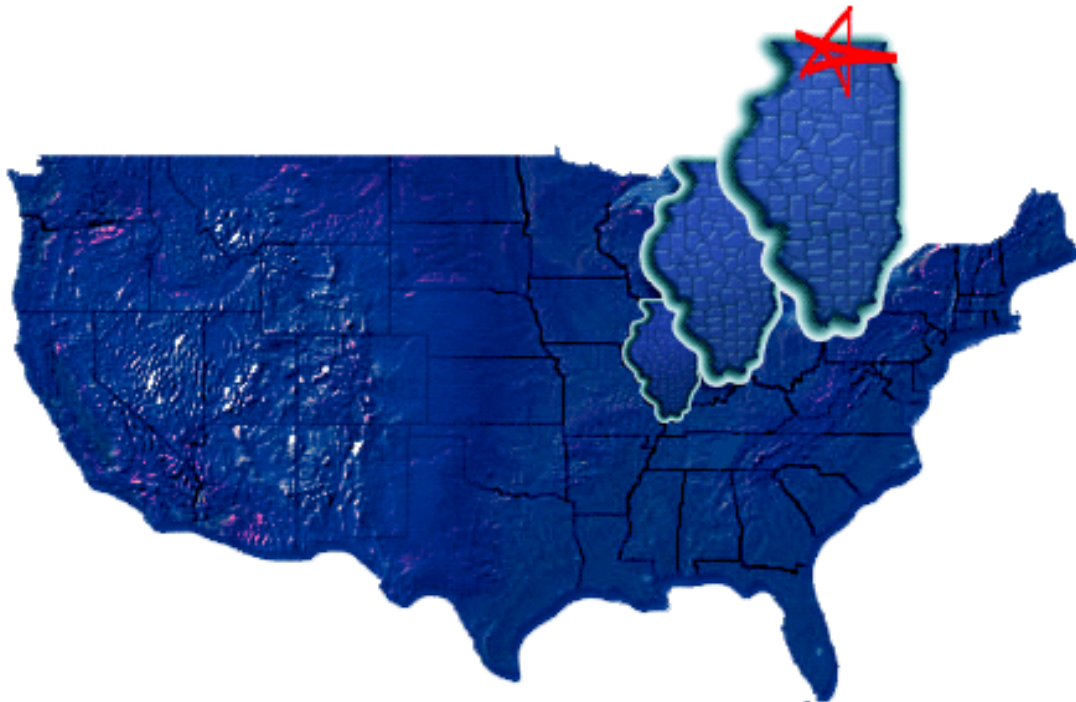


# ROCKFORD AREA

## Quick Reference Guide

### Rockford, Illinois MSA

The Rockford MSA (Metropolitan Statistical Area) includes Boone and Winnebago counties of northern Illinois. Rockford is 65 miles northwest of Chicago's O'Hare International Airport and 90 miles east of the Mississippi River. Its location allows for easy access to regional, national and international markets.



The Rockford Area Economic Development Council is a nonprofit economic development organization whose primary role is to market the Rockford area and help employers retain and create quality jobs.



Last updated 6/25/06

## Population Characteristics

### Population Trends (2000 - 2005)

	2005 est.	2004 est.	2003est*	2000*
Rockford MSA	339,138	335,278	383,375	371,236
City of Rockford	N A	152,452	151,725	150,115
Winnebago Co	288,695	286,788	284,313	278,418
Boone Co.	50,483	48,471	46,596	41,786

\*3 county

Source: U.S. Census Bureau

Race/Ethnicity (2004 est)	Number	Percent
White .....	290,857	86.7
Black .....	32,250	9.6
Amer. Indian, Eskimo, Aleut .....	1,193	0.3
Asian .....	5,965	1.8
Native Hawaiian/Pacific Islander .....	180	0.05
2 or more races .....	4,833	1.4
Hispanic Origin* .....	33,385	10.0
Total Population .....	335,278	100.0

\* Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau ACS Profile



Gender (2004)	Number	Percent
Male .....	164,996	49.2
Female .....	170,282	50.8
Total Population .....	335,278	100.0

Age Structure (2004)	Number	Percent
0-14 years .....	72,155	21.5
15-19 years .....	23,284	6.9
20-24 years .....	23,492	7.0
25-34 years .....	44,788	13.3
35-54 years .....	96,585	28.8
55-64 years .....	33,177	9.9
65 years and over .....	41,797	12.5

Source: U.S. Census Bureau

## Income Characteristics

(2004)

Median Family Income .....	\$52,301
Mean Household Income .....	\$53,181
Per capita Personal Income .....	\$28,008

Source: US Census Bureau 2004 ACS Profile; Bureau of Economic Analysis

### Household Income by Income Group (2004)

	Number	Percent
Total Households .....	148,791	100.0
Less than \$10,000 .....	12,235	8.2
\$10,000 - \$14,999 .....	10,957	7.4
\$15,000 - \$24,999 .....	18,368	12.3
\$25,000 - \$34,999 .....	21,937	14.7
\$35,000 - \$49,999 .....	20,220	13.6
\$50,000 - \$74,999 .....	30,093	20.2
\$75,000 and over .....	34,981	23.5

Source: U.S. Census Bureau,

## Selected Calculations 1990-2000

Population Change (thousands) .....	+41.5
Employment Change (thousands) .....	+24.5
Population Growth Rate (annual) .....	+1.26%
Employment Growth Rate (annual) .....	+1.45%

Land Area.....	1,560.0 square miles
Density.....	227.7 persons per square mile
Persons per Household.....	2.64

Source: U. S. Census Bureau 2004



## Education

Attainment - 2004 est.	Number	Percent
Persons 25 years and older	247,582	100.0
- Less than 9th grade .....	10,218	4.1
- 9th to 12th grade, no diploma .....	33,160	13.4
- High school graduate/GED .....	83,127	33.6
- Some college, no degree .....	54,376	22.0
- Associate degree .....	17,186	6.9
- Bachelor's degree .....	32,376	13.1
- Graduate/professional degree .....	17,139	6.9

Source: U.S. Census Bureau, 2006

### K - 12 School Enrollment (2005-2006)

	City of Rockford		Rockford MSA	
	Nb.	%	Nb.	%
Total Enrollment	35,408	100.0	62,6753	100.0
Total Public	27,464	77.6	53,482	85.3
Total Private	7,944	22.4	9,193	14.7

Source: National Public School Locator, Illinois State Board of Education

### Institutions of Higher Learning within Commuting Distance

4-year:

Institution	Enrollment
Beloit College (Beloit, WI)	1,281
Northern Illinois University - DeKalb	25,260
Northern Illinois University - Rockford campus	379
Rockford College	1,551
St. Anthony College of Nursing	112

Community:

Highland Community College - Freeport	2,500
Kishwaukee College - Malta	4,192
Rock Valley College	9,475

Other:

Rockford Business College	521
U of I - College of Medicine at Rockford	156



## Major Private Employers

Firm Name	Employment
DaimlerChrysler Corporation	3,500
Product/Service	Automobiles
Rockford Health System	3,306
Product/Service	Health care
Hamilton Sundstrand Corporation	3,000
Product/Service	Aerospace components
SwedishAmerican Health System	2,625
Product/Service	Health care
OSF St. Anthony Medical Center	1,950
Product/Service	Health care
United Parcel Service	1,700
Product/Service	Parcel sorting hub
Anderson Packaging	1,200
Product/Service	Pharmaceutical packaging
Woodward	1,071
Product/Service	Governors & auxiliary equipment
Wal-Mart Stores	970
Product/Service	Retail merchandise
Cadbury Adams	902
Product/Service	Chewing gum
Rockford Products	675
Product/Service	Cold formed components
Carrier Commercial	627
Product/Service	Dispensing equipment
Elco Textron	614
Product/Service	Fasteners
Invensys Building Systems	550
Product/Service	Environmental controls
Bergstrom	550
Product/Service	Motor vehicle air conditioning
Woods Equipment Co.	550
Product/Service	Farm Machinery & Equipment
Danaher Motion	500
Product/Service	Electric Generators
Estwing Mfg.	400
Product/Service	Hand tools

## Labor Market Characteristics

### Rockford MSA Labor Force Summary (2005)

Labor Force .....	166,881
Total Employment .....	156,206
Number Unemployed .....	10,675
Percent Unemployed .....	6.4%

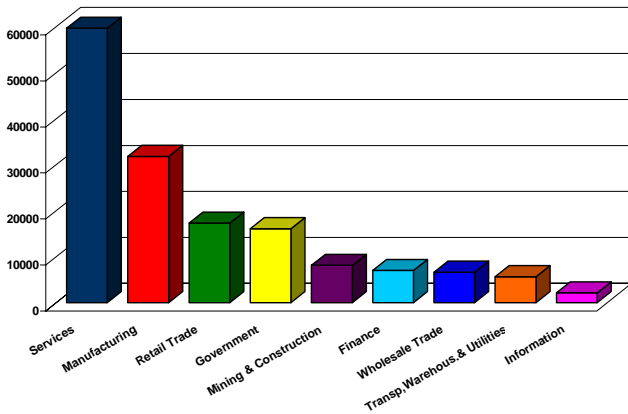
#### Percent Unemployed (2005)

City of Rockford .....	8.1%
Illinois .....	5.7%
U.S. ....	5.1%

### Employment by Industry (2005)

Non-Agricultural Wage & Salary Workers .....	154,300
Services .....	59,700
Manufacturing .....	31,800
Retail Trade .....	17,300
Government .....	16,100
Transportation, Communications, Utilities .....	7,700
Wholesale Trade .....	6,600
Finance, Insurance, Real Estate .....	7,000

Employment by Industry Sector 2005



### Average Weekly Wages by Industry (1st Qtr., 2005)

Transportation & Warehousing .....	\$694
Finance, Insurance .....	\$1,233
Manufacturing .....	\$979
Wholesale Trade .....	\$802
Construction .....	\$818
Public Administration .....	\$728
Health Care & Social Assistance .....	\$658
Information .....	\$630
Educational Services .....	\$376
Retail Trade .....	\$481
Real Estate, Rental and Leasing .....	\$427

Source: Illinois Department of Employment Security

## Commercial/Industrial Services

Machinshops .....	187
Tool & die shops.....	.89
Automobile manufacturers, parts/assembly .....	26
General waste disposal services? .....	yes
Hazardous waste disposal services? .....	yes

#### State-designated Enterprise Zones located in:

Rockford, Belvidere/Boone County, and Rockton/South Beloit.

#### Tax Increment Financing districts located in:

Rockford (14), Belvidere, Machesney Park, and South Beloit.

Industrial Development Revenue Bond and Revolving Loan Fund programs available in most areas.

## Commuting Characteristics

#### Highways serving area:

- Interstate: I-90, I-88, I-39
- Federal: US Route 20, US Route 51/251
- State: 9 state highways--IL 2, 26, 38, 64, 70, 72, 75, 76, 173

#### Means of Transportation

	Number	Percent
Workers 16 years and older .....	170,415	100.0
- Private vehicle .....	161,008	94.5
- Public transportation (Bus) .....	1,148	0.7
- Walked .....	973	0.6
- Other means .....	2,531	1.5
- Work at home .....	4,755	2.8
Mean travel time to work .....		22.4 min.

Source: U.S. Census Bureau 2003

### Public Transportation

Rockford Mass Transit District (RMTD)

- 15 routes
- 37 vehicles
- Hourly stops from 5:00 a.m. to 11:45 p.m.



#### Shuttle Services

- Van Galder Bus Company
- Daily service to and from O'Hare includes 31 trips from 4 a.m. to midnight.
- Daily service to Downtown Chicago and Union Station

## Access to Markets

### Air Service

- Chicago/Rockford International Airport (RFD)
- Among the nation's fastest growing cargo airports
- UPS regional air hub
- 10,000 and 8,200 feet of Hard Surface Runway
- Narrow and Wide Body Capable
- Category I/III Instrument Landing System
- VOR
- Non-Directional Beacon
- Centerline and Touchdown Zone Lighting



**R**ockford's UPS Air Hub was constructed at the Greater Rockford Airport in 1994 as a key component in the global UPS network. As the largest regional air hub in the country, Rockford is the only facility of its type that handles cargo going coast to coast. Around the clock operations are permitted.

With earlier delivery and later drop-off times, the hub provides local businesses greater flexibility and a strategic advantage for serving their customers. For an advanced logistics analysis on how a Rockford location can improve your operations, call the Council of 100 at 815-987-8118.

### Transit Time

Distance and travel time from the Rockford Area to:

City	Highway	Highway	Days by	Days by
	Miles	Kilometers	Rail	Truck
Atlanta	761	1,218	5	2
Chicago	90	141	1	1
Cleveland	422	675	4	1
Dallas	830	1,328	3	3
Denver	909	1,454	4	3
Detroit	373	597	4	1
Kansas City	412	659	2	1
Los Angeles	1,967	3,147	6	4
Milwaukee	90	141	1	1
Minneapolis	353	565	3	1
New Orleans	999	1,598	5	3
New York	889	1,422	5	3
St. Louis	297	479	2	1

Air Freight/Air Cargo firms  
 DHL(Airborne Express), UPS (United Parcel Service), BAX Global  
 Total Landed Cargo Wt., 2004 (lbs.) .....1,353,512,752  
 Other services: ..... U.S. Customs Port of Entry, Foreign Trade Zone #176, public warehousing

### Motor Freight Services

Number of carriers.....60  
 Number of Terminals.....37

### Rail Service

- Rail Carriers serving area:
- Union Pacific
  - Canadian National
  - Iowa, Chicago and Eastern Railroad
  - Illinois RailNet

### Parcel Distribution Services

- UPS Air Hub
- Landstar Inway
- DHL/Airborne Express
- BAX Global
- FedEx



## Retail Trade

### Sales by Store Group (2004)

Total Retail Sales .....	~\$2,388,691,342
- General Merchandise Stores .....	13.6%
- Food Stores .....	6.8%
- Eating & Drinking Places .....	9.8%
- Apparel & Accessories .....	1.5%
- Furniture & Household Goods .....	6.3%
- Building Materials & Hardware .....	9.9%
- Auto Dealers & Gasoline Service Stations .....	25.5%
- Drug Stores & Miscellaneous Retail .....	9.1%

Estimated Retail Sales per Household .....	\$16,397
Number of Retail Establishments .....	9,094
Retail Sales Tax:	
- State .....	5.00%
- County .....	1.25%
- Municipal .....	1.00%

Source: Illinois Department of Revenue.



## Utilities

### Electric

**South Beloit Water, Gas & Electric Alliant Energy** (Investor-owned subsidiary of Alliant Energy)

- Service Territory within MSA: northern portion of Winnebago and Boone counties

**ComEd** (Investor-owned)

- Service Territory within MSA: Boone and Winnebago(except northern) counties
- Tax: State=5%, Franchise Fee=0-5%, Municipal=0-5%

**Rochelle Electric Utilities** (City-owned)

- Service Territory within MSA: City of Rochelle

### Natural Gas

**NiCor Gas Co.** (Investor-owned)

- Service Territory within MSA: Boone and Winnebago counties (except City of South Beloit, Village of Rockton)
- Tax: State=5%

**South Beloit Water, Gas & Electric** (Investor-owned; subsidiary of Alliant Energy.)

- Service Territory within MSA: City of South Beloit, Village of Rockton

## Telecommunications

### Telecommunications: Intra-LATA (Local) carriers

#### AT&T

- Service Territory within MSA: Rockford, Loves Park, Machesney Park, South Beloit

#### Choice One Communications

- Service territory within MSA: Rockford, Loves Park, Machesney Park

#### McLeod USA

- Service Territory within MSA: Rockford, Loves Park, Machesney Park, Belvidere and surrounding areas

#### TDS METROCOM

- Service Territory within MSA: Rockford, Loves Park, Machesney Park, Belvidere and surrounding areas

#### Verizon

- Service Territory within MSA: Boone, Ogle and Winnebago counties (except Rockford, Loves Park, Machesney Park, South Beloit, Leaf River)

Note: Independent telephone exchanges exist in Leaf River and the Bergen and Sharon areas of northern Boone county.

### Telecommunications: Inter-LATA (Long Distance) carriers

<b>AT&amp;T Communications</b>	<b>McLeod USA</b>
<b>Choice One Communications</b>	<b>Sprint</b>
<b>MCI</b>	<b>Qwest</b>

### Telecommunications: Broadband Suppliers and Services

<b>AT&amp;T</b>	<b>McLeod USA</b>
<b>Choice One Communications</b>	<b>TDS METROCOM</b>

- ♦Redundant Networks of Fiber Optic Rings
- ♦Asynchronous Transfer Mode (ATM)
- ♦Digital Subscriber Line Service (DSL)
- ♦OC3 - OC48 Fiber Cables
- ♦Virtual Private Networks (VPN)
- ♦Virtual Internet Service (VIS)
- ♦T1 Lines

#### Insight Communications

- ♦Digital/Cable Modems

## Cost of Living

### ACCRA Cost-of-Living Index (1st Qtr., 2002)

Boston, MA .....	140.0
Washington, DC-MD-VA-WV .....	132.3
San Diego, CA .....	129.8
Philadelphia, PA-NJ .....	117.6
Minneapolis, MN .....	108.2
Denver, CO .....	106.5
Grand Rapids, MI .....	105.2
Cleveland, OH .....	104.8
Portland-Vancouver, OR-WA .....	102.8
Dallas, TX .....	100.6
Phoenix, AZ .....	98.8
Green Bay, WI .....	98.7
<b>Rockford, IL .....</b>	<b>98.4</b>
Norfolk-Virginia Beach-Newport News (VA-NC) ..	98.0
Tampa, FL .....	97.0
Appleton-Oshkosh-Neenah, WI .....	93.8
San Antonio, TX .....	88.9

Source: ACCRA

## Climate

Average Winter Temp .....	22.12° F	-5.46° C
Average Summer Temp .....	71.02° F	21.68° C
Average Annual Rainfall .....	36.28 in	92.15 cm
Average Annual Snowfall .....	35.20 in	89.41 cm
Ave. Annual Days Below Freezing .....	144	
Heating Degree Days .....	3,186	
Cooling Degree Days .....	714	

### Location

Mean Elevation (above sea level) .....	715 feet
Latitude .....	N 42° 16' 07"
Longitude .....	W 89° 05' 48"



## Quality of Life

Public Parks .....	185
Parkland acres .....	>7,000
Public Swimming Pools .....	6
Health Clubs .....	9
Public Golf Courses .....	21
Country Clubs .....	6
Public Libraries .....	9
Museums .....	10
Art Galleries .....	12
Symphony Orchestra .....	1
Community Theatres .....	4
Indoor Ice Arenas .....	2
Indoor Sports Centers .....	1
Water Parks .....	1
Sports: .....	Rockford Icehogs UHL hockey team, Rockford Lightning CBA basketball team, Rockford Raptors Premier NISL soccer team, Rockford Riverhawks minor league baseball team, Rockford Speedway, Byron Dragway
Protestant Churches* .....	402
Catholic Churches .....	19
Jewish Synagogues .....	2
Islamic Mosque .....	1

\* 56 denominations represented.

Festival of Lights

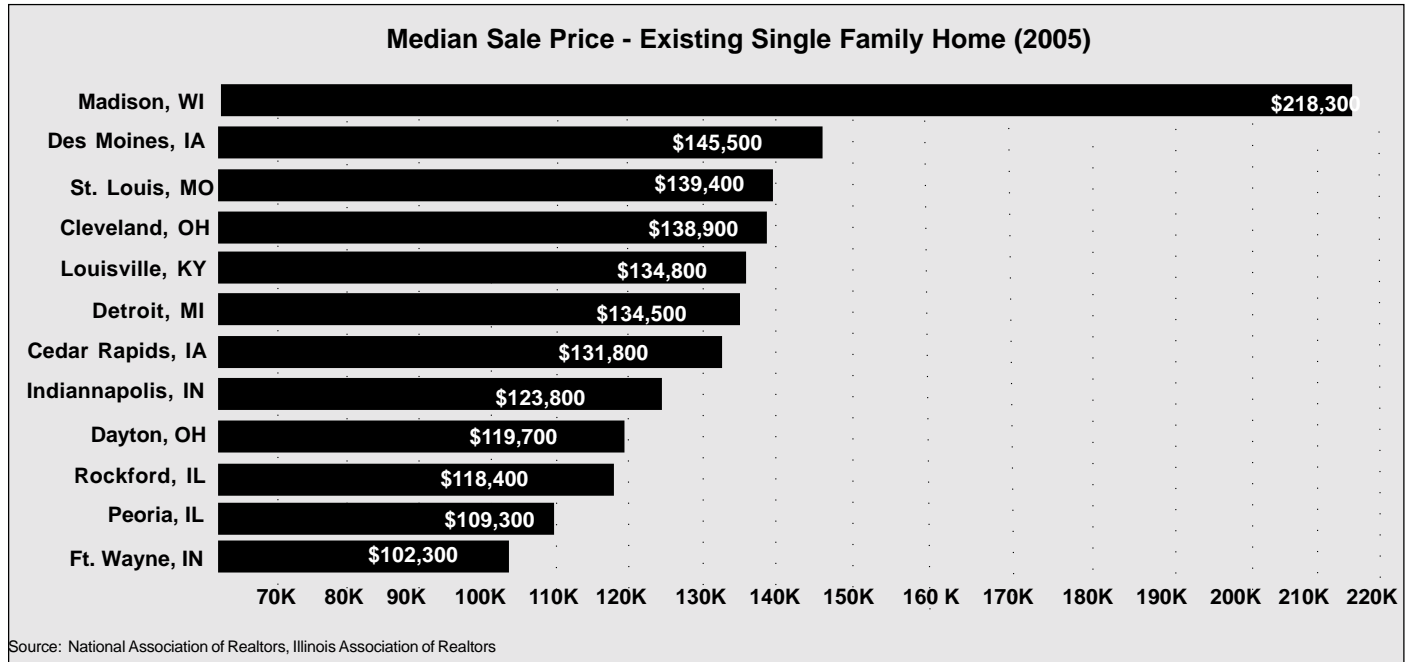


Coronado Theatre

## Health Care

Hospitals	No. of Beds
Rockford Health Systems (Rockford)	297
SwedishAmerican Hospital (Rockford)	267
OSF St. Anthony Medical Center (Rockford)	239
Freeport Memorial Hospital (Freeport)	161
Rochelle Community Hospital (Rochelle)	25
<b>Number of Physicians (M.D.)</b>	<b>802</b>
<b>Number of Dentists (D.D.S.)</b>	<b>170</b>

## Housing Affordability



## Community Services

Motels/Hotels: .....	60
- Number of rooms: .....	3,527
Restaurants: .....	575
-Capacity of largest banquet room: .....	1,200
Civic Center/auditorium: .....	Rockford Metro Centre
- Seating capacity: .....	10,000
Number of Banks: .....	35
Number of Savings and Loans: .....	6
Number of Credit Unions: .....	36
Local newspapers	
- Daily: .....	3
- Weekly: .....	8
Local radio stations: .....	13
TV channels received: .....	6
Cable TV system.....	yes
Public Bus Transportation.....	yes
Fire Insurance Rating: City of Rockford. ....	2
WinnebagoCounty.....	5

## For More Information

### Rockford Area Economic Development Council

100 Park Avenue, Suite 100  
 Rockford, Illinois 61101  
 Phone: (815) 987-8118  
 Fax: (815) 987-8129

website: [www.rockfordil.com](http://www.rockfordil.com)  
 e-mail: [info@rockfordil.com](mailto:info@rockfordil.com)

### Economic Development Partners:

- Growth Dimensions of Belvidere and Boone County
- Greater Rochelle Economic Development Corporation
- Freeport Area Economic Development Corporation
- Rockford Local Development Corporation

