

# 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

	2006	2007	2008	2009	2010
Rockland \$	22	24	25	25	24
County of La Crosse \$	6,888	7,378	7,497	7,688	7,641
State of Wisconsin \$	458,541	486,959	502,446	499,856	483,967

Source: State of Wisconsin Department of Revenue

## PER CAPITA PERSONAL INCOME

	2005	2006	2007	2008	2009
County of La Crosse \$	31,060	32,761	33,958	35,370	35,682
State of Wisconsin \$	33,664	35,637	36,891	37,905	37,373
United States \$	35,424	37,698	39,461	40,674	39,635

Source: U.S. Department of Commerce

## UNEMPLOYMENT TRENDS

	2007	2008	2009	2010
La Crosse County Labor Force	64,684	65,261	65,978	65,652
Number Employed	62,208	62,700	61,503	61,516
Number Unemployed	2,476	2,561	4,475	4,136
La Crosse County Unemployment Rate	3.8	3.9	6.8	6.3
Wisconsin Unemployment Rate %	4.8	4.9	8.7	8.3
U.S. Unemployment Rate %	4.6	5.8	9.3	9.6

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

## 2009 WAGE ESTIMATES

	Average	Experienced
Office Clerks, general	11.85	13.44
*Welders, Cutters, Solderers and Brazers:	16.13	16.93
Truck Drivers, Heavy and Tractor Trailer:	16.32	17.94
Computer Support Specialists:	16.73	19.28
Construction Laborers:	15.10	17.80
Mgrs, all other (wide variety, wage estimates are variable):	31.23	35.73
Maintenance Workers, Machinery:	17.26	20.18
*Janitors and Cleaners, except maids and hskeeping:	11.63	13.27
Licensed Practical and Vocational Nurses	17.55	18.84
Retail Salespersons:	11.30	13.27

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

Source: Wis. Dept. of Workforce Development

## EDUCATION

2009-2010	County	State
High School Drop Out Rate %:	0.56	1.60

## 2010 TAXES

### -Local Property Taxes-

2010 Effective Full Value Rate/\$1000:	18.94
2010 Real Pers Property Full Value:	24,910,400

### -LOCAL CONTACT-

Name:	Sue Donskey, Village Clerk
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Telephone:	(608) 486-4037
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### -REGIONAL CONTACT-

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