

A light beige map of Wisconsin is centered on the slide. The map has a dark grey outline. The background of the slide is white with teal geometric shapes on the left and right sides. An orange rounded rectangle is positioned over the map, containing the text 'Falling Behind?'.

Falling Behind?

Wisconsin's Workforce Challenges and Opportunities

Dale Knapp

Director, Forward Analytics

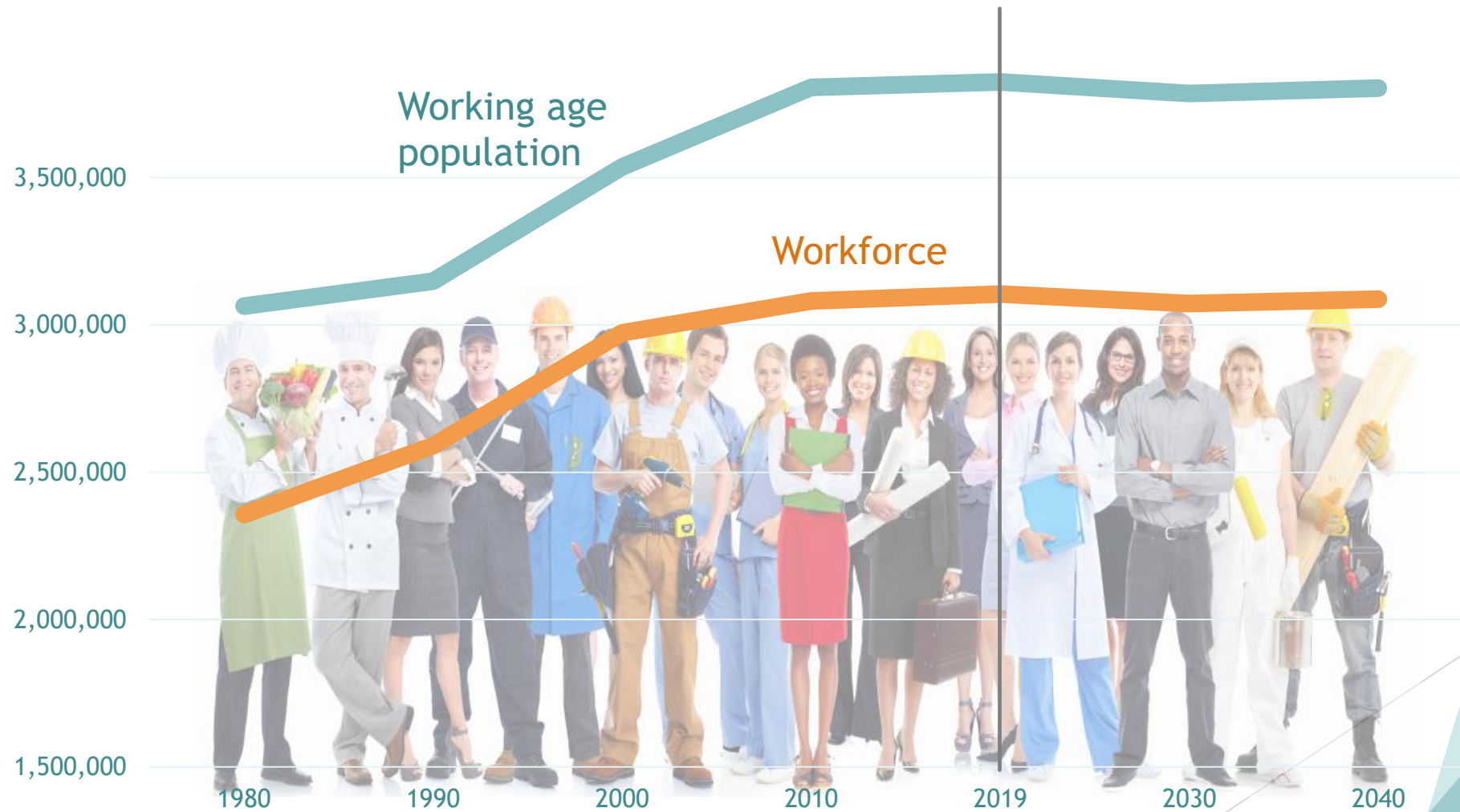
What/Who is Forward Analytics?

- Research arm of Wisconsin Counties Association
- Started in 2018
- Dale Knapp - Director; 18 years with Wisconsin Taxpayers Alliance
- Dual mission:
 - Publish research on economics, public policy, and demographics to raise big issues the state is confronting.
 - Help county officials with their data needs so they can make more informed decisions



Wisconsin's Population and Workforce Challenges

What does the future look like?



Two assumptions are critical

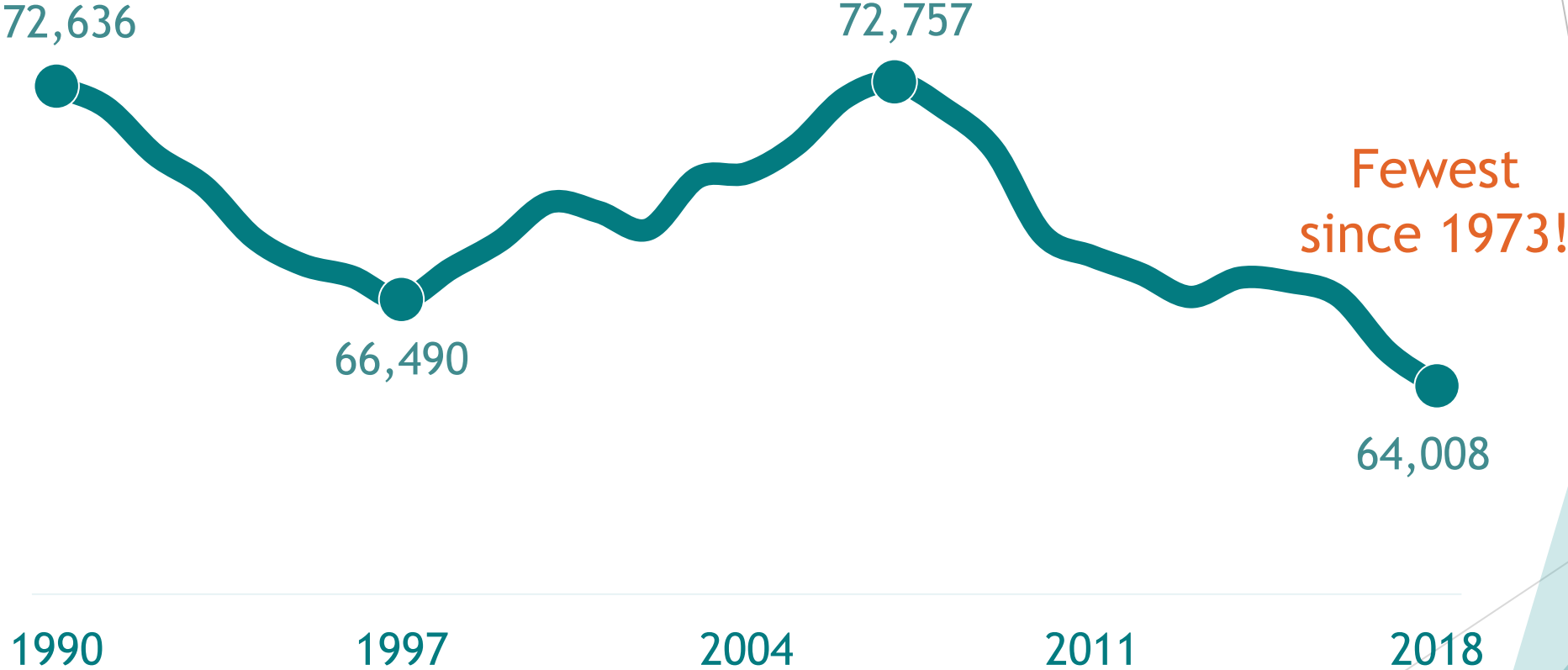


Birth rates turn back up after
2013

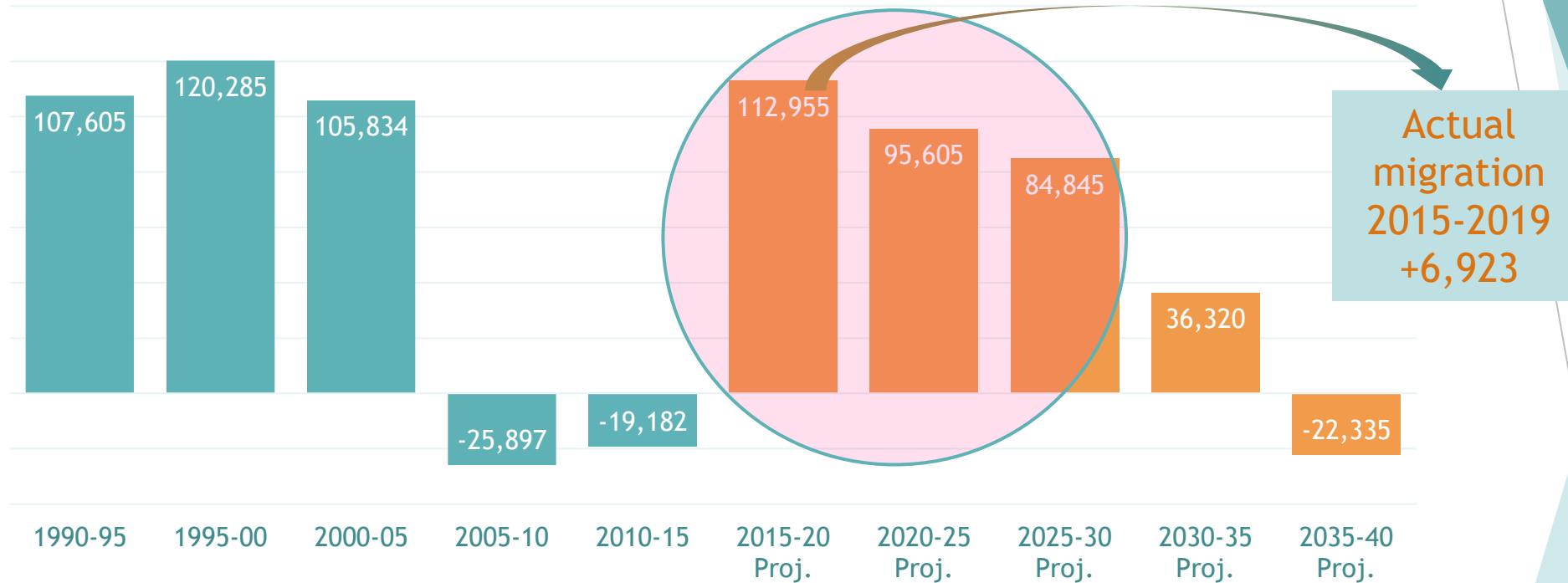


Migration returns to 1990's
levels

But...births continue to fall

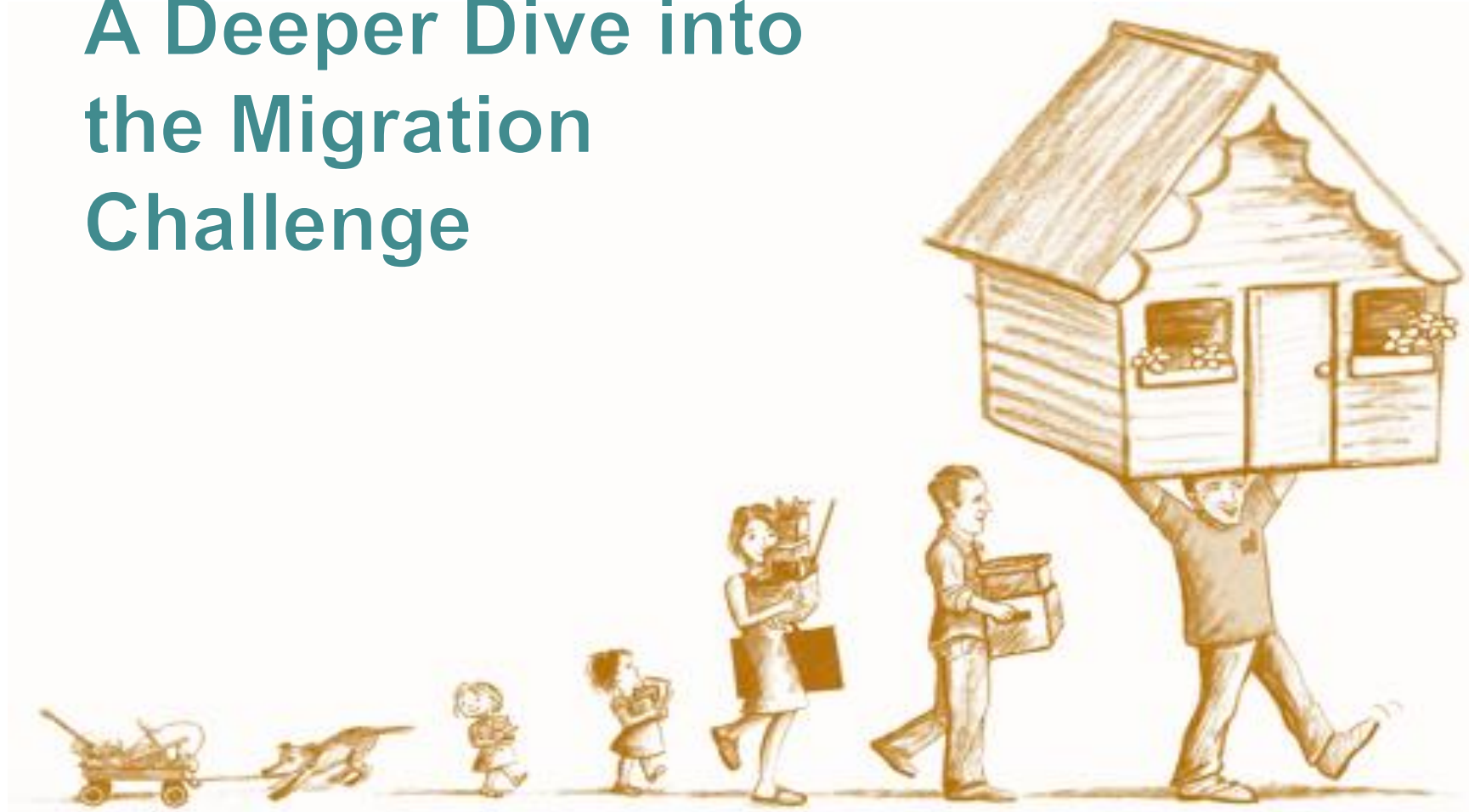


Wisconsin Net Migration (U.S. Census Bureau and Wis. DOA)



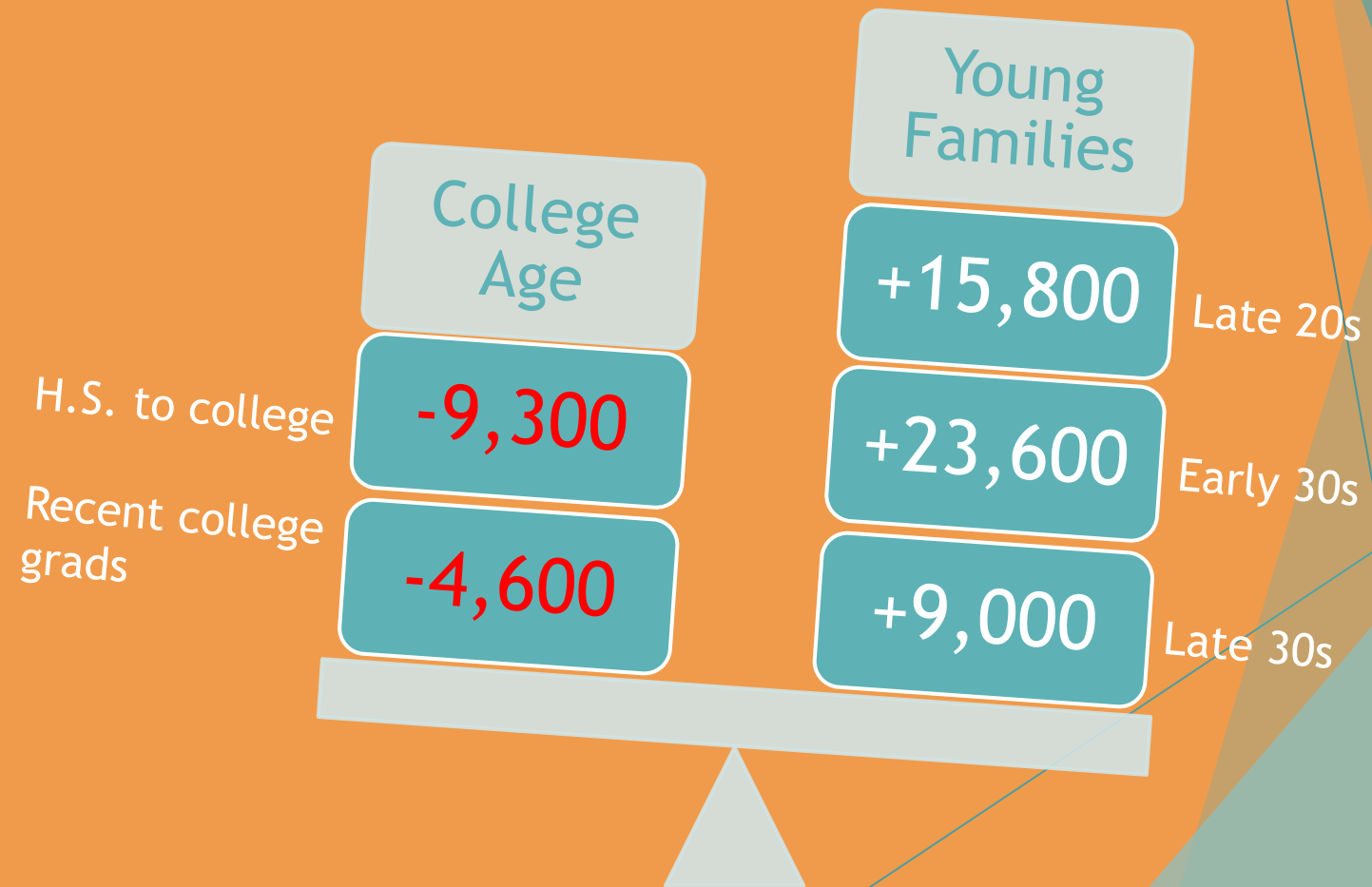
Wisconsin not hitting forecasted migration

A Deeper Dive into the Migration Challenge



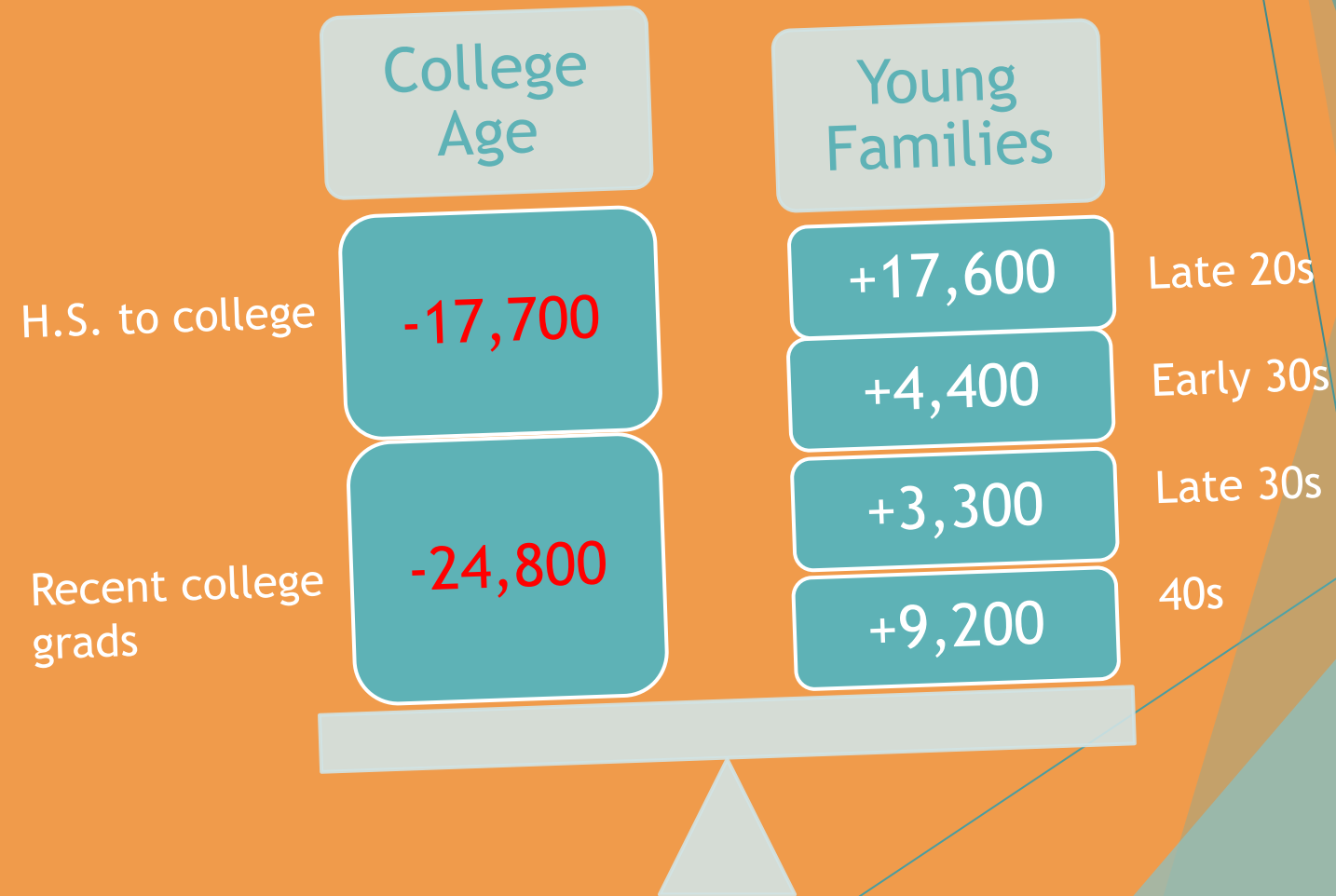
Wisconsin migration history: 1990-2000

Losing young people, gaining young families (avg. five-year changes)



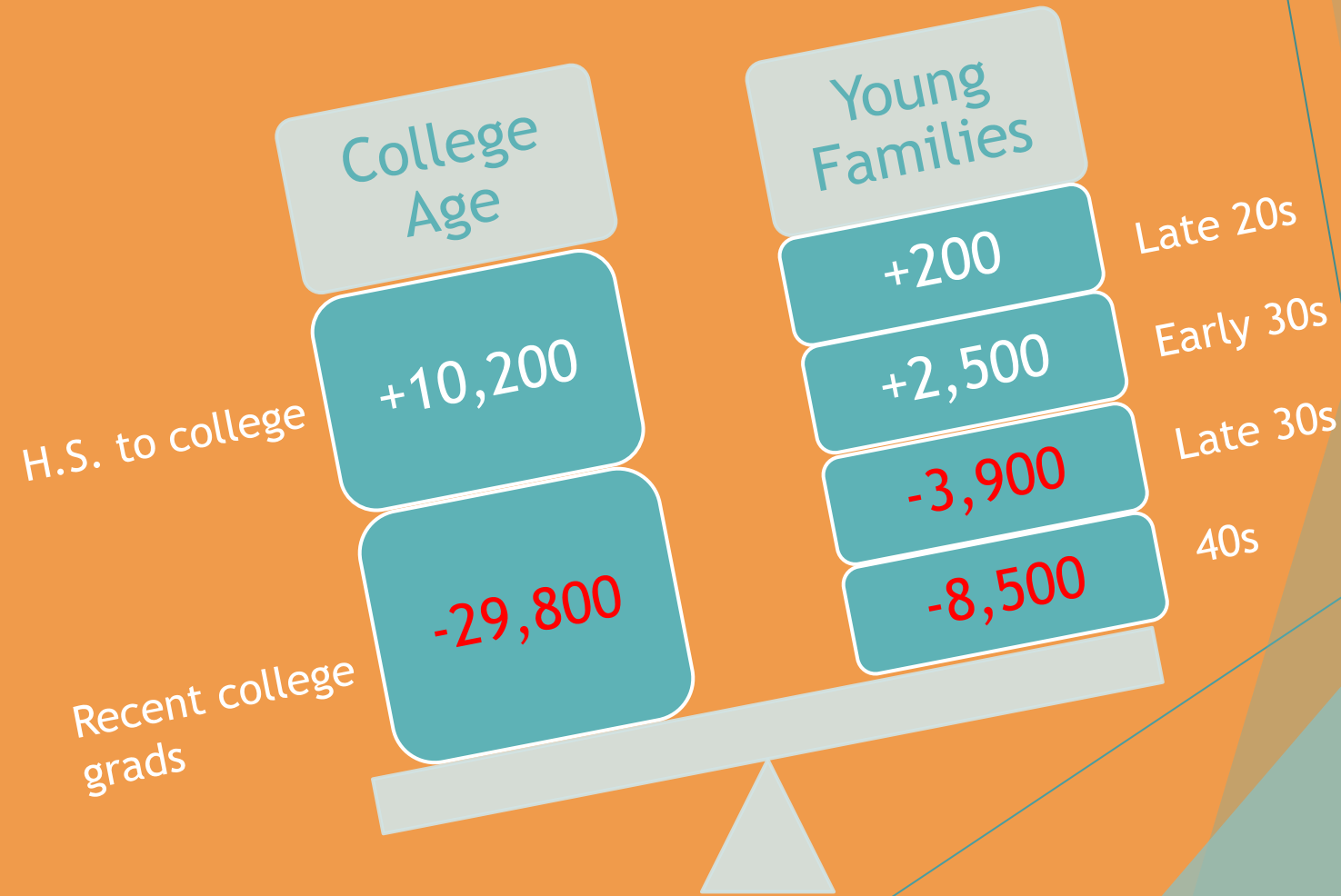
Wisconsin migration history: 2000-2010

Losing young people, gaining young families



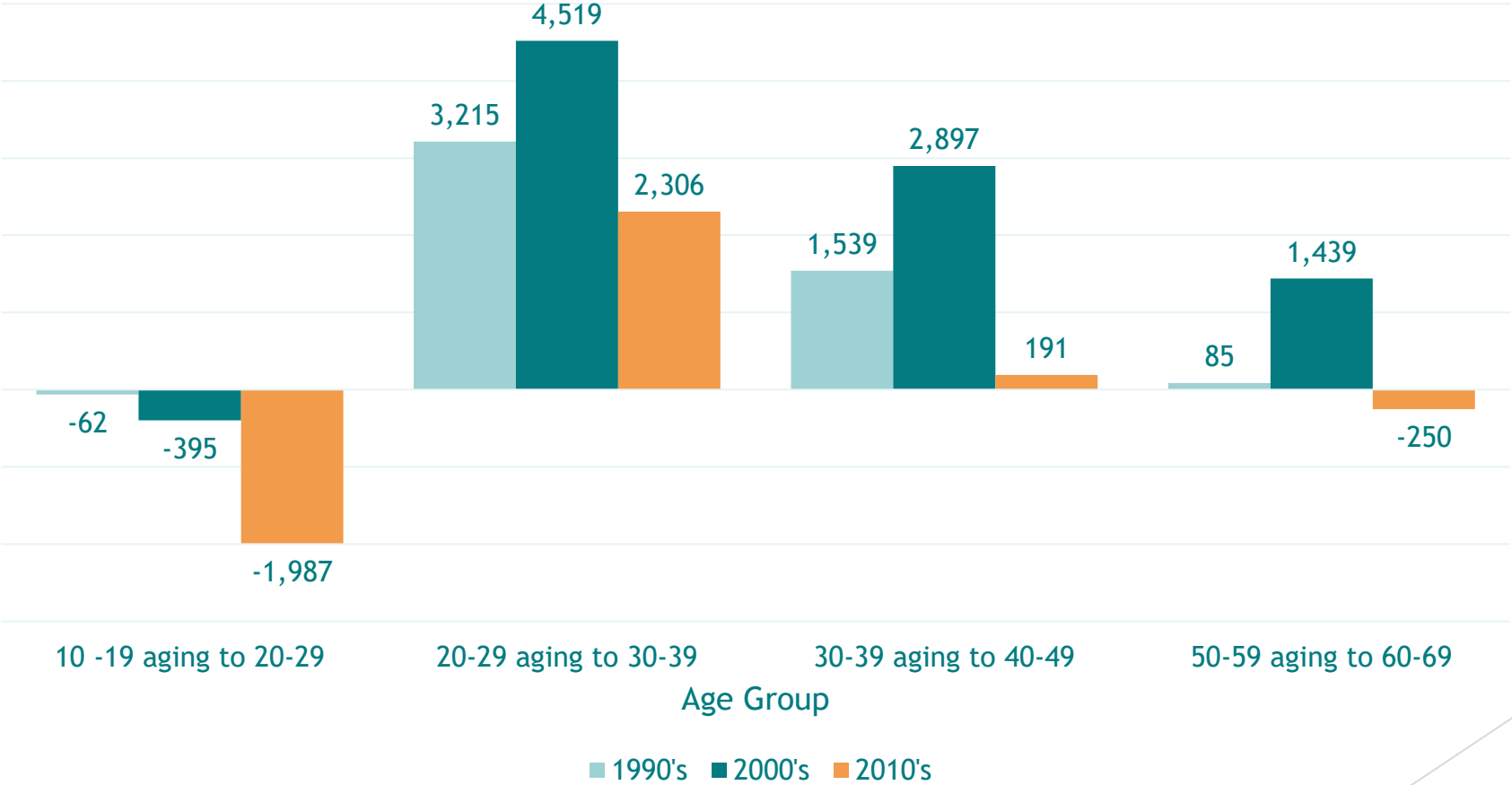
Wisconsin migration history: 2010-15

Losing young people, losing young families

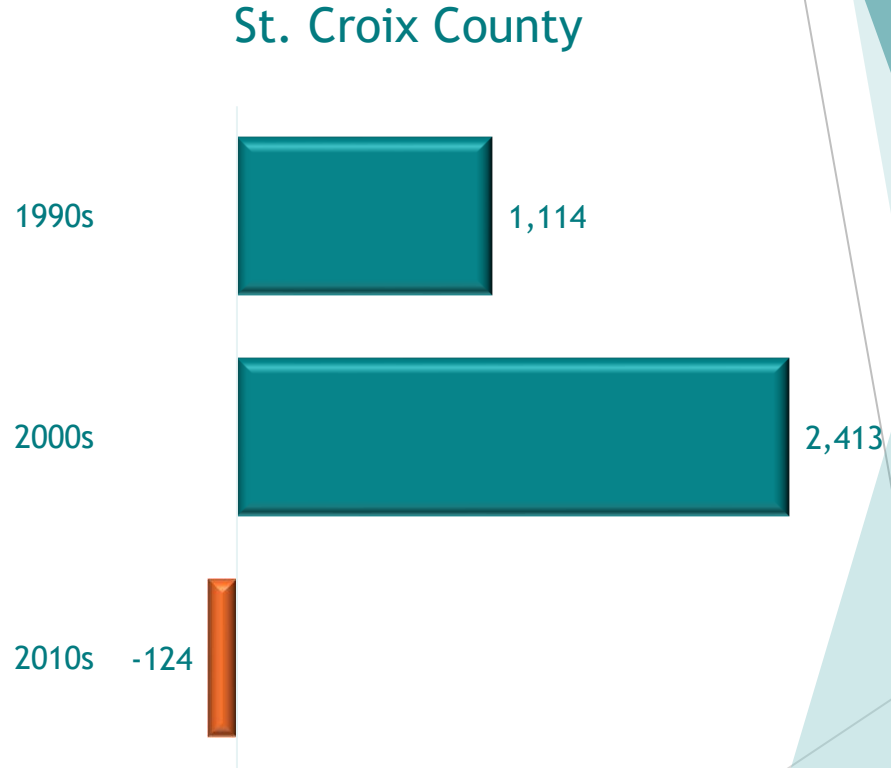
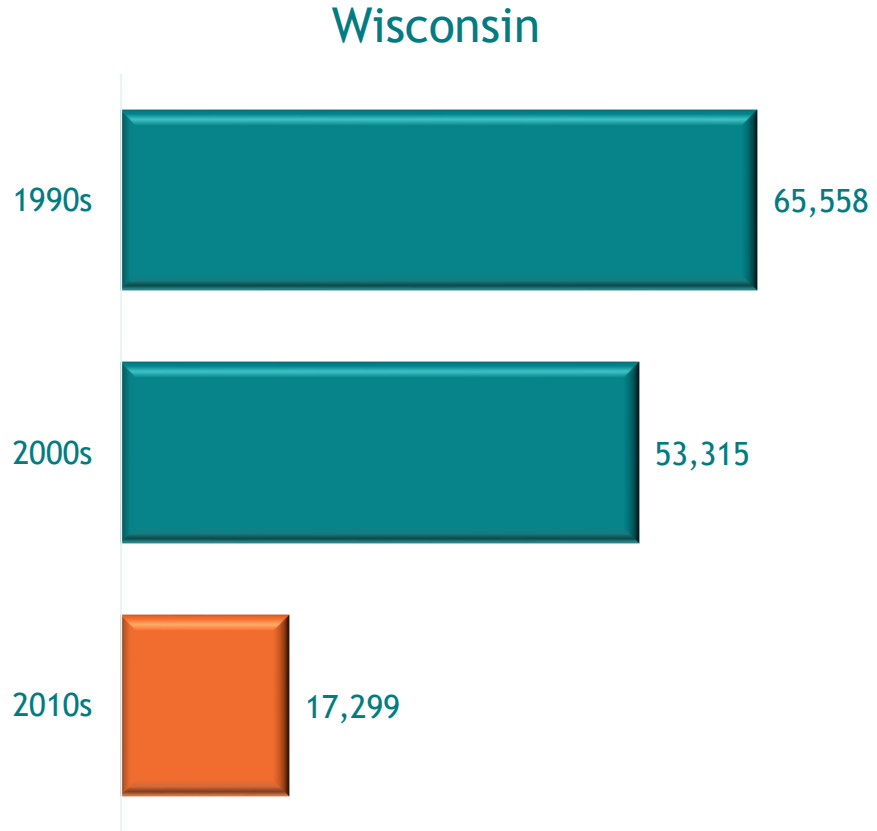


St. Croix County doing a little better

Note: 2010's are 2010-19; numbers may change slightly with 2020 Census



Migration of Under 10 aging to 10-19





The Remote Work Opportunity



A Surge in Telecommuting?

- ▶ Federal Reserve of Atlanta: Survey of Business Uncertainty
- ▶ 10 million additional full-time remote workers; 10 million additional part-time remote workers
- ▶ Full-timers can live anywhere! Part-timers have more regional flexibility in where to live



Early signs this might be real

- ▶ Nationally, Q2 single family starts:
 - ▶ Large metro, core county -16.8%
 - ▶ Suburban - -8.9%
 - ▶ Small metro - core -5.9%
 - ▶ Small metro - outlying +2.7%
- ▶ Wis. Home Sales, June-Aug, 2020 vs 2019
 - ▶ Statewide +3.2%
 - ▶ Urban -0.5%
 - ▶ Rural +13.2%
- ▶ Wis. Single home Building permits, April-June
 - ▶ Statewide +12.6%
 - ▶ Urban +5.5%
 - ▶ Rural +28.6%



Need broadband access

▶ 2020 FCC Broadband Deployment Report (2018 25 Mbps)

- ▶ Wisconsin overall - 92.9%, 29th (Minn. 96.2%, 10th)
- ▶ Wisconsin urban - 99.7%, 3rd (Minn. 99.1%, 12th)
- ▶ Wisconsin rural - 77.3%, 26th (Minn. 88.1%, 11th)

▶ St. Croix County

- ▶ Overall 67.9%
- ▶ Urban 89.3%
- ▶ Rural 49.7%



What does it all mean?



Labor shortage is here to stay



Migration shift ominous...workforce decline to continue?



Fewer kids migrating with young families has implications for 2030 and beyond



National problem as well...competing with other states for workers



Focus on job growth or workforce?...remote work?

Questions?
Thank you

