

Whitewater by the Numbers

Community Development Institute
University of Wisconsin-Madison, Division of Extension



Why Should we Consider Economic and Demographic Data?

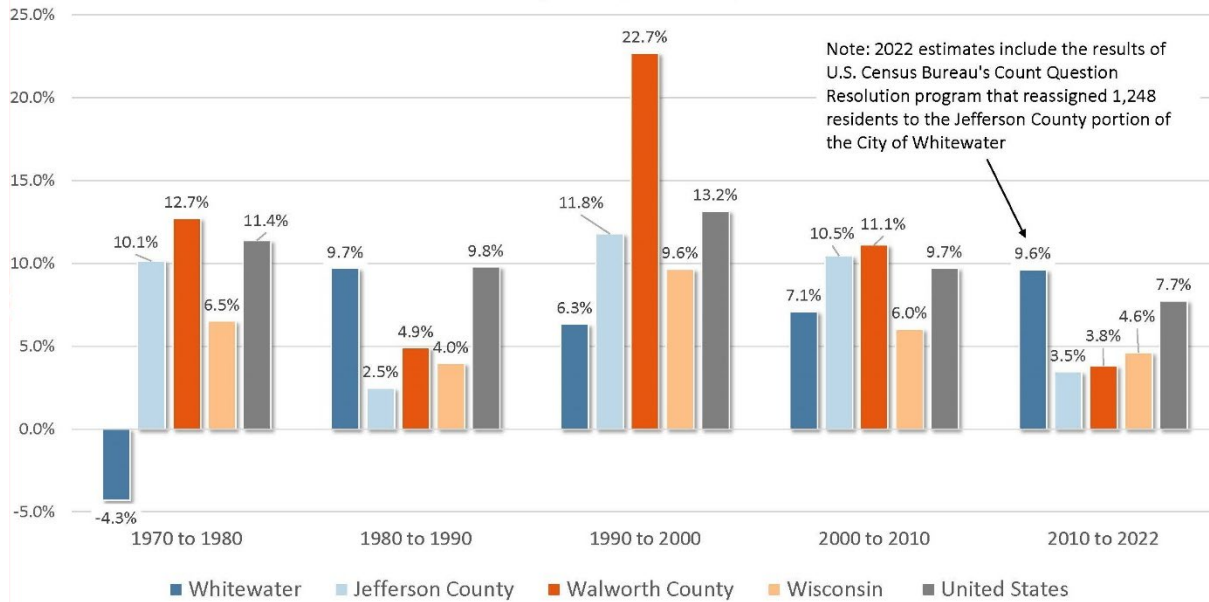
Uses:

- Stimulate discussion;
- Affirm or challenge current perceptions;
- Identify local strengths and weaknesses;
- Recognize and prepare for change.

Considerations:

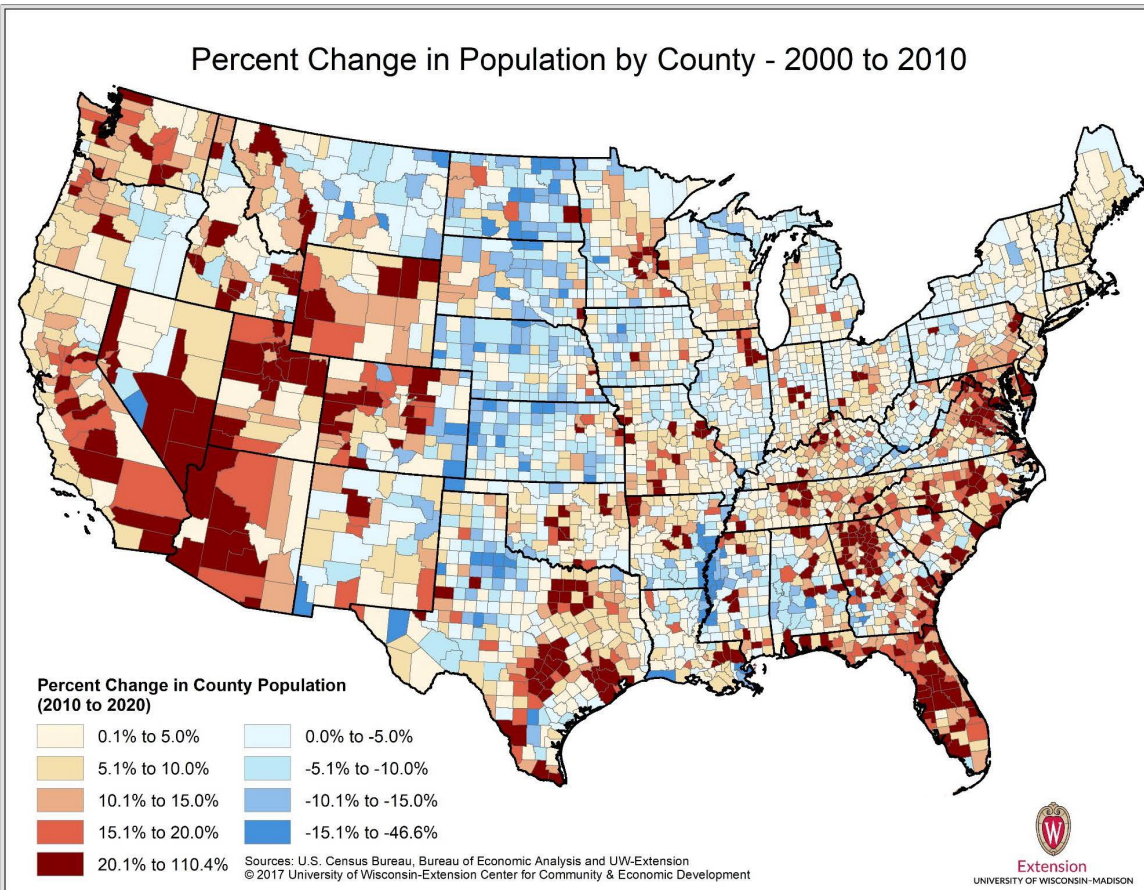
- Looking for patterns, not a single answer;
- More concerned with trends than precision;
- Focus more attention on comparing figures rather than ranking them.

Percent Change in Population by Decade

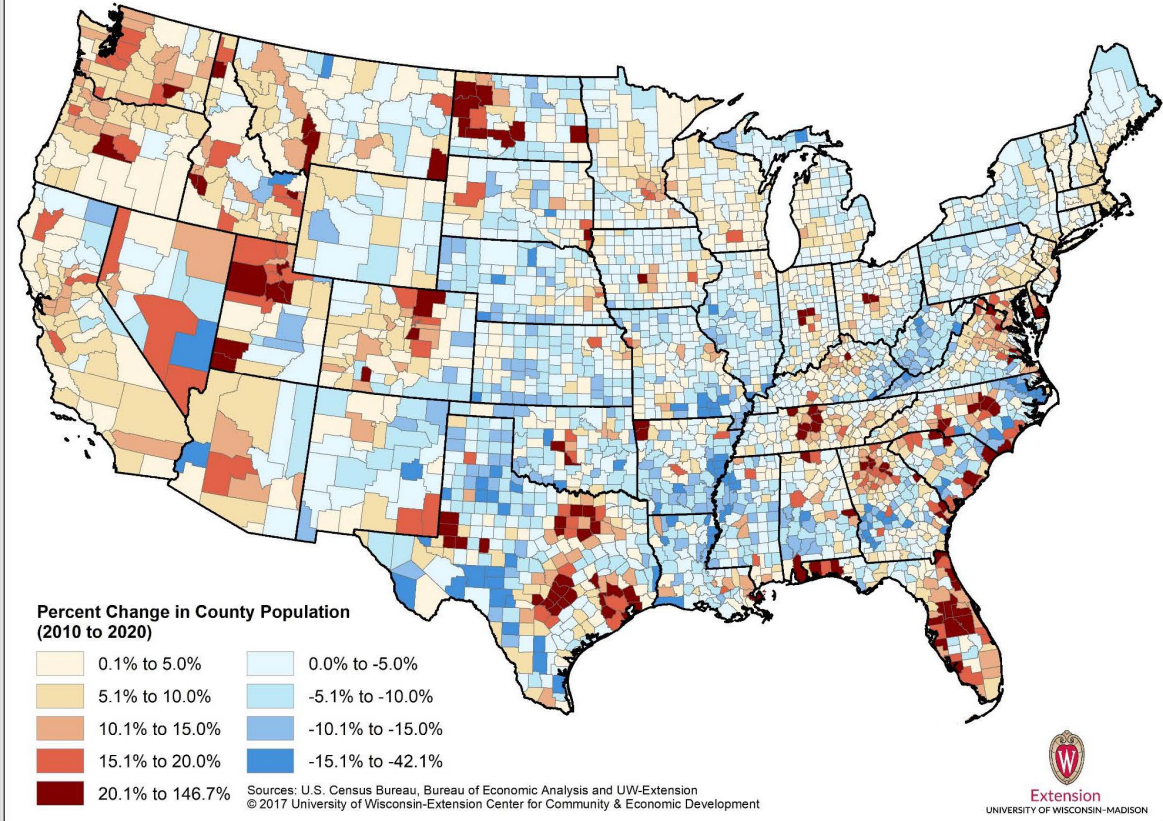


Data Source: U.S. Census Bureau and Wisconsin Department of Administration

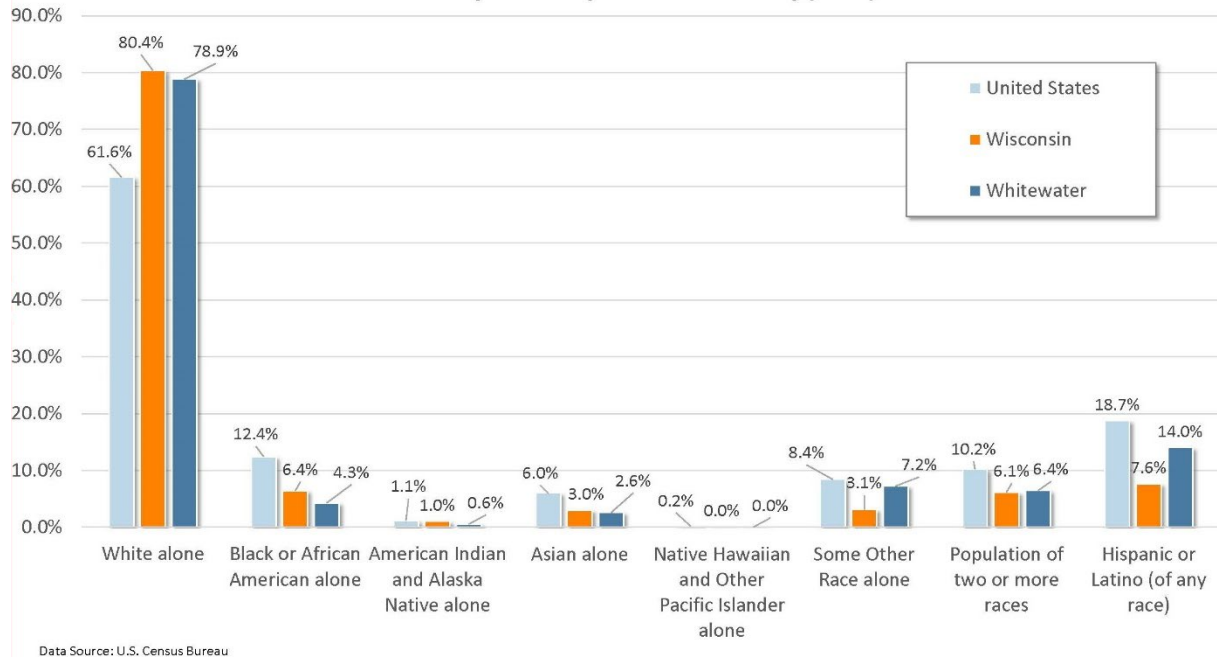
Percent Change in Population by County - 2000 to 2010



Percent Change in Population by County - 2010 to 2020



Share of Population by Race and Ethnicity (2020)



Worker Flow for City of Whitewater (Q2 2019)

Employees Working in the City of Whitewater

Top 10 County Subdivisions of Residence (n = 6,752)

County Subdivision of Residence	Count	Share
Whitewater city (Walworth, WI)	1,196	17.7%
Janesville city (Rock, WI)	409	6.1%
Fort Atkinson city (Jefferson, WI)	326	4.8%
Whitewater city (Jefferson, WI)	207	3.1%
Madison city (Dane, WI)	163	2.4%
Milwaukee city (Milwaukee, WI)	147	2.2%
Whitewater town (Walworth, WI)	121	1.8%
Koshkonong town (Jefferson, WI)	120	1.8%
Jefferson city (Jefferson, WI)	109	1.6%
Palmyra village (Jefferson, WI)	101	1.5%
All Other Locations	3,853	57.1%

Employees Residing in the City of Whitewater

Top 10 County Subdivisions of Employment (n = 5,831)

County Subdivision of Employment	Count	Share
Whitewater city (Walworth, WI)	1,216	20.9%
Fort Atkinson city (Jefferson, WI)	377	6.5%
Madison city (Dane, WI)	339	5.8%
Janesville city (Rock, WI)	242	4.2%
Milwaukee city (Milwaukee, WI)	237	4.1%
Whitewater city (Jefferson, WI)	187	3.2%
Waukesha city (Waukesha, WI)	132	2.3%
Palmyra village (Jefferson, WI)	106	1.8%
Jefferson city (Jefferson, WI)	84	1.4%
Elkhorn city (Walworth, WI)	80	1.4%
All Other Locations	2,831	48.6%

Data Source: U.S. Census Bureau OnTheMap LODS Data

Worker Flow for City of Whitewater (Q2 2019)

Employees Working in the City of Whitewater

Top 10 Counties of Residence (n = 6,752)

County of Residence	Count	Share
Walworth County, WI	2,089	30.9%
Jefferson County, WI	1,377	20.4%
Rock County, WI	969	14.4%
Waukesha County, WI	542	8.0%
Dane County, WI	372	5.5%
Milwaukee County, WI	300	4.4%
Racine County, WI	131	1.9%
Dodge County, WI	97	1.4%
Kenosha County, WI	89	1.3%
Washington County, WI	48	0.7%
All Other Locations	738	10.9%

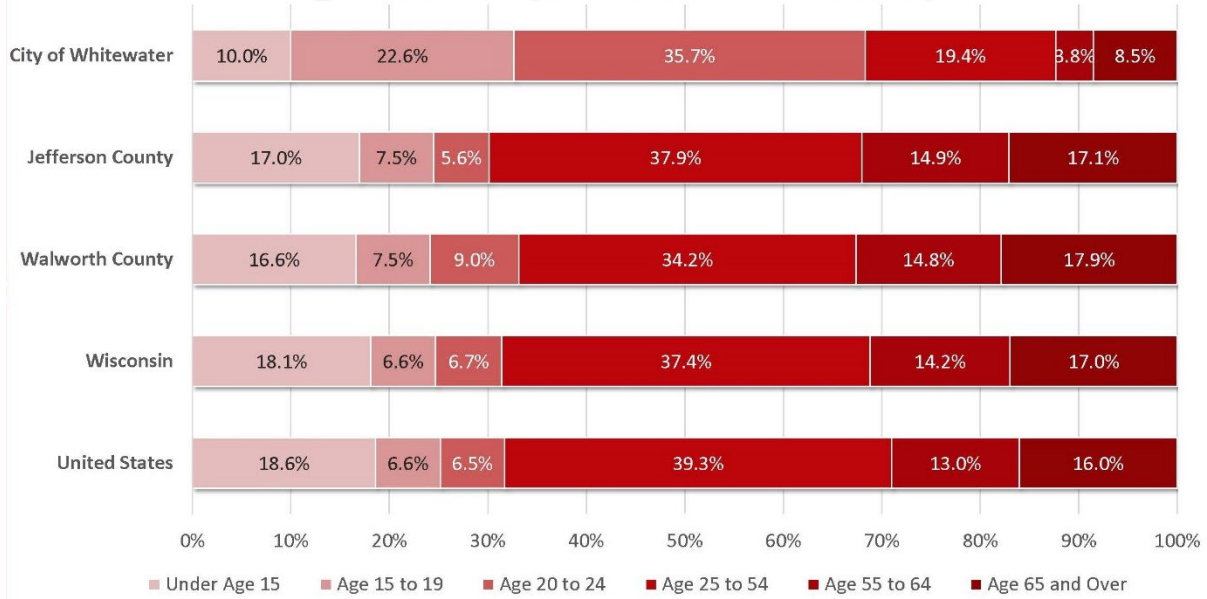
Employees Residing in the City of Whitewater

Top 10 Counties of Employment (n = 5,831)

County of Employment	Count	Share
Walworth County, WI	1,599	27.4%
Jefferson County, WI	977	16.8%
Waukesha County, WI	668	11.5%
Dane County, WI	537	9.2%
Milwaukee County, WI	467	8.0%
Rock County, WI	398	6.8%
Racine County, WI	154	2.6%
Cook County, IL	147	2.5%
Kenosha County, WI	117	2.0%
Lake County, IL	78	1.3%
All Other Locations	689	11.8%

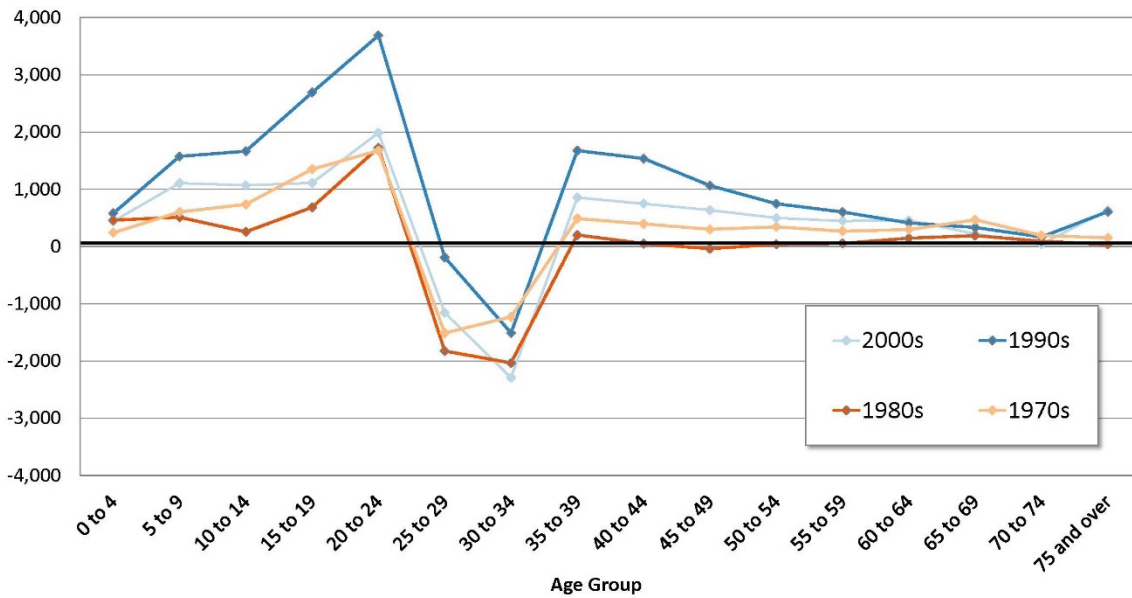
Data Source: U.S. Census Bureau OnTheMap LODS Data

Age Distribution (2017-2021 5-Year Estimates)



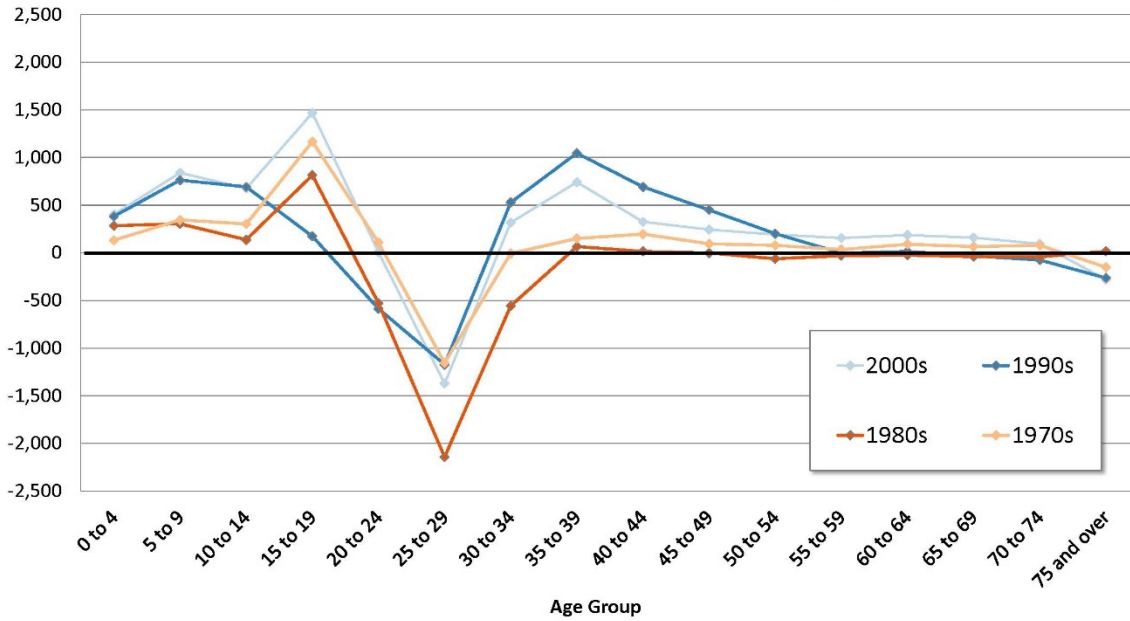
Data Source: U.S. Census Bureau 2017- 2021 American Community Survey

Walworth County Net Migration by Age Group



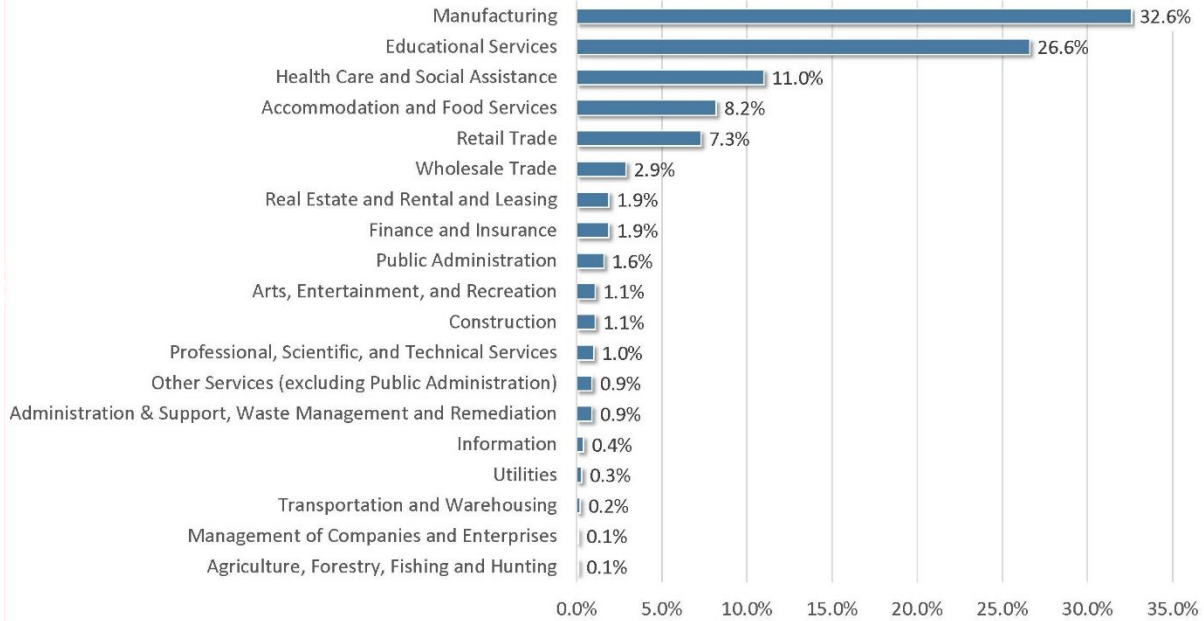
Data Source: Age-Specific Net Migration Estimates for US Counties, 1950-2010. Applied Population Laboratory, University of Wisconsin - Madison, 2013

Jefferson County Net Migration by Age Group



Data Source: Age-Specific Net Migration Estimates for US Counties, 1950-2010. Applied Population Laboratory, University of Wisconsin - Madison, 2013

Whitewater Employment by Industry Sector – Percent of Total Employment (2019)



Data Source: U.S. Census Bureau OnTheMap LODS Data

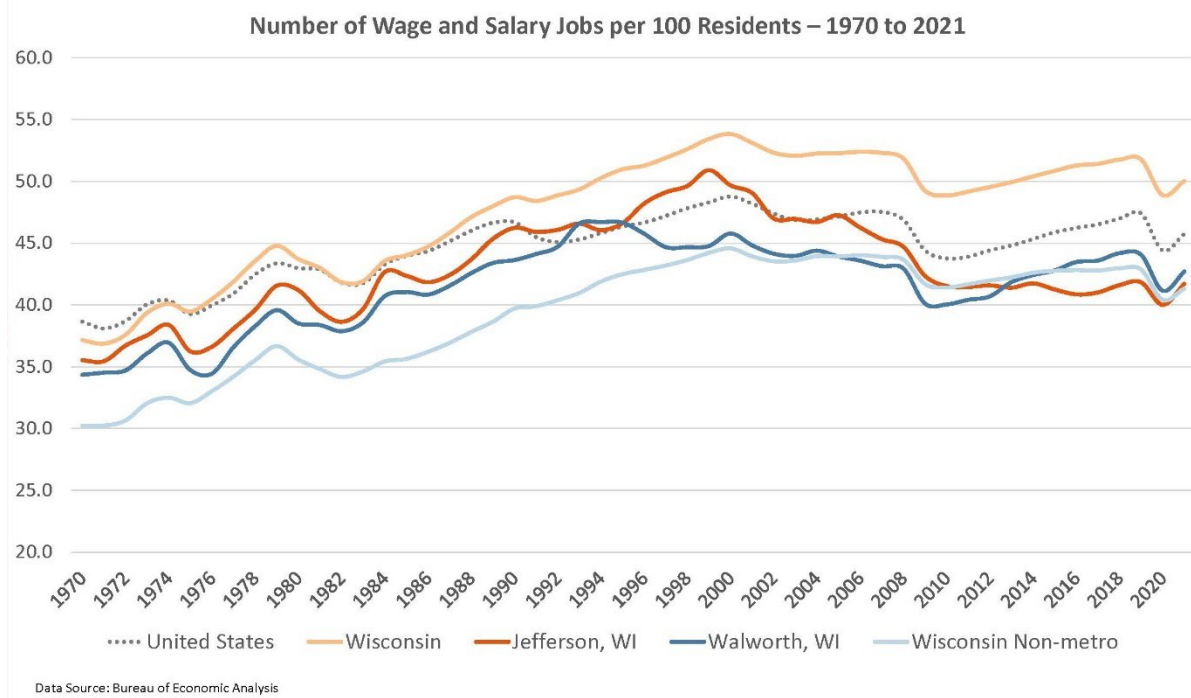
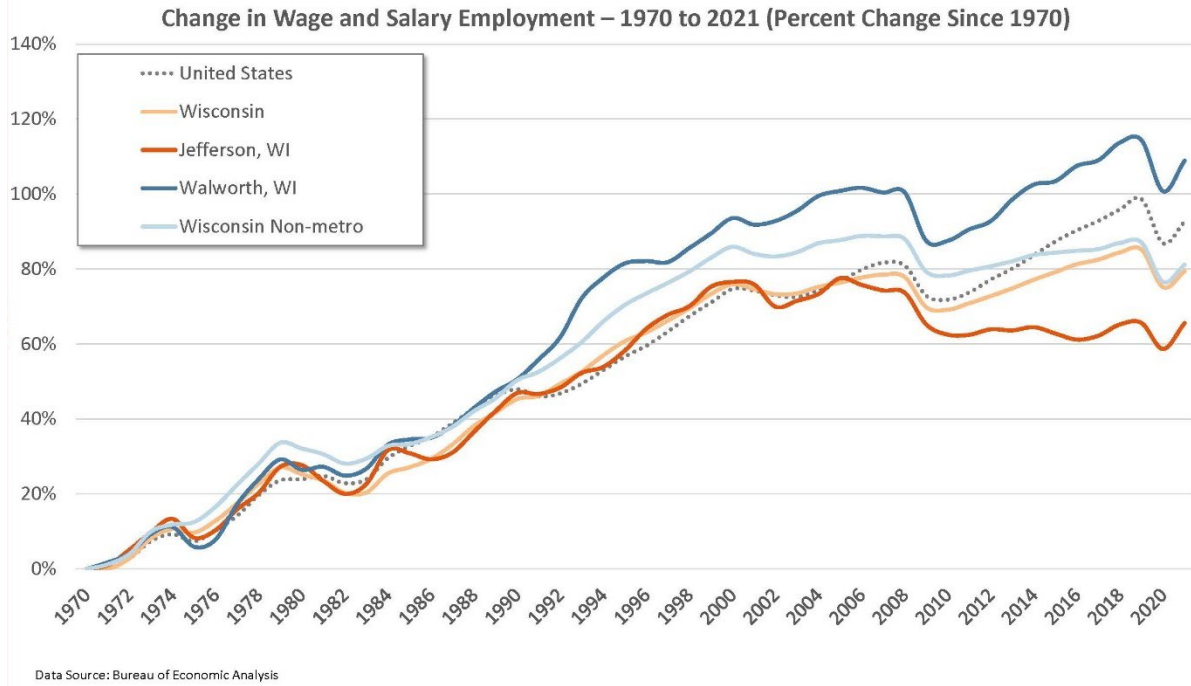
Location Quotients

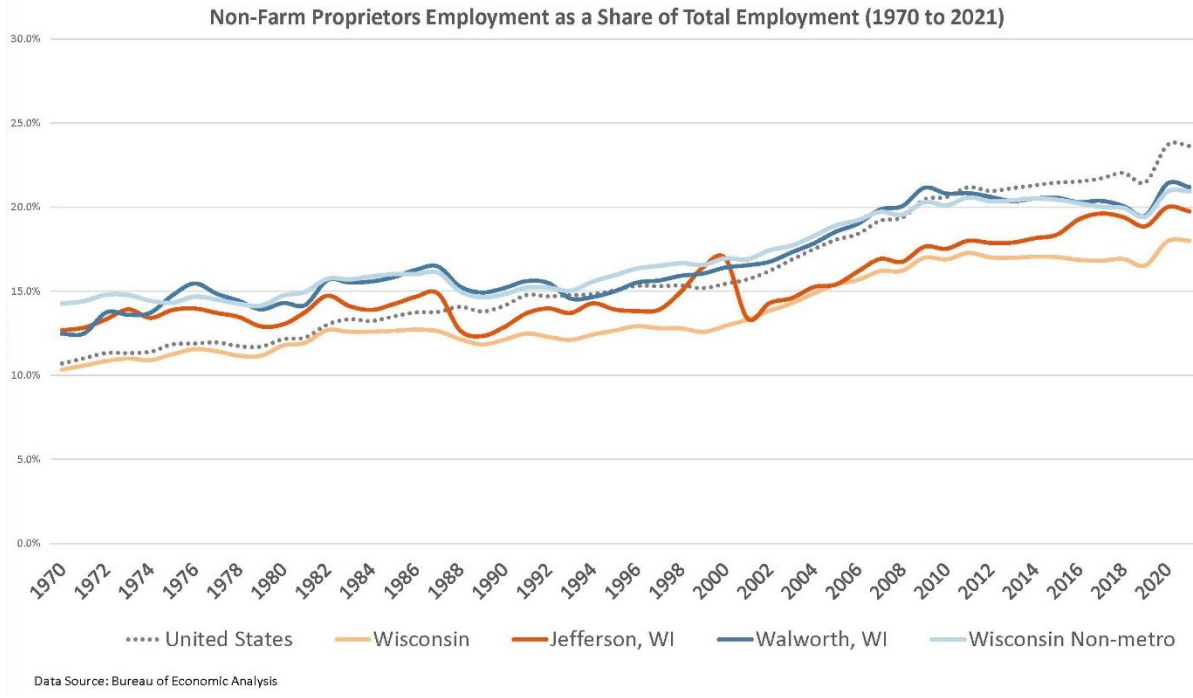
Location quotients compare employment shares in Whitewater's industries to those of the state of Wisconsin...

$$\text{Location Quotient (LQ) for industry (i) in the City of Whitewater} = \frac{\frac{\text{Industry (i) employment in Whitewater}}{\text{Total employment in Whitewater}}}{\frac{\text{Industry (i) employment in Wisconsin}}{\text{Total employment in Wisconsin}}}$$

- Location Quotient greater than 1.0 (1.25) – Suggests an industry is an export activity and is a link to the outside economy (i.e. brings outside \$\$ into the region)
- Indicates industry specialization to some degree





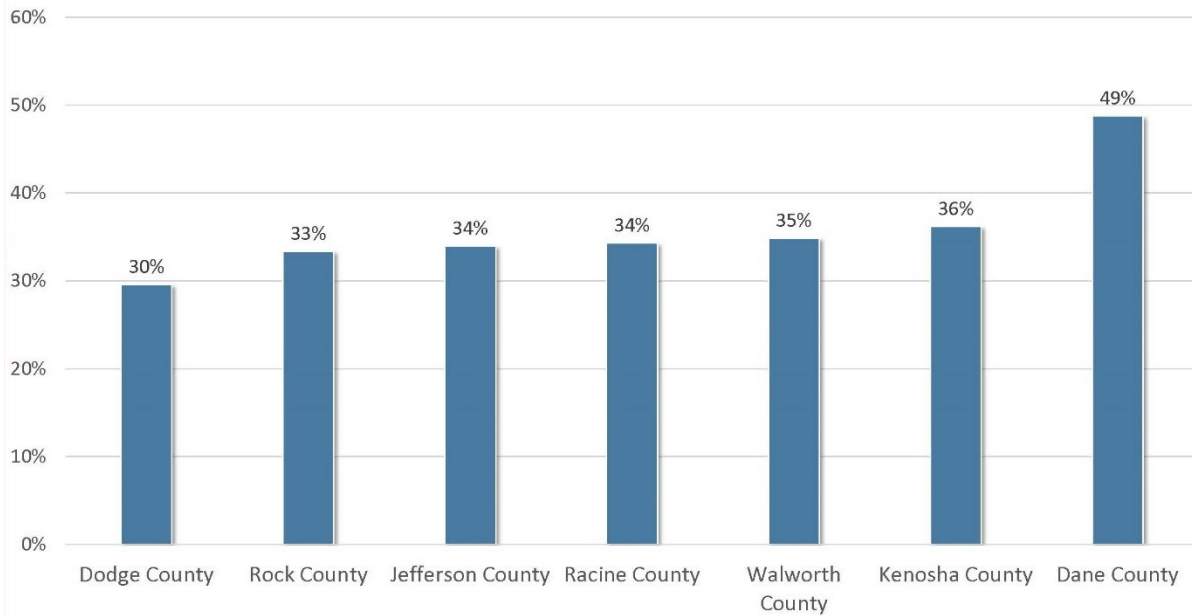


Do Jobs Follow People or do People Follow Jobs?

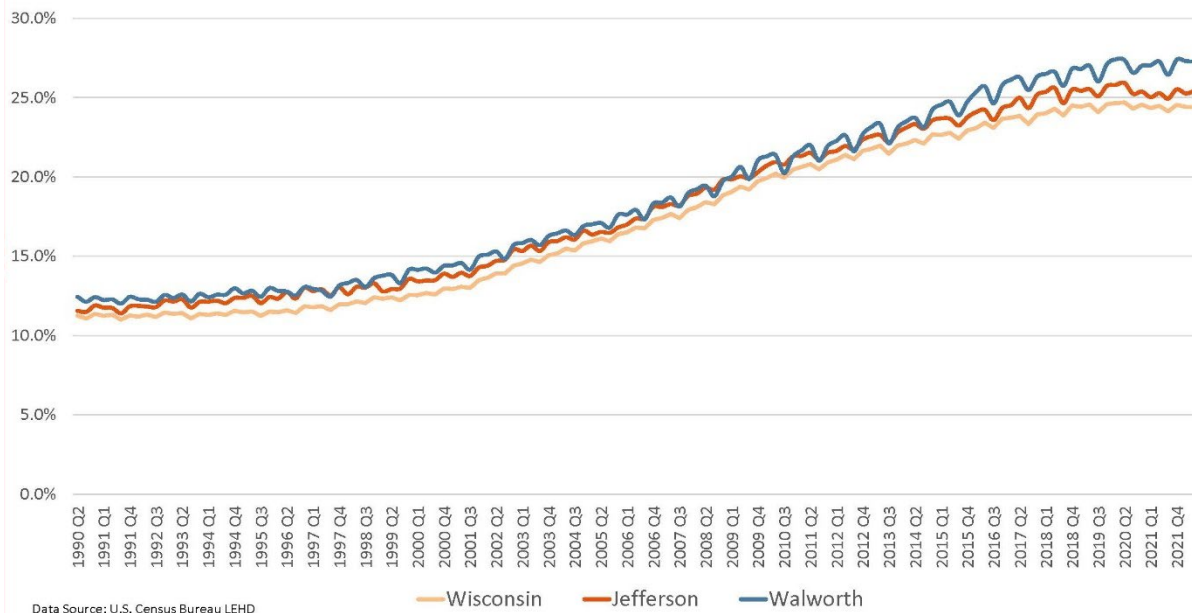


Source: Wyckoff, 2014

What about Work from Home? Percent of Employed Individuals Working in Occupations that Can be Done from Home (Whitewater Commuting Shed)



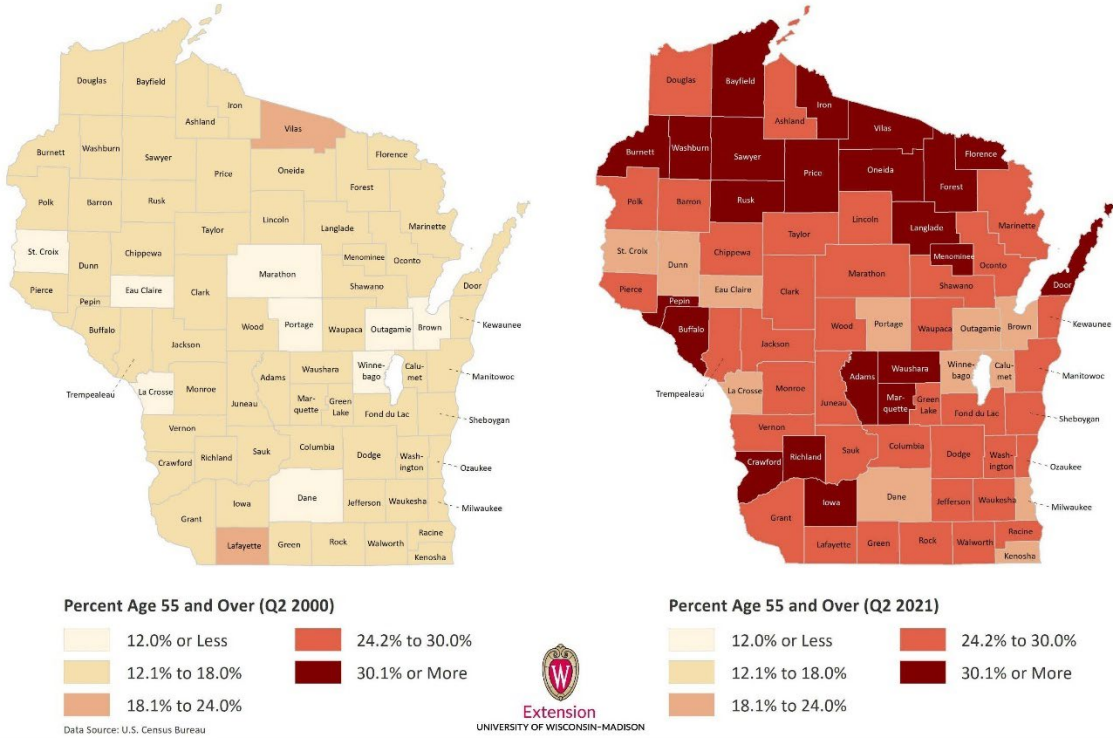
Employees Age 55 or Older as a Share of Total Employment (All Industries) 1990 to 2022



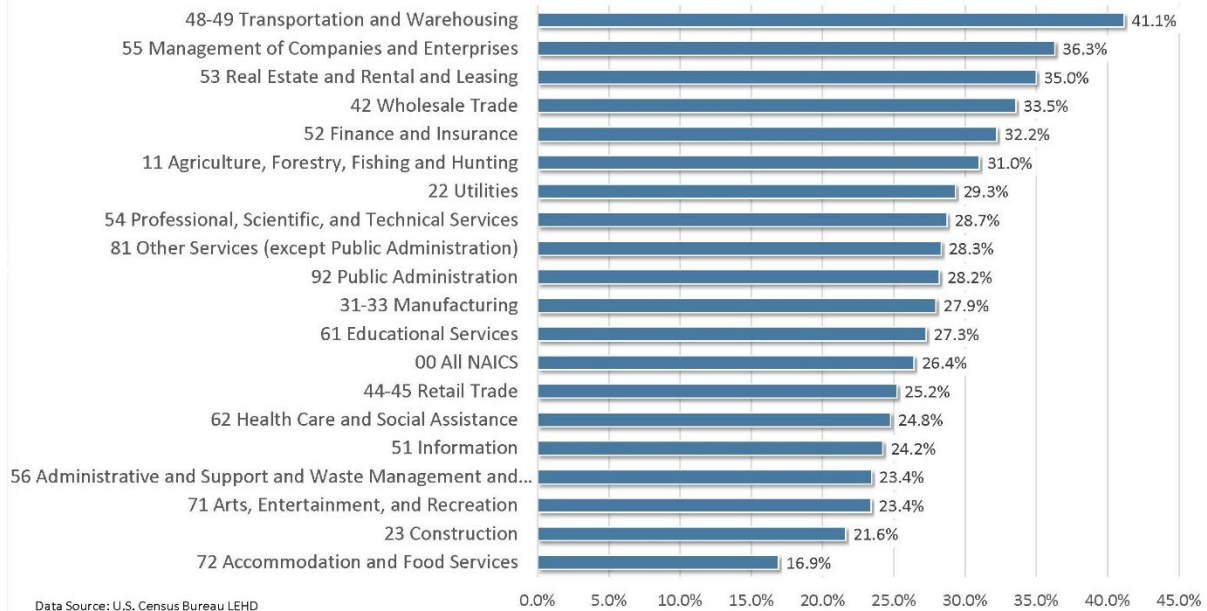
Employees Age 55 and Over by County - Q2 2000 to Q2 2021

Employees Age 55 and Over as a Share of Total Employment - Q2 2000

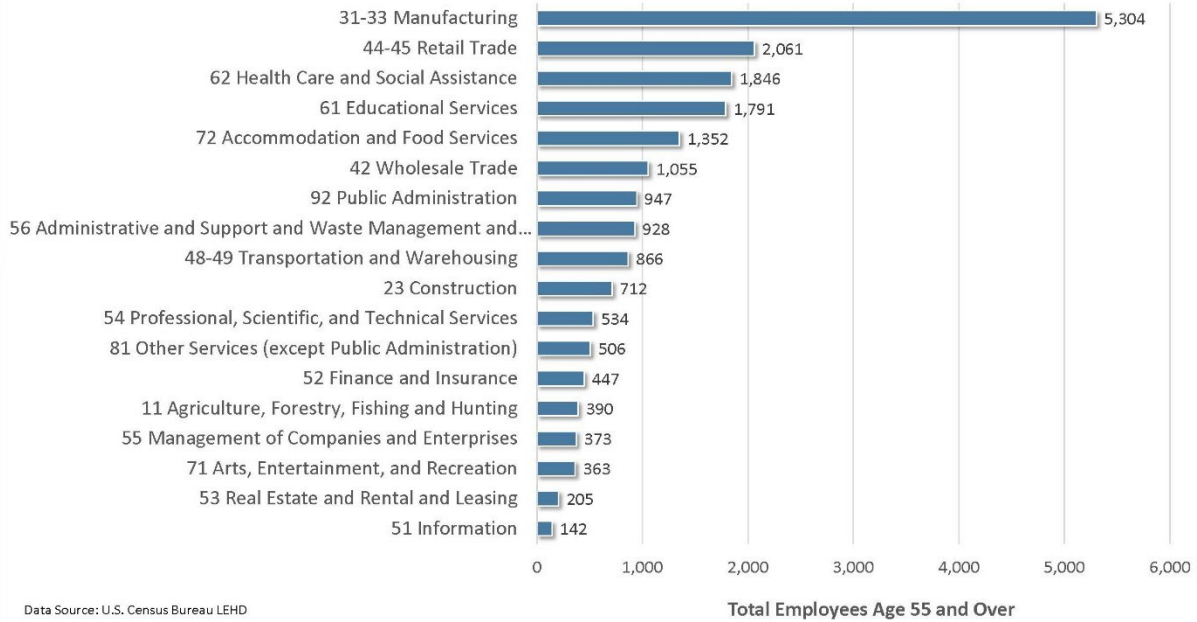
Employees Age 55 and Over as a Share of Total Employment - Q2 2021



Walworth and Jefferson Counties - Employees Age 55 or Older by Industry Sector Share of Employment (Q2 2022)



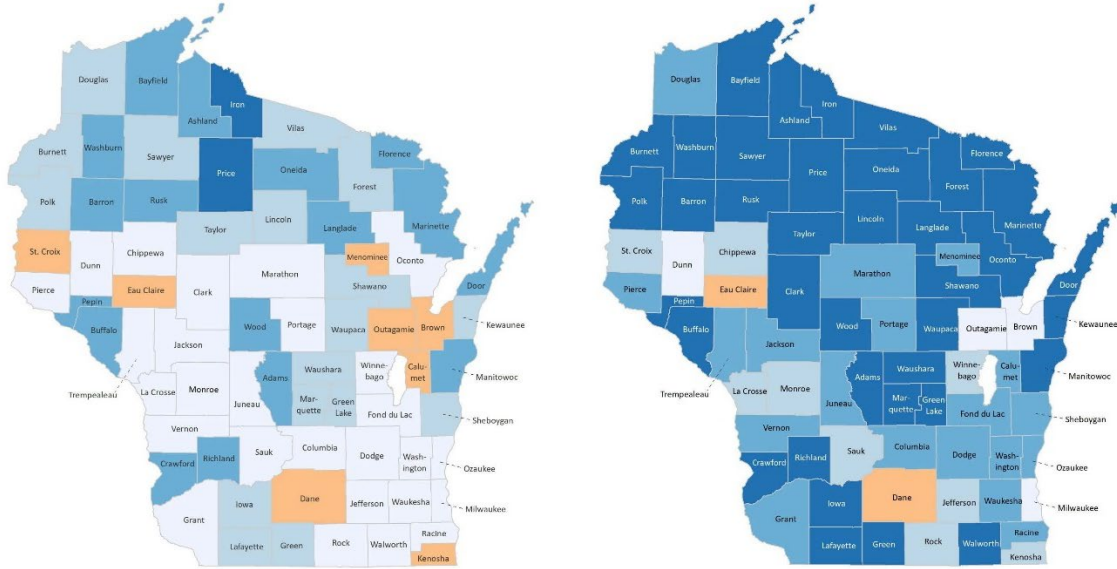
Walworth and Jefferson Counties - Employees Age 55 or Older by Industry Sector
Total Employees (Q2 2022)



Changes in Total Working Age and Prime Working Age Population - 2010 to 2020

Percent Change in Total Working Age Population (Age 15 to 64) - 2010 Census to 2020 Estimates

Percent Change in Prime Working Age Population (Age 25 to 54) - 2010 Census to 2020 Estimates



Percent Change in Total Working Age Population

0.0% to 8.9%	-8.1% to -12.0%
-0.1% to -4.0%	-12.1% or More
-4.1% to -8.0%	

Percent Change in Prime Working Age Population

0.0% to 5.6%	-8.1% to -12.0%
-0.1% to -4.0%	-12.1% or More
-4.1% to -8.0%	

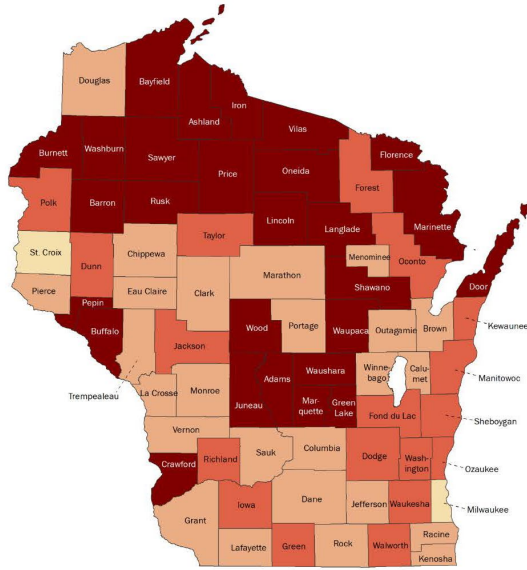
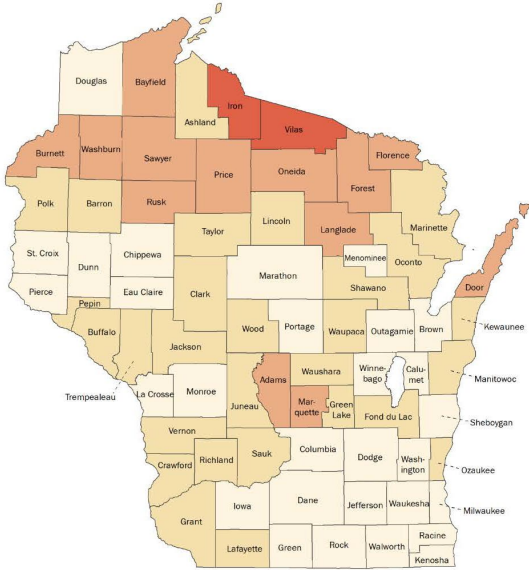
Data Source: U.S. Census Bureau



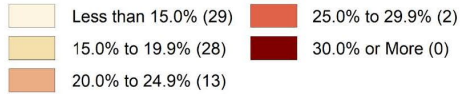
Projected Change in Population Age 65 and Over - 2010 to 2040

Share of County Population Age 65 or Older - 2010 Census

Share of County Population Age 65 and Over - 2040 Projection



Share of Population Age 65 and Over - 2010 Census
(Number of Counties)



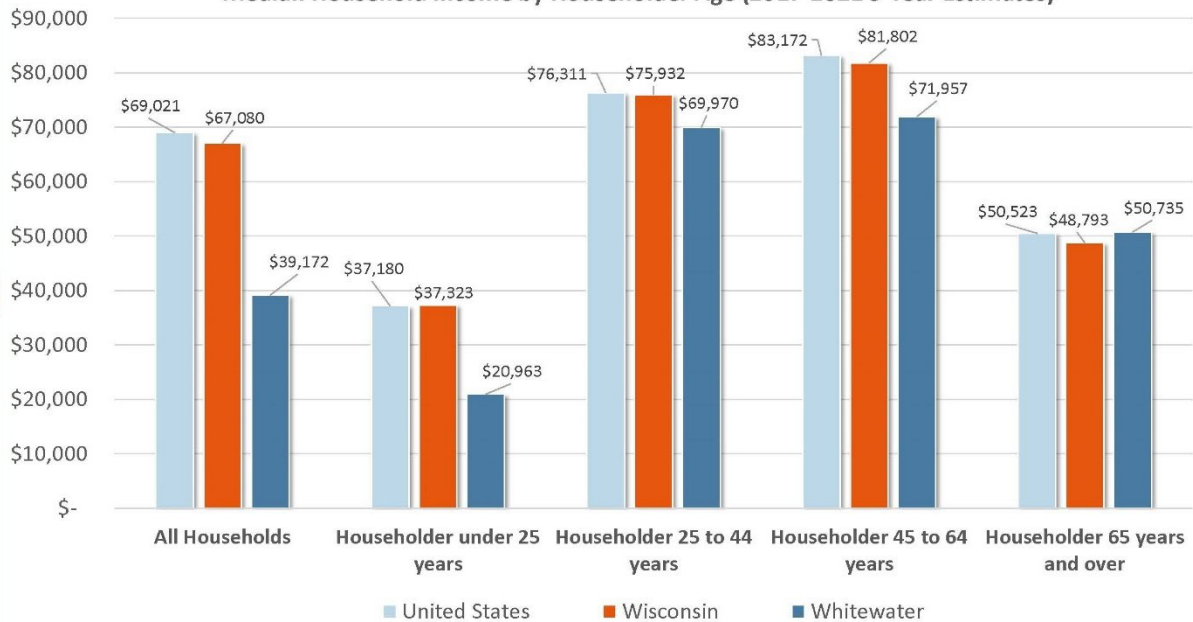
Share of Population Age 65 and Over - 2040 Projection
(Number of Counties)



Data Source: Population Projections 2010 to 2040 - WI Department of Administration Demographic Services Center
Map Production: Center for Community and Economic Development, UW-Madison Division of Extension

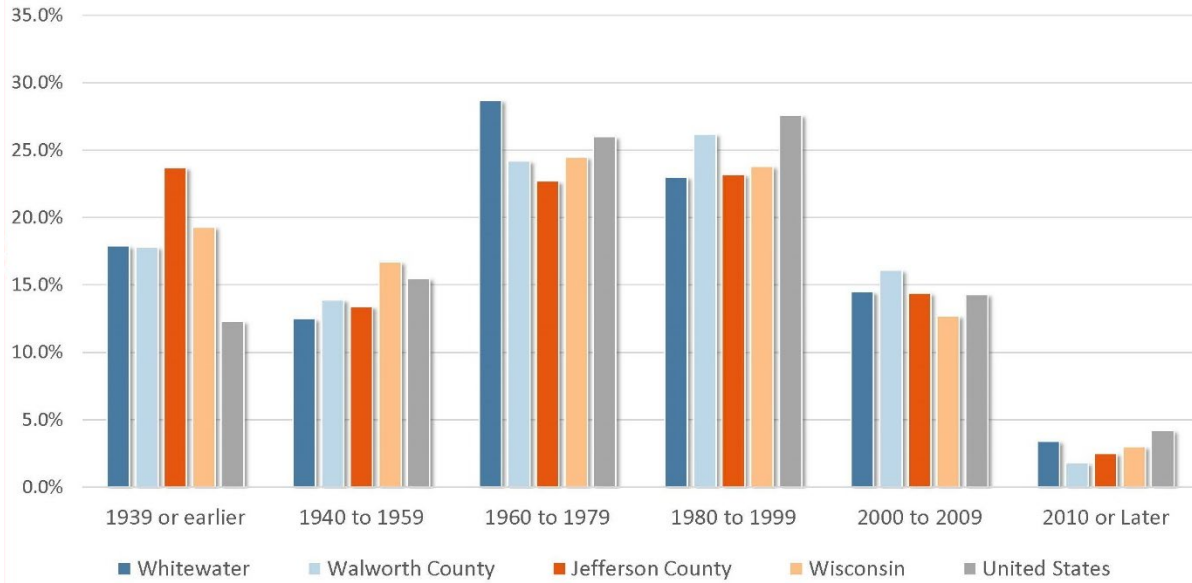


Median Household Income by Householder Age (2017-2021 5-Year Estimates)



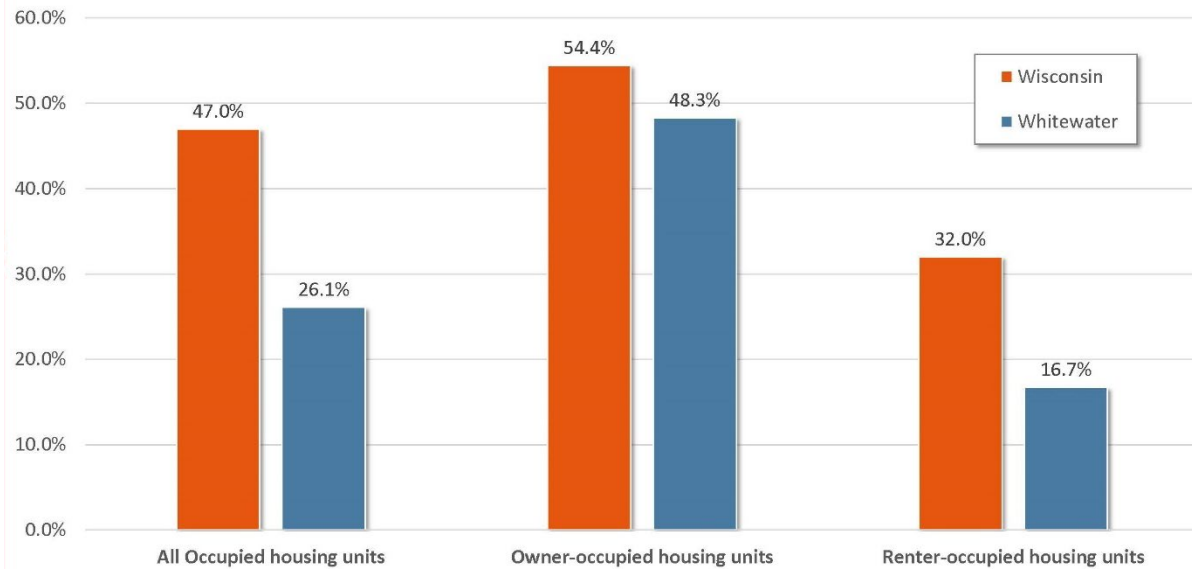
Data Source: U.S. Census Bureau 2017-2021 American Community Survey

**Year Structure Built – Percent of Occupied Housing Units
(2017-2021 5-Year Estimates)**



Data Source: U.S. Census Bureau 2017-2021 American Community Survey

**Percent of Occupied Housing Units with a Head of Household (Householder)
Age 55 or Over (2017-2021 5-Year Estimates)**



Data Source: U.S. Census Bureau 2017-2021 American Community Survey

Questions about the Data?

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