

## Madison, WI

Advanced industries employ

**37,880**

full-time workers. (2013)

These direct jobs supports an additional

**30,300**

indirect jobs in other industries in  
the region.

Advanced industries produce

**\$6.5**

billion dollars in output in the region.  
(2013, 2005 Chained)

Advanced industries pay, on average

**\$76,310**

dollars per year (2013).

Advanced industries directly  
account for

**9.8%**

of all jobs in the region.

This employment share is

**#26**

among all large metros.

This accounts for

**17.1%**

of all output in the region (2013).

This compares to average pay of

**\$45,960**

for all industries (2013).

Advanced industry annual average growth, 2010-2013

**JOBS**

4.2%

2.7%

Madison, WI

U.S.

**OUTPUT**

5.4%

3.8%

Madison, WI

U.S.

### What are Advanced Industries?

The Metropolitan Policy Program at Brookings defines advanced industries as those that: 1) Spend at least \$450 per worker per year on R&D and 2) employ at least 20 percent of their workforce in STEM-intensive occupations. The definition identifies 50 4-digit NAICS industries across the manufacturing, energy, and services sectors that together constitute the advanced industries super-sector.

### Why do Advanced Industries Matter?

Advanced industries encompass the nation's "tech" sector at its broadest and most consequential. They represent a sizable economic anchor for the U.S. economy and have led the post-recession employment recovery. Their competitiveness and growth are prerequisites for any future broadly shared prosperity. As such, the sector encompasses the country's best shot at supporting innovative, inclusive, and sustainable growth. Advanced industries are present in nearly every U.S. region, but the sector's geography is uneven.

### For More Information

#### VIEW THE FULL REPORT

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#### DATA NOTES

All figures reflect Brookings analysis of data from Moody's Analytics.

# Madison, WI

## Twenty-Five Largest Advanced Industries (2013)

There are 12 advanced industries in Madison, WI with LQs over 1.5. LQs over 1.5 indicate specialization †

Industry 4-Digit NAICS Code	Industry Title	Industry Employment (2013)	Industry Location Quotient (LQ) † 2013	Industry Share of Total Advanced Industries Employment (2013)	Industry Employment Annual Growth 2010-2013	Industry Share of Total Advanced Industries Output (2013)	Industry Output Annual Growth 2010-2013
5112	Software Products	7,360	9.03	19.4%	18.1%	24.3%	21.6%
5413	Architecture & Engineering	4,060	1.10	10.7%	-2.8%	6.0%	-4.3%
5415	Computer Systems Design	3,710	0.80	9.8%	5.9%	7.8%	8.3%
5417	R&D Services	2,280	1.32	6.0%	3.4%	7.1%	5.5%
3254	Pharmaceuticals	2,030	2.69	5.4%	2.1%	8.9%	-2.8%
5416	Management Consulting	2,030	0.63	5.4%	8.1%	3.4%	7.7%
3345	Precision Instruments	1,800	1.68	4.7%	-4.0%	3.6%	-6.6%
2211	Power Generation & Supply	1,410	1.31	3.7%	-0.3%	10.4%	2.5%
3339	General Purpose Machinery	1,400	2.00	3.7%	4.5%	2.6%	7.9%
5182	Data Processing & Hosting	1,020	1.39	2.7%	-10.2%	2.1%	-13.5%
3391	Medical Equipment & Supplies	1,010	1.21	2.7%	1.3%	1.5%	-1.4%
3353	Electrical Equipment	760	1.93	2.0%	-0.2%	2.0%	-1.7%
3352	Household Appliances	700	4.41	1.8%	-2.1%	1.3%	-5.5%
3315	Foundries	690	2.01	1.8%	3.7%	0.8%	14.1%
3332	Industrial Machinery	630	2.16	1.7%	5.1%	1.3%	6.3%
5179	Other telecommunications	490	2.12	1.3%	1.4%	1.7%	-3.6%
3331	Agri., Constr., Mining Machinery	490	0.72	1.3%	3.8%	1.0%	5.5%
3363	Motor Vehicle Parts	490	0.35	1.3%	14.4%	1.3%	25.7%
3333	Commercial & Service Machinery	470	1.99	1.3%	5.5%	0.9%	7.6%
3399	Misc. Manufacturing	460	0.62	1.2%	3.6%	0.5%	3.1%
3362	Motor Vehicle Body & Trailers	460	1.24	1.2%	13.4%	0.9%	29.0%
3253	Pesticides & Fertilizers	440	4.32	1.2%	3.7%	1.0%	-6.2%
3336	Engine & Power Equipment	410	1.47	1.1%	5.1%	0.8%	9.1%
6215	Medical and Diagnostic Laboratories	410	0.61	1.1%	-7.0%	0.6%	-5.5%
3361	Motor Vehicles	390	0.76	1.0%	13.2%	1.2%	32.5%
Advanced industries manufacturing		14,850	1.00	39.2%	2.6%	35.6%	1.4%
Advanced industries energy		1,410	0.81	3.7%	-0.3%	10.4%	2.5%
Advanced industries services		21,630	1.28	57.1%	5.7%	53.9%	9.1%
<b>ADVANCED INDUSTRIES TOTAL</b>		<b>37,880</b>	<b>1.13</b>	<b>100.0%</b>	<b>4.2%</b>	<b>100.0%</b>	<b>5.4%</b>

† Location quotients are a measure of specialization for an industry using employment. A LQ of over 1 indicates that an industry employs more workers, as a share of total employment, than the nation as a whole.