



# Market Profile

E State St & N Mulford Rd, Rockford, Illinois, 61108  
 Rings: 3, 5, 7 mile radii

Prepared by Mark Robbins  
 Latitude: 42.266842445  
 Longitude: -88.99967632

	3 miles	5 miles	7 miles
<b>Population Summary</b>			
2000 Total Population	58,362	148,137	221,092
2010 Total Population	60,776	152,602	227,772
2013 Total Population	60,428	151,538	225,882
2013 Group Quarters	1,251	1,905	4,253
2018 Total Population	59,795	149,816	223,239
2013-2018 Annual Rate	-0.21%	-0.23%	-0.24%
<b>Household Summary</b>			
2000 Households	23,670	60,725	86,942
2000 Average Household Size	2.40	2.39	2.49
2010 Households	25,174	63,190	89,996
2010 Average Household Size	2.36	2.38	2.48
2013 Households	25,117	62,876	89,383
2013 Average Household Size	2.36	2.38	2.48
2018 Households	24,903	62,228	88,381
2018 Average Household Size	2.35	2.38	2.48
2013-2018 Annual Rate	-0.17%	-0.21%	-0.23%
2010 Families	16,308	38,865	57,649
2010 Average Family Size	2.93	3.02	3.08
2013 Families	16,107	38,303	56,751
2013 Average Family Size	2.93	3.03	3.09
2018 Families	15,808	37,540	55,613
2018 Average Family Size	2.93	3.03	3.10
2013-2018 Annual Rate	-0.37%	-0.40%	-0.40%
<b>Housing Unit Summary</b>			
2000 Housing Units	24,519	64,393	92,348
Owner Occupied Housing Units	74.0%	62.0%	62.9%
Renter Occupied Housing Units	22.5%	32.3%	31.2%
Vacant Housing Units	3.5%	5.7%	5.9%
2010 Housing Units	26,857	69,070	98,549
Owner Occupied Housing Units	69.5%	59.0%	59.3%
Renter Occupied Housing Units	24.3%	32.5%	32.1%
Vacant Housing Units	6.3%	8.5%	8.7%
2013 Housing Units	26,884	69,068	98,566
Owner Occupied Housing Units	67.8%	57.2%	57.4%
Renter Occupied Housing Units	25.6%	33.8%	33.3%
Vacant Housing Units	6.6%	9.0%	9.3%
2018 Housing Units	26,908	69,136	98,629
Owner Occupied Housing Units	67.8%	57.3%	57.4%
Renter Occupied Housing Units	24.7%	32.7%	32.2%
Vacant Housing Units	7.5%	10.0%	10.4%
<b>Median Household Income</b>			
2013	\$51,116	\$42,581	\$40,915
2018	\$59,150	\$48,180	\$45,661
<b>Median Home Value</b>			
2013	\$127,979	\$119,846	\$114,092
2018	\$148,775	\$140,698	\$132,495
<b>Per Capita Income</b>			
2013	\$28,933	\$25,274	\$23,345
2018	\$33,310	\$28,786	\$26,430
<b>Median Age</b>			
2010	42.6	38.9	37.7
2013	42.9	39.3	38.1
2018	43.5	39.7	38.5

**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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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<b>2013 Households by Income</b>			
Household Income Base	25,117	62,876	89,381
<\$15,000	9.1%	14.7%	15.8%
\$15,000 - \$24,999	11.2%	13.1%	13.8%
\$25,000 - \$34,999	12.8%	13.1%	12.9%
\$35,000 - \$49,999	15.6%	15.6%	15.7%
\$50,000 - \$74,999	19.3%	17.5%	17.3%
\$75,000 - \$99,999	12.1%	10.3%	10.0%
\$100,000 - \$149,999	13.9%	11.0%	10.1%
\$150,000 - \$199,999	2.8%	2.2%	2.1%
\$200,000+	3.1%	2.5%	2.3%
Average Household Income	\$68,691	\$60,195	\$57,917
<b>2018 Households by Income</b>			
Household Income Base	24,903	62,228	88,379
<\$15,000	8.7%	14.3%	15.6%
\$15,000 - \$24,999	8.6%	10.4%	11.0%
\$25,000 - \$34,999	11.6%	12.4%	12.3%
\$35,000 - \$49,999	13.7%	14.3%	14.4%
\$50,000 - \$74,999	16.3%	15.2%	15.1%
\$75,000 - \$99,999	16.1%	13.7%	13.4%
\$100,000 - \$149,999	17.6%	13.8%	12.8%
\$150,000 - \$199,999	3.7%	3.0%	2.7%
\$200,000+	3.7%	3.0%	2.7%
Average Household Income	\$79,080	\$68,566	\$65,655
<b>2013 Owner Occupied Housing Units by Value</b>			
Total	18,227	39,524	56,573
<\$50,000	1.0%	3.3%	5.5%
\$50,000 - \$99,999	25.0%	32.2%	34.7%
\$100,000 - \$149,999	43.0%	36.8%	35.0%
\$150,000 - \$199,999	19.6%	16.7%	14.5%
\$200,000 - \$249,999	5.7%	5.7%	5.2%
\$250,000 - \$299,999	2.6%	2.5%	2.3%
\$300,000 - \$399,999	1.7%	1.7%	1.6%
\$400,000 - \$499,999	0.6%	0.6%	0.6%
\$500,000 - \$749,999	0.5%	0.5%	0.4%
\$750,000 - \$999,999	0.1%	0.1%	0.1%
\$1,000,000 +	0.2%	0.1%	0.1%
Average Home Value	\$142,197	\$133,482	\$127,464
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	18,249	39,606	56,648
<\$50,000	0.7%	2.9%	5.0%
\$50,000 - \$99,999	19.7%	25.9%	28.5%
\$100,000 - \$149,999	30.3%	26.1%	25.4%
\$150,000 - \$199,999	24.0%	20.6%	18.3%
\$200,000 - \$249,999	9.0%	9.0%	8.2%
\$250,000 - \$299,999	5.3%	5.0%	4.7%
\$300,000 - \$399,999	4.1%	4.2%	4.0%
\$400,000 - \$499,999	2.5%	2.6%	2.5%
\$500,000 - \$749,999	2.9%	2.5%	2.3%
\$750,000 - \$999,999	1.0%	0.8%	0.7%
\$1,000,000 +	0.4%	0.4%	0.4%
Average Home Value	\$187,609	\$176,736	\$168,785

**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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	60,778	152,602	227,775
0 - 4	5.7%	6.6%	6.9%
5 - 9	5.9%	6.4%	6.8%
10 - 14	5.9%	6.4%	6.8%
15 - 24	11.4%	12.6%	13.1%
25 - 34	12.3%	13.2%	13.0%
35 - 44	11.7%	12.6%	12.9%
45 - 54	14.2%	14.6%	14.4%
55 - 64	14.0%	12.6%	12.0%
65 - 74	8.9%	7.5%	7.2%
75 - 84	6.7%	5.1%	4.7%
85 +	3.3%	2.5%	2.3%
18 +	78.9%	76.7%	75.3%
<b>2013 Population by Age</b>			
Total	60,426	151,539	225,879
0 - 4	5.5%	6.4%	6.7%
5 - 9	5.8%	6.3%	6.6%
10 - 14	5.9%	6.3%	6.6%
15 - 24	11.3%	12.6%	13.2%
25 - 34	12.4%	13.3%	13.1%
35 - 44	11.5%	12.3%	12.4%
45 - 54	13.2%	13.7%	13.6%
55 - 64	14.3%	13.3%	12.7%
65 - 74	10.0%	8.3%	8.0%
75 - 84	6.4%	4.9%	4.6%
85 +	3.6%	2.6%	2.4%
18 +	79.4%	77.4%	76.2%
<b>2018 Population by Age</b>			
Total	59,794	149,816	223,239
0 - 4	5.6%	6.4%	6.8%
5 - 9	5.6%	6.1%	6.3%
10 - 14	5.8%	6.1%	6.4%
15 - 24	11.0%	12.0%	12.5%
25 - 34	12.0%	13.3%	13.4%
35 - 44	11.7%	12.1%	12.1%
45 - 54	12.2%	12.6%	12.6%
55 - 64	14.1%	13.5%	12.9%
65 - 74	11.7%	9.9%	9.4%
75 - 84	6.7%	5.3%	5.0%
85 +	3.6%	2.6%	2.5%
18 +	79.6%	77.8%	76.7%
<b>2010 Population by Sex</b>			
Males	29,153	74,242	110,886
Females	31,623	78,360	116,886
<b>2013 Population by Sex</b>			
Males	29,024	73,865	110,122
Females	31,404	77,673	115,760
<b>2018 Population by Sex</b>			
Males	28,803	73,227	109,065
Females	30,992	76,589	114,174

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	60,777	152,602	227,771
White Alone	81.1%	77.6%	73.4%
Black Alone	7.3%	10.1%	14.5%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	4.0%	3.5%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.8%	5.4%	6.0%
Two or More Races	2.5%	3.0%	3.1%
Hispanic Origin	10.9%	12.1%	13.2%
Diversity Index	46.5	51.7	56.8
<b>2013 Population by Race/Ethnicity</b>			
Total	60,428	151,537	225,881
White Alone	80.1%	76.6%	72.4%
Black Alone	7.5%	10.3%	14.5%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	4.1%	3.6%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.3%	6.0%	6.6%
Two or More Races	2.7%	3.2%	3.3%
Hispanic Origin	12.2%	13.4%	14.5%
Diversity Index	49.0	54.1	58.9
<b>2018 Population by Race/Ethnicity</b>			
Total	59,796	149,817	223,239
White Alone	78.1%	74.6%	70.5%
Black Alone	7.8%	10.5%	14.7%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	4.4%	3.8%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.3%	7.1%	7.7%
Two or More Races	3.1%	3.6%	3.7%
Hispanic Origin	14.4%	15.8%	16.9%
Diversity Index	53.5	58.3	62.6
<b>2010 Population by Relationship and Household Type</b>			
Total	60,776	152,602	227,772
In Households	97.9%	98.8%	98.1%
In Family Households	80.6%	79.6%	80.9%
Householder	26.8%	25.5%	25.3%
Spouse	20.8%	18.1%	17.3%
Child	27.8%	30.0%	31.7%
Other relative	3.2%	3.4%	3.7%
Nonrelative	2.0%	2.6%	2.9%
In Nonfamily Households	17.3%	19.2%	17.2%
In Group Quarters	2.1%	1.2%	1.9%
Institutionalized Population	1.4%	0.8%	1.3%
Noninstitutionalized Population	0.6%	0.5%	0.6%

**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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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<b>2013 Population 25+ by Educational Attainment</b>			
Total	43,155	103,723	151,032
Less than 9th Grade	3.9%	4.5%	5.2%
9th - 12th Grade, No Diploma	5.9%	8.6%	10.5%
High School Graduate	29.7%	31.7%	33.7%
Some College, No Degree	22.3%	21.9%	21.7%
Associate Degree	8.5%	8.0%	7.5%
Bachelor's Degree	18.4%	15.9%	13.5%
Graduate/Professional Degree	11.4%	9.5%	7.8%
<b>2013 Population 15+ by Marital Status</b>			
Total	50,007	122,879	180,772
Never Married	26.5%	30.1%	31.3%
Married	54.8%	49.6%	48.6%
Widowed	8.1%	7.2%	6.9%
Divorced	10.6%	13.2%	13.2%
<b>2013 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.4%	87.6%	86.4%
Civilian Unemployed	10.6%	12.4%	13.6%
<b>2013 Employed Population 16+ by Industry</b>			
Total	27,516	68,210	97,260
Agriculture/Mining	0.3%	0.3%	0.4%
Construction	4.3%	4.0%	4.4%
Manufacturing	21.3%	20.8%	21.6%
Wholesale Trade	2.5%	2.4%	2.4%
Retail Trade	10.1%	10.8%	11.2%
Transportation/Utilities	4.9%	5.4%	5.4%
Information	1.4%	1.5%	1.6%
Finance/Insurance/Real Estate	5.4%	5.0%	4.6%
Services	47.5%	47.3%	46.0%
Public Administration	2.3%	2.4%	2.4%
<b>2013 Employed Population 16+ by Occupation</b>			
Total	27,516	68,211	97,259
White Collar	61.7%	58.2%	54.9%
Management/Business/Financial	12.8%	11.6%	10.7%
Professional	23.7%	21.3%	18.8%
Sales	11.0%	10.3%	10.3%
Administrative Support	14.1%	15.1%	15.1%
Services	15.8%	17.6%	18.4%
Blue Collar	22.5%	24.2%	26.7%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	3.5%	3.4%	3.7%
Installation/Maintenance/Repair	2.9%	2.8%	2.9%
Production	10.4%	11.1%	12.5%
Transportation/Material Moving	5.5%	6.8%	7.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

October 14, 2014



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<b>2010 Households by Type</b>			
Total	25,174	63,189	89,995
Households with 1 Person	29.7%	32.1%	29.9%
Households with 2+ People	70.3%	67.9%	70.1%
Family Households	64.8%	61.5%	64.1%
Husband-wife Families	50.3%	43.6%	43.7%
With Related Children	18.4%	17.5%	18.0%
Other Family (No Spouse Present)	14.4%	17.9%	20.4%
Other Family with Male Householder	4.1%	5.0%	5.4%
With Related Children	2.4%	3.0%	3.3%
Other Family with Female Householder	10.3%	12.9%	15.0%
With Related Children	6.4%	8.8%	10.5%
Nonfamily Households	5.5%	6.4%	6.1%
All Households with Children	27.5%	29.7%	32.2%
Multigenerational Households	3.2%	3.6%	4.3%
Unmarried Partner Households	5.7%	7.4%	7.8%
Male-female	5.1%	6.8%	7.2%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	25,174	63,189	89,995
1 Person Household	29.7%	32.1%	29.9%
2 Person Household	36.4%	32.9%	32.3%
3 Person Household	14.5%	14.7%	15.5%
4 Person Household	11.3%	11.4%	12.2%
5 Person Household	5.0%	5.3%	5.9%
6 Person Household	1.9%	2.2%	2.5%
7 + Person Household	1.2%	1.5%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	25,174	63,190	89,996
Owner Occupied	74.1%	64.4%	64.9%
Owned with a Mortgage/Loan	51.4%	46.1%	46.3%
Owned Free and Clear	22.7%	18.3%	18.6%
Renter Occupied	25.9%	35.6%	35.1%

**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.

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<b>Top 3 Tapestry Segments</b>			
	1. Prosperous Empty Nesters	Rustbelt Traditions	Rustbelt Traditions
	2. Rustbelt Retirees	Prosperous Empty Nesters	City Dimensions
	3. Exurbanites	Great Expectations	Cozy and Comfortable
<b>2013 Consumer Spending</b>			
Apparel & Services: Total \$	\$36,552,491	\$81,946,117	\$111,863,329
Average Spent	\$1,455.29	\$1,303.30	\$1,251.51
Spending Potential Index	64	58	55
Computers & Accessories: Total \$	\$5,993,724	\$13,313,358	\$18,072,855
Average Spent	\$238.63	\$211.74	\$202.19
Spending Potential Index	96	85	81
Education: Total \$	\$35,730,843	\$79,546,728	\$107,409,018
Average Spent	\$1,422.58	\$1,265.14	\$1,201.67
Spending Potential Index	97	87	82
Entertainment/Recreation: Total \$	\$81,268,596	\$177,518,160	\$243,276,953
Average Spent	\$3,235.60	\$2,823.31	\$2,721.74
Spending Potential Index	99	87	84
Food at Home: Total \$	\$121,018,695	\$271,187,779	\$373,294,654
Average Spent	\$4,818.20	\$4,313.06	\$4,176.35
Spending Potential Index	96	86	83
Food Away from Home: Total \$	\$76,779,337	\$171,511,076	\$234,250,848
Average Spent	\$3,056.87	\$2,727.77	\$2,620.75
Spending Potential Index	96	85	82
Health Care: Total \$	\$111,185,743	\$237,266,440	\$326,790,849
Average Spent	\$4,426.71	\$3,773.56	\$3,656.07
Spending Potential Index	99	85	82
HH Furnishings & Equipment: Total \$	\$38,724,244	\$84,838,865	\$116,111,191
Average Spent	\$1,541.75	\$1,349.30	\$1,299.03
Spending Potential Index	86	75	72
Investments: Total \$	\$45,689,056	\$92,455,395	\$118,157,505
Average Spent	\$1,819.05	\$1,470.44	\$1,321.92
Spending Potential Index	88	71	64
Retail Goods: Total \$	\$561,743,276	\$1,234,595,764	\$1,698,226,697
Average Spent	\$22,365.06	\$19,635.41	\$18,999.44
Spending Potential Index	93	81	79
Shelter: Total \$	\$393,800,757	\$869,933,307	\$1,181,082,443
Average Spent	\$15,678.65	\$13,835.70	\$13,213.73
Spending Potential Index	96	85	81
TV/Video/Audio: Total \$	\$31,364,509	\$70,096,483	\$96,423,247
Average Spent	\$1,248.74	\$1,114.84	\$1,078.76
Spending Potential Index	97	86	84
Travel: Total \$	\$45,323,173	\$96,335,534	\$130,804,363
Average Spent	\$1,804.48	\$1,532.15	\$1,463.41
Spending Potential Index	98	84	80
Vehicle Maintenance & Repairs: Total \$	\$26,751,264	\$58,698,095	\$80,399,188
Average Spent	\$1,065.07	\$933.55	\$899.49
Spending Potential Index	97	85	82

**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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.