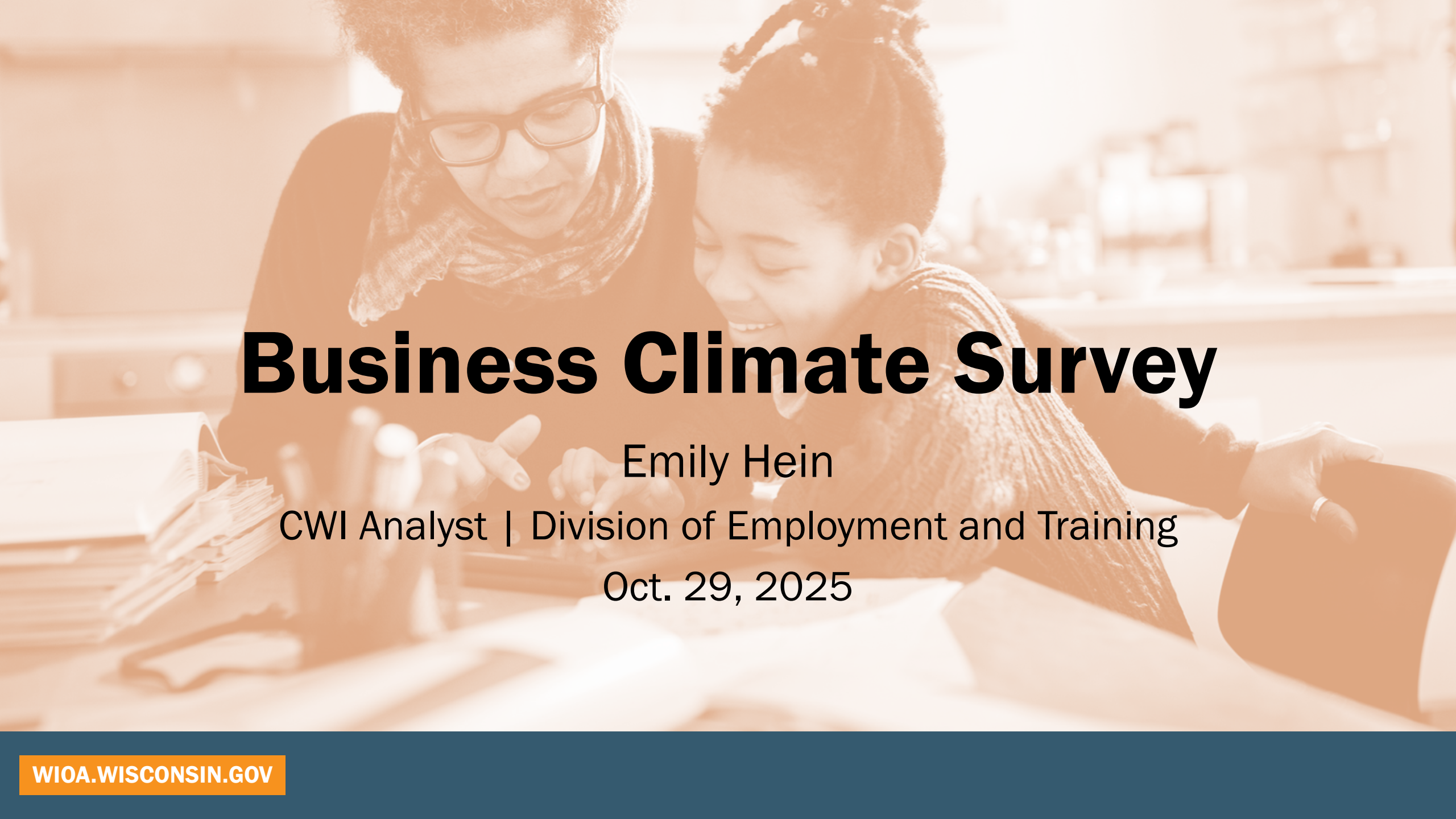




Business Climate Survey

Emily Hein

CWI Analyst | Division of Employment and Training

Oct. 29, 2025

Council on Workforce Investment (CWI)

Entity under WIOA that assists the governor in developing innovative and dynamic approaches to develop Wisconsin's workforce.

Focus areas



Education



Employers



Workforce



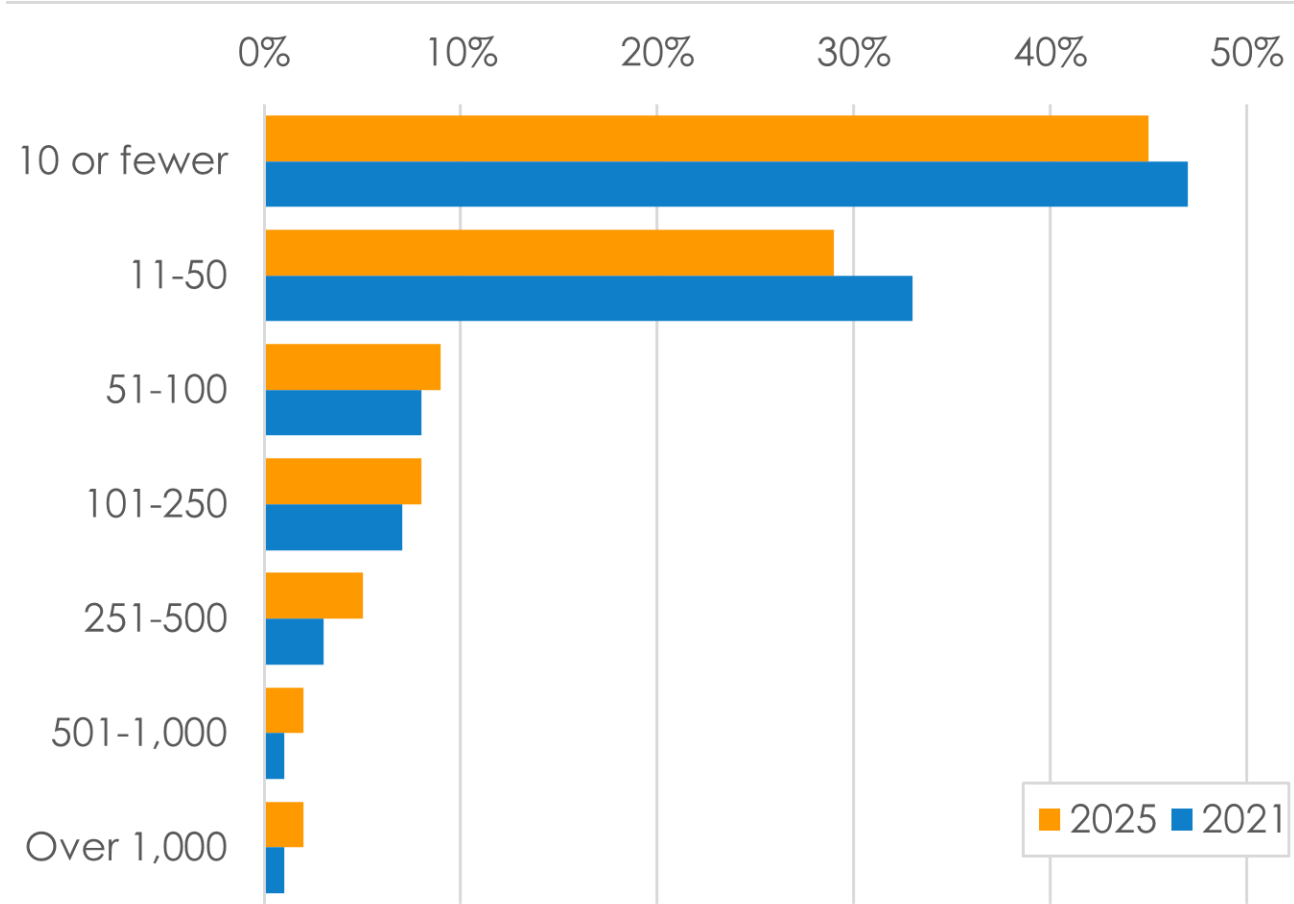
Organization &
Resource Alignment

2022-2026 Strategic Plan

Objective 2D: Improve employer awareness of and utilization of the workforce development system.

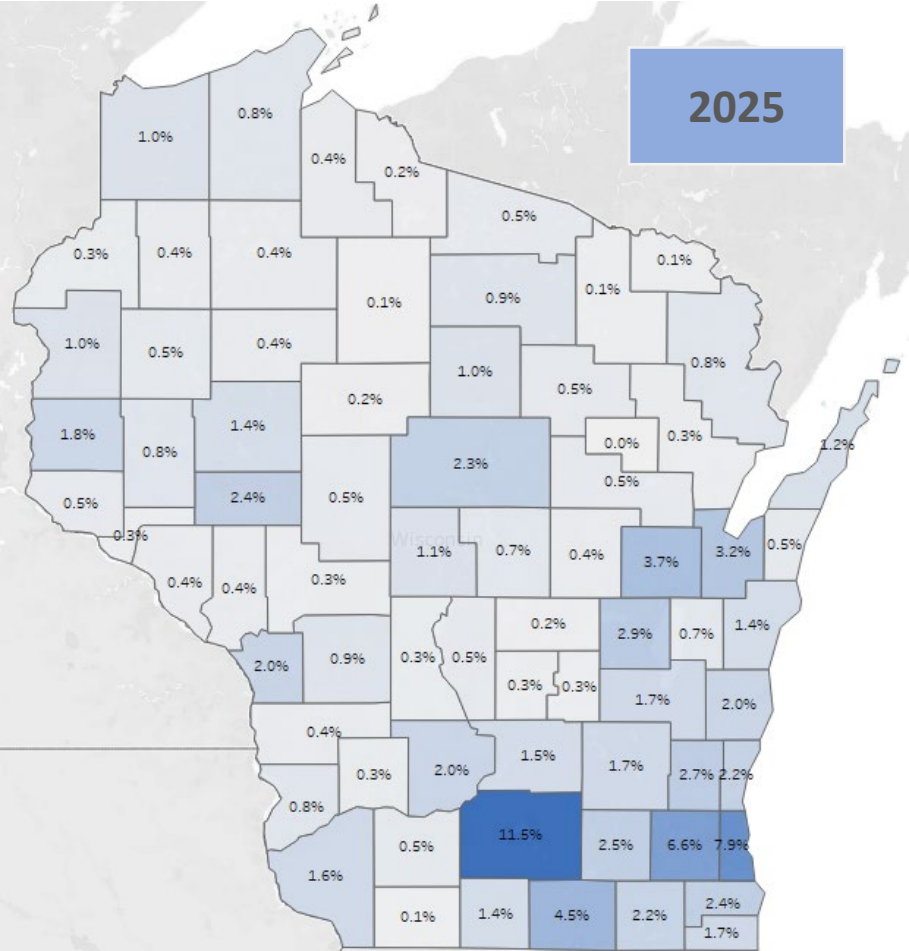
- Wisconsin employers surveyed in July 2025
- Over 1,400 responses received
- Responses compared to 2021 survey results

Respondent Characteristics: Size



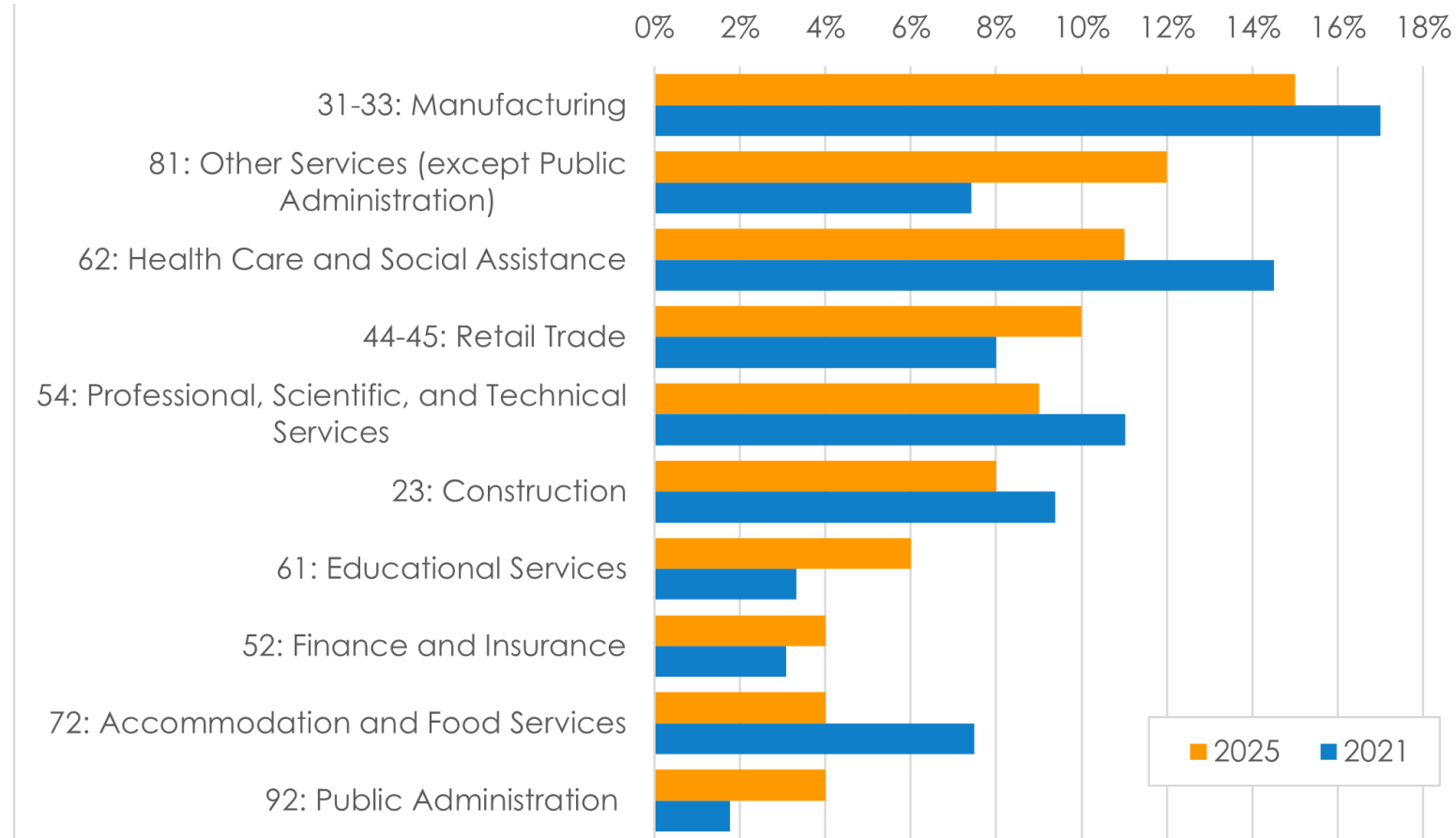
Number of Employees (2025)	
≤ 10 employees	45%
11-50 employees	29%
51-100 employees	9%
101-250 employees	8%
251-500 employees	5%
501-1,000 employees	2%
> 1,000 employees	2%
*Totals may not add to 100% due to rounding	

Respondent Characteristics: Location



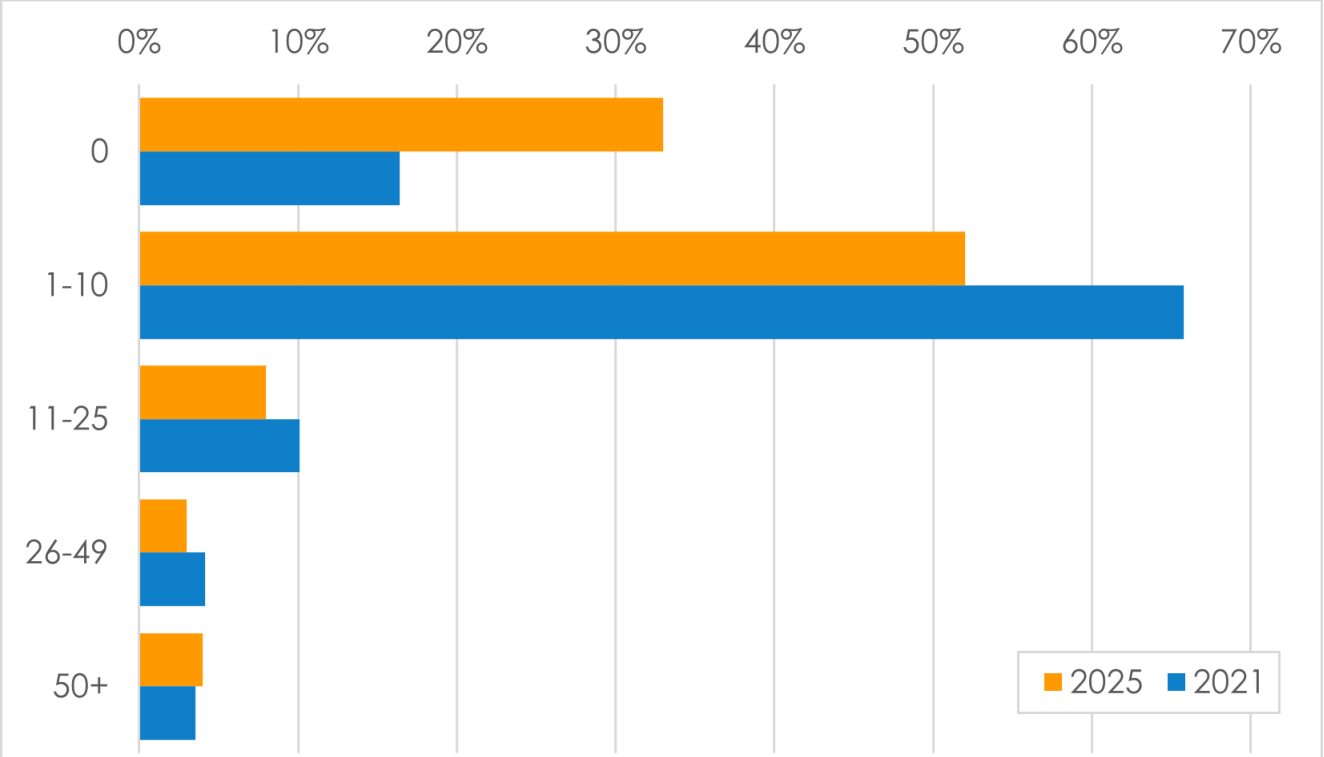
Top 10 Counties of Respondents (2025)	
Dane County	12%
Milwaukee County	8%
Waukesha County	7%
Rock County	4%
Outagamie County	4%
Brown County	3%
Winnebago County	3%
Washington County	3%
Jefferson County	3%
Racine County	2%

Respondent Characteristics: Industry



Resource Constraints & Business Needs

Expected vacancies to be filled in the next 12-18 months



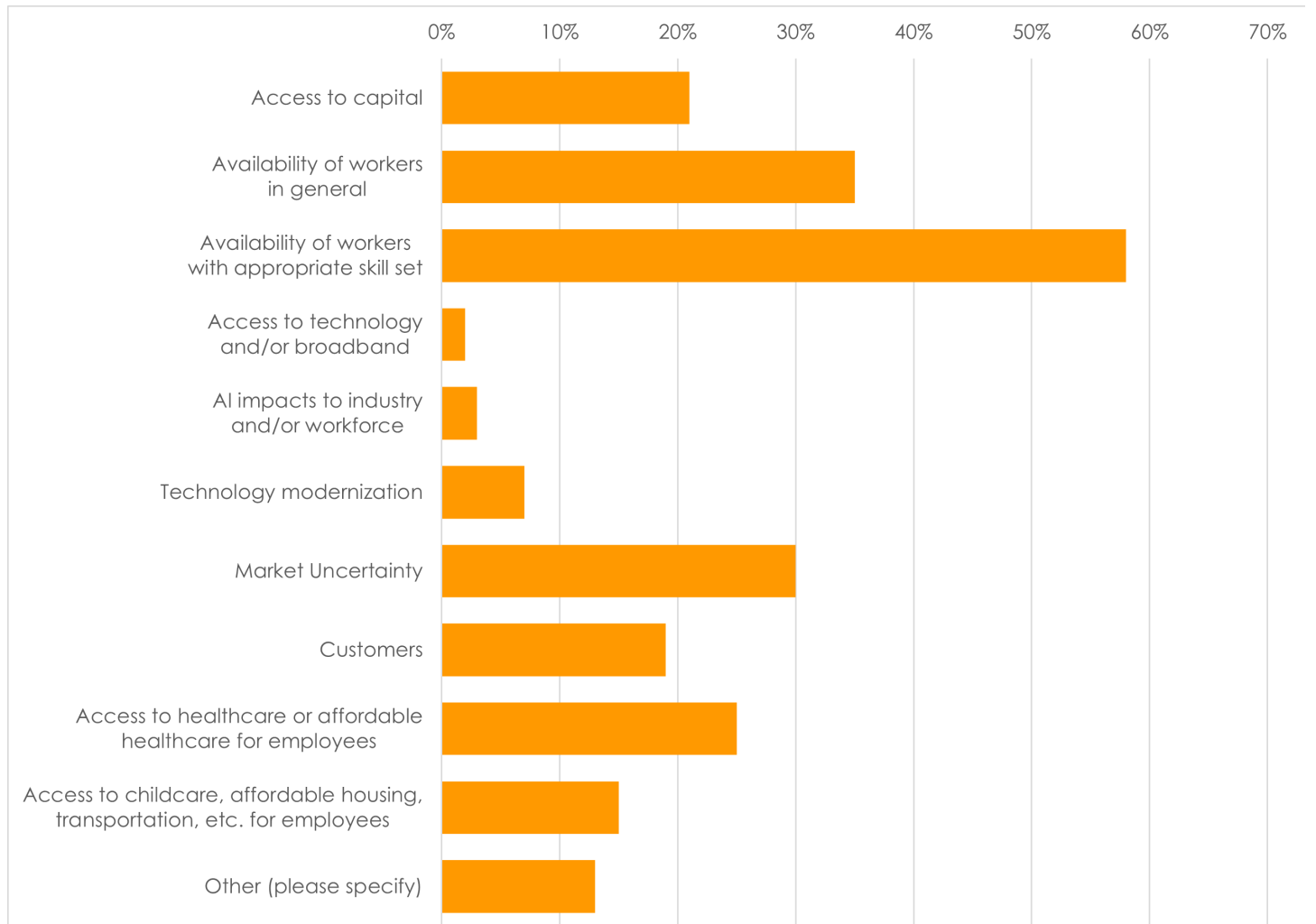
Expected Vacancies (2025)

0	33%
1-10	52%
11-25	8%
26-49	3%
50+	4%

*Totals may not add to 100% due to rounding

Resource Constraints & Business Needs

Critical Business Resource Constraints: Over the Last Year



Resource Constraints & Business Needs

Critical Business Resource Constraints: Over the Last Year

2021: Top Five Constraints

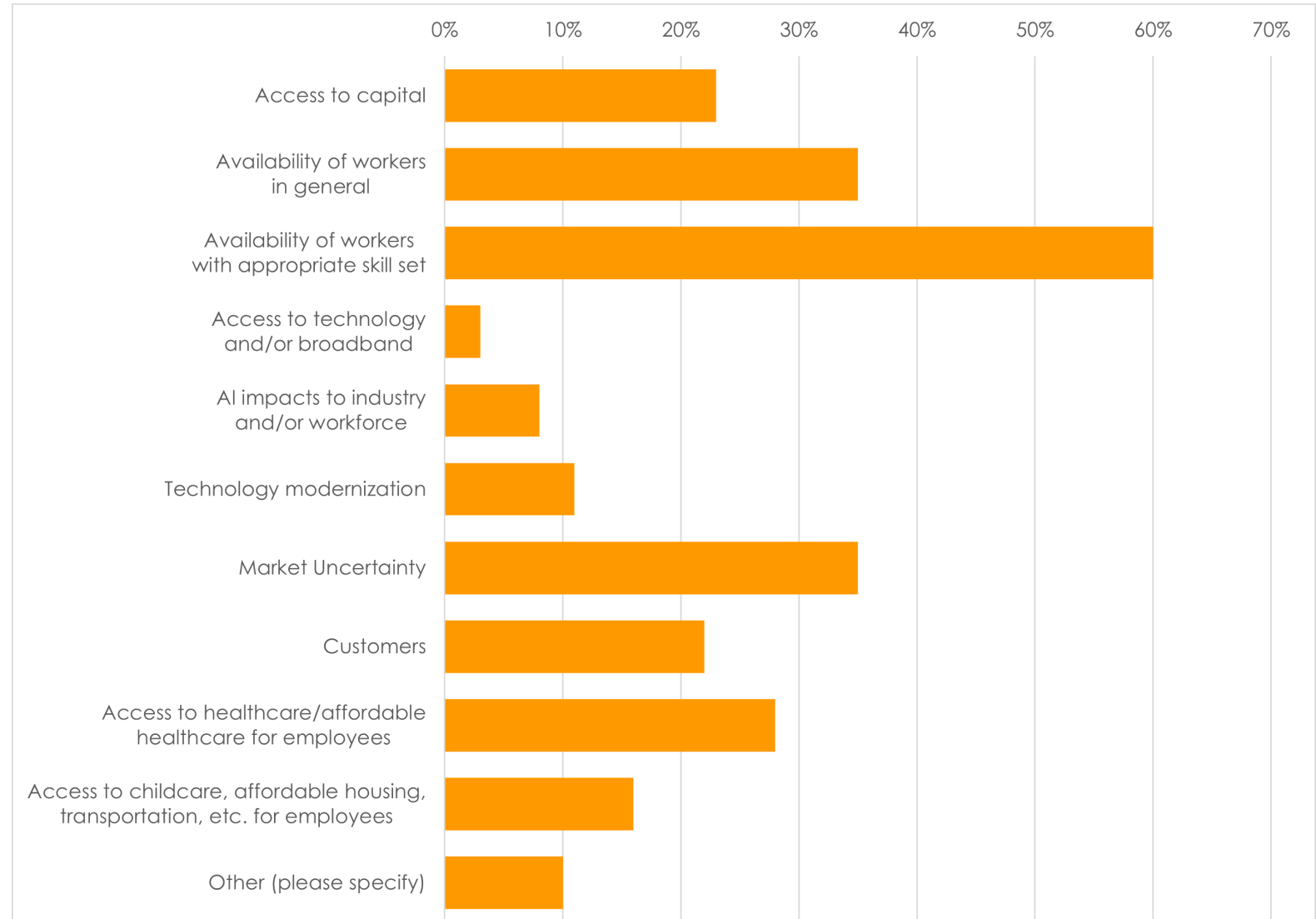
1. Availability of workers in general
2. Availability of skilled workers
3. Customers
4. Logistics (scheduling, shipping, etc.)
5. Access to capital (grants, loans, etc.)

2025: Top Five Constraints

1. Availability of workers with appropriate skill set
2. Availability of workers in general
3. Market Uncertainty
4. Access to healthcare or affordable healthcare for employees
5. Access to capital

Resource Constraints & Business Needs

Critical Business Resource Constraints: Over the Next One to Three Years



Resource Constraints & Business Needs

Critical Business Resource Constraints: Over the Next One to Three Years (Ranked)

2021: Top Constraints

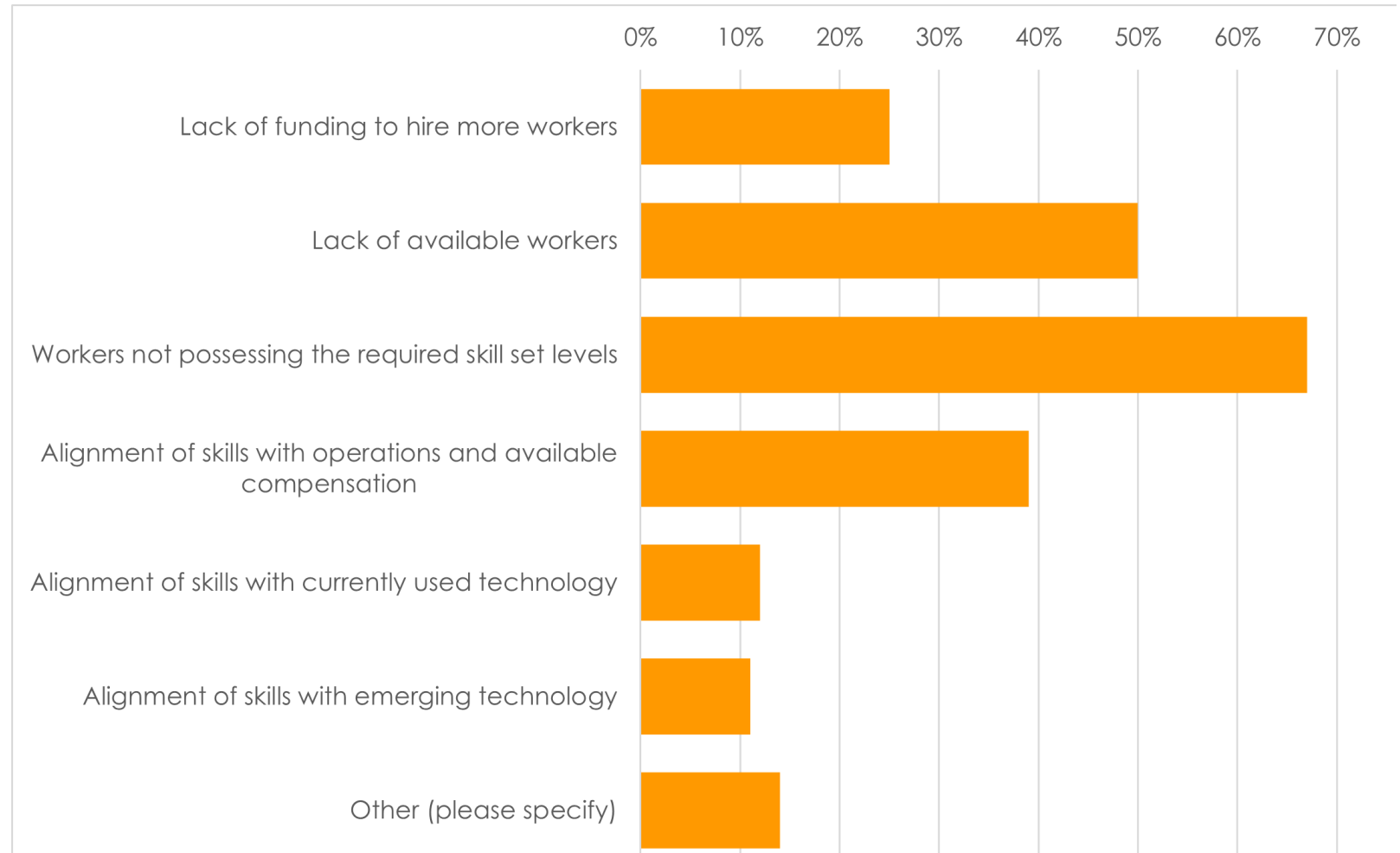
1. Availability of skilled workers
2. Availability of workers in general
3. Customers
4. Access to capital
5. Healthcare
6. Logistics
7. Markets
8. Access to technology/broadband

2025: Top Constraints

1. Availability of skilled workers
2. Availability of workers in general
3. Market uncertainty
4. Healthcare
5. Capital
6. Customers
7. Access to childcare, housing, transit, etc. for employees
8. Technology modernization
9. Artificial Intelligence impacts
10. Access to technology/broadband

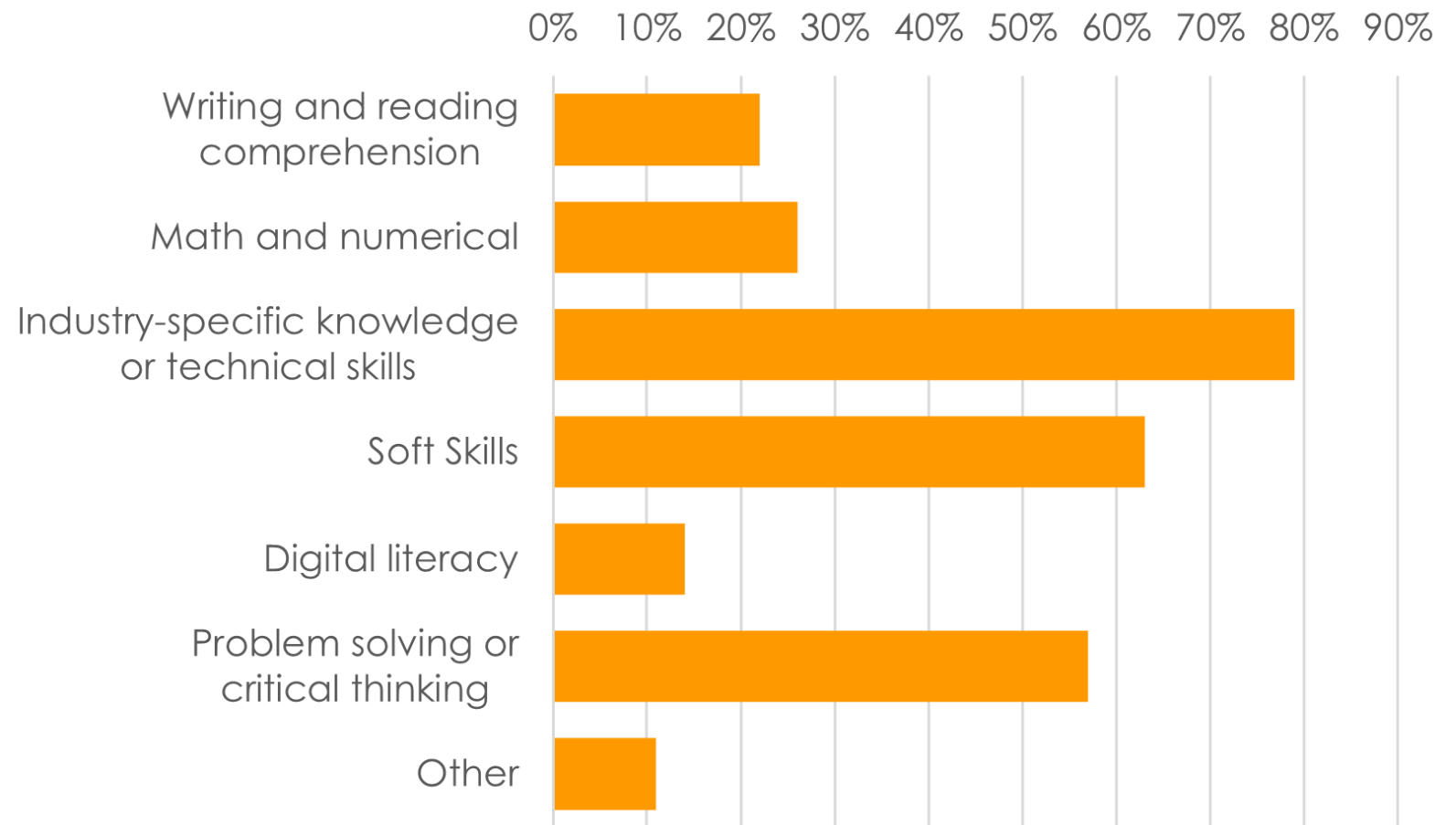
Resource Constraints & Business Needs

Challenges with Worker Recruitment



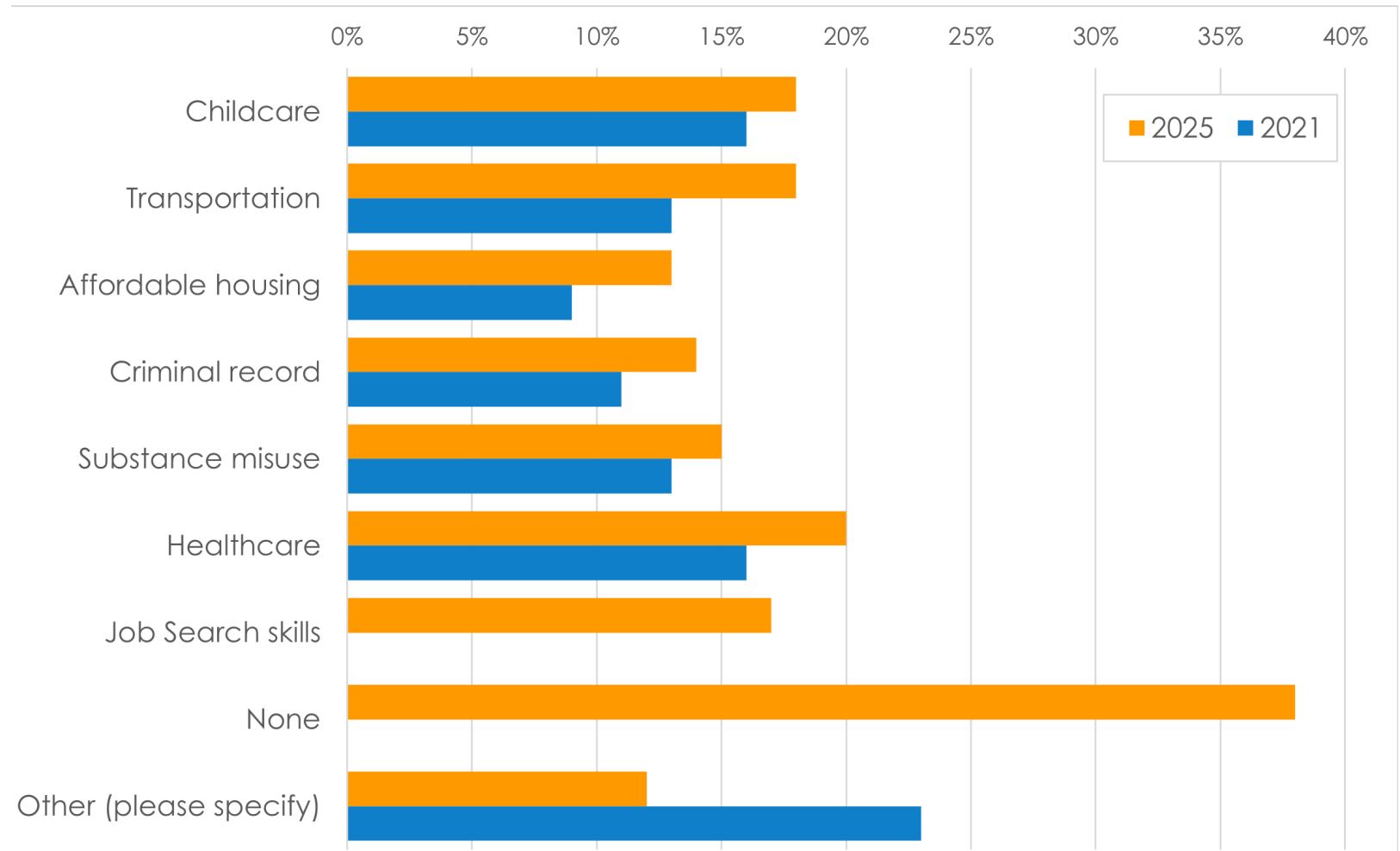
Resource Constraints & Business Needs

Worker Skill Set Challenges
(2025)



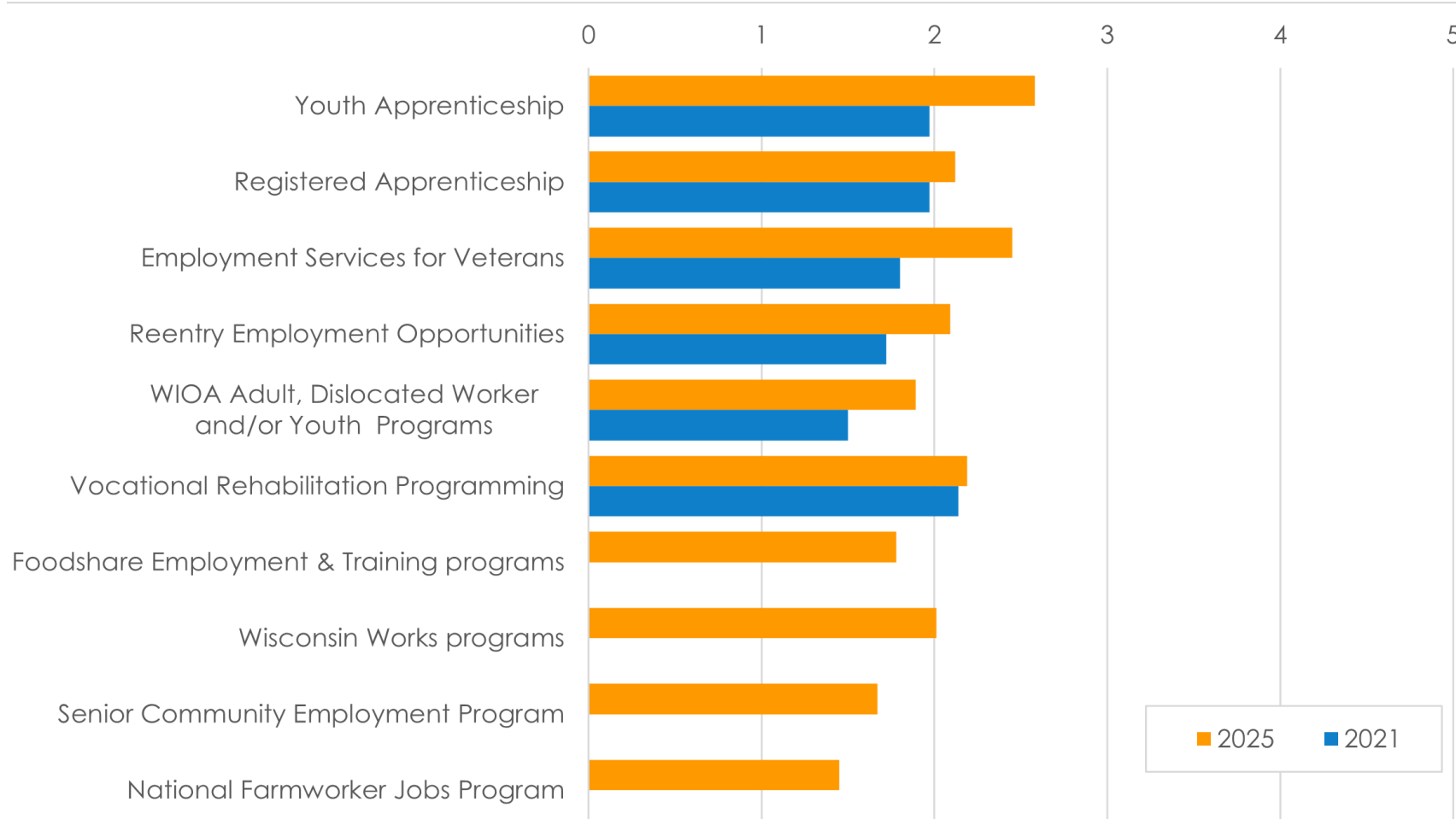
Resource Constraints & Business Needs

Other Barriers to Obtaining Workers



Awareness & Service Use

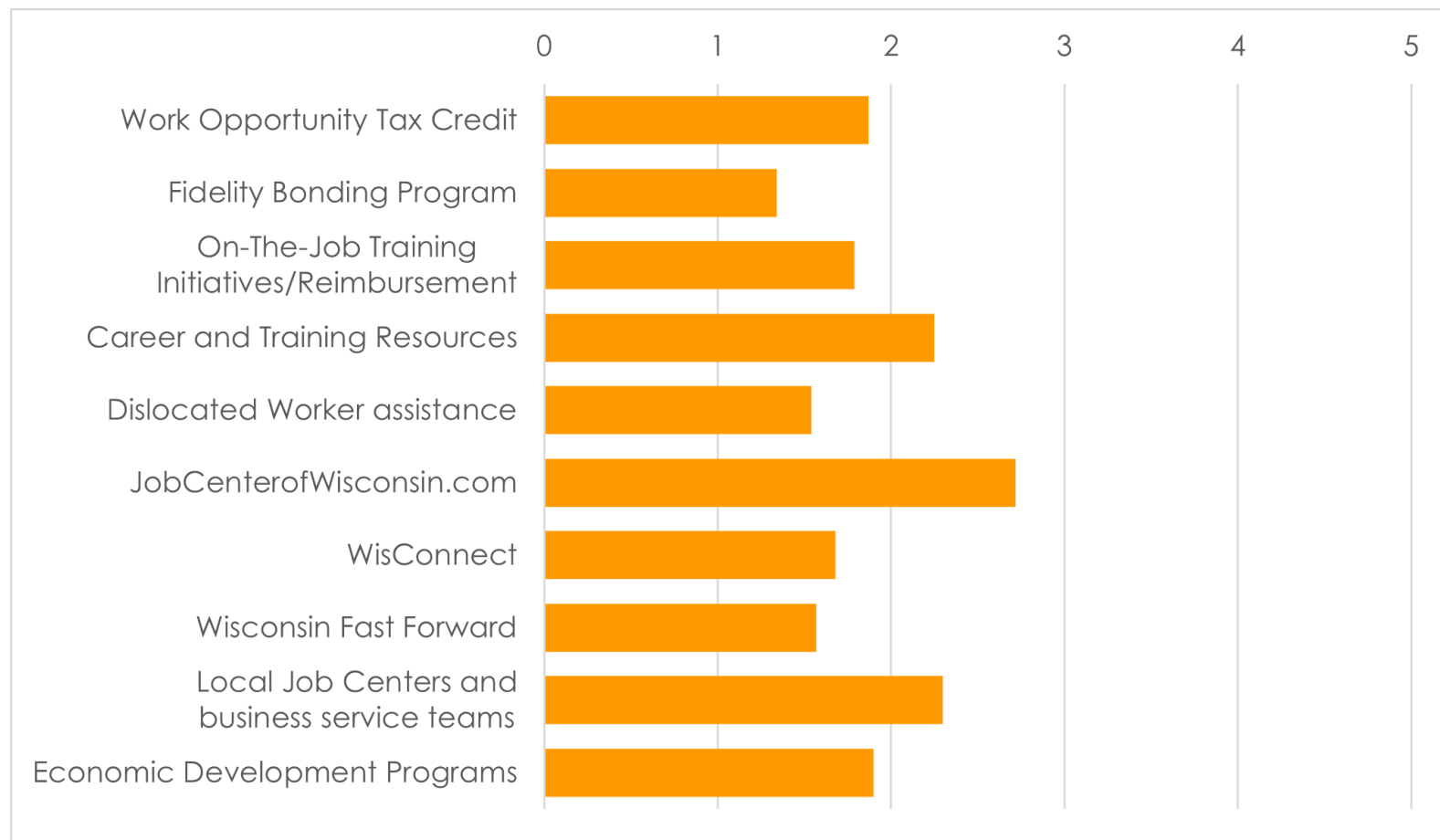
How familiar are you with the following workforce programs?



Awareness & Service Use

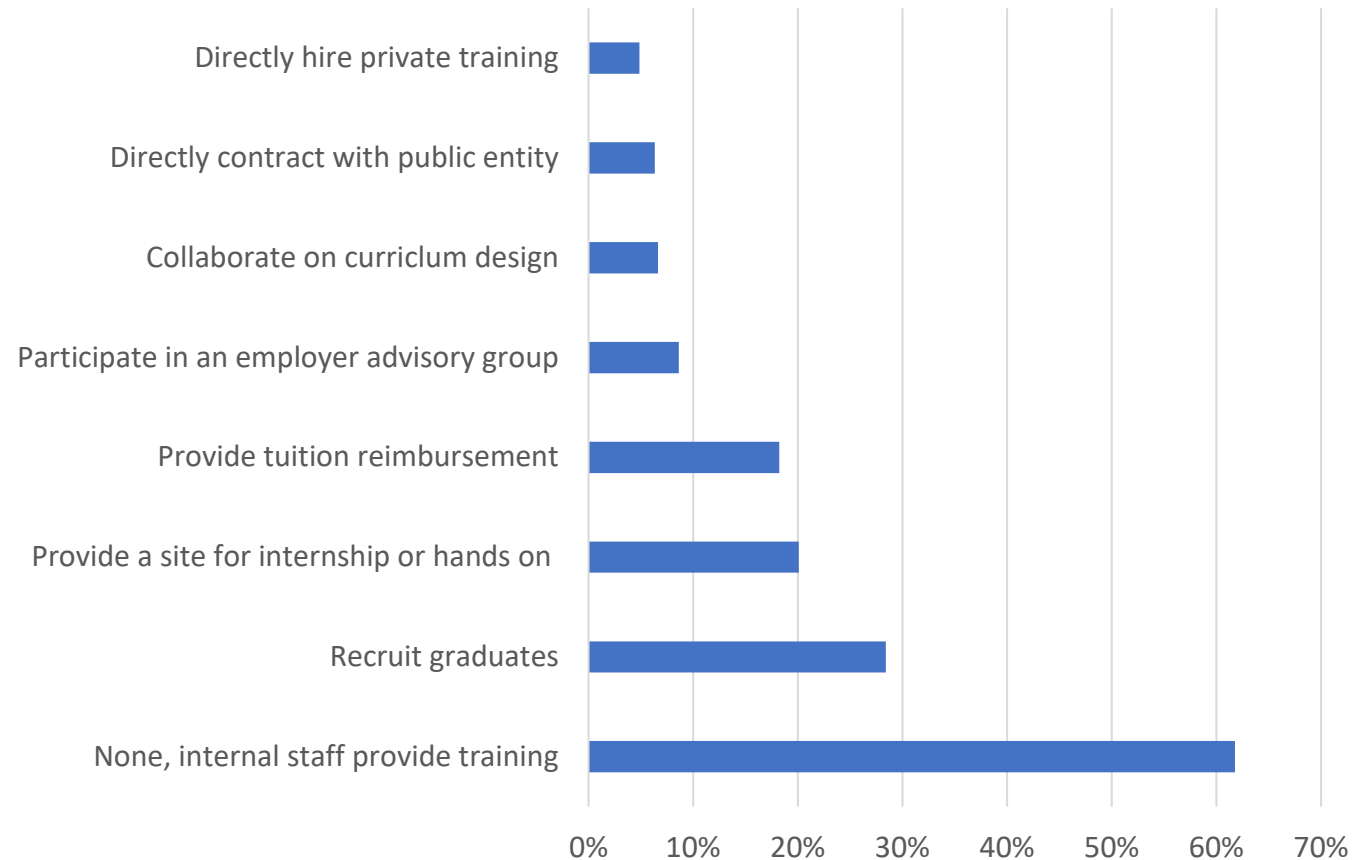
How familiar are you with the following hiring incentives and resources available for businesses?

(2025)



Awareness & Service Use

In what ways do you directly partner with local training providers (technical colleges, universities, or private training providers)?
(2025)



Awareness & Service Use

How confident are you in navigating the resources available to Wisconsin businesses?

2.4



How confident are you in helping your employees navigate individual and family resources?

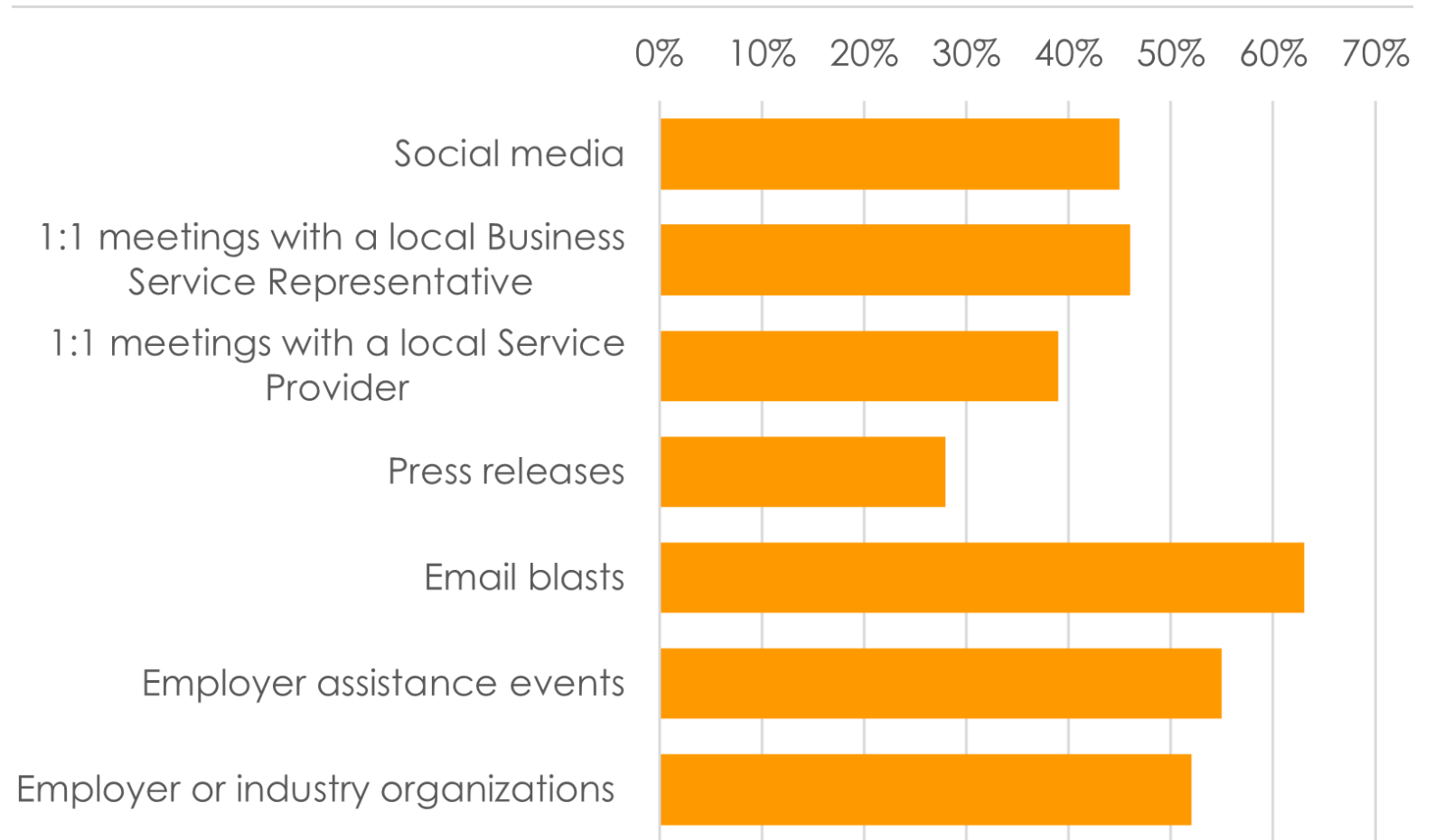
2.3



Awareness & Service Use

Suggestions for the most effective method to promote these programs to the business community:

(2025)



Questions?

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