

Our Wisconsin: Economic Scorecard

	2011	2018	Notes
Unemployment rate	8.0% (Jan. 2011. Source)	3.0% (Dec. 2018. Source)	Wisconsin's unemployment rate has held at 3.0% for 11 consecutive months, a state record.
Economic growth	1.3% (2011. Source)	2.8% (Q2, 2018. Source)	Economic growth is measured by percent growth in the state's real GDP (gross domestic product). Private sector wage growth grew even more significantly in the first five months of 2018, at 5.7%. The national average was 2.7% in the same time period.
Median per capita income	\$27,192 (2011. Source)	\$30,557 (2017. Source)	This figure comes from the U.S. Census Bureau and does not include government benefits as a source of income. In the last quarter available, personal income grew by 3.6%, above the national average of 2.8%, according to the BEA.
Median household income	\$52,374 (2011. Source)	\$56,759 (2017. Source)	The U.S. Census Bureau also tracks per capita and household income, with slightly different metrics than the BEA.
Poverty rate	13.1%, an estimated 731,479 people (2011 average. Source)	11.3%, an estimated 639,564 people (July 1, 2018 reported average. Source)	Wisconsin's poverty rate is below the national average of 12.3% for 2017.
State and local tax burden	11.7% (2011. Source)	10.5% (2018. Source)	This metric measures the burden of state and local taxes as a percent of personal income. The latest figure, released in December 2018, is the lowest tax burden for Wisconsin in nearly 50 years. Income growth outpacing tax hikes primarily drove the decrease in overall burden, according to the report.
Net migration	-9,001 (2011. Source)	-2,086 (2017. Source)	This figure measures the net number of people who move in and out of the state, according to the Census Bureau. The rate at which people leave Wisconsin has slowed in recent years.
FoodShare enrollment	816,215 (2011. Source)	645,389 (2018, excluding December. Source)	This figure is a monthly average number of individuals who received FoodShare benefits in that year. Since 2015, certain able-bodied individuals must satisfy work and drug screening requirements to receive Foodshare. If those individuals do not comply with the work requirements for three months in a 36-month period, they become ineligible for the benefits.
Small businesses	441,093 small businesses employing 1,200,082 people. (Published in 2013, figure for 2011. Source)	448,032 small businesses employing 1,245,487 people. (Published in 2018, figure for 2015. Source)	Most recent figures show that at 49.7%, nearly half of all Wisconsin employees work for small businesses employing fewer than 500 people. 99.4% of all Wisconsin businesses meet the small business criteria.
Startup companies	\$152,868,525 invested in 85 deals. (2011. Source)	\$231,040,882 invested in 127 deals. (2018. Source)	The Wisconsin Technology Council tracks major angel and venture capital deals in early-stage companies, known as startups. The 127 venture-backed companies in the state are up by 71 percent from five years ago.

2011 column is to be considered the beginning of Gov. Scott Walker's term, and 2018 the end. For the 2018 column, most recent publicly available data may be for 2017 or earlier, as noted. As Gov. Evers goes into his first term, we will add a new column to track success under his administration when data becomes available.