

## Introduction

Located in the Midwest, Wisconsin has several ports along Lake Michigan on its eastern coast which accommodate shipping to and from the Atlantic Ocean. Since 40% of Wisconsin's land is densely forested, the state's greatest natural resource has always been its supply of lumber. Today Green Bay has one of the largest industrial complexes for pulp and paper products in the nation. Milwaukee, famous for its brewing and meatpacking industries, is also a home to manufacturers of vehicles, metal products, medical instruments, farm implements, and lumber. Wisconsin also has an active agricultural sector that leads the nation in production of crops such as oats, cranberries, and cabbage. The largest crop, however, is corn, which is primarily used as feed for cattle.



**Abbreviation:** WI

**Capital:** Madison

**Nick Name:** Badger State

**Time Zone-Standard:** GMT -5

**Time Zone-Daylight Saving:** GMT -4

**Sales Tax Rate:** 5.00%

**Motto:** Forward

**Web Site:** <http://www.wisconsin.gov>

## Government

**Governor:** Tony Evers (D)

**Senator:** Ronald Johnson (R)

**Senator:** Tammy Baldwin (D)

**Entered Union:** May 29, 1848

## Statistics

Total GDP (Billions):	\$302,076.00 (2015)
Per Capita Real GDP:	\$46,893 (2015)
Population:	5,778,708 (2016)
% of People under Poverty Level:	12.10%
Per Capita Personal Income:	\$47,275
Unemployment Rate:	4.10% (2016)
% of Population with a Bachelor's Degree:	28.40%
Total Exports:	\$23,428,059,266.00 (2014)

## Top 5 Export Partner Countries

Country	Exports
Canada	\$7,496,974,318
Mexico	\$2,516,067,745
China	\$1,655,692,067
Japan	\$938,376,006
Germany	\$701,795,699

## Top 5 Export Merchandise

Segment	Exports
Machinery Manufactures	\$6,354,095,818
Computers & Electronic Prod.	\$2,910,063,563
Transportation Equipment	\$2,170,242,205
Processed Foods	\$1,946,133,684
Chemical Manufactures	\$1,659,415,612

## Major Cities

City	Population
Milwaukee	600,155
Madison	248,951
Green Bay	105,207

## Main Airports

Code	Name	City
ATW	Appleton International Airport	Appleton
CWA	Central Wisconsin Airport	Mosinee
GRB	Green Bay-Austin Straubel International Airport	Green Bay
MKE	General Mitchell International Airport	Milwaukee
MSN	Dane County Regional Airport	Madison

## Main Ports

Ashland Harbor, Port of Green Bay, Port of Milwaukee

## Corporations

Company	Fortune 1000 Rank	Revenue	City
Northwestern Mutual	97	\$28,799,000,000	Milwaukee
ManpowerGroup	146	\$19,654,000,000	Milwaukee
Kohl's	150	\$18,686,000,000	Menomonee Falls
American Family Insurance Group	315	\$8,829,000,000	Madison
WEC Energy Group	368	\$7,472,000,000	Milwaukee
Oshkosh	425	\$6,279,000,000	Oshkosh
Harley-Davidson	435	\$5,997,000,000	Milwaukee
Rockwell Automation	442	\$5,880,000,000	Milwaukee
Fiserv	471	\$5,505,000,000	Brookfield
Quad/Graphics	560	\$4,330,000,000	Sussex

**Corporate Marginal Income Tax Rate:** 7.90% > \$0  
**Individual Income Tax Rate:** 4.00% > \$0 || 5.84% > \$11,230 || 6.27% > \$22,470 || 7.65% > \$247,350

## U.S. Commercial Service

**Web page:** <http://export.gov/wisconsin/>