



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

*A book of county facts, 4th Edition*



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A publication of Forward Analytics  
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The fourth edition of *The Green Book* provides, for all 72 counties, the most recent information on a variety of organizational, demographic, financial, and economic measures. Most of the data is for either 2019 or 2020. The book displays the data measure by measure for all counties, which is useful for quick comparisons between counties.

Beginning in 2020, a county insert was added to present all of your county's data in an easy-to-use form. 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, for each measure, your county's rank among Wisconsin's 72 counties. 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 9, 2021. 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 of this pamphlet or one for another county, 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 (2021).....	30	22
Pop. Per District (thousands, 2020) .....	2.8	3.7
Administration Type (2021).....	Admin.	

## 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 (2020) .....	84,692	53	81,314
Five-Year % Change .....	0.52	36	1.76
% of Population (2019) .....			
5 to 19.....	19.0	52	18.7
25 to 64.....	52.5	58	51.4
65 or Older.....	17.7	20	17.5
Veterans % of Adult Pop. (2019) .....	7.3	9	7.9
Assoc. Degree or More (2019) .....	37.5	51	41.0
% Net In-Commuting (2015).....	-22.7	14	-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).

All per capita except tax rate	County	Rank	State Avg.
Spending (2019)			
Total .....	\$826	9	\$1,011
Highways .....	106	20	91
Health & Human Services.....	332	33	327
State Aids (2019) .....	196	12	240
Property Tax Levy (2020/21) .....	367	12	398
Property Tax Rate (2020/21) .....	3.99	19	3.97
County Sales Taxes (2020) .....	82	30	81
General Obligation Debt (2019).....	161	13	447

## ECONOMY/DEVELOPMENT

Four measures of economic health and three measures of development and infrastructure are shown 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 (2019) .....	\$47,152	33	\$53,227
5-Year Employment Growth (2020) .....	-2.3	44	-2.3
Unemployment Rate (2020) .....	5.4	13	6.3
Poverty Rate (2019) .....	7.1	8	10.4
Per Capita Prop. Values (Thous., 2020) ..	96.5	42	104.7
Net New Construction (2020) .....	1.80	61	1.6
County Highway Miles (2019).....	510	33	546