

Complete Profile

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



Lat/Lon: 42.2703/-88.987

6630 E State St Rockford, IL 61108	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2023)	6,140		48,041		127,476		215,341	
Projected Population (2028)	5,909		46,170		123,170		210,492	
Census Population (2020)	6,339		48,822		129,824		218,232	
Census Population (2010)	6,224		48,961		132,184		226,338	
Projected Annual Growth (2023-2028)	-231	-0.8%	-1,871	-0.8%	-4,306	-0.7%	-4,849	-0.5%
Historical Annual Growth (2020-2023)	-200	-1.0%	-781	-0.5%	-2,348	-0.6%	-2,891	-0.4%
Historical Annual Growth (2010-2020)	115	0.2%	-139	-	-2,360	-0.2%	-8,106	-0.4%
Estimated Population Density (2023)	1,955 <i>psm</i>		1,699 <i>psm</i>		1,624 <i>psm</i>		1,399 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>		153.9 <i>sq mi</i>	
Households								
Estimated Households (2023)	2,800		20,431		54,486		89,018	
Projected Households (2028)	2,618		18,998		50,999		84,521	
Census Households (2020)	2,873		20,565		54,920		89,282	
Census Households (2010)	2,766		20,215		54,489		89,544	
Projected Annual Growth (2023-2028)	-182	-1.3%	-1,433	-1.4%	-3,487	-1.3%	-4,498	-1.0%
Historical Annual Change (2010-2023)	34	-	217	-	-3	-	-526	-
Average Household Income								
Estimated Average Household Income (2023)	\$96,480		\$104,410		\$95,469		\$85,688	
Projected Average Household Income (2028)	\$108,694		\$120,326		\$108,917		\$94,992	
Census Average Household Income (2010)	\$63,573		\$70,588		\$62,488		\$55,679	
Census Average Household Income (2000)	\$57,613		\$66,915		\$58,195		\$52,774	
Projected Annual Change (2023-2028)	\$12,214	2.5%	\$15,916	3.0%	\$13,448	2.8%	\$9,305	2.2%
Historical Annual Change (2000-2023)	\$38,867	2.9%	\$37,495	2.4%	\$37,274	2.8%	\$32,913	2.7%
Median Household Income								
Estimated Median Household Income (2023)	\$64,437		\$71,874		\$67,011		\$62,033	
Projected Median Household Income (2028)	\$59,794		\$67,385		\$62,946		\$57,885	
Census Median Household Income (2010)	\$51,975		\$58,313		\$52,000		\$46,959	
Census Median Household Income (2000)	\$49,832		\$56,397		\$49,228		\$44,299	
Projected Annual Change (2023-2028)	-\$4,643	-1.4%	-\$4,489	-1.2%	-\$4,065	-1.2%	-\$4,149	-1.3%
Historical Annual Change (2000-2023)	\$14,604	1.3%	\$15,477	1.2%	\$17,783	1.6%	\$17,734	1.7%
Per Capita Income								
Estimated Per Capita Income (2023)	\$44,217		\$44,551		\$40,896		\$35,554	
Projected Per Capita Income (2028)	\$48,392		\$49,664		\$45,192		\$38,278	
Census Per Capita Income (2010)	\$28,254		\$29,147		\$25,760		\$22,028	
Census Per Capita Income (2000)	\$24,608		\$26,439		\$23,695		\$20,671	
Projected Annual Change (2023-2028)	\$4,175	1.9%	\$5,114	2.3%	\$4,295	2.1%	\$2,724	1.5%
Historical Annual Change (2000-2023)	\$19,609	3.5%	\$18,112	3.0%	\$17,201	3.2%	\$14,883	3.1%
Estimated Average Household Net Worth (2023)	\$420,561		\$416,641		\$381,575		\$334,118	

©2023, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 4/2023, TIGER Geography - RFULL9

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Complete Profile

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



Lat/Lon: 42.2703/-88.987

6630 E State St Rockford, IL 61108	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity								
Total Population (2023)	6,140		48,041		127,476		215,341	
White (2023)	4,068	66.2%	33,582	69.9%	87,431	68.6%	139,253	64.7%
Black or African American (2023)	817	13.3%	5,199	10.8%	15,927	12.5%	34,828	16.2%
American Indian or Alaska Native (2023)	26	0.4%	200	0.4%	591	0.5%	1,156	0.5%
Asian (2023)	476	7.8%	2,869	6.0%	5,990	4.7%	7,532	3.5%
Hawaiian or Pacific Islander (2023)	-	-	8	-	28	-	55	-
Other Race (2023)	293	4.8%	2,461	5.1%	7,257	5.7%	14,615	6.8%
Two or More Races (2023)	460	7.5%	3,722	7.7%	10,253	8.0%	17,902	8.3%
Population < 18 (2023)	1,154 18.8%		9,773 20.3%		28,263 22.2%		50,576 23.5%	
White Not Hispanic	462	40.0%	4,718	48.3%	13,345	47.2%	21,614	42.7%
Black or African American	236	20.5%	1,594	16.3%	5,064	17.9%	11,321	22.4%
Asian	110	9.5%	638	6.5%	1,453	5.1%	1,826	3.6%
Other Race Not Hispanic	79	6.8%	615	6.3%	1,774	6.3%	3,014	6.0%
Hispanic	268	23.2%	2,207	22.6%	6,627	23.4%	12,800	25.3%
Not Hispanic or Latino Population (2023)	5,320 86.7%		41,363 86.1%		108,151 84.8%		178,837 83.0%	
Not Hispanic White	3,893	73.2%	32,251	78.0%	83,252	77.0%	131,435	73.5%
Not Hispanic Black or African American	793	14.9%	5,057	12.2%	15,464	14.3%	33,972	19.0%
Not Hispanic American Indian or Alaska Native	3	-	30	-	109	0.1%	221	0.1%
Not Hispanic Asian	476	9.0%	2,856	6.9%	5,947	5.5%	7,448	4.2%
Not Hispanic Hawaiian or Pacific Islander	-	-	4	-	13	-	27	-
Not Hispanic Other Race	6	0.1%	69	0.2%	207	0.2%	315	0.2%
Not Hispanic Two or More Races	149	2.8%	1,095	2.6%	3,159	2.9%	5,419	3.0%
Hispanic or Latino Population (2023)	819 13.3%		6,679 13.9%		19,325 15.2%		36,504 17.0%	
Hispanic White	175	21.3%	1,331	19.9%	4,178	21.6%	7,818	21.4%
Hispanic Black or African American	25	3.0%	142	2.1%	463	2.4%	856	2.3%
Hispanic American Indian or Alaska Native	23	2.8%	170	2.5%	482	2.5%	935	2.6%
Hispanic Asian	-	-	13	0.2%	43	0.2%	83	0.2%
Hispanic Hawaiian or Pacific Islander	-	-	4	-	15	-	29	-
Hispanic Other Race	287	35.0%	2,392	35.8%	7,050	36.5%	14,300	39.2%
Hispanic Two or More Races	311	37.9%	2,627	39.3%	7,094	36.7%	12,484	34.2%
Not Hispanic or Latino Population (2020)	5,476 86.4%		41,992 86.0%		110,047 84.8%		180,463 82.7%	
Hispanic or Latino Population (2020)	863 13.6%		6,830 14.0%		19,777 15.2%		37,769 17.3%	
Not Hispanic or Latino Population (2010)	5,509 88.5%		44,048 90.0%		117,256 88.7%		195,864 86.5%	
Hispanic or Latino Population (2010)	715 11.5%		4,912 10.0%		14,928 11.3%		30,475 13.5%	
Not Hispanic or Latino Population (2028)	5,129 86.8%		39,773 86.1%		104,532 84.9%		174,862 83.1%	
Hispanic or Latino Population (2028)	780 13.2%		6,397 13.9%		18,638 15.1%		35,631 16.9%	
Projected Annual Growth (2023-2028)	-40	-1.0%	-281	-0.8%	-687	-0.7%	-873	-0.5%
Historical Annual Growth (2010-2020)	149	2.1%	1,917	3.9%	4,849	3.2%	7,295	2.4%

©2023, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 4/2023, TIGER Geography - RFULL9

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Complete Profile

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



Lat/Lon: 42.2703/-88.987

6630 E State St Rockford, IL 61108		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Age Distribution (2023)									
Total Population		6,140		48,041		127,476		215,341	
Age Under 5 Years	308	5.0%	2,464	5.1%	7,557	5.9%	13,634	6.3%	
Age 5 to 9 Years	349	5.7%	2,723	5.7%	7,731	6.1%	13,723	6.4%	
Age 10 to 14 Years	302	4.9%	2,827	5.9%	8,023	6.3%	14,329	6.7%	
Age 15 to 19 Years	312	5.1%	2,702	5.6%	7,655	6.0%	13,850	6.4%	
Age 20 to 24 Years	404	6.6%	2,764	5.8%	7,862	6.2%	13,825	6.4%	
Age 25 to 29 Years	424	6.9%	2,737	5.7%	8,498	6.7%	14,432	6.7%	
Age 30 to 34 Years	363	5.9%	2,613	5.4%	7,961	6.2%	13,619	6.3%	
Age 35 to 39 Years	322	5.2%	2,509	5.2%	7,361	5.8%	12,600	5.9%	
Age 40 to 44 Years	285	4.6%	2,401	5.0%	7,048	5.5%	12,163	5.6%	
Age 45 to 49 Years	317	5.2%	2,594	5.4%	7,166	5.6%	12,091	5.6%	
Age 50 to 54 Years	348	5.7%	2,984	6.2%	8,038	6.3%	13,345	6.2%	
Age 55 to 59 Years	408	6.6%	3,491	7.3%	8,699	6.8%	14,118	6.6%	
Age 60 to 64 Years	446	7.3%	3,806	7.9%	8,861	7.0%	14,038	6.5%	
Age 65 to 69 Years	381	6.2%	3,348	7.0%	7,658	6.0%	12,341	5.7%	
Age 70 to 74 Years	387	6.3%	2,914	6.1%	6,487	5.1%	10,291	4.8%	
Age 75 to 79 Years	313	5.1%	2,126	4.4%	4,497	3.5%	7,178	3.3%	
Age 80 to 84 Years	230	3.7%	1,484	3.1%	3,121	2.4%	4,817	2.2%	
Age 85 Years or Over	241	3.9%	1,556	3.2%	3,255	2.6%	4,947	2.3%	
Median Age	43.9		44.4		40.6		38.8		
Age 19 Years or Less	1,271	20.7%	10,716	22.3%	30,966	24.3%	55,535	25.8%	
Age 20 to 64 Years	3,316	54.0%	25,898	53.9%	71,493	56.1%	120,231	55.8%	
Age 65 Years or Over	1,553	25.3%	11,427	23.8%	25,017	19.6%	39,576	18.4%	
Female Age Distribution (2023)									
Female Population	3,226	52.5%	24,821	51.7%	65,271	51.2%	110,157	51.2%	
Age Under 5 Years	150	4.7%	1,248	5.0%	3,695	5.7%	6,666	6.1%	
Age 5 to 9 Years	159	4.9%	1,316	5.3%	3,760	5.8%	6,686	6.1%	
Age 10 to 14 Years	132	4.1%	1,388	5.6%	3,888	6.0%	6,922	6.3%	
Age 15 to 19 Years	145	4.5%	1,284	5.2%	3,668	5.6%	6,665	6.1%	
Age 20 to 24 Years	212	6.6%	1,348	5.4%	3,881	5.9%	6,935	6.3%	
Age 25 to 29 Years	212	6.6%	1,369	5.5%	4,282	6.6%	7,376	6.7%	
Age 30 to 34 Years	179	5.5%	1,302	5.2%	4,028	6.2%	6,953	6.3%	
Age 35 to 39 Years	161	5.0%	1,255	5.1%	3,702	5.7%	6,380	5.8%	
Age 40 to 44 Years	148	4.6%	1,217	4.9%	3,548	5.4%	6,151	5.6%	
Age 45 to 49 Years	162	5.0%	1,327	5.3%	3,651	5.6%	6,079	5.5%	
Age 50 to 54 Years	198	6.1%	1,537	6.2%	4,070	6.2%	6,685	6.1%	
Age 55 to 59 Years	216	6.7%	1,826	7.4%	4,471	6.9%	7,236	6.6%	
Age 60 to 64 Years	239	7.4%	1,979	8.0%	4,621	7.1%	7,255	6.6%	
Age 65 to 69 Years	206	6.4%	1,769	7.1%	4,074	6.2%	6,541	5.9%	
Age 70 to 74 Years	212	6.6%	1,593	6.4%	3,504	5.4%	5,601	5.1%	
Age 75 to 79 Years	185	5.7%	1,187	4.8%	2,506	3.8%	3,972	3.6%	
Age 80 to 84 Years	140	4.3%	828	3.3%	1,769	2.7%	2,804	2.5%	
Age 85 Years or Over	171	5.3%	1,047	4.2%	2,151	3.3%	3,251	3.0%	
Female Median Age	46.7		46.2		42.1		40.2		
Age 19 Years or Less	586	18.2%	5,237	21.1%	15,012	23.0%	26,938	24.5%	
Age 20 to 64 Years	1,726	53.5%	13,160	53.0%	36,255	55.5%	61,049	55.4%	
Age 65 Years or Over	914	28.3%	6,424	25.9%	14,004	21.5%	22,170	20.1%	

Complete Profile

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



Lat/Lon: 42.2703/-88.987

6630 E State St Rockford, IL 61108		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Male Age Distribution (2023)									
Male Population	2,914	47.5%	23,220	48.3%	62,205	48.8%	105,184	48.8%	
Age Under 5 Years	158	5.4%	1,216	5.2%	3,862	6.2%	6,968	6.6%	
Age 5 to 9 Years	189	6.5%	1,407	6.1%	3,971	6.4%	7,037	6.7%	
Age 10 to 14 Years	171	5.9%	1,439	6.2%	4,134	6.6%	7,407	7.0%	
Age 15 to 19 Years	167	5.7%	1,418	6.1%	3,987	6.4%	7,184	6.8%	
Age 20 to 24 Years	192	6.6%	1,416	6.1%	3,981	6.4%	6,889	6.5%	
Age 25 to 29 Years	212	7.3%	1,368	5.9%	4,216	6.8%	7,056	6.7%	
Age 30 to 34 Years	184	6.3%	1,311	5.6%	3,933	6.3%	6,665	6.3%	
Age 35 to 39 Years	161	5.5%	1,254	5.4%	3,659	5.9%	6,220	5.9%	
Age 40 to 44 Years	137	4.7%	1,184	5.1%	3,499	5.6%	6,012	5.7%	
Age 45 to 49 Years	155	5.3%	1,266	5.5%	3,514	5.6%	6,012	5.7%	
Age 50 to 54 Years	150	5.1%	1,447	6.2%	3,968	6.4%	6,660	6.3%	
Age 55 to 59 Years	193	6.6%	1,665	7.2%	4,227	6.8%	6,882	6.5%	
Age 60 to 64 Years	207	7.1%	1,828	7.9%	4,240	6.8%	6,783	6.4%	
Age 65 to 69 Years	175	6.0%	1,578	6.8%	3,584	5.8%	5,800	5.5%	
Age 70 to 74 Years	176	6.0%	1,321	5.7%	2,983	4.8%	4,690	4.5%	
Age 75 to 79 Years	128	4.4%	939	4.0%	1,991	3.2%	3,206	3.0%	
Age 80 to 84 Years	91	3.1%	656	2.8%	1,352	2.2%	2,013	1.9%	
Age 85 Years or Over	70	2.4%	509	2.2%	1,104	1.8%	1,696	1.6%	
Male Median Age	40.8		42.6		39.0		37.4		
Age 19 Years or Less	685	23.5%	5,479	23.6%	15,954	25.6%	28,597	27.2%	
Age 20 to 64 Years	1,590	54.6%	12,738	54.9%	35,237	56.6%	59,181	56.3%	
Age 65 Years or Over	639	21.9%	5,003	21.5%	11,014	17.7%	17,406	16.5%	
Males per 100 Females (2023)									
Overall Comparison	90		94		95		95		
Age Under 5 Years	105	51.3%	97	49.4%	105	51.1%	105	51.1%	
Age 5 to 9 Years	119	54.3%	107	51.7%	106	51.4%	105	51.3%	
Age 10 to 14 Years	129	56.4%	104	50.9%	106	51.5%	107	51.7%	
Age 15 to 19 Years	115	53.6%	110	52.5%	109	52.1%	108	51.9%	
Age 20 to 24 Years	91	47.6%	105	51.2%	103	50.6%	99	49.8%	
Age 25 to 29 Years	100	49.9%	100	50.0%	98	49.6%	96	48.9%	
Age 30 to 34 Years	103	50.7%	101	50.2%	98	49.4%	96	48.9%	
Age 35 to 39 Years	100	50.0%	100	50.0%	99	49.7%	98	49.4%	
Age 40 to 44 Years	93	48.1%	97	49.3%	99	49.7%	98	49.4%	
Age 45 to 49 Years	96	48.9%	95	48.8%	96	49.0%	99	49.7%	
Age 50 to 54 Years	76	43.1%	94	48.5%	97	49.4%	100	49.9%	
Age 55 to 59 Years	89	47.2%	91	47.7%	95	48.6%	95	48.7%	
Age 60 to 64 Years	87	46.4%	92	48.0%	92	47.8%	93	48.3%	
Age 65 to 69 Years	85	45.9%	89	47.2%	88	46.8%	89	47.0%	
Age 70 to 74 Years	83	45.3%	83	45.3%	85	46.0%	84	45.6%	
Age 75 to 79 Years	69	40.9%	79	44.2%	79	44.3%	81	44.7%	
Age 80 to 84 Years	65	39.4%	79	44.2%	76	43.3%	72	41.8%	
Age 85 Years or Over	41	28.9%	49	32.7%	51	33.9%	52	34.3%	
Age 19 Years or Less	117	53.9%	105	51.1%	106	51.5%	106	51.5%	
Age 20 to 39 Years	98	49.5%	101	50.3%	99	49.8%	97	49.3%	
Age 40 to 64 Years	87	46.6%	94	48.4%	96	48.9%	97	49.2%	
Age 65 Years or Over	70	41.1%	78	43.8%	79	44.0%	79	44.0%	

Complete Profile

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



Lat/Lon: 42.2703/-88.987

6630 E State St Rockford, IL 61108	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Household Type (2023)								
Total Households	2,800		20,431		54,486		89,018	
Households with Children	616	22.0%	5,020	24.6%	14,913	27.4%	26,326	29.6%
Average Household Size	2.1		2.3		2.3		2.4	
Household Density per Square Mile	892		723		694		578	
Population Family	4,319	70.3%	37,712	78.5%	100,060	78.5%	170,401	79.1%
Population Non-Family	1,564	25.5%	9,089	18.9%	25,633	20.1%	41,603	19.3%
Population Group Quarters	256	4.2%	1,240	2.6%	1,783	1.4%	3,338	1.5%
Family Households	1,500	53.6%	12,892	63.1%	33,515	61.5%	55,303	62.1%
Married Couple Households	1,083	72.2%	10,040	77.9%	24,155	72.1%	37,073	67.0%
Other Family Households with Children	417	27.8%	2,851	22.1%	9,360	27.9%	18,230	33.0%
Family Households with Children	615	41.0%	5,014	38.9%	14,887	44.4%	26,272	47.5%
Married Couple with Children	378	61.5%	3,401	67.8%	9,082	61.0%	14,557	55.4%
Other Family Households with Children	237	38.5%	1,613	32.2%	5,805	39.0%	11,715	44.6%
Family Households No Children	885	59.0%	7,878	61.1%	18,629	55.6%	29,031	52.5%
Married Couple No Children	705	79.6%	6,639	84.3%	15,073	80.9%	22,516	77.6%
Other Family Households No Children	180	20.4%	1,238	15.7%	3,555	19.1%	6,515	22.4%
Non-Family Households	1,300	46.4%	7,540	36.9%	20,971	38.5%	33,715	37.9%
Non-Family Households with Children	1	-	6	-	27	0.1%	55	0.2%
Non-Family Households No Children	1,299	99.9%	7,534	99.9%	20,944	99.9%	33,661	99.8%
Average Family Household Size	2.9		2.9		3.0		3.1	
Average Family Income	\$138,447		\$126,960		\$115,813		\$103,518	
Median Family Income	\$87,774		\$93,821		\$88,179		\$80,703	
Average Non-Family Household Size	1.2		1.2		1.2		1.2	
Marital Status (2023)								
Population Age 15 Years or Over	5,181		40,027		104,165		173,656	
Never Married	1,452	28.0%	11,453	28.6%	34,321	32.9%	62,403	35.9%
Currently Married	2,265	43.7%	19,293	48.2%	45,755	43.9%	70,911	40.8%
Previously Married	1,464	28.3%	9,281	23.2%	24,089	23.1%	40,341	23.2%
Separated	232	15.8%	1,244	13.4%	3,491	14.5%	6,123	15.2%
Widowed	349	23.8%	2,517	27.1%	6,377	26.5%	10,713	26.6%
Divorced	883	60.3%	5,520	59.5%	14,222	59.0%	23,505	58.3%
Educational Attainment (2023)								
Adult Population Age 25 Years or Over	4,465		34,561		88,648		145,982	
Elementary (Grade Level 0 to 8)	114	2.6%	1,423	4.1%	3,510	4.0%	7,049	4.8%
Some High School (Grade Level 9 to 11)	138	3.1%	1,631	4.7%	5,160	5.8%	11,590	7.9%
High School Graduate	1,321	29.6%	9,190	26.6%	25,744	29.0%	45,773	31.4%
Some College	999	22.4%	7,684	22.2%	20,264	22.9%	33,804	23.2%
Associate Degree Only	358	8.0%	2,946	8.5%	8,261	9.3%	13,128	9.0%
Bachelor Degree Only	961	21.5%	7,462	21.6%	16,500	18.6%	22,406	15.3%
Graduate Degree	575	12.9%	4,225	12.2%	9,209	10.4%	12,231	8.4%
Any College (Some College or Higher)	2,892	64.8%	22,317	64.6%	54,234	61.2%	81,569	55.9%
College Degree + (Bachelor Degree or Higher)	1,536	34.4%	11,687	33.8%	25,708	29.0%	34,637	23.7%

Complete Profile

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



Lat/Lon: 42.2703/-88.987

6630 E State St Rockford, IL 61108	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing								
Total Housing Units (2023)	2,980		21,693		58,578		96,936	
Total Housing Units (2020)	3,061		21,821		58,978		97,010	
Historical Annual Growth (2020-2023)	-80	-0.9%	-129	-0.2%	-400	-0.2%	-74	-
Housing Units Occupied (2023)	2,800	93.9%	20,431	94.2%	54,486	93.0%	89,018	91.8%
Housing Units Owner-Occupied	1,566	55.9%	14,716	72.0%	36,885	67.7%	57,002	64.0%
Housing Units Renter-Occupied	1,234	44.1%	5,716	28.0%	17,602	32.3%	32,016	36.0%
Housing Units Vacant (2023)	180	6.1%	1,261	5.8%	4,092	7.0%	7,918	8.2%
Household Size (2023)								
Total Households	2,800		20,431		54,486		89,018	
1 Person Households	1,094	39.1%	6,447	31.6%	17,657	32.4%	28,507	32.0%
2 Person Households	1,067	38.1%	8,137	39.8%	20,185	37.0%	31,696	35.6%
3 Person Households	292	10.4%	2,542	12.4%	7,348	13.5%	12,357	13.9%
4 Person Households	201	7.2%	1,984	9.7%	5,518	10.1%	9,374	10.5%
5 Person Households	101	3.6%	872	4.3%	2,417	4.4%	4,426	5.0%
6 Person Households	31	1.1%	312	1.5%	963	1.8%	1,826	2.1%
7 or More Person Households	15	0.5%	137	0.7%	398	0.7%	832	0.9%
Household Income Distribution (2023)								
HH Income \$200,000 or More	248	8.9%	1,708	8.4%	4,035	7.4%	5,301	6.0%
HH Income \$150,000 to \$199,999	179	6.4%	1,563	7.6%	3,766	6.9%	5,187	5.8%
HH Income \$125,000 to \$149,999	131	4.7%	1,536	7.5%	3,435	6.3%	5,352	6.0%
HH Income \$100,000 to \$124,999	314	11.2%	1,836	9.0%	4,368	8.0%	6,637	7.5%
HH Income \$75,000 to \$99,999	302	10.8%	2,645	12.9%	6,694	12.3%	10,293	11.6%
HH Income \$50,000 to \$74,999	455	16.3%	3,874	19.0%	9,850	18.1%	16,195	18.2%
HH Income \$35,000 to \$49,999	403	14.4%	2,531	12.4%	7,098	13.0%	11,548	13.0%
HH Income \$25,000 to \$34,999	199	7.1%	1,883	9.2%	5,405	9.9%	9,564	10.7%
HH Income \$15,000 to \$24,999	236	8.4%	1,558	7.6%	4,832	8.9%	8,451	9.5%
HH Income \$10,000 to \$14,999	92	3.3%	485	2.4%	1,878	3.4%	4,293	4.8%
HH Income Under \$10,000	242	8.6%	813	4.0%	3,127	5.7%	6,197	7.0%
Household Vehicles (2023)								
Households 0 Vehicles Available	320	11.4%	1,319	6.5%	4,126	7.6%	8,636	9.7%
Households 1 Vehicle Available	1,073	38.3%	7,029	34.4%	19,931	36.6%	32,758	36.8%
Households 2 Vehicles Available	1,028	36.7%	8,604	42.1%	20,640	37.9%	31,673	35.6%
Households 3 or More Vehicles Available	378	13.5%	3,479	17.0%	9,789	18.0%	15,952	17.9%
Total Vehicles Available	4,418		35,600		93,533		149,310	
Average Vehicles per Household	1.6		1.7		1.7		1.7	
Owner-Occupied Household Vehicles	2,953	66.8%	28,353	79.6%	71,568	76.5%	111,587	74.7%
Average Vehicles per Owner-Occupied Household	1.9		1.9		1.9		2.0	
Renter-Occupied Household Vehicles	1,466	33.2%	7,247	20.4%	21,965	23.5%	37,724	25.3%
Average Vehicles per Renter-Occupied Household	1.2		1.3		1.2		1.2	
Travel Time (2023)								
Worker Base Age 16 years or Over	2,475		20,745		57,815		94,700	
Travel to Work in 14 Minutes or Less	774	31.3%	6,445	31.1%	17,840	30.9%	28,759	30.4%
Travel to Work in 15 to 29 Minutes	1,006	40.6%	8,061	38.9%	22,725	39.3%	37,579	39.7%
Travel to Work in 30 to 59 Minutes	298	12.0%	2,407	11.6%	6,855	11.9%	12,328	13.0%
Travel to Work in 60 Minutes or More	82	3.3%	1,159	5.6%	3,363	5.8%	5,563	5.9%
Work at Home	316	12.7%	2,673	12.9%	7,032	12.2%	10,470	11.1%
Average Minutes Travel to Work	17.3		17.3		17.4		17.9	

Complete Profile

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



Lat/Lon: 42.2703/-88.987

6630 E State St Rockford, IL 61108	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2023)								
Worker Base Age 16 years or Over	2,475		20,745		57,815		94,700	
Drive to Work Alone	1,949	78.8%	16,015	77.2%	44,408	76.8%	72,193	76.2%
Drive to Work in Carpool	165	6.7%	1,598	7.7%	4,709	8.1%	9,145	9.7%
Travel to Work by Public Transportation	7	0.3%	156	0.8%	601	1.0%	1,115	1.2%
Drive to Work on Motorcycle	-	-	30	0.1%	89	0.2%	145	0.2%
Bicycle to Work	-	-	13	-	33	-	98	0.1%
Walk to Work	26	1.1%	150	0.7%	611	1.1%	951	1.0%
Other Means	12	0.5%	109	0.5%	332	0.6%	582	0.6%
Work at Home	316	12.7%	2,673	12.9%	7,032	12.2%	10,470	11.1%
Daytime Demographics (2023)								
Total Businesses	616		2,367		4,853		7,381	
Total Employees	9,619		31,700		59,805		97,834	
Company Headquarter Businesses	17	2.8%	84	3.5%	190	3.9%	304	4.1%
Company Headquarter Employees	837	8.7%	3,171	10.0%	6,443	10.8%	13,000	13.3%
Employee Population per Business	15.6 to 1		13.4 to 1		12.3 to 1		13.3 to 1	
Residential Population per Business	10.0 to 1		20.3 to 1		26.3 to 1		29.2 to 1	
Adj. Daytime Demographics Age 16 Years or Over	12,268		50,402		104,497		173,814	
Labor Force								
Labor Population Age 16 Years or Over (2023)	5,124		39,453		102,528		170,723	
Labor Force Total Males (2023)	2,364	46.1%	18,864	47.8%	49,395	48.2%	82,274	48.2%
Male Civilian Employed	1,340	56.7%	11,341	60.1%	30,893	62.5%	49,447	60.1%
Male Civilian Unemployed	135	5.7%	522	2.8%	1,790	3.6%	3,269	4.0%
Males in Armed Forces	-	-	4	-	21	-	41	-
Males Not in Labor Force	888	37.6%	6,997	37.1%	16,691	33.8%	29,517	35.9%
Labor Force Total Females (2023)	2,760	53.9%	20,588	52.2%	53,133	51.8%	88,449	51.8%
Female Civilian Employed	1,135	41.1%	9,405	45.7%	26,922	50.7%	45,254	51.2%
Female Civilian Unemployed	107	3.9%	517	2.5%	1,508	2.8%	3,040	3.4%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	1,518	55.0%	10,667	51.8%	24,703	46.5%	40,155	45.4%
Unemployment Rate	242	4.7%	1,039	2.6%	3,298	3.2%	6,309	3.7%
Occupation (2023)								
Occupation Population Age 16 Years or Over	2,475		20,745		57,815		94,700	
Occupation Total Males	1,340	54.1%	11,341	54.7%	30,893	53.4%	49,447	52.2%
Occupation Total Females	1,135	45.9%	9,404	45.3%	26,921	46.6%	45,253	47.8%
Management, Business, Financial Operations	478	19.3%	3,428	16.5%	8,522	14.7%	12,661	13.4%
Professional, Related	654	26.4%	5,541	26.7%	14,315	24.8%	20,650	21.8%
Service	347	14.0%	2,725	13.1%	8,179	14.1%	14,702	15.5%
Sales, Office	565	22.8%	4,361	21.0%	12,087	20.9%	19,770	20.9%
Farming, Fishing, Forestry	2	-	17	-	59	0.1%	207	0.2%
Construction, Extraction, Maintenance	66	2.7%	1,189	5.7%	3,467	6.0%	6,026	6.4%
Production, Transport, Material Moving	363	14.7%	3,486	16.8%	11,186	19.3%	20,682	21.8%
White Collar Workers	1,697	68.5%	13,329	64.3%	34,924	60.4%	53,082	56.1%
Blue Collar Workers	778	31.5%	7,416	35.7%	22,891	39.6%	41,618	43.9%

Complete Profile

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



Lat/Lon: 42.2703/-88.987

6630 E State St Rockford, IL 61108		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Units In Structure (2023)									
Total Units		2,800		20,431		54,486		89,018	
1 Detached Unit		1,104	39.4%	14,253	69.8%	36,262	66.6%	60,045	67.5%
1 Attached Unit		527	18.8%	1,704	8.3%	3,164	5.8%	4,383	4.9%
2 Units		218	7.8%	714	3.5%	3,175	5.8%	5,552	6.2%
3 to 4 Units		411	14.7%	1,268	6.2%	4,462	8.2%	6,587	7.4%
5 to 9 Units		282	10.1%	876	4.3%	2,168	4.0%	3,520	4.0%
10 to 19 Units		108	3.9%	493	2.4%	1,683	3.1%	2,738	3.1%
20 to 49 Units		42	1.5%	366	1.8%	953	1.7%	1,458	1.6%
50 or More Units		103	3.7%	640	3.1%	2,123	3.9%	3,801	4.3%
Mobile Home or Trailer		4	0.1%	118	0.6%	497	0.9%	933	1.0%
Other Structure		-	-	-	-	-	-	-	-
Homes Built By Year (2023)									
Homes Built 2020 or later		16	0.5%	35	0.2%	248	0.4%	319	0.3%
Homes Built 2010 to 2019		94	3.2%	379	1.7%	902	1.5%	1,571	1.6%
Homes Built 2000 to 2009		492	16.5%	2,720	12.5%	6,895	11.8%	10,119	10.4%
Homes Built 1990 to 1999		897	30.1%	3,175	14.6%	6,539	11.2%	9,803	10.1%
Homes Built 1980 to 1989		433	14.5%	2,510	11.6%	6,398	10.9%	9,502	9.8%
Homes Built 1970 to 1979		408	13.7%	3,638	16.8%	7,852	13.4%	12,413	12.8%
Homes Built 1960 to 1969		234	7.9%	3,678	17.0%	8,384	14.3%	13,459	13.9%
Homes Built 1950 to 1959		86	2.9%	2,616	12.1%	7,203	12.3%	12,707	13.1%
Homes Built 1940 to 1949		51	1.7%	636	2.9%	2,337	4.0%	4,613	4.8%
Homes Built Before 1939		90	3.0%	1,046	4.8%	7,729	13.2%	14,514	15.0%
Median Age of Homes		38.4 yrs		48.2 yrs		52.9 yrs		54.9 yrs	
Home Values (2023)									
Owner Specified Housing Units		1,566		14,716		36,885		57,002	
Home Values \$1,000,000 or More		-	-	9	-	52	0.1%	71	0.1%
Home Values \$750,000 to \$999,999		-	-	23	0.2%	87	0.2%	114	0.2%
Home Values \$500,000 to \$749,999		13	0.8%	76	0.5%	318	0.9%	489	0.9%
Home Values \$400,000 to \$499,999		15	0.9%	339	2.3%	917	2.5%	1,362	2.4%
Home Values \$300,000 to \$399,999		115	7.3%	664	4.5%	1,919	5.2%	2,797	4.9%
Home Values \$250,000 to \$299,999		47	3.0%	828	5.6%	2,317	6.3%	3,152	5.5%
Home Values \$200,000 to \$249,999		171	10.9%	1,874	12.7%	4,035	10.9%	5,455	9.6%
Home Values \$175,000 to \$199,999		173	11.0%	1,419	9.6%	3,068	8.3%	4,356	7.6%
Home Values \$150,000 to \$174,999		284	18.1%	2,503	17.0%	5,168	14.0%	7,613	13.4%
Home Values \$125,000 to \$149,999		238	15.2%	1,903	12.9%	3,658	9.9%	5,501	9.7%
Home Values \$100,000 to \$124,999		273	17.4%	2,197	14.9%	4,838	13.1%	7,362	12.9%
Home Values \$90,000 to \$99,999		20	1.3%	664	4.5%	1,968	5.3%	2,884	5.1%
Home Values \$80,000 to \$89,999		89	5.7%	792	5.4%	2,783	7.5%	4,379	7.7%
Home Values \$70,000 to \$79,999		51	3.3%	387	2.6%	1,467	4.0%	2,530	4.4%
Home Values \$60,000 to \$69,999		18	1.1%	374	2.5%	1,552	4.2%	2,925	5.1%
Home Values \$50,000 to \$59,999		30	1.9%	169	1.1%	766	2.1%	1,896	3.3%
Home Values \$35,000 to \$49,999		6	0.4%	108	0.7%	476	1.3%	1,295	2.3%
Home Values \$25,000 to \$34,999		5	0.3%	72	0.5%	389	1.1%	776	1.4%
Home Values \$10,000 to \$24,999		15	0.9%	259	1.8%	672	1.8%	1,311	2.3%
Home Values Under \$10,000		5	0.3%	55	0.4%	434	1.2%	734	1.3%
Owner-Occupied Median Home Value		\$149,384		\$151,675		\$146,226		\$137,750	
Renter-Occupied Median Rent		\$915		\$836		\$766		\$735	

Complete Profile

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



Lat/Lon: 42.2703/-88.987

6630 E State St Rockford, IL 61108	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Annual Consumer Expenditure (2023)								
Total Household Expenditure	\$190.85 M		\$1.48 B		\$3.68 B		\$5.56 B	
Total Non-Retail Expenditure	\$101.27 M		\$783.18 M		\$1.95 B		\$2.94 B	
Total Retail Expenditure	\$89.59 M		\$698.42 M		\$1.73 B		\$2.62 B	
Apparel	\$6.69 M		\$51.89 M		\$129.04 M		\$194.51 M	
Contributions	\$6.38 M		\$49.64 M		\$121.8 M		\$181.27 M	
Education	\$5.83 M		\$44.57 M		\$110.41 M		\$163.98 M	
Entertainment	\$10.79 M		\$84.25 M		\$208.16 M		\$312.47 M	
Food and Beverages	\$27.99 M		\$216.93 M		\$540.44 M		\$819.35 M	
Furnishings and Equipment	\$6.7 M		\$52.4 M		\$129.38 M		\$194.3 M	
Gifts	\$4.79 M		\$37.17 M		\$91.26 M		\$135.9 M	
Health Care	\$16.18 M		\$126.53 M		\$313.55 M		\$475.18 M	
Household Operations	\$7.54 M		\$58.67 M		\$145.21 M		\$218.28 M	
Miscellaneous Expenses	\$3.64 M		\$28.24 M		\$69.96 M		\$105.34 M	
Personal Care	\$2.56 M		\$19.9 M		\$49.39 M		\$74.59 M	
Personal Insurance	\$1.34 M		\$10.64 M		\$26.05 M		\$38.75 M	
Reading	\$423.18 K		\$3.29 M		\$8.11 M		\$12.2 M	
Shelter	\$40.47 M		\$310.89 M		\$775.23 M		\$1.17 B	
Tobacco	\$1.15 M		\$8.74 M		\$22.27 M		\$34.59 M	
Transportation	\$34.37 M		\$269.18 M		\$667.25 M		\$1.01 B	
Utilities	\$14.01 M		\$108.65 M		\$271.88 M		\$414.87 M	
Monthly Household Consumer Expenditure (2023)								
Total Household Expenditure	\$5,680		\$6,043		\$5,627		\$5,202	
Total Non-Retail Expenditure	\$3,014	53.1%	\$3,194	52.9%	\$2,976	52.9%	\$2,751	52.9%
Total Retail Expenditures	\$2,666	46.9%	\$2,849	47.1%	\$2,651	47.1%	\$2,452	47.1%
Apparel	\$199	3.5%	\$212	3.5%	\$197	3.5%	\$182	3.5%
Contributions	\$190	3.3%	\$202	3.4%	\$186	3.3%	\$170	3.3%
Education	\$173	3.1%	\$182	3.0%	\$169	3.0%	\$154	3.0%
Entertainment	\$321	5.7%	\$344	5.7%	\$318	5.7%	\$293	5.6%
Food and Beverages	\$833	14.7%	\$885	14.6%	\$827	14.7%	\$767	14.7%
Furnishings and Equipment	\$199	3.5%	\$214	3.5%	\$198	3.5%	\$182	3.5%
Gifts	\$142	2.5%	\$152	2.5%	\$140	2.5%	\$127	2.4%
Health Care	\$482	8.5%	\$516	8.5%	\$480	8.5%	\$445	8.6%
Household Operations	\$224	3.9%	\$239	4.0%	\$222	3.9%	\$204	3.9%
Miscellaneous Expenses	\$108	1.9%	\$115	1.9%	\$107	1.9%	\$99	1.9%
Personal Care	\$76	1.3%	\$81	1.3%	\$76	1.3%	\$70	1.3%
Personal Insurance	\$40	0.7%	\$43	0.7%	\$40	0.7%	\$36	0.7%
Reading	\$13	0.2%	\$13	0.2%	\$12	0.2%	\$11	0.2%
Shelter	\$1,205	21.2%	\$1,268	21.0%	\$1,186	21.1%	\$1,099	21.1%
Tobacco	\$34	0.6%	\$36	0.6%	\$34	0.6%	\$32	0.6%
Transportation	\$1,023	18.0%	\$1,098	18.2%	\$1,021	18.1%	\$943	18.1%
Utilities	\$417	7.3%	\$443	7.3%	\$416	7.4%	\$388	7.5%