

The Wisconsin RISE Target Population

Developed by the Center on Wisconsin Strategy for RISE

September 10, 2009

Wisconsin Adults Who Could Use Higher Skills and Better Wages	number
Total number of adults (ages 25-54) who have no 2 or 4 year college credential and/or speak English “not well” or “not at all”	1.4 million
Total number of those adults who worked last year	1.3 million
Total number of those working adults with wages under \$10.11 per hour*	294,000
Total number of those working adults with wages between \$10.11 and \$15.11* per hour	401,000
Total target population: working adults with low wages (less than \$15.11) (add two groups above)	695,000

*\$10.11 is a poverty-level wage: workers who earn less than \$10.11 per hour cannot make enough money to keep a family of four out of poverty. \$15.11 is the median wage (2007 dollars).

Demographics of the RISE target population (the 695,000 identified above)

Race/Ethnicity:

- 560,000 white (28 percent of white adults)
- 55,000 black (41 percent of black adults)
- 52,000 Hispanic (47 percent of Hispanic adults)
- 28,000 other (34 percent of other adults)

Gender: 308,000 men; 387,000 women

Geography:

- 20,000 in Madison
- 85,000 in Milwaukee
- 590,000 in rest of state

Note another 189,000 Wisconsinites fit the age and education selection criteria, and did not work in the last year.

Source: U.S. Census Bureau, American Community Survey, 2007