

# *Wisconsin Sustainability Report* *2018*



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This is the ninth annual State of Wisconsin Sustainability Report, though the first with an introduction from me.

For the last 9 years Tom Eggert has championed his students at UW Madison to write an annual report that is a snapshot of Wisconsin's successes, challenges and opportunities. In the spirit of progress, this report is crafted to bring awareness to how Wisconsin measures up across the triple bottom line, that is, economically, ecologically and socially.

By highlighting the strengths and opportunities that exist in our state, we can build a constructive dialog about where we need to improve and prioritize not only our goals, but also our resources.

The world around us is continuously changing, now more quickly than ever. 2018 was a year of transition for the Wisconsin Sustainable Business Council and yet we are ever committed to engaging Wisconsin businesses in a collaborative and effective dialog about how we collectively improve our positive impacts on our natural environment, our workers and our communities building a vibrant and equitable economy for all who live here!

A big Thank You to Megan Root, Sila Temizel Sekeryan, Jo Annin and Cordell Murphy who put this report together. I hope you agree that they did an amazing job. If you want to engage in the dialogue around business sustainability in Wisconsin we invite you to check out our website for ways to get involved: [www.wisconsustainability.com](http://www.wisconsustainability.com). And thank YOU for your interest in this report!

Jessy Servi Ortiz  
Managing Director  
Wisconsin Sustainable Business Council



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# ECONOMIC QUICK FACTS

Unemployment rate was **3%**, under the national rate of **3.9%**.

Average weekly wages increased **4.96%**, the **7<sup>th</sup>** largest increase in the country.

State growth in exports ranked **38<sup>th</sup>** with just a **1.8% increase** from 2017.

State growth in jobs ranked **42<sup>nd</sup>** with just a **1.26% increase** from 2017.



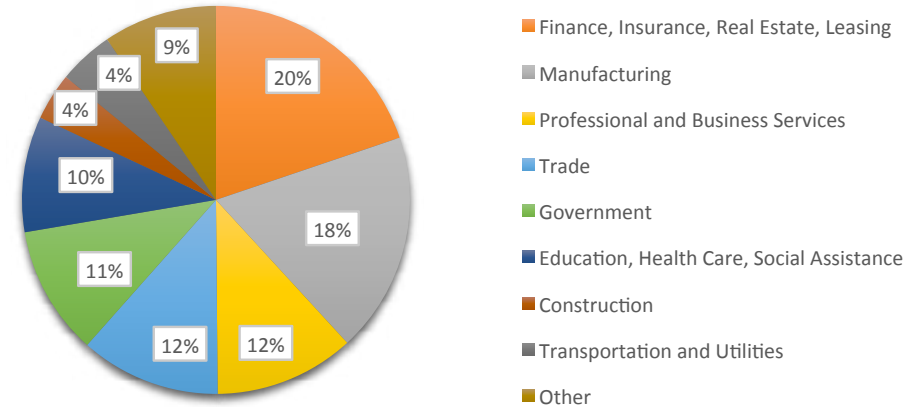
# ECONOMIC INDICATORS

The Wisconsin GDP was at **\$321 billion**; up from \$312 billion last year.

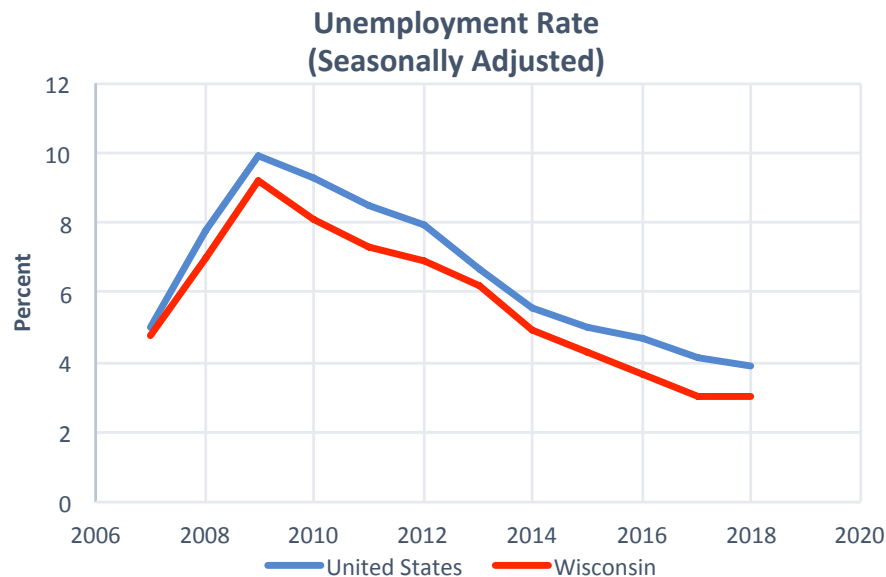
This ranked **20th** in the nation, and **3rd lowest** in the Midwest.

## Gross Domestic Product (GDP)

Contribution to WI GDP by Sector



## Unemployment Rate



Wisconsin's 2018 unemployment rate remained under **3.2%** every month, including a record low of **2.9%** in January 2018.

This ranked **#11** in the nation, and **#3** in the Midwest.

The unemployment rate was at **2.6%** among white people in the state, **5.4%** among Hispanics, and **9.3%** among African Americans.

# SECTOR BREAKDOWN

## Agriculture:

Wisconsin is America's Dairyland, and ranks **1st in the nation** for cheese production. We also rank **1st** for green bean, cranberry, ginseng, and dry whey protein production.

Wisconsin has **8,000** dairy farms, more than any other state, and **1.28 million** cows.

Wisconsin lost **638** dairy farms. That's more than a **7%** decline and the biggest drop since **2004**.



## Manufacturing:

Wisconsin added **15,700** manufacturing jobs in 2018.

This ranked **2nd nationally**, and **1st in the Midwest**.

# BUSINESS GROWTH

## Technology:

Wisconsin ranked **7th nationally** in percentage growth of tech workers. **2nd in the Midwest.**

In the southeast region of Wisconsin, technology has been credited with employing **75,900** workers .

Madison is the **3rd** fastest growing market for tech talent in North America.



## Business Development:

A Forbes study ranked Wisconsin #**32** overall for business, making it **2nd worst** in the Midwest.

## Small Business:

**99.4%** of Wisconsin businesses are small businesses, and **49.7%** of people in the state work for a small business.

## Entrepreneurship:

Wisconsin ranked **40th** overall in a study of the "Best and Worst States to Start a Business."





# EXPORTS AND THE CLEAN ENERGY SECTOR

## Export Value:

Exports grew to **\$22.7 billion**, up from \$22.3 billion.

**25.3%** of state exports were industrial machinery.

The largest export growth was in pharmaceuticals, up **21%**.



## Clean Energy:

More than **76,000** jobs in the state are linked to clean energy, and **1,786** jobs in the industry were added.

Clean energy jobs grew by **2.4%**, however every other mid-western state saw greater job growth in the sector.



# ENVIRONMENT QUICK FACTS

Particulate levels in the air decreased to the lowest levels ever measured in Wisconsin.

The percent of electricity generated by burning coal decreased **5.6%**, but it was natural gas, not renewables, that replaced coal.

Compared to 2017, alternative fueled vehicle sales decreased by **1.61%** in Wisconsin.

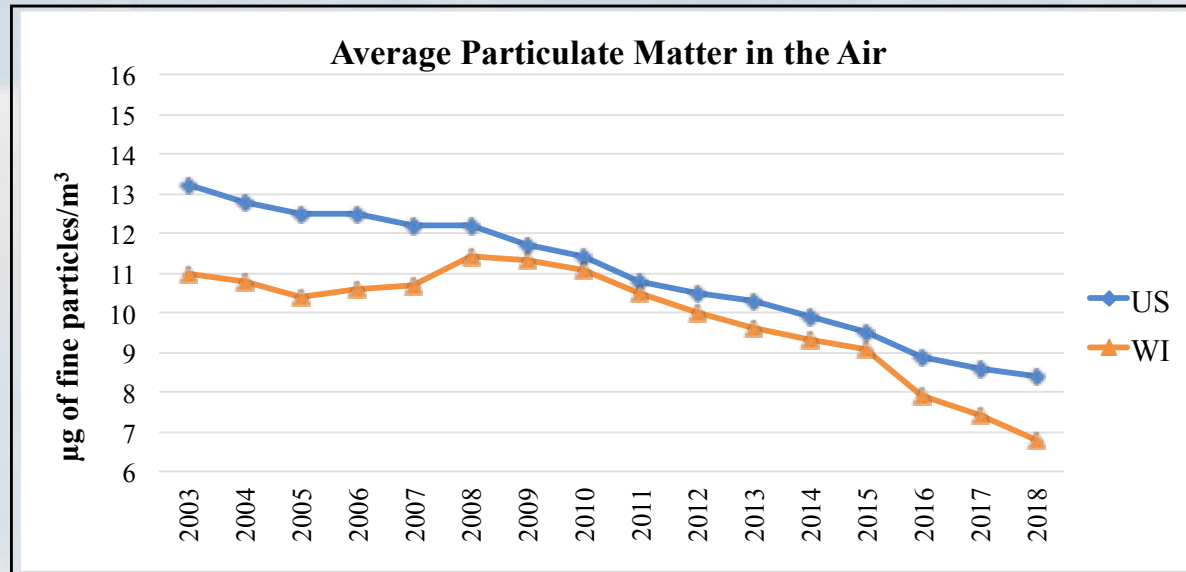
Southwestern Wisconsin had their wettest year on record with **50+ inches** of precipitation.

# AIR POLLUTION

Particulate levels continued to decrease in Wisconsin to the **lowest** levels ever recorded.

However, Wisconsin is only **12th** in the nation for particulate levels.

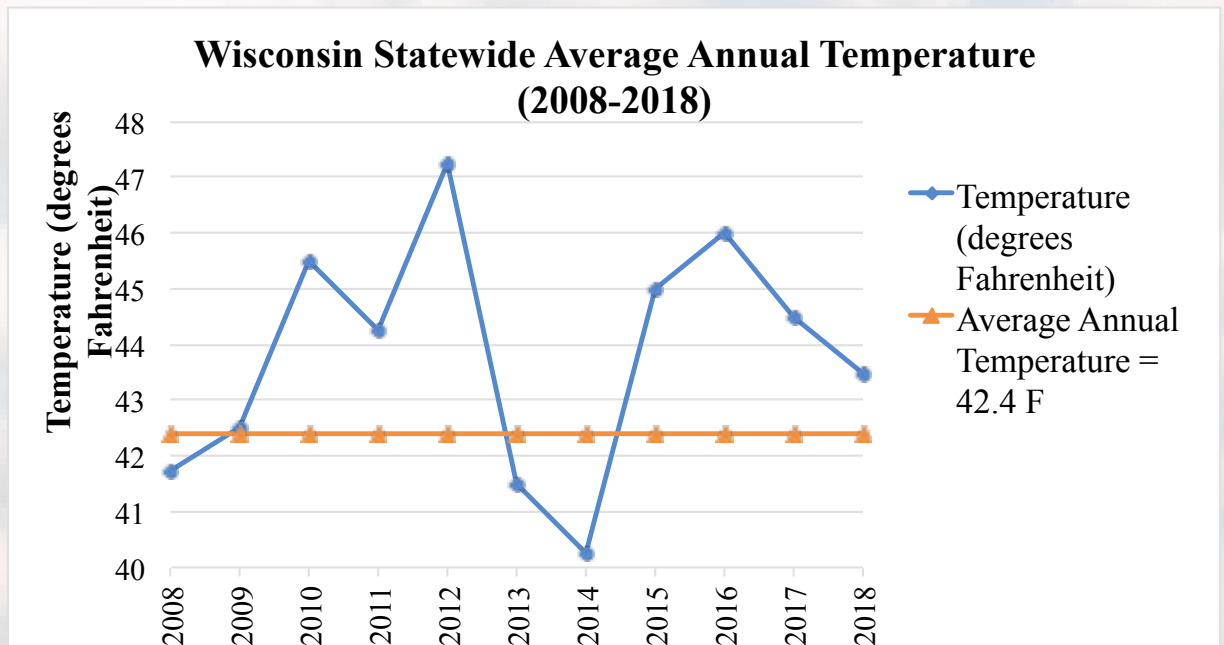
**Eau Claire-Menomonie and La Crosse** have the cleanest air in Wisconsin.



# CLIMATE

**2018** was the **7th** hottest year on record.

**8** of the hottest years on record occurred over the last **10 years**.



# ENERGY BREAKDOWN

## Energy Prices:

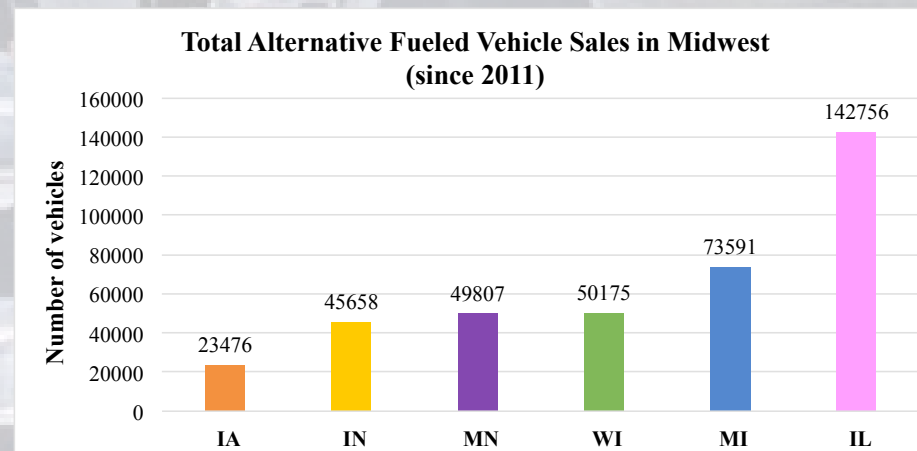
Wisconsin has the **2nd highest** residential energy prices in the Midwest for the **2nd year** in a row.

Residential energy prices **increased** from 14.35 cents/kWh (in 2017) to 14.44 cents/kWh (in 2018).

## Energy Trends:

The proportion of coal electricity generation fell **5.6%** since 2017, replaced largely by natural gas.

## Alternative Fueled Vehicles (AFV)

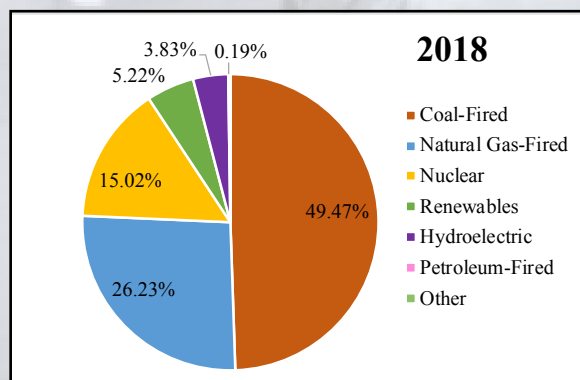
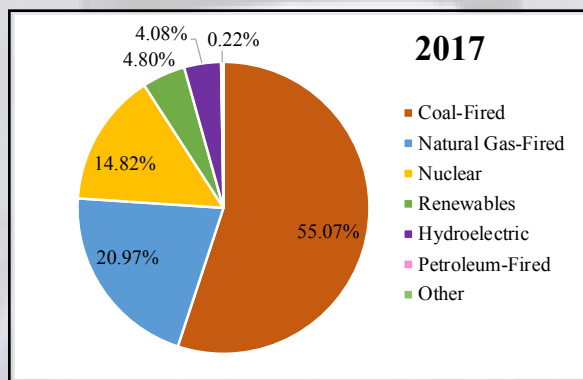


Compared to 2017, AFV sales decreased **1.61%** in Wisconsin.

**1,168** BEVs (battery electric vehicles run exclusively on electric fuel), **788** PHEVs (plug-in hybrid electric vehicles) and **4,768** HEVs (hybrid electric vehicles) were sold in Wisconsin in 2018.

Wisconsin ranked **22nd** in AFV sales in 2018, down from **21st** in 2017.

Wisconsin has **283** electric car charging stations.





# WATER

## Water Quality and Quantity:

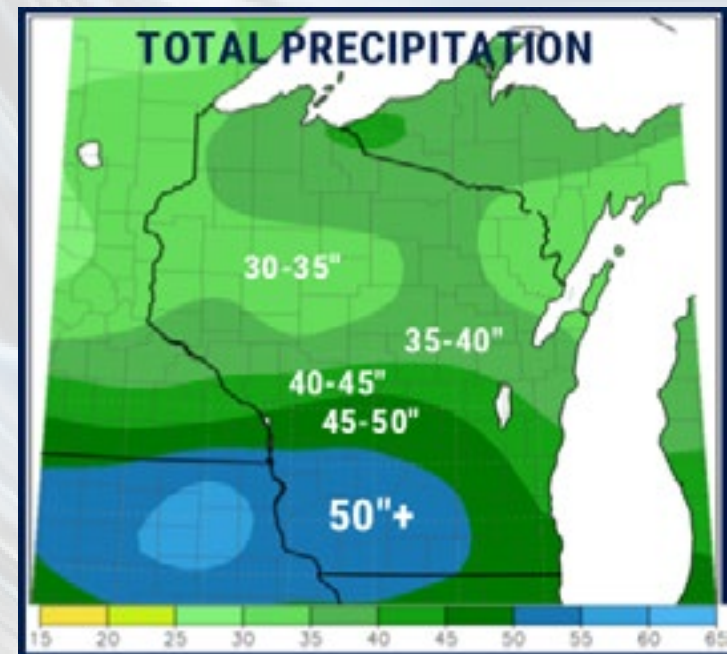
**42%** of southwest Wisconsin wells exceeded federal health standards for bacteria.

**70%** of wells located in La Crosse, Juneau and Wood counties exceeded the federal health standards for nitrates.



## Precipitation:

Cities in southwestern Wisconsin experienced their wettest year on record, with many receiving over **50 inches** of precipitation.



## Impaired Water Bodies:

**1,533** were identified as impaired, which is an increase of **205** from previous years.

# RENEWABLE ENERGY

## Wind Energy Facts:

Wind energy generation in Wisconsin increased by **318,000 MWh**.

Wisconsin generates **2.9%** of its total energy from wind.

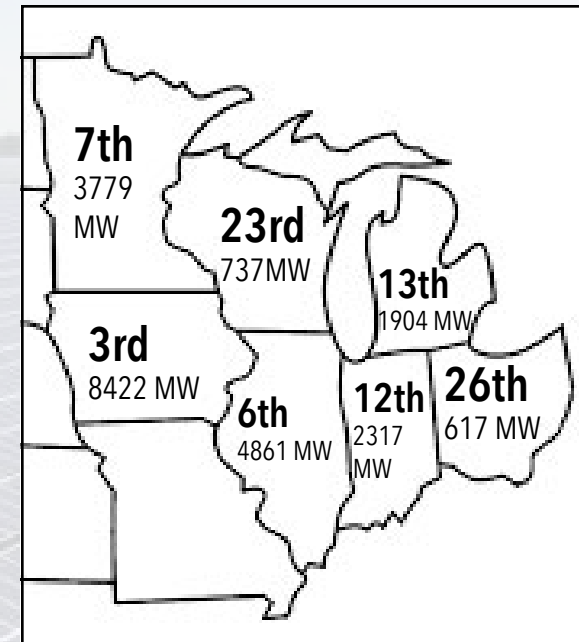
In contrast, Iowa generates **33.78%** of its total energy from wind.



Megawatts (MW) refer to capacity, which is the maximum output of electricity that can be produced under ideal conditions.

Megawatt-Hours (MWh) refer to generation, which is the amount of electricity that is produced over a specific period of time.

## Installed Wind Capacity Ranking and Installed Capacity (MW)



## Solar Energy Facts:

Solar energy generation in Wisconsin increased by **26,000 MWh**.

Solar installation capacity increased by **180%**.

Wisconsin is **40th** (down from 34th in 2017) in the nation in solar energy generation.

# SOCIAL QUICK FACTS

Wisconsin had record voting turnout for a non-presidential election with a 61.1% turnout of the voting-age population

Graduation rates for high school students continue to rise, with 89.6% of students graduating in 4 years.

WI has the 2<sup>nd</sup> **highest** black-white incarceration disparity in the nation.

Wisconsin is ranked the **worst in the nation** for binge drinking.



# VOTER TURNOUT

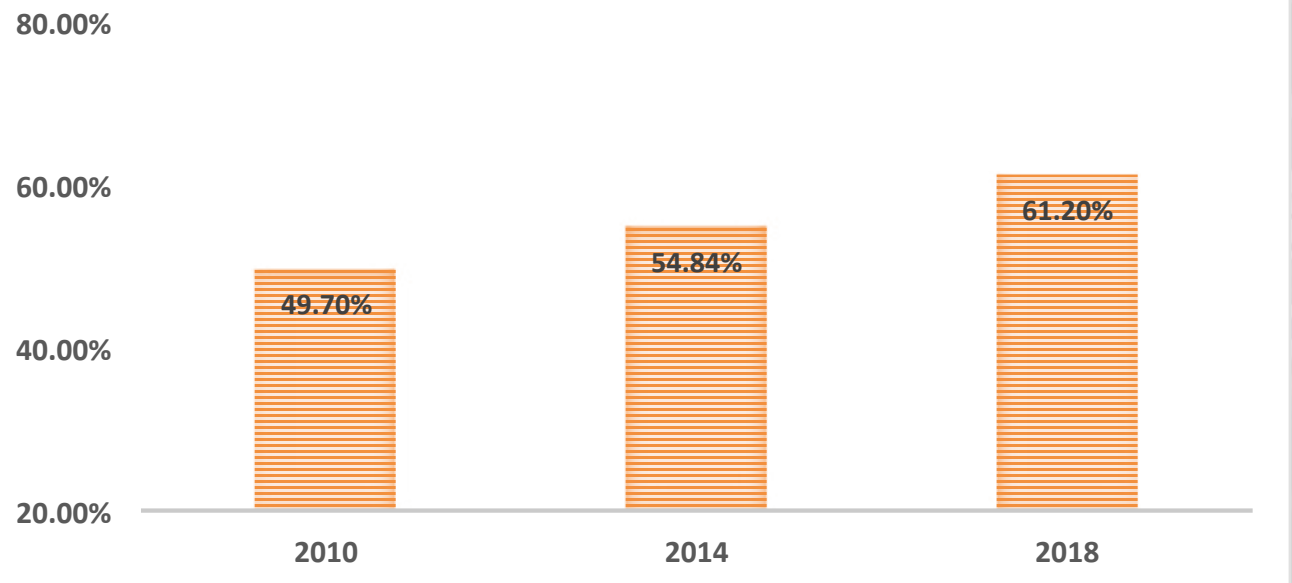


Voter turnout for midterm elections increased **11%** from 2014 to 2018.

This was a **record voter turnout** for a midterm election in Wisconsin.

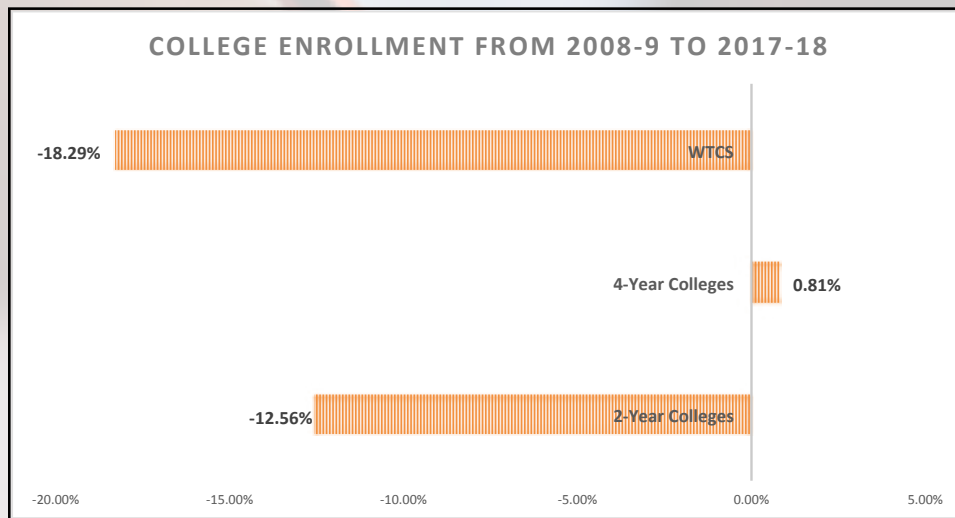
Wisconsin had the **5th highest** voter turnout in the country with a **61.1% turnout** of the voting-age population.

MIDTERM VOTER TURNOUT 2010-2018



# EDUCATION

## Declining Enrollment in 2-Year and Technical Colleges



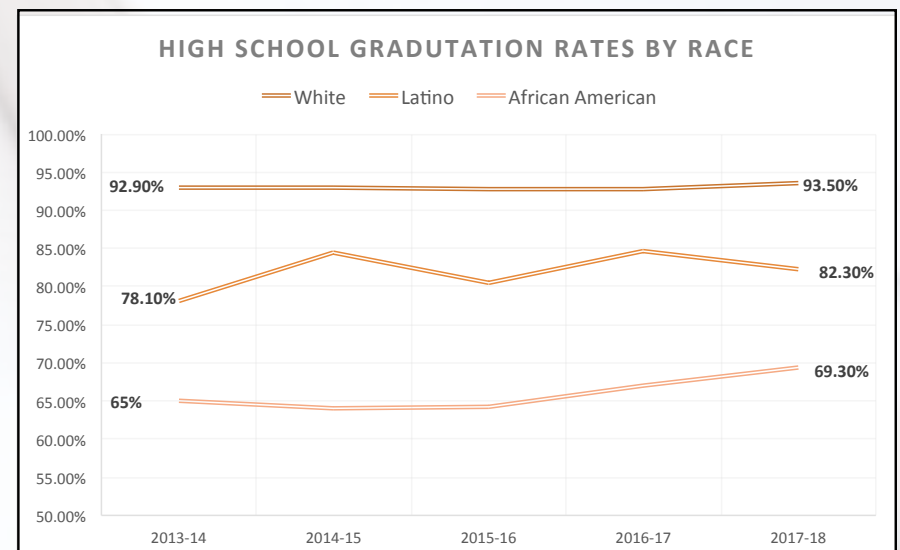
## Teacher Salaries:

Wisconsin teachers' salaries are now ranked **33rd** in the nation for the 2017-2018 school year. This is a **20** place drop in national ranking from 2010-11.

## 4-Year High School Graduation Rates

Graduation rates for all students continue to increase, with **89.6%** of high school students graduating in 4 years.

However, the graduation rate for white students was **24.2% higher** than African American students and **11.2% higher** than Latino students.



# INEQUALITY

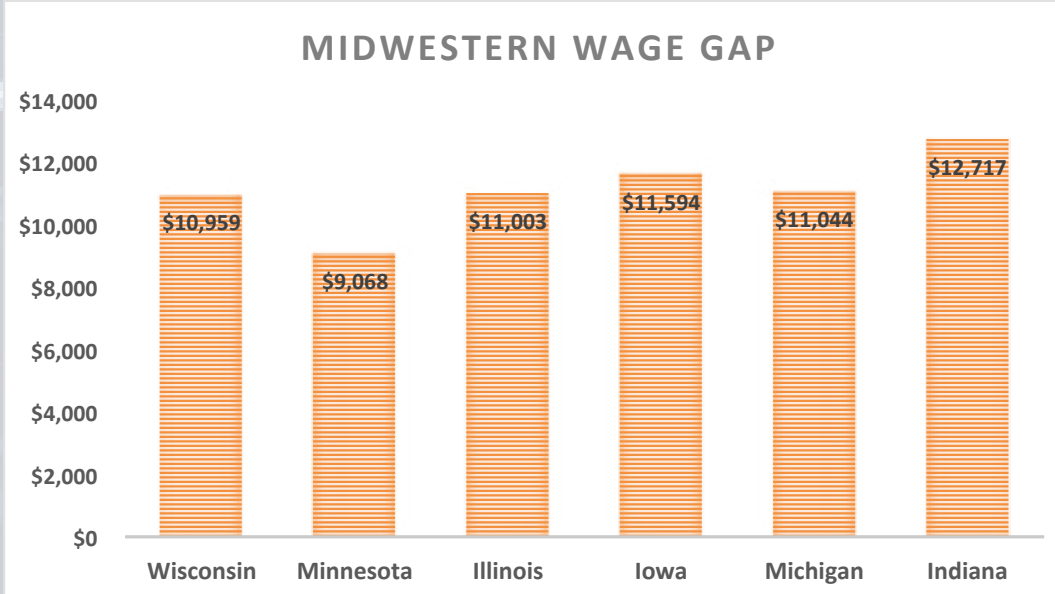
## Wage Gap:

A woman makes substantially less than a white man in Wisconsin.

A white woman makes **\$10,972** less.

A Latina woman makes **\$24,123** less.

An African American woman makes **\$19,896** less.



## Racial Inequality in Incarceration:

African Americans make up **43%** of the population of Wisconsin prisons, while only making up **6.6%** of the total Wisconsin population.

WI has the **2nd highest** black-white incarceration disparity in the nation.



## Rural Access to Internet, Broadband, and Cell Service:

Wisconsin ranked **41st** in the nation for access to Internet and **36th** for mobile phone speed.



## HEALTH:

**Health Care:** Wisconsin ranks **47th** in the nation for health care costs.

### Whooping Cough:

Wisconsin ranked **2nd** in the nation for prevalence of whooping cough cases in 2018.

Whooping cough cases are almost **5** times more common in the Wisconsin than the national average.



### Binge Drinking:

Wisconsin is ranked the **worst** in the nation for binge drinking, with **24.2%** of the people reporting having **4-5 or more** drinks on one occasion in the last month.

### Drunk Driving:

Alcohol was a factor in **36%** of state driving deaths.

Wisconsin has the **4th** highest percentage of drivers with a DUI history in the nation.

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