

Madison, WI

Advanced industries employ

44,143

full-time workers. (2015)

These direct jobs supports an additional

35,310

indirect jobs in other industries in the region.

Advanced industries produce

\$7.3

billion dollars in output in the region.
(2015, 2009 Chained)

Advanced industries pay, on average

\$77,045

dollars per year (2015).

Advanced industries directly account for

11.0%

of all jobs in the region.

This employment share is

#16

among all large metros.

This accounts for

18.8%

of all output in the region (2015).

This compares to average pay of

\$48,695

for all industries (2015).

Advanced industry annual average growth, 2013-2015

OUTPUT

JOB

8.06%
RANK:
#5

2.70%

6.04%
RANK:
#11

2.46%

Madison, WI

U.S.

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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

www.brookings.edu/advancedindustries

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DATA NOTES

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

Madison, WI

Twenty-Five Largest Advanced Industries (2015)

There are 13 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 (2015)	Industry Location Quotient (LQ) † 2015	Industry Share of Total Advanced Industries Employment (2015)	Industry Employment Annual Growth		Industry Share of Total Advanced Industries Output (2015)	Industry Output Annual Growth	
					2010- 2013	2013- 2015		2010- 2013	2013- 2015
5112	Software Products	9,990	11.02	22.6%	18.5%	13.2%	31.8%	22.4%	19.8%
5417	R&D Services	4,530	2.52	10.3%	4.0%	4.9%	9.0%	4.8%	9.6%
5413	Engineering	3,900	1.02	8.8%	-2.2%	1.0%	5.1%	-5.3%	2.4%
5415	Computer Systems Design	3,890	0.75	8.8%	5.8%	6.3%	6.6%	4.3%	8.7%
5416	Management Consulting	2,640	0.76	6.0%	8.2%	17.4%	3.2%	5.5%	8.4%
3254	Pharmaceuticals	1,720	2.26	3.9%	1.2%	0.6%	6.0%	-10.1%	2.6%
3339	General Purpose Machinery	1,560	2.15	3.5%	5.9%	6.5%	2.4%	7.7%	5.4%
3345	Precision Instruments	1,490	1.37	3.4%	-4.7%	-1.4%	3.1%	-2.7%	-1.3%
2211	Power Generation & Supply	1,480	1.37	3.3%	1.8%	1.9%	7.8%	4.6%	-7.9%
5182	Data Processing & Hosting	1,070	1.32	2.4%	-12.5%	7.5%	2.1%	-18.3%	15.4%
3331	Agri., Constr., Mining Machinery	1,050	1.63	2.4%	5.1%	3.2%	1.9%	6.2%	5.8%
3353	Electrical Equipment	940	2.41	2.1%	0.2%	7.8%	2.1%	0.0%	2.3%
3391	Medical Equipment & Supplies	910	1.09	2.1%	0.2%	-1.2%	1.3%	-0.1%	0.6%
3352	Household Appliances	840	4.99	1.9%	-2.3%	12.1%	1.4%	-4.9%	15.2%
3363	Motor Vehicle Parts	710	0.46	1.6%	12.6%	-1.8%	1.8%	20.7%	-0.3%
3315	Foundries	690	2.04	1.6%	1.2%	2.1%	0.8%	20.0%	-0.1%
3251	Basic Chemicals	570	1.41	1.3%	6.3%	5.6%	1.2%	-7.6%	11.1%
3362	Motor Vehicle Body & Trailers	570	1.39	1.3%	12.1%	-1.2%	1.2%	22.1%	8.6%
3332	Industrial Machinery	550	1.80	1.3%	4.5%	-0.8%	1.1%	4.6%	2.9%
3361	Motor Vehicles	470	0.84	1.1%	11.9%	-1.0%	0.8%	11.7%	-3.3%
3336	Engine & Power Equipment	440	1.58	1.0%	4.4%	1.4%	0.7%	7.0%	-3.2%
3333	Commercial & Service Machinery	440	1.81	1.0%	5.3%	-1.7%	0.8%	6.3%	2.3%
6215	Medical and Diagnostic Laboratories	410	0.59	0.9%	-7.0%	11.5%	0.5%	-6.4%	2.9%
3344	Semiconductors	400	0.40	0.9%	4.3%	4.1%	0.7%	-0.3%	5.0%
3399	Misc. Manufacturing	400	0.52	0.9%	4.2%	0.9%	0.4%	6.4%	1.3%
IFG	Advanced industries manufacturing	15,860	1.04	35.9%	2.8%	2.2%	32.8%	0.2%	3.4%
	Advanced industries energy	1,480	0.86	3.3%	1.8%	1.9%	7.8%	4.6%	-7.9%
	Advanced industries services	26,800	1.48	60.7%	6.2%	8.8%	59.5%	8.7%	13.9%
ADVANCED INDUSTRIES TOTAL		44,140	1.26	100.0%	4.7%	6.0%	100.0%	4.9%	8.1%

† 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.