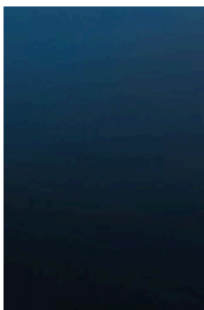
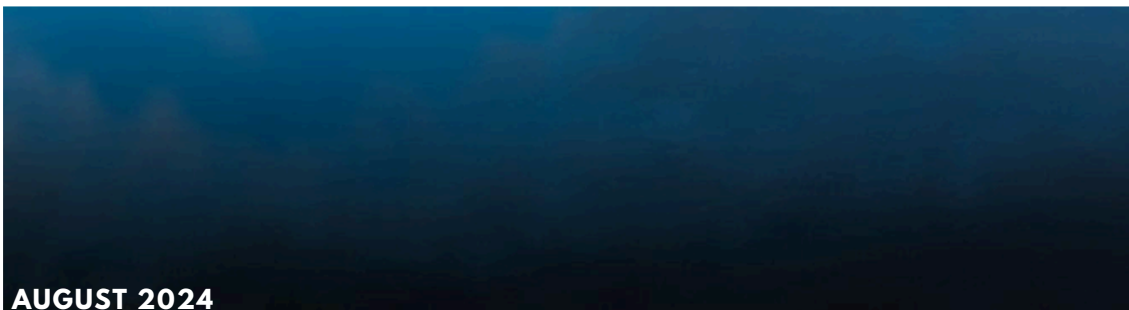
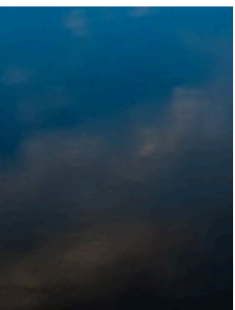
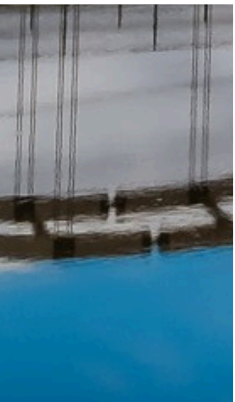




*Welcome to*

# JEFFERSON COUNTY

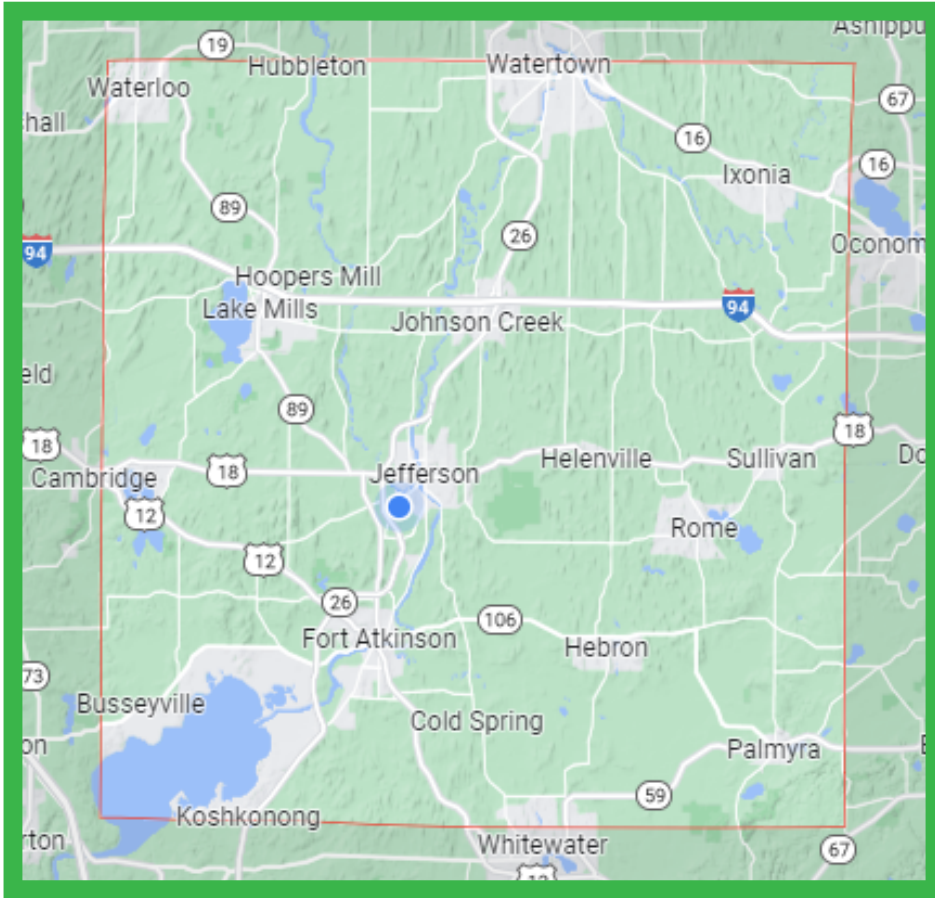


**AUGUST 2024**

# ABOUT JEFFERSON COUNTY

Area 583 sq. mi

County Seat Jefferson



*Palermo's Pizza expanded its operations into Jefferson County in 2023, producing an estimated 50 million frozen pizzas per year at the location.*



**Population:** 86,210

**Households:** 34,388

**Median Age:** 41.1

**Median Household Income:** \$83,159

*Source: ESRI 2024*

*Greater Jefferson County offers an ideal location. A population of more than 75,000,000 is reachable within a 500 mile radius, and includes major markets such as Minneapolis, Milwaukee and Chicago.*



**JEFFERSON COUNTY'S  
2% GROWTH RATE  
BETWEEN 2020 -  
2022 MAKES IT THE  
5TH FASTEST  
GROWING COUNTY  
IN THE STATE.**

*2023 WI DWD Jefferson County  
Workforce Profile*

# JEFFERSON COUNTY WORKFORCE & INDUSTRY SNAPSHOT

## TOP INDUSTRIES BY EMPLOYMENT

1. Manufacturing
2. Health Care and Social Assistance
3. Educational Services
4. Retail Trade
5. Construction

Source: ESRI

## JEFFERSON COUNTY LABOR BASIN

45 minute drive time

Population: 1,426,841

Labor force: 809,789

Households: 601,361

Source: Applied Geographic Solutions, December 2023

## JEFFERSON COUNTY LABOR FORCE

Total Labor Force: 46,760

Unemployment Rate: 3.1%

June 2024

Source: WI Dept of Workforce Development

LABOR FORCE PARTICIPATION RATE 2022

# 66.8%

National Labor Force Participation Rate: 62.5%

State Labor Force Participation Rate: 65.4%

Source: WI Dept of Workforce Development

## MANUFACTURING IN JEFFERSON COUNTY

Manufacturing is Jefferson County's top industry, with food and beverage manufacturing being the largest subsector.

# 10,136

MANUFACTURING - AVERAGE MONTHLY EMPLOYMENT

# 2,621

FAB - AVERAGE MONTHLY EMPLOYMENT

Source: Q3 2023, QCEW - Bureau of Labor Statistics

## KEY MANUFACTURING SUBSECTORS

Food Manufacturing

Beverage Manufacturing

Machinery Manufacturing

Plastics Product Manufacturing

Specialty Food Manufacturing

FAB Industry Machinery Manufacturing



Kikkoman Foods, Aztalan Bio and Nestle Purina PetCare announced investments of more than \$1.3 billion in 2024.



Thrive Economic Development is a non-profit 501(c)3 public-private organization created to promote the economic competitiveness of Greater Jefferson County by providing businesses with services to locate, expand or develop here. We help businesses and developers navigate local, regional, state and federal resources, as well as act as a liaison with local municipal leaders and regulatory authorities. ThriveED also assists in strategic initiatives across Greater Jefferson County that are focused on workforce development, infrastructure and quality of life.

photos  
top Row L-R: Watertown, Fort Atkinson, Lake Mills  
Middle Row L-R: Whitewater, Johnson Creek, Palmyra  
Bottom Row L-R: Cambridge, Jefferson, Waterloo

## CONTACT US

920-674-8711

[thriveED.org](http://thriveED.org)

