WISCONSIN DEMOGRAPHY: PRESENT PROFILE AND FUTURE TRAJECTORY

A BRIEF OVERVIEW FOR THE WISCONSIN COUNTIES ASSOCIATION

AUGUST 19, 2019
SECTION 1: WHERE WE ARE AND HOW WE GOT HERE

POPULATION CHANGE: BIRTHS, DEATHS, AND NET MIGRATION
Population Density 
(Jan 2018 Minor Civil Division Estimate)

Sources: Population Estimates by WI Dept. of Administration, Demographic Services Center doa.wi.gov/demographics
Land Area from U.S. Census Bureau TIGER Shapefiles
Total Population Change (Apr 2010 to July 2018)

Source: U.S. Census Bureau Population and Housing Unit Estimates
https://www.census.gov/programs-surveys/popest.html
Total Population Change (Apr 2010 to July 2018)

Source: U.S. Census Bureau Population and Housing Unit Estimates
https://www.census.gov/programs-surveys/popest.html
Natural Change (April 2010 to July 2018) \( \left( \frac{\text{births} - \text{deaths}}{\text{April 2010 population}} \right) \)

Source: U.S. Census Bureau Population and Housing Unit Estimates
https://www.census.gov/programs-surveys/popest.html
Natural Change  (April 2010 to July 2018) \[
\frac{\text{[births} - \text{deaths]}}{\text{April 2010 population}}
\]

Source: U.S. Census Bureau Population and Housing Unit Estimates
https://www.census.gov/programs-surveys/popest.html
Births

Source: Centers for Disease Control, National Center for Health Statistics and WI Dept. of Health Services

U.S. Births (millions)

Wisconsin
United States

WI boom was longer and sharper

U.S. trough was shorter and shallower

Source: Centers for Disease Control, National Center for Health Statistics and WI Dept. of Health Services
U.S. birth numbers return to near-boom levels

Source: Centers for Disease Control, National Center for Health Statistics and WI Dept. of Health Services
Older age groups experienced 7,648 more births in 2017 than they had in 1990.

Younger age groups experienced 15,285 fewer births in 2017 than they had in 1990.

Source: WI Dept. of Health Services
Non-Metropolitan Wisconsin Defined

Source: U.S. Census Bureau Population and Housing Unit Estimates
https://www.census.gov/programs-surveys/popest.html
Metropolitan Wisconsin Births and Deaths

Source: WI Dept. of Health Services

WI MSA Counties' Births

WI MSA Counties' Deaths

49,513

36,289

Source: WI Dept. of Health Services
Non-Metropolitan Wisconsin Births and Deaths

Source: WI Dept. of Health Services
Net Migration (April 2010 to July 2018) \( \frac{\text{in-movers} - \text{out-movers}}{\text{April 2010 population}} \)

Source: U.S. Census Bureau Population and Housing Unit Estimates
https://www.census.gov/programs-surveys/popest.html
Seasonal, Recreational & Occasional-Use Housing Units

(% of total stock)

Source: U.S. Census Bureau, American Community Survey 2013-2017, Table B25004 Table B25001
https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
Seasonal, Recreational & Occasional-Use Housing Units
(% of total stock)

Source: U.S. Census Bureau, American Community Survey 2013-2017, Table B25004 Table B25001
https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
Net Housing Unit Change

Source: WI Dept. of Administration, Division of Intergovernmental Relations Demographic Services Center

- 35,753 single-family units added in 2003
- 9,436 single-family units added in 2017
- 10,723 units added in 3-or-more structures in 2003
- 8,616 units added in 3-or-more unit structures in 2017
25- to 64-year-old Population with Bachelor’s or more

Source: U.S. Census Bureau American Community Survey, 2012-2017 Table B23006
https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
25- to 64-year-old Population with Bachelor’s or more

Source: U.S. Census Bureau American Community Survey, 2012-2017 Table B23006
https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
65-and-Over-Population (as a percent of total population)

**in 2015**

**in 2035**

Source: WI Dept. of Administration, Division of Intergovernmental Relations, vintage 2013 Population Projections https://doa.wi.gov/demographics
Wisconsin Labor Force Participation Rates by Age

Source: U.S. Census Bureau American Community Survey, 2012-2017, Public Use Microdata Sample
https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
From 2015 to 2035, non-metropolitan Wisconsin’s population aged 25-64 will decrease by over 56,000 residents. These are high-labor-force-participation age groups. Meanwhile, non-metro WI 65-and-over population will increase by over 180,000 residents.

Source: U.S. Census Bureau American Community Survey, 2012-2017, Public Use Microdata Sample
https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
2017 Per Capita Personal Income

Metropolitan Portion
- United States: $53,617
- Wisconsin: $50,874

Nonmetropolitan Portion
- United States: $39,591
- Wisconsin: $43,395

Source: U.S. Commerce Dept., Bureau of Economic Analysis, Table MAINC4, Personal Income by Major Component
https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1
2017 Wisconsin Total Personal Income, by Component

- **Net earnings by place of residence**: 65.1% in metropolitan portion, 59.4% in nonmetropolitan portion.
- **Dividends, interest, and rent**: 19.1% in metropolitan portion, 18.8% in nonmetropolitan portion.
- **Personal current transfer receipts**: 15.8% in metropolitan portion, 21.8% in nonmetropolitan portion.

Source: U.S. Commerce Dept., Bureau of Economic Analysis, Table MAINC4, Personal Income by Major Component. 
https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1
WI Total Personal Income Change 2007-2017 (not inflation adj.)

Source: U.S. Commerce Dept., Bureau of Economic Analysis, Table MAINC4, Personal Income by Major Component
https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1
Transfer Receipts as % of Total Personal Income

Source: U.S. Commerce Dept., Bureau of Economic Analysis, Table CAINC4, Personal Income by Major Component
https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1
2017 WI Personal Current Transfer Receipts ($48.7b)

- Public Asst. Medical: 8.5, 17.4%
- Medicare: 11.9, 24.4%
- Social Security: 19.0, 39.0%
- Veterans' benefits: 1.4, 2.8%
- Other govt-to-individual transfers: 1.2, 2.5%
- Other inc. maint.: 1.0, 2.1%
- Supplemental Security Income (SSI): 0.9, 1.9%
- Edu & training asst.: 0.8, 1.6%
- SNAP: 0.9, 1.8%
- Business-to-individual transfers: 0.7, 1.3%
- Disability S.S.: 0.3, 0.6%
- Military med. ins.: 0.1, 0.2%

Source: U.S. Commerce Dept., Bureau of Economic Analysis, Table CAINC35, Personal Current Transfer Receipts
https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1
QUESTIONS?

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