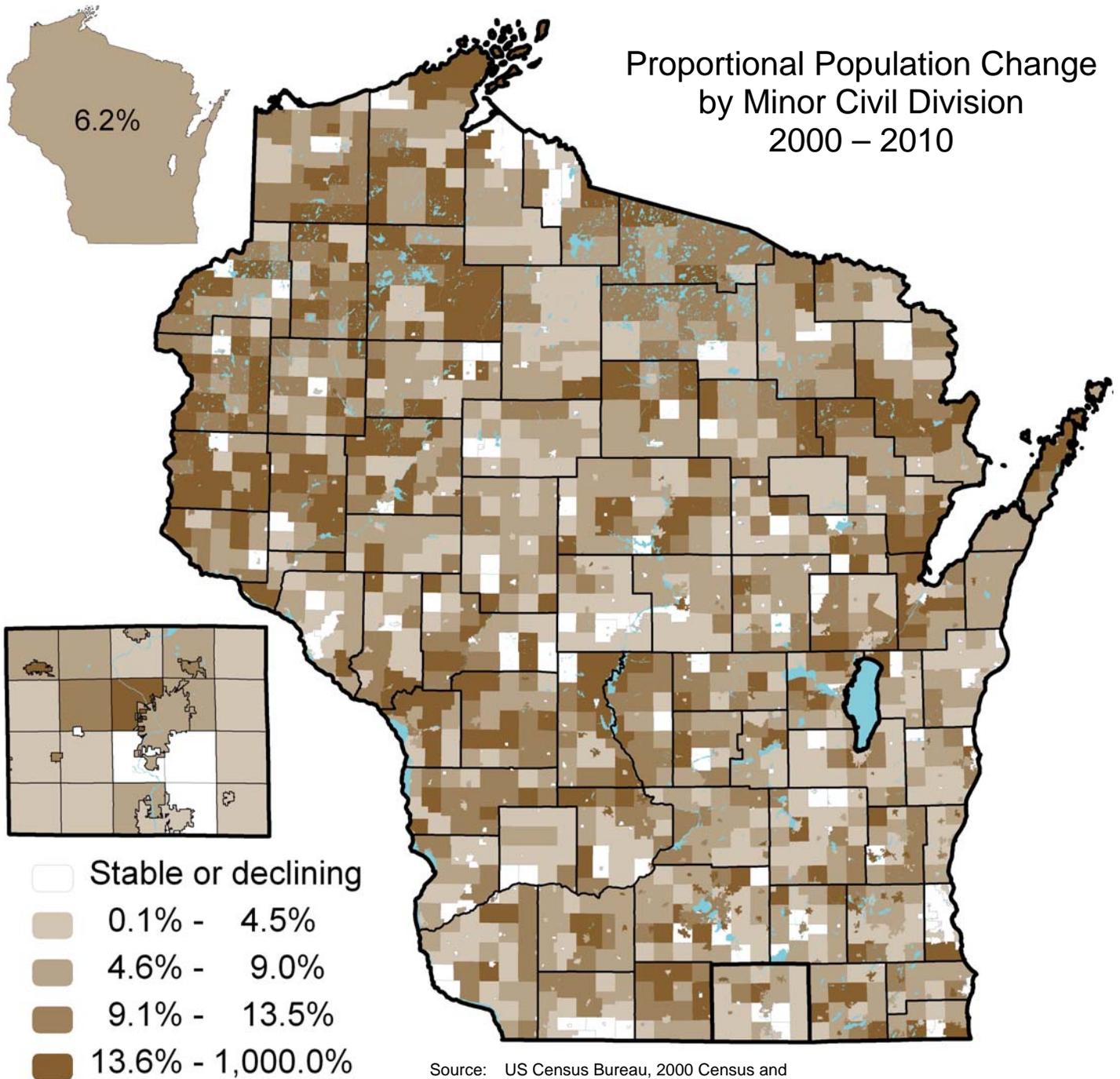


Rock County Workforce Profile

2011



Source: US Census Bureau, 2000 Census and
WI Dept. of Administration Demographic Services, January 2010

WISCONSIN



DWD

Department of Workforce Development

Department of Workforce Development

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OEA-10646-P

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Rock County Workforce Profile



2011

Slowly It Grows

As this is written in November 2011, the economic recovery is officially more than two years old. The National Bureau of Economic Research, the organization that defines U.S. recessions, stated that the recession began in December 2007 and ended in June 2009. Mapping economic activity and employment changes through this business cycle has charted new territory.

This “Great Recession” has discovered new latitudes on a number of fronts. It is the first time since World War II that GDP registered declines four quarters in a row. GDP dropped 5.4 percent from the fourth quarter of 2007 peak, to the second quarter of 2009 trough. The previous worst post-war recession GDP decline was 3.7 percent in the 1957 recession. The severe recessions of 1973 and 1981 saw GDP fall by 2.8 percent and 2.9 percent respectively. In most recessions, the trough occurred in the second or third quarter following the peak. This recession’s trough occurred six quarters after the peak. Suffice it to say that the Great Recession set new records in depth and duration for post-war recessions.

The recovery from this recession has been lethargic. Post-war economic recoveries usually reached new real GDP levels two or three quarters after the trough. The

Note: All data appearing in this profile are subject to revision.

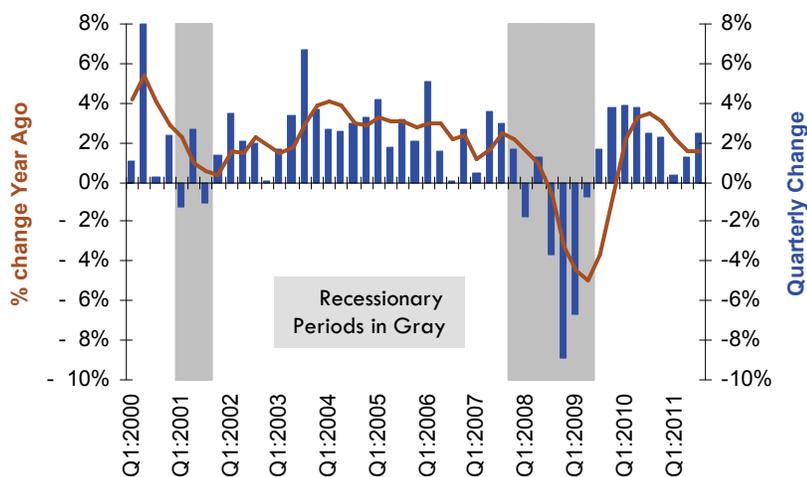
1981 recovery took five quarters to reach new output levels. The current growth cycle is nine quarters old and GDP has only now reached pre-recession levels.

The primary drags on the recovery have been: 1) housing markets, 2) deleveraging, and 3) high unemployment. New home construction is running at about a quarter of the previous peak and about one million units per year below long-run demand rates of 1.5 million units per year. Consumers, companies, banks, and governments are all deleveraging — paying down debt and recalibrating cash flows. Companies are reluctant to hire new workers in this uncertain economic environment.

Concerning the housing market, relatively few new homes being built generate little demand for new carpet, doors, windows, appliances, etc. Also, and more importantly for economic demand, the trillions of dollars that evaporated from home equity balances have disappeared from the economy. With that loss, consumers now must pay for purchases out of cash flow, primarily earnings, instead of unrealized capital gains. The six trillion dollars of lost home and investment equity has revalued baby boomers’ retirement portfolios and induced higher savings. In addition, high unemployment is retarding aggregate earnings growth. It is difficult to increase consumption while paying down debt and increasing savings with stagnant income.

The exiguous demand growth offers no incentive to expand production. Non-residential investment has been increasing in equipment and software — labor saving investment. Structures investment — production expansion — has been flat. Limited demand coupled with productivity investments yields little need to increase payroll. The economic feedback loops follow that no new hiring leads to no new earnings leads to no new production capacity leads to no new hiring; hence slow economic recovery.

Real GDP Change 2000 Q1 - 2011 Q3



Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2011

Slowly It Goes (cont.)

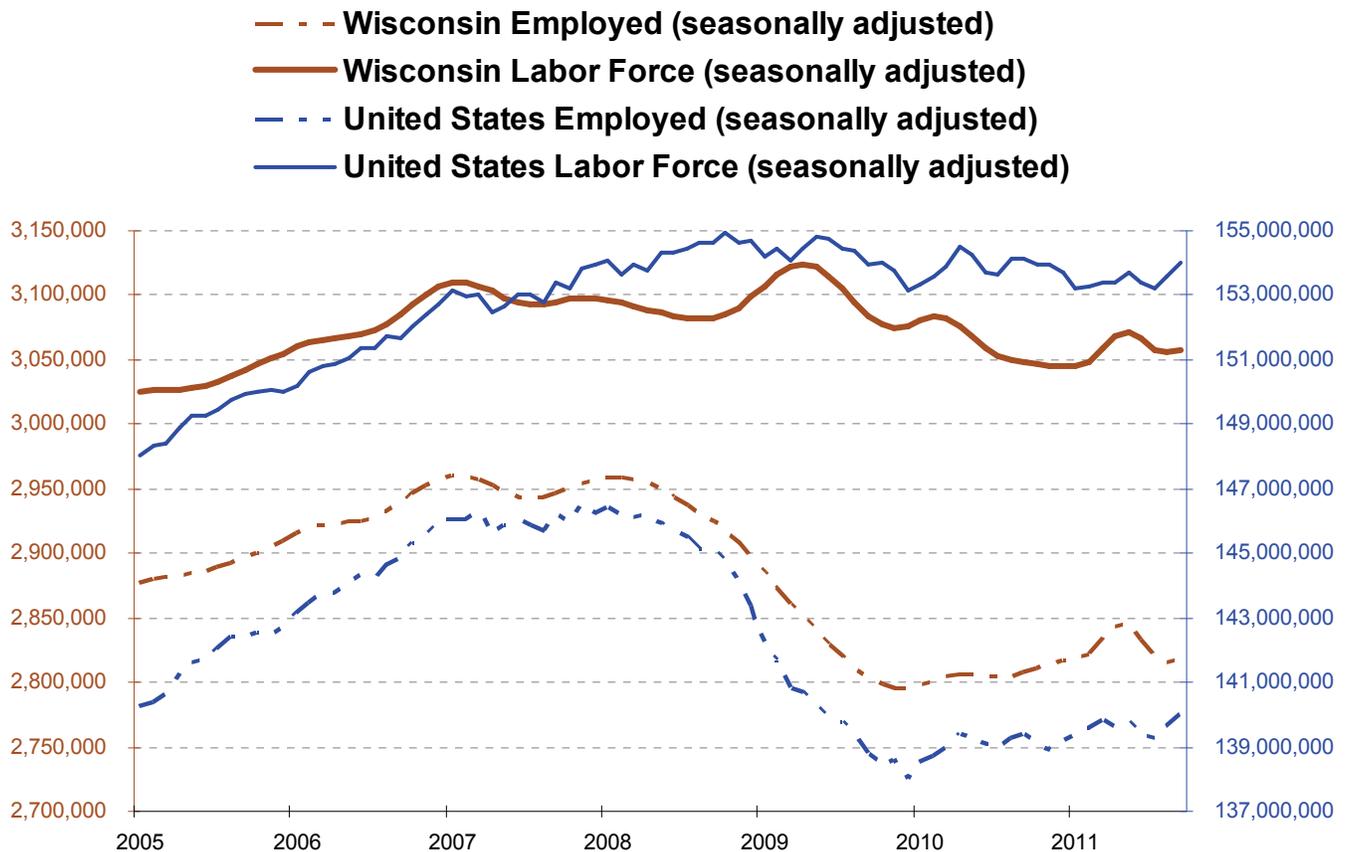
The employment situation mimics the economic path, with some lag. The U.S. unemployment rate peaked at 10.1 percent in October 2009 on a seasonally adjusted basis, after the recession was declared over. Wisconsin's unemployment rate peaked at 9.2 percent in June and July 2009, and matched it again in January 2010. The unemployment rate didn't get as elevated as it had in the past. The U.S. unemployment rate reached 10.8 percent in November and December of 1982. Wisconsin's unemployment rate peaked at 11.5 percent in January of 1983. Wisconsin's unemployment rate has remained below the nation through this business cycle. This is due to the fact that Wisconsin's residential construction sector didn't collapse to as great a degree as did some other states, such as Arizona, California, and Florida. Also, Wisconsin's diversified industry alleviates it from large impacts to a single industry, such as the automobile industry concentrations in Michigan, Ohio, and Indiana.

Job loss in the state was more severe than past recessions. Wisconsin displaced almost six percent of its job base during this recession. The state displaced just over five percent of its job base in the 1981 recession.

To a large extent, this has been a "jobless" recovery. Wisconsin's job level is still more than four percent below pre-recession levels twenty-three months after the employment bottom. Job recovery in the 1981 economic recovery was relatively rapid, reaching pre-recession job levels thirteen months after the bottom.

Illustrated below are the workforce and employment dynamics for the state and the nation through the last two business cycles. What is evident is the loss of employment during the recessions. What has changed over the period is that the workforce actually turned negative. Wisconsin's workforce declined 0.6 percent through the 2001 recession. The jobs recovery then took over four years to reach pre-recession levels. This time, Wisconsin's workforce decreased 1.7 percent at the lowest point, and the U.S. workforce turned lower for the first time.

Due to the way the unemployment rate is calculated, the state and national unemployment rates would be higher than the current (September 2011) 7.8 percent and 9.1 percent for Wisconsin and the U.S., respectively, if the workforce had remained steady or increased over the period.



Source: WI DWD, Bureau of Workforce Training, LAUS, 2011

Population

Rock County added 8,519 residents since 2000, ranking as the 9th largest county in the state. The rate of increase, 5.6 percent, is somewhat lower than the state increase of 6.2 percent, and significantly lower than the nation's increase of 9.6 percent.

Population growth in the 2000s was expected to slow relative to the fast-growing 1990s. This general projection proved to be correct in the case of Wisconsin, since the population of 80 percent of the counties increased at a slower rate in the 2000s relative to the 1990s. Rock County's population growth in 2000-2010 confirms the projection, standing 3.6 percentage points below the 1990-2000 rate of 9.2 percent.

Population change is driven by two factors: natural change and migration. A natural increase of the population occurs when there are more births than deaths. Migration affects net employment change in an area positively when the number of people moving into the area is larger than the number of people moving out. In the case of Rock County, growth comes from both natural increase and migration. As shown on the chart below, Rock's natural increase is 4.7 percent while migration is 0.9 percent. Rock County's natural increase was slightly higher than the state's 4.4 percent, but lower than the nation's 6.1 percent. The county's migration rate was lower than both the

Rock County's 10 Most Populous Municipalities				
	Apr 1, 2000 Census	Jan 1, 2010 Estimate	Numeric Change	Proportional Change
United States	281,421,906	308,400,408	26,978,502	9.6%
Wisconsin	5,363,715	5,695,950	332,235	6.2%
Rock County	152,307	160,826	8,519	5.6%
Janesville, City	60,200	63,600	3,400	5.6%
Beloit, City	35,775	37,000	1,225	3.4%
Beloit, Town	7,038	7,522	484	6.9%
Milton, City	5,132	5,678	546	10.6%
Edgerton, City*	4,891	5,320	429	8.8%
Evansville, City	4,039	4,982	943	23.3%
Janesville, Town	3,048	3,464	416	13.6%
Fulton, Town	3,158	3,286	128	4.1%
Rock, Town	3,338	3,265	-73	-2.2%
Milton, Town	2,844	3,060	216	7.6%

*Rock County portion only.

Source: WI Dept. of Administration, Demographic Services, Population Est., 2011

state's rate of 1.8 percent and the nation's 3.5 percent.

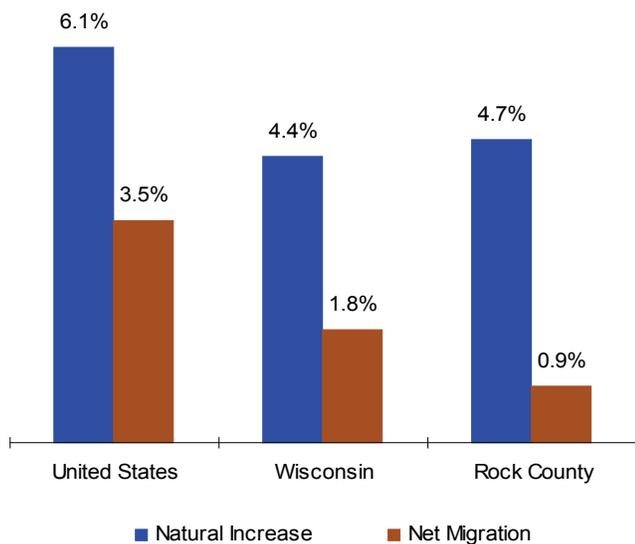
A complementary measure to gauge the nature of population change is the ratio of the rate of natural increase relative to the rate of net migration. Rock County's ratio of 5.2 more than doubles the state ratio of 2.4 and is more than three times bigger than the national measure of 1.7. This comparison indicates that the weight of the natural increase of the population relative to net migration in Rock County is significantly above both the state and national averages.

Rock County's average birth rate is associated with a relatively young population vis-à-vis the state. Rock County's median age in 2010 stands at 38 years, slightly below the state (38.5) and above the nation (37.2), occupying the 57th place in Wisconsin's ranking of counties by median age, from "oldest" to "youngest."

The table above lists Rock County's ten most populous municipalities as of 2010. All but one of the top ten municipalities in the county saw an increase in population. Janesville added 3,400 residents for an increase of 5.6 percent. The City of Evansville had the largest percent increase in the county, with an addition of 943 that represents an increase of 23.3 percent. The only municipal area that lost population was the Town of Rock, which saw its population decline by 73 or 2.2 percent.

Three cities account for roughly 65 percent of Rock County's decennial population change: Janesville (39.9 percent), Beloit (14.4 percent), and Evansville (11.1 percent). The main changes in population percent shares are observed in Beloit (-0.5) and Evansville (+0.4).

Components of Population Change

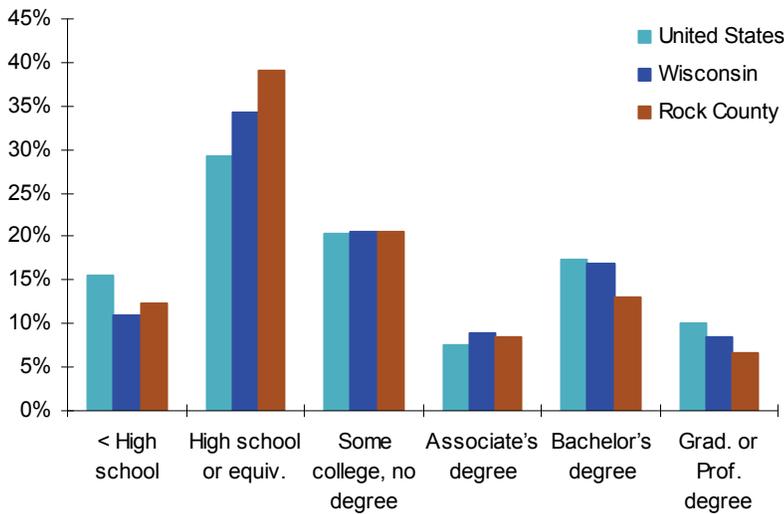


Source: WI DOA, Demographic Services, Population Est., 2011



Demographics

**Educational Attainment of Residents
25 or More Years Old**



Source: US Census Bureau, American Community Survey, Table B15002, 2005-2009

The five-year estimates of the American Community Survey (ACS) are the main source of demographic data for every county in Wisconsin since the 2000 Decennial Census. The chart above displays a distribution of the highest-attained educational level for the population ages 25 and older for Rock County and compares it to Wisconsin and the nation.

The distribution of educational attainment in Rock County reproduces Wisconsin's patterns relative to the U.S. in general, with a higher than national rate of high school completion. This higher rate, in turn, is mostly concentrated on the high school category, at the expense of the college and post-college categories. This pattern is amplified in Rock County, where the estimated proportion of individuals with a high school diploma or equivalent as their maximum schooling attainment reaches 39.1 percent, almost 5 percentage points above the state rate and 10 percentage points above the national measure.

This relatively high rate of high school attainment contrasts with a comparatively low rate of college degree attainment. With a rate of 13 percent, Rock County stands 4 whole percentage points below the state level and around 4.5 percentage points below the nation. Rock County's lower share of college graduates may be partly explained by a county's industrial mix relatively biased away from the professional and business services, financial activities, and information sectors. This also may help

explain the relatively low rate of graduate/professional credentials.

The five-year estimates of the ACS also provide basic data on commuting patterns by county, as shown in the table at the very bottom. More than a quarter of Rock County's employed residents work in another county. This is an average level of out-commute. The statewide average indicates that 28 percent of workers commute out of the county in which they reside. As a metropolitan county, an average level of out-commute is expected. Multi-county metro areas are defined by an urban economic hub drawing workers from surrounding counties, like Rock County is to Green County.

For those who do commute out of Rock County for work, Dane and Winnebago counties are the two primary destinations, which makes sense given their proximity to Rock County and the fact that the Madison area is the most job-dense urban hub closest to Rock County.

Rough estimate of the specific location of residents and workers by county are shown below, in descending order. Most out-of-county residents working in Rock County come from Winnebago, Dane and Walworth counties. Most out-of-county workers residing in Rock County work in Dane, Winnebago and Walworth counties.

Where do Rock County residents work?
Rock Co., WI
Dane Co., WI
Winnebago Co., IL
Walworth Co., WI
Milwaukee Co., WI
Jefferson Co., WI

Where do Rock County workers live?
Rock Co., WI
Winnebago Co., IL
Dane Co., WI
Walworth Co., WI
Jefferson Co., WI
Milwaukee Co., WI

Source: US Census Bureau, Local Employer-Household Dynamics

Commuting Patterns of Rock County Residents

Work in Rock County:	56,069	73.8%
Work in another Wisconsin County:	14,325	18.9%
Work outside Wisconsin:	5,549	7.3%
Total:	75,943	100.0%

Source: US Census Bureau, American Community Survey, Table B08007, 2005-2009

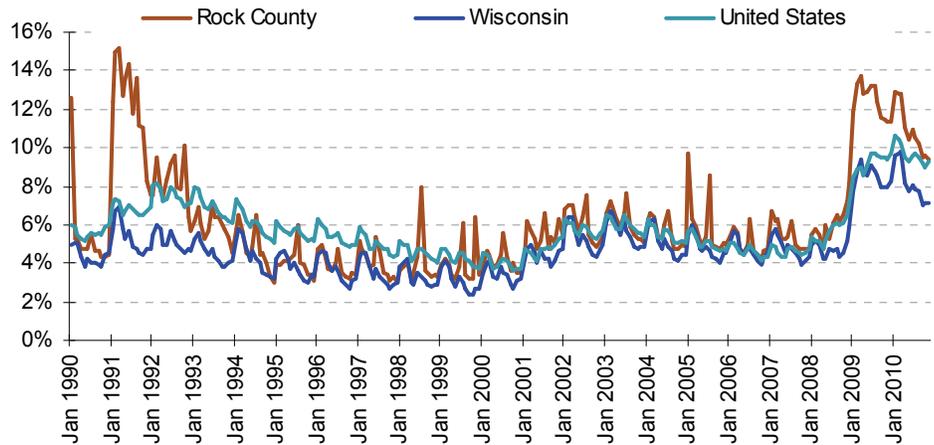
Workforce

The chart to the right plots the monthly rates of unemployment for Rock County, Wisconsin and the U.S. over the last two decades.

A first approximation to the dynamics of unemployment in Rock County, Wisconsin and the U.S. since the early 1990s indicates that unemployment in Rock County grew faster than the state and the nation in the early 1990s and late 2000s recessions, without showing a noticeable difference in the early 2000s recession.

Further analysis reveals that this difference in the early 1990s and late 2000s is mostly explained by the more marked decrease of employment in manufacturing in Rock County relative to the state and the nation. The performance of manufacturing in Rock County also helps explain its low rate of unemployment between the end of the 1990s recession and 1997, when the level of employment in manufacturing began a declining path that saw no interruption even during the “jobless recovery” of the 2000s. Not surprisingly, the sharp increase in Rock County’s unemployment rate in 2009 coincides with a dramatic acceleration of the decline in the level of manufacturing employment, which accounted for 66 and 57 percent of total employment

Unemployment Rates - Not Seasonally Adjusted



Source: U.S. Bureau of Labor Statistics, CPS, LAUS, 2011

change in 2008 and 2009, respectively.

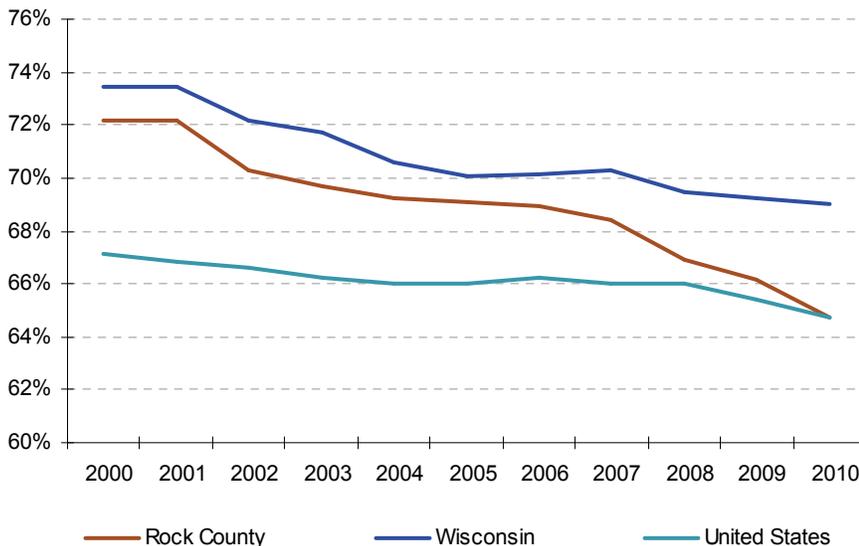
The labor force participation rate (LFPR) is the labor force (sum of employed and unemployed) divided by the population ages 16 and older. Rock County’s annual average LFPR stood at 64.7 percent in 2010, exactly matching the national rate (64.7 percent) and standing below the statewide rate (69.0 percent)

The LFPR is a composite indicator that reflects or summarizes changes in both the economy and the population. These changes are either *secular*, in the sense that they encompass several economic cycles, or *cyclical*, insofar as they follow the ups and downs of the economy.

The chart to the left shows the yearly rates of labor force participation in Rock County, Wisconsin and the U.S. over the last decade. Four aspects are salient, namely, (i) the persistently high LFPR of Wisconsin relative to the U.S.; (ii) the sustained downward trend observed in Rock County and Wisconsin; (iii) the more accelerated decline of the LFPR in Rock County relative to Wisconsin since 2007; and (iv) the overall decline of the LFPR in the U.S. over the period.

A longer view would reveal that the early 2000s marked a turning point for the LFPR: it reached a historical maximum by the end of the booming 1990s, after having grown steadily since the 1960s. A relatively weak labor market

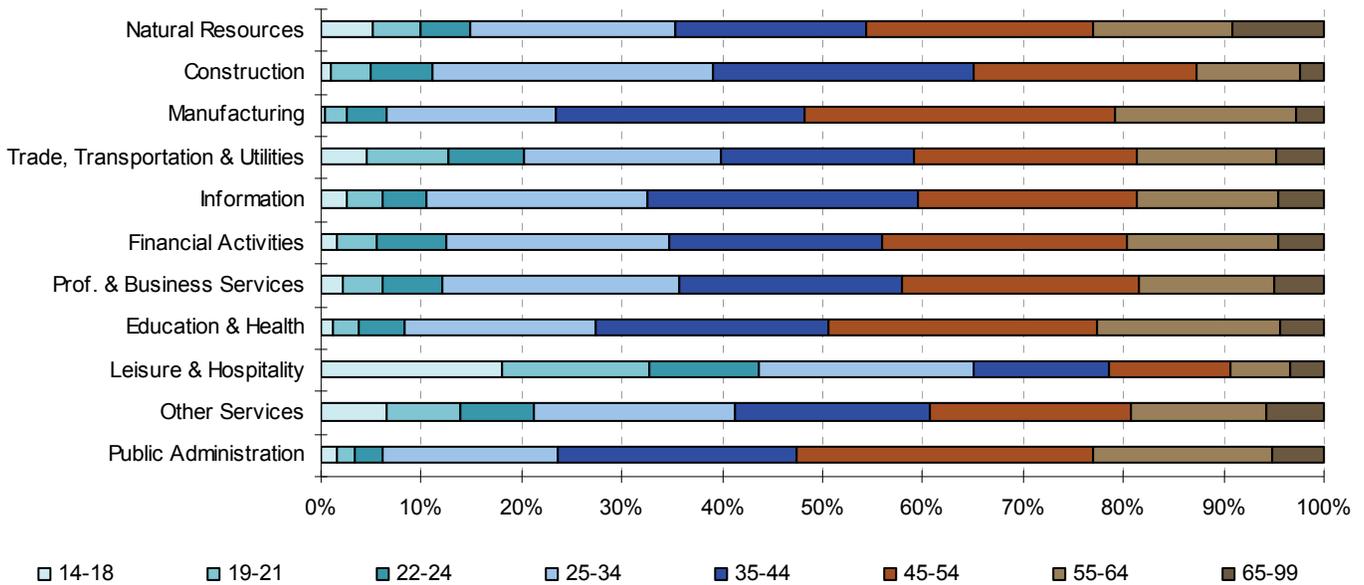
Labor Force Participation Rates



Source: WI DWD, OEA Special Tabulation

Workforce (cont.)

Rock County's Age Distribution by Industry



Source: U.S. Dept. of Commerce, Census Bureau, Local Employment Dynamics, 2009 Annual

certainly plays an important role in this story. Another important factor is the aging of the population. Although it is true that Rock County is not an “old” county relative to the rest of the counties and to the state as a whole, it is also true that its workforce has been aging sustainably driven by the aging of the baby boomers, following a pattern observed across the state. In the 2000s, this process manifests itself across counties in the rise of the 45-54 age group, from the second to the most populous age group, at the expense of the 35-44 age group. This was, in fact, observed in Rock County, where the share of the 45-54 group rose from the second to the first place over the decade, from 22.7 in 2000 to 25.4 percent in 2008-2010.

The chart above shows the age profile of job holders by major industries in Rock County. The age profile of job holders varies across industries, and does so quite sharply in some cases. The two main factors that determine or shape an industry’s age profile are (i) the supply or availability of labor; and (ii) the occupational mix within each industry. The supply of labor is determined by the age of the population and the labor force participation rate. A relatively young population is more likely to report relatively high rates of labor force participation, resulting in relatively large pools of labor vis-à-vis an otherwise comparable relatively old population.

The occupational mix within industries reflects the indus-

try’s specific division of labor, which is the sum total of the specific divisions of labor within the establishments composing each industry. This division of labor within establishments consists of a structure of tasks, each of which corresponds to a definite set of skills, knowledge and abilities. The composition of tasks in each establishment or industry is expressed in a definite composition of occupations, which is in turn shaped by specific technical requirements. Some industries, like leisure and hospitality, are biased toward relatively low-skills jobs, which tend to be filled by younger workers and suffer from relatively high rates of turnover. Other industries, like manufacturing, are biased toward medium- and high-skills jobs, which tend to be filled by older workers and show relatively low turnover rates.

In Rock County, the age group with the largest share of job holders, independent of industry, is the 45-54 age group, accounting for 24 percent of the county’s total job holders. Looking across industries, manufacturing and public administration skew eldest, while leisure and hospitality skews youngest. Manufacturing and government employment is typically comprised of workers with long tenures and seniority. As mentioned before, leisure and hospitality tends to be comprised of relatively young workers.

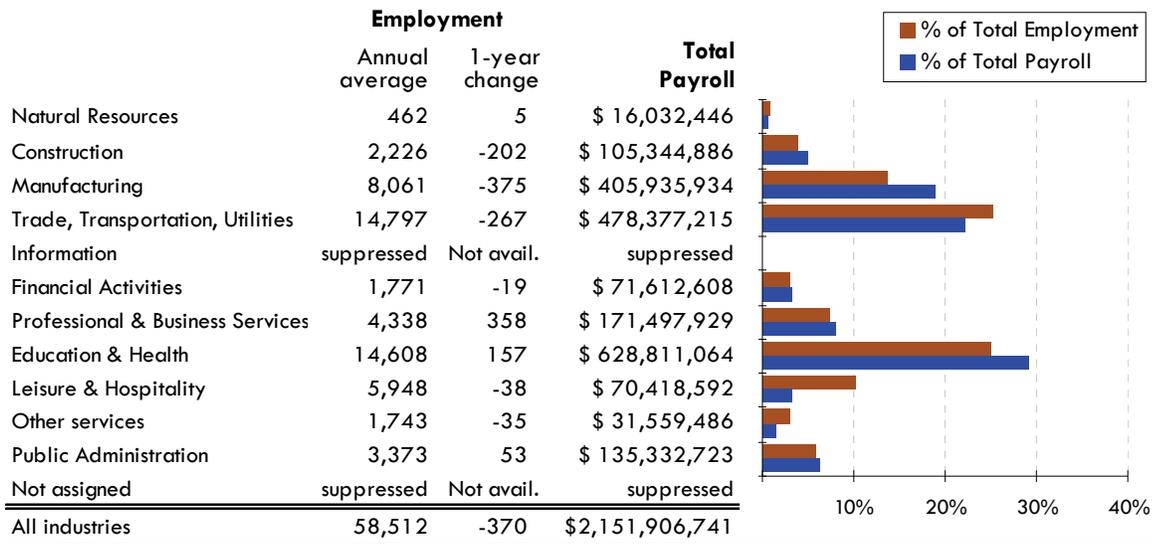
Jobs & Wages

The chart to the right shows the distribution of average annual employment and total payroll by sector in Rock County, including the annual change in the level of average annual employment. The information in the table tells us, for instance, that leisure and hospitality represents around 10 percent of the county's job base, ranking as its fourth largest employment

sector. Its aggregate wage share, however, accounts for only 3 percent of the total payroll, ranking as its eight largest sector in terms of aggregate payroll. This sharp divergence between employment and payroll shares reflects the sector's relatively low average wage.

The largest sectors in Rock County are trade, transportation and utilities, with employment and payroll shares of 25.3 and 22.2 percent, respectively, and education and health, with employment and payroll shares of 25.0 and 29.2 percent, respectively. Given the virtually equal employment shares of both sectors, the discrepancy between employment and payroll shares indicates that the average wage of the trade, transportation and utilities sector is low relative to the average wage in education and

2010 Employment and Wage Distribution by Industry in Rock County



Source: WI DWD, Bureau of Workforce Training, Quarterly Census Employment and Wages, June 2011

health.

The table at the bottom shows the average annual wages by sector in Rock County and Wisconsin, including the annual change in Rock County and the county's share of annual wages by industry relative to the state.

Rock County's annual average wage was \$36,777 in 2010, which represents 92 percent of the statewide average. Its overall average ranked 16th highest among Wisconsin's 72 counties. Compared with the state-wide averages, most of the sectors in Rock County reported lower annual average wages, except for natural resources, education and health, and manufacturing. Out of these three sectors, education and health appears as a major bright spot in terms of employment and wages. The education and health sector has shown an important expansion over the last two decades, with average employment expanding more than 46 percent, following closely a statewide expansion of 53.5 percent.

Rock County's lowest paying sector relative to the state was financial activities, representing 75.8 percent of the statewide average. Even though the available data do not allow us to determine, with precision, why the average wage in the financial sectors in Rock County is relatively low, it can be argued that it has to do with an average smaller establishment size. While financial activities establishments in Rock County have, on average, around 6 employees, Wisconsin's establishments employ, on average, 12 wage earners.

Average Annual Wage by Industry Division in 2010

	Wisconsin Average Annual	Rock County Average Annual Wage	Percent of Wisconsin	1-year % change
All industries	\$ 39,985	\$ 36,777	92.0%	0.4%
Natural Resources	\$ 30,613	\$ 34,702	113.4%	-0.5%
Construction	\$ 49,135	\$ 47,325	96.3%	2.3%
Manufacturing	\$ 50,183	\$ 50,358	100.3%	-3.0%
Trade, Transportation & Utilities	\$ 34,132	\$ 32,329	94.7%	-0.8%
Information	\$ 51,764	suppressed	Not avail.	Not avail.
Financial Activities	\$ 53,332	\$ 40,436	75.8%	3.9%
Professional & Business Services	\$ 46,516	\$ 39,534	85.0%	4.4%
Education & Health	\$ 42,464	\$ 43,046	101.4%	2.9%
Leisure & Hospitality	\$ 14,597	\$ 11,839	81.1%	3.0%
Other Services	\$ 22,682	\$ 18,106	79.8%	2.4%
Public Administration	\$ 41,653	\$ 40,122	96.3%	-3.1%

Source: WI DWD, Workforce Training, QCEW, June 2011

Jobs & Wages (cont.)

Prominent Industries in Rock County

Industry Sub-sectors (3-digit NAICS)	Average Employment			Average Wages			
	2010 Avg.	5-year Percent Change		2010 Average		5-year Percent Change	
	Rock County	Rock County	Wisconsin	Rock County	Wisconsin	Rock County	Wisconsin
Educational services	5,589	3.8%	5.2%	\$ 39,540	\$ 42,666	15.0%	13.5%
Food services and drinking places	4,957	-0.6%	-1.4%	\$ 11,262	\$ 11,693	15.8%	16.2%
Hospitals	3,802	6.6%	8.1%	\$ 58,313	\$ 47,726	20.4%	18.9%
Executive, legislative and general government	2,677	-1.8%	-1.6%	\$ 42,269	\$ 38,155	14.8%	11.4%
Ambulatory health care services	2,465	12.0%	6.8%	\$ 53,060	\$ 62,533	17.7%	15.4%
Administrative and support services	2,371	-24.1%	-0.1%	\$ 18,095	\$ 24,224	5.6%	15.1%
Merchant wholesalers, durable goods	2,024	-19.1%	-7.3%	\$ 41,323	\$ 54,138	18.3%	8.3%
General merchandise stores	1,882	-3.5%	-2.0%	\$ 18,372	\$ 18,740	12.4%	12.7%
Nursing and residential care facilities	1,717	42.5%	10.0%	\$ 21,780	\$ 24,057	11.6%	9.0%
Food and beverage stores	1,302	-6.1%	-7.4%	\$ 20,145	\$ 18,192	2.5%	13.7%

Note: * data suppressed for confidentiality and not available for calculations
 Source: WI DWD, Bureau of Workforce Training, QCEW, OEA special request, 2011

The table above offers a closer look at the structure and dynamics of employment and wages in Rock County, focusing on the largest 3-digit industries that compose the 2-digit sectors examined in the previous page.

The largest employing industries in Rock County are dominated by services providers in the private and public sector, specially in the education and health services sectors. In effect, even though food services and drinking places ranks second among the county's largest employing industries, relatively close to educational services, four of the top ten industries are classified under the umbrella of educational and health services, accounting for 47.2 percent of the total employment of the top ten industries in 2010.

The preeminence of the educational and health services sector is also confirmed by the growth of its four specific industries within the top-ten employing industries. Quite

strikingly, these four industries are the only ones in that group that actually expanded over the period 2005-2010.

The table below identifies the county's largest employers. Even though the education and health services industries are prevalent, as expected, there are no prominent employers associated with the food services and drinking places industry. This absence is explained by the fact that employers in that industry tend to be smaller individually.

The list of prominent employers is dominated by health-care facilities, school districts and local public administration. The rest of the prominent employers represent retail trade (W.W. Grainger and Walmart) and food processing (Seneca Foods and New Frito Lay), which are the only remaining representatives of manufacturing on the list after the closing of the General Motors plant in 2009.

Prominent Employers in Rock County

Establishment	Service or Product	Number of Employees (June 2010)
Mercy Health System Corp	General medical & surgical hospitals	1,000 or more employees
Janesville Public School	Elementary & secondary schools	1,000 or more employees
Beloit Health Systems Inc	General medical & surgical hospitals	1,000 or more employees
County of Rock	Executive & legislative offices, combined	1,000 or more employees
School District of Beloit	Elementary & secondary schools	1,000 or more employees
W W Grainger Inc	Mail-order retailers	500-999 employees
Walmart	Discount department stores	500-999 employees
Seneca Foods Corp	Fruit & vegetable canning	500-999 employees
New Frito Lay Inc	Other snack food manufacturing	500-999 employees
City of Janesville	Executive & legislative offices, combined	500-999 employees

Source: WI DWD, Bureau of Workforce Training, QCEW, OEA special request, Sept. 2011

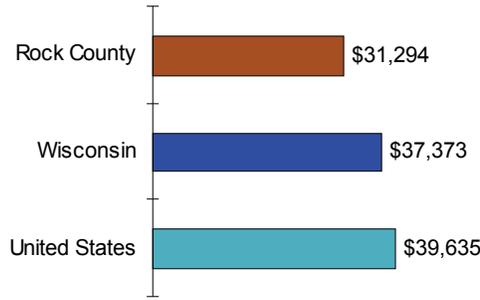
Income

Total Personal Income (TPI) is the sum of three components, namely (i) employment earnings; (ii) property income (dividends, interest and rental income); and (iii) personal current transfers receipts (government payments like social security, medicare, medicaid and unemployment insurance). Rock County's TPI in 2009 was \$5 billion, or about 2.4 percent of the state's \$211 billion total. Its 10-year nominal TPI growth was 30 percent, slower than both the state (43.3 percent) and the nation (53.9 percent).

Per Capita Personal Income (PCPI) is TPI divided by the total population. This average income figure is often used as a measure of economic development and standard of living. In 2009, Rock County's PCPI was almost \$31,300, a much lower figure than both the state and the nation. Rock County's PCPI ranks 24th lowest in Wisconsin, and is among the lowest PCPI of all urban counties. Also, Rock's PCPI is relatively low for an urban county that includes a Metropolitan Statistical Area (Janesville-Beloit), whose incomes and prices are expected to be higher than in rural or urban, non-metropolitan areas. Rock County's relatively low PCPI is the expression of a number of factors, namely, a relatively low average wage (as we discussed above), a relatively low concentration of high-wage employers and wealthy individuals, and a relatively high concentration of recipients of government transfers.

Employment earnings are the major source of total personal income at the national, state and county levels. Nationally, 64.5 percent of personal income was employment earnings, most of this being wage and salary or proprietor (self-employment) earnings. The left chart among the three at the bottom of this page shows the percent share that employment earnings comprises of TPI in Rock County relative to the state and the nation. At 61 percent, Rock

2009 Per Capita Personal Income



Source: US Dept. of Commerce, Bureau of Economic Analysis, 2011

County's earning share of TPI is somewhat below the state and national levels. Being somewhat below average, Rock County's earning share of TPI ranks 37th largest among Wisconsin's 72 counties.

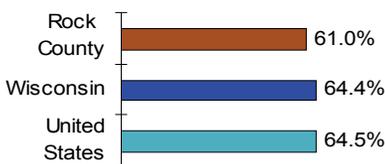
The lower share of total income of net earnings in Rock County results in quite different shares of the county's two other components of TPI vis-à-vis the state and the nation.

The share of personal current transfer receipts stands at 23.1 percent, 2.7 and 5.6 percentage points above the state and the nation, respectively. The bias towards personal current transfer at the expense of net earnings and dividends, interest and rent is consistent with Rock County's low level of PCPI, as mentioned above. Taking into account Rock County's relatively low average age and relatively high unemployment rate in 2009, the comparatively high share of government transfers in Rock County indicates an increased intervention of the government to assist individuals that are either technically unemployed or out of the labor force altogether.

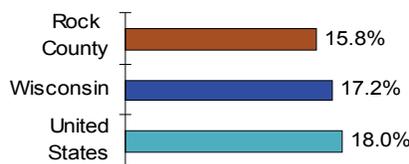
The comparatively low proportion of dividends, interests and rent relative to TPI is also consistent with Rock County's relatively low PCPI. The striking difference between the TPI shares of government transfers and dividends, interests and rent in Rock County (7.3 percentage points) amplifies the difference also observed at the state level (1.2 percentage points), both of which reverse the U.S. pattern, which shows a negative difference of five-tenths of a percentage point. Rock County's composition of TPI thus exposes the effects of a struggling economy, dominated by the destruction of relatively high-wage jobs in the 2000s.

Income Components - 2009

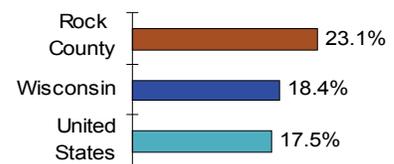
Net earnings by place of residence



Dividends, interest, and rent



Personal current transfer receipts



Source: US Dept. of Commerce, Bureau of Economic Analysis, 2011