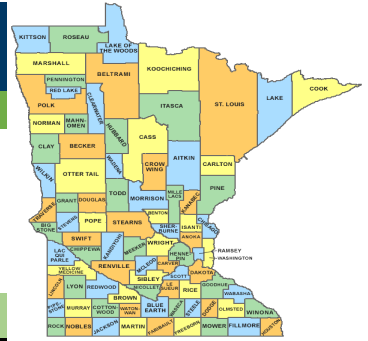


COUNTY PROFILE

Rock Co.

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



POPULATION CHARACTERISTICS

| | |
|------------------------------|------------------------------|
| 2023 population: | 9,551 people |
| Population change, 2020-2023 | -153 people -1.6% decline |

| | |
|-------------|-------------------|
| Median Age: | 40.9 years |
| state: | 38.5 years |

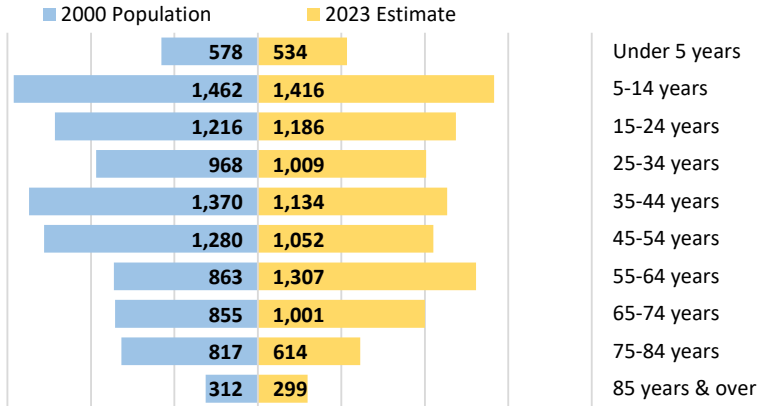
Rock Co. is the 69th largest of the 87 counties in the state. Its population decreased so far this decade, ranking as the 68th fastest growing in the state from 2020 to 2023. Rock Co.'s population has an older median age than the state and a larger percentage of people aged 65 years and older. The population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

Table 1. Population by Age Group, 2023

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

Source: Census 2023 Population Estimates, 2018-2022 ACS

Figure 1. Population Pyramid, 2000-2023



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

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

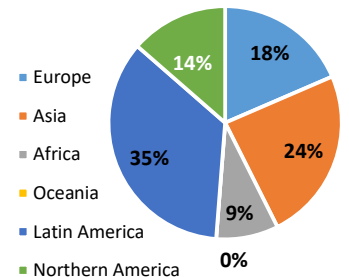
Compared to the state, Rock Co. has a smaller percentage of foreign-born residents. From 2010 to 2022, Rock Co. saw an increase in the number of foreign-born residents, which was faster than the statewide increase.

Table 3. Place of Birth for the Foreign Born Population, 2022

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

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

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



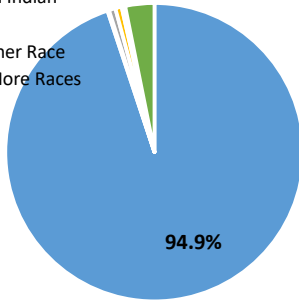
COUNTY PROFILE

Rock Co.

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

Figure 3. Population by Race, 2022

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



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

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

POPULATION PROJECTIONS

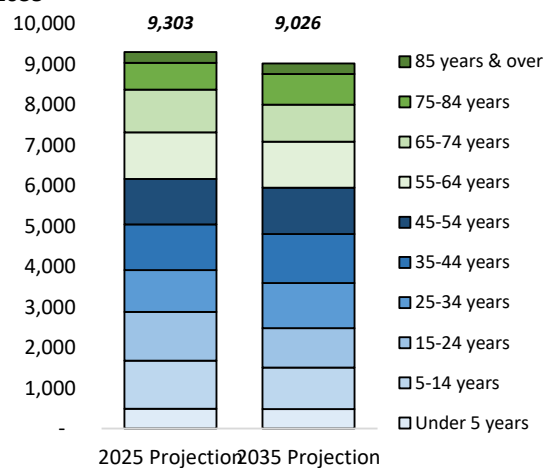
According to the Minnesota State Demographic Center, Rock Co.'s population is expected to decline from 2025 to 2035, with a rate of change that is slower than the projected statewide growth rate (4.5%). Despite the decline, the number of people aged 65 years and older is expected to decrease over the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

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

| Rock Co. | 2025 Projection | 2035 Projection | Numeric Change | Percent Change |
|-------------------------|-----------------|-----------------|----------------|----------------|
| Under 5 years | 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 higher percentage of adults (18 years & over) with at least a high school diploma than the state (93.0%), and a lower percentage of people with at least some college experience. Rock Co. also has a higher percentage of people with an Associate's degree and a lower percentage of people with a Bachelor's degree or higher.

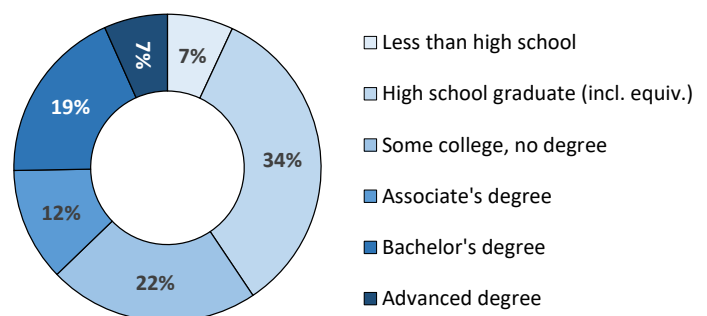
Percentage of the adult population (18 years & over) with at least a high school diploma:

93.1%

College-educated: 59.4%
state: 68.5%

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

Figure 5. Educational Attainment, 2022



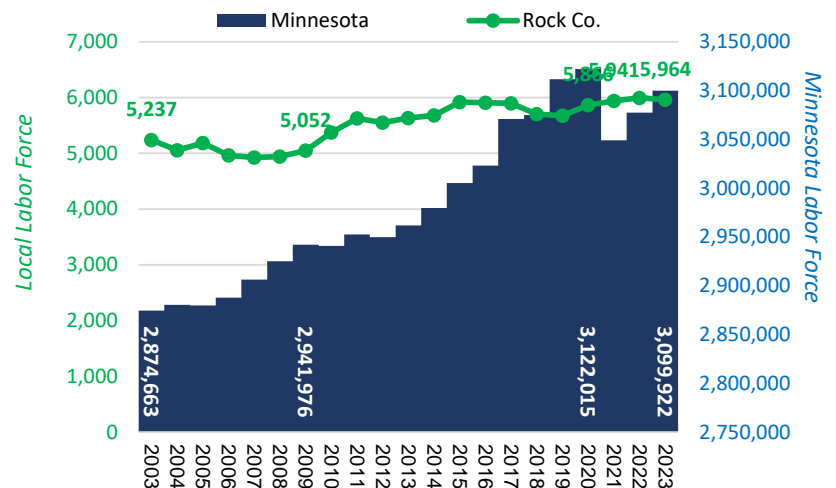
Source: U.S. Census Bureau, 2018-2022 American Community Survey

LABOR FORCE TRENDS

At 1.8%, 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.

| | |
|--------------------------------|---------------------------------|
| 5,964 available workers | |
| Labor Force change, 2008-2023 | 1,019 workers 20.6% increase |
| 1.8% unemployment rate | 2.8% state |
| 107 unemployed workers | |

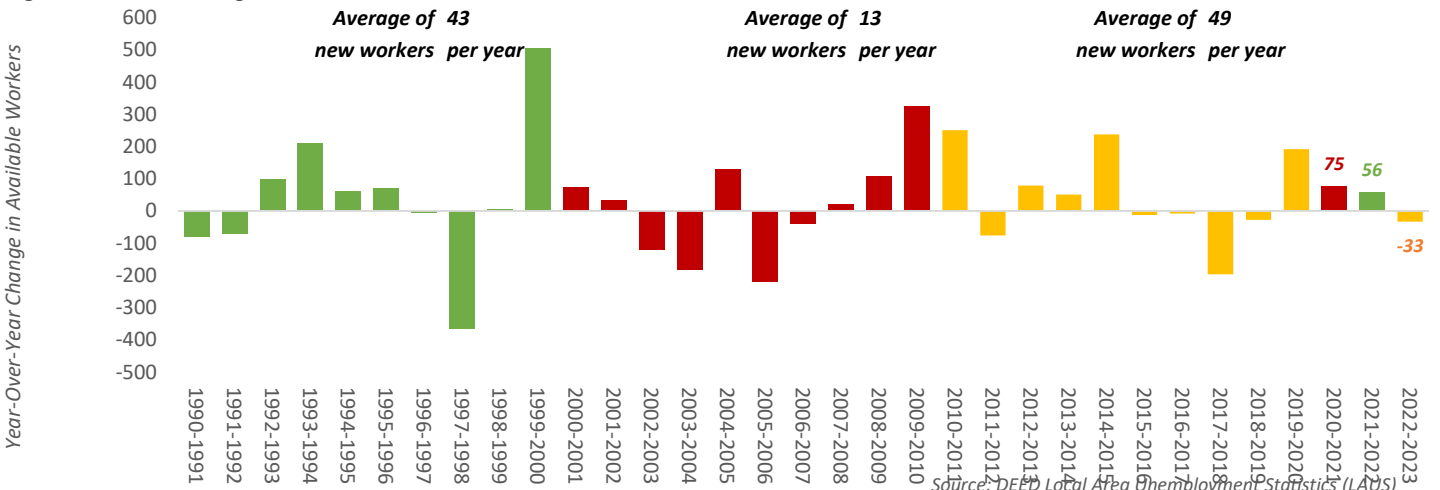
Figure 6. Annual Labor Force Estimates



Source: DEED Local Area Unemployment Statistics

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

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



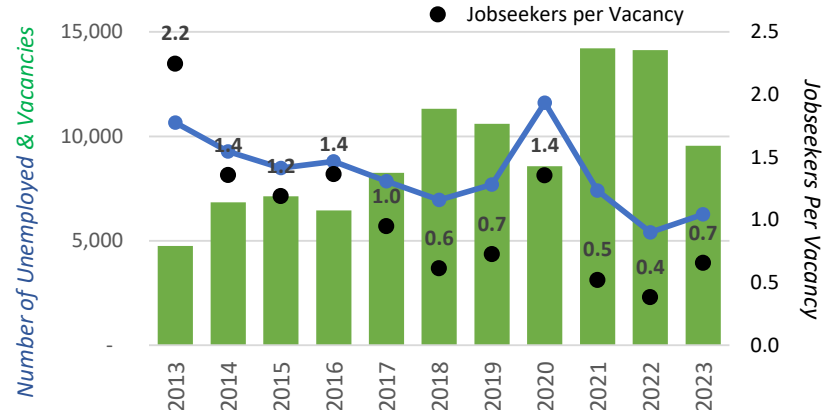
Source: DEED Local Area Unemployment Statistics (LAUS)

| Table 6. Labor Force Projections, 2025-2035 | Labor Force Projection | |
|---|------------------------|--------------|
| | 2025 | 2035 |
| 16 to 24 years | 839 | 693 |
| 25 to 54 years | 2,905 | 3,076 |
| 55 to 64 years | 888 | 870 |
| 65 years & over | 474 | 428 |
| Total Labor Force | 5,105 | 5,067 |

Source: Minnesota State Demographic Center, 2018-2022 ACS

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

Figure 8. Jobseekers Per Vacancy, 2013-2023



Source: DEED Job Vacancy Survey, LAUS program

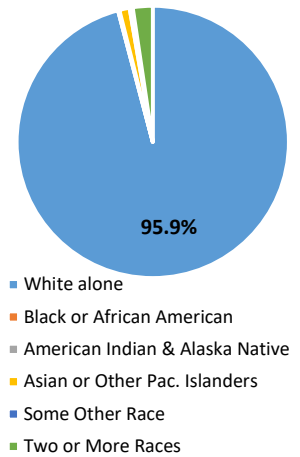
LABOR FORCE CHARACTERISTICS

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

Table 7. Employment Characteristics, 2022

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

Figure 9. Labor Force by Race, 2022



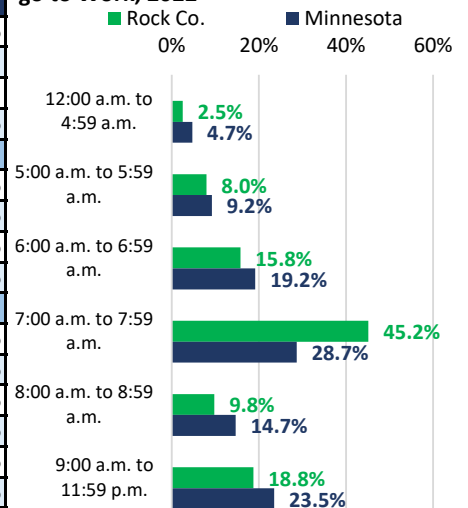
Source: 2018-2022 American Community Survey, 5-Year Estimates

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

Table 8. Commuting Characteristics, 2022

| | Rock Co. | | Minnesota | |
|---|---------------------|---------|---------------------|---------|
| | Number | Percent | Number | Percent |
| Worked in state of residence | 3,676 | 74.8% | 2,867,086 | 97.7% |
| Worked in county of residence | 3,155 | 64.2% | 1,957,366 | 66.7% |
| Worked out of county of residence | 526 | 10.7% | 909,720 | 31.0% |
| Worked outside state of residence | 1,238 | 25.2% | 67,495 | 2.3% |
| MEANS OF TRANSPORTATION TO WORK | | | | |
| Car, truck, or van | 4,211 | 85.7% | 2,338,861 | 79.7% |
| Public transportation (excl. taxicab) | 0 | 0.0% | 73,365 | 2.5% |
| Other method (walk, bike, taxi, etc.) | 206 | 4.2% | 120,318 | 4.1% |
| Worked at home | 496 | 10.1% | 399,103 | 13.6% |
| TRAVEL TIME TO WORK | | | | |
| Less than 10 minutes | 1,966 | 40.0% | 475,402 | 16.2% |
| 10 to 19 minutes | 860 | 17.5% | 906,786 | 30.9% |
| 20 to 29 minutes | 644 | 13.1% | 651,477 | 22.2% |
| 30 to 44 minutes | 1,115 | 22.7% | 563,440 | 19.2% |
| 45 to 59 minutes | 256 | 5.2% | 181,944 | 6.2% |
| 60 or more minutes | 69 | 1.4% | 155,533 | 5.3% |
| Mean travel time to work (minutes) | 18.1 minutes | | 23.3 minutes | |

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



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

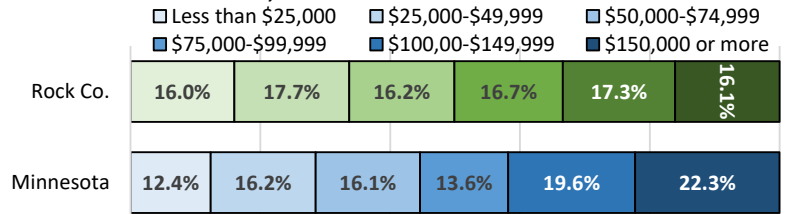
INCOMES, COST OF LIVING, & HOUSING

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

| | |
|--------------------------------|-----------------|
| Median Household Income | \$75,060 |
| state | \$84,313 |
| Median Family Income | \$94,484 |
| state | \$107,072 |
| Per Capita Income | \$38,472 |
| state | \$44,947 |

Source: 2018-2022 American Community Survey

Figure 11. Household Incomes, 2022



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

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

Table 9. Basic Needs Cost of Living Estimates, 2023

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

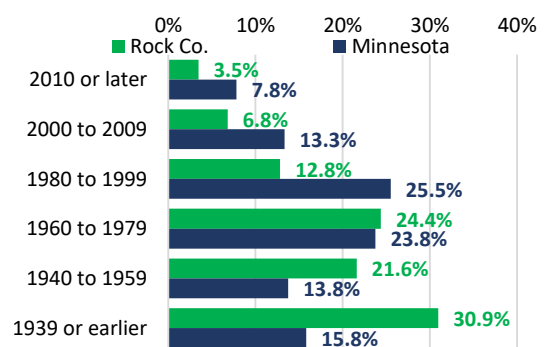
Source: DEED Cost of Living tool

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

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

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

Figure 12. Year Structure Built, 2022



Median monthly owner costs, owner-occupied units with a mortgage **\$1,372**

state \$1,818

Percentage of households with a mortgage spending 30% or more of their income on housing costs **16.9%**

state 22.0%

Median monthly rent costs **\$788**

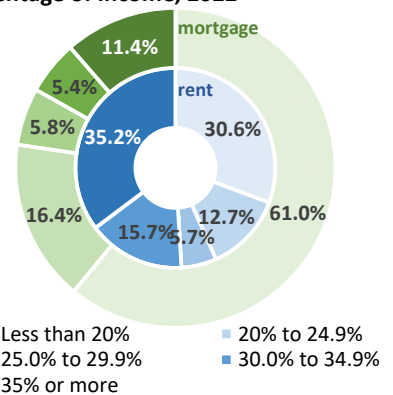
state \$1,178

Percentage of renters spending 30% or more of their household income on rent **51.0%**

state 46.7%

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

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



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 |
| Total, All Occupations | \$22.81 | 52,080 | 100.0% | 1.0 | \$25.22 | 2,881,100 | 100.0% |
| 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

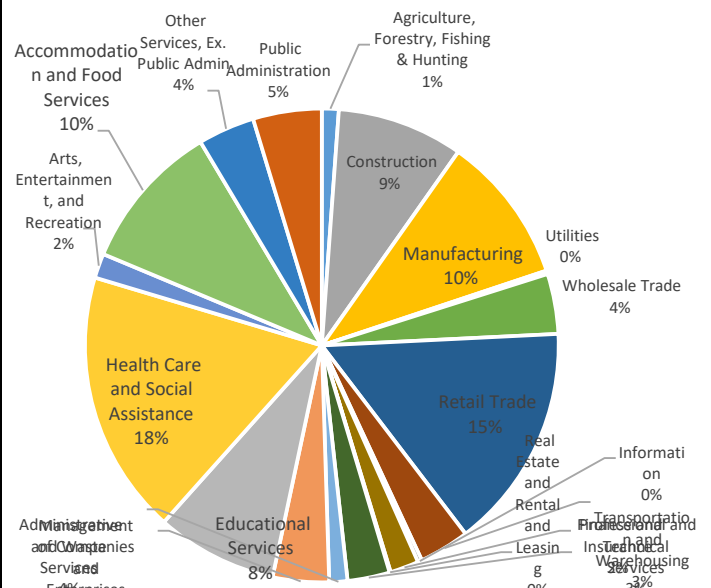
JOB VACANCY SURVEY

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 |
|--------------------------------------|---------------------|----------------|
| Total, All Occupations | 9,546 | \$19.74 |
| 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

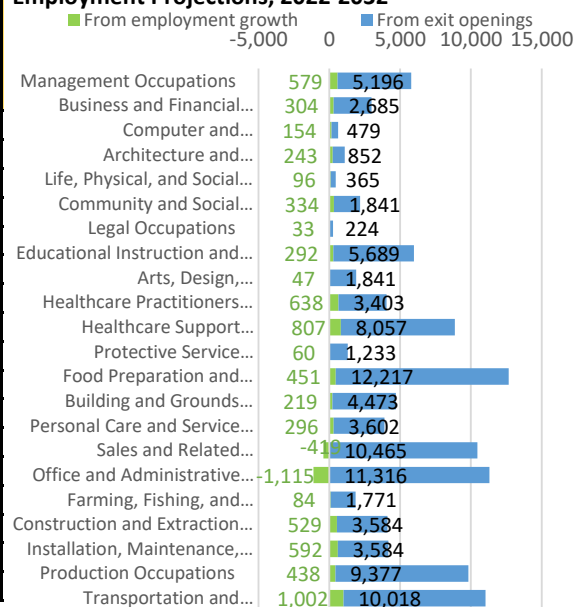
Rock Co. is a part of the Southwest planning region, which is projected to see a 2.8% increase in employment levels over the next decade. In addition to new jobs created, there will be a much larger number of exit openings (see Figure 15).

Table 14. Regional Industry Employment Projections, 2022-2032

| | Estimated Employment 2022 | Projected Employment 2032 | Percent Change 2022-2032 |
|--|---------------------------|---------------------------|--------------------------|
| Southwest Planning Region | | | |
| 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 losing jobs over the past year, Rock Co. had the 72nd largest economy of the 87 counties in the state. Rock Co. was the 81st fastest growing in the past year and the 3rd fastest growing since 2019. From 2019 to 2023, employment in Rock Co. grew despite the pandemic recession.

325 business establishments

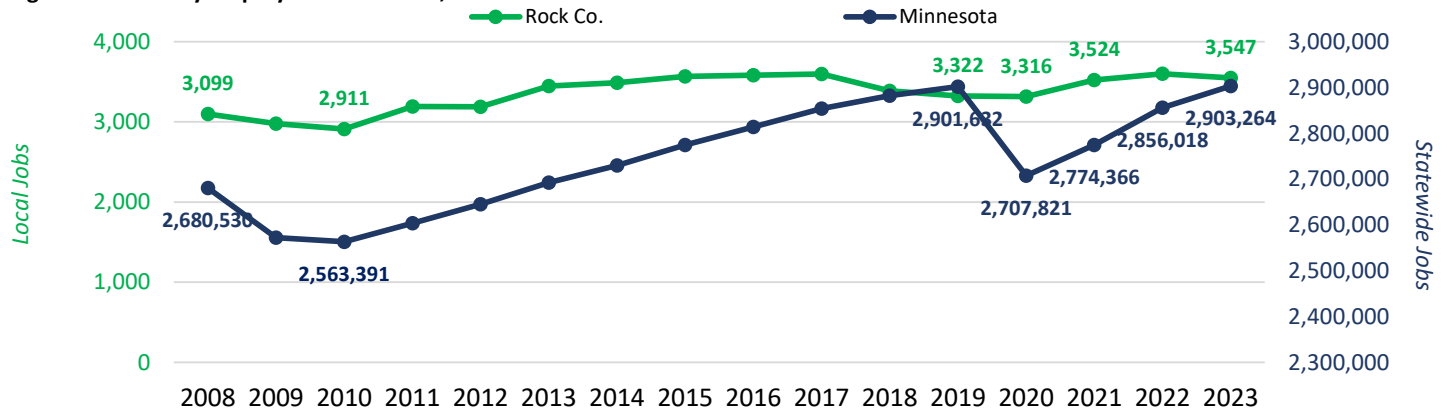
\$51,777 annual average wage

3,547 jobs

\$183,653,417 total industry payroll

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

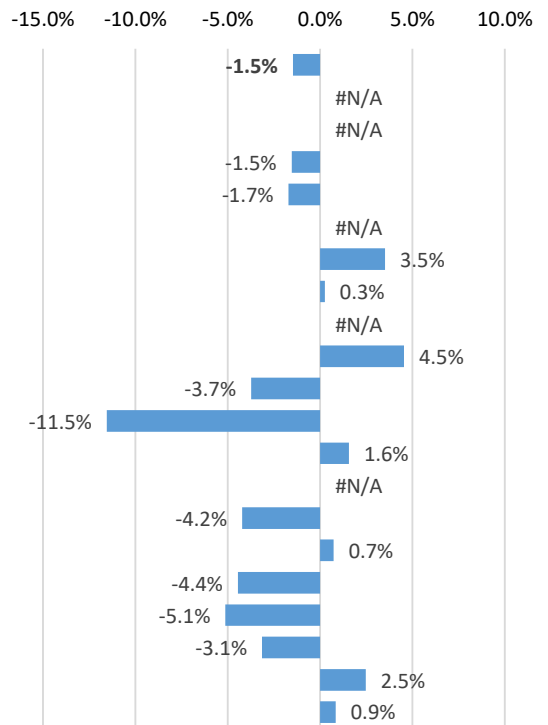
Figure 16. Industry Employment Statistics, 2008-2023



Source: DEED QCEW program

| Table 15. Rock Co. Industry Employment Statistics, 2023 | Number of Jobs | Percent of Total Jobs | Average Annual Wage |
|---|----------------|-----------------------|---------------------|
| Total, All Industries | 3,547 | 100.0% | \$51,777 |
| 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:

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: October 21, 2024