

SEWRPC Community Assistance Planning Report No. 299, 2nd Edition

A MULTI-JURISDICTIONAL COMPREHENSIVE PLAN UPDATE FOR KENOSHA COUNTY

Chapter 2

UPDATE OF POPULATION, HOUSEHOLD, AND EMPLOYMENT DATA AND PROJECTIONS

2.1 INTRODUCTION

Existing and projected resident population levels are an important consideration in comprehensive planning. The projected future population in the County is used to calculate the projected number of households, which may indicate a need to develop new housing units. An increase in the number of jobs projected in the County, other than those related to agriculture, may indicate a need for additional areas to be identified for commercial or industrial development.

The 2010 County comprehensive plan included population, housing, household, and employment data through the year 2008, and population, household, and employment projections to the year 2035. Tabular data in the comprehensive plan update provides existing demographic information through 2020, and extends population, household, and employment projections through the year 2050. The projections were developed by SEWRPC for VISION 2050.¹ As in prior projection efforts, the Commission prepared a range of projections: low, intermediate, and high. The intermediate growth projection is considered to be the most likely to be achieved and was the projection used for Kenosha County in the development of VISION 2050. The high and low projections are intended to provide an indication of the levels that could be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios.

¹ SEWRPC Planning Report No. 55, VISION 2050: A Regional Land Use and Transportation Plan for Southeastern Wisconsin, July 2017.

2.2 POPULATION

Data on the populations trends in Kenosha County Communities are presented in Table 2.1. The population in the County increased from 166,426 to 169,151 residents between 2010 and 2020, an increase of 1.6 percent. This was a slower growth rate than the 11.3 percent increase experienced between 2000 and 2010. The slower growth rate in the County during the last decade is consistent with those observed in both Kenosha County and the Region as a whole.

As shown in Table 2.2, the population of the County is expected to continue to increase between 2010 and 2050, to about 251,100 persons under VISION 2050 (intermediate growth projection). This represents an increase of about 51 percent over the 2010 population, or an average of about 2,118 additional residents per year. This rate of increase is somewhat higher than the average increase in residents per year between 1980 and 2010, when the County grew by an average of 1,443 residents per year.

2.3 HOUSEHOLDS

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 police and fire protection, water supply, wastewater treatment, and parks. The number of households in the County, shown in Table 2.3 increased from 62,650 households in 2010 to 66,842 households in 2020, an increase of about 7 percent.

As shown in Table 2.4, VISION 2050 projects that the number of households in the County will increase to 100,900 households, or by about 61 percent, between 2010 and 2050 under VISION 2050 (intermediate growth projection). Commission projections indicate that the average size of households throughout the Region, including Kenosha County, may be expected to continue to decrease in the years ahead. In Kenosha County, the average household size, which stood at 2.58 people per household in 2010, decreased to 2.46 in 2020, and is projected to decrease to 2.42 by 2050.

2.4 EMPLOYMENT

Table 2.5 provides information on the number of jobs located in the Region and Kenosha County. There were 84,600 jobs in the County in 2020, which is an increase of about 21 percent from 2010 levels. This significant increase can be attributed to, in part, the recovery from the national economic recession in the latter part of the last decade.

Employment projections under VISION 2050 for Kenosha County are presented in Table 2.6. Total employment, or jobs, located in the County are projected to increase to 102,700 jobs by 2050, an increase of about 37 percent from 2010 levels.

SEWRPC projections for the Region and Kenosha County indicate that a change may be expected in the types of jobs available in the years ahead. The largest increases are projected to be in the service sector (business, health, social, recreational, and other services), with service sector employment projected to increase by 32 percent in the Region and 47 percent in Kenosha County. Employment in the industrial sector—including manufacturing, wholesaling activities, and construction jobs—is projected to increase by 8 percent in the Region and 61 percent in Kenosha County. Retail employment is projected to increase by 17 percent in both the Region and the County.

2.5 COMMUNITY LEVEL PROJECTIONS

The preparation of the County multi-jurisdictional comprehensive plan update requires population, household, and employment projections for each local government participating in the planning effort. The 2010 comprehensive plan included projections through the year 2035 that were selected by the participating local governments from a set of alternative projections that were reviewed and considered by each local government.

The community-level projection for the year 2035 included in the 2010 county multi-jurisdictional comprehensive plan have been re-evaluated and extended to the year 2050. The updated projections for population, household, and employment levels for Kenosha County communities are shown in Table 2.7. The 2050 projections for the participating local governments are the same or only slightly different from the 2035 projections included in the 2010 plan and represent an extension of the 2035 projections to the year 2050.

Table 2.1
Total Population in Kenosha County by Civil Division: 1980-2020

Civil Division	Census					Change: 1980-2000		Change: 2000-2010		Change: 2010-2020	
	1980	1990	2000	2010	2020	Number	Percent	Number	Percent	Number	Percent
Towns											
Brighton	1,180	1,264	1,450	1,456	1,422	270	22.9	6	0.4	-34	-2.3
Bristol ^a	3,599	3,968	4,538	2,330	--	939	26.1	--	--	--	--
Paris	1,612	1,482	1,473	1,504	1,397	-139	-8.6	31	2.1	-107	-7.1
Randall	2,155	2,395	2,929	3,180	3,285	774	35.9	251	8.6	105	3.3
Salem ^b	6,292	7,146	9,871	12,067	--	3,579	56.9	2,196	22.2	--	--
Somers ^c	7,724	7,748	9,059	9,597	992	1,335	17.3	538	5.9	--	--
Wheatland	2,908	3,263	3,292	3,373	3,391	384	13.2	81	2.5	18	0.5
City											
Kenosha	77,685	80,426	90,352	99,218	99,986	12,667	16.3	8,866	9.8	768	0.8
Villages											
Bristol ^a	0	0	0	2,584	5,192	--	--	376	8.3	278	5.7
Genoa City ^d	0	0	0	6	5	--	--	6	--	-1	-16.7
Paddock Lake	2,207	2,662	3,012	2,992	2,919	805	36.5	-20	-0.7	-73	-2.4
Pleasant Prairie ^e	12,703	12,037	16,136	19,719	21,250	3,433	27.0	3,583	22.2	1,531	7.8
Silver Lake ^b	1,598	1,801	2,341	2,411	--	743	46.5	70	3.0	--	--
Salem Lakes ^b	--	--	--	--	14,601	--	--	--	--	123	0.8
Somers	--	--	--	--	8,402	--	--	--	--	-203	-2.1
Twin Lakes	3,474	3,989	5,124	5,989	6,309	1,650	47.5	865	16.9	320	5.3
Kenosha County	123,137	128,181	149,577	166,426	169,151	26,440	21.5	16,849	11.3	2,725	1.6
Region	1,764,796	1,810,364	1,931,165	2,019,970	2,048,087	166,369	9.4	88,805	4.6	28,117	1.4
Wisconsin	4,705,642	4,891,769	5,363,675	5,686,986	5,893,718	658,033	14.0	323,311	6.0	206,732	3.6

^a A portion of the Town of Bristol was incorporated as the Village of Bristol in 2009; the remainder of the Town combined with the Village after the 2010 census. Population changes from 2000 to 2010 and 2010 to 2020 are based on the combined Town and Village population in 2010.

^b In February 2017, the Village of Salem Lakes was created from the merger of Village of Silver Lake and the Town of Salem. The population change from 2010 to 2020 compares the combined 2010 population of the Village of Silver Lakes and the Town of Salem to the 2020 population level of the Village of Salem Lakes.

^c In 2015, a portion of the Town of Somers was incorporated as the Village of Somers. Population change from 2010 to 2020 is based on the Town population in 2010 and the combined Village and Town population in 2020.

^d Kenosha County portion only.

^e The Village of Pleasant Prairie was incorporated in 1989; population figures for 1980 represent the former Town of Pleasant Prairie.

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

Table 2.2
SEWRPC Population Projections for Kenosha County: 2010-2050

Year	High Projection			Intermediate Projection			Low Projection		
	Population	Change from Preceding Year		Population	Change from Preceding Year		Population	Change from Preceding Year	
		Number	Percent		Number	Percent		Number	Percent
Actual Population: 2010	166,400	--	--	166,400	--	--	166,400	--	--
Projected Population									
2015	180,100	13,700	8.2	176,100	9,700	5.8	170,700	4,300	2.6
2020	192,500	12,400	6.9	186,900	10,800	6.1	175,500	4,800	2.8
2025	205,600	13,100	6.8	198,200	11,300	6.0	182,700	7,200	4.1
2030	219,100	13,500	6.6	209,500	11,300	5.7	189,800	7,100	3.9
2035	232,500	13,400	6.1	220,300	10,800	5.2	197,200	7,400	3.9
2040	244,700	12,200	5.2	230,600	10,300	4.7	204,100	6,900	3.5
2045	255,900	11,200	4.6	240,700	10,100	4.4	210,900	6,800	3.3
2050	267,400	11,500	4.5	251,100	10,400	4.3	216,000	5,100	2.4
Change: 2010-2050	--	101,000	60.7	--	84,700	50.9	--	49,600	29.8

Note: The Regional Planning Commission projected a range of population levels: low, intermediate, and high. The intermediate projection is considered to be the most likely to be achieved; it was used as the basis for the preparation of the VISION 2050 Regional Land Use and Transportation Plan. The high and low projections are intended to provide an indication of population levels that could be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios.

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

Table 2.3
Households in Kenosha County by Civil Division: 1980-2020

	Census					Change: 1980-2000		Change: 2000-2010		Change: 2010-2020	
	1980	1990	2000	2010	2020	Number	Percent	Number	Percent	Number	Percent
Towns											
Brighton	359	423	504	544	579	145	40.4	40	7.9	35	6.4
Bristol ^a	1,189	1,394	1,715	958	--	526	44.2	--	--	--	--
Paris	467	492	535	570	542	68	14.6	35	6.5	-28	-4.9
Randall	700	815	1,031	1,163	1,242	331	47.3	132	12.8	79	6.8
Salem ^b	2,148	2,629	3,529	4,486	--	1,381	64.3	957	27.1	--	--
Somers ^c	2,741	3,023	3,399	3,667	434	658	24.0	268	7.9	--	--
Wheatland	940	1,112	1,209	1,300	1,342	269	28.6	91	7.5	42	3.2
City											
Kenosha	27,964	29,919	34,411	37,376	39,282	6,447	23.1	2,965	8.6	1,906	5.1
Villages											
Bristol ^a	0	0	0	934	2,057	--	--	177	10.3	165	8.7
Genoa City ^d	0	0	0	2	1	--	--	2	--	-1	-50.0
Paddock Lake	718	890	1,056	1,125	1,159	338	47.1	69	6.5	34	3.0
Pleasant Prairie ^e	4,041	4,207	5,819	7,272	8,509	1,778	44.0	1,453	25.0	1,237	17.0
Silver Lake ^b	569	663	876	908	--	307	54.0	32	3.7	--	--
Salem Lakes ^b	--	--	--	--	5,648	--	--	--	--	254	4.7
Somers	--	--	--	--	3,492	--	--	--	--	259	7.1
Twin Lakes	1,228	1,462	1,973	2,345	2,555	745	60.7	372	18.9	210	9.0
Kenosha County	43,064	47,029	56,057	62,650	66,842	12,993	30.2	6,593	11.8	4,192	6.7
Region	627,955	676,107	749,039	800,087	839,211	121,084	19.3	51,048	6.8	39,124	4.9
Wisconsin	1,652,261	1,822,118	2,084,544	2,279,768	2,428,361	432,283	40.4	195,224	9.4	148,593	6.5

^a A portion of the Town of Bristol was incorporated as the Village of Bristol in 2009; the remainder of the Town combined with the Village after the 2010 census. Household changes from 2000 to 2010 and 2010 to 2020 are based on the combined Town and Village households in 2010.

^b In February 2017, the Village of Salem Lakes was created from the merger of Village of Silver Lake and the Town of Salem. The change in households from 2010 to 2020 compares the combined 2010 households of the Village of Silver Lakes and the Town of Salem to the 2020 household level of the Village of Salem Lakes.

^c In 2015, a portion of the Town of Somers was incorporated as the Village of Somers. Household change from 2010 to 2020 is based on the Town households in 2010 and the combined Village and Town households in 2020.

^d Kenosha County portion only.

^e The Village of Pleasant Prairie was incorporated in 1989; household figures for 1980 represent the former Town of Pleasant Prairie.

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

Table 2.4
SEWRPC Household Projections for Kenosha County: 2010-2050

Year	High Projection			Intermediate Projection			Low Projection		
	Households	Change from Preceding Year		Households	Change from Preceding Year		Households	Change from Preceding Year	
		Number	Percent		Number	Percent		Number	Percent
Actual Households									
2010	62,600	--	--	62,600	--	--	62,600	--	--
Projected Households									
2015	68,400	5,800	9.3	66,900	4,300	6.9	64,800	2,200	3.5
2020	73,700	5,300	7.7	71,600	4,700	7.0	67,200	2,400	3.7
2025	79,300	5,600	7.6	76,600	5,000	7.0	70,500	3,300	4.9
2030	85,200	5,900	7.4	81,600	5,000	6.5	73,800	3,300	4.7
2035	91,100	5,900	6.9	86,400	4,800	5.9	77,200	3,400	4.6
2040	96,600	5,500	6.0	91,100	4,700	5.4	80,500	3,300	4.3
2045	101,800	5,200	5.4	95,900	4,800	5.3	83,800	3,300	4.1
2050	107,200	5,400	5.3	100,900	5,000	5.2	86,600	2,800	3.3
Change									
2010-2050	--	44,600	71.2	--	38,300	61.2	--	24,000	38.3

Note: The Regional Planning Commission projected a range of households' levels: low, intermediate, and high. The intermediate projection is considered to be the most likely to be achieved; it was used as the basis for the preparation of the VISION 2050 Regional Land Use and Transportation Plan. The high and low projections are intended to provide an indication of households' levels that could be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios.

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

Table 2.5
Number of Jobs in Kenosha County, the Region, and Wisconsin: 1980-2020

Geographic Area	1980	1990	2000	2010	2020
Kenosha County	54,000	51,000	67,900	74,900	84,600
Region	945,900	1,054,000	1,209,800	1,176,600	1,227,900
Wisconsin	2,423,800	2,789,200	3,385,800	3,422,300	3,517,700

Geographic Area	Change: 1980-1990		Change: 1990-2000		Change: 2000-2010		Change: 2010-2020	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Kenosha County	-3,000	-5.6	16,900	33.1	2,000	2.9	14,700	21.0
Region	108,100	11.4	155,800	14.8	-19,900	-1.6	38,000	3.2
Wisconsin	365,400	15.1	596,600	21.4	23,900	0.7	108,000	3.2

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

Table 2.6
SEWRPC Employment Projections for Kenosha County: 2010-2050

Year	High Projection			Intermediate Projection			Low Projection		
	Jobs	Change from Preceding Year		Jobs	Change from Preceding Year		Jobs	Change from Preceding Year	
		Number	Percent		Number	Percent		Number	Percent
Actual Employment									
2010	74,900	--	--	74,900	--	--	74,900	--	--
Projected Employment									
2015	79,600	4,700	6.3	78,400	3,500	4.7	76,900	2,000	2.7
2020	84,400	4,800	6.0	81,900	3,500	4.5	78,800	1,900	2.5
2025	89,100	4,700	5.6	85,300	3,400	4.2	80,800	2,000	2.5
2030	93,900	4,800	5.4	88,800	3,500	4.1	82,800	2,000	2.5
2035	98,600	4,700	5.0	92,300	3,500	3.9	84,700	1,900	2.3
2040	103,300	4,700	4.8	95,800	3,500	3.8	86,700	2,000	2.4
2045	108,100	4,800	4.6	99,200	3,400	3.5	88,600	1,900	2.2
2050	112,800	4,700	4.3	102,700	3,500	3.5	90,600	2,000	2.3
Change									
2010-2050	--	37,900	50.6	--	27,800	37.1	--	15,700	21.0

Note: The Regional Planning Commission projected a range of employment levels: low, intermediate, and high. The intermediate projection is considered to be the most likely to be achieved; it was used as the basis for the preparation of the VISION 2050 Regional Land Use and Transportation Plan. The high and low projections are intended to provide an indication of employment levels that could be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios.

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

Table 2.7
Kenosha County Community-Level Household, Population, and Employment Projections: 2050

Local Government	Households		Population		Employment	
	2020	2050	2020	2050	2010	2050
Towns						
Brighton	579	615	1,422	1,545	353	360
Paris	542	594	1,397	1,450	974	1,025
Randall	1,243	1,623	3,290	4,101	575	765
Wheatland	1,342	1,554	3,391	3,796	754	850
City						
Kenosha ^a	39,716	46,632	100,978	116,178	45,605	55,960
Villages						
Bristol	2,057	4,852	5,192	11,919	2,418	3,360
Paddock Lake	1,159	2,171	2,919	5,482	1,009	1,240
Pleasant Prairie	8,509	15,491	21,250	38,831	13,470	24,829
Salem Lakes	5,648	8,330	14,601	20,927	3,248	7,800
Somers	3,492	12,286	8,402	30,451	5,050	7,799
Twin Lakes	2,555	4,266	6,309	10,252	1,447	1,804
Kenosha County	66,842	98,414	169,151	244,932	74,903	105,792

Note: Household, population, and employment projections and existing (2010) employment are based on the current (2020) quarter section approximation of civil divisions.

^a Includes the remaining Town of Somers.

Source: SEWRPC