UNITED WAY OF ROCK RIVER VALLEY 2008

COMMUNITY ASSESSMENT

A STUDY BY THE

NORTHERN ILLINOIS UNIVERSITY CENTER

FOR GOVERNMENTAL STUDIES

WE ALL WANT TO MAKE OUR COMMUNITY A BETTER PLACE. TO MAKE SURE EVERYONE HAS A CHANCE TO BE SUCCESSFUL. TO LEAVE BEHIND A BETTER, BRIGHTER FUTURE FOR OUR CHILDREN.

BUT HOW DO WE DO THIS?

TWO SIMPLE WORDS:

LIVE UNITED™ United Way

LIVE UNITED

INTRODUCTION

This report is offered to the community by the United Way of Rock River Valley as part of its effort to help build consensus around strategies to improve the quality of life for all residents of the greater Rockford region.

The first part of this report discusses the key economic, social, and cultural forces that have been driving change in the Rockford region over the last several decades and that are likely to continue to drive change in the near future. Then a series of six key factors are identified that are related to the Rockford region's ability to navigate successfully through these changes. Each factor is described in some detail, followed by a brief overview of how the Rockford region is performing in regard to these success factors.

The second part of this report contains a listing of specific indicators that the region can use to monitor its performance in regard to each of the six key factors. Like most practical frameworks for policy making, this framework is not designed to provide specific answers for how the region can pursue renewal. Rather, it is designed to keep the region's leaders focused on asking the key questions, because strategies that lead to success are most often created by developing regional answers to these key questions.

THE ENGINES OF CHANGE IN THE ROCKFORD REGION

This report will not review the wide range of social and economic data that have been assembled in previous studies to track the profound social and economic changes that have been reshaping the region for the last four decades. These trends are covered well by reviewing any of the following groups of studies:

- Next Generation Consulting, "Attracting and Retaining Talent to the Rockford Area: Evidence, Key Findings, and Action Plan," February 21, 2007;
- CarterBurgess, "Targeted Industry Anaysis," February, 2006;
- The series of industry analysis studies funded by Winnebago County and the Rockford Area Economic Development Council and written by NIU's Regional Development Institute and CarterBurgess. Specific documents discuss the food processing, logistics, aeronautics, and back office sectors;
- The Stateline region sections of the State of Working Illinois publication series;
- The Pathfinders, "The Boone and Winnebago Counties, Illinois Area Labor Availability Report" and "Commuting Analysis";
- Richard W. Judy and Jane M. Lammel, "21st Century Workforce: Boone and Winnebago Counties in Illinois," January 31, 2004.

As these reports and others clearly show, the Rockford region once had a relatively steady economy, a stable population base, a long-standing group of community leaders, and a broad consensus regarding what factors people use to define "the good life." Stability itself was thought by many people to be an important community asset.

But the region has changed, just as the nation has changed. Over the last four decades, many pillars of stability have eroded. Old ways of doing business have lost their effectiveness and new ones are still emerging. Skills and assets that once assured success for people and companies don't always deliver those outcomes today. Old styles of leadership have lost their effectiveness and are giving way to new styles in businesses, non-profits, education, government settings. New technologies have transformed our economy and altered our day-to-day lives.

Old ways of doing business have lost their effectiveness and new ones are still emerging.

The assessment we make after reviewing these trends identifies at least three inter-connected forces of economic and social transformation that are reshaping the quality of life for residents of the region.

- The first is economic globalization and the process of economic restructuring that results from globalization.
- The second is the rise of the knowledge economy as the principal source of new wealth in the region, and how the knowledge economy changes the rules by which the region competes in the global economy.
- And the third is the continued segmentation of how people define their own version of the American Dream and how the multiple versions of that dream that operate today result in different patterns of social and economic behavior among the region's increasingly diverse population.

While these forces occur in the region simultaneously, each deserves some separate consideration. Together, they are changing the factors that matter to the region's ability to prosper today.

Economic Globalization. Economic globalization is not new. But it occurs in different stages over time and it has different implications for the region's economic and social characteristics at each stage. Each stage of globalization sets off different types of destabilizing waves that reverberate throughout the region.

The first waves in the Rockford region came in the 1980s and 1990s. They were driven by several factors, such as falling national trade barriers, especially in manufacturing markets, the introduction of new information technologies, cheaper freight rates, and easier telecommunications. These developments sparked increased global competition within the core industries that once drove the Rockford region's traditional manufacturing economy. Companies, workers, and communities in the region were exposed without much warning to new competitors from around the world. New global competitors often sold products at lower prices, and many provided higher quality by adopting new forms of work organization and new production technologies.

Like many regions, Rockford was caught off guard. The result was a period of traumatic economic restructuring that disrupted the region's relatively stable social and economic systems. Many businesses and residents who had enjoyed the economic and social benefits of stability faced financial hardships, unexpected disruptions, and uncertainty about the future. Their expectations about the American Dream were abruptly out of sync with their day-to-day prospects. Workers who had previously been well-equipped to address their own needs suddenly faced unplanned life transitions, downward economic mobility, the need to learn new employment skills, and other adjustments that they were not prepared to handle on their own. Families and households that once prospered in the mainstream with income from one worker, gradually evolved into families and households that struggle today with income from two, and sometimes three, sources. Most have not yet fallen into poverty, but they have clearly fallen out of the mainstream.

More recently, however, globalization has entered a new and different stage. Foreign competitors are no longer so foreign since many overseas companies now operate here. They are our neighbors. At the same time, local companies are no longer so local. Many have shifted operations to offshore sites to stay competitive. The boundaries between us and them have eroded considerably as the most current wave of globalization interweaves the world's leading economies as never before. Trade has expanded beyond manufactured products and now includes most professional services as well.

Today, strong global regions are filled with companies and workers from all over the world. Government and civic leaders in successful regions today help companies from around the globe leverage their region's specific assets to increase bilateral and multi-lateral trade in both goods and professional services. The scorecard is now kept at the regional level rather than the national level because the current wave of globalization occurs more often among regions than among nations.

The Rise of the Knowledge Economy. While globalization increased the range of Rockford's competitors in the "game" of regional prosperity, other forces have been changing the basic rules for playing the game.

Radical advances in information technology, automation, and robotics continually revolutionize the distribution of manual, or physical, work between people and machines. People continue to be pushed out of routine, repetitive manual work settings. Even more radical advances in software, data processing speeds, data storage and retrieval technologies, and global internet-based telecommunications are revolutionizing the distribution of mental, or cognitive-based, work. In some cases mental work can now be divided easily into specialized pieces and distributed to workers all around the world. In other cases, work that once could only be done by people can now be done faster, cheaper, and more accurately by software programs, expert systems, and increasingly sophisticated artificial intelligence capabilities.

Old distinctions between blue-collar manual work (that could be automated or outsourced around the world) and white-collar mental work (that was not thought to be threatened by either of those trends) are breaking down fast. Business strategies have long used these distinctions to drive down costs, increase quality, and improve profitability. But as these distinctions erode, knowledge-based businesses are developing new ones in their place. New distinctions tend to focus on factors that are not vulnerable to automation or easy outsourcing.

One distinction that is growing fast in importance is creativity, i.e. the ability of people – and teams of people – to exercise latitude over the scope of their work in order to produce innovative and unique products, services, or customer solutions. This distinction has become especially important in light of the rising role played by regions in globalization since much of the research on creative groups underscores the importance of keeping creative teams working together on one project after another in order to maximize their creative output. This kind of continuous interaction is very difficult to sustain if the members of a creative group don't live and work near each other. It is very difficult to keep groups of creative people focused on innovative knowledge work when their lives are disrupted constantly by excess travel and disruptions to their personal lives.

The emerging "rules of the game" for regional prosperity in a global, knowledge economy create strong demand within regions for highly skilled creative workers who can cope with the scale and scope of change that is all around us. These team-oriented knowledge workers are often a company's greatest asset. They develop innovative ways of mixing the capabilities of new technologies to create products and services that did not previously exist. Successful companies today don't compete on the basis of low costs alone. Rather, they compete by mixing technology and human creativity to add value, sometimes by reducing costs, but more often by producing new sources of wealth. When one company lacks the resources or talent to combine all the needed factors of creativity on its own staff, it can thrive within a network of collaborations with other companies. Regions that thrive are those that find ways to help leverage the assets of many groups to grow businesses that engage in bi-lateral and multi-lateral trade in the global economy.

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New Visions of the American Dream. Two generations ago, most Americans held a common vision of the American Dream. The dream included some standard features: one-income, male-led nuclear families; white-picket suburban fences; and secure salaries or union jobs in big corporations. Marketing geniuses packaged each feature of the dream and used it to sell everything from houses to washing machines to toothpaste. Millions of Americans knew that their lives didn't fit the image, but they wrapped their aspirations around it nonetheless. This consensus yielded almost two generations of uncontested policies about land use, housing patterns, highways, public education and taxes – all aimed at facilitating the consensus mainstream vision of the dream.

The American cultural revolution that began in the late 1960s gradually pulled that veneer of unity apart. More complex identities of class, race, ethnicity, gender, sexual orientation, age, and language came to the forefront of American life. Segmented identities quickly became segmented versions of the American Dream. By the early 1990s, even marketers recognized the new world of multiple American Dreams, and a wave of market segmentation strategies unfolded. Globalization added large new waves of immigrants into the mix.

The result has been an explosion of different economic, social, and cultural segments in American society. There has also been an explosion of new fusions as elements from different segments have been pieced together by different groups of people. New lifestyles, new forms of work, new career paths, new types of education, new attitudes, new priorities, new wealth, new blends of paid and volunteer work, new social networks, new housing priorities, new worksites, new shopping patterns, new politics, and new sources of cultural authority all compete for attention in American communities.

Regions, counties, cities, towns, neighborhoods and rural areas now struggle with core identity issues as multiple groups of people seek to coexist peacefully, even as each group tries to pursue its own version of the American Dream in an era when the mainstream consensus about these issues is elusive. The differences show up in day-to-day operations everywhere: schools, planning commissions, county boards, developers, health care providers, human service agencies, shopping malls, houses of worship, parks, real estate sales, and even grocery stores. Most differences add value. But some turn into conflict and show up in our very expensive system of civil and criminal justice. Regions that will succeed over the next several decades are likely to be those that find creative ways to accommodate the ever-increasing range of American Dreams that people pursue, because, in the end, the most universally acceptable measure of any region's success is still tied to Thomas Jefferson's ideal of "life, liberty, and the pursuit of happiness."

KEY FACTORS FOR REGIONAL SUCCESS

In the early 1990s John P. Kretzmann and John L. McKnight set off an important debate about the factors that allow some communities to cope with great change when other communities are devastated by the same changes. Their argument rested on the notion that communities adapt best to change by understanding that the factors for success change over time. The factors that produce success in one period of time may produce failure in another period of time because the underlying engines of economic growth are not constant. This insight is powerful because it underscores the need for flexibility and it warns against complacency. Community features that are assets today can become liabilities in the future. Likewise, community features that function as liabilities today can become key assets for success in the future. The most important thing, according to Kretzmann and McKnight, is to stay flexible.

The civics lesson about change and flexibility is clear. But Kretzmann and McKnight beg the question about just what factors are most important today. Fortunately, a great deal of research by others focuses on exactly that question. Among the most influential work is that of the economic geographer Richard Florida. His work stresses the importance of three factors that are key to the process of creating new wealth in today's economy. Regions that want to host companies that produce new wealth need to take these factors into consideration.

The first factor is **technology**. Florida's work rests on several generations of research about the sources of long-term economic growth in market-based economies. Traditional economic theory dating back to Adam Smith explains economic growth as the result of better use of land, labor, and capital. Competition among different companies provides incentives to make better use of these inputs. That lowers their price (i.e. cheaper land, lower wages, and cheaper capital) which in turn results in larger demand, more consumption, and economic growth. In contrast to this traditional picture, however, most economists who study the causes of long-term economic growth in advanced industrial economies conclude that technological innovation is the principal source of long-term growth. New discoveries in science and engineering translate into new products and services-- most of which did not exist previously, and most of which generate enormous amounts of new wealth in markets that are either monopolistic because of patents and intellectual property protections, or have limited amounts of competition because of barriers to entry, economies of scale, and other factors that define specific corporate business strategies. Estimates of the proportion of economic growth over time that is driven by technological innovation range roughly between 60 percent and 80 percent.

Community features that function as liabilities today can become key assets for success in the future.

Companies that want to participate in economic growth, therefore, must engage in some form of technological innovation. Otherwise they will be left out of the dominant source of growth. But that does not mean that all companies need to employ scientists to work on discovering new knowledge.

The term "technological innovation" refers to the process of integrating new scientific or engineering knowledge into products or services that can be sold to a customer. It is the process of commercializing the results of scientific research, not conducting scientific research. Success in the field of technological innovation comes from bridging the world of what is technically possible with the world of what creates value for a customer. Knowing the needs of customers, and knowing how to sell to them, is often just as essential as knowing the scientific and technical possibilities. Microsoft, for example, never conducted much scientific research during its meteoric rise. Rather, its growth came from bridging between what was technically possible and what was commercially valuable to customers. Its products created (and continue to create) huge amounts of value for customers. Its intellectual property rights give the company a business model that allows it to appropriate a portion of that value from every customer.

The second factor is **talent**. Florida's work also rests on several generations of research about the role that information and human creativity plays in creating new wealth. Ever since the size of companies outgrew the capacity of a small group of owners or partners to command full knowledge about any company's business affairs, researchers have noted that information – and the ability to manipulate information – is a key factor in creating new wealth, independent of whatever kind of products or services a business was engaged in delivering to customers. Before companies became big, no one argued that clerks, accountants, or middle managers were important contributors to profitability. But it was the influential management consultant Peter Drucker who first articulated in the 1950s that a new class of "knowledge workers" had been created and that their creativity and productivity was a growing source of competitive advantage in the private sector. Drucker did not proclaim them to be the single most important source of new wealth, but he and others did speculate on their growing significance over time.

Florida 's work combines the insights from economists about the role of science and technology with the insights of Drucker and others about the importance of knowledge workers to produce a new category of workers he names the "creative class." According to Florida, members of this new class have indeed become the single most important factor in creating new wealth.

Florida's names his third factor **tolerance**. Florida makes the point that today's generation of young people is the most highly educated generation in human history. Yet most cultures still have many social barriers that restrict education and that limit access to opportunity along the lines of race, class, gender, ethnicity, sexual orientation, age, and other factors. As the role of creativity as the core engine of prosperity continues to grow, Florida argues, cultures that restrict access to education and opportunity place self-imposed restrictions on their success. Only those that tolerate broad participation, and that encourage social experimentation and innovation will be able to keep pace with the scale and scope of creativity that is being unlocked by widespread access to education and opportunity.

Florida's analysis highlights the key factors that encourage talented teams of workers to produce large amounts of new wealth in today's economy, when growth is driven largely by technological innovation. Technology, talent and tolerance can all occur at different levels of geography. All three can be combined by companies without the need to concentrate on any unit of geography. But the process of creating wealth today results in clear differences among different places. And as the globalization literature makes clear, the level of geography that is growing in importance is the region. Even casual observers note that some regions are able to assemble Florida's elements more successfully than others. This begs the question of what other factors must be at work in those regions? Our analysis identifies at least three additional factors. We name them trade, territory, and transition. When these factors work together with technology, talent, and tolerance, the result creates the basis for enduring strength in a region's ability to prosper in today's economy.

Trade. Regions that have assets in technology, talent, and tolerance also need to focus their creative energies on making products and services that can trade in global markets. Failure to focus on global trade will severely limit a region's ability to produce wealth in today's economy. As the literature about globalization makes clear, regions that participate in trade today no longer pursue one-way "win-lose" relationships with other regions. Successful regions don't build their strengths in isolation of the strengths of their trading partners. Rather, they build strong bilateral and multi-lateral trade

networks. The complexity of these networks can be seen in the reciprocal pattern of cross-investments among companies, collaborative groups of companies, and even among governments that build the necessary infrastructures in transportation (roads, rails, air and water) and telecommunications. They also build strong networks among companies, governments, universities, and other social institutions in order to reinforce continued trade in both goods and services.

Territory. Despite advances in communications and information technology, physical proximity is still an important asset that helps regions exploit the other assets on the list. Regions need to create specific, unique places where all the other assets can come together physically in order to leverage the full value of the entire package. These territories can take many different forms. In some regions, the key pieces of territory can be a central business district. In other regions, it can be a "bohemian" neighborhood in transition, a cluster of office parks, a university or hospital district, or even a stretch of land that houses a set of office parks along an interstate corridor. Many regions have several different kinds of territory at the same time. But each needs to be organized and maintained around a specific vision for how multiple companies and other knowledge-based institutions can use their physical proximity to each other to leverage common assets. Even in an era of instant digital communications, proximity is still important because teams of people are often the core unit that produces new wealth. These teams can benefit from the physical proximity that allows them to develop deep working relationships over time through repeated attempts to solve hard problems.

Transition. A critical feature of the globally oriented knowledge economy is its instability. Individuals, families, companies, communities, and entire regions will not recreate the kind of long-term stability they once enjoyed in the previous era. Even the most successful regions today must reinvent themselves regularly to remain prosperous. Transition recognizes that individuals, families, communities, and whole regions need to reorient their goals, retool their skills, redirect their energies, and reinvent themselves on a periodic basis. None of these are instinctive skills. But programs and services that help people and communities react to ever-changing opportunities and to navigate the difficult transitions in people's lives, skills, expectations, and incomes are critical to strategic success. Transition services need to be delivered in ways that encourage people to leverage their strengths and to learn how to manage their own way through continual change. Stability is no longer part of the new economic system. Assistance that doesn't reward self-reliance, individual initiative, and continuous education, and that is not available to people when and where they need it with a high degree of service delivery and accountability for results, runs against the grain of the new global economy. All elements of a region's education system and its human service system, including public and private funders and providers, need to become leaders in adapting to the grain of the new system if they wish to help connect individuals, families, and communities to new opportunities. Failure to build transition capacities will result in ongoing social and economic turmoil. Educational institutions, human service agencies, public aid agencies, and even private companies must all collaborate to share information and to develop customized transition plans for those who are in need of assistance.

HOW DOES THE ROCKFORD REGION RELATE TO THESE FACTORS TODAY?

The six factors described in this report form a useful framework for building a communitywide strategy for regional regeneration. On one level, these factors can be used to develop indicators to compare the Rockford region to other regions and to monitor its own changes over time.

The data section of this report suggests an initial set of quantitative indicators that relate to each of the six factors described in this report. These indicators can be used by leaders from government, business, education, the non-profit sector, and others as a sort of "community dashboard" that can be used to monitor changes in the region's performance on each factor.

On a deeper level, however, these indicators can be used to stimulate creative thinking about how each of the six factors works separately, and interdependently, to create a set of social and economic conditions that encourage both economic growth and the improvement in the quality of life for all residents.

With this goal in mind, the rest of this section discusses the region's current standing in regard to each of the six factors, and the assets it already has to improve its performance. Based on these findings, a series of key strategic questions are identified. Although these questions are identified under the heading of each key factor, the interconnected nature of these factors results quickly in questions that overlap the specific factors.

Technology. From a regional point of view, Rockford's economy is comprised of approximately 8,500 organized firms and approximately 10,000 sole proprietorships. All together, these activities produced about $10.8 billion of gross regional product in 2006.

Although almost all companies use some form of technology in the course of business, some sectors rely explicitly on the process of technological innovation to create new products and new services. These sectors are the core engines that drive a region's ability to create new wealth. As described previously in this report, technological innovation rests on two pillars. The first is an understanding the scientific and engineering possibilities. The second is an understanding of how potential customers could benefit from those capabilities. Technological innovation occurs only when those two pillars are put together in new products or new services that customers will purchase at a profit to the producer.

In the Rockford region, the sectors that comprise its core technological capabilities are a cluster of high-value-added manufacturing sectors that are more concentrated in the region's economy than one would otherwise expect. Concentration of companies in specific sectors indicates that there are underlying competitive strengths in the region that have allowed the cluster to take root and grow.

Among the sectors with solid concentrations are job shops that produce customized products by fabricating metals, companies that produce machinery for others to use in production processes, electrical equipment manufacturers, and producers of computer and other electrical equipment and components. Although these companies have many customers, there is a distinct focus among many of these sectors on providing machinery and components to the aeronautics industry. There is also a cluster of companies that produce transportation equipment, anchored of course by an automobile assembly plant in Belvidere, but also including some aeronautics-related companies.

The sectors described here have concentrations measured by "location quotients" (where 1.0 represents an average concentration) that range from 1.92 to 6.72, using data on employment from 2006. When added together, these sectors include more than 540 companies with more than 26,000 employees. Using the best data available, they produced an estimated $2.4 billion in gross regional product in 2006, or a little less than one-quarter of the region's total regional product.

Given these valuable assets within the region, the following key strategic questions arise. Others can be identified as well:

- What are the underlying bases for these clusters in the Rockford region? What has been their history, and do they face any major threats over the next several years?
- What opportunities exist to provide additional support to companies engaged in technological innovation in the region? Are companies pursuing innovation strategies collaboratively, i.e. using "open structures," or do they prefer traditional "closed" innovation structures? How can the region support them in whichever approach they use?
- Are existing companies able to exploit fully the knowledge they have about scientific and engineering capabilities or customer needs? If not, can new entrepreneurial ventures help exploit these commercial opportunities?
- How could the region collect and maintain an "inventory" of its strengths related to all aspects of technological innovation?
- What is the region's entrepreneurial climate?
- Are there other regions (inside the U.S. or outside the U.S.) that have similar or contrasting technological strengths that could form the basis for long-term collaborations and alliances among companies, development organizations, or units of government?
- Can sectors that enjoy high levels of concentration help less concentrated sectors exploit business opportunities that would increase the concentration of other sectors in the region?

Failure to focus on global will severely limit a region's ability to produce wealth in today's economy.

Talent. As discussed previously in this report, the region's ability to produce wealth in the future is tied closely to the skills and capabilities of its workforce. The rise of the knowledge economy is fueled by human talent. In order to measure this important factor, researchers have developed a number of indicators.

The most basic indicator of human talent, of course, is the region's total population count as well as the details of its demographic make-up. Many of the world's most advanced industrial regions face the long-term prospect of declining population. This is not a problem for Rockford. The region's total population grew at a rate of 8.6 percent between 2000 and 2006, compared to the state's overall population growth of 3.3 percent during that same six-year period. The region's population now stands at about 403 thousand. Prospects for future growth are strong since almost all of the region's population growth is driven by newcomers moving into the region. The largest segment of newcomers are Mexican families – both documented and undocumented – who have immigrated to the area. This is part of a larger influx of new residents that is occurring throughout the rest of Northern Illinois and is not likely to slow down in the near future.

An important new indicator of human talent is a segmentation method that places workers into new and different class categories. Unlike older categories where workers were segmented based on their relationship to manual work and gender (i.e. blue collar, white collar, pink collar, etc.) the most widely used segmentation method categorizes workers according to the degree of autonomy they exercise in their work.

Those with the most autonomy are classified as the creative class. They include highly educated workers who have the organizational status to determine how best to apply their knowledge to solve particular problems. And they also include highly talented workers (sometimes educated and sometimes not) who work in unstructured environments and who are free to turn their creative ideas into new products and services without much interference. Examples of occupations in the creative class are senior managers, scientists, engineers, artists, designers, and technical sales professionals.

As the followoing data reveal, the Rockford region has almost 24 thousand people employed in these creative class occupations, which account for a little less than 16 percent of the workforce. The region has almost 11,000 professionals in senior management and financial management occupations, which indicates its strengths in managing successful private enterprises. It also has more than 4,000 professionals in computer, mathematical, architectural, and engineering professions, which indicates real strengths in these core components of the knowledge economy. Perhaps most interesting, however, is the region's strength in technical sales professionals. More than 6,500 individuals who have engineering and technical backgrounds are engaged primarily in sales and marketing activities. This is an important strength for the region since technological innovation depends just as heavily on knowing what customers need – and will pay for – as it depends on having scientists and engineers who know the technical possibilities.

Although the available data do not permit us to match the individuals in these occupations with the specific sectors that employ them, there is no doubt that a large proportion of these technical sales professionals are employed in the region's high-valued-added manufacturing sectors that benefit from high location quotients. This reinforces the fact that Rockford benefits from having some important strengths in technological innovation because its companies blend scientific and technical knowledge with the vital knowledge of customer needs in a set of specific business niches.

The group of workers with limited autonomy are known as service class workers. Although many of them are also very well educated, they often work in settings that allow them much less autonomy and flexibility. Examples of service class workers include highly educated professions such as lawyers, physicians, and school teachers, less educated professionals such as social workers, nurses, healthcare technicians and office clerks, and occupations that require fewer educational credentials such as personal care workers, office and administrative support workers, and food preparers.

The service class of workers is the largest group in the Rockford region, comprising about 78,000 workers, or just more than half of the workforce. Although this group contributes less to creating new wealth than the members of the creative class, their work is essential to the process since they provide direct services to customers and they do the essential work that allows most businesses to function efficiently and effectively. Their large number is an indication of the amount of wealth that is produced by the creative class since it is that new wealth that creates the demand for their services.

The class of workers that often has the least amount of flexibility over the structure of their work is named the "working class." These workers tend to perform their work in well-structured settings that give them little freedom to add their own creative input. Among these workers are those in occupations related to construction, installation and maintenance, transportation of goods, and the physical production of manufactured goods. The scale of Rockford's manufacturing sector can be seen in the scale of working class jobs within the region. More than 50 thousand workers are employed in working class occupations in the Rockford region, with more than half of them employed in production settings.

The value of new segmentation strategies based on "creativity" does not mean that older segmentation approaches are no longer useful. Chief among the older approaches is the use of educational attainment to categorize workers. Even though the creative class categories do not follow sharp distinctions of educational attainment, it is clear from labor market data that wages and salaries are still influenced strongly by education. As with the rest of Illinois, average incomes increase sharply as individuals have more formal education.

Data show that Rockford is home to more than 48 thousand people who have at least a college degree. Among the population over the age of 24 years, that represents about 19.8 percent of all residents. Yet the region also contains almost 39 thousand people over the age of 24 who have no high school diploma or equivalency. Another 79 thousand have no more than a high school diploma. About 45 thousand individuals have some form of college credit, but not enough to earn an associates degree and another 19 thousand have 2-year associates degrees.

As the knowledge economy grows, the opportunities for individuals to take advantage of creative class opportunities that do not require higher education is likely to shrink. And the long-term income prospects for those in the service class or working class occupations that do not require educational credentials are mixed. In addition, the region's young people (under the age of 18) have lower than average high school graduation rates, and much higher than average rates of chronic truancy.

Key questions that arise from considering the region's talent strengths:

- How can Rockford exploit the strengths of its growing workforce in an era when many similar regions around the world face labor market declines?
- How can the region increase the proportion of its workers who have greater autonomy to exercise their creativity at work? Can it increase employment in occupations that already give workers that autonomy? Can the region work with companies to find ways to bring more autonomy to the work performed by workers in occupations that are generally categorized as service and/or working class occupations? If so, is there any evidence that companies can produce more wealth by giving workers more creative opportunities?
- How does the region systematically increase the educational attainment levels of its adult workers? What role(s) can be played by workplace education and what role(s) can be played by the region's higher education institutions? How can these roles be financed on a sustainable basis? How can a regional initiative contribute to narrowing the gaps in achievement by gender and race?
- What learning outcomes are most appropriate for adults to achieve so they are able to exercise more autonomy in the work they perform?
- How does the region improve the educational attainment of its newest residents, including those adults who immigrate to the region without educational credentials, and for whom language is a barrier?
- How does the region improve the educational attainment of all young people?

Tolerance. Successful regions in today's knowledge economy are those that can attract and retain the most talented people from all segments of American life, and from all parts of the world. The most basic data that indicates the ability of diverse groups of people to come to Rockford and make themselves at home is the overall growth rate among residents in diverse population segments. Data provide clear evidence that some groups are having real success. The most dramatic evidence comes from the rapid growth of the region's Hispanic population. Between 2000 and 2006, the Hispanic population of

the Rockford region grew almost 60 percent, from a base of 26,300 people to more than 42,000 people. That translates into more than 2,600 new Hispanic residents per year, or more than 218 per month on average over that six year period of time.

The fast growth has certainly put pressure on many community services. About half of the adults over the age of 25 who live in households where the principal language is Spanish have less than a high school degree, and about one-third have incomes below the poverty level. But two-thirds earn incomes above the poverty level. More than 1,600 adults over the age of 25 who live in Spanish-speaking households in Rockford have college degrees (8.2 percent), and another 3,100 have some college credit (15.4 percent). This influx of new residents has kept upward pressure on housing values and it has fueled the rise of retail and other consumer spending sectors.

The persistent arrival of new Hispanic residents in the Rockford region indicates that a larger context of social tolerance functions relatively well. Newcomers would not come if they faced overwhelming intolerance and/or other systematic barriers to establishing the basic components of day-to-day life.

The same larger context of tolerance can also be seen in the growth of residents from non-Hispanic cultures. In 2006, for example, the Rockford region was home to almost 11,000 residents over the age of 5 who live in households where neither English nor Spanish is the principal spoken language. These residents tend to be better educated than residents who speak Spanish at home. More than 2,700 over the age of 25 have at least a college degree (33 percent) and another 1,700 (20 percent) have at least some college credit. Only 1,350 (16.2 percent) lack a high school diploma. Less than 5 percent of residents who speak neither English nor Spanish at home have incomes below the poverty level.

Another indicator that rapid demographic changes in the region did not spark widespread intolerance to newcomers can be seen in data on crime rates. In the period between 2000 and 2006, which was characterized by rapid inflow of new Hispanic residents into both Winnebago and Boone counties, the violent crime rate did increase from 202 crimes per thousand residents to 236 crimes per thousand residents in Winnebago County. Yet in Boone County, where the rate of population shift was faster than Winnebago County, the violent crime rate actually dropped from 112 to 72 crimes per thousand residents. Conversely, property crime rates in Winnebago County (which were high to begin with) dropped slightly during those years, while they rose in Boone. The lack of any pattern to suggest a tie between crime rate changes and demographic changes suggests that the rapid speed of demographic change did not give rise to intolerance in the form of violent crime or property crime.

Disparity in household income is yet another measure of general social tolerance. This is especially the case in terms of higher income households. In 2006, for example, the Rockford region was home to more than 31,400 households that enjoyed an annual income above $75,000. More than 94 percent of those households were headed by an individual who was white, even though only 77.8 percent of the region's resident population was white. There were more than 1,300 African American households with incomes over $75,000, but that number was only 4.3 percent of all higher income households at a time when 8.3 percent of all residents were African American. The disparity is even greater among Hispanics. Only 485 Hispanic households had an annual income of more than $75,000. This accounted for only 1.8 percent of higher income households even though Hispanics accounted for more than 10.4 percent of the general population.

Disparities that suggest the persistence of some levels of intolerance can also be seen in civic engagement activities. Although comprehensive data are not yet available, the percent of African American and Hispanic elected officials in the many units of local government throughout the Rockford region appears to be much lower than the proportion of these groups in the general population.

One last indicator of tolerance is the proportion of non-traditional family living arrangements that exist in the region. As discussed previously in this report, Americans today pursue a wide range of new lifestyles. One indicator for which data are collected is the demographics of unmarried partner households. This category includes unmarried partners of opposite genders and the same gender. In 2006, for example, the Rockford region had about 125,300 households. Of that number, only 6,700 were comprised of unmarried partners (5.3 percent). The great majority (6,200) were unmarried partners of opposite genders. Only 500 households reported themselves as same gender unmarried partners.

Key strategic issues that arise in considering the region's climate of social tolerance:

- How does the region recognize better its successful track record of absorbing large numbers of new Hispanic residents? How can this accomplishment be used to leverage the continued arrival of new Hispanic households for the region's benefit?
- How can the region achieve better parity in regard to the upward income mobility of African American and Hispanic households?
- How can the region increase the rates of educational attainment among African American and Hispanic adults so these groups achieve parity with the white population?
- How can the region recognize its successful track record of absorbing relatively large numbers of households where neither English nor Spanish are spoken, and how can this be leveraged to attract additional highly-educated newcomers?
- How can the full range of social institutions, including government, businesses, schools, churches, non-profits, and others, develop and implement ongoing strategies to reinforce the values of social tolerance and respect for diversity?

Trade. The Rockford region has a very strong niche position in global trade. In 2005, for example, the total value of all goods and services produced in the region was approximately $10.8 billion. About $3.6 billion of that value was in private goods-producing sectors. Another $5.2 billion was in private service-producing sectors.

During that same year (2005), newly available data from the U.S. Department of Commerce estimate that the Rockford region was the point of departure for about $2.3 billion of exported goods. The largest trading partners were the following (see Appendix for complete data):

- $657 million to nations that are members of the Asian-Pacific Economic Cooperation group (APEC);
- $533 million to members of the Free Trade Area of the Americas (FTAA);
- $440 million to NAFTA partners (Canada and Mexico); and
- $370 million to members of the European Union.

The data presented here, however, over-estimate the scale of export trade from Rockford since they include an unknown value of goods that exited the country from Rockford, but were not produced in the region. The exact value of this over-estimation cannot be determined because of the methods used to collect the data.

But these data also underestimate the scale of export trade from Rockford. This is because much of the region's production that is sold to domestic customers in sectors such as aeronautics is not included in these data. These sales are recorded as domestic trade since the immediate customer is a domestic purchaser. But since most airplanes that are assembled elsewhere in the U.S. are then exported to overseas customers, (indeed U.S. national trade data rise and fall depending on the delivery schedule of new airplanes sold to overseas customers) the value of Rockford-built components are accounted in export data from places such as King County, Washington, not Winnebago County, Illinois. This accounting distinction conforms to the administrative rules used by the U.S. government to monitor trade, but it does not alter the fact that Rockford-built goods are traded to global customers.

Regardless of the ultimate balance in these numbers between overestimation and underestimation of Rockford's role in global trade, the fact remains that somewhere around 60 percent of Rockford's total production of goods is sold to global customers. When this information is combined with the previous data about Rockford's high concentration levels in a handful of goods-producing sectors that rely heavily on technological innovation to create new wealth, the picture that emerges underscores the importance of technology-based, high-value-added, globally competitive companies to Rockford future prosperity.

It is important to note that these data do not address services that are traded in global markets. We do not yet have access to reliable data about traded services from the region. But at least two points must be made. First, traded services tend to be concentrated in companies in the Professional and Business Services sectors, the Information sectors, and the Finance and Insurance sectors. The Rockford region has approximately 120 companies in the Information sector, employing about 3,100 people. It has about 810 professional and business service firms, employing about 4,400 workers. These sectors produced about $1.1 billion in gross product in 2005.

Second, the largest customers of these firms tend to be goods-producing companies, many of whom are also in the Rockford area. If only one-third of the gross product of these service sectors supported the Rockford-based companies that are heavily engaged in global trade, the result would add substantially to the proportion of the region's total output that is traded globally. And this would be an under-estimate.

One last perspective on the role of global trade in Rockford's future seems warranted at this point. Reliable time-series data on trade from the region is not yet available. But the best estimates for the export of goods in previous years since 2000 show real increases in the value of traded goods. This is not surprising, since the value of the U.S. dollar has been falling in recent years – thus making the price of U.S.-produced goods less expensive to overseas customers. Yet the rate of growth in exports appears to exceed the rate of decline in the value of the dollar, which indicates real growth in the value of traded goods. Just as important, the rate of growth in exports also appears to exceed the rate of growth in Rockford's total gross domestic product.

If these two indicators are accurate, the result is that a very large proportion of Rockford's annual increase in gross domestic product is being driven by growth in overseas trade among Rockford-based producers. That proportion could easily exceed 50 percent, which means that – on the margin – overall growth in Rockford's economy today depends more on the ups and downs of global trade than on the ups and downs of the domestic U.S. economy. If this estimation holds true as better data become available, and if the trend continues to remain in place over time, then Rockford's prospects for continued economic growth tie directly to its role in the global economy.

A global future for Rockford's economic prosperity will depend heavily on its ability to maintain and attract talented people who can use the rules of the knowledge economy to create new wealth by producing both goods and services that can trade profitably in global markets. As discussed previously, the majority of such growth is likely to come from people and companies that know how to connect the capabilities made possible by scientific and engineering knowledge with the needs of companies and consumers who can find value in those capabilities. The creative skills of those workers need to be organized in at least three ways: within firms that already operate in the region, within firms that can be attracted to locate in the region, and within firms that can be started up in the region. All three forms of entrepreneurial behavior are likely to drive the region's ability to prosper in the future.

Key strategic questions that arise while considering the region's strengths in global trade:

- How can the region support the ability of companies and creative workers to build stronger ties to customers outside the U.S.?
- How can the region support the ability of its key industry clusters to keep track of important new findings in the fields of science and engineering that define the boundaries of what is technically possible to commercialize into new and better goods and services?
- How do regional decision makers get better information about the full portfolio of traded goods and services from the Rockford region so they can make more informed decisions regarding how best to help companies manage that portfolio to create benefits for the region?
- Since most data here relate to exports, what are the patterns of importing that are driven by the needs of Rockford's businesses and consumers? What patterns of two-way and multi-lateral trade are most apparent in those data? How can the region's leaders deepen those trade patterns by building broader ties to those regions in fields such as education, tourism, governmental cooperation, and cultural exchanges?
- How does the region's pattern of immigration relate to its pattern of global exporting and importing? What are the connections between building social tolerance and building better ties with trading partners at the regional level?
- How can state and federal policies best support the trade-related goals developed by Rockford's leadership? What should be the relationship between policies at the state and federal level and the policy goals of local leaders in regard to trade?

Individuals, families, companies, communities, and entire regions will not recreate the kind of long-term stability they once enjoyed in the previous era.

Territory. The Rockford region does have several areas that play concentrated roles in different parts of its social and economic factors. But these areas are not defined clearly, and the standards by which they have been developed, and continue to be developed, do not yet reflect some elements that are likely to be necessary for them to contribute to the region's overall goals for renewal. Among the areas that need to be examined further are the following:

- The east-west corridor within the City of Rockford south of Harrison Avenue and north of Route 20 that contains many of the engineering-intensive companies. This corridor collects some of the region's key export-oriented companies. Their loose physical proximity along this corridor may help them collaborate (if they desire to do so) and it may facilitate their ability to draw upon the region's skilled workforce by offering talented workers opportunities to work for different companies over time without the need to dramatically change commuting patterns or relocating their families. Yet the physical layout of the corridor is not strong and

it is not known what proportion of the companies in these related sectors are located along this corridor. It is also not known if they exploit their physical proximity in any explicit manner. The corridor is also weakened by the lack of uniform standards for signs, buildings, and amenities. The lack of direct access from Route 20 to any employment sites along the corridor also hampers the ability of companies to exploit the ability to move people through the corridor quickly for daytime meetings.

- The region has a strong pattern of residential neighborhoods built in the early decades of the 20th Century, and a similarly strong pattern of residential neighborhoods built in the 1950s and 1960s. But these neighborhoods have not been redeveloped in light of today's preferences, and their shopping amenities have also not been updated. More recent investment has instead focused on new subdivisions and sprawled shopping districts that stretch for many miles along the region's otherwise strong north-south and east-west local transportation corridors. As a result, the region's older, distinctive neighborhoods have been eclipsed by newer neighborhoods that lack many of the distinctive features that attract young families that seek more tightly-knit, mixed use developments that have strong and distinctive characteristics of place.
- The region's newcomers have begun to concentrate in specific neighborhoods and specific corridors. This has begun to provide some redevelopment activities, but these activities have not yet coalesced into a distinctive pattern that can act as a magnet for new investment.
- The region's central business district in Downtown Rockford has attracted public investment in new and refurbished public facilities. But that public investment has not yet captured new private investment of equal amounts to anchor a much stronger central business district. The overall location and design of Rockford's CBD, and its physical location along the riverfront of the Rock River continues to present excellent opportunities for absorbing large amounts of new investment without further decentralizing the region's employment and residential centers.
- The network of smaller town centers and older shopping districts that characterize the municipalities other than Rockford within the region have also not been integrated into a larger regional plan that can facilitate a substantial amount of residential, commercial, and industrial growth without sparking new developments that could lead to inefficient sprawl.

This very initial set of observations regarding the region's territorial assets raises the following key strategic questions:

- What locations are most important in regard to producing new wealth in the region's key strategic sectors? How well do these locations – and the physical structures that house these companies – serve as attractive amenities that can help key companies retain and attract the creative and talented workers upon which their success rests?
- How can governments with authority over land use, planning, building inspections, property ordinances, and other local powers, collaborate to maintain and improve the region's key residential, commercial, and industrial corridors?
- How can state and Federal funding streams be used best to supplement the local capital that is needed to improve the performance of the region's key areas?

Transition. Relatively little is documented at this point in regard to the patterns of professional and personal transitions that have affected the lives of Rockford's residents. We do know that a large segment of the region's population has experienced slow erosion in the purchasing power of household incomes. Between 2000 and 2007, median household income in the region, factored for the effects of inflation, dropped approximately 7 percent in value.

This broadly based sag in the ability of households to earn the money they need to support their quality of life is part of a longer-term trend that has transformed many Rockford households away from single-income households to households that have two or more workers , one of whom often draws income from more than one job. This pattern shifts a substantial amount of time away from family and personal pursuits. The result of increased time spent working, combined with the prevalence of lower take-home incomes over time, sets the stage for a wide range of human service needs among the segments of the region's population that does not face poverty.

In addition, the increased stress on non-poverty households, and the ability of these households to exploit opportunities to hold multiple jobs, creates even more competition for the entry-level jobs that traditionally have provided poor households with their initial labor market experiences.

One indicator of the transitions that occur for individuals is the divorce rate. Between 2000 and 2004, for example, the number of divorces and annulments statewide in Illinois dropped more than 15 percent. Yet the number remained unchanged in the Rockford region. Another indicator of the scale of transitions is the size of the region's sector that provides social services to residents. In 2005, there were 135 social service providers in the Rockford region, employing a total of 2,500 people. Among them were about 1,300 counselors, social workers, and social service specialists.

Comparing the concentration of employment in these sectors to state averages results in a "location quotient" of about 1.93 for the sector, where 1.0 would represent a level of employment proportionate to the overall pattern in the rest of Illinois. This relative concentration can reflect several underlying factors, such as more active regional funders for social services, and the ability of Rockford's social service providers to attract clients from outside of the region. But some portion of this relative concentration most likely suggests a more proportionate demand for services among individuals and families who continue to cope with the consequences of professional and personal transitions.

Key strategic questions that arise in relation to transitions:

- How do regional leaders obtain better information about the need for transition assistance to help individuals and families cope with the consequences of long-term economic and social change in the Rockford region?
- What kinds of transition assistance provides the best help in regard to repositioning workers in different occupations when economic and social changes make specific occupations obsolete?
- What kinds of support are most effective in helping people who live in poverty to make the move to employment that can sustain the basic needs of a household over time?
- How can providers of social services collaborate better to coordinate services, avoid unnecessary duplication of services, and increase the efficiency and the effectiveness of the services they provide to people who face key transitions in life?

LIVE UNITED

CREATING ANSWERS TO KEY STRATEGIC QUESTIONS: PRINCIPLES FOR BUILDING A REGIONAL STRATEGY TO RENEW THE ROCKFORD REGION.

This report has examined some of the core sources of change that have been affecting economic and social conditions in the Rockford region over the last several decades. These changes – and perhaps others not yet understood – are likely to continue to drive change in the foreseeable future. The report then identified six key factors that will influence Rockford's ability to define a set of strategies that can form an overall framework for achieving prosperity in the context of continued change. A brief review of Rockford's current status in regard to each of the six key factors identified some important assets the region has at its disposal for developing such strategies, and it revealed an initial set of key strategic questions that can be used by leaders within the region to explore the range of feasible strategies that can be pursued.

The next issue to address, however, is how. How can leaders in Rockford come together to create a shared vision for the region's future prosperity that can be translated into a series of feasible, strategically targeted initiatives that together can renew the region?

The following principles form the structure for achieving that community goal:

- There is no single initiative that can renew a region. Only a portfolio of initiatives can achieve that broad goal.
- There is no single organization (or leader) that can rejuvenate a region. The role of leadership is collective. A broadly based leadership network needs to create its own shared vision of renewal that can motivate as many different individuals and groups as possible to find a way to contribute to achieving the vision.
- A strongly held shared vision about the region's future can motivate powerful collaborations and can bring order to an otherwise highly decentralized set of community initiatives. The value of creative autonomy can be achieved without overly-centralized control of the community's renewal strategy.
- Community investments in initiatives that contribute to achieving the vision need to address key strategic issues that relate to at least one of the six factors discussed above. The key strategic questions summarized in this report are only a beginning. Broad input from community leaders needs to be achieved to refine these questions further and identify additional ones. Additional factors can be added as the region learns from its initial efforts, but diverting resources into initiatives that do not relate to these factors will erode the community's shared vision and impede success.
- Many initiatives already underway relate to at least one of these key factors. Many people have already recognized these factors and have used their creativity, autonomy, and resources (both financial and non-financial) to contribute to improving Rockford's quality of life. Whenever possible, the region's strategy should maximize coordination among existing activities rather than seek to start up entirely new ones.
- Reinvigorating a region is a long-term process. It takes continuity over five to ten years for success.
- The best way to achieve continuity over a long period of time is to develop an open and transparent system of community information that can serve as feedback on the interim results of all key initiatives that are pursued. Feedback information should focus on performance measures (both process-oriented and outcome oriented) and should help the community's leaders identify the return on investments that have been made to date. Maximum transparency should be pursued in the collection and reporting of data in the community information system.

TABLE 1.1

Population Demographics

WINNEBAGO COUNTY	2000	2006	% CHANGE
Population	278,418	295,635	6.2%
Persons under 5 years old	19,768	19,808	0.2%
Persons 65 years old and over	35,443	37,841	6.8%
Median age	36.0	36.4	1.1%
Female persons	142,272	150,183	5.6%
BOONE COUNTY			
Population	41,786	52,617	25.9%
Persons under 5 years old	3,176	3,420	7.7%
Persons 65 years old and over	4,463	5,472	22.6%
Median age	34.5	33.5	-2.9%
Female persons	20,893	26,098	24.9%
3 COUNTY REGION			
Population	371,236	403,078	8.6%
Persons under 5 years old	26,158	26,133	-0.1%
Persons 65 years old and over	46,761	50,770	8.6%
Median age	--	--	--
Female persons	188,885	203,968	8.0%
ILLINOIS			
Population	12,419,293	12,831,970	3.3%
Persons under 5 years old	881,770	885,406	0.4%
Persons 65 years old and over	1,500,025	1,539,836	2.7%
Median age	34.7	35.7	2.9%
Female persons	6,333,839	6,518,641	2.9%

Source: U.S. Census Bureau, County Quick Facts, 2006

TABLE 1.2

Number of Residents by Age, Race, and Hispanic Identity, 2006
Boone, Ogle, and Winnebago Counties

	NHWA	NHBA	NHAA	HWA	HBA	Other	Total
Age 0-4	16,775	3,305	496	4,384	90	1,085	26,135
Age 5-14	38,105	6,202	1,018	8,314	222	2,002	55,863
Age 15-24	39,985	5,718	856	6,623	151	1,243	54,576
Age 25-39	61,451	7,437	2,073	13,645	259	1,353	86,218
Age 40-54	73,772	6,018	1,402	5,594	67	983	87,836
Age 55-64	44,319	3,255	701	2,275	27	479	51,056
Age 65-74	22,636	1,308	261	777	14	162	25,158
Age 75+	23,865	906	133	454	4	118	25,480
Total	**320,908**	**34,149**	**6,940**	**42,066**	**834**	**7,425**	**412,322**

Not Hispanic White Alone (NHWA), Not Hispanic Black Alone (NHBA)
Not Hispanic Asian Alone (NHAA), Hispanic White Alone (HWA), Hispanic Black Alone (HBA)

Source: U.S. Census Bureau, American Community Survey, 2006

TABLE 1.3

Residents Over Age 5 Who Speak Language Other than English at Home, 2006 | Rockford MSA

	Spanish	All	Total
Age 5 to 17	8,623	1,500	10,123
Age 18 to 24	4,978	1,160	6,138
Age 25 to 64	19,435	6,588	26,023
Age 65+	778	1,730	2,508
Total	**33,814**	**10,978**	**44,792**
Age 25+ Less Than H.S.	10,207	1,348	11,555
Age 25+ High School	5,235	2,554	7,789
Age 25+ Some College	3,113	1,681	4,794
Age 25+ B.A. Degree or More	1,658	2,735	4,393
Below Poverty	11,497	507	12,004
At or Above Poverty	22,317	10,471	32,788

Source: U.S. Census Bureau, American Community Survey 2006

TABLE 1.4

Unemployment Rate 1998 - 2007

	WINNEBAGO	OGLE	BOONE	ILLINOIS
1998	4.3	4.3	3.6	4.5
1999	4.4	4.3	4	4.5
2000	4.6	4.4	4.9	4.5
2001	6	5.3	6.4	5.4
2002	7.4	6.3	7.7	6.5
2003	8.1	6.9	8.1	6.7
2004	7.5	6.3	7.6	6.2
2005	6.6	5.5	6.9	5.8
2006	5.5	5.2	5.8	4.6
2007	6.2	5.7	6.9	5

Source: Illinois Department of Employment Security

TABLE 1.5

Number of Employers

	2001	2006	CHANGE
Winnebago County	6,499	6,817	4.9%
Ogle County	966	1,082	12.0%
Boone County	703	822	16.9%
Total	**8,168**	**8,721**	**6.8%**

Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

TABLE 1.6

Number of Residents in Workforce by Occupation Clusters, 2006 | Rockford MSA

CREATIVE CLASS OCCUPATION CLUSTERS	
Management	5,140
Business & Financial	5,690
Computer & Mathematical	1,300
Architecture & Engineering	2,720
Life, Physical & Social Science	940
Education & Training (some specialties)	120
Art, Design & Entertainment	1,340
Sales (some specialties)	6,510
Total Creative Class Occupation Cluster	**23,760**
SERVICE CLASS OCCUPATION CLUSTERS	
Community and Social Service	1,920
Legal	710
Education & Training (some specialties)	8,430
Healthcare Practitioners	8,830
Healthcare Support	4,330
Protective Services	2,370
Food Preparation and Serving	11,310
Building & Grounds	4,120
Personal Care and Services	2,890
Sales (some specialties)	9,860
Office & Administrative Support	23,250
Total Service Class Occupation Cluster	**78,020**
WORKING CLASS OCCUPATION CLUSTERS	
Construction and Extraction	6,620
Installation, Maintenance & Repair	5,840
Production	26,210
Transportation & Material Moving	11,660
Total Working Class Occupation Cluster	**50,330**

Source: U.S. Bureau of Labor Statistics. Clusters are those defined by U.S. Department of Agriculture

TABLE 1.7

Number of Households and Families by Income Category, 2006 | Rockford MSA

	HOUSEHOLDS	FAMILIES
TOTAL	**125,340**	**87,176**
Less than $10,000	10,403	4,359
$10,000 to $14,000	8,147	2,964
$15,000 to $24,999	16,294	8,892
$25,000 to $34,999	13,035	8,369
$35,000 to $49,999	19,553	13,251
$50,000 to $74,999	25,319	20,050
$75,000 to $99,999	14,790	13,164
$100,000 to $149,999	13,161	12,030
$150,000 to $199,999	2,256	2,267
$200,000 or more	2,256	2,005
Median Income (dollars)	**$45,473**	**$56,938**
Mean Income (dollars)	**$56,978**	**$66,782**

Source: U.S. Census Bureau, American Community Survey, 2006

TABLE 1.8

Number of Residents by Educational Attainment, 2006 | Rockford MSA

	TOTAL	% OF 18 -24 YEAR OLD POPULATION
Population 18 to 24 years	**33,266**	100%
Less than high school graduate	6,254	18.8%
High school graduate (includes equivalency)	13,439	214.9%
Some college or associate's degree	11,610	86.4%
Bachelor's degree or higher	1,963	16.9%

	TOTAL	% OF 25+ POPULATION
Population 25 years and over	**227,428**	100%
Less than 9th grade	13,191	5.8%
9th to 12th grade, no diploma	25,699	194.8%
High school graduate (includes equivalency)	79,372	308.9%
Some college, no degree	45,258	57.0%
Associate's degree	19,104	42.2%
Bachelor's degree	29,111	152.4%
Graduate or professional degree	15,920	54.7%

Source: U.S. Census Bureau, American Community Survey, 2006

TABLE 1.9

Number of People Enrolled in Post-Secondary Education Within 50 miles of Rockford, 2007

SCHOOL NAME	UNDERGRAD	GRAD	OTHER	TOTAL ENROLLMENT
FOUR-YEAR SCHOOLS				
Beloit College	1,162	–	96	1,258
Judson College	784	–	191	975
Northern Illinois University	14,494	1945	6034	22,473
Rockford College	782	40	421	1,243
Saint Anthony College of Nursing	78	–	8	86
Swedish American Hospital School of Medical Technology	–	6	–	6
University of Wisconsin-Whitewater	8,654	221	1,914	10,789
TWO-YEAR SCHOOLS				
Blackhawk Technical College	739	–	1,696	2,435
Elgin Community College	2,498	–	7,051	9,549
Highland Community College	939	–	1,565	2,504
Kishwaukee College	1,384	–	1,780	3,164
McHenry County College	1,443	–	3,607	5,050
Rock Valley College	2,427	–	5,827	8,254
Rockford Business College	186	–	161	347
Rockford Memorial Hospital School of X-Ray Technology	16	–	–	16
Sauk Valley Community College	963	–	1,489	2,452
Swedish American Hospital School of Radiography	9	–	–	9
Waubonsee Community College	1,622	–	5,399	7,021
INDEPENDENTS				
Saint Sava Serbian Orthodox School of Theology			27	27
University of St. Mary of the Lake Mundelein Seminary			204	204
TOTAL	**38,180**	**2,212**	**37,470**	**77,862**

Sources: http://www.ibhe.org and ERsys-Rockford, IL (Post-Secondary Education) - http://70.85.159.58/usa/17/1765000/sch_clg.htm

TABLE 1.10

Meets or Exceeds 3rd Grade Reading Standards

WINNEBAGO COUNTY DISTRICT NAME	2001	2007	% CHANGE
County Of Winnebago SD 320 (UNIT)	46%	64%	18%
Durand CUSD 322 (UNIT)	81%	89%	8%
Harlem UD 122 (UNIT)	63%	78%	15%
Hononegah CHD 207 (HIGH SCHOOL)	–	–	–
Kinnikinnick CCSD 131 (ELEMENTARY)	83%	90%	7%
Pecatonica CUSD 321 (UNIT)	79%	82%	3%
Prairie Hill CCSD 133 (ELEMENTARY)	88%	85%	-3%
Rockford SD 205 (UNIT)	45%	56%	11%
Rockton SD 140 (ELEMENTARY)	88%	89%	1%
Shirland CCSD 134 (ELEMENTARY)	74%	69%?	-5%
Winnebago CUSD 323 (UNIT)	85%	82%	-3%
BOONE COUNTY DISTRICT NAME			
Belvidere CUSD 100 (UNIT)	69%	79%	10%
North Boone CUSD 200 (UNIT)	63%	80%	17%
OGLE COUNTY DISTRICT NAME			
Byron CUSD 226 (UNIT)	87%	93%	6%
Creston CCSD 161 (ELEMENTARY)	85%	60%	-25%
Eswood CCSD 269 (ELEMENTARY)	94%	86%[1]	-8%
Forrestville Valley CUSD 221 (UNIT)	78%	73%	-5%
Kings Cons SD 144 (ELEMENTARY)	56%	100%	44%
Meridian CUSD 223 (UNIT)	76%	88%	12%
Oregon CUSD 220 (UNIT)	66%	74%	8%
Polo CUSD 222 (UNIT)	80%	77%	-3%
Rochelle CCSD 231 (ELEMENTARY)	68%	72%	4%
Rochelle Twp HSD 212 (HIGH SCHOOL)	–	–	–
ILLINOIS	**62%**[2]	**73%**	**11%**

[1]2007 data was unavailable. 2006 data was used

[2]2001 data was unavailable. 2002 data was used

Source: Illinois Interactive Report Card

TABLE 1.11

Meets or Exceeds 8th Grade Math Standards

WINNEBAGO COUNTY DISTRICT NAME	2001	2007	% CHANGE
County Of Winnebago SD 320 (UNIT)	31%	83%	52%
Durand CUSD 322 (UNIT)	36%	73%	37%
Harlem UD 122 (UNIT)	36%	78%	42%
Hononegah CHD 207 (HIGH SCHOOL)	–	–	–
Kinnikinnick CCSD 131 (ELEMENTARY)	68%	90%	22%
Pecatonica CUSD 321 (UNIT)	48%	78%	30%
Prairie Hill CCSD 133 (ELEMENTARY)	75%	90%	15%
Rockford SD 205 (UNIT)	38%	66%	28%
Rockton SD 140 (ELEMENTARY)	76%	96%	20%
Shirland CCSD 134 (ELEMENTARY)	52%	10%	-42%
Winnebago CUSD 323 (UNIT)	55%	92%	37%
BOONE COUNTY DISTRICT NAME			
Belvidere CUSD 100 (UNIT)	48%	88%	40%
North Boone CUSD 200 (UNIT)	44%	88%	44%
OGLE COUNTY DISTRICT NAME			
Byron CUSD 226 (UNIT)	82%	93%	11%
Creston CCSD 161 (ELEMENTARY)	93%	85%[3]	-8%
Eswood CCSD 269 (ELEMENTARY)	64%	90%	26%
Forrestville Valley CUSD 221 (UNIT)	54%	92%	38%
Kings Cons SD 144 (ELEMENTARY)	100%	83%	-17%
Meridian CUSD 223 (UNIT)	61%	93%	32%
Oregon CUSD 220 (UNIT)	63%	89%	26%
Polo CUSD 222 (UNIT)	53%	93%	40%
Rochelle CCSD 231 (ELEMENTARY)	59%	83%	24%
Rochelle Twp HSD 212 (HIGH SCHOOL)	–	–	–
ILLINOIS	**53%[2]**	**81%**	**28%**

[2]2001 data was unavailable. 2002 data was used

[3]2007 data was unavailable. 2005 data was used

Source: Illinois Interactive Report Card

TABLE 1.12

Meets or Exceeds 11th Grade Science Standards

WINNEBAGO COUNTY DISTRICT NAME	2001	2007	% CHANGE
County Of Winnebago SD 320 (UNIT)	20%	37%	17%
Durand CUSD 322 (UNIT)	49%	46%	-3%
Harlem UD 122 (UNIT)	50%	43%	-7%
Hononegah CHD 207 (HIGH SCHOOL)	66%	61%	-5%
Kinnikinnick CCSD 131 (ELEMENTARY)	–	–	–
Pecatonica CUSD 321 (UNIT)	51%	54%	3%
Prairie Hill CCSD 133 (ELEMENTARY)	–	–	–
Rockford SD 205 (UNIT)	43%	33%	-10%
Rockton SD 140 (ELEMENTARY)	–	–	–
Shirland CCSD 134 (ELEMENTARY)	–	–	–
Winnebago CUSD 323 (UNIT)	59%	55%	-4%
BOONE COUNTY DISTRICT NAME			
Belvidere CUSD 100 (UNIT)	50%	53%	3%
North Boone CUSD 200 (UNIT)	48%	55%	7%
OGLE COUNTY DISTRICT NAME			
Byron CUSD 226 (UNIT)	65%	68%	3%
Creston CCSD 161 (ELEMENTARY)	–	–	–
Eswood CCSD 269 (ELEMENTARY)	–	–	–
Forrestville Valley CUSD 221 (UNIT)	53%	47%	-6%
Kings Cons SD 144 (ELEMENTARY)	–	–	–
Meridian CUSD 223 (UNIT)	59%	69%	10%
Oregon CUSD 220 (UNIT)	45%	43%	-2%
Polo CUSD 222 (UNIT)	48%	68%	20%
Rochelle CCSD 231 (ELEMENTARY)	–	–	–
Rochelle Twp HSD 212 (HIGH SCHOOL)	53%	48%	-5%
ILLINOIS	**53%**[2]	**51%**	**-2%**

Source: Illinois Interactive Report Card

TABLE 1.13

Instructional Expenditure per Pupil ($)

WINNEBAGO COUNTY DISTRICT NAME	2000	2007	% CHANGE
County Of Winnebago SD 320 (UNIT)	$ 3,601	$ 4,202	17%
Durand CUSD 322 (UNIT)	$ 4,618	$ 5,885	27%
Harlem UD 122 (UNIT)	$ 4,035	$ 5,430	35%
Hononegah CHD 207 (HIGH SCHOOL)	$ 4,280	$ 5,518	29%
Kinnikinnick CCSD 131 (ELEMENTARY)	$ 2,646	$ 4,014	52%
Pecatonica CUSD 321 (UNIT)	$ 3,537	$ 4,324	22%
Prairie Hill CCSD 133 (ELEMENTARY)	$ 3,104	$ 3,733	20%
Rockford SD 205 (UNIT)	$ 5,101	$ 5,429	6%
Rockton SD 140 (ELEMENTARY)	$ 3,457	$ 4,394	27%
Shirland CCSD 134 (ELEMENTARY)	$ 2,823	$ 5,578	98%
Winnebago CUSD 323 (UNIT)	$ 3,275	$ 4,704	44%
BOONE COUNTY DISTRICT NAME			
Belvidere CUSD 100 (UNIT)	$ 2,826	$ 3,819	35%
North Boone CUSD 200 (UNIT)	$ 2,756	$ 3,596	30%
OGLE COUNTY DISTRICT NAME			
Byron CUSD 226 (UNIT)	$ 5,945	$ 6,490	9%
Creston CCSD 161 (ELEMENTARY)	$ 3,393	$ 6,212	83%
Eswood CCSD 269 (ELEMENTARY)	$ 3,177	$ 5,215	64%
Forrestville Valley CUSD 221 (UNIT)	$ 3,313	$ 4,798	45%
Kings Cons SD 144 (ELEMENTARY)	$ 3,643	$ 4,932	35%
Meridian CUSD 223 (UNIT)	$ 3,031	$ 3,688	22%
Oregon CUSD 220 (UNIT)	$ 3,967	$ 4,562	15%
Polo CUSD 222 (UNIT)	$ 3,417	$ 4,349	27%
Rochelle CCSD 231 (ELEMENTARY)	$ 3,360	$ 4,641	38%
Rochelle Twp HSD 212 (HIGH SCHOOL)	$ 4,927	$ 5,794	18%
ILLINOIS	**$ 4,291**	**$ 5,567**	**30%**

Source: Illinois Interactive Report Card

Table 1.14

Average Class Size

	1ST GRADE			HIGH SCHOOL		
WINNEBAGO COUNTY DISTRICT NAME	**2000**	**2007**	**% CHANGE**	**2000**	**2007**	**% CHANGE**
County Of Winnebago SD 320 (UNIT)	19.8	22.3	12.6%	16.6	16.7	0.6%
Durand CUSD 322 (UNIT)	18	14	-22.2%	15.7	18.6	18.5%
Harlem UD 122 (UNIT)	21.9	21.6	-1.4%	16.8	20.6	22.6%
Hononegah CHD 207 (HIGH SCHOOL)	–	–	–	18.1	23.4	29.3%
Kinnikinnick CCSD 131 (ELEMENTARY)	24.4	23.6	-3.3%	–	–	–
Pecatonica CUSD 321 (UNIT)	21	22.7	8.1%	16.2	17.9	10.5%
Prairie Hill CCSD 133 (ELEMENTARY)	23	21	-8.7%	–	–	–
Rockford SD 205 (UNIT)	19.7	19.7	0.0%	24.8	20.5	-17.3%
Rockton SD 140 (ELEMENTARY)	21.8	22.3	2.3%	–	–	–
Shirland CCSD 134 (ELEMENTARY)	16	12	-25.0%	–	–	–
Winnebago CUSD 323 (UNIT)	21	20.4	-2.9%	20.7	20.2	-2.4%
BOONE COUNTY DISTRICT NAME						
Belvidere CUSD 100 (UNIT)	23.9	27.2	13.8%	18.8	20.5	9.0%
North Boone CUSD 200 (UNIT)	22.2	20	-9.9%	16.7	17.3	3.6%
OGLE COUNTY DISTRICT NAME						
Byron CUSD 226 (UNIT)	21	20.8	-1.0%	12.2	14	14.8%
Creston CCSD 161 (ELEMENTARY)	10	14	40.0%	–	–	–
Eswood CCSD 269 (ELEMENTARY)	10	10	0.0%	–	–	–
Forrestville Valley CUSD 221 (UNIT)	19	23.3	22.6%	17.2	17.9	4.1%
Kings Cons SD 144 (ELEMENTARY)	20	11	-45.0%	–	–	–
Meridian CUSD 223 (UNIT)	22.4	23.7	5.8%	17	20.3	19.4%
Oregon CUSD 220 (UNIT)	22.7	24.5	7.9%	19.9	18	-9.5%
Polo CUSD 222 (UNIT)	17.3	21.5	24.3%	17.1	15.5	-9.4%
Rochelle CCSD 231 (ELEMENTARY)	21.8	19.7	-9.6%	–	–	–
Rochelle Twp HSD 212 (HIGH SCHOOL)	–	–	–	21.9	19.9	-9.1%
ILLINOIS	**21.6**	**21**	**-2.8%**	**18.4**	**18.9**	**2.7%**

Source: Illinois Interactive Report Card

Table 1.15

Educational Environment (A)

	LOW INCOME (%)			PARENTAL INVOLVEMENT (%)		
WINNEBAGO COUNTY DISTRICT NAME	**2000**	**2007**	**CHANGE**	**2000**	**2007**	**CHANGE**
County Of Winnebago SD 320 (UNIT)	40.0	54.4	14.4	89.4	81.2	-8.2
Durand CUSD 322 (UNIT)	9.8	15.9	6.1	81.9	98.0	16.1
Harlem UD 122 (UNIT)	17.0	33.1	16.1	96.1	94.3	-1.8
Hononegah CHD 207 (HIGH SCHOOL)	2.1	10.1	8.0	100	97.3	-2.7
Kinnikinnick CCSD 131 (ELEMENTARY)	4.4	8.1	3.7	98.7	98.1	-0.6
Pecatonica CUSD 321 (UNIT)	3.7	12.7	9.0	100	93.5	-6.5
Prairie Hill CCSD 133 (ELEMENTARY)	3.8	5.4	1.6	100	98.5	-1.5
Rockford SD 205 (UNIT)	52.6	68.4	15.8	97.0	91.9	-5.1
Rockton SD 140 (ELEMENTARY)	5.6	14.6	9.0	95.0	99.2	4.2
Shirland CCSD 134 (ELEMENTARY)	8.5	18.8	10.3	100	100	0.0
Winnebago CUSD 323 (UNIT)	5.6	12.0	6.4	95.6	96.9	1.3
BOONE COUNTY DISTRICT NAME						
Belvidere CUSD 100 (UNIT)	16.9	33.9	17.0	100	97.7	-2.3
North Boone CUSD 200 (UNIT)	16.6	26.2	9.6	99.0	98.3	-0.7
OGLE COUNTY DISTRICT NAME						
Byron CUSD 226 (UNIT)	6.4	13.8	7.4	100	100	0.0
Creston CCSD 161 (ELEMENTARY)	33.9	26.2	-7.7	100	90.0	-10.0
Eswood CCSD 269 (ELEMENTARY)	8.6	9.1	0.5	100	100	0.0
Forrestville Valley CUSD 221 (UNIT)	10.3	18.6	8.3	100	100	0.0
Kings Cons SD 144 (ELEMENTARY)	11.9	11.9	0.0	96.7	100	3.3
Meridian CUSD 223 (UNIT)	7.1	12.0	4.9	95.6	95.9	0.3
Oregon CUSD 220 (UNIT)	17.9	26.3	8.4	80.4	92.1	11.7
Polo CUSD 222 (UNIT)	16.0	24.1	8.1	95.2	100	4.8
Rochelle CCSD 231 (ELEMENTARY)	22.2	40.8	18.6	100	96.6	-3.4
Rochelle Twp HSD 212 (HIGH SCHOOL)	7.7	13.5	5.8	82.6	89.0	6.4
ILLINOIS	**36.7**	**40.9**	**4.2**	**97.2**	**96.1**	**-1.1**

Source: Illinois Interactive Report Card

Table 1.16

Educational Environment (B)

	ATTENDANCE (%)			MOBILITY (%)		
WINNEBAGO COUNTY DISTRICT NAME	**2000**	**2007**	**CHANGE**	**2000**	**2007**	**CHANGE**
County Of Winnebago SD 320 (UNIT)	94.3	93.9	-0.4	18.2	18.0	-0.2
Durand CUSD 322 (UNIT)	95.3	95.1	-0.2	11.5	10.6	-0.9
Harlem UD 122 (UNIT)	94.5	93.2	-1.3	18.4	10.1	-8.3
Hononegah CHD 207 (HIGH SCHOOL)	92.1	94.7	2.6	7.7	8.3	0.6
Kinnikinnick CCSD 131 (ELEMENTARY)	96.8	95.9	-0.9	7.8	7.5	-0.3
Pecatonica CUSD 321 (UNIT)	95.7	95.2	-0.5	7.9	8.3	0.4
Prairie Hill CCSD 133 (ELEMENTARY)	96.5	96.2	-0.3	5.7	9.0	3.3
Rockford SD 205 (UNIT)	91.4	92.6	1.2	15.8	15.0	-0.8
Rockton SD 140 (ELEMENTARY)	95.9	95.9	0.0	7.5	7.8	0.3
Shirland CCSD 134 (ELEMENTARY)	96.4	95.7	-0.7	3.0	6.7	3.7
Winnebago CUSD 323 (UNIT)	95.5	95.3	-0.2	5.6	6.7	1.1
BOONE COUNTY DISTRICT NAME						
Belvidere CUSD 100 (UNIT)	93.6	93.3	-0.3	13.2	13.6	0.4
North Boone CUSD 200 (UNIT)	95.1	94.8	-0.3	18.4	19.0	0.6
BOONE COUNTY DISTRICT NAME						
Byron CUSD 226 (UNIT)	96.0	95.6	-0.4	8.6	7.3	-1.3
Creston CCSD 161 (ELEMENTARY)	97.3	95.1	-2.2	11.1	16.5	5.4
Eswood CCSD 269 (ELEMENTARY)	96.3	97.6	1.3	15.8	8.0	-7.8
Forrestville Valley CUSD 221 (UNIT)	96.7	96.0	-0.7	7.8	8.9	1.1
Kings Cons SD 144 (ELEMENTARY)	96.5	96.6	0.1	14.2	7.5	-6.7
Meridian CUSD 223 (UNIT)	94.6	95.2	0.6	14.0	12.1	-1.9
Oregon CUSD 220 (UNIT)	95.7	95.0	-0.7	8.7	12.5	3.8
Polo CUSD 222 (UNIT)	96.4	95.7	-0.7	8.6	11.6	3.0
Rochelle CCSD 231 (ELEMENTARY)	95.7	94.5	-1.2	17.6	16.2	-1.4
Rochelle Twp HSD 212 (HIGH SCHOOL)	95.3	93.9	-1.4	12.5	11.0	-1.5
ILLINOIS	**93.9**	**93.7**	**-0.2**	**17.5**	**15.2**	**-2.3**

Source: Illinois Interactive Report Card

Table 1.17

Educational Environment (C)

	CHRONIC TRUANTS (%)			HS DROPOUT RATE (%)		
WINNEBAGO COUNTY DISTRICT NAME	**2000**	**2007**	**CHANGE**	**2000**	**2007**	**CHANGE**
County Of Winnebago SD 320 (UNIT)	9.1	2.6	-6.5	2.9	4.9	2.0
Durand CUSD 322 (UNIT)	3.8	3.6	-0.2	1.3	0.9	-0.4
Harlem UD 122 (UNIT)	2.0	2.3	0.3	4.1	5.1	1.0
Hononegah CHD 207 (HIGH SCHOOL)	3.5	3.6	0.1	1.6	3.5	1.9
Kinnikinnick CCSD 131 (ELEMENTARY)	0.6	0	-0.6	–	–	–
Pecatonica CUSD 321 (UNIT)	1.7	0.9	-0.8	0.8	2.0	1.2
Prairie Hill CCSD 133 (ELEMENTARY)	0.9	0	-0.9	–	–	–
Rockford SD 205 (UNIT)	11.9	6.6	-5.3	7.4	3.2	-4.2
Rockton SD 140 (ELEMENTARY)	0.7	0	-0.7		–	
Shirland CCSD 134 (ELEMENTARY)	0	0	0.0	–	–	–
Winnebago CUSD 323 (UNIT)	1.7	0	-1.7	1.5	1.4	-0.1
BOONE COUNTY DISTRICT NAME						
Belvidere CUSD 100 (UNIT)	93.6	93.3	-0.3	13.2	13.6	0.4
North Boone CUSD 200 (UNIT)	95.1	94.8	-0.3	18.4	19.0	0.6
BOONE COUNTY DISTRICT NAME						
Byron CUSD 226 (UNIT)	0.2	0.0	-0.2	1.6	1.3	-0.3
Creston CCSD 161 (ELEMENTARY)	0	0	0.0	–	–	–
Eswood CCSD 269 (ELEMENTARY)	0	0	0.0	–	–	–
Forrestville Valley CUSD 221 (UNIT)	0	0	-0.2	1.9	4.3	2.4
Kings Cons SD 144 (ELEMENTARY)	0.0	1.5	1.5	–	–	–
Meridian CUSD 223 (UNIT)	0.6	1.6	1.0	3.2	2.0	-1.2
Oregon CUSD 220 (UNIT)	0.3	0.9	0.6	3.6	2.7	-0.9
Polo CUSD 222 (UNIT)	0.0	1.1	1.1	2.4	1.2	-1.2
Rochelle CCSD 231 (ELEMENTARY)	0.8	2.5	1.7	–	–	–
Rochelle Twp HSD 212 (HIGH SCHOOL)	0.9	1.1	0.2	3.7	3.6	-0.1
ILLINOIS	**2.4**	**2.5**	**0.1**	**5.8**	**3.5**	**-2.3**

Source: Illinois Interactive Report Card

TABLE 1.18

Educational Environment (D)

	HS GRADUATION RATE (%)		
WINNEBAGO COUNTY DISTRICT NAME	**2001**	**2007**	**CHANGE**
County Of Winnebago SD 320 (UNIT)	62.7	94.7	32.0
Durand CUSD 322 (UNIT)	98.0	96.2	-1.8
Harlem UD 122 (UNIT)	74.0	79.2	5.2
Hononegah CHD 207 (HIGH SCHOOL)	91.2	97.2	6.0
Kinnikinnick CCSD 131 (ELEMENTARY)	–	–	–
Pecatonica CUSD 321 (UNIT)	90.8	90.5	-0.3
Prairie Hill CCSD 133 (ELEMENTARY)	–	–	–
Rockford SD 205 (UNIT)	74.7	75.0	0.3
Rockton SD 140 (ELEMENTARY)	–	–	–
Shirland CCSD 134 (ELEMENTARY)	–	–	–
Winnebago CUSD 323 (UNIT)	92.7	87.0	-5.7
BOONE COUNTY DISTRICT NAME			
Belvidere CUSD 100 (UNIT)	86.1	83.8	-2.3
North Boone CUSD 200 (UNIT)	80.0	90.9	10.9
OGLE COUNTY DISTRICT NAME			
Byron CUSD 226 (UNIT)	93.1	99.3	6.2
Creston CCSD 161 (ELEMENTARY)	–	–	–
Eswood CCSD 269 (ELEMENTARY)	–	–	–
Forrestville Valley CUSD 221 (UNIT)	77.6	81.6	4.0
Kings Cons SD 144 (ELEMENTARY)	–	–	–
Meridian CUSD 223 (UNIT)	89.9	91.7	1.8
Oregon CUSD 220 (UNIT)	80.1	92.7	12.6
Polo CUSD 222 (UNIT)	87.7	95.8	8.1
Rochelle CCSD 231 (ELEMENTARY)	–	–	–
Rochelle Twp HSD 212 (HIGH SCHOOL)	88.8	85.4	-3.4
ILLINOIS	**82.6**	**85.9**	**3.3**

Source: Illinois Interactive Report Card

Table 1.19

Number of youth arrests by offense category, CY05

Rate per 100,000 youth age 10-16

	VIOLENT PERSON RATE		
	2003	2005	% CHANGE
Boone	221.3	0.0	-100%
Ogle	214.3	384.6	79%
Winnebago	2244.8	2061.1	-8%
Illinois	1028.8	1168.7	14%

	SEX CRIME RATE		
	2003	2005	% CHANGE
Boone	0.0	0.0	
Ogle	16.5	16.7	1%
Winnebago	53.6	77.0	44%
Illinois	30.2	33.7	11%

	STATUS* ARREST RATE		
	2003	2005	% CHANGE
Boone	295.1	35.2	-88%
Ogle	148.3	183.9	24%
Winnebago	13.4	23.4	75%
Illinois	47.4	60.2	27%

	RATE OF ALL ARRESTS		
	2003	2005	% CHANGE
Boone	1457.0	88.0	-94%
Ogle	1021.9	2457.8	141%
Winnebago	7317.3	6584.8	-10%
Illinois	3491.7	3880.1	11%

	PROPERTY CRIME RATE		
	2003	2005	% CHANGE
Boone	571.7	17.6	-97%
Ogle	313.2	1254.0	300%
Winnebago	2884.7	2519.5	-13%
Illinois	1228.7	1295.3	5%

	DRUG CRIME RATE		
	2003	2005	% CHANGE
Boone	110.7	17.6	-84%
Ogle	148.3	267.5	80%
Winnebago	733.7	595.6	-19%
Illinois	506.0	551.1	9%

	OTHER ARREST RATES		
	2003	2005	% CHANGE
Boone	258.2	17.6	-94%
Ogle	181.3	351.1	90%
Winnebago	1387.1	1308.3	-8%
Illinois	650.6	771.0	16%

**status offenses apply to youth but not adults, such as running away from home, truancy, underage drinking, incorrigibility, and presence in public during certain hours.*

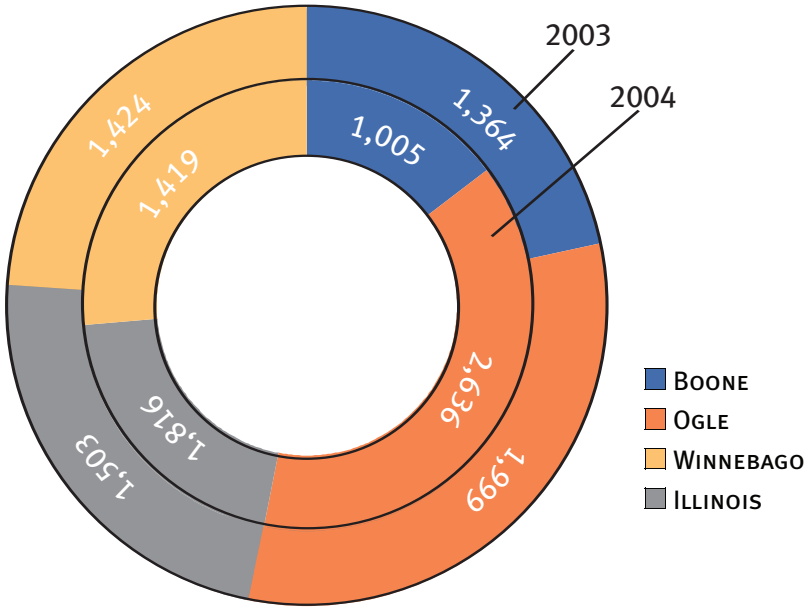
Source: Illinois Criminal Justice Authority, Juvenile Justice System and Risk Factor Data for Illinois: 2005 Annual Report, Source: Computerized Criminal History System

ONE: TALENT

TABLE 1.20

Rate of Youth Served by the Illinois Department of Human Services, Division of Alcoholism and Substance Abuse (DASA)

Rate per 100,000 youth age 10-16



Source: Illinois Criminal Justice Authority, Juvenile Justice System and Risk Factor Data for Illinois: 2005 Annual Report and Illinois Department of Human Services, Division of Alcoholism and Substance Abuse

TABLE 1.21

Childcare Statistics, 2004

	WINNEBAGO	BOONE	OGLE	ILLINOIS
Licensed child care centers and homes, 2004	571	51	91	12,625
% of licensed child care centers and homes that accept subsidies, 2004	79.1%	88.8%	84.3%	80.4%

Source: Illinois Kids Count, Voices for Illinois Children

TWO: TECHNOLOGY

TABLE 2.1
Number of Jobs and Number of Establishments in Information Companies, 2005
Boone, Ogle, and Winnebago Counties*

Total number of jobs: **3,122**

Total number of establishments: **177**

**Represents 3-digit NAICS Categories 511, 512, 513, 514*

Source: U.S. Department of Commerce, County Business Patterns, 2005

TABLE 2.2
Number of Jobs and Number of Establishments in Professional and Business Services, 2005* | Boone, Ogle, and Winnebago Counties*

Total number of jobs: **4,459**

Total number of establishments: **185**

**Represents 3-digit NAICS category 541*

Source: U.S. Department of Commerce, County Business Patterns, 2005

TABLE 2.3
Number of Jobs and Number of Establishments in Manufacturing, 2005
Boone, Ogle, and Winnebago Counties*

		JOBS	ESTABLISHMENTS
333	Machinery Manufacturing	9,345	194
334	Computer & Electric Products	543	10
335	Electrical Appliance & Components	818	13
336	Transportation Equipment	6,283	22
337	Furniture & Related Products	360	25
339	Other Misc. Products	56	31

**Represents 3-digit NAICS categories 333, 334, 335, 336, 337, 338, 339*
Source: U.S. Department of Commerce, County Business Patterns, 2005

TABLE 2.4
Number of Jobs and Number of Establishments in Management of Companies & Enterprises, 2005 | Boone, Ogle, and Winnebago Counties*

Total number of jobs: **1,699**

Total number of establishments: **36**

**Represents 3-digit NAICS category 551*

Source: U.S. Department of Commerce, County Business Patterns, 2005

THREE: TOLERANCE

TABLE 3.1

Change in the Number of Residents, by Demographic Group, 2000 – 2006
Boone, Ogle, and Winnebago Counties

	NHWA	NHBA	NHAA	HWA	HBA	Other	Total
2000	304,574	29,849	5,327	26,338	603	5,596	372,287
2006	320,906	34,149	6,940	42,066	834	7,425	412,322
% Change	5.4%	14.4%	30.3%	59.7%	38.3%	32.7%	10.8%

Not Hispanic White Alone (NHWA), Not Hispanic Black Alone (NHBA)
Not Hispanic Asian Alone (NHAA), Hispanic White Alone (HWA), Hispanic Black Alone (HBA)

Source: U.S. Census Bureau, American Community Survey

TABLE 3.2

Number of Jobs and Number of Establishments in Performing Arts, Motion Picture, and Sound Recording (3-digit NAICS categories 512, 711 and 712), 2005
Boone, Ogle, and Winnebago Counties

Total number of jobs: 455

Total number of establishments: 49

Source: U.S. Department of Commerce, County Business Patterns, 2005

TABLE 3.3

Number of Unmarried Partner Households, 2006 | Rockford MSA

Total Households: 125,340
Total Unmarried Partner Households: 6,700
Opposite Sex Unmarried Partners: 6,197
Same Sex Unmarried Partners: 503

Source: U.S. Census Bureau, Current Population Survey, 2006

TOLERANCE

THREE: TOLERANCE

TABLE 3.4

Percent of Voters Who Cast Ballots for Presidential Nominees in Presidential Elections 2000 & 2004

	2000	2004
Boone	64.0%	66.3%
Ogle	61.4%	66.1%
Winnebago	63.7%	62.4%
State of Illinois	66.5%	70.3%

Source: Illinois State Board of Elections

Table 3.5

Personal Income Earned by Residents in Performing Arts, Museums, and Cultural Organizations, 2005 | Rockford MSA

Performing Arts & Spectator Sports: $6,031,000
Museums & Cultural Organizations (Private): $3,830,000
Total: $9,861,000

Source: U.S. Department of Commerce

TABLE 3.6

Estimated Number of Upper Income Households, 2006 | Rockford MSA

	WHITE	AFRICAN AMERICAN	HISPANIC
$75,000 to $99,999	3,317	603	249
$100,000 to $124,999	7,991	502	–
$125,000 to $149,999	3,984	166	196
$150,000 to $199,999	2,224	–	–
$200,000 +	2,102	89	40

Source: U.S. Census Bureau, Current Population Survey

TABLE 3.7
Housing affordability in the Rock River Region, 2005

	WINNEBAGO	BOONE	OGLE	ILLINOIS
Renters as a % of total households	28%	–	–	30%
Estimate of mean renter hourly wage	$9.70	$10.69	$10.83	$12.80
Wage needed to afford 2 bedroom fair market rent	$11.85	$11.85	$11.17	$15.43
Work hrs/week at IL min. wage to afford 2 bedroom fair market rent	72	72	68	96
Monthly rent affordable at mean renter wage	$504	$556	$563	$665
Fair market rent for 2 BR	$616	$616	$581	$802

Source: National Low Income Housing Coalition. (2005). Out of Reach 2005. Washington DC: Author, special calculation conducted by the Mid-America Institute on Poverty of Heartland Alliance.

TABLE 3.8
Gross Rent as a Percentage of Household Income at 30% or Higher

	2000	2006	% CHANGE
Winnebago	32.2%	46.80%	14.60%
Boone	26.60%	–	–
Ogle	25.60%	–	–
State	35.30%	46.00%	10.70%

Source: US Census Bureau

TABLE 3.9
Minority Businesses in the Rock River Region, 2002

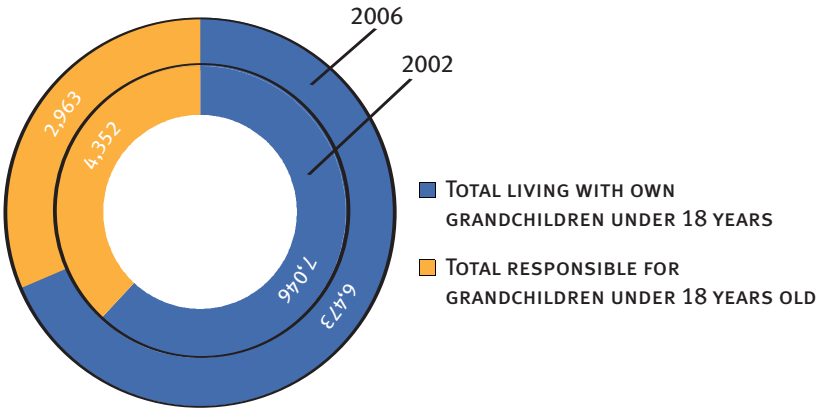
	WINNEBAGO	BOONE	OGLE	3 COUNTY	ILLINOIS
Total number of firms	20,661	3,056	3,774	27,491	958,120
Black-owned firms	1012	F	F	_	7.20%
Asian-owned firms	393	F	F	--	4.60%
Women-owned firms	5,909	1,143	951	8,003	284,562

F: Fewer than 100 firms
Source: US Census Bureau

THREE: TOLERANCE

TABLE 3.10

Number of Grandparents Living with Own Grandchildren under 18 Years; Grandparent Responsible for Own Grandchildren under 18 years, 2006 | Rockford MSA



Source: US Census Bureau, American Community Survey

TABLE 3.11

% Infants with Low Birth Weight (less than 2,500 grams) and Very Low Birth Weight (less than 1,500 grams)

	2000	2005	% CHANGE
Winnebago	8.3%	10.3%	2.0%
Boone	6.5%	7.4%	0.9%
Ogle	8.8%	7.1%	-1.7%
Illinois	8.0%	8.4%	0.4%

Source: Illinois Department of Public Health

TABLE 3.12
Infant Mortality Rate, Per 1,000 Live Births

	2000	2005	% CHANGE
Winnebago	9.9%	8.5%	-1.4%
Boone	n/a	n/a	–
Ogle	n/a	n/a	–
Illinois	8.3%	7.2%	-1.1%

n/a - If < 10 deaths/events, no rates calculated.
Source: Illinois Department of Public Health

TABLE 3.13
Percent of Adults Whose Physical Health Was Not Good for One or More of the Past 30 Days

	2000	2005	% CHANGE
Winnebago	8.3%	10.3%	2.0%
Boone	6.5%	7.4%	0.9%
Ogle	8.8%	7.1%	-1.7%
Illinois	8.0%	8.4%	0.4%

Source: Illinois Department of Public Health

TABLE 3.14
Percent of Adults Whose Mental Health Was Not Good for One or More of the Past 30 Days

	2000	2005	% CHANGE
Winnebago	9.9%	8.5%	-1.4%
Boone	n/a	n/a	–
Ogle	n/a	n/a	–
Illinois	8.3%	7.2%	-1.1%

Source: Illinois Department of Public Health

TABLE 3.15
Chlamydia Rates Per 100,000

	2000	2006	% CHANGE
Winnebago	423.5	531.2	25.43%
Boone	124.4	201	61.58%
Ogle	125.4	115.6	-7.81%
Illinois	324.9	431.5	32.81%

Source: Illinois Department of Public Health

THREE: TOLERANCE

TABLE 3.16
Gonorrhea Rates Per 100,000

	2000	2006	% CHANGE
Winnebago	274.8	285.5	3.89%
Boone	35.9	31.1	-13.37%
Ogle	9.8	19.6	100.00%
Illinois	199.8	162.5	-18.67%

Source: Illinois Department of Public Health

TABLE 3.17
Early Syphilis Rates Per 100,000

	2000	2006	% CHANGE
Winnebago	7.5	1.8	-76.00%
Boone	2.4	0	-100%
Ogle	0	0	–
Illinois	6.4	5.6	-12.50%

Source: Illinois Department of Public Health

TABLE 3.18
Primary and Secondary Syphilis Rates Per 100,000

	2000	2006	% CHANGE
Winnebago	4.3	1.1	-74.42%
Boone	2.4	0	-100.00%
Ogle	0	0	–
Illinois	3.3	3.5	6.06%

Source: Illinois Department of Public Health

TABLE 3.19
AIDS Cases

	DIAGNOSED 2008	LIVING	REPORTED AS OF JULY 1999 CUMULATIVE	RATE PER 100,000
Winnebago	8	215	524	188
Boone	1	10	22	53
Ogle	0	7	17	33
Illinois	223	17,025	35,491	286

Source: Illinois Department of Public Health

TABLE 3.20
HIV (Non AIDS) Cases

	DIAGNOSED 2008	LIVING	REPORTED AS OF JULY 1999 CUMULATIVE	RATE PER 100,000
Winnebago	8	173	187	32
Boone	0	8	8	10
Ogle	0	8	9	12
Illinois	423	17,483	18354	90

Source: Illinois Department of Public Health

TABLE 3.21
Total Reported Youth Cases of Chlamydia

	1996	2006	% CHANGE
Winnebago	265	493	86.0%
Boone	11	17	54.5%
Ogle	15	15	0.0%

Source: Illinois Department of Public Health

TABLE 3.22
Total Reported Youth Cases of Gonorrhea

	1996	2006	% CHANGE
Winnebago	159	171	7.50%
Boone	<5	<5	0.00%
Ogle	<5	<5	0.00%

Source: Illinois Department of Public Health

TABLE 3.23
Children Whose Parents Receive TANF

	1996	2004	% CHANGE
Winnebago	8,210	1,770	-78.40%
Boone	381	45	-88.20%
Ogle	552	96	-82.60%
Illinois	456,802	81,067	-82.30%

Source: Illinois Kids Count, Voices for Illinois Children

TABLE 3.24
Children Whose Parents Receive Food Stamps

	2002	2004	% CHANGE
Winnebago	11,329	15,718	38.70%
Boone	718	1,181	64.50%
Ogle	884	1,502	69.90%
Illinois	408,649	534,068	30.70%

Source: Illinois Kids Count, Voices for Illinois Children

TABLE 3.25
Percent of Enrolled Students Eligible for Free/Reduced Lunches by District

WINNEBAGO COUNTY DISTRICT NAME	2003	2008	% CHANGE
County Of Winnebago SD 320 (UNIT)	51.2%	58.4%	7.2%
Durand CUSD 322 (UNIT)	13.1%	14.9%	1.7%
Harlem UD 122 (UNIT)	21.3%	35.1%	13.8%
Hononegah CHD 207 (HIGH SCHOOL)	6.5%	9.9%	3.4%
Kinnikinnick CCSD 131 (ELEMENTARY)	8.0%	10.1%	2.2%
Pecatonica CUSD 321 (UNIT)	9.1%	13.9%	4.7%
Prairie Hill CCSD 133 (ELEMENTARY)	3.3%	9.7%	6.4%
Rockford SD 205 (UNIT)	62.2%	74.4%	12.3%
Rockton SD 140 (ELEMENTARY)	6.7%	13.9%	7.2%
Shirland CCSD 134 (ELEMENTARY)	11.2%	19.4%	8.2%
Winnebago CUSD 323 (UNIT)	9.4%	12.4%	3.0%
Other Sponsor Agencies	20.3%	23.3%	3.0%
BOONE COUNTY DISTRICT NAME			
Belvidere CUSD 100 (UNIT)	22.0%	39.6%	17.7%
North Boone CUSD 200 (UNIT)	18.8%	26.9%	8.1%
Other Sponsor Agencies	3.0%	5.5%	2.5%
OGLE COUNTY DISTRICT NAME			
Byron CUSD 226 (UNIT)	10.8%	12.5%	1.7%
Creston CCSD 161 (ELEMENTARY)	17.8%	28.4%	10.6%
Eswood CCSD 269 (ELEMENTARY)	10.7%	13.1%	2.4%
Forrestville Valley CUSD 221 (UNIT)	17.5%	23.8%	6.3%
Kings Cons SD 144 (ELEMENTARY)	15.0%	19.8%	4.8%
Meridian CUSD 223 (UNIT)	8.3%	13.7%	5.3%
Oregon CUSD 220 (UNIT)	19.4%	27.6%	8.2%
Polo CUSD 222 (UNIT)	20.9%	28.6%	7.7%
Rochelle CCSD 231 (ELEMENTARY)	30.1%	44.5%	14.3%
Rochelle Twp HSD 212 (HIGH SCHOOL)	13.8%	n/a	n/a
Other Sponsor Agencies	15.8%	40.1%	24.3%

n/a - data not available
Source: Illinois State Board of Education, Nutrition Eligibility

TABLE 3.26
Poverty in the Rockford MSA, 2006

	2005	2006	% CHANGE
Total number of families	86,453	87,176	0.8%
Families below poverty level	7,780	9,482	21.9%

Source: U.S. Census Bureau, American Community Survey

TABLE 3.27
Crime Rate, Per 100,000

	WINNEBAGO			BOONE		
	2000	2006	% CHANGE	2000	2006	% CHANGE
Drug crime	518	698	34.60%	782	640	-18.10%
Violent crime	202	236	16.60%	112	72	-35.30%
Property crime	875	832	-4.90%	440	511	16.30%
	OGLE			**ILLINOIS**		
	2000	2006	% CHANGE	2000	2006	% CHANGE
Drug crime	519	1206	132.30%	932	876	-6.10%
Violent crime	82	60	-26.70%	219	199	-9.00%
Property crime	342	305	-10.90%	761	544	-28.60%

TABLE 3.28
Number of Reported Cases of Child Abuse and Neglect

Rate per 100,000 Youth Age 0-17

	2000		2005	
	TOTAL CASES	RATE	TOTAL CASES	RATE
Winnebago	3,298	4,458	4,129	5,584
Boone	264	2,107	378	2,870
Ogle	410	2,919	518	3,869
Total	94,948	2,924	111,830	3,454

Source: Juvenile Justice System and Risk Factor Data for Illinois: 2005 Annual Report, Illinois Department of Children and Family Services

THREE: TOLERANCE

TABLE 3.29
Automobile Accidents

	2000				2006			
	TOTAL CRASHES	TOTAL # PERSONS KILLED	TOTAL # PERSONS KILLED ALCOHOL RELATED	TOTAL # PERSONS INJURED	TOTAL CRASHES	TOTAL # PERSONS KILLED	TOTAL # PERSONS KILLED ALCOHOL RELATED	TOTAL # PERSONS INJURED
Winnebago	9,841	32	15	3,150	8,910	27	12	2,922
Boone	1,226	14	5	439	1,292	7	4	466
Ogle	1,478	6	2	352	1,414	22	11	347
Illinois	460,172	1,418	613	134,256	408,670	1,254	594	106,918

Source: Illinois Department of Transportation County Motor Vehicle Crash Statistics Fatality Analysis Reporting System of the National Highway Traffic Safety Administration, US Department of Transportation

TABLE 3.30
Causes of Death (per 100,000)

	WINNEBAGO			BOONE		
	2003	2005	% CHANGE	2003	2005	% CHANGE
All Causes	2,537	2,597	2.4%	304	352	15.8%
Infectious and parasitic diseases	44	35	-20.5%	5	6	20.0%
Malignant neoplasm's	588	633	7.7%	74	85	14.9%
Diabetes mellitus	79	69	-12.7%	11	14	27.3%
Alzheimer's disease	99	86	-13.1%	5	11	120.0%
Major cardiovascular diseases	974	891	-8.5%	106	123	16.0%
Respiratory diseases	210	261	24.3%	30	31	3.3%
Chronic liver disease and cirrhosis	35	22	-37.1%	3	3	0.0%
Nephritis, nephritic syn. & nephrosis	49	70	42.9%	3	7	133.3%
Certain perinatal conditions	26	18	-30.8%	3	2	-33.3%
Congenital malformations	12	9	-25.0%	4	–	
SIDS	2	1	-50.0%	1	–	
Accidents	83	124	49.4%	20	20	0.0%
Suicide	28	33	17.9%	4	1	-75.0%
Homicide	20	29	45.0%		–	–
All other causes	288	316	9.7%	35	49	40.0%

Source: Illinois Department of Public Health

TABLE 3.30 (CONT.)

Causes of Death (per 100,000)

	OGLE			ILLINOIS		
	2003	2005	% CHANGE	2003	2005	% CHANGE
All Causes	488	487	-0.2%	106,211	102,341	-3.6%
Infectious and parasitic diseases	6	6	0.0%	3,097	3,083	-0.5%
Malignant neoplasm's	125	108	-13.6%	24,671	24,233	-1.8%
Diabetes mellitus	11	12	9.1%	2,997	3,067	2.3%
Alzheimer's disease	17	22	29.4%	2,391	2,592	8.4%
Major cardiovascular diseases	173	175	1.2%	40,326	37,180	-7.8%
Respiratory diseases	69	49	-29.0%	9,725	9,433	-3.0%
Chronic liver disease and cirrhosis	4	7	75.0%	1,065	1,052	-1.2%
Nephritis, nephritic syn. & nephrosis	10	11	10.0%	2,319	2,335	0.7%
Certain perinatal conditions	--	1		674	690	2.4%
Congenital malformations	2	3	50.0%	486	415	-14.6%
SIDS	--	1		79	105	32.9%
Accidents	19	25	31.6%	4,177	4,078	-2.4%
Suicide	3	2	-33.3%	1,142	1,023	-10.4%
Homicide	4	2	-50.0%	1,005	868	-13.6%
All other causes	45	63	40.0%	12,057	12,187	1.1%

Source: Illinois Department of Public Health

TABLE 4.1

Regional Gross Domestic Product, by Industry, 2005
Rockford MSA (Boone and Winnebago Counties)

Industry	2005 GDP In Millions
All Private industries	$ 9,969
Utilities	353
Construction	656
Manufacturing	3,029
Durable goods	2,550
Wood product manufacturing	22
Nonmetallic mineral product manufacturing	47
Primary metal manufacturing	45
Fabricated metal product manufacturing	724
Machinery manufacturing	1,053
Computer and electronic product manufacturing	68
Electrical equipment and appliance manufacturing	119
Motor vehicle, body, trailer, and parts manufacturing	(D)
Other transportation equipment manufacturing	(D)
Furniture and related product manufacturing	31
Miscellaneous manufacturing	(D)
Nondurable goods	479
Food product manufacturing	(D)
Textile and textile product mills	(D)
Apparel manufacturing	1
Paper manufacturing	(D)
Printing and related support activities	34
Petroleum and coal products manufacturing	9
Chemical manufacturing	(D)
Plastics and rubber products manufacturing	68
Wholesale trade	619
Retail trade	827
Transportation and warehousing, excluding Postal Service	282
Information	198
Finance and insurance	632
Federal Reserve banks, credit intermediation and related service	262
Securities, commodity contracts, investments	(D)
Insurance carriers and related activities	266
Funds, trusts, and other financial vehicles	(D)
Real estate and rental and leasing	794
Professional and technical services	360
Management of companies and enterprises	19
Administrative and waste services	399
Health care and social assistance	(D)
Ambulatory health care services	546
Hospitals and nursing and residential care facilities	(D)
Social assistance	(D)
Arts, entertainment, and recreation	47
Accommodation and food services	233
Other services, except government	320

TABLE 4.1 (CONTINUED)

Regional Gross Domestic Product, by Industry, 2005
Rockford MSA (Boone and Winnebago Counties)

Industry	2005 GDP In Millions
Government	917
Federal civilian	99
Federal military	30
State and local	788
Natural resources and mining	28
Trade	1,446
Transportation and utilities	635
Financial activities	1,426
Professional and business services	777
Education and health services	1,172
Leisure and hospitality	280
Information, Communication, and Technology (ICT)	187
Private goods-producing industries	3,710
Private services-providing industries	6,259
Total Gross Domestic Product by Metropolitan Area	**$ 10,886**

(D) Data Withheld for Privacy
Data reported as 2005 Dollars
Source: U.S. Department of Commerce, Bureau of Economic Analysis

TABLE 4.2

Number of Jobs in Sectors with Location Quotients above 1.5 , 2006, Rockford Region

NAICS SECTOR	LOCATION QUOTIENT (1)	PERSONAL INCOME, 2005[1]	2006[2] JOBS	2006 ESTABLISHMTS[2]
332 Fabricated Metal Products	4.29	$472,462,000	9,518	304
333 Machinery Mfg.	6.72	$697,322,000	9,345	194
334 Computer & Elec. Equip. Mfg.	3.24*	$66,541,000	553	11
335 Electrical Equip. Mfg.	1.92	$76,612,000	1,033	13
336 Transportation Equip. Mfg.	3.15	n/a	6,283	22
423 Merchant Wholesalers, Durable Goods	1.14	$201,126,000	4,546	362
442 Furniture & Home Furnishing Stores	1.12	$31,961,000	562	74
452 General Merchandise Stores	1.16	$88,310,000	4,090	60
525 Funds, Trusts, Financial Vehicles	1.19	n/a	n/a	n/a
623 Nursing & Residential Care Facilities	1.19	$111,714,000	4,604	95
712 Museums & Cultural Organizations	1.20	$3830000	195	14
811 Repair and Maintenance	1.18	$200,628,000	10,332	1002
813 Membership Organizations	1.21	$104,895,000	6,455	397

** Mostly Ogle County*
[1] Rockford MSA (Boone and Winnebago Counties)
[2] Boone, Ogle, and Winnebago Counties

Sources: U.S. Department of Labor, Bureau of Labor Statistics
U.S. Department of Commerce, Bureau of Economic Analysis

TABLE 4.3

Number of Jobs in Transport and Storage, 2005*
Boone, Ogle, and Winnebago Counties

Total number of jobs: **1,605**

Total number of establishments: **69**

** Represents 3-digit NAICS categories 481, 488, 491,and 493*
Source: U.S. Department of Commerce, County Business Patterns, 2005

TABLE 4.4

Foreign Owned Institutions, 2006 | Rockford MSA

Foreign Banks w/Branches or Offices in the Area	0
US Banks in the Area w/International Departments	4
Foreign Consulate by Country	0
Full Service	0
Honorary	0
# of Import/Export Brokers	2
# of International Courier Services in the Area	6
# of Language Translation Firms in the Area	3

Source: Rockford Area Economic Development Council (RAEDC)

TABLE 4.5

Foreign Owned Businesses, 2006 | Rockford MSA

# OF COMPANIES	TOTAL EMPLOYMENT	COUNTRY
10	3868	Germany
5	350	Sweden
21	2174	UK
6	253	Netherlands
10	83	Japan
1	100	Ireland
4	74	Canada
5	41	Switzerland
3	38	France
8	65	Italy

Source: Rockford Area Economic Development Council (RAEDC)

TABLE 4.6

International Transportation Within 70 miles of Rockford

International Air Transportation to:	Name of Airport City	Distance to Airport
Canada	O'Hare International	65
Mexico	Rockford International	0
South America	O'Hare International	65
Europe	O'Hare International	65
Asia	O'Hare International	65
Australia	O'Hare International	65
New Zealand	O'Hare International	65

Source: Rockford Area Economic Development Council (RAEDC)

TABLE 4.7

The Value of Product Exports with Rockford MSA as the Point of Departure, by Destination of the Product Exports 2005

Destination	Rockford MSA, 2005
Africa	$22,546,664
APEC	$657,391,032
ASEAN	$44,914,266
Asia	$194,642,030
DR-CAFTA	$3,116,271
European Union	$370,898,251
FTAA	$533,005,202
NAFTA	$440,813,375
OPEC	$18,344,049
South America	$88,019,171
Total	**$2,373,690,311**

Source: U.S. Department of Commerce, Bureau of Economic Analysis

TABLE 4.8

Retail Sales in the Rock River Region

	WINNEBAGO	BOONE	OGLE	THREE-COUNTY	ILLINOIS
Retail sales, 2002 ($1000)	$3,208,379	$281,702	$282,955	$3,773,036	$131,469,518
Retail sales per capita, 2002	$11,375	$6,288	$5,419	$9,923	$10,446
Private nonfarm employment, 2005	123,529	11,718	15,315	150,562	5,235,866
Private nonfarm employment, 2000	135,736	11,640	15,216	162,592	5,501,036
Private nonfarm employment, % change 00-05	-9.00%	0.70%	0.70%	-7.40%	-4.80%
Private nonfarm establishments, 2005	6,991	821	1,084	8,896	318,927
Nonemployee establishments, 2005	17,370	2,798	3,355	23,523	835,236
Manufacturers' shipments, 2002 ($1000)	$6,420,056	$2,330,011	$944,564	$9,694,631	$188,365,216
Wholesale trade sales, 2002 ($1000)	D	D	D	-	$317,467,059
Accommodation and food srvs sales, 02 ($1000)	$345,105	$22,121	$34,025	$401,251	$19,072,168
Federal spending, 2004 ($1000)	$1,322,407	$138,220	$216,410	$1,677,037	$76,828,360

D: Suppressed to avoid disclosure of confidential information
Source: US Census Bureau, County Quick Facts

TABLE 4.9

Average Annual Wages

	2000	2006	CHANGE
Winnebago	$35,064	$40,452	15.40%
Boone	$37,620	$52,500	39.60%
Ogle	$30,336	$38,844	28.00%
Illinois	$39,083	$34,857	-10.80%

Source: Illinois Department of Employment Security

TABLE 4.10

Employment Growth

	2000	2006	CHANGE
Winnebago	139,718	138,977	-0.50%
Boone	20,965	24,177	15.30%
Ogle	25,819	25,986	0.60%
Illinois	6,176,840	6,315,717	2.20%

Source: Illinois Department of Employment Security

TABLE 5.1

Homeownership Rate in the Rock River Region

	2000	2006	% CHANGE
Winnebago	70.1%	71.4%	1.3%
Boone	78.6%	80.1%	1.5%
Ogle	74.5%	75.9%	1.4%
Illinois	67.3%	69.9%	2.6%

Source: Easy Analytic Software, Inc.

TABLE 5.2

Marriages in the Rock River Region

	2000	2004	% CHANGE
Winnebago	2,155	2,040	-5.3%
Boone	256	206	-19.5%
Ogle	333	378	13.5%
Illinois	85,798	81,157	-5.4%

Source: Illinois Department of Public Health

TABLE 5.3

Divorces and Annulments in the Rock River Region

	2000	2004	% CHANGE
Winnebago	1,022	1,039	1.7%
Boone	142	117	-17.6%
Ogle	174	175	0.6%
Illinois	39,524	33,575	-15.1%

Source: Illinois Department of Public Health

TABLE 5.4

Number of Jobs in Social Services, 2005 | Boone, Ogle, and Winnebago Counties*

Total number of jobs:	Total number of establishments:
2,555	135

**Represents 3-digit NAICS code 624*
Source: U.S. Department of Commerce, County Business Patterns, 2005

TABLE 5.5

Number of Residents Employed in Social Service Occupations, 2005 Boone, Ogle, and Winnebago Counties

Substance abuse and behavioral disorder counselors	**
Educational, vocational, and school counselors	170
Mental health counselors	70
Rehabilitation counselors	70
Counselors, all other	60
Child, family, and school social workers	390
Medical and public health social workers	100
Social workers, all other	130
Social and human service assistants	200
Community and social service specialists, all other	180

** *Data Withheld for Privacy*
Source: U.S. Department of Commerce, County Business Patterns, 2005

TABLE 5.6

Location Quotient for Social Service Establishments, 2005 Boone, Ogle, and Winnebago Counties

Location Quotient for All Social Services	1.93

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TABLE 6.1
Total Housing Units

	2000	2006	% CHANGE
Winnebago	114,404	120,892	5.67%
Boone	15,414	18,855	22.32%
Ogle	20,420	22,012	7.80%
Illinois	4,885,615	5,199,743	6.40%

Source: US Census Bureau

TABLE 6.2
Total Occupied Housing Units

	2000	2006	% CHANGE
Winnebago	107,980	114,988	6.49%
Boone	14597	18045	23.62%
Ogle	19278	20968	8.77%
Illinois	4,591,779	4,724,252	2.90%

Source: US Census Bureau

TABLE 6.3
Total Vacant Housing Units

	2000	2006	% CHANGE
Winnebago	6,424	5,904	-8.09%
Boone	817	1044	27.78%
Ogle	1142	810	-29.07%
Illinois	293,836	475,491	61.80%

Source: US Census Bureau

TABLE 6.4
Residiential Building Permits

	2000	2006	% CHANGE
Winnebago	1,263	1,748	38.40%
Boone	365	415	13.70%
Ogle	207	259	25.10%
Illinois	50,540	58,802	16.30%

Source: US Census Bureau

TABLE 6.5
Median Value (Dollars) for All Owner- Occupied Housing Units

	2000	2006	% CHANGE
Rockford MSA	$95,600	$126,000	31.8%
Illinois	$127,800	$200,200	56.7%

Source: US Census Bureau

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