

# UNDERSTANDING WISCONSIN'S JOB OUTLOOK

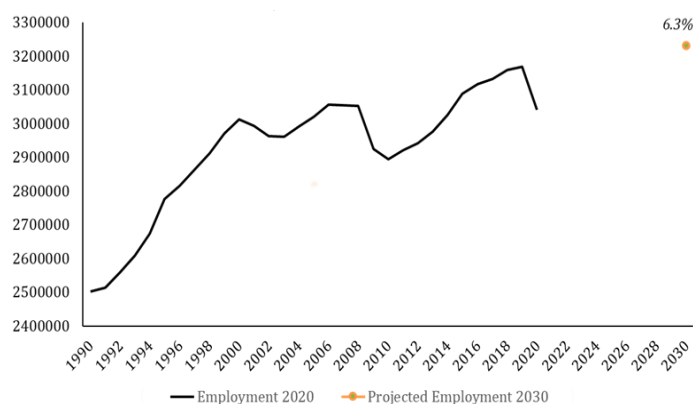
## Industry and Occupation Projections, 2020-2030 in Brief

### Introduction

The Projections Unit of the Office of Economic Advisors (OEA) develops long-term (10-year period) and short-term (two-year period) outlooks of employment in Wisconsin's industries and occupations. Employment trends are examined in approximately 270 industries and 800 occupations. This summary highlights the main findings for long-term 2020-2030 projections. Long-term projections are produced every two years. 2018 data is used in this report to compare the current long-term round to the most recent round before COVID-19.

Total employment in Wisconsin is expected to increase from 3,040,197 to 3,231,419 over the projection horizon, adding 191,222 new jobs from 2020 to 2030 (6.3%).

**Figure 1:** Wisconsin Total Employment



Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2020-2030

As Figure 1 shows, employment has been rising since 1990, though growth was interrupted during three recessionary periods: the Recession of 2001, the Great Recession between 2007-2009, and the COVID-19 Recession in 2020. Although it lasted only two months, the COVID-19 Recession significantly disrupted economic activity, discouraged people from re-entering the workforce, and impacted other economic conditions which affect employment. Compared to the recession trough of 3,041,197 in 2020, pre-pandemic 2019 employment stood at 3,168,819. With 2020 as the base for these projections, growth rates for some industries and occupations are higher than typically seen for a ten-year period. These growth rates largely reflect recovery from the recession. The pandemic significantly impacted employment and output in Wisconsin; however, the situation continues to improve.





## What should you know when looking at **industry** projections?

### What are super-sectors and sectors?

The North American Industry Classification System (NAICS) is the structure used for the collection of industry data. The broadest NAICS category is the super-sector. Under each super-sector there are individual sectors, subsectors, and industry groups (see figure A).

Figure A: NAICS Example	
Super-Sector	Education and Health Services
Sector (62)	Health Care and Social Assistance
Subsector(621)	Ambulatory Health Care Services
Industry group (6211)	Offices of Physicians

This paper reports the information at the two broadest NAICS categories: **Super-sector and Sector**.

### What is the difference between an establishment, a firm and an industry?

An establishment is typically at one physical location and engaged in one type of economic activity, such as a farm, a mine, a factory, or a store, that produces goods or services. A firm is a business and may consist of one or more establishments, where each establishment may participate in a different predominant economic activity. An industry includes all firms and establishments engaged in the same economic activity and is assigned to a specific NAICS code.

## What should you know when looking at **occupation** projections?

### What are the different types of job openings?

Job openings are classified as either exit, transfer, or growth openings. Exit openings are the result of workers leaving the labor force entirely. Transfer openings arise from workers leaving occupations for different ones. Growth openings reflect newly created positions. Total openings are the sum of exit, transfer, and growth.

### What does a large number of openings mean?

It means that many in those occupations are leaving the labor force, changing occupations or that the occupations have significant growth openings. Therefore, with the right skills, it may be easier to find a job within those occupations.

### What other information is provided?

Employment levels, wages, and typical education and training paths are also included for each occupation. Long-term projections by Workforce Development Areas (WDA) are also available on **WisConomy.com**.

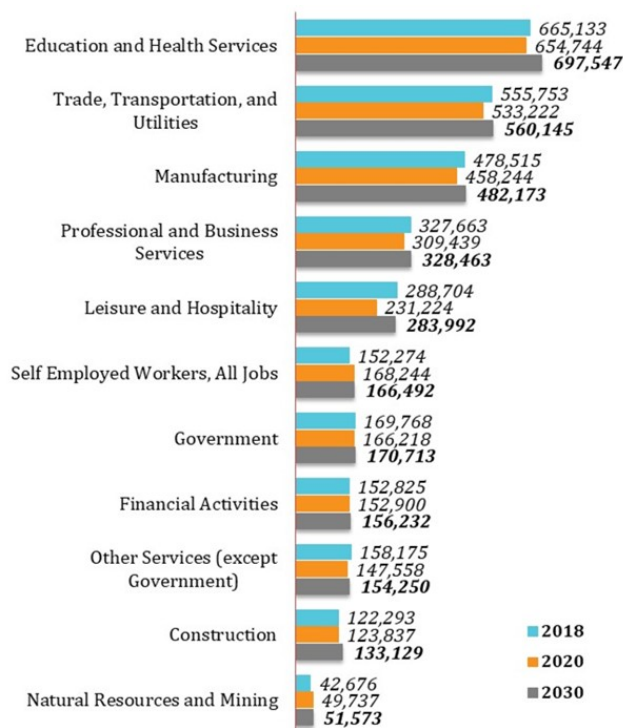
Data summarizing the 2020-2030 employment outlook for 270 industries and 800 occupations is now available on **WisConomy.com**, Wisconsin's source for economic and labor market information.

## Industry Employment

*Natural Resources and Mining; Construction; and Financial Activities* are the only super-sectors with higher employment in 2020 than in 2018, and further growth is expected to 2030. *Manufacturing; Trade, Transportation, and Utilities; Professional and Business Services; Education and Health Services; and Government* have forecasted 2030 values of employment greater than pre-pandemic levels. Despite having projected increases from 2020-2030, *Information; Leisure and Hospitality; and Other Services* are the three super-sectors that by 2030 are not expected to reach employment levels seen in 2018 before the pandemic.

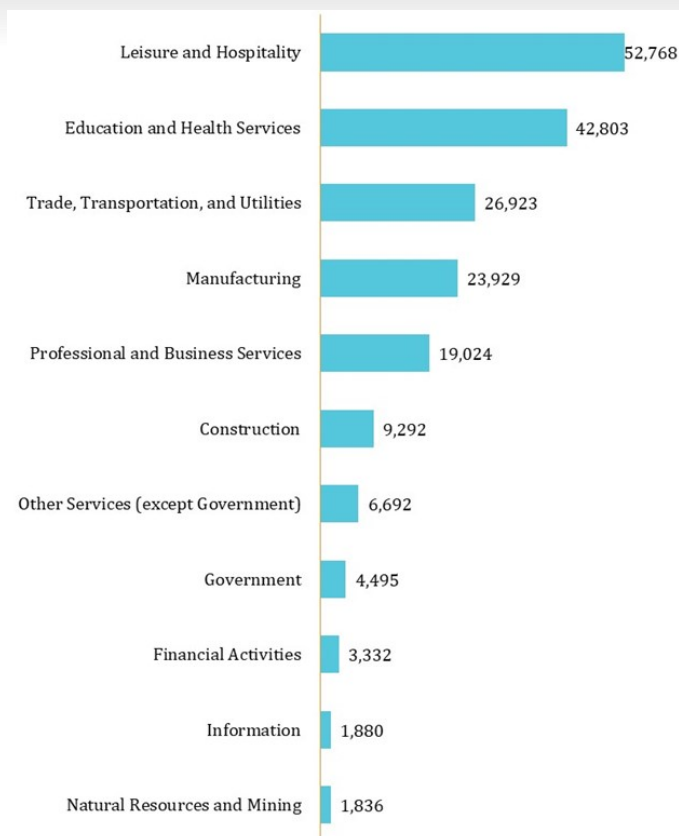
*Leisure and Hospitality* has the highest anticipated net growth across all super-sectors, with projected gains of 52,768 jobs from 2020-2030 resulting from the pandemic recovery. Within this super-sector, the driving force behind the growth is the *Accommodation and Food Services* sector with 41,430 new jobs. The industries in this sector pro-

**Figure 2: Employment 2018 and 2020 vs Projected Employment 2030**



Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2020-2030

**Figure 3: Super-Sector by Numeric Change, 2020-2030**



Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2020-2030

vide customers with lodging and/or make meals, snacks, and beverages for direct consumption. *Food Services and Drinking Places and Restaurants and Other Eating Places* are expected to have the largest employment increases across all industries (see Figures 2 and 3).

*Education and Health Services* is second in anticipated net growth, with 42,803 projected new jobs by 2030. *Health Care and Social Assistance* is expected to add the most jobs (35,019). The aging baby boomer population is also fueling growth in this sector. Industry examples within the sector include *Ambulatory Health Care Services, Social Assistance, Hospitals, Offices of Physicians, and Offices of Dentists*.



*Trade, Transportation, and Utilities* is projected to add 26,923 new jobs over the period, with widespread gains across the super-sector. The *Transportation and Warehousing* (+15,044) sector is expected to surge further as online shopping and demand for delivery services continues to grow.

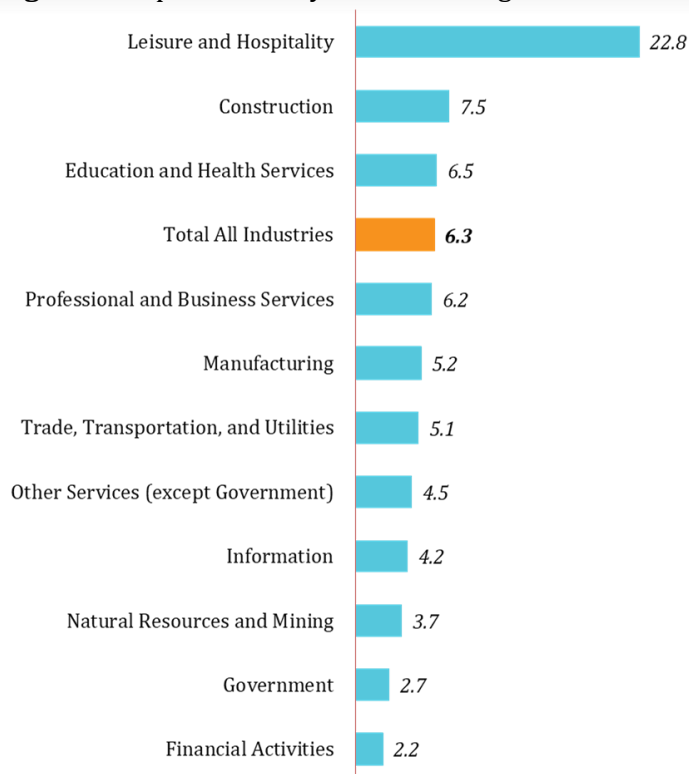
Within the *Manufacturing* super-sector, the forecast value for 2030 of 482,173 jobs is higher than the pre-pandemic level of employment of 478,515 in 2018. The largest employment increase is in *Durable Goods Manufacturing* (+14,935).

The *Professional and Business Services* super-sector is forecast to add 19,024 new jobs from 2020-2030, with the *Professional, Scientific, and Technical Services* sector contributing the most jobs (+8,766). It is expected that *Professional and Business Services* employment will continue to increase, driven by businesses' necessity for expertise in areas like IT solutions and cybersecurity, management, and marketing research.

*Construction* is projected to add 9,292 new jobs. *Specialty Trade Contractors* is the subsector expected to add the most with an increase of 4,292 jobs. Examples of firms in this subsector are roofing, electrical, plumbing, and painting contractors.

Figure 4 shows the projected percent job change by super-sector; all are expected to increase over the 2020-2030 decade. The fastest growing is *Leisure and Hospitality* (+22.8%), with the *Arts, Entertainment, and Recreation* (+31.8%) and *Accommodation and Food Services* (+21.2%) sectors expected to recover considerably from pandemic induced declines. *Construction* (+7.5%) is second based on percent change, as demand for new residential construction is anticipated to remain robust despite rising mortgage rates. The third highest is *Education and Health Services* (+6.5%). Besides these three, the remaining super-sectors are expected to grow at slower rates from 2020-2030 than the all-industries average (+6.3%).

**Figure 4: Super-Sector by Percent Change: 2020-2030**

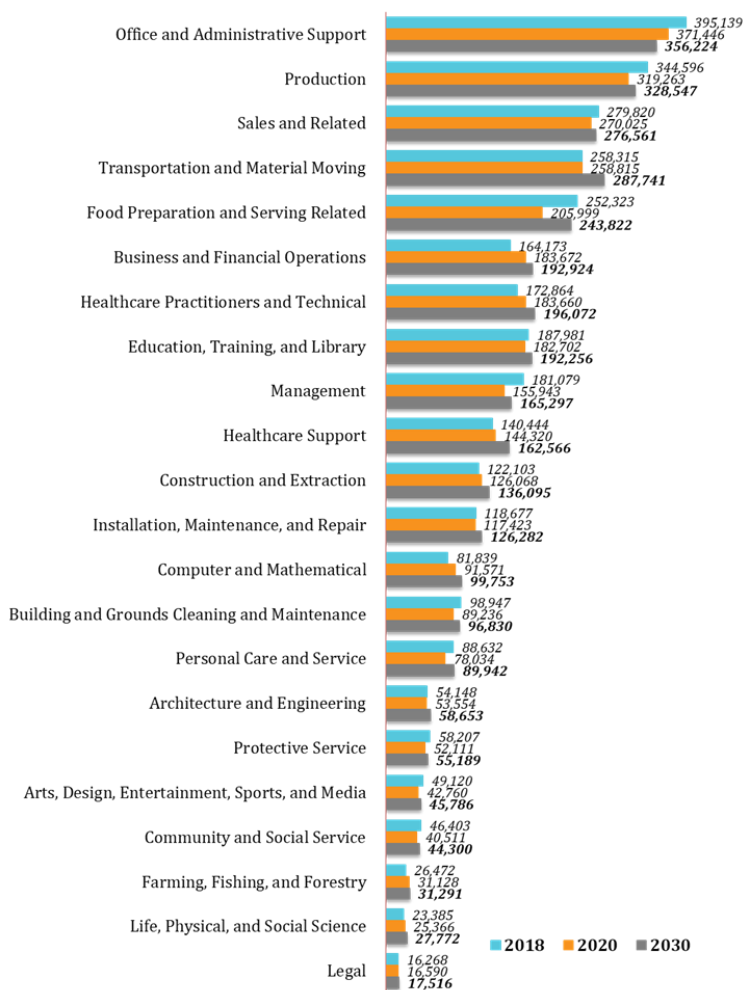


Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2020-2030

## Occupational Employment

There are several factors that determine the need for a certain occupation. Industry growth and decline have a direct impact on occupational employment change and technological factors affect skills demanded. The COVID-19 pandemic produced wide ranging employment impacts among occupational groups, similar in nature to those witnessed across industries. Occupations are grouped by 22 broad occupational categories.

**Figure 5: Occupational Groups Employment 2018 and 2020 vs Projected Employment 2030**

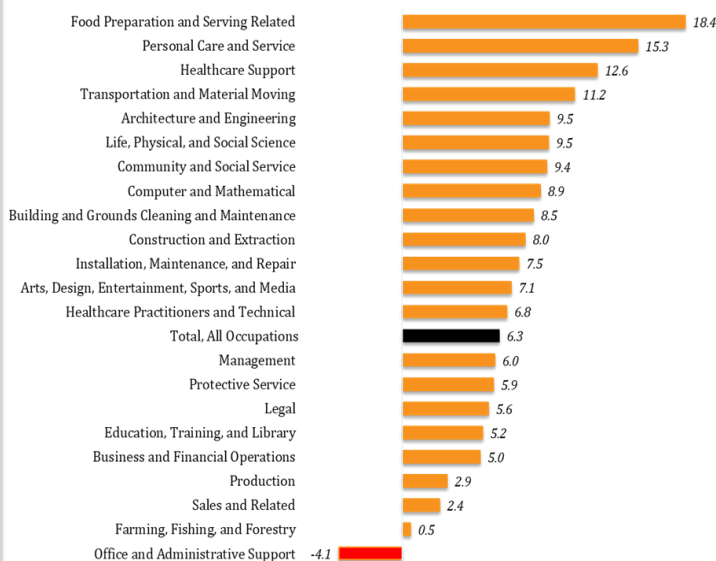


Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2020-2030 and estimates from BLS Occupational Employment and Wage Statistics (OEWS) data

*Food Preparation and Serving Related* is the only group that landed in the top five for steepest numeric and percentage decline from 2018 to 2020. Over the 2020-2030 period, this group has the highest projected numeric and percent projected growth. This employment growth is recovery from the COVID-19 Recession (see Figures 5 and 6).

Thirteen occupational groups are expected to grow faster than the state average. After *Food Preparation and Serving Related*, *Healthcare Support* has the most projected numeric growth (18,246), while *Personal Care and Service* has the highest projected percentage growth (+15.3%) (see Figures 5 and 6).

**Figure 6: Long-Term Occupational Employment Projections by Percent Change, 2020-2030**



Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2020-2030 and estimates from BLS Occupational Employment and Wage Statistics

## Notes

**Long-term** projections are used by many customers for a variety of reasons. For instance, individuals seeking employment or career opportunities and businesses considering future staffing needs. Educational institutions use occupational projections to evaluate degree and course offerings. Researchers use the projections in analyses of Wisconsin's labor market, and employers use the data to examine expected employment in industries and occupations. These projections are also used as a planning tool by policymakers and local economic developers.

The projections are constructed using a methodology that combines econometric models, state economic variables, national projections and analytical judgment. Information is derived using the May 2020 Occupational Employment and Wage Statistics (OEWS) survey and data from the Quarterly Census of Employment and Wages (QCEW) and Current Employment Statistics (CES) programs. Unpublished data from the US Bureau of Labor Statistics, Current Population Survey (CPS) and US Census Bureau are also used.

To the extent possible, the projections take into account anticipated changes in Wisconsin's economy from 2020 to 2030. It is important to note that unanticipated events may affect the accuracy of these projections.

If you have questions about this publication or need more detailed projections data, please contact:

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**DETI-18715-P (R. 03/2023)**