

2024

A publication of Forward Analytics
A Division of the Wisconsin Counties Association

THE GREEN BOOK

A book of county facts, 7th Edition



2024

Prepared by

Forward Analytics

A division of the Wisconsin Counties Association

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Introduction

Wisconsin's 72 counties play an important role in our state's prosperity, performing critical functions on behalf of the state. From road maintenance to protecting the state's most vulnerable citizens, county governments provide a vast array of services efficiently and in a cost-effective manner.



Strategic, long range thinking is essential to successfully carry out the county mission, with data playing an important role. To this end, Forward Analytics, a division of the Wisconsin Counties Association, has created this 7th edition of *The Green Book, A Book of County Facts*.

This publication provides useful information on county government structure, county demographics, finances, and economic well being.

In addition to the 63 pages of data and information for all counties, a data sheet containing all of *The Green Book* data for your county can be found at the back of the book.

The Green Book is also available interactively at www.forward-analytics.net. If you would like additional copies to share, give us a call at 608-663-7188.

Mark D. O'Connell, President & CEO
Wisconsin Counties Association

Mark D. O'Connell

How to Use This Book

The Green Book is organized into four color-coded sections, each with data on a variety of measures:

- *Wisconsin's Counties* (orange) details county administration type and board size.
- *Population* (blue) shows five-year population change, the size of various age cohorts, veteran population, and educational attainment.
- *Finances* (red) includes information on county revenues, spending, and debt.
- *Economy/Development* (purple) highlights jobs and unemployment, commuting patterns, income and poverty, property values, housing, and county highway miles.

Most measures have information on two pages. The first page includes a color-coded map that organizes counties into four groups of 18 (quartiles) based on their ranking of the particular measure. For those unfamiliar with county locations, a map can be found on page 2. For each measure, the 18 counties with the lowest data values are shown with the lightest color; the 18 with the highest values are darkest. The key below the map shows the ranges for each quartile.

The second page displays a table of detailed information for each county. The statewide average and median (half of counties lower, half higher) are shown below the table.

In the back of the book is a county insert that summarizes your county's information on all of the measures in *The Green Book*. For each measure, it also shows the county's rank among the 72 counties, as well as the state average.



County Government in Brief

The boundaries of Wisconsin's 72 counties, which were drawn by the legislature, are specified in state law. County boundary lines generally run north to south and east to west or follow major geographic features.

Counties are governed by a county board of supervisors who are elected to two-year terms. Counties that are "self-organized" can opt to have supervisor terms concurrent or staggered. None have chosen the latter option. Thus, all supervisors in the state are elected in the spring election of even-numbered years.

Each county determines the size of its board, subject to a statutory maximum that is based on population. Board size can be changed following the decennial census. The number of supervisors also can be reduced once between each decennial census by resolution or by citizen petition and referendum.

Counties must have a central administrative officer. A county can create an office of county executive or county administrator, or it can designate an individual holding an existing elective or appointive office (other than county supervisor) to also serve as the administrative coordinator.

County constitutional officers are elected to four-year terms in the fall partisan general election. These include the county clerk, county treasurer, register of deeds, clerk of circuit court, and sheriff.

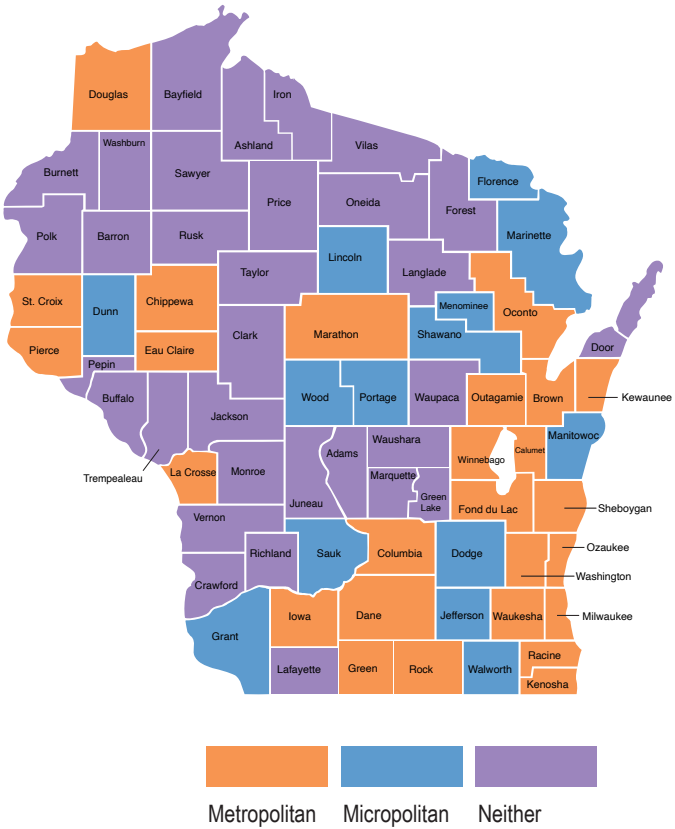
Counties provide a variety of services, many of which are state mandated. They enforce the state's criminal laws and incarcerate many violators of those laws. They maintain state-mandated vital and property records, and oversee elections. They also administer state human service programs and maintain both county and state roads.

Wisconsin's Counties

County Types

One way to characterize Wisconsin counties is by how urban or rural they are. Urban counties can be thought of as part of a metropolitan statistical area, or MSA, which is a group of counties with close economic ties and relatively high population at its core. Twenty-six counties in Wisconsin are part of an MSA. A micropolitan statistical area is a county or group of counties (sometimes from different states) with close economic ties and centered on a core area of 10,000 to 50,000 people. Fourteen counties fall into this category. The remaining 32 counties are neither metropolitan nor micropolitan. Most economic researchers consider micropolitan and “neither” counties rural.

Wisconsin County Map, 2024
Metropolitan, Micropolitan, Neither



County Board Size

Maximum county board sizes are set by state law and depend on population. Some boards are smaller due to board policy or voter referendum. Board members are elected by district. The average number of residents per district varies from fewer than 1,000 to more than 50,000.

Board Size and Population* Per District, 2024 (in thousands)

| County | Bd. Size | Pop./ Dist. | County | Bd. Size | Pop./ Dist. |
|-------------|----------|-------------|-------------|----------|-------------|
| Adams | 20 | 1.0 | Marathon | 38 | 3.7 |
| Ashland | 21 | 0.8 | Marinette | 30 | 1.4 |
| Barron | 29 | 1.6 | Marquette | 17 | 0.9 |
| Bayfield | 13 | 1.2 | Menominee | 7 | 0.6 |
| Brown | 26 | 10.5 | Milwaukee | 18 | 52.2 |
| Buffalo | 14 | 1.0 | Monroe | 16 | 2.9 |
| Burnett | 21 | 0.8 | Oconto | 31 | 1.3 |
| Calumet | 21 | 2.6 | Oneida | 21 | 1.8 |
| Chippewa | 21 | 3.2 | Outagamie | 36 | 5.4 |
| Clark | 29 | 1.2 | Ozaukee | 26 | 3.6 |
| Columbia | 28 | 2.1 | Pepin | 12 | 0.6 |
| Crawford | 17 | 0.9 | Pierce | 17 | 2.5 |
| Dane | 37 | 15.7 | Polk | 15 | 3.0 |
| Dodge | 33 | 2.7 | Portage | 25 | 2.8 |
| Door | 21 | 1.4 | Price | 13 | 1.1 |
| Douglas | 21 | 2.1 | Racine | 21 | 9.4 |
| Dunn | 29 | 1.6 | Richland | 21 | 0.8 |
| Eau Claire | 29 | 3.7 | Rock | 29 | 5.7 |
| Florence | 12 | 0.4 | Rusk | 19 | 0.7 |
| Fond du Lac | 25 | 4.2 | St. Croix | 19 | 5.1 |
| Forest | 21 | 0.4 | Sauk | 31 | 2.1 |
| Grant | 17 | 3.0 | Sawyer | 15 | 1.2 |
| Green | 31 | 1.2 | Shawano | 27 | 1.5 |
| Green Lake | 19 | 1.0 | Sheboygan | 25 | 4.8 |
| Iowa | 21 | 1.1 | Taylor | 17 | 1.2 |
| Iron | 15 | 0.4 | Trempealeau | 17 | 1.8 |
| Jackson | 19 | 1.1 | Vernon | 19 | 1.6 |
| Jefferson | 30 | 2.9 | Vilas | 21 | 1.1 |
| Juneau | 21 | 1.3 | Walworth | 11 | 9.6 |
| Kenosha | 23 | 7.4 | Washburn | 21 | 0.8 |
| Kewaunee | 20 | 1.0 | Washington | 21 | 6.6 |
| La Crosse | 30 | 4.1 | Waukesha | 25 | 16.4 |
| Lafayette | 16 | 1.0 | Waupaca | 27 | 1.9 |
| Langlade | 21 | 0.9 | Waushara | 11 | 2.2 |
| Lincoln | 22 | 1.3 | Winnebago | 36 | 4.8 |
| Manitowoc | 25 | 3.3 | Wood | 19 | 3.9 |

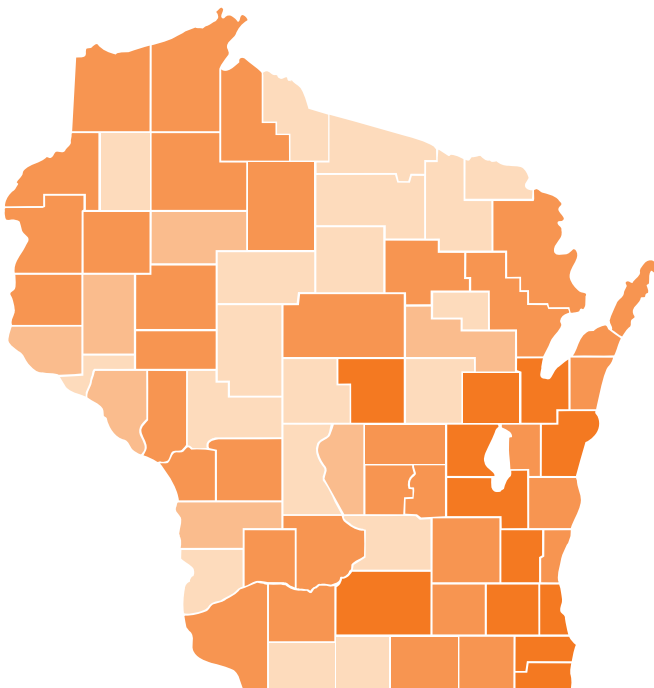
*Population figures are for 2023

County Administration

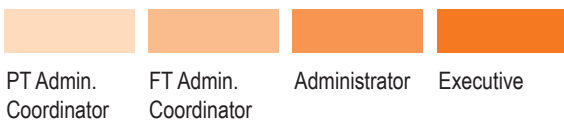
Wisconsin provides counties with three options for the daily management of county government. A county executive is elected every four years in nonpartisan spring elections. The executive appoints certain personnel, submits budgets, and exercises veto powers. A county administrator is appointed by the county board and has many of the same powers as an executive. Administrators do not have veto power. Counties not choosing one of these two options are required to designate an administrative coordinator, either on a full-time or part-time basis.

In 2024, 12 counties had an elected county executive and 34 had a county administrator. The remaining 26 counties designated either a full-time (8) or part-time (18) administrative coordinator.

Administration Type, 2024



Administrator Type



Source: Wisconsin Counties Association, 7/1/24

Administration Type, 2024

| <u>County</u> | <u>Type</u> | <u>County</u> | <u>Type</u> |
|---------------|-------------|---------------|-------------|
| Adams | Coord.-FT | Marathon | Admin. |
| Ashland | Admin. | Marinette | Admin. |
| Barron | Admin. | Marquette | Admin. |
| Bayfield | Admin. | Menominee | Coord.-PT |
| Brown | Exec. | Milwaukee | Exec. |
| Buffalo | Coord.-FT | Monroe | Admin. |
| Burnett | Admin. | Oconto | Admin. |
| Calumet | Admin. | Oneida | Coord.-PT |
| Chippewa | Admin. | Outagamie | Exec. |
| Clark | Coord.-PT | Ozaukee | Admin. |
| Columbia | Coord.-PT | Pepin | Coord.-PT |
| Crawford | Coord.-PT | Pierce | Coord.-FT |
| Dane | Exec. | Polk | Admin. |
| Dodge | Admin. | Portage | Exec. |
| Door | Admin. | Price | Admin. |
| Douglas | Admin. | Racine | Exec. |
| Dunn | Coord.-FT | Richland | Admin. |
| Eau Claire | Admin. | Rock | Admin. |
| Florence | Coord.-PT | Rusk | Coord.-FT |
| Fond du Lac | Exec. | St. Croix | Admin. |
| Forest | Coord.-PT | Sauk | Admin. |
| Grant | Admin. | Sawyer | Admin. |
| Green | Coord.-PT | Shawano | Coord.-FT |
| Green Lake | Admin. | Sheboygan | Admin. |
| Iowa | Admin. | Taylor | Coord.-PT |
| Iron | Coord.-PT | Trempealeau | Admin. |
| Jackson | Coord.-PT | Vernon | Coord.-FT |
| Jefferson | Admin. | Vilas | Coord.-PT |
| Juneau | Coord.-PT | Walworth | Admin. |
| Kenosha | Exec. | Washburn | Coord.-PT |
| Kewaunee | Admin. | Washington | Exec. |
| La Crosse | Admin. | Waukesha | Exec. |
| Lafayette | Coord.-PT | Waupaca | Coord.-PT |
| Langlade | Admin. | Waushara | Admin. |
| Lincoln | Coord.-FT | Winnebago | Exec. |
| Manitowoc | Exec. | Wood | Coord.-PT |

Exec. = Executive; Admin. = Administrator
 Coord. = Administrative Coordinator; PT = part-time; FT = full-time

POPULATION



To get the full picture of a county's demography, population should be viewed from a variety of perspectives. The most basic are the total number of residents and whether that figure is growing or declining. Other useful perspectives are the age distribution and education levels.

Understanding county demography can help policymakers gauge a region's potential for growth and the degree to which current and future service demands are placed on county government.

Six demographic measures are provided in this section (total population figures can be found on page 63). Although presented separately, some of these measures are related to each other. For example, the working-age share of the population depends not only on the size of that age group, but also on the size of the school-aged and senior populations.

Over the past two decades, the fastest-growing counties tended to be more urban and have a younger population. Compared to slower-growing counties, a larger portion of their population is of working age. However, that appears to be slowly changing in recent years. After years of minimal growth and at times decline, some rural counties are again adding residents due almost entirely to migration from other counties and from other states.

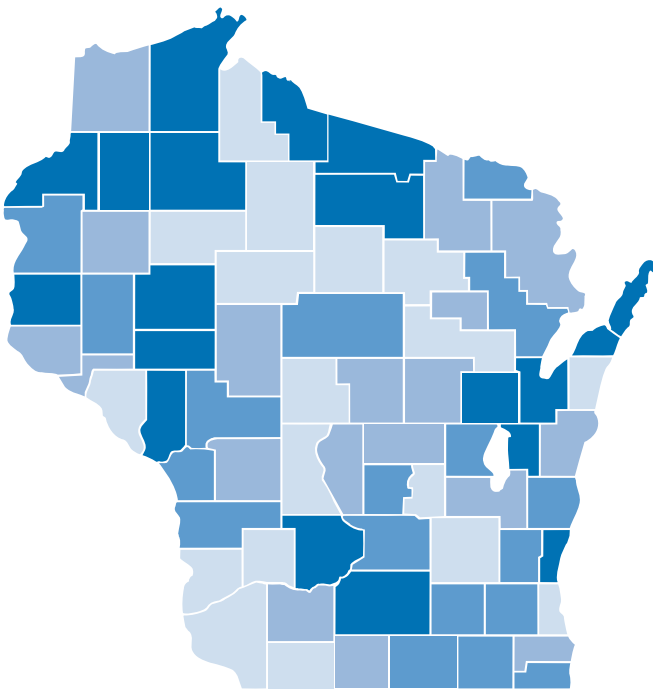
Population Change

The size of a county's population change depends on several factors. The number of births and deaths within the county create change. People moving into and out of the county also lead to population changes. In recent years we have seen a shift in population due to people 55 or older moving to northern counties.

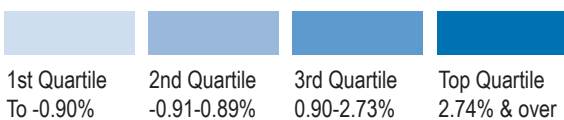
Population change can have both economic and service implications. A growing population spurs local businesses and the demand for public services. A population that is declining can mean less economic activity and a smaller tax base.

Population Change, 2018-23

Counties by Quartile, Low to High Percent Change



Change: Low to High



Source: Wisconsin Demographic Services Center

Population Change, 2018-23

| <u>County</u> | <u>% Change</u> | <u>County</u> | <u>% Change</u> |
|---------------|-----------------|---------------|-----------------|
| Adams | 0.54 | Marathon | 2.41 |
| Ashland | -1.27 | Marinette | 0.62 |
| Barron | 0.73 | Marquette | 0.91 |
| Bayfield | 5.10 | Menominee | -0.16 |
| Brown | 4.84 | Milwaukee | -1.38 |
| Buffalo | -3.63 | Monroe | 0.08 |
| Burnett | 6.28 | Oconto | 1.70 |
| Calumet | 5.81 | Oneida | 3.54 |
| Chippewa | 3.96 | Outagamie | 4.94 |
| Clark | -0.01 | Ozaukee | 4.55 |
| Columbia | 1.49 | Pepin | -0.70 |
| Crawford | -3.50 | Pierce | 0.76 |
| Dane | 11.22 | Polk | 1.92 |
| Dodge | -1.64 | Portage | 0.78 |
| Door | 7.26 | Price | -0.90 |
| Douglas | -0.11 | Racine | 0.62 |
| Dunn | 1.57 | Richland | -4.33 |
| Eau Claire | 5.83 | Rock | 2.73 |
| Florence | 2.36 | Rusk | -4.28 |
| Fond du Lac | -0.52 | St. Croix | 9.89 |
| Forest | -0.87 | Sauk | 5.85 |
| Grant | -2.62 | Sawyer | 7.43 |
| Green | 0.88 | Shawano | -1.36 |
| Green Lake | -0.96 | Sheboygan | 1.97 |
| Iowa | 0.10 | Taylor | -3.75 |
| Iron | 3.16 | Trempealeau | 3.53 |
| Jackson | 2.03 | Vernon | 2.20 |
| Jefferson | 2.66 | Vilas | 5.94 |
| Juneau | -1.12 | Walworth | 2.31 |
| Kenosha | 0.91 | Washburn | 4.09 |
| Kewaunee | -1.15 | Washington | 1.74 |
| La Crosse | 2.66 | Waukesha | 2.51 |
| Lafayette | -2.42 | Waupaca | -0.72 |
| Langlade | -4.07 | Waushara | 0.02 |
| Lincoln | -1.76 | Winnebago | 1.38 |
| Manitowoc | -0.71 | Wood | -1.48 |

Statewide Measures

| | | | |
|---------|-------|--------|-------|
| Average | 2.32% | Median | 0.89% |
|---------|-------|--------|-------|

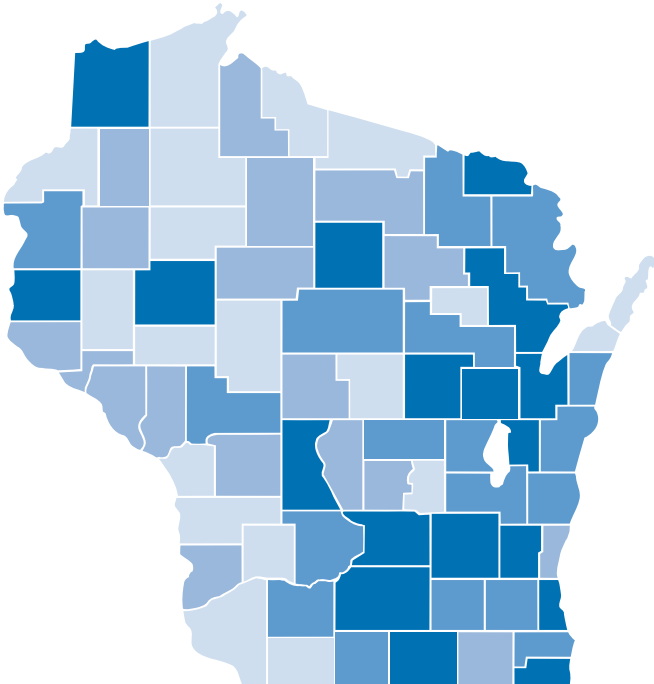
Working-Age Population

The share of Wisconsin's population who are in their prime working years has declined over the past seven years from 52.7% in 2015 to 50.6% in 2022. As the senior population (see pages 12-13) grows rapidly for the foreseeable future, this percentage will continue to fall.

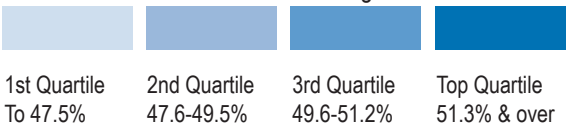
Counties with larger working-age populations tend to have higher average incomes. In these counties, there are more wage earners over which to spread the cost of public services and, likely, fewer residents in need of county services.

Percentage of Population 25 to 64, 2022

Counties by Quartile, Low to High Percent



Percent: Low to High



Source: U.S. Census Bureau

Percentage of Population 25 to 64, 2022

| County | % 25-64 | County | % 25-64 |
|-------------|---------|-------------|---------|
| Adams | 49.4 | Marathon | 50.9 |
| Ashland | 48.0 | Marinette | 49.5 |
| Barron | 48.5 | Marquette | 48.9 |
| Bayfield | 47.0 | Menominee | 43.1 |
| Brown | 51.2 | Milwaukee | 51.9 |
| Buffalo | 49.4 | Monroe | 49.4 |
| Burnett | 46.7 | Oconto | 51.5 |
| Calumet | 52.7 | Oneida | 49.3 |
| Chippewa | 51.6 | Outagamie | 52.1 |
| Clark | 44.7 | Ozaukee | 48.9 |
| Columbia | 52.5 | Pepin | 47.6 |
| Crawford | 47.9 | Pierce | 48.2 |
| Dane | 51.2 | Polk | 50.7 |
| Dodge | 53.8 | Portage | 46.8 |
| Door | 46.1 | Price | 48.1 |
| Douglas | 51.9 | Racine | 50.8 |
| Dunn | 45.9 | Richland | 46.9 |
| Eau Claire | 47.0 | Rock | 51.2 |
| Florence | 51.8 | Rusk | 47.3 |
| Fond du Lac | 50.3 | St. Croix | 52.8 |
| Forest | 49.5 | Sauk | 50.4 |
| Grant | 44.5 | Sawyer | 47.3 |
| Green | 51.2 | Shawano | 50.1 |
| Green Lake | 47.0 | Sheboygan | 50.4 |
| Iowa | 50.7 | Taylor | 48.8 |
| Iron | 46.6 | Trempealeau | 48.2 |
| Jackson | 51.0 | Vernon | 45.6 |
| Jefferson | 50.9 | Vilas | 47.0 |
| Juneau | 51.7 | Walworth | 47.7 |
| Kenosha | 52.6 | Washburn | 48.1 |
| Kewaunee | 49.9 | Washington | 52.0 |
| La Crosse | 46.8 | Waukesha | 51.1 |
| Lafayette | 47.5 | Waupaca | 51.7 |
| Langlade | 48.2 | Waushara | 49.6 |
| Lincoln | 52.3 | Winnebago | 50.7 |
| Manitowoc | 49.9 | Wood | 49.2 |

Statewide Measures

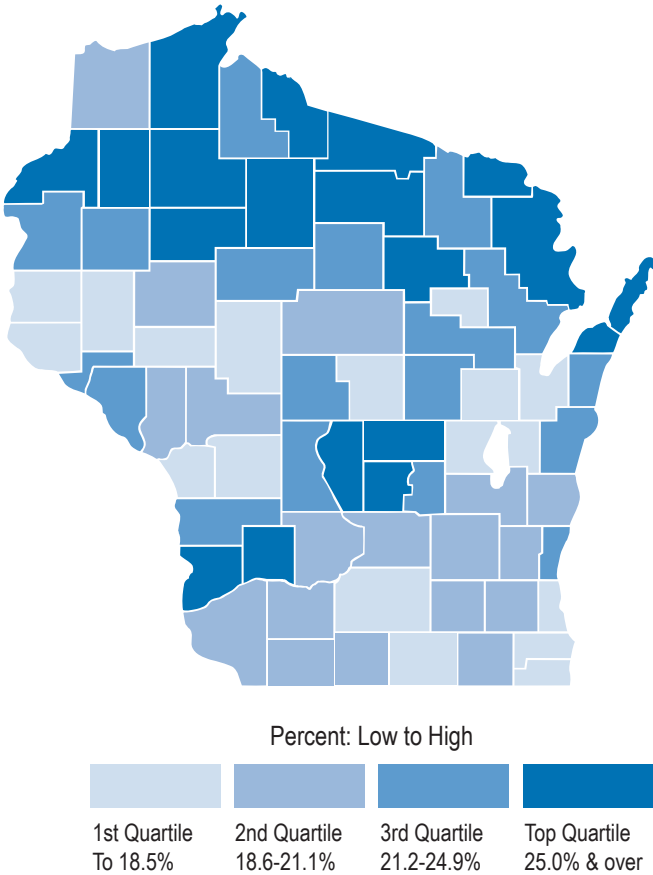
| | | | |
|---------|-------|--------|-------|
| Average | 50.6% | Median | 51.2% |
|---------|-------|--------|-------|

Senior Population

Since 2010, Wisconsin senior population has increased rapidly due to the large baby-boom generation beginning aging past 65. In 2022 they comprised 18.7% of the state's population, up from 13.7% in 2010. In 26 counties, those 65 or older accounted for more than 20% of residents.

As this group leaves the workforce, counties are struggling with worker shortages. Additionally, as this large cohort ages, the demand for assisted living, nursing homes, and various social services will rise.

Percentage of Population 65 or Older, 2022
Counties by Quartile, Low to High Percent



Source: U.S. Census Bureau

Percentage of Population 65 or Older, 2022

| County | % 65+ | County | % 65+ |
|-------------|-------|-------------|-------|
| Adams | 32.0 | Marathon | 19.3 |
| Ashland | 21.8 | Marinette | 25.4 |
| Barron | 23.7 | Marquette | 26.6 |
| Bayfield | 30.9 | Menominee | 14.1 |
| Brown | 16.5 | Milwaukee | 14.9 |
| Buffalo | 23.9 | Monroe | 18.4 |
| Burnett | 32.1 | Oconto | 22.6 |
| Calumet | 17.4 | Oneida | 28.2 |
| Chippewa | 19.7 | Outagamie | 16.6 |
| Clark | 17.6 | Ozaukee | 21.7 |
| Columbia | 19.7 | Pepin | 24.2 |
| Crawford | 25.4 | Pierce | 16.7 |
| Dane | 15.3 | Polk | 22.9 |
| Dodge | 19.1 | Portage | 18.5 |
| Door | 32.5 | Price | 28.7 |
| Douglas | 20.8 | Racine | 18.2 |
| Dunn | 16.9 | Richland | 25.2 |
| Eau Claire | 17.3 | Rock | 18.0 |
| Florence | 29.5 | Rusk | 26.4 |
| Fond du Lac | 20.1 | St. Croix | 16.2 |
| Forest | 24.9 | Sauk | 20.2 |
| Grant | 18.6 | Sawyer | 28.2 |
| Green | 20.7 | Shawano | 21.9 |
| Green Lake | 24.2 | Sheboygan | 19.8 |
| Iowa | 20.8 | Taylor | 21.3 |
| Iron | 33.2 | Trempealeau | 19.6 |
| Jackson | 20.6 | Vernon | 21.4 |
| Jefferson | 19.0 | Vilas | 31.7 |
| Juneau | 22.5 | Walworth | 20.0 |
| Kenosha | 16.0 | Washburn | 28.4 |
| Kewaunee | 22.3 | Washington | 19.9 |
| La Crosse | 18.1 | Waukesha | 20.6 |
| Lafayette | 20.6 | Waupaca | 21.3 |
| Langlade | 25.9 | Waushara | 26.2 |
| Lincoln | 23.9 | Winnebago | 17.7 |
| Manitowoc | 22.7 | Wood | 22.3 |

Statewide Measures

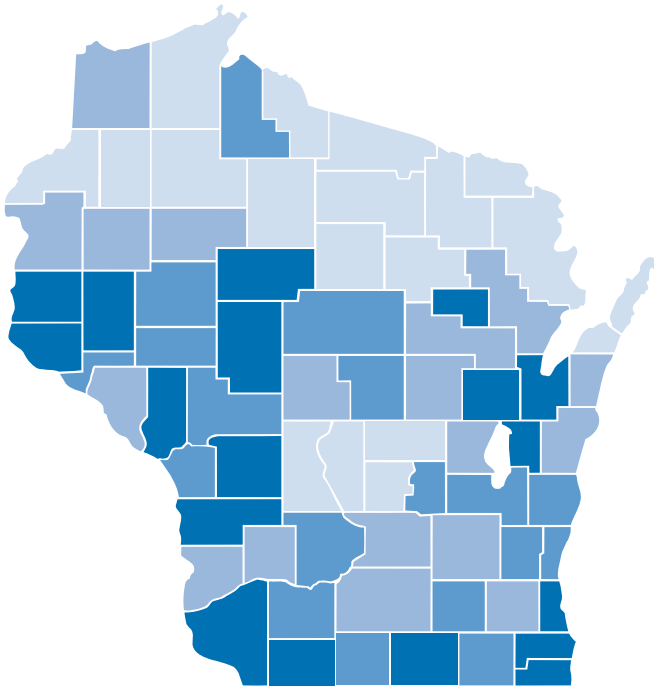
| | | | |
|---------|-------|--------|-------|
| Average | 18.7% | Median | 21.1% |
|---------|-------|--------|-------|

School-Age Population

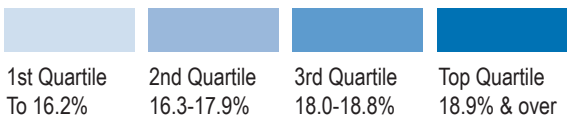
Wisconsin's school-aged population has been declining for more than a decade. In 2010, the 5-to-19 year old cohort comprised more than 20% of the state population. By 2021, it had fallen to 18.8%.

It is often said that the children of today are the workers of tomorrow. For counties, the number of young people represents a potential future workforce. Declines in the size of this cohort will likely lead to future workforce challenges.

Percentage of Population 5 to 19, 2022
Counties by Quartile, Low to High Percent



Percent: Low to High



Source: U.S. Census Bureau

Percentage of Population 5 to 19, 2022

| County | % 5-19 | County | % 5-19 |
|-------------|--------|-------------|--------|
| Adams | 11.6 | Marathon | 18.8 |
| Ashland | 18.4 | Marinette | 15.8 |
| Barron | 17.6 | Marquette | 16.0 |
| Bayfield | 14.2 | Menominee | 27.6 |
| Brown | 19.7 | Milwaukee | 19.7 |
| Buffalo | 16.9 | Monroe | 20.9 |
| Burnett | 14.0 | Oconto | 16.6 |
| Calumet | 19.4 | Oneida | 14.3 |
| Chippewa | 18.0 | Outagamie | 19.3 |
| Clark | 23.8 | Ozaukee | 18.4 |
| Columbia | 17.4 | Pepin | 18.1 |
| Crawford | 16.5 | Pierce | 20.0 |
| Dane | 17.8 | Polk | 17.1 |
| Dodge | 16.8 | Portage | 18.4 |
| Door | 13.6 | Price | 15.0 |
| Douglas | 16.7 | Racine | 19.1 |
| Dunn | 19.6 | Richland | 17.9 |
| Eau Claire | 18.5 | Rock | 18.9 |
| Florence | 12.1 | Rusk | 16.9 |
| Fond du Lac | 18.2 | St. Croix | 20.0 |
| Forest | 15.3 | Sauk | 18.5 |
| Grant | 20.1 | Sawyer | 16.0 |
| Green | 18.3 | Shawano | 17.7 |
| Green Lake | 18.2 | Sheboygan | 18.3 |
| Iowa | 18.3 | Taylor | 19.3 |
| Iron | 13.4 | Trempealeau | 20.2 |
| Jackson | 17.9 | Vernon | 21.5 |
| Jefferson | 18.8 | Vilas | 13.9 |
| Juneau | 16.2 | Walworth | 18.4 |
| Kenosha | 19.1 | Washburn | 15.6 |
| Kewaunee | 17.3 | Washington | 18.0 |
| La Crosse | 18.7 | Waukesha | 17.9 |
| Lafayette | 19.5 | Waupaca | 16.9 |
| Langlade | 16.2 | Waushara | 15.2 |
| Lincoln | 14.6 | Winnebago | 17.7 |
| Manitowoc | 17.2 | Wood | 17.8 |

Statewide Measures

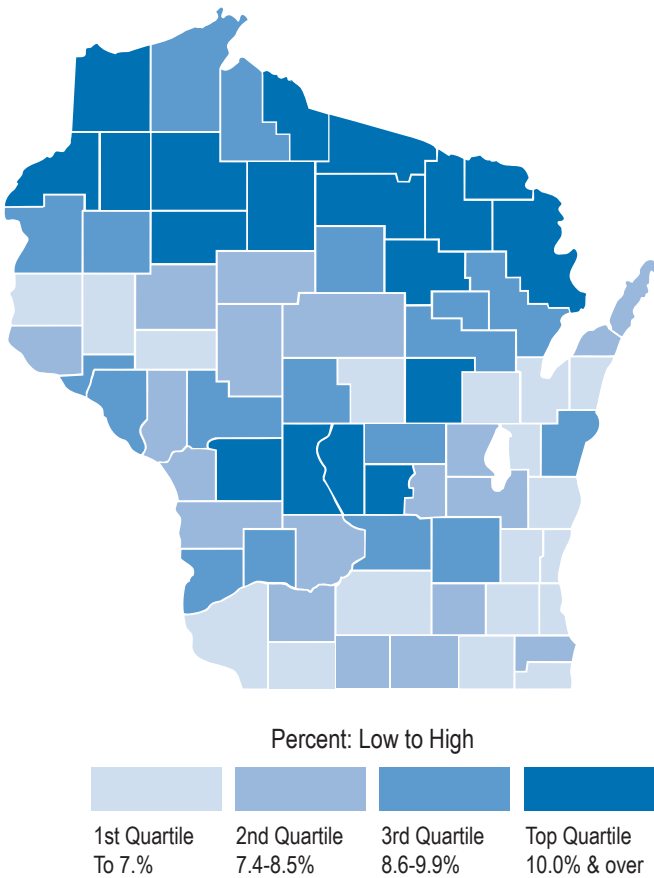
| | | | |
|---------|-------|--------|-------|
| Average | 18.4% | Median | 17.9% |
|---------|-------|--------|-------|

Veterans

Every Wisconsin county has a veterans service office to assist veterans in navigating the complicated network of state and federal benefits. The size of the veteran population varies widely by county.

Statewide, veterans comprised an estimated 7.3% of the 18-or-older population in 2021. In 15 mostly rural counties, that percentage was above 10%. The state's two largest counties were home to significant numbers of veterans, but they comprised a relatively small percentage of the population.

Veterans, Percentage of Adult Population, 2021
Counties by Quartile, Low to High Percent



Source: U.S. Department of Veterans Affairs, 2022 estimate

Veterans, Percentage of Adult Population, 2021

| County | % Veterans | County | % Veterans |
|-------------|------------|-------------|------------|
| Adams | 10.9 | Marathon | 7.4 |
| Ashland | 9.9 | Marinette | 10.9 |
| Barron | 9.4 | Marquette | 11.1 |
| Bayfield | 9.6 | Menominee | 8.6 |
| Brown | 6.9 | Milwaukee | 6.1 |
| Buffalo | 8.8 | Monroe | 13.8 |
| Burnett | 11.7 | Oconto | 8.8 |
| Calumet | 5.9 | Oneida | 10.2 |
| Chippewa | 8.5 | Outagamie | 7.0 |
| Clark | 7.5 | Ozaukee | 5.5 |
| Columbia | 8.6 | Pepin | 9.1 |
| Crawford | 9.4 | Pierce | 7.4 |
| Dane | 5.3 | Polk | 8.9 |
| Dodge | 8.5 | Portage | 6.5 |
| Door | 7.6 | Price | 10.9 |
| Douglas | 10.0 | Racine | 8.4 |
| Dunn | 7.0 | Richland | 8.5 |
| Eau Claire | 7.0 | Rock | 8.3 |
| Florence | 12.6 | Rusk | 10.4 |
| Fond du Lac | 7.6 | St. Croix | 7.2 |
| Forest | 11.8 | Sauk | 7.9 |
| Grant | 6.9 | Sawyer | 10.0 |
| Green | 7.3 | Shawano | 9.0 |
| Green Lake | 8.3 | Sheboygan | 7.3 |
| Iowa | 7.8 | Taylor | 8.3 |
| Iron | 10.1 | Trempealeau | 8.0 |
| Jackson | 9.6 | Vernon | 7.7 |
| Jefferson | 7.4 | Vilas | 10.9 |
| Juneau | 10.3 | Walworth | 6.5 |
| Kenosha | 6.8 | Washburn | 11.7 |
| Kewaunee | 7.2 | Washington | 7.3 |
| La Crosse | 8.1 | Waukesha | 6.3 |
| Lafayette | 6.7 | Waupaca | 9.9 |
| Langlade | 10.6 | Waushara | 9.4 |
| Lincoln | 9.3 | Winnebago | 7.7 |
| Manitowoc | 8.5 | Wood | 8.7 |

Statewide Measures

Average

7.3%

Median

8.5%

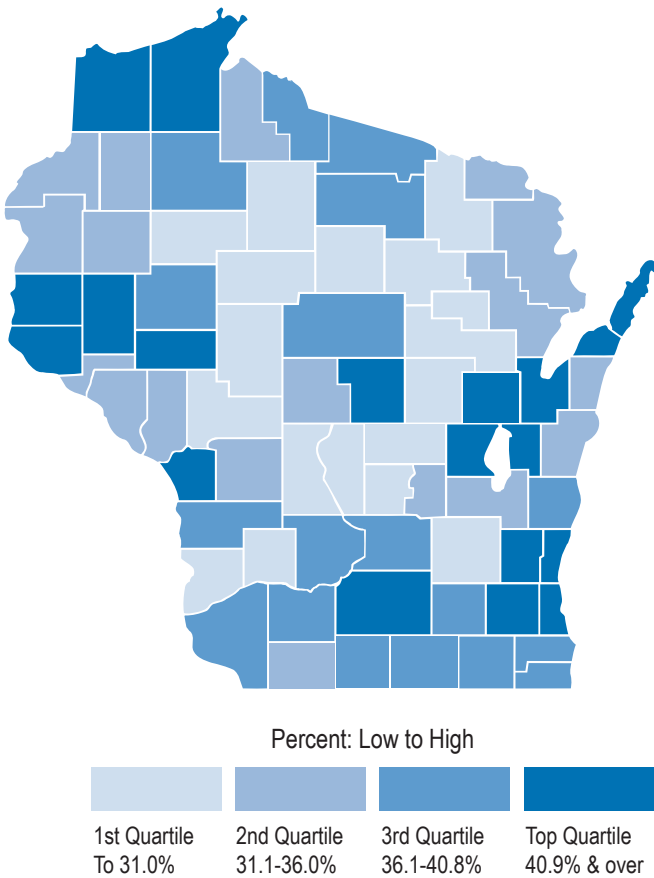
Educational Attainment

Higher-paying jobs often require a post-secondary degree, be that an associate, bachelor's, or advanced degree. The percentage of a county's 25-or-older population with at least an associate degree indicates a skilled workforce demanded by today's employers.

In 2022, 43.2% of state residents 25 or older had at least an associate degree. That percentage was less than 36% ten years earlier. This population was concentrated in urban counties and counties with two- or four-year universities.

In 11 less-populous counties, residents with at least an associate degree accounted for under 30% of the population.

Percentage with Associate Degree or More, 2022
Counties by Quartile, Low to High Percent



Source: U.S. Census Bureau

Percentage with Associate Degree or More, 2022

| County | % Assoc. + | County | % Assoc. + |
|-------------|------------|-------------|------------|
| Adams | 24.2 | Marathon | 40.8 |
| Ashland | 35.1 | Marinette | 31.6 |
| Barron | 35.4 | Marquette | 24.8 |
| Bayfield | 46.3 | Menominee | 30.3 |
| Brown | 44.2 | Milwaukee | 41.3 |
| Buffalo | 34.5 | Monroe | 31.9 |
| Burnett | 33.2 | Oconto | 31.4 |
| Calumet | 45.5 | Oneida | 39.5 |
| Chippewa | 37.7 | Outagamie | 44.6 |
| Clark | 24.2 | Ozaukee | 58.0 |
| Columbia | 37.2 | Pepin | 35.8 |
| Crawford | 29.9 | Pierce | 43.5 |
| Dane | 63.0 | Polk | 36.0 |
| Dodge | 30.8 | Portage | 46.4 |
| Door | 44.5 | Price | 29.5 |
| Douglas | 41.4 | Racine | 38.9 |
| Dunn | 41.3 | Richland | 30.8 |
| Eau Claire | 50.4 | Rock | 36.0 |
| Florence | 33.2 | Rusk | 30.8 |
| Fond du Lac | 34.9 | St. Croix | 51.2 |
| Forest | 26.6 | Sauk | 37.6 |
| Grant | 39.0 | Sawyer | 38.0 |
| Green | 39.2 | Shawano | 31.0 |
| Green Lake | 31.3 | Sheboygan | 38.9 |
| Iowa | 40.3 | Taylor | 26.1 |
| Iron | 38.4 | Trempealeau | 34.9 |
| Jackson | 27.2 | Vernon | 36.4 |
| Jefferson | 38.4 | Vilas | 39.7 |
| Juneau | 27.6 | Walworth | 40.2 |
| Kenosha | 39.8 | Washburn | 35.4 |
| Kewaunee | 35.1 | Washington | 46.1 |
| La Crosse | 49.0 | Waukesha | 57.0 |
| Lafayette | 31.9 | Waupaca | 30.3 |
| Langlade | 27.2 | Waushara | 26.0 |
| Lincoln | 30.0 | Winnebago | 41.7 |
| Manitowoc | 35.0 | Wood | 35.4 |

Statewide Measures

Average

43.2%

Median

36.0%



Counties provide services that benefit residents of all ages, from child welfare, to assisting veterans and the elderly, to maintaining both county and state roads and highways. Understanding where counties spend their dollars and how they pay for public services is an essential part of a county official's job.

According to the most recent state figures available, total spending by county governments averaged \$1,107 per capita in 2022. By county, spending ranged from less than \$640 to more than \$2,500 per resident. Counties with relatively small populations and significant fixed costs often have higher per capita costs.

The largest expenditure group was for health and human service programs delivered to a variety of groups, including children, seniors, veterans, and those with mentally illness. Statewide, these expenditures accounted for about a third of all spending. That percentage varies by county.

Counties have several sources of revenue to fund the services they provide. Property taxes typically account for about 40% of revenues, although that too differs from county to county. State aid, particularly for human services, accounts for more than a quarter of revenues on average.

In recent decades, the 0.5% optional sales tax has been adopted by most counties in Wisconsin. It typically contributes 10% or less of revenues.

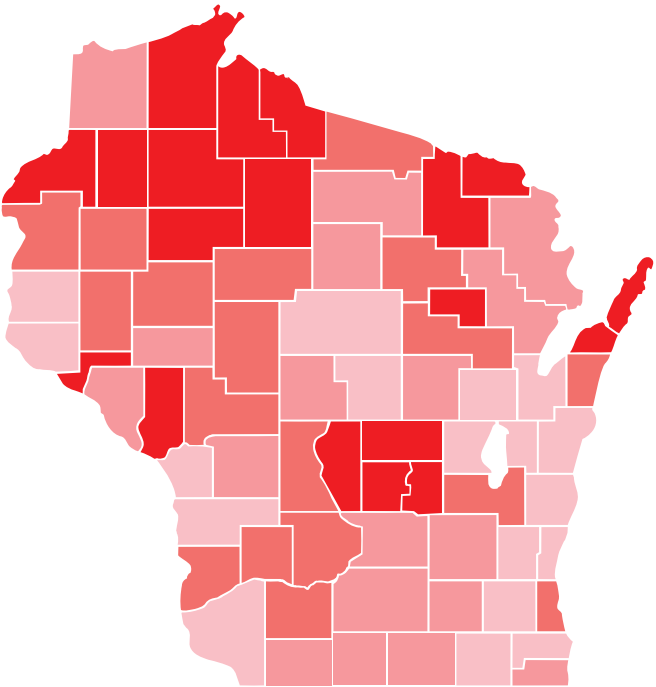
Note: Spending figures are self reported using Wisconsin Department of Revenue accounts. It should be noted that counties can differ on how spending is categorized. Users should be cautious when comparing spending categories.

Total Spending

County government spending depends on many of factors, including poverty, crime, and miles of county and state roads. Spending figures reported here are provided by counties to the Wisconsin Department of Revenue and include both operating and capital expenditures. They are presented on a per capita basis to adjust for county population differences.

Per capita spending in 2022 averaged \$1,107 per resident. In individual counties, per capita spending ranged from \$637 to \$2,582. Expenditures per resident were generally higher in less populous counties.

Total County Expenditures Per Capita, 2022
Counties by Quartile, Low to High Amount



Expenditures: Low to High

| | | | |
|----------------------------|-------------------------------|-------------------------------|--------------------------------|
| | | | |
| 1st Quartile To \$1,080 | 2nd Quartile \$1,081-1,234 | 3rd Quartile \$1,235-1,524 | Top Quartile \$1,525 & over |

Source: Wisconsin Department of Revenue: County and Municipal Revenues and Expenditures (CMRE)

Total County Expenditures Per Capita, 2022

| <u>County</u> | <u>Total Exp.</u> | <u>County</u> | <u>Total Exp.</u> |
|---------------|-------------------|---------------|-------------------|
| Adams | \$1,765 | Marathon | 972 |
| Ashland | 1,694 | Marinette | 1,156 |
| Barron | 1,496 | Marquette | 1,800 |
| Bayfield | 1,984 | Menominee | 2,087 |
| Brown | 916 | Milwaukee | 1,271 |
| Buffalo | 1,218 | Monroe | 1,088 |
| Burnett | 2,024 | Oconto | 1,114 |
| Calumet | 1,003 | Oneida | 1,118 |
| Chippewa | 1,284 | Outagamie | 824 |
| Clark | 1,313 | Ozaukee | 800 |
| Columbia | 1,196 | Pepin | 1,671 |
| Crawford | 1,452 | Pierce | 956 |
| Dane | 1,096 | Polk | 1,241 |
| Dodge | 1,103 | Portage | 1,080 |
| Door | 1,891 | Price | 1,648 |
| Douglas | 1,149 | Racine | 906 |
| Dunn | 1,477 | Richland | 1,524 |
| Eau Claire | 1,143 | Rock | 1,146 |
| Florence | 2,405 | Rusk | 1,839 |
| Fond du Lac | 1,306 | St. Croix | 895 |
| Forest | 1,526 | Sauk | 1,268 |
| Grant | 876 | Sawyer | 2,007 |
| Green | 1,228 | Shawano | 1,275 |
| Green Lake | 1,667 | Sheboygan | 1,017 |
| Iowa | 1,272 | Taylor | 1,515 |
| Iron | 2,582 | Trempealeau | 2,177 |
| Jackson | 1,394 | Vernon | 906 |
| Jefferson | 1,119 | Vilas | 1,374 |
| Juneau | 1,519 | Walworth | 1,034 |
| Kenosha | 1,223 | Washburn | 1,765 |
| Kewaunee | 1,343 | Washington | 715 |
| La Crosse | 965 | Waukesha | 637 |
| Lafayette | 1,210 | Waupaca | 1,124 |
| Langlade | 1,400 | Waushara | 2,475 |
| Lincoln | 1,165 | Winnebago | 736 |
| Manitowoc | 1,028 | Wood | 1,181 |

Statewide Measures

| | | | |
|---------|---------|--------|---------|
| Average | \$1,107 | Median | \$1,234 |
|---------|---------|--------|---------|

Highway Expenditures

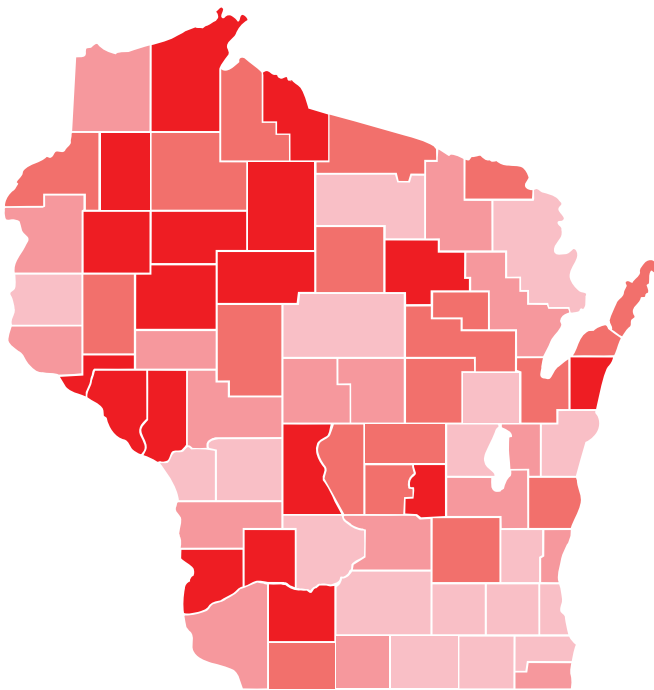
Counties are responsible for maintaining, repairing, and upgrading more than 40,000 miles of county roads. They are also responsible for maintaining any state or interstate highways within their boundaries. Some counties also maintain town roads.

A county's highway expenditures depend on road miles, pavement condition, and weather. Since capital spending is included, spending can be volatile due to material and equipment purchases.

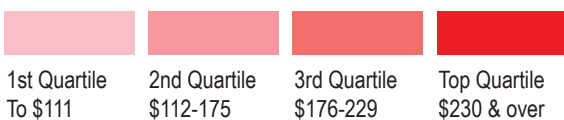
Statewide, county highway spending averaged \$118 per capita in 2022, up from \$93 in 2021. As counties are responsible for state and interstate highways, these expenditures will not correlate perfectly with road miles reported on page 59.

Highway Expenditures Per Capita, 2022

Counties by Quartile, Low to High Amount



Expenditures: Low to High



Source: Wisconsin Department of Revenue, CMRE

Highway Expenditures Per Capita, 2022

| <u>County</u> | <u>Hwy. Exp.</u> | <u>County</u> | <u>Hwy. Exp.</u> |
|---------------|------------------|---------------|------------------|
| Adams | \$213 | Marathon | 87 |
| Ashland | 181 | Marinette | 105 |
| Barron | 465 | Marquette | 224 |
| Bayfield | 392 | Menominee | 229 |
| Brown | 118 | Milwaukee | 111 |
| Buffalo | 339 | Monroe | 101 |
| Burnett | 209 | Oconto | 140 |
| Calumet | 117 | Oneida | 49 |
| Chippewa | 235 | Outagamie | 65 |
| Clark | 197 | Ozaukee | 119 |
| Columbia | 148 | Pepin | 321 |
| Crawford | 256 | Pierce | 131 |
| Dane | 53 | Polk | 128 |
| Dodge | 204 | Portage | 161 |
| Door | 204 | Price | 333 |
| Douglas | 154 | Racine | 43 |
| Dunn | 189 | Richland | 233 |
| Eau Claire | 138 | Rock | 55 |
| Florence | 192 | Rusk | 400 |
| Fond du Lac | 174 | St. Croix | 103 |
| Forest | 124 | Sauk | 110 |
| Grant | 132 | Sawyer | 221 |
| Green | 167 | Shawano | 180 |
| Green Lake | 288 | Sheboygan | 181 |
| Iowa | 357 | Taylor | 237 |
| Iron | 316 | Trempealeau | 286 |
| Jackson | 165 | Vernon | 120 |
| Jefferson | 104 | Vilas | 176 |
| Juneau | 230 | Walworth | 76 |
| Kenosha | 120 | Washburn | 323 |
| Kewaunee | 204 | Washington | 90 |
| La Crosse | 71 | Waukesha | 58 |
| Lafayette | 208 | Waupaca | 178 |
| Langlade | 249 | Waushara | 296 |
| Lincoln | 194 | Winnebago | 54 |
| Manitowoc | 98 | Wood | 140 |

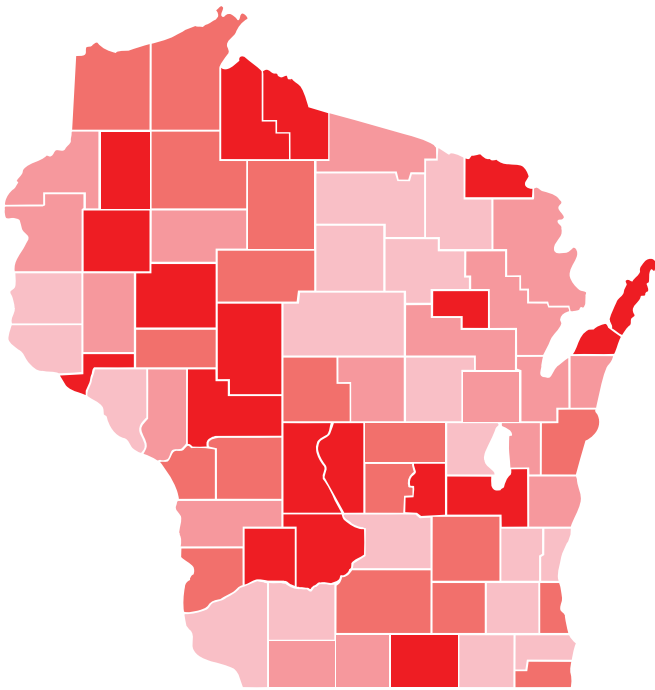
Statewide Measures

| | | | |
|---------|-------|--------|-------|
| Average | \$118 | Median | \$175 |
|---------|-------|--------|-------|

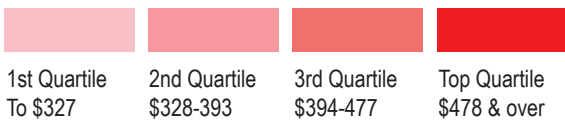
Health & Human Services

Health and human services (HHS) is largest expenditure category for counties, accounting for just over a third of all county spending. According to the Wisconsin Department of Revenue, spending in this area includes “health officers, health inspections, mental health programs, general relief, cemetery, humane shelter, institution care, social programs, aging and veterans programs.” In 2022, HHS spending statewide averaged \$373 per resident, a slight increase over the \$367 per capita spent in 2021.

HHS Expenditures Per Capita, 2022
Counties by Quartile, Low to High Amount



Expenditures: Low to High



Source: Wisconsin Department of Revenue, CMRE

HHS Expenditures Per Capita, 2022

| <u>County</u> | <u>HHS Exp.</u> | <u>County</u> | <u>HHS Exp.</u> |
|---------------|-----------------|---------------|-----------------|
| Adams | \$513 | Marathon | 177 |
| Ashland | 702 | Marinette | 393 |
| Barron | 481 | Marquette | 457 |
| Bayfield | 477 | Menominee | 870 |
| Brown | 333 | Milwaukee | 394 |
| Buffalo | 327 | Monroe | 437 |
| Burnett | 367 | Oconto | 337 |
| Calumet | 371 | Oneida | 285 |
| Chippewa | 568 | Outagamie | 352 |
| Clark | 500 | Ozaukee | 245 |
| Columbia | 296 | Pepin | 523 |
| Crawford | 438 | Pierce | 281 |
| Dane | 466 | Polk | 348 |
| Dodge | 415 | Portage | 337 |
| Door | 492 | Price | 413 |
| Douglas | 426 | Racine | 157 |
| Dunn | 376 | Richland | 546 |
| Eau Claire | 445 | Rock | 551 |
| Florence | 532 | Rusk | 357 |
| Fond du Lac | 492 | St. Croix | 263 |
| Forest | 292 | Sauk | 576 |
| Grant | 316 | Sawyer | 455 |
| Green | 371 | Shawano | 388 |
| Green Lake | 481 | Sheboygan | 381 |
| Iowa | 188 | Taylor | 417 |
| Iron | 741 | Trempealeau | 342 |
| Jackson | 515 | Vernon | 340 |
| Jefferson | 398 | Vilas | 335 |
| Juneau | 591 | Walworth | 315 |
| Kenosha | 450 | Washburn | 481 |
| Kewaunee | 384 | Washington | 235 |
| La Crosse | 443 | Waukesha | 215 |
| Lafayette | 365 | Waupaca | 316 |
| Langlade | 296 | Waushara | 464 |
| Lincoln | 242 | Winnebago | 304 |
| Manitowoc | 415 | Wood | 421 |

Statewide Measures

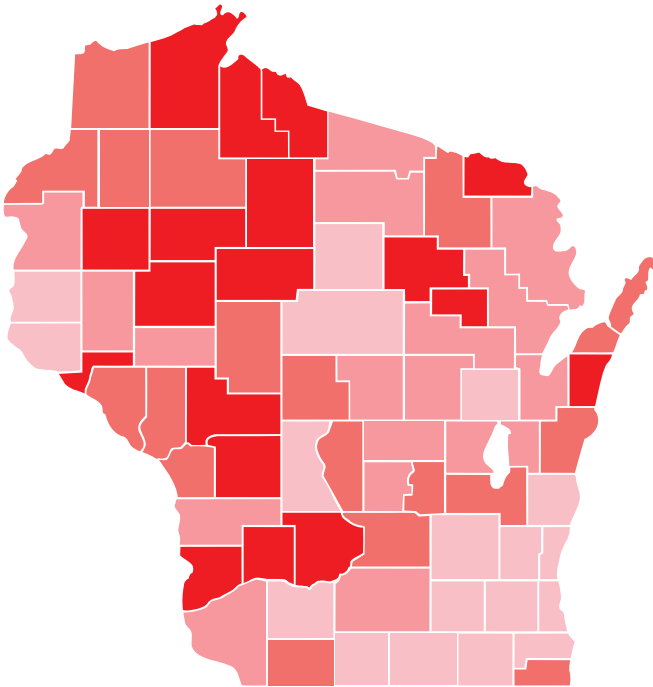
| | | | |
|---------|-------|--------|-------|
| Average | \$373 | Median | \$393 |
|---------|-------|--------|-------|

State Aids

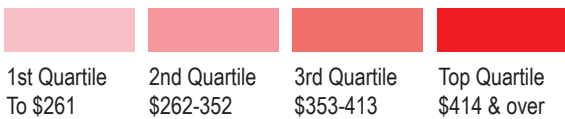
State aids fund just over one quarter of the cost of county services. The largest share of these aids helps pay for a variety of human service programs. Counties also receive state assistance for health, highways, and law enforcement, as well as county and municipal aids (shared revenues) that can be used for any purpose. Taken together, shared revenues and aids for health and human services accounts for about 80% of the total.

Total state aids to counties averaged \$285 per person across the state in 2022. Generally, per capita aids were highest in the northwest and lowest in the southeast.

Total State Aids Per Capita, 2022
Counties by Quartile, Low to High Amount



Aids: Low to High



Source: Wisconsin Department of Revenue, CMRE

Total State Aids Per Capita, 2022

| <u>County</u> | <u>State Aid</u> | <u>County</u> | <u>State Aid</u> |
|---------------|------------------|---------------|------------------|
| Adams | \$399 | Marathon | 189 |
| Ashland | 674 | Marinette | 334 |
| Barron | 522 | Marquette | 345 |
| Bayfield | 548 | Menominee | 1,039 |
| Brown | 330 | Milwaukee | 234 |
| Buffalo | 378 | Monroe | 428 |
| Burnett | 363 | Oconto | 272 |
| Calumet | 309 | Oneida | 319 |
| Chippewa | 670 | Outagamie | 228 |
| Clark | 357 | Ozaukee | 178 |
| Columbia | 363 | Pepin | 629 |
| Crawford | 470 | Pierce | 251 |
| Dane | 318 | Polk | 331 |
| Dodge | 212 | Portage | 277 |
| Door | 354 | Price | 430 |
| Douglas | 391 | Racine | 168 |
| Dunn | 346 | Richland | 626 |
| Eau Claire | 349 | Rock | 124 |
| Florence | 703 | Rusk | 604 |
| Fond du Lac | 366 | St. Croix | 159 |
| Forest | 410 | Sauk | 489 |
| Grant | 339 | Sawyer | 413 |
| Green | 261 | Shawano | 308 |
| Green Lake | 363 | Sheboygan | 228 |
| Iowa | 252 | Taylor | 439 |
| Iron | 605 | Trempealeau | 383 |
| Jackson | 491 | Vernon | 331 |
| Jefferson | 251 | Vilas | 287 |
| Juneau | 254 | Walworth | 175 |
| Kenosha | 388 | Washburn | 363 |
| Kewaunee | 558 | Washington | 258 |
| La Crosse | 358 | Waukesha | 148 |
| Lafayette | 358 | Waupaca | 267 |
| Langlade | 419 | Waushara | 314 |
| Lincoln | 248 | Winnebago | 261 |
| Manitowoc | 356 | Wood | 375 |

Statewide Measures

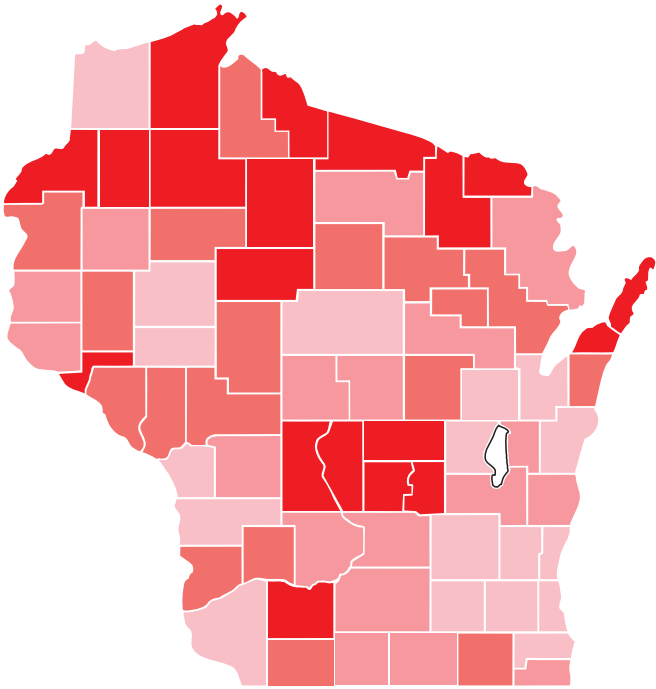
| | | | |
|---------|-------|--------|-------|
| Average | \$285 | Median | \$352 |
|---------|-------|--------|-------|

Property Tax Levy

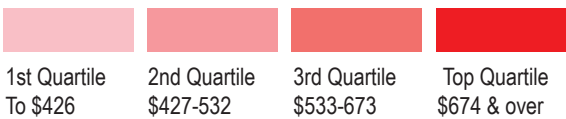
The property tax is the largest local revenue source for counties. On average, property taxes account for more than 40% of county revenues. In 2023, counties levied just over \$2.5 billion in property taxes, or \$423 per capita.

Since 2005, increases in county property taxes have been tied to net new construction in the county (see page 53). The highest property taxes per capita were found primarily in northern and central Wisconsin. Levies were above \$700 per resident in 16 counties and below \$300 per capita in three counties.

County Levy Per Capita, 2023/24
Counties by Quartile, Low to High Amount



Property Tax Levies: Low to High



Source: Wisconsin Department of Revenue

County Levy Per Capita

Levied in 2023, Payable in 2024

| County | Prop. Tax | County | Prop. Tax |
|-------------|-----------|-------------|-----------|
| Adams | \$945 | Marathon | 416 |
| Ashland | 589 | Marinette | 518 |
| Barron | 483 | Marquette | 977 |
| Bayfield | 815 | Menominee | 673 |
| Brown | 346 | Milwaukee | 312 |
| Buffalo | 594 | Monroe | 470 |
| Burnett | 750 | Oconto | 564 |
| Calumet | 450 | Oneida | 507 |
| Chippewa | 315 | Outagamie | 349 |
| Clark | 638 | Ozaukee | 248 |
| Columbia | 511 | Pepin | 774 |
| Crawford | 579 | Pierce | 499 |
| Dane | 431 | Polk | 535 |
| Dodge | 413 | Portage | 488 |
| Door | 1,037 | Price | 845 |
| Douglas | 426 | Racine | 327 |
| Dunn | 542 | Richland | 612 |
| Eau Claire | 382 | Rock | 458 |
| Florence | 1,347 | Rusk | 629 |
| Fond du Lac | 497 | St. Croix | 463 |
| Forest | 685 | Sauk | 528 |
| Grant | 309 | Sawyer | 796 |
| Green | 513 | Shawano | 438 |
| Green Lake | 966 | Sheboygan | 455 |
| Iowa | 736 | Taylor | 708 |
| Iron | 933 | Trempealeau | 574 |
| Jackson | 539 | Vernon | 350 |
| Jefferson | 409 | Vilas | 761 |
| Juneau | 710 | Walworth | 589 |
| Kenosha | 457 | Washburn | 694 |
| Kewaunee | 644 | Washington | 272 |
| La Crosse | 311 | Waukesha | 289 |
| Lafayette | 610 | Waupaca | 577 |
| Langlade | 615 | Waushara | 916 |
| Lincoln | 552 | Winnebago | 421 |
| Manitowoc | 405 | Wood | 461 |

Statewide Measures

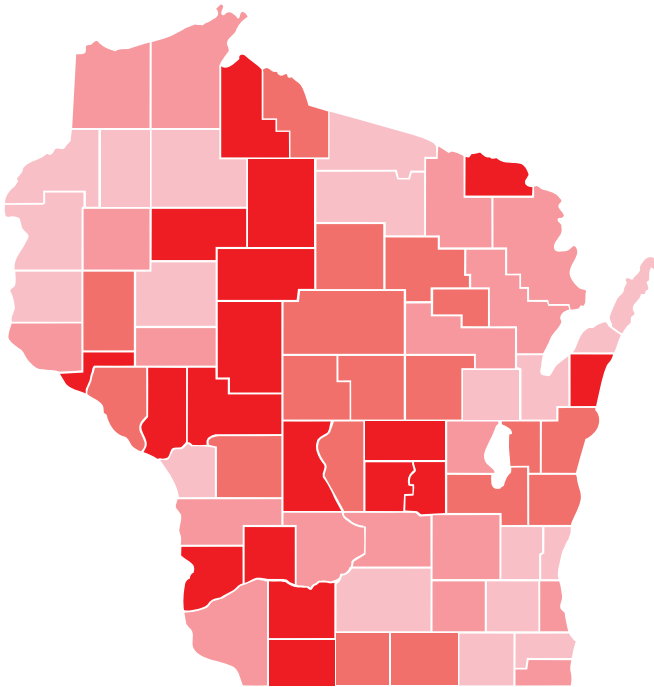
| | | | |
|---------|-------|--------|-------|
| Average | \$423 | Median | \$532 |
|---------|-------|--------|-------|

Property Tax Rates

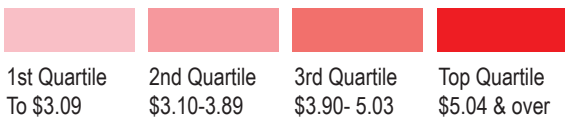
Property tax rates vary widely by county. The tax rate is a ratio of the county levy to the value of all taxable property in the county, excluding the value in tax incremental finance (TIF) districts. Generally, counties with higher tax levies have higher rates, while those with more taxable property value have lower rates.

In 2023/24, the statewide county property tax rate averaged \$3.13 per \$1,000 of taxable property value, down from \$3.45 in the prior year. The reason for the decline was a rapid increase in the value of taxable property in the state.

County Property Tax Rates, 2023/24
Counties by Quartile, Low to High Amount



Rate: Low to High



Source: Wisconsin Department of Revenue

County Property Tax Rate (per \$1,000 of Value)

Levied in 2023, Payable in 2024

| County | Tax Rate | County | Tax Rate |
|-------------|----------|-------------|----------|
| Adams | \$4.61 | Marathon | 3.99 |
| Ashland | 5.45 | Marinette | 3.80 |
| Barron | 3.51 | Marquette | 6.00 |
| Bayfield | 3.52 | Menominee | 4.44 |
| Brown | 3.04 | Milwaukee | 3.28 |
| Buffalo | 5.03 | Monroe | 4.68 |
| Burnett | 2.84 | Oconto | 3.58 |
| Calumet | 3.93 | Oneida | 1.74 |
| Chippewa | 2.40 | Outagamie | 2.91 |
| Clark | 7.14 | Ozaukee | 1.34 |
| Columbia | 3.54 | Pepin | 6.24 |
| Crawford | 5.22 | Pierce | 3.89 |
| Dane | 2.73 | Polk | 3.09 |
| Dodge | 3.77 | Portage | 4.30 |
| Door | 2.61 | Price | 5.64 |
| Douglas | 3.45 | Racine | 2.89 |
| Dunn | 4.97 | Richland | 5.82 |
| Eau Claire | 3.26 | Rock | 4.09 |
| Florence | 6.48 | Rusk | 5.22 |
| Fond du Lac | 4.75 | St. Croix | 2.83 |
| Forest | 3.66 | Sauk | 3.41 |
| Grant | 3.45 | Sawyer | 2.68 |
| Green | 4.06 | Shawano | 3.89 |
| Green Lake | 5.26 | Sheboygan | 3.89 |
| Iowa | 5.65 | Taylor | 6.71 |
| Iron | 4.35 | Trempealeau | 5.60 |
| Jackson | 5.08 | Vernon | 3.54 |
| Jefferson | 3.26 | Vilas | 1.62 |
| Juneau | 5.43 | Walworth | 2.57 |
| Kenosha | 3.44 | Washburn | 2.87 |
| Kewaunee | 5.05 | Washington | 1.67 |
| La Crosse | 2.70 | Waukesha | 1.44 |
| Lafayette | 6.17 | Waupaca | 5.01 |
| Langlade | 4.94 | Waushara | 5.73 |
| Lincoln | 4.44 | Winnebago | 3.84 |
| Manitowoc | 4.00 | Wood | 4.69 |

Statewide Measures

| | | | |
|---------|--------|--------|--------|
| Average | \$3.13 | Median | \$3.89 |
|---------|--------|--------|--------|

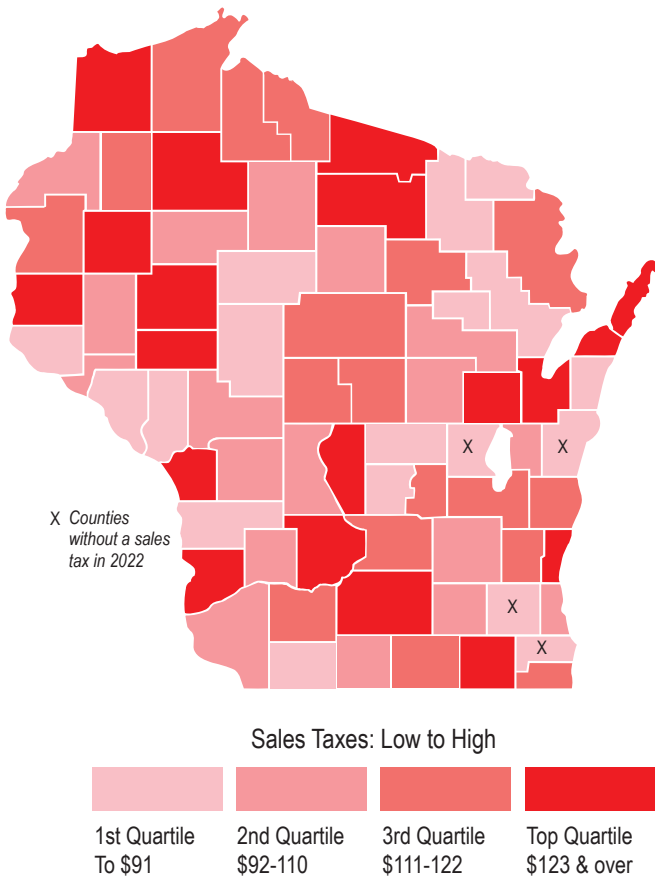
County Sales Taxes

The state allows counties to impose a half-cent sales tax. In 2023, 68 of 72 counties imposed the tax. Counties without the tax are Manitowoc, Racine, Waukesha, and Winnebago.

Counties that have regional retail centers collect more sales taxes per capita than others. County collections continued to be strong, rising more than 8% in each of the past two years.

Among counties with the tax, revenues averaged \$121 per capita. Half of the counties collected at least \$110 per resident.

County Sales Tax Revenue Per Capita, 2023
Counties by Quartile, Low to High Amount



Source: Wisconsin Department of Revenue

County Sales Tax Revenue Per Capita, 2023

| <u>County</u> | <u>Sales Tax</u> | <u>County</u> | <u>Sales Tax</u> |
|---------------|------------------|---------------|------------------|
| Adams | \$127 | Marathon | 121 |
| Ashland | 121 | Marinette | 119 |
| Barron | 140 | Marquette | 89 |
| Bayfield | 116 | Menominee | 25 |
| Brown | 139 | Milwaukee | 108 |
| Buffalo | 85 | Monroe | 109 |
| Burnett | 107 | Oconto | 76 |
| Calumet | 108 | Oneida | 183 |
| Chippewa | 126 | Outagamie | 133 |
| Clark | 83 | Ozaukee | 125 |
| Columbia | 114 | Pepin | 104 |
| Crawford | 128 | Pierce | 80 |
| Dane | 141 | Polk | 111 |
| Dodge | 100 | Portage | 119 |
| Door | 206 | Price | 98 |
| Douglas | 133 | Racine | 0 |
| Dunn | 101 | Richland | 92 |
| Eau Claire | 128 | Rock | 118 |
| Florence | 86 | Rusk | 94 |
| Fond du Lac | 110 | St. Croix | 127 |
| Forest | 89 | Sauk | 191 |
| Grant | 99 | Sawyer | 164 |
| Green | 104 | Shawano | 96 |
| Green Lake | 113 | Sheboygan | 119 |
| Iowa | 114 | Taylor | 89 |
| Iron | 120 | Trempealeau | 91 |
| Jackson | 96 | Vernon | 85 |
| Jefferson | 102 | Vilas | 175 |
| Juneau | 94 | Walworth | 141 |
| Kenosha | 120 | Washburn | 122 |
| Kewaunee | 85 | Washington | 122 |
| La Crosse | 141 | Waukesha | 0 |
| Lafayette | 83 | Waupaca | 96 |
| Langlade | 121 | Waushara | 91 |
| Lincoln | 105 | Winnebago | 0 |
| Manitowoc | 0 | Wood | 110 |

Statewide Measures

| | | | |
|---------|--------|--------|-------|
| Average | \$103* | Median | \$110 |
|---------|--------|--------|-------|

**When counties without the sales tax are excluded, the average was \$121*

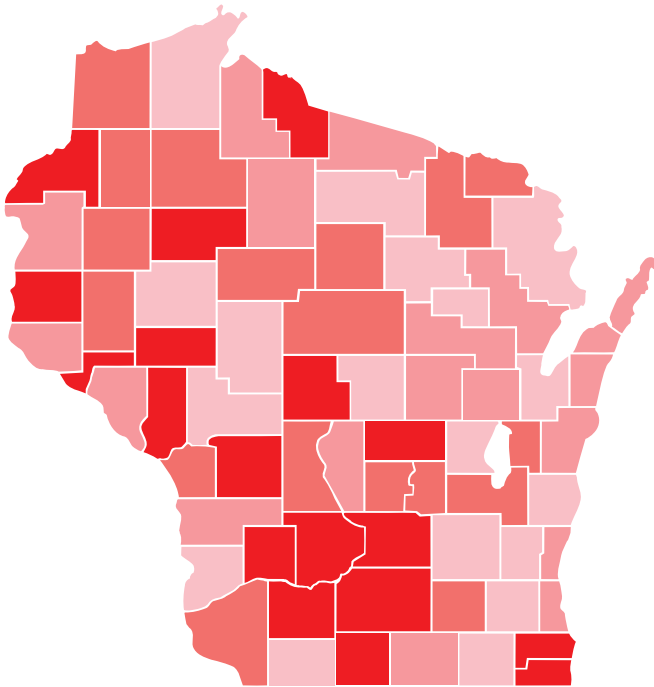
County Debt

Counties typically borrow to pay for long-term capital projects, such as major highway construction, new or expanded jails, or other buildings. Typically, the debt is repaid over 20 years. The primary type of borrowing by counties is general obligation debt that is backed by the credit and taxing authority of the county.

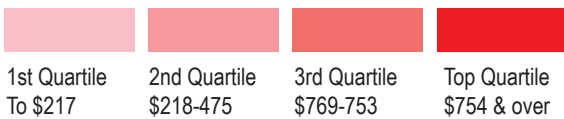
In 2022, counties held \$518 per capita in general obligation debt, up from \$495 in 2021. Walworth and Menominee were the only debt free counties in 2022.

General Obligation (GO) Debt Per Capita, 2022

Counties by Quartile, Low to High Amount



Debt: Low to High



Source: Wisconsin Department of Revenue, CMRE

General Obligation (GO) Debt Per Capita, 2022

| <u>County</u> | <u>GO Debt</u> | <u>County</u> | <u>GO Debt</u> |
|---------------|----------------|---------------|----------------|
| Adams | \$256 | Marathon | 750 |
| Ashland | 240 | Marinette | 212 |
| Barron | 512 | Marquette | 726 |
| Bayfield | 130 | Menominee | 0 |
| Brown | 212 | Milwaukee | 472 |
| Buffalo | 360 | Monroe | 789 |
| Burnett | 1,821 | Oconto | 413 |
| Calumet | 753 | Oneida | 84 |
| Chippewa | 150 | Outagamie | 291 |
| Clark | 153 | Ozaukee | 255 |
| Columbia | 766 | Pepin | 1,579 |
| Crawford | 157 | Pierce | 453 |
| Dane | 878 | Polk | 289 |
| Dodge | 92 | Portage | 94 |
| Door | 299 | Price | 231 |
| Douglas | 626 | Racine | 820 |
| Dunn | 718 | Richland | 1,265 |
| Eau Claire | 898 | Rock | 341 |
| Florence | 565 | Rusk | 808 |
| Fond du Lac | 589 | St. Croix | 1,357 |
| Forest | 478 | Sauk | 753 |
| Grant | 481 | Sawyer | 554 |
| Green | 880 | Shawano | 357 |
| Green Lake | 549 | Sheboygan | 208 |
| Iowa | 1,262 | Taylor | 646 |
| Iron | 1,048 | Trempealeau | 2,413 |
| Jackson | 217 | Vernon | 448 |
| Jefferson | 604 | Vilas | 290 |
| Juneau | 610 | Walworth | 0 |
| Kenosha | 934 | Washburn | 722 |
| Kewaunee | 340 | Washington | 140 |
| La Crosse | 534 | Waukesha | 199 |
| Lafayette | 184 | Waupaca | 430 |
| Langlade | 64 | Waushara | 1,854 |
| Lincoln | 494 | Winnebago | 168 |
| Manitowoc | 280 | Wood | 1,196 |

Statewide Measures

| | | | |
|---------|-------|--------|-------|
| Average | \$518 | Median | \$475 |
|---------|-------|--------|-------|



A county's economic health cannot be measured by one indicator. A holistic view of economic health includes job growth, unemployment, income, poverty, and wealth.

These economic factors are often related. High per capita incomes are correlated with less poverty and joblessness, and often greater wealth. The reverse is also true: Low average incomes are often accompanied by poverty, unemployment, and less property ownership.

The geography of the state reflects these economic factors. Many counties in the southwest, the rural center, and the north experience modest incomes, above average poverty, and shrinking labor forces.

One way for a county to move from a position of relative disadvantage to one of prosperity is through economic expansion. Employment growth is one indicator. New construction is another measure of economic activity. This is especially important for local governments because new construction determines allowable increases in the property tax levy.

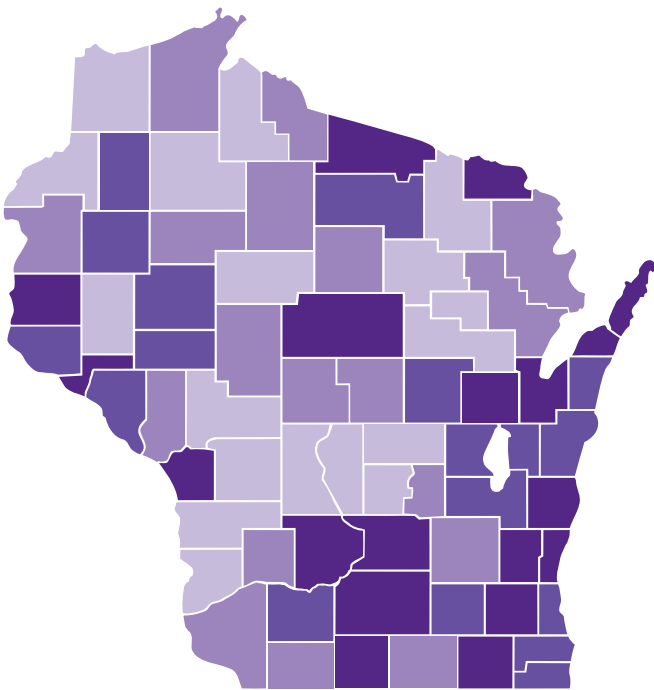
Median home prices based on annual sales highlight the variation in the cost of single family homes throughout the state. The home affordability index measures the ratio of home prices to average wage in the county.

Personal Income





Personal income is a broad economic measure that includes total wages, dividends and interest, rental income, and government payments, among others. To compare large and small counties, we report this measure on a per capita basis.

In 2022, Wisconsin's per capita personal income (PCPI) was \$61,475, an increase of 3.1% from 2021. The relatively small gain follows a 6.6% jump in 2021 which was driven largely by federal pandemic aid.

Per Capita Personal Income, 2022
Counties by Quartile, Low to High Amount



PCPI: Low to High

| | | | |
|---|---|---|---|
|  |  |  |  |
| 1st Quartile To \$50,990 | 2nd Quartile \$50,991- 54,425 | 3rd Quartile \$54,426- 58,999 | Top Quartile \$59,000 & over |

Source: U.S. Bureau of Economic Analysis

Per Capita Personal Income, 2022

| <u>County</u> | <u>PCPI</u> | <u>County</u> | <u>PCPI</u> |
|---------------|-------------|---------------|-------------|
| Adams | \$44,696 | Marathon | 59,949 |
| Ashland | 46,014 | Marinette | 52,260 |
| Barron | 58,029 | Marquette | 49,041 |
| Bayfield | 52,963 | Menominee | 41,435 |
| Brown | 62,519 | Milwaukee | 56,188 |
| Buffalo | 55,319 | Monroe | 50,008 |
| Burnett | 48,081 | Oconto | 53,823 |
| Calumet | 58,999 | Oneida | 56,013 |
| Chippewa | 54,474 | Outagamie | 60,352 |
| Clark | 51,365 | Ozaukee | 99,817 |
| Columbia | 61,542 | Pepin | 60,146 |
| Crawford | 50,741 | Pierce | 58,338 |
| Dane | 73,726 | Polk | 54,302 |
| Dodge | 52,398 | Portage | 54,375 |
| Door | 71,130 | Price | 51,846 |
| Douglas | 49,469 | Racine | 57,574 |
| Dunn | 49,324 | Richland | 51,382 |
| Eau Claire | 57,320 | Rock | 52,517 |
| Florence | 62,285 | Rusk | 52,712 |
| Fond du Lac | 58,204 | St. Croix | 67,477 |
| Forest | 45,248 | Sauk | 62,052 |
| Grant | 52,264 | Sawyer | 50,990 |
| Green | 61,416 | Shawano | 50,444 |
| Green Lake | 51,819 | Sheboygan | 60,359 |
| Iowa | 58,797 | Taylor | 50,045 |
| Iron | 53,626 | Trempealeau | 51,281 |
| Jackson | 50,097 | Vernon | 50,622 |
| Jefferson | 55,023 | Vilas | 59,807 |
| Juneau | 46,696 | Walworth | 62,828 |
| Kenosha | 58,255 | Washburn | 55,362 |
| Kewaunee | 57,770 | Washington | 68,705 |
| La Crosse | 60,463 | Waukesha | 87,582 |
| Lafayette | 52,048 | Waupaca | 54,632 |
| Langlade | 50,852 | Waushara | 46,697 |
| Lincoln | 53,038 | Winnebago | 56,878 |
| Manitowoc | 54,592 | Wood | 53,162 |

Statewide Measures

| | | | |
|---------|----------|--------|----------|
| Average | \$61,475 | Median | \$54,425 |
|---------|----------|--------|----------|

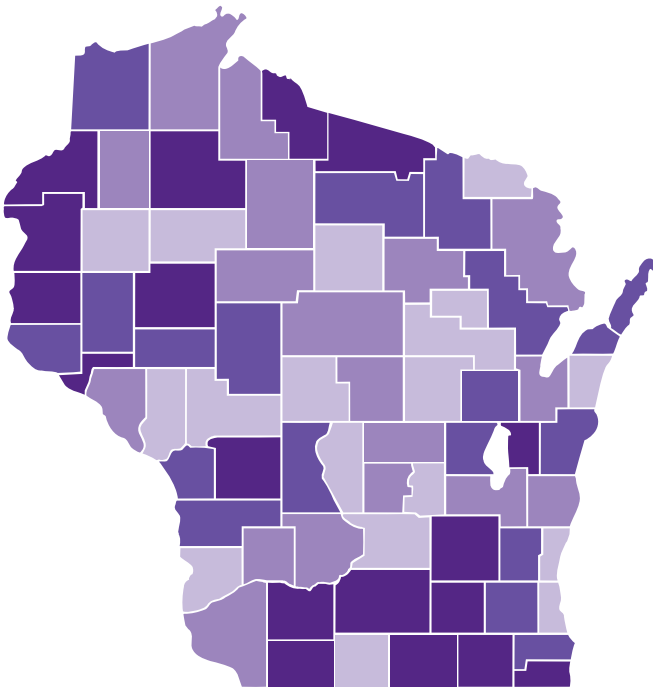
Employment Growth

Job growth is important for the economic health of counties. Monthly and annual changes can sometimes be an aberration due to unusual activity. Thus, five-year changes are presented here to smooth those anomalies.

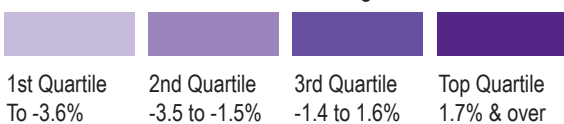
During 2018-2023, Wisconsin experience job growth of 1.6% despite losses due to the pandemic in 2020. However, 43 of the state's 72 counties have yet to recover all of the lost jobs.

There was no clear pattern of job gains and losses. The strongest job growth was in Calumet, Lafayette, Kenosha, Chippewa and Pepin counties. Double-digit losses occurred in Jackson, Trempealeau, and Crawford counties.

Five-Year Job Growth, 2018-23
Counties by Quartile, Low to High Percent



Growth: Low to High



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW)

Five-Year Job Growth (%), 2018-2023

| <u>County</u> | <u>Job Growth</u> | <u>County</u> | <u>Job Growth</u> |
|---------------|-------------------|---------------|-------------------|
| Adams | -4.1 | Marathon | -1.9 |
| Ashland | -3.3 | Marinette | -3.2 |
| Barron | -4.4 | Marquette | -1.5 |
| Bayfield | -3.3 | Menominee | -5.2 |
| Brown | -1.8 | Milwaukee | -4.5 |
| Buffalo | -3.1 | Monroe | 1.7 |
| Burnett | 2.7 | Oconto | 0.8 |
| Calumet | 18.5 | Oneida | -0.6 |
| Chippewa | 8.0 | Outagamie | -0.5 |
| Clark | 0.4 | Ozaukee | -4.8 |
| Columbia | -3.6 | Pepin | 6.7 |
| Crawford | -11.2 | Pierce | 1.2 |
| Dane | 4.9 | Polk | 3.3 |
| Dodge | 1.9 | Portage | -2.5 |
| Door | 1.2 | Price | -2.4 |
| Douglas | 1.3 | Racine | -0.2 |
| Dunn | 1.1 | Richland | -3.2 |
| Eau Claire | -0.9 | Rock | 2.5 |
| Florence | -7.2 | Rusk | -8.3 |
| Fond du Lac | -3.4 | St. Croix | 5.8 |
| Forest | 0.1 | Sauk | -2.4 |
| Grant | -3.1 | Sawyer | 2.1 |
| Green | -4.2 | Shawano | -4.9 |
| Green Lake | -5.5 | Sheboygan | -1.8 |
| Iowa | 5.3 | Taylor | -3.0 |
| Iron | 4.3 | Trempealeau | -11.4 |
| Jackson | -12.9 | Vernon | 0.3 |
| Jefferson | 1.8 | Vilas | 2.6 |
| Juneau | 0.8 | Walworth | 3.1 |
| Kenosha | 9.4 | Washburn | -3.6 |
| Kewaunee | -4.5 | Washington | 1.2 |
| La Crosse | -1.4 | Waukesha | 1.6 |
| Lafayette | 16.3 | Waupaca | -5.5 |
| Langlade | -1.9 | Waushara | -2.8 |
| Lincoln | -7.7 | Winnebago | -1.3 |
| Manitowoc | -0.9 | Wood | -5.2 |

Statewide Measures

| | | | |
|---------|------|--------|-------|
| Average | 1.6% | Median | -1.5% |
|---------|------|--------|-------|

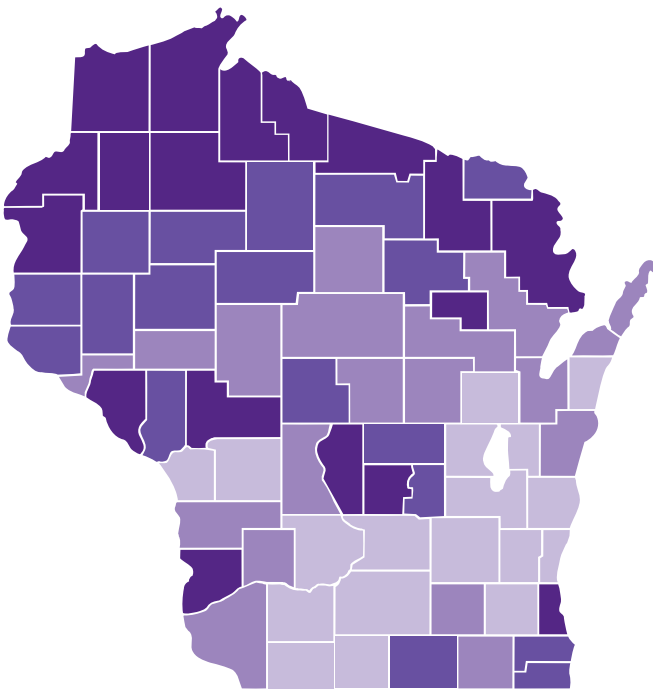
Unemployment

The unemployment rate is another measure of economic health. The rate is calculated as the number of county residents 16 or older who are unemployed and looking for work as a percentage of the total workforce in the county.





The rate spiked from 3.3% in 2019 to 6.3% in 2020 due to the pandemic. It fell in both 2021 and 2022, reaching 2.9%, the lowest rate on record. In 2023 it ticked up to 3.0%.

By county, unemployment rates ranged from 2.3% in Dane and Lafayette counties to 6.1% in Menominee County.

Unemployment Rate, 2023
Counties by Quartile, Low to High Rate



Unemployment Rate: Low to High

| | | | |
|---|---|---|---|
|  |  |  |  |
| 1st Quartile To 2.7% | 2nd Quartile 2.8-3.3% | 3rd Quartile 3.4-3.7% | Top Quartile 3.8% & over |

Source: U.S. Bureau of Labor Statistics

Unemployment Rate (%), 2023

| <u>County</u> | <u>Rate</u> | <u>County</u> | <u>Rate</u> |
|---------------|-------------|---------------|-------------|
| Adams | 5.1 | Marathon | 2.7 |
| Ashland | 3.7 | Marinette | 4.0 |
| Barron | 3.6 | Marquette | 3.7 |
| Bayfield | 4.5 | Menominee | 6.1 |
| Brown | 2.7 | Milwaukee | 3.8 |
| Buffalo | 4.4 | Monroe | 2.7 |
| Burnett | 4.6 | Oconto | 3.3 |
| Calumet | 2.4 | Oneida | 3.4 |
| Chippewa | 3.5 | Outagamie | 2.6 |
| Clark | 2.8 | Ozaukee | 2.6 |
| Columbia | 2.6 | Pepin | 3.1 |
| Crawford | 3.9 | Pierce | 3.5 |
| Dane | 2.3 | Polk | 4.1 |
| Dodge | 2.6 | Portage | 3.0 |
| Door | 3.0 | Price | 3.4 |
| Douglas | 4.3 | Racine | 3.6 |
| Dunn | 3.4 | Richland | 3.0 |
| Eau Claire | 2.7 | Rock | 3.4 |
| Florence | 3.4 | Rusk | 3.7 |
| Fond du Lac | 2.7 | St. Croix | 3.5 |
| Forest | 4.8 | Sauk | 2.6 |
| Grant | 2.9 | Sawyer | 4.2 |
| Green | 2.4 | Shawano | 3.0 |
| Green Lake | 3.4 | Sheboygan | 2.5 |
| Iowa | 2.6 | Taylor | 3.7 |
| Iron | 5.5 | Trempealeau | 3.5 |
| Jackson | 3.9 | Vernon | 2.8 |
| Jefferson | 2.8 | Vilas | 3.9 |
| Juneau | 3.2 | Walworth | 2.9 |
| Kenosha | 3.4 | Washburn | 3.7 |
| Kewaunee | 2.5 | Washington | 2.6 |
| La Crosse | 2.6 | Waukesha | 2.6 |
| Lafayette | 2.3 | Waupaca | 3.0 |
| Langlade | 3.6 | Waushara | 3.5 |
| Lincoln | 3.2 | Winnebago | 2.7 |
| Manitowoc | 3.0 | Wood | 3.5 |

Statewide Measures

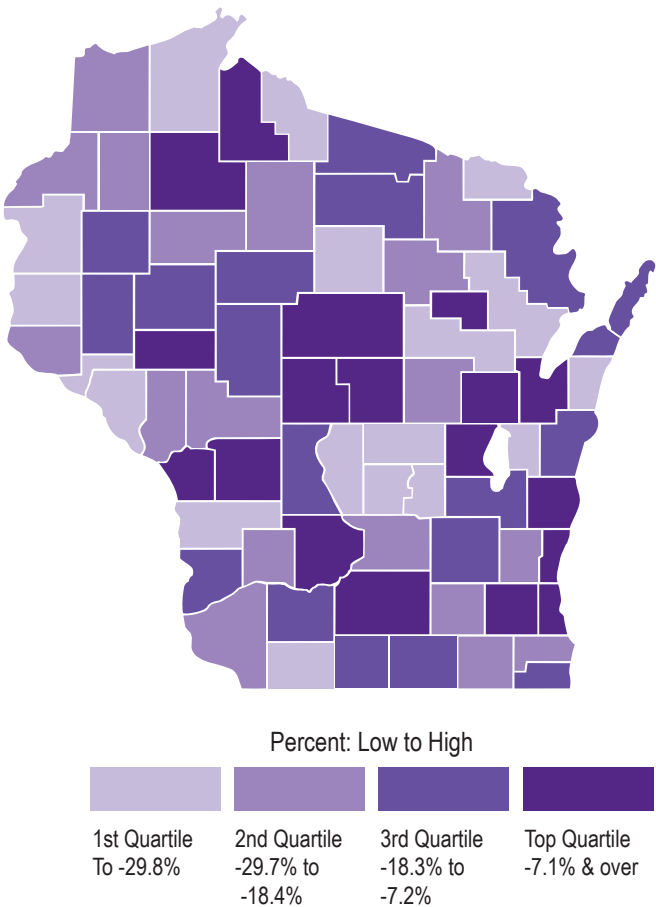
| | | | |
|---------|------|--------|------|
| Average | 3.0% | Median | 3.3% |
|---------|------|--------|------|

Commuting

Commuting in or out of a county can be the result of many factors. Workers typically seek high-paying jobs. Many also choose to live in locations with particular amenities, e.g., good schools, affordable housing, and parks and recreation. The place with good jobs may be in a different county than the one with amenities, which results in commuting.

Here, net commuting is measured as the number of commuters into a county minus the number commuting out as a percentage of the total county workforce. A positive figure indicates the county attracts more workers than the number leaving, a negative number indicates the converse.

Net In-Commuting, Percentage of Labor Force, 2021
Counties by Quartile, Low to High Percent



Source: U.S. Census Bureau

Poverty

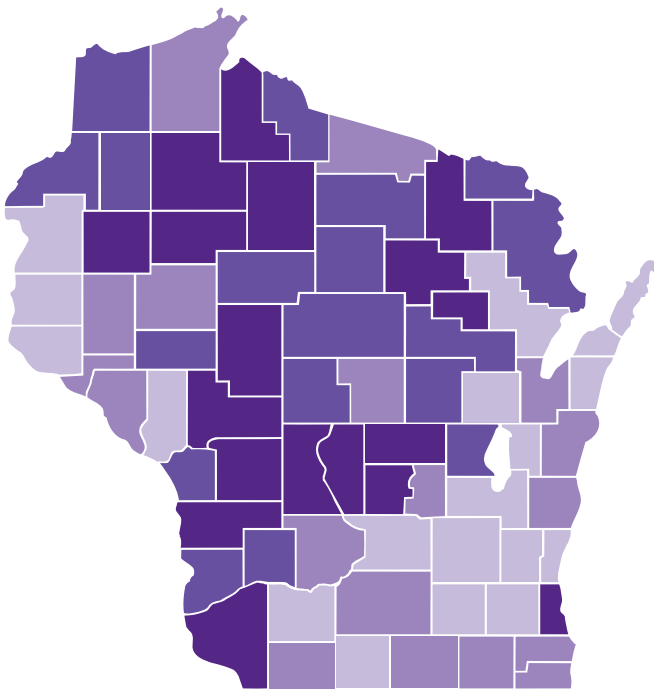
Reducing poverty can help limit demand for tax-funded public services. The federal government set the 2022 poverty level for a family of four at \$27,750. Families with incomes at or below that level are considered in poverty.

The statewide poverty rate averaged 10.8% in 2022, unchanged from 2021. Generally, poverty was lowest in southeast Wisconsin and highest in the north and southwest.

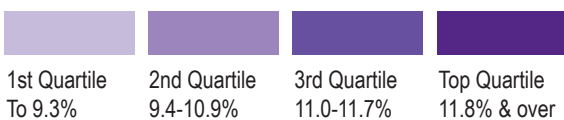
Note: For 2024, the income cutoff for a family of four is \$31,200.

Poverty Rate, 2022

Counties by Quartile, Low to High Rate



Rate: Low to High



Source: U.S. Census Bureau

Poverty Rate (%), 2022

| <u>County</u> | <u>Poverty Rate</u> | <u>County</u> | <u>Poverty Rate</u> |
|---------------|---------------------|---------------|---------------------|
| Adams | 15.8 | Marathon | 11.0 |
| Ashland | 14.1 | Marinette | 11.7 |
| Barron | 12.6 | Marquette | 11.8 |
| Bayfield | 10.5 | Menominee | 24.2 |
| Brown | 9.8 | Milwaukee | 17.4 |
| Buffalo | 9.6 | Monroe | 13.6 |
| Burnett | 11.7 | Oconto | 9.1 |
| Calumet | 5.5 | Oneida | 11.7 |
| Chippewa | 10.1 | Outagamie | 7.3 |
| Clark | 12.7 | Ozaukee | 5.8 |
| Columbia | 7.6 | Pepin | 9.3 |
| Crawford | 11.4 | Pierce | 8.5 |
| Dane | 10.3 | Polk | 8.6 |
| Dodge | 8.9 | Portage | 9.9 |
| Door | 7.8 | Price | 12.2 |
| Douglas | 11.0 | Racine | 9.6 |
| Dunn | 10.8 | Richland | 11.6 |
| Eau Claire | 11.5 | Rock | 10.3 |
| Florence | 11.1 | Rusk | 13.2 |
| Fond du Lac | 9.3 | St. Croix | 5.4 |
| Forest | 13.9 | Sauk | 9.4 |
| Grant | 12.8 | Sawyer | 15.1 |
| Green | 7.1 | Shawano | 11.4 |
| Green Lake | 10.5 | Sheboygan | 9.4 |
| Iowa | 8.7 | Taylor | 11.4 |
| Iron | 11.2 | Trempealeau | 9.2 |
| Jackson | 12.7 | Vernon | 14.8 |
| Jefferson | 8.3 | Vilas | 10.4 |
| Juneau | 14.1 | Walworth | 10.0 |
| Kenosha | 9.8 | Washburn | 11.7 |
| Kewaunee | 7.5 | Washington | 6.1 |
| La Crosse | 11.5 | Waukesha | 5.2 |
| Lafayette | 10.5 | Waupaca | 11.0 |
| Langlade | 12.0 | Waushara | 15.0 |
| Lincoln | 11.2 | Winnebago | 11.4 |
| Manitowoc | 10.6 | Wood | 11.0 |

Statewide Measures

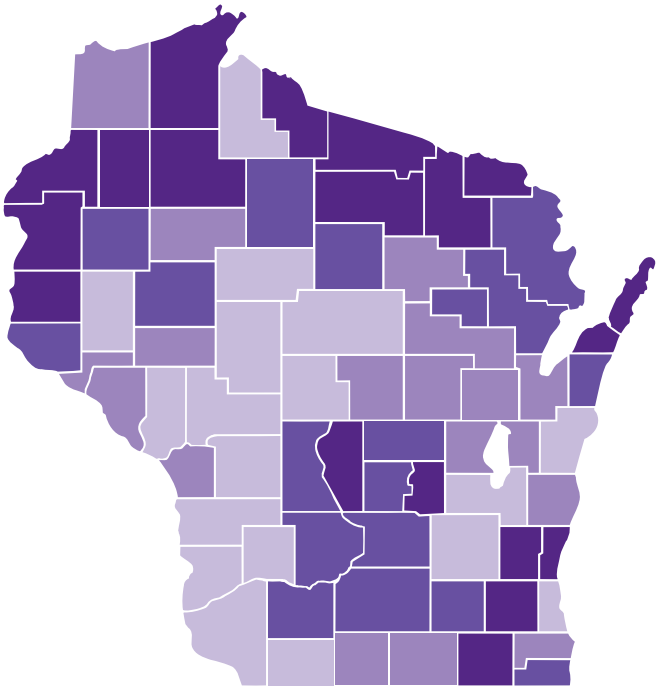
| | | | |
|---------|-------|--------|-------|
| Average | 10.8% | Median | 10.9% |
|---------|-------|--------|-------|

Property Values

Equalized values are state estimates of the current market value of all taxable property in an area, in this case a county. Per capita values tend to be higher in counties with more businesses and in those with more vacation property owned by nonresidents. Statewide, values averaged \$141,589 per capita in 2023, a 13.0% increase from 2022.

Of the 18 counties with the highest equalized value per capita (dark purple on the map), 10 are in the rural north. These are generally sparsely-populated counties with large numbers of vacation homes owned by nonresidents. Also in this group is Door County which is also rural with a large number of vacation properties.

Equalized Values Per Capita, 2023
Counties by Quartile, Low to High Values



Per Capita Value (\$ Thousands): Low to High

| | | | |
|------------------------------|---------------------------------------|---------------------------------------|-------------------------------------|
| | | | |
| 1st Quartile To \$114,308 | 2nd Quartile \$114,309- 128,941 | 3rd Quartile \$128,942- 168,019 | Top Quartile \$168,020 & over |

Source: Wisconsin Department of Revenue

Equalized Values Per Capita, 2023

| <u>County</u> | <u>Eq. Value</u> | <u>County</u> | <u>Eq. Value</u> |
|---------------|------------------|---------------|------------------|
| Adams | \$212,469 | Marathon | 114,308 |
| Ashland | 110,345 | Marinette | 139,925 |
| Barron | 141,506 | Marquette | 163,350 |
| Bayfield | 233,021 | Menominee | 151,548 |
| Brown | 124,338 | Milwaukee | 102,466 |
| Buffalo | 121,005 | Monroe | 106,259 |
| Burnett | 265,995 | Oconto | 158,061 |
| Calumet | 121,463 | Oneida | 292,213 |
| Chippewa | 138,573 | Outagamie | 127,266 |
| Clark | 91,351 | Ozaukee | 191,111 |
| Columbia | 146,719 | Pepin | 127,524 |
| Crawford | 111,592 | Pierce | 132,122 |
| Dane | 168,019 | Polk | 175,319 |
| Dodge | 112,480 | Portage | 121,697 |
| Door | 403,482 | Price | 152,662 |
| Douglas | 125,274 | Racine | 123,001 |
| Dunn | 112,288 | Richland | 105,509 |
| Eau Claire | 123,483 | Rock | 116,685 |
| Florence | 209,983 | Rusk | 123,845 |
| Fond du Lac | 107,086 | St. Croix | 168,311 |
| Forest | 187,435 | Sauk | 167,789 |
| Grant | 93,729 | Sawyer | 297,414 |
| Green | 128,770 | Shawano | 116,022 |
| Green Lake | 186,615 | Sheboygan | 121,772 |
| Iowa | 134,850 | Taylor | 107,408 |
| Iron | 214,474 | Trempealeau | 106,431 |
| Jackson | 108,452 | Vernon | 102,057 |
| Jefferson | 129,433 | Vilas | 470,266 |
| Juneau | 132,319 | Walworth | 232,785 |
| Kenosha | 145,800 | Washburn | 244,290 |
| Kewaunee | 129,112 | Washington | 169,511 |
| La Crosse | 123,479 | Waukesha | 206,436 |
| Lafayette | 102,673 | Waupaca | 117,273 |
| Langlade | 126,354 | Waushara | 161,478 |
| Lincoln | 129,539 | Winnebago | 114,727 |
| Manitowoc | 104,583 | Wood | 102,096 |

Statewide Measures

| | | | |
|---------|-----------|--------|-----------|
| Average | \$141,589 | Median | \$128,941 |
|---------|-----------|--------|-----------|

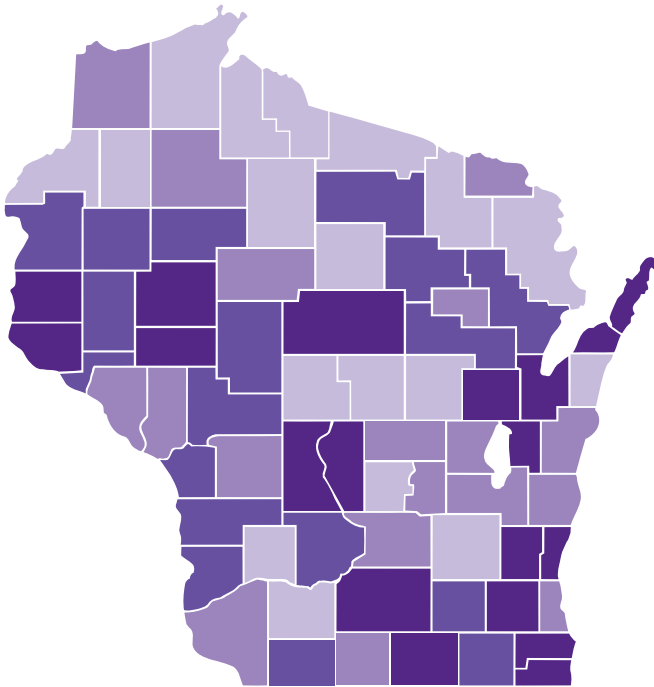
New Construction

Net new construction measures the value of new taxable buildings in an area. This measure serves a dual purpose. First, it provides a measure of economic activity in a county. Second, the percentages are used in the state levy limit formula to determine the amount by which counties can increase their property tax levies. Net new construction for 2023 (activity during 2022) averaged 1.7% statewide, the same as in 2022.

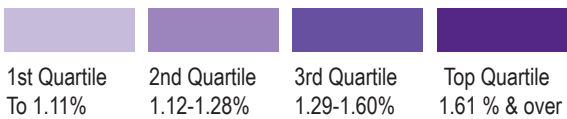
There was a wide divergence in this measure. In nine counties, net new construction was less than 1%; in 13 others it was above 2%.

Net New Construction, 2023

Counties by Quartile, Low to High Percent Change



Percent: Low to High



Source: Wisconsin Department of Revenue

Net New Construction (%), 2023

| County | % NNC | County | % NNC |
|-------------|-------|-------------|-------|
| Adams | 2.42 | Marathon | 2.32 |
| Ashland | 0.58 | Marinette | 1.10 |
| Barron | 1.31 | Marquette | 0.89 |
| Bayfield | 0.73 | Menominee | 1.12 |
| Brown | 2.28 | Milwaukee | 1.23 |
| Buffalo | 1.19 | Monroe | 1.19 |
| Burnett | 1.02 | Oconto | 1.56 |
| Calumet | 2.96 | Oneida | 1.29 |
| Chippewa | 2.47 | Outagamie | 2.26 |
| Clark | 1.45 | Ozaukee | 1.63 |
| Columbia | 1.26 | Pepin | 1.49 |
| Crawford | 1.45 | Pierce | 2.13 |
| Dane | 2.44 | Polk | 1.30 |
| Dodge | 1.08 | Portage | 1.11 |
| Door | 1.65 | Price | 0.93 |
| Douglas | 1.15 | Racine | 1.60 |
| Dunn | 1.49 | Richland | 0.92 |
| Eau Claire | 3.16 | Rock | 2.14 |
| Florence | 1.18 | Rusk | 1.37 |
| Fond du Lac | 1.28 | St. Croix | 2.73 |
| Forest | 0.87 | Sauk | 1.60 |
| Grant | 1.14 | Sawyer | 1.19 |
| Green | 1.13 | Shawano | 1.35 |
| Green Lake | 1.24 | Sheboygan | 1.16 |
| Iowa | 1.11 | Taylor | 1.21 |
| Iron | 0.98 | Trempealeau | 1.20 |
| Jackson | 1.37 | Vernon | 1.53 |
| Jefferson | 1.32 | Vilas | 1.01 |
| Juneau | 2.73 | Walworth | 1.52 |
| Kenosha | 2.71 | Washburn | 1.07 |
| Kewaunee | 1.11 | Washington | 1.86 |
| La Crosse | 1.37 | Waukesha | 1.79 |
| Lafayette | 1.32 | Waupaca | 1.00 |
| Langlade | 1.29 | Waushara | 1.25 |
| Lincoln | 1.06 | Winnebago | 1.23 |
| Manitowoc | 1.12 | Wood | 0.89 |

Statewide Measures

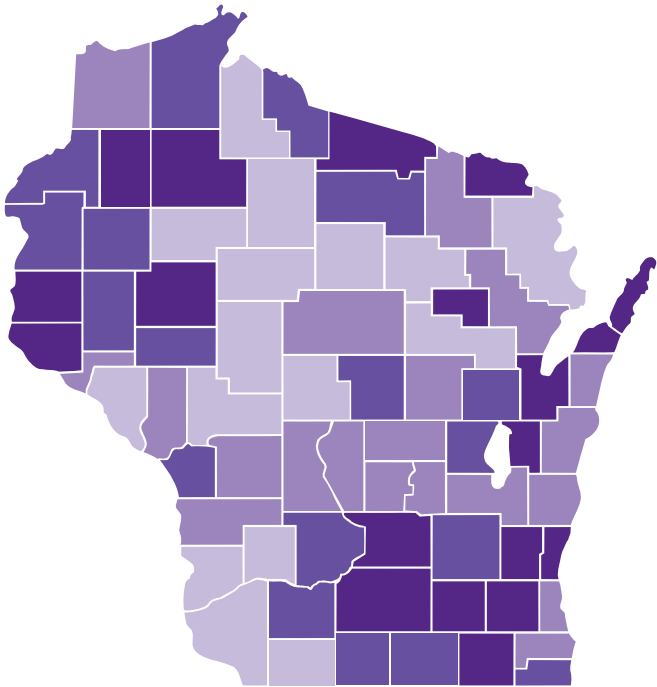
| | | | |
|---------|-------|--------|-------|
| Average | 1.74% | Median | 1.28% |
|---------|-------|--------|-------|

House Prices





The selling price of a single family home is determined by a variety of factors including, among others, the size of the house and its location, the number of potential buyers, and mortgage rates.

In 2023, the median selling price of a home in Wisconsin was \$285,000, which was an 7.6% increase over 2022 and nearly 19% higher than in 2021. Selling prices by county varied widely from \$160,000 to nearly \$500,000.

Median House Price, 2023
Counties by Quartile, Low to High



Percent: Low to High

| | | | |
|---|---|---|---|
|  |  |  |  |
| 1st Quartile To \$219,500 | 2nd Quartile \$219,501- 245,500 | 3rd Quartile \$245,501- 290,000 | Top Quartile \$290,001 & over |

Source: Wisconsin Realtors Association

Median House Price, 2023

| <u>County</u> | <u>Price</u> | <u>County</u> | <u>Price</u> |
|---------------|--------------|---------------|--------------|
| Adams | \$221,000 | Marathon | 235,000 |
| Ashland | 190,000 | Marinette | 165,125 |
| Barron | 250,000 | Marquette | 226,500 |
| Bayfield | 266,000 | Menominee | 495,000 |
| Brown | 305,000 | Milwaukee | 238,000 |
| Buffalo | 210,000 | Monroe | 225,500 |
| Burnett | 290,000 | Oconto | 220,000 |
| Calumet | 325,000 | Oneida | 275,000 |
| Chippewa | 292,000 | Outagamie | 278,000 |
| Clark | 170,000 | Ozaukee | 425,000 |
| Columbia | 298,700 | Pepin | 225,000 |
| Crawford | 189,500 | Pierce | 312,000 |
| Dane | 410,000 | Polk | 281,000 |
| Dodge | 249,900 | Portage | 265,450 |
| Door | 400,250 | Price | 176,250 |
| Douglas | 219,500 | Racine | 240,262 |
| Dunn | 279,900 | Richland | 204,450 |
| Eau Claire | 290,000 | Rock | 247,000 |
| Florence | 312,500 | Rusk | 189,000 |
| Fond du Lac | 235,000 | St. Croix | 367,094 |
| Forest | 231,500 | Sauk | 285,500 |
| Grant | 189,000 | Sawyer | 320,000 |
| Green | 255,000 | Shawano | 198,950 |
| Green Lake | 235,000 | Sheboygan | 244,000 |
| Iowa | 252,000 | Taylor | 196,500 |
| Iron | 251,000 | Trempealeau | 223,000 |
| Jackson | 190,000 | Vernon | 229,000 |
| Jefferson | 324,900 | Vilas | 374,950 |
| Juneau | 220,000 | Walworth | 337,750 |
| Kenosha | 265,000 | Washburn | 300,000 |
| Kewaunee | 235,000 | Washington | 360,000 |
| La Crosse | 280,000 | Waukesha | 431,000 |
| Lafayette | 191,777 | Waupaca | 219,900 |
| Langlade | 160,000 | Waushara | 227,500 |
| Lincoln | 203,000 | Winnebago | 250,000 |
| Manitowoc | 190,500 | Wood | 179,900 |

Statewide Measures

State Median \$285,000

Cty. Median \$245,500

Home Affordability

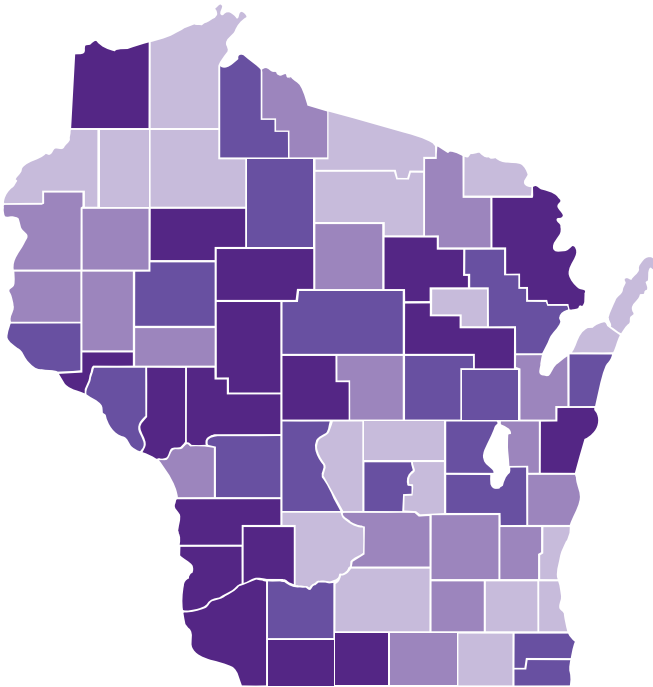
Affordable housing is critical for a growing economy as it can be an effective tool to attract and retain workers.

The affordability index reported measures the cost of a 30-year mortgage on the median home price against median household income. An index above 100 indicates houses are relatively affordable. An index below indicates they are unaffordable.

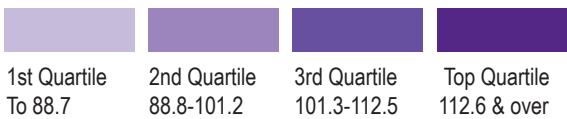
Over the past two years, the statewide index fell from 156 (median household has 56% more income than needed) to 92 (same household has 8% less income than needed). Housing remained “affordable” in about half of the 72 counties.

Home Affordability Index, 2023

Counties by Quartile, Low (least affordable) to High



Percent: Low to High



Source: Forward Analytics calculations based on data from the Wisconsin Realtors Association, Census Bureau, and Federal Housing Finance Agency

Home Affordability Index, 2023

| County | Index | County | Index |
|---------------|--------------|---------------|--------------|
| Adams | 88.3 | Marathon | 101.2 |
| Ashland | 108.5 | Marinette | 127.5 |
| Barron | 90.1 | Marquette | 87.1 |
| Bayfield | 84.4 | Menominee | 43.8 |
| Brown | 89.4 | Milwaukee | 88.7 |
| Buffalo | 111.0 | Monroe | 105.2 |
| Burnett | 69.9 | Oconto | 107.7 |
| Calumet | 100.2 | Oneida | 81.2 |
| Chippewa | 106.5 | Outagamie | 105.7 |
| Clark | 140.6 | Ozaukee | 86.4 |
| Columbia | 97.1 | Pepin | 113.6 |
| Crawford | 131.7 | Pierce | 102.0 |
| Dane | 79.7 | Polk | 99.1 |
| Dodge | 100.3 | Portage | 100.9 |
| Door | 70.5 | Price | 102.4 |
| Douglas | 119.5 | Racine | 110.3 |
| Dunn | 99.5 | Richland | 130.2 |
| Eau Claire | 95.2 | Rock | 97.0 |
| Florence | 74.8 | Rusk | 114.1 |
| Fond du Lac | 108.7 | St. Croix | 95.9 |
| Forest | 91.0 | Sauk | 86.6 |
| Grant | 127.9 | Sawyer | 76.1 |
| Green | 117.6 | Shawano | 124.9 |
| Green Lake | 108.7 | Sheboygan | 94.4 |
| Iowa | 110.5 | Taylor | 136.5 |
| Iron | 101.2 | Trempealeau | 115.3 |
| Jackson | 128.1 | Vernon | 117.0 |
| Jefferson | 96.3 | Vilas | 60.7 |
| Juneau | 106.9 | Walworth | 79.6 |
| Kenosha | 104.7 | Washburn | 71.1 |
| Kewaunee | 112.5 | Washington | 92.9 |
| La Crosse | 98.4 | Waukesha | 85.0 |
| Lafayette | 123.8 | Waupaca | 109.4 |
| Langlade | 127.3 | Waushara | 84.2 |
| Lincoln | 98.7 | Winnebago | 105.7 |
| Manitowoc | 121.5 | Wood | 144.1 |

Statewide Measures

| | | | |
|---------|------|--------|-------|
| Average | 92.2 | Median | 101.2 |
|---------|------|--------|-------|

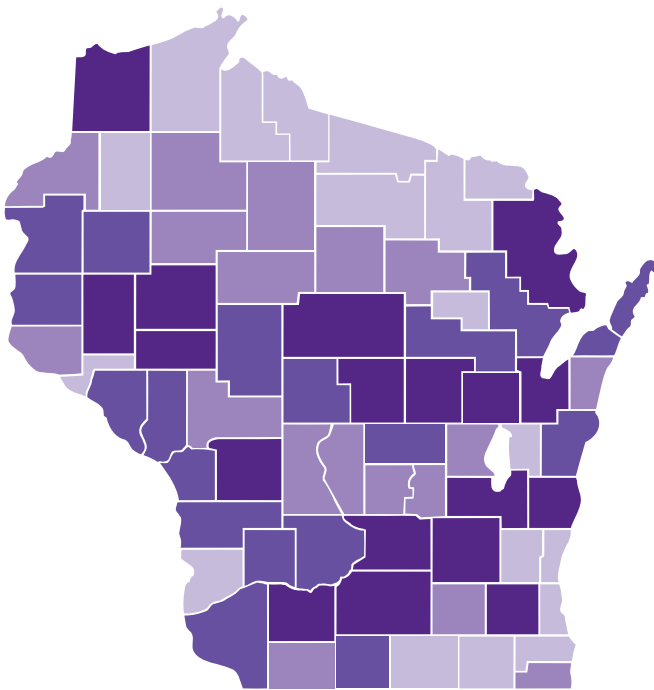
County Highway Miles

Wisconsin has more than 40,000 miles of county highways that county governments must maintain. By comparison, total state and interstate highway miles total less than 12,000.

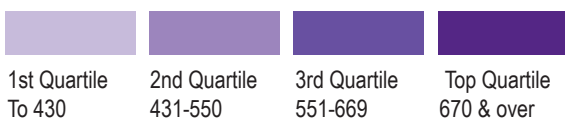
Among many factors accounting for the number of highway miles, geography is among the most important – large counties generally have more county highway miles than small ones.

Caution: Since county highway spending includes expenditures for maintenance of state and interstate highways within the county, it should not be combined with the figures here to calculate spending per mile.

County Highway Miles, 2021
Counties by Quartile, Low to High Miles



Road Miles: Low to High



Source: Wisconsin Department of Transportation

County Highway Miles, 2021

| <u>County</u> | <u>Miles</u> | <u>County</u> | <u>Miles</u> |
|---------------|--------------|---------------|--------------|
| Adams | 453.1 | Marathon | 1,235.1 |
| Ashland | 182.5 | Marinette | 669.8 |
| Barron | 592.6 | Marquette | 474.4 |
| Bayfield | 345.5 | Menominee | 73.0 |
| Brown | 798.2 | Milwaukee | 409.8 |
| Buffalo | 635.7 | Monroe | 688.0 |
| Burnett | 440.1 | Oconto | 637.2 |
| Calumet | 272.2 | Oneida | 342.5 |
| Chippewa | 981.9 | Outagamie | 743.6 |
| Clark | 602.0 | Ozaukee | 322.1 |
| Columbia | 714.4 | Pepin | 309.4 |
| Crawford | 265.0 | Pierce | 497.4 |
| Dane | 1,088.8 | Polk | 662.7 |
| Dodge | 1,077.7 | Portage | 888.9 |
| Door | 590.9 | Price | 440.1 |
| Douglas | 673.7 | Racine | 338.0 |
| Dunn | 851.7 | Richland | 593.0 |
| Eau Claire | 844.4 | Rock | 429.8 |
| Florence | 98.2 | Rusk | 510.1 |
| Fond du Lac | 778.9 | St. Croix | 668.8 |
| Forest | 218.1 | Sauk | 618.7 |
| Grant | 620.7 | Sawyer | 459.6 |
| Green | 555.7 | Shawano | 588.7 |
| Green Lake | 456.5 | Sheboygan | 910.0 |
| Iowa | 734.0 | Taylor | 496.8 |
| Iron | 134.5 | Trempealeau | 583.2 |
| Jackson | 462.2 | Vernon | 570.4 |
| Jefferson | 512.6 | Vilas | 408.5 |
| Juneau | 468.5 | Walworth | 389.1 |
| Kenosha | 501.6 | Washburn | 397.8 |
| Kewaunee | 437.1 | Washington | 363.9 |
| La Crosse | 556.4 | Waukesha | 885.7 |
| Lafayette | 544.5 | Waupaca | 673.7 |
| Langlade | 542.1 | Waushara | 666.8 |
| Lincoln | 542.5 | Winnebago | 454.4 |
| Manitowoc | 571.6 | Wood | 650.1 |

Statewide Measures

| | | | |
|---------|-------|--------|-------|
| Average | 558.3 | Median | 550.1 |
|---------|-------|--------|-------|

POPULATION APPENDIX



To provide comparative figures for the state's diverse 72 counties, much of the data contained in this report is presented on a per capita basis. However, there are times when users may prefer totals rather than per capita figures. To facilitate that, the appendix that follows provides two years of population figures: 2022 and 2023.

Population Appendix

Population, 2022

| <u>County</u> | <u>Population</u> | <u>County</u> | <u>Population</u> |
|---------------|-------------------|---------------|-------------------|
| Adams | 20,836 | Marathon | 139,205 |
| Ashland | 15,937 | Marinette | 41,912 |
| Barron | 46,919 | Marquette | 15,633 |
| Bayfield | 16,194 | Menominee | 4,266 |
| Brown | 273,160 | Milwaukee | 939,487 |
| Buffalo | 13,301 | Monroe | 46,697 |
| Burnett | 16,585 | Oconto | 39,307 |
| Calumet | 54,997 | Oneida | 37,935 |
| Chippewa | 67,082 | Outagamie | 192,938 |
| Clark | 34,801 | Ozaukee | 92,623 |
| Columbia | 58,627 | Pepin | 7,356 |
| Crawford | 16,129 | Pierce | 42,408 |
| Dane | 582,165 | Polk | 45,348 |
| Dodge | 88,822 | Portage | 71,158 |
| Door | 30,328 | Price | 14,026 |
| Douglas | 44,547 | Racine | 198,138 |
| Dunn | 45,454 | Richland | 17,282 |
| Eau Claire | 108,019 | Rock | 164,959 |
| Florence | 4,575 | Rusk | 14,223 |
| Fond du Lac | 104,162 | St. Croix | 96,269 |
| Forest | 9,190 | Sauk | 66,497 |
| Grant | 51,171 | Sawyer | 18,093 |
| Green | 37,445 | Shawano | 41,190 |
| Green Lake | 19,091 | Sheboygan | 118,776 |
| Iowa | 23,936 | Taylor | 19,976 |
| Iron | 6,125 | Trempealeau | 30,884 |
| Jackson | 21,118 | Vernon | 30,965 |
| Jefferson | 86,576 | Vilas | 23,140 |
| Juneau | 26,848 | Walworth | 106,129 |
| Kenosha | 170,272 | Washburn | 16,655 |
| Kewaunee | 20,621 | Washington | 138,229 |
| La Crosse | 122,126 | Waukesha | 410,769 |
| Lafayette | 16,650 | Waupaca | 52,309 |
| Langlade | 19,457 | Waushara | 24,492 |
| Lincoln | 28,431 | Winnebago | 172,542 |
| Manitowoc | 81,442 | Wood | 74,200 |

Statewide Measures

| | | | |
|-------|-----------|--------|--------|
| Total | 5,949,155 | Median | 41,551 |
|-------|-----------|--------|--------|

Source: Wisconsin Department of Administration, January 1 Estimates

Population, 2023

| <u>County</u> | <u>Population</u> | <u>County</u> | <u>Population</u> |
|---------------|-------------------|---------------|-------------------|
| Adams | 20,899 | Marathon | 139,197 |
| Ashland | 15,827 | Marinette | 41,640 |
| Barron | 46,676 | Marquette | 15,548 |
| Bayfield | 16,108 | Menominee | 4,251 |
| Brown | 273,233 | Milwaukee | 937,259 |
| Buffalo | 13,202 | Monroe | 46,399 |
| Burnett | 16,482 | Oconto | 39,131 |
| Calumet | 55,720 | Oneida | 37,670 |
| Chippewa | 67,104 | Outagamie | 193,663 |
| Clark | 34,740 | Ozaukee | 92,699 |
| Columbia | 57,979 | Pepin | 7,339 |
| Crawford | 16,151 | Pierce | 42,342 |
| Dane | 590,056 | Polk | 45,233 |
| Dodge | 88,477 | Portage | 71,590 |
| Door | 30,530 | Price | 13,920 |
| Douglas | 44,392 | Racine | 197,422 |
| Dunn | 45,317 | Richland | 17,144 |
| Eau Claire | 108,807 | Rock | 164,726 |
| Florence | 4,559 | Rusk | 14,122 |
| Fond du Lac | 103,498 | St. Croix | 97,347 |
| Forest | 9,147 | Sauk | 66,495 |
| Grant | 51,236 | Sawyer | 18,079 |
| Green | 37,291 | Shawano | 41,090 |
| Green Lake | 18,990 | Sheboygan | 118,204 |
| Iowa | 23,892 | Taylor | 19,968 |
| Iron | 6,108 | Trempealeau | 30,819 |
| Jackson | 21,222 | Vernon | 30,914 |
| Jefferson | 86,598 | Vilas | 23,064 |
| Juneau | 26,814 | Walworth | 105,926 |
| Kenosha | 170,243 | Washburn | 16,580 |
| Kewaunee | 20,546 | Washington | 138,339 |
| La Crosse | 122,365 | Waukesha | 411,538 |
| Lafayette | 16,598 | Waupaca | 51,839 |
| Langlade | 19,311 | Waushara | 24,445 |
| Lincoln | 28,353 | Winnebago | 172,369 |
| Manitowoc | 80,912 | Wood | 73,706 |

Statewide Measures

| | | | |
|-------|-----------|--------|--------|
| Total | 5,951,400 | Median | 41,365 |
|-------|-----------|--------|--------|

Source: Wisconsin Department of Administration, January 1 Estimates



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