

**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>	Median Age:	<b>41.1 years</b>
Population change, 2020-2023	-153 people -1.6% decline	state:	38.6 years

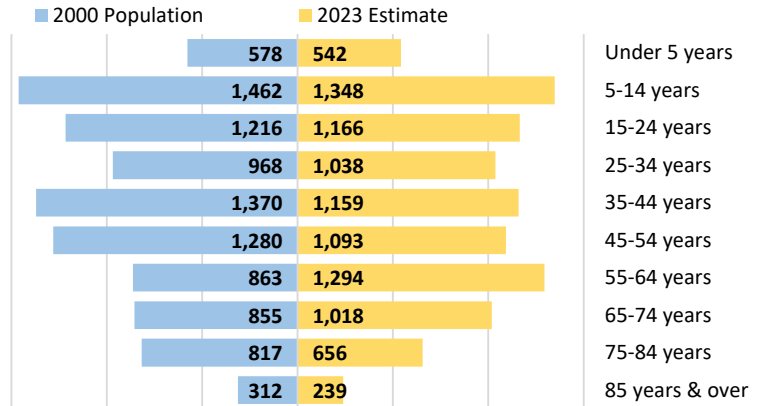
Rock Co. is the 70th largest of the 87 counties in the state. Its population decreased so far this decade, ranking as the 68th fastest growing in the state from 2020 to 2023. Rock Co.'s population has an older median age than the state and a larger percentage of people aged 65 years and older. The population is aging, especially as the Baby Boom generation moves through the population pyramid (see Figure 1).

**Table 1. Population by Age Group, 2023**

	Number	Percent
Under 5 years	542	5.7%
5-14 years	1,348	14.1%
15-24 years	1,166	12.2%
25-34 years	1,038	10.9%
35-44 years	1,159	12.1%
45-54 years	1,093	11.4%
55-64 years	1,294	13.5%
65-74 years	1,018	10.7%
75-84 years	656	6.9%
85 years & over	239	2.5%
<b>Total Population</b>	<b>9,551</b>	<b>100.0%</b>

Source: Census 2023 Population Estimates, 2019-2023 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).

**Table 2. Cumulative Estimates of the Components of Population Change, 2020-2023**

	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

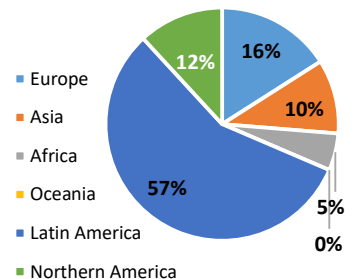
Compared to the state, Rock Co. has a smaller percentage of foreign-born residents. From 2013 to 2023, Rock Co. saw an increase in the number of foreign-born residents, though it was slower than the statewide increase.

**Table 3. Place of Birth for the Foreign Born Population, 2023**

	Rock Co.		Change 2013-2023		Minnesota	
	Number	Percent	Number	Percent	Percent	Change
<b>Foreign-born Population</b>	<b>194</b>	<b>2.0%</b>	<b>26</b>	<b>15.5%</b>	<b>8.6%</b>	<b>24.7%</b>
Europe	31	16.0%	10	47.6%	8.8%	-3.4%
Asia	20	10.3%	-33	-62.3%	35.7%	18.1%
Africa	10	5.2%	10	#DIV/0!	28.3%	78.8%
Oceania	0	0.0%	0	#DIV/0!	0.4%	5.4%
Americas:	133	68.6%	39	41.5%	26.7%	8.7%
Latin America	110	56.7%	19	20.9%	24.2%	9.7%
Northern America	23	11.9%	20	666.7%	2.5%	0.4%

Source: U.S. Census Bureau, 2019-2023 American Community Survey

**Figure 2. Place of Birth for the Foreign Born Population, 2023**



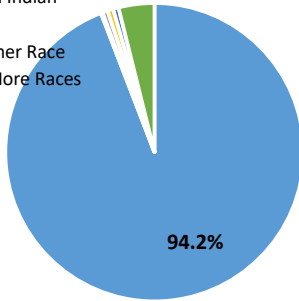
## COUNTY PROFILE

Rock Co.

Rock Co.'s population was becoming more racially diverse over time. Since 2013, the white population declined, but the number of people of other races increased (see Table 4).

**Figure 3. Population by Race, 2023**

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



	Rock Co.			Minnesota	
	Number	Percent	Change from 2013-2023	Percent	Change from 2013-2023
<b>Total</b>	<b>9,628</b>	<b>100.0%</b>	<b>0.3%</b>	<b>100.0%</b>	<b>6.8%</b>
White	9,065	94.2%	-2.7%	78.4%	-2.2%
Black or African American	17	0.2%	-77.9%	6.8%	38.9%
American Indian or Alaska Native	56	0.6%	19.1%	0.9%	-11.6%
Asian or Other Pac. Islanders	59	0.6%	-30.6%	5.1%	29.6%
Some Other Race	57	0.6%	2750.0%	2.7%	96.1%
Two or More Races	374	3.9%	426.8%	6.2%	168.3%
Hispanic or Latino origin	362	3.8%	70.8%	6.2%	37.5%

Source: U.S. Census Bureau, 2019-2023 American Community Survey

## POPULATION PROJECTIONS

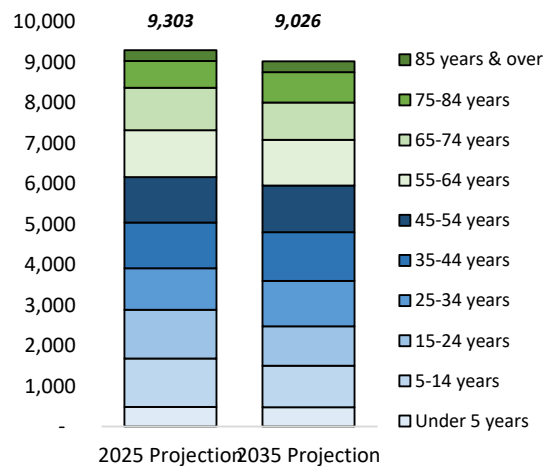
According to the Minnesota State Demographic Center, Rock Co.'s population is expected to decline from 2025 to 2035, with a rate of change that is slower than the projected statewide growth rate (3.7%). Despite the decline, the number of people aged 65 years and older is expected to decrease over the 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	487	479	-8	-1.6%
5-14 years	1,191	1,025	-166	-13.9%
15-24 years	1,205	976	-229	-19.0%
25-34 years	1,032	1,117	85	8.2%
35-44 years	1,129	1,209	80	7.1%
45-54 years	1,122	1,150	28	2.5%
55-64 years	1,155	1,132	-23	-2.0%
65-74 years	1,055	919	-136	-12.9%
75-84 years	660	754	94	14.2%
85 years & over	267	265	-2	-0.7%
<b>Total Population</b>	<b>9,303</b>	<b>9,026</b>	<b>-277</b>	<b>-3.0%</b>

Source: Minnesota State Demographic Center

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

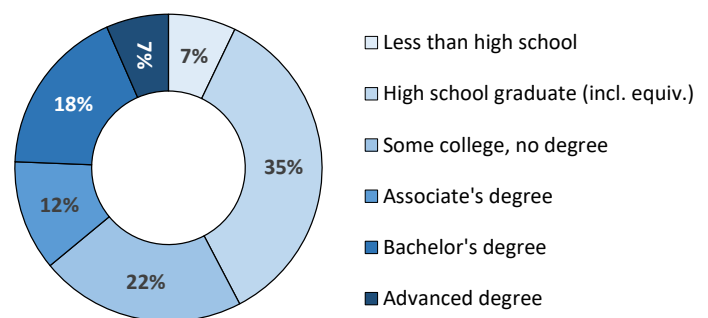


## EDUCATIONAL ATTAINMENT

Rock Co. has a lower percentage of adults (18 years & over) with at least a high school diploma than the state (93.2%), 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.

<b>Percentage of the adult population (18 years &amp; over) with at least a high school diploma:</b>	<b>92.9%</b>
<b>College-educated:</b>	<b>57.7%</b>
state:	68.8%
<b>Associate's Degree:</b>	<b>11.6%</b>
<b>Bachelor's Degree:</b>	<b>17.8%</b>
<b>Advanced Degree:</b>	<b>6.6%</b>

**Figure 5. Educational Attainment, 2023**



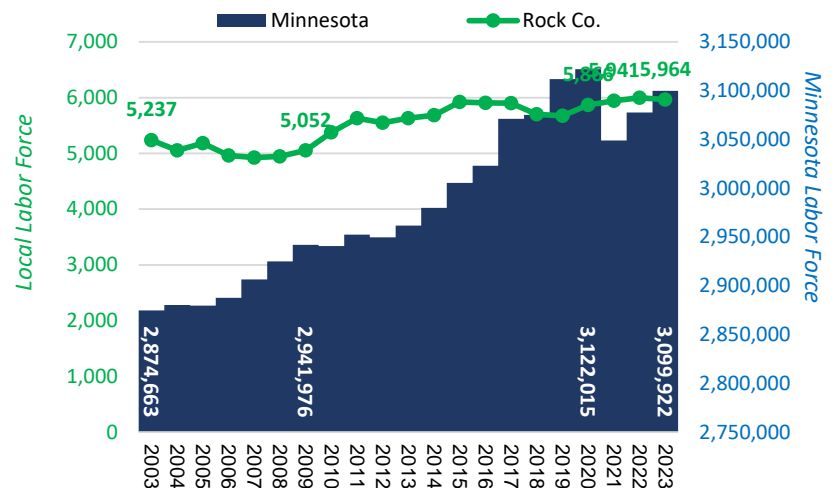
Source: U.S. Census Bureau, 2019-2023 American Community Survey

LABOR FORCE TRENDS

At 1.8%, 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 2.3% 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>5,964</b> available workers	
Labor Force change, 2008-2023	1,019 workers 20.6% increase
<b>1.8%</b> unemployment rate	2.8% state
<b>107</b> unemployed workers	

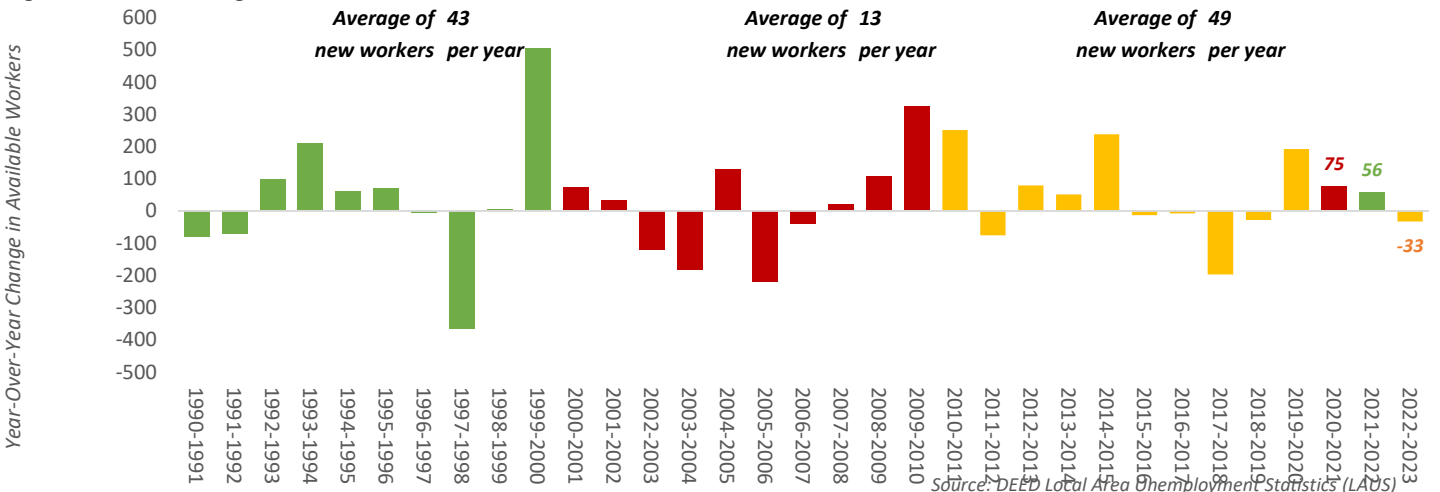
Figure 6. Annual Labor Force Estimates



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



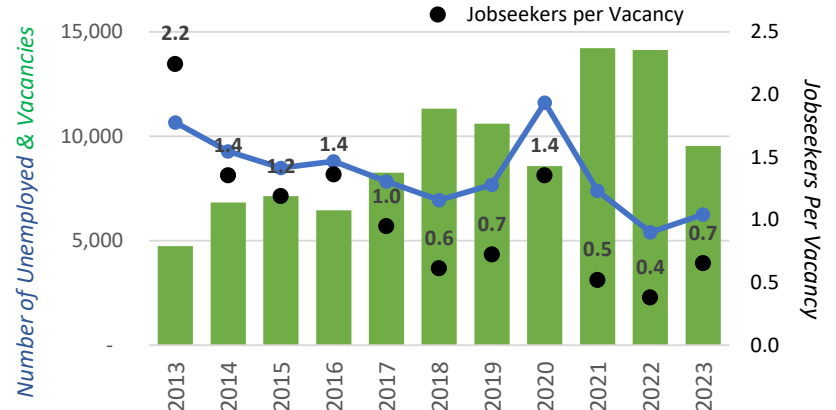
Source: DEED Local Area Unemployment Statistics (LAUS)

	Labor Force Projection	
	2025	2035
16 to 24 years	798	661
25 to 54 years	2,886	3,056
55 to 64 years	935	917
65 years & over	480	436
<b>Total Labor Force</b>	<b>5,098</b>	<b>5,069</b>

Source: Minnesota State Demographic Center, 2019-2023 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

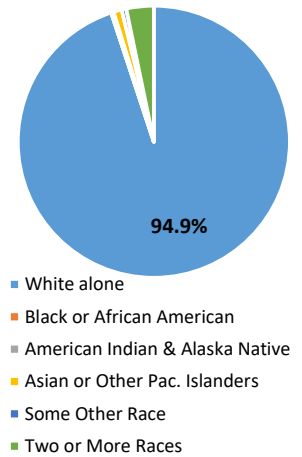
**LABOR FORCE CHARACTERISTICS**

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 80.0% of workers are white alone), but is becoming more diverse over time.

**Table 7. Employment Characteristics, 2023**

	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>5,183</b>	<b>68.3%</b>	<b>2.6%</b>	<b>68.5%</b>	<b>3.9%</b>	<b>2,754</b>	<b>2,431</b>
16 to 19 years	305	53.1%	3.6%	52.7%	9.9%	189	116
20 to 24 years	442	94.8%	0.5%	83.4%	6.5%	230	212
25 to 44 years	1,954	88.3%	0.7%	88.7%	3.5%	1,009	945
45 to 54 years	961	87.2%	7.8%	87.8%	2.9%	497	464
55 to 64 years	1,056	81.0%	2.9%	72.8%	3.0%	560	496
65 to 74 years	390	38.0%	0.3%	27.8%	3.4%	203	187
75 years & over	77	8.5%	0.0%	6.6%	3.1%	66	11
<b>Employment Characteristics by Race &amp; Hispanic Origin</b>							
White alone	4,919	68.2%	2.7%	67.5%	3.4%		
Black or African American	0	0.0%	0.0%	71.0%	8.4%		
American Indian & Alaska Native	15	57.7%	0.0%	57.7%	11.4%		
Asian or Other Pac. Islanders	51	89.5%	0.0%	74.6%	3.5%		
Some Other Race	28	84.8%	0.0%	75.9%	5.6%		
Two or More Races	169	68.7%	0.0%	74.2%	6.1%		
Hispanic or Latino	174	79.5%	1.1%	77.1%	5.9%		
<b>Employment Characteristics by Disability, 20 to 64 years</b>							
With Any Disability, 20 to 64 years	229	59.2%	6.2%	55.3%	9.5%		
<b>Employment Characteristics by Educational Attainment, 25 to 64 years</b>							
Population, 25 to 64 years	3,973	86.0%	3.0%	84.4%	3.3%		
Less than H.S. Diploma	221	76.2%	5.8%	67.1%	4.7%		
H.S. Diploma or Equivalent	1,158	85.3%	1.9%	76.5%	2.6%		
Some College or Assoc. Degree	1,303	83.2%	2.6%	85.0%	3.6%		
Bachelor's Degree or Higher	1,289	91.7%	0.9%	90.5%	2.0%		

**Figure 9. Labor Force by Race, 2023**



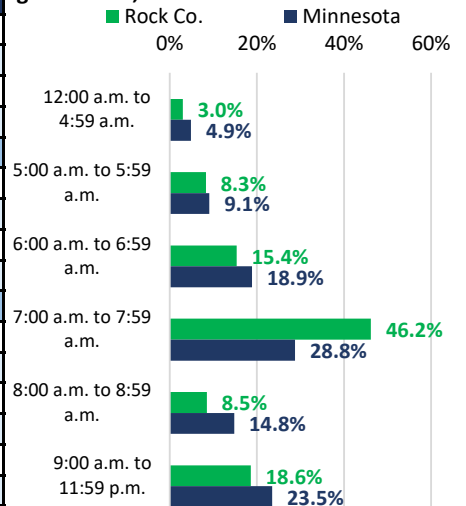
Source: 2019-2023 American Community Survey, 5-Year Estimates

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	3,746	75.2%	2,870,678	97.8%
Worked in county of residence	3,193	64.1%	1,984,232	67.6%
Worked out of county of residence	553	11.1%	886,447	30.2%
Worked outside state of residence	1,236	24.8%	64,576	2.2%
<b>MEANS OF TRANSPORTATION TO WORK</b>				
Car, truck, or van	4,309	86.5%	2,286,563	77.9%
Public transportation (excl. taxicab)	5	0.1%	61,640	2.1%
Other method (walk, bike, taxi, etc.)	179	3.6%	120,345	4.1%
Worked at home	488	9.8%	463,770	15.8%
<b>TRAVEL TIME TO WORK</b>				
Less than 10 minutes	1,813	36.4%	478,446	16.3%
10 to 19 minutes	887	17.8%	924,605	31.5%
20 to 29 minutes	658	13.2%	651,626	22.2%
30 to 44 minutes	1,181	23.7%	551,828	18.8%
45 to 59 minutes	269	5.4%	176,115	6.0%
60 or more minutes	169	3.4%	149,698	5.1%
<b>Mean travel time to work (minutes)</b>	<b>19.9 minutes</b>		<b>23.1 minutes</b>	

**Figure 10. Time Leaving Home to go to Work, 2023**



Source: 2019-2023 American Community Survey, 5-Year Estimates

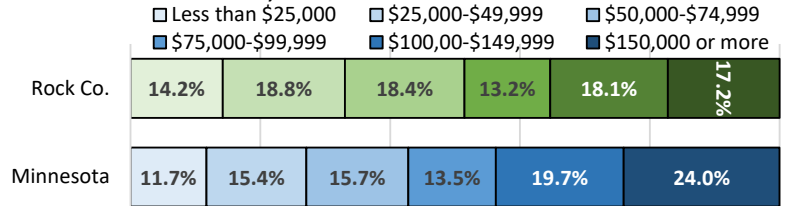
**INCOMES, COST OF LIVING, & HOUSING**

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 52nd highest median household income of the 87 counties in the state.

<b>Median Household Income</b>	<b>\$70,698</b>
state	\$87,556
<b>Median Family Income</b>	<b>\$95,000</b>
state	\$111,492
<b>Per Capita Income</b>	<b>\$38,201</b>
state	\$46,957

Source: 2019-2023 American Community Survey

Figure 11. Household Incomes, 2023



Source: 2019-2023 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

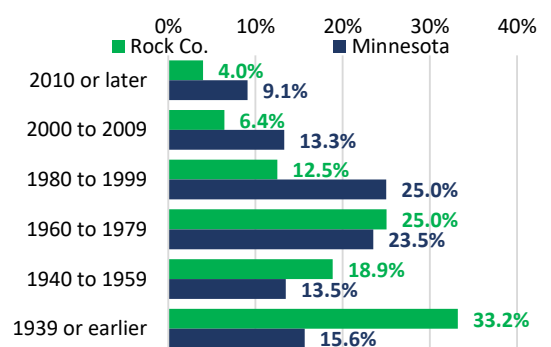
Source: DEED Cost of Living tool

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>3,005</b>	<b>100.0%</b>	<b>100.0%</b>
Less than \$50,000	160	5.3%	4.0%
\$50,000 to \$99,999	311	10.3%	4.0%
\$100,000 to \$149,999	541	18.0%	6.2%
\$150,000 to \$199,999	477	15.9%	8.9%
\$200,000 to \$299,999	760	25.3%	25.7%
\$300,000 to \$499,999	546	18.2%	33.6%
\$500,000 or more	210	7.0%	17.5%
<b>Median (dollars)</b>	<b>\$201,600</b>		<b>\$305,500</b>

Source: 2019-2023 American Community Survey, 5-Year Estimates

Figure 12. Year Structure Built, 2023



<b>Median monthly owner costs, owner-occupied units with a mortgage</b>	<b>\$1,461</b>
state	\$1,890

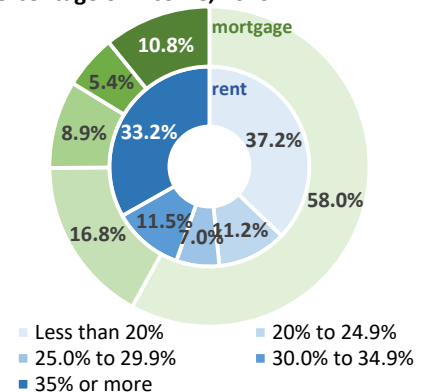
<b>Percentage of households with a mortgage spending 30% or more of their income on housing costs</b>	<b>16.3%</b>
state	22.5%

<b>Median monthly rent costs</b>	<b>\$745</b>
state	\$1,235

<b>Percentage of renters spending 30% or more of their household income on rent</b>	<b>44.6%</b>
state	47.2%

Source: 2019-2023 American Community Survey, 5-Year Estimates

Figure 13. Housing Costs as a Percentage of Income, 2023



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, 2023

Less than High School	High School or Equivalent	Some College or Assoc. Deg.	Bachelor's Degree or Higher
Retail Salespersons \$34,798/yr	Heavy and Tractor-Trailer Truck Drivers \$54,491/yr	Registered Nurses \$85,138/yr	Accountants and Auditors \$69,245/yr
Home Health and Personal Care Aides \$36,495/yr	Nursing Assistants \$39,764/yr	Police and Sheriff's Patrol Officers \$74,684/yr	General and Operations Managers \$82,482/yr
Fast Food and Counter Workers \$30,228/yr	Licensed Practical and Licensed Vocational Nurses \$58,499/yr	Dental Hygienists \$84,870/yr	Elementary School Teachers, Except Special Education \$65,364/yr
Cashiers \$30,595/yr	Heating, Air Conditioning, and Refrigeration Mechanics and Installers \$64,265/yr	Industrial Engineering Technologists and Technicians \$60,049/yr	Secondary School Teachers, Except Special and Career/Technical \$66,349/yr
Teaching Assistants, Except Postsecondary \$38,031/yr	Bus and Truck Mechanics and Diesel Engine Specialists \$59,444/yr	Radiologic Technologists and Technicians \$78,236/yr	Substitute Teachers, Short-Term \$52,112/yr
First-Line Supervisors of Retail Sales Workers \$45,427/yr	Bookkeeping, Accounting, and Auditing Clerks \$47,963/yr	Agricultural Technicians \$50,274/yr	Financial Managers \$119,560/yr
Janitors and Cleaners, Except Maids and \$37,379/yr	Plumbers, Pipefitters, and Steamfitters \$61,794/yr	Human Resources Assistants, Except Payroll and Timekeeping \$49,828/yr	Industrial Engineers \$90,455/yr
Construction Laborers \$49,744/yr	Substance abuse, behavioral disorder, and mental health counselors \$49,947/yr	Civil Engineering Technologists and Technicians \$71,227/yr	Computer Systems Analysts \$96,291/yr
Bus Drivers, School \$49,228/yr	Automotive Service Technicians and Mechanics \$50,024/yr	Physical Therapist Assistants \$62,988/yr	Middle School Teachers, Except Special and Career/Technical \$66,534/yr
Laborers and Freight, Stock, and Material Movers, Hand \$43,003/yr	Industrial Machinery Mechanics \$60,689/yr	Veterinary Technologists and Technicians \$40,453/yr	Preschool Teachers, Except Special Education \$37,747/yr

Source: DEED Occupations in Demand

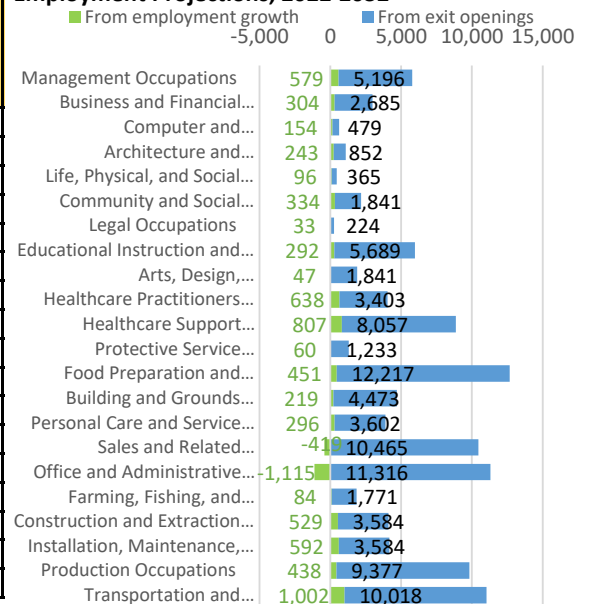
Rock Co. is a part of the Southwest planning region, which is projected to see a 2.8% increase in employment levels over the next decade. In addition to new jobs created, there will be a much larger number of exit openings (see Figure 15).

Table 14. Regional Industry Employment Projections, 2022-2032

	Estimated Employment 2022	Projected Employment 2032	Percent Change 2022-2032
<b>Southwest Planning Region</b>			
<b>Total, All Industries</b>	<b>202,214</b>	<b>207,878</b>	<b>2.8%</b>
Natural Resources & Mining	5,523	5,777	4.6%
Utilities	690	690	0.0%
Construction	7,679	8,252	7.5%
Manufacturing	32,192	33,537	4.2%
Wholesale Trade	8,001	8,116	1.4%
Retail Trade	19,409	19,084	-1.7%
Transportation & Warehousing	6,297	6,810	8.1%
Information	2,093	2,046	-2.2%
Finance & Insurance, Real Estate	8,227	8,375	1.8%
Professional Services & Mgmt. of Companies	5,544	5,985	8.0%
Admin. Support & Waste Mgmt.	4,127	4,331	4.9%
Educational Services	16,065	16,116	0.3%
Health Care & Social Assistance	28,786	30,498	5.9%
Leisure & Hospitality	13,625	14,377	5.5%
Other Services	7,097	7,281	2.6%
Public Administration	14,117	14,370	1.8%

Source: DEED 2022-2032 Employment Outlook

Figure 15. Regional Occupational Employment Projections, 2022-2032



**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

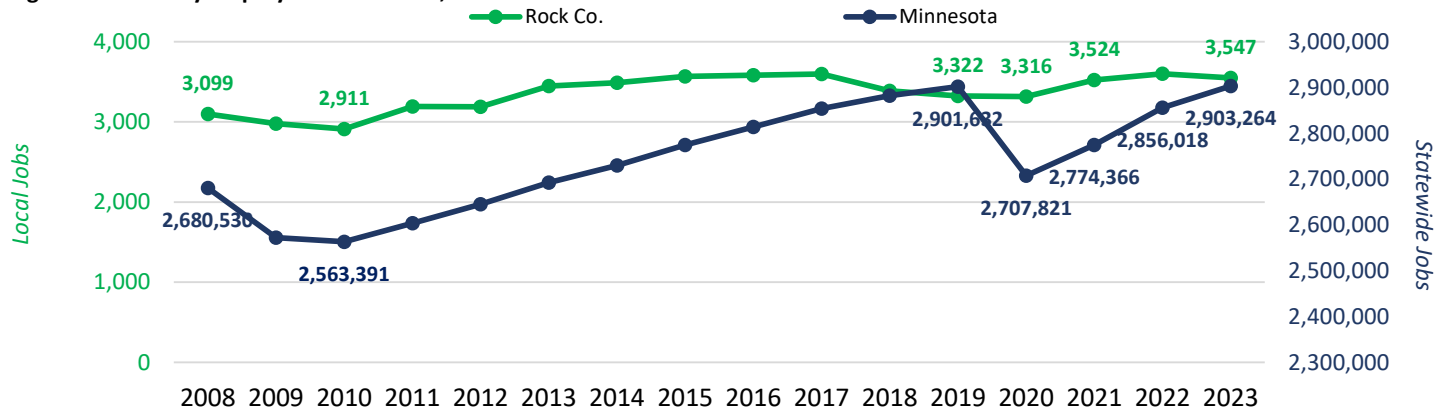
**\$51,777** annual average wage

**3,547** jobs

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

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

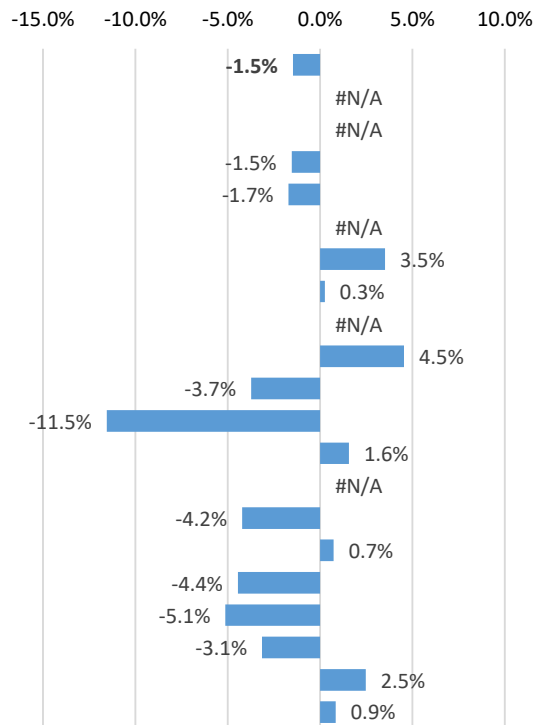
Figure 16. Industry Employment Statistics, 2008-2023



Source: DEED QCEW program

Industry	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: December 31, 2024