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Addendum to Kenosha Labor Market Analysis: Complete Survey Responses

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Table of Contents

Employee Perceptions of the Kenosha Workforce: Survey Responses	1
Research Methodology	1
Mapping of Zip Codes	1
Survey Responses	2
Profile of Survey Respondents	2
Commuting Patterns	5
What's Important to Employees about a Job	11
Working in Kenosha County	36
What Respondents Like about Kenosha County	38
What Respondents Dislike about Kenosha County	38
Examination of Key Target Segments of the Kenosha County Workforce	39
Millennials and the Kenosha Workforce	39
The Creative Class and the Kenosha Workforce	57
Appendix 1: Survey Instrument	87

This report is an addendum to the Labor Market Analysis study conducted by the W.E. Upjohn Institute for Employment Research for the Kenosha Area Business Alliance (KABA) and its regional partners. The addendum contains the research methodology and responses to all questions asked in an employee survey conducted with Kenosha employers from February 29 to March 18, 2016. Also included is the full analysis of two key segments of the Kenosha workforce—millennials and creative class professionals. The appendix includes the survey instrument used for the employee survey.

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Employee Perceptions of the Kenosha Workforce: Survey Responses

Research Methodology

KABA enlisted a small and select group of employers throughout the Kenosha region to help distribute a link to an online survey to their employees. This group of employers is contained within KABA's in-house employer database. The survey questions were designed to collect information on employee travel to work, what's important to employees about a job, how employees feel about working in Kenosha County, and background information on employees and their jobs (see Appendix 1). The survey was distributed to full- and/or part-time adults age 18 and older employed by companies within the Kenosha region. The employers were provided sample emails to use when distributing the link to their employee.

The survey was initiated by employers beginning February 29, 2016, through email correspondence, with weekly email follow-ups on March 7th and March 14th. Data were collected through March 18, 2016. Versions of the survey were created in English and Spanish, with links to both versions sent to all employers. Prizes, donated by local businesses, were used as incentives to encourage employee participation each week.

The survey participation of workers in Kenosha County was overwhelmingly high, in large part because of the diligence of KABA and its partners in promoting the survey, even before the survey was conceptualized. KABA emphasized the importance of getting a perspective on the region's workforce issues and challenges in its discussions with employers during its regular retention visits, and used these visits as opportunities to enlist employer participation in the study. Those partnering with KABA in this study also promoted the need to assess the region's talent capabilities through meetings and public discussions, as well as encourage employer participation. With a population size of an estimated 30,109 possible survey respondents from participating companies, for a 5 percent margin of error within a 95 percent confidence interval, a total sample size of 381 usable responses was required. Kenosha County's employees far exceeded this sample size—in fact, more than five times the amount of responses needed for a valid sample was received. The overall survey response rate is 6 percent.

A total of 270 Kenosha County employers participated in the survey. Because the survey responses were blind, we were unable to provide a response rate by employer. These employers distributed the email survey to their 30,109 employees. Although the survey was administered online, one employer requested a hard copy of the survey in both English and Spanish for distribution to employees without online access. The total number of survey submissions received was 2,212 (2,162 online and 50 handwritten). Although more than 2,200 submissions were received, the total usable submissions (both online and handwritten) totaled 1,776 ($N = 1,776$) responses. Surveys were deemed not usable when critical information such as demographics was not included and when only a few questions were answered and thus considered incomplete.

Mapping of Zip Codes

The spatial data for zip code boundaries are derived from the U.S. Census Bureau's 2015 Zip Code Tabulation Areas (ZCTA's), which are created by agglomerating census blocks based on the majority zip code for each block. Some zip codes used by the U.S. Postal Service are too small to be represented by their own boundary within the census data (zip codes 53141, 53171, 53148, and 53152). These zip code data were assigned to the zip code tabulation area in which they geographically reside. Zip codes that are considered to be within Kenosha

county are listed below in Table 1. Zip codes that fell within the county or crossed the county boundary were included in an attempt to be as inclusive as possible.

Table 1 Zip Codes Considered within Kenosha County

Zip Codes in Kenosha County	
53104	53168
53105	53170
53128	53177
53139	53179
53140	53181
53142	53182
53143	53192
53144	53403
53158	

Several zip codes cross the county line into Walworth and Racine counties. As there is no way of absolutely knowing whether the respondents actually live and/or work in Kenosha County or in these bordering counties, respondents with data for the zip codes that cross county lines were considered to be within Kenosha County (see Map 1). A simple check was performed by examining the respondents that listed these zip codes as a home zip code, compared to how they responded to survey question 10a. Approximately 100 respondents did not answer question 10a, suggesting that they may actually live/work outside of the county, although, for the purposes of this study, we consider them as within the county.

Survey Responses

The responses to the employee survey are portrayed by question, based on the four sections of the survey. Although we received an overall total of 1,776 usable survey responses, not all employees participating in the survey answered all questions. In discussing the results per question, the total number (*N*) of responses received is mentioned. Due to data collection errors with questions 3 and 14 of the survey, these data are not included in this report.

Profile of Survey Respondents

Age, Education, and Income

Survey respondents were asked to indicate their age based on the age groups provided (*N* = 1,716): 18–34, 35–44, 45–54, 55–64, and 65 and older. Employees responding to the survey are primarily between the ages of 45 and 54 (507 responses or 30 percent). See Figure 1. Only a small percent (2.9 percent) are age 65 and older. Of those responding to the survey, 21 percent are age 18–34, 24.5 percent are age 35–44, and 22 percent are age 55–64.

Those responding to the survey were asked to indicate their highest levels of education completed (*N* = 1,743). Figure 2 depicts that the majority of the workers responding to the survey are well educated, with 58.4 percent (1,017) having a bachelor’s degree or higher. Only 1 percent (17) of the survey respondents report not graduating from high school. The

Map 1 Zip Codes of Survey Respondents

Figure 1 Age Distribution of Survey Respondents

Figure 2 Highest Level of Educational Attainment of Survey Respondents

percentage of respondents with technical, skills certification, or an associate’s degree is 16.8 percent (294).

The survey respondents were asked to select the amount of their annual income based on the salary ranges provided (*N* = 1,767). As shown in Figure 3, most reported the \$60,000–\$74,999 category (296, or 16.8 percent), with the \$50,000–\$59,999 range showing as the second-highest category (233, or 13.2 percent). Less than 1 percent (14) indicated an annual income of less than \$10,000. A small percentage, 8.4 percent (148), chose not to provide their annual salary range.

Figure 3 Reported Income of Survey Respondents

Commuting Patterns

Respondents were asked to provide the zip codes of their homes and places of work. Map 2 depicts the concentration of survey respondents by zip code of residence. The majority of the survey respondents reside in the 53142 zip code area of Kenosha. The darker blue areas indicate higher densities for respondents for their home zip codes. With the exception of the zip code along the lakeshore north of Kenosha County, the densities by zip code tend to be significantly lower, with 1–15 survey respondents per zip code. Given that the survey targeted firms operating within Kenosha County and the lower density of respondents per zip code outside of Kenosha County, it appears that, for the most part, survey respondents are living and working within the county.

Map 3 shows the concentration of where the survey respondents work by zip code. The majority of those responding to the survey are employed outside of the zip code area in which they live; however, they still work within Kenosha County. On this map, the darker blues indicate high densities of where respondents are working in Kenosha County. These tend to be on the eastern side of the county, while the western side of the county, as well as most of all zip codes outside of the county, tend to represent low levels of employment by zip code. The one exception is what is likely a zip code in Racine County. Although this may stand out as being ranked in the middle range of zip code densities, it only represents the workplace of somewhere between 11 and 25 survey respondents.

Distance and Time Traveled to Work Each Day

Employees responding to the survey were asked to list the number of miles they travel to work each day ($N = 1,737$). Most of the respondents (348) indicated that they commute 10–20 miles from home to work each day (see Figure 4). The total percentage of respondents traveling 20 miles or less from home to work each day is 80 percent (1,400), with 60 percent commuting 10 miles or less to work each day (1,052). Nine of the respondents indicated that they work from home.

Map 4 displays the average distance survey respondents commute to work from their home zip codes. The range of commuting distances is between 3 and 103 miles; however, the map does not reflect the number of respondents for each of these zip codes, only the average commute distance in miles. By area, most of the respondents who noted home zip codes in Kenosha County are commuting, on average, between 3 and 18 miles to work.

The survey respondents provided the amount of time (in minutes) that it typically takes them each day to commute from their homes to their places of work ($N = 1,739$). The majority of survey respondents (497 or 28.6 percent) travel between 16 and 30 minutes from home to work each day (see Figure 5). Travel time for 82.7 percent (1,439) of the survey respondents from home to work is 30 minutes or less each day. Nearly one third (31.4 percent) of the survey respondents commute 10 minutes or less daily to work.

Map 5 depicts the average commuting time from the respondents' home zip codes; however, the map does not reflect the number of respondents for each of these zip codes. The average commute time for those on the eastern third of the county is 11–15 minutes. For those in the central part of the county, the average commute time is 16–30 minutes. On the western side of the county, the average commute time increases to a reported 31–45 minutes.

Overall, 28 percent of the respondents who work in Kenosha County do not reside in the county. Most of the respondents (40 percent) indicated that they commute to work in Kenosha County because they either own a home outside of the county or live in another

Map 2 Survey Respondents by Home Zip Code

Map 3 Survey Respondents by Work Zip Code

Map 4 Average Distance in Miles Survey Respondents Commute to Work from Home Zip Code

Figure 4 Distance Traveled to Work Daily

Figure 5 Time Spent Traveling to Work Daily

community that they like outside of the county (see Table 2). Many (15.8 percent) have a spouse or significant other employed outside of the county, while several (10.7 percent) reside outside of Kenosha County to be near family. In other words, two thirds of the employees who live outside of Kenosha do so for reasons that have nothing to do with the quality of life or the availability of housing in the county.

Map 5 Average Commute Time in Minutes from Survey Respondents' Home Zip Code

Table 2 Survey Respondents’ Reasons for Commuting into Kenosha County

	Number of Respondents
Already own home or live in a community outside of Kenosha County that I/we like	501 (40%)
Spouse/significant other employed outside of Kenosha County	197 (15.8%)
Wanted to be near family/my family lives outside of Kenosha County	134 (10.7%)
Did not find the right house in Kenosha County	75 (6%)
Did not find the right neighborhood in Kenosha County	41 (3.2%)
Thought that the public schools in Kenosha County were below average	40 (3.2%)
Concerned about crime in Kenosha County	36 (2.8%)
Lack of cultural amenities	29 (2.3%)
Taxes	25 (2%)
Heard negative things about Kenosha County from friends, family, or real estate agents	19 (1.5%)
Low home/property valuation	15 (1.2%)
Lack of shopping/retail	14 (1.1%)
Other	123 (9.8%)
	1,249

What’s Important to Employees about a Job

Company Products or Services

Employees responding to the survey were asked to write in the major products or services provided or made by their employers ($N = 1,633$). More than one third of the respondents indicated that their employers provide educational services (569, or 35 percent), with 22 percent (353) noting that their employers manufacture various types of products, such as foods and auto parts. Health Care and social assistance services was listed by 17 percent (283) of the survey respondents as the major products provided by their employer, while 9 percent (154) cited government services.

The survey respondents were asked to identify their employer’s products or services using the list of two-digit North American Industry Classification System (NAICS) codes provided ($N = 1,752$). Those who were uncertain about which NAICS industry best described their employers were asked to select the “Unsure” option. The NAICS industries were grouped into four separate categories for data analysis:

- Goods-Producing—Agriculture, Forestry, Fishing, Hunting; Utilities; Construction; Manufacturing
- Business Services—Real Estate, Rental, and Leasing; Professional, Scientific, Technical Services; Management of Companies and Enterprises; Wholesale Trade; Retail Trade (any retail); Transportation and Warehousing; Information (media, publishing, cable); Administrative and Support, Waste Management, and Remediation
- Consumer Services—Accommodation and Food Service; Arts, Entertainment, and Recreation; Health Care and Social Assistance; Educational Services; Public Administration (government); Finance and Insurance

- Other Services—Includes all other services other than the above and the Unsure responses

Most of the employees responding to this question (65.8 percent, or 1,153) identified their employers’ products or services within the Consumer Services category (see Figure 6). Of the Consumer Services category, Educational Services is the primary product provided by the employers of those responding to the survey (53 percent, or 616). Survey respondents indicating that their employers provide Health Care and Social Assistance services represent 26 percent (298) of this category.

The Goods-Producing category was the second-highest category (15.8 percent, or 276) noted by survey respondents as the type of services provided by their employers (see Figure 7). Within the Goods-Producing category, Manufacturing was stated as the primary type of service (89 percent, or 276).

Figure 6 Survey Respondents Working in Consumer Services, by Sector

Figure 7 Survey Respondents Working in Goods-Producing Industries, by Sector

The Business Services category ranked third (7.5 percent, or 131) by survey respondents as the type of services offered by the companies for which they work. Two sectors within this category—Professional, Scientific, and Technical Services (26 percent, or 34) and Retail Trade (25.2 percent, or 33)—are revealed by the survey respondents as the most commonly noted types of services by their employers. Only 2.3 percent (46) were unsure about the types of products or services their companies provide. See Figure 8.

Figure 8: Survey Respondents Working in Business Services, by Sector

Occupation and Length of Employment

Those responding to the survey were asked to write in their job title ($N = 1,714$). The responses were organized according to the Standard Occupational Classification (SOC) categories used below in question 6b. Most of those responding to the survey indicated their job titles fall within the Education, Training, and Library Occupations category (24.5 percent, or 420), with the Business/Financial Operations category noted as containing 16.2 percent (277) of the job titles reported by survey respondents (see Table 3). The Health Care Practitioners, Technical Occupations, and Support Occupations categories (combined) reflect 12.8 percent (220) of the respondents’ job titles.

Survey respondents were asked to indicate their job categories by selecting from the list of two-digit Standard Occupational Classification (SOC) categories shown in the survey ($N = 1,737$). If respondents were uncertain about which category best described their jobs, they were asked to select “Unsure.” Most (23 percent, or 399) of the respondents categorized their jobs as within Education, Training, and Library occupations (see Figure 9). A large portion of the respondents (13.1 percent, or 228) have jobs within the Office and Administrative Support category. The Management (9.8 percent, or 170) and the Business/Financial Operations (8.3 percent, or 144) categories also represent a strong portion of the occupations.

The survey respondents were asked to note the length of time in years that they have worked for their current employers ($N = 1,706$). Overall, more than half of those responding to the survey have been employed with their companies less than 10 years (55.8 percent or 952). Only 3 percent (57) of the survey respondents have worked with their companies 30 years or more (see Figure 10).

Table 3 Survey Responses by SOC Category

SOC Category	Number of Responses	Percent*
Education, Training, Library Occupations	420	24.5
Business/Financial Operations	277	16.2
Healthcare Practitioners, Technical Occupations, Support Occupations	220	12.8
Office & Administrative Support Occupations	140	8.2
Management Occupations	108	6.3
Production Occupations	67	3.9
Architecture/Engineering Occupation	59	3.4
Computer/Mathematical Occupations	57	3.3
Protective Service Occupations	52	3.0
Building & Ground Cleaning/Maintenance	49	2.9
Sales & Related Occupations	46	2.7
Other	46	2.7
Arts, Design, Entertainment, Sports, & Media Occupations	45	2.6
Transportation, Material Moving	40	2.3
Community/Social Service Occupations	27	1.6
Legal Occupations	19	1.1
Construction/Extraction Occupations	14	.8
Life, Physical, Social Science Occupations	11	.6
Installation, Maintenance,& Repair Occupations	10	.6
Food Preparation, Serving-Related Occupations	5	.3
Unsure	2	.1
Military Specific Occupations	0	0
Personal Care & Service Occupations	0	0
Farming, Fishing, & Forestry Occupations	0	0
	1,714	

NOTE: Numbers do not equal 100% due to rounding.

Rankings of What's Important to Employees about a Job

The survey respondents were asked to use a scale of 1–5 to indicate their levels of importance about certain characteristics of a job. The scale offered this range of choices: 1 = Not at all important, 2 = Not important, 3 = Somewhat important, 4 = Important, and 5 = Very important. Employees were asked to rate the following aspects of a job:

- Having career advancement opportunities/ability to be promoted (*N* = 1,755)
- Being paid fairly for the work that I do (*N* = 1,760)
- Having good benefits (for example, insurance, time off, retirement) (*N* = 1,754)
- Having opportunities for long-term employment (job security) (*N* = 1,743)
- Being satisfied with my work schedule (for example, flexible shifts, work from home) (*N* = 1,750)

Figure 9 Distribution of Respondents by Occupational Category

Figure 10 Duration of Current Employment

- Having good managers/supervisors (for example, fair, willing to listen) ($N = 1,755$)
- Being comfortable where I work (for example, safety, physical setting) ($N = 1,751$)
- Having what I need to do my job (for example, tools, equipment) ($N = 1,752$)
- Working with people who are qualified and competent to do their jobs ($N = 1,744$)
- Having training/education opportunities available to me ($N = 1,752$)
- Enjoying my job/the work that I do ($N = 1,725$)
- Having a reasonable commute to/from work each day (in time and/or distance) ($N = 1,751$)
- Having a balance between life/work and not having to choose between the two ($N = 1,754$)
- Being in a workplace that is welcoming to everyone ($N = 1,742$)
- Receiving feedback from supervisor(s) that not only helps me in my job, but also helps me grow as a person ($N = 1,734$)

Overall, the respondents ranked being paid a fair wage for the jobs they do and having good benefits available from their employers as the most important aspects of a job (see Table 4). They also ranked as significantly important opportunities for remaining with their employers for the long term, having good managers and supervisors, enjoying the work they do, and being able to work alongside qualified and competent coworkers. Having opportunities for career advancement and promotion and having a reasonable commute to/from work each day were ranked as least important.

Table 4 Overall Rankings of Levels of Importance on Job Characteristics by Survey Respondents

Job Attributes/Characteristics	Overall Percent, as Ranked by Survey Respondents
Fair wages for the job	98
Good benefits	96
Long-term employment (job security)	95
Good manager or supervisor	95
Enjoying the work	94
Good coworkers	93
Life/work balance	91
Comfortable work environment	90
Have proper resources and technology	90
Welcoming work environment	88
Flexible work schedule	85
Helpful feedback from supervisor	80
Training and education opportunities	76
Career advancement opportunities	69
Reasonable commute	68

Having the ability to advance in their careers is not considered as important as some of the other aspects of a job. Of those responding to the survey, 69.4 percent (1,218) ranked career/promotional opportunities as important. Few (9.3 percent, or 163) did not consider career advancement opportunities as important in a job (see Figure 11), while 21.3 percent (374) were neutral.

Figure 11 Having Career Advancement Opportunities

Being paid a fair wage (97.5 percent) was ranked as the most important aspect of a job (see Figure 12). Only 1.9 percent (35) of the respondents were neutral on the importance of being paid a fair wage, and less than 1 percent (9) considered being paid a fair wage as unimportant.

The survey respondents also highly ranked having good benefits as one of the most important aspects of a job (see Figure 13). They viewed having good benefits (such as medical and dental insurance, paid leave, and retirement options) available from their employers as significantly important, with 96.5 percent (1,692) ranking this aspect of a job as “important” and “very important.” Few, 2.4 percent (42), were neutral, with only 1.1 percent (20) ranking this as an unimportant aspect of a job.

Also of significant importance to employees are having opportunities for long-term employment (95 percent) and having good managers and supervisors (95 percent) (Figures 14 and 15). With regard to long-term employment opportunities, very few (3.9 percent or 69) viewed this as “somewhat important,” while 0.9 percent (17) indicated this as an unimportant aspect of a job. Only 3.9 percent (68) of the survey respondents remained neutral on the level of importance of having good managers and supervisors, with less than 1 percent (13) ranking this as unimportant.

Figure 12 Being Paid a Fair Wage for the Work That I Do

Figure 13 Having Good Benefits

Figure 14 Having Opportunities for Long-Term Employment (job security)

Figure 15 Having Good Managers and Supervisors

Employees indicated that being satisfied with their work schedules is an overall important aspect of a job (85 percent or 1,486). This aspect was ranked as “somewhat important” by 12.6 percent (220) of the survey respondents, with only 2.5 percent (42) viewing this as unimportant (see Figure 16).

Workplace safety and comfort was cited by 90 percent (1,575) of respondents as being “very important” and “important” to a job (Figure 17). Just over 1 percent (1.3 percent or 22) ranked this as unimportant to a job, while 8.8 percent (154) viewed the comfort of the workplace as “somewhat important.” Ranked just as important as workplace comfort and safety was having the tools and resources at the workplace to do a job (see Figure 18). Just over 90 percent (90.2 percent or 1,580) stated that having the tools and equipment to do a job is important overall, with 8.7 percent (152) remaining neutral. Very few of the survey respondents (1.1 percent or 20 respondents) ranked having the resources to do a job as unimportant.

Having education and training opportunities available at a job was ranked by 76 percent (1,332) as “very important” and “important,” while 20.2 percent (354) noted this as being “somewhat important” to them (see Figure 19). Also, 3.7 percent (66) ranked having education and training opportunities as unimportant. Only two aspects—having a reasonable commute to/from work and having career advancement opportunities—were ranked lower than education and training opportunities.

Survey respondents consider enjoying their jobs and the work they do (94 percent), and working with people who are competent and qualified to do their job (93 percent) as important overall (Figures 20 and 21). Although relevant, employees viewed having a reasonable commute to/from work each day (Figure 22) as the least important aspect of a job overall (68 percent).

Figure 16 Being Satisfied with My Work Schedule

Figure 17 Being Comfortable Where I Work

Figure 18 Having What I Need to Do My Job

Figure 19 Having Training/Education Opportunities

Figure 20 Enjoying the Work That I Do

Figure 21 Working with People Who Are Qualified/Competent

Figure 22 Having a Reasonable Commute to/from Work

Kenosha employees responding to the survey indicated that having a decent work/life balance is important to them (91.2 percent, or 1,600). Few (1.1 percent, or 20) viewed this as having little importance, and 7.6 percent (134) indicated that having a good balance between life and work was somewhat important (see Figure 23).

Figure 23 Having a Balance between Life/Work and Not Having to Choose

Nearly 88 percent of the survey respondents (87.9 percent, or 1,531) viewed being in a workplace that is welcoming to everyone as important overall (see Figure 24). Remaining neutral are 9.9 percent (173) of the survey respondents, with 2.2 percent (38) indicating this is an unimportant aspect of a job.

Receiving feedback from supervisors was cited as another relatively important aspect of a job. Of those responding to the survey, 80.3 percent (1,393) ranked this as “very important” and “important,” 4.5 percent (78) viewed it as unimportant, and 15.2 percent (263) were neutral (see Figure 25).

How Well Employers Provide for Their Employees

In the next question, survey respondents were asked how much they agreed with how well their employers provide the following for them and their coworkers:

- My employer provides career advancement opportunities/ways to be promoted (N = 1,753)
- I am paid a fair wage for the work that I do (N = 1,752)
- My employer offers good benefits (for example, insurance, time off, retirement) (N = 1,747)

Figure 24 Being in a Workplace That Is Welcoming to Everyone

Figure 25 Feedback from Supervisors Helps Me Grow in My Job and as a Person

- My employer offers opportunities for long-term employment (job security) (*N* = 1,754)
- My employer does a good job of setting up work schedules (for example, flexible shifts, work from home) (*N* = 1,750)
- My employer, in general, has good managers/supervisors (for example, fair, willing to listen) (*N* = 1,747)
- The company provides a good workplace (for example, safety, physical setting) (*N* = 1,753)
- My employer provides the things that I need to do my job (for example, tools, equipment, technology) (*N* = 1,748)
- My company hires people who are qualified and competent to do the job (*N* = 1,751)
- Training/education opportunities are available to me (*N* = 1,748)
- My employer gives me opportunities to do the work that I do best (*N* = 1,745)
- My employer is located within a reasonable time and distance to/from home each day (*N* = 1,746)
- My company encourages me to balance my work and life, rather than having to choose between the two (*N* = 1,747)
- My company does a good job at offering a workplace that is welcoming to everyone (*N* = 1,747)
- The feedback that I get from my supervisor(s) not only helps me in my job, but also helps me grow as a person (*N* = 1,743)

On each of these questions, the employees were asked to rate them using a scale of 1 to 5, where 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, and 5 = Strongly agree.

The difference between this question and the previous one is subtle but important: The previous question asked about favorable attributes of “a job,” whereas this one asked about how their current employers do in providing these attributes. Unfortunately, the survey respondents were not as favorable with their rankings on this question as they were with the preceding question.

Overall, they favorably agreed that their commute to/from work each day was reasonable and that their employers provide a comfortable and safe work environment (see Table 5). The respondents indicated that they are reasonably satisfied that their employers offer good benefits, maintain the needed resources and technology for them to perform their jobs, and offer opportunities for long-term employment. The strongest element of dissatisfaction among Kenosha employees responding to the survey is with opportunities for career advancement.

Most of the employees (87 percent, or 1,514) indicated that their employers are located within a reasonable time and distance to/from their home (see Figure 26). Responding that they neither agreed nor disagreed were 8.1 percent (142), while 5.1 percent (90) indicated that they disagreed.

The survey respondents also favorably agreed (82.5 percent, or 1,447) that their companies provide a good and safe workplace (see Figure 27). Nearly 12 percent (208) remained neutral, and 5.6 percent (98) disagreed.

Table 5 Overall Rankings of Levels of Agreement on Job Characteristics by Survey Respondents

Job Attributes/Characteristics	Overall Percent, as Ranked by Survey Respondents
Reasonable commute	87
Comfortable work environment	83
Good benefits	77
Have proper resources and technology	77
Long-term employment (job security)	75
Enjoying the work	73
Welcoming work environment	70
Training and education opportunities	68
Good manager or supervisor	65
Good coworkers	59
Flexible work schedule	56
Helpful feedback from supervisor	56
Fair wages for the job	54
Life/work balance	54
Career advancement opportunities	46

Figure 26 Employer Is Located a Reasonable Distance to/from Home

Figure 27 Company Provides a Good Physical Workplace Setting

Those responding to the survey agreed overall that their employers provide the things needed to do their jobs, such as tools, equipment, and technology (77.4 percent, or 1,352). There were 8.4 percent (147) who indicated that they disagreed, whereas 14.2 percent (249) neither agreed nor disagreed.

Employees also favorably agreed that their employers offer good benefits (77 percent or 1,338), as well as opportunities for long-term employment (75 percent, or 1,311) (see Figures 28, 29, and 30). Of those responding to the survey, 14.7 percent (258) remained neutral, while 8.6 percent (151) disagreed that their employers offered good benefits. With regard to long-term employment opportunities, 17 percent indicated that they neither agreed nor disagreed, while 8.2 percent (144) disagreed.

Employees were not in strong agreement (see Figure 31) that their companies provide career advancement opportunities for promotion (46 percent, or 801). One quarter of the respondents (25.4 percent, or 445) disagreed that advancement opportunities are provided by their employers, while 29 percent (507) neither agreed nor disagreed.

Respondents had a less positive view about being paid a fair wage for their work (54 percent, or 947) and about whether their companies encourage them to balance their work and personal lives (54 percent, or 943) (see Figures 32 and 33). With regard to being paid a fair wage, 19.4 percent (340) of respondents remained neutral, while 26.5 percent (465) did not feel that they are paid a fair wage. A total of 19.8 percent (346) disagreed that their employers encourage a stable work/life balance, and 26.2 percent (458) remained neutral.

The survey respondents were nearly evenly mixed on how their employers set up work schedules. More than half (56.4 percent or 987) agreed on the flexibility of their work schedules, with 26.4 percent (463) remaining neutral and 17.1 percent (300) disagreeing

Figure 28 Employer Provides the Tools/Technology I Need to Do My Job

Figure 29 Employer Offers Good Benefits

Figure 30 Employer Offers Opportunities for Long-Term Employment

Figure 31 Employer Provides Advancement Opportunities

Figure 32 I Am Paid a Fair Wage for the Work That I Do

Figure 33 Employer Encourages Me to Balance My Work and Home Life

(see Figure 34). A total of 65.4 percent (1,143) of respondents favorably agreed that their employers hire good managers and supervisors (see Figure 35). Remaining neutral were 20.7 percent (361), while 14 percent (243) disagreed altogether.

More than half of the survey respondents (58.5 percent, or 1,024) agreed that their companies hired workers who are qualified and competent to perform a job (see Figure 36). There were 28.6 percent (500) who neither agreed nor disagreed and 13 percent (227) who completely disagreed.

For the most part, the employees agreed that their employers offer training and education opportunities for professional and skills development (see Figure 37). A total of 68 percent (1,189) of the survey respondents were in agreement on the availability of training and education opportunities, while 11.5 percent (201) altogether disagreed. There were 20.5 percent (358) who remained neutral.

Receiving more favorable agreement from 73 percent (1,275) of the respondents is that employers provide their employees with opportunities to do the work they do best (see Figure 38). There were 7.8 percent (137) of the respondents who did not agree and 19.1 percent (333) who neither agreed nor disagreed. Many of the survey respondents (70.5 percent, or 1,231) also highly agreed that their employers provide a workplace that is welcoming to all employees (see Figure 39). Remaining neutral were 20.6 percent (360), with 8.9 percent (156) disagreeing altogether.

Employees were somewhat mixed as to whether they receive helpful feedback from their supervisors. A total of 56.5 percent (985) of respondents (see Figure 40) agreed that they received helpful feedback from their supervisors, while 16 percent (279) disagreed. Remaining neutral were 27.5 percent (479).

Figure 34 Employer Does a Good Job of Setting up Work Schedules

Figure 35 Employer, in General, Has Good Managers and Supervisors

Figure 36 Company Hires People Who Are Qualified/Competent

Figure 37 Training/Educational Opportunities are Available to Me

Figure 38 Employer Gives Me Opportunities to Do the Work I Do Best

Figure 39 Company Offers a Workplace That Is Welcoming to Everyone

Figure 40 Feedback from Supervisors Helps Me Grow in My Job and as a Person

Working in Kenosha County

Length of Residency in Kenosha County

Employees were asked how long they have lived in Kenosha County, indicating less than 1 year or writing in the number of years they have resided there (*N* = 1,654). More than one quarter of those responding to the survey stated that they live outside of Kenosha County (28 percent, or 463). Of those that live within the county, 28.3 percent (468) have resided in Kenosha County for more than 10 but less than 30 years. Further, 31.2 percent (516) of the respondents have been Kenosha County residents for 30 or more years (see Figure 41).

Figure 41 Duration of Residence in Kenosha County

If the respondents were not residents of Kenosha County, they were asked to indicate their reasons for commuting to the county for work each day (*N* = 1,249). Most of the respondents (40 percent, or 501) indicated that they commute to work in Kenosha County because they either own a home outside of the county or live in another community that they like outside of the county (see Table 6). Many of the survey respondents (15.8 percent or 197) have a spouse or significant other employed outside of the county, while several (10.7 percent or 134) reside outside of Kenosha County to be near family.

Some of the “Other” reasons cited by the survey respondents as to why they commute into Kenosha County for work are:

- “Can’t sell my house in Illinois; no one wants to live there”
- “Did not want to change my son’s school again”
- “Enjoy the diversity (and acceptance of it), community, and livelihood of Milwaukee; also more vegan friendly”
- “I like living in Illinois”
- “I live right on the border of Kenosha and Racine; close enough that moving isn’t necessary”
- “Real estate was more expensive in Kenosha”
- “Unable to afford to move”

Table 6 Reasons Cited by Survey Respondents for Commuting into Kenosha County

Reason for Commuting into Kenosha County	Number of respondents
Already own home or live in a community outside of Kenosha County that I/we like	501 (40%)
Spouse/significant other employed outside of Kenosha County	197 (15.8%)
Wanted to be near family/my family lives outside of Kenosha County	134 (10.7%)
Did not find the right house in Kenosha County	75 (6%)
Did not find the right neighborhood in Kenosha County	41 (3.2%)
Thought that the public schools in Kenosha County were below average	40 (3.2%)
Concerned about crime in Kenosha County	36 (2.8%)
Lack of cultural amenities	29 (2.3%)
Taxes	25 (2%)
Heard negative things about Kenosha County from friends, family, or real estate agents	19 (1.5%)
Low home/property valuation	15 (1.2%)
Lack of shopping/retail	14 (1.1%)
Other	123 (9.8%)
	1,249

Employment in Kenosha County

Survey respondents were asked the length of time (in years) that they have worked in Kenosha County ($N = 1,683$). Slightly more than one quarter (26.4 percent, or 445) have worked in Kenosha County more than 10 but less than 20 years (Figure 42). Nearly 15 percent (250) of the survey respondents have worked in Kenosha County 30 or more years.

Figure 42 Duration of Employment in Kenosha County

What Respondents Like about Kenosha County

Workers were asked to write in the reasons they like working in Kenosha County ($N = 1,420$). Most of the survey respondents stated that they like working in Kenosha County because they are close to where they live and are near family. Several expressed that they feel “invested” in their communities, and the convenience of working in close proximity to home, school, church, and family in their neighborhoods anchors them there.

Several survey respondents also noted that they were “born and raised” in Kenosha and wouldn’t consider working or living anywhere else. As natives of Kenosha, they stated that they appreciate their close-knit communities, have a great deal of “hometown pride,” and want to see the county “grow and succeed.” They additionally expressed an appreciation for Kenosha’s growth and the friendliness of its people.

The respondents who work in Kenosha County also like the companies they work for and the benefits and opportunities provided by their employers. Simply stated, they love their jobs. Many expressed that they are happy in their work environments and enjoy working with their fellow employees, many of whom have become close friends.

These employees also commented on the convenience of a short commute to work each day as another reason why they enjoy working in Kenosha County. They find the county easy to navigate and like that the short commute leaves more time for family and recreational activities. Those living outside of the county reported that, although not Kenosha residents, the commute is quicker and easier than driving to Illinois or elsewhere in Wisconsin.

The amenities offered in Kenosha County are another reason the respondents state they like working in the county. The survey respondents cited several examples of the variety and ease of access to shopping and retail throughout Kenosha and Pleasant Prairie, as well as the convenience of being able to run errands during lunch because of the proximity of their work to retail. Others noted the availability and quality of medical care in Kenosha, and the excellent school system. Downtown Kenosha is viewed as an asset among the survey respondents, with the hope for further development noted by several respondents. One of the most frequently mentioned amenities is the enjoyment of the lake, considered by many as an asset that draws people to the Kenosha area.

What Respondents Dislike about Kenosha County

Employees were also asked to offer reasons, if any, they dislike working in Kenosha County. Most of the survey respondents cited lower-paying wages as one of their top dislikes. Some stated that jobs are available, but they are lower-paying jobs, whereas others report not being able to find “jobs in their field” that offer decent wages. Others cited specific industry sectors, such as manufacturing, education, and health care, as areas where wages are stagnant and they have not received pay raises “in years.”

Another top dislike about working in Kenosha County is the winter climate. Many expressed discontent with commuting to work through snow and ice, while others simply stated, “It’s Wisconsin.” Several survey respondents cited compounding winter weather issues and poor road conditions, specifically numerous potholes and snowy roads that do not quickly get plowed. Respondents noted instances where they weren’t able to get to work because their neighborhood streets remained unplowed for long periods of time.

Although many respondents in the earlier question stated that Kenosha is a safe community, several expressed concern over the growing crime rate and illegal drug use in the county. Some of the respondents noted that they fear riding their bikes home from work because

they would have to travel through reportedly high-crime areas. Others stated that some of the neighborhoods have become “run down” and are in need of revitalization.

Examination of Key Target Segments of the Kenosha County Workforce

In this section we examine the survey responses for two separate target groups—millennials and creative professionals.

Millennials and the Kenosha Workforce

When considering “the future of work,” it is clear in both the academic and periodical literature that identifying the differences and needs of millennials compared to their older counterparts is a prominent topic. As we look at the existing national workforce, we see the baby boomers preparing to retire. Any growth in employment, as well as demand for replacement workers, will be met by the pool of millennial workers.

While the definition of “millennial” varies, a review of sources suggests that this group is defined by people born between 1980 (or in some definitions 1982) and the early 2000s (or in some cases as early as 1995). For purposes of reporting these survey results, we adopt the generally accepted definition of 18- to 34-year-olds as millennials to identify this group of respondents from their older-responding counterparts.

Generally speaking, millennials responding to this survey tended to respond in ways similar to their older counterparts. Although there are necessary differences in areas such as job and residence tenure and earnings, most of their thoughts on the conditions or situations that help to make a job attractive tend to be fairly similar to older-age respondents. In many cases, the older respondents seemed to take a stronger stand by more often answering questions with a “strongly agree” response, while millennials are more split between “agree” and “strongly agree.” This is a bit unexpected because current thoughts on how millennials consider work and the workplace are reported to be different than that of their older counterparts. While there has been significant reporting as well as anecdotal evidence that the workplace needs to be different for millennials, the respondents to the survey suggest that what matters to them as millennials seems to be the same things that matter to the older workers.

Travel to Work/Duration of Employment

As seen in Figure 43, more millennials are able to work from home than their older coworkers. In general, millennials tend to commute farther than their counterparts to work, at least in terms of distance. Some of this difference may come from something of a selection bias. First, workers in the older cohort may have chosen to live nearer to their place of work. As shown in Figure 44, more than half of the age 35 and above cohort have worked for their current employers for at least 10 years. Similarly, of those from the older cohort responding to question 11, *How long have you worked in Kenosha County?*, two out of three respondents have worked in the county 10 years or more. While it may be hypothesized that the older cohort may choose to live nearer to work, it may also be hypothesized that as the millennials do not have high levels of household formations, at least at the national level, that this group may still be living with family and need to commute farther to find jobs. What is unclear is whether the generally longer distance to work is driven by job availability or by preference for a specific type of work or employer.

Figure 43 Daily Commute Distances (in miles) by Age Cohort

Figure 44 Duration of Employment (in years) in Kenosha County by Occupation Type

Not surprisingly, commuting times for the older cohort tend to be shorter than for the millennials, as seen in Figure 45. Although the differences are not that great, 55 percent of the 35 and older age group commute 15 minutes or less to work, compared to 50 percent for the millennials. When the commuting time is expanded to 30 minutes, the share of commuters is 83 percent for those age 35 and older and 80 percent for millennials. While millennials tend to commute at higher levels than their counterparts in the 31- to 35-minute commuting zone, the older cohort tends to be willing to commute longer times to work, with 3.54 percent commuting 46–60 minutes (versus 2.54 percent) and 1.5 percent commuting greater than 60 minutes (versus 0.28 percent).

Figure 45 Length of Commute (in minutes) by Age Cohort

Company Products or Services

The following figures identify in which industry each worker reported they were employed. Figure 46 breaks down the reported employment into three major industry sectors, Goods-Producing, Business Services, and Consumer Services. Figure 47 depicts only the Goods-Producing sector, Figure 48 the Business Services sector, and Figure 49 the Consumer Services sector. Note that these last three figures (Figures 47, 48, and 49), when combined, reflect the entire labor market and equal to 100 percent. Also note that each of the last three figures does not individually add to 100 percent, as each represents only one portion of the reported industries.

Figure 46 contains a sector-level look at where millennials and their counterparts are working. While Goods-Producing employment is the smallest share of industry-based employment, it is about on par with that of the United States. Moody’s Analytics reports that the share of U.S. employment in the Goods-Producing sector is about 18.3 percent, not that different than the nearly 21 percent for millennials and the 18.4 percent for the older cohort. While millennials tend to be in the Consumer Services sector at higher levels than their counterparts, they tend to lag in the Business Services sector.

Figure 47 contains share of employment within the Goods-Producing sector. While millennials reported higher rates of employment in the Agriculture, Forestry, and Fishing and Utilities industries, and the older cohort reported higher employment in the Construction sector, these are all relatively small sources of employment, with the higher share of total employment reported by the older-age cohort in Construction at 1.34 percent. It is interesting to note that both the younger and older cohorts responded with similar shares of employment in the Manufacturing sector, with 16.76 percent and 15.87 percent, respectively.

Figure 48 shows a much different picture of where millennials are employed when compared to their older counterparts. A note of caution on using these numbers: Only 94 of the more than 1,200 respondents in the age 35 and older cohort reported employment in this sector,

Figure 46 Employment in the Three Primary Industry Sectors

Figure 47 Distribution of Survey Respondents Working in Goods-Producing Industries, by Age Cohort

and 33 of the more than 337 millennial-age respondents indicated employment in this sector as well. However, millennials did report significantly higher levels of employment in Real Estate, Rental, and Leasing; Retail Trade; Transportation and Warehousing; and Information. While employment in Wholesale Trade was comparable between the two groups, the older cohort had a significantly higher share of employment in Professional, Scientific, and Technical Services, Management of Companies (headquarters of companies),

Figure 48 Distribution of Survey Respondents Working in Business Services Industries, by Age Cohort

and Administrative Support and Waste Remediation, which is often referred to as back-office employment.

Figure 49 indicates share of employment of industries within the Consumer Services sector. Included in this group are those respondents who were unsure about the product or service their employer produced. The share of “unsures” was just above 2 percent for both groups. The millennials tended to have a higher share of employment in Educational Services (17.6 percent versus 16.3 percent for the older cohort), Public Administration (5.8 percent versus 3.1 percent), and other services not included in those reported (4.2 percent versus 2.1 percent). The millennials also had higher employment in the Arts and Recreation industry

Figure 49 Distribution of Survey Respondents Working in Consumer Service Industries, by Age Cohort

(0.8 percent versus 0.2 percent) and in Health Care and Social Assistance (1.4 percent versus 1 percent).

The most interesting and possibly most surprising finding was in the Accommodation and Food Service industry. While there is a significant portfolio of humor based on anecdotal evidence that recent college graduates and millennials are employed in coffee shops as baristas and servers, respondents to this survey suggest that at least, as a share, that may not be true. Again, the numbers on which these shares are based are small, with 124 responses from the age 35 and older cohort and 18 responses from the millennial-age group. The older cohort is employed at nearly twice the share of employment in this sector as the millennial group. The older cohort had a 9.24 percent share of employment in this industry compared to a 5 percent share among millennials. Note that this finding should be used carefully—it should only be applied to the universe that is represented by the sample and should not be applied or generalized to all workers in Kenosha County.

Rankings of What's Important to Millennials about a Job

Question 8 is a series of questions that ask the respondent “what is important to you about a job?” Surprisingly, the responses from the two different age cohorts are relatively consistent. In the following questions, both age cohorts primarily reported that they either ranked the following statements as “important” or “very important”:

- Being paid fairly for the work I do
- Having good benefits
- Having opportunities for long-term employment
- Having good managers or supervisors
- Being comfortable where I work
- Having what I need to do my job
- Working with qualified/competent people
- Enjoying the work that I do
- Having a balance between live/work
- Being in a workplace that is welcoming

Figure 50 contains the responses to the importance of “having career advancement opportunities.” Although 55 percent of millennials responded that this is very important, only 29 percent of the older cohort agreed. Millennials and older workers were similar on rating these as “important” (33 percent and 35 percent, respectively). On the “somewhat important” rating, however, more than 24 percent of the older cohort gave this response versus 10 percent for millennials. Finally, when combining the “not important” with the “not at all important” categories, this represented more than 11 percent of responses for the older cohort and 1.7 percent for millennials. While it may be that the older group has achieved their goals or sees a pathway to achieve those goals, the opportunity to move upward is clearly important to millennials.

Figure 51 contains the distribution of responses to the question on the importance of being satisfied with their work schedules. The responses to this question followed a somewhat different pattern than was observed in other questions in this group. Although many of the other questions were dominated with a response of “very important,” the distribution of responses was more mixed. Less than 50 percent of respondents in both cohorts indicated

Figure 50 Having Career Advancement Opportunities

“very important” as a response. Among both cohorts, slightly more than one in three respondents thought this was an “important” attribute; however, almost 13 percent of respondents took the middle ground, indicating only “somewhat important.” This may be an artifact or residual from the last recession and associated high levels of unemployment. This is only speculation, but respondents may be happy to have a job.

Figure 52 shows the shares of respondents that noted having access to training is important. While the responses between the two age groups are very similar, less than 40 percent of both groups cited such access as very important. Similarly, for both groups, less than 40

Figure 51 Level of Satisfaction with Work Schedule

percent indicated that access to training is important. Finally, for the “somewhat important” category, both groups responded at a rate of about 20 percent (the older cohort was 21 percent and the millennials, 18 percent).

This set of responses is a bit of concern, particularly in light of the responses shown in Figure 49 on having opportunities to advance in their careers. While 55 percent of millennials and 29 percent of the older cohort stated that advancement opportunities were “very important,” there doesn’t seem to be a strong connection or correlation to the need for upskilling through training and education as a means to upward mobility within the company.

Figure 52 Having Training/Education Opportunities

Figure 53 contains responses on the importance of a reasonable commute time. Although the nature and definition of what is “reasonable” is subjective and the interpretation of it is applied to each respondent individually, the results are very interesting. This question provided the most evenly mixed set of responses of any question in this series on millennials. In this set of responses, and for both age cohorts, the “important” response held the largest share, at about 34 percent for millennials and 37 percent for the older group. For the millennials, the “somewhat important” response was next at slightly more than 31 percent, and the “very important” choice was below the other two, at just below 29 percent. For the older group, “somewhat important” was chosen by slightly less than 27 percent, and the “very important” choice was at just under 31 percent. While commuting times tend to be relatively short, with about 50 percent of both groups commuting 15 minutes or less to work daily, this doesn’t appear to be a major factor to respondents, regardless of age group. It is possible to hypothesize that, although about 80 percent of both groups commute 30 minutes or less daily to work, the potential for a longer commute for a satisfying job may not be considered by survey respondents.

The final set of responses is also interesting—respondents stated that feedback from managers and supervisors helps “me grow in my job and as a person.” In looking at the responses to this statement (Figure 54), both the millennials and the older cohort responded “very important” and important” at levels of about 40 percent. The older workers responded

Figure 53 Having a Reasonable Commute to/from Work

to “important” at slightly more than 38 percent and “very important” at slightly less than 41 percent. Similarly, the millennials responded at nearly 42 percent and 42 percent, respectively.

Equally interesting are the response rates for having feedback from managers and supervisors as “somewhat important.” Millennials responded at 13 percent, while the 35 and older age group responded at a rate of slightly less than 16 percent. This research did not link respondents to see how they answered and valued the importance of upward mobility and the need for education and training and for feedback from leadership. It is interesting to note, however, that, although upward mobility is very important while increasing personal

Figure 54 Receiving Feedback from Supervisors

productivity, the value to the organization through training and education and performance-related feedback from leadership in the company is not as important.

How Well Employers Provide for Their Millennial Employees

The set of rankings associated with question 9 of the survey is related—the level of agreement with respondents on whether their current employers provide certain sets of job qualities in their workplace. The results of these questions, while more applied to their current situations, reveal more mixed responses.

Figure 55 indicates responses to whether their employers are providing opportunities for advancement. While this was noted as important/very important in response to an earlier question, the actual perceived performance is more mixed. Only 53 percent of millennials and 43 percent of the older cohort either agreed or strongly agreed that there were opportunities for advancement. About 30 percent of the older group and 26 percent of

Figure 55 Employer Provides Advancement Opportunities

millennials were neutral on the offerings from their current employers. Among those who either strongly disagreed or disagreed, their response rates were 27 percent and about 20 percent, respectively.

Workers were asked whether they thought they were paid a fair wage for the work that they do. About 50 percent of both cohorts either agreed or strongly agreed. As shown in Figure 56, more millennials were neutral on this (25 percent) than the older group (18 percent). Similarly, about one in four workers from both groups either disagreed or strongly disagreed that they were paid fairly.

While respondents had mixed feelings about how they are paid, they indicated that their employers are offering good benefits. As shown in Figure 57, about three out of four respondents either agreed or strongly agreed that they had good benefits. Among those with a neutral response were 16 percent of millennials and 14 percent of the older cohort. The levels of responses in the combined “disagree” categories were just below 10 percent for both groups.

Figure 56 Being Paid a Fair Wage

Figure 57 Employer Offers Good Benefits

Similar to how their benefits are perceived, most respondents in both age groups stated that they had long-term opportunities of employment with their respective employers (see Figure 58). Nearly three out of four respondents either “agreed” or “strongly agreed” that they had long-term employment opportunities. Slightly less than 16 percent of millennials were neutral on this aspect of their employment, along with slightly less than 18 percent of their older counterparts. When the “disagree” responses are combined, less than 9 percent responded to this option.

In assessing whether they thought their employers did a good job of setting up work schedules, the results were mixed between the cohorts. While two out of three millennials

Figure 58 Employer Offers Opportunities for Long-term Employment

thought their employers did a good job, only half of the older cohort agreed, as shown in Figure 59. About 30 percent of both millennials and the older cohort were neutral. While less than 15 percent of millennials were negative about their employers with this statement, 18 percent of the older cohort disagreed that their employers were doing a good job.

When queried on whether they were managed by good supervisors, only 16 percent of millennials were neutral, with nearly 22 percent of the older-age cohort responding as neutral (see Figure 60). While both groups agreed that there were good managers at their companies, at a rate of about two out of three responses, 25 percent of the millennials cited “strongly agree” compared with less than 20 percent for their older counterparts. On the other end of the range, among those who disagreed that they had good management, nearly

Figure 59 Employer Does a Good Job of Setting Up Work Schedules

Figure 60 Employer Generally has Good Managers and Supervisors

17 percent of millennials responded that way compared to slightly more than 13 percent for the 35 and older age group.

The next few sets of responses display a more satisfied group of workers. Figure 61 shows that more than 80 percent of respondents from both age groups think their companies provide a good physical workplace setting. Among the neutrals on this question, the millennials responded at 11 percent and the older-age counterparts at 12 percent.

Similar to the prior question on providing a good workplace setting, respondents overwhelmingly thought that their employers provide the tools and technology to do their jobs. As shown in Figure 62, slightly more than 80 percent of millennials and 76 percent of the older cohort agreed they had the needed tools and technology.

Figure 61 Employer Provides a Good Physical Workplace

Figure 62 Employer Provides Resources to Do the Job

Perceptions of the ability to hire qualified and competent people are fairly well mixed in the range of responses. Both groups responded similarly, at a rate of about 58 percent, that they agreed their employers hire competent workers, as shown in Figure 63. About 3 out of 10 respondents were neutral on this question: they neither agreed nor disagreed. Among the older cohort, however, 13 percent disagreed, and for the millennials, 11 percent disagreed that their companies hire competent people.

As shown in Figure 64, opportunities for training and education appear to be available to about two thirds of respondents. About 20 percent of both cohorts were neutral on this, and a small share, less than 12 percent, disagreed that their employers offered education and training.

Figure 63 Employer Hires Qualified/Competent People

Figure 64 Employer Offers Training/Education Opportunities

Figure 65 contains the responses to the question of whether the respondents’ employers offer opportunities to “do the work that I do best.” For both the millennial and their older counterparts, the answer appears to be in the affirmative. When the “agree” and “strongly agree” responses are combined, more than 7 out of 10 (74 percent and 73 percent, respectively) respondents are in this category. About 19 percent of both age groups are in the neutral category, and less than 10 percent disagree.

As mentioned earlier, most respondents are commuting 30 minutes or less to their places of work. Also noted earlier is that the non-millennial cohort tends to commute less in time and distance than their millennial counterparts, but even these differences are not that great. This may be one reason that nearly 84 percent of millennials and 88 percent of the 35 and

Figure 65 Employer Provides Opportunities to Do Best Work

older age group state that their employers are located a reasonable distance from home. As shown in Figure 66, between 8 and 9 percent are neutral, and about 7 percent of millennials and 5 percent of the older cohort disagree.

Perceptions of how employers encourage balance between work and home are mixed, not between the two cohorts but across the array of answers, as shown in Figure 67. Millennials tend to see the situation more positively than their counterparts. For example, almost 20 percent of millennials strongly agree on this question compared to 17 percent of the 35 and older age group. Similarly, while nearly 57 percent of millennials chose the combined category, the older age group was just above 53 percent. Both groups tended to be at around

Figure 66 Employer Located a Reasonable Distance to/from Home

Figure 67 Employer Encourages Work/Life Balance

25 percent in the neutral category. Although the differences are not great, the older cohort is slightly more negative in disagreeing with a combined score of more than 20 percent, compared to less than 19 percent for the millennials. It is possible to hypothesize that some of the more negative perceptions from the older cohort may be based in more familial obligations they have, such as child care and elder care, than may currently be happening with the millennial group.

When asked about whether their companies are a welcoming place to everyone, most respondents indicated that they were. As seen in Figure 68, the combined “agree” and “strongly agree” responses represent about 7 in 10 responses for both age cohorts. The neutral responses account for about 2 out of 10 responses or about 20 percent for both cohorts. Among negative perceptions, both cohorts reported these values for about 9 percent of responses.

Figure 68 Employer Offers Welcoming Workplace

Finally, slightly more than 62 percent of millennials and slightly less than 55 percent of the 35 and older age group report that feedback helps them grow in their jobs (Figure 69). In the “strongly agree” category, it is about 22 percent and 19 percent, respectively. Within the neutral response option, 25 percent of millennials used this response, as did nearly 28 percent of their older-age counterparts. Possibly most interesting is in the “disagree” category: 12 percent of millennials and more than 17 percent of those 35 and older provided this response.

Millennials: Education and Income

Question 16 in the survey asks respondents to indicate the highest level of education completed. While the rates of completion (or non-completion) are about the same for those who did not graduate from high school and for those who did graduate from high school or have a GED (see Figure 70), the rates for other levels of education are significantly different between the 35 and older group and the millennials. Among those with “some college,” the millennials are just below 12 percent compared to more than 16 percent for the 35 and older

Figure 69 Supervisor Feedback

group. Similarly, technical school graduation rates are nearly twice that for the 35 and older group (4.2 percent) compared to 2.2 percent for millennials. Among those with certifications and associate’s degrees, the older cohort is at 13.6 percent and the millennials are just under 11 percent. For those with bachelor’s degrees, 30 percent of the 53 and older age group have degrees, while slightly more than 18 percent of millennials have four-year degrees. The one place that millennial survey respondents seemed to stand out was that nearly half (47 percent) of millennials had a graduate degree compared to less than 27 percent of the 35 and older age group.

These findings on education may be influenced by a few factors. First, the millennial cohort necessarily includes younger members, some of whom may not have had an opportunity

Figure 70 Highest Educational Attainment of Respondents by Age Cohort

to complete any post-secondary training. Second, the skew created by those with graduate degrees may be an issue of selection bias and opportunity—those that have graduate degrees may be more likely to take such a survey, be aware of such a survey, and be in an office with easy access to take the survey.

Question 17 looked at earning comparisons between the two age groups. As expected and as demonstrated in Figure 71, the younger cohort has earnings on the lower side of the curve and the older cohort has earnings on the higher end of the curve. It is interesting to note that 3.3 percent of millennials earn more than \$100,000, with nearly 1.4 percent earning \$150,000 or more and 0.8 percent earning more than \$200,000.

Figure 71 Reported Income of Survey Respondents by Age Cohort

The Creative Class and the Kenosha Workforce

When trying to define a group of people by their occupations, it is often difficult, but necessary, to choose a single definition. This was the case when trying to find a working definition of the “creative class” for the purposes of this study. Our survey research asked respondents within which occupation group their job was contained. The general groupings of occupations in the survey were those major groups identified within the Standard Occupation Code (SOC) hierarchy. For this analysis, the team selected a modified set of occupation definitions provided by the United States Department of Agriculture (USDA) through its Economic Research Service. The occupations excluded in the USDA groupings are based on either those containing low proportions of occupations requiring high levels of creative thinking or when the levels of creative thinking are similar to the population.

Based on USDA reasoning, occupations are excluded “when their numbers are generally proportional to the residential population they serve (such as school teachers, judges, and medical doctors).”² The measure excludes the Health Care Practitioners and Technical occupations group. Since this survey was using fairly broad occupational categories, Education, Training, and Library occupations were not included, nor were Health Care Practitioners and Health Care occupations. Additionally, Sales and Related occupations were excluded, as the USDA was mixed on including this category. Although we did not include this group in our analysis, the USDA did so primarily because of a desire to include small business

owners, which is not a target of this research. While the USDA excluded Life, Physical, and Social Science technicians, the team included the broader group of occupations that comprise the larger set of occupations in the category.

Major occupational groups included in this study’s definition of creative class include:

- Management occupations
- Business/Financial occupations
- Computer/Mathematical occupations
- Architecture/Engineering occupations
- Life, Physical, Social Science occupations
- Legal occupations
- Arts, Design, Entertainment, Sports and Media occupations
- Community/Social Services

While the work done on the creative class by Richard Florida suggests that the people in this group differ from the rest of the population, this section of the survey analysis compares those that are in the targeted occupations to the rest of the survey respondents regarding how their current employers measure up to their standards for what is important in a job. It is important to note that this analysis does not segment the creative class by income or education, and while this is done in other parts of the research, this section compares all creative class responses to those of the rest of the survey pool.

Travel to Work

Question 1 in the survey compares the Service, Production, and Trades occupations (SPTOs) and the Creative occupations (creatives) on the distance each group commutes to work. Figure 72 shows that (generally) the SPTOs tend to live nearer to work than those in the creatives. With the exception of 2.1–4.0 miles, the SPTOs commute shorter distances overall. For those commuting 20 miles or more—with the exception of those commuting more than 50 miles—the creatives commute farther to work than SPTOs.

Figure 72 Creatives and SPTOs: Daily Commute Distances by Type of Occupation

Figure 73, which indicates time in minutes that the two groups commute, shows pattern similar to Figure 72. As might be expected, the SPTO group generally commutes for a shorter period of time than does the creative group. Both groups are similar for those commuting the most amount of time, greater than 60 minutes.

Company Products or Services

The next set of figures breaks the creatives and the SPTOs into their share of industries and industry sectors. Figure 74 combines survey responses by industry; this set of bars adds

Figure 73 Creatives and SPTOs: Time of Commute by Type of Occupation

up to 100 percent of survey responses. Figures 75, 76, and 77 contain the breakdown by industries. The total of these three figures sums to 100 percent for each of the groups.

As Figure 74 indicates, the overwhelming majority of both groups are working within the Consumer Services sector, but there is a significant difference between the SPTOs and the creatives. Almost 80 percent of the SPTOs are in this sector, compared to about 60 percent of the creatives.

Upon further examination, there are also significant differences between where each group is employed (see Figure 75). The SPTO group tends to be employed within higher shares of Education Services and Health Care and Social Assistance Services occupations. Conversely, the creatives are employed more in the Arts, Entertainment, and Recreation industry and in Government (public administration), Finance and Insurance, and other services occupations.

As a sector, Goods-Producing industries had the next highest share of employment. Within the sector (see Figure 76), manufacturing holds the largest share of employment for both groups. It is interesting to note, however, that about 22 percent of all employment for the creatives is in this industry, while that share of total employment drops to 13 percent for the

Figure 74 Distribution of Creative and SPTO Responses by Sector and Occupation

Figure 75 Distribution of Creative and SPTO Responses Working in Consumer Services Industries, by Type of Occupation

SPTOs. As a reference point, in 2015 the national share of all employment in manufacturing was just under 9 percent. The higher shares of manufacturing employment of survey respondents may be based on the composition of the select sample of employers used in this research. The other industries in this sector, including the Agriculture, Forestry, Fishing, and Hunting, Utilities, and Construction sectors, have a relatively small share (less than 2 percent) of total employment of creative and SPTO survey respondents.

The Business Services sector is overwhelmingly dominated by the creatives. As shown in Figure 77, the only sectors where SPTOs dominated are Real Estate, Rental, and Leasing, and Administrative and Support, Waste Management, and Remediation.

Occupation and Length of Employment

As mentioned earlier, creatives are separated from their cohorts by the types of jobs they do. The following figures show where people work by major occupational groups. Figure 78 shows the distribution of where respondents are working in the creative class occupations. The primary occupations in this group, at least by share of employment, are Management and Business/Financial occupations. Together these two occupational groups make up almost two thirds of respondent employment in the creative occupations. Each of the other occupational groups accounts for less than 10 percent.

The group of occupations in Services, Production, and Trades are more interestingly distributed. There is one standout in the group: the Education and Training occupations are at more than 30 percent of employment in this group. Unlike the creative class occupations,

Figure 76 Distribution of Creative and SPTO Responses Working in Goods-Producing Industries, by Type of Occupation

Figure 77 Distribution of Creatives and SPTO Responses Working in Business Service Industries, by Type of Occupation

Figure 78 Distribution of Survey Respondents Working in Creative Sector Occupations

two occupational groups account for more than 10 percent of employment—administrative Support, at 18 percent, and Health Care practitioners, at 11 percent (see Figure 79).

Question 7 asked respondents about the length of their current employment. In general, there is no recognizable pattern in the duration of employment between creatives and their counterparts. Although the share of creatives is nearly twice as high as SPTOs (7 percent versus 4 percent) for very short tenures of less than one year, in the period from 1 year to less than 2 years the share is very similar, at 12 percent and 10 percent, respectively. For the next two periods, the differences are similarly small, at share differences of 1 percent for each of the two periods. For periods of longer tenure, such as 10–14.9 years, the difference

Figure 79 Distribution of Survey Respondents Working in Service, Production, and Trades Occupations

is 2 percent (13 percent for creatives and 15 percent for SPTOs). Among the remaining periods—15–19.9, 20–24.9, 25–29.9 and 30+—the difference is about 1 percent (see Figure 80). The only one that varies from this is the tenure period of 20–24.9 years, for which both groups reported at 7 percent. When the two groups are compared on a head-to-head basis, they tend to look pretty much the same: creative class members don’t appear to be job hopping more than their cohorts.

Rankings of What’s Important to Creatives and SPTOs about a Job

The next section of figures depicts survey results about the characteristics that are important in “a” job. These responses are based on queries in question 8 of the survey. Figure 81 looks at the importance of having advancement opportunities in a job. As shown, both groups were fairly consistent in their responses. When you combine the “very important” with the “important” responses, the creatives reported at 71 percent and the SPTOs at 69 percent.

Figure 82 looks at how important being paid fairly is to employees. Not surprisingly, only a few people (12 across both groups) said “not at all important” or “not important.” About 2 percent were neutral on the question. Nearly 98 percent of both groups reported that this was important. It is interesting to note that 77 percent of SPTOs reported this as “very important,” compared to 68 percent of creatives.

Similar to the prior question, responses on the importance of having good job benefits ranked highly. As shown in Figure 83, once again the SPTOs rated this question as “very important” overall. This compares with a still strong but much lower response from the creatives at 67 percent. As might be expected, very few reported any of the other categories.

Figure 84 indicates the responses regarding the importance of long-term job security. Again, the results are fairly similar between the two groups: 96 percent of the SPTOs and 93 percent

Figure 80 Length of Current Employment of Creative and SPTO Respondents

Figure 81 Responses of Creatives and SPTOs on the Importance of Career Advancement Opportunities

Figure 82 Responses of Creatives and SPTOs on the Importance of Being Paid a Fair Wage

Figure 83 Responses of Creatives and SPTOs on the Importance of Having Good Benefits

of the creatives ranked this as “important” or “very important.” As with responses to the other questions, the creatives were less strong in their feelings—there is an 11 percent gap between the SPTOs at 76 percent and the creatives at 65 percent choosing “very important” for this question. The responses are reversed on ranking this as “important,” with the creatives at 20 percent and the SPTOs at 28 percent.

Figure 84 Responses from Creatives and SPTOs on the Importance of Having Opportunities for Long-Term Employment

The next figure displays results on how satisfied respondents are with their work schedules, including flexibility with shifts and telecommuting. Respondents were less strong on this than many other questions in this series. As shown in Figure 85, about 12 percent of SPTOs and 14 percent of creatives reported this as only “somewhat important.” Among those reporting it as “important,” 38 percent of creatives and 34 percent of SPTOs reported this opinion. On the choice of “very important,” which is the choice with the highest share of reporting, the shares were 51 percent and 47 percent, respectively.

Regarding the importance of having good managers and supervisors, both groups rated this highly as “important” to “very important.” About 96 percent of SPTOs and 94 percent of creatives answered in these two categories. Approximately two thirds of both groups (67 percent and 62 percent, respectively) thought that good management was “very important.” As indicated in Figure 86, very few ranked this as neutral to unimportant.

The next question asked about the importance of comfort in the workplace, which includes workplace safety and physical setting. The response of “very important” was much lower than in other questions in this series (see Figure 87): less than half of creatives (46 percent) ranked this highly and 58 percent of their colleagues chose this option. With regard to the “important” response, the share was 40 percent for creatives and 33 percent for the SPTOs. Among the neutral and lower rankings, respondents rated these at 14 percent and 9 percent, respectively.

Figure 85 Responses from Creatives and SPTOs on the Importance of Their Work Schedules

Figure 86 Responses from Creatives and SPTOs on the Importance of Having Good Managers/Supervisors

Figure 87 Responses from Creatives and SPTOs on the Importance of a Comfortable Workplace

Figure 88 Responses from Creatives and SPTOs on the Importance of Job Resources

Survey respondents ranked their levels of importance of having the right tools for the job. While most respondents indicated this was significant, they were mixed on whether it was “important” or “very important.” Creatives tended to think of it as more of the latter, at just below 50 percent, while their cohorts thought having the proper resources on the job was “very important,” at a rate of slightly above 50 percent. As shown in Figure 88, the neutral and unimportant responses indicated that about 10 percent fell into this category.

The responses on working with qualified people (see Figure 89) come close to mirroring the previous question. Among the creatives, less than 50 percent thought this was “very important.” Their colleagues rated this a bit higher, at 58 percent. On the “important” ranking, the creatives share was 43 percent of responses, while the SPTOs were at 36 percent. Those who were neutral or cited this as unimportant represented less than a 9 percent share of responses to this question

Employees were asked about the importance of training and education opportunities. This question provides some interesting results. Less than three quarters of the creatives responded as among either of the “important” responses, and their cohorts in the SPTO group are fairly similar at 78 percent. Most interesting is that 23 percent of the creatives (see Figure 90) are neutral (“somewhat important”) on the value of training. The value for the neutral measure for SPTOs is 19 percent.

When asked about how important it is to “enjoy” the work that they do, most from both groups thought that it was “important” to “very important.” For both groups, about two thirds of respondents thought that it was “very important,” while nearly one third thought

Figure 89 Responses from Creatives and SPTOs on the Importance of Qualified Coworkers

Figure 90 Responses from Creatives and SPTOs on the Importance of Having Training/Education Opportunities

it was important. Only 5 percent of each group thought it was neutral in importance (see Figure 91).

As mentioned earlier in this report, commute times for workers in Kenosha County tend to be relatively short, with most commuting less than 30 minutes to work. This may be why, when queried about the importance of a reasonable commute time, the neutral response was 29 percent for creatives and 26 percent for SPTOs (see Figure 92). Less than one in three (26 percent and 33 percent, respectively) thought that this was a “very important” issue. In the “important” category the groups were very similar, at 38 percent and 36 percent, respectively.

Respondents thought (Figure 93) that having a good life/work balance was important. More than half (creatives at 52 percent and SPTOs at 62 percent) thought it was “very important.” Another 42 percent of creatives and 38 percent of their cohorts thought it was “important.” Together these combine to 89 percent and 92 percent, respectively.

As shown in Figure 94, most workers want a welcoming workplace. The creatives were fairly well split between it being “important” at 42 percent and “very important” at 44 percent. For the SPTOs, they were a bit more distributed in how important they thought this might be, with 62 percent citing it as “very important” and 38 percent as “important.”

The final query in this section was on the importance of receiving feedback and how it helps employees grow in their jobs. While most of the respondents in both groups thought this was at least “important,” the distribution of responses was interesting. On the “important” response, both groups had a share of about 39 percent (see Figure 95). On the “very important” response there was little difference, with the creatives responding at 39 percent and their colleagues at 43 percent. Equally interesting is that from the neutral to “not at all important” sets of responses, 22 percent of creatives were in this range, as were 19

Figure 91 Responses from Creatives and SPTOs on the Importance of Enjoying their Work

Figure 92 Responses from Creatives and SPTOs on the Importance of Their Commute to Work

Figure 93 Responses from Creatives and SPTOs on the Importance of Having a Life/ Work Balance

Figure 94 Responses from Creatives and SPTOs on the Importance of a Welcoming Workplace

Figure 95 Responses from Creatives and SPTOs on the Importance of Supervisor Feedback

percent of their colleagues. This is interesting as essentially one in five workers did not view feedback as important to grow in their jobs.

How Well Employers Provide for Their Creative and SPTO Employees

This section looks at survey respondents’ insights into how well their employers are providing these job characteristics. These responses are from question 9 in the survey. They directly correlate to question 8 of the survey, which looked at how important these characteristics are in a job. As these findings are reviewed, it is likely important to keep in mind that the majority of responses in question 8 were that these characteristics were either “important” or “very important.”

Kenosha employees were asked about whether their employers provide advancement opportunities. Among the creatives, more than half (53 percent) agreed that their employers did. Another 27 percent were neutral on this issue, while 21 percent disagreed. The SPTO group tended to have a less favorably view—only 43 percent either “agreed” or “strongly agreed.” As shown in Figure 96, 30 percent were neutral. This group tended to cite more of the “disagree” choices, at 27 percent.

Respondents were asked whether their employers are paying a fair wage. While two thirds of the creatives agreed, only 50 percent of their counterparts did. Both groups responded similarly, with about 20 percent offering neutral responses, but the SPTOs appear to feel underpaid—they chose the “disagree” options at 30 percent versus the creatives at 17 percent (see Figure 97).

In comparison to somewhat negative views on whether they are paid a fair wage, the creatives and SPTOs answered with more favorable values on whether their employers offered a good array of benefits. Among the creatives, three out of four responded with either

Figure 96 Responses from Creatives and SPTOs on Advancement Opportunities

Figure 97 Responses from Creatives and SPTOs on Being Paid a Fair Wage

Figure 98 Responses from Creatives and SPTOs on Employer Benefits

Figure 99 Responses from Creatives and SPTOs on Opportunities for Long-Term Employment

Figure 100 Responses from Creatives and SPTOs on Work Schedules

“agree” or “strongly agree.” Another 15 percent were neutral. As shown in Figure 95, the SPTOs were fairly similar in their responses, with the same value for neutral (15 percent) and 76 percent for the “agree” and “strongly agree” categories.

The next question inquired as to whether their employers offer long-term employment opportunities. As shown in Figure 99, most would agree that employers do. In this question, 76 percent of the creatives cited one of the “agree” categories, which is similar to the SPTOs, whose combined response to the “agree” option was 74 percent. Responses were at similar levels of neutral, with both at 17 percent.

When considering whether they thought their employers did a good job of setting work schedules, most from both groups agreed (see Figure 100). About 60 percent of the creatives agreed that their employers did a good job of setting schedules, while their colleagues were at about 55 percent. Again, the neutral responses were fairly similar, with values at 25 percent for the creatives and 27 percent for SPTOs. This question saw an increase in the “disagree” responses in both groups, with 15 percent and 18 percent, respectively.

The next question asked whether, in general, employees thought they had good managers and supervisors. More than 70 percent of both groups used one of the “agree” categories to answer this question. About 20 percent of respondents from both groups indicated they are neutral, but as shown in Figure 101, the SPTOs tended to be more negative than the creatives.

Figure 102 indicates that most creatives and SPTOs think they have a good physical workspace. About 85 percent of the creatives and 82 percent of their colleagues agreed, while the neutral selections reflected 10 percent of creatives and 13 percent of SPTOs.

The next question looked at whether employers are providing the right resources and technology for the respondents to do their work. More than three out of four workers either

Figure 101 Responses from Creatives and SPTOs on Having Good Managers/ Supervisors

Figure 102 Responses from Creatives and SPTOs on the Workplace

“agree” or “strongly agree” with this. About 14 percent (see Figure 103) are neutral on this topic, while 6 percent of the creatives and 10 percent of SPTOs chose the “disagree” options. This next question asked respondents if they think their employers hire qualified and competent people. It appears that this is one area in which workers may be a little mixed in

Figure 103 Responses from Creatives and SPTOs on Job Resources

their responses. Although creatives agree at a rate of 61 percent versus 58 percent for the SPTOs that their companies hire qualified workers, as shown in Figure 104, nearly one in three for both groups are neutral (29 percent and 28 percent, respectively). A small share of workers, 10 percent of creatives and 14 percent of the older cohort, disagreed.

About two thirds of respondents agree that their employers offer training and educational opportunities. This is true for the creatives, 69 percent, and their counterparts, 68 percent. Similarly, both groups responded (see Figure 105) with a neutral position at about 20 percent.

The next question asked respondents to give an opinion on whether their employers offer them the opportunity to do the work that they do best. About three of four workers agreed. There was a strong neutral response from both groups, with 18 percent of the creatives and 20 percent of SPTOs choosing this answer. The percentage of those in both groups disagreeing was relatively small, with less than 10 percent in both groups (see Figure 106).

When considering whether they had a reasonable commute to and from home each day, most respondents in both groups chose one of the “agree” categories. As shown in Figure 107, the neutrals were relatively small, at about 8–9 percent, and those disagreeing totaled between 5 and 6 percent. As mentioned earlier, most workers reported a commute of less than 30 minutes, with a significant portion reporting commute times of much shorter segments.

Figure 104 Responses from Creatives and SPTOs on Having Qualified Coworkers

Figure 105 Responses from Creatives and SPTOs on Having Training/Education Opportunities

Figure 106 Responses from Creatives and SPTOs on Opportunities for Doing Best Work

Figure 107 Responses from Creatives and SPTOs on Commuting to/from Work

The next question asked respondents whether they believe that their employer encourages them to balance their work and home lives. While a significant portion did agree, those who agreed were at lower levels than responses to some of the other questions. About 60 percent of the creatives and 52 percent of their colleagues chose to “agree” or “strongly agree.” A significant portion of respondents (see Figure 108) are neutral, at rates of 27 percent for creatives and 26 percent for the rest of the group. The negatives, or those that “disagree,” were stronger than the responses to many other questions. The rates of responses for “disagree” were 12 percent and 23 percent, respectively.

Figure 108 Responses from Creatives and SPTOs on Balancing Life/Work

The respondents were asked whether their companies offer a welcoming workplace. Generally, respondents thought that they did, with 74 percent of the creatives and 69 percent of others agreeably responding. As shown in Figure 109, those indicating they are neutral make a strong showing, at about 20 percent for both groups.

The last question in this series asked if feedback from their supervisors helps them grow in their jobs and as a person. The responses here were a bit mixed. Only 20 percent indicated they “strongly agree.” Another 38 percent of the creatives and 36 percent of the SPTOs responded with “agree.” Those responding as neutral were relatively high (see Figure 110), at between 27 and 28 percent. Among the creatives, 14 percent responded with “disagree,” while their counterparts responded at 17 percent. When the neutral and negative responses are combined, more than 40 percent of both groups did not find feedback from supervisors helpful.

Residency, Length of Employment, Age, Education, and Income of Creatives and SPTOs

Question 10 asked how long respondents have lived in Kenosha County. As seen in Figure 111, there is very little difference in categories of tenure. Most of the differences are within a

Figure 109 Responses from Creatives and SPTOs on a Welcoming Workplace

Figure 110 Responses from Creatives and SPTOs on Supervisor Feedback

Figure 111 Responses from Creatives and SPTOs on Length of Residence in Kenosha County

few percentage points, with the exception of the 10–19.9-year and 20–29.9-year categories. The one other category that may offer a place of additional study is the group that resides out of the county and commutes in to the county for work. Nearly one third of the creatives commute into the county in comparison to the SPTOs, whose rate is just above 26 percent. The six-point gap might be something for further consideration to assess reasons as to why the gap exists.

As shown in Figure 112, the creatives tend to have shorter job tenures of working in Kenosha County. The larger share of those workers employed in the county less than 10 years is attributable to the creative class occupations. After 10 years of employment, the larger share shifts to the SPTOs. It is interesting to note that for both cohorts of survey respondents, the highest share of respondents has been employed in the county 10–19.9 years and then 20–29.9 years. These two outcomes collectively represent about 46 percent of employment for the SPTOs and about 39 percent of employment for the creatives.

Question 15, with responses shown in Figure 113, depicts the age distribution of creatives and SPTOs. While there is a slight variation in the two younger cohorts (ages 18–34 and 34–44), the shares for both cohorts are within a few percentage points, at most.

Respondents were asked to provide their highest level of education. Not surprisingly, and as shown in Figure 114, the SPTOs make a stronger showing by share in the lower levels of education. This includes not graduating from high school, high school graduate/GED, some college, technical school, and skills certification or associate’s degree. The creatives really stand out at the bachelor’s degree level. While the creatives share is 46 percent of

Figure 112 Responses from Creatives and SPTOs on Length of Employment in Kenosha County

Figure 113 Age Distribution of Creative and SPTO Respondents

Figure 114 Highest Educational Attainment of Creative and SPTO Respondents

all respondents, their counterparts are at 26 percent with bachelor’s degrees. Although it may be assumed that creative or “thinking” jobs intuitively require more education, when graduate degrees are considered, the SPTOs report a slightly higher number of post-graduate degrees than the creatives by 1 percent, 28 versus 27 percent.

The final question in the survey asked about the respondents’ incomes. In this measure, the creatives reported higher incomes than their counterparts. The SPTOs show a higher percentage of incomes of up to \$39,999 annually (see Figure 115). Between \$40,000 and \$74,999 this varies a few times, but only within a few percentage points. However, above \$75,000 in annual income, the creatives hold a much higher share of respondents in those earning categories.

Figure 115 Reported Income of Creative and SPTO Respondents

Appendix 1:

Survey Instrument

Kenosha Region Employment Survey

This Employment Survey is part of a study for the Kenosha Area Business Alliance (KABA) and its regional partners. They want to better understand the region's workforce—whether people are happy with their jobs, the way people travel to work, and the needs of the people who are employed. The W.E. Upjohn Institute for Employment Research was hired to conduct this study.

The survey questions are designed to find out about (1) your daily travel to work, (2) your job and what's important to you about it, (3) how you feel about working in Kenosha County, and (4) you. Many people work at more than one job. For this survey, we would like you to tell us about the job where you work the most hours per week.

Thank you for taking this survey. The survey is fairly short and should only take about 10 minutes to finish. ***All data will be kept private, will not be shared with your employer, and will never be presented publicly in a report.*** Your information will be used only for research purposes.

Please note that all questions require an answer.

For information on the labor market study being conducted by the Upjohn Institute, please contact the Kenosha Area Business Alliance. By email, you can ask for Heather Wessling Grosz, Vice President of Economic Development (hwessling@kaba.org) or Brooke Infusino, Director of Talent Development (binfusino@kaba.org). You can also call KABA at 262-605-1100.

If you have any trouble filling out the survey online, please contact Jason Preuss at 269-343-5541 or preuss@upjohn.org.

If you have any questions about the content of the survey or are uncertain about any of the survey questions, please contact Claudette Robey at 269-343-5541 or robey@upjohn.org.

PART I: Your Travel to Work

1. What is the zip code of your home and your work?

Zip code of home _____

Zip code of work _____

If zip code of work is not known, what is address of work? (address & city) _____

2. How far (in miles) do you travel to work each day? _____ miles

3. How do you travel to work? (please check one)

☐ By car (usually drive alone)

☐ By car (with others in a car pool)

☐ By Amtrak

☐ By Metra

☐ Other _____

4. How much time (in minutes) does it usually take you to get from your home to work? _____ minutes

PART 2: Your Job and What's Important to You about It

5a. What is/are the major product(s) or service(s) that the company you work for makes or provides?

5b. Please identify your employer's product(s) or services(s) in the areas below (please check one). If you are unsure about which category to use, please check "Unsure."

☐ Agriculture, forestry, fishing, hunting	☐ Real estate, rental, leasing
☐ Mining, quarrying; oil & gas extraction	☐ Professional, scientific, technical services
☐ Utilities	☐ Management of companies & enterprises
☐ Construction	☐ Educational services
☐ Manufacturing	☐ Health care & social assistance
☐ Wholesale trade	☐ Arts, entertainment, & recreation
☐ Retail trade (any retail)	☐ Accommodation & food service
☐ Transportation & warehousing	☐ Public administration (government)
☐ Information (media, publishing, cable)	☐ Finance & insurance
☐ Administrative & support; waste management & remediation	☐ Other services
	☐ Unsure

6a. What is your job/job title? _____

6b. Please identify your job by using the categories below (please check one). If you are unsure about which category to use, please check "Unsure."

☐ Management occupations	☐ Food preparation, serving-related occupations
☐ Business/financial operations	☐ Building & ground cleaning/maintenance
☐ Computer/mathematical occupations	☐ Personal care & service occupations
☐ Architecture/engineering occupations	☐ Sales & related occupations
☐ Life, physical, social science occupations	☐ Office & administrative support occupations
☐ Community/social service occupations	☐ Farming, fishing, & forestry occupations
☐ Legal occupations	☐ Construction/extraction occupations
☐ Education, training, library occupations	☐ Installation, maintenance, & repair occupations
☐ Production occupations	☐ Health care practitioners, technical occupations
☐ Military specific occupations	☐ Health care support occupations
☐ Transportation, material moving	☐ Protective service occupations
☐ Arts, design, entertainment, sports, & media occupations	
☐ Unsure	
☐ Other: _____	

7. How long have you worked for this employer? ___ Less than 1 year ___ years

Appendix 1: Survey Instrument

8. We would like your opinion about what is important to you in your job. Using a scale of 1 to 5 (where 1 = Not at all important, 2 = Not important, 3 = Somewhat important, 4 = Important, and 5 = Very important), how important to you are the following in your job?

Job Characteristics	1 = Not at all important	2 = Not important	3 = Somewhat important	4 = Important	5 = Very important
Having career advancement opportunities/ability to be promoted	☐	☐	☐	☐	☐
Being paid fairly for the work that I do	☐	☐	☐	☐	☐
Having good benefits (For example: insurance, time off, retirement)	☐	☐	☐	☐	☐
Having opportunities for long-term employment (job security)	☐	☐	☐	☐	☐
Being satisfied with my work schedule (For example, flexible shifts, work from home)	☐	☐	☐	☐	☐
Having good managers/supervisors (For example, fair, willing to listen)	☐	☐	☐	☐	☐
Being comfortable where I work (For example, safety, physical setting)	☐	☐	☐	☐	☐
Having what I need to do my job (For example, tools, equipment)	☐	☐	☐	☐	☐
Working with people who are qualified and competent to do their jobs	☐	☐	☐	☐	☐
Having training/education opportunities available to me	☐	☐	☐	☐	☐
Enjoying my job/the work that I do	☐	☐	☐	☐	☐
Having a reasonable commute to/from work each day (in time and/or distance)	☐	☐	☐	☐	☐
Having a balance between life/work and not having to choose between the two	☐	☐	☐	☐	☐
Being in a workplace that is welcoming to everyone	☐	☐	☐	☐	☐
Receiving feedback from supervisor(s) that not only helps me in my job, but also helps me grow as a person	☐	☐	☐	☐	☐

Appendix 1: Survey Instrument

9. How much do you agree with the following statements about how well your employer provides the following job qualities for you and your coworkers? (Using a scale of 1 to 5, where 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree or disagree, 4 = Agree, and 5 = Strongly agree)

Job Characteristics	1 = Strongly disagree	2 = Disagree	3 = Neither agree nor disagree	4 = Agree	5 = Strongly agree
My employer provides career advancement opportunities/ways to be promoted	☐	☐	☐	☐	☐
I am paid a fair wage for the work that I do	☐	☐	☐	☐	☐
My employer offers good benefits (For example: insurance, time off, retirement)	☐	☐	☐	☐	☐
My employer offers opportunities for long-term employment (job security)	☐	☐	☐	☐	☐
My employer does a good job of setting up work schedules (For example, flexible shifts, work from home)	☐	☐	☐	☐	☐
My employer, in general, has good managers/supervisors (For example, fair, willing to listen)	☐	☐	☐	☐	☐
The company provides a good workplace (For example, safety, physical setting)	☐	☐	☐	☐	☐
My employer provides the things that I need to do my job (For example, tools, equipment, technology)	☐	☐	☐	☐	☐
My company hires people who are qualified and competent to do the job	☐	☐	☐	☐	☐
Training/education opportunities are available to me	☐	☐	☐	☐	☐
My employer gives me opportunities to do the work that I do best	☐	☐	☐	☐	☐
My employer is located within a reasonable time and distance to/from home each day	☐	☐	☐	☐	☐
My company encourages me to balance my work and life, rather than having to choose between the two	☐	☐	☐	☐	☐
My company does a good job at offering a workplace that is welcoming to everyone	☐	☐	☐	☐	☐
The feedback that I get from my supervisor(s) not only helps me in my job, but also helps me grow as a person	☐	☐	☐	☐	☐

Appendix 1: Survey Instrument

PART 3: Your Opinion about Working in Kenosha County

Instructions: If you do not live in Kenosha County, please answer question 10b. Mark all that apply. If you do live in Kenosha County, please answer question 10a and then skip to question 11.

10a. How long have you lived in Kenosha County? ____ Less than 1 year ____ year(s)

10b. Why do you commute into Kenosha County? (Mark all that apply.)

- ☐ Already own or live in a community outside of Kenosha County that I/we like
- ☐ Spouse/significant other employed outside of Kenosha County
- ☐ Wanted to be near family/my family lives outside of Kenosha County
- ☐ Did not find the right house in Kenosha County
- ☐ Did not find the right neighborhood in Kenosha County
- ☐ Heard negative things about Kenosha County from friends, family, or real estate agents
- ☐ Thought that the public schools in Kenosha County were below average
- ☐ Concerned about crime in Kenosha County
- ☐ Low home/property valuation
- ☐ Lack of cultural things to do
- ☐ Lack of shopping/retail
- ☐ Taxes
- ☐ Other: _____

11. How long have you worked in Kenosha County? ____ Less than 1 year ____ year(s)

12. What do you like about working in Kenosha County? _____

13. What do you dislike about working in Kenosha County? _____

PART 4: About You

14. Gender ☐ Male ☐ Female

15. Age ☐ 18–24 ☐ 25–34 ☐ 35–44 ☐ 45–54 ☐ 55–64 ☐ 65 & older

16. Highest education Level (please check one)

☐ Did not graduate from high school	☐ Technical school graduate	☐ Bachelor's degree
☐ High school diploma/GED	☐ Skills certification	☐ Graduate degree
☐ Some college	☐ Associate's degree	☐ Ph.D.

Appendix 1: Survey Instrument

17. Income

- ☐ Less than \$10,000
- ☐ \$10,000–\$14,999
- ☐ \$15,000–\$19,999
- ☐ \$20,000–\$24,999
- ☐ \$25,000–\$29,999
- ☐ \$30,000–\$34,999
- ☐ \$35,000–\$39,999
- ☐ \$40,000–\$44,999
- ☐ \$45,000–\$49,999
- ☐ \$50,000–\$59,999
- ☐ \$60,000–\$74,999
- ☐ \$75,000–\$99,999
- ☐ \$100,000–\$124,999
- ☐ \$125,000–\$149,999
- ☐ \$150,000–\$199,999
- ☐ \$200,000+
- ☐ Prefer not to answer

As a reminder, all data will be kept private and will not be shared with your employer and will never be presented publicly in a report. Your information will be used only for research purposes.

If you would like to be entered into our prize drawing, please provide your email address. Your email address is not linked to your survey responses and will remain private.

Please return this survey by mail to: **Claudette Robey, Upjohn Institute for Employment Research, 300 South Westnedge Avenue, Kalamazoo, MI 49007**

Thank you for completing our survey!