



**CENSUS RECORDS TOTALS FOR
THIS TV DESIGNATED MEDIA MARKET.**

ROCKFORD :::

BROADCAST TV MARKET AREA

Population

Total Population	591,830
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Housing Status

(in housing units unless noted)

Total	246,705
Occupied	226,949
Owner-occupied	158,211
Population in owner-occupied (number of individuals)	416,214
Renter-occupied	68,738
Population in renter-occupied (number of individuals)	159,716
Households with individuals under 18	74,954
Vacant	19,756
Vacant: for rent	6,550
Vacant: for sale	4,200

Population by Sex/Age

Male	292,495
Female	299,335
Under 18	144,543
18 & over	447,287
20 - 24	43,329
25 - 34	71,923
35 - 49	120,225
50 - 64	112,931
65 & over	80,140

Population by Ethnicity

Hispanic or Latino	61,740
Non Hispanic or Latino	530,090

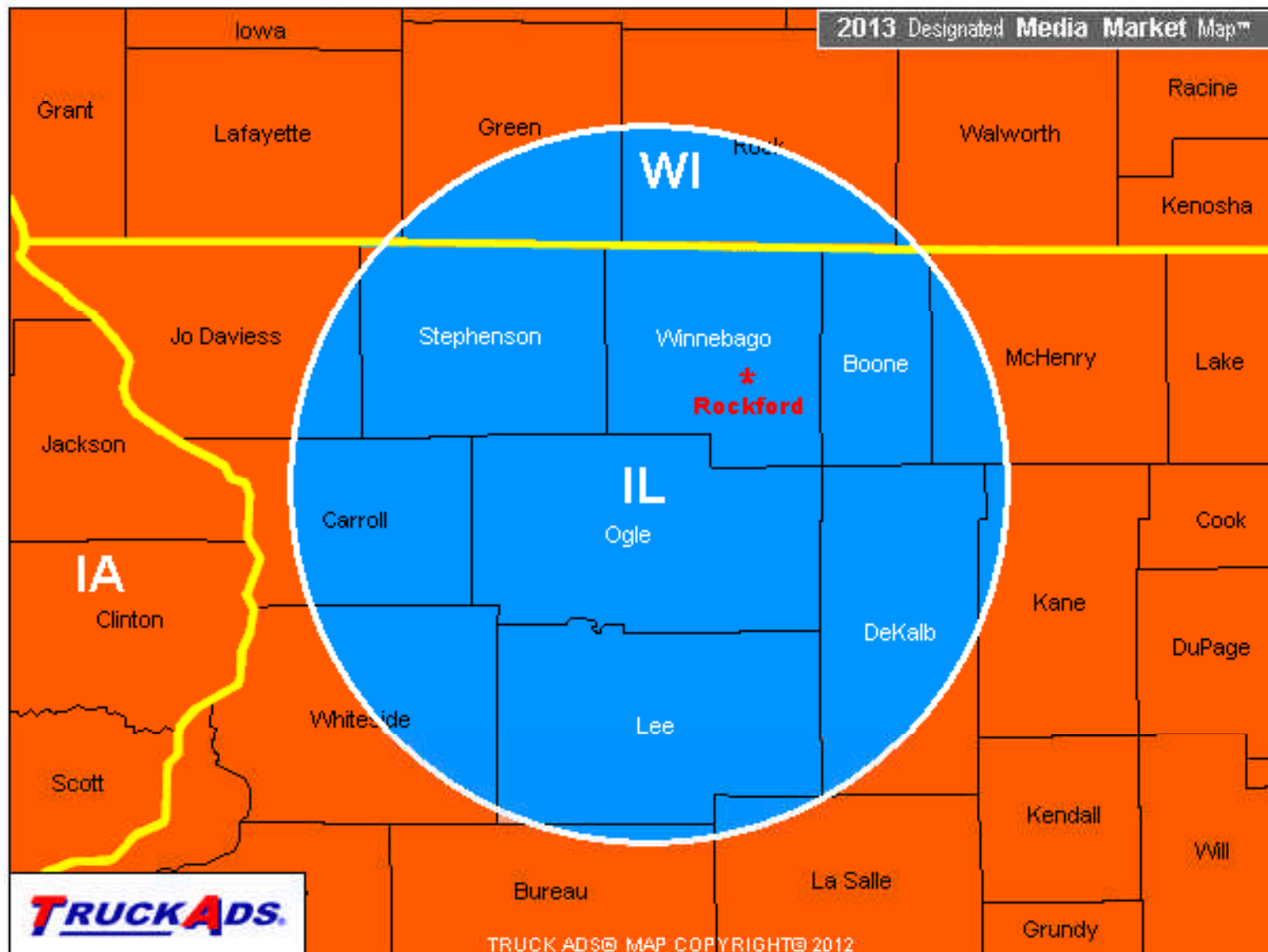
Population by Race

White	487,732
African American	50,397
Asian	10,727
American Indian and Alaska Native	1,700
Native Hawaiian and Pacific Islander	155
Other	26,794
Identified by two or more	14,325



ROCKFORD :::

BROADCAST TV MARKET AREA



6 COUNTIES IN THIS DESIGNATED MARKET

ILLINOIS: Boone, IL ~ DeKalb, IL ~ Lee, IL ~ Ogle, IL ~ Stephenson, IL ~ Winnebago, IL

IL - Boone County

Population

Total Population	54,165
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Housing Status

(in housing units unless noted)

Total	19,970
Occupied	18,505
Owner-occupied	14,912
Population in owner-occupied (number of individuals)	43,940
Renter-occupied	3,593
Population in renter-occupied (number of individuals)	9,915
Households with individuals under 18	7,682
Vacant	1,465
Vacant: for rent	286
Vacant: for sale	534

Population by Sex/Age

Male	27,059
Female	27,106
Under 18	15,684
18 & over	38,481
20 - 24	2,772
25 - 34	5,863
35 - 49	12,289
50 - 64	9,676
65 & over	6,364

Population by Ethnicity

Hispanic or Latino	10,967
Non Hispanic or Latino	43,198

Population by Race

White	45,724
African American	1,064
Asian	686
American Indian and Alaska Native	200
Native Hawaiian and Pacific Islander	23
Other	5,048
Identified by two or more	1,420

IL - DeKalb County

Population

Total Population	105,160
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Housing Status

(in housing units unless noted)

Total	41,079
Occupied	38,484
Owner-occupied	23,547
Population in owner-occupied (number of individuals)	64,240
Renter-occupied	14,937
Population in renter-occupied (number of individuals)	34,247
Households with individuals under 18	12,285
Vacant	2,595
Vacant: for rent	1,137
Vacant: for sale	559

Population by Sex/Age

Male	52,530
Female	52,630
Under 18	23,490
18 & over	81,670
20 - 24	15,901
25 - 34	14,767
35 - 49	18,658
50 - 64	16,091
65 & over	10,337

Population by Ethnicity

Hispanic or Latino	10,647
Non Hispanic or Latino	94,513

Population by Race

White	89,453
African American	6,732
Asian	2,438
American Indian and Alaska Native	267
Native Hawaiian and Pacific Islander	23
Other	4,149
Identified by two or more	2,098

IL - Lee County

Population

Total Population	36,031
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Housing Status

(in housing units unless noted)

Total	15,049
Occupied	13,758
Owner-occupied	10,213
Population in owner-occupied (number of individuals)	25,525
Renter-occupied	3,545
Population in renter-occupied (number of individuals)	7,634
Households with individuals under 18	4,132
Vacant	1,291
Vacant: for rent	288
Vacant: for sale	256

Population by Sex/Age

Male	18,910
Female	17,121
Under 18	7,734
18 & over	28,297
20 - 24	2,000
25 - 34	4,232
35 - 49	7,696
50 - 64	7,809
65 & over	5,644

Population by Ethnicity

Hispanic or Latino	1,802
Non Hispanic or Latino	34,229

Population by Race

White	32,745
African American	1,735
Asian	246
American Indian and Alaska Native	74
Native Hawaiian and Pacific Islander	10
Other	693
Identified by two or more	528

IL - Ogle County

Population

Total Population	53,497
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Housing Status

(in housing units unless noted)

Total	22,561
Occupied	20,856
Owner-occupied	15,922
Population in owner-occupied (number of individuals)	41,723
Renter-occupied	4,934
Population in renter-occupied (number of individuals)	11,249
Households with individuals under 18	6,905
Vacant	1,705
Vacant: for rent	378
Vacant: for sale	382

Population by Sex/Age

Male	26,523
Female	26,974
Under 18	13,244
18 & over	40,253
20 - 24	2,728
25 - 34	5,603
35 - 49	11,430
50 - 64	10,980
65 & over	8,122

Population by Ethnicity

Hispanic or Latino	4,741
Non Hispanic or Latino	48,756

Population by Race

White	49,867
African American	483
Asian	250
American Indian and Alaska Native	111
Native Hawaiian and Pacific Islander	14
Other	2,015
Identified by two or more	757

IL - Stephenson County

Population

Total Population	47,711
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Housing Status

(in housing units unless noted)

Total	22,081
Occupied	19,845
Owner-occupied	14,272
Population in owner-occupied (number of individuals)	34,457
Renter-occupied	5,573
Population in renter-occupied (number of individuals)	12,419
Households with individuals under 18	5,677
Vacant	2,236
Vacant: for rent	647
Vacant: for sale	353

Population by Sex/Age

Male	23,146
Female	24,565
Under 18	10,811
18 & over	36,900
20 - 24	2,482
25 - 34	4,857
35 - 49	9,188
50 - 64	10,149
65 & over	8,958

Population by Ethnicity

Hispanic or Latino	1,406
Non Hispanic or Latino	46,305

Population by Race

White	41,291
African American	4,275
Asian	297
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	14
Other	550
Identified by two or more	1,199

IL - Winnebago County

Population

Total Population	295,266
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Housing Status

(in housing units unless noted)

Total	125,965
Occupied	115,501
Owner-occupied	79,345
Population in owner-occupied (number of individuals)	206,329
Renter-occupied	36,156
Population in renter-occupied (number of individuals)	84,252
Households with individuals under 18	38,273
Vacant	10,464
Vacant: for rent	3,814
Vacant: for sale	2,116

Population by Sex/Age

Male	144,327
Female	150,939
Under 18	73,580
18 & over	221,686
20 - 24	17,446
25 - 34	36,601
35 - 49	60,964
50 - 64	58,226
65 & over	40,715

Population by Ethnicity

Hispanic or Latino	32,177
Non Hispanic or Latino	263,089

Population by Race

White	228,652
African American	36,108
Asian	6,810
American Indian and Alaska Native	963
Native Hawaiian and Pacific Islander	71
Other	14,339
Identified by two or more	8,323