



200 Washington St Ste 120 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	
Business Characteristics	21
Workforce Characteristics	
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

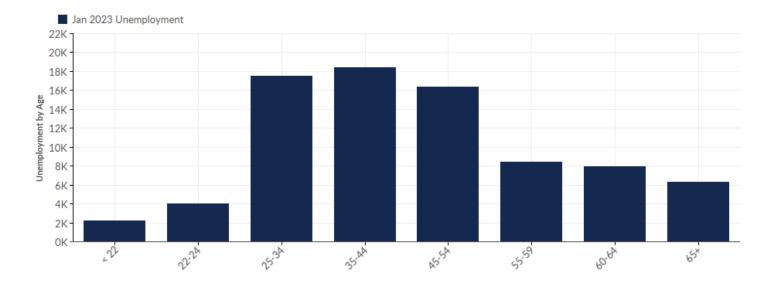
Concerning educational attainment, **21.0% of Wisconsin residents possess a Bachelor's Degree** (0.2% above the national average), and **11.4% hold an Associate's Degree** (2.5% above the national average).

		% of Population	Population
	Less Than 9th Grade	2.4%	96,570
•	9th Grade to 12th Grade	4.6%	187,352
•	High School Diploma	29.7%	1,218,913
	Some College	20.0%	823,666
•	Associate's Degree	11.4%	466,535
	Bachelor's Degree	21.0%	864,754
	Graduate Degree and Higher	11.0%	451,300



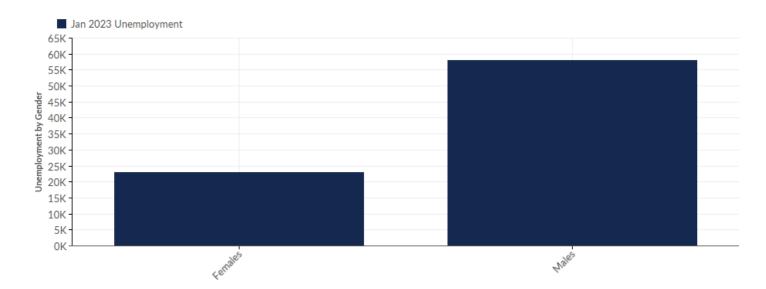
Unemployment by Demographics

Unemployment by Age



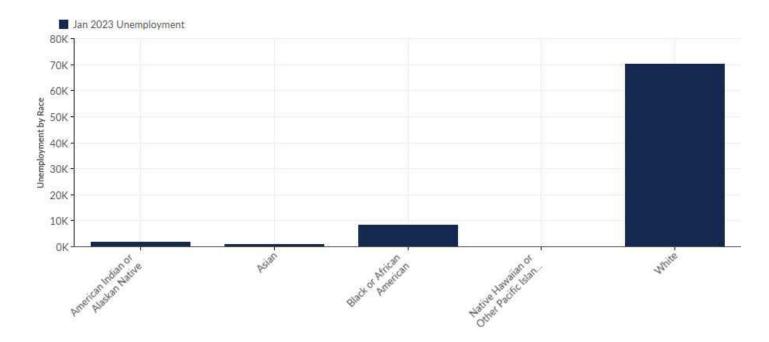
Age	Unemploy (Jan	vment 2023)	% of Unemployed
< 22		2,212	2.73%
22-24		3,980	4.91%
25-34	1	7,532	21.62%
35-44	1	8,404	22.69%
45-54	1	6,372	20.19%
55-59		8,395	10.35%
60-64		7,908	9.75%
65+		6,300	7.77%
	Total 8	1,104	100.00%

Unemployment by Gender



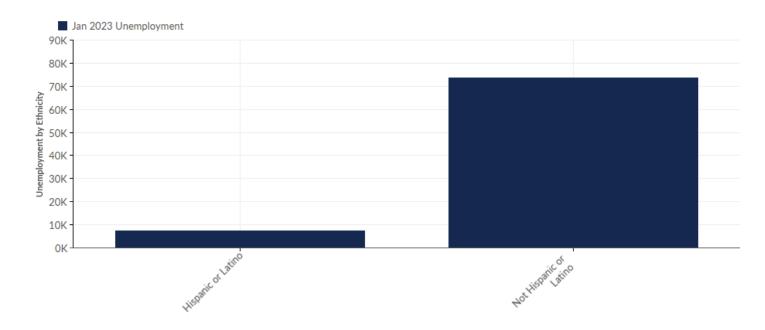
Gender	Uı	nemployment (Jan 2023)	% of Unemployed
Females		23,027	28.39%
Males		58,077	71.61%
	Total	81,104	100.00%

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%
Тс	tal 81,104	100.00%

Unemployment by Ethnicity

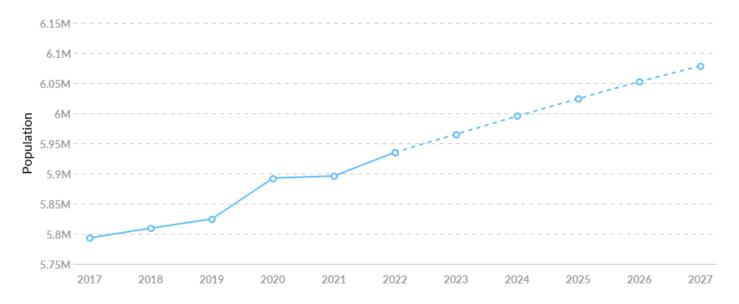


Ethnicity	Unemploy (Jan 2	ment 2023)	% of Unemployed
Hispanic or Latino	7	7,411	9.14%
Not Hispanic or Latino	73	3,693	90.86%
	Total 83	1,104	100.00%

Historic & Projected Trends

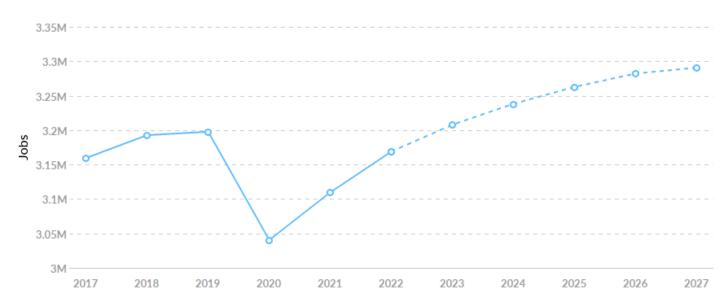
Population Trends

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.



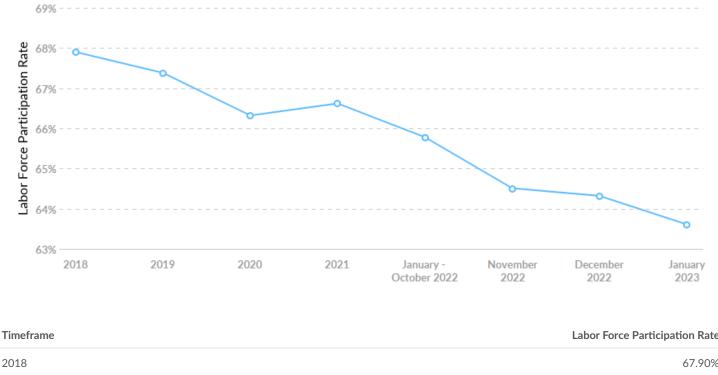
Timeframe	Population
2017	5,793,147
2018	5,809,319
2019	5,824,581
2020	5,892,323
2021	5,895,908
2022	5,935,388
2023	5,965,358
2024	5,995,321
2025	6,024,413
2026	6,052,576
2027	6,078,745

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



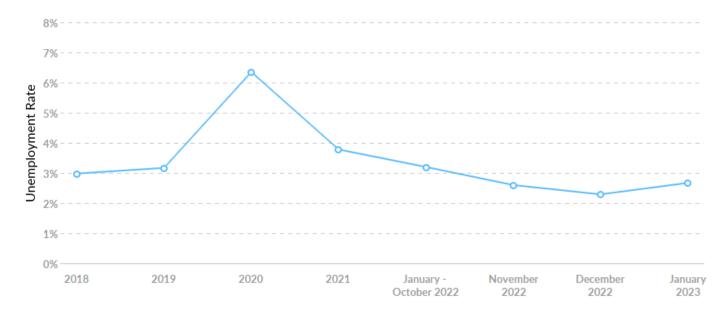
Labor Force Participation Rate Trends

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%



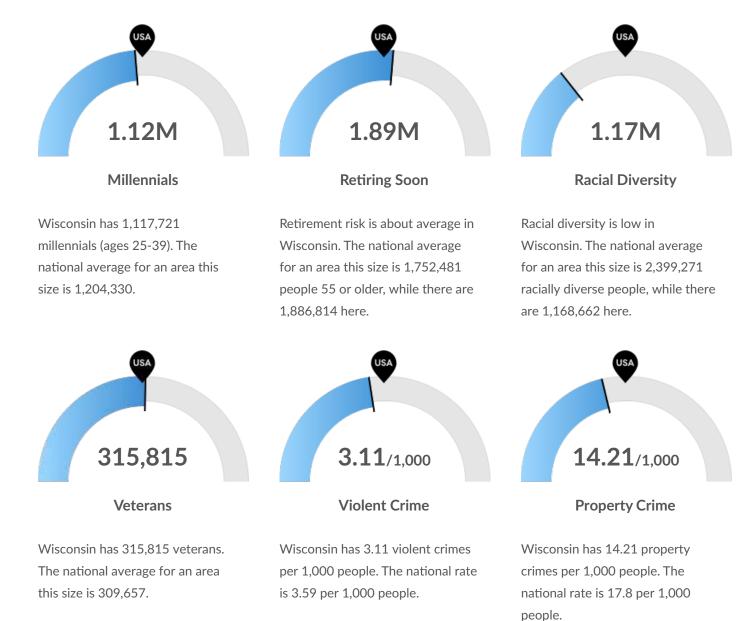
Unemployment Rate Trends

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



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. • Timmins • Thunder Bay Marshall Walsh s Mountrall Ward McHenry Benson Pennington Beltram Cook Polk zie Eddy Lake Clearwater Wells McLean Steel Foster Dunn Itasca St. Louis Mahnomen Ke Mercer Cass Burleigh Becker Barnes Cass Stark Clay Ontonagon Baraga Morton Altkin Otter Tail Douglas Hettinger LaMoure Ashland Gogebic Alge Luce Chippewa Emmons Grant North Bay Wilkin Iron Adams Dickey Sarger Pine Vilas Macidnac Traverse Douglas Morrison Florence Delta Corson Campbell Sawyer Price Oneida Perkins Bentor Pope Bro Barron Rusk Chisago Menominee Cheboygan Day **Big Stone** Langlade Dewey Potter Faulk Anoka Chippewa Chippewa Alpena Clark Menominee Door Antrim Carver Sully Clark Yellow Medicine Crawford Alcona Benzie Net Commuters Goodhue Brown Lincoln Redwood Portage Beadle Buffalo Jackson Manistee losco Blue Earth Calumet Sanborn 58,121 Murray Dodge Lake Winona Lake Clare Arenac Juneau Huron 46,615 to 58,120 Fond du Lac Bay McCook Rock Jackson Faribault Fillmore Oceana Toronto Aurora Isabella Sanila 24,365 to 46,614 Mitchell Muskegon Turner Dickinson Allamakee Lyon Gratiot Charles Mix 7.74098 24,582 Clay Cerro Gordo Genesee Clay lowa kee Clinton Lapee Kent 2,878 to 7,739 Paha Clayt Boyd Buena Vista Br Franklin Erie ve Lafayette Allegan Cedar Eaton Livingston Q.ter2,877 Brown Buchanan Chautauqua Lake Ida Jo Daviess Boone Detroit Antelope Calhoun Washtenaw Bur 0 to -2,877 Allegan Benton Jones Carroll Marshall Aonona Berrien Hillsdale Monroe 1:2,878 to -7 789 Garf eld Stanton Cook Potter Cedar DeKalb Ashtabula Audubon Elkhart lasper lowa Whiteside u7.740 to a24:364r Vall Colfax Fulton Forest Erie Cuyahoga Cameron Adair Mahaska Henry Grundy Lake Starke -24,365 10 -46.614 Louisa Clarion Howard Butler Allen Hancock Marshall Montgomery Clarke Monroe Henry Jasper Fulton C MapTiler C OpenStreetMap 668tributors Buffalo Seward Knox Adams

Where Talent Works

County	Name	2022 Employment
55079	Milwaukee County, WI	548,587
55025	Dane County, WI	394,385
55133	Waukesha County, WI	269,860
55009	Brown County, WI	166,294
55087	Outagamie County, WI	115,232

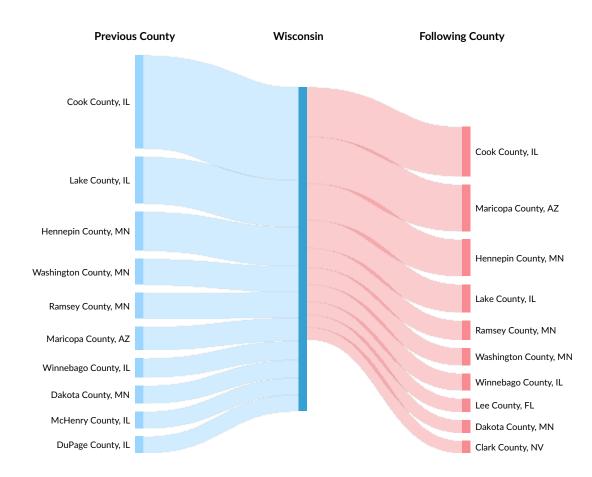
Where Talent Lives

County	Name	2022 Workers
55079	Milwaukee County, WI	501,972
55025	Dane County, WI	336,264
55133	Waukesha County, WI	234,278
55009	Brown County, WI	141,928
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

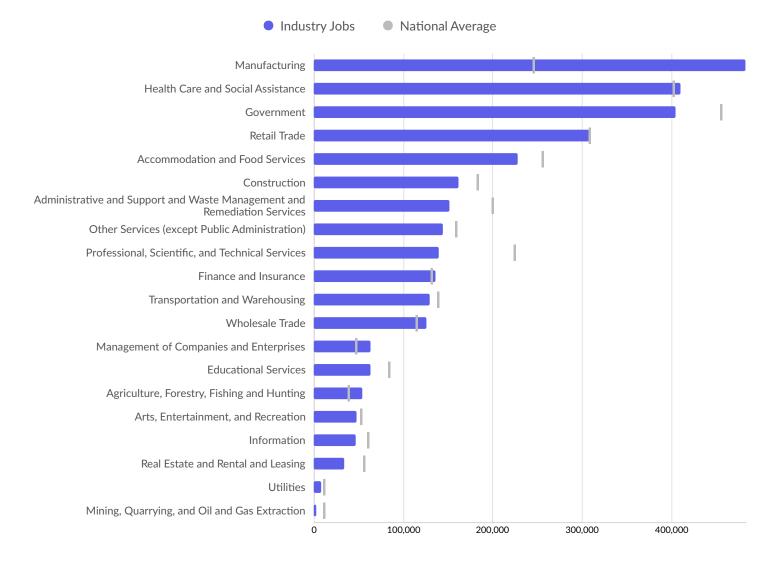
Lightcast Q2 2023 Data Set | lightcast.io

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

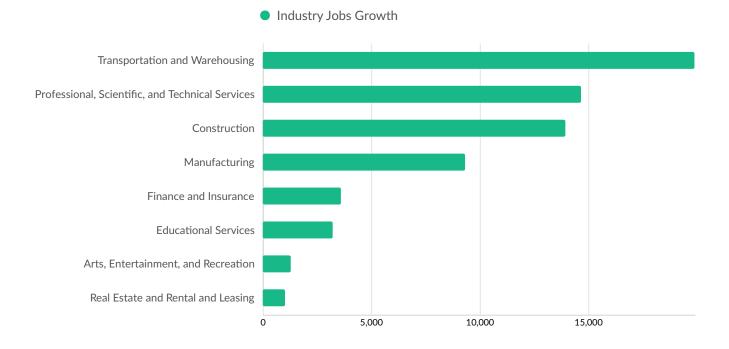
Lightcast Q2 2023 Data Set | lightcast.io

Industry Characteristics

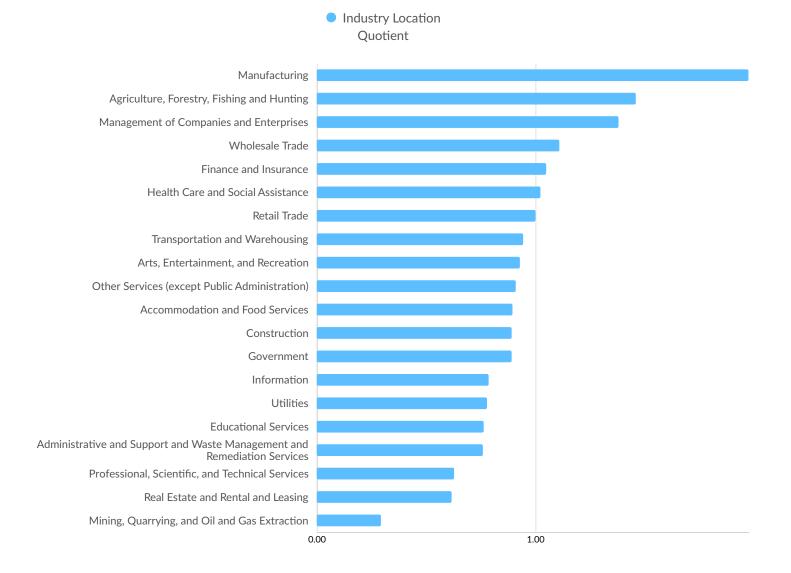
Largest Industries



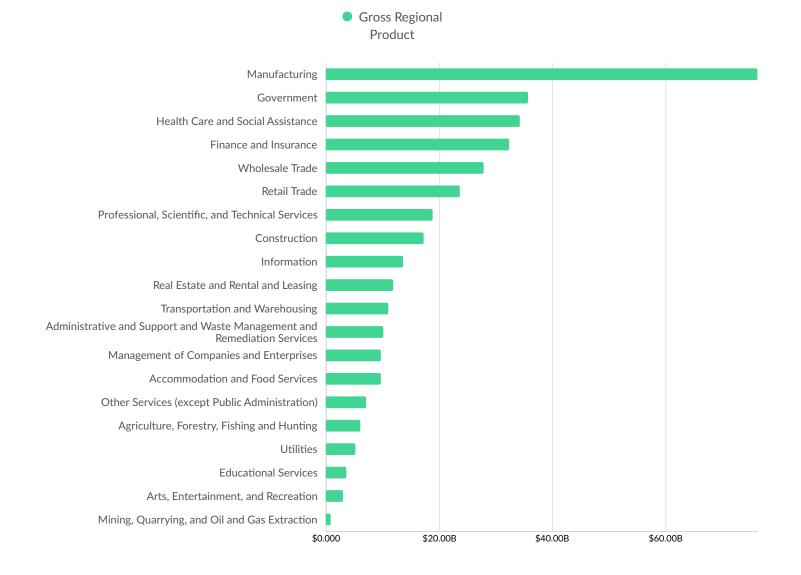
Top Growing Industries



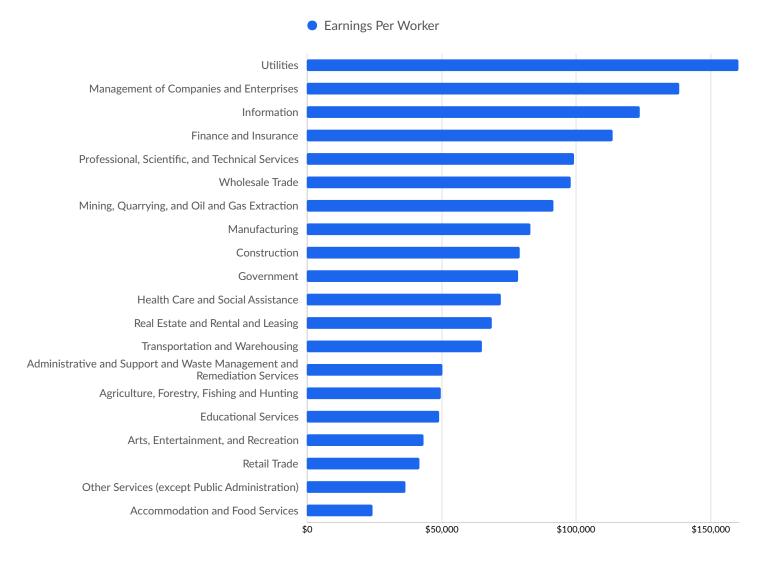
Top Industry Location Quotient



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	Тор	Companies Posting	Unique Postings
University Of Wisconsin-Madiso	33,099	Adv	vocate Aurora Health	13,624
Advocate Aurora Health	16,263	SSM	/ Health Care	11,165
Northwestern Mutual	8,609	Kwi	ik Trip	9,516
Epic	8,384	Uni	versity Of Wisconsin-Madiso	9,390
Walmart	7,604	Froe	edtert & The Medical College	7,504
Froedtert & The Medical College	7,097	Asc	ension	7,399
UW Health	6,771	Ulin	ne	5,952
State of Wisconsin	6,098	Aer	rotek	5,838
Kohl's	5,839	Care	eInHomes	5,292
GE Healthcare	5,566	Wal	Imart	5,244

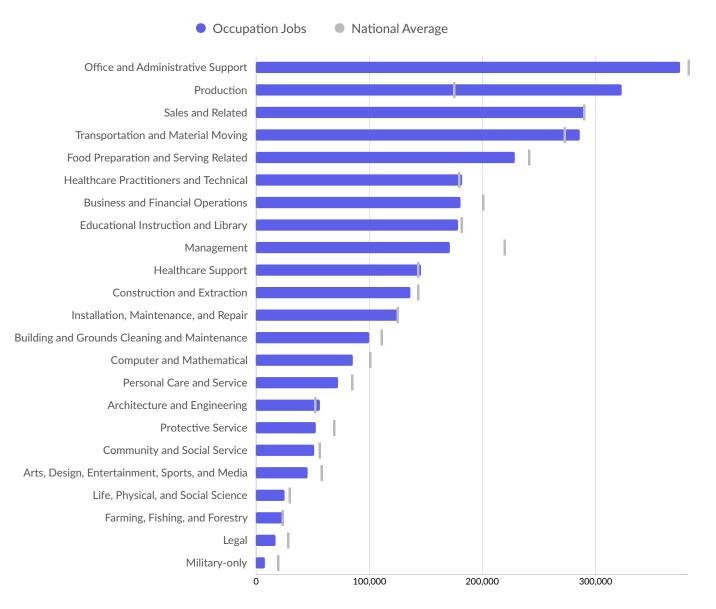
Business Size

		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

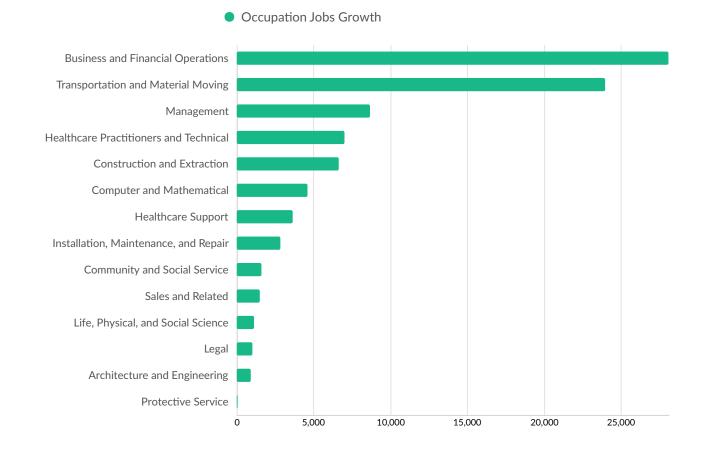
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

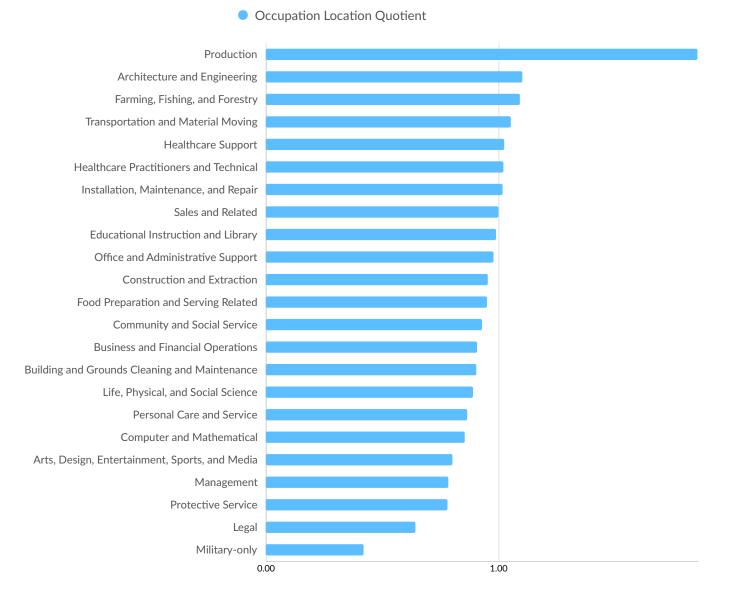
Largest Occupations



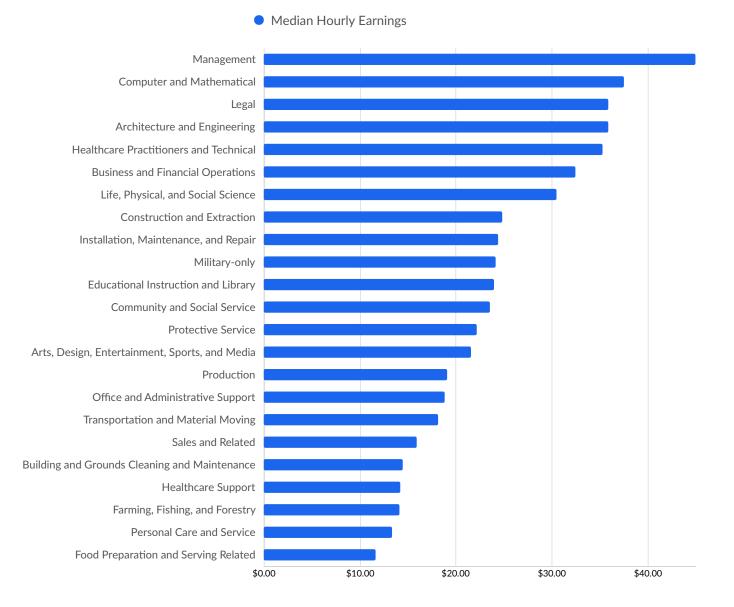
Top Growing Occupations



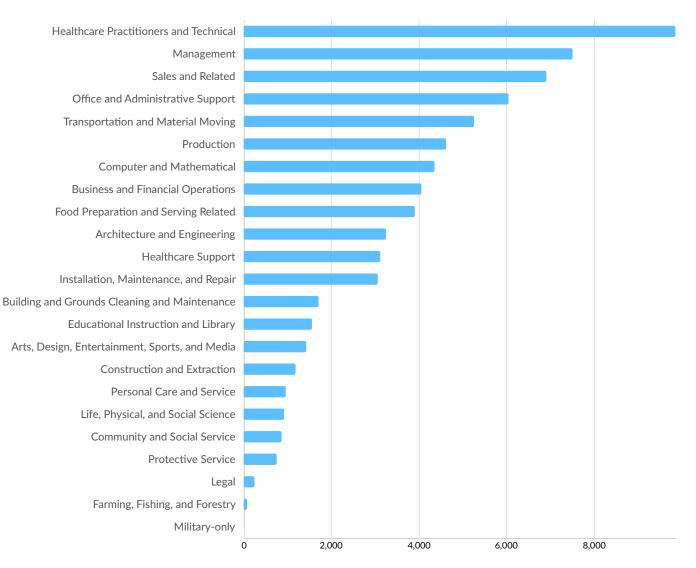
Top Occupation Location Quotient



Top Occupation Earnings

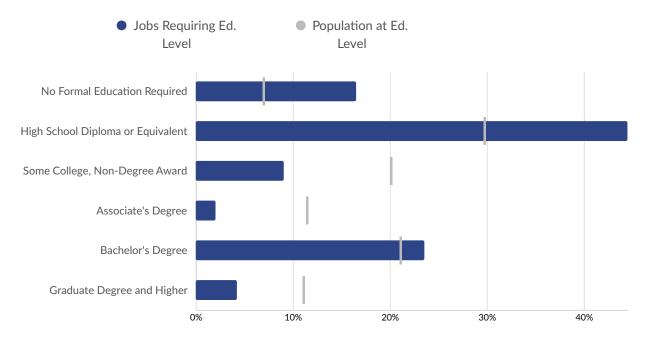


Top Posted Occupations



Unique Average Monthly Postings

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).

University of Wisconsin-Madison17,134University of Wisconsin-Milwaukee6,176Marquette University3,581Fox Valley Technical College3,502Madison Area Technical College3,394University of Wisconsin-Whitewater3,075Northeast Wisconsin Technical College3,027University of Wisconsin-Eau Claire2,998Milwaukee Area Technical College2,746	School	Total Graduates (2021)	- Graduate Trend (2017 2021)
Marquette University 3,581 Fox Valley Technical College 3,502 Madison Area Technical College 3,394 University of Wisconsin-Whitewater 3,075 Northeast Wisconsin Technical College 3,027 University of Wisconsin-Eau Claire 2,998 Milwaukee Area Technical College 2,746	University of Wisconsin-Madison	17,134	
Fox Valley Technical College 3,502 Madison Area Technical College 3,394 University of Wisconsin-Whitewater 3,075 Northeast Wisconsin Technical College 3,027 University of Wisconsin-Eau Claire 2,998 Milwaukee Area Technical College 2,746	University of Wisconsin-Milwaukee	6,176	
Madison Area Technical College 3,394 University of Wisconsin-Whitewater 3,075 Northeast Wisconsin Technical College 3,027 University of Wisconsin-Eau Claire 2,998 Milwaukee Area Technical College 2,746	Marquette University	3,581	
University of Wisconsin-Whitewater 3,075 Northeast Wisconsin Technical College 3,027 University of Wisconsin-Eau Claire 2,998 Milwaukee Area Technical College 2,746	Fox Valley Technical College	3,502	
Northeast Wisconsin Technical College 3,027 University of Wisconsin-Eau Claire 2,998 Milwaukee Area Technical College 2,746	Madison Area Technical College	3,394	
University of Wisconsin-Eau Claire 2,998 Milwaukee Area Technical College 2,746	University of Wisconsin-Whitewater	3,075	
Milwaukee Area Technical College 2,746	Northeast Wisconsin Technical College	3,027	
	University of Wisconsin-Eau Claire	2,998	
University of Wisconsin-La Crosse 2.688	Milwaukee Area Technical College	2,746	
	University of Wisconsin-La Crosse	2,688	



e Associate's

Bachelor's Higher



In-Demand Skills

