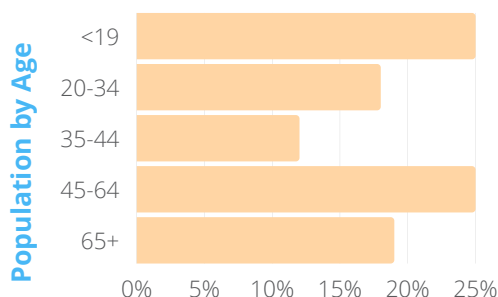


POPULATION AND DEMOGRAPHICS

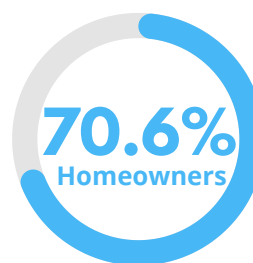
Population 2020: 85,712
Est Population 2025: 87,390
Median Age: 40.1



HOUSING AND INCOME

2020 Data

Households: 33,792
Median Household Income: \$65,068
Per Capita Income: \$33,237
Median Home Value: \$194,006
Average Household Size: 2.45

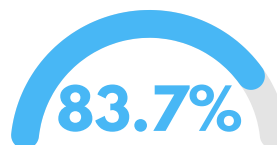


Homeowners versus Renters



LABOR FORCE

In-County Labor Force: 47,315
Labor Basin: 713,048
Civilian Labor Force (w/in labor basin): 400,895
Available Labor Pool (w/in labor basin): 238,289



Labor Force Participation Rate

INDUSTRIES AND OCCUPATIONS

TOP 5 OCCUPATIONS BY EMPLOYMENT

Production: 5,560
Office and Administrative Support: 3,600
Sales and Related Occupations: 3,050
Transportation and Material Moving: 2,900
Food Preparation and Serving Related Occupations: 1,920

TOP 5 INDUSTRIES BY EMPLOYMENT

Manufacturing: 9,157
Trade, Transportation, Utilities: 6,257
Education & Health Services: 4,709
Professional & Business Services: 3,059
Leisure and Hospitality: 2,829

NOTABLE EMPLOYERS

Generac Power Systems | Jefferson and Whitewater | Backup power generation manufacturer
Spacesaver | Fort Atkinson | Shelving and locker manufacturing
Trek Bicycle | Waterloo | Bicycle manufacturing
Johnsonville | Watertown | Food processing
Doosan Bobcat | Johnson Creek | Ground care equipment
Jones Dairy Farm | Fort Atkinson | Food processing