



Walworth 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

55127 Walworth 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

105,822

Population (2023)

Population **grew by 2,275** over the last 5 years and is projected to **grow by 1,037** over the next 5 years.

49,346

Total Regional Employment

Jobs **grew by 1,252** over the last 5 years and are projected to **grow by 2,754** over the next 5 years.

\$75.2K

Median Household Income (2022)

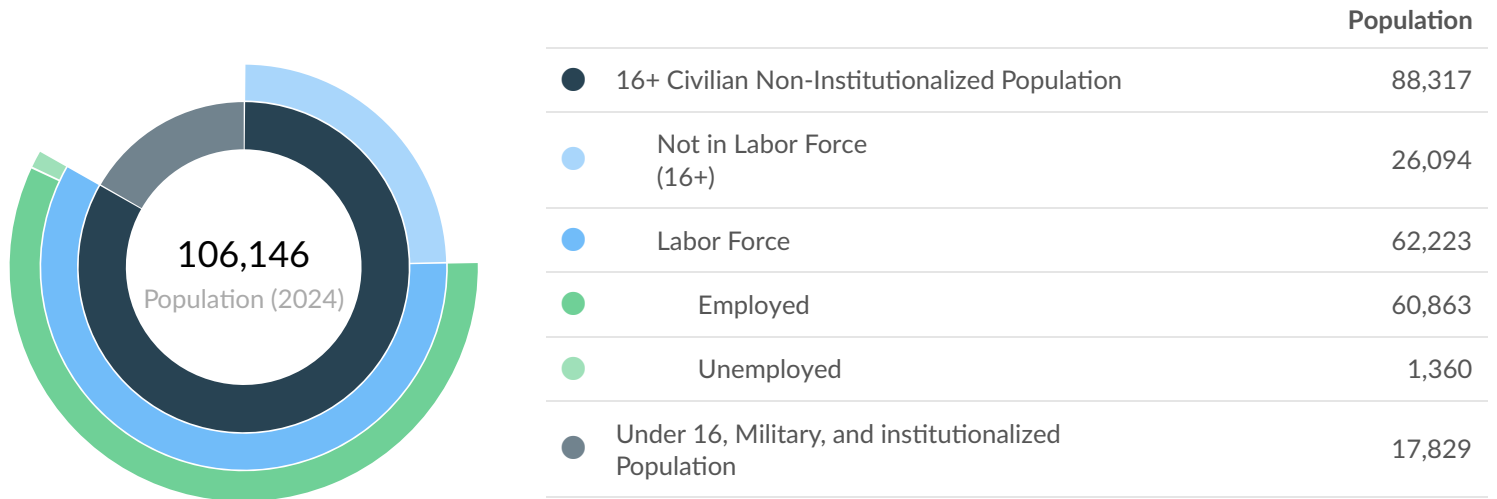
Median household income is **\$23 above** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **increased by 2.2%** since 2018, growing by 2,275. Population is expected to **increase by 1.0%** between 2023 and 2028, adding 1,037.
- From 2018 to 2023, jobs **increased by 2.6%** in Walworth County, WI from 48,093 to **49,346**. This change **fell short of the national growth rate of 4.5% by 1.9%**. As the number of jobs increased, the **labor force participation rate decreased from 67.6% to 67.1% between 2018 and 2023**.
- Concerning educational attainment, **21.0% of Walworth County, WI residents possess a Bachelor's Degree** (0.1% below the national average), and **9.5% hold an Associate's Degree** (0.7% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Traveler Accommodation.

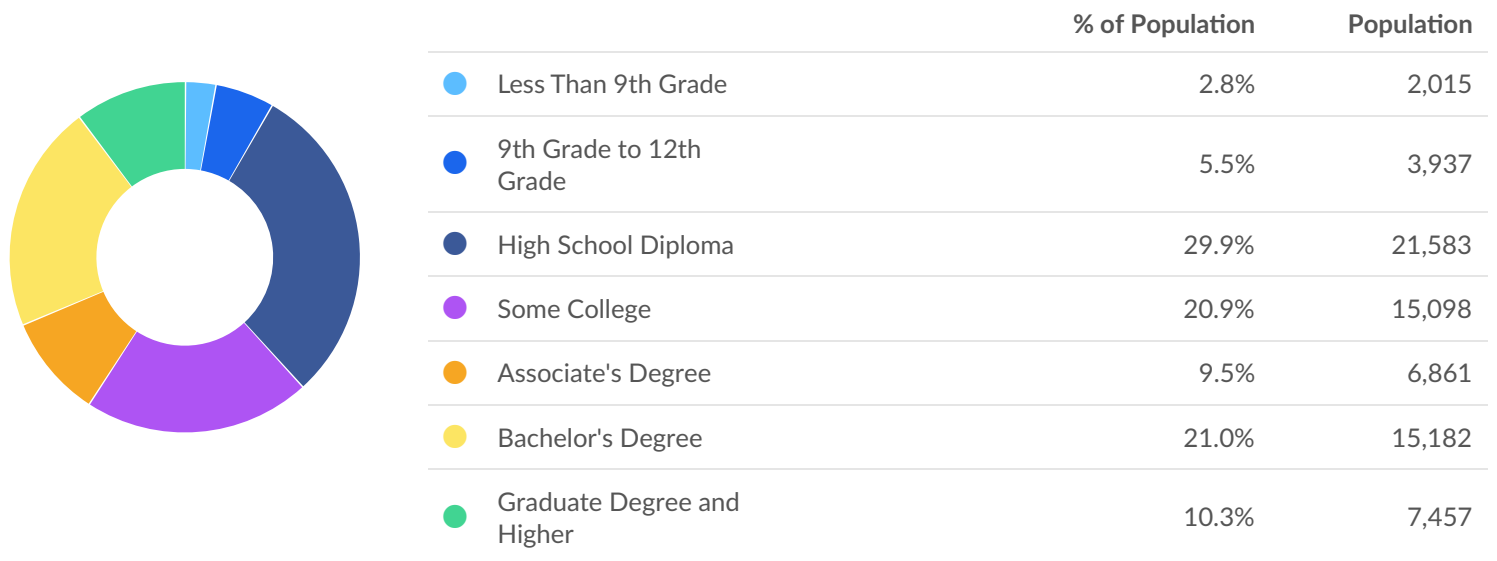
	Population (2024)	Labor Force (Oct 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	106,146	62,223	49,346	100.1	\$5.86B	\$8.51B	\$6.32B
State	5,932,800	3,179,316	3,245,667	100.2	\$412.45B	\$381.77B	\$408.89B

Oct 2024 Labor Force Breakdown



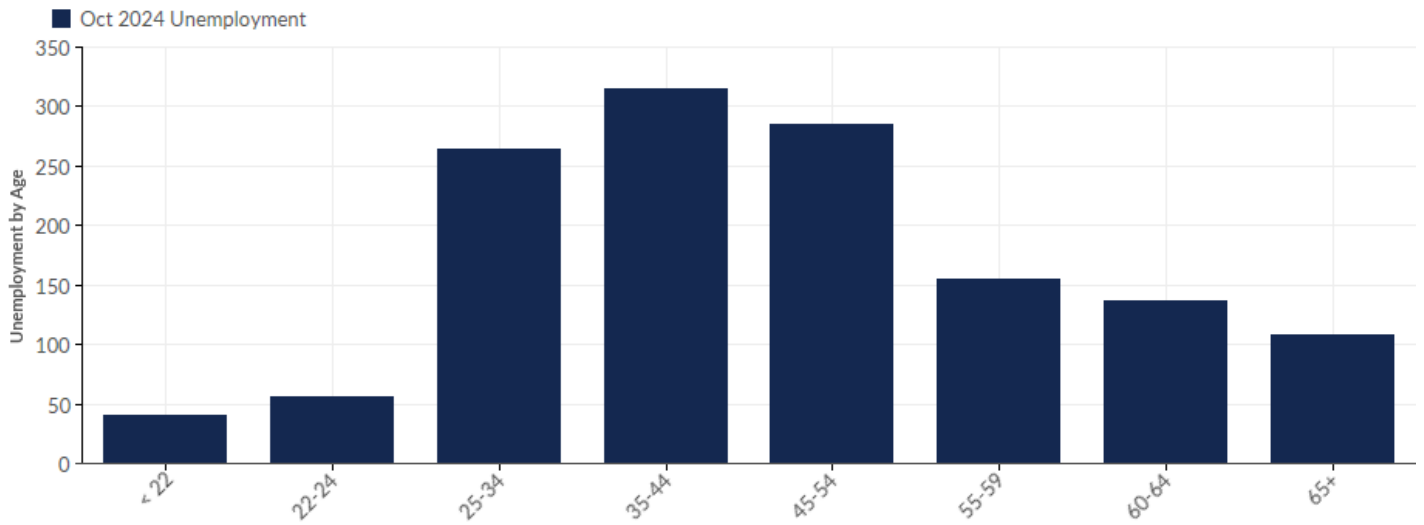
Educational Attainment

Concerning educational attainment, **21.0% of Walworth County, WI residents possess a Bachelor's Degree** (0.1% below the national average), and **9.5% hold an Associate's Degree** (0.7% above the national average).



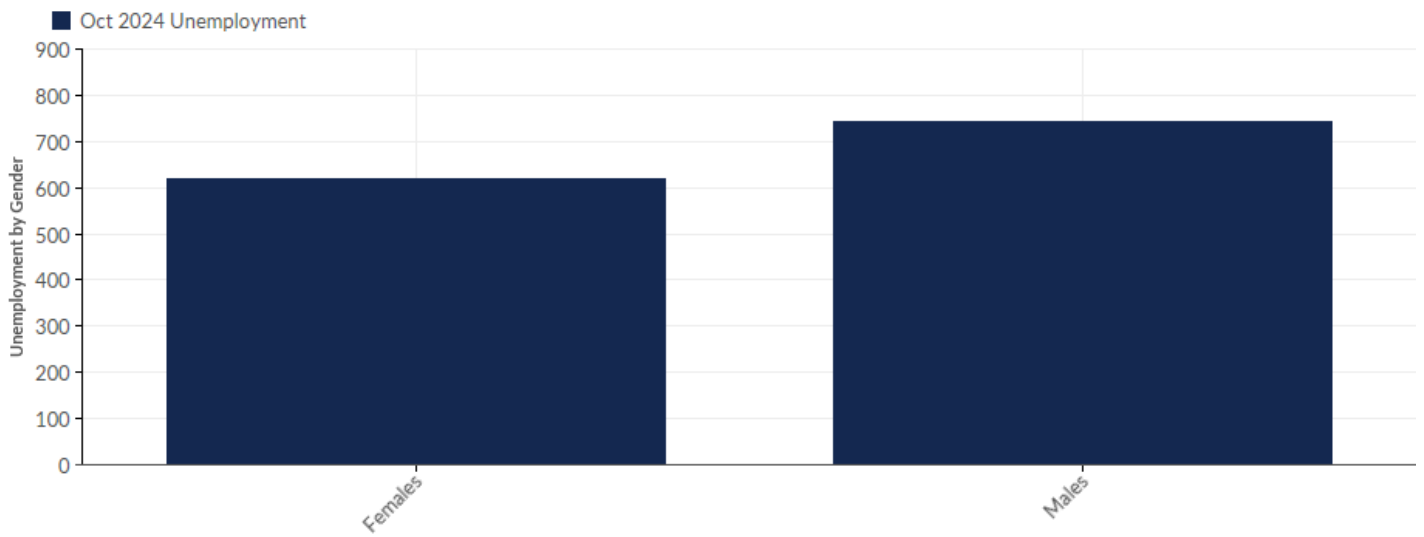
Unemployment by Demographics

Unemployment by Age



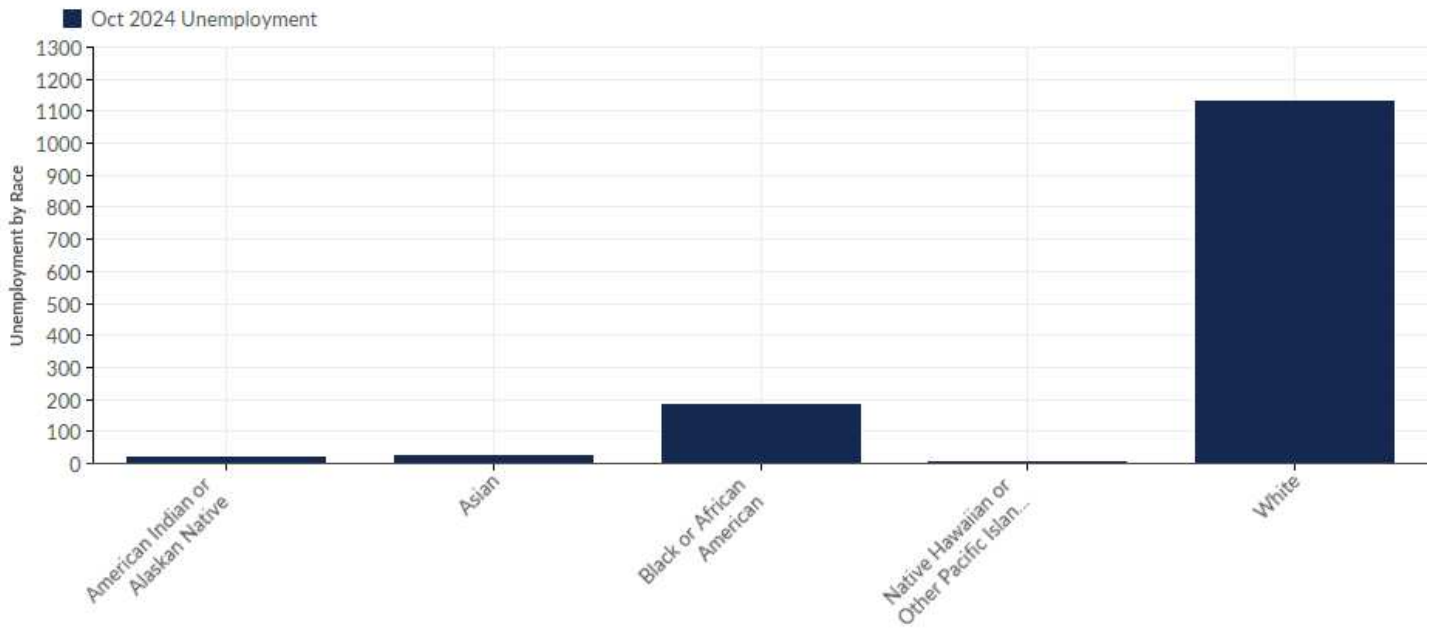
Age	Unemployment (Oct 2024)	% of Unemployed
< 22	40	2.94%
22-24	56	4.12%
25-34	264	19.41%
35-44	315	23.16%
45-54	286	21.03%
55-59	155	11.40%
60-64	137	10.07%
65+	108	7.94%
Total	1,360	100.00%

Unemployment by Gender



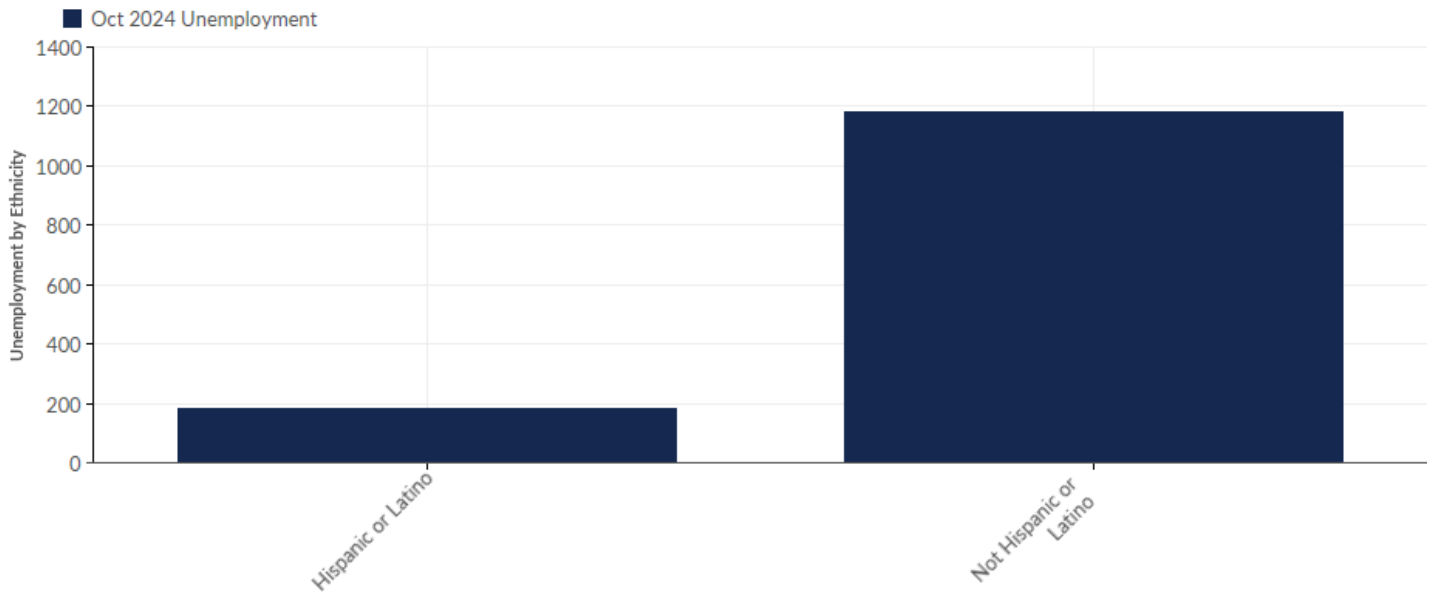
Gender	Unemployment (Oct 2024)	% of Unemployed
Females	618	45.44%
Males	742	54.56%
Total	1,360	100.00%

Unemployment by Race



Race	Unemployment (Oct 2024)	% of Unemployed
American Indian or Alaskan Native	20	1.47%
Asian	23	1.69%
Black or African American	183	13.46%
Native Hawaiian or Other Pacific Islander	3	0.22%
White	1,132	83.24%
Total	1,360	100.00%

Unemployment by Ethnicity

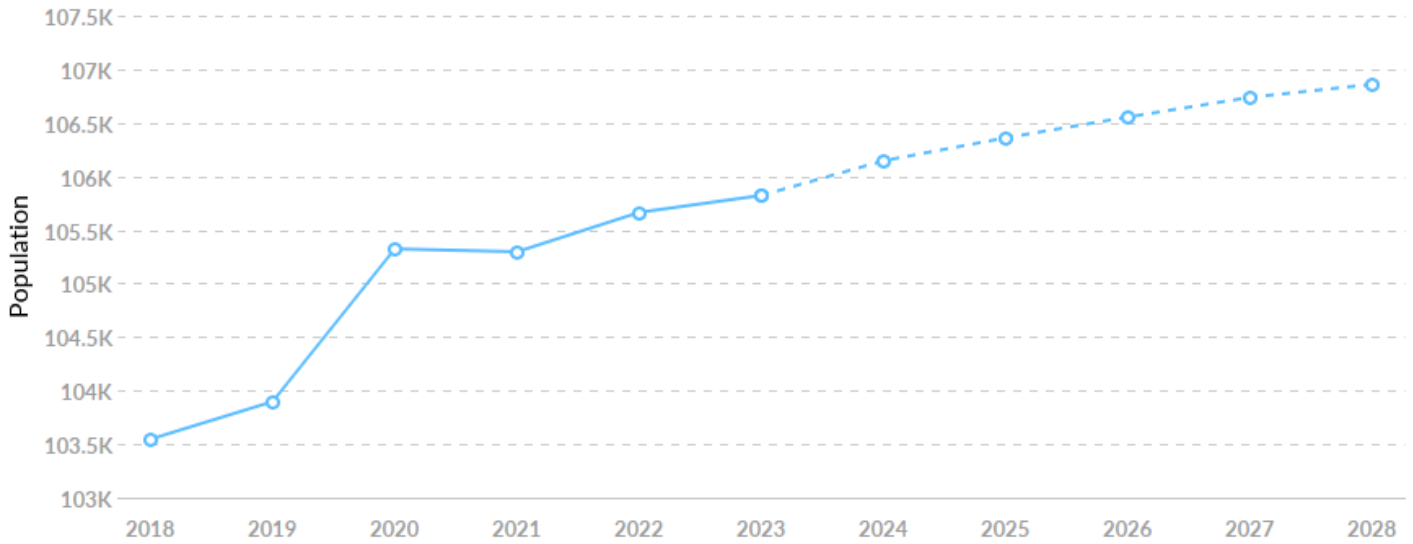


Ethnicity	Unemployment (Oct 2024)	% of Unemployed
Hispanic or Latino	181	13.31%
Not Hispanic or Latino	1,179	86.69%
Total	1,360	100.00%

Historic & Projected Trends

Population Trends

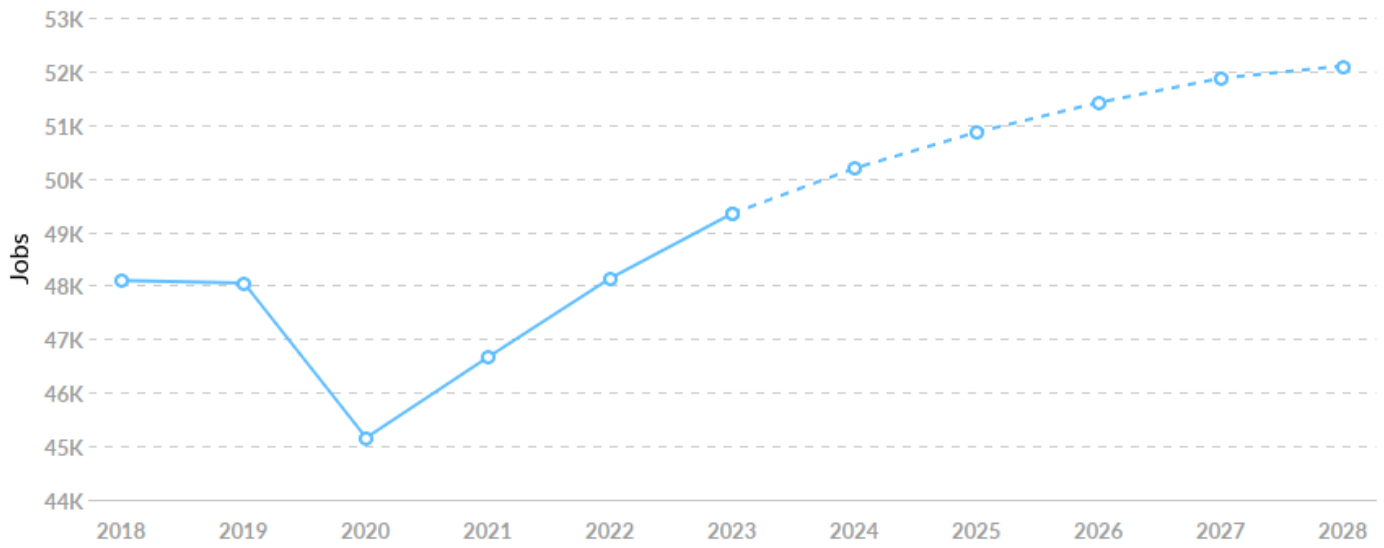
As of 2023 the region's population increased by 2.2% since 2018, growing by 2,275. Population is expected to increase by 1.0% between 2023 and 2028, adding 1,037.



Timeframe	Population
2018	103,547
2019	103,898
2020	105,323
2021	105,296
2022	105,664
2023	105,822
2024	106,146
2025	106,360
2026	106,554
2027	106,738
2028	106,859

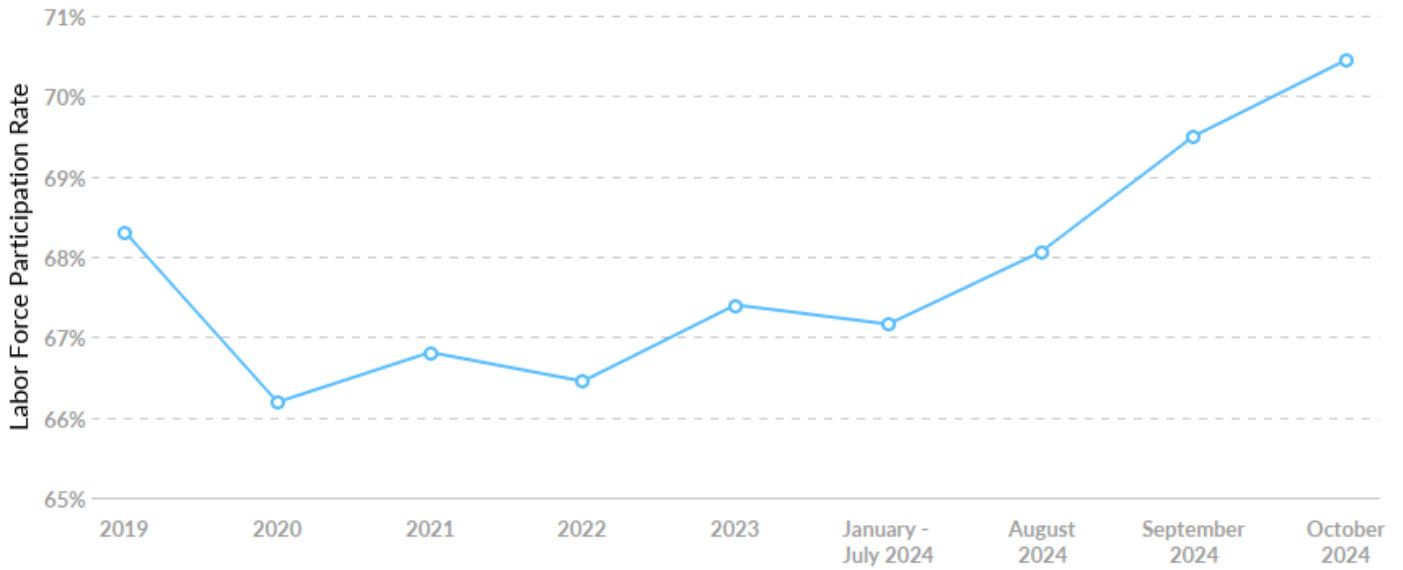
Job Trends

From 2018 to 2023, jobs increased by 2.6% in Walworth County, WI from 48,093 to 49,346. This change fell short of the national growth rate of 4.5% by 1.9%.



Timeframe	Jobs
2018	48,093
2019	48,045
2020	45,155
2021	46,664
2022	48,136
2023	49,346
2024	50,189
2025	50,863
2026	51,417
2027	51,870
2028	52,100

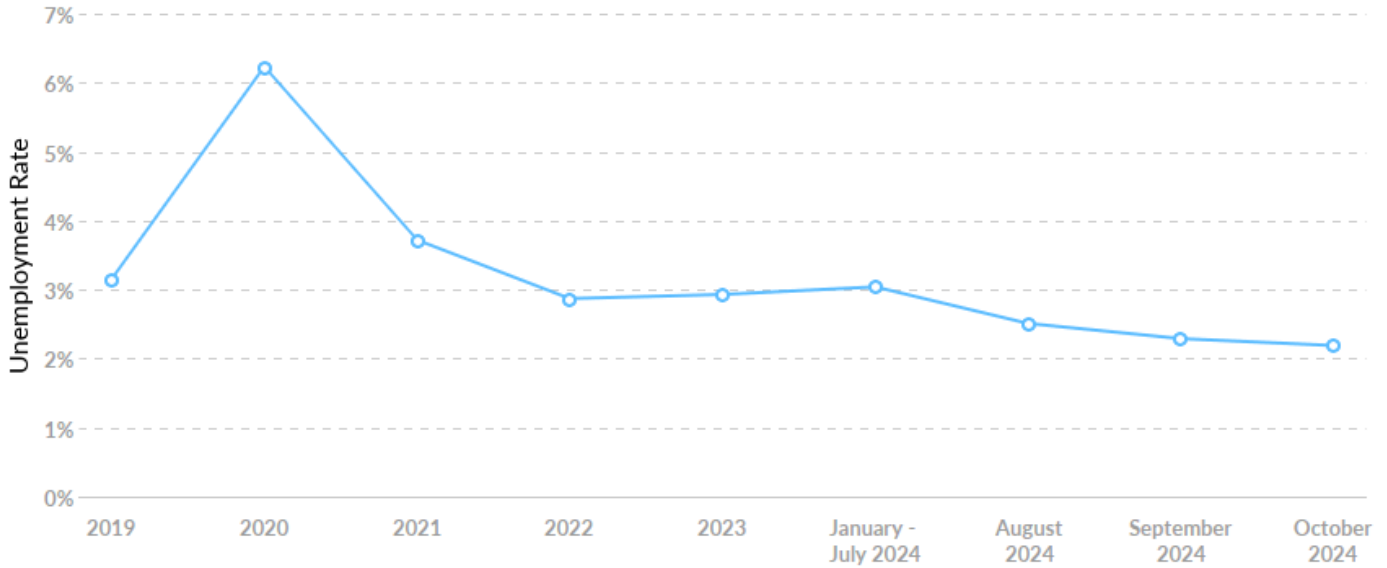
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	68.31%
2020	66.19%
2021	66.81%
2022	66.45%
2023	67.40%
January - July 2024	67.16%
August 2024	68.06%
September 2024	69.50%
October 2024	70.45%

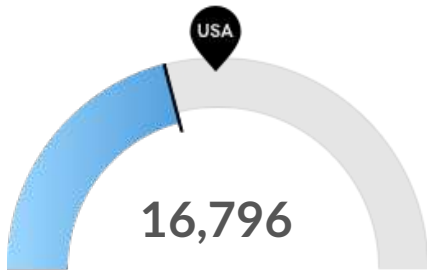
Unemployment Rate Trends

Walworth County, WI had an October 2024 unemployment rate of 2.19%, **decreasing from 3.15%** 5 years before.



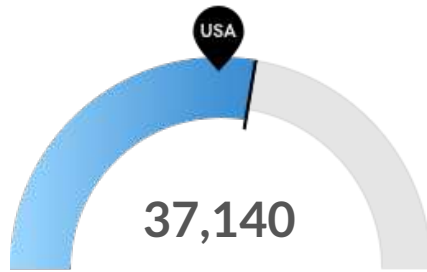
Timeframe	Unemployment Rate
2019	3.15%
2020	6.23%
2021	3.72%
2022	2.87%
2023	2.93%
January - July 2024	3.04%
August 2024	2.51%
September 2024	2.29%
October 2024	2.19%

Population Characteristics



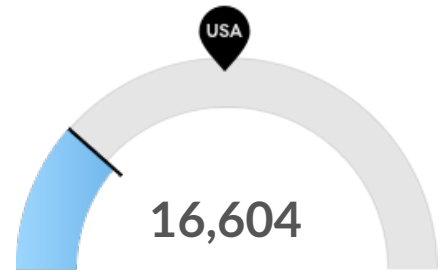
Millennials

Walworth County, WI has 16,796 millennials (ages 25-39). The national average for an area this size is 21,501.



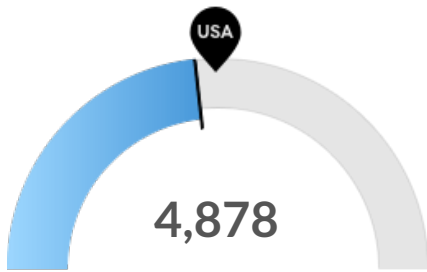
Retiring Soon

Retirement risk is high in Walworth County, WI. The national average for an area this size is 31,945 people 55 or older, while there are 37,140 here.



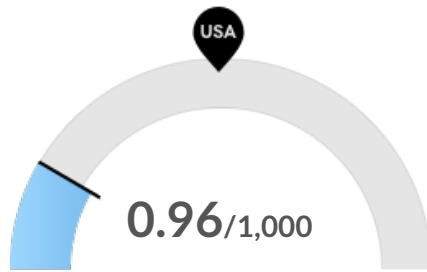
Racial Diversity

Racial diversity is low in Walworth County, WI. The national average for an area this size is 44,072 racially diverse people, while there are 16,604 here.



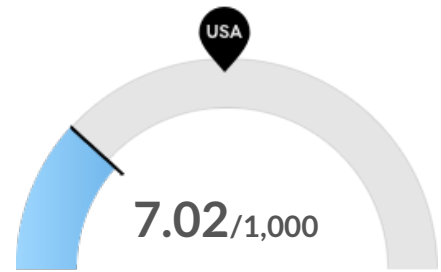
Veterans

Walworth County, WI has 4,878 veterans. The national average for an area this size is 5,402.



Violent Crime

Walworth County, WI has 0.96 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

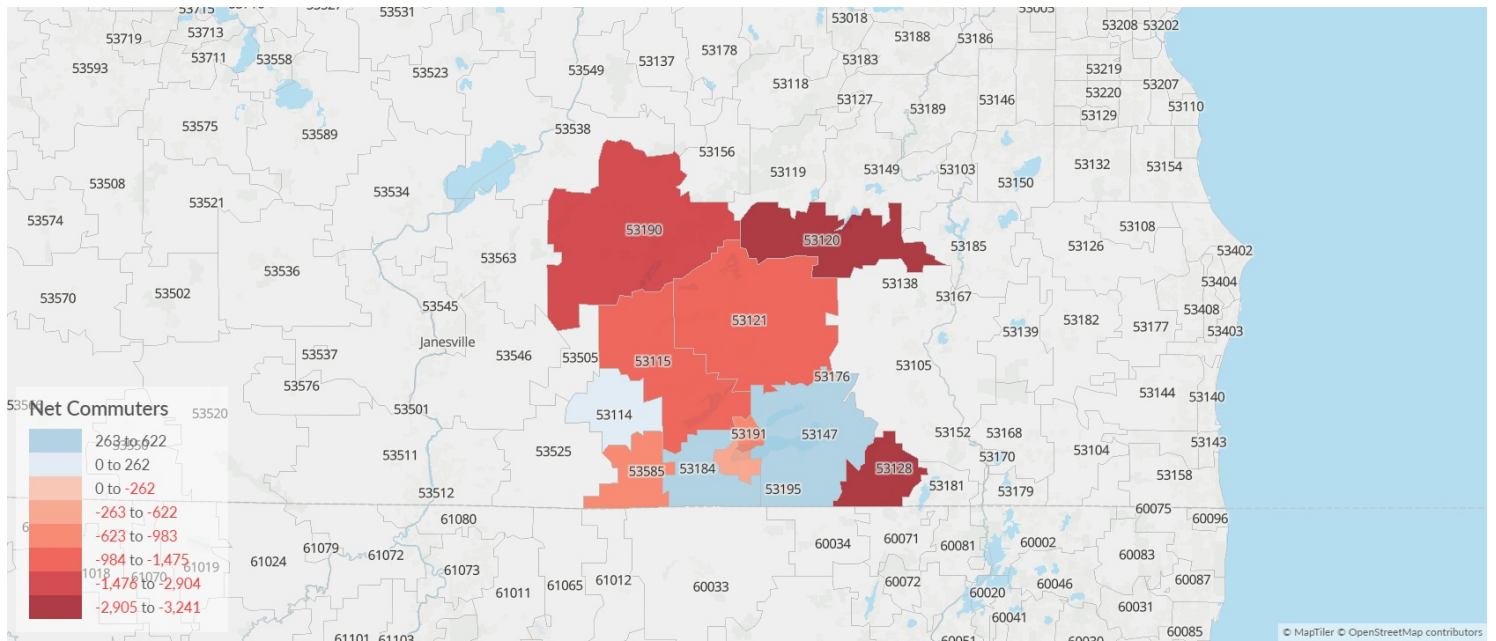


Property Crime

Walworth County, WI has 7.02 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 Walworth County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

Where Talent Lives

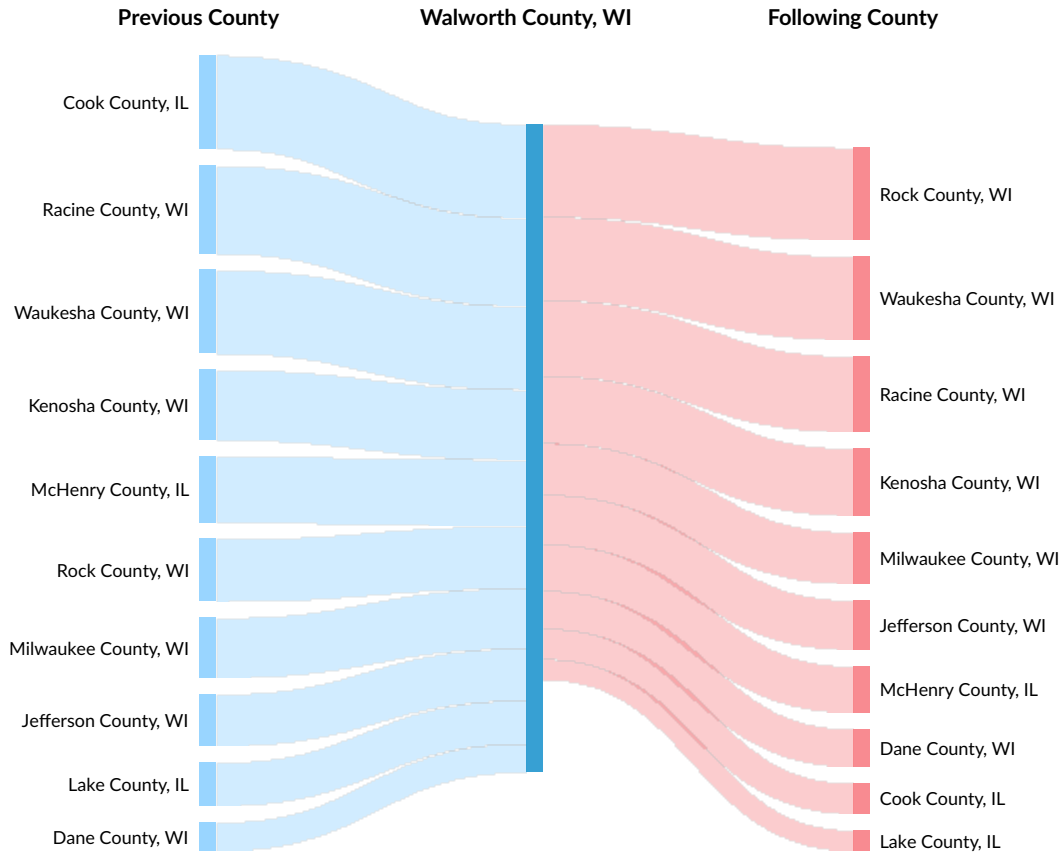
ZIP	Name	2023 Employment
53121	Elkhorn, WI (in Walwort...	10,929
53147	Lake Geneva, WI (in Wa...	10,126
53115	Delavan, WI (in Walwor...	7,989
53190	Whitewater, WI (in Wal...	7,451
53120	East Troy, WI (in Walwo...	3,215

ZIP	Name	2023 Workers
53121	Elkhorn, WI (in Walwort...	11,914
53147	Lake Geneva, WI (in Wa...	9,863
53115	Delavan, WI (in Walwor...	9,176
53190	Whitewater, WI (in Wal...	8,927
53120	East Troy, WI (in Walwo...	6,456

Inbound and Outbound Migration

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

As of 2022, 455 people have migrated from Cook County, IL to Walworth County, WI. In the same year, 450 people left Walworth County, WI migrating to Rock County, WI. The total Net Migration for Walworth County, WI in 2022 was 211.

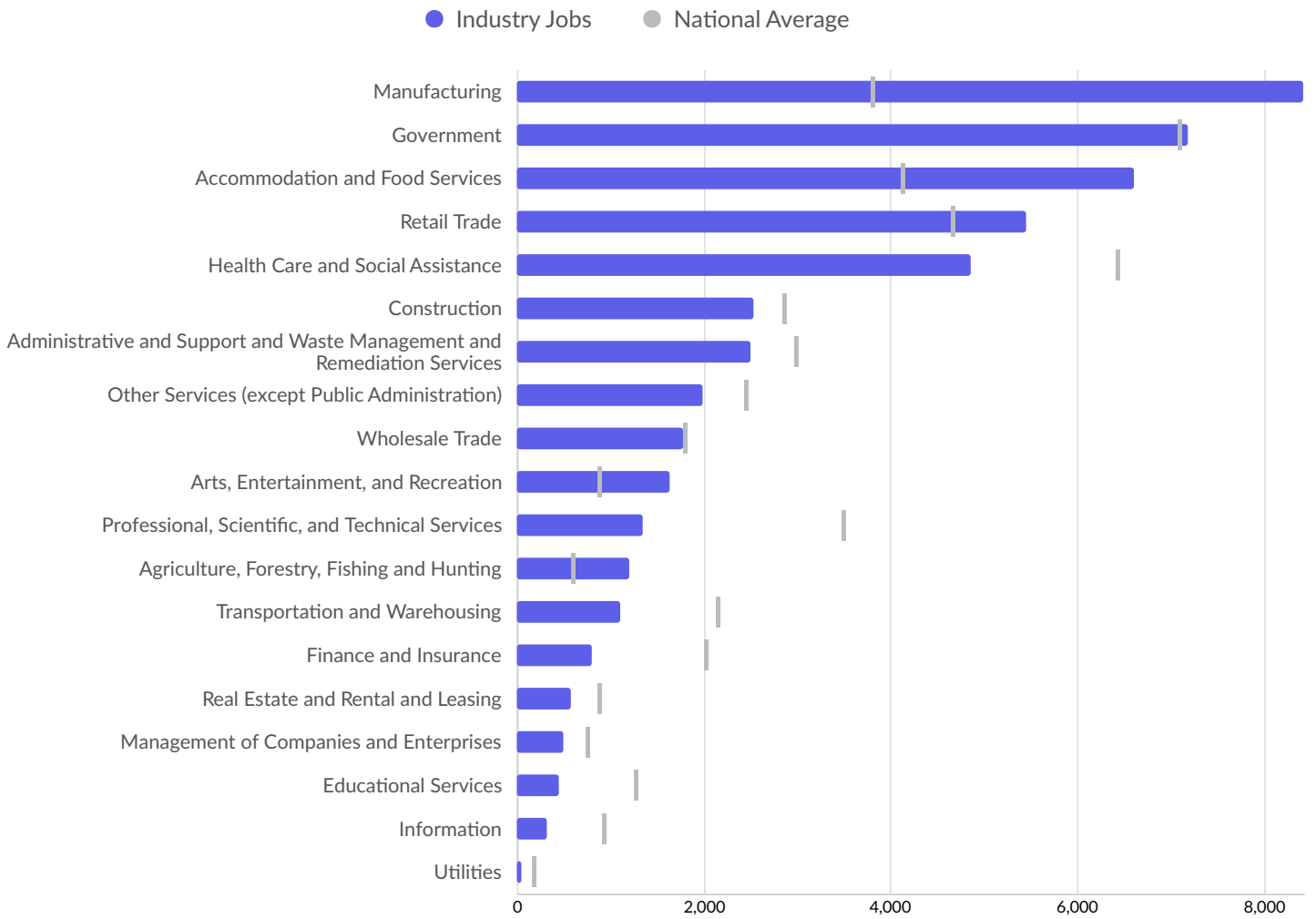


Top Previous Counties	Migrations
Cook County, IL	455
Racine County, WI	428
Waukesha County, WI	405
Kenosha County, WI	341
McHenry County, IL	322
Rock County, WI	302

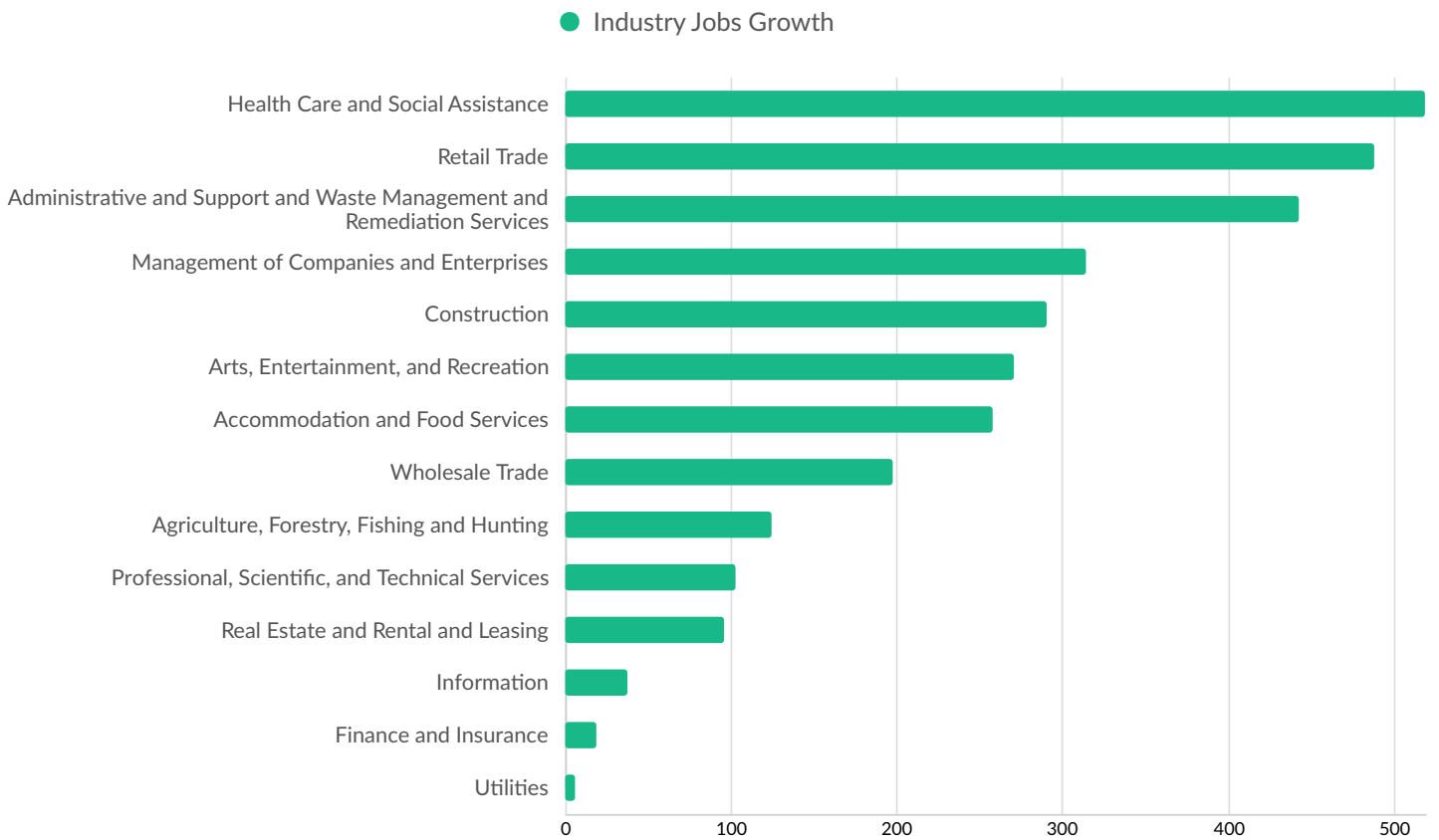
Top Previous Counties	Migrations
Milwaukee County, WI	291
Jefferson County, WI	252
Lake County, IL	210
Dane County, WI	139
DuPage County, IL	117
Kane County, IL	75
Winnebago County, IL	68
Maricopa County, AZ	46
Will County, IL	36
Top Following Counties	Migrations
Rock County, WI	450
Waukesha County, WI	404
Racine County, WI	368
Kenosha County, WI	326
Milwaukee County, WI	251
Jefferson County, WI	241
McHenry County, IL	226
Dane County, WI	183
Cook County, IL	148
Lake County, IL	101
Winnebago County, IL	66
Maricopa County, AZ	51
Lee County, FL	49
DuPage County, IL	46
Dodge County, WI	41

Industry Characteristics

Largest Industries



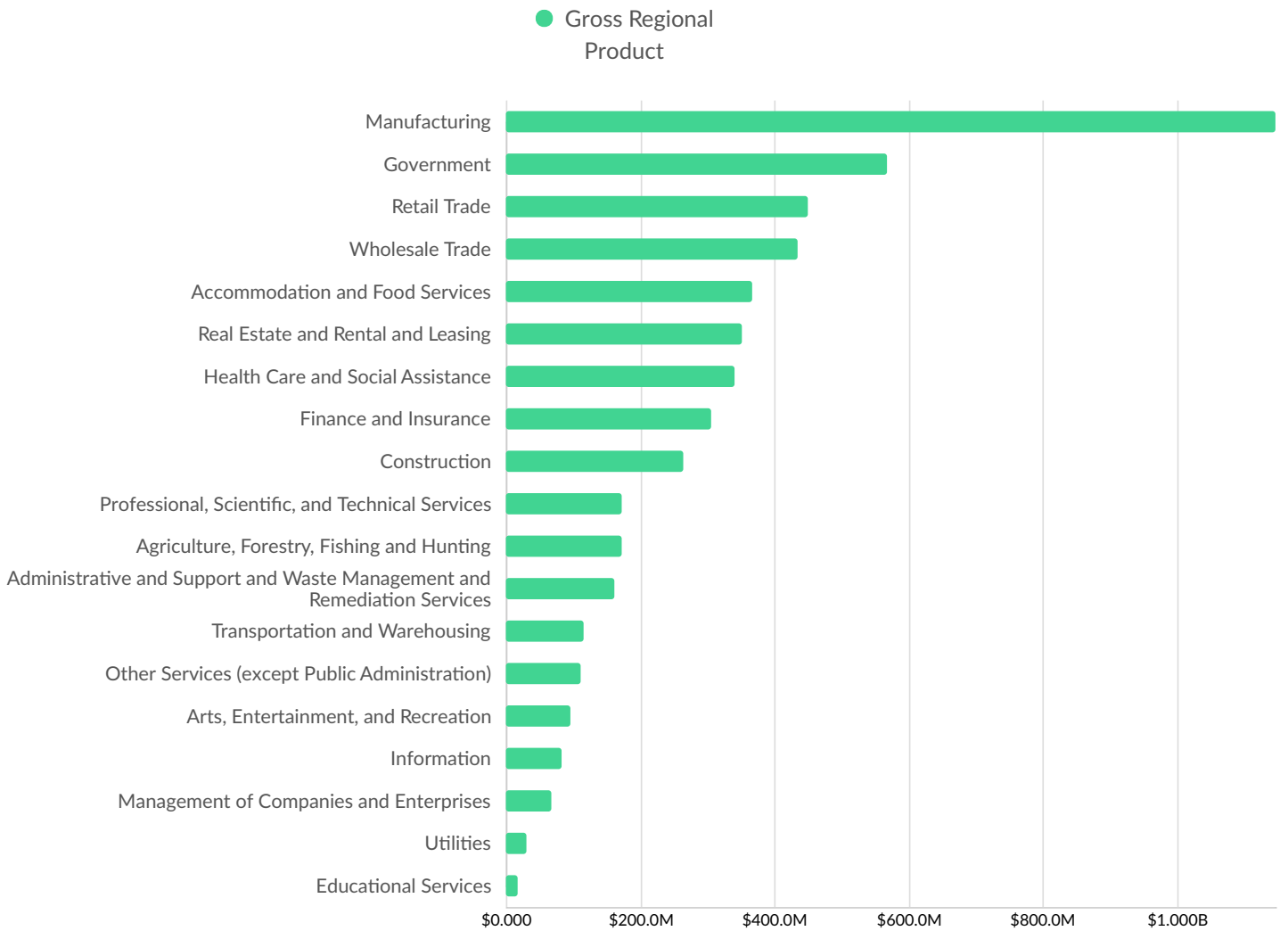
Top Growing Industries



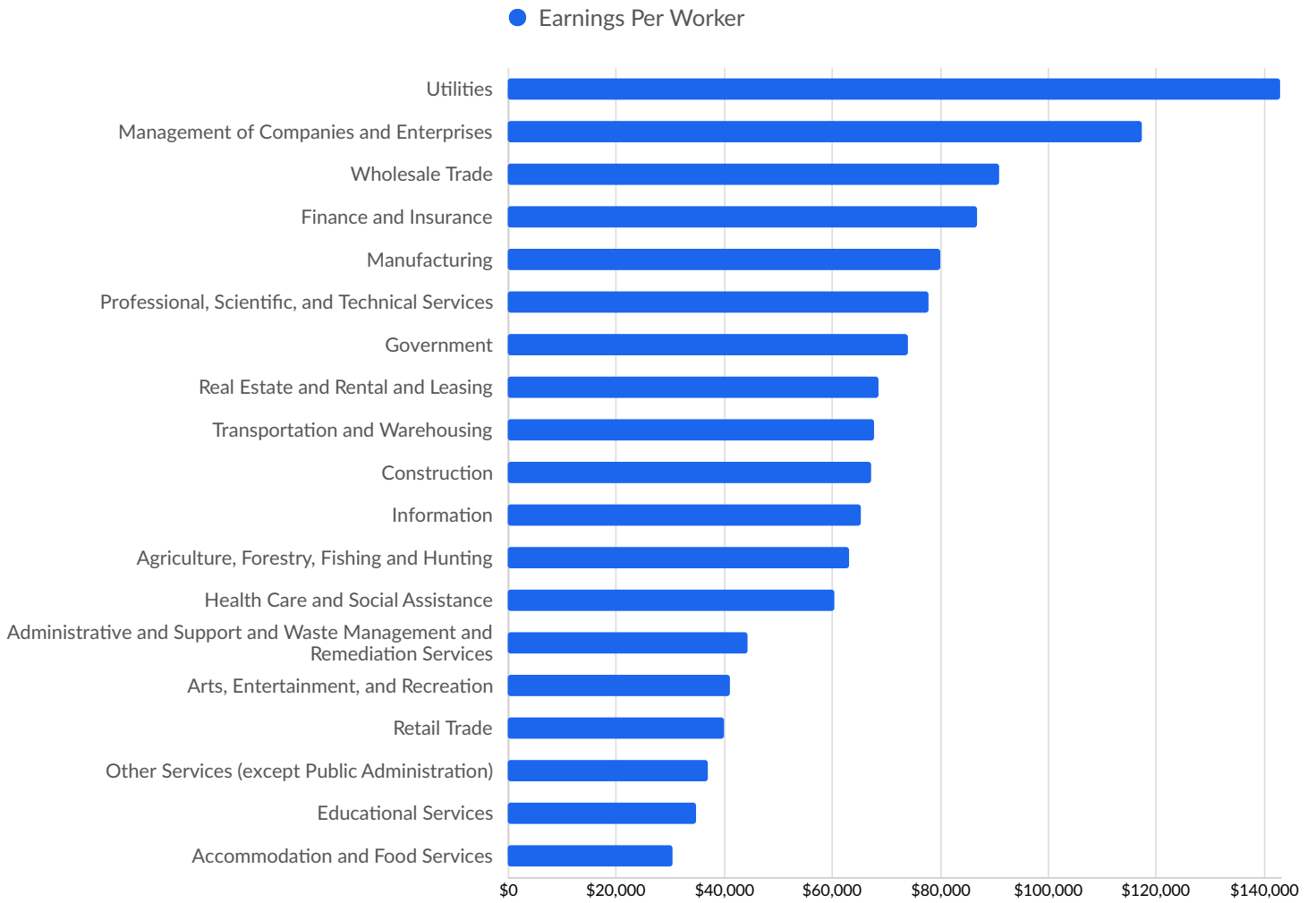
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



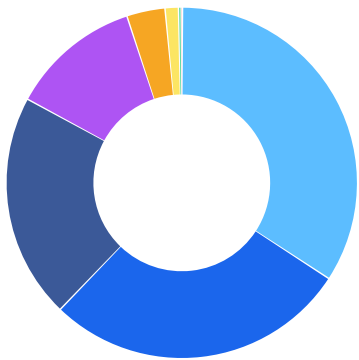
Business Characteristics

11,339 Companies Employ Your Workers

Online profiles for your workers mention 11,339 companies as employers, with the top 10 appearing below. In the last 12 months, 1,286 companies in Walworth County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin System	664 	Mercy Health	453 
Advocate Aurora Health	518 	Advocate Aurora Health	353 
Generac Power Systems	193 	Grand Geneva	261 
Walworth County, WI	165 	Marcus Theatres	252 
Walmart	161 	Grand Geneva Resort	208 
Grand Geneva Resort & Spa	143 	Uline	200 
Delavan-Darien School District	124 	Walmart	188 
Gateway Technical College	122 	Generac Power Systems	172 
Pentair	119 	University of Wisconsin System	129 
Keefe Real Estate	100 	Walworth County	124 

Business Size

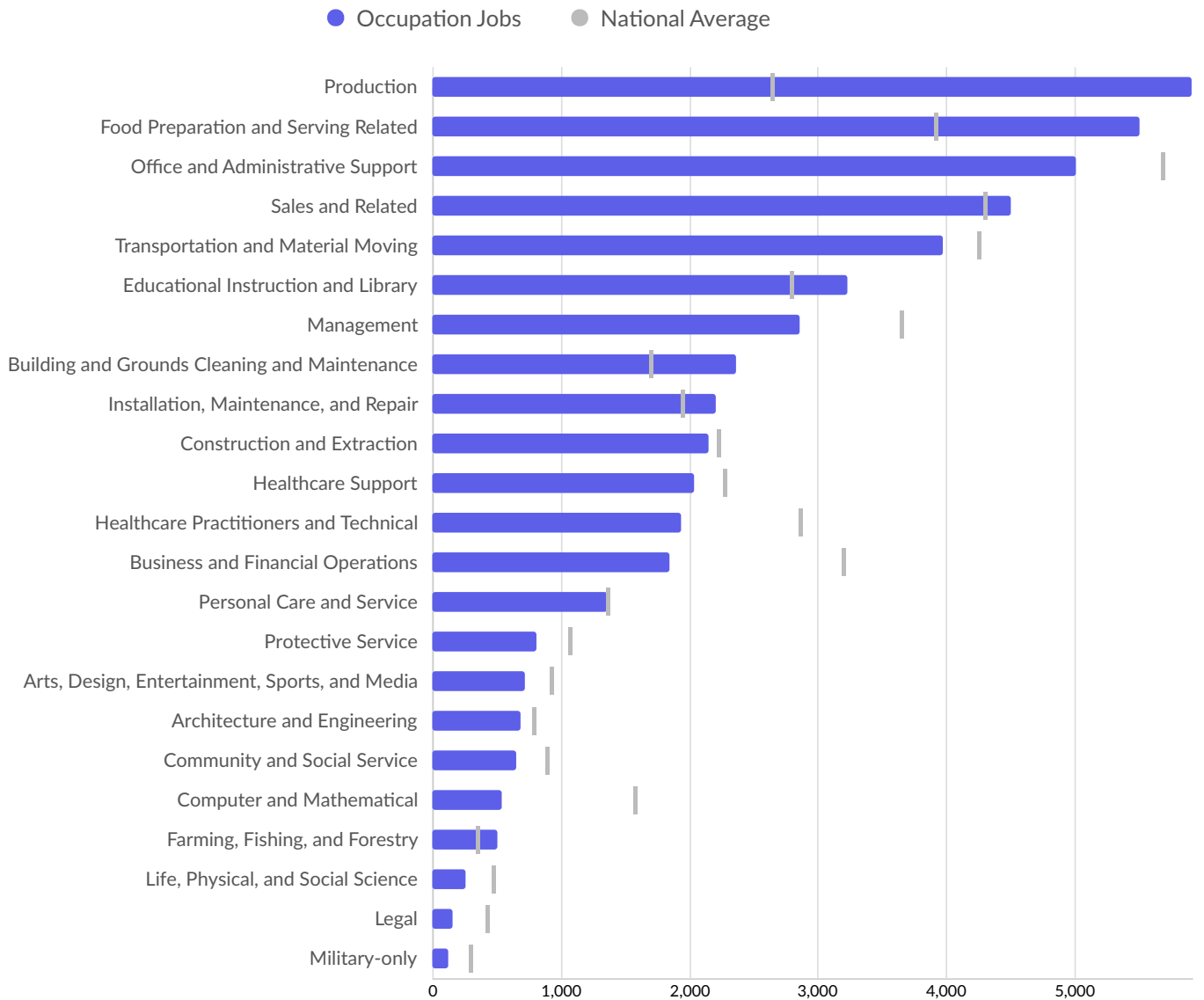


	Percentage	Business Count
● 1 to 4 employees	34.1%	1,662
● 5 to 9 employees	28.0%	1,364
● 10 to 19 employees	20.7%	1,010
● 20 to 49 employees	12.0%	586
● 50 to 99 employees	3.5%	172
● 100 to 249 employees	1.2%	60
● 250 to 499 employees	0.2%	12
● 500+ employees	0.1%	6

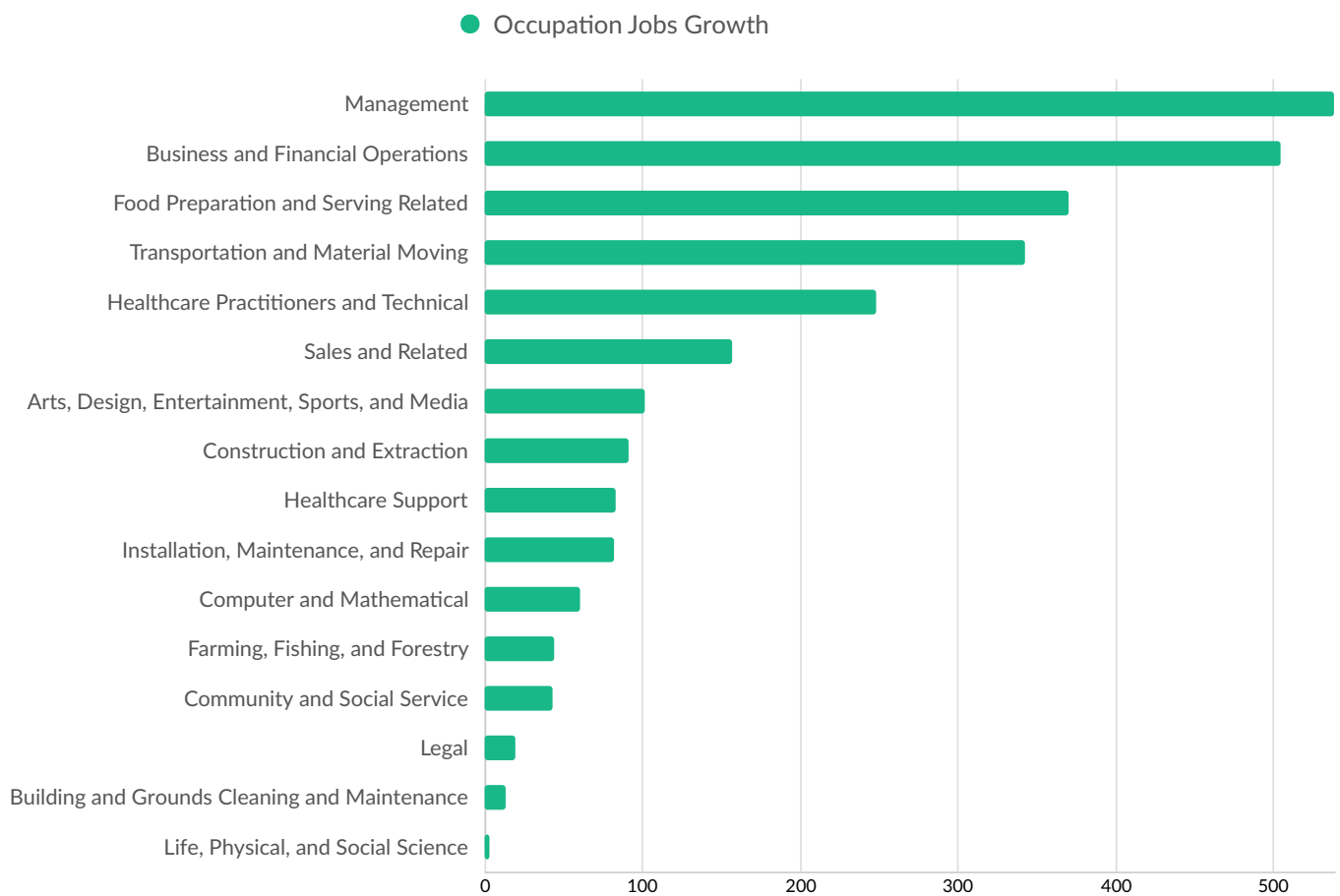
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

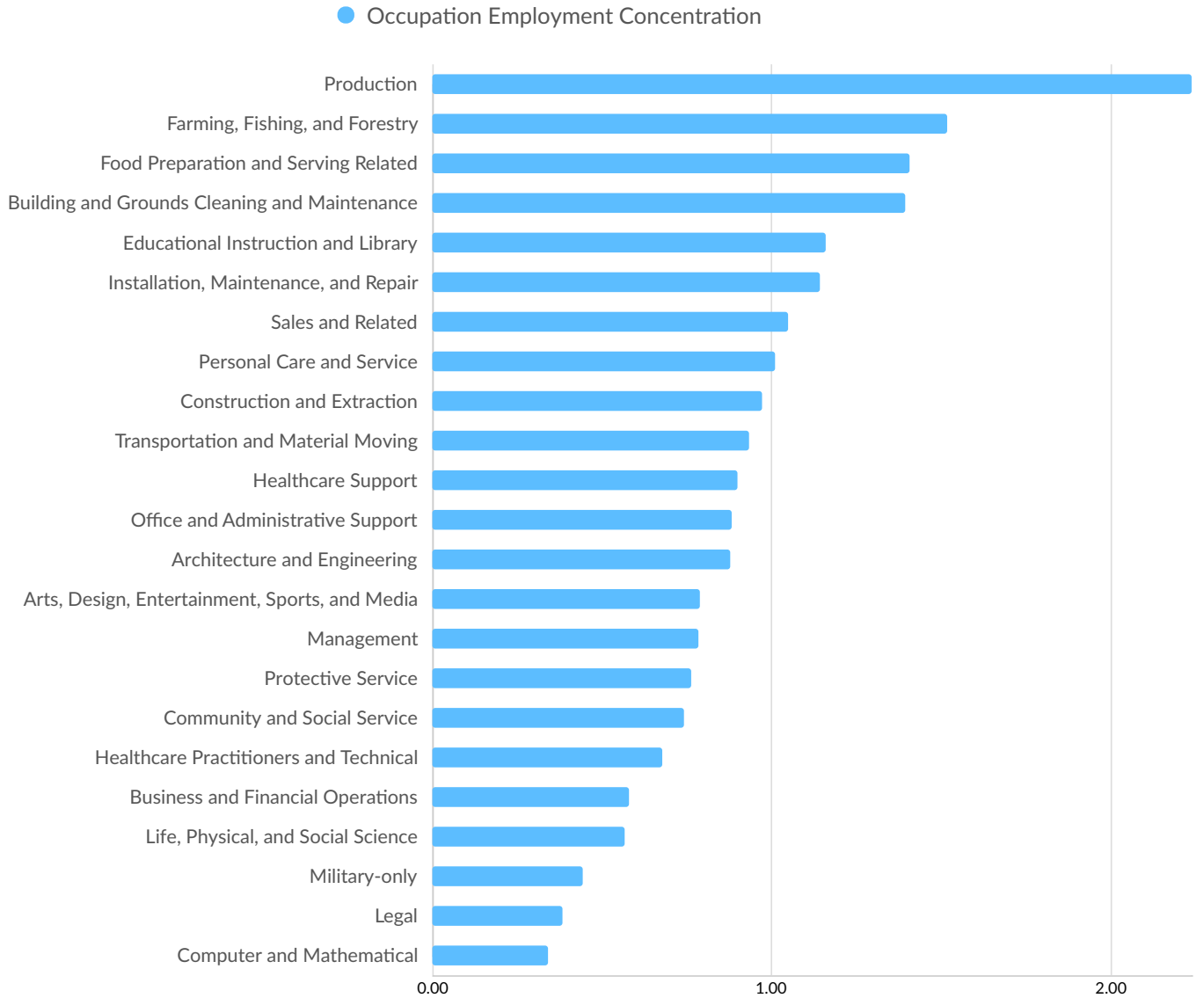
Largest Occupations



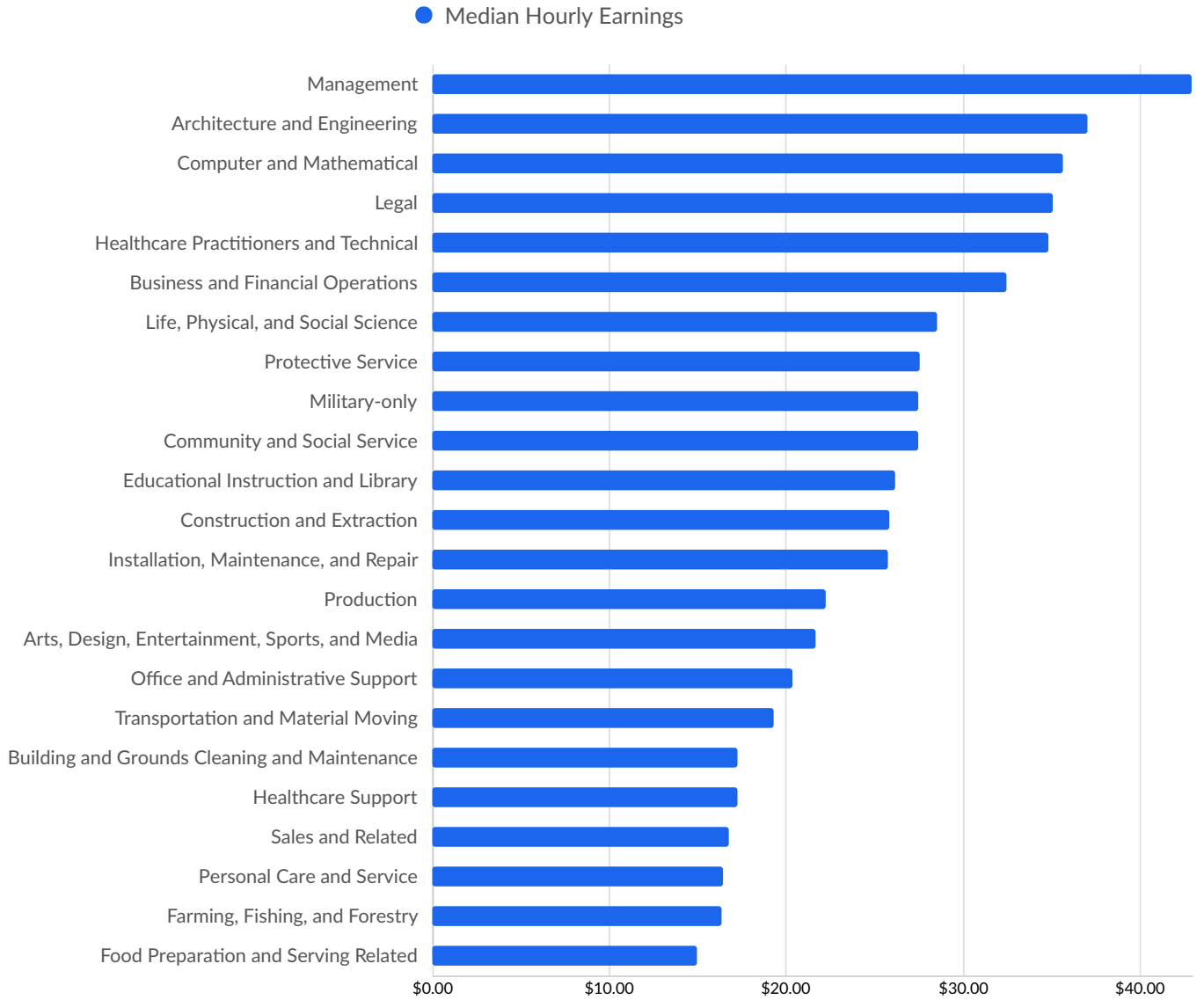
Top Growing Occupations



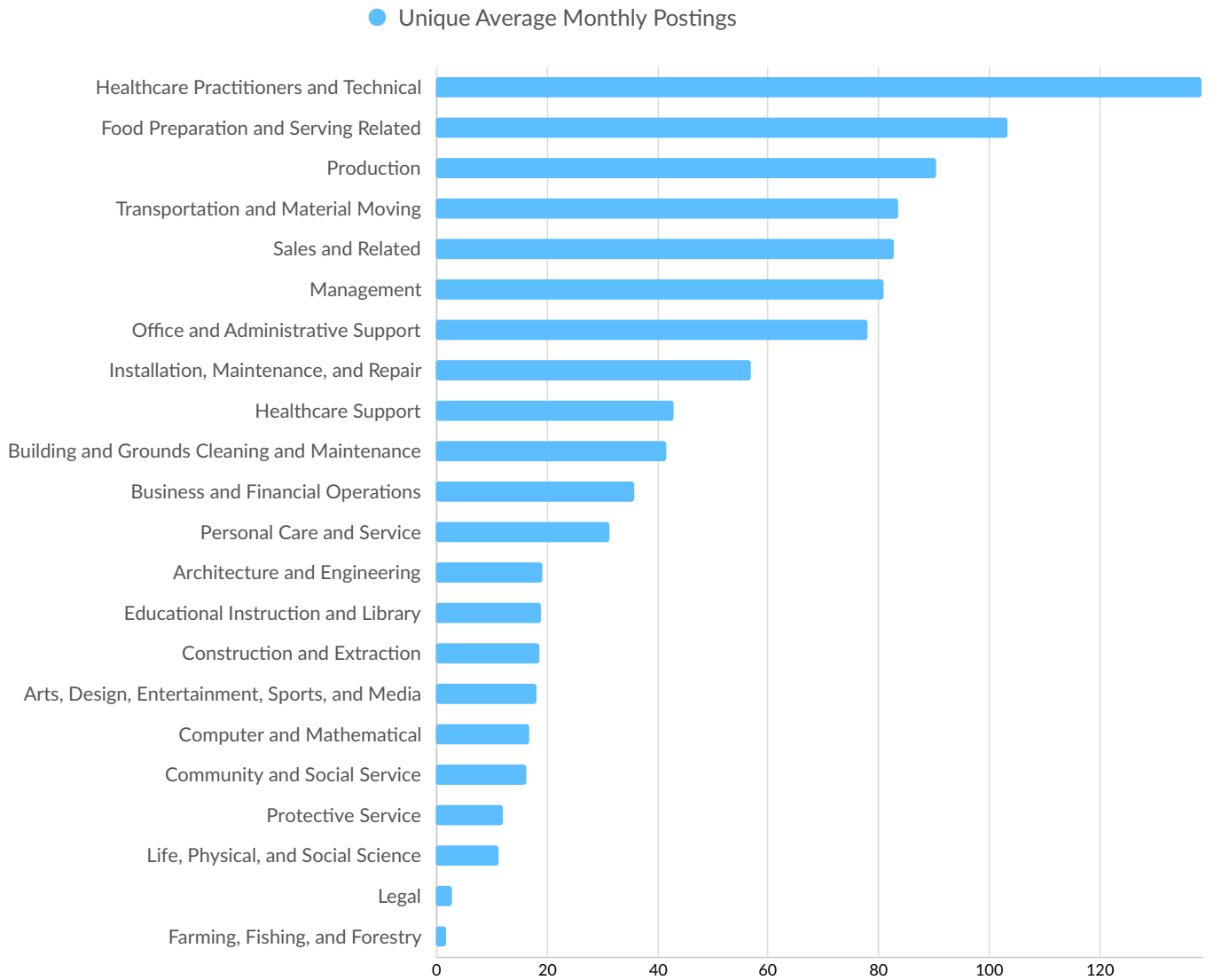
Top Occupation Employment Concentration



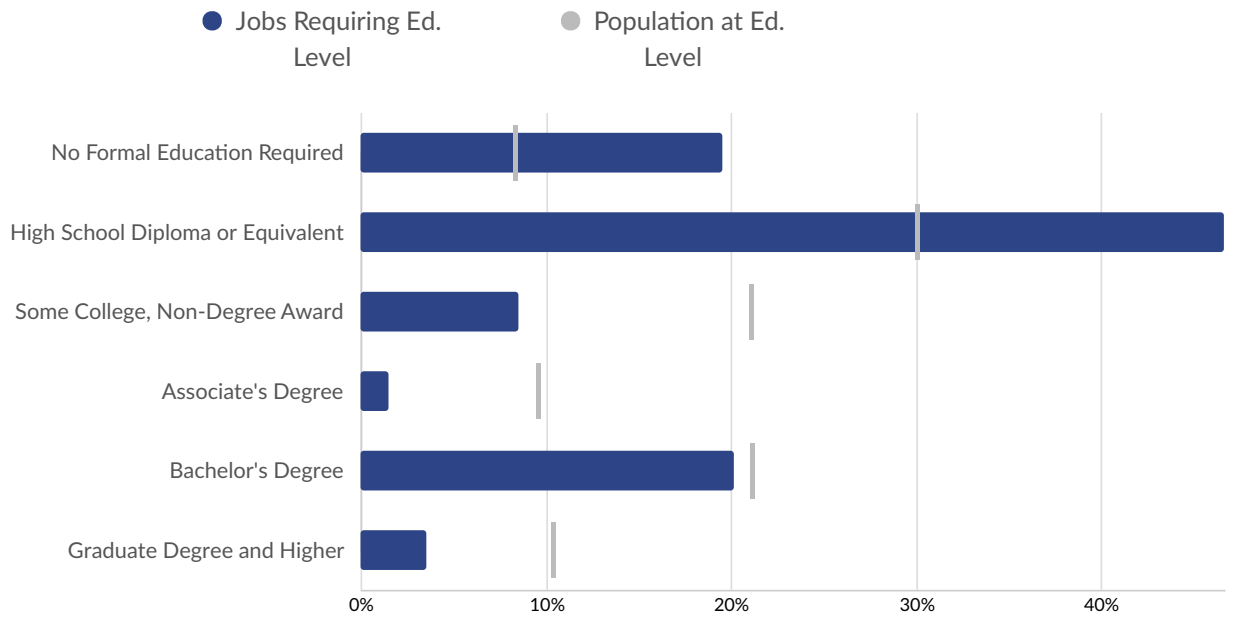
Top Occupation Earnings



Top Posted Occupations

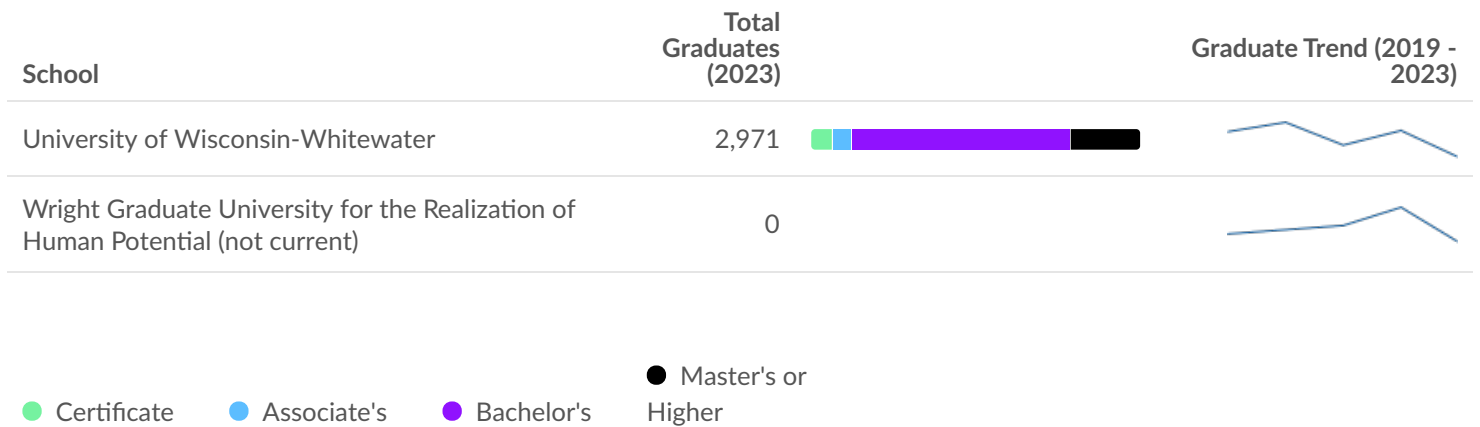


Underemployment



Educational Pipeline

In 2023, there were 2,971 graduates in Walworth County, WI. This pipeline has shrunk by 6% over the last 5 years. The highest share of these graduates come from "Business/Commerce, General" (Master's or Higher), "Finance, General" (Bachelor's), and "Liberal Arts and Sciences, General Studies and Humanities, Other" (Associate's).



In-Demand Skills

