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Staff Memorandum

SUMMARY OF PRELIMINARY 2060 POPULATION, HOUSEHOLD, AND EMPLOYMENT PROJECTIONS

January 12, 2026

INTRODUCTION

This memorandum summarizes the preparation and results of the Southeastern Wisconsin Regional Planning Commission's (Commission or SEWRPC) population, household, and employment projections for the period from 2020 to 2060. It provides an overview of the methodology and procedures used to prepare the projections and documents the methodology used in estimating the labor force that could be expected based upon the projected 2060 population. Additional details and information on the projections will be published in SEWRPC Technical Report No. 11 (6th Edition), *The Population of Southeastern Wisconsin*, and SEWRPC Technical Report No. 10 (6th Edition), *The Economy of Southeastern Wisconsin*.

As with prior projections, the Commission developed high-, intermediate-, and low-growth projections of future population, households, and employment to account for the uncertainty inherent in predicting future socioeconomic conditions. The intermediate projections are considered the most likely outcome for the Region overall, and, for long-range planning purposes, constitute the Commission's forecasts. The high and low projections are intended to provide an indication of the range of outcomes that could conceivably be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios for the Region.

The Commission prepared population, household, and employment projections for the period 2010 to 2050 at the beginning of the VISION 2050 process, included here to provide a basis for comparison with the draft 2060 projections. The intermediate projections for VISION 2050 anticipated that the Region's population would increase from 2,019,900 in 2010 to 2,354,000 in 2050, an increase of 16.5 percent. Households would increase from 800,100 in 2010 to 972,400 in 2050 (21.5 percent increase) and employment would increase from 1,176,600 in 2010 to 1,386,900 in 2050 (17.9 percent increase). The projections were increased during the planning process and a subsequent amendment to the plan. The result is a year 2050 forecast of 2,421,600 people, 1,001,200 households, and 1,428,700 jobs for the Region.

Since VISION 2050's original adoption and amendment, population and household growth has been slower than projected, while the Region has experienced notable economic growth and employment growth has outpaced projections.

POPULATION PROJECTIONS

General Approach

The Commission population projections for 2020-2060 were prepared using a cohort-component model. The cohort-component method is a widely accepted approach that estimates future population by age and gender cohorts, based on expected trends in births, deaths, and migration within each cohort. A similar methodology has been used for previous Commission projections.

The Commission's model projects the resident population by five-year age-sex groups (or cohorts) for eight points in time (2025, 2030, 2035, 2040, 2045, 2050, 2055, and 2060) over the 40-year projection period from 2020 to 2060. The model uses the 2020 census population counts by age and sex as the base year 2020 population (the starting point) and projects each age-sex group forward in five-year increments based upon assumptions regarding survival and migration for each group. The number of births during each five-year cycle is estimated based upon the number of child-bearing age females and assumed future fertility rates. The model was run at the county level to account for local trends and then aggregated to produce projections for the Southeastern Wisconsin Region projections. Table 1 presents the population of the Region by county from 1950-2020.

The model required assumptions about future survival rates, fertility rates, and migration, informed by historical data and anticipated trends at the county, regional, State, and national levels. The same set of assumptions regarding future survival and fertility rates were used for the high-, intermediate-, and low-growth scenarios. The scenarios differ primarily in terms of assumed future migration.

Underlying Assumptions

The assumptions regarding future survival rates, fertility rates, and migration used in the cohort-component model were developed with the assistance of Wisconsin Department of Health Services (DHS) demographers. The projected trends in fertility rates, survival rates and migration are described below.

Future Fertility Rates

In the model, fertility rates are expressed in terms of births per child-bearing age female per year. Future fertility rates were established for five-year age groups of females age 15 to 44 years by county. The future fertility rate was derived by using historic data and calculating the future trendline[1] for each five-year cycle through 2060. The resulting county-level age-specific fertility rates were reviewed to smooth out any apparent anomalies or outliers, which were manually adjusted as needed, and used to calculate total fertility rates for the Region.

Overall, the fertility rates of younger females under age 25 are anticipated to continue to decrease while the fertility rates of females over age 30 increase modestly, consistent with trends over the past two decades. The total fertility rate associated with the projected age-specific rates would rebound from the reduced rate of 2020 and then increase gradually over the course of the projection period.[2]

Future Survival Rates

In the model, survival rates are expressed in terms of the probability of surviving from one five-year age group to the next. Future survival rates were established with DHS assistance for five-year age groups

[1] Trendlines were calculated using four parameters: natural log, exponential, linear, and power. The resulting trendline with the highest R-squared, or goodness-of-fit, value was then used to project the future age-specific fertility rates.

[2] The total fertility rate is calculated as the sum of the age-specific rates for the five-year age groups between 15 and 44, multiplied by a factor of five, reflecting the fact that a female is in each age group for five years.

(through 85+) by county, using Life Table techniques.[3] The projected survival rates prepared by DHS indicate that survival rates in the Region will continue to gradually improve as they have for the past several decades.

Future Migration

Commission staff selected future net migration levels (total net migration for each county and the Region for each cycle of the projection period) based on historic migration trends in the Region while also considering factors which may influence future migration. Since net migration for the Region is the sum of the net migration for each county, future migration levels for the Region and its counties were considered simultaneously. Different future migration levels were selected for the high, intermediate, and low projections.

In the model, the total net migration for each county for each cycle is distributed to each age-sex cohort. DHS staff assisted the Commission in developing factors to be used in distributing the future total net migration by age-sex group. Although the assumed values change for each scenario, the high-, intermediate-, and low-growth scenarios consider the same factors for distributing net migration by cohort.

Future Migration Levels: Intermediate Projections

Under the intermediate projection, a key regional consideration was the continued aging and retirement of the baby-boom generation and the future need for workers to accommodate even modest employment growth in the Region. The intermediate projection assumed that there would be gradual modest increase in net migration to the Region as a whole in response to long term economic growth and the need for additional workers as baby-boomers retire. Under this scenario, the Region's overall migration pattern would change from one of modest net out-migration to one of modest net in-migration throughout the projection period.

To determine the county migration levels to be used in the intermediate projection, Commission staff developed projections of total net migration that would be reasonable for each county, given historic migration trends and which, at the same time, would be reasonable for the Region overall, given the underlying labor force considerations mentioned above.

A more detailed discussion of the factors considered in developing the projections of future migration levels for the Region and its counties under the intermediate-growth scenario will be presented in SEWRPC Technical Report No. 11 (6th Edition), *The Population of Southeastern Wisconsin*.

Future Migration Levels: High and Low Projections

Significantly different levels of future migration were assumed for the high and low population projections. For the high projection, it was assumed that there would be relatively steady net migration of population into the Region over the course of the projection period. For the low projection, it was assumed that there would be a moderate net out-migration from the Region in the short term, followed by modest net in-migration later in the projection period. The migration levels assumed for the high and low projections result in future population levels that effectively bracket the intermediate population projection for each county and for the Region.

The level of net migration for each five-year cycle of the projection period assumed under the intermediate projections for the Region and its counties is presented in Table 2.

[3] *A life table is a demographic tool showing probabilities of survival and death for a population at different ages, as documented in* Demography: Measuring and Modeling Population Processes *(2001) by Samuel Preston, Patrick Heuveline, and Michael Guillot.*

Factors Used in Distributing the Total Future Net Migration Levels by Age/Sex

In the model, the assumed total net migration by county for each five-year cycle (from above) was distributed by age and sex using migration rates from the 2020s, as calculated by Commission staff with the assistance of Wisconsin DHS. DHS first calculated survival rates using the Life Table technique, as discussed above, by five-year age groups and sex by county. Commission staff made minor adjustments to the migration rates provided by DHS to eliminate anomalies. In most counties, the migration rates are positive (indicating net in-migration) for some age groups and negative (indicating net out-migration) for others.

The age-sex-specific migration rates (positive for net in-migration, negative for net out-migration) were applied to the "surviving" population in each age-sex group, yielding preliminary migration figures by age and sex for each county. The preliminary migration figures were subsequently adjusted, resulting in final migration figures for each age-sex group for each county, whose sum matches the "target" migration level from above. This was done for each cycle of the projection period. This adjustment is described later in this memorandum.

Calculations

Commission staff aggregated the data and factors described above into an Excel workbook that comprises the cohort-component model. The cohort-component model as programmed by the Commission staff draws from several sources, including past Commission models and those presented in the literature.[4]

The model used for the 2060 projections involves the following series of calculations for each age-sex group for each cycle of the model, applied on a county basis.

1. Multiply the base population by the survival rate, yielding the "expected population" (i.e., the population that would be expected without any migration).

2. Multiply the expected population by the migration rate, yielding a preliminary net migration figure.

3. Adjust the preliminary net migration using a "plus-minus" method, yielding final net migration (see formulas in the spreadsheet for details).[5] This adjustment is necessary to ensure that the sum of net migration for all age groups for males and females combined for each county equals the county's target net migration for the cycle.

4. Add the expected population (Step 1) and the final net migration (Step 3), yielding the projected population at the end of the cycle (which becomes the base population for the start of the next cycle).

In addition, the number of births over each five-year cycle is calculated by applying the projected birth rates to the child-bearing age female population by five-year age groups (see formulas in spreadsheet for details). Total births are disaggregated into male and female births using statewide birth data for 2016-2020.

Figure 1 and Tables 3-5 show the Region's population by county for the high-, intermediate-, and low-growth projections. Figure 2 provides a comparison of the Commission's intermediate 2060 population projection with the previous 2050 population projections. Figure 3 presents the population distribution by general age group under the intermediate-growth scenario. Under the intermediate-growth scenario, the

[4] The Commission's model draws particularly on a model presented in Appendix H of Technical Paper 39, Guide for Local Area Population Projections, U.S. Bureau of the Census, July 1977.

[5] This adjustment method was adapted from the "plus-minus" adjustment technique presented in Appendix H of Census Bureau Technical Paper 39. This type of adjustment, rather than a simple proportional adjustment, is necessary because net migration in most counties is positive for certain age groups and negative for others.

Region's population is projected to increase by about 9.6 percent from 2,046,839 in 2020 to 2,265,215 in 2060. The projections envision that all seven counties in the Region would experience population growth over the period from 2020-2060.

HOUSEHOLD PROJECTIONS

The projected population by age provides the basis for projecting the number of households by county for each cycle of the projection period. Table 6 presents the actual number of households by county from 1970-2020.

Intermediate Household Projections

The methodology of projecting households for the intermediate projection involved three steps: projection of the population in households (as opposed to group quarters); projection of the average household size; and application of the projected household size to the projected household population, resulting in the projected number of households. This was done by county for each five-year cycle of the projection period between 2020 and 2060, as further described below:

Projected Population in Households

It was assumed that the relative shares of the total population residing in households and group quarters by age group would remain essentially unchanged from 2020 over the projection period. The projected household population was derived by applying the ratio of the household population to the total population for each age group in 2020 to the projected population for the age group.[6] This was done for each county for each five-year cycle of the projection period.

Projected Average Household Size

It was assumed that the household formation rates by age group for each county would remain essentially unchanged from 2020 over the projection period.[7] Under this assumption, a preliminary average household size for 2060 was derived for each county by dividing the projected household population for the county in 2060 from above by the number of households which would exist assuming that the household formation rates observed for each county in 2020 would continue over the projection period. The resulting preliminary 2060 county average household sizes were then reviewed and adjusted for reasonableness. The average household sizes for 2025, 2030, 2035, 2040, 2045, 2050, and 2055 for each county were interpolated (straight line) between the actual 2020 and the final projected 2060 household size. Table 7 shows the actual and projected average household size in the Region by county from 1970-2060.

Projected Households

For each county, the projected number of households was calculated by dividing the projected total household population from Step 1 by the projected household size from Step 2. This was done for each five-year cycle of the projection period.

High and Low Household Projections

High and low household projections for each county were derived in a similar manner as described above for the intermediate projections. For each five-year cycle of the projection period, the high and low household projections did not determine alternative future household sizes but rather assumed the same future household sizes as derived for the intermediate projection in Step 2 above. The projected number of households for the high and low projections therefore varied based on the associated population projection.

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[6] The following population age groups were considered in the household projection calculations: 1-14; 15-24; 25-34; 35-44; 45-54; 55-64; 65-74; and 75+.

[7] The household formation rate for each age group was derived from 2020 census data as the number of "householders" (as defined in the census) divided by the household population.

Figure 4 and Tables 8-10 present households by county for the high-, intermediate-, and low-growth projections. Figure 5 provides a comparison of the Commission's intermediate 2060 household projection with the previous 2050 household projections. The intermediate projection anticipates that the number of households in the Region will increase by nearly 17.6 percent, from 839,211 households in 2020 to 1,018,376 households in 2060.

LABOR FORCE PROJECTIONS

The population model also calculates the workforce that may be expected for the year 2060. The future labor force was calculated based upon projected future population by age and sex for the Region overall, along with reasonable assumptions regarding future labor force participation rates.

It was assumed that there would be modest increase in labor force participation rate for most age-sex groups from 2020 levels over the projection period for the Region overall.[8] The labor force participation rate assumptions considered past trends in participation rate by age and sex in the Region and national projections by the U.S. Bureau of Labor Statistics.[9]

Application of the assumed future labor force participation rates by age and sex to the projected population by age and sex yielded the projected future labor force for each five-year cycle of the projection period. All of this work was carried out at the Region level. Table 11 presents the labor force assumptions for 2060 and the number of jobs that can be accommodated for each growth scenario. The Region's projected 2060 labor force under the intermediate-growth scenario is 1,242,834 workers.

OTHER-AGENCY PROJECTIONS

Commission staff obtained long-range projections for the Region from other sources for comparison to the updated Commission projections. The Commission's projection is slightly higher than the following projections:

- Woods & Poole Economics, Inc. projections of population and households (and employment) by county through the year 2060, in the form of a county-level database for the State.

- Moody's Analytics projections of population and households (and employment) by county through the year 2052.

EMPLOYMENT PROJECTIONS

Collating Required Employment Data

Collating Historic Time Series Data on Employment

Several sources provide information on historic and current employment levels for the Region. As in previous projections, Commission staff used employment data provided by the U.S. Bureau of Economic Analysis (BEA) on an annual basis as the primary source for the 2060 projections. BEA data are considered the most complete employment data insofar as they reflect both wage and salary employment and the self-employed as well as both full-time and part-time jobs.

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[8] *Age groups considered in the labor force calculations include the following: 16-24, 25-34, 35-44, 45-54, 55-64, 65-74, and 75+.*

[9] *It should be noted that, even with these assumptions, the overall labor force participation rate for the Region is projected to decrease, due largely to the aging of the population.*

County-level BEA employment data, the smallest geography available, are usually released by the BEA about 18 months after the reference year. As part of each annual data release, the BEA typically revises employment level data for several prior years. The employment data through the year 2020 which will be included in Technical Report No. 10 (6th Edition) are from the BEA November 2022 data release. Total employment in the Region by county is presented in Table 12.

It is important to note that the generally used industry classification system was changed from the Standard Industrial Classification System (SIC) to the North American Industry Classification System (NAICS) for data after 2000. As part of this change, several basic industries were transferred to a different major industry group. For example, "publishing" activity was shifted from the "manufacturing" to the "information" sector, which is part of the broad "services" category. Employment at "eating and drinking places" (mostly restaurants and bars) was shifted from "retail" in SIC to "accommodations and food services" in NAICS. A "transportation and warehousing" sector was created in NAICS from parts of the SIC "transportation, communication, and utilities" sector.

The county-level employment data provided by BEA uses the SIC system for the years 1970-2000 and the NAICS system for subsequent years. Accordingly, certain adjustments to the BEA data were required to establish consistent historical trend data when preparing the new employment projections. Major of adjustments included the following:

- Employment levels for "manufacturing," "service," and "wholesaling" employment for the years 1970-2000 as reported by BEA (using SIC) were adjusted to provide consistency with subsequent years.[10]

- Employment in "accommodations and food services" for the years 2001-2020 as reported by BEA was split—with "accommodations" included in "services" and "food services and drinking places services" included in "retail." This was done to ensure consistency with prior Commission time series data where the employment in food service (largely restaurant employment) is considered retail employment.[11]

- Employment levels for transportation, warehousing, and utilities for the years 1970-2020 from Woods & Poole were used in place of the corresponding data from the BEA.

[10] BEA has provided employment data by industry for Wisconsin overall using both the SIC and NAICS classification systems for the years 1990 to 2000. The proportional relationships between the SIC and NAICS figures for manufacturing, services, and wholesaling from that database were used to adjust BEA SIC figures for those industries for the years 1970 to 2000 for the Region, to be more consistent with NAICS.

[11] County-level BEA data provides the <u>total</u> employment for NAICS Sector 72 (accommodations and food services combined). Quarterly Census of Employment and Wages (QCEW) provides employment for 721 (accommodations) and 722 (food services and drinking places) separately at the county level. The staff split the BEA total for Sector 72 into accommodation (721) and food services/drinking places (722) based upon the proportions indicated by the QCEW data. This was done by county. The resulting figures for accommodations and for food services/drinking places were added to the services and retail categories, respectively, by county. This was done for each year from 2001 to 2020.

Collating Other-Agency Employment Projections

Commission staff collated employment projections available from other sources, including the Wisconsin Department of Workforce Development; the U.S. Bureau of Labor Statistics; Economic Modeling Specialists, Inc; Woods & Poole Economics, Inc; [12] and Moody Analytics. [13] Differences in employment data sources and classification systems among these projections were taken into account.

Preparing The Employment Projections

Projecting Employment by Industry for the Region

As in previous Commission employment projections, the approach used to prepare the 2060 employment projections involved breaking down total employment in the Region into major industry groups and preparing projections for each group. The groups consist, for the most part, of industry sectors, or groups of sectors, as defined under the North American Industry Classification System (NAICS). Projections were prepared for the following industry groups:

Manufacturing	NAICS codes 31-33
Construction	NAICS code 23
Wholesale Trade	NAICS code 42
Retail Trade	NAICS codes 44, 45, and 722
Services	NAICS codes 51-71, 721, and 81
Transportation, Warehousing, and Utilities	NAICS codes 48, 49, and 22
Agriculture	NAICS codes 111 and 112
Government	Includes all employment at government agencies and enterprises, regardless of NAICS code

For each of these major industry groups, a set of projections of possible future employment levels was assembled, each set consisting of the following:

- Linear and non-linear extrapolations to the year 2060 of historic employment levels in the Region by industry
- Industry-by-industry employment projections for the Region prepared by Woods & Poole Economics, Inc. for the years 2020 to 2060
- Industry-by-industry employment projections for the Region prepared by Moody's Analytics for the years 2020-2055
- Industry-by-industry employment projections for the Region prepared by Economic Modeling Specialists, Inc. for the years 2020-2032
- Industry-by-industry employment projections for the Region and for the State prepared by the Wisconsin Department of Workforce Development (DWD) for the years 2020 to 2030
- Industry-by-industry employment projections for the Nation prepared by the U.S. Bureau of Labor Statistics (BLS) for the years 2020 to 2030

[12] Projections of employment by industry (and population and households) through the year 2040 were acquired from Woods & Poole Economics, Inc. in the form of a county-level database for the State at a cost of $495.

[13] Projections of employment by industry (and population and households) through the year 2055 were acquired from Moody's Analytics at a cost of $185 per series.

In assembling the set of projections for each industry group, shorter term projections were extended to 2060 as appropriate. Relative rates of change for each industry projected for the State by the Wisconsin Department of Workforce Development and for the Nation by the U.S. Bureau of Labor Statistics were utilized to develop corresponding projections for the Region.

From within the range of projections for each industry group, a preliminary intermediate projection was chosen to represent the most likely growth path, and preliminary high and low projections were chosen to represent growth paths that could conceivably be achieved under significantly higher and lower growth scenarios for the Region. The resulting total employment levels (sum of the industry groups) under the high-, intermediate-, and low-growth scenarios for the Region were reviewed in light of future labor force levels that could be expected in the Region under the Commission's year 2060 high, intermediate, and low population projections.[14] The preliminary industry-by-industry employment projections under each scenario were then adjusted as appropriate to provide general consistency between the total number of jobs and the projected population and labor force.

Table 13 shows the projected future regional employment for each major industry under the intermediate-growth scenario.

It is important to note that the new projections are intended to represent long-term future trends in employment, indicating employment levels in 2060. Intervening years between 2020 and 2060 are derived by straight-line interpolation. Developed in this manner, the projections do not reflect the fluctuation in employment levels that may be expected to occur as a result of periods of growth and decline in employment typically associated with shorter term business cycles.

It is also important to note that the base year for the projections is 2020. The Region and each county in the Region have experienced higher than forecast job growth since 2020, which is not represented in Figures 6 and 7. However, a lower assumed unemployment rate (4.0 percent) is incorporated into the year 2060 projections than assumed for past projections (5.0 percent).

Projecting Total Employment for Counties in the Region

In addition to the projection of employment by industry at the Region level, the Commission staff prepared projections of how the total regional employment in 2060 would be distributed among the seven counties. These county-level projections were developed based upon consideration of the historical trend in the number of jobs by county and the historical trend in each county's share of total employment. The general pattern of planned commercial and industrial development identified in local comprehensive plans, along with major commitments of public utilities in support of such development, were also considered.

The county employment projections anticipate the following general trends:

- The historical decrease in Milwaukee County's share of regional employment and the historical increase in Waukesha County's share (trends that dating back to at least 1950) would continue, but at a moderated pace.

- In Kenosha, Ozaukee, Walworth, and Washington Counties, the share of total regional employment would increase slightly, by less than 1.0 percent, in each case. Each of these four counties had experienced a slight increase in share of regional employment over the last 20 or more years.

[14] The labor force that could be expected under the high, intermediate, and low population projections was estimated based upon the projected population by age and sex along with assumed future labor force participation rates by age and sex. An estimate of the total number of jobs which could be accommodated by the projected labor force was developed for each scenario based upon assumptions regarding the future unemployment rate and future rates of multiple job-holding.

- Racine County has experienced a slight decrease in share of total regional employment over the past three decades. The Commission projection envisions a modest reversal of this trend, given the large amount of land identified for future commercial and industrial development in the County, as indicated on county and local comprehensive plans, along with recent and planned future extension of utility service to such areas.

The same future percentage distribution of jobs by county in the Region was assumed under the high-, intermediate-, and low-growth projections. County-level employment projections were confined to the projected total number of jobs in 2060 (not the number of jobs by industry). Figure 6 and Tables 14-16 show the high, intermediate, and low employment projections by county from 2020-2060. Figure 7 provides a comparison of the Commission's intermediate 2060 employment projection with the previous 2050 employment projections The intermediate-growth scenario projects that the Region's strong economic growth will continue, with the number of jobs in the Region increasing by about 19.8 percent from 1,247,474 in 2020 to 1,493,900 in 2060.

CONCLUSIONS

Population Projections

- The intermediate year 2060 population projection for Southeastern Wisconsin is 2,265,215, which is less than the year 2050 population projection that was developed for the Region in 2013.

- The lower 2060 population projection is the result of assumptions about population growth based on more recent historical trends in the Region. When the 2050 projections were prepared in 2013, the most recent 2010 census data showed that all seven counties had grown in the prior decade. The 2020 census data considered in the 2060 projections shows that growth has slowed since 2010, with many counties experiencing only modest increases or even a slight decline. Historical trends through the 2020 base also indicate that net migration has slowed.

- The Commission's 2060 intermediate population is slightly higher than, but generally consistent with, projections prepared by other agencies that consider similar factors in their methodologies.

- The 2020-2060 population projections were developed using a cohort-component model. The cohort-component method is widely accepted among demographers and estimates future population by age and gender cohorts, based on expected trends in births, deaths, and migration within each cohort. Previous Commission projections were developed using a similar methodology.

- Projecting future socioeconomic conditions is inherently uncertain, and many factors outside the direct control of planning may impact population, household, and employment growth. Commission staff are preparing a Research Report for the VISION 2060 planning process that will discuss several plausible factors that could impact growth in the Region and what the effects of each of those factors might be.

Household Projections

- The intermediate year 2060 household projection for Southeastern Wisconsin is 1,018,376 households, which is greater than the year 2050 projection prepared in 2013. This is due to the continuing trend in declining household size.

- Average household size for the Region is projected to decrease to 2.18 people per household in 2060. This assumes that the long-term trend of smaller household sizes will continue, as it has since 1960, slowly leveling off over the projection period from 2020-2060.

Employment Projections

- The intermediate year 2060 employment projection for Southeastern Wisconsin is 1,493,900, which is more than the year 2050 projection that was developed for the Region in 2013. This is the result of a higher assumed labor force participation rate across several age cohorts and a lower assumed unemployment rate than used in the 2050 projection.

- The intermediate 2060 employment projections anticipate that the Region's economy will continue to shift toward service industries, with agriculture and manufacturing experiencing the largest declines from 2020 to 2060.

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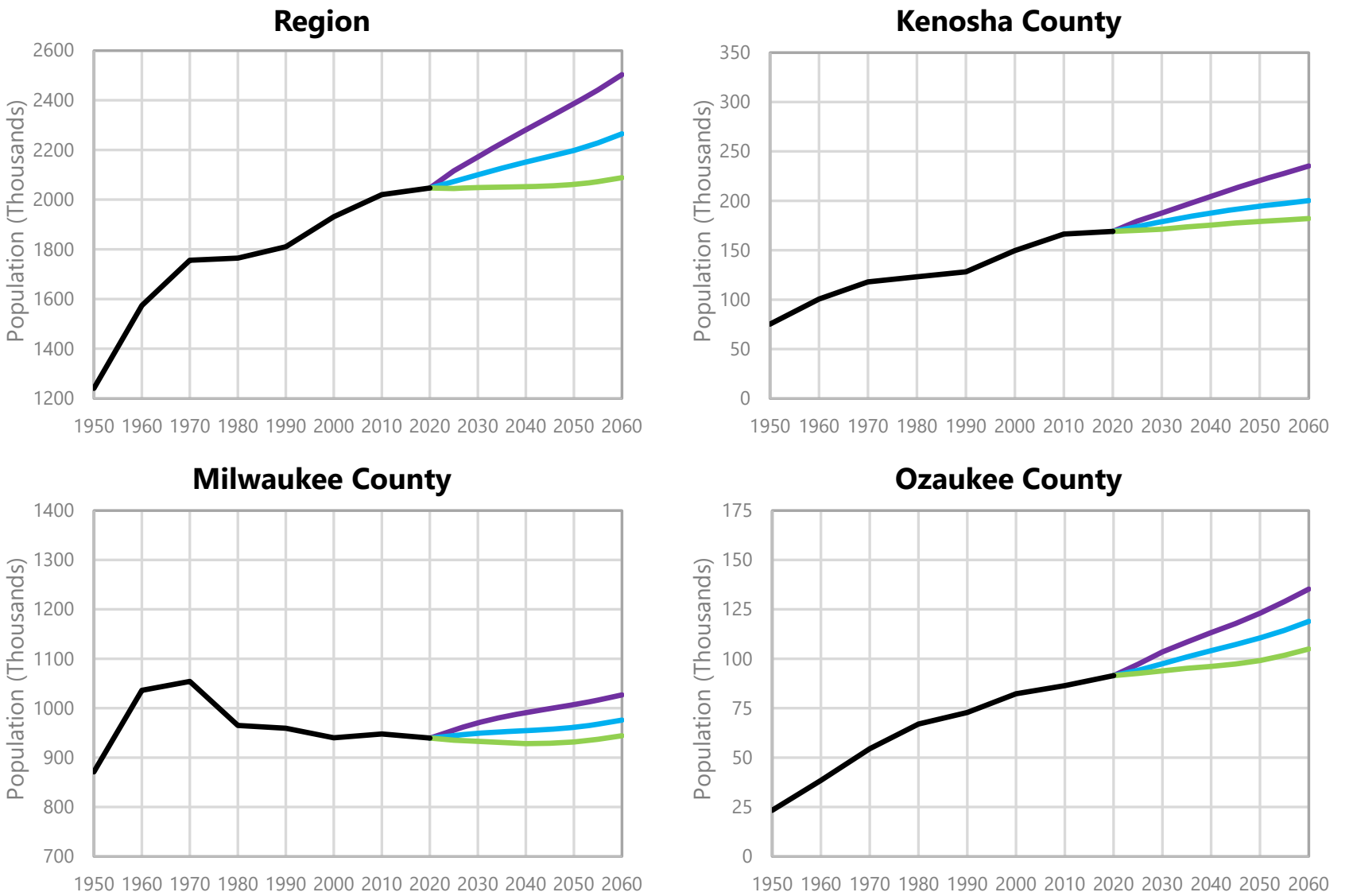
January 12, 2026

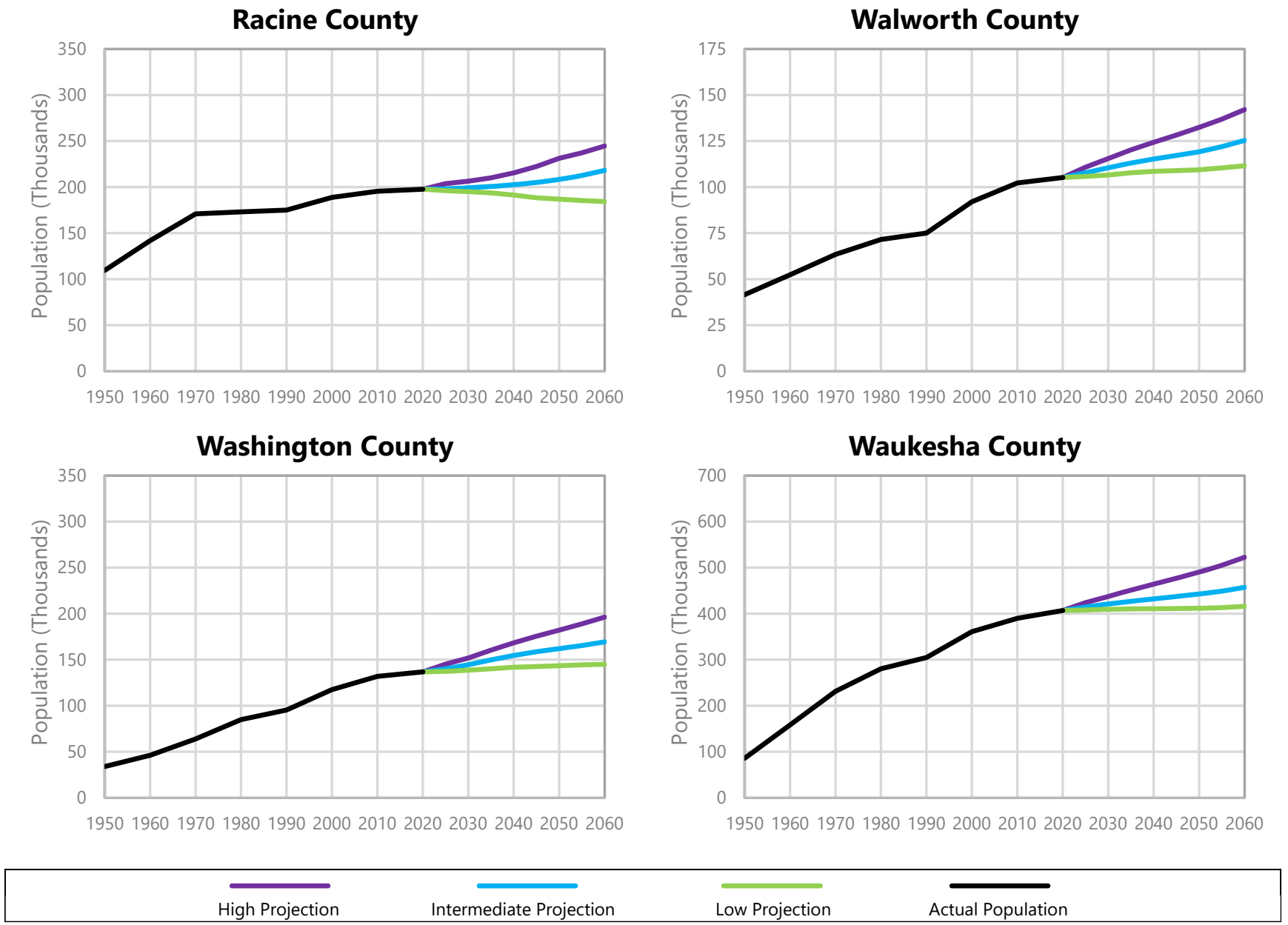
FIGURES

Figure 1
Actual and Projected Population of the Region by County: 1950-2060



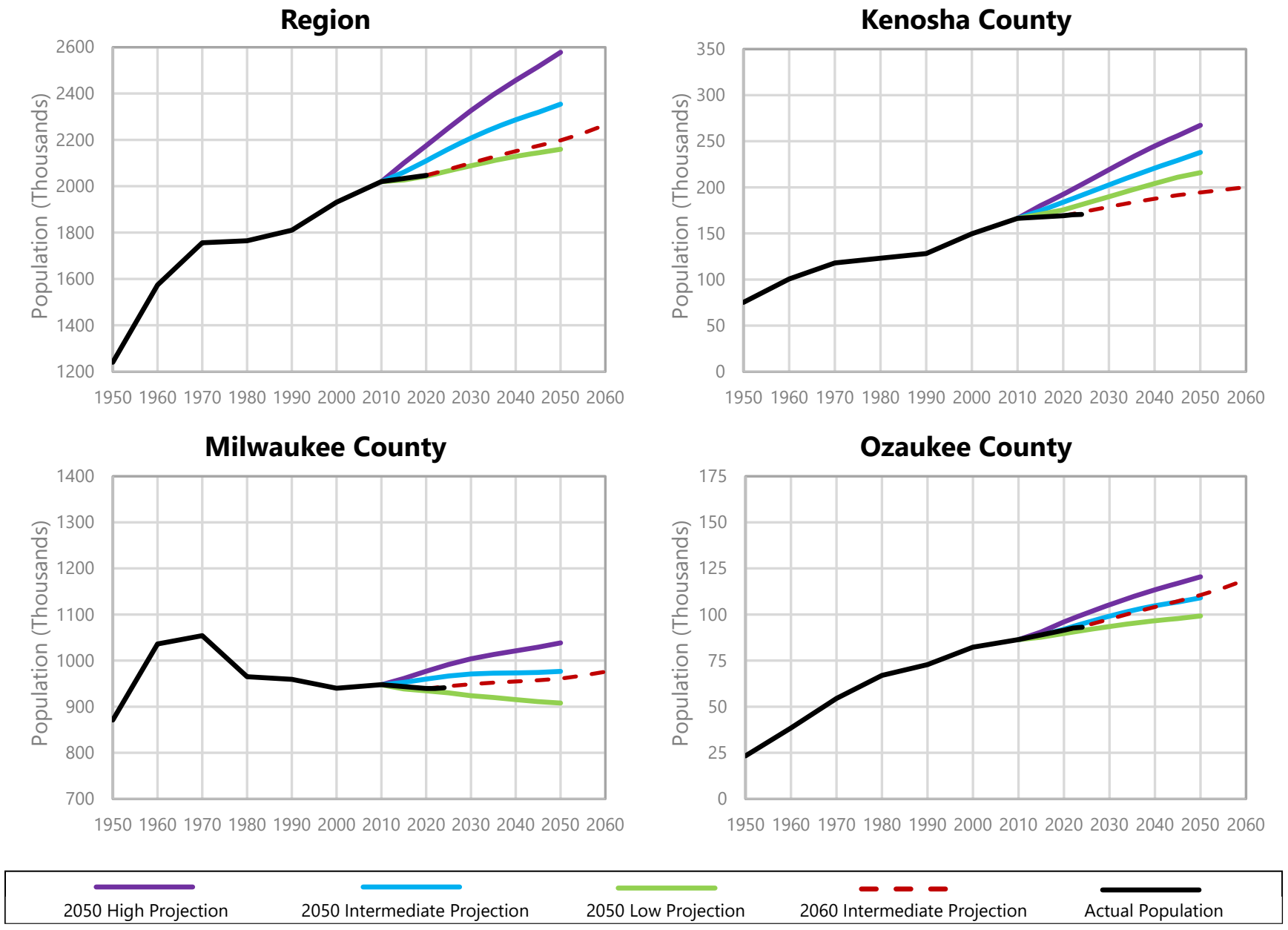
Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Figure 1 (Continued)



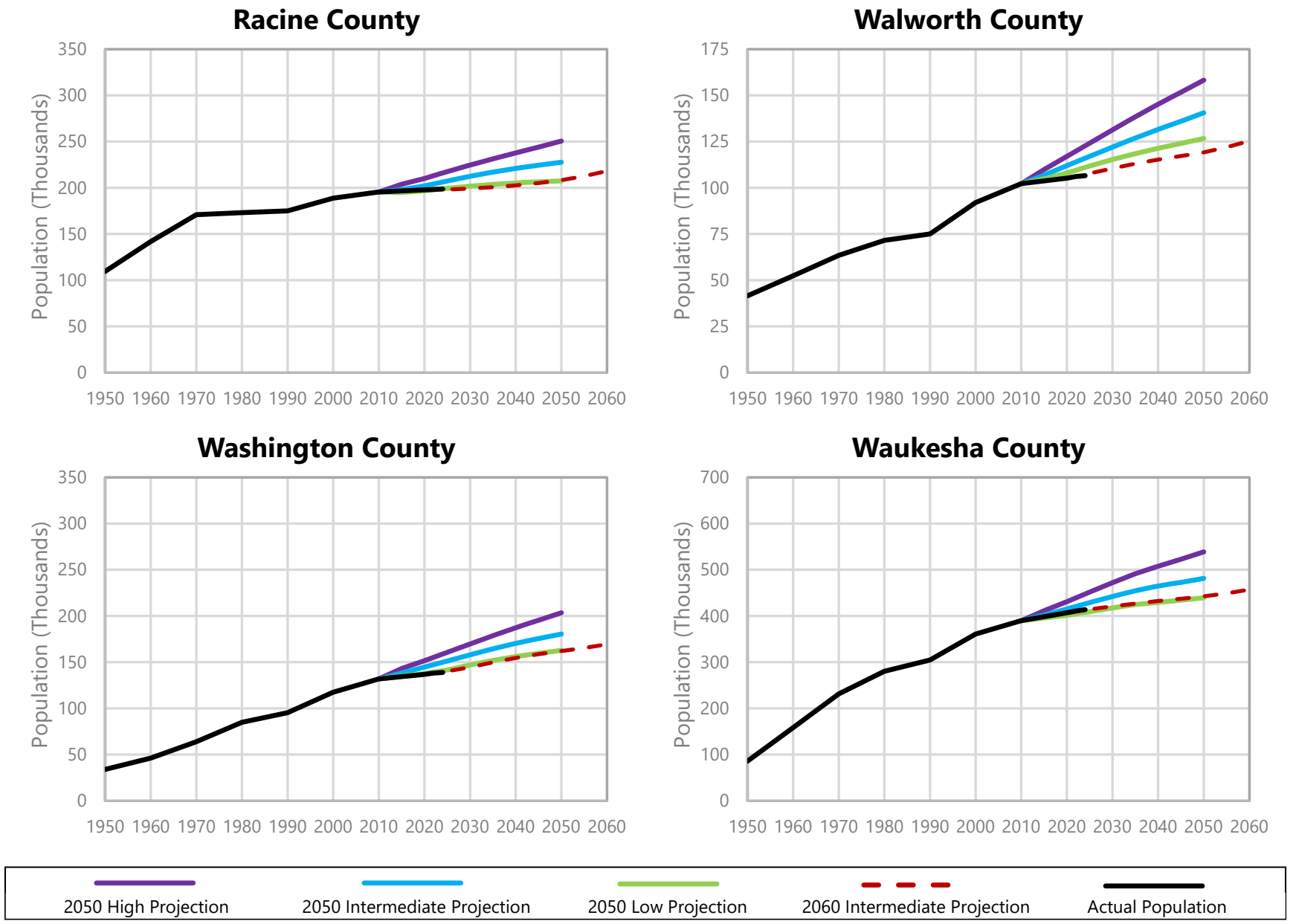
Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Figure 2
Actual and Projected Population in the Region by County with 2060 Intermediate Projections: 1950-2050



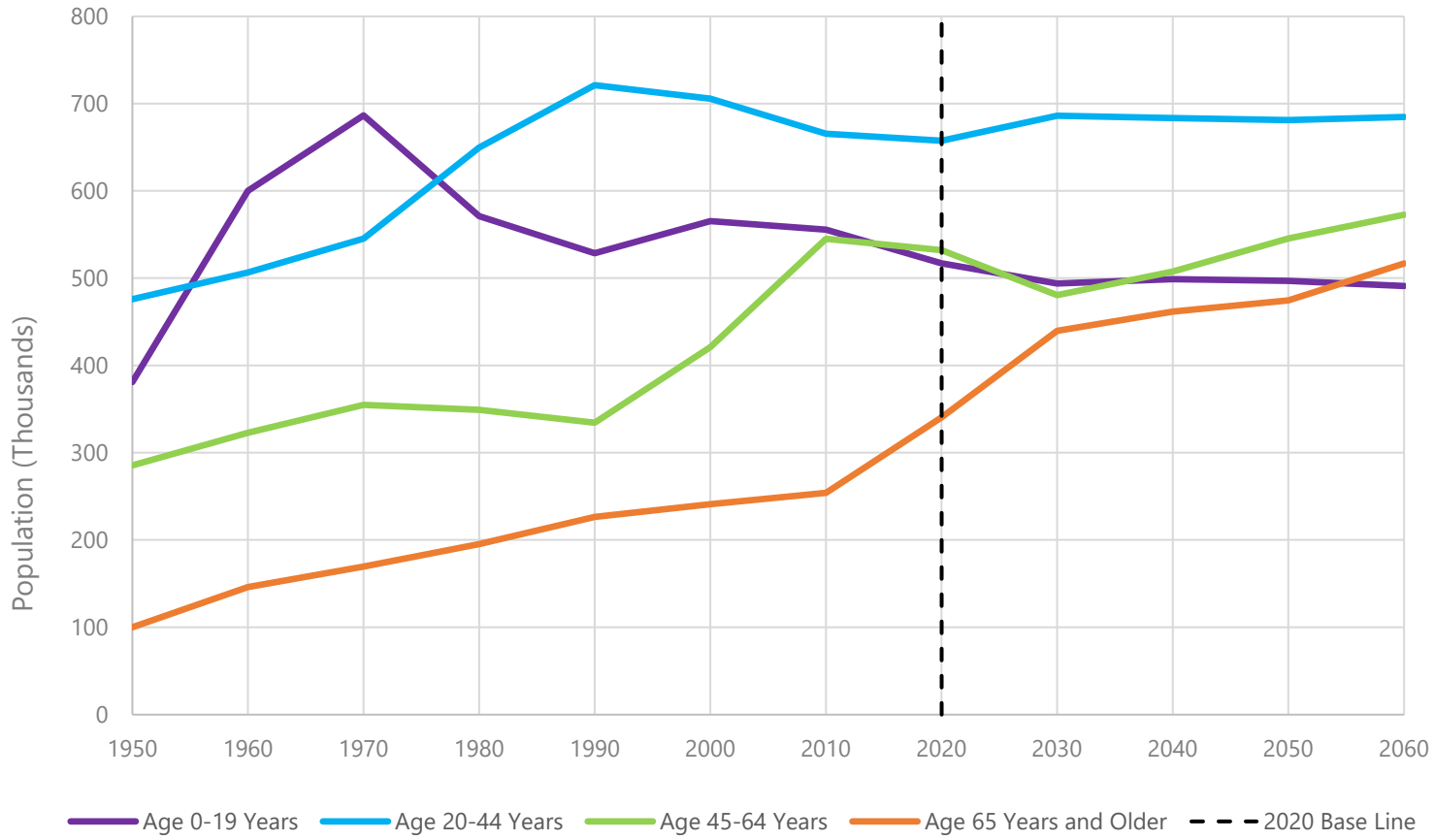
Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Figure 2 (Continued)



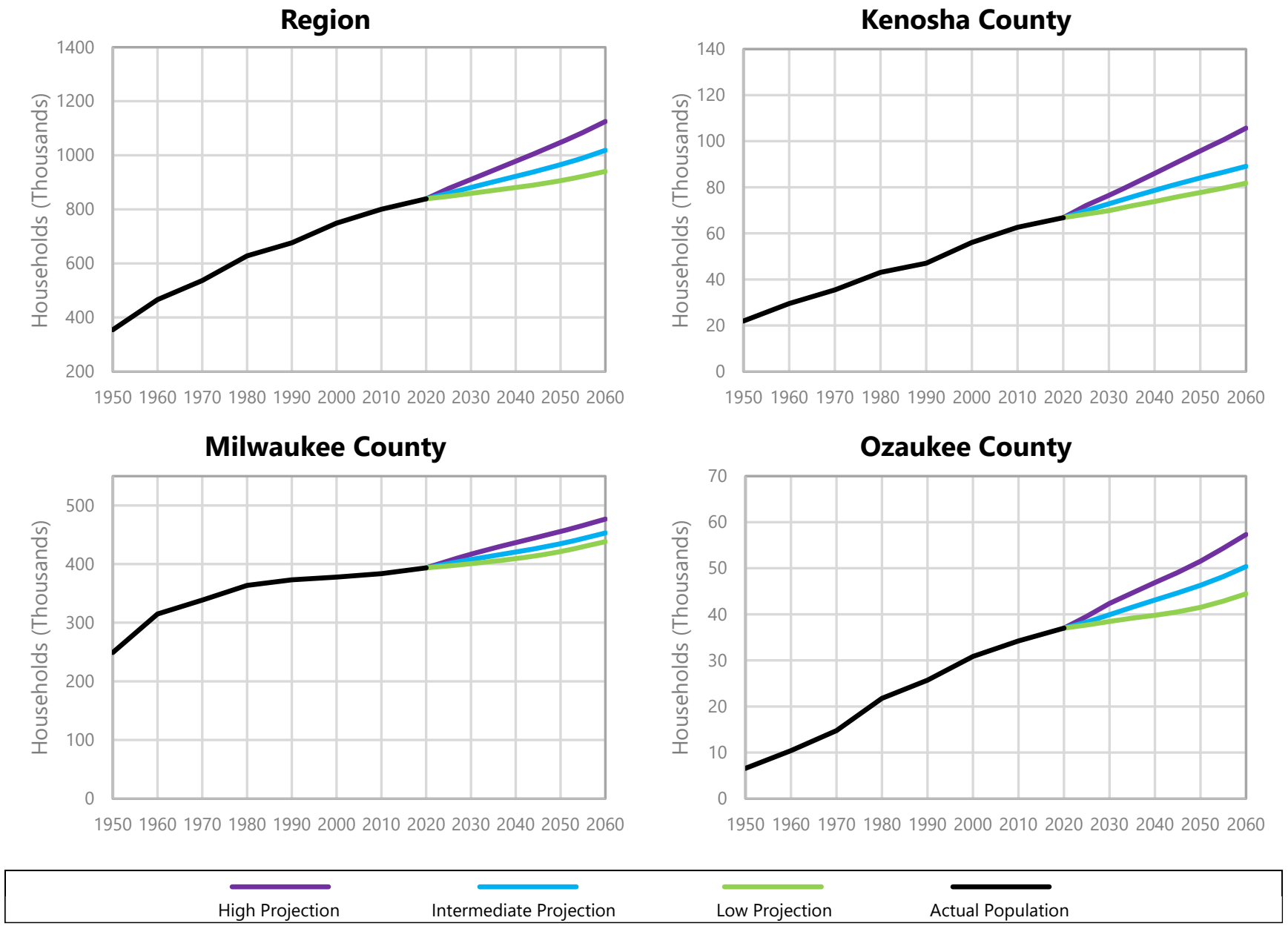
Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Figure 3
Actual and Projected Population in the Region by General Age Group: 1950-2060



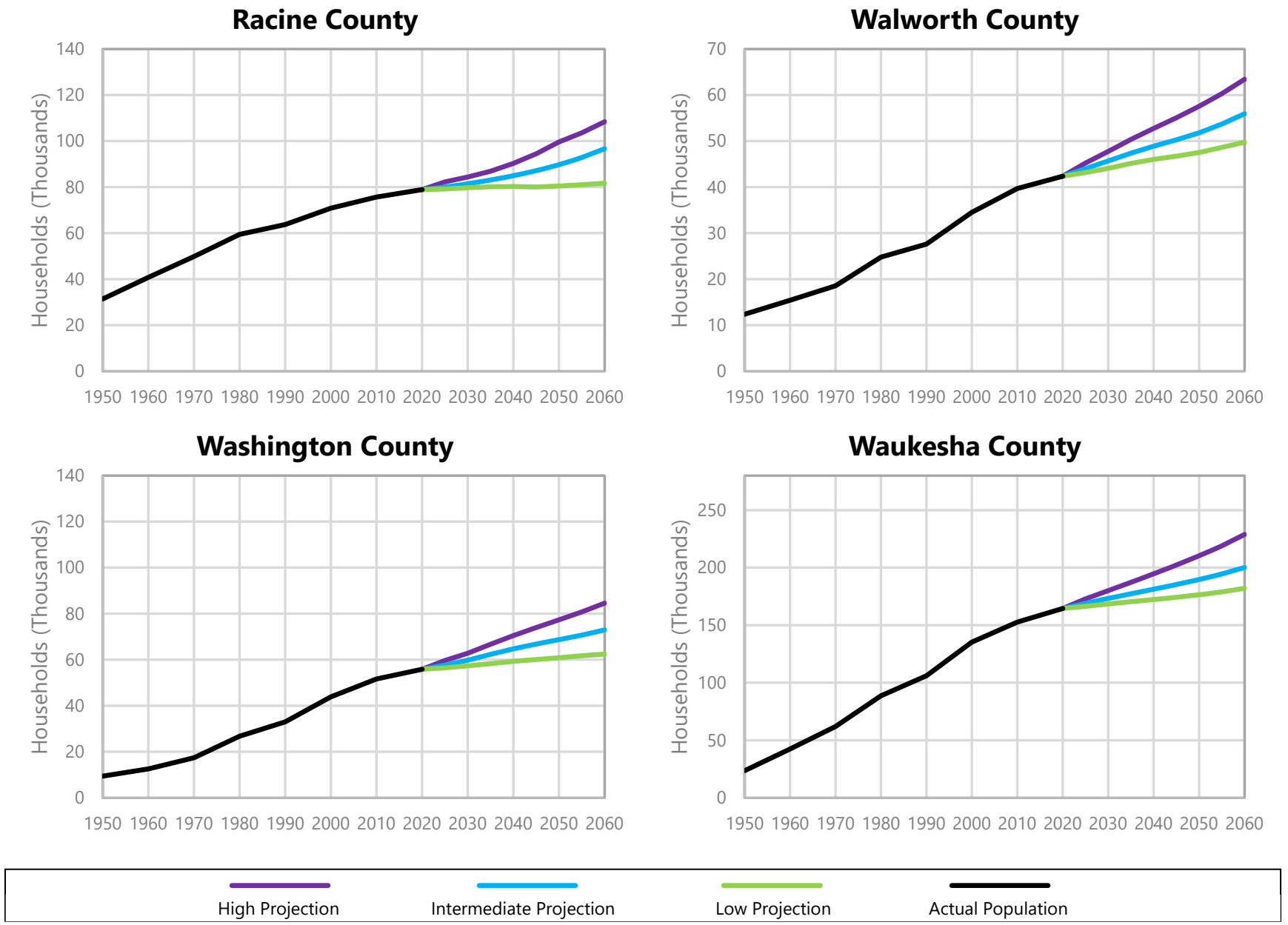
Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Figure 4
Actual and Projected Households in the Region by County: 1950-2060



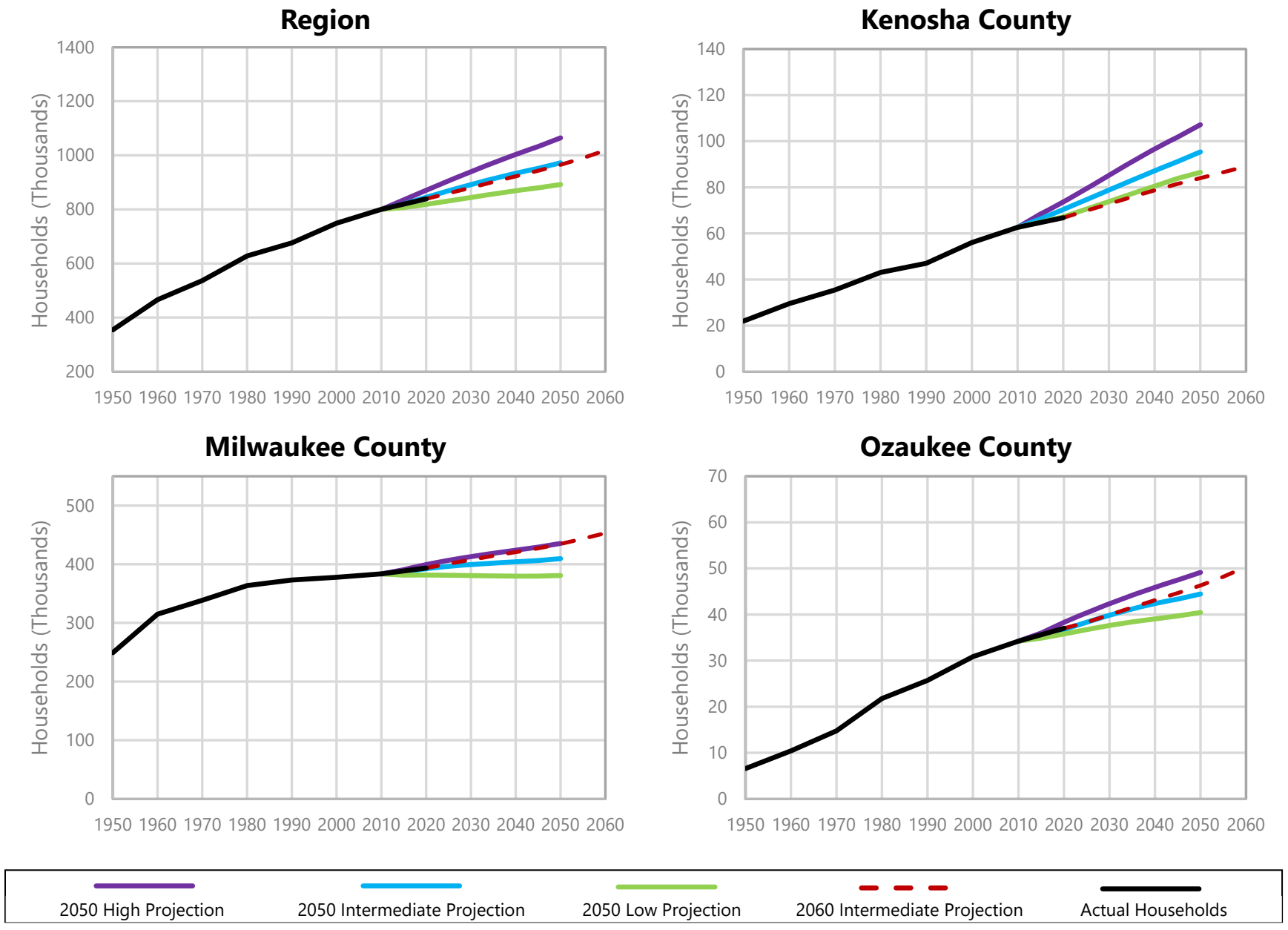
Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Figure 4 (Continued)



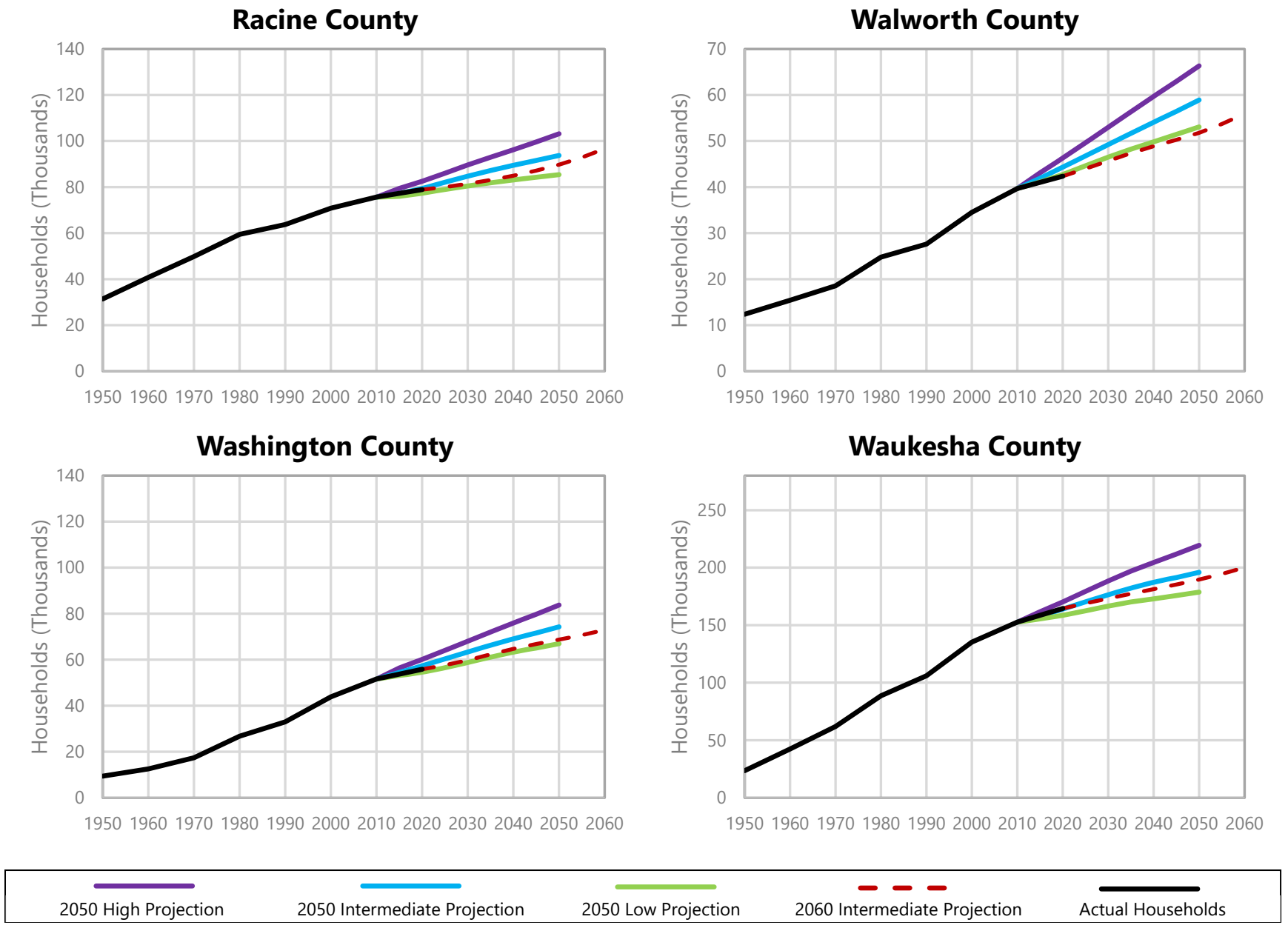
Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Figure 5
Actual and Projected Households in the Region by County with 2060 Intermediate Projections: 1950-2050



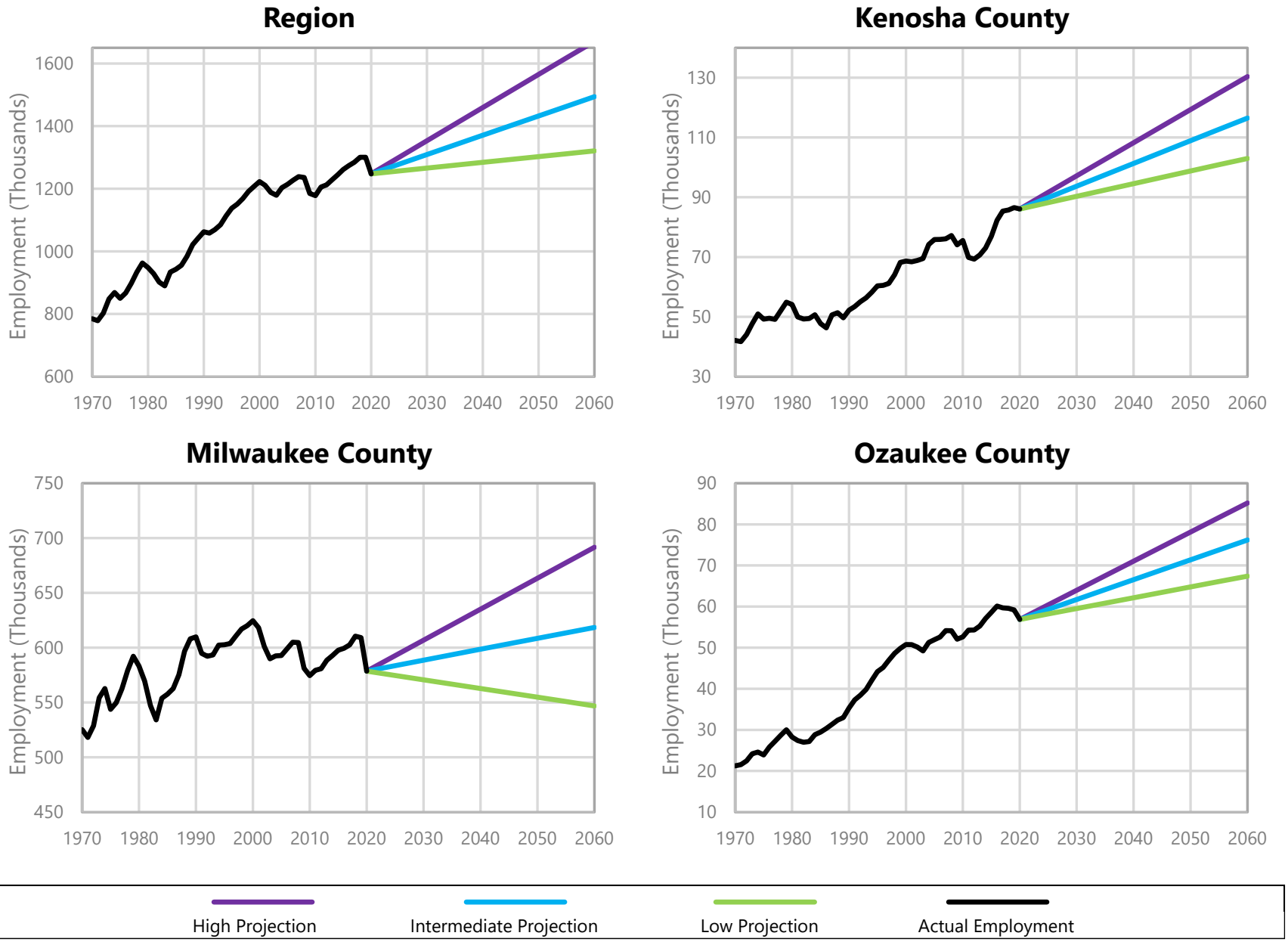
Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Figure 5 (Continued)



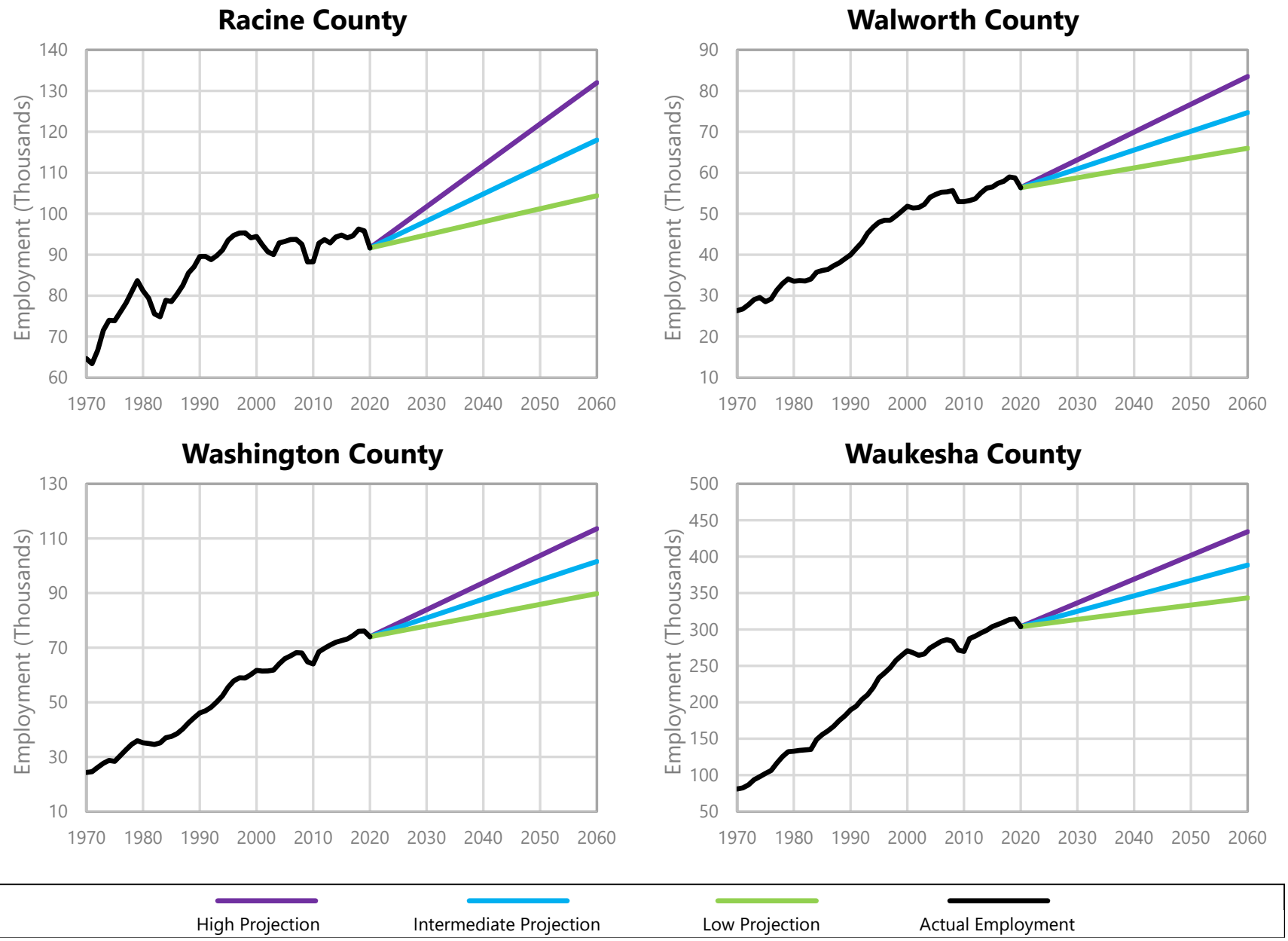
Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Figure 6
Actual and Projected Employment in the Region by County: 1950-2060



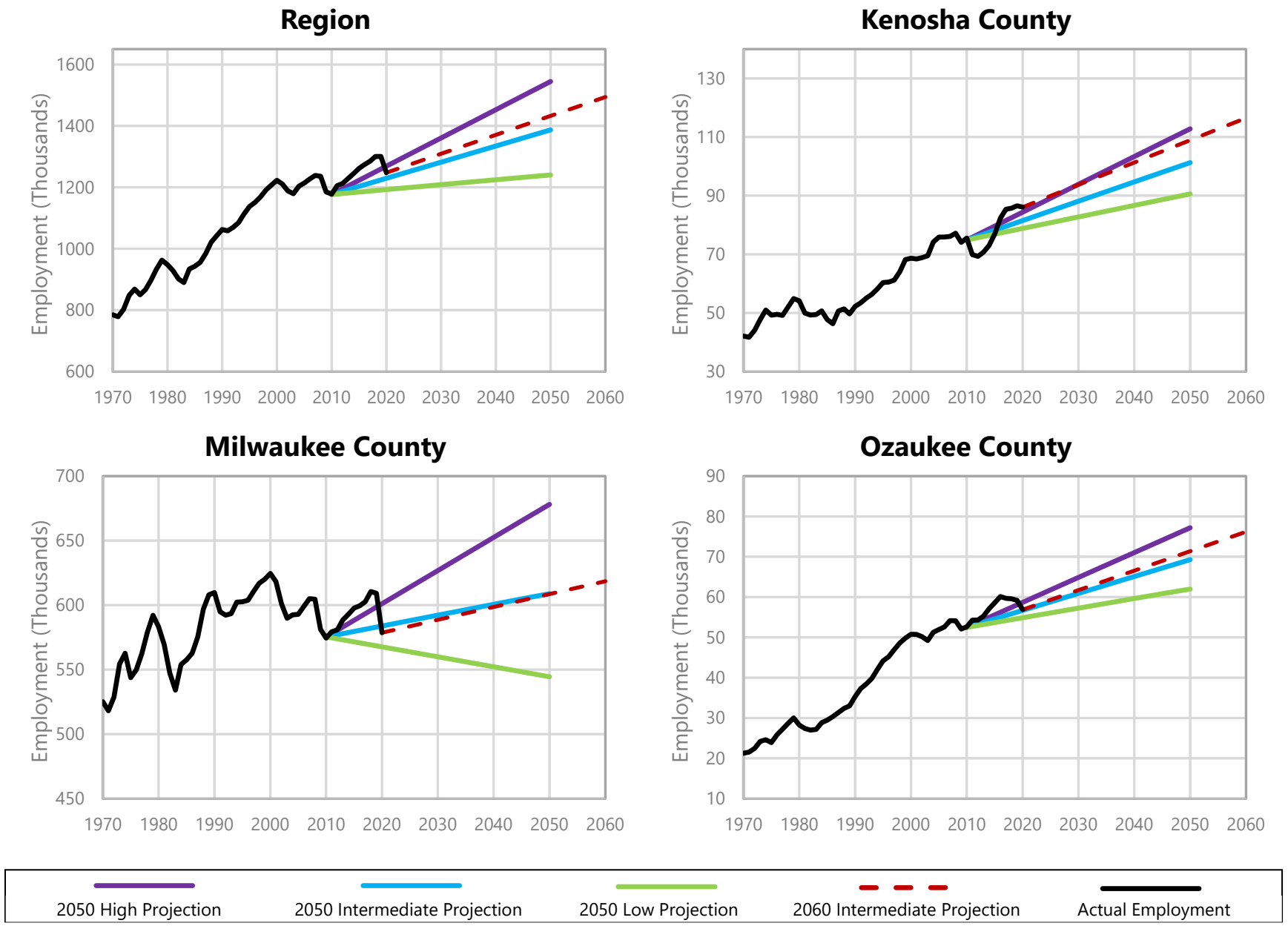
Source: Bureau of Economic Analysis and SEWRPC, 1/6/2026

Figure 6 (Continued)



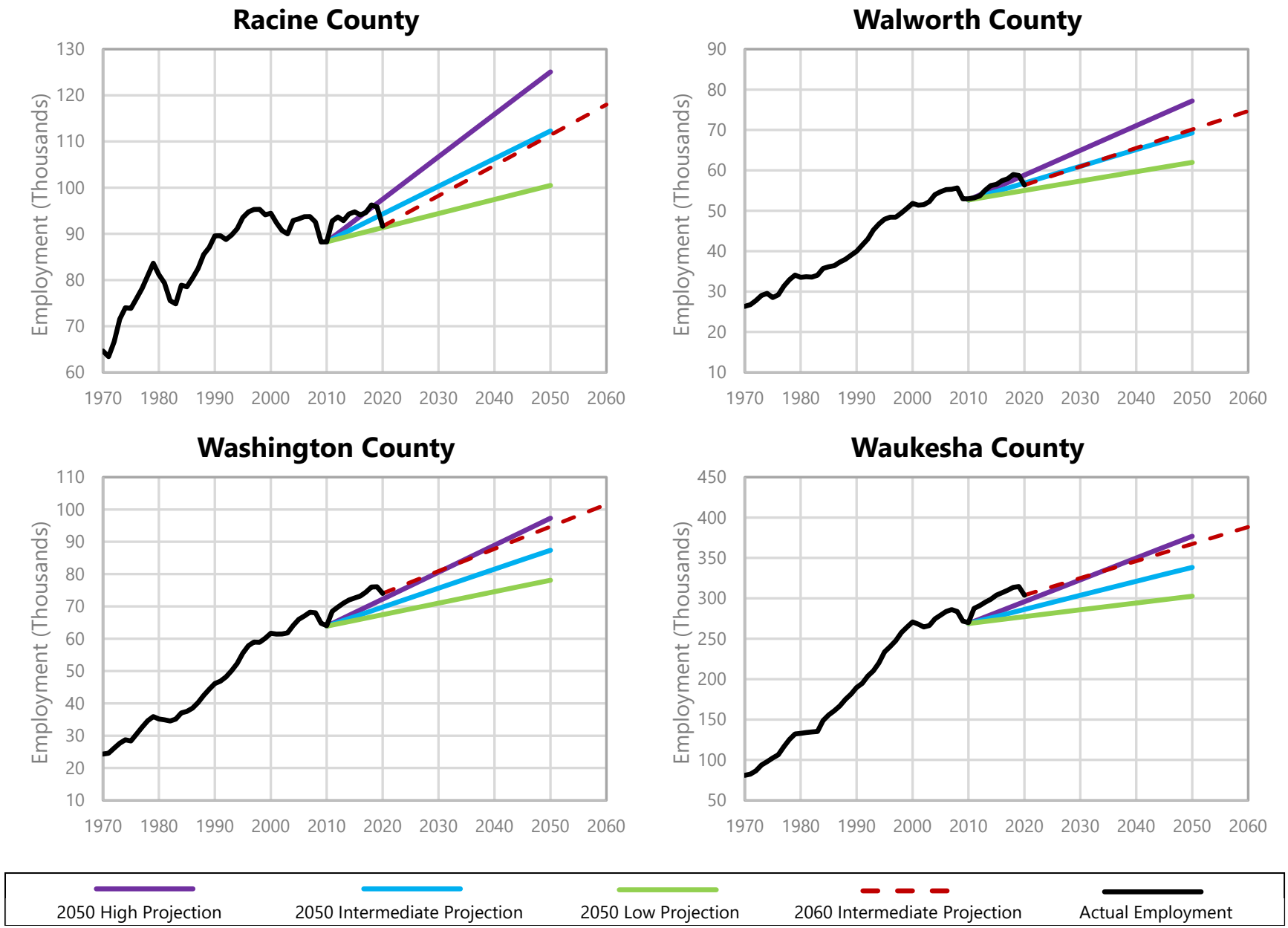
Source: Bureau of Economic Analysis and SEWRPC, 1/6/2026

Figure 7
Actual and Projected Employment in the Region by County with 2060 Intermediate Projections: 1950-2050



Source: Bureau of Economic Analysis and SEWRPC, 1/6/2026

Figure 7 (Continued)



Source: Bureau of Economic Analysis and SEWRPC, 1/6/2026

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Staff Memorandum

SUMMARY OF PRELIMINARY 2060 POPULATION, HOUSEHOLD, AND EMPLOYMENT PROJECTIONS

January 12, 2026

TABLES

Table 1
Population in the Region by County: 1950-2020

Year	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Census			Change from Preceding Census			Change from Preceding Census			Change from Preceding Census	
	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent
1950	75,238	--	--	871,047	--	--	23,361	--	--	109,585	--	--
1960	100,615	25,377	33.7	1,036,041	164,994	18.9	38,441	15,080	64.6	141,781	32,196	29.4
1970	117,917	17,302	17.2	1,054,249	18,208	1.8	54,461	16,020	41.7	170,838	29,057	20.5
1980	123,137	5,220	4.4	964,988	-89,261	-8.5	66,981	12,520	23.0	173,132	2,294	1.3
1990	128,181	5,044	4.1	959,275	-5,713	-0.6	72,831	5,850	8.7	175,034	1,902	1.1
2000	149,577	21,396	16.7	940,164	-19,111	-2.0	82,317	9,486	13.0	188,831	13,797	7.9
2010	166,426	16,849	11.3	947,735	7,571	0.8	86,395	4,078	5.0	195,408	6,577	3.5
2020	169,151	2,725	1.6	939,489	-8,246	-0.9	91,503	5,108	5.9	197,727	2,319	1.2

Year	Walworth County			Washington County			Waukesha County			Southeastern Wisconsin Region		
		Change from Preceding Census			Change from Preceding Census			Change from Preceding Census			Change from Preceding Census	
	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent
1950	41,584	--	--	33,902	--	--	85,901	--	--	1,240,618	--	--
1960	52,368	10,784	25.9	46,119	12,217	36.0	158,249	72,348	84.2	1,573,614	332,996	26.8
1970	63,444	11,076	21.2	63,839	17,720	38.4	231,335	73,086	46.2	1,756,083	182,469	11.6
1980	71,507	8,063	12.7	84,848	21,009	32.9	280,203	48,868	21.1	1,764,796	8,713	0.5
1990	75,000	3,493	4.9	95,328	10,480	12.4	304,715	24,512	8.7	1,810,364	45,568	2.6
2000	92,013	17,013	22.7	117,496	22,168	23.3	360,767	56,052	18.4	1,931,165	120,801	6.7
2010	102,228	10,215	11.1	131,887	14,391	12.2	389,891	29,124	8.1	2,019,970	88,805	4.6
2020	105,230	3,002	2.9	136,761	4,874	3.7	406,978	17,087	4.4	2,046,839	26,869	1.3

Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Table 2
Actual and Assumed Net Migration in the Region by County: Ten-Year Periods from 1950 to 2060

Decade	Kenosha County	Milwaukee County	Ozaukee County	Racine County	Walworth County	Washington County	Waukesha County
1950s	11,446	14,854	9,154	10,724	5,052	4,716	52,602
1960s	2,178	-103,984	9,930	8,616	6,392	9,598	47,388
1970s	-2,526	-149,366	7,722	-10,548	5,612	13,846	30,858
1980s	-3,134	-75,242	710	-11,818	554	2,724	4,444
1990s	12,032	-83,256	5,570	2,670	14,422	15,010	37,470
2000s	7,822	-57,018	1,922	-3,886	6,708	8,196	15,822
2010s	-1,412	-55,974	4,606	-2,494	2,534	3,170	13,170
2020s	8,275	-34,850	6,943	-1,027	6,984	9,754	17,132
2030s	10,087	-24,986	7,722	3,475	8,088	14,428	22,372
2040s	11,446	-15,122	7,722	6,695	9,192	14,428	27,612
2050s	11,446	-6,661	7,722	9,917	10,293	14,428	32,853

Source: University of Wisconsin - Applied Population Laboratory (APL) and SEWRPC, 1/5/2026

Table 3
Actual and Projected Population in the Region by County: 2020-2060 High-Growth Scenario

	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent
2020	169,151	2,725	1.6	939,489	-8,246	-0.9	91,503	5,108	5.9	197,727	2,319	1.2
2025	179,514	--	--	955,588	--	--	97,197	--	--	203,716	--	--
2030	187,632	18,481	10.9	969,796	30,307	3.2	103,435	11,932	13.0	206,438	8,711	4.4
2035	195,994	--	--	981,717	--	--	108,402	--	--	209,981	--	--
2040	204,429	16,797	9.0	991,197	21,401	2.2	113,220	9,785	9.5	215,385	8,947	4.3
2045	212,829	--	--	999,086	--	--	117,798	--	--	222,364	--	--
2050	220,468	16,039	7.8	1,006,876	15,679	1.6	123,009	9,789	8.6	231,268	15,883	7.4
2055	227,829	--	--	1,016,154	--	--	128,911	--	--	237,172	--	--
2060	235,345	14,877	6.7	1,026,899	20,023	2.0	135,309	12,300	10.0	244,654	13,386	5.8
Total	--	66,194	39.1	--	87,410	9.3	--	43,806	47.9	--	46,927	23.7

	Walworth County			Washington County			Waukesha County			Southeastern Wisconsin Region		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent
2020	105,230	3,002	2.9	136,761	4,874	3.7	406,978	17,087	4.4	2,046,839	26,869	1.3
2025	110,791	--	--	145,068	--	--	423,880	--	--	2,115,754	--	--
2030	115,500	10,270	9.8	151,850	15,089	11.0	437,193	30,215	7.4	2,171,844	125,005	6.1
2035	120,219	--	--	160,329	--	--	450,892	--	--	2,227,534	--	--
2040	124,325	8,825	7.6	168,304	16,454	10.8	464,029	26,836	6.1	2,280,889	109,045	5.0
2045	128,271	--	--	175,512	--	--	477,331	--	--	2,333,191	--	--
2050	132,422	8,097	6.5	182,124	13,820	8.2	490,165	26,136	5.6	2,386,332	105,443	4.6
2055	136,858	--	--	188,879	--	--	505,029	--	--	2,440,832	--	--
2060	142,105	9,683	7.3	196,321	14,197	7.8	522,564	32,399	6.6	2,503,197	116,865	4.9
Total	--	36,875	35.0	--	59,560	43.6	--	115,586	28.4	--	456,358	22.3

Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Table 4
Actual and Projected Population in the Region by County: 2020-2060 Intermediate-Growth Scenario

	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent
2020	169,151	2,725	1.6	939,489	-8,246	-0.9	91,503	5,108	5.9	197,727	2,319	1.2
2025	174,034	--	--	944,390	--	--	94,119	--	--	198,103	--	--
2030	178,813	9,662	5.7	948,678	9,189	1.0	97,466	5,963	6.5	199,171	1,444	0.7
2035	183,440	--	--	952,121	--	--	100,877	--	--	200,663	--	--
2040	187,679	8,866	5.0	954,689	6,011	0.6	104,118	6,652	6.8	202,617	3,446	1.7
2045	191,460	--	--	957,208	--	--	107,208	--	--	205,074	--	--
2050	194,500	6,821	3.6	960,996	6,307	0.7	110,523	6,405	6.2	208,276	5,659	2.8
2055	197,306	--	--	967,507	--	--	114,366	--	--	212,616	--	--
2060	200,268	5,768	3.0	975,904	14,908	1.6	118,914	8,391	7.6	218,214	9,938	4.8
Total	--	31,117	18.4	--	36,415	3.9	--	27,411	30.0	--	20,487	10.4

	Walworth County			Washington County			Waukesha County			Southeastern Wisconsin Region		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent
2020	105,230	3,002	2.9	136,761	4,874	3.7	406,978	17,087	4.4	2,046,839	26,869	1.3
2025	107,772	--	--	140,151	--	--	414,387	--	--	2,072,956	--	--
2030	110,513	5,283	5.0	144,438	7,677	5.6	420,929	13,951	3.4	2,100,008	53,169	2.6
2035	113,071	--	--	149,774	--	--	426,835	--	--	2,126,781	--	--
2040	115,254	4,741	4.3	154,574	10,136	7.0	432,347	11,418	2.7	2,151,278	51,270	2.4
2045	117,153	--	--	158,591	--	--	437,328	--	--	2,174,022	--	--
2050	119,195	3,941	3.4	161,949	7,375	4.8	442,475	10,128	2.3	2,197,914	46,636	2.2
2055	121,921	--	--	165,380	--	--	448,894	--	--	2,227,990	--	--
2060	125,362	6,167	5.2	169,389	7,440	4.6	457,164	14,689	3.3	2,265,215	67,301	3.1
Total	--	20,132	19.1	--	32,628	23.9	--	50,186	12.3	--	218,376	10.7

Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Table 5
Actual and Projected Population in the Region by County: 2020-2060 Low-Growth Scenario

	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent
2020	169,151	2,725	1.6	939,489	-8,246	-0.9	91,503	5,108	5.9	197,727	2,319	1.2
2025	170,124	--	--	935,063	--	--	92,574	--	--	196,107	--	--
2030	171,224	2,073	1.2	932,710	-6,779	-0.7	93,894	2,391	2.6	195,079	-2,648	-1.3
2035	173,606	--	--	930,495	--	--	95,153	--	--	193,647	--	--
2040	175,362	4,138	2.4	928,419	-4,291	-0.5	96,137	2,243	2.4	191,381	-3,698	-1.9
2045	177,566	--	--	929,093	--	--	97,323	--	--	188,348	--	--
2050	179,102	3,740	2.1	931,467	3,048	0.3	99,086	2,949	3.1	186,830	-4,551	-2.4
2055	180,519	--	--	936,867	--	--	101,702	--	--	185,463	--	--
2060	182,145	3,043	1.7	944,243	12,776	1.4	104,954	5,868	5.9	184,345	-2,485	-1.3
Total	--	12,994	7.7	--	4,754	0.5	--	13,451	14.7	--	-13,382	-6.8

	Walworth County			Washington County			Waukesha County			Southeastern Wisconsin Region		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent	Population	Absolute	Percent
2020	105,230	3,002	2.9	136,761	4,874	3.7	406,978	17,087	4.4	2,046,839	26,869	1.3
2025	105,759	--	--	137,281	--	--	408,057	--	--	2,044,965	--	--
2030	106,573	1,343	1.3	138,599	1,838	1.3	409,789	2,811	0.7	2,047,868	1,029	0.1
2035	107,782	--	--	140,102	--	--	410,141	--	--	2,050,926	--	--
2040	108,530	1,957	1.8	141,732	3,133	2.3	410,570	781	0.2	2,052,131	4,263	0.2
2045	108,915	--	--	142,573	--	--	411,309	--	--	2,055,127	--	--
2050	109,366	836	0.8	143,464	1,732	1.2	411,833	1,263	0.3	2,061,148	9,017	0.4
2055	110,433	--	--	144,396	--	--	413,191	--	--	2,072,571	--	--
2060	111,584	2,218	2.0	145,105	1,641	1.1	415,923	4,090	1.0	2,088,299	27,151	1.3
Total	--	6,354	6.0	--	8,344	6.1	--	8,945	2.2	--	41,460	2.0

Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Table 6
Households in the Region by County: 1970-2020

	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Census			Change from Preceding Census			Change from Preceding Census			Change from Preceding Census	
Year	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent
1970	35,468	--	--	338,605	--	--	14,753	--	--	49,796	--	--
1980	43,064	7,596	21.4	363,653	25,048	7.4	21,763	7,010	47.5	59,418	9,622	19.3
1990	47,029	3,965	9.2	373,048	9,395	2.6	25,707	3,944	18.1	63,736	4,318	7.3
2000	56,057	9,028	19.2	377,729	4,681	1.3	30,857	5,150	20.0	70,819	7,083	11.1
2010	62,650	6,593	11.8	383,591	5,862	1.6	34,228	3,371	10.9	75,651	4,832	6.8
2020	66,842	4,192	6.7	393,601	10,010	2.6	37,015	2,787	8.1	78,959	3,308	4.4

	Walworth County			Washington County			Waukesha County			Southeastern Wisconsin Region		
		Change from Preceding Census			Change from Preceding Census			Change from Preceding Census			Change from Preceding Census	
Year	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent
1970	18,544	--	--	17,385	--	--	61,935	--	--	536,486	--	--
1980	24,789	6,245	33.7	26,716	9,331	53.7	88,552	26,617	43.0	627,955	91,469	17.0
1990	27,620	2,831	11.4	32,977	6,261	23.4	105,990	17,438	19.7	676,107	48,152	7.7
2000	34,505	6,885	24.9	43,843	10,866	33.0	135,229	29,239	27.6	749,039	72,932	10.8
2010	39,699	5,194	15.1	51,605	7,762	17.7	152,663	17,434	12.9	800,087	51,048	6.8
2020	42,378	2,679	6.7	55,879	4,274	8.3	164,537	11,874	7.8	839,211	39,124	4.9

Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Table 7
Actual and Projected Average Household Size in the Region by County: 1950-2020 and 2060

Year	Kenosha County	Milwaukee County	Ozaukee County	Racine County	Walworth County	Washington County	Waukesha County	Region
1950	3.36	3.34	3.51	3.37	3.25	3.55	3.36	3.36
1960	3.36	3.21	3.65	3.39	3.28	3.64	3.30	3.30
1970	3.26	3.04	3.66	3.35	3.16	3.63	3.20	3.20
1980	2.80	2.59	3.04	2.86	2.74	3.14	2.75	2.75
1990	2.67	2.50	2.79	2.70	2.60	2.86	2.62	2.62
2000	2.60	2.43	2.61	2.59	2.57	2.65	2.52	2.52
2010	2.58	2.41	2.47	2.52	2.51	2.53	2.47	2.47
2020	2.46	2.33	2.41	2.45	2.41	2.43	2.39	2.39
2060	2.19	2.10	2.30	2.20	2.18	2.30	2.25	2.18

Source: U.S. Census Bureau and SEWRPC, 1/8/2026

Table 8
Actual and Projected Households in the Region by County: 2020-2060 High-Growth Scenario

	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent
2020	66,842	4,192	6.7	393,601	10,010	2.6	37,015	2,787	8.1	78,959	3,308	4.4
2025	72,104	--	--	405,540	--	--	39,556	--	--	82,256	--	--
2030	76,486	9,644	14.4	416,665	23,064	5.9	42,364	5,349	14.5	84,389	5,430	6.9
2035	81,174	--	--	427,218	--	--	44,637	--	--	86,915	--	--
2040	86,021	9,535	12.5	436,771	20,106	4.8	46,889	4,525	10.7	90,305	5,916	7.0
2045	90,963	--	--	445,888	--	--	49,082	--	--	94,482	--	--
2050	95,739	9,718	11.3	455,456	18,685	4.3	51,537	4,648	9.9	99,621	9,316	10.3
2055	100,556	--	--	465,890	--	--	54,331	--	--	103,588	--	--
2060	105,719	9,980	10.4	476,736	21,280	4.7	57,348	5,811	11.3	108,451	8,830	8.9
Total	--	38,877	58.2	--	83,135	21.1	--	20,333	54.9	--	29,492	37.4

	Walworth County			Washington County			Waukesha County			Southeastern Wisconsin Region		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent
2020	42,378	2,679	6.7	55,879	4,274	8.3	164,537	11,874	7.8	839,211	39,124	4.9
2025	45,232	--	--	59,658	--	--	172,807	--	--	877,153	--	--
2030	47,740	5,362	12.7	62,810	6,931	12.4	179,883	15,346	9.3	910,337	71,126	8.5
2035	50,356	--	--	66,711	--	--	187,263	--	--	944,274	--	--
2040	52,735	4,995	10.5	70,459	7,649	12.2	194,642	14,759	8.2	977,822	67,485	7.4
2045	55,052	--	--	73,977	--	--	202,373	--	--	1,011,817	--	--
2050	57,554	4,819	9.1	77,324	6,865	9.7	210,122	15,480	8.0	1,047,353	69,531	7.1
2055	60,288	--	--	80,770	--	--	218,873	--	--	1,084,296	--	--
2060	63,428	5,874	10.2	84,603	7,279	9.4	228,926	18,804	8.9	1,125,211	77,858	7.4
Total	--	21,050	49.7	--	28,724	51.4	--	64,389	39.1	--	286,000	34.1

Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Table 9
Actual and Projected Households in the Region by County: 2020-2060 Intermediate-Growth Scenario

	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent
2020	66,842	4,192	6.7	393,601	10,010	2.6	37,015	2,787	8.1	78,959	3,308	4.4
2025	69,853	--	--	400,777	--	--	38,313	--	--	79,995	--	--
2030	72,795	5,953	8.9	407,551	13,950	3.5	39,911	2,896	7.8	81,423	2,464	3.1
2035	75,802	--	--	414,322	--	--	41,530	--	--	83,061	--	--
2040	78,699	5,904	8.1	420,701	13,150	3.2	43,113	3,202	8.0	84,949	3,526	4.3
2045	81,464	--	--	427,221	--	--	44,660	--	--	87,136	--	--
2050	84,004	5,305	6.7	434,723	14,022	3.3	46,302	3,189	7.4	89,716	4,767	5.6
2055	86,523	--	--	443,595	--	--	48,196	--	--	92,858	--	--
2060	89,132	5,128	6.1	453,063	18,340	4.2	50,383	4,081	8.8	96,720	7,004	7.8
Total	--	22,290	33.3	--	59,462	15.1	--	13,368	36.1	--	17,761	22.5

	Walworth County			Washington County			Waukesha County			Southeastern Wisconsin Region		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent
2020	42,378	2,679	6.7	55,879	4,274	8.3	164,537	11,874	7.8	839,211	39,124	4.9
2025	43,997	--	--	57,635	--	--	168,940	--	--	859,510	--	--
2030	45,684	3,306	7.8	59,741	3,862	6.9	173,181	8,644	5.3	880,286	41,075	4.9
2035	47,362	--	--	62,310	--	--	177,252	--	--	901,639	--	--
2040	48,875	3,191	7.0	64,695	4,954	8.3	181,316	8,135	4.7	922,348	42,062	4.8
2045	50,265	--	--	66,820	--	--	185,360	--	--	942,926	--	--
2050	51,792	2,917	6.0	68,730	4,035	6.2	189,609	8,293	4.6	964,876	42,528	4.6
2055	53,693	--	--	70,690	--	--	194,458	--	--	990,013	--	--
2060	55,941	4,149	8.0	72,963	4,233	6.2	200,174	10,565	5.6	1,018,376	53,500	5.5
Total	--	13,563	32.0	--	17,084	30.6	--	35,637	21.7	--	179,165	21.3

Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Table 10
Actual and Projected Households in the Region by County: 2020-2060 Low-Growth Scenario

	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent
2020	66,842	4,192	6.7	393,601	10,010	2.6	37,015	2,787	8.1	78,959	3,308	4.4
2025	68,345	--	--	396,809	--	--	37,689	--	--	79,191	--	--
2030	69,843	3,001	4.5	400,659	7,058	1.8	38,448	1,433	3.9	79,754	795	1.0
2035	71,941	--	--	404,902	--	--	39,169	--	--	80,162	--	--
2040	73,787	3,944	5.6	409,142	8,483	2.1	39,801	1,353	3.5	80,242	488	0.6
2045	75,869	--	--	414,690	--	--	40,531	--	--	80,031	--	--
2050	77,749	3,962	5.4	421,383	12,241	3.0	41,503	1,702	4.3	80,480	238	0.3
2055	79,646	--	--	429,553	--	--	42,853	--	--	80,999	--	--
2060	81,802	4,053	5.2	438,359	16,976	4.0	44,458	2,955	7.1	81,703	1,223	1.5
Total	--	14,960	22.4	--	44,758	11.4	--	7,443	20.1	--	2,744	3.5
	Walworth County			**Washington County**			**Waukesha County**			**Southeastern Wisconsin Region**		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent	Households	Absolute	Percent
2020	42,378	2,679	6.7	55,879	4,274	8.3	164,537	11,874	7.8	839,211	39,124	4.9
2025	43,173	--	--	56,454	--	--	166,362	--	--	848,023	--	--
2030	44,058	1,680	4.0	57,325	1,446	2.6	168,590	4,053	2.5	858,677	19,466	2.3
2035	45,147	--	--	58,279	--	--	170,306	--	--	869,906	--	--
2040	46,015	1,957	4.4	59,304	1,979	3.5	172,157	3,567	2.1	880,448	21,771	2.5
2045	46,718	--	--	60,049	--	--	174,293	--	--	892,181	--	--
2050	47,512	1,497	3.3	60,857	1,553	2.6	176,429	4,272	2.5	905,913	25,465	2.9
2055	48,624	--	--	61,689	--	--	178,931	--	--	922,295	--	--
2060	49,779	2,267	4.8	62,470	1,613	2.7	182,046	5,617	3.2	940,617	34,704	3.8
Total	--	7,401	17.5	--	6,591	11.8	--	17,509	10.6	--	101,406	12.1

Source: U.S. Census Bureau and SEWRPC, 1/6/2026

Table 11
Projected Population, Labor Force, and Jobs in the Region: 2060

Growth Scenario	Projected Population	Projected Labor Force	Assumed Unemployment Rate	Multiple Job-Holding Factor: Assumed Range		Jobs Able to be Accommodated by Labor Force		Projected Employment
				From	To	From	To	
High-Growth	2,503,197	1,381,242	3.0	1.189	1.268	1,593,000	1,698,900	1,670,600
Intermediate-Growth	2,265,215	1,242,834	4.0	1.189	1.268	1,418,600	1,512,900	1,494,000
Low-Growth	2,088,299	1,140,352	5.0	1.189	1.268	1,288,100	1,373,700	1,320,900

Source: U.S. Census Bureau, Bureau of Economic Analysis and SEWRPC, 1/6/2026

Table 12
Employment in the Region by County: 1970-2020

	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent
1970	42,110	--	--	525,142	--	--	21,256	--	--	64,613	--	--
1980	54,124	12,014	28.5	583,175	58,033	11.1	28,250	6,994	32.9	81,184	16,571	25.6
1990	52,230	-1,894	-3.5	609,787	26,612	4.6	35,309	7,059	25.0	89,558	8,374	10.3
2000	68,654	16,424	31.4	624,639	14,852	2.4	50,773	15,464	43.8	94,447	4,889	5.5
2010	75,528	6,874	10.0	574,458	-50,181	-8.0	52,633	1,860	3.7	88,248	-6,199	-6.6
2020	86,087	10,559	14.0	578,605	4,147	0.7	56,883	4,250	8.1	91,642	3,394	3.8

	Walworth County			Washington County			Waukesha County			Southeastern Wisconsin Region		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent
1970	26,368	--	--	24,326	--	--	81,037	--	--	784,852	--	--
1980	33,518	7,150	27.1	35,160	10,834	44.5	132,817	51,780	63.9	948,228	163,376	20.8
1990	39,957	6,439	19.2	46,120	10,960	31.2	189,661	56,844	42.8	1,062,622	114,394	12.1
2000	51,815	11,858	29.7	61,691	15,571	33.8	270,796	81,135	42.8	1,222,815	160,193	15.1
2010	52,967	1,152	2.2	64,040	2,349	3.8	269,942	-854	-0.3	1,177,816	-44,999	-3.7
2020	56,364	3,397	6.4	74,018	9,978	15.6	303,875	33,933	12.6	1,247,474	69,658	5.9

Source: Bureau of Economic Analysis and SEWRPC, 1/6/2026

Table 13
Actual and Projected Employment in the Region by County: 2020-2060 High-Growth Scenario

	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent
2020	86,087	10,559	14.0	578,605	4,147	0.7	56,883	4,250	8.1	91,642	3,394	3.8
2025	91,626	--	--	592,729	--	--	60,423	--	--	96,687	--	--
2030	97,165	11,078	12.9	606,853	28,248	4.9	63,963	7,080	12.4	101,732	10,090	11.0
2035	102,704	--	--	620,977	--	--	67,503	--	--	106,777	--	--
2040	108,243	11,078	11.4	635,101	28,248	4.7	71,043	7,080	11.1	111,822	10,090	9.9
2045	113,782	--	--	649,225	--	--	74,583	--	--	116,867	--	--
2050	119,321	11,078	10.2	663,349	28,248	4.4	78,123	7,080	10.0	121,912	10,090	9.0
2055	124,860	--	--	677,473	--	--	81,663	--	--	126,957	--	--
2060	130,400	11,079	9.3	691,600	28,251	4.3	85,200	7,077	9.1	132,000	10,088	8.3
Total	--	44,313	51.5	--	112,995	19.5	--	28,317	49.8	--	40,358	44.0

	Walworth County			Washington County			Waukesha County			Southeastern Wisconsin Region		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent
2020	56,364	3,397	6.4	74,018	9,978	15.6	303,875	33,933	12.6	1,247,474	69,658	5.9
2025	59,756	--	--	78,966	--	--	320,191	--	--	1,300,378	--	--
2030	63,148	6,784	12.0	83,914	9,896	13.4	336,507	32,632	10.7	1,353,282	105,808	8.5
2035	66,540	--	--	88,862	--	--	352,823	--	--	1,406,186	--	--
2040	69,932	6,784	10.7	93,810	9,896	11.8	369,139	32,632	9.7	1,459,090	105,808	7.8
2045	73,324	--	--	98,758	--	--	385,455	--	--	1,511,994	--	--
2050	76,716	6,784	9.7	103,706	9,896	10.5	401,771	32,632	8.8	1,564,898	105,808	7.3
2055	80,108	--	--	108,654	--	--	418,087	--	--	1,617,802	--	--
2060	83,500	6,784	8.8	113,600	9,894	9.5	434,400	32,629	8.1	1,670,700	105,802	6.8
Total	--	27,136	48.1	--	39,582	53.5	--	130,525	43.0	--	423,226	33.9

Source: Bureau of Economic Analysis and SEWRPC, 1/6/2026

Table 14
Actual and Projected Employment in the Region by County: 2020-2060 Intermediate-Growth Scenario

	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent
2020	86,087	10,559	14.0	578,605	4,147	0.7	56,883	4,250	8.1	91,642	3,394	3.8
2025	89,889	--	--	583,592	--	--	59,298	--	--	94,937	--	--
2030	93,691	7,604	8.8	588,579	9,974	1.7	61,713	4,830	8.5	98,232	6,590	7.2
2035	97,493	--	--	593,566	--	--	64,128	--	--	101,527	--	--
2040	101,295	7,604	8.1	598,553	9,974	1.7	66,543	4,830	7.8	104,822	6,590	6.7
2045	105,097	--	--	603,540	--	--	68,958	--	--	108,117	--	--
2050	108,899	7,604	7.5	608,527	9,974	1.7	71,373	4,830	7.3	111,412	6,590	6.3
2055	112,701	--	--	613,514	--	--	73,788	--	--	114,707	--	--
2060	116,500	7,601	7.0	618,500	9,973	1.6	76,200	4,827	6.8	118,000	6,588	5.9
Total	--	30,413	35.3	--	39,895	6.9	--	19,317	34.0	--	26,358	28.8

	Walworth County			Washington County			Waukesha County			Southeastern Wisconsin Region		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent
2020	56,364	3,397	6.4	74,018	9,978	15.6	303,875	33,933	12.6	1,247,474	69,658	5.9
2025	58,656	--	--	77,466	--	--	314,441	--	--	1,278,279	--	--
2030	60,948	4,584	8.1	80,914	6,896	9.3	325,007	21,132	7.0	1,309,084	61,610	4.9
2035	63,240	--	--	84,362	--	--	335,573	--	--	1,339,889	--	--
2040	65,532	4,584	7.5	87,810	6,896	8.5	346,139	21,132	6.5	1,370,694	61,610	4.7
2045	67,824	--	--	91,258	--	--	356,705	--	--	1,401,499	--	--
2050	70,116	4,584	7.0	94,706	6,896	7.9	367,271	21,132	6.1	1,432,304	61,610	4.5
2055	72,408	--	--	98,154	--	--	377,837	--	--	1,463,109	--	--
2060	74,700	4,584	6.5	101,600	6,894	7.3	388,400	21,129	5.8	1,493,900	61,596	4.3
Total	--	18,336	32.5	--	27,582	37.3	--	84,525	27.8	--	246,426	19.8

Source: Bureau of Economic Analysis and SEWRPC, 1/6/2026

Table 15
Actual and Projected Employment in the Region by County: 2020-2060 Low-Growth Scenario

	Kenosha County			Milwaukee County			Ozaukee County			Racine County		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent
2020	86,087	10,559	14.0	578,605	4,147	0.7	56,883	4,250	8.1	91,642	3,394	3.8
2025	88,201	--	--	574,642	--	--	58,198	--	--	93,237	--	--
2030	90,315	4,228	4.9	570,679	-7,926	-1.4	59,513	2,630	4.6	94,832	3,190	3.5
2035	92,429	--	--	566,716	--	--	60,828	--	--	96,427	--	--
2040	94,543	4,228	4.7	562,753	-7,926	-1.4	62,143	2,630	4.4	98,022	3,190	3.4
2045	96,657	--	--	558,790	--	--	63,458	--	--	99,617	--	--
2050	98,771	4,228	4.5	554,827	-7,926	-1.4	64,773	2,630	4.2	101,212	3,190	3.3
2055	100,885	--	--	550,864	--	--	66,088	--	--	102,807	--	--
2060	103,000	4,229	4.3	546,900	-7,927	-1.4	67,400	2,627	4.1	104,400	3,188	3.1
Total	--	16,913	19.6	--	-31,705	-5.5	--	10,517	18.5	--	12,758	13.9

	Walworth County			Washington County			Waukesha County			Southeastern Wisconsin Region		
		Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade			Change from Preceding Decade	
Year	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent
2020	56,364	3,397	6.4	74,018	9,978	15.6	303,875	33,933	12.6	1,247,474	69,658	5.9
2025	57,569	--	--	75,991	--	--	308,816	--	--	1,256,654	--	--
2030	58,774	2,410	4.3	77,964	3,946	5.3	313,757	9,882	3.3	1,265,834	18,360	1.5
2035	59,979	--	--	79,937	--	--	318,698	--	--	1,275,014	--	--
2040	61,184	2,410	4.1	81,910	3,946	5.1	323,639	9,882	3.1	1,284,194	18,360	1.5
2045	62,389	--	--	83,883	--	--	328,580	--	--	1,293,374	--	--
2050	63,594	2,410	3.9	85,856	3,946	4.8	333,521	9,882	3.1	1,302,554	18,360	1.4
2055	64,799	--	--	87,829	--	--	338,462	--	--	1,311,734	--	--
2060	66,000	2,406	3.8	89,800	3,944	4.6	343,400	9,879	3.0	1,320,900	18,346	1.4
Total	--	9,636	17.1	--	15,782	21.3	--	39,525	13.0	--	73,426	5.9

Source: Bureau of Economic Analysis and SEWRPC, 1/6/2026

Table 16
Actual and Projected Employment in the Region by General Industry: 2020 and 2060

Industry	2020 Actual	2060 Projected								
		High-Growth Scenario			Intermediate-Growth Scenario			Low-Growth Scenario		
			Change 2020-2060			Change 2020-2060			Change 2020-2060	
	Employment	Employment	Absolute	Percent	Employment	Absolute	Percent	Employment	Absolute	Percent
Manufacturing	149,795	144,695	-5,100	-3.4	121,550	-28,245	-18.9	98,400	-51,395	-34.3
Wholesales	52,176	72,011	19,835	38.0	64,422	12,246	23.5	56,833	4,657	8.9
Construction	56,495	89,467	32,972	58.4	77,513	21,018	37.2	65,558	9,063	16.0
Retail	185,374	244,138	58,764	31.7	211,854	26,480	14.3	192,635	7,261	3.9
Service	627,383	911,621	284,238	45.3	825,375	197,992	31.6	735,501	108,118	17.2
Government	109,645	126,426	16,781	15.3	117,487	7,842	7.2	102,710	-6,935	-6.3
Agriculture	4,349	4,215	-134	-3.1	3,315	-1,034	-23.8	2,415	-1,934	-44.5
Transportation, Warehouse and Utilities	40,727	56,545	15,818	38.8	50,931	10,204	25.1	45,316	4,589	11.3
Other (balance)	21,510	21,510	0	0.0	21,510	0	0.0	21,510	0	0.0
Total	1,247,454	1,670,628	423,174	33.9	1,493,957	246,503	19.8	1,320,878	73,424	5.9

Source: U.S. Census Bureau, Bureau of Economic Analysis, and SEWRPC, 1/7/2026