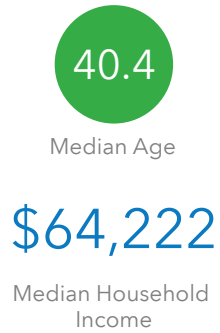
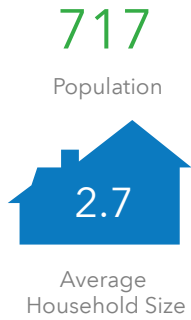


# Key Facts

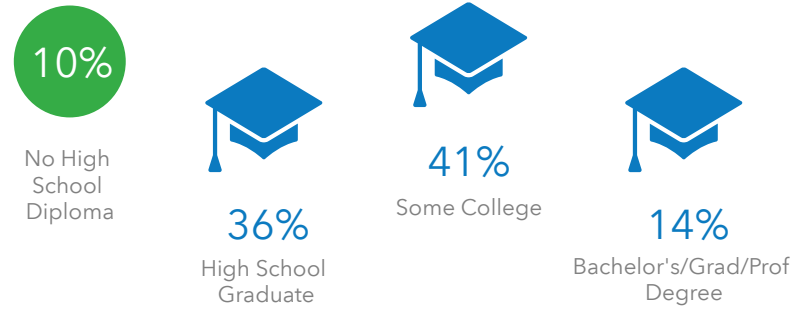
104 N Commercial St, Rockland, Wisconsin, 54653 (3 minutes)  
 104 N Commercial St, Rockland, Wisconsin, 54653  
 Drive time of 3 minutes

Prepared by Esri  
 Latitude: 43.90410  
 Longitude: -90.92005

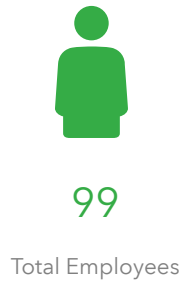
## KEY FACTS



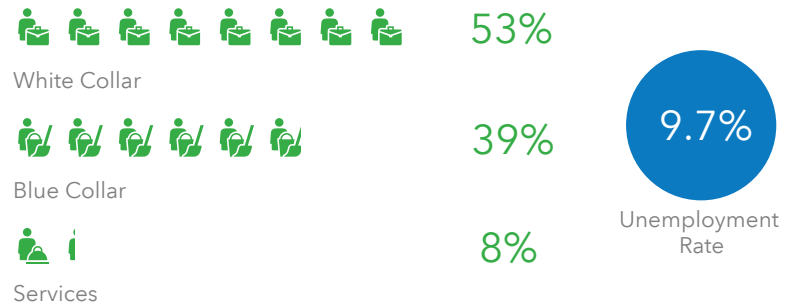
## EDUCATION



## BUSINESS



## EMPLOYMENT



## INCOME



## Households By Income

The largest group: \$100,000 - \$149,999 (23.3%)  
 The smallest group: \$150,000 - \$199,999 (0.8%)

Indicator ▲	Value	Diff	
<\$15,000	6.8%	-1.2%	
\$15,000 - \$24,999	5.6%	-2.4%	
\$25,000 - \$34,999	11.3%	0	
\$35,000 - \$49,999	11.3%	-3%	
\$50,000 - \$74,999	22.6%	+4.7%	
\$75,000 - \$99,999	14.7%	+1.5%	
\$100,000 - \$149,999	23.3%	+6.2%	
\$150,000 - \$199,999	0.8%	-4.2%	
\$200,000+	3.8%	-1.4%	

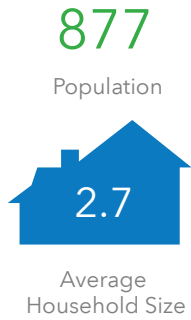
Bars show deviation from La Crosse County

# Key Facts

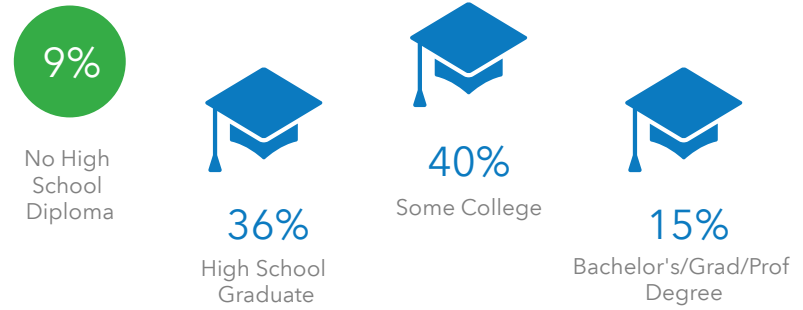
104 N Commercial St, Rockland, Wisconsin, 54653 (5 minutes)  
 104 N Commercial St, Rockland, Wisconsin, 54653  
 Drive time of 5 minutes

Prepared by Esri  
 Latitude: 43.90410  
 Longitude: -90.92005

## KEY FACTS



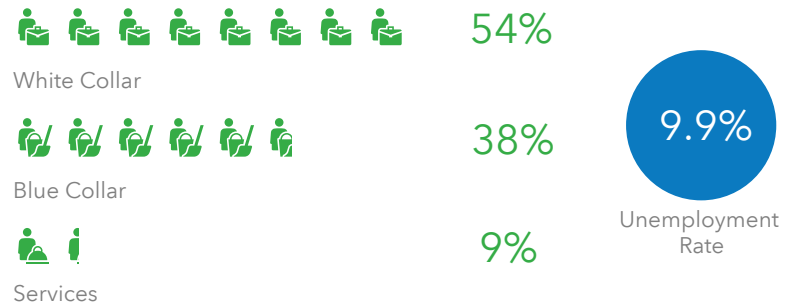
## EDUCATION



## BUSINESS



## EMPLOYMENT



## INCOME



## Households By Income

The largest group: \$100,000 - \$149,999 (22.8%)  
 The smallest group: \$150,000 - \$199,999 (1.5%)

Indicator ▲	Value	Diff
<\$15,000	6.8%	-1.2%
\$15,000 - \$24,999	5.5%	-2.5%
\$25,000 - \$34,999	10.2%	-1.1%
\$35,000 - \$49,999	11.1%	-3.2%
\$50,000 - \$74,999	22.5%	+4.6%
\$75,000 - \$99,999	15.4%	+2.2%
\$100,000 - \$149,999	22.8%	+5.7%
\$150,000 - \$199,999	1.5%	-3.5%
\$200,000+	4%	-1.2%

Bars show deviation from La Crosse County

# Key Facts

104 N Commercial St, Rockland, Wisconsin, 54653 (19 minutes)  
 104 N Commercial St, Rockland, Wisconsin, 54653  
 Drive time of 19 minutes

Prepared by Esri  
 Latitude: 43.90410  
 Longitude: -90.92005

## KEY FACTS

27,867

Population



2.5

Average Household Size

40.6

Median Age

\$63,932

Median Household Income

## EDUCATION

7%

No High School Diploma



33%

High School Graduate



34%

Some College



26%

Bachelor's/Grad/Prof Degree

## BUSINESS



1,035

Total Businesses



12,529

Total Employees

## EMPLOYMENT



58%

White Collar



31%

Blue Collar



11%

Services

11.2%

Unemployment Rate

## INCOME



\$63,932

Median Household Income



\$31,381

Per Capita Income



\$115,619

Median Net Worth

## Households By Income

The largest group: \$50,000 - \$74,999 (20.8%)

The smallest group: \$200,000+ (3.7%)

Indicator ▲	Value	Diff	
<\$15,000	8.2%	+0.2%	
\$15,000 - \$24,999	7.3%	-0.7%	
\$25,000 - \$34,999	8.6%	-2.7%	
\$35,000 - \$49,999	12.4%	-1.9%	
\$50,000 - \$74,999	20.8%	+2.9%	
\$75,000 - \$99,999	15.7%	+2.5%	
\$100,000 - \$149,999	18.3%	+1.2%	
\$150,000 - \$199,999	5.1%	+0.1%	
\$200,000+	3.7%	-1.5%	

Bars show deviation from La Crosse County