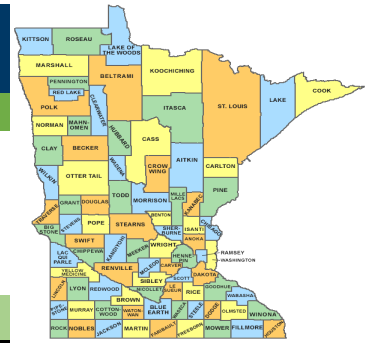


**COUNTY PROFILE**

**Rock Co.**

Rock Co. is a part of Economic Development Region 8, which is located in the Southwest Planning Region.



**POPULATION CHARACTERISTICS**

2023 population:	<b>9,551 people</b>
Population change, 2020-2023	-153 people -1.6% decline

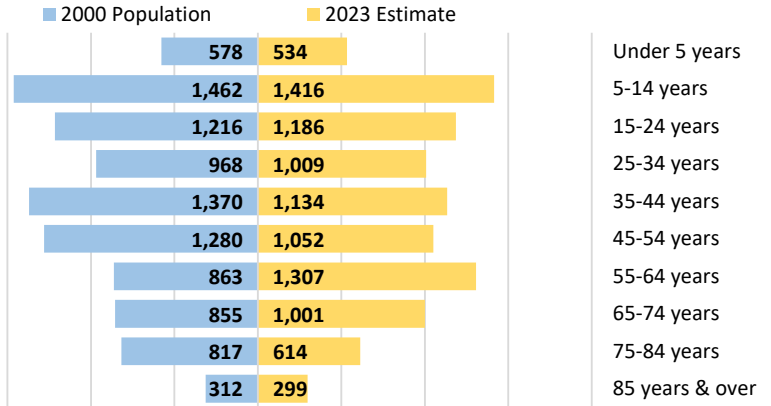
Median Age:	<b>40.9 years</b>
state:	38.5 years

Rock Co. is the 69th largest of the 87 counties in the state. Its population decreased so far this decade, ranking as the 68th fastest growing in the state from 2020 to 2023. Rock Co.'s population has an older median age than the state and a larger percentage of people aged 65 years and older. The population is aging, especially as the Baby Boom generation moves through the population pyramid (see Figure 1).

	Number	Percent
Under 5 years	534	5.6%
5-14 years	1,416	14.8%
15-24 years	1,186	12.4%
25-34 years	1,009	10.6%
35-44 years	1,134	11.9%
45-54 years	1,052	11.0%
55-64 years	1,307	13.7%
65-74 years	1,001	10.5%
75-84 years	614	6.4%
85 years & over	299	3.1%
<b>Total Population</b>	<b>9,551</b>	<b>100.0%</b>

Source: Census 2023 Population Estimates, 2018-2022 ACS

Figure 1. Population Pyramid, 2000-2023



Rock Co. suffered a negative natural increase - more deaths than births from 2020 to 2023, but also experienced net out-migration - meaning more people moved out than moved in. Despite suffering domestic out-migration, Rock Co. welcomed net international in-migration - gaining new Minnesotans from foreign countries (see Table 2).

	Total Population Change	April 1, 2020 to July 1, 2023					
		Natural Increase	Vital Events		Net Migration		
			Births	Deaths	Total	International	Domestic
Rock Co.	-142	-149	273	422	-1	7	-8
State of Minnesota	31,111	40,368	207,857	167,489	-11,352	34,624	-45,976

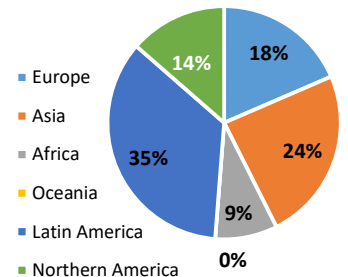
Source: U.S. Census Bureau, Population Estimates Program

Compared to the state, Rock Co. has a smaller percentage of foreign-born residents. From 2010 to 2022, Rock Co. saw an increase in the number of foreign-born residents, which was faster than the statewide increase.

	Rock Co.		Change 2010-2022		Minnesota	
	Number	Percent	Number	Percent	Percent	Change
<b>Foreign-born Population</b>	<b>162</b>	<b>1.7%</b>	<b>50</b>	<b>44.6%</b>	<b>8.5%</b>	<b>31.3%</b>
Europe	30	18.5%	-15	-33.3%	9.3%	-0.6%
Asia	39	24.1%	18	85.7%	36.7%	30.2%
Africa	14	8.6%	14	#DIV/0!	28.1%	93.1%
Oceania	0	0.0%	-1	-100.0%	0.4%	20.4%
Americas:	79	48.8%	34	75.6%	25.4%	7.5%
Latin America	57	35.2%	19	50.0%	22.9%	9.0%
Northern America	22	13.6%	15	214.3%	2.5%	-4.6%

Source: U.S. Census Bureau, 2018-2022 American Community Survey

Figure 2. Place of Birth for the Foreign Born Population, 2022



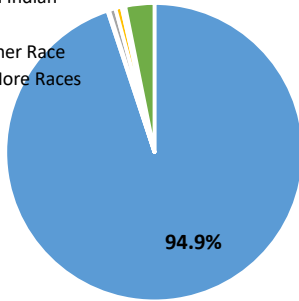
## COUNTY PROFILE

Rock Co.

Rock Co.'s population was becoming more racially diverse over time. Since 2011, the county's white population declined, but the number of people of other races increased (see Table 4).

**Figure 3. Population by Race, 2022**

- White
- Black or African American
- American Indian
- Asian
- Some Other Race
- Two or More Races



	Rock Co.			Minnesota	
	Number	Percent	Change from 2011-2022	Percent	Change from 2011-2022
<b>Total</b>	<b>9,659</b>	<b>100.0%</b>	<b>0.4%</b>	<b>100.0%</b>	<b>7.9%</b>
White	9,166	94.9%	-2.1%	79.7%	-0.4%
Black or African American	16	0.2%	-70.9%	6.7%	44.3%
American Indian or Alaska Native	68	0.7%	-20.9%	0.9%	-10.2%
Asian or Other Pac. Islanders	67	0.7%	71.8%	5.1%	37.1%
Some Other Race	37	0.4%	3600.0%	2.3%	84.7%
Two or More Races	305	3.2%	286.1%	5.3%	159.6%
Hispanic or Latino origin	326	3.4%	75.3%	5.7%	34.6%

Source: U.S. Census Bureau, 2018-2022 American Community Survey

## POPULATION PROJECTIONS

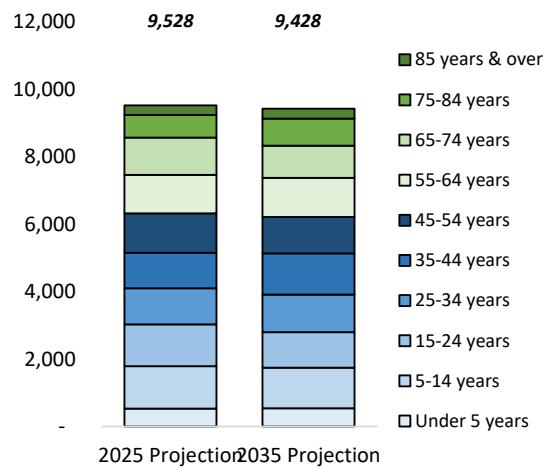
According to the Minnesota State Demographic Center, Rock Co.'s population is expected to decline from 2025 to 2035, with a rate of change that is slower than the projected statewide growth rate (4.5%). Despite the decline, the number of people aged 65 years and older is expected to decrease over the next decade (see Figure 4 and Table 5).

**Table 5. Population Projections by Age Group, 2025-2035**

Rock Co.	2025 Projection	2035 Projection	Numeric Change	Percent Change
Under 5 years	537	540	3	0.6%
5-14 years	1,252	1,204	-48	-3.8%
15-24 years	1,243	1,059	-184	-14.8%
25-34 years	1,069	1,115	46	4.3%
35-44 years	1,055	1,216	161	15.3%
45-54 years	1,165	1,080	-85	-7.3%
55-64 years	1,143	1,165	22	1.9%
65-74 years	1,104	951	-153	-13.9%
75-84 years	676	803	127	18.8%
85 years & over	284	295	11	3.9%
<b>Total Population</b>	<b>9,528</b>	<b>9,428</b>	<b>-100</b>	<b>-1.0%</b>

Source: Minnesota State Demographic Center

**Figure 4. Projections by Age Group, 2025-2035**



## EDUCATIONAL ATTAINMENT

Rock Co. has a higher percentage of adults (18 years & over) with at least a high school diploma than the state (93.0%), and a lower percentage of people with at least some college experience. Rock Co. also has a higher percentage of people with an Associate's degree and a lower percentage of people with a Bachelor's degree or higher.

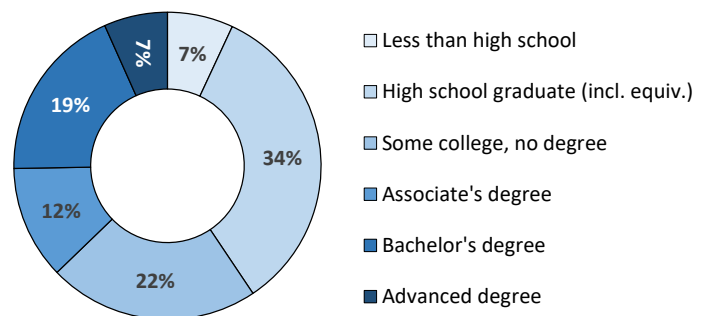
**Percentage of the adult population (18 years & over) with at least a high school diploma:**

**93.1%**

**College-educated: 59.4%**  
state: 68.5%

**Associate's Degree: 11.9%**  
**Bachelor's Degree: 18.6%**  
**Advanced Degree: 6.7%**

**Figure 5. Educational Attainment, 2022**



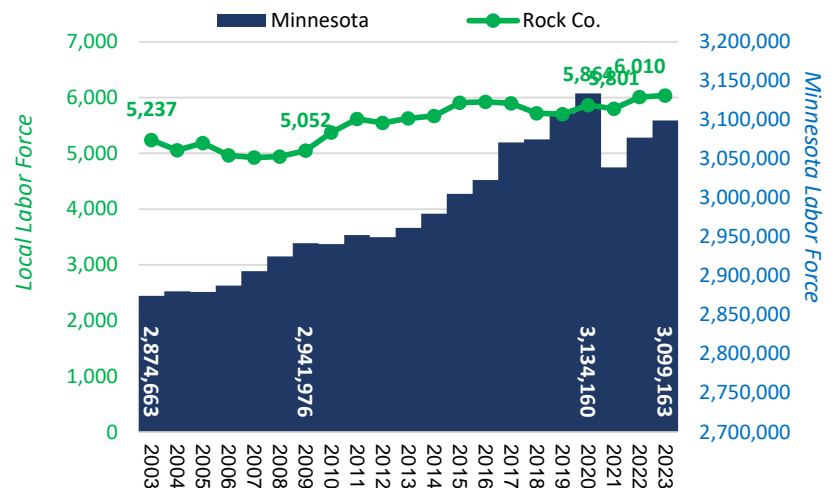
Source: U.S. Census Bureau, 2018-2022 American Community Survey

LABOR FORCE TRENDS

At 1.7%, Rock Co. had a lower unemployment rate than the state in 2023. After the pandemic recession Rock Co.'s unemployment rate declined compared to the 2.4% pre-pandemic rate posted in 2019. The number of unemployed workers actively seeking work in Rock Co. increased over the past year, and is down compared to 2019.

<b>6,010</b> available workers	
Labor Force change, 2008-2023	1,092 workers 22.1% increase
<b>1.7%</b> unemployment rate	2.7% state
<b>102</b> unemployed workers	

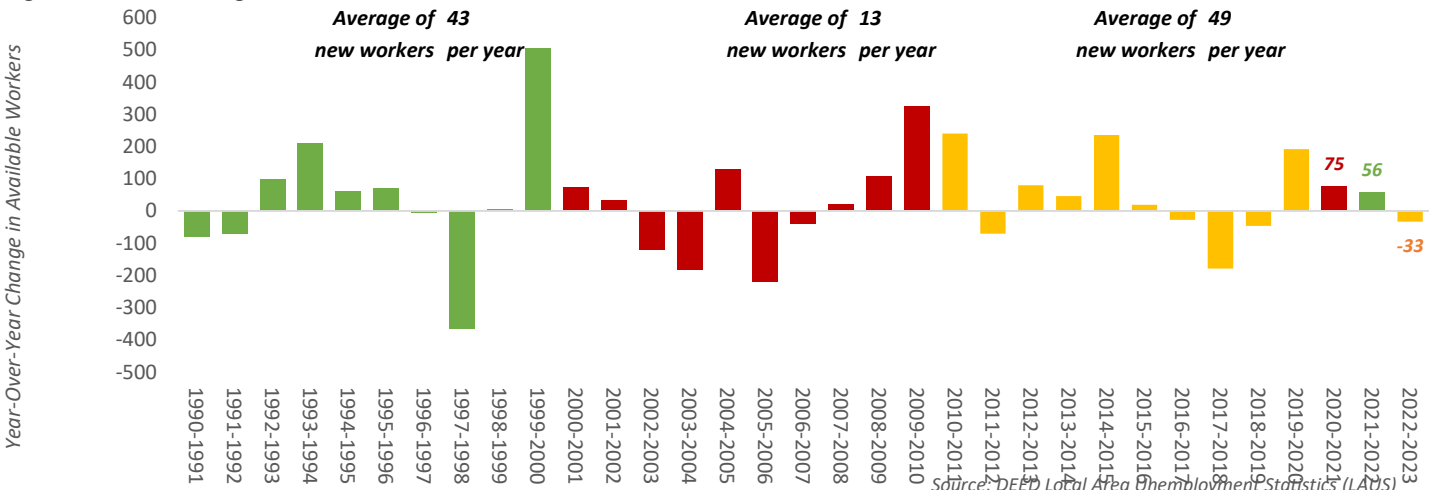
Figure 6. Annual Labor Force Estimates



Source: DEED Local Area Unemployment Statistics

Labor force growth has slowed in recent years. After experiencing a net gain of workers each year from 1990 to 2000, Rock Co. averaged an annual gain of new workers from 2000 to 2010, and most recently a gain of new workers since 2010 (see Figure 7). Moving forward, Rock Co. is expected to see a labor force decline from 2025 to 2035 (see Table 6).

Figure 7. Annual Change in Labor Force, 1990-2023



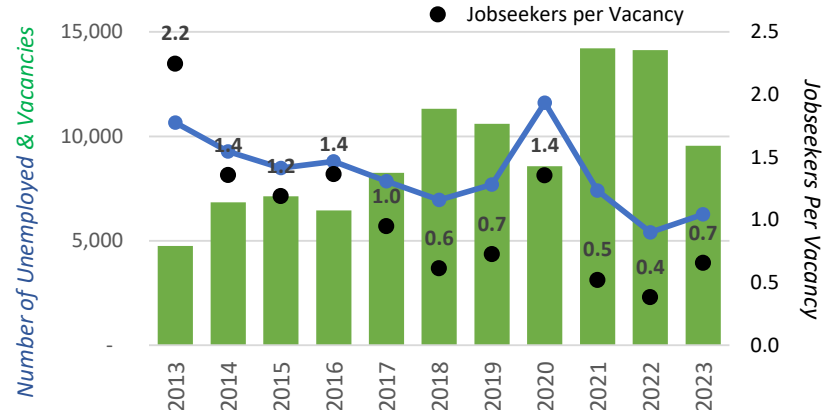
Source: DEED Local Area Unemployment Statistics (LAUS)

Table 6. Labor Force Projections, 2025-2035	Labor Force Projection	
	2025	2035
16 to 24 years	846	740
25 to 54 years	2,909	3,019
55 to 64 years	879	895
65 years & over	495	446
<b>Total Labor Force</b>	<b>5,129</b>	<b>5,101</b>

Source: Minnesota State Demographic Center, 2018-2022 ACS

The labor market had grown extremely tight in recent years, with less than 1 jobseeker per vacancy until the pandemic recession intervened in early 2020 and the number of unemployed workers spiked. In 2023, job vacancies in Southwest returned to pre-pandemic levels, but employers are still seeing challenges finding enough workers for open jobs (see Figure 8).

Figure 8. Jobseekers Per Vacancy, 2013-2023



Source: DEED Job Vacancy Survey, LAUS program

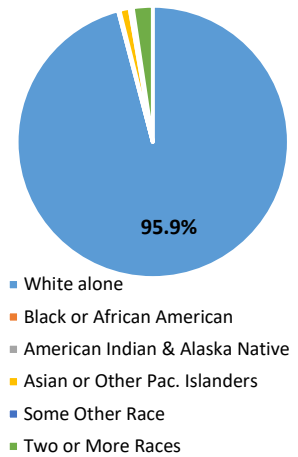
**LABOR FORCE CHARACTERISTICS**

Rock Co. had a lower labor force participation rate than the state. The labor force in Rock Co. is less racially diverse than the state (where 81.3% of workers are white alone), but is becoming more diverse over time.

**Table 7. Employment Characteristics, 2022**

	Rock Co.			Minnesota		Labor Force by Gender	
	In Labor Force (available workers)	Labor Force Partic. Rate	Unemp. Rate	Labor Force Partic. Rate	Unemp. Rate	Male	Female
<b>Total Labor Force</b>	<b>5,149</b>	<b>68.2%</b>	<b>2.8%</b>	<b>68.7%</b>	<b>4.0%</b>	<b>2,740</b>	<b>2,409</b>
16 to 19 years	346	61.2%	7.2%	53.0%	9.8%	191	155
20 to 24 years	470	94.6%	0.0%	83.1%	6.7%	234	236
25 to 44 years	1,929	89.0%	1.0%	88.8%	3.5%	998	932
45 to 54 years	930	87.4%	6.8%	87.8%	2.9%	468	462
55 to 64 years	1,016	76.9%	3.4%	72.8%	3.1%	569	447
65 to 74 years	389	38.4%	0.3%	27.6%	3.3%	219	170
75 years & over	68	7.4%	0.0%	6.6%	3.2%	61	7
<b>Employment Characteristics by Race &amp; Hispanic Origin</b>							
White alone	4,937	68.1%	2.9%	67.8%	3.4%		
Black or African American	0	0.0%	0.0%	71.5%	8.7%		
American Indian & Alaska Native	9	52.9%	0.0%	57.6%	11.9%		
Asian or Other Pac. Islanders	62	93.9%	0.0%	73.9%	3.6%		
Some Other Race	20	83.3%	0.0%	76.1%	6.1%		
Two or More Races	121	64.7%	0.0%	74.3%	6.6%		
Hispanic or Latino	142	75.5%	0.7%	77.0%	6.3%		
<b>Employment Characteristics by Disability, 20 to 64 years</b>							
With Any Disability, 20 to 64 years	235	56.9%	6.8%	54.4%	10.2%		
<b>Employment Characteristics by Educational Attainment, 25 to 64 years</b>							
Population, 25 to 64 years	3,875	85.1%	3.0%	84.4%	3.3%		
Less than H.S. Diploma	141	74.2%	5.7%	67.2%	4.6%		
H.S. Diploma or Equivalent	1,047	81.0%	1.3%	76.8%	2.5%		
Some College or Assoc. Degree	1,323	83.5%	2.4%	85.1%	3.6%		
Bachelor's Degree or Higher	1,365	91.9%	1.2%	90.3%	2.0%		

Figure 9. Labor Force by Race, 2022



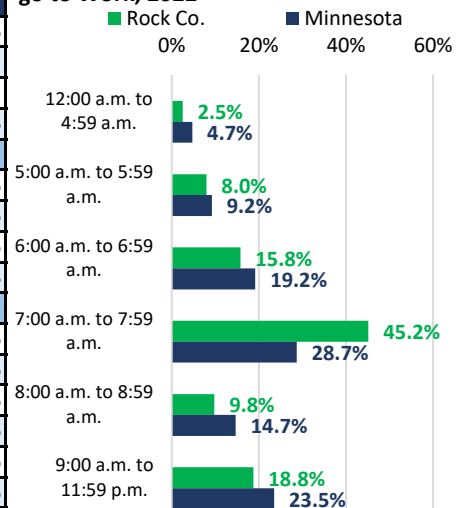
Source: 2018-2022 American Community Survey, 5-Year Estimates

A smaller percentage of workers in Rock Co. worked in the same county in which they live compared to the state. Rock Co. also had a shorter average commute time than the state.

**Table 8. Commuting Characteristics, 2022**

	Rock Co.		Minnesota	
	Number	Percent	Number	Percent
Worked in state of residence	3,676	74.8%	2,867,086	97.7%
Worked in county of residence	3,155	64.2%	1,957,366	66.7%
Worked out of county of residence	526	10.7%	909,720	31.0%
Worked outside state of residence	1,238	25.2%	67,495	2.3%
<b>MEANS OF TRANSPORTATION TO WORK</b>				
Car, truck, or van	4,211	85.7%	2,387,561	81.6%
Public transportation (excl. taxicab)	0	0.0%	81,926	2.8%
Other method (walk, bike, taxi, etc.)	206	4.2%	122,889	4.2%
Worked at home	496	10.1%	333,556	11.4%
<b>TRAVEL TIME TO WORK</b>				
Less than 10 minutes	1,966	40.0%	465,223	15.9%
10 to 19 minutes	860	17.5%	895,335	30.6%
20 to 29 minutes	644	13.1%	649,557	22.2%
30 to 44 minutes	1,115	22.7%	567,631	19.4%
45 to 59 minutes	256	5.2%	190,186	6.5%
60 or more minutes	69	1.4%	158,000	5.4%
<b>Mean travel time to work (minutes)</b>	<b>18.1 minutes</b>		<b>23.3 minutes</b>	

Figure 10. Time Leaving Home to go to Work, 2022



Source: 2018-2022 American Community Survey, 5-Year Estimates

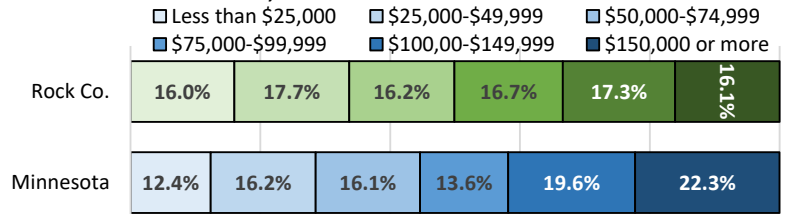
**INCOMES, COST OF LIVING, & HOUSING**

Rock Co. had a lower median household income than the state, and a higher percentage of households with incomes below \$50,000. Overall, Rock Co. had the 21st highest median household income of the 87 counties in the state.

<b>Median Household Income</b>	<b>\$75,060</b>
state	\$84,313
<b>Median Family Income</b>	<b>\$94,484</b>
state	\$107,072
<b>Per Capita Income</b>	<b>\$38,472</b>
state	\$44,947

Source: 2018-2022 American Community Survey

Figure 11. Household Incomes, 2022



Source: 2018-2022 American Community Survey 5-Year Estimates

The cost of living has increased over the past 2 years with costs up in many areas. Rock Co. had a lower cost of living than the state, with a required hourly wage of \$13.64 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of \$17.67 for a typical family with 2 adults and 1 child (see Table 9).

Table 9. Basic Needs Cost of Living Estimates, 2023

Single Adult, 0 children	Single Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
			Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
Rock Co.	\$28,362	\$13.64	\$0	\$412	\$161	\$679	\$560	\$261	\$291
State of Minnesota	\$34,704	\$16.68	\$0	\$419	\$160	\$1,021	\$572	\$345	\$375
Typical Family: 2 Adults (1 working full-time, 1 part-time), 1 child	Family Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
			Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
Rock Co.	\$55,137	\$17.67	\$276	\$940	\$576	\$909	\$952	\$443	\$499
State of Minnesota	\$67,320	\$21.58	\$544	\$955	\$574	\$1,285	\$977	\$536	\$739

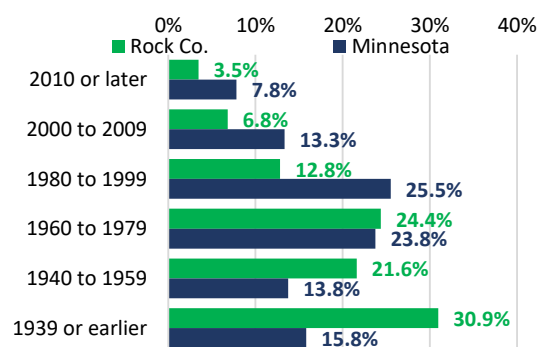
Source: DEED Cost of Living tool

Rock Co. had a lower median house value than the state, having the 52nd highest value of the 87 counties in 2022. Rock Co.'s housing stock was older than the state's, with a lower percentage of units built since 2000 (see Figure 12).

Table 10. Estimated Value of Owner-occupied Housing Units, 2022	Rock Co.		Minnesota
	Total	Percent	Percent
<b>Total</b>	<b>3,025</b>	<b>100.0%</b>	<b>100.0%</b>
Less than \$50,000	180	6.0%	4.1%
\$50,000 to \$99,999	308	10.2%	4.6%
\$100,000 to \$149,999	636	21.0%	7.1%
\$150,000 to \$199,999	515	17.0%	10.7%
\$200,000 to \$299,999	739	24.4%	27.1%
\$300,000 to \$499,999	481	15.9%	31.7%
\$500,000 or more	166	5.5%	14.7%
<b>Median (dollars)</b>	<b>\$189,100</b>		<b>\$286,800</b>

Source: 2018-2022 American Community Survey, 5-Year Estimates

Figure 12. Year Structure Built, 2022



<b>Median monthly owner costs, owner-occupied units with a mortgage</b>	<b>\$1,372</b>
state	\$1,818

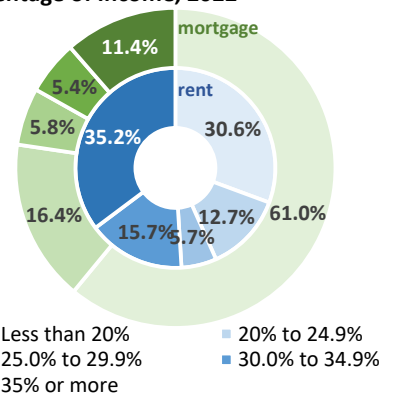
<b>Percentage of households with a mortgage spending 30% or more of their income on housing costs</b>	<b>16.9%</b>
state	22.0%

<b>Median monthly rent costs</b>	<b>\$788</b>
state	\$1,178

<b>Percentage of renters spending 30% or more of their household income on rent</b>	<b>51.0%</b>
state	46.7%

Source: 2018-2022 American Community Survey, 5-Year Estimates

Figure 13. Housing Costs as a Percentage of Income, 2022



Legend:  
 ■ Less than 20%  
 ■ 20% to 24.9%  
 ■ 25.0% to 29.9%  
 ■ 30.0% to 34.9%  
 ■ 35% or more

OCCUPATIONS

At \$22.81 in 2024, wages were lower in Region 8 than the state. Overall, Region 8 had the 9th highest median hourly wage level of the 13 economic development regions in the state. Wages were highest for management occupations (\$46.14) and lowest for food preparation and serving related jobs (\$14.46) (see Table 11).

Table 11. Occupational Employment & Wage Statistics, 2024

Occupational Group	Region 8				State of Minnesota		
	Median Hourly Wage	Estimated Regional Jobs	Share of Total Jobs	Regional Location Quotient	Median Hourly Wage	Estimated Statewide Jobs	Share of Total Jobs
<b>Total, All Occupations</b>	<b>\$22.81</b>	<b>52,080</b>	<b>100.0%</b>	<b>1.0</b>	<b>\$25.22</b>	<b>2,881,100</b>	<b>100.0%</b>
Management	\$46.14	2,680	5.1%	0.7	\$57.75	201,710	7.0%
Business & Financial Operations	\$32.67	2,190	4.2%	0.6	\$39.26	202,700	7.0%
Computer & Mathematical	\$39.94	540	1.0%	0.3	\$50.83	98,240	3.4%
Architecture & Engineering	\$38.82	730	1.4%	0.7	\$42.97	58,320	2.0%
Life, Physical & Social Science	\$34.31	390	0.7%	0.7	\$39.93	29,220	1.0%
Community & Social Service	\$27.33	920	1.8%	0.9	\$27.92	57,930	2.0%
Legal	\$37.81	110	0.2%	0.3	\$51.15	19,040	0.7%
Education, Training & Library	\$24.94	3,840	7.4%	1.3	\$28.22	163,340	5.7%
Arts, Design, Entertainment & Media	\$23.27	380	0.7%	0.6	\$29.01	36,160	1.3%
Healthcare Practitioners & Technical	\$37.34	2,720	5.2%	0.8	\$43.01	184,410	6.4%
Healthcare Support	\$18.03	3,060	5.9%	1.0	\$18.07	169,580	5.9%
Protective Service	\$29.14	660	1.3%	0.8	\$28.87	45,860	1.6%
Food Preparation & Serving Related	\$14.46	3,920	7.5%	0.9	\$15.07	232,190	8.1%
Building, Grounds Cleaning & Maint.	\$18.02	1,610	3.1%	1.1	\$18.83	79,660	2.8%
Personal Care & Service	\$17.30	690	1.3%	0.6	\$17.60	59,420	2.1%
Sales & Related	\$17.09	4,450	8.5%	1.0	\$18.82	242,440	8.4%
Office & Administrative Support	\$22.23	5,920	11.4%	0.9	\$23.86	352,250	12.2%
Farming, Fishing & Forestry	\$21.24	240	0.5%	3.8	\$22.13	3,520	0.1%
Construction & Extraction	\$26.91	2,220	4.3%	1.1	\$32.44	110,960	3.9%
Installation, Maintenance & Repair	\$26.09	2,410	4.6%	1.3	\$29.54	104,530	3.6%
Production	\$21.77	7,330	14.1%	2.0	\$23.05	203,810	7.1%
Transportation & Material Moving	\$22.79	5,060	9.7%	1.2	\$19.80	225,820	7.8%

Source: DEED Occupational Employment & Wage Statistics, Qtr. 1 2024

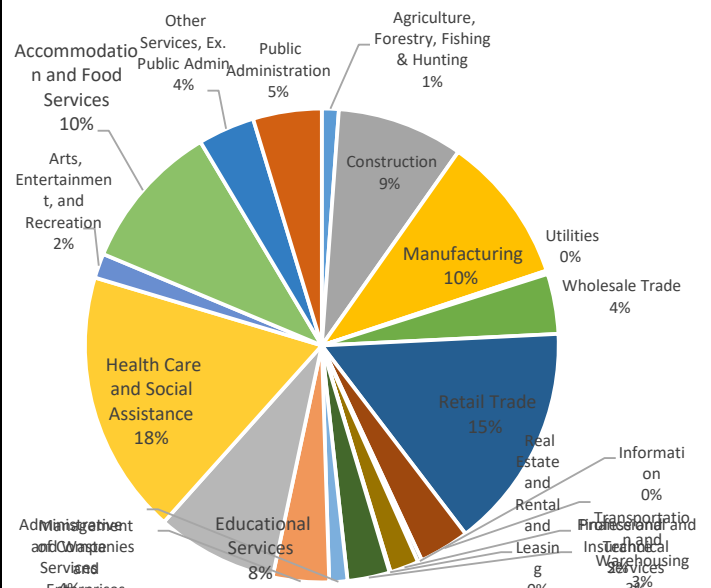
JOB VACANCY SURVEY

Rock Co. is a part of the Southwest planning region. There were 9546 job vacancies posted by employers in 2023, indicating extensive opportunity in the region, with openings across several occupations and industries (see Figure 14).

Table 12. Southwest Job Vacancy Survey Results, 2023

Occupational Group	Number of Vacancies	Wage Offer
<b>Total, All Occupations</b>	<b>9,546</b>	<b>\$19.74</b>
Management	202	\$32.04
Business & Financial Operations	520	\$25.88
Computer & Mathematical	100	\$37.50
Architecture & Engineering	96	\$28.56
Life, Physical & Social Sciences	69	\$24.18
Community & Social Service	258	\$23.46
Education, Training & Library	453	\$18.35
Healthcare Practitioners & Technical	738	\$31.97
Healthcare Support	508	\$16.76
Protective Service	177	\$22.52
Food Preparation & Serving Related	1,180	\$15.32
Building, Grounds Cleaning & Maint.	432	\$16.90
Personal Care & Service	188	\$14.60
Sales & Related	1,164	\$15.93
Office & Administrative Support	563	\$19.27
Construction & Extraction	431	\$25.04
Installation, Maintenance & Repair	653	\$22.92
Production	540	\$18.93
Transportation & Material Moving	773	\$21.15

Figure 14. Job Vacancies by Industry, 2023



Source: DEED Job Vacancy Survey, 2023

OCCUPATIONS IN DEMAND

Table 13. Southwest Planning Region Occupations in Demand, 2022

Less than High School	High School or Equivalent	Some College or Assoc. Deg.	Bachelor's Degree or Higher
Home Health & Personal Care Aides \$32,800/yr	Nursing Assistants \$38,146/yr	Registered Nurses \$80,694/yr	Substitute Teachers, Short-Term \$46,668/yr
Retail Salespersons \$30,660/yr	Licensed Practical & Licensed Vocational Nurses \$52,242/yr	Police & Sheriff's Patrol Officers \$66,050/yr	General & Operations Managers \$78,383/yr
Heavy & Tractor-Trailer Truck Drivers \$51,299/yr	Automotive Service Technicians & Mechanics \$49,362/yr	Dental Hygienists \$82,983/yr	Elementary School Teachers \$63,391/yr
Cashiers \$29,092/yr	Dental Assistants \$54,422/yr	Clinical Laboratory Technologists & Technicians \$61,801/yr	Secondary School Teachers \$64,067/yr
Fast Food & Counter Workers \$29,393/yr	Machinists \$49,288/yr	Industrial Engineering Technologists & Technicians \$49,646/yr	Accountants & Auditors \$66,142/yr
Waiters & Waitresses \$24,271/yr	Electricians \$63,396/yr	Radiologic Technologists & Technicians \$66,703/yr	Preschool Teachers \$35,451/yr
Laborers & Freight, Stock, & Material Movers, Hand \$39,654/yr	Computer User Support Specialists \$57,870/yr	Computer Network Support Specialists \$72,682/yr	Medical & Health Services Managers \$95,320/yr
Office Clerks, General \$41,160/yr	Medical Assistants \$46,233/yr	Electrical & Electronic Engineering Technologists & Technicians \$66,192/yr	Industrial Production Managers \$99,559/yr
Maintenance & Repair Workers, General \$49,219/yr	Industrial Machinery Mechanics \$59,803/yr	Civil Engineering Technologists & Technicians \$71,840/yr	Lawyers \$103,321/yr
Teaching Assistants, exc. Postsecondary \$36,756/yr	Farm Equipment Mechanics & Service Technicians \$51,684/yr	Environmental Science & Protection Technicians, Including \$39,218/yr	Personal Financial Advisors \$78,180/yr

Source: DEED Occupations in Demand

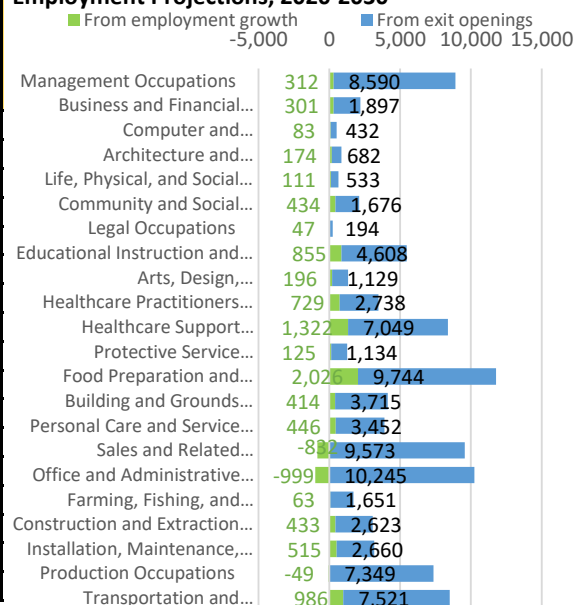
Rock Co. is a part of the Southwest planning region, which is projected to see a 3.9% increase in employment levels over the next decade. In addition to new jobs created, there will be a much larger number of exit openings (see Figure 15).

Table 14. Regional Industry Employment Projections, 2020-2030

Southwest Planning Region	Estimated Employment 2020	Projected Employment 2030	Percent Change 2020-2030
<b>Total, All Industries</b>	<b>195,812</b>	<b>203,504</b>	<b>3.9%</b>
Natural Resources & Mining	5,931	6,026	1.6%
Utilities	713	735	3.1%
Construction	7,573	8,082	6.7%
Manufacturing	30,107	30,719	2.0%
Wholesale Trade	8,045	8,118	0.9%
Retail Trade	18,569	17,653	-4.9%
Transportation & Warehousing	7,385	7,817	5.8%
Information	2,152	2,001	-7.0%
Finance & Insurance, Real Estate	8,098	8,232	1.7%
Professional Services & Mgmt. of Companies	5,283	5,512	4.3%
Admin. Support & Waste Mgmt.	3,421	3,636	6.3%
Educational Services	15,564	16,274	4.6%
Health Care & Social Assistance	29,352	32,081	9.3%
Leisure & Hospitality	11,744	14,382	22.5%
Other Services	6,756	7,462	10.4%
Public Administration	13,193	13,517	2.5%

Source: DEED 2020-2030 Employment Outlook

Figure 15. Regional Occupational Employment Projections, 2020-2030



**ECONOMIC CHARACTERISTICS**

Coming out of the pandemic recession, after losing jobs over the past year, Rock Co. had the 72nd largest economy of the 87 counties in the state. Rock Co. was the 81st fastest growing in the past year and the 3rd fastest growing since 2019. From 2019 to 2023, employment in Rock Co. grew despite the pandemic recession.

**325** business establishments

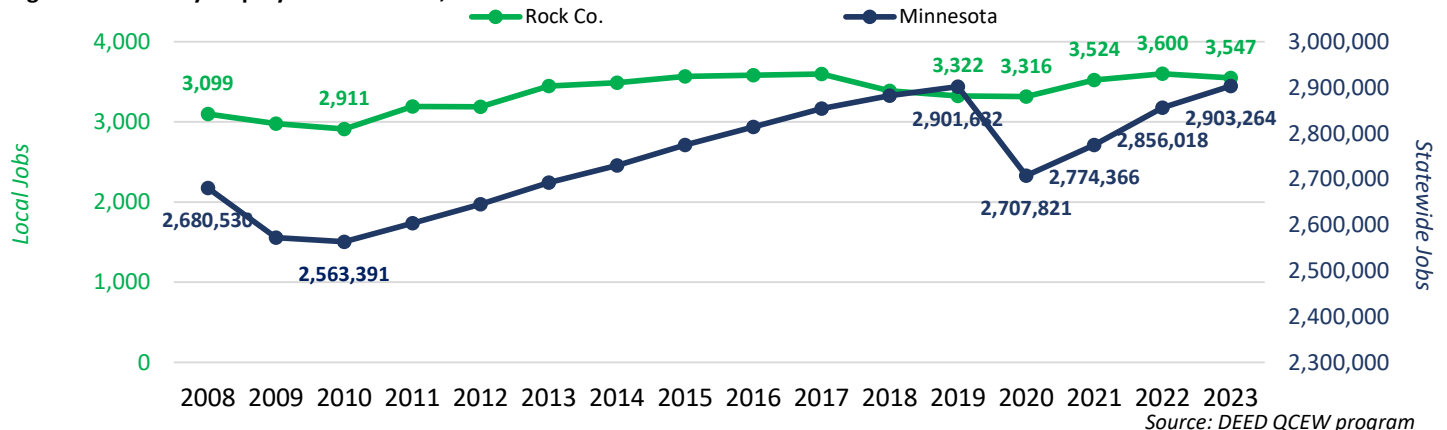
**\$51,777** annual average wage

**3,547** jobs

**\$183,653,417** total industry payroll

Job change, 2019-2023: 225 jobs, 6.8% increase

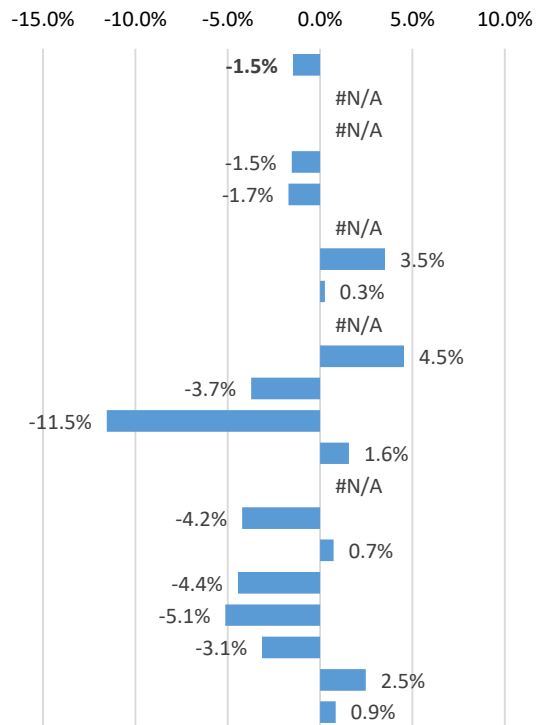
Figure 16. Industry Employment Statistics, 2008-2023



Source: DEED QCEW program

Table 15. Rock Co. Industry Employment Statistics, 2023	Number of Jobs	Percent of Total Jobs	Average Annual Wage
<b>Total, All Industries</b>	<b>3,547</b>	<b>100.0%</b>	<b>\$51,777</b>
Agriculture, Forestry, Fish & Hunt	#N/A	#N/A	#N/A
Mining	#N/A	#N/A	#N/A
Construction	128	3.6%	\$50,212
Manufacturing	634	17.9%	\$49,673
Utilities	#N/A	#N/A	#N/A
Wholesale Trade	206	5.8%	\$75,380
Retail Trade	389	11.0%	\$32,194
Transportation & Warehousing	120	3.4%	\$53,549
Information	23	0.6%	\$44,295
Finance & Insurance	232	6.5%	\$116,452
Real Estate & Rental & Leasing	23	0.6%	\$36,745
Professional & Technical Services	65	1.8%	\$36,876
Management of Companies	#N/A	#N/A	#N/A
Admin. Support & Waste Mgmt. Svcs.	68	1.9%	\$20,202
Educational Services	273	7.7%	\$47,678
Health Care & Social Assistance	731	20.6%	\$52,619
Arts, Entertainment, & Recreation	37	1.0%	\$25,305
Accommodation & Food Services	185	5.2%	\$15,204
Other Services	83	2.3%	\$32,087
Public Administration	237	6.7%	\$47,990

Figure 17. Change in Jobs, 2022-2023



Source: DEED Quarterly Census of Employment & Wages (QCEW)

For more information on Rock Co.'s population, labor force, and economic trends, contact:

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Data updated: June 4, 2024