



Community Profile

Rock Ridge Business Park Rock Valley, IA
Rings: 1, 3, 5 mile radii

Latitude: 43.2008
Longitude: -96.2631

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	252	3,461	4,225
2010 Total Population	250	3,895	4,661
2021 Total Population	275	4,134	4,966
2021 Group Quarters	5	86	94
2026 Total Population	287	4,260	5,124
2021-2026 Annual Rate	0.86%	0.60%	0.63%
2021 Total Daytime Population	383	4,829	5,460
Workers	264	2,947	3,227
Residents	119	1,882	2,233
Household Summary			
2000 Households	75	1,312	1,535
2000 Average Household Size	3.27	2.54	2.66
2010 Households	76	1,450	1,680
2010 Average Household Size	3.22	2.62	2.71
2021 Households	85	1,545	1,798
2021 Average Household Size	3.19	2.62	2.71
2026 Households	89	1,596	1,860
2026 Average Household Size	3.18	2.61	2.70
2021-2026 Annual Rate	0.92%	0.65%	0.68%
2010 Families	62	1,016	1,213
2010 Average Family Size	3.65	3.21	3.27
2021 Families	69	1,063	1,277
2021 Average Family Size	3.59	3.23	3.29
2026 Families	72	1,093	1,315
2026 Average Family Size	3.60	3.23	3.29
2021-2026 Annual Rate	0.85%	0.56%	0.59%
Housing Unit Summary			
2000 Housing Units	75	1,396	1,623
Owner Occupied Housing Units	81.3%	76.1%	77.0%
Renter Occupied Housing Units	17.3%	17.9%	17.6%
Vacant Housing Units	1.3%	6.0%	5.4%
2010 Housing Units	77	1,530	1,764
Owner Occupied Housing Units	83.1%	75.9%	77.2%
Renter Occupied Housing Units	15.6%	18.8%	18.1%
Vacant Housing Units	1.3%	5.2%	4.8%
2021 Housing Units	87	1,653	1,912
Owner Occupied Housing Units	81.6%	74.4%	75.7%
Renter Occupied Housing Units	16.1%	19.1%	18.3%
Vacant Housing Units	2.3%	6.5%	6.0%
2026 Housing Units	91	1,713	1,984
Owner Occupied Housing Units	82.4%	75.0%	76.3%
Renter Occupied Housing Units	15.4%	18.2%	17.4%
Vacant Housing Units	2.2%	6.8%	6.2%
Median Household Income			
2021	\$76,163	\$65,852	\$67,376
2026	\$79,194	\$69,957	\$71,758
Median Home Value			
2021	\$226,923	\$170,414	\$176,262
2026	\$250,000	\$185,151	\$191,369
Per Capita Income			
2021	\$32,471	\$31,912	\$31,941
2026	\$34,984	\$34,862	\$34,823
Median Age			
2010	32.7	35.5	34.9
2021	35.3	36.1	35.9
2026	36.5	37.0	36.9

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	85	1,545	1,798
<\$15,000	5.9%	9.5%	8.8%
\$15,000 - \$24,999	2.4%	5.3%	4.8%
\$25,000 - \$34,999	3.5%	3.0%	3.0%
\$35,000 - \$49,999	9.4%	10.3%	10.4%
\$50,000 - \$74,999	27.1%	29.8%	29.3%
\$75,000 - \$99,999	24.7%	16.9%	17.9%
\$100,000 - \$149,999	15.3%	14.7%	15.0%
\$150,000 - \$199,999	2.4%	5.2%	4.9%
\$200,000+	9.4%	5.3%	6.0%
Average Household Income	\$100,463	\$85,100	\$87,413
2026 Households by Income			
Household Income Base	89	1,596	1,860
<\$15,000	4.5%	8.6%	8.1%
\$15,000 - \$24,999	2.2%	4.5%	4.1%
\$25,000 - \$34,999	2.2%	2.5%	2.5%
\$35,000 - \$49,999	7.9%	9.2%	9.2%
\$50,000 - \$74,999	27.0%	29.1%	28.5%
\$75,000 - \$99,999	25.8%	17.8%	18.9%
\$100,000 - \$149,999	18.0%	16.3%	16.7%
\$150,000 - \$199,999	2.2%	6.1%	5.6%
\$200,000+	10.1%	5.8%	6.3%
Average Household Income	\$107,891	\$92,751	\$95,065
2021 Owner Occupied Housing Units by Value			
Total	71	1,230	1,448
<\$50,000	0.0%	6.5%	5.7%
\$50,000 - \$99,999	4.2%	13.3%	12.4%
\$100,000 - \$149,999	21.1%	20.9%	20.4%
\$150,000 - \$199,999	14.1%	22.6%	21.9%
\$200,000 - \$249,999	18.3%	13.4%	13.7%
\$250,000 - \$299,999	4.2%	5.4%	5.7%
\$300,000 - \$399,999	11.3%	7.6%	7.9%
\$400,000 - \$499,999	9.9%	6.1%	6.3%
\$500,000 - \$749,999	15.5%	4.1%	5.7%
\$750,000 - \$999,999	0.0%	0.0%	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%	0.0%
Average Home Value	\$291,786	\$201,993	\$215,666
2026 Owner Occupied Housing Units by Value			
Total	75	1,285	1,514
<\$50,000	0.0%	4.7%	4.2%
\$50,000 - \$99,999	2.7%	10.5%	9.6%
\$100,000 - \$149,999	16.0%	18.4%	17.8%
\$150,000 - \$199,999	12.0%	23.2%	22.2%
\$200,000 - \$249,999	18.7%	14.7%	14.9%
\$250,000 - \$299,999	5.3%	6.0%	6.3%
\$300,000 - \$399,999	12.0%	9.2%	9.4%
\$400,000 - \$499,999	13.3%	8.2%	8.3%
\$500,000 - \$749,999	18.7%	5.1%	6.9%
\$750,000 - \$999,999	0.0%	0.0%	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%	0.0%
Average Home Value	\$322,635	\$222,802	\$237,682

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	250	3,895	4,660
0 - 4	9.2%	8.7%	8.8%
5 - 9	9.6%	7.8%	8.1%
10 - 14	9.6%	7.5%	7.7%
15 - 24	13.2%	12.3%	12.6%
25 - 34	10.8%	13.2%	12.8%
35 - 44	11.2%	11.3%	11.2%
45 - 54	14.0%	11.8%	12.2%
55 - 64	11.6%	9.3%	9.7%
65 - 74	5.2%	7.5%	7.1%
75 - 84	3.6%	7.4%	6.7%
85 +	1.6%	3.2%	2.9%
18 +	65.6%	71.8%	70.9%
2021 Population by Age			
Total	274	4,135	4,966
0 - 4	8.0%	8.1%	8.1%
5 - 9	8.8%	8.2%	8.3%
10 - 14	8.0%	7.1%	7.3%
15 - 24	12.8%	10.5%	10.8%
25 - 34	12.0%	14.7%	14.3%
35 - 44	11.3%	11.5%	11.5%
45 - 54	10.2%	9.7%	9.8%
55 - 64	13.5%	11.3%	11.6%
65 - 74	9.9%	8.7%	8.9%
75 - 84	3.6%	6.5%	6.0%
85 +	1.8%	3.7%	3.3%
18 +	70.4%	72.6%	72.1%
2026 Population by Age			
Total	286	4,258	5,124
0 - 4	7.7%	8.0%	8.0%
5 - 9	8.4%	8.3%	8.4%
10 - 14	9.1%	7.9%	8.1%
15 - 24	12.2%	10.8%	11.0%
25 - 34	10.8%	12.1%	11.9%
35 - 44	11.5%	13.2%	12.9%
45 - 54	11.2%	10.5%	10.6%
55 - 64	10.1%	9.7%	9.8%
65 - 74	11.5%	9.0%	9.4%
75 - 84	5.6%	7.2%	6.9%
85 +	1.7%	3.4%	3.1%
18 +	70.3%	71.5%	71.2%
2010 Population by Sex			
Males	129	1,932	2,329
Females	121	1,963	2,332
2021 Population by Sex			
Males	139	2,055	2,478
Females	136	2,079	2,488
2026 Population by Sex			
Males	144	2,134	2,568
Females	143	2,126	2,555

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 26, 2022



Community Profile

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2010 Population by Race/Ethnicity			
Total	251	3,896	4,661
White Alone	94.8%	92.7%	93.2%
Black Alone	0.4%	0.3%	0.3%
American Indian Alone	0.0%	0.0%	0.0%
Asian Alone	0.4%	0.4%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.2%	5.3%	4.9%
Two or More Races	1.2%	1.3%	1.2%
Hispanic Origin	5.2%	10.7%	9.7%
Diversity Index	18.3	30.5	28.4
2021 Population by Race/Ethnicity			
Total	274	4,134	4,965
White Alone	93.4%	90.0%	90.6%
Black Alone	0.4%	0.5%	0.5%
American Indian Alone	0.0%	0.0%	0.0%
Asian Alone	0.4%	0.4%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.4%	7.3%	6.7%
Two or More Races	1.5%	1.7%	1.6%
Hispanic Origin	7.3%	14.4%	13.1%
Diversity Index	25.0	39.0	36.6
2026 Population by Race/Ethnicity			
Total	287	4,260	5,125
White Alone	92.0%	88.5%	89.2%
Black Alone	0.7%	0.7%	0.7%
American Indian Alone	0.0%	0.0%	0.1%
Asian Alone	0.3%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.2%	8.3%	7.7%
Two or More Races	1.7%	2.0%	1.9%
Hispanic Origin	8.4%	16.3%	14.9%
Diversity Index	28.3	43.1	40.6
2010 Population by Relationship and Household Type			
Total	250	3,895	4,661
In Households	98.0%	97.6%	97.8%
In Family Households	91.2%	84.9%	86.2%
Householder	26.0%	26.1%	26.2%
Spouse	24.4%	23.7%	24.0%
Child	38.8%	32.2%	33.4%
Other relative	1.2%	1.7%	1.5%
Nonrelative	0.8%	1.2%	1.1%
In Nonfamily Households	6.8%	12.7%	11.6%
In Group Quarters	2.0%	2.4%	2.2%
Institutionalized Population	1.6%	1.6%	1.5%
Noninstitutionalized Population	0.4%	0.8%	0.7%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	170	2,732	3,250
Less than 9th Grade	4.7%	4.4%	4.3%
9th - 12th Grade, No Diploma	2.9%	7.0%	6.3%
High School Graduate	39.4%	36.1%	36.6%
GED/Alternative Credential	2.4%	1.7%	1.9%
Some College, No Degree	15.9%	12.7%	13.5%
Associate Degree	17.1%	14.7%	15.2%
Bachelor's Degree	12.9%	18.4%	17.2%
Graduate/Professional Degree	4.7%	5.1%	4.9%
2021 Population 15+ by Marital Status			
Total	207	3,167	3,787
Never Married	27.5%	29.5%	28.9%
Married	66.2%	58.1%	59.9%
Widowed	4.8%	8.7%	7.9%
Divorced	1.4%	3.7%	3.2%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	158	2,364	2,843
Population 16+ Employed	100.0%	95.7%	96.3%
Population 16+ Unemployment rate	0.0%	4.3%	3.6%
Population 16-24 Employed	19.0%	15.0%	15.4%
Population 16-24 Unemployment rate	0.0%	5.8%	4.7%
Population 25-54 Employed	53.8%	57.6%	57.1%
Population 25-54 Unemployment rate	0.0%	5.6%	4.8%
Population 55-64 Employed	19.6%	17.5%	17.9%
Population 55-64 Unemployment rate	0.0%	0.8%	0.6%
Population 65+ Employed	7.6%	9.9%	9.6%
Population 65+ Unemployment rate	0.0%	0.0%	0.4%
2021 Employed Population 16+ by Industry			
Total	158	2,263	2,739
Agriculture/Mining	15.8%	5.6%	7.8%
Construction	5.1%	4.2%	4.6%
Manufacturing	19.0%	20.2%	19.8%
Wholesale Trade	0.6%	1.9%	1.8%
Retail Trade	10.1%	8.4%	8.5%
Transportation/Utilities	1.3%	6.0%	5.5%
Information	0.6%	0.7%	0.6%
Finance/Insurance/Real Estate	5.1%	6.7%	6.3%
Services	41.8%	44.6%	43.6%
Public Administration	1.3%	1.8%	1.6%
2021 Employed Population 16+ by Occupation			
Total	159	2,264	2,738
White Collar	61.4%	62.4%	61.7%
Management/Business/Financial	20.3%	20.3%	20.8%
Professional	20.9%	20.6%	19.9%
Sales	8.9%	11.8%	11.2%
Administrative Support	11.4%	9.5%	9.9%
Services	12.7%	9.9%	10.4%
Blue Collar	26.6%	27.8%	27.9%
Farming/Forestry/Fishing	1.3%	0.4%	0.8%
Construction/Extraction	3.2%	3.8%	3.8%
Installation/Maintenance/Repair	0.6%	1.4%	1.3%
Production	14.6%	12.2%	12.3%
Transportation/Material Moving	7.0%	10.2%	9.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	75	1,450	1,680
Households with 1 Person	16.0%	26.8%	24.9%
Households with 2+ People	84.0%	73.2%	75.1%
Family Households	82.7%	70.1%	72.2%
Husband-wife Families	78.7%	63.4%	65.9%
With Related Children	40.0%	29.2%	30.8%
Other Family (No Spouse Present)	5.3%	6.6%	6.2%
Other Family with Male Householder	2.7%	2.6%	2.4%
With Related Children	1.3%	1.9%	1.9%
Other Family with Female Householder	2.7%	4.1%	3.8%
With Related Children	2.7%	2.8%	2.7%
Nonfamily Households	1.3%	3.1%	2.9%
All Households with Children	43.4%	34.1%	35.4%
Multigenerational Households	1.3%	1.2%	1.1%
Unmarried Partner Households	1.3%	2.9%	2.7%
Male-female	1.3%	2.7%	2.5%
Same-sex	0.0%	0.2%	0.2%
2010 Households by Size			
Total	75	1,451	1,680
1 Person Household	16.0%	26.8%	24.9%
2 Person Household	34.7%	35.2%	35.4%
3 Person Household	13.3%	11.0%	11.4%
4 Person Household	13.3%	11.9%	12.1%
5 Person Household	12.0%	9.9%	10.2%
6 Person Household	6.7%	3.2%	3.7%
7 + Person Household	4.0%	2.0%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	76	1,450	1,680
Owner Occupied	84.2%	80.1%	81.0%
Owned with a Mortgage/Loan	53.9%	47.2%	48.4%
Owned Free and Clear	28.9%	33.0%	32.6%
Renter Occupied	15.8%	19.9%	19.0%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	175	201	199
Percent of Income for Mortgage	12.5%	10.9%	11.0%
Wealth Index	114	88	92
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	77	1,530	1,764
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	26.0%	80.8%	70.7%
Rural Housing Units	74.0%	19.2%	29.3%
2010 Population By Urban/ Rural Status			
Total Population	250	3,895	4,661
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	23.6%	77.1%	65.3%
Rural Population	76.4%	22.9%	34.7%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Prairie Living (6D)	Salt of the Earth (6B)	Prairie Living (6D)
2.	Heartland Communities (6F)	Prairie Living (6D)	Salt of the Earth (6B)
3.		Heartland Communities (6F)	Heartland Communities (6F)
2021 Consumer Spending			
Apparel & Services: Total \$	\$188,265	\$2,931,493	\$3,498,059
Average Spent	\$2,214.88	\$1,897.41	\$1,945.53
Spending Potential Index	104	89	92
Education: Total \$	\$101,691	\$1,826,606	\$2,123,111
Average Spent	\$1,196.36	\$1,182.27	\$1,180.82
Spending Potential Index	69	68	68
Entertainment/Recreation: Total \$	\$382,552	\$5,432,987	\$6,601,440
Average Spent	\$4,500.61	\$3,516.50	\$3,671.55
Spending Potential Index	139	109	114
Food at Home: Total \$	\$594,398	\$8,631,474	\$10,437,067
Average Spent	\$6,992.92	\$5,586.71	\$5,804.82
Spending Potential Index	128	103	107
Food Away from Home: Total \$	\$333,029	\$5,197,769	\$6,196,828
Average Spent	\$3,917.99	\$3,364.25	\$3,446.51
Spending Potential Index	103	89	91
Health Care: Total \$	\$774,369	\$11,048,284	\$13,413,341
Average Spent	\$9,110.22	\$7,150.99	\$7,460.15
Spending Potential Index	146	115	120
HH Furnishings & Equipment: Total \$	\$205,771	\$3,223,807	\$3,842,701
Average Spent	\$2,420.84	\$2,086.61	\$2,137.21
Spending Potential Index	107	93	95
Personal Care Products & Services: Total \$	\$84,387	\$1,293,214	\$1,547,616
Average Spent	\$992.79	\$837.03	\$860.74
Spending Potential Index	111	93	96
Shelter: Total \$	\$1,650,737	\$25,967,643	\$30,917,835
Average Spent	\$19,420.44	\$16,807.54	\$17,195.68
Spending Potential Index	96	83	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$298,128	\$3,913,516	\$4,854,397
Average Spent	\$3,507.39	\$2,533.02	\$2,699.89
Spending Potential Index	147	106	113
Travel: Total \$	\$222,774	\$3,440,650	\$4,119,638
Average Spent	\$2,620.87	\$2,226.96	\$2,291.23
Spending Potential Index	104	88	91
Vehicle Maintenance & Repairs: Total \$	\$126,567	\$1,819,619	\$2,204,765
Average Spent	\$1,489.02	\$1,177.75	\$1,226.23
Spending Potential Index	134	106	111

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.