



Wisconsin

West Central Wisconsin Regional Planning Commission



800 Wisconsin Street
Banbury Place
Mailbox 9, Bldg. D2-401
Eau Claire, Wisconsin 54703-3606

Contents

| | |
|-----------------------------------|----|
| Report Parameters | 1 |
| Economy Overview | 2 |
| Historic & Projected Trends | 4 |
| Population Characteristics | 8 |
| Industry Characteristics | 10 |
| Business Characteristics | 16 |
| Workforce Characteristics | 18 |
| Educational Pipeline | 21 |
| In-Demand Skills | 22 |

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

5,829,343

Population (2019)

Population grew by **77,382** over the last 5 years and is projected to grow by **71,413** over the next 5 years.

3,180,026

Total Regional Employment

Jobs grew by **124,707** over the last 5 years and are projected to grow by **109,376** over the next 5 years.

\$59.2K

Median Household Income (2018)

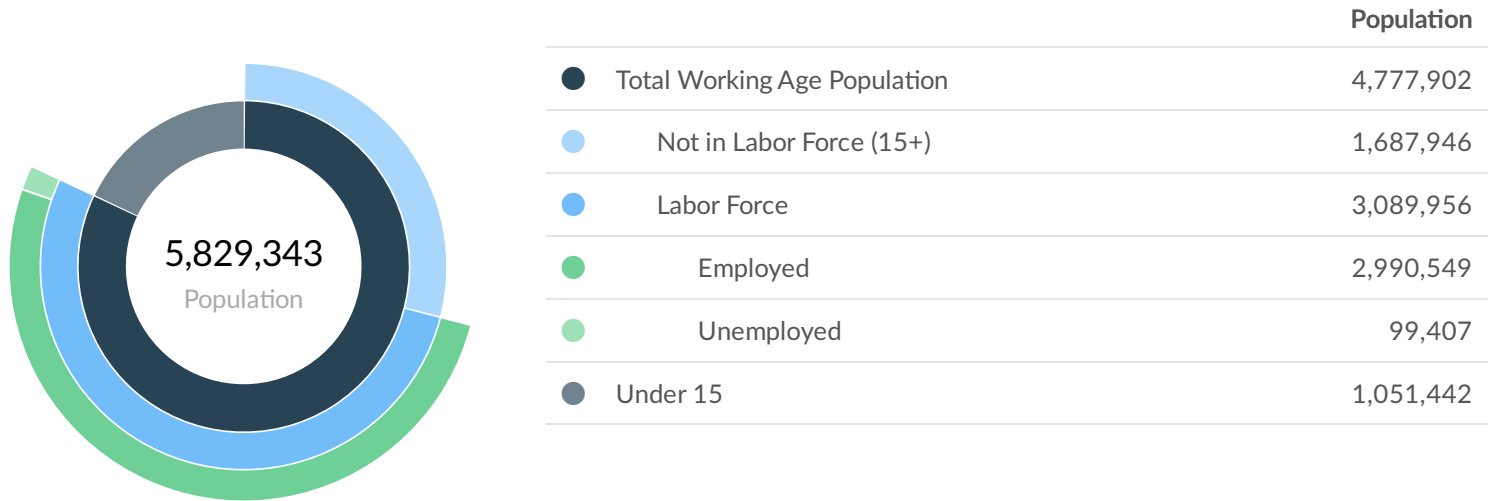
Median household income is **\$1.1K below** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **increased by 1.3%** since 2014, growing by 77,382. Population is expected to **increase by 1.2%** between 2019 and 2024, adding 71,413.
- From 2014 to 2019, jobs **increased by 4.1%** in Wisconsin from 3,055,318 to **3,180,026**. This change **fell short of the national growth rate of 7.9% by 3.8%**. As the number of jobs increased, the **labor force participation rate decreased from 65.3% to 64.7% between 2014 and 2019**.
- Concerning educational attainment, **18.8% of Wisconsin residents possess a Bachelor's Degree** (the same as the national average), and **10.1% hold an Associate's Degree** (2.0% above the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

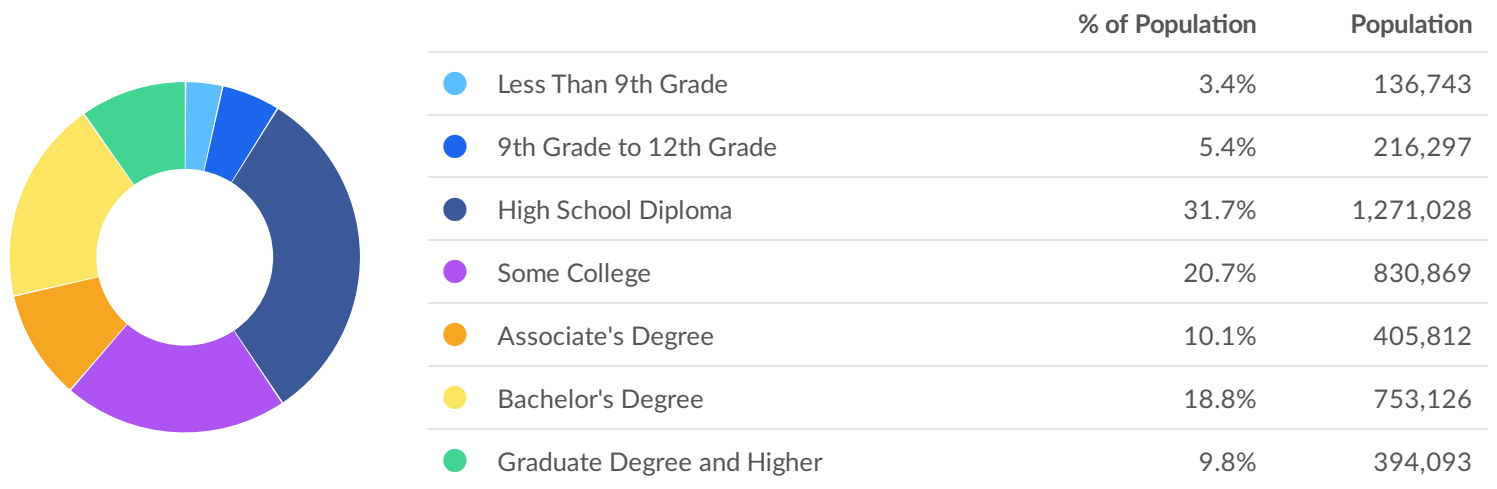
| | Population (2019) | Labor Force (2019) | Jobs (2019) | Cost of Living | GRP | Imports | Exports |
|----------------------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 5,829,343 | 3,089,956 | 3,180,026 | 100.0 | \$339.02B | \$308.87B | \$336.99B |
| WCWRPC Region | 428,690 | 234,123 | 205,750 | 98.3 | \$19.40B | \$26.68B | \$22.45B |
| West Central WDA | 478,796 | 263,556 | 221,076 | 99.0 | \$20.86B | \$29.20B | \$23.90B |
| United States | 329,399,330 | 163,493,315 | 165,694,988 | 100.0 | \$21.12T | \$0 | \$8.96T |
| Barron County, WI | 45,089 | 24,352 | 24,349 | 99.9 | \$2.16B | \$3.26B | \$2.88B |
| Burnett County, WI | 15,392 | 7,048 | 5,398 | 98.2 | \$461.60M | \$930.09M | \$660.37M |
| St. Croix County, WI | 90,476 | 50,308 | 38,293 | 101.5 | \$3.75B | \$6.14B | \$3.68B |

2019 Labor Force Breakdown



Educational Attainment

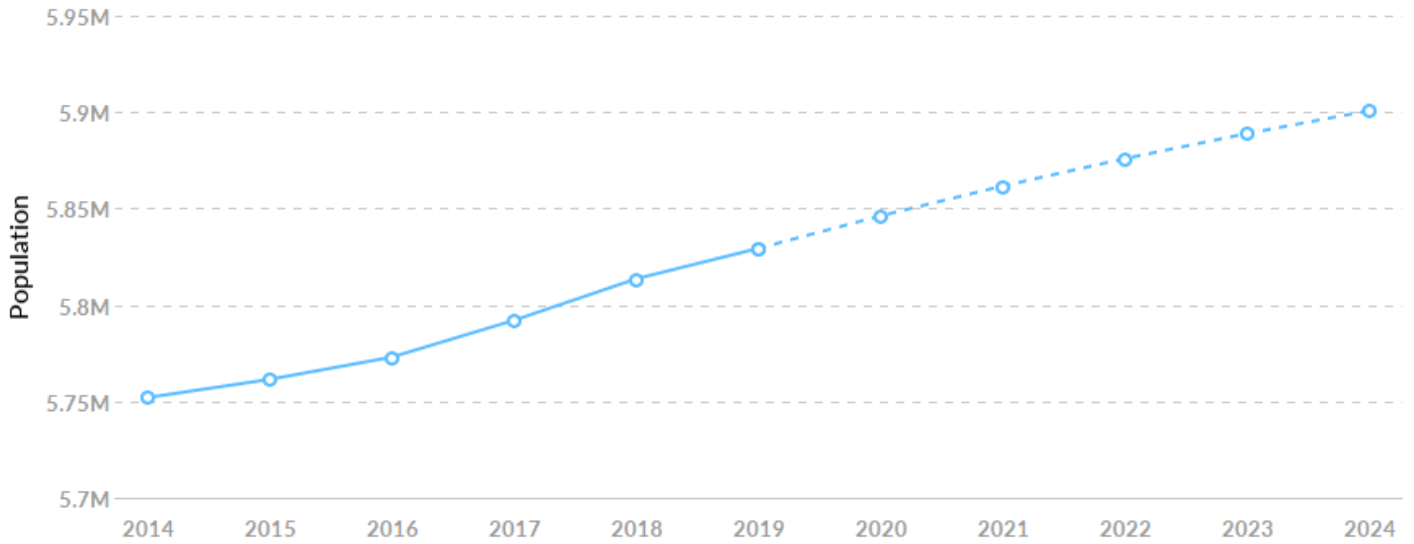
Concerning educational attainment, **18.8% of Wisconsin residents possess a Bachelor's Degree** (the same as the national average), and **10.1% hold an Associate's Degree** (2.0% above the national average).



Historic & Projected Trends

Population Trends

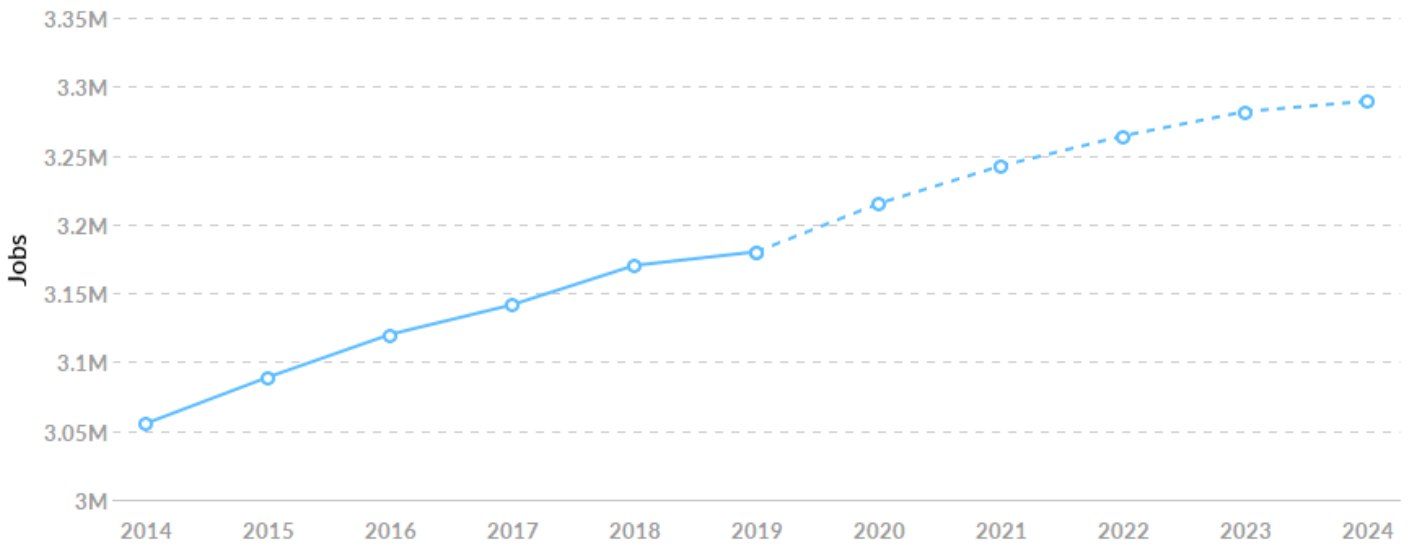
As of 2019 the region's population **increased by 1.3%** since 2014, growing by 77,382. Population is expected to **increase by 1.2%** between 2019 and 2024, adding 71,413.



| Timeframe | Population |
|-----------|------------|
| 2014 | 5,751,962 |
| 2015 | 5,761,389 |
| 2016 | 5,772,939 |
| 2017 | 5,792,034 |
| 2018 | 5,813,555 |
| 2019 | 5,829,343 |
| 2020 | 5,846,197 |
| 2021 | 5,861,679 |
| 2022 | 5,875,882 |
| 2023 | 5,888,888 |
| 2024 | 5,900,757 |

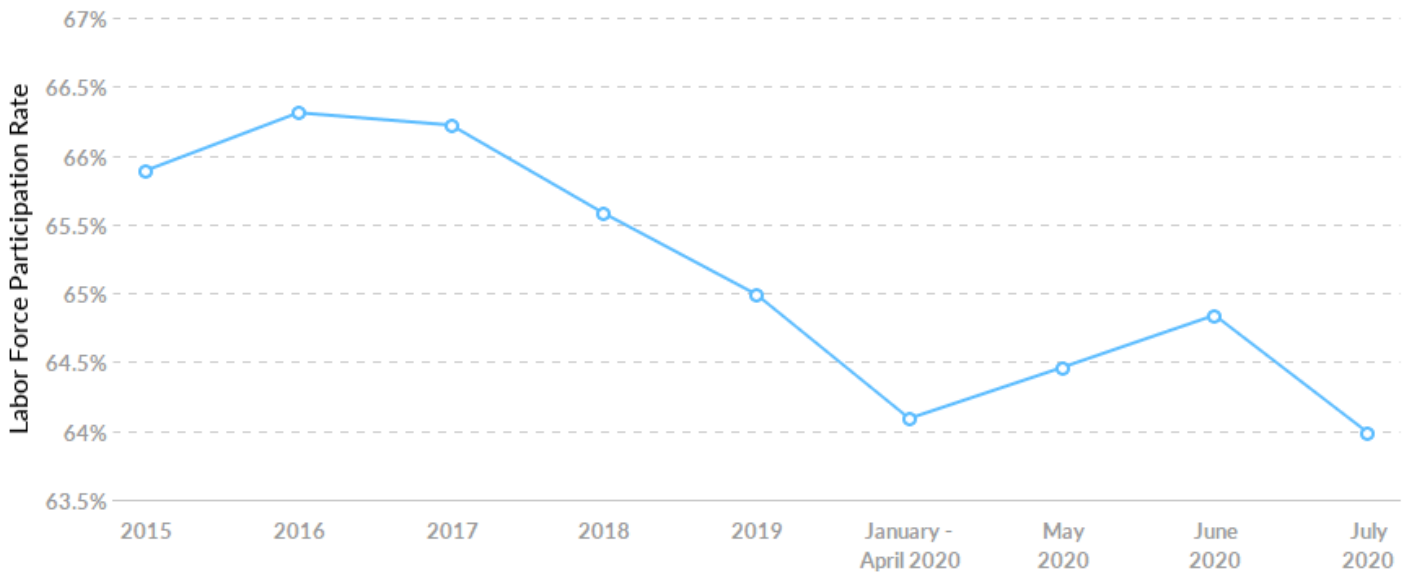
Job Trends

From 2014 to 2019, jobs increased by 4.1% in Wisconsin from 3,055,318 to 3,180,026. This change fell short of the national growth rate of 7.9% by 3.8%.



| Timeframe | Jobs |
|-----------|-----------|
| 2014 | 3,055,318 |
| 2015 | 3,088,946 |
| 2016 | 3,120,005 |
| 2017 | 3,141,540 |
| 2018 | 3,170,106 |
| 2019 | 3,180,026 |
| 2020 | 3,215,039 |
| 2021 | 3,242,381 |
| 2022 | 3,264,165 |
| 2023 | 3,281,869 |
| 2024 | 3,289,401 |

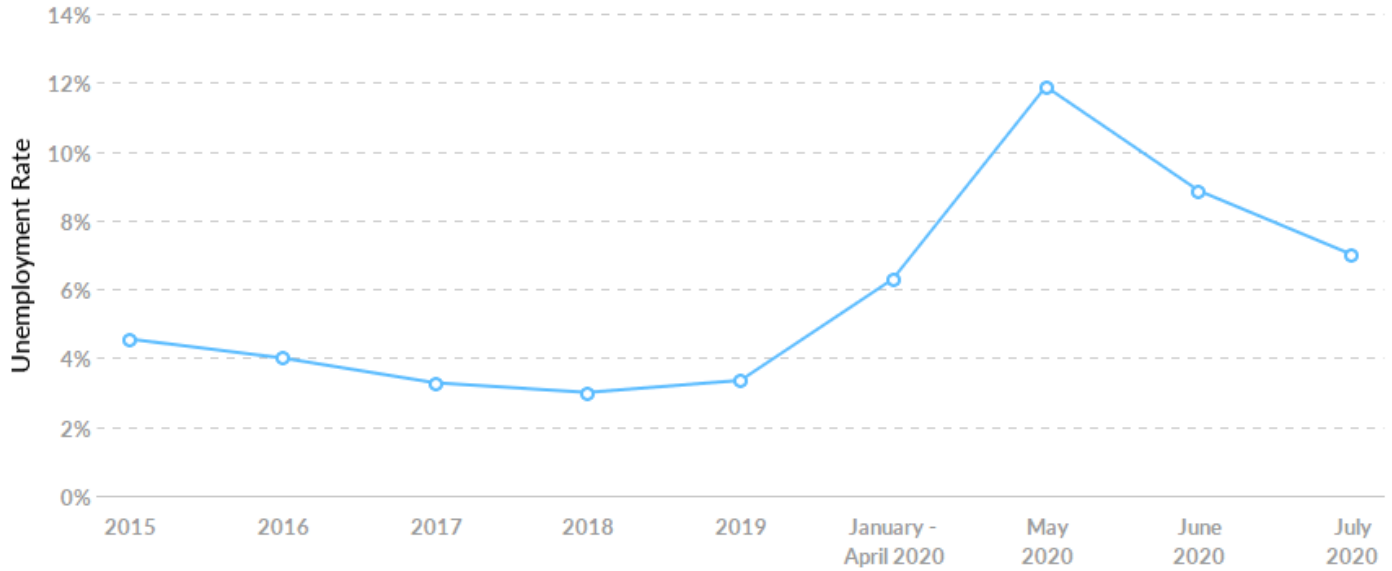
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|----------------------|--------------------------------|
| 2015 | 65.89% |
| 2016 | 66.31% |
| 2017 | 66.22% |
| 2018 | 65.58% |
| 2019 | 64.99% |
| January - April 2020 | 64.09% |
| May 2020 | 64.46% |
| June 2020 | 64.84% |
| July 2020 | 63.99% |

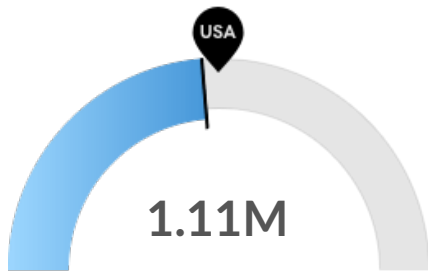
Unemployment Rate Trends

Wisconsin had a July 2020 unemployment rate of 7.01%, increasing from 4.55% 5 years before.



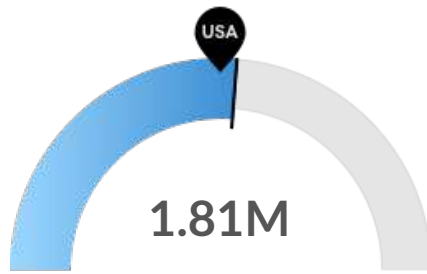
| Timeframe | Unemployment Rate |
|----------------------|-------------------|
| 2015 | 4.55% |
| 2016 | 4.00% |
| 2017 | 3.28% |
| 2018 | 3.00% |
| 2019 | 3.35% |
| January - April 2020 | 6.30% |
| May 2020 | 11.88% |
| June 2020 | 8.86% |
| July 2020 | 7.01% |

Population Characteristics



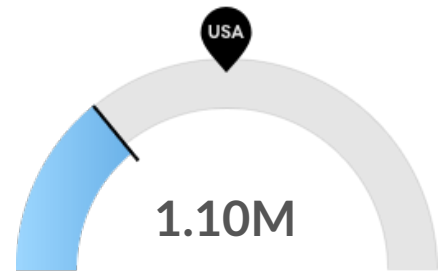
Millennials

Wisconsin has 1,109,175 millennials (ages 25-39). The national average for an area this size is 1,195,191.



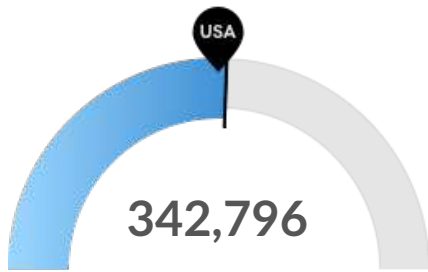
Retiring Soon

Retirement risk is about average in Wisconsin. The national average for an area this size is 1,682,826 people 55 or older, while there are 1,806,050 here.



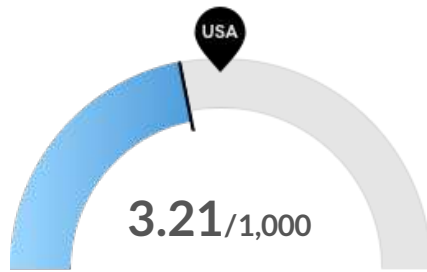
Racial Diversity

Racial diversity is low in Wisconsin. The national average for an area this size is 2,303,282 racially diverse people, while there are 1,100,670 here.



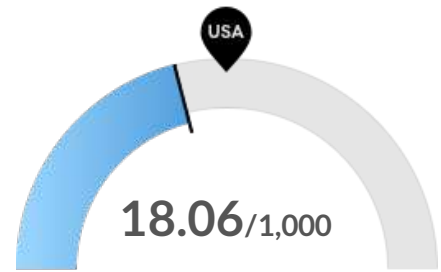
Veterans

Wisconsin has 342,796 veterans. The national average for an area this size is 330,713.



Violent Crime

Wisconsin has 3.21 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

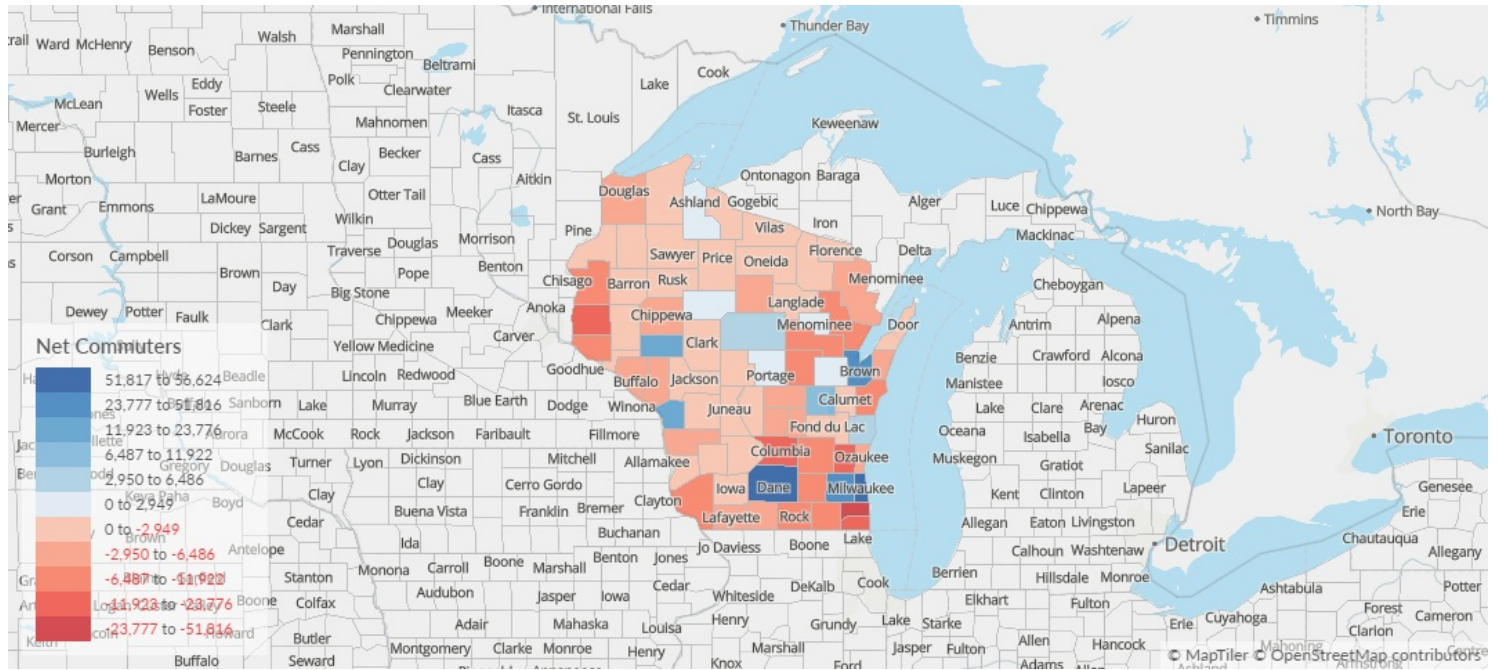


Property Crime

Wisconsin has 18.06 property crimes per 1,000 people. The national rate is 22.98 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

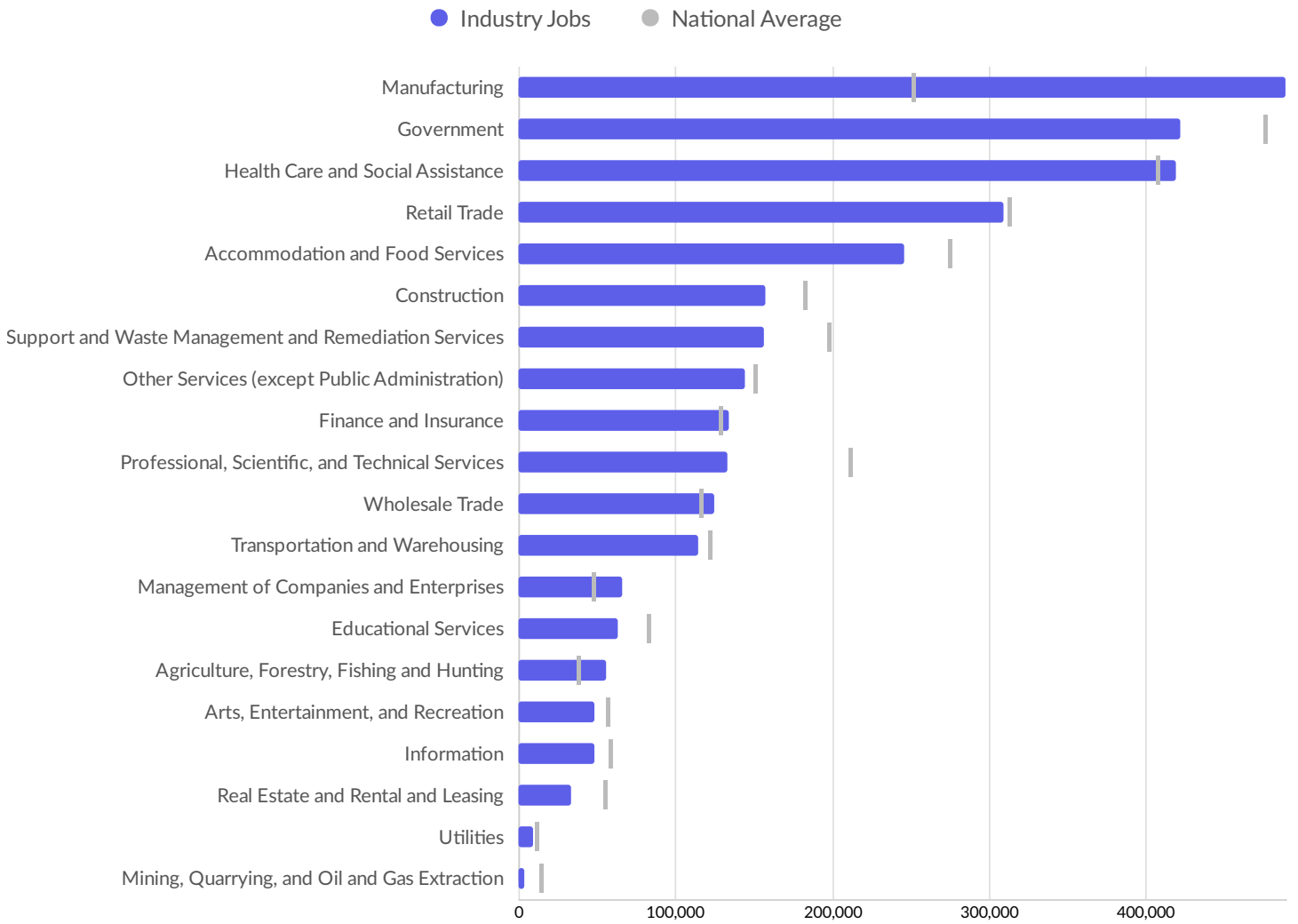
| County | Name | 2019 Employment |
|--------|----------------------|-----------------|
| 55079 | Milwaukee County, WI | 530,305 |
| 55025 | Dane County, WI | 378,827 |
| 55133 | Waukesha County, WI | 266,239 |
| 55009 | Brown County, WI | 169,346 |
| 55087 | Outagamie County, WI | 117,464 |

Where Talent Lives

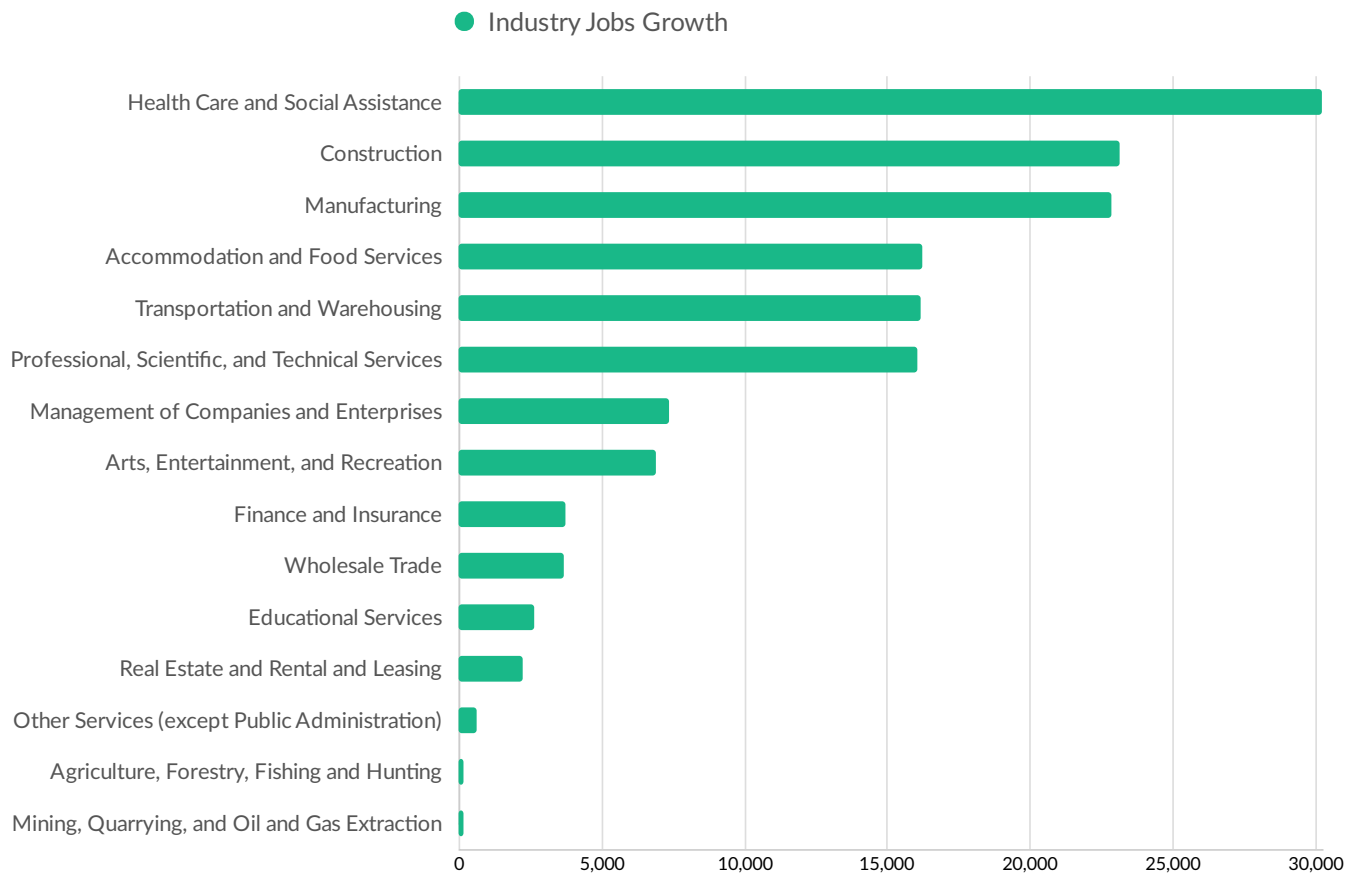
| County | Name | 2019 Workers |
|--------|----------------------|--------------|
| 55079 | Milwaukee County, WI | 478,488 |
| 55025 | Dane County, WI | 322,203 |
| 55133 | Waukesha County, WI | 229,569 |
| 55009 | Brown County, WI | 145,569 |
| 55087 | Outagamie County, WI | 116,468 |

Industry Characteristics

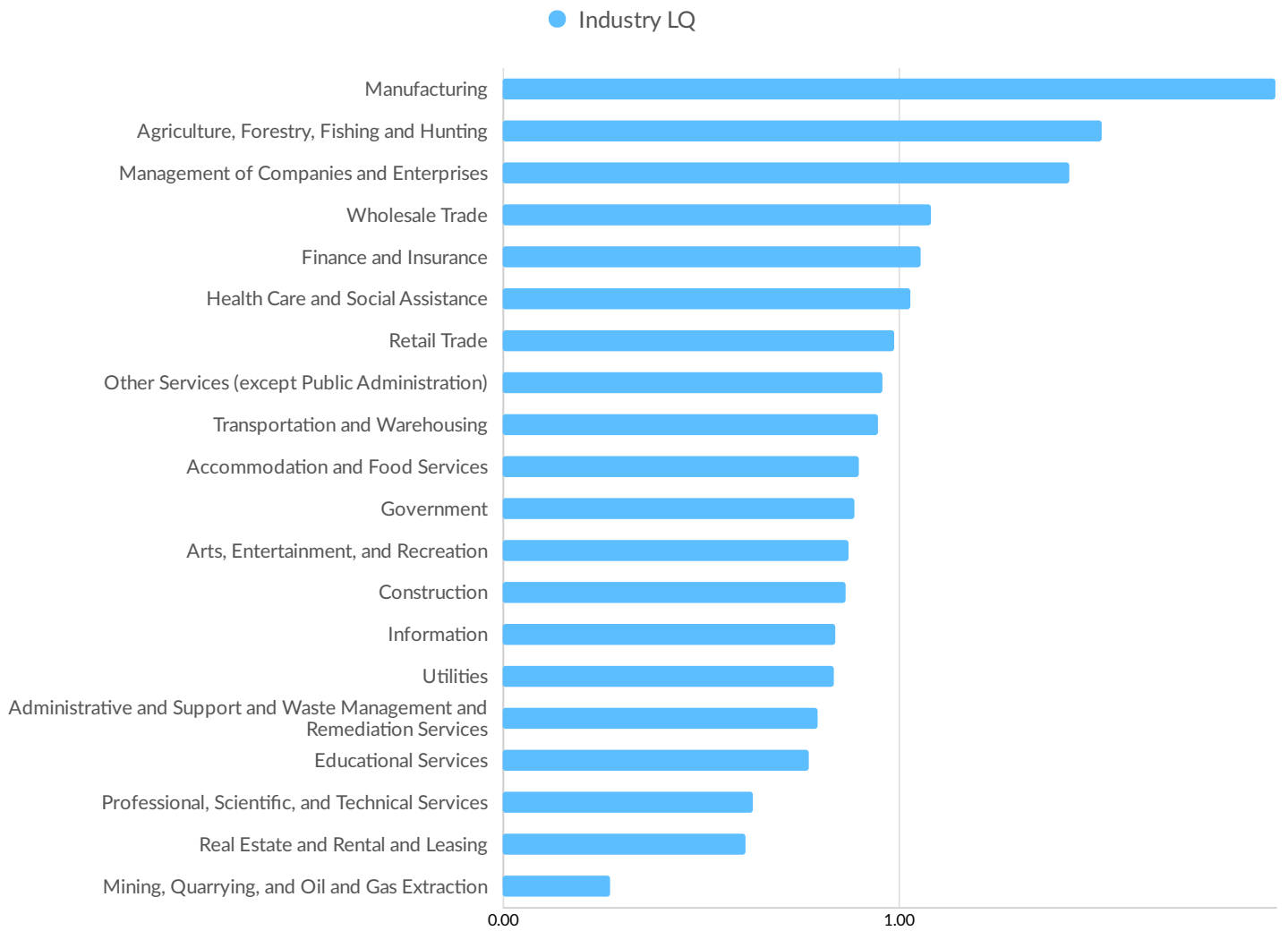
Largest Industries



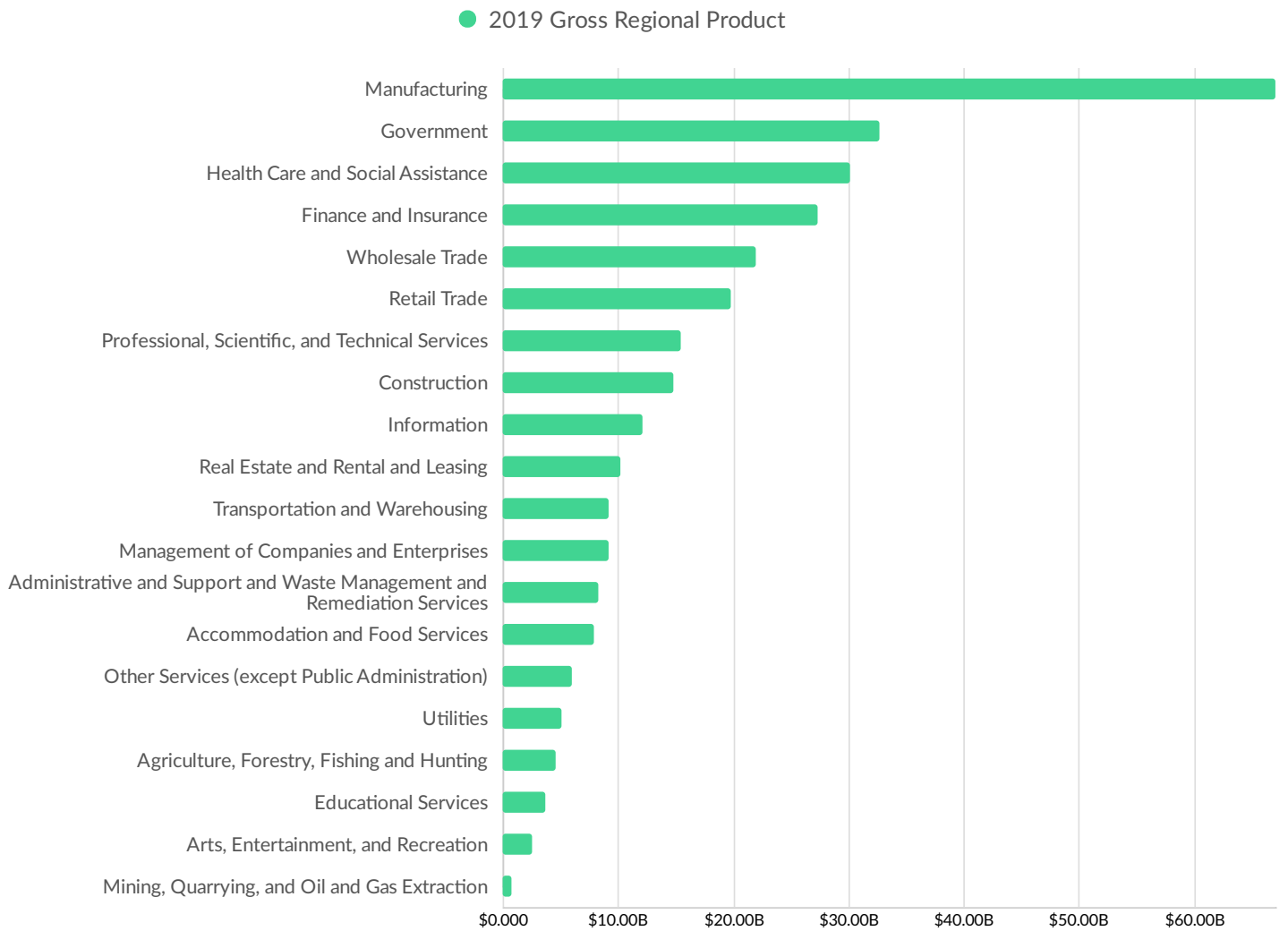
Top Growing Industries



Top Industry LQ



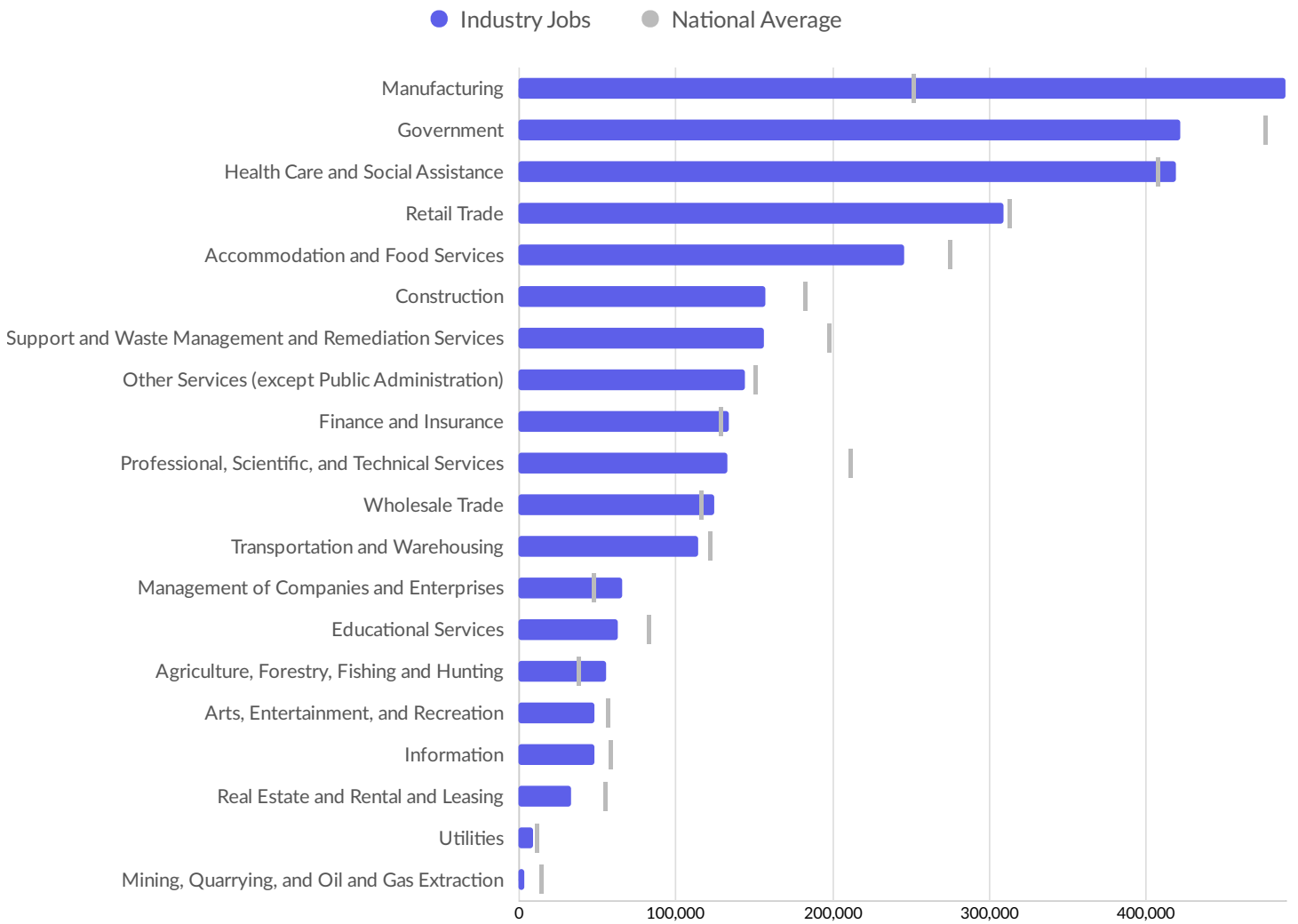
Top Industry GRP



Top Industry Earnings























Largest Industries



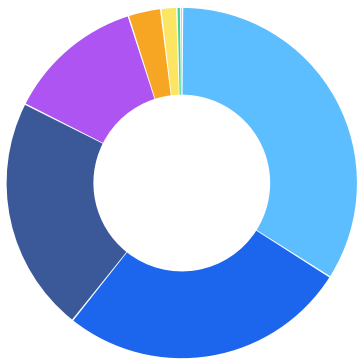
Business Characteristics

268,423 Companies Employ Your Workers

Online profiles for your workers mention 268,423 companies as employers, with the top 10 appearing below. In the last 12 months, 38,671 companies in Wisconsin posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|--|-----------------------------------|--|
| University of Wisconsin-Madison | 19,762  | CRST International, Inc. | 17,005  |
| State of Wisconsin | 18,400  | Platinum Supplemental Insuranc... | 15,755  |
| Aurora Health Care | 14,515  | Roehl Transport, Inc. | 11,201  |
| Wal-Mart, Inc. | 9,070  | HealthCare Employment Netwo... | 10,552  |
| Kohl's Corporation | 6,709  | Aurora Health Care | 7,272  |
| Professional Diversity Network,... | 6,268  | State of Wisconsin | 7,192  |
| Kaiser Permanente | 6,019  | Care.com, Inc. | 6,819  |
| GE Healthcare | 5,568  | U.S. Xpress, Inc. | 6,525  |
| Milwaukee Public Schools | 5,396  | Kwik Trip, Inc. | 6,085  |
| Search Associates Inc | 4,809  | McDonald's Corporation | 5,475  |

Business Size

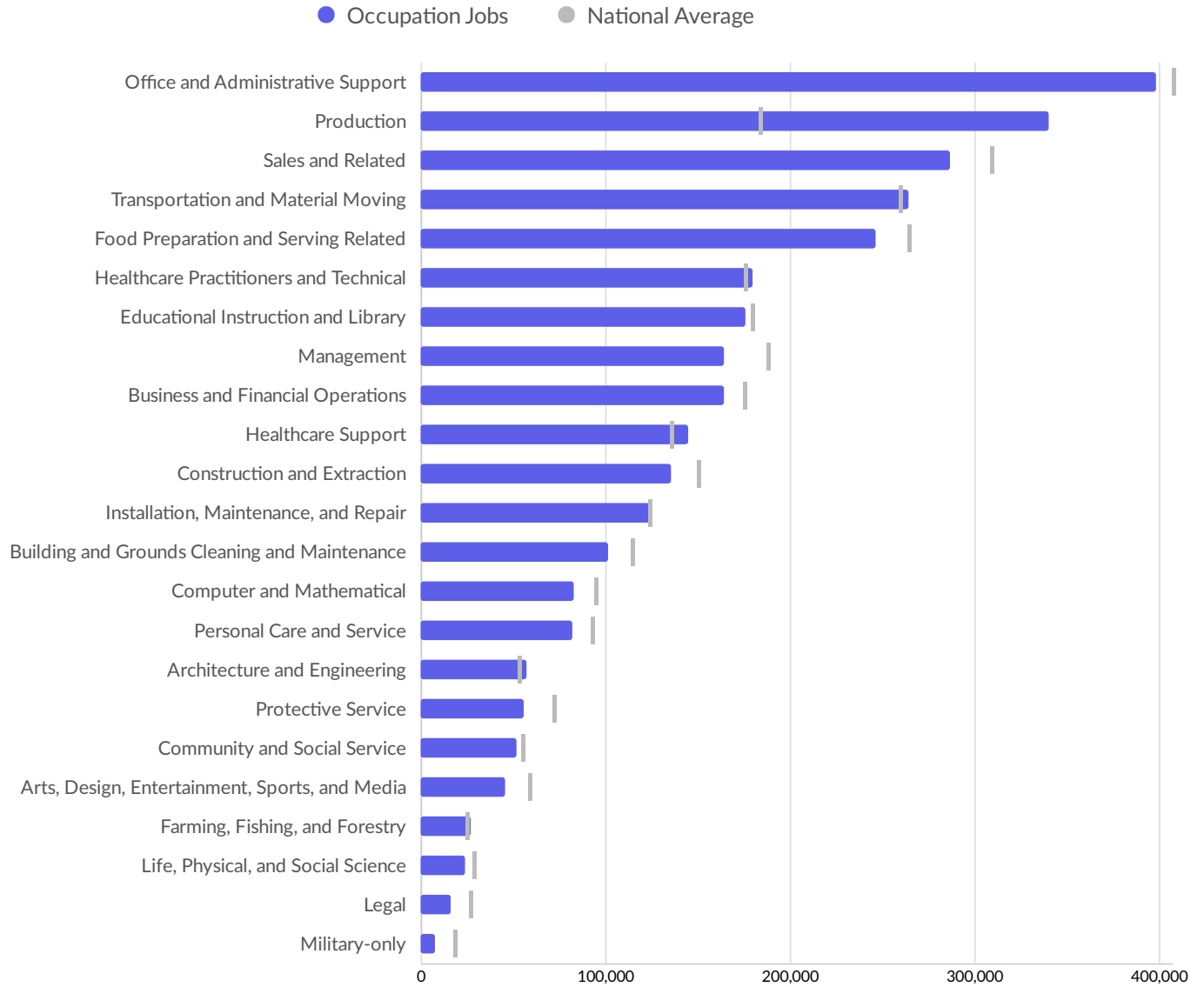


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 33.9% | 73,598 |
| 5 to 9 employees | 26.7% | 57,956 |
| 10 to 19 employees | 21.7% | 47,148 |
| 20 to 49 employees | 12.6% | 27,424 |
| 50 to 99 employees | 3.0% | 6,530 |
| 100 to 249 employees | 1.5% | 3,182 |
| 250 to 499 employees | 0.4% | 762 |
| 500+ employees | 0.2% | 374 |

*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi 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

● Occupation Jobs Growth

Top Occupation LQ

● Occupation LQ

Top Occupation Earnings

● 2019 Median Hourly Earnings

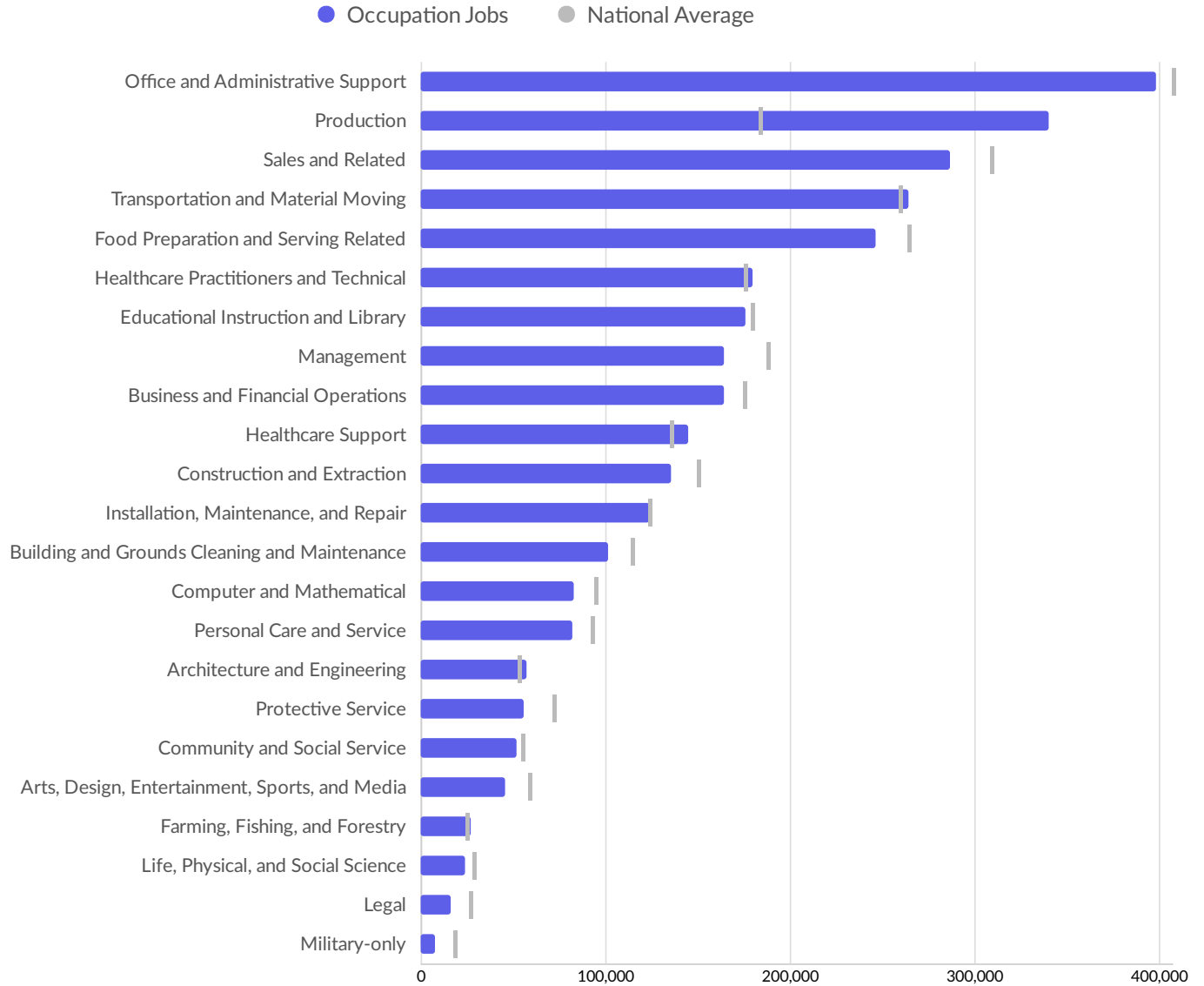
Top Posted Occupations

● Unique Average Monthly Postings

Underemployment

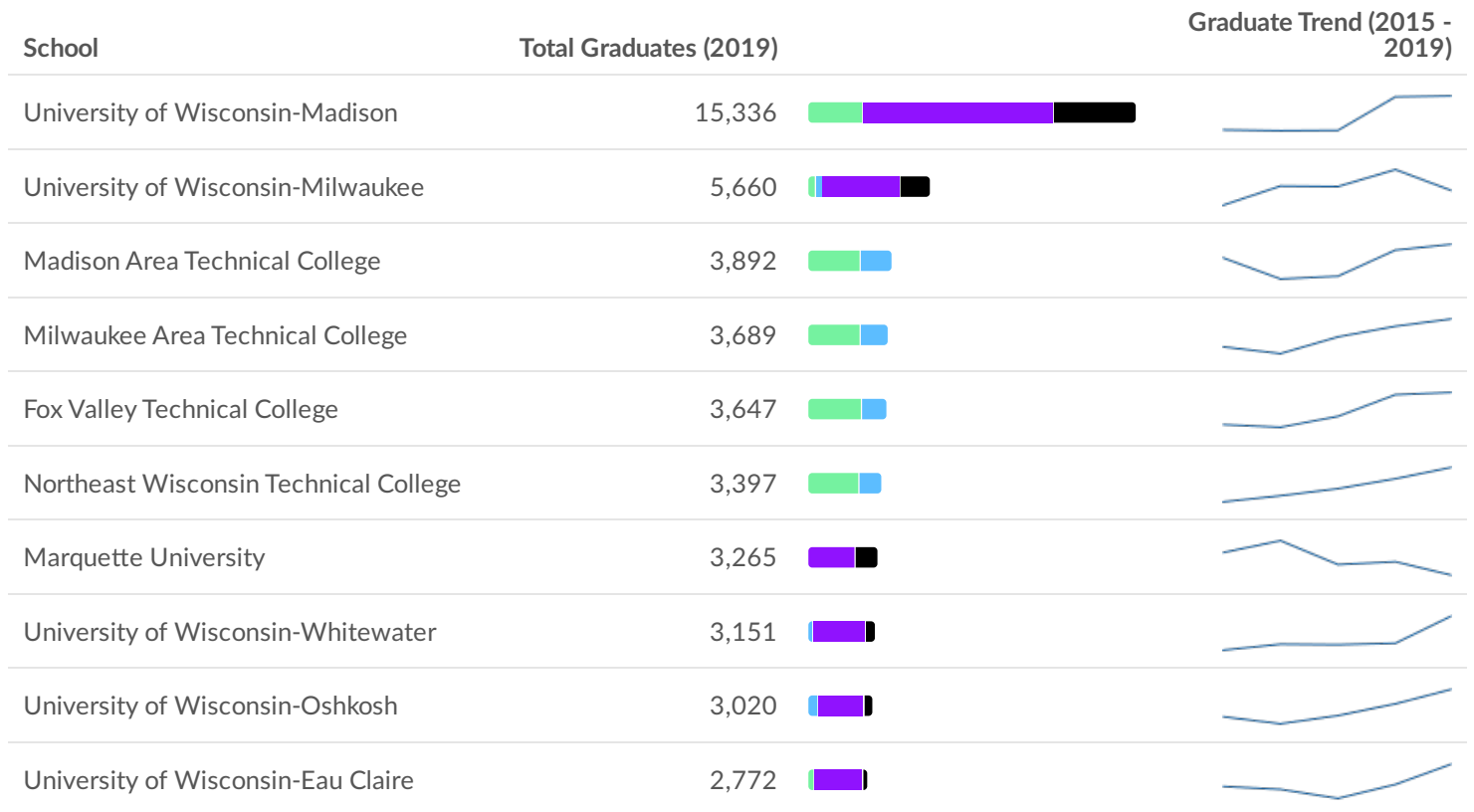
● Jobs Requiring Ed. Level ● Population at Ed. Level

Largest Occupations



Educational Pipeline

In 2019, there were 93,601 graduates in Wisconsin. This pipeline has grown by 4% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Registered Nursing/Registered Nurse, and "Business Administration and Management, General".



● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills

