

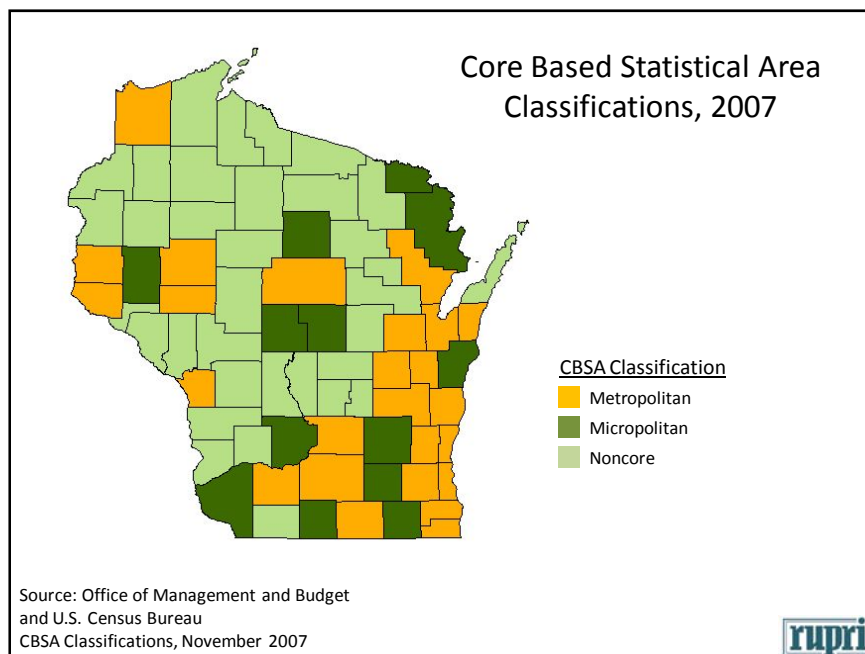
Wisconsin

Introduction

This profile report provides updated statistics and trends for Wisconsin. The most recent classifications of core based statistical areas, November 2007, are utilized throughout the report in comparisons of metropolitan and nonmetropolitan areas. This report includes updated data on population trends and racial and ethnic composition of the population (2007), updated estimates of county poverty rates (2005), county unemployment rates (2007), and per capita income data (2006). The report also includes some new indicators of entrepreneurship, classifications of health professional shortage areas, and infant mortality rates.

Metro and Nonmetro Counties

Based on county Core Based Statistical Area classifications, there are 25 metropolitan counties in Wisconsin, 13 micropolitan counties, and 34 noncore counties. Based on population estimates for 2007, 72.8 percent of Wisconsin residents live in metropolitan areas, 13.5 percent live in micropolitan areas, and 13.8 percent live in noncore areas.



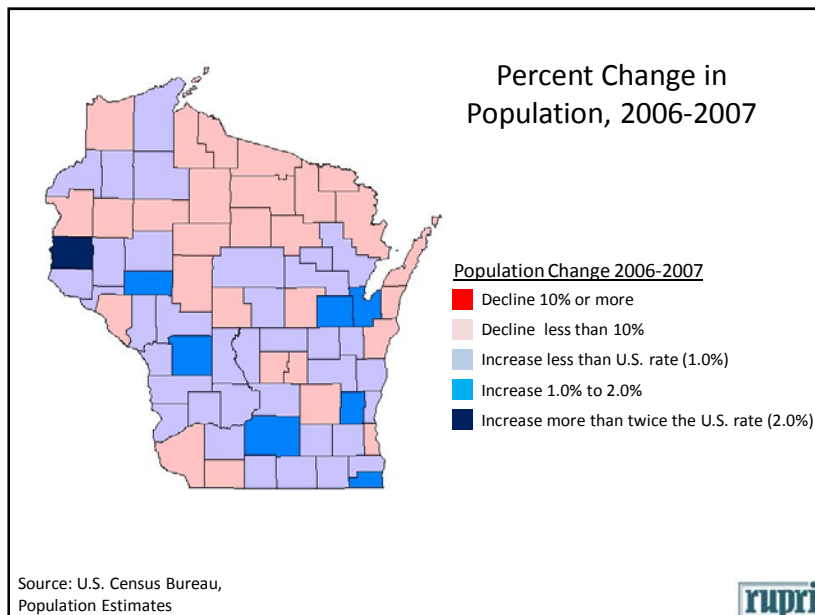
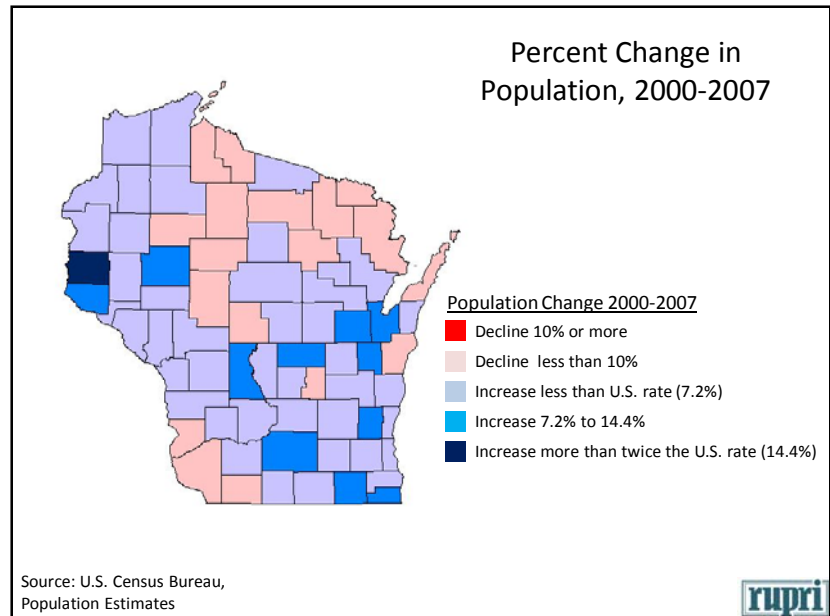
Population Change

Since the 2000 Census, population increased 7.2 percent in the U.S., and 4.4 percent in Wisconsin. Within Wisconsin, the fastest growth was in the metropolitan areas, and noncore areas experienced the slowest rate of growth. From 2006 to 2007, the U.S. population grew by one percent, while the Wisconsin population increased by 0.5 percent.

Percent Change in Population		
	<u>2000-2007</u>	<u>2006-2007</u>
U.S.	7.2%	1.0%
Wisconsin	4.4%	0.5%
Metropolitan	5.4%	0.7%
Micropolitan	2.5%	0.3%
Noncore	1.6%	0.0%

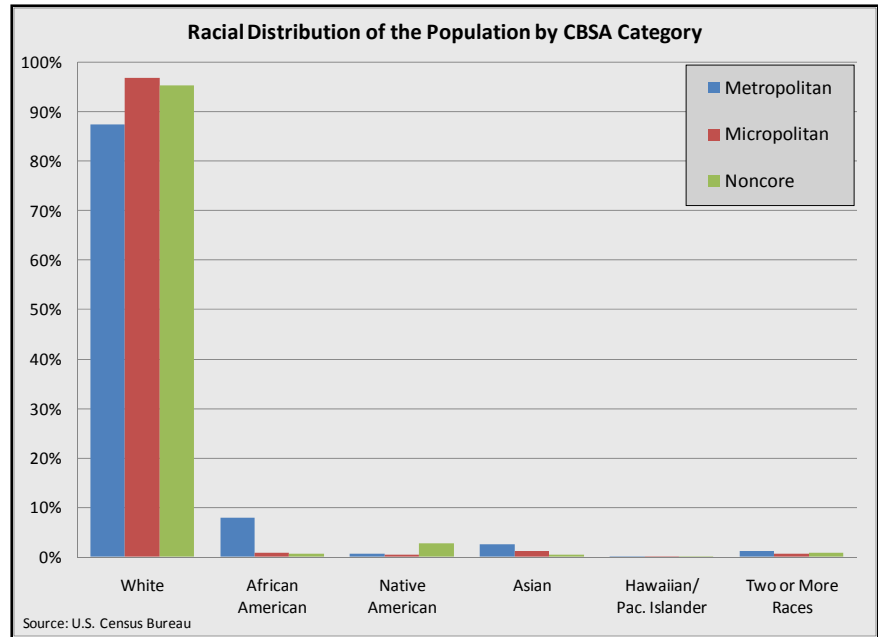
source: U.S. Census Bureau

From 2000 to 2007, 18 counties in Wisconsin lost population, all of them nonmetropolitan counties. From 2006 to 2007, 28 Wisconsin counties lost population, 3 metropolitan and 25 nonmetropolitan counties. The fastest growth during both time periods was in St. Croix County, part of the Minneapolis-St. Paul-Bloomington MN-WI Metropolitan Area.

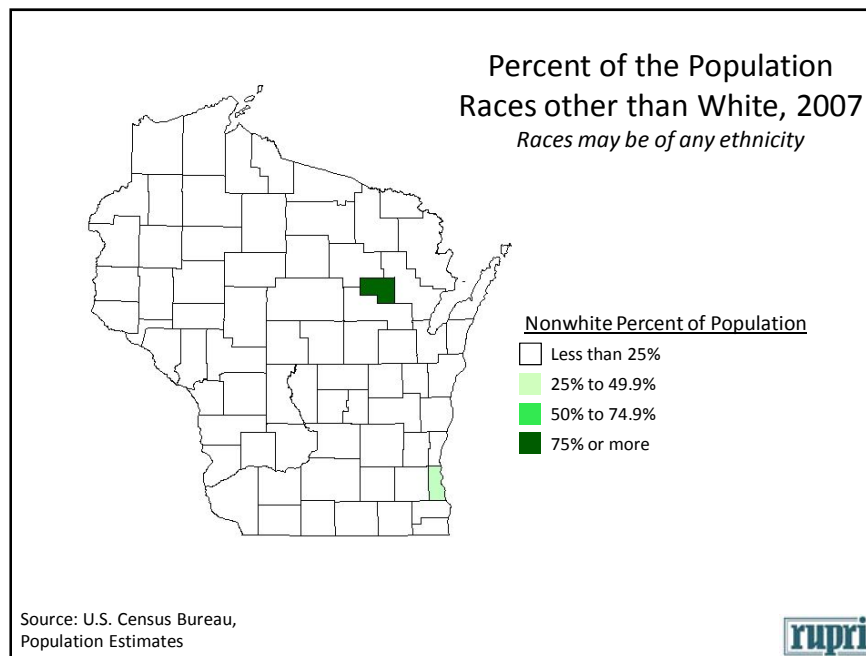


Racial and Ethnic Composition of the Population

The racial composition of the population is shown in the bar chart to the right. It is important to note that the population of any given race includes those of Hispanic ethnicity. Each racial category presented in the chart includes both Hispanics and non Hispanics of that race. The population of Wisconsin is 89.9 percent white and 6.0 percent African American. People of Hispanic origin make up 4.9 percent of Wisconsin's population.

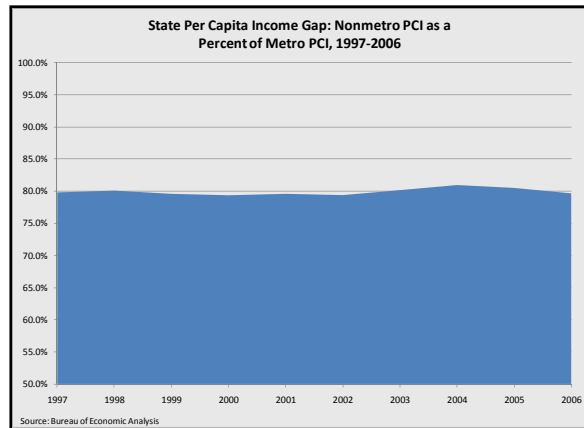
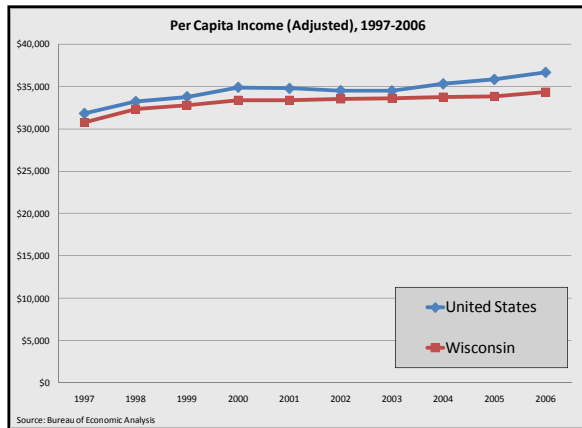


The map below shows the counties in which nonwhites make up significant portions of total population. In Menominee County, Native Americans account for 81.5 percent of total population, and in Milwaukee County, African Americans account for 25.7 percent of total population.

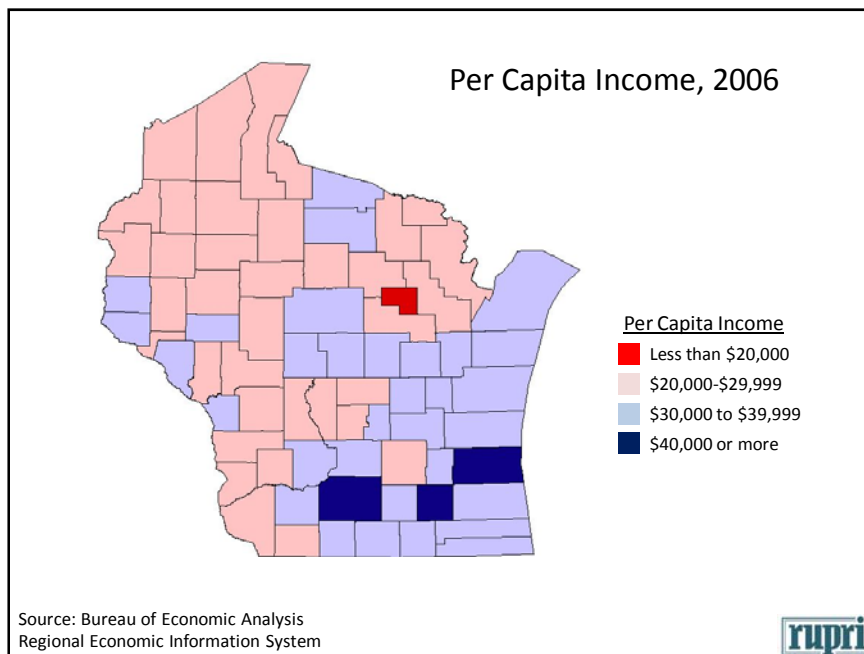


Per Capita Income

Per capita income in Wisconsin has followed a similar trend as the nation over the past 10 years, with Wisconsin's income lagging just slightly behind the U.S. income. In 2006 per capita income was \$36,714 in the U.S. and \$34,405 in Wisconsin. The metro-nonmetro per capita income gap in Wisconsin has persisted over the past 10 years. In 2006, nonmetropolitan per capita income was 79.7 percent of metro per capita income in Wisconsin. The per capita income in nonmetro areas was about \$7,400 less than in metro areas (\$29,022 compared to \$36,430).

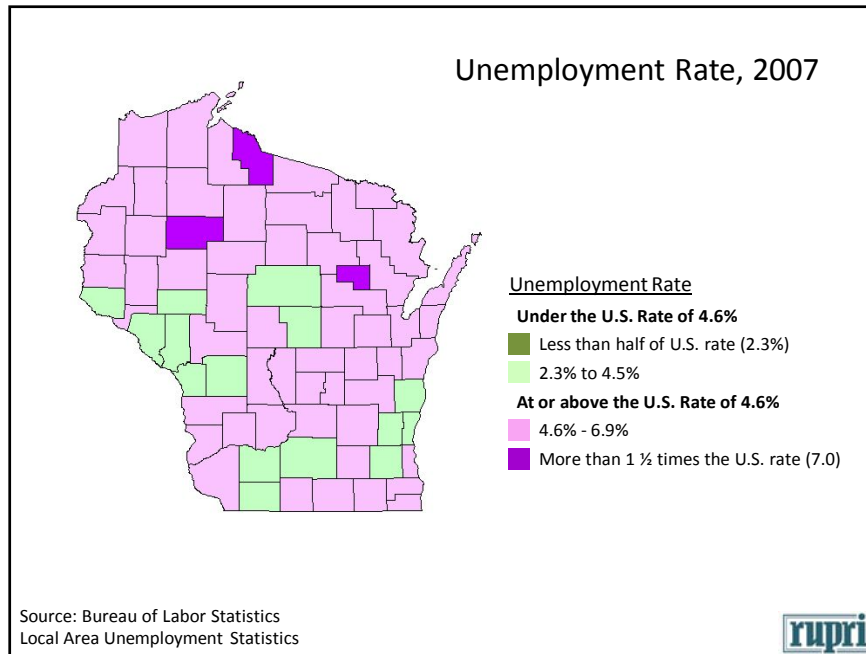


Within Wisconsin, per capita income ranged from \$19,472 in Menominee County to \$56,816 in Ozaukee County.



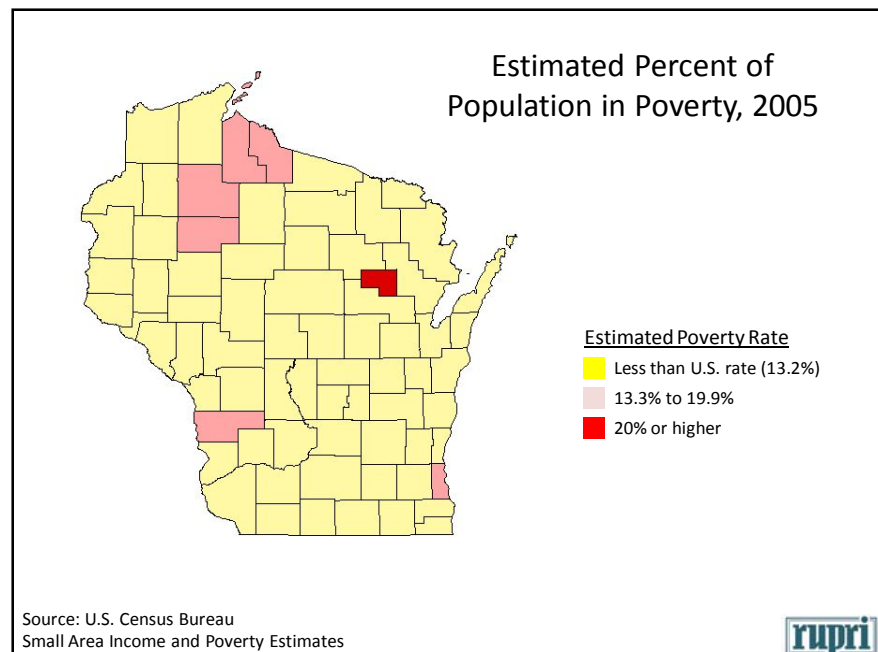
Unemployment

The 2007 unemployment rate was 4.6 percent in the U.S. and 4.9 percent in Wisconsin. 51 counties in Wisconsin had unemployment rates higher than the U.S. average, and the majority of these counties were nonmetropolitan. Three counties, all nonmetro, experienced unemployment rates more than 1 ½ times the U.S. level in 2007, all of them nonmetropolitan.



Poverty

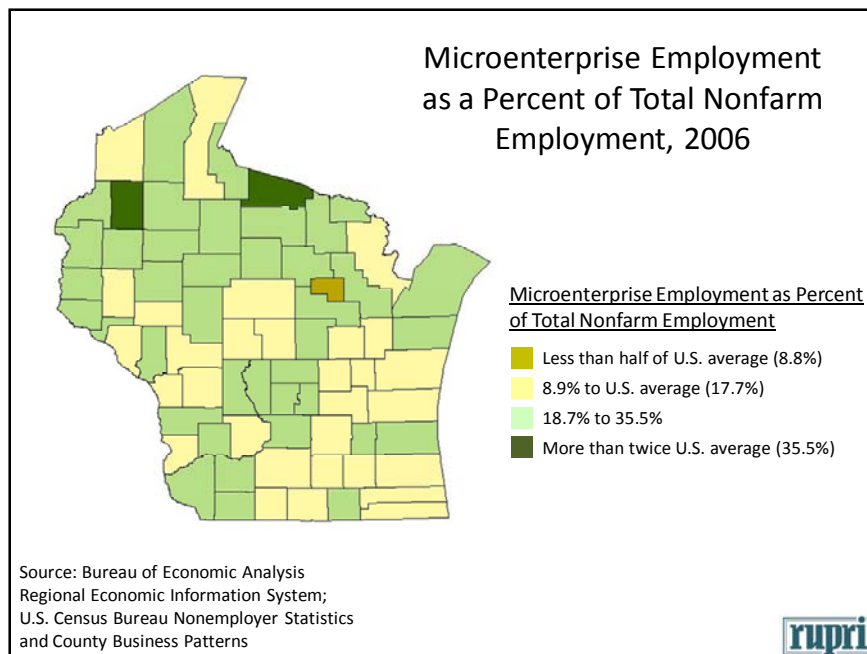
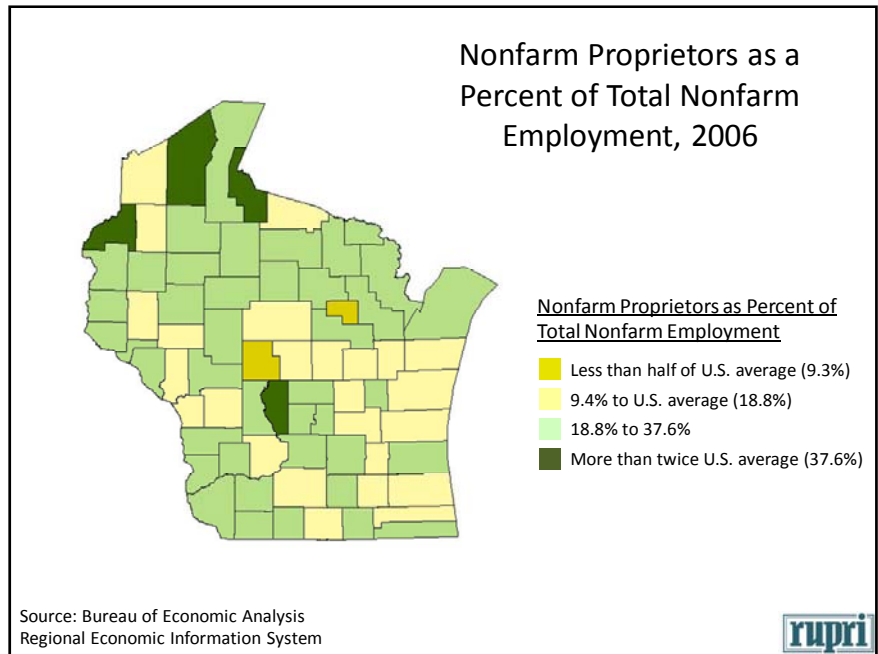
Poverty estimates for 2005 show that the poverty rate in the U.S. in 2005 was 13.3 percent, compared to 10.2 percent in Wisconsin. Within Wisconsin, poverty rates ranged from 3.4 in Ozaukee County to 26.3 in Menominee County.



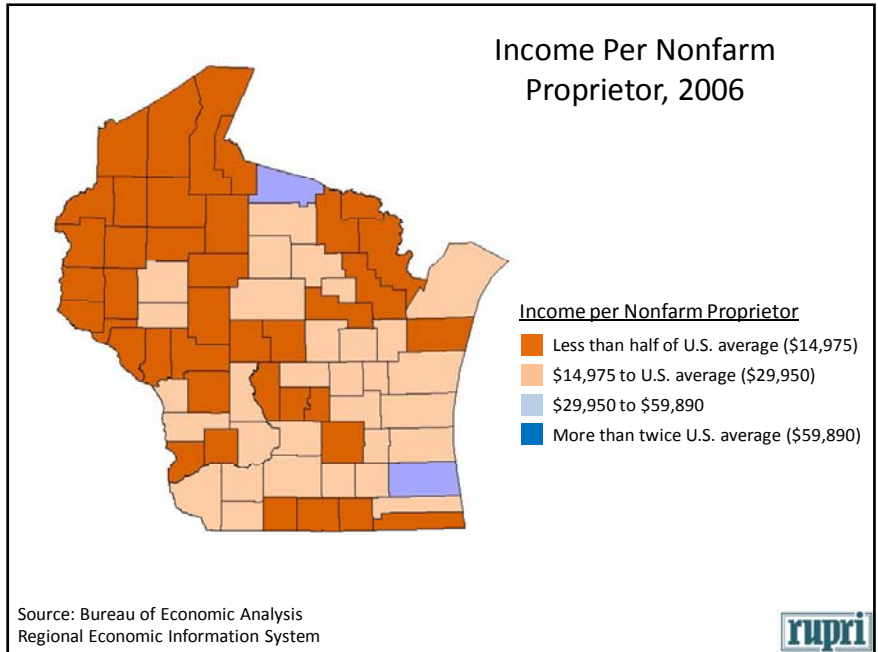
Entrepreneurship Indicators

Entrepreneurship plays a key role in the economic development of communities, but entrepreneurship is a difficult concept to measure. Four indicators of entrepreneurship are presented here: (1) nonfarm proprietors as a proportion of total nonfarm employment and (2) microenterprise employment (calculated as the number of self employed individuals plus the number of employees in establishments with less than 5 employees) as a proportion of total nonfarm employment; (3) income per nonfarm proprietor; and (4) nonfarm proprietors income as a proportion of county total personal income.

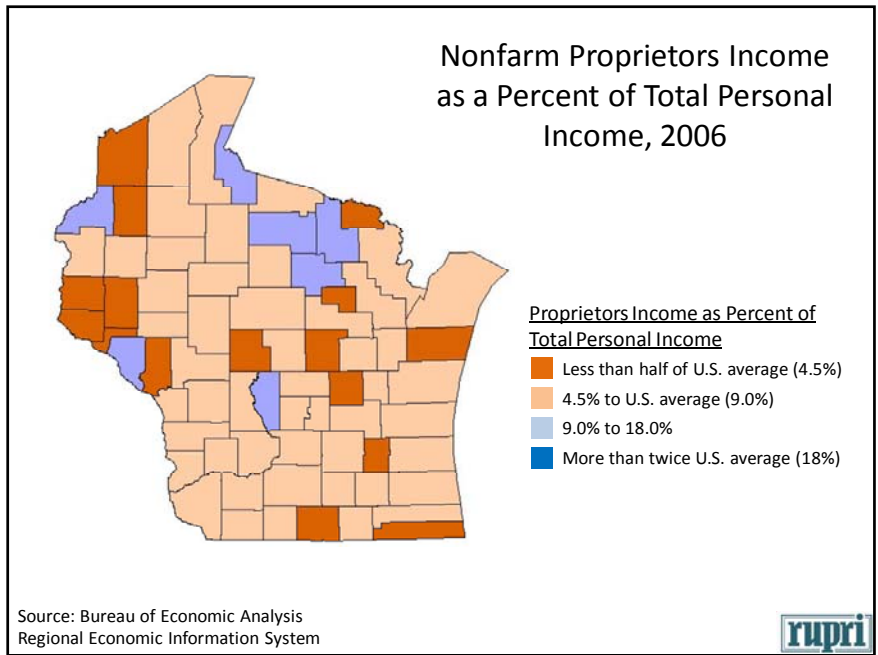
Nationally, nonfarm proprietor employment accounts for 18.8 percent of total nonfarm employment. In Wisconsin, this figure is 16.5 percent, and within Wisconsin, this figure ranges from 7.9 percent to 48.7 percent. Microenterprise employment represents 17.7 percent of U.S nonfarm employment and 9.2 percent of Wisconsin nonfarm employment. Within Wisconsin, this ranges from 4.2 percent to 22.6 percent.



Average income per proprietor in the U.S was \$29,950, compared to \$20,560 in Wisconsin. Within Wisconsin, this ranged from \$8,187 per proprietor to \$37,607 per proprietor.



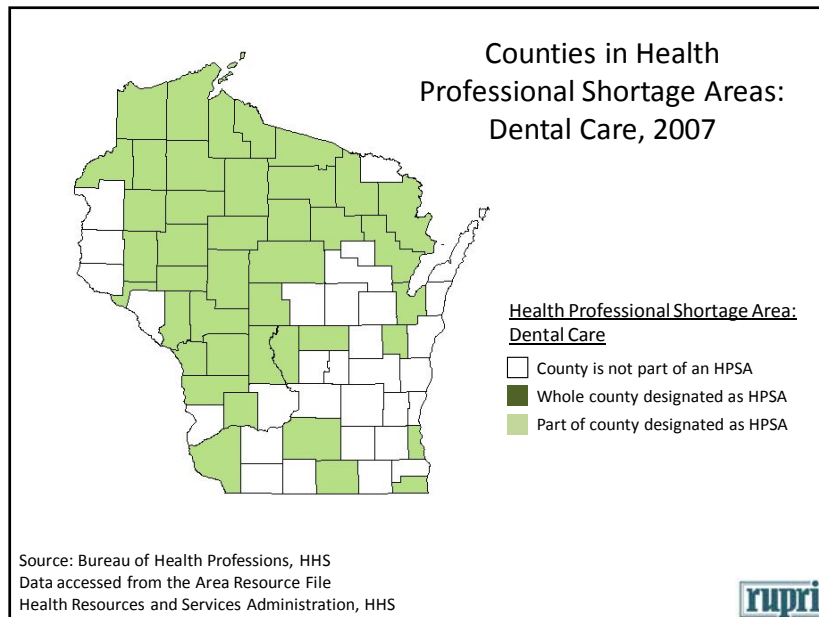
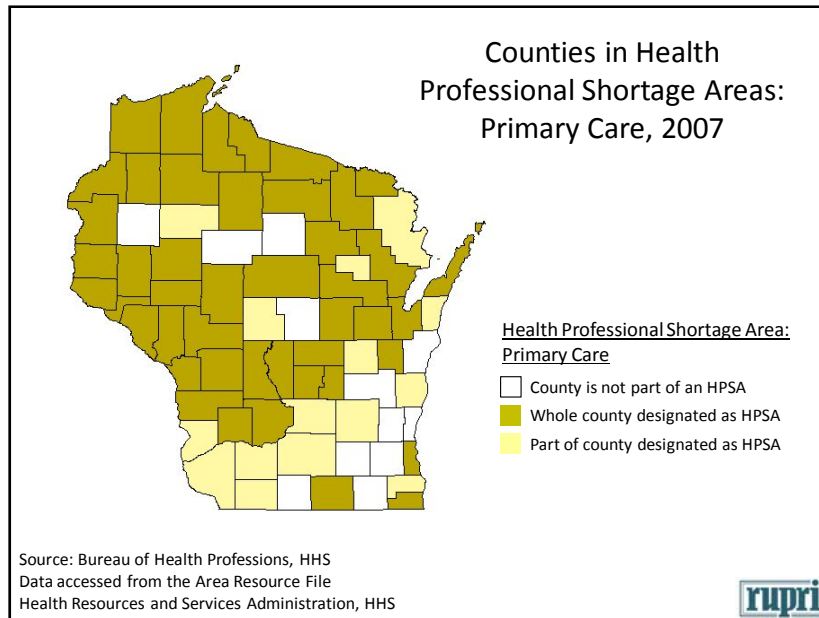
Nationally, nonfarm proprietors income accounted for 9 percent of total personal income. In Wisconsin, this figure was 6.2 percent, and ranged from 2.3 percent to 12.8 percent in Wisconsin counties.

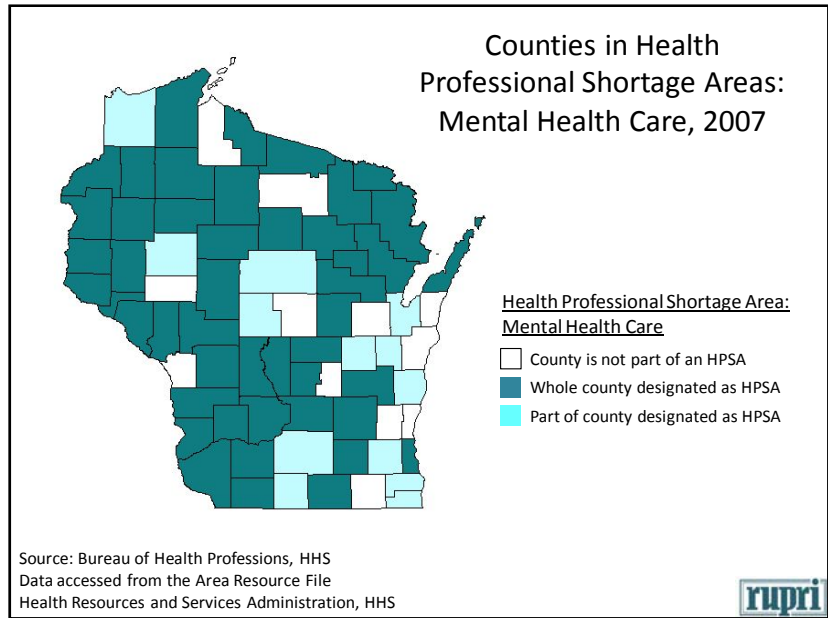


Health Professional Shortage Areas

Health Professional Shortage Areas (HPSAs) are designated for primary medical care, dentists, and mental health professionals. The designations are made by the Bureau of Health Professions within the Department of Health and Human Services. The maps below present the status of counties as being whole or in part designated as part of an HPSA.

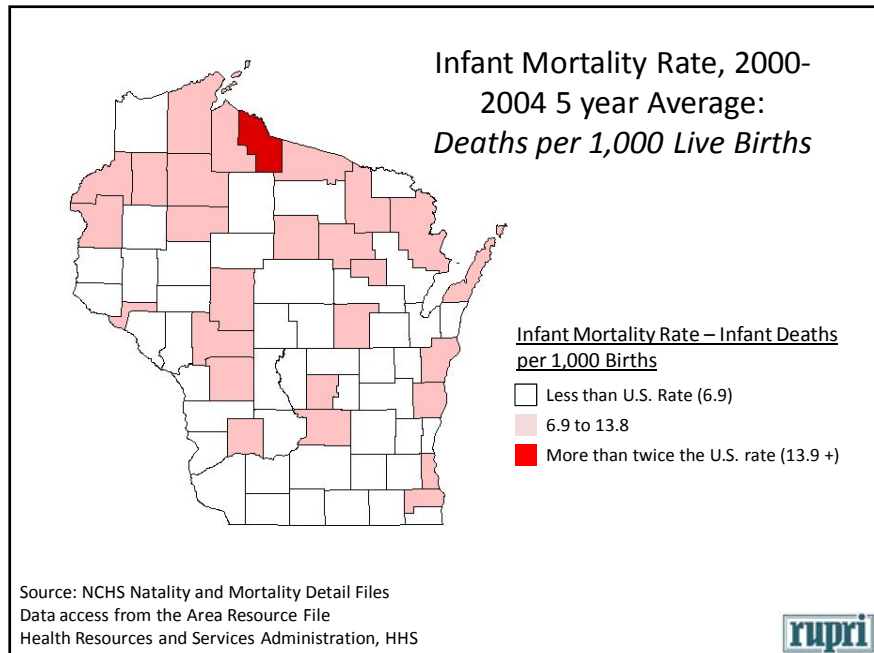
Within Wisconsin, 60 counties were either whole or in part designated as a primary care HPSA; 41 counties were designated part of a dental care HPSA, and 60 counties were designated whole or in part of a mental health care HPSA.





Infant Mortality

The infant mortality rates are a 5 year average of infant deaths per 1,000 live births. The infant mortality rate is 6.9 for the U.S. and 6.6 for Wisconsin. 26 counties in Wisconsin had an infant mortality rate higher than the U.S. average.



Data Sources:

Bureau of Economic Analysis, Regional Economic Information System

<http://www.bea.gov/beat/regional/reis/>

Bureau of Labor Statistics, Local Area Unemployment Statistics

<http://www.bls.gov/lau/home.htm>

**Department of Health and Human Services , Health Resources and Services Administration
Area Resource File**

<http://www.arfsys.com/>

U.S. Census Bureau

Population Estimates

<http://www.census.gov/popest/estimates.php>

Metropolitan and Micropolitan Area Classifications

<http://www.census.gov/population/www/estimates/metrodef.html>

Nonemployer Statistics

<http://www.census.gov/epcd/nonemployer/>

County Business Patterns

<http://www.census.gov/epcd/cbp/index.html>

Small Area Income and Poverty Estimates

<http://www.census.gov/hhes/www/saipe/saipe.html>

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Visit the RUPRI website at

<http://www.rupri.org>

Make Your Own Maps with the CARES/RUPRI Interactive Map Room

A national level interactive mapping application jointly developed by the Center for Applied Research and Environmental Systems (CARES) and RUPRI is available at

<http://ims2.missouri.edu/step1.AOI/Wisconsinlist.asp>

This three step map-making process allows you to select from over 500 GIS layers and create custom maps for your Wisconsin or the whole U.S.

Step 1: In the first step, select your Wisconsin of interest or the whole U.S.



Step 2: Select the indicators you would like to see mapped. Included are over 500 data layers, including demographic and economic indicators, health and human services indicators, health and education facility locations, emergency preparedness, and many others. We are working constantly to keep these data sets as up to date as possible.

U.S. Interactive Maps



Step 3: Verify your selections and make your map.

Once you have created your map, you can utilize a variety of tools to analyze or modify your map image, and you may print your map or download it to use in your own reports and presentations. The **help** section includes a series of frequently asked questions and a website help section that explains each tool available in the toolbar.

