

Village of Rockland Profile

La Crosse County, WI

POPULATION

	1970	1980	1990	2000	2010
Rockland	278	383	509	628	594
County of La Crosse	80,468	91,056	97,892	107,120	114,638
State of Wisconsin	4,417,821	4,705,642	4,891,599	5,363,675	5,686,986

Source: U.S. Census Bureau

HOUSING UNITS

	1970	1980	1990	2000	2010
Rockland	80	120	157	216	243
County of La Crosse	25,433	33,277	38,227	43,480	48,402
State of Wisconsin	1,472,332	1,863,897	2,055,676	2,321,144	2,624,358

Source: U.S. Census Bureau

REAL ESTATE EQUALIZED VALUES

Millions of Dollars

	2010	2011	2012	2013	2014
Rockland \$	24	24	25	26	26
County of La Crosse \$	7,641	7,583	7,667	7,777	8,108
State of Wisconsin \$	483,967	475,506	459,699	455,740	466,816

Source: State of Wisconsin Department of Revenue

PER CAPITA PERSONAL INCOME

	2009	2010	2011	2012	2013
County of La Crosse \$	37,232	37,675	39,577	40,976	41,681
State of Wisconsin \$	38,380	38,728	40,780	42,475	43,244
United States \$	39,379	40,144	42,332	44,200	44,765

Source: U.S. Department of Commerce, Bureau of Economic Analysis, REIS

UNEMPLOYMENT TRENDS

	2011	2012	2013	2014
La Crosse County Labor Force	65,575	66,429	66,901	66,659
Number Employed	61,647	62,805	63,338	63,726
Number Unemployed	3,928	3,624	3,563	2,933
La Crosse County Unemployment Rate	6	5.5	5.3	4.4
Wisconsin Unemployment Rate %	7.8	7.0	6.8	5.5
U.S. Unemployment Rate %	8.9	8.1	7.4	6.2

Source: State of Wisconsin Department of Workforce Development

EMPLOYMENT BY INDUSTRY - 2000

Agriculture, Forestry, Fishing/Hunting, Mining:	2
Construction:	7
Manufacturing:	95
Wholesale Trade:	10
Retail Trade:	62
Transportation and Warehousing and Utilities:	31
Information:	8
Finance, Ins, Real Estate, Rental/leasing:	30
Prof, Scientific, Mgt, Admin and Waste Mgt Serv:	10
Educational, Health Social Serv:	61
Arts, Entertain, Rec, Accom and Food Serv:	8
Other Services (except public admin):	7
Public Admin:	28
Total Employment by Industry	359

Source: U.S. Census Bureau

2012 WAGE ESTIMATES

	Average	Experienced
Office Clerks, general:	13.70	15.87
Welders, Cutters, Solderers and Brazers:	20.39	21.01
Truck Drivers, Heavy and Tractor Trailer:	18.83	20.78
Computer Programmers:	26.08	29.57
Construction Laborers:	20.59	24.47
*Financial Managers, Branch or Dept.:	45.01	54.16
Maintenance Workers, Machinery:	19.55	20.92
*Janitors and Cleaners, except maids and hskkeeping:	12.41	14.19
Licensed Practical and Vocational Nurses:	18.91	20.19
Retail Salespersons:	11.04	12.48

*Occupation data not available, data shown reflects nearest match to occupation

Source: Wis. Dept. of Workforce Development

EDUCATION

*2013-2014	**2012-2013	County*	State**
High School Drop Out Rate %:		0.40	1.35

2014 TAXES

-Local Property Taxes-

2014 Effective Full Value Rate/\$1000:	20.66
2014 Real and Pers Property Full Value:	29,389,100

-LOCAL CONTACT-

Name:	Sue Donskey, Village Clerk
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City, State, and Zip	Rockland, WI 54653
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-REGIONAL CONTACT-

Mississippi River Regional Planning Commission	
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