



Kenosha County, WI

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

Contents

| | |
|--------------------------------------|----|
| Report Parameters | 1 |
| Economy Overview | 2 |
| Unemployment by Demographics | 4 |
| Historic & Projected Trends | 8 |
| Population Characteristics | 12 |
| Inbound and Outbound Migration | 14 |
| Industry Characteristics | 16 |
| Business Characteristics | 21 |
| Workforce Characteristics | 23 |
| Educational Pipeline | 29 |
| In-Demand Skills | 30 |

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

167,488

Population (2023)

Population **decreased by 1,566** over the last 5 years and is projected to **decrease by 3,060** over the next 5 years.

80,369

Total Regional Employment

Jobs **grew by 6,265** over the last 5 years and are projected to **grow by 5,770** over the next 5 years.

\$76.6K

Median Household Income (2022)

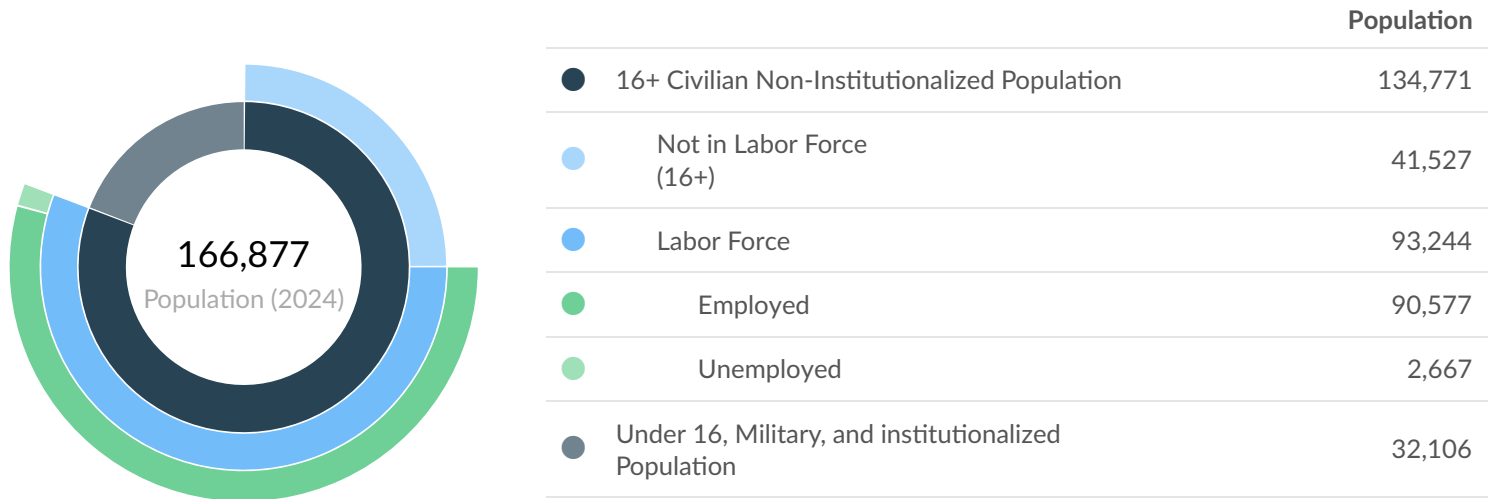
Median household income is **\$1.4K above** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **declined by 0.9%** since 2018, falling by 1,566. Population is expected to **decrease by 1.8%** between 2023 and 2028, losing 3,060.
- From 2018 to 2023, jobs **increased by 8.5%** in Kenosha County, WI from 74,104 to **80,369**. This change **outpaced the national growth rate of 4.5% by 4.0%**. As the number of jobs increased, the **labor force participation rate increased from 65.9% to 68.4% between 2018 and 2023**.
- Concerning educational attainment, **19.2% of Kenosha County, WI residents possess a Bachelor's Degree** (2.0% 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).

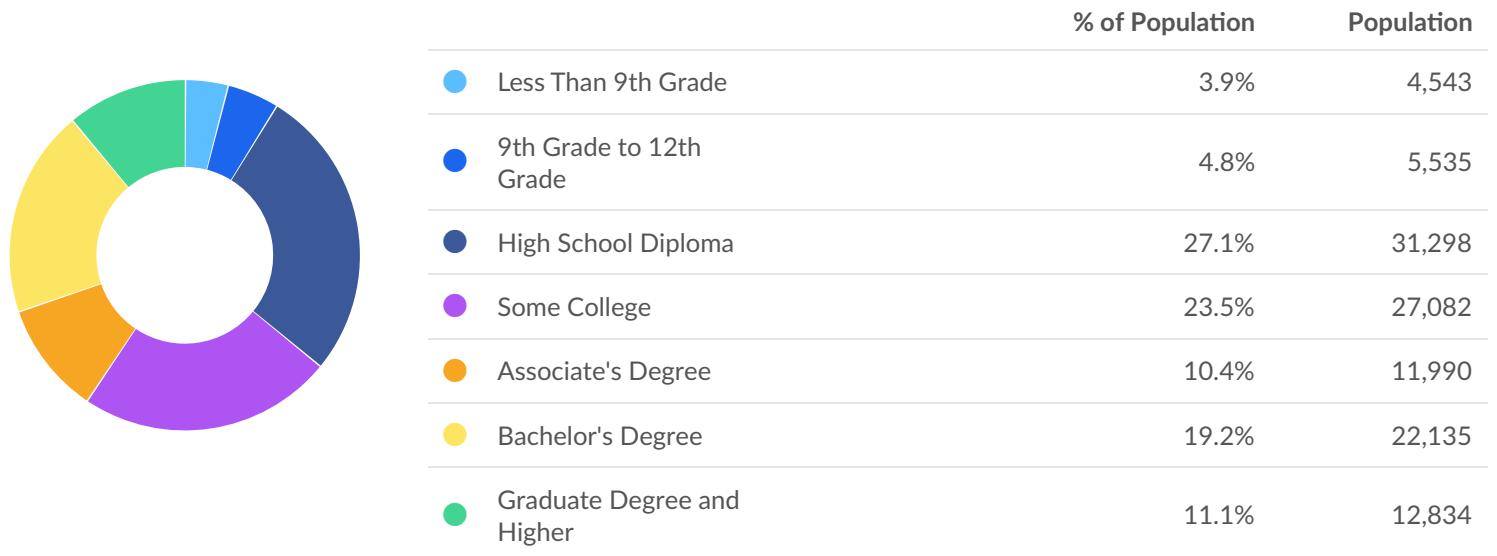
| | Population (2024) | Labor Force (Oct 2024) | Jobs (2023) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|------------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 166,877 | 93,244 | 80,369 | 99.1 | \$9.60B | \$14.00B | \$10.33B |
| State | 5,932,800 | 3,179,316 | 3,245,667 | 100.2 | \$412.45B | \$381.77B | \$408.89B |

Oct 2024 Labor Force Breakdown



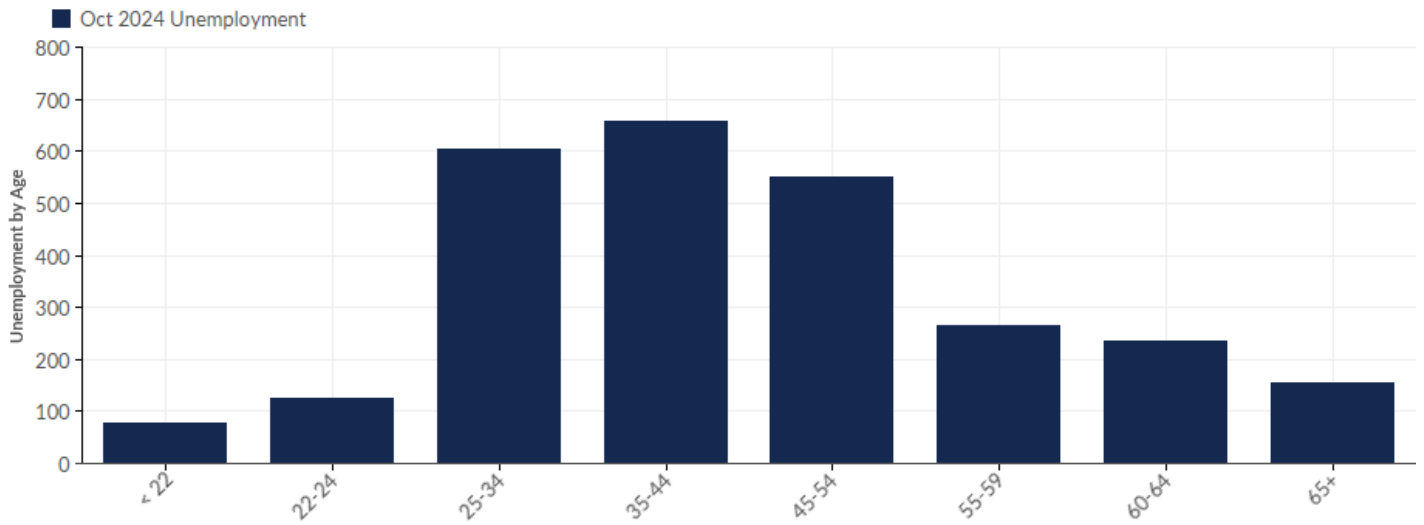
Educational Attainment

Concerning educational attainment, **19.2% of Kenosha County, WI residents possess a Bachelor's Degree** (2.0% below the national average), and **10.4% hold an Associate's Degree** (1.6% above the national average).



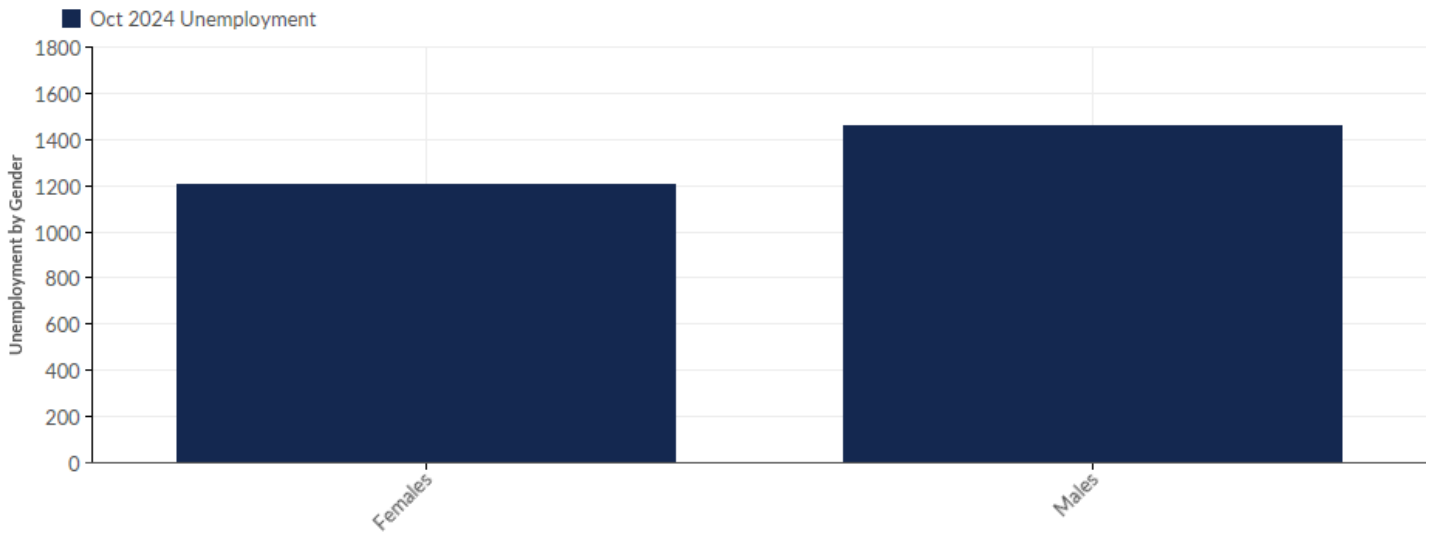
Unemployment by Demographics

Unemployment by Age



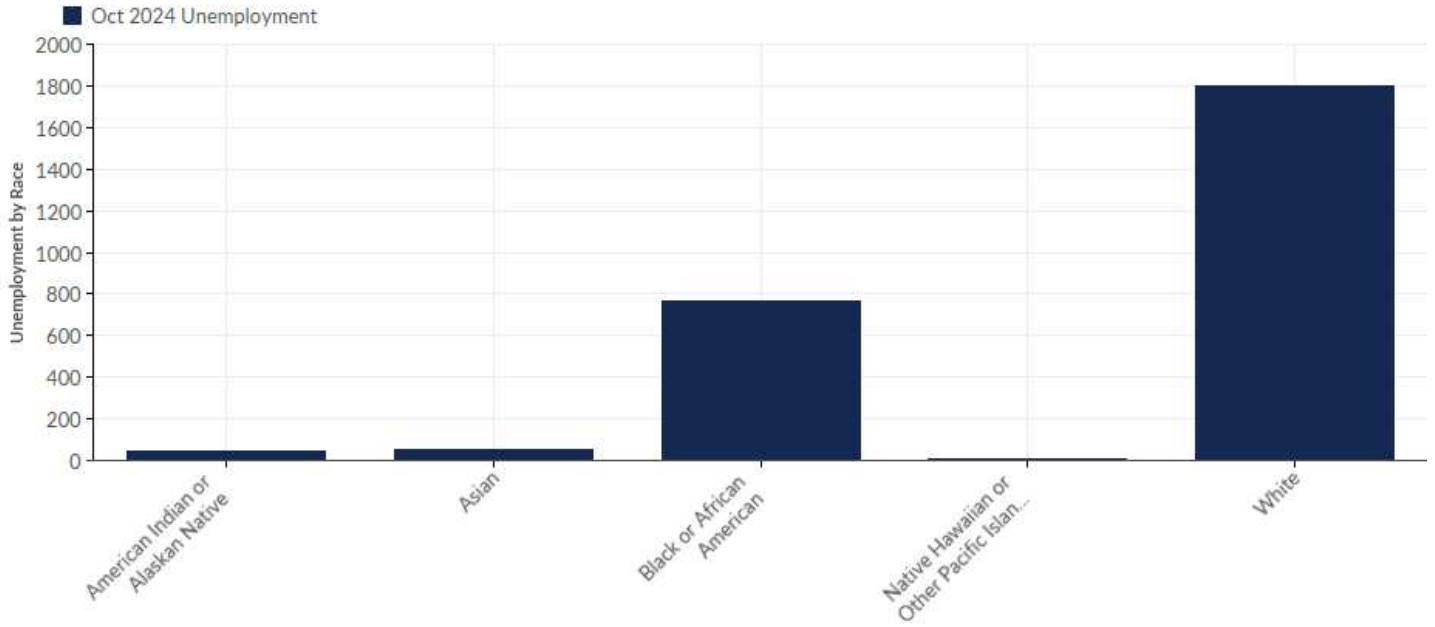
| Age | Unemployment (Oct 2024) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22 | 78 | 2.92% |
| 22-24 | 126 | 4.72% |
| 25-34 | 604 | 22.65% |
| 35-44 | 656 | 24.60% |
| 45-54 | 549 | 20.58% |
| 55-59 | 265 | 9.94% |
| 60-64 | 234 | 8.77% |
| 65+ | 156 | 5.85% |
| Total | 2,667 | 100.00% |

Unemployment by Gender



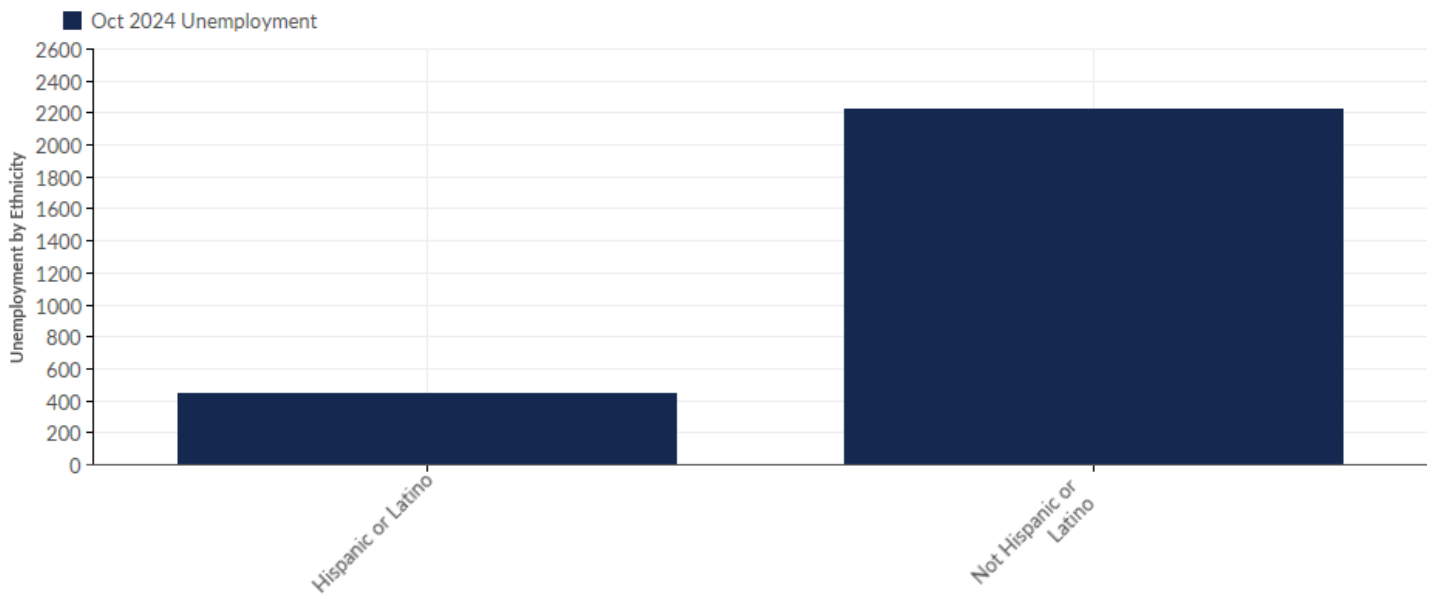
| Gender | Unemployment (Oct 2024) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 1,207 | 45.26% |
| Males | 1,460 | 54.74% |
| Total | 2,667 | 100.00% |

Unemployment by Race



| Race | Unemployment (Oct 2024) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 46 | 1.72% |
| Asian | 50 | 1.87% |
| Black or African American | 767 | 28.76% |
| Native Hawaiian or Other Pacific Islander | 7 | 0.26% |
| White | 1,797 | 67.38% |
| Total | 2,667 | 100.00% |

Unemployment by Ethnicity

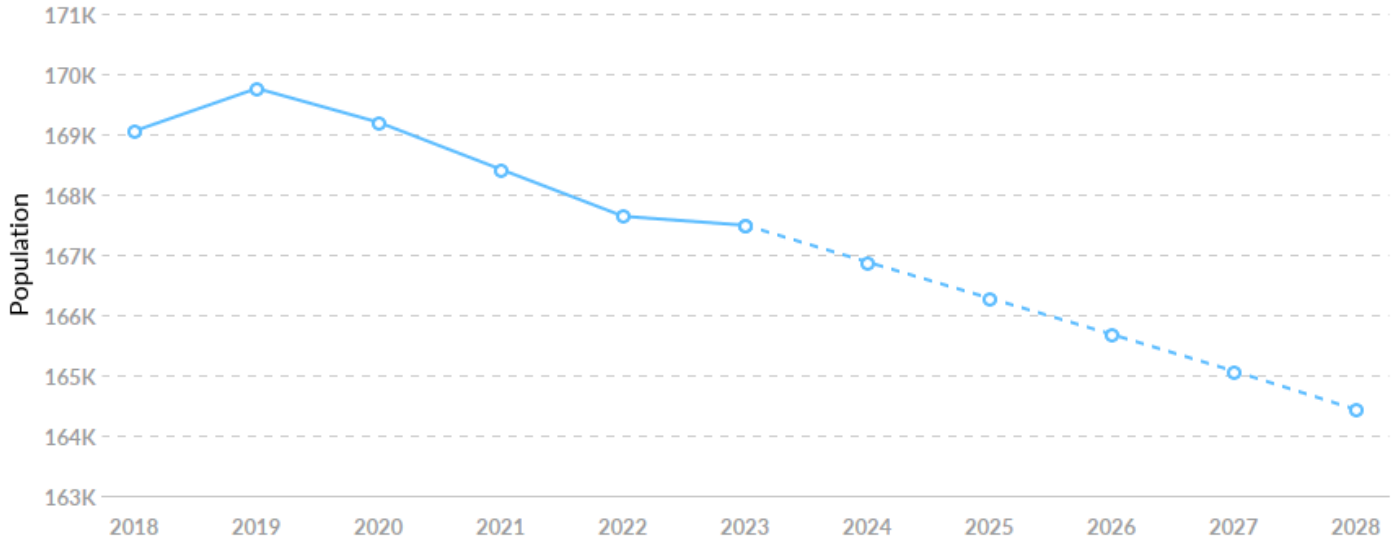


| Ethnicity | Unemployment (Oct 2024) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 445 | 16.69% |
| Not Hispanic or Latino | 2,222 | 83.31% |
| Total | 2,667 | 100.00% |

Historic & Projected Trends

Population Trends

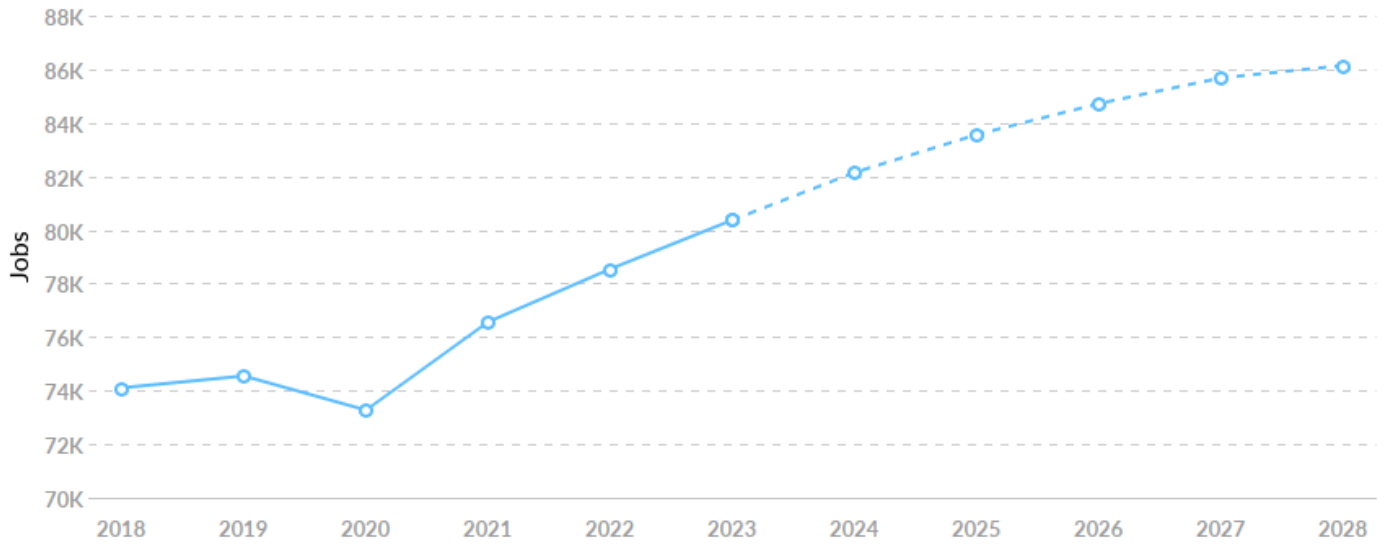
As of 2023 the region's population **declined by 0.9%** since 2018, falling by 1,566. Population is expected to **decrease by 1.8%** between 2023 and 2028, losing 3,060.



| Timeframe | Population |
|-----------|------------|
| 2018 | 169,054 |
| 2019 | 169,760 |
| 2020 | 169,195 |
| 2021 | 168,414 |
| 2022 | 167,637 |
| 2023 | 167,488 |
| 2024 | 166,877 |
| 2025 | 166,277 |
| 2026 | 165,677 |
| 2027 | 165,067 |
| 2028 | 164,428 |

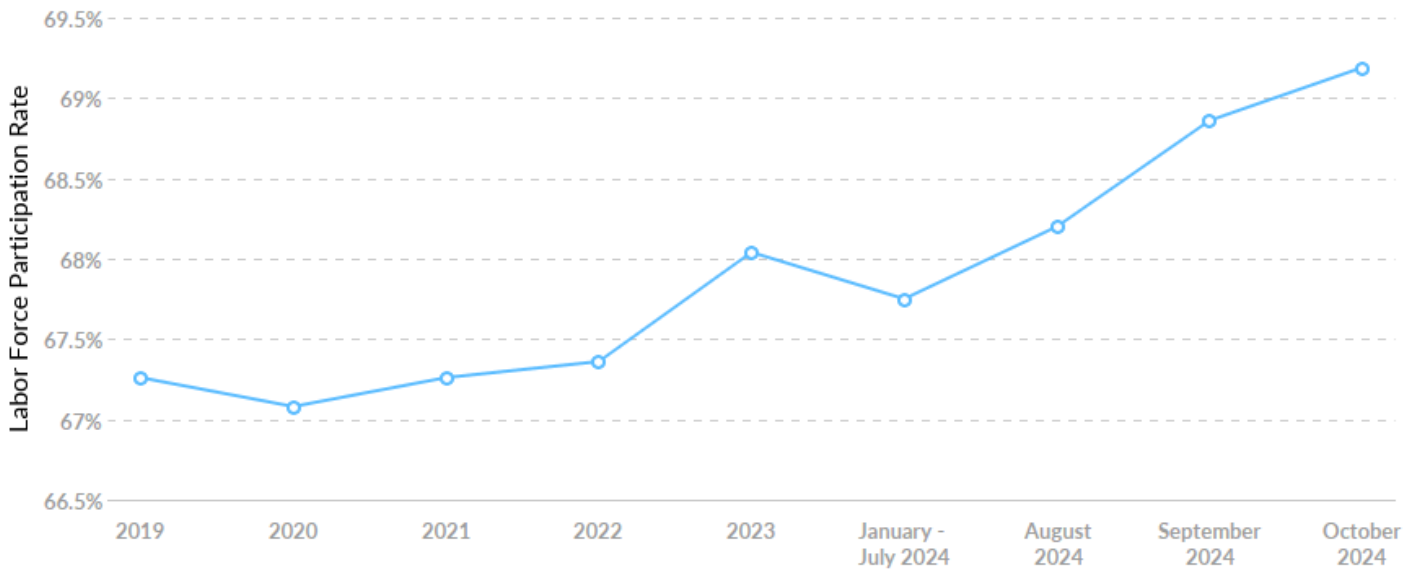
Job Trends

From 2018 to 2023, jobs increased by 8.5% in Kenosha County, WI from 74,104 to 80,369. This change outpaced the national growth rate of 4.5% by 4.0%.



| Timeframe | Jobs |
|-----------|--------|
| 2018 | 74,104 |
| 2019 | 74,547 |
| 2020 | 73,272 |
| 2021 | 76,565 |
| 2022 | 78,543 |
| 2023 | 80,369 |
| 2024 | 82,146 |
| 2025 | 83,560 |
| 2026 | 84,719 |
| 2027 | 85,678 |
| 2028 | 86,139 |

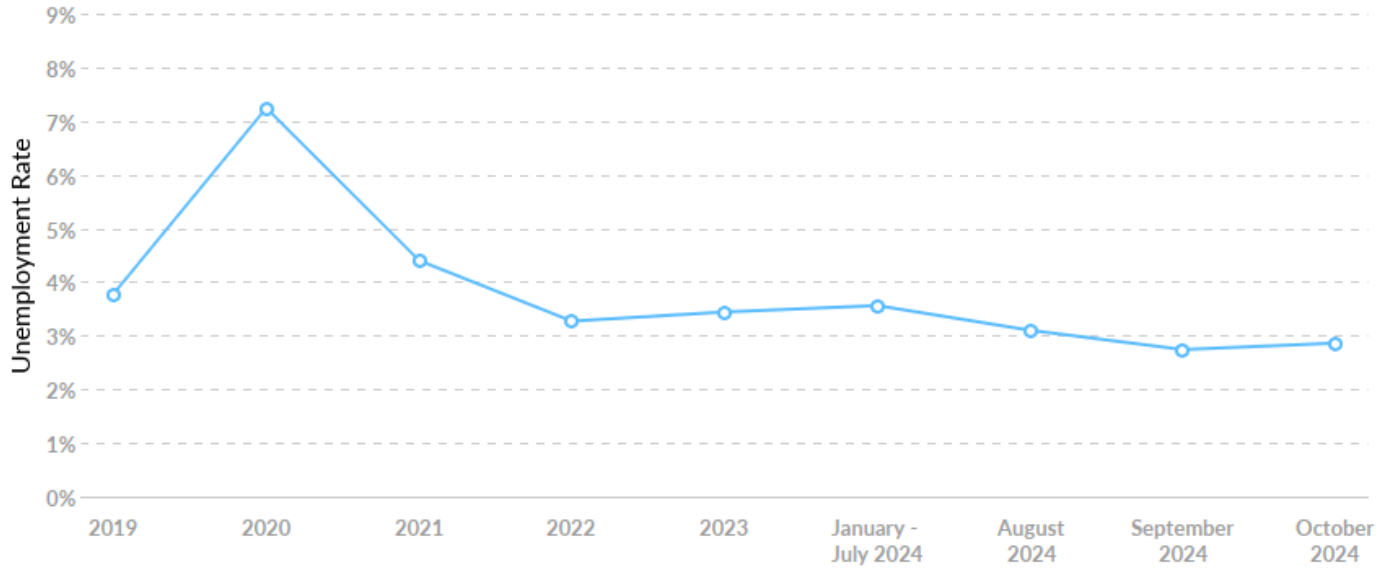
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|---------------------|--------------------------------|
| 2019 | 67.26% |
| 2020 | 67.08% |
| 2021 | 67.26% |
| 2022 | 67.36% |
| 2023 | 68.04% |
| January - July 2024 | 67.75% |
| August 2024 | 68.20% |
| September 2024 | 68.86% |
| October 2024 | 69.19% |

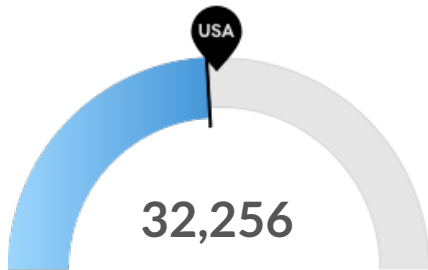
Unemployment Rate Trends

Kenosha County, WI had an October 2024 unemployment rate of 2.86%, **decreasing from 3.78%** 5 years before.



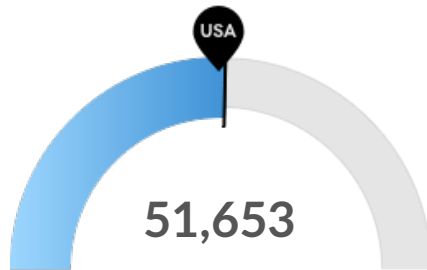
| Timeframe | Unemployment Rate |
|---------------------|-------------------|
| 2019 | 3.78% |
| 2020 | 7.24% |
| 2021 | 4.40% |
| 2022 | 3.27% |
| 2023 | 3.44% |
| January - July 2024 | 3.56% |
| August 2024 | 3.10% |
| September 2024 | 2.74% |
| October 2024 | 2.86% |

Population Characteristics



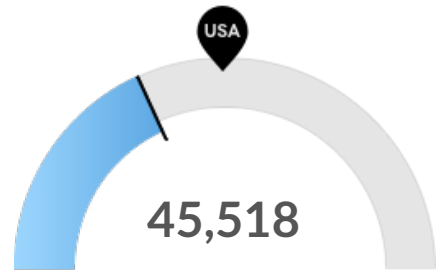
Millennials

Kenosha County, WI has 32,256 millennials (ages 25-39). The national average for an area this size is 34,031.



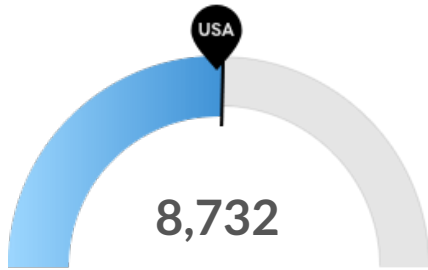
Retiring Soon

Retirement risk is about average in Kenosha County, WI. The national average for an area this size is 50,561 people 55 or older, while there are 51,653 here.



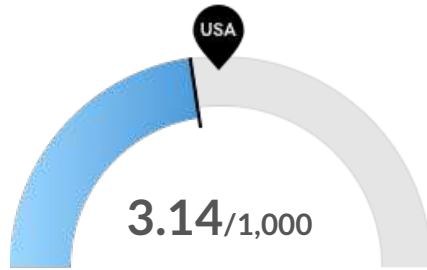
Racial Diversity

Racial diversity is low in Kenosha County, WI. The national average for an area this size is 69,754 racially diverse people, while there are 45,518 here.



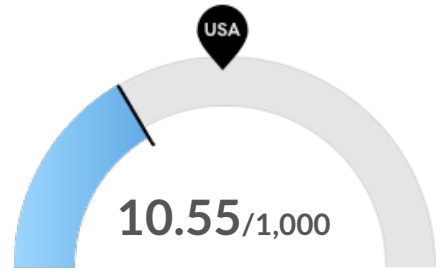
Veterans

Kenosha County, WI has 8,732 veterans. The national average for an area this size is 8,571.



Violent Crime

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

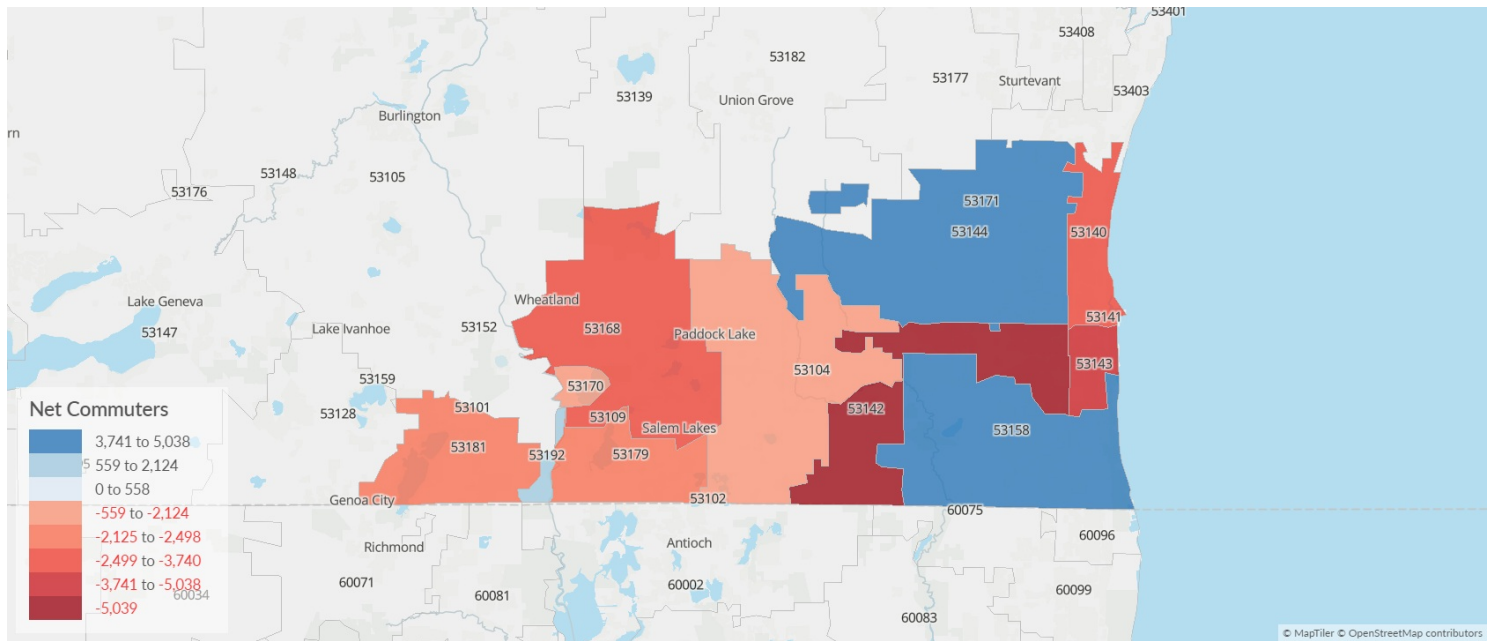


Property Crime

Kenosha County, WI has 10.55 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... | 18,198 |
| 53142 | Kenosha, WI (in Kenosh... | 14,095 |
| 53158 | Pleasant Prairie, WI (in ... | 13,673 |
| 53140 | Kenosha, WI (in Kenosh... | 12,630 |
| 53143 | Kenosha, WI (in Kenosh... | 7,710 |

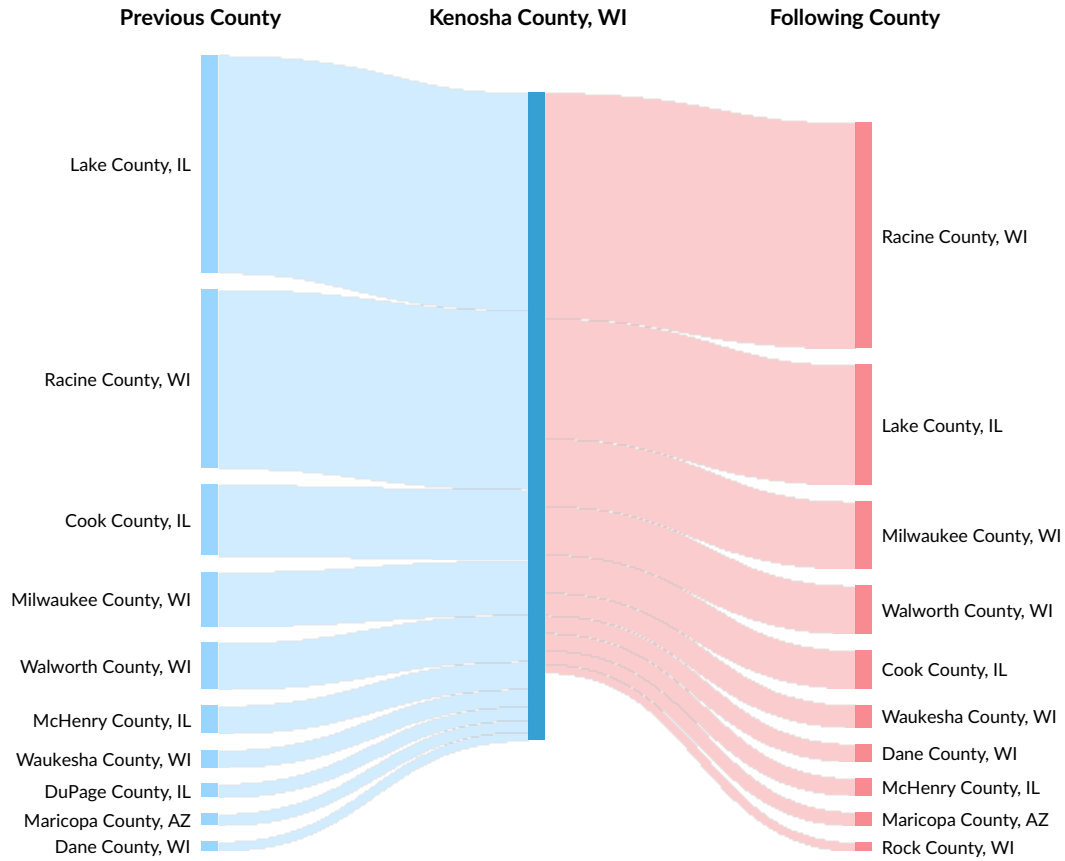
Where Talent Lives

| ZIP | Name | 2023 Workers |
|-------|------------------------------|--------------|
| 53142 | Kenosha, WI (in Kenosh... | 19,134 |
| 53140 | Kenosha, WI (in Kenosh... | 15,129 |
| 53144 | Kenosha, WI (in Kenosh... | 14,190 |
| 53143 | Kenosha, WI (in Kenosh... | 11,915 |
| 53158 | Pleasant Prairie, WI (in ... | 9,932 |

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 2022, 1,531 people have migrated from Lake County, IL to Kenosha County, WI. In the same year, 1,587 people left Kenosha County, WI migrating to Racine County, WI. The total Net Migration for Kenosha County, WI in 2022 was -222.

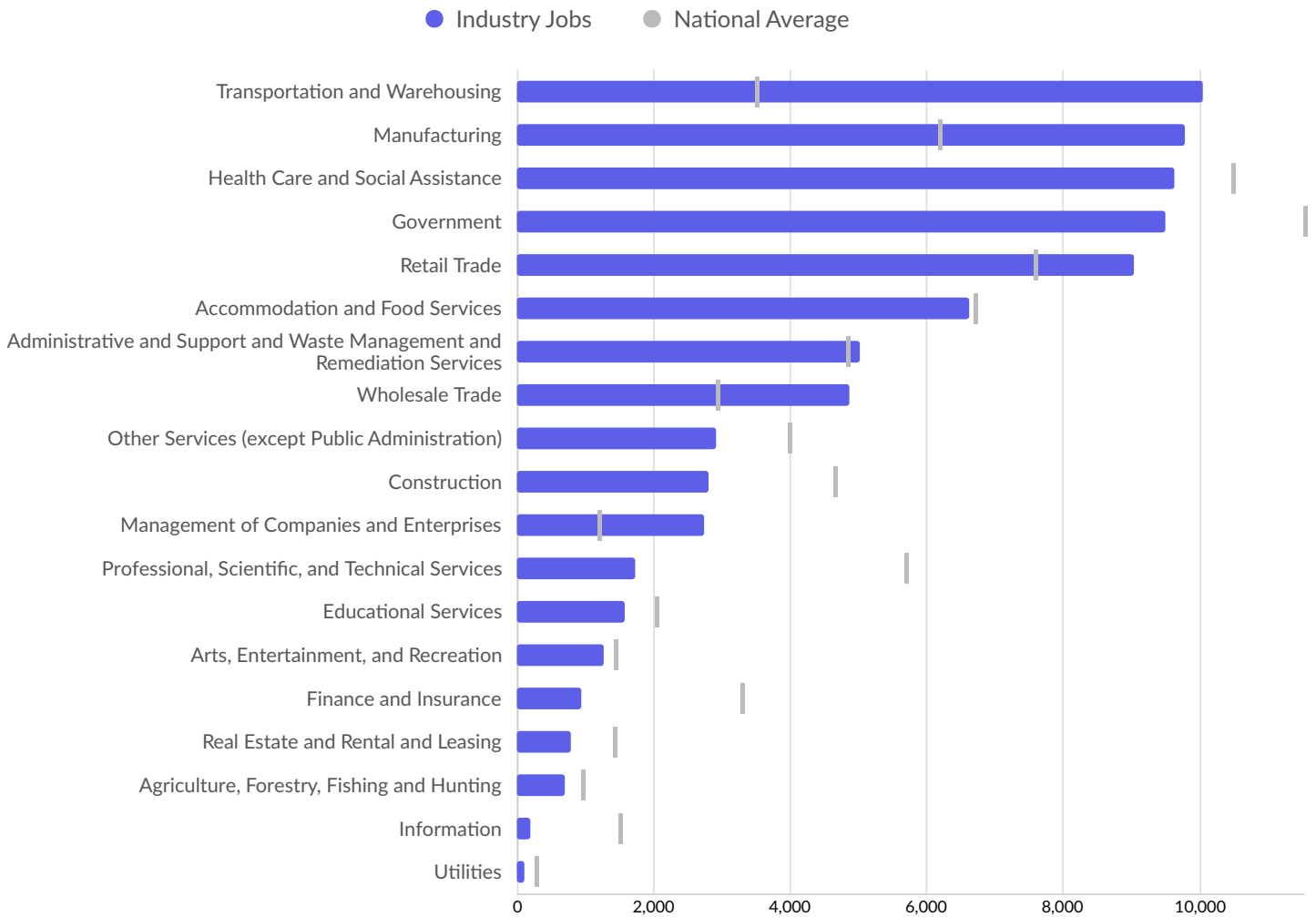


| Top Previous Counties | Migrations |
|-----------------------|------------|
| Lake County, IL | 1,531 |
| Racine County, WI | 1,258 |
| Cook County, IL | 497 |
| Milwaukee County, WI | 384 |
| Walworth County, WI | 326 |
| McHenry County, IL | 195 |

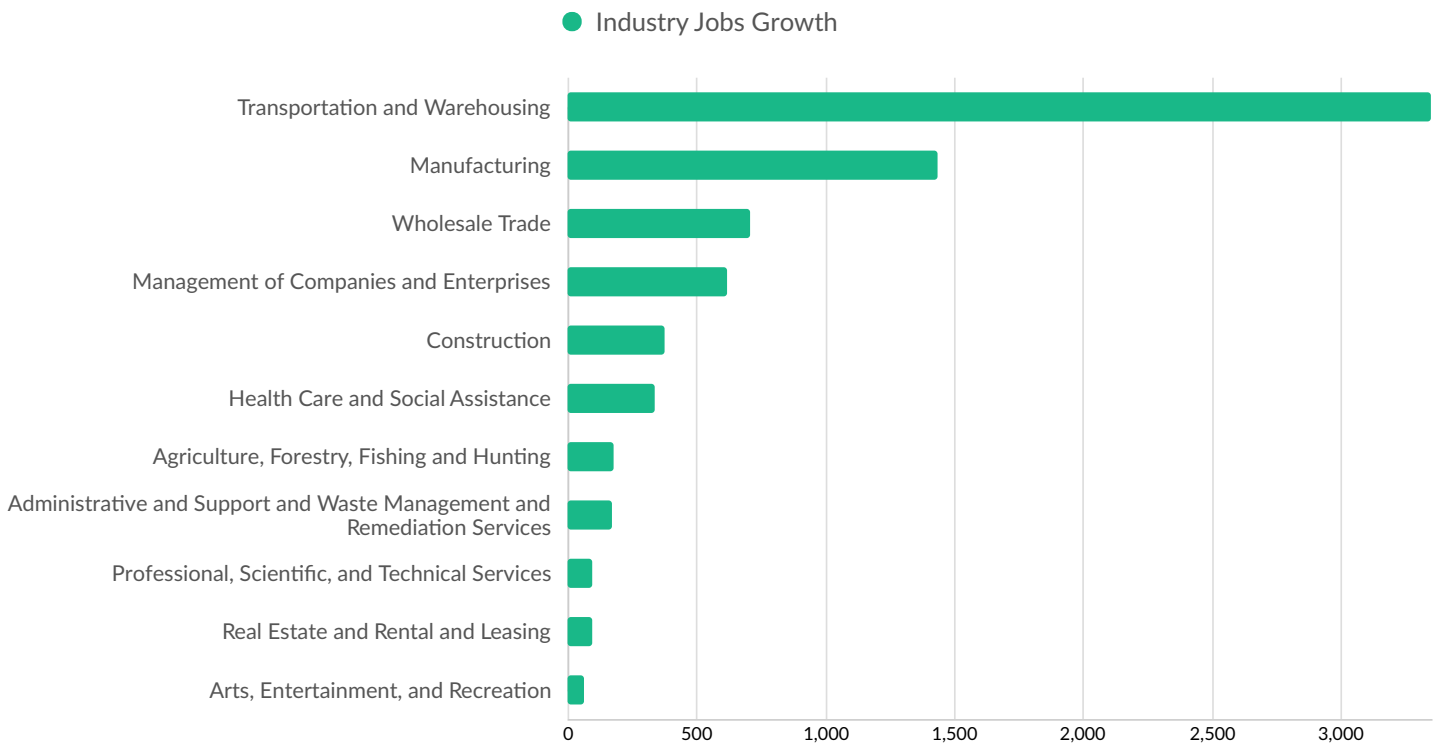
| Top Previous Counties | Migrations |
|------------------------|------------|
| Waukesha County, WI | 123 |
| DuPage County, IL | 94 |
| Maricopa County, AZ | 82 |
| Dane County, WI | 64 |
| Kane County, IL | 55 |
| Will County, IL | 40 |
| San Diego County, CA | 35 |
| Pima County, AZ | 34 |
| El Paso County, CO | 34 |
| Top Following Counties | Migrations |
| Racine County, WI | 1,587 |
| Lake County, IL | 845 |
| Milwaukee County, WI | 475 |
| Walworth County, WI | 341 |
| Cook County, IL | 268 |
| Waukesha County, WI | 159 |
| Dane County, WI | 126 |
| McHenry County, IL | 121 |
| Maricopa County, AZ | 97 |
| Rock County, WI | 62 |
| Lee County, FL | 46 |
| Outagamie County, WI | 45 |
| Brown County, WI | 45 |
| DuPage County, IL | 43 |
| Clark County, NV | 38 |

Industry Characteristics

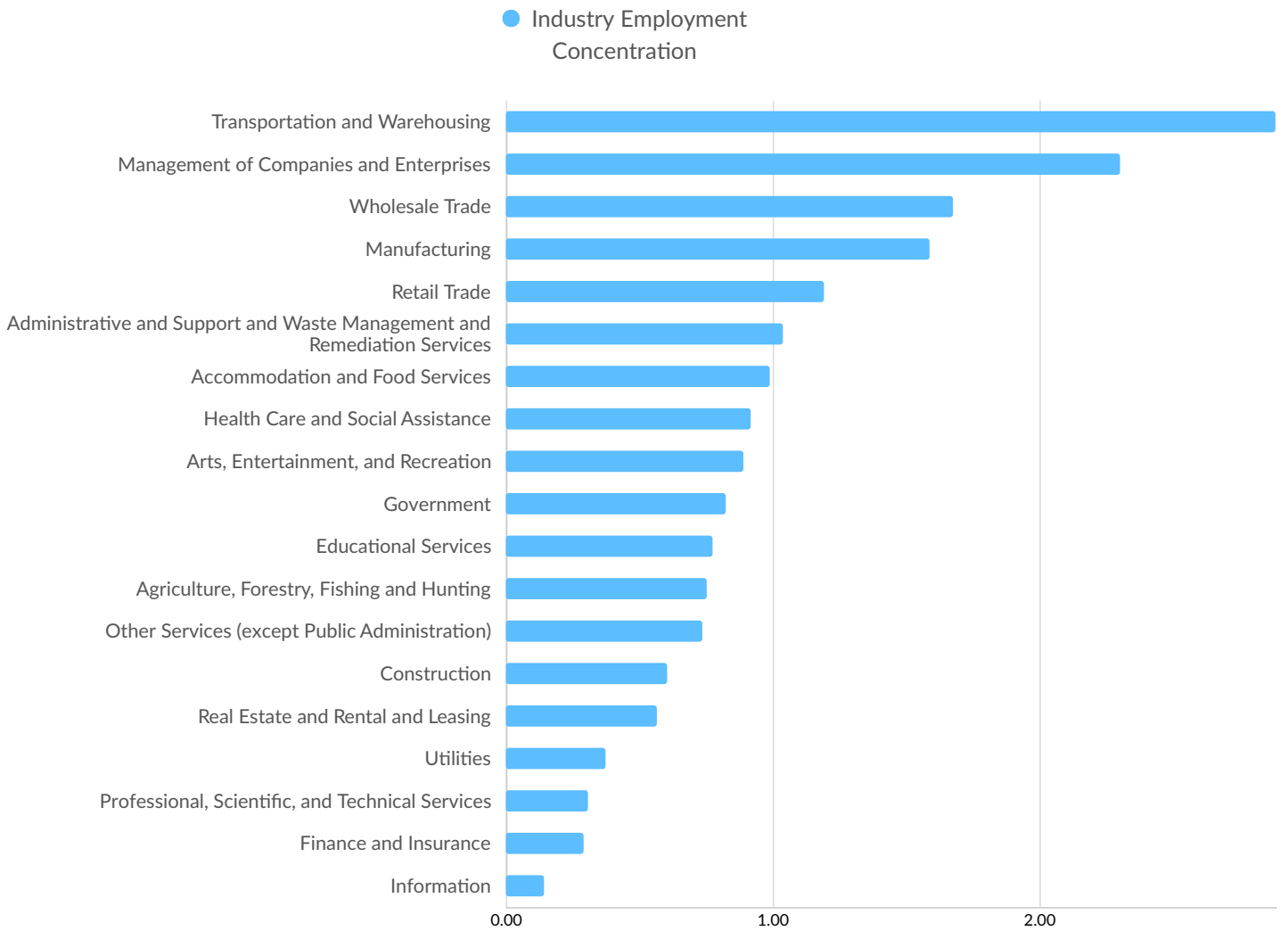
Largest Industries



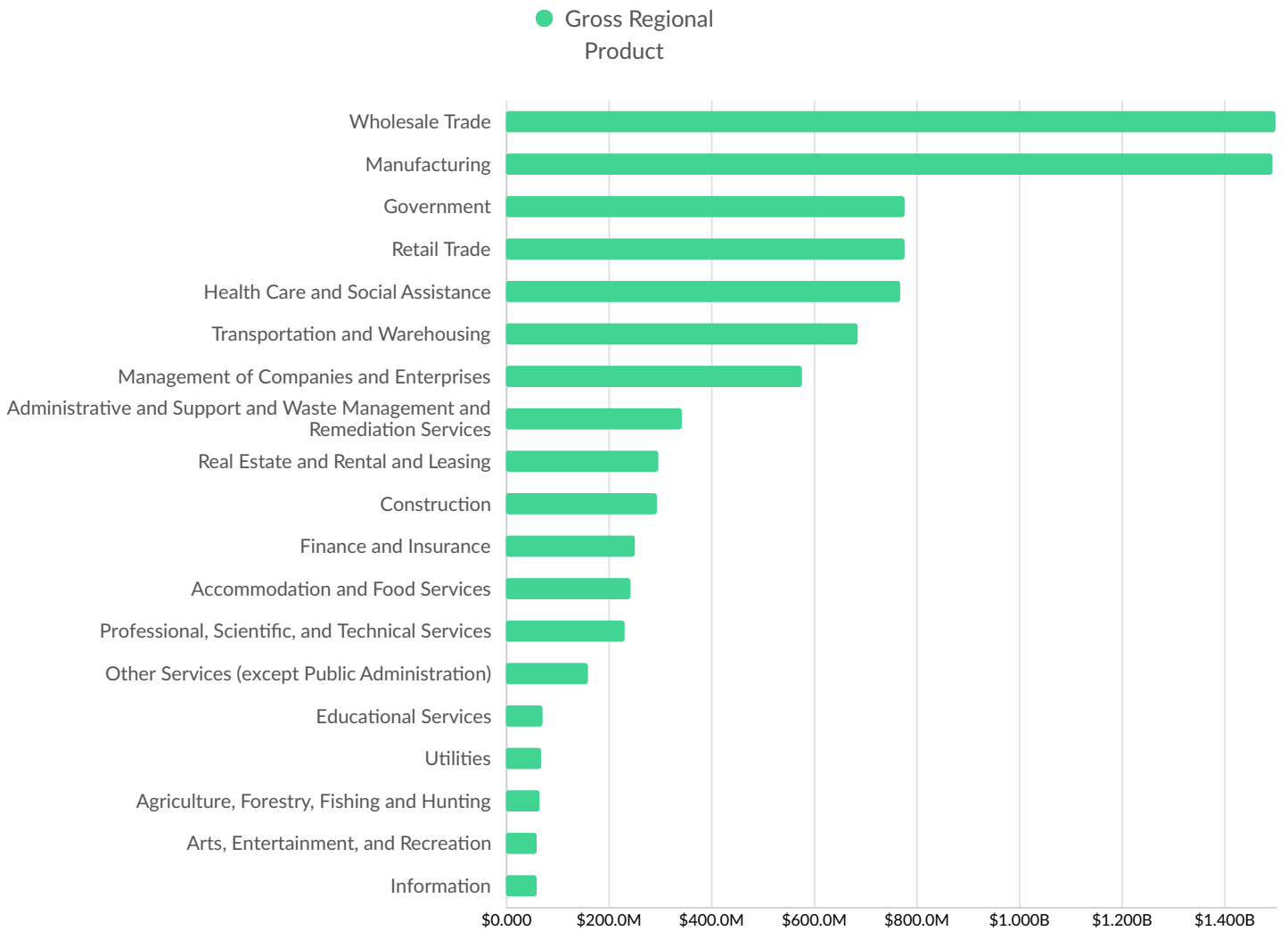
Top Growing Industries



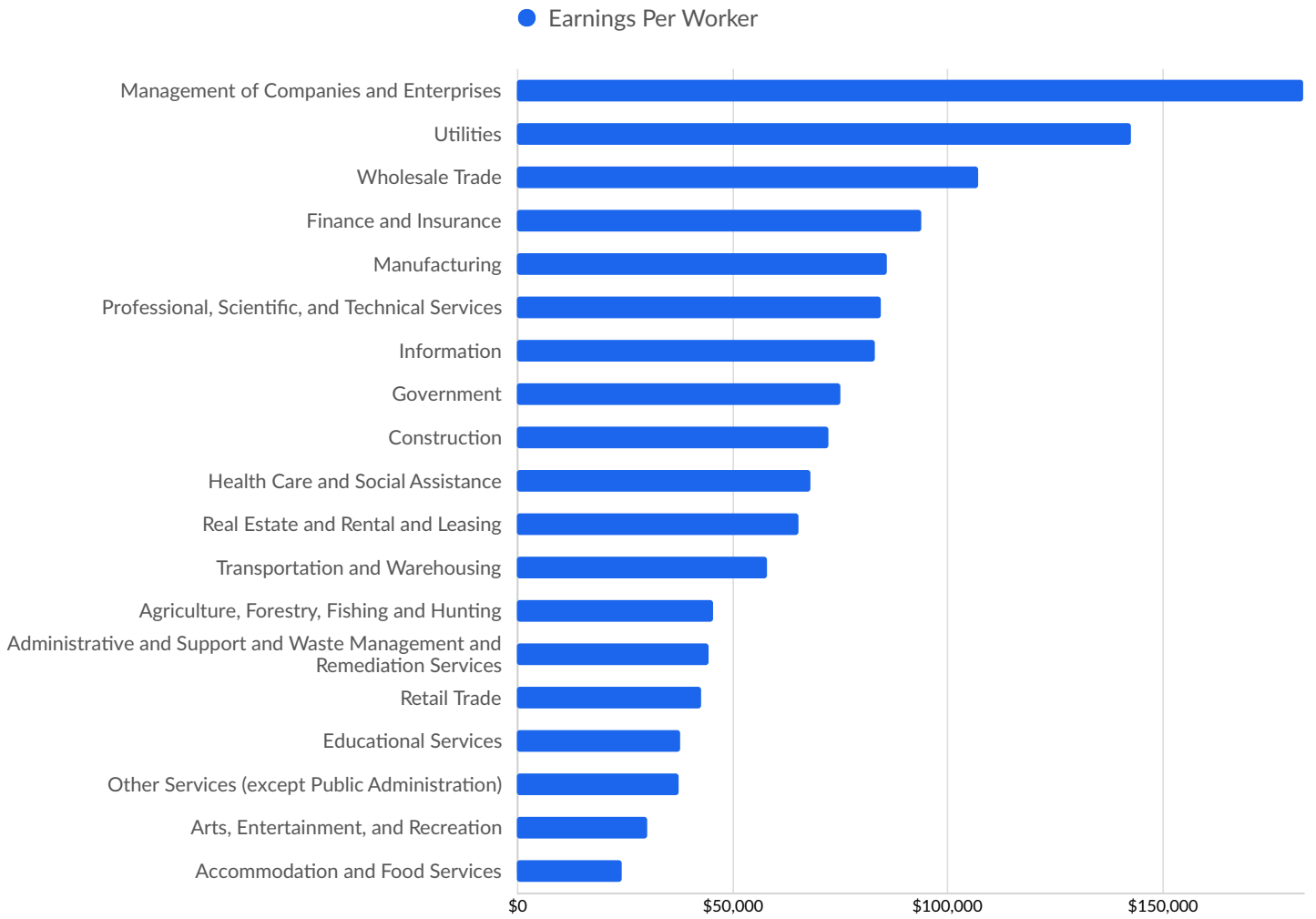
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



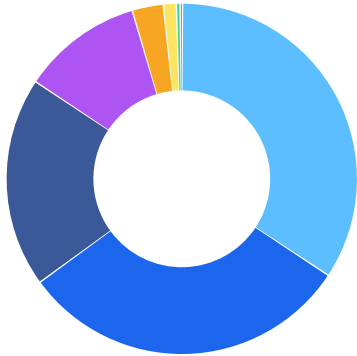
Business Characteristics

17,977 Companies Employ Your Workers

Online profiles for your workers mention 17,977 companies as employers, with the top 10 appearing below. In the last 12 months, 1,931 companies in Kenosha County, WI posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|---|------------------------------------|---|
| Advocate Aurora Health | 709  | Uline | 2,363  |
| Uline | 704  | Advocate Aurora Health | 574  |
| Abbott Laboratories | 695  | Froedtert & The Medical College... | 566  |
| Kenosha Unified School District | 671  | Aerotek | 385  |
| AbbVie | 658  | Actalent | 226  |
| Froedtert & The Medical College... | 649  | Sanmina | 168  |
| University of Wisconsin System | 615  | Kenosha Unified School District | 161  |
| Carthage College | 508  | County Of Kenosha | 149  |
| Amazon | 445  | Ryder | 135  |
| Gateway Technical College | 437  | CompHealth | 129  |

Business Size

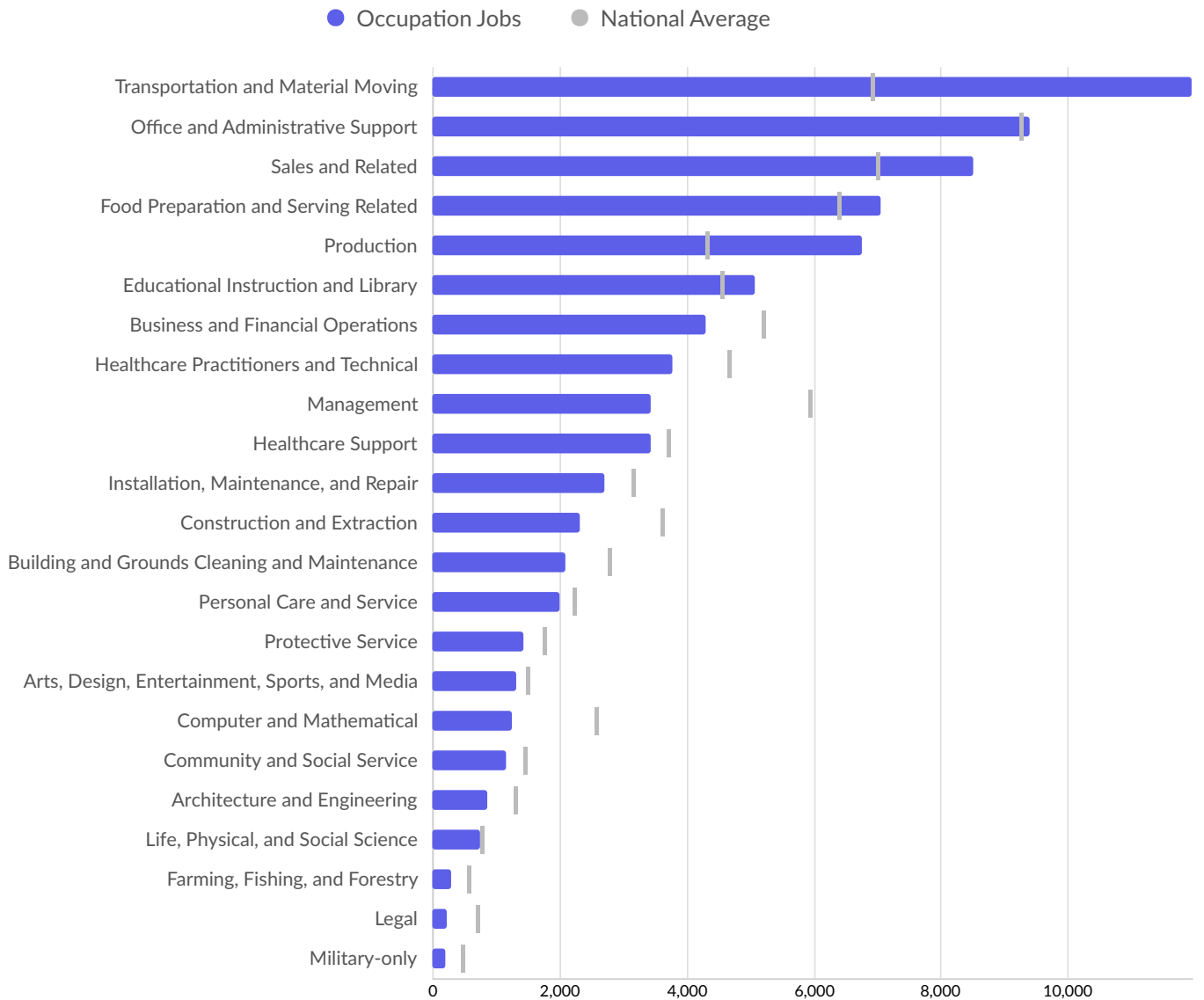


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 34.2% | 1,869 |
| ● 5 to 9 employees | 30.7% | 1,678 |
| ● 10 to 19 employees | 19.4% | 1,058 |
| ● 20 to 49 employees | 11.1% | 607 |
| ● 50 to 99 employees | 2.9% | 157 |
| ● 100 to 249 employees | 1.2% | 65 |
| ● 250 to 499 employees | 0.3% | 19 |
| ● 500+ employees | 0.2% | 12 |

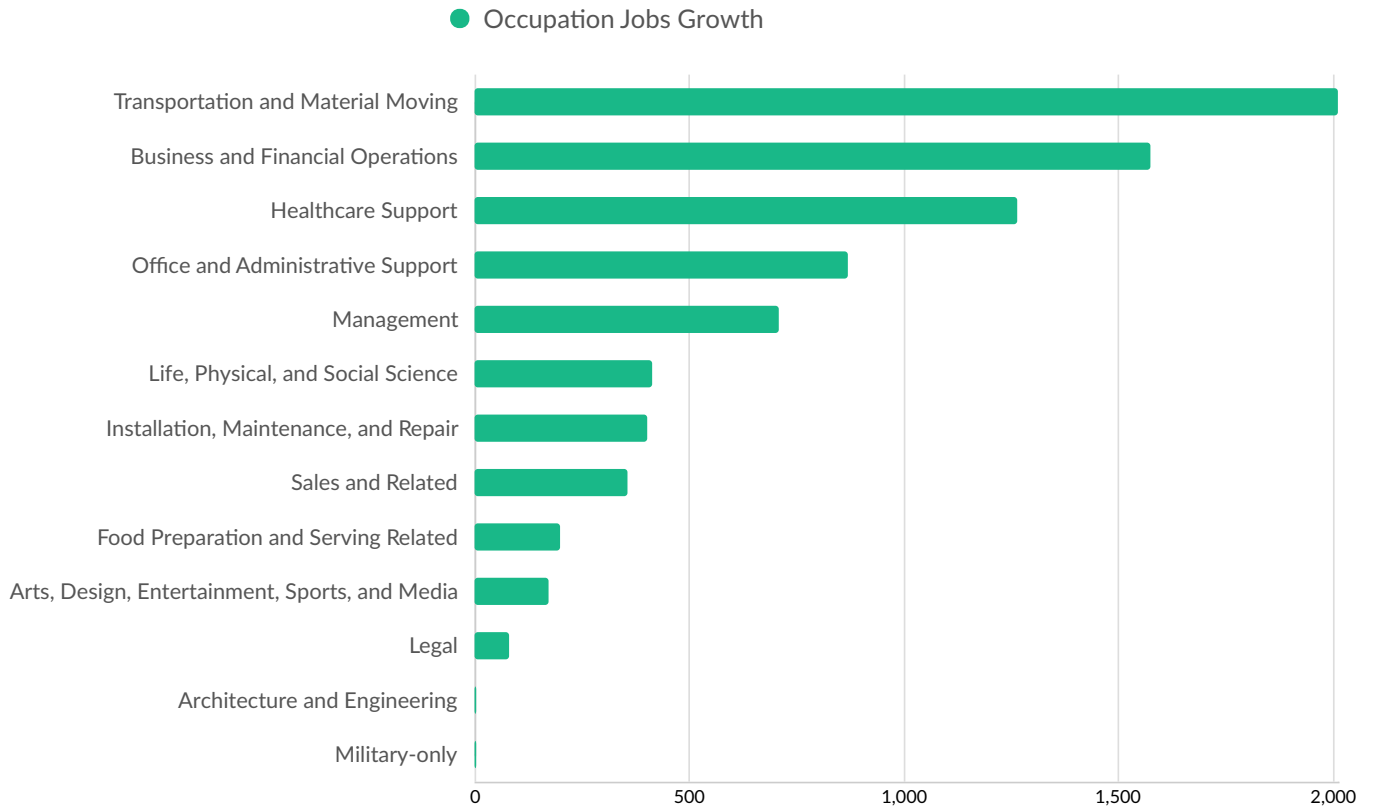
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

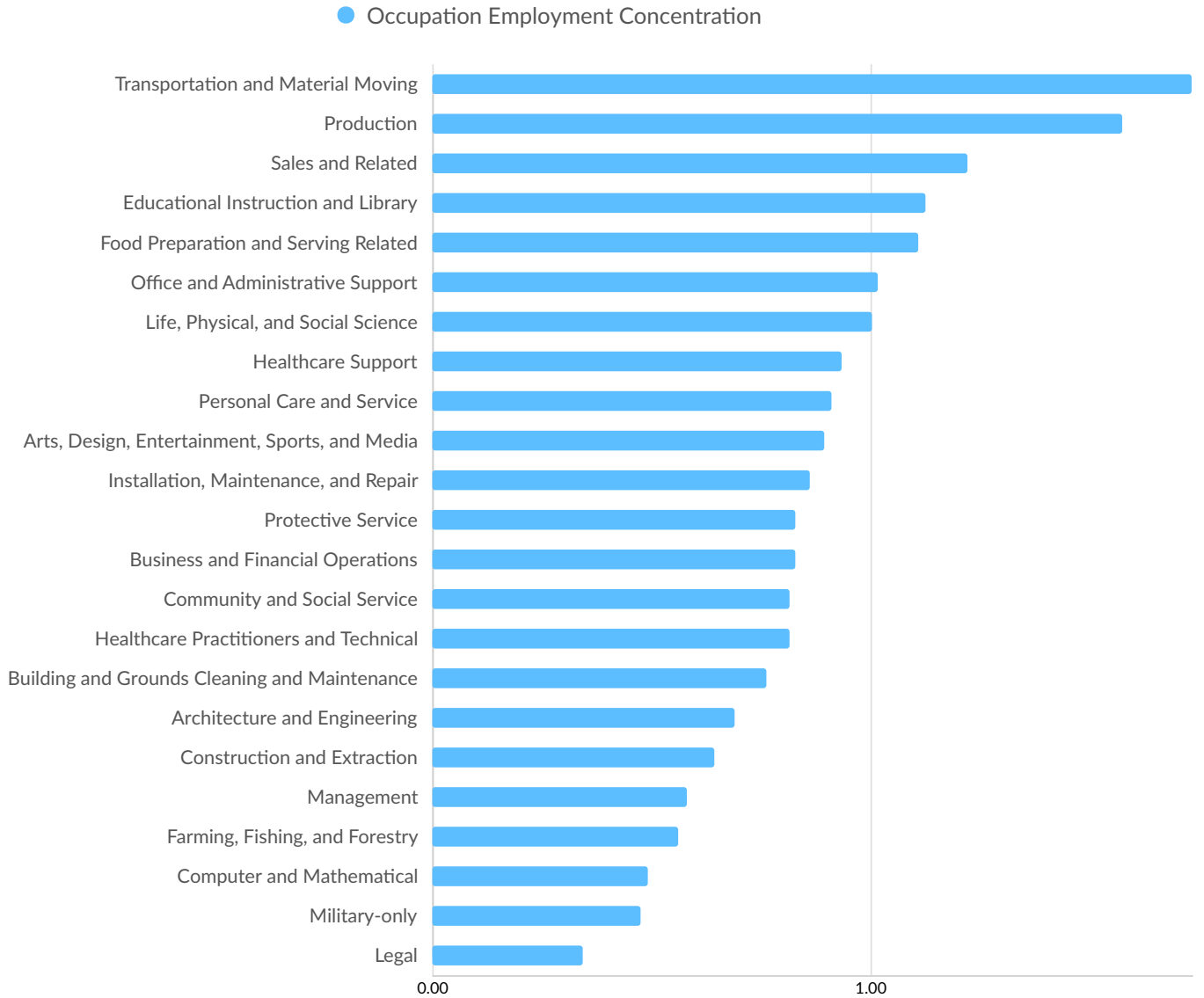
Largest Occupations



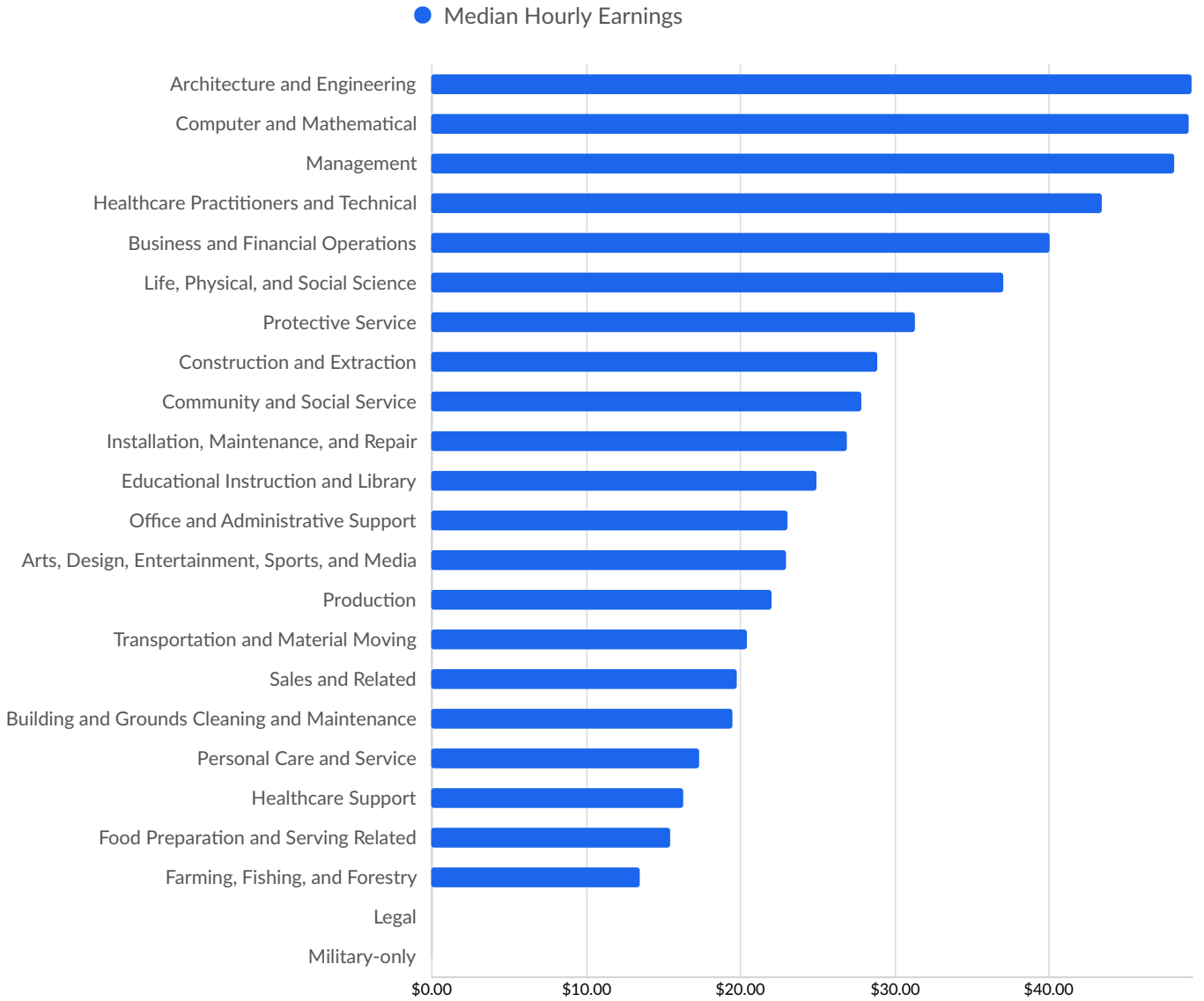
Top Growing Occupations



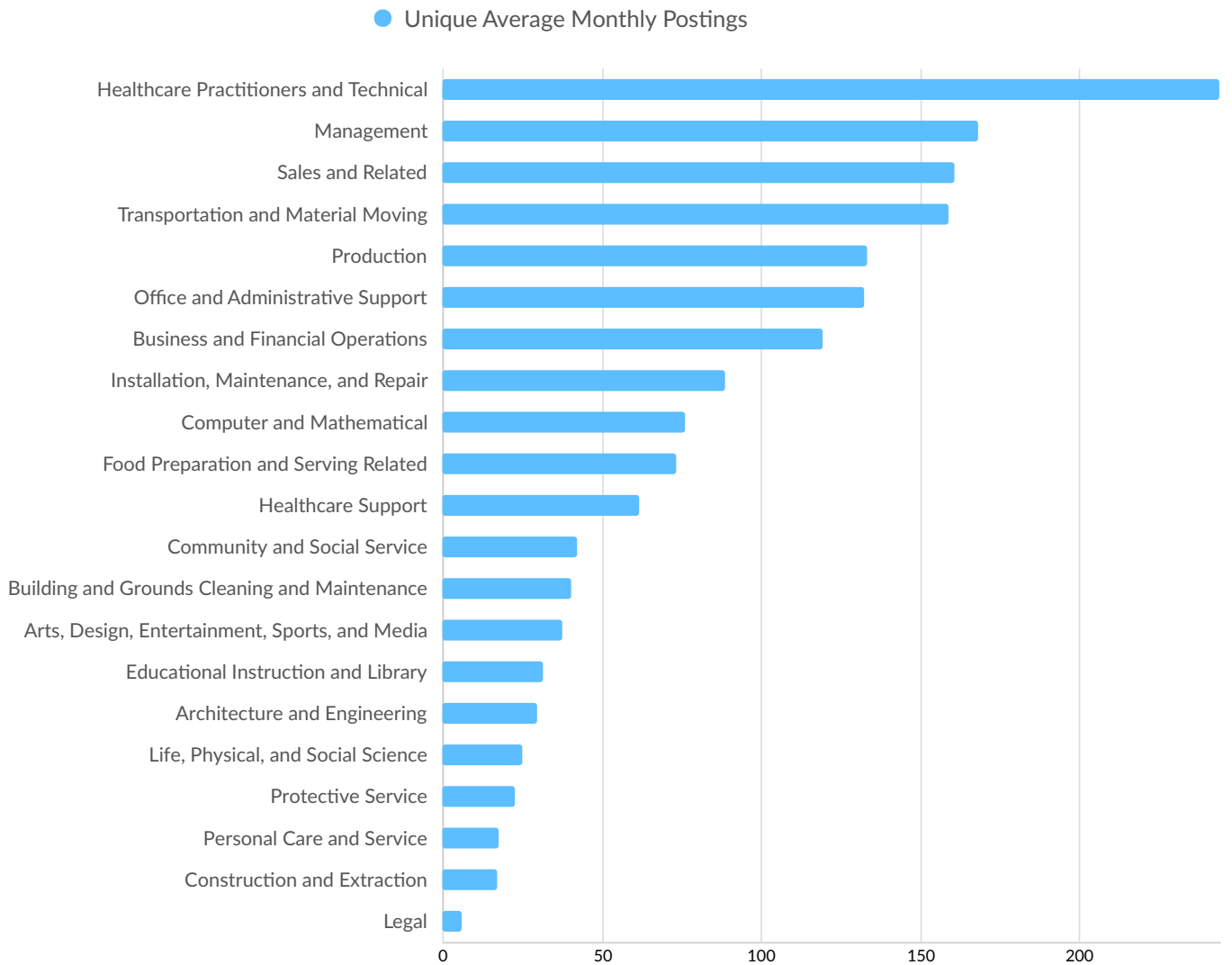
Top Occupation Employment Concentration



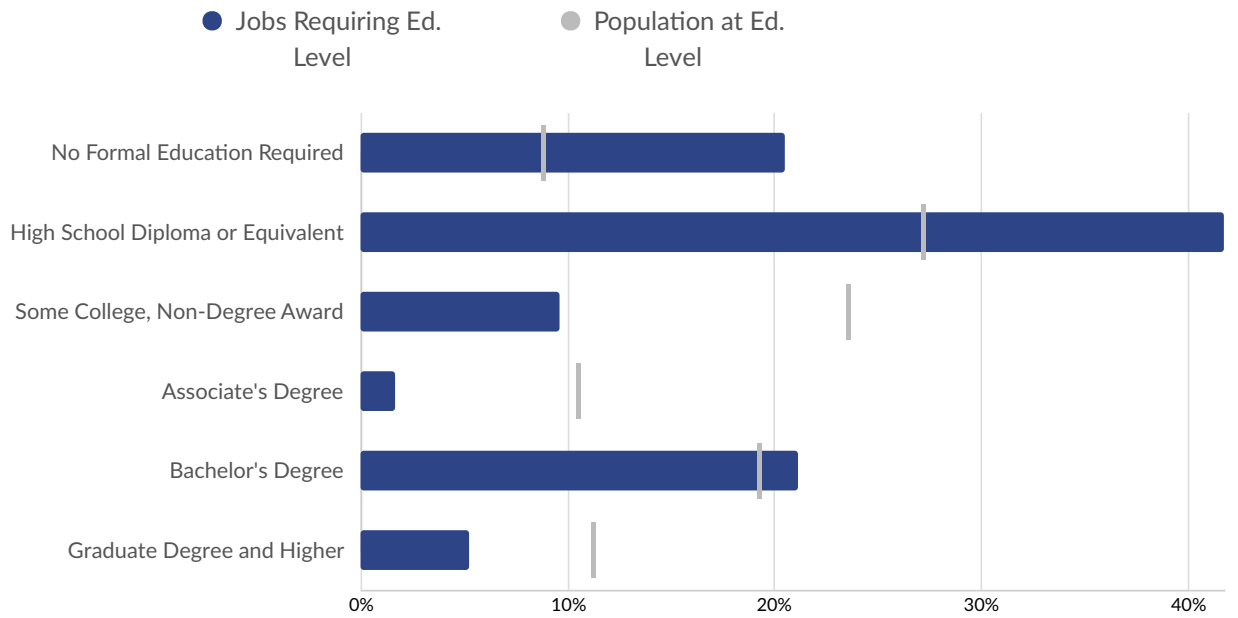
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2023, there were 5,280 graduates in Kenosha County, WI. This pipeline has grown by 16% over the last 5 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 "Registered Nursing/Registered Nurse" (Bachelor's).

| School | Total Graduates (2023) | Graduate Trend (2019 - 2023) |
|--|------------------------|------------------------------|
| Gateway Technical College | 2,942 | |
| University of Wisconsin-Parkside | 1,170 | |
| Carthage College | 822 | |
| Herzing University-Kenosha | 266 | |
| The Salon Professional Academy-Kenosha | 59 | |
| University of Wisconsin-Parkside Flex | 21 | |

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

In-Demand Skills

