



# 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

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### Class of Worker

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

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

## Economy Overview

**196,613**

**Population (2023)**

Population **grew by 265** over the last 5 years and is projected to **grow by 446** over the next 5 years.

**83,728**

**Total Regional Employment**

Jobs **grew by 491** over the last 5 years and are projected to **grow by 2,436** over the next 5 years.

**\$72.7K**

**Median Household Income (2022)**

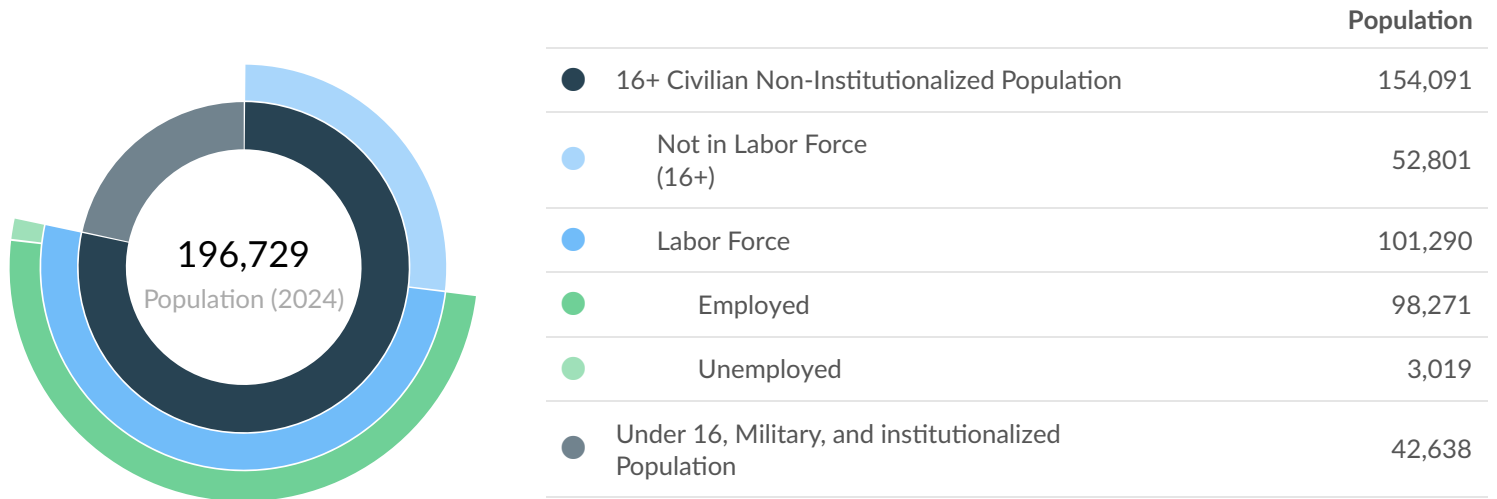
Median household income is **\$2.5K below** the national median household income of \$75.1K.

## Takeaways

- As of 2023 the region's population **increased by 0.1%** since 2018, growing by 265. Population is expected to **increase by 0.2%** between 2023 and 2028, adding 446.
- From 2018 to 2023, jobs **increased by 0.6%** in Racine County, WI from 83,237 to **83,728**. This change **fell short of the national growth rate of 4.5% by 3.9%**. As the number of jobs increased, the **labor force participation rate decreased from 64.9% to 64.8% 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** (2.3% 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.

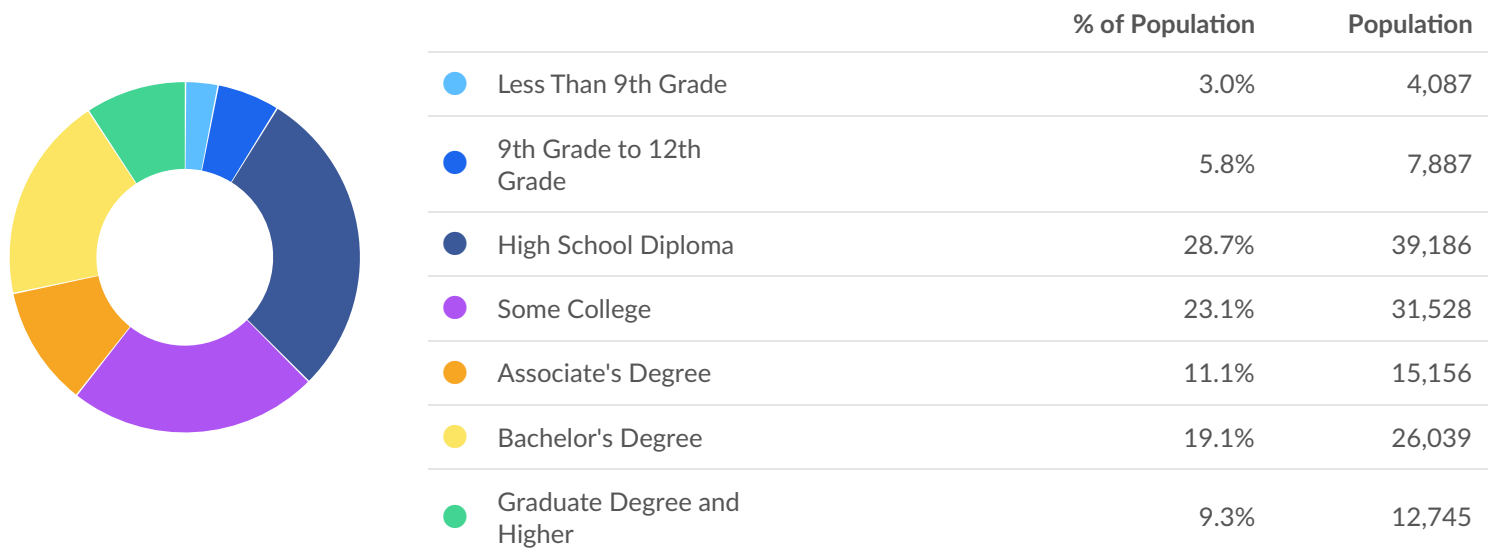
	Population (2024)	Labor Force (Oct 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	196,729	101,290	83,728	98.5	\$11.79B	\$15.66B	\$13.99B
State	5,932,800	3,179,316	3,245,667	100.2	\$412.45B	\$381.77B	\$408.89B

## Oct 2024 Labor Force Breakdown



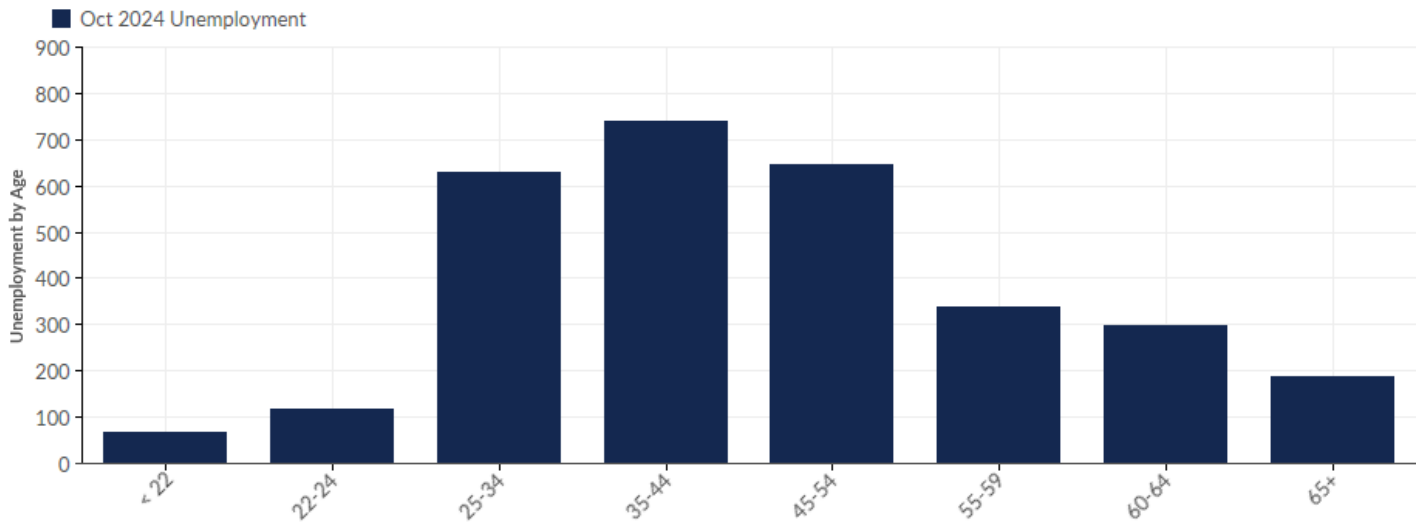
## Educational Attainment

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** (2.3% above the national average).



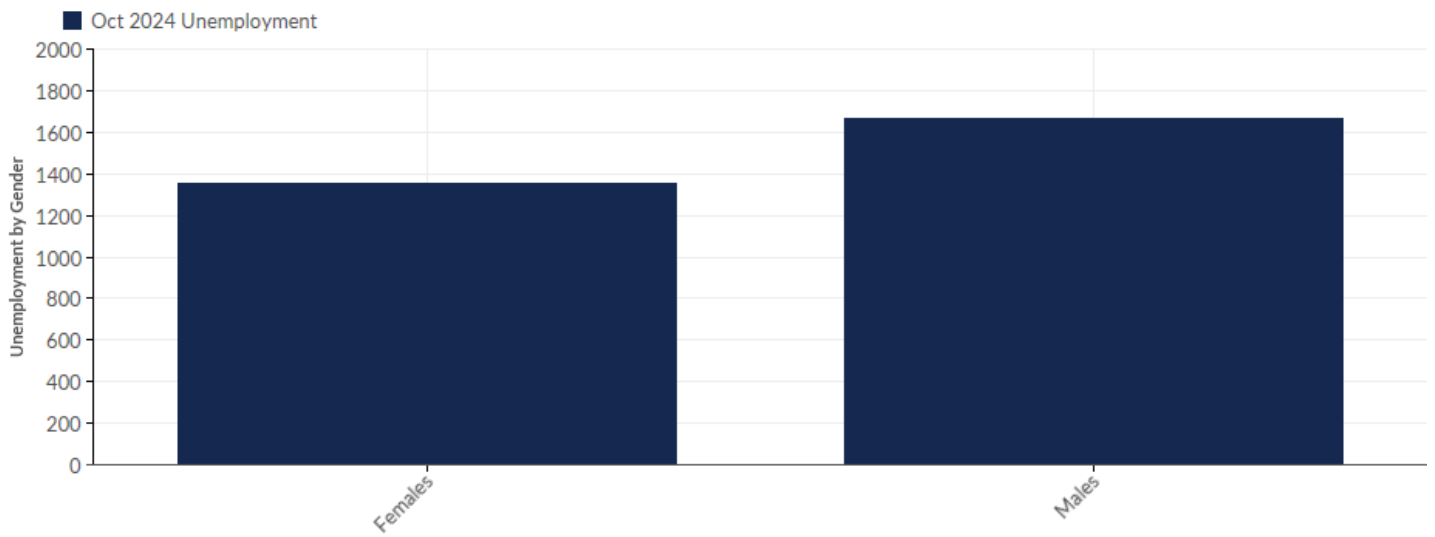
# Unemployment by Demographics

## Unemployment by Age



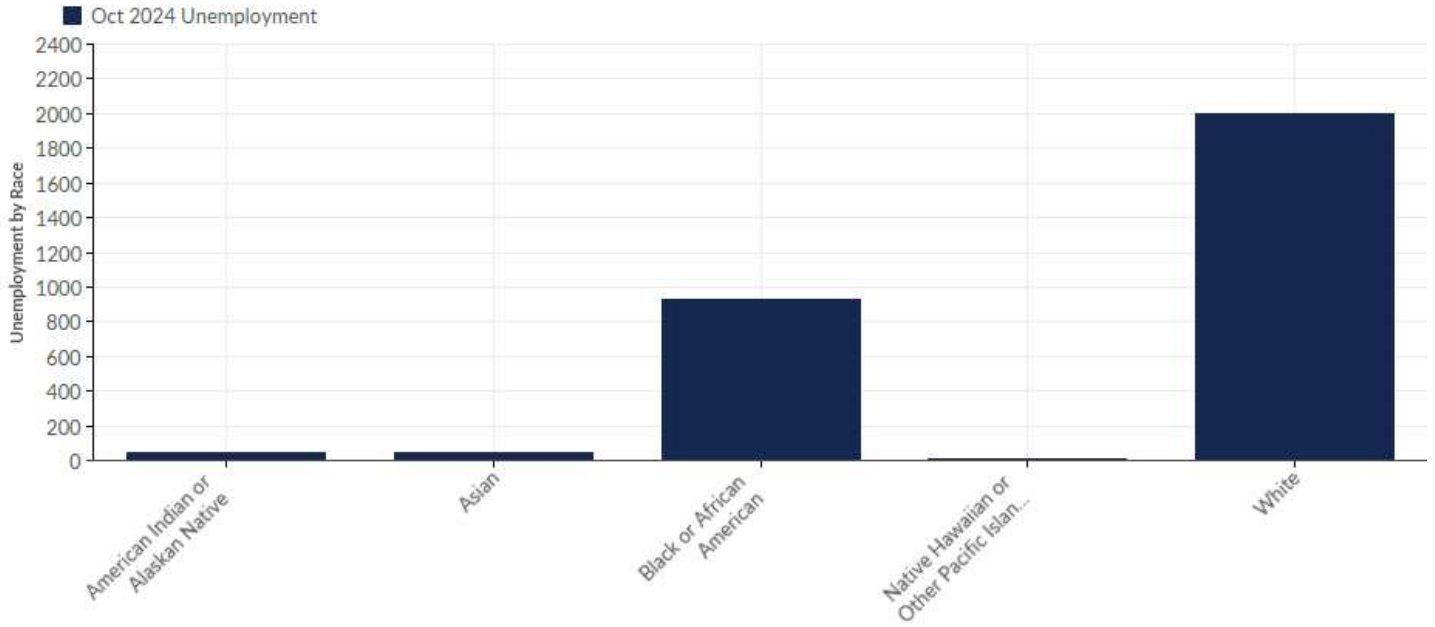
Age	Unemployment (Oct 2024)	% of Unemployed
< 22	68	2.25%
22-24	116	3.84%
25-34	629	20.83%
35-44	738	24.45%
45-54	645	21.36%
55-59	338	11.20%
60-64	298	9.87%
65+	187	6.19%
Total	3,019	100.00%

## Unemployment by Gender



Gender	Unemployment (Oct 2024)	% of Unemployed
Females	1,353	44.82%
Males	1,666	55.18%
Total	3,019	100.00%

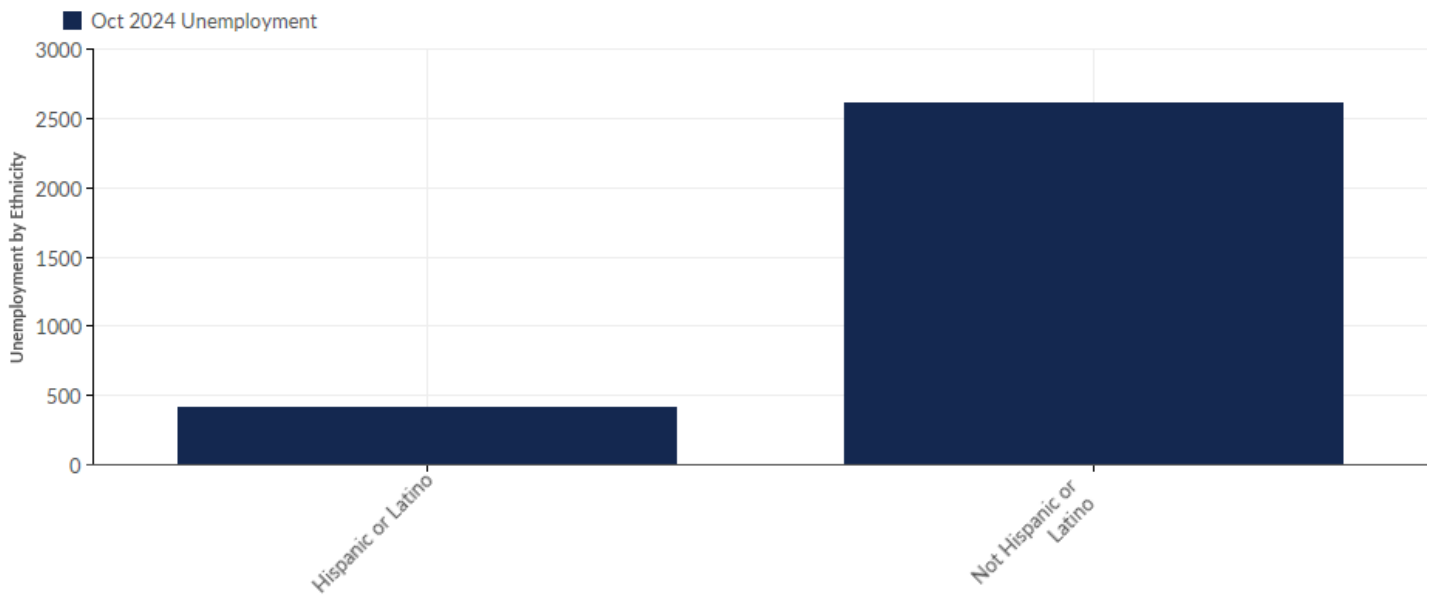
## Unemployment by Race



Race	Unemployment (Oct 2024)	% of Unemployed
American Indian or Alaskan Native	41	1.36%
Asian	48	1.59%
Black or African American	926	30.67%
Native Hawaiian or Other Pacific Islander	5	0.17%
White	1,998	66.18%
Total	3,019	100.00%



## Unemployment by Ethnicity

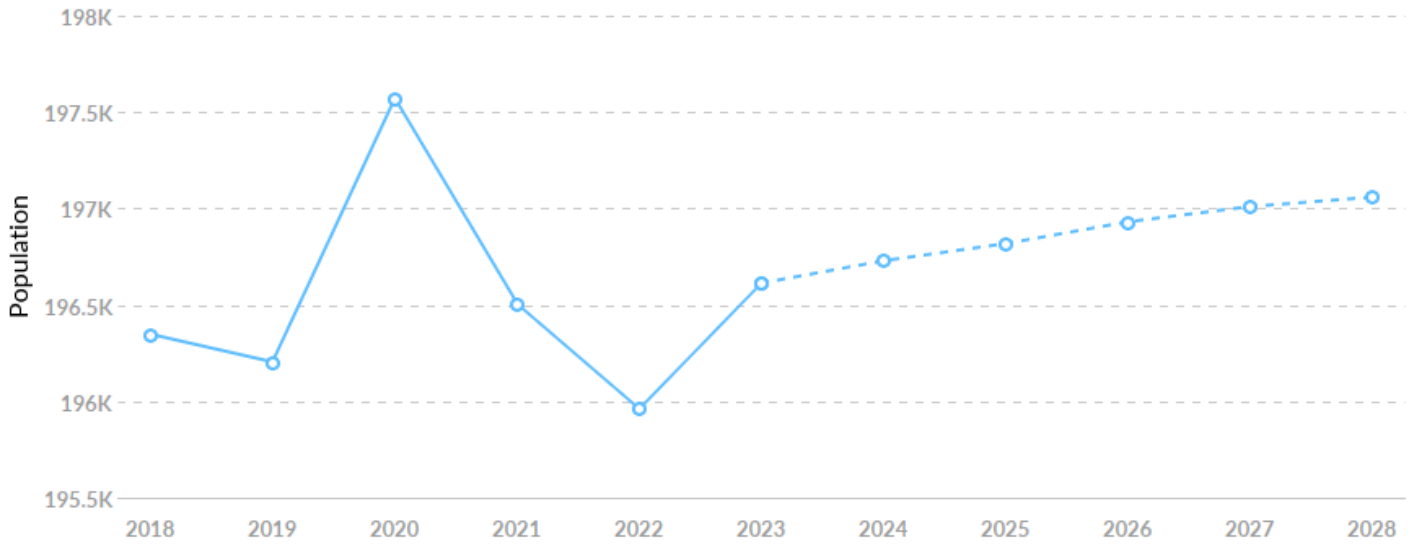


Ethnicity	Unemployment (Oct 2024)	% of Unemployed
Hispanic or Latino	410	13.58%
Not Hispanic or Latino	2,609	86.42%
Total	3,019	100.00%

# Historic & Projected Trends

## Population Trends

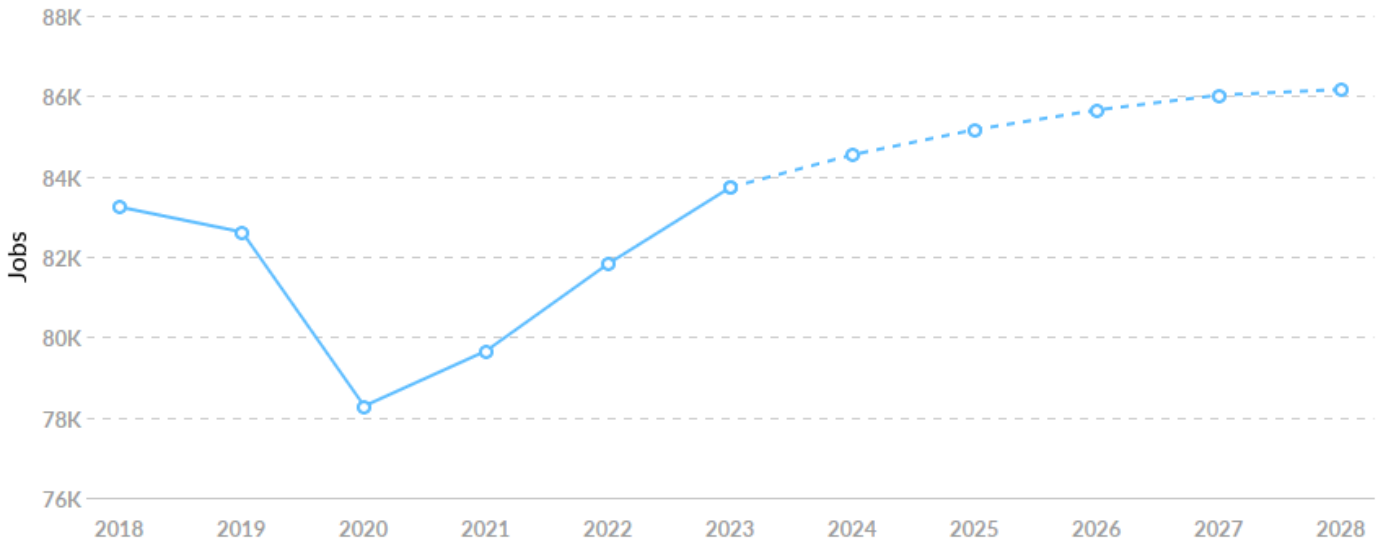
As of 2023 the region's population increased by 0.1% since 2018, growing by 265. Population is expected to increase by 0.2% between 2023 and 2028, adding 446.



Timeframe	Population
2018	196,348
2019	196,204
2020	197,568
2021	196,505
2022	195,961
2023	196,613
2024	196,729
2025	196,818
2026	196,931
2027	197,010
2028	197,059

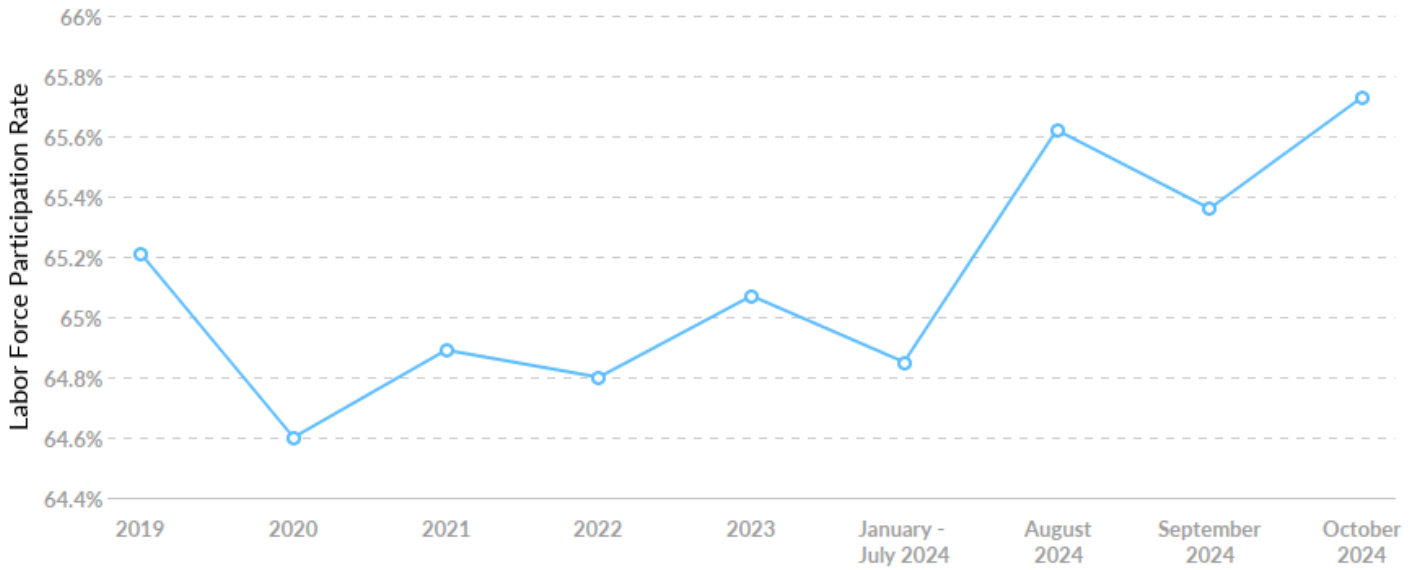
## Job Trends

From 2018 to 2023, jobs increased by 0.6% in Racine County, WI from 83,237 to **83,728**. This change fell short of the national growth rate of 4.5% by 3.9%.



Timeframe	Jobs
2018	83,237
2019	82,615
2020	78,280
2021	79,656
2022	81,827
2023	83,728
2024	84,539
2025	85,163
2026	85,653
2027	86,023
2028	86,164

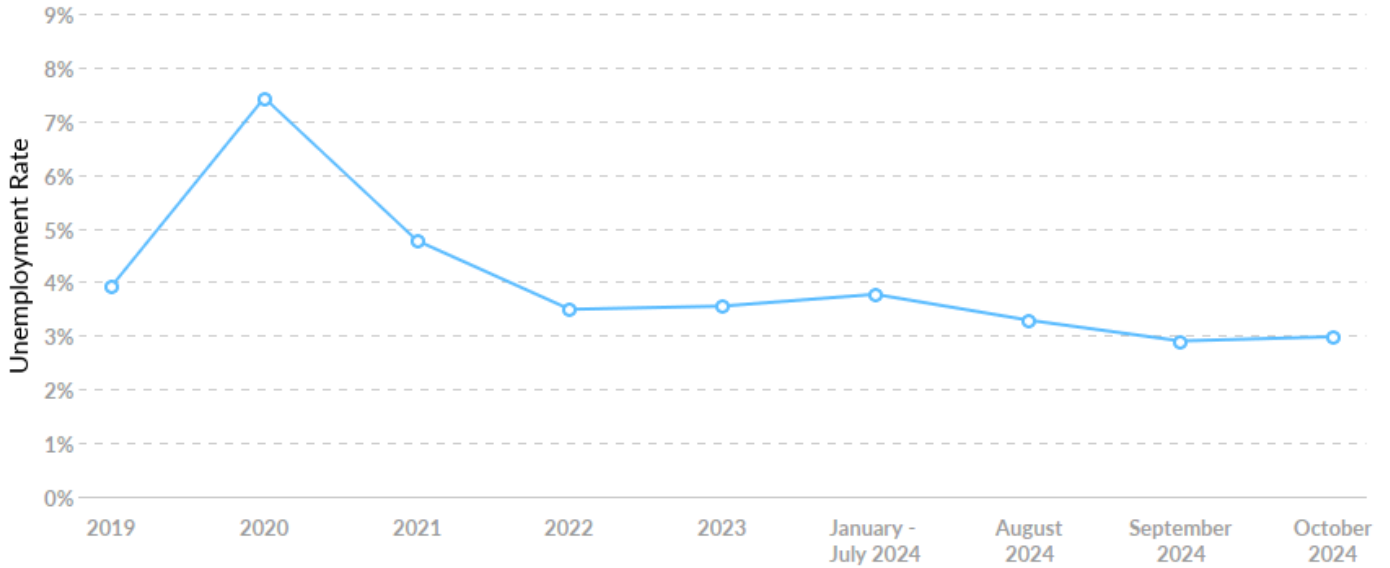
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	65.21%
2020	64.60%
2021	64.89%
2022	64.80%
2023	65.07%
January - July 2024	64.85%
August 2024	65.62%
September 2024	65.36%
October 2024	65.73%

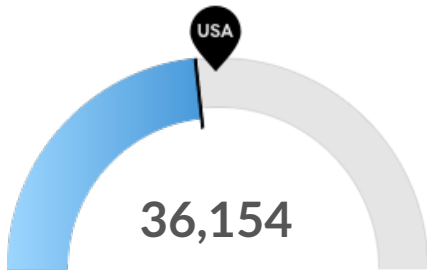
## Unemployment Rate Trends

Racine County, WI had an October 2024 unemployment rate of 2.98%, **decreasing from 3.92%** 5 years before.



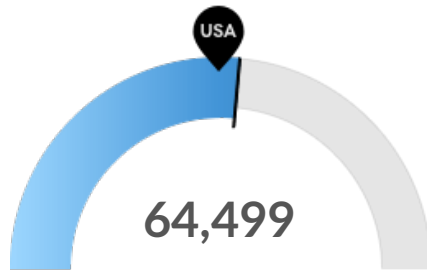
Timeframe	Unemployment Rate
2019	3.92%
2020	7.43%
2021	4.77%
2022	3.49%
2023	3.55%
January - July 2024	3.77%
August 2024	3.29%
September 2024	2.90%
October 2024	2.98%

## Population Characteristics



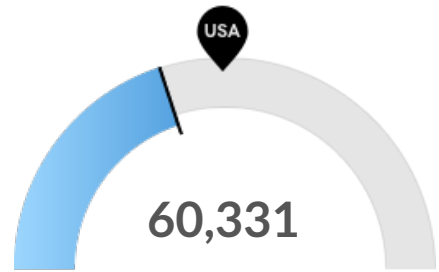
**Millennials**

Racine County, WI has 36,154 millennials (ages 25-39). The national average for an area this size is 39,949.



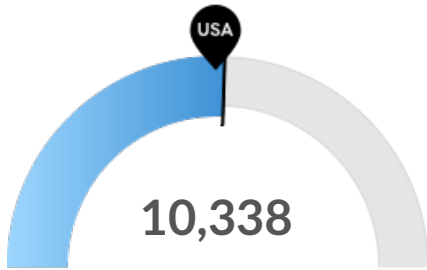
**Retiring Soon**

Retirement risk is about average in Racine County, WI. The national average for an area this size is 59,353 people 55 or older, while there are 64,499 here.



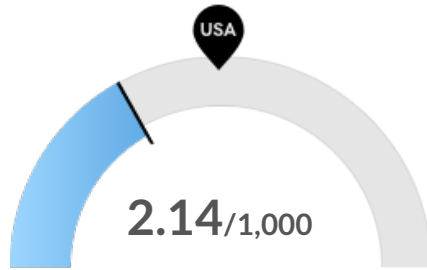
**Racial Diversity**

Racial diversity is low in Racine County, WI. The national average for an area this size is 81,884 racially diverse people, while there are 60,331 here.



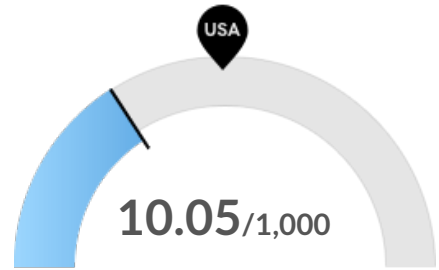
**Veterans**

Racine County, WI has 10,338 veterans. The national average for an area this size is 10,019.



**Violent Crime**

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

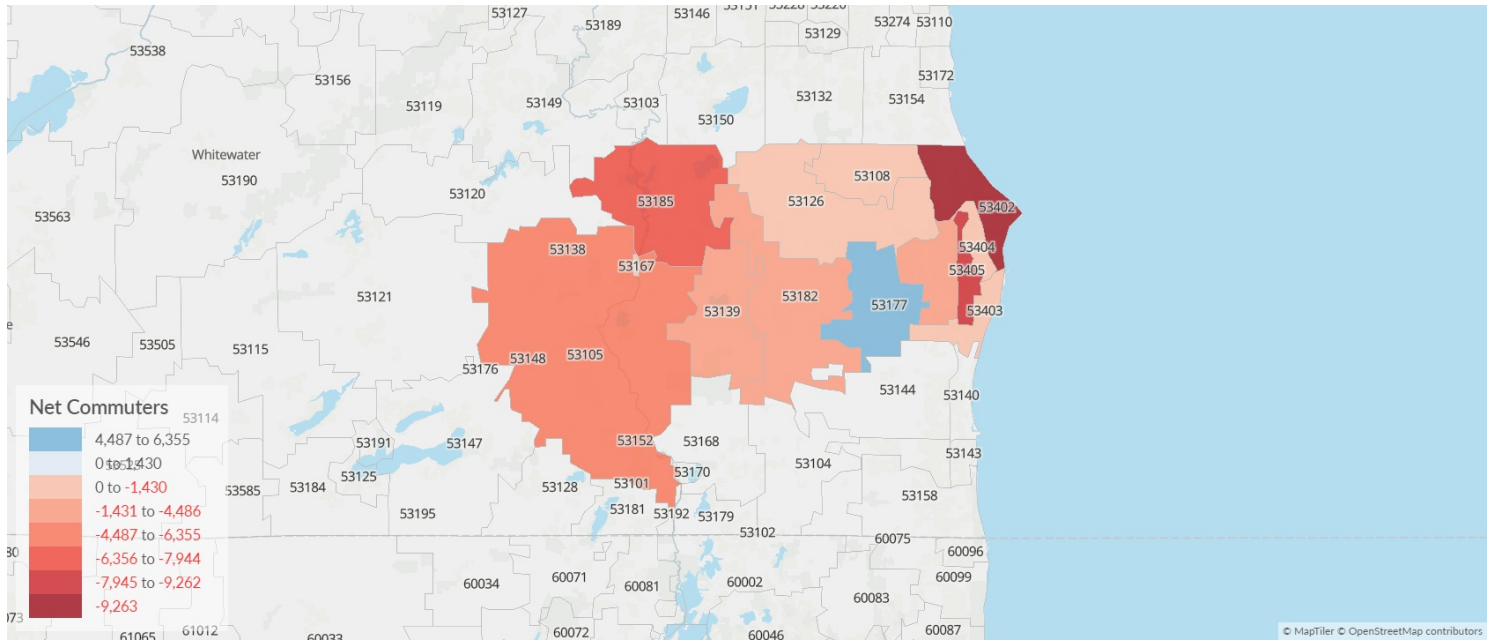


**Property Crime**

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 #2 for resident workers. The top ZIP for resident workers is 53402.



### Where Talent Works

ZIP	Name	2023 Employment
53105	Burlington, WI (in Racine...	12,543
53406	Racine, WI (in Racine co...	12,240
53403	Racine, WI (in Racine co...	12,126
53177	Sturtevant, WI (in Racine...	9,380
53402	Racine, WI (in Racine co...	9,002

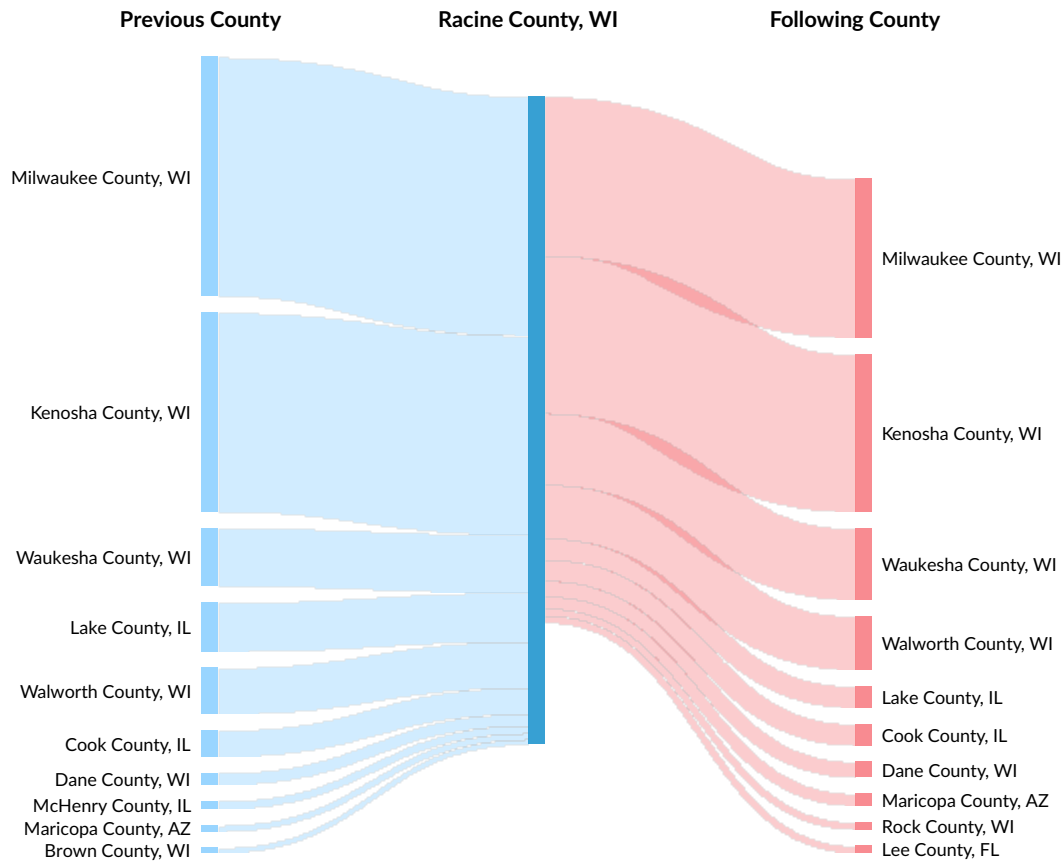
### Where Talent Lives

ZIP	Name	2023 Workers
53402	Racine, WI (in Racine co...	18,264
53105	Burlington, WI (in Racine...	17,031
53406	Racine, WI (in Racine co...	14,301
53405	Racine, WI (in Racine co...	13,573
53403	Racine, WI (in Racine co...	12,500

# 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 2022, **1,907** people have migrated from Milwaukee County, WI to Racine County, WI. In the same year, **1,269** people left Racine County, WI migrating to Milwaukee County, WI. The total Net Migration for Racine County, WI in 2022 was **-26**.



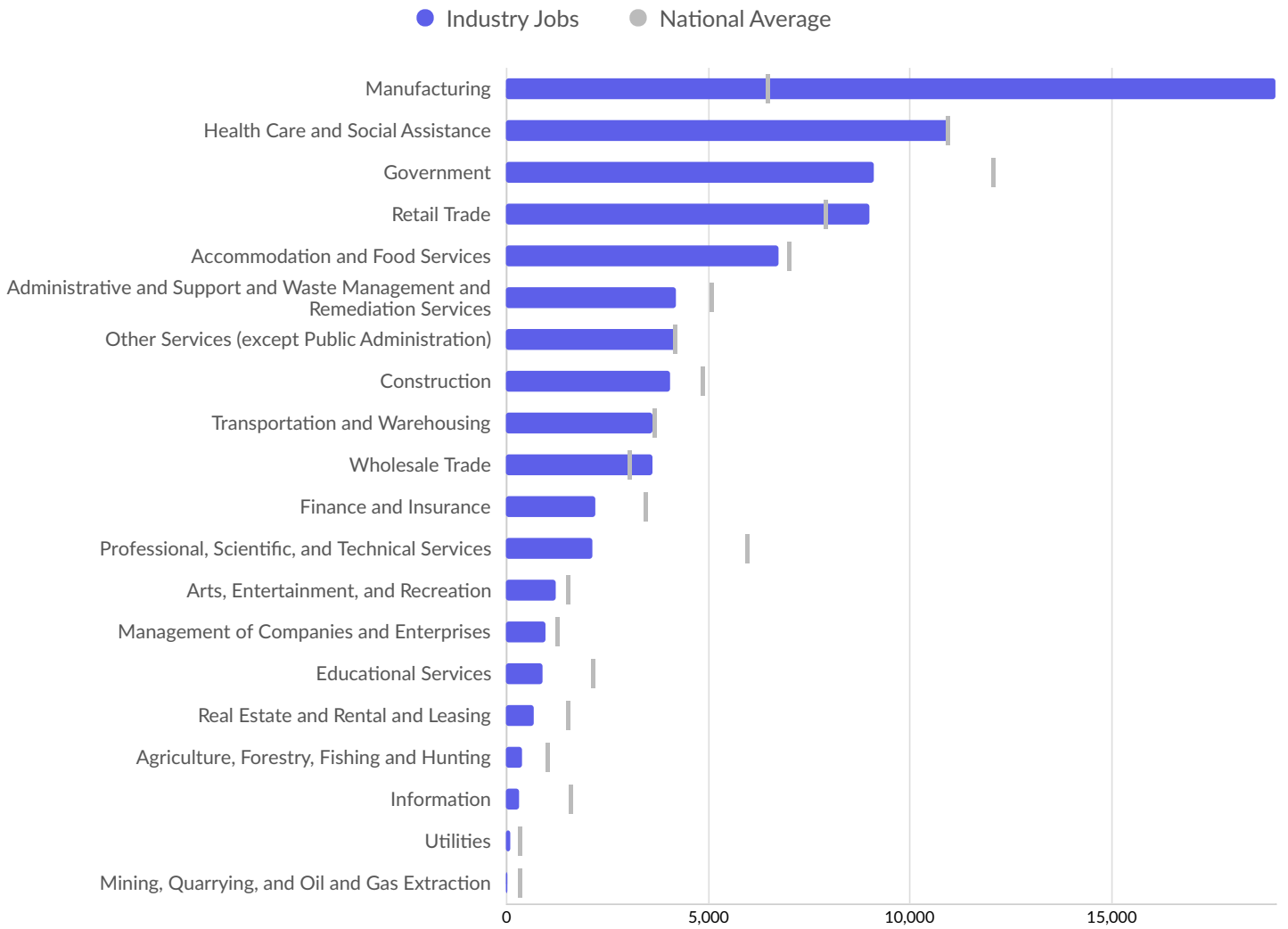
Top Previous Counties	Migrations
Milwaukee County, WI	1,907
Kenosha County, WI	1,587
Waukesha County, WI	462
Lake County, IL	391
Walworth County, WI	368
Cook County, IL	209



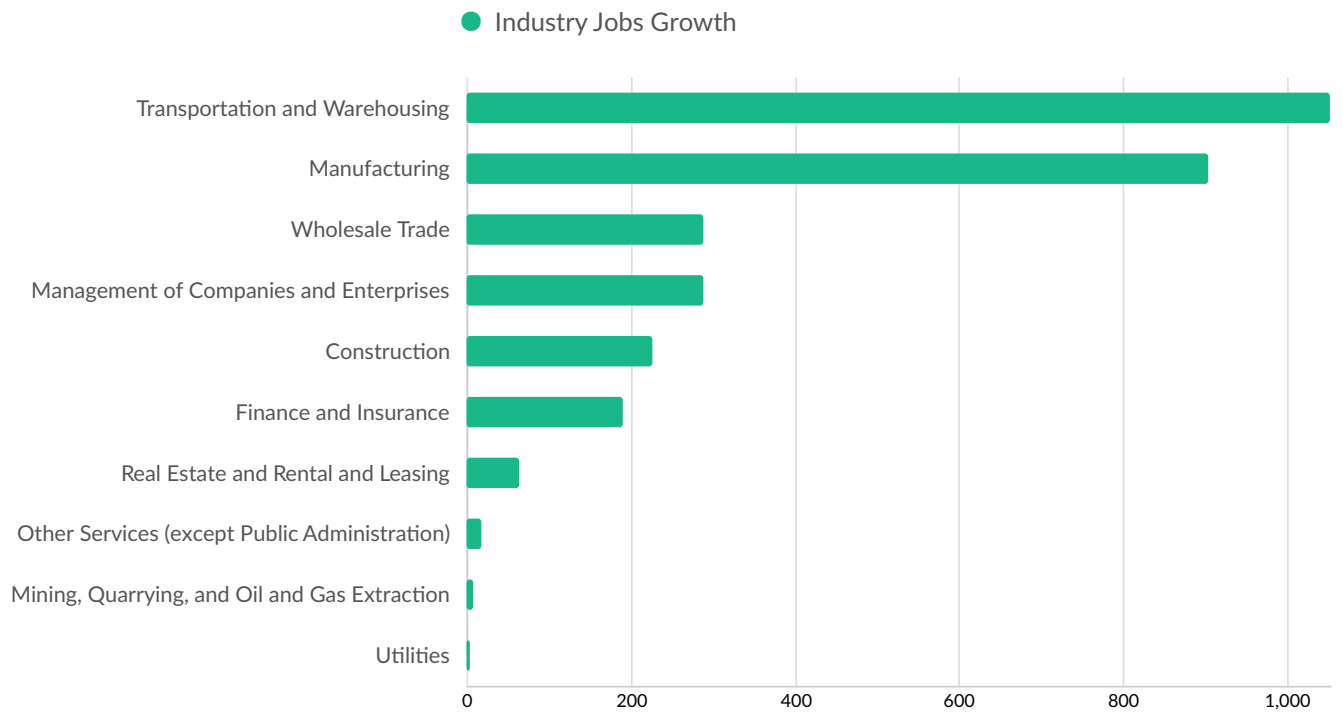
Top Previous Counties	Migrations
Dane County, WI	93
McHenry County, IL	62
Maricopa County, AZ	48
Brown County, WI	41
Rock County, WI	40
Will County, IL	37
Ozaukee County, WI	37
Whiteside County, IL	35
DuPage County, IL	34
Top Following Counties	Migrations
Milwaukee County, WI	1,269
Kenosha County, WI	1,258
Waukesha County, WI	571
Walworth County, WI	428
Lake County, IL	170
Cook County, IL	169
Dane County, WI	123
Maricopa County, AZ	96
Rock County, WI	58
Lee County, FL	57
McHenry County, IL	51
Dodge County, WI	50
Winnebago County, WI	49
Jefferson County, WI	45
Clark County, NV	44

# Industry Characteristics

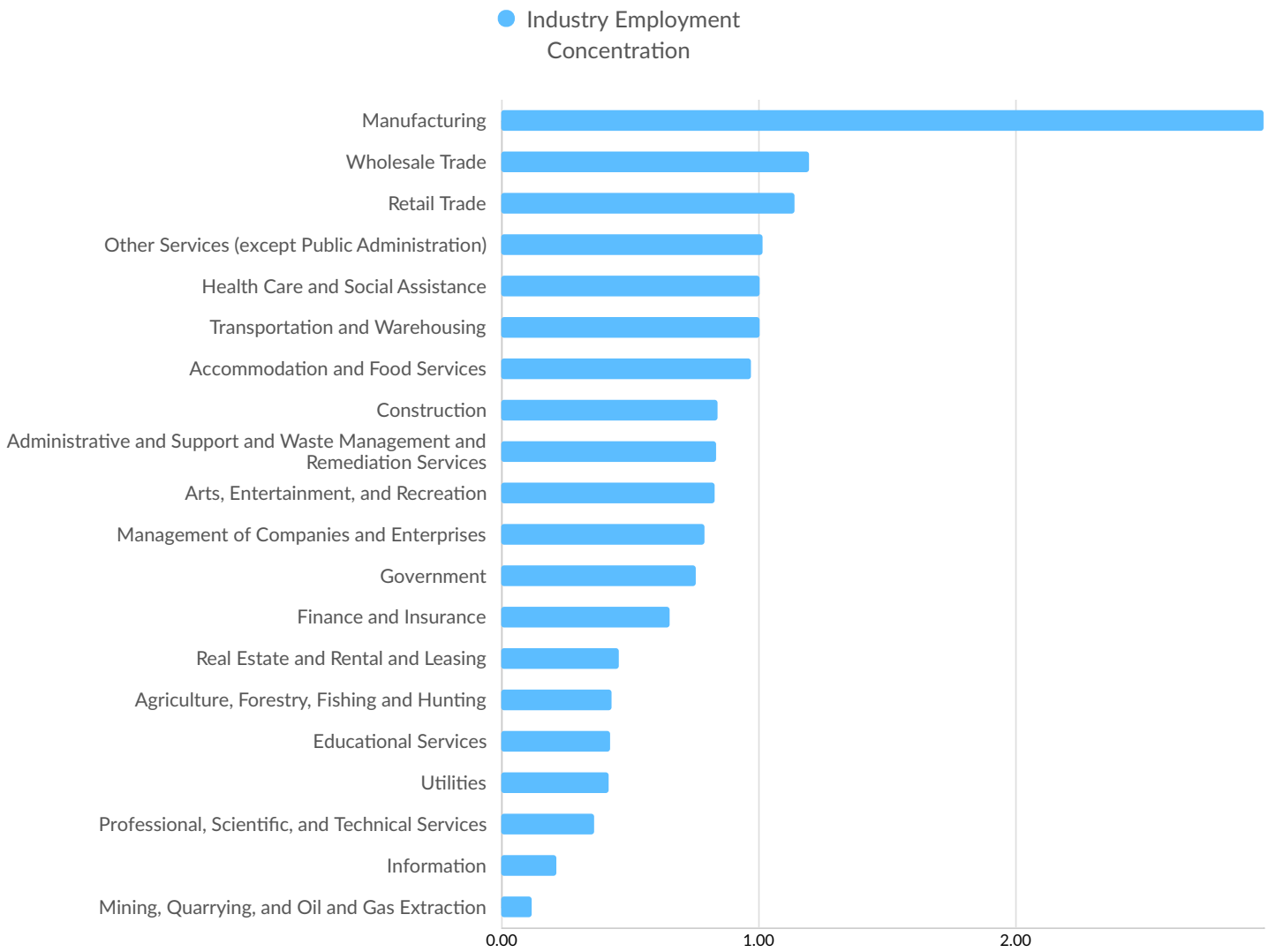
## Largest Industries



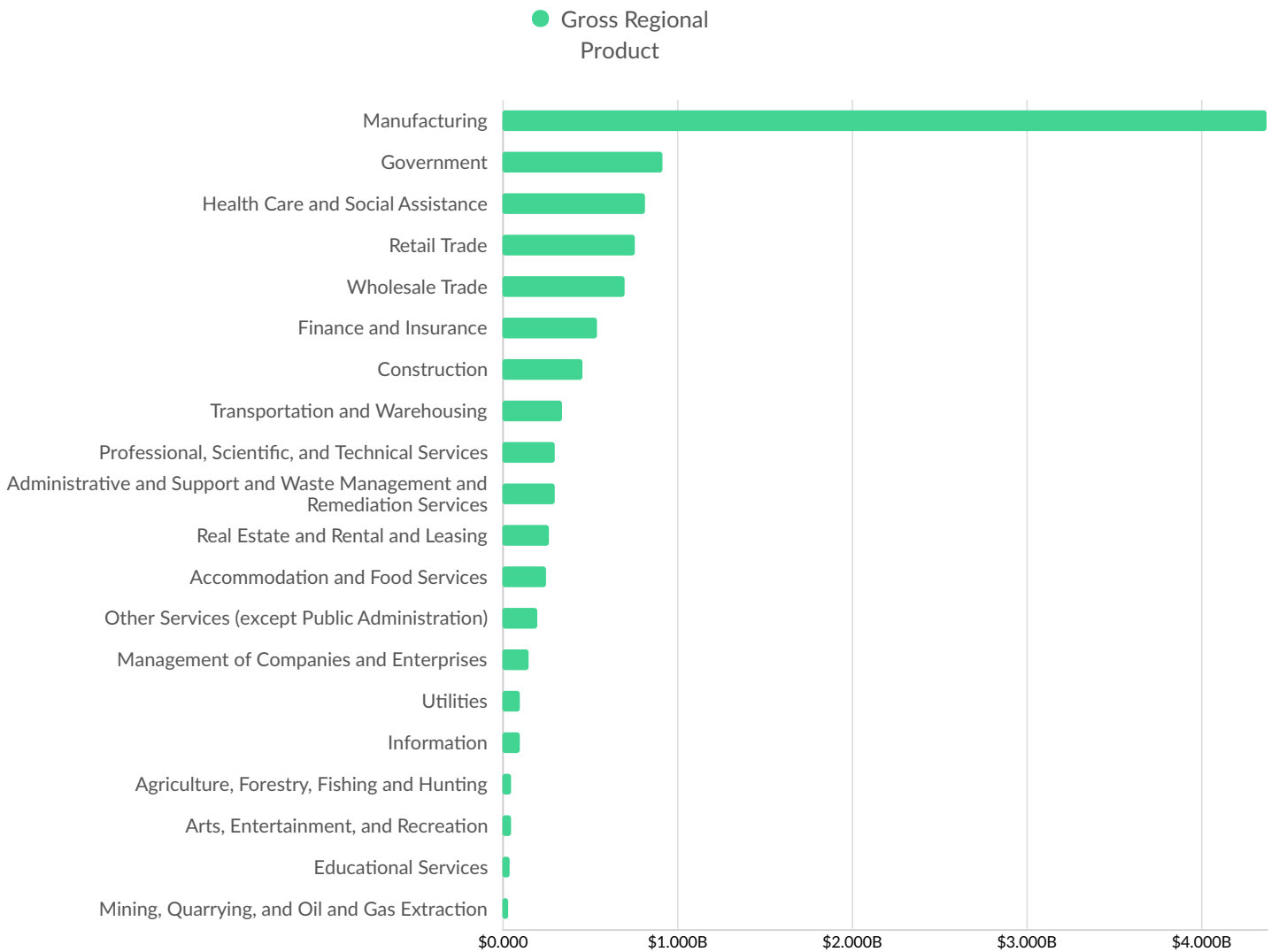
## Top Growing Industries



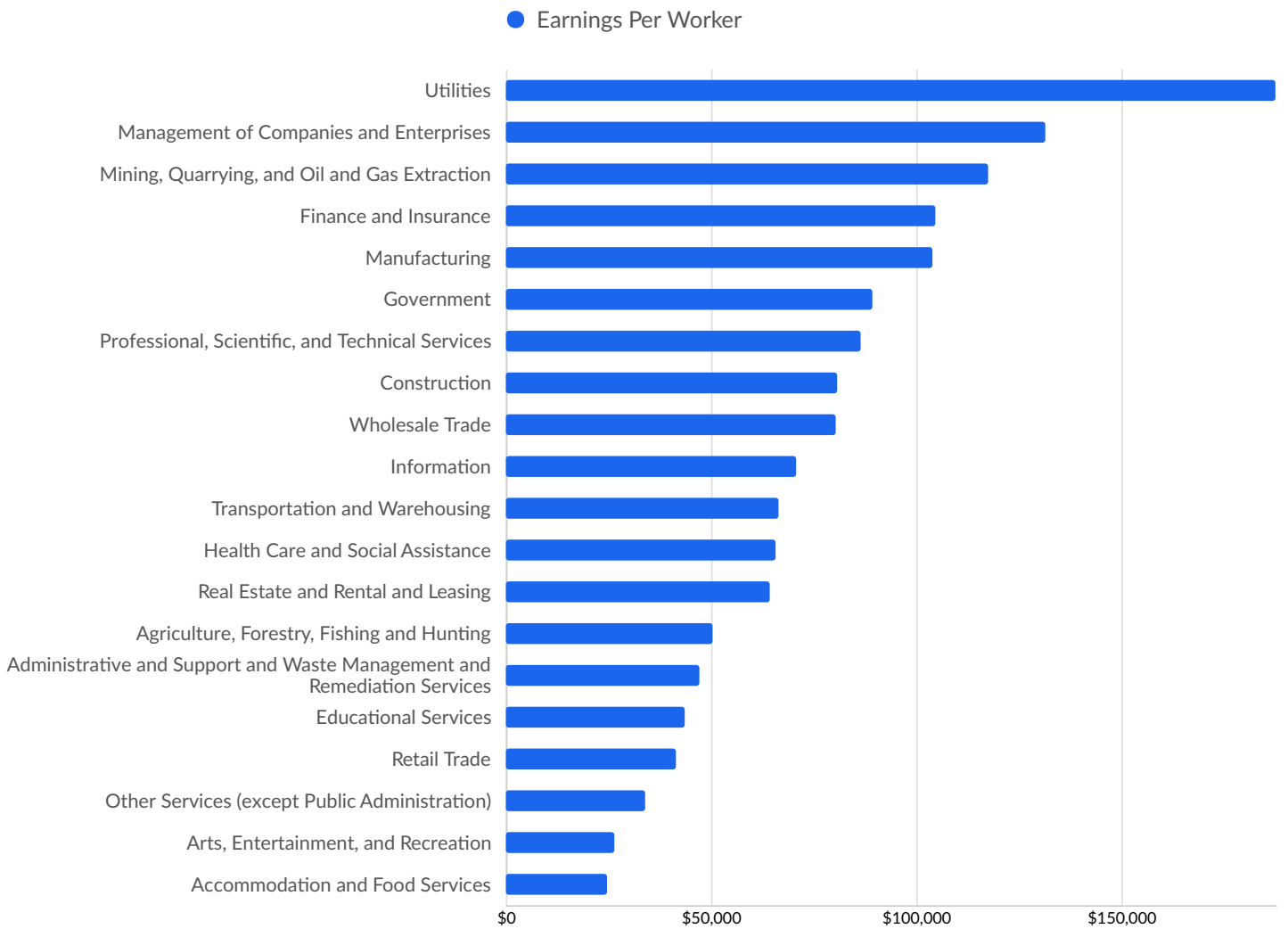
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



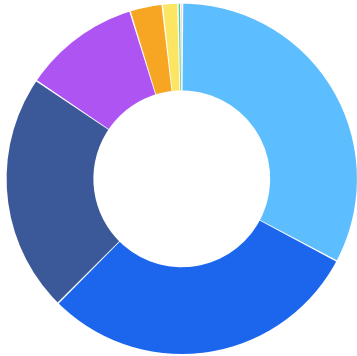
## Business Characteristics

### 14,958 Companies Employ Your Workers

Online profiles for your workers mention 14,958 companies as employers, with the top 10 appearing below. In the last 12 months, 2,000 companies in Racine County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
SC Johnson	1,232 	Advocate Aurora Health	846 
Racine Unified School District	1,094 	Uline	632 
CNH Industrial	894 	Ascension	563 
Advocate Aurora Health	817 	Aerotek	490 
Wheaton Franciscan Healthcare	647 	SC Johnson	290 
University of Wisconsin System	454 	Actalent	274 
Gateway Technical College	400 	Modine Manufacturing	260 
State of Wisconsin	338 	Racine Unified School District	255 
Johnson Financial Group	323 	Mayo Clinic	225 
Racine County	321 	CNH Industrial	209 

## Business Size



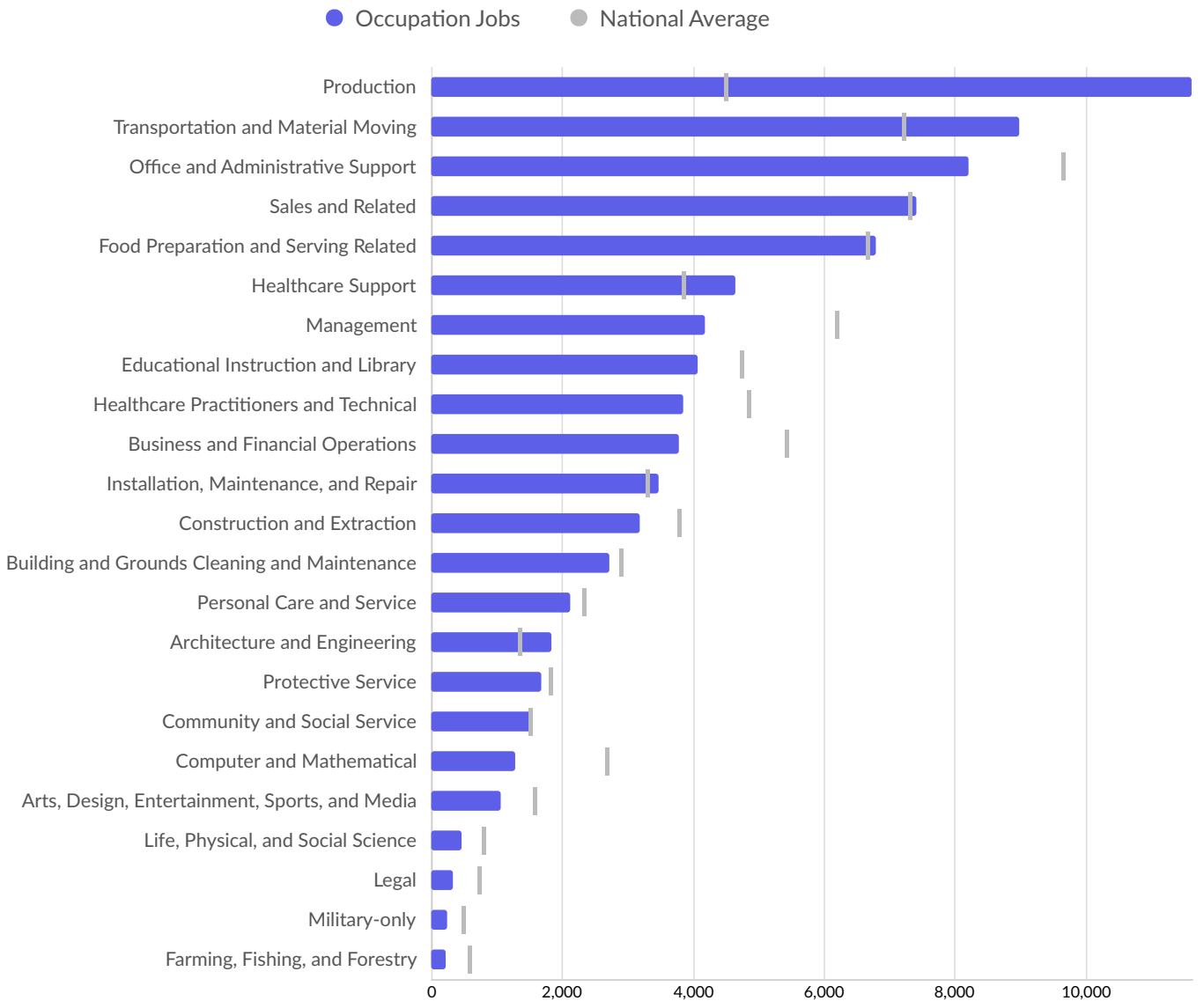
	Percentage	Business Count
● 1 to 4 employees	32.7%	2,242
● 5 to 9 employees	29.7%	2,037
● 10 to 19 employees	22.0%	1,508
● 20 to 49 employees	10.8%	739
● 50 to 99 employees	3.0%	205
● 100 to 249 employees	1.4%	98
● 250 to 499 employees	0.3%	18
● 500+ employees	0.2%	11

\*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.

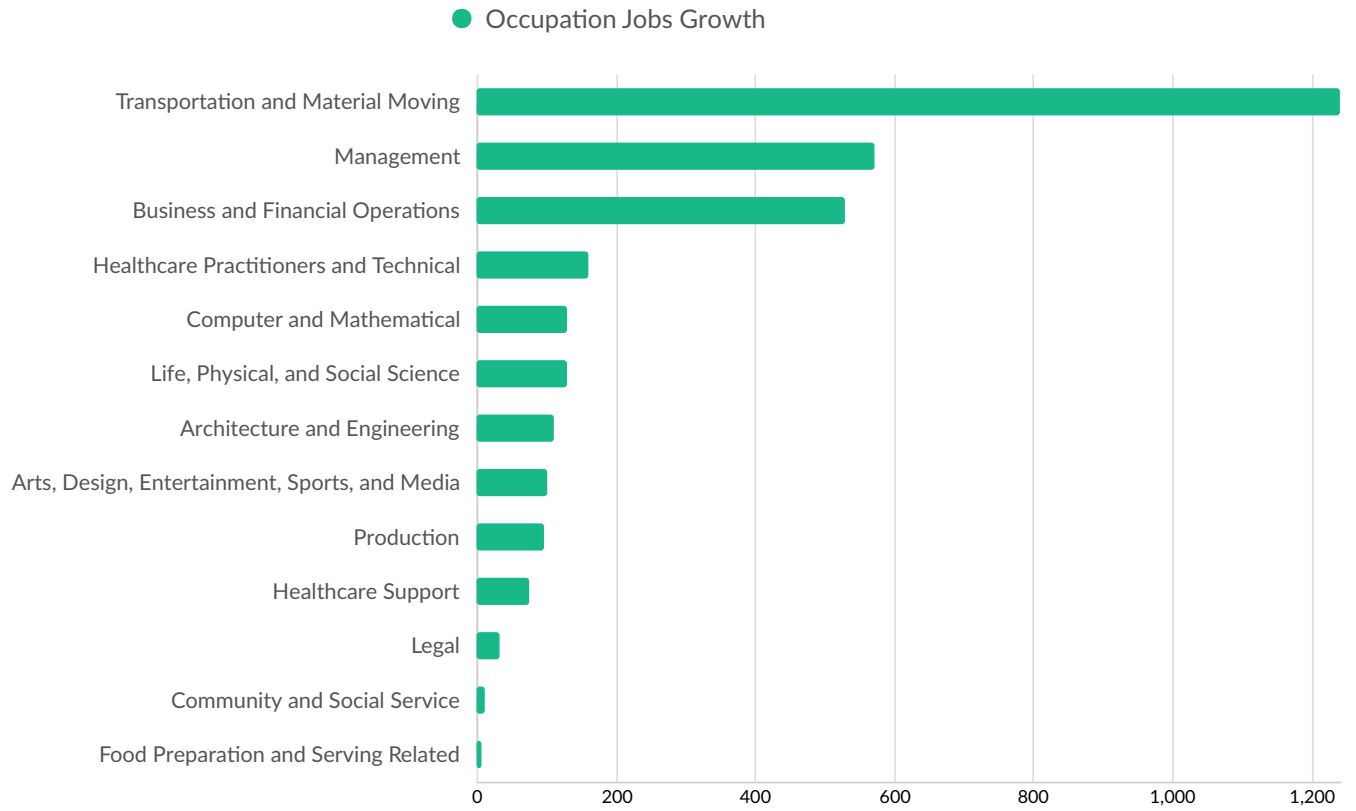


# Workforce Characteristics

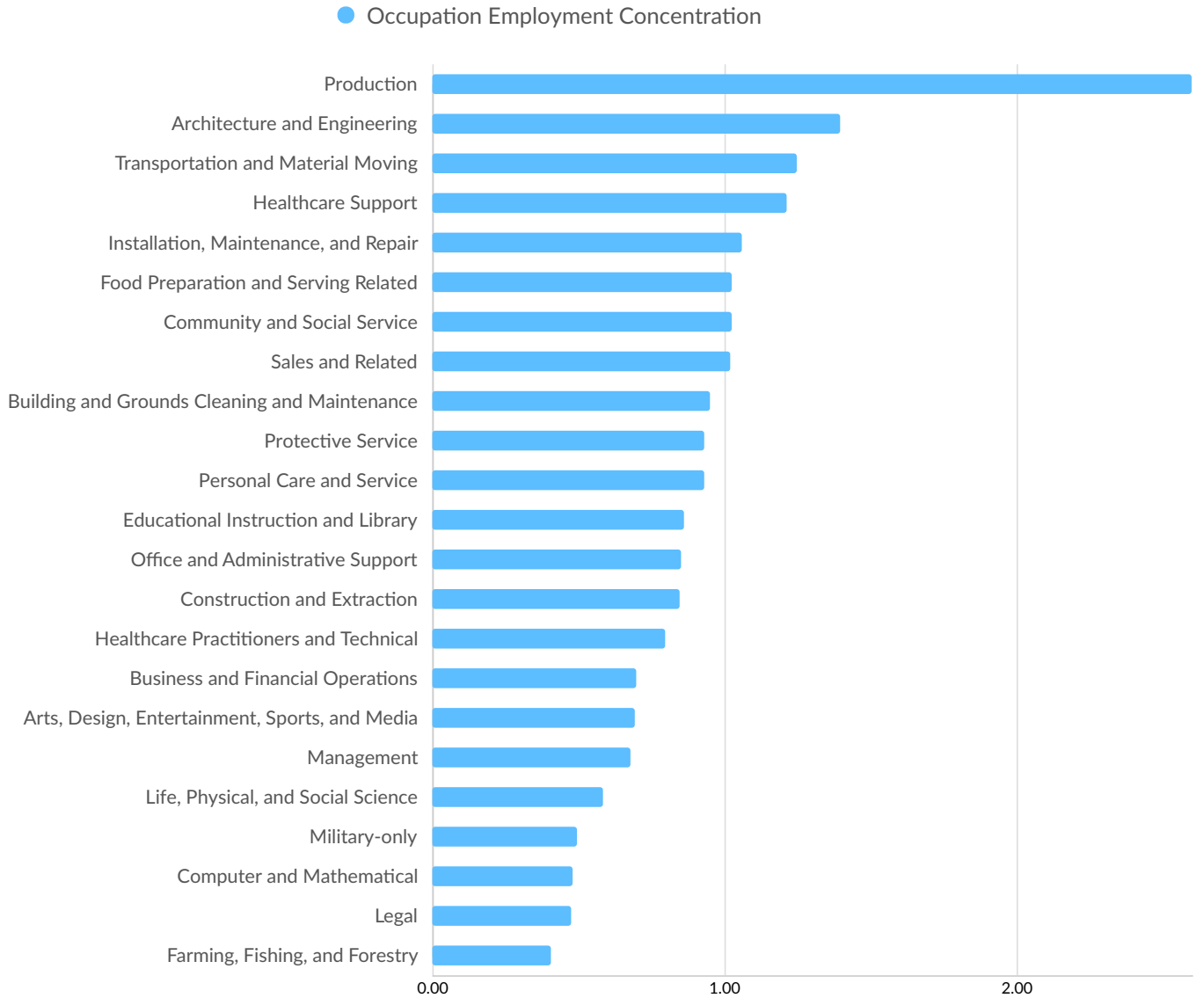
## Largest Occupations



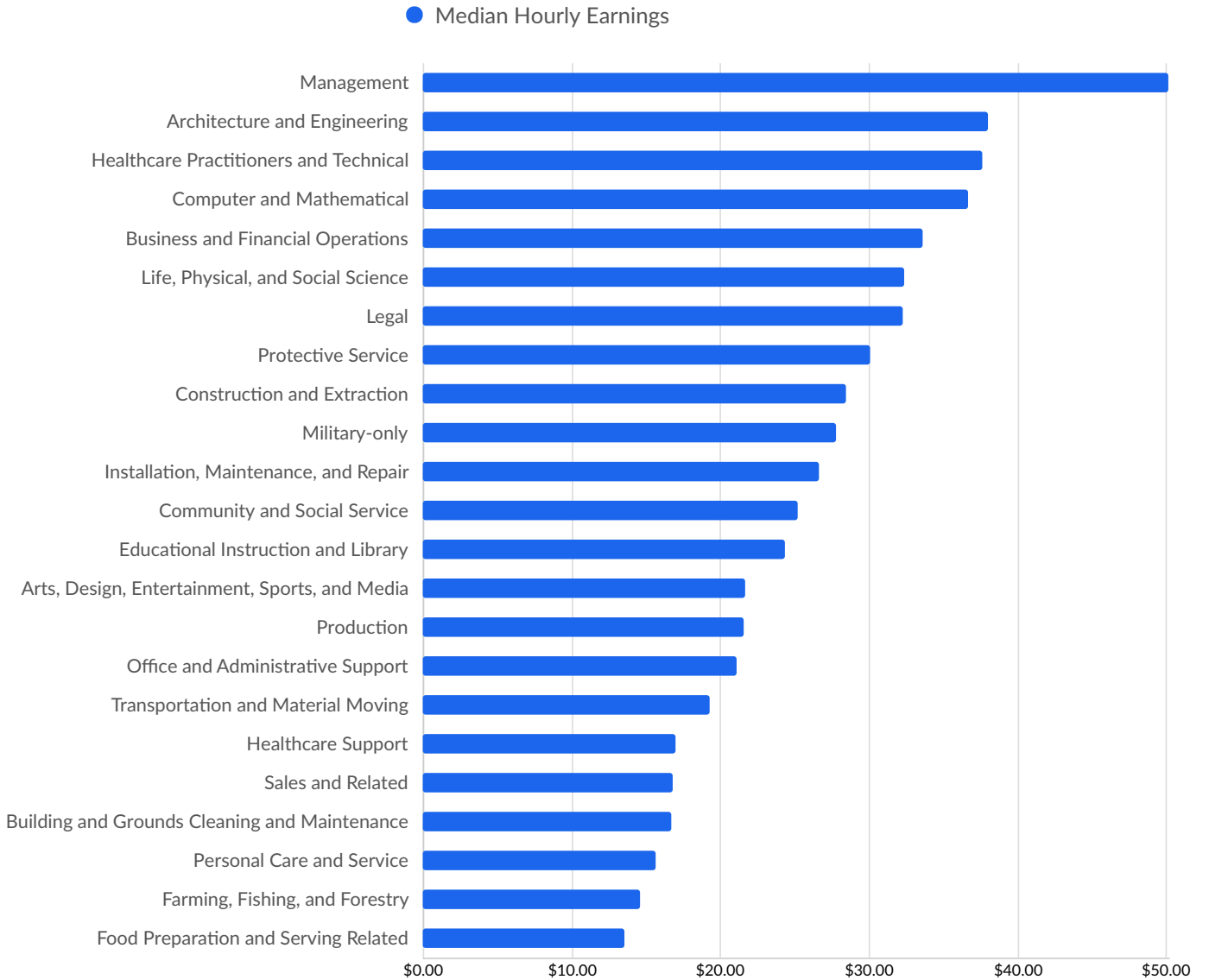
## Top Growing Occupations



## Top Occupation Employment Concentration

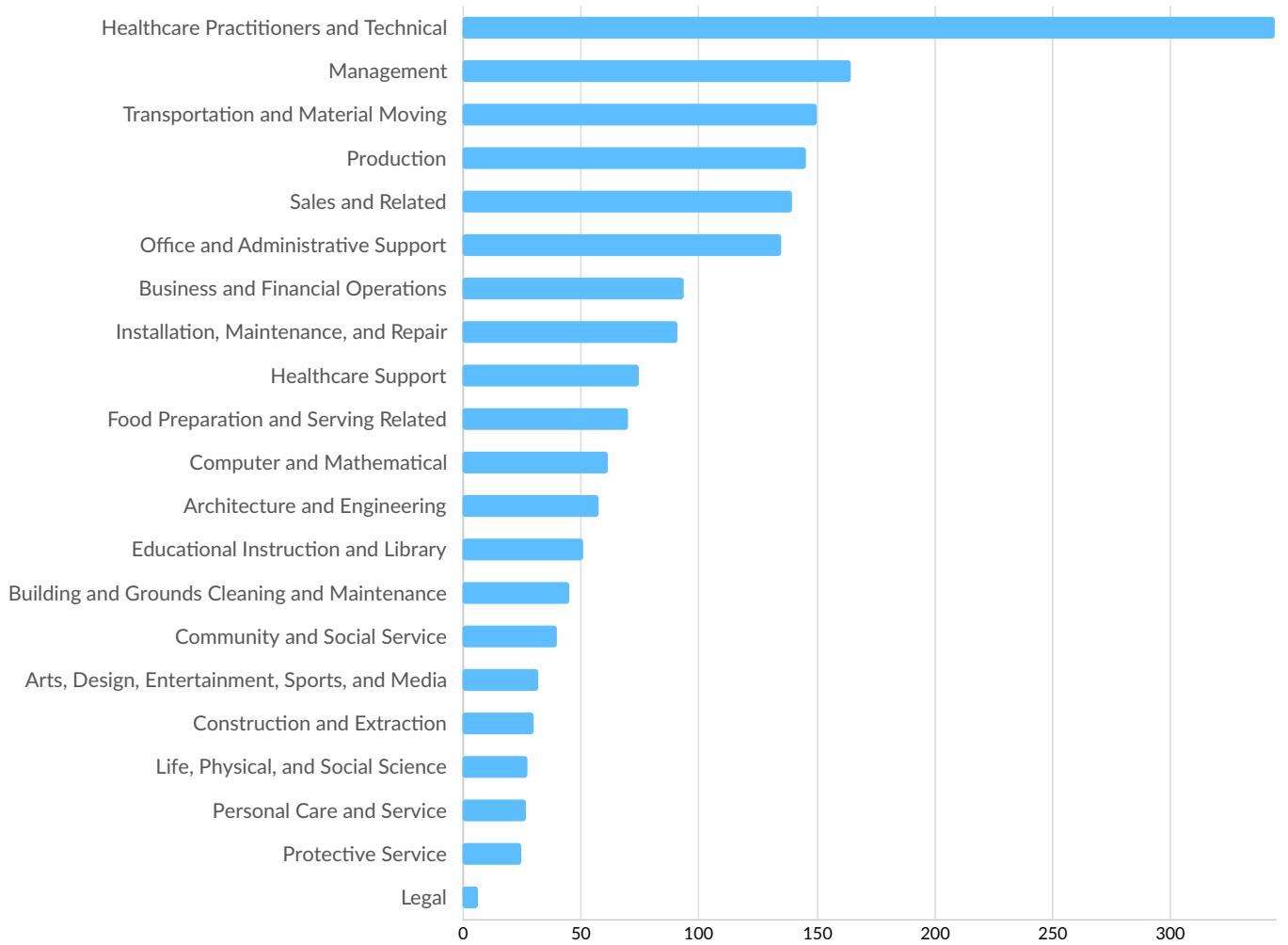


## Top Occupation Earnings

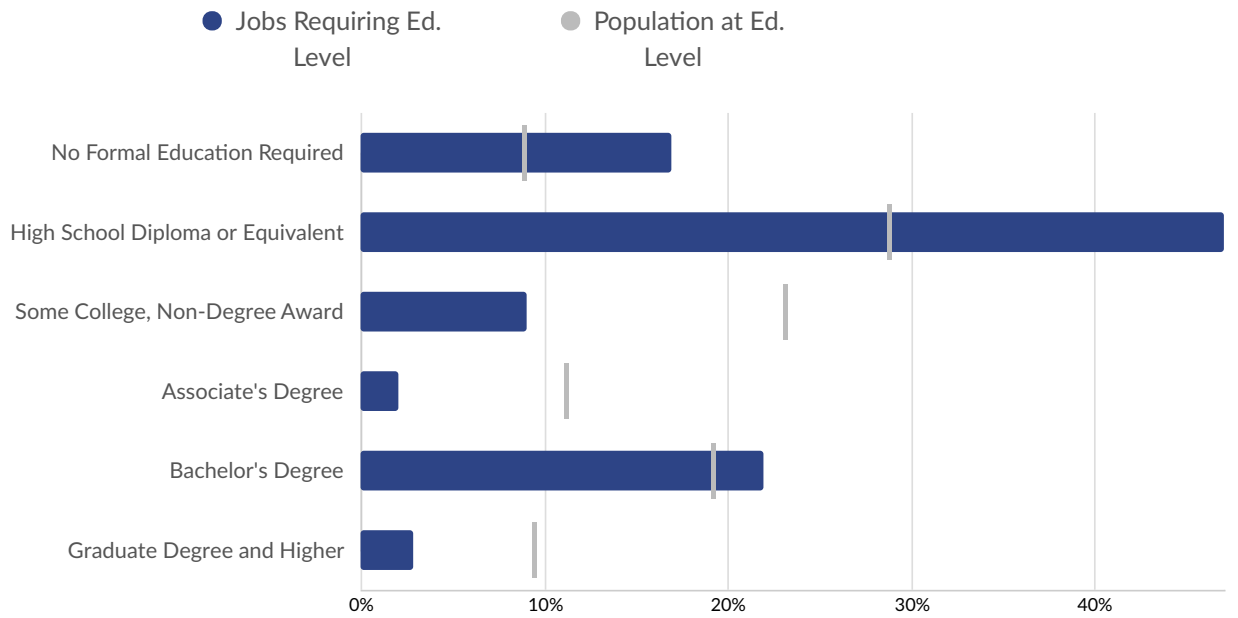


## Top Posted Occupations

● Unique Average Monthly Postings







## Underemployment



## Educational Pipeline

In 2023, there were 37 graduates in Racine County, WI. This pipeline has grown by 6% over the last 5 years. The highest share of these graduates come from "Horticultural Science" (Associate's), "Traditional Chinese Medicine and Chinese Herbology" (Master's or Higher), and "Culinary Arts and Related Services, Other" (Associate's).

School	Total Graduates (2023)	Graduate Trend (2019 - 2023)
Midwest College of Oriental Medicine-Racine	20 	
Shepherds College	17 	

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

# In-Demand Skills

