

## Wisconsin – One of the best locations for IT professionals

Wisconsin is on its way to being a technology hub!

A panel facilitated by the Wisconsin Technology Council in February 2021 concluded that “low costs of living, abundant state parks and natural lands, and diverse industries all contribute to Wisconsin’s position as an emerging tech center.”

According to research conducted by the Brookings research center, Madison was identified as the top (#1) “up-and-coming” dynamic innovation centers. Research from LinkedIn data in 2020 identified Madison WI as the highest shift in Tech Migration (see table). According to the article “The key beneficiaries of this year’s tech migration are less buzzy cities like Madison, Wisconsin.”

### 2020's Tech Migration Trends

With the onset of COVID-19, many cities' ratios of tech worker inflows to outflows have changed markedly from April to October 2020 compared to last year

Biggest gains in inflow-outflow ratio		
1	Madison, WI	74.2%
2	Cleveland	19.9%
3	Sacramento	17.6%
4	Minneapolis-St. Paul	16.9%
5	Hartford, CT	15.1%

Why is Madison WI bringing in such a disproportionate level of technology talent? According to an article written in May of 2021, “The boom is fueled in part by UW–Madison, which provides cutting-edge research, entrepreneurial graduates and researchers, and a well-educated local workforce that motivates some employers to open offices in Madison.” According to the Wisconsin Alumni Research Foundation and the Wisconsin Technology Council “the concept of **innovation and the Wisconsin Idea applies to all regions of our state**. It is especially powerful at the comprehensive campuses embedded in communities across Wisconsin.” Another reason was cited in an article by Wisconsin Public Radio, “Madison is the third most educated city in America, with 57 percent of residents having a bachelor's degree or higher, according to CBRE, a San Francisco investment company that tracks national real estate trends.”

Besides having excellent technology talent and resources in Madison, the area was also recognized as being the 4<sup>th</sup> best city for quality of life nation-wide (16<sup>th</sup> overall), according to US News. In addition, Madison has been recognized as being **the best city (#1)** across a number of different categories, including:

- Best Cities for Work Life Balance
- 20 Best Places to Live and Work Remotely
- Best College Football Town in America
- Cities with Best Work-Life Balance
- Cities Where Women Are the Most Successful
- Best Places in the U.S. for Raising Children
- 10 Best Places to Retire in America
- Most Educated City in Wisconsin
- Best Food Trucks in America

Livability.com rated Madison WI as #1 in their 2021 Top 100 Best Places to Live in America. They go on to say “Madison...has a high rate of employment, a resilient economy and excels in nearly every category.” They also highlight “Madison’s natural beauty is unparalleled, as it is built on an isthmus between lakes Mendota and Monona and has more than 200 miles of hiking and biking trails.” among other things.

As we move forward with teleworking, Wisconsin, especially Madison, is the place to be. Many in the tech sector have their choice of where to live and work. Tap into these technology trends to help Wisconsin be the next technology hub.

## References

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[What does one of the world's happiest cities look like? One of America's fittest, most walkable, and best places to live? A place for business and pleasure? It looks like Madison, Wisconsin.](#) Destination Madison. 22 E. Mifflin Street, Suite 200, Madison, WI 53703

[2021 Top 100 Best Places To Live In America #1 Madison, WI.](#) Copyright 2010-2021 Livability - Journal Communications, Inc

[The Wisconsin Idea And Regional Economies: Apples Falling From Many Trees](#) Chancellor Dean Van Galen and Tom Still, President of the Wisconsin Technology Council