

# Expanded Profile

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



Lat/Lon: 41.7637/-89.6893

Route 40 & 19th St Rock Falls, IL 61071	5 mi radius		10 mi radius		15 mi radius	
<b>Population</b>						
Estimated Population (2023)	31,001		37,370		67,505	
Projected Population (2028)	28,439		34,847		63,709	
Census Population (2020)	31,318		37,481		67,711	
Census Population (2010)	33,117		39,677		71,162	
Projected Annual Growth (2023 to 2028)	-2,562	-1.7%	-2,523	-1.4%	-3,795	-1.1%
Historical Annual Growth (2020 to 2023)	-317	-0.3%	-111	-	-206	-0.1%
Historical Annual Growth (2010 to 2020)	-1,800	-1.8%	-2,196	-1.8%	-3,451	-1.6%
Estimated Population Density (2023)	395 psm		119 psm		96 psm	
Trade Area Size	78.5 sq mi		314.0 sq mi		706.8 sq mi	
<b>Households</b>						
Estimated Households (2023)	13,040		15,674		27,474	
Projected Households (2028)	12,456		15,188		26,755	
Census Households (2020)	13,449		15,970		27,879	
Census Households (2010)	13,473		16,014		28,104	
Estimated Households with Children (2023)	3,720	28.5%	4,670	29.8%	8,278	30.1%
Estimated Average Household Size (2023)	2.34		2.35		2.33	
<b>Average Household Income</b>						
Estimated Average Household Income (2023)	\$87,304		\$91,165		\$92,031	
Projected Average Household Income (2028)	\$99,854		\$102,609		\$102,821	
Estimated Average Family Income (2023)	\$103,506		\$108,421		\$110,551	
<b>Median Household Income</b>						
Estimated Median Household Income (2023)	\$60,135		\$64,543		\$65,997	
Projected Median Household Income (2028)	\$60,466		\$65,322		\$66,726	
Estimated Median Family Income (2023)	\$75,951		\$79,404		\$82,818	
<b>Per Capita Income</b>						
Estimated Per Capita Income (2023)	\$36,824		\$38,325		\$38,119	
Projected Per Capita Income (2028)	\$43,845		\$44,814		\$43,882	
Estimated Per Capita Income 5 Year Growth	\$7,021	19.1%	\$6,489	16.9%	\$5,763	15.1%
Estimated Average Household Net Worth (2023)	\$284,106		\$302,675		\$313,454	
<b>Daytime Demos (2023)</b>						
Total Businesses	1,004		1,136		2,129	
Total Employees	14,505		15,375		26,953	
Company Headquarter Businesses	52	5.2%	59	5.2%	103	4.8%
Company Headquarter Employees	3,273	22.6%	3,471	22.6%	4,620	17.1%
Employee Population per Business	14.4		13.5		12.7	
Residential Population per Business	30.9		32.9		31.7	

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Route 40 & 19th St Rock Falls, IL 61071		5 mi radius		10 mi radius		15 mi radius	
<b>Race &amp; Ethnicity</b>							
White (2023)	25,801	83.2%	31,631	84.6%	56,832	84.2%	
Black or African American (2023)	854	2.8%	930	2.5%	3,931	5.8%	
American Indian or Alaska Native (2023)	141	0.5%	156	0.4%	206	0.3%	
Asian (2023)	231	0.7%	295	0.8%	596	0.9%	
Hawaiian or Pacific Islander (2023)	9	-	9	-	12	-	
Other Race (2023)	1,422	4.6%	1,518	4.1%	1,951	2.9%	
Two or More Races (2023)	2,544	8.2%	2,832	7.6%	3,976	5.9%	
Not Hispanic or Latino Population (2023)	25,163	81.2%	31,005	83.0%	59,042	87.5%	
Hispanic or Latino Population (2023)	5,838	18.8%	6,365	17.0%	8,462	12.5%	
Not Hispanic or Latino Population (2028)	23,088	81.2%	28,950	83.1%	55,758	87.5%	
Hispanic or Latino Population (2028)	5,351	18.8%	5,897	16.9%	7,952	12.5%	
Not Hispanic or Latino Population (2020)	25,020	79.9%	30,777	82.1%	59,067	87.2%	
Hispanic or Latino Population (2020)	6,298	20.1%	6,704	17.9%	8,644	12.8%	
Not Hispanic or Latino Population (2010)	27,308	82.5%	33,522	84.5%	63,538	89.3%	
Hispanic or Latino Population (2010)	5,809	17.5%	6,156	15.5%	7,624	10.7%	
Projected Hispanic Annual Growth (2023 to 2028)	-487	-1.7%	-468	-1.5%	-511	-1.2%	
Historic Hispanic Annual Growth (2010 to 2023)	29	-	209	0.3%	838	0.8%	
<b>Age Distribution (2023)</b>							
Age Under 5	1,739	5.6%	1,982	5.3%	3,356	5.0%	
Age 5 to 9 Years	1,826	5.9%	2,137	5.7%	3,593	5.3%	
Age 10 to 14 Years	1,870	6.0%	2,229	6.0%	3,716	5.5%	
Age 15 to 19 Years	1,793	5.8%	2,144	5.7%	3,599	5.3%	
Age 20 to 24 Years	2,046	6.6%	2,325	6.2%	4,090	6.1%	
Age 25 to 29 Years	1,865	6.0%	2,131	5.7%	4,099	6.1%	
Age 30 to 34 Years	2,035	6.6%	2,353	6.3%	4,384	6.5%	
Age 35 to 39 Years	1,809	5.8%	2,129	5.7%	4,027	6.0%	
Age 40 to 44 Years	1,780	5.7%	2,168	5.8%	4,122	6.1%	
Age 45 to 49 Years	1,779	5.7%	2,156	5.8%	4,017	6.0%	
Age 50 to 54 Years	1,984	6.4%	2,456	6.6%	4,460	6.6%	
Age 55 to 59 Years	2,075	6.7%	2,615	7.0%	4,685	6.9%	
Age 60 to 64 Years	2,165	7.0%	2,834	7.6%	5,240	7.8%	
Age 65 to 74 Years	3,555	11.5%	4,542	12.2%	8,201	12.1%	
Age 75 to 84 Years	1,941	6.3%	2,322	6.2%	4,162	6.2%	
Age 85 Years or Over	738	2.4%	847	2.3%	1,754	2.6%	
Median Age	40.9		42.2		42.7		
<b>Gender Age Distribution (2023)</b>							
Female Population	15,750	50.8%	18,797	50.3%	32,906	48.7%	
Age 0 to 19 Years	3,492	22.2%	4,106	21.8%	6,952	21.1%	
Age 20 to 64 Years	8,742	55.5%	10,473	55.7%	18,154	55.2%	
Age 65 Years or Over	3,516	22.3%	4,218	22.4%	7,800	23.7%	
Female Median Age	42.7		43.6		44.4		
Male Population	15,251	49.2%	18,573	49.7%	34,599	51.3%	
Age 0 to 19 Years	3,736	24.5%	4,386	23.6%	7,312	21.1%	
Age 20 to 64 Years	8,796	57.7%	10,694	57.6%	20,971	60.6%	
Age 65 Years or Over	2,719	17.8%	3,493	18.8%	6,316	18.3%	
Male Median Age	39.3		41.1		41.4		

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<b>Household Income Distribution (2023)</b>						
HH Income \$200,000 or More	587	4.5%	783	5.0%	1,417	5.2%
HH Income \$150,000 to \$199,999	518	4.0%	644	4.1%	1,580	5.8%
HH Income \$100,000 to \$149,999	1,944	14.9%	2,620	16.7%	4,484	16.3%
HH Income \$75,000 to \$99,999	1,820	14.0%	2,351	15.0%	4,108	15.0%
HH Income \$50,000 to \$74,999	2,289	17.6%	2,790	17.8%	4,805	17.5%
HH Income \$35,000 to \$49,999	1,962	15.0%	2,205	14.1%	3,755	13.7%
HH Income \$25,000 to \$34,999	1,252	9.6%	1,395	8.9%	2,220	8.1%
HH Income \$15,000 to \$24,999	1,246	9.6%	1,359	8.7%	2,331	8.5%
HH Income Under \$15,000	1,420	10.9%	1,528	9.7%	2,773	10.1%
HH Income \$35,000 or More	9,121	69.9%	11,393	72.7%	20,150	73.3%
HH Income \$75,000 or More	4,870	37.4%	6,398	40.8%	11,589	42.2%
<b>Housing (2023)</b>						
Total Housing Units	14,556		17,492		30,684	
Housing Units Occupied	13,040	89.6%	15,674	89.6%	27,474	89.5%
Housing Units Owner-Occupied	9,428	72.3%	11,374	72.6%	19,993	72.8%
Housing Units, Renter-Occupied	3,611	27.7%	4,300	27.4%	7,481	27.2%
Housing Units, Vacant	1,517	11.6%	1,817	11.6%	3,210	11.7%
<b>Marital Status (2023)</b>						
Never Married	8,332	32.6%	9,482	30.6%	17,836	31.4%
Currently Married	10,821	42.3%	13,991	45.1%	25,065	44.1%
Separated	998	3.9%	1,278	4.1%	2,250	4.0%
Widowed	1,875	7.3%	2,251	7.3%	4,222	7.4%
Divorced	3,540	13.8%	4,020	13.0%	7,467	13.1%
<b>Household Type (2023)</b>						
Population Family	25,070	80.9%	30,436	81.4%	52,124	77.2%
Population Non-Family	5,484	17.7%	6,472	17.3%	11,854	17.6%
Population Group Quarters	447	1.4%	462	1.2%	3,527	5.2%
Family Households	8,318	63.8%	10,145	64.7%	17,526	63.8%
Non-Family Households	4,721	36.2%	5,530	35.3%	9,948	36.2%
Married Couple with Children	2,208	20.4%	2,973	21.3%	5,503	22.0%
Average Family Household Size	3.0		3.0		3.0	
<b>Household Size (2023)</b>						
1 Person Households	4,169	32.0%	4,875	31.1%	8,740	31.8%
2 Person Households	4,546	34.9%	5,658	36.1%	10,152	36.9%
3 Person Households	1,821	14.0%	2,128	13.6%	3,620	13.2%
4 Person Households	1,461	11.2%	1,761	11.2%	2,893	10.5%
5 Person Households	696	5.3%	841	5.4%	1,388	5.1%
6 or More Person Households	346	2.7%	411	2.6%	682	2.5%
<b>Household Vehicles (2023)</b>						
Households with 0 Vehicles Available	858	6.6%	966	6.2%	1,940	7.1%
Households with 1 Vehicles Available	5,158	39.6%	5,993	38.2%	10,013	36.4%
Households with 2 or More Vehicles Available	7,024	53.9%	8,715	55.6%	15,521	56.5%
Total Vehicles Available	22,729		27,851		48,783	
Average Vehicles Per Household	1.7		1.8		1.8	

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<b>Labor Force (2023)</b>							
Estimated Labor Population Age 16 Years or Over	25,189		30,554		56,049		
Estimated Civilian Employed	14,859	59.0%	17,846	58.4%	30,283	54.0%	
Estimated Civilian Unemployed	925	3.7%	1,066	3.5%	1,582	2.8%	
Estimated in Armed Forces	-	-	-	-	-	-	
Estimated Not in Labor Force	9,405	37.3%	11,641	38.1%	24,185	43.1%	
Unemployment Rate	3.7%		3.5%		2.8%		
<b>Occupation (2023)</b>							
Occupation: Population Age 16 Years or Over	14,855		17,842		30,279		
Management, Business, Financial Operations	1,542	10.4%	2,004	11.2%	3,756	12.4%	
Professional, Related Service	2,484	16.7%	3,022	16.9%	5,655	18.7%	
Sales, Office	2,749	18.5%	3,178	17.8%	5,515	18.2%	
Farming, Fishing, Forestry	3,164	21.3%	3,778	21.2%	5,948	19.6%	
Construct, Extraction, Maintenance	60	0.4%	100	0.6%	175	0.6%	
Production, Transport Material Moving	1,109	7.5%	1,443	8.1%	2,479	8.2%	
White Collar Workers	3,746	25.2%	4,317	24.2%	6,751	22.3%	
Blue Collar Workers	7,191	48.4%	8,803	49.3%	15,358	50.7%	
	7,664	51.6%	9,039	50.7%	14,920	49.3%	
<b>Consumer Expenditure (2023)</b>							
Total Household Expenditure	\$833.43 M		\$1.03 B		\$1.82 B		
Total Non-Retail Expenditure	\$439.24 M	52.7%	\$544.13 M	52.7%	\$961.79 M	52.7%	
Total Retail Expenditure	\$394.2 M	47.3%	\$488.91 M	47.3%	\$862.37 M	47.3%	
Apparel	\$28.95 M	3.5%	\$35.93 M	3.5%	\$63.57 M	3.5%	
Contributions	\$26.75 M	3.2%	\$33.32 M	3.2%	\$59.19 M	3.2%	
Education	\$23.33 M	2.8%	\$29.09 M	2.8%	\$52.19 M	2.9%	
Entertainment	\$46.59 M	5.6%	\$57.97 M	5.6%	\$102.7 M	5.6%	
Food and Beverages	\$123.51 M	14.8%	\$152.9 M	14.8%	\$269.45 M	14.8%	
Furnishings and Equipment	\$29 M	3.5%	\$36.08 M	3.5%	\$63.91 M	3.5%	
Gifts	\$19.8 M	2.4%	\$24.71 M	2.4%	\$43.84 M	2.4%	
Health Care	\$72.28 M	8.7%	\$89.42 M	8.7%	\$157.43 M	8.6%	
Household Operations	\$32.58 M	3.9%	\$40.42 M	3.9%	\$71.53 M	3.9%	
Miscellaneous Expenses	\$15.78 M	1.9%	\$19.57 M	1.9%	\$34.6 M	1.9%	
Personal Care	\$11.2 M	1.3%	\$13.89 M	1.3%	\$24.53 M	1.3%	
Personal Insurance	\$5.72 M	0.7%	\$7.14 M	0.7%	\$12.72 M	0.7%	
Reading	\$1.83 M	0.2%	\$2.27 M	0.2%	\$4.01 M	0.2%	
Shelter	\$175.31 M	21.0%	\$216.88 M	21.0%	\$383.38 M	21.0%	
Tobacco	\$5.35 M	0.6%	\$6.54 M	0.6%	\$11.38 M	0.6%	
Transportation	\$152.12 M	18.3%	\$188.89 M	18.3%	\$332.8 M	18.2%	
Utilities	\$63.33 M	7.6%	\$78.02 M	7.6%	\$136.93 M	7.5%	
<b>Educational Attainment (2023)</b>							
Adult Population Age 25 Years or Over	21,727		26,553		49,151		
Elementary (Grade Level 0 to 8)	743	3.4%	918	3.5%	1,645	3.3%	
Some High School (Grade Level 9 to 11)	1,390	6.4%	1,607	6.1%	3,146	6.4%	
High School Graduate	8,278	38.1%	9,852	37.1%	17,561	35.7%	
Some College	5,317	24.5%	6,539	24.6%	11,740	23.9%	
Associate Degree Only	2,292	10.5%	2,852	10.7%	5,469	11.1%	
Bachelor Degree Only	2,264	10.4%	3,001	11.3%	5,981	12.2%	
Graduate Degree	1,444	6.6%	1,784	6.7%	3,609	7.3%	

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<b>Units In Structure (2023)</b>							
1 Detached Unit	10,337	76.7%	12,501	78.1%	22,029	78.4%	
1 Attached Unit	128	1.0%	192	1.2%	429	1.5%	
2 to 4 Units	1,132	8.4%	1,205	7.5%	1,915	6.8%	
5 to 9 Units	520	3.9%	584	3.6%	897	3.2%	
10 to 19 Units	165	1.2%	222	1.4%	347	1.2%	
20 to 49 Units	169	1.3%	193	1.2%	440	1.6%	
50 or More Units	404	3.0%	432	2.7%	827	2.9%	
Mobile Home or Trailer	160	1.2%	321	2.0%	566	2.0%	
Other Structure	24	0.2%	24	0.1%	24	-	
<b>Homes Built By Year (2023)</b>							
Homes Built 2010 or later	238	1.8%	364	2.3%	622	2.2%	
Homes Built 2000 to 2009	556	4.1%	851	5.3%	1,478	5.3%	
Homes Built 1990 to 1999	1,126	8.4%	1,491	9.3%	2,251	8.0%	
Homes Built 1980 to 1989	745	5.5%	859	5.4%	1,479	5.3%	
Homes Built 1970 to 1979	2,150	16.0%	2,721	17.0%	4,497	16.0%	
Homes Built 1960 to 1969	1,780	13.2%	2,056	12.8%	3,609	12.8%	
Homes Built 1950 to 1959	2,530	18.8%	2,775	17.3%	4,269	15.2%	
Homes Built Before 1949	3,915	29.1%	4,558	28.5%	9,269	33.0%	
<b>Home Values (2023)</b>							
Home Values \$1,000,000 or More	11	0.1%	35	0.3%	91	0.5%	
Home Values \$500,000 to \$999,999	143	1.5%	185	1.6%	331	1.7%	
Home Values \$400,000 to \$499,999	35	0.4%	95	0.8%	248	1.2%	
Home Values \$300,000 to \$399,999	314	3.3%	458	4.0%	751	3.8%	
Home Values \$200,000 to \$299,999	874	9.3%	1,486	13.1%	2,641	13.2%	
Home Values \$150,000 to \$199,999	976	10.4%	1,312	11.5%	2,605	13.0%	
Home Values \$100,000 to \$149,999	1,995	21.2%	2,287	20.1%	4,162	20.8%	
Home Values \$70,000 to \$99,999	2,361	25.0%	2,541	22.3%	4,625	23.1%	
Home Values \$50,000 to \$69,999	1,855	19.7%	1,923	16.9%	2,776	13.9%	
Home Values \$25,000 to \$49,999	503	5.3%	594	5.2%	1,018	5.1%	
Home Values Under \$25,000	360	3.8%	457	4.0%	744	3.7%	
Owner-Occupied Median Home Value	\$106,928		\$119,336		\$121,475		
Renter-Occupied Median Rent	\$569		\$574		\$573		
<b>Transportation To Work (2023)</b>							
Drive to Work Alone	12,270	82.6%	14,639	82.0%	25,127	83.0%	
Drive to Work in Carpool	1,369	9.2%	1,737	9.7%	2,833	9.4%	
Travel to Work by Public Transportation	96	0.6%	116	0.7%	234	0.8%	
Drive to Work on Motorcycle	-	-	3	-	6	-	
Walk or Bicycle to Work	685	4.6%	750	4.2%	998	3.3%	
Other Means	57	0.4%	73	0.4%	117	0.4%	
Work at Home	376	2.5%	523	2.9%	963	3.2%	
<b>Travel Time (2023)</b>							
Travel to Work in 14 Minutes or Less	7,520	50.6%	8,427	47.2%	13,472	44.5%	
Travel to Work in 15 to 29 Minutes	4,469	30.1%	5,634	31.6%	9,451	31.2%	
Travel to Work in 30 to 59 Minutes	1,512	10.2%	1,942	10.9%	4,277	14.1%	
Travel to Work in 60 Minutes or More	978	6.6%	1,316	7.4%	2,116	7.0%	
Average Minutes Travel to Work	13.7		14.5		15.9		