BEARFACTS 1993 – 2003
Rock , Wisconsin [55105]

Rock is one of 72 counties in Wisconsin. It is part of the Janesville, WI (MSA). Its 2003 population of 153,989 ranked 9th in the state.

PER CAPITA PERSONAL INCOME

In 2003 Rock had a per capita personal income (PCPI) of $28,431. This PCPI ranked 24th in the state and was 93 percent of the state average, $30,710, and 90 percent of the national average, $31,530. The 2003 PCPI reflected an increase of 4.5 percent from 2002. The 2002-2003 state change was 2.4 percent and the national change was 2.2 percent. In 1993 the PCPI of Rock was $20,615 and ranked 11th in the state. The 1993-2003 average annual growth rate of PCPI was 3.3 percent. The average annual growth rate for the state was 4.2 percent and for the nation was 4.0 percent.

TOTAL PERSONAL INCOME

In 2003 Rock had a total personal income (TPI) of $4,378,110*. This TPI ranked 9th in the state and accounted for 2.6 percent of the state total. In 1993 the TPI of Rock was $2,976,174* and ranked 8th in the state. The 2003 TPI reflected an increase of 4.8 percent from 2002. The 2002-2003 state change was 2.9 percent and the national change was 3.1 percent. The 1993-2003 average annual growth rate of TPI was 3.9 percent. The average annual growth rate for the state was 5.0 percent and for the nation was 5.1 percent.

COMPONENTS OF TOTAL PERSONAL INCOME

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Rock. In 2003 net earnings accounted for 70.5 percent of TPI (compared with 70.6 in 1993); dividends, interest, and rent were 13.9 percent (compared with 15.5 in 1993); and personal current transfer receipts were 15.6 percent (compared with 13.9 in 1993). From 2002 to 2003 net earnings increased 7.1 percent; dividends, interest, and rent decreased 4.0 percent; and personal current transfer receipts increased 3.5 percent. From 1993 to 2003 net earnings increased on average 3.9 percent each year; dividends, interest, and rent increased on average 2.9 percent; and personal current transfer receipts increased on average 5.1 percent.

EARNINGS BY PLACE OF WORK

Earnings of persons employed in Rock increased from $3,025,900* in 2002 to $3,258,802* in 2003, an increase of 7.7 percent. The 2002-2003 state change was 4.3 percent and the national change was 3.8 percent. The average annual growth rate from the 1993 estimate of $2,212,486* to the 2003 estimate was 3.9 percent. The average annual growth rate for the state was 5.1 percent and for the nation was 5.3 percent.

**Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

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