



# Wisconsin

West Central Wisconsin Regional Planning Commission



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

## Contents

Economy Overview .....	1
Historic & Projected Trends .....	4
Population Characteristics .....	8
Industry Characteristics .....	10
Business Characteristics .....	17
Workforce Characteristics .....	19
Educational Pipeline .....	26

## Economy Overview

**5,795,388**

**Population (2017)**

Population **grew by 69,219** over the last 5 years and is projected to **grow by 58,640** over the next 5 years.

**3,133,492**

**Jobs (2017)**

Jobs **grew by 158,126** over the last 5 years and are projected to **grow by 105,877** over the next 5 years.

**\$54.6K**

**Median Household Income (2016)**

Median household income is **\$712 below** the national median household income of \$55.3K.

As of 2017 the region's population **increased by 1.2%** since 2012, growing by 69,219. Population is expected to **increase by 1.0%** between 2017 and 2022, adding 58,640.

From 2012 to 2017, jobs **increased by 5.3%** in Wisconsin from 2,975,366 to **3,133,492**. This change **fell short of the national growth rate of 8.2% by 2.9%**. As the number of jobs increased, the **labor force participation rate increased from 65.6% to 66.2% between 2012 and 2017**.

Concerning educational attainment, **18.3% of Wisconsin residents possess a Bachelor's Degree** (0.1% below the national average), and **9.7% hold an Associate's Degree** (1.8% above the national average).

The top three industries in 2017 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

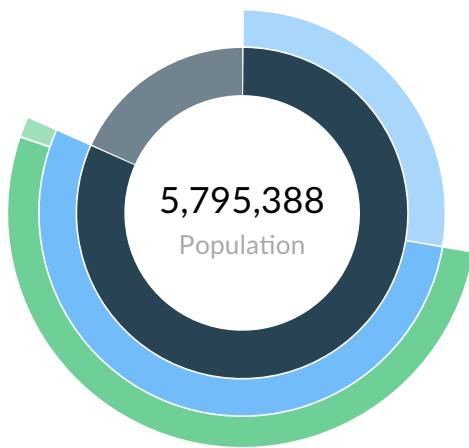


## Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	5,795,388	3,132,674	3,133,492	100.3	\$316.46B	\$285.78B	\$314.04B
Momentum West	486,953	273,054	223,839	99.4	\$19.90B	\$27.85B	\$22.99B
West Central Wisconsin	424,354	236,692	203,015	98.8	\$18.02B	\$24.68B	\$20.87B
Polk County	43,422	24,996	18,183	99.7	\$1.52B	\$2.81B	\$2.03B
Eau Claire County	103,458	59,194	62,593	98.6	\$5.62B	\$5.68B	\$6.02B
Dunn County	44,872	24,895	19,755	96.2	\$1.68B	\$2.71B	\$2.19B
Clark County	34,543	18,466	13,133	96.8	\$1.28B	\$2.15B	\$2.04B
Chippewa County	63,907	33,818	27,348	97.5	\$2.46B	\$3.47B	\$3.14B
Barron County	45,358	24,840	24,319	100.4	\$2.00B	\$3.16B	\$2.77B
St. Croix County	88,794	50,483	37,684	102.5	\$3.46B	\$5.69B	\$3.49B

## Economy Overview - Cont.

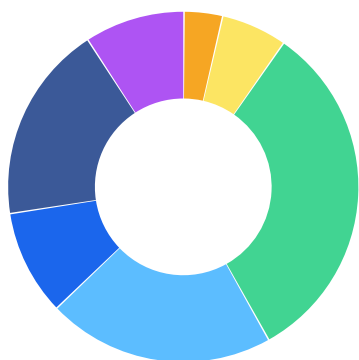
### 2017 Labor Force Breakdown



	Population
Total Working Age Population	4,731,457
Not in Labor Force (15+)	1,598,783
Labor Force	3,132,674
Employed	3,048,641
Unemployed	84,033
Under 15	1,063,931

### Educational Attainment

Concerning educational attainment, **18.3% of Wisconsin residents possess a Bachelor's Degree** (0.1% below the national average), and **9.7% hold an Associate's Degree** (1.8% above the national average).

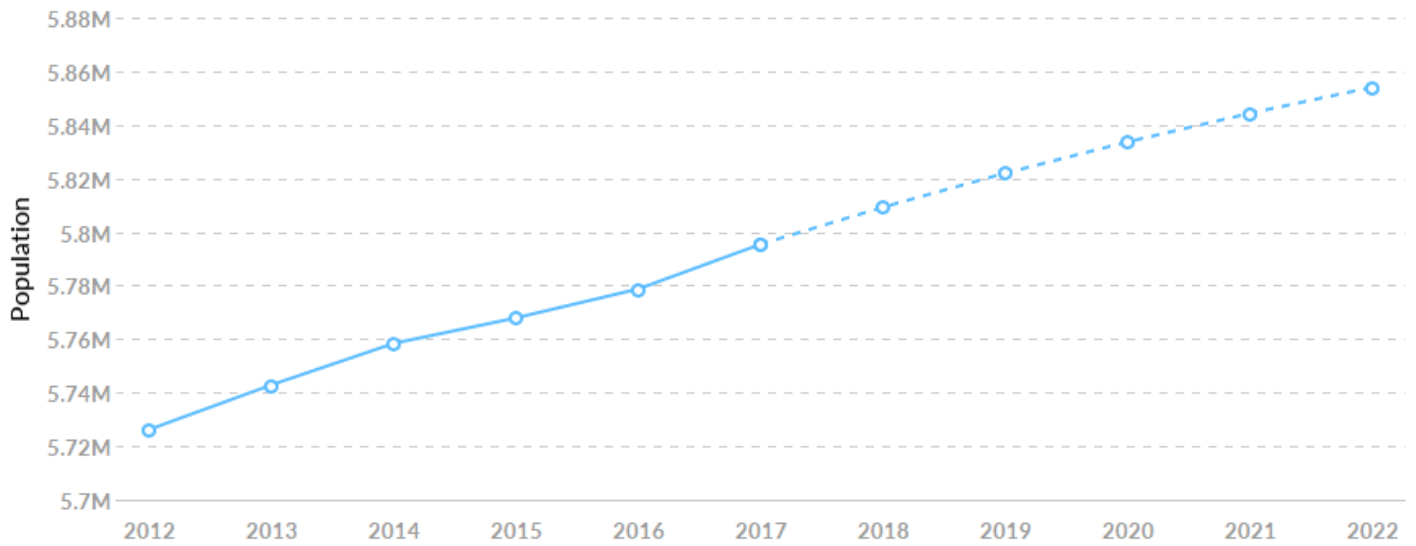


	% of Population	Population
Less Than 9th Grade	3.5%	140,251
9th Grade to 12th Grade	6.1%	240,287
High School Diploma	32.2%	1,272,037
Some College	21.0%	827,922
Associate's Degree	9.7%	384,043
Bachelor's Degree	18.3%	722,260
Graduate Degree and Higher	9.2%	365,025

# Historic & Projected Trends

## Population Trends

As of 2017 the region's population **increased by 1.2%** since 2012, growing by 69,219. Population is expected to **increase by 1.0%** between 2017 and 2022, adding 58,640.

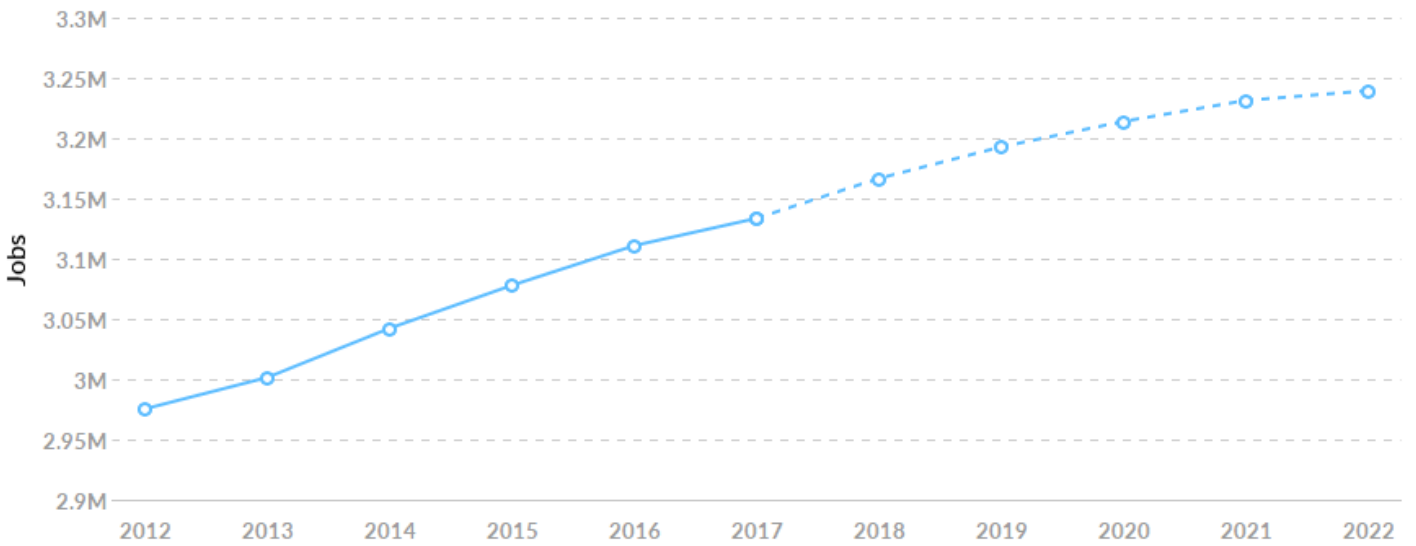


Timeframe	Population
2012	5,726,169
2013	5,742,844
2014	5,758,364
2015	5,767,874
2016	5,778,689
2017	5,795,388
2018	5,809,226
2019	5,821,943
2020	5,833,607
2021	5,844,291
2022	5,854,028

# Historic & Projected Trends - Cont.

## Job Trends

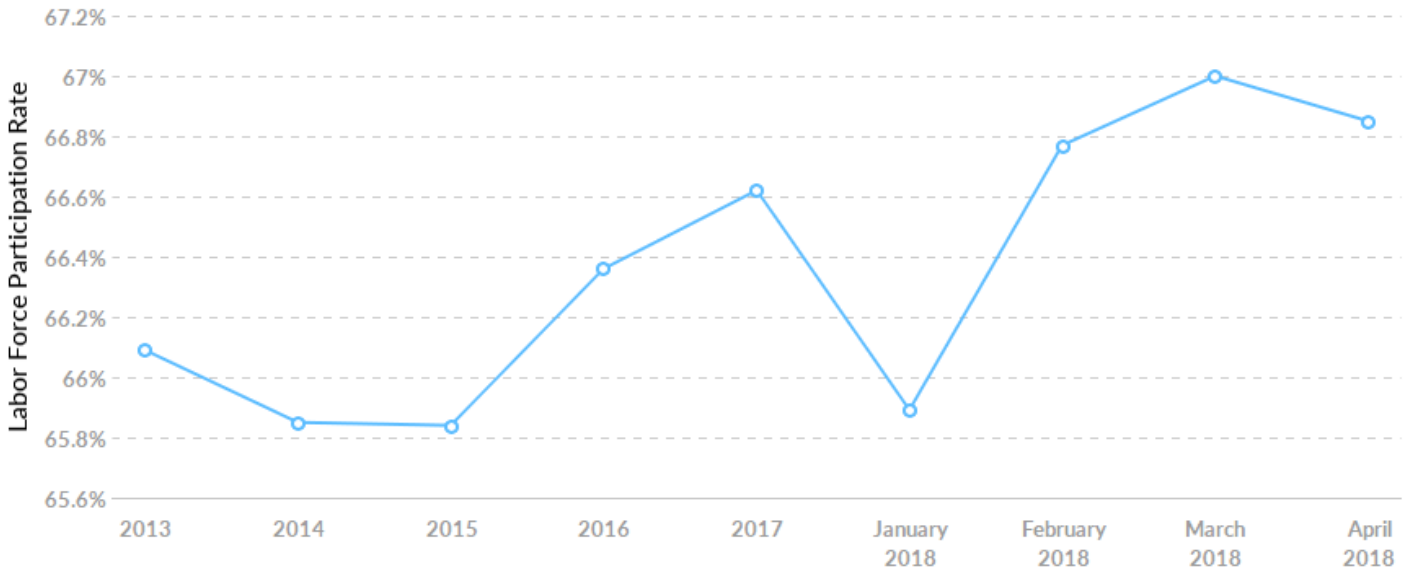
From 2012 to 2017, jobs increased by 5.3% in Wisconsin from 2,975,366 to 3,133,492. This change fell short of the national growth rate of 8.2% by 2.9%.



Timeframe	Jobs
2012	2,975,366
2013	3,001,436
2014	3,042,246
2015	3,077,896
2016	3,110,845
2017	3,133,492
2018	3,166,651
2019	3,192,763
2020	3,213,939
2021	3,231,346
2022	3,239,369

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



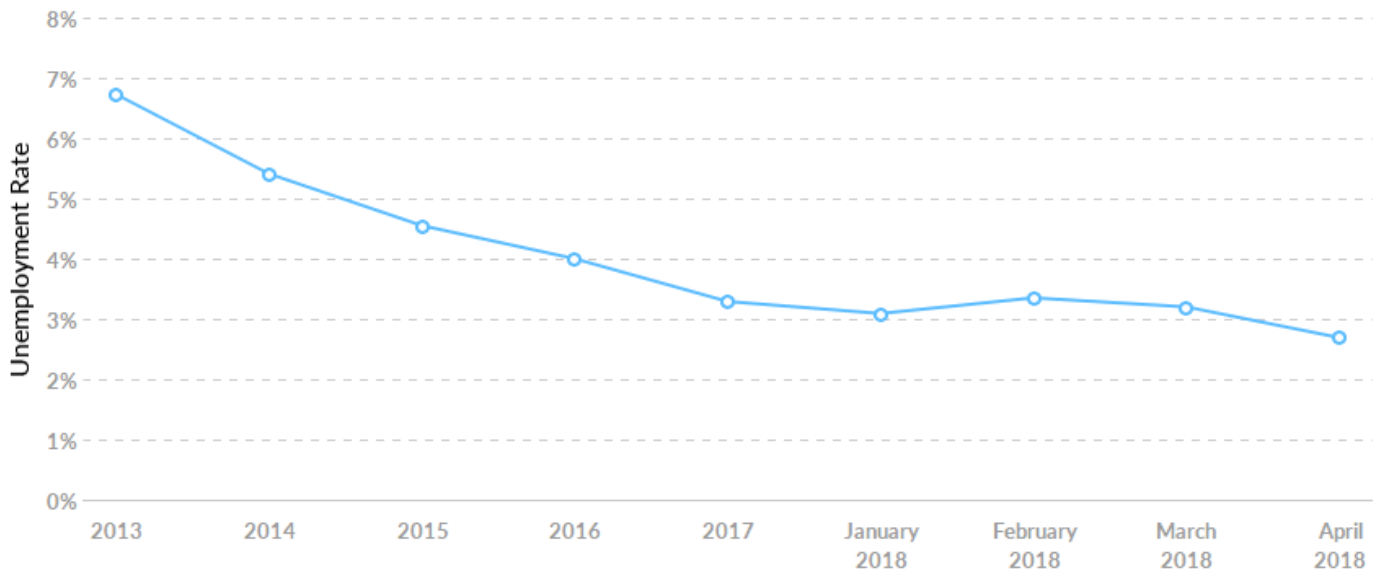
Timeframe	Labor Force Participation Rate
2013	66.09%
2014	65.85%
2015	65.84%
2016	66.36%
2017	66.62%
January 2018	65.89%
February 2018	66.77%
March 2018	67.00%
April 2018	66.85%



## Historic & Projected Trends - Cont.

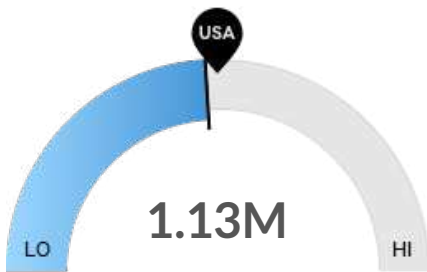
### Unemployment Rate Trends

Wisconsin had an April 2018 unemployment rate of 2.69%, **decreasing from 6.73%** 5 years before.



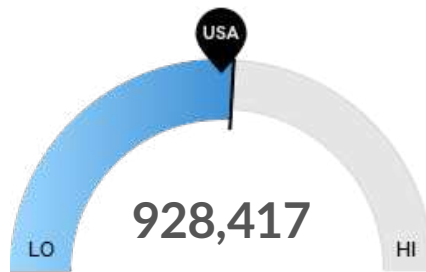
Timeframe	Unemployment Rate
2013	6.73%
2014	5.41%
2015	4.55%
2016	4.00%
2017	3.29%
January 2018	3.09%
February 2018	3.35%
March 2018	3.20%
April 2018	2.69%

## Population Characteristics



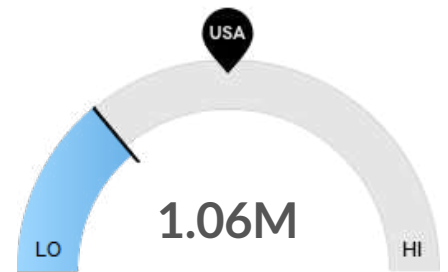
**Millennials**

Wisconsin has 1,134,569 millennials (ages 20-34). The national average for an area this size is 1,199,245.



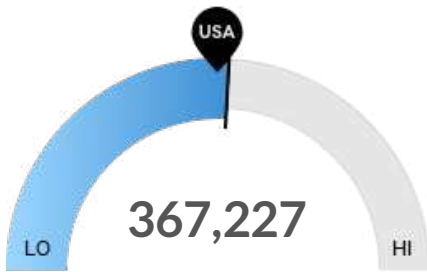
**Retiring Soon**

Retirement risk is about average in Wisconsin. The national average for an area this size is 880,664 people 65 or older, while there are 928,417 here.



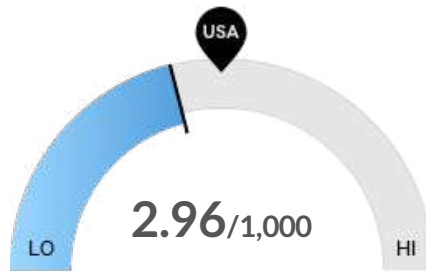
**Racial Diversity**

Racial diversity is low in Wisconsin. The national average for an area this size is 2,238,276 racially diverse people, while there are 1,058,879 here.



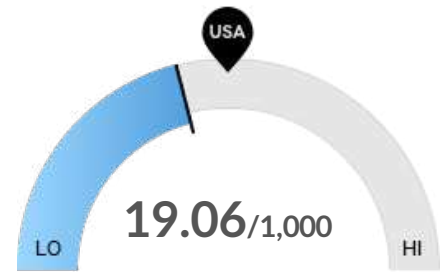
**Veterans**

Wisconsin has 367,227 veterans. The national average for an area this size is 349,363.



**Violent Crime**

Wisconsin has 2.96 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



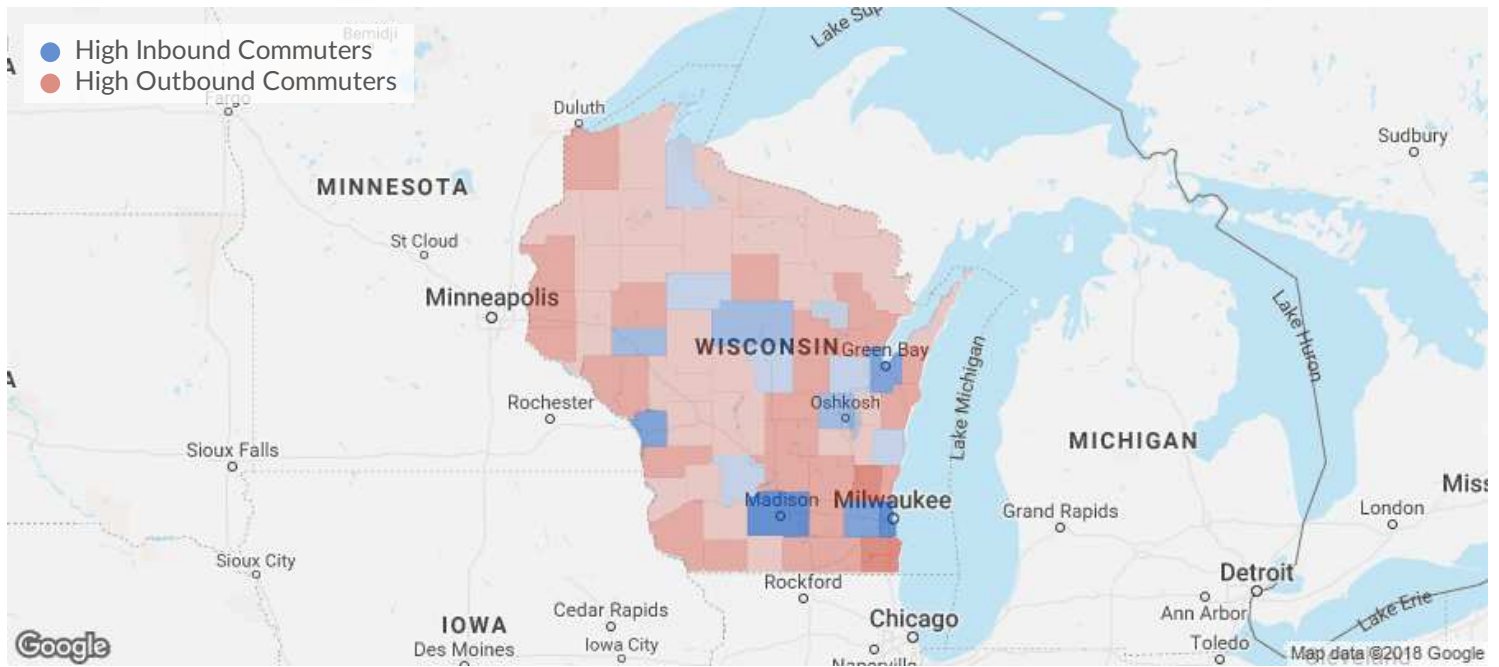
**Property Crime**

Wisconsin has 19.06 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

# Population Characteristics - Cont.

## 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**

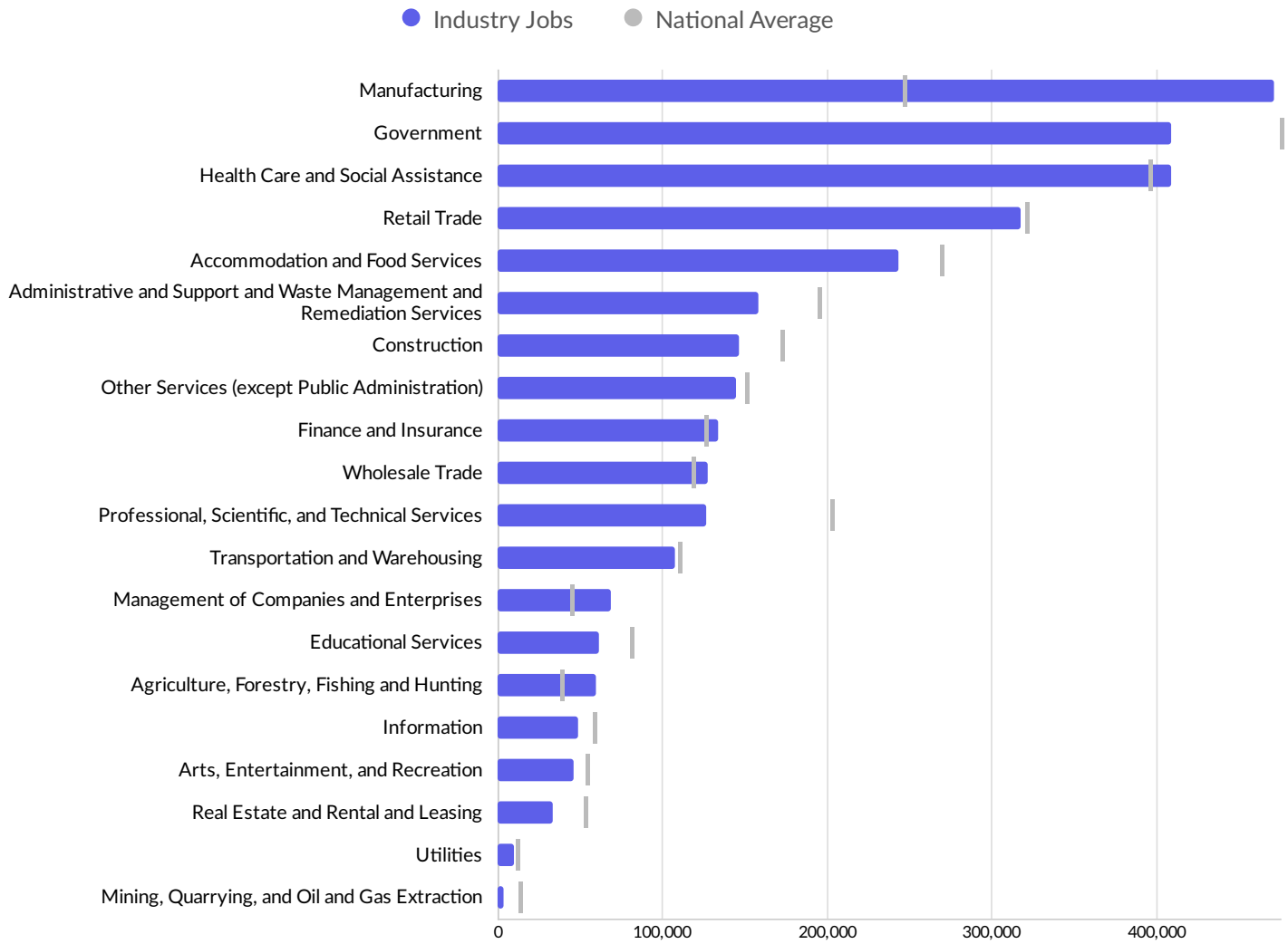
**Where Talent Lives**

County	Name	2017 Employment
55079	Milwaukee County, WI	527,584
55025	Dane County, WI	363,310
55133	Waukesha County, WI	262,289
55009	Brown County, WI	166,874
55087	Outagamie County, WI	116,152

County	Name	2017 Workers
55079	Milwaukee County, WI	473,708
55025	Dane County, WI	309,509
55133	Waukesha County, WI	228,847
55009	Brown County, WI	145,233
55087	Outagamie County, WI	115,075

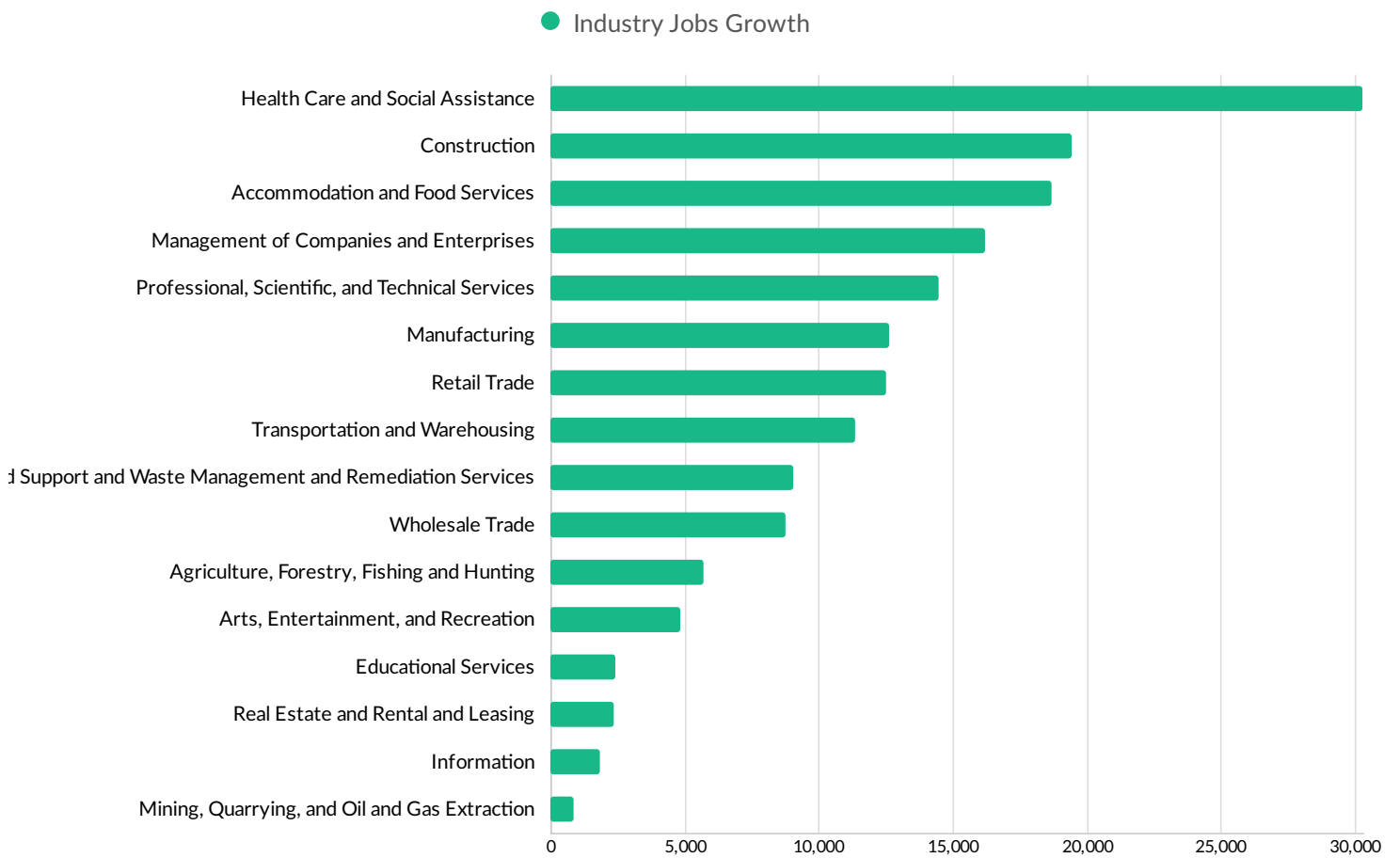
# Industry Characteristics

## Largest Industries



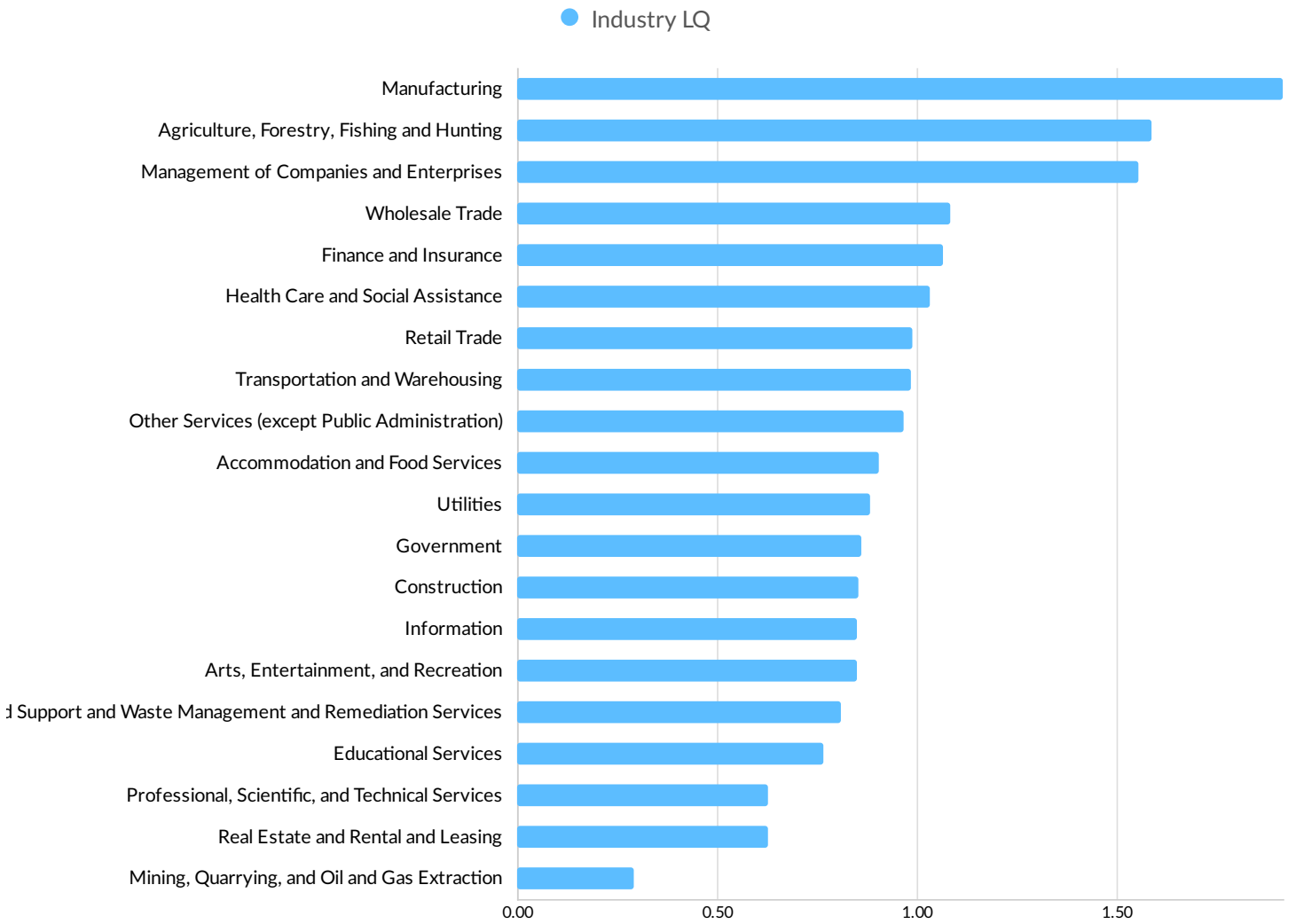
## Industry Characteristics - Cont.

### Top Growing Industries



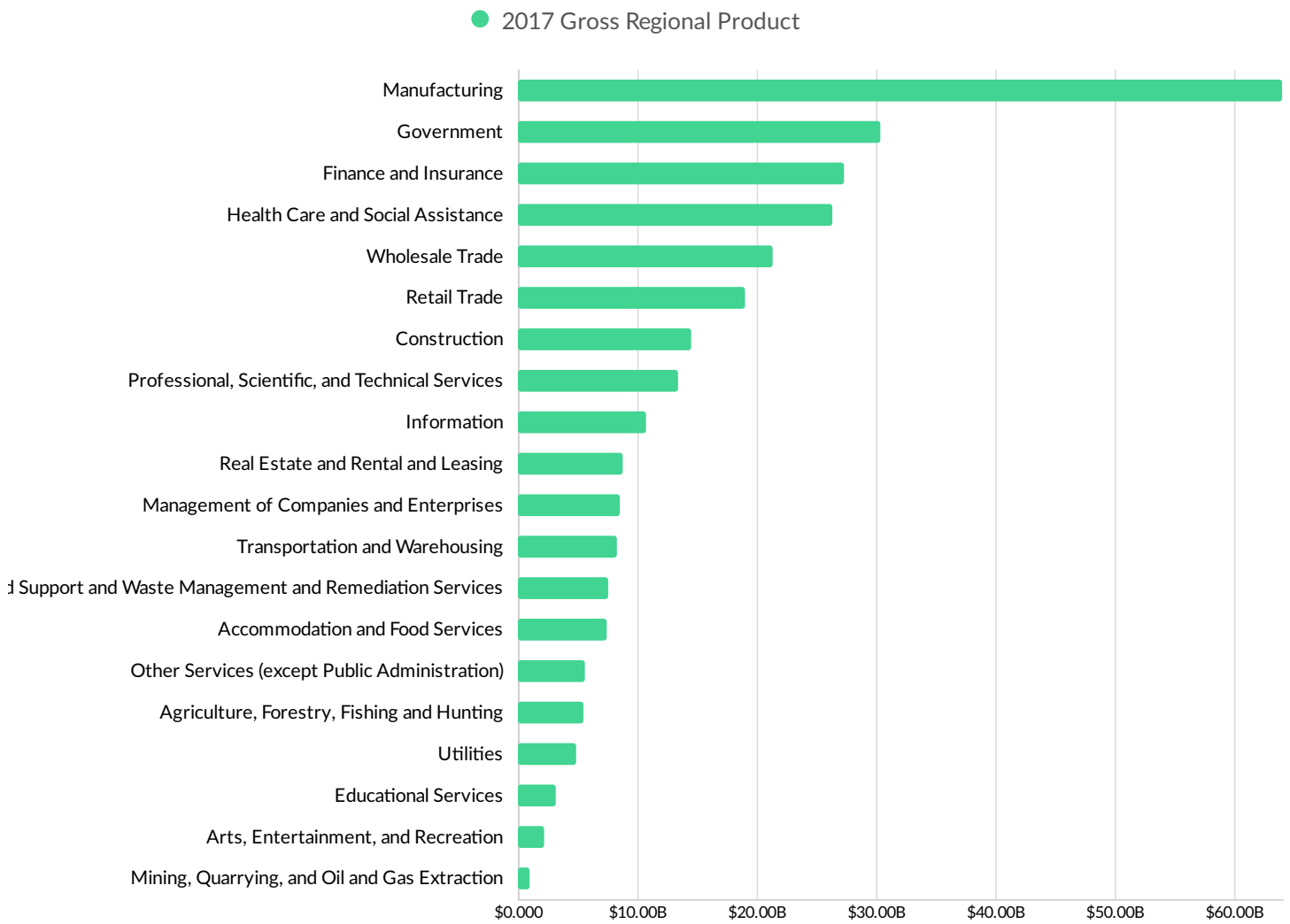
## Industry Characteristics - Cont.

### Top Industry LQ



## Industry Characteristics - Cont.

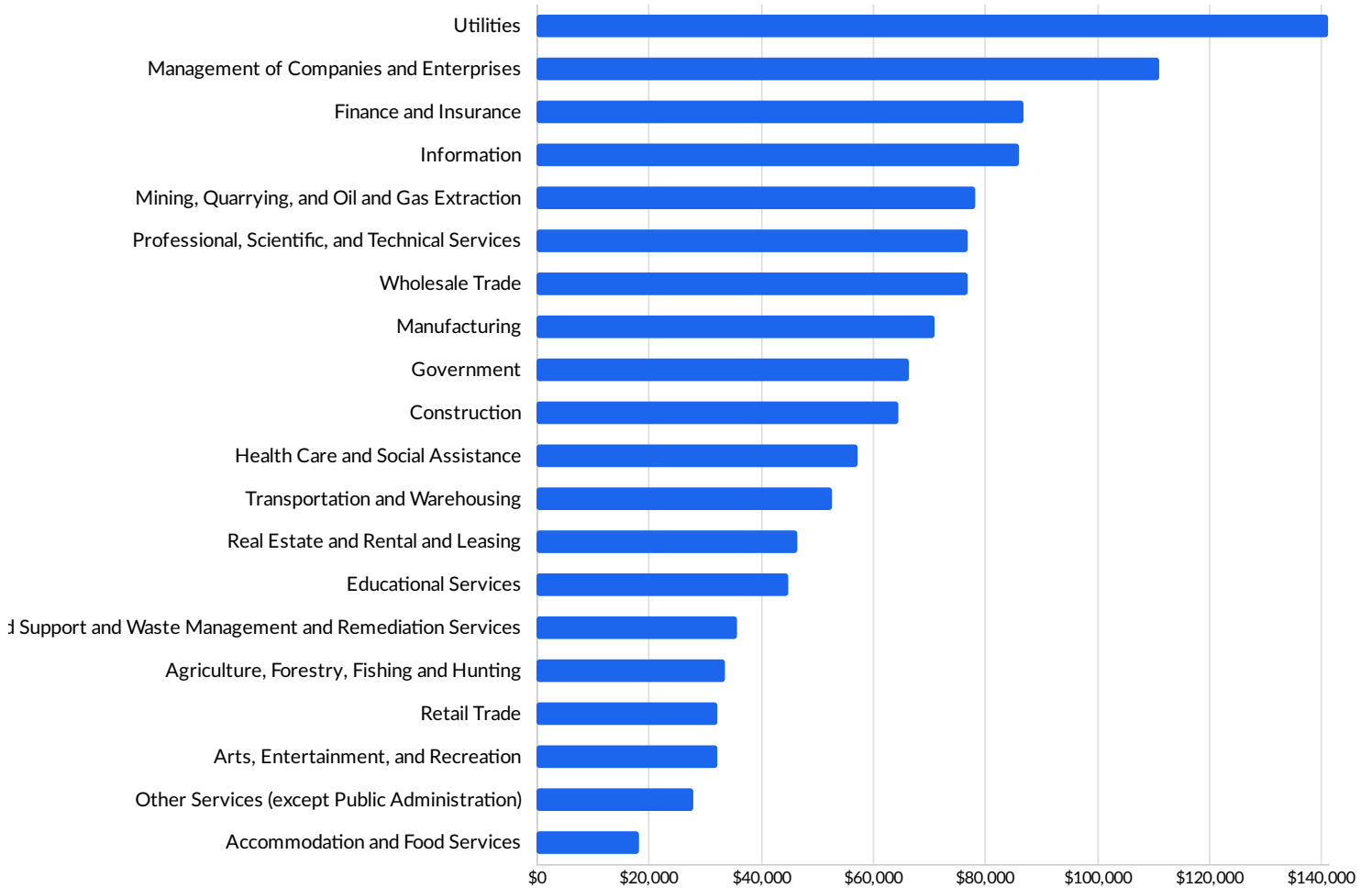
### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings

● 2017 Earnings Per Worker





## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Manufacturing	458,829	471,468	12,639	+3%	1.92	\$71,103	\$64.00B
Government	413,793	409,495	-4,298	-1%	0.86	\$66,340	\$30.41B
Health Care and Social Assistance	379,052	409,349	30,297	+8%	1.03	\$57,199	\$26.38B
Retail Trade	305,047	317,572	12,525	+4%	0.99	\$32,280	\$19.01B
Accommodation and Food Services	224,542	243,212	18,670	+8%	0.90	\$18,360	\$7.39B
Administrative and Support and Waste Management and Remediation Services	148,927	157,990	9,063	+6%	0.81	\$35,878	\$7.54B
Construction	127,242	146,689	19,447	+15%	0.86	\$64,541	\$14.48B
Other Services (except Public Administration)	146,688	144,799	-1,889	-1%	0.97	\$28,026	\$5.62B
Finance and Insurance	135,294	133,869	-1,425	-1%	1.06	\$86,948	\$27.36B
Wholesale Trade	118,713	127,468	8,755	+7%	1.09	\$76,865	\$21.32B
Professional, Scientific, and Technical Services	112,269	126,738	14,469	+13%	0.63	\$76,961	\$13.39B
Transportation and Warehousing	96,772	108,145	11,373	+12%	0.98	\$52,646	\$8.28B
Management of Companies and Enterprises	52,752	68,941	16,189	+31%	1.55	\$111,240	\$8.55B
Educational Services	59,555	61,980	2,425	+4%	0.77	\$44,869	\$3.14B
Agriculture, Forestry, Fishing and Hunting	53,973	59,689	5,716	+11%	1.59	\$33,528	\$5.48B
Information	47,288	49,156	1,868	+4%	0.85	\$85,994	\$10.72B
Arts, Entertainment, and Recreation	40,879	45,713	4,834	+12%	0.85	\$32,223	\$2.15B
Real Estate and Rental and Leasing	30,698	33,084	2,386	+8%	0.63	\$46,668	\$8.76B





















## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Utilities	10,865	9,596	-1,269	-12%	0.88	\$141,243	\$4.87B
Mining, Quarrying, and Oil and Gas Extraction	2,749	3,621	872	+32%	0.29	\$78,250	\$1.03B

## Business Characteristics

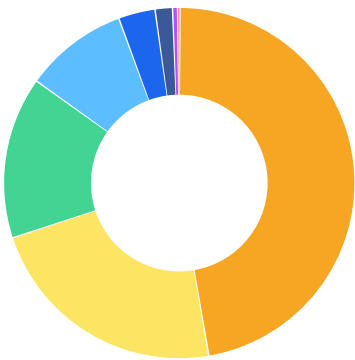
### 191,129 Companies Employ Your Workers

Online profiles for your workers mention 191,129 companies as employers, with the top 10 appearing below. In the last 12 months, 32,067 companies in Wisconsin posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin-Madis...	15,807 	CRST International, Inc.	17,234 
Aurora Health Care	10,111 	Anthem, Inc.	14,428 
State of Wisconsin	8,670 	Roehl Transport, Inc.	10,207 
Kohl's Corporation	5,034 	C.R. England, Inc.	10,005 
Northwestern Mutual	4,951 	Platinum Supplemental Insuran...	9,727 
Epic Systems Corporation	4,706 	Barr-Nunn Transportation, Inc.	8,657 
Wal-Mart Stores, Inc.	4,198 	Travel Nurse Inc	8,369 
GE Healthcare	4,038 	University of Wisconsin-Madis...	7,623 
American Family Insurance	3,855 	Tutree, Inc.	7,459 
Milwaukee Public Schools	3,623 	Ashley Furniture Industries, Inc.	6,057 

## Business Characteristics - Cont.

### Business Size

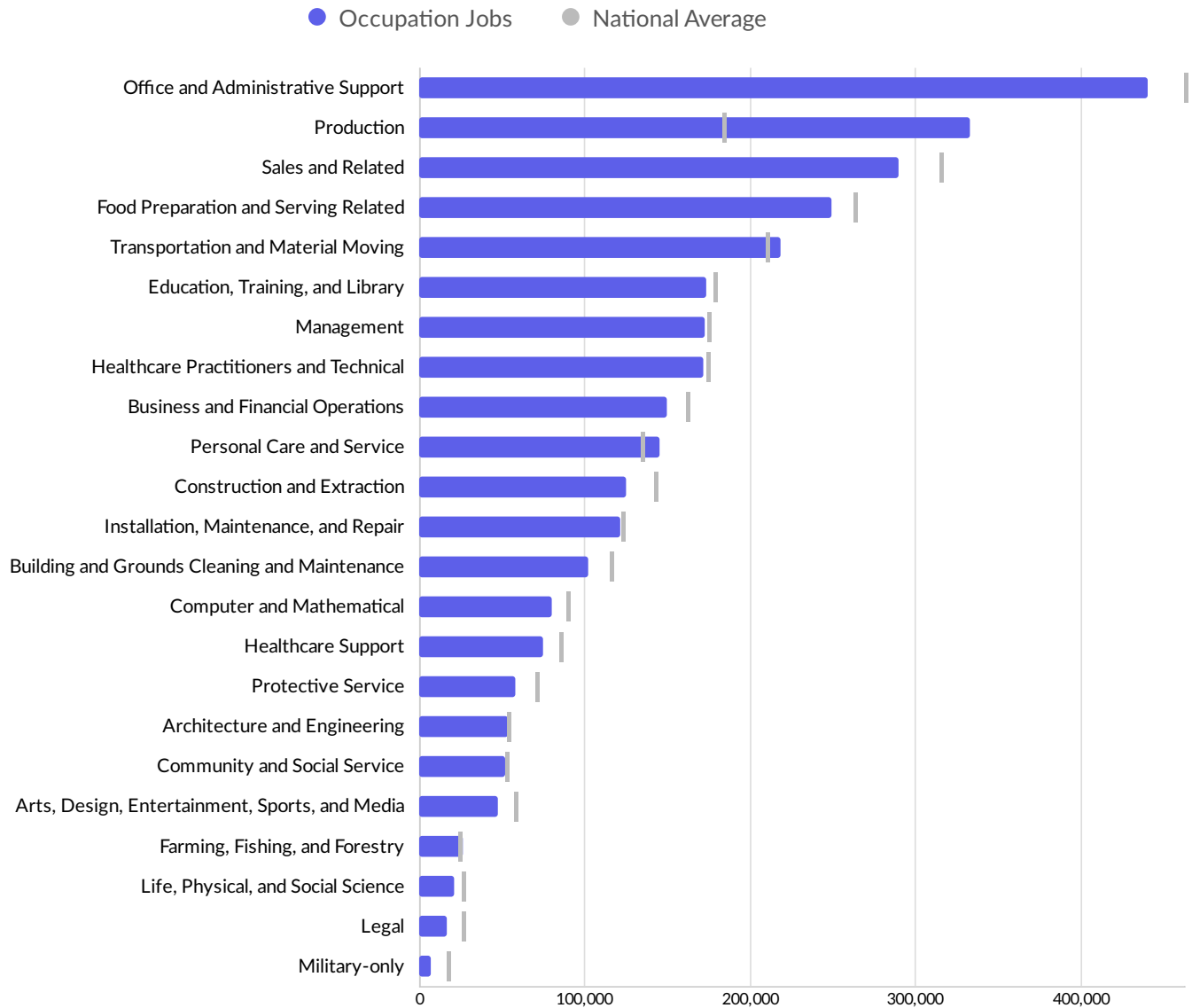


	Percentage	Business Count
1 to 4 employees	47.2%	105,537
5 to 9 employees	22.6%	50,600
10 to 19 employees	14.9%	33,382
20 to 49 employees	9.5%	21,283
50 to 99 employees	3.4%	7,571
100 to 249 employees	1.6%	3,574
250 to 499 employees	0.5%	1,034
500+ employees	0.2%	495

*\*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.*

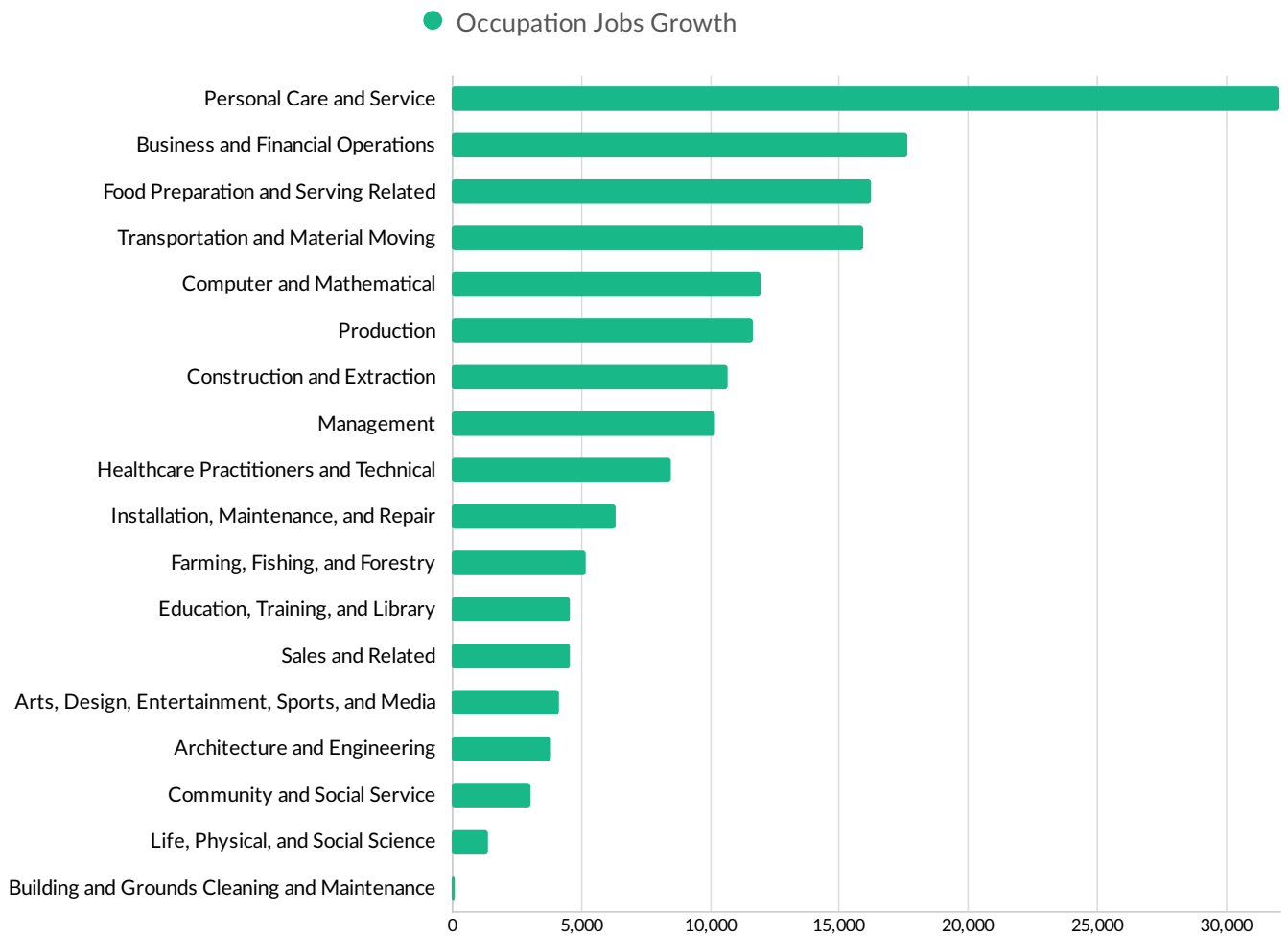
# Workforce Characteristics

## Largest Occupations



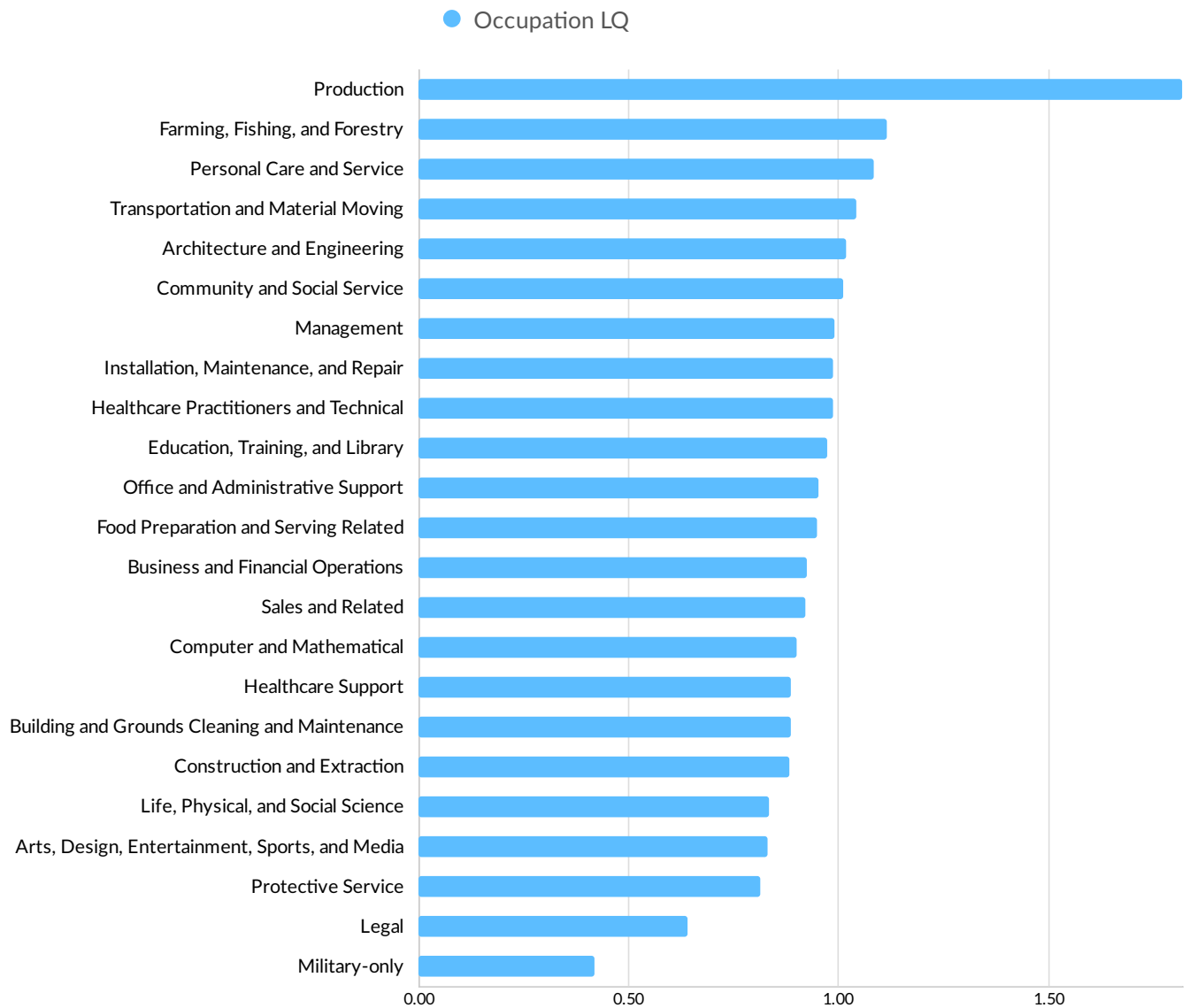
## Workforce Characteristics - Cont.

### Top Growing Occupations



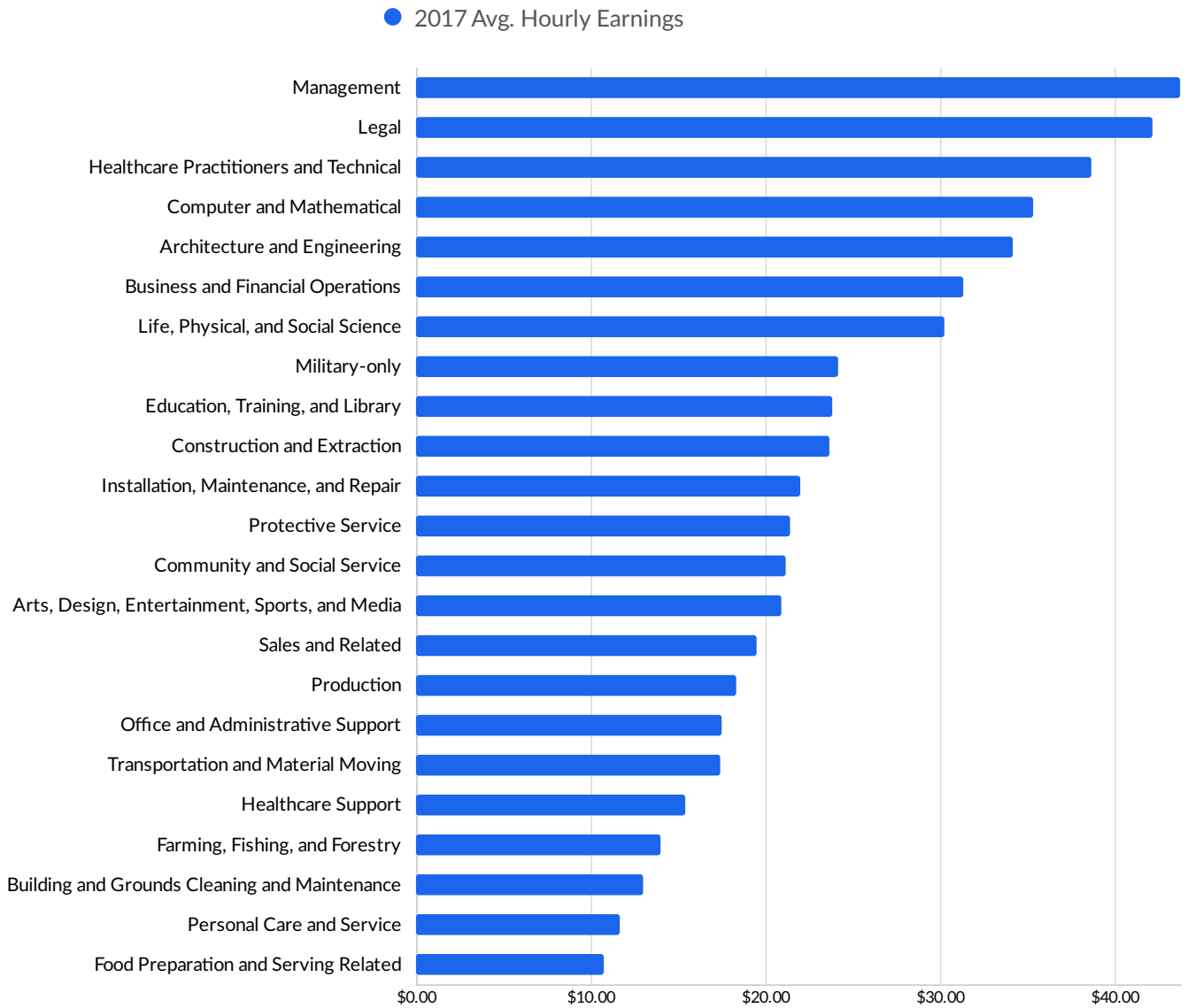
## Workforce Characteristics - Cont.

### Top Occupation LQ



## Workforce Characteristics - Cont.

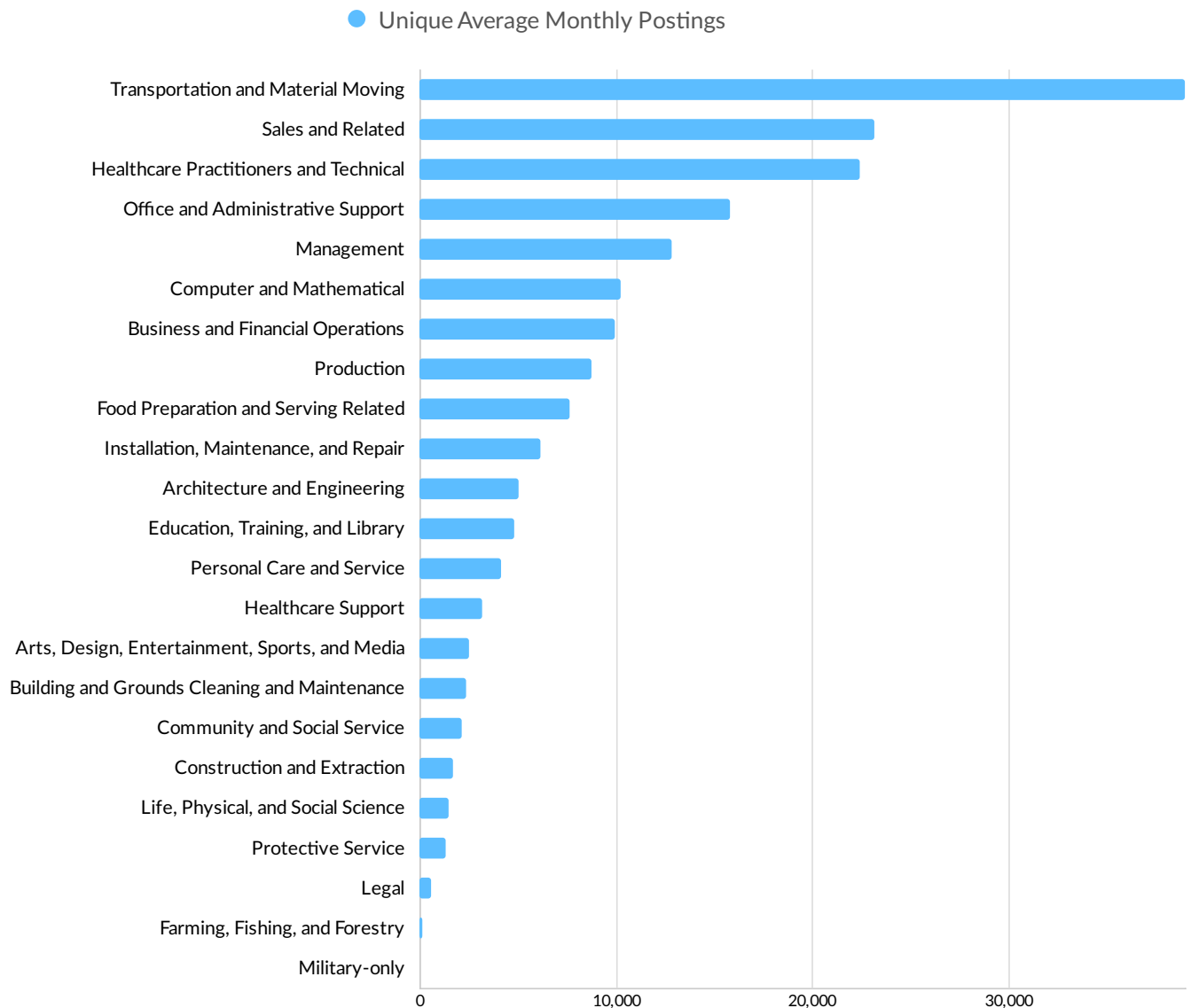
### Top Occupation Earnings





## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

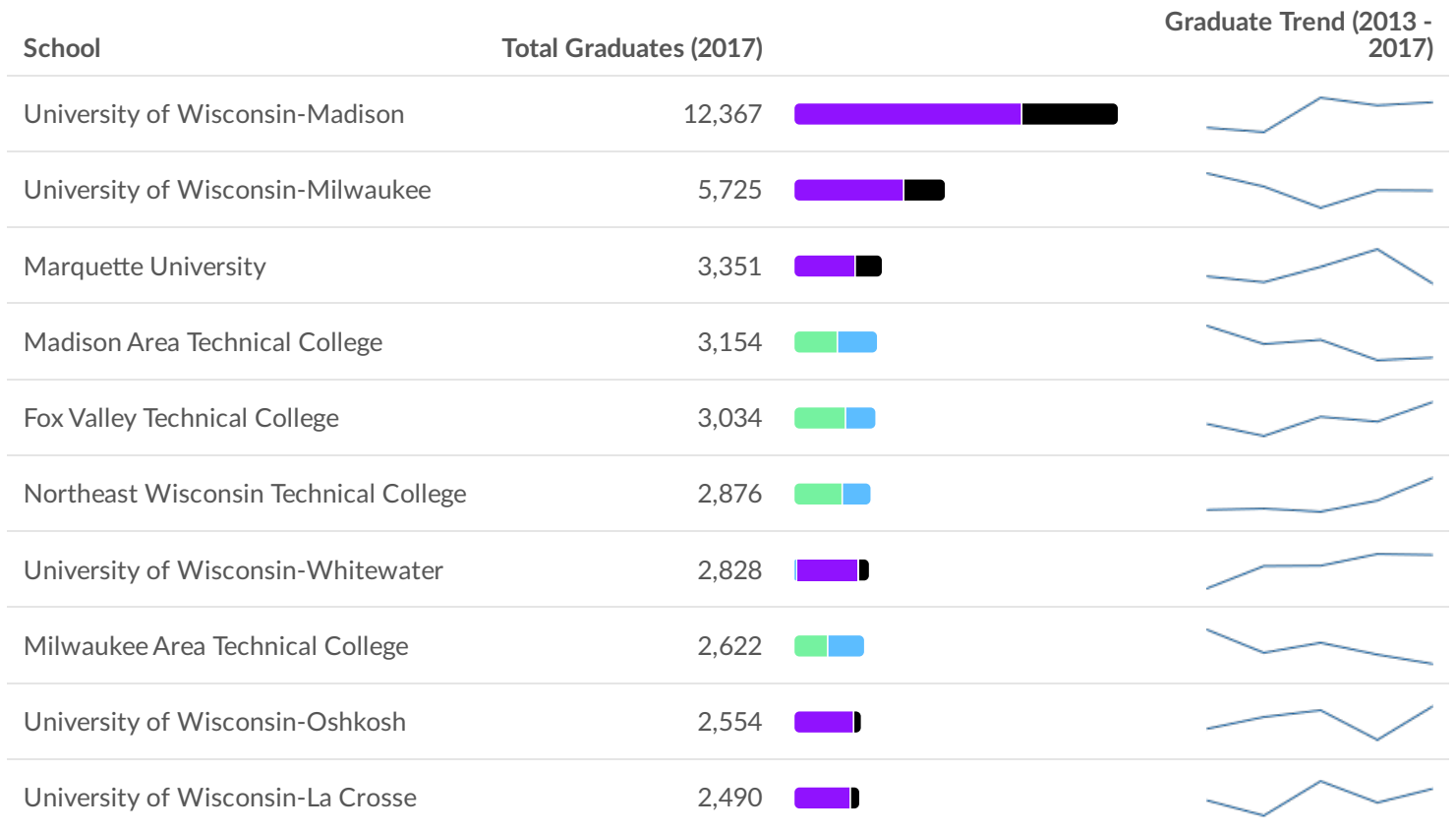
Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Aug 2017 - Jul 2018 Unique Average Monthly Postings
Office and Administrative Support	444,179	440,542	-3,637	-1%	0.95	\$17.48	15,864
Production	321,498	333,185	11,687	+4%	1.82	\$18.32	8,740
Sales and Related	285,904	290,470	4,566	+2%	0.92	\$19.47	23,201
Food Preparation and Serving Related	232,979	249,234	16,255	+7%	0.95	\$10.71	7,673
Transportation and Material Moving	202,827	218,779	15,952	+8%	1.04	\$17.38	39,009
Education, Training, and Library	169,287	173,862	4,575	+3%	0.98	\$23.84	4,832
Management	162,739	172,917	10,178	+6%	0.99	\$43.71	12,869
Healthcare Practitioners and Technical	163,442	171,925	8,483	+5%	0.99	\$38.66	22,415
Business and Financial Operations	131,926	149,557	17,631	+13%	0.92	\$31.28	9,982
Personal Care and Service	113,384	145,468	32,084	+28%	1.08	\$11.66	4,166
Construction and Extraction	114,980	125,659	10,679	+9%	0.89	\$23.66	1,718
Installation, Maintenance, and Repair	114,966	121,307	6,341	+6%	0.99	\$21.99	6,169
Building and Grounds Cleaning and Maintenance	102,116	102,208	92	+0%	0.89	\$12.97	2,376
Computer and Mathematical	68,604	80,588	11,984	+17%	0.90	\$35.33	10,262
Healthcare Support	80,736	75,322	-5,414	-7%	0.89	\$15.40	3,187
Protective Service	58,275	57,782	-493	-1%	0.82	\$21.42	1,370
Architecture and Engineering	49,637	53,517	3,880	+8%	1.02	\$34.10	5,032

## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Aug 2017 - Jul 2018 Unique Average Monthly Postings
Community and Social Service	49,186	52,262	3,076	+6%	1.01	\$21.18	2,147
Arts, Design, Entertainment, Sports, and Media	43,497	47,636	4,139	+10%	0.83	\$20.88	2,505
Farming, Fishing, and Forestry	21,432	26,629	5,197	+24%	1.12	\$13.96	159
Life, Physical, and Social Science	19,665	21,042	1,377	+7%	0.84	\$30.24	1,453
Legal	17,078	16,709	-369	-2%	0.64	\$42.15	561
Military-only	7,030	6,891	-139	-2%	0.42	\$24.16	29

## Educational Pipeline

In 2017, there were 87,021 graduates in Wisconsin. This pipeline has shrunk by 4% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, "Business Administration and Management, General", and "Psychology, General".



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