BEARFACTS 1996 – 2006
Rock , Wisconsin [55105]

Rock is one of 72 counties in Wisconsin. It is part of the Janesville, WI (MSA). Its 2006 population of 158,046 ranked 9th in the state.

PER CAPITA PERSONAL INCOME

In 2006 Rock had a per capita personal income (PCPI) of $30,195. This PCPI ranked 33rd in the state and was 88 percent of the state average, $34,461, and 82 percent of the national average, $36,794. The 2006 PCPI reflected an increase of 6.9 percent from 2005. The 2005-2006 state change was 5.4 percent and the national change was 6.1 percent. In 1996 the PCPI of Rock was $22,312 and ranked 17th in the state. The 1996-2006 average annual growth rate of PCPI was 3.1 percent. The average annual growth rate for the state was 4.0 percent and for the nation was 4.3 percent.

TOTAL PERSONAL INCOME

In 2006 Rock had a total personal income (TPI) of $4,772,222*. This TPI ranked 11th in the state and accounted for 2.5 percent of the state total. In 1996 the TPI of Rock was $3,345,404* and ranked 8th in the state. The 2006 TPI reflected an increase of 8.0 percent from 2005. The 2005-2006 state change was 5.9 percent and the national change was 7.1 percent. The 1996-2006 average annual growth rate of TPI was 3.6 percent. The average annual growth rate for the state was 4.7 percent and for the nation was 5.4 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 2006 net earnings accounted for 69.8 percent of TPI (compared with 70.3 in 1996); dividends, interest, and rent were 13.6 percent (compared with 16.0 in 1996); and personal current transfer receipts were 16.6 percent (compared with 13.7 in 1996). From 2005 to 2006 net earnings increased 8.3 percent; dividends, interest, and rent increased 9.8 percent; and personal current transfer receipts increased 5.5 percent. From 1996 to 2006 net earnings increased on average 3.5 percent each year; dividends, interest, and rent increased on average 1.9 percent; and personal current transfer receipts increased on average 5.7 percent.

EARNINGS BY PLACE OF WORK

Earnings of persons employed in Rock increased from $3,203,881* in 2005 to $3,500,266* in 2006, an increase of 9.3 percent. The 2005-2006 state change was 4.3 percent and the national change was 5.8 percent. The average annual growth rate from the 1996 estimate of $2,499,004* to the 2006 estimate was 3.4 percent. The average annual growth rate for the state was 4.8 percent and for the nation was 5.5 percent.

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

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