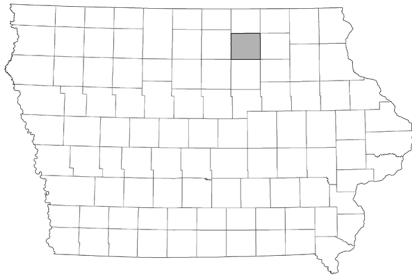


Data for Decision Makers



Rockford, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for Rockford is 758. Between 2010 and 2020 the population decreased by 11.9%. The City of Rockford is in Floyd County. Floyd County saw a 4.1% population decrease between 2010 and 2020.

Floyd County Cities - Total Population¹

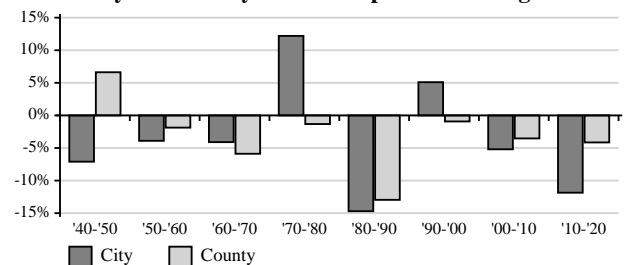
City	2000	2010	2020
Rockford	907	860	758
Male Total	440	418	376
Female Total	467	442	382
Charles City	7,812	7,652	7,396
Colwell	76	73	55
Floyd	361	335	313
Marble Rock	326	307	271
Nora Springs [†]	1,532	1,431	1,369
Rudd	431	369	358
Floyd County Total	16,900	16,303	15,627
State of Iowa Total	2,926,324	3,046,355	3,190,369

[†]City is located in multiple counties, total population is provided.

Neighboring Cities - Percent Population Change

	'90-'00	'00-'10	'10-'20
Dougherty	-25.2%	-27.5%	6.9%
Floyd	0.6%	-7.2%	-6.6%
Marble Rock	-9.7%	-5.8%	-11.7%
Nora Springs	1.8%	-6.6%	-4.3%
Rudd	0.5%	-14.4%	-3.0%
Rockford	5.1%	-5.2%	-11.9%
Floyd County	-0.9%	3.5%	-4.1%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



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Demographic Profile

Rockford, Iowa

Rockford's population is predominantly White. The City of Rockford, compared to Floyd County, had a lower percentage of young people (17 or younger) and a lower percentage of older people (65 and older) in 2020. New household relationship categories were reported for 2020 that are not comparable with 2010.³

Percentage of Population by Race/Hispanic Origin¹

Race Groups	City		County	
	2010	2020	2010	2020
One race only	99.5%	96.6%	99.2%	96.2%
White	99.1%	94.3%	95.8%	90.2%
White alone, not Hispanic	99.0%	93.7%	94.7%	89.0%
Black or African American	0.2%	1.1%	1.2%	2.7%
Asian	0.1%	0.3%	1.3%	1.9%
American Indian or Alaska Native	0.1%	0.3%	0.1%	0.2%
Hawaiian or Pacific Islander	0.0%	0.1%	0.0%	0.1%
Other	0.0%	0.5%	0.7%	1.2%
Two or more races	0.5%	3.4%	0.8%	3.8%
Hispanic origin ^a	0.1%	1.2%	2.0%	3.5%

^a Hispanics can be of any race.

Households by Family or Nonfamily Type^{1,3}

	City		County	
	2010	2020	2010	2020
Total households	374	332	6,886	6,674
Family households ^{a,b}	62.8%	68.8%	64.8%	62.6%
Married couple family ^b	48.1%	57.0%	53.0%	49.4%
With own children	17.9%	13.3%	18.4%	16.3%
Other family ^c	14.7%	13.9%	11.8%	13.2%
Male householder ^c	4.0%	4.8%	3.7%	4.7%
With own children	2.9%	2.7%	2.3%	2.9%
Female householder ^c	10.7%	9.0%	8.1%	8.5%
With own children	8.0%	4.8%	5.5%	5.0%
Nonfamily households ^d	37.2%	31.2%	35.2%	37.4%
Male living alone	13.6%	13.3%	13.6%	16.3%
Female living alone	18.4%	20.2%	17.6%	16.9%

Households by Couple or Non-couple Type^{1,3}

	City		County	
	2010	2020	2010	2020
Total households	374	332	6,886	6,674
Married couple ^b	48.1%	57.0%	53.0%	49.4%
Cohabiting couple ^{b,f}	NA ^e	6.3%	NA ^e	6.0%
Male householder ^g	NA ^e	17.5%	NA ^e	20.0%
Female householder ^g	NA ^e	28.3%	NA ^e	24.6%

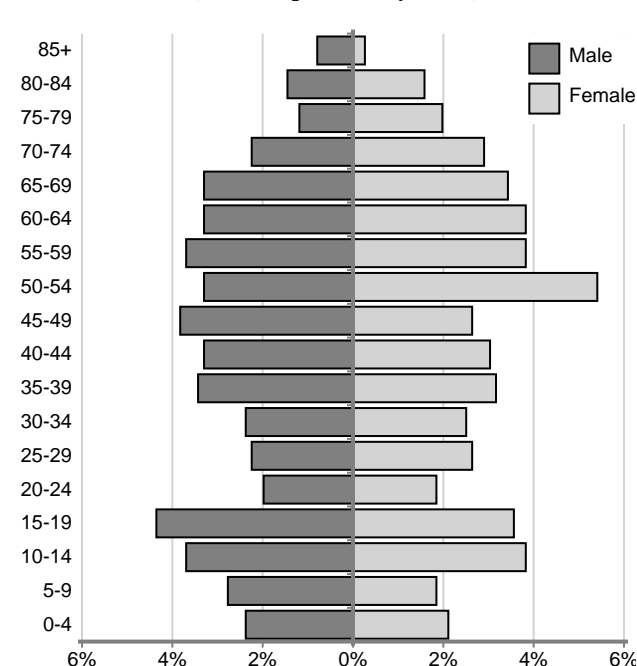
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder has an unmarried partner. ^gFor 2020 no spouse or partner present, but relatives, nonrelatives may be present or householder may be living alone.

Percentage of Population by Age¹

Age Groups	City		County	
	2010	2020	2010	2020
17 or younger	25.5%	21.2%	23.9%	23.4%
0 - 4	6%	4.5%	6.4%	6.0%
5 - 9	7.1%	4.6%	6.3%	6.3%
10 - 14	7.1%	7.5%	6.5%	7.1%
15 - 17	5.3%	4.6%	4.7%	4%
18 - 24	8%	7.1%	7.1%	6.6%
25 - 44	24%	22.7%	21.1%	21.4%
45 - 64	24.8%	29.8%	27.9%	26.3%
65 or older	17.8%	19.1%	20.0%	22.3%
65 - 84	13.1%	18%	16.5%	19.6%
85 or older	4.7%	1.1%	3.5%	2.7%
Median ⁴ Age (years)	39.8	44.3	43.3	43.6
Age Dependency ^{a, 5}	76.4	67.6	78.3	84.2
Old-Age	31.4	32.0	35.7	41.1
Child	45.0	35.6	42.6	43.1

^aAge Dependency Ratio

Rockford, Iowa Population Pyramid,^a 2020¹



^aEach bar represents the percentage that an age-sex group comprises of the total population.

Socioeconomic Profile

Rockford, Iowa

The median household income in Rockford is less than the median household income of Floyd County. The median value of owner-occupied housing units is lower in Rockford than for Floyd County. There is a higher percentage of vacant housing units in Rockford than there is for Floyd County. Many housing units in Rockford were built prior to 1940. There is a higher percentage of individuals 25 and older with a Bachelor's degree or higher in Rockford compared to Floyd County.

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	375	+/- 65	6,600	+/- 177
Less than \$34,999	13.3%	+/- 3.0%	27.3%	+/- 2.9%
\$35,000 To \$49,999	20.0%	+/- 8.5%	13.4%	+/- 2.3%
\$50,000 To \$99,999	47.2%	+/- 4.1%	33.8%	+/- 2.4%
\$100,000 Or More	19.5%	+/- 3.4%	25.5%	+/- 2.5%
Median ⁴ Household Income	\$61,741	+/- \$5,342	\$62,356	+/- \$5,573
Median Family Income	\$64,554	+/- \$20,668	\$86,950	+/- \$3,487
Per Capita Income	\$34,913	+/- \$8,762	\$34,900	+/- \$1,828

Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	623	+/-110	10,875	+/-53
High School Graduate or Higher	91.7%	+/-4.7%	93.2%	+/-1.6%
Bachelor's Degree or Higher	20.9%	+/-6.2%	18.2%	+/-3%

*MOE = the margin of error for American Community Survey estimates² which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

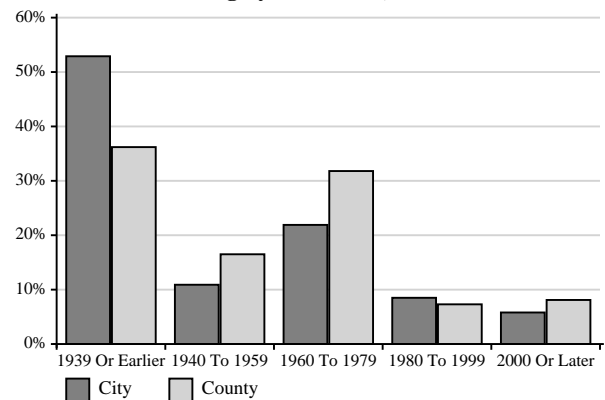
**MOE is high, use county estimate.

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	448	+/- 66	7,337	+/- 23
Vacant	16.3%	+/- 7.1%	10.0%	+/- 2.4%
Occupied	83.7%	+/- 7.1%	90.0%	+/- 2.4%
Occupied ^a	375	+/- 65	6,600	+/- 177
Owner	77.6%	+/- 8.7%	76.4%	+/- 4.1%
Renter	22.4%	+/- 8.7%	23.6%	+/- 4.1%
Rent ^b	\$759	+/- \$122	\$627	+/- \$34
Value ^c	\$93,900	+/- \$7,701	\$128,800	+/- \$8,837

^aOccupied Units, ^bMedian gross rent of renter-occupied units, ^cMedian value of owner-occupied units

Percent Housing by Year Built, 2018-2022²



In Rockford there is a higher percentage of workers in management, business, science, and arts occupations than any other occupation category. The production, transportation, and material moving occupation category makes up 25.4% of occupations of the civilian employed population in the city.

Occupation of the Civilian Employed Population, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	422	+/- 83	7,426	+/- 274
Management, business, science, and arts	27.5%	+/- 6.3%	36.0%	+/- 4.6%
Service	15.9%	+/- 7.0%	15.8%	+/- 3.0%
Sales and office	22.3%	+/- 7.3%	16.0%	+/- 3.2%
Natural resources, construction, and maintenance	***%	+/- ***%	12.8%	+/- 2.3%
Production, transportation, and material moving	25.4%	+/- 7.5%	19.4%	+/- 2.7%

Socioeconomic Profile

Rockford, Iowa

Rockford has a higher proportion of the population age 16 or older in the labor force than Floyd County. A portion of those who are not in the labor force are people who are retired. Earnings data are provided for the population 16 and over who have earnings. Median earnings in Rockford tend to be higher than the median earnings for Floyd County. Families with children tend to have a higher rate of poverty than families without children.

Median Employment Earnings, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ ^a	475	+/- 93	8,263	+/- 264
Median Earnings	\$42,266	+/- \$42	\$37,612	+/- \$4,002
Female	\$31,667	+/- \$9,792	\$30,281	+/- \$2,834
Female, full time ^b	\$43,542	+/- \$3,441	\$42,521	+/- \$5,058
Male	\$47,031	+/- \$6,039	\$49,147	+/- \$5,116
Male, full time ^b	\$49,688	+/- \$5,832	\$57,240	+/- \$2,988

^a with earnings, ^b year round, **MOE is high, use county estimate.

Disability Status and Health Insurance Coverage of the Civilian Noninstitutionalized Population, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population ^a	895	+/-175	15,393	+/-6
With a disability ^b	16.4%	+/-5.1%	15.2%	+/-1.3%
With Health Insurance	94.9%	+/-2.9%	95.3%	+/-1.6%
With Private ^c Coverage	73.3%	+/-11.3%	70.6%	+/-3.1%
With Public ^d Coverage	40.4%	+/-10.5%	43.0%	+/-2.3%
No Health Insurance	**%	+/-**%	4.7%	+/-1.6%

^aCivilian Noninstitutionalized Population, ^blimitations of activities or inability for full participation, ^cprovided by employer, union, bought by individual, and some military plans, ^dincludes Medicare, Medicaid, VA Health Care, children's CHIP, and some state plans, **MOE is high, use county estimate.

*MOE = the margin of error for American Community Survey estimates² which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

Employment Status, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+	720	+/- 130	12,561	+/- 71
in labor force	61.4%	+/- 6.4%	61.1%	+/- 2.3%
not in labor force	38.6%	+/- 6.4%	38.9%	+/- 2.3%
Civilian labor force	442	+/- 85	7,681	+/- 288
Unemployed	4.5%	+/- 4.9%	3.3%	+/- 1.5%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	895	+/-175	15,393	+/-6
Below poverty	**%	+/-**%	10.9%	+/-2.3%
17 and under	**%	+/-**%	14.7%	+/-5.5%
18 - 64	9.4%	+/-4.6%	11.4%	+/-2.5%
65+	**%	+/-**%	5.6%	+/-2.7%
All Families	**%	+/-**%	6.0%	+/-2.3%
with children	**%	+/-**%	12.1%	+/-5.1%
Married Couple	**%	+/-**%	**%	+/-**%
with children	**%	+/-**%	**%	+/-**%
Female HH ^b	**%	+/-**%	32.7%	+/-13.4%
with children	**%	+/-**%	43.9%	+/-17.2%

^a for whom poverty status is determined, ^b female householder, no husband present, **MOE is high, use county estimate.

Notes and Source Information:

¹ U.S. Census Bureau; Decennial Censuses 1940 - 2020

² U.S. Census Bureau; American Community Survey 2018-2022

³ For the 2020 Decennial Census, households are divided into subcategories by two different methods. One method (family or nonfamily) is based on the presence or absence of family relationships among the household members and the householder. Using family relationships (birth, marriage, or adoption) has been the usual way to classify households, and the data using this method has good comparability between 2010 and 2020. In 2020, the Census Bureau introduced an additional method to divide households into subcategories. This second method (couple or noncouple) is based on the presence or absence of a couple relationship for the householder. The relationship can be as a married spouse or as an unmarried partner and can be of the opposite or same sex. The 2020 data reported for the second method (except for married couples) does not have good comparability with data from 2010. For smaller towns, the couple or noncouple data are omitted in this profile.

⁴ Median is the middle value of a distribution.

⁵ The age dependency ratio compares, by age, those typically not in the labor force with those who typically are in the labor force. Old Age dependency is persons 65+ per 100 persons age 18-64. Child dependency is persons under age 18 per 100 persons age 18-64. The total age dependency ratio is persons under age 18 plus persons 65 or older per 100 persons age 18-64.

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