

The Wisconsin RISE Target Population

Developed by the Center on Wisconsin Strategy for RISE

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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