
45 - 54	10.7%	11.2%	11.9%
55 - 64	14.9%	13.4%	12.9%
65 - 74	17.5%	13.2%	11.5%
75 - 84	11.1%	8.7%	7.0%
85 +	3.9%	4.3%	3.1%
18 +	84.2%	81.5%	79.1%
<b>2010 Population by Sex</b>			
Males	3,048	26,295	74,338
Females	3,354	29,135	79,484
<b>2019 Population by Sex</b>			
Males	2,914	25,756	72,875
Females	3,255	28,408	77,594
<b>2024 Population by Sex</b>			
Males	2,763	24,933	70,625
Females	3,120	27,417	74,916

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 03, 2019



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<b>2010 Population by Race/Ethnicity</b>			
Total	6,402	55,430	153,823
White Alone	86.7%	83.8%	81.3%
Black Alone	4.9%	6.4%	8.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	4.8%	4.2%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	3.2%	4.1%
Two or More Races	1.9%	2.2%	2.7%
Hispanic Origin	4.9%	8.0%	9.9%
Diversity Index	31.4	39.6	45.0
<b>2019 Population by Race/Ethnicity</b>			
Total	6,169	54,165	150,469
White Alone	83.3%	80.1%	77.5%
Black Alone	5.9%	7.4%	9.9%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	6.3%	5.3%	3.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	4.1%	5.3%
Two or More Races	2.4%	2.8%	3.4%
Hispanic Origin	6.5%	10.5%	12.6%
Diversity Index	38.4	47.2	52.2
<b>2024 Population by Race/Ethnicity</b>			
Total	5,883	52,348	145,540
White Alone	80.8%	77.4%	74.9%
Black Alone	6.6%	8.1%	10.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	7.3%	6.1%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	4.9%	6.1%
Two or More Races	2.8%	3.3%	3.9%
Hispanic Origin	7.7%	12.3%	14.6%
Diversity Index	43.2	52.2	56.9
<b>2010 Population by Relationship and Household Type</b>			
Total	6,402	55,430	153,822
In Households	99.6%	97.9%	98.4%
In Family Households	87.4%	80.0%	80.3%
Householder	29.8%	26.8%	26.0%
Spouse	26.4%	21.1%	18.8%
Child	27.9%	27.6%	29.8%
Other relative	2.1%	2.7%	3.2%
Nonrelative	1.2%	1.8%	2.5%
In Nonfamily Households	12.3%	17.9%	18.1%
In Group Quarters	0.4%	2.1%	1.6%
Institutionalized Population	0.0%	1.5%	1.2%
Noninstitutionalized Population	0.3%	0.6%	0.4%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	4,735	39,894	107,015
Less than 9th Grade	1.6%	2.3%	3.0%
9th - 12th Grade, No Diploma	3.0%	4.5%	6.5%
High School Graduate	12.4%	21.2%	23.9%
GED/Alternative Credential	1.6%	4.2%	6.1%
Some College, No Degree	16.7%	22.6%	24.1%
Associate Degree	6.3%	8.3%	9.1%
Bachelor's Degree	26.8%	21.2%	16.6%
Graduate/Professional Degree	31.5%	15.6%	10.8%
<b>2019 Population 15+ by Marital Status</b>			
Total	5,364	45,819	124,187
Never Married	24.8%	28.5%	31.6%
Married	59.5%	52.4%	48.5%
Widowed	7.4%	8.4%	7.2%
Divorced	8.3%	10.8%	12.7%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.7%	94.1%	92.9%
Civilian Unemployed (Unemployment Rate)	3.3%	5.9%	7.1%
<b>2019 Employed Population 16+ by Industry</b>			
Total	3,219	27,019	75,043
Agriculture/Mining	0.3%	0.2%	0.4%
Construction	3.7%	4.2%	4.4%
Manufacturing	14.3%	19.7%	20.1%
Wholesale Trade	2.0%	2.1%	2.3%
Retail Trade	9.8%	9.5%	10.4%
Transportation/Utilities	2.7%	4.5%	5.6%
Information	0.2%	1.2%	1.5%
Finance/Insurance/Real Estate	5.7%	6.1%	4.9%
Services	55.6%	48.9%	47.3%
Public Administration	5.6%	3.5%	3.2%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	3,220	27,019	75,043
White Collar	75.8%	63.7%	56.4%
Management/Business/Financial	20.9%	14.2%	11.4%
Professional	34.9%	25.4%	20.1%
Sales	8.0%	9.4%	10.3%
Administrative Support	11.9%	14.7%	14.5%
Services	10.6%	16.7%	19.2%
Blue Collar	13.6%	19.6%	24.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.7%	2.4%	2.9%
Installation/Maintenance/Repair	3.8%	2.3%	3.1%
Production	3.5%	9.0%	11.2%
Transportation/Material Moving	4.6%	5.8%	7.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,402	55,430	153,822
Population Inside Urbanized Area	100.0%	99.9%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	1.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	2,618	23,209	62,972
Households with 1 Person	22.4%	30.5%	30.5%
Households with 2+ People	77.6%	69.5%	69.5%
Family Households	73.9%	64.0%	63.4%
Husband-wife Families	65.4%	50.2%	45.9%
With Related Children	22.1%	18.6%	18.3%
Other Family (No Spouse Present)	8.6%	13.8%	17.5%
Other Family with Male Householder	2.5%	3.8%	5.0%
With Related Children	1.1%	2.2%	3.0%
Other Family with Female Householder	6.1%	10.0%	12.5%
With Related Children	3.4%	6.4%	8.4%
Nonfamily Households	3.7%	5.6%	6.2%
All Households with Children	26.8%	27.5%	30.1%
Multigenerational Households	2.6%	2.9%	3.5%
Unmarried Partner Households	3.4%	5.5%	7.2%
Male-female	2.9%	5.0%	6.6%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	2,619	23,209	62,971
1 Person Household	22.4%	30.5%	30.5%
2 Person Household	42.1%	36.0%	33.7%
3 Person Household	14.1%	14.8%	15.3%
4 Person Household	13.3%	11.3%	11.9%
5 Person Household	5.4%	4.7%	5.3%
6 Person Household	1.7%	1.7%	2.1%
7 + Person Household	1.0%	0.9%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,619	23,209	62,972
Owner Occupied	86.5%	73.1%	69.0%
Owned with a Mortgage/Loan	59.1%	51.4%	50.1%
Owned Free and Clear	27.3%	21.7%	18.9%
Renter Occupied	13.5%	26.9%	31.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,742	24,664	67,744
Housing Units Inside Urbanized Area	100.0%	99.9%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	1.0%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Comfortable Empty Nesters (5A)	Old and Newcomers (8F)	Traditional Living (12B)
2.	In Style (5B)	Midlife Constants (5E)	Rustbelt Traditions (5D)
3.	Savvy Suburbanites (1D)	Rustbelt Traditions (5D)	Old and Newcomers (8F)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,227,369	\$48,705,932	\$112,501,108
Average Spent	\$2,822.09	\$2,120.69	\$1,813.48
Spending Potential Index	132	99	85
Education: Total \$	\$5,856,015	\$35,478,956	\$81,136,687
Average Spent	\$2,286.61	\$1,544.78	\$1,307.90
Spending Potential Index	143	97	82
Entertainment/Recreation: Total \$	\$11,534,401	\$75,740,911	\$174,506,842
Average Spent	\$4,503.87	\$3,297.81	\$2,812.99
Spending Potential Index	138	101	86
Food at Home: Total \$	\$17,454,323	\$119,290,974	\$277,975,130
Average Spent	\$6,815.43	\$5,194.02	\$4,480.87
Spending Potential Index	132	100	87
Food Away from Home: Total \$	\$12,470,643	\$84,208,885	\$194,356,055
Average Spent	\$4,869.44	\$3,666.52	\$3,132.96
Spending Potential Index	133	100	85
Health Care: Total \$	\$21,319,434	\$142,023,928	\$330,698,392
Average Spent	\$8,324.65	\$6,183.83	\$5,330.75
Spending Potential Index	140	104	90
HH Furnishings & Equipment: Total \$	\$7,556,520	\$49,870,869	\$114,317,619
Average Spent	\$2,950.61	\$2,171.41	\$1,842.76
Spending Potential Index	138	102	86
Personal Care Products & Services: Total \$	\$3,146,275	\$20,915,768	\$47,780,856
Average Spent	\$1,228.53	\$910.69	\$770.21
Spending Potential Index	139	103	87
Shelter: Total \$	\$64,393,527	\$420,014,002	\$960,494,916
Average Spent	\$25,143.90	\$18,287.72	\$15,482.86
Spending Potential Index	136	99	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,238,150	\$59,529,482	\$133,607,331
Average Spent	\$3,607.24	\$2,591.96	\$2,153.71
Spending Potential Index	145	105	87
Travel: Total \$	\$8,280,353	\$51,552,883	\$115,046,874
Average Spent	\$3,233.25	\$2,244.65	\$1,854.52
Spending Potential Index	144	100	83
Vehicle Maintenance & Repairs: Total \$	\$4,062,752	\$27,481,060	\$63,191,619
Average Spent	\$1,586.39	\$1,196.55	\$1,018.63
Spending Potential Index	139	105	89

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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