

# 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 . . . .	2,981.7	2,880.9	100.8	3.4	2,832.3	2,107.6	724.7	595.8	551.1
2005 . . . .	3,025.4	2,882.0	143.4	4.7	2,836.0	2,197.5	638.5	507.0	540.9
2010 . . . .	3,080.1	2,821.0	259.2	8.4	2,725.0	2,194.6	530.5	433.0	505.5
2015 . . . .	3,095.4	2,958.0	137.4	4.4	2,895.0	2,311.4	583.6	470.0	528.4
2016 . . . .	3,124.9	3,002.3	122.6	3.9	2,931.1	2,347.1	584.0	467.7	536.4
2017 . . . .	3,140.1	3,037.4	102.7	3.3	2,954.2	2,362.0	592.2	470.5	539.1
2018 . . . .	3,126.9	3,032.9	94.0	3.0	2,983.0	2,376.3	606.7	479.6	540.1
2019 . . . .	3,116.3	3,016.5	99.8	3.2	2,991.0	2,378.9	612.1	483.5	535.4
2020 . . . .	3,101.9	2,902.1	199.8	6.4	2,827.7	2,241.0	586.7	459.1	520.2
2021 . . . .	3,108.8	2,991.3	117.5	3.8	2,896.7	2,298.9	597.8	467.4	535.5
2022 . . . .	3,103.5	3,015.5	88.0	2.8	2,976.3	2,359.0	617.2	481.5	549.1
2023 . . . .	3,145.3	3,057.0	88.3	2.8	3,020.4	2,401.4	619.0	477.8	553.7
2024 . . . .	3,175.7	3,081.2	94.5	3.0	3,040.1	2,428.3	611.9	467.0	554.6
2025 <sup>1</sup> . . . .	3,138.8	3,026.3	112.5	3.6	2,992.7	2,396.1	596.6	461.7	552.1

Note: Data are estimates that are revised monthly and annually and are not seasonally adjusted. Industry classifications in this table are defined by the North American Industry Classification System (NAICS).

1. Preliminary data for January 2025, as of March 28, 2025.

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 2025].

## Wisconsin annual employment

Industry	2020	2021	2022	2023	2024
Labor force . . . . .	3,101,913	3,108,803	3,103,497	3,145,301	3,175,683
Unemployment . . . . .	199,799	117,489	88,025	88,344	94,512
Unemployment rate . . . . .	6.4	3.8	2.8	2.8	3.0
Employment . . . . .	2,902,114	2,991,314	3,015,472	3,056,957	3,081,171
Total nonfarm . . . . .	2,827,700	2,896,700	2,976,300	3,020,400	3,040,100
Service-providing . . . . .	2,241,000	2,298,900	2,359,000	2,401,400	2,428,300
Goods producing . . . . .	586,700	597,800	617,200	619,000	611,900
Trade, transportation, and utilities . . . . .	520,200	535,500	549,100	553,700	554,600
Manufacturing . . . . .	459,100	467,400	481,500	477,800	467,000
Private education and health services . . . . .	450,700	455,100	459,400	472,300	485,100
Professional and business services . . . . .	309,900	319,200	329,100	331,400	330,600
Local government . . . . .	270,400	273,300	279,200	281,900	286,200
Leisure and hospitality . . . . .	227,800	250,200	269,700	283,700	288,500
Finance . . . . .	153,000	155,700	159,300	159,900	159,200
Other services . . . . .	142,800	143,300	144,800	144,800	146,900
Construction . . . . .	124,100	127,000	132,000	137,300	140,800
State government . . . . .	90,400	91,600	92,500	95,900	98,400
Information . . . . .	45,000	45,100	46,500	47,500	47,500
Federal government . . . . .	30,800	30,000	29,500	30,400	31,400
Mining and logging . . . . .	3,500	3,500	3,700	3,900	4,100

Note: Data are estimates that are revised monthly and annually and are not seasonally adjusted. 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 2025].

## Wisconsin manufacturing employment

Industry	2020	2021	2022	2023	2024
<b>Durable goods</b> . . . . .	<b>269,200</b>	<b>274,500</b>	<b>283,500</b>	<b>281,400</b>	<b>271,800</b>
Fabricated metal product manufacturing . . . . .	71,300	72,700	75,600	76,100	73,500
Machinery manufacturing . . . . .	63,400	65,300	67,900	67,900	65,400
Transportation equipment manufacturing . . . . .	24,000	24,800	25,800	26,400	25,500
Electrical equipment and appliances . . . . .	24,100	25,100	25,400	24,000	23,000
Wood product manufacturing . . . . .	16,900	17,000	17,500	17,200	16,600
<b>Nondurable goods</b> . . . . .	<b>189,800</b>	<b>192,800</b>	<b>198,000</b>	<b>196,400</b>	<b>195,200</b>
Food manufacturing . . . . .	75,000	76,300	79,100	79,900	81,400
Plastics and rubber products manufacturing . . . . .	32,100	33,400	34,600	34,000	32,700
Paper manufacturing . . . . .	28,000	27,400	27,300	26,800	26,600
Printing and related support activities . . . . .	25,500	24,600	24,800	23,600	22,700
<b>Total</b> . . . . .	<b>459,000</b>	<b>467,300</b>	<b>481,500</b>	<b>477,800</b>	<b>467,000</b>

Note: Data are estimates that are revised monthly and annually and are not seasonally adjusted. 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, "Current Employment Estimates by Industry" at <https://www.jobcenterofwisconsin.com/wisconomy/query> [March 2025].

## Wisconsin personal income, by industry

Industry	2019 (mil. dol.)	2020 (mil. dol.)	2021 (mil. dol.)	2022 (mil. dol.)	2023 (mil. dol.)
Services <sup>1</sup> . . . . .	75,878	75,700	82,719	87,803	92,575
Manufacturing . . . . .	38,024	37,833	39,699	41,837	43,491
Government and government enterprises . . . . .	30,549	31,412	32,300	33,016	34,820
Finance and insurance . . . . .	13,343	14,425	14,846	15,782	16,618
Retail trade . . . . .	12,244	12,837	13,898	14,090	14,961
Construction . . . . .	13,870	14,051	14,780	15,841	17,068
Wholesale trade . . . . .	11,074	11,646	12,443	13,749	14,681
Transportation and warehousing . . . . .	7,858	7,729	8,605	9,309	9,545
Information . . . . .	5,309	5,291	5,887	6,030	6,466
Farm earnings . . . . .	1,959	3,024	3,059	3,577	2,473
Real estate, rental, and leasing . . . . .	3,234	3,892	4,792	4,755	4,968
Utilities . . . . .	1,560	1,485	1,426	1,521	1,487
Forestry, fishing, and related activities . . . . .	596	D	695	D	836
Mining, quarrying, and oil and gas extraction . . . . .	333	D	308	D	422
<b>Total</b> <sup>2</sup> . . . . .	<b>307,948</b>	<b>326,881</b>	<b>355,536</b>	<b>365,165</b>	<b>384,068</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 support and waste management and remediation services; educational services; health care and social assistance; arts, entertainment, and recreation; accommodation and food services; and other services (except public administration). 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> [November 2024].

## 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 . . . . .	47,299.0	10,038	23	99
1985 . . . . .	66,243.9	13,953	27	95
1990 . . . . .	90,418.0	18,435	24	94
1995 . . . . .	119,152.5	22,981	21	98
2000 . . . . .	158,494.2	29,493	19	97
2005 . . . . .	189,779.2	34,218	23	96
2010 . . . . .	222,260.9	39,048	24	96
2015 . . . . .	266,132.0	45,932	25	96
2016 . . . . .	270,846.6	46,598	24	95
2017 . . . . .	281,979.5	48,313	25	95
2018 . . . . .	295,996.8	50,522	25	95
2019 . . . . .	307,947.5	52,370	25	94
2020 . . . . .	326,881.1	55,435	25	94
2021 . . . . .	355,535.5	60,465	25	94
2022 . . . . .	365,165.5	61,992	28	94
2023 . . . . .	384,068.2	64,976	30	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," 2023 and prior editions at <https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1> [December 2024].

## Wisconsin adjusted gross income

County	per return AGI <sup>1</sup>					2023 AGI (\$)	2023 rank <sup>2</sup>
	2019 (\$)	2020 (\$)	2021 (\$)	2022 (\$)	2023 (\$)		
Adams . . . . .	39,659	42,361	45,246	47,521	48,985	479,566,034	57
Ashland . . . . .	41,616	42,236	46,208	50,313	51,293	383,157,209	65
Barron . . . . .	48,424	47,875	53,018	57,771	61,361	1,412,592,563	33
Bayfield . . . . .	51,205	51,453	55,545	55,815	59,840	475,607,293	58
Brown . . . . .	68,385	69,107	73,234	76,100	82,276	11,306,626,145	4
Buffalo . . . . .	48,778	47,693	51,147	56,371	59,142	402,225,301	64
Burnett . . . . .	47,878	45,407	49,669	53,007	55,694	427,672,108	62
Calumet . . . . .	71,461	69,706	74,577	79,212	80,962	1,958,156,103	27
Chippewa . . . . .	53,308	55,325	59,555	64,899	65,959	2,088,730,625	26
Clark . . . . .	49,056	52,882	57,921	62,079	62,140	940,546,382	42
Columbia . . . . .	57,771	59,644	64,099	67,444	71,287	2,168,130,626	25
Crawford . . . . .	43,704	47,580	47,393	52,641	52,614	407,757,642	63
Dane . . . . .	79,597	79,933	86,457	91,263	93,286	28,020,233,818	2
Dodge . . . . .	55,255	56,811	61,698	65,930	66,748	2,854,326,253	20
Door . . . . .	59,608	61,058	68,091	74,568	89,939	1,493,345,815	30
Douglas . . . . .	49,560	50,804	54,071	57,680	60,734	1,278,703,808	38
Dunn . . . . .	54,061	57,424	60,513	63,474	65,024	1,343,720,050	34
Eau Claire . . . . .	62,437	62,558	68,781	71,534	74,487	3,901,475,560	17
Florence . . . . .	47,409	48,034	60,355	57,372	64,303	138,315,748	71
Fond du Lac . . . . .	58,791	61,169	65,270	67,544	72,907	3,716,702,667	18
Forest . . . . .	40,059	40,767	44,284	48,234	51,528	228,011,367	69
Grant . . . . .	47,500	49,110	54,132	57,035	61,057	1,426,652,409	32

## Wisconsin adjusted gross income, continued

County	per return AGI <sup>1</sup>						2023 rank <sup>2</sup>
	2019 (\$)	2020 (\$)	2021 (\$)	2022 (\$)	2023 (\$)	2023 AGI (\$)	
Green . . . . .	58,199	60,277	64,175	69,184	69,761	1,306,208,195	36
Green Lake . . . . .	50,449	50,519	53,165	57,201	61,094	578,624,493	51
Iowa . . . . .	57,041	59,715	65,636	68,618	70,316	853,842,643	45
Iron . . . . .	45,037	42,703	48,692	50,479	50,754	158,402,467	70
Jackson . . . . .	48,618	46,397	49,397	54,331	56,706	497,314,467	55
Jefferson . . . . .	56,634	57,956	63,727	67,801	70,814	2,951,090,301	19
Juneau . . . . .	44,586	46,480	51,237	54,903	57,418	727,544,743	48
Kenosha . . . . .	57,680	58,273	63,099	67,533	70,577	5,868,094,051	10
Kewaunee . . . . .	55,074	55,475	60,572	63,160	69,400	719,122,336	49
La Crosse . . . . .	58,753	61,071	66,928	71,125	73,739	4,354,726,826	14
Lafayette . . . . .	48,396	48,965	51,820	58,550	59,658	472,132,067	59
Langlade . . . . .	44,696	44,840	48,027	51,442	54,858	536,898,303	53
Lincoln . . . . .	49,279	50,027	54,291	58,842	61,395	892,992,896	44
Manitowoc . . . . .	53,848	53,446	58,748	62,885	65,527	2,643,557,796	21
Marathon . . . . .	62,278	63,637	67,121	71,952	76,632	5,295,519,675	12
Marinette . . . . .	44,680	45,501	49,097	52,051	55,118	1,161,173,677	41
Marquette . . . . .	46,701	47,715	49,184	52,733	59,913	467,623,648	60
Menominee . . . . .	23,423	21,020	28,726	28,793	36,827	93,134,485	72
Milwaukee . . . . .	54,920	52,751	57,444	63,901	65,614	29,103,968,906	1
Monroe . . . . .	47,093	48,700	53,322	56,112	59,105	1,287,607,149	37
Oconto . . . . .	53,700	55,819	59,857	62,630	66,203	1,237,604,962	39
Oneida . . . . .	55,008	56,141	61,692	66,596	67,678	1,317,960,685	35
Outagamie . . . . .	65,444	65,696	70,358	74,271	77,552	7,799,994,802	5
Ozaukee . . . . .	111,890	108,658	119,305	119,549	120,412	5,670,220,368	11
Pepin . . . . .	54,348	55,415	66,433	64,276	68,853	240,295,261	68
Pierce . . . . .	64,867	66,043	71,548	76,933	79,750	1,623,558,335	29
Polk . . . . .	52,135	53,692	58,681	61,623	66,020	1,475,358,242	31
Portage . . . . .	56,738	57,599	60,898	67,042	67,777	2,391,302,768	22
Price . . . . .	43,851	43,400	47,424	50,473	53,125	369,694,944	66
Racine . . . . .	57,265	58,658	61,817	65,959	69,540	6,797,795,645	7
Richland . . . . .	44,657	46,694	51,921	54,619	57,147	438,544,989	61
Rock . . . . .	60,720	60,837	68,940	79,134	89,161	7,322,387,256	6
Rusk . . . . .	39,475	39,903	44,510	46,710	51,539	330,725,825	67
St. Croix . . . . .	75,165	78,582	86,368	90,169	93,007	4,402,375,259	13
Sauk . . . . .	53,229	54,876	55,995	60,526	64,764	2,293,107,741	24
Sawyer . . . . .	43,595	43,235	50,930	54,482	56,448	482,068,864	56
Shawano . . . . .	47,222	47,881	52,165	55,905	59,990	1,175,930,343	40
Sheboygan . . . . .	58,237	59,529	62,823	66,292	70,378	4,225,769,768	15
Taylor . . . . .	47,915	52,192	55,227	56,311	58,620	541,471,344	52
Trempealeau . . . . .	50,478	52,137	55,926	60,735	62,912	932,352,955	43
Vernon . . . . .	47,052	49,563	53,780	55,978	58,327	805,906,200	46
Vilas . . . . .	48,170	50,302	58,117	62,379	64,928	775,892,889	47
Walworth . . . . .	60,527	61,470	68,104	76,047	78,059	4,086,087,392	16
Washburn . . . . .	48,376	48,572	53,005	62,087	59,512	521,916,096	54
Washington . . . . .	71,594	73,296	78,313	81,583	84,602	6,040,570,933	9
Waukesha . . . . .	92,569	94,089	101,489	107,010	108,213	23,100,550,458	3
Waupaca . . . . .	52,148	52,818	56,632	60,590	63,703	1,674,061,174	28
Wausara . . . . .	45,280	46,592	50,469	55,595	57,042	609,664,143	50
Winnebago . . . . .	60,701	62,243	64,881	68,814	71,398	6,095,063,045	8
Wood . . . . .	51,573	52,317	55,159	60,760	62,304	2,379,689,786	23
<b>Total<sup>3</sup> . . . . .</b>	<b>61,003</b>	<b>61,518</b>	<b>66,369</b>	<b>70,548</b>	<b>73,001</b>	<b>233,010,712,703</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 2023" and prior reports at <https://www.revenue.wi.gov/Pages/Report/WI-Muni-AGI.aspx> [March 2025].

## Distribution of Wisconsin business establishments, March 2022

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 . . . . .	3,524	519	503	10	Z	3	Z	Z
Mining, quarrying, and oil and gas extraction . . . . .	2,599	154	115	27	8	3	Z	Z
Utilities . . . . .	11,504	377	260	62	26	22	6	Z
Construction . . . . .	128,292	14,554	13,337	834	232	110	25	16
Manufacturing . . . . .	477,411	8,505	4,873	1,495	928	828	251	130
Wholesale trade . . . . .	124,146	6,582	5,225	841	298	172	33	11
Retail trade . . . . .	308,406	18,178	14,797	2,173	662	426	109	9
Transportation and warehousing . . . . .	115,886	5,971	4,910	622	246	137	25	31
Information . . . . .	52,150	2,429	2,110	183	66	46	13	11
Finance and insurance . . . . .	137,416	8,827	8,029	456	165	96	45	36
Real estate, rental, and leasing . . . . .	28,834	5,588	5,330	190	45	20	Z	Z
Professional, scientific, and technical services . . . . .	121,242	11,562	10,462	726	207	129	20	18
Management of companies and enterprises . . . . .	73,370	957	559	160	90	79	33	36
Administrative, support, waste management, and remediation services . . . . .	178,604	8,044	6,866	620	257	187	68	46
Educational services . . . . .	57,348	1,740	1,336	253	78	44	12	17
Health care and social assistance . . . . .	405,028	17,303	13,838	2,165	722	363	123	92
Arts, entertainment, and recreation . . . . .	42,233	2,920	2,449	311	78	68	12	Z
Accommodation and food services . . . . .	232,648	15,405	11,622	3,007	672	84	14	6
Other services (except public administration) . . . . .	99,427	14,730	13,818	731	118	58	4	Z
<b>Total . . . . .</b>	<b>2,600,303</b>	<b>144,443</b>	<b>120,535</b>	<b>14,868</b>	<b>4,900</b>	<b>2,875</b>	<b>796</b>	<b>469</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, 2022. 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 15, 2024].

