



**THE**  
**GREEN**  
**BOOK**

*A book of county facts, 3rd Edition*



22 East Mifflin Street, Suite 900  
Madison, Wisconsin  
[www.forward-analytics.net](http://www.forward-analytics.net)

A publication of Forward Analytics  
*A Division of the Wisconsin Counties Association*

A little more than three years ago the Wisconsin Counties Association (WCA) began work on *The Green Book*, an easy-to-use reference for county officials. Users of the book have provided a lot of positive feedback, much of which we have incorporated into the book both last year and this year.

Along with those additions, WCA is pleased to provide this new county insert which compiles all of your county data into a user-friendly pamphlet. It has all of your data in one spot.

On this page you will find information on three measures of your county board and administration, eight measures of population and demography, eight measures of county finances, and seven measures of your county's economy, development, and infrastructure.

Each table also provides your county's rank among Wisconsin's 72 counties on each measure. A rank of one always indicates the lowest value while a rank of 72 indicates the highest value, regardless of whether a low value is considered better or worse than a high value.

The third column in each table shows the state average for each measure. For the median values, consult *The Green Book*.

The value of each measure is from latest data available as of June 5, 2020. The applicable year is listed with each measure. To provide comparable numbers for counties with varying populations, many measures are converted to per capita figures.

If you would like additional copies, they are available on the Forward Analytics website ([www.forward-analytics.net/the-green-book](http://www.forward-analytics.net/the-green-book)).

## BOARD & ADMINISTRATION

Counties vary in the type of administration and the size of their county boards. Maximum board size is set in state law and depends on county population. Population per district measures the size of each district in constituent terms.

	County	State Avg.
Board Size (2020).....	25	22
Pop. Per District (thousands, 2019) .....	2.9	3.7
Administration Type (2020).....	Exec.	

## POPULATION

Eight demographic measures provide insights on county growth and demography. Net in-commuting represents the net number of workers commuting into the county as a share of the county workforce. Ranks are low values (1) to high values (72).

	County	Rank	State Avg.
Population (2019) .....	71,680	50	81,159
Five-Year % Change .....	1.13	44	1.93
% of Population (2018).....			
5 to 19.....	18.9	47	18.9
25 to 64.....	47.7	7	51.6
65 or Older.....	16.7	17	17.0
Veterans % of Adult Pop. (2018) .....	8.2	20	8.2
Assoc. Degree or More (2018) .....	42.9	66	40.2
% Net In-Commuting (2015).....	0.8	52	-1.5

## FINANCES

Major county revenues and three spending measures are shown below on a per capita basis. The property tax rate is the property tax levy divided by equalized property value. Ranks are low amounts (1) to high amounts (72).

<i>All per capita except tax rate</i>	County	Rank	State Avg.
Spending (2018)			
Total.....	\$957	24	\$955
Highways .....	140	42	86
Health & Human Services.....	282	16	320
State Aids (2018).....	216	19	234
Property Tax Levy (2019/20) .....	435	28	390
Property Tax Rate (2019/20) .....	5.17	35	4.09
County Sales Taxes (2019) .....	97	59	76
General Obligation Debt (2018).....	117	7	445

## ECONOMY/DEVELOPMENT

Four measures of economic health and three measures of development and infrastructure are show below. Ranks are low values (1) to high values (72). For some measures, a low rank is good, while for others a high rank is preferred.

	County	Rank	State Avg.
Per Capita Personal Income (2018) .....	\$45,886	31	\$51,592
5-Year Employment Growth (2019) .....	3.4	37	4.6
Unemployment Rate (2019) .....	3.1	29	3.3
Poverty Rate (2018) .....	11.3	42	11.1
Per Capita Prop. Values (2019).....	88.6	38	99.4
Net New Construction (2019) .....	2.04	67	1.60
County Highway Miles (2019).....	868	67	546