

WISCONSIN MSA OUTLOOK

September 2023

AT A GLANCE

- Wisconsin's twelve metropolitan statistical areas (MSAs) continue to see employment growth. Through the second quarter of 2023, seven of the MSAs have seen employment recover back to their pre-pandemic level. All MSAs will see employment growth in 2023.
- Personal income is expected to have increased 2.7% in 2022 as shrinking transfer payments (extended unemployment benefits and stimulus payments) were partially offset by rising wages.

OVERVIEW

Wisconsin has 12 Metropolitan Statistical Areas (MSAs). Each MSA is made up of one to four counties centered on one or more large cities. The MSAs cover 22 Wisconsin counties, with another four counties included in MSAs from bordering states. One Wisconsin MSA, La Crosse-Onalaska, crosses the state line and includes Houston County, MN.

Wisconsin's MSAs were home to 4.1 million residents in 2021, 68.8% of the state's total population. They are a larger share, 71.9%, of the state's total personal income, and 73.0% of total employment (personal income is reported by place of residence, while employment is reported by place of work).

Wisconsin's largest MSA is centered on Milwaukee, Waukesha, and West Allis. This four-county MSA had a total

population of 1.57 million in 2021, 26.6% of the state's total. The second largest MSA is the Madison MSA, also made up of four counties. It had 683,183 residents in 2021 and is the fastest-growing MSA in Wisconsin over the past decade. The state's smallest MSA, Fond du Lac, had 104,362 residents in 2021.

EMPLOYMENT

Employment in Wisconsin increased 2.9% in 2022 while the MSAs experienced slower growth of 2.4%. In the second quarter of 2023, which is the most recent data available, employment in Wisconsin had fully recovered from the losses seen during the pandemic and was 0.4% above the level seen in the fourth quarter of 2019. Employment in the MSAs is lagging the state and remains 0.4% below the 2019Q4 level.

Seven of the state's twelve MSAs have seen employment recover.

The Racine MSA has seen the fastest employment growth in recent years. In the second quarter of 2023, employment in the Racine MSA was 1.7% above the pre-pandemic level. Close behind was the Oshkosh-Neenah MSA, at 1.6% above pre-pandemic levels, and the Madison MSA, at 1.5% above. Employment in the Appleton, Eau Claire, Green Bay, and La Crosse-Onalaska MSAs have also seen a full recovery in employment.

The Milwaukee MSA is the farthest from recovering, with employment remaining 2.2% below its fourth-quarter 2019 level, followed by the Wausau MSA at 1.2% below its fourth-quarter 2019 level.

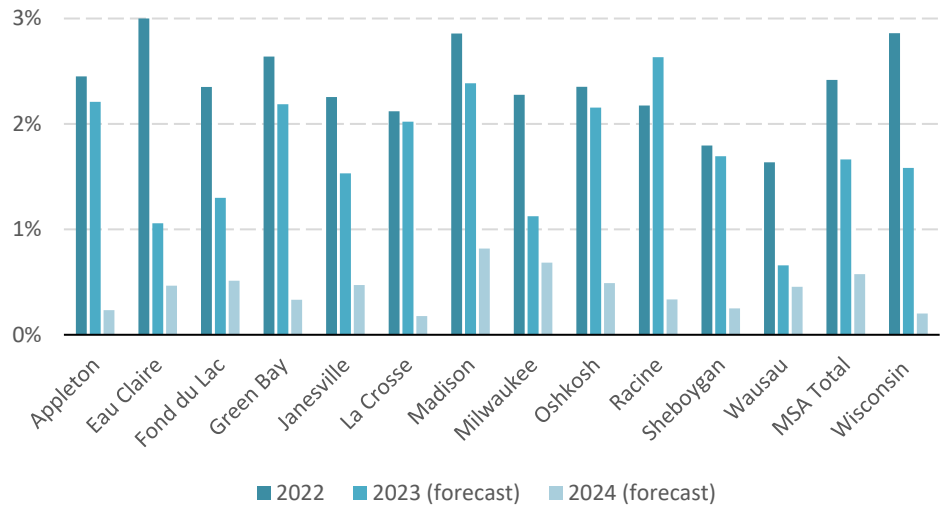
The leisure and hospitality sector had the greatest employment decline during the pandemic but has recovered much of its losses since mid-2020. Wisconsin employment in this sector was

5.4% below its pre-pandemic level in the second quarter of 2023, while employment in the MSAs in this sector remained 6.0% below. The Fond du Lac MSA was 14.4% below its quarter 2019 level, and the Madison MSA was 9.9% below. Employment in this sector has recovered in only one of the MSAs: Sheboygan.

The trade, transportation, and utilities sector has recovered in Wisconsin, rising 4.0% above its pre-pandemic level by the second quarter of 2023. MSA employment in this sector has also recovered, and as of the second quarter was 2.2% above the level seen at the end of 2019. Employment in this sector has recovered in nine of the 12 MSAs.

In the forecast, employment will increase 1.7% in the MSAs in 2023. Employment growth in 2023

Annual Percent Change in Employment



Source: U.S. Bureau of Labor Statistics, Current Employment Statistics Program

ranges from 2.6% in the Racine MSA to 0.7% in the Wausau MSA. The Milwaukee MSA is expected to increase 1.1%.

Employment slows in 2024, increasing 0.2% in Wisconsin and 0.6% in the MSAs. Small declines in employment are expected in 2025.

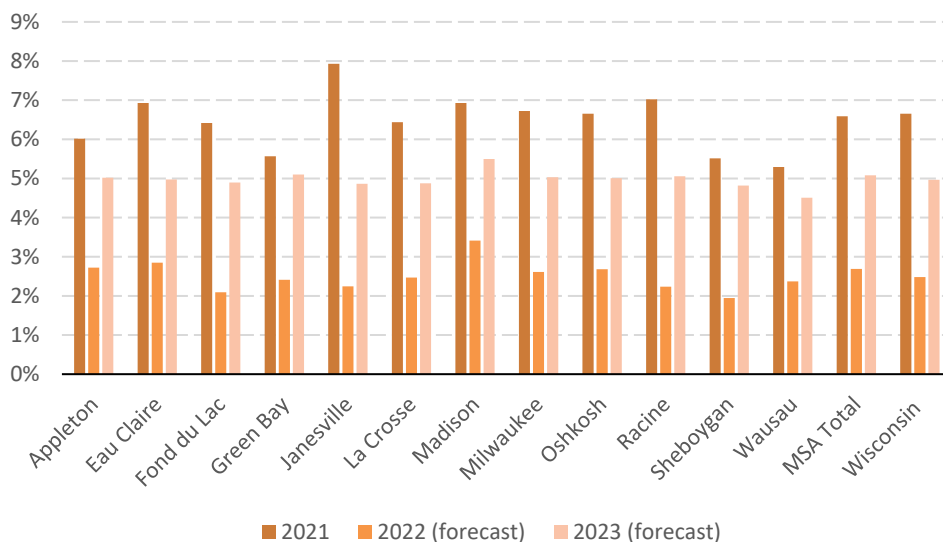
This forecast is based on the [August 2023 Wisconsin Economic Forecast Update](#).

PERSONAL INCOME

Personal income increased in each of the state's 12 MSAs in 2021, the most recent year data is available. Together they increased 6.6%, just below the state increase of 6.7%. Personal income growth in the MSAs ranged from 7.9% in the Janesville-Beloit MSA to 5.3% in the Wausau MSA.

In the forecast, nominal personal income grows in the MSAs in 2022 and 2023. Personal income is expected to have increased 2.7% in the MSAs in 2022, while the state saw 2.5% growth. Declines in personal transfer payments in 2022 were partly offset by increases in wages and salaries, the largest component of personal

Annual Percent Change in Personal Income



Source: U.S. Bureau of Economic Analysis

income. Personal income growth in 2022 ranges from a high of 3.4% in the Madison MSA to 1.9% in the Sheboygan MSA.

In 2023, personal income in the MSAs is expected to increase 5.1%, slightly faster than the state personal income increase of 5.0%.

These personal income figures are nominal values. Because of elevated inflation levels, real personal income declined in 2022 at the state and MSA levels. Growth in wages and salary income in the MSAs increased

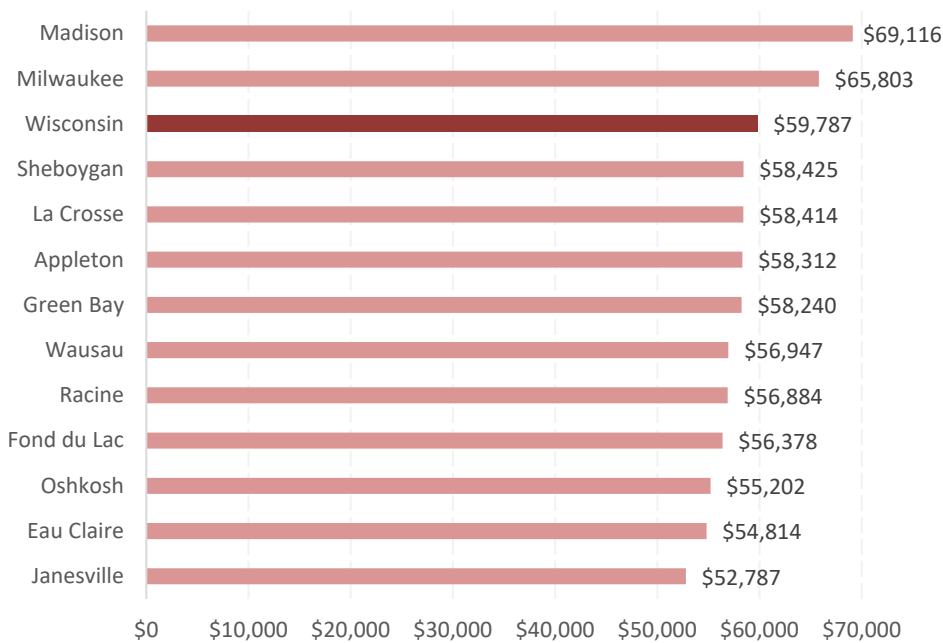
7.0% in 2021 as inflation accelerated and employment recovered. Nominal wages are expected to have increased 7.8% in 2022. The Madison MSA is forecasted to have had the fastest nominal wage growth at 8.5%. The Janesville MSA is estimated to have had the slowest increase in wages at 7.0% in 2022.

Nominal wage growth slows in 2023 as employment growth slows and inflation begins to ease. Nominal wages are forecasted to increase 5.0% in Wisconsin and 5.1% in the MSAs, with the

Madison and Oshkosh-Neenah MSAs seeing the fastest growth at 6.0%, followed by the Green Bay and Racine MSAs with a 5.6% increase.

Per capita personal income (PCPI) was \$59,787 in Wisconsin in 2021. In the MSAs, PCPI was highest in the Madison MSA at \$69,116. Milwaukee-Waukesha-West Allis had the second highest PCPI of \$65,803 in 2021, and the Sheboygan MSA was third highest at \$58,425. The Janesville-Beloit MSA had the lowest per capita personal income in 2021 at \$52,787.

2021 Per Capita Personal Income



In the forecast, per capita personal income will rise in the MSAs as personal income grows faster than the population. More details are in the table at the end of this document.

Additional historical information on Wisconsin's MSAs can be found on the Department of Revenue's website at [MSAs | Tableau Public](#).

Source: U.S. Bureau of Economic Analysis

**Wisconsin Department of Revenue
Division of Research & Policy**

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Total Nonfarm Employment (in thousands)

	History				Forecast			
	2019	2020	2021	2022	2023	2024	2025	2026
Appleton MSA	127.4	121.7	123.7	126.8	129.6	129.9	129.5	129.5
<i>% change</i>	1.0%	-4.5%	1.7%	2.5%	2.2%	0.2%	-0.3%	0.1%
Eau Claire MSA	87.6	83.1	85.6	88.2	89.1	89.6	89.4	89.5
<i>% change</i>	0.3%	-5.2%	3.1%	3.0%	1.1%	0.5%	-0.2%	0.1%
Fond du Lac MSA	49.0	45.7	46.8	47.9	48.5	48.8	48.6	48.6
<i>% change</i>	0.7%	-6.6%	2.4%	2.4%	1.3%	0.5%	-0.3%	-0.1%
Green Bay MSA	180.3	170.5	173.7	178.3	182.2	182.8	182.3	182.4
<i>% change</i>	-0.3%	-5.5%	1.9%	2.6%	2.2%	0.3%	-0.3%	0.1%
Janesville - Beloit MSA	70.3	66.4	68.0	69.5	70.6	70.9	70.9	71.2
<i>% change</i>	0.9%	-5.5%	2.3%	2.3%	1.5%	0.5%	0.0%	0.4%
La Crosse - Onalaska MSA	78.7	74.3	76.3	77.9	79.5	79.6	79.3	79.2
<i>% change</i>	-0.3%	-5.5%	2.6%	2.1%	2.0%	0.2%	-0.4%	-0.1%
Madison MSA	413.1	390.5	401.6	413.0	422.9	426.3	426.9	429.1
<i>% change</i>	1.1%	-5.5%	2.8%	2.9%	2.4%	0.8%	0.1%	0.5%
Milwaukee - Waukesha - West Allis MSA	875.4	820.0	833.4	852.4	862.0	867.9	865.5	865.3
<i>% change</i>	0.0%	-6.3%	1.6%	2.3%	1.1%	0.7%	-0.3%	0.0%
Oshkosh - Neenah MSA	96.9	93.2	94.6	96.8	98.9	99.4	99.0	98.9
<i>% change</i>	-0.5%	-3.9%	1.5%	2.4%	2.2%	0.5%	-0.4%	0.0%
Racine MSA	78.7	74.2	75.9	77.5	79.6	79.8	79.6	79.5
<i>% change</i>	-0.5%	-5.8%	2.3%	2.2%	2.6%	0.3%	-0.3%	0.0%
Sheboygan MSA	63.5	60.0	60.8	61.9	62.9	63.1	62.8	62.8
<i>% change</i>	0.4%	-5.6%	1.4%	1.8%	1.7%	0.3%	-0.4%	-0.1%
Wausau MSA	73.5	70.0	71.3	72.5	73.0	73.3	73.3	73.5
<i>% change</i>	0.2%	-4.7%	1.8%	1.6%	0.7%	0.5%	0.0%	0.3%
MSA Total	2,194.4	2,069.6	2,111.7	2,162.7	2,198.7	2,211.3	2,206.9	2,209.7
<i>% change</i>	0.3%	-5.7%	2.0%	2.4%	1.7%	0.6%	-0.2%	0.1%
Wisconsin State Total	2,988.1	2,822.9	2,882.5	2,965.0	3,011.9	3,018.0	3,003.7	3,000.9
<i>% change</i>	0.2%	-5.5%	2.1%	2.9%	1.6%	0.2%	-0.5%	-0.1%

Source: U.S. Bureau of Labor Statistics, Current Employment Statistics Program

Total Personal Income (Billions)

	History			Forecast				
	2019	2020	2021	2022	2023	2024	2025	2026
Appleton MSA	12.7	13.4	14.2	14.6	15.4	16.0	16.7	17.4
<i>% change</i>	5.0%	5.6%	6.0%	2.7%	5.0%	4.2%	4.2%	4.1%
Eau Claire MSA	8.3	8.9	9.5	9.8	10.3	10.7	11.1	11.6
<i>% change</i>	4.1%	6.9%	6.9%	2.9%	5.0%	4.2%	4.2%	4.2%
Fond du Lac MSA	5.2	5.5	5.9	6.0	6.3	6.6	6.8	7.1
<i>% change</i>	5.0%	6.2%	6.4%	2.1%	4.9%	3.9%	3.9%	3.9%
Green Bay MSA	17.1	18.2	19.2	19.7	20.7	21.5	22.4	23.4
<i>% change</i>	3.5%	6.1%	5.6%	2.4%	5.1%	4.3%	4.2%	4.1%
Janesville - Beloit MSA	7.5	8.0	8.7	8.9	9.3	9.7	10.1	10.4
<i>% change</i>	5.3%	7.1%	7.9%	2.2%	4.9%	4.0%	3.9%	3.9%
La Crosse - Onalaska MSA	7.2	7.6	8.1	8.3	8.7	9.1	9.5	9.8
<i>% change</i>	4.8%	6.6%	6.4%	2.5%	4.9%	4.0%	4.0%	4.0%
Madison MSA	41.7	44.2	47.2	48.8	51.5	54.0	56.5	59.2
<i>% change</i>	6.5%	6.0%	6.9%	3.4%	5.5%	4.8%	4.7%	4.7%
Milwaukee - Waukesha - West Allis MSA	91.6	96.6	103.1	105.8	111.1	115.7	120.5	125.4
<i>% change</i>	3.3%	5.4%	6.7%	2.6%	5.0%	4.2%	4.1%	4.1%
Oshkosh - Neenah MSA	8.4	8.9	9.5	9.7	10.2	10.6	11.1	11.5
<i>% change</i>	3.6%	5.2%	6.7%	2.7%	5.0%	4.2%	4.1%	4.1%
Racine MSA	9.9	10.5	11.2	11.5	12.0	12.5	13.0	13.5
<i>% change</i>	2.9%	5.3%	7.0%	2.2%	5.1%	4.1%	4.0%	4.0%
Sheboygan MSA	6.2	6.5	6.9	7.0	7.4	7.6	7.9	8.2
<i>% change</i>	1.6%	5.1%	5.5%	2.0%	4.8%	3.8%	3.8%	3.8%
Wausau MSA	8.5	9.0	9.5	9.7	10.1	10.5	10.9	11.3
<i>% change</i>	4.7%	6.1%	5.3%	2.4%	4.5%	3.8%	3.7%	3.7%
MSA Total	224.4	237.3	252.9	259.7	272.9	284.5	296.5	308.8
<i>% change</i>	4.2%	5.8%	6.6%	2.7%	5.1%	4.3%	4.2%	4.2%
Wisconsin State Total	311.0	329.6	351.6	360.3	378.2	393.7	409.3	425.3
<i>% change</i>	4.3%	6.0%	6.7%	2.5%	5.0%	4.1%	4.0%	3.9%

Source: U.S. Bureau of Economic Analysis

Wage and Salary Income (Billions)

	History			Forecast				
	2019	2020	2021	2022	2023	2024	2025	2026
Appleton MSA	6.7	6.7	7.2	7.8	8.2	8.6	8.9	9.2
<i>% change</i>	4.0%	0.9%	7.9%	8.0%	5.3%	4.0%	3.7%	3.9%
Eau Claire MSA	4.2	4.3	4.7	5.0	5.3	5.5	5.7	5.9
<i>% change</i>	3.7%	2.3%	7.2%	7.9%	5.2%	4.2%	3.8%	4.1%
Fond du Lac MSA	2.5	2.5	2.7	2.9	3.0	3.1	3.2	3.3
<i>% change</i>	3.3%	-0.4%	7.4%	8.0%	4.8%	3.4%	2.9%	3.2%
Green Bay MSA	9.7	9.8	10.4	11.2	11.8	12.3	12.8	13.3
<i>% change</i>	2.7%	1.6%	5.4%	8.2%	5.6%	4.1%	3.7%	4.0%
Janesville - Beloit MSA	3.6	3.6	3.8	4.1	4.3	4.5	4.6	4.8
<i>% change</i>	5.2%	0.3%	6.4%	7.0%	5.1%	3.6%	3.0%	3.5%
La Crosse - Onalaska MSA	3.9	3.9	4.2	4.5	4.7	4.9	5.1	5.3
<i>% change</i>	3.5%	1.3%	8.2%	6.5%	4.9%	3.9%	3.6%	3.8%
Madison MSA	23.8	24.4	26.4	28.7	30.4	31.9	33.4	35.0
<i>% change</i>	6.5%	2.4%	8.4%	8.5%	6.0%	4.9%	4.6%	4.8%
Milwaukee - Waukesha - West Allis MSA	50.7	50.6	54.1	58.2	60.8	62.8	64.7	66.7
<i>% change</i>	2.9%	-0.1%	6.8%	7.6%	4.5%	3.4%	2.9%	3.2%
Oshkosh - Neenah MSA	5.5	5.4	5.7	6.2	6.5	6.8	7.0	7.2
<i>% change</i>	3.8%	-1.5%	5.9%	8.2%	6.0%	4.0%	3.1%	3.5%
Racine MSA	4.1	4.1	4.3	4.7	5.0	5.1	5.3	5.5
<i>% change</i>	1.5%	0.8%	6.3%	8.1%	5.6%	4.0%	3.5%	3.8%
Sheboygan MSA	3.4	3.4	3.6	3.8	4.0	4.1	4.3	4.4
<i>% change</i>	2.7%	0.7%	5.0%	7.1%	5.2%	3.6%	3.0%	3.4%
Wausau MSA	4.3	4.3	4.6	4.9	5.1	5.3	5.5	5.7
<i>% change</i>	2.3%	1.5%	6.1%	7.1%	4.6%	3.6%	3.2%	3.5%
MSA Total	122.1	123.0	131.6	141.9	149.2	155.0	160.4	166.4
<i>% change</i>	3.7%	0.7%	7.0%	7.8%	5.1%	3.9%	3.5%	3.7%
Wisconsin State Total	155.6	157.0	168.2	181.6	190.6	197.8	204.2	211.0
<i>% change</i>	3.5%	0.9%	7.2%	8.0%	5.0%	3.8%	3.2%	3.4%

Source: U.S. Bureau of Economic Analysis

Per Capita Personal Income (\$)

	History			Forecast				
	2019	2020	2021	2022	2023	2024	2025	2026
Appleton MSA	52,516	55,177	58,312	59,614	62,264	64,494	66,736	69,033
Eau Claire MSA	48,595	51,626	54,814	56,142	58,677	60,882	63,133	65,469
Fond du Lac MSA	49,996	53,124	56,378	57,420	60,118	62,379	64,699	67,117
Green Bay MSA	52,398	55,365	58,240	59,374	62,087	64,378	66,674	69,017
Janesville - Beloit MSA	45,883	49,129	52,787	53,903	56,432	58,562	60,737	63,001
La Crosse - Onalaska MSA	51,497	54,701	58,414	59,723	62,471	64,798	67,159	69,599
Madison MSA	61,665	64,799	69,116	70,861	74,089	76,903	79,771	82,741
Milwaukee - Waukesha - West Allis MSA	58,192	61,378	65,803	67,564	70,975	73,921	76,923	80,032
Oshkosh - Neenah MSA	49,145	51,751	55,202	56,610	59,333	61,662	64,015	66,433
Racine MSA	50,274	53,005	56,884	58,154	61,067	63,497	65,967	68,523
Sheboygan MSA	52,696	55,282	58,425	59,584	62,449	64,809	67,207	69,690
Wausau MSA	50,993	54,039	56,947	58,270	60,842	63,049	65,286	67,593
Wisconsin State Total	52,893	55,904	59,787	61,210	64,019	66,452	68,885	71,357

Source: U.S. Bureau of Economic Analysis

MSA Counties and Population Estimates

MSA/County Name	2021 Population
Appleton MSA	244,084
Calumet County, WI	52,539
Outagamie County, WI	191,545
Eau Claire MSA	173,317
Chippewa County, WI	66,865
Eau Claire County, WI	106,452
Fond du Lac MSA	104,362
Fond du Lac County, WI	104,362
Green Bay MSA	329,490
Brown County, WI	269,591
Kewaunee County, WI	20,543
Oconto County, WI	39,356
Janesville - Beloit MSA	164,381
Rock County, WI	164,381
La Crosse - Onalaska MSA	139,211
La Crosse County, WI	120,433
Houston County, MN	18,778
Madison MSA	683,183
Columbia County, WI	58,488
Dane County, WI	563,951
Green County, WI	36,988
Iowa County, WI	23,756
Milwaukee - Waukesha - West Allis MSA	1,566,487
Milwaukee County, WI	928,059
Ozaukee County, WI	92,497
Washington County, WI	137,175
Waukesha County, WI	408,756
Oshkosh - Neenah MSA	171,623
Winnebago County, WI	171,623
Racine MSA	196,896
Racine County, WI	196,896
Sheboygan MSA	117,747
Sheboygan County, WI	117,747
Wausau MSA	166,489
Marathon County, WI	166,489
MSA Total	4,056,970
Wisconsin Total	5,896,894

Source: U.S. Bureau of Economic Analysis, using Census Bureau midyear population estimates.