



Waukesha County, WI

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

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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

412,591

Population (2023)

Population **grew by 9,886** over the last 5 years and is projected to **grow by 9,283** over the next 5 years.

269,290

Total Regional Employment

Jobs **grew by 3,859** over the last 5 years and are projected to **grow by 7,341** over the next 5 years.

\$101.6K

Median Household Income (2022)

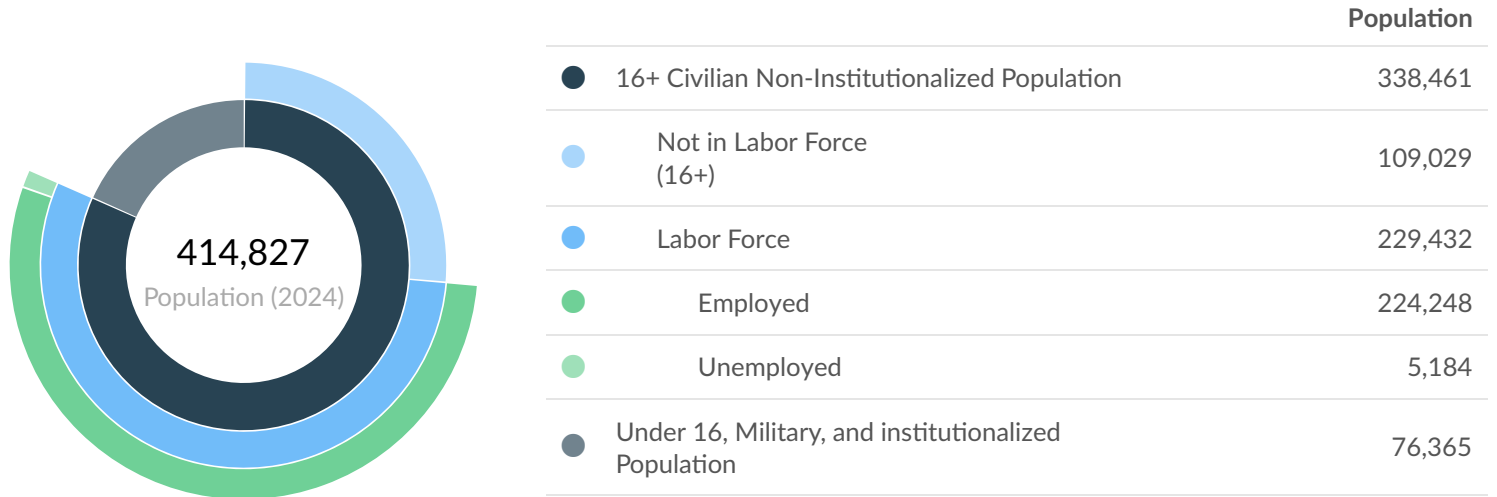
Median household income is **\$26.5K above** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **increased by 2.5%** since 2018, growing by 9,886. Population is expected to **increase by 2.2%** between 2023 and 2028, adding 9,283.
- From 2018 to 2023, jobs **increased by 1.5%** in Waukesha County, WI from 265,430 to **269,290**. This change **fell short of the national growth rate of 4.5% by 3.0%**. As the number of jobs increased, the **labor force participation rate decreased from 69.1% to 67.6% 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.

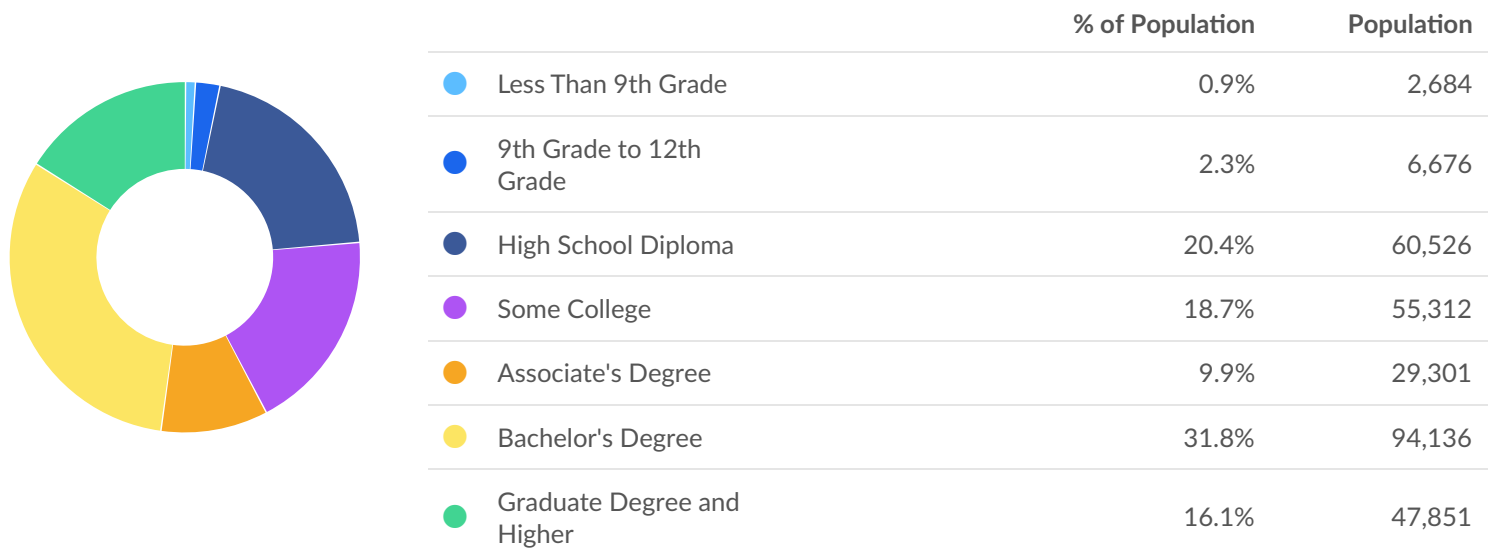
| | Population (2024) | Labor Force (Oct 2024) | Jobs (2023) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|------------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 414,827 | 229,432 | 269,290 | 109.1 | \$40.00B | \$34.79B | \$34.95B |
| State | 5,932,800 | 3,179,316 | 3,245,667 | 100.2 | \$412.45B | \$381.77B | \$408.89B |

Oct 2024 Labor Force Breakdown



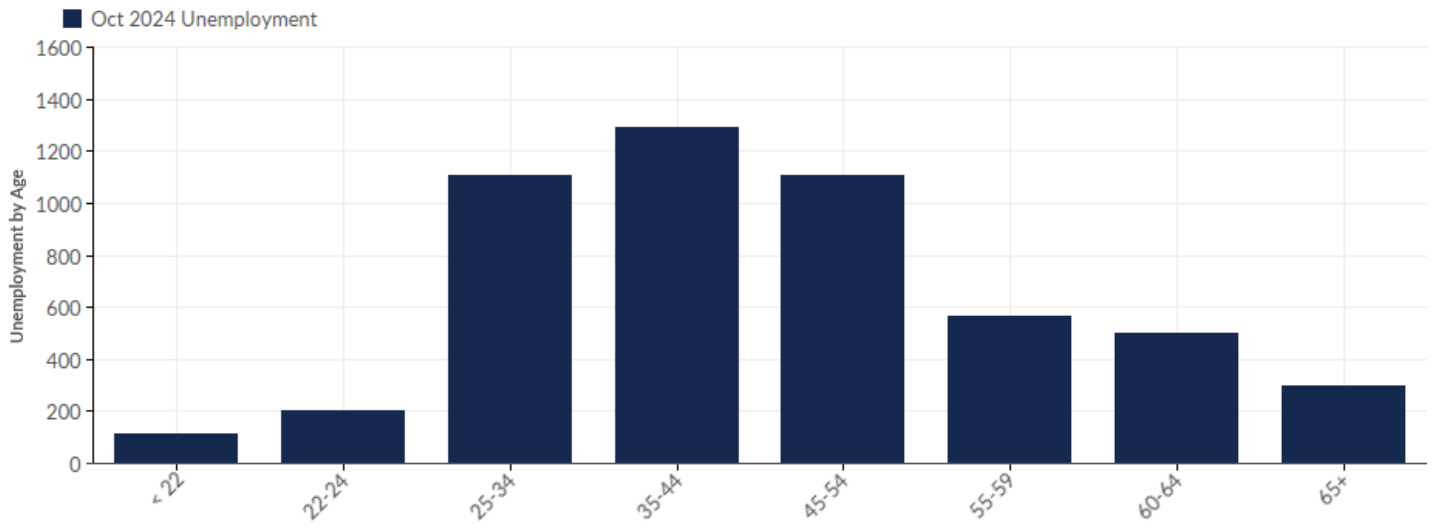
Educational Attainment

Concerning educational attainment, **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).



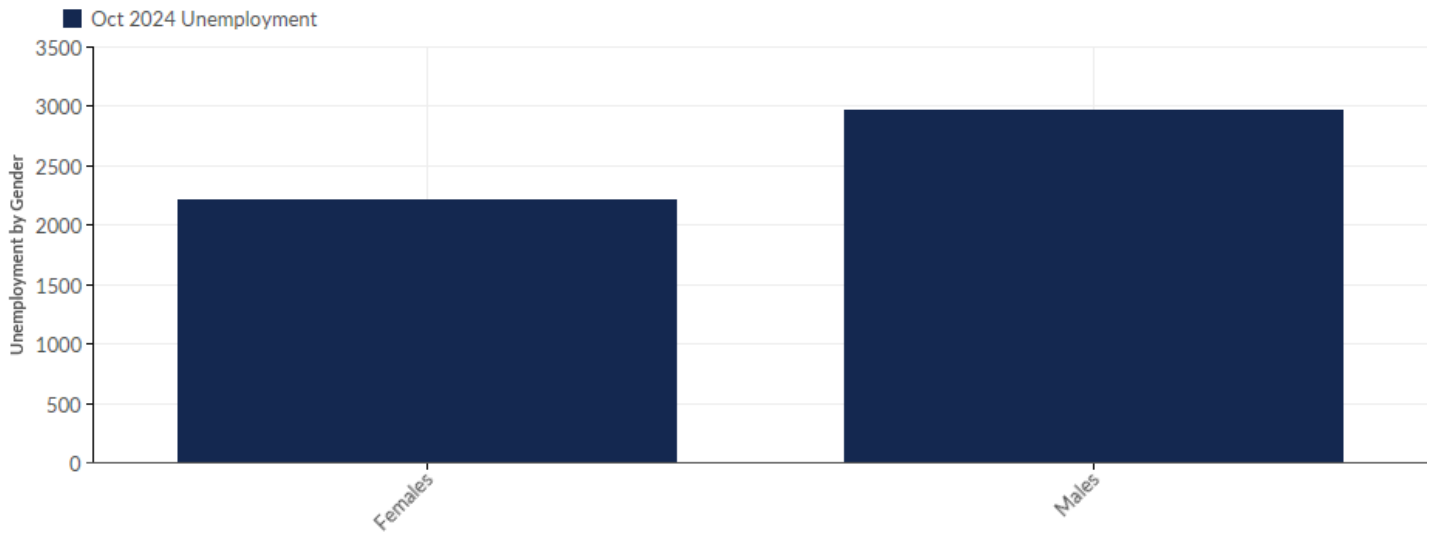
Unemployment by Demographics

Unemployment by Age



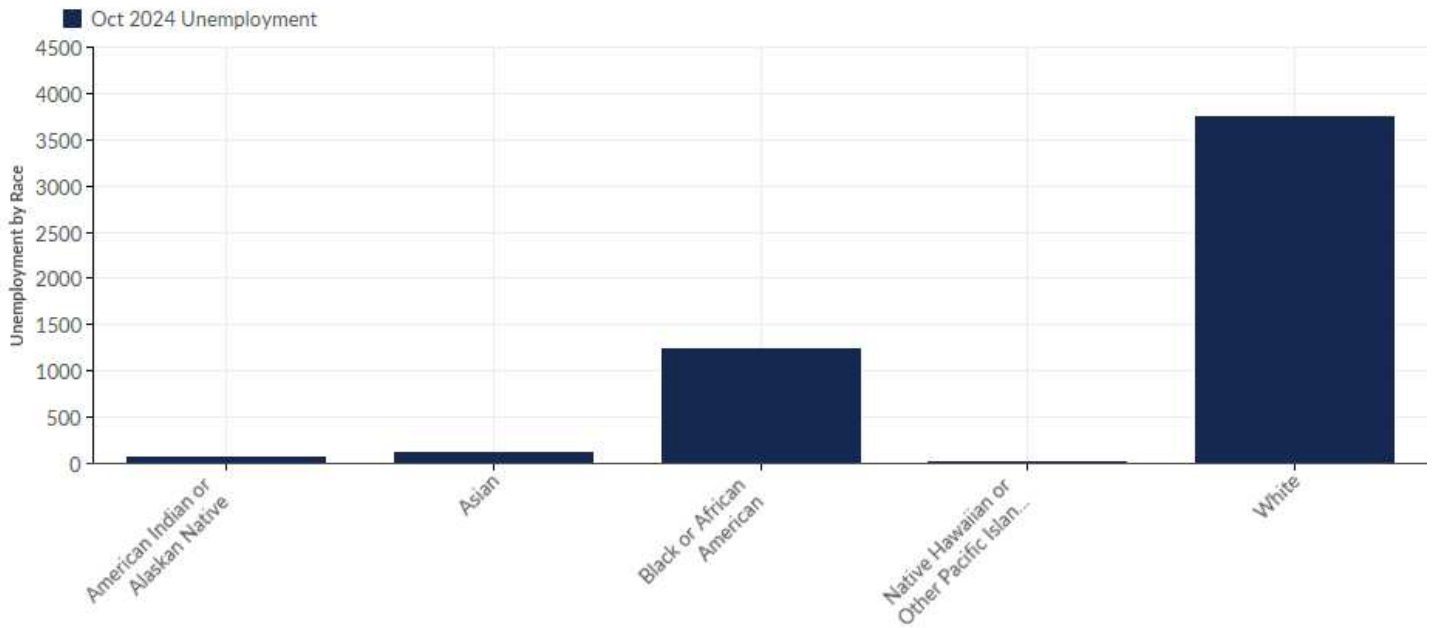
| Age | Unemployment (Oct 2024) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22 | 114 | 2.20% |
| 22-24 | 203 | 3.92% |
| 25-34 | 1,109 | 21.39% |
| 35-44 | 1,291 | 24.90% |
| 45-54 | 1,108 | 21.37% |
| 55-59 | 566 | 10.92% |
| 60-64 | 500 | 9.65% |
| 65+ | 295 | 5.69% |
| Total | 5,184 | 100.00% |

Unemployment by Gender



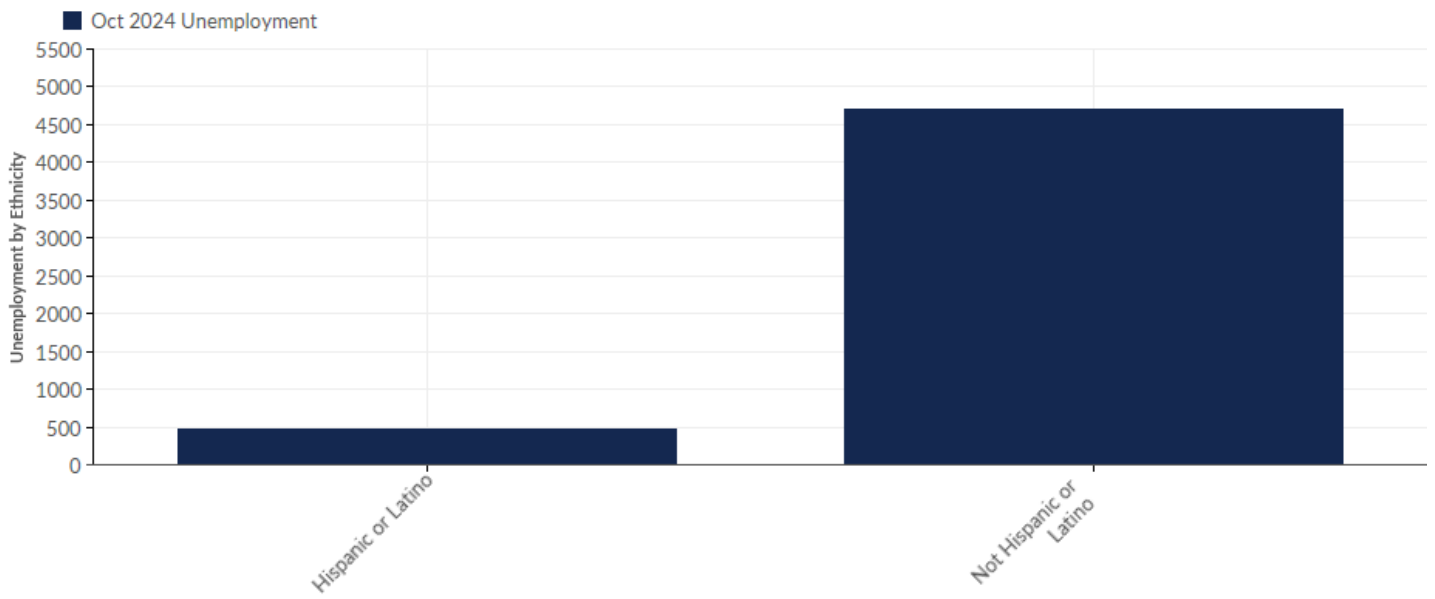
| Gender | Unemployment (Oct 2024) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 2,212 | 42.67% |
| Males | 2,972 | 57.33% |
| Total | 5,184 | 100.00% |

Unemployment by Race



| Race | Unemployment (Oct 2024) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 68 | 1.31% |
| Asian | 115 | 2.22% |
| Black or African American | 1,240 | 23.92% |
| Native Hawaiian or Other Pacific Islander | 9 | 0.17% |
| White | 3,753 | 72.40% |
| Total | 5,184 | 100.00% |

Unemployment by Ethnicity

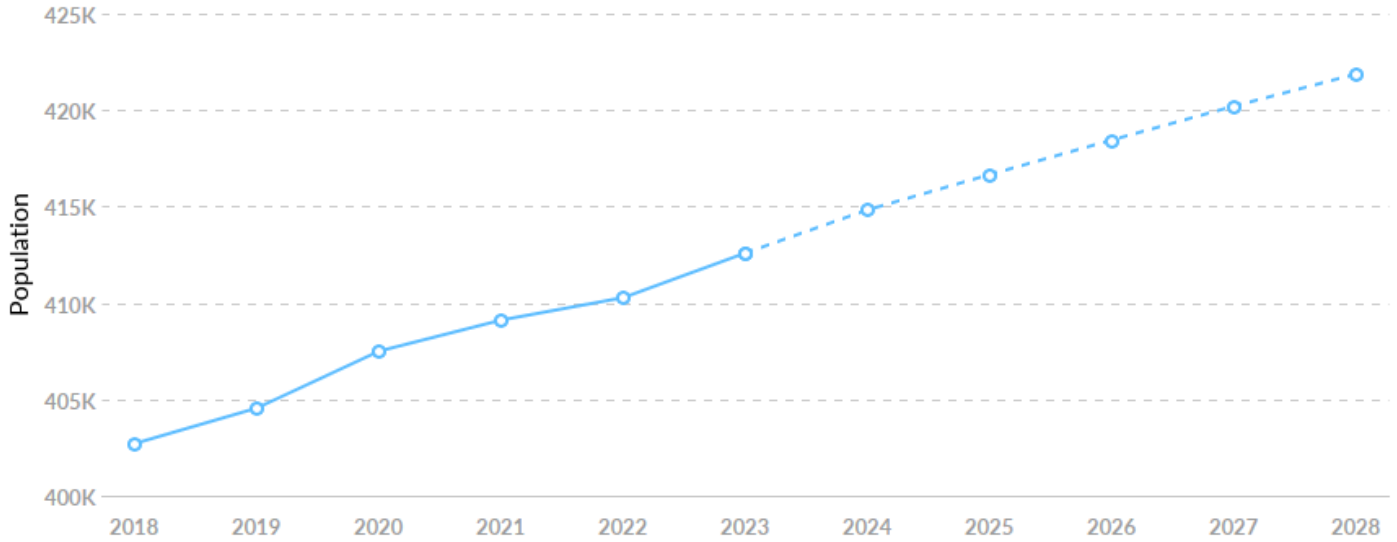


| Ethnicity | Unemployment (Oct 2024) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 478 | 9.22% |
| Not Hispanic or Latino | 4,706 | 90.78% |
| Total | 5,184 | 100.00% |

Historic & Projected Trends

Population Trends

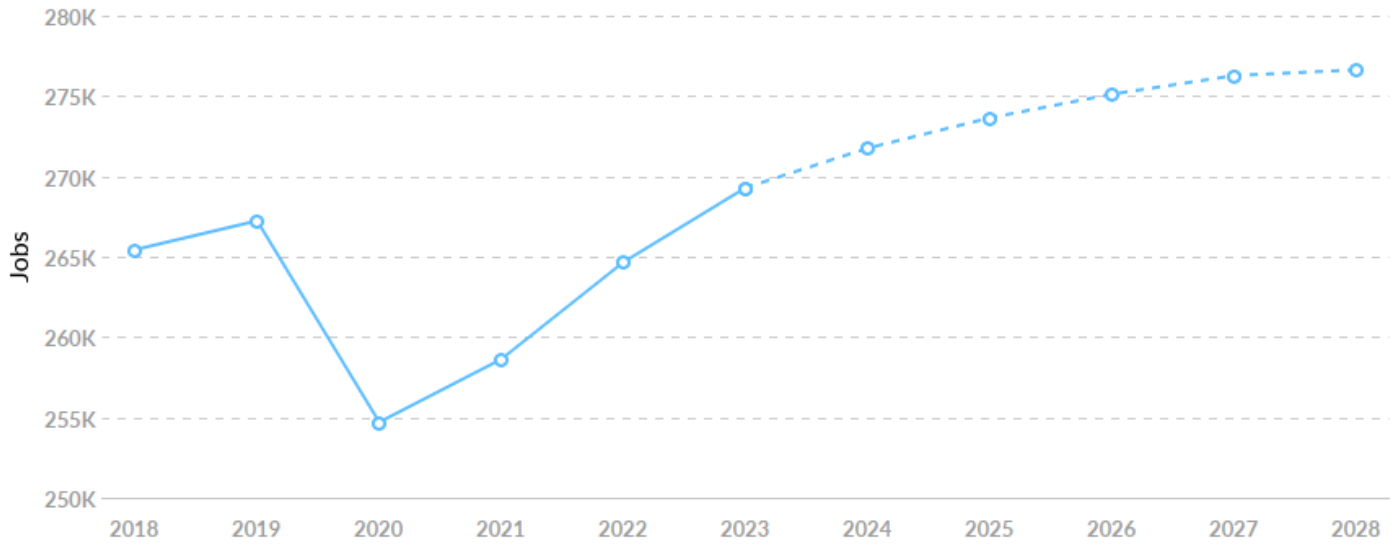
As of 2023 the region's population increased by 2.5% since 2018, growing by 9,886. Population is expected to increase by 2.2% between 2023 and 2028, adding 9,283.



| Timeframe | Population |
|-----------|------------|
| 2018 | 402,705 |
| 2019 | 404,545 |
| 2020 | 407,496 |
| 2021 | 409,108 |
| 2022 | 410,273 |
| 2023 | 412,591 |
| 2024 | 414,827 |
| 2025 | 416,656 |
| 2026 | 418,451 |
| 2027 | 420,207 |
| 2028 | 421,874 |

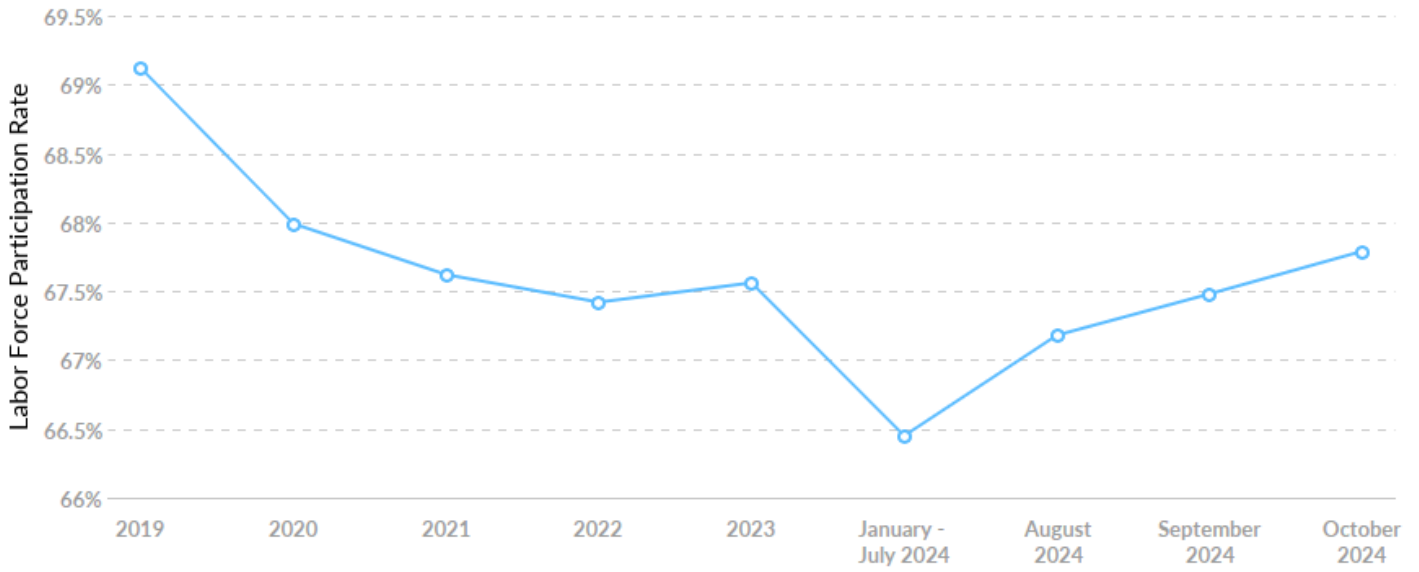
Job Trends

From 2018 to 2023, jobs increased by 1.5% in Waukesha County, WI from 265,430 to 269,290. This change fell short of the national growth rate of 4.5% by 3.0%.



| Timeframe | Jobs |
|-----------|---------|
| 2018 | 265,430 |
| 2019 | 267,231 |
| 2020 | 254,695 |
| 2021 | 258,618 |
| 2022 | 264,657 |
| 2023 | 269,290 |
| 2024 | 271,754 |
| 2025 | 273,640 |
| 2026 | 275,116 |
| 2027 | 276,271 |
| 2028 | 276,630 |

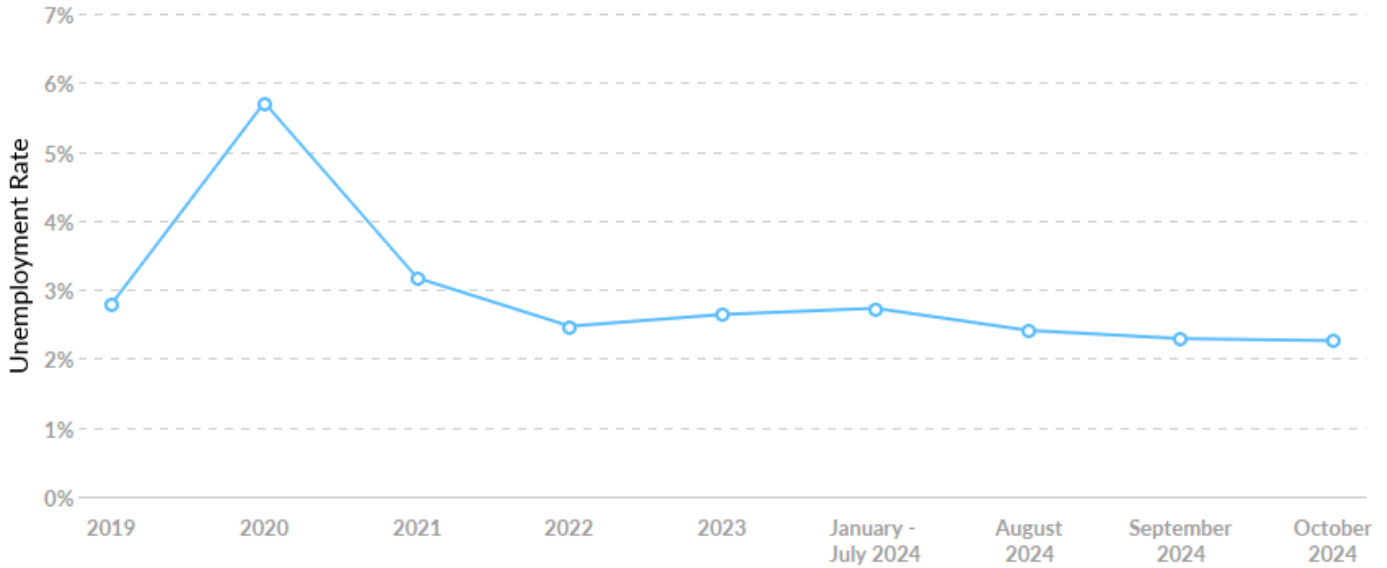
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|---------------------|--------------------------------|
| 2019 | 69.12% |
| 2020 | 67.99% |
| 2021 | 67.62% |
| 2022 | 67.42% |
| 2023 | 67.56% |
| January - July 2024 | 66.45% |
| August 2024 | 67.18% |
| September 2024 | 67.48% |
| October 2024 | 67.79% |

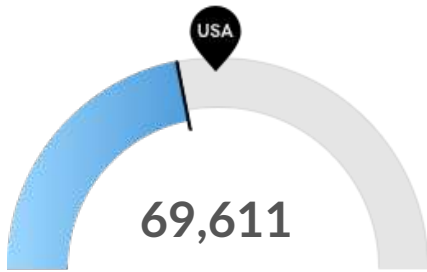
Unemployment Rate Trends

Waukesha County, WI had an October 2024 unemployment rate of 2.26%, **decreasing from 2.79%** 5 years before.



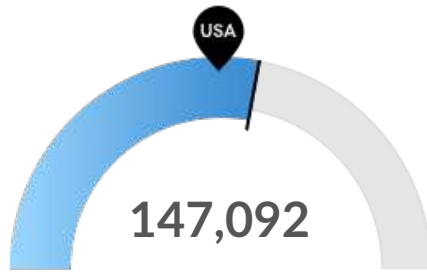
| Timeframe | Unemployment Rate |
|---------------------|-------------------|
| 2019 | 2.79% |
| 2020 | 5.71% |
| 2021 | 3.17% |
| 2022 | 2.47% |
| 2023 | 2.64% |
| January - July 2024 | 2.73% |
| August 2024 | 2.41% |
| September 2024 | 2.29% |
| October 2024 | 2.26% |

Population Characteristics



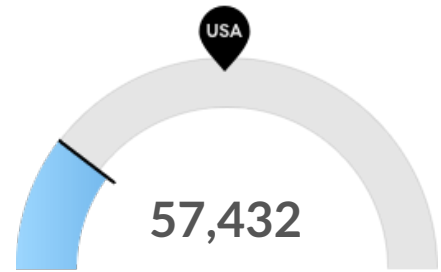
Millennials

Waukesha County, WI has 69,611 millennials (ages 25-39). The national average for an area this size is 83,832.



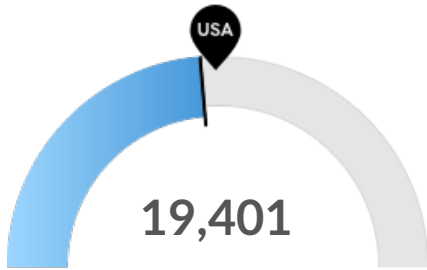
Retiring Soon

Retirement risk is high in Waukesha County, WI. The national average for an area this size is 124,551 people 55 or older, while there are 147,092 here.



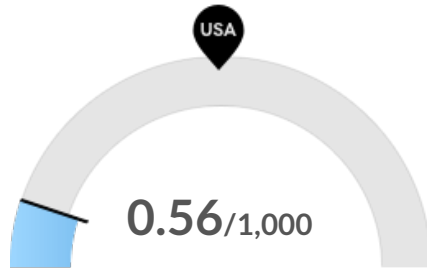
Racial Diversity

Racial diversity is low in Waukesha County, WI. The national average for an area this size is 171,832 racially diverse people, while there are 57,432 here.



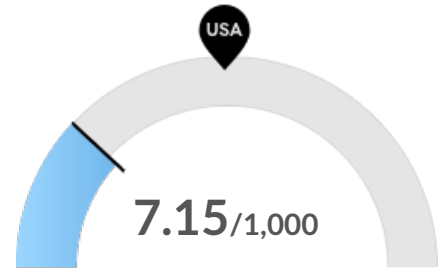
Veterans

Waukesha County, WI has 19,401 veterans. The national average for an area this size is 20,976.



Violent Crime

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

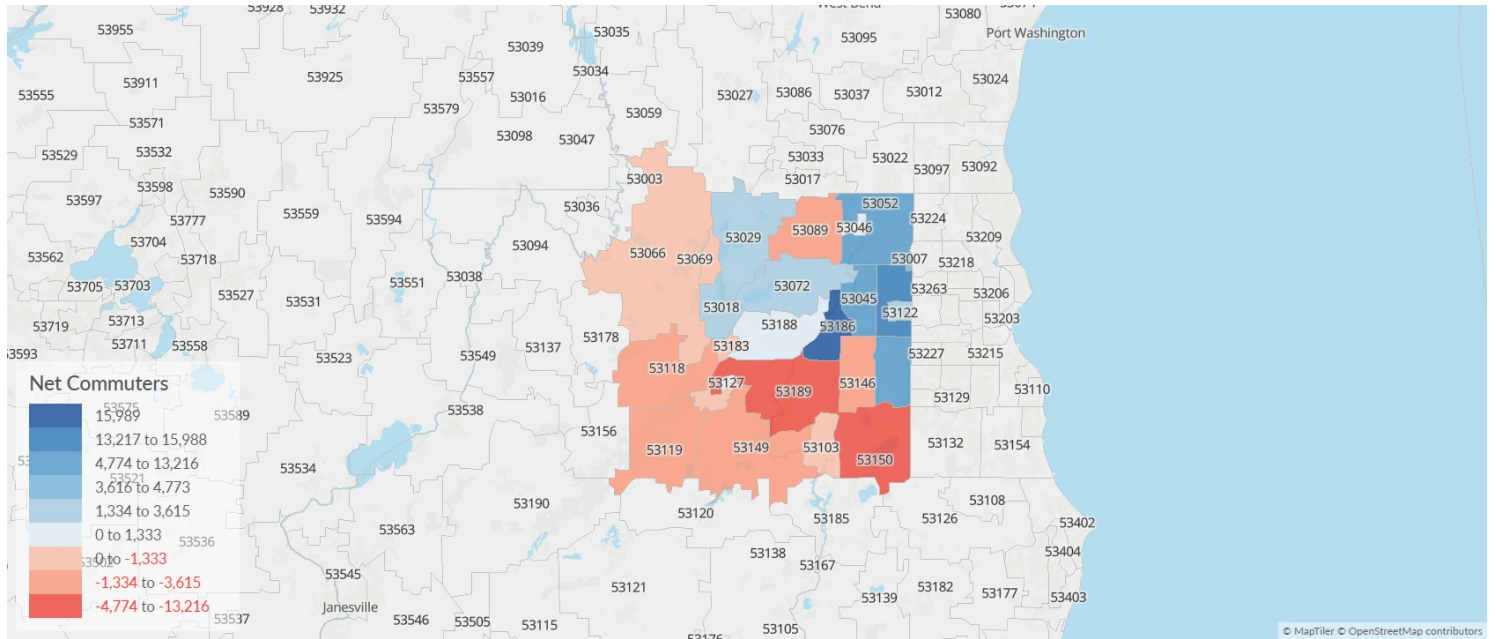


Property Crime

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

Where Talent Lives

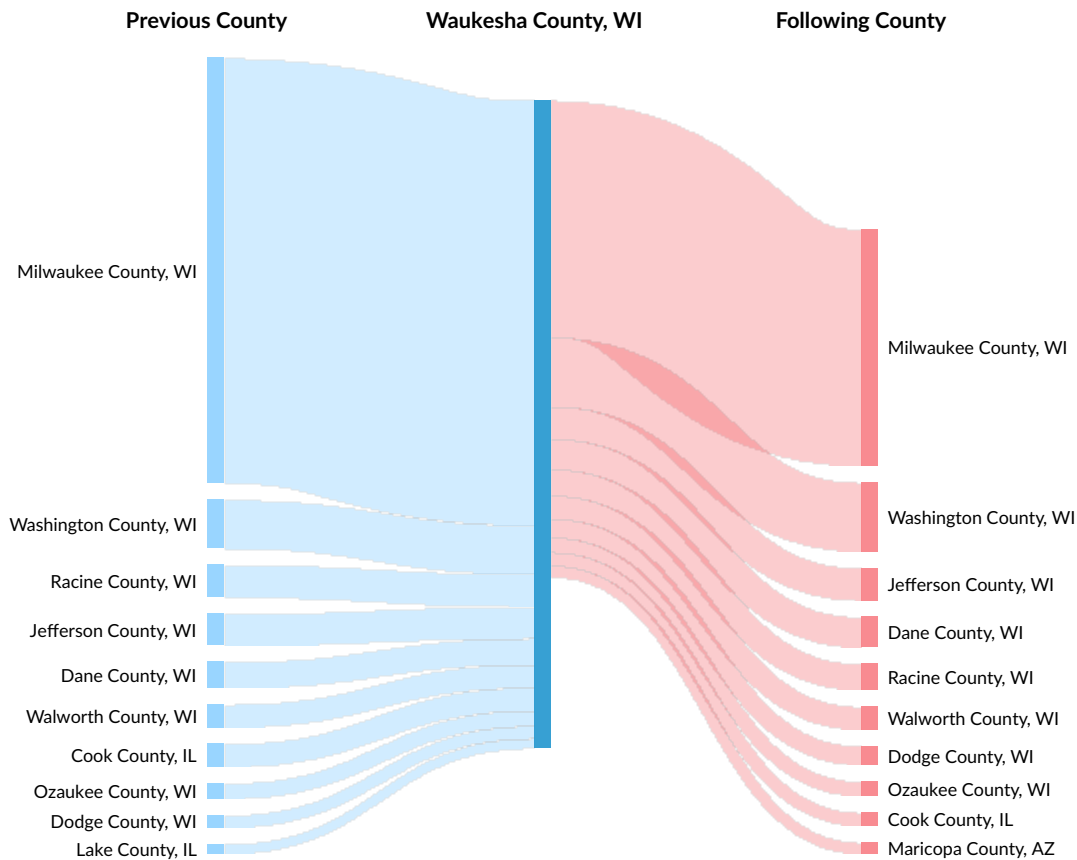
| ZIP | Name | 2023 Employment |
|-------|----------------------------|-----------------|
| 53186 | Waukesha, WI (in Wauk... | 34,973 |
| 53051 | Menomonee Falls, WI (i... | 26,497 |
| 53005 | Brookfield, WI (in Wauk... | 25,917 |
| 53151 | New Berlin, WI (in Wau... | 23,490 |
| 53188 | Waukesha, WI (in Wauk... | 21,275 |

| ZIP | Name | 2023 Workers |
|-------|---------------------------|--------------|
| 53051 | Menomonee Falls, WI (i... | 21,018 |
| 53066 | Oconomowoc, WI (in W... | 20,764 |
| 53188 | Waukesha, WI (in Wauk... | 20,481 |
| 53186 | Waukesha, WI (in Wauk... | 18,984 |
| 53151 | New Berlin, WI (in Wau... | 18,640 |

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 2022, **7,461** people have migrated from Milwaukee County, WI to Waukesha County, WI. In the same year, **4,158** people left Waukesha County, WI migrating to Milwaukee County, WI. The total Net Migration for Waukesha County, WI in 2022 was **2,099**.



| Top Previous Counties | Migrations |
|-----------------------|------------|
| Milwaukee County, WI | 7,461 |
| Washington County, WI | 854 |
| Racine County, WI | 571 |
| Jefferson County, WI | 557 |
| Dane County, WI | 458 |

| Top Previous Counties | Migrations |
|------------------------|------------|
| Walworth County, WI | 404 |
| Cook County, IL | 404 |
| Ozaukee County, WI | 272 |
| Dodge County, WI | 217 |
| Lake County, IL | 173 |
| Maricopa County, AZ | 164 |
| Kenosha County, WI | 159 |
| Lee County, FL | 103 |
| Brown County, WI | 99 |
| Winnebago County, WI | 96 |
| Top Following Counties | Migrations |
| Milwaukee County, WI | 4,158 |
| Washington County, WI | 1,214 |
| Jefferson County, WI | 570 |
| Dane County, WI | 534 |
| Racine County, WI | 462 |
| Walworth County, WI | 405 |
| Dodge County, WI | 330 |
| Ozaukee County, WI | 258 |
| Cook County, IL | 236 |
| Maricopa County, AZ | 201 |
| Lee County, FL | 147 |
| Outagamie County, WI | 131 |
| Kenosha County, WI | 123 |
| Hennepin County, MN | 120 |

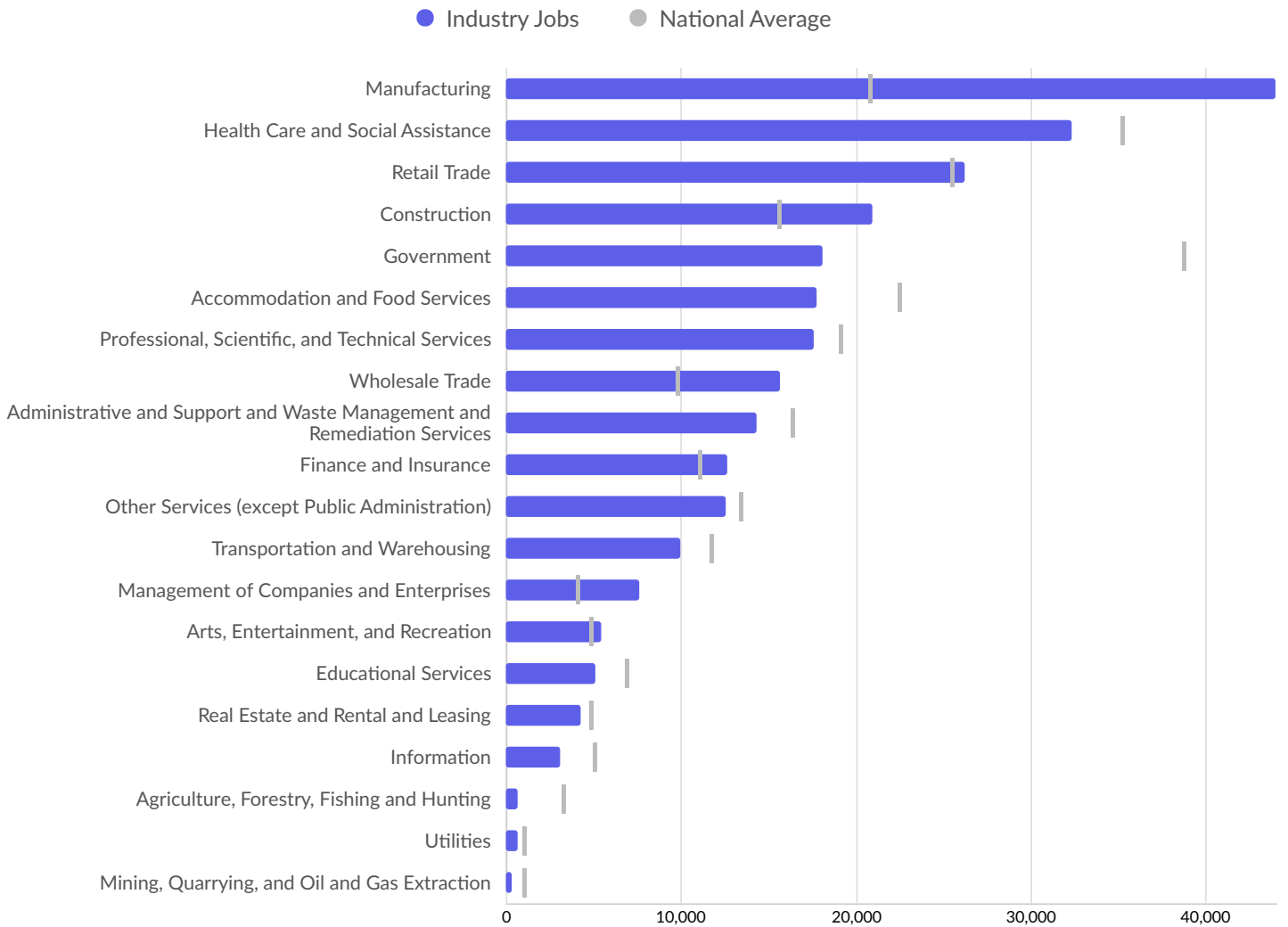
Top Following Counties**Migrations**

Brown County, WI

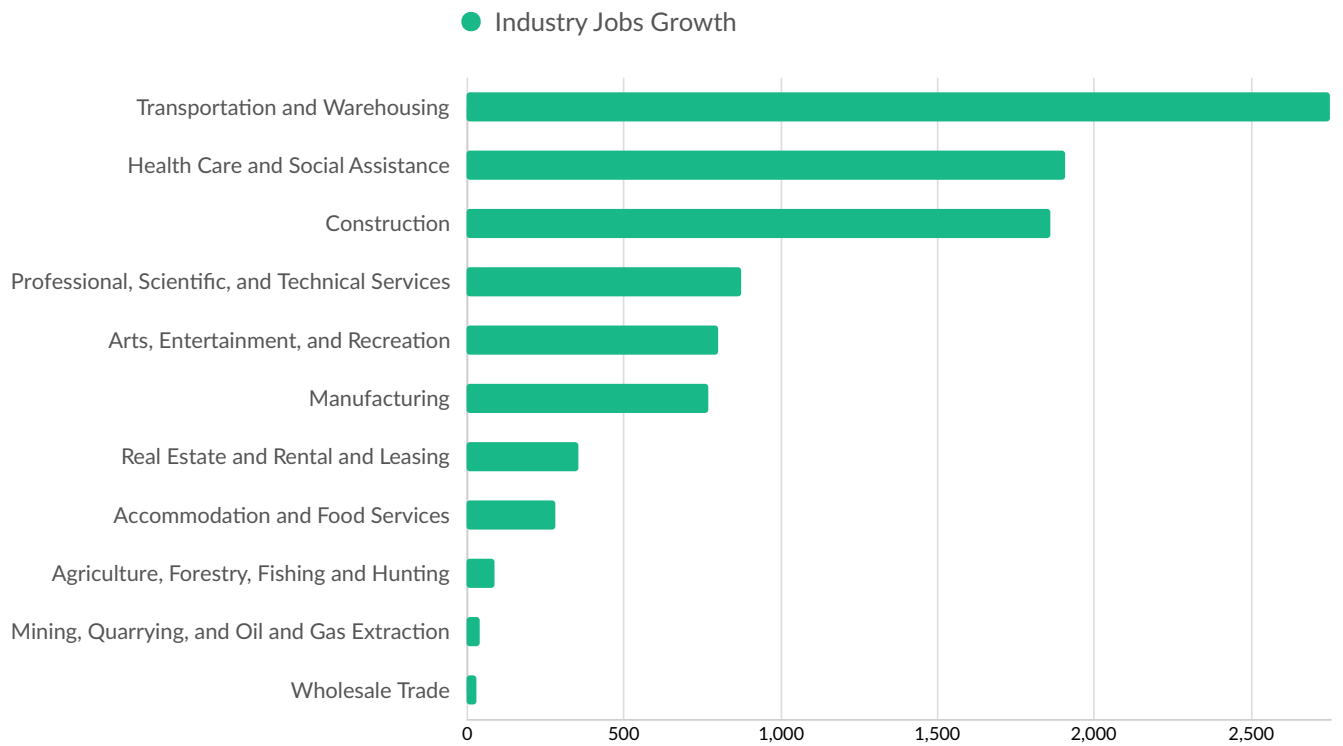
117

Industry Characteristics

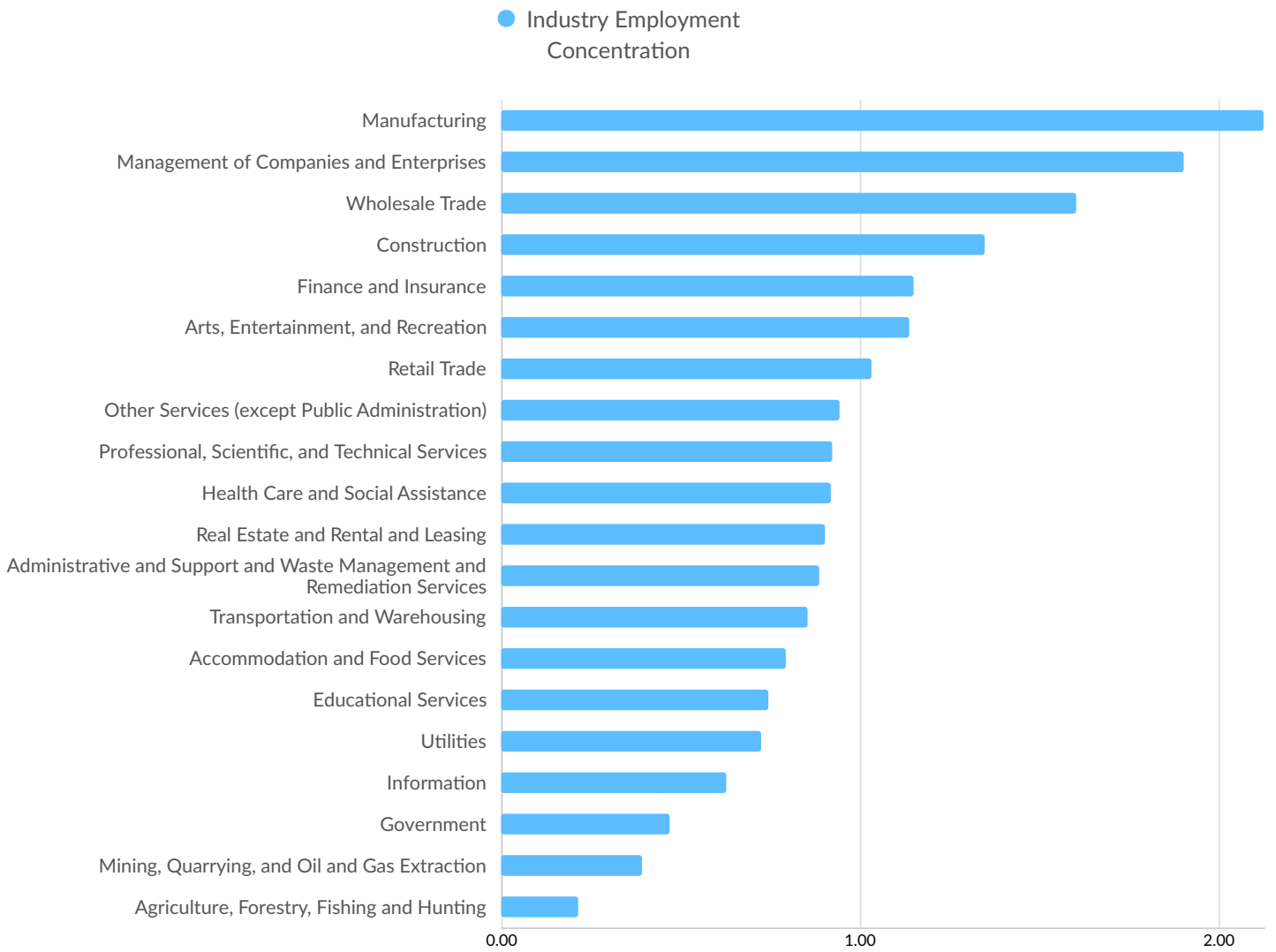
Largest Industries



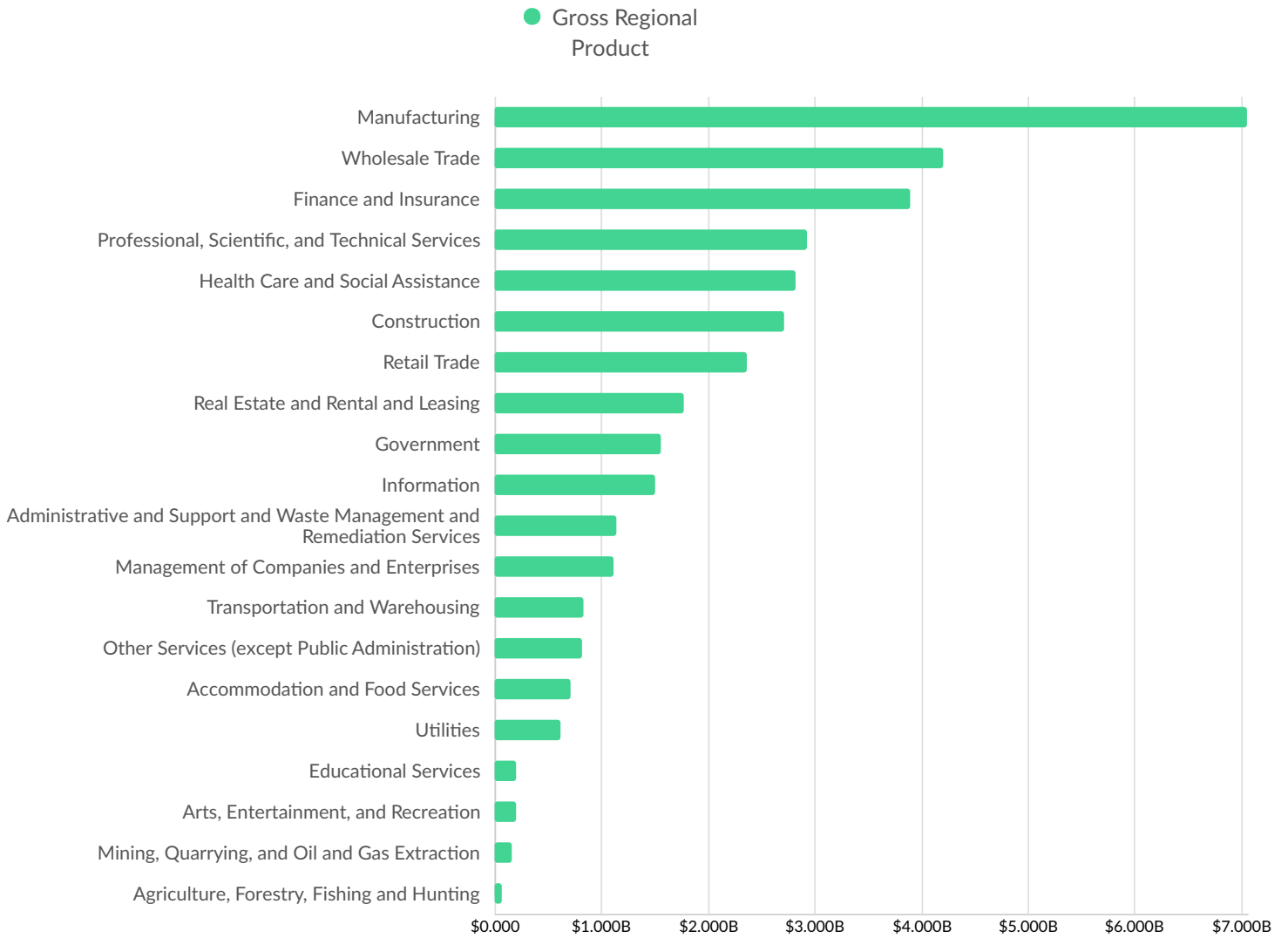
Top Growing Industries



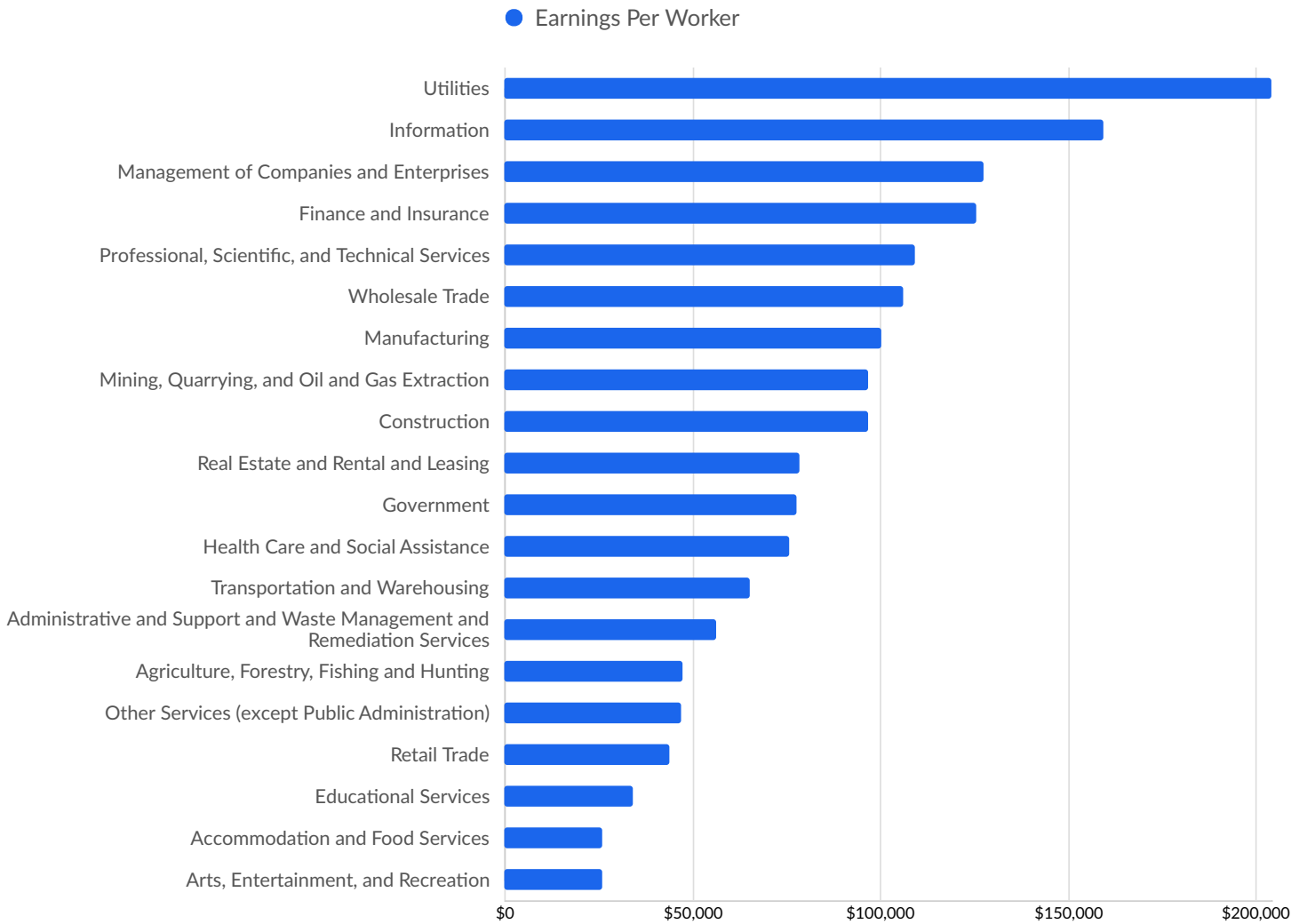
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



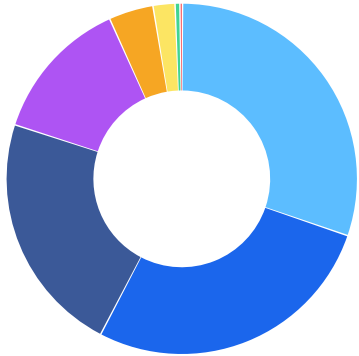
Business Characteristics

33,006 Companies Employ Your Workers

Online profiles for your workers mention 33,006 companies as employers, with the top 10 appearing below. In the last 12 months, 5,402 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 | 2,351  | ProHealth Care | 3,178  |
| GE Healthcare | 2,178  | Froedtert & The Medical College... | 1,612  |
| ProHealth Care | 1,934  | Aerotek | 1,003  |
| Froedtert & The Medical College... | 1,714  | Actalent | 971  |
| Kohl's | 1,477  | Generac Power Systems | 962  |
| Northwestern Mutual | 1,334  | Advocate Aurora Health | 960  |
| Quad | 1,162  | Quad-C Management | 905  |
| The Medical College Of Wiscon... | 1,139  | Rogers Behavioral Health | 676  |
| University of Wisconsin System | 952  | Kroger | 597  |
| Milwaukee Tool | 836  | Elevance Health | 593  |

Business Size

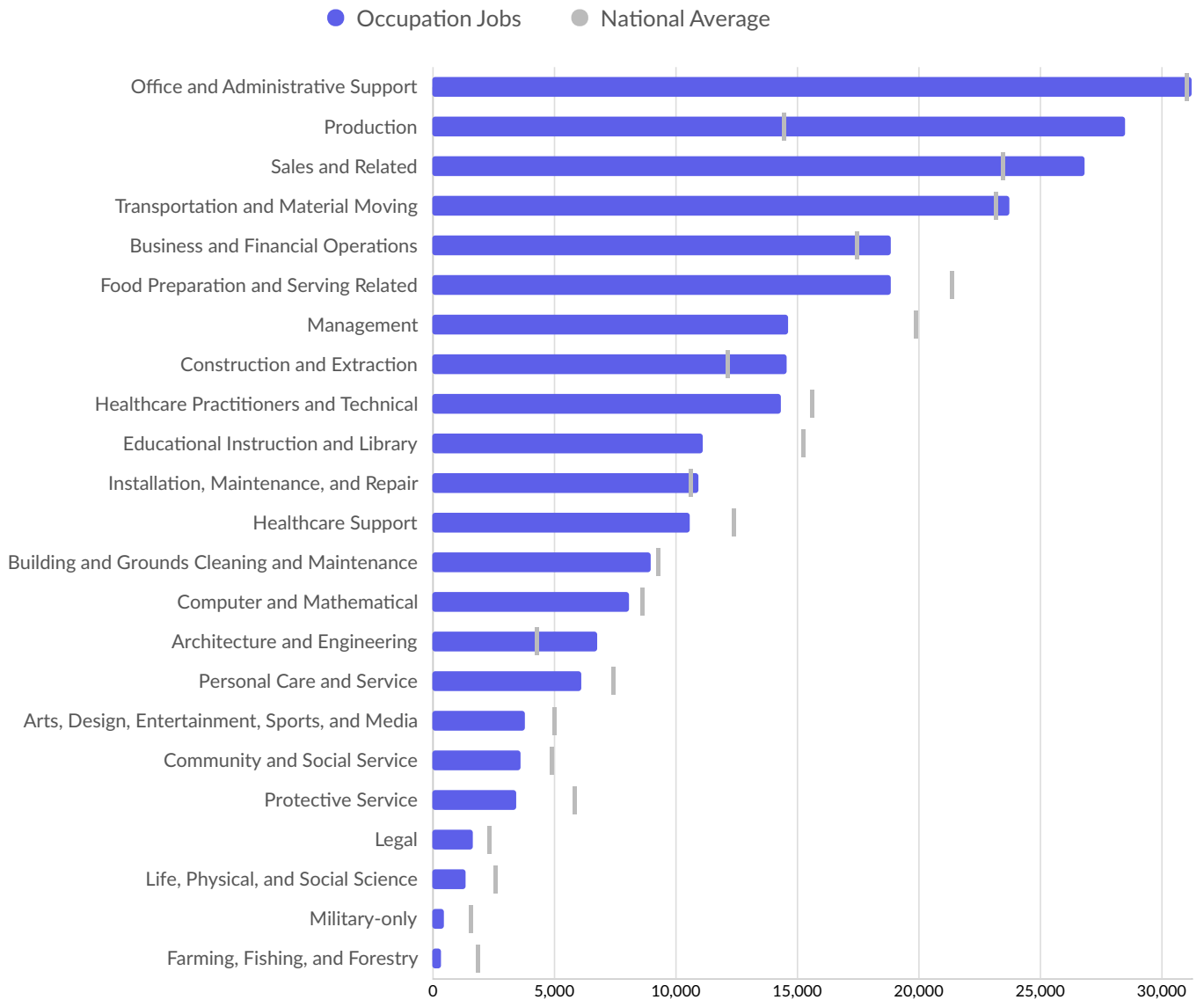


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 30.2% | 5,699 |
| ● 5 to 9 employees | 27.4% | 5,174 |
| ● 10 to 19 employees | 22.3% | 4,217 |
| ● 20 to 49 employees | 13.3% | 2,506 |
| ● 50 to 99 employees | 4.1% | 775 |
| ● 100 to 249 employees | 2.0% | 382 |
| ● 250 to 499 employees | 0.4% | 84 |
| ● 500+ employees | 0.2% | 45 |

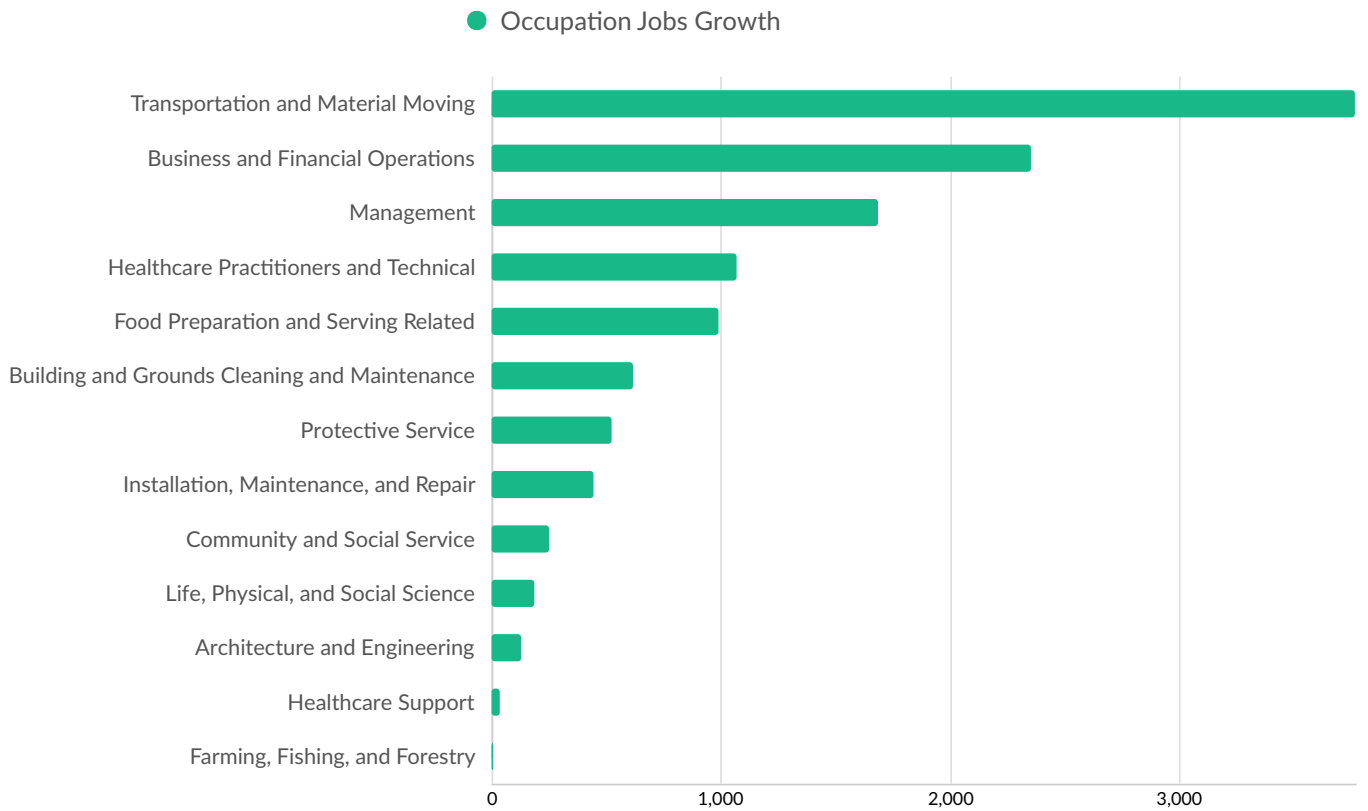
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

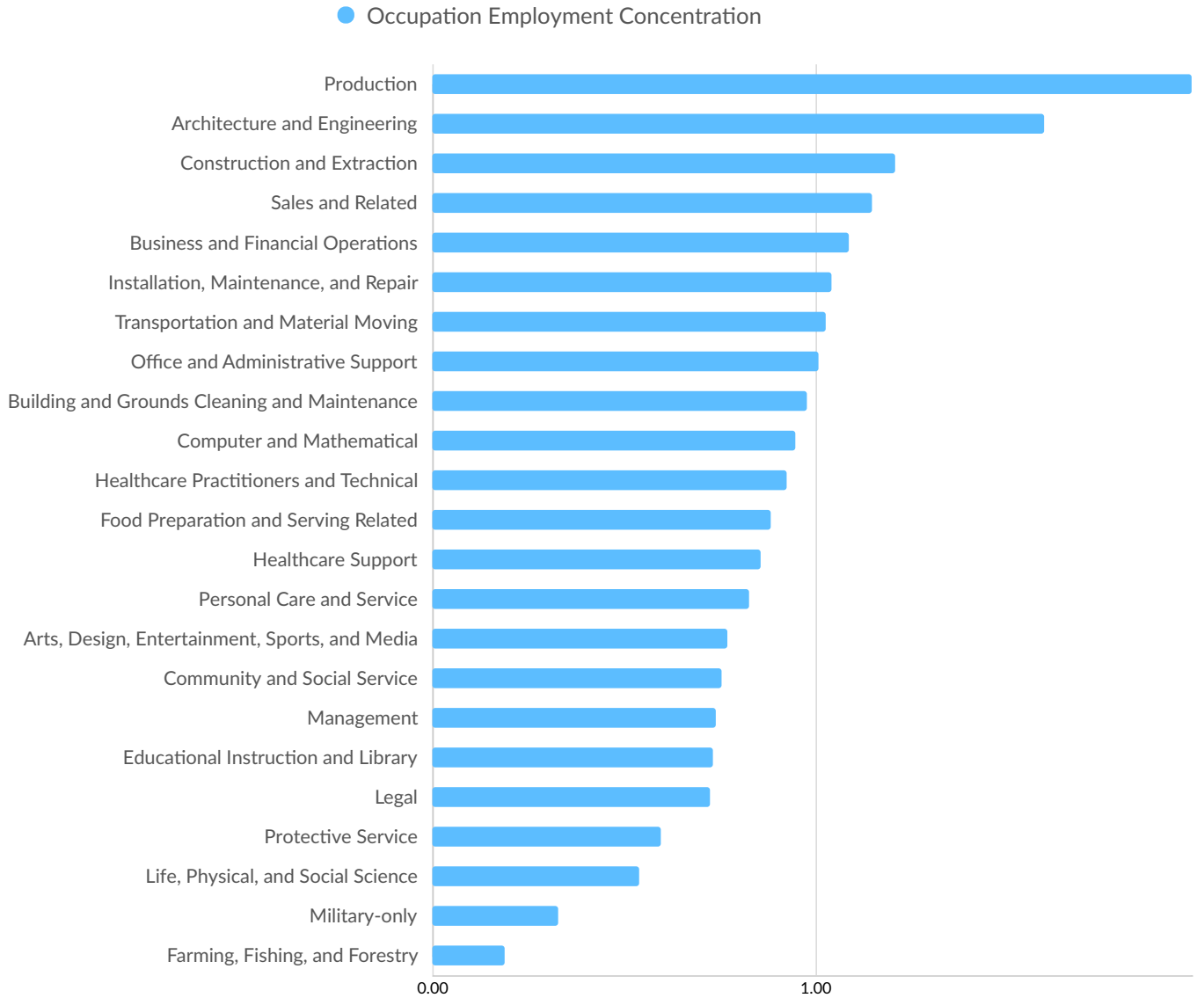
Largest Occupations



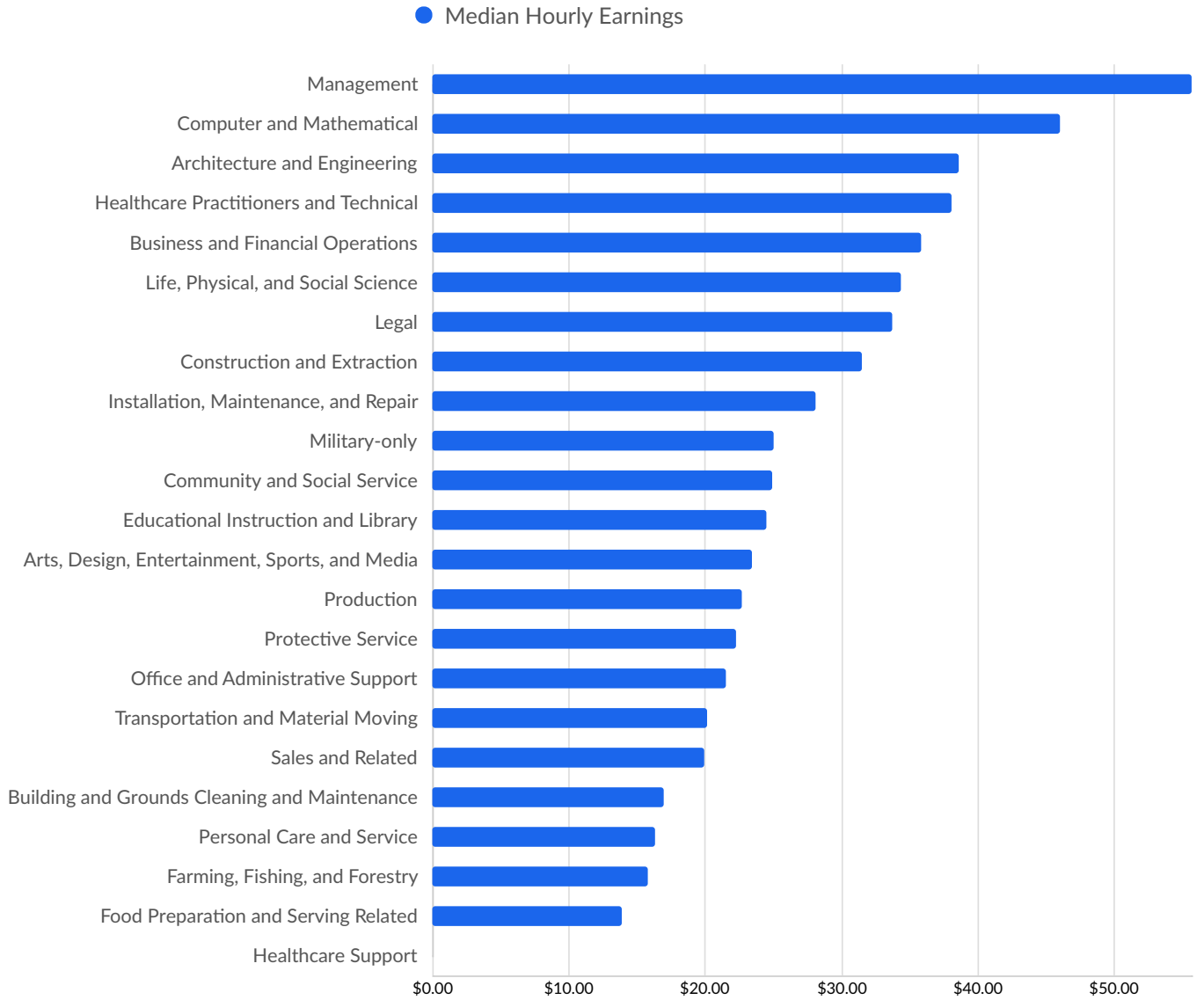
Top Growing Occupations



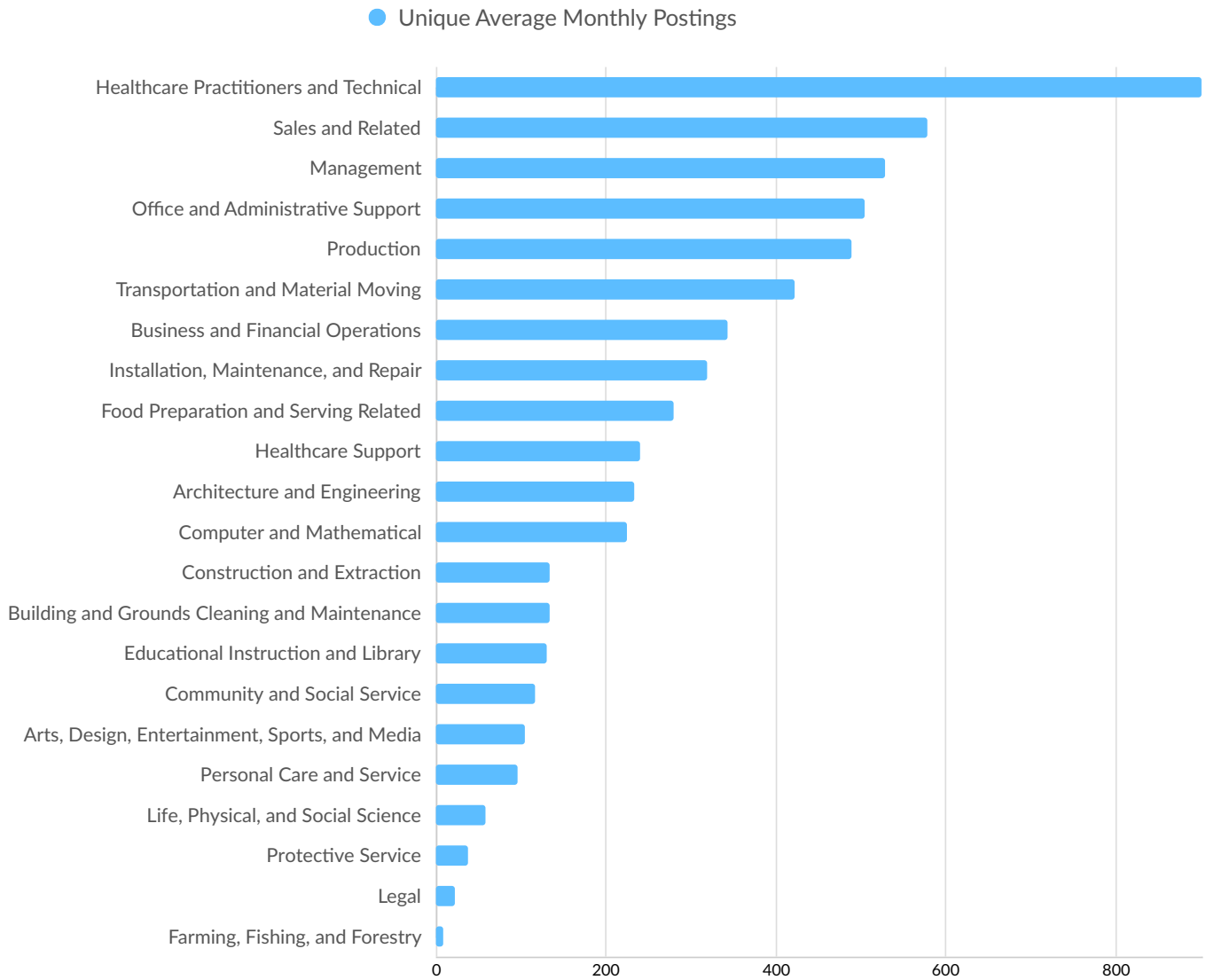
Top Occupation Employment Concentration



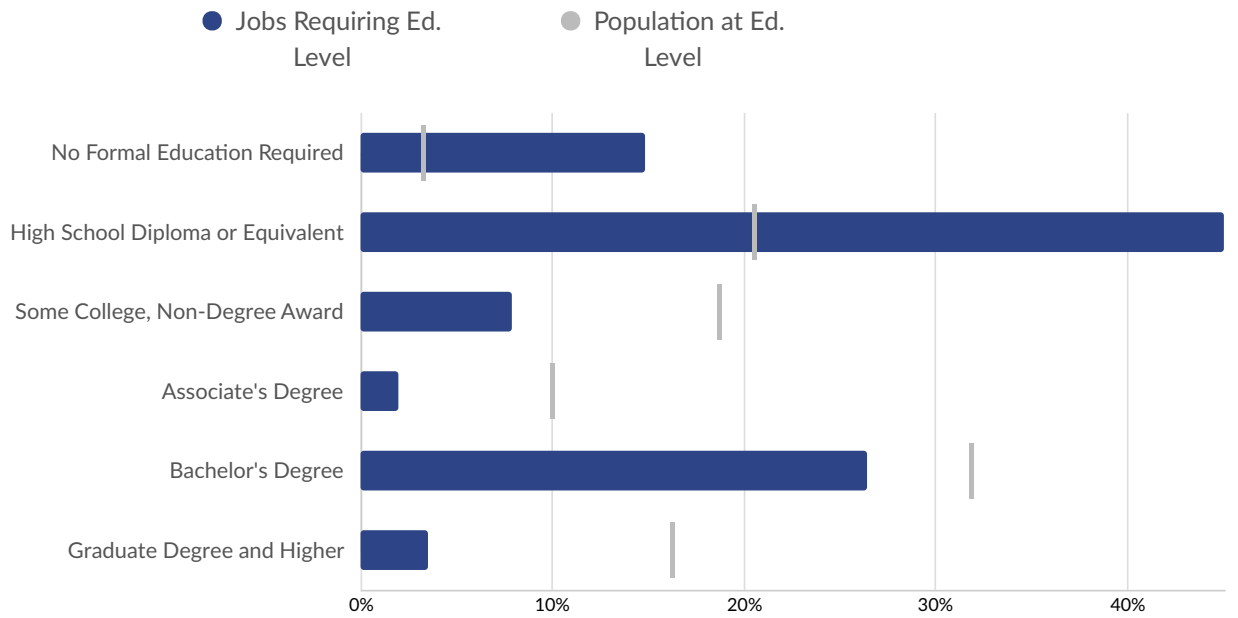
Top Occupation Earnings



Top Posted Occupations

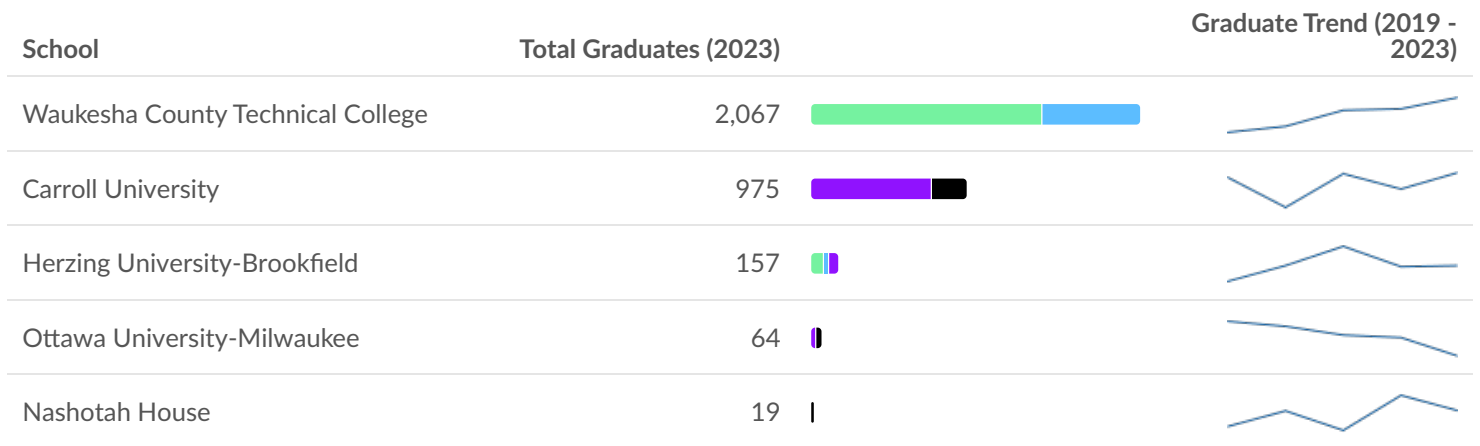


Underemployment



Educational Pipeline

In 2023, there were 3,282 graduates in Waukesha County, WI. This pipeline has grown by 7% 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 "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate).



In-Demand Skills

