



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
Population Summary			
2000 Total Population	6,470	51,872	147,605
2010 Total Population	6,402	55,430	153,822
2020 Total Population	6,160	54,229	151,142
2020 Group Quarters	23	1,158	2,559
2025 Total Population	5,895	52,482	146,539
2020-2025 Annual Rate	-0.88%	-0.65%	-0.62%
2020 Total Daytime Population	6,340	62,858	159,676
Workers	3,101	33,063	76,286
Residents	3,239	29,795	83,390
Household Summary			
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
2020 Households	2,576	23,170	62,688
2020 Average Household Size	2.38	2.29	2.37
2025 Households	2,481	22,545	60,991
2025 Average Household Size	2.37	2.28	2.36
2020-2025 Annual Rate	-0.75%	-0.55%	-0.55%
2010 Families	1,935	14,852	39,910
2010 Average Family Size	2.85	2.92	3.00
2020 Families	1,875	14,533	38,994
2020 Average Family Size	2.80	2.88	2.98
2025 Families	1,794	14,014	37,673
2025 Average Family Size	2.80	2.88	2.98
2020-2025 Annual Rate	-0.88%	-0.72%	-0.69%
Housing Unit Summary			
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%
2020 Housing Units	2,700	24,659	67,595
Owner Occupied Housing Units	80.9%	66.5%	61.8%
Renter Occupied Housing Units	14.5%	27.5%	30.9%
Vacant Housing Units	4.6%	6.0%	7.3%
2025 Housing Units	2,747	25,208	69,054
Owner Occupied Housing Units	76.5%	63.6%	59.3%
Renter Occupied Housing Units	13.8%	25.8%	29.1%
Vacant Housing Units	9.7%	10.6%	11.7%
Median Household Income			
2020	\$100,321	\$64,613	\$54,679
2025	\$105,426	\$66,419	\$56,780
Median Home Value			
2020	\$170,473	\$141,212	\$118,946
2025	\$180,788	\$152,448	\$129,362
Per Capita Income			
2020	\$52,225	\$39,036	\$31,656
2025	\$58,450	\$42,074	\$34,371
Median Age			
2010	48.8	43.4	39.8
2020	52.1	45.2	41.4
2025	52.7	45.4	42.1

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	2,576	23,170	62,688
<\$15,000	3.0%	7.0%	9.4%
\$15,000 - \$24,999	6.8%	9.0%	11.2%
\$25,000 - \$34,999	5.0%	10.6%	11.8%
\$35,000 - \$49,999	6.8%	11.0%	12.4%
\$50,000 - \$74,999	13.6%	18.5%	20.0%
\$75,000 - \$99,999	14.6%	12.9%	12.7%
\$100,000 - \$149,999	23.7%	15.3%	12.2%
\$150,000 - \$199,999	11.6%	8.0%	5.3%
\$200,000+	14.9%	7.7%	5.1%
Average Household Income	\$126,328	\$91,164	\$76,130
2025 Households by Income			
Household Income Base	2,481	22,545	60,991
<\$15,000	2.8%	6.8%	8.8%
\$15,000 - \$24,999	6.3%	8.8%	10.8%
\$25,000 - \$34,999	4.6%	10.4%	11.4%
\$35,000 - \$49,999	6.1%	10.6%	11.9%
\$50,000 - \$74,999	12.6%	18.2%	19.9%
\$75,000 - \$99,999	13.7%	12.8%	12.9%
\$100,000 - \$149,999	23.2%	15.4%	12.9%
\$150,000 - \$199,999	12.9%	8.5%	5.9%
\$200,000+	17.7%	8.5%	5.6%
Average Household Income	\$140,534	\$97,746	\$82,359
2020 Owner Occupied Housing Units by Value			
Total	2,185	16,396	41,781
<\$50,000	1.7%	4.2%	5.8%
\$50,000 - \$99,999	2.2%	18.9%	33.7%
\$100,000 - \$149,999	32.2%	32.7%	27.6%
\$150,000 - \$199,999	33.9%	24.1%	16.0%
\$200,000 - \$249,999	16.1%	8.9%	6.6%
\$250,000 - \$299,999	5.8%	4.7%	3.9%
\$300,000 - \$399,999	4.2%	3.4%	3.5%
\$400,000 - \$499,999	0.9%	1.1%	1.3%
\$500,000 - \$749,999	1.2%	1.5%	1.1%
\$750,000 - \$999,999	1.0%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.4%	0.1%	0.0%
\$2,000,000 +	0.3%	0.2%	0.2%
Average Home Value	\$203,617	\$167,342	\$147,369
2025 Owner Occupied Housing Units by Value			
Total	2,101	16,035	40,924
<\$50,000	1.1%	3.7%	5.1%
\$50,000 - \$99,999	1.4%	15.6%	29.7%
\$100,000 - \$149,999	26.5%	29.5%	25.9%
\$150,000 - \$199,999	34.1%	25.5%	17.4%
\$200,000 - \$249,999	18.7%	10.6%	8.0%
\$250,000 - \$299,999	7.4%	6.0%	5.0%
\$300,000 - \$399,999	5.7%	4.6%	4.8%
\$400,000 - \$499,999	1.2%	1.6%	1.8%
\$500,000 - \$749,999	1.6%	2.0%	1.5%
\$750,000 - \$999,999	1.2%	0.3%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.6%	0.1%	0.1%
\$2,000,000 +	0.4%	0.3%	0.2%
Average Home Value	\$223,132	\$184,844	\$164,182

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

September 23, 2020



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2010 Population by Age			
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%
2020 Population by Age			
Total	6,160	54,229	151,143
0 - 4	3.6%	4.9%	5.7%
5 - 9	4.2%	5.1%	5.8%
10 - 14	5.1%	5.4%	6.0%
15 - 24	10.1%	11.0%	11.4%
25 - 34	9.8%	12.1%	12.8%
35 - 44	9.1%	11.3%	12.5%
45 - 54	11.9%	11.9%	12.6%
55 - 64	16.8%	14.6%	13.7%
65 - 74	17.2%	12.2%	10.6%
75 - 84	8.7%	7.3%	5.8%
85 +	3.5%	4.1%	3.0%
18 +	83.5%	81.3%	79.1%
2025 Population by Age			
Total	5,893	52,482	146,539
0 - 4	3.7%	4.9%	5.7%
5 - 9	4.3%	5.1%	5.8%
10 - 14	4.7%	5.3%	6.0%
15 - 24	8.7%	10.3%	11.1%
25 - 34	10.5%	11.8%	12.5%
35 - 44	10.0%	12.2%	12.8%
45 - 54	10.6%	11.2%	12.0%
55 - 64	14.7%	13.1%	12.8%
65 - 74	17.2%	13.0%	11.4%
75 - 84	11.5%	8.9%	7.1%
85 +	4.0%	4.2%	3.0%
18 +	84.4%	81.5%	79.1%
2010 Population by Sex			
Males	3,048	26,295	74,338
Females	3,354	29,135	79,484
2020 Population by Sex			
Males	2,912	25,824	73,268
Females	3,248	28,405	77,874
2025 Population by Sex			
Males	2,770	25,029	71,171
Females	3,125	27,453	75,369

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
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
2020 Population by Race/Ethnicity			
Total	6,159	54,229	151,142
White Alone	82.7%	79.4%	76.8%
Black Alone	6.2%	7.8%	10.3%
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	2.1%	4.3%	5.4%
Two or More Races	2.5%	3.0%	3.5%
Hispanic Origin	6.8%	10.9%	13.0%
Diversity Index	39.6	48.4	53.4
2025 Population by Race/Ethnicity			
Total	5,895	52,481	146,539
White Alone	80.0%	76.6%	74.0%
Black Alone	7.0%	8.7%	11.2%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	7.2%	6.0%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	5.1%	6.3%
Two or More Races	3.0%	3.5%	4.1%
Hispanic Origin	8.1%	12.8%	15.0%
Diversity Index	44.6	53.6	58.1
2010 Population by Relationship and Household Type			
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment			
Total	4,742	39,910	107,431
Less than 9th Grade	0.9%	2.2%	2.9%
9th - 12th Grade, No Diploma	3.5%	4.6%	6.3%
High School Graduate	13.5%	21.9%	24.1%
GED/Alternative Credential	1.9%	4.4%	6.3%
Some College, No Degree	15.1%	20.7%	23.6%
Associate Degree	7.6%	9.0%	9.0%
Bachelor's Degree	25.6%	20.7%	16.2%
Graduate/Professional Degree	31.8%	16.4%	11.6%
2020 Population 15+ by Marital Status			
Total	5,366	45,873	124,701
Never Married	25.0%	27.3%	31.3%
Married	57.8%	52.1%	48.8%
Widowed	7.7%	8.8%	7.2%
Divorced	9.5%	11.8%	12.7%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,262	28,143	79,330
Population 16+ Employed	90.2%	87.3%	86.0%
Population 16+ Unemployment rate	9.8%	12.7%	14.0%
Population 16-24 Employed	10.6%	12.1%	12.4%
Population 16-24 Unemployment rate	18.5%	21.0%	24.0%
Population 25-54 Employed	51.3%	59.7%	62.0%
Population 25-54 Unemployment rate	9.4%	12.2%	13.1%
Population 55-64 Employed	25.2%	20.4%	18.5%
Population 55-64 Unemployment rate	7.7%	9.7%	11.3%
Population 65+ Employed	12.8%	7.8%	7.2%
Population 65+ Unemployment rate	7.4%	9.2%	8.9%
2020 Employed Population 16+ by Industry			
Total	2,943	24,574	68,213
Agriculture/Mining	0.2%	0.2%	0.4%
Construction	3.9%	4.5%	4.7%
Manufacturing	14.8%	20.3%	20.8%
Wholesale Trade	1.9%	2.0%	2.2%
Retail Trade	9.3%	9.2%	10.0%
Transportation/Utilities	2.9%	4.6%	5.9%
Information	0.1%	1.1%	1.4%
Finance/Insurance/Real Estate	5.9%	6.4%	5.2%
Services	55.8%	48.3%	46.5%
Public Administration	5.2%	3.3%	3.0%
2020 Employed Population 16+ by Occupation			
Total	2,943	24,572	68,210
White Collar	77.5%	65.4%	58.1%
Management/Business/Financial	21.8%	14.9%	12.0%
Professional	36.6%	26.8%	21.4%
Sales	7.5%	8.9%	9.9%
Administrative Support	11.7%	14.8%	14.7%
Services	9.1%	14.9%	17.2%
Blue Collar	13.3%	19.7%	24.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	1.8%	2.7%	3.1%
Installation/Maintenance/Repair	3.4%	2.1%	2.8%
Production	3.4%	8.9%	11.3%
Transportation/Material Moving	4.7%	5.9%	7.3%

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2010 Households by Type			
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%
2010 Households by Size			
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%
2010 Households by Tenure and Mortgage Status			
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%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	208	171	176
Percent of Income for Mortgage	7.1%	9.1%	9.1%
Wealth Index	217	115	86
2010 Housing Units By Urban/ Rural Status			
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%
2010 Population By Urban/ Rural Status			
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%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
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)
2020 Consumer Spending			
Apparel & Services: Total \$	\$7,478,921	\$50,280,103	\$114,934,088
Average Spent	\$2,903.31	\$2,170.05	\$1,833.43
Spending Potential Index	135	101	85
Education: Total \$	\$6,753,021	\$40,428,508	\$90,582,924
Average Spent	\$2,621.51	\$1,744.86	\$1,444.98
Spending Potential Index	147	98	81
Entertainment/Recreation: Total \$	\$11,669,047	\$77,021,228	\$176,300,294
Average Spent	\$4,529.91	\$3,324.18	\$2,812.35
Spending Potential Index	139	102	87
Food at Home: Total \$	\$18,454,151	\$125,341,208	\$287,388,180
Average Spent	\$7,163.88	\$5,409.63	\$4,584.42
Spending Potential Index	134	101	86
Food Away from Home: Total \$	\$13,002,818	\$87,962,857	\$200,129,409
Average Spent	\$5,047.68	\$3,796.41	\$3,192.47
Spending Potential Index	134	101	85
Health Care: Total \$	\$20,979,651	\$140,030,315	\$322,010,635
Average Spent	\$8,144.27	\$6,043.60	\$5,136.72
Spending Potential Index	142	105	89
HH Furnishings & Equipment: Total \$	\$7,972,292	\$52,448,078	\$119,034,991
Average Spent	\$3,094.83	\$2,263.62	\$1,898.85
Spending Potential Index	142	104	87
Personal Care Products & Services: Total \$	\$3,305,448	\$22,068,672	\$50,260,159
Average Spent	\$1,283.17	\$952.47	\$801.75
Spending Potential Index	140	104	87
Shelter: Total \$	\$68,460,454	\$445,534,676	\$1,002,411,806
Average Spent	\$26,576.26	\$19,228.95	\$15,990.49
Spending Potential Index	137	99	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,749,210	\$57,770,460	\$127,391,361
Average Spent	\$3,396.43	\$2,493.33	\$2,032.15
Spending Potential Index	145	106	87
Travel: Total \$	\$9,099,627	\$56,747,190	\$125,321,961
Average Spent	\$3,532.46	\$2,449.17	\$1,999.14
Spending Potential Index	147	102	83
Vehicle Maintenance & Repairs: Total \$	\$4,195,588	\$28,569,493	\$65,212,358
Average Spent	\$1,628.72	\$1,233.04	\$1,040.27
Spending Potential Index	141	106	90

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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