

# Southeastern Wisconsin

Southeastern Wisconsin Regional Planning Commission  
W239 N1812 Rockwood Drive  
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

**2,030,347**

**Population (2023)**

Population **decreased by 14,132** over the last 5 years and is projected to **decrease by 17,598** over the next 5 years.

**1,111,155**

**Total Regional Employment**

Jobs **decreased by 9,054** over the last 5 years but are projected to **grow by 22,797** over the next 5 years.

**\$75.3K**

**Avg. Earnings Per Job (2023)**

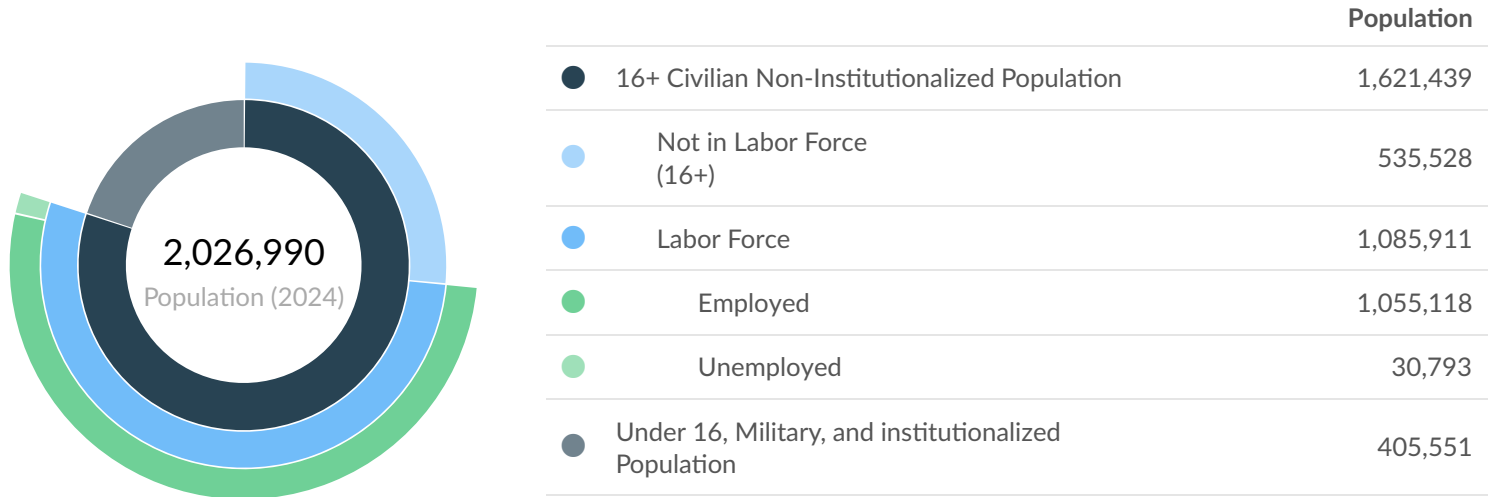
Regional average earnings per job are **\$8.0K below** the national average earnings of \$83.3K per job.

## Takeaways

- As of 2023 the region's population **declined by 0.7%** since 2018, falling by 14,132. Population is expected to **decrease by 0.9%** between 2023 and 2028, losing 17,598.
- From 2018 to 2023, jobs **declined by 0.8%** in Southeastern Wisconsin from 1,120,209 to **1,111,155**. This change **fell short of the national growth rate of 4.5% by 5.3%**. As the number of jobs declined, the **labor force participation rate increased from 65.8% to 66.1% between 2018 and 2023**.
- Concerning educational attainment, **23.7% of the selected regions' residents possess a Bachelor's Degree** (2.5% 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.

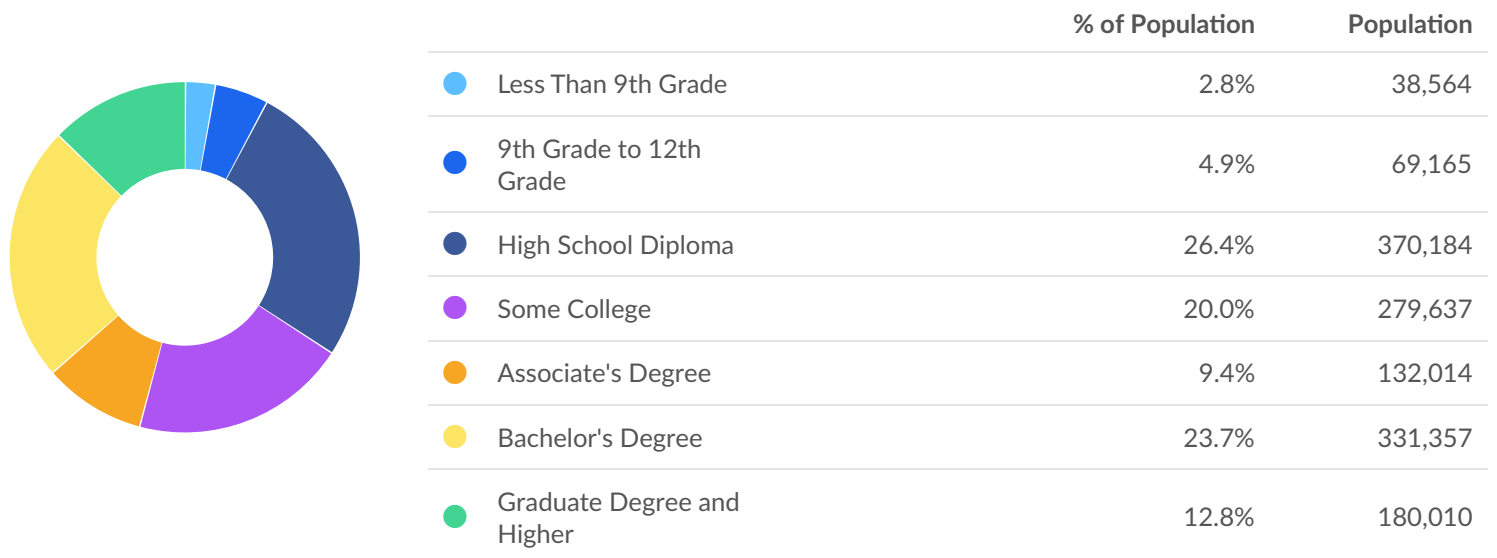
	Population (2024)	Labor Force (Oct 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	2,026,990	1,085,911	1,111,155	103.9	\$151.08B	\$133.63B	\$133.12B
State	5,932,800	3,179,316	3,245,667	100.2	\$412.45B	\$381.77B	\$408.89B

## Oct 2024 Labor Force Breakdown



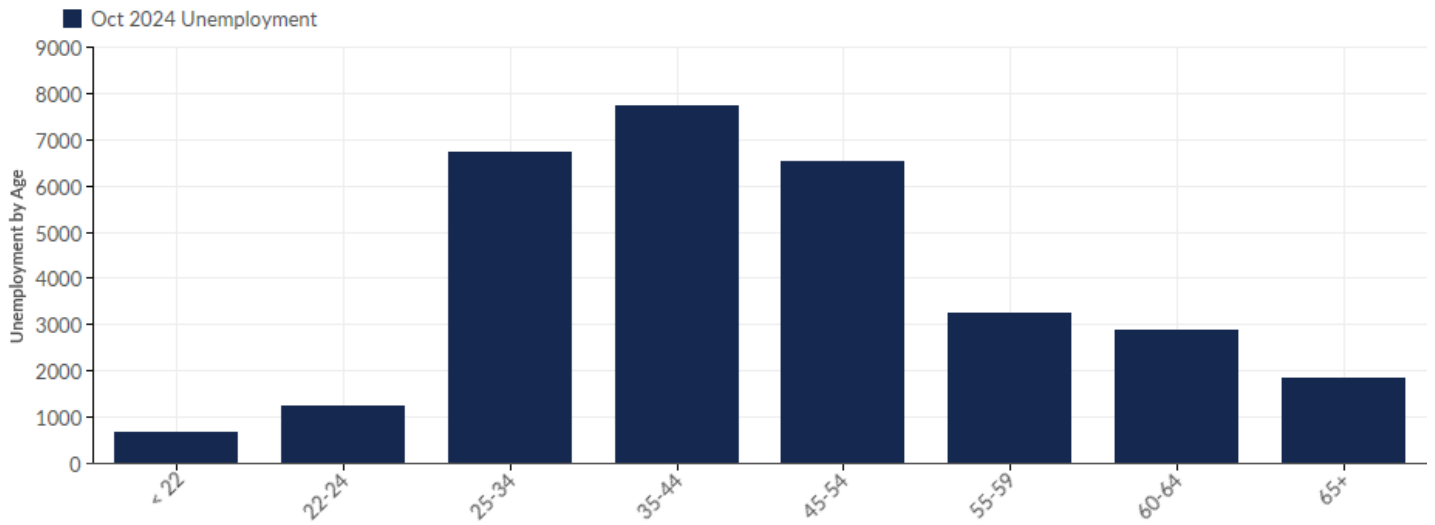
## Educational Attainment

Concerning educational attainment, **23.7% of the selected regions' residents possess a Bachelor's Degree** (2.5% above the national average), and **9.4% hold an Associate's Degree** (0.6% above the national average).



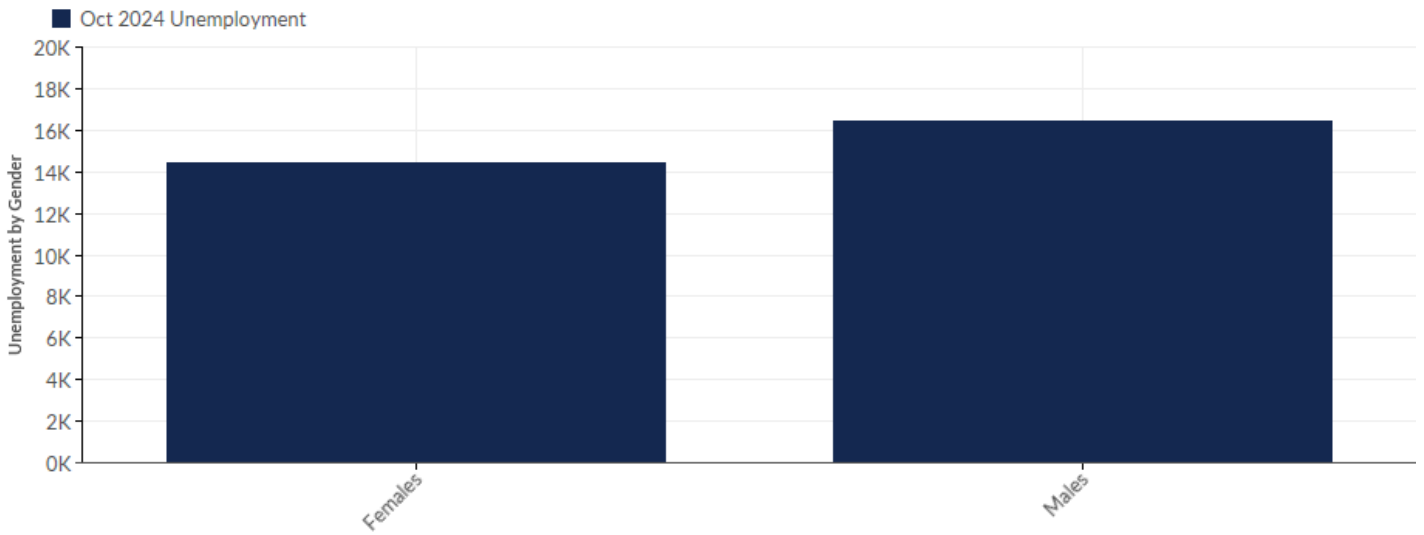
# Unemployment by Demographics

## Unemployment by Age



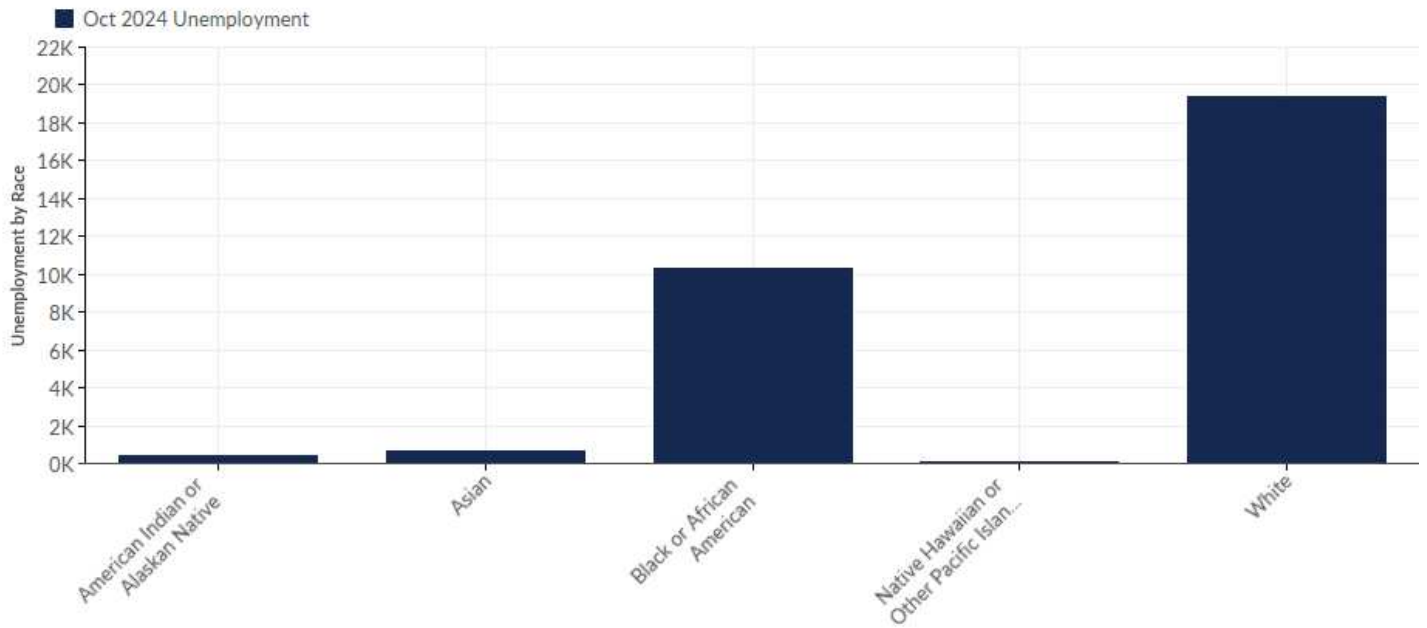
Age	Unemployment (Oct 2024)	% of Unemployed
< 22	678	2.20%
22-24	1,226	3.98%
25-34	6,711	21.79%
35-44	7,713	25.05%
45-54	6,510	21.14%
55-59	3,250	10.55%
60-64	2,869	9.32%
65+	1,834	5.96%
Total	30,793	100.00%

## Unemployment by Gender



Gender	Unemployment (Oct 2024)	% of Unemployed
Females	14,398	46.76%
Males	16,395	53.24%
Total	30,793	100.00%

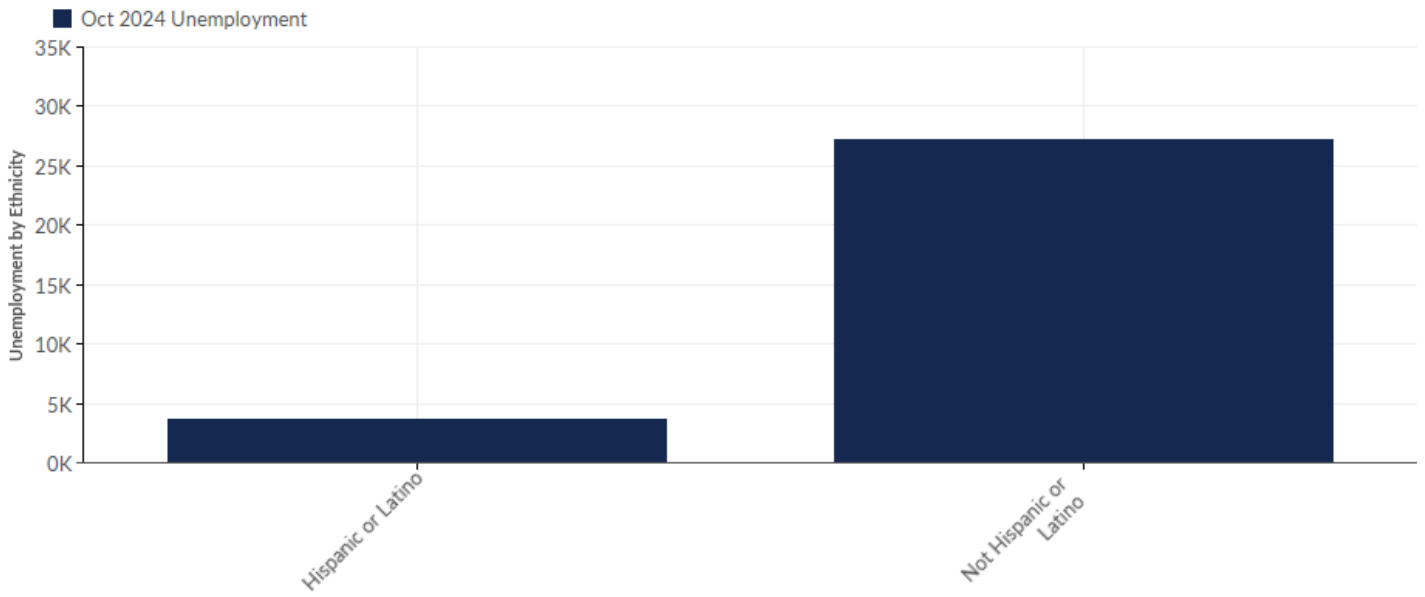
## Unemployment by Race



Race	Unemployment (Oct 2024)	% of Unemployed
American Indian or Alaskan Native	434	1.41%
Asian	670	2.18%
Black or African American	10,288	33.41%
Native Hawaiian or Other Pacific Islander	56	0.18%
White	19,346	62.83%
Total	30,793	100.00%



## Unemployment by Ethnicity

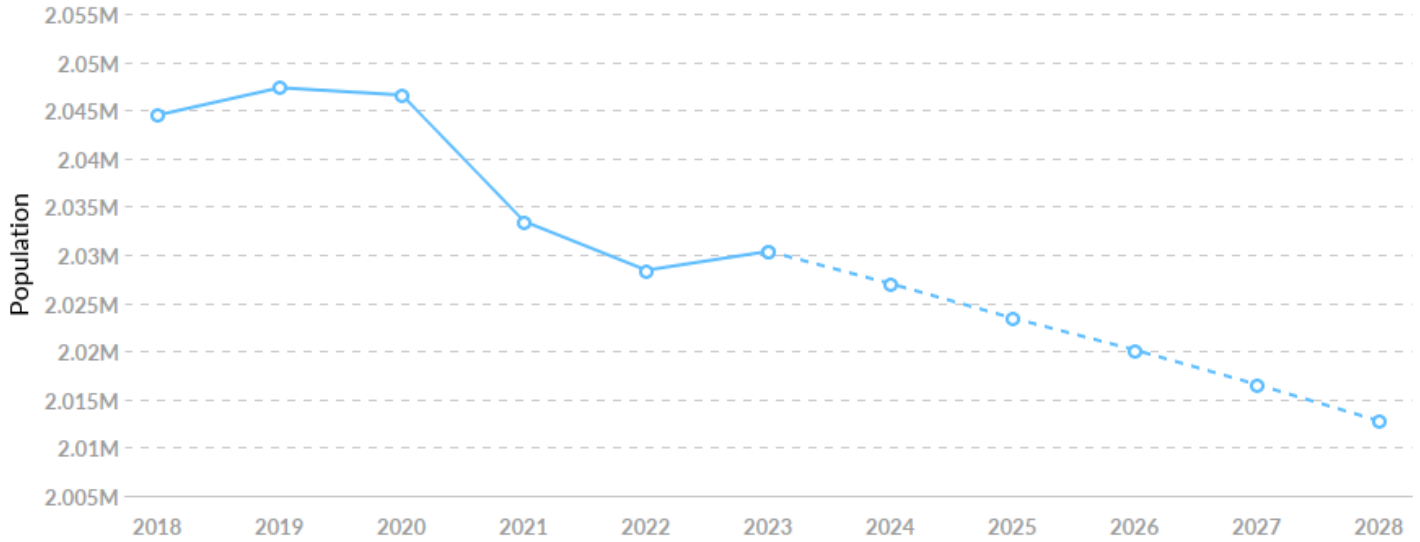


Ethnicity	Unemployment (Oct 2024)	% of Unemployed
Hispanic or Latino	3,593	11.67%
Not Hispanic or Latino	27,200	88.33%
Total	30,793	100.00%

# Historic & Projected Trends

## Population Trends

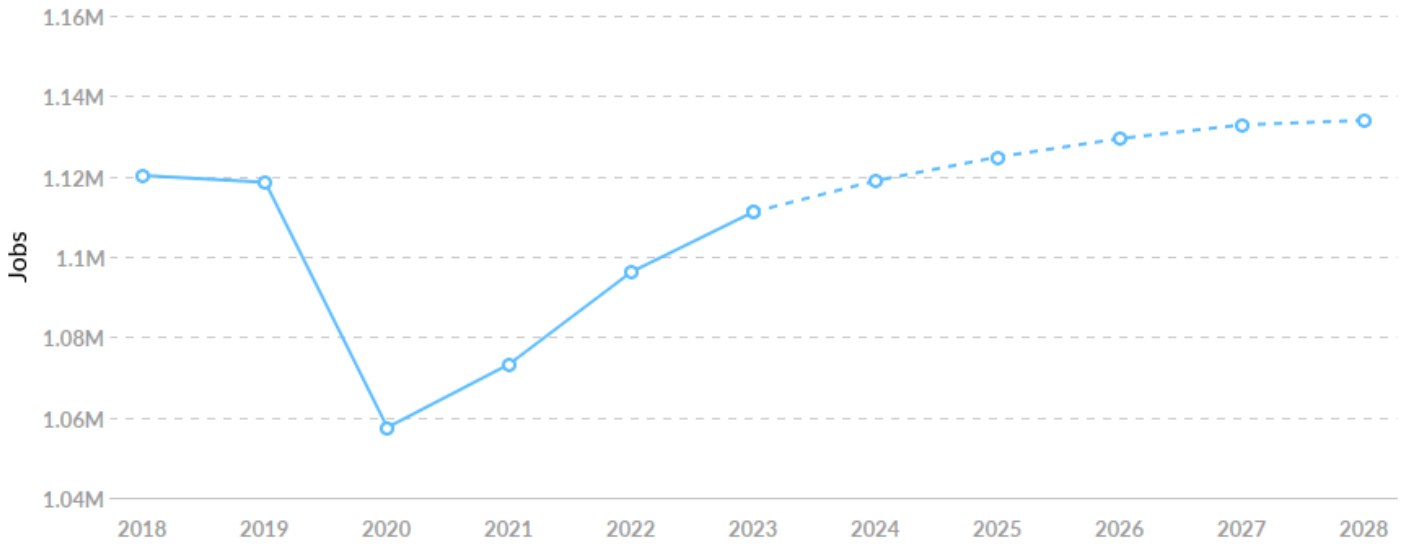
As of 2023 the region's population **declined by 0.7%** since 2018, falling by 14,132. Population is expected to **decrease by 0.9%** between 2023 and 2028, losing 17,598.



Timeframe	Population
2018	2,044,479
2019	2,047,317
2020	2,046,562
2021	2,033,452
2022	2,028,390
2023	2,030,347
2024	2,026,990
2025	2,023,419
2026	2,020,117
2027	2,016,530
2028	2,012,749

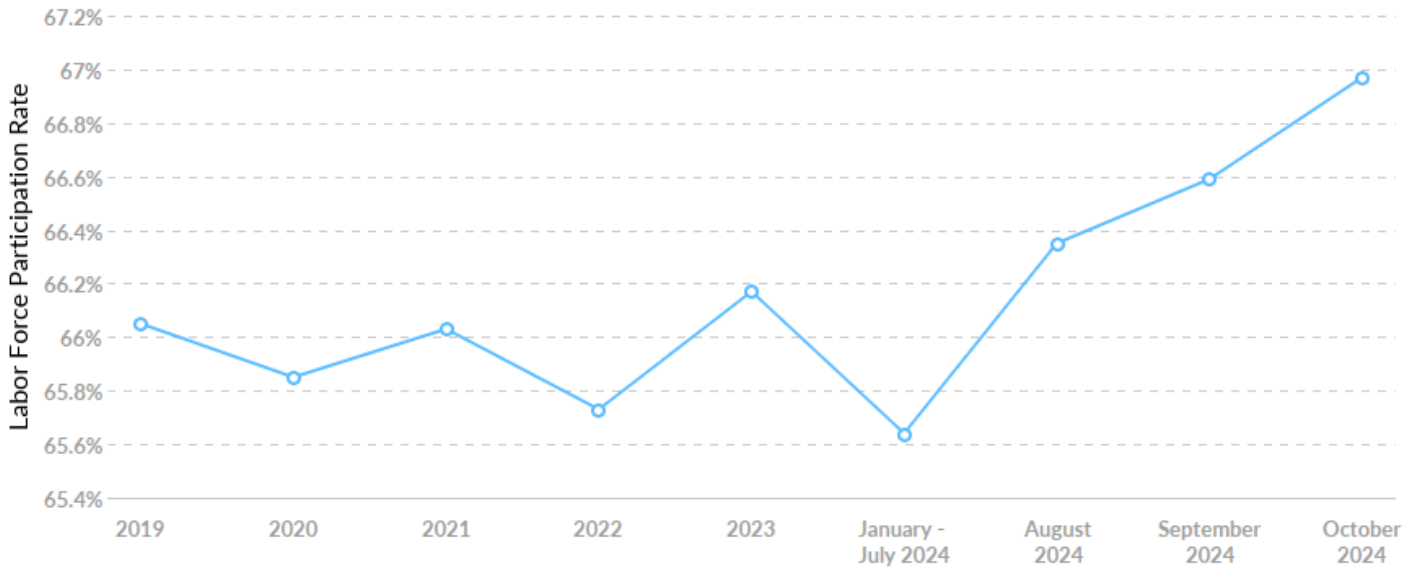
## Job Trends

From 2018 to 2023, jobs declined by 0.8% in Southeastern Wisconsin from 1,120,209 to 1,111,155. This change fell short of the national growth rate of 4.5% by 5.3%.



Timeframe	Jobs
2018	1,120,209
2019	1,118,527
2020	1,057,450
2021	1,073,246
2022	1,096,200
2023	1,111,155
2024	1,118,915
2025	1,124,823
2026	1,129,410
2027	1,132,823
2028	1,133,952

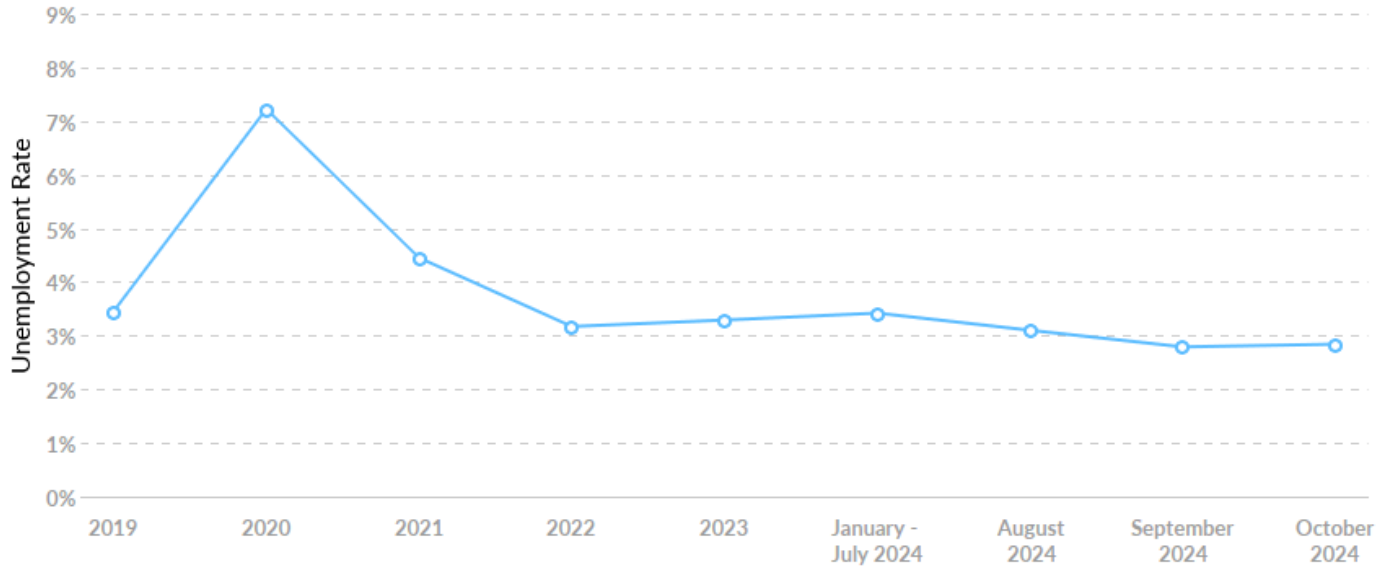
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	66.05%
2020	65.85%
2021	66.03%
2022	65.73%
2023	66.17%
January - July 2024	65.64%
August 2024	66.35%
September 2024	66.59%
October 2024	66.97%

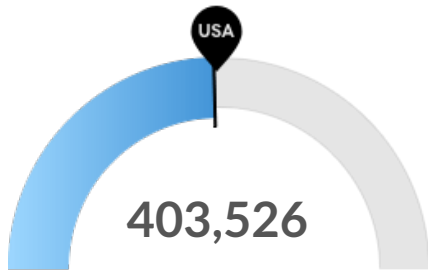
## Unemployment Rate Trends

Your areas had an October 2024 unemployment rate of 2.84%, decreasing from 3.45% 5 years before.



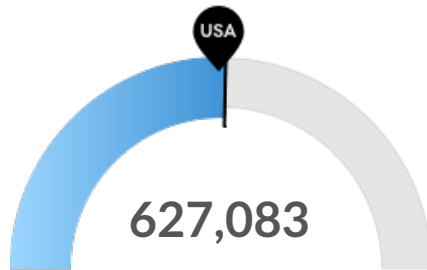
Timeframe	Unemployment Rate
2019	3.45%
2020	7.22%
2021	4.45%
2022	3.17%
2023	3.29%
January - July 2024	3.42%
August 2024	3.10%
September 2024	2.79%
October 2024	2.84%

## Population Characteristics



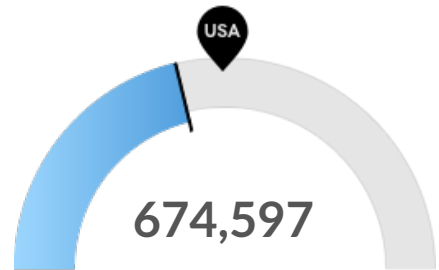
**Millennials**

Your area has 403,526 millennials (ages 25-39). The national average for an area this size is 412,533.



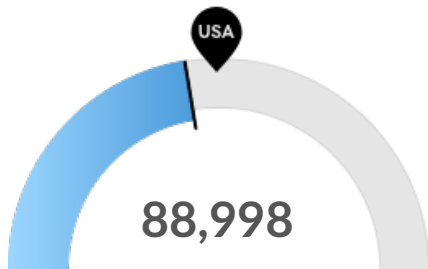
**Retiring Soon**

Retirement risk is about average in your area. The national average for an area this size is 612,913 people 55 or older, while there are 627,083 here.



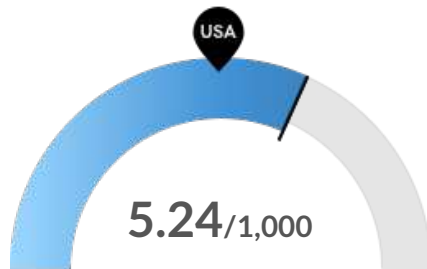
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 845,580 racially diverse people, while there are 674,597 here.



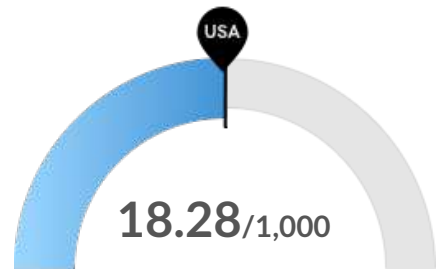
**Veterans**

Your area has 88,998 veterans. The national average for an area this size is 103,703.



**Violent Crime**

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

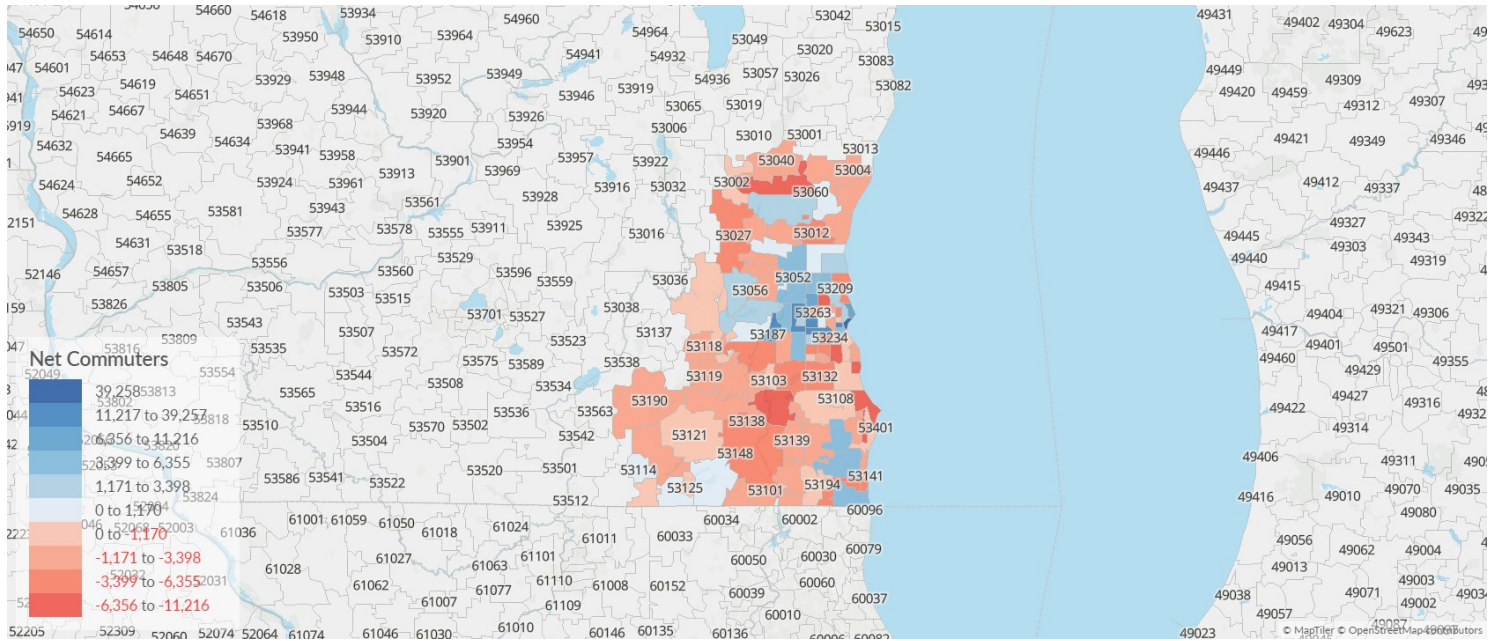


**Property Crime**

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

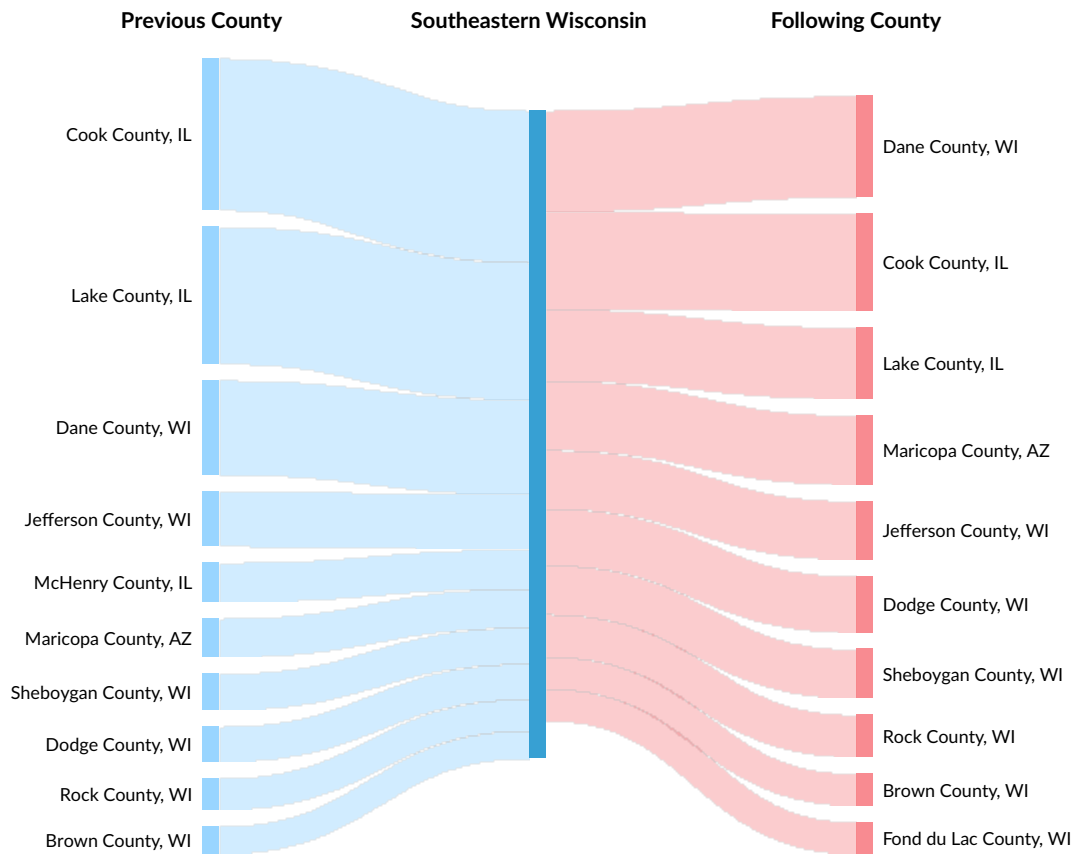
### Where Talent Lives

ZIP	Name	2023 Employment	ZIP	Name	2023 Workers
53202	Milwaukee, WI (in Milw...	57,858	53215	Milwaukee, WI (in Milw...	22,019
53186	Waukesha, WI (in Wauk...	34,973	53207	Milwaukee, WI (in Milw...	21,581
53214	Milwaukee, WI (in Milw...	30,710	53051	Menomonee Falls, WI (i...	21,018
53211	Milwaukee, WI (in Milw...	29,154	53066	Oconomowoc, WI (in W...	20,764
53226	Milwaukee, WI (in Milw...	28,267	53188	Waukesha, WI (in Wauk...	20,481

# 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 2022, **2,972** people have migrated from Cook County, IL to Southeastern Wisconsin. In the same year, **1,979** people left Southeastern Wisconsin migrating to Dane County, WI. The total Net Migration for Southeastern Wisconsin in 2022 was **-5,777**.



Top Previous Counties	Migrations
Cook County, IL	2,972
Lake County, IL	2,685
Dane County, WI	1,849
Jefferson County, WI	1,075
McHenry County, IL	769



Top Previous Counties	Migrations
Maricopa County, AZ	760
Sheboygan County, WI	710
Dodge County, WI	692
Rock County, WI	616
Brown County, WI	544
Fond du Lac County, WI	532
Winnebago County, WI	502
DuPage County, IL	486
Hennepin County, MN	447
Outagamie County, WI	373
Top Following Counties	Migrations
Dane County, WI	1,979
Cook County, IL	1,908
Lake County, IL	1,399
Maricopa County, AZ	1,356
Jefferson County, WI	1,146
Dodge County, WI	1,107
Sheboygan County, WI	960
Rock County, WI	829
Brown County, WI	627
Fond du Lac County, WI	624
Winnebago County, WI	622
Outagamie County, WI	510
McHenry County, IL	488
Lee County, FL	482

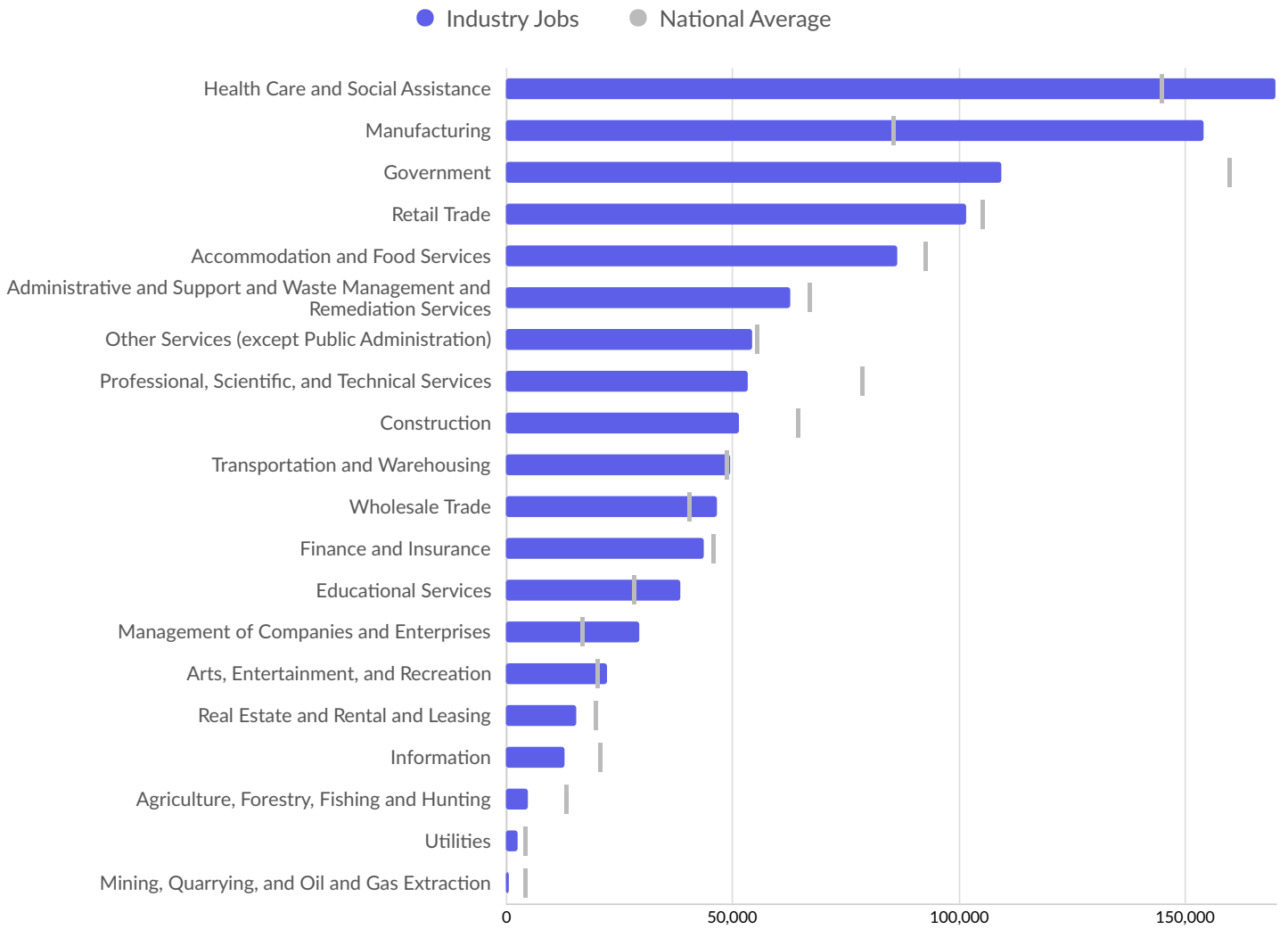
**Top Following Counties****Migrations**

Harris County, TX

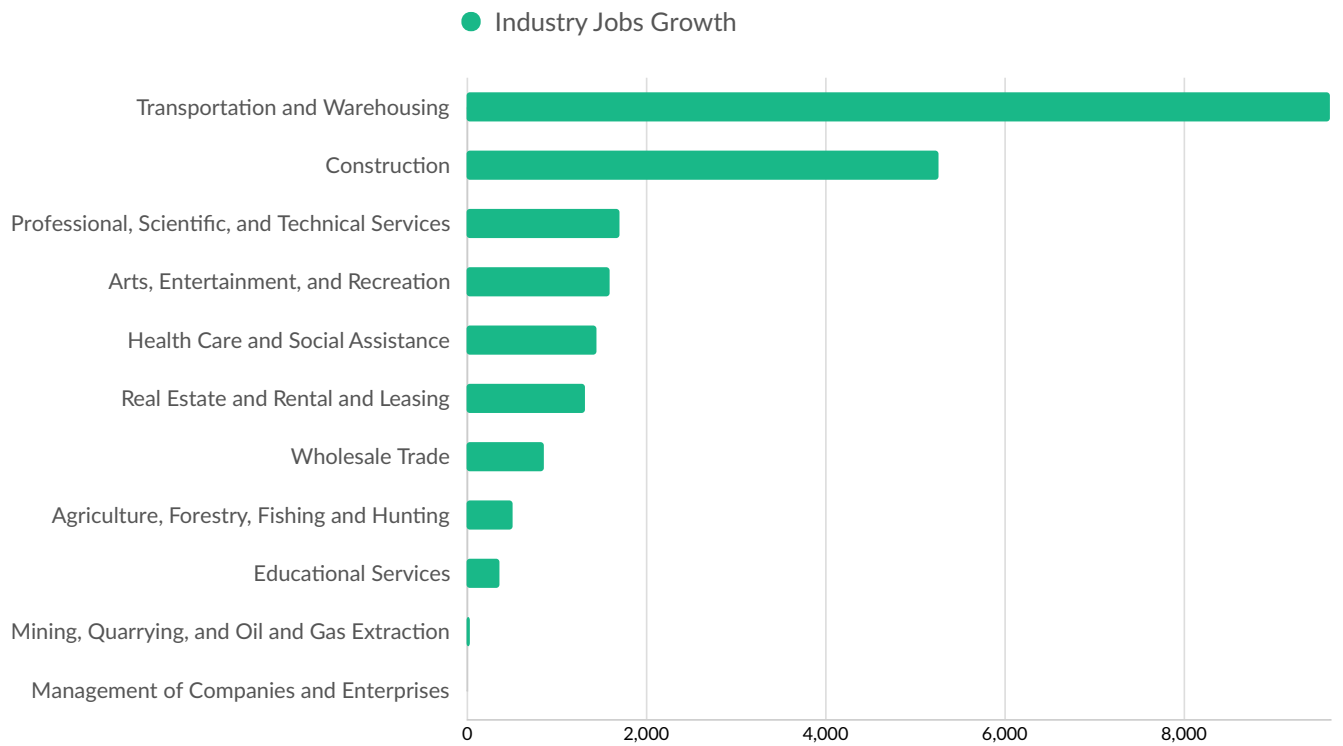
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# Industry Characteristics

## Largest Industries



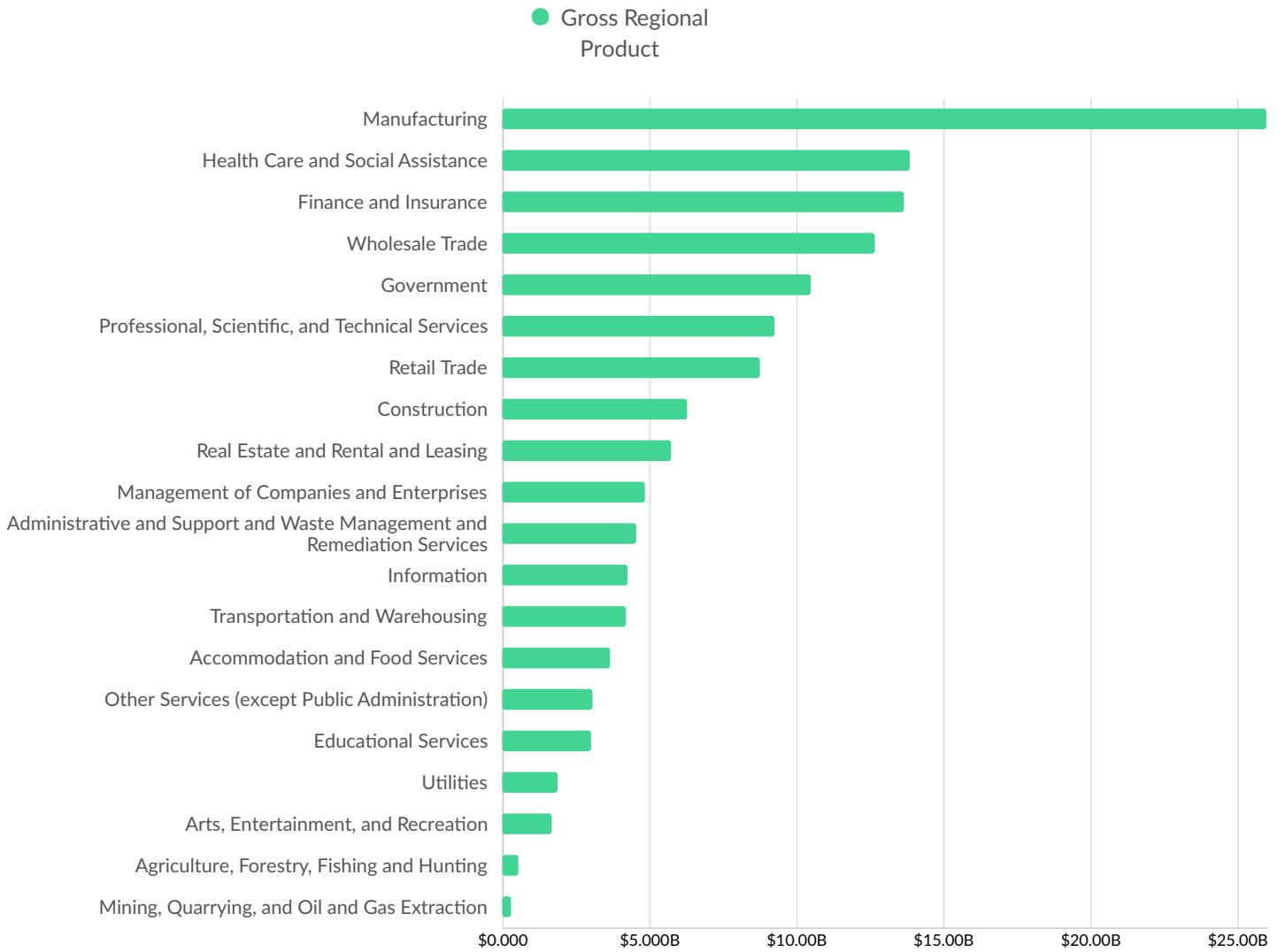
## Top Growing Industries



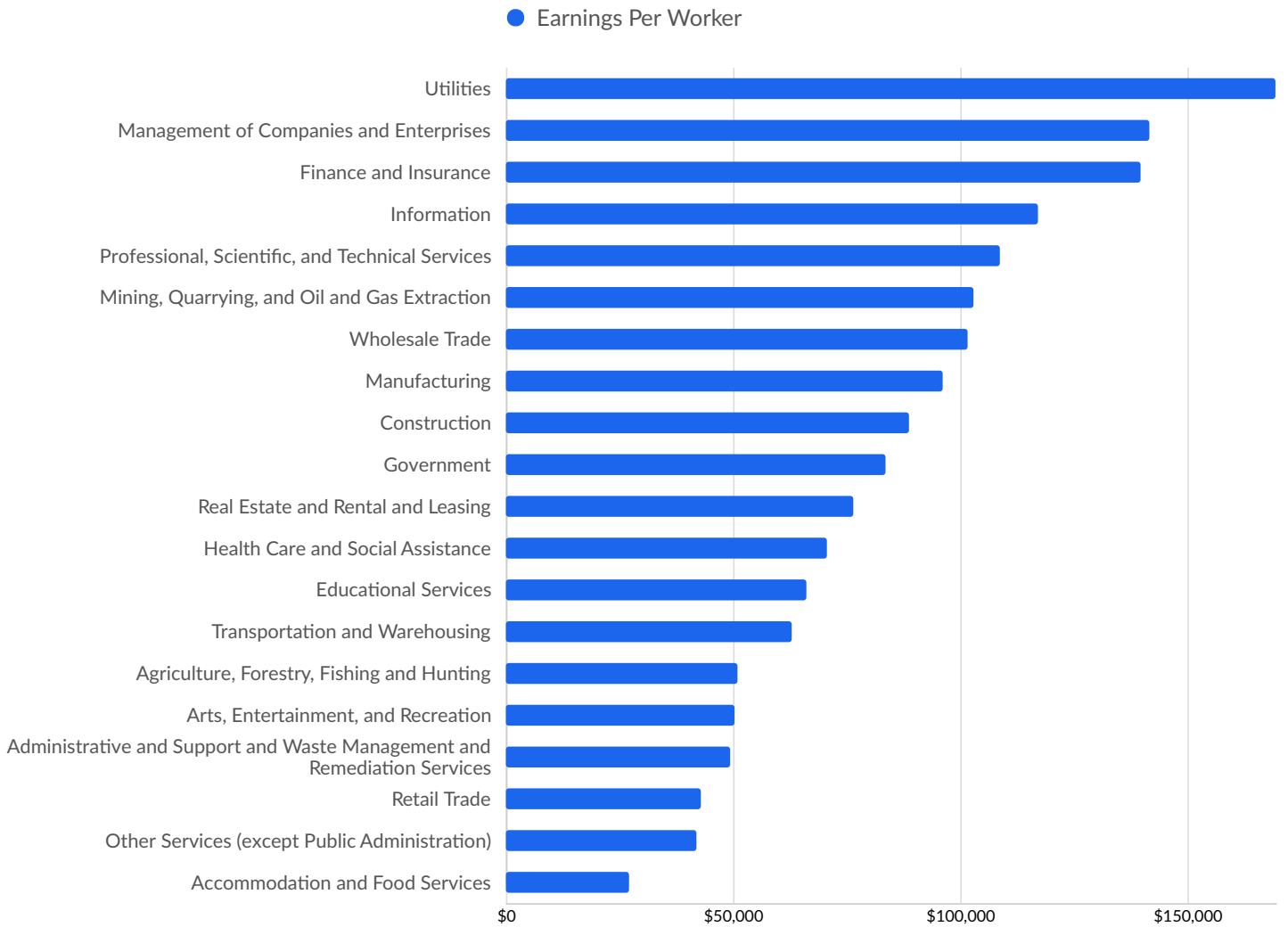
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



## Business Characteristics

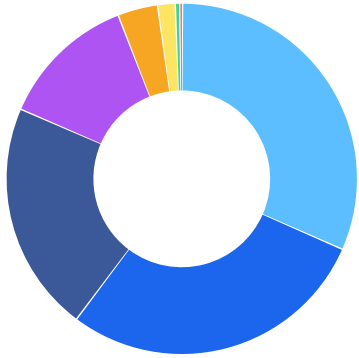
### 142,524 Companies Employ Your Workers

Online profiles for your workers mention 142,524 companies as employers, with the top 10 appearing below. In the last 12 months, 15,893 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Advocate Aurora Health	14,409 	Advocate Aurora Health	8,958 
University of Wisconsin System	9,611 	Froedtert & The Medical College...	6,564 
Froedtert & The Medical College...	8,285 	Uline	3,754 
Northwestern Mutual	8,082 	Ascension	3,305 
Milwaukee Public Schools	6,143 	Aerotek	3,214 
The Medical College Of Wiscon...	5,813 	ProHealth Care	3,200 
GE Healthcare	5,076 	Actalent	2,575 
Kohl's	5,018 	GPAC	1,953 
Marquette University	3,833 	Pick And Save	1,622 
Children& X27 S Wisconsin	3,594 	Walmart	1,570 



## Business Size

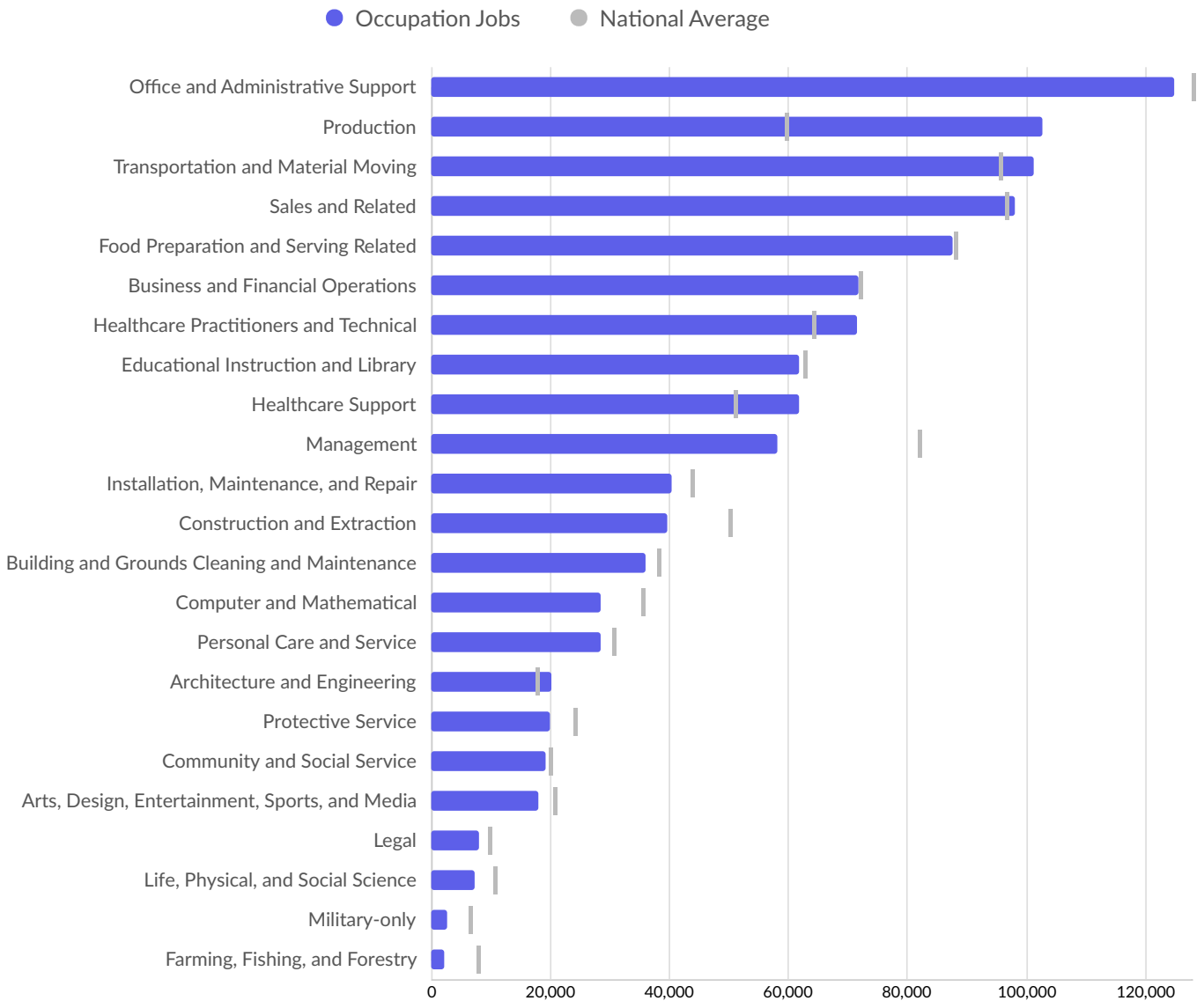


	Percentage	Business Count
● 1 to 4 employees	31.5%	24,752
● 5 to 9 employees	28.7%	22,521
● 10 to 19 employees	21.2%	16,691
● 20 to 49 employees	12.6%	9,901
● 50 to 99 employees	3.7%	2,902
● 100 to 249 employees	1.6%	1,268
● 250 to 499 employees	0.4%	322
● 500+ employees	0.3%	201

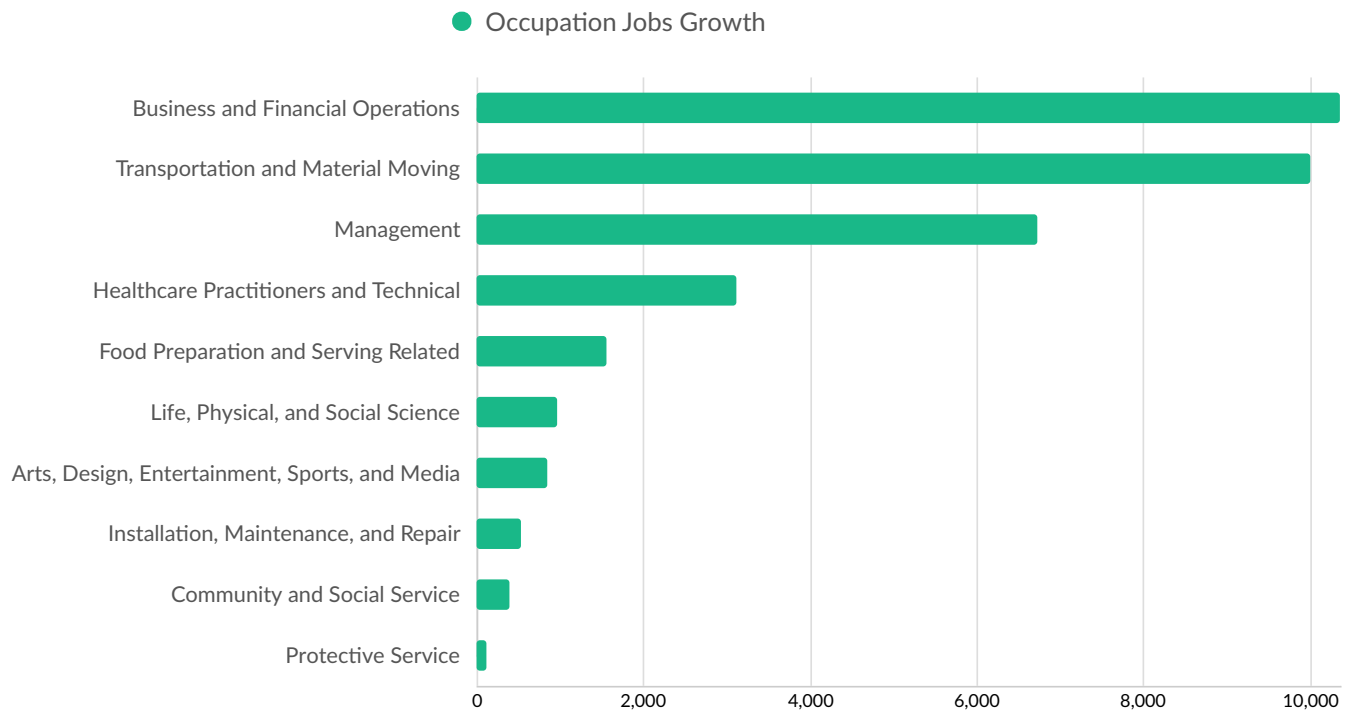
\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

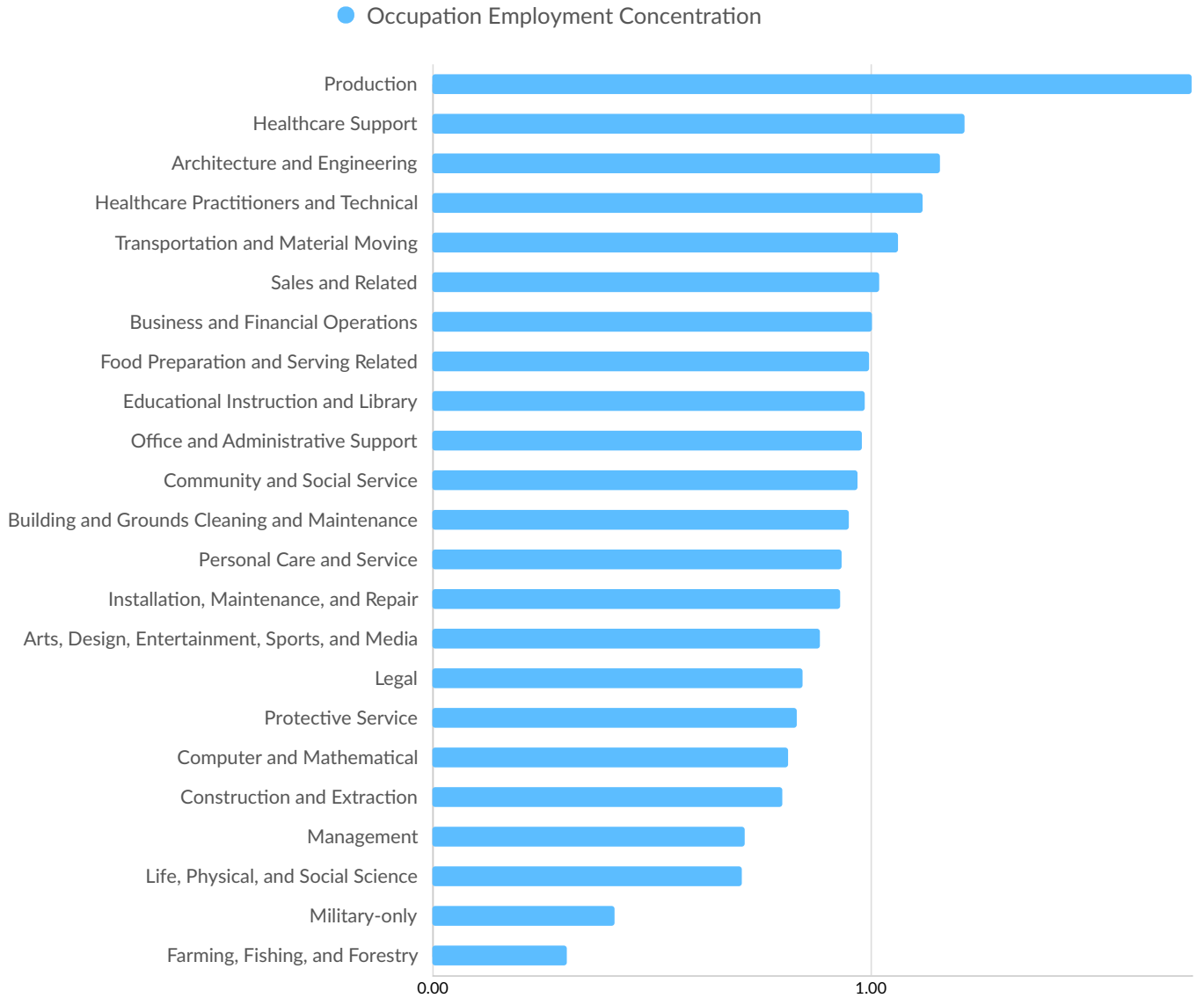
## Largest Occupations



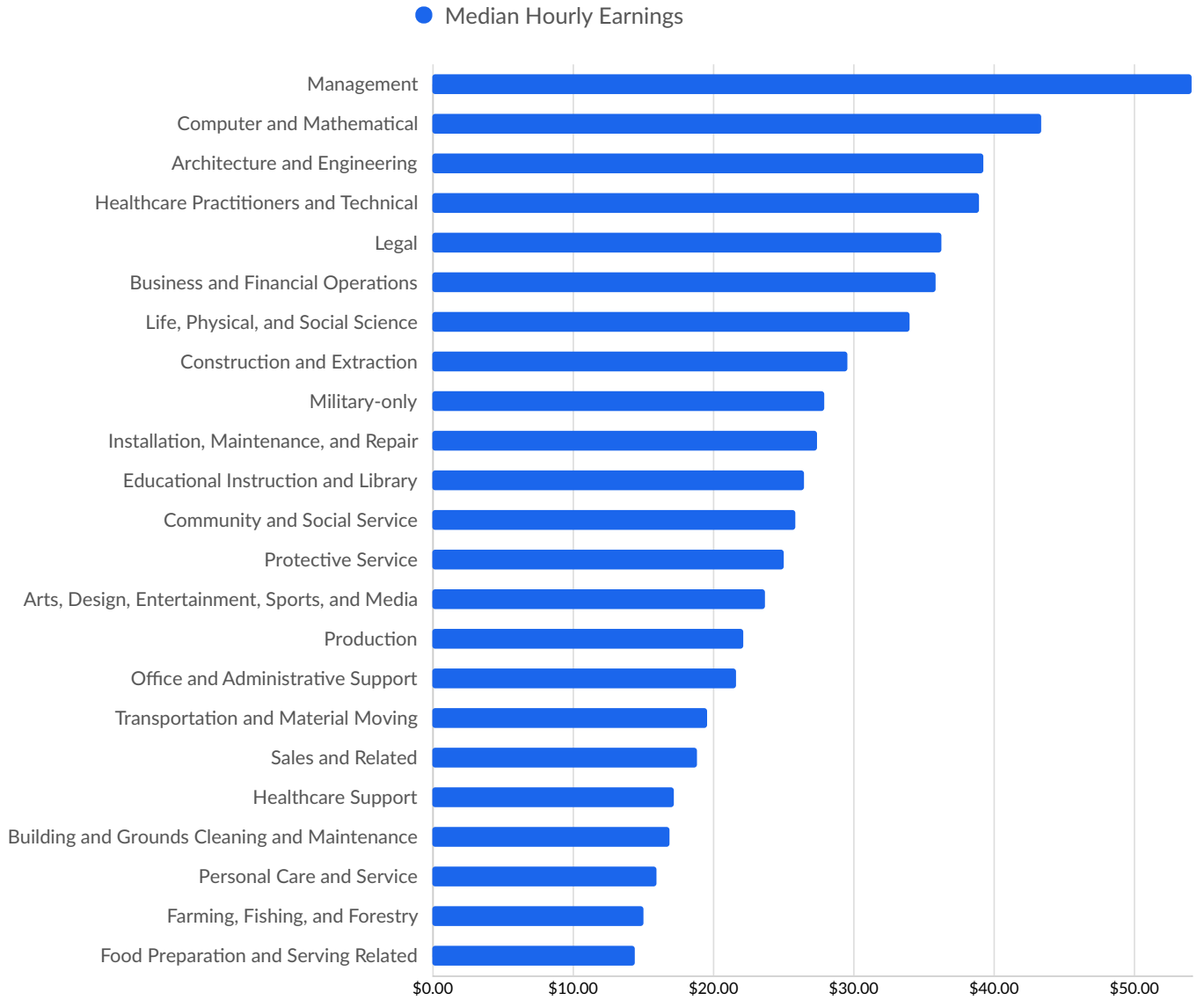
## Top Growing Occupations



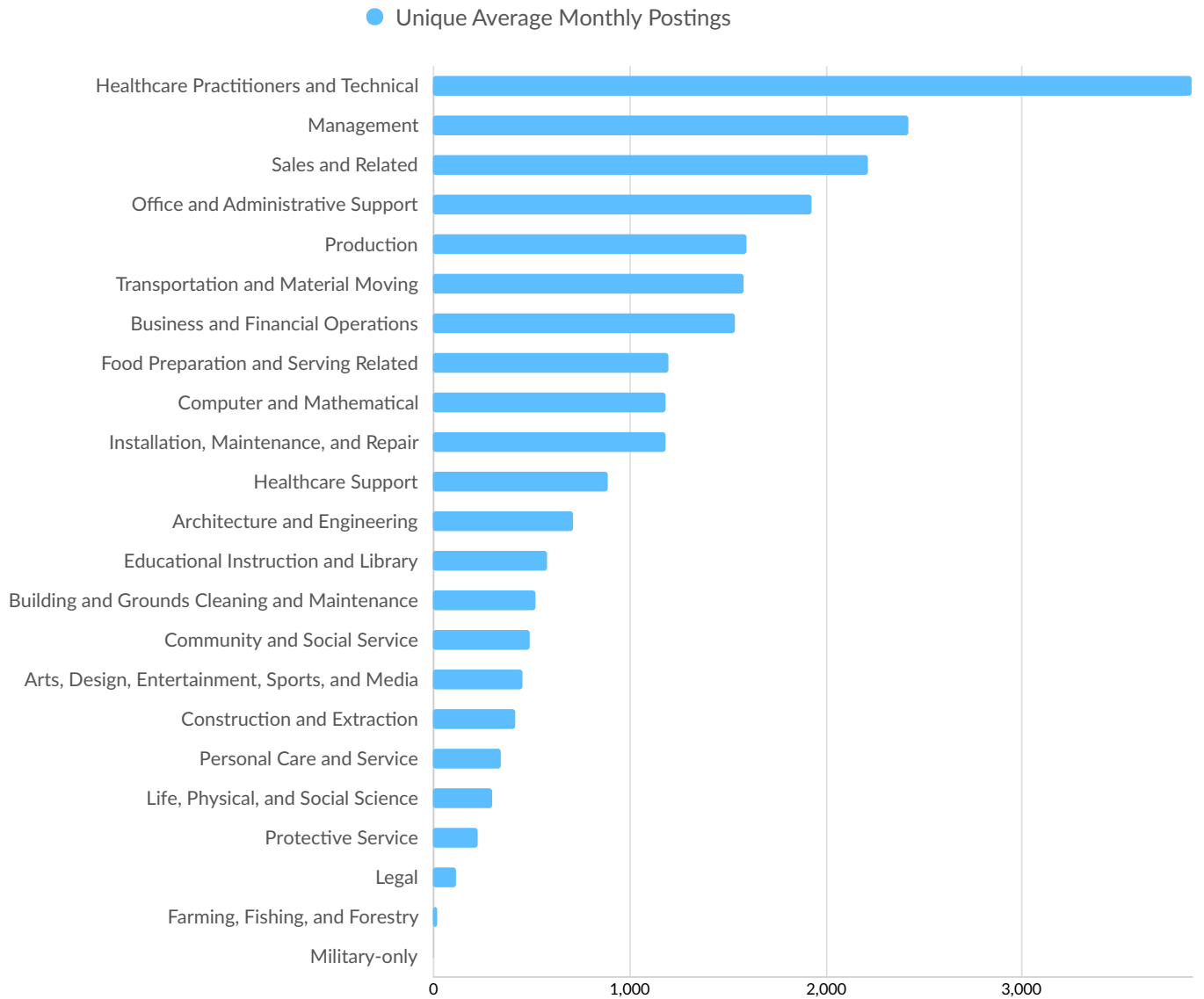
## Top Occupation Employment Concentration



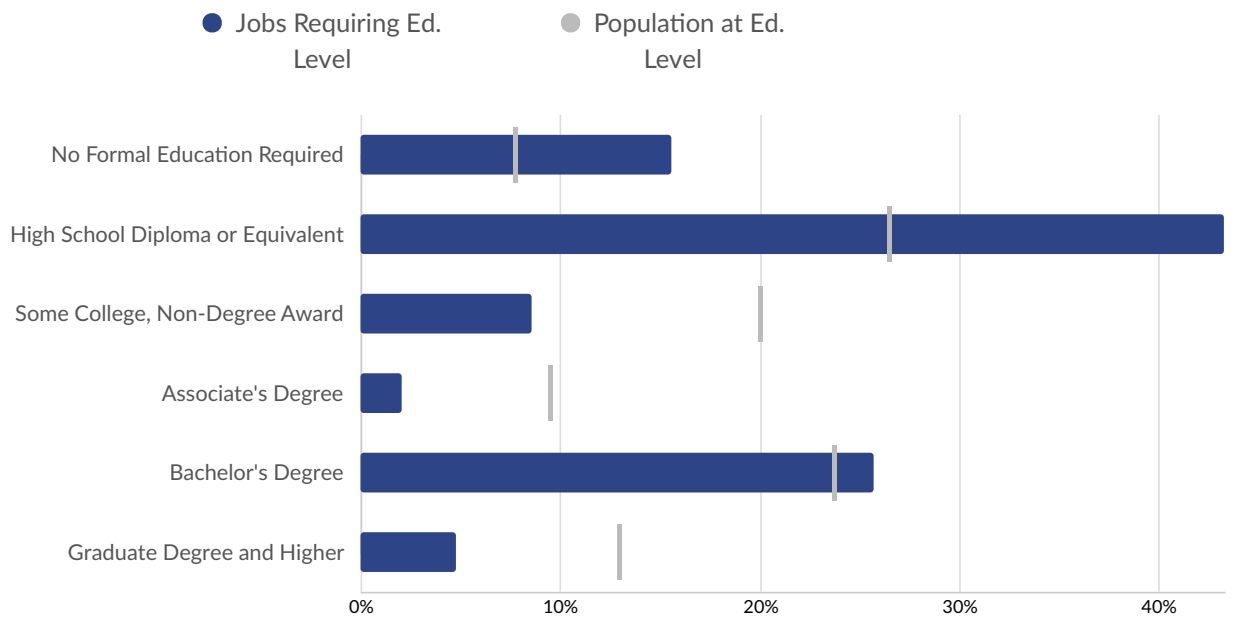
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



# Educational Pipeline

In 2023, there were 29,132 graduates in Southeastern Wisconsin. This pipeline has grown by 1% over the last 5 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).

School	Total Graduates (2023)	Graduate Trend (2019 - 2023)
University of Wisconsin-Milwaukee	5,847	
Marquette University	3,708	
Milwaukee Area Technical College	3,090	
University of Wisconsin-Whitewater	2,971	
Gateway Technical College	2,942	
Waukesha County Technical College	2,067	
Concordia University-Wisconsin	1,390	
University of Wisconsin-Parkside	1,170	
Carroll University	975	
Carthage College	822	

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



# In-Demand Skills

