

WISCONSIN

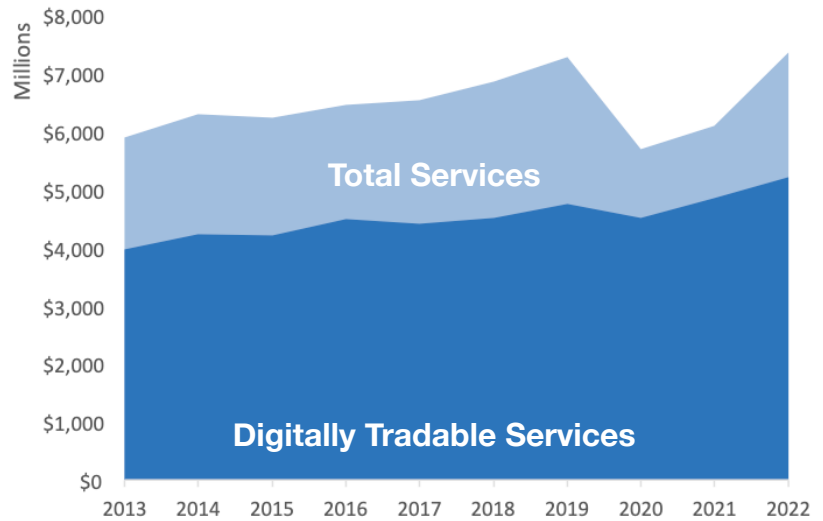
U.S. Services Supply the World

Wisconsin has seen a rise in services exports, boosting economic growth and jobs. Services exports have fully recovered from Covid-related declines. In 2022, the U.S. services trade surplus was \$232 billion.

U.S. services industries are the most competitive and innovative in the world. They provide new economic opportunities and contribute to the successful production of manufacturing and agriculture in the United States and abroad.

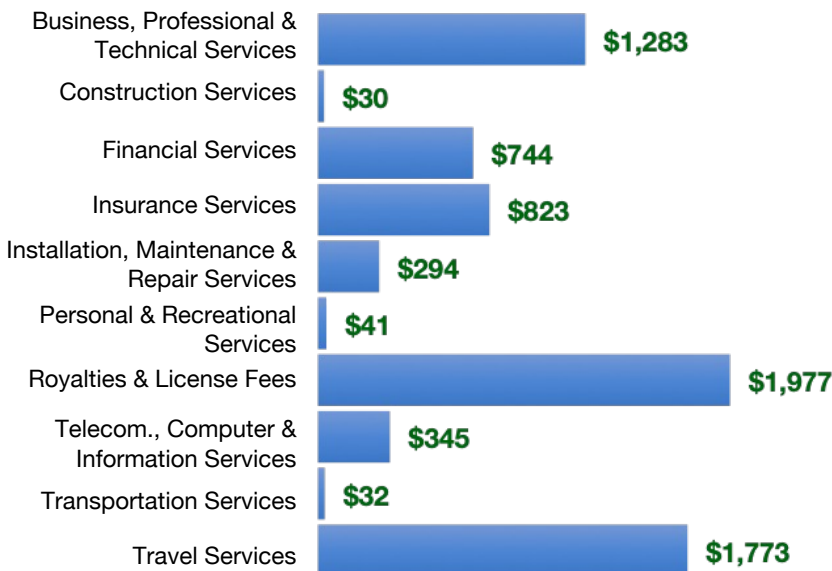
Type	2013	2019	2020	2022
Total Services	\$5.9B	\$7.3B	\$5.7B	\$7.3B
Digitally Tradable	\$4.0B	\$4.7B	\$4.5B	\$5.2B

Wisconsin Services Exports



Wisconsin Services Exports Support **41,670** Jobs, Including **21,670** from Digitally Tradable Services

WI Services Exports by Sector, 2022 (\$ millions)



WI Services Exports to Select Markets, 2022

- To China:** \$404 million in services exports supporting 2,730 jobs
- To Canada:** \$570 million in services exports supporting 3,530 jobs
- To Mexico:** \$370 million in services exports supporting 2,840 jobs

WI Digital Services Exports to Select Markets, 2022

- To EU:** \$1.5 billion in services exports supporting 5,920 jobs
- To UK:** \$503 million in services exports supporting 2,210 jobs
- To Africa:** \$49 million in services exports supporting 250 jobs
- To IPEF*:** \$988 million in services exports supporting 4,220 jobs

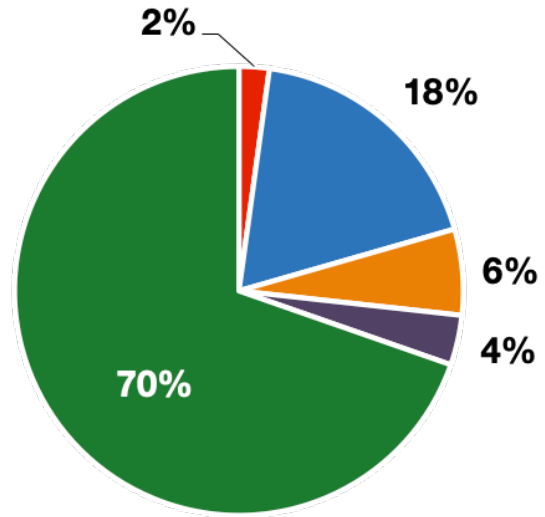
* Sources: National data from the U.S. Bureau of Economic Analysis, state export and jobs data from Trade Partnership Worldwide. "IPEF" includes the participants as of launch on July 1, 2024.
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Services Fuel U.S. Jobs and Growth

Services fuel America’s economic growth and jobs, generating more than 77 percent of employment in the United States and 68 percent of GDP. Services are a major component of the manufacturing and agricultural sectors, and they boost the competitiveness of those sectors.

In Wisconsin, services accounted for 70 percent of all jobs in 2022. The top services sector for employment was educational services, and health care and social assistance, which alone employed 705,800 Wisconsin workers.



Wisconsin Services Industries Employ 2.1 Million Workers

Wisconsin Jobs by Sector and Services Subsector, 2022

Agriculture, Forestry, & Mining	66,200
Construction	187,800
Manufacturing	558,100
Public Administration	109,200
Total Services	2.1 Million
<i>Wholesale Trade</i>	73,800
<i>Retail Trade</i>	331,500
<i>Transportation, Warehousing, & Utilities</i>	149,700
<i>Information</i>	44,200
<i>Finance, Insurance, & Real Estate</i>	184,400
<i>Professional, Scientific, & Management</i>	278,100
<i>Education, Health Care, & Social Assistance</i>	705,800
<i>Arts, Entertainment, Accommodation, & Food</i>	221,800
<i>Other Services</i>	126,400