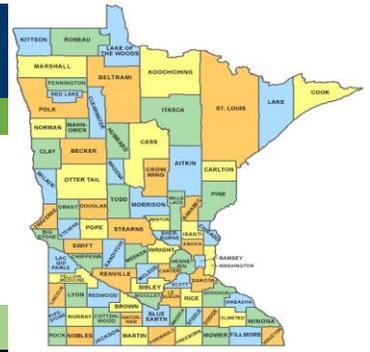


COUNTY PROFILE

Rock Co.

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



POPULATION CHARACTERISTICS

2024 population:	9,525 people	Median Age:	41.1 years
Population change, 2020-2024	-179 people -1.8% decline	state:	38.6 years

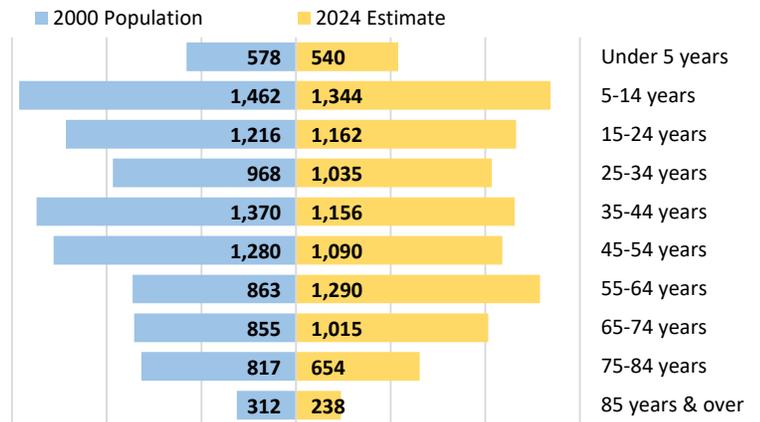
Rock Co. is the 70th largest of the 87 counties in the state. Its population decreased so far this decade, ranking as the 70th fastest growing in the state from 2020 to 2024. Rock Co.'s population has an older median age than the state and a larger percentage of people aged 65 years and older. The population is aging, especially as the Baby Boom generation moves through the population pyramid (see Figure 1).

Table 1. Population by Age Group, 2024

	Number	Percent
Under 5 years	540	5.7%
5-14 years	1,344	14.1%
15-24 years	1,162	12.2%
25-34 years	1,035	10.9%
35-44 years	1,156	12.1%
45-54 years	1,090	11.4%
55-64 years	1,290	13.5%
65-74 years	1,015	10.7%
75-84 years	654	6.9%
85 years & over	238	2.5%
Total Population	9,525	100.0%

Source: Census 2024 Population Estimates, 2019-2023 ACS

Figure 1. Population Pyramid, 2000-2024



Rock Co. suffered a negative natural increase - more deaths than births from 2020 to 2024, 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, 2020-2024

	Total Population Change	April 1, 2020 to July 1, 2024					
		Natural Increase	Vital Events		Net Migration		
			Births	Deaths	Total	International	Domestic
Rock Co.	-178	-150	351	501	-36	12	-48
State of Minnesota	86,459	51,570	268,689	217,119	33,161	81,091	-47,930

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

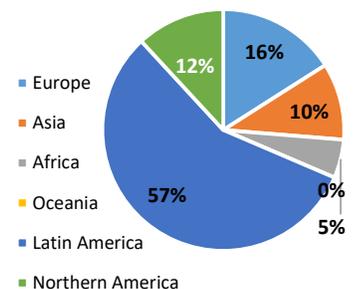
Compared to the state, Rock Co. has a smaller percentage of foreign-born residents. From 2013 to 2023, Rock Co. saw an increase in the number of foreign-born residents, though it was slower than the statewide increase.

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

	Rock Co.		Change 2013-2023		Minnesota	
	Number	Percent	Number	Percent	Percent	Change
Foreign-born Population	194	2.0%	26	15.5%	8.6%	24.7%
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

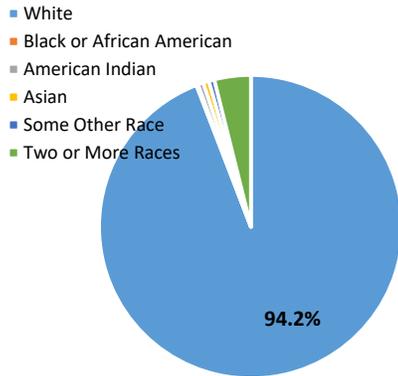


Table 4. Race and Hispanic Origin, 2023	Rock Co.			Minnesota	
	Number	Percent	Change from 2013-2023	Percent	Change from 2013-2023
Total	9,628	100.0%	0.3%	100.0%	6.8%
White	9,065	94.2%	-2.7%	78.4%	-2.2%
Black or African American	17	0.2%	-77.9%	6.8%	38.9%
American Indian or Alaska Native	56	0.6%	19.1%	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

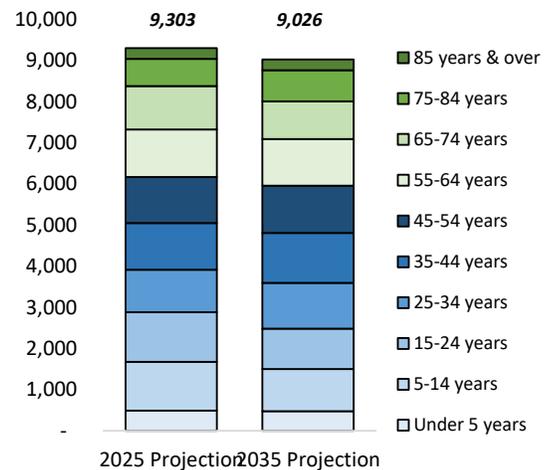
According to the Minnesota State Demographic Center, Rock Co.'s population is expected to decline from 2025 to 2035, with a rate of change that is slower than the projected statewide growth rate (3.7%). Despite the decline, the number of people aged 65 years and older is expected to decrease over the 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%
Total Population	9,303	9,026	-277	-3.0%

Source: Minnesota State Demographic Center

Figure 4. Projections by Age Group, 2025-2035

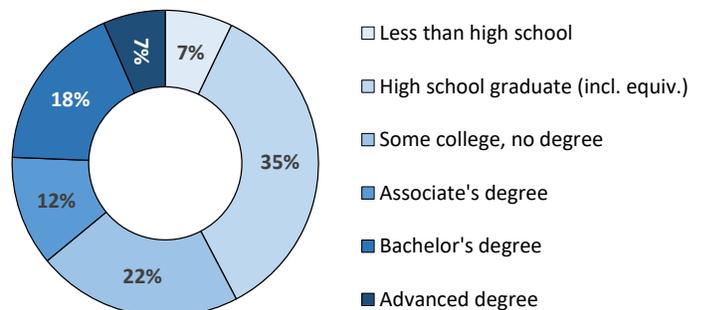


EDUCATIONAL ATTAINMENT

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.

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

Figure 5. Educational Attainment, 2023



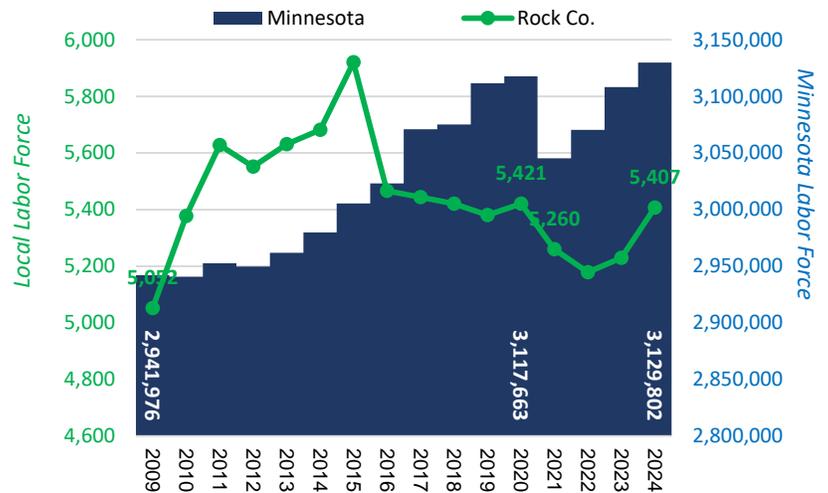
Source: U.S. Census Bureau, 2019-2023 American Community Survey

LABOR FORCE TRENDS

At 2.2%, Rock Co. had a lower unemployment rate than the state in 2024. After the pandemic recession Rock Co.'s unemployment rate declined compared to the 2.5% 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.

5,407	available workers
Labor Force change, 2009-2024	355 workers 7.0% increase
2.0%	unemployment rate
3.0%	state
108	unemployed workers

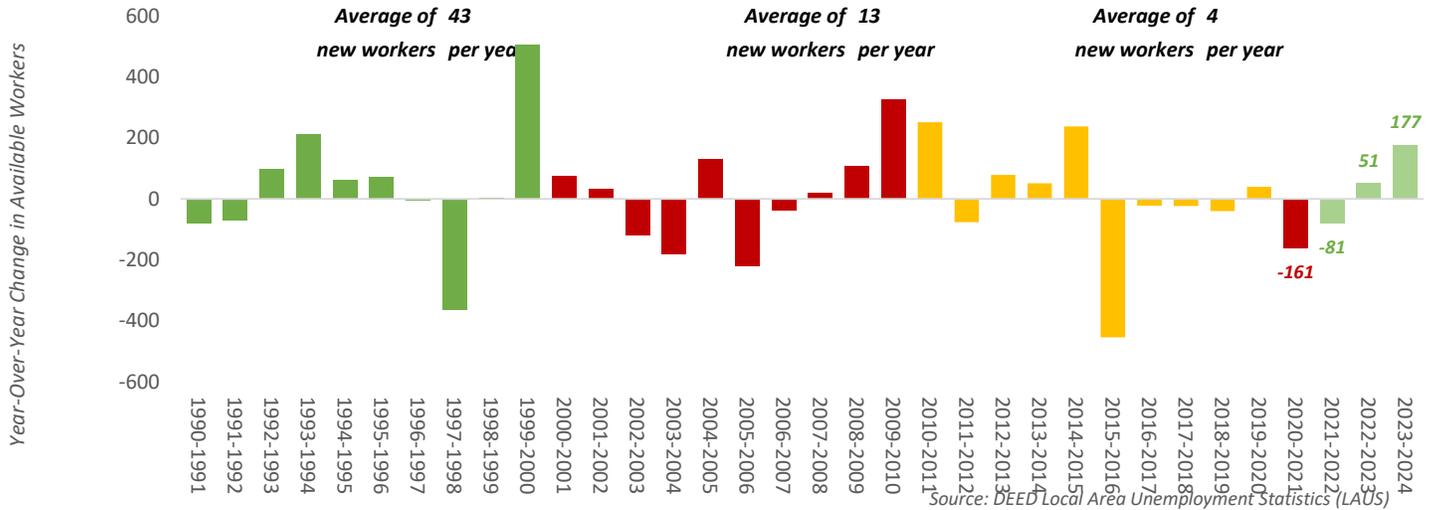
Figure 6. Annual Labor Force Estimates



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, 1990-2024



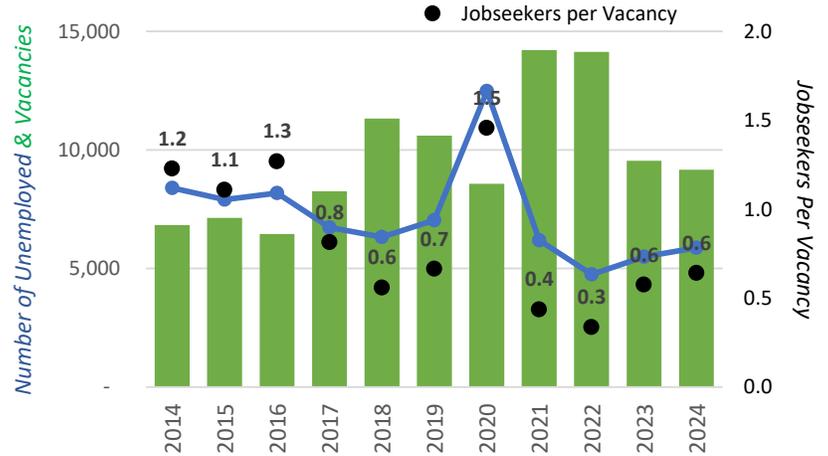
Source: DEED Local Area Unemployment Statistics (LAUS)

Table 6. Labor Force Projections, 2025-2035	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
Total Labor Force	5,098	5,069

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 2024, 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, 2014-2024



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.

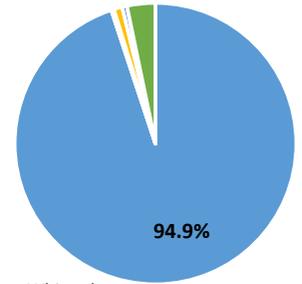
Table 7. Employment Characteristics, 2023

	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
Total Labor Force	5,183	68.3%	2.6%	68.5%	3.9%	2,754	2,431
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

Employment Characteristics by Race & Hispanic Origin

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%

Figure 9. Labor Force by Race, 2023



- White alone
- Black or African American
- American Indian & Alaska Native
- Asian or Other Pac. Islanders
- Some Other Race
- Two or More Races

Employment Characteristics by Disability, 20 to 64 years

With Any Disability, 20 to 64 years	229	59.2%	6.2%	55.3%	9.5%
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Employment Characteristics by Educational Attainment, 25 to 64 years

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%

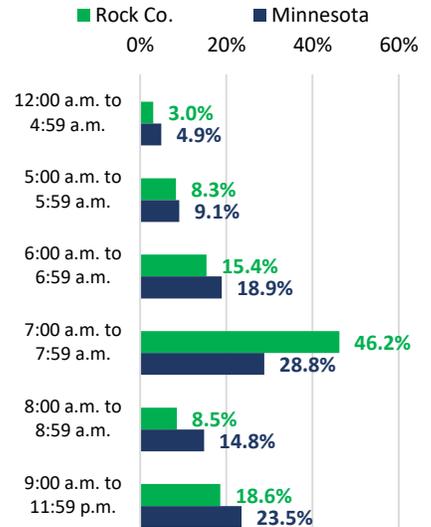
Source: 2019-2023 American Community Survey, 5-Year Estimates

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%
MEANS OF TRANSPORTATION TO WORK				
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%
TRAVEL TIME TO WORK				
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%
Mean travel time to work (minutes)	19.9 minutes		23.1 minutes	

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



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

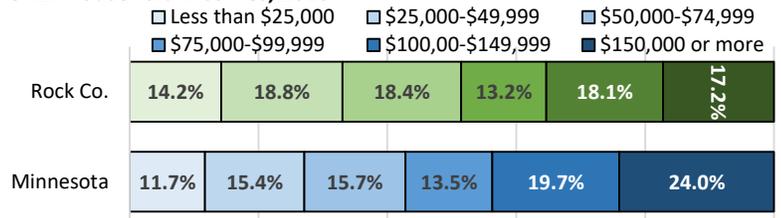
INCOMES, COST OF LIVING, & HOUSING

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.

Median Household Income	\$70,698
state	\$87,556
Median Family Income	\$95,000
state	\$111,492
Per Capita Income	\$38,201
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 \$14.06 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of \$18.2 for a typical family with 2 adults and 1 child (see Table 9).

Table 9. Basic Needs Cost of Living Estimates, 2024

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.	\$29,254	\$14.06	\$0	\$417	\$150	\$726	\$591	\$264	\$290
State of Minnesota	\$36,768	\$17.68	\$0	\$424	\$156	\$1,154	\$573	\$365	\$392
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.	\$56,778	\$18.20	\$279	\$948	\$530	\$968	\$1,076	\$443	\$488
State of Minnesota	\$70,308	\$22.53	\$545	\$964	\$556	\$1,446	\$1,028	\$557	\$763

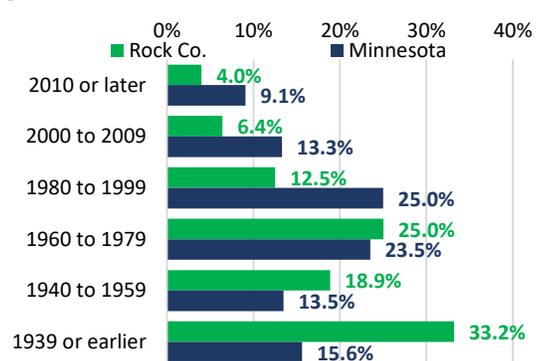
Source: DEED Cost of Living tool

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
Total	3,005	100.0%	100.0%
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%
Median (dollars)	\$201,600		\$305,500

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

Figure 12. Year Structure Built, 2023



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

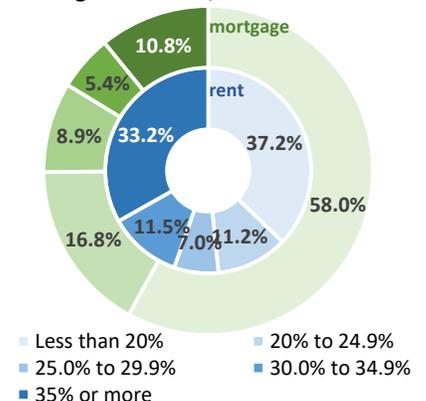
Percentage of households with a mortgage spending 30% or more of their income on housing costs	16.3%
state	22.5%

Median monthly rent costs	\$745
state	\$1,235

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

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

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



OCCUPATIONS

At \$22.79 in 2024, wages were lower in Region 8 than the state. Overall, Region 8 had the 2nd lowest median hourly wage level of the 13 economic development regions in the state. Wages were highest for management occupations (\$47.64) and lowest for food preparation and serving related jobs (\$14.57) (see Table 11).

Table 11. Occupational Employment & Wage Statistics, 2025

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
Total, All Occupations	\$22.79	51,430	100.0%	1.0	\$26.22	2,920,470	100.0%
Management	\$47.64	2,590	5.0%	0.7	\$59.38	200,060	6.9%
Business & Financial Operations	\$35.16	2,110	4.1%	0.6	\$39.95	208,210	7.1%
Computer & Mathematical	\$39.37	460	0.9%	0.3	\$50.02	97,460	3.3%
Architecture & Engineering	\$41.06	600	1.2%	0.6	\$45.03	57,950	2.0%
Life, Physical & Social Science	\$31.96	500	1.0%	0.9	\$38.33	32,150	1.1%
Community & Social Service	\$28.62	910	1.8%	0.9	\$29.82	59,290	2.0%
Legal	\$36.43	120	0.2%	0.3	\$49.52	20,750	0.7%
Education, Training & Library	\$23.59	3,930	7.6%	1.3	\$27.84	170,270	5.8%
Arts, Design, Entertainment & Media	\$21.73	380	0.7%	0.6	\$28.84	36,030	1.2%
Healthcare Practitioners & Technical	\$37.68	2,780	5.4%	0.8	\$46.51	187,480	6.4%
Healthcare Support	\$18.46	3,170	6.2%	1.0	\$18.67	176,750	6.1%
Protective Service	\$28.87	750	1.5%	0.9	\$29.37	46,960	1.6%
Food Preparation & Serving Related	\$14.57	3,910	7.6%	0.9	\$16.05	240,830	8.2%
Building, Grounds Cleaning & Maint.	\$18.24	1,560	3.0%	1.1	\$19.16	81,700	2.8%
Personal Care & Service	\$16.87	780	1.5%	0.7	\$17.54	63,300	2.2%
Sales & Related	\$17.10	4,620	9.0%	1.1	\$18.66	244,780	8.4%
Office & Administrative Support	\$22.65	5,470	10.6%	0.9	\$24.07	340,040	11.6%
Farming, Fishing & Forestry	\$23.00	240	0.5%	4.1	\$23.48	3,300	0.1%
Construction & Extraction	\$27.84	2,420	4.7%	1.2	\$34.20	114,050	3.9%
Installation, Maintenance & Repair	\$28.54	2,470	4.8%	1.3	\$30.40	105,650	3.6%
Production	\$21.30	6,170	12.0%	1.7	\$23.56	205,220	7.0%
Transportation & Material Moving	\$22.15	5,460	10.6%	1.4	\$19.80	228,260	7.8%

Source: DEED Occupational Employment & Wage Statistics, Qtr. 1 2025

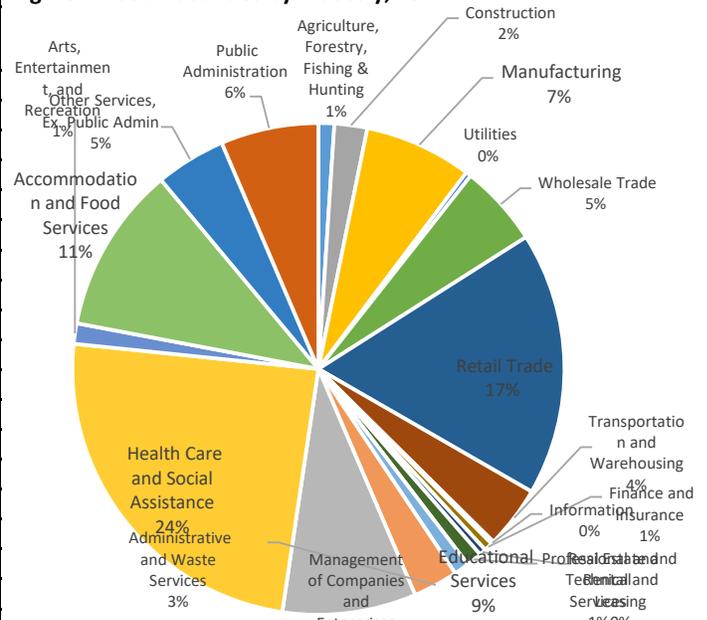
JOB VACANCY SURVEY

Rock Co. is a part of the Southwest planning region. There were 9168 job vacancies posted by employers in 2024, indicating extensive opportunity in the region, with openings across several occupations and industries (see Figure 14).

Table 12. Southwest Job Vacancy Survey Results, 2024

Occupational Group	Number of Vacancies	Wage Offer
Total, All Occupations	9,168	\$19.48
Management	176	\$37.03
Business & Financial Operations	189	\$27.48
Computer & Mathematical	40	\$36.13
Architecture & Engineering	115	\$27.92
Life, Physical & Social Sciences	88	\$38.63
Community & Social Service	409	\$24.68
Education, Training & Library	548	\$21.55
Healthcare Practitioners & Technical	738	\$30.27
Healthcare Support	984	\$14.95
Protective Service	222	\$28.05
Food Preparation & Serving Related	1,188	\$15.62
Building, Grounds Cleaning & Maint.	395	\$15.71
Personal Care & Service	114	\$15.42
Sales & Related	1,026	\$15.96
Office & Administrative Support	388	\$20.28
Construction & Extraction	132	\$23.65
Installation, Maintenance & Repair	645	\$23.30
Production	457	\$18.67
Transportation & Material Moving	1,033	\$21.37

Figure 14. Job Vacancies by Industry, 2024



Source: DEED Job Vacancy Survey, 2024

OCCUPATIONS IN DEMAND

Table 13. Southwest Planning Region Occupations in Demand, 2025

Less than High School	High School or Equivalent	Some College or Assoc. Deg.	Bachelor's Degree or Higher
Cashiers \$29,957/yr	Heavy and Tractor-Trailer Truck Drivers \$56,626/yr	Registered Nurses \$87,199/yr	General and Operations Managers \$83,095/yr
Home Health and Personal Care Aides \$37,313/yr	Nursing Assistants \$42,326/yr	Police and Sheriff's Patrol Officers \$77,653/yr	Elementary School Teachers, Except Special Education \$62,582/yr
Fast Food and Counter Workers \$30,720/yr	Licensed Practical and Licensed Vocational Nurses \$60,328/yr	Dental Hygienists \$96,312/yr	Secondary School Teachers, Except Special and Career/Technical \$63,481/yr
Retail Salespersons \$34,590/yr	Bus and Truck Mechanics and Diesel Engine Specialists \$60,377/yr	Industrial Engineering Technologists and Technicians \$60,463/yr	Accountants and Auditors \$75,070/yr
Janitors and Cleaners, Except Maids and \$37,684/yr	Bookkeeping, Accounting, and Auditing Clerks \$49,699/yr	Occupational Therapy Assistants \$61,484/yr	Substitute Teachers, Short-Term \$42,191/yr
Stockers and Order Fillers \$37,463/yr	Substance abuse, behavioral disorder, and mental health counselors \$62,197/yr	Detectives and Criminal Investigators \$83,721/yr	Sales Representatives, Wholesale and Manufacturing, Technical and \$106,848/yr
First-Line Supervisors of Food Preparation and \$44,165/yr	Farm Equipment Mechanics and Service Technicians \$62,029/yr	Radiologic Technologists and Technicians \$79,581/yr	Financial Managers \$129,957/yr
Teaching Assistants, Except Postsecondary \$36,766/yr	Automotive Service Technicians and Mechanics \$50,172/yr	Mechanical Drafters \$67,942/yr	Special Education Teachers, Secondary School \$63,516/yr
Laborers and Freight, Stock, and Material Movers, Hand \$45,638/yr	Emergency Medical Technicians \$41,569/yr	Agricultural Technicians \$63,397/yr	Middle School Teachers, Except Special and Career/Technical \$63,878/yr
Food Preparation Workers \$32,590/yr	Industrial Machinery Mechanics \$61,914/yr	Physical Therapist Assistants \$63,751/yr	Physical Therapists \$99,992/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

Southwest Planning Region	Estimated Employment 2022	Projected Employment 2032	Percent Change 2022-2032
Total, All Industries	202,214	207,878	2.8%
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 gaining jobs over the past year, Rock Co. had the 71st largest economy of the 87 counties in the state. Rock Co. was the 6th fastest growing in the past year and the 15th fastest growing since 2020. From 2020 to 2024, employment in Rock Co. has grown since the pandemic recession.

329 business establishments

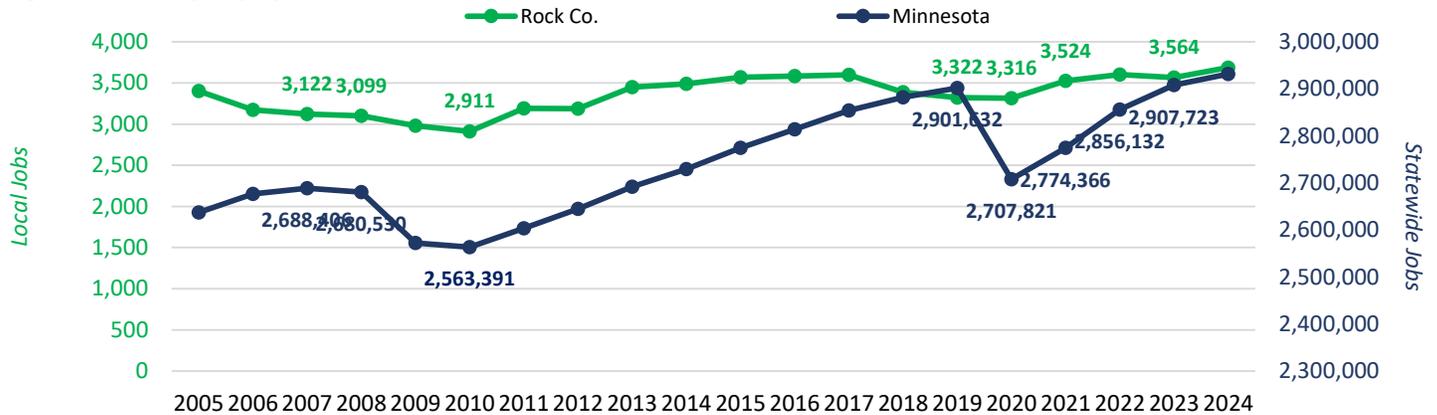
\$53,886 annual average wage

3,687 jobs

\$198,679,130 total industry payroll

Job change, 2020-2024
371 jobs
11.2% increase

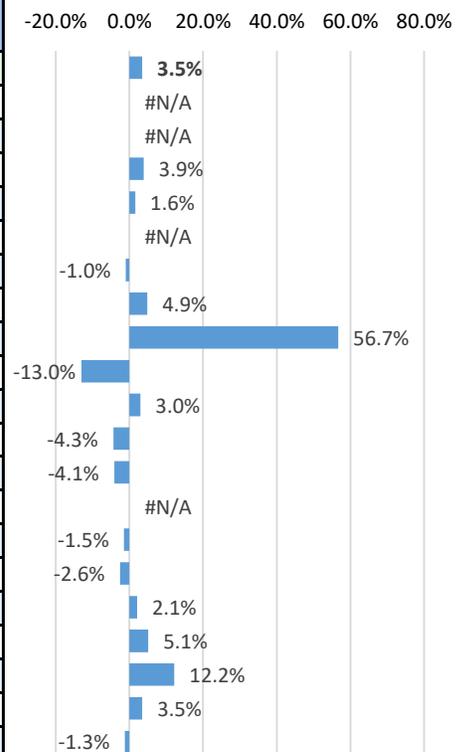
Figure 16. Industry Employment Statistics, 2005-2024



Source: DEED QCEW program

Table 15. Rock Co. Industry Employment Statistics, 2024	Number of Establishments	Number of Jobs	Percent of Total Jobs	Average Annual Wage
Total, All Industries	329	3,687	100.0%	\$53,886
Agriculture, Forestry, Fish & Hunt	#N/A	#N/A	#N/A	#N/A
Mining	#N/A	#N/A	#N/A	#N/A
Construction	33	133	3.6%	\$51,889
Manufacturing	18	644	17.5%	\$52,262
Utilities	#N/A	#N/A	#N/A	#N/A
Wholesale Trade	20	205	5.6%	\$73,308
Retail Trade	31	408	11.1%	\$31,231
Transportation & Warehousing	27	188	5.1%	\$57,196
Information	3	20	0.5%	\$47,808
Finance & Insurance	19	239	6.5%	\$131,053
Real Estate & Rental & Leasing	10	22	0.6%	\$39,373
Professional & Technical Services	12	62	1.7%	\$61,253
Management of Companies	#N/A	#N/A	#N/A	#N/A
Admin. Support & Waste Mgmt. Svcs.	11	67	1.8%	\$10,183
Educational Services	5	266	7.2%	\$53,403
Health Care & Social Assistance	34	746	20.2%	\$55,547
Arts, Entertainment, & Recreation	9	41	1.1%	\$24,758
Accommodation & Food Services	20	221	6.0%	\$13,376
Other Services	27	89	2.4%	\$33,895
Public Administration	15	234	6.3%	\$47,822

Figure 17. Change in Jobs, 2023-2024



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: May 23, 2025