



Kenosha County, WI

Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Drive
Waukesha, Wisconsin 53187

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Report Parameters

1 County

55059 Kenosha County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

167,392

Population (2023)

Population **decreased by 1,662** over the last 5 years and is projected to **decrease by 2,551** over the next 5 years.

79,847

Total Regional Employment

Jobs **grew by 5,709** over the last 5 years and are projected to **grow by 4,888** over the next 5 years.

\$70.1K

Median Household Income (2022)

Median household income is **\$1.1K above** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **declined by 1.0%** since 2018, falling by 1,662. Population is expected to **decrease by 1.5%** between 2023 and 2028, losing 2,551.
- From 2018 to 2023, jobs **increased by 7.7%** in Kenosha County, WI from 74,138 to **79,847**. This change **outpaced the national growth rate of 3.9% by 3.8%**. As the number of jobs increased, the **labor force participation rate increased from 65.9% to 67.7% between 2018 and 2023**.
- Concerning educational attainment, **19.2% of Kenosha County, WI residents possess a Bachelor's Degree** (1.9% below the national average), and **10.4% hold an Associate's Degree** (1.6% above the national average).
- The top three industries in 2023 are Warehousing and Storage, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

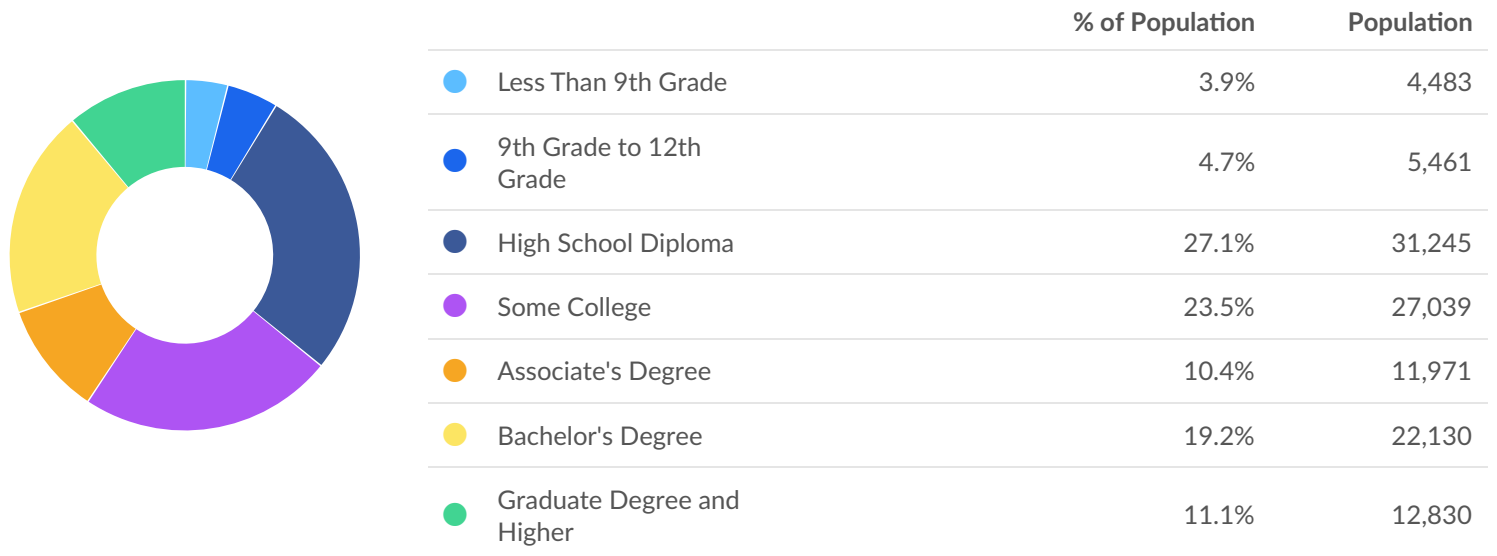
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	166,886	90,284	79,847	99.2	\$9.43B	\$13.95B	\$10.33B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

Feb 2024 Labor Force Breakdown



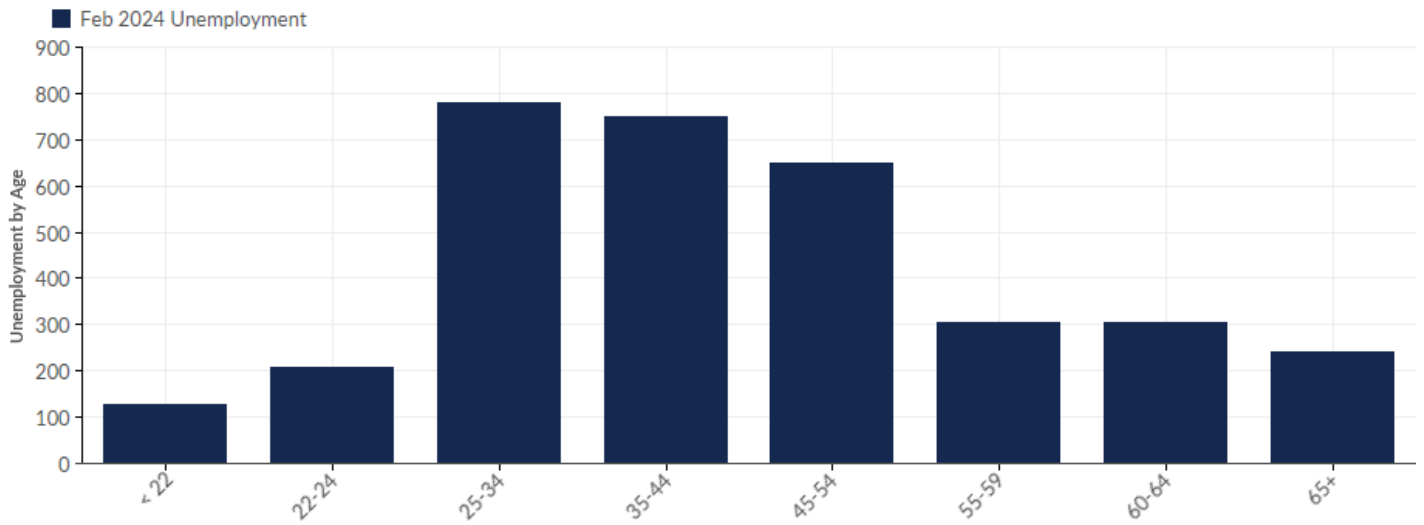
Educational Attainment

Concerning educational attainment, **19.2% of Kenosha County, WI residents possess a Bachelor's Degree** (1.9% below the national average), and **10.4% hold an Associate's Degree** (1.6% above the national average).



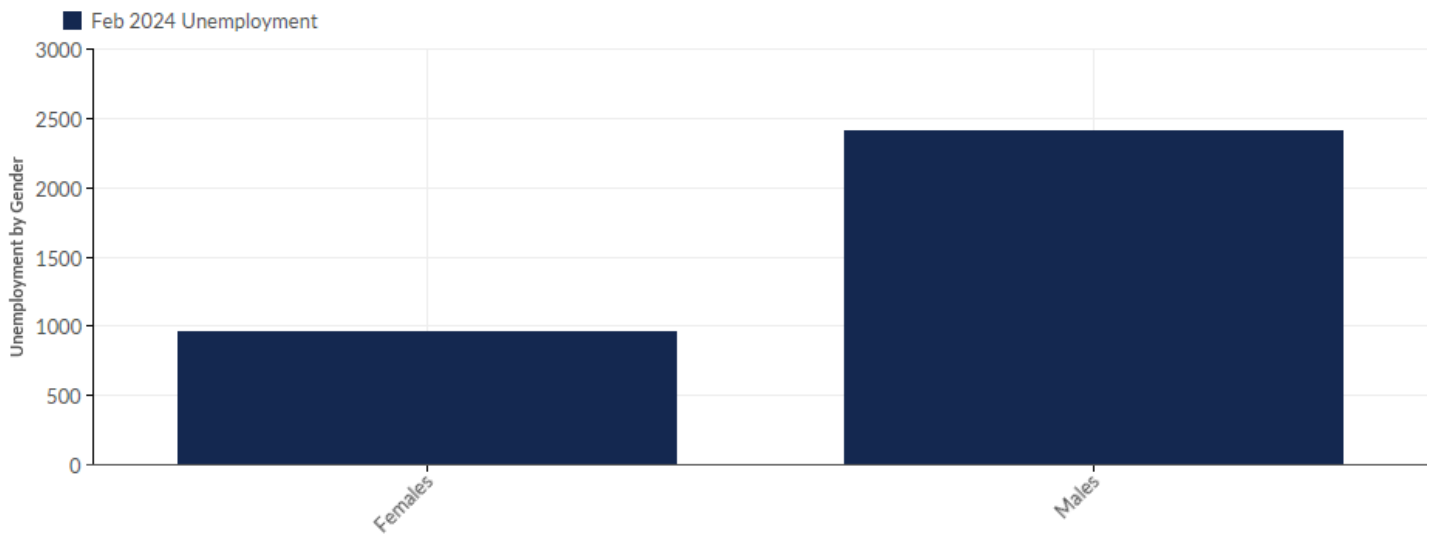
Unemployment by Demographics

Unemployment by Age



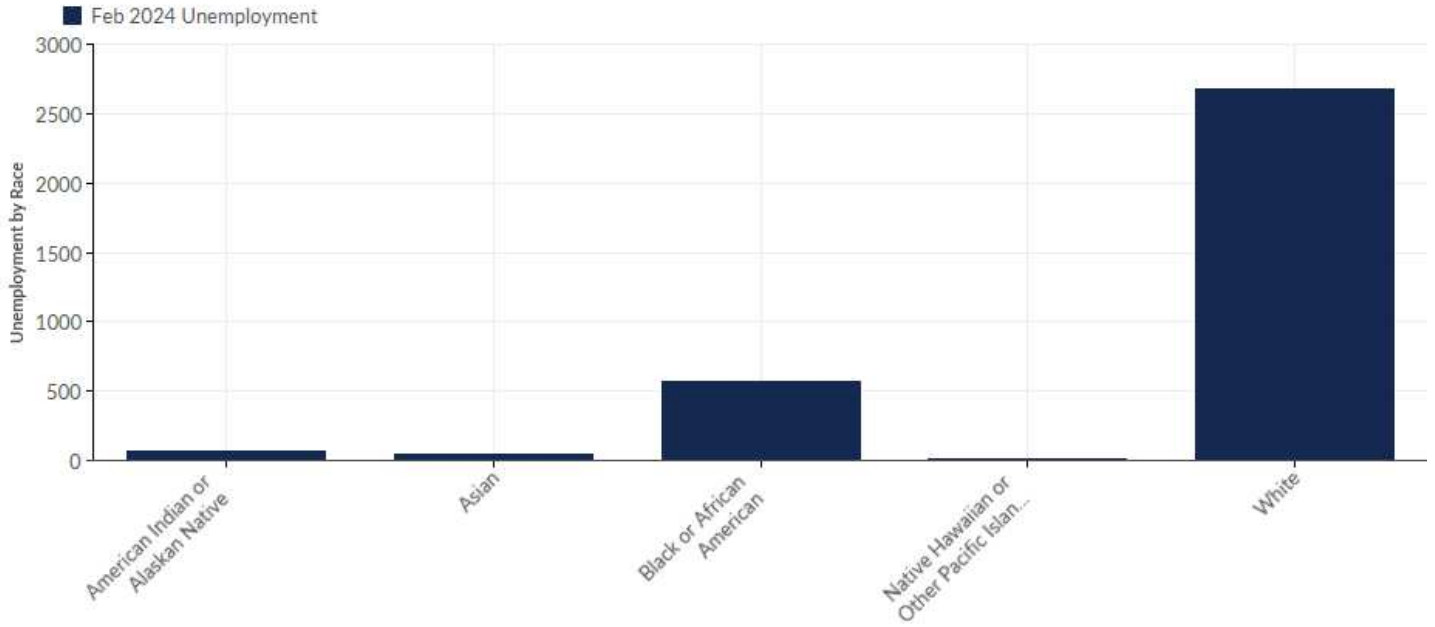
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	128	3.80%
22-24	209	6.21%
25-34	780	23.16%
35-44	751	22.30%
45-54	650	19.30%
55-59	305	9.06%
60-64	303	9.00%
65+	243	7.21%
Total	3,368	100.00%

Unemployment by Gender



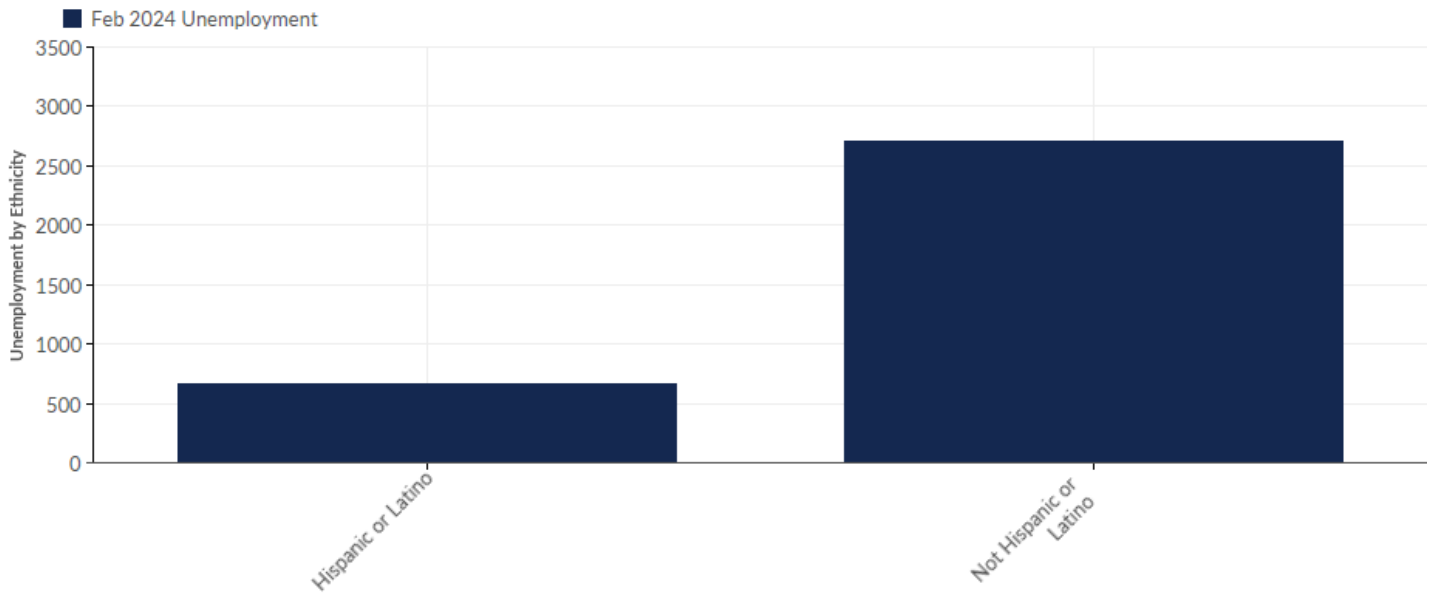
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	955	28.36%
Males	2,413	71.64%
Total	3,368	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	64	1.90%
Asian	46	1.37%
Black or African American	572	16.98%
Native Hawaiian or Other Pacific Islander	9	0.27%
White	2,677	79.48%
Total	3,368	100.00%

Unemployment by Ethnicity

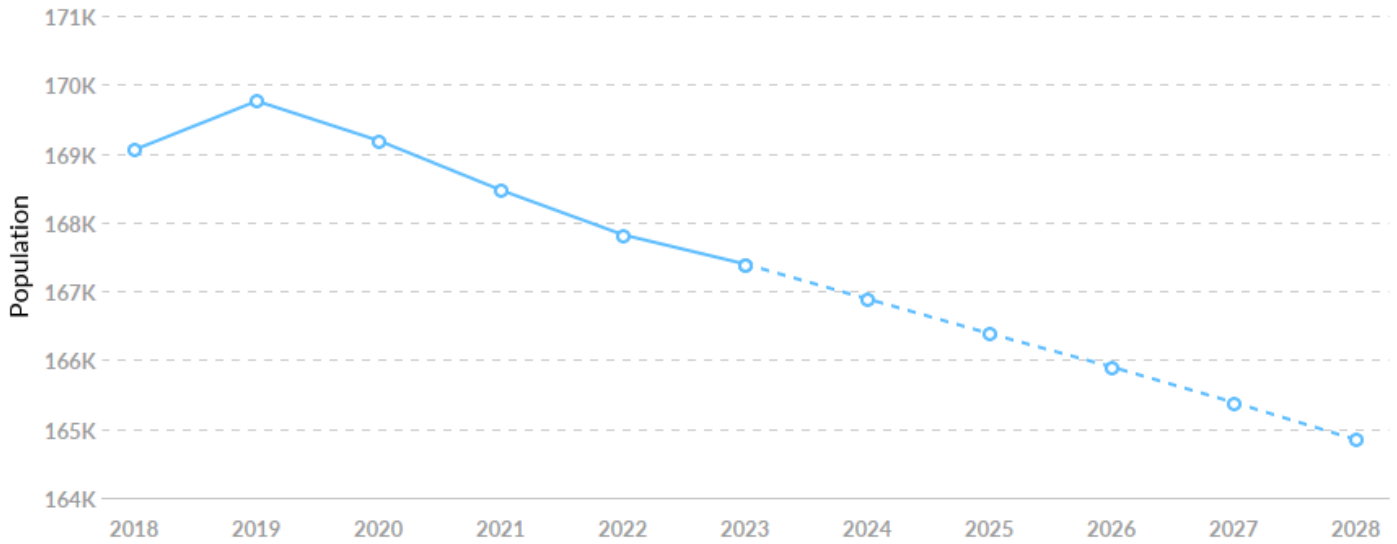


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	662	19.66%
Not Hispanic or Latino	2,706	80.34%
Total	3,368	100.00%

Historic & Projected Trends

Population Trends

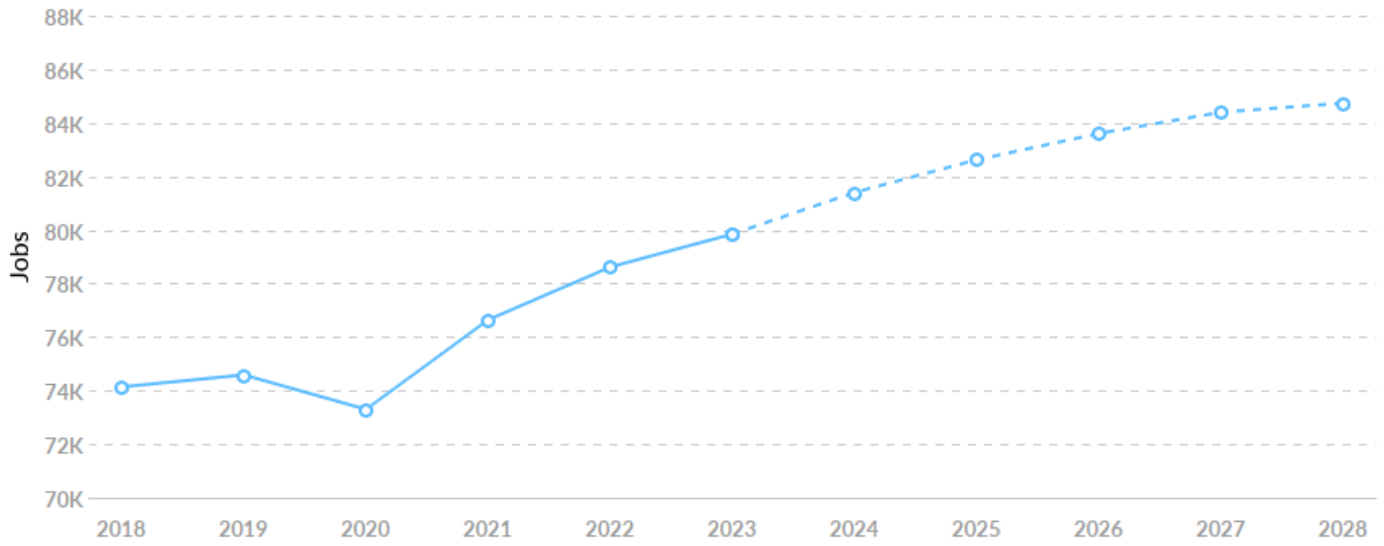
As of 2023 the region's population **declined by 1.0%** since 2018, falling by 1,662. Population is expected to **decrease by 1.5%** between 2023 and 2028, losing 2,551.



Timeframe	Population
2018	169,054
2019	169,760
2020	169,184
2021	168,465
2022	167,817
2023	167,392
2024	166,886
2025	166,382
2026	165,899
2027	165,382
2028	164,841

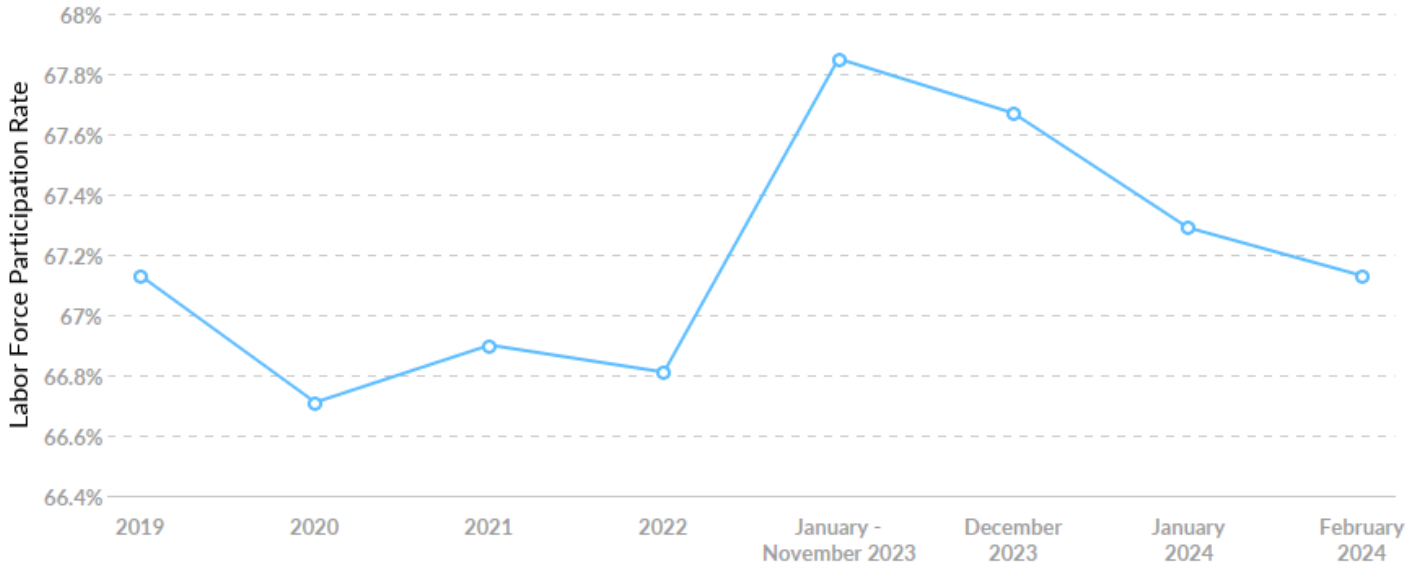
Job Trends

From 2018 to 2023, jobs increased by 7.7% in Kenosha County, WI from 74,138 to 79,847. This change **outpaced the national growth rate of 3.9% by 3.8%.**



Timeframe	Jobs
2018	74,138
2019	74,586
2020	73,300
2021	76,643
2022	78,614
2023	79,847
2024	81,401
2025	82,619
2026	83,601
2027	84,396
2028	84,735

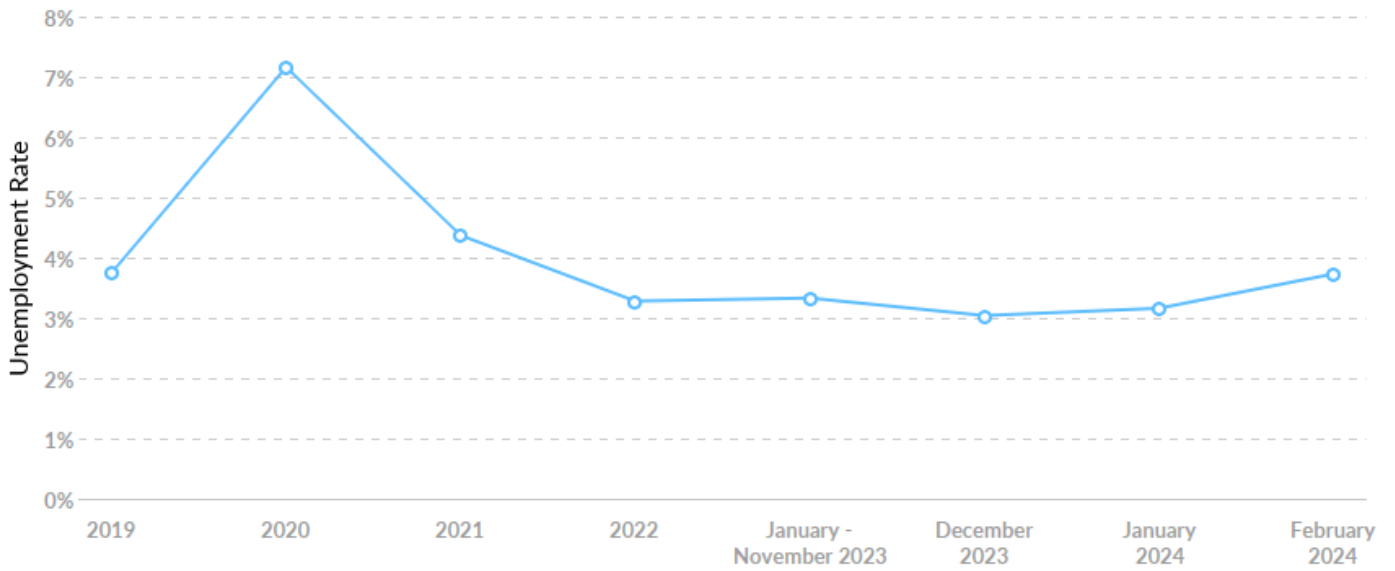
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	67.13%
2020	66.71%
2021	66.90%
2022	66.81%
January - November 2023	67.85%
December 2023	67.67%
January 2024	67.29%
February 2024	67.13%

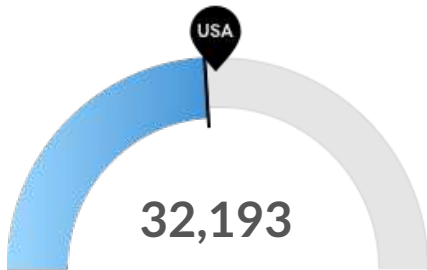
Unemployment Rate Trends

Kenosha County, WI had a February 2024 unemployment rate of 3.73%, **decreasing from 3.75%** 5 years before.



Timeframe	Unemployment Rate
2019	3.75%
2020	7.16%
2021	4.37%
2022	3.28%
January - November 2023	3.33%
December 2023	3.04%
January 2024	3.16%
February 2024	3.73%

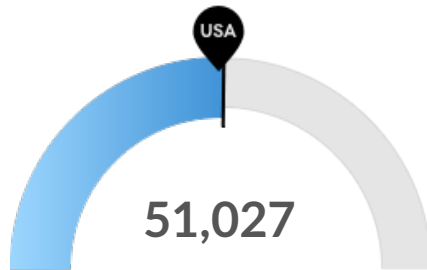
Population Characteristics



32,193

Millennials

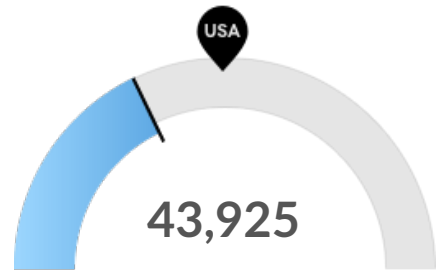
Kenosha County, WI has 32,193 millennials (ages 25-39). The national average for an area this size is 34,123.



51,027

Retiring Soon

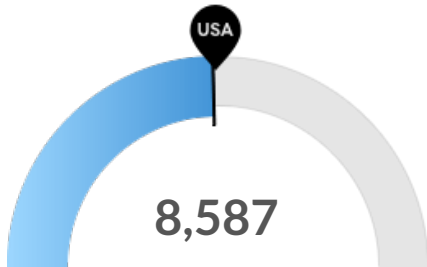
Retirement risk is about average in Kenosha County, WI. The national average for an area this size is 50,292 people 55 or older, while there are 51,027 here.



43,925

Racial Diversity

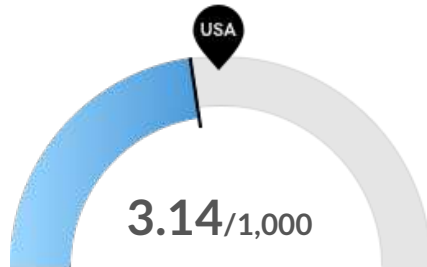
Racial diversity is low in Kenosha County, WI. The national average for an area this size is 69,013 racially diverse people, while there are 43,925 here.



8,587

Veterans

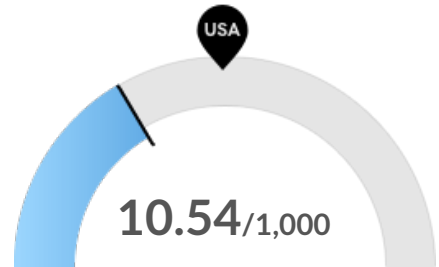
Kenosha County, WI has 8,587 veterans. The national average for an area this size is 8,777.



3.14/1,000

Violent Crime

Kenosha County, WI has 3.14 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.



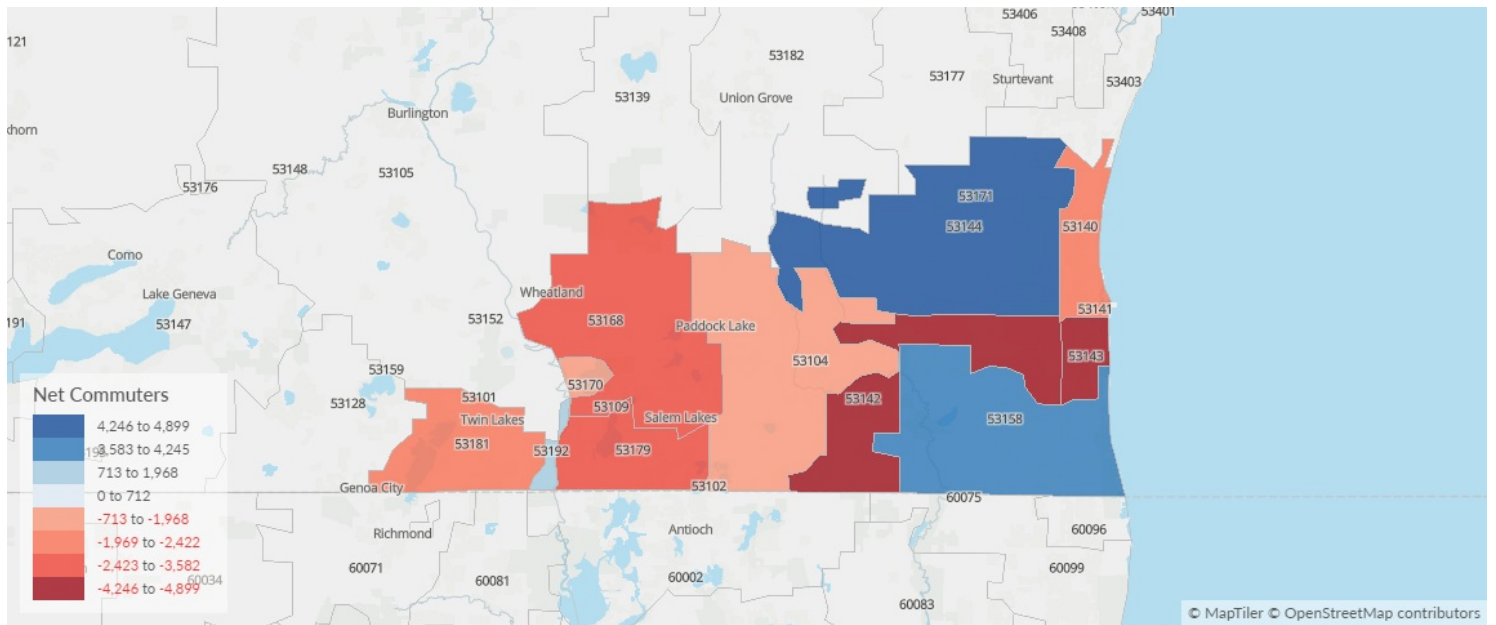
10.54/1,000

Property Crime

Kenosha County, WI has 10.54 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Kenosha County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 53142.



Where Talent Works

ZIP	Name	2023 Employment
53144	Kenosha, WI (in Kenosh...	19,094
53142	Kenosha, WI (in Kenosh...	14,406
53158	Pleasant Prairie, WI (in ...	13,617
53140	Kenosha, WI (in Kenosh...	12,963
53143	Kenosha, WI (in Kenosh...	7,607

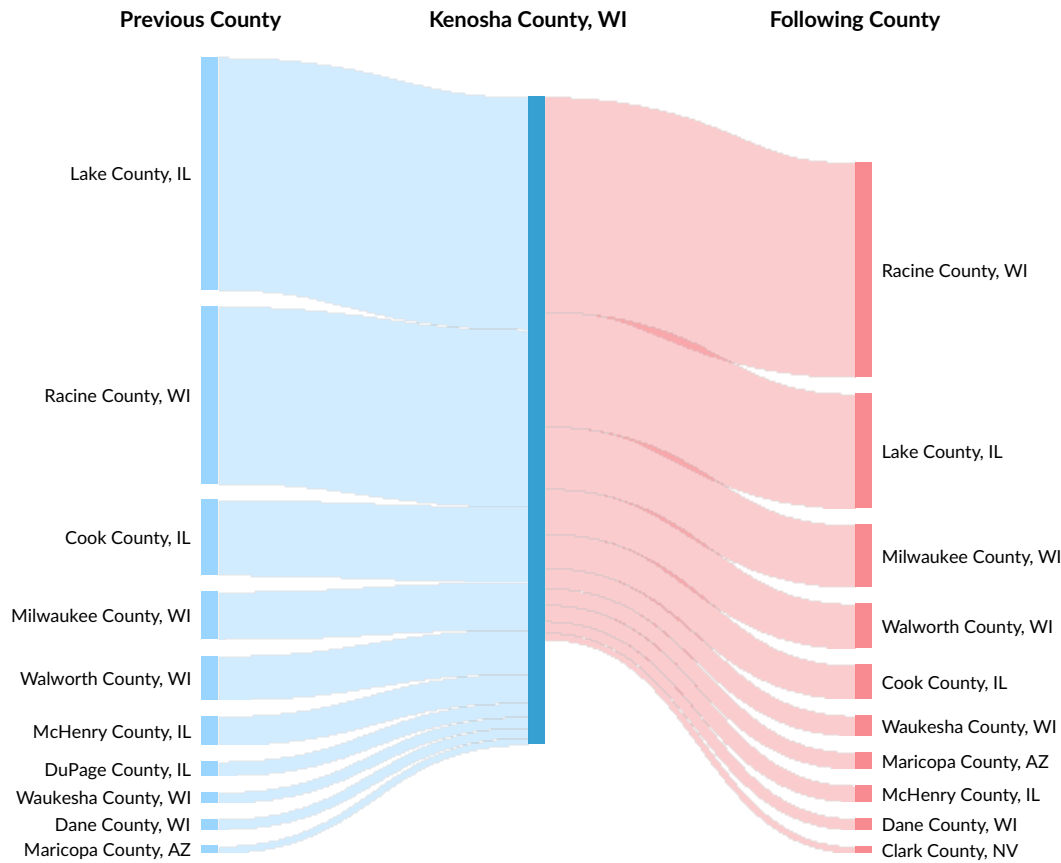
Where Talent Lives

ZIP	Name	2023 Workers
53142	Kenosha, WI (in Kenosh...	18,980
53140	Kenosha, WI (in Kenosh...	15,156
53144	Kenosha, WI (in Kenosh...	14,196
53143	Kenosha, WI (in Kenosh...	11,853
53158	Pleasant Prairie, WI (in ...	10,034

Inbound and Outbound Migration

The table below analyzes past and current residents of Kenosha County, WI. The left column shows residents of other counties migrating to Kenosha County, WI. The right column shows residents migrating from Kenosha County, WI to other counties.

As of 2021, **1,717** people have migrated from Lake County, IL to Kenosha County, WI. In the same year, **1,585** people left Kenosha County, WI migrating to Racine County, WI. The total Net Migration for Kenosha County, WI in 2021 was **-471**.

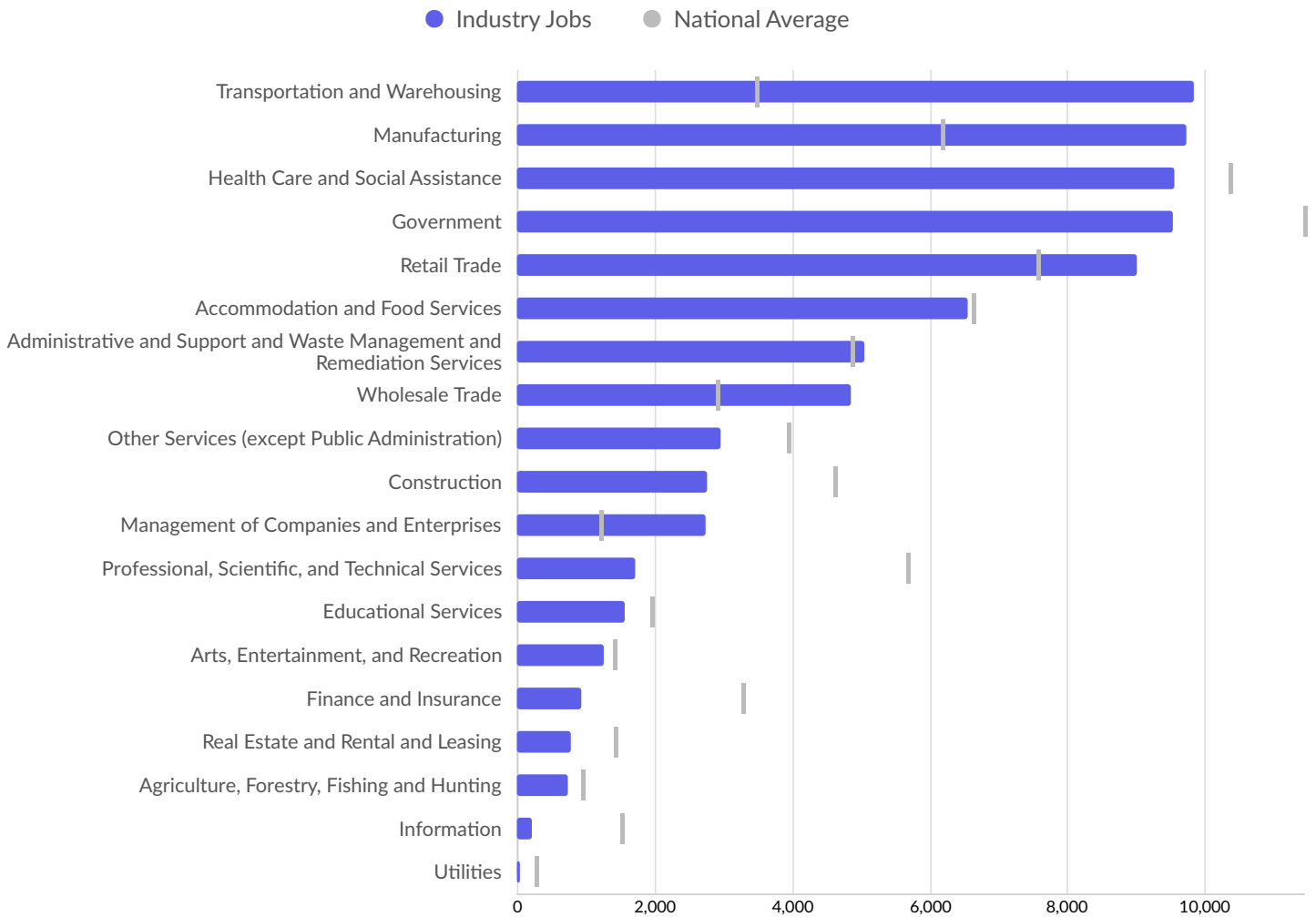


Top Previous Counties	Migrations
Lake County, IL	1,717
Racine County, WI	1,307
Cook County, IL	555
Milwaukee County, WI	352
Walworth County, WI	325
McHenry County, IL	213

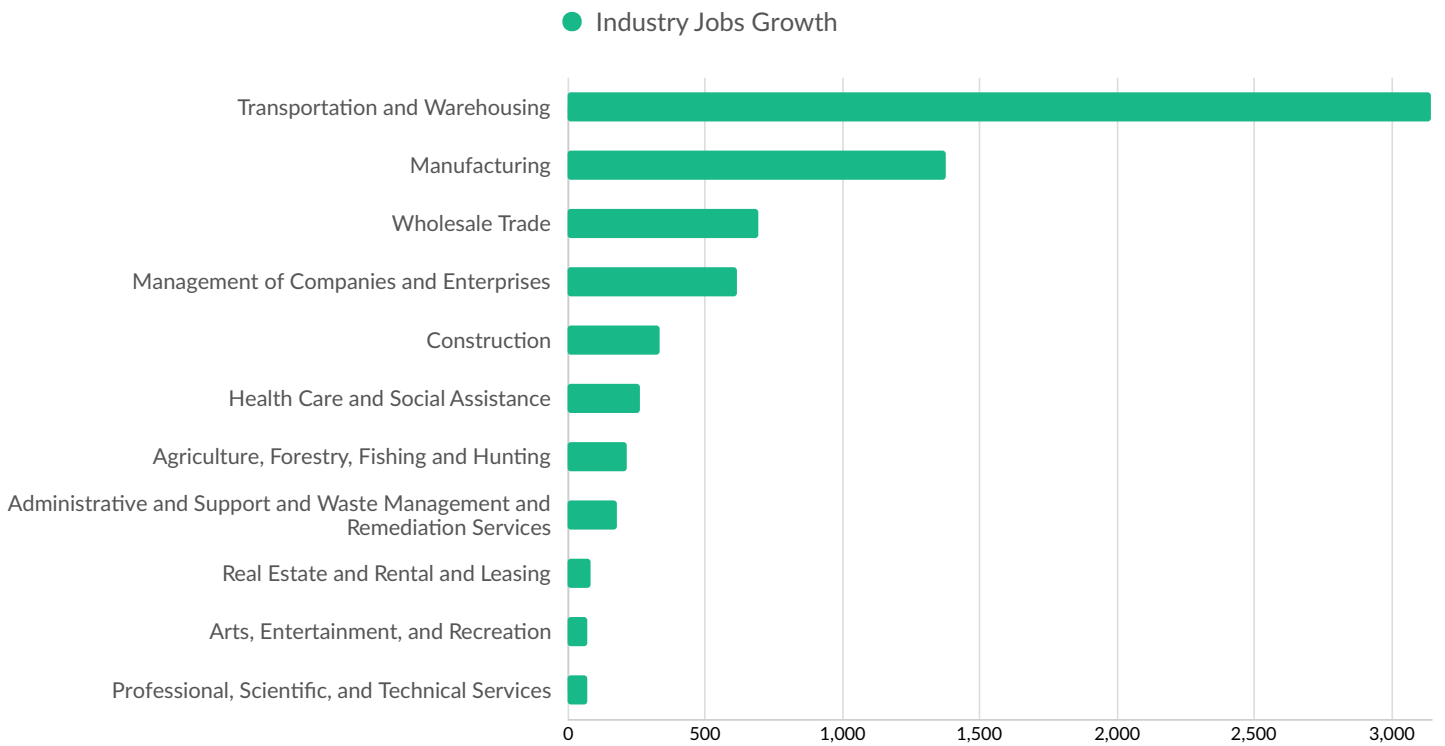
Top Previous Counties	Migrations
DuPage County, IL	105
Waukesha County, WI	79
Dane County, WI	75
Maricopa County, AZ	52
Will County, IL	50
Kane County, IL	43
San Diego County, CA	41
Hennepin County, MN	35
Clark County, NV	35
Top Following Counties	Migrations
Racine County, WI	1,585
Lake County, IL	847
Milwaukee County, WI	459
Walworth County, WI	332
Cook County, IL	252
Waukesha County, WI	150
Maricopa County, AZ	122
McHenry County, IL	122
Dane County, WI	85
Clark County, NV	49
Lee County, FL	47
Rock County, WI	44
Pinal County, AZ	39
DuPage County, IL	36
Collier County, FL	35

Industry Characteristics

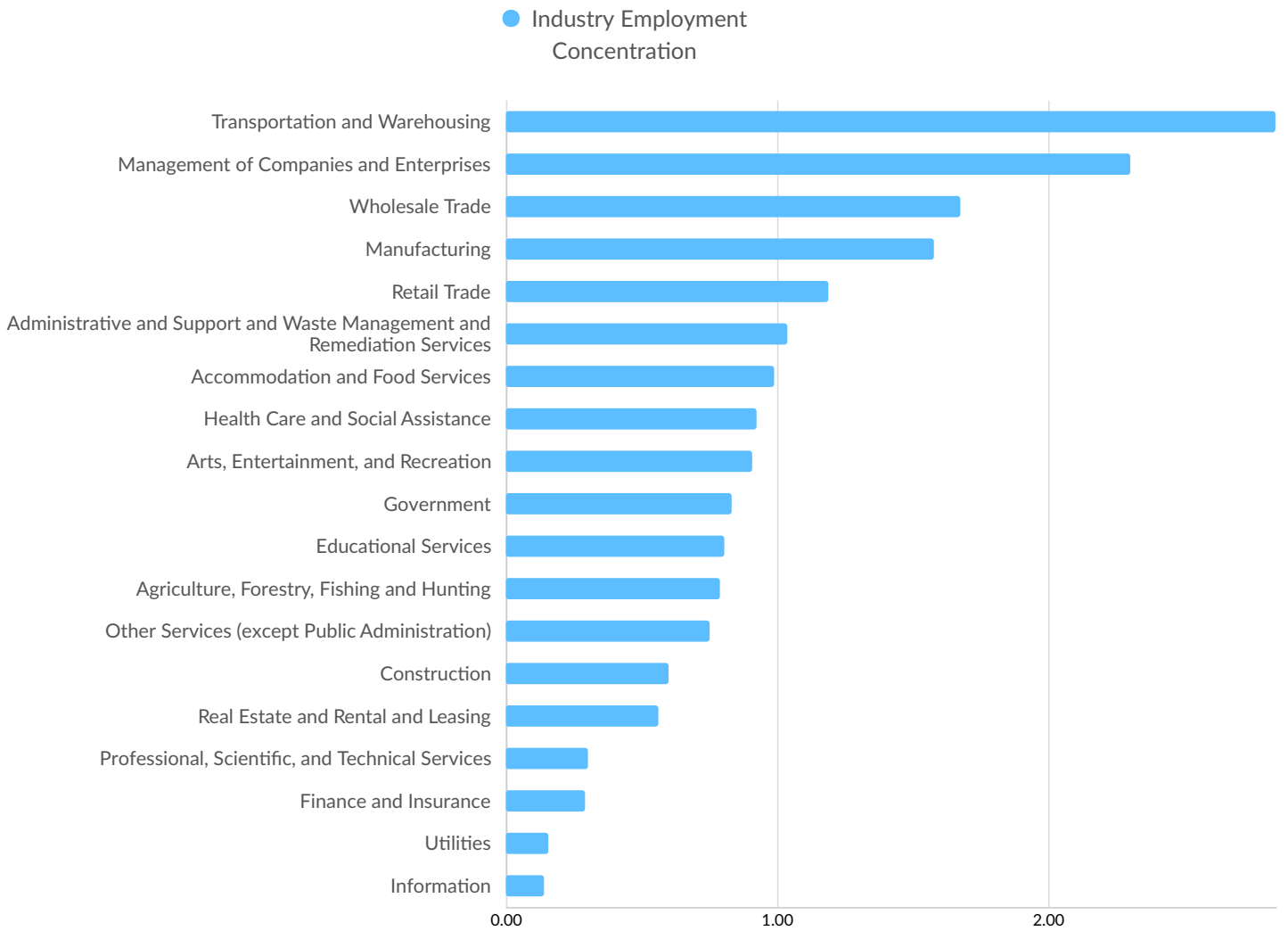
Largest Industries



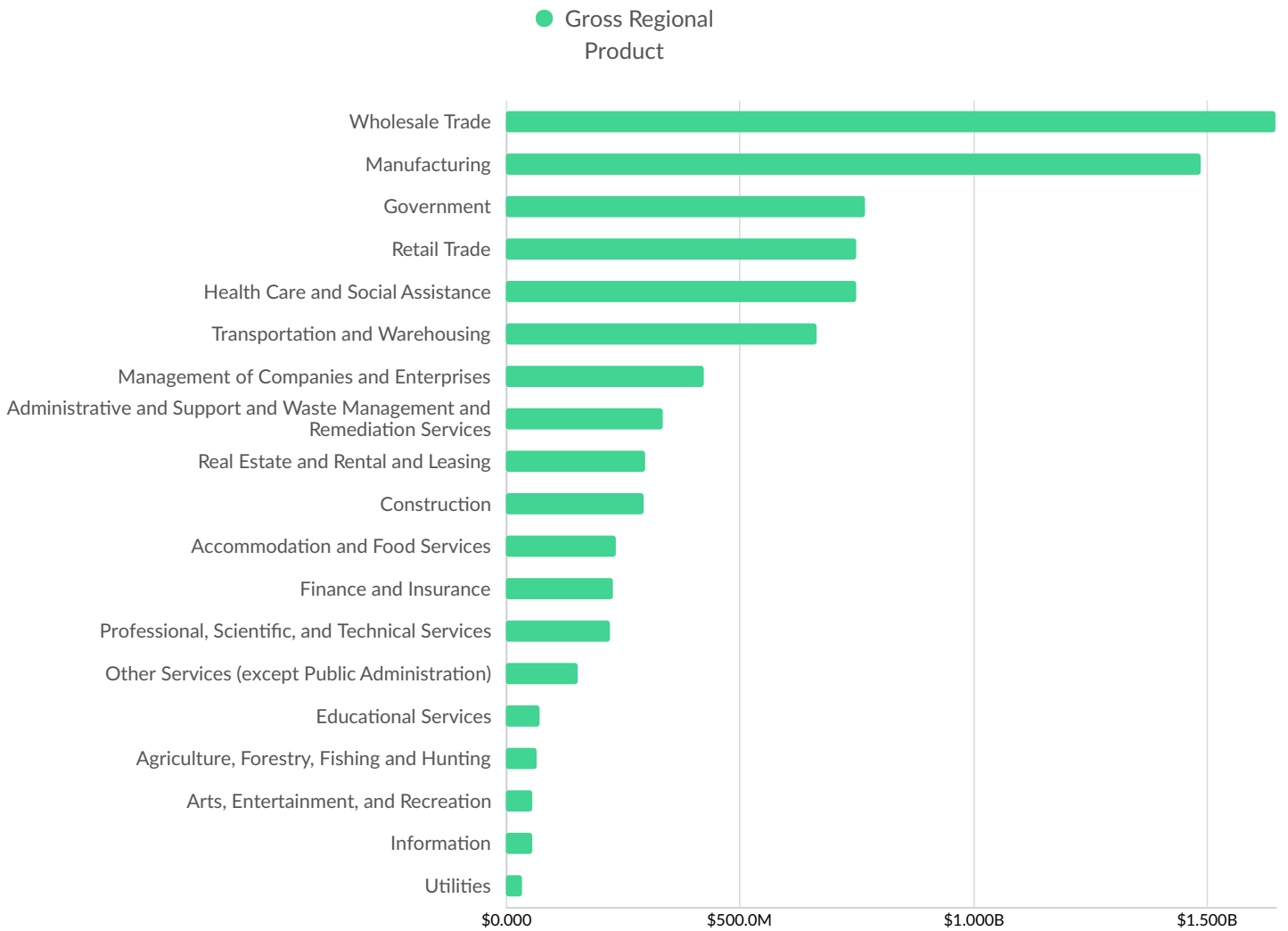
Top Growing Industries



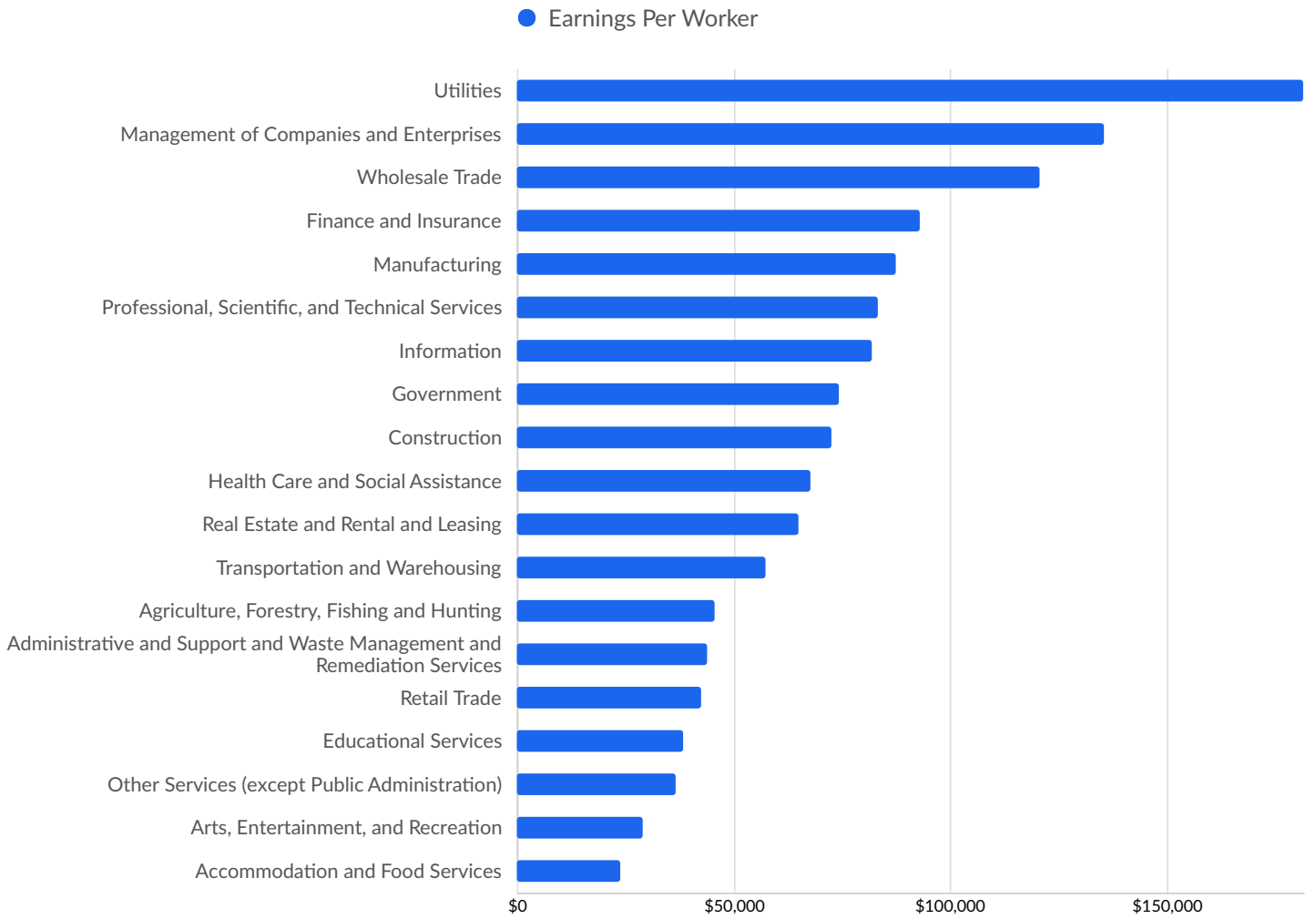
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



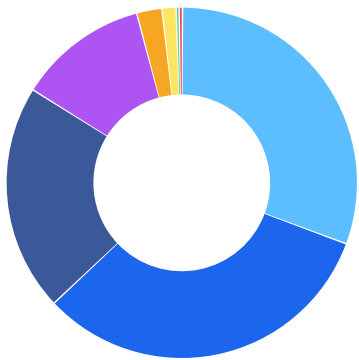
Business Characteristics

16,598 Companies Employ Your Workers

Online profiles for your workers mention 16,598 companies as employers, with the top 10 appearing below. In the last 12 months, 2,008 companies in Kenosha County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Uline	685 	Uline	3,044 
Abbott Laboratories	675 	Advocate Aurora Health	658 
Advocate Aurora Health	660 	Froedtert & The Medical College...	526 
Froedtert & The Medical College...	656 	Aerotek	263 
Kenosha Unified School District	643 	Actalent	186 
AbbVie	639 	Sanmina	184 
University of Wisconsin System	593 	Kenosha Unified School District	176 
Carthage College	489 	Carthage College	157 
Amazon	454 	Festival Foods	148 
Gateway Technical College	418 	County Of Kenosha	140 

Business Size

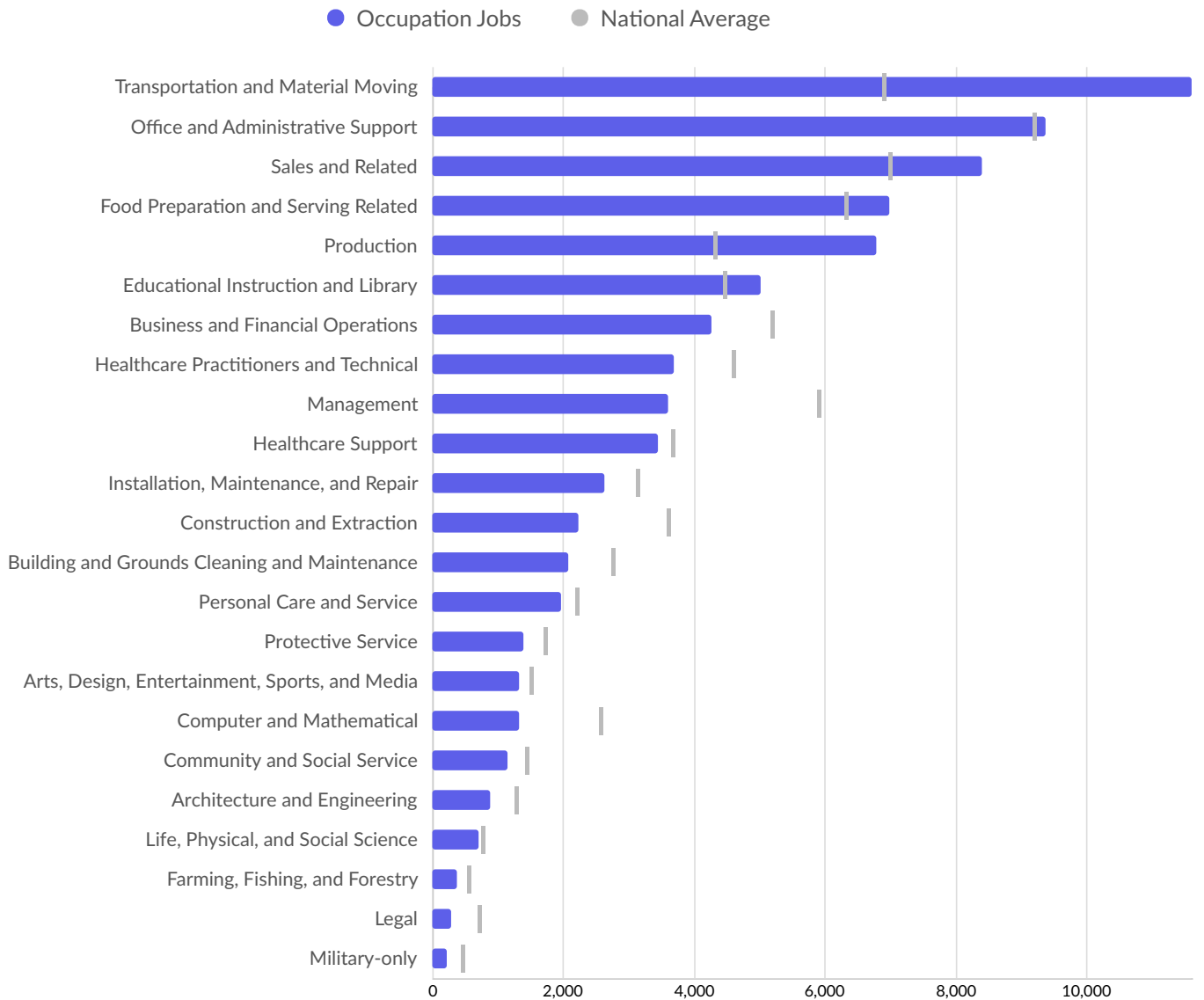


	Percentage	Business Count
● 1 to 4 employees	30.6%	1,366
● 5 to 9 employees	32.3%	1,444
● 10 to 19 employees	20.9%	934
● 20 to 49 employees	12.0%	535
● 50 to 99 employees	2.3%	104
● 100 to 249 employees	1.3%	58
● 250 to 499 employees	0.3%	12
● 500+ employees	0.3%	14

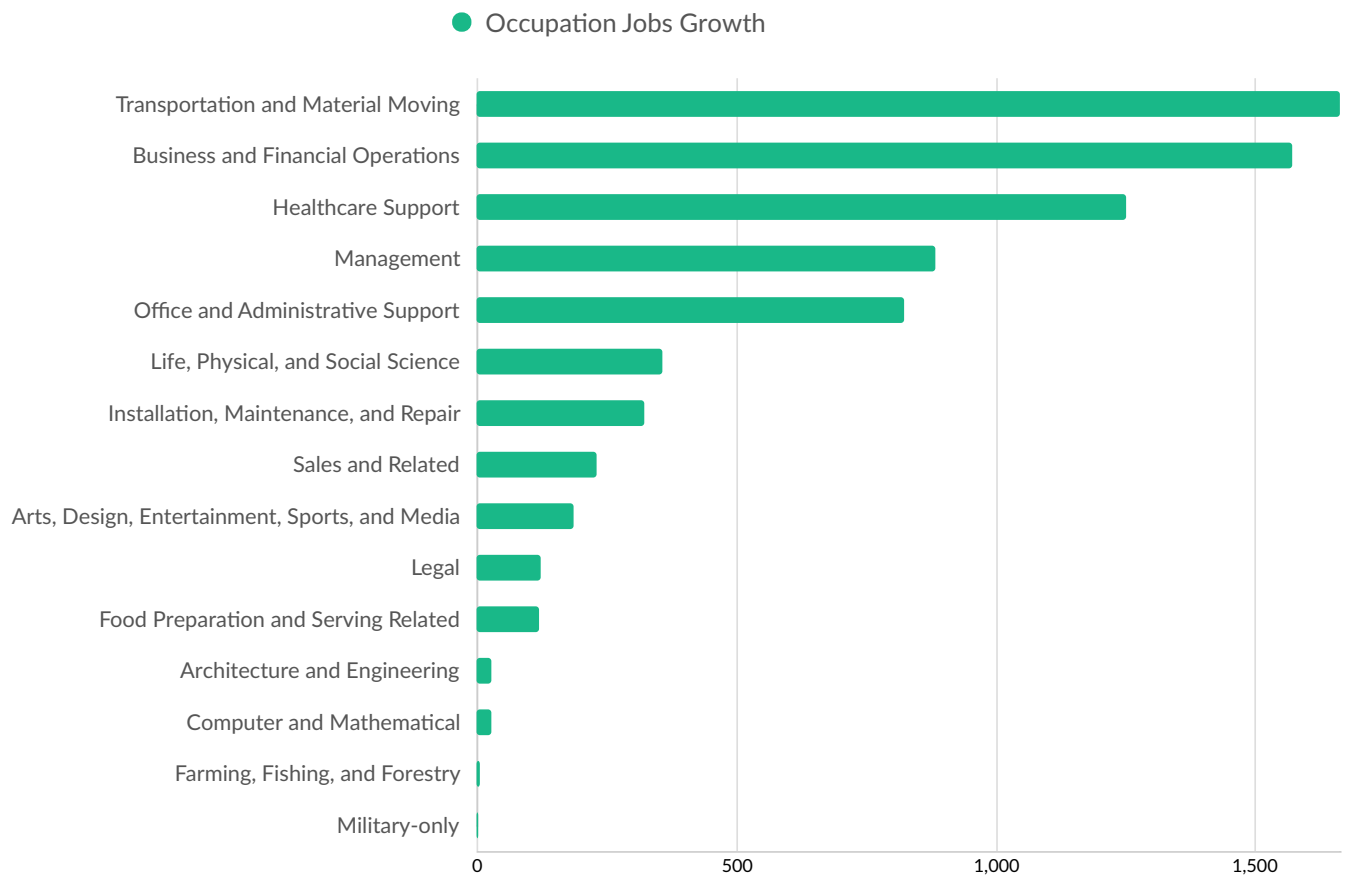
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

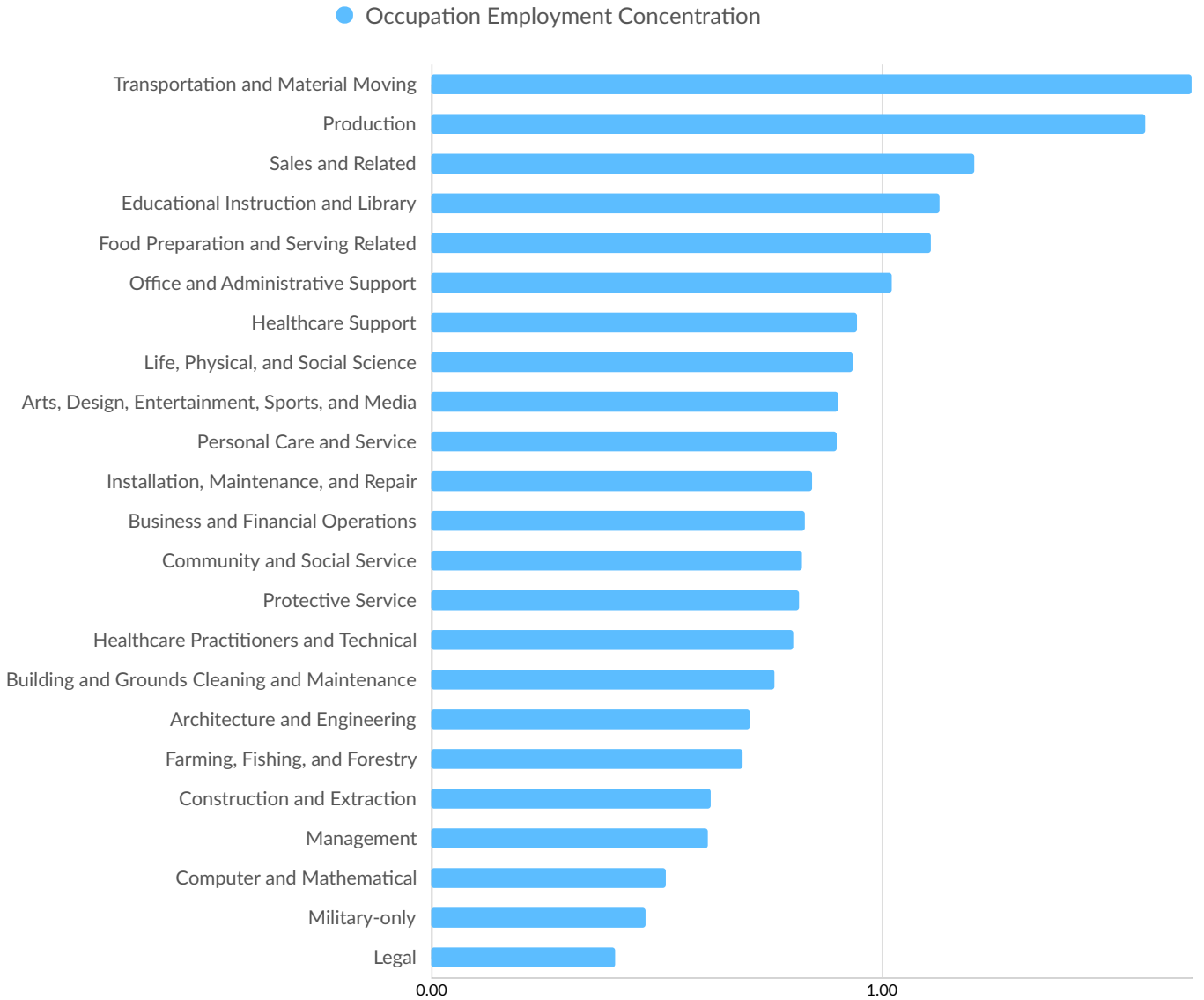
Largest Occupations



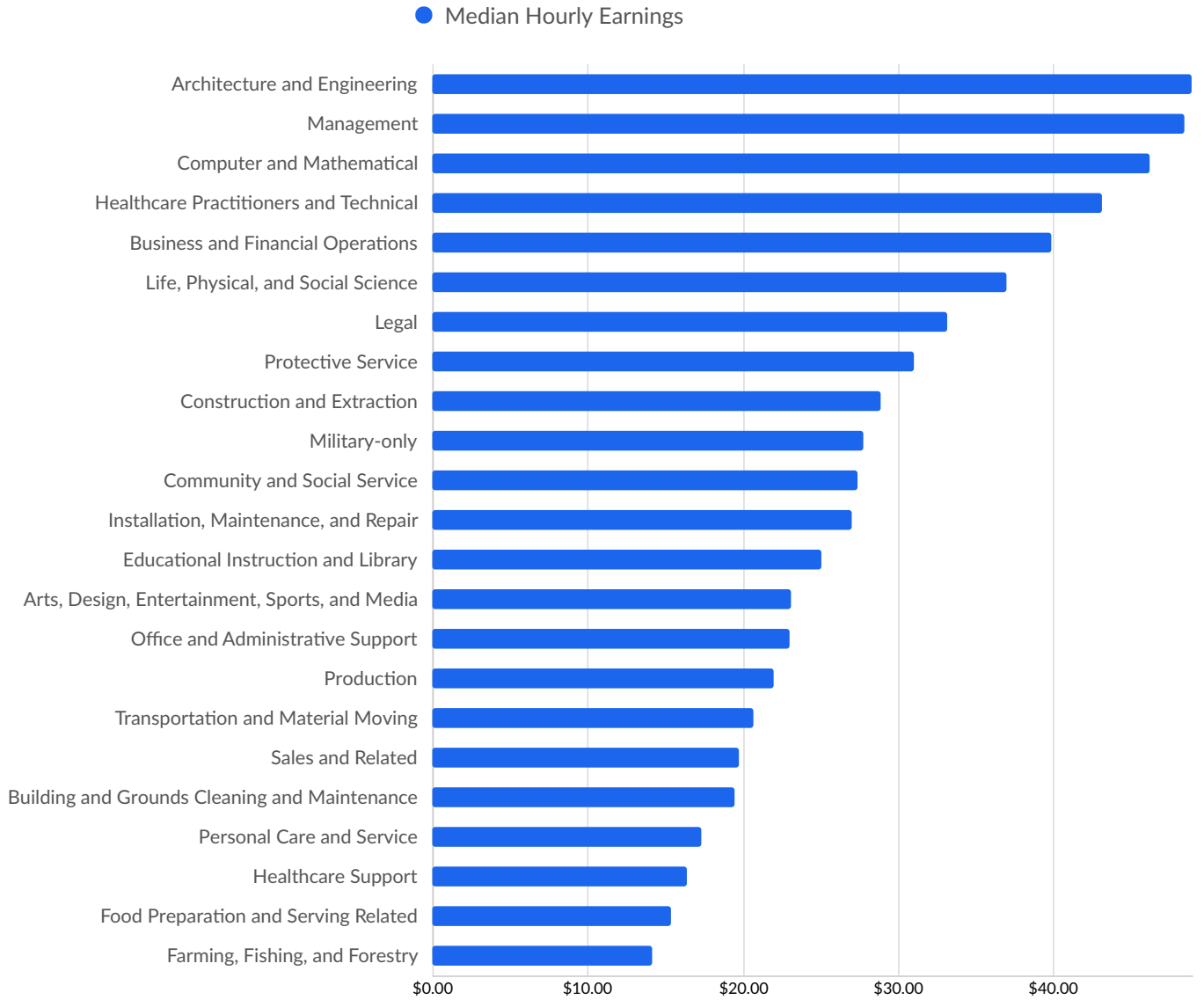
Top Growing Occupations



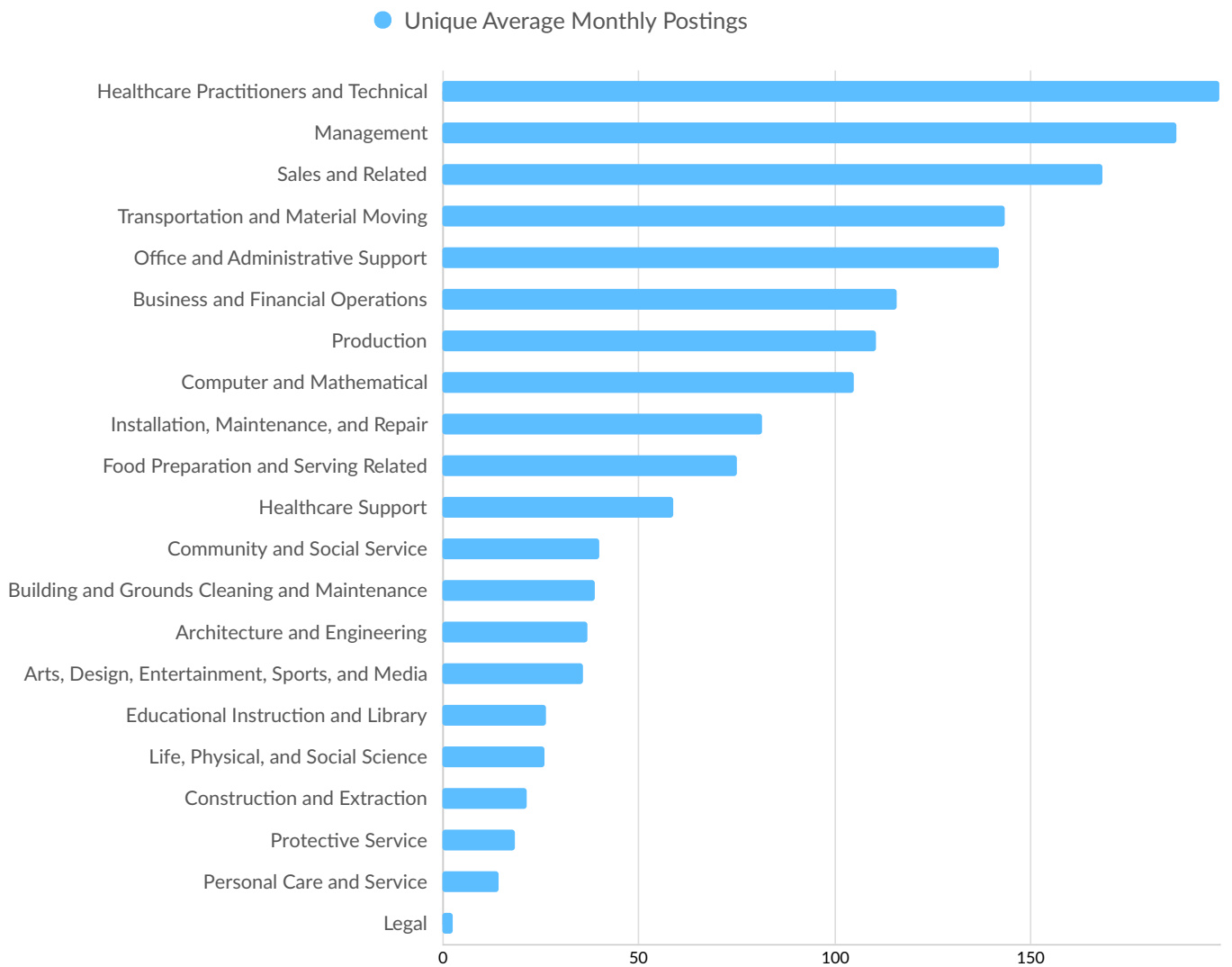
Top Occupation Employment Concentration



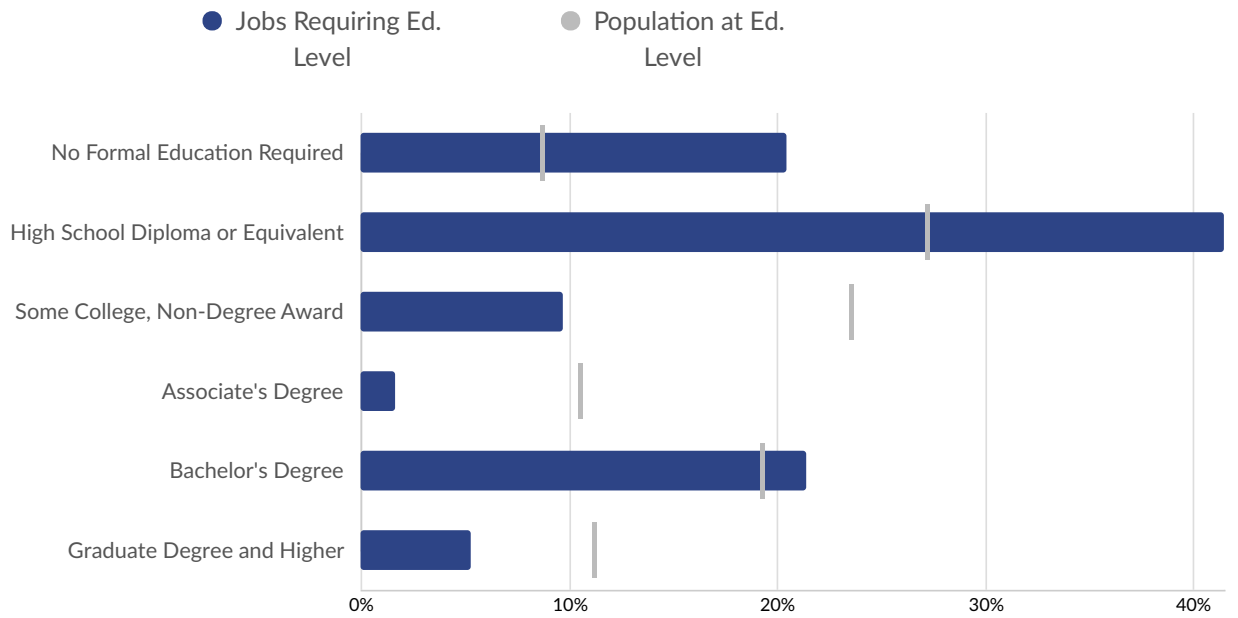
Top Occupation Earnings



Top Posted Occupations

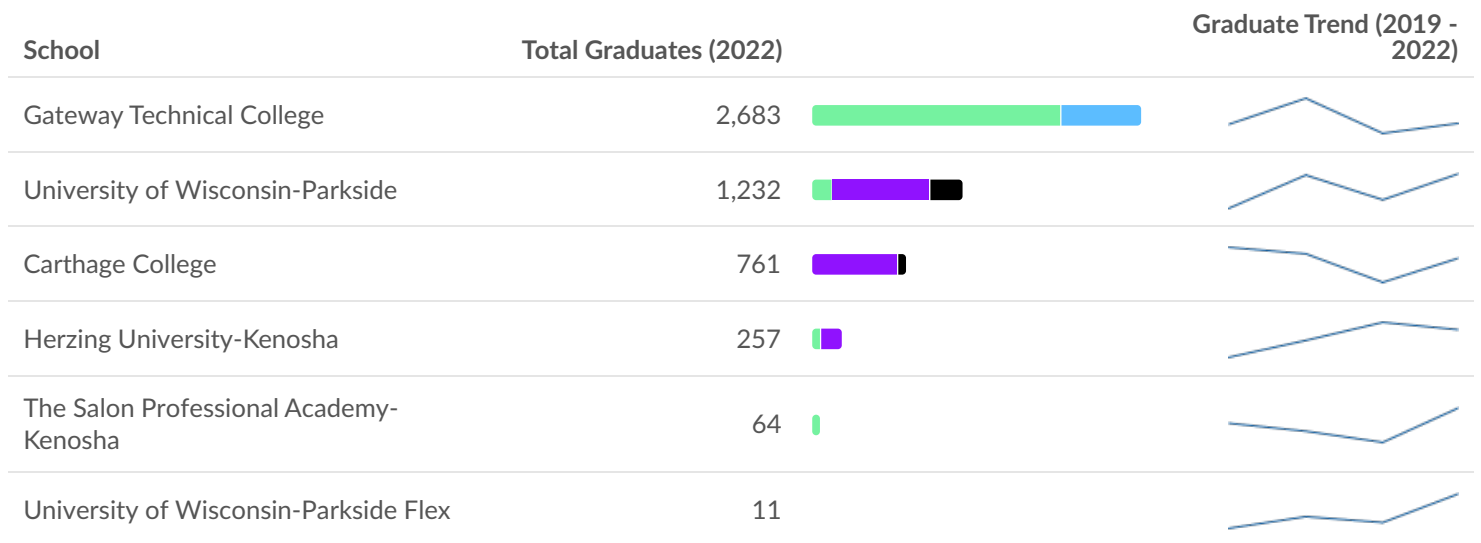


Underemployment



Educational Pipeline

In 2022, there were 5,008 graduates in Kenosha County, WI. This pipeline has grown by 10% over the last 4 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "Business Administration and Management, General" (Bachelor's), and "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate).



- Certificate
- Associate's
- Bachelor's
- Master's or Higher

In-Demand Skills

