Impact Scenario

General Warehousing and Storage in 3 Wisconsin Counties

Lightcast Q4 2025 Data Set

January 2026

Wisconsin

Parameters

Input-Output Year: 2024

Regions:

Code	Description
55071	Manitowoc County, WI
55089	Ozaukee County, WI
55117	Sheboygan County, WI

Industry Scenario:

Code	Description	Change Type	Change Value
493110	General Warehousing and Storage	Jobs	1,000

Model Type: Type Lightcast

Changes to General Warehousing and Storage using Type Lightcast Model

$73,552,817	1,262	$2,253,551
Change in Earnings	**Change in Jobs**	**Change in Taxes on Production and Imports (TPI)**
1.24 Multiplier	1.26 Multiplier	

Scenario Results - Industry

NAICS	Industry	Change in Jobs
11	Agriculture, Forestry, Fishing and Hunting	1
21	Mining, Quarrying, and Oil and Gas Extraction	0
22	Utilities	0
23	Construction	6
31	Manufacturing	4
42	Wholesale Trade	3
44	Retail Trade	15
48	Transportation and Warehousing	1,036
51	Information	2
52	Finance and Insurance	14
53	Real Estate and Rental and Leasing	37
54	Professional, Scientific, and Technical Services	11
55	Management of Companies and Enterprises	5
56	Administrative and Support and Waste Management and Remediation Services	25
61	Educational Services	7
62	Health Care and Social Assistance	37
71	Arts, Entertainment, and Recreation	6
72	Accommodation and Food Services	26
81	Other Services (except Public Administration)	17
90	Government	11

Scenario Results - Occupation

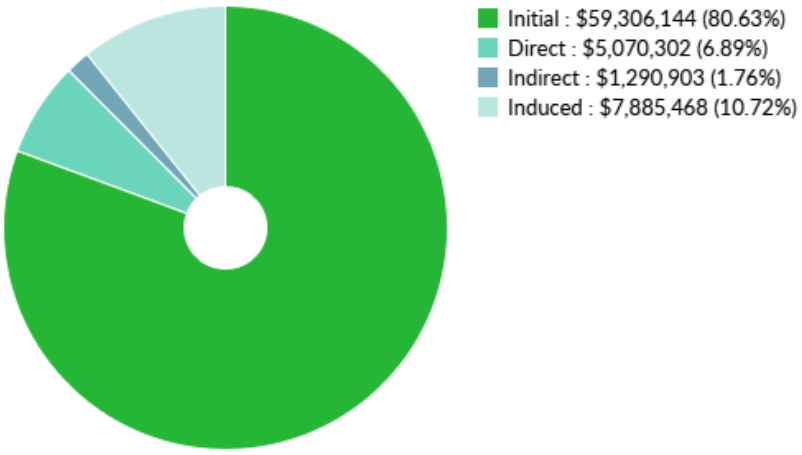
SOC	Occupation	Change in Jobs
45-0000	Farming, Fishing, and Forestry Occupations	1
37-0000	Building and Grounds Cleaning and Maintenance Occupations	24
49-0000	Installation, Maintenance, and Repair Occupations	34
53-0000	Transportation and Material Moving Occupations	791
25-0000	Educational Instruction and Library Occupations	9
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	7
15-0000	Computer and Mathematical Occupations	7
33-0000	Protective Service Occupations	6
99-0000	Unclassified Occupation	0
31-0000	Healthcare Support Occupations	14
39-0000	Personal Care and Service Occupations	9
55-0000	Military-only occupations	0
19-0000	Life, Physical, and Social Science Occupations	10
23-0000	Legal Occupations	1
17-0000	Architecture and Engineering Occupations	2
43-0000	Office and Administrative Support Occupations	139
51-0000	Production Occupations	25
11-0000	Management Occupations	44
35-0000	Food Preparation and Serving Related Occupations	25
29-0000	Healthcare Practitioners and Technical Occupations	15
13-0000	Business and Financial Operations Occupations	42
47-0000	Construction and Extraction Occupations	5
41-0000	Sales and Related Occupations	50
21-0000	Community and Social Service Occupations	4

Scenario Results - Demographics

Demographics	Change in Jobs	
Female 14-18	15	
Male 14-18	29	
Female 19-21	27	
Male 19-21	33	
Female 22-24	25	
Male 22-24	43	
Female 25-34	76	
Male 25-34	127	
Female 35-44	81	
Male 35-44	140	
Female 45-54	108	
Male 45-54	152	
Female 55-64	108	
Male 55-64	159	
Female 65-99	62	
Male 65-99	79	

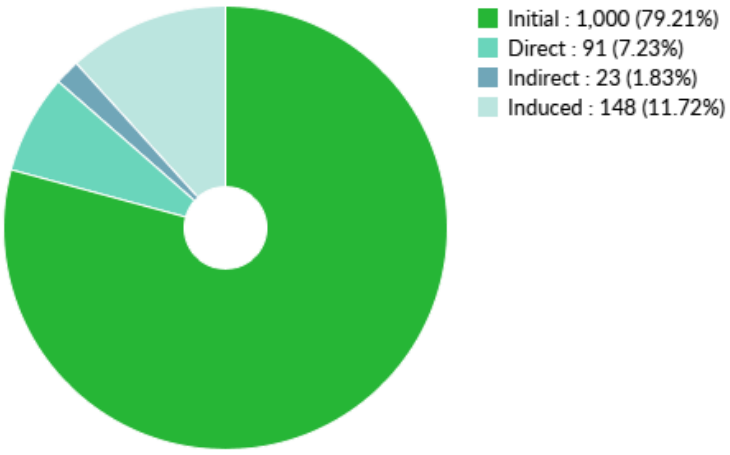
Effect on earnings from adding 1,000 jobs to General Warehousing and Storage

$59.3M	$5.1M	$1.3M	$7.9M
Initial	**Direct**	**Indirect**	**Induced**
1.00 Multiplier	0.09 Multiplier	0.02 Multiplier	0.13 Multiplier



Effect on jobs from adding 1,000 jobs to General Warehousing and Storage

1,000	91	23	148
Initial	**Direct**	**Indirect**	**Induced**
1.00 Multiplier	0.09 Multiplier	0.02 Multiplier	0.15 Multiplier



Effect on taxes on production and imports from adding 1,000 jobs to General Warehousing and Storage

$1.1M	$878,598	$321,344
Local	**State**	**Federal**

Appendix A - Data Sources and Calculations

Input-Output Data

The input-output model in this report is Emsi's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Emsi in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development