

POPULATION AND DEMOGRAPHICS

Population 2023: 85,468

Median Age: 40.6



HOUSING AND INCOME

2023

Households: 34,297

Median Household Income: \$70,410

Per Capita Income: \$36,431

Median Home Value: \$268,642

Average Household Size: 2.41

LABOR FORCE

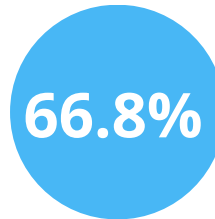
Labor Force: 47,220*

Employment: 45,741*

Unemployment: 1,479*

Unemployment Rate: 3.1%*

*June 2023



County Labor Force
Participation Rate (2022)

INDUSTRIES AND OCCUPATIONS

2021

TOP 5 OCCUPATIONS BY EMPLOYMENT

Production: 6,870

Transportation and Material Moving: 3,550

Office and Administrative Support: 3,390

Sales and Related Occupations: 3,230

Food Preparation and Serving Related Occupations: 2,370

TOP 5 INDUSTRIES BY EMPLOYMENT

Manufacturing: 10,289

Trade, Transportation, Utilities: 6,252

Education & Health Services: 5,193

Leisure and Hospitality: 2,861

Professional & Business Services: 2,846

NOTABLE EMPLOYERS

Generac Power Systems | Jefferson and Whitewater | Backup power generation manufacturer

Spacesaver | Fort Atkinson | Shelving and locker manufacturing

Trek Bicycle | Waterloo | Bicycle manufacturing

Johnsonville | Watertown | Food processing

Doosan Bobcat | Johnson Creek | Ground care equipment

Jones Dairy Farm | Fort Atkinson | Food processing

Palermo's Pizza | Jefferson | Food processing