



## **CHAPTER 2**

### **POPULATION, HOUSEHOLD, AND EMPLOYMENT TRENDS**

#### **INTRODUCTION**

Information on the size, characteristics, and distribution of population, household, and employment levels in the City of Kenosha assists in preparing projections that will anticipate changes in these factors over time, which is essential to the comprehensive planning process. This chapter provides information on existing and historical population, household, and employment levels. The population and household projections presented in Chapter 7, the Issues and Opportunities Element, and the employment projections presented in Chapter 13, the Economic Development Element, were used to help design the plan presented later in this report.

Much of the historical demographic data in this chapter are from the U. S. Bureau of the Census. Census data are collected every ten (10) years and are derived from both short and long form questionnaires. The short form, also referred to as Summary File 1, is sent to every household and provides a complete count of all persons living in the United States. The long form, also referred to as Summary File 3, is sent to one (1) of every six (6) households. Data from Summary File 1 are more accurate than data from Summary File 3, due to sampling-related errors; however, Summary File 3 includes a wider range of topics and in some cases is the only source of information. If available, Summary File 1 data was used to prepare this chapter. Data relating to education, housing, and income is derived from Summary File 3.

#### **POPULATION**

##### **Population Trends**

The historical and current population of the City of Kenosha is set forth in Table 2-1, page 2. Between 1860 and 1890, the total population in Kenosha increased modestly from 3,990 to 6,532 residents. The City experienced rapid growth rates in the decades between 1890 and 1930, including population gains of almost 78 percent between 1890 and 1900 and over 80 percent in each of the two decades between 1900 and 1920. Growth stagnated during the 1930s Depression Era, but picked up again during the decades from 1940 to 1970, including a population gain of almost 25 percent from 1950 to 1960. Rapid growth during this period can be attributed to both the migration of new residents to Kenosha 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 City decreased in population between 1970 and 1980 and then grew at a rate of around 15 percent between 1980 and 1990 and almost 12 percent between 1990 and 2000. The Wisconsin Department of Administration (DOA) estimates that the City population grew almost six (6) percent between 2000 and 2008, from 90,352 to 95,910 residents.

Kenosha's population grew by 41,587 people, or about 117 percent, between 1940 and 2000. During this same period, the county increased by 86,072 residents, or 136 percent; the Southeastern Wisconsin Region<sup>1</sup> experienced an increase of 863,466 residents, or about 81 percent; the State experienced an increase of 2,226,088 residents, or about 71 percent; and the United States experienced an increase of about 150 million residents, or about 113 percent. Thus, Kenosha experienced a higher rate of growth than the Region, State, and Nation during this period.

<sup>1</sup> The Southeastern Wisconsin Region includes Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties.

**TABLE 2-1**  
**HISTORICAL POPULATION LEVELS IN THE CITY OF KENOSHA: 1850-2008**

Year	Population	Change From Preceding Census	
		Number	Percent
1850	3,455	--	--
1860	3,990	535	15.5
1870	4,309	319	8.0
1880	5,039	730	16.9
1890	6,532	1,493	29.6
1900	11,606	5,074	77.7
1910	21,371	9,765	84.1
1920	40,472	19,101	89.4
1930	50,262	9,790	24.2
1940	48,765	-1,497	-3.0
1950	54,368	5,603	11.5
1960	67,899	13,531	24.9
1970	78,805	10,906	16.1
1980	77,685	-1,120	-1.4
1990	80,426	2,741	3.5
2000	90,352	9,926	12.3
2005 <sup>a</sup>	93,785	3,433	3.8
2008	95,910	2,125	2.3

NOTE: The City of Kenosha was originally incorporated as the Village of Southport in 1841. In 1850, the Village was incorporated as the City of Kenosha.

*a The 2005 & 2008 population estimates were prepared by the WI Department of Administration. Other years are from the U.S. Census.*

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

Population changes in Kenosha County and the City of Kenosha between 1980 and 2000, and 2005<sup>2</sup> population estimates from the DOA, are shown on Table 2-2. Between 1990 and 2000, about 46 percent of the County's population growth occurred in the City of Kenosha, about 25 percent occurred in towns, and about 29 percent occurred in villages. In 2000, about 60 percent of the County's population lived in the City of Kenosha.

**TABLE 2-2**  
**POPULATION TRENDS IN THE CITY OF KENOSHA: 1980-2005**

Community	Year				Change 1990-2000	
	1980	1990	2000	2005 <sup>a</sup>	Number	Percent
City of Kenosha	77,685	80,426	90,352	93,785	9,926	12.3
Kenosha County	123,137	128,181	149,577	158,219	21,396	16.7

*a The 2005 population levels are estimates by the Wisconsin Department of Administration. All other years are from the U.S. Census.*

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

Historical population in the City of Kenosha from 1850 to 2000 is shown in Table 2-1. The City's population increased in each of the decades from 1850 to 1930. Between 1850 and 1890 the population increased from 3,455 residents to 6,532 residents. The most significant growth period in the City occurred between 1890 and 1930. By 1930, the City grew to a population of 50,262, including an increase of 19,101 residents, or over 89 percent, between 1910 and 1920. The population declined by 1,497 residents, or 3 percent, during the 1930s, but growth resumed in each of the decades between 1940 and 1970, reaching a population of 78,805 in 1970. During the 1970s, the City's population decreased slightly to 77,685 residents. The City grew again from 1980 to 2000, to a population of 90,352 in 2000. The 2005 DOA population estimate for the City was 93,785, an increase of 3,433 residents from the 2000 population. The 2008 population estimate was 95,910 persons.

<sup>2</sup> The DOA population estimate for Kenosha County as of January 1, 2008, was 162,094 persons.

**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 Kenosha’s population in 2000 is set forth in Table 2-3.

**TABLE 2-3  
POPULATION BY AGE GROUP AND MEDIAN AGE IN THE CITY OF KENOSHA: 2000**

Community	Under 5		5 through 9		10 through 14		15 through 19		20 through 44	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
City of Kenosha	6,800	7.5	7,164	7.9	6,876	7.6	6,497	7.2	34,848	38.6
Kenosha County	10,367	6.9	11,640	7.8	11,826	7.9	11,106	7.4	56,444	37.7

Community	45 through 54		55 through 64		65 and older		Total		Median Age
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
City of Kenosha	10,624	11.8	6,537	7.2	11,006	12.2	90,352	100.0	33.6
Kenosha County	19,257	12.9	11,768	7.9	17,169	11.5	149,577	100.0	34.8

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

The median age of City residents in 2000 was about 34 years. The median age in the County is about 35 years, similar to that found in the Region and lower than the median age of 36 years for the State.

In the City of Kenosha in 2000, children less than five (5) years old numbered 6,800, or about eight (8) percent of the City population, while children between the ages five (5) and 19 numbered 20,537, or 23 percent of the population. Adults ages 20 through 64 numbered 52,009, or about 58 percent of the City population, and persons age 65 and older numbered 11,006, or about 12 percent of the population. The population distribution by age group in the City was a higher percentage than that in the County for the under five (5) and 65 and older age groups, similar to that in the County for the five (5) to 19 age group, and a lower percentage of the population for the 20 to 64 age group.

**Racial Composition**

Table 2-4, page 4, indicates the racial composition of the City and County. The City has a relatively homogeneous population. Over 83 percent of the population in 2000 was white, or 75,566 of the total 90,352 residents. The percentage of whites in the County population was higher than in the Region, where about 79 percent were white, but below that in the State of Wisconsin, where about 89 percent of residents were white.

The second and third single largest racial groups in the City were African American, 7.7 percent or 6,943 persons, and Asian, 1.0 percent or 893 persons, respectively. Additionally, 4.8 percent or 4,366 persons identified themselves as a single race other than white, African American, American Indian and Alaska Native, Asian, or Native Hawaiian and Other Pacific Islander. Table 2-4, page 4, does not show a separate racial group for persons of Hispanic origin. This is because the Federal government considers Hispanic origin to be an ethnic group rather than a race; however, the Census collected separate data regarding Hispanic residents. A total of 9,003 persons, or 10 percent of City residents in 2000, were Hispanic.

**TABLE 2-4**  
**RACIAL COMPOSITION OF RESIDENTS IN THE CITY OF KENOSHA,**  
**KENOSHA COUNTY THE REGION, AND THE STATE: 2000**

Race <sup>a</sup>	City of Kenosha		Kenosha County		Southeastern Wisconsin		State of Wisconsin	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	75,566	83.6	132,193	88.4	1,534,464	79.4	4,769,857	88.9
Black or African American Alone	6,943	7.7	7,600	5.1	263,200	13.6	304,460	5.7
American Indian & Alaskan Native Alone	398	0.4	564	0.4	9,510	0.5	47,228	0.9
Asian Alone	893	1.0	1,381	0.9	34,438	1.8	88,763	1.7
Native Hawaiian & Other Pacific Islander Alone	40	-- <sup>b</sup>	57	-- <sup>b</sup>	716	-- <sup>b</sup>	1,630	-- <sup>b</sup>
Some Other Race Alone	4,366	4.8	4,924	3.3	58,157	3.0	84,842	1.6
Two or More Races	2,146	2.4	2,858	1.9	32,423	1.7	66,895	1.2
<b>TOTAL</b>	<b>90,352</b>	<b>100.0</b>	<b>149,577</b>	<b>100.0</b>	<b>1,932,908</b>	<b>100.0</b>	<b>5,363,675</b>	<b>100.0</b>

*a The Federal government does not consider Hispanic origin to be a race, but rather an ethnic group.*

*b Less than 0.05 percent.*

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

**Educational Attainment**

The level of 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 retain and expand existing businesses in the County and attract new businesses to the County over the planning period. Table 2-5 shows the educational attainment of residents at least 25 years of age for the City and County in 2000.

**TABLE 2-5**  
**EDUCATIONAL ATTAINMENT OF PERSONS 25 AND OLDER IN THE CITY OF KENOSHA: 2000**

Community	Less Than 9 <sup>th</sup> Grade		9 <sup>th</sup> to 12 <sup>th</sup> Grade No Diploma		High School Graduate		Some College or Associate Degree		Bachelor or Graduate Degree		Total Persons Age 25 & Older	
	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total
City of Kenosha	3,092	5.4	7,226	12.7	18,603	32.7	17,558	30.9	10,361	18.2	56,840	100.0
Kenosha County	4,370	4.6	11,275	11.9	31,711	33.4	29,436	31.0	18,246	19.2	95,038	100.0

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

In 2000, about 82 percent of City residents at least 25 years of age had attained a high school or higher level of education. These levels are similar to the educational attainment of the overall population in the seven-county Southeastern Wisconsin Region, where 84 percent of the population 25 years of age and older had attained this level of education as of 2000. Just over 49 percent of the population 25 years of age and older in the City had attended some college or earned either an associate, bachelor, or graduate degree, compared to about 54 percent in the Region. This level of education suggests that Kenosha’s workforce is well suited for skilled employment such as high tech production and professional occupations. This factor is examined in greater detail in the Economic Development Element (Chapter 13) of this report.

**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 persons who occupy a housing unit, which is defined by the Census Bureau 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.

The number of households and the average household size in Kenosha for 1980, 1990, and 2000 are set forth in Table 2-6, page 5. There were 34,411 households in Kenosha in 2000, with an average household size of 2.54 persons, compared to an average household size of 2.52 persons in the Region. As shown on Table 2-6, the

number of households has increased in each decade. While the number of households has increased steadily, the average number of persons per household has decreased in the City and the County since 1980. This trend has occurred throughout Wisconsin, and reflects the fact that family sizes (average number of children per family) have decreased and unmarried persons have increasingly tended to establish their own households rather than live with family.

**TABLE 2-6**  
**NUMBER OF HOUSEHOLDS AND AVERAGE HOUSEHOLD SIZE**  
**FOR THE CITY OF KENOSHA AND KENOSHA COUNTY: 1980-2005**

Community	1980			1990			2000			2005
	Number of Households	Percent of County Households	Average Household Size	Number of County Households	Percent of Households	Average Household Size	Number of Households	Percent of County Households	Average Household Size	Number of Households <sup>a</sup>
City of Kenosha	27,964	64.9	2.69	29,919	63.6	2.61	34,411	61.4	2.54	36,537
Kenosha County	43,064	100.0	2.80	47,029	100.0	2.67	56,057	100.0	2.60	59,956

*a The number of households in 2005 is an estimate prepared by the Wisconsin Department of Administration. Other years are from the U.S. Census.*

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

**Household Income<sup>3</sup>**

The 1999 annual household incomes in Kenosha and the County are set forth in Table 2-7. Median annual household incomes are also included in the Table. The 1999 annual median income of all households in the City was \$41,902. Median incomes tended to be higher in the towns and villages than in the City of Kenosha. This reflects the likelihood that persons with more modest or limited incomes would live in the City, which tends to have a greater range of housing choices.

**TABLE 2-7**  
**ANNUAL HOUSEHOLD INCOME FOR THE CITY OF KENOSHA: 1999**

Community	Household Income Less than \$15,000		Household Income \$15,000 to \$24,999		Household Income \$25,000 to \$34,999		Household Income \$35,000 to \$49,999		Household Income \$50,000 to \$74,999	
	Households	Percent of Total	Households	Percent of Total	Households	Percent of Total	Households	Percent of Total	Households	Percent of Total
City of Kenosha	4,756	13.8	4,960	14.4	4,494	13.0	5,976	17.3	7,723	22.4
Kenosha County	6,480	11.5	6,896	12.3	6,957	12.4	9,300	16.6	12,959	23.1

Community	Household Income \$75,000 to \$99,999		Household Income \$100,000 to \$149,999		Household Income \$150,000 to \$199,999		Household Income \$200,000 Or More		Median Household Income
	Households	Percent of Total	Households	Percent of Total	Households	Percent of Total	Households	Percent of Total	
City of Kenosha	3,837	11.1	2,142	6.2	331	1.0	284	0.8	\$41,902
Kenosha County	7,445	13.3	4,632	8.3	746	1.3	678	1.2	\$46,970

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

Table 2-8, page 6, sets forth the median household income for counties in southeastern Wisconsin and adjacent counties outside the seven-county region (Lake and McHenry Counties in Illinois). In 1999, the median Kenosha County household income was slightly above the annual median household income in the Region of \$46,587 and about \$3,000 higher than the annual median household income in the State of \$43,791. Kenosha County had a higher median household income than Milwaukee and Walworth Counties in 1999 and a lower median household income than Ozaukee, Racine, Washington, and Waukesha Counties. Kenosha County also had a lower median household income than Lake and McHenry Counties in Illinois, which had respective incomes of about \$64,800 and \$67,000. The relative degree of economic prosperity in Kenosha County can in part be explained by the high educational attainment of the County’s residents, providing an ability to compete for high-paying jobs both in and outside of the County. Economic prosperity in the County also has a significant effect on the types, sizes, and locations of housing with the County.

<sup>3</sup> Households include persons who live alone; unrelated persons who live together, such as college roommates; and families. Persons 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 2-8**  
**ANNUAL MEDIAN HOUSEHOLD INCOME IN SOUTHEASTERN WISCONSIN**  
**AND COUNTIES ADJACENT TO KENOSHA COUNTY: 1999**

County	Median Household Income
<b>Southeastern Wisconsin Region</b>	
Kenosha	\$46,970
Milwaukee	\$38,100
Ozaukee	\$62,745
Racine	\$48,059
Walworth	\$46,274
Washington	\$57,033
Waukesha	\$62,839
Seven-County Region	\$46,587
<b>Adjacent Counties Outside the Region</b>	
Lake, Illinois	\$66,973
McHenry, Illinois	\$64,826

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

Although there is significant economic prosperity in the City, a number of households have experienced annual incomes below the poverty level. In 1999, there were 3,043 households, almost nine (9) percent, in the City with an annual income below the poverty level.<sup>4</sup> Of these households, 1,594 were family households and 1,449 were non-family households.<sup>5</sup> The number and percentage of households with incomes below the poverty level is set forth in Table 2-9.

**TABLE 2-9**  
**HOUSEHOLDS BELOW THE POVERTY LEVEL IN THE CITY OF KENOSHA: 1999**

Community	Households Below the Poverty Level			Total Number of Households	Percent of Households Below Poverty Level
	Family Households	Non-Family Households	Total		
City of Kenosha	1,594	1,449	3,043	34,411	8.8
Kenosha County	2,094	1,997	4,091	56,057	7.3

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

**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 which will best meet the needs of Kenosha residents. Table 2-10, page 7, sets forth the number of households in each size category ranging from one-person households to households containing seven (7) or more members in the County and each local government. Two-person households were the most common type of household in the City and in the County overall in 2000. About 31 percent of all households in the City were in the two-person household category, followed respectively by one-person households at about 28 percent, three-person households at about 16 percent, and four-person households at about 14 percent. Households with five (5), six (6), and seven (7) or more persons combined to make up around 10.2 percent of households in the City. Household size information coupled with household income and housing affordability information provided the basis for the housing recommendations set forth in the Housing Element (Chapter 10).

<sup>4</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 present in a household related to the householder. In 1999, poverty threshold levels varied from an annual household income of \$8,501 for a household with one householder under the age of 65 to an annual income of \$37,076 for a household with nine or more people, one of which is a child under the age of 18 related to the householder.

<sup>5</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 2-10**  
**HOUSEHOLD SIZE BY CATEGORY IN THE CITY OF KENOSHA: 2000**

Community	1-person Households		2-person Households		3-person Households		4-person Households		5-person Households		6-person Households		7-or-more person Households		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
City of Kenosha	9,772	28.4	10,518	30.6	5,630	16.4	4,968	14.4	2,254	6.6	771	2.2	498	1.4	34,411	100.0
Kenosha County	14,269	25.5	17,878	31.9	9,351	16.7	8,645	15.4	3,890	6.9	1,302	2.3	722	1.3	56,057	100.0

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

## EMPLOYMENT

### Employment and Occupational Characteristics

The number of employed persons 16 years of age and older by occupation in the City is set forth in Table 2-11, page 7. Employed persons 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 46,025 City residents in the labor force in 2000. Of that number, 43,023 were employed and 2,852 were unemployed at the time the Census was taken. About 67 percent of all City residents age 16 years and over were in the labor force in 2000, similar to figures found in both the Region and the State, with about 68 percent and 69 percent, respectively. The remaining 33 percent (22,442) of City residents age 16 and older who were not in the labor force were retired or not actively looking for work.

Residents employed in management, professional, and related occupations made up the largest percentage of the employed Kenosha workforce at about 28 percent. Sales and office occupations and production, transportation, and material moving occupations rank second and third respectively, with about 27 percent and 21 percent of the employed resident workforce. The remaining City workforce was employed in service occupations (16 percent); construction, extraction, and maintenance occupations (8 percent); and farming, fishing, and forestry occupations (less than 0.5 percent). The implication of these figures for future economic development and workforce planning is examined in greater detail in the Economic Development Element chapter.

**TABLE 2-11**  
**EMPLOYED PERSONS 16 YEARS AND OLDER BY OCCUPATION IN THE CITY OF KENOSHA: 2000**

Occupation	Number	Percent of Total
<b>Management, Professional, and Related Occupations</b>		
Farmers and Farm Managers	16	--a
Other Management, Business, and Financial Operations	4,482	10.4
Professional and Related	7,725	18.0
<b>Subtotal</b>	<b>12,223</b>	<b>28.4</b>
<b>Service Occupations</b>		
Healthcare Support	953	2.2
Protective Service	1,023	2.4
Food Preparation and Serving Related	2,427	5.6
Building and Grounds Cleaning and Maintenance	1,332	3.1
Personal Care and Service	1,109	2.6
<b>Subtotal</b>	<b>6,844</b>	<b>15.9</b>
<b>Sales and Office Occupations</b>		
Sales and Related	4,740	11.0
Office and Administrative Support	6,762	15.7
<b>Subtotal</b>	<b>11,502</b>	<b>26.7</b>
<b>Farming<sup>b</sup>, Fishing, and Forestry Occupations</b>	<b>55</b>	<b>0.1</b>
<b>Construction, Extraction, and Maintenance Occupations</b>		
Construction and Extraction	1,842	4.3
Installation, Maintenance, and Repair	1,393	3.2
<b>Subtotal</b>	<b>3,235</b>	<b>7.5</b>
<b>Production, Transportation, and Material Moving Occupations</b>		
Production	6,191	14.1
Transportation and Material Moving	2,973	6.9
<b>Subtotal</b>	<b>9,164</b>	<b>21.3</b>
<b>TOTAL</b>	<b>43,023</b>	<b>100.0</b>

- a Less than 0.5 percent of all occupations.
- b Includes farm labor contractors, agricultural inspectors, animal breeders, graders and sorters, agricultural equipment operators, and farmworkers and laborers (including crop, nursery, greenhouse, and farm/ranch workers). Farmers, who farm their own land, and farm managers are included under the “management, professional, and related” occupations.

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

**Place of Work**

Table 2-12, page 8, indicates the general place of work of employed City residents 16 years of age and older in 2000. The Census identified 42,293<sup>6</sup> employed residents 16 years of age and older in the City who were working during the last week of March 1999. Over 64 percent of City residents, or 27,105 workers, worked in Kenosha County. City residents who worked in other counties most typically commuted to Lake County in Illinois (over 17 percent), Racine County (over eight (8) percent), Cook County in Illinois (about three (3) percent), or Milwaukee County (about three (3) percent). About three (3) percent of employed Kenosha residents worked in counties other than those referenced. Figure 2-1, page 9, illustrates commuting patterns from and into Kenosha County. According to Census data, 12,468 workers were commuting into Kenosha County for work. The highest percentage, representing 11 percent of the workforce in Kenosha County, commuted from Racine County.

**TABLE 2-12  
PLACE OF WORK OF CITY OF KENOSHA RESIDENTS:<sup>a</sup> 2000**

Place of Work	Number	Percent
Kenosha County		
City of Kenosha	21,164	50.0
Village of Paddock Lake	135	0.3
Village of Pleasant Prairie	3,611	8.5
Village of Silver Lake	52	0.1
Village of Twin Lakes	75	0.2
Town of Bristol	698	1.7
Town of Paris	143	0.3
Town of Randall	77	0.2
Town of Salem	284	0.7
Town of Somers	850	2.0
Remainder of Kenosha County	16	0.0
<b>Subtotal</b>	<b>27,105</b>	<b>64.1</b>
Milwaukee County	1,450	3.4
Racine County	3,652	8.6
Walworth County	110	0.3
Waukesha County	385	0.9
Cook County, IL	1,246	2.9
DuPage County, IL	112	0.3
Lake County, IL	7,422	17.5
McHenry County, IL	286	0.7
Worked Elsewhere	525	1.2
<b>TOTAL</b>	<b>42,293</b>	<b>100.0</b>

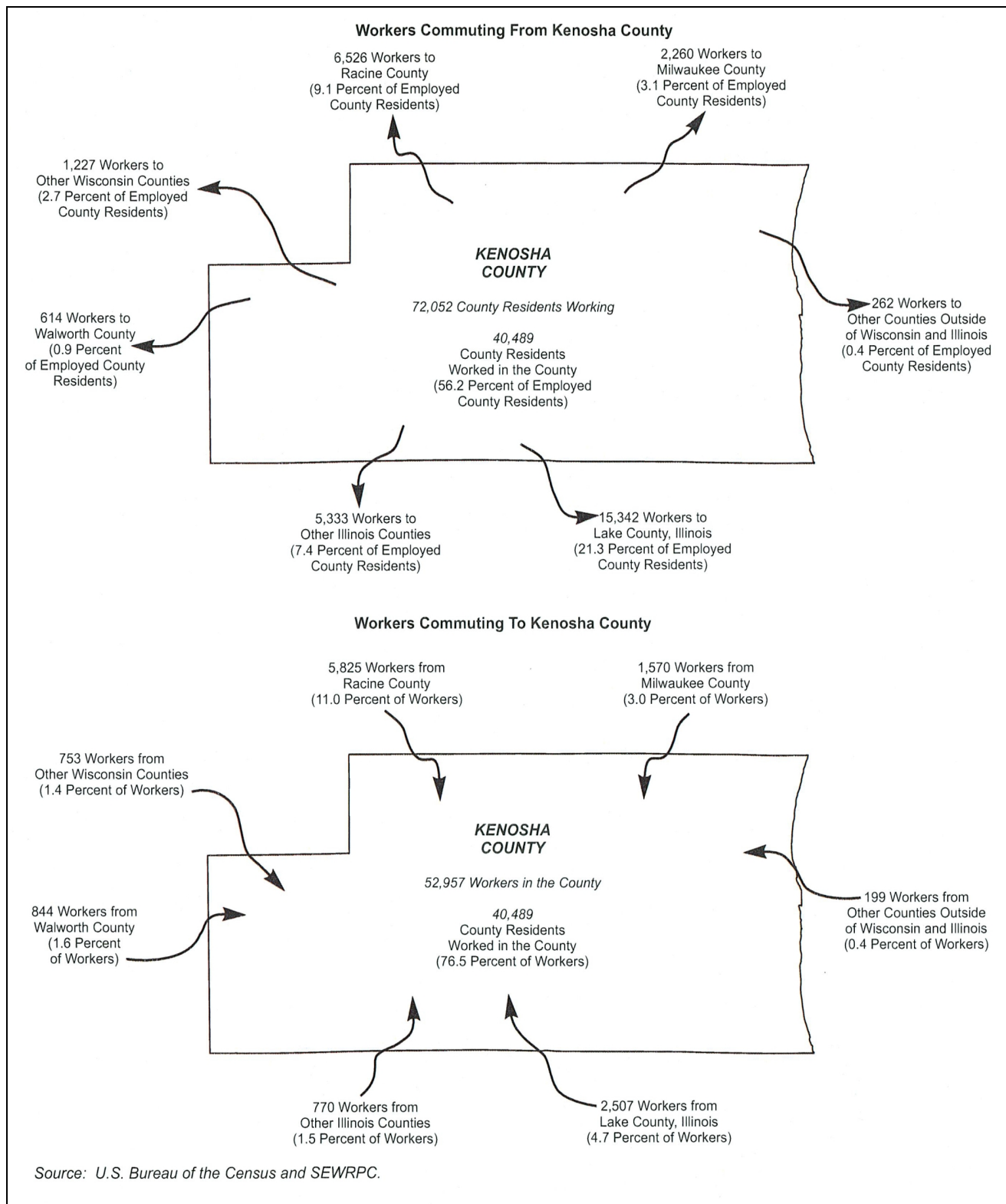
- a The place of work Census Data estimates the number of people 16 years of age and older who were both employed and at work during the reference week (generally the week prior to April 1, 2000). People who did not work during this week due to temporary absences and other reasons are not included in the place of work data. Therefore, the place of work data may understate the total employment in a geographic area.

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

<sup>6</sup> The place of work Census data estimates the number of people 16 years of age and older who were both employed and at work during the reference week (generally the week prior to April 1, 2000). People who did not work during this week due to temporary absences and other reasons are not included in the place of work data. Therefore, the place of work data may understate the total employment in a geographic area and differs from the employment total shown in Table 2-11, page 7.



**FIGURE 2-1**  
**COMMUTING PATTERNS INTO AND FROM KENOSHA COUNTY: 2000**



### Total Employment Levels<sup>7</sup>

The previous two (2) sections provided information on the employment characteristics of City residents, including those that worked outside the County. Total employment in the County, that is, the number of jobs located in Kenosha County, stood at about 68,700 jobs in 2000, compared to about 52,200 jobs in 1990.

Information on 1990 and 2000 employment levels by County in the Region is shown on Table 2-13, page 10. Each County experienced an increase in employment between 1990 and 2000. Kenosha County had an increase of about 16,400 jobs, or 31 percent, during the decade. Waukesha County accounted for just over half of the total increase in the Region's employment during the 1990s, with an increase of about 81,100 jobs. Among the other six (6) counties, growth in employment during the 1990s ranged from under 4,900 jobs in Racine County to about 15,600 jobs in Washington County.

**TABLE 2-13**

**EMPLOYMENT TRENDS BY COUNTY IN SOUTHEASTERN WISCONSIN: 1990-2000**

County	Number of Jobs: 1990	Number of Jobs: 2000	Number of Jobs Increased	Percentage of Jobs Increased
Kenosha County	52,230	68,654	16,424	31.4
Milwaukee County	609,787	624,639	14,852	2.4
Ozaukee County	35,309	50,773	15,464	43.8
Racine County	89,558	94,447	4,889	5.5
Walworth County	39,957	51,815	11,858	29.7
Washington County	46,120	61,691	15,571	33.8
Waukesha County	189,661	270,796	81,135	42.8

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

### Employment by Industry

Information regarding employment levels by industry provides valuable insight into the structure of the economy of an area and changes in that structure over time. This section presents current (2000) and historical employment levels for general industry groups. With the exception of government employment, the industry-related employment data presented in this section are based on the Standard Industrial Classification (SIC) system. Government employment includes all employees who work for government agencies and enterprises, regardless of the SIC code of such entities.

Current and historical job levels by general industry group are presented for Kenosha County and the Region on Table 2-14. Information is not available for the City, therefore County information is included. The 1990s saw the continuation of a shift in the regional economy from manufacturing to service jobs. Manufacturing employment in the Region was virtually unchanged during the 1990s, following a 15 percent decrease during the 1980s, and a modest four (4) percent increase during the 1970s. Conversely, service-related employment increased continually during each of the past three (3) decades – by 41 percent during the 1990s, 31 percent during the 1980s, and 47 percent during 1970s. Due to these differential growth rates, the proportion of manufacturing jobs relative to total jobs in the Region decreased from 32 percent in 1970 to 18 percent in 2000, while service-related employment increased from 18 percent in 1970 to 33 percent in 2000. In comparison to the manufacturing and service industry groups, other major industry groups – such as wholesale trade, retail trade, government, and finance, insurance, and real estate – have been relatively stable in terms of their share of total employment in the Region over the last three (3) decades. Agricultural jobs decreased by over 50 percent between 1970 and 2000, the only industry group other than manufacturing to lose employees.

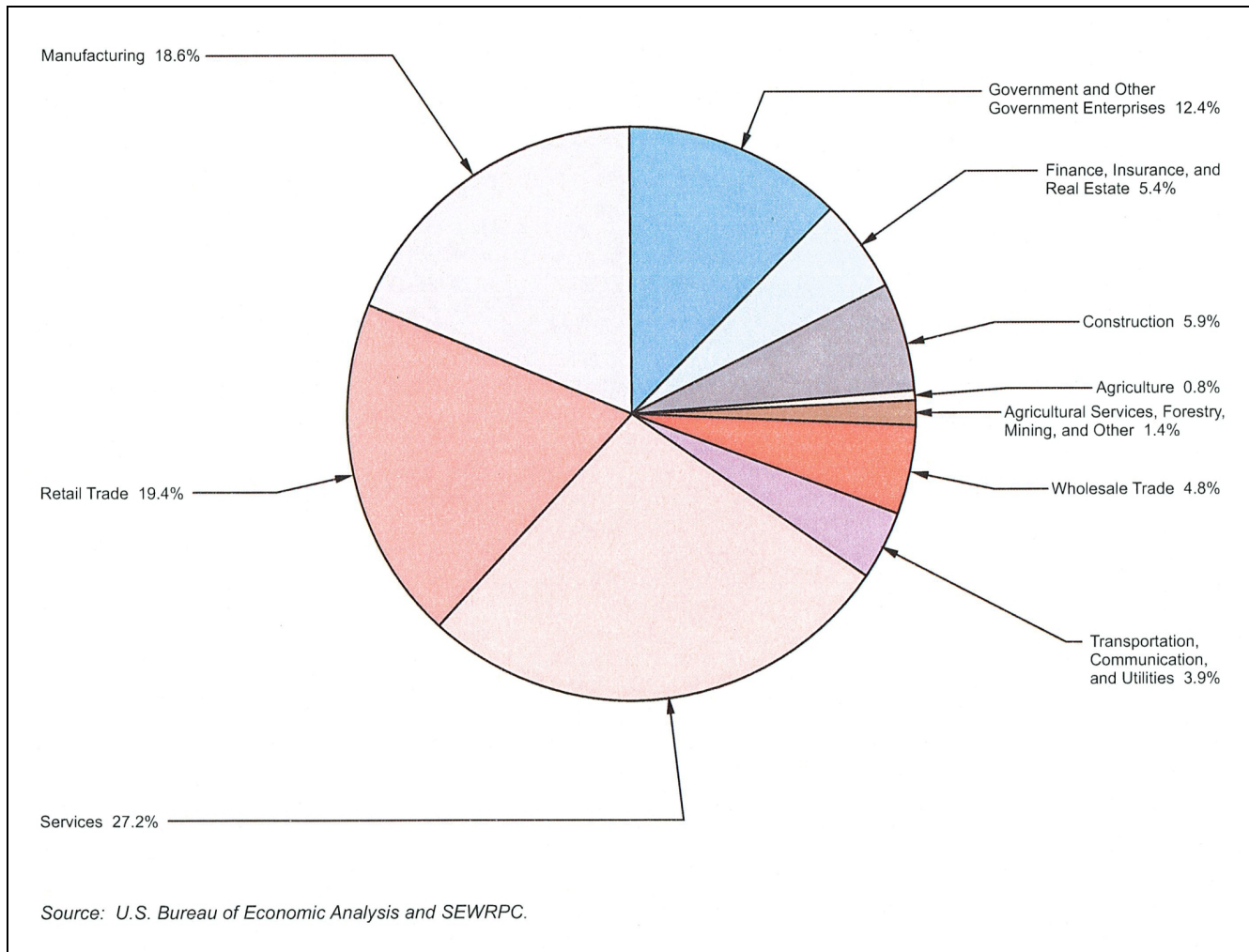
The percentage of jobs by general industry group in Kenosha County from 1970 to 2000 is shown in Figure 2-2, page 11. Similar to trend throughout the Region and the rest of Wisconsin, Kenosha County experienced a decrease in manufacturing jobs. Between 1970 and 2000, the number of manufacturing jobs in Kenosha County decreased from 16,521 to 12,801 jobs, or almost 23 percent. Accordingly, the proportion of manufacturing jobs relative to total jobs in the County decreased from over 39 percent in 1970 to fewer than 19 percent in 2000. All

<sup>7</sup> Information on jobs located in Kenosha County is derived from the U. S. Bureau of Economic Analysis, which compiles its data largely on information collected under State Unemployment Insurance programs. It should be noted that the U.S. Bureau of Economic Analysis periodically makes revisions to historic employment level data. The data presented in this report reflect revisions made through spring 2003.

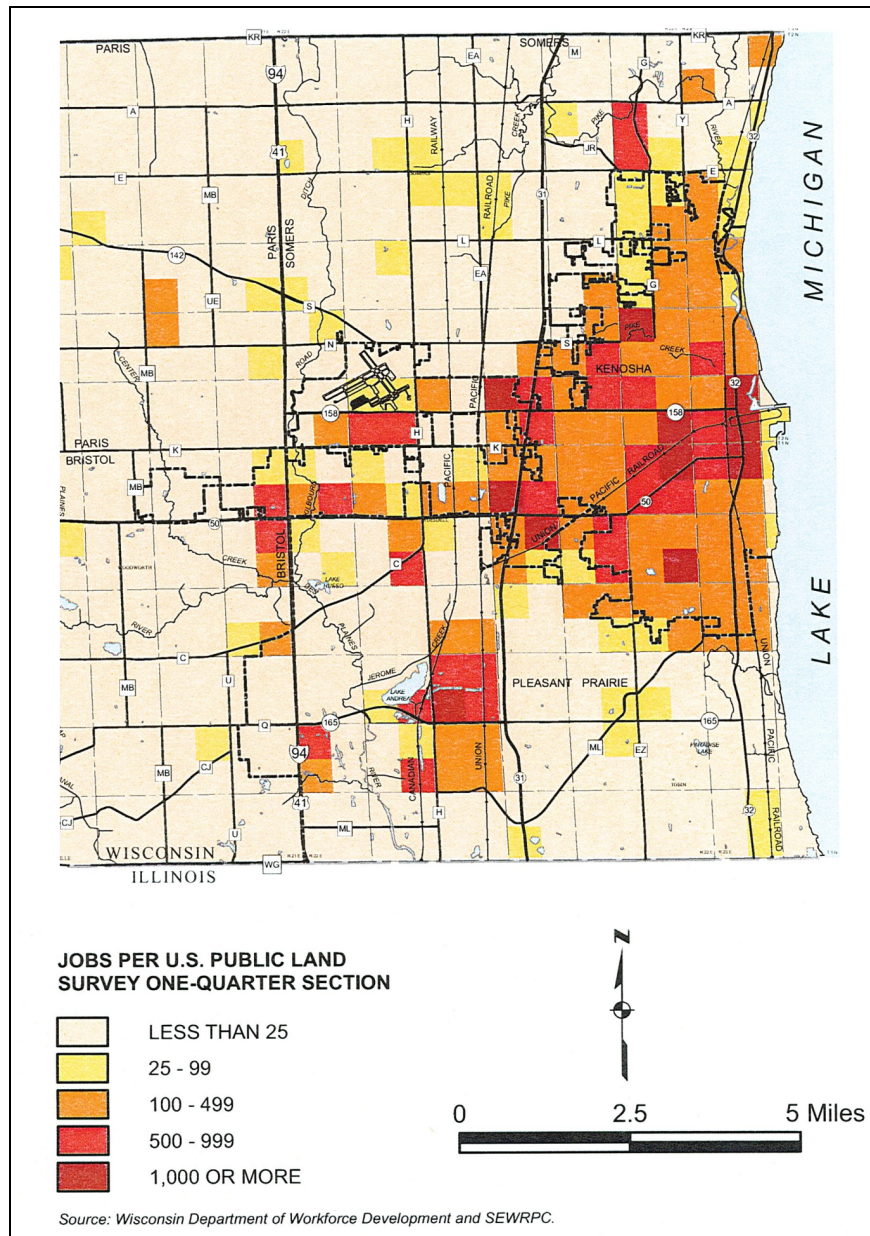
other job categories experienced employment growth between 1970 and 2000, with the exception of agricultural jobs, which decreased by over 57 percent between 1970 and 2000.

Employment distribution in Kenosha County in 2000 is shown on Map 2-1, page 12. Although generally concentrated in sewer service areas, concentrations of jobs are slightly more dispersed than concentrations of population.

**FIGURE 2-2**  
**PERCENTAGE OF JOBS BY GENERAL INDUSTRY GROUP IN KENOSHA COUNTY: 2000**



**MAP 2-1  
EMPLOYMENT DISTRIBUTION IN KENOSHA COUNTY: 2000**



**TABLE 2-14**  
**EMPLOYMENT BY GENERAL INDUSTRY GROUP IN KENOSHA COUNTY**  
**AND SOUTHEASTERN WISCONSIN: 1970-2000**

General Industry Group	SIC Group Code	KENOSHA COUNTY											
		Employment								Percent Change in Number of Jobs			
		1970		1980		1990		2000		1970-1980	1980-1990	1990-2000	1970-2000
		Jobs	% of Total	Jobs	% of Total	Jobs	% of Total	Jobs	% of Total				
Agricultural	01-02	1,369	3.3	1,253	2.3	742	1.4	583	0.8	-8.5	-40.8	-21.4	-57.4
Construction	15-17	1,568	3.7	3,103	5.7	2,841	5.4	4,048	5.9	97.9	-8.4	42.5	158.2
Manufacturing	20-39	16,521	39.2	18,241	33.7	10,382	19.9	12,801	18.6	10.4	-43.1	23.3	-22.5
Transportation, Communication and Utilities	40-42; 44-49	1,352	3.2	1,720	3.2	1,809	3.5	2,651	3.9	27.2	5.2	46.5	96.1
Wholesale Trade	50-51	715	1.7	981	1.8	1,496	2.9	3,267	4.8	37.2	52.5	118.4	356.9
Retail Trade	52-59	7,408	17.6	9,085	16.8	11,776	22.5	13,349	19.4	22.6	29.6	13.4	80.2
Finance, Insurance, and Real Estate	60-67	1,344	3.2	2,299	4.2	2,846	5.4	3,726	5.4	71.1	23.8	30.9	177.2
Service	70-89	6,896	16.4	10,120	18.7	13,269	25.4	18,706	27.2	46.8	31.1	41.0	171.3
Government <sup>a</sup>	N/A	4,828	11.5	6,909	12.8	6,589	12.6	8,534	12.4	43.1	-4.6	29.5	76.8
Other <sup>b</sup>	07-09; 10-14; 99	109	0.3	413	0.8	480	0.9	989	1.4	278.9	16.2	106.0	807.3
<b>TOTAL</b>	<b>---</b>	<b>42,110</b>	<b>100.0</b>	<b>54,124</b>	<b>100.0</b>	<b>52,230</b>	<b>100.0</b>	<b>68,654</b>	<b>100.0</b>	<b>28.5</b>	<b>-3.5</b>	<b>31.4</b>	<b>63.0</b>

General Industry Group	SIC Group Code	SOUTHEASTERN WISCONSIN REGION											
		Employment								Percent Change in Number of Jobs			
		1970		1980		1990		2000		1970-1980	1980-1990	1990-2000	1970-2000
		Jobs	% of Total	Jobs	% of Total	Jobs	% of Total	Jobs	% of Total				
Agricultural	01-02	12,000	1.5	10,000	1.0	7,200	0.7	5,900	0.5	-16.7	-28.0	-18.1	-50.8
Construction	15-17	32,400	4.1	33,900	3.6	45,100	4.2	53,800	4.4	4.6	33.0	19.3	66.0
Manufacturing	20-39	254,400	32.4	264,200	27.9	223,500	21.0	224,400	18.3	3.9	-15.4	0.4	-11.8
Transportation, Communication and Utilities	40-42; 44-49	38,500	4.9	42,200	4.4	46,300	4.4	54,800	4.5	9.6	9.7	18.4	42.3
Wholesale Trade	50-51	37,200	4.7	46,200	4.9	55,300	5.2	64,400	5.3	24.2	19.7	16.5	73.1
Retail Trade	52-59	133,900	17.1	153,900	16.2	185,400	17.4	193,700	15.8	14.9	20.5	4.5	44.7
Finance, Insurance, and Real Estate	60-67	47,600	6.1	75,600	8.0	81,800	7.7	93,700	7.7	58.8	8.2	14.5	96.8
Service	70-89	141,800	18.1	216,700	22.8	304,700	28.7	406,000	33.2	52.8	40.6	33.2	186.3
Government <sup>a</sup>	N/A	84,400	10.8	101,100	10.7	106,200	10.0	114,400	9.3	19.8	5.0	7.7	35.5
Other <sup>b</sup>	07-09; 10-14; 99	2,700	0.3	4,400	0.5	7,100	0.7	11,700	1.0	63.0	61.4	64.8	333.3
<b>TOTAL</b>	<b>---</b>	<b>784,900</b>	<b>100.0</b>	<b>948,200</b>	<b>100.0</b>	<b>1,062,600</b>	<b>100.0</b>	<b>1,222,800</b>	<b>100.0</b>	<b>20.8</b>	<b>12.1</b>	<b>15.1</b>	<b>55.8</b>

<sup>a</sup> Includes all non-military government agencies and enterprises.

<sup>b</sup> Includes agricultural services, forestry, commercial fishing, mining, and unclassified jobs.

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

## SUMMARY

This chapter has presented information on historical and existing population, household, and employment trends in Kenosha County. The following findings are of particular significance to the preparation of the City of Kenosha comprehensive plan:

- Kenosha has experienced an increase in population since 1870. Between 1900 and 1930 and again between 1940 and 1970 the City experienced a rapid rate of increase in population, followed by more modest growth rates in the decades between 1980 and 1990. The growth rate picked up again between 1990 and 2000, increasing by 12 percent. The City had 90,352 residents in 2000. The Wisconsin

Department of Administration estimates that the City population had increased to 95,910 residents in 2008.

- In 2000, about 31 percent of the City population was under the age of 20; about 57 percent was between the ages of 20 and 64; and about 12 percent was age 65 and over.
- In 2000, there were 34,411 households with an average size of 2.54 persons per household in Kenosha. 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.
- The 1999 median annual household income was \$41,902 for the City. Median annual household income has a significant effect on the type, size, and location of housing. Efforts to provide affordable housing for households of all income levels were addressed as part of the multi-jurisdictional planning process, and the results are documented in the Housing Element chapter.
- In 2000, about 67 percent of all City residents 16 years of age and older were employed. The majority of City workers were employed in management or professional occupations (about 28 percent), sales and office occupations (about 27 percent), and production, transportation, and material moving occupations (about 21 percent).
- In 2000, just under 50 percent of City residents 25 years of age and older had attended some college or attained an associates, bachelor, or graduate degree.
- Over 64 percent of employed City residents worked in Kenosha County in 2000. More people commuted out of the County for work than commuted into the County. Of City residents who commuted out of the County for work, the largest percentage went to work in Lake County in Illinois.

\* \* \* \* \*