



2045 Long Range Transportation Plan

October 2021

Appendix C – Demographic Trends

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Demographic Trends

This appendix provides an overview of the regional demographics within the SLATS Metropolitan Planning Area (MPA). The analysis helps establish baseline population and employment trends within in the Stateline Area which in turn helps inform future year (2045) transportation planning, comprehensive planning¹, and land use planning.

Regional Context

Figure 1 sets the regional context of the SLATS MPA, with the Janesville, WI MPA to the north and the Rockford, IL MPA to the south. The Madison, WI MPA is located approximately 50 miles northwest of the SLATS MPA. The Milwaukee, WI MPA and Chicago, IL MPA are located to the east. As a bi-state planning area, the SLATS MPA includes portions of Rock County, WI and Winnebago County, IL.

The SLATS MPA encompasses all or parts of several local general-purpose units of government. In Wisconsin, these include the City of Beloit and all parts of the Towns of Beloit, Turtle, and a small portion of the Town of Rock; in Illinois, it includes all of, or parts of, the City of South Beloit, the Village of Rockton and Roscoe, and the Townships of Rockton and Roscoe. Only a small portion of the Village of Roscoe is included within the SLATS MPA as most of this area is included in the Rockford urbanized area. **Figure 2** provides an overview of the municipalities/jurisdictions that fall within the SLATS MPA.

¹ Refer to Appendix E for additional information regarding a review of comprehensive plans within the SLATS MPA.

FIGURE 1. SLATS MPA – REGIONAL CONTEXT

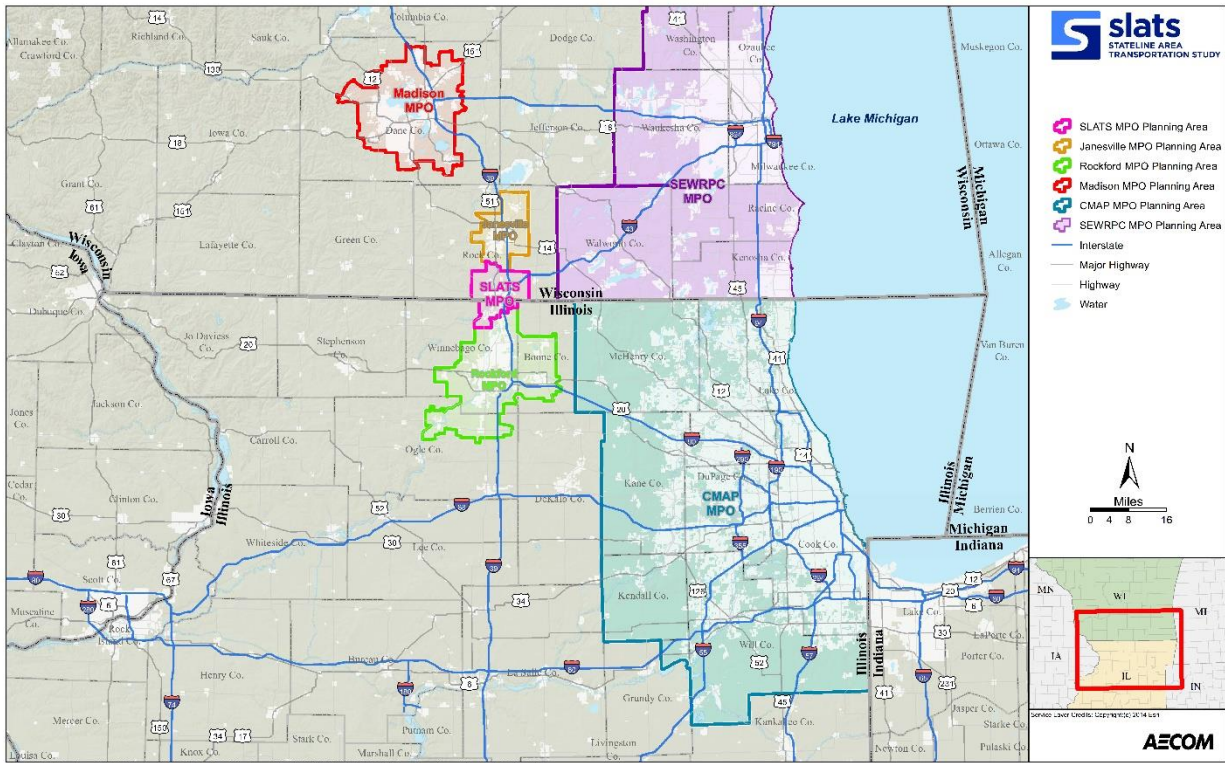
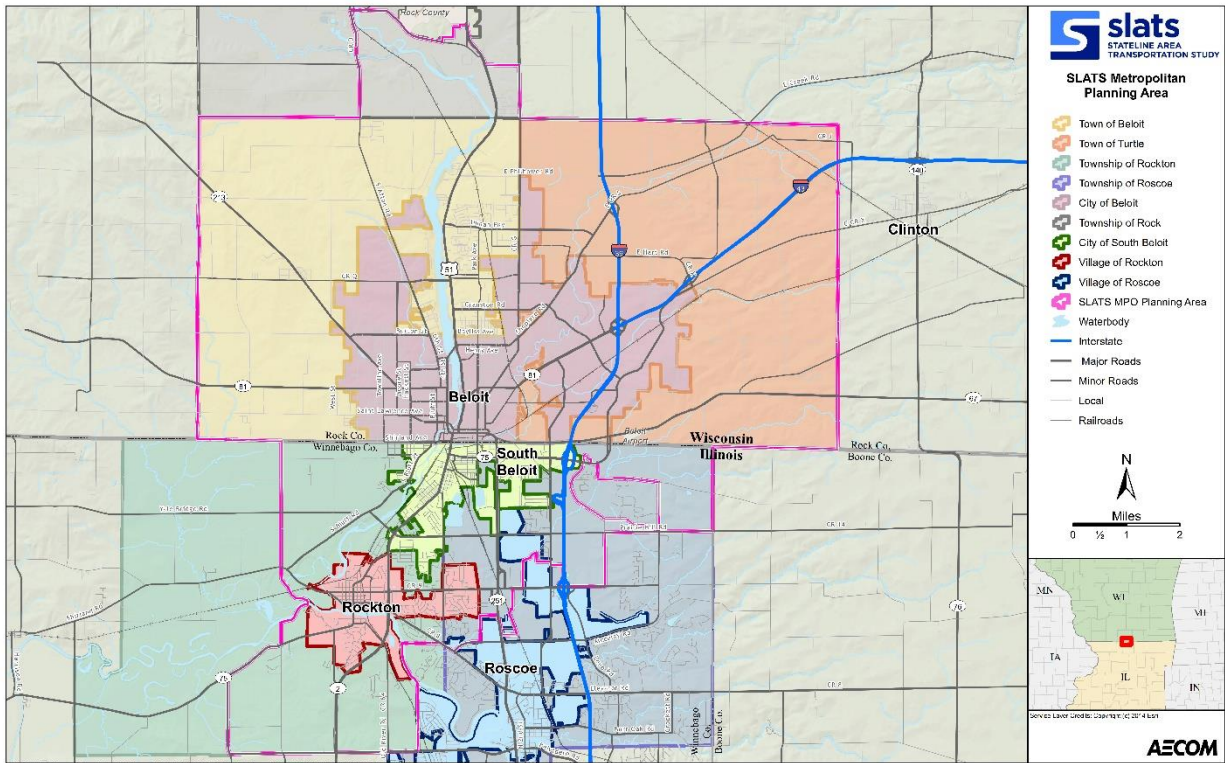


FIGURE 2. SLATS MPA – MUNICIPALITIES / JURISDICTIONS



Population

Population figures from 2000 to 2019 for the United States, Wisconsin, Illinois, Rock County, Winnebago County, and select municipalities² are displayed in **Table 1**. According to the most recent 2019 US Census American Community Survey (ACS), the most populated municipality located in the MPA is the City of Beloit (36,836). The population in Beloit has remained steady since 2000, while the municipalities in Winnebago County saw significant growth between 2000 and 2010 before leveling off between 2010 and 2019.

TABLE 1. TOTAL POPULATION GROWTH (2000 – 2019)

	2000	2010	2019	Change 2000-2010	Change 2010-2019
United States	281,421,906	308,745,712	324,697,795	9.7%	5.2%
Wisconsin	5,363,675	5,686,986	5,790,716	6.0%	1.8%
Rock County	152,307	160,331	162,152	5.3%	1.1%
<i>Beloit city</i>	35,828	36,966	36,836	3.2%	-0.4%
Illinois	12,419,293	12,830,632	12,770,631	3.3%	-0.5%
Winnebago County	278,418	295,266	284,819	6.1%	-3.5%
<i>South Beloit city</i>	5,441	7,892	7,900	45.0%	0.1%
<i>Roscoe village</i>	6,350	10,785	10,757	69.8%	-0.3%
<i>Rockton village</i>	5,469	7,685	7,638	40.5%	-0.6%

Source: US Census 2000 – 2010, ACS 2019 (5-year estimates).

NOTE: No MPA total is provided because MPA boundaries differ from Census-designated geographies. A MPA total is estimated using the regional travel demand forecasting model socioeconomic data. Municipality totals provided in this table include areas outside the MPA.

The estimated 2020 population for the SLATS MPA is 72,786, which is based on analysis of the regional travel demand forecasting model socioeconomic data. The total population is projected to increase to 83,667 by 2045. This represents a 15 percent growth over a 25-year period, which translates to a 0.5 percent compound annual growth.

POPULATION DISTRIBUTION / DENSITY

Population distribution is an important factor in assessing travel patterns within the MPA and assessing appropriate current and future year infrastructure needs. Furthermore, understanding where residents live and where workers commute plays a vital role in identifying appropriate transportation services. In general, areas with high population density include a wide range of infrastructure that is able to support alternative transportation modes, such as public transportation and bicycling. Less densely populated areas, such as rural areas, generally have limited infrastructure and the automobile serves as the primary transportation mode.

Figure 3 illustrates the current population distribution within the SLATS MPA. The highest population density (**Figure 4**) surrounds Downtown Beloit in close proximity to areas to the east and west. Large residential clusters also exist east of the Rock River in north Beloit and within Rockton and Roscoe in the southern portion of the MPA.

² MPA boundaries do not align with Census-designated geographies. For this reason, an MPA total is not provided when citing Census data. A range of geographic subdivisions are provided to illustrate relevant demographic trends for the MPA municipalities and comparison regions (i.e., county, state, nation).

FIGURE 3. SLATS MPA POPULATION DISTRIBUTION

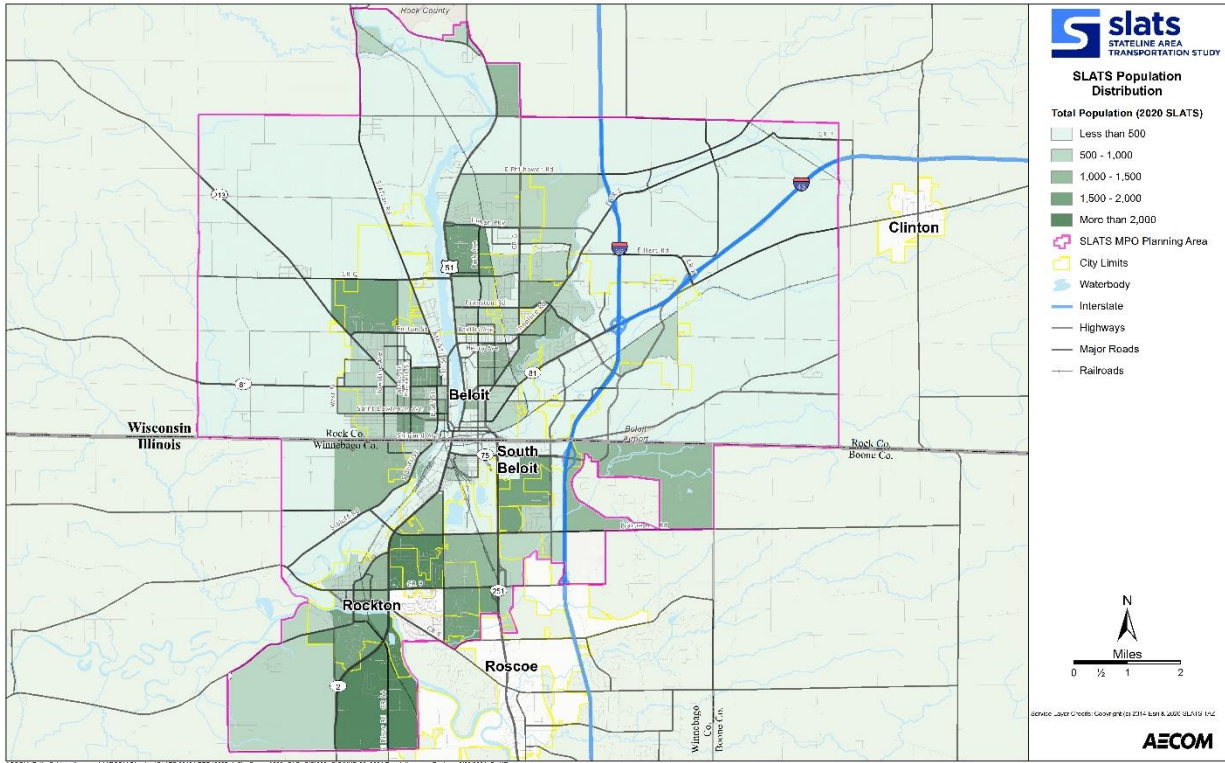
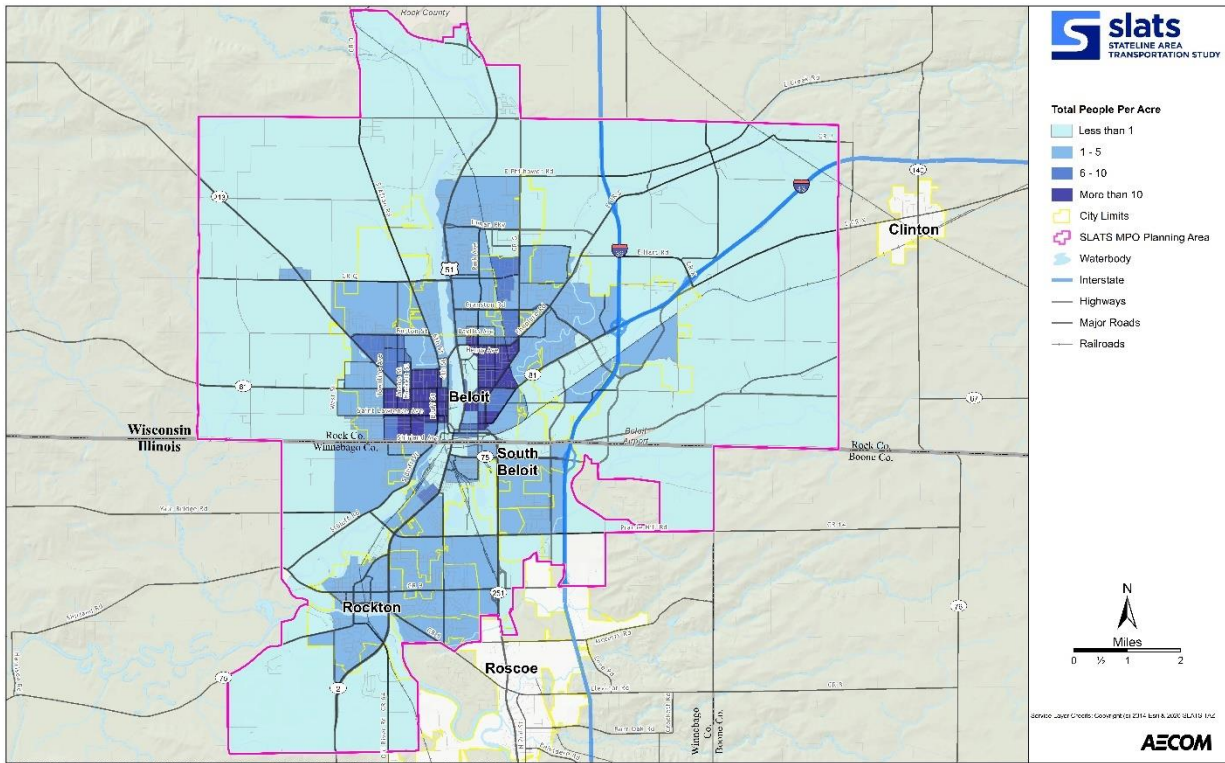


FIGURE 4. SLATS MPA POPULATION DENSITY

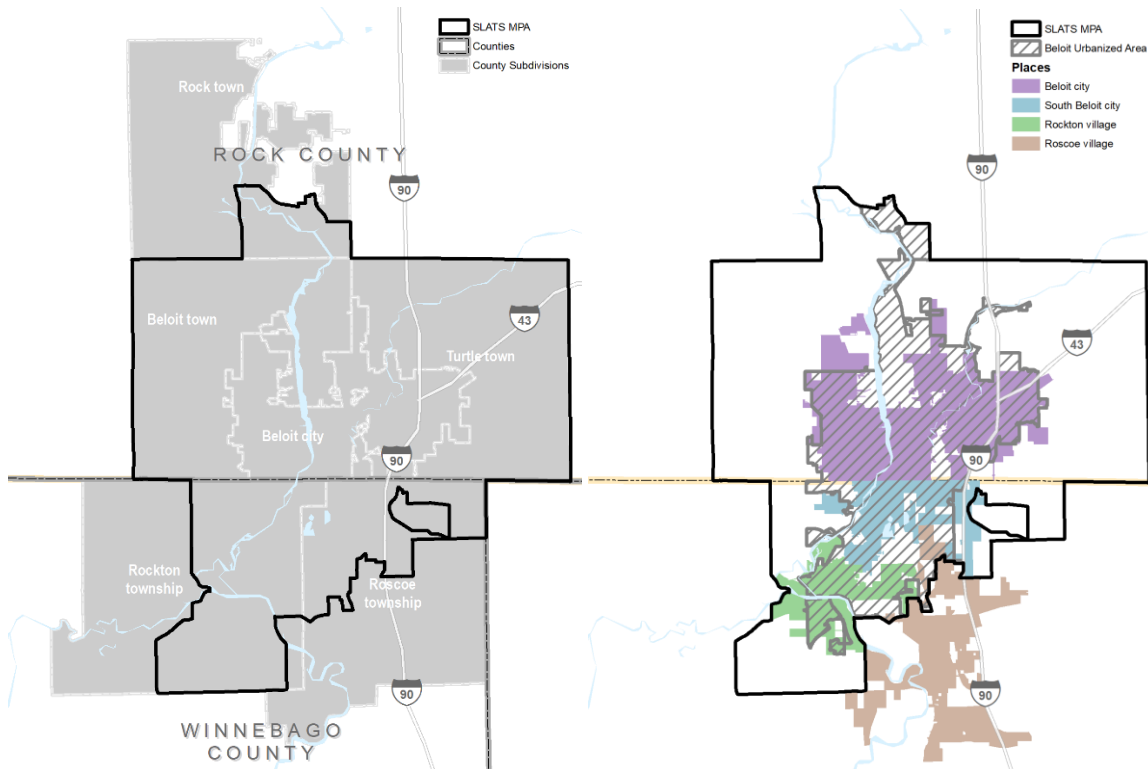


Demographic Characteristics

Analyzing the changing or emerging demographic characteristics within the MPA helps to inform transportation infrastructure needs. Understanding the distribution and composition of population changes further enables the ability to plan for appropriate transportation infrastructure and services.

ACS demographic data are provided at several different levels of geography to reflect the characteristics of both urban and rural areas as well as to approximate the MPA boundary as best as possible using standard Census boundaries. These geographies are shown in **Figure 5**, with the map at left representing the county subdivisions that intersect the MPA, and the map at right showing the Census-designated places (Beloit, South Beloit, Rockton, and Roscoe) that intersect both the Beloit Urbanized Area and the SLATS MPA. Demographic data at the county, state, and national levels are also included, when relevant, to provide context.

FIGURE 5. CENSUS GEOGRAPHIES



Source: SLATS, US Census Bureau.

MIGRATION

Data on the share of the population that moved in the past year were gathered for areas in the MPA as well as statewide and nationwide averages, for comparison purposes (**Table 2**). Approximately 84 percent of the population in the Beloit Urbanized Area did not move, which is slightly lower than the Rock and Winnebago Countywide averages. The majority of residents in the Beloit Urbanized Area who moved continued to reside within the same county (12 percent), a small number (one percent) moved from within the same state, and three percent moved from a different state.

TABLE 2. SHARE OF POPULATION BY MIGRATION STATUS IN THE PAST YEAR

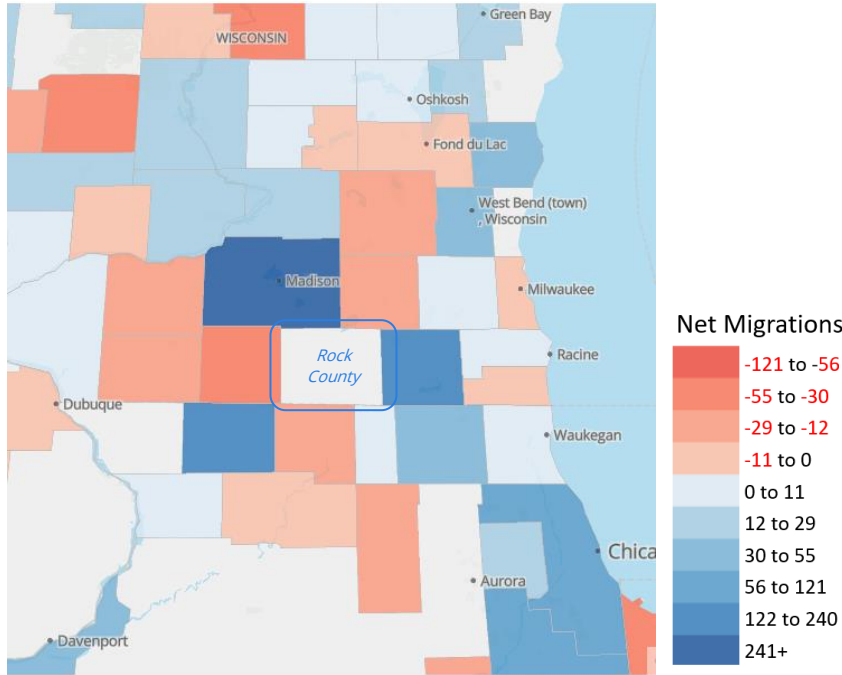
	Didn't move	Moved within same county	Moved from same state	Moved from different state	Moved from abroad
U.S.	86%	8%	3%	2%	1%
Wisconsin	86%	8%	3%	2%	0%
Illinois	87%	8%	3%	2%	1%
Rock County, WI	86%	10%	2%	2%	0%
<i>Beloit city, WI</i>	<i>82%</i>	<i>13%</i>	<i>1%</i>	<i>4%</i>	<i>0%</i>
<i>Beloit town, WI</i>	<i>85%</i>	<i>12%</i>	<i>1%</i>	<i>1%</i>	<i>0%</i>
<i>Turtle town, WI</i>	<i>85%</i>	<i>13%</i>	<i>1%</i>	<i>1%</i>	<i>0%</i>
<i>Rock town, WI</i>	<i>90%</i>	<i>9%</i>	<i>0%</i>	<i>1%</i>	<i>0%</i>
Winnebago County, IL	87%	9%	3%	1%	0%
<i>Rockton township, IL</i>	<i>90%</i>	<i>7%</i>	<i>1%</i>	<i>2%</i>	<i>0%</i>
<i>Roscoe township, IL</i>	<i>89%</i>	<i>8%</i>	<i>2%</i>	<i>2%</i>	<i>0%</i>
<i>South Beloit city, IL</i>	<i>94%</i>	<i>4%</i>	<i>0%</i>	<i>2%</i>	<i>0%</i>
<i>Roscoe village, IL</i>	<i>92%</i>	<i>4%</i>	<i>2%</i>	<i>1%</i>	<i>0%</i>
<i>Rockton village, IL</i>	<i>87%</i>	<i>9%</i>	<i>1%</i>	<i>3%</i>	<i>0%</i>
Beloit, WI-IL Urbanized Area	84%	12%	1%	3%	0%

Source: Table DP02, ACS 2015-2019 (5-year estimates).

NOTE: Illinois townships include incorporated areas, thus the populations of the City of South Beloit and the Villages of Roscoe and Rockton are also represented in the Rockton and Roscoe township figures. This holds true for all following analysis, though this note is not repeated.

According to data gathered by Emsi for the Janesville-Beloit MSA (i.e., Rock County, WI). The MSA experienced a net migration increase of 570 people in 2018 (5,690 inbound migration and 5,120 outbound). The greatest source of net migration was Dane County, WI (241), Stephenson County, IL (144), and Walworth County, WI (122). The distribution is illustrated in **Figure 6**.

FIGURE 6. NET MIGRATION (ROCK COUNTY, WI)



Source: Emsi, based on 2018 IRS data.

HOUSEHOLD CHARACTERISTICS

According to ACS data, there are 24,479 households in the Beloit Urbanized Area, the majority of which are in Beloit (14,037, including minor portions outside the Urbanized Area). The average household size in the Beloit Urbanized Area is 2.5 persons—lower in Beloit (2.5) and as high as 2.8 in Roscoe. As shown in **Table 3**, these household characteristics are similar to statewide and national averages.

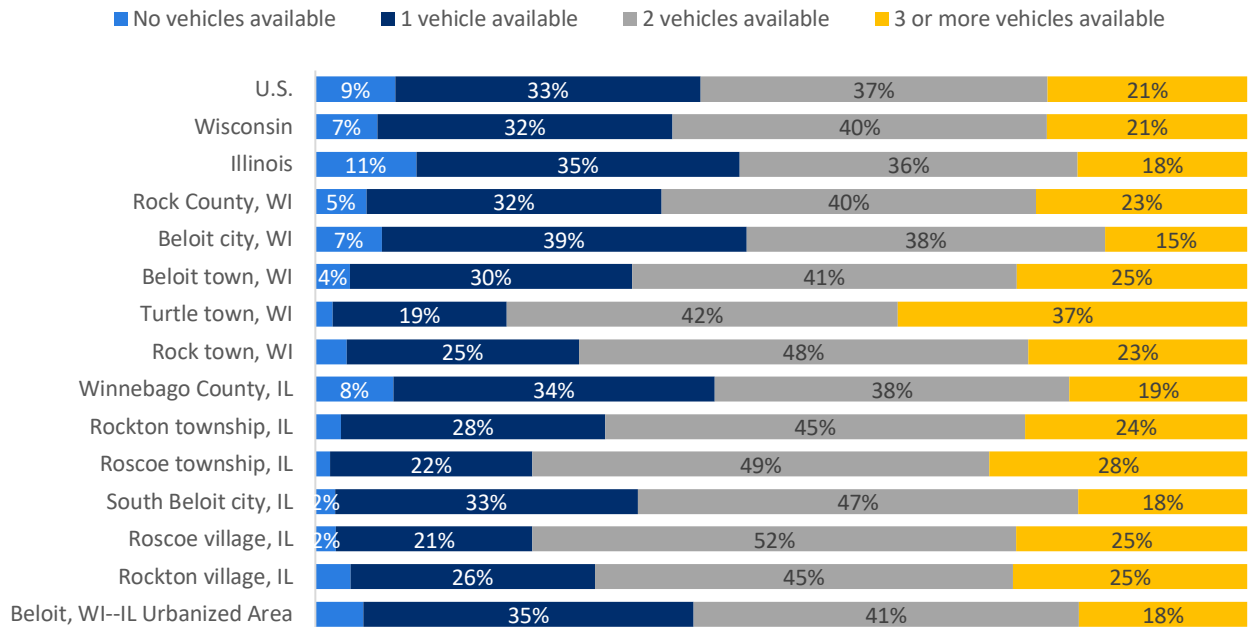
The availability of a vehicle to a household strongly affects the travel behavior patterns of its residents, both in terms of travel mode choice as well as the number and length of trips taken. Five percent of households in the Beloit Urbanized Area do not have access to a vehicle, which is even higher in the City of Beloit (seven percent). As a result, these households have limited transportation options. Even households with one vehicle (39 percent in Beloit, 33 percent in South Beloit, 26 percent in Rockton and 21 percent in Roscoe) may find their mobility options constrained, depending on the number of persons living with the household. Figure 7 displays the breakdown of the number of vehicles available per household.

TABLE 3. AVERAGE HOUSEHOLD SIZE

	Average household size
U.S.	2.6
Wisconsin	2.4
Illinois	2.6
Rock County, WI	2.5
<i>Beloit city, WI</i>	2.5
<i>Beloit town, WI</i>	2.4
<i>Turtle town, WI</i>	2.7
<i>Rock town, WI</i>	2.5
Winnebago County, IL	2.4
<i>Rockton township, IL</i>	2.5
<i>Roscoe township, IL</i>	2.8
<i>South Beloit city, IL</i>	2.6
<i>Roscoe village, IL</i>	2.8
<i>Rockton village, IL</i>	2.6
Beloit, WI–IL Urbanized Area	2.5

Source: Table DP02, ACS 2015-2019 (5-year estimates).

FIGURE 7. SHARE OF HOUSEHOLDS BY VEHICLE AVAILABILITY



Source: Table DP04, ACS 2015-2019 (5-year estimates).

AGE

Age is an important factor in determining appropriate transportation infrastructure and mobility services. Younger populations in dense, urban areas typically have a greater desire to walk, bike, and use transit. Populations in suburban, non-incorporated, or rural areas tend to be older and typically do not share the same desire for a variety of transportation choices and often rely on personal vehicles. However, as older populations continue to age, they may no longer be able to operate a personal vehicle safely or conveniently and thus become reliant on outside support for their travel needs. Understanding these differences allows for a greater ability to provide resources and services to best meet the needs of all transportation users.

According to the most recent Census data, the Beloit Urbanized Area’s population is comprised of 14 percent (9,118) adults age 65 and older and 25 percent (16,261) youth age 17 and younger. Consistent with nationwide trends, the share of older adults in the MPA is increasing and the share of youth is decreasing. The trend appears to be continuing when compared to the 2012 5-year ACS estimates, which showed that 12 percent (7,745 of 63,162 total) of the Beloit Urbanized Area Population were 65 and older and 27 percent (16,898) were 17 or younger. This growing share of older residents has implications for the changing transportation needs in the MPA. More detail about component and benchmark geographies are provided in **Table 4**.

TABLE 4. SELECTED AGE GROUPS (TOTAL AND PERCENT)

	Population			% of Total Population		
	Under 18 years	18 years and over	65 years and over	Under 18 years	18 years and over	65 years and over
U.S.	73,429,392	251,268,403	50,783,796	23%	77%	16%
Wisconsin	1,280,903	4,509,813	953,571	22%	78%	16%
Illinois	2,891,526	9,879,105	1,942,534	23%	77%	15%
Rock County, WI	37,926	124,226	26,139	23%	77%	16%
<i>Beloit city, WI</i>	9,546	27,290	4,999	26%	74%	14%
<i>Beloit town, WI</i>	1,464	6,195	1,648	19%	81%	22%
<i>Turtle town, WI</i>	716	2,137	531	25%	75%	19%
<i>Rock town, WI</i>	737	2,442	493	23%	77%	16%
Winnebago County, IL	67,090	217,729	48,452	24%	76%	17%
<i>Rockton township, IL</i>	3,861	12,090	2,624	24%	76%	16%
<i>Roscoe township, IL</i>	5,412	13,744	2,539	28%	72%	13%
<i>South Beloit city, IL</i>	2,247	5,653	881	28%	72%	11%
<i>Roscoe village, IL</i>	3,134	7,623	1,204	29%	71%	11%
<i>Rockton village, IL</i>	1,903	5,735	1,342	25%	75%	18%
Beloit, WI–IL Urbanized Area	16,261	47,540	9,118	25%	75%	14%

Source: Table DP05, ACS 2015-2019 (5-year estimates).

NOTE: The 18 years and over category also includes those individuals age 65 and over.

As a simple metric of overall age trends, the median age in the City of Beloit is 34.0 years old, younger than the averages for the Beloit Urbanized Area (37.1 years old) and the county, state, and national averages (generally 38 to 39 years old). **Table 5** provides more detail.

TABLE 5. MEDIAN AGE

	Median Age
U.S.	38.1
Wisconsin	39.5
Illinois	38.1
Rock County, WI	39.5
<i>Beloit city, WI</i>	34.0
<i>Beloit town, WI</i>	47.0
<i>Turtle town, WI</i>	42.0
<i>Rock town, WI</i>	44.0
Winnebago County, IL	39.7
<i>Rockton township, IL</i>	40.0
<i>Roscoe township, IL</i>	38.4
<i>South Beloit city, IL</i>	35.0
<i>Roscoe village, IL</i>	36.5
<i>Rockton village, IL</i>	41.0
Beloit, WI–IL Urbanized Area	37.1

Source: Table DP05, ACS 2015-2019 (5-year estimates).

RACE

The population in the Beloit Urbanized Area is 70 percent non-Hispanic white and 30 percent minority (i.e., any other race and/or Hispanic ethnicity), which is a lower share of minority populations than nationwide averages. The City of Beloit minority status is 39 percent, which is the same as the national average and higher than less densely developed locations in the MPA. Approximately 15 percent of the

Beloit Urbanized Area identify as Hispanic or Latino, nine percent identify as Black or African American, and a combined 14 percent identify as other races. The detailed breakdown is provided in **Table 6**. Additional discussion of race is included in Appendix I, as part of the environmental justice analysis.

A high-level index of age and race diversity metrics for the four primary ZIP codes in the MPA is provided in **Figure 8**. These indices illustrate how the SLATS MPA compares to similar regions across the U.S. in the share of population within the millennial cohort (slightly below average), share of workforce retiring soon (about average), and racial diversity (below average).

TABLE 6. RACE AND ETHNICITY

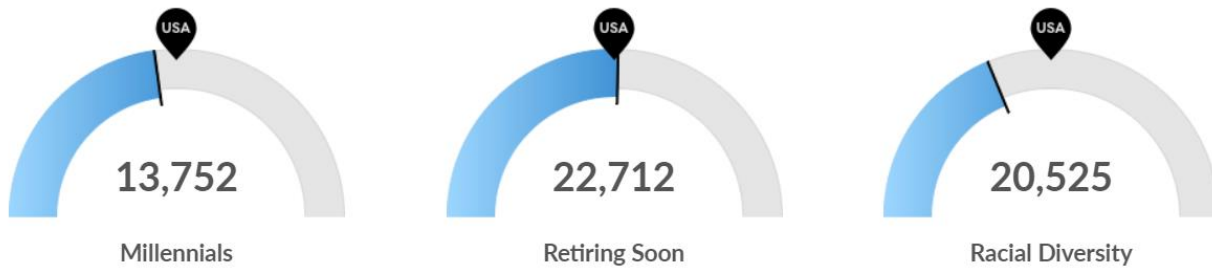
	Minority Status		Race						Ethnicity
	White alone, not Hispanic or Latino	Minority pop., incl. Hispanic or Latino	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some other race	Two or more races	Hispanic or Latino (of any race)
U.S.	197,100,373	127,597,422	41,234,642	2,750,143	17,924,209	599,868	16,047,369	10,763,902	58,479,370
Wisconsin	4,705,599	1,085,117	371,200	51,392	161,841	2,400	118,350	138,572	394,392
Illinois	7,829,850	4,940,781	1,813,590	33,460	698,524	4,477	757,231	328,446	2,186,387
Rock County, WI	134,318	27,834	7,083	418	2,035	28	6,242	5,186	14,107
<i>Beloit city, WI</i>	22,342	14,494	4,519	188	557	5	3,616	2,294	7,455
<i>Beloit town, WI</i>	5,973	1,686	595	9	189	0	310	302	583
<i>Turtle town, WI</i>	2,223	630	96	0	40	0	312	160	365
<i>Rock town, WI</i>	2,450	729	23	54	118	0	322	47	487
Winnebago County, IL	196,571	88,248	36,935	831	7,530	44	5,656	9,460	36,371
<i>Rockton township, IL</i>	13,745	2,206	525	47	157	19	258	311	1,291
<i>Roscoe township, IL</i>	17,572	1,584	174	31	551	0	37	445	415
<i>South Beloit city, IL</i>	6,501	1,399	253	2	17	19	93	428	715
<i>Roscoe village, IL</i>	9,648	1,109	160	0	570	0	64	157	242
<i>Rockton village, IL</i>	7,222	416	66	45	74	0	79	25	175
Beloit, WI-IL Urbanized Area	44,813	18,988	5,599	235	862	24	4,440	3,177	9,634

as a percent of total population

U.S.	61%	39%	13%	1%	6%	0%	5%	3%	18%
Wisconsin	81%	19%	6%	1%	3%	0%	2%	2%	7%
Illinois	61%	39%	14%	0%	5%	0%	6%	3%	17%
Rock County, WI	83%	17%	4%	0%	1%	0%	4%	3%	9%
<i>Beloit city, WI</i>	61%	39%	12%	1%	2%	0%	10%	6%	20%
<i>Beloit town, WI</i>	78%	22%	8%	0%	2%	0%	4%	4%	8%
<i>Turtle town, WI</i>	78%	22%	3%	0%	1%	0%	11%	6%	13%
<i>Rock town, WI</i>	77%	23%	1%	2%	4%	0%	10%	1%	15%
Winnebago County, IL	69%	31%	13%	0%	3%	0%	2%	3%	13%
<i>Rockton township, IL</i>	86%	14%	3%	0%	1%	0%	2%	2%	8%
<i>Roscoe township, IL</i>	92%	8%	1%	0%	3%	0%	0%	2%	2%
<i>South Beloit city, IL</i>	82%	18%	3%	0%	0%	0%	1%	5%	9%
<i>Roscoe village, IL</i>	90%	10%	1%	0%	5%	0%	1%	1%	2%
<i>Rockton village, IL</i>	95%	5%	1%	1%	1%	0%	1%	0%	2%
Beloit, WI-IL Urbanized Area	70%	30%	9%	0%	1%	0%	7%	5%	15%

Source: Table DP05, ACS 2015-2019 (5-year estimates). Note that due to overlapping Race and Ethnicity indicators, percentages do not sum to 100.

FIGURE 8. COMPARATIVE DIVERSITY METRICS



Your area has 13,752 millennials (ages 25-39). The national average for an area this size is 15,601.

Retirement risk is about average in your area. The national average for an area this size is 22,247 people 55 or older, while there are 22,712 here.

Racial diversity is low in your area. The national average for an area this size is 30,182 racially diverse people, while there are 20,525 here.

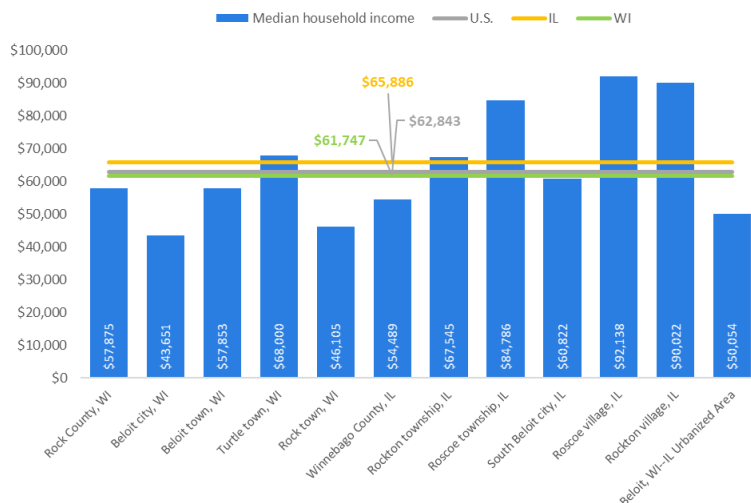
Source: Emsi data for primary ZIP codes in the MPA: 53511, 53525, 61080, 61072.

INCOME

Income levels are an important indicator to inform transportation needs and mobility services. As shown in **Figure 9**, the median household income in the Beloit Urbanized Area is about \$50,000, which is below the state and national averages. This lower income level is driven largely by the City of Beloit (\$43,700) in comparison with the other municipalities of South Beloit (\$60,822), Roscoe (\$92,100), and Rockton (\$90,000).

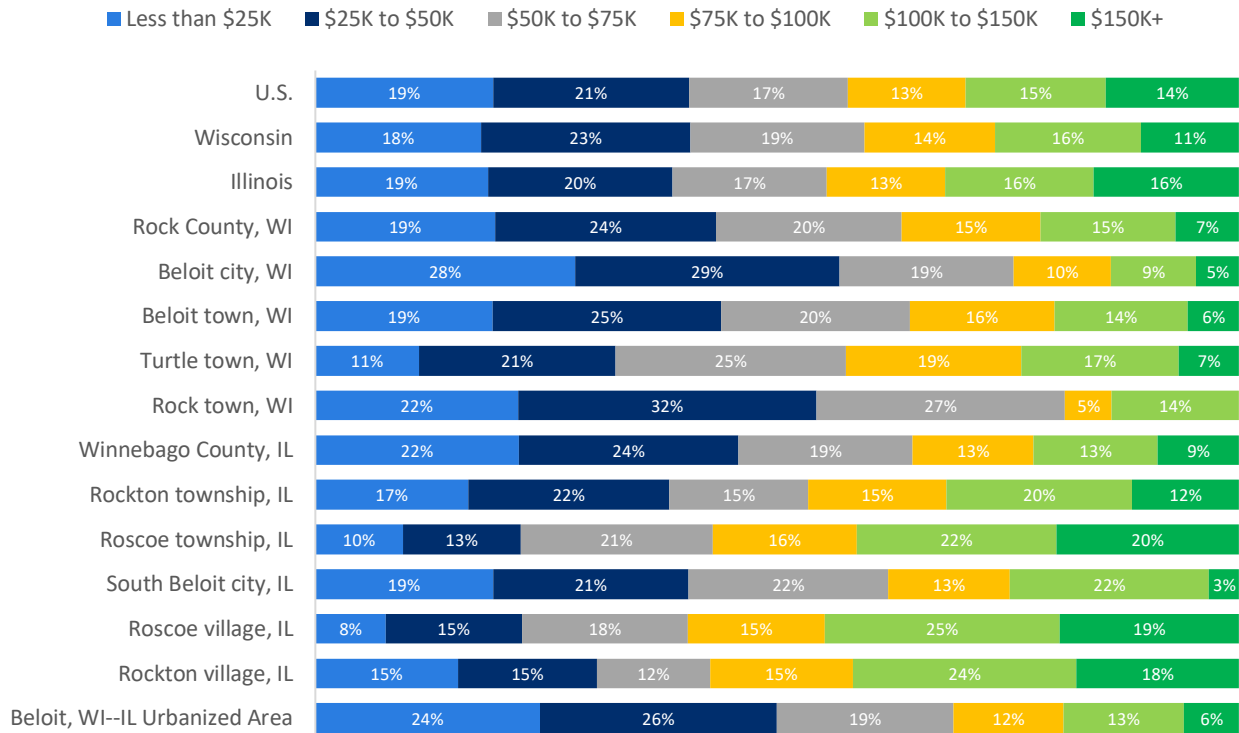
Considering both rural and urban areas, incomes in county subdivisions north of the state line (City of Beloit and Town of Beloit) are generally lower than those south of the state line (Rockton and Roscoe townships). The breakdown of households by income level is provided in **Figure 10**. At least half of the households in the City of Beloit earn less than \$50,000 and about 28 percent earn less than \$25,000. Correspondingly the poverty rate in the City of Beloit and Town of Rock are well above average, 23 percent and 21 percent, respectively, compared to the national average of 13 percent as shown in **Figure 11**.

FIGURE 9. MEDIAN HOUSEHOLD INCOME



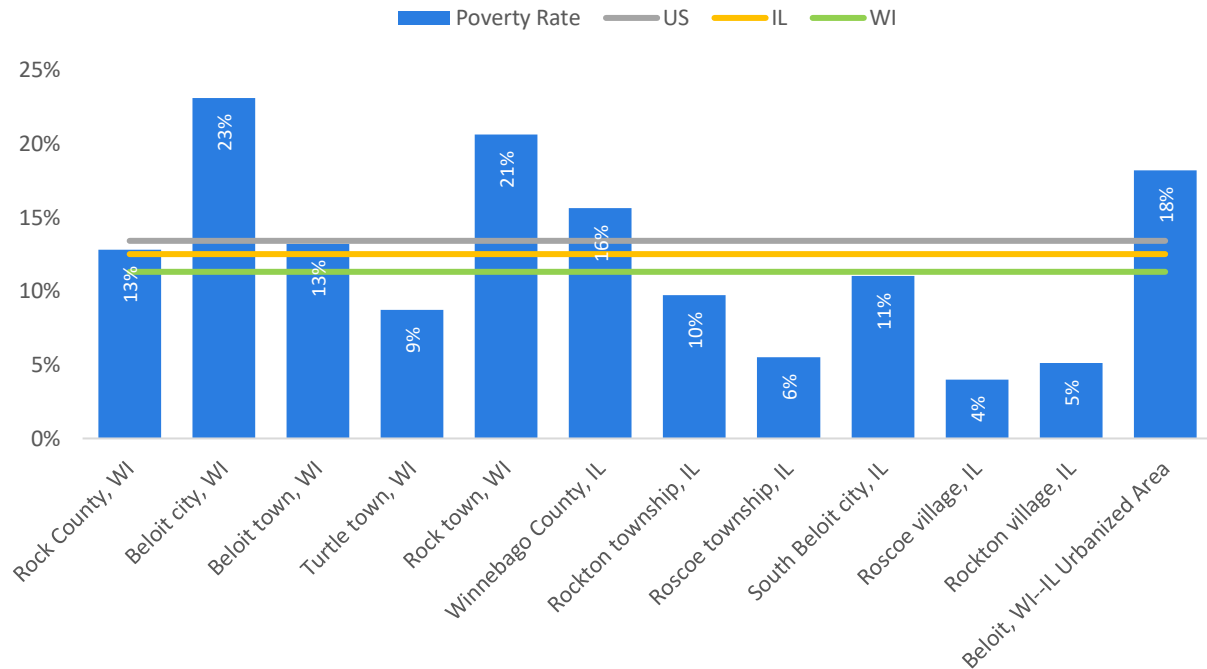
Source: Table DP03, ACS 2015-2019 (5-year estimates).

FIGURE 10. SHARE OF HOUSEHOLDS BY INCOME



Source: Table DP03, ACS 2015-2019 (5-year estimates).

FIGURE 11. POVERTY RATE



Source: Table DP03, ACS 2015-2019 (5-year estimates).

EDUCATION AND INFORMATION RESOURCES

To provide context for the general employment profile of the SLATS MPA, information about the education and enrollment levels of the area population, as well as the language proficiency and household resources as measured by computer and internet access are provided in this section.

There are approximately 2,100 children enrolled in nursery school or kindergarten in the Beloit Urbanized Area, and about 10,900 students in grades one through twelve. College or graduate school enrollment is roughly 3,900. **Table 7** provides more details across county subdivisions and municipalities.

TABLE 7. SCHOOL ENROLLMENT

	Nursery, Kinder.	Grades 1-12	College or grad. school
Rock County, WI	4,162	26,164	8,439
<i>Beloit city, WI</i>	1,436	5,830	2,697
<i>Beloit town, WI</i>	128	1,051	371
<i>Turtle town, WI</i>	40	579	138
<i>Rock town, WI</i>	44	556	105
Winnebago County, IL	8,559	45,475	14,004
<i>Rockton township, IL</i>	338	2,808	683
<i>Roscoe township, IL</i>	703	3,857	843
<i>South Beloit city, IL</i>	229	1,628	337
<i>Roscoe village, IL</i>	469	1,871	546
<i>Rockton village, IL</i>	225	1,520	320
Beloit, WI--IL Urbanized Area	2,105	10,912	3,927

Source: Table DP02, ACS 2015-2019 (5-year estimates).

Information about the educational attainment among people age 25 or older is provided in **Table 8**. About 13 percent of the population in the Beloit Urbanized Area does not have a high school diploma, which is similar to the national average (12 percent). The share of the population with a tertiary education (i.e., Bachelor's degree or higher) is significantly lower for the Beloit Urbanized Area versus the national average (18 percent versus 32 percent). Ten percent of the population have an Associate's degree and 23 percent have some college education—figures which are slightly higher than the national average. Given the strong nexus between education and economic opportunity, the level of educational attainment within the MPA is an important characteristic to consider as part of the regional transportation planning process.

TABLE 8. EDUCATIONAL ATTAINMENT

	Population age 25+	No H.S. diploma	H.S. graduate or higher	Bachelor's degree or higher
U.S.	220,622,076	12%	88%	32%
Wisconsin	3,955,705	8%	92%	30%
Illinois	8,686,299	11%	89%	35%
Rock County, WI	110,227	9%	91%	22%
<i>Beloit city, WI</i>	22,913	15%	85%	17%
<i>Beloit town, WI</i>	5,500	11%	89%	17%
<i>Turtle town, WI</i>	1,916	9%	91%	19%
<i>Rock town, WI</i>	2,311	15%	85%	12%
Winnebago County, IL	193,982	12%	88%	23%
<i>Rockton township, IL</i>	11,004	8%	92%	21%
<i>Roscoe township, IL</i>	12,527	4%	96%	35%
<i>South Beloit city, IL</i>	5,057	10%	90%	16%
<i>Roscoe village, IL</i>	6,805	6%	94%	35%
<i>Rockton village, IL</i>	5,261	3%	97%	33%
Beloit, WI-IL Urbanized Area	41,118	13%	87%	18%

Source: Table DP02, ACS 2015-2019 (5-year estimates).

Data regarding language proficiency among the area population indicate that there is a smaller non-English speaking population in the Beloit Urbanized Area than nationwide. As shown in **Table 9**, about 14 percent speak a non-English language and 5 percent speak English less than very well—i.e., experience a language barrier. Overall, there is a high degree of English proficiency in the area.

TABLE 9. LANGUAGE PROFICIENCY

	Speaks non- English language	Speaks English less than very well
U.S.	22%	8%
Wisconsin	9%	3%
Illinois	23%	9%
Rock County, WI	8%	3%
<i>Beloit city, WI</i>	17%	6%
<i>Beloit town, WI</i>	8%	3%
<i>Turtle town, WI</i>	12%	4%
<i>Rock town, WI</i>	19%	8%
Winnebago County, IL	15%	5%
<i>Rockton township, IL</i>	9%	3%
<i>Roscoe township, IL</i>	7%	1%
<i>South Beloit city, IL</i>	11%	4%
<i>Roscoe village, IL</i>	10%	2%
<i>Rockton village, IL</i>	5%	1%
Beloit, WI-IL Urbanized Area	14%	5%

Source: Table DP02, ACS 2015-2019 (5-year estimates).

Information regarding household access to computers and internet is provided in **Table 10**. Twelve percent of households in the Beloit Urbanized Area have limited access to a computer, versus ten percent nationwide. The disparity is somewhat larger with respect to internet access as 21 percent of the population does not have a broadband internet access, versus 17 percent nationwide. The location where lack of internet access is most pronounced is in the City of Beloit (26 percent), which is most likely due to household income rather than a lack of fiber optic infrastructure or other utility.

TABLE 10. COMPUTER AND INTERNET ACCESS

	HH with no computer	HH with no broadband internet subscription
U.S.	10%	17%
Wisconsin	11%	17%
Illinois	10%	17%
Rock County, WI	11%	20%
<i>Beloit city, WI</i>	15%	26%
<i>Beloit town, WI</i>	9%	22%
<i>Turtle town, WI</i>	12%	23%
<i>Rock town, WI</i>	11%	23%
Winnebago County, IL	10%	17%
<i>Rockton township, IL</i>	7%	12%
<i>Roscoe township, IL</i>	4%	6%
<i>South Beloit city, IL</i>	7%	11%
<i>Roscoe village, IL</i>	3%	6%
<i>Rockton village, IL</i>	8%	11%
Beloit, WI-IL Urbanized Area	12%	21%

Source: Table DP02, ACS 2015-2019 (5-year estimates).

Employment

ACS data indicates there are 30,870 people in the labor force in the Beloit Urbanized Area. This represents a labor force participation rate of 63 percent, which is comparable with the national average. To account for the rural areas, all of the county subdivisions intersecting the MPA were summed, which yields a labor force participation rate of 65 percent.

Unemployment stood at eight percent for the Beloit Urbanized Area, higher than the five percent national average. The City of Beloit and Town of Rock have higher than average unemployment rates, as summarized in **Table 11**.

TABLE 11. LABOR FORCE PARTICIPATION RATE AND CIVILIAN UNEMPLOYMENT RATE

	Civilian labor force	Labor force participation	Civilian Unemployment
U.S.	163,555,585	63%	5%
Wisconsin	3,093,923	66%	4%
Illinois	6,645,843	65%	6%
Rock County, WI	84,269	66%	5%
<i>Beloit city, WI</i>	17,366	62%	9%
<i>Beloit town, WI</i>	3,957	63%	6%
<i>Turtle town, WI</i>	1,420	63%	2%
<i>Rock town, WI</i>	1,537	60%	12%
Winnebago County, IL	144,494	64%	8%
<i>Rockton township, IL</i>	8,005	64%	5%
<i>Roscoe township, IL</i>	10,326	72%	4%
<i>South Beloit city, IL</i>	3,915	67%	6%
<i>Roscoe village, IL</i>	5,822	73%	4%
<i>Rockton village, IL</i>	3,993	67%	5%
Beloit, WI–IL Urbanized Area	30,870	63%	8%

Source: Table DP03, ACS 2015-2019 (5-year estimates). Civilian unemployment statistics exclude active duty Armed Forces personnel, institutionalized persons, and unpaid workers.

OCCUPATIONAL PROFILES

The occupational profiles for the resident workers are provided in **Table 12**. The Beloit Urbanized Area has a much higher than average share of production, transportation, and material moving workers, which is driven largely by workers residing in the Wisconsin portion of the MPA. This is counterbalanced by lower-than-average shares of workers in management, business, science, and arts occupations. Such profiles are generally consistent with the educational attainment statistics previously described.

TABLE 12. SHARE OF WORKERS BY OCCUPATION GROUP

	Mgmt., business, science, and arts	Service occupations	Sales and office occupations	Natural resources, construction, maintenance	Production, transportation, and material moving
U.S.	39%	18%	22%	9%	13%
Wisconsin	37%	16%	21%	9%	18%
Illinois	39%	17%	22%	7%	15%
Rock County, WI	31%	17%	20%	9%	22%
<i>Beloit city, WI</i>	25%	19%	19%	7%	29%
<i>Beloit town, WI</i>	26%	17%	23%	8%	26%
<i>Turtle town, WI</i>	25%	15%	22%	16%	22%
<i>Rock town, WI</i>	25%	25%	10%	9%	31%
Winnebago County, IL	31%	18%	22%	7%	22%
<i>Rockton township, IL</i>	35%	17%	20%	8%	19%
<i>Roscoe township, IL</i>	45%	11%	24%	7%	13%
<i>South Beloit city, IL</i>	25%	19%	24%	11%	22%
<i>Roscoe village, IL</i>	43%	16%	23%	4%	14%
<i>Rockton village, IL</i>	40%	15%	23%	6%	16%
Beloit, WI–IL Urbanized Area	28%	18%	21%	8%	26%

Source: Table DP03, ACS 2015-2019 (5-year estimates).

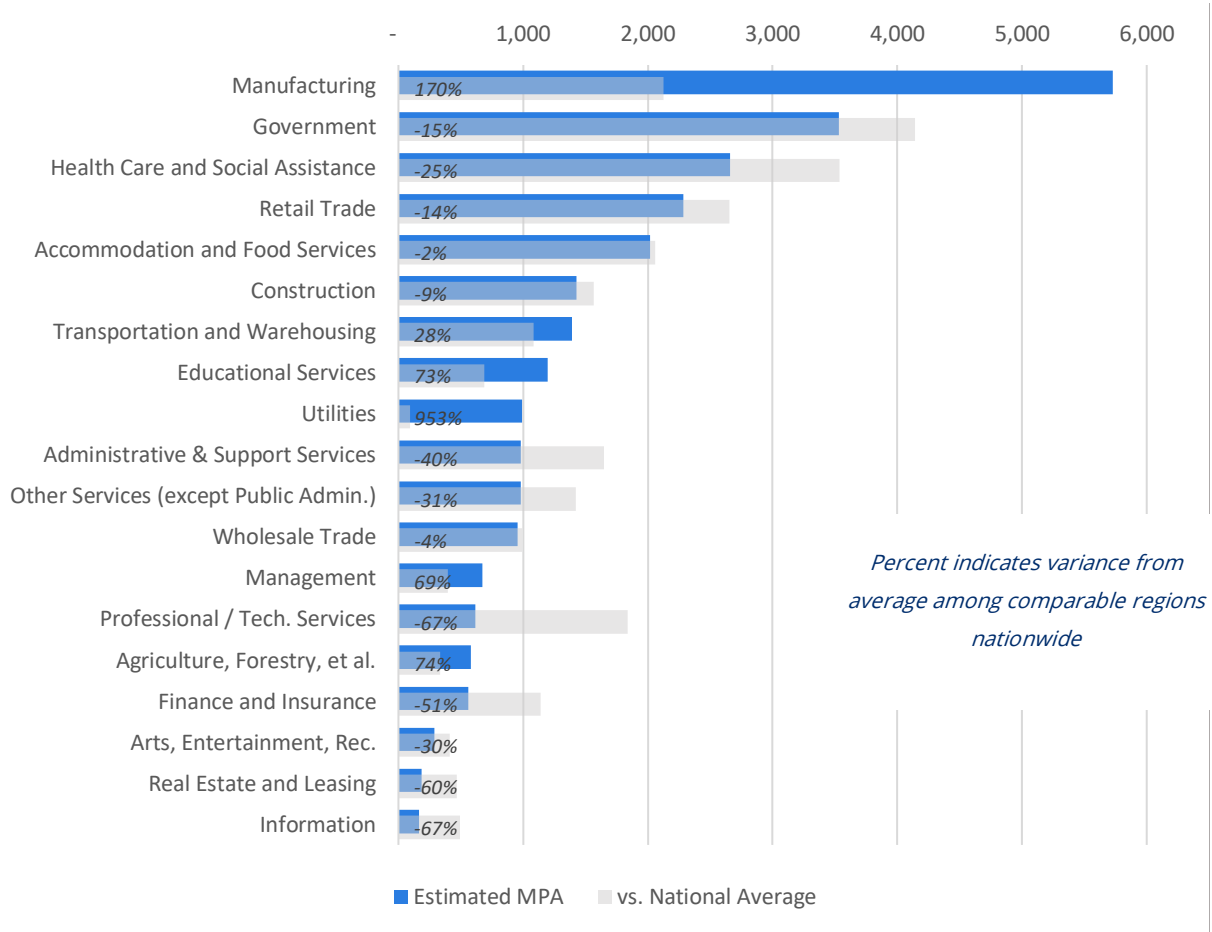
EMPLOYMENT PROFILES

Figure 12 shows the estimated employment for the four primary ZIP codes that overlap the MPA and are broken out by North American Industry Classification System (NAICS) code, which is the Federal standard used to classify businesses. Also included are the typical employment levels by industry for regions of similar size nationwide, as well as the variance (percent) between the MPA and the comparison regions.

Manufacturing in the area is a major industry—much higher than typical prominence nationwide. The next three industries (Government, Health Care and Social Assistance, and Retail Trade) are all somewhat smaller than found in other regions of a similar size—by 15 to 20 percent. Additionally, there are fewer of the typical private sector office employment industries³ present in the MPA than in its peer regions.

³ Administrative and Support Services, Management of Companies, Professional and Technical Services, Finance and Insurance, Real Estate and Leasing, And Information.

FIGURE 12. EMPLOYMENT BY INDUSTRY VS. COMPARABLE REGIONS NATIONWIDE



Source: Emsi data for primary ZIP codes in the MPA: 53511, 53525, 61080, 61072.

EMPLOYMENT DISTRIBUTION

High employment density is concentrated in Downtown Beloit with many employers clustered within the Central Business District. Major employers are also located on the urbanized fringe, including Beloit Memorial Hospital to the north and Woodman’s to the west. The eastern portion of SLATS MPA is a primary employment center with multiple large employers taking advantage of the convenient I-39/90 access.

Figure 13 illustrates current employment density. According to the travel demand model socioeconomic data, there are 27,583 jobs in the MPA in 2020. This is expected to increase to 38,586 by 2045, which is a 40% increase over the 25-year period, or 1.4% compound annual growth rate.

Figure 14 displays unemployment levels within the SLATS MPA. Not surprisingly, urban areas including many older neighborhoods have higher rates of unemployment compared to less dense rural areas. From a transportation perspective, many of these residents may lack access to an automobile and therefore rely on public transportation and non-motorized facilities to meet their daily travel needs. While these facilities, particularly public transit may readily serve these neighborhoods, it is equally important that the transit service connect to major employment destinations to ultimately connect people to jobs. As an example, Beloit Transit modified service in 2020 to improve fixed-route service to the Gateway Business Park.

FIGURE 13. EMPLOYMENT DENSITY (WHERE WORKERS LIVE) WITHIN THE SLATS MPA

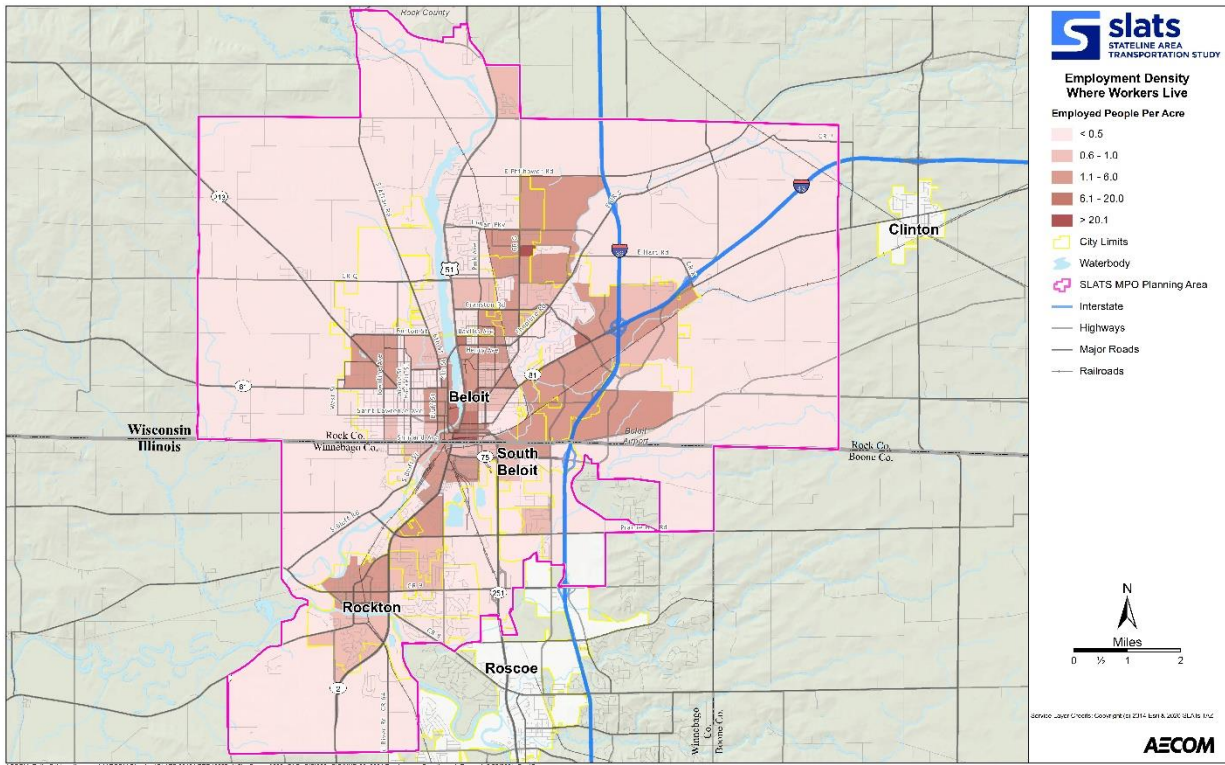
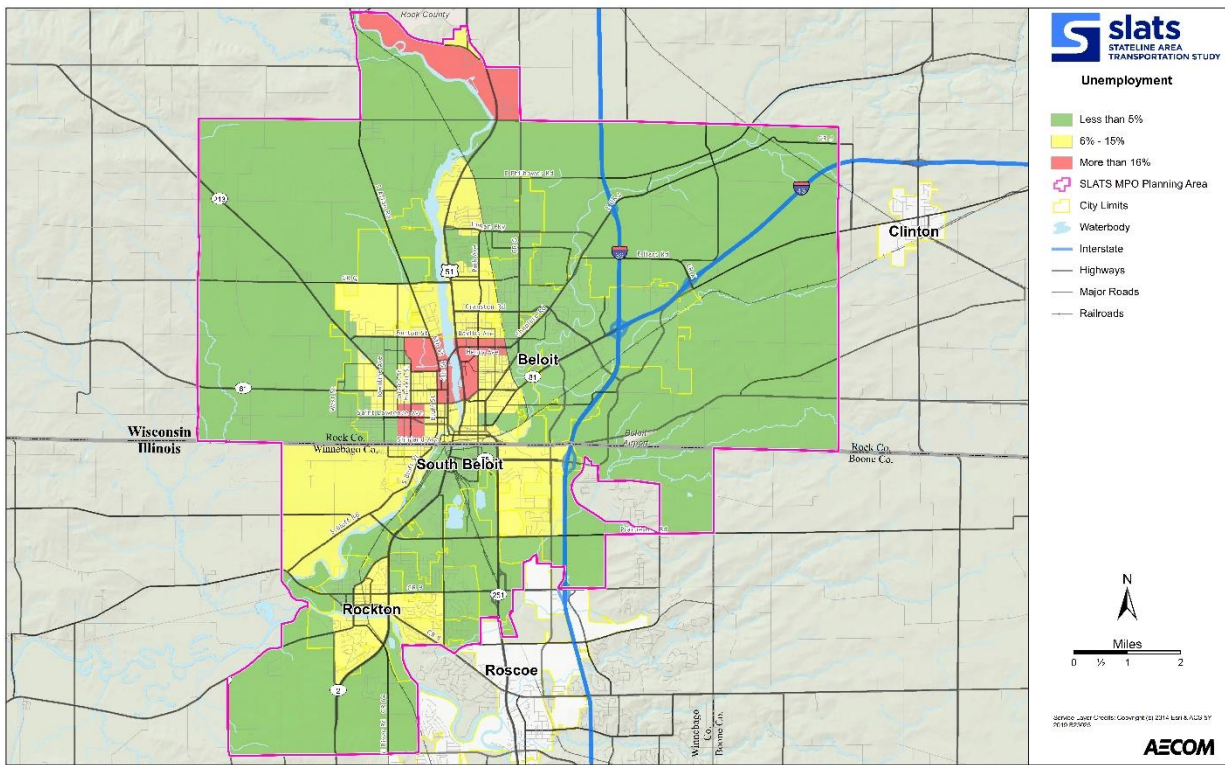


FIGURE 14. UNEMPLOYMENT LEVELS WITHIN THE SLATS MPA



MAJOR EMPLOYERS

The location of major employers is an important factor of where economic activity is focused within the MPA. For many major employers, direct access to major roadways and interstates is critical to moving goods in a timely and efficient manner. Connecting people to jobs, by car, bus, bike, or walking, are also important considerations in where employers choose to locate their business.

Currently, the MPA has a concentration of major employers located in Downtown Beloit and along the I-39/90 corridor. The Beloit Health System is the largest employer in the area with over 1,500 employees within the greater Beloit area. The recently approved Ho-Chunk Nation Casino Complex is also expected to employ approximately 1,500 when completed. As land use patterns change to accommodate economic growth, it is important for the region to continually monitor and modify the transportation resources to accommodate on-going development within the region. A list of major employers within the MPA is provided in **Table 13. Figure 15** displays the location of major employers.

TABLE 13. MAJOR EMPLOYERS

<i>Employer</i>	<i>Product / Services</i>	<i>Number of Employees</i>
Beloit Health System *	Medical Services	1,553
Ho-Chunk Nation Casino Complex **	Casino/Hotel/Convention Space/Waterpark	1,500
Kerry Americas	Dehydrated Food Products	971
School District of Beloit *	Public Education Grades K-12	938
Frito-Lay	Snack Foods	663
Blackhawk Technical College *	Technical College	588
Taylor Company (IL)	Food Service Industry	525
ABC Supply Co.	Roofing, Siding and Building Products	520
Fairbanks Morse Engines	Diesel Engines & Accessories	505
Amazon	Distribution	500
Beloit College	4-year Liberal Arts College	384
City of Beloit *	Municipal Services	368
Wal-Mart Super Store	Retail Department Store	350
Hormel Foods	Canned Meat Products	325
Staples Distribution	Office Supply Distributor	323
Ecolab, Inc.	Disinfectants and Germicides Manufacturer	306
First National Bank & Trust Co.*	Financial Institution	303
Axium (IL)	Food Manufacturing	160
Goldie Floberg Center (IL)	Health Care and Social Services	140
Mid-States Concrete Industries (IL)	Precast Concrete Building Systems	120

Source: Greater Beloit Economic Development Corporation, 2018.

NOTE: The table reflects MPA employers with a minimum of 200 employees in Wisconsin and a minimum of 100 in Illinois.

* Multiple locations within the MPA.

** Future site of Casino.

FIGURE 15. MAJOR EMPLOYERS

