COUNTY PROFILE

Rock Co.

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

POPULATION CHARACTERISTICS

2021 population: 9,680 people

Rock Co. suffered a negative natural increase - more deaths than births from 2020 to 2021, but also experienced net in-migration - meaning more people moved in than moved out. In addition to domestic in-migration, Rock Co. welcomed net international in-migration - gaining new Minnesotans from foreign countries (see Table 1).

Table 1. Cumulative Estimates of the Components of Population Change, 2020-2021

<table>
<thead>
<tr>
<th></th>
<th>Total Population Change</th>
<th>Natural Increase</th>
<th>Vital Events</th>
<th>Net Migration</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Births</td>
<td>Deaths</td>
</tr>
<tr>
<td>Rock Co.</td>
<td>-24</td>
<td>-54</td>
<td>105</td>
<td>159</td>
</tr>
<tr>
<td>State of Minnesota</td>
<td>896</td>
<td>12,512</td>
<td>79,493</td>
<td>66,981</td>
</tr>
</tbody>
</table>

Table 2. Population by Age Group, 2020

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5 years</td>
<td>527</td>
<td>5.4%</td>
</tr>
<tr>
<td>5-14 years</td>
<td>1,400</td>
<td>14.4%</td>
</tr>
<tr>
<td>15-24 years</td>
<td>1,180</td>
<td>12.2%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>1,018</td>
<td>10.5%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>1,136</td>
<td>11.7%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>1,100</td>
<td>11.3%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>1,323</td>
<td>13.6%</td>
</tr>
<tr>
<td>65-74 years</td>
<td>1,037</td>
<td>10.7%</td>
</tr>
<tr>
<td>75-84 years</td>
<td>625</td>
<td>6.4%</td>
</tr>
<tr>
<td>85 years &amp; over</td>
<td>358</td>
<td>3.7%</td>
</tr>
<tr>
<td>Total Population</td>
<td>9,704</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Figure 1. Population Pyramid, 2000-2020

Rock Co.'s population decreased over the past decade, ranking as the 49th fastest growing of the 87 counties in the state from 2010 to 2020. It is now the 69th largest in the state. 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 3. Place of Birth for the Foreign Born Population, 2020

<table>
<thead>
<tr>
<th>Place of Birth</th>
<th>Rock Co.</th>
<th>Change 2010-2020</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign-born Population</td>
<td>233</td>
<td>2.4%</td>
<td>121</td>
</tr>
<tr>
<td>Europe</td>
<td>42</td>
<td>18.0%</td>
<td>-3</td>
</tr>
<tr>
<td>Asia</td>
<td>95</td>
<td>40.8%</td>
<td>74</td>
</tr>
<tr>
<td>Africa</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Oceania</td>
<td>0</td>
<td>0.0%</td>
<td>-1</td>
</tr>
<tr>
<td>Americas:</td>
<td>96</td>
<td>41.2%</td>
<td>51</td>
</tr>
<tr>
<td>Latin America</td>
<td>71</td>
<td>30.5%</td>
<td>33</td>
</tr>
<tr>
<td>Northern America</td>
<td>25</td>
<td>10.7%</td>
<td>18</td>
</tr>
</tbody>
</table>

Compared to the state, Rock Co. has a smaller percentage of foreign-born residents. From 2010 to 2020, Rock Co. saw an increase in the number of foreign-born residents, which was faster than the statewide increase.
Rock Co.'s population was becoming more racially diverse over time. Since 2010, the county's white population declined, but the number of people of other races increased (see Table 4).

### Table 4. Race and Hispanic Origin, 2020

<table>
<thead>
<tr>
<th></th>
<th>Rock Co.</th>
<th>Change from 2010-2020</th>
<th>Minnesota</th>
<th>Change from 2010-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td></td>
<td>Percent</td>
</tr>
<tr>
<td>Total</td>
<td>9,704</td>
<td>100.0%</td>
<td>1.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>White</td>
<td>8,997</td>
<td>92.7%</td>
<td>-3.3%</td>
<td>77.5%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>51</td>
<td>0.5%</td>
<td>-3.8%</td>
<td>7.0%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>56</td>
<td>0.6%</td>
<td>-26.3%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Asian</td>
<td>75</td>
<td>0.8%</td>
<td>97.4%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>109</td>
<td>1.1%</td>
<td>419.0%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>416</td>
<td>4.3%</td>
<td>278.2%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Hispanic or Latino origin</td>
<td>364</td>
<td>3.8%</td>
<td>112.9%</td>
<td>6.1%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau

### POPULATION PROJECTIONS

According to the Minnesota State Demographic Center, Rock Co.'s population is expected to decline from 2023 to 2033, with a rate of change that is slower than the projected statewide growth rate (5.6%). 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, 2023-2033

<table>
<thead>
<tr>
<th>Rock Co.</th>
<th>2023 Projection</th>
<th>2033 Projection</th>
<th>Numeric Change</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5 years</td>
<td>577</td>
<td>577</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>5-14 years</td>
<td>1,291</td>
<td>1,230</td>
<td>-61</td>
<td>-4.7%</td>
</tr>
<tr>
<td>15-24 years</td>
<td>1,166</td>
<td>1,018</td>
<td>-148</td>
<td>-12.7%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>1,028</td>
<td>1,090</td>
<td>62</td>
<td>6.0%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>1,035</td>
<td>1,099</td>
<td>64</td>
<td>6.2%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>1,068</td>
<td>954</td>
<td>-114</td>
<td>-10.7%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>1,102</td>
<td>934</td>
<td>-168</td>
<td>-15.2%</td>
</tr>
<tr>
<td>65-74 years</td>
<td>1,024</td>
<td>820</td>
<td>-204</td>
<td>-19.9%</td>
</tr>
<tr>
<td>75-84 years</td>
<td>612</td>
<td>693</td>
<td>81</td>
<td>13.2%</td>
</tr>
<tr>
<td>85 years &amp; over</td>
<td>299</td>
<td>276</td>
<td>-23</td>
<td>-7.7%</td>
</tr>
<tr>
<td>Total Population</td>
<td>9,202</td>
<td>8,691</td>
<td>-511</td>
<td>-5.6%</td>
</tr>
</tbody>
</table>

Source: Minnesota State Demographic Center

### EDUCATIONAL ATTAINMENT

Rock Co. has a lower percentage of adults (18 years & over) with at least a high school diploma than the state (92.8%), 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.

### Figure 5. Educational Attainment, 2020

- Less than high school: 9.0%
- High school graduate (incl. equiv.): 16.0%
- Some college, no degree: 32.0%
- Associate's degree: 14.0%
- Bachelor's degree: 24.0%
- Advanced degree: 8.0%

Source: U.S. Census Bureau, 2016-2020 American Community Survey
At 1.9%, Rock Co. had a lower unemployment rate than the state in 2021. After the pandemic recession Rock Co.’s unemployment rate decreased compared to 3.2% in 2020, and declined compared to the 2.4% rate posted in 2019, pre-pandemic. The number of unemployed workers actively seeking work in Rock Co. declined over the past year, and is down compared to 2019.

Labor force growth has slowed in recent years. After experiencing a net gain of 43.4 workers each year from 1990 to 2000, Rock Co. averaged an annual gain of 12.7 new workers from 2000 to 2010, and most recently a gain of 48.7 new workers since 2010 (see Figure 7). Moving forward, Rock Co. is expected to see a labor force decline from 2023 to 2033 (see Table 6).

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. Job vacancies in Southwest reached new highs in the 4th quarter of 2021, quickly bringing back challenges in finding new workers and the lowest jobseeker-per-vacancy ratio on record (see Figure 8).
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 84.8% of workers are white alone), but is becoming more diverse over time.

### Table 7. Employment Characteristics, 2020

<table>
<thead>
<tr>
<th>Rock Co.</th>
<th>Minnesota</th>
<th>Labor Force by Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Labor Force</td>
<td>4,996</td>
<td>67.4%</td>
</tr>
<tr>
<td>16 to 19 years</td>
<td>260</td>
<td>51.1%</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>430</td>
<td>97.3%</td>
</tr>
<tr>
<td>25 to 44 years</td>
<td>1,905</td>
<td>87.9%</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>950</td>
<td>86.7%</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>998</td>
<td>76.2%</td>
</tr>
<tr>
<td>65 to 74 years</td>
<td>381</td>
<td>39.6%</td>
</tr>
<tr>
<td>75 years &amp; over</td>
<td>70</td>
<td>7.5%</td>
</tr>
</tbody>
</table>

#### Employment Characteristics by Race & Hispanic Origin

<table>
<thead>
<tr>
<th>Race &amp; Hispanic Origin</th>
<th>Rock Co.</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>White alone</td>
<td>4,734</td>
<td>66.7%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>25</td>
<td>58.1%</td>
</tr>
<tr>
<td>American Indian &amp; Alaska Native</td>
<td>63</td>
<td>91.3%</td>
</tr>
<tr>
<td>Asian or Other Pac. Islanders</td>
<td>88</td>
<td>91.7%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>22</td>
<td>88.0%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>125</td>
<td>76.2%</td>
</tr>
</tbody>
</table>

#### Employment Characteristics by Disability

<table>
<thead>
<tr>
<th>Disability</th>
<th>Rock Co.</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>With Any Disability</td>
<td>273</td>
<td>64.8%</td>
</tr>
</tbody>
</table>

#### Employment Characteristics by Educational Attainment

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Rock Co.</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population, 25 to 64 years</td>
<td>3,854</td>
<td>84.3%</td>
</tr>
<tr>
<td>Less than H.S. Diploma</td>
<td>123</td>
<td>66.5%</td>
</tr>
<tr>
<td>H.S. Diploma or Equivalent</td>
<td>899</td>
<td>76.9%</td>
</tr>
<tr>
<td>Some College or Assoc. Degree</td>
<td>1,622</td>
<td>85.0%</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>1,209</td>
<td>92.3%</td>
</tr>
</tbody>
</table>

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, 2020

<table>
<thead>
<tr>
<th>Rock Co.</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worked in state of residence</td>
<td>Number</td>
</tr>
<tr>
<td>Worked in county of residence</td>
<td>3,311</td>
</tr>
<tr>
<td>Worked out of county of residence</td>
<td>2,912</td>
</tr>
<tr>
<td>Worked outside state of residence</td>
<td>398</td>
</tr>
<tr>
<td>MEANS OF TRANSPORTATION TO WORK</td>
<td></td>
</tr>
<tr>
<td>Car, truck, or van</td>
<td>4,289</td>
</tr>
<tr>
<td>Public transportation (excl. taxicab)</td>
<td>14</td>
</tr>
<tr>
<td>Other method (walk, bike, taxi, etc.)</td>
<td>139</td>
</tr>
<tr>
<td>Worked at home</td>
<td>350</td>
</tr>
<tr>
<td>TRAVEL TIME TO WORK</td>
<td></td>
</tr>
<tr>
<td>Less than 10 minutes</td>
<td>1,737</td>
</tr>
<tr>
<td>10 to 19 minutes</td>
<td>931</td>
</tr>
<tr>
<td>20 to 29 minutes</td>
<td>648</td>
</tr>
<tr>
<td>30 to 44 minutes</td>
<td>1,051</td>
</tr>
<tr>
<td>45 to 59 minutes</td>
<td>321</td>
</tr>
<tr>
<td>60 or more minutes</td>
<td>115</td>
</tr>
<tr>
<td>Mean travel time to work (minutes)</td>
<td>19.6 minutes</td>
</tr>
</tbody>
</table>

Source: 2016-2020 American Community Survey, 5-Year Estimates
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 27th highest median household income of the 87 counties in the state.

<table>
<thead>
<tr>
<th>County</th>
<th>Median Household Income</th>
<th>Median Family Income</th>
<th>Per Capita Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock Co.</td>
<td>$65,744</td>
<td>$78,625</td>
<td>$33,698</td>
</tr>
<tr>
<td>State</td>
<td>$73,382</td>
<td>$92,692</td>
<td>$38,881</td>
</tr>
</tbody>
</table>

Source: 2016-2020 American Community Survey

The cost of living has increased over the past year with costs up in many areas. Rock Co. had a lower cost of living than the state, with a required hourly wage of $13.19 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of $14.76 for a typical family with 2 adults and 1 child (see Table 9).

<table>
<thead>
<tr>
<th>County</th>
<th>Single Adult, 0 children</th>
<th>Typical Family: 2 Adults (1 working full-time, 1 part-time), 1 child</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock Co.</td>
<td>$27,441</td>
<td>$46,055</td>
</tr>
<tr>
<td>State of Minnesota</td>
<td>$33,708</td>
<td>$60,540</td>
</tr>
</tbody>
</table>

Source: Source: DEED Cost of Living tool

Rock Co. had a lower median house value than the state, having the 53rd highest value of the 87 counties in 2020. Rock Co.'s housing stock was older than the state's, with a lower percentage of units built since 2000 (see Figure 12).

<table>
<thead>
<tr>
<th>County</th>
<th>Median monthly rent costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock Co.</td>
<td>$691</td>
</tr>
<tr>
<td>State</td>
<td>$1,010</td>
</tr>
</tbody>
</table>

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

Source: 2016-2020 American Community Survey, 5-Year Estimates
At $19.1 in 2021, wages were lower in Region 8 than the state. Overall, Region 8 had the 4th lowest median hourly wage level of the 13 economic development regions in the state. Wages were highest for management occupations ($39.02) and lowest for food preparation and serving related jobs ($12.3) (see Table 11).

Table 11. Occupational Employment & Wage Statistics, 2021

<table>
<thead>
<tr>
<th>Occupational Group</th>
<th>Median Hourly Wage</th>
<th>Estimated Regional Jobs</th>
<th>Share of Total Jobs</th>
<th>Regional Location Quotient</th>
<th>State of Minnesota</th>
<th>Median Hourly Wage</th>
<th>State-wide Jobs</th>
<th>Share of Total Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total, All Occupations</td>
<td>$19.10</td>
<td>50,230</td>
<td>100.0%</td>
<td>1.0</td>
<td>$23.81</td>
<td>2,695,450</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>$39.02</td>
<td>2,570</td>
<td>5.1%</td>
<td>0.8</td>
<td>$50.51</td>
<td>181,090</td>
<td>6.7%</td>
<td></td>
</tr>
<tr>
<td>Business &amp; Financial Operations</td>
<td>$30.38</td>
<td>2,080</td>
<td>4.1%</td>
<td>0.6</td>
<td>$38.08</td>
<td>192,700</td>
<td>7.1%</td>
<td></td>
</tr>
<tr>
<td>Computer &amp; Mathematical</td>
<td>$38.17</td>
<td>480</td>
<td>1.0%</td>
<td>0.3</td>
<td>$48.34</td>
<td>101,560</td>
<td>3.8%</td>
<td></td>
</tr>
<tr>
<td>Architecture &amp; Engineering</td>
<td>$33.26</td>
<td>590</td>
<td>1.2%</td>
<td>0.6</td>
<td>$39.39</td>
<td>51,970</td>
<td>1.9%</td>
<td></td>
</tr>
<tr>
<td>Life, Physical &amp; Social Science</td>
<td>$30.30</td>
<td>510</td>
<td>1.0%</td>
<td>1.0</td>
<td>$37.30</td>
<td>26,140</td>
<td>1.0%</td>
<td></td>
</tr>
<tr>
<td>Community &amp; Social Service</td>
<td>$24.06</td>
<td>800</td>
<td>1.6%</td>
<td>0.8</td>
<td>$24.68</td>
<td>53,670</td>
<td>2.0%</td>
<td></td>
</tr>
<tr>
<td>Legal</td>
<td>$29.94</td>
<td>130</td>
<td>0.3%</td>
<td>0.4</td>
<td>$40.08</td>
<td>19,860</td>
<td>0.7%</td>
<td></td>
</tr>
<tr>
<td>Education, Training &amp; Library</td>
<td>$23.63</td>
<td>3,620</td>
<td>7.2%</td>
<td>1.3</td>
<td>$24.48</td>
<td>149,590</td>
<td>5.6%</td>
<td></td>
</tr>
<tr>
<td>Arts, Design, Entertainment &amp; Media</td>
<td>$18.98</td>
<td>360</td>
<td>0.7%</td>
<td>0.5</td>
<td>$26.08</td>
<td>36,710</td>
<td>1.4%</td>
<td></td>
</tr>
<tr>
<td>Healthcare Practitioners &amp; Technical</td>
<td>$31.15</td>
<td>2,800</td>
<td>5.6%</td>
<td>0.8</td>
<td>$38.73</td>
<td>190,180</td>
<td>7.1%</td>
<td></td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>$14.98</td>
<td>3,120</td>
<td>6.2%</td>
<td>1.0</td>
<td>$15.37</td>
<td>162,530</td>
<td>6.0%</td>
<td></td>
</tr>
<tr>
<td>Protective Service</td>
<td>$24.79</td>
<td>760</td>
<td>1.5%</td>
<td>1.0</td>
<td>$25.07</td>
<td>40,580</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>Food Preparation &amp; Serving Related</td>
<td>$12.30</td>
<td>3,330</td>
<td>6.6%</td>
<td>0.9</td>
<td>$14.65</td>
<td>198,800</td>
<td>7.4%</td>
<td></td>
</tr>
<tr>
<td>Building, Grounds Cleaning &amp; Maint.</td>
<td>$15.34</td>
<td>1,450</td>
<td>2.9%</td>
<td>1.0</td>
<td>$17.98</td>
<td>75,850</td>
<td>2.8%</td>
<td></td>
</tr>
<tr>
<td>Personal Care &amp; Service</td>
<td>$14.90</td>
<td>870</td>
<td>1.7%</td>
<td>0.8</td>
<td>$15.24</td>
<td>56,580</td>
<td>2.1%</td>
<td></td>
</tr>
<tr>
<td>Sales &amp; Related</td>
<td>$14.52</td>
<td>4,540</td>
<td>9.0%</td>
<td>1.0</td>
<td>$17.25</td>
<td>245,390</td>
<td>9.1%</td>
<td></td>
</tr>
<tr>
<td>Office &amp; Administrative Support</td>
<td>$18.83</td>
<td>6,000</td>
<td>11.9%</td>
<td>1.0</td>
<td>$23.12</td>
<td>334,550</td>
<td>12.4%</td>
<td></td>
</tr>
<tr>
<td>Farming, Fishing &amp; Forestry</td>
<td>$18.34</td>
<td>320</td>
<td>0.6%</td>
<td>3.9</td>
<td>$18.55</td>
<td>4,350</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Construction &amp; Extraction</td>
<td>$23.58</td>
<td>1,950</td>
<td>3.9%</td>
<td>1.0</td>
<td>$30.09</td>
<td>107,180</td>
<td>4.0%</td>
<td></td>
</tr>
<tr>
<td>Installation, Maintenance &amp; Repair</td>
<td>$23.46</td>
<td>2,270</td>
<td>4.5%</td>
<td>1.3</td>
<td>$25.34</td>
<td>96,660</td>
<td>3.6%</td>
<td></td>
</tr>
<tr>
<td>Production</td>
<td>$18.68</td>
<td>7,120</td>
<td>14.2%</td>
<td>1.9</td>
<td>$19.59</td>
<td>198,940</td>
<td>7.4%</td>
<td></td>
</tr>
<tr>
<td>Transportation &amp; Material Moving</td>
<td>$19.17</td>
<td>4,560</td>
<td>9.1%</td>
<td>1.2</td>
<td>$19.30</td>
<td>209,780</td>
<td>7.8%</td>
<td></td>
</tr>
</tbody>
</table>

Source: DEED Occupational Employment & Wage Statistics, Qtr. 1 2021

Table 12. Southwest Job Vacancy Survey Results, Qtr. 4 2021

<table>
<thead>
<tr>
<th>Occupational Group</th>
<th>Number of Vacancies</th>
<th>Wage Offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total, All Occupations</td>
<td>16,313</td>
<td>$16.24</td>
</tr>
<tr>
<td>Management</td>
<td>376</td>
<td>$19.89</td>
</tr>
<tr>
<td>Business &amp; Financial Operations</td>
<td>402</td>
<td>$28.36</td>
</tr>
<tr>
<td>Computer &amp; Mathematical</td>
<td>91</td>
<td>$27.04</td>
</tr>
<tr>
<td>Architecture &amp; Engineering</td>
<td>146</td>
<td>$21.30</td>
</tr>
<tr>
<td>Life, Physical &amp; Social Sciences</td>
<td>196</td>
<td>$20.82</td>
</tr>
<tr>
<td>Community &amp; Social Service</td>
<td>105</td>
<td>$25.78</td>
</tr>
<tr>
<td>Education, Training &amp; Library</td>
<td>2,817</td>
<td>$13.19</td>
</tr>
<tr>
<td>Healthcare Practitioners &amp; Technical</td>
<td>1,155</td>
<td>$27.23</td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>1,199</td>
<td>$14.46</td>
</tr>
<tr>
<td>Protective Service</td>
<td>137</td>
<td>$16.99</td>
</tr>
<tr>
<td>Food Preparation &amp; Serving Related</td>
<td>1,190</td>
<td>$14.01</td>
</tr>
<tr>
<td>Building, Grounds Cleaning &amp; Maint.</td>
<td>195</td>
<td>$13.09</td>
</tr>
<tr>
<td>Personal Care &amp; Service</td>
<td>239</td>
<td>$13.67</td>
</tr>
<tr>
<td>Sales &amp; Related</td>
<td>2,553</td>
<td>$14.95</td>
</tr>
<tr>
<td>Office &amp; Administrative Support</td>
<td>712</td>
<td>$15.35</td>
</tr>
<tr>
<td>Construction &amp; Extraction</td>
<td>190</td>
<td>$22.13</td>
</tr>
<tr>
<td>Installation, Maintenance &amp; Repair</td>
<td>1,108</td>
<td>$23.65</td>
</tr>
<tr>
<td>Production</td>
<td>910</td>
<td>$17.47</td>
</tr>
<tr>
<td>Transportation &amp; Material Moving</td>
<td>1,833</td>
<td>$19.58</td>
</tr>
</tbody>
</table>

Source: DEED Job Vacancy Survey, Qtr. 4 2021
## OCCUPATIONS IN DEMAND

**Table 13. Southwest Occupations in Demand, 2022**

<table>
<thead>
<tr>
<th>Category</th>
<th>Less than High School</th>
<th>High School or Equivalent</th>
<th>Some College or Assoc. Deg.</th>
<th>Bachelor’s Degree or Higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Health and Personal Care Aides</td>
<td>$30,145/yr</td>
<td>Nursing Assistants</td>
<td>$33,957/yr</td>
<td>Registered Nurses</td>
</tr>
<tr>
<td>Retail Salespersons</td>
<td>$28,932/yr</td>
<td>Licensed Practical and Licensed Vocational Nurses</td>
<td>$48,351/yr</td>
<td>Clinical Laboratory Technologists and Technicians</td>
</tr>
<tr>
<td>Cashiers</td>
<td>$25,982/yr</td>
<td>Medical Assistants</td>
<td>$41,596/yr</td>
<td>Police and Sheriffs’ Patrol Officers</td>
</tr>
<tr>
<td>Fast Food and Counter Workers</td>
<td>$24,598/yr</td>
<td>Automotive Service Technicians and Mechanics</td>
<td>$37,127/yr</td>
<td>Magnetic Resonance Imaging Technologists</td>
</tr>
<tr>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
<td>$45,543/yr</td>
<td>Electricians</td>
<td>$57,423/yr</td>
<td>Industrial Engineering Technologists and Technicians</td>
</tr>
<tr>
<td>First-Line Supervisors of Retail Sales Workers</td>
<td>$43,858/yr</td>
<td>Heating, Air Conditioning, and Refrigeration Mechanics and Installers</td>
<td>$49,409/yr</td>
<td>Surgical Technologists</td>
</tr>
<tr>
<td>Waiters and Waitresses</td>
<td>$25,523/yr</td>
<td>Machinists</td>
<td>$48,003/yr</td>
<td>Radiologic Technologists and Technicians</td>
</tr>
<tr>
<td>Stockers and Order Fillers</td>
<td>$30,099/yr</td>
<td>Industrial Machinery Mechanics</td>
<td>$52,667/yr</td>
<td>Veterinary Technologists and Technicians</td>
</tr>
<tr>
<td>Customer Service Representatives</td>
<td>$37,334/yr</td>
<td>Hairdressers, Hairstylists, and Cosmetologists</td>
<td>$29,742/yr</td>
<td>Electrical and Electronic Engineering Technologists and Technicians</td>
</tr>
<tr>
<td>Teaching Assistants, Except Postsecondary</td>
<td>$29,982/yr</td>
<td>Emergency Medical Technicians and Paramedics</td>
<td>$36,614/yr</td>
<td>Forest and Conservation Technicians</td>
</tr>
</tbody>
</table>

**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**

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

**Source:** DEED 2020-2030 Employment Outlook

---

**Figure 15. Regional Occupational Employment Projections, 2020-2030**

- From employment growth
- From exit openings
- $5,000
- $10,000
- $15,000

- Management Occupations
- Business and Financial
- Computer and Mathematical
- Architecture and Engineering
- Life, Physical, and Social Science
- Business, Management, Administrative, and Sales
- Personal Care and Service
- Healthcare Practitioners and Technicians
- Protective Service
- Food Preparation and Serving Workers
- Building and Grounds Cleaning and Sanitation Workers
- Other Occupations
- Arts, Design, Entertainment, and Media
- Legal

**Source:** DEED 2020-2030 Employment Outlook
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 5th fastest growing in the past year and the 3rd fastest growing since 2019, prior to the pandemic. From 2019 to 2021, employment in Rock Co. grew despite the pandemic recession.

### Table 15. Rock Co. Industry Employment Statistics, 2021

<table>
<thead>
<tr>
<th>Total, All Industries</th>
<th>Number of Jobs</th>
<th>Percent of Total Jobs</th>
<th>Average Annual Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, Fish &amp; Hunt</td>
<td>#/N/A</td>
<td>#/N/A</td>
<td>#/N/A</td>
</tr>
<tr>
<td>Mining</td>
<td>#/N/A</td>
<td>#/N/A</td>
<td>#/N/A</td>
</tr>
<tr>
<td>Construction</td>
<td>121</td>
<td>3.4%</td>
<td>$43,828</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>572</td>
<td>16.2%</td>
<td>$44,688</td>
</tr>
<tr>
<td>Utilities</td>
<td>#/N/A</td>
<td>#/N/A</td>
<td>#/N/A</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>219</td>
<td>6.2%</td>
<td>$62,345</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>354</td>
<td>10.0%</td>
<td>$29,249</td>
</tr>
<tr>
<td>Transportation &amp; Warehousing</td>
<td>#/N/A</td>
<td>#/N/A</td>
<td>#/N/A</td>
</tr>
<tr>
<td>Information</td>
<td>25</td>
<td>0.7%</td>
<td>$47,242</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>257</td>
<td>7.3%</td>
<td>$87,165</td>
</tr>
<tr>
<td>Real Estate &amp; Rental &amp; Leasing</td>
<td>27</td>
<td>0.8%</td>
<td>$33,920</td>
</tr>
<tr>
<td>Professional &amp; Technical Services</td>
<td>65</td>
<td>1.8%</td>
<td>$73,420</td>
</tr>
<tr>
<td>Management of Companies</td>
<td>#/N/A</td>
<td>#/N/A</td>
<td>#/N/A</td>
</tr>
<tr>
<td>Admin. Support &amp; Waste Mgmt. Svcs.</td>
<td>#/N/A</td>
<td>#/N/A</td>
<td>#/N/A</td>
</tr>
<tr>
<td>Educational Services</td>
<td>265</td>
<td>7.5%</td>
<td>$46,605</td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>831</td>
<td>23.6%</td>
<td>$41,619</td>
</tr>
<tr>
<td>Arts, Entertainment, &amp; Recreation</td>
<td>40</td>
<td>1.1%</td>
<td>$18,329</td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>172</td>
<td>4.9%</td>
<td>$14,084</td>
</tr>
<tr>
<td>Other Services</td>
<td>75</td>
<td>2.1%</td>
<td>$25,828</td>
</tr>
<tr>
<td>Public Administration</td>
<td>226</td>
<td>6.4%</td>
<td>$42,481</td>
</tr>
</tbody>
</table>

### Figure 2. Change in Jobs, 2020-2021

-20.0% | 0.0% | 20.0% | 40.0% | 60.0% | 80.0%

-6.9% | -4.4% | -3.8% | -10.1% | 11.1% | 10.3% | 6.2% | 5.2% | 72.3%

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