



Racine County, WI

Southeastern Wisconsin Regional Planning Commission
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Waukesha, Wisconsin 53187

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Report Parameters

1 County

55101 Racine 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

195,983

Population (2023)

Population **decreased by 365** over the last 5 years and is projected to **decrease by 553** over the next 5 years.

82,675

Total Regional Employment

Jobs **decreased by 595** over the last 5 years but are projected to **grow by 1,113** over the next 5 years.

\$67.2K

Median Household Income (2022)

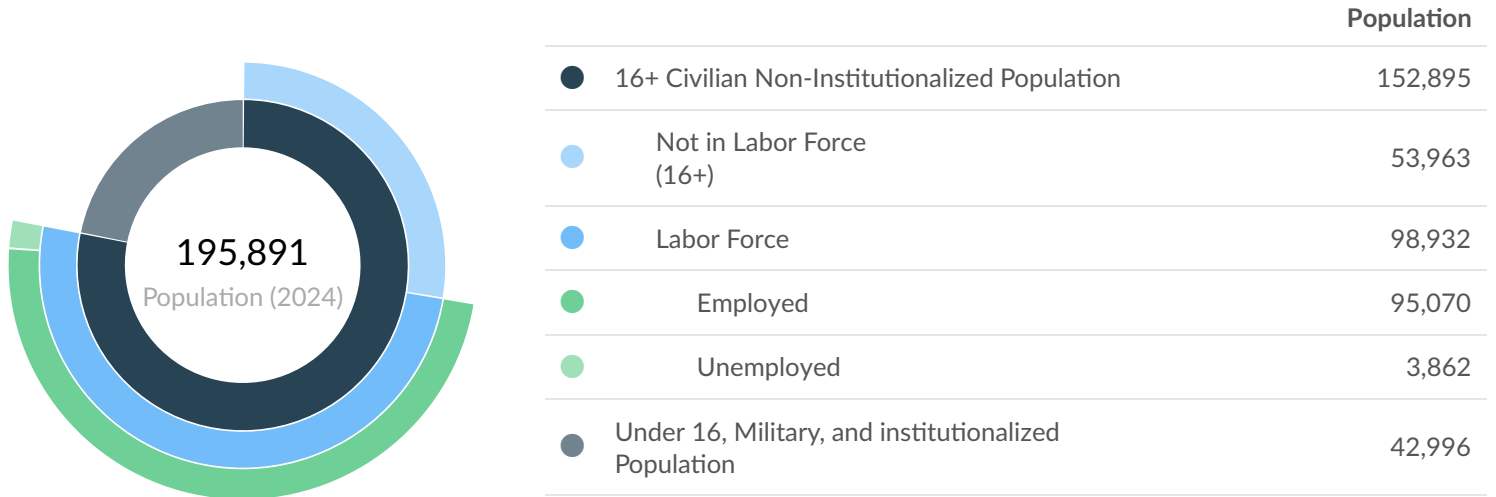
Median household income is **\$1.8K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **declined by 0.2%** since 2018, falling by 365. Population is expected to **decrease by 0.3%** between 2023 and 2028, losing 553.
- From 2018 to 2023, jobs **declined by 0.7%** in Racine County, WI from 83,270 to **82,675**. This change **fell short of the national growth rate of 3.9% by 4.6%**. As the number of jobs declined, the **labor force participation rate increased from 64.9% to 65.5% between 2018 and 2023**.
- Concerning educational attainment, **19.1% of Racine County, WI residents possess a Bachelor's Degree** (2.1% below the national average), and **11.1% hold an Associate's Degree** (2.2% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

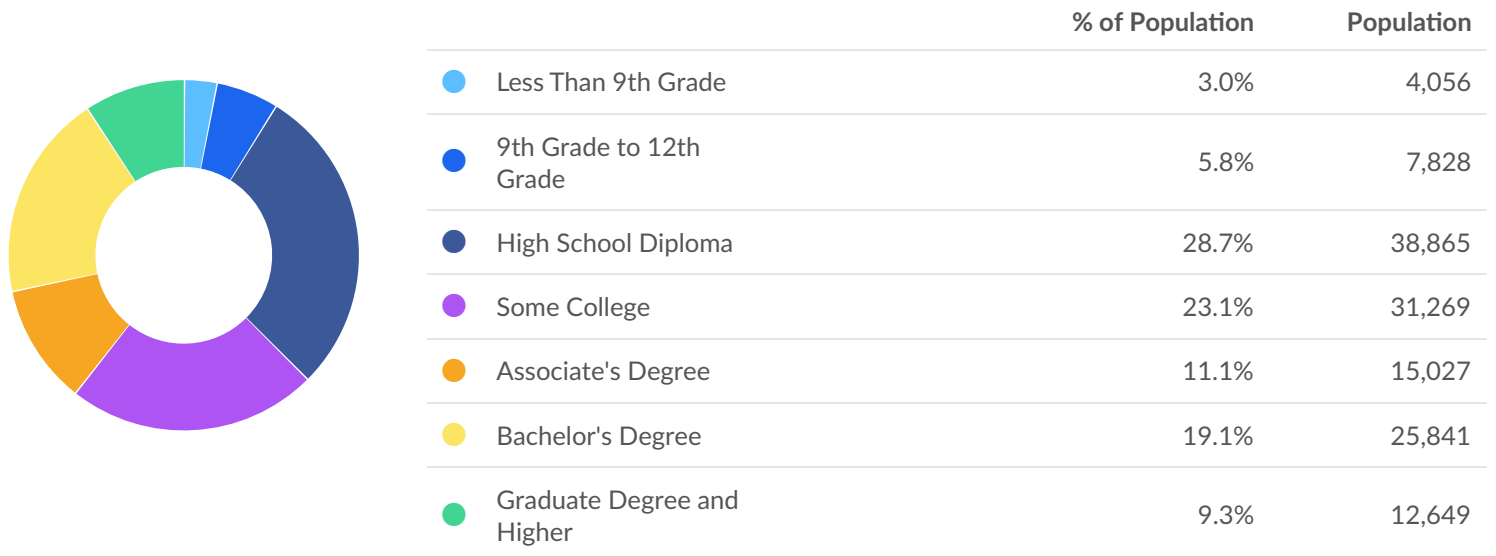
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	195,891	98,932	82,675	98.6	\$11.45B	\$15.39B	\$13.66B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

Feb 2024 Labor Force Breakdown



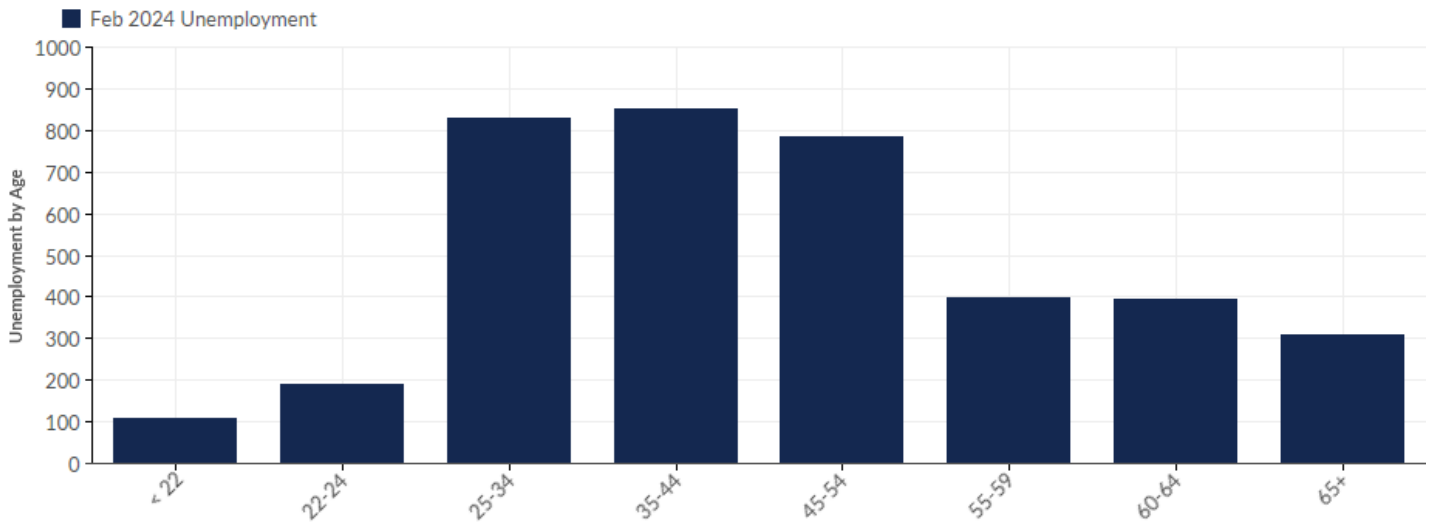
Educational Attainment

Concerning educational attainment, **19.1% of Racine County, WI residents possess a Bachelor's Degree** (2.1% below the national average), and **11.1% hold an Associate's Degree** (2.2% above the national average).



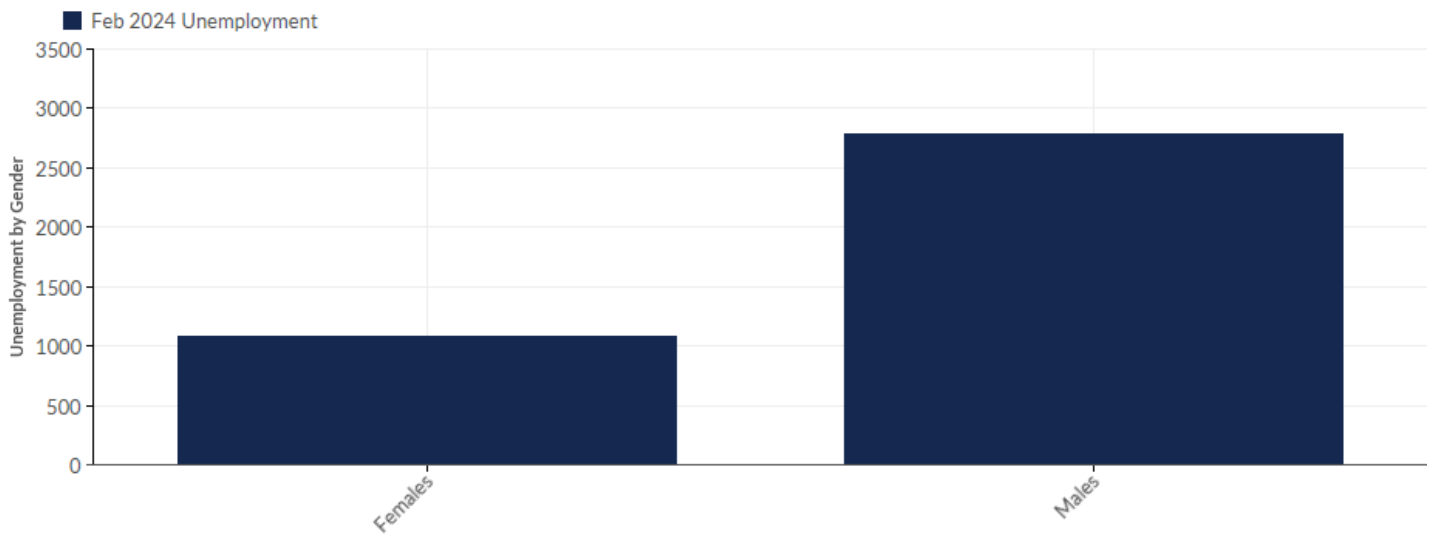
Unemployment by Demographics

Unemployment by Age



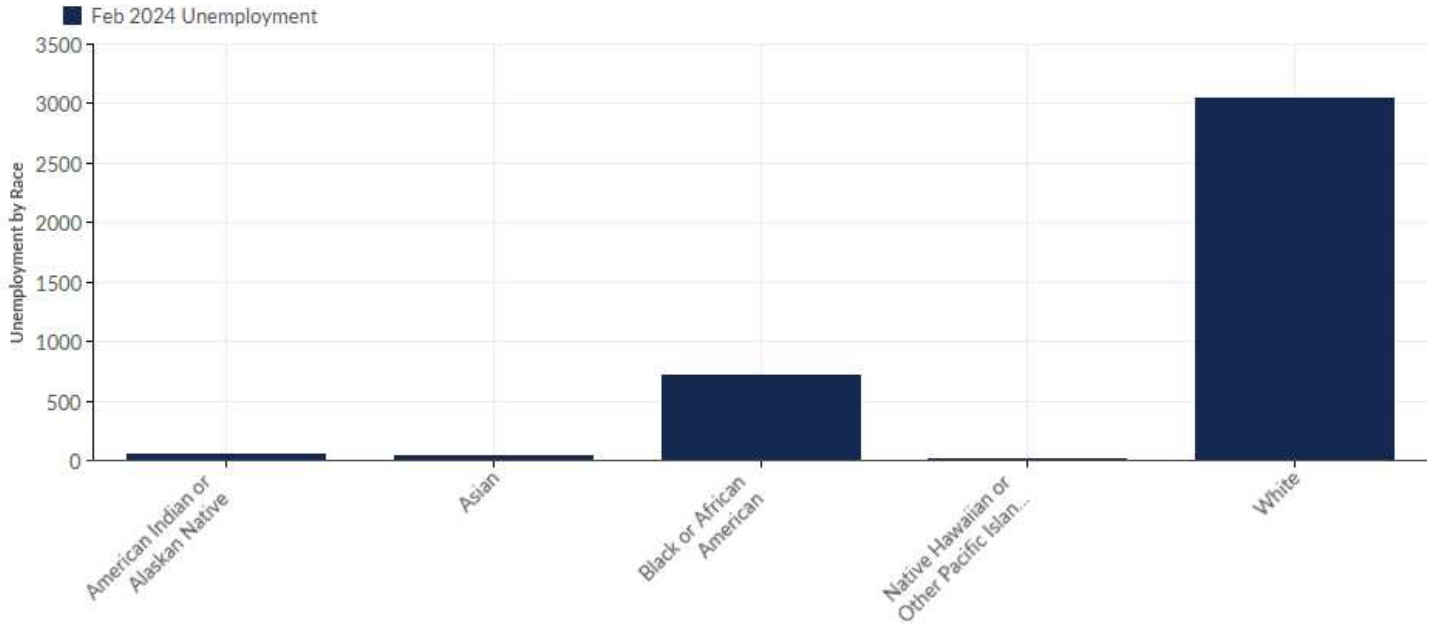
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	109	2.82%
22-24	190	4.92%
25-34	829	21.47%
35-44	851	22.04%
45-54	786	20.35%
55-59	396	10.25%
60-64	394	10.20%
65+	307	7.95%
Total	3,862	100.00%

Unemployment by Gender



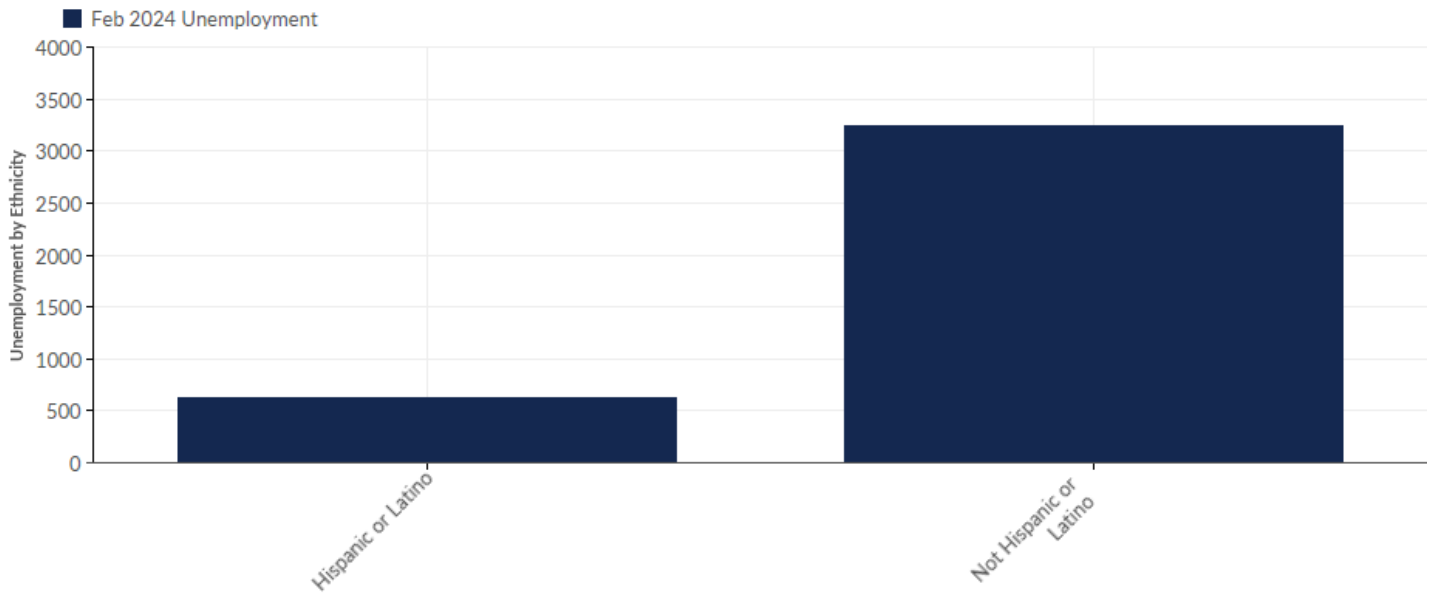
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	1,077	27.89%
Males	2,785	72.11%
Total	3,862	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	57	1.48%
Asian	44	1.14%
Black or African American	712	18.44%
Native Hawaiian or Other Pacific Islander	7	0.18%
White	3,041	78.74%
Total	3,862	100.00%

Unemployment by Ethnicity

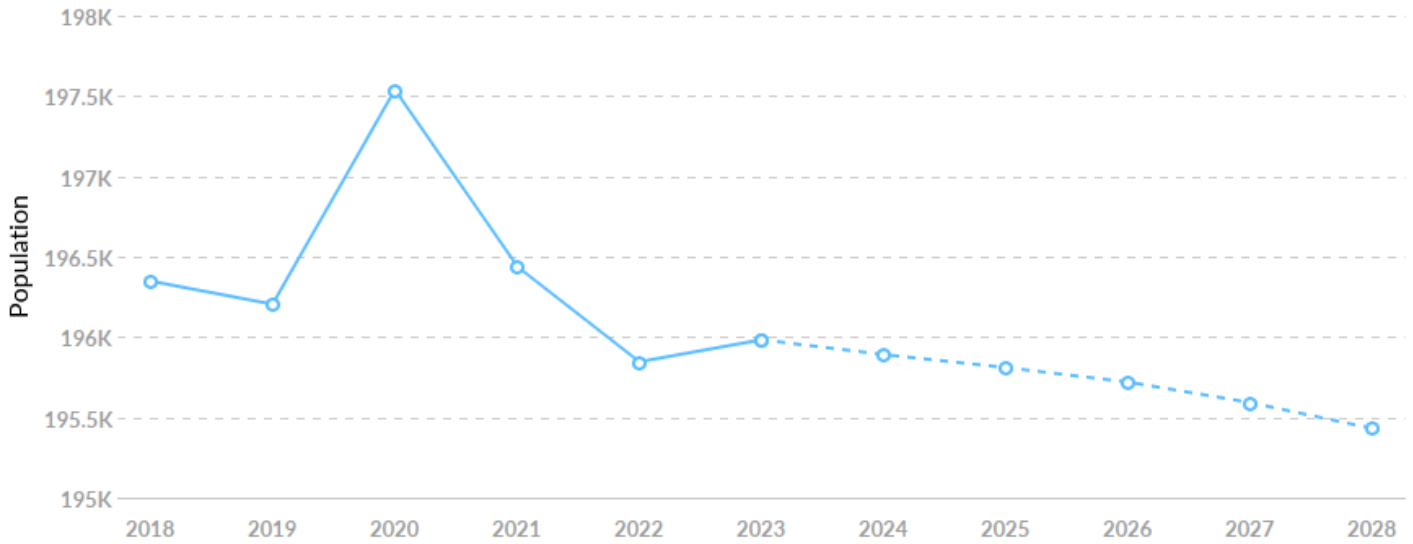


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	620	16.05%
Not Hispanic or Latino	3,242	83.95%
Total	3,862	100.00%

Historic & Projected Trends

Population Trends

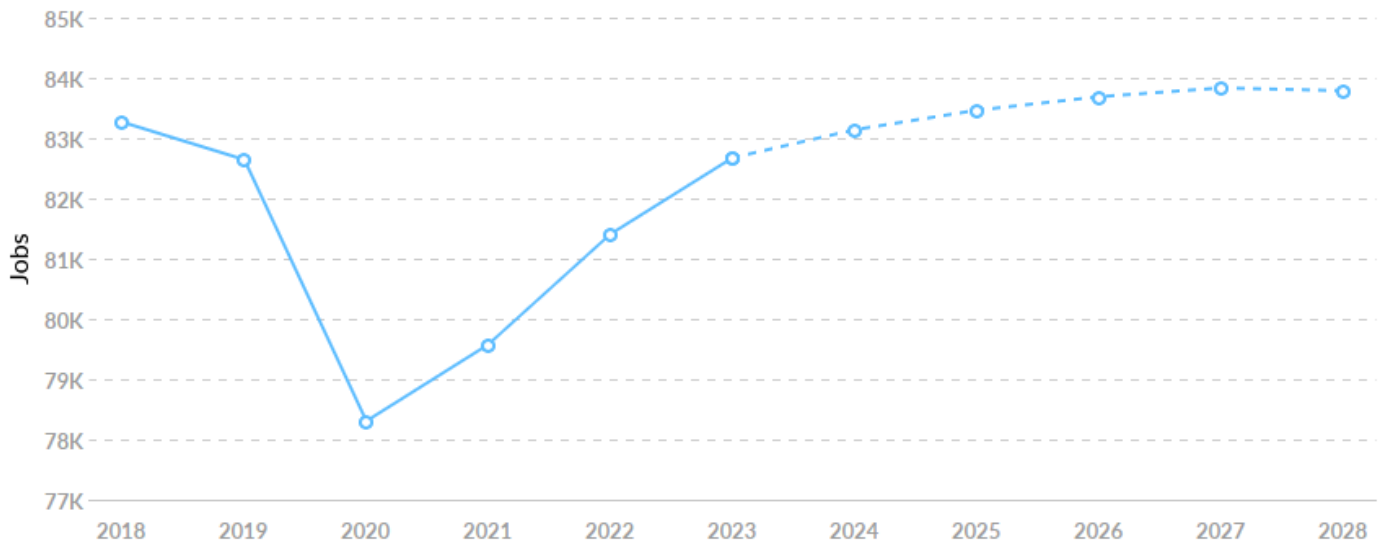
As of 2023 the region's population **declined by 0.2%** since 2018, falling by 365. Population is expected to **decrease by 0.3%** between 2023 and 2028, losing 553.



Timeframe	Population
2018	196,348
2019	196,204
2020	197,536
2021	196,439
2022	195,846
2023	195,983
2024	195,891
2025	195,810
2026	195,720
2027	195,592
2028	195,431

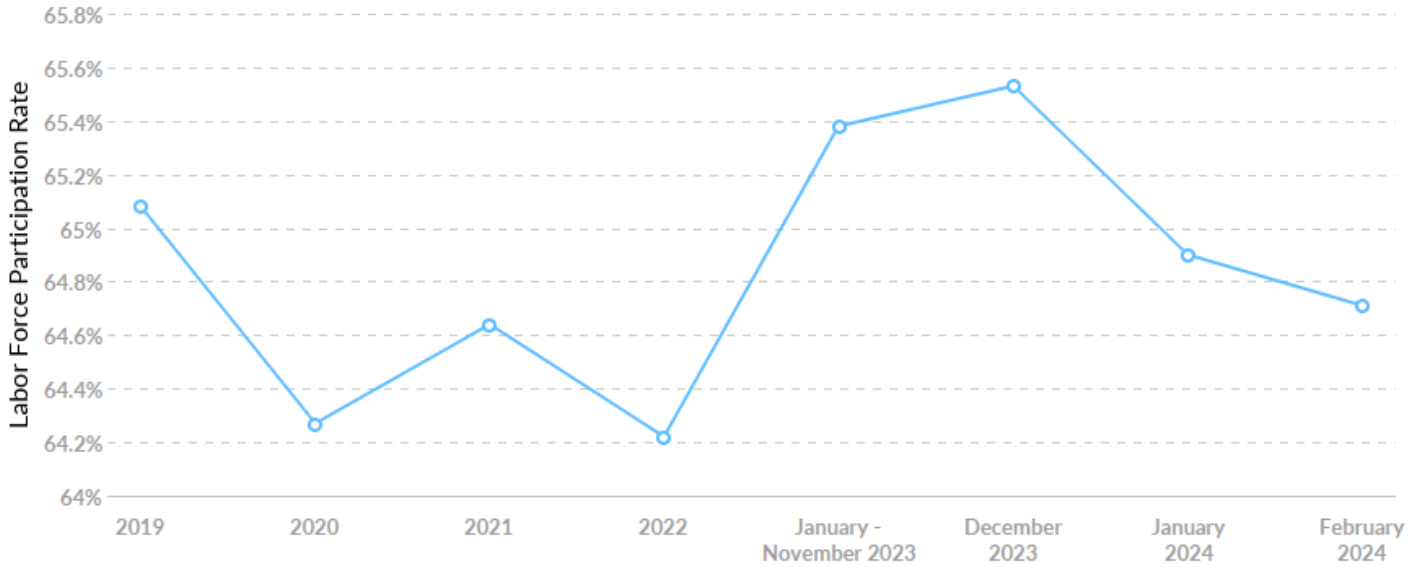
Job Trends

From 2018 to 2023, jobs declined by 0.7% in Racine County, WI from 83,270 to 82,675. This change fell short of the national growth rate of 3.9% by 4.6%.



Timeframe	Jobs
2018	83,270
2019	82,646
2020	78,302
2021	79,575
2022	81,407
2023	82,675
2024	83,140
2025	83,464
2026	83,688
2027	83,834
2028	83,788

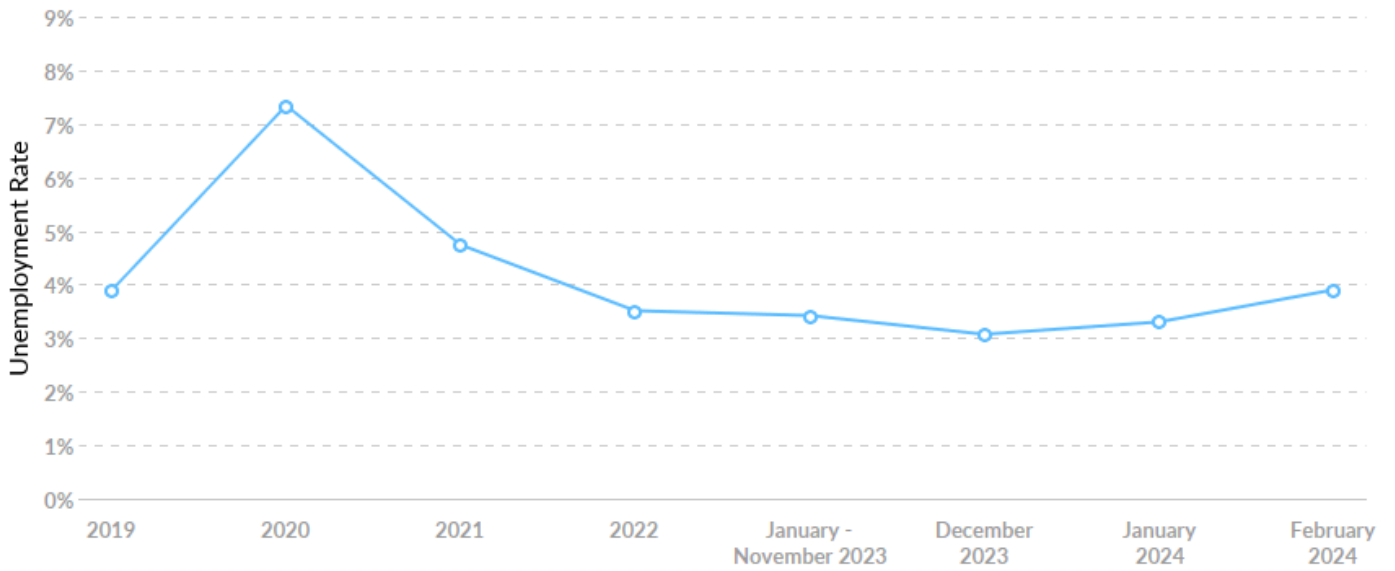
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	65.08%
2020	64.27%
2021	64.64%
2022	64.22%
January - November 2023	65.38%
December 2023	65.53%
January 2024	64.90%
February 2024	64.71%

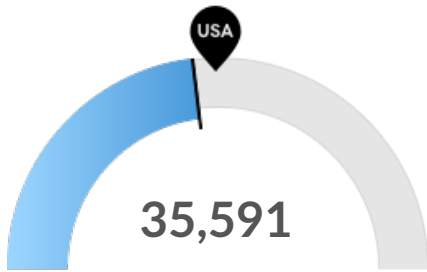
Unemployment Rate Trends

Racine County, WI had a February 2024 unemployment rate of 3.90%, **increasing from 3.89%** 5 years before.



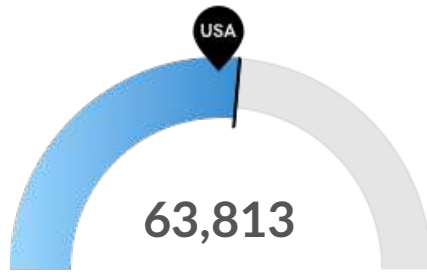
Timeframe	Unemployment Rate
2019	3.89%
2020	7.34%
2021	4.74%
2022	3.51%
January - November 2023	3.42%
December 2023	3.07%
January 2024	3.30%
February 2024	3.90%

Population Characteristics



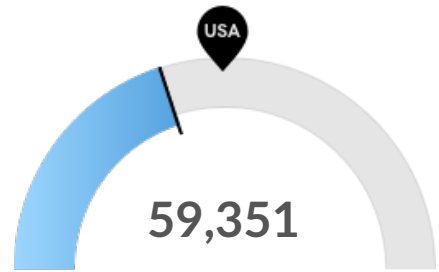
Millennials

Racine County, WI has 35,591 millennials (ages 25-39). The national average for an area this size is 39,822.



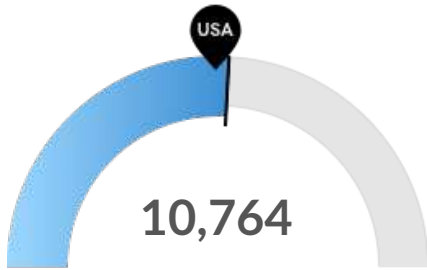
Retiring Soon

Retirement risk is about average in Racine County, WI. The national average for an area this size is 58,692 people 55 or older, while there are 63,813 here.



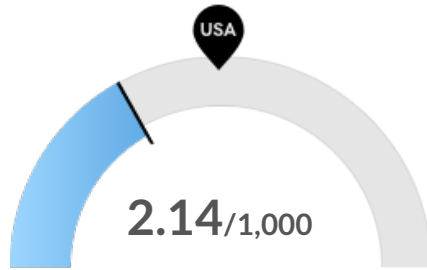
Racial Diversity

Racial diversity is low in Racine County, WI. The national average for an area this size is 80,540 racially diverse people, while there are 59,351 here.



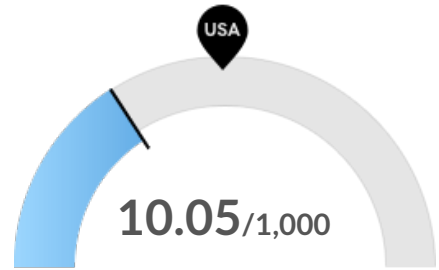
Veterans

Racine County, WI has 10,764 veterans. The national average for an area this size is 10,243.



Violent Crime

Racine County, WI has 2.14 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

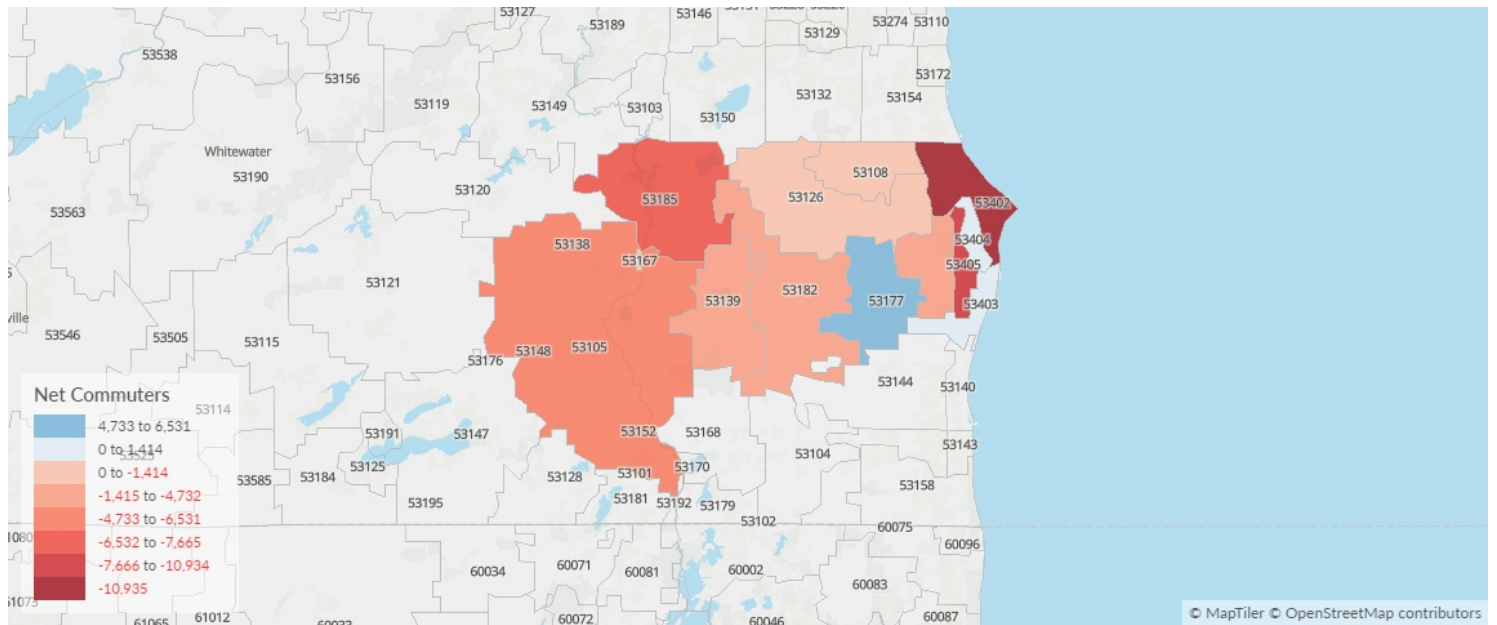


Property Crime

Racine County, WI has 10.05 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 Racine County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #5 for resident workers. The top ZIP for resident workers is 53402.



Where Talent Works

ZIP	Name	2023 Employment
53403	Racine, WI (in Racine co...	13,150
53406	Racine, WI (in Racine co...	12,781
53105	Burlington, WI (in Racin...	11,889
53177	Sturtevant, WI (in Racin...	9,312
53404	Racine, WI (in Racine co...	7,573

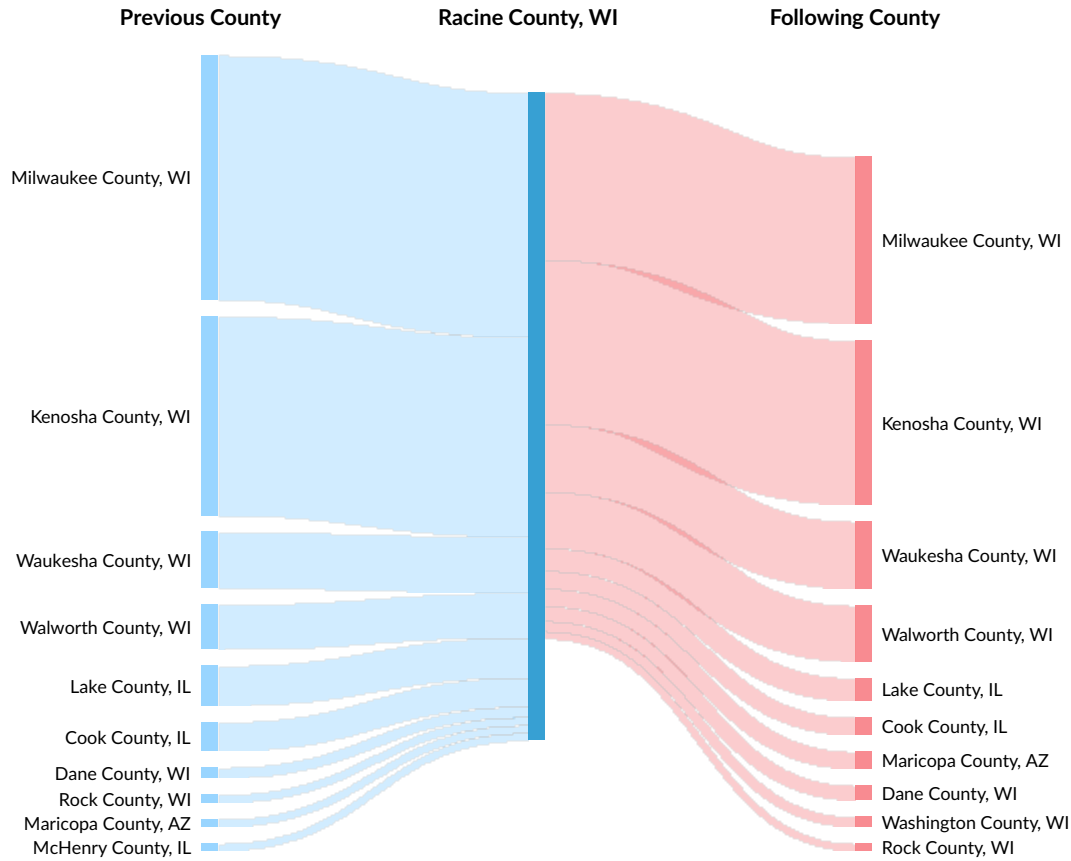
Where Talent Lives

ZIP	Name	2023 Workers
53402	Racine, WI (in Racine co...	18,100
53105	Burlington, WI (in Racin...	16,622
53406	Racine, WI (in Racine co...	14,371
53405	Racine, WI (in Racine co...	13,666
53403	Racine, WI (in Racine co...	12,673

Inbound and Outbound Migration

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

As of 2021, 1,944 people have migrated from Milwaukee County, WI to Racine County, WI. In the same year, 1,330 people left Racine County, WI migrating to Milwaukee County, WI. The total Net Migration for Racine County, WI in 2021 was -136.

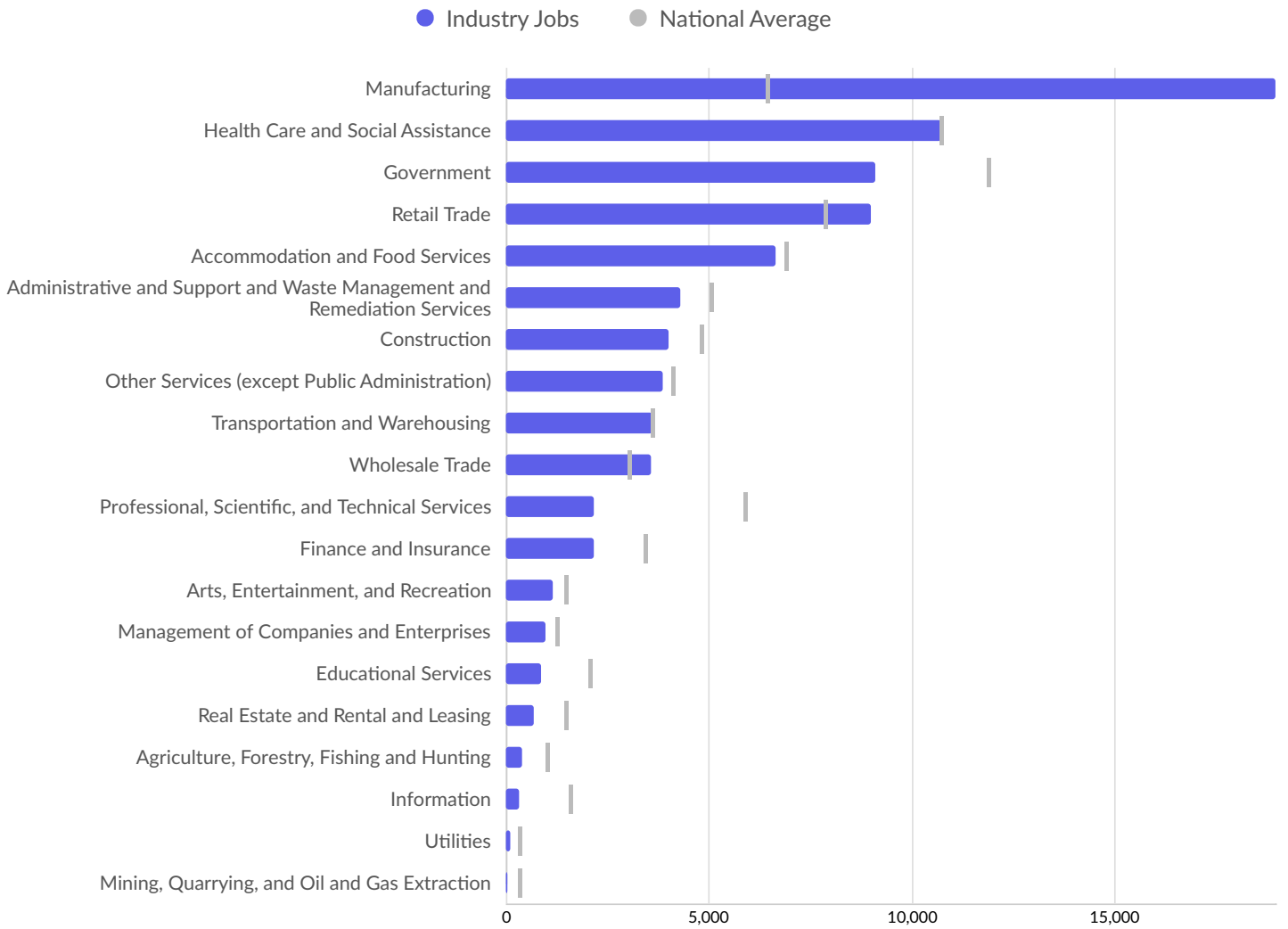


Top Previous Counties	Migrations
Milwaukee County, WI	1,944
Kenosha County, WI	1,585
Waukesha County, WI	446
Walworth County, WI	355
Lake County, IL	318
Cook County, IL	230

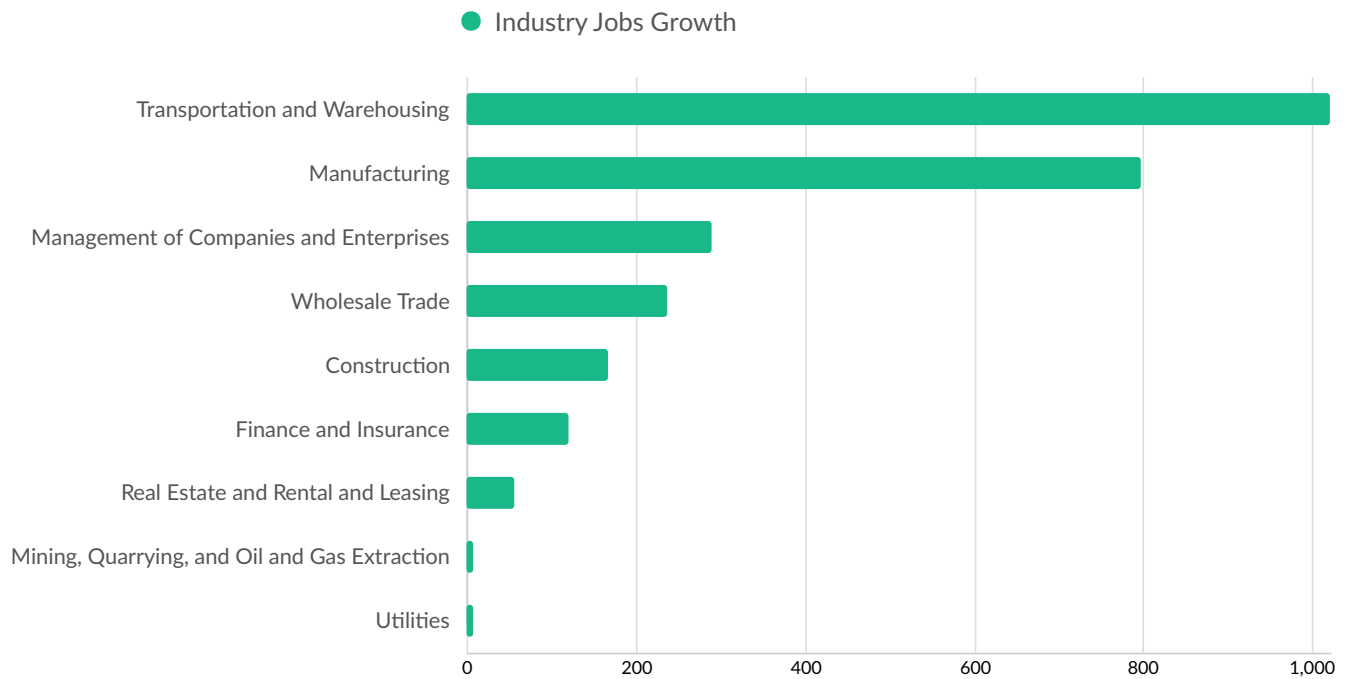
Top Previous Counties	Migrations
Dane County, WI	84
Rock County, WI	64
Maricopa County, AZ	62
McHenry County, IL	60
DuPage County, IL	43
Brown County, WI	43
Washington County, WI	37
Winnebago County, WI	36
Whiteside County, IL	35
Top Following Counties	Migrations
Milwaukee County, WI	1,330
Kenosha County, WI	1,307
Waukesha County, WI	537
Walworth County, WI	447
Lake County, IL	181
Cook County, IL	142
Maricopa County, AZ	138
Dane County, WI	118
Washington County, WI	81
Rock County, WI	60
Ozaukee County, WI	49
Jefferson County, WI	47
Clark County, NV	44
Winnebago County, WI	44
Brown County, WI	43

Industry Characteristics

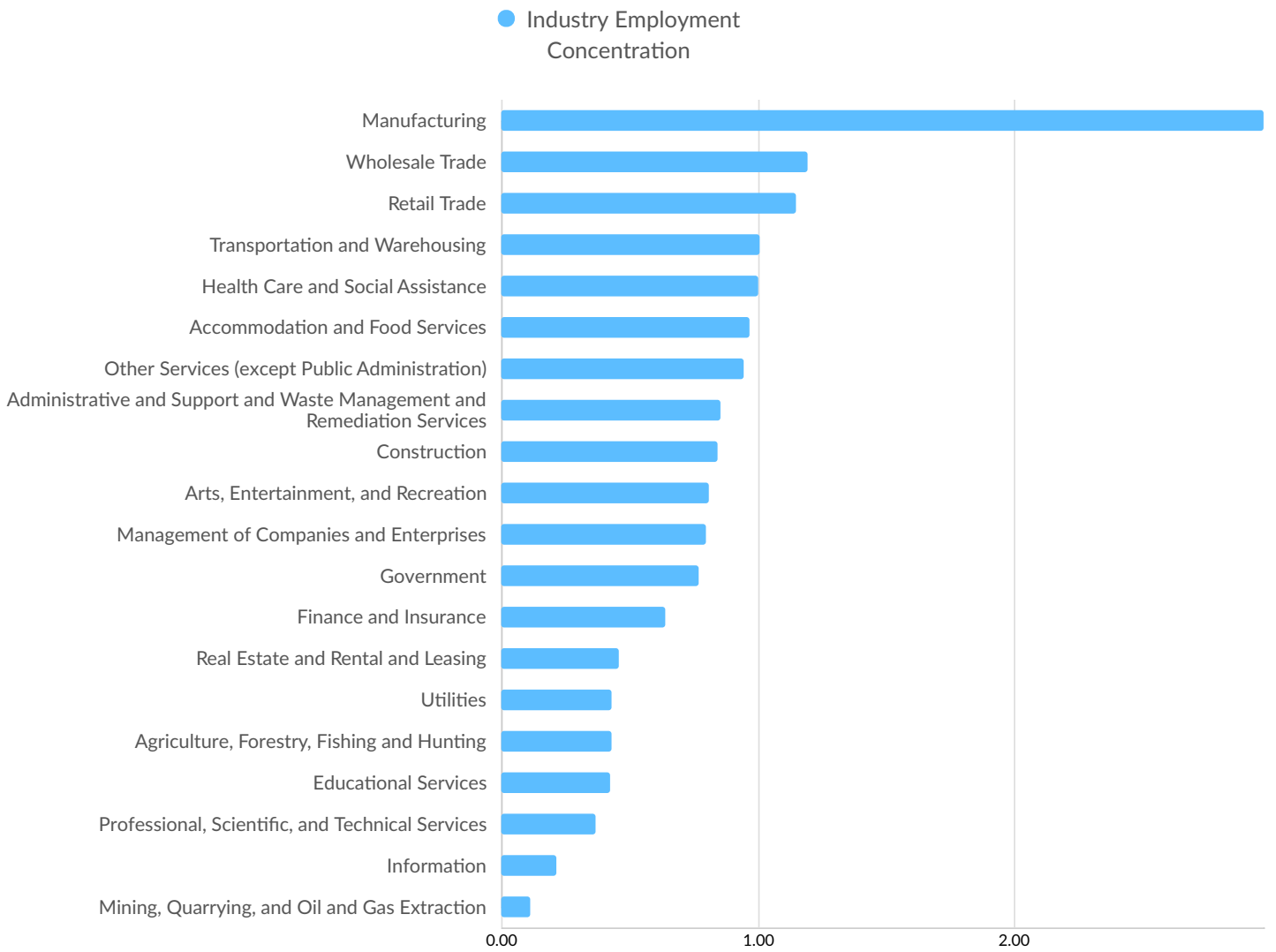
Largest Industries



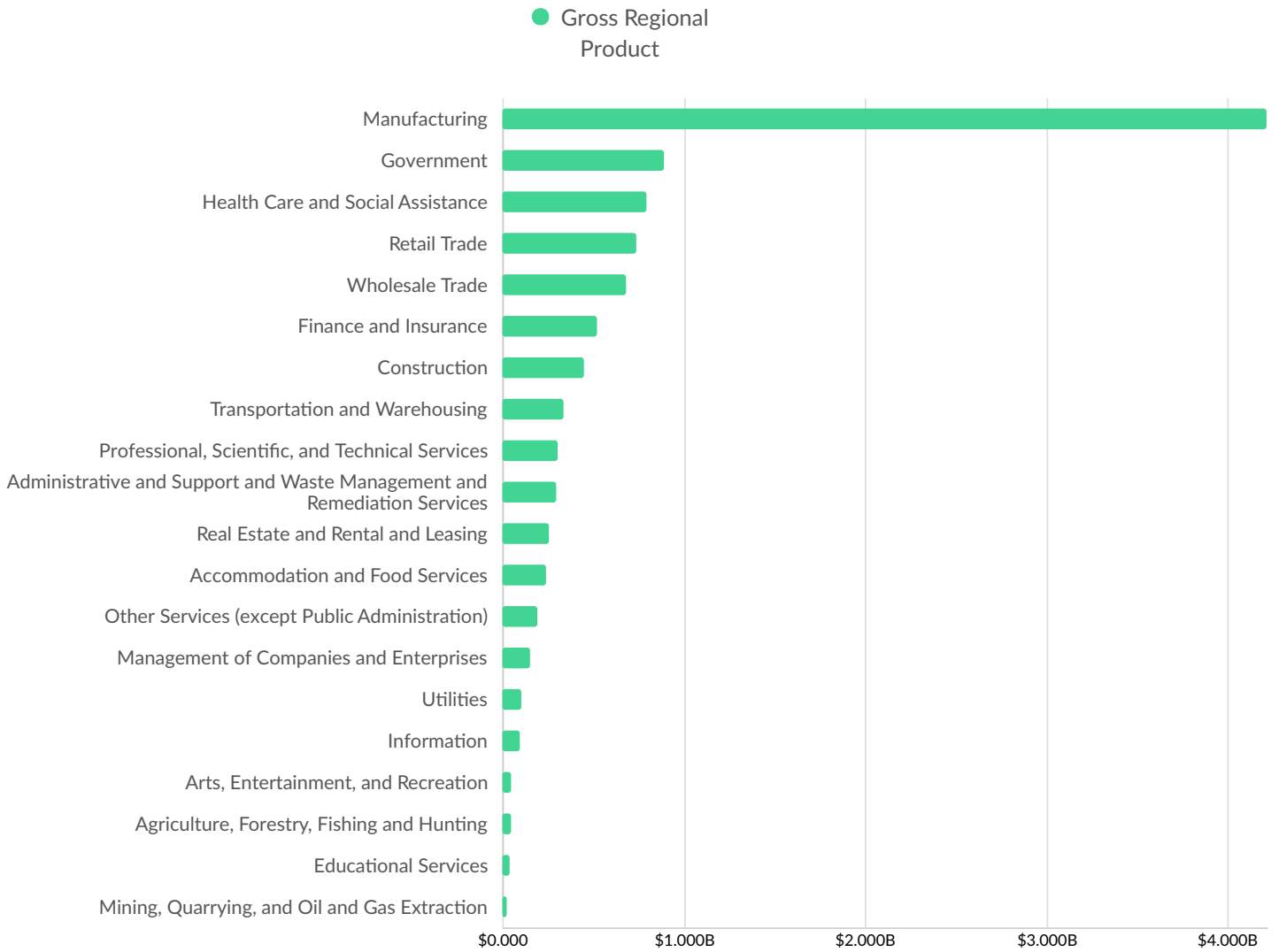
Top Growing Industries



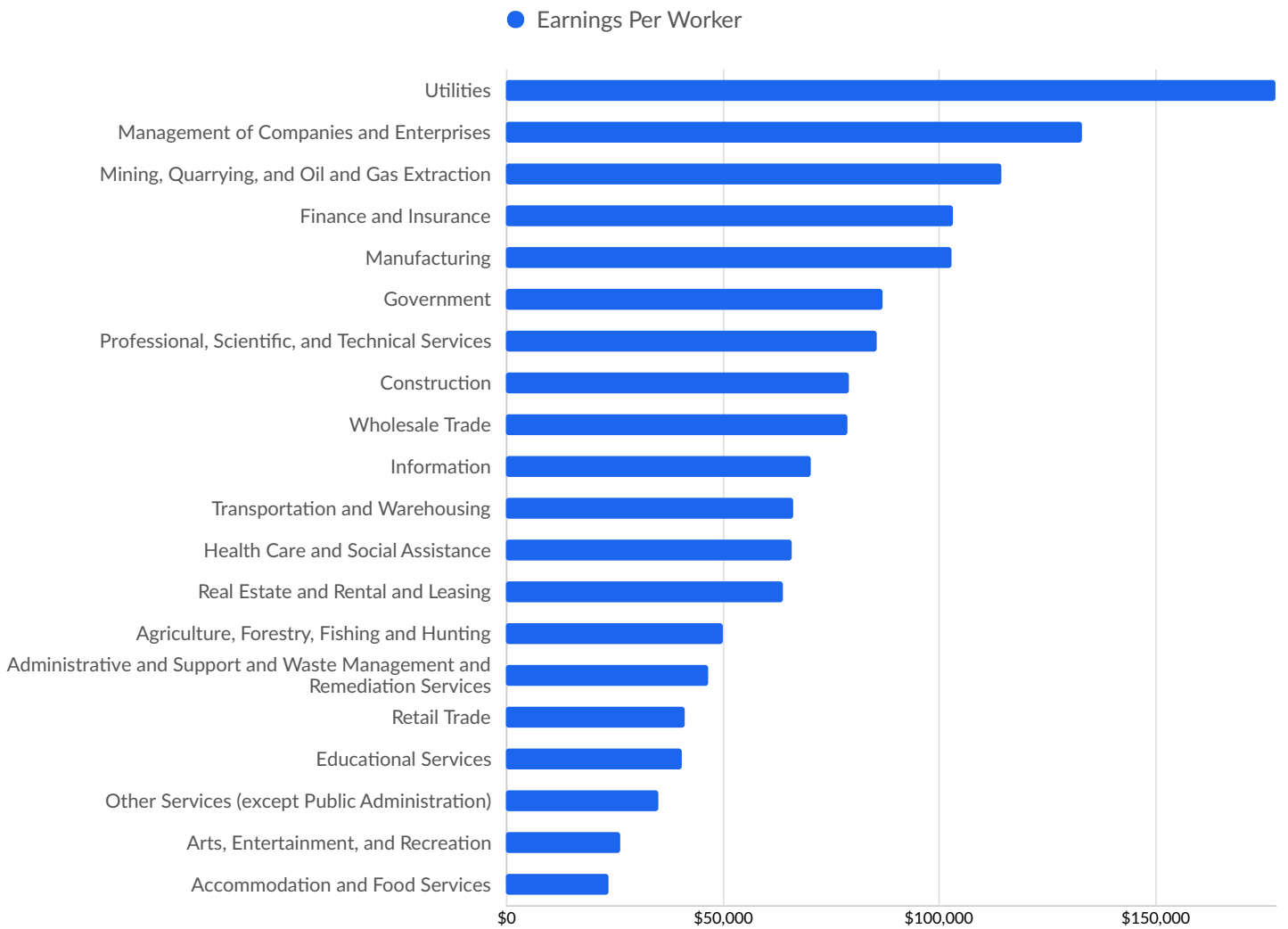
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



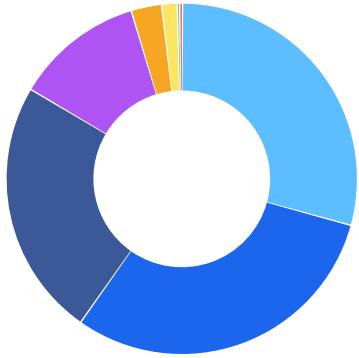
Business Characteristics

14,864 Companies Employ Your Workers

Online profiles for your workers mention 14,864 companies as employers, with the top 10 appearing below. In the last 12 months, 2,525 companies in Racine County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
SC Johnson	1,178 	Uline	1,655 
Racine Unified School District	995 	Advocate Aurora Health	839 
CNH Industrial	895 	Ascension	750 
Advocate Aurora Health	826 	CNH Industrial	412 
Wheaton Franciscan Healthcare	641 	Mayo Clinic	392 
University of Wisconsin System	437 	Modine Manufacturing	376 
Gateway Technical College	379 	Aerotek	301 
State of Wisconsin	331 	ProHealth Care	290 
Racine County	322 	Racine Unified School District	233 
Amazon	318 	Atlas Preparatory Academy	200 

Business Size

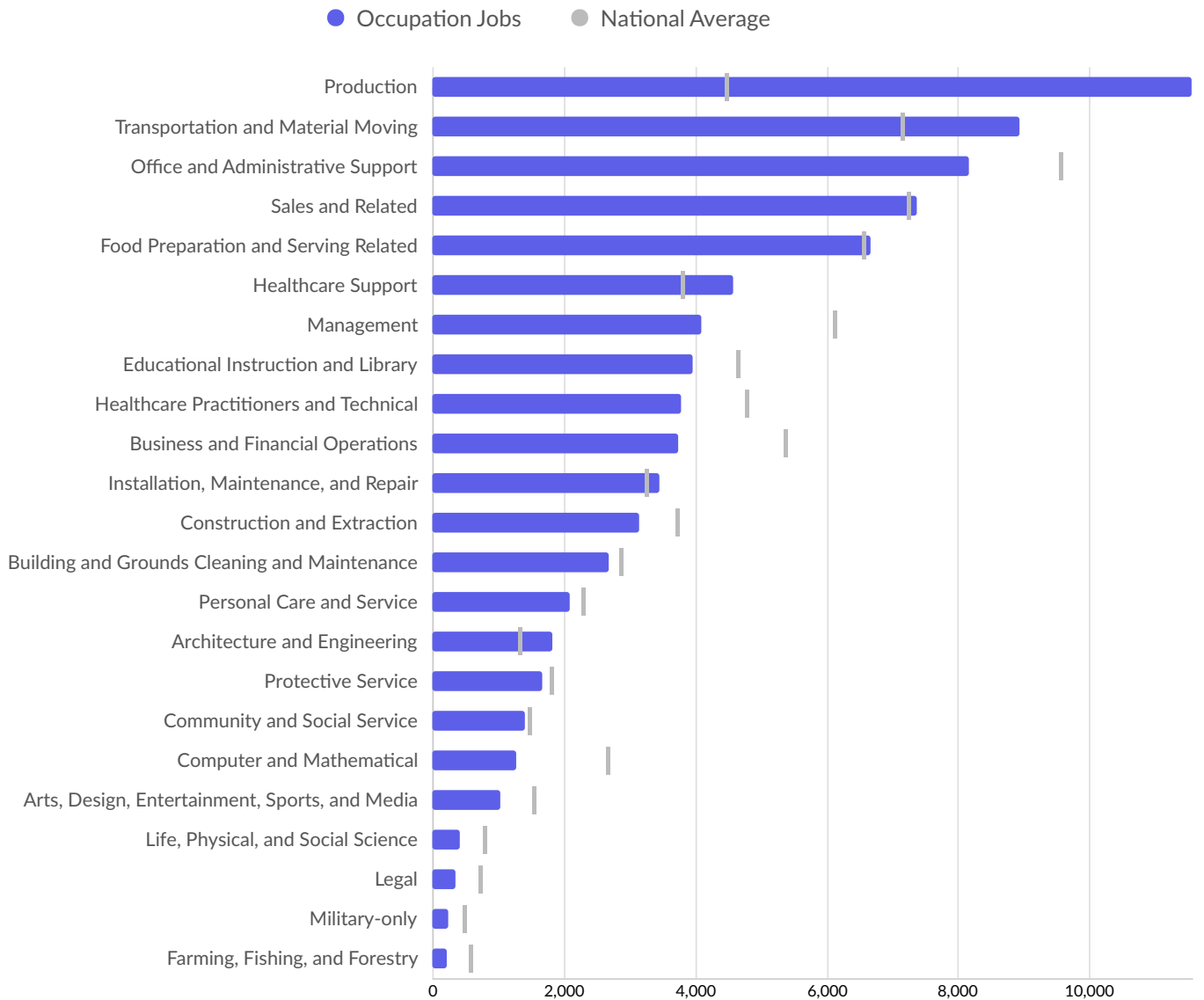


	Percentage	Business Count
● 1 to 4 employees	29.2%	1,682
● 5 to 9 employees	30.5%	1,757
● 10 to 19 employees	23.7%	1,367
● 20 to 49 employees	11.8%	682
● 50 to 99 employees	2.8%	162
● 100 to 249 employees	1.4%	82
● 250 to 499 employees	0.2%	13
● 500+ employees	0.3%	15

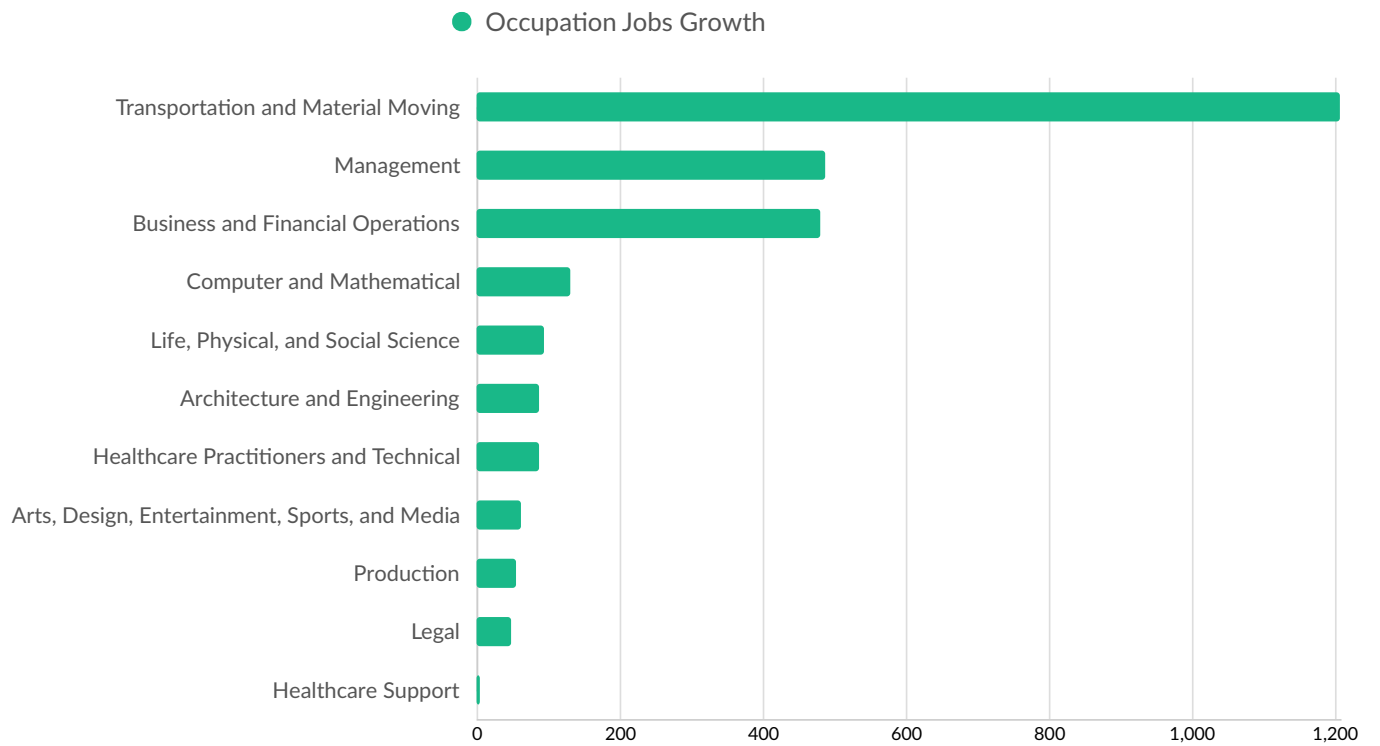
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

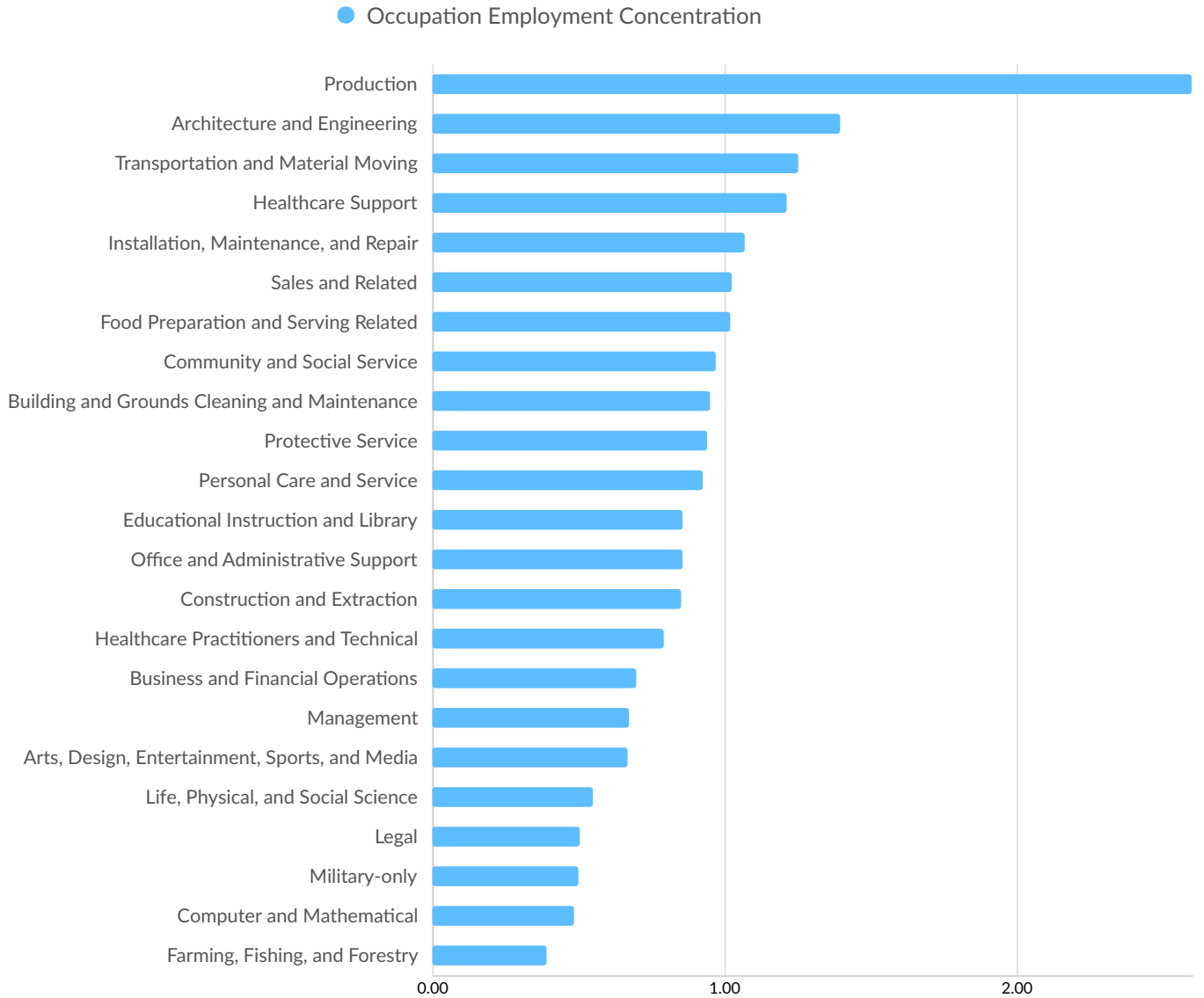
Largest Occupations



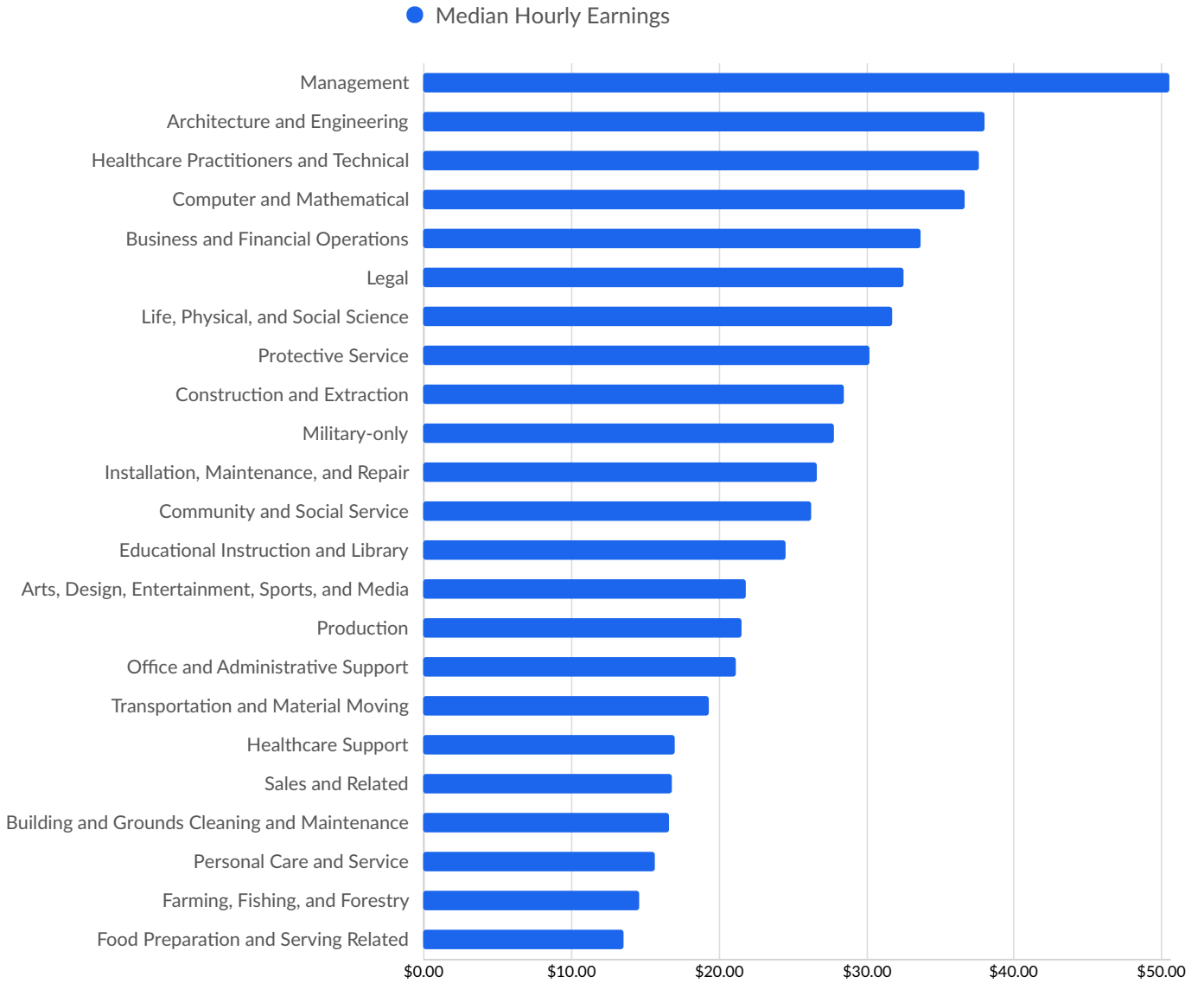
Top Growing Occupations



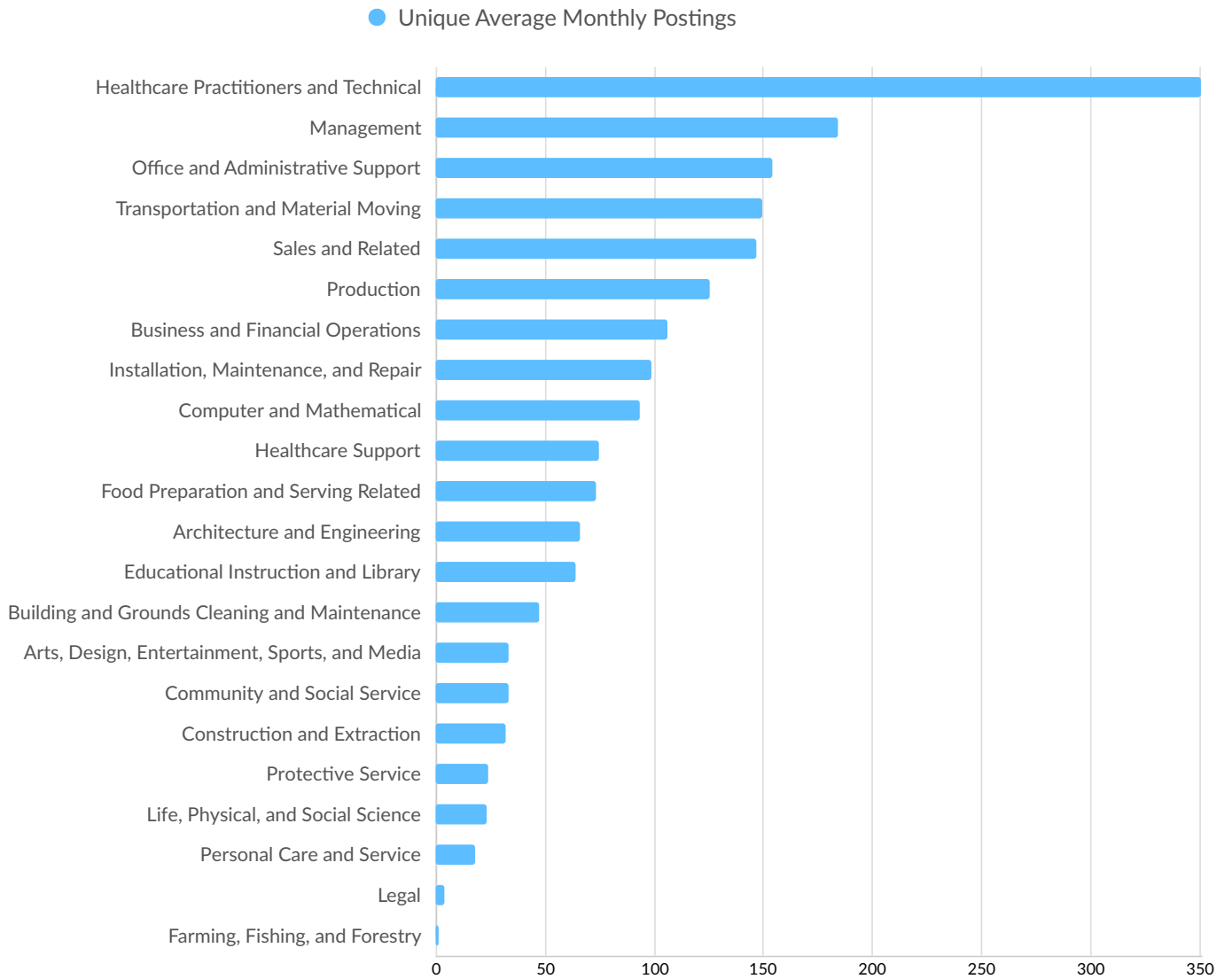
Top Occupation Employment Concentration



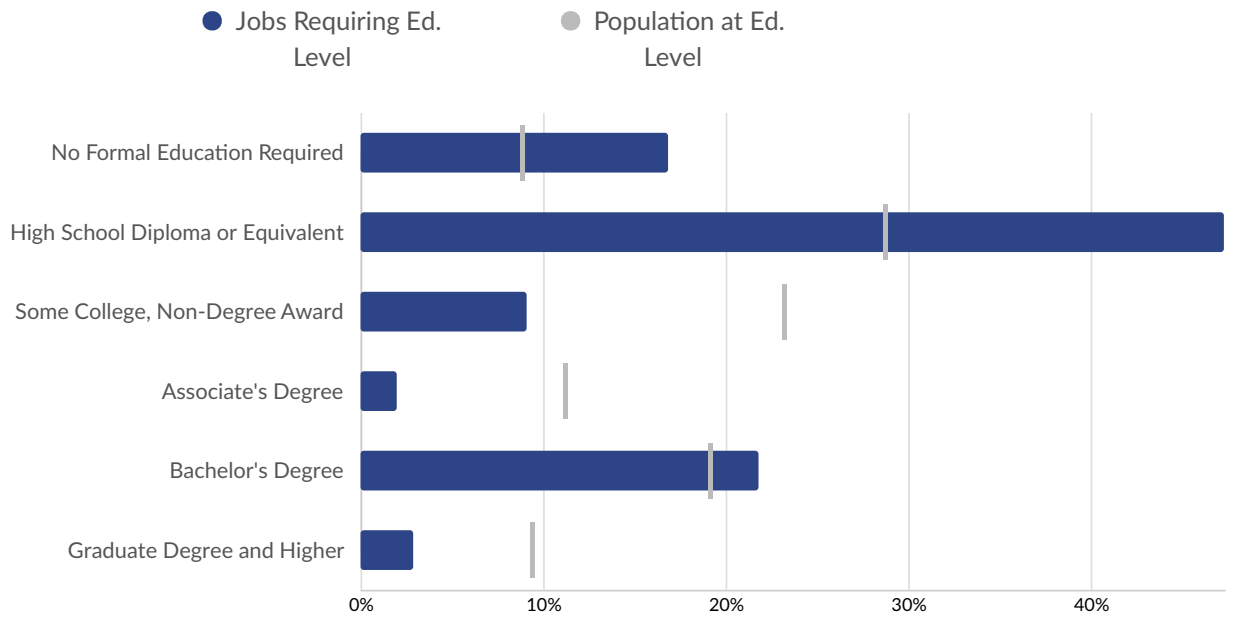
Top Occupation Earnings



Top Posted Occupations

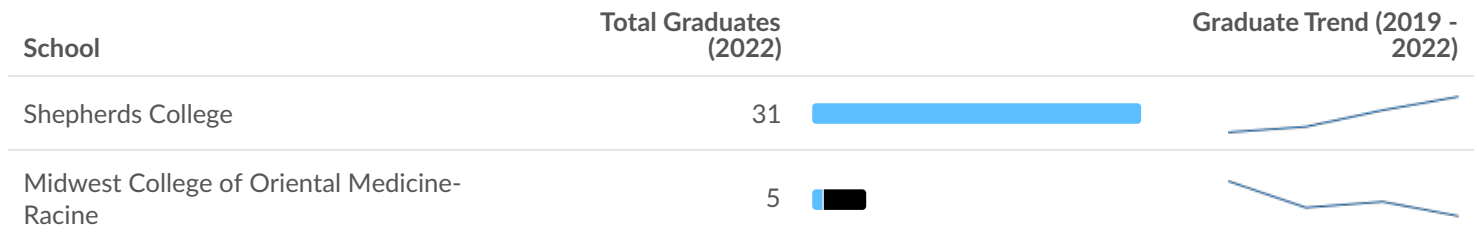


Underemployment



Educational Pipeline

In 2022, there were 36 graduates in Racine County, WI. This pipeline has grown by 3% over the last 4 years. The highest share of these graduates come from "Horticultural Science" (Associate's), "Culinary Arts and Related Services, Other" (Associate's), and "Traditional Chinese Medicine and Chinese Herbology" (Master's or Higher).



- Certificate
- Associate's
- Bachelor's
- Master's or Higher

In-Demand Skills

