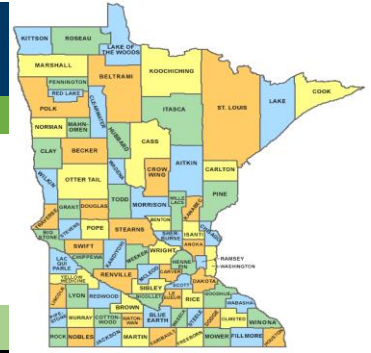


COUNTY PROFILE

Rock Co.

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



POPULATION CHARACTERISTICS

2025 population:	9,524 people	Median Age:	41.2 years
Population change, 2020-2025	-173 people -1.8% decline	state:	38.8 years

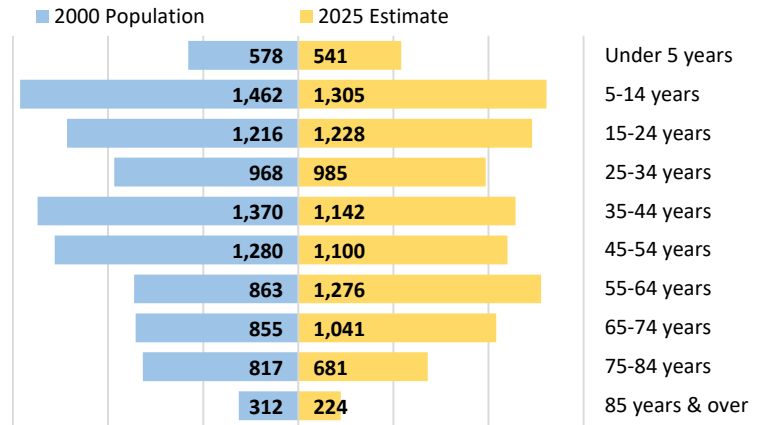
Rock Co. is the 70th largest of the 87 counties in the state. Its population decreased so far this decade, ranking as the 73rd fastest growing in the state from 2020 to 2025. Rock Co.'s population has an older median age than the state and a larger percentage of people aged 65 years and older. The population is aging, especially as the Baby Boom generation moves through the population pyramid (see Figure 1).

Table 1. Population by Age Group, 2025

	Number	Percent
Under 5 years	541	5.7%
5-14 years	1,305	13.7%
15-24 years	1,228	12.9%
25-34 years	985	10.3%
35-44 years	1,142	12.0%
45-54 years	1,100	11.5%
55-64 years	1,276	13.4%
65-74 years	1,041	10.9%
75-84 years	681	7.2%
85 years & over	224	2.3%
Total Population	9,524	100.0%

Source: Census 2025 Population Estimates, 2020-2024 ACS

Figure 1. Population Pyramid, 2000-2025



Rock Co. suffered a negative natural increase - more deaths than births from 2020 to 2025, 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, 2020-2025

	Total Population Change	April 1, 2020 to July 1, 2025					
		Natural Increase	Vital Events		Net Migration		
			Births	Deaths	Total	International	Domestic
Rock Co.	-180	-151	459	610	-29	30	-59
State of Minnesota	122,685	63,075	330,813	267,738	59,610	96,812	-37,202

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

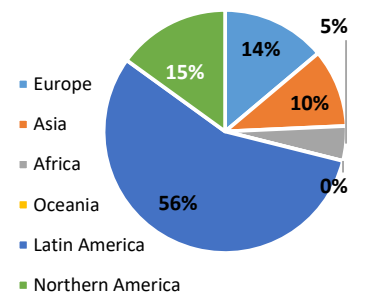
Compared to the state, Rock Co. has a smaller percentage of foreign-born residents. From 2014 to 2024, Rock Co. saw a decrease in the number of foreign-born residents, though it was slower than the statewide increase.

Table 3. Place of Birth for the Foreign Born Population, 2024

	Rock Co.		Change 2014-2024		Minnesota	
	Number	Percent	Number	Percent	Percent	Change
Foreign-born Population	173	1.8%	-13	-7.0%	8.7%	23.3%
Europe	24	13.9%	3	14.3%	8.7%	-3.6%
Asia	18	10.4%	-25	-58.1%	34.8%	12.8%
Africa	8	4.6%	1	14.3%	28.6%	73.9%
Oceania	0	0.0%	-2	-100.0%	0.4%	5.4%
Americas:	123	71.1%	10	8.8%	27.4%	12.8%
Latin America	97	56.1%	-5	-4.9%	25.0%	14.5%
Northern America	26	15.0%	15	136.4%	2.4%	-2.8%

Source: U.S. Census Bureau, 2020-2024 American Community Survey

Figure 2. Place of Birth for the Foreign Born Population, 2024



COUNTY PROFILE

Rock Co.

Rock Co.'s population was becoming more racially diverse over time. Since 2014, the white population declined, but the number of people of other races increased (see Table 4).

Figure 3. Population by Race, 2024

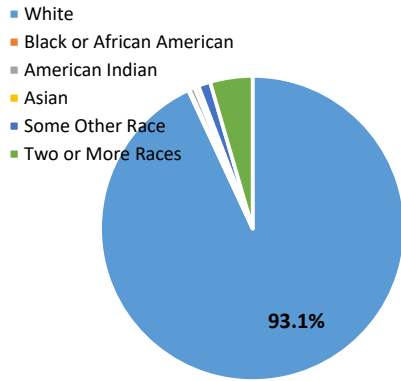


Table 4. Race and Hispanic Origin, 2024	Rock Co.			Minnesota	
	Number	Percent	Change from 2014-2024	Percent	Change from 2014-2024
Total	9,621	100.0%	0.4%	100.0%	6.6%
White	8,953	93.1%	-3.5%	77.1%	-3.5%
Black or African American	14	0.1%	-68.9%	7.0%	38.6%
American Indian or Alaska Native	55	0.6%	-48.1%	0.9%	-8.6%
Asian or Other Pac. Islanders	43	0.4%	-51.7%	5.2%	27.1%
Some Other Race	123	1.3%	485.7%	2.9%	107.8%
Two or More Races	433	4.5%	884.1%	7.0%	188.0%
Hispanic or Latino origin	384	4.0%	74.5%	6.4%	38.4%

Source: U.S. Census Bureau, 2020-2024 American Community Survey

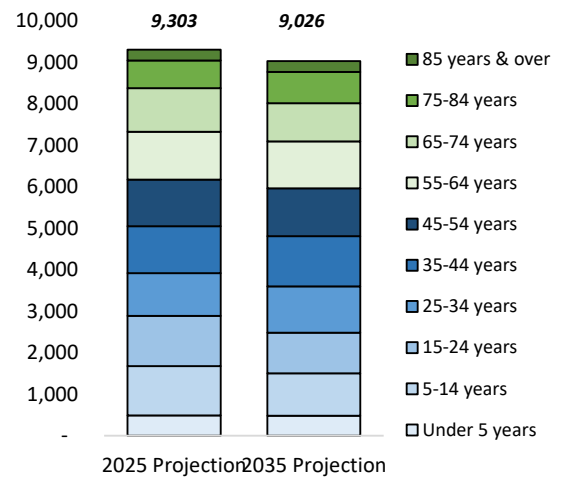
POPULATION PROJECTIONS

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

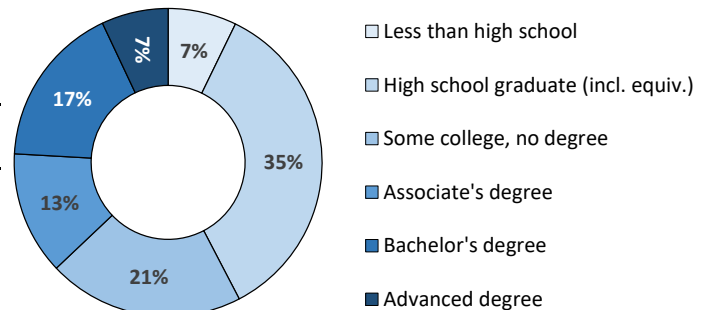


EDUCATIONAL ATTAINMENT

Rock Co. has a lower percentage of adults (18 years & over) with at least a high school diploma than the state (93.3%), 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:	92.8%
College-educated:	57.6%
state:	68.9%
Associate's Degree:	13.0%
Bachelor's Degree:	17.1%
Advanced Degree:	7.0%

Figure 5. Educational Attainment, 2024



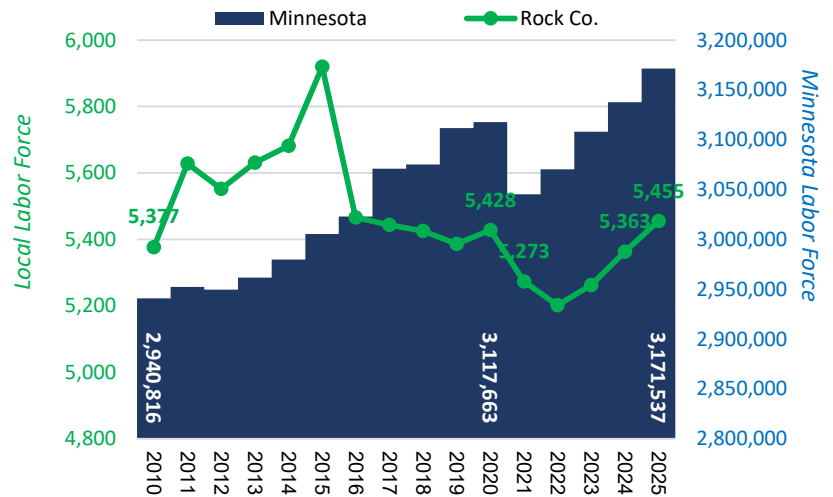
Source: U.S. Census Bureau, 2020-2024 American Community Survey

LABOR FORCE TRENDS

At 2.9%, Rock Co. had a lower unemployment rate than the state in 2025. Rock Co.'s unemployment rate declined compared to the 3.4% pandemic rate posted in 2020. The number of unemployed workers actively seeking work in Rock Co. increased over the past year, and is down compared to 2020.

5,455	available workers
Labor Force change, 2010-2025	78 workers 1.5% increase
2.9%	unemployment rate
3.9%	state
158	unemployed workers

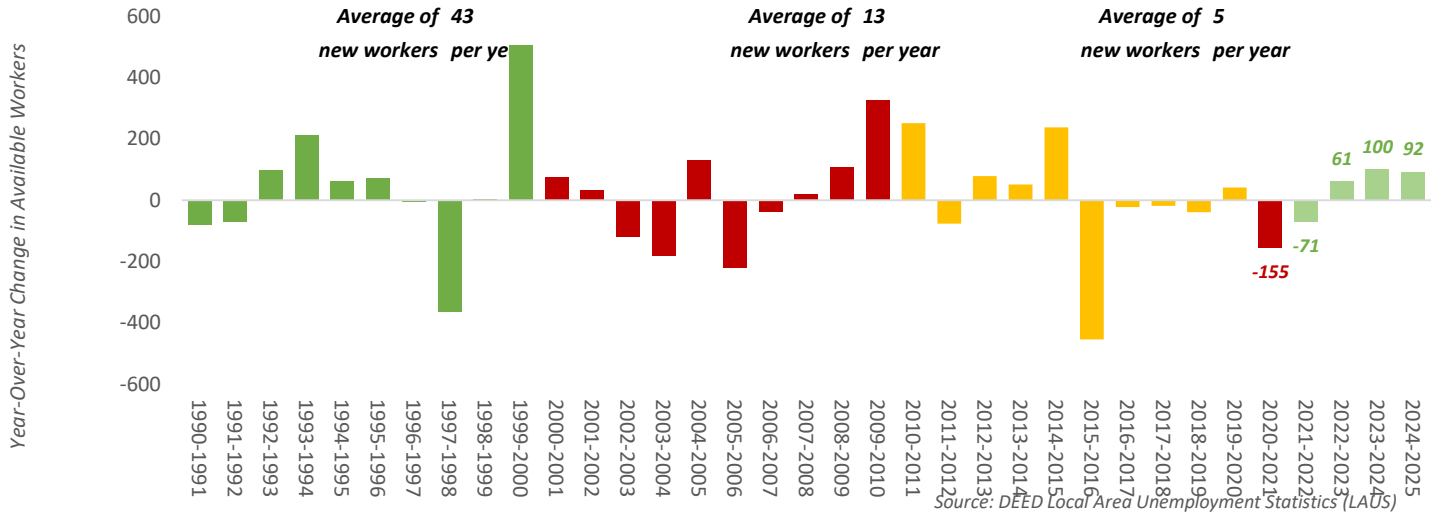
Figure 6. Annual Labor Force Estimates



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, 1990-2025



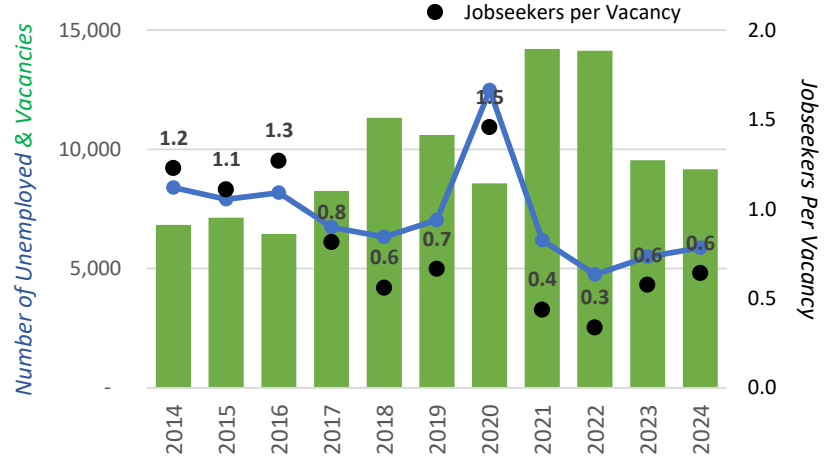
Source: DEED Local Area Unemployment Statistics (LAUS)

	Labor Force Projection	
	2025	2035
16 to 24 years	811	672
25 to 54 years	2,910	3,083
55 to 64 years	923	904
65 years & over	520	478
Total Labor Force	5,164	5,137

Source: Minnesota State Demographic Center, 2020-2024 ACS

The labor market had grown extremely tight in recent years, with less than 1 jobseeker per vacancy until the pandemic recession. In 2024, job vacancies in Southwest returned to pre-pandemic levels and the number of unemployed workers was trending upward, but employers were 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

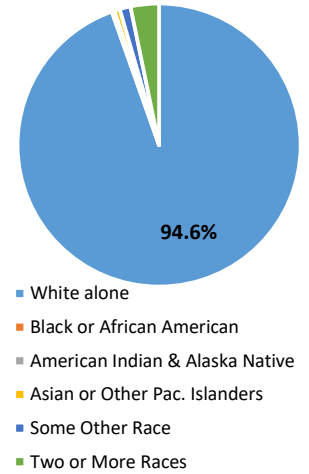
LABOR FORCE CHARACTERISTICS

Rock Co. had a higher labor force participation rate than the state. The labor force in Rock Co. is less racially diverse than the state (where 78.7% of workers are white alone), but is becoming more diverse over time.

Table 7. Employment Characteristics, 2024

	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	5,215	68.8%	2.6%	68.1%	4.1%	2,826	2,392
16 to 19 years	325	55.7%	3.7%	52.6%	10.3%	192	133
20 to 24 years	456	94.8%	0.2%	83.3%	6.6%	253	203
25 to 44 years	1,943	90.4%	0.8%	88.7%	3.7%	1,024	919
45 to 54 years	947	85.2%	7.6%	87.8%	3.0%	507	440
55 to 64 years	1,030	79.9%	3.1%	72.7%	3.2%	547	483
65 to 74 years	408	38.8%	0.5%	27.7%	3.6%	213	195
75 years & over	109	11.9%	1.8%	6.7%	3.2%	90	19
Employment Characteristics by Race & Hispanic Origin							
White alone	4,934	68.8%	2.7%	67.0%	3.5%		
Black or African American	8	80.0%	0.0%	70.8%	8.7%		
American Indian & Alaska Native	9	45.0%	0.0%	58.0%	10.8%		
Asian or Other Pac. Islanders	32	84.2%	0.0%	75.2%	3.5%		
Some Other Race	65	90.3%	7.7%	75.4%	5.8%		
Two or More Races	169	63.1%	0.0%	74.0%	5.7%		
Hispanic or Latino	195	77.4%	3.6%	76.6%	5.8%		
Employment Characteristics by Disability, 20 to 64 years							
With Any Disability, 20 to 64 years	239	62.7%	5.9%	56.1%	9.4%		
Employment Characteristics by Educational Attainment, 25 to 64 years							
Population, 25 to 64 years	3,921	86.2%	3.0%	84.5%	3.4%		
Less than H.S. Diploma	214	75.6%	6.0%	66.2%	4.9%		
H.S. Diploma or Equivalent	1,176	86.0%	1.6%	76.6%	2.5%		
Some College or Assoc. Degree	1,304	83.3%	2.5%	85.0%	3.7%		
Bachelor's Degree or Higher	1,226	92.0%	0.9%	90.5%	2.2%		

Figure 9. Labor Force by Race, 2024



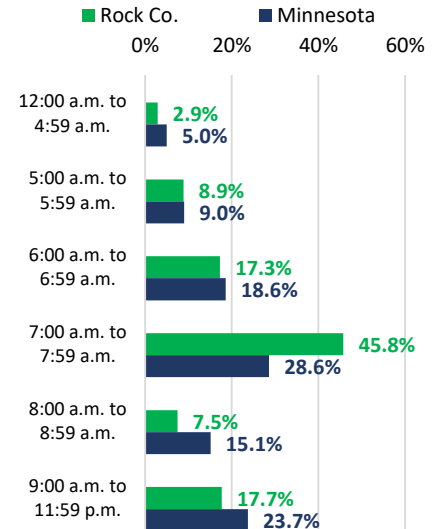
Source: 2020-2024 American Community Survey, 5-Year Estimates

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, 2024

	Rock Co.		Minnesota	
	Number	Percent	Number	Percent
Worked in state of residence	3,944	78.7%	2,875,211	97.8%
Worked in county of residence	3,347	66.8%	2,013,824	68.5%
Worked out of county of residence	596	11.9%	864,327	29.4%
Worked outside state of residence	1,067	21.3%	64,678	2.2%
MEANS OF TRANSPORTATION TO WORK				
Car, truck, or van	4,244	84.7%	2,246,075	76.4%
Public transportation (excl. taxicab)	5	0.1%	52,918	1.8%
Other method (walk, bike, taxi, etc.)	170	3.4%	123,475	4.2%
Worked at home	596	11.9%	517,420	17.6%
TRAVEL TIME TO WORK				
Less than 10 minutes	1,994	39.8%	490,961	16.7%
10 to 19 minutes	872	17.4%	943,704	32.1%
20 to 29 minutes	661	13.2%	658,535	22.4%
30 to 44 minutes	1,062	21.2%	538,000	18.3%
45 to 59 minutes	220	4.4%	164,634	5.6%
60 or more minutes	200	4.0%	144,055	4.9%
Mean travel time to work (minutes)	19.6 minutes		22.7 minutes	

Figure 10. Time Leaving Home to go to Work, 2024



Source: 2020-2024 American Community Survey, 5-Year Estimates

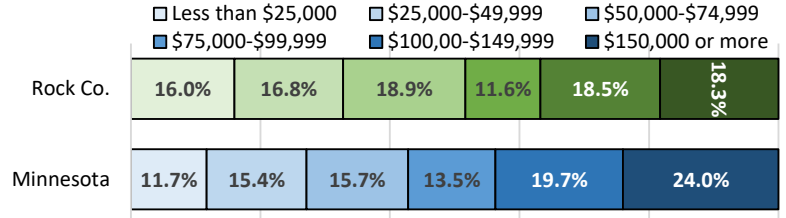
INCOMES, COST OF LIVING, & HOUSING

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 62nd highest median household income of the 87 counties in the state.

Median Household Income	\$71,295
state	\$89,062
Median Family Income	\$100,605
state	\$113,993
Per Capita Income	\$38,826
state	\$48,237

Source: 2020-2024 American Community Survey

Figure 11. Household Incomes, 2024



Source: 2020-2024 American Community Survey 5-Year Estimates

The cost of living has increased in recent years with expenses up in many areas. Rock Co. had a lower cost of living than the state, with a required hourly wage of \$14.35 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of \$19.06 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.	\$29,847	\$14.35	\$0	\$444	\$183	\$725	\$577	\$258	\$300
State of Minnesota	\$38,376	\$18.45	\$0	\$452	\$202	\$1,199	\$561	\$365	\$419

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.	\$59,453	\$19.06	\$278	\$1,009	\$639	\$964	\$1,071	\$436	\$557
State of Minnesota	\$74,616	\$23.92	\$558	\$1,028	\$697	\$1,498	\$1,026	\$558	\$853

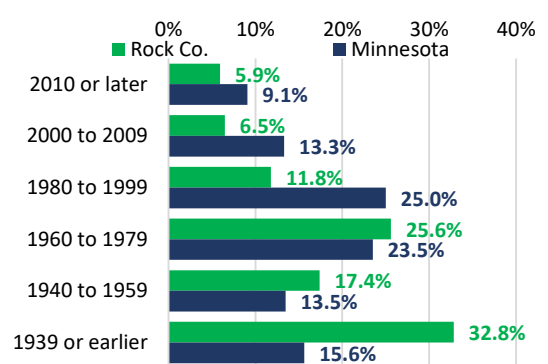
Source: DEED Cost of Living tool

Rock Co. had a lower median house value than the state, having the 47th highest value of the 87 counties in 2024. 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, 2024	Rock Co.		Minnesota
	Total	Percent	Percent
Total	3,089	100.0%	100.0%
Less than \$50,000	160	5.2%	4.0%
\$50,000 to \$99,999	300	9.7%	3.7%
\$100,000 to \$149,999	402	13.0%	5.2%
\$150,000 to \$199,999	482	15.6%	8.1%
\$200,000 to \$299,999	830	26.9%	22.6%
\$300,000 to \$499,999	660	21.4%	36.9%
\$500,000 or more	255	8.3%	19.6%
Median (dollars)	\$224,300		\$329,300

Source: 2020-2024 American Community Survey, 5-Year Estimates

Figure 12. Year Structure Built, 2024



Median monthly owner costs, owner-occupied units with a mortgage	\$1,497
state	\$1,947

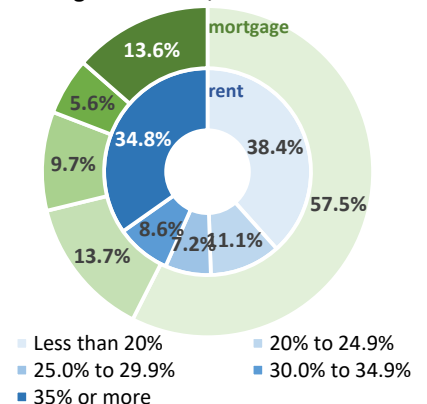
Percentage of households with a mortgage spending 30% or more of their income on housing costs	19.1%
state	23.2%

Median monthly rent costs	\$698
state	\$1,280

Percentage of renters spending 30% or more of their household income on rent	43.4%
state	48.1%

Source: 2020-2024 American Community Survey, 5-Year Estimates

Figure 13. Housing Costs as a Percentage of Income, 2024



OCCUPATIONS

At \$22.79 in 2025, 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

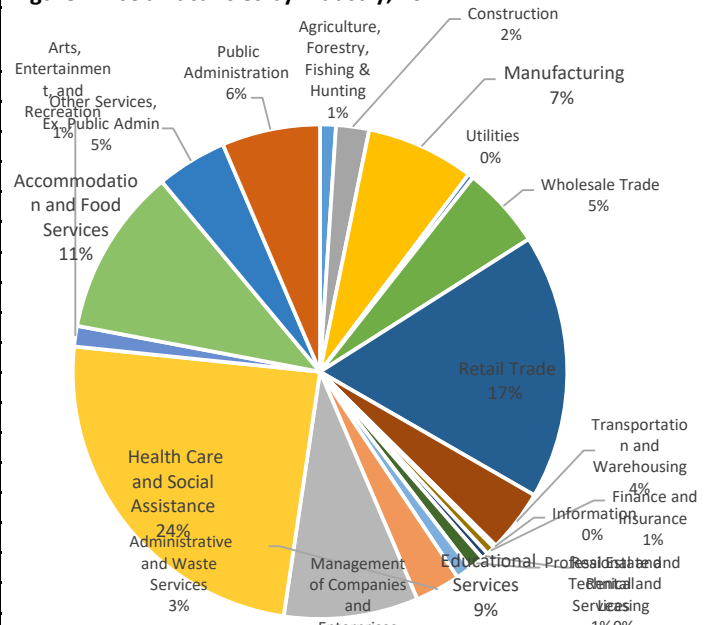
JOB VACANCY SURVEY

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

High School or Less	Vocational Training	Associate Degree	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

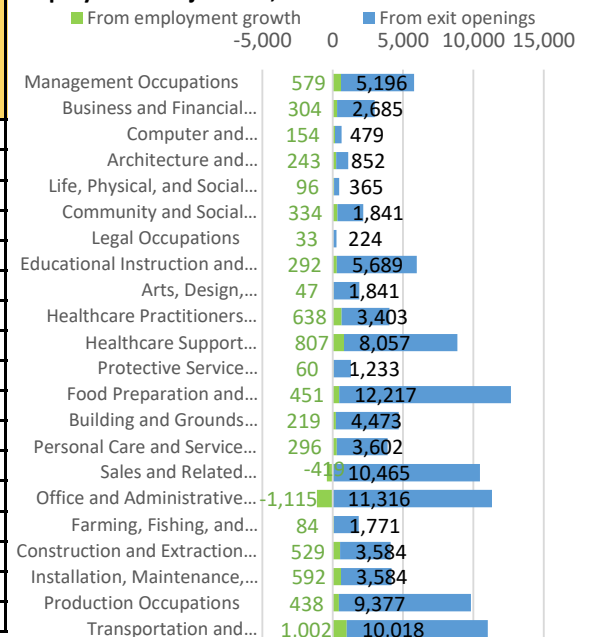
Rock Co. is a part of the Southwest planning region, which is projected to see a 2.8% increase in employment levels over the next decade. In addition to new jobs created, there will be a much larger number of exit openings (see Figure 15).

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

After gaining jobs over the past year, Rock Co. had the 69th largest economy of the 87 counties in the state. Rock Co. was the 2nd fastest growing in the past year and the 4th fastest growing since 2020. From 2020 to 2025, employment in Rock Co. has grown since the pandemic recession.

328 business establishments

\$55,744 annual average wage

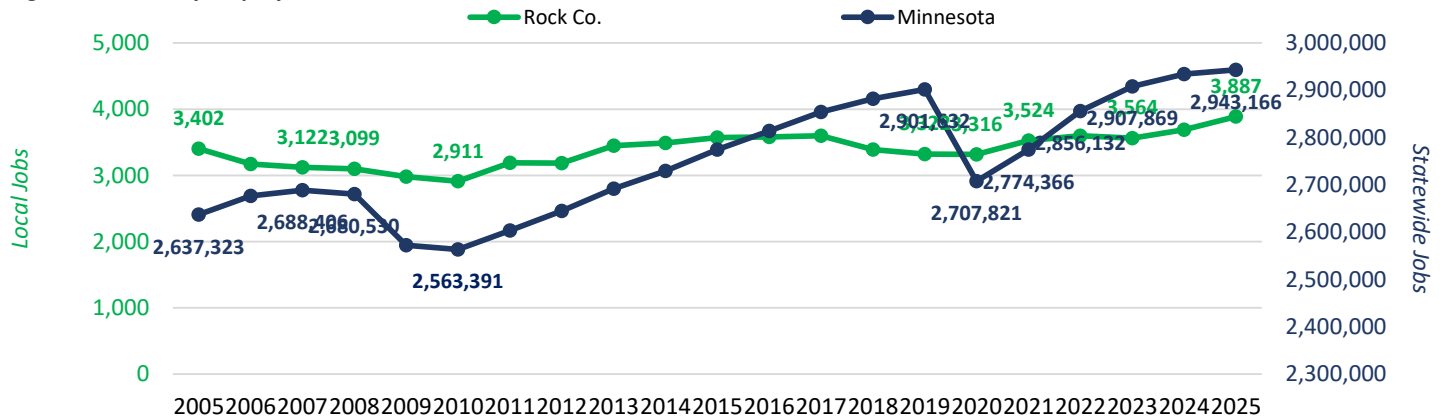
3,887 jobs

\$216,673,403 total industry payroll

Job change,
2020-2025
571 jobs
17.2% increase

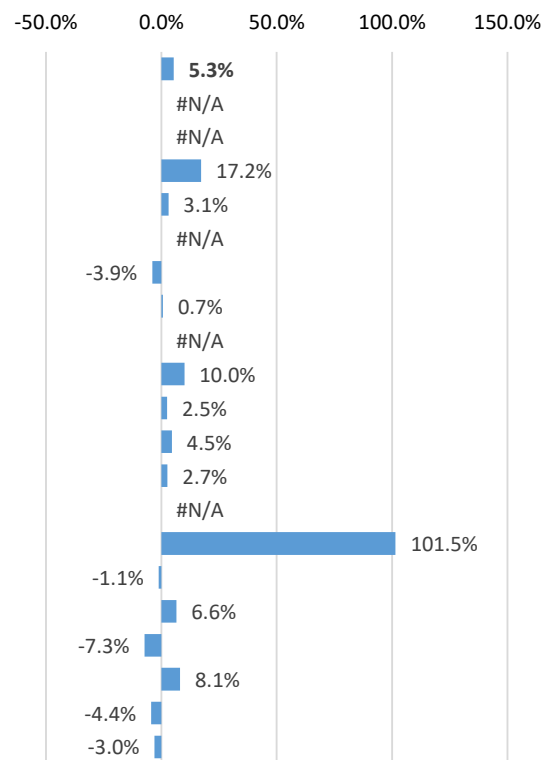
Figure 16. Industry Employment Statistics, 2005-2025

Source: DEED QCEW program



	Number of Jobs	Percent of Total Jobs	Average Annual Wage
Total, All Industries	3,887	100.0%	\$55,744
Agriculture, Forestry, Fishing & Hunting	#N/A	#N/A	#N/A
Mining	#N/A	#N/A	#N/A
Construction	157	4.0%	\$52,676
Manufacturing	664	17.1%	\$54,236
Utilities	#N/A	#N/A	#N/A
Wholesale Trade	196	5.0%	\$73,632
Retail Trade	412	10.6%	\$31,980
Transportation & Warehousing	#N/A	#N/A	#N/A
Information	22	0.6%	\$50,024
Finance & Insurance	245	6.3%	\$126,360
Real Estate & Rental & Leasing	23	0.6%	\$44,772
Professional & Technical Services	64	1.6%	\$80,444
Management of Companies	#N/A	#N/A	#N/A
Admin. Support & Waste Mgmt. Services	135	3.5%	\$71,708
Educational Services	263	6.8%	\$53,768
Health Care & Social Assistance	796	20.5%	\$55,744
Arts, Entertainment, & Recreation	38	1.0%	\$27,560
Accommodation & Food Services	239	6.1%	\$13,936
Other Services	86	2.2%	\$27,612
Public Administration	227	5.8%	\$51,636

Figure 17. Change in Jobs, 2024-2025



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

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

Luke Greiner | Regional Analyst, Central & Southwest
 CareerForce St. Cloud | 1542 Northway Dr. Door 2 | St. Cloud MN 56303
 Office: 320-223-6992 | E-mail: luke.greiner@state.mn.us
 web: www.mn.gov/deed/data/regional-lmi/

Data updated: May 15, 2026