

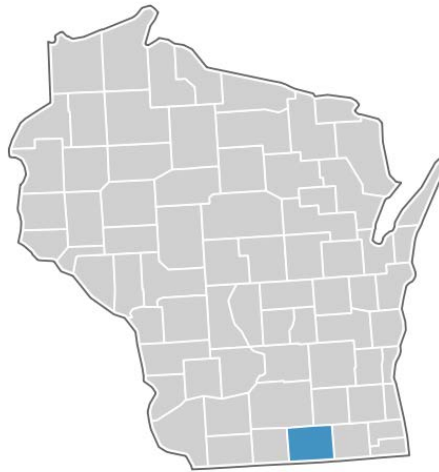
Capital Area Regional Planning Commission



210 Martin Luther King Jr. Blvd.
Madison, Wisconsin 53703

Economy Overview

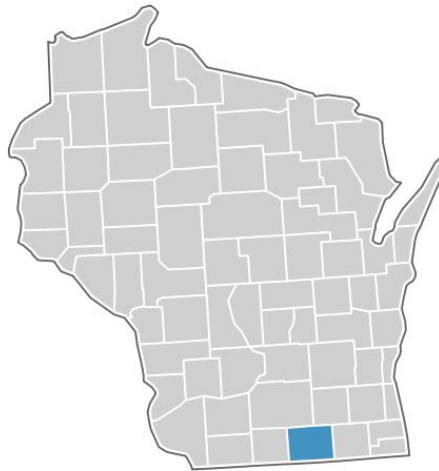
Rock County



Report Info

Dataset Version	2013.2 Class of Worker
Class of Worker Categories	QCEW Employees + Non-QCEW Employees + Self-Employed
Timeframe	2005 - 2012
Dataset Category	EMSI Complete
Region Name	Rock County
Counties	Rock, WI (55105)



















Rock County



Population (2013)	160,855
Jobs (2013)	67,796
Average Earnings (2013)	\$45,865
Unemployed (3/2013)	7,758
Completions (2011)	1,435
GRP (2012)	\$5,228,591,717
Exports (2012)	\$7,496,004,762
Imports (2012)	\$8,580,855,691






















Rock County | Population

160,855 2013 Population 2.8% of State	0.1% Population Growth for the Last 5 Years State Growth 2.3%
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Age Group	2013 Population	% of Population	
Under 5 years	10,238	6.4%	
5 to 9 years	10,779	6.7%	
10 to 14 years	11,378	7.1%	
15 to 19 years	10,860	6.8%	
20 to 24 years	9,619	6.0%	
25 to 29 years	10,102	6.3%	
30 to 34 years	10,459	6.5%	
35 to 39 years	9,816	6.1%	
40 to 44 years	10,422	6.5%	
45 to 49 years	11,422	7.1%	
50 to 54 years	11,869	7.4%	
55 to 59 years	11,249	7.0%	
60 to 64 years	9,626	6.0%	
65 to 69 years	7,091	4.4%	
70 to 74 years	5,375	3.3%	
75 to 79 years	4,151	2.6%	
80 to 84 years	3,216	2.0%	
85 years and over	3,183	2.0%	

Rock County | Jobs by Industry

67,796 Total Jobs (2013)	49.6% Male (National: 51.1%)	50.4% Female (National: 48.9%)
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NAICS	Industry	2013 Jobs	
11	Agriculture, Forestry, Fishing and Hunting	887	
21	Mining, Quarrying, and Oil and Gas Extraction	108	
22	Utilities	260	
23	Construction	3,258	
31	Manufacturing	8,930	
42	Wholesale Trade	3,960	
44	Retail Trade	8,162	
48	Transportation and Warehousing	2,918	
51	Information	1,126	
52	Finance and Insurance	1,577	
53	Real Estate and Rental and Leasing	418	
54	Professional, Scientific, and Technical Services	1,628	
55	Management of Companies and Enterprises	827	
56	Administrative and Support and Waste Management and Remediation Services	2,954	
61	Educational Services (Private)	1,807	
62	Health Care and Social Assistance	10,403	
71	Arts, Entertainment, and Recreation	910	
72	Accommodation and Food Services	5,925	
81	Other Services (except Public Administration)	2,827	
90	Government	8,908	
99	Unclassified Industry	0	

Rock County | Average Earnings by Industry

\$45,865 Avg. Earnings (2013) 81% of Nation Avg.	\$56,785 Male Avg. Earnings (2013) 83% of Nation Avg.	\$35,125 Female Avg. Earnings (2013) 79% of Nation Avg.
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NAICS	Industry	Avg. Earnings (2013)	
11	Agriculture, Forestry, Fishing and Hunting	\$29,006	
21	Mining, Quarrying, and Oil and Gas Extraction	\$91,131	
22	Utilities	\$102,771	
23	Construction	\$49,217	
31	Manufacturing	\$65,556	
42	Wholesale Trade	\$56,293	
44	Retail Trade	\$28,024	
48	Transportation and Warehousing	\$60,353	
51	Information	\$42,783	
52	Finance and Insurance	\$54,937	
53	Real Estate and Rental and Leasing	\$40,106	
54	Professional, Scientific, and Technical Services	\$52,078	
55	Management of Companies and Enterprises	\$129,378	
56	Administrative and Support and Waste Management and Remediation Services	\$23,399	
61	Educational Services (Private)	\$26,428	
62	Health Care and Social Assistance	\$55,561	
71	Arts, Entertainment, and Recreation	\$17,793	
72	Accommodation and Food Services	\$13,620	
81	Other Services (except Public Administration)	\$19,451	
90	Government	\$54,263	
99	Unclassified Industry		

Rock County | Unemployment by Industry

7,758

Total Unemployment (3/2013)






















NAICS	Industry	Unemployed (3/2013)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	31	0%	
21	Mining, Quarrying, and Oil and Gas Extraction	62	1%	■
22	Utilities	22	0%	
23	Construction	1,273	16%	■
31	Manufacturing	1,008	13%	■
42	Wholesale Trade	202	3%	■
44	Retail Trade	1,015	13%	■
48	Transportation and Warehousing	306	4%	■
51	Information	55	1%	■
52	Finance and Insurance	87	1%	■
53	Real Estate and Rental and Leasing	31	0%	
54	Professional, Scientific, and Technical Services	86	1%	■
55	Management of Companies and Enterprises	5	0%	
56	Administrative and Support and Waste Management and Remediation Services	499	6%	■
61	Educational Services (Private)	53	1%	■
62	Health Care and Social Assistance	494	6%	■
71	Arts, Entertainment, and Recreation	166	2%	■
72	Accommodation and Food Services	689	9%	■
81	Other Services (except Public Administration)	190	2%	■
90	Government	443	6%	■
99	No Previous Work Experience/Unspecified	1,041	13%	■

Rock County | Top Program Completions

CIP	Program	Completions (2011)	
51	Health professions and related programs	546	
43	Homeland security, law enforcement, firefighting and related protective services	125	
45	Social sciences	120	
52	Business, management, marketing, and related support services	108	
15	Engineering technologies and engineering-related fields	54	
12	Personal and culinary services	48	
16	Foreign languages, literatures, and linguistics	43	
47	Mechanic and repair technologies/technicians	43	
13	Education	43	
30	Multi/interdisciplinary studies	35	

Rock County | Gross Regional Product (GRP)

\$3,136,681,049	\$1,485,283,565	\$386,356,390	\$5,008,321,005
Earnings (2011)	Property Income (2011)	Taxes on Production (2011)	Total GRP (2011)





















NAICS	Industry	GRP (2011)	% of Total	
11	Agriculture, Forestry, Fishing and Hunting	\$68,077,320	1%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$28,272,691	1%	
22	Utilities	\$122,253,657	2%	
23	Construction	\$178,109,322	4%	
31	Manufacturing	\$984,717,773	20%	
42	Wholesale Trade	\$358,936,793	7%	
44	Retail Trade	\$469,006,510	9%	
48	Transportation and Warehousing	\$189,298,768	4%	
51	Information	\$113,089,449	2%	
52	Finance and Insurance	\$215,047,478	4%	
53	Real Estate and Rental and Leasing	\$171,081,494	3%	
54	Professional, Scientific, and Technical Services	\$124,976,224	2%	
55	Management of Companies and Enterprises	\$111,557,668	2%	
56	Administrative and Support and Waste Management and Remediation Services	\$86,256,268	2%	
61	Educational Services (Private)	\$54,641,617	1%	
62	Health Care and Social Assistance	\$582,626,355	12%	
71	Arts, Entertainment, and Recreation	\$29,034,247	1%	
72	Accommodation and Food Services	\$121,803,385	2%	
81	Other Services (except Public Administration)	\$83,331,064	2%	
90	Government	\$531,287,002	11%	
	Other non-industries	\$384,915,919	8%	

Rock County | Region Exports

\$7,161,996,306.78




















Exports (2011)

74% of Supply

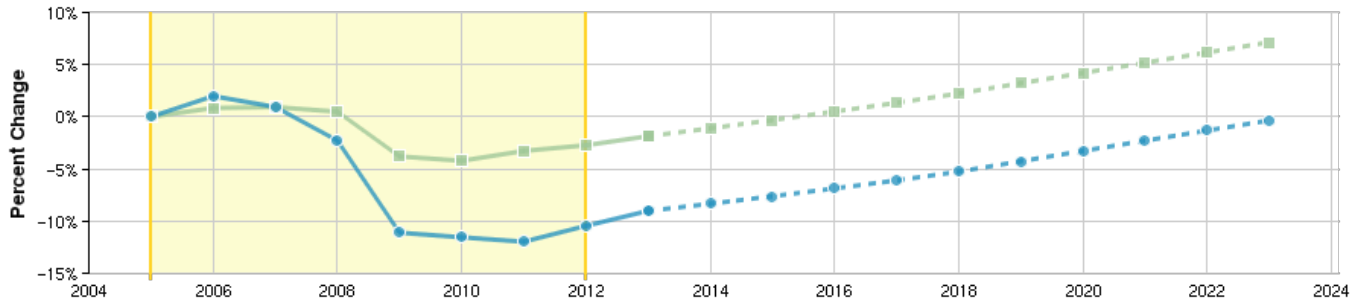
NAICS	Industry	Exports (2011)	
11	Agriculture, Forestry, Fishing and Hunting	\$192,017,440	
21	Mining, Quarrying, and Oil and Gas Extraction	\$39,954,323	
22	Utilities	\$98,426,880	
23	Construction	\$217,053,767	
31	Manufacturing	\$3,120,409,148	
42	Wholesale Trade	\$458,366,322	
44	Retail Trade	\$435,070,245	
48	Transportation and Warehousing	\$305,484,201	
51	Information	\$128,131,815	
52	Finance and Insurance	\$249,071,920	
53	Real Estate and Rental and Leasing	\$110,114,709	
54	Professional, Scientific, and Technical Services	\$95,618,954	
55	Management of Companies and Enterprises	\$150,888,885	
56	Administrative and Support and Waste Management and Remediation Services	\$76,149,056	
61	Educational Services (Private)	\$44,490,867	
62	Health Care and Social Assistance	\$612,425,141	
71	Arts, Entertainment, and Recreation	\$22,304,580	
72	Accommodation and Food Services	\$114,792,667	
81	Other Services (except Public Administration)	\$69,188,742	
90	Government	\$622,036,644	

Rock County | Region Imports

\$8,168,938,031 Imports (2011) 76% of Demand	\$2,536,550,688 Locally Produced & Consumed (2011) 24% of Demand
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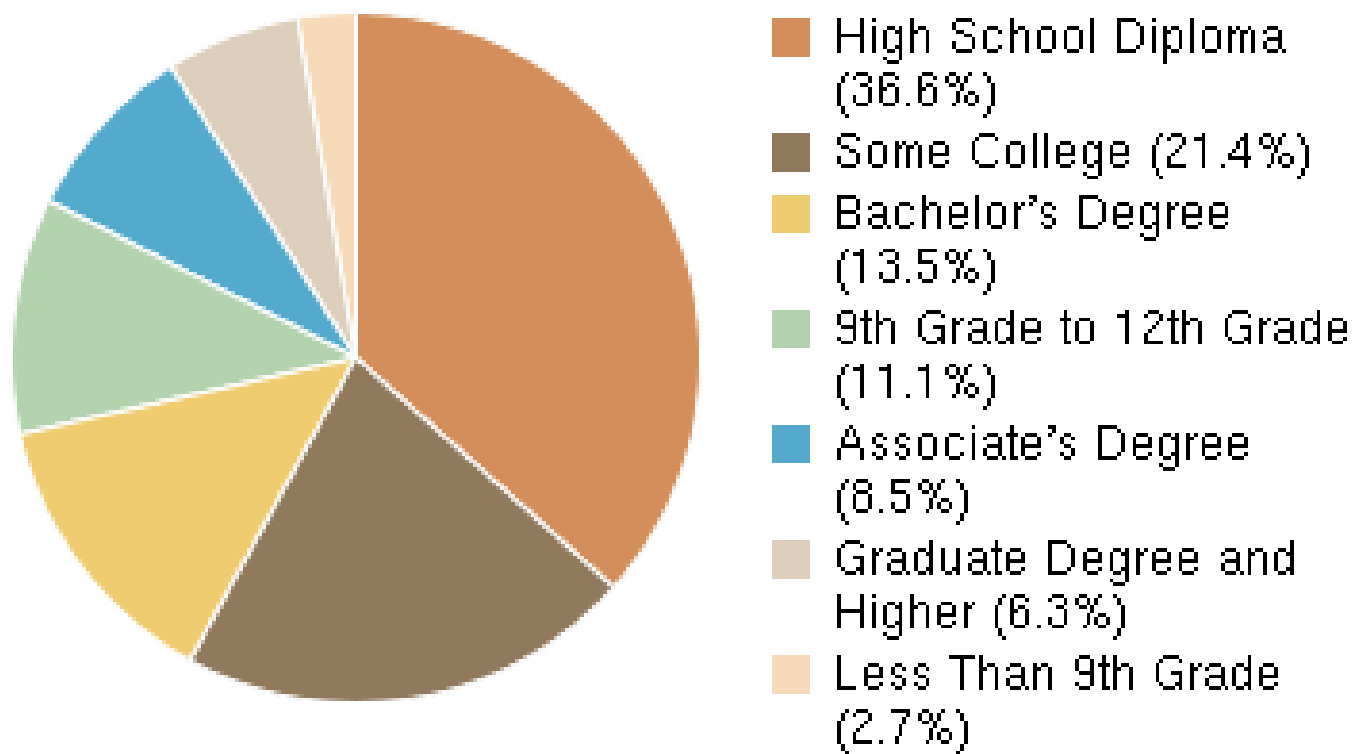
NAICS	Industry	Imports (2011)	
11	Agriculture, Forestry, Fishing and Hunting	\$189,347,617	
21	Mining, Quarrying, and Oil and Gas Extraction	\$86,433,852	
22	Utilities	\$113,724,223	
23	Construction	\$188,897,918	
31	Manufacturing	\$2,146,404,650	
42	Wholesale Trade	\$451,531,382	
44	Retail Trade	\$264,296,883	
48	Transportation and Warehousing	\$237,142,173	
51	Information	\$284,928,597	
52	Finance and Insurance	\$617,137,845	
53	Real Estate and Rental and Leasing	\$391,290,220	
54	Professional, Scientific, and Technical Services	\$383,955,131	
55	Management of Companies and Enterprises	\$144,021,539	
56	Administrative and Support and Waste Management and Remediation Services	\$169,993,516	
61	Educational Services (Private)	\$62,122,970	
62	Health Care and Social Assistance	\$353,703,924	
71	Arts, Entertainment, and Recreation	\$57,332,939	
72	Accommodation and Food Services	\$177,047,332	
81	Other Services (except Public Administration)	\$122,235,301	
90	Government	\$1,727,390,019	

Regional Trends



	Region	2005 Jobs	2012 Jobs	% Change
●	Rock County	74,519	66,724	-10.5%
●	Wisconsin (WI)	3,057,970	2,974,453	-2.7%

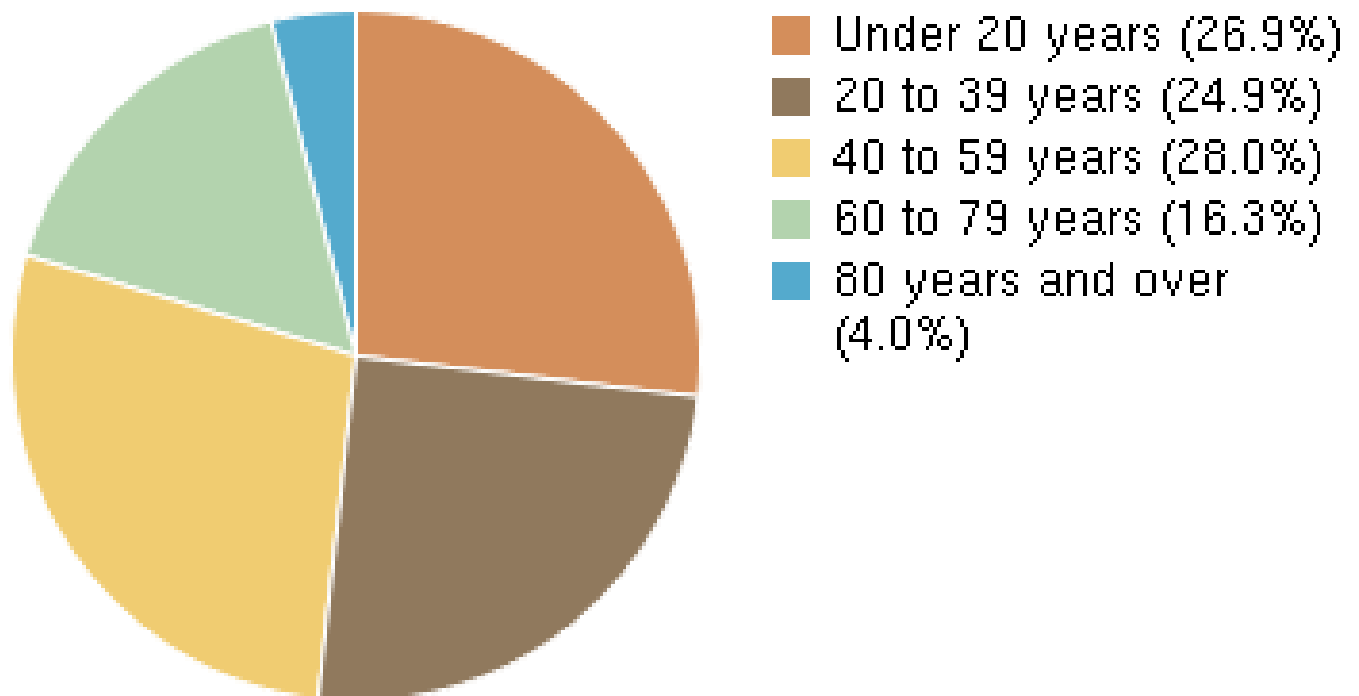
Educational Attainment



Largest Openings/Completions Gaps

Occupation	Related Completions (2011)	Annual Openings (2013)
Registered Nurses (29-1111)	44	84
Elementary School Teachers, Except Special Education (25-2021)	15	30
Teachers and Instructors, All Other (25-3999)	0	9
Physicians and Surgeons, All Other (29-1069)	0	8
Medical and Health Services Managers (11-9111)	0	7

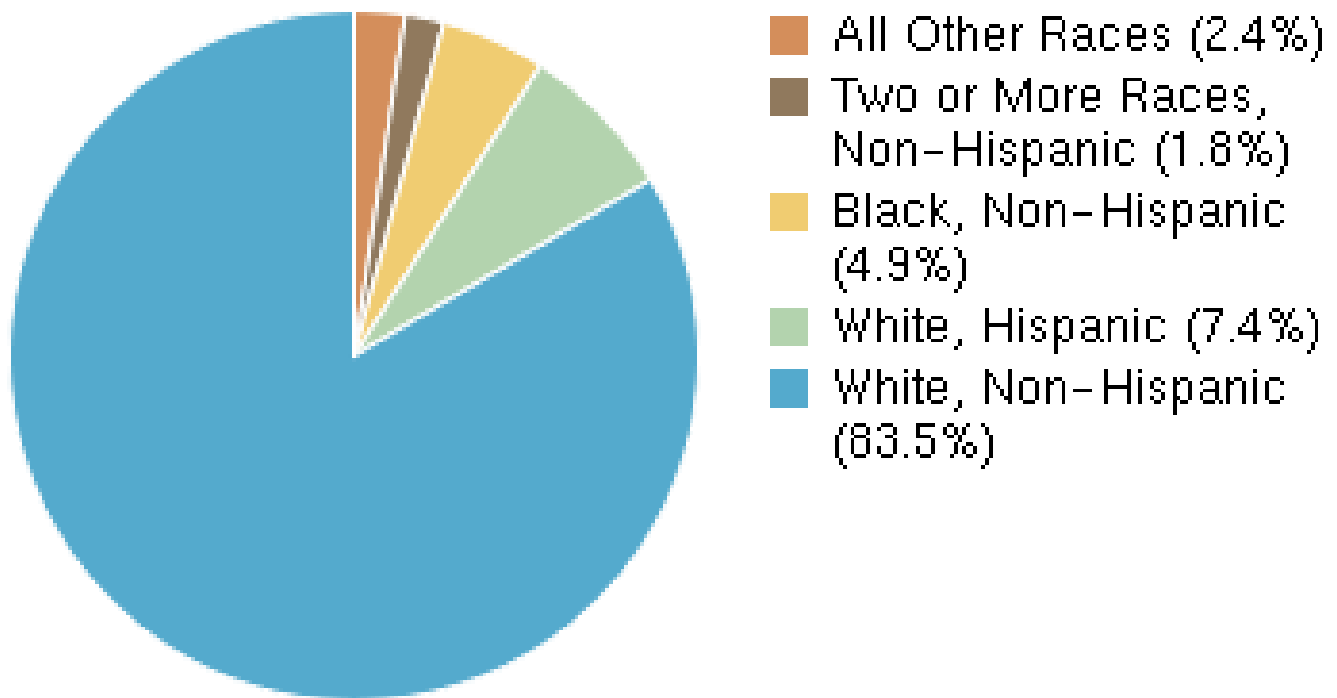
Age Demographics



Growing/Declining Occupations

Occupation	Change in Jobs (2005-2012)
Personal Care Aides (39-9021)	299
Combined Food Preparation and Serving Workers, Including Fast Food (35-3021)	185
Registered Nurses (29-1111)	184
Retail Salespersons (41-2031)	-227
Assemblers and Fabricators, All Other (51-2099)	-582
Team Assemblers (51-2092)	-1,377

Race Demographics



Growing/Declining Industries

Industry	Change in Jobs (2005-2012)
Other Construction Material Merchant Wholesalers (423390)	391
Offices of Physicians (except Mental Health Specialists) (621111)	274
Colleges, Universities, and Professional Schools (Private) (611310)	247
Temporary Help Services (561320)	-669
Motor Vehicle Seating and Interior Trim Manufacturing (336360)	-1,302
Light Truck and Utility Vehicle Manufacturing (336112)	-3,219

Data Sources and Calculations

Input-Output Data

The input-output model in this report is created using the national Input-Output matrix provided by the federal Bureau of Economic Analysis. This is combined with the national Total Gross Output, the regional Total Gross Output, the land area of the subject region, regional DIRT data and regional in/out commuter patterns in order to calculate regional requirements, imports and exports. After using matrix algebra to calculate the regional multiplier, the resulting matrix is multiplied by the sales vector and converted back to jobs or earnings. Specifically, this data comes from the U.S. Department of Commerce, Bureau of Economic Analysis, Industry Economic Accounts: Benchmark & Annual Input-Output (I-O) Accounts.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information

Educational Attainment Data

EMSI's educational attainment numbers are based on Census 1990, Census 2000, the Current Population Survey, and EMSI's demographic data. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

Equifax Business List Data

Data for individual businesses is provided by Equifax (<http://www.equifax.com/commercial/>), which maintains a database of more than 20 million U.S. business entities. Note that in aggregate it will not be consistent with EMSI labor market data due to differences in definitions, methodology, coverage, and classification.

Equifax Business-Level Data

Data for individual businesses is provided by Equifax (<http://www.equifax.com/commercial/>), which maintains a database of more than 20 million U.S. business entities. Note that in aggregate it will not be consistent with EMSI labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.