



Wisconsin



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Wausau, Wisconsin 54403-5530

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

Report Parameters

1 State

55 Wisconsin

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

5,935,388

Population (2022)

Population **grew by 142,241** over the last 5 years and is projected to **grow by 143,357** over the next 5 years.

3,168,866

Total Regional Employment

Jobs **grew by 9,511** over the last 5 years and are projected to **grow by 121,894** over the next 5 years.

\$67.1K

Median Household Income (2021)

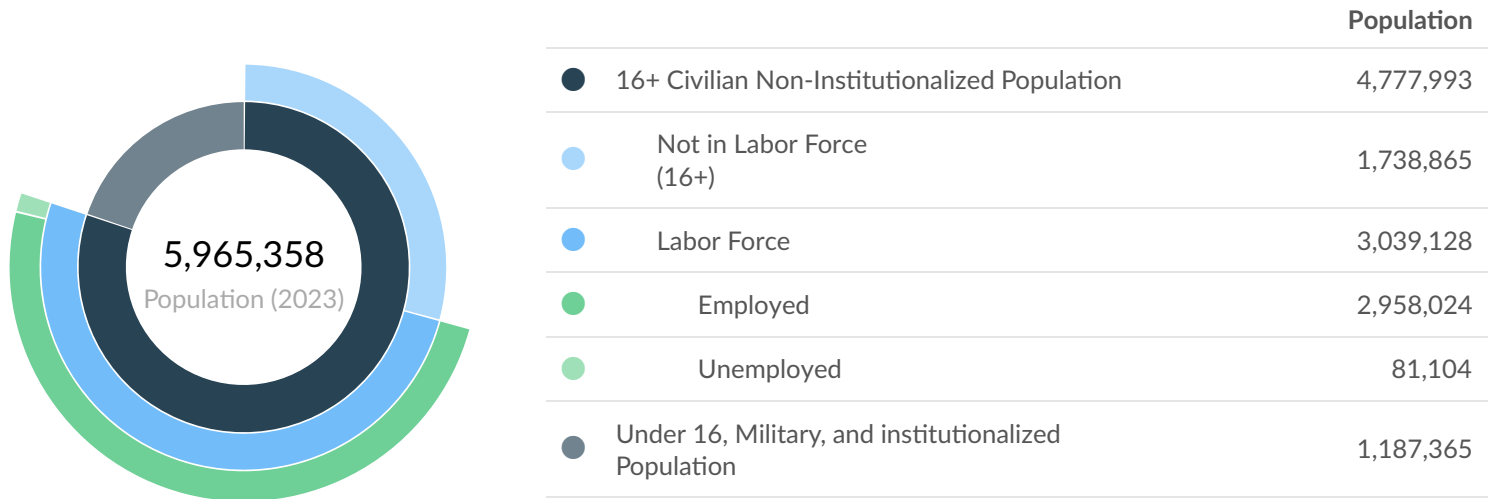
Median household income is **\$1.9K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 2.5%** since 2017, growing by 142,241. Population is expected to **increase by 2.4%** between 2022 and 2027, adding 143,357.
- From 2017 to 2022, jobs **increased by 0.3%** in Wisconsin from 3,159,355 to **3,168,866**. This change **fell short of the national growth rate of 3.4% by 3.1%**. As the number of jobs increased, the **labor force participation rate decreased from 67.5% to 64.3% between 2017 and 2022**.
- Concerning educational attainment, **21.0% of Wisconsin residents possess a Bachelor's Degree** (0.2% above the national average), and **11.4% hold an Associate's Degree** (2.5% above the national average).
- The top three industries in 2022 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

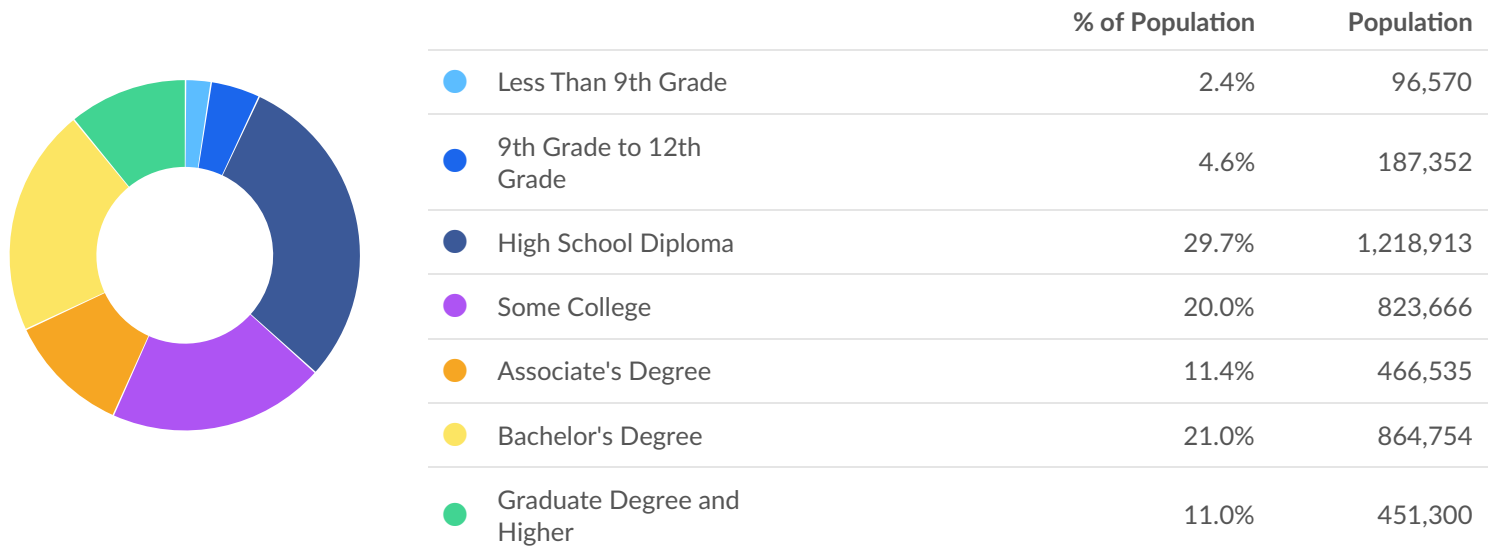
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B
GWCC Membership	1,077,249	N/A	656,248	100.2	\$83.20B	\$91.94B	\$104.67B
Labor Shed	429,820	213,479	204,213	99.0	\$24.31B	\$32.53B	\$30.63B
Wausau Metropolitan	113,772	N/A	66,005	99.9	\$8.26B	\$9.91B	\$10.98B

Jan 2023 Labor Force Breakdown



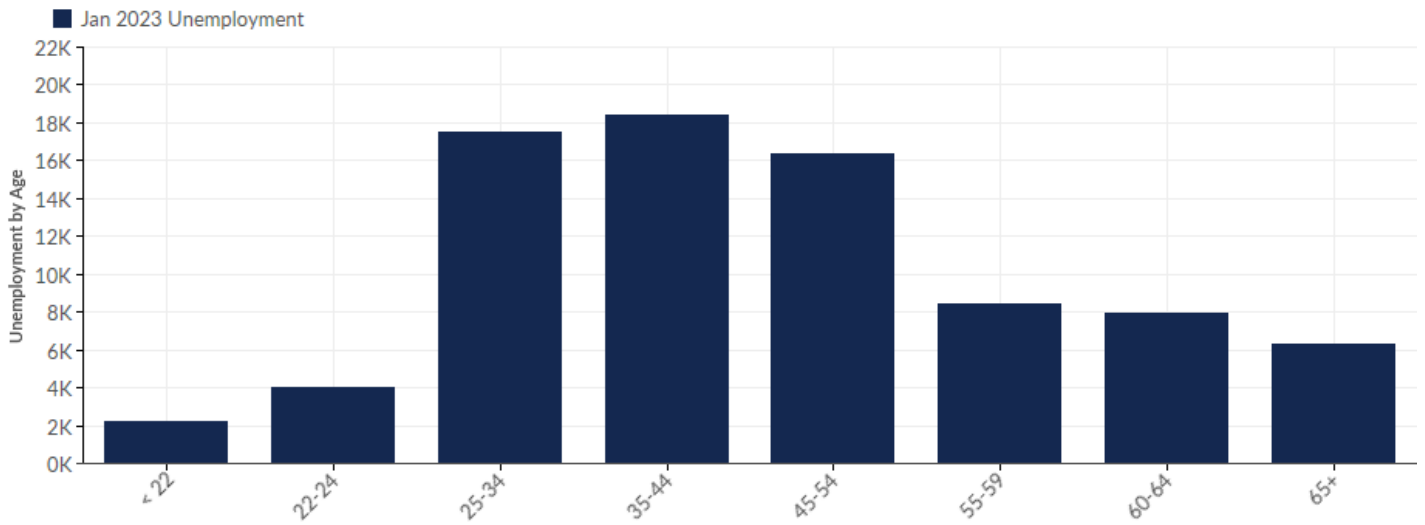
Educational Attainment

Concerning educational attainment, **21.0% of Wisconsin residents possess a Bachelor's Degree** (0.2% above the national average), and **11.4% hold an Associate's Degree** (2.5% above the national average).



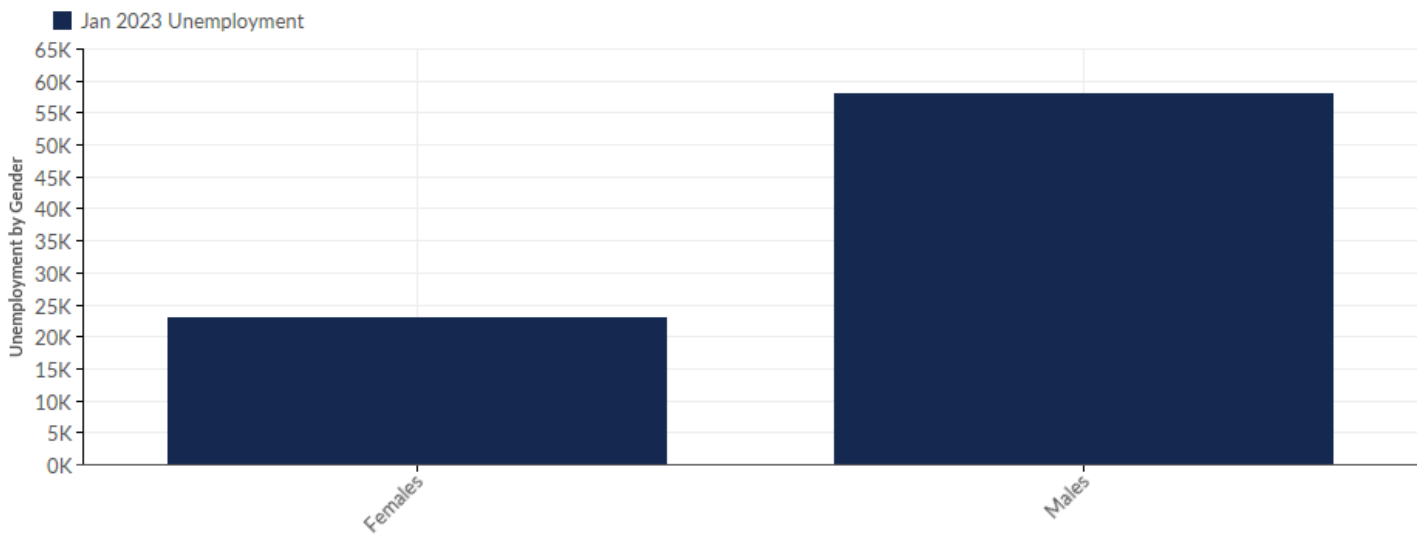
Unemployment by Demographics

Unemployment by Age



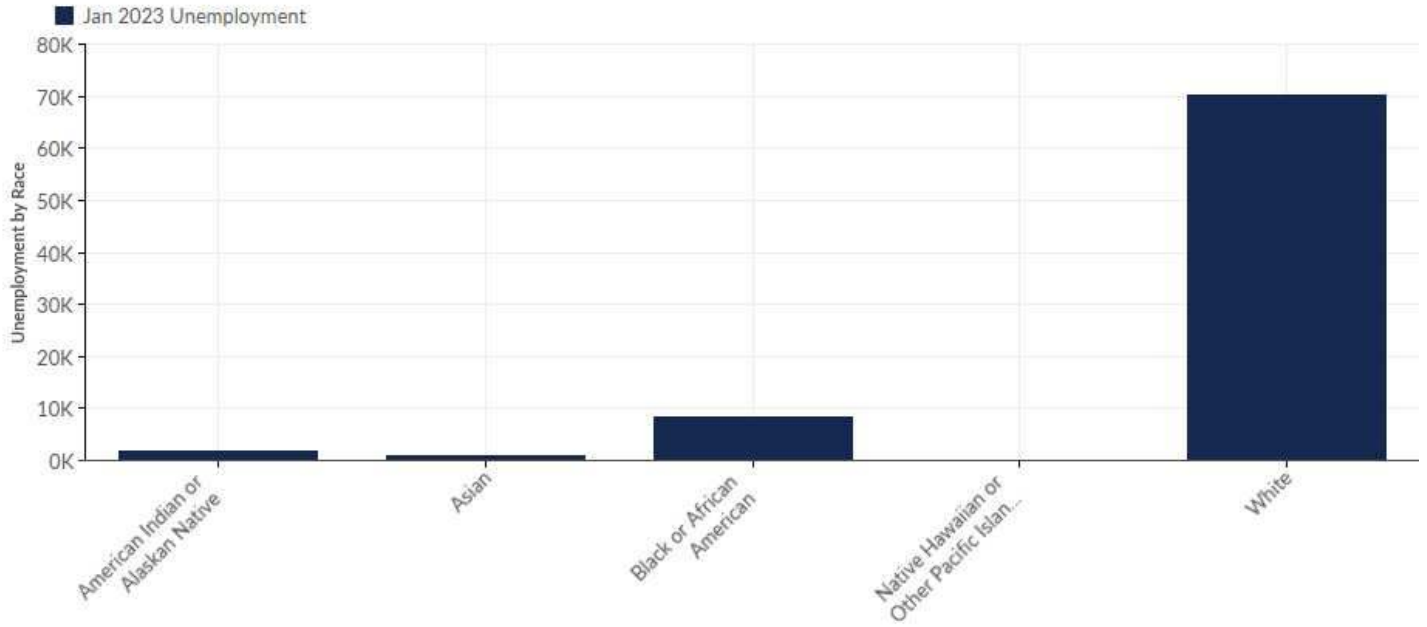
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	2,212	2.73%
22-24	3,980	4.91%
25-34	17,532	21.62%
35-44	18,404	22.69%
45-54	16,372	20.19%
55-59	8,395	10.35%
60-64	7,908	9.75%
65+	6,300	7.77%
Total	81,104	100.00%

Unemployment by Gender



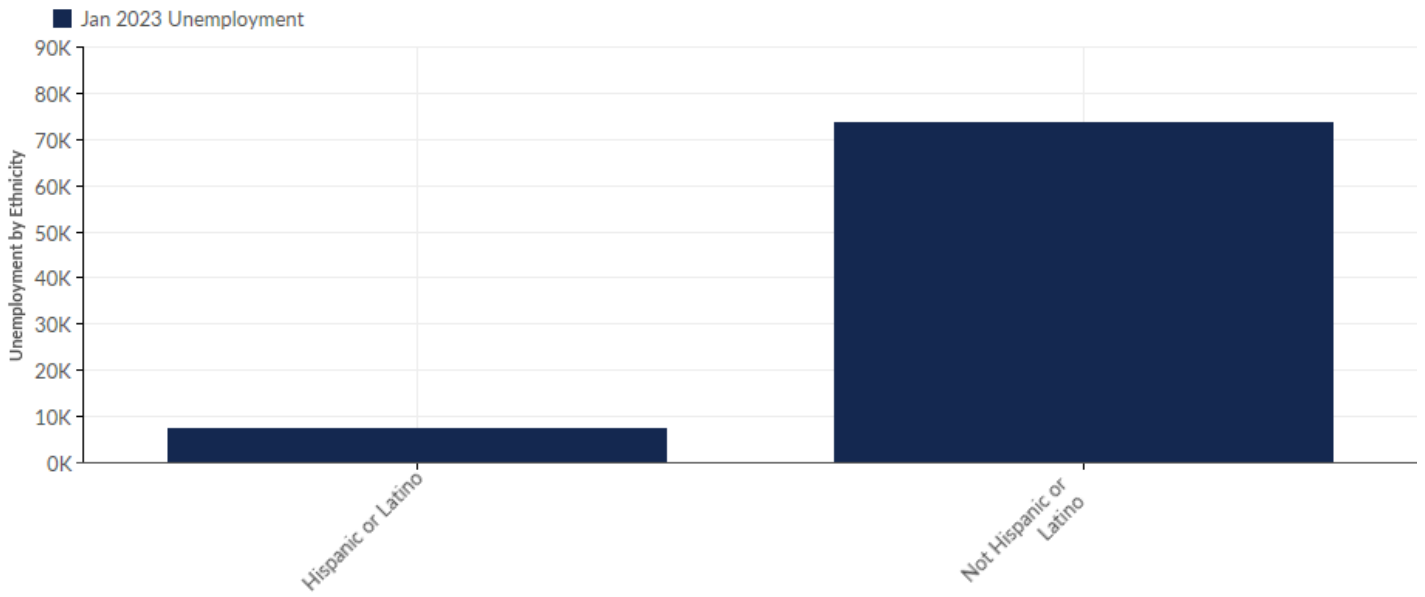
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	23,027	28.39%
Males	58,077	71.61%
Total	81,104	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	1,650	2.03%
Asian	797	0.98%
Black or African American	8,323	10.26%
Native Hawaiian or Other Pacific Islander	126	0.16%
White	70,208	86.57%
Total	81,104	100.00%

Unemployment by Ethnicity

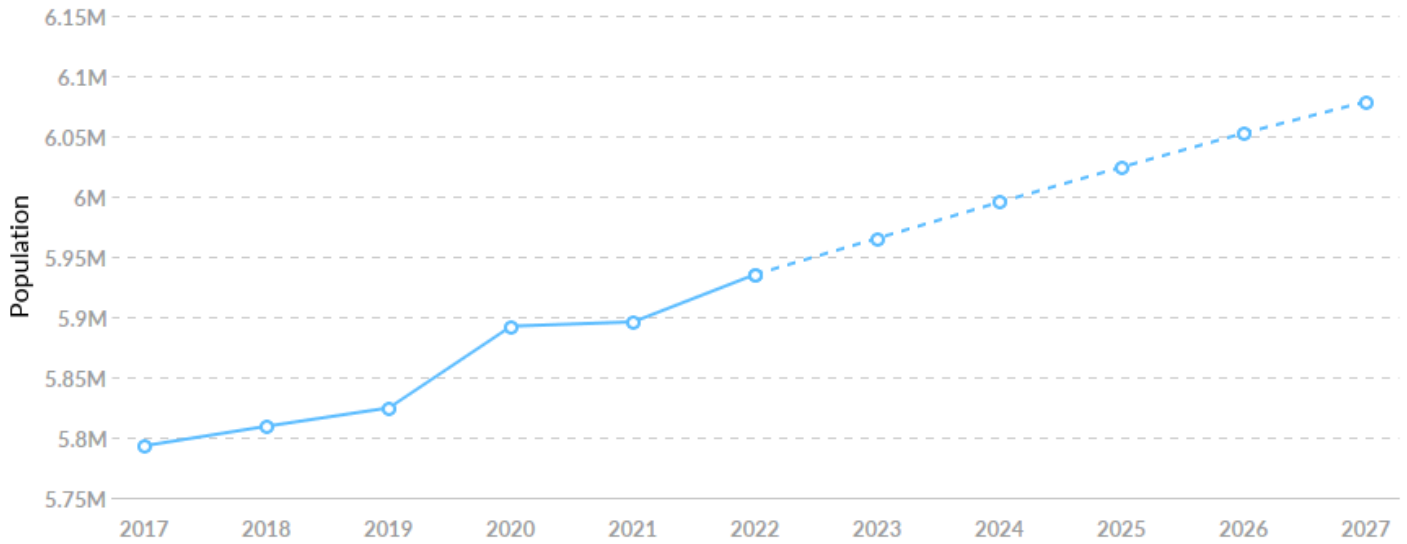


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	7,411	9.14%
Not Hispanic or Latino	73,693	90.86%
Total	81,104	100.00%

Historic & Projected Trends

Population Trends

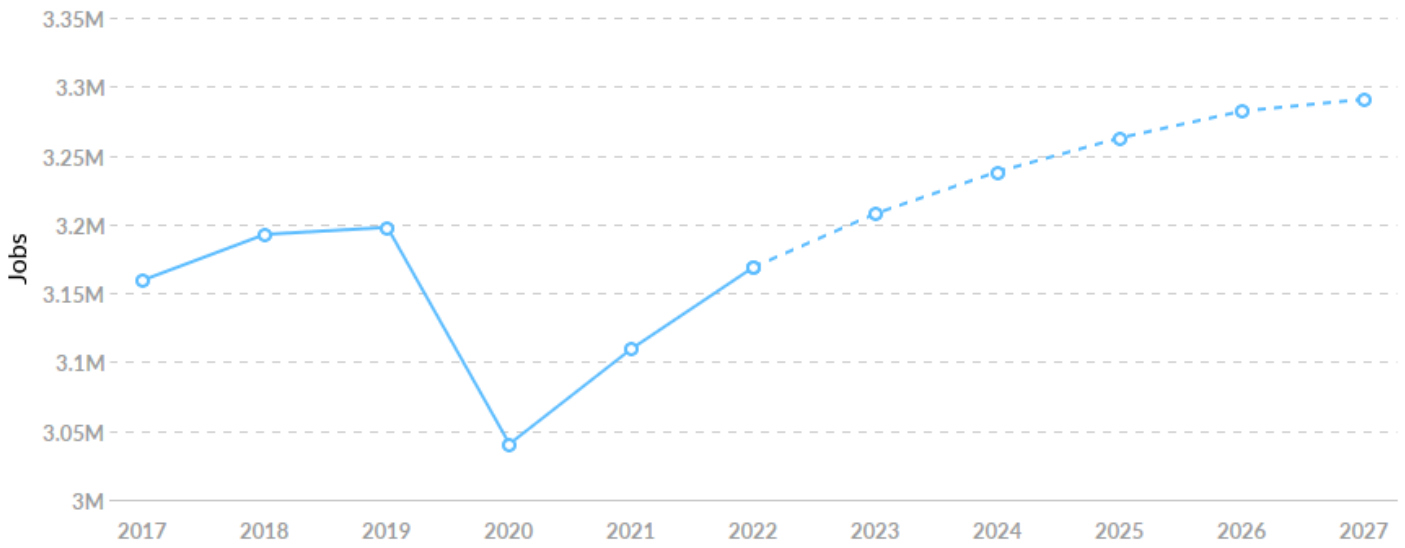
As of 2022 the region's population **increased by 2.5%** since 2017, growing by 142,241. Population is expected to **increase by 2.4%** between 2022 and 2027, adding 143,357.



Timeframe	Population
2017	5,793,147
2018	5,809,319
2019	5,824,581
2020	5,892,323
2021	5,895,908
2022	5,935,388
2023	5,965,358
2024	5,995,321
2025	6,024,413
2026	6,052,576
2027	6,078,745

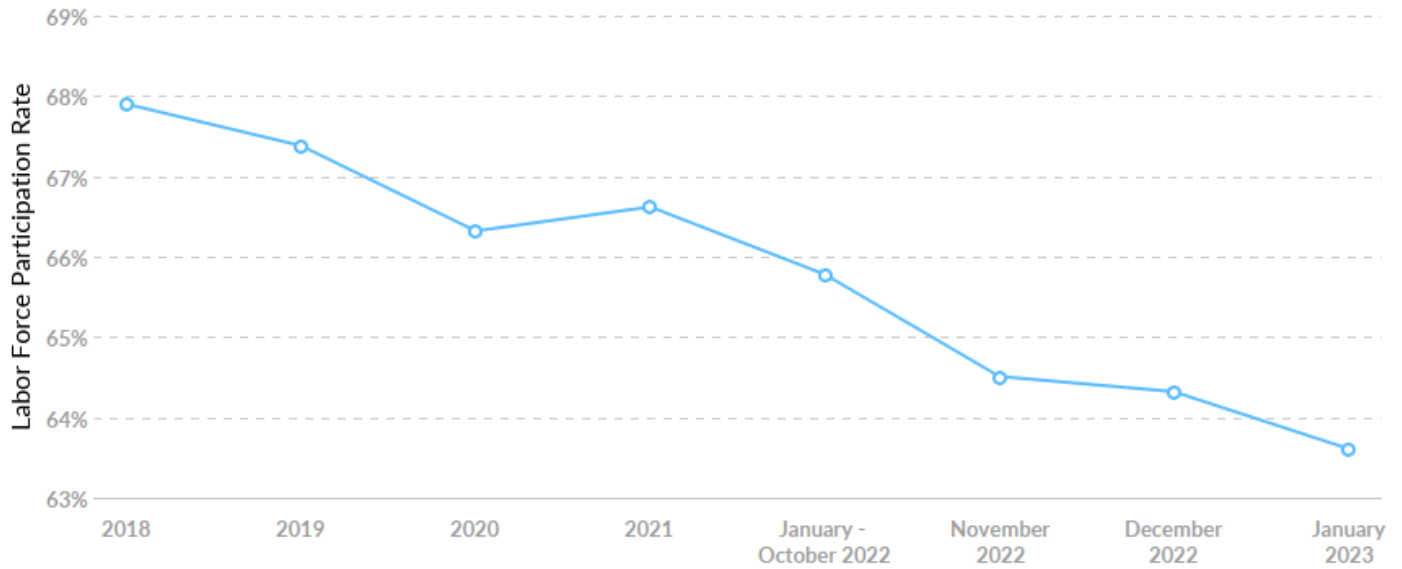
Job Trends

From 2017 to 2022, jobs increased by 0.3% in Wisconsin from 3,159,355 to 3,168,866. This change fell short of the national growth rate of 3.4% by 3.1%.



Timeframe	Jobs
2017	3,159,355
2018	3,192,642
2019	3,197,717
2020	3,040,332
2021	3,109,510
2022	3,168,866
2023	3,207,812
2024	3,238,258
2025	3,262,721
2026	3,282,186
2027	3,290,760

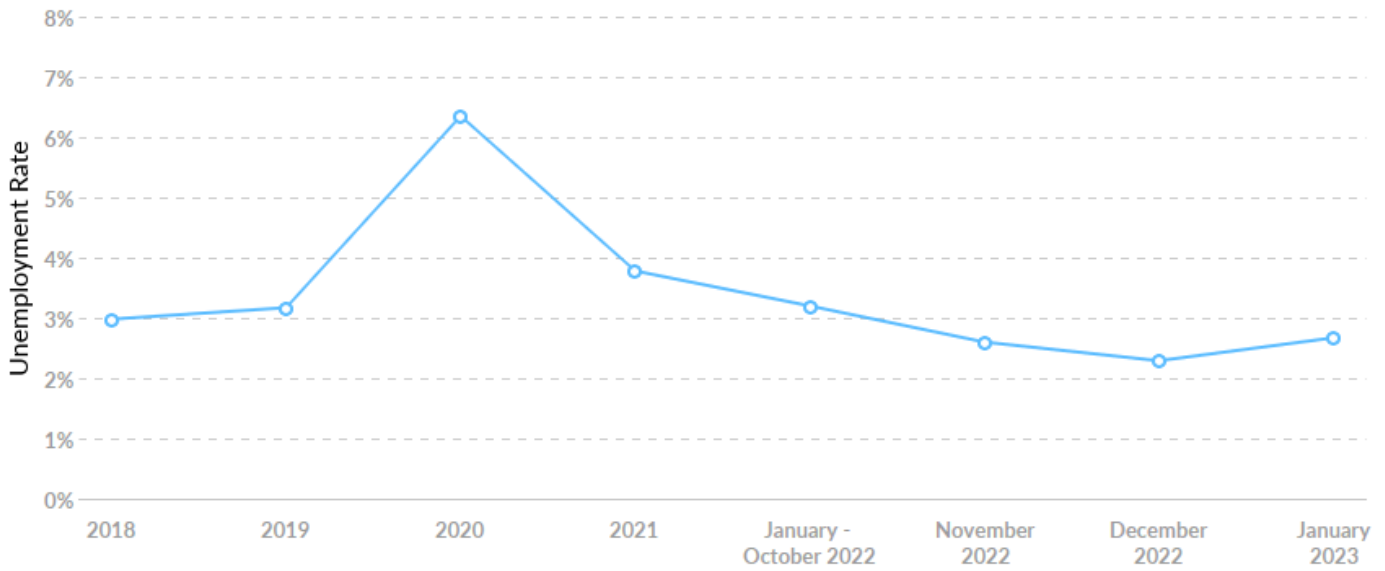
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	67.90%
2019	67.38%
2020	66.32%
2021	66.62%
January - October 2022	65.78%
November 2022	64.51%
December 2022	64.32%
January 2023	63.61%

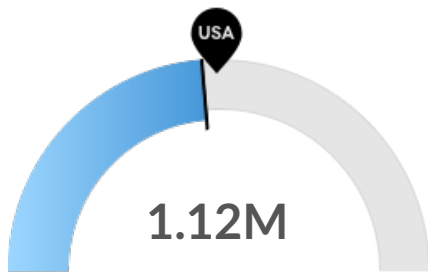
Unemployment Rate Trends

Wisconsin had a January 2023 unemployment rate of 2.67%, decreasing from 2.98% 5 years before.



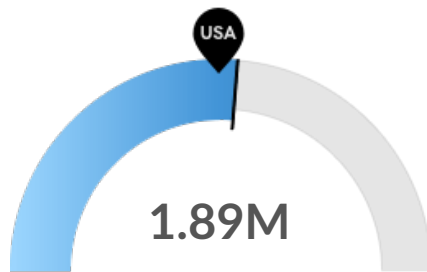
Timeframe	Unemployment Rate
2018	2.98%
2019	3.17%
2020	6.35%
2021	3.78%
January - October 2022	3.20%
November 2022	2.60%
December 2022	2.29%
January 2023	2.67%

Population Characteristics



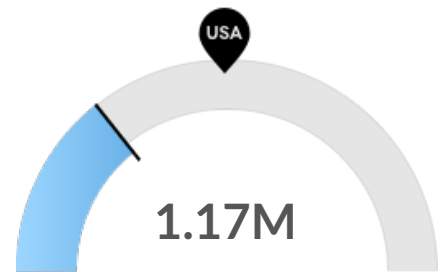
Millennials

Wisconsin has 1,117,721 millennials (ages 25-39). The national average for an area this size is 1,204,330.



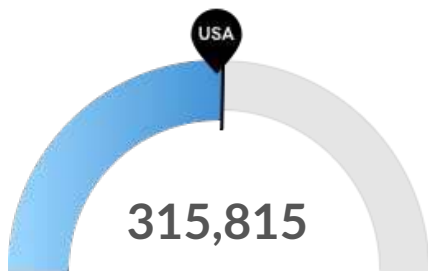
Retiring Soon

Retirement risk is about average in Wisconsin. The national average for an area this size is 1,752,481 people 55 or older, while there are 1,886,814 here.



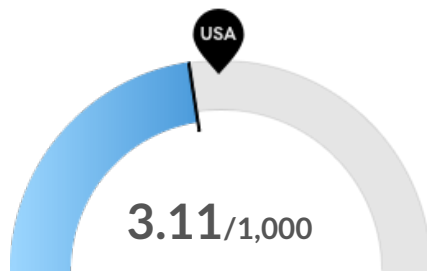
Racial Diversity

Racial diversity is low in Wisconsin. The national average for an area this size is 2,399,271 racially diverse people, while there are 1,168,662 here.



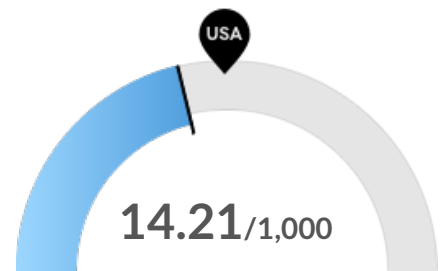
Veterans

Wisconsin has 315,815 veterans. The national average for an area this size is 309,657.



Violent Crime

Wisconsin has 3.11 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

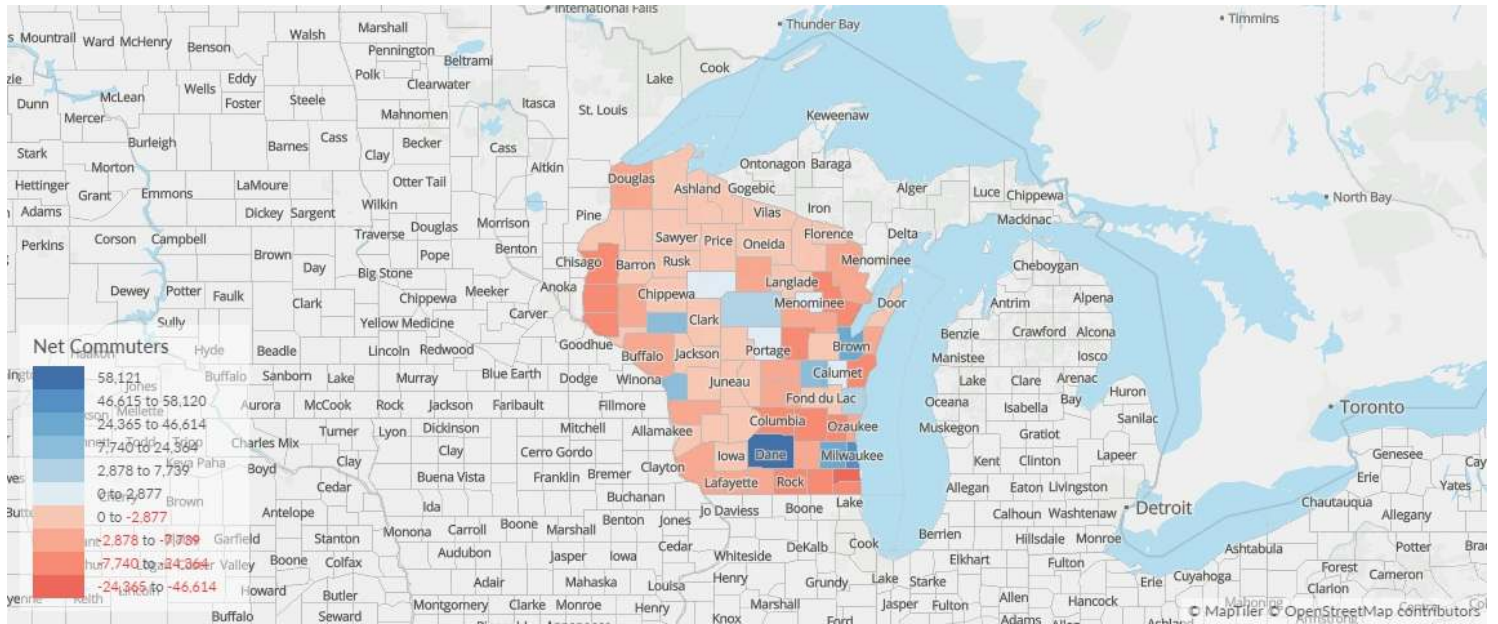


Property Crime

Wisconsin has 14.21 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Wisconsin currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

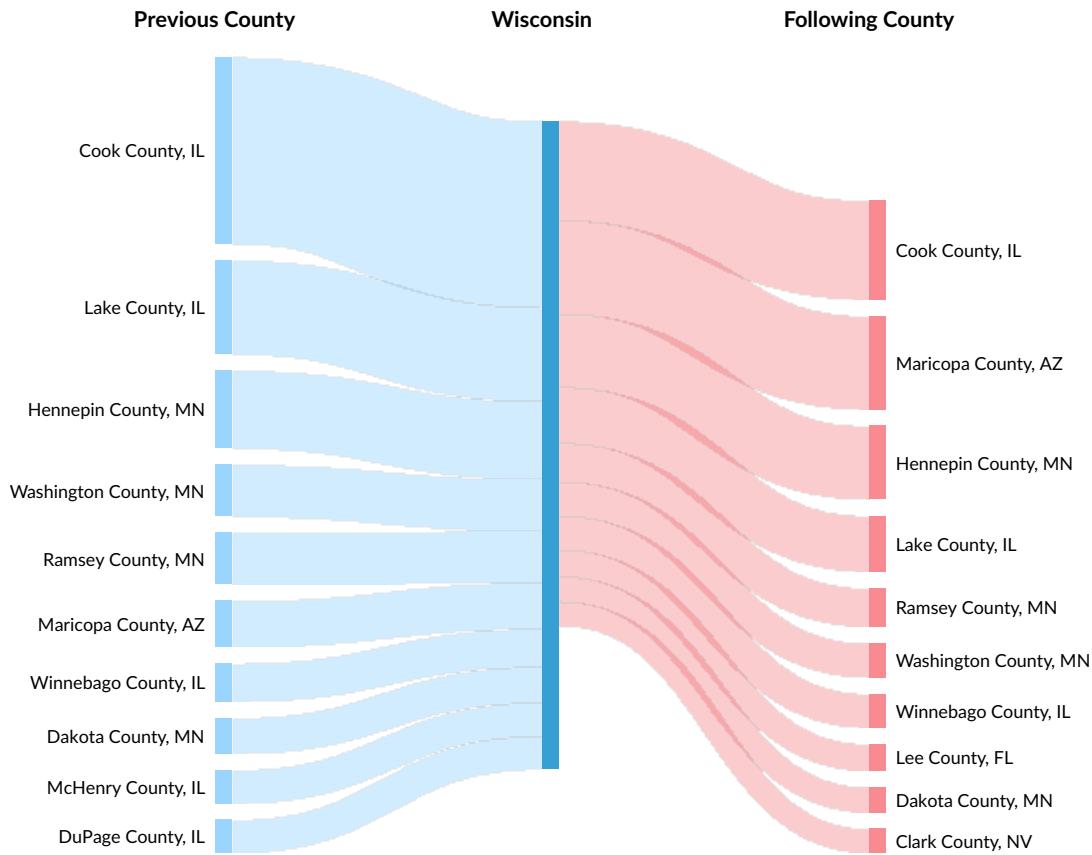
Where Talent Lives

County	Name	2022 Employment	County	Name	2022 Workers
55079	Milwaukee County, WI	548,587	55079	Milwaukee County, WI	501,972
55025	Dane County, WI	394,385	55025	Dane County, WI	336,264
55133	Waukesha County, WI	269,860	55133	Waukesha County, WI	234,278
55009	Brown County, WI	166,294	55009	Brown County, WI	141,928
55087	Outagamie County, WI	115,232	55087	Outagamie County, WI	115,517

Inbound and Outbound Migration

The table below analyzes past and current residents of Wisconsin. The left column shows residents of other counties migrating to Wisconsin. The right column shows residents migrating from Wisconsin to other counties.

As of 2020, **6,221** people have migrated from Cook County, IL to Wisconsin. In the same year, **3,305** people left Wisconsin migrating to Cook County, IL. The total Net Migration for Wisconsin in 2020 was **457**.

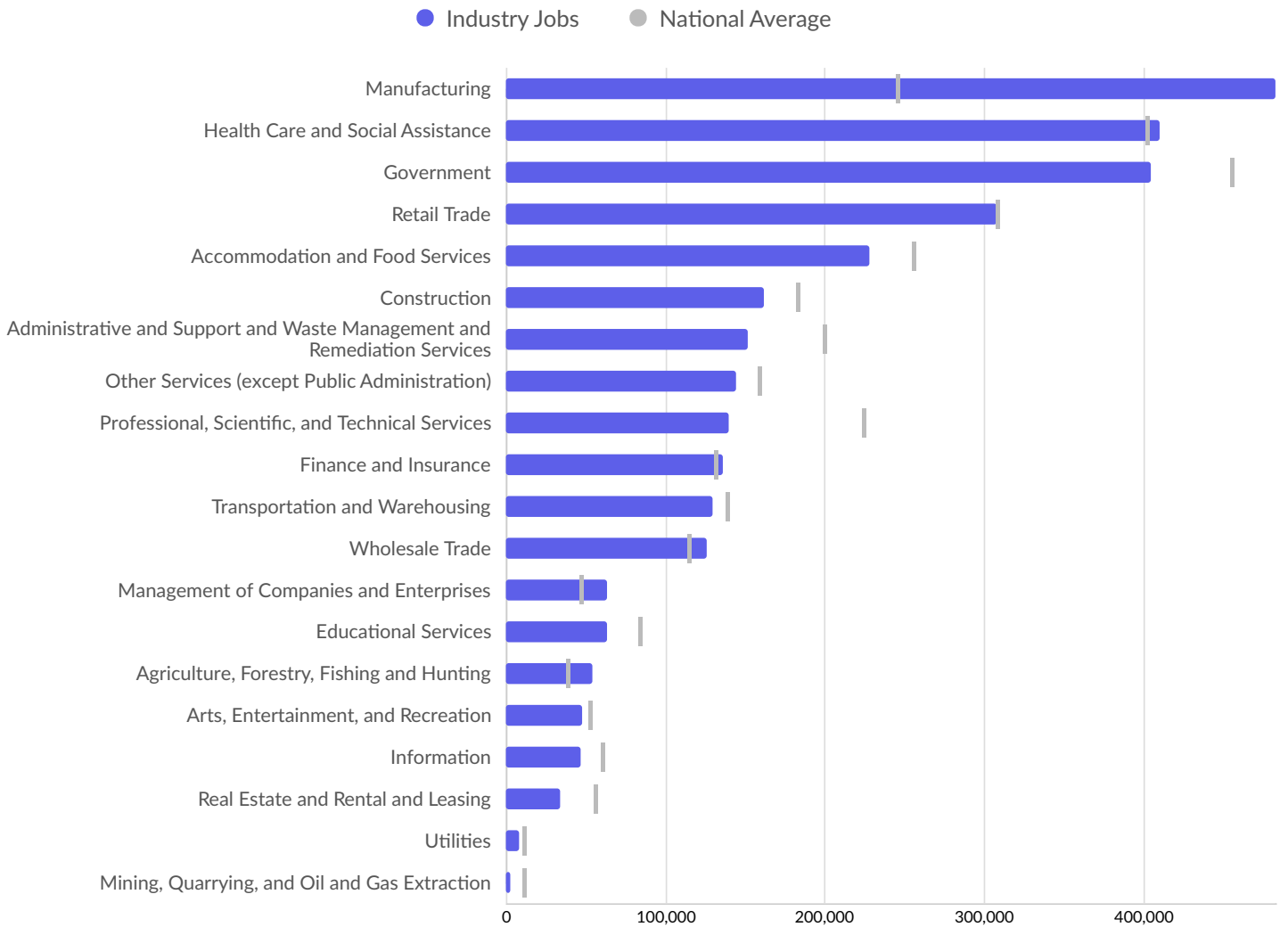


Top Previous Counties	Migrations
Cook County, IL	6,221
Lake County, IL	3,135
Hennepin County, MN	2,597
Washington County, MN	1,728
Ramsey County, MN	1,721
Maricopa County, AZ	1,538

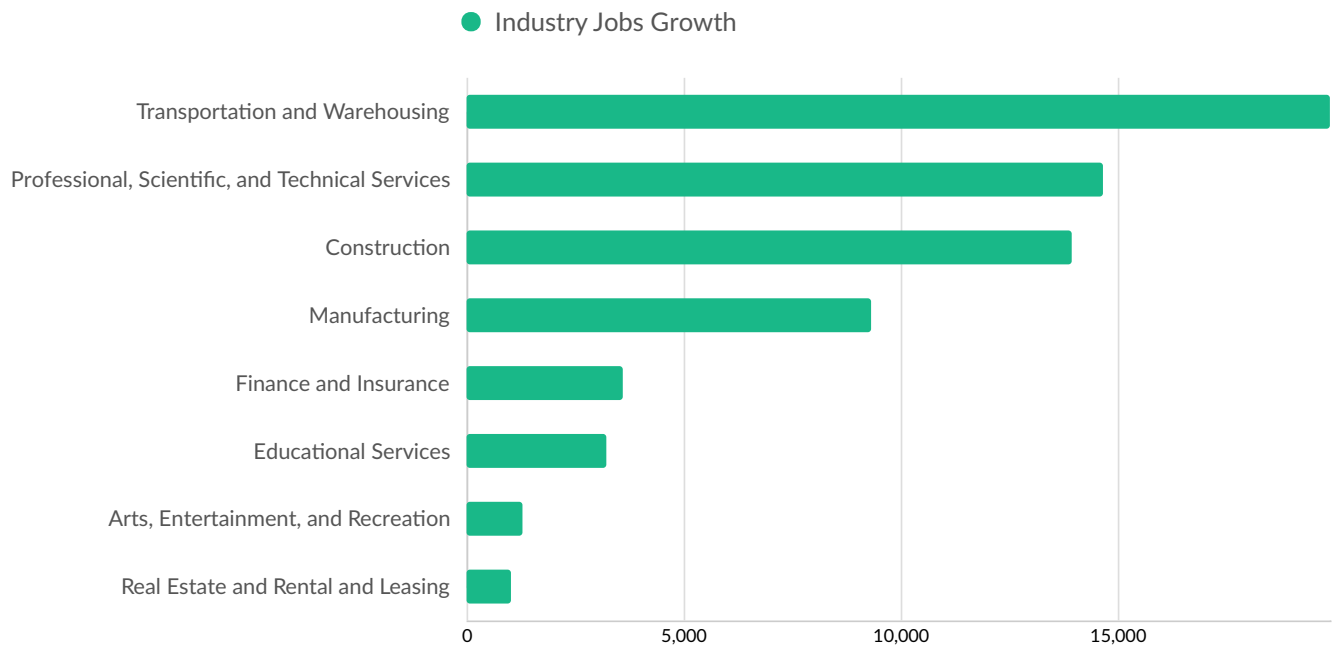
Top Previous Counties	Migrations
Winnebago County, IL	1,271
Dakota County, MN	1,189
McHenry County, IL	1,115
DuPage County, IL	1,104
Los Angeles County, CA	871
St. Louis County, MN	842
San Diego County, CA	775
Clark County, NV	658
Kane County, IL	653
Top Following Counties	Migrations
Cook County, IL	3,305
Maricopa County, AZ	3,120
Hennepin County, MN	2,449
Lake County, IL	1,866
Ramsey County, MN	1,288
Washington County, MN	1,139
Winnebago County, IL	1,132
Lee County, FL	889
Dakota County, MN	839
Clark County, NV	805
DuPage County, IL	752
St. Louis County, MN	730
Los Angeles County, CA	719
San Diego County, CA	664
Harris County, TX	623

Industry Characteristics

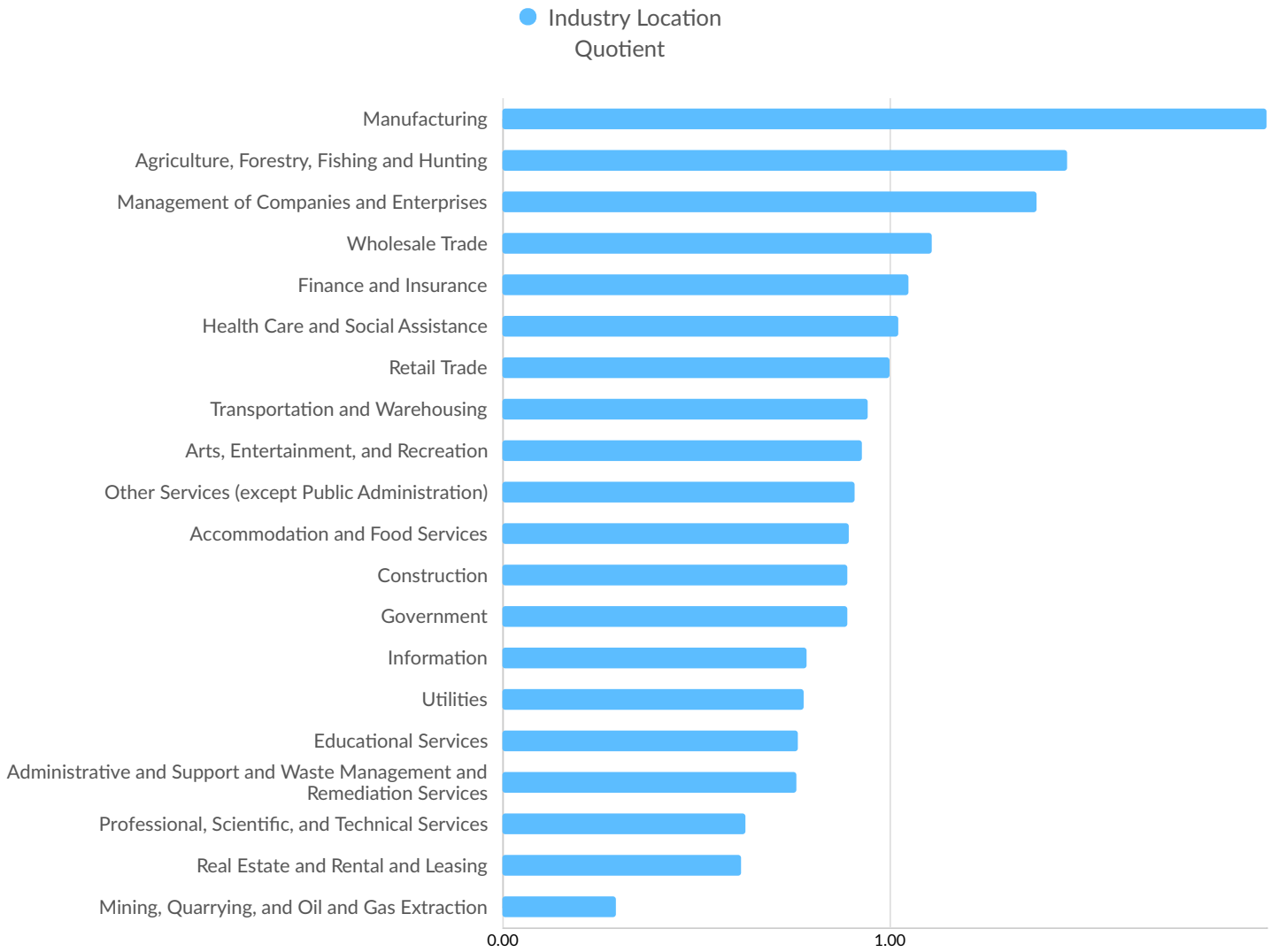
Largest Industries



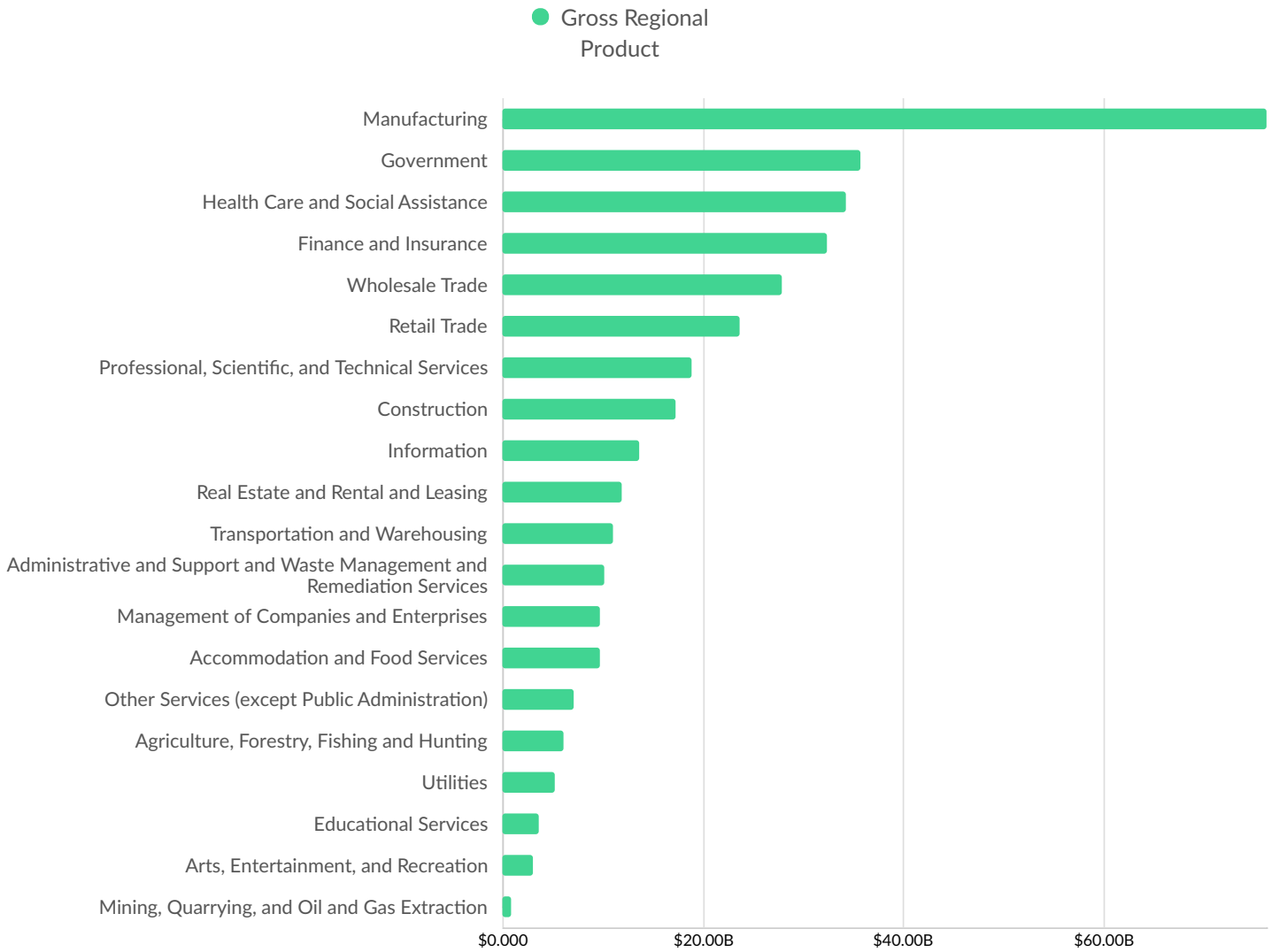
Top Growing Industries



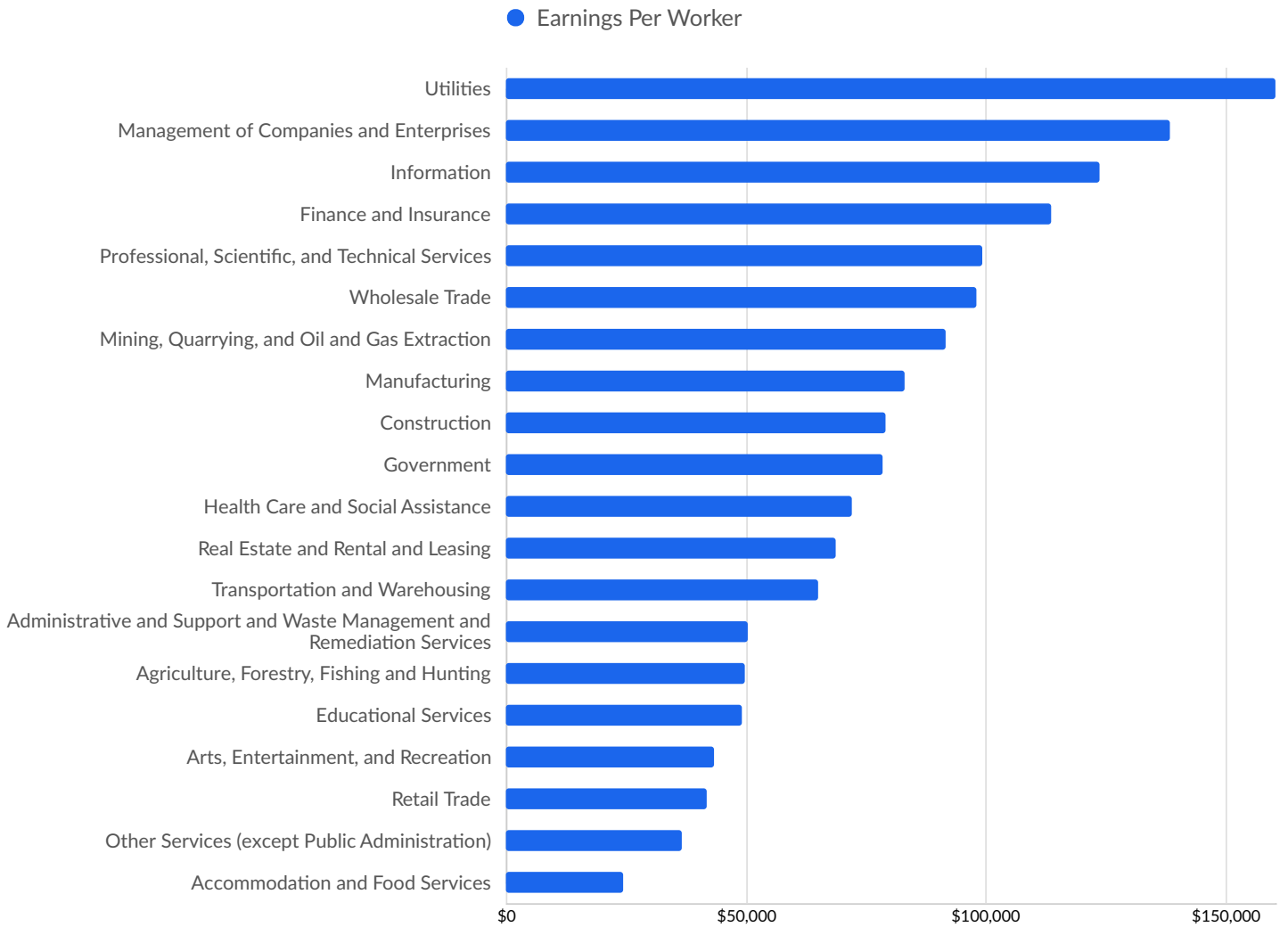
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



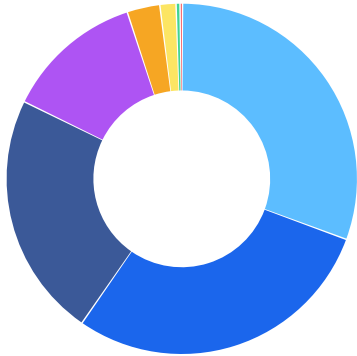
Business Characteristics

234,891 Companies Employ Your Workers

Online profiles for your workers mention 234,891 companies as employers, with the top 10 appearing below. In the last 12 months, 32,151 companies in Wisconsin posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University Of Wisconsin-Madiso...	33,099 	Advocate Aurora Health	13,624 
Advocate Aurora Health	16,263 	SSM Health Care	11,165 
Northwestern Mutual	8,609 	Kwik Trip	9,516 
Epic	8,384 	University Of Wisconsin-Madiso...	9,390 
Walmart	7,604 	Froedtert & The Medical College...	7,504 
Froedtert & The Medical College...	7,097 	Ascension	7,399 
UW Health	6,771 	Uline	5,952 
State of Wisconsin	6,098 	Aerotek	5,838 
Kohl's	5,839 	CareInHomes	5,292 
GE Healthcare	5,566 	Walmart	5,244 

Business Size

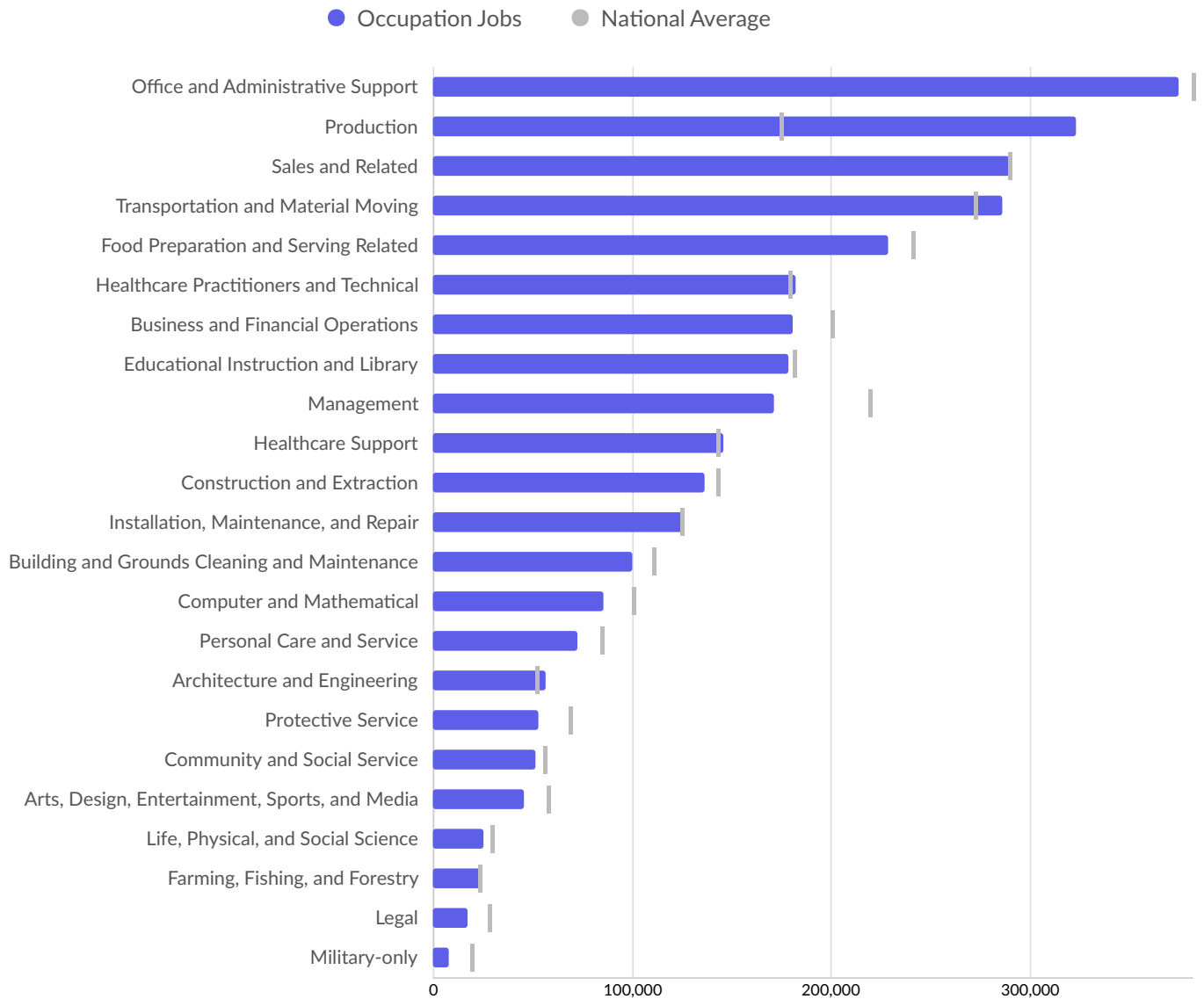


	Percentage	Business Count
● 1 to 4 employees	30.5%	63,241
● 5 to 9 employees	29.0%	60,113
● 10 to 19 employees	22.6%	46,806
● 20 to 49 employees	12.7%	26,346
● 50 to 99 employees	3.0%	6,267
● 100 to 249 employees	1.5%	3,069
● 250 to 499 employees	0.4%	756
● 500+ employees	0.2%	471

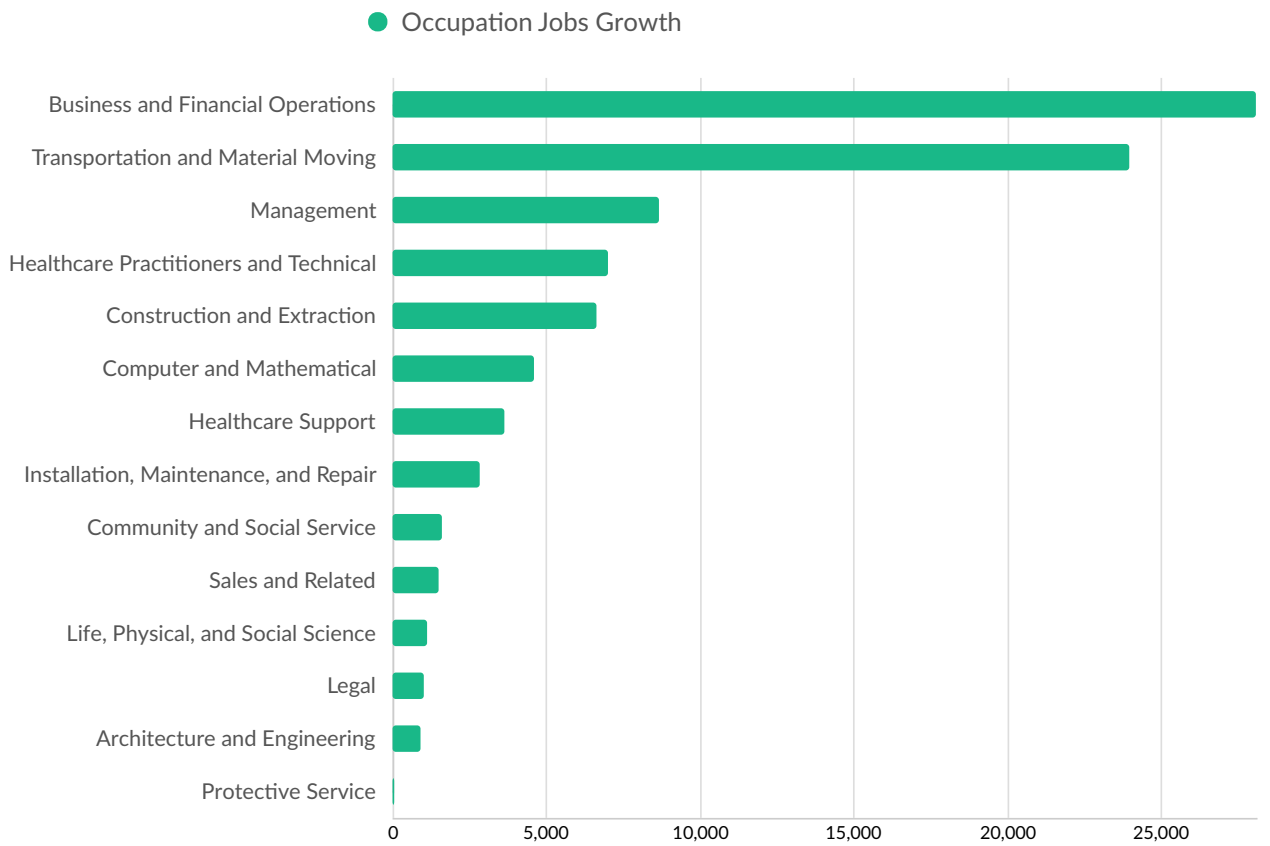
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

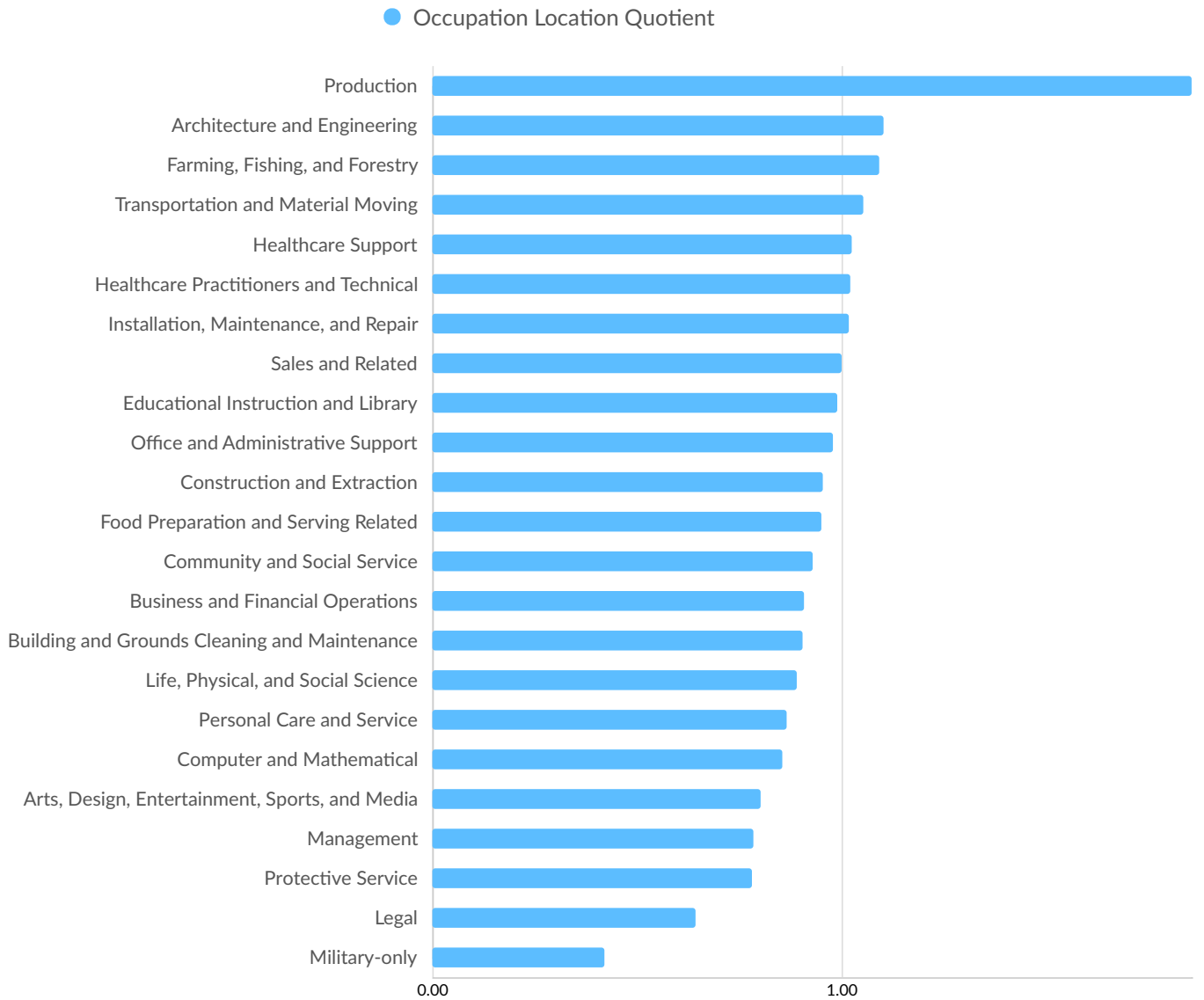
Largest Occupations



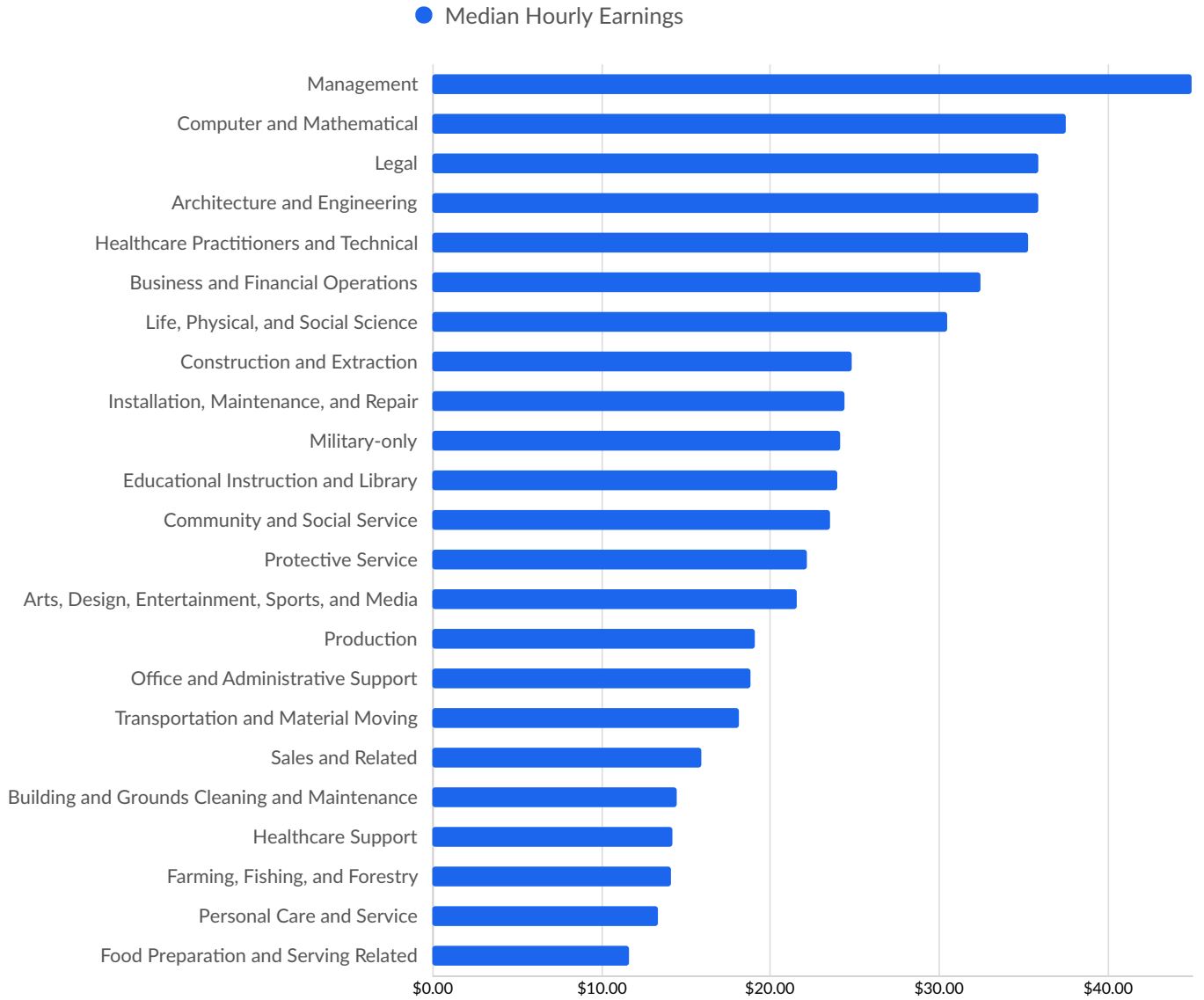
Top Growing Occupations



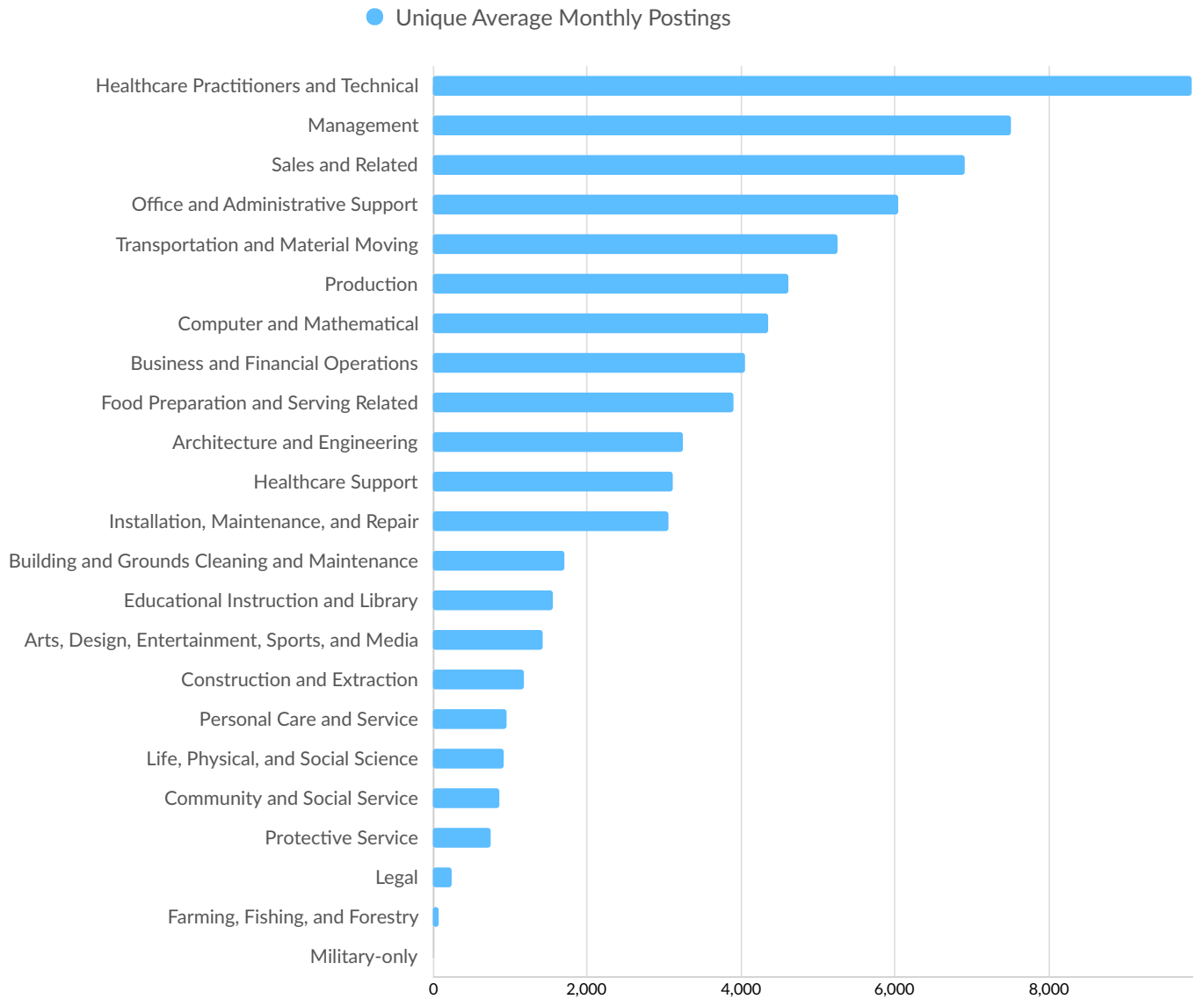
Top Occupation Location Quotient



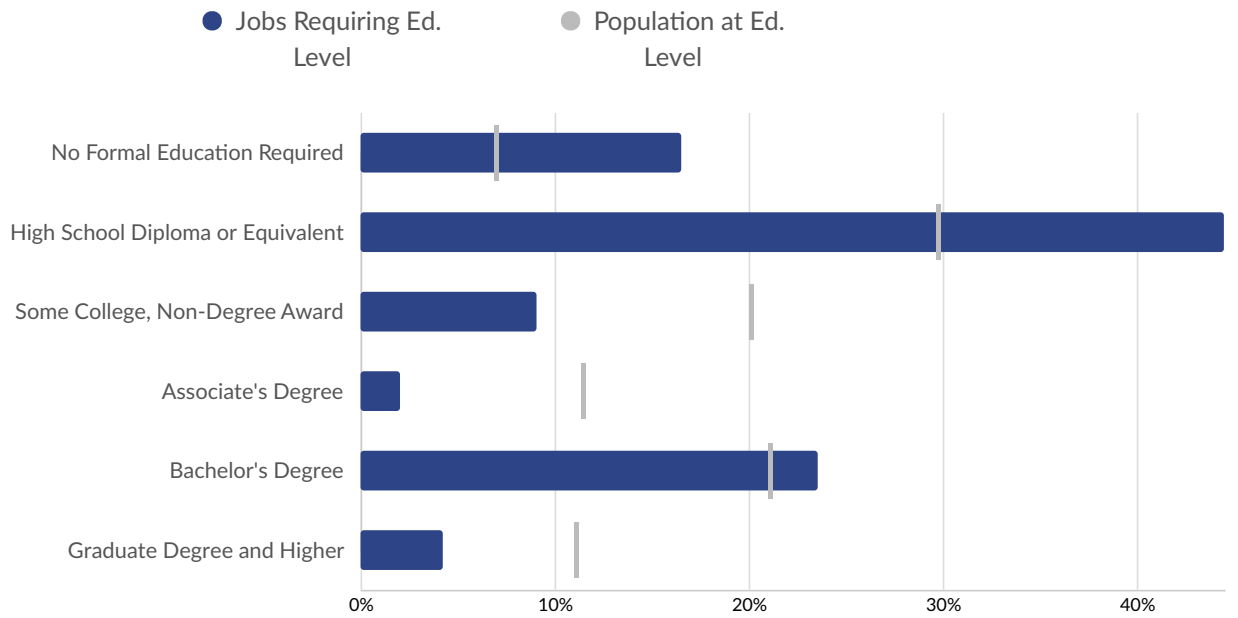
Top Occupation Earnings



Top Posted Occupations

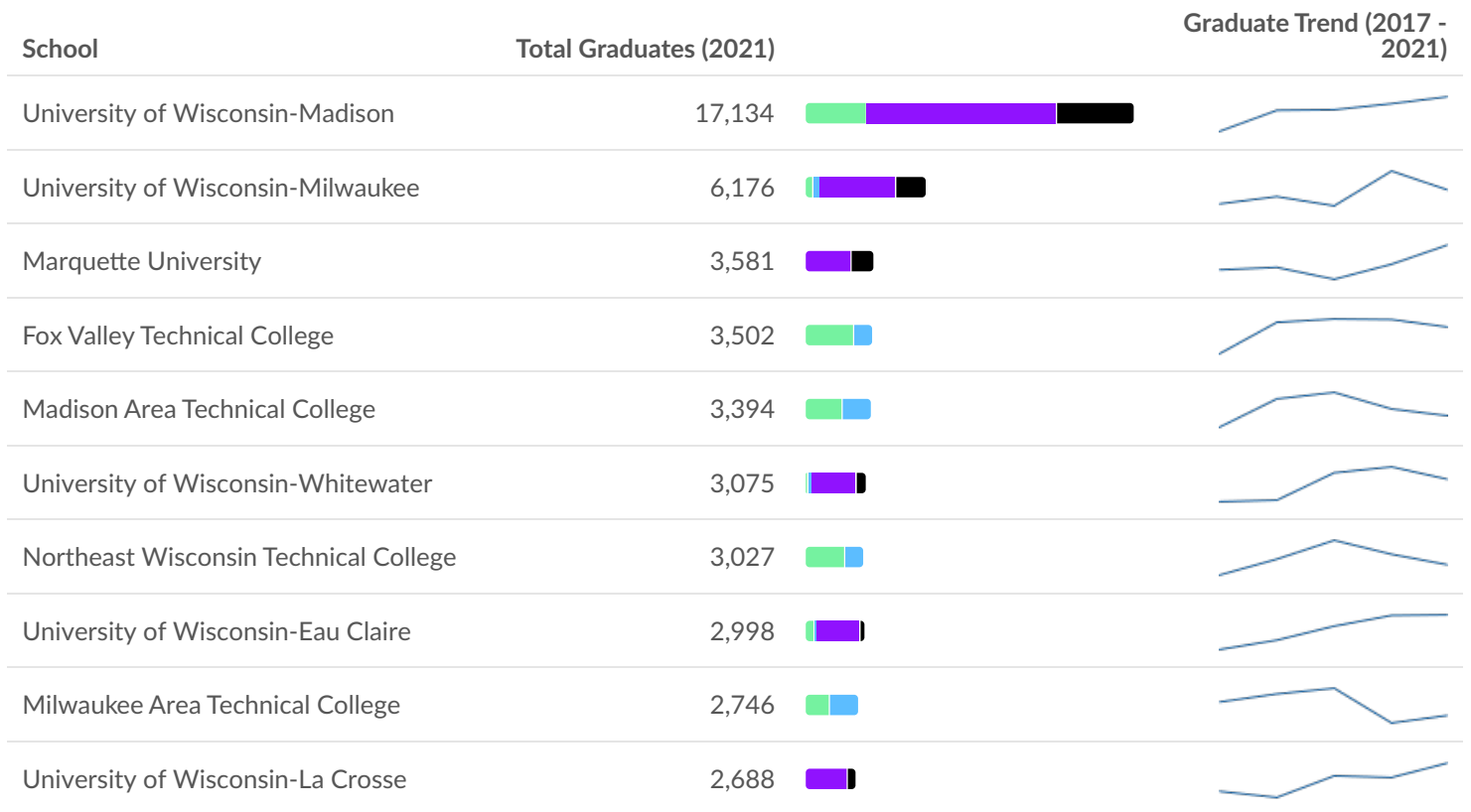


Underemployment



Educational Pipeline

In 2021, there were 93,614 graduates in Wisconsin. This pipeline has grown by 7% over the last 5 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "Registered Nursing/Registered Nurse" (Bachelor's), and "Psychology, General" (Bachelor's).



In-Demand Skills

