

# **Southeastern Wisconsin Regional Planning Commission**

W239 N1812 Rockwood Drive

Waukesha, Wisconsin 53187






## **Sample Economic Data for Southeastern Wisconsin**

## SE Region | Jobs by Industry

**1,030,404**  
Total Jobs (2012)

**49.1%**  
Male  
(National: 50.8%)

**50.9%**  
Female  
(National: 49.2%)

NAICS	Industry	2012 Jobs
11	Agriculture, Forestry, Fishing and Hunting	3,675
21	Mining, Quarrying, and Oil and Gas Extraction	383
22	Utilities	3,937
23	Construction	37,969 
31	Manufacturing	154,738 
42	Wholesale Trade	43,068 
44	Retail Trade	97,762 
48	Transportation and Warehousing	30,757 
51	Information	16,202 
52	Finance and Insurance	48,430 
53	Real Estate and Rental and Leasing	13,275 
54	Professional, Scientific, and Technical Services	47,078 
55	Management of Companies and Enterprises	25,938 
56	Administrative and Support and Waste Management and Remediation Services	66,458 
61	Educational Services (Private)	37,287 
62	Health Care and Social Assistance	147,955 
71	Arts, Entertainment, and Recreation	14,892 
72	Accommodation and Food Services	72,749 
81	Other Services (except Public Administration)	55,548 
90	Government	112,295 
99	Unclassified Industry	7

## SE Region | Average Earnings by Industry

**\$53,627**

Avg. Earnings (2012)  
96% of Nation Avg.

**\$67,590**

Male Avg. Earnings (2012)  
100% of Nation Avg.

**\$40,133**

Female Avg. Earnings (2012)  
92% of Nation Avg.

NAICS	Industry	Avg. Earnings (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$26,522	
21	Mining, Quarrying, and Oil and Gas Extraction	\$68,946	
22	Utilities	\$140,176	
23	Construction	\$58,023	
31	Manufacturing	\$76,663	
42	Wholesale Trade	\$71,909	
44	Retail Trade	\$28,368	
48	Transportation and Warehousing	\$47,883	
51	Information	\$75,764	
52	Finance and Insurance	\$83,217	
53	Real Estate and Rental and Leasing	\$40,653	
54	Professional, Scientific, and Technical Services	\$72,538	
55	Management of Companies and Enterprises	\$114,871	
56	Administrative and Support and Waste Management and Remediation Services	\$31,528	
61	Educational Services (Private)	\$43,542	
62	Health Care and Social Assistance	\$50,891	
71	Arts, Entertainment, and Recreation	\$33,340	
72	Accommodation and Food Services	\$16,100	
81	Other Services (except Public Administration)	\$23,840	
90	Government	\$60,027	
99	Unclassified Industry	\$33,438	

## SE Region | Population

**2,041,539**  
2012 Population  
35.5% of State


















**2.6%**  
Population Growth for the Last 5 Years  
State Growth 2.5%

Age Group	2012 Population	% of Population	
Under 5 years	133,930	6.6%	
5 to 9 years	136,780	6.7%	
10 to 14 years	140,902	6.9%	
15 to 19 years	140,517	6.9%	
20 to 24 years	138,764	6.8%	
25 to 29 years	138,664	6.8%	
30 to 34 years	135,628	6.6%	
35 to 39 years	121,249	5.9%	
40 to 44 years	134,562	6.6%	
45 to 49 years	144,082	7.1%	
50 to 54 years	155,626	7.6%	
55 to 59 years	139,902	6.9%	
60 to 64 years	115,396	5.7%	
65 to 69 years	80,916	4.0%	
70 to 74 years	57,477	2.8%	
75 to 79 years	45,608	2.2%	
80 to 84 years	39,273	1.9%	
85 years and over	42,261	2.1%	











## SE Region | Unemployment by Industry

**87,210**

Total Unemployment (7/2012)

NAICS	Industry	Unemployed (7/2012)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	61	0%	
21	Mining, Quarrying, and Oil and Gas Extraction	17	0%	
22	Utilities	164	0%	
23	Construction	4,074	5%	
31	Manufacturing	12,363	14%	
42	Wholesale Trade	1,706	2%	
44	Retail Trade	9,880	11%	
48	Transportation and Warehousing	5,316	6%	
51	Information	856	1%	
52	Finance and Insurance	2,419	3%	
53	Real Estate and Rental and Leasing	759	1%	
54	Professional, Scientific, and Technical Services	2,707	3%	
55	Management of Companies and Enterprises	207	0%	
56	Administrative and Support and Waste Management and Remediation Services	7,497	9%	
61	Educational Services (Private)	2,958	3%	
62	Health Care and Social Assistance	8,119	9%	
71	Arts, Entertainment, and Recreation	1,288	1%	
72	Accommodation and Food Services	8,184	9%	
81	Other Services (except Public Administration)	3,306	4%	
90	Government	4,539	5%	
99	No Previous Work Experience/Unspecified	10,791	12%	

## SE Region | Top Program Completions

CIP	Program	Completions (2011)	
51	Health professions and related programs	8,437	
52	Business, management, marketing, and related support services	6,452	
13	Education	2,463	
11	Computer and information sciences and support services	1,172	
50	Visual and performing arts	1,024	
09	Communication, journalism, and related programs	953	
43	Homeland security, law enforcement, firefighting and related protective services	939	
45	Social sciences	921	
14	Engineering	884	
12	Personal and culinary services	779	

## Data Sources and Calculations

---

### State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information

### Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

### Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

### Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.