

## Total Personal Income and Per Capita Personal Income Wisconsin Counties and Metropolitan Areas

Area name	Personal Income (in Thousands)			Percent change	Percent change	PCPI			2010 Rank in State
	2005	2009	2010	2009-2010	2005-2010	2005	2009	2010	
United States	\$10,476,669,000	\$11,916,773,000	\$12,353,577,000	-1.7%	17.9%	\$35,452	\$38,846	\$39,937	.
U.S. Metropolitan Portion	\$9,152,379,684	\$10,372,056,167	\$10,749,601,680	-1.9%	17.5%	\$37,177	\$40,442	\$41,524	.
U.S. Nonmetropolitan Portion	\$1,271,954,398	\$1,568,431,149	\$1,559,163,415	-0.6%	22.6%	\$26,075	\$31,646	\$31,402	.
Wisconsin	\$186,545,156	\$209,595,406	\$217,562,455	-0.9%	16.6%	\$33,635	\$36,970	\$38,225	.
WI Metropolitan Portion	\$142,509,396	\$160,053,710	\$165,867,027	-1.1%	16.4%	\$35,518	\$38,800	\$40,001	.
WI Nonmetropolitan Portion	\$44,035,760	\$49,541,696	\$51,695,428	-0.5%	17.4%	\$28,709	\$32,084	\$33,457	.
Adams County	\$546,769	\$635,034	\$673,399	6.0%	23.2%	\$25,778	\$30,341	\$32,283	51
Ashland County	\$438,710	\$517,236	\$514,310	-0.6%	17.2%	\$26,739	\$32,071	\$31,777	55
Barron County	\$1,263,872	\$1,406,443	\$1,475,974	4.9%	16.8%	\$27,591	\$30,657	\$32,202	52
Bayfield County	\$406,216	\$477,482	\$492,805	3.2%	21.3%	\$26,790	\$31,873	\$32,792	48
Brown County	\$8,208,920	\$9,232,347	\$9,500,092	2.9%	15.7%	\$34,406	\$37,457	\$38,179	10
Buffalo County	\$454,624	\$518,513	\$529,836	2.2%	16.5%	\$32,545	\$38,076	\$39,019	9
Burnett County	\$435,775	\$481,592	\$522,986	8.6%	20.0%	\$26,995	\$30,853	\$33,857	37
Calumet County	\$1,605,939	\$1,843,123	\$2,039,222	10.6%	27.0%	\$34,772	\$38,036	\$41,601	7
Chippewa County	\$1,665,671	\$1,960,193	\$2,103,377	7.3%	26.3%	\$27,853	\$31,618	\$33,642	40
Clark County	\$859,474	\$952,714	\$994,187	4.4%	15.7%	\$25,033	\$27,544	\$28,640	68
Columbia County	\$1,914,496	\$2,181,876	\$2,298,908	5.4%	20.1%	\$34,552	\$38,638	\$40,396	8
Crawford County	\$435,544	\$490,734	\$521,529	6.3%	19.7%	\$25,779	\$29,399	\$31,346	58
Dane County	\$18,618,629	\$21,288,383	\$22,065,408	3.6%	18.5%	\$40,559	\$43,895	\$45,106	3
Dodge County	\$2,534,644	\$2,820,975	\$2,927,502	3.8%	15.5%	\$28,748	\$31,812	\$32,986	47
Door County	\$996,092	\$1,097,957	\$1,154,553	5.2%	15.9%	\$35,390	\$39,327	\$41,610	6
Douglas County	\$1,130,326	\$1,316,274	\$1,364,078	3.6%	20.7%	\$25,764	\$29,917	\$30,876	60
Dunn County	\$1,074,466	\$1,257,854	\$1,317,042	4.7%	22.6%	\$25,590	\$28,870	\$29,991	64
Eau Claire County	\$2,927,864	\$3,469,333	\$3,591,937	3.5%	22.7%	\$30,817	\$35,303	\$36,327	23
Florence County	\$131,950	\$146,420	\$155,423	6.1%	17.8%	\$27,347	\$32,581	\$35,235	30
Fond du Lac County	\$3,197,512	\$3,498,001	\$3,765,312	7.6%	17.8%	\$32,201	\$34,507	\$37,036	19
Forest County	\$238,201	\$275,220	\$286,921	4.3%	20.5%	\$24,257	\$29,291	\$30,845	61
Grant County	\$1,340,558	\$1,516,481	\$1,613,137	6.4%	20.3%	\$26,681	\$29,784	\$31,497	57
Green County	\$1,132,088	\$1,264,294	\$1,347,633	6.6%	19.0%	\$32,185	\$34,476	\$36,549	21
Green Lake County	\$593,186	\$628,335	\$644,162	2.5%	8.6%	\$30,916	\$32,973	\$33,818	38
Iowa County	\$761,206	\$850,953	\$898,947	5.6%	18.1%	\$32,523	\$36,065	\$37,930	11
Iron County	\$163,078	\$198,735	\$208,488	4.9%	27.8%	\$25,437	\$33,311	\$35,295	29
Jackson County	\$540,763	\$638,517	\$670,555	5.0%	24.0%	\$27,195	\$31,343	\$32,771	49
Jefferson County	\$2,515,044	\$2,768,546	\$2,914,739	5.3%	15.9%	\$31,285	\$33,164	\$34,824	32
Jeanneau County	\$635,739	\$725,530	\$748,603	3.2%	17.8%	\$23,910	\$27,145	\$28,066	70
Kenosha County	\$5,001,498	\$5,589,829	\$5,934,897	6.2%	18.7%	\$31,242	\$33,775	\$35,606	27
Kewaunee County	\$629,138	\$709,079	\$753,279	6.2%	19.7%	\$30,467	\$34,497	\$36,583	20
La Crosse County	\$3,404,796	\$4,042,179	\$4,309,635	6.6%	26.6%	\$30,959	\$35,451	\$37,517	17
Lafayette County	\$428,379	\$482,611	\$517,950	7.3%	20.9%	\$25,647	\$28,640	\$30,807	62
Langlade County	\$563,805	\$650,110	\$679,218	4.5%	20.5%	\$27,534	\$32,366	\$34,041	35
Lincoln County	\$831,086	\$933,455	\$953,337	2.1%	14.7%	\$28,075	\$32,375	\$33,135	46
Manitowoc County	\$2,512,359	\$2,867,379	\$2,909,848	1.5%	15.8%	\$30,703	\$35,139	\$35,777	26
Marathon County	\$4,255,420	\$4,759,017	\$4,884,064	2.6%	14.8%	\$32,998	\$35,570	\$36,421	22
Marinette County	\$1,178,694	\$1,327,695	\$1,447,630	9.0%	22.8%	\$27,507	\$31,769	\$34,690	33
Marquette County	\$383,778	\$433,357	\$449,462	3.7%	17.1%	\$24,937	\$28,131	\$29,176	65
Menominee County	\$87,670	\$102,594	\$109,258	6.5%	24.6%	\$20,140	\$24,480	\$25,635	72
Milwaukee County	\$31,393,023	\$34,914,228	\$35,893,702	2.8%	14.3%	\$33,664	\$37,038	\$37,838	12
Monroe County	\$1,127,057	\$1,345,943	\$1,428,443	6.1%	26.7%	\$26,454	\$30,289	\$31,913	54
Oconto County	\$1,075,896	\$1,245,039	\$1,296,476	4.1%	20.5%	\$28,642	\$33,064	\$34,415	34
Oneida County	\$1,202,748	\$1,301,166	\$1,348,855	3.7%	12.1%	\$32,598	\$35,969	\$37,529	16
Outagamie County	\$5,788,889	\$6,331,358	\$6,555,874	3.5%	13.2%	\$34,104	\$35,938	\$37,046	18
Ozaukee County	\$4,529,645	\$4,839,378	\$4,930,750	1.9%	8.9%	\$53,179	\$56,005	\$57,114	1
Pepin County	\$208,217	\$239,671	\$248,643	3.7%	19.4%	\$27,520	\$32,042	\$33,321	44
Pierce County	\$1,164,738	\$1,298,199	\$1,363,430	5.0%	17.1%	\$29,624	\$31,965	\$33,220	45
Polk County	\$1,215,112	\$1,365,628	\$1,427,588	4.5%	17.5%	\$27,607	\$30,774	\$32,314	50

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Area name	Personal Income (in Thousands)			Percent change	Percent change	PCPI			2010 Rank in State
	2005	2009	2010	2009-2010	2005-2010	2005	2009	2010	
Portage County	\$2,057,260	\$2,362,350	\$2,454,108	3.9%	19.3%	\$30,234	\$33,808	\$35,040	31
Price County	\$419,311	\$458,023	\$473,969	3.5%	13.0%	\$27,869	\$32,036	\$33,574	41
Racine County	\$6,532,536	\$7,160,752	\$7,337,208	2.5%	12.3%	\$33,803	\$36,697	\$37,530	15
Richland County	\$462,294	\$526,986	\$550,973	4.6%	19.2%	\$25,323	\$29,096	\$30,620	63
Rock County	\$4,565,672	\$4,962,962	\$5,062,600	2.0%	10.9%	\$29,125	\$30,939	\$31,584	56
Rusk County	\$335,525	\$376,244	\$394,985	5.0%	17.7%	\$22,233	\$25,352	\$26,835	71
St. Croix County	\$2,593,880	\$3,019,480	\$3,189,169	5.6%	22.9%	\$33,660	\$35,923	\$37,784	13
Sauk County	\$1,922,748	\$2,132,332	\$2,236,238	4.9%	16.3%	\$32,669	\$34,637	\$36,040	24
Sawyer County	\$472,424	\$535,599	\$559,059	4.4%	18.3%	\$28,370	\$32,345	\$33,733	39
Shawano County	\$1,119,846	\$1,254,648	\$1,311,672	4.5%	17.1%	\$27,025	\$29,952	\$31,258	59
Sheboygan County	\$3,944,941	\$4,410,396	\$4,812,650	9.1%	22.0%	\$34,467	\$38,165	\$41,681	5
Taylor County	\$515,003	\$567,702	\$591,237	4.1%	14.8%	\$25,332	\$27,429	\$28,605	69
Trempealeau County	\$781,282	\$906,552	\$968,036	6.8%	23.9%	\$27,838	\$31,668	\$33,539	43
Vernon County	\$689,385	\$815,871	\$863,662	5.9%	25.3%	\$23,806	\$27,508	\$28,989	66
Vilas County	\$642,719	\$699,720	\$726,723	3.9%	13.1%	\$29,061	\$32,509	\$33,869	36
Walworth County	\$3,026,201	\$3,311,115	\$3,435,697	3.8%	13.5%	\$30,308	\$32,437	\$33,564	42
Washburn County	\$410,361	\$484,966	\$508,224	4.8%	23.8%	\$25,493	\$30,411	\$31,922	53
Washington County	\$4,804,610	\$5,443,339	\$5,666,106	4.1%	17.9%	\$38,196	\$41,369	\$42,929	4
Waukesha County	\$17,524,210	\$19,812,972	\$20,228,950	2.1%	15.4%	\$46,252	\$50,939	\$51,868	2
Waupaca County	\$1,627,118	\$1,791,305	\$1,860,907	3.9%	14.4%	\$30,988	\$34,190	\$35,501	28
Wausara County	\$600,346	\$681,801	\$708,735	4.0%	18.1%	\$24,440	\$27,767	\$28,933	67
Winnebago County	\$5,269,941	\$5,875,020	\$6,020,956	2.5%	14.3%	\$32,641	\$35,300	\$36,034	25
Wood County	\$2,478,239	\$2,768,261	\$2,817,187	1.8%	13.7%	\$33,052	\$37,095	\$37,659	14
<b>Metropolitan Statistical Areas in Wisconsin</b>									
Appleton, WI (MSA)	\$7,394,828	\$8,174,481	\$8,595,096	2.9%	16.2%	\$34,247	\$36,391	\$38,034	4
Duluth, MN-WI (MSA)	\$8,266,137	\$9,369,499	\$9,719,260	4.8%	17.6%	\$29,876	\$33,527	\$34,746	12
Eau Claire, WI (MSA)	\$4,593,535	\$5,429,526	\$5,695,314	3.9%	24.0%	\$29,672	\$33,877	\$35,287	11
Fond du Lac, WI (MSA)	\$3,197,512	\$3,498,001	\$3,765,312	3.0%	17.8%	\$32,201	\$34,507	\$37,036	8
Green Bay, WI (MSA)	\$9,913,954	\$11,186,465	\$11,549,847	3.0%	16.5%	\$33,403	\$36,715	\$37,610	6
Janesville, WI (MSA)	\$4,565,672	\$4,962,962	\$5,062,600	1.9%	10.9%	\$29,125	\$30,939	\$31,584	13
La Crosse, WI-MN (MSA)	\$4,041,112	\$4,749,388	\$5,051,933	4.9%	25.0%	\$31,194	\$35,690	\$37,731	5
Madison, WI (MSA)	\$21,294,331	\$24,321,212	\$25,263,263	3.3%	18.6%	\$39,591	\$43,043	\$44,337	1
Milwaukee-Waukesha-West Allis, WI (MSA)	\$58,251,488	\$65,009,917	\$66,719,508	3.2%	14.5%	\$38,263	\$41,952	\$42,853	2
Oshkosh-Neenah, WI (MSA)	\$5,269,941	\$5,875,020	\$6,020,956	4.5%	14.3%	\$32,641	\$35,300	\$36,034	10
Racine, WI (MSA)	\$6,532,536	\$7,160,752	\$7,337,208	3.4%	12.3%	\$33,803	\$36,697	\$37,530	7
Sheboygan, WI (MSA)	\$3,944,941	\$4,410,396	\$4,812,650	2.0%	22.0%	\$34,467	\$38,165	\$41,681	3
Wausau, WI (MSA)	\$4,255,420	\$4,759,017	\$4,884,064	2.2%	14.8%	\$32,998	\$35,570	\$36,421	9
<b>Workforce Development Areas in Wisconsin</b>									
Bay Area	\$19,885,506	\$22,393,554	\$23,450,881	-0.8%	15.6%	\$32,350	\$35,995	\$37,581	4
Fox Valley	\$18,682,931	\$20,648,943	\$21,595,168	-1.4%	16.0%	\$32,609	\$35,091	\$36,558	5
Milwaukee	\$31,393,023	\$34,914,228	\$35,893,702	0.5%	16.3%	\$33,664	\$37,038	\$37,838	3
North Central	\$12,816,247	\$14,384,333	\$14,823,812	-0.3%	16.1%	\$31,099	\$34,641	\$35,700	7
Northwest	\$4,726,729	\$5,413,853	\$5,630,141	1.5%	17.2%	\$26,084	\$30,241	\$31,498	11
South Central	\$27,889,339	\$31,625,469	\$32,892,257	-1.0%	19.8%	\$36,829	\$40,003	\$41,322	2
Southeast	\$14,560,235	\$16,061,696	\$16,707,802	-2.0%	13.8%	\$32,129	\$34,712	\$35,966	6
Southwest	\$8,690,197	\$9,604,287	\$9,991,240	-2.0%	13.8%	\$28,915	\$31,330	\$32,557	10
West Central	\$12,973,294	\$14,969,515	\$15,711,347	-0.4%	20.6%	\$29,160	\$32,484	\$33,937	9
Western	\$8,069,190	\$9,483,839	\$10,040,299	1.1%	21.0%	\$28,121	\$32,241	\$33,961	8
WOW	\$26,858,465	\$30,095,689	\$30,825,806	-2.8%	18.4%	\$45,534	\$49,586	\$50,673	1

Source: US Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Accounts, 04/25/2012