



Community Profile

Building For Sale Rochelle, IL
 Drive Times: 5, 10, 15 minute radii

Latitude: 41.9074
 Longitude: -89.0539

	5 minute	10 minute	15 minute
Population Summary			
2000 Total Population	4,953	11,089	15,180
2010 Total Population	4,979	11,209	15,624
2019 Total Population	4,880	11,065	15,265
2019 Group Quarters	32	63	89
2024 Total Population	4,732	10,777	14,813
2019-2024 Annual Rate	-0.61%	-0.53%	-0.60%
2019 Total Daytime Population	5,544	11,801	15,315
Workers	2,981	5,943	7,203
Residents	2,563	5,858	8,112
Household Summary			
2000 Households	1,842	4,261	5,680
2000 Average Household Size	2.67	2.58	2.65
2010 Households	1,872	4,393	5,960
2010 Average Household Size	2.64	2.54	2.61
2019 Households	1,849	4,393	5,905
2019 Average Household Size	2.62	2.50	2.57
2024 Households	1,801	4,307	5,770
2024 Average Household Size	2.61	2.49	2.55
2019-2024 Annual Rate	-0.52%	-0.39%	-0.46%
2010 Families	1,241	2,886	4,069
2010 Average Family Size	3.21	3.11	3.13
2019 Families	1,204	2,836	3,963
2019 Average Family Size	3.21	3.10	3.11
2024 Families	1,165	2,763	3,848
2024 Average Family Size	3.21	3.08	3.10
2019-2024 Annual Rate	-0.66%	-0.52%	-0.59%
Housing Unit Summary			
2000 Housing Units	1,965	4,492	5,968
Owner Occupied Housing Units	54.1%	60.2%	63.8%
Renter Occupied Housing Units	39.6%	34.6%	31.4%
Vacant Housing Units	6.3%	5.1%	4.8%
2010 Housing Units	2,049	4,735	6,381
Owner Occupied Housing Units	52.9%	58.8%	63.1%
Renter Occupied Housing Units	38.5%	34.0%	30.3%
Vacant Housing Units	8.6%	7.2%	6.6%
2019 Housing Units	2,040	4,773	6,374
Owner Occupied Housing Units	51.5%	57.3%	61.6%
Renter Occupied Housing Units	39.2%	34.7%	31.0%
Vacant Housing Units	9.4%	8.0%	7.4%
2024 Housing Units	2,062	4,823	6,442
Owner Occupied Housing Units	50.0%	56.4%	60.2%
Renter Occupied Housing Units	37.3%	32.9%	29.4%
Vacant Housing Units	12.7%	10.7%	10.4%
Median Household Income			
2019	\$48,032	\$52,712	\$54,776
2024	\$52,803	\$58,063	\$60,920
Median Home Value			
2019	\$110,870	\$127,190	\$136,099
2024	\$117,048	\$136,687	\$150,212
Per Capita Income			
2019	\$21,472	\$25,523	\$26,423
2024	\$24,654	\$29,515	\$30,572
Median Age			
2010	33.4	36.2	36.6
2019	34.5	37.3	37.8
2024	35.4	37.8	38.3

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	1,849	4,393	5,905
<\$15,000	7.7%	8.3%	8.2%
\$15,000 - \$24,999	12.5%	10.9%	10.0%
\$25,000 - \$34,999	14.1%	12.4%	11.8%
\$35,000 - \$49,999	17.4%	14.9%	14.4%
\$50,000 - \$74,999	23.5%	22.0%	21.0%
\$75,000 - \$99,999	12.6%	13.6%	14.0%
\$100,000 - \$149,999	9.9%	13.3%	14.3%
\$150,000 - \$199,999	1.5%	3.3%	4.6%
\$200,000+	0.8%	1.3%	1.7%
Average Household Income	\$57,623	\$64,847	\$68,581
2024 Households by Income			
Household Income Base	1,801	4,307	5,770
<\$15,000	6.4%	6.7%	6.7%
\$15,000 - \$24,999	10.3%	8.9%	8.2%
\$25,000 - \$34,999	13.0%	11.4%	10.8%
\$35,000 - \$49,999	16.2%	13.6%	13.1%
\$50,000 - \$74,999	24.2%	22.1%	20.8%
\$75,000 - \$99,999	13.9%	14.3%	14.4%
\$100,000 - \$149,999	12.6%	16.0%	16.8%
\$150,000 - \$199,999	2.4%	5.2%	6.9%
\$200,000+	1.1%	1.7%	2.2%
Average Household Income	\$65,833	\$74,500	\$78,817
2019 Owner Occupied Housing Units by Value			
Total	1,050	2,737	3,926
<\$50,000	3.4%	3.7%	6.1%
\$50,000 - \$99,999	38.5%	27.3%	22.3%
\$100,000 - \$149,999	37.2%	35.0%	30.0%
\$150,000 - \$199,999	17.2%	20.2%	21.3%
\$200,000 - \$249,999	1.7%	6.8%	7.9%
\$250,000 - \$299,999	0.9%	4.2%	6.9%
\$300,000 - \$399,999	0.7%	2.4%	4.8%
\$400,000 - \$499,999	0.3%	0.1%	0.3%
\$500,000 - \$749,999	0.0%	0.1%	0.1%
\$750,000 - \$999,999	0.1%	0.1%	0.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$117,095	\$138,975	\$152,515
2024 Owner Occupied Housing Units by Value			
Total	1,031	2,721	3,878
<\$50,000	2.6%	2.4%	3.2%
\$50,000 - \$99,999	34.3%	22.8%	18.3%
\$100,000 - \$149,999	38.1%	33.9%	28.4%
\$150,000 - \$199,999	19.3%	20.9%	21.3%
\$200,000 - \$249,999	2.1%	10.4%	16.8%
\$250,000 - \$299,999	1.4%	5.2%	5.7%
\$300,000 - \$399,999	1.5%	3.5%	5.0%
\$400,000 - \$499,999	0.5%	0.3%	0.5%
\$500,000 - \$749,999	0.0%	0.5%	0.4%
\$750,000 - \$999,999	0.1%	0.1%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$124,612	\$153,149	\$167,479

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	4,978	11,207	15,625
0 - 4	8.1%	7.3%	7.1%
5 - 9	7.5%	7.2%	7.3%
10 - 14	7.5%	7.1%	7.4%
15 - 24	15.7%	14.4%	14.2%
25 - 34	13.4%	12.3%	11.9%
35 - 44	13.5%	13.3%	13.5%
45 - 54	13.4%	14.3%	15.0%
55 - 64	9.5%	10.4%	10.8%
65 - 74	6.0%	6.9%	7.0%
75 - 84	3.9%	4.8%	4.3%
85 +	1.6%	2.0%	1.7%
18 +	71.9%	73.6%	73.4%
2019 Population by Age			
Total	4,878	11,064	15,264
0 - 4	7.3%	6.7%	6.5%
5 - 9	7.3%	6.7%	6.7%
10 - 14	7.0%	6.7%	6.8%
15 - 24	13.1%	12.4%	12.2%
25 - 34	16.2%	14.6%	14.3%
35 - 44	12.1%	11.8%	11.8%
45 - 54	12.3%	12.6%	12.9%
55 - 64	11.1%	12.4%	13.0%
65 - 74	7.6%	8.9%	9.1%
75 - 84	4.2%	5.0%	4.7%
85 +	1.8%	2.3%	2.0%
18 +	74.2%	75.9%	75.9%
2024 Population by Age			
Total	4,731	10,777	14,813
0 - 4	7.3%	6.7%	6.6%
5 - 9	7.1%	6.6%	6.7%
10 - 14	7.2%	6.8%	7.0%
15 - 24	12.8%	12.0%	11.7%
25 - 34	15.0%	13.8%	13.4%
35 - 44	13.6%	13.0%	13.2%
45 - 54	11.6%	11.8%	11.9%
55 - 64	10.9%	11.7%	12.2%
65 - 74	8.3%	9.8%	10.2%
75 - 84	4.5%	5.4%	5.3%
85 +	1.8%	2.2%	2.0%
18 +	74.0%	75.7%	75.7%
2010 Population by Sex			
Males	2,499	5,521	7,765
Females	2,480	5,688	7,859
2019 Population by Sex			
Males	2,458	5,467	7,593
Females	2,422	5,597	7,672
2024 Population by Sex			
Males	2,391	5,339	7,379
Females	2,341	5,439	7,434

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	4,979	11,209	15,623
White Alone	82.3%	85.4%	85.7%
Black Alone	2.2%	2.0%	1.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	0.7%	0.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.3%	9.6%	9.7%
Two or More Races	2.3%	2.0%	1.9%
Hispanic Origin	30.4%	22.2%	21.3%
Diversity Index	60.9	52.2	51.2
2019 Population by Race/Ethnicity			
Total	4,881	11,064	15,265
White Alone	78.7%	82.2%	82.5%
Black Alone	2.7%	2.5%	2.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.4%	0.7%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	14.6%	11.5%	11.7%
Two or More Races	3.0%	2.6%	2.5%
Hispanic Origin	35.6%	26.4%	25.4%
Diversity Index	66.4	58.6	57.7
2024 Population by Race/Ethnicity			
Total	4,732	10,777	14,812
White Alone	76.3%	80.0%	80.4%
Black Alone	3.1%	2.9%	2.6%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.4%	0.8%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.2%	12.8%	13.1%
Two or More Races	3.4%	3.0%	2.8%
Hispanic Origin	38.9%	29.1%	28.1%
Diversity Index	69.4	62.4	61.5
2010 Population by Relationship and Household Type			
Total	4,979	11,209	15,624
In Households	99.4%	99.4%	99.4%
In Family Households	83.6%	83.1%	84.5%
Householder	24.6%	25.6%	26.0%
Spouse	16.7%	18.4%	19.1%
Child	34.9%	33.2%	33.5%
Other relative	4.0%	3.1%	3.0%
Nonrelative	3.5%	3.0%	2.9%
In Nonfamily Households	15.8%	16.3%	14.9%
In Group Quarters	0.6%	0.6%	0.6%
Institutionalized Population	0.6%	0.5%	0.5%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	3,190	7,468	10,338
Less than 9th Grade	7.6%	6.5%	6.9%
9th - 12th Grade, No Diploma	12.2%	9.1%	8.9%
High School Graduate	25.3%	27.7%	28.4%
GED/Alternative Credential	6.0%	5.4%	5.2%
Some College, No Degree	24.0%	22.6%	22.4%
Associate Degree	10.5%	11.9%	11.1%
Bachelor's Degree	9.6%	10.9%	11.1%
Graduate/Professional Degree	4.8%	5.8%	6.0%
2019 Population 15+ by Marital Status			
Total	3,826	8,843	12,197
Never Married	33.2%	28.7%	28.2%
Married	50.4%	53.7%	54.6%
Widowed	5.1%	6.2%	6.0%
Divorced	11.3%	11.4%	11.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	93.2%	93.7%	93.9%
Civilian Unemployed (Unemployment Rate)	6.8%	6.3%	6.1%
2019 Employed Population 16+ by Industry			
Total	2,344	5,279	7,236
Agriculture/Mining	2.4%	3.5%	4.9%
Construction	3.2%	4.2%	4.5%
Manufacturing	20.9%	20.3%	18.4%
Wholesale Trade	2.8%	3.4%	3.5%
Retail Trade	13.4%	10.0%	9.1%
Transportation/Utilities	9.1%	9.2%	9.4%
Information	4.5%	3.4%	2.8%
Finance/Insurance/Real Estate	5.4%	4.7%	4.9%
Services	35.8%	39.0%	39.6%
Public Administration	2.3%	2.3%	3.0%
2019 Employed Population 16+ by Occupation			
Total	2,344	5,278	7,236
White Collar	41.1%	42.6%	43.6%
Management/Business/Financial	4.4%	6.9%	8.1%
Professional	11.3%	14.5%	14.6%
Sales	8.8%	6.9%	6.8%
Administrative Support	16.6%	14.3%	14.1%
Services	21.6%	21.8%	20.8%
Blue Collar	37.3%	35.5%	35.6%
Farming/Forestry/Fishing	0.7%	1.1%	2.2%
Construction/Extraction	2.4%	3.5%	3.8%
Installation/Maintenance/Repair	3.1%	3.0%	2.8%
Production	15.6%	13.8%	13.1%
Transportation/Material Moving	15.5%	14.0%	13.7%
2010 Population By Urban/ Rural Status			
Total Population	4,979	11,209	15,624
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	92.9%	86.4%	72.2%
Rural Population	7.1%	13.6%	27.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	1,872	4,393	5,960
Households with 1 Person	26.9%	28.2%	25.9%
Households with 2+ People	73.1%	71.8%	74.1%
Family Households	66.3%	65.7%	68.3%
Husband-wife Families	45.1%	47.2%	50.4%
With Related Children	22.4%	21.1%	22.3%
Other Family (No Spouse Present)	21.2%	18.5%	17.9%
Other Family with Male Householder	7.2%	5.7%	5.8%
With Related Children	5.0%	3.9%	4.0%
Other Family with Female Householder	14.0%	12.8%	12.0%
With Related Children	9.9%	9.1%	8.7%
Nonfamily Households	6.8%	6.1%	5.8%
All Households with Children	37.9%	34.7%	35.5%
Multigenerational Households	5.2%	4.0%	4.0%
Unmarried Partner Households	10.1%	8.8%	8.4%
Male-female	9.8%	8.5%	8.2%
Same-sex	0.3%	0.3%	0.3%
2010 Households by Size			
Total	1,872	4,393	5,959
1 Person Household	26.9%	28.2%	25.9%
2 Person Household	30.1%	32.0%	32.8%
3 Person Household	15.8%	15.5%	15.8%
4 Person Household	13.7%	12.9%	13.4%
5 Person Household	7.5%	6.8%	7.3%
6 Person Household	3.4%	2.9%	3.0%
7 + Person Household	2.6%	1.8%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	1,872	4,393	5,960
Owner Occupied	57.9%	63.4%	67.6%
Owned with a Mortgage/Loan	41.9%	43.7%	46.7%
Owned Free and Clear	16.0%	19.7%	20.9%
Renter Occupied	42.1%	36.6%	32.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,049	4,735	6,381
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	91.9%	87.1%	73.7%
Rural Housing Units	8.1%	12.9%	26.3%

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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Top 3 Tapestry Segments			
1.	Rustbelt Traditions (5D)	Salt of the Earth (6B)	Green Acres (6A)
2.	Barrios Urbanos (7D)	Rustbelt Traditions (5D)	Middleburg (4C)
3.	Small Town Simplicity (12C)	Front Porches (8E)	Salt of the Earth (6B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$2,669,914	\$6,968,817	\$9,832,982
Average Spent	\$1,443.98	\$1,586.35	\$1,665.20
Spending Potential Index	67	74	78
Education: Total \$	\$1,807,240	\$4,924,741	\$7,028,744
Average Spent	\$977.41	\$1,121.04	\$1,190.30
Spending Potential Index	61	70	75
Entertainment/Recreation: Total \$	\$4,064,970	\$10,938,566	\$15,500,321
Average Spent	\$2,198.47	\$2,490.00	\$2,624.95
Spending Potential Index	67	76	80
Food at Home: Total \$	\$6,584,007	\$17,512,578	\$24,585,890
Average Spent	\$3,560.85	\$3,986.47	\$4,163.57
Spending Potential Index	69	77	80
Food Away from Home: Total \$	\$4,603,190	\$12,081,389	\$17,093,968
Average Spent	\$2,489.56	\$2,750.15	\$2,894.83
Spending Potential Index	68	75	79
Health Care: Total \$	\$7,743,539	\$20,775,826	\$29,399,663
Average Spent	\$4,187.96	\$4,729.30	\$4,978.77
Spending Potential Index	71	80	84
HH Furnishings & Equipment: Total \$	\$2,700,468	\$7,084,796	\$10,081,507
Average Spent	\$1,460.50	\$1,612.75	\$1,707.28
Spending Potential Index	68	76	80
Personal Care Products & Services: Total \$	\$1,113,006	\$2,912,014	\$4,155,823
Average Spent	\$601.95	\$662.88	\$703.78
Spending Potential Index	68	75	79
Shelter: Total \$	\$22,058,514	\$58,893,626	\$83,219,145
Average Spent	\$11,929.97	\$13,406.24	\$14,093.00
Spending Potential Index	64	72	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,055,928	\$8,149,140	\$11,624,524
Average Spent	\$1,652.75	\$1,855.03	\$1,968.59
Spending Potential Index	67	75	79
Travel: Total \$	\$2,589,951	\$7,032,757	\$10,120,682
Average Spent	\$1,400.73	\$1,600.90	\$1,713.92
Spending Potential Index	62	71	76
Vehicle Maintenance & Repairs: Total \$	\$1,472,340	\$3,876,368	\$5,464,263
Average Spent	\$796.29	\$882.40	\$925.36
Spending Potential Index	70	77	81

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.