



MADISON REGION ECONOMIC PARTNERSHIP



COUNTY PROFILE

ROCK

Source: Applied Geographic Solutions | 2016

WWW.MADISONREGION.ORG

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MADISON REGION
ECONOMIC PARTNERSHIP

Rock County, WI

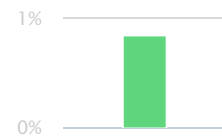
Community Profile

**TOTAL
POPULATION**
161,715

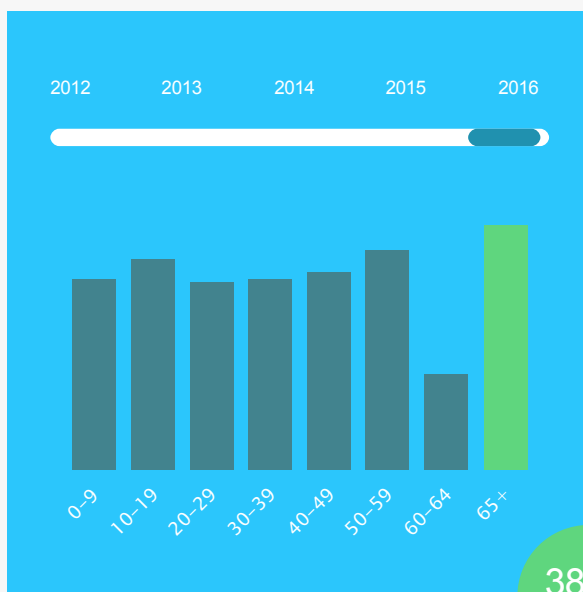
The total population of the County of Rock County is 161,715. The median age is 38.46.



The population in Rock County has grown 0.86% since 2012.



Age Distribution



49.12%
Male



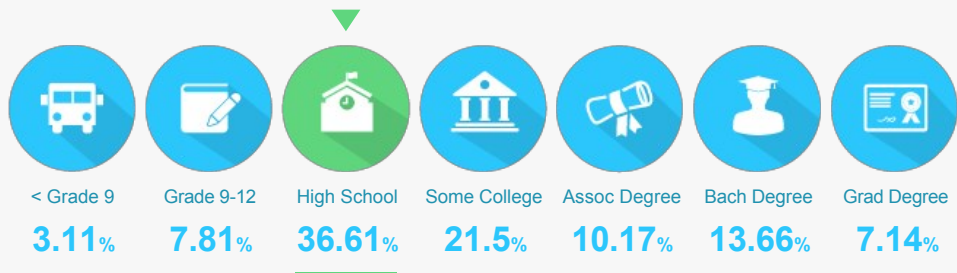
50.88%
Female



38.46
Median Age

EDUCATIONAL ATTAINMENT

The majority of the population in Rock County has completed at least a high school degree.



30.97%
of the population
has a college degree.



offer Associate's Degree
or Certificate

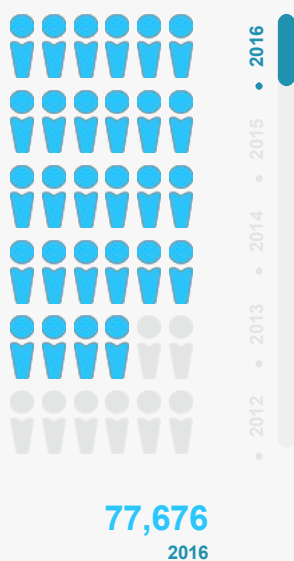


offer Bachelor's Degree
or Higher

LABOR FORCE 84,323

Rock County has a labor force of 84,323 people, with a job growth rate of -3.73% since 2015, and an unemployment rate of 5.6%.

TOTAL EMPLOYEES



The work distribution of total employees in Rock County is.



5 TOP TALENT

Where are the top jobs by occupation?

Office and Administrative support



Production Workers



Education/Training/Library



Sales



Executive, Managers, and Administrators



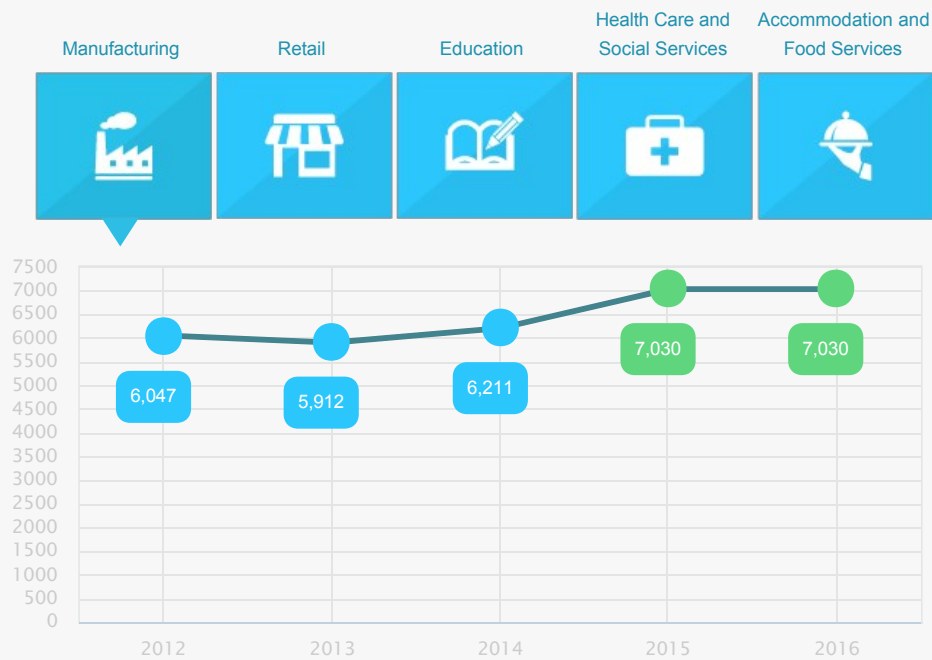
TOTAL
ESTABLISHMENTS
6,435

BUSINESSES AND JOBS

Rock County has a total of 6,435 businesses. In 2016, the leading industries were:

Manufacturing, Retail, Education, Health Care and Social Services, and Accommodation and Food Services

Which are the top 5 industries by jobs?



How many employees do businesses in Rock County have?

1-4 Employees	59.07%
5-9 Employees	19.19%
10-19 Employees	10.09%
20-49 Employees	6.95%
50-99 Employees	2.69%
100+ Employees	2.02%

INCOME AND SPENDING

Workers in Rock County earn a median yearly household income of \$51,532. 42.32% of the households earn more than the national average each year. Household expenditures average \$51,459 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

There are 130% more households who own their homes than there are renters.



MEDIAN

HOUSEHOLD
INCOME

\$51,532

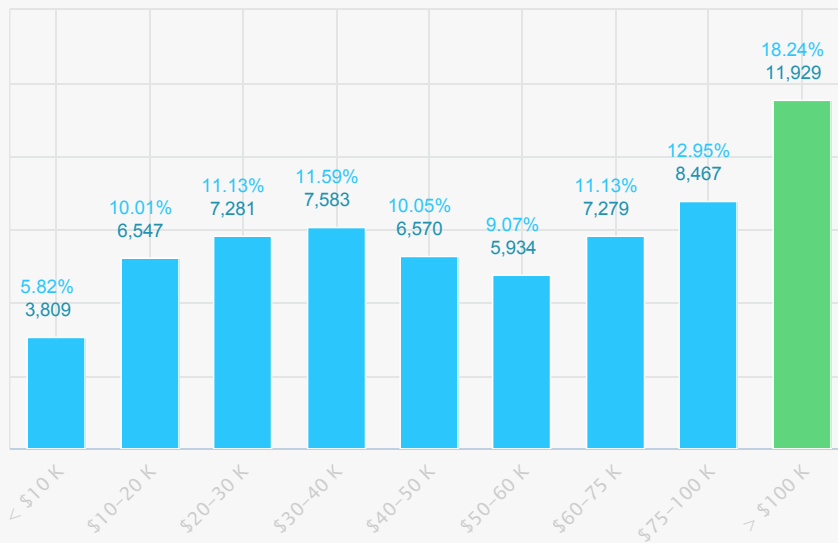
7%

less than the
state

8%

less than the
nation

Income Distribution



How do people spend much of their money?

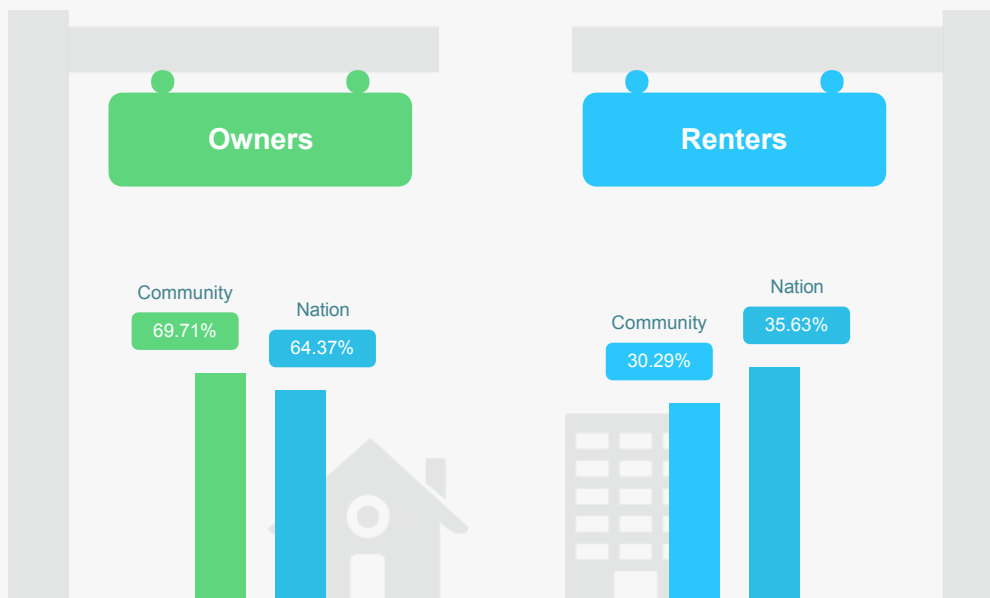
\$ PER HOUSEHOLD



The average household expenditure in Rock County is:

\$51,459

HOUSING



TRANSPORTATION

Residents spend an average of 22 minutes commuting to work. Rock County is served by 60 airports within 50 miles. Rail can be accessed within the community. Interstates can be accessed within the community.





MADISON REGION ECONOMIC PARTNERSHIP

Rock County Labor Force

Labor Force Report (Rock County, Wisconsin)

Total Establishments

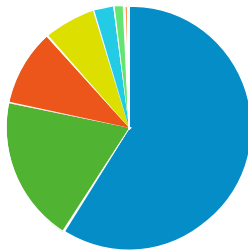
6,435

Total Employees

77,676

Total Establishments by Size (2016)

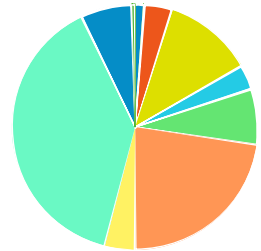
- 1-4 Employees
- 5-9 Employees
- 10-19 Employees
- 20-49 Employees
- 50-99 Employees
- 100-249 Employees
- 250-499 Employees
- 500-999 Employees
- 1000+ Employees



	TOTAL	%
1-4 Employees	3,801	59.07
5-9 Employees	1,235	19.19
10-19 Employees	649	10.09
20-49 Employees	447	6.95
50-99 Employees	173	2.69
100-249 Employees	94	1.46
250-499 Employees	25	0.39
500-999 Employees	9	0.14
1000+ Employees	2	0.03

Total Employees by Major SIC (2016)

- Agricultural, Forestry, Fishing (SIC Range 01-09)
- Mining (SIC 10-14)
- Construction (SIC 15-17)
- Manufacturing (SIC 20-39)
- Transportation and Communications (SIC 40-49)
- Wholesale Trade (SIC 50-51)
- Retail Trade (SIC 52-59)



▲ 1 / 2 ▼

	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	910	1.17
Mining (SIC 10-14)	80	0.10
Construction (SIC 15-17)	2,802	3.61
Manufacturing (SIC 20-39)	9,220	11.87
Transportation and Communications (SIC 40-49)	2,522	3.25
Wholesale Trade (SIC 50-51)	5,672	7.30
Retail Trade (SIC 52-59)	17,639	22.71
Finance, Insurance And Real Estate (SIC 60-69)	3,140	4.04
Services (SIC 70-89)	30,127	38.79
Public Administration (SIC 90-98)	5,201	6.70
Unclassified (SIC 99)	363	0.47

Total Businesses by Establishment Type (2016)

	TOTAL	%
Agriculture, Forestry and Fishing	75	1.17
Agricultural Services	142	2.21
Coal and Ore Mining	4	0.06
Oil and Gas	5	0.08
General Construction	166	2.58
Heavy Construction	337	5.24
Food Manufacturing	20	0.31
Tobacco Manufacturing	0	0.00
Textile Mills	2	0.03
Apparel and Textile Manufacturing	7	0.11
Lumber and Wood Production	11	0.17
Furniture Manufacturing	5	0.08
Paper Manufacturing	3	0.05
Printing and Publishing	36	0.56

Total Employees by Establishment Type (2016)

	TOTAL	%
Agriculture, Forestry and Fishing	270	0.35
Agricultural Services	640	0.82
Coal and Ore Mining	71	0.09
Oil and Gas	9	0.01
General Construction	850	1.09
Heavy Construction	1,952	2.51
Food Manufacturing	977	1.26
Tobacco Manufacturing	0	0.00
Textile Mills	230	0.30
Apparel and Textile Manufacturing	24	0.03
Lumber and Wood Production	502	0.65
Furniture Manufacturing	431	0.55
Paper Manufacturing	134	0.17
Printing and Publishing	793	1.02

Chemicals	11	0.17	Chemicals	305	0.39
Petroleum Refining	0	0.00	Petroleum Refining	0	0.00
Rubber and Plastics	10	0.16	Rubber and Plastics	1,110	1.43
Leather Manufacturing	1	0.02	Leather Manufacturing	2	0.00
Stone, Glass, and Concrete	9	0.14	Stone, Glass, and Concrete	122	0.16
Metals Fabrication	41	0.64	Metals Fabrication	1,804	2.32
Machinery and Equipment Manufacturing	104	1.62	Machinery and Equipment Manufacturing	2,786	3.59
Transportation	169	2.63	Transportation	1,912	2.46
Travel Services	12	0.19	Travel Services	35	0.05
Transport Services	4	0.06	Transport Services	15	0.02
Communications	58	0.90	Communications	412	0.53
Utilities	17	0.26	Utilities	148	0.19
Durables Wholesale	121	1.88	Durables Wholesale	3,244	4.18
Non Durables Wholesale	62	0.96	Non Durables Wholesale	2,428	3.13
Building Materials, Hardware and Garden	81	1.26	Building Materials, Hardware and Garden	1,521	1.96
General Merchandise Stores	44	0.68	General Merchandise Stores	1,842	2.37
Food Markets	34	0.53	Food Markets	1,652	2.13
Convenience Stores	27	0.42	Convenience Stores	270	0.35
Other Food Stores	41	0.64	Other Food Stores	270	0.35
Auto Dealers and Gas Stations	165	2.56	Auto Dealers and Gas Stations	1,942	2.50
Clothing Stores	60	0.93	Clothing Stores	407	0.52
Furniture Stores	25	0.39	Furniture Stores	165	0.21
Home Furnishings	36	0.56	Home Furnishings	165	0.21
Electronics and Computer Stores	34	0.53	Electronics and Computer Stores	297	0.38
Music Stores	6	0.09	Music Stores	24	0.03
Restaurants	235	3.65	Restaurants	4,261	5.49
Other Food Service	74	1.15	Other Food Service	1,063	1.37
Bars	74	1.15	Bars	509	0.66
Drug Stores	30	0.47	Drug Stores	440	0.57
Liquor Stores	14	0.22	Liquor Stores	59	0.08
Specialty Stores	241	3.75	Specialty Stores	1,757	2.26
Catalog and Direct Sales	15	0.23	Catalog and Direct Sales	995	1.28
Banks and Financial Institutions	429	6.67	Banks and Financial Institutions	1,686	2.17
Insurance Carriers	2	0.03	Insurance Carriers	27	0.03
Insurance Agents and Brokers	141	2.19	Insurance Agents and Brokers	505	0.65
Real Estate	207	3.22	Real Estate	922	1.19
Hotels and Lodging	35	0.54	Hotels and Lodging	473	0.61
Dry Cleaning and Laundry	31	0.48	Dry Cleaning and Laundry	103	0.13
Beauty and Barber Shops	164	2.55	Beauty and Barber Shops	643	0.83
Other Personal Service	107	1.66	Other Personal Service	460	0.59
Advertising	21	0.33	Advertising	131	0.17
Computer Services	31	0.48	Computer Services	209	0.27
Other Business Services	172	2.67	Other Business Services	1,554	2.00
Auto Repair/Services	200	3.11	Auto Repair/Services	921	1.19
Miscellaneous Repair Services	77	1.20	Miscellaneous Repair Services	248	0.32
Motion Pictures	28	0.44	Motion Pictures	87	0.11
Entertainment and Recreation Services	126	1.96	Entertainment and Recreation Services	1,716	2.21
Health and Medical Services	553	8.59	Health and Medical Services	5,448	7.01
Hospitals	72	1.12	Hospitals	5,484	7.06
Legal Services	104	1.62	Legal Services	395	0.51
Primary and Secondary Education	106	1.65	Primary and Secondary Education	5,818	7.49
Colleges and Universities	12	0.19	Colleges and Universities	535	0.69
Social Services	233	3.62	Social Services	2,611	3.36
Child Care Services	49	0.76	Child Care Services	620	0.80
Museums and Zoos	12	0.19	Museums and Zoos	82	0.11
Membership Organizations	255	3.96	Membership Organizations	1,157	1.49
Professional Services	141	2.19	Professional Services	1,081	1.39

Government	278	4.32	Government	5,201	6.70
Unclassified Establishments	145	2.25	Unclassified Establishments	363	0.47

Total Businesses by NAICS (2016)			Total Employees by NAICS (2016)		
	TOTAL	%		TOTAL	%
Agriculture, Forestry and Fishing	91	1.41	Agriculture, Forestry and Fishing	307	0.40
Agricultural Services	0	0.00	Agricultural Services	0	0.00
Coal and Ore Mining	4	0.06	Coal and Ore Mining	71	0.09
Oil and Gas	5	0.08	Oil and Gas	9	0.01
General Construction	503	7.82	General Construction	2,685	3.46
Heavy Construction	30	0.47	Heavy Construction	260	0.33
Food Manufacturing	29	0.45	Food Manufacturing	1,000	1.29
Beverage and Tobacco Products	3	0.05	Beverage and Tobacco Products	20	0.03
Textile Mills	2	0.03	Textile Mills	230	0.30
Textile Products	6	0.09	Textile Products	20	0.03
Apparel Manufacturing	0	0.00	Apparel Manufacturing	0	0.00
Leather Manufacturing	1	0.02	Leather Manufacturing	2	0.00
Wood Products	11	0.17	Wood Products	502	0.65
Paper Manufacturing	3	0.05	Paper Manufacturing	134	0.17
Printing and Publishing	20	0.31	Printing and Publishing	73	0.09
Chemicals	12	0.19	Chemicals	307	0.40
Petroleum and Coal Products	0	0.00	Petroleum and Coal Products	0	0.00
Rubber and Plastics	10	0.16	Rubber and Plastics	1,110	1.43
Stone, Glass, and Concrete	9	0.14	Stone, Glass, and Concrete	122	0.16
Primary Metal Manufacturing	5	0.08	Primary Metal Manufacturing	525	0.68
Metals Fabrication	59	0.92	Metals Fabrication	1,519	1.96
Machinery and Equipment Manufacturing	21	0.33	Machinery and Equipment Manufacturing	279	0.36
Computers and Electronics	7	0.11	Computers and Electronics	348	0.45
Electrical Equipment and Appliances	4	0.06	Electrical Equipment and Appliances	307	0.40
Transportation Equipment	13	0.20	Transportation Equipment	801	1.03
Furniture Manufacturing	16	0.25	Furniture Manufacturing	484	0.62
Miscellaneous Manufacturing	45	0.70	Miscellaneous Manufacturing	846	1.09
Communications	45	0.70	Communications	267	0.34
Utilities	12	0.19	Utilities	110	0.14
Durables Wholesale	114	1.77	Durables Wholesale	3,212	4.14
Non Durables Wholesale	58	0.90	Non Durables Wholesale	2,376	3.06
Electronic Markets and Brokers	3	0.05	Electronic Markets and Brokers	43	0.06
Motor Vehicle and Parts Dealers	112	1.74	Motor Vehicle and Parts Dealers	1,613	2.08
Furniture and Home Furnishings	37	0.57	Furniture and Home Furnishings	222	0.29
Electronics and Appliances	90	1.40	Electronics and Appliances	607	0.78
Building Materials, Hardware and Garden	79	1.23	Building Materials, Hardware and Garden	1,517	1.95
Food and Beverage Stores	93	1.45	Food and Beverage Stores	2,142	2.76
Health and Personal Care Stores	68	1.06	Health and Personal Care Stores	616	0.79
Gasoline Stations	53	0.82	Gasoline Stations	329	0.42
Clothing and Clothing Accessories	72	1.12	Clothing and Clothing Accessories	497	0.64
Sporting Goods/Hobby/Book/Music Stores	63	0.98	Sporting Goods/Hobby/Book/Music Stores	493	0.63
General Merchandise Stores	44	0.68	General Merchandise Stores	1,842	2.37
Miscellaneous Store Retailers	131	2.04	Miscellaneous Store Retailers	985	1.27
Nonstore Retailers	15	0.23	Nonstore Retailers	995	1.28
Warehousing/Storage, Postal/Courier Service	22	0.34	Warehousing/Storage, Postal/Courier Service	322	0.41
Publishing	14	0.22	Publishing	695	0.89
Software Publishers	0	0.00	Software Publishers	0	0.00
Motion Pictures and Video	3	0.05	Motion Pictures and Video	6	0.01
Movie Theaters	5	0.08	Movie Theaters	29	0.04
Broadcasting	12	0.19	Broadcasting	144	0.19
Data Processing/Hosting	12	0.19	Data Processing/Hosting	104	0.13

Other Information Services	16	0.25	Other Information Services	277	0.36
Banking	430	6.68	Banking	1,625	2.09
Insurance Carriers	143	2.22	Insurance Carriers	532	0.68
Real Estate	230	3.57	Real Estate	941	1.21
Rental and Leasing	65	1.01	Rental and Leasing	216	0.28
Legal Services	116	1.80	Legal Services	441	0.57
Accounting	64	0.99	Accounting	342	0.44
Agricultural and Engineering	22	0.34	Agricultural and Engineering	137	0.18
Specialized Design	10	0.16	Specialized Design	292	0.38
Computer Systems Design	8	0.12	Computer Systems Design	57	0.07
Management/Scientific/Technical Consulting	38	0.59	Management/Scientific/Technical Consulting	294	0.38
Scientific Research and Development	14	0.22	Scientific Research and Development	188	0.24
Advertising and Public Relations	25	0.39	Advertising and Public Relations	204	0.26
Other Professional/Scientific/Technical Services	87	1.35	Other Professional/Scientific/Technical Services	535	0.69
Company and Enterprise Management	3	0.05	Company and Enterprise Management	78	0.10
Administrative and Support	209	3.25	Administrative and Support	1,441	1.86
Waste Management and Remediation	10	0.16	Waste Management and Remediation	52	0.07
Elementary and Secondary Schools	105	1.63	Elementary and Secondary Schools	5,817	7.49
Colleges and Universities	12	0.19	Colleges and Universities	535	0.69
Business Schools, Computer and Management Training	1	0.02	Business Schools, Computer and Management Training	6	0.01
Technical and Trade Schools	7	0.11	Technical and Trade Schools	33	0.04
Educational Services	36	0.56	Educational Services	209	0.27
Physician Offices	188	2.92	Physician Offices	2,841	3.66
Dental Offices	79	1.23	Dental Offices	547	0.70
Other Health Practicioners	267	4.15	Other Health Practicioners	621	0.80
Outpatient Care	47	0.73	Outpatient Care	1,528	1.97
Medical and Diagnostic Laboratories	1	0.02	Medical and Diagnostic Laboratories	50	0.06
Home Health Care Services	19	0.30	Home Health Care Services	353	0.45
Ambulatory Services	12	0.19	Ambulatory Services	161	0.21
General Medical and Surgical Hospitals	12	0.19	General Medical and Surgical Hospitals	2,664	3.43
Psychiatric and Substance Abuse Hospitals	8	0.12	Psychiatric and Substance Abuse Hospitals	1,605	2.07
Other Hospitals	0	0.00	Other Hospitals	0	0.00
Nursing and Residential Care	44	0.68	Nursing and Residential Care	1,262	1.62
Individual and Family Services	133	2.07	Individual and Family Services	1,154	1.49
Community Relief Services	3	0.05	Community Relief Services	7	0.01
Vocational Rehabilitation	8	0.12	Vocational Rehabilitation	229	0.29
Child Care Services	49	0.76	Child Care Services	620	0.80
Performing Arts	7	0.11	Performing Arts	16	0.02
Spectator Sports	0	0.00	Spectator Sports	0	0.00
Performing Arts/Sports Promoters	1	0.02	Performing Arts/Sports Promoters	6	0.01
Agents and Managers	0	0.00	Agents and Managers	0	0.00
Indpendent Artists/Writers/Performers	9	0.14	Indpendent Artists/Writers/Performers	15	0.02
Museums, Zoos, Historical Sites	36	0.56	Museums, Zoos, Historical Sites	228	0.29
Amusement, Gambling, and Recreation	40	0.62	Amusement, Gambling, and Recreation	1,086	1.40
Fitness Centers	30	0.47	Fitness Centers	315	0.41
Accomodations	35	0.54	Accomodations	473	0.61
Food Services and Drinking Places	388	6.03	Food Services and Drinking Places	5,879	7.57
Repair and Maintenance Services	208	3.23	Repair and Maintenance Services	902	1.16
Personal Care Services	251	3.90	Personal Care Services	898	1.16
Death Care Services	22	0.34	Death Care Services	109	0.14
Religious/Civic/Professional Organizations	287	4.46	Religious/Civic/Professional Organizations	1,697	2.18
Public Administration	279	4.34	Public Administration	5,228	6.73

Total Employees by Occupation (2016)

	TOTAL	%
Executive, Managers, and Administrators	6,811	8.77

Source: Applied Geographic Solutions, 2016

Business and Financial Operations	2,258	2.91
Computer and Mathematical Occupations	1,881	2.42
Architecture and Engineering	1,100	1.42
Life/Physical/Social Science Occupations	907	1.17
Community and Social Services	1,049	1.35
Legal	299	0.38
Education/Training/Library	5,308	6.83
Health Diagnosing and Treating Practitioners	3,784	4.87
Health Technologists/Technicians	1,338	1.72
Healthcare Support	2,377	3.06
Protective Services	976	1.26
Food Preparation/Serving	4,365	5.62
Building and Grounds Maintenance	2,643	3.40
Personal Care and Service	2,844	3.66
Sales	8,426	10.85
Office and Administrative Support	10,801	13.91
Farming/Fishing/Forestry	576	0.74
Construction and Extraction	3,106	4.00
Installation/Maintenance and Repair Workers	2,535	3.26
Production Workers	7,702	9.92
Transportation Workers	2,639	3.40
Material Moving	2,474	3.19



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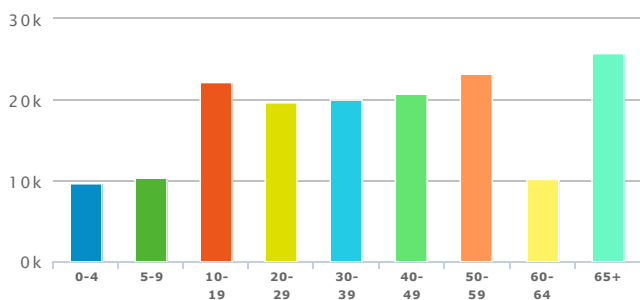
Rock County Demographics

Demographics Report (Rock County, Wisconsin)

Population (2016)

	TOTAL
Population (2016)	161,715

Age Distribution (2016)



	TOTAL	%
0-4	9,618	5.95
5-9	10,433	6.45
10-19	22,125	13.68
20-29	19,682	12.17
30-39	20,080	12.42
40-49	20,786	12.85
50-59	23,134	14.31
60-64	10,166	6.29
65+	25,691	15.89

Sex (2016)

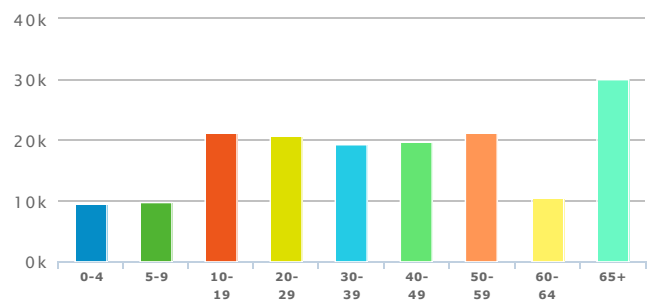


	TOTAL	%
Male	79,431	49.12
Female	82,284	50.88

Population (2021)

	TOTAL
Population (2021)	161,607

Age Distribution (2021)



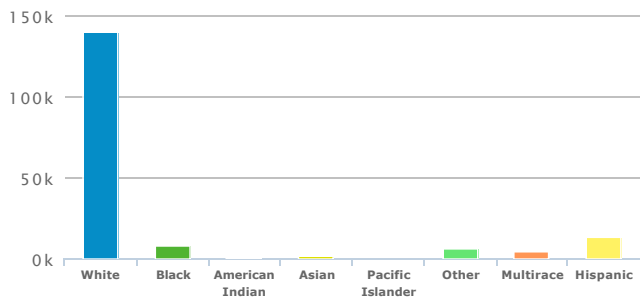
	TOTAL	%
0-4	9,422	5.83
5-9	9,687	5.99
10-19	21,308	13.19
20-29	20,631	12.77
30-39	19,230	11.9
40-49	19,796	12.25
50-59	21,170	13.1
60-64	10,413	6.44
65+	29,950	18.53

Sex (2021)



	TOTAL	%
Male	79,308	49.07
Female	82,299	50.93

Race and Ethnicity Distribution (2016)

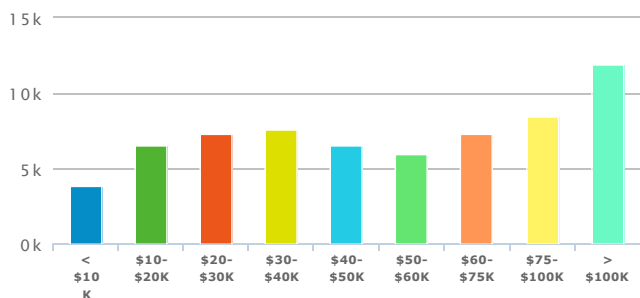


	TOTAL	%
White	140,130	86.65
Black	8,402	5.2
American Indian	513	.32
Asian	2,022	1.25
Pacific Islander	38	.02
Other	6,530	4.04
Multirace	4,080	2.52
Hispanic	13,343	8.25

Total Households (2016)

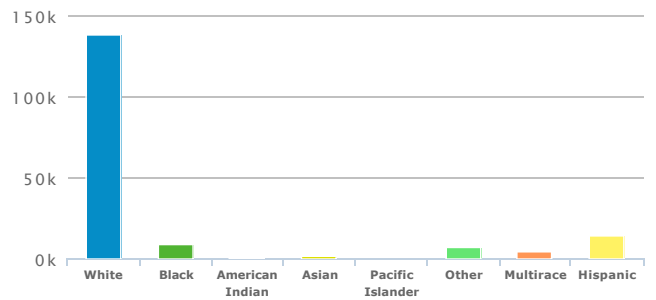
	TOTAL	%
Households	65,399	
Families	43,181	66.03

Household Income Distribution (2016)



	TOTAL	%
< \$10 K	3,809	5.82
\$10-\$20K	6,547	10.01
\$20-\$30K	7,281	11.13
\$30-\$40K	7,583	11.59
\$40-\$50K	6,570	10.05
\$50-\$60K	5,934	9.07
\$60-\$75K	7,279	11.13
\$75-\$100K	8,467	12.95
> \$100K	11,929	18.24

Race and Ethnicity Distribution (2021)

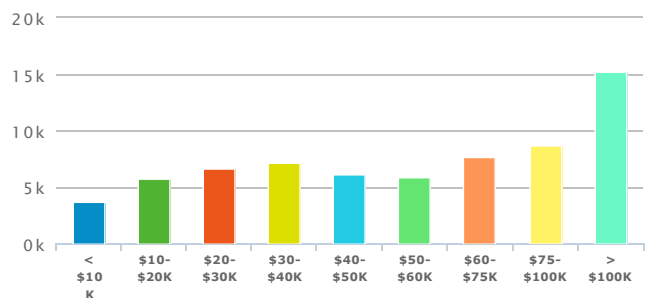


	TOTAL	%
White	138,664	85.8
Black	8,749	5.41
American Indian	544	.34
Asian	2,159	1.34
Pacific Islander	38	.02
Other	7,046	4.36
Multirace	4,407	2.73
Hispanic	14,491	8.97

Total Households (2021)

	TOTAL	%
Households	67,068	
Families	43,096	64.26

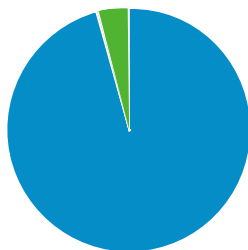
Household Income Distribution (2021)



	TOTAL	%
< \$10 K	3,767	5.62
\$10-\$20K	5,778	8.62
\$20-\$30K	6,674	9.95
\$30-\$40K	7,140	10.65
\$40-\$50K	6,137	9.15
\$50-\$60K	5,923	8.83
\$60-\$75K	7,632	11.38
\$75-\$100K	8,756	13.06
> \$100K	15,261	22.75

Labor Force Status (2016)

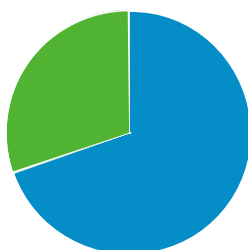
Employed
Unemployed



	TOTAL	%
Labor Force	84,323	
Employed	80,776	95.79
Unemployed	3,513	4.17
In Armed Forces	34	
Not In Labor Force	44,132	

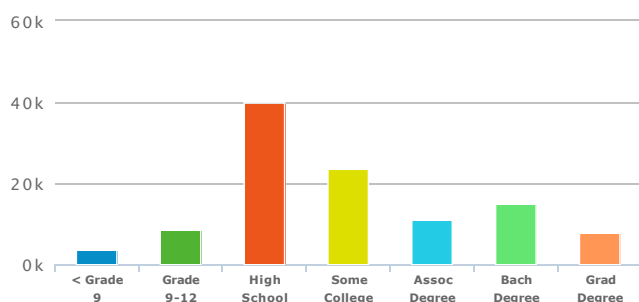
Total Number of Housing (2016)

Owner-Occupied Dwellings
Renter-Occupied Dwellings



	TOTAL	%
Total Dwellings	68,275	
Owner-Occupied Dwellings	45,589	69.71
Renter-Occupied Dwellings	19,810	30.29
Housing Units Occupied	65,399	95.79

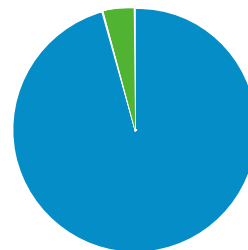
Education Attainment (2016)



	TOTAL	%
Population Age 25+	109,189	
< Grade 9	3,393	3.11
Grade 9-12	8,530	7.81
High School	39,976	36.61
Some College	23,471	21.5
Assoc Degree	11,109	10.17
Bach Degree	14,918	13.66
Grad Degree	7,792	7.14

Labor Force Status (2021)

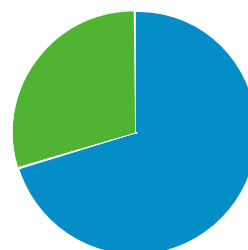
Employed
Unemployed



	TOTAL	%
Labor Force	85,407	
Employed	81,807	95.78
Unemployed	3,566	4.18
In Armed Forces	34	
Not In Labor Force	44,713	

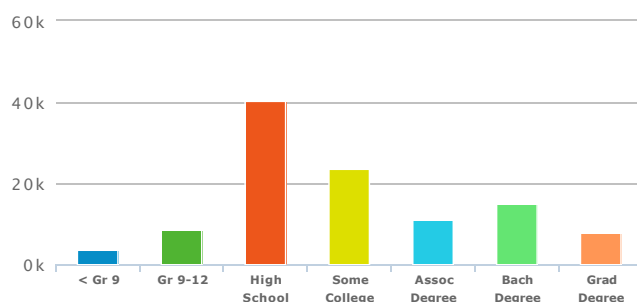
Total Number of Housing (2021)

Owner-Occupied Dwellings
Renter-Occupied Dwellings



	TOTAL	%
Total Dwellings	69,954	
Owner-Occupied Dwellings	47,188	70.36
Renter-Occupied Dwellings	19,880	29.64
Housing Units Occupied	67,068	95.87

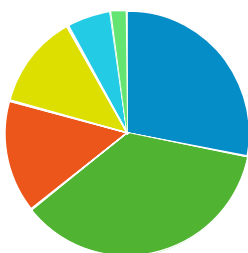
Education Attainment (2021)



	TOTAL	%
Population Age 25+	110,237	
< Gr 9	3,448	3.13
Gr 9-12	8,651	7.85
High School	40,380	36.63
Some College	23,700	21.5
Assoc Degree	11,189	10.15
Bach Degree	15,028	13.63
Grad Degree	7,841	7.11

Size of Household (2016)

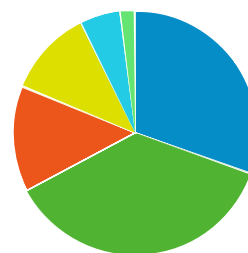
1 Person
2 Person
3 Person
4 Person
5 Person
6+ Person



	TOTAL	%
1 Person	18,179	27.8
2 Person	23,336	35.68
3 Person	9,756	14.92
4 Person	8,133	12.44
5 Person	3,775	5.77
6+ Person	1,429	2.19

Size of Household (2021)

1 Person
2 Person
3 Person
4 Person
5 Person
6+ Person



	TOTAL	%
1 Person	20,183	30.09
2 Person	24,417	36.41
3 Person	9,302	13.87
4 Person	7,617	11.36
5 Person	3,522	5.25
6+ Person	1,318	1.97

Source: Applied Geographic Solutions, 2016



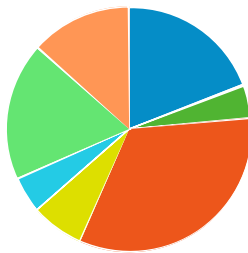
MADISON REGION ECONOMIC PARTNERSHIP

Rock County Consumer Spending

Consumer Spending Report (Rock County, Wisconsin)

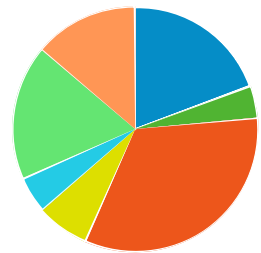
Apparel (2016)

- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



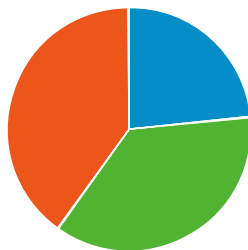
Apparel (2021)

- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



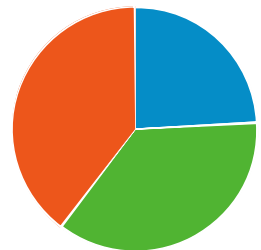
Entertainment (2016)

- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



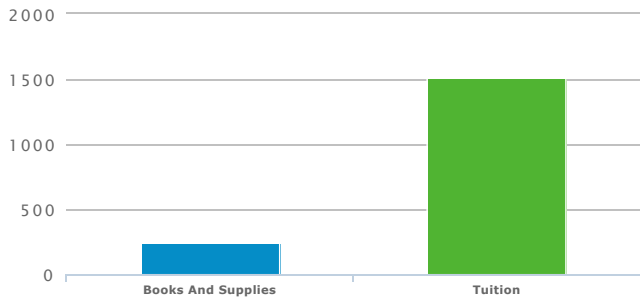
Entertainment (2021)

- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies

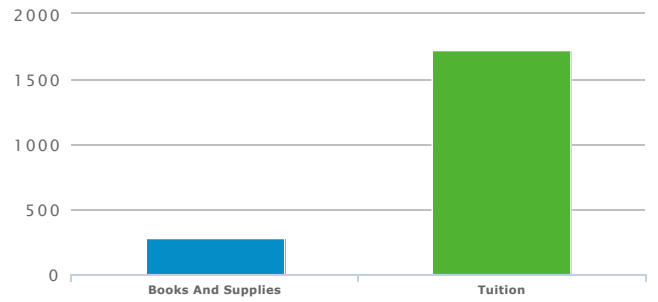


Education (2016)

Education (2021)

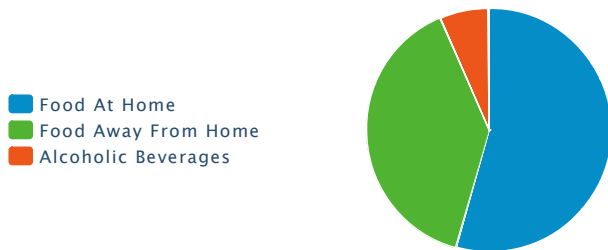


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,754	\$114,710
Books And Supplies	\$245	\$16,072
Tuition	\$1,508	\$98,638



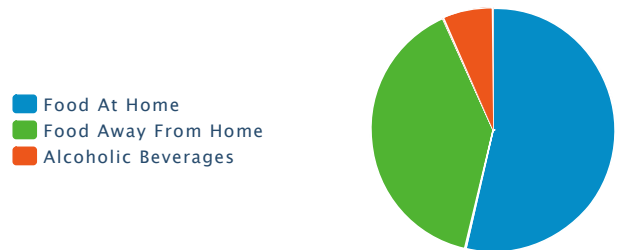
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,007	\$134,606
Books And Supplies	\$281	\$18,860
Tuition	\$1,725	\$115,746

Food and Beverages (2016)



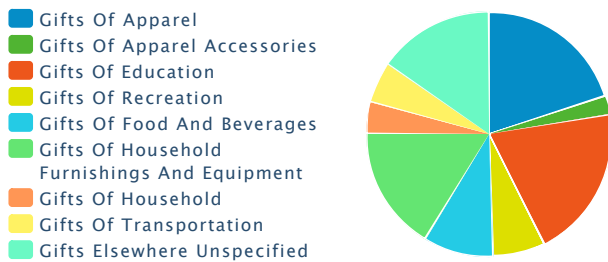
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$7,653	\$500,519
Food At Home	\$4,161	\$272,127
Food Away From Home	\$2,990	\$195,570
Alcoholic Beverages	\$501	\$32,821

Food and Beverages (2021)



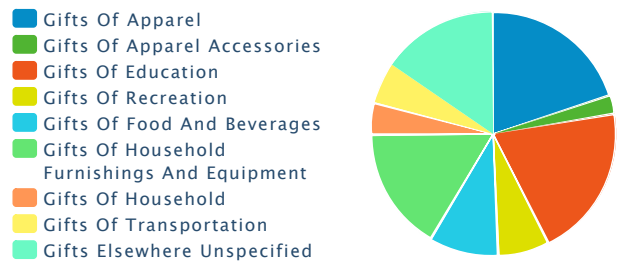
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$8,317	\$557,811
Food At Home	\$4,466	\$299,534
Food Away From Home	\$3,290	\$220,695
Alcoholic Beverages	\$560	\$37,582

Gifts (2016)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,218	\$79,717
Gifts Of Apparel	\$242	\$15,842
Gifts Of Apparel Accessories	\$30	\$2,014
Gifts Of Education	\$245	\$16,076
Gifts Of Recreation	\$83	\$5,433
Gifts Of Food And Beverages	\$112	\$7,380
Gifts Of Household Furnishings And Equipment	\$198	\$12,998
Gifts Of Household	\$51	\$3,395
Gifts Of Transportation	\$65	\$4,293
Gifts Elsewhere Unspecified	\$187	\$12,286

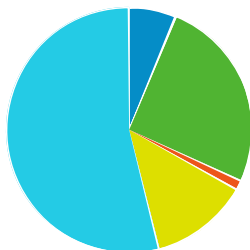
Gifts (2021)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,377	\$92,379
Gifts Of Apparel	\$273	\$18,326
Gifts Of Apparel Accessories	\$34	\$2,333
Gifts Of Education	\$277	\$18,611
Gifts Of Recreation	\$93	\$6,296
Gifts Of Food And Beverages	\$127	\$8,536
Gifts Of Household Furnishings And Equipment	\$224	\$15,057
Gifts Of Household	\$58	\$3,913
Gifts Of Transportation	\$74	\$5,027
Gifts Elsewhere Unspecified	\$212	\$14,281

Household Furnishings (2016)

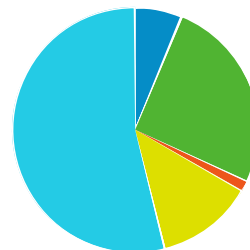
Household Textiles
Furniture
Floor Coverings
Major Appliances
Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,741	\$113,876
Household Textiles	\$109	\$7,180
Furniture	\$443	\$29,027
Floor Coverings	\$23	\$1,529
Major Appliances	\$226	\$14,808
Housewares And Small Appliances	\$937	\$61,332

Household Furnishings (2021)

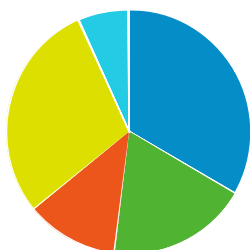
Household Textiles
Furniture
Floor Coverings
Major Appliances
Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,933	\$129,679
Household Textiles	\$121	\$8,117
Furniture	\$495	\$33,253
Floor Coverings	\$26	\$1,808
Major Appliances	\$249	\$16,724
Housewares And Small Appliances	\$1,040	\$69,777

Shelter (2016)

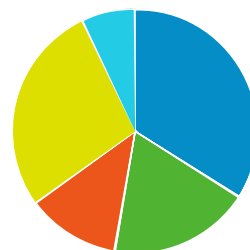
Mortgage Interest
Property Taxes
Miscellaneous Owned Dwelling Costs
Rental Costs
Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$10,585	\$692,301
Mortgage Interest	\$3,540	\$231,560
Property Taxes	\$1,953	\$127,780
Miscellaneous Owned Dwelling Costs	\$1,296	\$84,786
Rental Costs	\$3,079	\$201,405
Other Lodging	\$715	\$46,770

Shelter (2021)

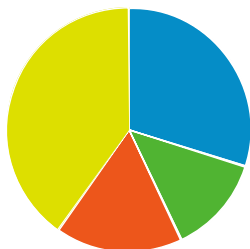
Mortgage Interest
Property Taxes
Miscellaneous Owned Dwelling Costs
Rental Costs
Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$11,644	\$780,976
Mortgage Interest	\$3,952	\$265,118
Property Taxes	\$2,188	\$146,773
Miscellaneous Owned Dwelling Costs	\$1,441	\$96,676
Rental Costs	\$3,233	\$216,891
Other Lodging	\$827	\$55,519

Household Operations (2016)

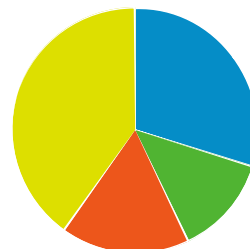
Babysitting And Elderly Care
Household Services
Alimony And Child Support
Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,405	\$91,896
Babysitting And Elderly Care	\$420	\$27,488
Household Services	\$183	\$12,018
Alimony And Child Support	\$237	\$15,534
Household Supplies	\$563	\$36,856

Household Operations (2021)

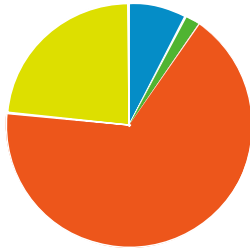
Babysitting And Elderly Care
Household Services
Alimony And Child Support
Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,578	\$105,882
Babysitting And Elderly Care	\$470	\$31,543
Household Services	\$206	\$13,865
Alimony And Child Support	\$268	\$17,977
Household Supplies	\$633	\$42,497

Personal Care (2016)

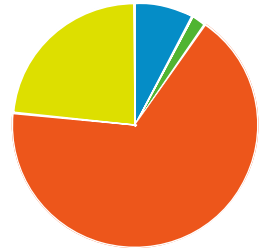
■ Hair Care
■ Electric Personal Care Appliances
■ Personal Care Services
■ Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$668	\$43,715
Hair Care	\$51	\$3,400
Electric Personal Care Appliances	\$13	\$861
Personal Care Services	\$447	\$29,246
Personal Care Products	\$156	\$10,208

Personal Care (2021)

■ Hair Care
■ Electric Personal Care Appliances
■ Personal Care Services
■ Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$732	\$49,123
Hair Care	\$57	\$3,824
Electric Personal Care Appliances	\$14	\$969
Personal Care Services	\$489	\$32,856
Personal Care Products	\$171	\$11,474

Utilities (2016)

■ Natural Gas
■ Electricity
■ Fuel Oil And Other Fuels
■ Telephone Service
■ Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,954	\$258,588
Natural Gas	\$418	\$27,380
Electricity	\$1,505	\$98,452
Fuel Oil And Other Fuels	\$143	\$9,404
Telephone Service	\$1,348	\$88,174
Other Utilities	\$537	\$35,177

Utilities (2021)

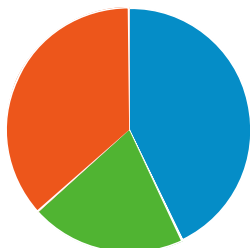
■ Natural Gas
■ Electricity
■ Fuel Oil And Other Fuels
■ Telephone Service
■ Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,261	\$285,818
Natural Gas	\$453	\$30,421
Electricity	\$1,615	\$108,379
Fuel Oil And Other Fuels	\$155	\$10,441
Telephone Service	\$1,454	\$97,528
Other Utilities	\$582	\$39,050

Reading (2016)

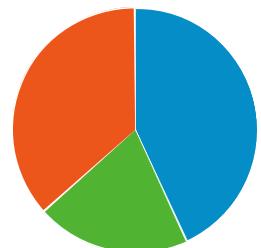
■ Newspapers
■ Magazines
■ Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$113	\$7,440
Newspapers	\$48	\$3,192
Magazines	\$23	\$1,525
Books	\$41	\$2,723

Reading (2021)

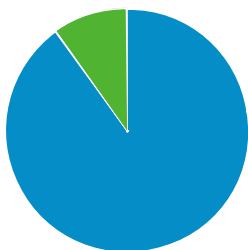
■ Newspapers
■ Magazines
■ Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$125	\$8,420
Newspapers	\$53	\$3,615
Magazines	\$25	\$1,726
Books	\$45	\$3,080

Tobacco (2016)

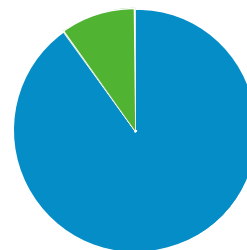
■ Cigarettes
■ Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$334	\$21,897
Cigarettes	\$301	\$19,705
Other Tobacco Products	\$33	\$2,192

Tobacco (2021)

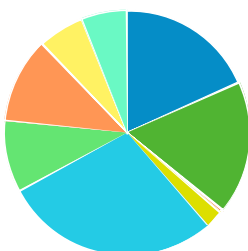
■ Cigarettes
■ Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$352	\$23,612
Cigarettes	\$316	\$21,248
Other Tobacco Products	\$35	\$2,363

Transportation (2016)

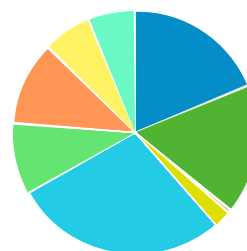
■ New Vehicle Purchase
■ Used Vehicle Purchase
■ Motorcycles (New And Used)
■ Vehicle Finance Charges
■ Gasoline And Oil
■ Vehicle Repair And Maintenance
■ Vehicle Insurance
■ Public Transportation
■ Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,911	\$648,220
New Vehicle Purchase	\$1,818	\$118,935
Used Vehicle Purchase	\$1,735	\$113,502
Motorcycles (New And Used)	\$42	\$2,764
Vehicle Finance Charges	\$228	\$14,950
Gasoline And Oil	\$2,826	\$184,853
Vehicle Repair And Maintenance	\$938	\$61,376
Vehicle Insurance	\$1,111	\$72,696
Public Transportation	\$608	\$39,806
Other Transportation Costs	\$601	\$39,337

Transportation (2021)

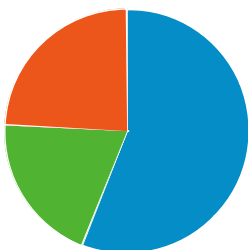
■ New Vehicle Purchase
■ Used Vehicle Purchase
■ Motorcycles (New And Used)
■ Vehicle Finance Charges
■ Gasoline And Oil
■ Vehicle Repair And Maintenance
■ Vehicle Insurance
■ Public Transportation
■ Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$10,787	\$723,469
New Vehicle Purchase	\$2,016	\$135,216
Used Vehicle Purchase	\$1,850	\$124,111
Motorcycles (New And Used)	\$45	\$3,081
Vehicle Finance Charges	\$247	\$16,595
Gasoline And Oil	\$3,043	\$204,130
Vehicle Repair And Maintenance	\$1,020	\$68,434
Vehicle Insurance	\$1,203	\$80,723
Public Transportation	\$688	\$46,192
Other Transportation Costs	\$670	\$44,988

Health Care (2016)

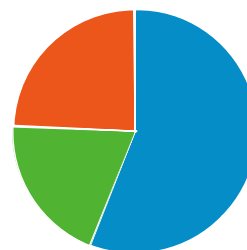
■ Health Care Insurance
■ Health Care Services
■ Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,234	\$276,932
Health Care Insurance	\$2,370	\$155,026
Health Care Services	\$838	\$54,808
Health Care Supplies And Equipment	\$1,025	\$67,099

Health Care (2021)

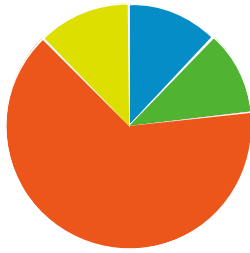
■ Health Care Insurance
■ Health Care Services
■ Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,573	\$306,722
Health Care Insurance	\$2,559	\$171,682
Health Care Services	\$903	\$60,602
Health Care Supplies And Equipment	\$1,109	\$74,438

Miscellaneous Expenses (2016)

■ Legal And Accounting
■ Funeral And Cemetery
■ Finance Charges Excluding Mortgage And Vehicle
■ Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$769	\$50,356
Legal And Accounting	\$93	\$6,089
Funeral And Cemetery	\$85	\$5,586
Finance Charges Excluding Mortgage And Vehicle	\$495	\$32,430
Other Miscellaneous Expenses	\$95	\$6,251

Personal Insurance (2016)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$363	\$23,787

Contributions (2016)

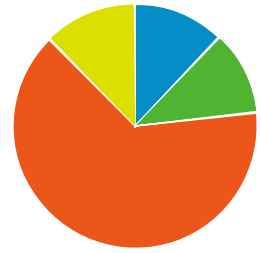
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,096	\$137,140

Retail Potential (2016)

	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$3,610	\$236,138
User Car Dealers	\$216	\$14,133
Recreational Vehicle Dealers	\$11	\$721
Motorcycle and Boat Dealers	\$154	\$10,097
Auto Parts and Accessories	\$558	\$36,497
Tire Dealers	\$254	\$16,640
Furniture Stores	\$342	\$22,418
Floor Covering Stores	\$123	\$8,051
Other Home Furnishing Stores	\$115	\$7,535
Appliances and Electronics Stores	\$801	\$52,434
Computer Stores	\$1,422	\$93,055
Camera and Photography Stores	\$93	\$6,096
Hardware Stores	\$187	\$12,286
Paint and Wallpaper Stores	\$17	\$1,128
Home Centers	\$417	\$27,305
Other Building Materials Stores	\$500	\$32,751
Outdoor Power Equipment Stores	\$15	\$1,028
Nursery and Garden Stores	\$125	\$8,223
Grocery Stores	\$5,844	\$382,228
Convenience Stores	\$248	\$16,248
Meat Markets	\$60	\$3,942
Fish and Seafood Markets	\$14	\$933
Fruit and Vegetable Markets	\$28	\$1,855
Other Specialty Food Markets	\$44	\$2,905
Liquor Stores	\$136	\$8,935

Miscellaneous Expenses (2021)

■ Legal And Accounting
■ Funeral And Cemetery
■ Finance Charges Excluding Mortgage And Vehicle
■ Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$837	\$56,161
Legal And Accounting	\$101	\$6,797
Funeral And Cemetery	\$93	\$6,262
Finance Charges Excluding Mortgage And Vehicle	\$538	\$36,133
Other Miscellaneous Expenses	\$103	\$6,969

Personal Insurance (2021)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$410	\$27,509

Contributions (2021)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,392	\$160,478

Source: Applied Geographic Solutions, 2016

Pharmacy and Drug Stores	\$1,229	\$80,438
Costmetics and Beauty Stores	\$52	\$3,438
Optical Goods Stores	\$127	\$8,346
Other Health and Personal Care Stores	\$99	\$6,533
Gasoline Stations with Convenience Stores	\$933	\$61,076
Gasoline Stations without Convenience Stores	\$154	\$10,086
Men's Clothing Stores	\$51	\$3,355
Women's Clothing Stores	\$163	\$10,723
Childrens' and Infant's Clothing Stores	\$91	\$5,979
Family Clothing Stores	\$345	\$22,605
Clothing Accessory Stores	\$18	\$1,188
Other Apparel Stores	\$41	\$2,690
Shoe Stores	\$114	\$7,488
Jewelry Stores	\$216	\$14,152
Luggage Stores	\$204	\$13,378
Sporting Goods Stores	\$155	\$10,158
Hobby, Toy, and Game Stores	\$45	\$3,007
Sewing and Needlecraft Stores	\$17	\$1,119
Musical Instrument Stores	\$36	\$2,414
Book Stores	\$330	\$21,593
Record,Tape,and CD Stores	\$87	\$5,711
Department Stores	\$2,721	\$177,998
Warehouse Superstores	\$1,176	\$76,945
Other General Merchandise Stores	\$326	\$21,360
Florists	\$26	\$1,742
Office and Stationary Stores	\$246	\$16,107
Gift and Souvenir Stores	\$79	\$5,220
Used Merchandise Stores	\$52	\$3,447
Pet and Pet Supply Stores	\$108	\$7,120
Art Dealers	\$9	\$652
Mobile Home Dealers	\$0	\$35
Other Miscellaneous Retail Stores	\$108	\$7,091
Mail Order and Catalog Stores	\$1,972	\$128,969
Vending Machines	\$85	\$5,616
Fuel Dealers	\$354	\$23,170
Other Direct Selling Establishments	\$177	\$11,587
Hotels and Other Travel Accomodations	\$131	\$8,601
RV Parks	\$2	\$142
Rooming and Boarding Houses	\$1	\$66
Full Service Restaurants	\$885	\$57,896
Limited Service Restaurants	\$879	\$57,514
Special Food Services and Catering	\$147	\$9,657
Drinking Places	\$79	\$5,176



MADISON REGION ECONOMIC PARTNERSHIP

Rock County Wages

Wages Report for Janesville, WI

• Occupation	Median Hourly	Mean Hourly	Median Annual	Mean Annual
• All Occupations	\$15.53	\$19.78	\$32,310	\$41,140
• Management Occupations	\$39.05	\$43.64	\$81,230	\$90,760
• Chief Executives	\$69.67	\$68.46	\$144,910	\$142,400
• General and Operations Managers	\$32.65	\$42.03	\$67,910	\$87,420
• Marketing Managers	\$56.30	\$67.55	\$117,100	\$140,500
• Sales Managers	\$49.11	\$54.08	\$102,150	\$112,480
• Administrative Services Managers	\$44.61	\$48.19	\$92,780	\$100,230
• Computer and Information Systems Managers	\$46.60	\$48.49	\$96,920	\$100,850
• Financial Managers	\$44.62	\$50.69	\$92,810	\$105,440
• Industrial Production Managers	\$48.26	\$59.57	\$100,370	\$123,910
• Transportation, Storage, and Distribution Managers	\$38.10	\$43.56	\$79,250	\$90,610
• Human Resources Managers	\$42.37	\$42.38	\$88,130	\$88,150
• Construction Managers	\$42.65	\$44.84	\$88,720	\$93,260
• Education Administrators, Elementary and Secondary School	*	*	\$96,330	\$96,740
• Education Administrators, Postsecondary	\$34.83	\$43.18	\$72,450	\$89,820
• Architectural and Engineering Managers	\$50.30	\$53.52	\$104,630	\$111,320
• Food Service Managers	\$21.32	\$21.14	\$44,340	\$43,960
• Medical and Health Services Managers	\$34.29	\$38.52	\$71,320	\$80,120
• Property, Real Estate, and Community Association Managers	\$20.88	\$21.23	\$43,430	\$44,150
• Social and Community Service Managers	\$22.50	\$24.26	\$46,810	\$50,460
• Managers, All Other	\$37.93	\$41.53	\$78,890	\$86,390
• Business and Financial Operations Occupations	\$25.55	\$27.47	\$53,130	\$57,130
• Wholesale and Retail Buyers, Except Farm Products	\$24.74	\$27.64	\$51,460	\$57,490
• Purchasing Agents, Except Wholesale, Retail, and Farm Products	\$28.35	\$29.50	\$58,970	\$61,360
• Compliance Officers	\$25.70	\$26.31	\$53,450	\$54,720
• Cost Estimators	\$29.66	\$31.02	\$61,690	\$64,530
• Human Resources Specialists	\$27.60	\$27.18	\$57,410	\$56,520
• Labor Relations Specialists	\$8.80	\$11.85	\$18,300	\$24,650
• Logisticians	\$24.12	\$26.26	\$50,170	\$54,620
• Management Analysts	\$28.00	\$30.80	\$58,230	\$64,060
• Training and Development Specialists	\$21.07	\$23.85	\$43,820	\$49,620
• Market Research Analysts and Marketing Specialists	\$20.67	\$22.75	\$42,990	\$47,320
• Business Operations Specialists, All Other	\$22.65	\$23.80	\$47,110	\$49,500
• Accountants and Auditors	\$27.08	\$29.12	\$56,330	\$60,580
• Appraisers and Assessors of Real Estate	*	*	*	*
• Financial Analysts	\$33.30	\$34.71	\$69,260	\$72,190
• Personal Financial Advisors	\$18.33	\$39.08	\$38,140	\$81,280
• Loan Officers	\$33.52	\$32.50	\$69,720	\$67,590
• Computer and Mathematical Occupations	\$28.45	\$30.09	\$59,180	\$62,590
• Computer Systems Analysts	\$34.61	\$35.71	\$72,000	\$74,270
• Information Security Analysts	\$21.56	\$23.34	\$44,840	\$48,540
• Computer Programmers	\$29.67	\$30.29	\$61,710	\$63,000

• Software Developers, Applications	\$37.33	\$36.54	\$77,640	\$76,000
• Software Developers, Systems Software	\$40.14	\$45.52	\$83,490	\$94,670
• Network and Computer Systems Administrators	\$29.62	\$29.05	\$61,600	\$60,430
• Computer User Support Specialists	\$22.43	\$22.93	\$46,660	\$47,700
• Computer Network Support Specialists	\$25.31	\$24.84	\$52,650	\$51,680
• Computer Occupations, All Other	\$13.25	\$20.17	\$27,570	\$41,940
• Architecture and Engineering Occupations	\$30.05	\$31.49	\$62,500	\$65,490
• Civil Engineers	\$34.60	\$33.47	\$71,970	\$69,610
• Industrial Engineers	\$40.44	\$39.27	\$84,110	\$81,680
• Mechanical Engineers	\$31.26	\$32.51	\$65,030	\$67,620
• Engineers, All Other	\$37.24	\$38.77	\$77,460	\$80,640
• Architectural and Civil Drafters	\$21.51	\$21.26	\$44,740	\$44,220
• Mechanical Drafters	\$21.25	\$22.38	\$44,210	\$46,550
• Civil Engineering Technicians	\$22.28	\$23.01	\$46,340	\$47,860
• Life, Physical, and Social Science Occupations	\$28.26	\$30.51	\$58,770	\$63,470
• Clinical, Counseling, and School Psychologists	\$39.38	\$43.69	\$81,920	\$90,880
• Agricultural and Food Science Technicians	\$22.07	\$21.86	\$45,910	\$45,470
• Community and Social Service Occupations	\$20.93	\$21.50	\$43,540	\$44,730
• Educational, Guidance, School, and Vocational Counselors	\$24.70	\$26.07	\$51,370	\$54,220
• Child, Family, and School Social Workers	\$21.21	\$21.46	\$44,110	\$44,630
• Healthcare Social Workers	\$19.30	\$20.92	\$40,150	\$43,520
• Health Educators	\$21.00	\$21.28	\$43,690	\$44,270
• Probation Officers and Correctional Treatment Specialists	\$24.37	\$24.10	\$50,700	\$50,130
• Social and Human Service Assistants	\$19.59	\$20.55	\$40,760	\$42,750
• Community and Social Service Specialists, All Other	\$12.83	\$13.71	\$26,690	\$28,520
• Legal Occupations	\$25.67	\$27.31	\$53,390	\$56,800
• Lawyers	\$30.34	\$34.98	\$63,110	\$72,750
• Paralegals and Legal Assistants	\$14.65	\$17.70	\$30,470	\$36,810
• Education, Training, and Library Occupations	\$21.59	\$23.37	\$44,910	\$48,610
• Preschool Teachers, Except Special Education	\$11.35	\$12.54	\$23,610	\$26,090
• Elementary School Teachers, Except Special Education	*	*	\$69,570	\$68,490
• Middle School Teachers, Except Special and Career/Technical Education	*	*	\$63,400	\$64,500
• Secondary School Teachers, Except Special and Career/Technical Education	*	*	\$56,680	\$58,130
• Special Education Teachers, Middle School	*	*	\$64,310	\$61,080
• Special Education Teachers, Secondary School	*	*	\$57,180	\$55,940
• Self-Enrichment Education Teachers	\$10.97	\$12.85	\$22,820	\$26,730
• Substitute Teachers	\$13.85	\$15.51	\$28,810	\$32,260
• Librarians	\$23.83	\$24.67	\$49,570	\$51,310
• Instructional Coordinators	\$32.83	\$30.24	\$68,290	\$62,900
• Teacher Assistants	*	*	\$24,750	\$24,880
• Arts, Design, Entertainment, Sports, and Media Occupations	\$18.71	\$20.54	\$38,920	\$42,720
• Graphic Designers	\$20.27	\$20.90	\$42,170	\$43,480
• Public Relations Specialists	\$24.71	\$27.47	\$51,400	\$57,130
• Healthcare Practitioners and Technical Occupations	\$29.49	\$39.36	\$61,340	\$81,870
• Chiropractors	\$31.43	\$33.35	\$65,370	\$69,360
• Dentists, General	*	\$104.93	*	\$218,260
• Pharmacists	\$59.18	\$53.48	\$123,100	\$111,230
• Family and General Practitioners	*	\$97.85	*	\$203,530
• Physician Assistants	\$42.98	\$41.58	\$89,390	\$86,480
• Occupational Therapists	\$39.56	\$37.90	\$82,280	\$78,830
• Physical Therapists	\$40.24	\$39.33	\$83,700	\$81,810
• Speech-Language Pathologists	\$33.44	\$32.93	\$69,550	\$68,490
• Veterinarians	\$49.93	\$48.23	\$103,860	\$100,310
• Registered Nurses	\$31.33	\$31.81	\$65,160	\$66,170
• Nurse Practitioners	\$46.50	\$46.26	\$96,720	\$96,210
• Dental Hygienists	\$29.90	\$31.90	\$62,190	\$66,350

• Radiologic Technologists	\$25.83	\$26.07	\$53,730	\$54,220
• Emergency Medical Technicians and Paramedics	\$19.28	\$17.57	\$40,100	\$36,550
• Pharmacy Technicians	\$13.95	\$14.08	\$29,020	\$29,290
• Surgical Technologists	\$20.98	\$21.33	\$43,640	\$44,370
• Veterinary Technologists and Technicians	\$13.86	\$13.93	\$28,820	\$28,970
• Ophthalmic Medical Technicians	\$22.46	\$23.35	\$46,710	\$48,570
• Licensed Practical and Licensed Vocational Nurses	\$21.56	\$21.45	\$44,840	\$44,620
• Medical Records and Health Information Technicians	\$15.81	\$16.19	\$32,880	\$33,670
• Opticians, Dispensing	\$13.49	\$13.70	\$28,060	\$28,490
• Healthcare Support Occupations	\$13.63	\$14.18	\$28,360	\$29,500
• Nursing Assistants	\$11.37	\$12.02	\$23,660	\$25,000
• Physical Therapist Assistants	\$25.54	\$24.84	\$53,120	\$51,670
• Dental Assistants	\$15.92	\$16.32	\$33,120	\$33,940
• Medical Assistants	\$15.25	\$15.37	\$31,720	\$31,960
• Medical Transcriptionists	\$20.05	\$20.01	\$41,710	\$41,620
• Pharmacy Aides	\$10.37	\$10.37	\$21,560	\$21,570
• Veterinary Assistants and Laboratory Animal Caretakers	\$11.19	\$11.89	\$23,270	\$24,730
• Protective Service Occupations	\$21.44	\$21.60	\$44,600	\$44,930
• First-Line Supervisors of Police and Detectives	\$35.18	\$37.09	\$73,180	\$77,140
• Firefighters	\$14.09	\$17.19	\$29,310	\$35,750
• Police and Sheriff's Patrol Officers	\$27.06	\$27.34	\$56,290	\$56,880
• Security Guards	\$11.30	\$11.88	\$23,510	\$24,710
• Crossing Guards	\$8.80	\$8.72	\$18,300	\$18,130
• Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	\$8.65	\$8.55	\$18,000	\$17,780
• Food Preparation and Serving Related Occupations	\$8.75	\$9.11	\$18,200	\$18,940
• Chefs and Head Cooks	\$11.18	\$14.80	\$23,250	\$30,780
• First-Line Supervisors of Food Preparation and Serving Workers	\$11.37	\$12.06	\$23,650	\$25,080
• Cooks, Fast Food	\$8.84	\$9.26	\$18,380	\$19,250
• Cooks, Institution and Cafeteria	\$12.78	\$12.89	\$26,580	\$26,810
• Cooks, Restaurant	\$9.22	\$9.53	\$19,170	\$19,820
• Cooks, Short Order	\$8.45	\$8.19	\$17,580	\$17,030
• Food Preparation Workers	\$9.05	\$9.25	\$18,820	\$19,240
• Bartenders	\$9.05	\$9.26	\$18,830	\$19,250
• Combined Food Preparation and Serving Workers, Including Fast Food	\$8.62	\$8.63	\$17,930	\$17,960
• Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$8.34	\$8.20	\$17,340	\$17,060
• Waiters and Waitresses	\$8.44	\$8.24	\$17,550	\$17,130
• Food Servers, Nonrestaurant	\$9.01	\$9.65	\$18,730	\$20,080
• Dining Room and Cafeteria Attendants and Bartender Helpers	\$8.46	\$8.19	\$17,590	\$17,040
• Dishwashers	\$8.42	\$8.20	\$17,520	\$17,050
• Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	\$8.56	\$8.40	\$17,800	\$17,460
• Building and Grounds Cleaning and Maintenance Occupations	\$10.73	\$12.19	\$22,320	\$25,350
• First-Line Supervisors of Housekeeping and Janitorial Workers	\$24.97	\$23.28	\$51,930	\$48,420
• Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$10.66	\$11.99	\$22,170	\$24,940
• Maids and Housekeeping Cleaners	\$8.82	\$9.14	\$18,340	\$19,000
• Landscaping and Groundskeeping Workers	\$11.77	\$12.60	\$24,480	\$26,220
• Pesticide Handlers, Sprayers, and Applicators, Vegetation	\$16.07	\$17.37	\$33,420	\$36,140
• Personal Care and Service Occupations	\$9.66	\$10.98	\$20,100	\$22,830
• First-Line Supervisors of Personal Service Workers	\$18.89	\$20.73	\$39,280	\$43,110
• Nonfarm Animal Caretakers	\$8.54	\$8.76	\$17,770	\$18,220
• Amusement and Recreation Attendants	\$8.76	\$9.26	\$18,220	\$19,270
• Hairdressers, Hairstylists, and Cosmetologists	\$9.79	\$10.50	\$20,370	\$21,850
• Childcare Workers	\$8.99	\$9.71	\$18,700	\$20,200
• Personal Care Aides	\$9.59	\$9.72	\$19,950	\$20,220

• Fitness Trainers and Aerobics Instructors	\$9.34	\$10.51	\$19,420	\$21,870
• Recreation Workers	\$9.35	\$11.81	\$19,450	\$24,560
• Residential Advisors	\$12.88	\$12.76	\$26,800	\$26,540
• Sales and Related Occupations	\$11.05	\$15.77	\$22,980	\$32,800
• First-Line Supervisors of Retail Sales Workers	\$17.55	\$19.66	\$36,500	\$40,900
• First-Line Supervisors of Non-Retail Sales Workers	\$38.09	\$39.77	\$79,220	\$82,730
• Cashiers	\$8.92	\$9.79	\$18,550	\$20,350
• Counter and Rental Clerks	\$9.06	\$10.83	\$18,840	\$22,530
• Parts Salespersons	\$15.75	\$16.11	\$32,760	\$33,510
• Retail Salespersons	\$9.78	\$11.58	\$20,350	\$24,090
• Advertising Sales Agents	\$13.73	\$16.69	\$28,560	\$34,710
• Insurance Sales Agents	\$17.21	\$19.82	\$35,810	\$41,230
• Securities, Commodities, and Financial Services Sales Agents	\$27.47	\$35.49	\$57,140	\$73,820
• Sales Representatives, Services, All Other	\$26.20	\$27.68	\$54,490	\$57,570
• Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$48.21	\$42.52	\$100,280	\$88,440
• Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$29.04	\$32.01	\$60,410	\$66,590
• Real Estate Sales Agents	\$20.04	\$19.56	\$41,670	\$40,690
• Telemarketers	\$10.12	\$10.18	\$21,040	\$21,160
• Office and Administrative Support Occupations	\$15.02	\$16.20	\$31,230	\$33,700
• First-Line Supervisors of Office and Administrative Support Workers	\$23.09	\$25.84	\$48,030	\$53,740
• Bill and Account Collectors	\$17.71	\$18.39	\$36,840	\$38,250
• Billing and Posting Clerks	\$16.50	\$16.64	\$34,320	\$34,610
• Bookkeeping, Accounting, and Auditing Clerks	\$16.35	\$16.51	\$34,010	\$34,340
• Payroll and Timekeeping Clerks	\$18.04	\$18.41	\$37,530	\$38,290
• Tellers	\$11.48	\$12.26	\$23,880	\$25,500
• Court, Municipal, and License Clerks	\$17.63	\$17.35	\$36,670	\$36,100
• Customer Service Representatives	\$16.21	\$17.26	\$33,710	\$35,890
• Hotel, Motel, and Resort Desk Clerks	\$8.44	\$8.31	\$17,560	\$17,280
• Library Assistants, Clerical	\$10.52	\$10.86	\$21,880	\$22,600
• Loan Interviewers and Clerks	\$18.04	\$20.85	\$37,530	\$43,370
• Order Clerks	\$17.60	\$17.38	\$36,610	\$36,160
• Receptionists and Information Clerks	\$12.98	\$13.04	\$27,000	\$27,110
• Dispatchers, Except Police, Fire, and Ambulance	\$18.53	\$22.33	\$38,540	\$46,440
• Postal Service Clerks	\$27.30	\$25.11	\$56,790	\$52,230
• Postal Service Mail Carriers	\$28.28	\$24.59	\$58,810	\$51,140
• Production, Planning, and Expediting Clerks	\$20.94	\$22.97	\$43,560	\$47,780
• Shipping, Receiving, and Traffic Clerks	\$15.87	\$16.04	\$33,010	\$33,360
• Stock Clerks and Order Fillers	\$10.22	\$11.31	\$21,250	\$23,510
• Weighers, Measurers, Checkers, and Samplers, Recordkeeping	\$11.76	\$12.15	\$24,460	\$25,270
• Executive Secretaries and Executive Administrative Assistants	\$22.47	\$25.17	\$46,730	\$52,360
• Medical Secretaries	\$16.13	\$16.41	\$33,540	\$34,130
• Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$15.94	\$15.60	\$33,160	\$32,440
• Office Clerks, General	\$14.31	\$14.83	\$29,770	\$30,850
• Office and Administrative Support Workers, All Other	\$13.56	\$13.67	\$28,210	\$28,440
• Farming, Fishing, and Forestry Occupations	\$16.30	\$15.97	\$33,900	\$33,220
• Construction and Extraction Occupations	\$21.12	\$22.60	\$43,930	\$47,010
• First-Line Supervisors of Construction Trades and Extraction Workers	\$28.71	\$30.65	\$59,710	\$63,750
• Carpenters	\$16.91	\$18.58	\$35,170	\$38,650
• Cement Masons and Concrete Finishers	\$22.63	\$23.58	\$47,080	\$49,040
• Construction Laborers	\$18.04	\$19.66	\$37,520	\$40,900
• Operating Engineers and Other Construction Equipment Operators	\$25.84	\$29.52	\$53,740	\$61,410
• Electricians	\$27.61	\$27.07	\$57,420	\$56,310
• Plumbers, Pipefitters, and Steamfitters	\$20.81	\$28.34	\$43,280	\$58,950

• Roofers	\$13.73	\$14.03	\$28,550	\$29,180
• Sheet Metal Workers	\$15.11	\$15.51	\$31,420	\$32,250
• Helpers--Electricians	\$14.93	\$16.49	\$31,050	\$34,300
• Construction and Building Inspectors	\$20.74	\$21.35	\$43,140	\$44,410
• Highway Maintenance Workers	\$16.15	\$18.18	\$33,590	\$37,820
• Installation, Maintenance, and Repair Occupations	\$19.77	\$20.80	\$41,130	\$43,260
• First-Line Supervisors of Mechanics, Installers, and Repairers	\$31.63	\$36.41	\$65,790	\$75,730
• Telecommunications Equipment Installers and Repairers, Except Line Installers	\$21.08	\$22.07	\$43,840	\$45,900
• Automotive Body and Related Repairers	\$18.16	\$19.14	\$37,770	\$39,810
• Automotive Service Technicians and Mechanics	\$16.90	\$17.50	\$35,150	\$36,400
• Bus and Truck Mechanics and Diesel Engine Specialists	\$18.44	\$18.87	\$38,360	\$39,250
• Mobile Heavy Equipment Mechanics, Except Engines	\$24.68	\$25.13	\$51,340	\$52,270
• Motorcycle Mechanics	\$14.41	\$14.30	\$29,970	\$29,740
• Outdoor Power Equipment and Other Small Engine Mechanics	\$9.53	\$9.88	\$19,820	\$20,550
• Heating, Air Conditioning, and Refrigeration Mechanics and Installers	\$21.45	\$21.94	\$44,620	\$45,630
• Industrial Machinery Mechanics	\$24.94	\$23.96	\$51,880	\$49,840
• Maintenance Workers, Machinery	\$22.71	\$22.31	\$47,230	\$46,400
• Millwrights	\$28.33	\$27.19	\$58,930	\$56,540
• Maintenance and Repair Workers, General	\$15.17	\$16.21	\$31,560	\$33,720
• Installation, Maintenance, and Repair Workers, All Other	\$24.26	\$23.68	\$50,470	\$49,260
• Production Occupations	\$15.22	\$16.97	\$31,660	\$35,300
• First-Line Supervisors of Production and Operating Workers	\$27.29	\$28.32	\$56,770	\$58,900
• Structural Metal Fabricators and Fitters	\$20.20	\$22.59	\$42,020	\$46,990
• Team Assemblers	\$12.10	\$13.52	\$25,170	\$28,110
• Assemblers and Fabricators, All Other	\$13.61	\$14.08	\$28,300	\$29,290
• Bakers	\$10.24	\$10.97	\$21,310	\$22,820
• Food Batchmakers	\$18.25	\$17.86	\$37,960	\$37,150
• Food Cooking Machine Operators and Tenders	\$14.49	\$17.00	\$30,140	\$35,350
• Computer-Controlled Machine Tool Operators, Metal and Plastic	\$15.00	\$17.77	\$31,210	\$36,960
• Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	\$23.88	\$24.62	\$49,680	\$51,210
• Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	\$14.14	\$14.08	\$29,410	\$29,290
• Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	\$15.08	\$16.23	\$31,360	\$33,770
• Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	\$17.90	\$18.03	\$37,240	\$37,510
• Machinists	\$17.52	\$17.71	\$36,450	\$36,830
• Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	\$21.17	\$20.28	\$44,030	\$42,180
• Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	\$17.68	\$18.99	\$36,780	\$39,500
• Tool and Die Makers	\$23.73	\$23.53	\$49,350	\$48,940
• Welders, Cutters, Solderers, and Brazers	\$16.80	\$19.93	\$34,940	\$41,450
• Printing Press Operators	\$12.53	\$14.04	\$26,060	\$29,200
• Sewing Machine Operators	\$16.35	\$17.05	\$34,010	\$35,450
• Sawing Machine Setters, Operators, and Tenders, Wood	\$15.59	\$15.35	\$32,430	\$31,940
• Woodworking Machine Setters, Operators, and Tenders, Except Sawing	\$15.60	\$15.92	\$32,450	\$33,120
• Water and Wastewater Treatment Plant and System Operators	\$25.08	\$24.78	\$52,160	\$51,550
• Chemical Equipment Operators and Tenders	\$27.41	\$27.34	\$57,010	\$56,860
• Mixing and Blending Machine Setters, Operators, and Tenders	\$16.36	\$17.69	\$34,040	\$36,800
• Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	\$13.99	\$14.73	\$29,090	\$30,650
• Furnace, Kiln, Oven, Drier, and Kettle Operators and Tenders	\$14.20	\$14.88	\$29,540	\$30,940
• Inspectors, Testers, Sorters, Samplers, and Weighers	\$16.50	\$16.68	\$34,330	\$34,700
• Packaging and Filling Machine Operators and Tenders	\$19.71	\$17.82	\$40,990	\$37,070

• Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	\$14.54	\$15.27	\$30,250	\$31,750
• Painters, Transportation Equipment	\$16.87	\$16.89	\$35,100	\$35,120
• Helpers--Production Workers	\$8.92	\$9.25	\$18,550	\$19,240
• Production Workers, All Other	\$9.80	\$10.61	\$20,380	\$22,070
• Transportation and Material Moving Occupations	\$14.57	\$15.77	\$30,300	\$32,810
• First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand	\$23.44	\$23.98	\$48,760	\$49,890
• First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators	\$28.09	\$29.48	\$58,430	\$61,320
• Bus Drivers, School or Special Client	\$14.87	\$16.55	\$30,930	\$34,420
• Driver/Sales Workers	\$9.08	\$11.41	\$18,880	\$23,720
• Heavy and Tractor-Trailer Truck Drivers	\$18.61	\$19.84	\$38,710	\$41,260
• Light Truck or Delivery Services Drivers	\$14.18	\$18.21	\$29,490	\$37,880
• Taxi Drivers and Chauffeurs	\$13.21	\$14.43	\$27,470	\$30,010
• Excavating and Loading Machine and Dragline Operators	\$19.52	\$20.42	\$40,600	\$42,480
• Industrial Truck and Tractor Operators	\$14.20	\$14.51	\$29,540	\$30,180
• Cleaners of Vehicles and Equipment	\$10.85	\$12.07	\$22,570	\$25,110
• Laborers and Freight, Stock, and Material Movers, Hand	\$11.23	\$12.35	\$23,350	\$25,690
• Packers and Packagers, Hand	\$14.09	\$13.68	\$29,310	\$28,460
• Refuse and Recyclable Material Collectors	\$11.82	\$15.76	\$24,590	\$32,780


























Source: Bureau of Labor Statistics on May, 2015



MADISON REGION ECONOMIC PARTNERSHIP

Rock County Business Report

Business Report (within community)

Business Type	Total Businesses	%	Estimated Sales	# Est. Employees
 Agriculture, Forestry, Fishing and Hunting	83	1.35%	\$47,532,000	302
 Mineral, Oil and Gas Extraction	13	0.21%	\$66,573,000	155
 Utility Services: Power, Gas, Steam, Water, and Sewage	14	0.23%	\$66,321,000	127
 Construction	621	10.09%	\$866,795,000	3,418
 Manufacturing - Processed Food, Textiles, Clothing	43	0.7%	\$360,592,000	1,106
 Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	66	1.07%	\$609,634,000	1,832
 Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	166	2.7%	\$1,124,908,000	5,046
 Wholesalers	208	3.38%	\$9,623,525,000	5,669
 Retail: Home, Food, Automobiles, Personal Care	556	9.03%	\$1,797,715,000	6,180
 Retail: Hobby, Media, General Merchandise	253	4.11%	\$660,451,000	4,645
 Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	110	1.79%	\$140,644,000	1,236
 Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	21	0.34%	\$5,767,000	330
 Information	113	1.84%	\$378,937,000	1,294
 Banking, Finance and Insurance	531	8.63%	\$567,880,000	1,464
 Real Estate and Rentals	296	4.81%	\$205,704,000	1,179
 Professional, Scientific, and Technical Services	376	6.11%	\$226,015,000	2,503
 Holding Companies and Managing Offices	2	0.03%	\$0,000	95
 Administrative and Support and Waste Management and Remediation Services	278	4.52%	\$163,279,000	1,702
 Education	162	2.63%	\$8,136,000	5,726
 Health Care and Social Services	489	7.94%	\$1,292,646,000	12,943
 Arts, Sports, Entertainment, and Recreation	130	2.11%	\$41,384,000	1,634
 Accommodation and Food Services	412	6.69%	\$281,603,000	6,415
 Other Services - Repair, Personal Care, Laundry, Religious, etc.	791	12.85%	\$150,272,000	3,733
 Public Administration	279	4.53%	\$0,000	5,233
 Unclassified	142	2.31%	\$0,000	37

Source: Info USA, May 2016

Property ID: 55105



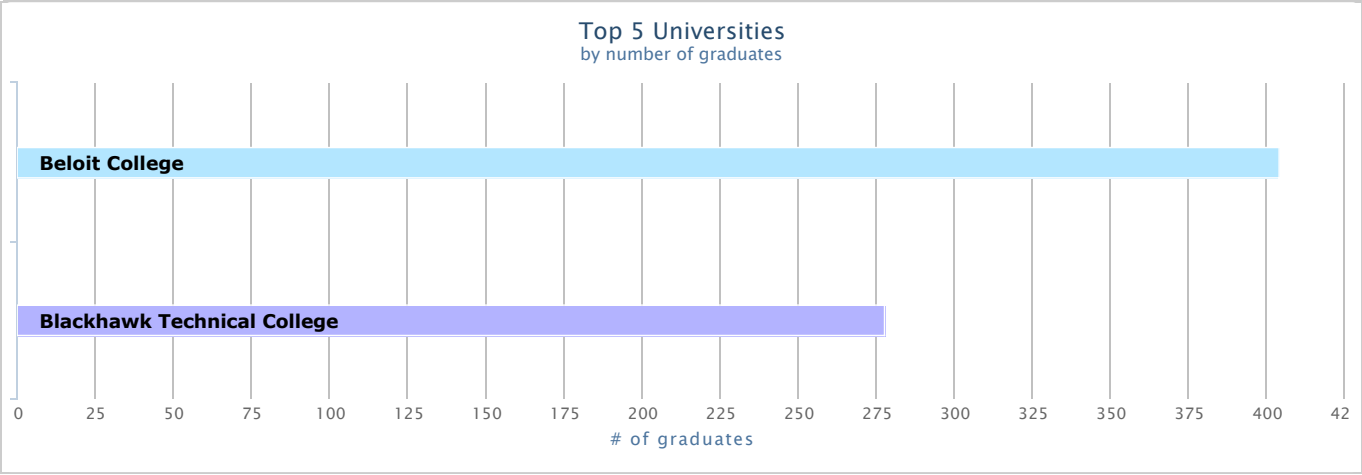
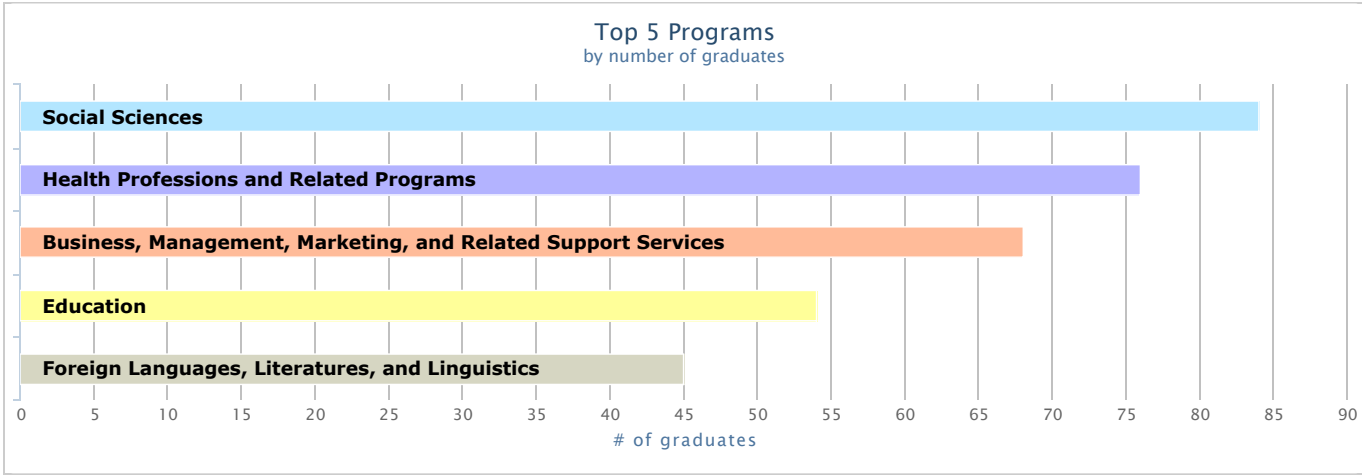
MADISON REGION ECONOMIC PARTNERSHIP

Rock County Talent Pool

Degrees Conferred by Program (within community)

Program	Associates	Bachelors	Masters	PhD	Total
Area, Ethnic, Cultural, Gender, and Group Studies	0	10	0	0	10
Biological and Biomedical Sciences	0	25	0	0	25
Business, Management, Marketing, and Related Support Services	58	10	0	0	68
Computer and Information Sciences and Support Services	18	7	0	0	25
Education	28	26	0	0	54
Engineering	0	1	0	0	1
Engineering Technologies and Engineering-Related Fields	18	0	0	0	18
English Language and Literature/Letters	0	38	0	0	38
Foreign Languages, Literatures, and Linguistics	0	45	0	0	45
Health Professions and Related Programs	76	0	0	0	76
History	0	16	0	0	16
Homeland Security, Law Enforcement, Firefighting and Related Protective Services	41	0	0	0	41
Legal Professions and Studies	5	0	0	0	5
Mathematics and Statistics	0	7	0	0	7
Mechanic and Repair Technologies/Technicians	9	0	0	0	9
Multi/Interdisciplinary Studies	7	19	0	0	26
Natural Resources and Conservation	0	3	0	0	3
Personal and Culinary Services	18	0	0	0	18
Philosophy and Religious Studies	0	16	0	0	16
Physical Sciences	0	41	0	0	41
Psychology	0	23	0	0	23
Social Sciences	0	84	0	0	84
Visual and Performing Arts	0	33	0	0	33
Grand total	278	404	0	0	682

Annual Degrees Conferred: 2014-2015



Property ID: 55105