

# POPULATION, HOUSEHOLD, AND EMPLOYMENT TRENDS AND PROJECTIONS

# 3



*Credit: Washington County*

## 3.1 EXISTING POPULATION, HOUSEHOLD, AND EMPLOYMENT LEVELS

Information on the size, characteristics, and distribution of population, household, and employment levels in the County assists in preparing projections that will anticipate changes in these factors over time, which is essential to the comprehensive planning process. Many of the planning recommendations set forth in this report are directly related to the existing and probable future population, household, and employment levels in the County and each local government. Section 3.1 of this chapter provides information on existing and historical population, household, and employment levels. Population, household, and employment projections for the year 2050, which were used to design the plan presented later in this report, are presented in Section 3.2.

A census of the Nation's population has been conducted every 10 years since 1790. Through the year 2000, recent decennial censuses have consisted of a "short form" and a "long form." The short form included basic questions about age, sex, race, ethnicity, household relationship, and owner/renter housing status. The long form included detailed questions about socio-economic and housing characteristics.

The American Community Survey (ACS) was introduced in 2005 to replace the long-form portion of the decennial census. The ACS is intended to be a nationwide, continuous survey designed to provide communities with a broad range of timely demographic, housing, social, and economic data. The ACS supplements the decennial census, which is limited in the scope of questions asked but is intended to reach every person in the Nation (100 percent sample). The primary challenge involved with using ACS data is the relatively large margin of error, particularly for local units of government, due to relatively small sample sizes. In addition, below the County level, ACS data is compiled for "rolling" five-year periods, so multiple years are combined for each Census estimate. ACS data are used in this chapter where data from the 2010 decennial census are not available.

### **Population**

#### ***Population Trends***

The historical and current population of Washington County is set forth in Table 3.1 and Figure 3.1. The total population remained stable from 1860 to 1920. Between 1920 and 1940, the population increased from

25,713 to 28,430 residents. The County experienced rapid growth rates in the decades between 1940 and 1980, including population gains of over 35 percent in each of the two decades between 1950 and 1970. This rapid growth can be attributed to both the migration of new residents to Washington County and the natural increase of the existing population (more births than deaths).

After World War II, the existing population grew as soldiers returned home and began families, creating the baby boom generation. Federal subsidies for home ownership led to suburban migration, as families sought newer single-family homes outside the central city. Federal legislation adopted in 1956 led to the construction of a new network of freeways and expressways, providing convenient highway access between suburbs and the central city. The County continued to see growth between 1980 and 2010 at a rate of about 12 percent between 1980 and 1990, about 23 percent between 1990 and 2000, and about 12 percent between 2000 and 2010. The Wisconsin Department of Administration (DOA) estimates that the County population grew just over 1 percent, from 131,887 to 133,486 residents, between 2010 and 2015.

**Table 3.1**  
**Historical Population of**  
**Washington County: 1850-2010**

Year	Population	Change From Preceding Census	
		Number	Percent
1850	19,485	--	--
1860	23,622	4,137	21.2
1870	23,919	297	1.2
1880	23,442	-477	-2.0
1890	22,751	-691	-3.0
1900	23,589	838	3.7
1910	23,784	195	0.8
1920	25,713	1,929	8.1
1930	26,551	838	3.3
1940	28,430	1,879	7.1
1950	33,902	5,472	19.2
1960	46,119	12,217	36.0
1970	63,839	17,720	38.4
1980	84,848	21,009	32.9
1990	95,328	10,480	12.4
2000	117,496	22,168	23.3
2010	131,887	14,391	12.2

Source: U.S. Bureau of the Census and SEWRPC

Washington County's population grew by 36,559 people, or about 38 percent, between 1990 and 2010. During this same period, the Southeastern Wisconsin Region<sup>32</sup> experienced an increase of 209,606 residents, or about 12 percent; the State experienced an increase of 795,217 residents, or about 16 percent; and the United States experienced an increase of about 59 million residents, or about 24 percent (see Table 3.2). Thus, Washington County experienced a higher rate of growth than the Region, State, and Nation during this period.

Population changes in Washington County communities between 1980 and 2010 are shown in Table 3.3.<sup>33</sup> Between 2000 and 2010, about 43 percent of the County's population growth occurred in cities, about 44 percent occurred in villages, and about 13 percent occurred in towns. In 2010, about 34 percent of the County's population lived in cities, about 37 percent lived in villages, and about 29 percent lived in towns.

The biggest percentage increase in community population between 2000 and 2010 was in the Village of Jackson, where the population increased nearly 37 percent, from 4,938 to 6,753 residents. The City of Hartford and the Village of Slinger experienced slightly less growth, approximately 30 percent each between 2000 and 2010. In terms of numbers of new residents, the City of Hartford grew by over 3,300 residents, the City of West Bend grew by over 2,900 residents, the Village of Germantown grew by about 1,500 residents, and the Village of Slinger grew by over 1,100 residents between 2000 and 2010.

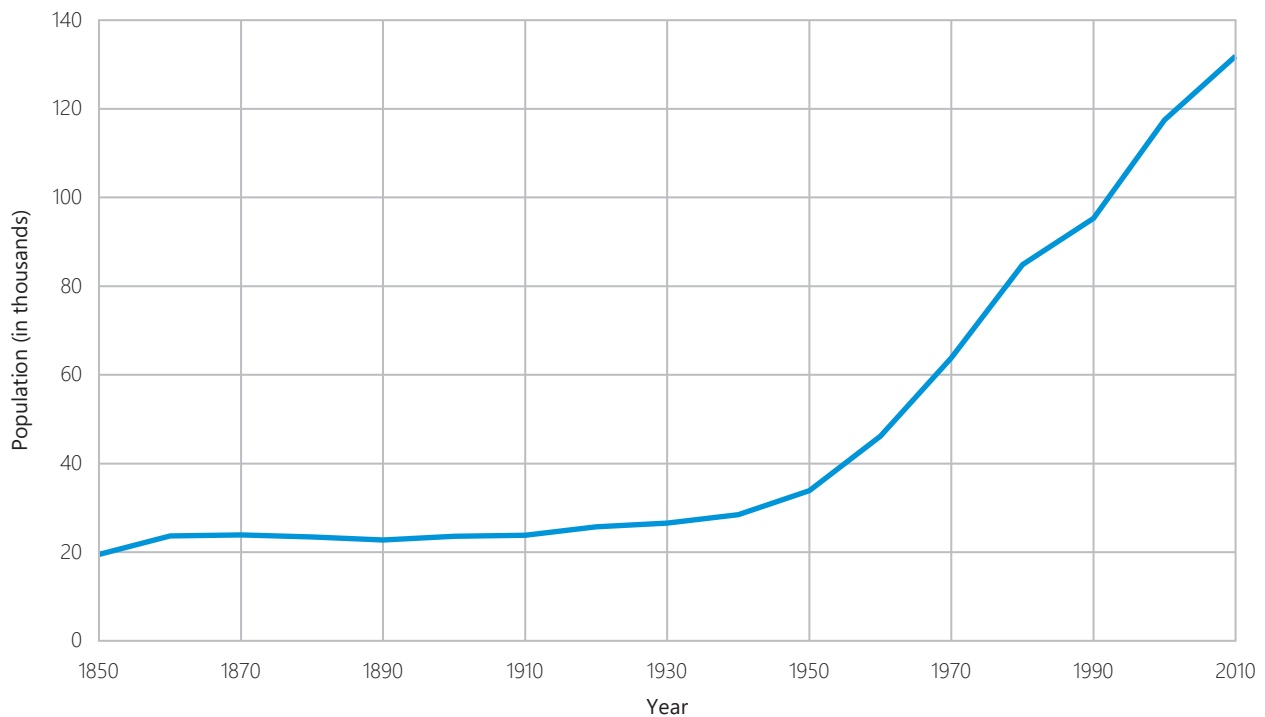
The Town of Wayne experienced the largest percentage of population growth of any town, gaining 442 residents, or approximately 26 percent, between 2000 and 2010. The Town of Farmington experienced the largest gain in the number of new residents, increasing by 775 people, or an increase of approximately 24 percent. Five towns experienced decreases in population between 2000 and 2010. The most significant population decrease was in the Town of Hartford, whose population decreased by 422 residents, or about 11 percent.

Map 3.1 depicts Washington County population distribution in 2010. As shown on the map, population densities tend to be higher in areas where public sanitary sewer and typically public water are available.

<sup>32</sup> The Southeastern Wisconsin Region includes Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties.

<sup>33</sup> The Town of Richfield incorporated as a Village on February 13, 2008.

**Figure 3.1**  
**Historical Population of Washington County: 1850-2010**



Source: U.S. Bureau of the Census and SEWRPC

**Table 3.2**  
**Comparison of Washington County Population Trends to Regional, State, and National Trends: 1980-2010**

Year	Washington County		Southeastern Wisconsin		Wisconsin		United States	
	Number	Percent Change	Number	Percent Change	Number	Percent Change	Number	Percent Change
1980	84,848	--	1,764,796	--	4,705,642	--	226,504,825	--
1990	95,328	12.3	1,810,364	2.6	4,891,769	4.0	249,632,692	10.2
2000	117,496	23.2	1,931,165	6.7	5,363,675	9.6	281,421,906	12.7
2010	131,887	12.2	2,019,970	4.6	5,686,986	6.0	308,745,538	9.7

Source: U.S. Bureau of the Census and SEWRPC

Sanitary sewer service in Washington County is available in the hamlet of Allenton in the Town of Addison and throughout all of the cities and villages except the Villages of Germantown, Richfield, and Slinger. The Village of Germantown includes both urban areas with sewer service provided by the Milwaukee Metropolitan Sewerage District (MMSD) and unsewered rural areas, which are generally in agricultural use. The Village of Richfield, which features primarily scattered, low-density rural development, is served by private on-site wastewater treatment systems. Although much of the area within the Village of Slinger has been developed with urban uses served by sanitary sewer, the Village has annexed land and permitted urban-density development without providing sewer and water services in some outlying portions of the Village. Areas served by sewer and adopted sewer service areas in Washington County are shown on Map 9.1 in Chapter 9.

**Age Distribution**

The age distribution of the population has important implications for planning and the formation of public policies in the areas of education, health, housing, transportation, and economic development. The age distribution of Washington County’s population in 2010 is set forth in Table 3.4.

**Table 3.3**  
**Population Trends in Washington County Communities: 1980-2010**

Community	Year				Change: 2000-2010	
	1980	1990	2000	2010	Number	Percent
<b>Cities</b>						
Hartford <sup>a</sup>	7,159	8,188	10,905	14,223	3,318	30.4
West Bend	21,484	24,470	28,152	31,078	2,926	10.4
<b>Villages</b>						
Germantown	10,729	13,658	18,260	19,749	1,489	8.2
Jackson	1,817	2,486	4,938	6,753	1,815	36.8
Kewaskum	2,381	2,514	3,277	4,004	727	22.2
Newburg <sup>b</sup>	783	958	1,119	1,254	135	12.1
Richfield <sup>c</sup>	8,390	8,993	10,373	11,300	927	8.9
Slinger	1,612	2,340	3,901	5,068	1,167	29.9
<b>Towns</b>						
Addison	2,834	3,051	3,341	3,495	154	4.6
Barton	2,493	2,586	2,546	2,637	91	3.6
Erin	2,455	2,817	3,664	3,747	83	2.3
Farmington	2,386	2,523	3,239	4,014	775	23.9
Germantown	267	258	278	254	-24	-8.6
Hartford	3,269	3,243	4,031	3,609	-422	-10.5
Jackson	3,180	3,172	3,516	4,134	618	17.6
Kewaskum	1,243	1,139	1,119	1,053	-66	-5.9
Polk	3,486	3,540	3,938	3,937	-1	0.0
Trenton	3,914	3,967	4,440	4,732	292	6.6
Wayne	1,471	1,374	1,727	2,169	442	25.6
West Bend	3,588	4,165	4,834	4,774	-60	-1.2
Washington County <sup>d</sup>	84,848	95,328	117,496	131,887	14,391	12.2

<sup>a</sup> Includes that portion of the City of Hartford located in Dodge County. There were nine City of Hartford residents in Dodge County in 1990 and 10 in 2000; however, there were no Hartford residents in Dodge County in 2010.

<sup>b</sup> Includes that portion of the Village of Newburg located in Ozaukee County. There were 105 Village of Newburg residents in Ozaukee County in 1990, 92 in 2000, and 97 in 2010.

<sup>c</sup> In 2008, the Town of Richfield incorporated as the Village of Richfield. Population data shown for 1980 through 2000 are for the former Town of Richfield.

<sup>d</sup> Includes Washington County only.

Source: U.S. Bureau of the Census and SEWRPC

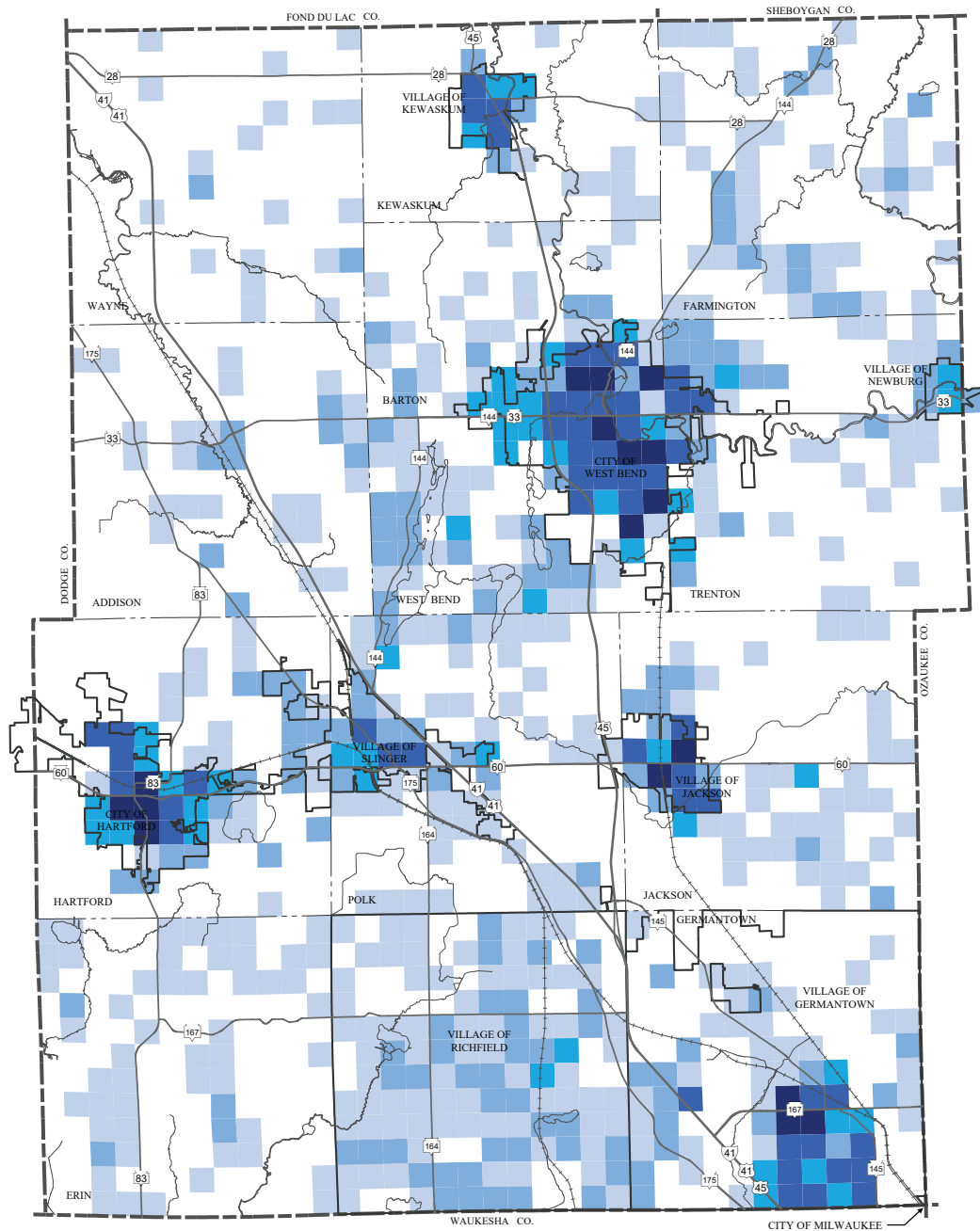
The median age of Washington County residents in 2010 was approximately 41 years of age, which was slightly higher than the median age for the Region, 37 years of age, or for the State, 38 years of age. The median age ranged from a low of 36 years in the City of Hartford to a high of nearly 49 years of age in the Town of West Bend. The median age was between 35 and 45 years of age in all communities except the Towns of Barton, Erin, Kewaskum, and West Bend.

In 2010, children under five years of age numbered 8,179, or approximately 6 percent of the County population, while children between five and 19 years of age numbered 27,005, or about 21 percent of the County population. The size of the age groups under five years of age five to 19 years of age is important for planning future educational facilities. Expansion of existing educational facilities and the addition of new facilities should be planned to accommodate projected changes within these age groups.

Adults 20 through 64 years of age numbered 78,900, or about 60 percent of the total County population, in 2010. The size of this age group relates directly to the size of the workforce residing in Washington County. It will be important to retain and attract working age adults to the County to meet the employment needs of area businesses and maintain a stable and healthy economy. It will also be important to provide educational opportunities to ensure a trained labor force for existing businesses as the baby boomer component of the existing workforce continues to retire over the next decade.



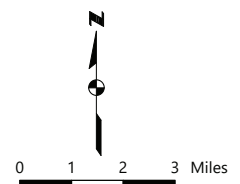
**Map 3.1**  
**Population Distribution in Washington County: 2010**



**POPULATION PER U.S. PUBLIC LAND SURVEY ONE-QUARTER SECTION**



Source: U.S. Bureau of the Census and SEWRPC



**Table 3.4  
Population by Age Group and Median Age in Washington County Communities: 2010**

Community	Under 5		5 Through 19		20 Through 64		65 and Older		Total		Median Age
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
<b>Cities</b>											
Hartford <sup>a</sup>	1,172	8.2	2,891	20.3	8,229	57.9	1,931	13.6	14,223	100.0	35.6
West Bend	2,270	7.3	6,069	19.5	18,211	58.6	4,528	14.6	31,078	100.0	37.0
<b>Villages</b>											
Germantown	1,140	5.8	4,280	21.7	11,674	59.1	2,655	13.4	19,749	100.0	41.7
Jackson	487	7.2	1,256	18.6	4,175	61.8	835	12.4	6,753	100.0	39.0
Kewaskum	297	7.4	806	20.1	2,392	59.8	509	12.7	4,004	100.0	36.8
Newburg <sup>b</sup>	86	6.9	288	23.0	743	59.2	137	10.9	1,254	100.0	37.6
Richfield	571	5.0	2,388	21.1	6,933	61.4	1,408	12.5	11,300	100.0	45.0
Slinger	388	7.7	1,073	21.2	3,083	60.8	524	10.3	5,068	100.0	37.2
<b>Towns</b>											
Addison	190	5.4	717	20.5	2,235	64.0	353	10.1	3,495	100.0	41.3
Barton	110	4.2	495	18.8	1,643	62.3	389	14.7	2,637	100.0	46.8
Erin	150	4.0	755	20.2	2,346	62.6	496	13.2	3,747	100.0	46.8
Farmington	222	5.5	850	21.2	2,469	61.5	473	11.8	4,014	100.0	43.2
Germantown	14	5.5	53	20.9	162	63.8	25	9.8	254	100.0	44.1
Hartford	160	4.4	730	20.2	2,261	62.7	458	12.7	3,609	100.0	45.4
Jackson	208	5.0	893	21.6	2,518	60.9	515	12.5	4,134	100.0	43.3
Kewaskum	55	5.2	215	20.4	643	61.1	140	13.3	1,053	100.0	44.1
Polk	175	4.4	795	20.2	2,429	61.7	538	13.7	3,937	100.0	45.8
Trenton	206	4.4	1,024	21.6	2,876	60.8	626	13.2	4,732	100.0	44.0
Wayne	136	6.3	487	22.5	1,328	61.2	218	10.0	2,169	100.0	40.6
West Bend	147	3.1	956	20.0	2,617	54.8	1,054	22.1	4,774	100.0	48.7
Washington County <sup>a</sup>	8,179	6.2	27,005	20.5	78,900	59.8	17,803	13.5	131,887	100.0	40.9

<sup>a</sup> Includes Washington County only.

<sup>b</sup> Includes that portion of the Village of Newburg located in Ozaukee County.

Source: U.S. Bureau of the Census and SEWRPC

**Table 3.5**  
**Racial and Ethnic Composition of Residents in Washington County, the Region, and the State: 2010**

Race/Ethnicity <sup>a</sup>	Washington County		Southeastern Wisconsin		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Non-Hispanic						
White Alone	124,348	94.3	1,437,105	71.1	4,738,411	83.3
Black or African American Alone	1,115	0.8	288,550	14.3	350,898	6.2
American Indian and Alaska Native Alone	345	0.3	7,917	0.4	48,511	0.9
Asian Alone	1,401	1.1	50,831	2.5	128,052	2.3
Native Hawaiian and Other Pacific Islander Alone	22	-- <sup>b</sup>	595	-- <sup>b</sup>	1,565	-- <sup>b</sup>
Some Other Race Alone	51	-- <sup>b</sup>	1,968	0.1	4,095	0.1
Two Or More Races	1,220	0.8	32,785	1.5	79,398	1.3
Subtotal	128,502	97.4	1,819,751	90.1	5,350,930	94.1
Hispanic	3,385	2.6	200,219	9.9	336,056	5.9
Total	131,887	100.0	2,019,970	100.0	5,686,986	100.0

<sup>a</sup> The Federal government does not consider Hispanic origin to be a race, but rather an ethnic group.

<sup>b</sup> Less than 0.05 percent.

Source: U.S. Bureau of the Census and SEWRPC

People 65 years of age and older numbered 17,803, or about 14 percent of the total County population, in 2010. There will likely be an increased demand for specialized housing units, transportation, and health care services for the elderly as the elderly population increases in size over the next three decades. An increase in the over-65 age group is anticipated as baby boomers will move into this age group during the planning period. Information on future age group distribution is included in Section 3.2 of this chapter.

### **Racial Composition**

Table 3.5 shows the racial composition of Washington County, the Southeastern Wisconsin Region, and the State in 2010. The County has a homogeneous population with approximately 94 percent of the population, or 124,348 of the total 131,887 residents identified as white alone. The percentage of County residents identified as white alone was higher than in both the Region, where about 71 percent of residents were identified as white alone, and the State, where about 83 percent of residents were identified as white alone.

The second largest individual racial group in Washington County was Asian alone, which accounted for approximately 1 percent of the County population, or 1,401 people. Individuals identified as having two or more races accounted for just under 1 percent of the County's population, or 1,220 people. Table 3.5 also shows Census data regarding Hispanic residents (the Federal government considers Hispanic origin to be an ethnic group rather than a race). A total of 3,385 people, or just under 3 percent of County residents in 2010, were Hispanic.

### **Educational Attainment**

The level of the population's educational attainment is one indicator of earning potential, which, in turn, influences such important choices as location, type, and size of housing. Educational attainment is also an indicator of the type of occupations the County workforce is most suited to fill. This information is useful for formulating strategies to both retain and expand existing businesses in the County and to attract new businesses to the County over the planning period. Table 3.6 shows the educational attainment of residents 25 years of age and older for the County and each local government according to the 2010-2014 American Community Survey (ACS).

According to the 2010-2014 ACS, nearly 93 percent of County residents at least 25 years of age had attained a high school or higher level of education. These levels are higher than the educational attainment of the overall population of the seven-county Southeastern Wisconsin Region, where 90 percent of the population 25 years of age and older had attained this level of education. Of the population 25 years of age and older, over 62 percent in Washington County and 61 percent in the Region had either attended some college or earned an associate, bachelor, or graduate degree. This level of education suggests that Washington

**Table 3.6**  
**Educational Attainment of People 25 and Older in Washington County Communities: 2010-2014**

Community	Less Than 9th Grade		9th to 12th Grade No Diploma		High School Graduate		Some College/ Associates Degree		Bachelor or Graduate Degree		Total People Age 25 and Older	
	People	Percent of Total	People	Percent of Total	People	Percent of Total	People	Percent of Total	People	Percent of Total	People	Percent of Total
<b>Cities</b>												
Hartford	228	2.4	506	5.3	3,122	32.7	3,599	37.7	2,087	21.9	9,542	100.0
West Bend	562	2.6	1,042	4.8	6,630	30.9	7,632	35.6	5,594	26.1	21,460	100.0
<b>Villages</b>												
Germanatown	139	1.0	561	4.1	3,361	24.5	4,348	31.8	5,285	38.6	13,694	100.0
Jackson	112	2.4	386	8.3	1,334	28.8	1,692	36.5	1,110	24.0	4,634	100.0
Kewaskum	76	2.9	227	8.7	845	32.2	951	36.3	522	19.9	2,621	100.0
Newburg <sup>a</sup>	19	2.2	53	6.2	332	38.5	315	36.5	143	16.6	862	100.0
Richfield	110	1.4	236	2.9	1,919	23.8	2,851	35.3	2,959	36.6	8,075	100.0
Slinger	157	4.5	82	2.4	1,384	40.0	986	28.5	854	24.6	3,463	100.0
<b>Towns</b>												
Addison	76	3.2	97	4.1	1,007	42.1	778	32.5	433	18.1	2,391	100.0
Barton	43	2.2	108	5.5	656	33.2	695	35.2	473	23.9	1,975	100.0
Erin	88	3.3	70	2.6	770	29.1	750	28.4	968	36.6	2,646	100.0
Farmington	10	0.4	158	5.8	1,091	39.7	913	33.2	574	20.9	2,746	100.0
Germanatown	3	2.1	9	6.2	44	30.6	53	36.8	35	24.3	144	100.0
Hartford	41	1.5	66	2.5	1,076	40.6	920	34.7	548	20.7	2,651	100.0
Jackson	13	0.4	90	2.9	971	31.3	1,177	38.0	848	27.4	3,099	100.0
Kewaskum	9	1.3	32	4.5	206	28.8	315	44.0	153	21.4	715	100.0
Polk	60	2.3	199	7.6	557	21.2	815	31.0	997	37.9	2,628	100.0
Trenton	92	2.9	177	5.5	1,206	37.4	1,133	35.2	612	19.0	3,220	100.0
Wayne	45	2.7	87	5.2	586	34.9	599	35.7	361	21.5	1,678	100.0
West Bend	258	6.9	259	6.9	1,036	27.7	1,074	28.7	1,117	29.8	3,744	100.0
Washington County <sup>b</sup>	2,141	2.3	4,439	4.8	28,127	30.6	31,574	34.4	25,652	27.9	91,933	100.0

<sup>a</sup> Includes that portion of the Village of Newburg located in Ozaukee County.

<sup>b</sup> Includes Washington County only.

Source: U.S. Bureau of the Census American Community Survey and SEWRPC



County's workforce may be well suited for skilled employment such as management, professional, business, and financial occupations and skilled and high-tech production positions. This factor is examined in greater detail in the Economic Development Element (Chapter 10).

## Households

### **Household Trends**

The number of households, or occupied housing units, is important to land use and public facility planning. Households directly influence the demand for urban land as well as the demand for transportation and other public facilities and services, such as public sewer, water, and parks. A household includes all people who occupy a housing unit, which is defined by the U.S. Bureau of the Census as a house, apartment, mobile home, a group of rooms, or a single room that is occupied, or intended for occupancy, as separate living quarters.<sup>34</sup>

The number of households and the average household size in Washington County and each local government for 1990, 2000, and 2010 are set forth in Table 3.7. There were 51,605 households in Washington County in 2010, with an average household size of 2.53 people, compared to an average household size of 2.47 people in the Region.



**There were 51,605 households in Washington County in 2010, with an average household size of 2.53 people.**

As shown in Table 3.7, the number of households has generally increased in each local government and the County in each decade. The exceptions to this pattern include the Town of West Bend, which experienced a decrease of 18 households between 1990 and 2000, and the Town of Hartford, which experienced a decrease of 14 households between 2000 and 2010. While the number of households has increased steadily in all of the other local governments, the average number of people per household has decreased in nearly every local government and the County between 1990 and 2000 and between 2000 and 2010. Exceptions to this pattern include the Town of West Bend, whose average household size increased from 2.56 to 2.74 between 1990 and 2000, and the Village of Slinger, whose average household size increased from 2.46 to 2.48 between 2000 and 2010. The overall trend of shrinking household size, which has occurred throughout Wisconsin, reflects the fact that family sizes (the average number of children per family) have decreased and unmarried people have increasingly tended to establish their own households rather than live with family. The Town of Wayne had the highest average household size in the County in 2010, which indicates that there were relatively more families occupying homes in the Town of Wayne than elsewhere in the County. Average household sizes are generally larger in towns than in cities and villages, which can be attributed to a higher percentage of single-family homes in the towns. Single-family homes are more likely to be occupied by families than are apartments.

### **Household Income**

The annual household incomes and median household incomes in Washington County and each local government according to the 2010-2014 ACS are set forth in Table 3.8. The annual median income of all households in the County was \$67,650. Median incomes tended to be higher in the towns than in cities and villages. This reflects the likelihood that people with more modest or limited incomes would live in cities and villages, which tend to have a greater range of housing choices.

Table 3.9 sets forth the annual median household income for counties in Southeastern Wisconsin and adjacent counties outside the Region (Dodge, Fond du Lac, and Sheboygan Counties) according to the 2010-2014 ACS.

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<sup>34</sup> Households include people who live alone; unrelated people who live together, such as college roommates; and families. People not living in households are classified as living in group quarters, such as hospitals for the chronically ill, homes for the aged, correctional institutions, and college dormitories.

**Table 3.7**  
**Number of Households and Average Household Size for Washington County Communities: 1990-2010**

Community	1990		2000		2010	
	Number of Households	Average Household Size	Number of Households	Average Household Size	Number of Households	Average Household Size
<b>Cities</b>						
Hartford <sup>a</sup>	3,055	2.64	4,279	2.51	5,685	2.47
West Bend	8,686	2.71	11,375	2.44	12,769	2.39
<b>Villages</b>						
Germantown	4,931	2.77	6,904	2.63	7,766	2.53
Jackson	953	2.60	1,949	2.53	2,870	2.35
Kewaskum	925	2.72	1,213	2.64	1,581	2.52
Newburg <sup>b</sup>	298	2.94	398	2.80	480	2.60
Richfield <sup>c</sup>	2,839	3.17	3,614	2.87	4,170	2.71
Slinger	882	2.62	1,562	2.46	2,029	2.48
<b>Towns</b>						
Addison	943	3.22	1,149	2.90	1,311	2.67
Barton	821	3.21	896	2.84	1,033	2.55
Erin	911	3.07	1,287	2.83	1,405	2.66
Farmington	789	3.20	1,116	2.90	1,462	2.75
Germantown	81	3.19	89	3.12	91	2.79
Hartford	1,105	2.93	1,397	2.88	1,383	2.61
Jackson	995	3.19	1,201	2.93	1,478	2.80
Kewaskum	356	3.19	394	2.84	401	2.63
Polk	1,136	3.10	1,352	2.89	1,457	2.69
Trenton	1,236	3.25	1,520	2.91	1,721	2.75
Wayne	418	3.29	582	2.97	768	2.81
West Bend	1,629	2.56	1,611	2.74	1,790	2.53
Washington County <sup>d</sup>	32,977	2.86	43,843	2.65	51,605	2.53

<sup>a</sup> Includes that portion of the City of Hartford located in Dodge County. There were four City of Hartford households in Dodge County in 1990, three in 2000, and none in 2010.

<sup>b</sup> Includes that portion of the Village of Newburg located in Ozaukee County. There were eight Village of Newburg households in Ozaukee County in 1990, 42 in 2000, and 45 in 2010.

<sup>c</sup> In 2008, the Town of Richfield incorporated as the Village of Richfield. Data shown for 1980 through 2000 are for the former Town of Richfield.

<sup>d</sup> Includes Washington County only.

Source: U.S. Bureau of the Census and SEWRPC

The annual median Washington County household income was approximately \$13,000 more than the annual median household income in the Region, approximately \$14,000 higher than the annual median income of households in the adjacent counties outside of the Region, and about \$15,000 higher than the annual median household income in the State. Both Ozaukee and Waukesha Counties had a higher median household income than Washington County, but the median income was higher in Washington County than in Dodge, Fond du Lac, Kenosha, Milwaukee, Racine, Sheboygan, and Walworth Counties. The relative economic prosperity in Washington County can in part be explained through the high educational attainment of County residents and the corresponding ability to compete for high paying jobs located within the County and neighboring areas. Economic prosperity in Washington County also has an effect on the types, sizes, and locations of housing within the County.

Although there is comparable economic prosperity in the County, a number of households have experienced annual incomes below the poverty level. According to the 2010-2014 ACS, there were 3,218 households in the County with an annual income below the poverty level.<sup>35</sup> Of these households, 1,686 were family

<sup>35</sup> Multiple thresholds exist to determine if a household is under the poverty level. An example of the types of variables used to determine poverty thresholds include: age of householder, age of family members, number of family members, and number of children related to the householder that are present in a household.

**Table 3.8**  
**Annual Household Income in Washington County Communities: 2010-2014**

Community	\$15,000		\$15,000-\$24,999		\$25,000-\$34,999		\$35,000-\$49,999		\$50,000-\$74,999	
	Number of Households	Percent of Total	Number of Households	Percent of Total	Number of Households	Percent of Total	Number of Households	Percent of Total	Number of Households	Percent of Total
Cities										
Hartford	556	9.5	504	8.6	445	7.6	1,037	17.7	1,329	22.7
West Bend	987	7.6	1,379	10.6	1,415	10.9	1,886	14.5	2,791	21.5
Villages										
Germantown	309	3.9	406	5.2	760	9.7	898	11.5	1,552	19.8
Jackson	240	8.5	264	9.3	386	13.6	407	14.3	526	18.5
Kewaskum	159	10.2	113	7.2	238	15.2	169	10.8	255	16.3
Newburg <sup>a</sup>	52	10.1	26	5.0	57	11.0	109	21.1	110	21.3
Richfield	187	4.4	130	3.1	179	4.2	389	9.2	767	18.2
Slinger	206	9.8	165	7.9	97	4.6	300	14.3	395	18.9
Towns										
Addison	87	6.8	160	12.6	28	2.2	73	5.7	294	23.1
Barton	68	6.2	88	8.1	83	7.6	148	13.6	186	17.1
Erin	63	4.3	93	6.3	56	3.8	162	11.0	188	12.8
Farmington	28	1.9	76	5.2	122	8.4	191	13.1	300	20.6
Germantown	1	1.3	--	--	2	2.6	4	5.2	33	42.9
Hartford	23	1.7	21	1.6	111	8.3	180	13.5	327	24.4
Jackson	8	0.5	49	3.1	78	5.0	190	12.1	215	13.7
Kewaskum	16	4.1	33	8.4	27	6.9	27	6.9	106	27.0
Polk	30	2.1	70	5.0	149	10.6	125	8.9	167	11.9
Trenton	51	2.9	104	6.0	95	5.4	235	13.5	378	21.7
Wayne	31	3.6	14	1.6	73	8.4	72	8.3	185	21.3
West Bend	84	4.2	182	9.2	252	12.7	147	7.4	367	18.5
Washington County <sup>b</sup>	3,180	6.1	3,877	7.4	4,647	8.8	6,728	12.8	10,461	19.9

Community	\$75,000-\$99,999		\$100,000-\$149,999		\$150,000-\$199,999		\$200,000 Or More		Median Household Income (\$)	
	Number of Households	Percent of Total	Number of Households	Percent of Total	Number of Households	Percent of Total	Number of Households	Percent of Total		
Cities										
Hartford	787	13.5	934	16.0	172	2.9	85	1.5	56,536	
West Bend	2,095	16.1	1,800	13.8	386	3.0	270	2.1	56,829	
Villages										
Germantown	1,148	14.7	1,748	22.3	496	6.3	516	6.6	74,865	
Jackson	470	16.5	407	14.3	140	4.9	--	--	53,212	
Kewaskum	356	22.8	198	12.7	68	4.3	8	0.5	57,885	

Table continued on next page.

**Table 3.8 (Continued)**

Community	\$75,000-\$99,999		\$100,000-\$149,999		\$150,000-\$199,999		\$200,000 Or More		Median Household Income (\$)
	Number of Households	Percent of Total	Number of Households	Percent of Total	Number of Households	Percent of Total	Number of Households	Percent of Total	
Villages (continued)									
Newburg <sup>a</sup>	90	17.4	58	11.2	10	1.9	4	0.8	52,976
Richfield	626	14.8	969	22.9	434	10.3	543	12.9	91,014
Slinger	419	20.0	340	16.2	104	5.0	68	3.2	64,522
Towns									
Addison	237	18.6	272	21.4	43	3.4	78	6.1	74,464
Barton	188	17.3	220	20.2	27	2.5	81	7.4	70,202
Erin	253	17.2	335	22.8	135	9.2	185	12.6	91,442
Farmington	322	22.1	290	19.9	90	6.2	38	2.6	78,047
Germantown	18	23.4	13	16.9	3	3.9	3	3.9	74,583
Hartford	228	17.0	365	27.3	73	5.5	10	0.7	75,330
Jackson	397	25.2	353	22.4	189	12.0	94	6.0	90,197
Kewaskum	93	23.7	40	10.2	39	9.9	11	2.8	67,222
Polk	353	25.1	310	22.0	83	5.9	122	8.7	83,776
Trenton	350	20.1	356	20.4	149	8.5	26	1.5	76,125
Wayne	160	18.5	230	26.5	73	8.4	29	3.3	84,625
West Bend	235	11.9	423	21.3	97	4.9	195	9.8	67,447
Washington County <sup>b</sup>	8,825	16.8	9,659	18.4	2,811	5.3	2,366	4.5	67,650

<sup>a</sup> Includes that portion of the Village of Newburg located in Ozaukee County.

<sup>b</sup> Includes Washington County only.

Source: U.S. Bureau of the Census American Community Survey and SEWRPC

households and 1,532 were non-family households.<sup>36</sup> The number and percentage of households in each community with incomes below the poverty level is set forth in Table 3.10. The Villages of Newburg and Kewaskum had the greatest percentages of households below the poverty level while the Towns of Jackson and Germantown had the lowest percentages of households below the poverty level.

### Household Size

In addition to determining the number of additional housing units needed over the planning period, household size can be used to determine the type and size of housing that will best meet the needs of Washington County and local government residents. Table 3.11 sets forth the number of households in each size category ranging from one person households to households containing seven or more members for both the County and each local government according to the 2010-2014 ACS. Two-person households were the most common type of households in all local governments and in the County. About 40 percent of all households in the County were in the two-person household category, followed respectively by one-person households at about 23 percent, four-person households at just over 15 percent, and three-person households at just under 15 percent. Five, six, and seven or more person households combined to make up about 8 percent of households in the County. Household size information coupled with household income and housing affordability information helped to provide the basis for the housing recommendations set forth in the Recommendations Element (Chapter 12).

### Employment

#### Employment and Occupational Characteristics

The number of employed people 16 years of age and older by occupation in Washington County is set forth in Table 3.12. Employed people are the number of residents holding jobs, regardless of the location of the employer and whether the jobs are part-time or full-time. There were a total of 75,440 County residents in the labor force according to the 2010-2014 ACS. Of that number, 71,182 people 16 years of age and older were employed and 4,258 were unemployed. Nearly 72 percent of all County residents age 16 years and over were in the labor force, compared to about 67 percent in both the Region and the State. Aside from a very small proportion of County residents 16 years of age and older (31 people) who were in the armed forces, the remaining 28 percent (29,502) of County residents age 16 years of age and older who were not in the labor force were either retired or not actively looking for work.

As indicated in Table 3.12, management, professional, and related occupations made up the largest percentage of the employed Washington County workforce aged 16 years and older at about 35 percent. Sales and office occupations and production, transportation, and material moving occupations rank second and third respectively, with about 25 percent and 17 percent of the employed resident workforce. The remaining County workforce was employed in service occupations (13 percent) and natural resources, construction, extraction, and maintenance occupations, including farming, fishing, and forestry (9 percent).

The high percentage of workers in management and professional occupations may be explained by the high level of educational attainment among County residents 25 years of age and older. This relationship and its implication for future economic development and workforce planning is examined in greater detail in the Economic Development Element (Chapter 10).

**Table 3.9**  
**Annual Median Household Income**  
**in the Region and Counties Adjacent**  
**to Washington County: 2010-2014**

County	Median Household Income (\$)
Region	
Kenosha	54,653
Milwaukee	43,385
Ozaukee	75,643
Racine	55,055
Walworth	53,998
Washington	67,650
Waukesha	76,319
Region Total	54,266
Adjacent Counties	
Outside the Region	
Dodge	53,189
Fond du Lac	54,529
Sheboygan	53,029

Source: U.S. Bureau of the Census American Community Survey and SEWRPC

<sup>36</sup> A family household includes a householder and one or more person living in the same household who are related to the householder by birth, marriage, or adoption. Non-family households include households with one person living alone or a group of people unrelated by birth, marriage, or adoption.



**Table 3.10**  
**Households Below the Poverty Level in Washington County: 2010-2014**

Community	Households Below the Poverty Level			Total Number of Households	Percent of Households Below Poverty Level
	Family Households	Non-Family Households	Total		
<b>Cities</b>					
Hartford	219	290	509	5,849	8.7
West Bend	533	532	1,065	13,009	8.2
<b>Villages</b>					
Germantown	195	208	403	7,833	5.1
Jackson	139	104	243	2,840	8.6
Kewaskum	152	43	195	1,564	12.5
Newburg <sup>a</sup>	30	22	52	516	10.1
Richfield	87	32	119	4,224	2.8
Slinger	88	87	175	2,094	8.4
<b>Towns</b>					
Addison	11	14	25	1,272	2.0
Barton	25	9	34	1,089	3.1
Erin	34	24	58	1,470	3.9
Farmington	39	19	58	1,457	4.0
Germantown	--	1	1	77	1.3
Hartford	10	23	33	1,338	2.5
Jackson	--	8	8	1,573	0.5
Kewaskum	8	12	20	392	5.1
Polk	--	20	20	1,409	1.4
Trenton	90	29	119	1,744	6.8
Wayne	16	11	27	867	3.1
West Bend	13	47	60	1,982	3.0
Washington County <sup>b</sup>	1,686	1,532	3,218	52,554	6.1

<sup>a</sup> Includes that portion of the Village of Newburg located in Ozaukee County.

<sup>b</sup> Includes Washington County only.

Source: U.S. Bureau of the Census American Community Survey and SEWRPC

### Place of Work

Figure 3.2 illustrates commuting patterns from and into Washington County from surrounding counties. A total of 33,826 Washington County residents, approximately 49 percent of the County's employed residents, worked within the County. The greatest proportion of these residents, approximately 32 percent, worked within the City of West Bend. Approximately 33,552 of the County's employed residents commuted to places of work located outside of Washington County. The greatest proportions of these commuters worked within Milwaukee County, approximately 20 percent of the County's employed residents, or Waukesha County, approximately 19 percent of the County's employed residents.



**According to the 2009-2013 American Community Survey, 18,773 workers were commuting into Washington County for work.**

According to the 2009-2013 American Community Survey, 18,773 workers were commuting into Washington County for work. The highest proportions of workers commuting into Washington County for work were commuting to Washington County from either Milwaukee County, Waukesha County, or Dodge County, each of which contributed about 8 percent of the Washington County workforce.

**Table 3.11**  
**Household Size by Category in Washington County Communities: 2010-2014**

Community	1-Person Households		2-Person Households		3-Person Households		4-Person Households	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Cities</b>								
Hartford	1,772	30.3	1,832	31.3	746	12.8	1,181	20.2
West Bend	3,804	29.2	4,397	33.8	2,152	16.6	1,813	13.9
<b>Villages</b>								
Germantown	1,621	20.7	3,232	41.3	1,122	14.3	1,253	16.0
Jackson	856	30.1	1,019	35.9	364	12.8	337	11.9
Kewaskum	298	19.1	591	37.8	268	17.1	291	18.6
Newburg <sup>a</sup>	159	30.8	238	46.1	32	6.2	61	11.8
Richfield	537	12.7	1,955	46.3	746	17.6	676	16.0
Slinger	429	20.5	1,035	49.4	172	8.2	327	15.6
<b>Towns</b>								
Addison	115	9.0	611	48.0	236	18.6	181	14.2
Barton	268	24.6	506	46.5	126	11.6	104	9.5
Erin	288	19.6	667	45.4	223	15.2	193	13.1
Farmington	202	13.9	667	45.8	198	13.6	241	16.5
Germantown	10	13.0	35	45.4	11	14.3	13	16.9
Hartford	174	13.0	590	44.1	277	20.7	177	13.2
Jackson	247	15.7	650	41.3	270	17.2	312	19.8
Kewaskum	78	19.9	196	50.0	48	12.2	45	11.5
Polk	245	17.4	612	43.4	163	11.6	170	12.0
Trenton	254	14.6	734	42.1	306	17.5	214	12.3
Wayne	113	13.0	345	39.8	174	20.1	156	18.0
West Bend	524	26.4	899	45.4	214	10.8	256	12.9
Washington County <sup>b</sup>	11,969	22.8	20,794	39.6	7,845	14.9	8,001	15.2

Community	5-Person Households		6-Person Households		7-or-more-Person Households		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Cities</b>								
Hartford	242	4.1	28	0.5	48	0.8	5,849	100.0
West Bend	537	4.1	229	1.8	77	0.6	13,009	100.0
<b>Villages</b>								
Germantown	479	6.1	95	1.2	31	0.4	7,833	100.0
Jackson	197	6.9	67	2.4	--	--	2,840	100.0
Kewaskum	86	5.5	30	1.9	--	--	1,564	100.0
Newburg <sup>a</sup>	21	4.1	--	--	5	1.0	516	100.0
Richfield	155	3.7	126	3.0	29	0.7	4,224	100.0
Slinger	82	3.9	41	2.0	8	0.4	2,094	100.0
<b>Towns</b>								
Addison	114	9.0	15	1.2	--	--	1,272	100.0
Barton	55	5.1	22	2.0	8	0.7	1,089	100.0
Erin	44	3.0	23	1.5	32	2.2	1,470	100.0
Farmington	56	3.8	93	6.4	--	--	1,457	100.0
Germantown	8	10.4	--	--	--	--	77	100.0
Hartford	107	8.0	--	--	13	1.0	1,338	100.0
Jackson	53	3.4	41	2.6	--	--	1,573	100.0
Kewaskum	15	3.8	10	2.6	--	--	392	100.0
Polk	121	8.6	80	5.7	18	1.3	1,409	100.0
Trenton	175	10.0	61	3.5	--	--	1,744	100.0
Wayne	65	7.5	8	0.9	6	0.7	867	100.0
West Bend	75	3.8	14	0.7	--	--	1,982	100.0
Washington County <sup>b</sup>	2,687	5.1	983	1.9	275	0.5	52,554	100.0

<sup>a</sup> Includes that portion of the Village of Newburg located in Ozaukee County.

<sup>b</sup> Includes Washington County only.

Source: U.S. Bureau of the Census American Community Survey and SEWRPC

**Table 3.12**  
**Employed People 16 Years and Older by Occupation in Washington County: 2010-2014**

<b>Occupation</b>	<b>Number</b>	<b>Percent of Total</b>
Management, Business, Science, and Arts Occupations		
Management, Business, and Financial	11,620	16.3
Computer, Engineering, and Science	3,765	5.3
Education, Legal, Community Service, Arts, and Media	5,768	8.1
Healthcare Practitioners and Technical	4,046	5.7
Subtotal	25,199	35.4
Service Occupations		
Healthcare Support	1,606	2.3
Protective Service	792	1.1
Food Preparation and Serving Related	2,765	3.9
Building and Grounds Cleaning and Maintenance	1,992	2.8
Personal Care and Service	2,320	3.3
Subtotal	9,475	13.4
Sales and Office Occupations		
Sales and Related	7,930	11.1
Office and Administrative Support	10,129	14.2
Subtotal	18,059	25.3
Natural Resources, Construction, and Maintenance Occupations		
Farming, Fishing, and Forestry	439	0.6
Construction and Extraction	3,270	4.6
Installation, Maintenance, and Repair	2,601	3.7
Subtotal	6,310	8.9
Production, Transportation, and Material Moving Occupations		
Production	7,980	11.2
Transportation	2,211	3.1
Material Moving	1,948	2.7
Subtotal	12,139	17.0
<b>Total</b>	<b>71,182</b>	<b>100.0</b>

Source: U.S. Bureau of the Census American Community Survey and SEWRPC

### **Total Employment Levels<sup>37</sup>**

The previous two sections provided information on the employment characteristics of Washington County residents, including those that worked outside the County. Total employment in the County, that is, the number of jobs located in Washington County, stood at about 68,500 jobs in 2014, compared to about 63,900 jobs in 2010 and approximately 60,300 jobs in 2000.

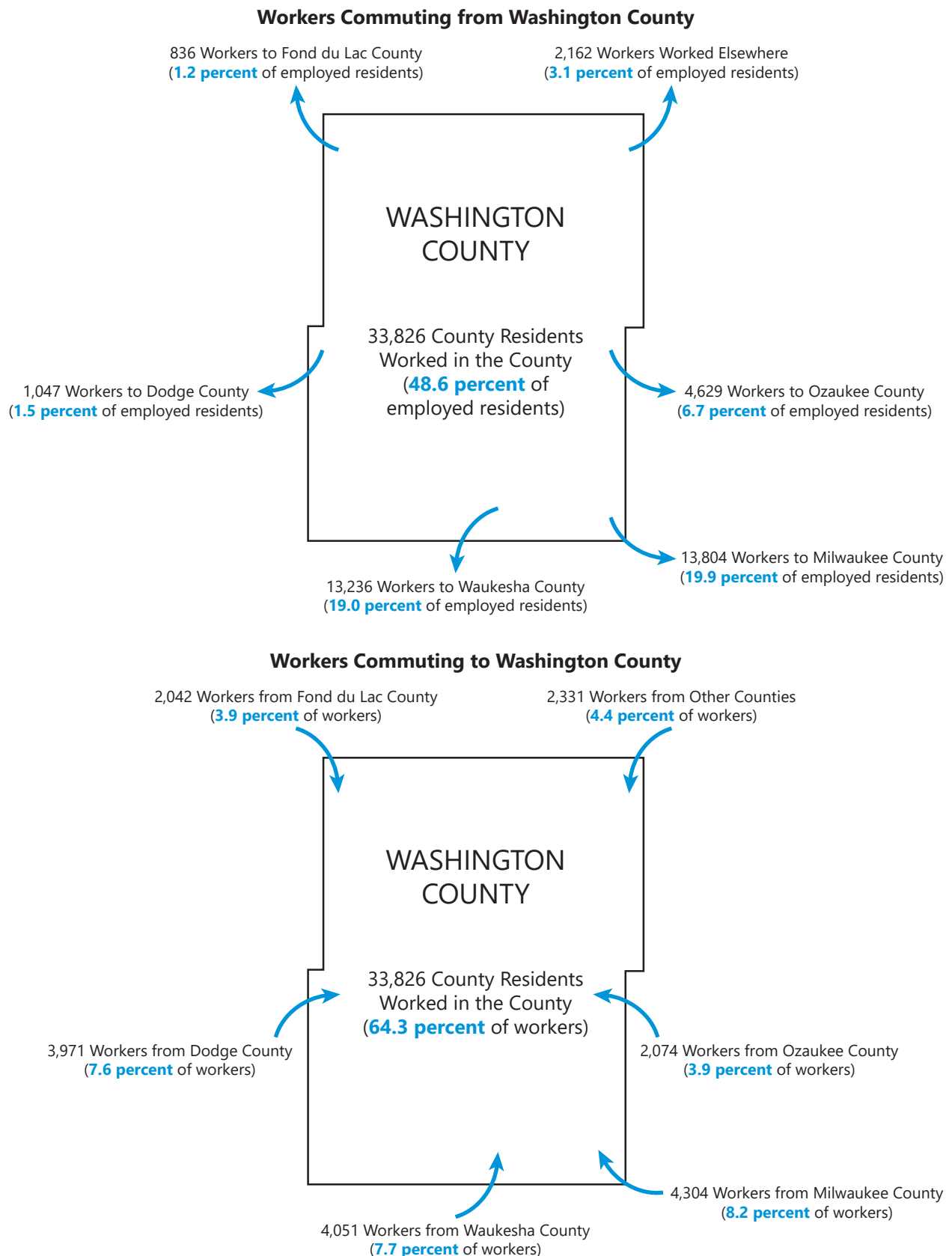
Information on employment levels by County in the Region for 2000, 2010, and 2014 is shown in Table 3.13. Five of the seven counties in the Region gained jobs from 2000 to 2010, including Washington County, which gained approximately 3,600 jobs, an increase of 6 percent. The only county in the Region to gain more jobs between 2000 and 2010 was Kenosha County, which gained approximately 7,000 jobs, an increase of approximately 10 percent. The number of jobs decreased between 2000 and 2010 in Milwaukee and Racine Counties and within the Region as a whole, reflecting the economic recession of the late 2000s. Each county in the Region gained jobs from 2010 to 2014, with Washington County experiencing the largest percentage gain among the Counties at about 7 percent.

### **Employment by Industry**

Information regarding employment levels by industry provides insight into the structure of the economy of an area and changes in that structure over time. This section presents current and historical employment levels for general industry groups. Changes in the number and proportion of jobs within general industry groups for Washington County and the Region for 2000, 2010, and 2014 are presented in Table 3.14.

<sup>37</sup> Information on jobs located in Washington County is derived from the U. S. Bureau of Economic Analysis, which compiles its data largely on information collected under State Unemployment Insurance programs.

**Figure 3.2**  
**Commuting Patterns Into and From Washington County: 2009-2013**



Source: U.S. Bureau of the Census and SEWRPC

**Table 3.13**  
**Employment Trends by County in the Region: 2000, 2010, and 2014**

County	Number of Jobs			Change: 2000-2010		Change: 2010-2014	
	2000	2010	2014	Number	Percent	Number	Percent
Kenosha County	67,900	74,900	77,500	7,000	10.3	2,600	3.5
Milwaukee County	618,300	575,400	589,700	-42,900	-6.9	14,300	2.5
Ozaukee County	50,400	52,500	55,700	2,100	4.2	3,200	6.1
Racine County	93,800	88,300	90,400	-5,500	-5.9	2,100	2.4
Walworth County	51,200	52,700	55,800	1,500	2.9	3,100	5.9
Washington County	60,300	63,900	68,500	3,600	6.0	4,600	7.2
Waukesha County	267,900	268,900	285,200	1,000	0.4	16,300	6.1
Region	1,209,800	1,176,600	1,222,800	-33,200	-2.7	46,200	3.9

Source: U.S. Bureau of Economic Analysis and SEWRPC

Information regarding employment levels by industry provides insight into the structure of the economy of an area and changes in that structure over time. This section presents current and historical employment levels for general industry groups. Changes in the number and proportion of jobs within general industry groups for Washington County and the Region for 2000, 2010, and 2014 are presented in Table 3.14. The percentage of jobs in the agriculture, industrial, and other industry groups declined from 2000 to 2010 within both the Region and the County. Both the County and the Region experienced increases in service jobs from 2000 to 2010. While the number of jobs in retail trade increased 23 percent for the County from 2000 to 2010, the proportion of jobs in retail trade declined approximately 3 percent for the Region.

The percentage of jobs by general industry group in Washington County in 2010 is shown in Figure 3.4. Service jobs accounted for the greatest proportion of the County's jobs, approximately 37 percent, in 2010. The next greatest proportions were industrial jobs, approximately 29 percent, and retail jobs, approximately 19 percent.

Employment distribution in Washington County in 2010 is shown on Map 3.2. Employment within the County is generally concentrated in sewer service areas, including the County's cities and villages.

### 3.2 POPULATION, HOUSEHOLD, AND EMPLOYMENT PROJECTIONS

The projection of future population, household, and employment levels is essential to properly design a comprehensive plan for the future development of the County. The future demand for land, housing, transportation facilities and services, and utilities and other supporting community facilities depends directly on future population, household, and employment levels.

Population, household, and employment projections for the year 2050, which is the design year of this plan, were prepared by SEWRPC from 2012 to 2013. These projections were developed in support of the continuing regional planning program as well as to provide a basis and a point of departure for county and local planning within the Region. Regional and county-level projections are documented in two technical reports—SEWRPC Technical Report No. 10 (5th Edition), *The Economy of Southeastern Wisconsin*, and SEWRPC Technical Report No. 11 (5th Edition), *The Population of Southeastern Wisconsin*. Sub-county level projections—essentially, planned allocations of the regional and county-level projections—were developed as part of the regional land use and transportation plan, which is documented in SEWRPC Planning Report No. 55, *VISION 2050: A Regional Land Use Plan for Southeastern Wisconsin: 2050*.<sup>38</sup>

Under VISION 2050, most new development would be accommodated within urban service areas—areas that provide basic urban services including public sanitary sewer service and typically public water supply service and local parks, schools, and shopping areas. Consequently, under VISION 2050, most of the incremental population, households, and jobs anticipated in the coming decades are allocated to planned urban service areas. Increases in population, households, and employment beyond planned urban service

<sup>38</sup> SEWRPC Planning Report No. 55 is available on the SEWRPC website ([www.sewrpc.org](http://www.sewrpc.org)), or may be ordered from the Commission. Copies of the Technical Reports are also available on the website or may be ordered.



**Table 3.14  
Employment by General Industry Group in Washington County and the Region: 2000, 2010, and 2014**

General Industry Group	NAICS Code <sup>a</sup>	Washington County						2010		2014		Change: 2000-2010		Change: 2010-2014	
		2000		2010		2014		2010		2014		2000-2010		2010-2014	
		Number of Jobs	Percent of Total	Number of Jobs	Percent of Total	Number of Jobs	Percent of Total	Number of Jobs	Percent of Total	Number	Percent	Number	Percent	Number	Percent
Agriculture	111, 112	1,200	2.0	1,100	1.7	1,000	1.5	-100	-8.3	-100	-9.1	-100	-9.1		
Industrial	23, 31-33, 42	22,700	37.7	18,700	29.3	21,300	31.1	-4,000	-17.6	2,600	13.9	2,600	13.9		
Retail Trade	44, 45, 722	10,000	16.6	12,300	19.2	8,500	12.4	2,300	23.0	-3,800	-30.9	-3,800	-30.9		
Service	51-56, 61, 62, 71 721, 81	18,100	30.0	23,900	37.4	29,500	43.1	5,800	32.0	5,600	23.4	5,600	23.4		
Government <sup>b</sup>	92	5,200	8.6	5,500	8.6	5,500	8.0	300	5.8	--	--	--	--		
Other <sup>c</sup>	113-115, 21, 22, 48, 49	3,100	5.1	2,400	3.8	2,700	3.9	-700	-22.6	300	12.5	300	12.5		
<b>Total</b>		<b>60,300</b>	<b>100.0</b>	<b>63,900</b>	<b>100.0</b>	<b>68,500</b>	<b>100.0</b>	<b>3,600</b>	<b>6.0</b>	<b>4,600</b>	<b>7.2</b>	<b>4,600</b>	<b>7.2</b>		

General Industry Group	NAICS Code <sup>a</sup>	Region						2010		2014		Change: 2000-2010		Change: 2010-2014	
		2000		2010		2014		2010		2014		2000-2010		2010-2014	
		Number of Jobs	Percent of Total	Number of Jobs	Percent of Total	Number of Jobs	Percent of Total	Number of Jobs	Percent of Total	Number	Percent	Number	Percent	Number	Percent
Agriculture	111, 112	5,900	0.5	5,200	0.4	4,600	0.4	-700	-11.9	-600	-11.5	-600	-11.5		
Industrial	23, 31-33, 42	321,200	26.5	242,800	20.6	257,100	21.0	-78,400	-24.4	14,300	5.9	14,300	5.9		
Retail Trade	44, 45, 722	190,800	15.8	185,800	15.8	119,900	9.8	-5,000	-2.6	-65,900	-35.5	-65,900	-35.5		
Service	51-56, 61, 62, 71 721, 81	531,900	44.0	584,400	49.7	684,600	56.0	52,500	9.9	100,200	17.1	100,200	17.1		
Government <sup>b</sup>	92	116,400	9.6	117,700	10.0	114,800	9.4	1,300	1.1	-2,900	-2.5	-2,900	-2.5		
Other <sup>c</sup>	113-115, 21, 22, 48, 49	43,600	3.6	40,700	3.5	41,800	3.4	-2,900	-6.7	1,100	2.7	1,100	2.7		
<b>Total</b>		<b>1,209,800</b>	<b>100.0</b>	<b>1,176,600</b>	<b>100.0</b>	<b>1,222,800</b>	<b>100.0</b>	<b>-33,200</b>	<b>-2.7</b>	<b>46,200</b>	<b>3.9</b>	<b>46,200</b>	<b>3.9</b>		

<sup>a</sup> See Figure 3.3 for a list of NAICS Codes and the occupations associated with each code.

<sup>b</sup> Includes all nonmilitary government agencies and enterprises, regardless of NAICS code.

<sup>c</sup> Includes agricultural services, forestry, commercial fishing, mining, utilities, and transportation and warehousing jobs.

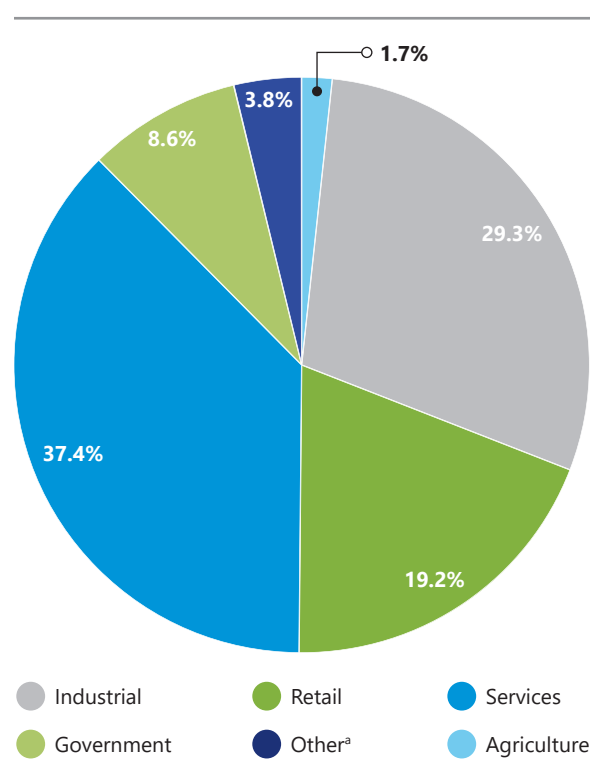
Source: U.S. Bureau of Economic Analysis and SEWRPC

**Figure 3.3**  
Description of 2012 NAICS Codes

NAICS Code	Industry Description
11:	Agriculture, Forestry, Fishing and Hunting:
111	Crop Production
112	Animal Production and Aquaculture
113	Forestry and Logging
114	Fishing, Hunting, and Trapping
115	Support Activities for Agriculture and Forestry
21	Mining, Quarrying, and Oil and Gas Extraction
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72:	Accommodation and Food Services:
721	Accommodation
722	Food Services and Drinking Places
81	Other Services (except Public Administration)
92	Public Administration

Source: U.S. Census Bureau and SEWRPC

**Figure 3.4**  
Percentage of Jobs by General Industry Group in Washington County: 2010



<sup>a</sup> Includes agricultural services, forestry, commercial fishing, mining, utilities, and transportation and warehousing jobs.

Source: U.S. Bureau of Economic Analysis and SEWRPC

areas are confined to areas where commitments to urban and exurban development have been made as well as to certain areas where rural-density residential development could be accommodated.<sup>39</sup>

The planned urban service areas envisioned in VISION 2050 are shown on Map 3.3. These are generalized urban service areas, the product of systems level planning. Further identification of precise urban service area boundaries and future growth within the County was accomplished as part of this multi-jurisdictional plan.

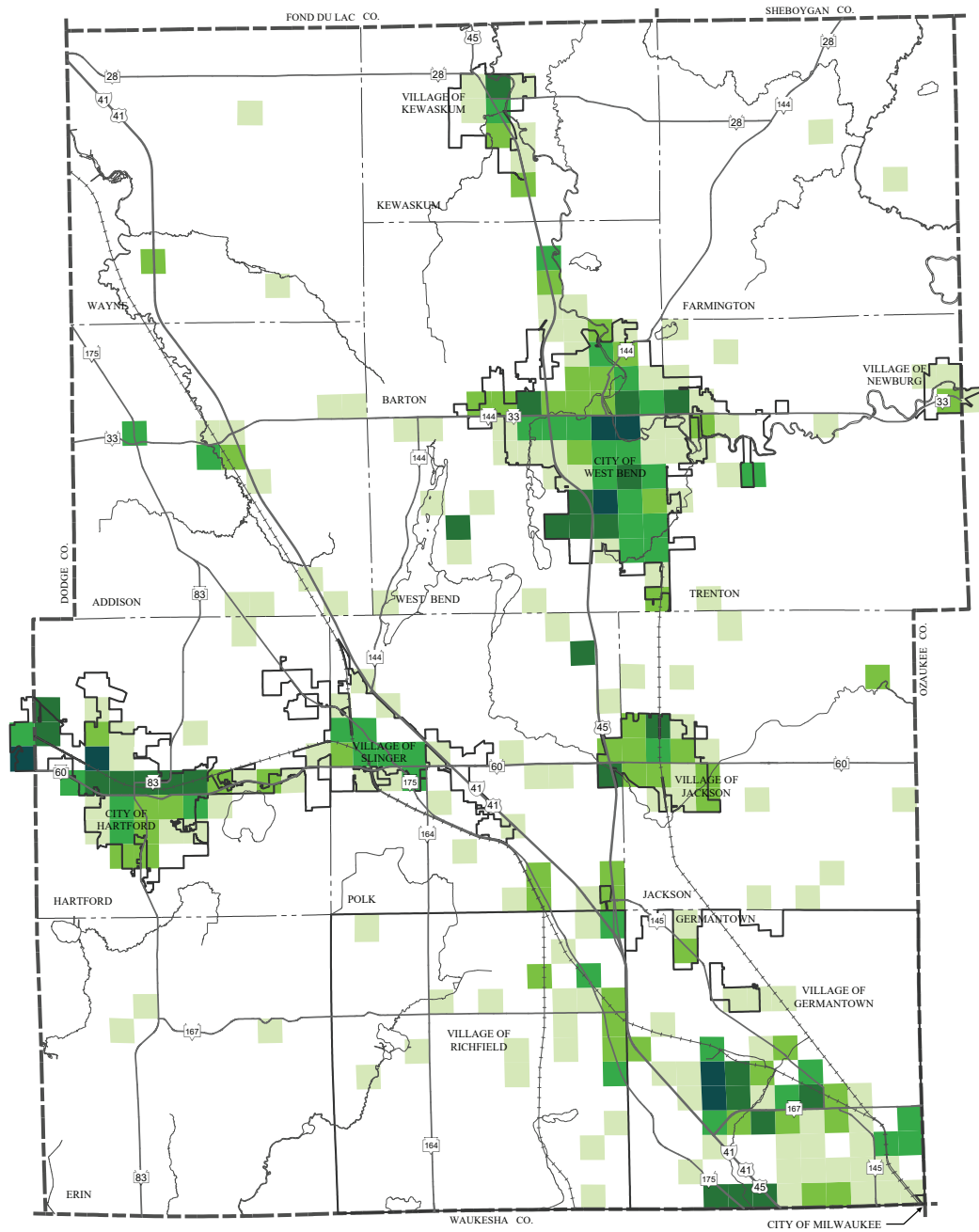
### Population and Household Projections

A widely used population projection technique known as the cohort-component method was used to develop regional and county-level population projections. This method involves disaggregating the population into cohorts, or subgroups, based upon age and gender, and considering three components of population change—births, deaths, and migration—with respect to each cohort. Operationally, the cohort-component model was applied simultaneously at the regional and county levels, with the results for the seven counties adjusted proportionately to match the Region as appropriate.

The population projections assumed a modest increase in fertility rates and life expectancy for Washington County and the Region overall. With respect to migration, it was envisioned that Washington County and the Region overall would experience a gradual, modest improvement in net migration. At the regional level, net migration for each five-year interval over the projection period was envisioned to be within the range of -10,000 to +13,000 people. It was envisioned that net migration into Washington County would average about 5,000 people for each five-year period.

<sup>39</sup> Urban development is defined as development with average densities of one home per 1.5 acres or less. Exurban density, which is neither rural nor urban, is development with average densities of one home per 1.5 to five acres. Rural development is defined as development with average densities of no more than one home per five acres.

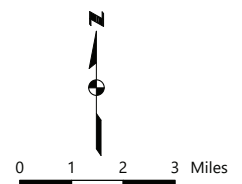
**Map 3.2**  
**Employment Distribution in Washington County: 2010**



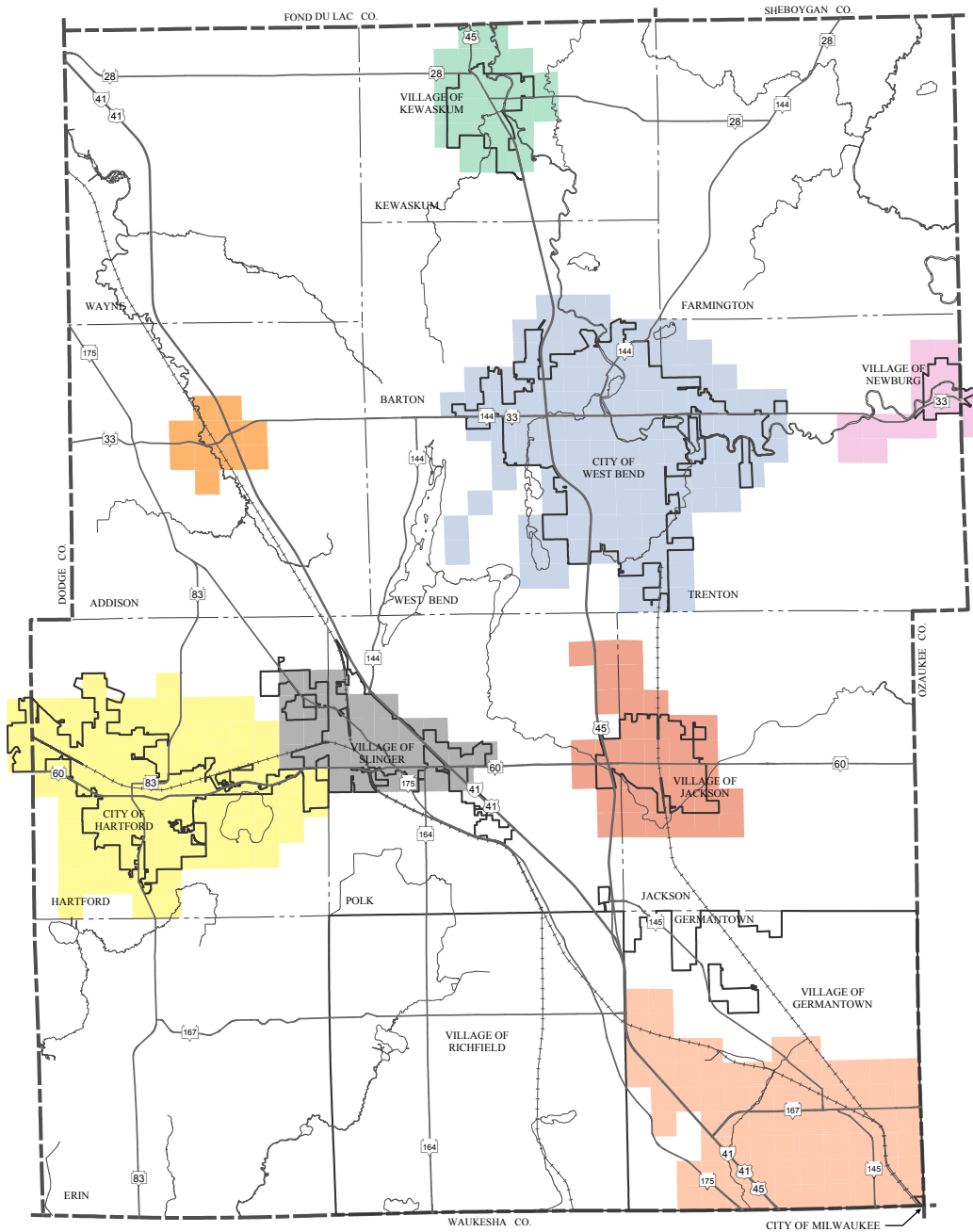
**JOBS PER U.S. PUBLIC LAND SURVEY ONE-QUARTER SECTION**



Source: Wisconsin Department of Workforce Development and SEWRPC

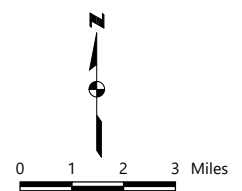


**Map 3.3**  
**Generalized Planned Urban Service Areas in Washington County: 2050**

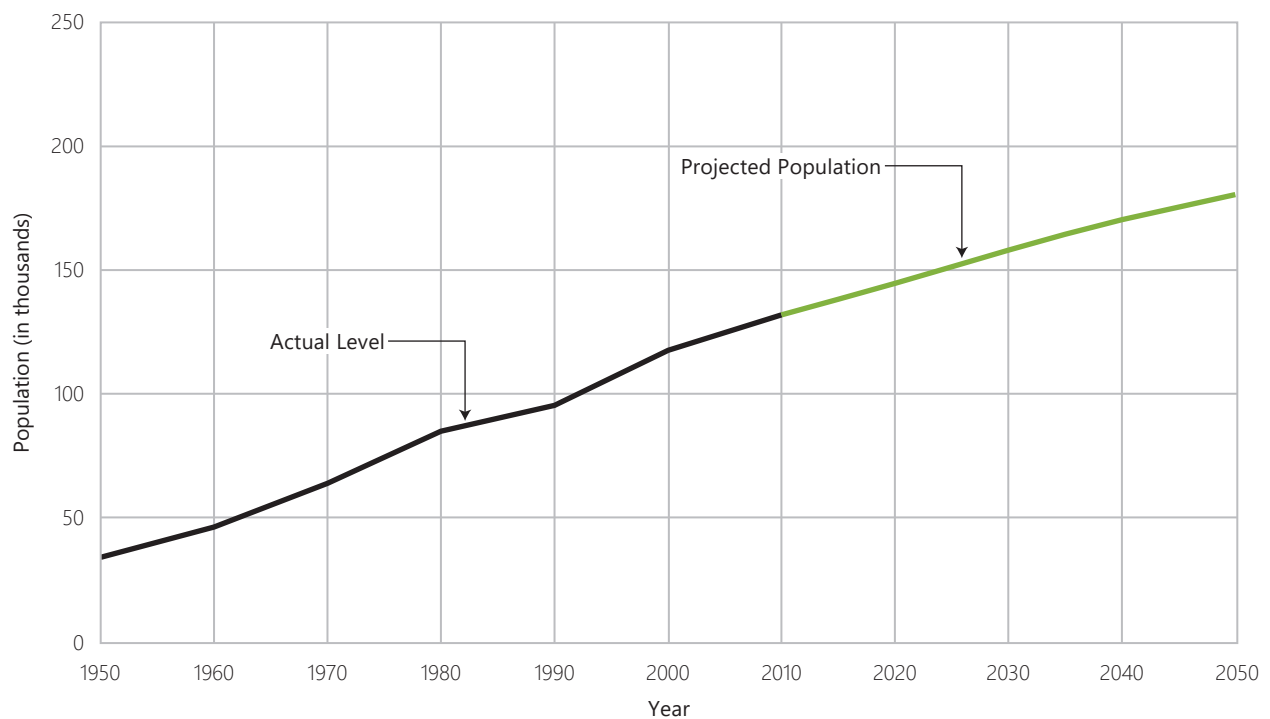


- |   |   |
|---|---|
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #c8e6c9; border: 1px solid black;"></span> VILLAGE OF KEWASKUM | <span style="display: inline-block; width: 20px; height: 10px; background-color: #fff9c4; border: 1px solid black;"></span> CITY OF HARTFORD      |
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #ffcc80; border: 1px solid black;"></span> TOWN OF ALLENTON    | <span style="display: inline-block; width: 20px; height: 10px; background-color: #bdbdbd; border: 1px solid black;"></span> VILLAGE OF SLINGER    |
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #bbdefb; border: 1px solid black;"></span> CITY OF WEST BEND   | <span style="display: inline-block; width: 20px; height: 10px; background-color: #e57373; border: 1px solid black;"></span> VILLAGE OF JACKSON    |
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #e91e63; border: 1px solid black;"></span> VILLAGE OF NEWBURG  | <span style="display: inline-block; width: 20px; height: 10px; background-color: #ffcc99; border: 1px solid black;"></span> VILLAGE OF GERMANTOWN |

Source: SEWRPC



**Figure 3.5**  
**Actual and Projected Population in Washington County: 1950-2050**



Source: U.S. Bureau of the Census and SEWRPC

Regional and county-level household projections were derived from the population projections. The household projections assumed that, over the course of the projection period, the relative shares of population residing in households and group quarters by age group would not change significantly over the current situation. However, the increase in the total number of households will be moderated by the increase in the percentage of the Region’s population in older age groups, which is more likely to live either alone, within two-person households, or to reside in group quarters (nursing homes and assisted-living facilities). The household projections, therefore, assumed that average household sizes for the Region and its counties would decrease as the population ages.

Below the county level, future population and household levels are essentially planned allocations of the county projections for the year 2050. Developed as part of VISION 2050, the allocations were made based on a consideration of past trends in population and households, existing local comprehensive plans, and input received from local planning officials as the regional plan was prepared.

**Population Projections for Washington County and Southeastern Wisconsin**

The projected population for Washington County in 2050 is 180,500 people. This is a projected increase of 48,600 people, or about 37 percent, over the 2010 population level of 131,900.<sup>40</sup> Figure 3.5 shows the projected growth between 2010 and 2050 in relation to historical population growth between 1950 and 2000.

Existing and projected population totals for each urban service area and portions of the County outside planned urban service areas are set forth in Table 3.15. Planned urban service areas generally include existing sewer service areas and additional contiguous lands needed to accommodate anticipated urban development.

<sup>40</sup> Existing and projected population totals shown for Washington County in Table 3.15 include the portion of the Village of Newburg urban service area located in Ozaukee County.



**Table 3.15**  
**Population Projection for Washington County Under VISION 2050**

Sub-Area	Existing Population: 2010			Projected Population: 2050			Change: 2010–2050	
	Sewered	Unsewered	Total	Sewered	Unsewered	Total	Number	Percent
<b>Urban Service Areas</b>								
Allenton	744	125	869	1,808	--	1,808	939	108.1
Germantown	16,674	932	17,606	29,082	--	29,082	11,476	65.2
Hartford	15,190	828	16,018	20,565	--	20,565	4,547	28.4
Jackson	7,352	426	7,778	11,567	--	11,567	3,789	48.7
Kewaskum	4,033	102	4,135	6,332	--	6,332	2,197	53.1
Newburg <sup>a</sup>	1,286	516	1,802	2,335	--	2,335	533	29.6
Slinger	5,533	459	5,992	9,851	--	9,851	3,859	64.4
West Bend <sup>b</sup>	33,632	1,568	35,200	53,773	--	53,773	18,573	52.8
Subtotal	84,444	4,956	89,400	135,313	--	135,313	45,913	51.4
<b>Unsewered Areas<sup>c</sup></b>								
Addison	--	2,626	2,626	--	2,631	2,631	5	0.2
Barton	--	1,758	1,758	--	1,859	1,859	101	5.7
Erin	--	3,747	3,747	--	4,209	4,209	462	12.3
Farmington	--	4,014	4,014	--	4,184	4,184	170	4.2
Germantown	--	2,397	2,397	--	2,620	2,620	223	9.3
Hartford	--	1,062	1,062	--	1,058	1,058	-4	-0.4
Jackson	--	3,286	3,286	--	3,535	3,535	249	7.6
Kewaskum	--	922	922	--	1,033	1,033	111	12.0
Polk	--	3,588	3,588	--	4,057	4,057	469	13.1
Richfield	--	11,300	11,300	--	11,908	11,908	608	5.4
Trenton	--	2,602	2,602	--	2,639	2,639	37	1.4
Wayne	--	2,169	2,169	--	2,510	2,510	341	15.7
West Bend	--	3,192	3,192	--	3,274	3,274	82	2.6
Subtotal	--	42,663	42,663	--	45,517	45,517	2,854	6.7
<b>Washington County</b>	<b>84,444</b>	<b>47,619</b>	<b>132,063</b>	<b>135,313</b>	<b>45,517</b>	<b>180,830</b>	<b>48,767</b>	<b>36.9</b>

<sup>a</sup> Includes the portion of the Village of Newburg urban service area in Ozaukee County. The Ozaukee County portion of the Village of Newburg urban service area includes a 2010 sewered population of 115 people, 2010 unsewered population of 61 people, and projected 2050 population of 330 people.

<sup>b</sup> The West Bend sewer service area serves portions of the Big Cedar Lake area.

<sup>c</sup> Areas located outside planned urban service areas.

Source: SEWRPC

Table 3.16 sets forth population levels in 2010 and 2050 population projections for each county in the Region. Kenosha and Walworth Counties are expected to experience the greatest percentage increases in population, due in part to an anticipated continued influx of Illinois residents relocating to Wisconsin. Washington County is projected to experience the third-highest percentage increase in population in the Region.

### **Projected Age Composition**

SEWRPC population projections anticipate change in the age structure of the population over the course of the planning period. Population projections by age group for the Region and for the County are presented in Tables 3.17<sup>41</sup> and 3.18 respectively. Changes in the proportions of the projected population by age are further illustrated in Figure 3.6, which compares smaller age ranges of Washington County's existing and projected age groups by gender. Although the number of people in each of four major age groups outlined in the tables will increase overall between 2010 and 2050, the percentage of the population in the three age groups younger than 65 years of age will decrease between 2010 and 2050. Conversely, the percentage of the population 65 years of age and older will increase for both the County and the Region over the planning period.

<sup>41</sup> Table 3.17 does not reflect adjustments to the regional population projection made during the development of VISION 2050.

**Table 3.16**  
**Actual and Projected Population in the Region by County: 2010-2050**

County	2010 Population (Census) <sup>a</sup>	2050 Population Projection	Change: 2010-2050	
			Number	Percent
Kenosha	166,400	238,000	71,600	43.0
Milwaukee	947,700	1,011,900	64,200	6.8
Ozaukee	86,400	109,100	22,700	26.3
Racine	195,400	227,700	32,300	16.5
Walworth	102,200	140,600	38,400	37.6
Washington	131,900	180,500	48,600	36.8
Waukesha	389,900	481,400	91,500	23.5
Region	2,020,000	2,389,200	369,200	18.3

<sup>a</sup> Rounded to nearest hundred.

Source: U.S. Bureau of the Census and SEWRPC

**Table 3.17**  
**Actual and Projected Population in the Region by Age Group: 2010-2050**

Age Group	Year								
	Actual Population	Projected Population							
	2010	2015	2020	2025	2030	2035	2040	2045	2050
Under 5	133,503	132,574	137,216	140,037	141,943	142,431	142,100	142,690	145,429
5 to 9	137,010	132,098	131,865	137,117	140,359	142,726	143,716	143,856	144,897
10 to 14	140,118	139,101	134,433	134,243	139,642	143,073	145,761	147,090	147,460
15 to 19	144,926	140,458	139,757	135,145	134,923	140,421	143,954	146,775	148,232
Subtotal 0 to 19	555,557	544,231	543,271	546,542	556,867	568,651	575,531	580,411	586,018
20 to 24	137,595	142,227	138,007	137,820	133,270	133,024	138,287	141,607	144,168
25 to 29	137,321	138,260	143,254	138,989	138,780	134,306	134,196	139,553	142,928
30 to 34	128,174	138,906	139,990	146,365	142,608	142,113	137,436	137,497	143,497
35 to 39	125,851	128,235	139,722	140,774	148,111	145,036	144,657	140,029	140,299
40 to 44	136,456	124,949	127,657	139,230	140,077	148,037	145,673	145,563	141,035
Subtotal 20 to 44	665,397	672,577	688,630	703,178	702,846	702,516	700,249	704,249	711,927
45 to 49	153,577	134,804	123,656	126,410	137,859	138,682	147,039	145,233	145,348
50 to 54	153,402	150,324	132,208	121,400	124,185	135,491	136,465	145,038	143,651
55 to 59	132,272	146,515	144,347	127,247	116,965	119,745	130,741	131,976	140,680
60 to 64	105,758	123,487	137,658	136,328	120,342	110,726	113,519	124,149	125,665
Subtotal 45 to 64	545,009	555,130	537,869	511,385	499,351	504,644	527,764	546,396	555,344
65 to 69	72,622	95,606	112,504	126,263	125,667	111,199	102,561	105,463	115,694
70 to 74	54,925	65,029	86,265	102,150	115,300	115,462	102,581	94,932	97,968
75 to 79	46,609	47,156	56,542	75,548	89,990	102,322	103,365	92,408	85,915
80 to 84	39,940	36,722	37,866	46,070	62,143	74,737	85,979	87,999	79,416
85 and Older	39,911	44,344	46,058	48,601	55,664	70,229	87,736	106,837	121,758
Subtotal 65 and Older	254,007	288,857	339,235	398,632	448,764	473,949	482,222	487,639	500,751
Total	2,019,970	2,060,795	2,109,005	2,159,737	2,207,828	2,249,760	2,285,766	2,318,695	2,354,040 <sup>a</sup>

Note: Age groups that approximate the baby boom generation (people born from 1946 through 1964) are shaded gray.

<sup>a</sup> This total does not reflect adjustments to the regional population projection made during the development of VISION 2050.

Source: U.S. Bureau of the Census and SEWRPC

**Table 3.18**  
**Actual and Projected Population in Washington County by Age Group: 2010-2050**

Age Group	Year									Change: 2010-2050	
	Actual Population	Projected Population									
	2010	2015	2020	2025	2030	2035	2040	2045	2050	Number	Percent
Under 5	8,179	7,645	8,078	8,719	9,481	10,011	10,158	10,222	10,533	2,354	28.8
5 to 9	9,028	9,045	8,498	8,961	9,635	10,439	11,029	11,235	11,345	2,317	25.7
10 to 14	9,487	9,402	9,439	8,860	9,328	10,014	10,853	11,485	11,717	2,230	23.5
15 to 19	8,490	9,361	9,282	9,317	8,744	9,204	9,883	10,713	11,341	2,851	33.6
Subtotal 0 to 19	35,184	35,453	35,297	35,857	37,188	39,668	41,923	43,655	44,936	9,752	27.7
20 to 24	5,920	7,297	8,104	8,011	8,003	7,474	7,877	8,500	9,255	3,335	56.3
25 to 29	7,128	6,089	7,519	8,353	8,246	8,230	7,688	8,113	8,765	1,637	23.0
30 to 34	7,623	8,098	6,960	8,574	9,484	9,319	9,311	8,740	9,266	1,643	21.6
35 to 39	8,356	8,306	8,866	7,609	9,342	10,303	10,133	10,161	9,568	1,212	14.5
40 to 44	10,206	8,749	8,724	9,305	7,974	9,776	10,788	10,635	10,686	480	4.7
Subtotal 20 to 44	39,233	38,539	40,173	41,852	43,049	45,102	45,797	46,149	47,540	8,307	21.2
45 to 49	11,981	10,417	8,950	8,926	9,514	8,150	9,998	11,052	10,913	-1,068	-8.9
50 to 54	10,824	12,054	10,505	9,030	9,005	9,601	8,231	10,116	11,200	376	3.5
55 to 59	9,207	10,748	11,999	10,470	9,007	8,988	9,597	8,240	10,143	936	10.2
60 to 64	7,655	9,043	10,583	11,841	10,353	8,920	8,917	9,541	8,207	552	7.2
Subtotal 45 to 64	39,667	42,262	42,037	40,267	37,879	35,659	36,743	38,949	40,463	796	2.0
65 to 69	5,483	7,337	8,709	10,214	11,464	10,051	8,682	8,702	9,345	3,862	70.4
70 to 74	4,013	5,252	7,072	8,436	9,917	11,177	9,846	8,546	8,598	4,585	114.3
75 to 79	3,194	3,702	4,898	6,633	7,955	9,387	10,658	9,468	8,279	5,085	159.2
80 to 84	2,612	2,698	3,169	4,242	5,795	7,020	8,358	9,603	8,621	6,009	230.1
85 and Older	2,501	2,908	3,248	3,779	4,797	6,420	8,276	10,404	12,711	10,210	408.2
Subtotal 65 and Older	17,803	21,897	27,096	33,304	39,928	44,055	45,820	46,723	47,554	29,751	167.1
<b>Total</b>	<b>131,887</b>	<b>138,151</b>	<b>144,603</b>	<b>151,280</b>	<b>158,044</b>	<b>164,484</b>	<b>170,283</b>	<b>175,476</b>	<b>180,493</b>	<b>48,606</b>	<b>36.9</b>

Note: Age groups that approximate the baby boom generation (people born from 1946 through 1964) are shaded gray.

Source: U.S. Bureau of the Census and SEWRPC

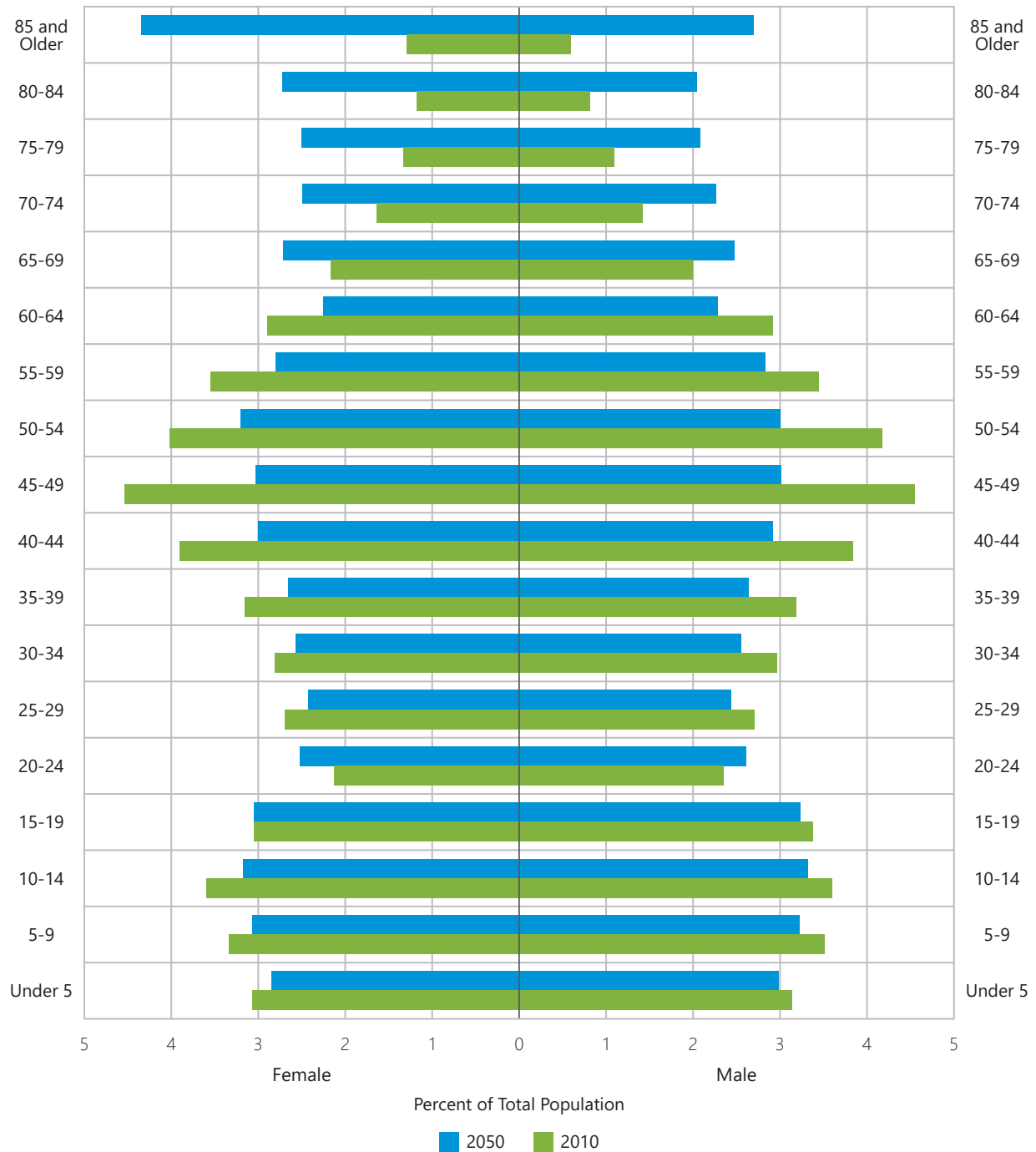
A summary of the County's projected age composition for the four major age groups outlined in Table 3.18 follows:

**Population Under 20 Years of Age:** The number of people under age 20 in the County is projected to increase from 35,184 in 2010 to 44,936 in 2050. Although the number of people in this age group will ultimately increase during the planning period, the percentage of the population under 20 years of age is expected to decrease from about 27 percent of the County's total population in 2010 to about 25 percent in 2050.

**Population 20 to 44 Years of Age:** The number of people in the 20 to 44 age group is projected to increase from 39,233 in 2010 to 47,540 in 2050. Although the number of people in this age group will increase during the planning period, the percentage of the population 20 to 44 years of age is expected to decrease from about 30 percent of the population in 2010 to about 26 percent in 2050.

**Population 45 to 64 Years of Age:** The number of people in the 45 to 64 age group is projected to be at its highest level in 2015, with virtually all of the baby boomers having moved into this age group by 2010. The number of residents in this age group will begin to decrease in 2020, as the baby boomers move into older age groups, and will start to increase gradually in 2040 to 40,463 people in 2050. The percent of the population in the 45 to 64 age group is projected to decrease from about 30 percent in 2010 to about 22 percent of the County population in 2050.

**Figure 3.6**  
**Existing and Projected Population in Washington County by Age and Gender: 2010 and 2050**



Source: U.S. Bureau of the Census and SEWRPC

**Population 65 Years of Age and Older:** The population 65 years of age and older is projected to continually increase throughout the planning period. By 2030, virtually all of the baby boomers will be age 65 or older. This age group accounted for approximately 13 percent of the population in 2010. In 2040, the proportion of 65 years of age and older would reach the age group’s highest level over the planning period, comprising about 27 percent of the County population. After 2040, the proportion of the population 65 years of age and older is projected to decrease, amounting to approximately 26 percent of the population by 2050. Overall, the number of people in this age group is projected to more than double over the planning period, increasing from 17,803 in 2010 to 47,554 in 2050.

The aging of the large baby boomer population is expected to result in changes to the overall age structure of the population of the Region and the County. Changes in the age composition may be expected to have a range of impacts, including impacts on the available labor force as baby boomers move into their retirement years. The aging of the population may also be expected to result in a need for housing, health care, transportation, and other services for a more elderly population.

The aging of the baby boomer population is reflected in the results of a retirement and departure survey conducted for Washington County in 2012. Almost 51 percent of surveyed employees indicated they plan to retire within 15 years. The survey also indicates that the Materials/Warehousing/Transportation, Production/Operations/Manufacturing, and Maintenance occupational areas will experience higher than average retirement rates over the next 15 years. Extensive survey results are documented in the survey report titled *Washington County Retirement & Departure Intentions Survey Report*, February 2013. The survey was conducted by local chambers of commerce and economic development corporations within Washington County in conjunction with Economic Development Washington County (EDWC), Moraine Park Technical College, UWM at Washington County, and UW-Extension.

### **Household Projections for Washington County**

Changes in the number and size of households will accompany changes in the size of the resident population. Taking the assumptions from VISION 2050 into consideration, the projected number of households for Washington County in 2050 is 74,300.<sup>42</sup> This is a projected increase of 22,695 households, or about 44 percent, over the 51,605 households in 2010. Household projections for sewer service areas and their adjacent urban service areas and portions of the County outside sewer service areas are shown on Table 3.19.



**The projected number of households for Washington County in 2050 is 74,300, which is an increase of 22,695 households over the 51,605 households in 2010.**

The projected average household size for the County in 2050 is 2.39 people per household. This is a decrease of about 6 percent from the 2010 average of 2.53 people per household. This household size decrease may be anticipated as a result of a combination of factors, including a continued change in household types as well as the projected increase in the older population age groups for which average household sizes tend to be smaller than for the total population.

### **Population and Household Projections Selected by Participating Local Governments**

VISION 2050 is a systems level plan and as such, it includes generalized boundaries for planned expansions of existing urban service areas. The regional plan focuses urban-density residential, commercial, and industrial uses within the planned urban service areas to accommodate most new residents, homes, and jobs. The regional plan thus provides an overall land use planning framework that relies on refinement and detailing through county and local government planning. The vehicle for such refinement and detailing of the regional plan is the local comprehensive plan.

Local governments preparing plan updates in Washington County were provided the opportunity to develop population and household projections for 2050 to use in local comprehensive plans that refine the systems level projections developed by SEWRPC for the Region and County. These projections form the basis used to plan for land use, housing, transportation, utilities, and other community facilities for each local comprehensive plan through the planning design year of 2050.

Three alternative 2050 population projections were developed by SEWRPC and distributed to each participating local government for review. The three projections, set forth in Table 3.20, provided a range for each local government to consider when determining a final population projection for 2050. Two projections were based on VISION 2050. The first of these assigned future population to cities, villages, and towns based

<sup>42</sup> Existing and projected household totals shown for Washington County in Table 3.19 include the portion of the Village of Newburg urban service area located in Ozaukee County.



**Table 3.19**  
**Household Projections for Washington County Under VISION 2050**

Sub-Area	Existing Households: 2010			Projected Households: 2050			Change: 2010–2050		Average Household Size: 2050
	Sewered	Unsewered	Total	Sewered	Unsewered	Total	Number	Percent	
Urban Service Areas									
Allenton	339	54	393	816	--	816	423	107.6	2.09
Germantown	6,574	384	6,958	12,014	--	12,014	5,056	72.7	2.39
Hartford	6,100	325	6,425	8,598	--	8,598	2,173	33.8	2.35
Jackson	3,063	153	3,216	4,962	--	4,962	1,746	54.3	2.29
Kewaskum	1,591	43	1,634	2,608	--	2,608	974	59.6	2.40
Newburg <sup>a</sup>	490	195	685	920	--	920	235	34.3	2.48
Slinger	2,204	167	2,371	4,055	--	4,055	1,684	71.0	2.38
West Bend <sup>b</sup>	13,752	579	14,331	22,911	--	22,911	8,580	59.9	2.28
Subtotal	34,113	1,900	36,013	56,884	--	56,884	20,871	58.0	--
Unsewered Areas <sup>c</sup>									
Addison	--	918	918	--	964	964	46	5.0	2.73
Barton	--	659	659	--	733	733	74	11.2	2.54
Erin	--	1,405	1,405	--	1,658	1,658	253	18.0	2.53
Farmington	--	1,462	1,462	--	1,601	1,601	139	9.5	2.61
Germantown	--	899	899	--	1,036	1,036	137	15.2	2.53
Hartford	--	375	375	--	393	393	18	4.8	2.69
Jackson	--	1,192	1,192	--	1,348	1,348	156	13.1	2.62
Kewaskum	--	348	348	--	410	410	62	17.8	2.52
Polk	--	1,323	1,323	--	1,571	1,571	248	18.7	2.58
Richfield	--	4,170	4,170	--	4,620	4,620	450	10.8	2.58
Trenton	--	941	941	--	1,000	1,000	59	6.3	2.64
Wayne	--	768	768	--	931	931	163	21.2	2.68
West Bend	--	1,206	1,206	--	1,299	1,299	93	7.7	2.51
Subtotal	--	15,666	15,666	--	17,564	17,564	1,898	12.1	--
Washington County	34,113	17,566	51,679	56,884	17,564	74,448	22,769	44.1	2.39

<sup>a</sup> Includes the portion of the Village of Newburg urban service area in Ozaukee County. The Ozaukee County portion of the Village of Newburg urban service area in 2010 includes 52 sewer households, 22 unsewered households, and 148 projected 2050 households.

<sup>b</sup> The West Bend sewer service area serves portions of the Big Cedar Lake area.

<sup>c</sup> Areas located outside planned urban service areas.

Source: SEWRPC

on 2010 civil division boundaries. The second projection assigned future population assuming that areas within a planned city or village sewer service area would be annexed by the city or village (similar to the urban service area and unsewered area projections for the County set forth in Table 3.15), unless a boundary agreement was in place that established future corporate limits. A third projection was prepared based on a similar methodology to that used by the Wisconsin Department of Administration, whereby population trends in each local government were used to project future population. The projection was based on population trends from 1990 to 2015, with changes in the period between 2000 and 2015 weighted more heavily than changes that occurred between 1990 and 2000.

Due to relatively minor changes in planned land use, those communities participating in the multi-jurisdictional planning process that have adopted a plan update as of January 24, 2019, all chose to adopt the year 2035 population and household projections that were the basis of the land use plan maps included in the first editions of their respective plans.

### Employment Projections

The Commission used a disaggregate approach to the preparation of regional employment projections. This approach involved the consideration of employment in dominant and subdominant industry groups, along with certain residual groups, and the preparation of projections for those groups. Dominant industries are those that accounted for at least 4 percent of total regional employment in 2010 and subdominant

**Table 3.20**  
**Alternative Population Projections for Local Governments: 2050**

Local Government	2010 Population (U.S. Census)	2015 Population Estimate <sup>a</sup>	Alternative Population Projections: 2050		
			RLUP by Civil Division <sup>b</sup>	RLUP by Sewer Service Area <sup>c</sup>	25-Year Weighted Average <sup>d</sup>
<b>Cities</b>					
Hartford	14,223	14,403	17,015	20,565	20,458 <sup>e</sup>
West Bend	31,078	31,599	39,923	53,773	38,823
<b>Villages</b>					
Germantown <sup>f</sup>	19,749	19,972	31,519	29,082	24,771
Jackson	6,753	6,851	8,404	11,567	10,603
Kewaskum	4,004	4,017	6,244	6,332	5,323
Newburg <sup>g</sup>	1,254	1,242	1,791	2,335	1,442
Richfield	11,300	11,458	11,908	11,908	13,821
Slinger	5,068	5,235	7,606	9,851	8,014
<b>Towns</b>					
Addison	3,495	3,459	4,439	2,631	3,659
Barton	2,637	2,638	4,667	1,859	2,736
Erin	3,747	3,762	4,209	4,209	4,315
Farmington	4,014	4,034	4,184	4,184	5,403
Germantown	254	248	183	2,620	206
Hartford	3,609	3,587	6,649	1,058	3,353
Jackson	4,134	4,340	6,531	3,535	6,006
Kewaskum	1,053	1,053	1,121	1,033	962
Polk	3,937	3,979	4,428	4,057	4,315
Trenton	4,732	4,743	10,754	2,639	5,366
Wayne	2,169	2,185	2,510	2,510	2,955
West Bend	4,774	4,777	6,634	3,274	5,026
Washington County <sup>h</sup>	131,984	133,582	180,719	179,022	167,553

<sup>a</sup> Population estimates from the Wisconsin Department of Administration.

<sup>b</sup> Projections are based on VISION 2050 and assume that 2010 city and village boundaries will not change.

<sup>c</sup> Projections are based on VISION 2050 and assume that areas within a planned city or village sewer service area will be annexed by the city or village, unless a boundary agreement is in place that establishes future corporate limits (the four agreements within effect in 2015 include one between the City of West Bend and the Town of West Bend; one between the Village of Jackson and the Town of Jackson (does not reflect the mediated cooperative plan agreement approved in 2018); one between the City of Hartford and the Town of Erin; and one between the City of Hartford and the Towns of Erin, Hartford, and Richfield (made prior to Richfield's incorporation as a Village)).

<sup>d</sup> Projections were prepared using a methodology similar to that used by the Wisconsin Department of Administration, whereby population trends in each community over the past 25 years are used to project the future population. Population changes in the 2000 to 2015 period are weighted more heavily than changes between 1990 and 2000.

<sup>e</sup> The population residing in the portion of the City of Hartford located in Dodge County in 1990 and 2000 was included in the calculation for the 25-year weighted average.

<sup>f</sup> The projected population for the Village of Germantown under VISION 2050 includes 31,519 residents in the sewer service area and 2,437 in the unsewered portion.

<sup>g</sup> Includes the entire Village of Newburg.

<sup>h</sup> Includes all of Washington County plus that portion of the Village of Newburg in Ozaukee County (excludes that portion of the City of Hartford in Dodge County).

Source: U.S. Bureau of the Census, Wisconsin Department of Administration, and SEWRPC

**Table 3.21**  
**Employment Projections for Washington County Under VISION 2050**

Industry Group	Existing Jobs 2010	Projected Jobs 2050	Change: 2010-2050		Percent of Total Employment	
			Number	Percent	2010	2050
Industrial <sup>a</sup>	18,681	22,250	3,569	19.1	29.2	25.4
Retail	12,269	15,013	2,744	22.4	19.2	17.2
Services <sup>b</sup>	23,925	40,622	16,697	69.8	37.5	46.5
Transportation, Warehousing, and Utilities	2,301	2,712	411	17.9	3.6	3.1
Government	5,511	5,825	314	5.7	8.6	6.7
Other <sup>c</sup>	1,207	978	-229	-19.0	1.9	1.1
<b>Total</b>	<b>63,894</b>	<b>87,400</b>	<b>23,506</b>	<b>36.8</b>	<b>100.0</b>	<b>100.0</b>

<sup>a</sup> Industrial includes construction, manufacturing, and wholesale trade categories.

<sup>b</sup> Includes finance, insurance, and real estate (FIRE), and other service categories.

<sup>c</sup> Includes agricultural, agricultural services, forestry, mining, and unclassified jobs.

Source: U.S. Bureau of Economic Analysis and SEWRPC

industries are those that accounted for 2 to 3.9 percent. At the regional level, employment projections for industries were developed based on past industry trends, available indicators of future trends nationally and in the State and Region, and relative industry and sector strength in the Region as compared to the State and Nation. Another variable taken into account was the future available labor force. Population projections indicate a leveling-off in the regional labor force may be expected as much of the baby boomer population reaches retirement age in the middle of the projection period, even if the projected modest increase in in-migration to the Region occurs. The anticipated leveling-off of the labor force is expected to moderate the number of jobs able to be accommodated in the Region and Washington County.

Projections of total employment for Washington County were prepared within the framework of the regional employment projection largely on the basis of trend analysis. The number of jobs by industry group in 2010 and the projected number of jobs in 2050 are shown in Table 3.21. The total number of jobs in the County is projected to increase by 23,506 jobs, or by about 37 percent.

Most of the job growth is expected to occur in the services industry group, which includes service jobs and jobs in finance, insurance, and real estate. Retail, industrial, transportation and utility, and government jobs are expected to increase over the planning period while the number of agricultural and natural-resource related jobs are expected to decrease.

