

# EMPLOYMENT AND INCOME

## Wisconsin employment trends

	Labor force (1,000)	Employed (1,000)	Unem- ployed (1,000)	Unem- ployment 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
2005 . . . .	3,029.7	2,885.7	144.0	4.8	2,836.0	2,197.5	638.5	507.0	540.9
2010 . . . .	3,082.9	2,820.6	262.3	8.5	2,725.0	2,194.6	530.5	433.0	505.5
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 . . . .	3,141.8	3,039.3	102.4	3.3	2,951.9	2,359.7	592.2	470.5	539.1
2018 . . . .	3,123.9	3,030.7	93.2	3	2,980.1	2,373.5	606.7	479.6	540.1
2019 . . . .	3,111.7	3,012.8	98.9	3.2	2,987.6	2,375.5	612.1	483.5	535.4
2020 . . . .	3,094.7	2,897.4	197.3	6.4	2,823.8	2,237.1	586.7	459.1	520.2
2021 . . . .	3,099.8	2,981.1	118.7	3.8	2,892.3	2,294.4	597.8	467.4	535.5
2022 . . . .	3,082.1	2,992.1	90.1	2.9	2,965.0	2,348.8	616.2	481.2	549.3
2023 . . . .	3,068.2	2,983.7	84.5	2.8	2,951.9	2,344.4	607.5	482.5	545.5

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, 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 2023].

## Wisconsin annual employment

Industry	2018	2019	2020	2021	2022
Labor force . . . . .	3,123,898	3,111,729	3,094,716	3,099,768	3,082,128
Unemployment . . . . .	93,239	98,901	197,294	118,698	90,079
Unemployment rate . . . . .	3	3.2	6.4	3.8	2.9
Employment . . . . .	3,030,659	3,012,828	2,897,422	2,981,070	2,992,049
Total nonfarm . . . . .	2,980,100	2,987,600	2,823,800	2,892,300	2,965,000
Service providing . . . . .	2,373,500	2,375,500	2,237,100	2,294,400	2,348,800
Goods producing . . . . .	606,700	612,100	586,700	597,800	616,200
Trade, transportation, and utilities . . . . .	540,100	535,400	520,200	535,500	549,300
Manufacturing . . . . .	479,600	483,500	459,100	467,400	481,200
Private educational and health services . . . . .	457,300	464,100	450,600	455,000	457,900
Professional and business services . . . . .	328,200	326,600	309,900	319,200	327,800
Local government . . . . .	285,300	282,900	266,500	268,900	273,800
Leisure and hospitality . . . . .	282,400	285,500	227,800	250,200	267,000
Finance . . . . .	153,000	154,500	153,000	155,700	158,700
Other services . . . . .	152,200	152,700	142,800	143,400	145,800
Construction . . . . .	122,300	124,500	124,100	127,000	131,300
State government . . . . .	98,800	97,600	90,400	91,600	92,800
Information . . . . .	47,200	47,100	45,000	45,100	46,300
Federal government . . . . .	29,100	29,300	30,800	30,000	29,500
Mining and logging . . . . .	4,700	4,200	3,500	3,500	3,700

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 2023].

## Wisconsin manufacturing employment

Industry	2018	2019	2020	2021	2022
<b>Durable goods</b> . . . . .	<b>287,200</b>	<b>289,100</b>	<b>269,200</b>	<b>274,500</b>	<b>283,400</b>
Fabricated metal product manufacturing . . . . .	76,500	77,900	71,300	72,700	75,500
Machinery manufacturing . . . . .	66,900	67,400	63,400	65,300	67,900
Transportation equipment manufacturing . . . . .	26,200	26,000	24,000	24,800	25,500
Electrical equipment and appliances . . . . .	24,300	24,900	24,100	25,100	25,500
Wood product manufacturing . . . . .	17,900	17,700	16,900	17,000	17,400
<b>Nondurable goods</b> . . . . .	<b>192,400</b>	<b>194,400</b>	<b>189,800</b>	<b>192,800</b>	<b>197,900</b>
Food manufacturing . . . . .	72,800	74,500	75,000	76,300	79,100
Plastics and rubber products manufacturing . . . . .	33,600	33,600	32,100	33,400	34,700
Paper manufacturing . . . . .	29,600	29,300	28,000	27,400	27,200
Printing and related support activities . . . . .	28,200	28,000	25,500	24,600	24,900
<b>Total</b> . . . . .	<b>479,600</b>	<b>483,500</b>	<b>459,000</b>	<b>467,300</b>	<b>481,300</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 2023].

## Wisconsin personal income, by industry

Industry	2017 (mil. dol.)	2018 (mil. dol.)	2019 (mil. dol.)	2020 (mil. dol.)	2021 (mil. dol.)
Services <sup>1</sup> . . . . .	68,844	72,702	76,030	75,872	81,749
Manufacturing . . . . .	35,713	37,373	38,102	38,036	39,955
Government and government enterprises . . . . .	28,869	29,806	30,567	31,365	32,264
Finance and insurance . . . . .	12,702	13,010	13,411	14,453	15,091
Retail trade . . . . .	11,719	12,041	12,330	12,911	13,779
Construction . . . . .	12,527	13,259	14,013	14,238	15,122
Wholesale trade . . . . .	10,642	11,291	11,096	11,687	12,396
Transportation and warehousing . . . . .	7,234	7,575	7,886	7,768	8,433
Information . . . . .	4,589	4,832	5,283	5,273	5,735
Farm earnings . . . . .	1,754	1,603	1,760	2,890	2,748
Real estate and rental and leasing . . . . .	2,924	3,066	3,294	3,978	4,206
Utilities . . . . .	1,644	1,656	1,532	1,435	1,381
Forestry, fishing, and related activities . . . . .	642	615	605	D	671
Mining, quarrying, and oil and gas extraction . . . . .	309	408	342	D	337
<b>Total</b> <sup>2</sup> . . . . .	<b>284,576</b>	<b>298,257</b>	<b>311,019</b>	<b>329,623</b>	<b>351,551</b>

D—Figure withheld to avoid disclosure of confidential information.

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. Totals may not add due to rounding.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Data, "Personal Income by Major Component and Earnings by Industry" at <https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1> [December 2022].

## 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

## 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
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 . . . . .	158,832.3	29,556	20	96
2005 . . . . .	191,047.1	34,447	23	96
2010 . . . . .	222,982.7	39,175	24	96
2015 . . . . .	269,703.9	46,548	25	96
2016 . . . . .	274,374.7	47,205	24	95
2017 . . . . .	284,576.5	48,758	25	95
2018 . . . . .	298,256.9	50,908	25	95
2019 . . . . .	311,019.0	52,893	25	94
2020 . . . . .	329,622.8	55,941	26	94
2021 . . . . .	351,551.3	59,626	27	93

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, "County and MSA personal income summary: personal income, population, per capita personal income," 2021 and prior editions at <https://apps.bea.gov/itable/table.cfm?ReqID=70&step=1> [December 2022].

## Wisconsin adjusted gross income

County	per return AGI					2021 AGI <sup>1</sup> (\$)	2021 rank <sup>2</sup>
	2017 (\$)	2018 (\$)	2019 (\$)	2020 (\$)	2021 (\$)		
Adams . . . . .	38,307	38,287	39,659	42,361	45,246	427,439,145	69
Ashland . . . . .	38,219	41,038	41,616	42,236	46,208	351,507,702	68
Barron . . . . .	46,537	49,036	48,424	47,875	53,018	1,254,610,500	51
Bayfield . . . . .	46,050	52,404	51,205	51,453	55,545	438,192,734	42
Brown . . . . .	62,528	65,652	68,385	69,107	73,234	10,000,837,570	7
Buffalo . . . . .	41,796	43,518	48,778	47,693	51,147	349,484,518	57
Burnett . . . . .	40,392	44,341	47,878	45,407	49,669	377,535,327	60
Calumet . . . . .	63,548	66,857	71,461	69,706	74,577	1,771,802,960	6
Chippewa . . . . .	51,372	54,180	53,308	55,325	59,555	1,877,338,323	33
Clark . . . . .	45,156	47,758	49,056	52,882	57,921	869,274,877	37
Columbia . . . . .	55,170	55,429	57,771	59,644	64,099	1,921,494,320	21
Crawford . . . . .	43,320	45,035	43,704	47,580	47,393	371,418,316	67
Dane . . . . .	72,928	75,399	79,597	79,933	86,457	25,178,979,581	3
Dodge . . . . .	51,596	53,324	55,255	56,811	61,698	2,657,216,133	26
Door . . . . .	54,808	57,215	59,608	61,058	68,091	1,102,867,271	13
Douglas . . . . .	45,675	48,685	49,560	50,804	54,071	1,160,788,285	47
Dunn . . . . .	50,807	53,201	54,061	57,424	60,513	1,250,253,060	30
Eau Claire . . . . .	57,056	60,409	62,437	62,558	68,781	3,571,247,503	11
Florence . . . . .	43,900	46,318	47,409	48,034	60,355	130,910,954	31
Fond du Lac . . . . .	56,779	57,867	58,791	61,169	65,270	3,359,163,511	18
Forest . . . . .	37,544	39,583	40,059	40,767	44,284	198,434,978	71
Grant . . . . .	43,177	45,684	47,500	49,110	54,132	1,259,596,640	46

## Wisconsin adjusted gross income, continued

County	per return AGI					2021 AGI <sup>1</sup> (\$)	2021 rank <sup>2</sup>
	2017 (\$)	2018 (\$)	2019 (\$)	2018 (\$)	2020 (\$)		
Green . . . . .	55,858	56,107	58,199	60,277	64,175	1,198,986,693	20
Green Lake . . . . .	46,745	48,141	50,449	50,519	53,165	512,136,165	50
Iowa . . . . .	52,209	54,019	57,041	59,715	65,636	787,834,025	17
Iron . . . . .	39,836	41,191	45,037	42,703	48,692	155,766,100	64
Jackson . . . . .	43,116	44,187	48,618	46,397	49,397	444,524,922	61
Jefferson . . . . .	56,012	55,556	56,634	57,956	63,727	2,643,210,148	22
Juneau . . . . .	41,147	42,821	44,586	46,480	51,237	654,043,464	56
Kenosha . . . . .	53,570	56,076	57,680	58,273	63,099	5,291,138,881	23
Kewaunee . . . . .	50,956	51,533	55,074	55,475	60,572	626,128,715	29
La Crosse . . . . .	56,217	57,861	58,753	61,071	66,928	3,981,759,259	15
Lafayette . . . . .	42,904	48,950	48,396	48,965	51,820	405,804,708	55
Langlade . . . . .	41,182	43,061	44,696	44,840	48,027	474,118,069	65
Lincoln . . . . .	46,158	48,081	49,279	50,027	54,291	793,411,809	45
Manitowoc . . . . .	54,314	53,267	53,848	53,446	58,748	2,387,589,925	34
Marathon . . . . .	57,099	59,993	62,278	63,637	67,121	4,650,210,645	14
Marquette . . . . .	42,162	44,447	44,680	45,501	49,097	1,030,145,338	63
Marquette . . . . .	42,631	44,876	46,701	47,715	49,184	389,588,687	62
Menominee . . . . .	7,415	20,261	23,423	21,020	28,726	58,055,712	72
Milwaukee . . . . .	50,516	53,380	54,920	52,751	57,444	26,515,607,892	38
Monroe . . . . .	45,432	46,561	47,093	48,700	53,322	1,162,796,114	49
Oconto . . . . .	49,069	51,963	53,700	55,819	59,857	1,125,853,044	32
Oneida . . . . .	48,710	52,711	55,008	56,141	61,692	1,190,597,372	27
Outagamie . . . . .	62,398	63,894	65,444	65,696	70,358	7,011,720,308	9
Ozaukee . . . . .	102,425	107,155	111,890	108,658	119,305	5,554,119,155	1
Pepin . . . . .	52,444	60,523	54,348	55,415	66,433	237,099,347	16
Pierce . . . . .	58,999	63,918	64,867	66,043	71,548	1,434,244,832	8
Polk . . . . .	47,955	50,873	52,135	53,692	58,681	1,308,299,406	35
Portage . . . . .	52,738	54,930	56,738	57,599	60,898	2,126,084,341	28
Price . . . . .	40,992	43,133	43,851	43,400	47,424	336,665,380	66
Racine . . . . .	54,073	56,886	57,265	58,658	61,817	6,111,690,794	25
Richland . . . . .	42,415	45,081	44,657	46,694	51,921	392,780,187	54
Rock . . . . .	54,847	57,144	60,720	60,837	68,940	5,742,327,650	10
Rusk . . . . .	37,534	39,993	39,475	39,903	44,510	290,648,646	70
St. Croix . . . . .	70,628	75,912	75,165	78,582	86,368	4,022,757,318	4
Sauk . . . . .	49,560	53,335	53,229	54,876	55,995	1,936,235,297	40
Sawyer . . . . .	40,509	43,398	43,595	43,235	50,930	425,873,769	58
Shawano . . . . .	44,768	45,731	47,222	47,881	52,165	1,024,830,293	53
Sheboygan . . . . .	55,348	56,875	58,237	59,529	62,823	3,786,605,658	24
Taylor . . . . .	45,345	46,552	47,915	52,192	55,227	511,236,119	43
Trempealeau . . . . .	46,649	48,979	50,478	52,137	55,926	839,389,861	41
Vernon . . . . .	43,827	45,477	47,052	49,563	53,780	735,166,359	48
Vilas . . . . .	43,819	48,453	48,170	50,302	58,117	684,152,332	36
Walworth . . . . .	55,567	58,923	60,527	61,470	68,104	3,566,328,255	12
Washburn . . . . .	41,880	48,457	48,376	48,572	53,005	462,472,588	52
Washington . . . . .	68,180	70,403	71,594	73,296	78,313	5,562,448,787	5
Waukesha . . . . .	86,671	90,062	92,569	94,089	101,489	21,308,587,963	2
Waupaca . . . . .	48,262	49,760	52,148	52,818	56,632	1,503,644,503	39
Waushara . . . . .	42,483	43,253	45,280	46,592	50,469	579,584,525	59
Winnebago . . . . .	59,145	58,908	60,701	62,243	64,881	5,548,659,038	19
Wood . . . . .	48,470	50,108	51,573	52,317	55,159	2,122,073,450	44
<b>Total<sup>3</sup></b> . . . . .	<b>56,698</b>	<b>59,423</b>	<b>61,003</b>	<b>61,518</b>	<b>66,369</b>	<b>210,839,144,342</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 2021" and prior reports at <https://www.revenue.wi.gov/Pages/Report/WI-Muni-AGI.aspx> (March 2023).

## Distribution of Wisconsin business establishments, March 2020

Industry	Total employees <sup>1</sup>	Total establishments	Establishments by employment size					
			1 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 or more
Agriculture, forestry, fishing, and hunting . . . . .	3,765	524	499	16	3	5	Z	Z
Mining, quarrying, and oil and gas extraction . . . . .	5,781	149	102	32	10	4	Z	Z
Utilities . . . . .	12,724	364	248	55	31	22	4	4
Construction . . . . .	124,079	14,053	12,880	789	240	99	31	12
Manufacturing . . . . .	471,475	8,525	4,937	1,490	910	806	237	145
Wholesale trade . . . . .	126,808	6,704	5,309	858	317	169	41	8
Retail trade . . . . .	309,187	18,064	14,599	2,266	599	503	88	7
Transportation and warehousing . . . . .	111,609	5,720	4,691	613	237	122	28	29
Information . . . . .	54,591	2,527	2,171	195	75	58	18	10
Finance and insurance . . . . .	145,598	8,775	7,965	456	166	101	54	33
Real estate and rental and leasing . . . . .	28,178	5,246	5,001	179	40	23	3	Z
Professional, scientific, and technical services . . . . .	114,960	11,392	10,332	693	200	131	22	14
Management of companies and enterprises . . . . .	77,585	1,017	606	149	109	81	31	41
Administrative, support, waste management, and remediation services . . . . .	145,588	7,572	6,453	570	275	177	66	31
Educational services . . . . .	57,865	1,680	1,279	255	79	37	15	15
Health care and social assistance . . . . .	415,712	16,677	13,072	2,198	744	440	134	89
Arts, entertainment, and recreation . . . . .	45,281	2,835	2,368	285	98	58	21	4
Accommodation and food services . . . . .	244,731	14,763	10,750	3,098	784	105	18	8
Other services (except public administration) . . . . .	103,625	14,559	13,612	746	138	53	9	Z
<b>Total . . . . .</b>	<b>2,599,347</b>	<b>141,326</b>	<b>117,054</b>	<b>14,943</b>	<b>5,055</b>	<b>2,994</b>	<b>820</b>	<b>460</b>

Note: Totals are provided by the U.S. Census Bureau and may not equal the sum of columns or rows due to incomplete data.  
 Z—Two or fewer establishments.

1. Number of employees for the week including March 12, 2020. Excludes most government and railroad employees and self-employed persons.

Source: U.S. Census Bureau, "County Business Patterns" at <https://www.census.gov/programs-surveys/cbp.html> [October 25, 2022].

