

Wisconsin Counties Association

2024 ANNUAL CONFERENCE



2:15 – 3:15PM

**Workforce and Population Shifts: Adapting to a
New Wisconsin**



Adapting to a New Wisconsin

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Wisconsin Population

- Slow growth; decline in this decade?
- Aging
 - 2040, 75+ pop 80% greater than in 2020
- Number of children declining
 - Under 15; down 41K 2010-20; down 49K 2020-23
- Retirees moving north

Wisconsin Workforce

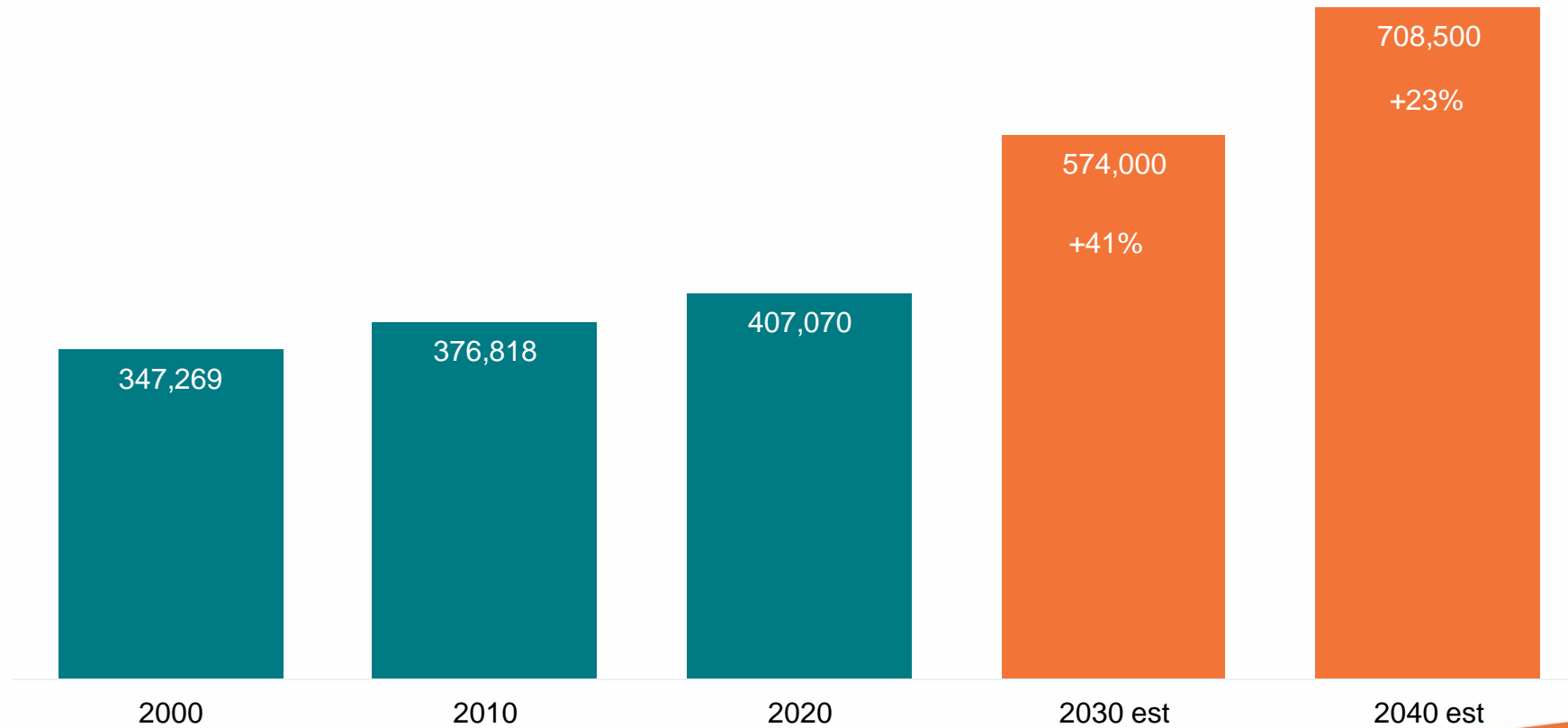
- Shrinking; likely to continue
- Participation down in some ages
 - 35-44 down 4.7 points
 - 55+ down 2.3 points
- Rural labor force continues to erode

Wisconsin Economy

- Job openings at record levels
 - 5% openings rate
 - 100 unemployed for every 200 openings
- Wages rising
 - Growing much faster at the bottom
 - '19-23; 30% at the bottom vs. 15% at the top

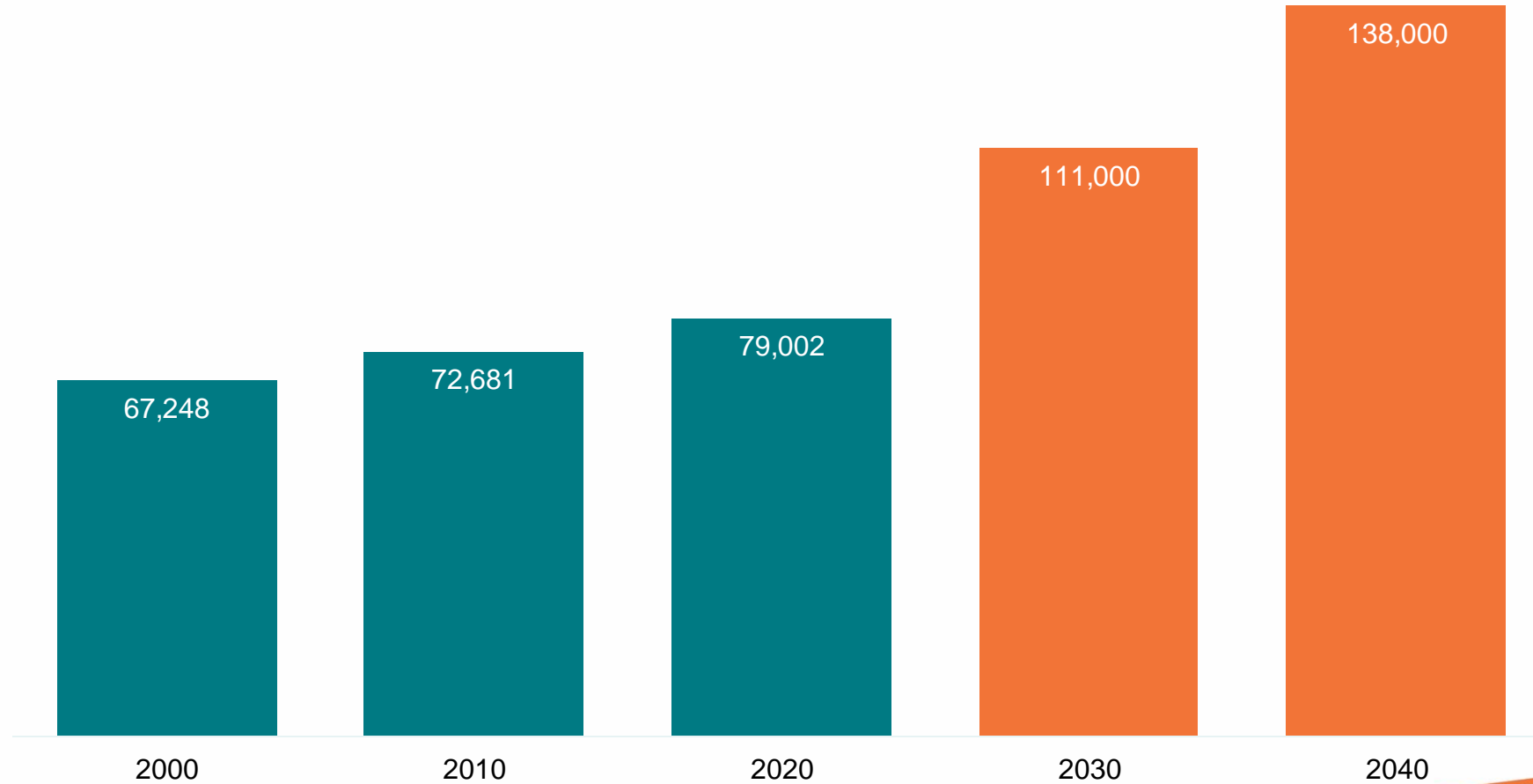
75+ Population to Surge

Population change by decade



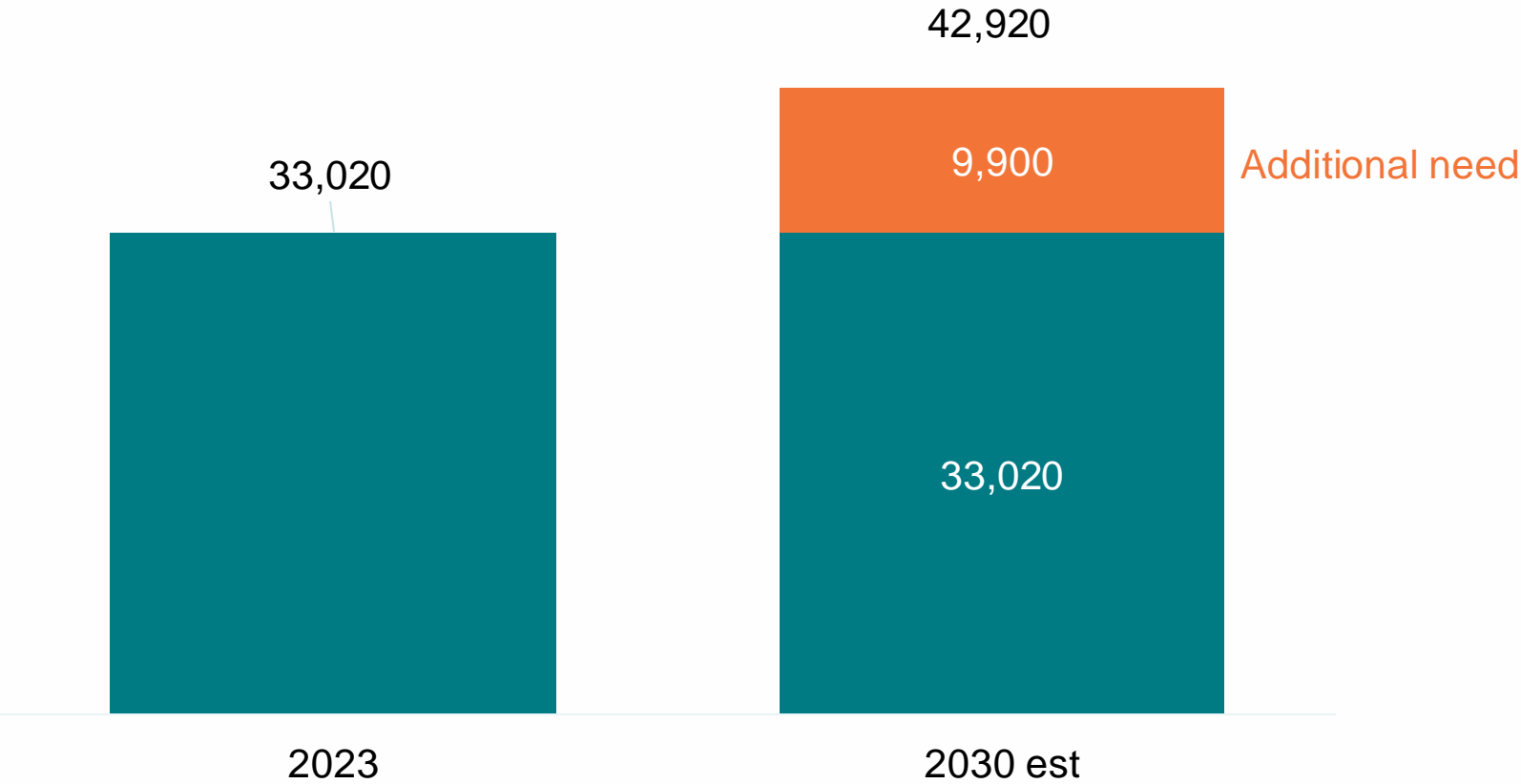
Total Beds Actual and Projected Need

Nursing Homes + Assisted Living



Elder Care Workforce 2023

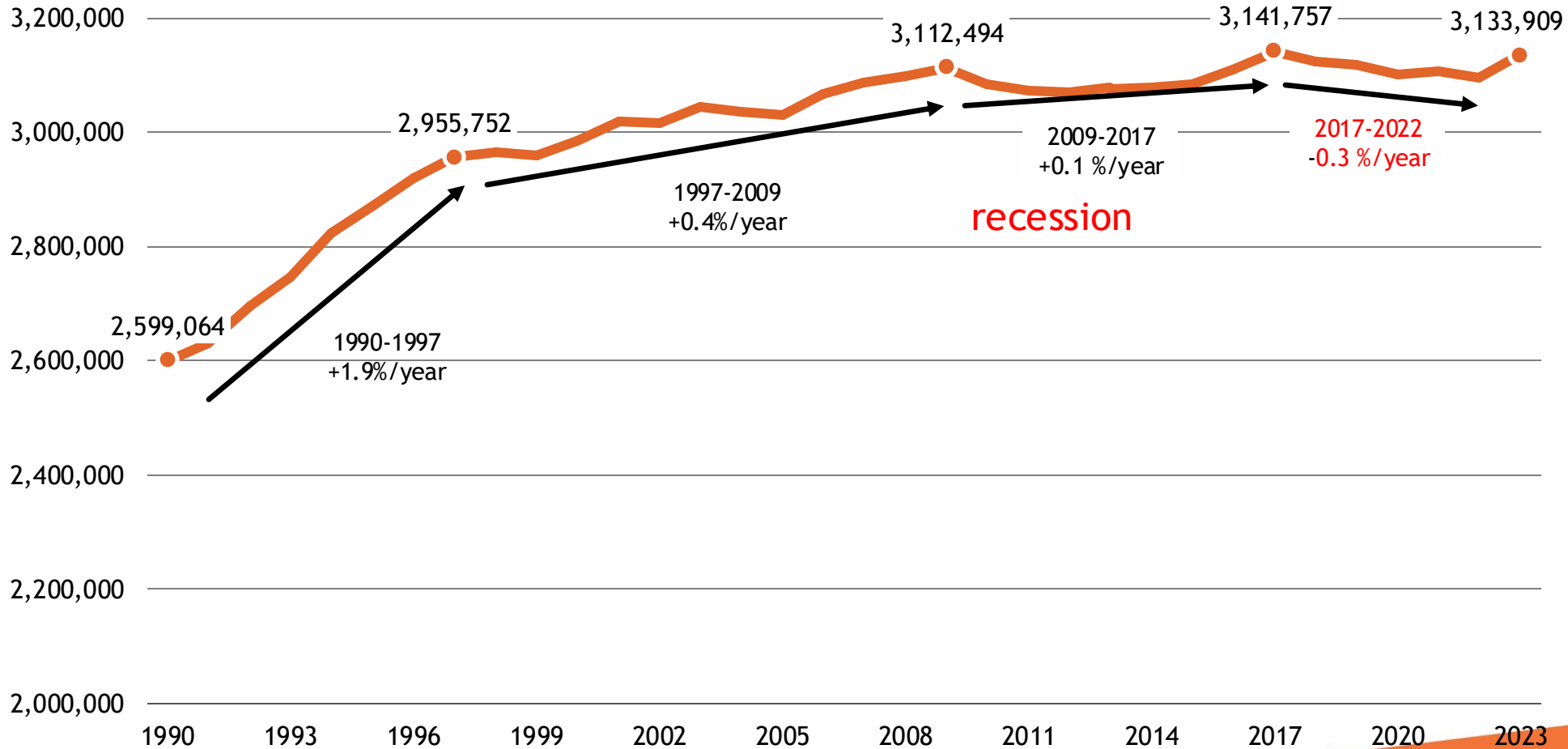
RNs, CNAs, and home health/personal care aids



Total estimated increase in these occupations = 12,800;

Elder care need is about 75% of total expected increase

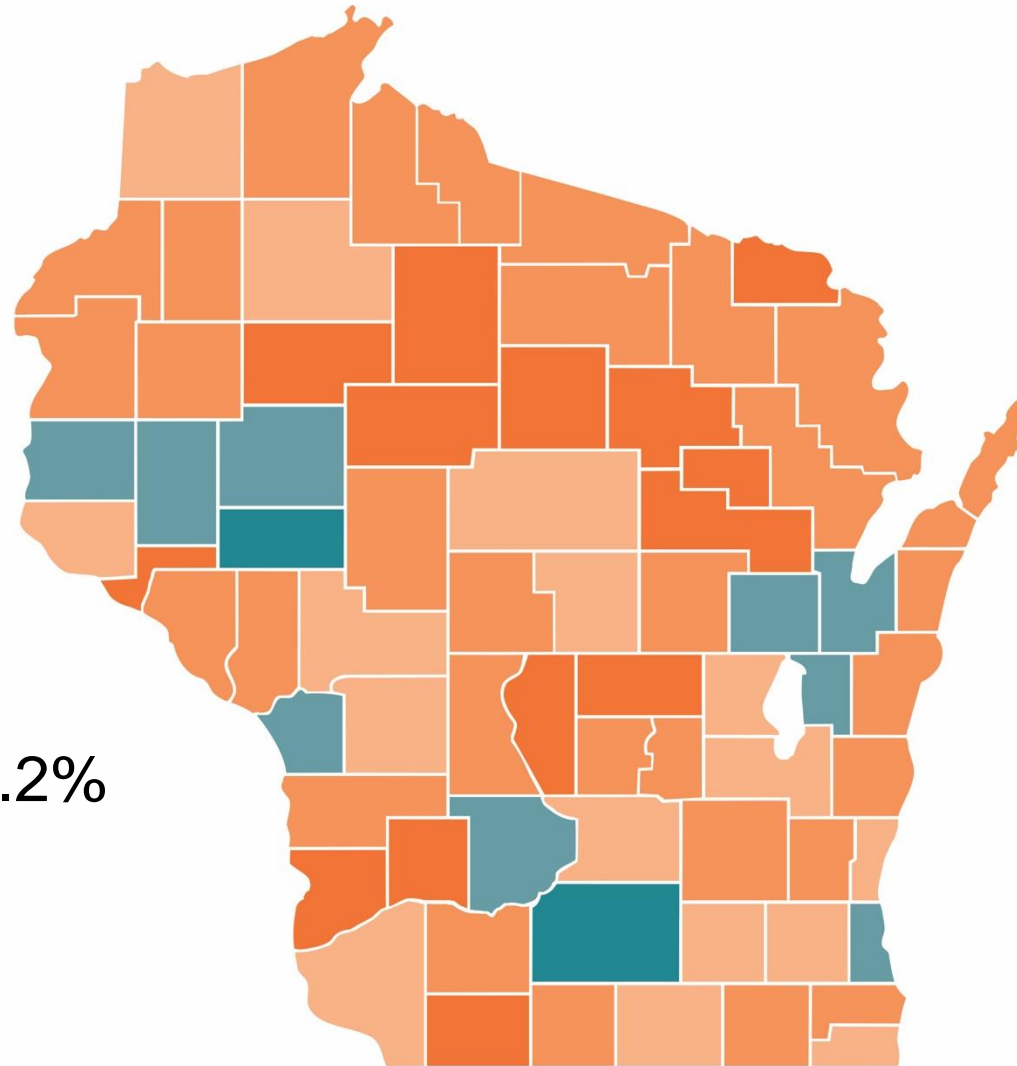
Wisconsin Labor Force Stalling



Prime Working Age Population Falling

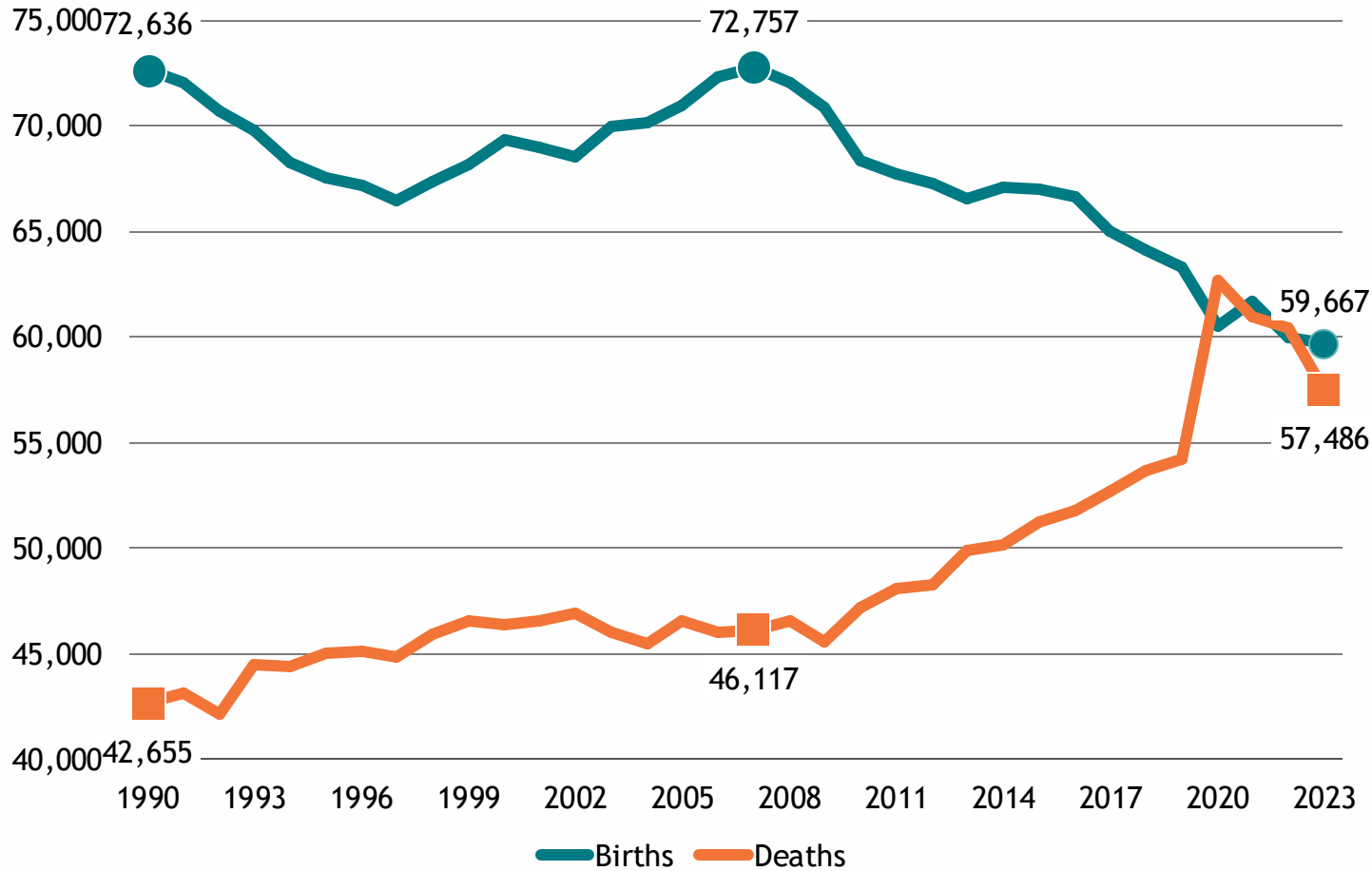
25-54 Change, 2010-23

State down 6.2%



<math>< -15\%</math> $-10\% \text{ to } -15\%$ $-6\% \text{ to } -10\%$ $0\% \text{ to } -6\%$ <math>< 0\%</math>

“Future Workforce” declining

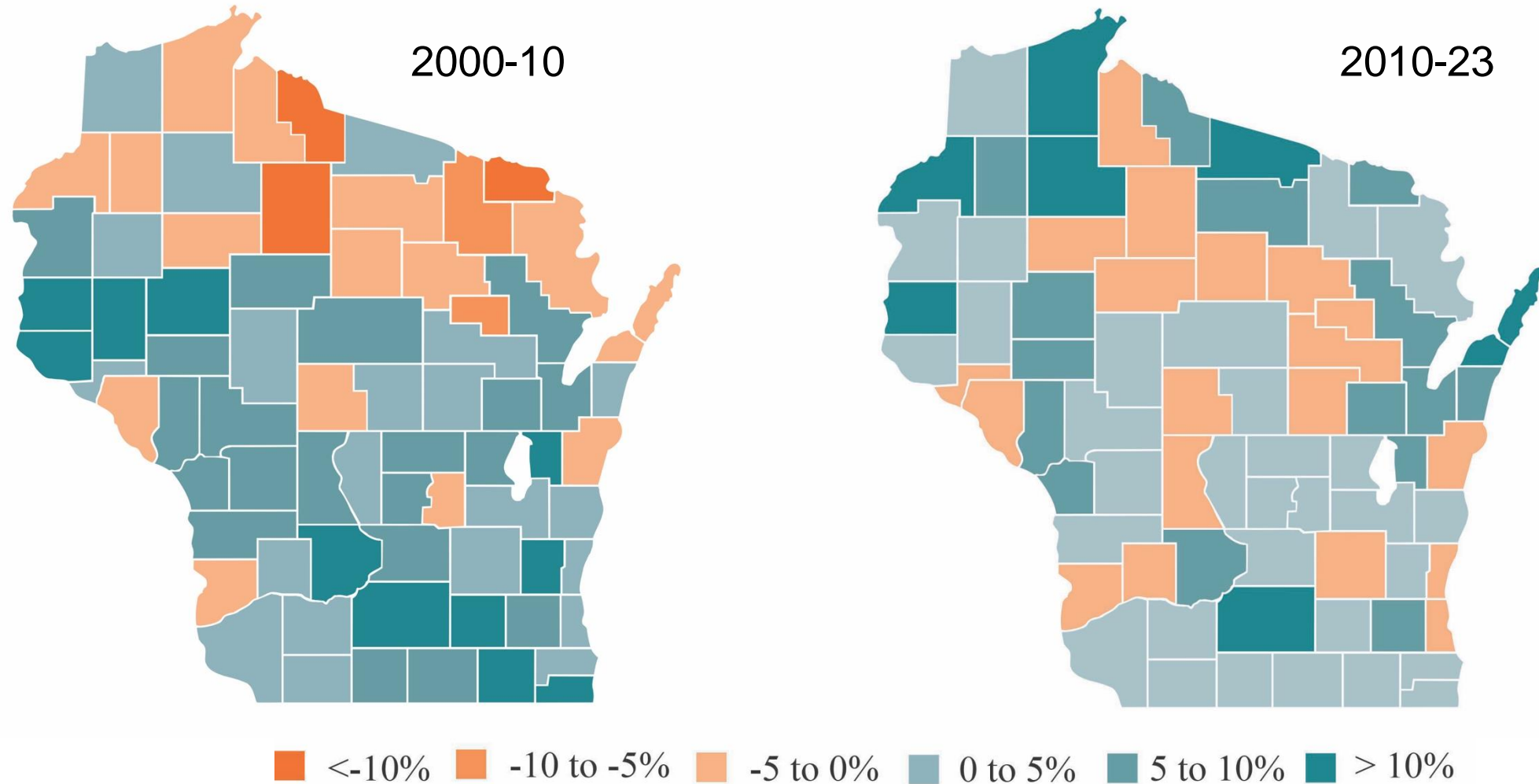


Under 15 Pop.

1990	1.10m
2000	1.12m
2010	1.10m
2020	1.06m
2023	1.01m

Down 41K 2010-20
Down 49K 2020-23

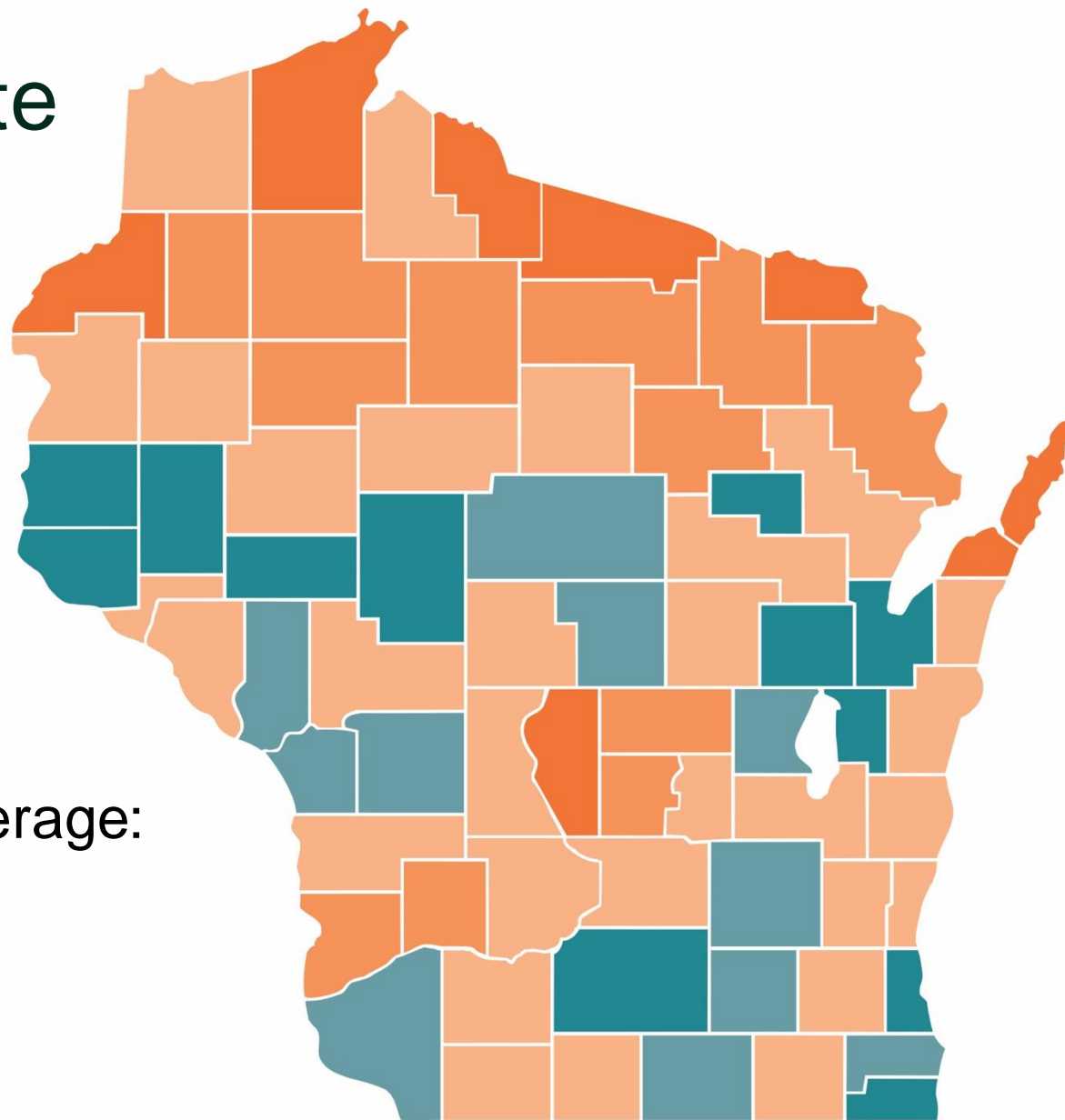
Population Moving North?



An Aging State

% 65 or older, 2023

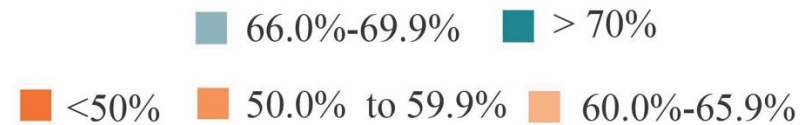
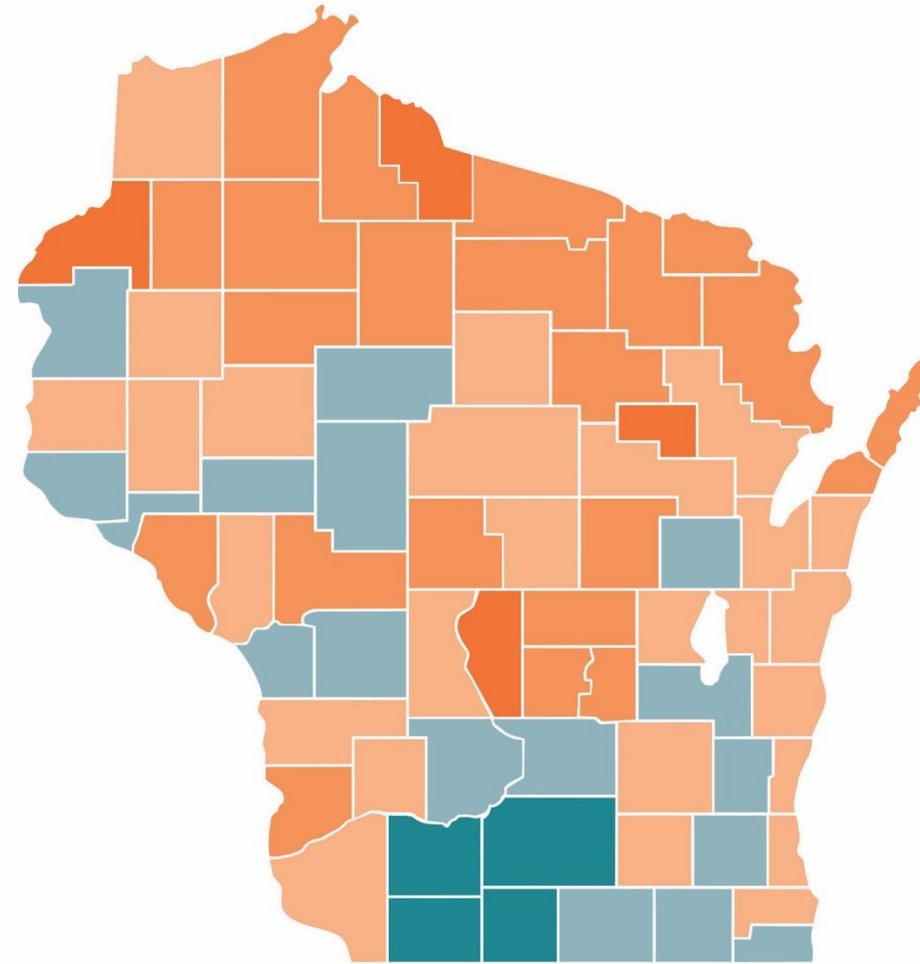
State average:
19.1%



 >30% 25 to 30% 20 to 25% 18 to 20% <18%

LFPR 2023
State Avg. 66.1%

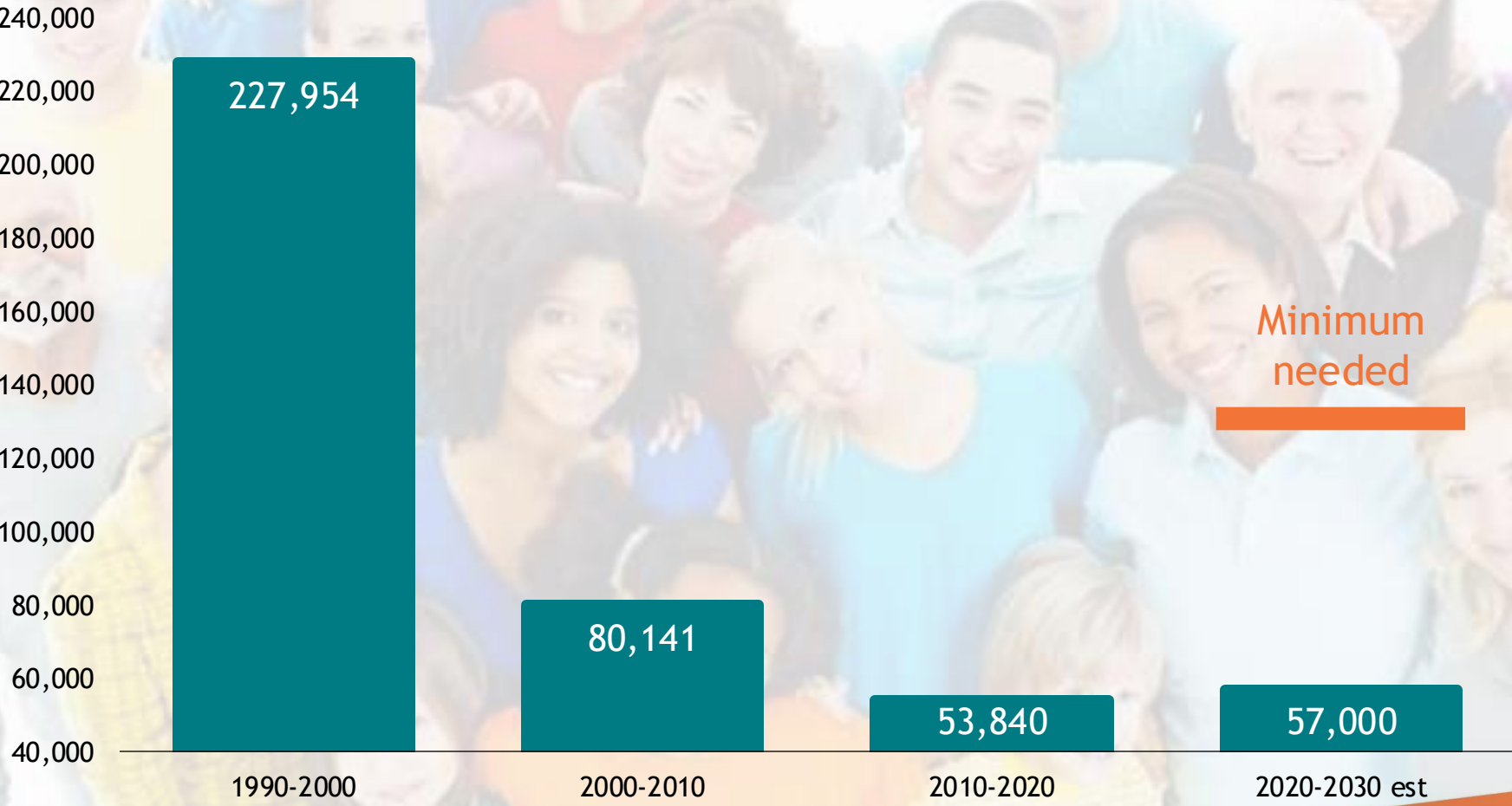
Participation varies widely (lfpr 2023);
South Central strongest



A crystal ball is the central focus, reflecting a serene sunset scene over a body of water. The reflection shows the sun low on the horizon, with rays of light and the silhouettes of trees. The background of the image is a blurred sunset with light rays streaming through trees. The text 'The Future?' is centered over the crystal ball.

The Future?

Net Migration into Wisconsin



To stem workforce decline, need net migration of 130K to 200K. We are not on pace.

Roadblocks and Attractions

- Lack of migration into the state
- Housing
- Childcare
- Winter
- Cost of living (7% below average, 20th)
 - Housing 18th lowest
- Variety of recreation
- Quality schools



What are we
doing to change
our future?

