



Washington 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

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

137,688

Population (2022)

Population **grew by 2,727** over the last 5 years and is projected to **grow by 2,073** over the next 5 years.

63,363

Total Regional Employment

Jobs **grew by 1,854** over the last 5 years and are projected to **grow by 3,094** over the next 5 years.

\$85.6K

Median Household Income (2021)

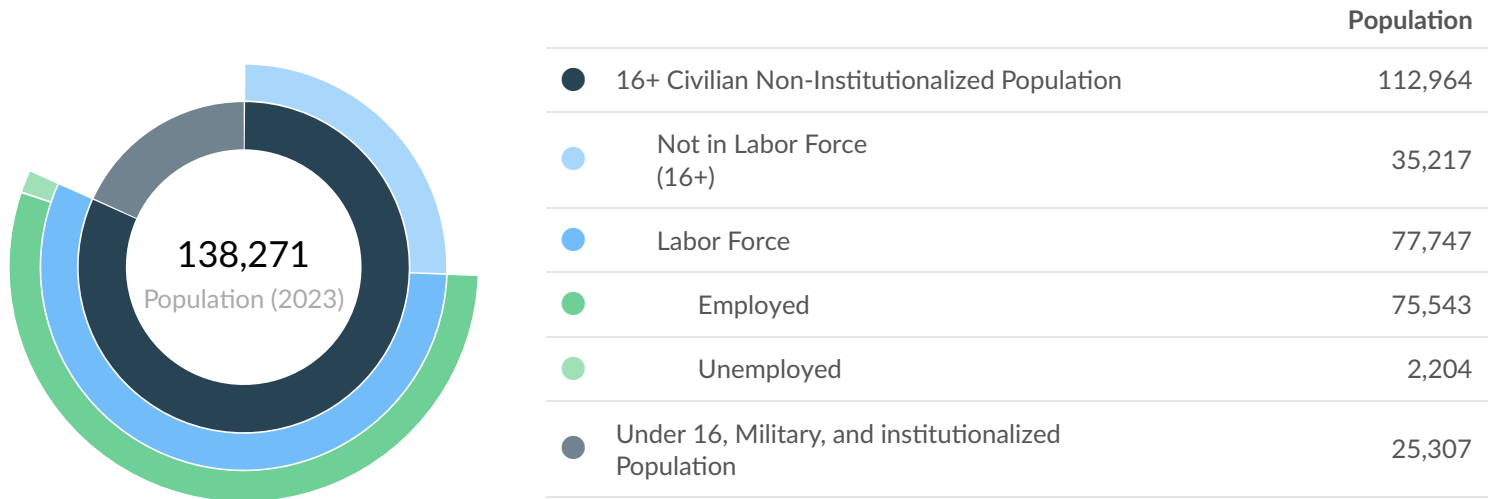
Median household income is **\$16.6K above** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 2.0%** since 2017, growing by 2,727. Population is expected to **increase by 1.5%** between 2022 and 2027, adding 2,073.
- From 2017 to 2022, jobs **increased by 3.0%** in Washington County, WI from 61,509 to **63,363**. This change **fell short of the national growth rate of 3.8% by 0.8%**. As the number of jobs increased, the **labor force participation rate decreased from 71.4% to 67.3% between 2017 and 2022**.
- Concerning educational attainment, **23.3% of Washington County, WI residents possess a Bachelor's Degree** (2.4% above the national average), and **12.6% hold an Associate's Degree** (3.7% above the national average).
- The top three industries in 2022 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

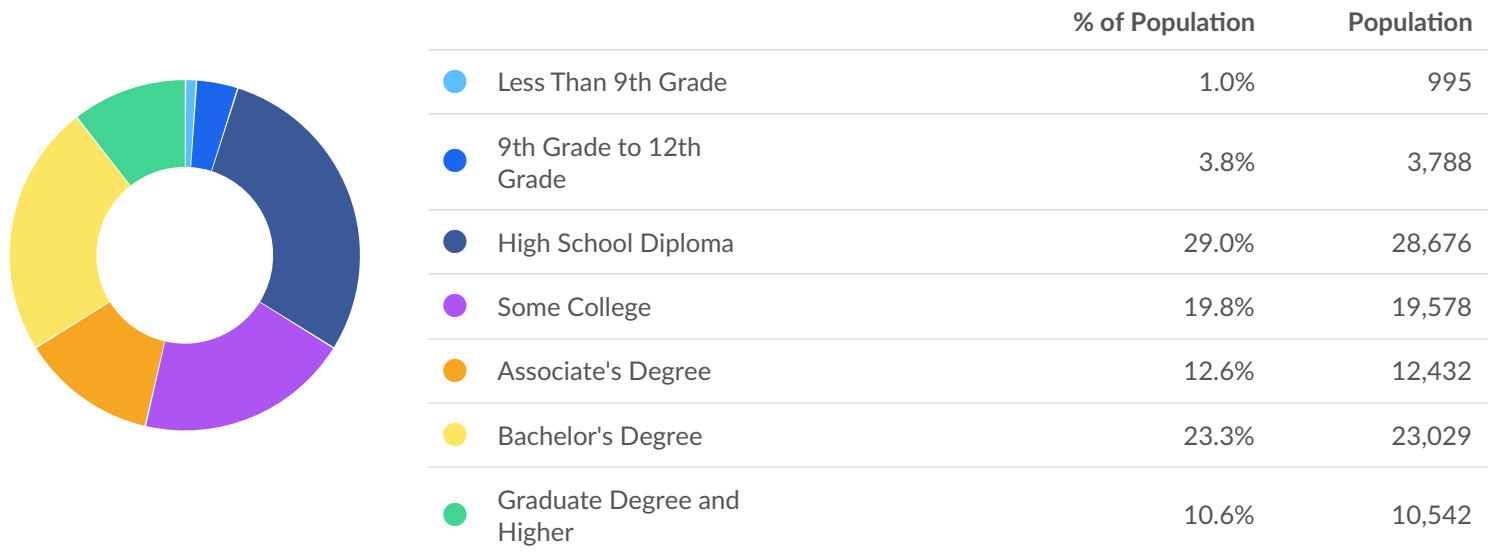
	Population (2023)	Labor Force (Sep 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	138,271	77,747	63,363	103.4	\$7.81B	\$11.25B	\$8.14B
State	5,921,135	3,145,490	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

Sep 2023 Labor Force Breakdown



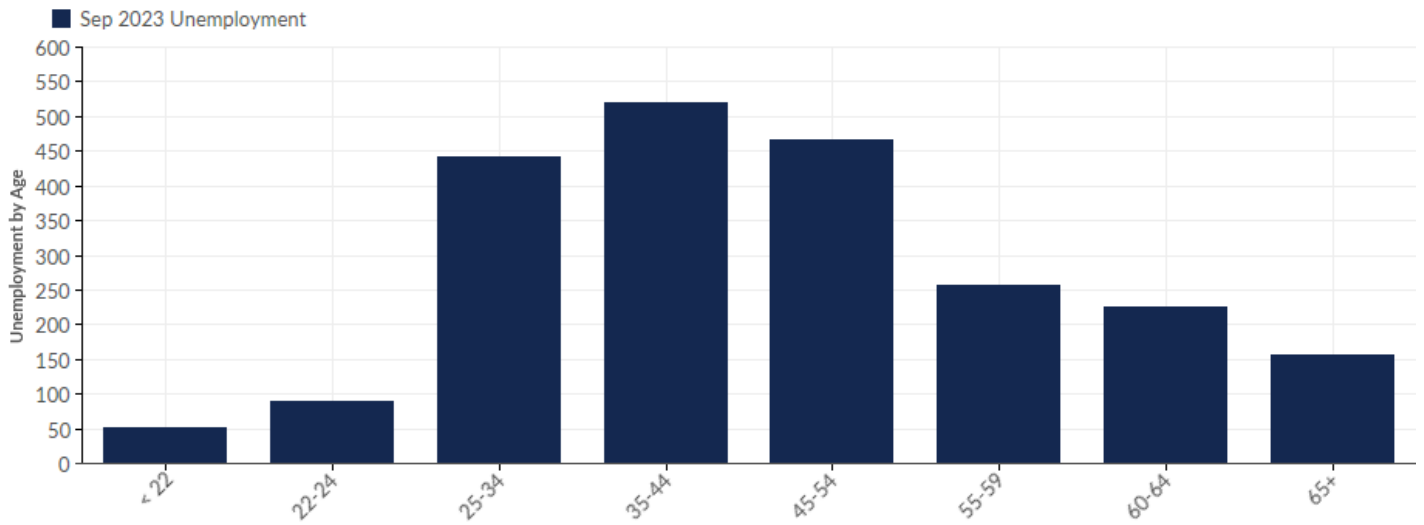
Educational Attainment

Concerning educational attainment, **23.3% of Washington County, WI residents possess a Bachelor's Degree** (2.4% above the national average), and **12.6% hold an Associate's Degree** (3.7% above the national average).



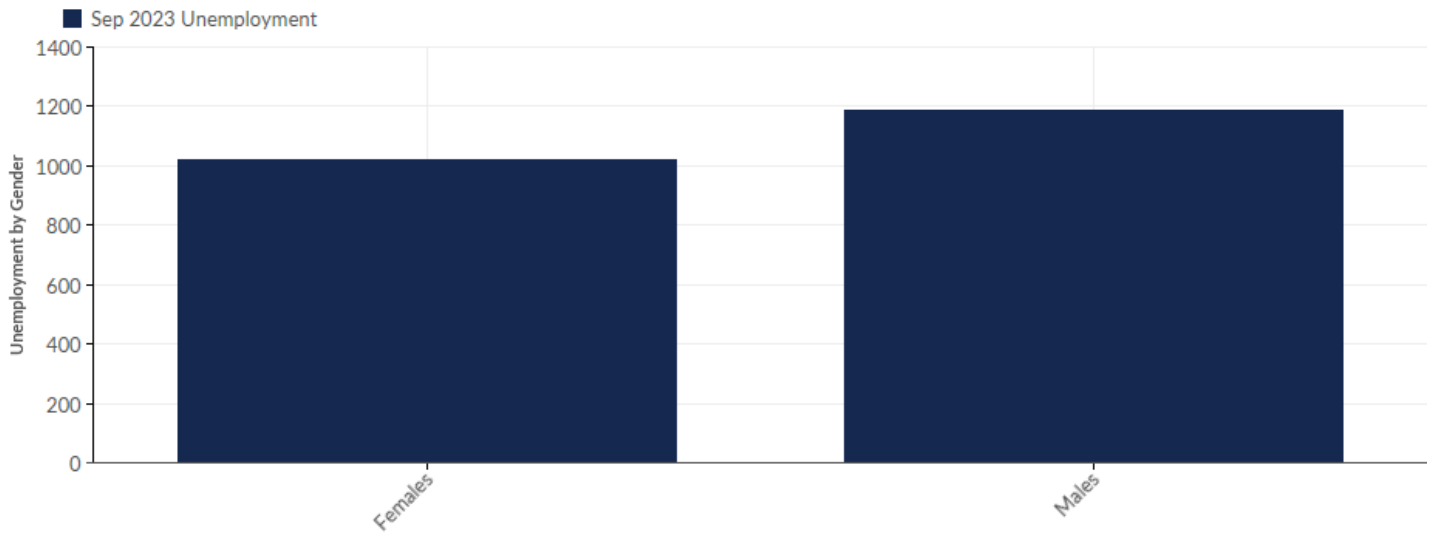
Unemployment by Demographics

Unemployment by Age



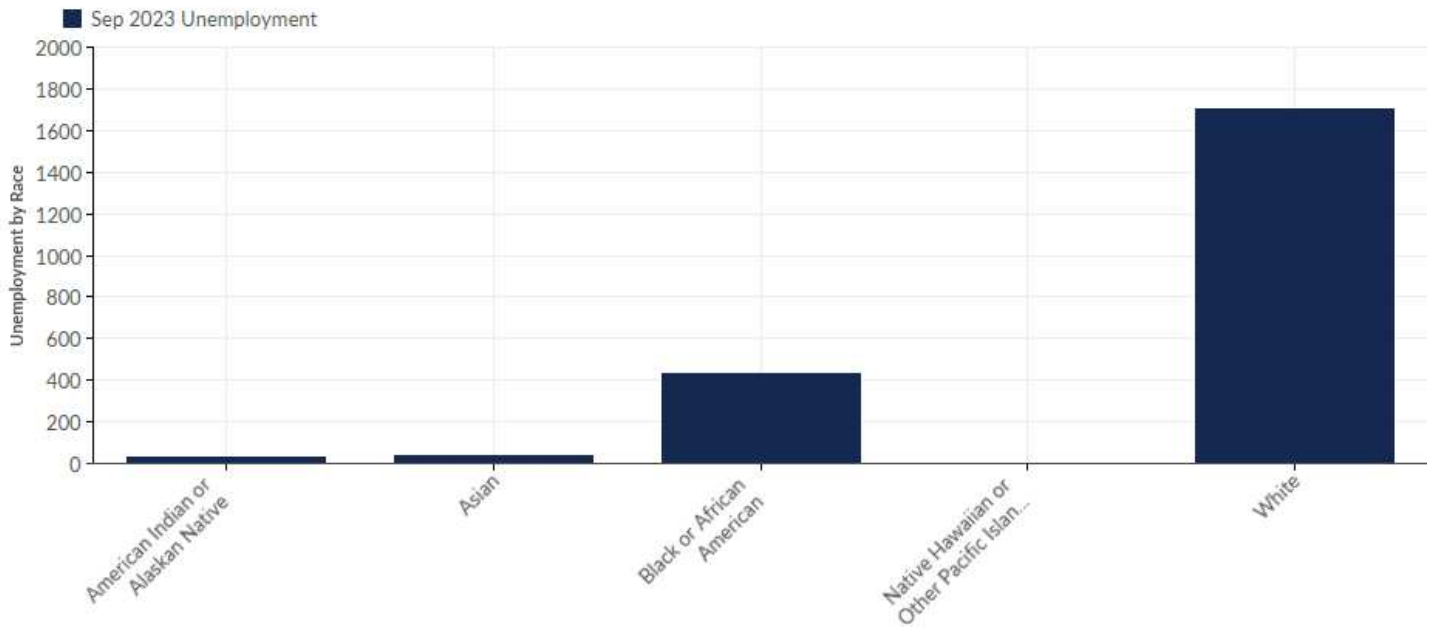
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	51	2.31%
22-24	88	3.99%
25-34	441	20.01%
35-44	520	23.59%
45-54	467	21.19%
55-59	257	11.66%
60-64	224	10.16%
65+	156	7.08%
Total	2,204	100.00%

Unemployment by Gender



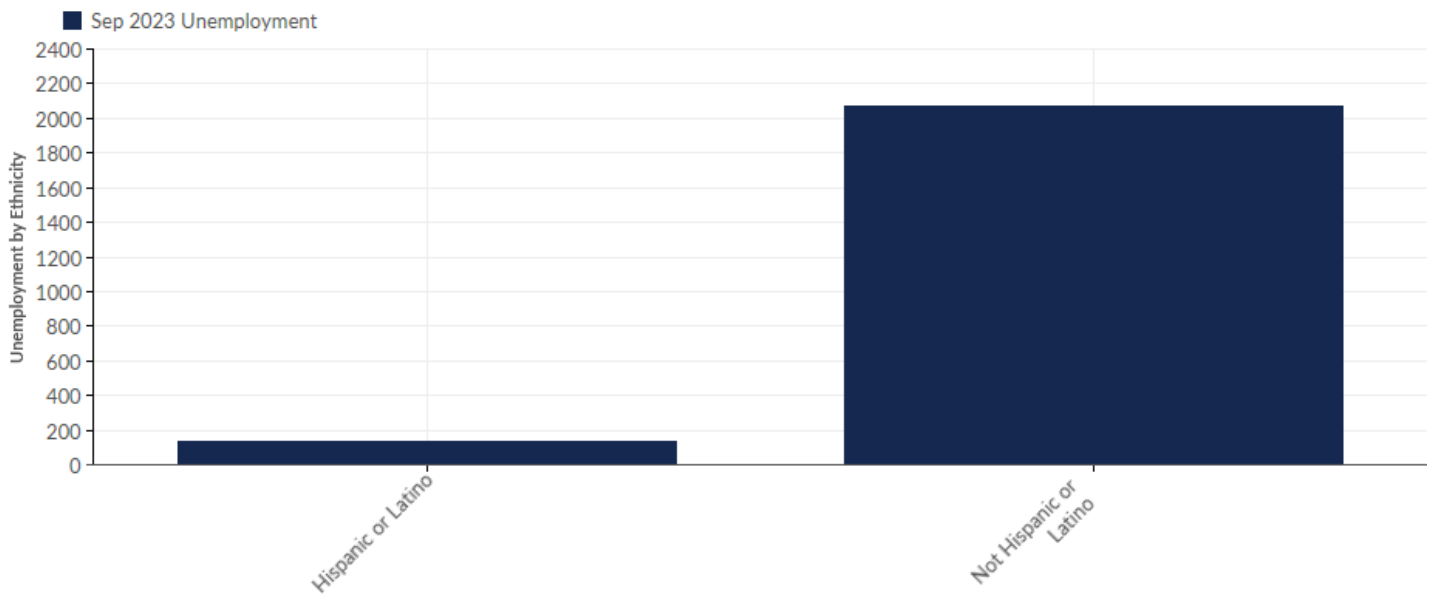
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	1,020	46.28%
Males	1,184	53.72%
Total	2,204	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	32	1.45%
Asian	36	1.63%
Black or African American	433	19.65%
Native Hawaiian or Other Pacific Islander	3	0.14%
White	1,700	77.13%
Total	2,204	100.00%

Unemployment by Ethnicity

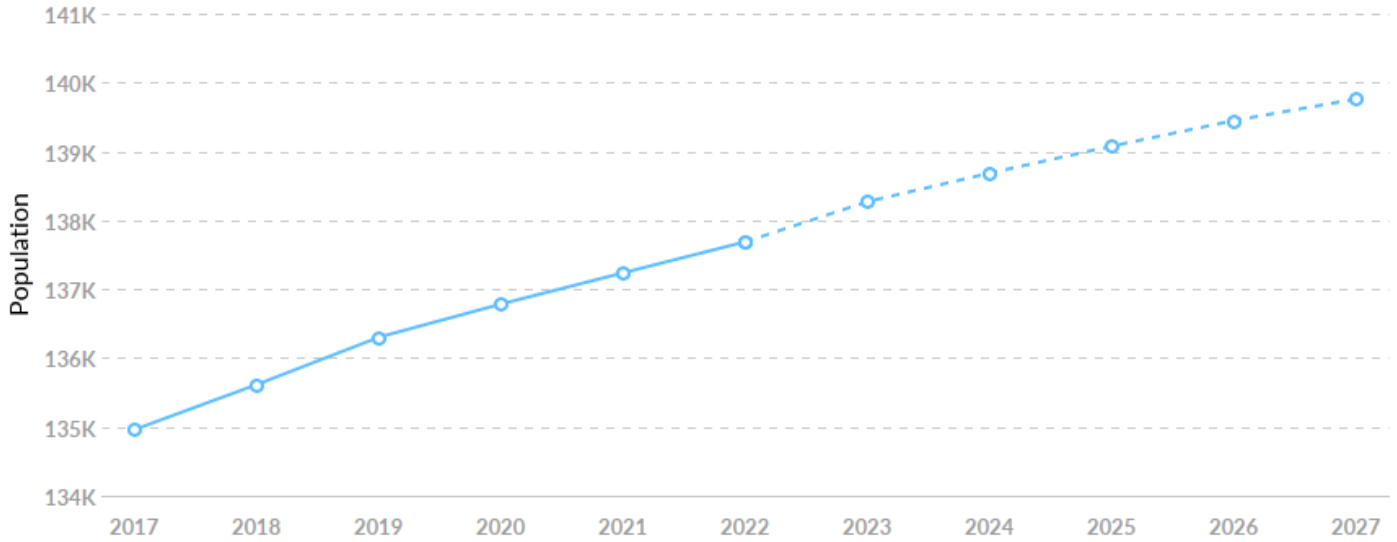


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	137	6.22%
Not Hispanic or Latino	2,067	93.78%
Total	2,204	100.00%

Historic & Projected Trends

Population Trends

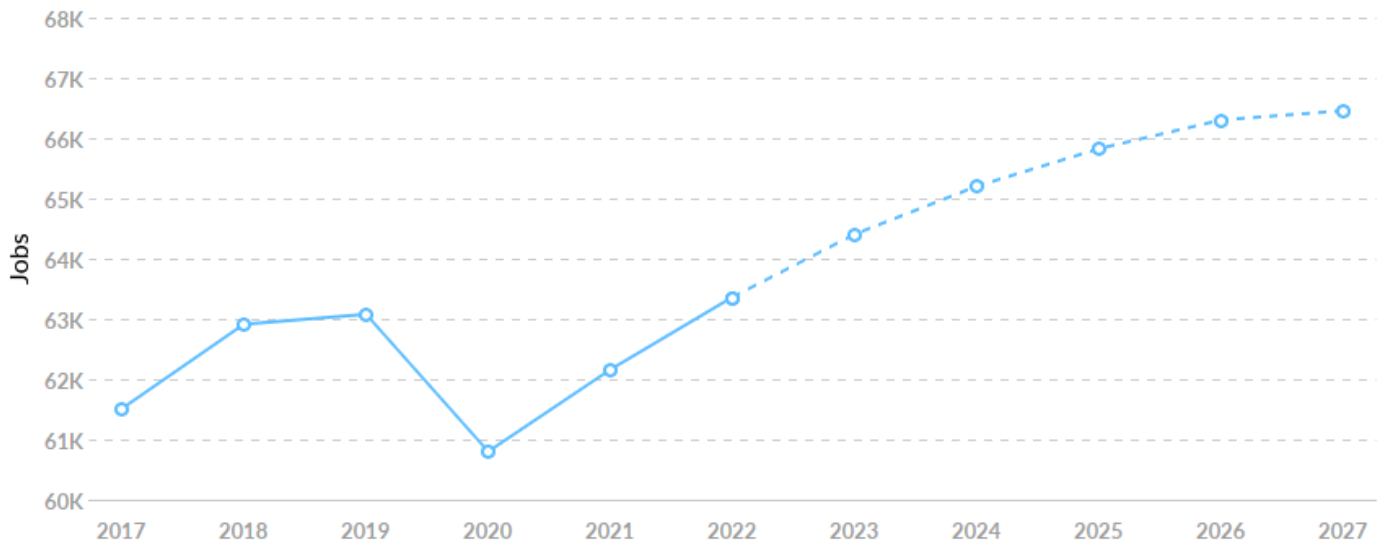
As of 2022 the region's population increased by 2.0% since 2017, growing by 2,727. Population is expected to increase by 1.5% between 2022 and 2027, adding 2,073.



Timeframe	Population
2017	134,961
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	139,449
2027	139,761

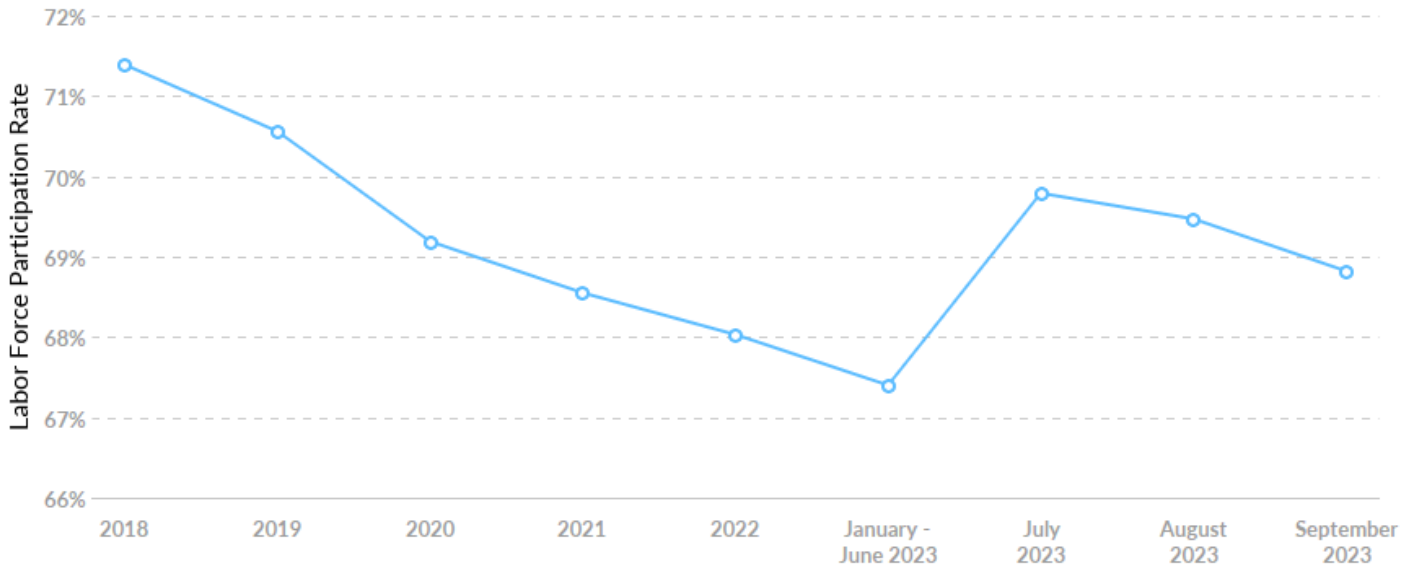
Job Trends

From 2017 to 2022, jobs increased by 3.0% in Washington County, WI from 61,509 to **63,363**. This change fell short of the national growth rate of 3.8% by 0.8%.



Timeframe	Jobs
2017	61,509
2018	62,912
2019	63,077
2020	60,799
2021	62,160
2022	63,363
2023	64,406
2024	65,203
2025	65,825
2026	66,302
2027	66,456

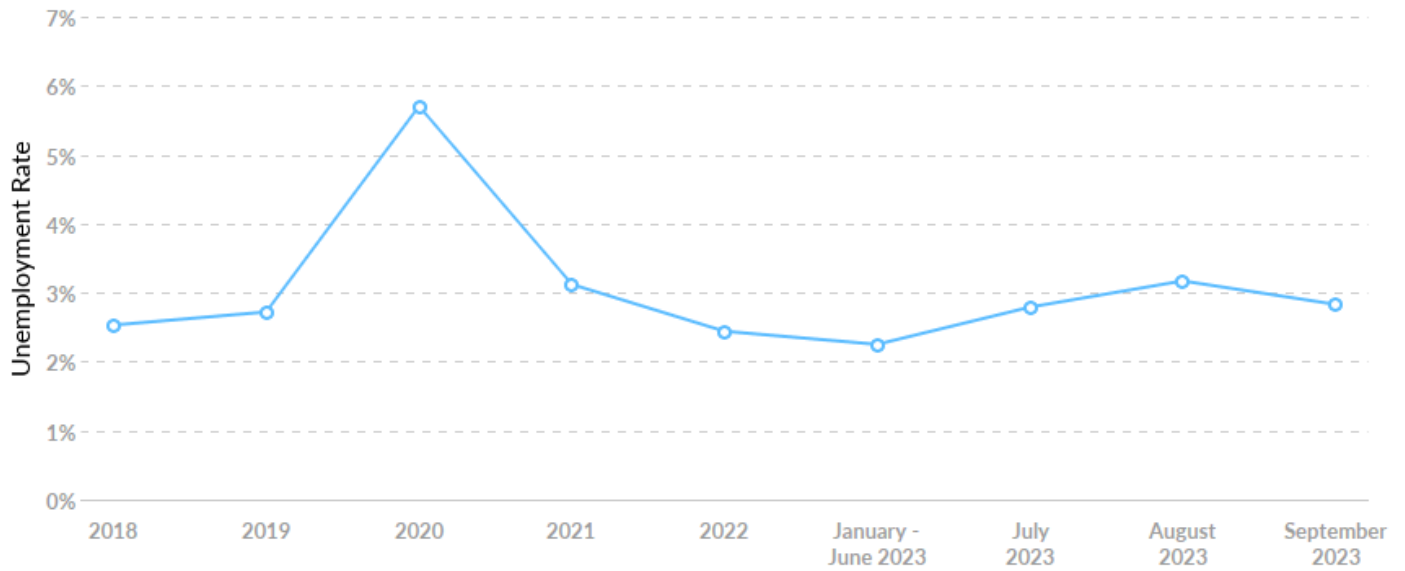
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	71.39%
2019	70.56%
2020	69.19%
2021	68.55%
2022	68.03%
January - June 2023	67.40%
July 2023	69.79%
August 2023	69.47%
September 2023	68.82%

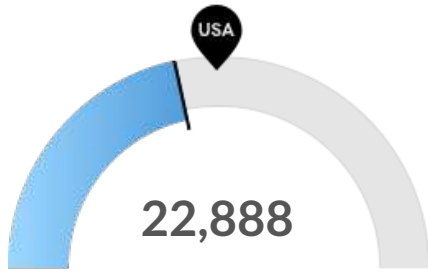
Unemployment Rate Trends

Washington County, WI had a September 2023 unemployment rate of 2.83%, **increasing from 2.53%** 5 years before.



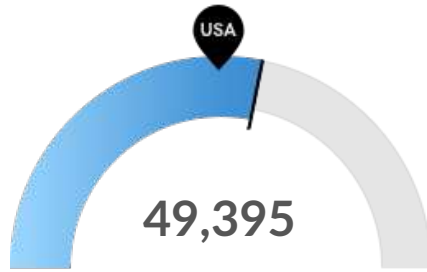
Timeframe	Unemployment Rate
2018	2.53%
2019	2.72%
2020	5.70%
2021	3.12%
2022	2.44%
January - June 2023	2.25%
July 2023	2.79%
August 2023	3.17%
September 2023	2.83%

Population Characteristics



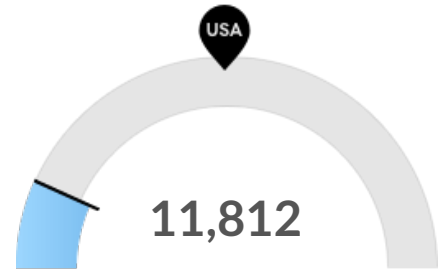
Millennials

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



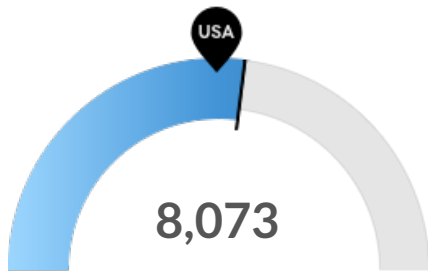
Retiring Soon

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.



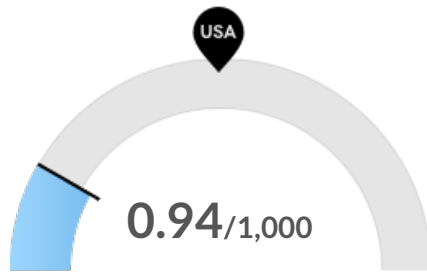
Racial Diversity

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.



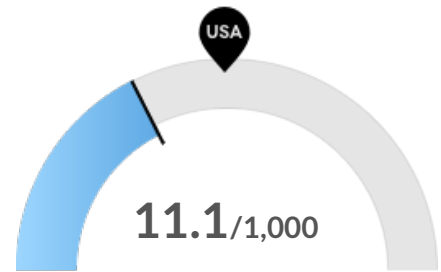
Veterans

Washington County, WI has 8,073 veterans. The national average for an area this size is 7,205.



Violent Crime

Washington County, WI has 0.94 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

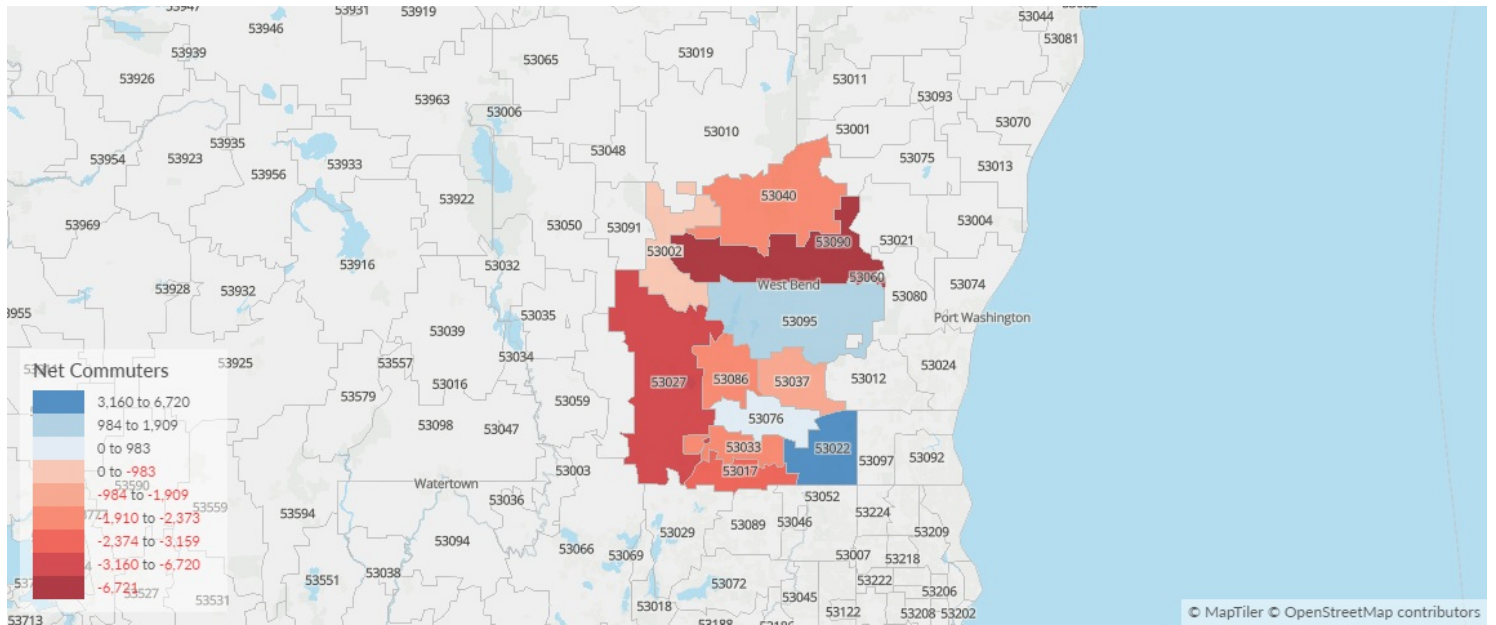


Property Crime

Washington County, WI has 11.1 property crimes per 1,000 people. The national rate is 17.8 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

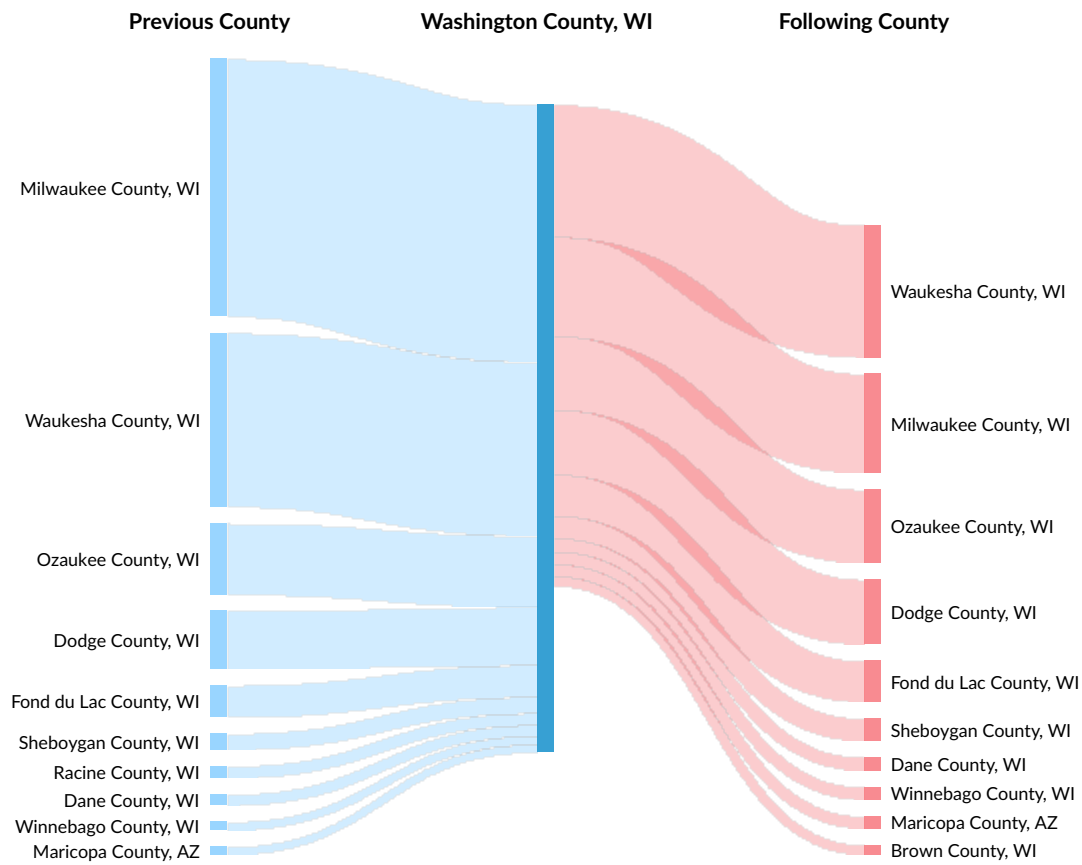
Where Talent Lives

ZIP	Name	2022 Employment	ZIP	Name	2022 Workers
53095	West Bend, WI (in Was...	16,222	53095	West Bend, WI (in Was...	15,238
53022	Germantown, WI (in Wa...	15,362	53027	Hartford, WI (in Washin...	12,633
53027	Hartford, WI (in Washin...	9,473	53090	West Bend, WI (in Was...	12,256
53090	West Bend, WI (in Was...	5,535	53022	Germantown, WI (in Wa...	11,748
53037	Jackson, WI (in Washing...	4,810	53037	Jackson, WI (in Washing...	5,906

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 2020, **1,925** people have migrated from Milwaukee County, WI to Washington County, WI. In the same year, **990** people left Washington County, WI migrating to Waukesha County, WI. The total Net Migration for Washington County, WI in 2020 was **791**.



Top Previous Counties	Migrations
Milwaukee County, WI	1,925
Waukesha County, WI	1,298
Ozaukee County, WI	532
Dodge County, WI	434
Fond du Lac County, WI	238

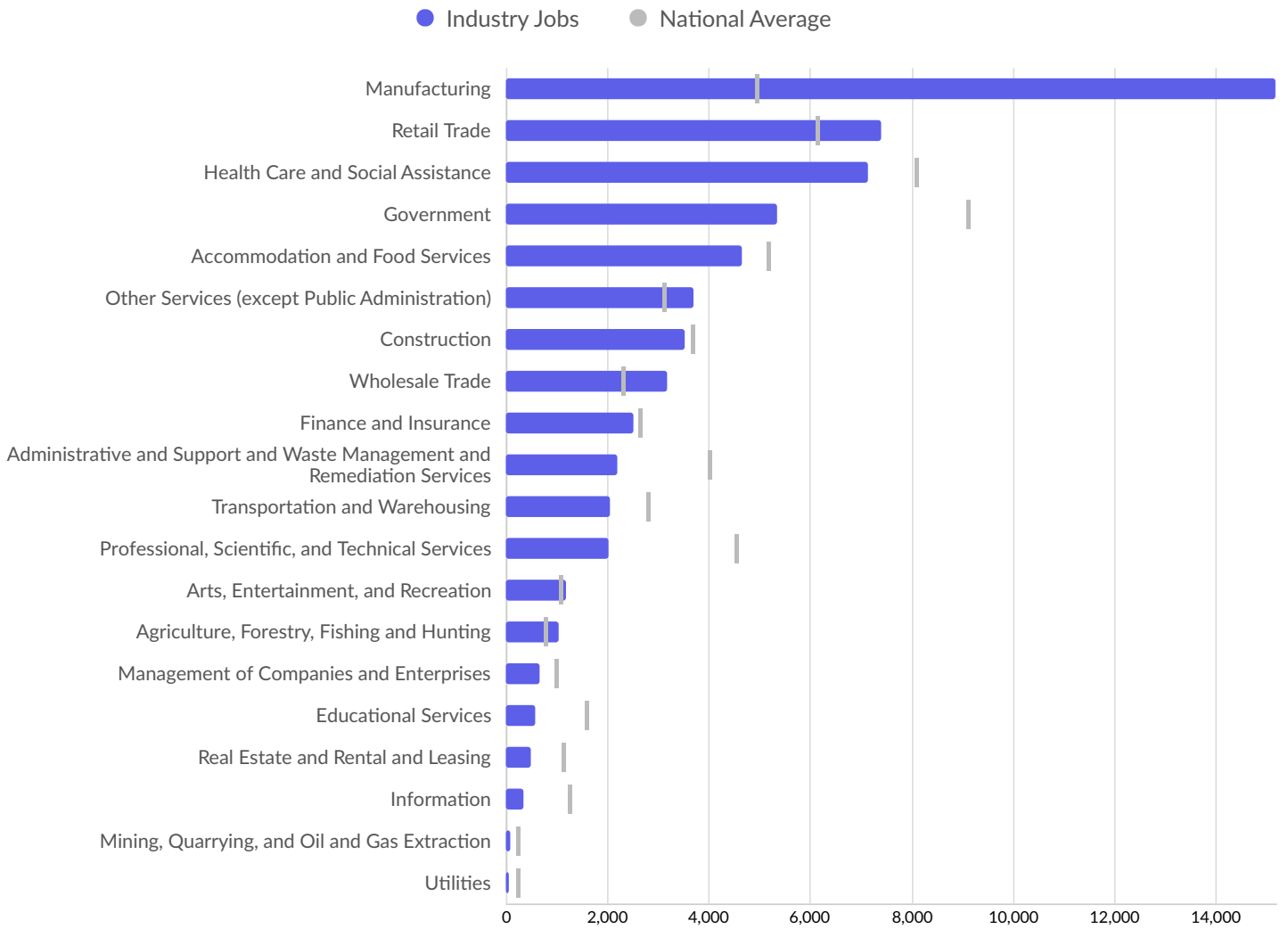
Top Previous Counties	Migrations
Sheboygan County, WI	120
Racine County, WI	89
Dane County, WI	82
Winnebago County, WI	63
Maricopa County, AZ	60
Jefferson County, WI	54
Cook County, IL	48
Outagamie County, WI	46
Brown County, WI	37
Winnebago County, IL	35
Top Following Counties	Migrations
Waukesha County, WI	990
Milwaukee County, WI	741
Ozaukee County, WI	549
Dodge County, WI	486
Fond du Lac County, WI	308
Sheboygan County, WI	166
Dane County, WI	100
Winnebago County, WI	94
Maricopa County, AZ	91
Brown County, WI	74
Jefferson County, WI	66
Racine County, WI	58
Outagamie County, WI	51
Cook County, IL	36

Top Following Counties**Migrations**

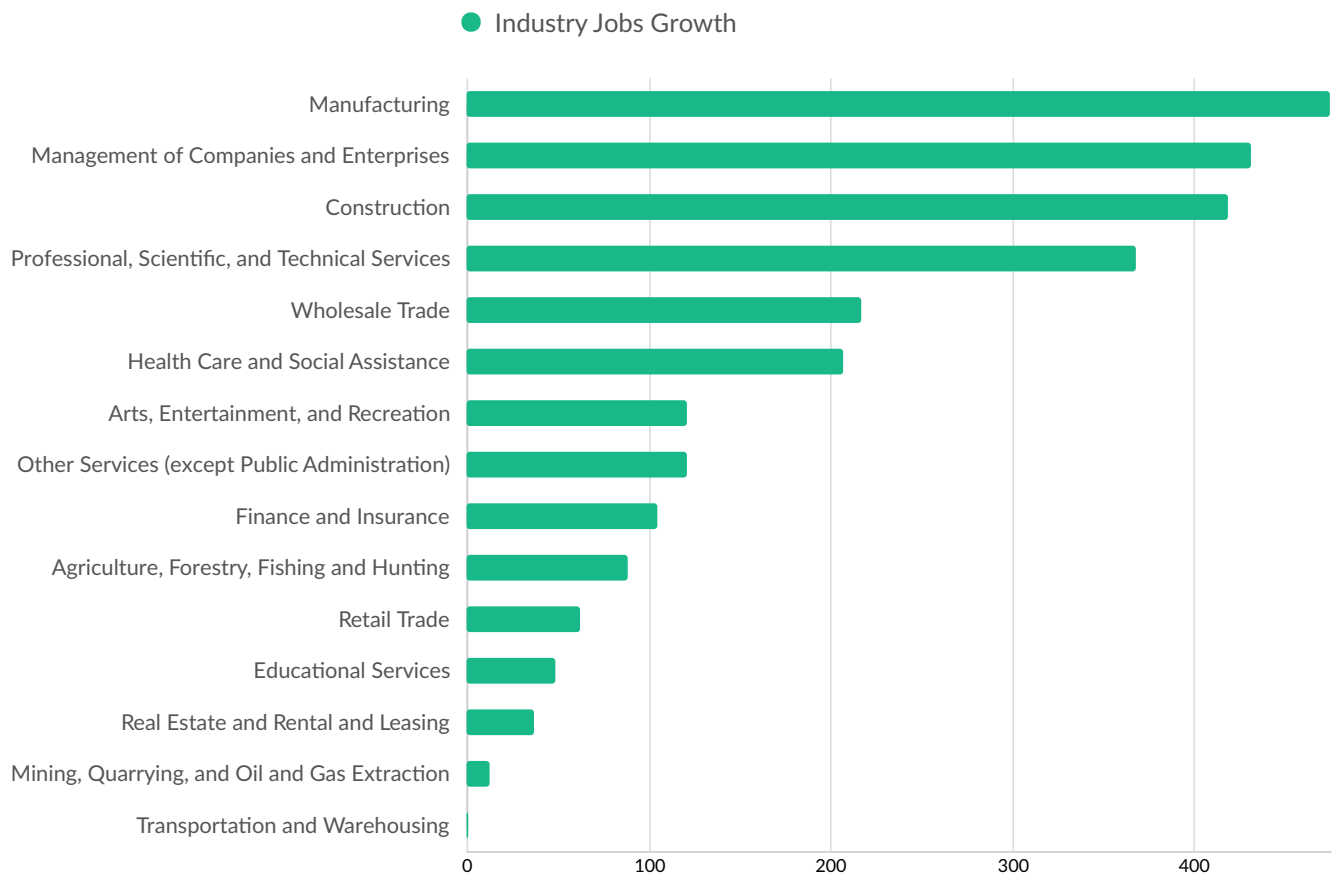
Pinellas County, FL35

Industry Characteristics

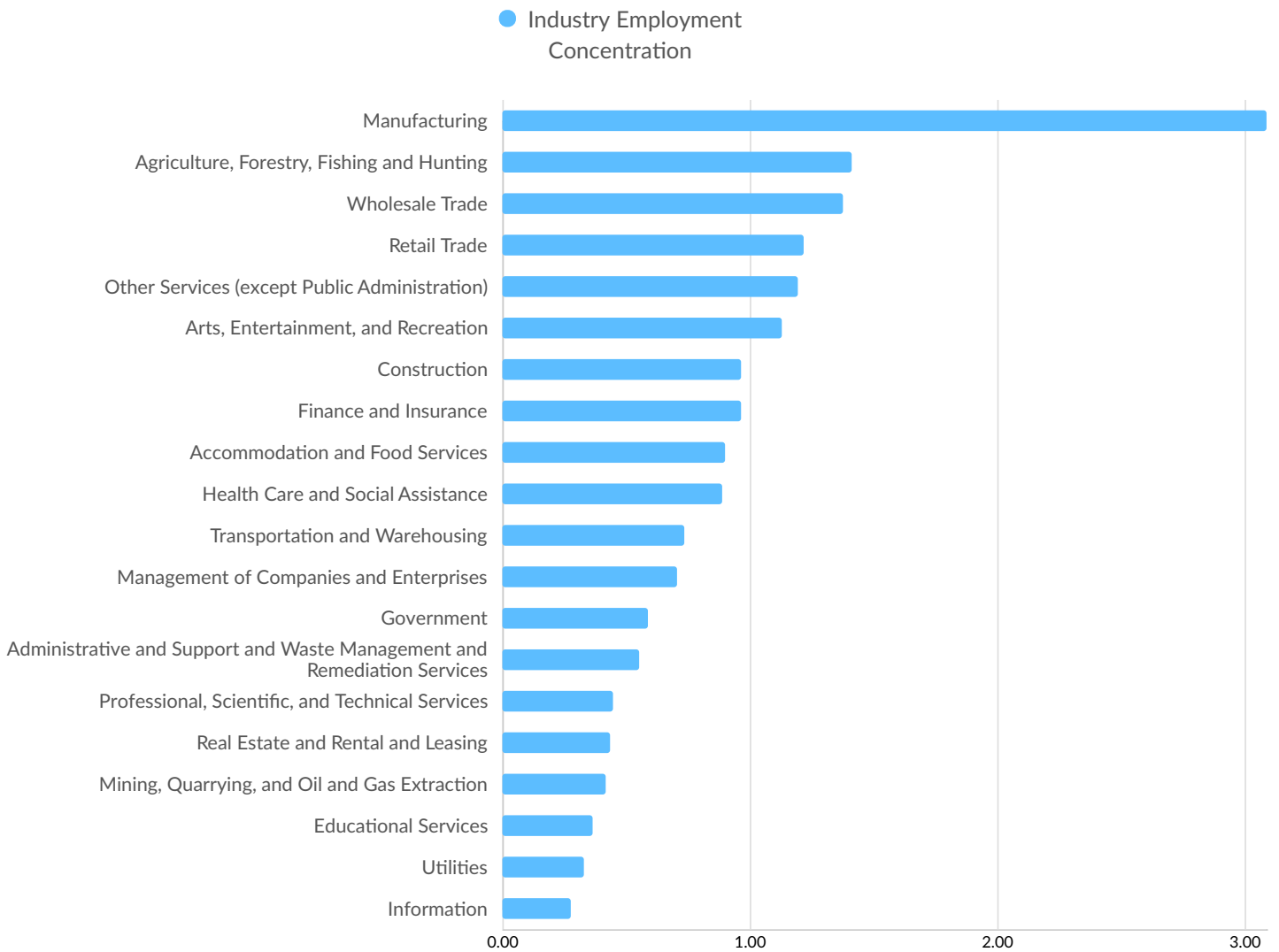
Largest Industries



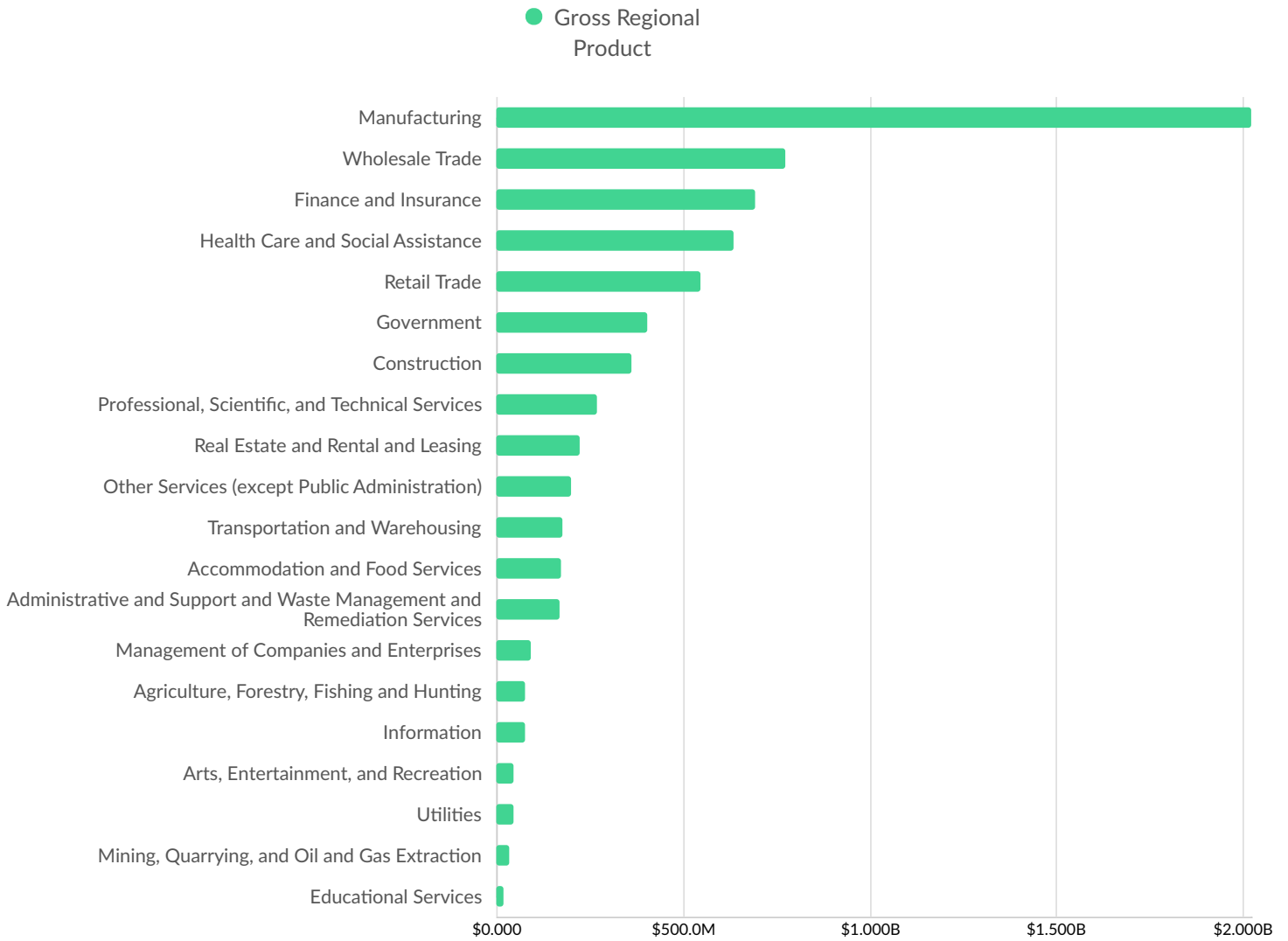
Top Growing Industries



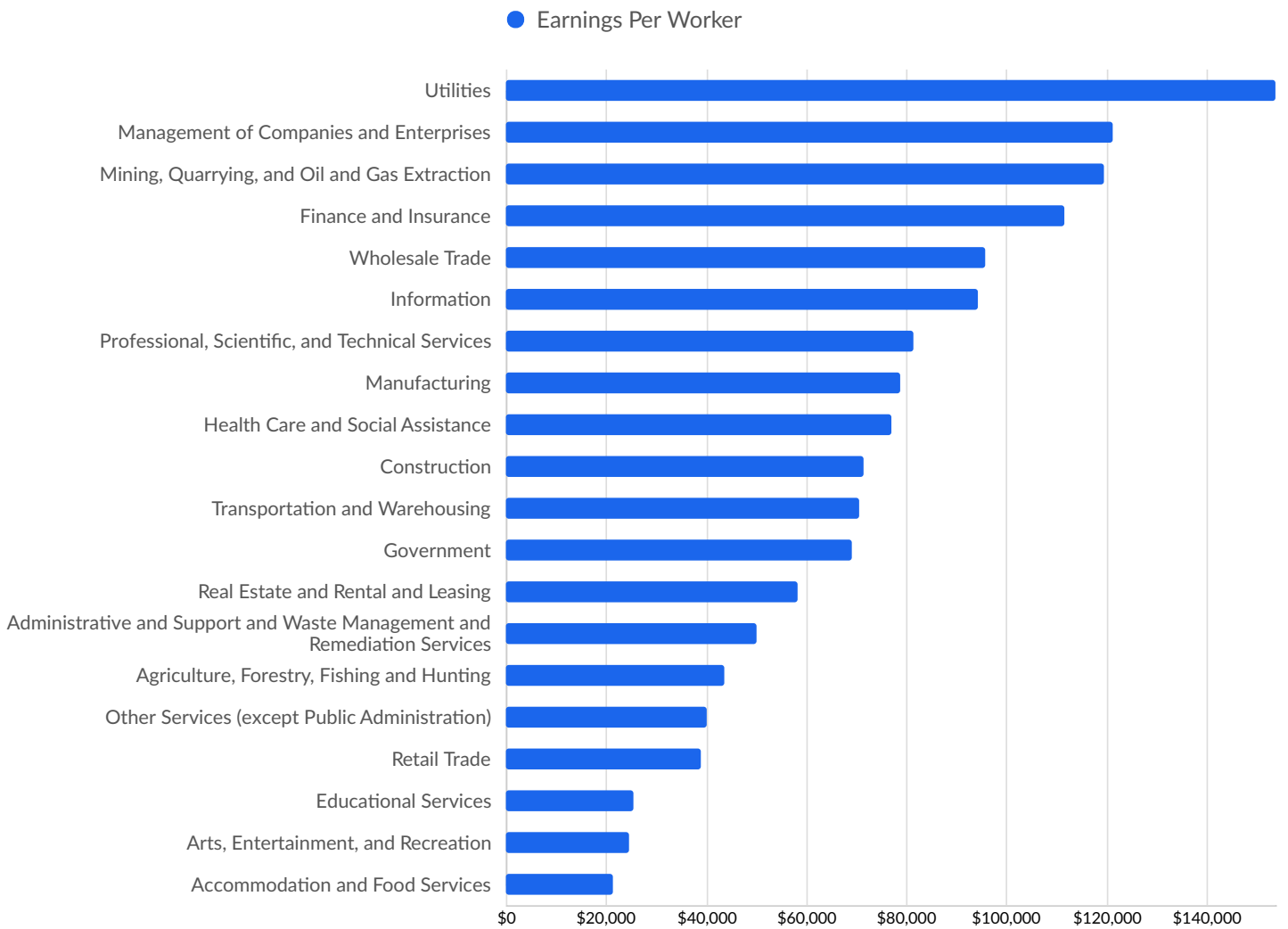
Top Industry Employment Concentration



Top Industry GRP






















Top Industry Earnings



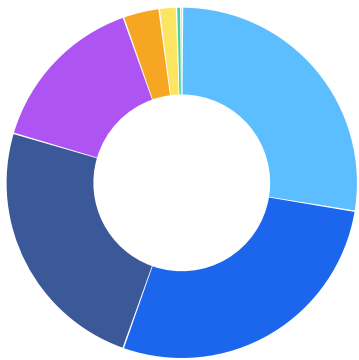
Business Characteristics

10,853 Companies Employ Your Workers

Online profiles for your workers mention 10,853 companies as employers, with the top 10 appearing below. In the last 12 months, 1,844 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...	730 	Advocate Aurora Health	581 
Advocate Aurora Health	632 	Atlas Preparatory Academy	328 
West Bend Mutual Insurance	423 	Froedtert & The Medical College...	322 
Kohl's	329 	Sysco	195 
Quad	293 	Piggly Wiggly	188 
FIS	255 	Aerotek	177 
Harley-Davidson	215 	Sterling Pharma Solutions	167 
West Bend School District	208 	ProHealth Care	155 
Northwestern Mutual	197 	Quad-C Management	140 
GE Healthcare	176 	Broan-Nutone	122 

Business Size

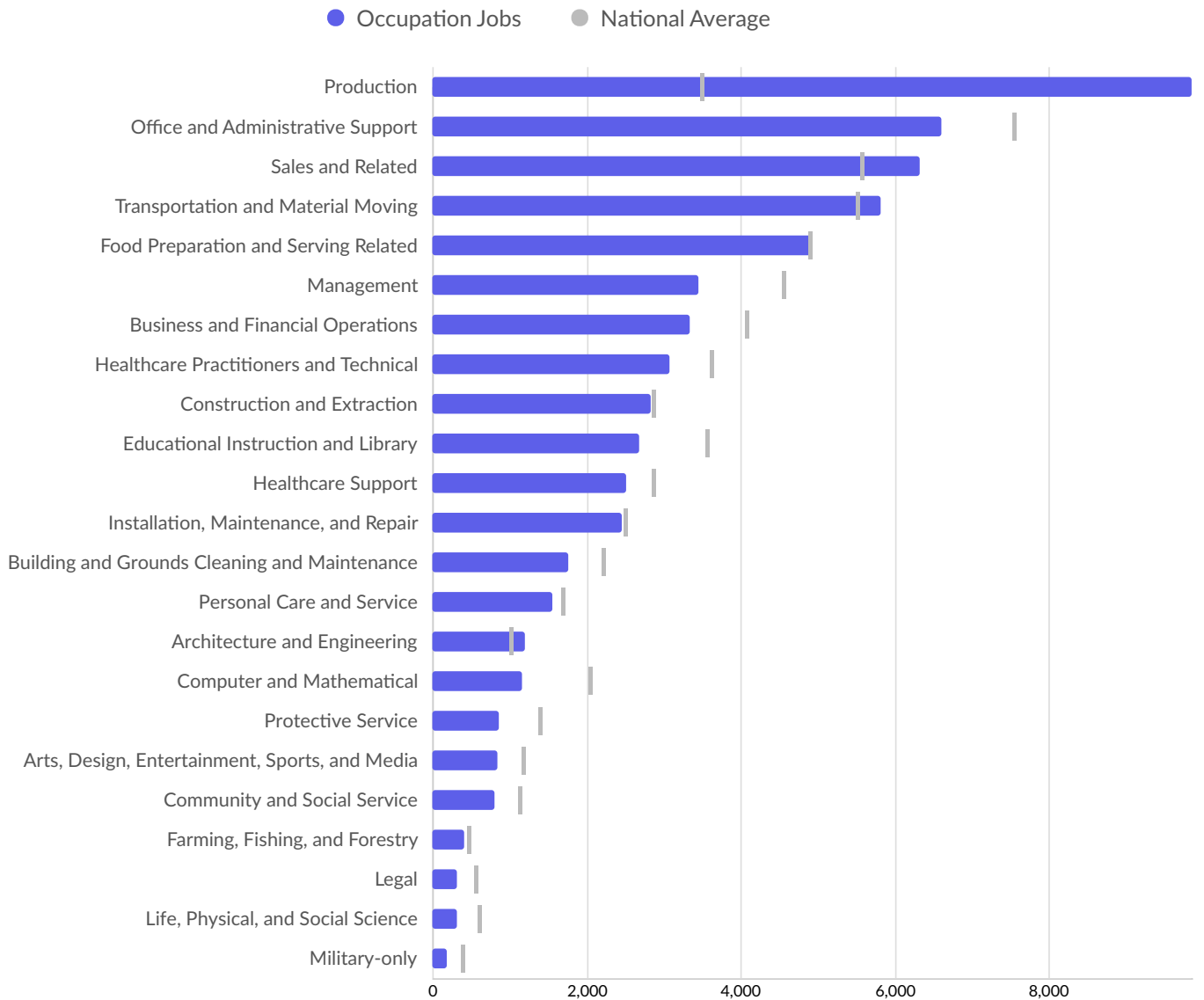


	Percentage	Business Count
● 1 to 4 employees	27.5%	1,198
● 5 to 9 employees	27.8%	1,212
● 10 to 19 employees	24.1%	1,051
● 20 to 49 employees	15.0%	655
● 50 to 99 employees	3.3%	145
● 100 to 249 employees	1.6%	69
● 250 to 499 employees	0.4%	17
● 500+ employees	0.2%	7

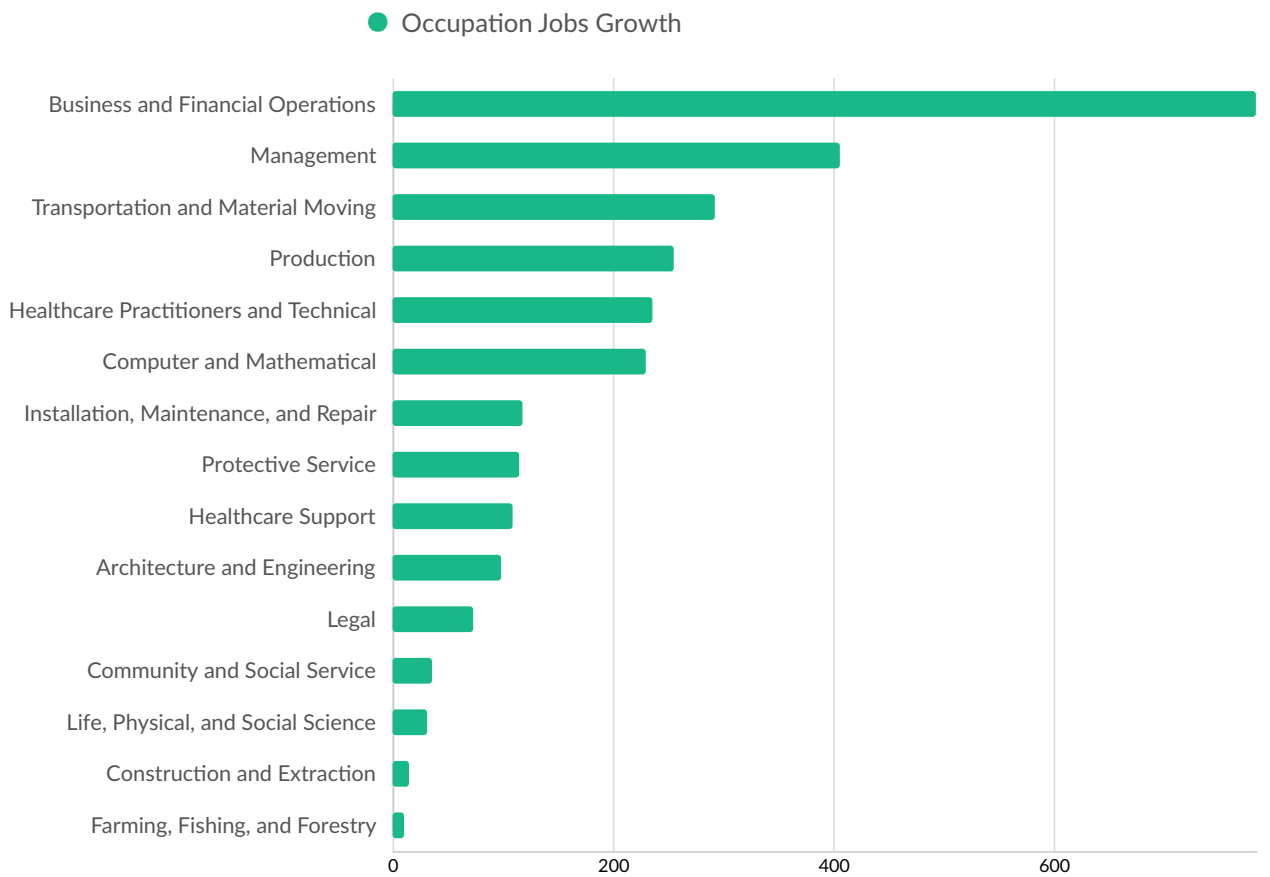
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

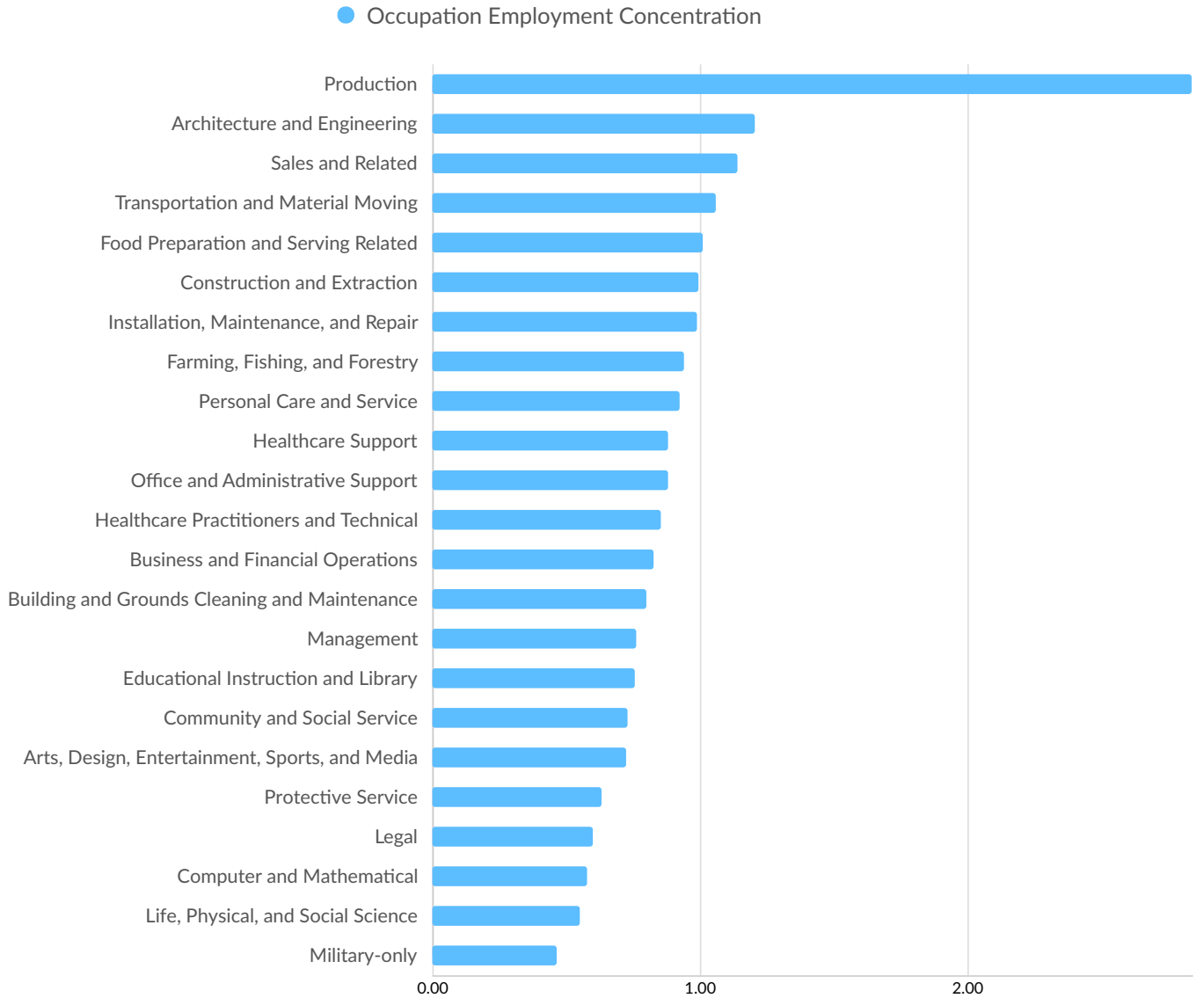
Largest Occupations



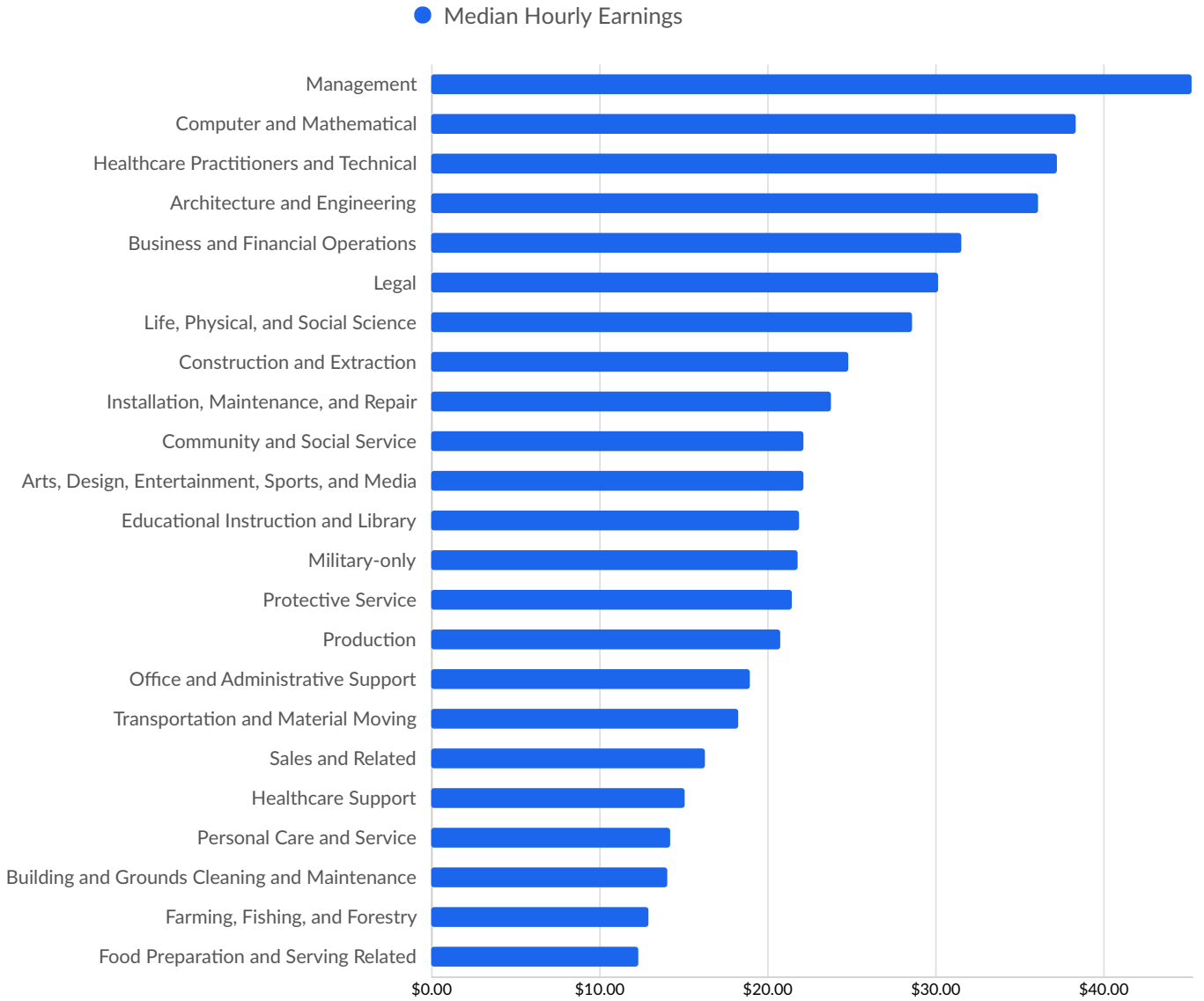
Top Growing Occupations



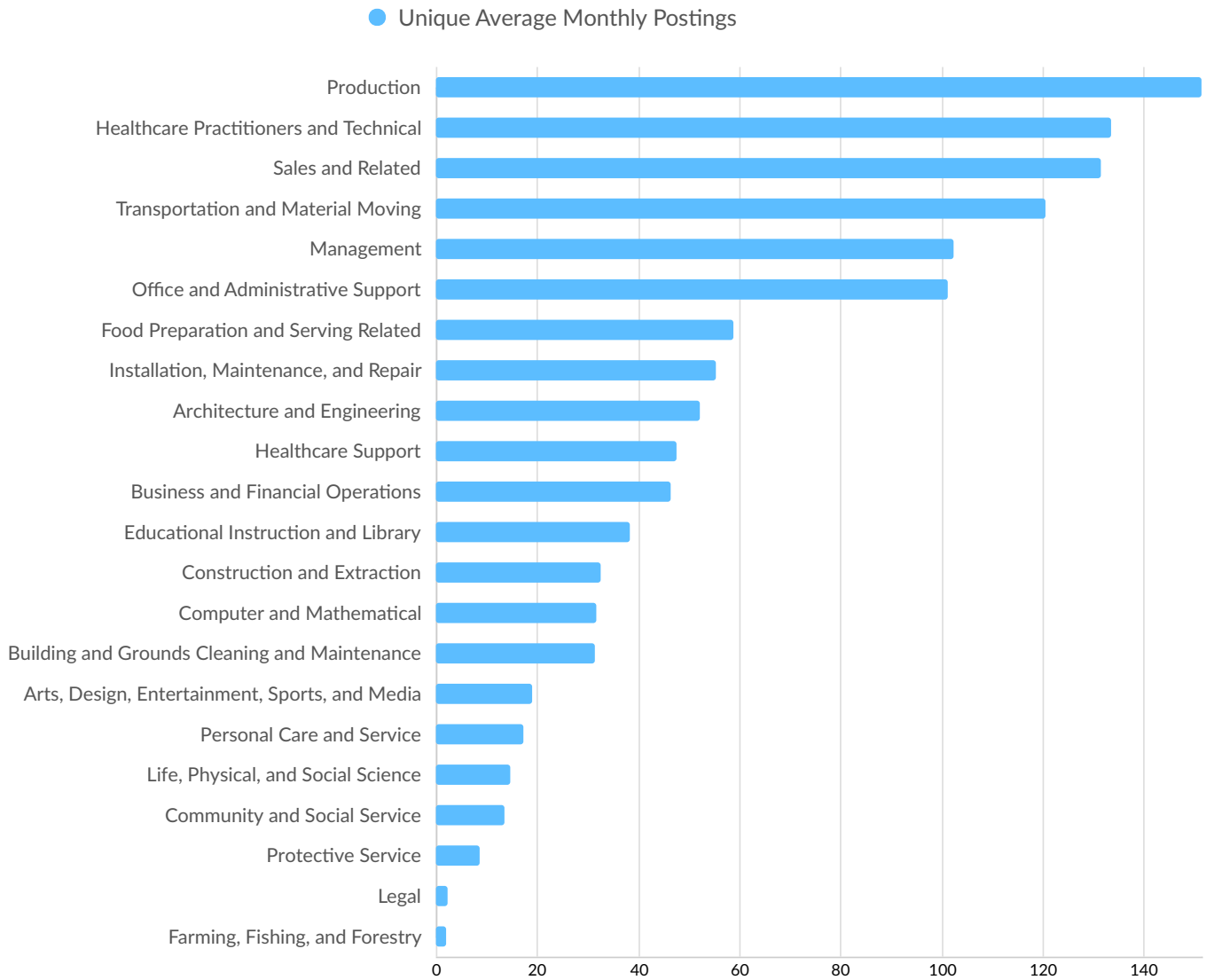
Top Occupation Employment Concentration



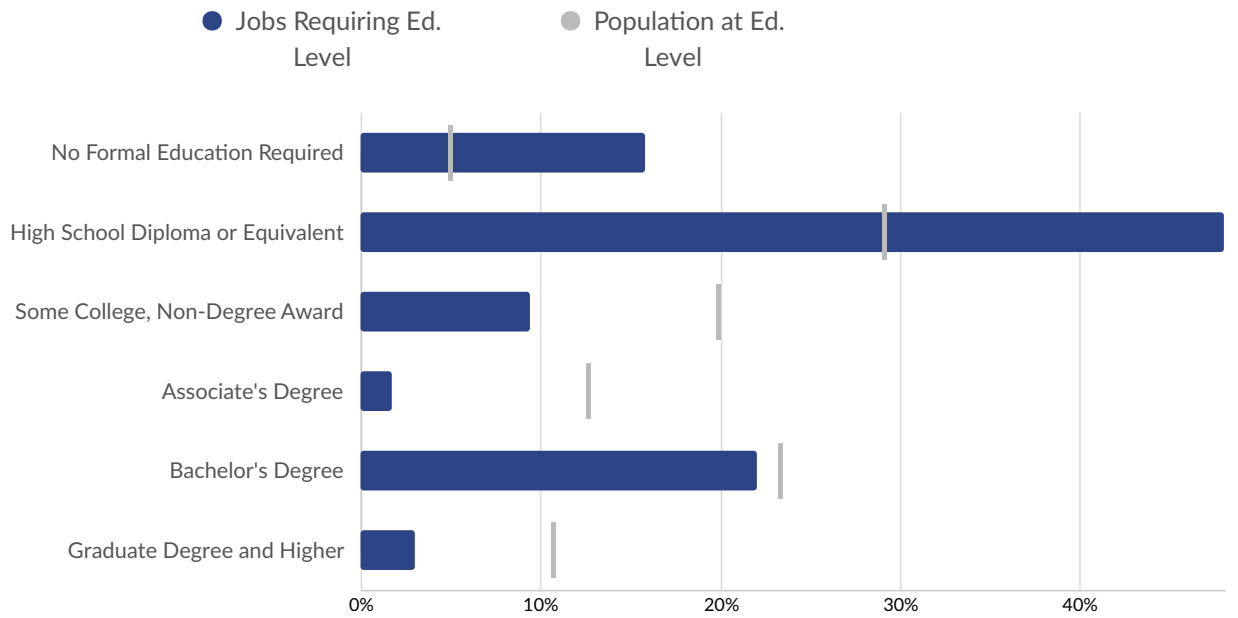
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

