



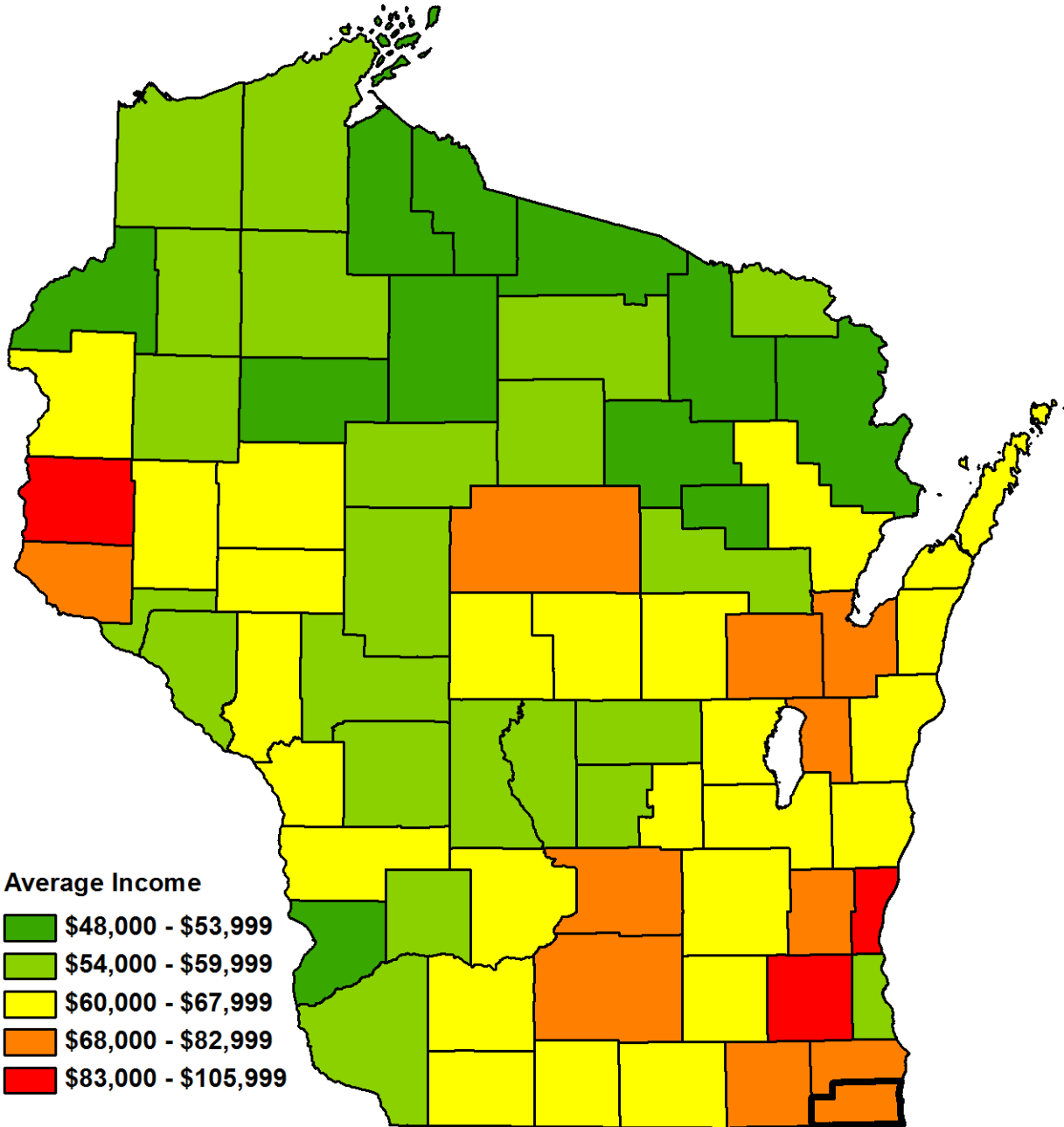
# Kenosha County



## WORKFORCE & ECONOMIC 2015 PROFILE



## Average Household Income By County



Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

# 2015 Kenosha County Workforce Profile

## National and State Economic Outlook

Robust economic growth after the Great Recession remains anticipated. The recession ended in June of 2009. This recovery has been the slowest of post-war cycles. U.S. gross domestic product (GDP) growth through this recovery cycle has averaged just over two percent per year. Most recoveries show growth rates in the three percent range.

As with all economic growth, benefits have accrued. Job levels are up. Wages have increased. Home values are nearly back to prerecession levels. Wisconsin total non-farm jobs have increased by 200,000 since the trough in February 2010 through October 2015. The state's manufacturing industries have gained almost 50,000 jobs. Total nominal wages paid have increased by 17 percent since bottoming out in 2009. Aggregate household real estate values have all but full recovered from the national housing devaluations that began in 2006.

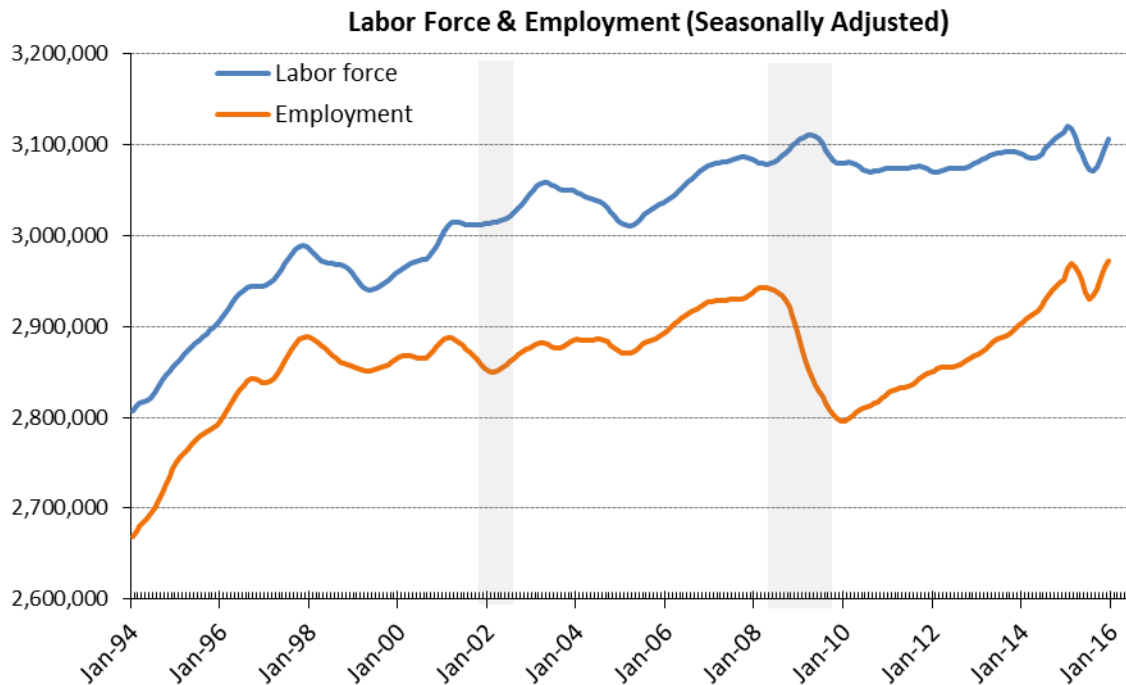
So what is it, six years after the recession ended, that is holding the national economy back from even stronger growth? A variety of factors are having an impact, such as: flat real wages, lack of business investment, focus of business investment, slower global economic growth, a stronger U.S. currency and its impact on U.S. and Wisconsin exports, and snug government capital and operations budgets.

The silver lining may be that the slower the growth, the longer the recovery will last. This recovery is 70 months old as of December 2015 with no expected downturn in sight. The average growth period of post-war business cycles is 58.4 months.

## Workforce Outlook

On the workforce front, there is much discussion of the "skills gap" – the inability of employers to find and keep skilled workers. One anecdote often voiced is that Wisconsin companies could expand business if only they could find and retain skilled workers.

Wisconsin has never had more people employed and the unemployment rate is registering low levels not seen since the early 2000s. However, as has been discussed repeatedly over the years (Winters, Strang, & Klus, 2000; Winters, Gehrke, Grosso, & Udalova, 2009; Wisconsin Taxpayer Alliance, 2015), Wisconsin faces a quantity challenge and, as a consequence, a skills challenge.



Source: Local Area Unemployment Statistics, Bureau of Labor Statistics

## 2015 Kenosha County Workforce Profile

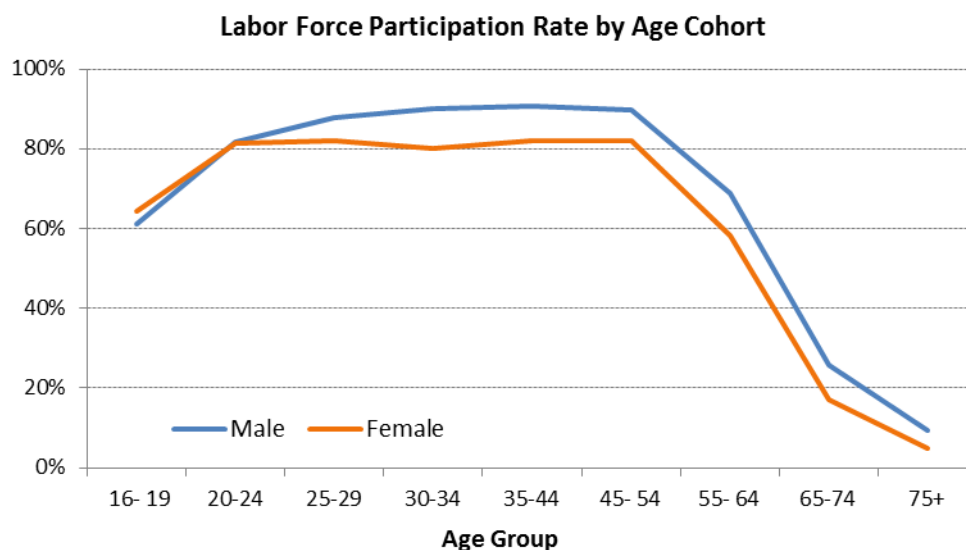
Businesses will be competing not only with each other for workers with similar skills, but also with entities of other disciplines. For example, one company may try to recruit a math teacher to become a computer programmer. Then the school will have to find another math teacher from, say, an insurance company, which, in turn, may try to recruit someone out of health care. The point is that without enough workers to go around, some businesses will end up short of talent.

This is true not only of highly skilled workers, but for all positions. Even retail and restaurant operations are displaying help-wanted signs.

During the late 1990s when the U.S. economic expansion was setting new longevity marks, there was a similar quantity challenge. The national unemployment rate fell to 3.8 percent in July 2000 and Wisconsin's unemployment rate fell to 3.0 percent in July of 1999. Two recessions alleviated the labor quantity constraints from 2001 to 2014. Now the U.S. unemployment rate is down to 5.0 percent (Wisconsin December 2015 seasonally adjusted unemployment rate was 4.3 percent), GDP is only growing at 2.0 percent, and businesses are already experiencing quantity challenges.

The major change in the labor force during this period is that now the Baby Boomers are fifteen years older and leaving the labor force in unprecedented numbers. The oldest Baby Boomers (born in 1946) will be 70 years old in 2016. The youngest (born in 1964) will be 52 years old, a mere three years from a rapid decline in their participation in the labor force.

Below is a graph of the labor force participation rate (LFPR) by age cohort. The LFPR drops precipitously after age 55. The bulk of the Baby Boomers are now over age 55.



Source: Bureau of Labor Statistics

Wisconsin's overall labor force participation rate peaked in the late 1990s and the employment-to-population ratio (e/pop) peaked in 1997 at 72.9 percent. The 2014 e/pop rate was above the 2010 low of 63.4 percent, at 64.7 percent.

The exit of Baby Boomers (people born between 1946 and 1964) from the labor market will affect future growth of Wisconsin's e/pop rate.

Population growth and age distribution will drive labor force availability in local and regional labor sheds. Below are county level demographic and economic characterizations. The primary factor driving economic trends in future years will be workforce developments and talent access.



## Population and Demographics

### Kenosha County's 10 Most Populous Municipalities

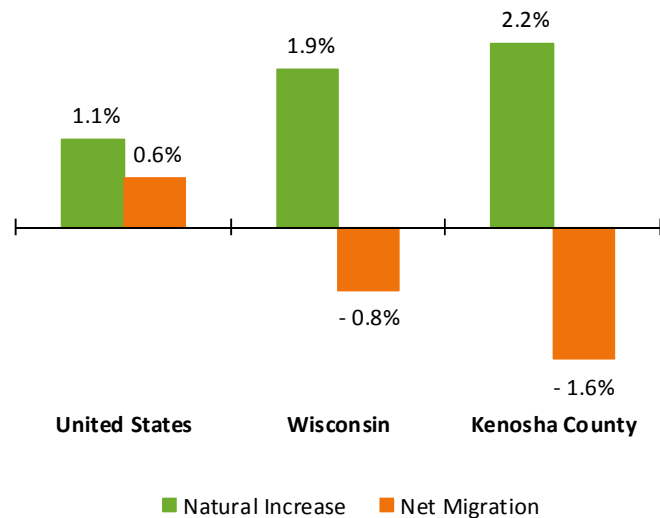
|                           | April 2010 Census | January 2015 Estimate | Numeric Change | Proportional Change |
|---------------------------|-------------------|-----------------------|----------------|---------------------|
| <b>United States</b>      | 308,400,408       | 320,289,069           | 11,888,661     | 3.9%                |
| <b>Wisconsin</b>          | 5,686,986         | 5,753,324             | 66,338         | 1.2%                |
| <b>Kenosha County</b>     | 166,426           | 167,493               | 1,067          | 0.6%                |
| Kenosha, City             | 99,218            | 99,623                | 405            | 0.4%                |
| Pleasant Prairie, Village | 19,719            | 20,370                | 651            | 3.3%                |
| Salem, Town               | 12,067            | 12,086                | 19             | 0.2%                |
| Somers, Town              | 9,597             | 9,514                 | -83            | -0.9%               |
| Twin Lakes, Village       | 5,989             | 6,050                 | 61             | 1.0%                |
| Bristol, Village          | 4,914             | 4,972                 | 58             | 1.2%                |
| Wheatland, Town           | 3,373             | 3,344                 | -29            | -0.9%               |
| Randall, Town             | 3,180             | 3,181                 | 1              | 0.0%                |
| Paddock Lake, Village     | 2,992             | 2,992                 | 0              | 0.0%                |
| Silver Lake, Village      | 2,411             | 2,401                 | -10            | -0.4%               |

Source: Demographic Services Center, Wisconsin Department of Administration

The chart above lists Kenosha County's ten largest municipalities and compares population growth since the 2010 Census at the municipal, county, state, and national level. Population growth in Wisconsin and Kenosha County was slow as compared to the United States, although Kenosha's growth rate was somewhat higher than the state's and much higher than neighboring counties'. Walworth County to the west grew by .02 percent while Racine County to the north grew by 76 residents during the period for a growth rate of less than .01 percent. Kenosha County growth of 1,067 residents, or 0.6 percent, distributed differently among municipalities. While the City of Kenosha and Village of Pleasant Prairie experienced strong population growth, the Towns of Somers and Wheatland experienced population declines during the period.

The graph to the right displays the components of population growth in Kenosha County, the state, and the nation. The components include migration, which is movement of residents into and out of the area, and natural increases and decreases resulting from births and deaths. Population growth has been further fueled with a strong birth rate. Net migration remains negative. Kenosha was hit especially hard by the Great Recession and its aftermath, which, along with its proximity to Illinois, contributed to its higher rate of out-migration. The county's strong natural increase is a reflection of its younger population, which had a median age of 37.4 in 2014 compared to 39.2 in Wisconsin.

Components of Population Change

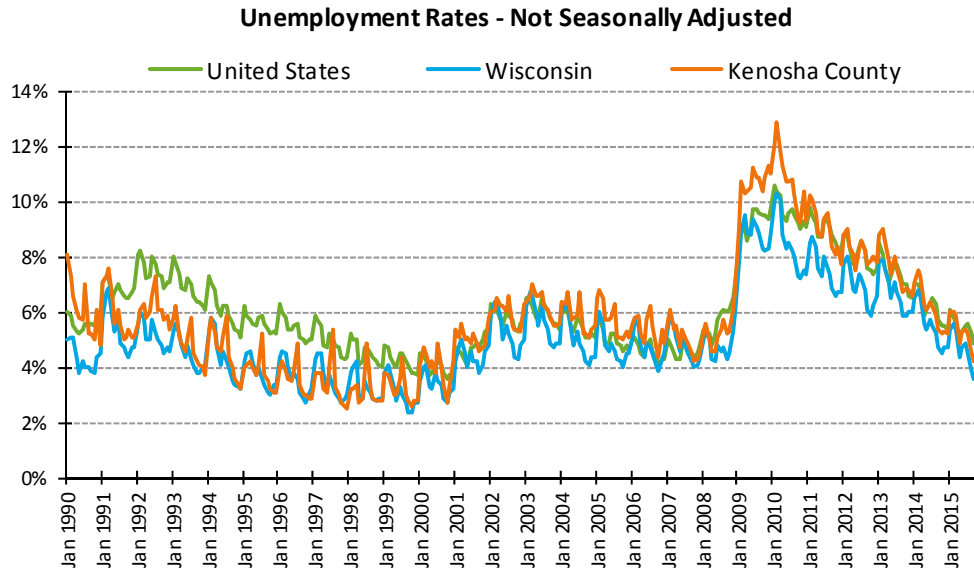


Source: Demographic Services Center, Wisconsin Department of Administration



## Labor Force Dynamics

The graph to the right tracks the unemployment rate in Kenosha County since 1990 and compares it to state and national rates during the same time period. Since this unemployment data has not been seasonally adjusted, or smoothed, the graph also shows seasonal employment variations within each year. The seasonality of the county's labor market is moderate and typical,

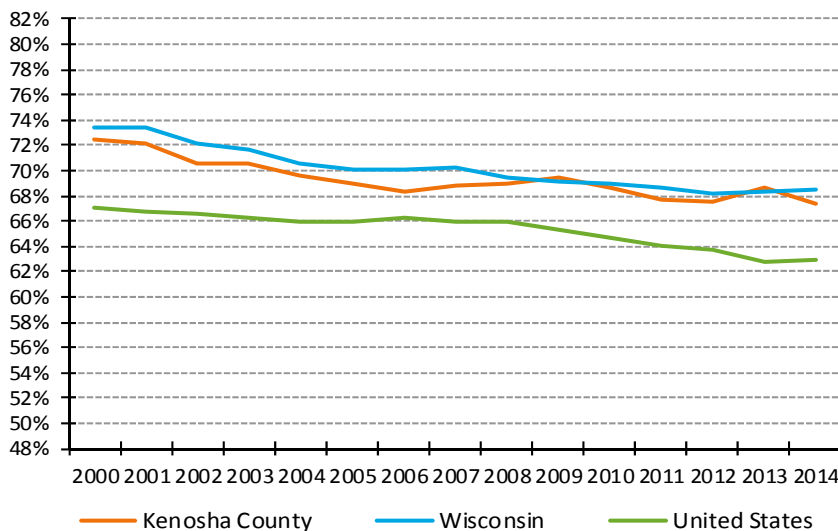


Source: Local Area Unemployment Statistics, Bureau of Labor Statistics

with normal peaks of unemployment early in the year and again in summer as students enter the job market in search of work, and normal troughs late in the year. The Great Recession caused national, state, and county unemployment rates to rise sharply after 2008 and peak in early 2010. Since then, rates have steadily fallen as the economy has recovered. Kenosha County's average annual unemployment rate in 2015 was 5.2 percent, which was higher than the state rate of 4.6 percent, but lower than the national rate of 5.3 percent.

The unemployment rate is closely related to the labor force participation rate (LFPR), which reflects not only an area's economic conditions, but also its age demographics. It is the portion of the population age 16 years and

### Labor Force Participation Rates



Source: Current Population Survey, U.S. Department of Commerce, Census Bureau

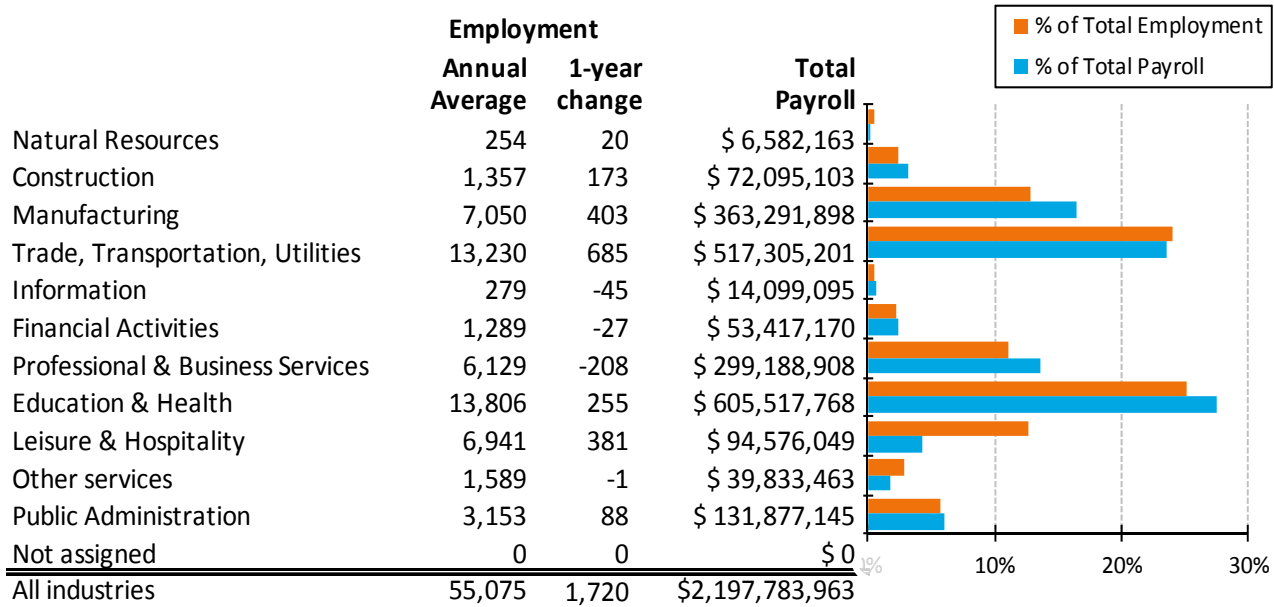
older who are employed or actively seeking employment. Aging of the population combined with high unemployment during and after the Great Recession have caused national, state, and county LFPRs to trend downward in recent years. But recent tightening in the job market has attracted more participants, causing participation rates to level off.

The employment and wage distribution graph above shows the one-year change in employment and the economic impact of industry sectors in Kenosha County from



## Industry Employment and Wages

2014 Employment and Wage Distribution by Industry in Kenosha County



Source: WI DWD, Bureau of Workforce Training, Quarterly Census Employment and Wages, June 2015

both an employment and payroll perspective. The county's job base grew by 1,720 jobs or 3.2 percent during 2014, which was more than double average statewide job growth of 1.3 percent during the same period. Strongest employment growth occurred in trade, transportation, and utilities (TTU), with job gains of 685 divided evenly between the retail and warehousing subsectors. TTU is the county's second largest employment sector after education and health services, but if its rapid growth continues, it may soon become the county's largest. Manufacturing and leisure and hospitality, which are about half the size of TTU, also added significant numbers of jobs. TTU accounts for 24 percent of the county's jobs and 23 percent of total county payroll. Manufacturing's share of total jobs and payroll is 13 and 17 percent, respectively, while leisure and hospitality's share is 13 percent of

total jobs and four percent of payroll. This disparity reflects the comparatively higher wages paid to manufacturing workers than to workers in leisure and hospitality and other sectors.

The table at the bottom of page five shows annual average wage by industry in Kenosha County, compares those wages to the statewide average, and displays the county's one-year change in each of the sectors. Ke-

Average Annual Wage by Industry Division in 2014

|                                   | Wisconsin Average Annual Wage | Kenosha County Average Annual Wage | Percent of Wisconsin | 1-year % change |
|-----------------------------------|-------------------------------|------------------------------------|----------------------|-----------------|
| All industries                    | \$ 43,856                     | \$ 39,905                          | 91.0%                | 2.7%            |
| Natural Resources                 | \$ 36,156                     | \$ 25,914                          | 71.7%                | 2.9%            |
| Construction                      | \$ 55,317                     | \$ 53,128                          | 96.0%                | 7.2%            |
| Manufacturing                     | \$ 54,365                     | \$ 51,531                          | 94.8%                | 4.3%            |
| Trade, Transportation & Utilities | \$ 37,362                     | \$ 39,101                          | 104.7%               | 3.5%            |
| Information                       | \$ 62,482                     | \$ 50,534                          | 80.9%                | 15.1%           |
| Financial Activities              | \$ 61,884                     | \$ 41,441                          | 67.0%                | 1.1%            |
| Professional & Business Services  | \$ 52,386                     | \$ 48,815                          | 93.2%                | 1.2%            |
| Education & Health                | \$ 44,829                     | \$ 43,859                          | 97.8%                | 2.2%            |
| Leisure & Hospitality             | \$ 16,055                     | \$ 13,626                          | 84.9%                | 4.9%            |
| Other Services                    | \$ 25,847                     | \$ 25,068                          | 97.0%                | 10.9%           |
| Public Administration             | \$ 44,462                     | \$ 41,826                          | 94.1%                | -1.4%           |

Source: WI DWD, Labor Market Information, QCEW, June 2015

## Employment Projections

### Southeast Workforce Development Area Industry Projections, 2012-2022

Kenosha, Racine and Walworth Counties

| Industry                                | 2012       | Projected  | Change (2012-2022) |         |
|---|------------|------------|--------------------|---------|
|   | Employment | Employment | Employment         | Percent |
| All Industries                          | 185,706    | 205,324    | 19,618             | 11%     |
| Natural Resources                       | 6,420      | 6,013      | -407               | -6%     |
| Construction                            | 4,348      | 5,287      | 939                | 22%     |
| Manufacturing                           | 33,613     | 36,719     | 3,106              | 9%      |
| Trade, Transportation, and Utilities    | 32,095     | 34,863     | 2,768              | 9%      |
| Information                             | 945        | 864        | -81                | -9%     |
| Financial Activities                    | 5,198      | 5,664      | 466                | 9%      |
| Professional and Business Services      | 15,223     | 18,484     | 3,261              | 21%     |
| Education and Health Services           | 42,491     | 48,144     | 5,653              | 13%     |
| Leisure and Hospitality                 | 19,860     | 22,369     | 2,509              | 13%     |
| Other Services                          | 5,443      | 5,989      | 546                | 10%     |
| Public Administration                   | 9,797      | 10,178     | 381                | 4%      |
| Self-Employed and Unpaid Family Workers | 10,273     | 10,750     | 477                | 5%      |

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, September 2015.

Kenosha's average annual wage is nine percent less than the state average but increased at a slightly faster rate, 2.7% in Kenosha County compared to 2.5% in Wisconsin. Trade, transportation and utilities was the only county sector paying wages that exceeded the state average, a likely result of rapid growth in that industry.

The table above presents ten-year regional employment projections by industry sector for the Southeast Workforce Development Area, which is comprised of Racine, Kenosha, and Walworth Counties. The change in the number of jobs from 2012 to 2022 represents new jobs expected to be created during the period.

In 2014, Racine had the largest job base of the three counties, with 44 percent of the region's jobs. Kenosha and Walworth counties had 33 and 24 percent, respectively. Ten-year regional employment growth is projected to exceed statewide projected job growth of 7.1 percent. Jobs in the three-county area are expected to increase 11 percent between 2012 and 2022, with average annual growth of 1.1 percent or 1,962 jobs per year. Employment in the area grew by over 3,000 new jobs or 1.9 percent during 2014, exceeding projections. Most of the job growth occurred in Kenosha County which, despite comprising 33 percent of the regional job base, accounted for 54 percent of the area's new jobs in 2014.

The education and health services sector is projected to add the most jobs between 2012 and 2022, with health services employment expected to grow faster than educational services. The professional and business services sector, which provides professional, technical, and administrative services to businesses, is also expected to add jobs. A large portion of recent and projected growth in this sector are in the employment services subsector, which often provide business with temporary workers. These workers may work in a variety of industries such as health care or manufacturing, but as long as they are employed by an employment services establishment, their jobs are counted in the professional and business services sector, even if they are a nurse working in a hospital or a welder working in a manufacturing plant.

To get more detailed information about the types of jobs included in employment projections, we can also look at expected job growth by occupation. The table above displays projected total job openings through 2022 and in-



Employment Projections

Southeast Workforce Development Area Occupation Projections, 2012-2022

Kenosha, Racine and Walworth Counties

| Occupation Group                   | Employment |         |                    |     | Average Annual Openings |                    |                | Median Annual Wage |
|------------------------------------|------------|---------|--------------------|-----|-------------------------|--------------------|----------------|--------------------|
|                                    | 2012       | 2022    | Change (2012-2022) |     | Due to Growth           | Due to Replacement | Total Openings |                    |
| All Occupations                    | 185,706    | 205,324 | 19,618             | 11% | 2,047                   | 4,462              | 6,509          | \$ 31,892          |
| Management                         | 8,492      | 9,354   | 862                | 10% | 94                      | 174                | 268            | \$ 87,429          |
| Business and Financial             | 5,748      | 6,500   | 752                | 13% | 76                      | 120                | 196            | \$ 55,529          |
| Computer and Mathematical          | 1,457      | 1,700   | 243                | 17% | 25                      | 24                 | 49             | \$ 62,575          |
| Architecture and Engineering       | 2,677      | 2,957   | 280                | 10% | 29                      | 69                 | 98             | \$ 67,167          |
| Life, Physical, and Social Science | 821        | 910     | 89                 | 11% | 9                       | 24                 | 33             | \$ 55,847          |
| Community and Social Service       | 2,368      | 2,588   | 220                | 9%  | 22                      | 55                 | 77             | \$ 41,122          |
| Legal                              | 643        | 752     | 109                | 17% | 11                      | 10                 | 21             | \$ 54,657          |
| Education, Training, and Library   | 13,406     | 14,532  | 1,126              | 8%  | 113                     | 293                | 406            | \$ 47,831          |
| Arts, Entertainment and Media      | 2,540      | 2,892   | 352                | 14% | 40                      | 63                 | 103            | \$ 38,745          |
| Healthcare Practitioners           | 9,160      | 11,029  | 1,869              | 20% | 187                     | 182                | 369            | \$ 60,470          |
| Healthcare Support                 | 4,446      | 5,164   | 718                | 16% | 72                      | 84                 | 156            | \$ 28,118          |
| Protective Service                 | 4,013      | 4,301   | 288                | 7%  | 30                      | 127                | 157            | \$ 41,078          |
| Food Preparation and Serving       | 16,333     | 18,043  | 1,710              | 10% | 172                     | 613                | 785            | \$ 18,440          |
| Building & Grounds Maintenance     | 7,224      | 8,315   | 1,091              | 15% | 109                     | 148                | 257            | \$ 23,263          |
| Personal Care and Service          | 9,825      | 11,282  | 1,457              | 15% | 146                     | 209                | 355            | \$ 21,334          |
| Sales and Related                  | 17,920     | 19,005  | 1,085              | 6%  | 111                     | 558                | 669            | \$ 22,821          |
| Office and Administrative Support  | 27,100     | 28,856  | 1,756              | 6%  | 200                     | 601                | 801            | \$ 30,593          |
| Farming, Fishing, and Forestry     | 2,983      | 2,744   | -239               | -8% | 3                       | 82                 | 85             | \$ 27,528          |
| Construction and Extraction        | 4,855      | 5,812   | 957                | 20% | 96                      | 80                 | 176            | \$ 50,932          |
| Installation, Maintenance, Repair  | 6,787      | 7,644   | 857                | 13% | 87                      | 154                | 241            | \$ 42,190          |
| Production                         | 22,994     | 25,209  | 2,215              | 10% | 233                     | 467                | 700            | \$ 31,378          |
| Transportation & Material Moving   | 13,914     | 15,735  | 1,821              | 13% | 184                     | 324                | 508            | \$ 28,273          |

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, September 2015

cludes not only openings resulting from the creation of new jobs (Change column) but also replacement openings in previously created jobs that are anticipated to occur as incumbent workers leave those positions, necessitating the hiring of new workers to replace them (Replacement Openings column). Large numbers of Baby Boomers are expected to retire within the next few years, which is why projected replacement openings exceed the number of openings expected to occur as a result of job growth. This phenomenon is occurring not only in the Southeast region, but throughout the state economy as well. The largest number of job openings are projected in office and administrative support, food preparation and serving, production, and sales and related. Large numbers of replacement openings are projected in those occupations that are not expected to grow significantly, such as office and administrative support and sales and related. This is especially common in occupations with older workforces and large numbers of anticipated retirements during the projection period, as well as low-wage occupations which tend to have younger workforces but higher rates of employee turnover.

The chart on the next page displays the ten-year personal income trend in Kenosha County, Wisconsin and the United States. Dollar amounts have been adjusted for inflation to allow comparison between 2004 and 2014. Personal income consists of earned income from employment plus income from assets (dividends, interest, and rent receipts) plus transfer receipts. Transfer receipts are government payments not made in exchange for

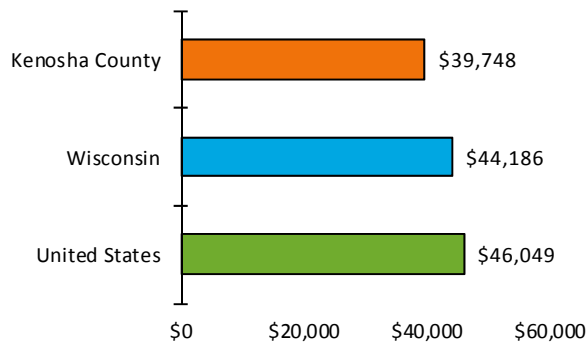
## Personal Income

|                | 2004 Nominal<br>Per Capita<br>Personal Income | 2004 Per Capita<br>Personal Income in<br>2014 dollars | 2014 Per Capita<br>Personal Income | Nominal Change in<br>Per Capita<br>Personal Income<br>(2004 - 2014) | Inflation-adjusted<br>Change in Per Capita<br>Personal Income<br>(2004 - 2014) |
|----------------|---|---|------------------------------------|---|--|
| United States  | \$34,316                                      | \$41,709  | \$46,049                           | 34.2%   | 10.4%  |
| Wisconsin      | \$33,350                                      | \$40,534  | \$44,186                           | 32.5%   | 9.0%   |
| Kenosha County | \$31,969                                      | \$38,856  | \$39,748                           | 24.3%   | 2.3%   |

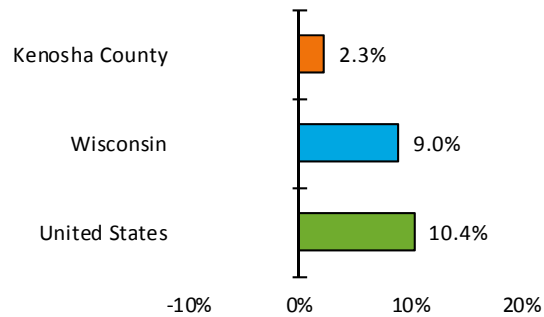
Source: Bureau of Economic Analysis

goods or services. Examples include, but are not limited to, social security checks, Unemployment Insurance, veterans' benefits, Medicare, Medicaid, and public assistance. Per capita personal income (PCPI) is calculated by dividing total personal income in a geographic area by that area's total population. The population number used to calculate PCPI is the entire population, not just those of working age, and includes children, retirees and others who are not typically wage earners. Similar to adjusting for inflation, which allows us to compare between time periods, adjusting personal income to a per capita basis allows us compare areas which have differ-

2014 Per Capita Personal Income



2004 - 2014 Change in Per Capita Personal Income, Inflation-adjusted



Source: Bureau of Economic Analysis

ent population sizes.

Kenosha's PCPI of \$39,748 in 2014 was less than state and national PCPI. Ten-year nominal increase in personal income was lower than state and national income growth and after adjusting for inflation, county PCPI increased by 2.3 percent since 2004. Even with recent strong job growth in the county, recession-related job losses and high unemployment resulted in slow income growth over the last ten years.

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