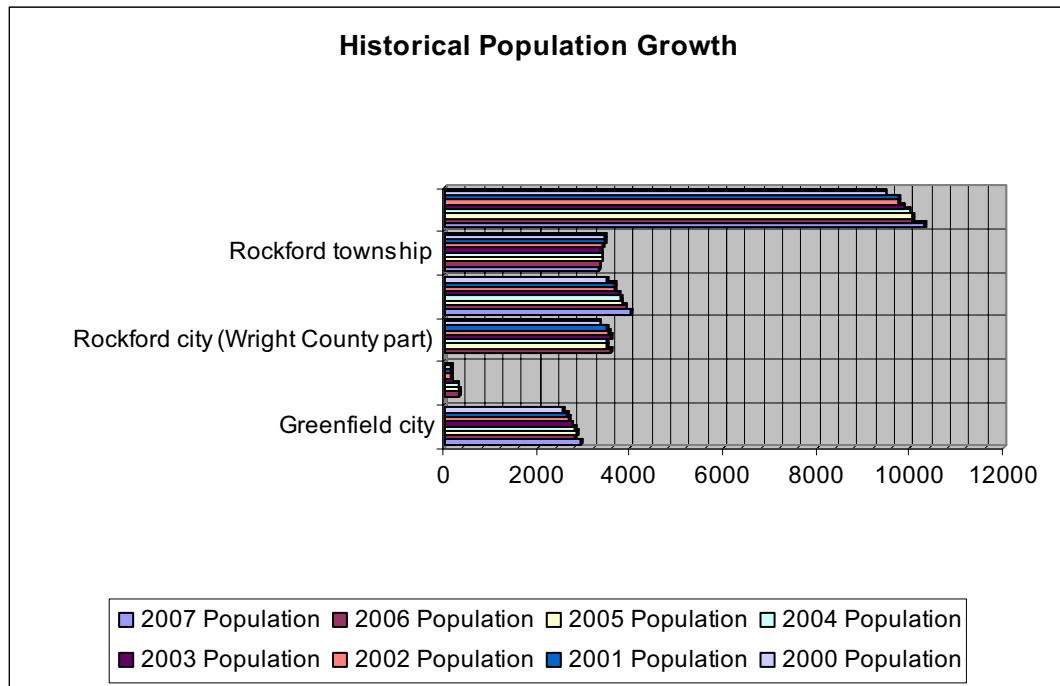


# Demographics~ Come Grow with Us!



**Population: 10,000:** *The City of Rockford, City of Greenfield and Rockford Township have a combined 2007 estimated population of 10,291, a 9% increase from the year 2000. The number of households increased from 2000 to 2007 to 3,675 households. The City of Rockford issued permits for 307 new housing units during that period.*



## Population & Household:

*Cities of Rockford , Greenfield and Rockford Township:*

*2007 Estimated Population: 10,291*

*2000 Census: 39,472*

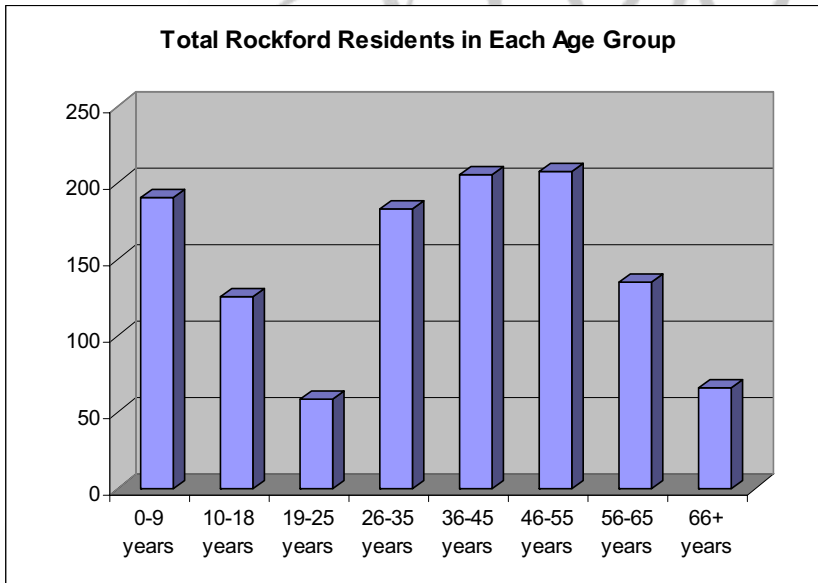
*2007 Estimated Households: 3,675*

*Household Size Est.: 2.80*

# Demographics...

## Survey Says....

The City of Rockford surveyed its residents in 2007 to obtain more current demographic data. Following are results from 422 households, representing 1,137 residents, along with comparative Census data.



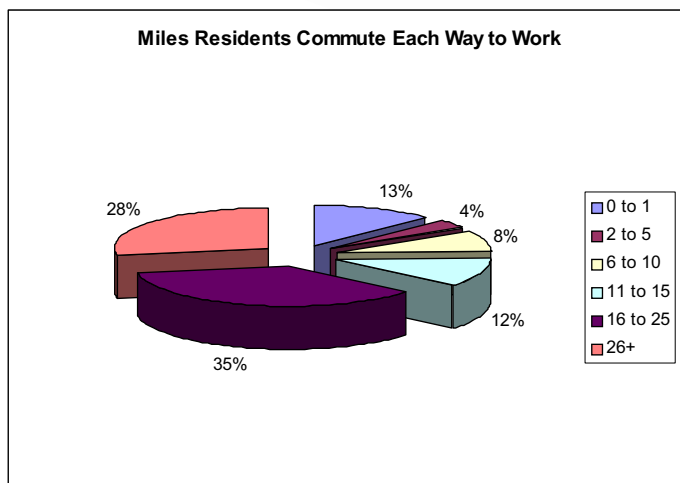
## Median Age

The 2000 Census reported a median age of 30.6 years in the City of Rockford.

Rockford has a higher percent of toddlers, with 10% of its residents under the age of five, higher than the national average of 6.8% of the population under the age of five. Only 4.8% of Rockford residents, per the 2000 Census, were 65 years and older, compared to a national average of 12.4%. Based on the survey information received, it appears the senior population may be increasing, but is still below the national average as it relates to the percent of population.

## Commuting

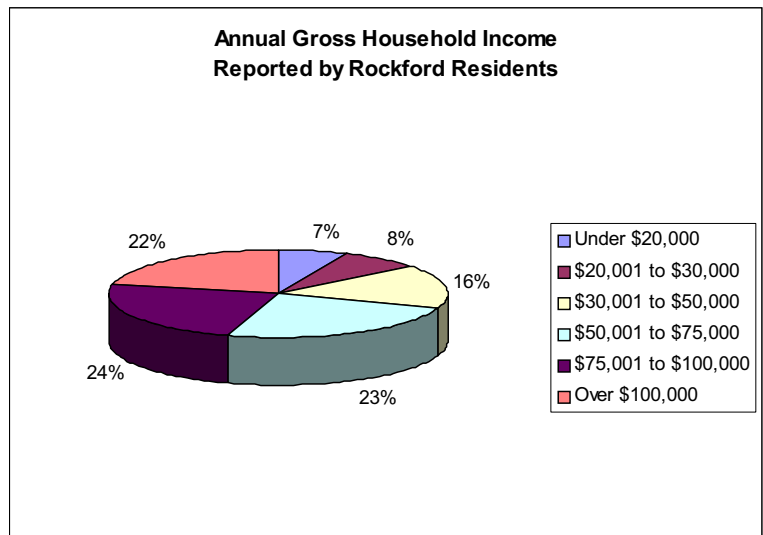
The 2000 Census reported a mean travel time to work of 28.8 minutes. This was slightly higher than the national mean travel time of 25.5 minutes. According to the survey, 28% of residents are traveling over 26 miles each way to work, and 25% are commuting 10 miles or less.



# Demographics~

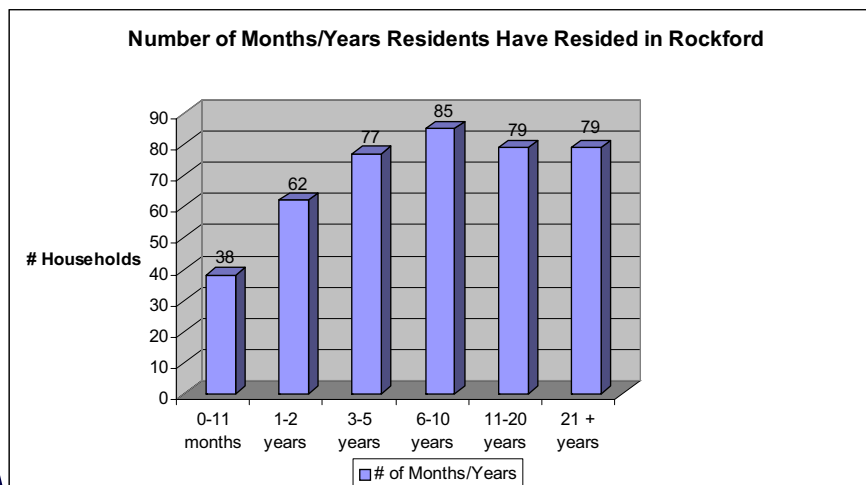


**Income:** The 2000 Census reported a median household income of \$51,349 and a median family income of \$56,607. The per capita income was reported at \$20,675. 386 households responded to this question, during the 2007 Rockford Survey, with 22% reporting household wages over \$100,000, 24% reporting wages of \$75,001 to \$100,000, and 23% reporting wages of \$50,000 to \$75,000. 15% reported wages less than \$30,000 per year.



In 2000, the MN Federal Taxable Income for Wright County residents was approximately \$1.37 million, or an average of \$32,404 per return. This increased to \$1.64 million in 2004 or an average of \$34,283 per return.

## Longevity in the Community



Approximately 42% of those responding to the Rockford Survey, (177 households with approximately 476 residents) reported moving into the City within the past five years. Approximately 19% of those responding reported they have lived in the community for over 20 years.