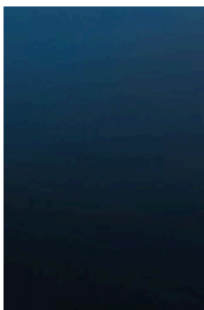
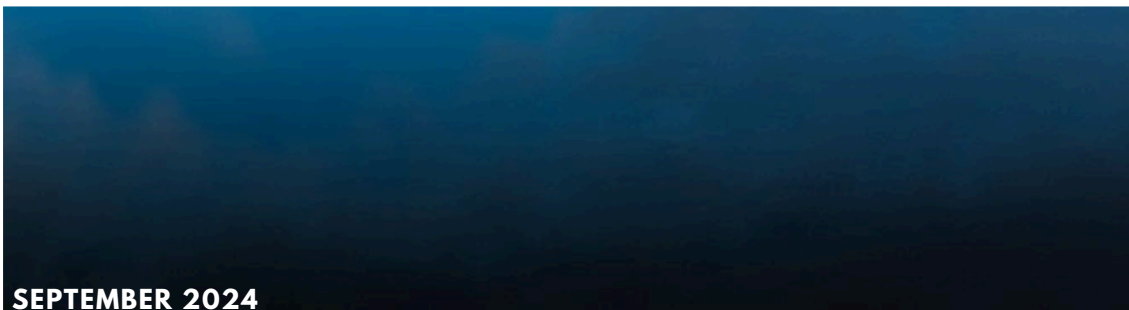
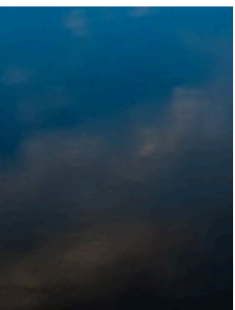
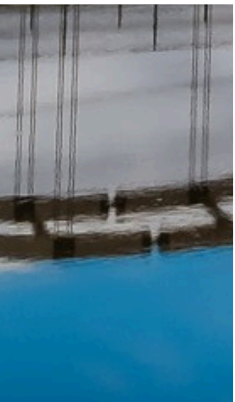




Welcome to

JEFFERSON COUNTY

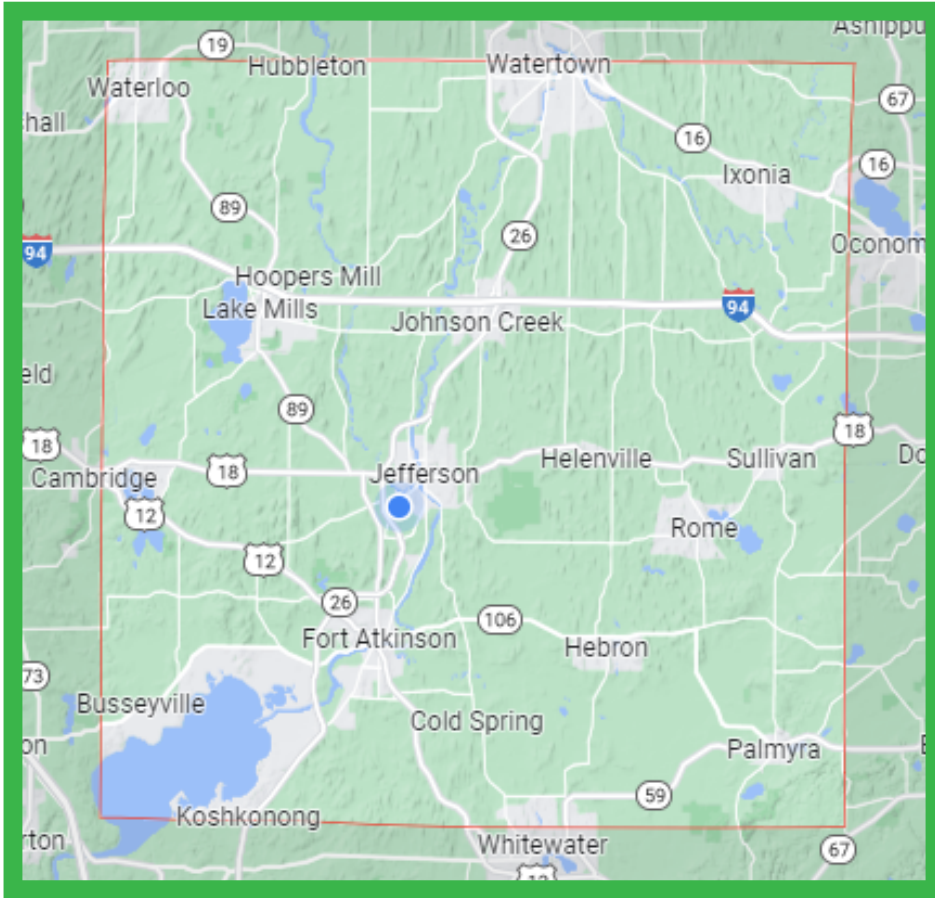


SEPTEMBER 2024

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: 46,796

Unemployment Rate: 2.9%

July 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

