

Waukesha County Data Profile

Population/Demographics			
Population (1,6)	1990	2000	2008
Waukesha County	304,715	360,767	380,629

Municipalities (ranked by population)

Waukesha, city	56,894	64,825	68,008
Brookfield, city	35,184	38,649	39,020
New Berlin, city	33,592	38,220	38,649
Menomonee Falls, village	26,840	32,647	34,607
Muskego, city	16,813	21,397	23,234
Oconomowoc, city	10,993	12,382	14,172
Pewaukee, city	9,339	11,783	12,494
Sussex, village	5,039	8,828	10,048
Pewaukee, village	5,287	8,170	8,801
Hartland, village	6,906	7,905	8,692
Mukwonago, village	4,464	6,162	7,232
Delafield, village	5,347	6,472	6,787
Elm Grove, village	6,261	6,249	6,133
Merton, village	1,199	1,926	2,973
Wales, village	2,471	2,523	2,692
North Prairie, village	1,322	1,571	2,061
Dousman, village	1,277	1,584	2,052
Eagle, village	1,182	1,707	1,823
Bulter, village	2,079	1,881	1,771
Nashotah, village	567	1,266	1,361
Big Bend, village	1,299	1,278	1,332
Lannon, village	924	1,009	1,130
Oconomowoc Lake, village	493	564	630
Chenequa, village	601	583	590
Lac La Belle, village	258	329	433

Population/Demographic Characteristics (1,6)	1990	2000	2008	% dist (08)
Population by age:				
Total	304,715	360,767	380,629	100.0
14 & under	69,117	77,901	70,226	18.4
15 to 24	39,932	41,587	49,857	13.1
25 to 34	48,453	42,266	40,183	10.6
35 to 44	52,958	65,173	49,925	13.1
45 to 54	36,927	56,475	66,715	17.5
55 to 64	27,402	33,931	50,913	13.4
65 +	29,926	43,434	52,810	13.9
Median age	34.0	38.1	41.6	

Population by sex:

Male	151,055	177,484	188,399	49.5
Female	153,660	183,283	192,230	50.5

Population by race:				
White	N.A.	349,235	361,192	94.9
Black/African American	N.A.	2,729	5,307	1.4
American Indian	N.A.	813	1,188	0.3
Asian	N.A.	5,471	9,255	2.4
Native Hawaiian	N.A.	97	123	0.0
Two or more	N.A.	2,422	3,654	1.0

Hispanic/Latino (2)	5,448	9,503	13,458	3.5
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Housing/Household Characteristics (1,6)	1990	2000	2008
Households	105,990	135,229	N.A.
Persons per household	2.83	2.63	N.A.

Housing Occupancy			
All housing units	110,452	140,309	155,710
Occupied housing units	105,990	135,229	N.A.
Vacant housing units	4,462	5,080	N.A.

Housing Tenure			
Occupied housing units	105,990	135,229	N.A.
Owner-occupied housing units	81,927	103,373	N.A.
Renter-occupied housing units	24,063	31,856	N.A.

Labor Force				
Labor Market (3)	Labor Force	Employment	Unemployed	% Unemployed
1998	213,737	208,937	4,800	2.2
1999	217,322	212,781	4,541	2.1
2000	211,340	205,678	5,662	2.7
2001	212,448	204,871	7,577	3.6
2002	211,431	201,730	9,701	4.6
2003	211,615	201,387	10,228	4.8
2004	211,352	202,376	8,976	4.2
2005	212,871	204,610	8,261	3.9
2006	217,344	209,175	8,169	3.8
2007	214,707	206,297	8,410	3.9
2008	213,744	205,356	8,388	3.9

Payroll Employment by Industry (4)	1990	2000	2008	% dist. (08)
Total	152,907	222,339	233,224	100.0

Goods producing	51,646	70,341	62,997	27.0
Natural resource & mining	466	655	555	0.2
Construction	9,731	15,463	14,899	6.4
Manufacturing	41,448	54,223	47,543	20.4

Service providing	101,261	151,998	170,227	73.0
Trade, transportation & utilities	34,999	49,007	50,562	21.7
Wholesale trade	11,131	17,811	17,526	7.5
Retail trade	19,003	24,078	25,036	10.7
Transp., warehousing & utilities	4,865	7,118	8,000	3.4
Information	2,697	5,320	4,497	1.9
Financial activities	7,059	12,873	14,946	6.4
Finance & insurance	5,925	10,425	11,995	5.1
Real estate, rental & leasing	1,134	2,448	2,951	1.3
Professional & business services	14,802	25,067	30,355	13.0
Professional & technical services	6,124	11,872	12,357	5.3
Management of companies	N.A.	1,841	5,893	2.5
Administrative & waste services	5,450	11,354	12,104	5.2
Educational & health services	12,197	20,442	25,554	11.0
Educational services	617	1,407	2,067	0.9
Health care & social assistance	11,580	19,035	23,488	10.1
Leisure & hospitality	11,641	15,569	19,140	8.2
Arts, entertainment & recreation	2,349	3,041	3,598	1.5
Accommodation & food services	9,293	12,528	15,542	6.7
Other services, excluding public	4,767	6,765	7,944	3.4
Government	13,092	16,955	17,230	7.4

Employment by Occupation (5)	2000	% dist.
Employed population 16 years and over	195,290	100.0
Management occupations	23,209	11.9
Business & financial operations occupations	11,096	5.7
Computer & mathematical occupations	6320	3.2
Architecture & engineering occupations	6082	3.1
Life, physical & social science occupations	1545	0.8
Community & social services occupations	2170	1.1
Legal occupations	1749	0.9
Education, training & library occupations	11,279	5.8

Arts, design, entertainment, sports, & media occ.	3512	1.8
Healthcare practitioner & technical occupations	11,886	6.1
Healthcare support occupations	3,088	1.6
Protective service occupations	1,984	1.0
Food preparation & serving related occupations	6,660	3.4
Building & grounds cleaning & maintenance occ.	3,503	1.8
Personal care & service occupations	4,250	2.2
Sales & related occupations	24,550	12.6
Office & administrative support occupations	30,921	15.8
Farming, fishing & forestry occupations	268	0.1
Construction & extractive occupations	8,398	4.3
Installation, maintenance & repair occupations	6,967	3.6
Production occupations	17,733	9.1
Transportation & material moving occupations	8,120	4.2

Worker Earnings by Industry - 2008 (4)	Employment	Wages (000)	Annual average earnings	Average weekly earnings
Total	233,224	\$10,454,999	\$44,828	\$862
Goods producing	62,997	3,460,179	54,926	1,056
Natural resource & mining	555	22,613	40,731	783
Construction	14,899	813,772	54,621	1,050
Manufacturing	47,543	2,623,794	55,188	1,061
Service providing	170,227	6,994,820	41,091	790
Trade, transportation & utilities	50,562	1,991,029	39,378	757
Wholesale trade	17,526	1,075,167	61,346	1,180
Retail trade	25,036	587,121	23,451	451
Transp., warehousing & utilities	8,000	328,741	41,093	790
Information	4,497	270,596	60,178	1,157
Financial activities	14,946	868,324	58,098	1,117
Finance & insurance	11,995	770,901	64,269	1,236
Real estate, rental & leasing	2,951	97,423	33,016	635
Professional & business services	30,355	1,598,363	52,656	1,013
Professional & technical services	12,357	791,489	64,050	1,232
Management of companies	5,893	420,895	71,423	1,374
Administrative & waste services	12,104	385,979	31,888	613
Educational & health services	25,554	1,069,006	41,833	804
Educational services	2,067	61,462	29,741	572
Health care & social assistance	23,488	1,007,544	42,897	825
Leisure & hospitality	19,140	252,537	13,194	254
Arts, entertainment & recreation	3,598	57,773	16,056	309
Accommodation & food services	15,542	194,764	12,532	241
Other services, excluding public	7,944	216,343	27,235	524
Government	17,230	728,549	42,284	813

Education			
Educational Attainment (6)	1990	2000	% change
Population 25 years & over	195,837	241,299	23.2
Less than 9th grade	8,451	5,537	-34.5
9th to 12th grade, no diploma	15,071	13,873	-7.9
High school graduate (incl. equivalency)	63,044	66,651	5.7
Some college, no degree	39,951	54,483	36.4
Associate's degree	16,334	18,492	13.2
Bachelor's degree	37,971	57,050	50.2
Graduate or professional degree	15,015	25,213	67.9
% high school graduate or higher	88.0	92.0	-
% bachelor's degree or higher	27.1	34.1	-

Primary & Secondary Education (7)	Private	Public	Total
Enrollment PK-12 (08-09)	12,539	62,600	75,139
High school graduates (07-08)	446	5,419	5,865

Public School Districts with High Schools (8)					
District (grade span)	Enrollment 08/09	Student teacher ratio 07/08	Current expenditure per student 07/08	Graduates 07/08	ACT composite score 08/09
Arrowhead UHS (9-12)	2,234	15.48	\$9,973	610	24.4
Elmbrook (PK-12)	7,363	12.89	11,031	673	24.4
Hamilton (PK-12)	4,439	14.40	9,449	320	23.2
Kettle Moraine (PK-12)	4,287	14.81	9,540	338	24.3
Menomonee Falls (PK-12)	4,575	13.14	10,597	387	22.5
Mukwonago (PK-12)	5,044	14.94	8,807	449	23.4
Muskego-Norway (PK-12)	4,887	14.82	9,784	444	23.5
New Berlin (PK-12)	4,794	15.60	9,830	386	24.1
Oconomowoc Area (PK-12)	4,727	14.11	9,480	388	22.3
Pewaukee (PK-12)	2,406	14.42	10,253	197	23.1
Waukesha (PK-12)	12,990	14.54	9,837	1,227	22.8

Economy/Income		
Personal Income (9)	Total (000)	Per Capita
1998	\$13,258,794	\$37,557
1999	14,048,504	39,260
2000	15,089,550	41,673
2001	15,079,767	41,331
2002	15,456,672	41,931
2003	15,872,276	42,734
2004	16,715,229	44,789
2005	17,525,016	46,735
2006	19,315,389	51,351
2007	19,979,147	52,713
2008	20,431,664	53,636

Private Nonfarm Establishments (10)	2000	2007
Total	12,569	13,177
Goods producing	2,774	2,699
Natural resource & mining	27	29
Construction	1,610	1,646
Manufacturing	1,137	1,024
Service providing	9,795	10,478
Trade, transportation & utilities	2,963	2,906
Wholesale trade	1,248	1,187
Retail trade	1,415	1,398
Transp., warehousing & utilities	300	321
Information	209	221
Financial activities	1,352	1,556
Finance & insurance	906	1,082
Real estate, rental & leasing	446	474
Professional & business services	2,107	2,287
Professional & technical services	1,268	1,390
Management of companies	95	114
Administrative & waste services	744	783
Educational & health services	1,098	1,376
Educational services	119	156
Health care & social assistance	979	1,220
Leisure & hospitality	820	1,016
Arts, entertainment & recreation	160	202
Accommodation & food services	660	814
Other services, excluding public	1,094	1,106
Unclassified & auxiliary	152	10
Private establishments 1,000+ employees	6	8

Selected Economic Statistics	
Median household income (2008) (\$) (11)	75,372
% of population in poverty (2008) (11)	3.9%
Manufacturing shipments (2002) (\$000) (12)	8,914,601
Wholesale sales (2002) (\$000) (12)	10,293,752
Retail sales (2002) (\$000) (12)	5,238,908
Retail sales per capita (2002) (\$) (12)	14,146

Major Private Sector Employers (13)

Company	Product or service	Employment range
Kohl's Corp.	Department stores	1000+
Quad/Graphics Inc.	Commercial printing	1000+
ProHealth Care	Health care services	1000+
GE Healthcare	Medical imaging devices	1000+
Target Corporation	Department stores	1000+
Community Memorial Hospital	Health care services	1000+
Cooper Industries	Electrical transformers	1000+
Harley Davidson Motor Co.	Motorcycles	1000+
United Parcel Service	Package delivery	1000+
Wheaton Franciscan Healthcare	Health care services	500-999

Notes & Sources

- (1) U.S. Census Bureau, Population Estimates, www.census.gov/popest/estimates.php
- (2) Persons of Hispanic/Latino origin may be of any race
- (3) U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics (LAUS), www.bls.gov/lau/home.htm
- (4) U.S. Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), www.bls.gov/cew/home.htm
- (5) U.S. Bureau of Labor Statistics, Occupational Employment Statistics (OES), www.bls.gov/oes/home.htm
- (6) U.S. Census Bureau, 1990 & 2000 Decennial Census, factfinder.census.gov
- (7) Wisconsin Department of Public Instruction, dpi.wi.gov/sig/dm-demographics.html
- (8) Wisconsin Department of Public Instruction, data.dpi.state.wi.us/data/selschool.asp
- (9) U.S. Bureau of Economic Analysis, Regional Economic Accounts, www.bea.gov/regional/index.htm
- (10) U.S. Census Bureau, County Business Patterns, www.census.gov/econ/cbp/index.html
- (11) U.S. Census Bureau, American Community Survey, <http://www.census.gov/acs/www/>
- (12) U.S. Census Bureau, 2002 Economic Census, www.census.gov/econ/census02
- (13) Wisconsin Department of Workforce Development, worknet.wisconsin.gov/worknet/largemp.aspx?menuselection=ed