

# EMPLOYMENT AND INCOME

## Employment trends in Wisconsin

Year	Labor force (1,000)	Employed (1,000)	Unemployed (1,000)	Unemployment rate (%)	Total non-farm employment (1,000)	Service providing (1,000)	Goods producing (1,000)	Manufacturing (1,000)	Trade, transportation, and utilities (1,000)
1995	2,859.8	2,750.2	109.6	3.8	2,540.5	1,869.0	671.5	565.4	496.9
1996	2,908.6	2,797.3	111.3	3.8	2,587.7	1,914.2	673.5	564.4	507.2
1997	2,946.1	2,839.0	107.1	3.6	2,623.6	1,940.8	682.8	567.5	511.5
1998	2,983.7	2,887.0	96.7	3.2	2,689.0	1,982.1	706.9	590.2	519.6
1999	2,955.0	2,856.0	99.0	3.4	2,750.6	2,034.2	716.4	592.9	534.2
2000	2,960.2	2,865.5	94.7	3.2	2,814.0	2,090.1	723.9	596.4	548.8
2001	3,004.5	2,887.2	117.2	3.9	2,835.6	2,123.9	711.7	582.9	556.9
2002	3,012.8	2,850.7	162.1	5.4	2,783.2	2,118.0	665.2	537.1	540.3
2003	3,049.8	2,878.7	171.2	5.6	2,773.4	2,130.9	642.5	514.3	535.6
2004	3,047.4	2,885.6	161.7	5.3	2,780.3	2,152.2	628.1	498.4	536.7
2005	3,011.5	2,868.9	142.5	4.7	2,818.6	2,185.9	632.7	501.8	539.0
2006	3,037.4	2,893.8	143.6	4.7	2,849.4	2,210.3	639.1	505.9	542.7
2007	3,084.2	2,934.9	149.3	4.8	2,870.2	2,236.1	634.1	503.0	547.7
2008	3,087.0	2,947.4	139.6	4.5	2,882.6	2,256.6	626.0	499.8	546.4
2009	3,110.4	2,891.3	219.1	7.0	2,808.1	2,228.0	580.1	468.4	527.3
2010	3,083.4	2,797.7	285.8	9.3	2,710.1	2,186.9	523.2	423.8	507.9
2011	3,078.6	2,831.2	247.4	8.0	2,742.2	2,208.2	534.0	438.0	509.1
2012	3,073.3	2,853.5	219.8	7.2	2,756.7	2,208.4	548.3	451.9	512.3
2013	3,078.7	2,864.4	214.3	7.0	2,784.4	2,226.3	558.1	457.7	514.4
2014	3,075.8	2,888.7	187.1	6.1	2,830.5	2,266.0	564.5	460.3	520.5
2015	3,088.4	2,939.4	149.0	4.8	2,873.5	2,293.8	579.7	467.8	526.3
2016	3,116.5	2,983.8	132.7	4.3	2,916.4	2,335.1	581.3	465.9	536.6
2017	3,131.1	3,018.1	113.0	3.6	2,938.4	2,354.5	583.9	465.1	542.5
2018	3,141.4	3,049.2	92.2	2.9	2,967.8	2,370.2	597.6	472.0	544.8
2019	3,127.1	3,033.4	93.7	3.0	2,988.6	2,380.5	608.1	477.5	548.6

Note: Data are estimates that are revised monthly and annually and are seasonally adjusted. Industry classifications in this table are defined by the North American Industry Classification System (NAICS).

Sources: Wisconsin Department of Workforce Development, WisEconomy, Wisconsin Labor Market Information Data Access, Local Area Unemployment Statistics at <https://www.jobcenterofwisconsin.com/wisconsinquery> and Current Employment Statistics at [https://www.jobcenterofwisconsin.com/wisconsinquery#ces\\_dl](https://www.jobcenterofwisconsin.com/wisconsinquery#ces_dl) [March 19, 2019].

## Annual employment in Wisconsin

Industry	2014	2015	2016	2017	2018
Labor force . . . . .	3,081,543	3,092,181	3,125,311	3,140,410	3,133,294
Unemployment . . . . .	166,551	140,698	125,080	102,957	93,999
Unemployment rate . . . . .	5.4%	4.6%	4.0%	3.3%	3.0%
Employment . . . . .	2,914,992	2,951,483	3,000,231	3,037,453	3,039,295
Total nonfarm . . . . .	2,852,300	2,892,000	2,926,400	2,947,900	2,971,500
Service providing . . . . .	2,279,900	2,311,100	2,345,300	2,358,900	2,369,000
Goods producing . . . . .	572,400	580,800	581,100	589,100	602,500
Trade, transportation, and utilities . . . . .	524,200	531,100	539,300	542,300	543,200
Manufacturing . . . . .	464,700	467,300	464,800	467,300	475,500
Educational and health services . . . . .	430,500	436,200	444,800	451,000	456,100
Professional and business services . . . . .	308,100	315,400	322,600	325,800	326,800
Local government . . . . .	285,200	283,600	287,200	283,300	285,000
Leisure and hospitality . . . . .	264,100	270,900	275,900	280,300	282,600
Finance . . . . .	150,000	151,200	151,900	152,900	152,900
Other services . . . . .	143,300	148,100	149,900	151,400	152,300

## Annual employment in Wisconsin, continued

Industry	2014	2015	2016	2017	2018
Construction . . . . .	103,600	109,400	112,600	117,400	122,200
State government . . . . .	98,000	96,900	95,600	95,100	93,700
Information . . . . .	48,000	48,900	49,100	47,900	47,300
Federal government . . . . .	28,600	28,800	29,000	29,000	29,100
Natural resources and mining . . . . .	4,100	4,200	3,800	4,300	4,800

Note: Industry classifications in this table are defined by the North American Industry Classification System (NAICS).

Source: Wisconsin Department of Workforce Development, WisEconomy, Wisconsin Labor Market Information Access at: <https://www.jobcenterofwisconsin.com/wisecconomy/query>.

## Manufacturing employment in Wisconsin

Industry group	2014	2015	2016	2017	2018
<b>Durable goods</b> . . . . .	283,500	284,400	280,000	280,300	286,500
Selected detail:					
Fabricated metal product manufacturing . . . . .	74,200	74,600	72,900	73,600	76,100
Machinery manufacturing . . . . .	68,300	67,700	65,500	65,100	67,000
transportation equipment manufacturing . . . . .	26,700	26,800	26,700	26,800	26,300
Electrical equipment and appliances . . . . .	23,700	24,100	23,700	23,800	24,300
Wood product manufacturing . . . . .	17,100	17,400	17,500	17,600	17,900
<b>Nondurable goods</b> . . . . .	181,200	182,900	184,800	187,000	189,000
Selected detail:					
Food manufacturing . . . . .	64,300	64,400	65,600	67,700	69,500
Plastics and rubber products manufacturing . . . . .	31,300	32,000	32,200	32,800	33,700
Paper manufacturing . . . . .	30,700	30,600	30,400	29,900	29,600
Printing and related support activities . . . . .	29,300	29,800	29,700	29,000	28,100
<b>Total</b> . . . . .	<b>464,700</b>	<b>467,300</b>	<b>464,800</b>	<b>467,300</b>	<b>475,500</b>

Source: Department of Workforce Development, WisEconomy, Wisconsin Labor Market Information Data Access at: <https://www.jobcenterofwisconsin.com/wisecconomy/query> [March 20, 2019].

## Wisconsin personal income

	Personal income (mil. dol.)	Per capita personal income		
		Amount (dol.)	State rank	% of national average
1930 . . . . .	1,724.7	585	18	95
1935 . . . . .	1,415.6	461	19	97
1940 . . . . .	1,723.3	548	21	92
1945 . . . . .	3,527.0	1,191	22	96
1950 . . . . .	5,209.0	1,515	24	100
1955 . . . . .	6,955.7	1,891	21	98
1960 . . . . .	8,994.3	2,270	20	99
1965 . . . . .	11,798.4	2,788	22	98
1970 . . . . .	17,648.8	3,988	21	97
1975 . . . . .	27,872.0	6,099	25	99
1980 . . . . .	47,282.0	10,034	20	100
1985 . . . . .	66,276.7	13,960	28	94
1990 . . . . .	90,431.2	18,438	24	93
1995 . . . . .	119,327.1	23,015	24	96
2000 . . . . .	158,927.6	29,573	20	96
2005 . . . . .	190,527.6	34,353	21	97

## Wisconsin personal income, continued

	Personal income (mil. dol.)	Per capita personal income		
		Amount (dol.)	State rank	% of national average
2010 . . . . .	221,895.3	38,995	28	95
2015 . . . . .	268,238.0	46,571	25	95

1. Personal income includes all forms of income received by persons from business establishments; federal, state, and local governments; households and institutions; and foreign countries. Allowance is made for "in-kind" income not received as cash.  
 2. Per capita personal income is total personal income divided by total midyear population.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Data, Table SAINC1, Personal Income Summary: Personal Income, Population, Per Capita Personal Income, 2017 and previous editions at <https://apps.bea.gov/iTable/iTable.cfm?acrdn=6&isuri=1&reqid=70&step=1#reqid=70&step=1&isuri=1> [March 2019].

## Wisconsin personal income, by industry

Industry	2013 (mil.dol.)	2014 (mil.dol.)	2015 (mil.dol.)	2016 (mil.dol.)	2017 (mil.dol.)
Services <sup>1</sup> . . . . .	59,030	61,235	63,631	66,478	68,663
Manufacturing . . . . .	33,059	33,829	34,601	34,041	35,294
Government and government enterprises . . . . .	27,501	28,341	28,453	28,893	29,366
Finance and insurance . . . . .	11,349	10,989	11,380	12,157	12,676
Retail trade . . . . .	10,319	10,751	11,276	11,467	11,780
Construction . . . . .	9,583	10,452	11,221	11,684	12,572
Wholesale trade . . . . .	9,107	9,429	9,829	10,076	10,676
Transportation and warehousing . . . . .	6,227	6,545	6,882	6,924	7,203
Information . . . . .	3,981	4,300	4,478	4,473	4,591
Farm earnings . . . . .	3,091	3,112	2,850	1,999	1,758
Real estate and rental and leasing . . . . .	2,642	2,667	2,987	3,150	3,094
Utilities . . . . .	1,534	1,594	1,624	1,563	1,591
Forestry, fishing, and related activities . . . . .	485	529	628	653	661
Mining, quarrying, and oil and gas extraction . . . . .	509	430	311	265	325
<b>Total</b> <sup>2</sup> . . . . .	<b>247,127</b>	<b>257,572</b>	<b>\$268,238</b>	<b>\$273,787</b>	<b>\$283,636</b>

1. Services includes the following NAICS classification categories: professional, scientific and technical services; management of companies and enterprises; administrative and waste management services; educational services; health care and social assistance; arts, entertainment, and recreation; accommodation and food services; and other services (except government). 2. Total may not add due to rounding.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Data, "Table SAINC5N: Personal Income by Major Component and Earnings by NAICS Industry" at: <https://apps.bea.gov/iTable/iTable.cfm?acrdn=6&isuri=1&reqid=70&step=1#reqid=70&step=1&isuri=1> [March 19, 2019].

## Wisconsin adjusted gross income

County	per return AGI						2017 rank <sup>3</sup>
	2017 AGI <sup>1</sup> (\$)	2013 (\$)	2014 (\$)	2015 (\$)	2016 (\$)	2017 (\$)	
Adams . . . . .	361,771,594	33,770	34,240	35,544	36,292	38,307	68
Ashland . . . . .	288,627,337	35,290	35,770	36,628	37,658	38,219	69
Barron . . . . .	1,091,761,854	41,420	41,070	43,293	44,329	46,537	41
Bayfield . . . . .	353,066,757	42,220	42,490	46,466	44,402	46,050	43
Brown . . . . .	8,177,764,317	55,140	56,360	59,421	61,239	62,528	7
Buffalo . . . . .	285,591,643	39,520	39,590	40,732	40,861	41,796	61
Burnett . . . . .	297,891,405	34,980	36,670	38,158	39,356	40,392	66

## Wisconsin adjusted gross income, continued

County	per return AGI						2017 rank <sup>3</sup>
	2017 AGI <sup>1</sup> (\$)	2013 (\$)	2014 (\$)	2015 (\$)	2016 (\$)	2017 (\$)	
Calumet . . . . .	1,467,634,678	57,920	60,060	62,299	62,718	63,548	6
Chippewa . . . . .	1,559,230,935	44,880	45,960	47,585	49,686	51,372	29
Clark . . . . .	673,365,642	39,430	40,200	42,578	40,838	45,156	47
Columbia . . . . .	1,654,644,700	48,280	50,080	50,928	52,614	55,170	19
Crawford . . . . .	338,802,339	35,350	35,500	39,526	41,574	43,320	52
Dane . . . . .	20,226,279,808	63,890	65,660	68,051	70,303	72,928	3
Dodge . . . . .	2,203,932,328	47,640	49,120	49,139	49,596	51,596	28
Door . . . . .	856,266,497	48,040	49,940	50,845	51,463	54,808	21
Douglas . . . . .	938,083,032	41,830	42,890	44,577	45,106	45,675	44
Dunn . . . . .	1,002,063,992	44,090	45,180	46,468	46,967	50,807	31
Eau Claire . . . . .	2,870,598,924	68,660	75,290	57,602	54,543	57,056	12
Florence . . . . .	91,619,154	38,080	40,590	40,881	44,776	43,900	49
Fond du Lac . . . . .	2,883,163,205	49,620	51,530	53,402	53,666	56,779	13
Forest . . . . .	159,151,116	31,280	33,100	35,160	35,742	37,544	70
Grant . . . . .	993,369,295	39,520	41,030	41,690	41,841	43,177	53
Green . . . . .	1,039,122,121	49,770	50,180	52,928	52,040	55,858	16
Green Lake . . . . .	441,272,989	45,690	44,280	51,836	44,759	46,745	39
Iowa . . . . .	621,757,488	47,440	49,470	50,263	50,837	52,209	27
Iron . . . . .	125,365,215	34,980	36,750	37,477	38,702	39,836	67
Jackson . . . . .	406,626,651	40,680	42,340	40,717	43,113	43,116	54
Jefferson . . . . .	2,311,728,712	47,080	48,110	50,124	50,421	56,012	15
Juneau . . . . .	510,096,603	36,220	36,630	38,654	39,136	41,147	63
Kenosha . . . . .	4,370,085,181	48,130	49,520	51,439	52,410	53,570	24
Kewaunee . . . . .	518,021,979	46,160	47,030	48,885	48,394	50,956	30
La Crosse . . . . .	3,253,790,874	51,070	52,350	53,781	54,610	56,217	14
Lafayette . . . . .	334,139,912	41,610	40,270	41,924	42,075	42,904	55
Langlade . . . . .	399,017,121	37,440	37,250	39,353	40,203	41,182	62
Lincoln . . . . .	664,350,895	42,490	42,330	46,188	44,994	46,158	42
Manitowoc . . . . .	2,184,681,195	46,460	47,560	49,208	48,594	54,314	22
Marathon . . . . .	3,912,180,775	51,040	52,250	55,310	57,027	57,099	11
Marinette . . . . .	866,261,228	38,700	41,710	40,965	41,483	42,162	59
Marquette . . . . .	326,169,558	38,050	39,250	38,216	40,010	42,631	56
Menominee . . . . .	14,072,730	15,600	16,470	19,003	17,164	7,415	72
Milwaukee . . . . .	22,944,629,585	45,620	45,980	48,533	49,692	50,516	32
Monroe . . . . .	976,661,307	39,850	41,970	42,927	43,661	45,432	45
Oconto . . . . .	899,678,572	44,030	45,000	47,394	48,296	49,069	34
Oneida . . . . .	920,907,922	43,460	44,960	46,809	51,505	48,710	35
Outagamie . . . . .	5,981,217,914	55,050	56,480	58,774	60,762	62,398	8
Ozaukee . . . . .	4,624,579,558	93,280	96,420	99,050	99,649	102,425	1
Pepin . . . . .	188,797,202	46,990	49,930	50,151	48,706	52,444	26
Pierce . . . . .	1,136,673,863	54,150	55,690	58,918	57,791	58,999	10
Polk . . . . .	1,020,965,672	43,190	45,200	46,111	46,335	47,955	38
Portage . . . . .	1,806,865,242	47,550	49,210	51,402	51,056	52,738	25
Price . . . . .	287,397,807	36,340	38,800	39,992	40,348	40,992	64
Racine . . . . .	5,247,654,246	49,890	51,060	52,380	53,002	54,073	23
Richland . . . . .	337,832,175	36,940	38,710	39,631	40,139	42,415	58
Rock . . . . .	4,399,308,982	45,690	45,160	48,142	50,800	54,847	20
Rusk . . . . .	245,281,461	33,620	35,870	35,734	36,261	37,534	71
St. Croix . . . . .	3,041,080,353	63,260	66,290	68,133	68,823	70,628	4
Sauk . . . . .	1,682,024,170	45,000	45,830	47,398	47,658	49,560	33
Sawyer . . . . .	319,733,611	35,780	37,230	38,373	40,562	40,509	65
Shawano . . . . .	874,095,715	39,300	40,740	41,421	41,340	44,768	48
Sheboygan . . . . .	3,280,543,775	50,220	50,690	53,311	53,418	55,348	18
Taylor . . . . .	414,090,956	40,670	42,270	44,184	43,706	45,345	46
Trempealeau . . . . .	702,487,091	52,530	47,950	48,587	44,875	46,649	40
Vernon . . . . .	586,756,313	41,920	40,970	42,168	42,004	43,827	50
Vilas . . . . .	487,745,329	37,280	39,320	40,998	45,135	43,819	51

## Wisconsin adjusted gross income, continued

County	per return AGI						2017 rank <sup>3</sup>
	2017 AGI <sup>1</sup> (\$)	2013 (\$)	2014 (\$)	2015 (\$)	2016 (\$)	2017 (\$)	
Walworth . . . . .	2,758,352,093	49,330	55,540	54,723	53,804	55,567	17
Washburn . . . . .	352,044,491	37,050	38,070	40,835	39,664	41,880	60
Washington . . . . .	4,691,004,264	61,020	62,340	64,558	65,642	68,180	5
Waukesha . . . . .	17,831,208,698	78,080	79,410	83,021	85,796	86,671	2
Waupaca . . . . .	1,256,830,226	44,250	45,140	47,009	46,361	48,262	37
Waushara . . . . .	480,653,947	39,230	39,570	40,600	40,765	42,483	57
Winnebago . . . . .	4,918,215,933	51,090	52,400	54,613	55,890	59,145	9
Wood . . . . .	1,856,092,646	45,530	45,860	46,653	48,418	48,470	36
<b>Total . . . . .</b>	<b>174,549,454,998</b>	<b>50,670</b>	<b>52,050</b>	<b>54,227</b>	<b>55,267</b>	<b>56,698</b>	

1. "Wisconsin adjusted gross income" (AGI) is Wisconsin income as reported to the Wisconsin Department of Revenue for income tax purposes and is based on the federal income tax definition of gross income as modified by certain additions and subtractions required by state law. 2. State totals and state per return figures include amounts not allocated to a particular county. 3. Rankings calculated by Wisconsin Legislative Reference Bureau.

Source: Wisconsin Department of Revenue "Wisconsin Municipal Income Per Return Report, 2017" and earlier reports at <https://www.revenue.wi.gov/Pages/Report/1.aspx> [March 14, 2019].

## Distribution of Wisconsin business establishments, March 2016

Industry	Total employees <sup>1</sup>	Number of establishments by employment size						
		Total	1 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 or more
Agriculture, forestry, fishing, and hunting . . . . .	3,314	552	530	17	1	2	1	1
Mining, quarrying, and oil and gas extraction . . . . .	3,254	175	128	28	12	7	0	0
Utilities . . . . .	12,704	320	203	58	29	23	3	4
Construction . . . . .	108,099	13,602	12,587	716	184	77	26	12
Manufacturing . . . . .	452,798	8,791	5,230	1,565	880	749	232	135
Wholesale trade . . . . .	120,411	6,954	5,555	891	299	171	31	7
Retail trade . . . . .	314,425	19,002	15,596	2,104	745	467	83	7
Transportation and warehousing . . . . .	103,910	5,525	4,536	593	222	133	20	21
Information . . . . .	55,771	2,486	2,068	247	86	57	14	14
Finance and insurance . . . . .	138,232	9,126	8,319	487	148	102	35	35
Real estate and rental and leasing . . . . .	26,415	4,842	4,603	169	54	15	1	0
Professional, scientific, and technical services . . . . .	107,316	11,551	10,485	716	202	114	22	12
Management of companies and enterprises . . . . .	80,072	1,077	677	147	104	72	34	43
Administrative, support, waste management, and remediation services . . . . .	154,684	7,275	6,130	538	266	235	68	38
Educational services . . . . .	56,291	1,661	1,258	265	75	36	8	19
Health care and social assistance . . . . .	395,239	15,681	12,498	1,846	690	418	138	91
Arts, entertainment, and recreation . . . . .	45,105	2,733	2,299	255	102	57	14	6
Accommodation and food services . . . . .	238,224	14,599	10,705	2,959	802	109	16	8
Other services (except public administration) . . . . .	107,710	14,604	13,585	798	157	54	8	2
Industries not classified . . . . .	355	303	301	2	0	0	0	0
<b>Total . . . . .</b>	<b>2,524,329</b>	<b>140,859</b>	<b>117,293</b>	<b>14,401</b>	<b>5,058</b>	<b>2,898</b>	<b>754</b>	<b>455</b>

1. Number of employees for the week including March 12, 2016. Excludes most government and railroad employees and self-employed persons.

Source: U.S. Census Bureau, County Business Patterns, at: <https://census.gov/programs-surveys/cbp/data/tables.2016.html> [March 14, 2019].