

Light Industrial Staffing

Market Snapshot

In 2025, Wisconsin employers continue to navigate an evolving landscape. Attracting talent remains a top challenge, particularly for manufacturers and those seeking skilled workers. Ensuring pay rates are market-competitive is critical during these times of uncertainty and unpredictability.

Fair and competitive compensation not only helps an employer “stand out” from its competitors and enhance its brand, but it also provides other benefits. These benefits include reducing turnover, aiding in filling critical roles, lowering training costs, increasing productivity, and alleviating financial stress some employees may face.

QTI’s Market Snapshot provides employers with an overview of hourly pay rates for QTI temporary employees and related workforce trends.

Have questions about your company’s compensation strategy? QTI Compensation Consultants design effective Total Rewards programs that prioritize people, helping businesses attract, retain, and engage talent. [Contact QTI to learn more.](#)

Dane County

In Dane County, the average hourly pay rate for QTI light industrial workers in May 2025 was \$18.99. This represents a slight decrease (\$0.10) from six months ago but an increase year-over-year.



PRO TIP

On average, employers not located on the bus line paid \$2.22 more/hour than those on the bus line (May 2025).

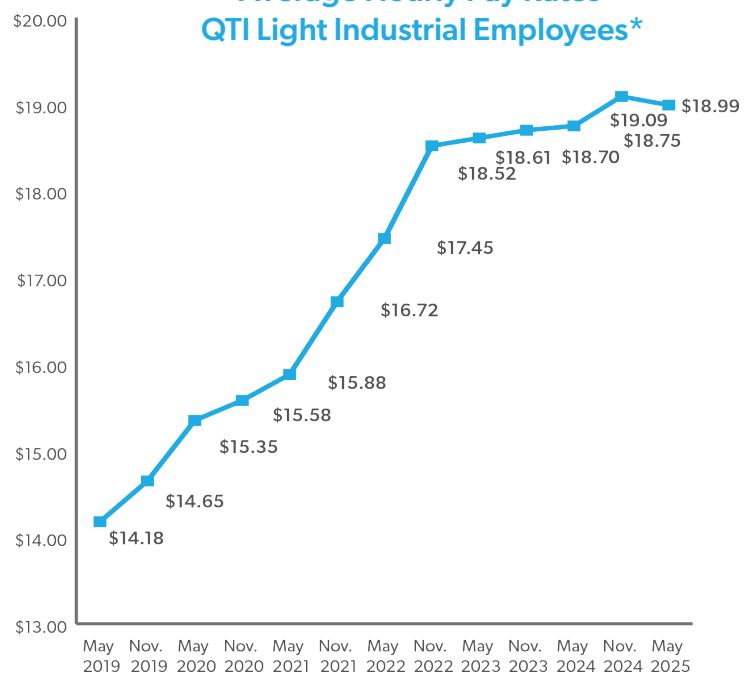


= \$17.36



= \$19.58

**Average Hourly Pay Rates
QTI Light Industrial Employees***

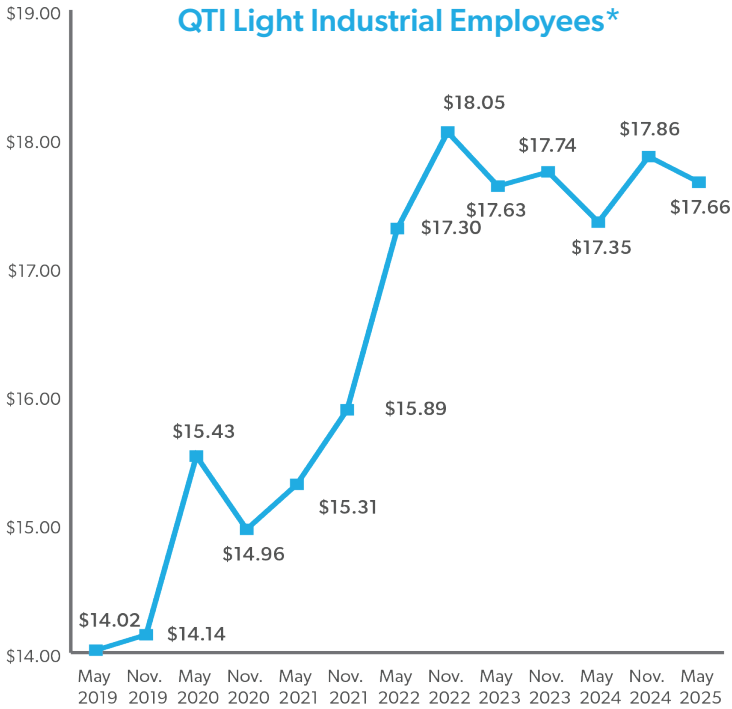


*QualiTemps, Inc. payroll data.

Beaver Dam Area

In the Beaver Dam area, the average hourly pay rate for QTI light industrial workers in **May 2025 was \$17.66**. This represents a slight decrease (\$0.20) from six months ago but an increase year-over-year.

Average Hourly Pay Rates
QTI Light Industrial Employees*



PRO TIP

On average, Dodge County area manufacturers located outside of Beaver Dam pay \$1.32/hour more than those in Beaver Dam. (May 2025)



= \$17.18

Beaver Dam, WI



= \$18.50

Outside of Beaver Dam, WI

Milwaukee Area

In the Milwaukee market, the average hourly pay rate for QTI light industrial workers in **May 2025 was \$18.14**. This represents a slight decrease (\$0.16) from six months ago.

Average Hourly Pay Rates
QTI Light Industrial Employees*



PRO TIP

On average, employers not located on the bus line paid \$2.71 more/hour than those on the bus line (May 2025).



= \$17.71



= \$20.42


Unemployment

Over the last 12 months, Wisconsin’s unemployment rate has increased gradually from 2.9% in April 2024 to 3.3% in April 2025. Despite this increase, these are still considered relatively low rates and are below the U.S. unemployment rate of 4.2% (April 2025). The Wisconsin Department of Revenue forecast projects “Wisconsin’s unemployment rate to peak at 3.5% by the end of 2027, compared to 4.5% nationally.”



Unemployment rates as of April 2025

Projected Base Pay Increases for 2025

 According to [QTI’s 2025 HR Trends survey](#), Wisconsin employers are projecting a 3.0% base pay increase for 2025. This represents a decline from the median increase of 3.5% reported for 2024 by all respondents. In the manufacturing industry, the expected base pay increase is slightly lower, projected at 2.6%.

| Year | Overall Median | Overall Average |
|--------------|----------------|-----------------|
| 2024 Actual | 3.5% | 3.5% |
| 2025 Planned | 3.0% | 3.3% |

Ready to Learn More?

By partnering with QTI, you gain access to a wealth of recruiting and HR expertise. Whether you are looking for [flexible staffing solutions](#) to help you find top talent or [guidance on compensation](#), QTI’s dedicated and experienced team is ready to help. To learn more, email qti@qtigroup.com or call 608.257.1057.

