

# EMPLOYMENT AND INCOME

## Employment trends in Wisconsin

	Labor force (1,000)	Employed (1,000)	Unem- ployed (1,000)	Unem- pment rate (%)	Total non- farm em- ployment (1,000)	Service providing (1,000)	Goods producing (1,000)	Manu- facturing (1,000)	Trade, trans- portation, and utilities (1,000)
2000	2,985.6	2,884.7	100.9	3.4	2,832.3	2,107.6	724.7	595.8	551.1
2001	3,017.7	2,884.3	133.4	4.4	2,812.2	2,120.9	691.3	562.1	545.7
2002	3,016.8	2,856.2	160.5	5.3	2,780.1	2,122.0	658.1	530.2	534.7
2003	3,045.3	2,874.0	171.3	5.6	2,771.8	2,138.0	633.9	506.0	534.2
2004	3,034.6	2,883.6	151.0	5.0	2,802.3	2,166.9	635.4	504.8	536.7
2005	3,029.7	2,885.7	144.0	4.8	2,836.0	2,197.5	638.5	507.0	540.9
2006	3,066.3	2,923.6	142.7	4.7	2,859.1	2,219.6	639.4	508.0	542.0
2007	3,087.6	2,938.9	148.7	4.8	2,875.7	2,242.4	633.3	503.7	544.4
2008	3,098.9	2,945.9	153.1	4.9	2,868.2	2,251.0	617.2	495.4	538.1
2009	3,112.5	2,833.3	279.2	9.0	2,741.2	2,197.6	543.6	438.9	514.7
2010	3,082.9	2,820.6	262.3	8.5	2,725.0	2,194.6	530.5	433.0	505.5
2011	3,072.2	2,840.0	232.2	7.6	2,751.8	2,208.6	543.2	447.4	507.9
2012	3,070.0	2,857.2	212.9	6.9	2,780.8	2,225.6	555.2	458.2	509.5
2013	3,077.8	2,872.0	205.8	6.7	2,809.6	2,247.3	562.3	460.1	514.8
2014	3,078.0	2,913.8	164.2	5.3	2,852.9	2,277.9	575.0	467.3	521.5
2015	3,084.2	2,947.0	137.2	4.4	2,893.7	2,310.1	583.6	470.0	528.4
2016	3,110.5	2,988.7	121.7	3.9	2,929.3	2,345.3	584.0	467.7	536.4
2017	3,122.3	3,020.2	102.1	3.3	2,951.9	2,359.7	592.2	470.5	539.1
2018	3,106.5	3,012.8	93.7	3.0	2,980.1	2,373.5	606.7	479.6	540.1
2019	3,094.3	2,993.0	101.3	3.3	2,987.7	2,375.5	612.1	483.5	535.4
2020	3,065.4	2,872.6	192.8	6.3	2,818.0	2,230.8	587.2	459.7	518.2
2021	3,044.4	2,902.0	142.4	4.7	2,783.3	2,207.8	575.5	464.0	521.3

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" and "Current Employment Estimates by Industry" at <https://www.jobcenterofwisconsin.com/wisconsin/query> [March 2021].

## Annual employment in Wisconsin

Industry	2016	2017	2018	2019	2020
Labor force . . . . .	3,110,466	3,122,309	3,106,532	3,094,325	3,065,402
Unemployment . . . . .	121,722	102,141	93,731	101,300	192,793
Unemployment rate . . . . .	3.9	3.3	3.0	3.3	6.3
Employment . . . . .	2,988,744	3,020,168	3,012,801	2,993,025	2,872,609
Total nonfarm . . . . .	2,929,300	2,951,900	2,980,100	2,987,700	2,818,000
Service providing . . . . .	2,345,300	2,359,700	2,373,500	2,375,500	2,230,800
Goods producing . . . . .	584,000	592,200	606,700	612,100	587,200
Trade, transportation, and utilities . . . . .	536,400	539,100	540,100	535,400	518,200
Manufacturing . . . . .	467,700	470,500	479,600	483,500	459,700
Educational and health services . . . . .	445,100	451,300	457,300	464,100	449,900
Professional and business services . . . . .	322,600	325,800	328,200	326,600	309,500
Local government . . . . .	287,200	283,300	285,300	282,900	265,600
Leisure and hospitality . . . . .	275,900	280,300	282,400	285,500	226,000
Finance . . . . .	151,900	152,900	153,000	154,500	152,200
Other services . . . . .	149,900	151,400	152,200	152,700	143,900
Construction . . . . .	112,600	117,400	122,300	124,500	124,000

## Annual employment in Wisconsin, continued

Industry	2016	2017	2018	2019	2020
State government . . . . .	98,200	98,800	98,800	97,600	89,800
Information . . . . .	49,100	47,900	47,200	47,100	44,900
Federal government . . . . .	29,000	29,000	29,100	29,300	30,800
Mining and logging . . . . .	3,800	4,300	4,700	4,200	3,500

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

Source: Wisconsin Department of Workforce Development, WisConomy, Wisconsin Labor Market Information Data Access, "Local Area Unemployment Statistics" and "Current Employment Estimates by Industry" at <https://www.jobcenterofwisconsin.com/wisconomy/query> [March 2021].

## Manufacturing employment in Wisconsin

Industry group	2016	2017	2018	2019	2020
<b>Durable goods</b> . . . . .	280,000	280,300	287,200	289,100	269,300
Fabricated metal product manufacturing . . . . .	72,900	73,600	76,500	77,900	71,400
Machinery manufacturing . . . . .	65,500	65,100	66,900	67,400	63,200
Transportation equipment manufacturing . . . . .	26,700	26,800	26,200	26,000	24,000
Electrical equipment and appliances . . . . .	23,700	23,800	24,300	24,900	24,000
Wood product manufacturing . . . . .	17,500	17,600	17,900	17,700	16,800
<b>Nondurable goods</b> . . . . .	187,700	190,100	192,400	194,400	190,300
Food manufacturing . . . . .	68,500	70,900	72,800	74,500	75,800
Plastics and rubber products manufacturing . . . . .	32,200	32,800	33,600	33,600	32,100
Paper manufacturing . . . . .	30,400	29,900	29,600	29,300	28,000
Printing and related support activities . . . . .	29,700	29,000	28,200	28,000	25,700
<b>Total</b> . . . . .	<b>467,700</b>	<b>470,400</b>	<b>479,600</b>	<b>483,500</b>	<b>459,600</b>

Source: Wisconsin Department of Workforce Development, WisConomy, Wisconsin Labor Market Information Data Access, "Current Employment Estimates by Industry" at <https://www.jobcenterofwisconsin.com/wisconomy/query> [March 2021].

## Wisconsin personal income

	Personal income (mil. dol.) <sup>1</sup>	Per capita personal income <sup>2</sup>		
		Amount (dol.)	State rank	% of national average
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	25	95
1975 . . . . .	27,872.0	6,099	26	96
1980 . . . . .	47,282.0	10,034	23	99
1985 . . . . .	66,276.7	13,960	27	95
1990 . . . . .	90,431.2	18,438	24	94
1995 . . . . .	119,327.1	23,015	21	98
2000 . . . . .	159,326.0	29,648	19	97
2005 . . . . .	190,975.8	34,434	23	96
2010 . . . . .	221,909.7	38,997	24	96
2015 . . . . .	269,952.1	46,859	24	96
2016 . . . . .	274,764.7	47,598	23	95

## Wisconsin personal income, continued

	Personal income (mil. dol.) <sup>1</sup>	Per capita personal income <sup>2</sup>		
		Amount (dol.)	State rank	% of national average
2017 . . . . .	285,249.9	49,264	23	95
2018 . . . . .	299,827.0	51,628	23	95
2019 . . . . .	309,909.3	53,227	24	94

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, "SAINC1: Personal Income Summary: Personal Income, Population, Per Capita Personal Income," 2019 and prior editions at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1> [March 2021].

## Wisconsin personal income, by industry

Industry	2015 (mil.dol.)	2016 (mil.dol.)	2017 (mil.dol.)	2018 (mil.dol.)	2019 (mil.dol.)
Services <sup>1</sup> . . . . .	63,989	66,541	68,814	72,617	75,417
Manufacturing . . . . .	34,933	34,248	35,696	37,324	38,522
Government and government enterprises . . . . .	28,457	28,665	28,865	29,778	30,832
Finance and insurance . . . . .	11,428	12,146	12,720	13,025	13,451
Retail trade . . . . .	11,320	11,444	11,727	12,038	12,330
Construction . . . . .	11,245	11,661	12,523	13,224	13,744
Wholesale trade . . . . .	9,865	10,040	10,648	11,279	11,212
Transportation and warehousing . . . . .	6,915	6,936	7,242	7,563	8,023
Information . . . . .	4,506	4,474	4,586	4,825	5,225
Farm earnings . . . . .	2,697	1,835	1,745	1,739	2,507
Real estate and rental and leasing . . . . .	2,996	3,152	2,933	3,077	3,241
Utilities . . . . .	1,635	1,568	1,647	1,653	1,656
Forestry, fishing, and related activities . . . . .	629	656	642	612	657
Mining, quarrying, and oil and gas extraction . . . . .	312	262	309	407	365
<b>Total<sup>2</sup> . . . . .</b>	<b>269,952</b>	<b>274,765</b>	<b>285,250</b>	<b>299,827</b>	<b>309,909</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, "SAINC5: Personal Income by Major Component and Earnings by Industry" at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1> [March 2021].

## Wisconsin adjusted gross income

County	2019 AGI <sup>1</sup> (\$)	per return AGI					2019 rank <sup>2</sup>
		2015 (\$)	2016 (\$)	2017 (\$)	2018 (\$)	2019 (\$)	
Adams . . . . .	395,474,678	35,544	36,292	38,307	38,287	39,659	70
Ashland . . . . .	319,821,794	36,628	37,658	38,219	41,038	41,616	68
Barron . . . . .	1,159,266,874	43,293	44,329	46,537	49,036	48,424	47
Bayfield . . . . .	404,312,647	46,466	44,402	46,050	52,404	51,205	39
Brown . . . . .	9,263,166,900	59,421	61,239	62,528	65,652	68,385	7
Buffalo . . . . .	334,961,044	40,732	40,861	41,796	43,518	48,778	45
Burnett . . . . .	359,944,765	38,158	39,356	40,392	44,341	47,878	52

## Wisconsin adjusted gross income, continued

County	per return AGI						2019 rank <sup>2</sup>
	2019 AGI <sup>1</sup> (\$)	2015 (\$)	2016 (\$)	2017 (\$)	2018 (\$)	2019 (\$)	
Calumet . . . . .	1,675,041,878	62,299	62,718	63,548	66,857	71,461	6
Chippewa . . . . .	1,686,171,432	47,585	49,686	51,372	54,180	53,308	34
Clark . . . . .	742,908,648	42,578	40,838	45,156	47,758	49,056	44
Columbia . . . . .	1,779,242,455	50,928	52,614	55,170	55,429	57,771	20
Crawford . . . . .	344,607,020	39,526	41,574	43,320	45,035	43,704	66
Dane . . . . .	23,079,067,093	68,051	70,303	72,928	75,399	79,597	3
Dodge . . . . .	2,389,985,479	49,139	49,596	51,596	53,324	55,255	26
Door . . . . .	949,438,297	50,845	51,463	54,808	57,215	59,608	15
Douglas . . . . .	1,074,513,235	44,577	45,106	45,675	48,685	49,560	42
Dunn . . . . .	1,106,632,171	46,468	46,967	50,807	53,201	54,061	31
Eau Claire . . . . .	3,235,857,431	57,602	54,543	57,056	60,409	62,437	10
Florence . . . . .	100,934,054	40,881	44,776	43,900	46,318	47,409	54
Fond du Lac . . . . .	3,057,967,955	53,402	53,666	56,779	57,867	58,791	16
Forest . . . . .	177,583,647	35,160	35,742	37,544	39,583	40,059	69
Grant . . . . .	1,110,927,174	41,690	41,841	43,177	45,684	47,500	53
Green . . . . .	1,102,935,070	52,928	52,040	55,858	56,107	58,199	19
Green Lake . . . . .	489,149,531	51,836	44,759	46,745	48,141	50,449	41
Iowa . . . . .	690,878,913	50,263	50,837	52,209	54,019	57,041	23
Iron . . . . .	143,487,956	37,477	38,702	39,836	41,191	45,037	60
Jackson . . . . .	453,797,659	40,717	43,113	43,116	44,187	48,618	46
Jefferson . . . . .	2,371,340,481	50,124	50,421	56,012	55,556	56,634	25
Juneau . . . . .	571,685,011	38,654	39,136	41,147	42,821	44,586	64
Kenosha . . . . .	4,845,644,974	51,439	52,410	53,570	56,076	57,680	21
Kewaunee . . . . .	576,787,162	48,885	48,394	50,956	51,533	55,074	27
La Crosse . . . . .	3,492,436,293	53,781	54,610	56,217	57,861	58,753	17
Lafayette . . . . .	377,732,451	41,924	42,075	42,904	48,950	48,396	48
Langlade . . . . .	440,209,224	39,353	40,203	41,182	43,061	44,696	61
Lincoln . . . . .	719,863,780	46,188	44,994	46,158	48,081	49,279	43
Manitowoc . . . . .	2,198,864,135	49,208	48,594	54,314	53,267	53,848	32
Marathon . . . . .	4,345,789,540	55,310	57,027	57,099	59,993	62,278	11
Marinette . . . . .	947,122,220	40,965	41,483	42,162	44,447	44,680	62
Marquette . . . . .	365,200,990	38,216	40,010	42,631	44,876	46,701	58
Menominee . . . . .	47,033,256	19,003	17,164	7,415	20,261	23,423	72
Milwaukee . . . . .	25,758,031,107	48,533	49,692	50,516	53,380	54,920	29
Monroe . . . . .	1,031,009,202	42,927	43,661	45,432	46,561	47,093	56
Oconto . . . . .	1,012,451,722	47,394	48,296	49,069	51,963	53,700	33
Oneida . . . . .	1,064,784,864	46,809	51,505	48,710	52,711	55,008	28
Outagamie . . . . .	6,496,997,390	58,774	60,762	62,398	63,894	65,444	8
Ozaukee . . . . .	5,169,647,308	99,050	99,649	102,425	107,155	111,890	1
Pepin . . . . .	193,806,712	50,151	48,706	52,444	60,523	54,348	30
Pierce . . . . .	1,289,816,465	58,918	57,791	58,999	63,918	64,867	9
Polk . . . . .	1,159,063,450	46,111	46,335	47,955	50,873	52,135	37
Portage . . . . .	1,991,153,674	51,402	51,056	52,738	54,930	56,738	24
Price . . . . .	308,972,187	39,992	40,348	40,992	43,133	43,851	65
Racine . . . . .	5,687,998,345	52,380	53,002	54,073	56,886	57,265	22
Richland . . . . .	350,960,450	39,631	40,139	42,415	45,081	44,657	63
Rock . . . . .	5,033,875,821	48,142	50,800	54,847	57,144	60,720	12
Rusk . . . . .	263,335,927	35,734	36,261	37,534	39,993	39,475	71
St. Croix . . . . .	3,411,381,937	68,133	68,823	70,628	75,912	75,165	4
Sauk . . . . .	1,852,159,992	47,398	47,658	49,560	53,335	53,229	35
Sawyer . . . . .	362,758,033	38,373	40,562	40,509	43,398	43,595	67
Shawano . . . . .	942,732,828	41,421	41,340	44,768	45,731	47,222	55
Sheboygan . . . . .	3,540,202,389	53,311	53,418	55,348	56,875	58,237	18
Taylor . . . . .	445,516,575	44,184	43,706	45,345	46,552	47,915	51
Trempealeau . . . . .	755,042,516	48,587	44,875	46,649	48,979	50,478	40
Vernon . . . . .	648,712,129	42,168	42,004	43,827	45,477	47,052	57
Vilas . . . . .	562,188,827	40,998	45,135	43,819	48,453	48,170	50
Walworth . . . . .	3,135,844,088	54,723	53,804	55,567	58,923	60,527	14

## Wisconsin adjusted gross income, continued

County	per return AGI						2019 rank <sup>2</sup>
	2019 AGI <sup>1</sup> (\$)	2015 (\$)	2016 (\$)	2017 (\$)	2018 (\$)	2019 (\$)	
Washburn . . . . .	413,177,445	40,835	39,664	41,880	48,457	48,376	49
Washington . . . . .	5,043,052,467	64,558	65,642	68,180	70,403	71,594	5
Waukesha . . . . .	19,482,706,753	83,021	85,796	86,671	90,062	92,569	2
Waupaca . . . . .	1,395,643,659	47,009	46,361	48,262	49,760	52,148	36
Waushara . . . . .	523,803,405	40,600	40,765	42,483	43,253	45,280	59
Winnebago . . . . .	5,233,908,266	54,613	55,890	59,145	58,908	60,701	13
Wood . . . . .	2,006,154,098	46,653	48,418	48,470	50,108	51,573	38
<b>Total<sup>3</sup> . . . . .</b>	<b>194,341,461,432</b>	<b>54,227</b>	<b>55,267</b>	<b>56,698</b>	<b>59,423</b>	<b>61,003</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. Rankings calculated by Wisconsin Legislative Reference Bureau. 3. State totals and state per return figures include amounts not allocated to a particular county.

Source: Wisconsin Department of Revenue, "Wisconsin Municipal Income Per Return Report for 2019" and prior reports at <https://www.revenue.wi.gov/Pages/Report/WI-Muni-AGI.aspx> [March 2021].

## Distribution of Wisconsin business establishments, March 2018

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 500 or more
Agriculture, forestry, fishing, and hunting . . . . .	3,484	567	543	19	Z	Z	Z
Mining, quarrying, and oil and gas extraction . . . . .	8,251	166	110	32	14	7	Z
Utilities . . . . .	13,175	355	234	59	32	21	6
Construction . . . . .	116,757	13,960	12,886	741	201	92	28
Manufacturing . . . . .	468,493	8,749	5,141	1,520	921	778	253
Wholesale trade . . . . .	122,285	6,935	5,525	890	310	163	39
Retail trade . . . . .	314,377	18,533	15,077	2,217	653	476	102
Transportation and warehousing . . . . .	104,853	5,733	4,710	613	232	128	27
Information . . . . .	57,690	2,616	2,204	237	87	58	18
Finance and insurance . . . . .	144,468	8,872	8,042	488	158	104	45
Real estate and rental and leasing . . . . .	28,047	5,052	4,816	175	38	18	4
Professional, scientific, and technical services . . . . .	114,003	11,503	10,464	677	213	113	20
Management of companies and enterprises . . . . .	82,079	1,023	597	165	100	87	24
Administrative, support, waste management, and remediation services . . . . .	153,375	7,267	6,117	559	268	219	68
Educational services . . . . .	57,001	1,653	1,245	272	75	34	9
Health care and social assistance . . . . .	411,238	16,064	12,662	2,003	729	459	124
Arts, entertainment, and recreation . . . . .	47,886	2,848	2,381	278	100	60	23
Accommodation and food services . . . . .	250,817	14,905	10,779	3,158	827	117	14
Other services (except public administration) . . . . .	103,708	14,718	13,757	764	140	50	6
Industries not classified . . . . .	161	147	145	Z	Z	Z	Z
<b>Total . . . . .</b>	<b>2,602,148</b>	<b>141,666</b>	<b>117,437</b>	<b>14,867</b>	<b>5,099</b>	<b>2,986</b>	<b>812</b>

Z—Two or fewer establishments.

1. Number of employees for the week including March 12, 2018. Excludes most government and railroad employees and self-employed persons. Totals are provided by the U.S. Census Bureau and may not equal the sum of columns or rows due to incomplete data.

Source: U.S. Census Bureau, "County Business Patterns" at <https://census.gov/programs-surveys/cbp/data/tables.2018.html> [March 18, 2021].