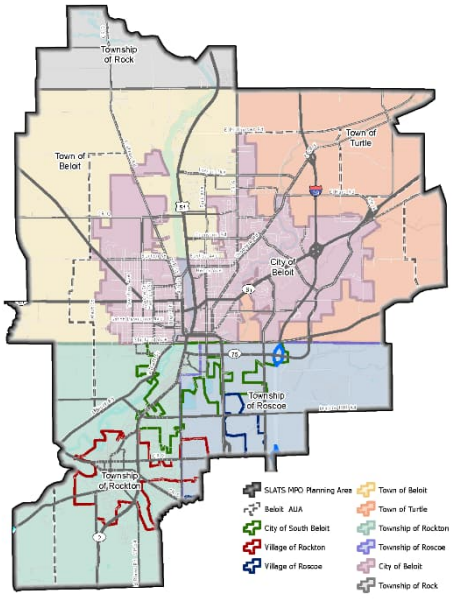




2055 Long Range Transportation Plan

August 2026

Appendix C – Demographic Trends

slats
STATELINE AREA
TRANSPORTATION STUDY

Appendix C

Demographic Trends

This appendix provides an overview of demographic characteristics and trends within the Stateline Area Transportation Study (SLATS) Metropolitan Planning Area (MPA). The analysis establishes baseline population and employment conditions across the Stateline Area and documents key demographics and trends that help inform transportation, land use, and comprehensive planning efforts associated with the SLATS 2055 LRTP.

Regional Context

Figure 1 illustrates the regional context of the SLATS MPA. The Janesville Area Metropolitan Planning Organization (JAMPO) is located immediately north of the planning area, while the Rockford Metropolitan Agency for Planning (RMAP) is located directly to the south. The Greater Madison Metropolitan Planning Organization (Greater Madison MPO) is located approximately 50 miles northwest of the SLATS MPA. To the east are the Southeastern Wisconsin Regional Planning Commission (SEWRPC), which serves the Milwaukee metropolitan region, and the Chicago Metropolitan Agency for Planning (CMAP), which serves the Chicago metropolitan area.

As a bi-state planning area, the SLATS MPA includes portions of Rock County, Wisconsin, and Winnebago County, Illinois. The planning area encompasses all or portions of several municipalities and jurisdictions. In Wisconsin, these include the City of Beloit, the Towns of Beloit and Turtle, and a small portion of the Town of Rock. In Illinois, the MPA includes all or portions of the City of South Beloit, the Villages of Rockton and Roscoe, and the Townships of Rockton and Roscoe.

Only a small portion of the Village of Roscoe is located within the SLATS MPA, as the majority of the village lies within the Rockford urbanized area. **Figure 2** provides an overview of the municipalities and jurisdictions located within the SLATS MPA.

FIGURE 1. REGIONAL CONTEXT OF THE SLATS MPA

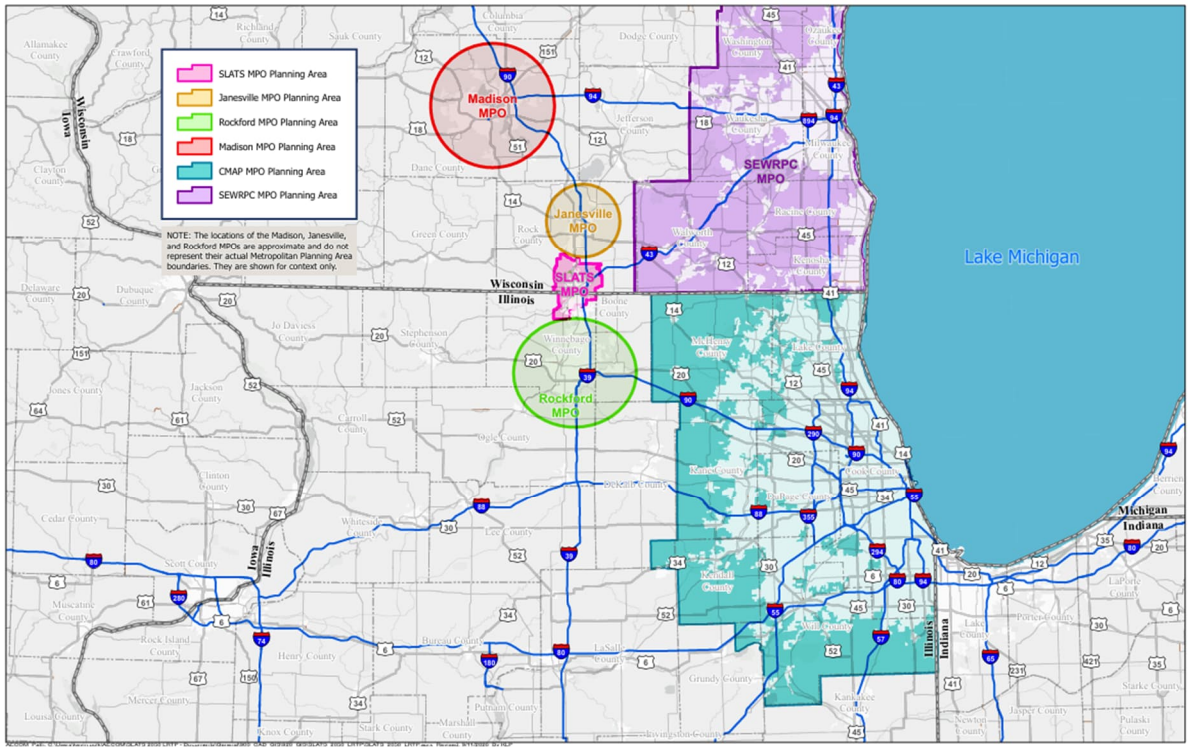
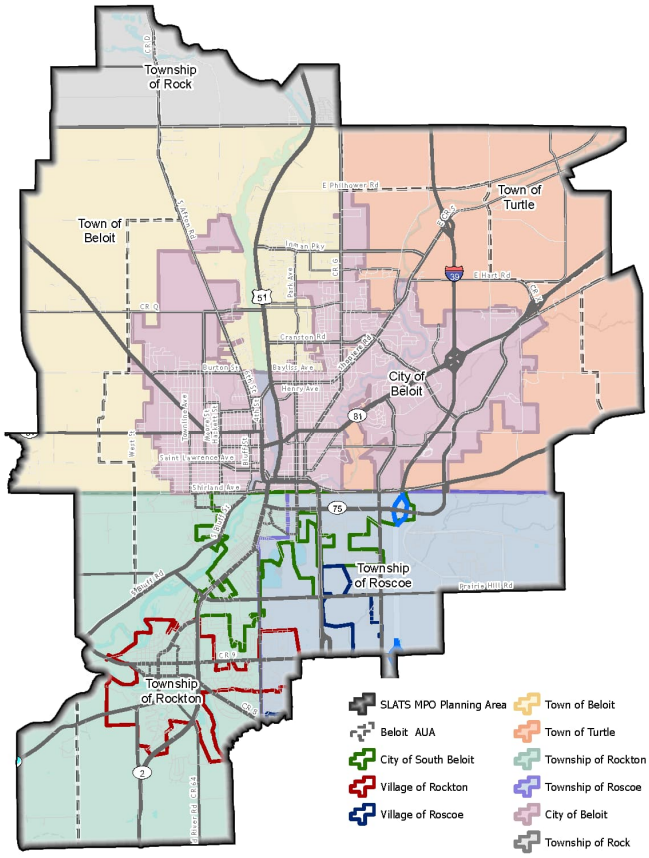


FIGURE 2. SLATS MUNICIPALITIES AND JURISDICTIONS



Population

Population figures for 2000, 2010, 2020, and 2024 for the United States, Wisconsin, Illinois, Rock County, Winnebago County, and select municipalities within the Stateline region are presented in **Table 1**. The City of Beloit is the largest municipality within the SLATS MPA, with an estimated 2024 population of approximately 36,600 residents. Since 2000, Beloit's population has remained relatively stable, fluctuating by less than three percent during this period.

TABLE 1. HISTORICAL AND RECENT POPULATION CHANGE, 2000–2024

	2000	2010	2020	2024	Change 2000-2010	Change 2010-2024
United States	**281,421,906**	**308,745,712**	**326,569,308**	**334,922,499**	**9.7%**	**8.5%**
Wisconsin	**5,363,675**	**5,686,986**	**5,806,975**	**5,914,872**	**6.0%**	4.0%
Rock County	152,307	160,331	162,532	164,350	5.3%	2.5%
Beloit city	*35,828*	*36,966*	*36,804*	*36,534*	*3.2%*	*-1.2%*
Illinois	**12,419,293**	**12,830,632**	**12,716,164**	**12,694,798**	**3.3%**	**-1.1%**
Winnebago County	278,418	295,266	283,635	283,292	6.1%	-4.1%
South Beloit city	*5,441*	*7,892*	*7,730*	*7,946*	*45.0%*	*0.7%*
Roscoe village	*6,350*	*10,785*	*10,632*	*10,706*	*69.8%*	*-0.7%*
Rockton village	*5,469*	*7,685*	*7,710*	*7,974*	*40.5%*	*3.8%*

Source: U.S. Census Bureau, Decennial Census (2000, 2010, and 2020); U.S. Census Bureau Population Estimates Program (2024); Wisconsin Department of Administration Population Estimates.

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

Population trends among the Illinois communities within the SLATS MPA have differed from those observed in Beloit. The Villages of Roscoe and Rockton and the City of South Beloit experienced substantial growth between 2000 and 2010, increasing by approximately 70 percent, 41 percent, and 45 percent, respectively. Growth moderated considerably after 2010, with Roscoe and Rockton experiencing only modest increases through 2020. South Beloit experienced a slight decline between 2010 and 2020 but has generally maintained a stable population in recent years.

At the county level, Rock County continued to experience moderate population growth (2.5%) between 2010 and 2024, while Winnebago County experienced a slight decline (-4.1%) during the same period. These trends reflect broader demographic patterns within the Stateline region, where population growth has slowed significantly compared to the faster rate of growth observed during the 2000–2010 timeframe.

The estimated 2022 population of the SLATS MPA is approximately 73,600, based on socioeconomic data from the regional travel demand forecasting model. The model identifies 28,340 households within the MPA, and applying an average household size of 2.6 persons per household results in the estimated population.

POPULATION DISTRIBUTION AND DENSITY

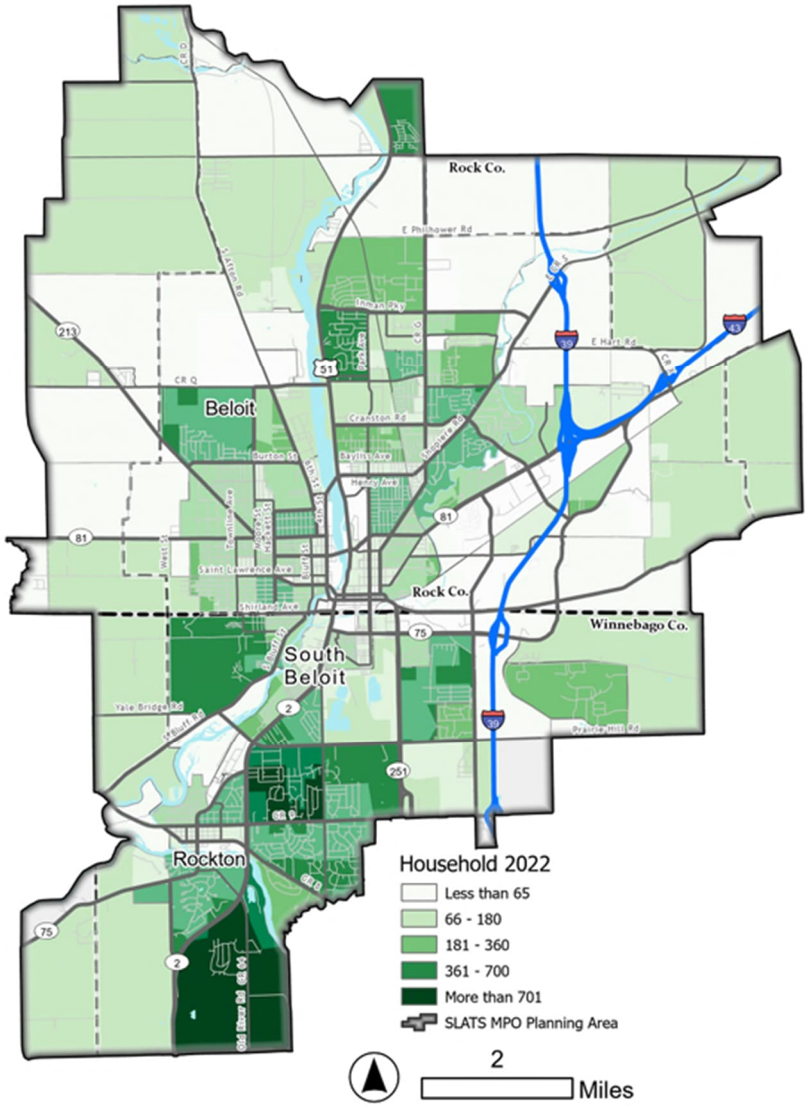
Population distribution is an important factor in understanding existing travel patterns and identifying current and future transportation infrastructure needs within the SLATS MPA. The location and

concentration of residents influence trip-making patterns, access to employment and services, and the viability of transportation options such as public transit, bicycling, and walking.

In general, higher-density urban areas provide the population concentrations necessary to support a wider range of transportation services and facilities, including transit service, sidewalks, shared-use paths, and other multimodal investments. Conversely, lower-density suburban and rural areas are typically more automobile-dependent because destinations are dispersed and transportation alternatives are less practical.

Figure 3 illustrates the distribution of population within the SLATS MPA. The highest population concentrations are located within and adjacent to the City of Beloit, particularly in neighborhoods surrounding Downtown Beloit and areas immediately east and west of the Rock River. Additional population clusters are located in northern Beloit and within the communities of Rockton and Roscoe in the southern portion of the planning area. Population densities generally decrease moving outward from these developed areas into the more rural portions of the SLATS MPA.

FIGURE 3. SLATS MPA POPULATION DISTRIBUTION



Demographic Characteristics

Analyzing changing and emerging demographic characteristics within the SLATS MPA helps inform transportation planning and infrastructure investment decisions. Understanding the distribution, composition, and trends of the population enables SLATS to anticipate future transportation needs and to consider appropriate infrastructure and mobility services.

In the following sections, American Community Survey (ACS) demographic data are presented at multiple geographic levels to reflect the characteristics of both urban and rural areas and to approximate the MPA boundary using standard U.S. Census geographies. These geographies include county subdivisions that intersect the MPA and Census-designated places and municipalities located within or partially within the Beloit Urbanized Area and the SLATS MPA. Demographic data at the county, state, and national levels are also included, where relevant, to provide comparative context and support regional trend analysis.

Migration

Residential mobility and migration patterns provide insight into population turnover and the movement of residents both within and outside the Stateline Area. Data on the share of the population that changed residences within the previous year were analyzed for communities within the SLATS MPA, as well as for county, state, and national geographies. **Table 2** summarizes these migration characteristics using the most recent available ACS 5-year estimates.

Table 2. Share of Population by Migration Status in the Past Year

	Didn't move	Moved within same county	Moved from same state	Moved from different state	Moved from abroad
U.S.	**88%**	**6%**	**3%**	**2%**	**1%**
Wisconsin	**88%**	**6%**	**3%**	**2%**	**0%**
Illinois	**89%**	**6%**	**2%**	**2%**	**1%**
Rock County, WI	**91%**	**5%**	**2%**	**2%**	**0%**
Beloit city, WI	88%	5%	3%	4%	0%
Beloit town, WI	93%	5%	1%	1%	0%
Turtle town, WI	93%	5%	1%	1%	0%
Rock town, WI	89%	9%	0%	2%	0%
Winnebago County, IL	**88%**	**8%**	**2%**	**2%**	**1%**
Rockton township, IL	89%	8%	1%	2%	0%
Roscoe township, IL	91%	5%	1%	3%	0%
South Beloit city, IL	85%	12%	1%	2%	0%
Roscoe village, IL	88%	8%	1%	3%	0%
Rockton village, IL	93%	5%	1%	1%	0%
Beloit, WI--IL Urbanized Area	**89%**	**6%**	**2%**	**3%**	**0%**
Beloit city, WI	88%	5%	3%	4%	0%

Source: Table DP02, ACS 2020-2024 (5-year estimates).

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

Consistent with national and regional trends, the majority of residents within the SLATS MPA reported living in the same residence one year earlier. Among residents who moved, most relocated within the same county, indicating that local household moves account for the largest share of residential mobility within the region. Smaller shares of residents moved from elsewhere within Wisconsin or Illinois, from another state, or from outside the United States.

Migration patterns within the SLATS MPA reflect the area's strategic location between several major metropolitan regions, including Madison, Milwaukee, Rockford, and Chicago. The region continues to experience both inbound and outbound migration likely reflecting strong employment opportunities, housing affordability, quality educational institutions, and other quality-of-life factors.

In addition to ACS mobility data, county-to-county migration analyses indicate that Rock County maintains strong migration connections with neighboring counties in southern Wisconsin and northern Illinois. Recent migration trends suggest continued population exchange with the Madison metropolitan area, surrounding Wisconsin counties, and adjacent Illinois communities. These regional migration patterns reinforce the importance of the Stateline area's transportation connections and economic linkages with surrounding metropolitan regions.

Household Characteristics

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

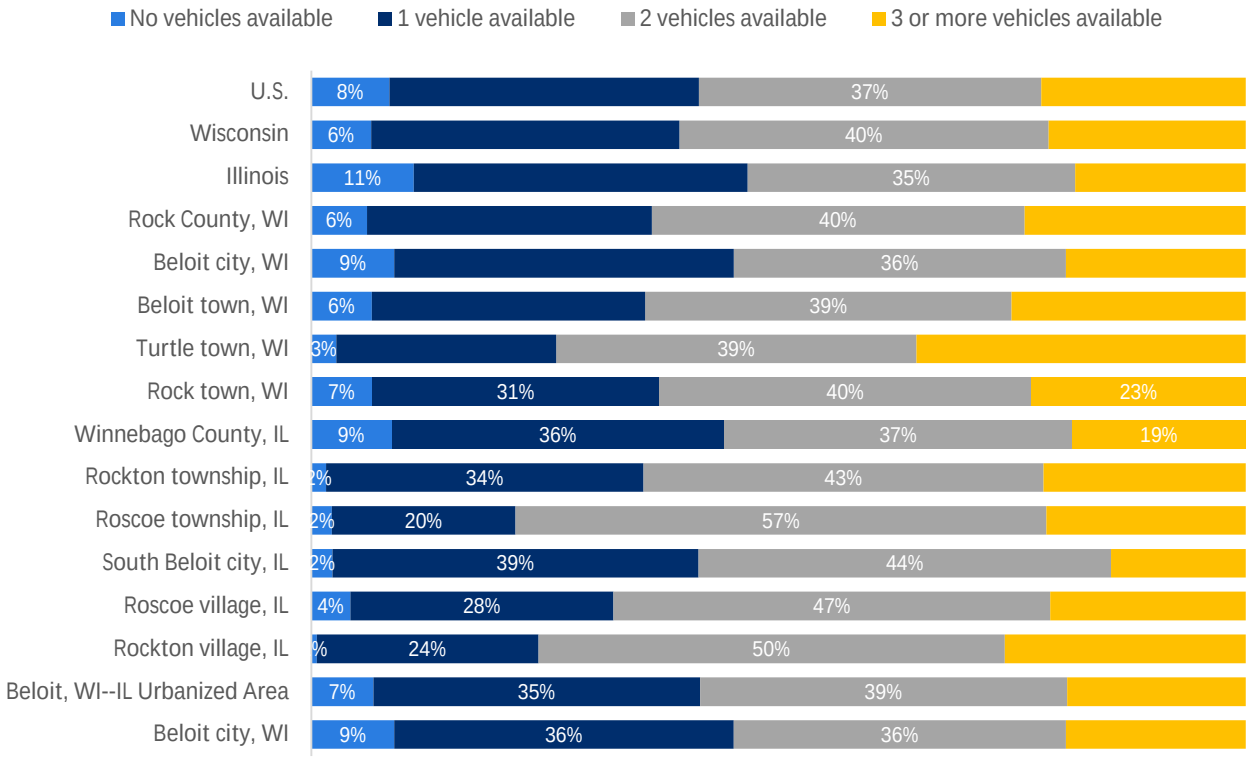
Table 3. Average Household Size

	Average household size
U.S.	**2.5**
Wisconsin	**2.3**
Illinois	**2.5**
Rock County, WI	**2.4**
Beloit city, WI	*2.6*
Beloit town, WI	*2.5*
Turtle town, WI	*2.6*
Rock town, WI	*2.6*
Winnebago County, IL	**2.4**
Rockton township, IL	*2.4*
Roscoe township, IL	*2.7*
South Beloit city, IL	*2.4*
Roscoe village, IL	*2.5*
Rockton village, IL	*2.7*
Beloit, WI-IL Urbanized Area	**2.5**

Source: Table DP02, ACS 2020-2024 (5-year estimates).

The availability of a vehicle to a household strongly affects the travel behavior patterns of its residents, both in terms of travel mode choice as well as the number and length of trips taken. Seven percent of households in the Beloit Urbanized Area do not have access to a vehicle, which is even higher in the City of Beloit (nine percent). As a result, these households have limited transportation options. Even households with one vehicle (29 percent in Beloit, 39 percent in South Beloit, 24 percent in Rockton and 28 percent in Roscoe) may find their mobility options constrained, depending on the number of persons living with the household. **Figure 4** displays the breakdown of the number of vehicles available per household.

FIGURE 4. SHARE OF HOUSEHOLDS BY VEHICLE AVAILABILITY



Source: Table DP04, ACS 2020-2024 (5-year estimates).

AGE

Age is an important factor in determining appropriate transportation infrastructure and mobility services. Younger populations in dense, urban areas typically have a greater desire to walk, bike, and use transit. Populations in suburban, non-incorporated, or rural areas tend to be older adults and typically rely on personal vehicles. However, as older populations continue to age, they may no longer be able to operate a personal vehicle safely or conveniently and may require alternative travel options. Understanding these differences allows for a greater ability to provide resources and services to best meet the needs of all transportation users.

According to the most recent Census data, the Beloit Urbanized Area's population is comprised of 16 percent (9,987) adults age 65 and older and 25 percent (15,969) youth under 18. Consistent with nationwide trends, the share of older adults in the SLATS MPA is increasing and the share of youth is decreasing. The trend appears to be continuing when compared to the 2012 5-year ACS estimates, which showed that 12 percent (7,745 of 63,162 total) of the Beloit Urbanized Area Population were 65 and older and 27 percent (16,898) were under 18. This growing share of older residents has implications for the changing transportation and mobility needs within the SLATS MPA. Additional detail is summarized in **Table 4**.

TABLE 4. SELECTED AGE GROUPS (TOTAL AND PERCENT)

	Population			% of Total Population		
	Under 18 years	18 years and over	65 years and over	Under 18 years	18 years and over	65 years and over
U.S.	**73,517,834**	**261,404,665**	**57,633,628**	**22%**	**78%**	**17%**
Wisconsin	**1,264,546**	**4,650,326**	**1,096,043**	**21%**	**79%**	**19%**
Illinois	**2,773,339**	**9,921,459**	**2,156,214**	**22%**	**78%**	**17%**
Rock County, WI	**36,803**	**127,547**	**29,268**	**22%**	**78%**	**18%**
Beloit city, WI	9,284	27,250	5,117	25%	75%	14%
Beloit town, WI	1,682	6,117	1,868	22%	78%	24%
Turtle town, WI	543	2,225	485	20%	80%	18%
Rock town, WI	803	2,183	494	27%	73%	17%
Winnebago County, IL	**66,531**	**216,761**	**52,518**	**23%**	**77%**	**19%**
Rockton township, IL	3,806	12,270	2,748	24%	76%	17%
Roscoe township, IL	5,904	14,230	3,141	29%	71%	16%
South Beloit city, IL	1,975	5,971	1,049	25%	75%	13%
Roscoe village, IL	2,987	7,719	1,745	28%	72%	16%
Rockton village, IL	2,080	5,894	1,023	26%	74%	13%
Beloit, WI-IL Urbanized Area	**15,969**	**47,606**	**9,987**	**25%**	**75%**	**16%**

Source: Table DP05, ACS 2020-2024 (5-year estimates).

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

As a general metric of overall age trends, the median age in the City of Beloit is 33.8 years old, younger than the averages for the Beloit Urbanized Area (36.2 years old) and the county, state, and national averages (generally 39 to 40 years old). **Table 5** provides additional detail regarding the median age.

TABLE 5. MEDIAN AGE

	Median Age
U.S.	**38.9**
Wisconsin	**40.2**
Illinois	**39.0**
Rock County, WI	**40.3**
Beloit city, WI	*33.8*
Beloit town, WI	*45.7*
Turtle town, WI	*41.4*
Rock town, WI	*38.8*
Winnebago County, IL	**39.6**
Rockton township, IL	*39.3*
Roscoe township, IL	*38.5*
South Beloit city, IL	*36.0*
Roscoe village, IL	*36.4*
Rockton village, IL	*39.4*
Beloit, WI--IL Urbanized Area	**36.2**

Source: Table DP05, ACS 2020-2024 (5-year estimates).

Race

The Beloit Urbanized Area is predominantly White, with approximately 67 percent of residents identifying as non-Hispanic White and 33 percent identifying as persons of color, including Hispanic or Latino residents and individuals of any race other than non-Hispanic White.

Hispanic or Latino residents represent the largest minority population in the Beloit Urbanized Area, accounting for approximately 17 percent of the population. An additional 9 percent of residents identify as Black or African American, while the remaining population identifies as Asian, American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, some other race, or two or more races.

Understanding the composition and geographic distribution of these populations is important for equitable transportation planning. Demographic information helps identify the transportation needs of underserved populations and supports the development of transportation investments that improve access, mobility, and connectivity for all residents within the SLATS MPA. A detailed racial and ethnic composition of the Beloit Urbanized Area is provided in **Table 6**.

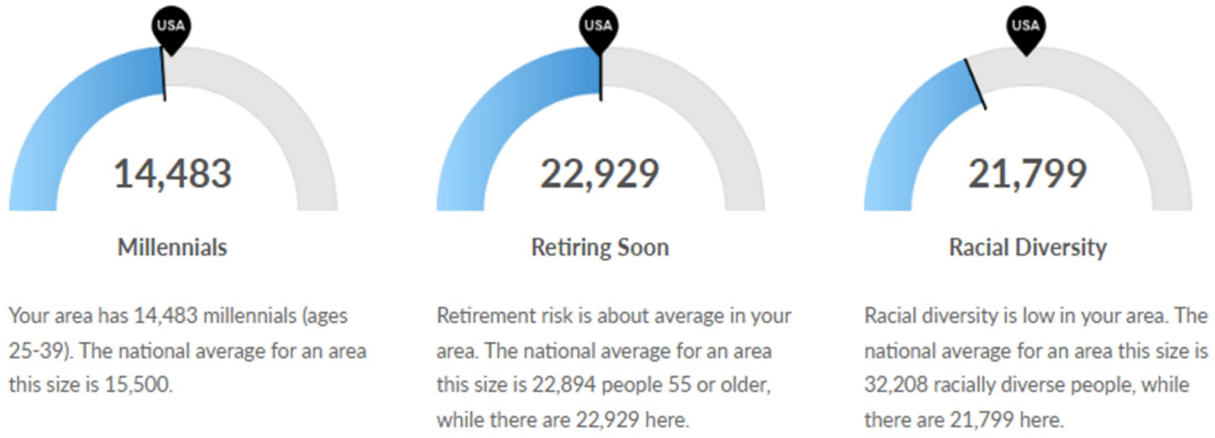
Table 6. Race and Ethnicity

	Minority Status		Race						Ethnicity
	White alone, not Hispanic or Latino	Minority pop., incl. Hispanic or Latino	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some other race	Two or more races	Hispanic or Latino (of any race)
U.S.	**192,214,378**	**142,708,121**	**40,919,547**	**3,095,754**	**19,937,283**	**631,517**	**23,884,085**	**42,311,437**	**64,759,370**
Wisconsin	**4,646,738**	**1,268,134**	**359,804**	**44,388**	**175,327**	**1,921**	**147,040**	**448,473**	**471,930**
Illinois	**7,370,665**	**5,324,133**	**1,723,233**	**81,090**	**762,007**	**5,302**	**999,169**	**1,381,017**	**2,387,049**
Rock County, WI	**130,867**	**33,483**	**7,727**	**564**	**1,779**	**9**	**4,782**	**15,328**	**16,646**
Beloit city, WI	21,688	14,846	5,155	278	293	0	1,999	5,530	7,680
Beloit town, WI	6,030	1,769	255	9	102	0	237	1,030	888
Turtle town, WI	2,435	333	70	0	0	0	98	138	116
Rock town, WI	2,552	434	2	0	0	0	0	131	375
Winnebago County, IL	**180,624**	**102,668**	**34,098**	**1,849**	**8,280**	**118**	**17,280**	**33,580**	**44,014**
Rockton township, IL	12,507	3,569	323	0	286	0	880	1,767	1,990
Roscoe township, IL	16,942	3,192	418	0	349	11	247	1,419	1,595
South Beloit city, IL	6,065	1,881	253	0	90	11	592	754	910
Roscoe village, IL	8,638	2,068	398	0	237	0	180	1,048	953
Rockton village, IL	6,396	1,578	62	0	131	0	208	679	986
Beloit, WI--IL Urbanized Area	**42,743**	**20,832**	**5,810**	**287**	**616**	**11**	**3,248**	**8,121**	**11,124**
			as a percent of total population						
U.S.	**57%**	**43%**	**12%**	**1%**	**6%**	**0%**	**7%**	**13%**	**19%**
Wisconsin	**79%**	**21%**	**6%**	**1%**	**3%**	**0%**	**2%**	**8%**	**8%**
Illinois	**58%**	**42%**	**14%**	**1%**	**6%**	**0%**	**8%**	**11%**	**19%**
Rock County, WI	**80%**	**20%**	**5%**	**0%**	**1%**	**0%**	**3%**	**9%**	**10%**
Beloit city, WI	*59%*	*41%*	*14%*	*1%*	*1%*	*0%*	*5%*	*15%*	*21%*
Beloit town, WI	*77%*	*23%*	*3%*	*0%*	*1%*	*0%*	*3%*	*13%*	*11%*
Turtle town, WI	*88%*	*12%*	*3%*	*0%*	*0%*	*0%*	*4%*	*5%*	*4%*
Rock town, WI	*85%*	*15%*	*0%*	*0%*	*0%*	*0%*	*0%*	*4%*	*13%*
Winnebago County, IL	**64%**	**36%**	**12%**	**1%**	**3%**	**0%**	**6%**	**12%**	**16%**
Rockton township, IL	*78%*	*22%*	*2%*	*0%*	*2%*	*0%*	*5%*	*11%*	*12%*
Roscoe township, IL	*84%*	*16%*	*2%*	*0%*	*2%*	*0%*	*1%*	*7%*	*8%*
South Beloit city, IL	*76%*	*24%*	*3%*	*0%*	*1%*	*0%*	*7%*	*9%*	*11%*
Roscoe village, IL	*81%*	*19%*	*4%*	*0%*	*2%*	*0%*	*2%*	*10%*	*9%*
Rockton village, IL	*80%*	*20%*	*1%*	*0%*	*2%*	*0%*	*3%*	*9%*	*12%*
Beloit, WI--IL Urbanized Area	**67%**	**33%**	**9%**	**0%**	**1%**	**0%**	**5%**	**13%**	**17%**

Source: Table DP05, ACS 2020-2024 (5-year estimates). Note that due to overlapping Race and Ethnicity indicators, percentages do not sum to 100.

A high-level index of age and race diversity metrics for the four primary ZIP codes in the MPA is provided in **Figure 5**. These indices illustrate how the SLATS MPA compares to similar regions across the U.S. in the share of population within the millennial cohort (slightly below average), share of workforce retiring soon (about average), and racial diversity (below average).

FIGURE 5. COMPARATIVE DIVERSITY METRICS



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

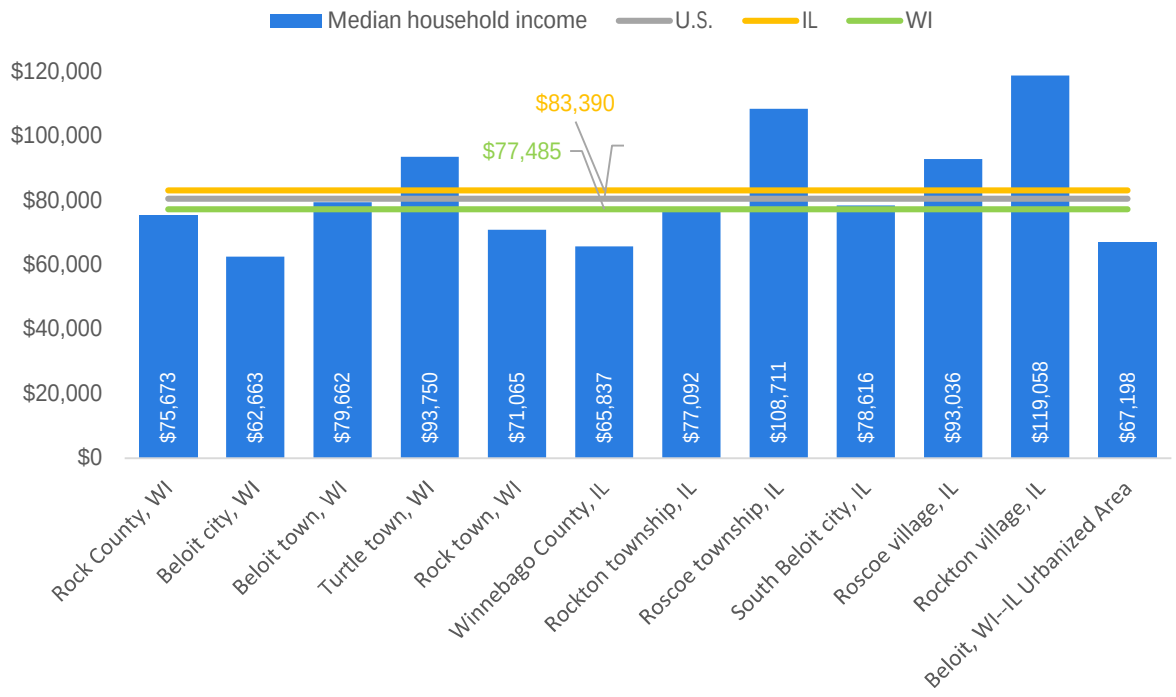
INCOME

Income levels are an important indicator of transportation needs and mobility service requirements. As shown in **Figure 6**, the median household income in the Beloit Urban Area is approximately $67,200, which is lower than the national ($80,734), Illinois ($83,390), and Wisconsin ($77,485) medians. This lower median income is influenced in part by the City of Beloit, where the median household income is approximately $62,700.

Median household incomes vary considerably across the region. Communities south of the state line generally report higher household incomes than those north of the state line. Median household income exceeds $100,000 in Roscoe Township ($108,711) and reaches nearly $119,100 in the Village of Rockton, while Beloit, South Beloit ($78,616), and Rockton Township ($77,092) report comparatively lower incomes.

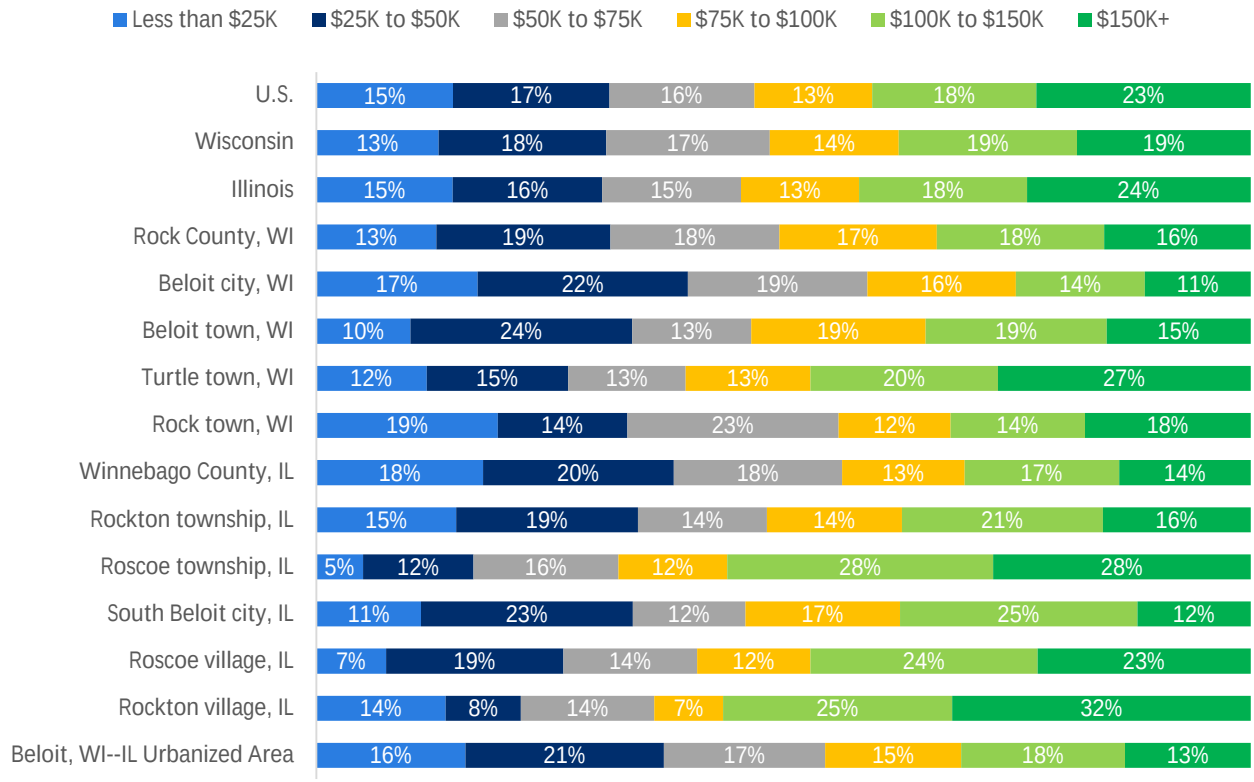
The distribution of household income by income category is presented in **Figure 7**. While income levels vary across the planning area, lower-income households are concentrated in the City of Beloit and several surrounding communities. As shown in **Figure 8**, poverty rates in the City of Beloit and the Town of Turtle are notably higher than regional, state, and national averages, highlighting the importance of providing affordable and accessible transportation options for residents with limited financial resources.

FIGURE 6. MEDIAN HOUSEHOLD INCOME



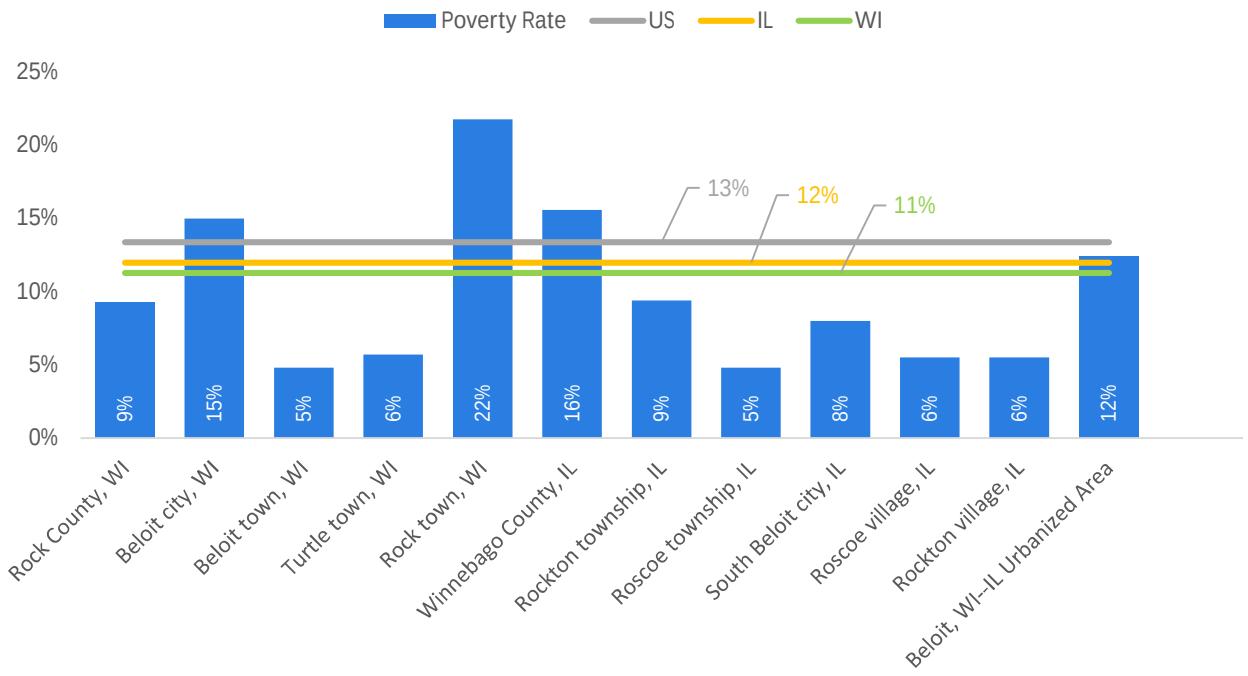
Source: Table DP03, ACS 2020-2024 (5-year estimates).

FIGURE 7. SHARE OF HOUSEHOLDS BY INCOME



Source: Table DP03, ACS 2020-2024 (5-year estimates).

FIGURE 8. POVERTY RATE



Source: Table DP03, ACS 2020-2024 (5-year estimates).

EDUCATION AND INFORMATION RESOURCES

The following section provides context regarding education within the SLATS MPA. In addition, information regarding language proficiency and household resources, as measured by computer and internet access, are provided.

There are approximately 2,200 children enrolled in nursery school or kindergarten in the Beloit Urbanized Area, and about 10,200 students in grades one through twelve. College or graduate school enrollment is roughly 3,800. **Table 7** provides additional breakdown by jurisdiction.

TABLE 7. SCHOOL ENROLLMENT

	Nursery, Kindergarten	Grades 1-12	College grad. school
U.S.	**8,582,507**	**50,091,676**	**21,415,6**
Wisconsin	**147,387**	**865,251**	**343,7**
Illinois	**343,543**	**1,902,690**	**805,3**
Rock County, WI	**4,570**	**24,711**	**8,2**
Beloit city, WI	*1,251*	*5,807*	*2,8*
Beloit town, WI	*224*	*1,087*	*2*
Turtle town, WI	*94*	*376*	*1*
Rock town, WI	*138*	*355*	
Winnebago County, IL	**7,683**	**44,280**	**12,9**
Rockton township, IL	*327*	*2,908*	*5*
Roscoe township, IL	*741*	*3,895*	*7*
Beloit, WI-IL Urbanized Area	**2,187**	**10,170**	**3,7**
Beloit city, WI	*1,251*	*5,807*	*2,8*
South Beloit city, IL	*365*	*1,112*	*2*
Roscoe village, IL	*330*	*1,877*	*5*
Rockton village, IL	*147*	*1,691*	*3*

Source: Table DP02, ACS 2020-2024 (5-year estimates).

Information about the educational attainment among people age 25 or older is provided in **Table 8**. About 10 percent of the population in the Beloit Urbanized Area does not have a high school diploma, which is the same as the national average. The share of the population with a Bachelor's degree or higher is significantly lower for the Beloit Urbanized Area versus the national average (22 percent versus 36 percent). The strong connection between education and economic opportunity is an important demographic to consider in identifying regional transportation needs.

TABLE 8. EDUCATIONAL ATTAINMENT

	Population age 25+	No H.S. diploma	H.S. graduate or higher	Bachelor's degree or higher
U.S.	**230,807,303**	**10%**	**90%**	**36%**
Wisconsin	**4,099,973**	**6%**	**94%**	**33%**
Illinois	**8,767,004**	**10%**	**90%**	**38%**
Rock County, WI	**113,735**	**7%**	**93%**	**26%**
Beloit city, WI	22,925	14%	86%	18%
Beloit town, WI	5,741	7%	93%	23%
Turtle town, WI	1,902	4%	96%	32%
Rock town, WI	2,081	4%	96%	13%
Winnebago County, IL	**193,227**	**11%**	**89%**	**25%**
Rockton township, IL	10,959	5%	95%	30%
Roscoe township, IL	13,107	3%	97%	38%
South Beloit city, IL	5,533	4%	96%	28%
Roscoe village, IL	6,986	4%	96%	33%
Rockton village, IL	5,137	2%	98%	38%
Beloit, WI--IL Urbanized Area	**41,364**	**10%**	**90%**	**22%**

Source: Table DP02, ACS 2020-2024 (5-year estimates).

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

TABLE 9. LANGUAGE PROFICIENCY

	Speaks non-English language	Speaks English less than very well
U.S.	**22%**	**9%**
Wisconsin	**9%**	**3%**
Illinois	**24%**	**9%**
Rock County, WI	**9%**	**3%**
Beloit city, WI	18%	6%
Beloit town, WI	5%	3%
Turtle town, WI	1%	0%
Rock town, WI	5%	0%
Winnebago County, IL	**15%**	**5%**
Rockton township, IL	10%	3%
Roscoe township, IL	5%	2%
South Beloit city, IL	11%	4%
Roscoe village, IL	9%	3%
Rockton village, IL	4%	1%
Beloit, WI--IL Urbanized Area	**14%**	**5%**

Source: Table DP02, ACS 2020-2024 (5-year estimates).

Information regarding household access to computers and internet is provided in **Table 10**. Six percent of households in the Beloit Urbanized Area have limited access to a computer, about the same as the nationwide percentage (5%). The disparity is slightly higher with respect to internet access as 11 percent of the Beloit Urbanized Area does not have a broadband internet access, versus nine percent nationwide. The location where lack of internet access is most pronounced is in the Town of Turtle (17%), which is most likely due to household income rather than a lack of fiber optic infrastructure.

TABLE 10. COMPUTER AND INTERNET ACCESS

	HH with no computer	HH with no broadband internet subscription
U.S.	**5%**	**9%**
Wisconsin	**5%**	**10%**
Illinois	**5%**	**9%**
Rock County, WI	**4%**	**10%**
Beloit city, WI	6%	12%
Beloit town, WI	6%	12%
Turtle town, WI	8%	17%
Rock town, WI	7%	7%
Winnebago County, IL	**6%**	**11%**
Rockton township, IL	5%	9%
Roscoe township, IL	2%	4%
South Beloit city, IL	4%	8%
Roscoe village, IL	3%	7%
Rockton village, IL	3%	6%
Beloit, WI--IL Urbanized Area	**6%**	**11%**

Source: Table DP02, ACS 2020-2024 (5-year estimates).

Employment

ACS data indicates there are 32,515 people in the labor force in the Beloit Urbanized Area. This represents a labor force participation rate of 66 percent, which is slightly higher than the national average (63%). Rock County had a participation rate of 65 percent while Winnebago County comes in at 61percent.

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

TABLE 11. LABOR FORCE PARTICIPATION RATE AND CIVILIAN UNEMPLOYMENT RATE

	Civilian labor force	Labor force participation	Civilian Unemployment
U.S.	**170,199,520**	**63%**	**5%**
Wisconsin	**3,132,770**	**65%**	**3%**
Illinois	**6,652,134**	**65%**	**6%**
Rock County, WI	**86,186**	**65%**	**4%**
Beloit city, WI	*18,490*	*65%*	*5%*
Beloit town, WI	*3,844*	*61%*	*3%*
Turtle town, WI	*1,478*	*64%*	*5%*
Rock town, WI	*1,614*	*72%*	*0%*
Winnebago County, IL	**138,308**	**61%**	**7%**
Rockton township, IL	*8,734*	*69%*	*5%*
Roscoe township, IL	*10,128*	*68%*	*4%*
South Beloit city, IL	*4,630*	*77%*	*6%*
Roscoe village, IL	*5,415*	*68%*	*4%*
Rockton village, IL	*4,343*	*71%*	*3%*
Beloit, WI--IL Urbanized Area	**32,515**	**66%**	**5%**

Source: Table DP03, ACS 2020-2024 (5-year estimates). Civilian unemployment statistics exclude active duty Armed Forces personnel, institutionalized persons, and unpaid workers.

OCCUPATIONAL PROFILES

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

TABLE 12. SHARE OF WORKERS BY OCCUPATION GROUP

	Mgmt., business, science, and arts	Service occupations	Sales and office occupations	Natural resources, construction, maintenance	Production, transportation, and material moving
U.S.	**43%**	**16%**	**20%**	**8%**	**13%**
Wisconsin	**40%**	**15%**	**19%**	**9%**	**17%**
Illinois	**43%**	**16%**	**20%**	**7%**	**15%**
Rock County, WI	**34%**	**15%**	**20%**	**11%**	**20%**
Beloit city, WI	28%	18%	21%	7%	25%
Beloit town, WI	35%	16%	13%	7%	29%
Turtle town, WI	38%	7%	23%	16%	16%
Rock town, WI	39%	7%	17%	16%	20%
Winnebago County, IL	**34%**	**16%**	**21%**	**9%**	**21%**
Rockton township, IL	35%	17%	20%	9%	18%
Roscoe township, IL	50%	11%	21%	8%	11%
South Beloit city, IL	35%	16%	16%	12%	21%
Roscoe village, IL	46%	9%	23%	8%	14%
Rockton village, IL	44%	16%	23%	6%	11%
Beloit, WI--IL Urbanized Area	**31%**	**17%**	**21%**	**7%**	**24%**

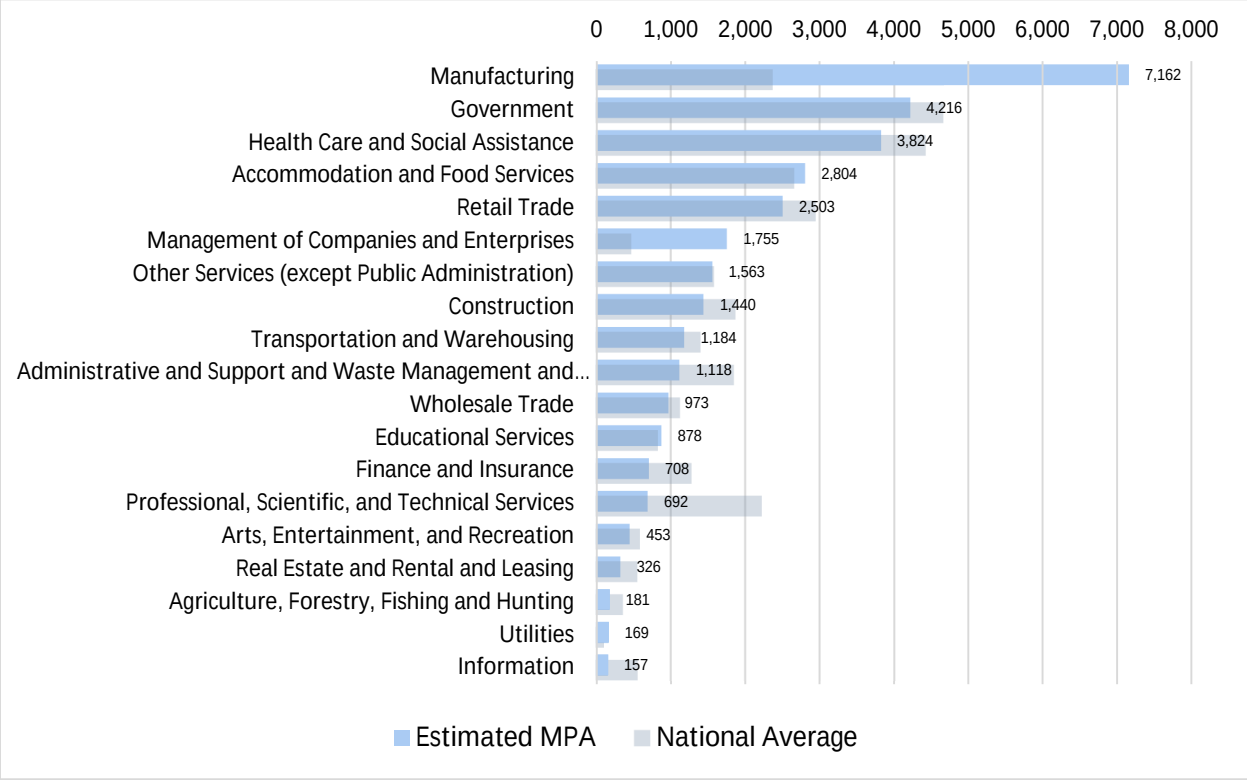
Source: Table DP03, ACS 2020-2024 (5-year estimates).

EMPLOYMENT PROFILES

Figure 9 shows the estimated employment for the four primary ZIP codes that overlap the MPA and are broken out by North American Industry Classification System (NAICS) code, which is the Federal standard used to classify businesses. For comparison, the typical employment levels by industry for regions of similar size nationwide is provided.

In the SLATS MPA, manufacturing continues to be a major industry, employing a much larger workforce than the national average. The next three industries (Government, Health Care and Social Assistance, and Accommodations & Food Services) are all somewhat closer to the national average found in other regions of a similar size. Additionally, there are fewer of the typical private sector office employment industries (Administrative and Support Services, Management of Companies, Professional and Technical Services, Finance and Insurance, Real Estate and Leasing, And Information) present in the SLATS MPA than in its peer regions.

FIGURE 9. EMPLOYMENT BY INDUSTRY VS. COMPARABLE REGIONS NATIONWIDE



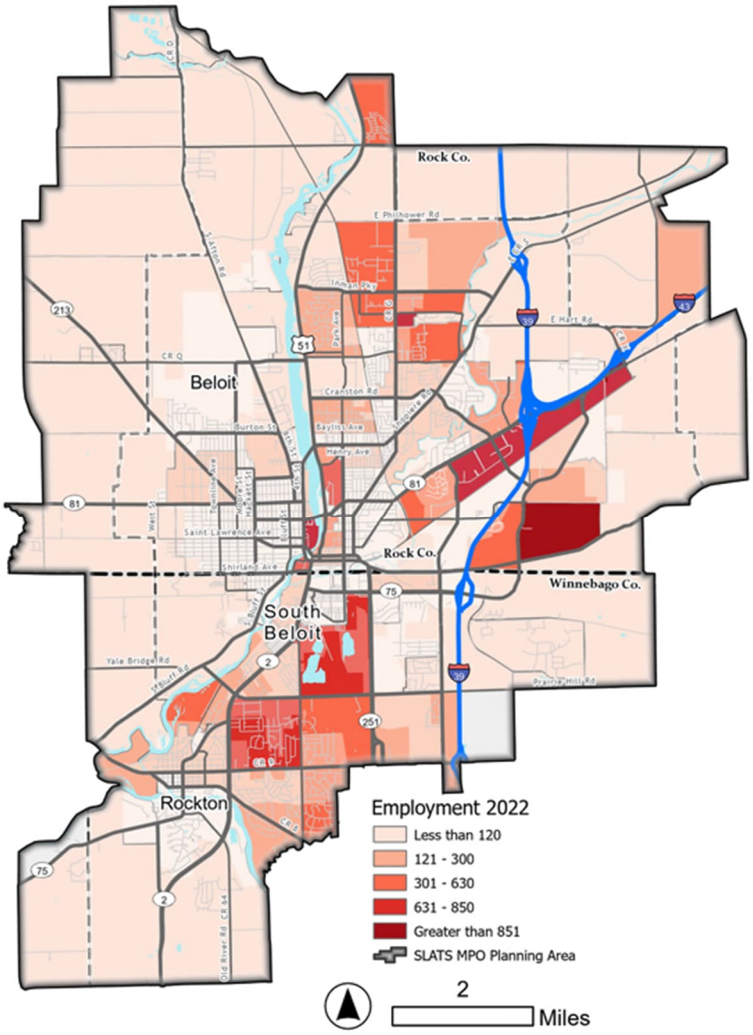
Source: Emsi data for primary ZIP codes in the MPA: 53511, 53525, 61080, 61072.

EMPLOYMENT DISTRIBUTION

Employment within the SLATS MPA is concentrated in several key activity centers. The highest employment densities are located in Downtown Beloit, where several employers are clustered within the central business district. Major employment centers are also located on the urban fringe, including Beloit Memorial Hospital to the north and commercial development anchored by Woodman's Market to the west. In addition, the eastern portion of the SLATS MPA serves as a significant employment hub, with several large employers located near the I-39/90 corridor, taking advantage of regional highway access. **Figure 10** illustrates the distribution of employment throughout the SLATS MPA. According to the travel demand model socioeconomic data, there were an estimated 30,765 jobs within the MPA in 2022.

Areas with higher unemployment rates are generally concentrated within the more urbanized portions of the region, where residents may be more likely to face transportation barriers to employment. Some households may have limited access to a personal vehicle and therefore rely on public transportation, walking, or bicycling to meet their daily travel needs. As a result, it is important that transportation investments not only provide mobility within residential neighborhoods but also offer effective connections to major employment centers. Reliable transit, bicycle, and pedestrian connections can help improve access to jobs and expand employment opportunities for residents throughout the region.

FIGURE 10. EMPLOYMENT WITHIN THE SLATS MPA



MAJOR EMPLOYERS

The location of major employers is a key indicator of where economic activity is concentrated within the SLATS MPA. Access to the regional transportation network is an important consideration for many employers, particularly those involved in manufacturing, logistics, healthcare, and retail. Direct connections to major arterial roadways and the Interstate system support the efficient movement of goods, services, and employees. Likewise, access to jobs by automobile, public transit, bicycling, and walking is an increasingly important factor influencing business location decisions and workforce accessibility.

Major employment centers within the SLATS MPA are concentrated in Downtown Beloit and along the I-39/90 corridor, where excellent regional highway access has attracted a diverse mix of industrial, commercial, and service-sector employers. The Beloit Health System is among the region's largest employers, with more than 1,600 employees in the greater Beloit area. In addition, the Ho-Chunk Nation Casino and Convention Center is expected to create approximately 1,500 jobs upon full build-out, further strengthening the region's employment base. The casino is scheduled to open in Fall 2026.

As economic development continues and land use patterns evolve, it is important for the region to monitor changing travel patterns and ensure that transportation infrastructure and services adequately support new development. Maintaining a multimodal transportation system that provides efficient access to employment centers will be critical to sustaining economic growth and workforce mobility. A list of major employers within the MPA is provided in **Table 13**, and **Figure 11** illustrates the location of major employers throughout the region.

TABLE 13. MAJOR EMPLOYERS

Employer	Product / Services	Estimated Employees (2025 2026)
Beloit Health System	Medical Services	1,600 *
Ho-Chunk Nation Casino Resort	Casino / Hotel / Entertainment	1,500
Amazon Fulfillment Center	Distribution / Logistics	1,250
School District of Beloit	Public Education K-12	900
Frito-Lay	Snack Foods Manufacturing	850
Kerry Group Americas	Food Ingredients Manufacturing	725
Blackhawk Technical College	Technical College	600
ABC Supply Co. Headquarters	Building Products Distribution	600
Taylor Company	Commercial Food Service Equipment	500
Hormel Foods	Food Processing	440
Fairbanks Morse Defense	Marine & Diesel Engines	440
Mercyhealth NorthPointe Campus	Health Care Services	400
Beloit College	Higher Education	384
City of Beloit	Municipal Government	368
First National Bank & Trust	Banking and Financial Services	440
Hononegah Community High School	Public Education	250
Warner Electric	Power Transmission Equipment Manufacturing	200
Precision Dose, Inc.	Pharmaceutical Packaging & Healthcare Products	200
Kinnikinnick School District #131	Public Education	200
Mid-States Concrete Industries	Precast Concrete Manufacturing	125
Goldie B. Floberg Center	Health Care & Social Services	125

Source: GBEDC; 2026.
NOTE: The table reflects employers with a minimum of 200 employees in Wisconsin and 100 in Illinois.
* Multiple locations within the MPA.

FIGURE 11. LOCATION OF MAJOR EMPLOYERS

