



Waukesha 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	17
Business Characteristics	22
Workforce Characteristics	24
Educational Pipeline	30
In-Demand Skills	31

Report Parameters

1 County

55133 Waukesha 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

413,216

Population (2023)

Population **grew by 10,511** over the last 5 years and is projected to **grow by 10,437** over the next 5 years.

268,429

Total Regional Employment

Jobs **grew by 2,999** over the last 5 years and are projected to **grow by 5,299** over the next 5 years.

\$94.3K

Median Household Income (2022)

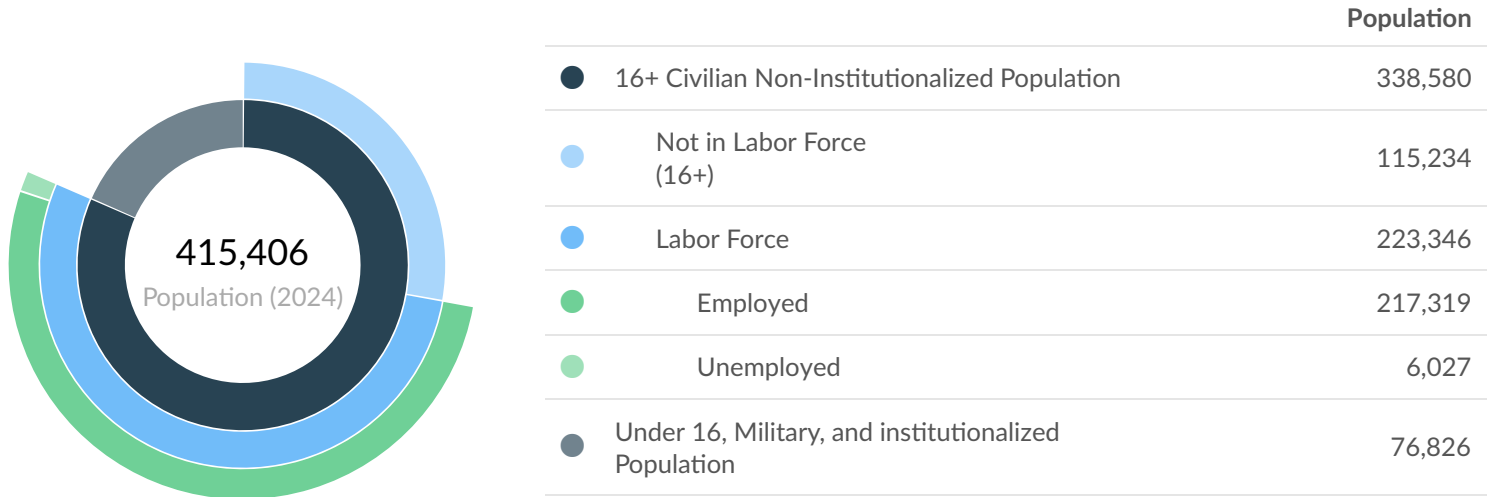
Median household income is **\$25.3K above** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 2.6%** since 2018, growing by 10,511. Population is expected to **increase by 2.5%** between 2023 and 2028, adding 10,437.
- From 2018 to 2023, jobs **increased by 1.1%** in Waukesha County, WI from 265,430 to **268,429**. This change **fell short of the national growth rate of 3.9% by 2.8%**. As the number of jobs increased, the **labor force participation rate decreased from 69.1% to 67.1% between 2018 and 2023**.
- Concerning educational attainment, **31.8% of Waukesha County, WI residents possess a Bachelor's Degree** (10.6% above the national average), and **9.9% hold an Associate's Degree** (1.0% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Management of Companies and Enterprises.

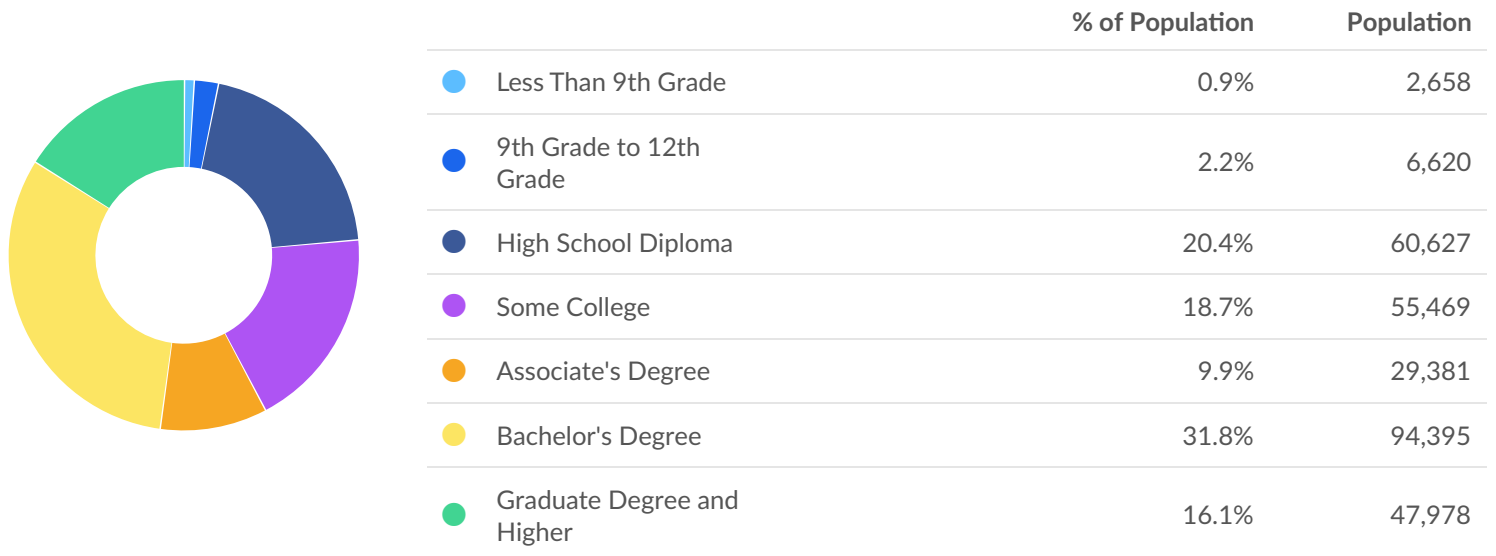
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	415,406	223,346	268,429	109.2	\$39.23B	\$34.53B	\$34.94B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

Feb 2024 Labor Force Breakdown



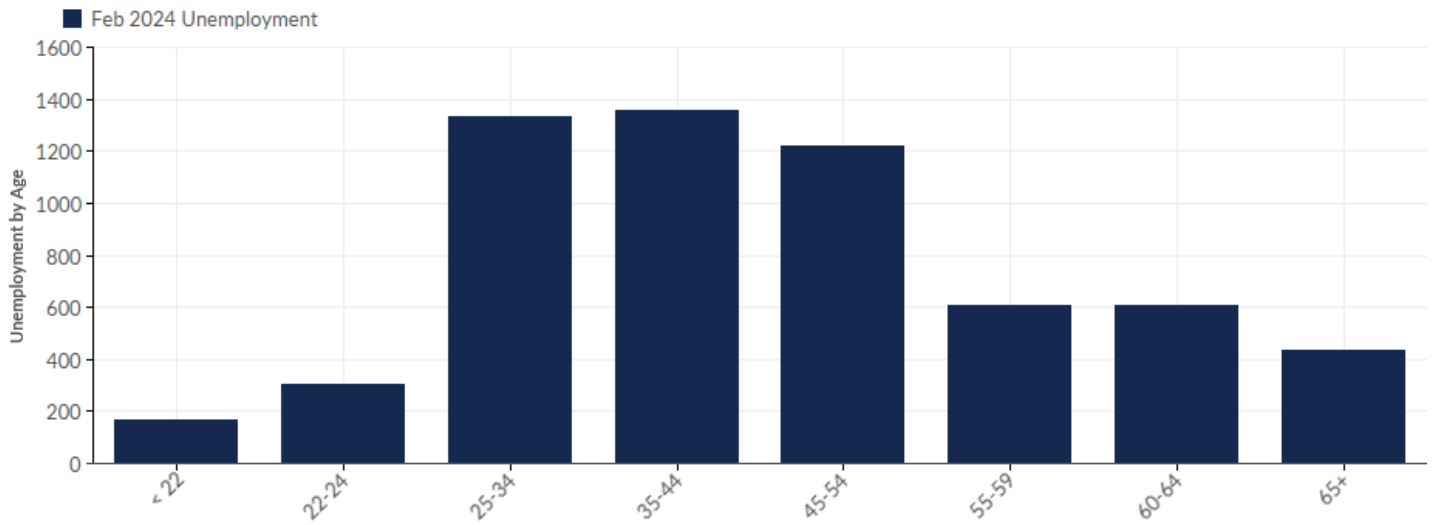
Educational Attainment

Concerning educational attainment, **31.8% of Waukesha County, WI residents possess a Bachelor's Degree** (10.6% above the national average), and **9.9% hold an Associate's Degree** (1.0% above the national average).



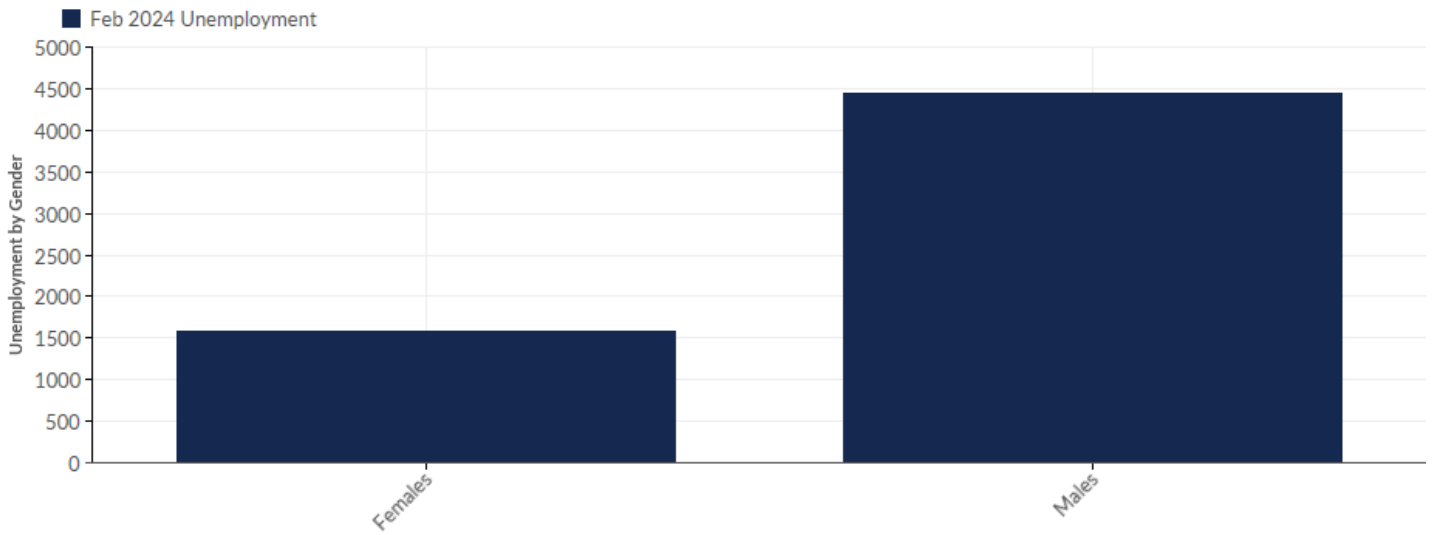
Unemployment by Demographics

Unemployment by Age



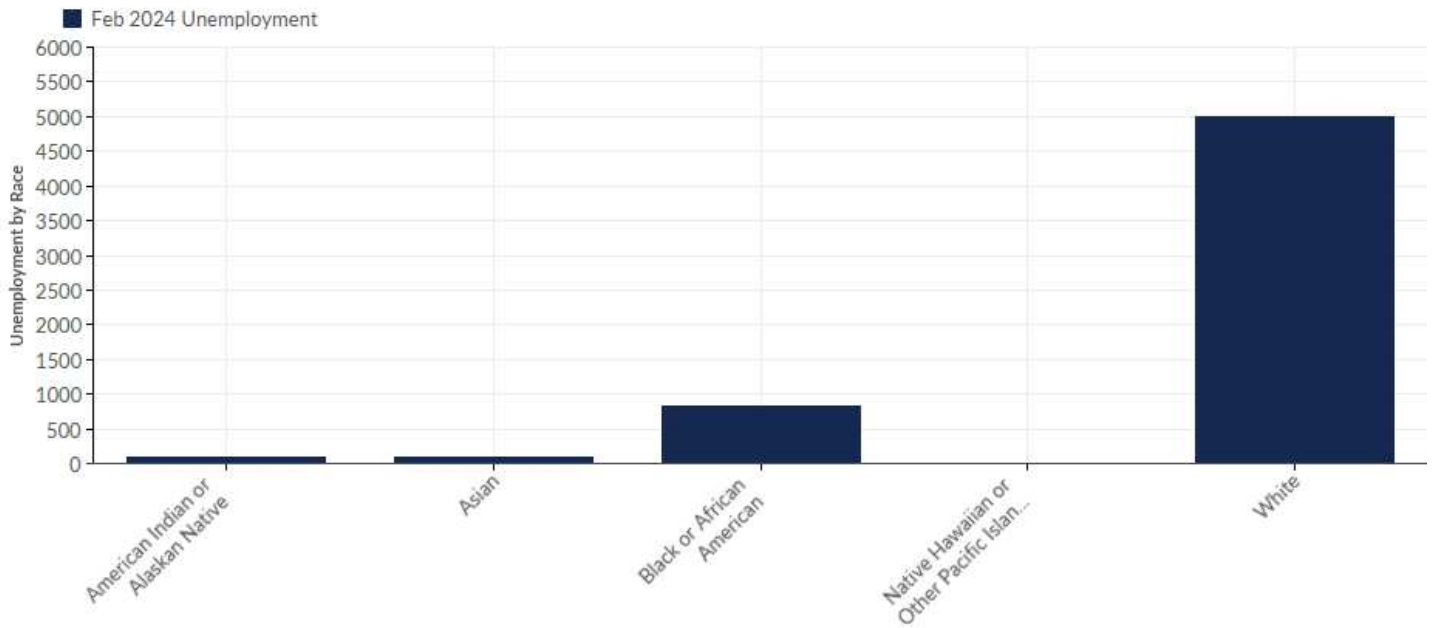
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	169	2.80%
22-24	305	5.06%
25-34	1,331	22.08%
35-44	1,357	22.52%
45-54	1,218	20.21%
55-59	609	10.10%
60-64	605	10.04%
65+	433	7.18%
Total	6,027	100.00%

Unemployment by Gender



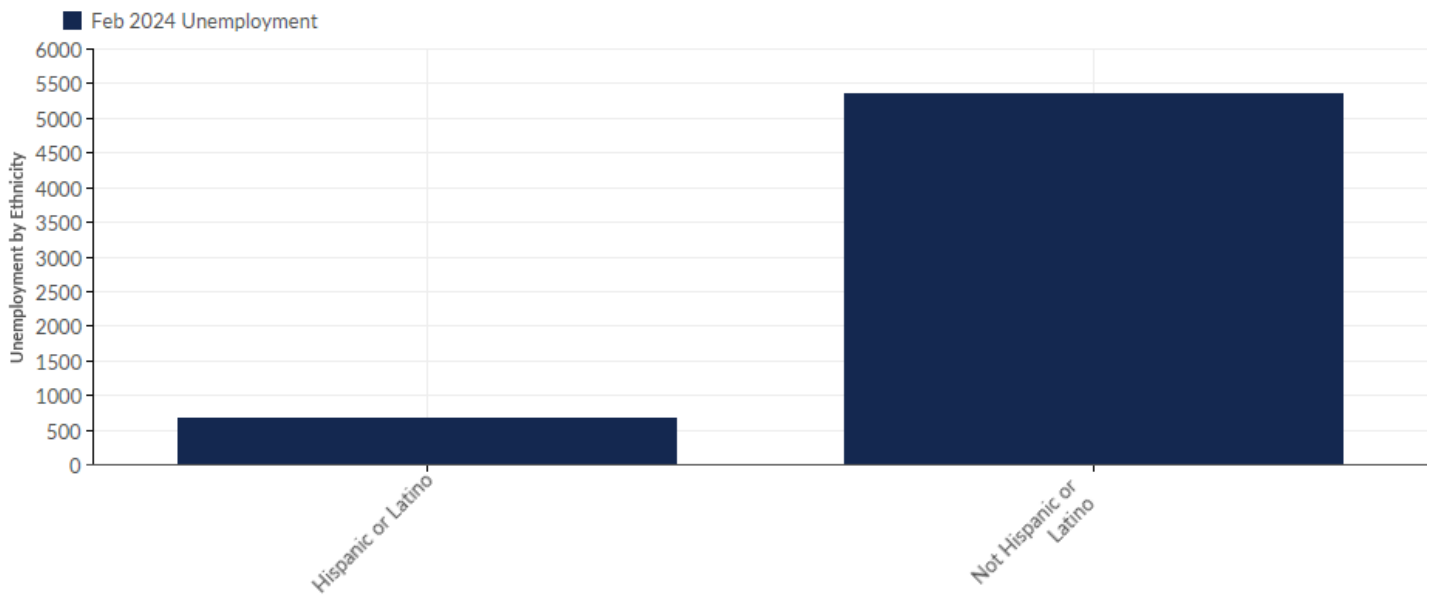
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	1,582	26.25%
Males	4,445	73.75%
Total	6,027	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	83	1.38%
Asian	91	1.51%
Black or African American	836	13.87%
Native Hawaiian or Other Pacific Islander	11	0.18%
White	5,005	83.04%
Total	6,027	100.00%

Unemployment by Ethnicity

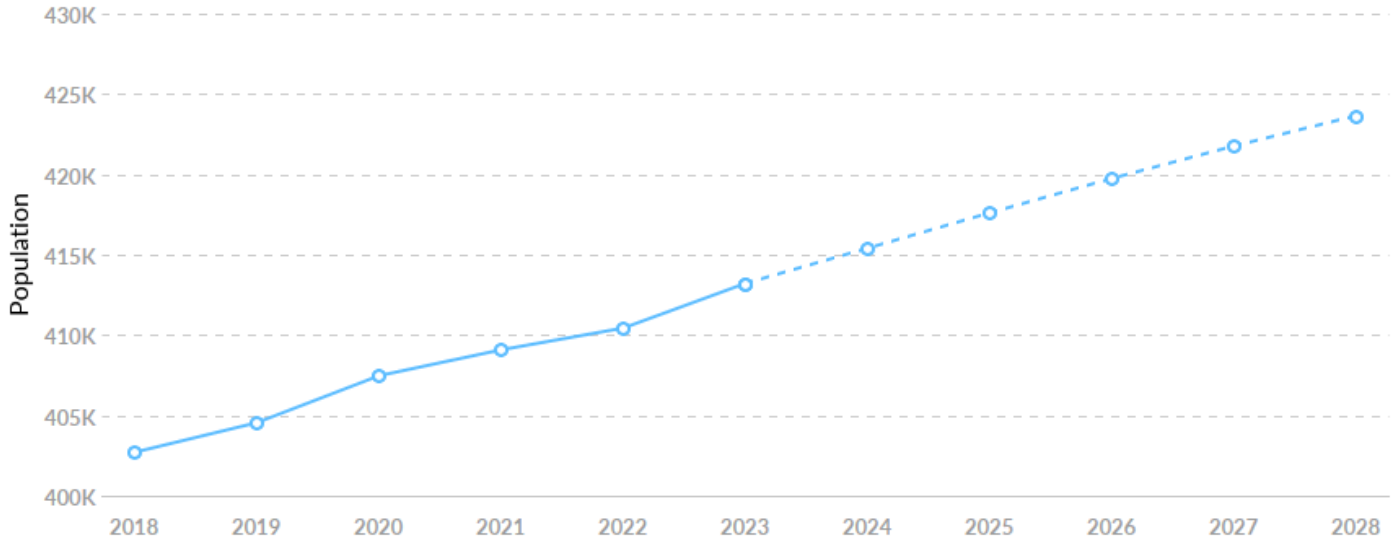


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	672	11.15%
Not Hispanic or Latino	5,355	88.85%
Total	6,027	100.00%

Historic & Projected Trends

Population Trends

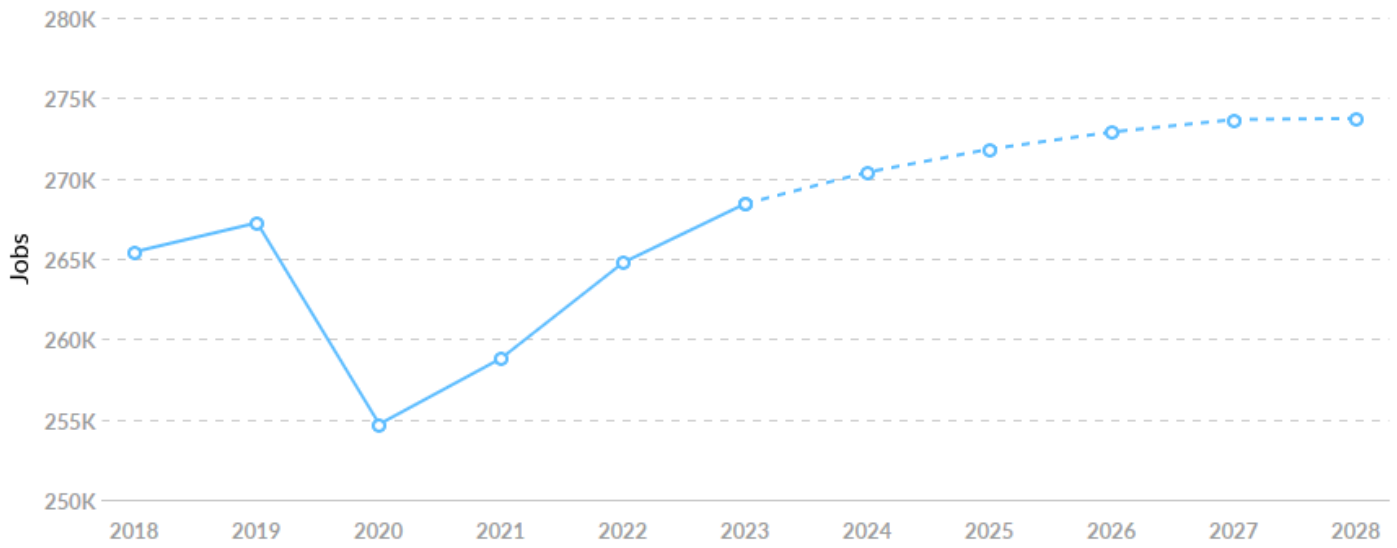
As of 2023 the region's population increased by 2.6% since 2018, growing by 10,511. Population is expected to increase by 2.5% between 2023 and 2028, adding 10,437.



Timeframe	Population
2018	402,705
2019	404,545
2020	407,467
2021	409,080
2022	410,434
2023	413,216
2024	415,406
2025	417,606
2026	419,749
2027	421,769
2028	423,653

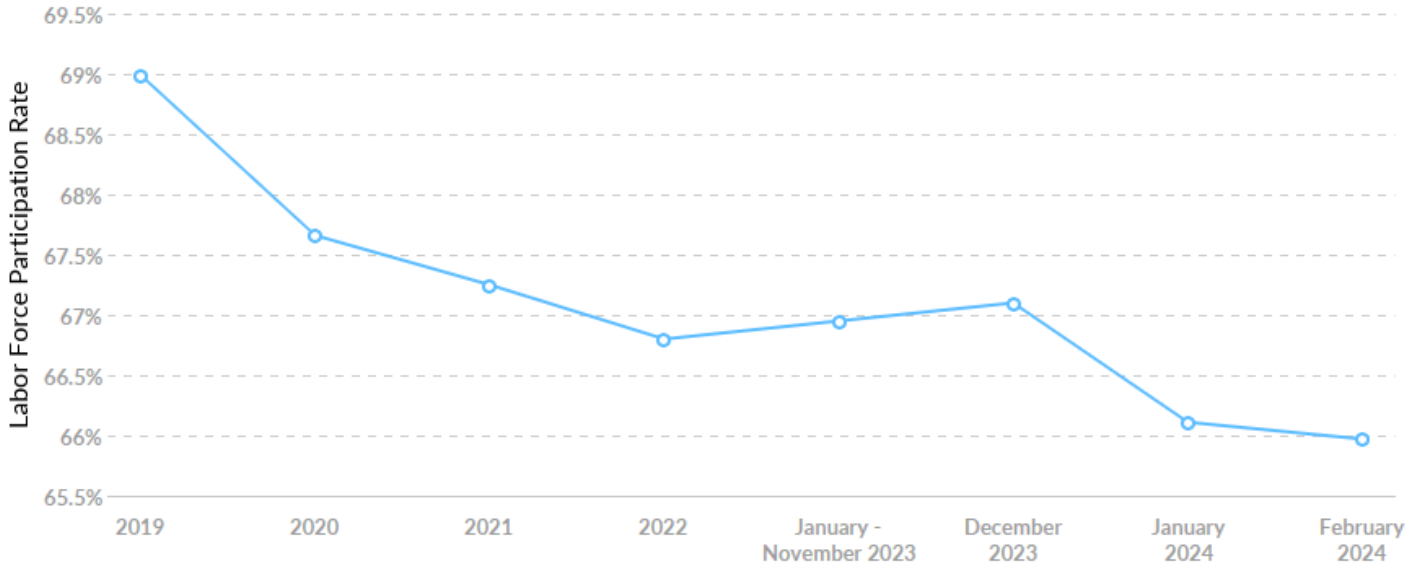
Job Trends

From 2018 to 2023, jobs increased by 1.1% in Waukesha County, WI from 265,430 to 268,429. This change fell short of the national growth rate of 3.9% by 2.8%.



Timeframe	Jobs
2018	265,430
2019	267,231
2020	254,695
2021	258,800
2022	264,765
2023	268,429
2024	270,387
2025	271,822
2026	272,887
2027	273,660
2028	273,728

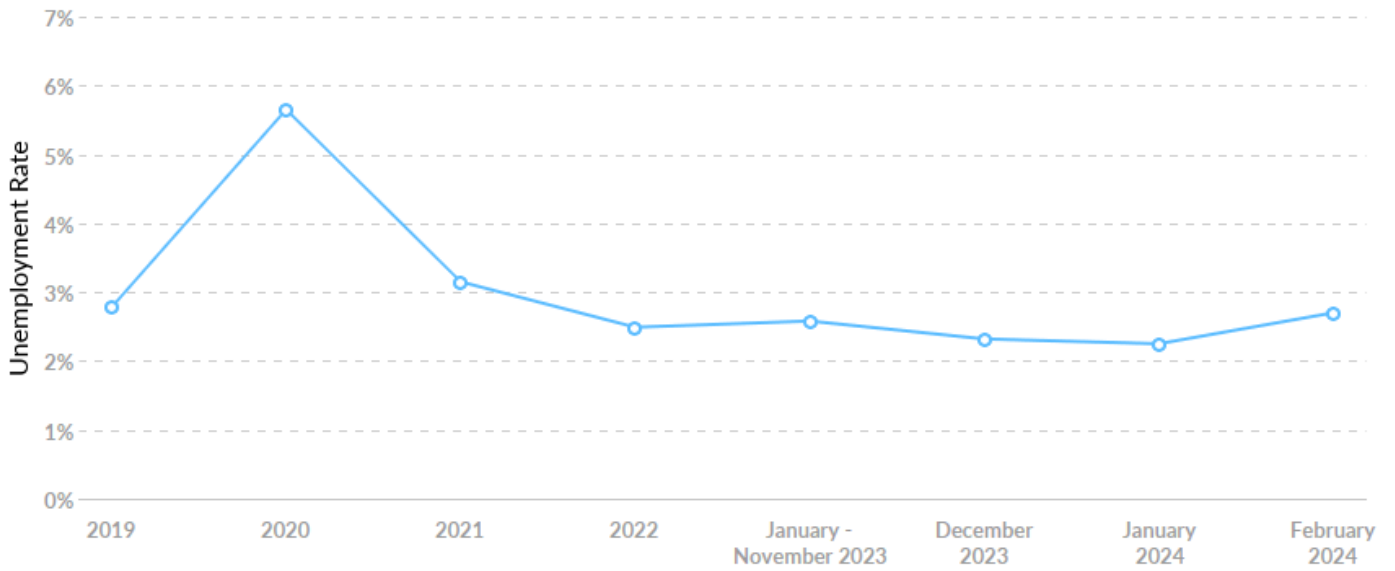
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	68.99%
2020	67.66%
2021	67.25%
2022	66.80%
January - November 2023	66.95%
December 2023	67.10%
January 2024	66.11%
February 2024	65.97%

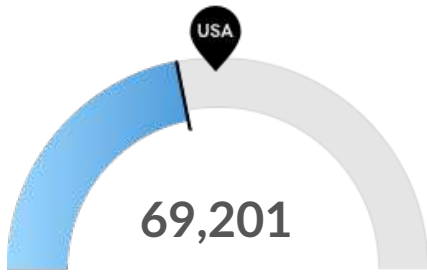
Unemployment Rate Trends

Waukesha County, WI had a February 2024 unemployment rate of 2.70%, **decreasing from 2.78%** 5 years before.



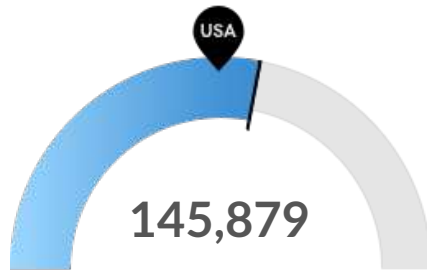
Timeframe	Unemployment Rate
2019	2.78%
2020	5.65%
2021	3.15%
2022	2.49%
January - November 2023	2.58%
December 2023	2.32%
January 2024	2.25%
February 2024	2.70%

Population Characteristics



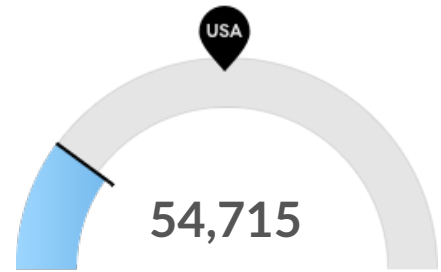
Millennials

Waukesha County, WI has 69,201 millennials (ages 25-39). The national average for an area this size is 83,456.



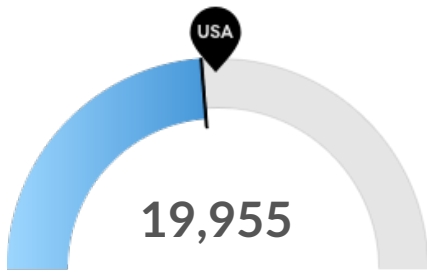
Retiring Soon

Retirement risk is high in Waukesha County, WI. The national average for an area this size is 123,000 people 55 or older, while there are 145,879 here.



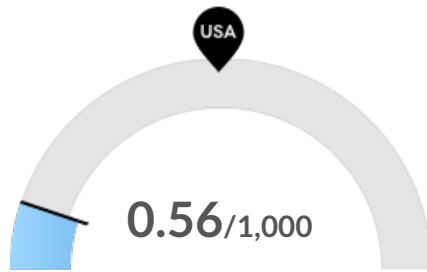
Racial Diversity

Racial diversity is low in Waukesha County, WI. The national average for an area this size is 168,787 racially diverse people, while there are 54,715 here.



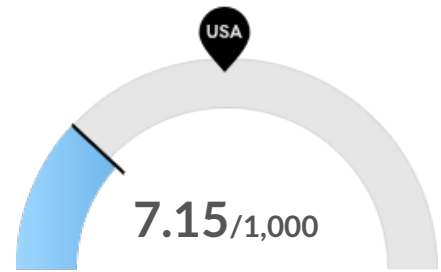
Veterans

Waukesha County, WI has 19,955 veterans. The national average for an area this size is 21,466.



Violent Crime

Waukesha County, WI has 0.56 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

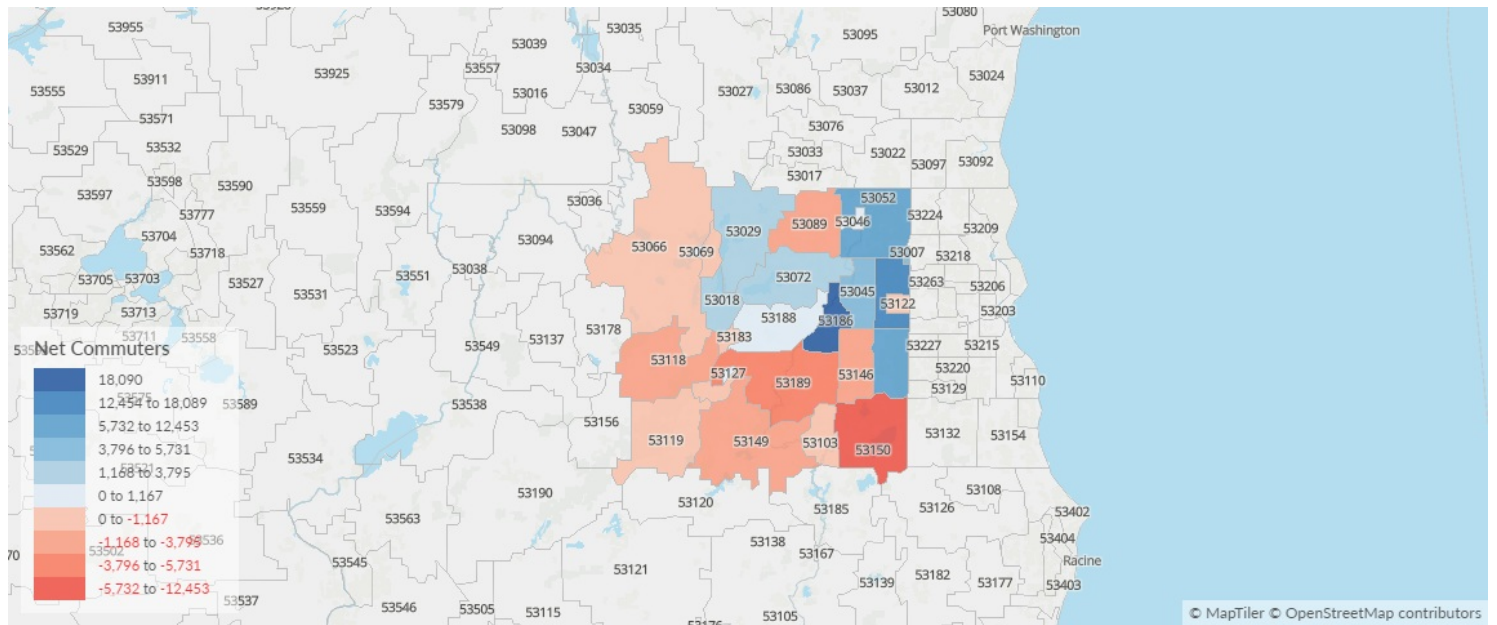


Property Crime

Waukesha County, WI has 7.15 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 Waukesha 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 53051.



Where Talent Works

ZIP	Name	2023 Employment
53186	Waukesha, WI (in Wauk...	37,106
53051	Menomonee Falls, WI (i...	28,595
53005	Brookfield, WI (in Wauk...	24,971
53151	New Berlin, WI (in Wau...	24,350
53188	Waukesha, WI (in Wauk...	20,720

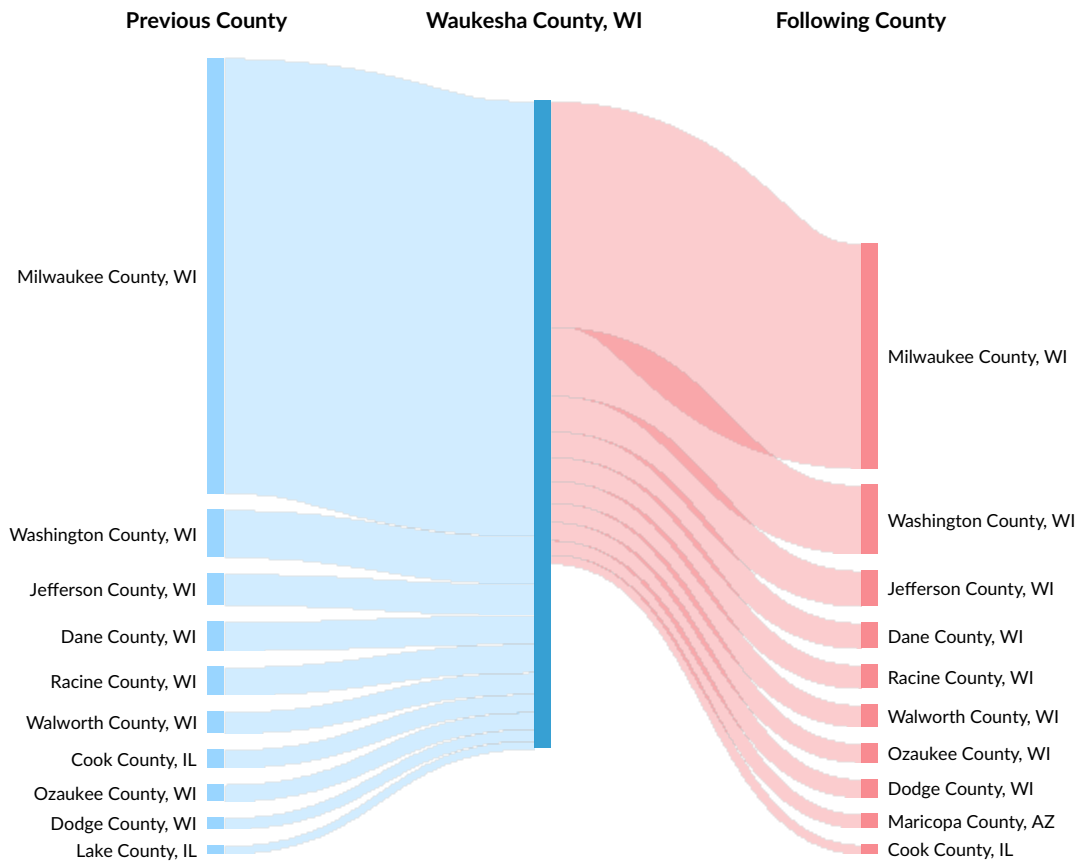
Where Talent Lives

ZIP	Name	2023 Workers
53051	Menomonee Falls, WI (i...	21,191
53188	Waukesha, WI (in Wauk...	20,450
53066	Oconomowoc, WI (in W...	20,186
53186	Waukesha, WI (in Wauk...	19,016
53151	New Berlin, WI (in Wau...	18,617

Inbound and Outbound Migration

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

As of 2021, 8,266 people have migrated from Milwaukee County, WI to Waukesha County, WI. In the same year, 4,284 people left Waukesha County, WI migrating to Milwaukee County, WI. The total Net Migration for Waukesha County, WI in 2021 was 2,302.



Top Previous Counties	Migrations
Milwaukee County, WI	8,266
Washington County, WI	900
Jefferson County, WI	593
Dane County, WI	551
Racine County, WI	537

Top Previous Counties	Migrations
Walworth County, WI	410
Cook County, IL	344
Ozaukee County, WI	322
Dodge County, WI	218
Lake County, IL	157
Kenosha County, WI	150
Maricopa County, AZ	117
Rock County, WI	111
Hennepin County, MN	102
DuPage County, IL	100
Top Following Counties	Migrations
Milwaukee County, WI	4,284
Washington County, WI	1,310
Jefferson County, WI	678
Dane County, WI	489
Racine County, WI	446
Walworth County, WI	419
Ozaukee County, WI	365
Dodge County, WI	349
Maricopa County, AZ	270
Cook County, IL	178
Lee County, FL	159
Brown County, WI	115
Hennepin County, MN	114
Rock County, WI	98

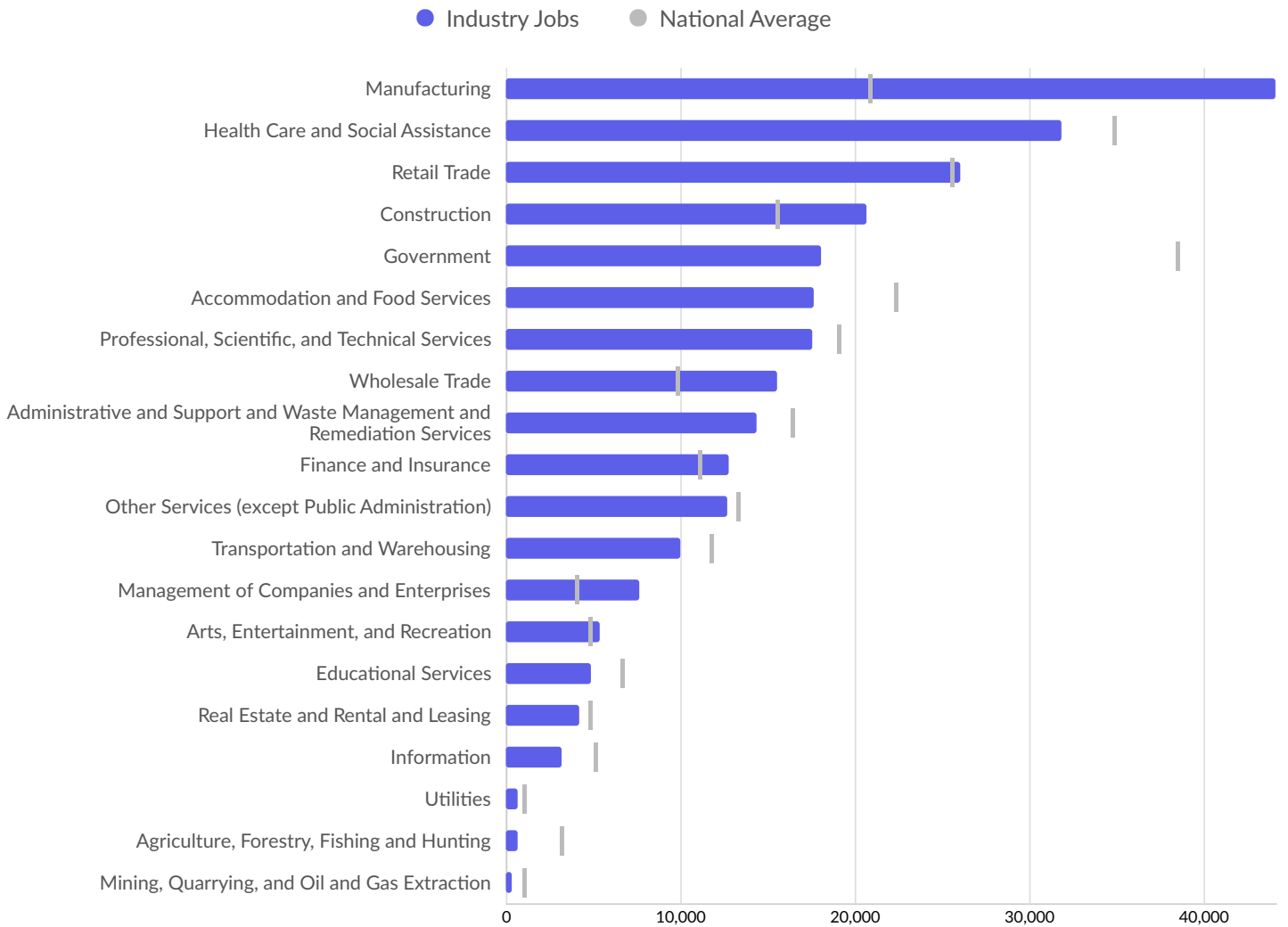
Top Following Counties**Migrations**

Winnebago County, WI

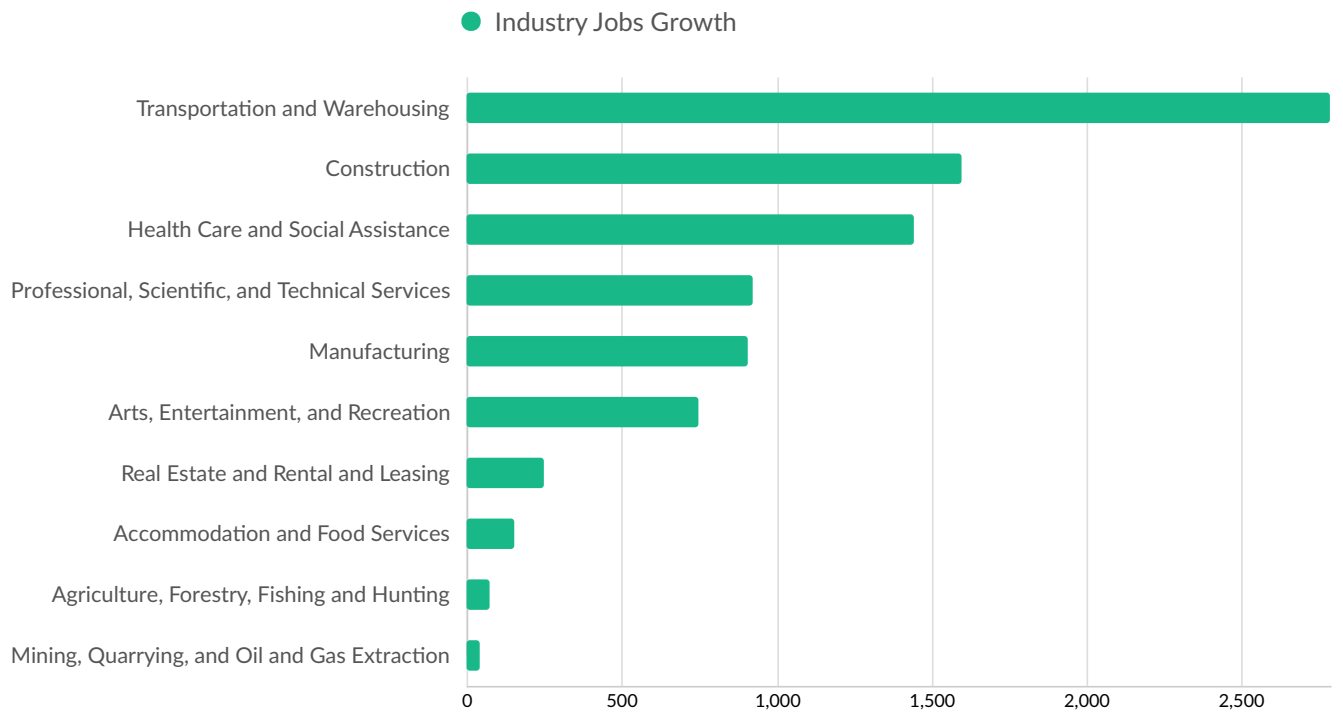
97

Industry Characteristics

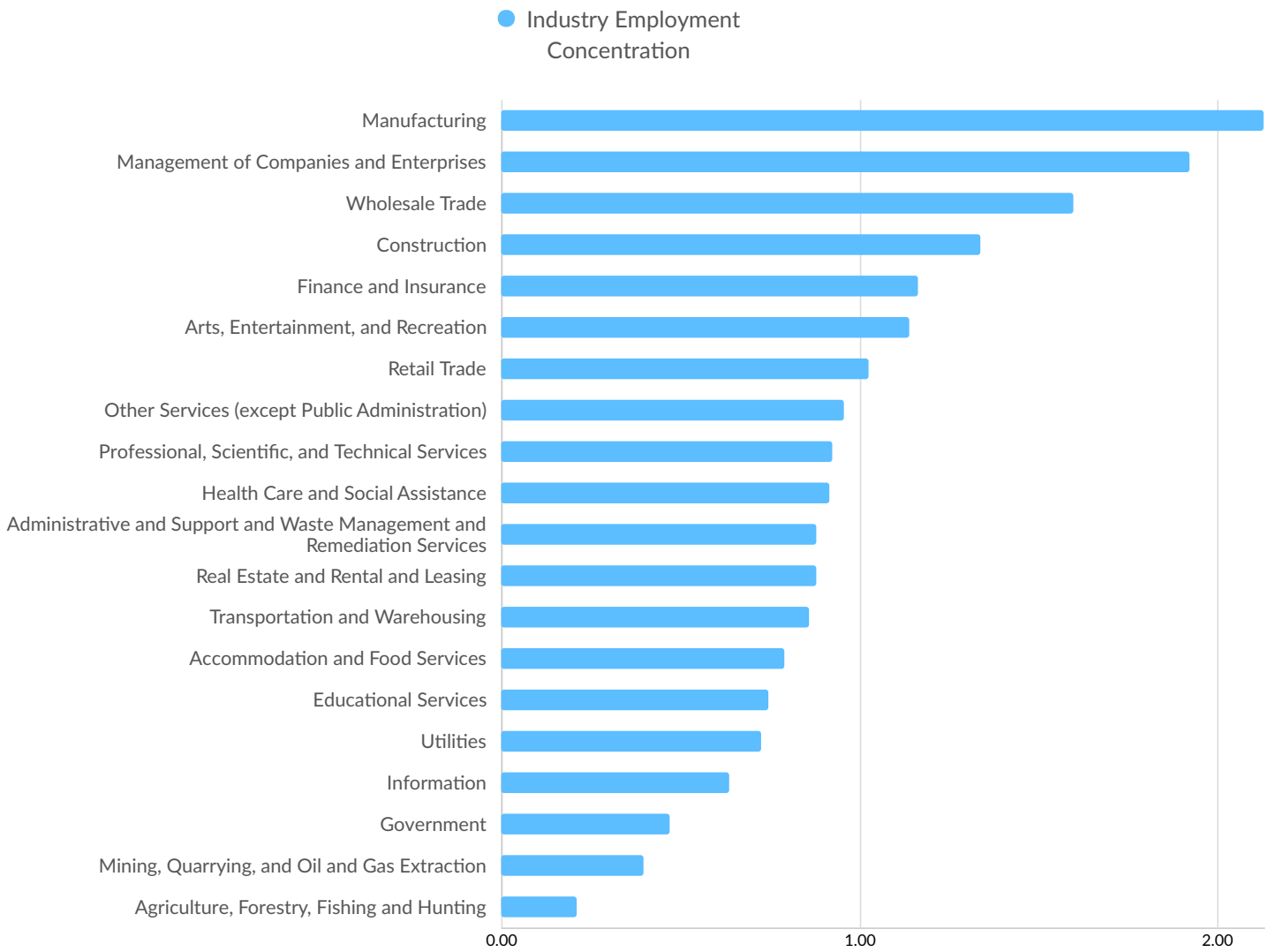
Largest Industries



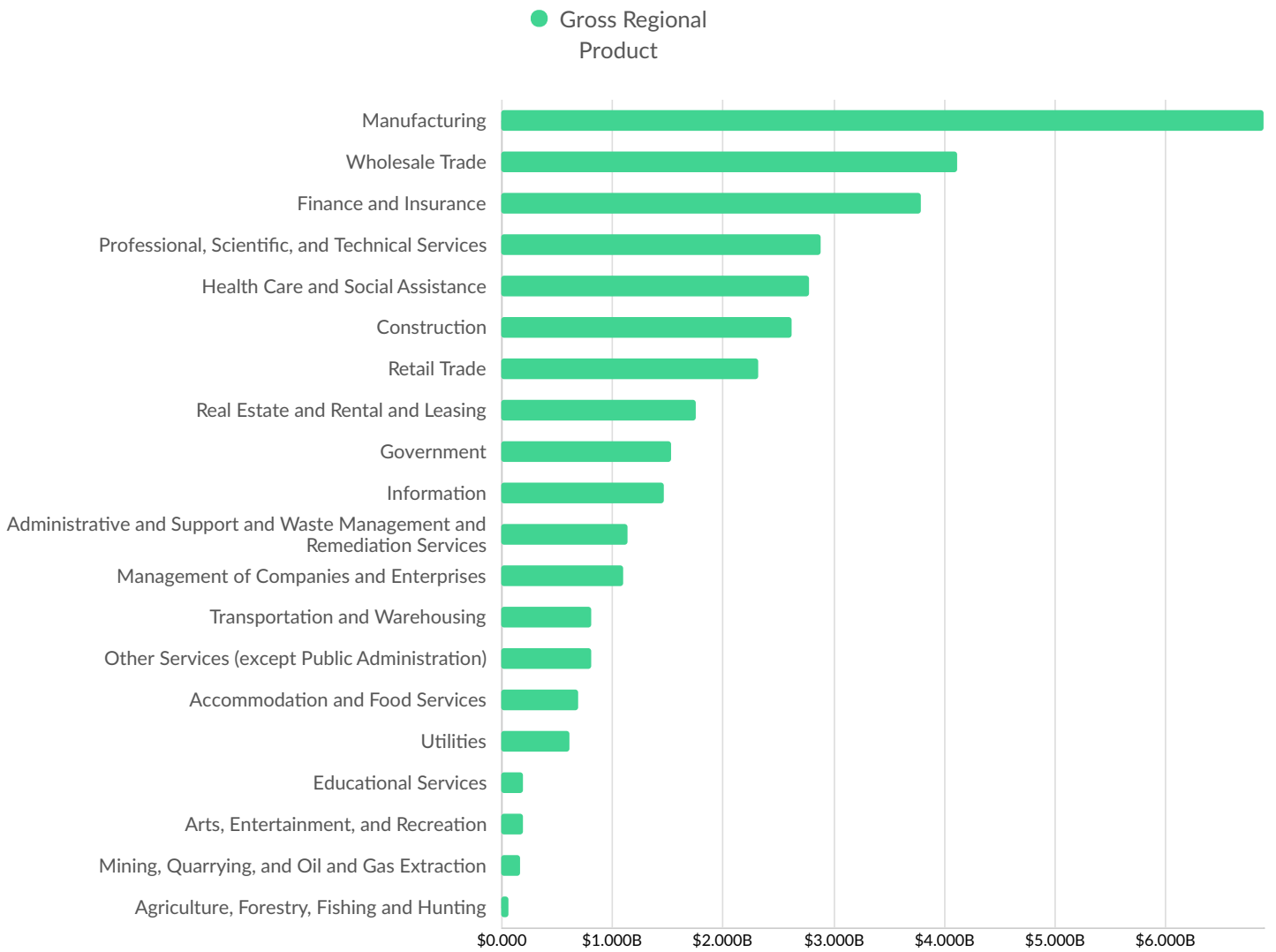
Top Growing Industries



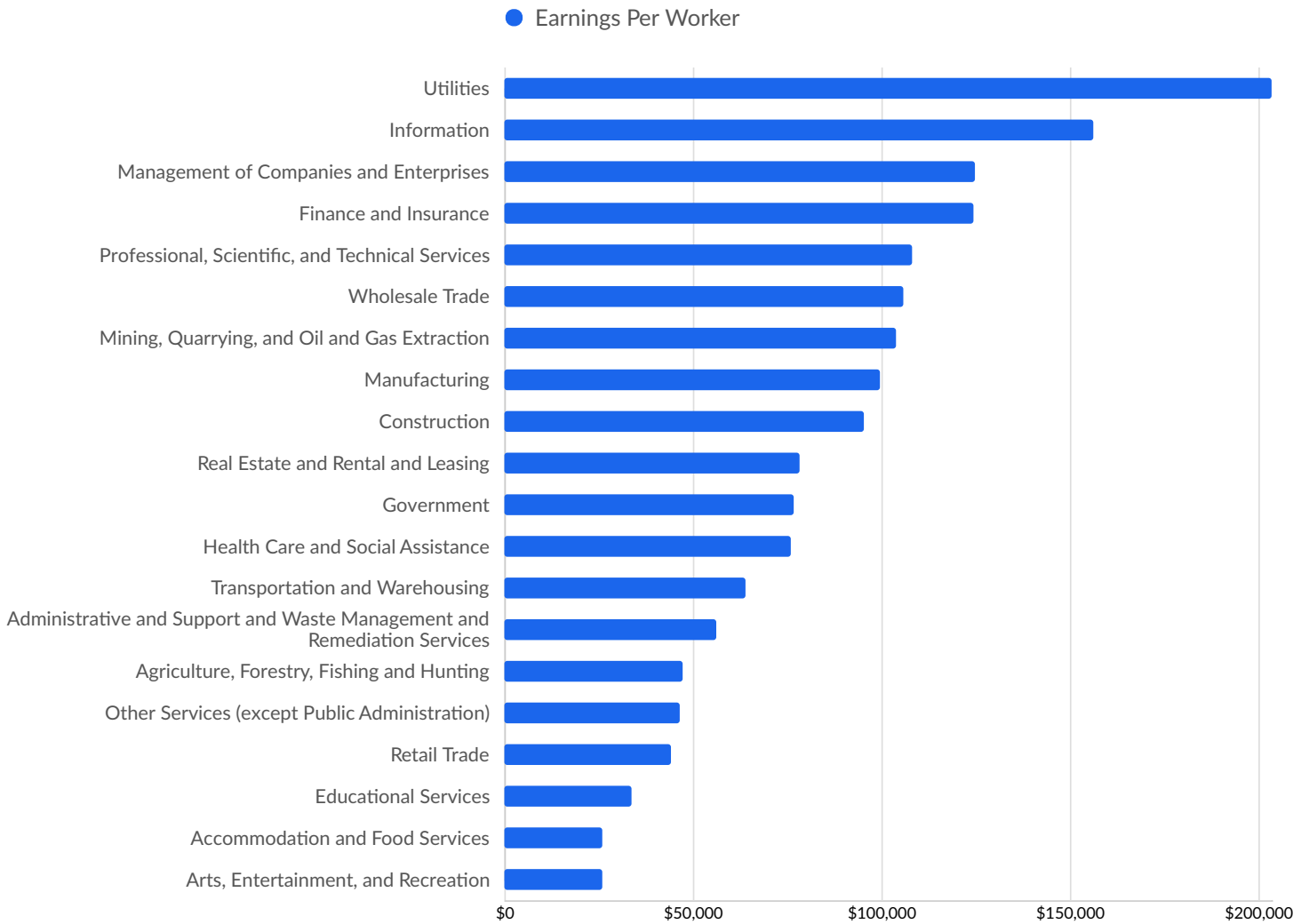
Top Industry Employment Concentration



Top Industry GRP






















Top Industry Earnings



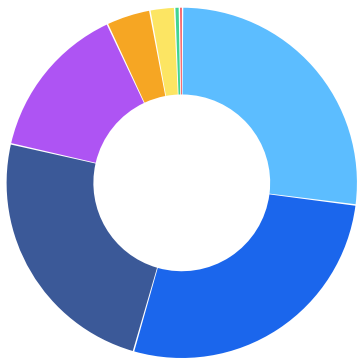
Business Characteristics

33,517 Companies Employ Your Workers

Online profiles for your workers mention 33,517 companies as employers, with the top 10 appearing below. In the last 12 months, 5,994 companies in Waukesha County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Advocate Aurora Health	2,230 	ProHealth Care	3,193 
GE Healthcare	2,048 	Froedtert & The Medical College...	1,094 
ProHealth Care	1,887 	Advocate Aurora Health	1,062 
Froedtert & The Medical College...	1,597 	Generac Power Systems	1,016 
Kohl's	1,402 	Atlas Preparatory Academy	883 
Northwestern Mutual	1,277 	Quad-C Management	775 
The Medical College Of Wiscon...	1,063 	Actalent	773 
Quad-C Management	1,056 	Rogers Behavioral Health	749 
University of Wisconsin System	951 	Kroger	500 
Milwaukee Tool	783 	Uline	491 

Business Size

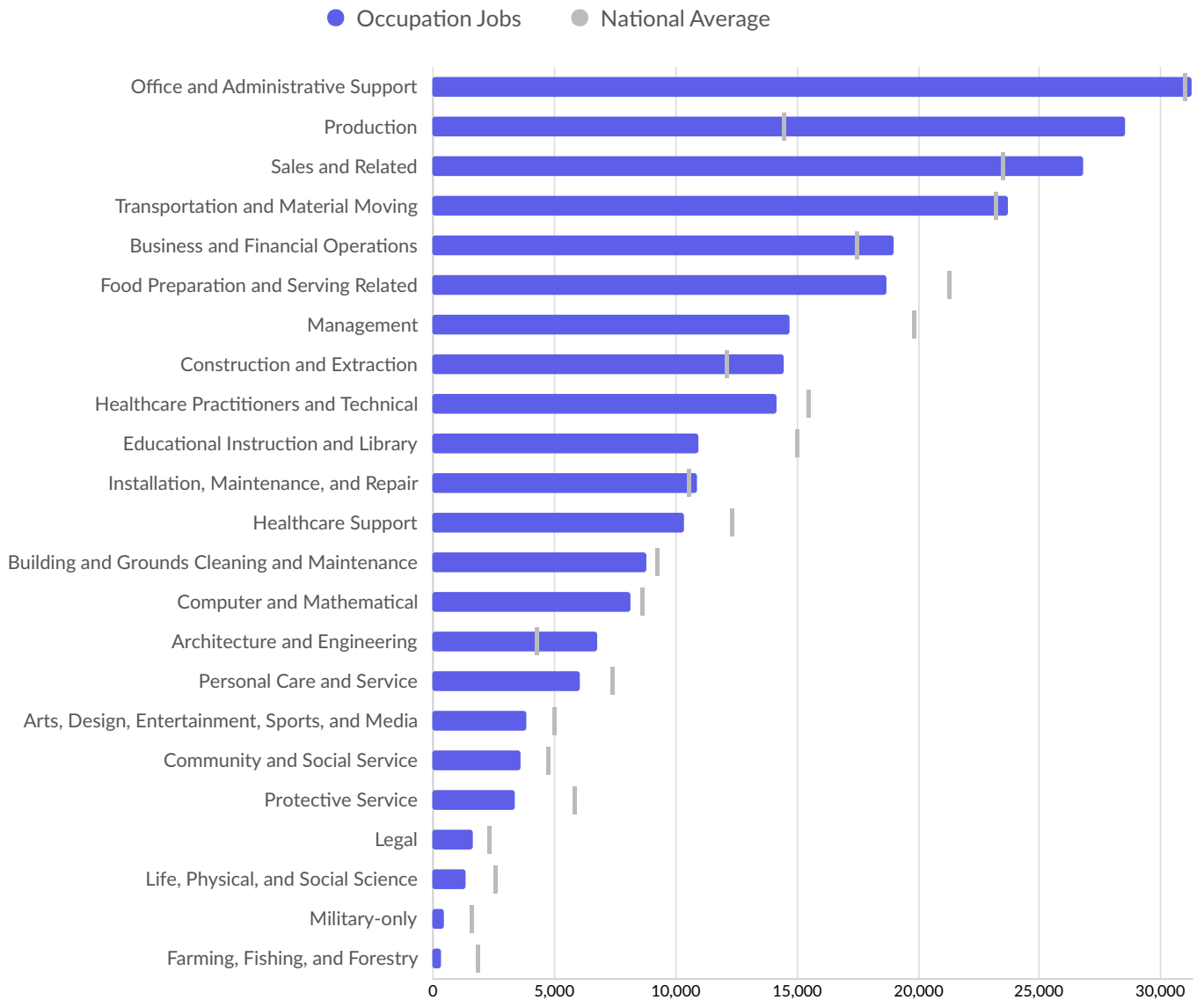


	Percentage	Business Count
● 1 to 4 employees	26.9%	4,165
● 5 to 9 employees	27.4%	4,239
● 10 to 19 employees	24.1%	3,730
● 20 to 49 employees	14.4%	2,233
● 50 to 99 employees	4.1%	627
● 100 to 249 employees	2.3%	351
● 250 to 499 employees	0.4%	67
● 500+ employees	0.3%	44

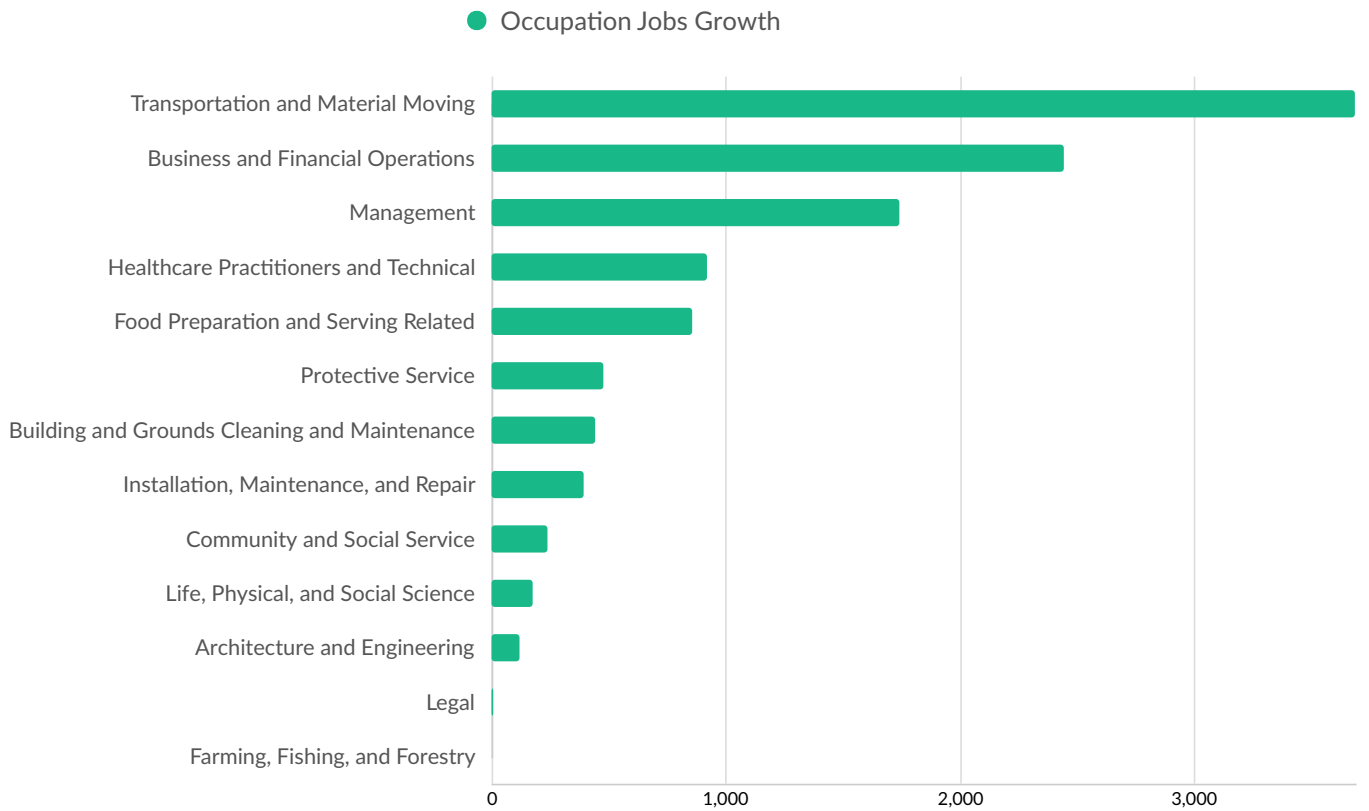
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

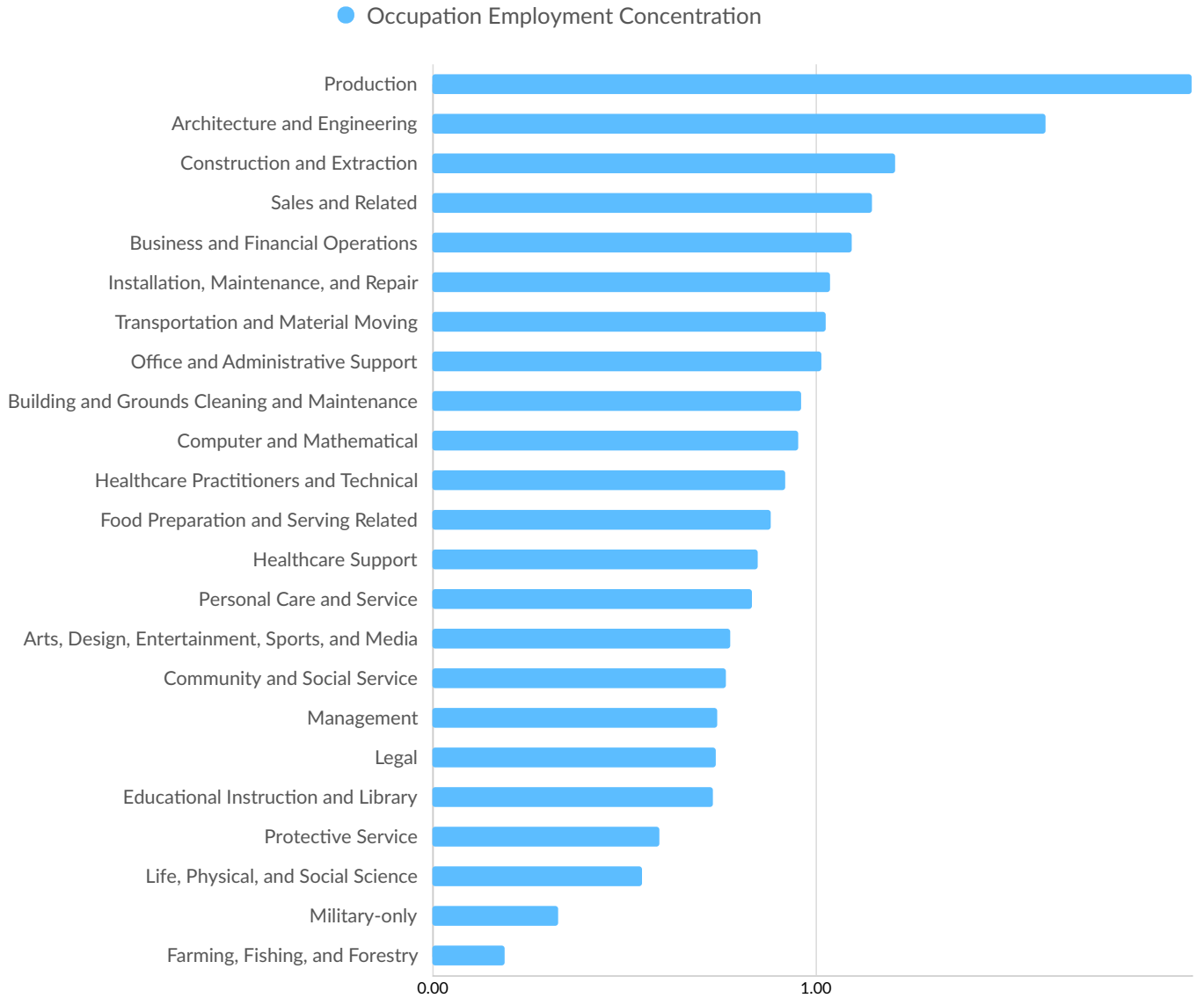
Largest Occupations



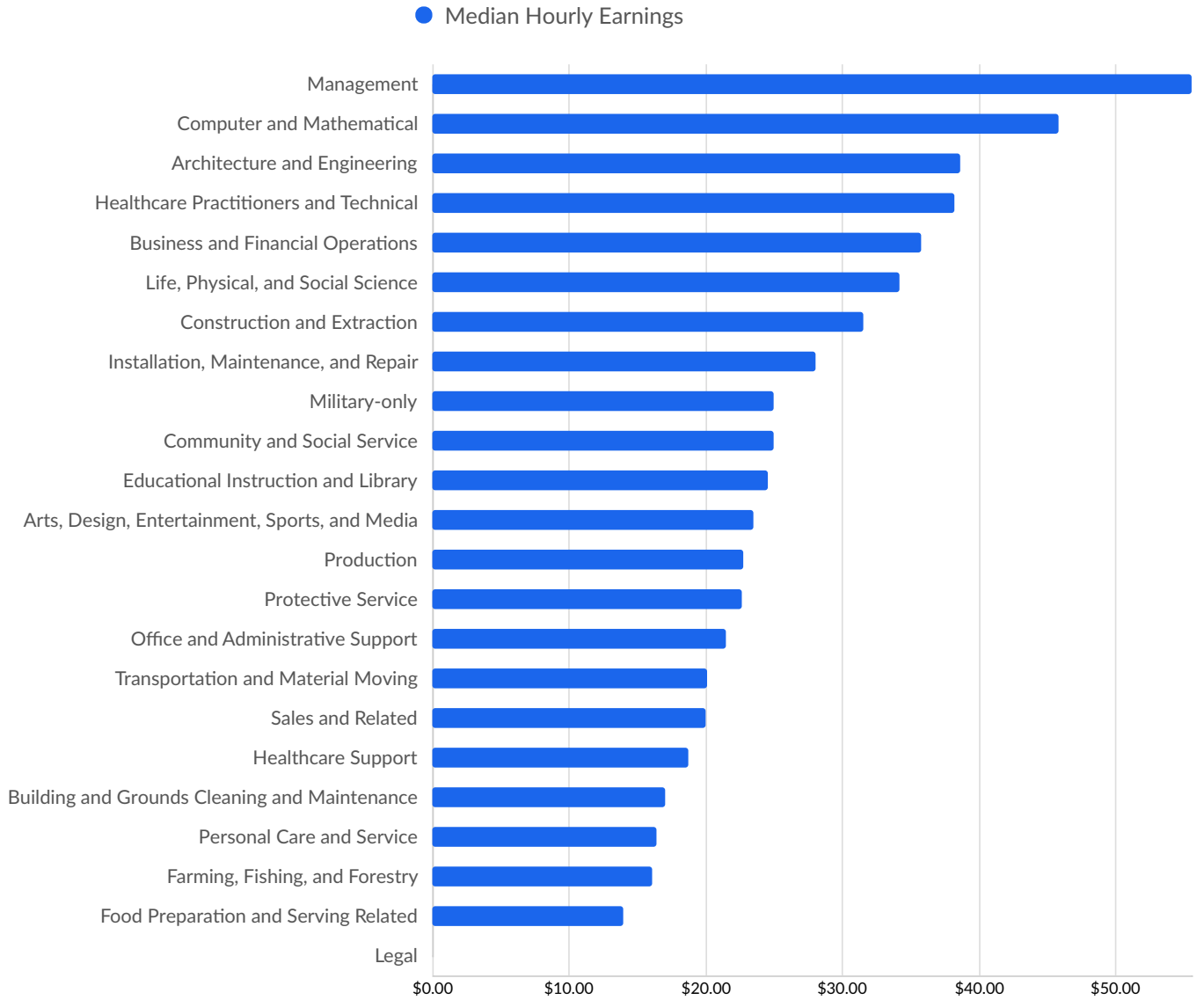
Top Growing Occupations



Top Occupation Employment Concentration

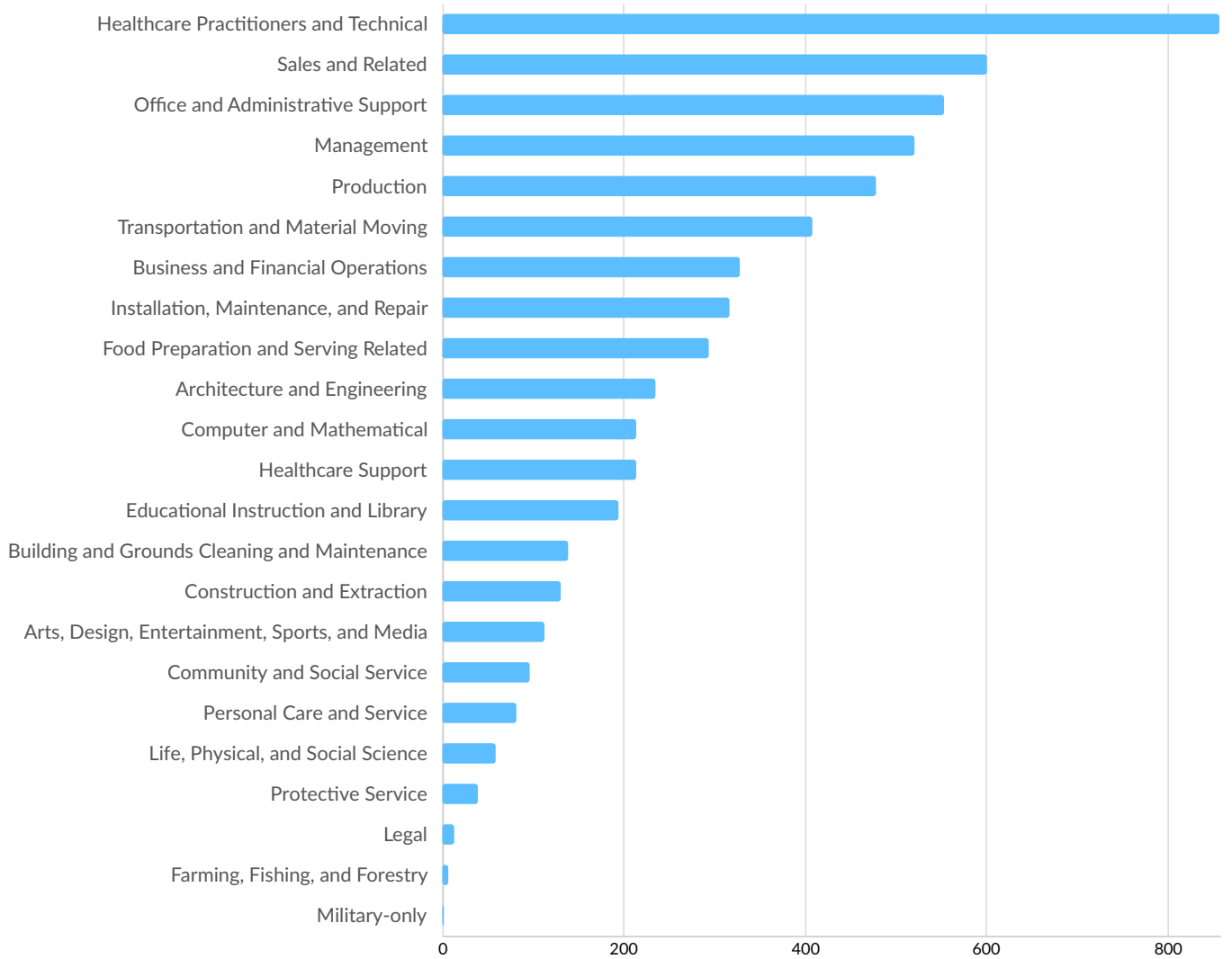


Top Occupation Earnings

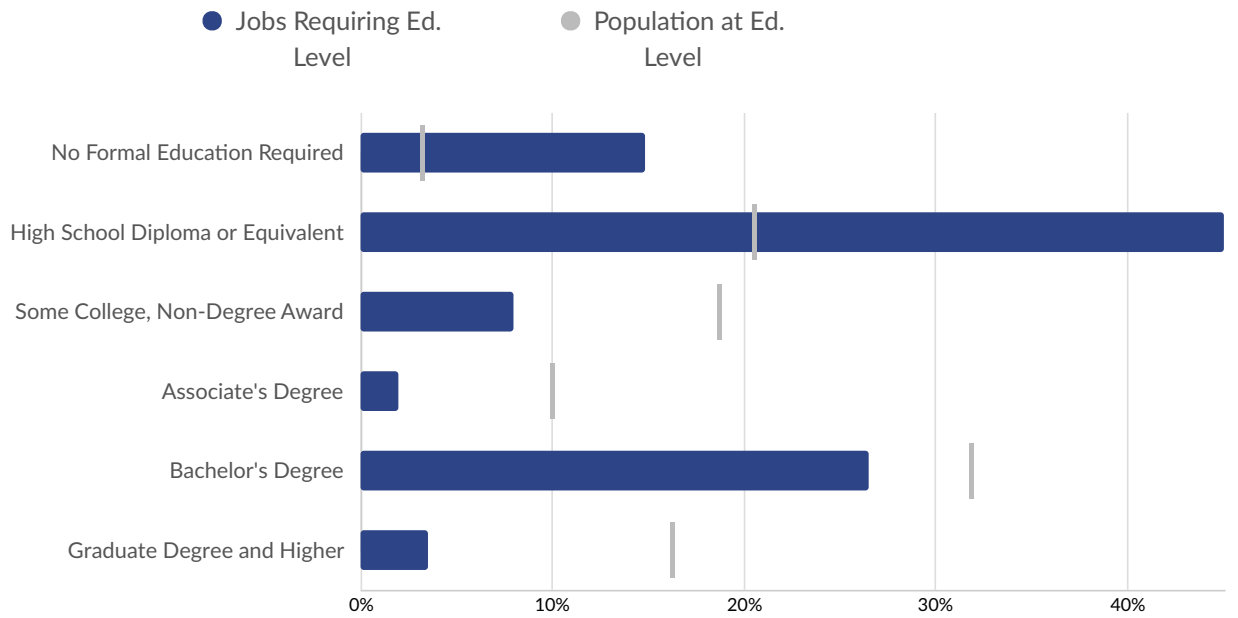


Top Posted Occupations

● Unique Average Monthly Postings

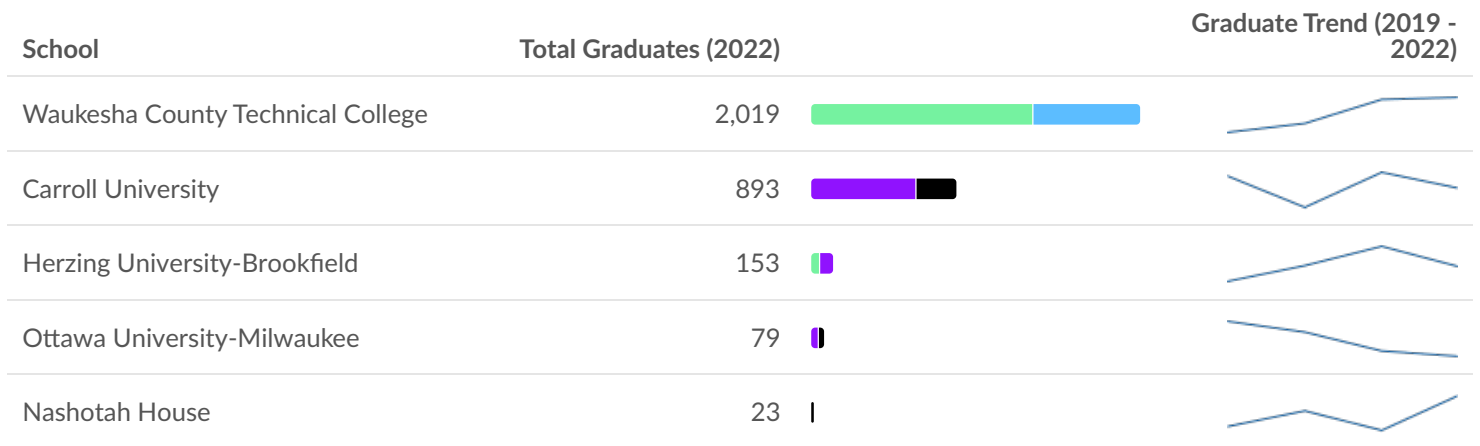


Underemployment



Educational Pipeline

In 2022, there were 3,167 graduates in Waukesha County, WI. This pipeline has grown by 3% 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 "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate).



In-Demand Skills

