



# Washington County, WI

Southeastern Wisconsin Regional Planning Commission  
W239 N1812 Rockwood Drive  
Waukesha, Wisconsin 53187

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## Report Parameters

### 1 County

55131 Washington 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

**138,271**

**Population (2023)**

Population **grew by 2,656** over the last 5 years and is projected to **grow by 1,771** over the next 5 years.

**64,062**

**Total Regional Employment**

Jobs **grew by 1,131** over the last 5 years and are projected to **grow by 2,446** over the next 5 years.

**\$85.6K**

**Median Household Income (2022)**

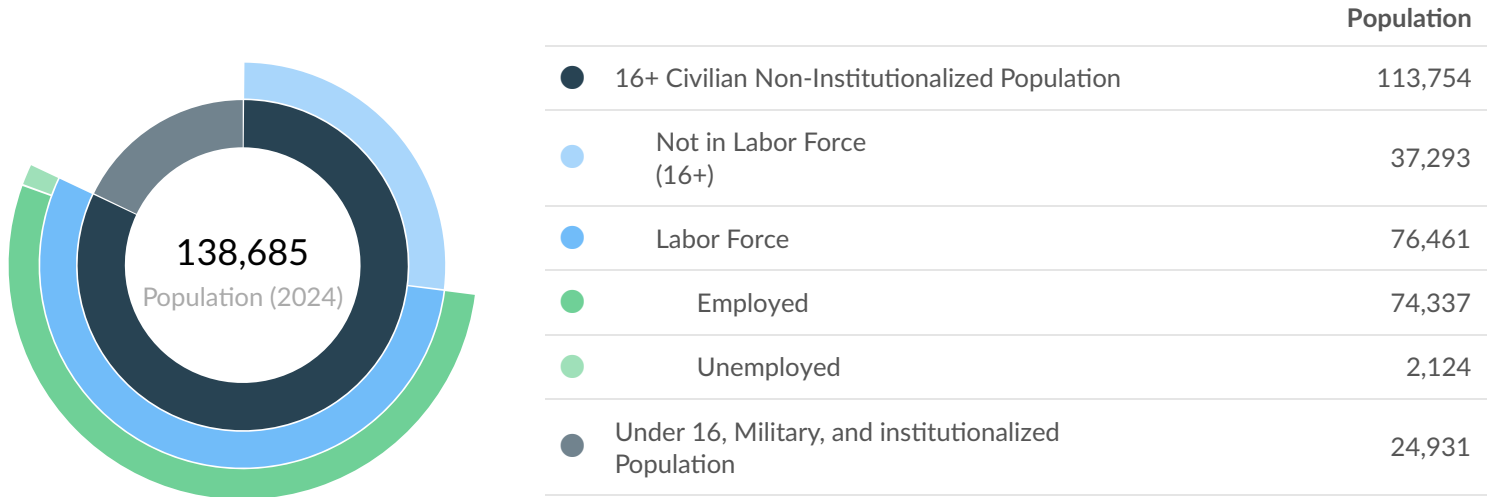
Median household income is **\$16.6K above** the national median household income of \$69.0K.

## Takeaways

- As of 2023 the region's population **increased by 2.0%** since 2018, growing by 2,656. Population is expected to **increase by 1.3%** between 2023 and 2028, adding 1,771.
- From 2018 to 2023, jobs **increased by 1.8%** in Washington County, WI from 62,931 to **64,062**. This change **fell short of the national growth rate of 3.9% by 2.1%**. As the number of jobs increased, the **labor force participation rate decreased from 71.0% to 68.0% between 2018 and 2023**.
- Concerning educational attainment, **23.5% of Washington County, WI residents possess a Bachelor's Degree** (2.3% above the national average), and **12.5% hold an Associate's Degree** (3.6% 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.

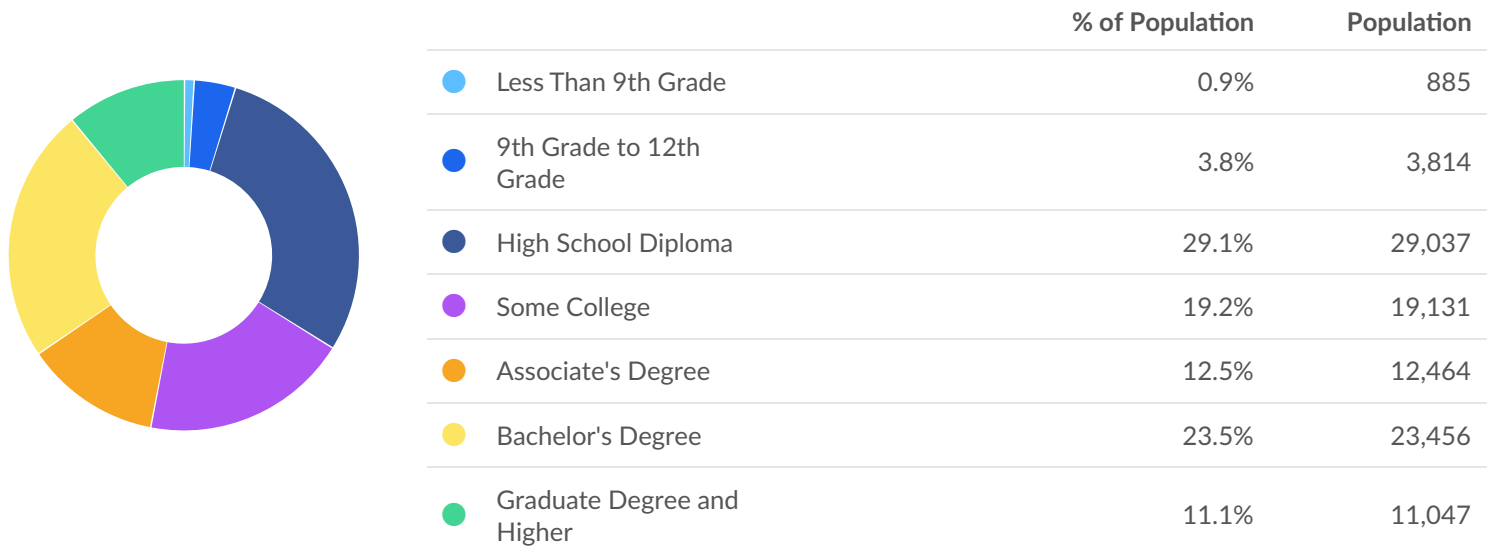
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	138,685	76,461	64,062	103.4	\$8.05B	\$12.07B	\$8.61B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

## Feb 2024 Labor Force Breakdown



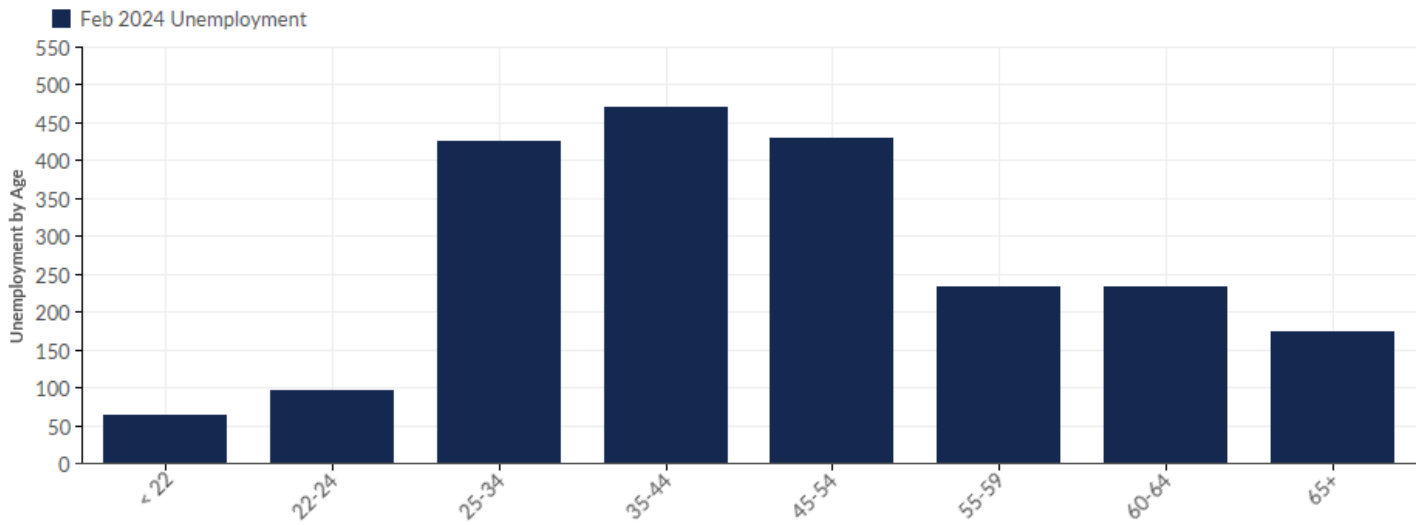
## Educational Attainment

Concerning educational attainment, **23.5% of Washington County, WI residents possess a Bachelor's Degree** (2.3% above the national average), and **12.5% hold an Associate's Degree** (3.6% above the national average).



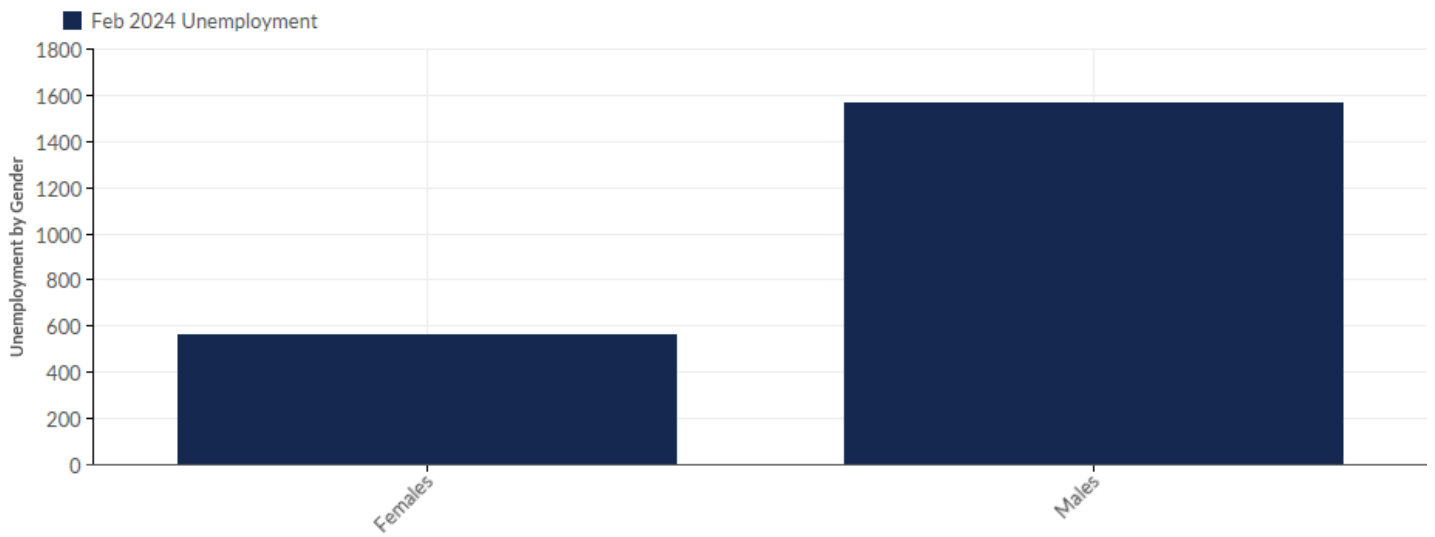
# Unemployment by Demographics

## Unemployment by Age



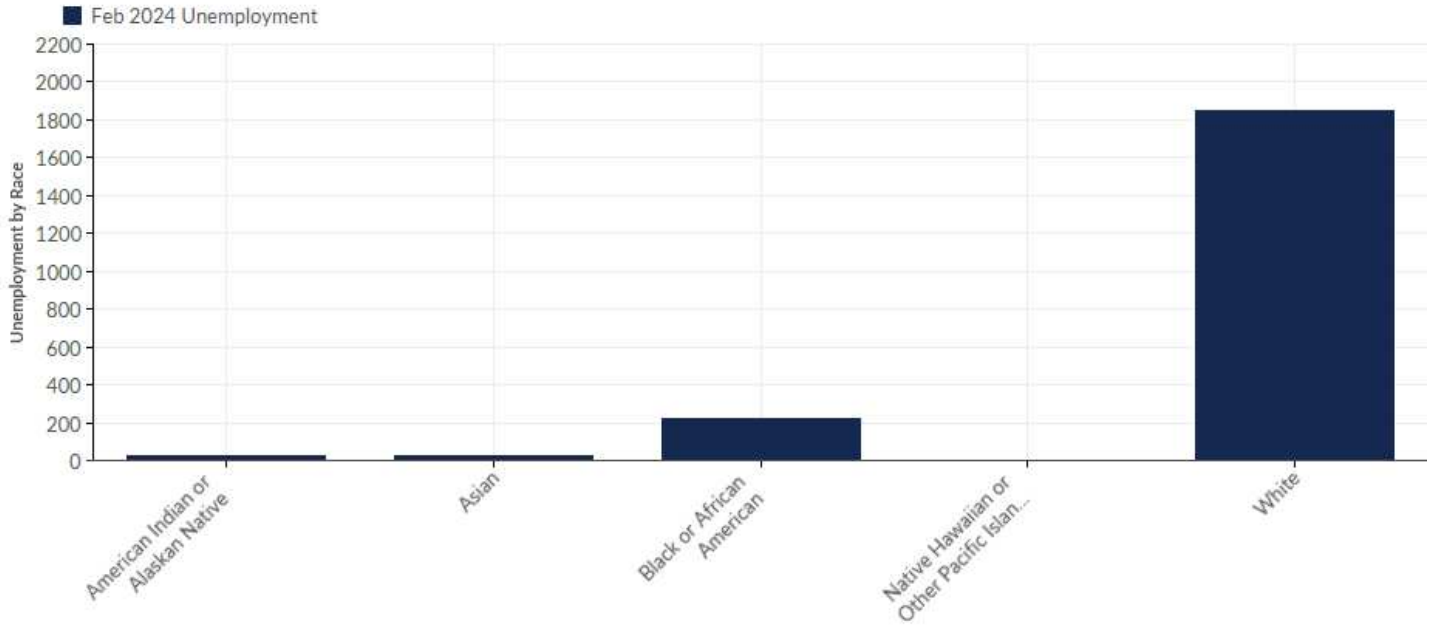
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	62	2.92%
22-24	97	4.57%
25-34	426	20.06%
35-44	470	22.13%
45-54	430	20.24%
55-59	234	11.02%
60-64	232	10.92%
65+	173	8.15%
<b>Total</b>	<b>2,124</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Feb 2024)	% of Unemployed
Females	560	26.37%
Males	1,564	73.63%
Total	2,124	100.00%

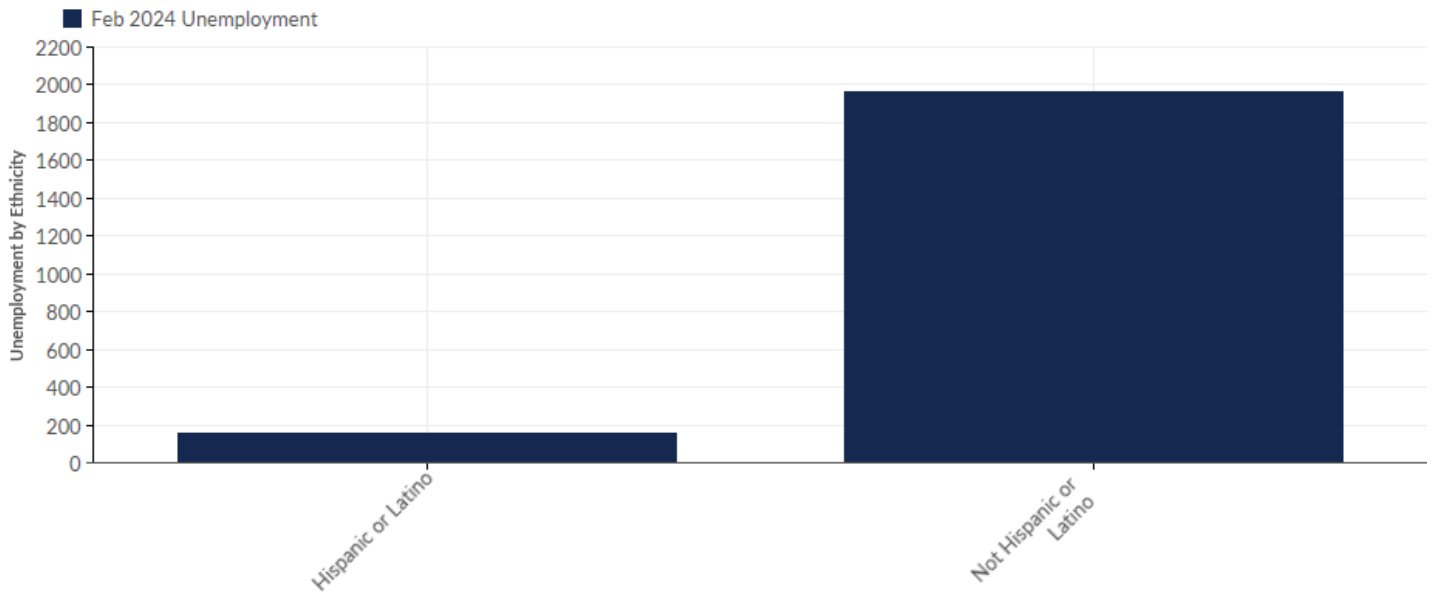
## Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	28	1.32%
Asian	22	1.04%
Black or African American	224	10.55%
Native Hawaiian or Other Pacific Islander	2	0.09%
White	1,849	87.05%
Total	2,124	100.00%



## Unemployment by Ethnicity

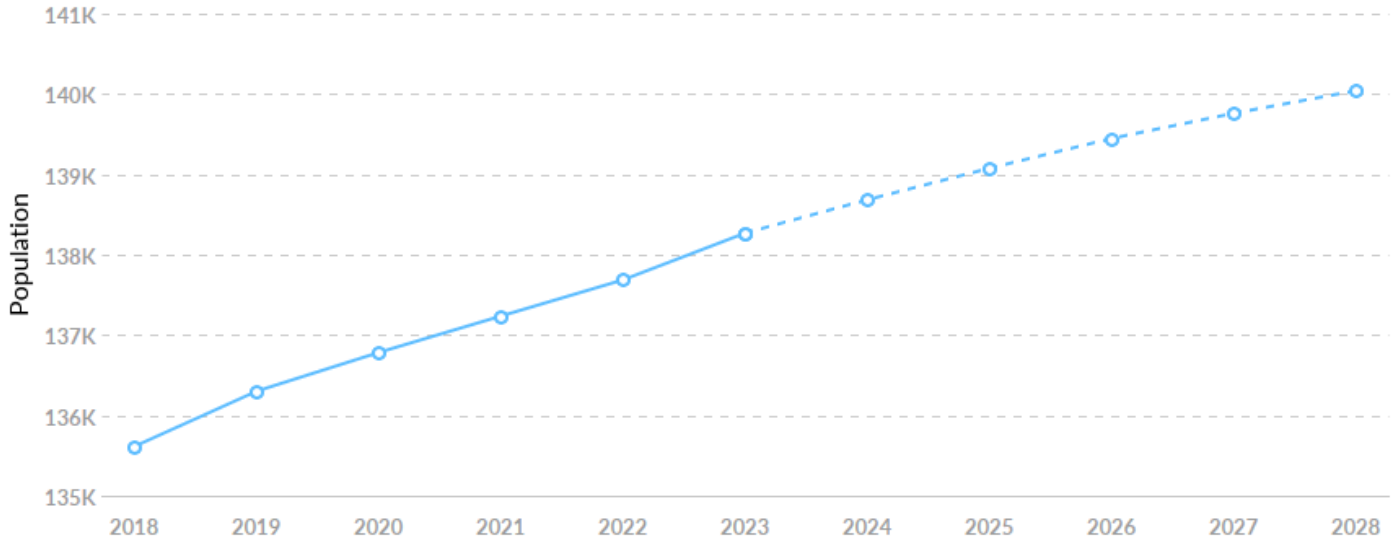


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	158	7.44%
Not Hispanic or Latino	1,966	92.56%
Total	2,124	100.00%

# Historic & Projected Trends

## Population Trends

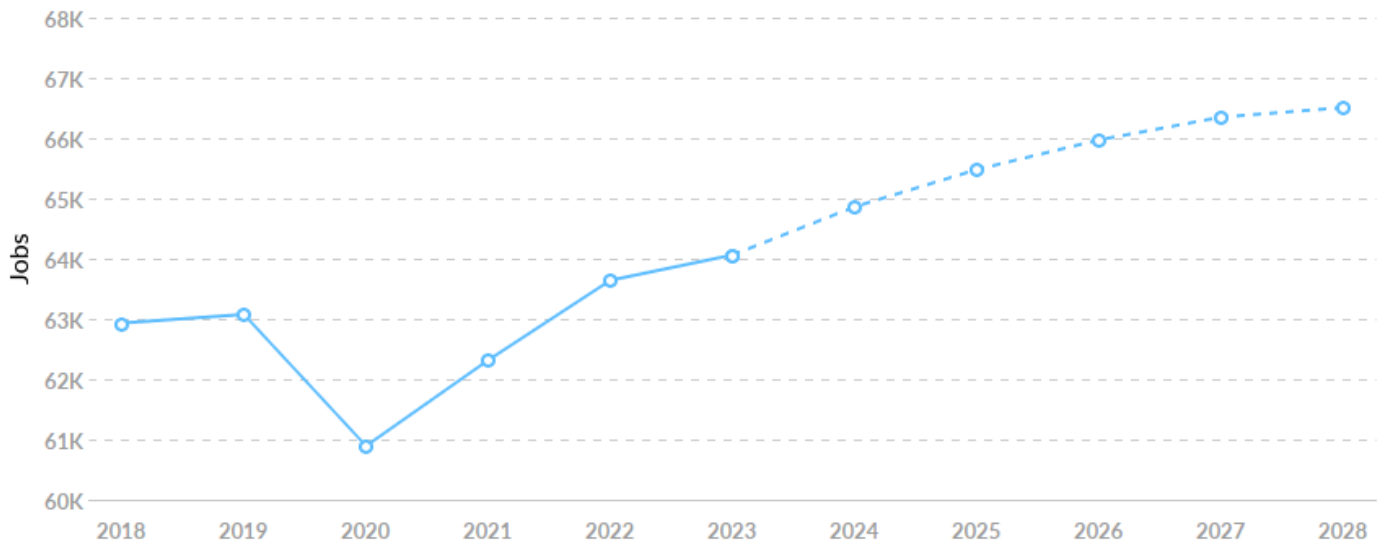
As of 2023 the region's population increased by 2.0% since 2018, growing by 2,656. Population is expected to increase by 1.3% between 2023 and 2028, adding 1,771.



Timeframe	Population
2018	135,615
2019	136,302
2020	136,784
2021	137,237
2022	137,688
2023	138,271
2024	138,685
2025	139,077
2026	139,448
2027	139,761
2028	140,042

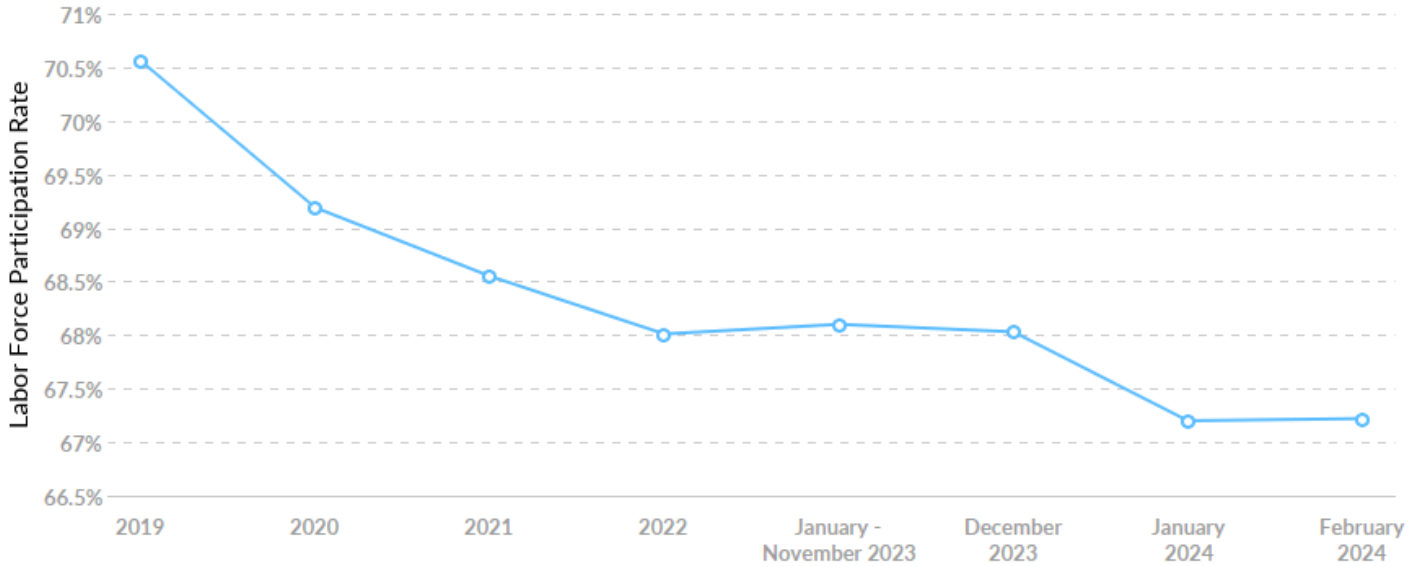
## Job Trends

From 2018 to 2023, jobs increased by 1.8% in Washington County, WI from 62,931 to 64,062. This change fell short of the national growth rate of 3.9% by 2.1%.



Timeframe	Jobs
2018	62,931
2019	63,075
2020	60,892
2021	62,316
2022	63,641
2023	64,062
2024	64,861
2025	65,479
2026	65,971
2027	66,349
2028	66,508

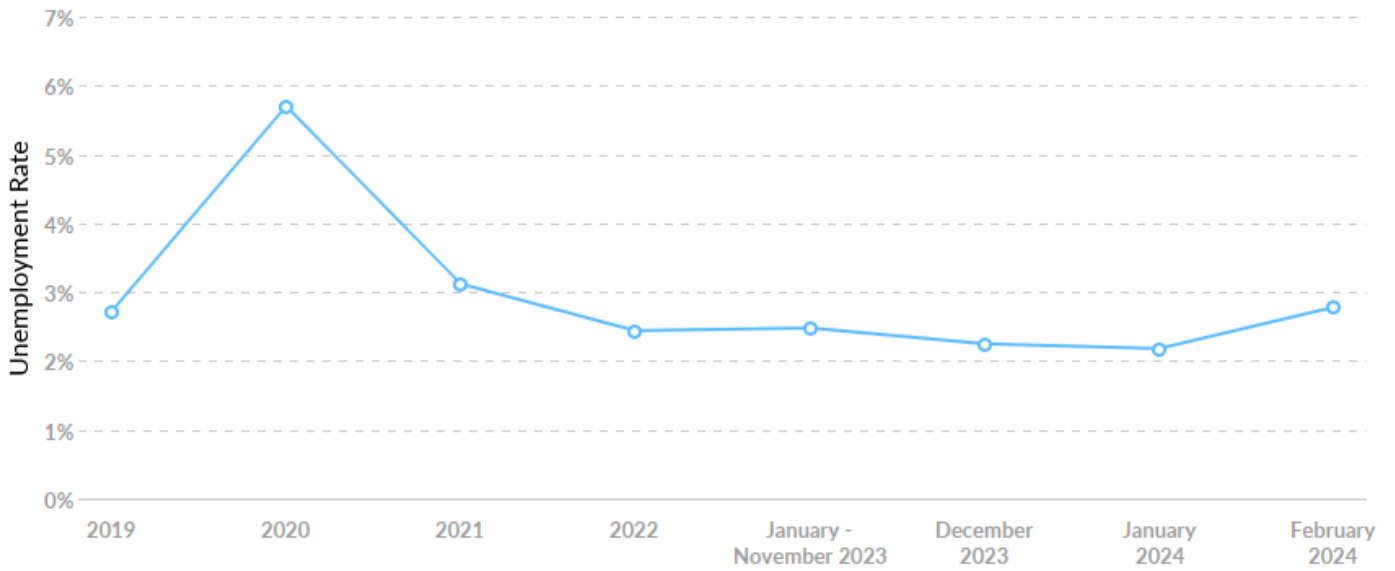
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	70.56%
2020	69.19%
2021	68.55%
2022	68.01%
January - November 2023	68.10%
December 2023	68.03%
January 2024	67.20%
February 2024	67.22%

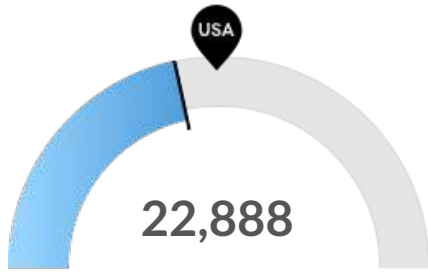
## Unemployment Rate Trends

Washington County, WI had a February 2024 unemployment rate of 2.78%, **increasing from 2.72%** 5 years before.



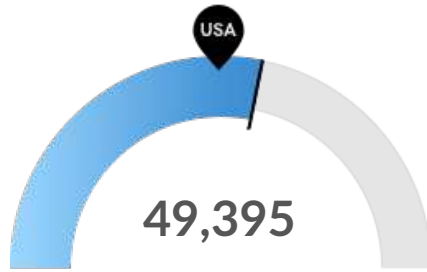
Timeframe	Unemployment Rate
2019	2.72%
2020	5.70%
2021	3.12%
2022	2.44%
January - November 2023	2.48%
December 2023	2.25%
January 2024	2.18%
February 2024	2.78%

## Population Characteristics



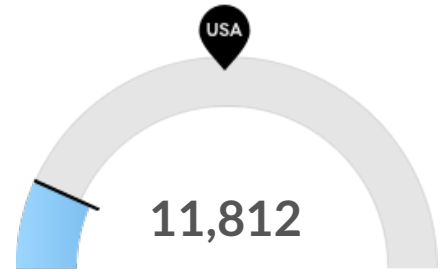
**Millennials**

Washington County, WI has 22,888 millennials (ages 25-39). The national average for an area this size is 27,997.



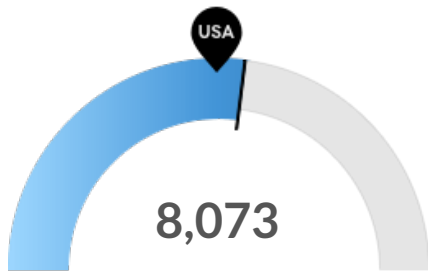
**Retiring Soon**

Retirement risk is high in Washington County, WI. The national average for an area this size is 41,263 people 55 or older, while there are 49,395 here.



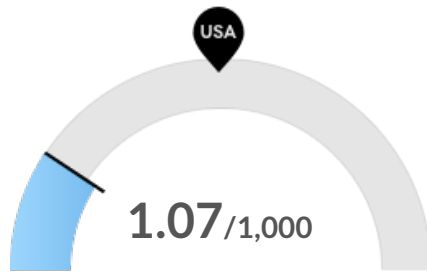
**Racial Diversity**

Racial diversity is low in Washington County, WI. The national average for an area this size is 56,623 racially diverse people, while there are 11,812 here.



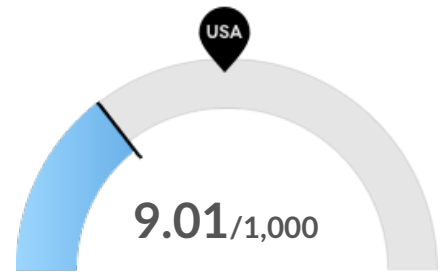
**Veterans**

Washington County, WI has 8,073 veterans. The national average for an area this size is 7,201.



**Violent Crime**

Washington County, WI has 1.07 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

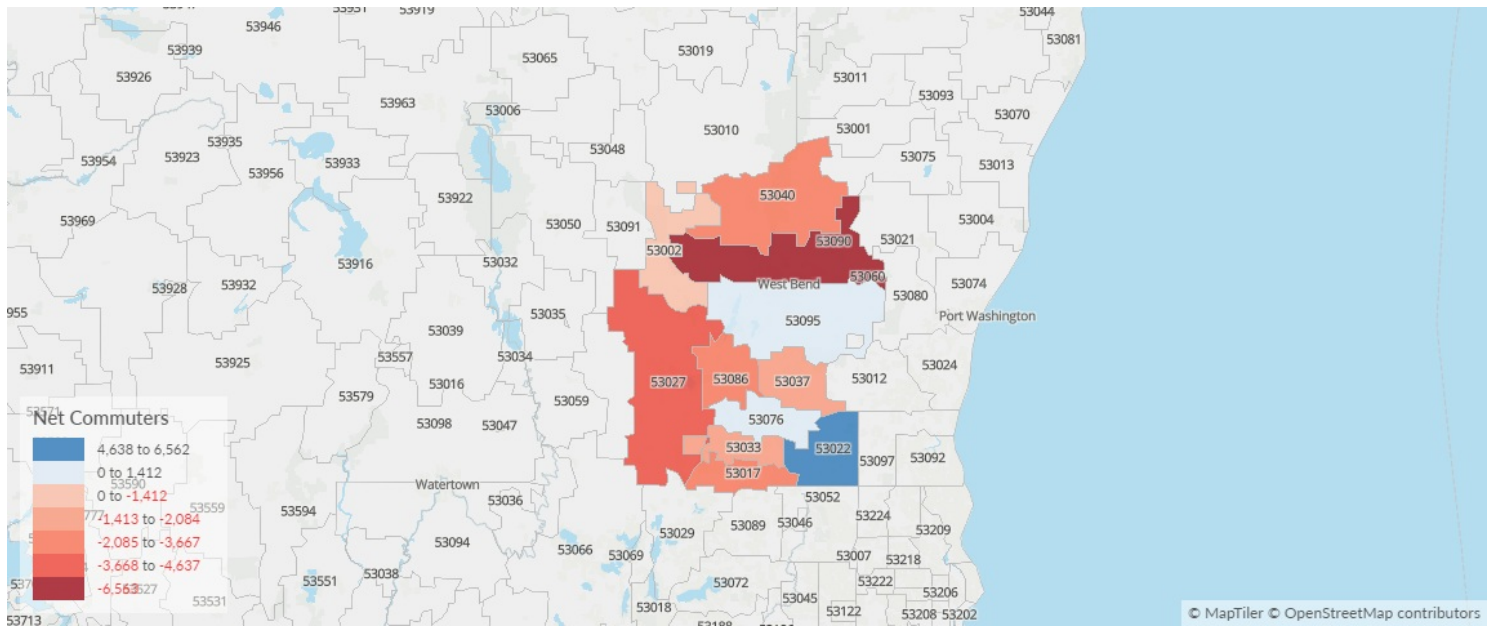


**Property Crime**

Washington County, WI has 9.01 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 Washington County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #4 for resident workers. The top ZIP for resident workers is 53095.



### Where Talent Works

ZIP	Name	2023 Employment
53022	Germantown, WI (in Wa...	16,149
53095	West Bend, WI (in Was...	16,089
53027	Hartford, WI (in Washin...	9,434
53090	West Bend, WI (in Was...	5,657
53037	Jackson, WI (in Washing...	4,690

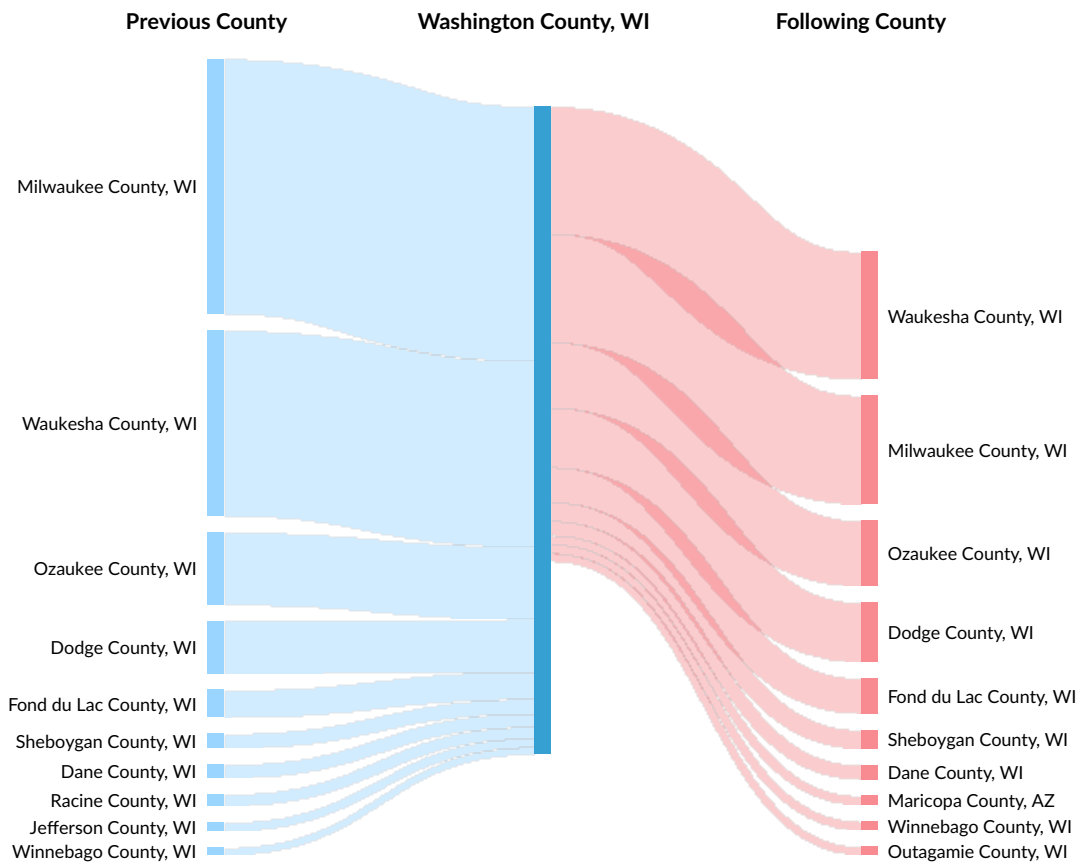
### Where Talent Lives

ZIP	Name	2023 Workers
53095	West Bend, WI (in Was...	15,376
53027	Hartford, WI (in Washin...	13,102
53090	West Bend, WI (in Was...	12,220
53022	Germantown, WI (in Wa...	11,511
53037	Jackson, WI (in Washing...	6,103

# Inbound and Outbound Migration

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

As of 2021, **1,801** people have migrated from Milwaukee County, WI to Washington County, WI. In the same year, **900** people left Washington County, WI migrating to Waukesha County, WI. The total Net Migration for Washington County, WI in 2021 was **1,005**.



Top Previous Counties	Migrations
Milwaukee County, WI	1,801
Waukesha County, WI	1,310
Ozaukee County, WI	512
Dodge County, WI	371
Fond du Lac County, WI	192



Top Previous Counties	Migrations
Sheboygan County, WI	102
Dane County, WI	94
Racine County, WI	81
Jefferson County, WI	62
Winnebago County, WI	51
Cook County, IL	49
Maricopa County, AZ	47
Outagamie County, WI	36
Hennepin County, MN	35
Winnebago County, IL	35
Top Following Counties	Migrations
Waukesha County, WI	900
Milwaukee County, WI	766
Ozaukee County, WI	462
Dodge County, WI	420
Fond du Lac County, WI	248
Sheboygan County, WI	132
Dane County, WI	101
Maricopa County, AZ	64
Winnebago County, WI	63
Outagamie County, WI	57
Brown County, WI	53
Jefferson County, WI	51
Lee County, FL	45
Racine County, WI	37

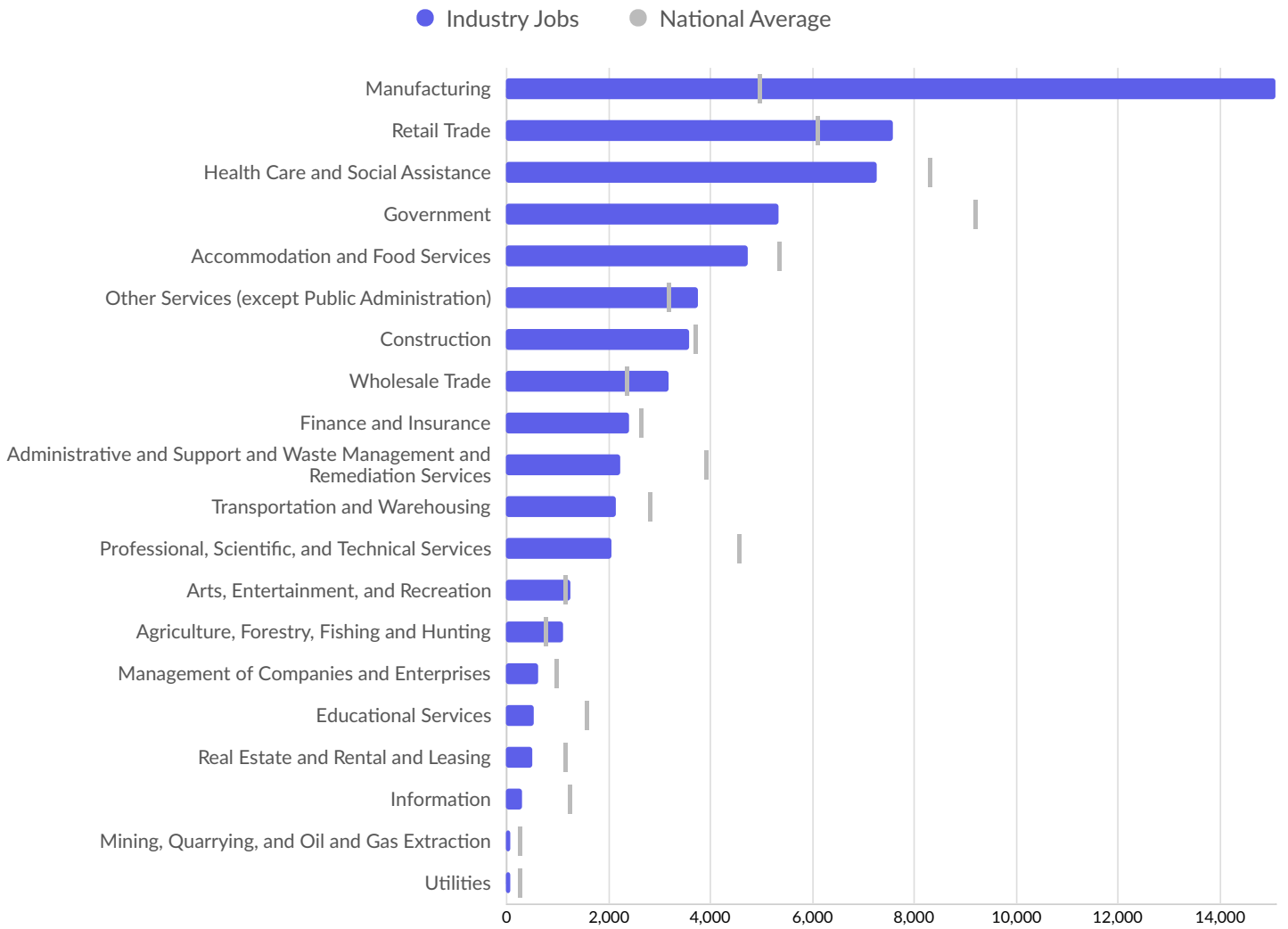
**Top Following Counties****Migrations**

Nueces County, TX

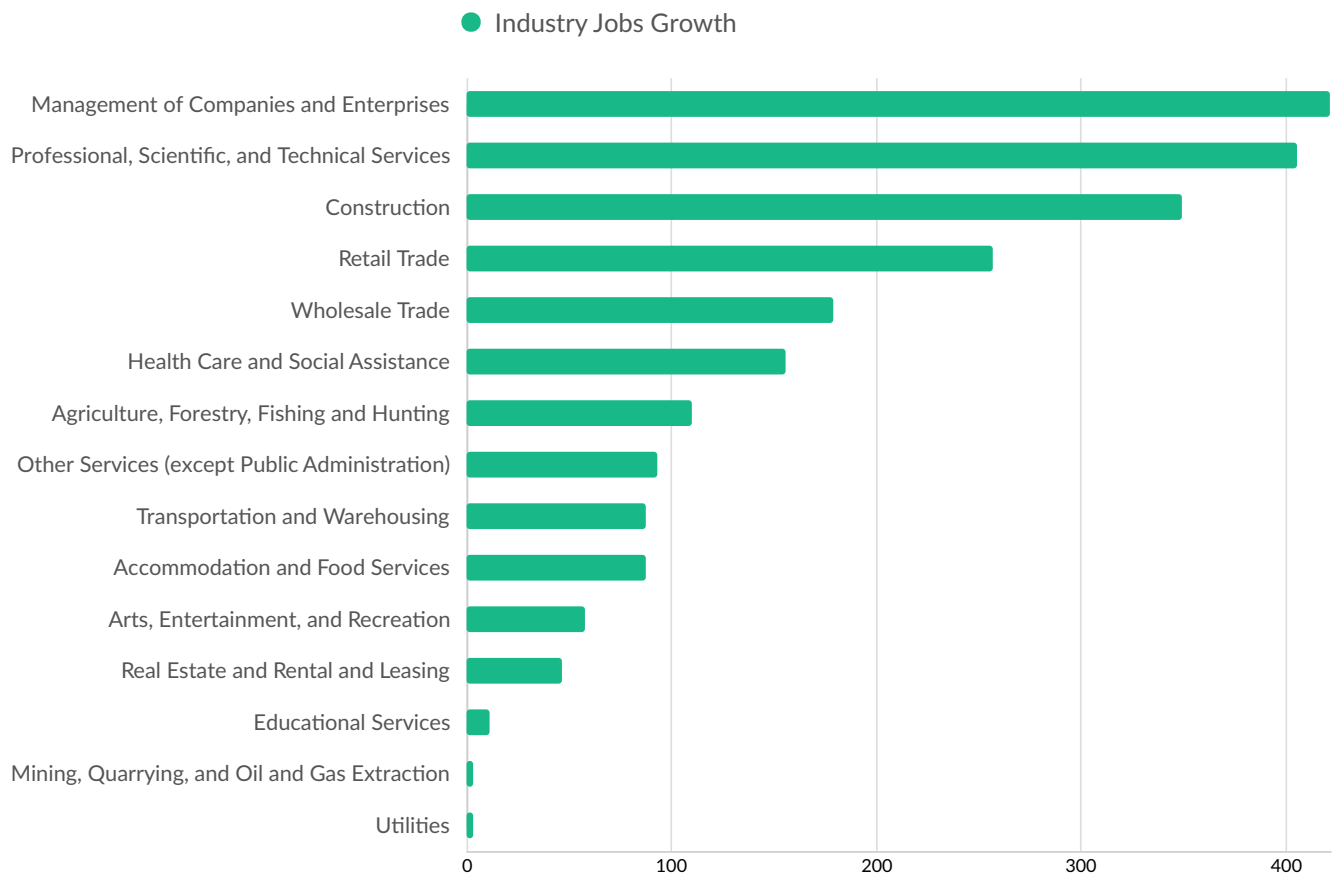
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# Industry Characteristics

## Largest Industries



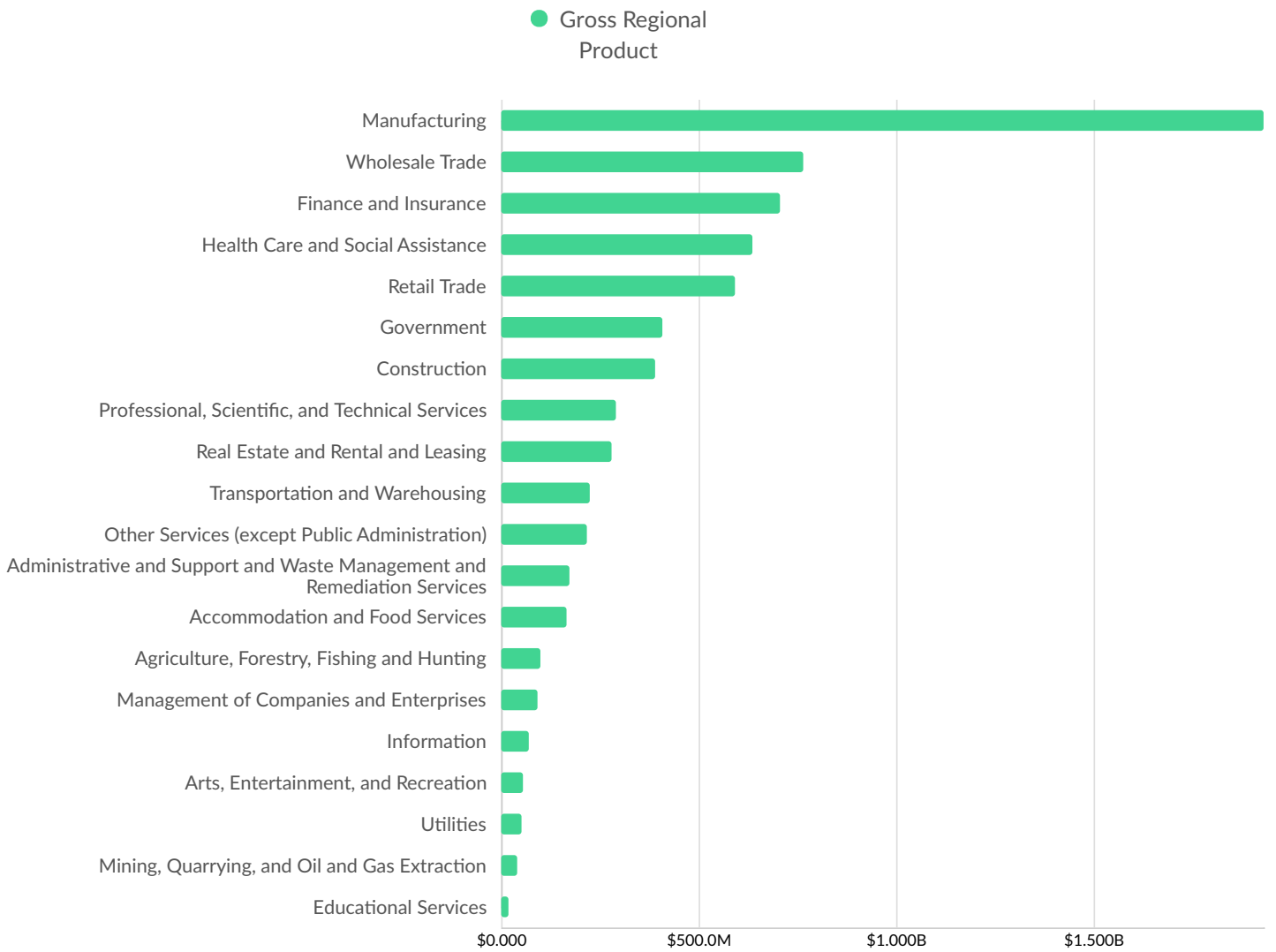
## Top Growing Industries



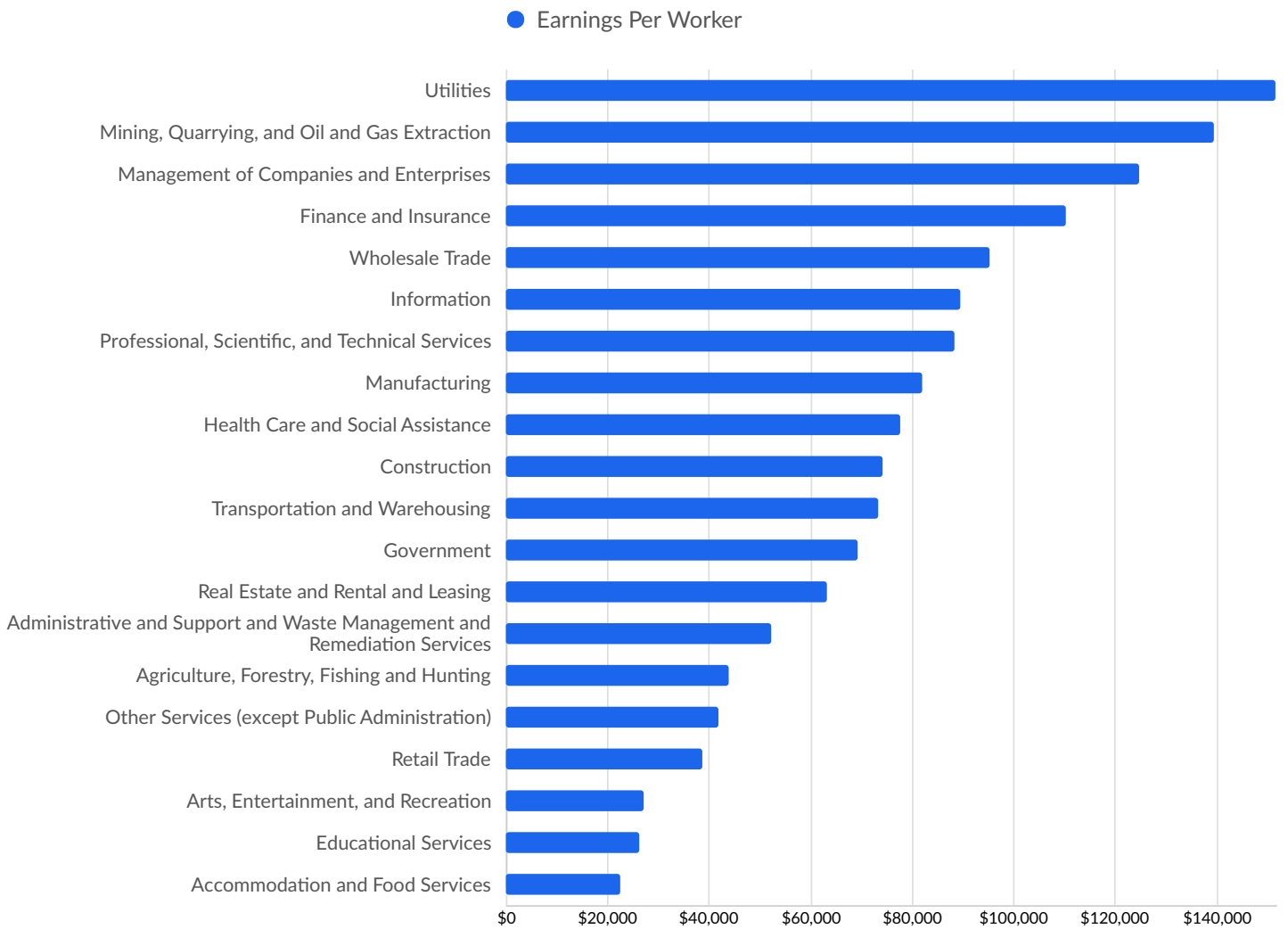
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



## Business Characteristics

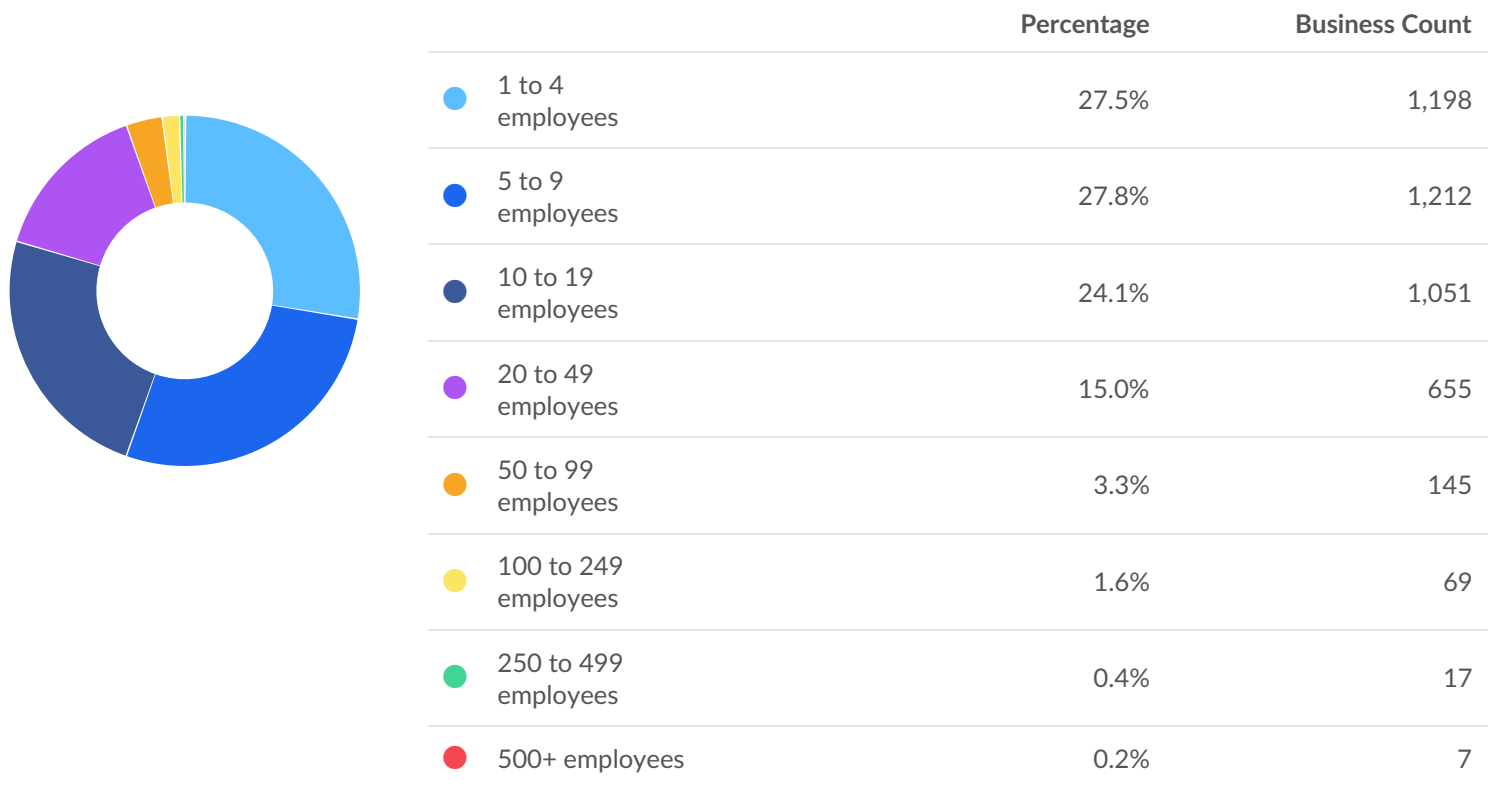
### 10,834 Companies Employ Your Workers

Online profiles for your workers mention 10,834 companies as employers, with the top 10 appearing below. In the last 12 months, 1,829 companies in Washington County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Froedtert & The Medical College...	722 	Advocate Aurora Health	563 
Advocate Aurora Health	619 	Froedtert & The Medical College...	403 
West Bend Mutual Insurance	392 	Atlas Preparatory Academy	328 
Kohl's	315 	Quad-C Management	261 
Quad-C Management	269 	Aerotek	171 
FIS	260 	Sterling Pharma Solutions	163 
University of Wisconsin System	236 	Piggly Wiggly	160 
Harley-Davidson	214 	ProHealth Care	141 
West Bend School District	202 	Walmart	134 
Northwestern Mutual	193 	Ati Physical Therapy	114 



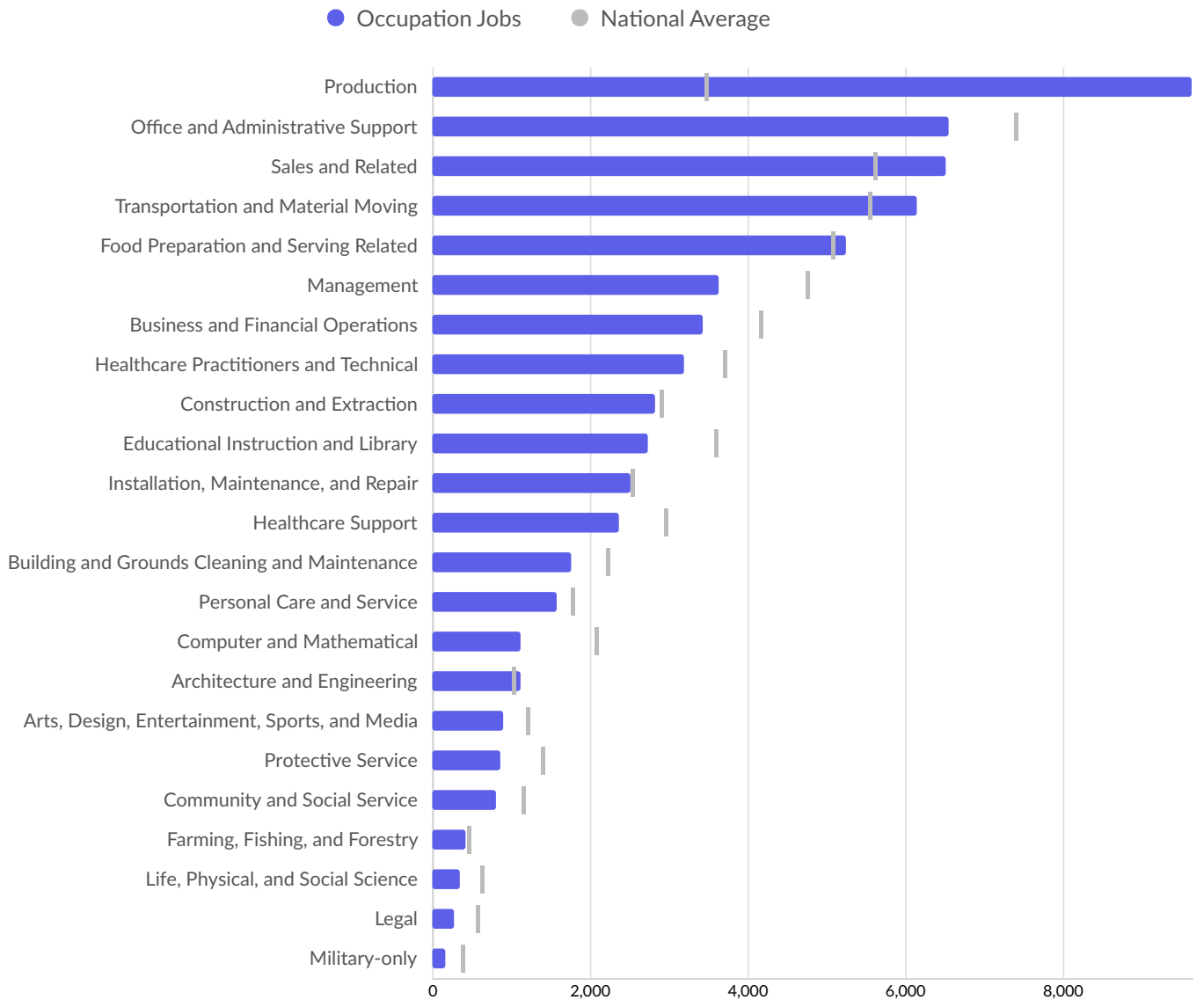
## Business Size



\*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

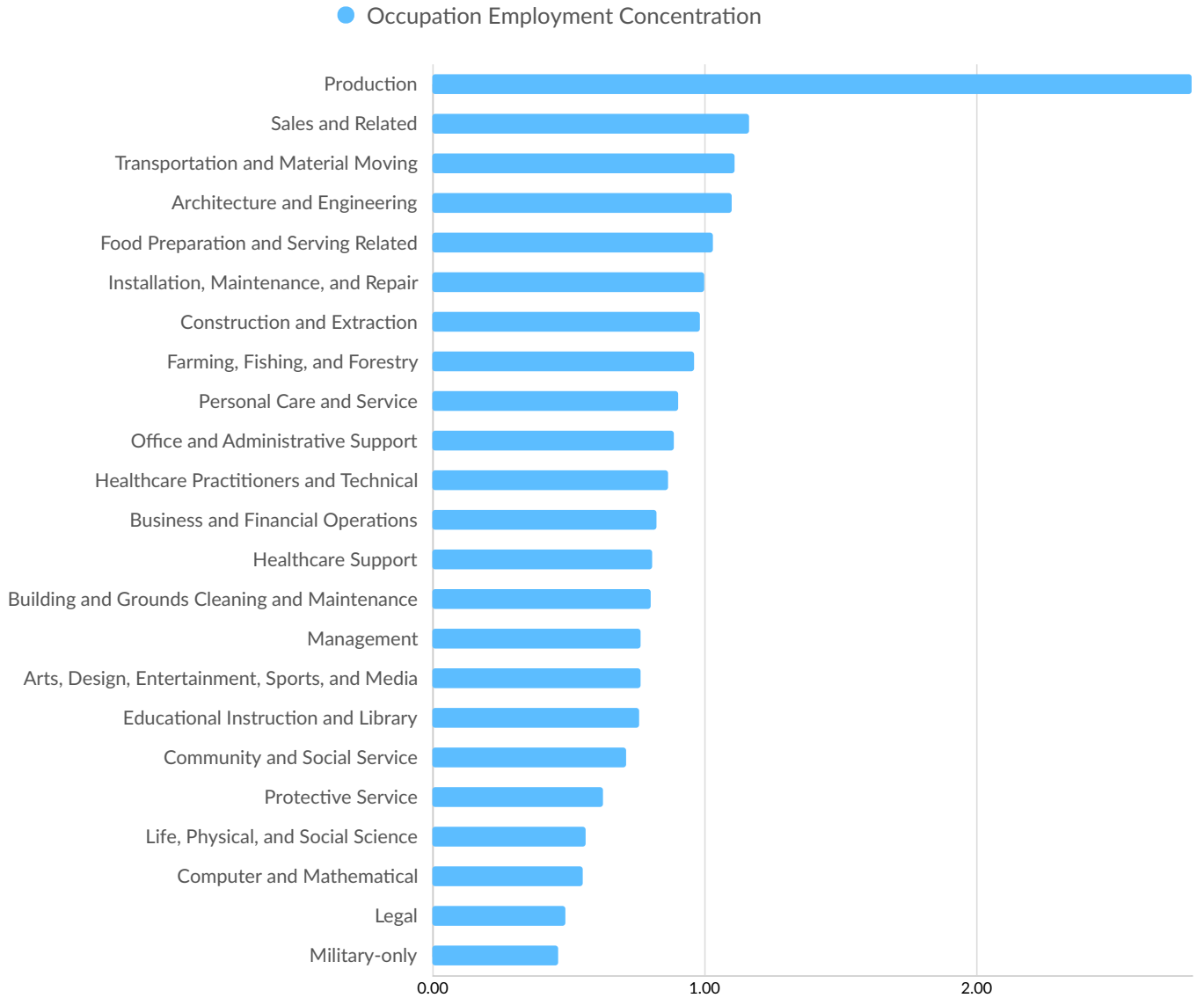
## Largest Occupations



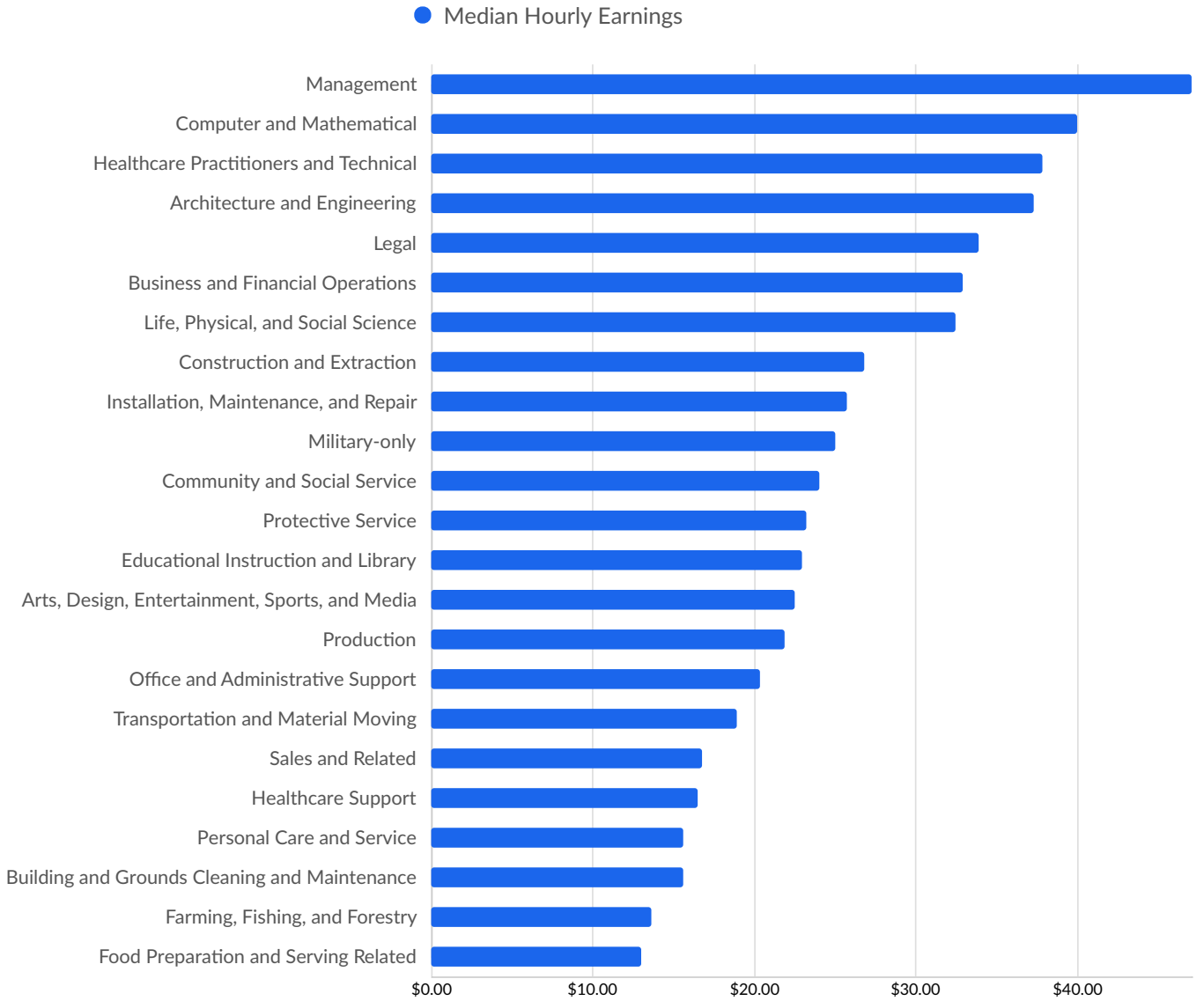
## Top Growing Occupations



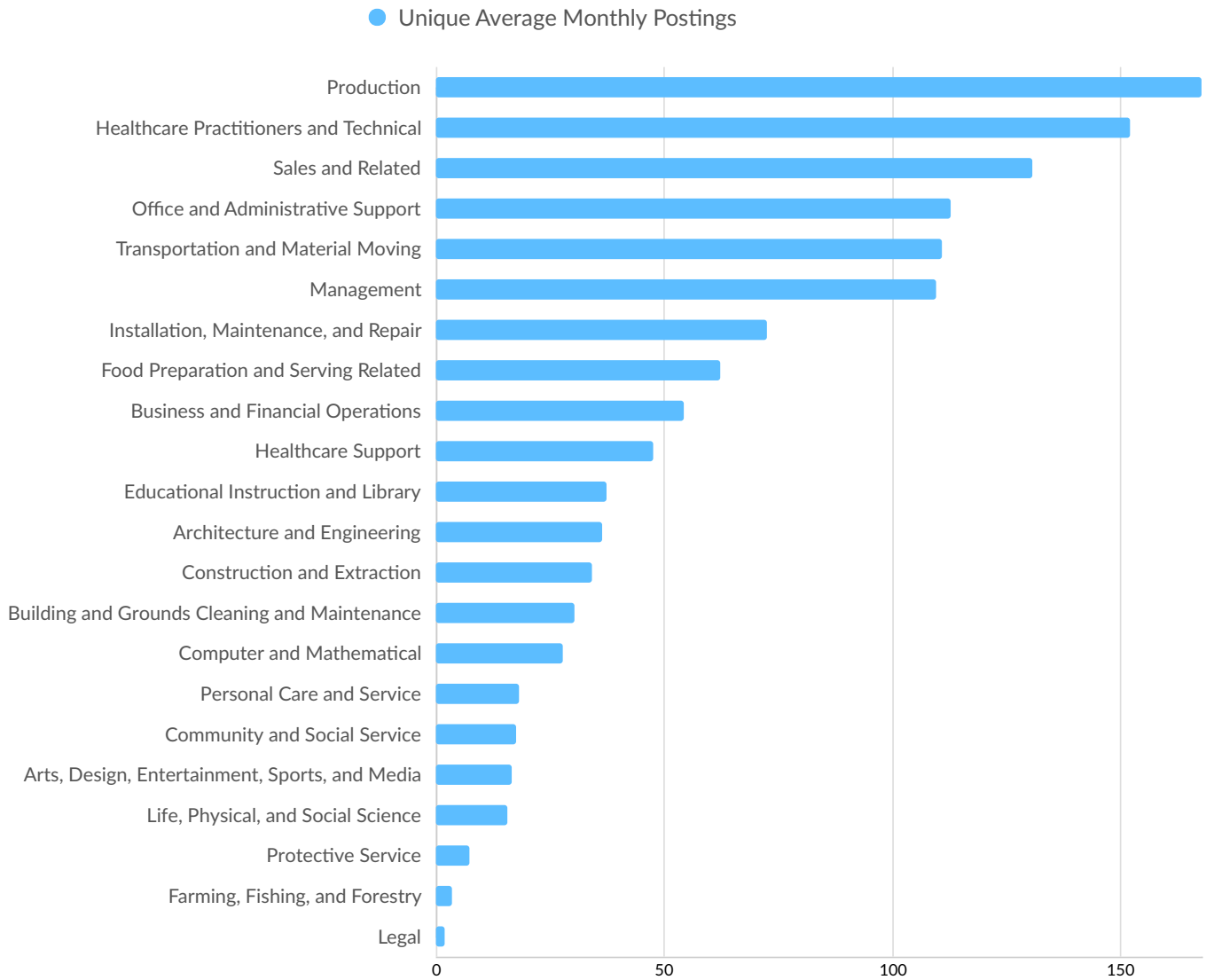
## Top Occupation Employment Concentration



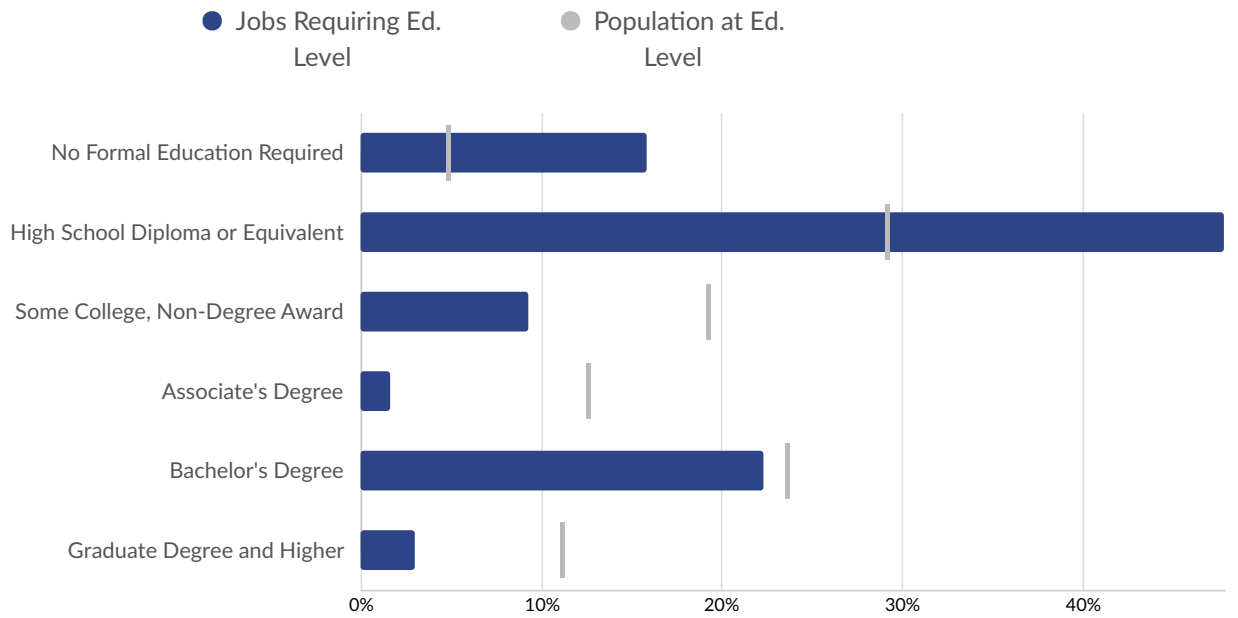
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

Over the last 4 years, no schools in Washington County, WI produced graduates.



# In-Demand Skills

