



# Ozaukee County, WI

Southeastern Wisconsin Regional Planning Commission  
W239 N1812 Rockwood Drive  
Waukesha, Wisconsin 53187

# Contents

Report Parameters .....	1
Economy Overview .....	2
Unemployment by Demographics .....	4
Historic & Projected Trends .....	8
Population Characteristics .....	12
Inbound and Outbound Migration .....	14
Industry Characteristics .....	16
Business Characteristics .....	21
Workforce Characteristics .....	23
Educational Pipeline .....	29
In-Demand Skills .....	30

## Report Parameters

### 1 County

55089 Ozaukee County, WI

---

### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**94,433**

**Population (2023)**

Population grew by 5,131 over the last 5 years and is projected to grow by 6,101 over the next 5 years.

**46,685**

**Total Regional Employment**

Jobs decreased by 1,493 over the last 5 years but are projected to grow by 919 over the next 5 years.

**\$86.9K**

**Median Household Income (2022)**

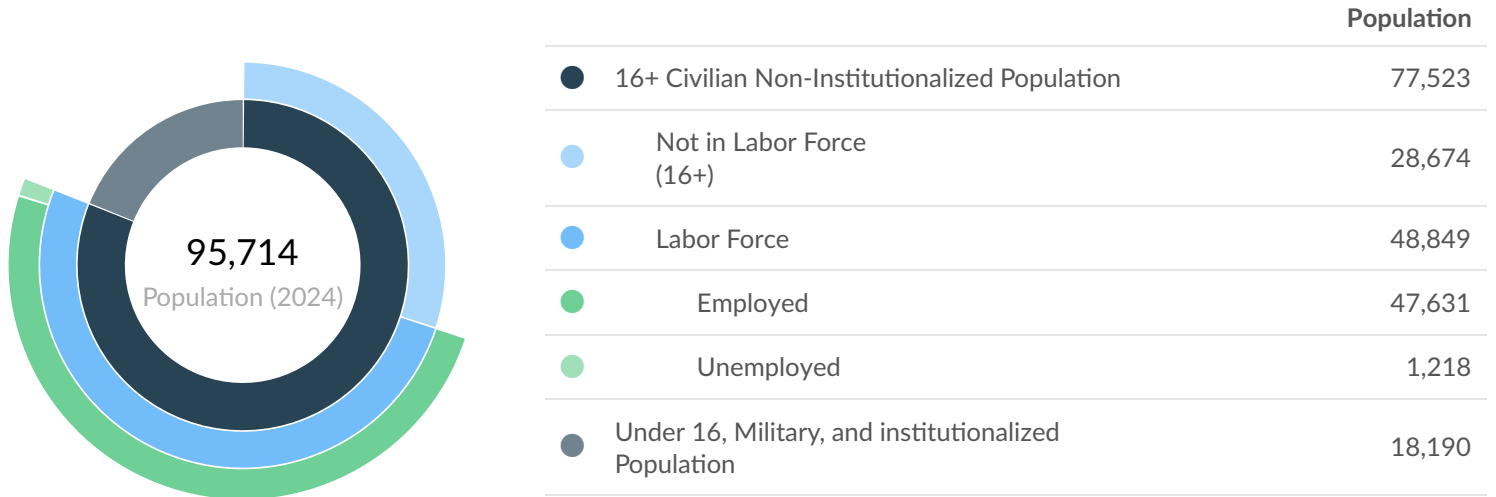
Median household income is \$17.9K above the national median household income of \$69.0K.

### Takeaways

- As of 2023 the region's population increased by 5.7% since 2018, growing by 5,131. Population is expected to increase by 6.5% between 2023 and 2028, adding 6,101.
- From 2018 to 2023, jobs declined by 3.1% in Ozaukee County, WI from 48,177 to 46,685. This change fell short of the national growth rate of 3.9% by 7.0%. As the number of jobs declined, the labor force participation rate decreased from 67.9% to 64.2% between 2018 and 2023.
- Concerning educational attainment, 31.0% of Ozaukee County, WI residents possess a Bachelor's Degree (9.8% above the national average), and 8.1% hold an Associate's Degree (0.7% below the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Offices of Physicians, and Colleges, Universities, and Professional Schools.

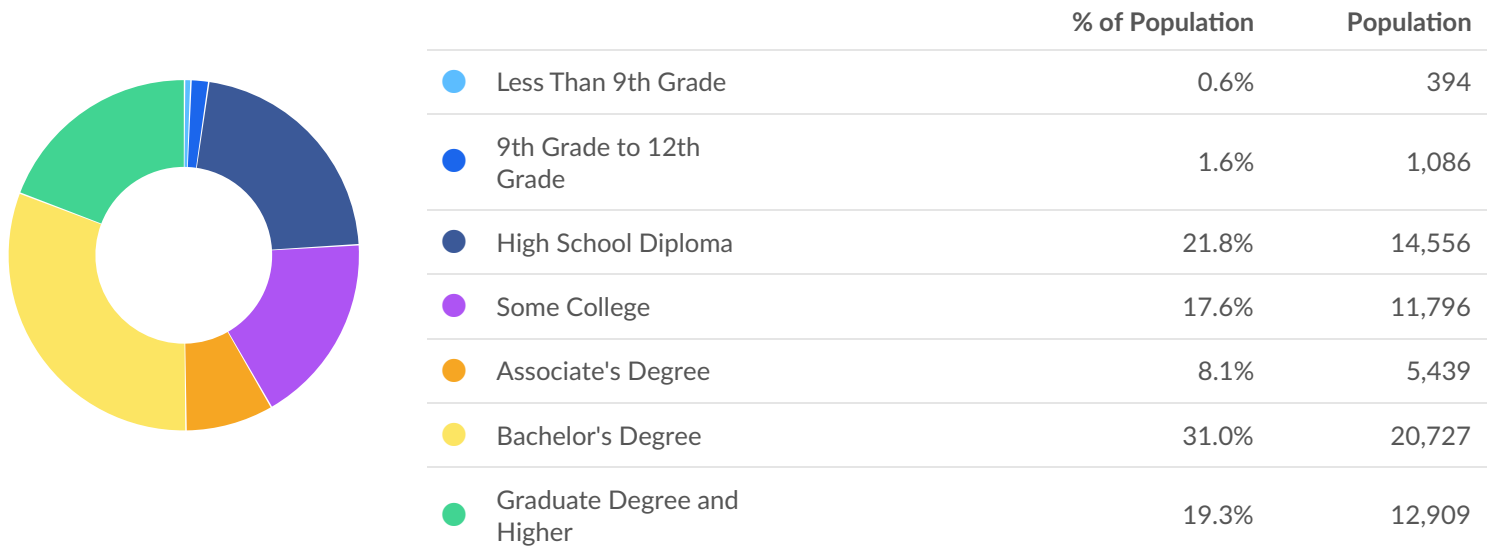
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	95,714	48,849	46,685	112.6	\$6.17B	\$8.75B	\$5.76B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

## Feb 2024 Labor Force Breakdown



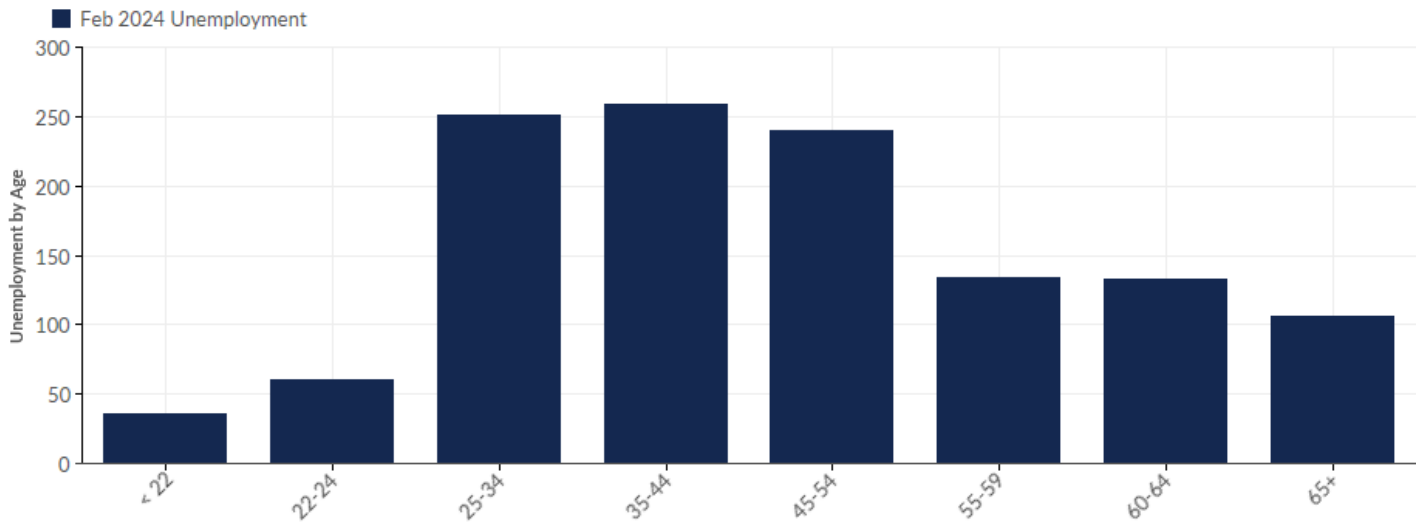
## Educational Attainment

Concerning educational attainment, **31.0% of Ozaukee County, WI residents possess a Bachelor's Degree** (9.8% above the national average), and **8.1% hold an Associate's Degree** (0.7% below the national average).



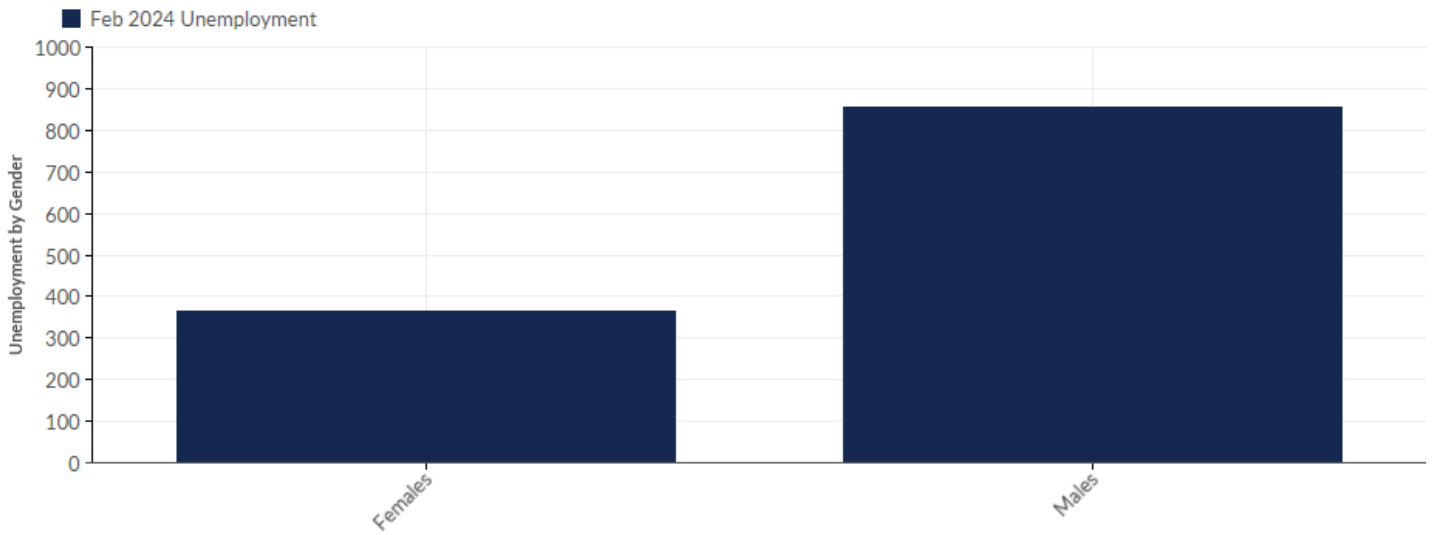
# Unemployment by Demographics

## Unemployment by Age



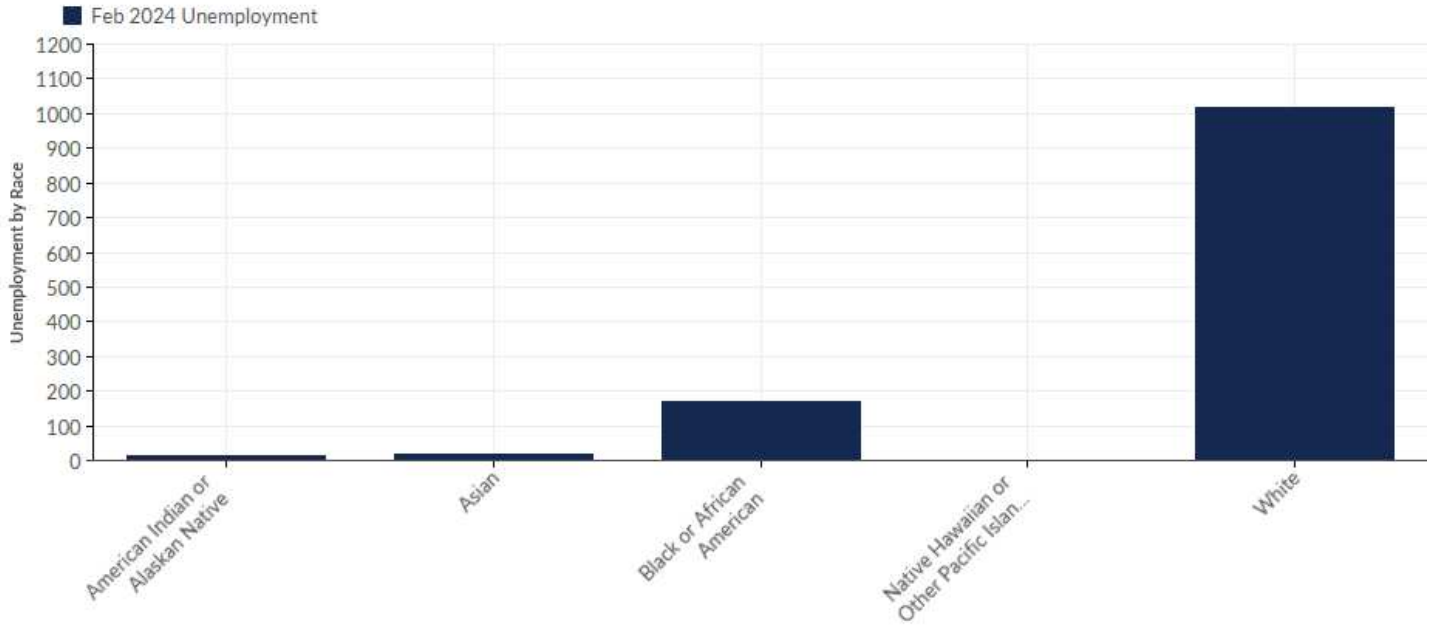
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	36	2.96%
22-24	60	4.93%
25-34	251	20.61%
35-44	258	21.18%
45-54	240	19.70%
55-59	133	10.92%
60-64	133	10.92%
65+	106	8.70%
Total	1,218	100.00%

## Unemployment by Gender



Gender	Unemployment (Feb 2024)	% of Unemployed
Females	364	29.89%
Males	854	70.11%
Total	1,218	100.00%

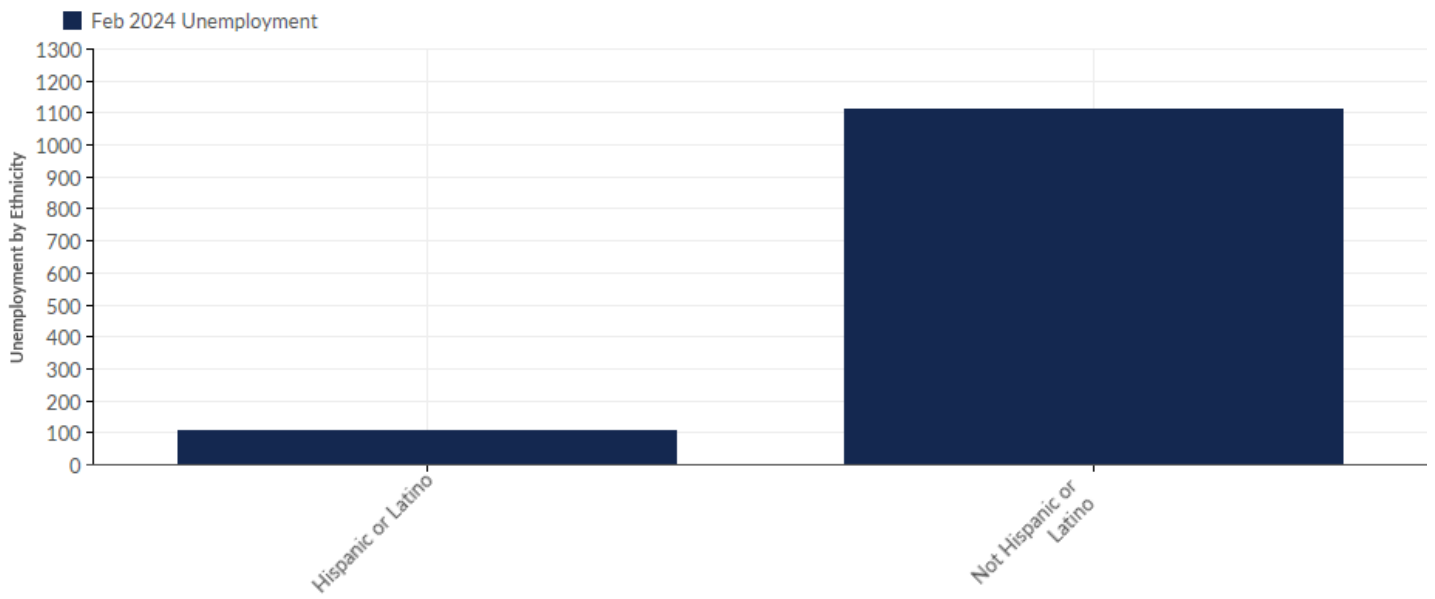
## Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	13	1.07%
Asian	17	1.40%
Black or African American	168	13.79%
Native Hawaiian or Other Pacific Islander	2	0.16%
White	1,017	83.50%
Total	1,218	100.00%



## Unemployment by Ethnicity

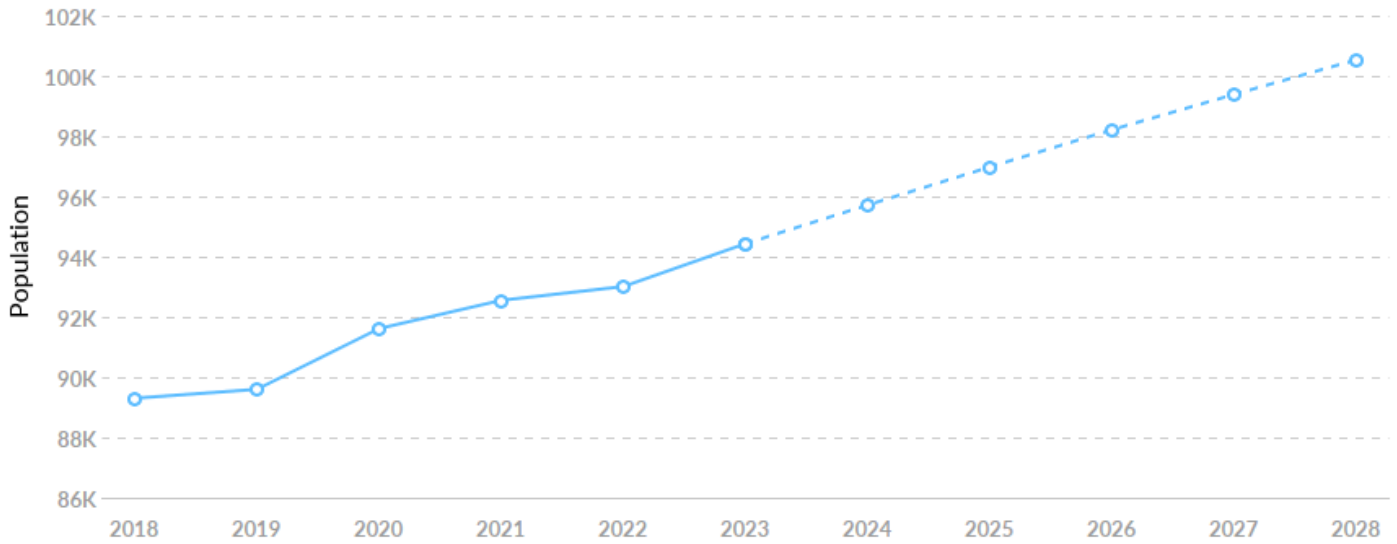


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	104	8.54%
Not Hispanic or Latino	1,114	91.46%
Total	1,218	100.00%

# Historic & Projected Trends

## Population Trends

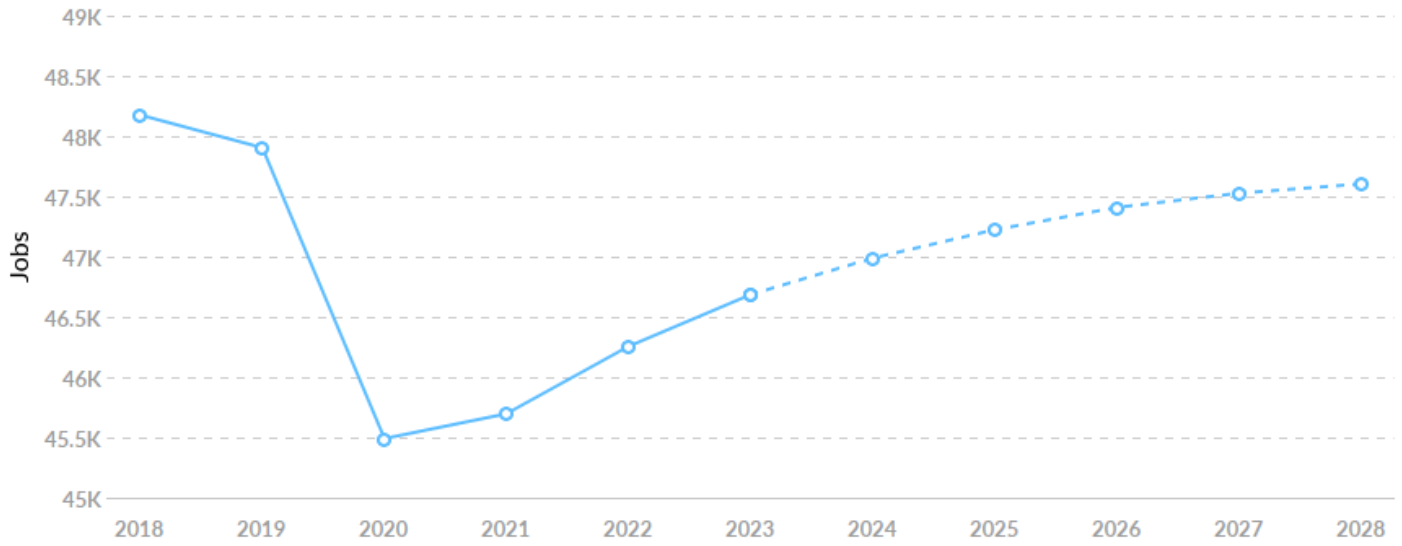
As of 2023 the region's population increased by 5.7% since 2018, growing by 5,131. Population is expected to increase by 6.5% between 2023 and 2028, adding 6,101.



Timeframe	Population
2018	89,302
2019	89,597
2020	91,613
2021	92,551
2022	93,009
2023	94,433
2024	95,714
2025	96,978
2026	98,214
2027	99,387
2028	100,534

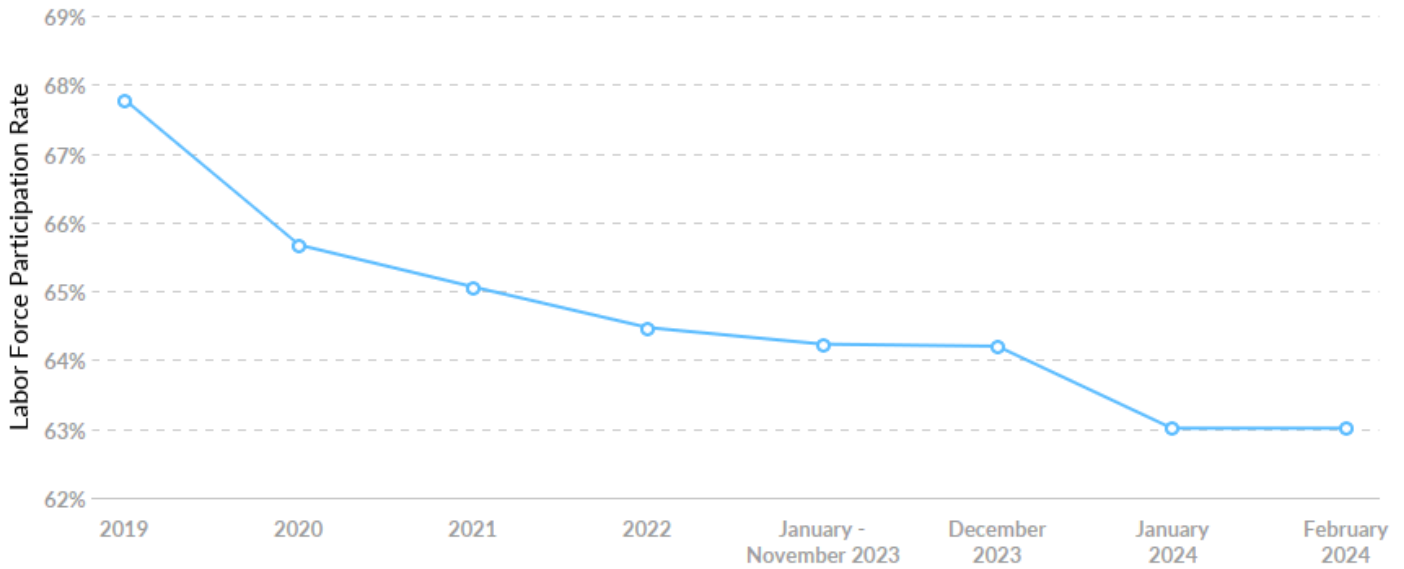
## Job Trends

From 2018 to 2023, jobs declined by 3.1% in Ozaukee County, WI from 48,177 to 46,685. This change fell short of the national growth rate of 3.9% by 7.0%.



Timeframe	Jobs
2018	48,177
2019	47,905
2020	45,490
2021	45,696
2022	46,255
2023	46,685
2024	46,988
2025	47,224
2026	47,409
2027	47,527
2028	47,604

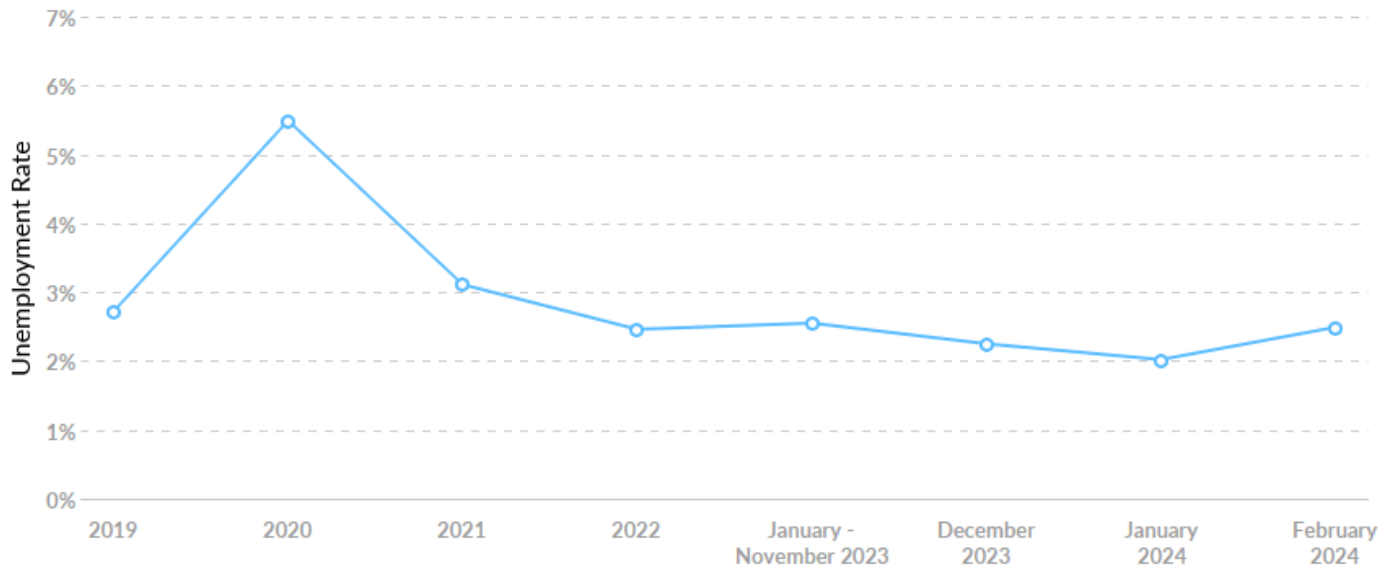
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	67.78%
2020	65.67%
2021	65.06%
2022	64.47%
January - November 2023	64.23%
December 2023	64.20%
January 2024	63.01%
February 2024	63.01%

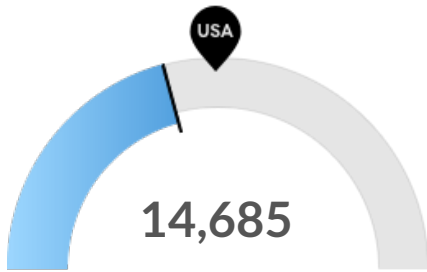
## Unemployment Rate Trends

Ozaukee County, WI had a February 2024 unemployment rate of 2.49%, decreasing from 2.72% 5 years before.



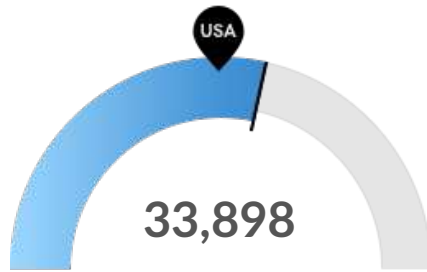
Timeframe	Unemployment Rate
2019	2.72%
2020	5.49%
2021	3.11%
2022	2.46%
January - November 2023	2.55%
December 2023	2.25%
January 2024	2.02%
February 2024	2.49%

## Population Characteristics



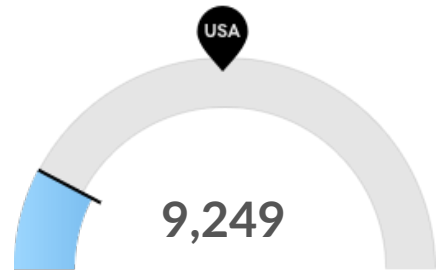
**Millennials**

Ozaukee County, WI has 14,685 millennials (ages 25-39). The national average for an area this size is 18,912.



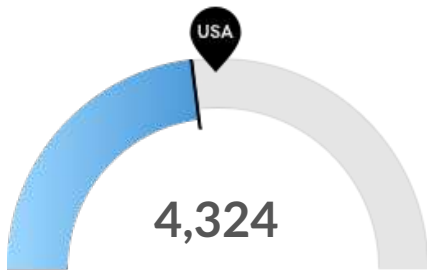
**Retiring Soon**

Retirement risk is high in Ozaukee County, WI. The national average for an area this size is 27,873 people 55 or older, while there are 33,898 here.



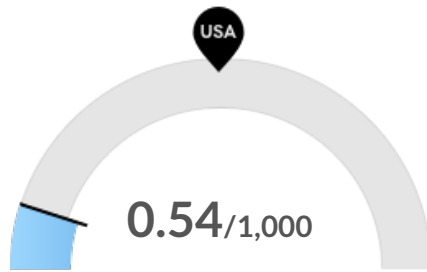
**Racial Diversity**

Racial diversity is low in Ozaukee County, WI. The national average for an area this size is 38,249 racially diverse people, while there are 9,249 here.



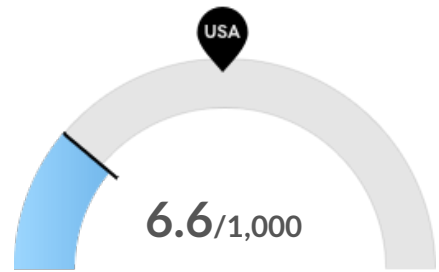
**Veterans**

Ozaukee County, WI has 4,324 veterans. The national average for an area this size is 4,864.



**Violent Crime**

Ozaukee County, WI has 0.54 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

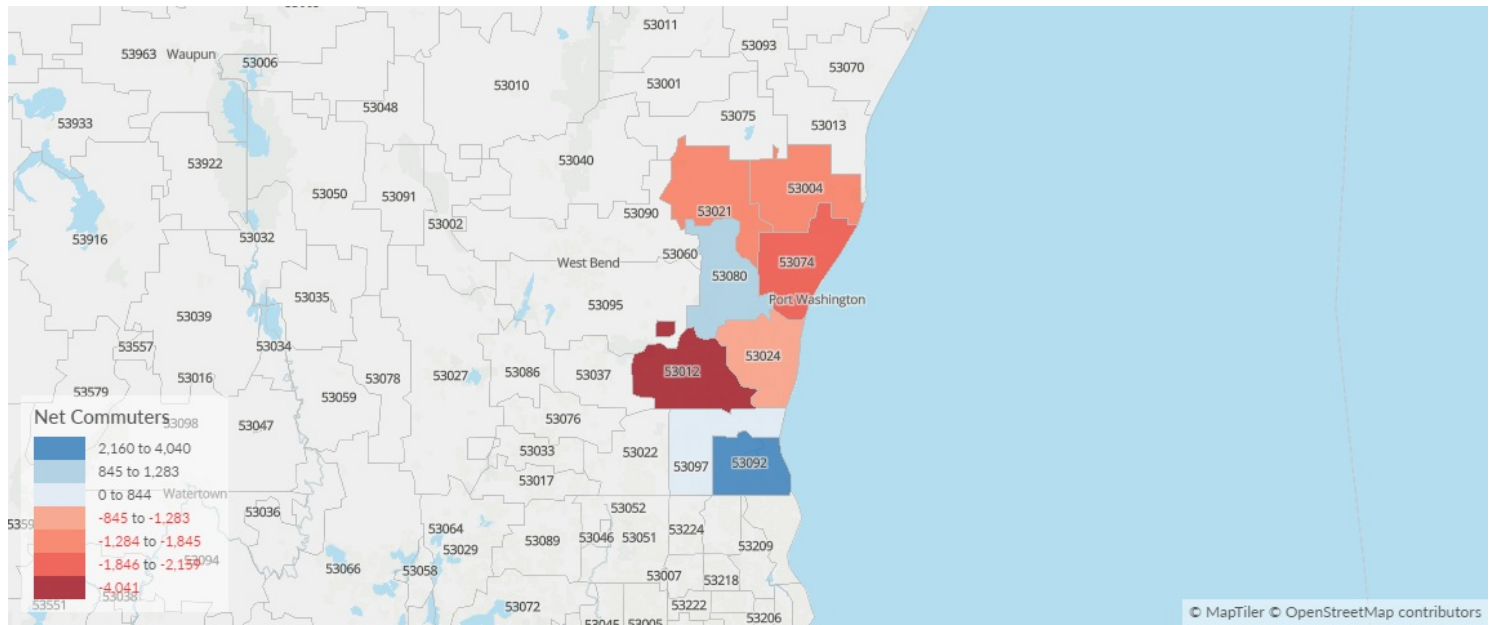


**Property Crime**

Ozaukee County, WI has 6.6 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

## Place of Work vs Place of Residence

Understanding where talent in Ozaukee County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

ZIP	Name	2023 Employment
53092	Mequon, WI (in Ozauke...	13,831
53024	Grafton, WI (in Ozaukee...	9,842
53012	Cedarburg, WI (in Ozau...	6,887
53074	Port Washington, WI (in...	5,651
53080	Sauville, WI (in Ozauke...	4,237

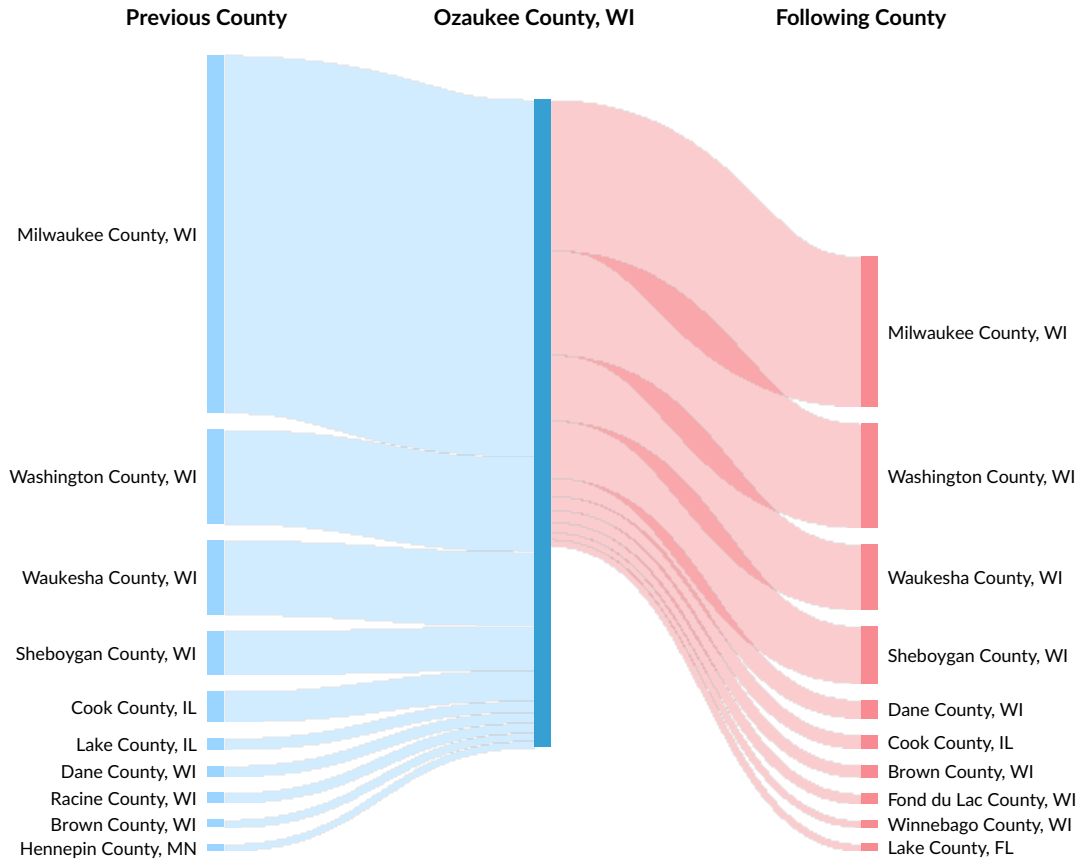
### Where Talent Lives

ZIP	Name	2023 Workers
53092	Mequon, WI (in Ozauke...	11,671
53012	Cedarburg, WI (in Ozau...	10,928
53024	Grafton, WI (in Ozaukee...	10,767
53074	Port Washington, WI (in...	7,497
53097	Mequon, WI (in Ozauke...	4,100

# Inbound and Outbound Migration

The table below analyzes past and current residents of Ozaukee County, WI. The left column shows residents of other counties migrating to Ozaukee County, WI. The right column shows residents migrating from Ozaukee County, WI to other counties.

As of 2021, 1,753 people have migrated from Milwaukee County, WI to Ozaukee County, WI. In the same year, 739 people left Ozaukee County, WI migrating to Milwaukee County, WI. The total Net Migration for Ozaukee County, WI in 2021 was 775.



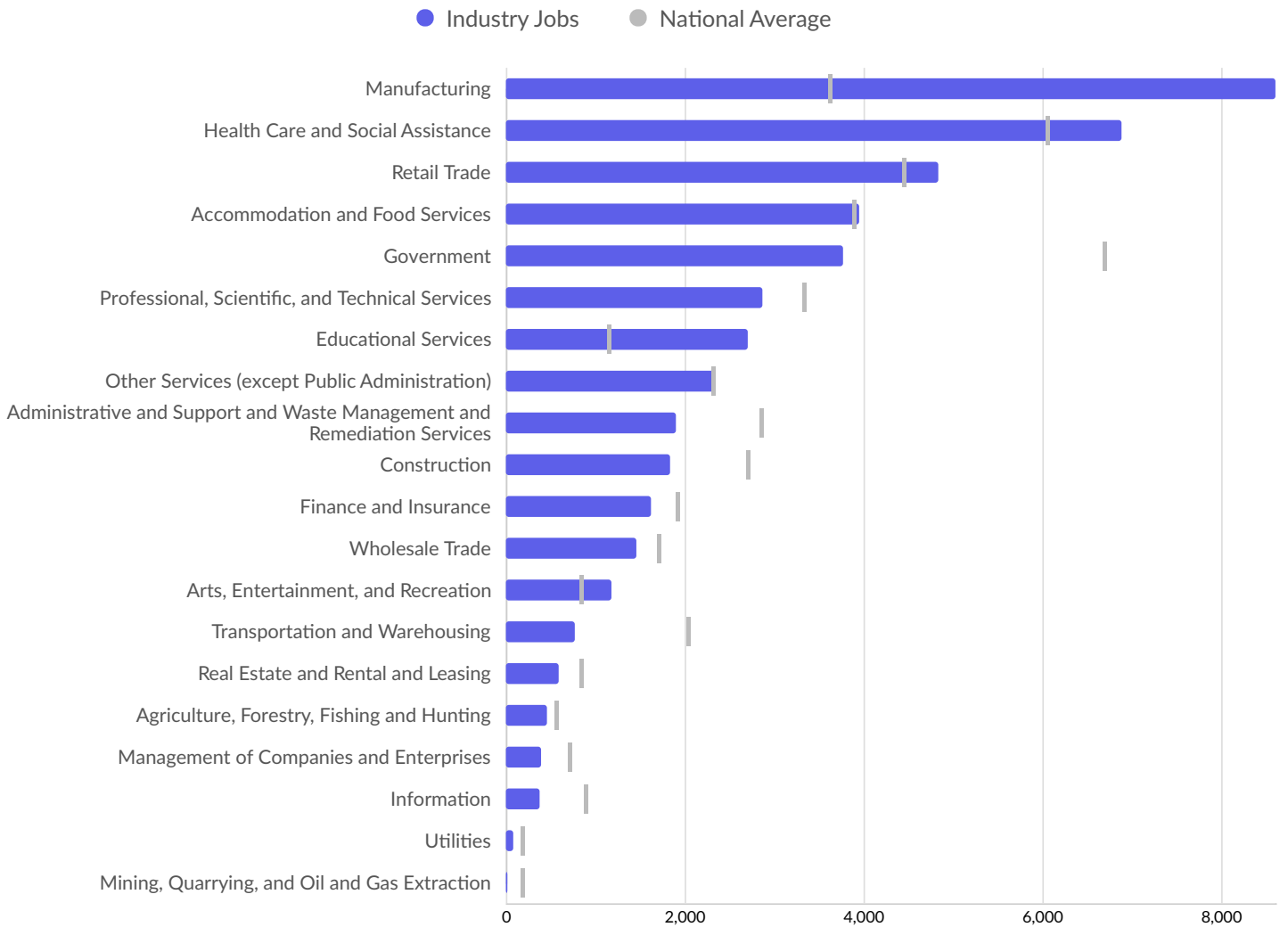
Top Previous Counties	Migrations
Milwaukee County, WI	1,753
Washington County, WI	462
Waukesha County, WI	365
Sheboygan County, WI	215
Cook County, IL	150
Lake County, IL	54



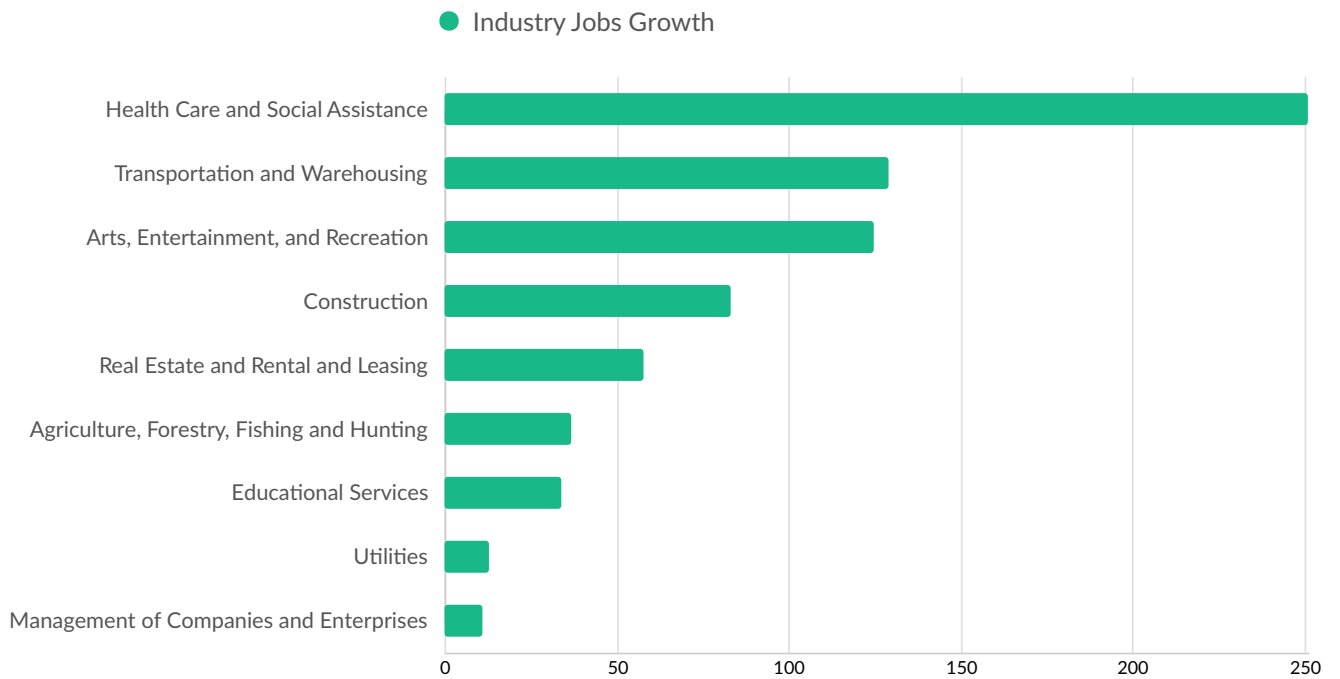
Top Previous Counties	Migrations
Dane County, WI	54
Racine County, WI	49
Brown County, WI	39
Hennepin County, MN	34
Manitowoc County, WI	34
Fond du Lac County, WI	32
Dodge County, WI	32
Kane County, IL	25
Maricopa County, AZ	24
Top Following Counties	Migrations
Milwaukee County, WI	739
Washington County, WI	512
Waukesha County, WI	322
Sheboygan County, WI	280
Dane County, WI	89
Cook County, IL	68
Brown County, WI	60
Fond du Lac County, WI	50
Winnebago County, WI	35
Lake County, FL	35
Lee County, FL	34
Maricopa County, AZ	34
Wayne County, MI	34
Muscogee County, GA	31
Charlotte County, FL	31

# Industry Characteristics

## Largest Industries



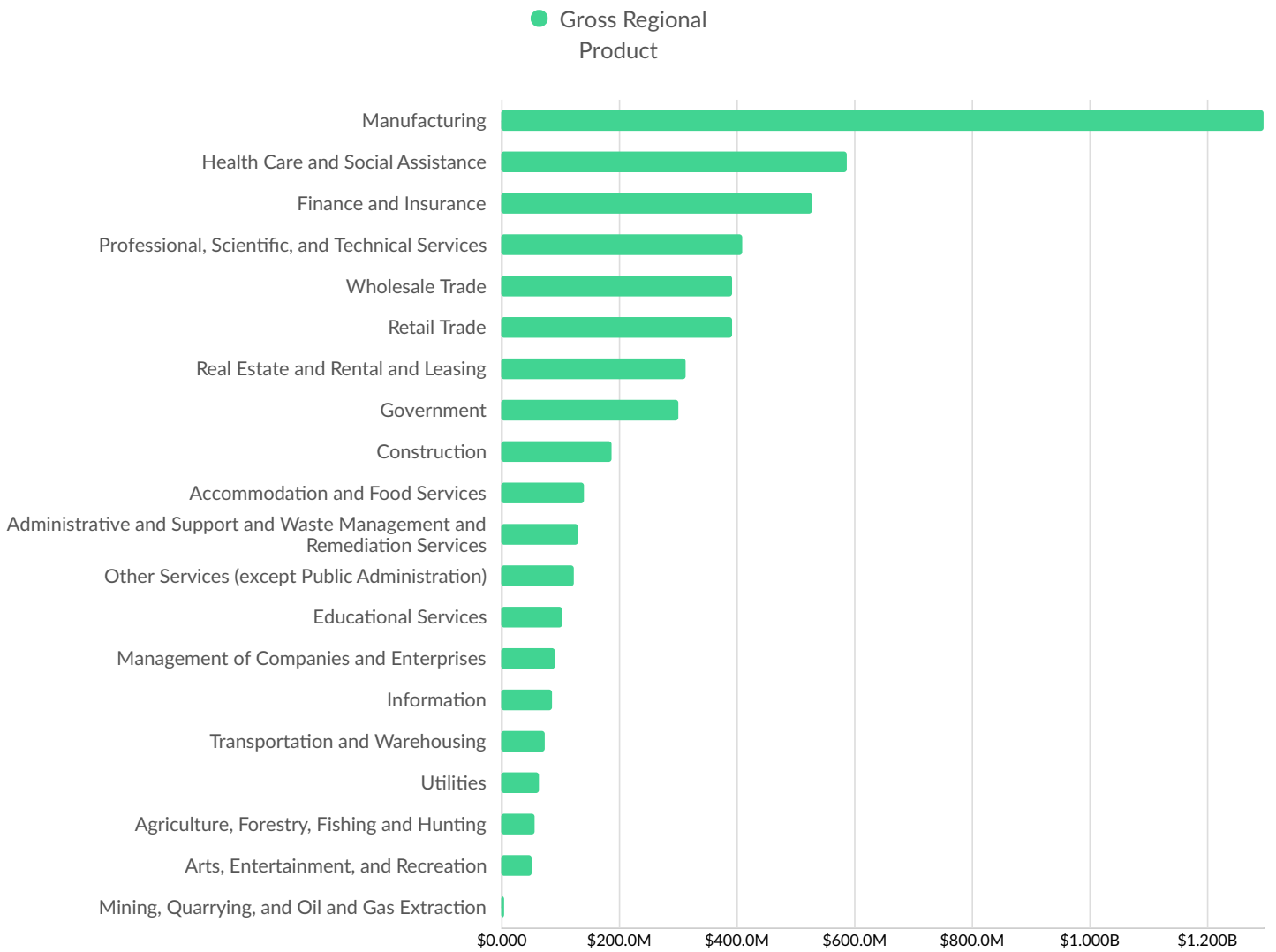
## Top Growing Industries



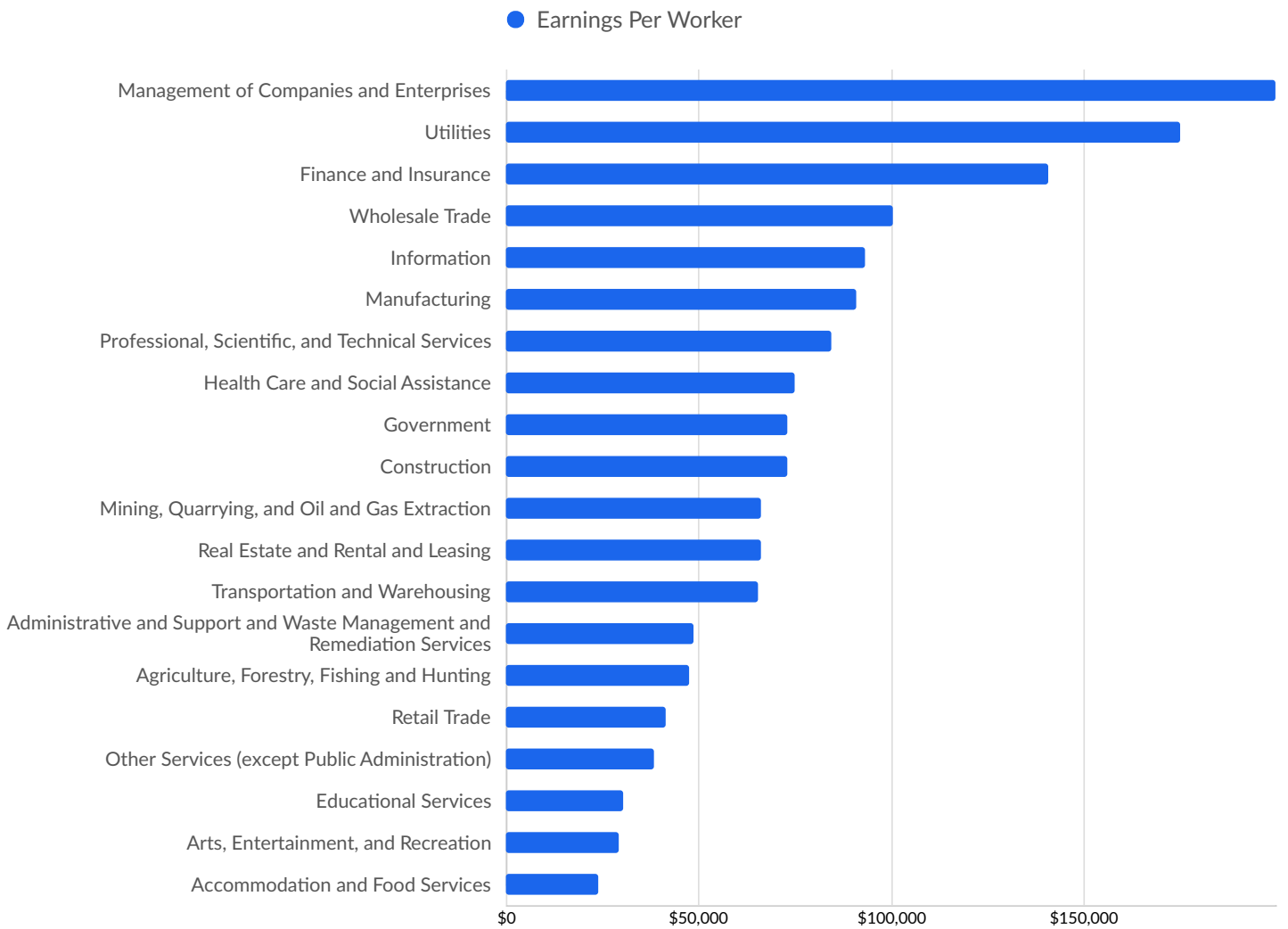
## Top Industry Employment Concentration



## Top Industry GRP











## Top Industry Earnings



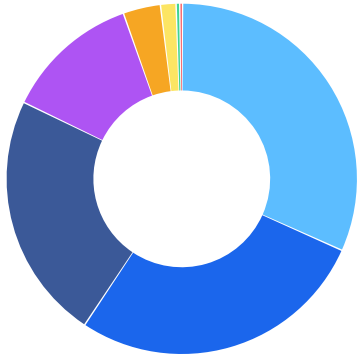
## Business Characteristics

### 10,246 Companies Employ Your Workers

Online profiles for your workers mention 10,246 companies as employers, with the top 10 appearing below. In the last 12 months, 1,588 companies in Ozaukee County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin System	547 	Advocate Aurora Health	872 
Advocate Aurora Health	530 	Ascension	513 
Rockwell Automation	287 	Atlas Preparatory Academy	317 
Northwestern Mutual	266 	Rockwell Automation	230 
Columbia St. Mary's	198 	Sendik's Food Market	147 
Froedtert & The Medical College...	195 	Sendik's Food Markets	107 
FIS	192 	Actalent	102 
Kohler	166 	Sodexo	96 
Kohl's	155 	Piggly Wiggly	93 
BMO Harris Bank	149 	Dairy Farmers of America	89 

## Business Size



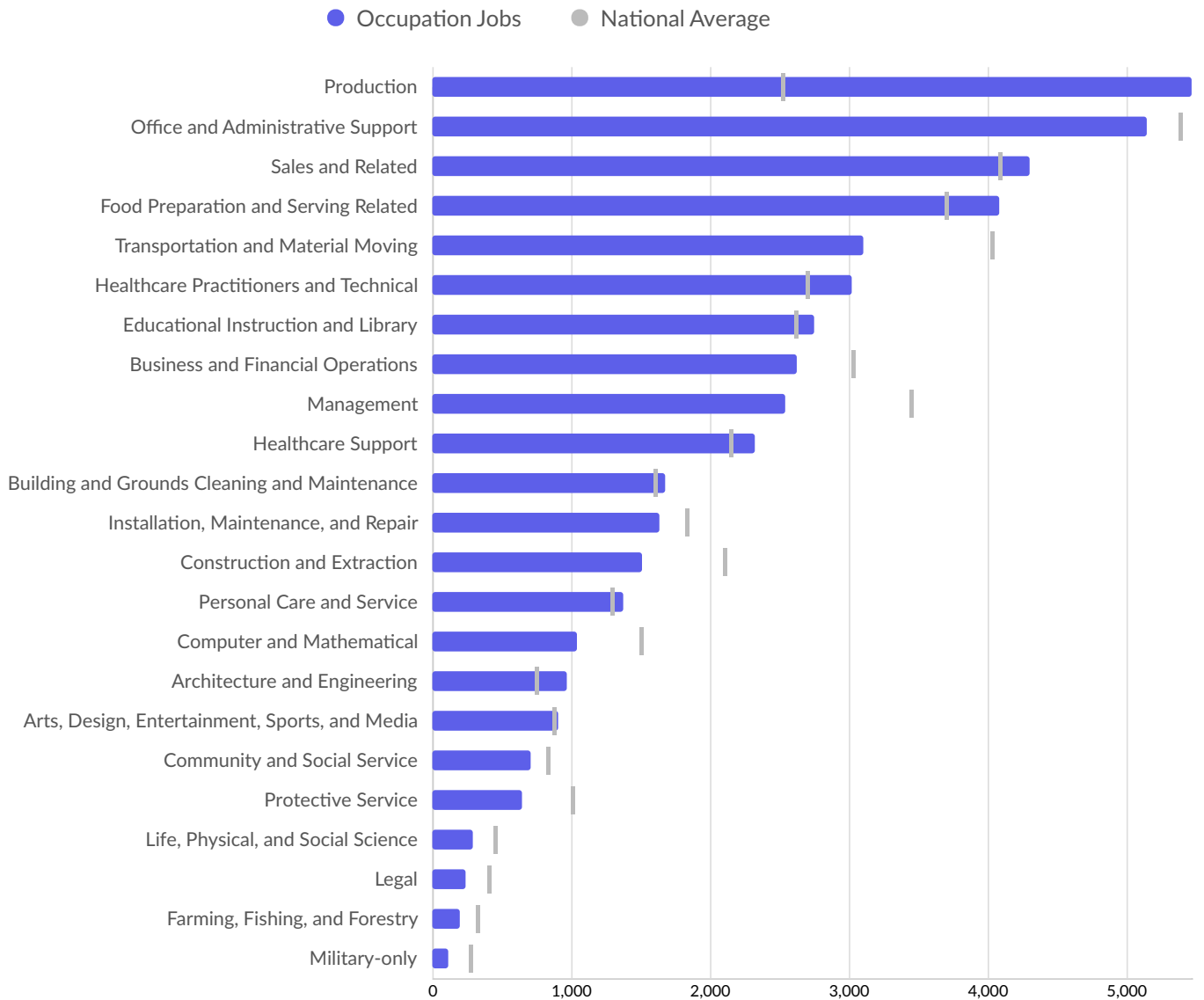
	Percentage	Business Count
● 1 to 4 employees	31.6%	1,127
● 5 to 9 employees	27.7%	986
● 10 to 19 employees	22.8%	814
● 20 to 49 employees	12.4%	443
● 50 to 99 employees	3.5%	123
● 100 to 249 employees	1.4%	51
● 250 to 499 employees	0.3%	12
● 500+ employees	0.3%	9

\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

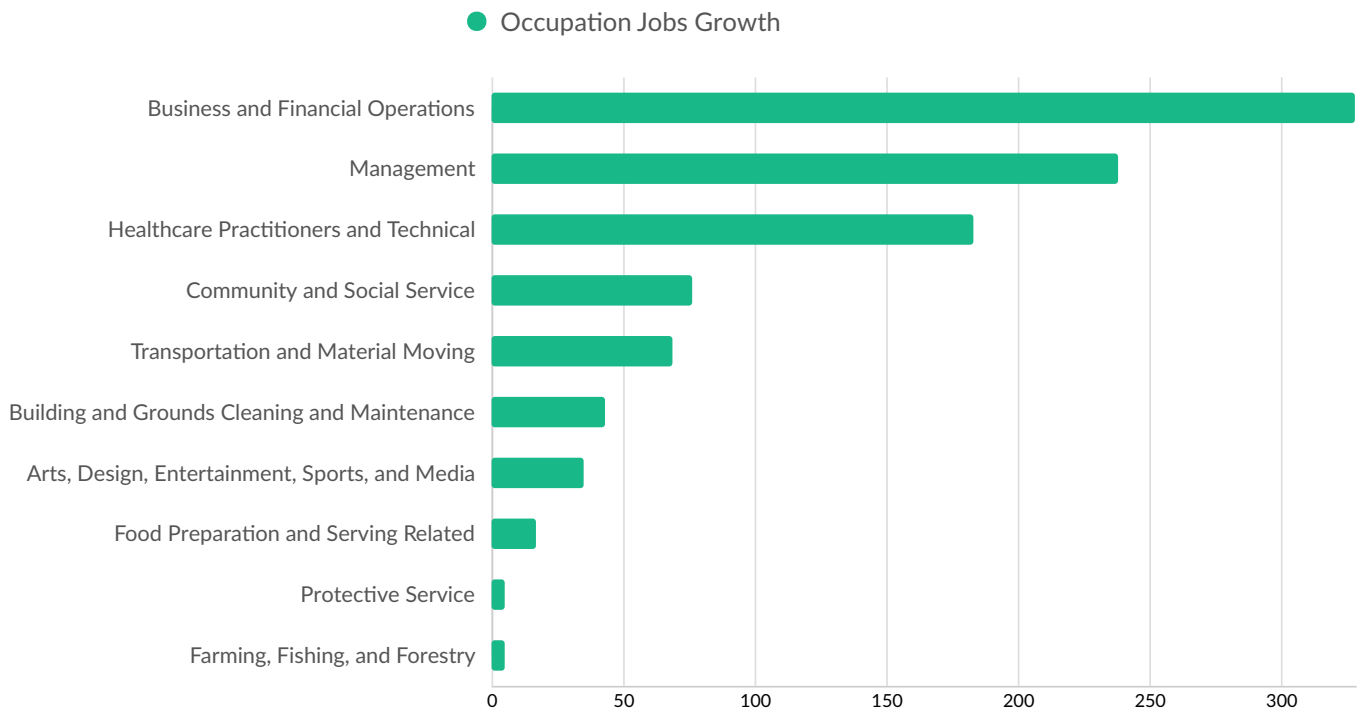


# Workforce Characteristics

## Largest Occupations

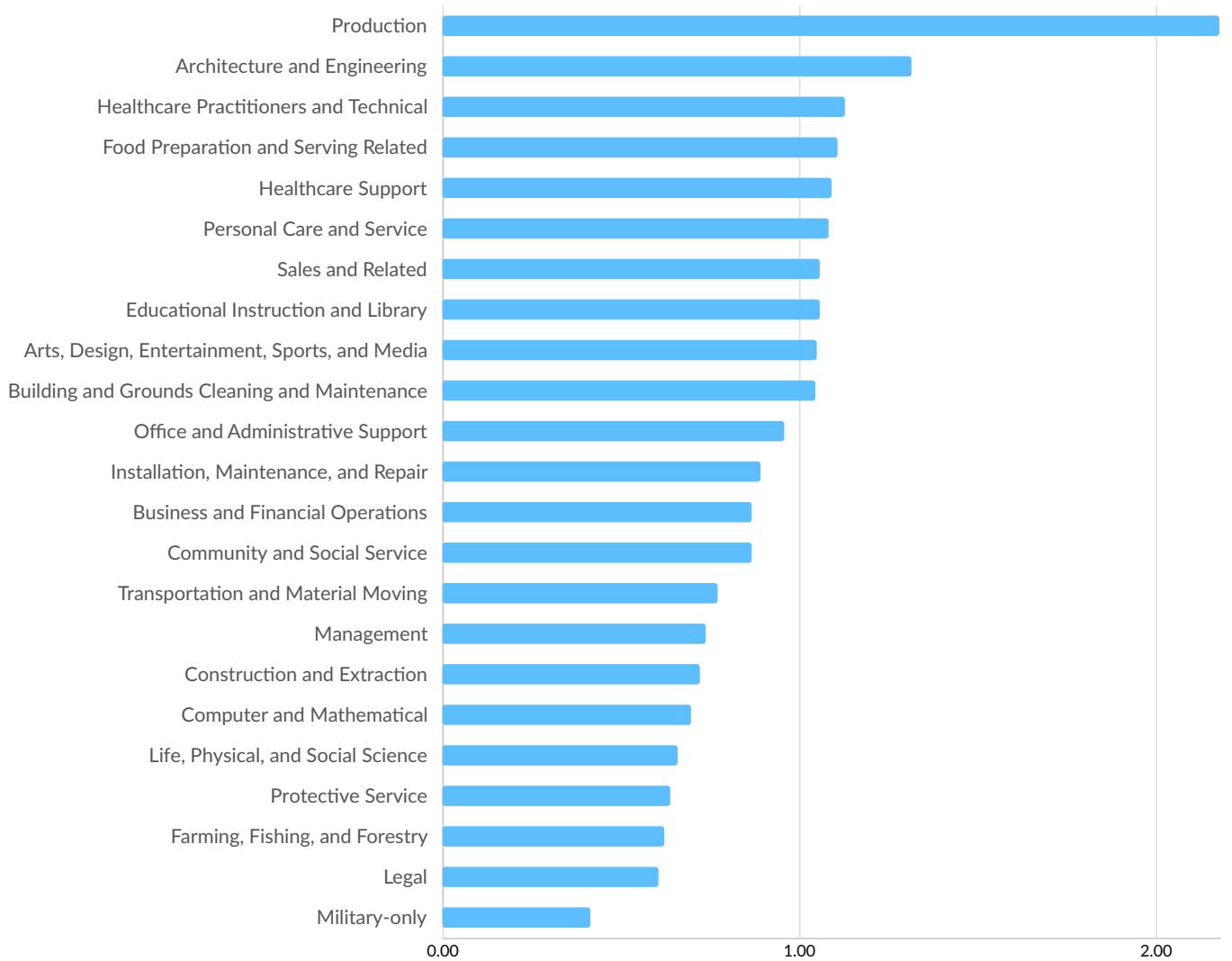


## Top Growing Occupations

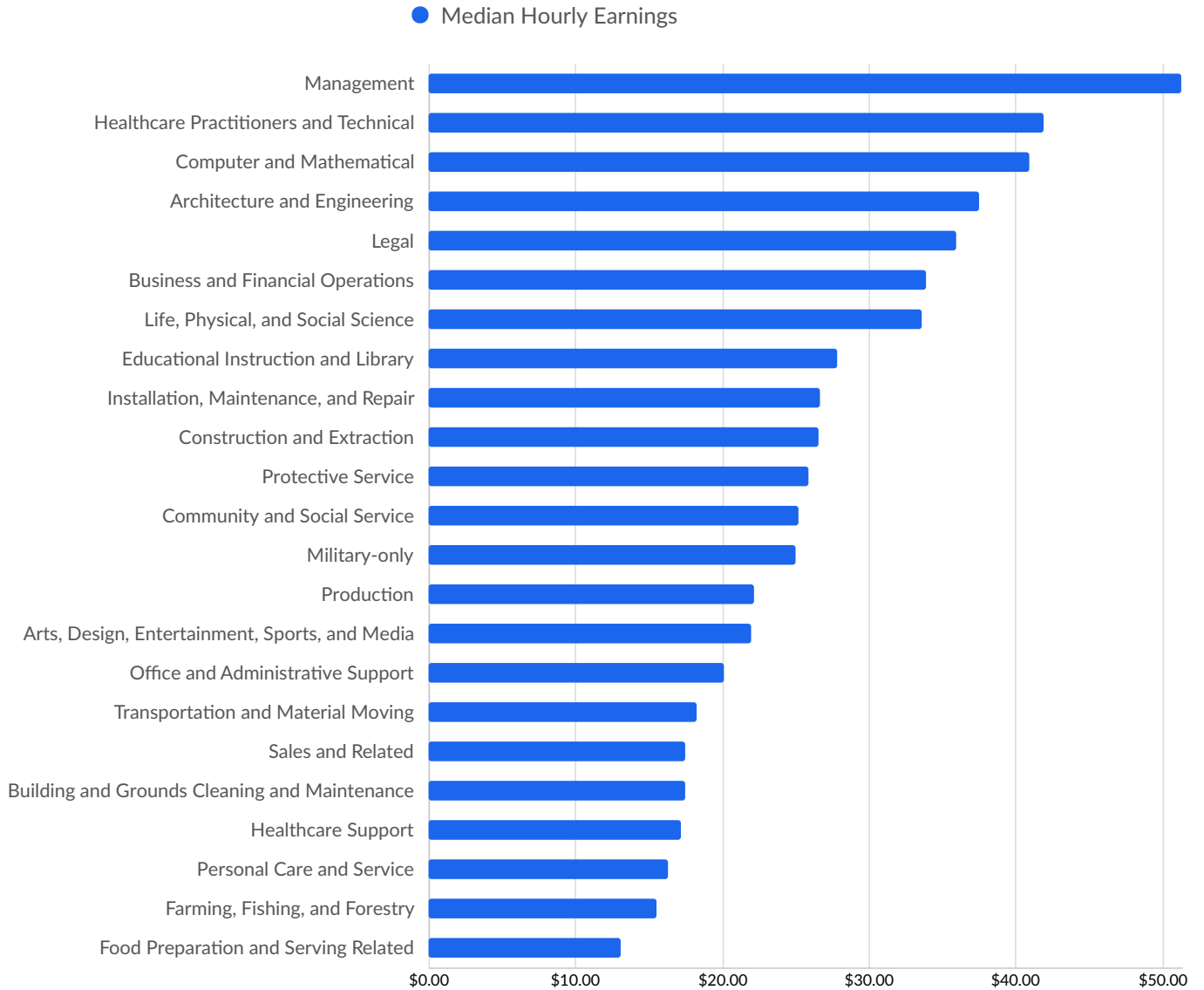


## Top Occupation Employment Concentration

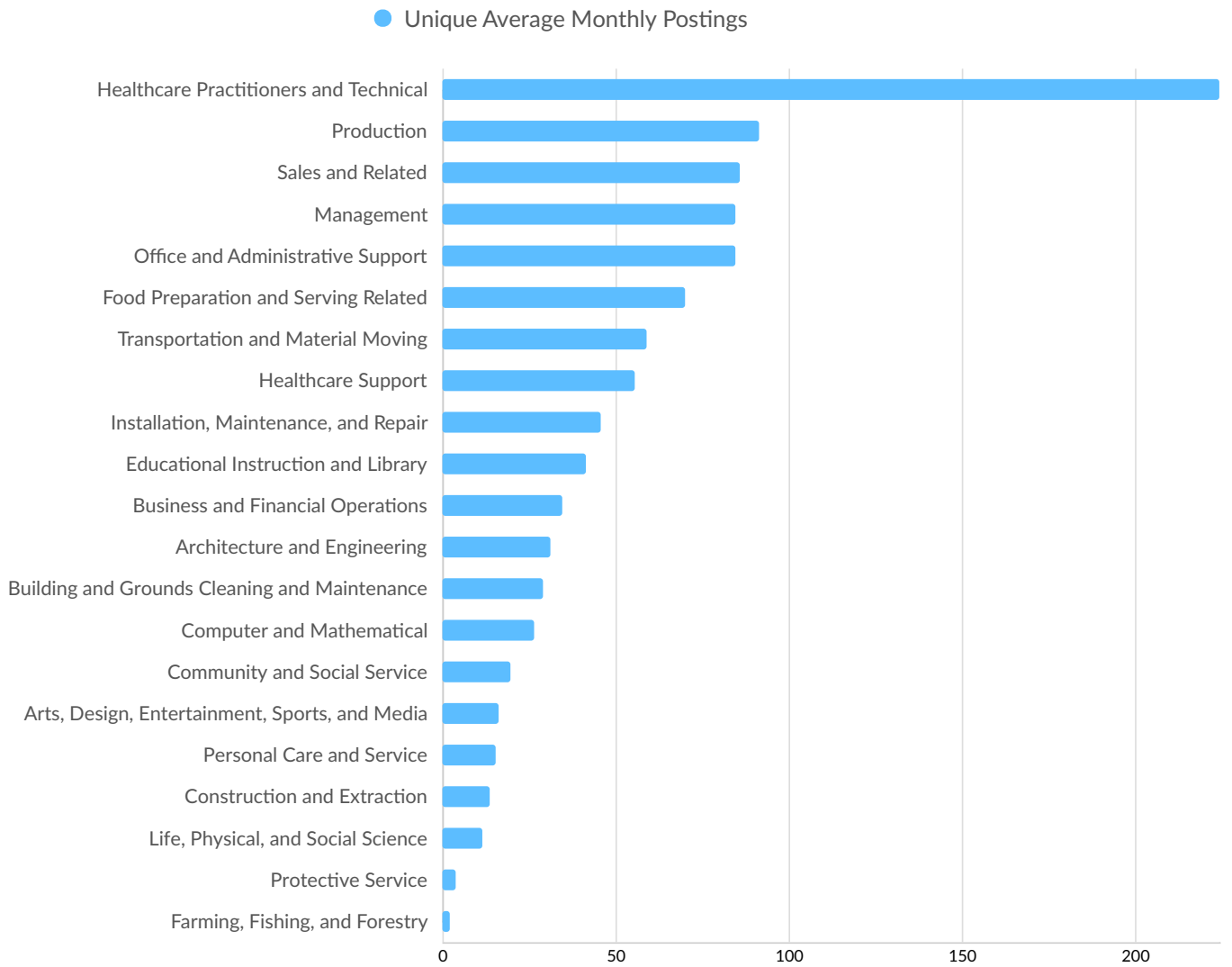
● Occupation Employment Concentration



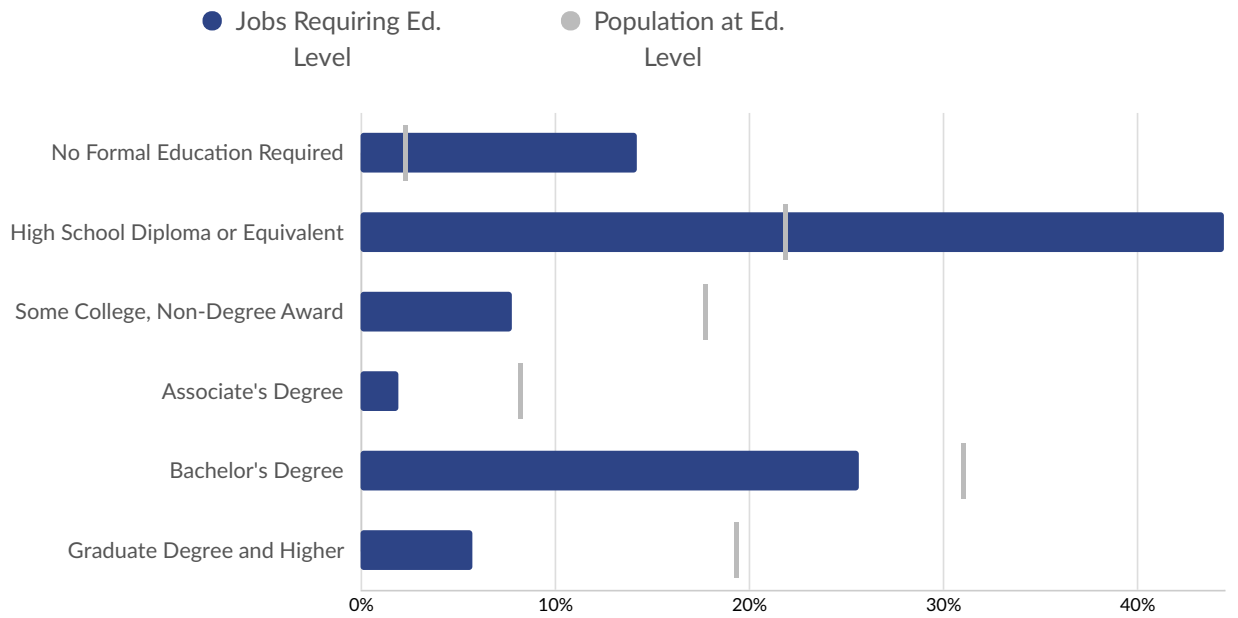
## Top Occupation Earnings



## Top Posted Occupations

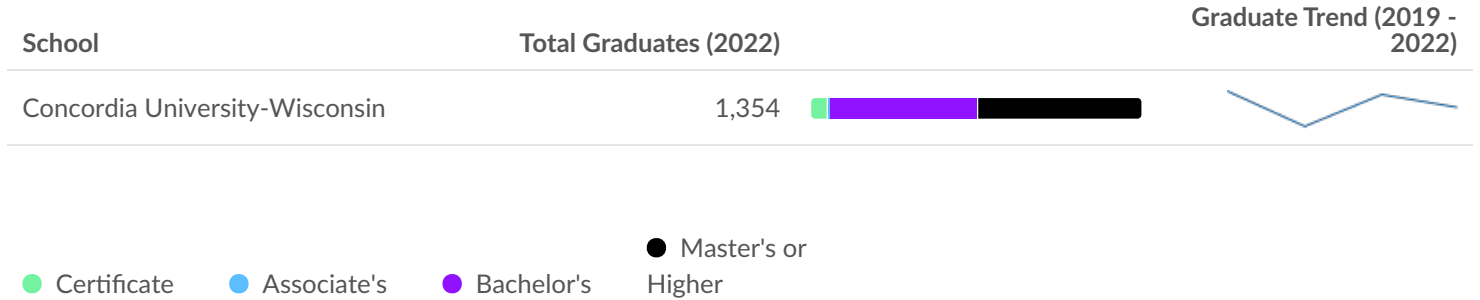


## Underemployment



## Educational Pipeline

In 2022, there were 1,354 graduates in Ozaukee County, WI. This pipeline has shrunk by 6% over the last 4 years. The highest share of these graduates come from "Business Administration and Management, General" (Master's or Higher), "Registered Nursing/Registered Nurse" (Bachelor's), and "Pharmacy" (Master's or Higher).



# In-Demand Skills

