



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

Class of Worker

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

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

Economy Overview

138,168

Population (2023)

Population **grew by 2,553** over the last 5 years and is projected to **grow by 1,642** over the next 5 years.

64,286

Total Regional Employment

Jobs **grew by 1,355** over the last 5 years and are projected to **grow by 2,982** over the next 5 years.

\$91.9K

Median Household Income (2022)

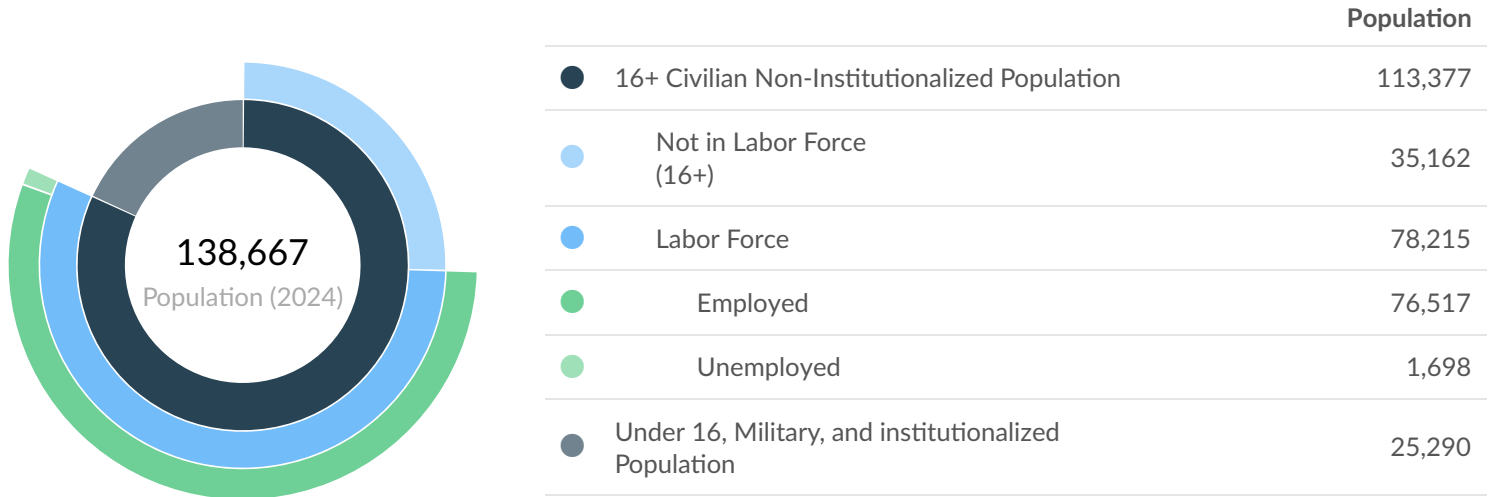
Median household income is **\$16.8K above** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **increased by 1.9%** since 2018, growing by 2,553. Population is expected to **increase by 1.2%** between 2023 and 2028, adding 1,642.
- From 2018 to 2023, jobs **increased by 2.2%** in Washington County, WI from 62,931 to **64,286**. This change **fell short of the national growth rate of 4.5% by 2.3%**. As the number of jobs increased, the **labor force participation rate decreased from 71.0% to 68.7% 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** (3.7% 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.

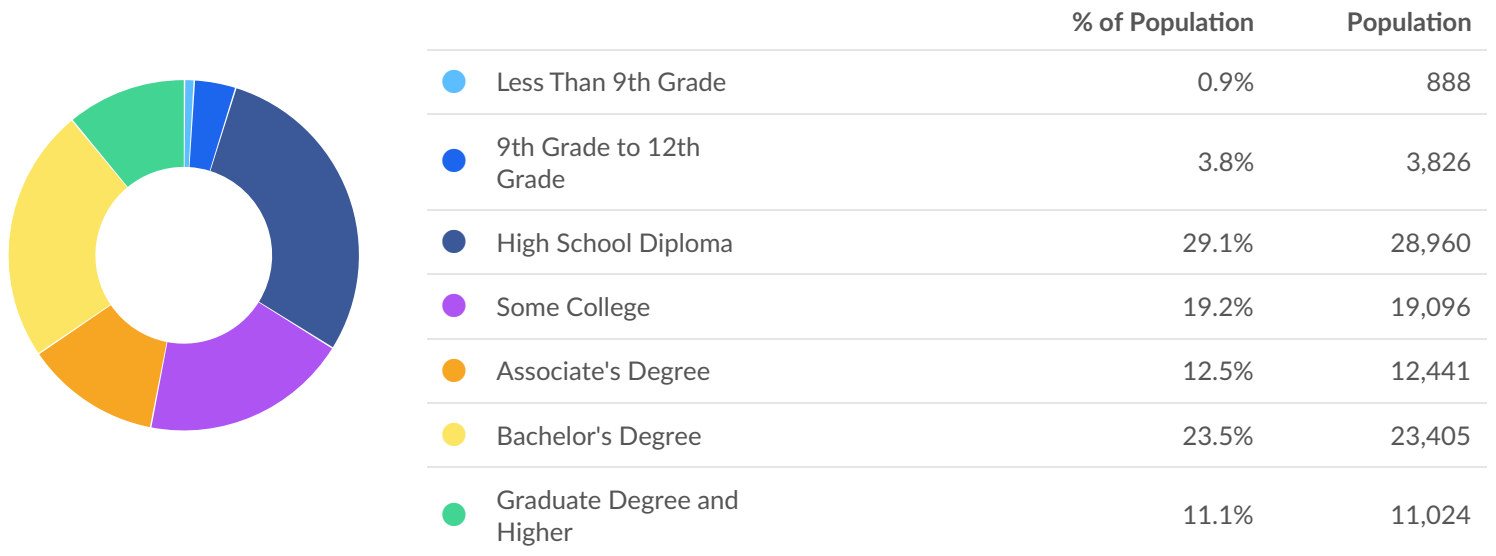
	Population (2024)	Labor Force (Oct 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	138,667	78,215	64,286	103.3	\$8.20B	\$12.18B	\$8.62B
State	5,932,800	3,179,316	3,245,667	100.2	\$412.45B	\$381.77B	\$408.89B

Oct 2024 Labor Force Breakdown



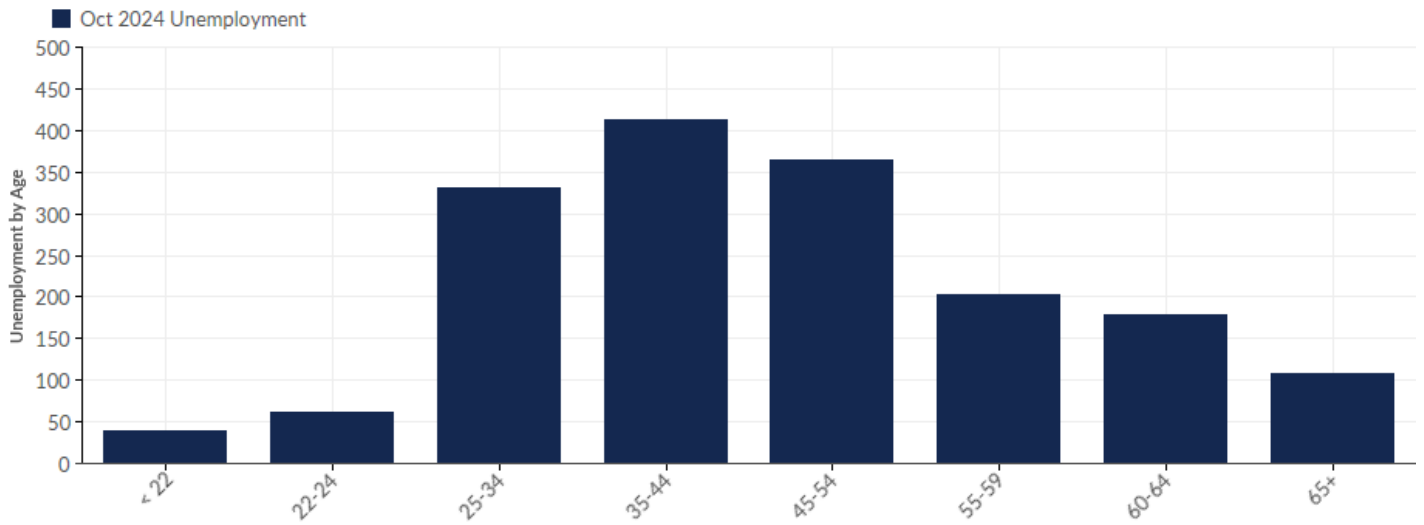
Educational Attainment

Concerning educational attainment, **23.5% of Washington County, WI residents possess a Bachelor's Degree** (2.3% above the national average), and **12.5% hold an Associate's Degree** (3.7% above the national average).



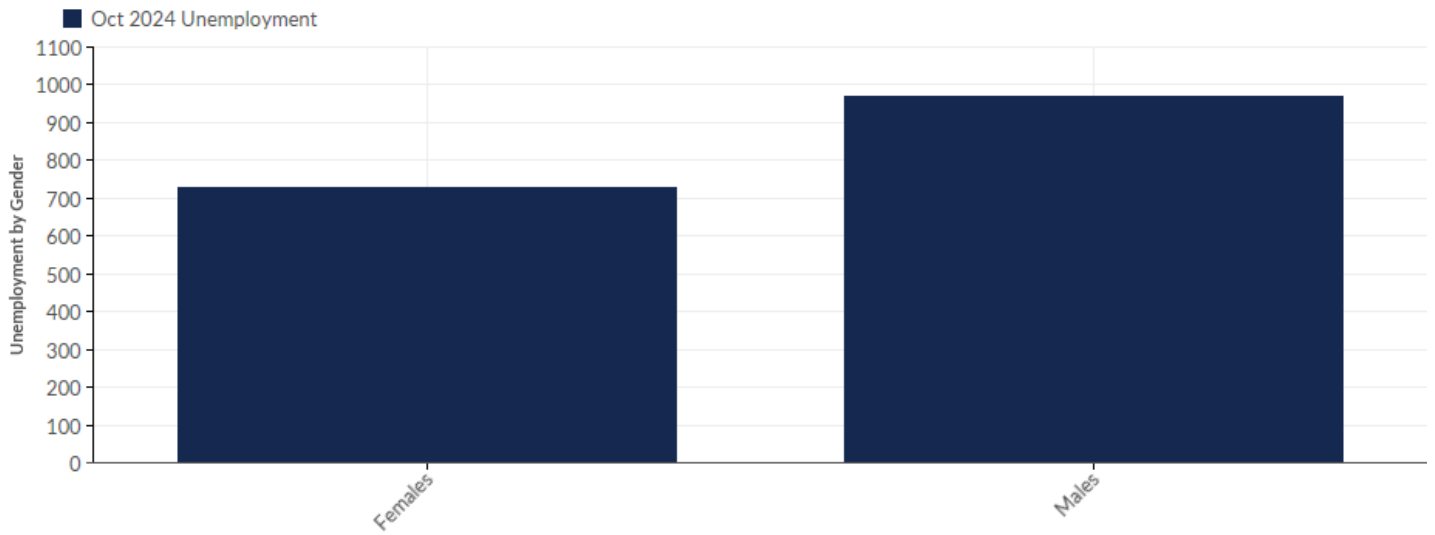
Unemployment by Demographics

Unemployment by Age



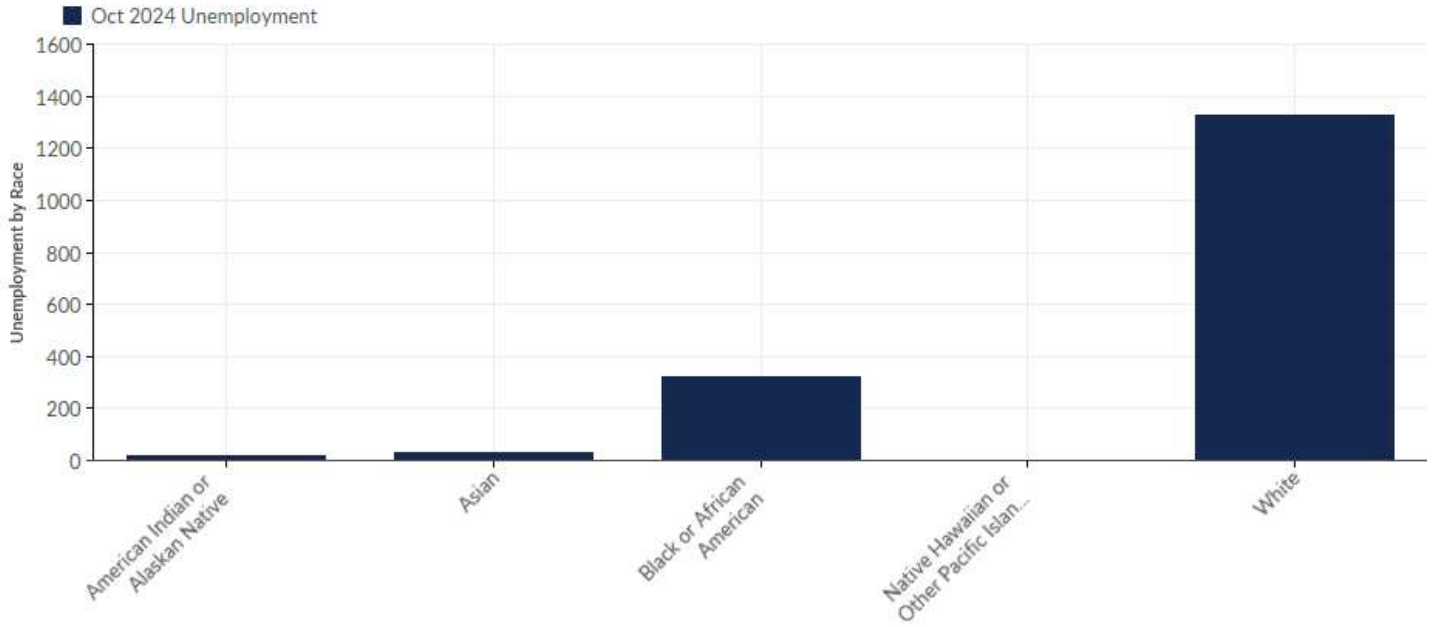
Age	Unemployment (Oct 2024)	% of Unemployed
< 22	40	2.36%
22-24	61	3.59%
25-34	331	19.49%
35-44	412	24.26%
45-54	365	21.50%
55-59	202	11.90%
60-64	178	10.48%
65+	108	6.36%
Total	1,698	100.00%

Unemployment by Gender



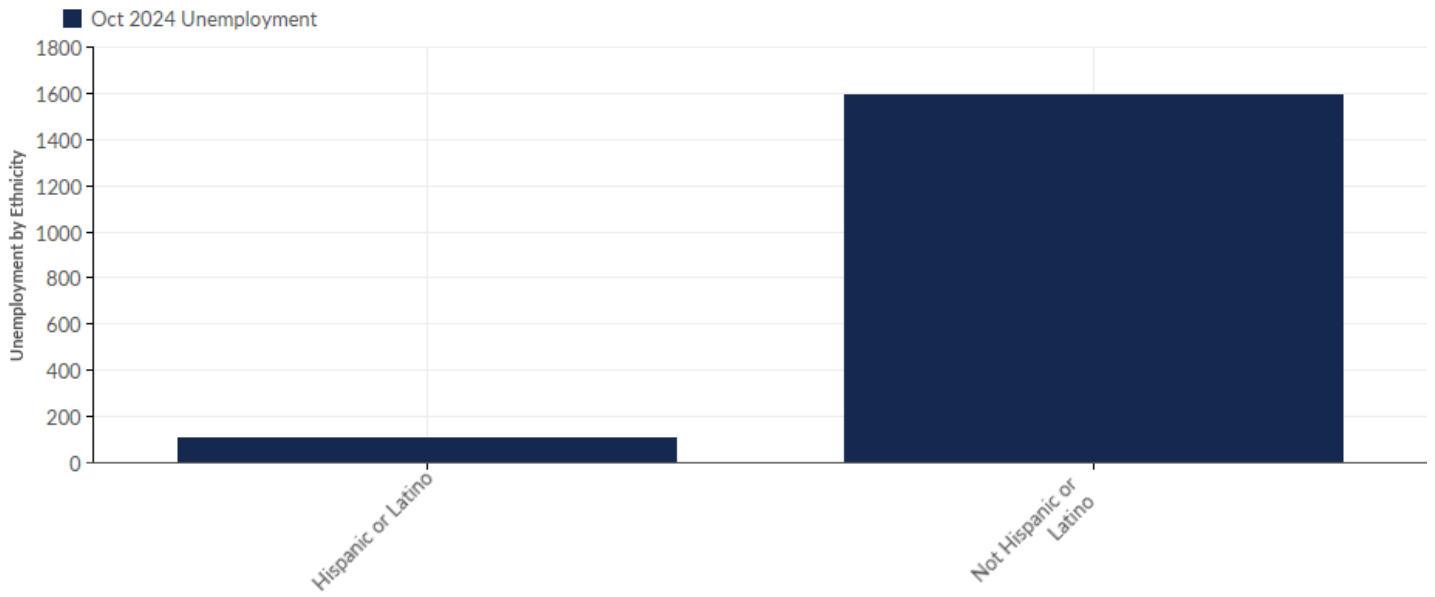
Gender	Unemployment (Oct 2024)	% of Unemployed
Females	728	42.87%
Males	970	57.13%
Total	1,698	100.00%

Unemployment by Race



Race	Unemployment (Oct 2024)	% of Unemployed
American Indian or Alaskan Native	20	1.18%
Asian	28	1.65%
Black or African American	322	18.96%
Native Hawaiian or Other Pacific Islander	2	0.12%
White	1,327	78.15%
Total	1,698	100.00%

Unemployment by Ethnicity

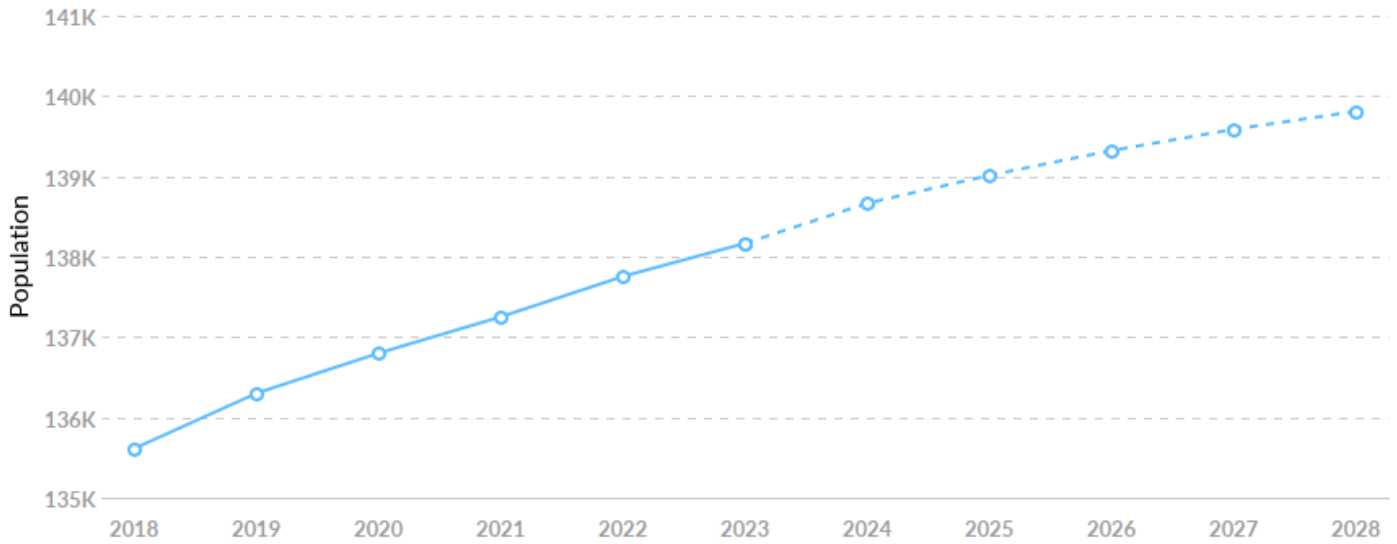


Ethnicity	Unemployment (Oct 2024)	% of Unemployed
Hispanic or Latino	107	6.30%
Not Hispanic or Latino	1,591	93.70%
Total	1,698	100.00%

Historic & Projected Trends

Population Trends

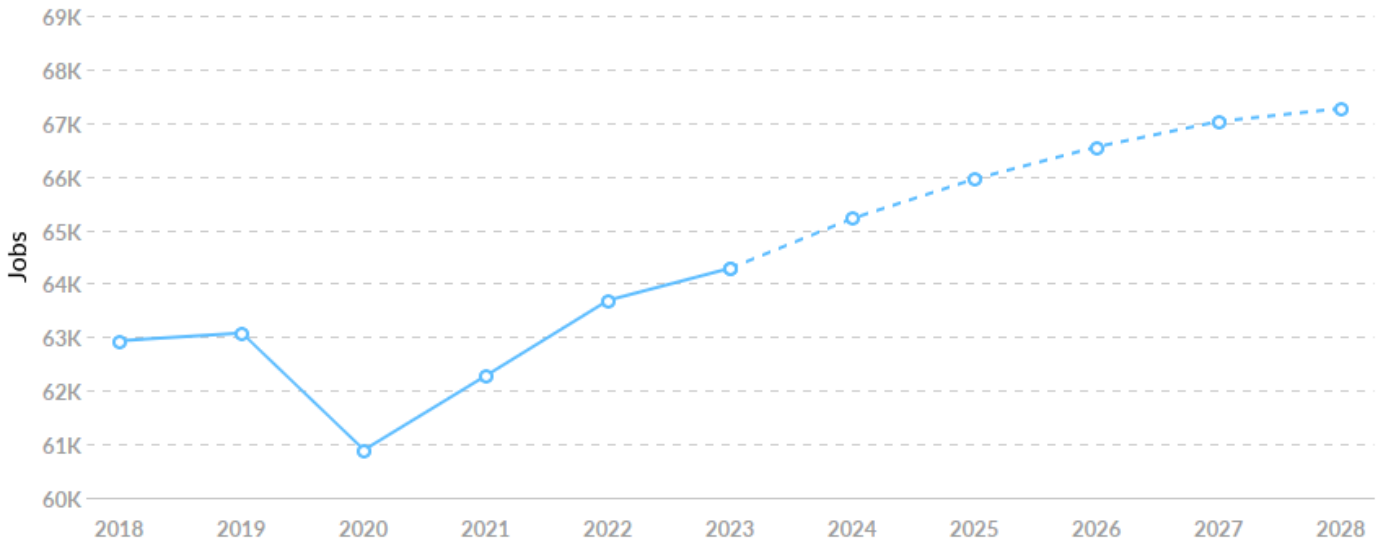
As of 2023 the region's population increased by 1.9% since 2018, growing by 2,553. Population is expected to increase by 1.2% between 2023 and 2028, adding 1,642.



Timeframe	Population
2018	135,615
2019	136,302
2020	136,801
2021	137,253
2022	137,756
2023	138,168
2024	138,667
2025	139,014
2026	139,322
2027	139,586
2028	139,810

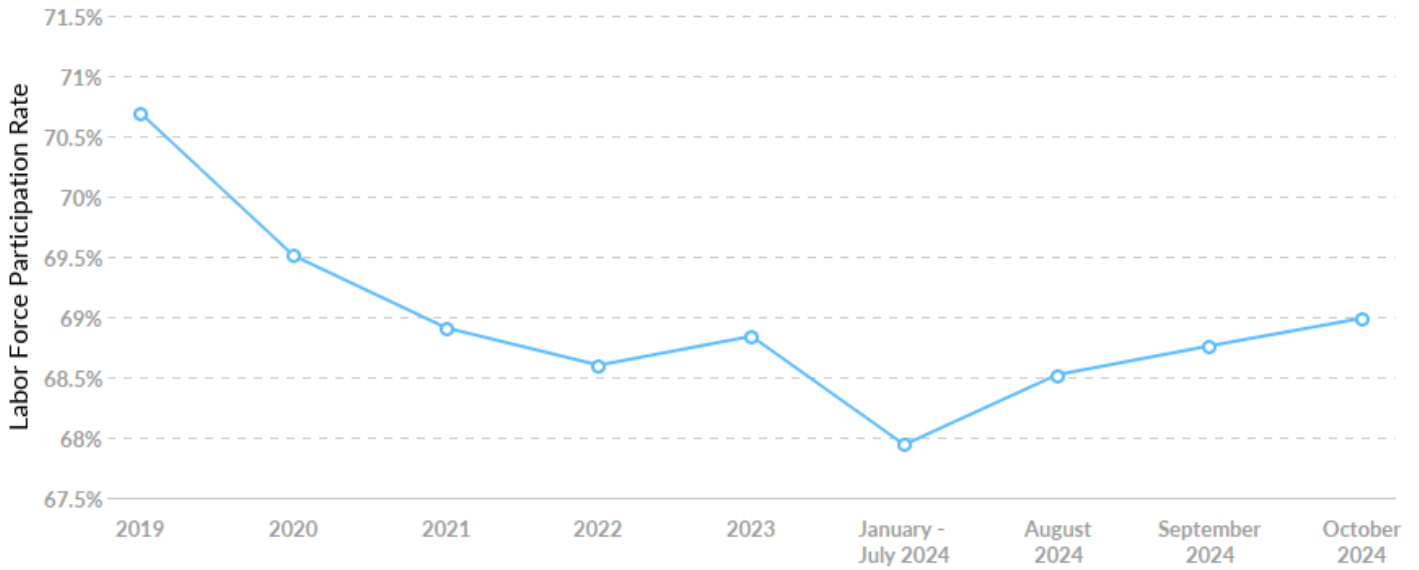
Job Trends

From 2018 to 2023, jobs increased by 2.2% in Washington County, WI from 62,931 to 64,286. This change fell short of the national growth rate of 4.5% by 2.3%.



Timeframe	Jobs
2018	62,931
2019	63,075
2020	60,892
2021	62,282
2022	63,687
2023	64,286
2024	65,216
2025	65,952
2026	66,552
2027	67,027
2028	67,268

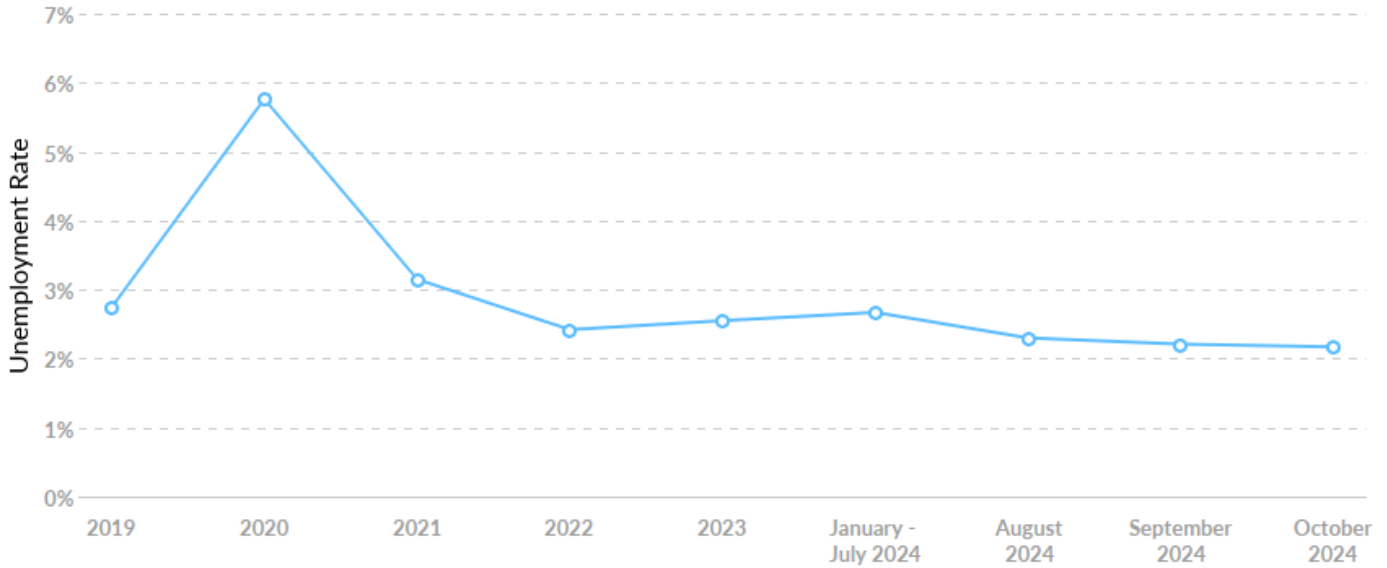
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	70.69%
2020	69.51%
2021	68.91%
2022	68.60%
2023	68.84%
January - July 2024	67.94%
August 2024	68.52%
September 2024	68.76%
October 2024	68.99%

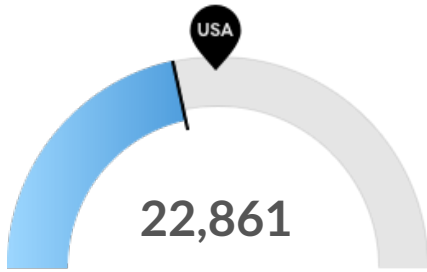
Unemployment Rate Trends

Washington County, WI had an October 2024 unemployment rate of 2.17%, decreasing from 2.74% 5 years before.



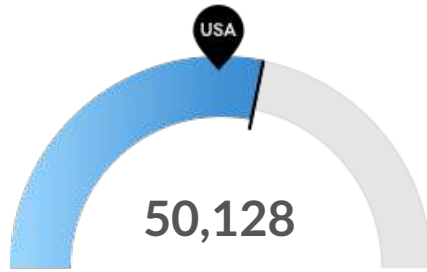
Timeframe	Unemployment Rate
2019	2.74%
2020	5.76%
2021	3.15%
2022	2.42%
2023	2.55%
January - July 2024	2.67%
August 2024	2.30%
September 2024	2.21%
October 2024	2.17%

Population Characteristics



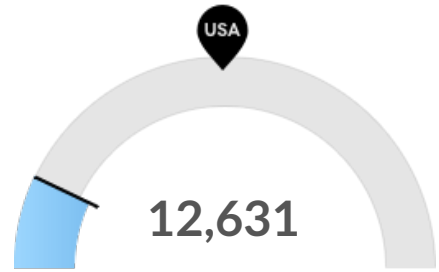
Millennials

Washington County, WI has 22,861 millennials (ages 25-39). The national average for an area this size is 28,073.



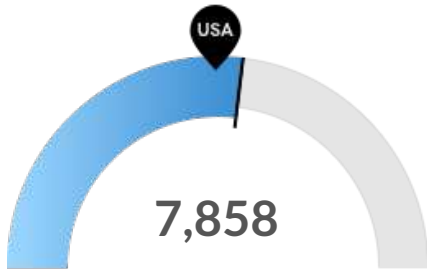
Retiring Soon

Retirement risk is high in Washington County, WI. The national average for an area this size is 41,710 people 55 or older, while there are 50,128 here.



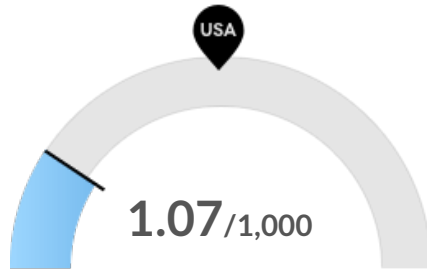
Racial Diversity

Racial diversity is low in Washington County, WI. The national average for an area this size is 57,543 racially diverse people, while there are 12,631 here.



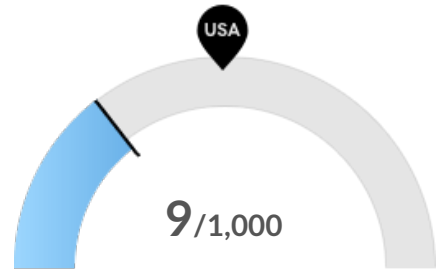
Veterans

Washington County, WI has 7,858 veterans. The national average for an area this size is 7,043.



Violent Crime

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

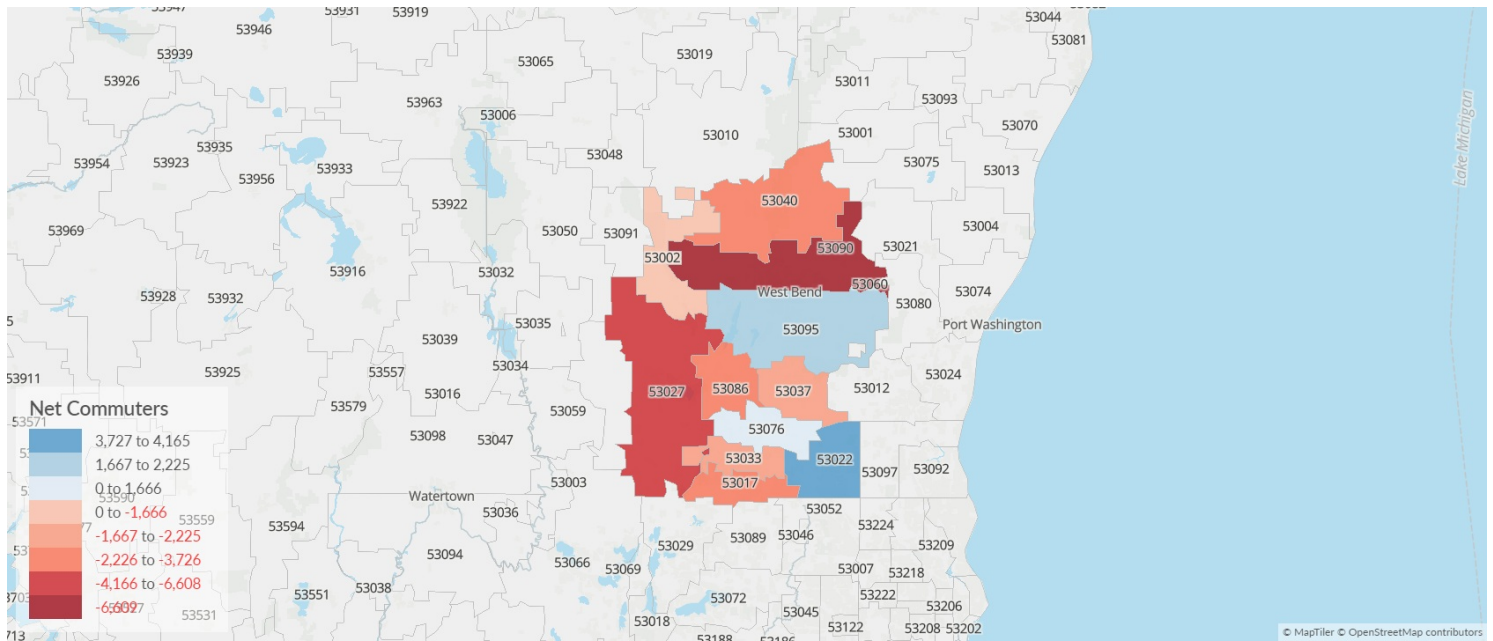


Property Crime

Washington County, WI has 9 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.



Where Talent Works

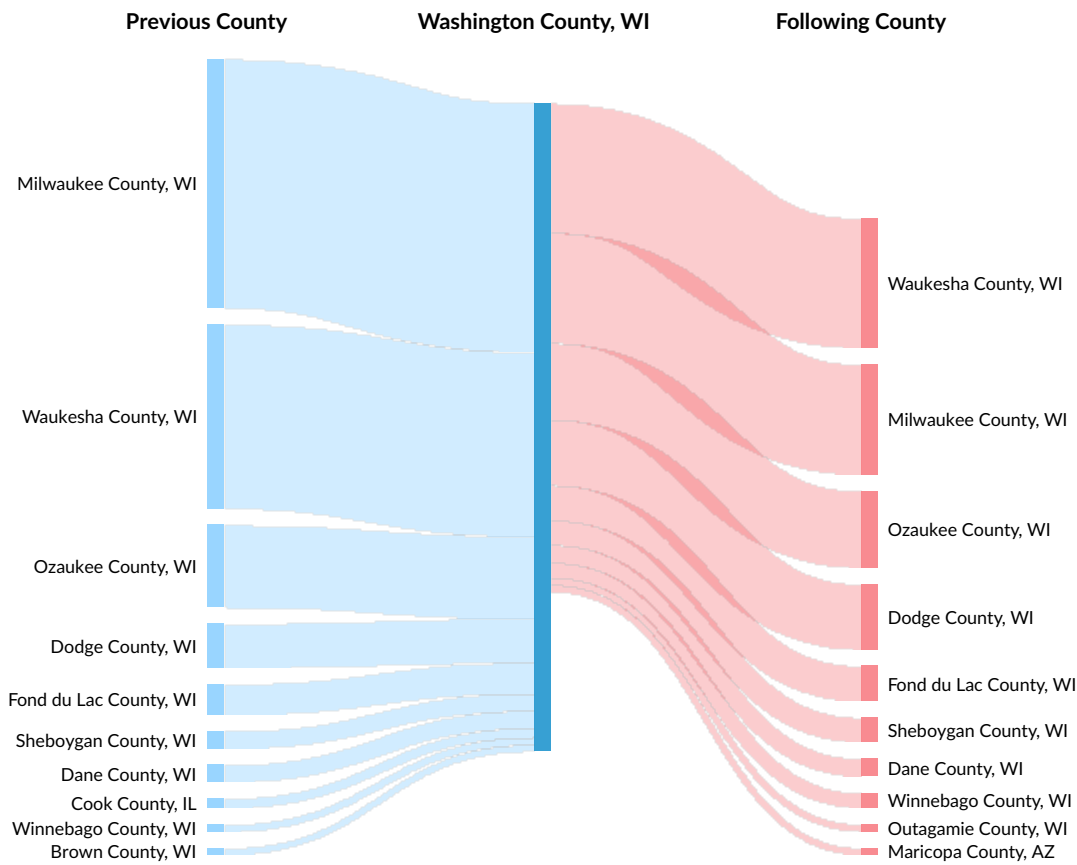
Where Talent Lives

ZIP	Name	2023 Employment	ZIP	Name	2023 Workers
53095	West Bend, WI (in Was...	17,615	53095	West Bend, WI (in Was...	15,644
53022	Germantown, WI (in Wa...	15,236	53027	Hartford, WI (in Washin...	13,554
53027	Hartford, WI (in Washin...	9,388	53090	West Bend, WI (in Was...	12,379
53090	West Bend, WI (in Was...	5,770	53022	Germantown, WI (in Wa...	11,508
53037	Jackson, WI (in Washing...	4,426	53037	Jackson, WI (in Washing...	6,093

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 2022, 1,640 people have migrated from Milwaukee County, WI to Washington County, WI. In the same year, 854 people left Washington County, WI migrating to Waukesha County, WI. The total Net Migration for Washington County, WI in 2022 was 788.



Top Previous Counties	Migrations
Milwaukee County, WI	1,640
Waukesha County, WI	1,214
Ozaukee County, WI	542
Dodge County, WI	290
Fond du Lac County, WI	202

Top Previous Counties	Migrations
Sheboygan County, WI	114
Dane County, WI	113
Cook County, IL	62
Winnebago County, WI	47
Brown County, WI	44
Racine County, WI	39
Maricopa County, AZ	37
Jefferson County, WI	37
Hennepin County, MN	35
Winnebago County, IL	35
Top Following Counties	Migrations
Waukesha County, WI	854
Milwaukee County, WI	727
Ozaukee County, WI	505
Dodge County, WI	431
Fond du Lac County, WI	232
Sheboygan County, WI	162
Dane County, WI	117
Winnebago County, WI	99
Outagamie County, WI	47
Maricopa County, AZ	46
Polk County, FL	35
DeKalb County, IL	35
Wichita County, TX	35
Wood County, WI	35

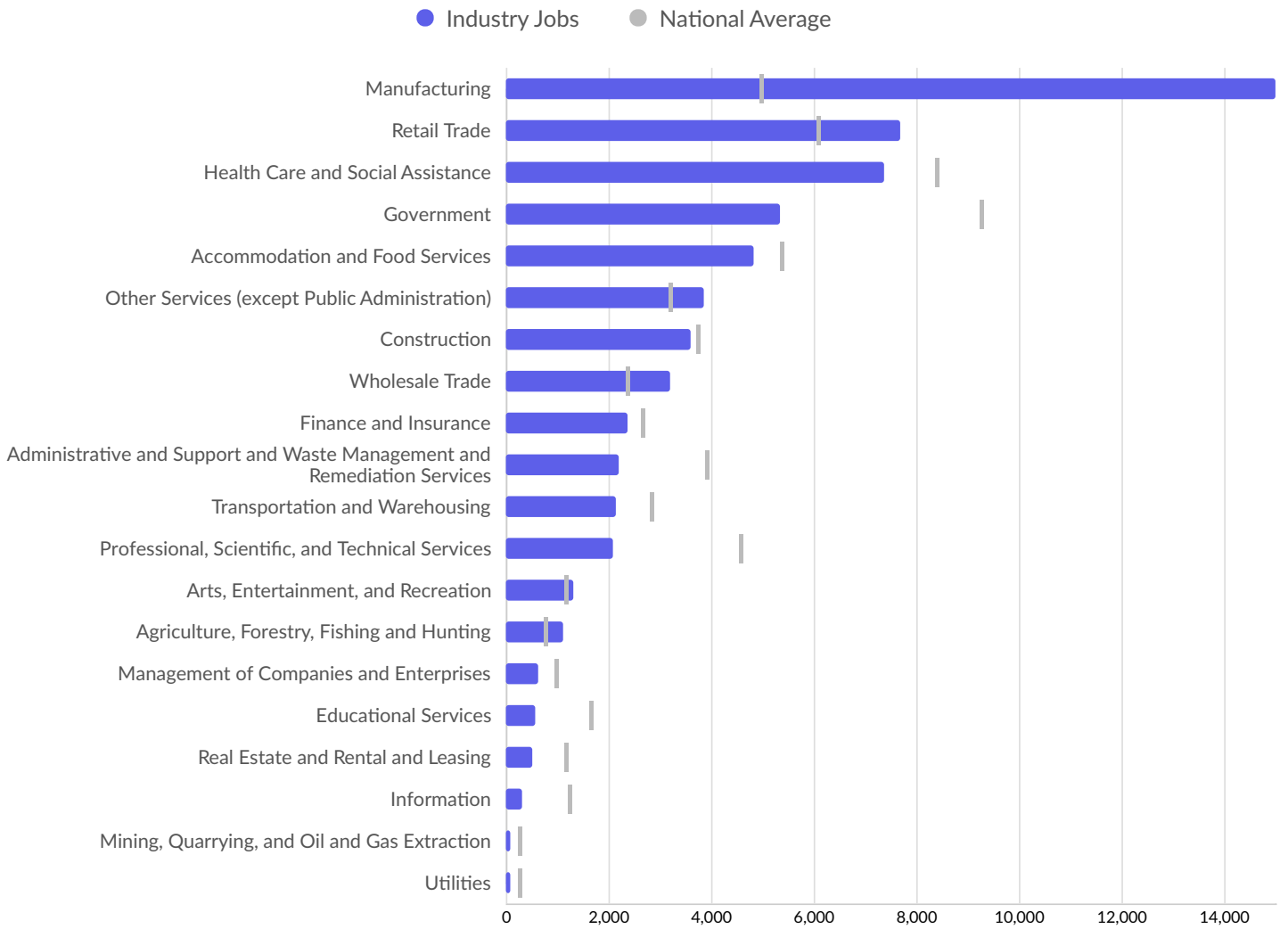
Top Following Counties**Migrations**

San Bernardino County, CA

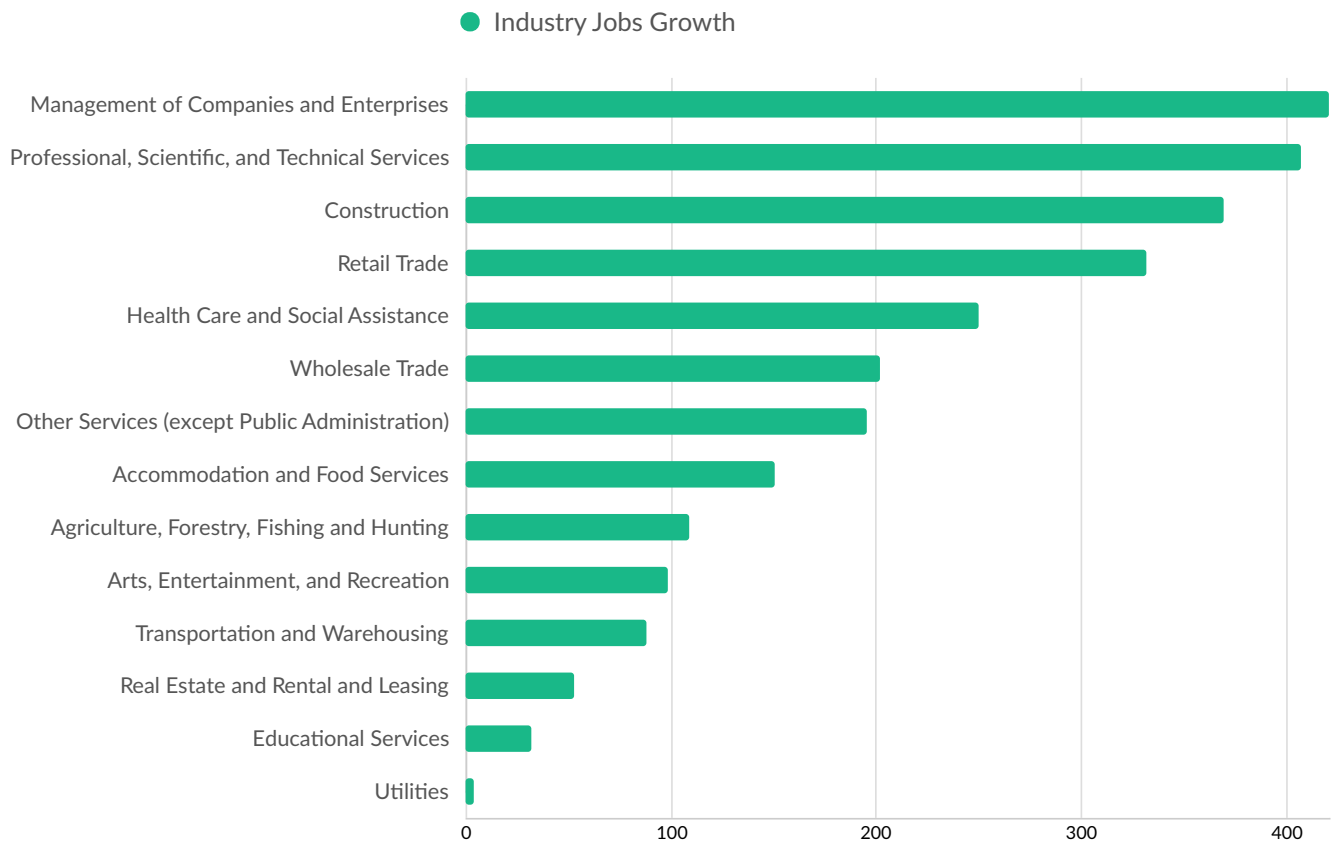
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Industry Characteristics

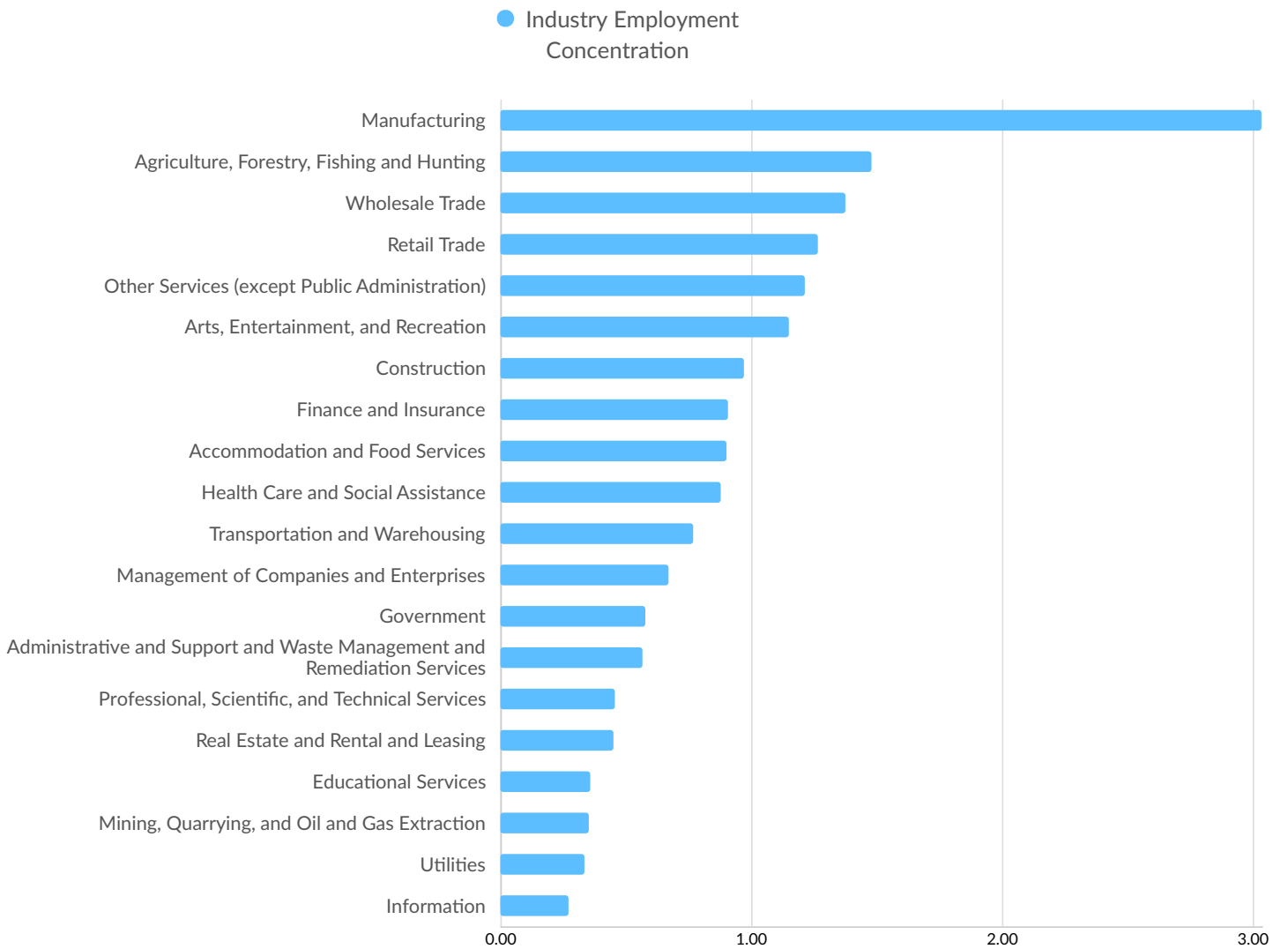
Largest Industries



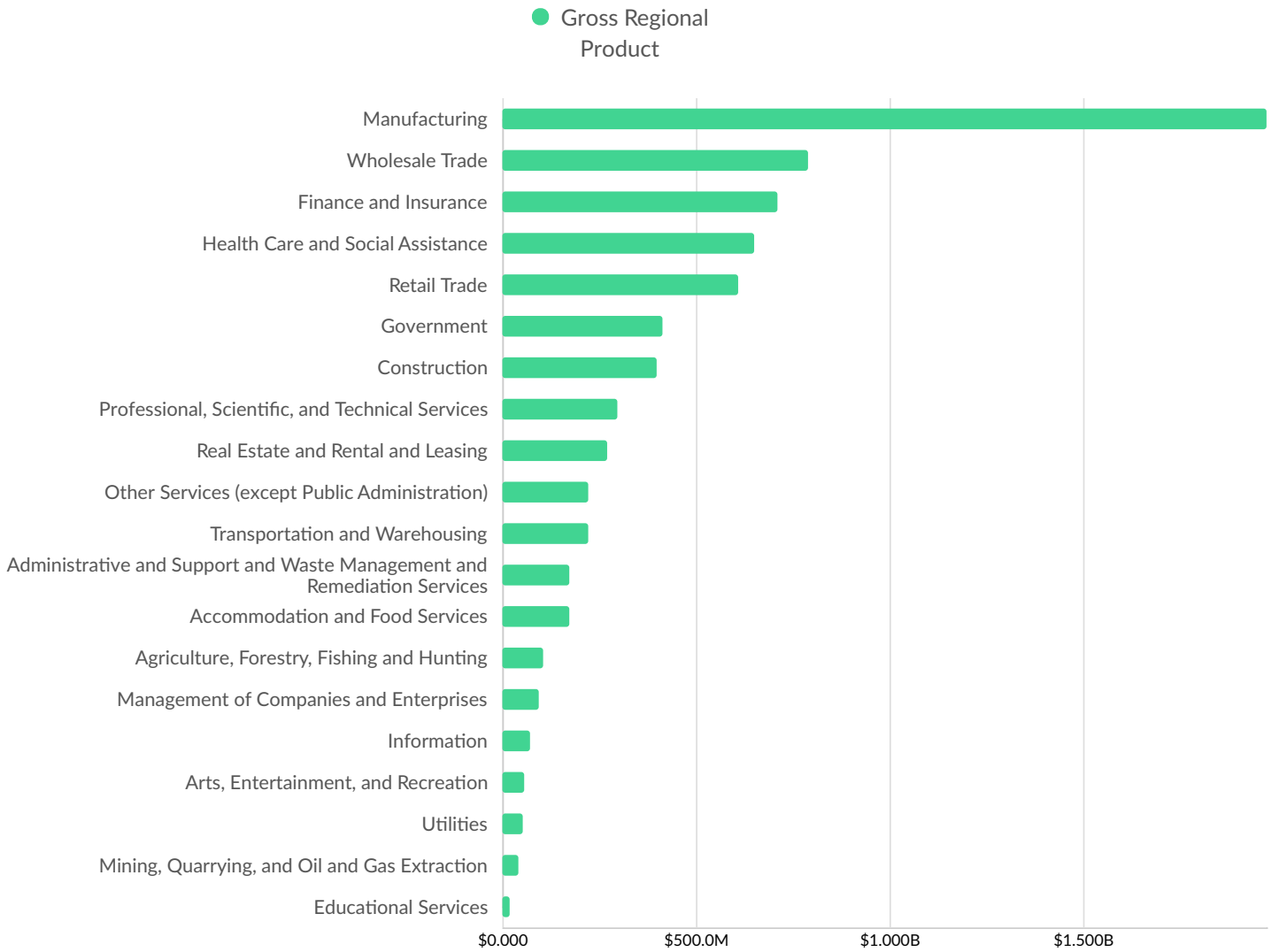
Top Growing Industries



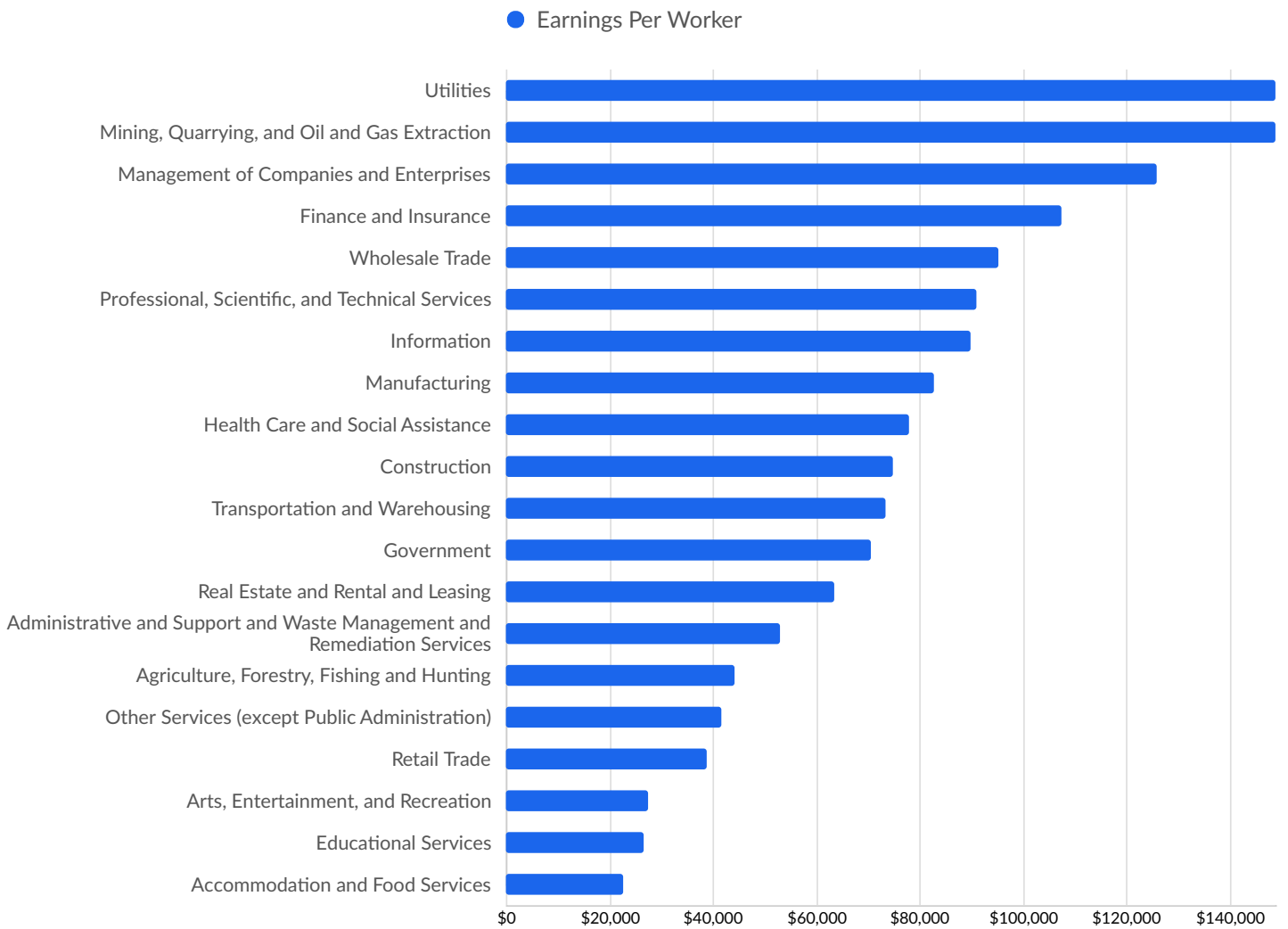
Top Industry Employment Concentration



Top Industry GRP






















Top Industry Earnings



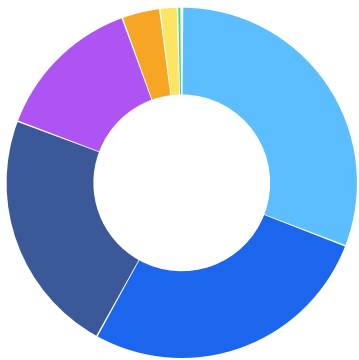
Business Characteristics

12,237 Companies Employ Your Workers

Online profiles for your workers mention 12,237 companies as employers, with the top 10 appearing below. In the last 12 months, 1,497 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...	741 	Froedtert & The Medical College...	583 
Advocate Aurora Health	628 	Advocate Aurora Health	553 
West Bend Mutual Insurance	423 	The Hartford	292 
Kohl's	318 	Travelers	291 
Quad	283 	MassMutual	265 
FIS	274 	Walmart	238 
University of Wisconsin System	229 	Aerotek	235 
Harley-Davidson	219 	Quad-C Management	165 
West Bend School District	218 	West Bend Mutual Insurance	160 
Northwestern Mutual	199 	Piggly Wiggly	148 

Business Size

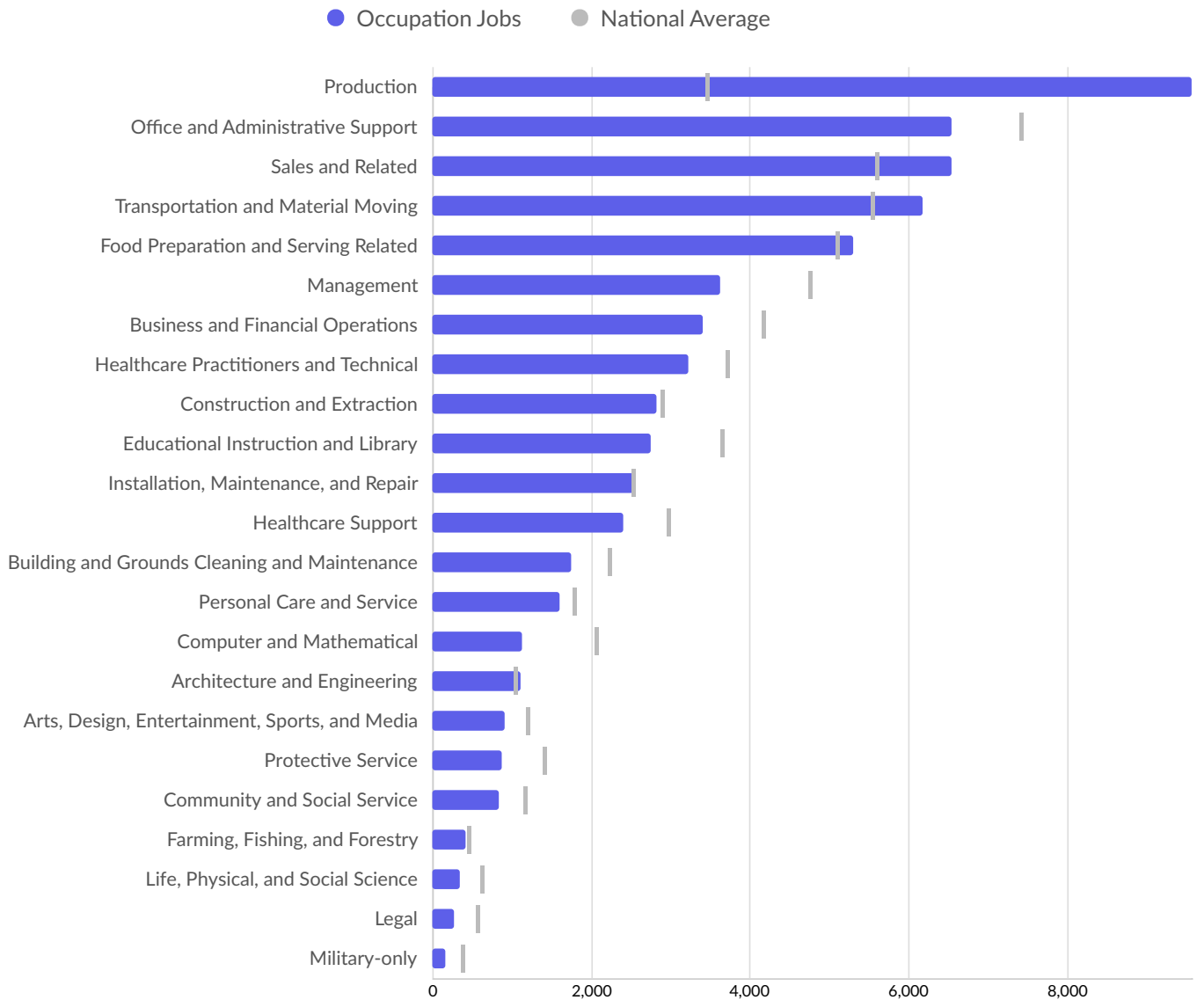


	Percentage	Business Count
● 1 to 4 employees	30.8%	1,605
● 5 to 9 employees	27.2%	1,418
● 10 to 19 employees	22.7%	1,182
● 20 to 49 employees	13.8%	718
● 50 to 99 employees	3.5%	183
● 100 to 249 employees	1.6%	84
● 250 to 499 employees	0.3%	17
● 500+ employees	0.1%	7

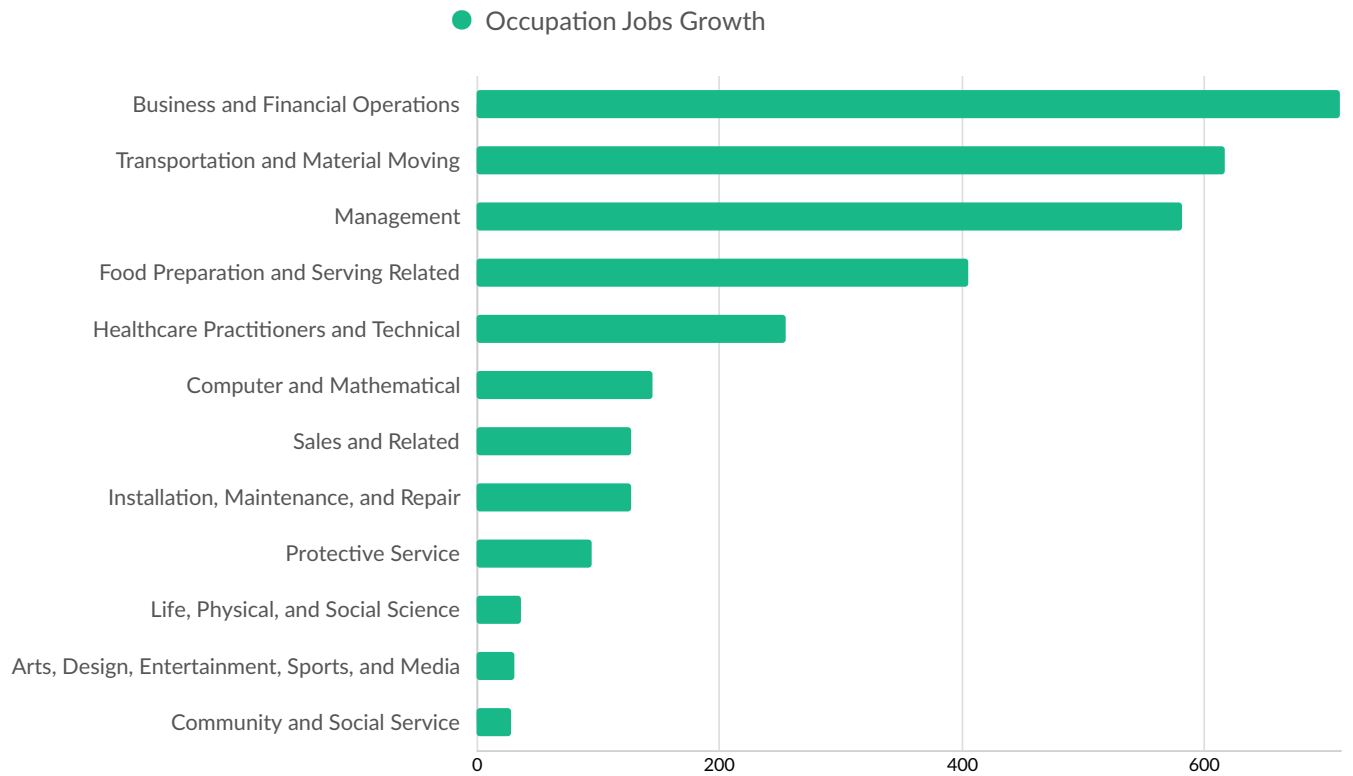
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

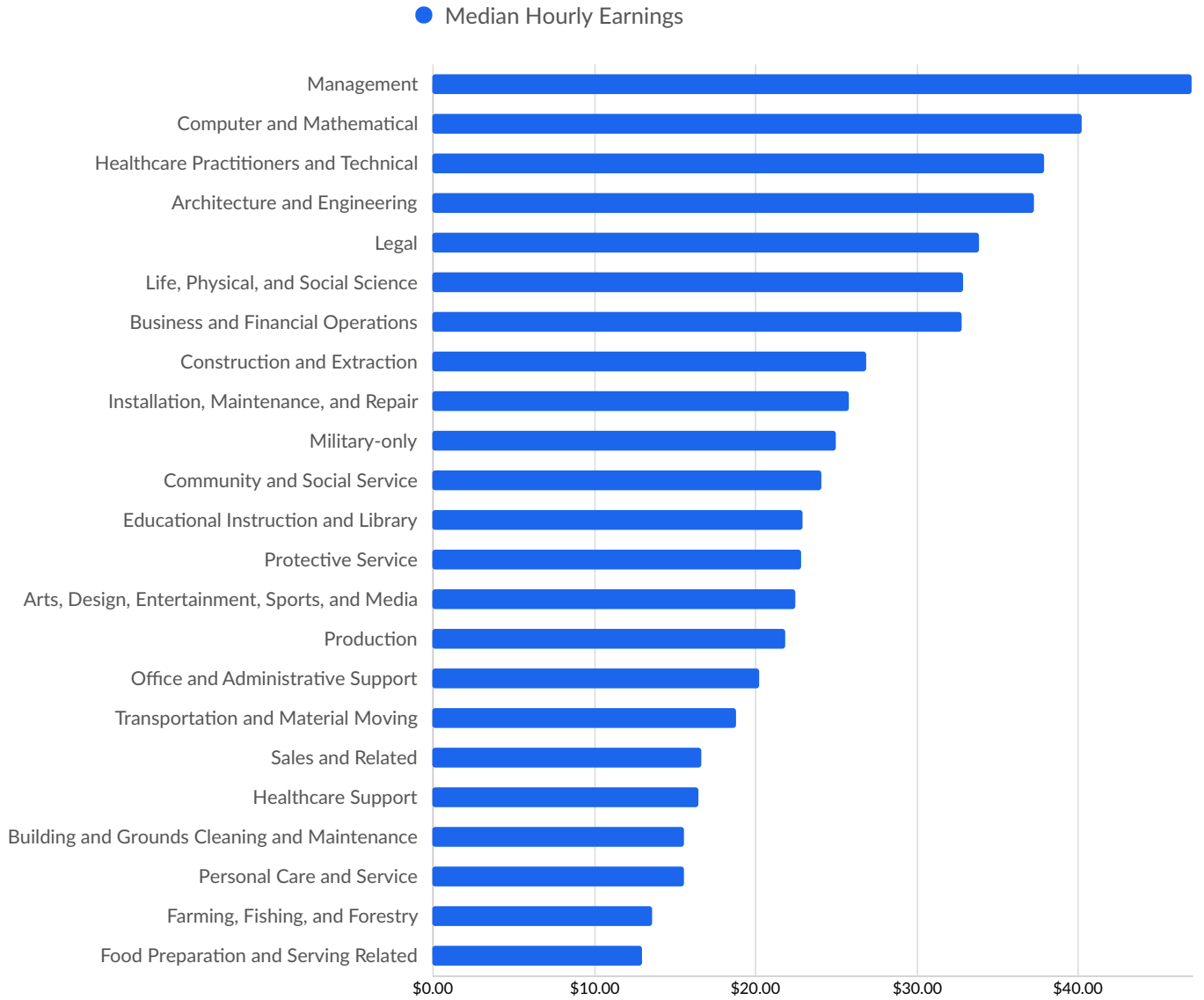


Top Occupation Employment Concentration

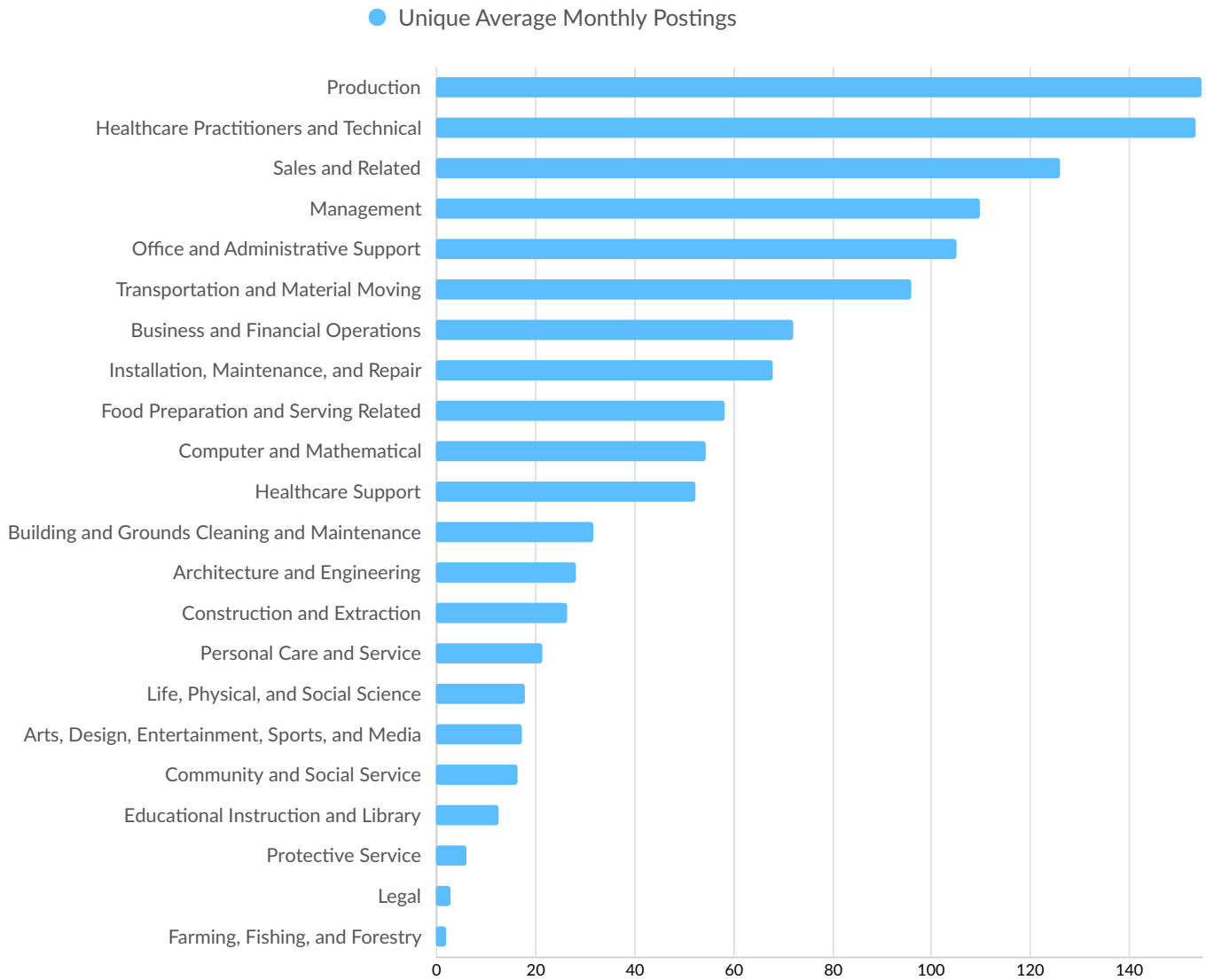
● Occupation Employment Concentration



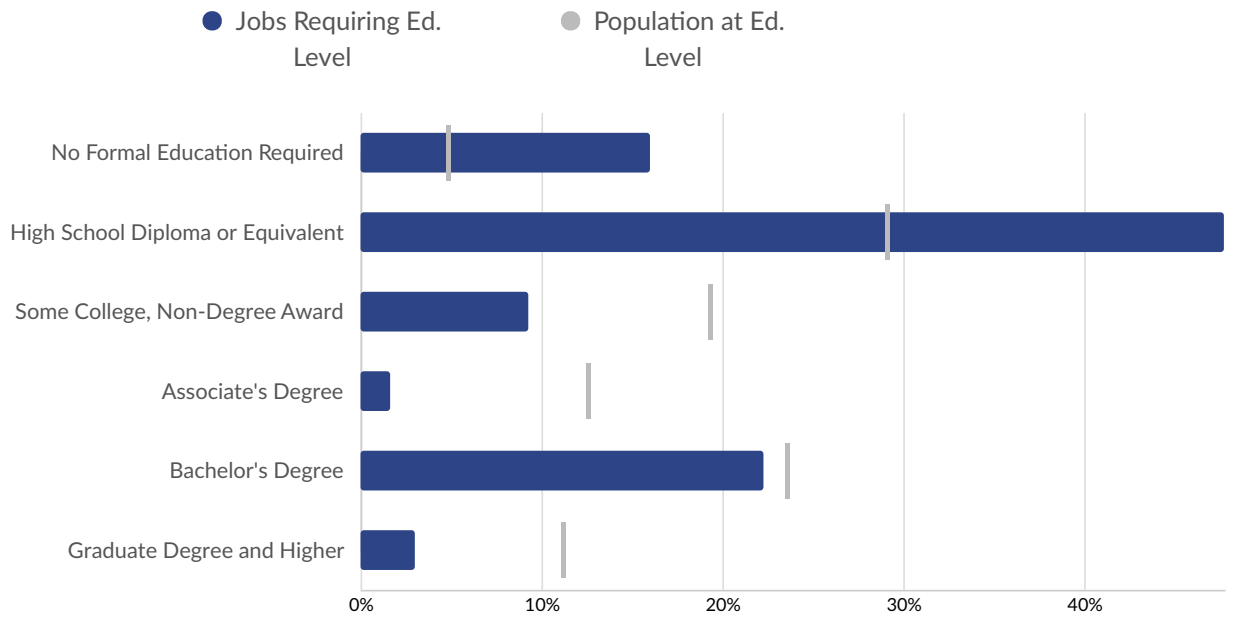
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

Over the last 5 years, no schools in Washington County, WI produced graduates.

In-Demand Skills

