



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

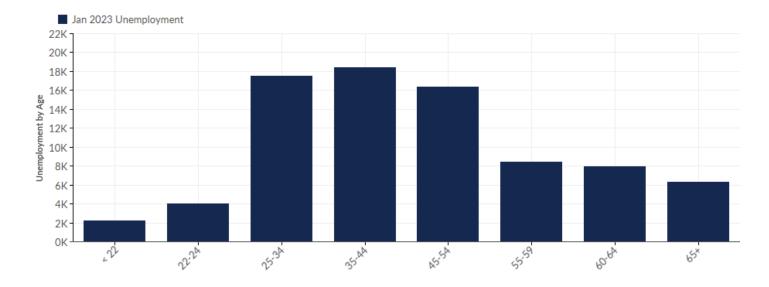
Concerning educational attainment, **21.0% of Wisconsin residents possess a Bachelor's Degree** (0.2% above the national average), and **11.4% hold an Associate's Degree** (2.5% above the national average).

| | | % 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 |



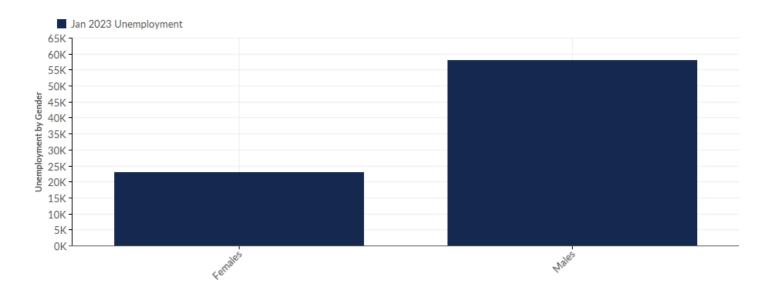
Unemployment by Demographics

Unemployment by Age



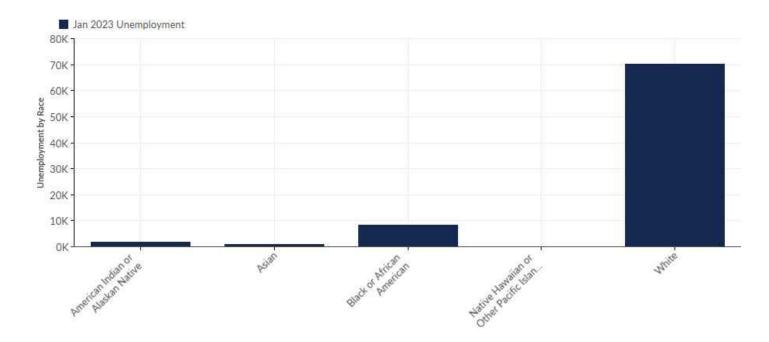
| Age | Unemploy (Jan | vment 2023) | % of Unemployed |
|-------|------------------|----------------|--------------------|
| < 22 | | 2,212 | 2.73% |
| 22-24 | | 3,980 | 4.91% |
| 25-34 | 1 | 7,532 | 21.62% |
| 35-44 | 1 | 8,404 | 22.69% |
| 45-54 | 1 | 6,372 | 20.19% |
| 55-59 | | 8,395 | 10.35% |
|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

Unemployment by Gender



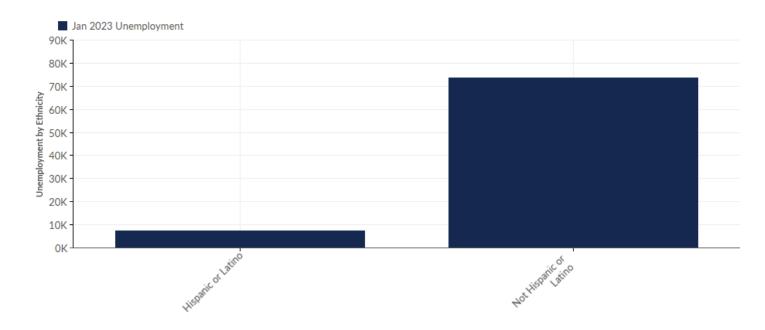
| Gender | Uı | nemployment (Jan 2023) | % of Unemployed |
|---------|-------|---------------------------|--------------------|
| Females | | 23,027 | 28.39% |
| Males | | 58,077 | 71.61% |
| | Total | 81,104 | 100.00% |

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

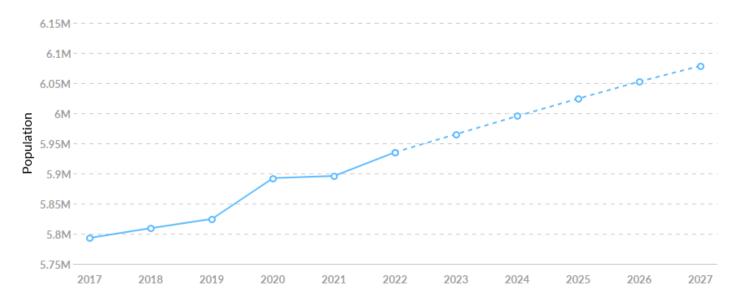


| Ethnicity | Unemploy (Jan 2 | ment 2023) | % of Unemployed |
|------------------------|--------------------|---------------|--------------------|
| Hispanic or Latino | 7 | 7,411 | 9.14% |
| Not Hispanic or Latino | 73 | 3,693 | 90.86% |
| | Total 83 | 1,104 | 100.00% |

Historic & Projected Trends

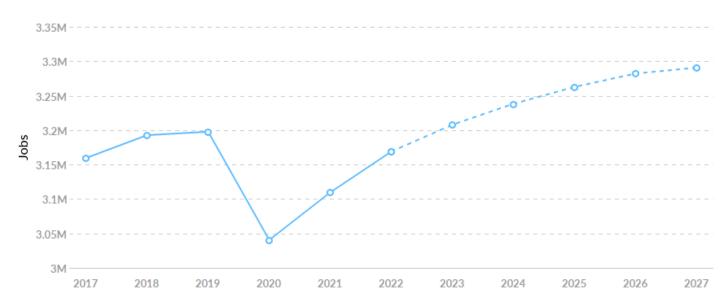
Population Trends

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.



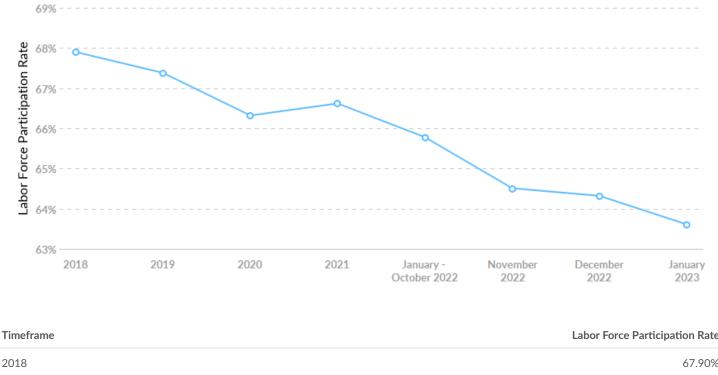
| Timeframe | Population |
|-----------|------------|
| 2017 | 5,793,147 |
| 2018 | 5,809,319 |
| 2019 | 5,824,581 |
| 2020 | 5,892,323 |
| 2021 | 5,895,908 |
| 2022 | 5,935,388 |
| 2023 | 5,965,358 |
| 2024 | 5,995,321 |
| 2025 | 6,024,413 |
| 2026 | 6,052,576 |
| 2027 | 6,078,745 |

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 |



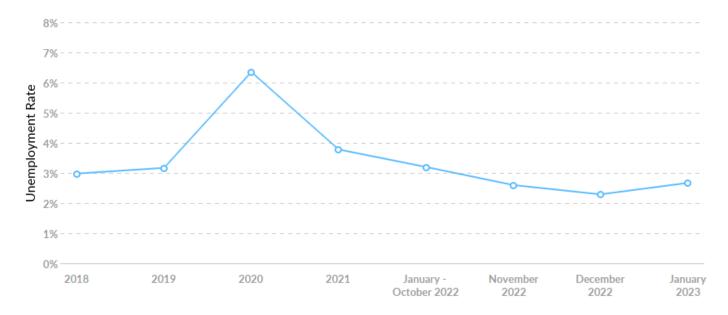
Labor Force Participation Rate Trends

| 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% |
| | |



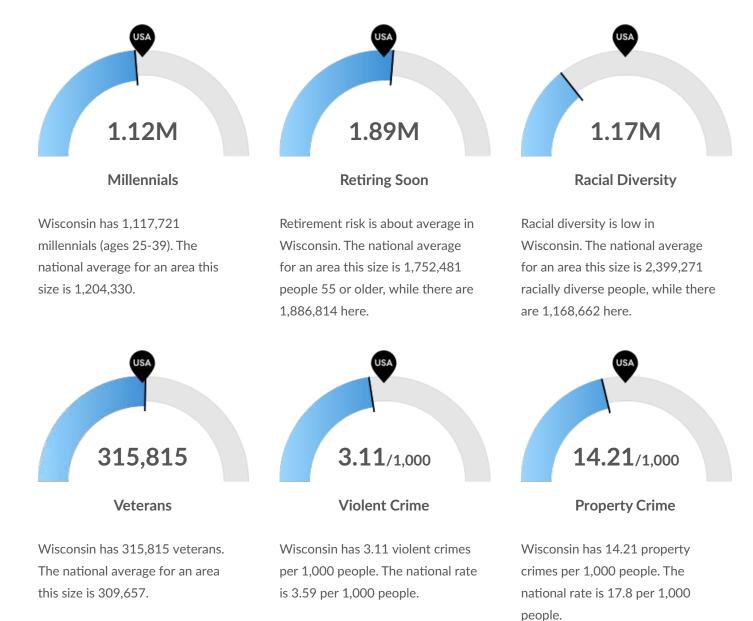
Unemployment Rate Trends

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 |

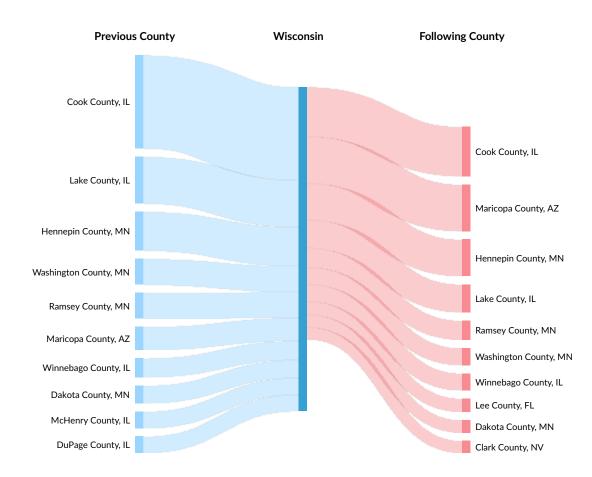
Where Talent Lives

| 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 |

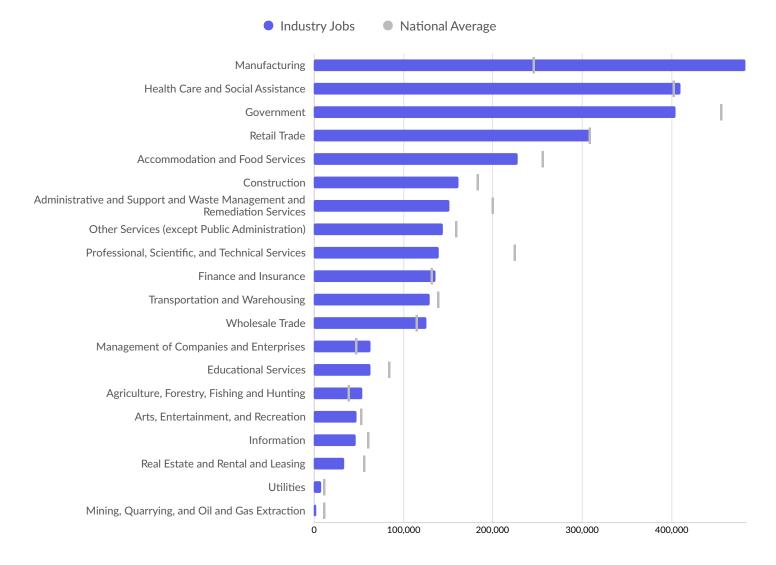
Lightcast Q2 2023 Data Set | lightcast.io

| 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 |

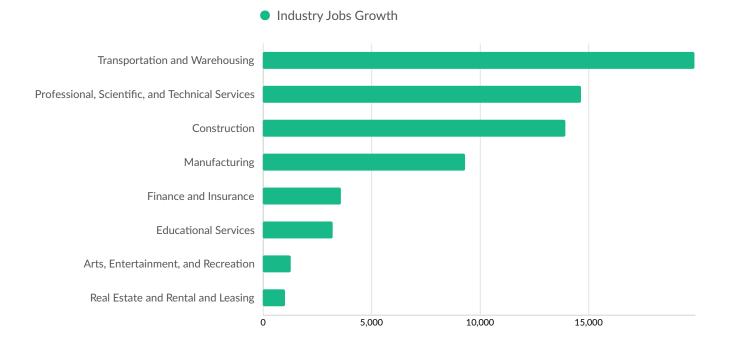
Lightcast Q2 2023 Data Set | lightcast.io

Industry Characteristics

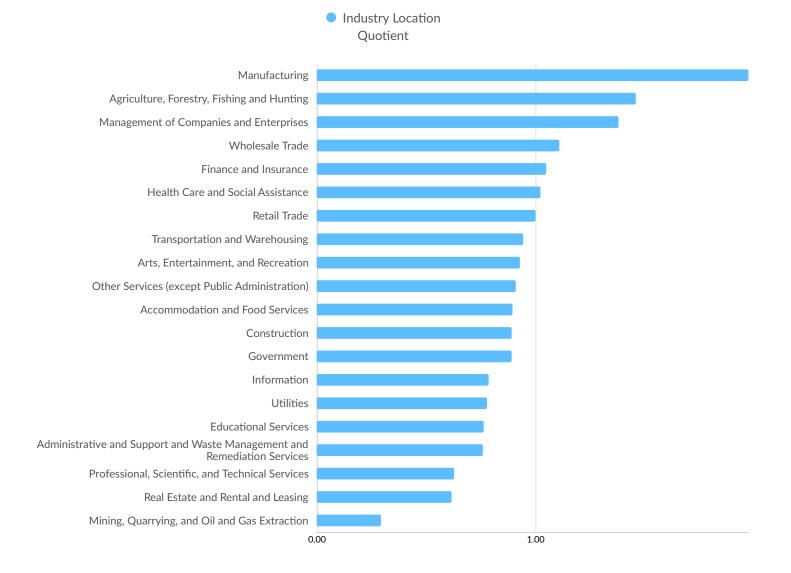
Largest Industries



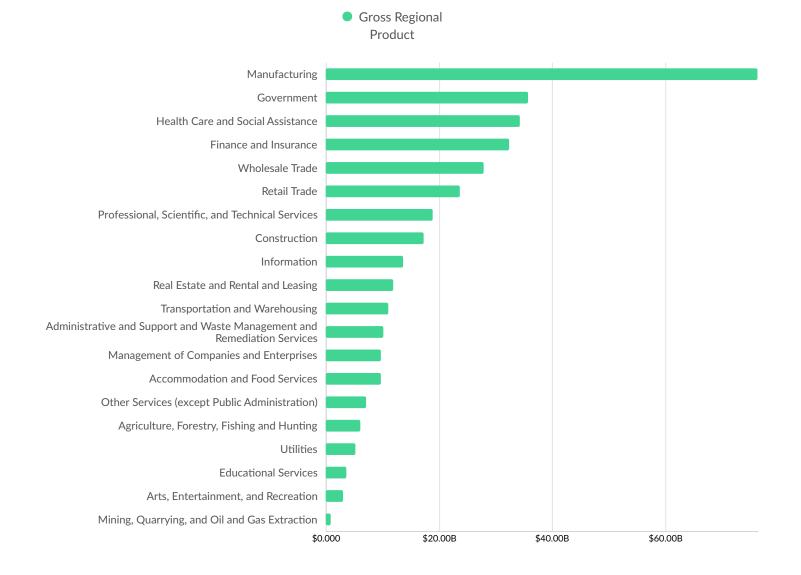
Top Growing Industries



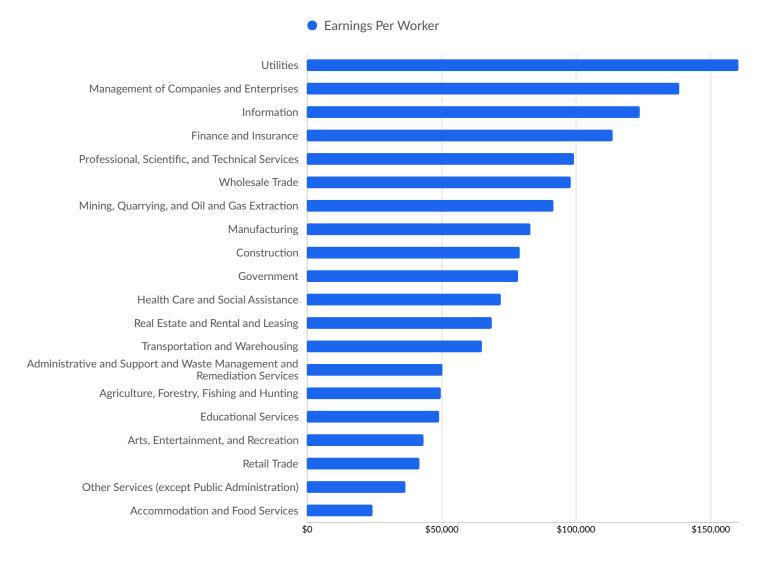
Top Industry Location Quotient



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 |

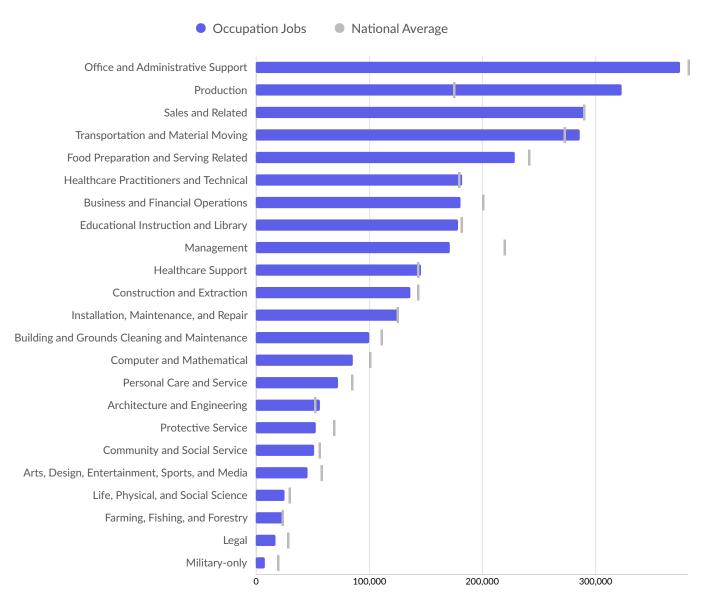
Business Size

| | | 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 |

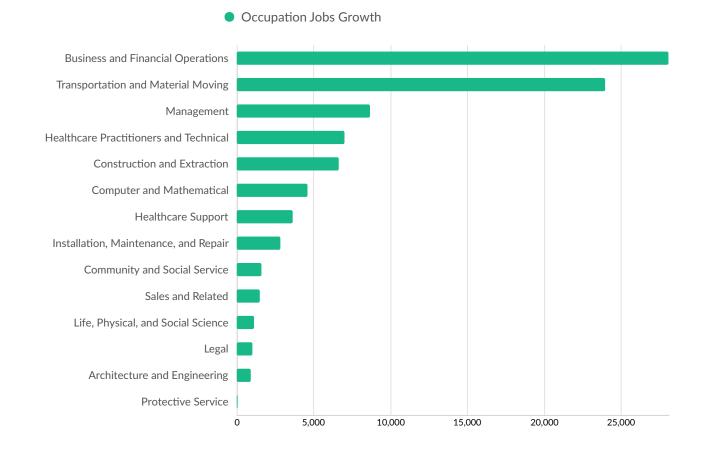
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

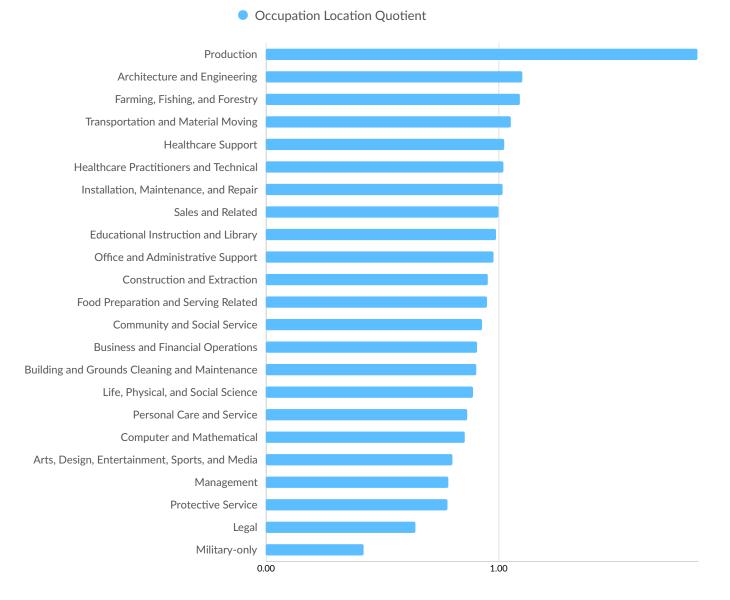
Largest Occupations



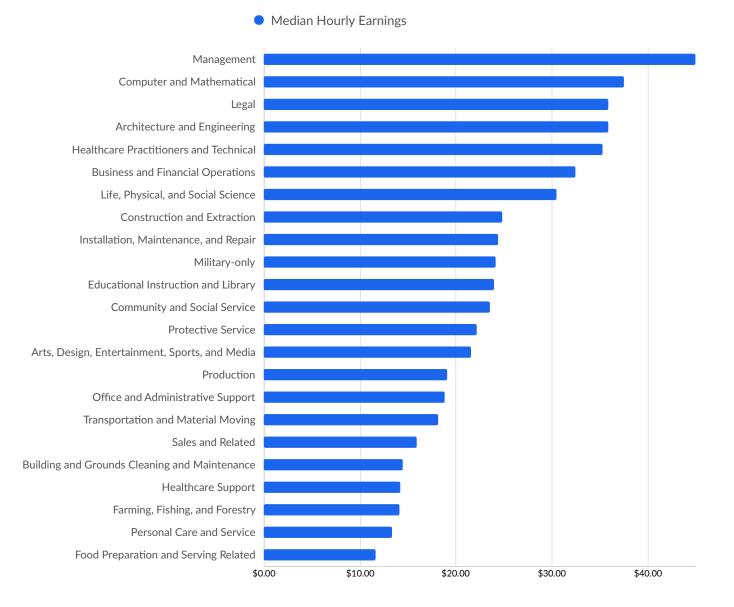
Top Growing Occupations



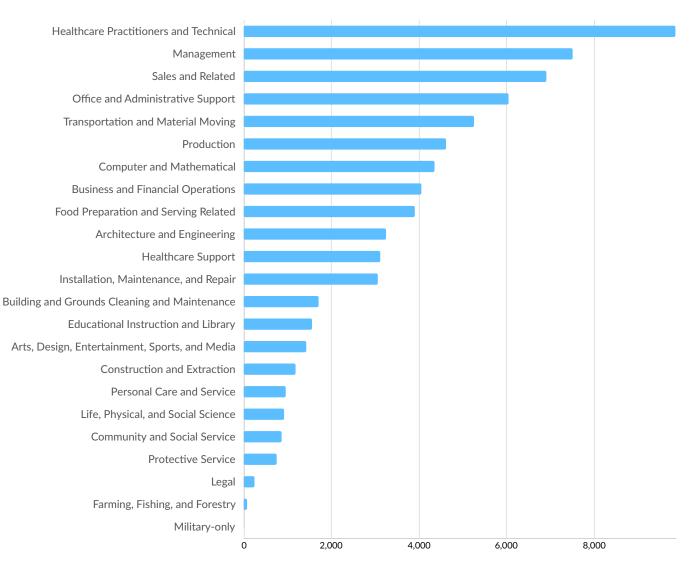
Top Occupation Location Quotient



Top Occupation Earnings

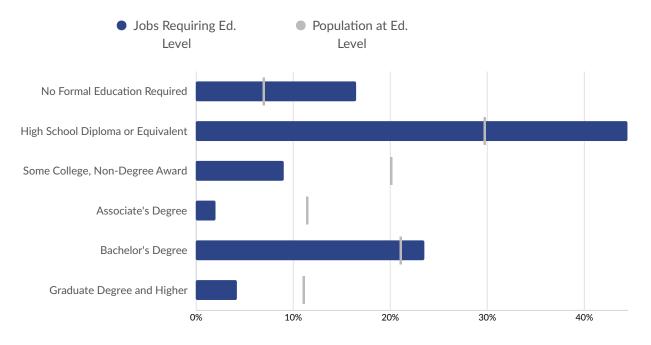


Top Posted Occupations



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

