

Southeastern Wisconsin

Southeastern Wisconsin Regional Planning Commission
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Waukesha, Wisconsin 53187

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Report Parameters

7 Counties

| | | | |
|-------|----------------------|-------|-----------------------|
| 55059 | Kenosha County, WI | 55127 | Walworth County, WI |
| 55079 | Milwaukee County, WI | 55131 | Washington County, WI |
| 55089 | Ozaukee County, WI | 55133 | Waukesha County, WI |
| 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 areas.

Economy Overview

2,024,745

Population (2023)

Population **decreased by 19,734** over the last 5 years and is projected to **decrease by 30,061** over the next 5 years.

1,104,914

Total Regional Employment

Jobs **decreased by 15,398** over the last 5 years but are projected to **grow by 12,732** over the next 5 years.

\$74.7K

Avg. Earnings Per Job (2023)

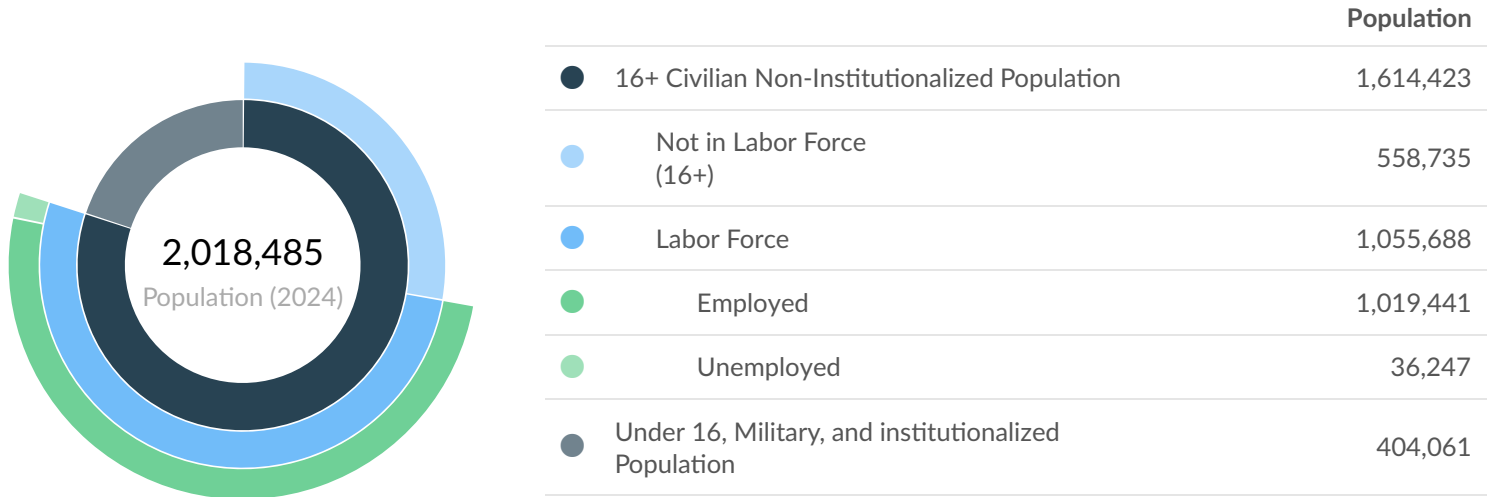
Regional average earnings per job are **\$7.9K below** the national average earnings of \$82.6K per job.

Takeaways

- As of 2023 the region's population **declined by 1.0%** since 2018, falling by 19,734. Population is expected to **decrease by 1.5%** between 2023 and 2028, losing 30,061.
- From 2018 to 2023, jobs **declined by 1.4%** in Southeastern Wisconsin from 1,120,312 to **1,104,914**. This change **fell short of the national growth rate of 3.9% by 5.3%**. As the number of jobs declined, the **labor force participation rate increased from 65.8% to 66.0% between 2018 and 2023**.
- Concerning educational attainment, **23.7% of the selected regions' residents possess a Bachelor's Degree** (2.6% above the national average), and **9.4% hold an Associate's Degree** (0.6% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

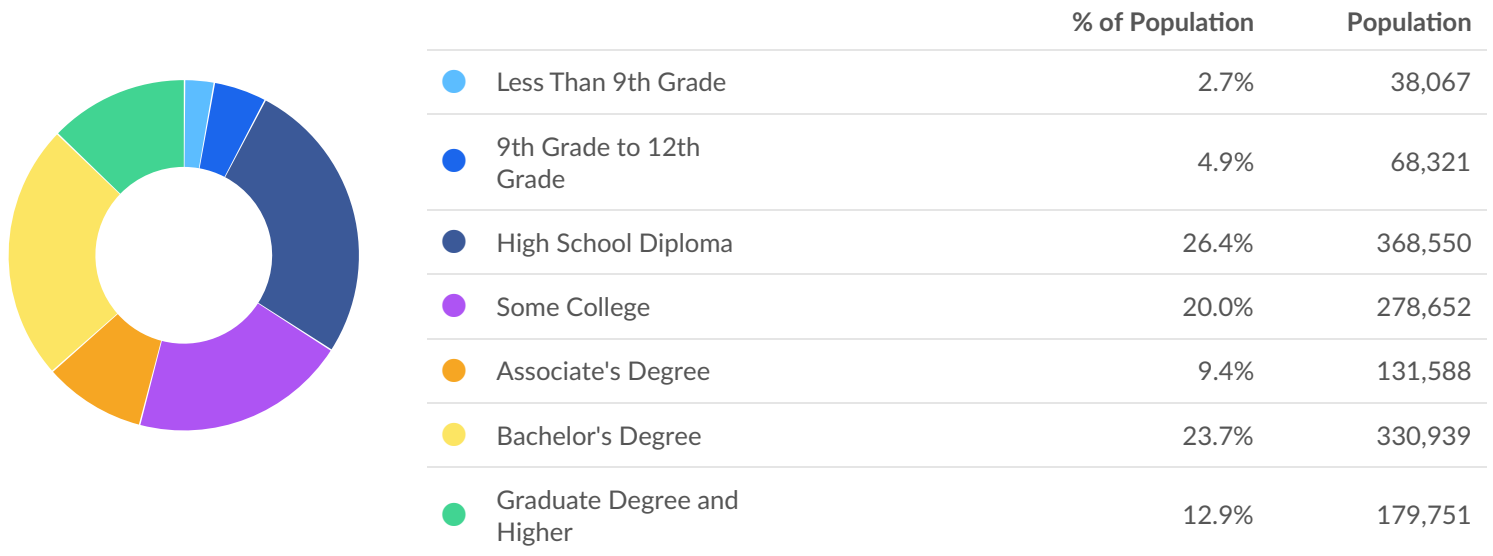
| | Population (2024) | Labor Force (Feb 2024) | Jobs (2023) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|------------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 2,018,485 | 1,055,688 | 1,104,914 | 103.9 | \$147.77B | \$132.05B | \$131.78B |
| State | 5,942,701 | 3,116,137 | 3,233,104 | 100.2 | \$403.20B | \$378.85B | \$404.51B |

Feb 2024 Labor Force Breakdown



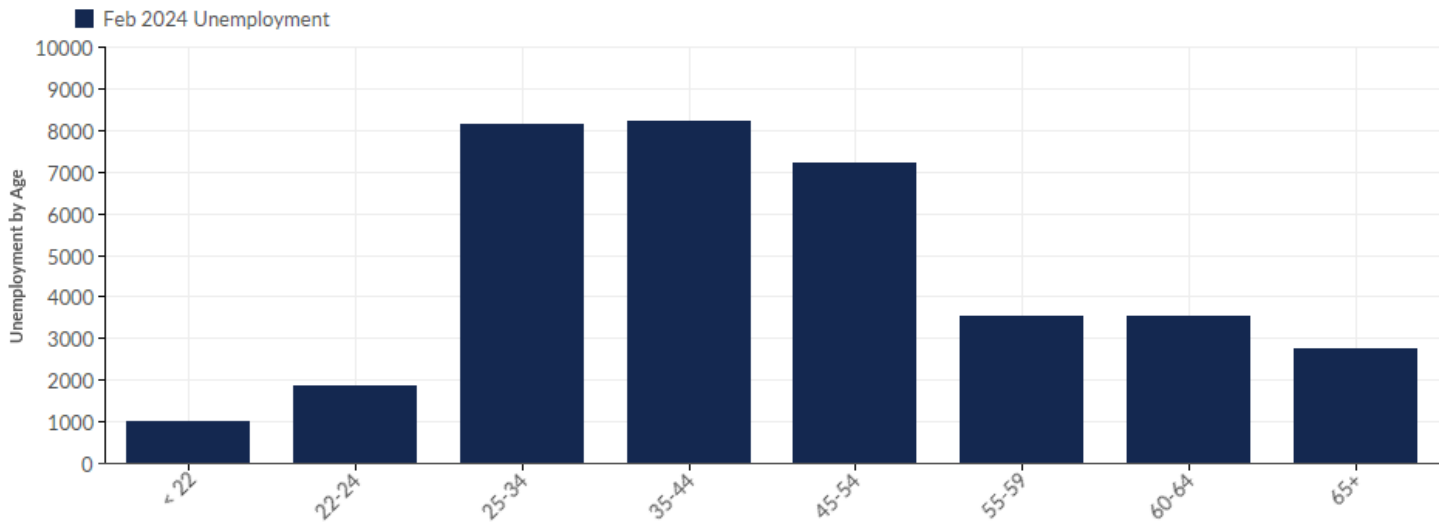
Educational Attainment

Concerning educational attainment, **23.7% of the selected regions' residents possess a Bachelor's Degree** (2.6% above the national average), and **9.4% hold an Associate's Degree** (0.6% above the national average).



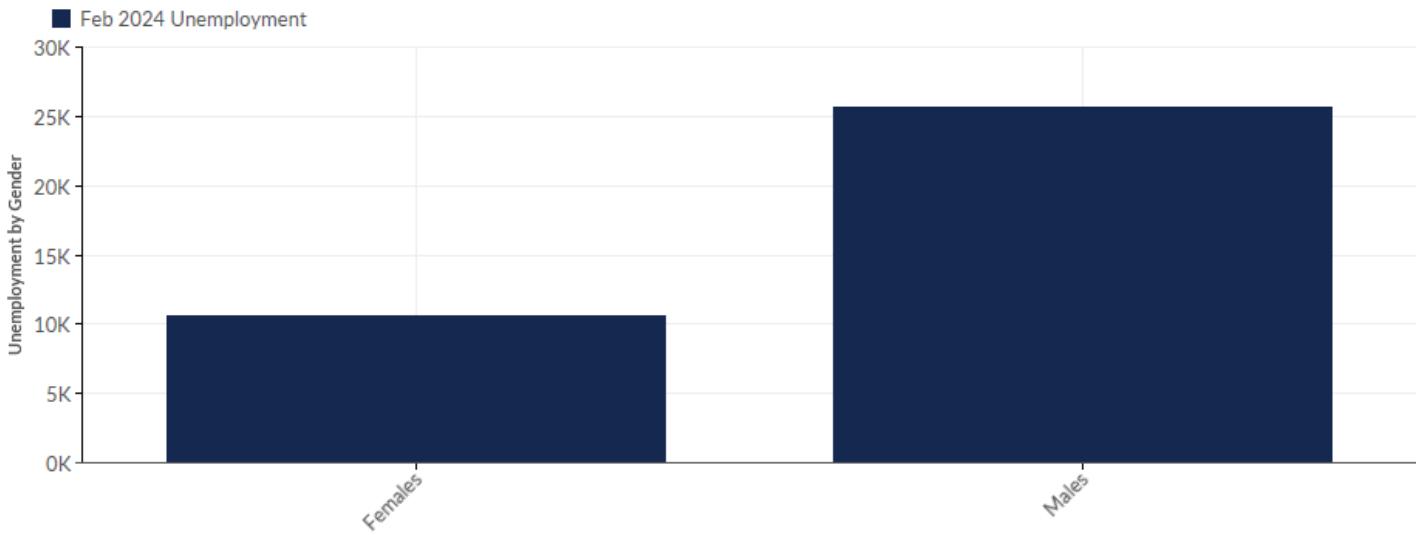
Unemployment by Demographics

Unemployment by Age



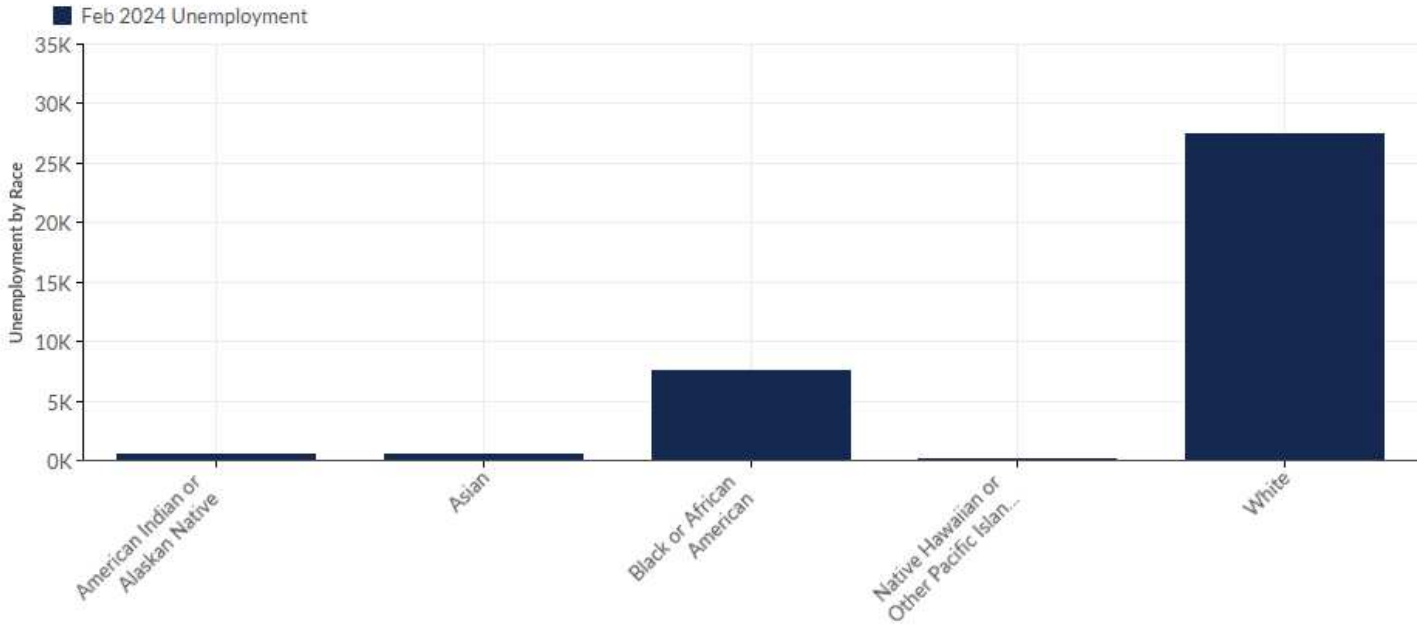
| Age | Unemployment (Feb 2024) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22 | 1,020 | 2.81% |
| 22-24 | 1,865 | 5.15% |
| 25-34 | 8,145 | 22.47% |
| 35-44 | 8,212 | 22.66% |
| 45-54 | 7,210 | 19.89% |
| 55-59 | 3,538 | 9.76% |
| 60-64 | 3,516 | 9.70% |
| 65+ | 2,742 | 7.56% |
| Total | 36,247 | 100.00% |

Unemployment by Gender



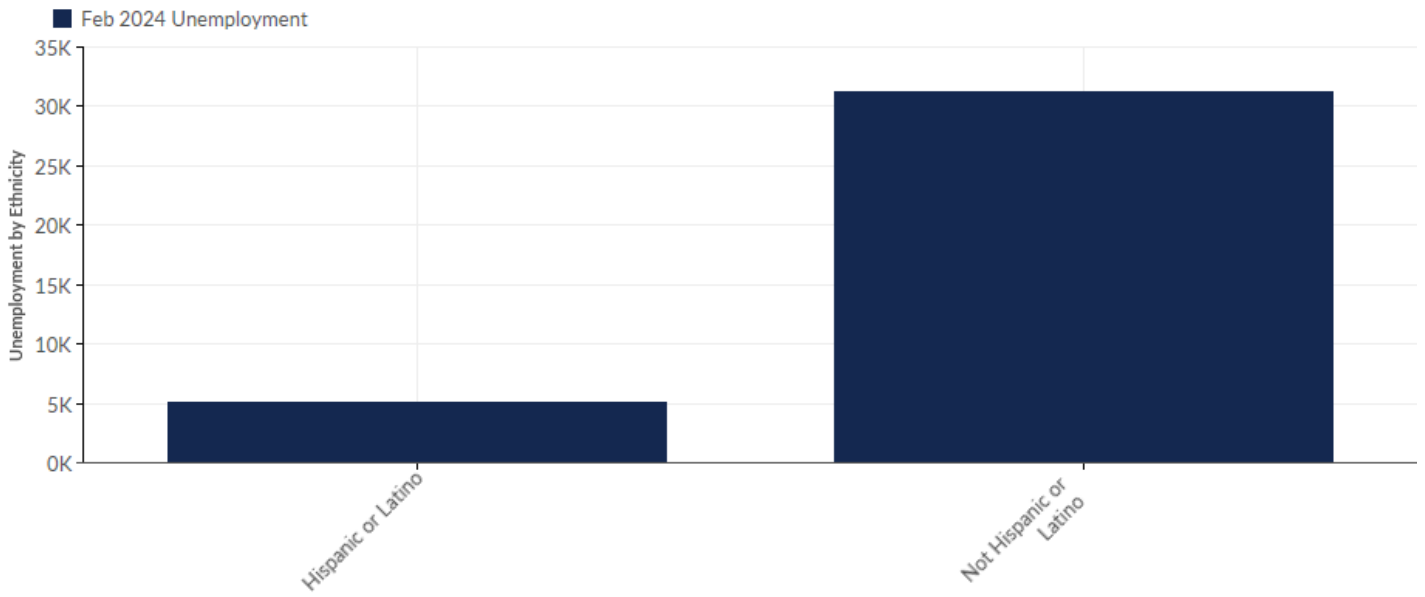
| Gender | Unemployment (Feb 2024) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 10,637 | 29.35% |
| Males | 25,610 | 70.65% |
| Total | 36,247 | 100.00% |

Unemployment by Race



| Race | Unemployment (Feb 2024) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 583 | 1.61% |
| Asian | 566 | 1.56% |
| Black or African American | 7,523 | 20.75% |
| Native Hawaiian or Other Pacific Islander | 73 | 0.20% |
| White | 27,501 | 75.87% |
| Total | 36,247 | 100.00% |

Unemployment by Ethnicity

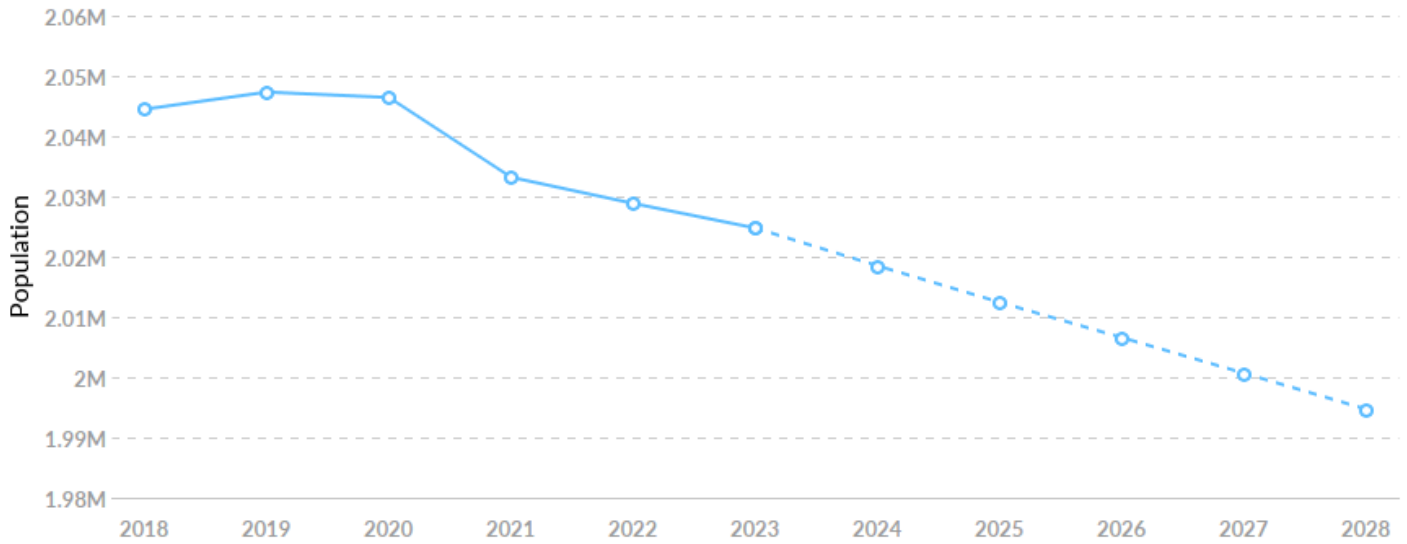


| Ethnicity | Unemployment (Feb 2024) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 5,053 | 13.94% |
| Not Hispanic or Latino | 31,194 | 86.06% |
| Total | 36,247 | 100.00% |

Historic & Projected Trends

Population Trends

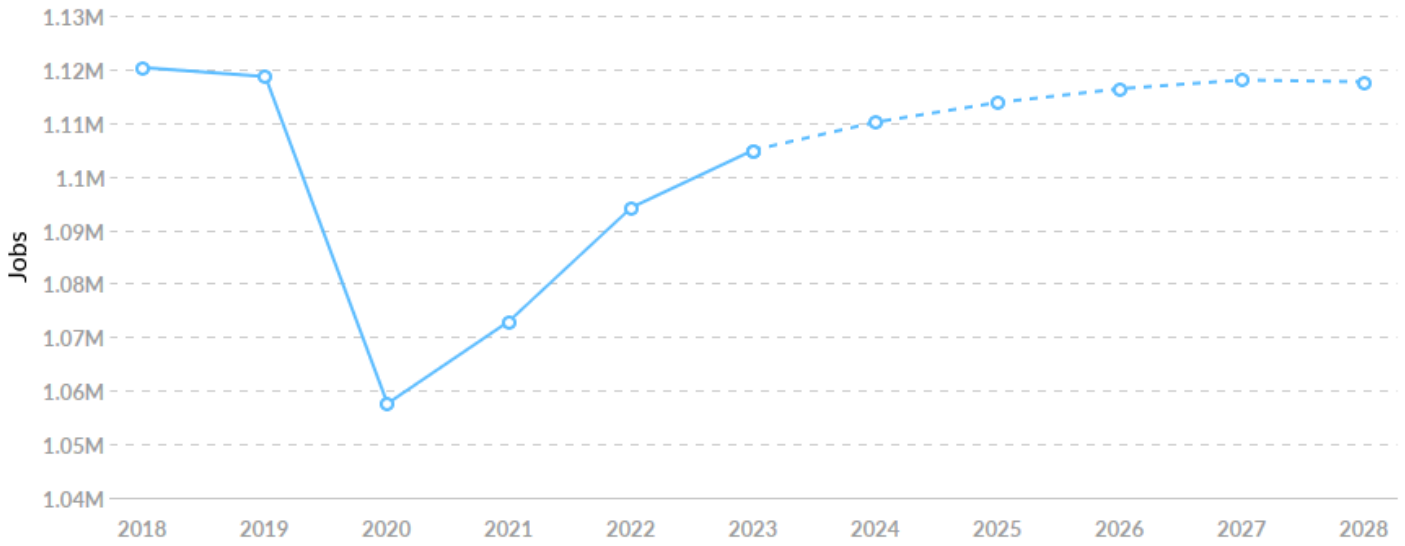
As of 2023 the region's population **declined by 1.0%** since 2018, falling by 19,734. Population is expected to **decrease by 1.5%** between 2023 and 2028, losing 30,061.



| Timeframe | Population |
|-----------|------------|
| 2018 | 2,044,479 |
| 2019 | 2,047,317 |
| 2020 | 2,046,419 |
| 2021 | 2,033,179 |
| 2022 | 2,028,835 |
| 2023 | 2,024,745 |
| 2024 | 2,018,485 |
| 2025 | 2,012,425 |
| 2026 | 2,006,569 |
| 2027 | 2,000,655 |
| 2028 | 1,994,684 |

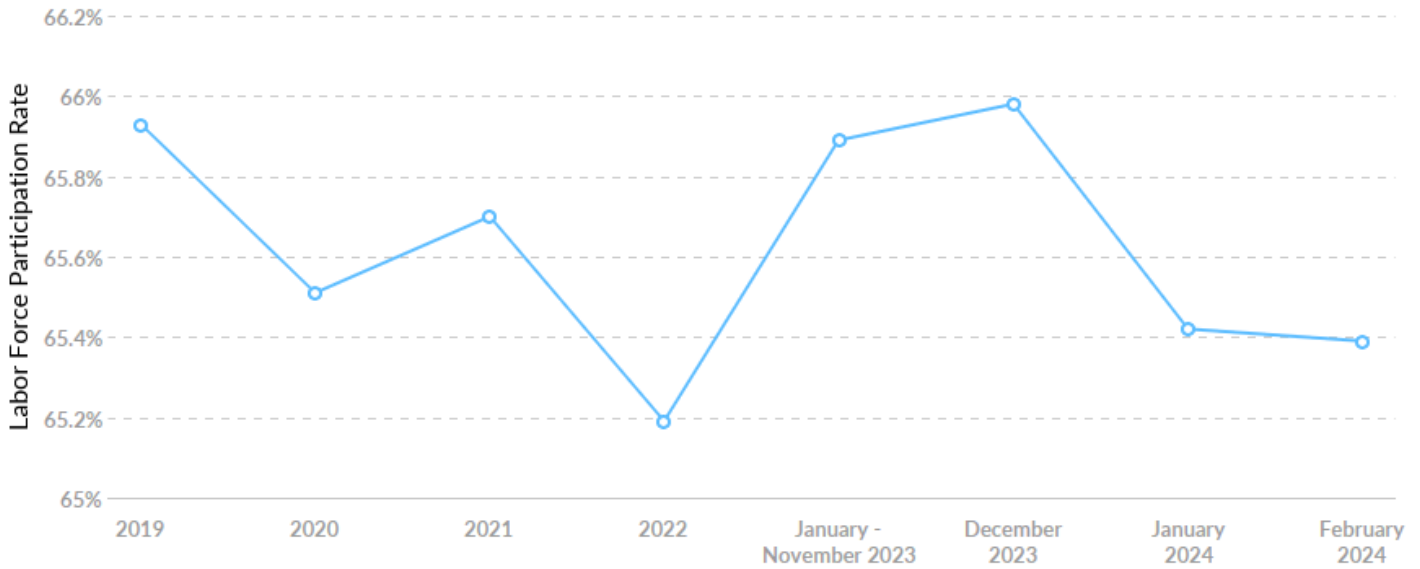
Job Trends

From 2018 to 2023, jobs declined by 1.4% in Southeastern Wisconsin from 1,120,312 to **1,104,914**. This change fell short of the national growth rate of 3.9% by 5.3%.



| Timeframe | Jobs |
|-----------|-----------|
| 2018 | 1,120,312 |
| 2019 | 1,118,633 |
| 2020 | 1,057,528 |
| 2021 | 1,072,975 |
| 2022 | 1,094,172 |
| 2023 | 1,104,914 |
| 2024 | 1,110,126 |
| 2025 | 1,113,790 |
| 2026 | 1,116,353 |
| 2027 | 1,117,997 |
| 2028 | 1,117,646 |

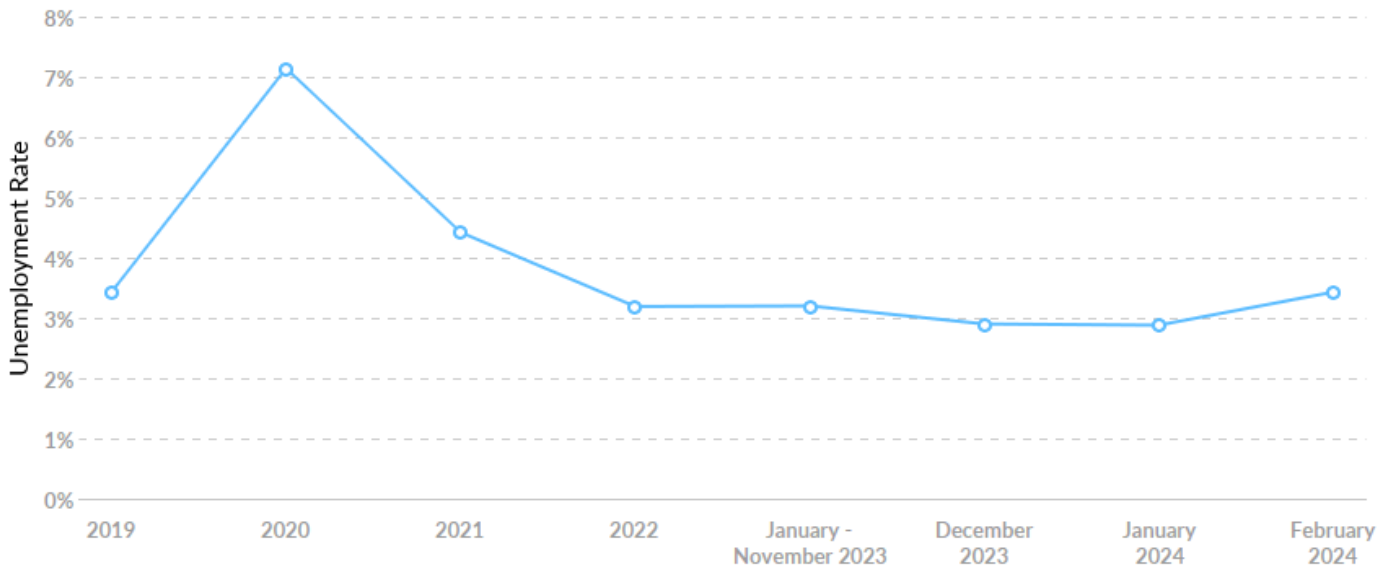
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|-------------------------|--------------------------------|
| 2019 | 65.93% |
| 2020 | 65.51% |
| 2021 | 65.70% |
| 2022 | 65.19% |
| January - November 2023 | 65.89% |
| December 2023 | 65.98% |
| January 2024 | 65.42% |
| February 2024 | 65.39% |

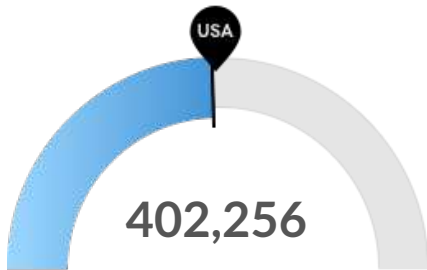
Unemployment Rate Trends

Your areas had a February 2024 unemployment rate of 3.43%, **increasing from 3.43% 5 years before.**



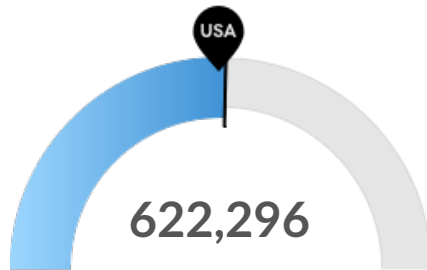
| Timeframe | Unemployment Rate |
|-------------------------|-------------------|
| 2019 | 3.43% |
| 2020 | 7.14% |
| 2021 | 4.42% |
| 2022 | 3.19% |
| January - November 2023 | 3.20% |
| December 2023 | 2.90% |
| January 2024 | 2.88% |
| February 2024 | 3.43% |

Population Characteristics



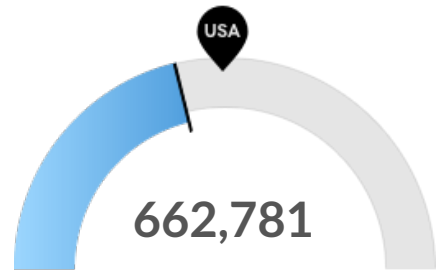
Millennials

Your area has 402,256 millennials (ages 25-39). The national average for an area this size is 412,535.



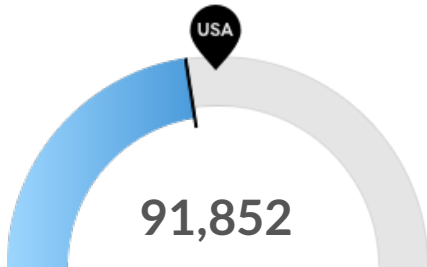
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 608,005 people 55 or older, while there are 622,296 here.



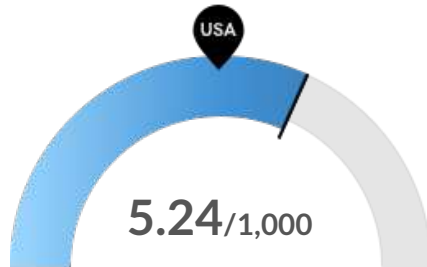
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 834,341 racially diverse people, while there are 662,781 here.



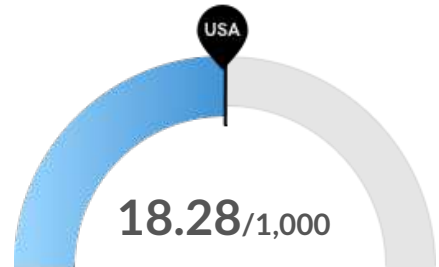
Veterans

Your area has 91,852 veterans. The national average for an area this size is 106,110.



Violent Crime

Your area has 5.24 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

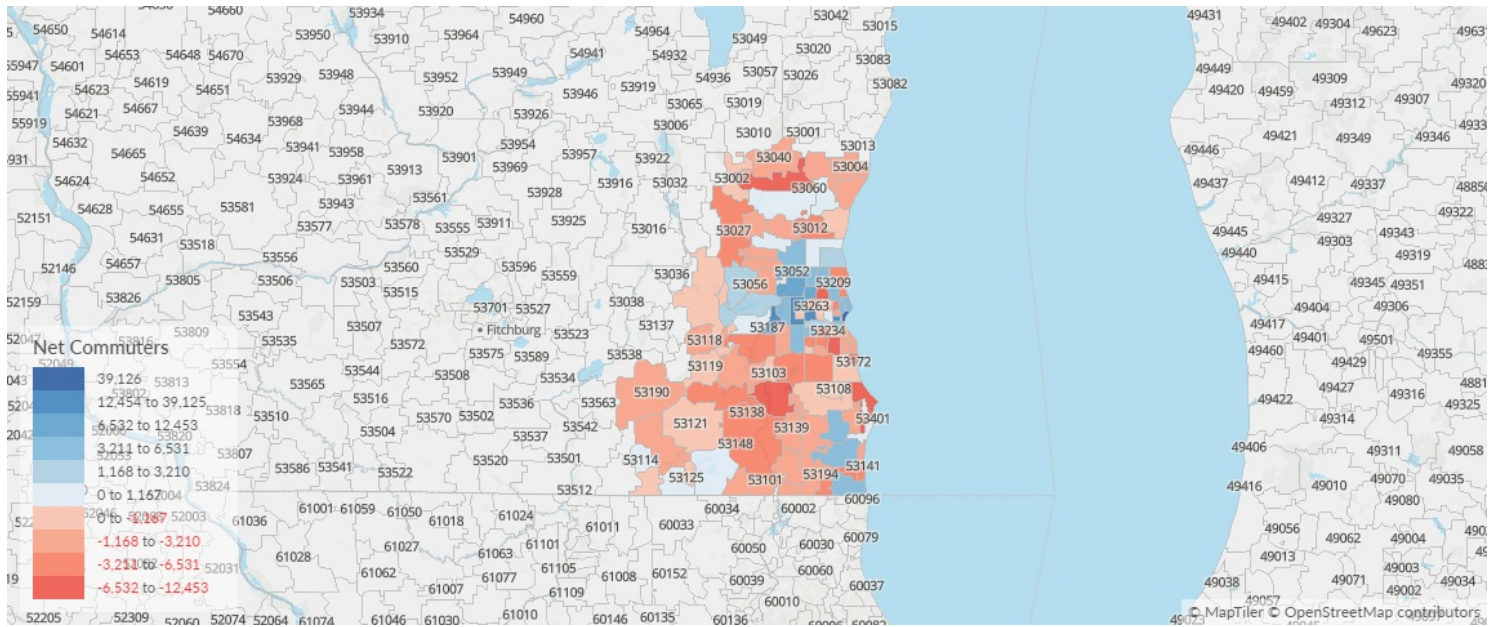


Property Crime

Your area has 18.28 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 the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #13 for resident workers. The top ZIP for resident workers is 53215.



Where Talent Works

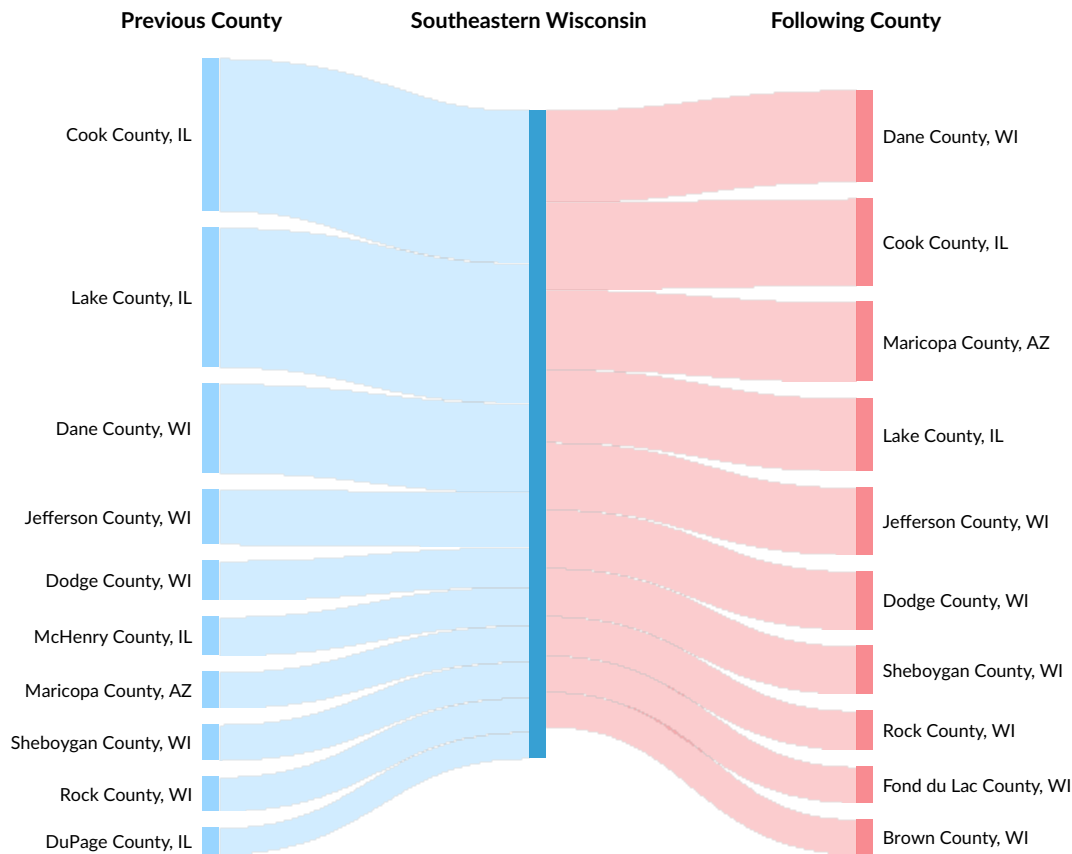
Where Talent Lives

| ZIP | Name | 2023 Employment | ZIP | Name | 2023 Workers |
|-------|---------------------------|-----------------|-------|---------------------------|--------------|
| 53202 | Milwaukee, WI (in Milw... | 57,733 | 53215 | Milwaukee, WI (in Milw... | 21,934 |
| 53186 | Waukesha, WI (in Wauk... | 37,106 | 53207 | Milwaukee, WI (in Milw... | 21,409 |
| 53226 | Milwaukee, WI (in Milw... | 30,220 | 53051 | Menomonee Falls, WI (i... | 21,191 |
| 53051 | Menomonee Falls, WI (i... | 28,595 | 53188 | Waukesha, WI (in Wauk... | 20,450 |
| 53211 | Milwaukee, WI (in Milw... | 25,388 | 53066 | Oconomowoc, WI (in W... | 20,186 |

Inbound and Outbound Migration

The table below analyzes past and current residents of Southeastern Wisconsin. The left column shows residents of other counties migrating to Southeastern Wisconsin. The right column shows residents migrating from Southeastern Wisconsin to other counties.

As of 2021, **3,088** people have migrated from Cook County, IL to Southeastern Wisconsin. In the same year, **1,858** people left Southeastern Wisconsin migrating to Dane County, WI. The total Net Migration for Southeastern Wisconsin in 2021 was **-7,920**.



| Top Previous Counties | Migrations |
|-----------------------|------------|
| Cook County, IL | 3,088 |
| Lake County, IL | 2,825 |
| Dane County, WI | 1,802 |
| Jefferson County, WI | 1,109 |
| Dodge County, WI | 800 |

| Top Previous Counties | Migrations |
|------------------------|------------|
| McHenry County, IL | 782 |
| Maricopa County, AZ | 730 |
| Sheboygan County, WI | 726 |
| Rock County, WI | 694 |
| DuPage County, IL | 533 |
| Hennepin County, MN | 517 |
| Fond du Lac County, WI | 497 |
| Winnebago County, WI | 484 |
| Brown County, WI | 442 |
| Outagamie County, WI | 336 |
| Top Following Counties | Migrations |
| Dane County, WI | 1,858 |
| Cook County, IL | 1,762 |
| Maricopa County, AZ | 1,611 |
| Lake County, IL | 1,474 |
| Jefferson County, WI | 1,358 |
| Dodge County, WI | 1,181 |
| Sheboygan County, WI | 972 |
| Rock County, WI | 796 |
| Fond du Lac County, WI | 731 |
| Brown County, WI | 704 |
| Winnebago County, WI | 612 |
| Outagamie County, WI | 489 |
| Lee County, FL | 474 |
| Clark County, NV | 448 |

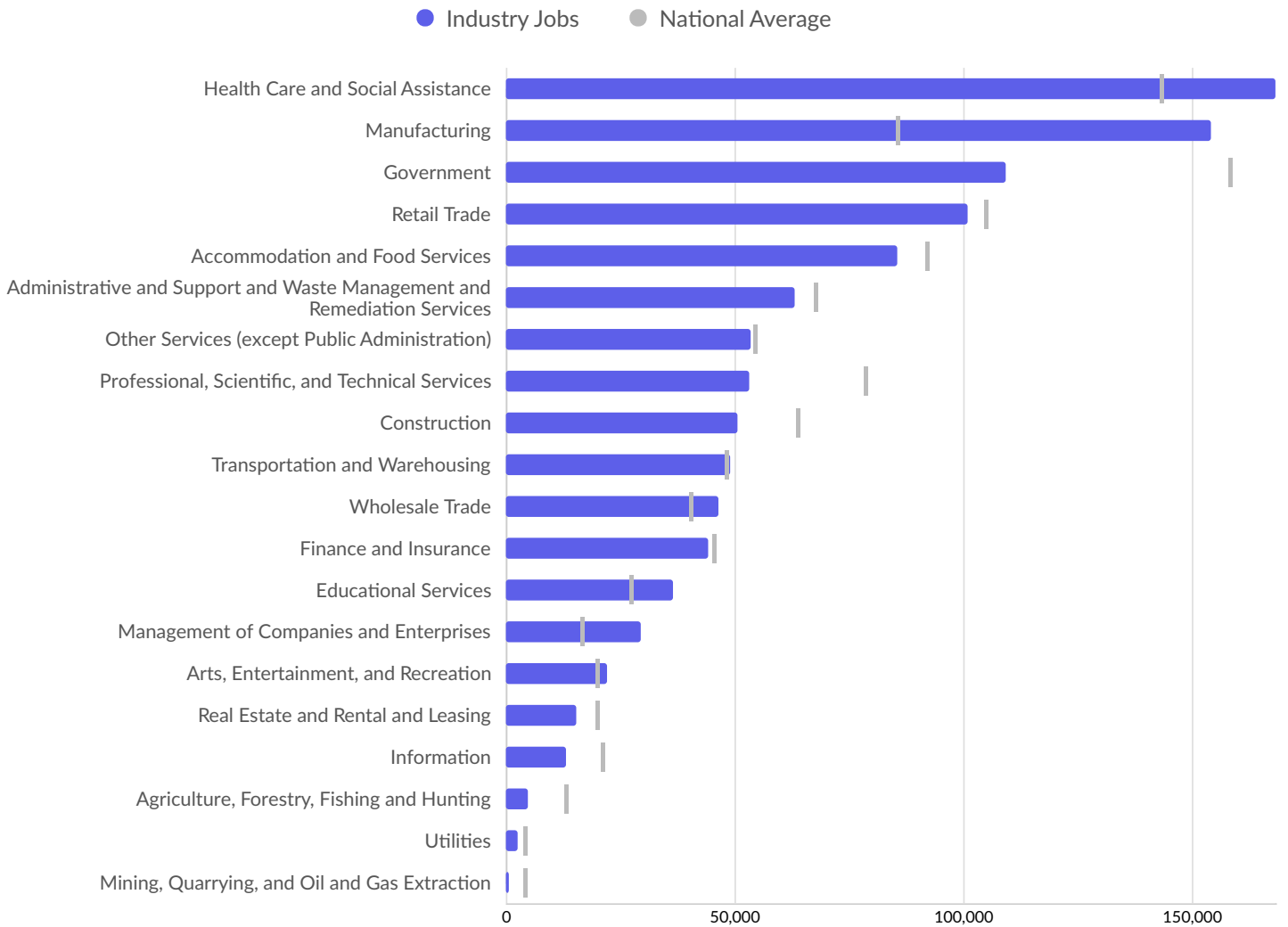
Top Following Counties**Migrations**

Harris County, TX

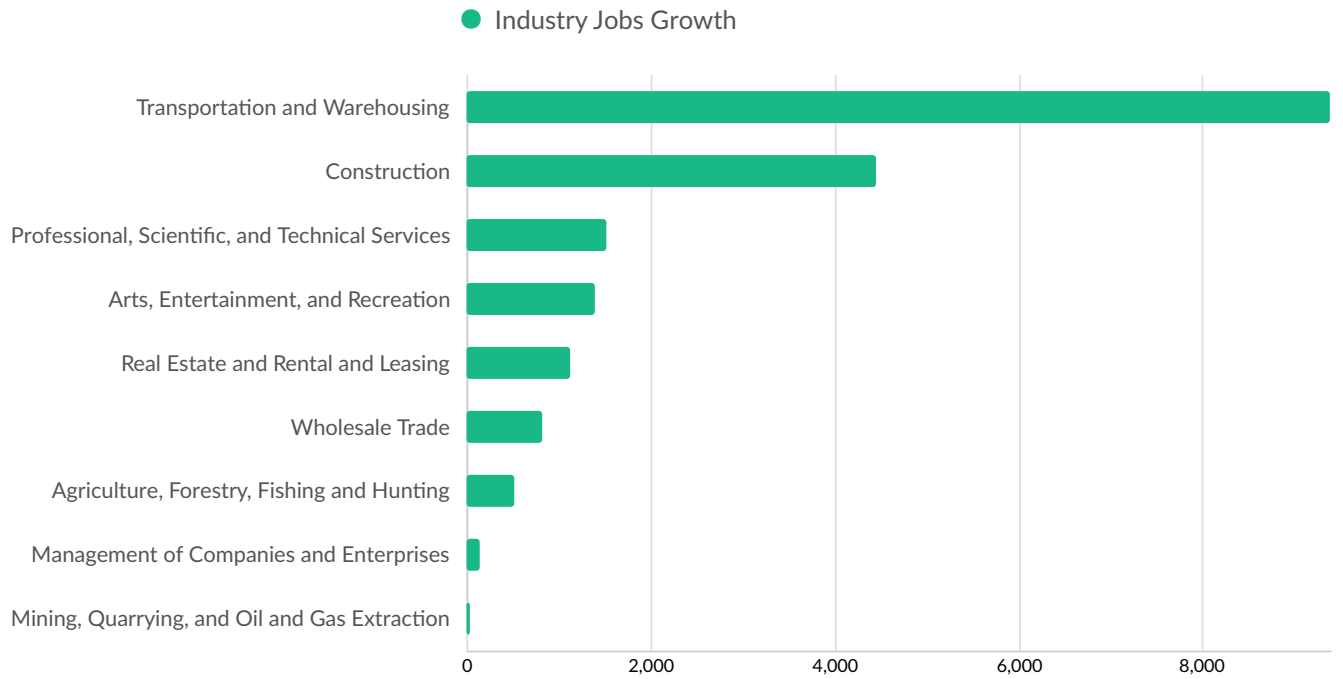
448

Industry Characteristics

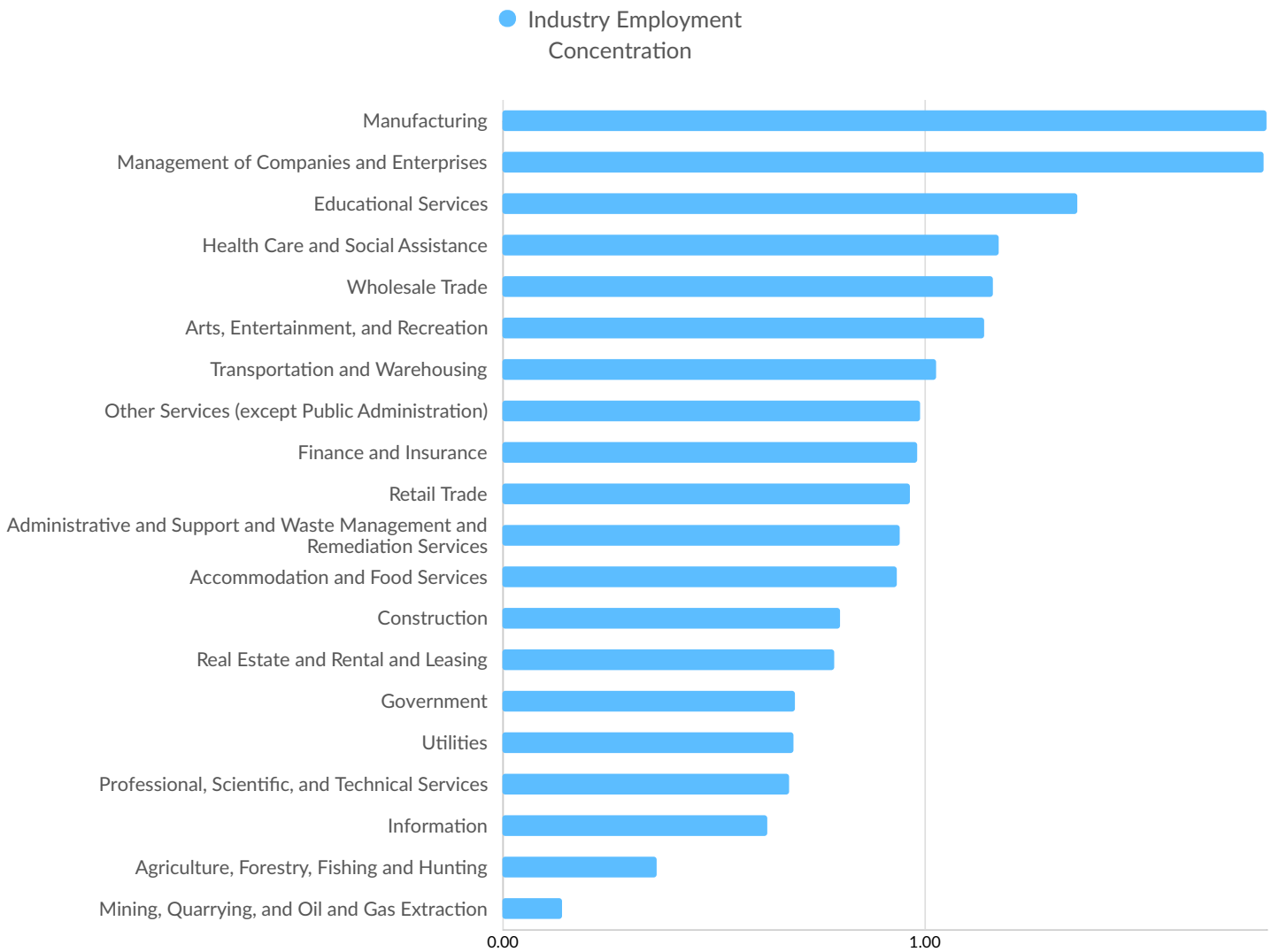
Largest Industries



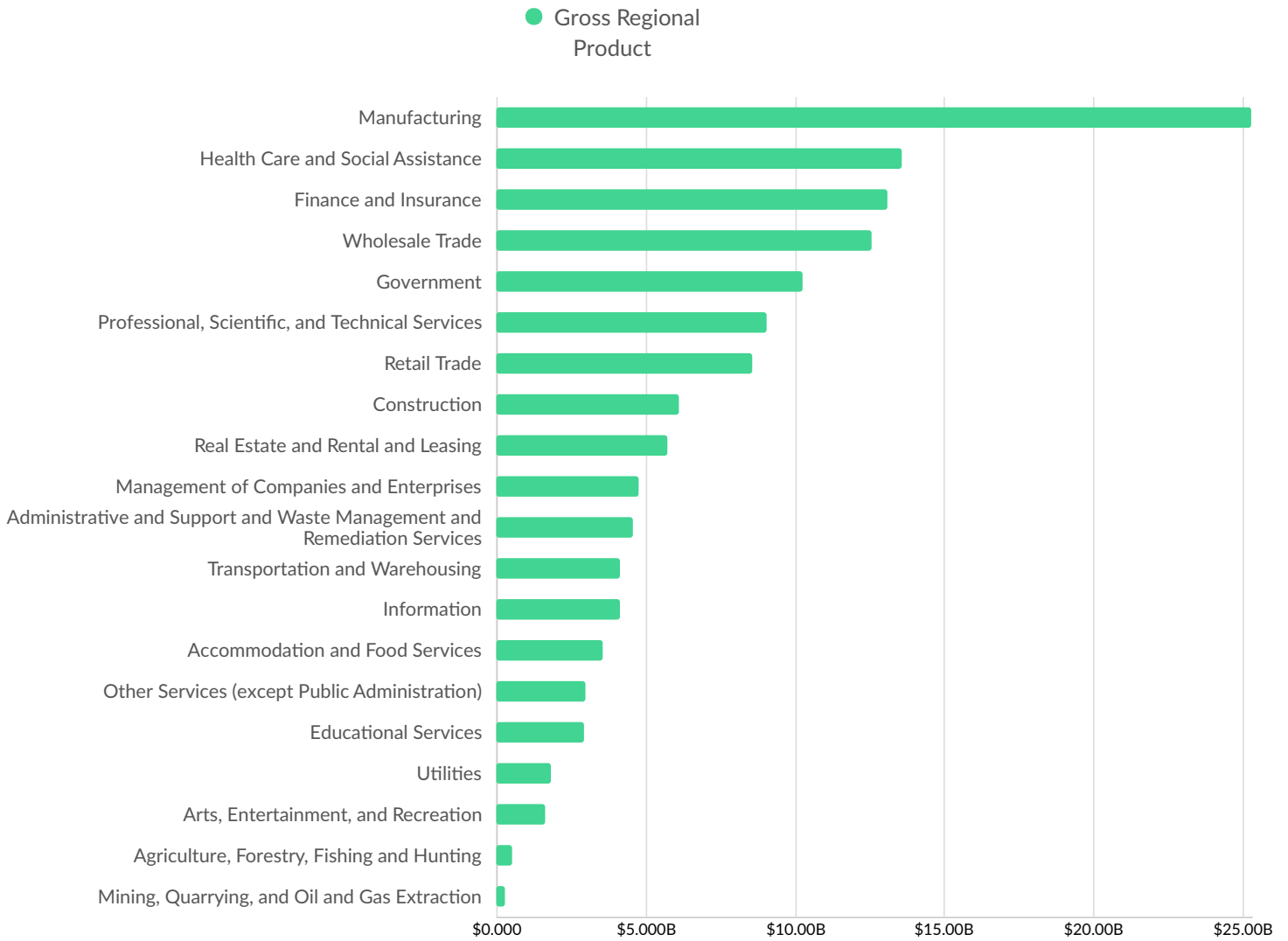
Top Growing Industries



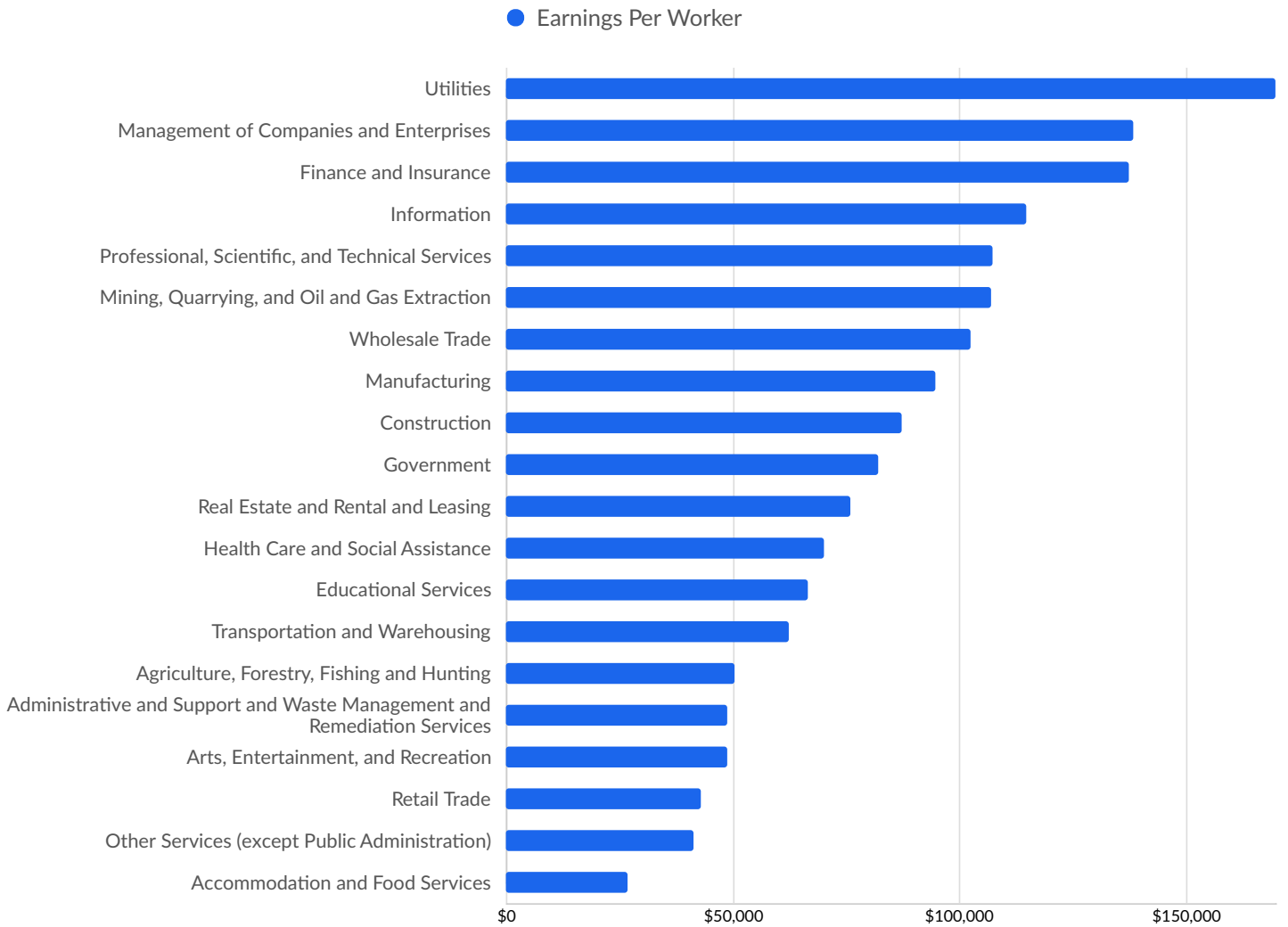
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



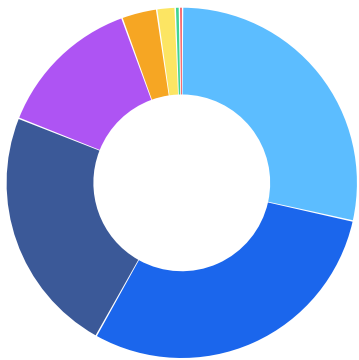
Business Characteristics

134,555 Companies Employ Your Workers

Online profiles for your workers mention 134,555 companies as employers, with the top 10 appearing below. In the last 12 months, 16,150 companies in your area posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|---|------------------------------------|---|
| Advocate Aurora Health | 13,857  | Advocate Aurora Health | 9,398  |
| University of Wisconsin System | 9,623  | Uline | 6,419  |
| Froedtert & The Medical College... | 8,002  | Froedtert & The Medical College... | 4,678  |
| Northwestern Mutual | 7,837  | Ascension | 4,025  |
| Milwaukee Public Schools | 5,763  | ProHealth Care | 3,980  |
| The Medical College Of Wiscon... | 5,524  | Actalent | 2,201  |
| Kohl's | 4,900  | Atlas Preparatory Academy | 2,146  |
| GE Healthcare | 4,833  | Aerotek | 1,874  |
| Marquette University | 3,725  | GPAC | 1,635  |
| Children& X27 S Wisconsin | 3,488  | Quad-C Management | 1,489  |

Business Size

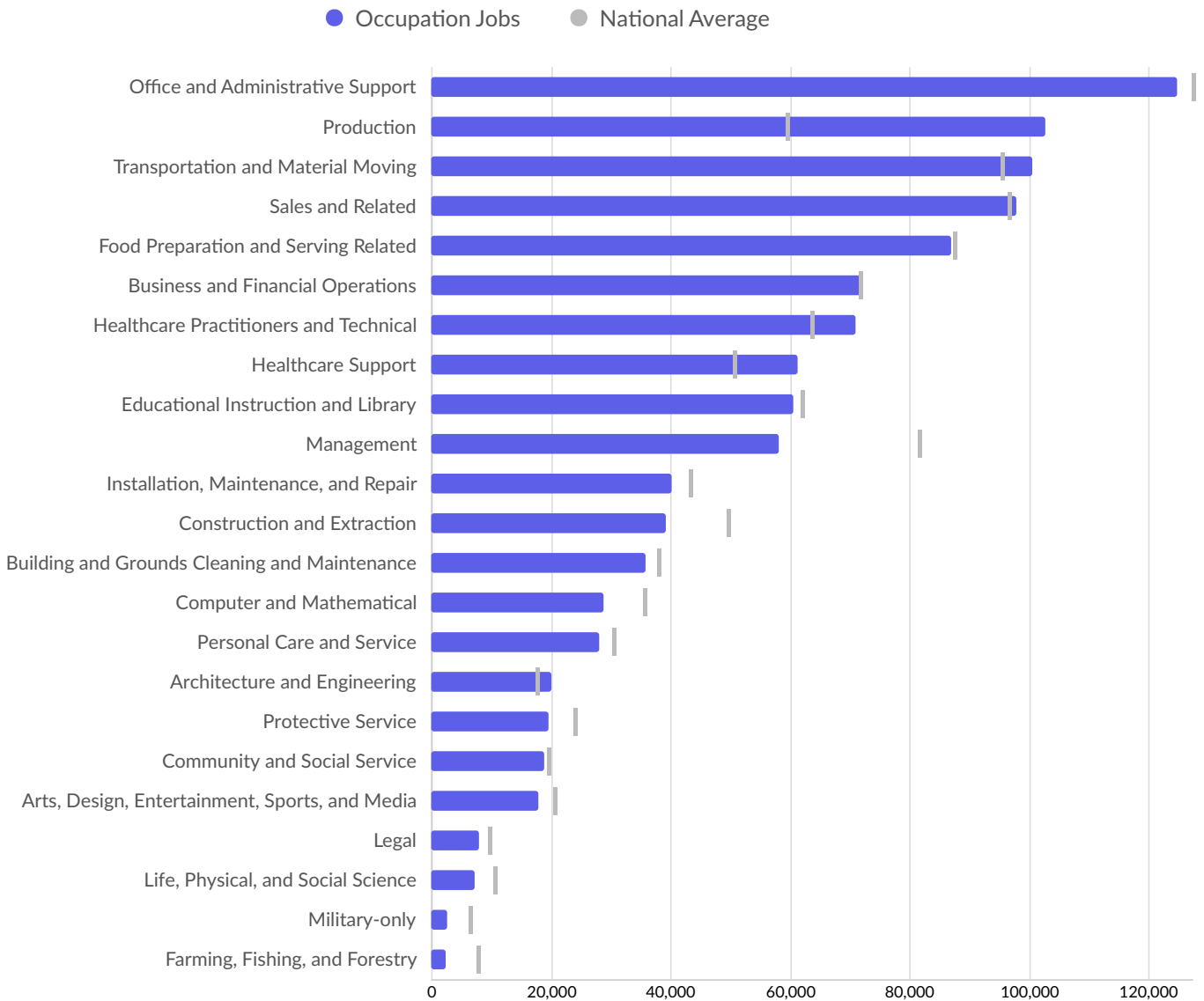


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 28.4% | 18,329 |
| ● 5 to 9 employees | 29.6% | 19,106 |
| ● 10 to 19 employees | 22.9% | 14,759 |
| ● 20 to 49 employees | 13.5% | 8,675 |
| ● 50 to 99 employees | 3.3% | 2,096 |
| ● 100 to 249 employees | 1.7% | 1,091 |
| ● 250 to 499 employees | 0.4% | 250 |
| ● 500+ employees | 0.3% | 182 |

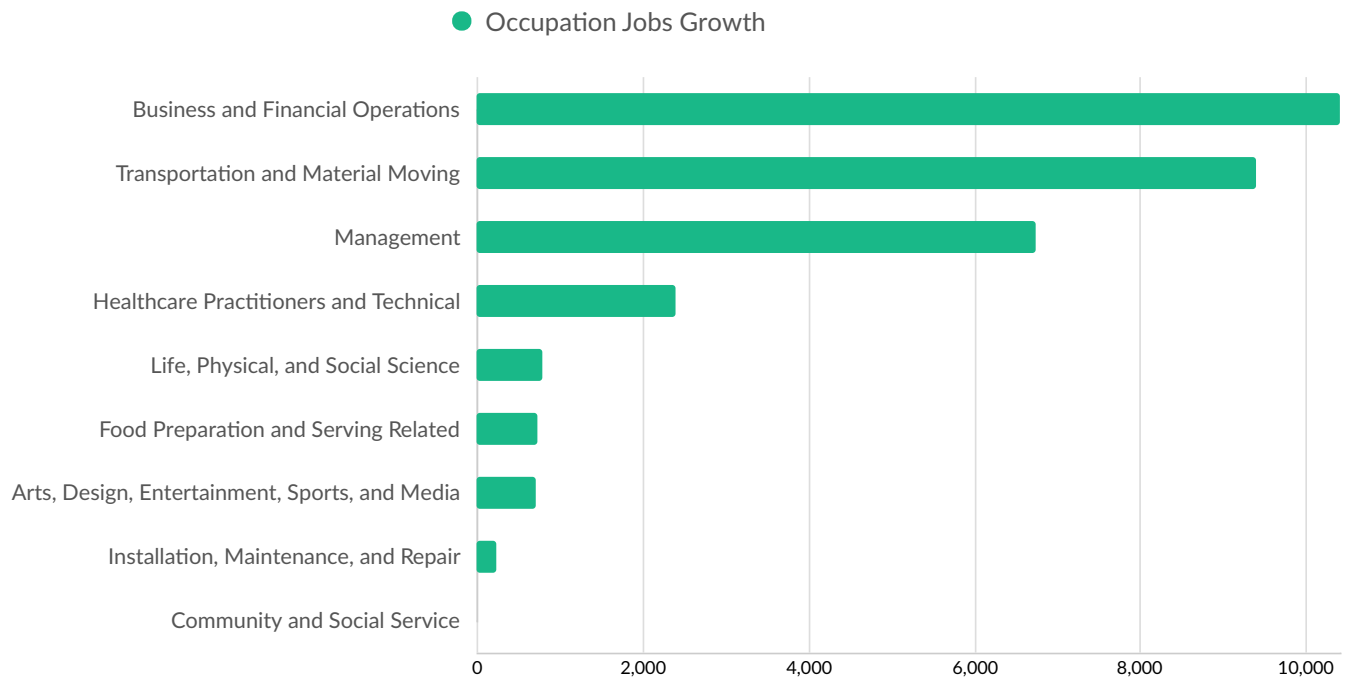
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

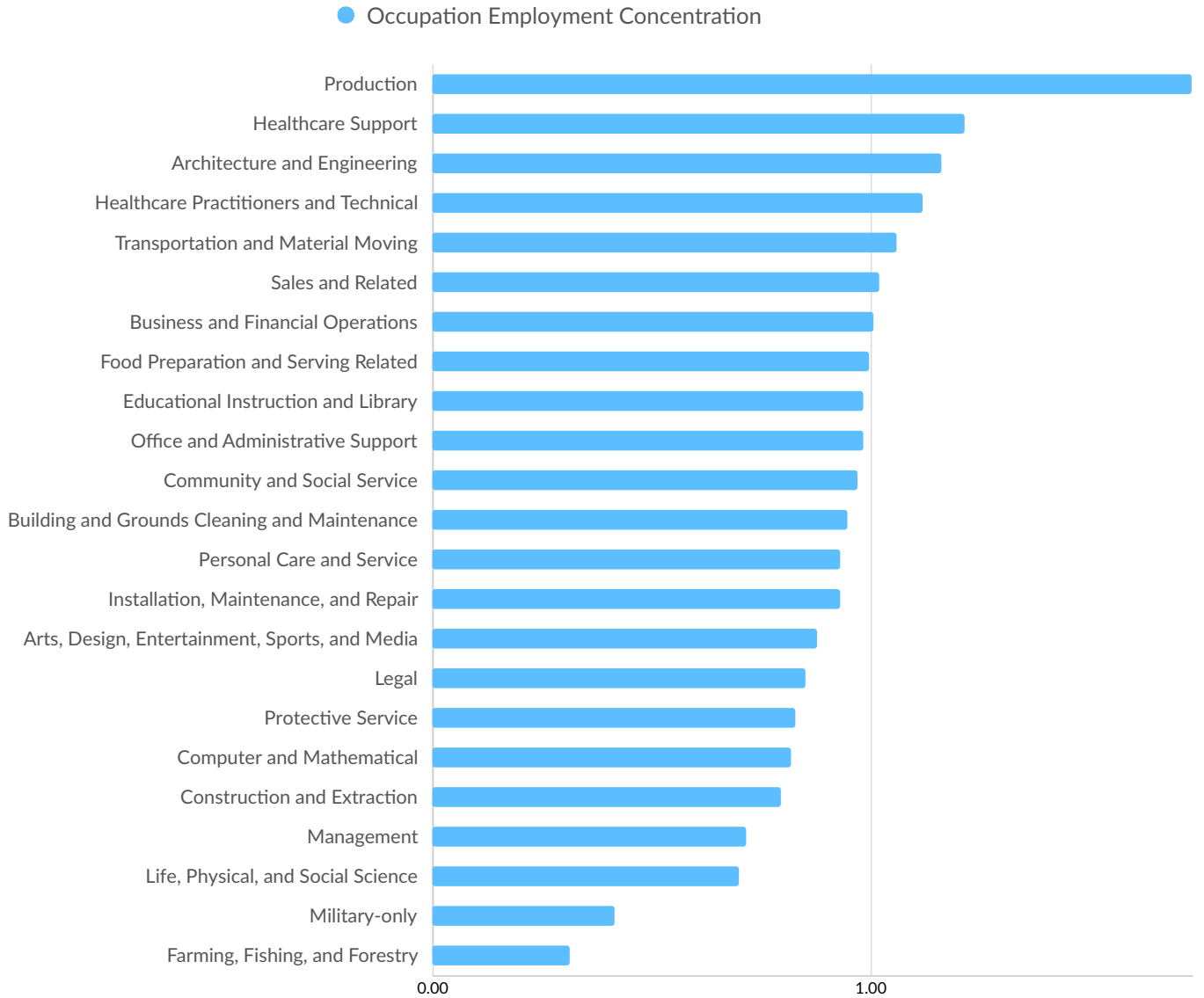
Largest Occupations



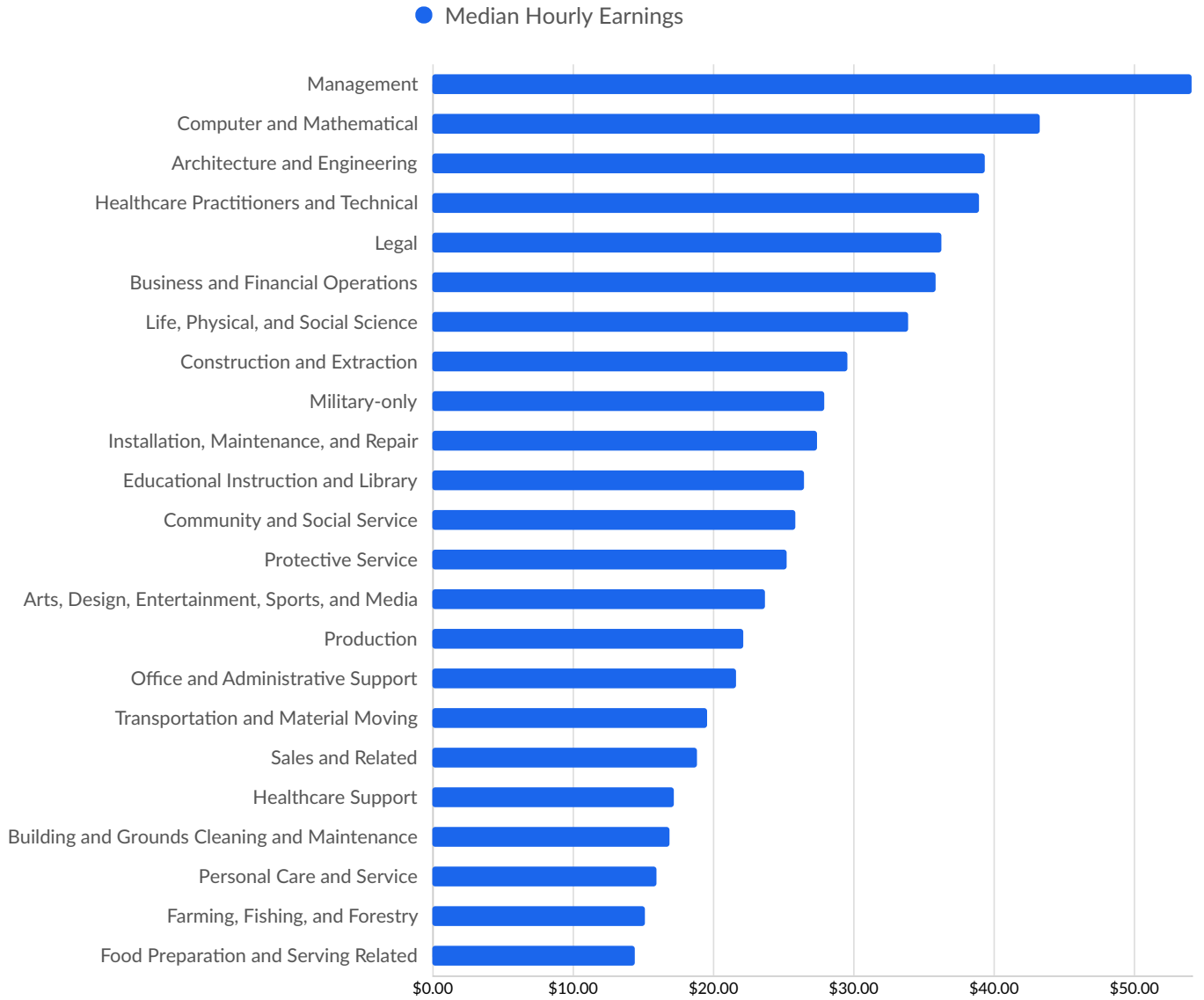
Top Growing Occupations



Top Occupation Employment Concentration



Top Occupation Earnings

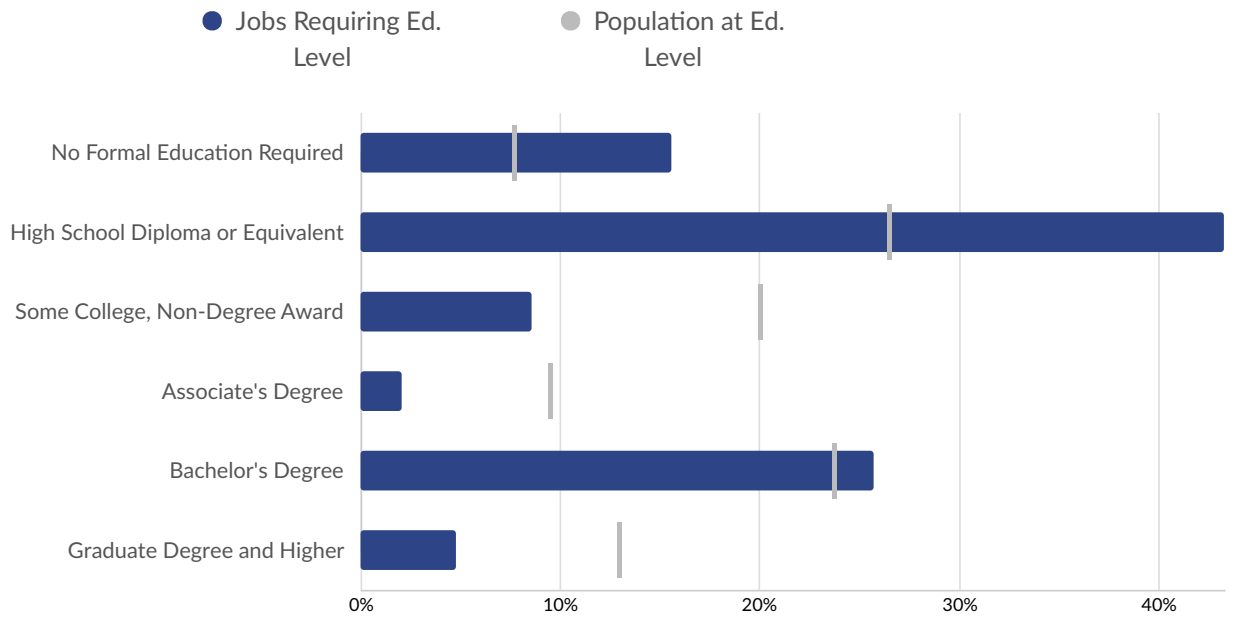


Top Posted Occupations

● Unique Average Monthly Postings

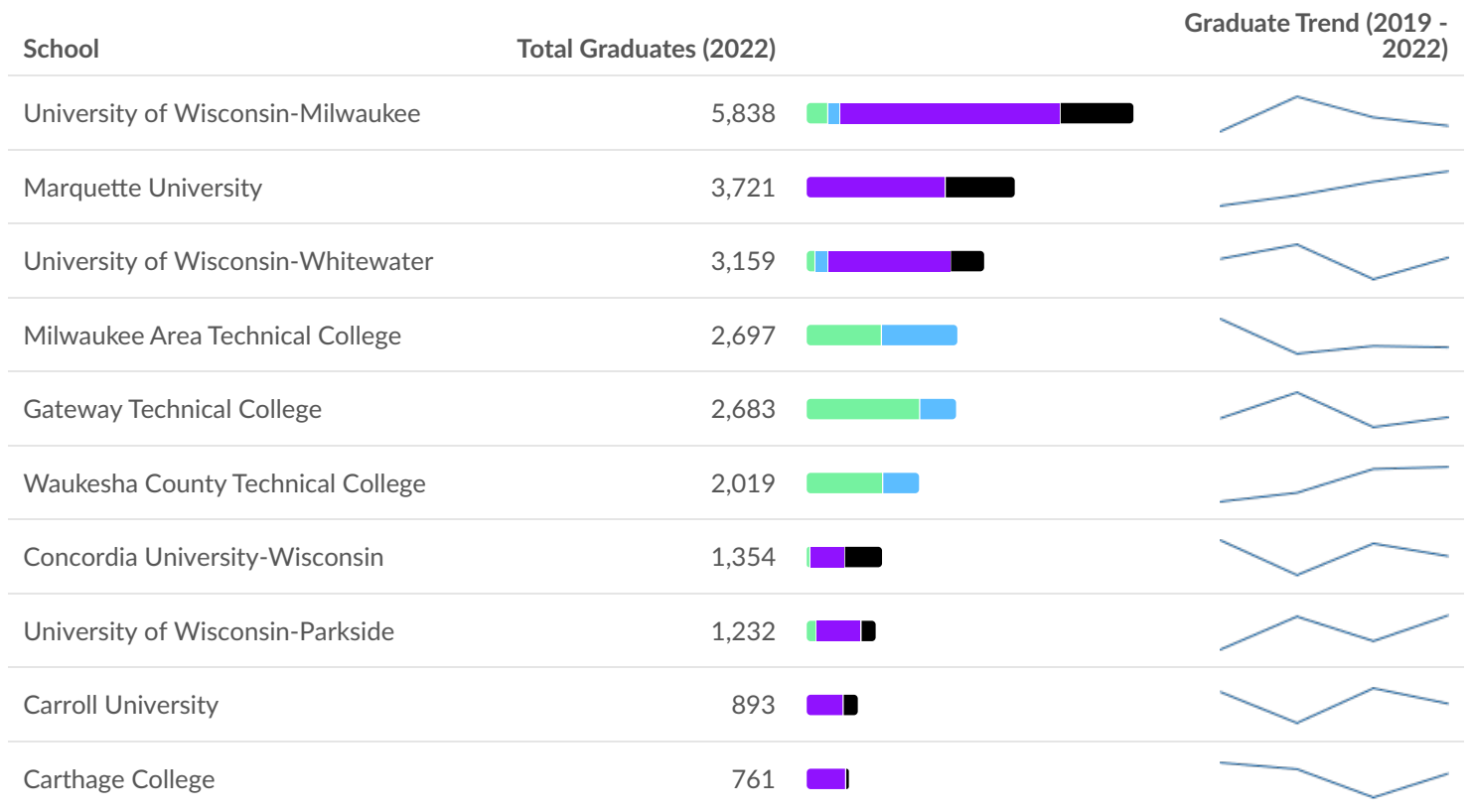


Underemployment



Educational Pipeline

In 2022, there were 28,890 graduates in Southeastern Wisconsin. This pipeline has remained stable (neither grown nor shrunk) over the last 4 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "Registered Nursing/Registered Nurse" (Bachelor's), and "Marketing/Marketing Management, General" (Bachelor's).



In-Demand Skills

