

Expanded Profile

2000-2010 Census, 2021 Estimates with 2026 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.7637/-89.6893

Route 40 & W 19th St Rock Falls, IL	5 mi radius	10 mi radius	15 mi radius
Population			
Estimated Population (2021)	31,281	37,531	67,731
Projected Population (2026)	30,011	36,080	65,464
Census Population (2010)	33,121	39,648	71,130
Census Population (2000)	34,280	40,798	72,728
Projected Annual Growth (2021 to 2026)	-1,270 -0.8%	-1,451 -0.8%	-2,267 -0.7%
Historical Annual Growth (2010 to 2021)	-1,840 -0.5%	-2,117 -0.5%	-3,399 -0.4%
Historical Annual Growth (2000 to 2010)	-1,159 -0.3%	-1,150 -0.3%	-1,598 -0.2%
Estimated Population Density (2021)	398 psm	120 psm	96 psm
Trade Area Size	78.5 sq mi	314.0 sq mi	706.8 sq mi
Households			
Estimated Households (2021)	13,081	15,579	27,432
Projected Households (2026)	12,914	15,403	27,192
Census Households (2010)	13,473	16,004	28,090
Census Households (2000)	13,616	16,033	27,843
Estimated Households with Children (2021)	3,838 29.3%	4,513 29.0%	7,639 27.8%
Estimated Average Household Size (2021)	2.35	2.37	2.33
Average Household Income			
Estimated Average Household Income (2021)	\$71,849	\$75,452	\$76,274
Projected Average Household Income (2026)	\$89,938	\$95,018	\$95,619
Estimated Average Family Income (2021)	\$85,888	\$89,444	\$91,878
Median Household Income			
Estimated Median Household Income (2021)	\$55,122	\$57,746	\$58,851
Projected Median Household Income (2026)	\$64,097	\$67,102	\$68,166
Estimated Median Family Income (2021)	\$70,224	\$72,335	\$74,379
Per Capita Income			
Estimated Per Capita Income (2021)	\$30,137	\$31,406	\$31,568
Projected Per Capita Income (2026)	\$38,797	\$40,653	\$40,417
Estimated Per Capita Income 5 Year Growth	\$8,660 28.7%	\$9,247 29.4%	\$8,849 28.0%
Estimated Average Household Net Worth (2021)	\$405,923	\$433,909	\$439,616
Daytime Demos (2021)			
Total Businesses	1,044	1,157	2,196
Total Employees	15,429	16,313	28,783
Company Headquarter Businesses	55 5.3%	62 5.4%	116 5.3%
Company Headquarter Employees	3,705 24.0%	3,935 24.1%	5,364 18.6%
Employee Population per Business	14.8	14.1	13.1
Residential Population per Business	30.0	32.4	30.8

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Route 40 & W 19th St Rock Falls, IL		5 mi radius		10 mi radius		15 mi radius	
Race & Ethnicity							
White (2021)	26,876	85.9%	32,772	87.3%	59,503	87.9%	
Black or African American (2021)	974	3.1%	1,042	2.8%	2,931	4.3%	
American Indian or Alaska Native (2021)	116	0.4%	130	0.3%	205	0.3%	
Asian (2021)	223	0.7%	272	0.7%	549	0.8%	
Hawaiian or Pacific Islander (2021)	6	-	7	-	14	-	
Other Race (2021)	1,969	6.3%	2,083	5.5%	2,747	4.1%	
Two or More Races (2021)	1,116	3.6%	1,225	3.3%	1,782	2.6%	
Not Hispanic or Latino Population (2021)	25,031	80.0%	30,838	82.2%	59,229	87.4%	
Hispanic or Latino Population (2021)	6,250	20.0%	6,693	17.8%	8,502	12.6%	
Not Hispanic or Latino Population (2026)	23,716	79.0%	29,329	81.3%	56,864	86.9%	
Hispanic or Latino Population (2026)	6,295	21.0%	6,752	18.7%	8,599	13.1%	
Not Hispanic or Latino Population (2010)	27,312	82.5%	33,494	84.5%	63,508	89.3%	
Hispanic or Latino Population (2010)	5,809	17.5%	6,154	15.5%	7,622	10.7%	
Not Hispanic or Latino Population (2000)	29,431	85.9%	35,704	87.5%	66,629	91.6%	
Hispanic or Latino Population (2000)	4,849	14.1%	5,094	12.5%	6,098	8.4%	
Projected Hispanic Annual Growth (2021 to 2026)	45	0.1%	58	0.2%	97	0.2%	
Historic Hispanic Annual Growth (2000 to 2021)	1,401	1.4%	1,599	1.5%	2,404	1.9%	
Age Distribution (2021)							
Age Under 5	1,856	5.9%	2,148	5.7%	3,748	5.5%	
Age 5 to 9 Years	1,928	6.2%	2,276	6.1%	3,875	5.7%	
Age 10 to 14 Years	1,932	6.2%	2,319	6.2%	3,939	5.8%	
Age 15 to 19 Years	1,881	6.0%	2,272	6.1%	3,867	5.7%	
Age 20 to 24 Years	1,981	6.3%	2,268	6.0%	4,003	5.9%	
Age 25 to 29 Years	1,949	6.2%	2,229	5.9%	4,241	6.3%	
Age 30 to 34 Years	1,896	6.1%	2,195	5.8%	4,147	6.1%	
Age 35 to 39 Years	1,767	5.6%	2,076	5.5%	3,913	5.8%	
Age 40 to 44 Years	1,727	5.5%	2,082	5.5%	3,876	5.7%	
Age 45 to 49 Years	1,735	5.5%	2,105	5.6%	3,920	5.8%	
Age 50 to 54 Years	1,895	6.1%	2,324	6.2%	4,221	6.2%	
Age 55 to 59 Years	2,091	6.7%	2,615	7.0%	4,701	6.9%	
Age 60 to 64 Years	2,162	6.9%	2,728	7.3%	4,944	7.3%	
Age 65 to 74 Years	3,580	11.4%	4,480	11.9%	7,989	11.8%	
Age 75 to 84 Years	2,001	6.4%	2,387	6.4%	4,316	6.4%	
Age 85 Years or Over	899	2.9%	1,026	2.7%	2,030	3.0%	
Median Age	40.7		41.6		42.0		
Gender Age Distribution (2021)							
Female Population	16,001	51.2%	19,075	50.8%	33,230	49.1%	
Age 0 to 19 Years	3,739	23.4%	4,447	23.3%	7,542	22.7%	
Age 20 to 64 Years	8,555	53.5%	10,219	53.6%	17,720	53.3%	
Age 65 Years or Over	3,708	23.2%	4,408	23.1%	7,968	24.0%	
Female Median Age	42.3		42.9		43.7		
Male Population	15,280	48.8%	18,457	49.2%	34,501	50.9%	
Age 0 to 19 Years	3,858	25.2%	4,568	24.8%	7,889	22.9%	
Age 20 to 64 Years	8,649	56.6%	10,403	56.4%	20,246	58.7%	
Age 65 Years or Over	2,773	18.1%	3,485	18.9%	6,367	18.5%	
Male Median Age	39.1		40.4		40.5		

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Household Income Distribution (2021)						
HH Income \$200,000 or More	502	3.8%	655	4.2%	1,064	3.9%
HH Income \$150,000 to \$199,999	408	3.1%	555	3.6%	1,174	4.3%
HH Income \$100,000 to \$149,999	1,220	9.3%	1,659	10.7%	3,382	12.3%
HH Income \$75,000 to \$99,999	1,944	14.9%	2,367	15.2%	4,084	14.9%
HH Income \$50,000 to \$74,999	2,988	22.8%	3,537	22.7%	5,855	21.3%
HH Income \$35,000 to \$49,999	2,008	15.3%	2,282	14.6%	3,970	14.5%
HH Income \$25,000 to \$34,999	1,403	10.7%	1,605	10.3%	2,755	10.0%
HH Income \$15,000 to \$24,999	1,571	12.0%	1,719	11.0%	2,773	10.1%
HH Income Under \$15,000	1,037	7.9%	1,200	7.7%	2,376	8.7%
HH Income \$35,000 or More	9,070	69.3%	11,055	71.0%	19,528	71.2%
HH Income \$75,000 or More	4,074	31.1%	5,236	33.6%	9,703	35.4%
Housing (2021)						
Total Housing Units	14,684		17,482		30,642	
Housing Units Occupied	13,081	89.1%	15,579	89.1%	27,432	89.5%
Housing Units Owner-Occupied	8,945	68.4%	11,102	71.3%	19,751	72.0%
Housing Units, Renter-Occupied	4,136	31.6%	4,477	28.7%	7,681	28.0%
Housing Units, Vacant	1,604	12.3%	1,903	12.2%	3,210	11.7%
Marital Status (2021)						
Never Married	7,843	30.7%	9,093	29.5%	16,919	30.1%
Currently Married	11,306	44.2%	14,404	46.8%	25,454	45.3%
Separated	932	3.6%	1,053	3.4%	2,168	3.9%
Widowed	1,948	7.6%	2,277	7.4%	4,160	7.4%
Divorced	3,536	13.8%	3,962	12.9%	7,466	13.3%
Household Type (2021)						
Population Family	25,209	80.6%	30,560	81.4%	52,341	77.3%
Population Non-Family	5,556	17.8%	6,368	17.0%	11,576	17.1%
Population Group Quarters	516	1.6%	604	1.6%	3,814	5.6%
Family Households	8,370	64.0%	10,217	65.6%	17,685	64.5%
Non-Family Households	4,711	36.0%	5,361	34.4%	9,747	35.5%
Married Couple with Children	2,086	18.5%	2,583	17.9%	4,467	17.5%
Average Family Household Size	3.0		3.0		3.0	
Household Size (2021)						
1 Person Households	4,049	31.0%	4,585	29.4%	8,359	30.5%
2 Person Households	4,516	34.5%	5,623	36.1%	9,965	36.3%
3 Person Households	1,862	14.2%	2,191	14.1%	3,775	13.8%
4 Person Households	1,500	11.5%	1,793	11.5%	3,043	11.1%
5 Person Households	739	5.7%	880	5.7%	1,474	5.4%
6 or More Person Households	414	3.2%	506	3.2%	816	3.0%
Household Vehicles (2021)						
Households with 0 Vehicles Available	907	6.9%	944	6.1%	1,599	5.8%
Households with 1 Vehicles Available	5,227	40.0%	5,837	37.5%	9,777	35.6%
Households with 2 or More Vehicles Available	6,947	53.1%	8,797	56.5%	16,056	58.5%
Total Vehicles Available	22,919		28,371		50,510	
Average Vehicles Per Household	1.8		1.8		1.8	

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Labor Force (2021)							
Estimated Labor Population Age 16 Years or Over		25,200		30,337		55,407	
Estimated Civilian Employed		14,167	56.2%	16,984	56.0%	29,776	53.7%
Estimated Civilian Unemployed		1,070	4.2%	1,241	4.1%	2,123	3.8%
Estimated in Armed Forces		31	0.1%	31	0.1%	31	-
Estimated Not in Labor Force		9,932	39.4%	12,081	39.8%	23,478	42.4%
Unemployment Rate		4.2%		4.1%		3.8%	
Occupation (2021)							
Occupation: Population Age 16 Years or Over		14,167		16,984		29,776	
Management, Business, Financial Operations		1,083	7.6%	1,462	8.6%	2,970	10.0%
Professional, Related		2,171	15.3%	2,745	16.2%	5,563	18.7%
Service		2,994	21.1%	3,417	20.1%	5,686	19.1%
Sales, Office		3,139	22.2%	3,711	21.8%	6,312	21.2%
Farming, Fishing, Forestry		93	0.7%	151	0.9%	252	0.8%
Construct, Extraction, Maintenance		1,020	7.2%	1,332	7.8%	2,317	7.8%
Production, Transport Material Moving		3,667	25.9%	4,165	24.5%	6,676	22.4%
White Collar Workers		6,392	45.1%	7,918	46.6%	14,844	49.9%
Blue Collar Workers		7,775	54.9%	9,066	53.4%	14,931	50.1%
Consumer Expenditure (2021)							
Total Household Expenditure		\$728.83 M		\$898.87 M		\$1.6 B	
Total Non-Retail Expenditure		\$384.23 M	52.7%	\$473.57 M	52.7%	\$840.45 M	52.7%
Total Retail Expenditure		\$344.6 M	47.3%	\$425.3 M	47.3%	\$755.02 M	47.3%
Apparel		\$25.22 M	3.5%	\$31.13 M	3.5%	\$55.27 M	3.5%
Contributions		\$23.22 M	3.2%	\$28.8 M	3.2%	\$51.16 M	3.2%
Education		\$19.87 M	2.7%	\$24.7 M	2.7%	\$43.99 M	2.8%
Entertainment		\$40.47 M	5.6%	\$50.13 M	5.6%	\$89.14 M	5.6%
Food and Beverages		\$108.16 M	14.8%	\$133.2 M	14.8%	\$236.34 M	14.8%
Furnishings and Equipment		\$25.2 M	3.5%	\$31.2 M	3.5%	\$55.5 M	3.5%
Gifts		\$17.24 M	2.4%	\$21.35 M	2.4%	\$37.82 M	2.4%
Health Care		\$63.69 M	8.7%	\$78.43 M	8.7%	\$139.09 M	8.7%
Household Operations		\$28.43 M	3.9%	\$35.11 M	3.9%	\$62.32 M	3.9%
Miscellaneous Expenses		\$13.76 M	1.9%	\$16.98 M	1.9%	\$30.17 M	1.9%
Personal Care		\$9.77 M	1.3%	\$12.05 M	1.3%	\$21.41 M	1.3%
Personal Insurance		\$4.93 M	0.7%	\$6.14 M	0.7%	\$10.94 M	0.7%
Reading		\$1.6 M	0.2%	\$1.97 M	0.2%	\$3.5 M	0.2%
Shelter		\$153.52 M	21.1%	\$188.91 M	21.0%	\$335.36 M	21.0%
Tobacco		\$4.81 M	0.7%	\$5.84 M	0.6%	\$10.3 M	0.6%
Transportation		\$132.93 M	18.2%	\$164.22 M	18.3%	\$291.57 M	18.3%
Utilities		\$56.03 M	7.7%	\$68.71 M	7.6%	\$121.59 M	7.6%
Educational Attainment (2021)							
Adult Population Age 25 Years or Over		21,703		26,248		48,298	
Elementary (Grade Level 0 to 8)		925	4.3%	1,061	4.0%	1,601	3.3%
Some High School (Grade Level 9 to 11)		1,472	6.8%	1,651	6.3%	3,520	7.3%
High School Graduate		8,077	37.2%	9,671	36.8%	17,023	35.2%
Some College		5,483	25.3%	6,641	25.3%	12,278	25.4%
Associate Degree Only		2,198	10.1%	2,724	10.4%	5,058	10.5%
Bachelor Degree Only		2,292	10.6%	2,906	11.1%	5,738	11.9%
Graduate Degree		1,256	5.8%	1,594	6.1%	3,080	6.4%

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Units In Structure (2021)						
1 Detached Unit	10,065	74.7%	12,238	76.5%	21,913	78.0%
1 Attached Unit	241	1.8%	280	1.7%	550	2.0%
2 to 4 Units	1,032	7.7%	1,059	6.6%	1,773	6.3%
5 to 9 Units	636	4.7%	654	4.1%	934	3.3%
10 to 19 Units	207	1.5%	212	1.3%	291	1.0%
20 to 49 Units	173	1.3%	183	1.1%	460	1.6%
50 or More Units	406	3.0%	427	2.7%	687	2.4%
Mobile Home or Trailer	314	2.3%	518	3.2%	817	2.9%
Other Structure	6	-	6	-	6	-
Homes Built By Year (2021)						
Homes Built 2010 or later	262	1.9%	337	2.1%	442	1.6%
Homes Built 2000 to 2009	663	4.9%	949	5.9%	1,647	5.9%
Homes Built 1990 to 1999	1,053	7.8%	1,414	8.8%	2,259	8.0%
Homes Built 1980 to 1989	867	6.4%	1,024	6.4%	1,604	5.7%
Homes Built 1970 to 1979	2,218	16.5%	2,722	17.0%	4,388	15.6%
Homes Built 1960 to 1969	2,015	15.0%	2,314	14.5%	3,744	13.3%
Homes Built 1950 to 1959	2,279	16.9%	2,485	15.5%	4,092	14.6%
Homes Built Before 1949	3,722	27.6%	4,335	27.1%	9,257	33.0%
Home Values (2021)						
Home Values \$1,000,000 or More	17	0.2%	49	0.4%	94	0.5%
Home Values \$500,000 to \$999,999	107	1.2%	145	1.3%	236	1.2%
Home Values \$400,000 to \$499,999	37	0.4%	95	0.9%	198	1.0%
Home Values \$300,000 to \$399,999	254	2.8%	433	3.9%	820	4.2%
Home Values \$200,000 to \$299,999	667	7.5%	1,142	10.3%	1,970	10.0%
Home Values \$150,000 to \$199,999	1,017	11.4%	1,427	12.9%	2,688	13.6%
Home Values \$100,000 to \$149,999	1,740	19.5%	2,208	19.9%	4,237	21.5%
Home Values \$70,000 to \$99,999	2,805	31.4%	3,024	27.2%	5,218	26.4%
Home Values \$50,000 to \$69,999	1,599	17.9%	1,679	15.1%	2,664	13.5%
Home Values \$25,000 to \$49,999	436	4.9%	548	4.9%	1,005	5.1%
Home Values Under \$25,000	266	3.0%	352	3.2%	621	3.1%
Owner-Occupied Median Home Value	\$105,894		\$118,016		\$117,839	
Renter-Occupied Median Rent	\$525		\$524		\$527	
Transportation To Work (2021)						
Drive to Work Alone	11,483	82.0%	13,857	82.9%	25,136	84.3%
Drive to Work in Carpool	1,512	10.8%	1,713	10.2%	2,756	9.2%
Travel to Work by Public Transportation	98	0.7%	102	0.6%	207	0.7%
Drive to Work on Motorcycle	-	-	-	-	3	-
Walk or Bicycle to Work	457	3.3%	497	3.0%	700	2.4%
Other Means	91	0.6%	107	0.6%	197	0.7%
Work at Home	361	2.6%	442	2.6%	803	2.7%
Travel Time (2021)						
Travel to Work in 14 Minutes or Less	7,711	55.1%	8,735	52.2%	14,266	47.9%
Travel to Work in 15 to 29 Minutes	4,000	28.6%	5,180	31.0%	9,185	30.8%
Travel to Work in 30 to 59 Minutes	1,474	10.5%	1,862	11.1%	4,108	13.8%
Travel to Work in 60 Minutes or More	622	4.4%	763	4.6%	1,418	4.8%
Average Minutes Travel to Work	13.0		13.5		15.4	