

WISCONSIN'S 4TH DISTRICT

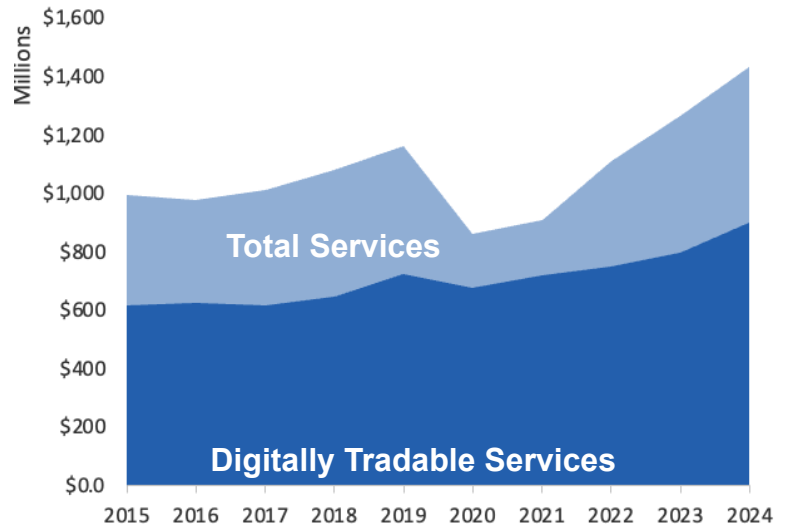
U.S. Services Supply the World

WI-4 has seen a rise in services exports, boosting state economic growth and jobs. In 2024, U.S. services exports neared \$1.2 trillion and the U.S. services trade surplus was \$293 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	2015	2019	2020	2024
Total Services	\$994M	\$1.2B	\$863M	\$1.4B
Digitally Tradable	\$616M	\$726M	\$677M	\$900M

WI-4 Services Exports



WI-4 Services Exports Support **9,250** Jobs, Including **3,880** from Digitally Tradable Services

WI-4 Services Exports by Sector, 2024 (\$ millions)



WI-4 Services Exports to Select Markets, 2024

- To China:** \$79 million in services exports supporting **680 jobs**
- To Canada:** \$133 million in services exports supporting **910 jobs**
- To Mexico:** \$80 million in services exports supporting **580 jobs**

WI-4 Digital Services Exports to Select Markets, 2024

- To EU:** \$234 million in services exports supporting **930 jobs**
- To UK:** \$104 million in services exports supporting **470 jobs**
- To Africa:** \$8.1 million in services exports supporting **40 jobs**

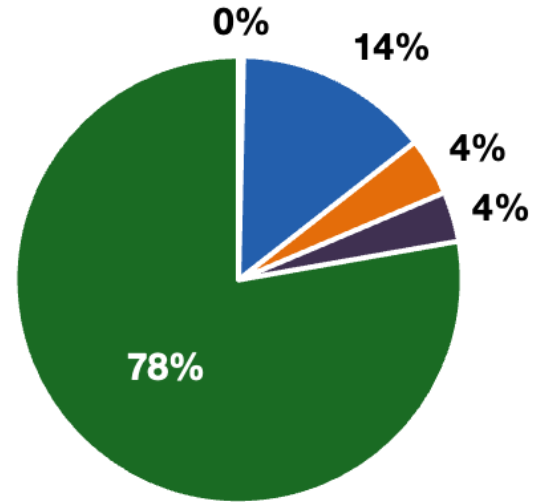
*Sources: National data from the U.S. Bureau of Economic Analysis, district export and jobs data from Trade Partnership Worldwide. Copyright 2026. The Coalition of Services Industries. All rights reserved.

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Services Fuel U.S. Jobs and Growth

Services fuel America's economic growth and jobs, generating more than 79 percent of employment in the United States and 75 percent of GDP. Services are a major component of the manufacturing and agricultural sectors, and they boost the competitiveness of those sectors.

In WI-4, services accounted 78% percent of all jobs in 2024. The top services sector for employment was education services, health care and social assistance, which alone employed 97,000 WI-4 workers.



■ Services
 ■ Agriculture
 ■ Manufacturing
 ■ Construction
 ■ Public Administration

WI-4 Services Industries Employ 276,000 Workers

WI-4 Jobs by Sector and Services Subsector, 2024

Agriculture, Forestry, & Mining	1,240
Construction	14,800
Manufacturing	50,100
Public Administration	12,800
Total Services	276,000
<i>Wholesale Trade</i>	6,280
<i>Retail Trade</i>	36,500
<i>Transportation, Warehousing, & Utilities</i>	17,000
<i>Information</i>	3,680
<i>Finance, Insurance, & Real Estate</i>	21,800
<i>Professional, Scientific, & Management</i>	41,500
<i>Education, Health Care, & Social Assistance</i>	97,000
<i>Arts, Entertainment, Accommodation, & Food</i>	37,000
<i>Other Services</i>	15,700