

# WISCONSIN DEMOGRAPHY: PRESENT PROFILE AND FUTURE TRAJECTORY

A BRIEF OVERVIEW FOR THE WISCONSIN COUNTIES ASSOCIATION

AUGUST 19, 2019

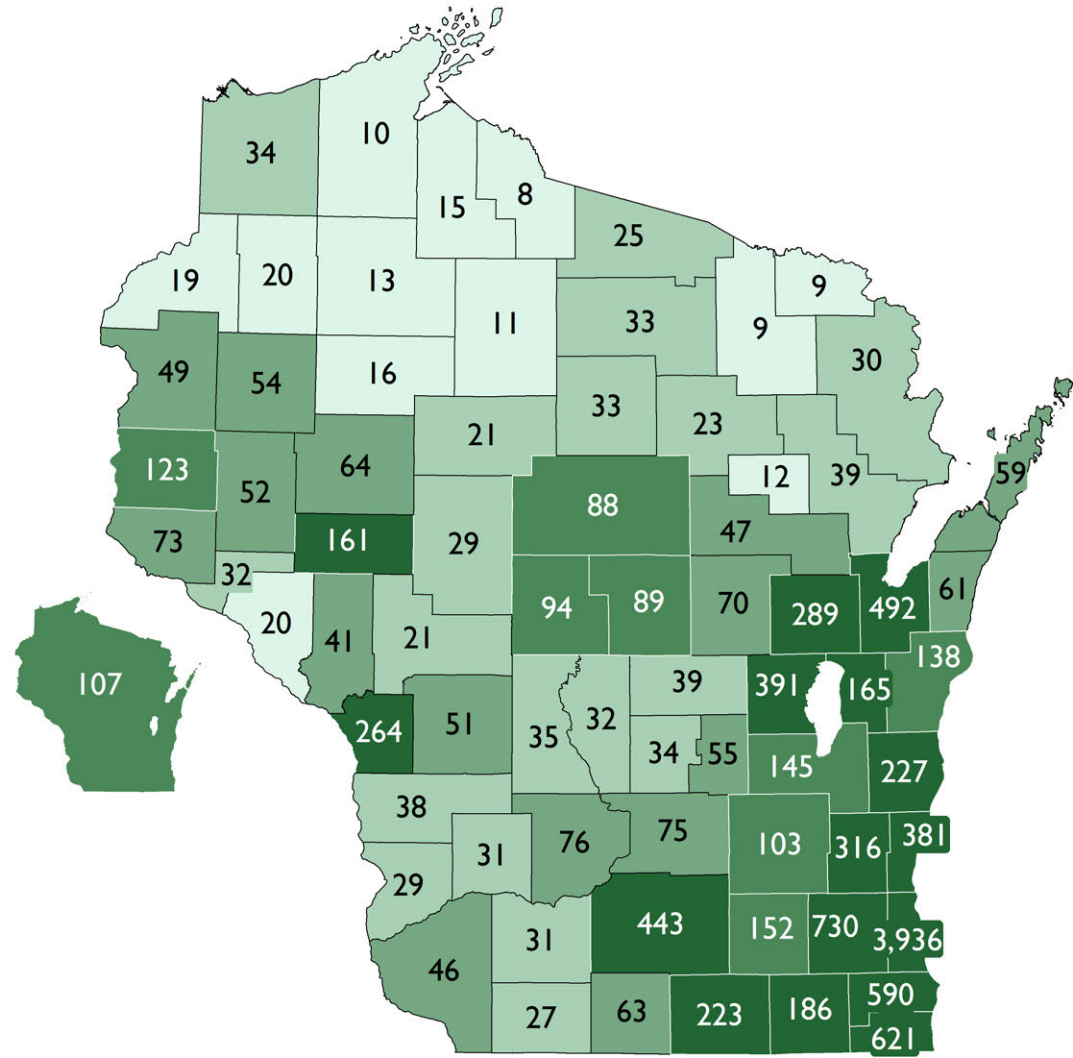


# SECTION I: WHERE WE ARE AND HOW WE GOT HERE

POPULATION CHANGE: BIRTHS, DEATHS, AND NET MIGRATION



# Population Density (Jan 2018 County Estimate)



Residents per Sq. Mi.

8 to 20

21 to 40

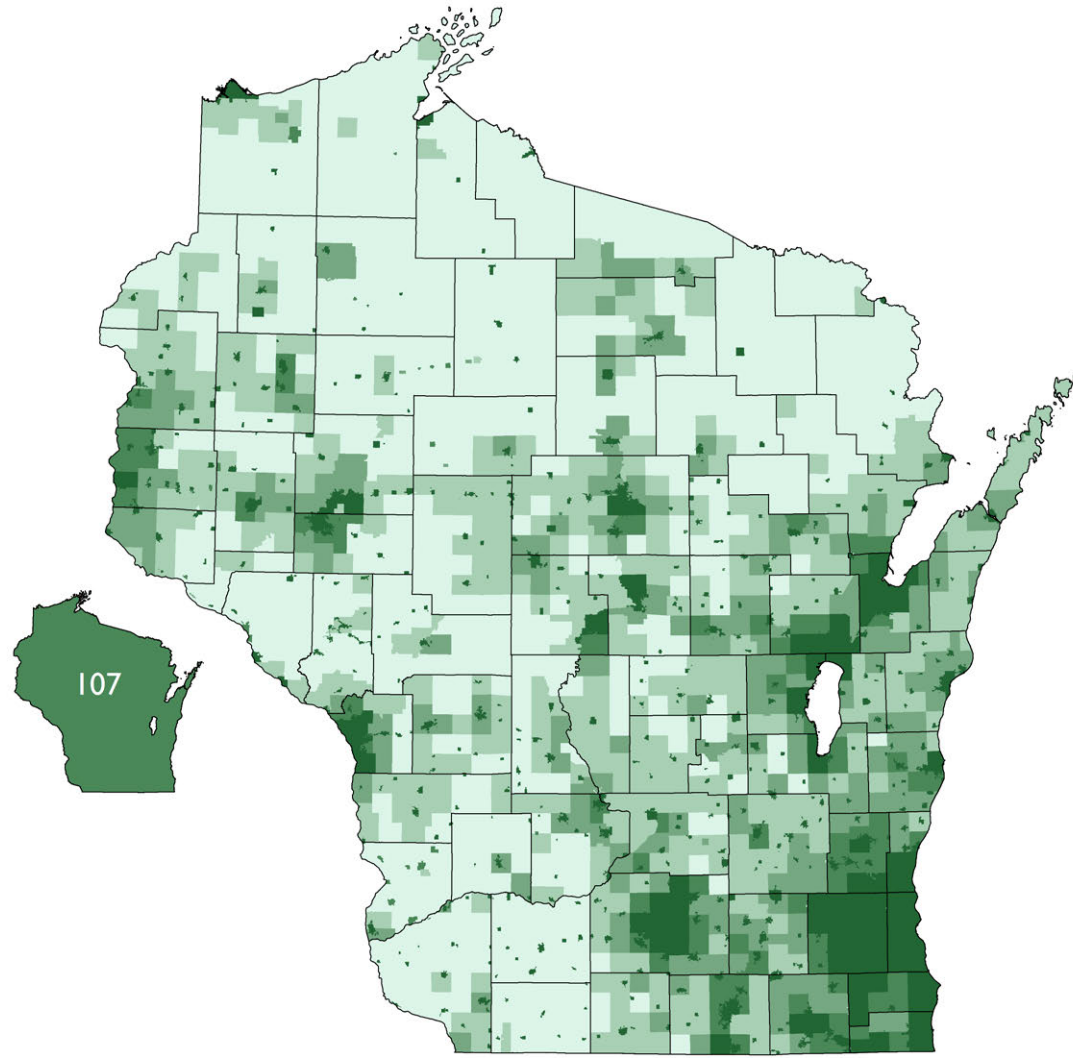
41 to 80

81 to 160

161 to 3,936

Sources: Population Estimates by WI Dept. of Administration, Demographic Services Center [doa.wi.gov/demographics](http://doa.wi.gov/demographics)  
Land Area from U.S. Census Bureau TIGER Shapefiles

# Population Density (Jan 2018 Minor Civil Division Estimate)

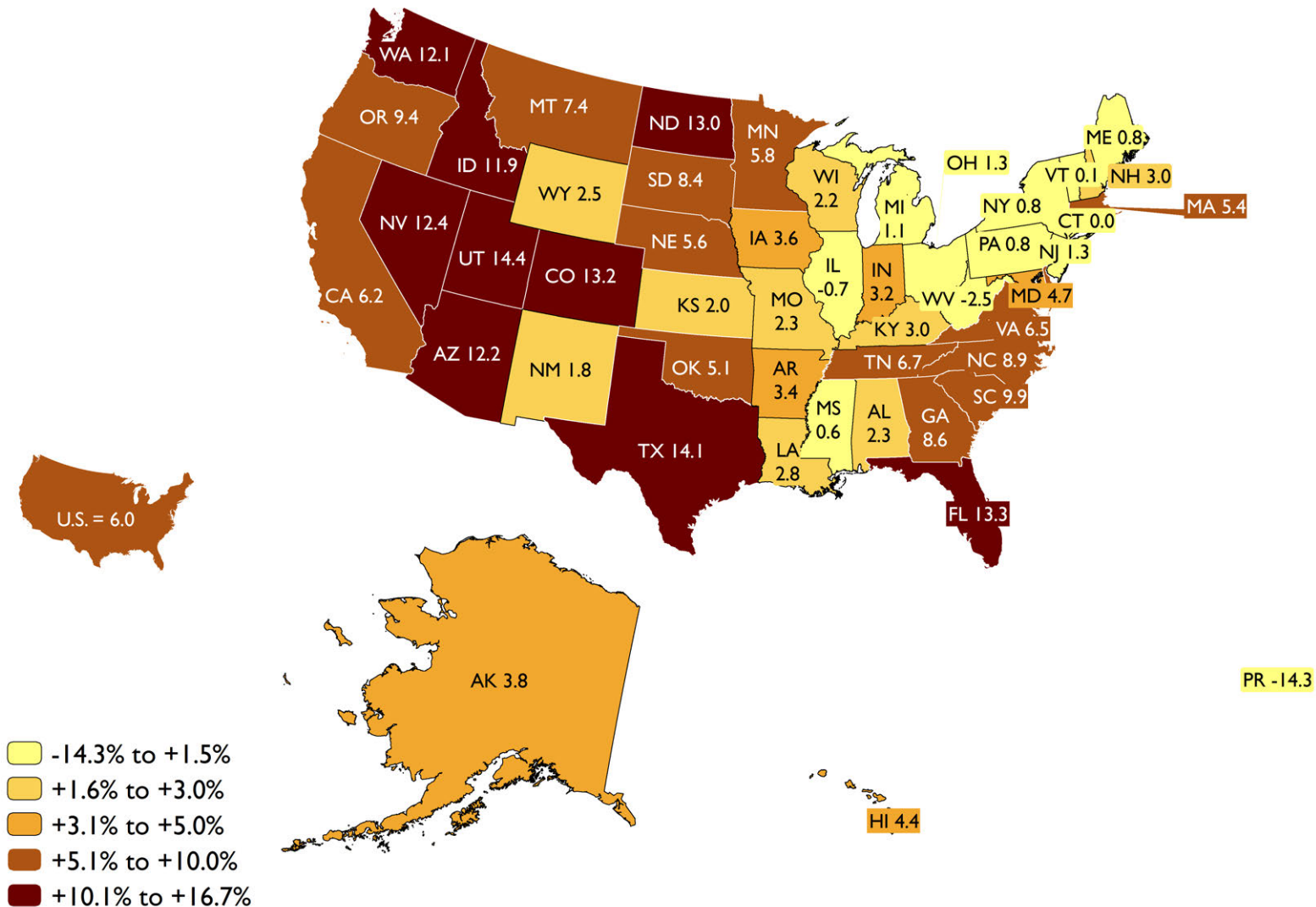


Residents per Sq Mi

- 0 - 20
- 21 - 40
- 41 - 80
- 81 - 160
- 161 - 8,376

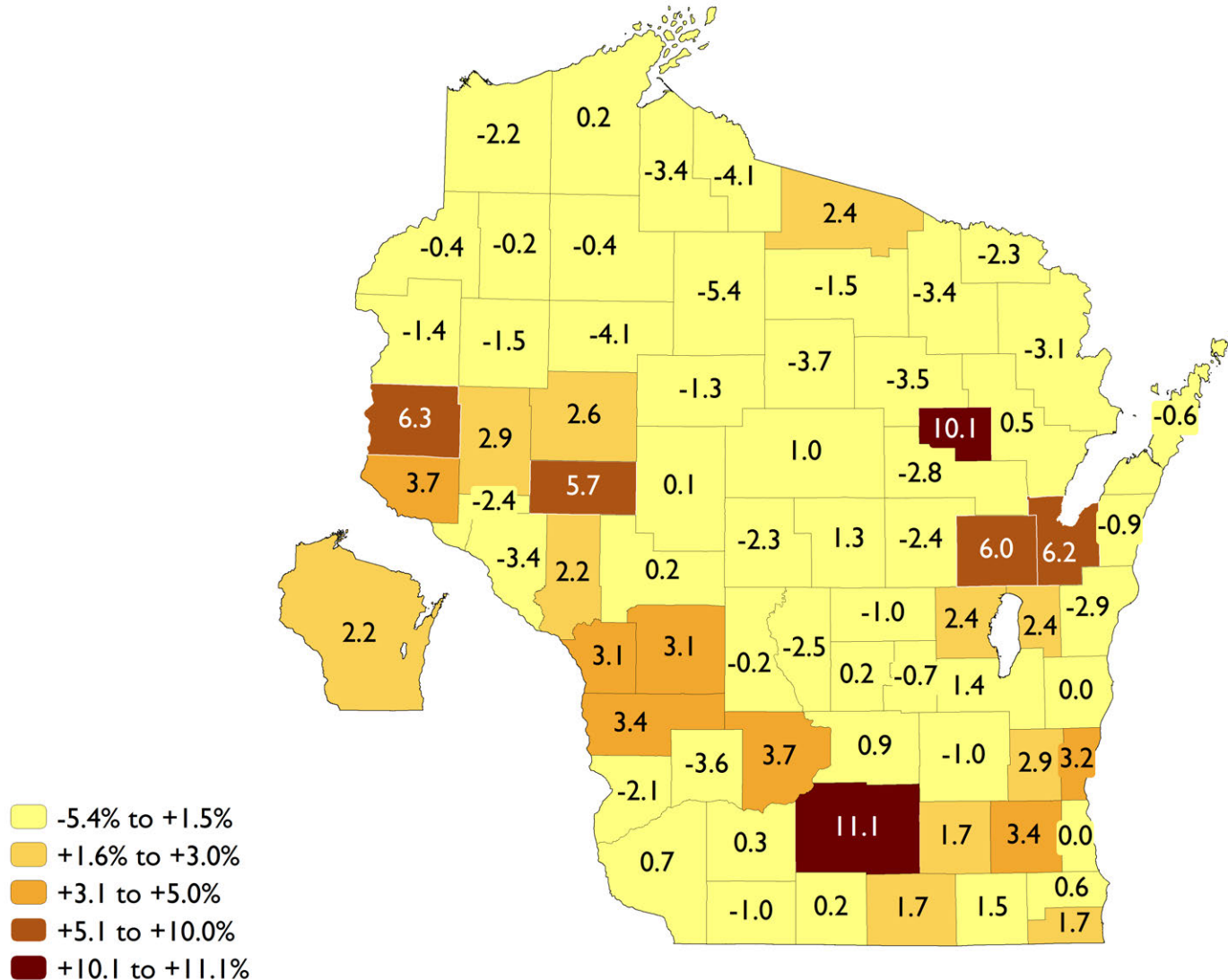
Sources: Population Estimates by WI Dept. of Administration, Demographic Services Center [doa.wi.gov/demographics](http://doa.wi.gov/demographics)  
Land Area from U.S. Census Bureau TIGER Shapefiles

# Total Population Change (Apr 2010 to July 2018)



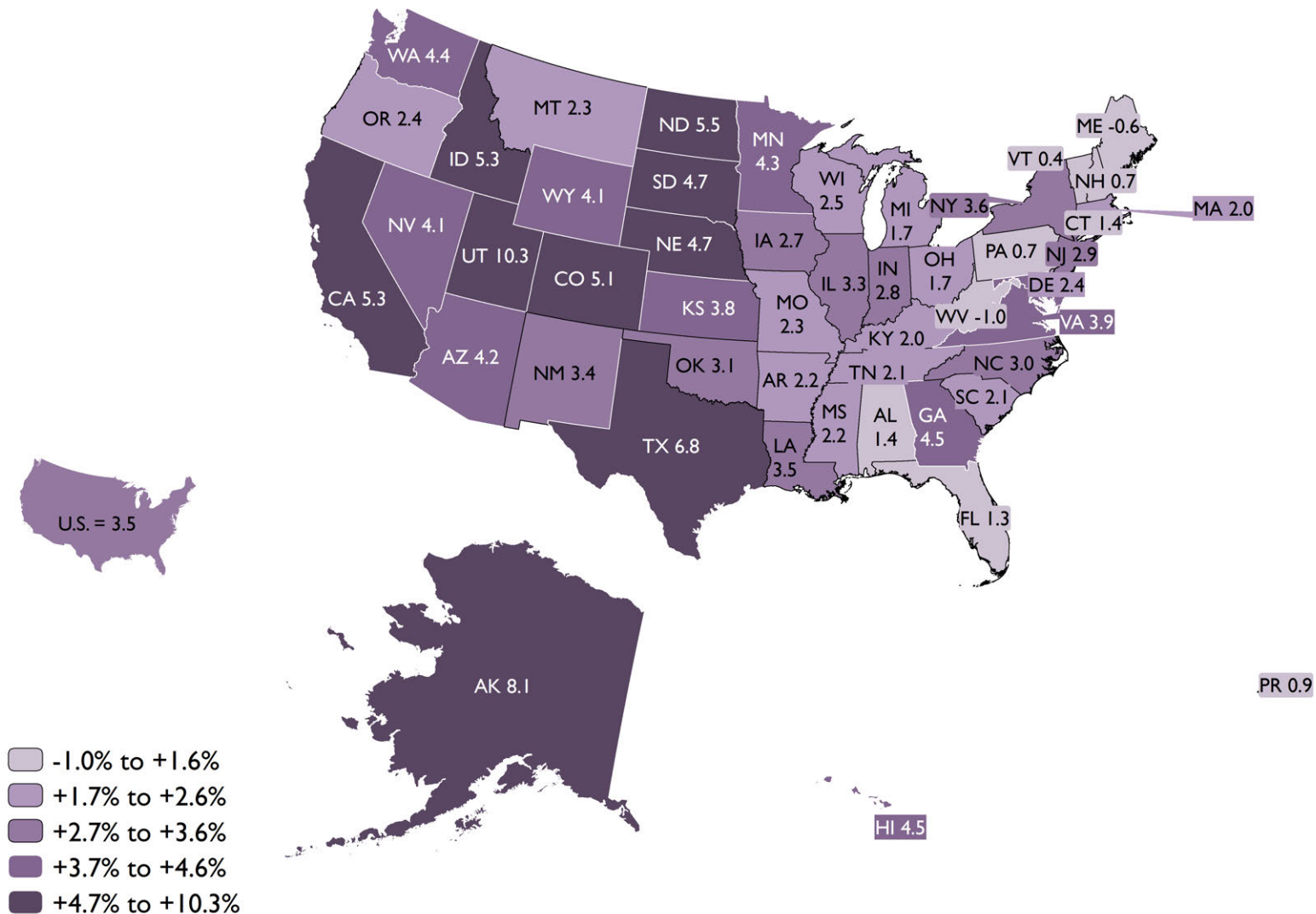
Source: U.S. Census Bureau Population and Housing Unit Estimates  
<https://www.census.gov/programs-surveys/popest.html>

# Total Population Change (Apr 2010 to July 2018)



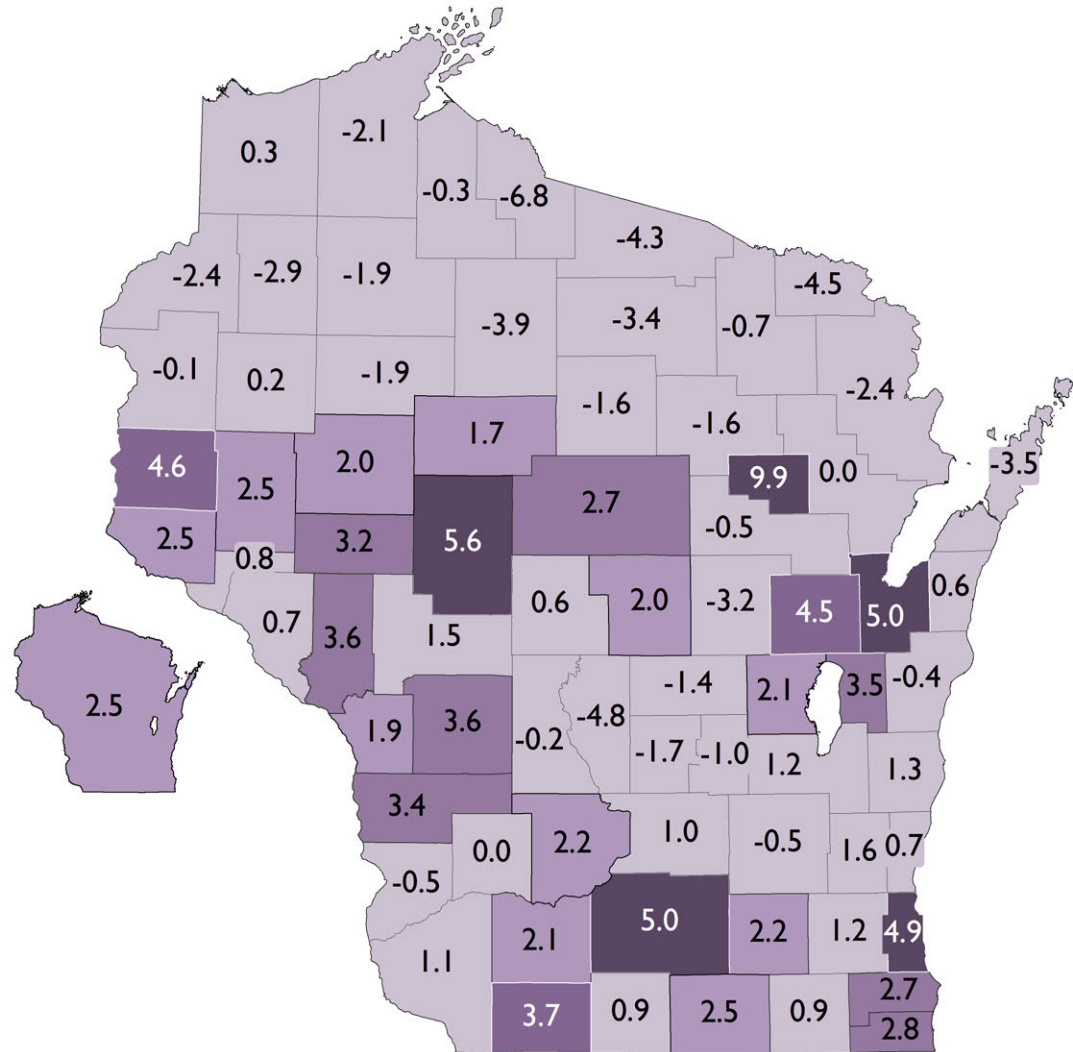
Source: U.S. Census Bureau Population and Housing Unit Estimates  
<https://www.census.gov/programs-surveys/popest.html>

# Natural Change (April 2010 to July 2018) $\left(\frac{[births - deaths]}{April\ 2010\ population}\right)$



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) $\left(\frac{[births - deaths]}{April\ 2010\ population}\right)$

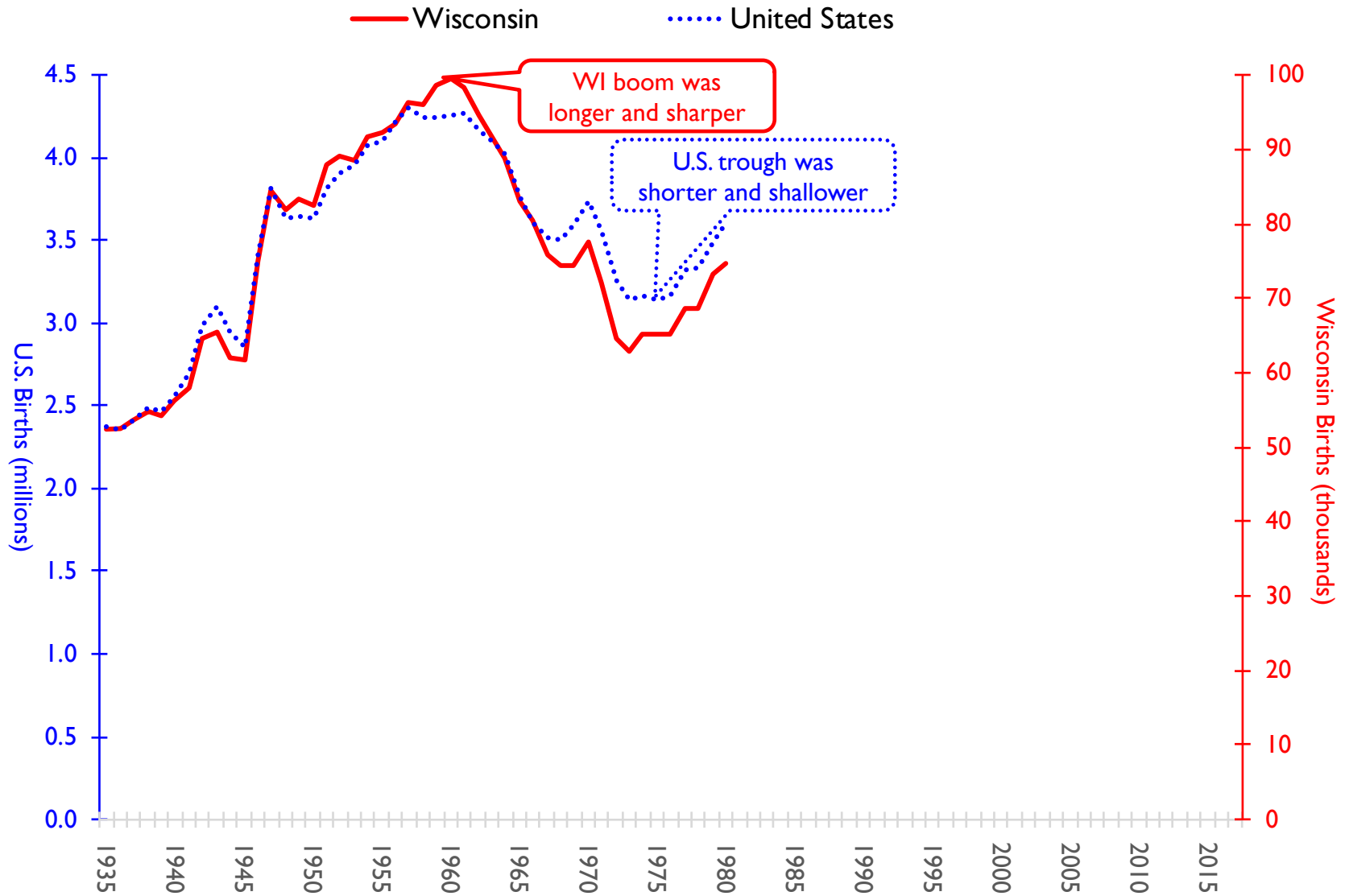


- -6.8% to +1.6%
- +1.7% to +2.6%
- +2.7% to +3.6%
- +3.7% to +4.6%
- +4.7% to +9.9%

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

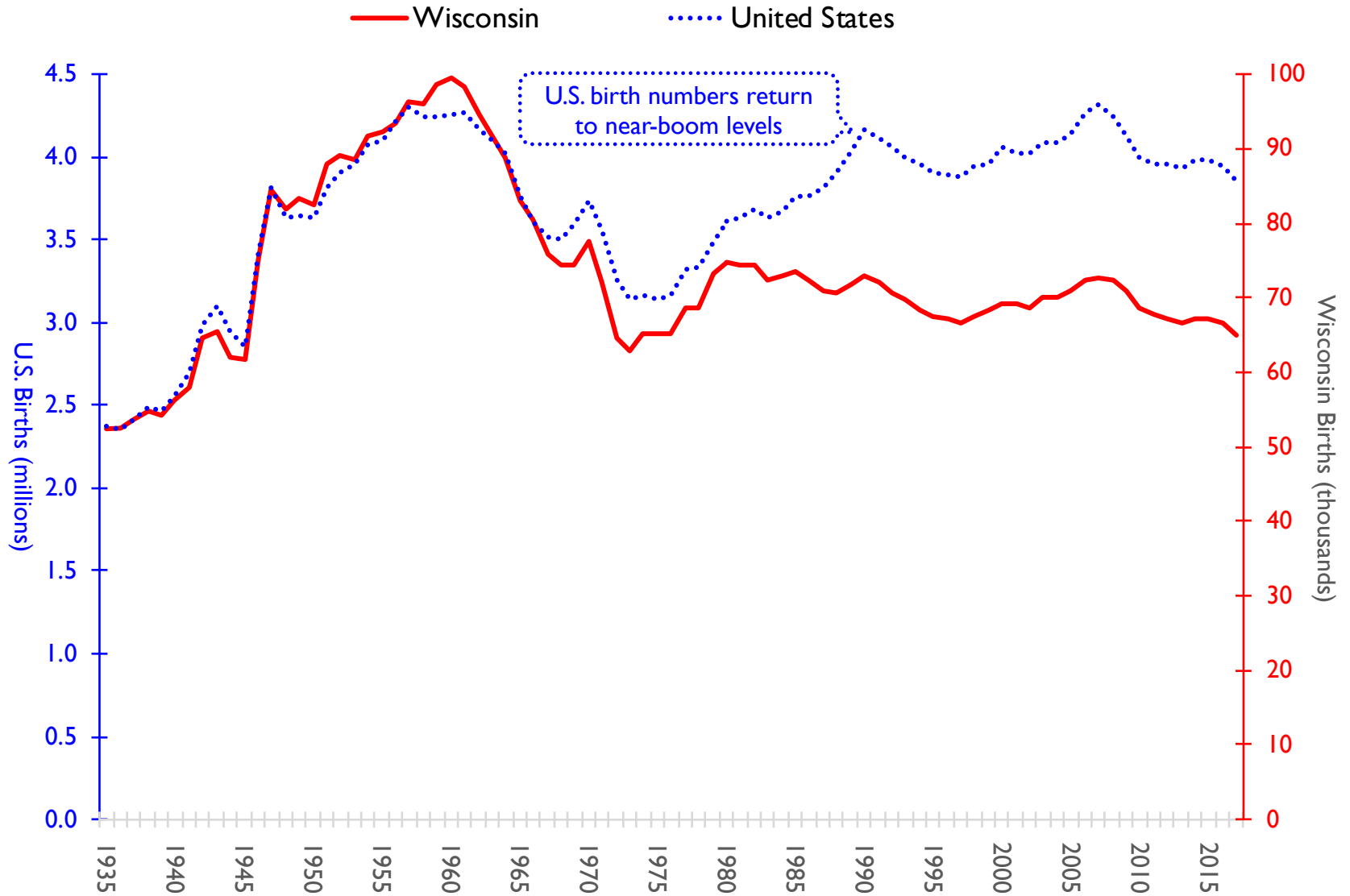


# Births



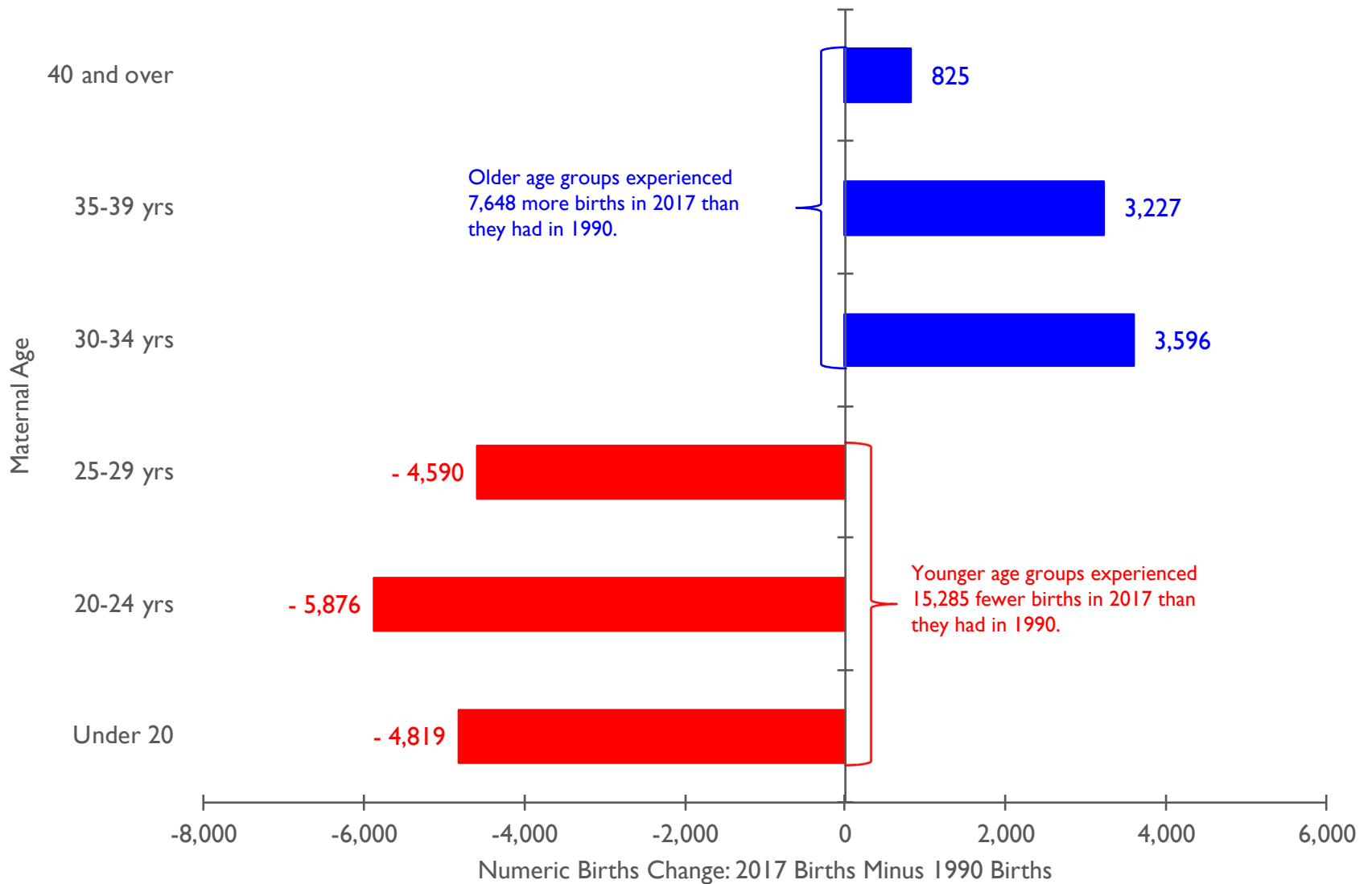
Source: Centers for Disease Control, National Center for Health Statistics and WI Dept. of Health Services

# Births

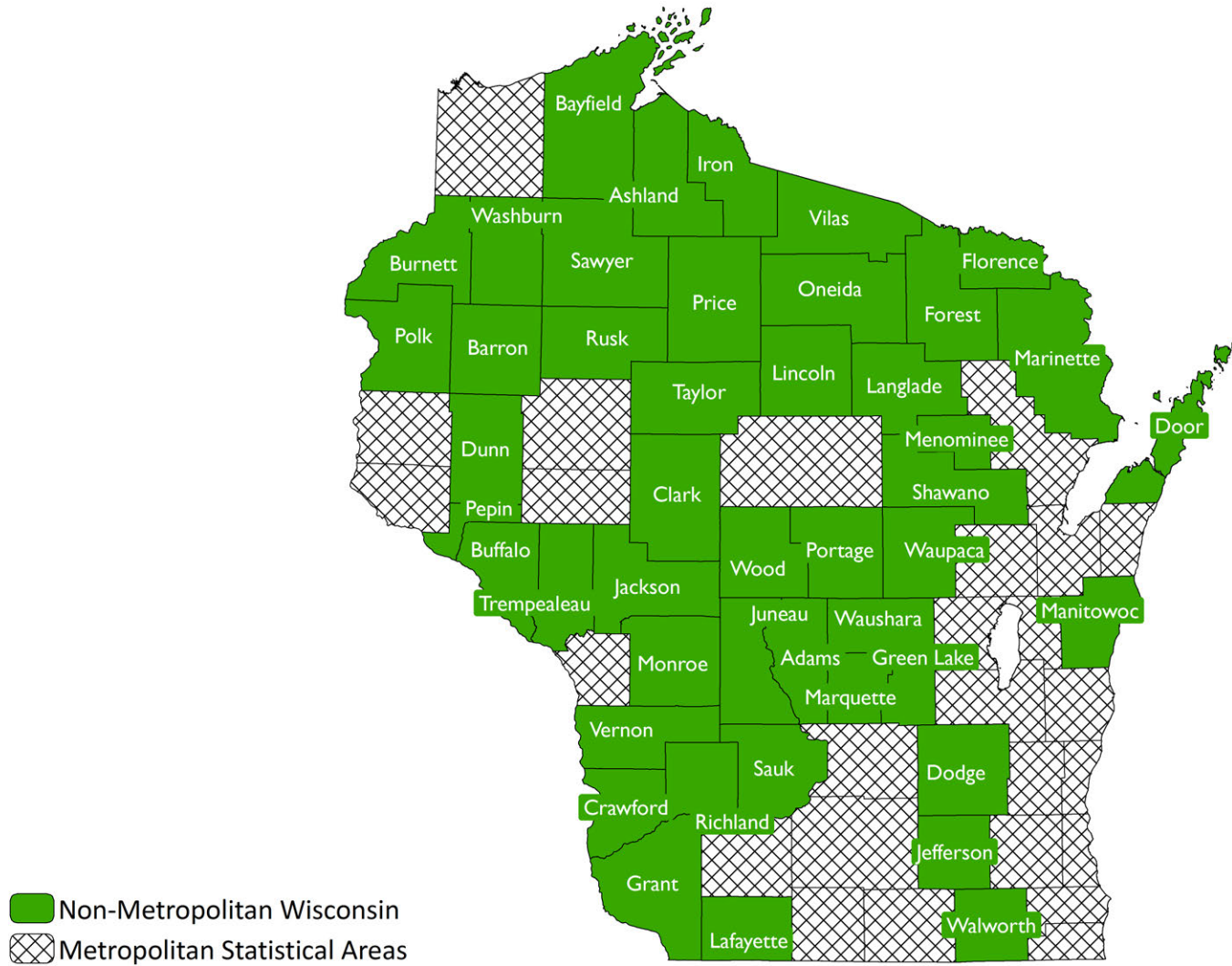


Source: Centers for Disease Control, National Center for Health Statistics and WI Dept. of Health Services

# Numeric Births Change: 2017 Births Minus 1990 Births

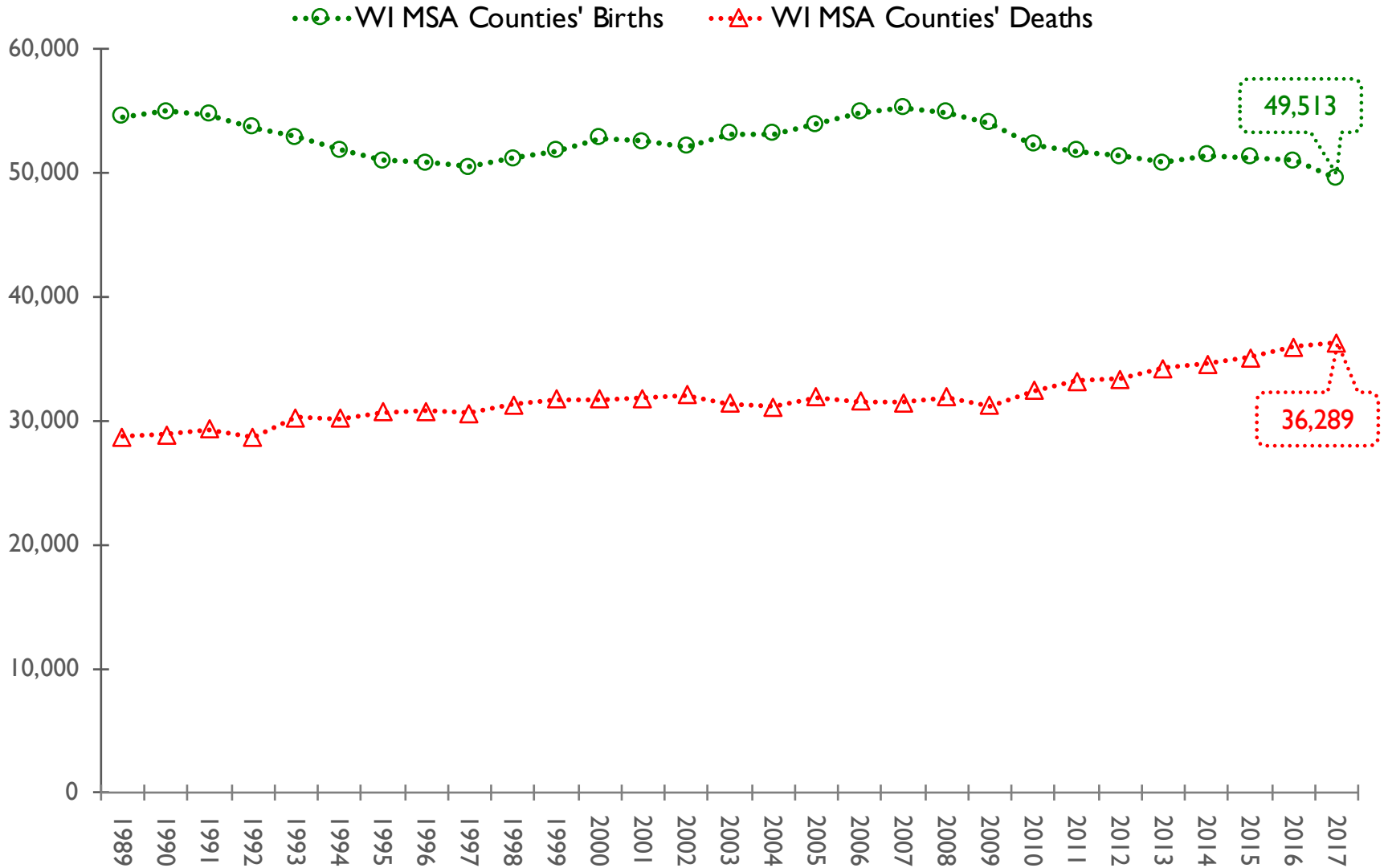


# Non-Metropolitan Wisconsin Defined



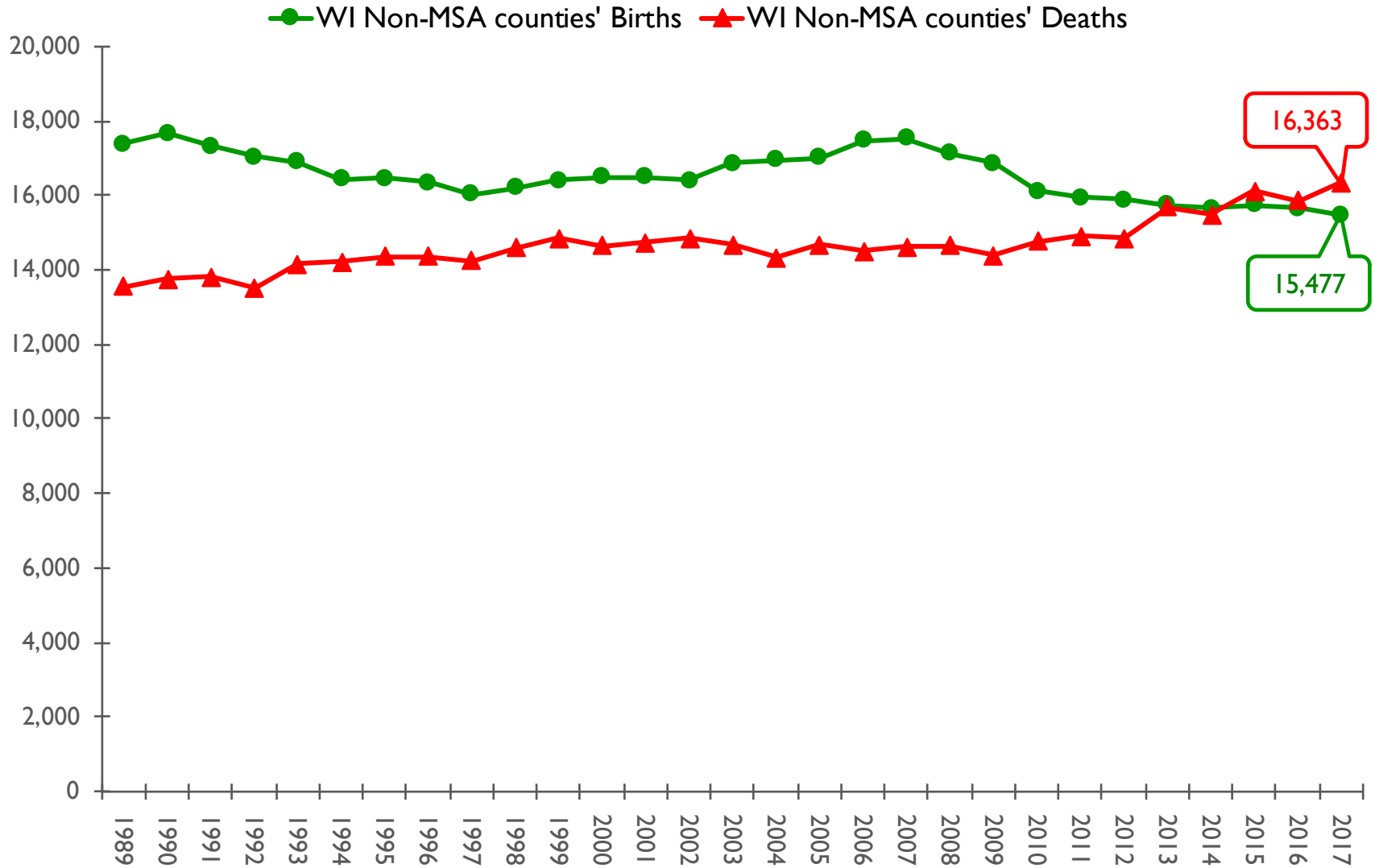
Source: U.S. Census Bureau Population and Housing Unit Estimates  
<https://www.census.gov/programs-surveys/popest.html>

# Metropolitan Wisconsin Births and Deaths



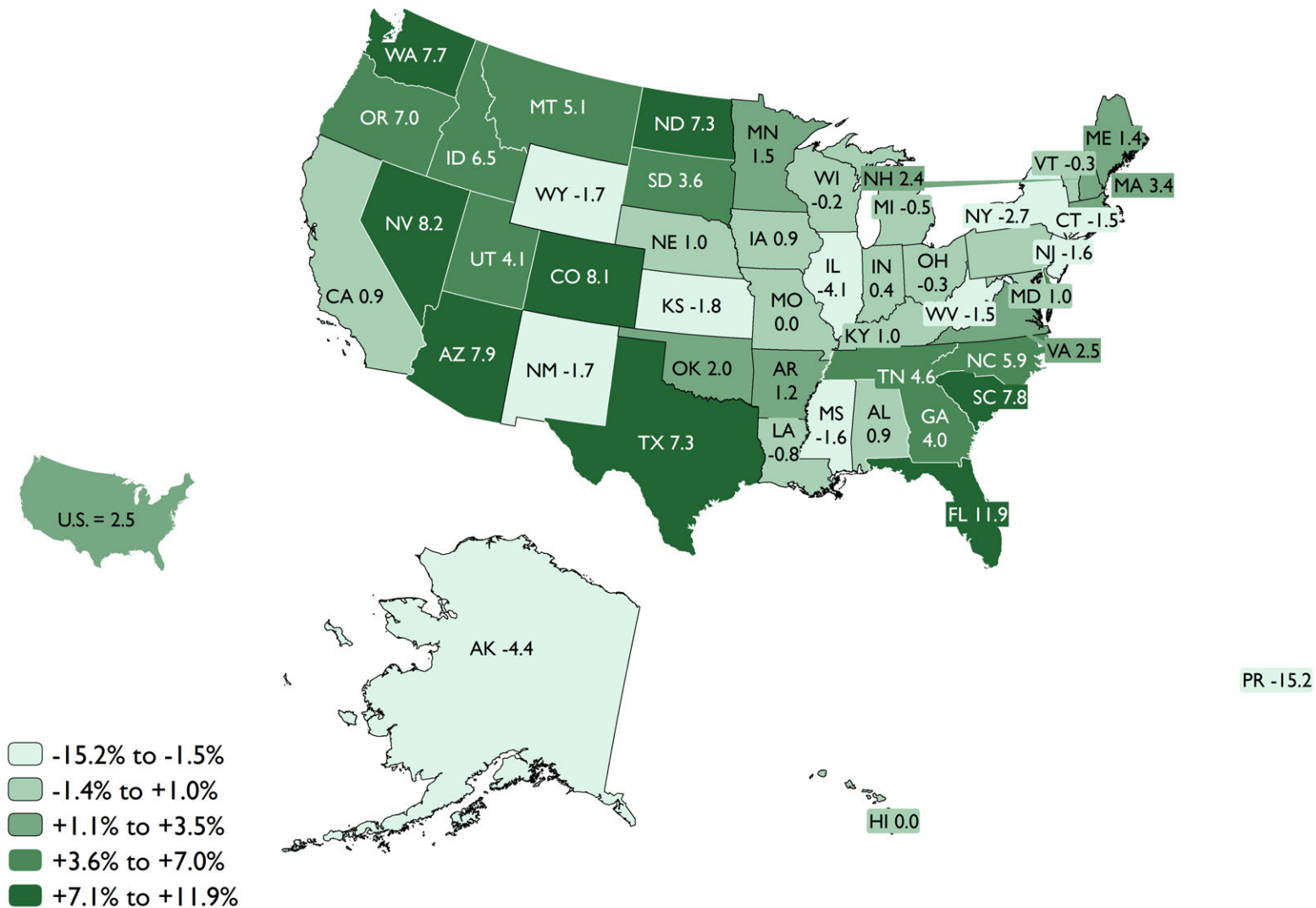
Source: WI Dept. of Health Services

# Non-Metropolitan Wisconsin Births and Deaths



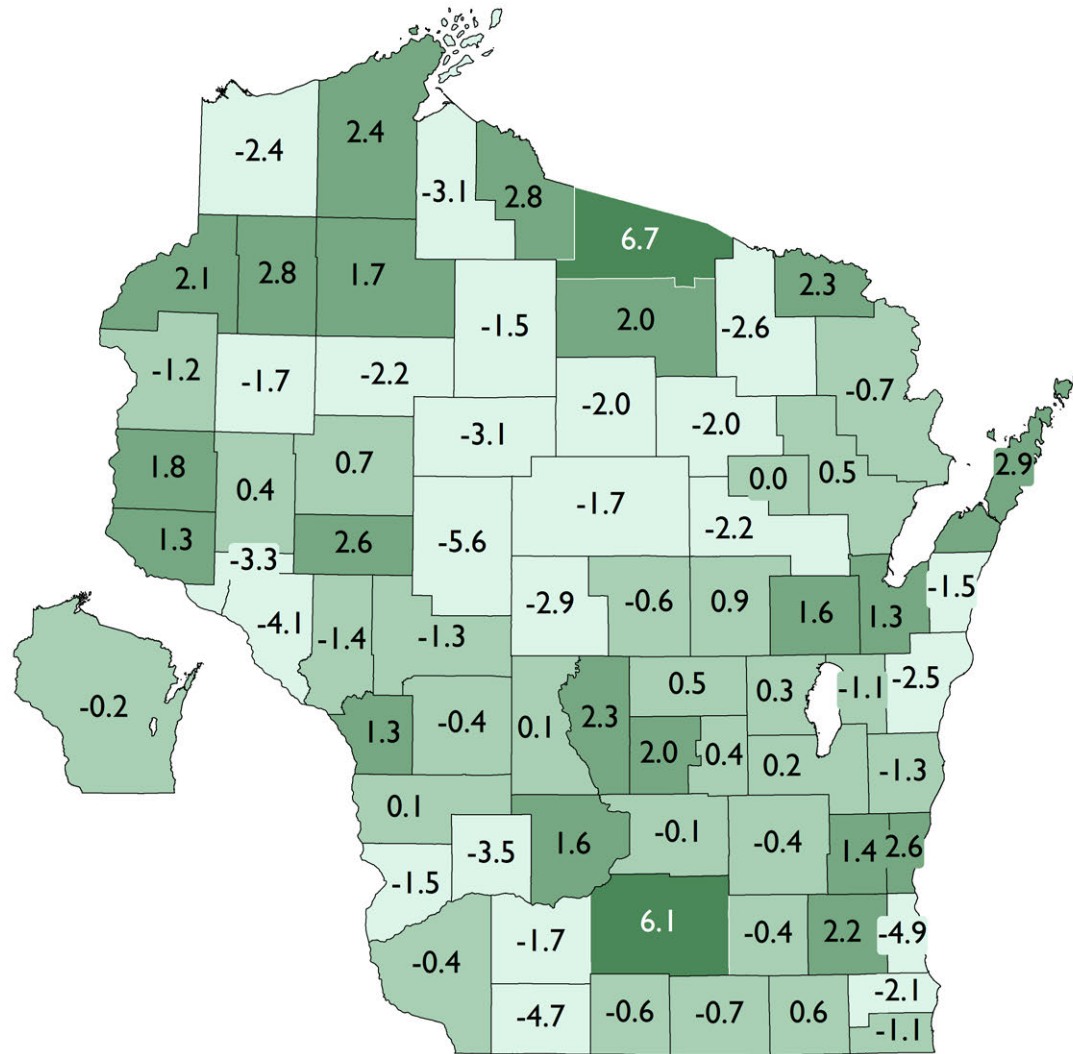
Source: WI Dept. of Health Services

# Net Migration (April 2010 to July 2018) $\left(\frac{[in-movers - out-movers]}{April\ 2010\ population}\right)$



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

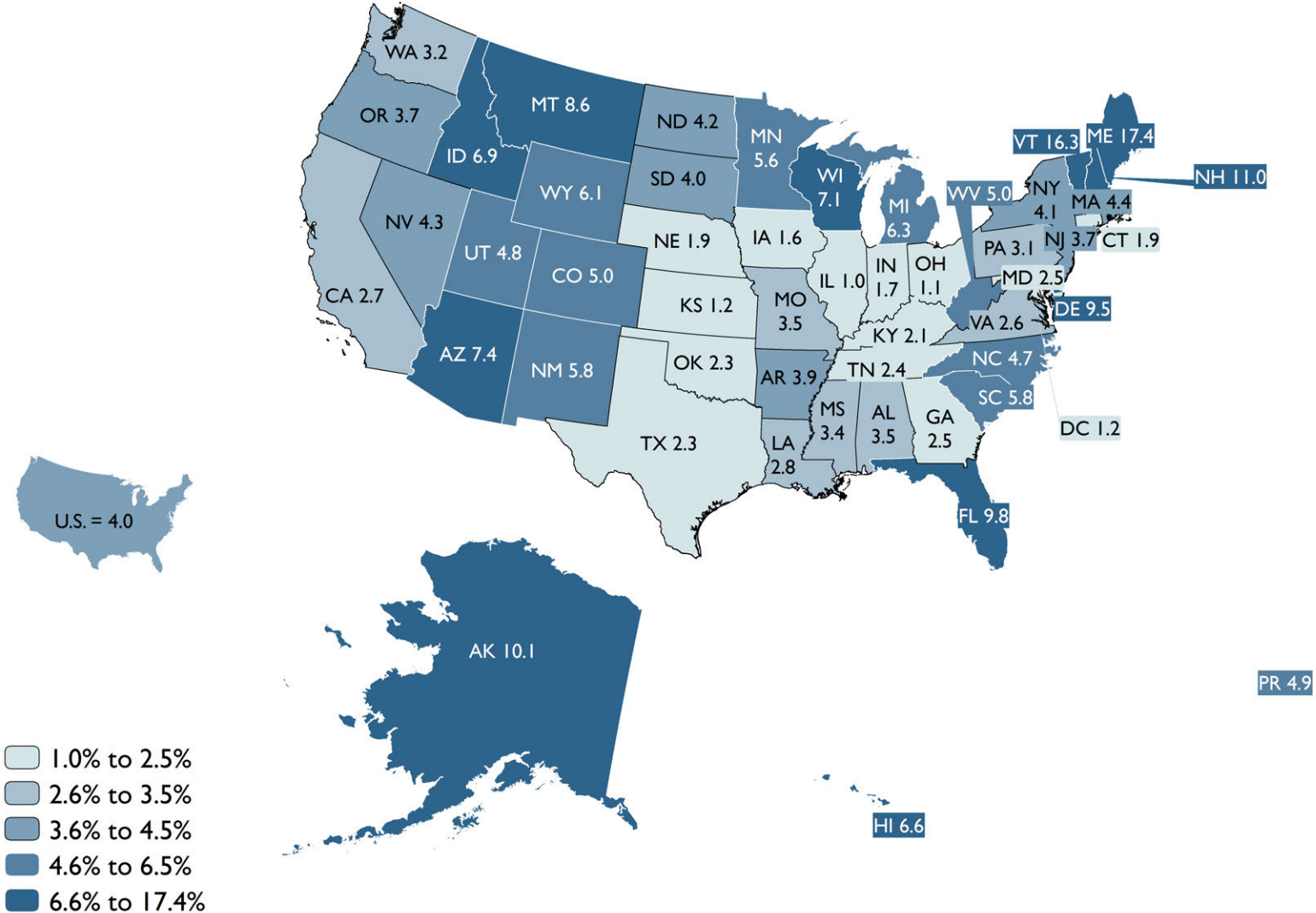
# Net Migration (April 2010 to July 2018) $\left(\frac{[in-movers - out-movers]}{April\ 2010\ population}\right)$



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



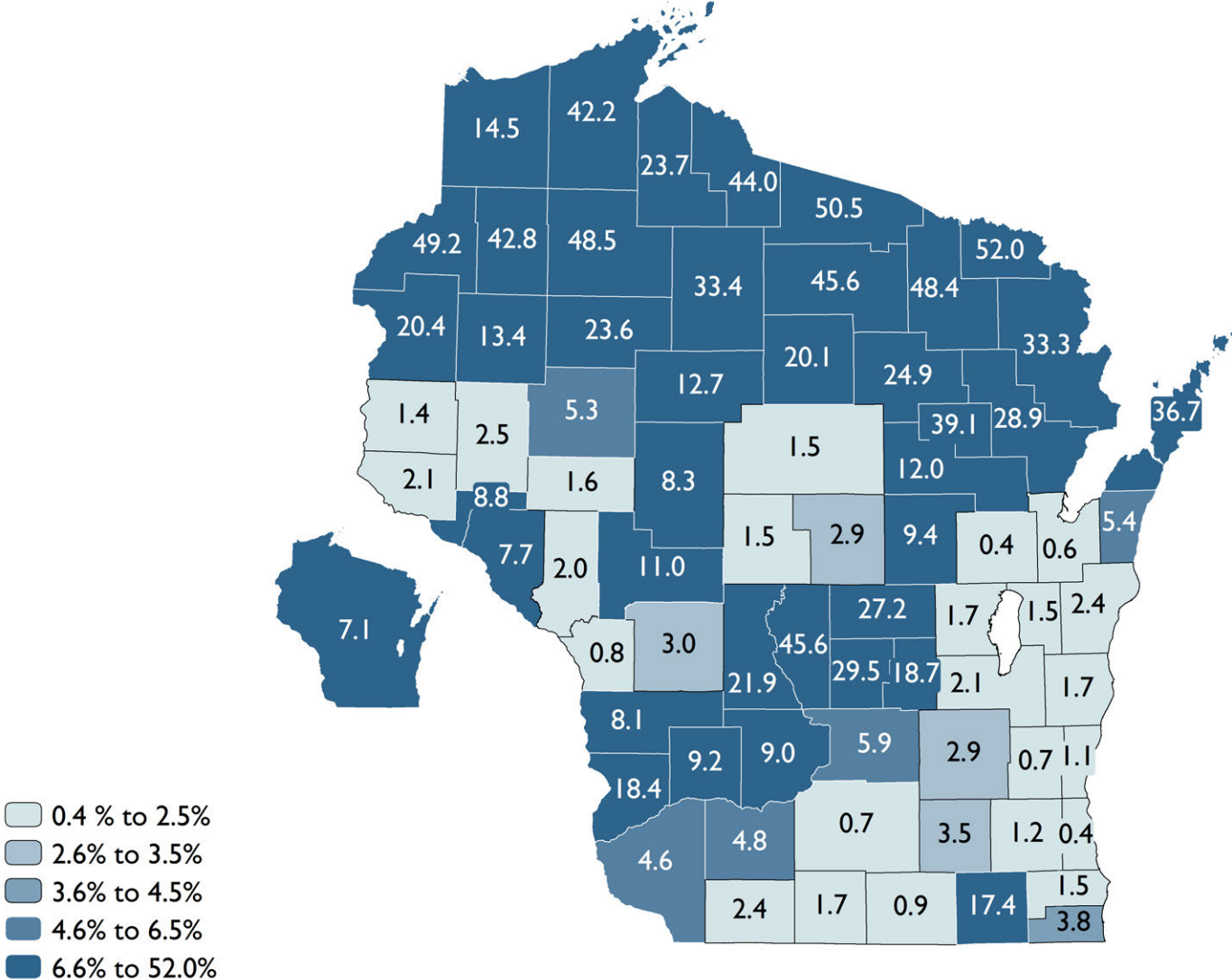
# Seasonal, Recreational & Occasional-Use Housing Units (% of total stock)



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

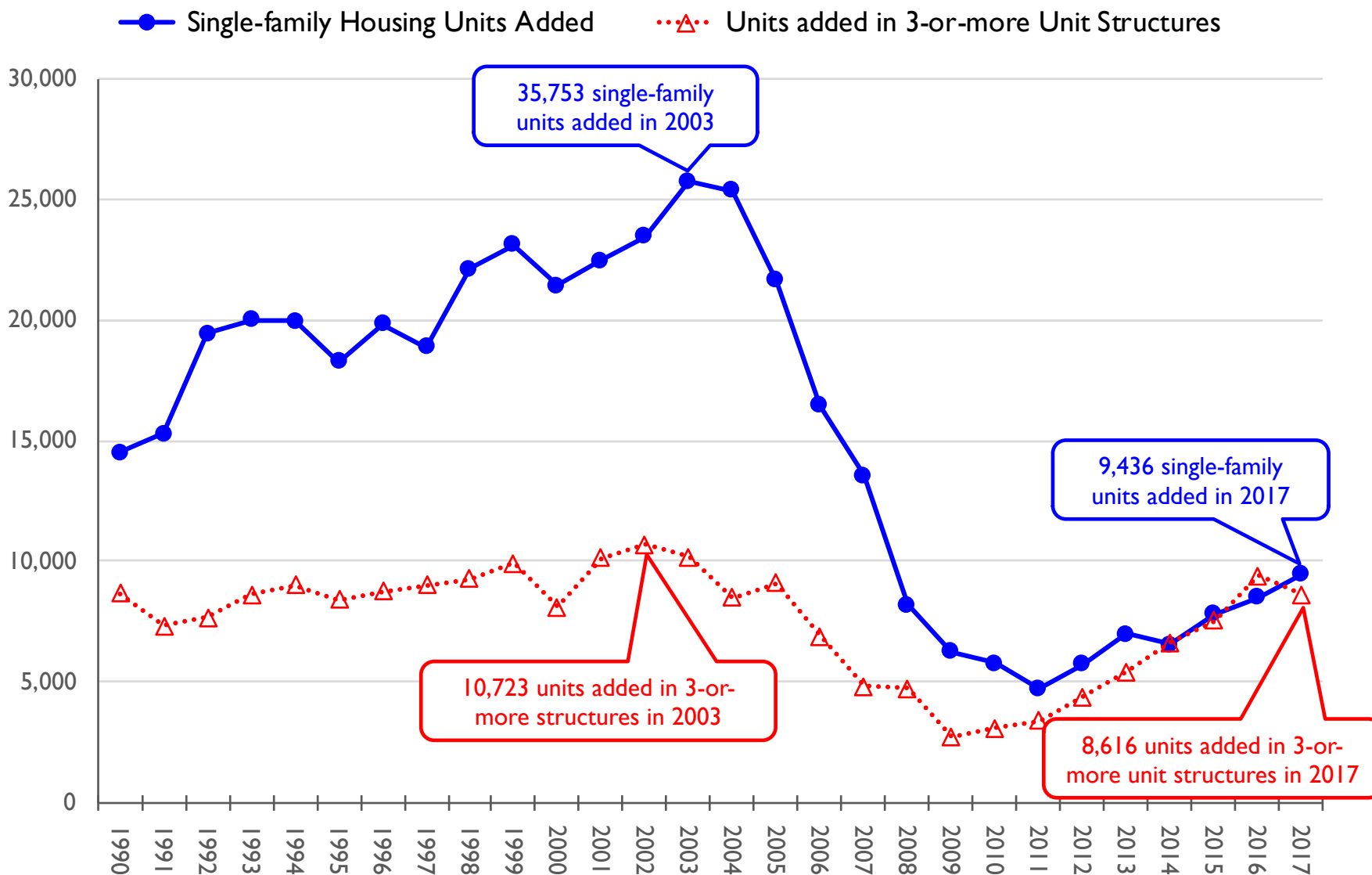
# Seasonal, Recreational & Occasional-Use Housing Units

(% of total stock)



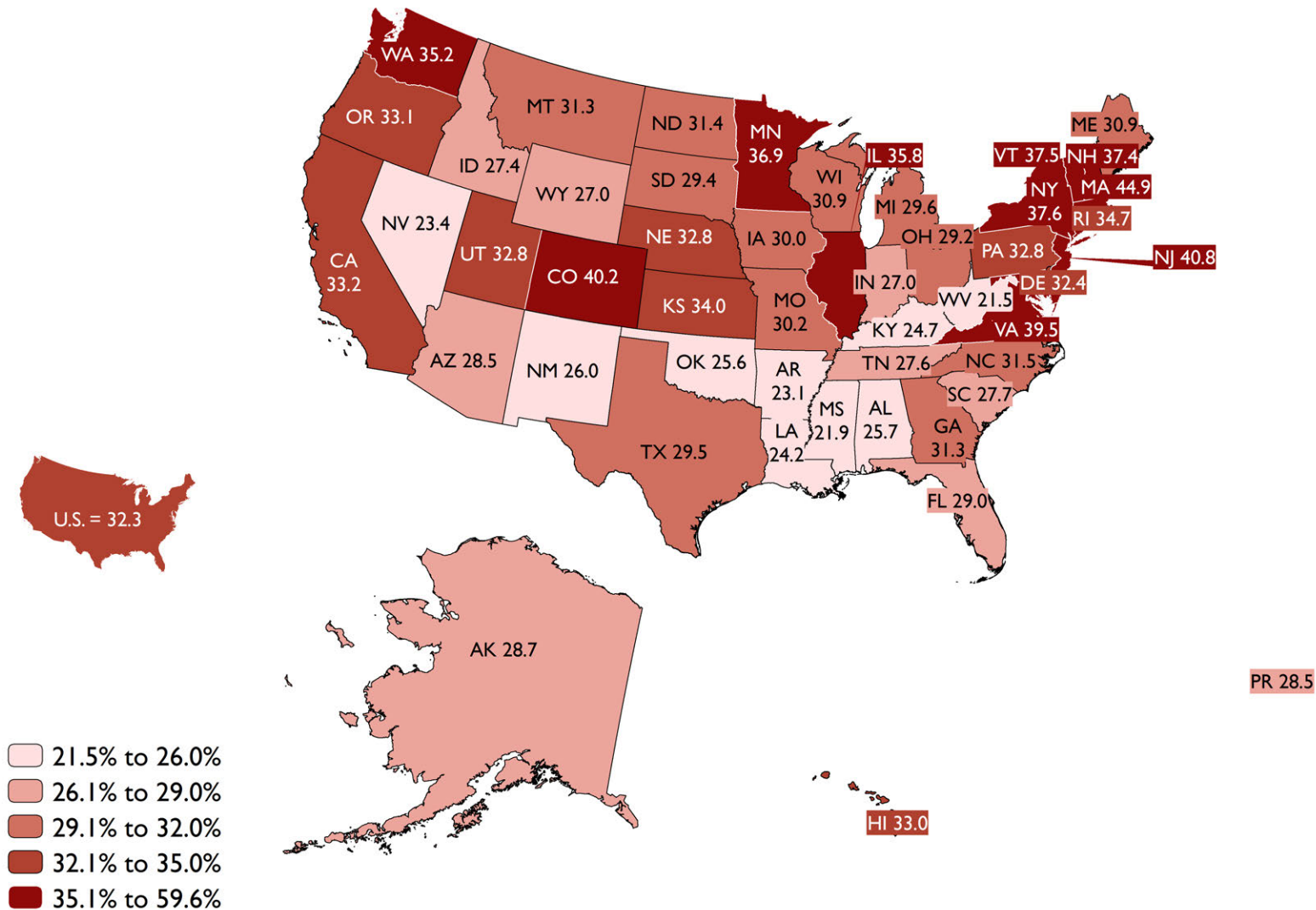
Source: U.S. Census Bureau, American Community Survey 2013-2017, Table B25004 Table B25001  
<https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

# Net Housing Unit Change



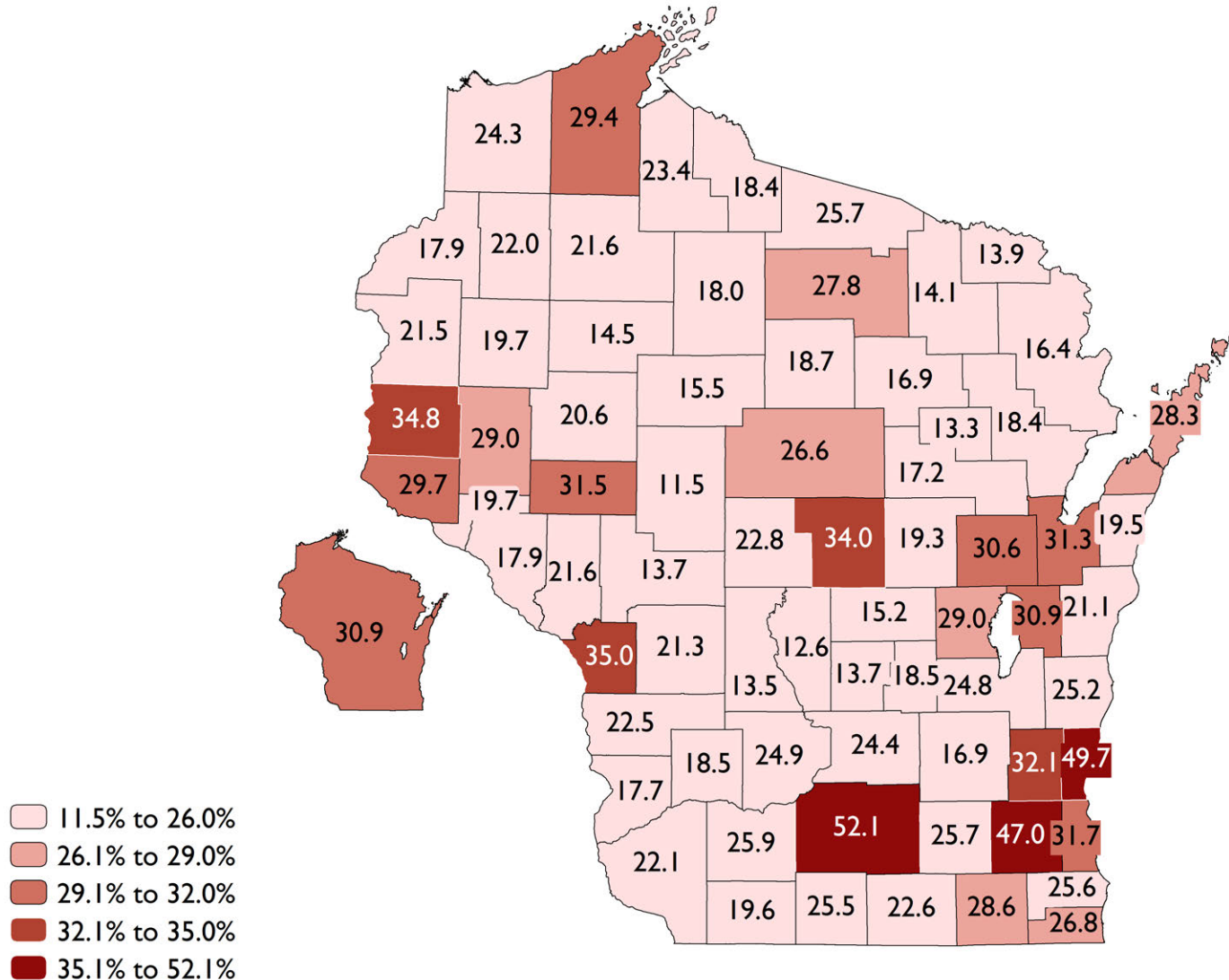
Source: WI Dept. of Administration, Division of Intergovernmental Relations  
 Demographic Services Center

# 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



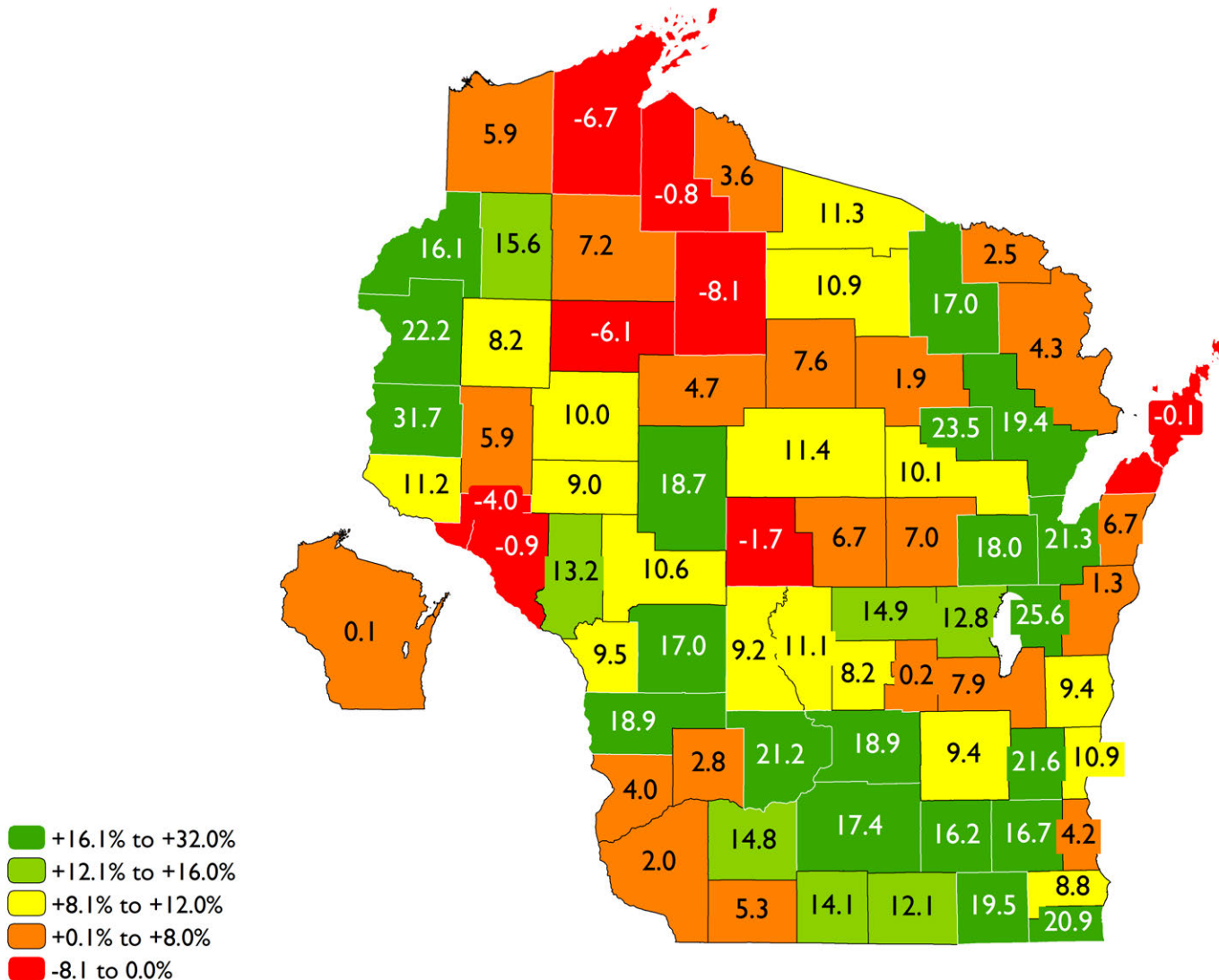
Source: U.S. Census Bureau American Community Survey, 2012-2017 Table B23006  
<https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

# SECTION 2: WHERE WE'RE HEADED

## POPULATION PROJECTIONS



# Projected Population Change 2015-2035

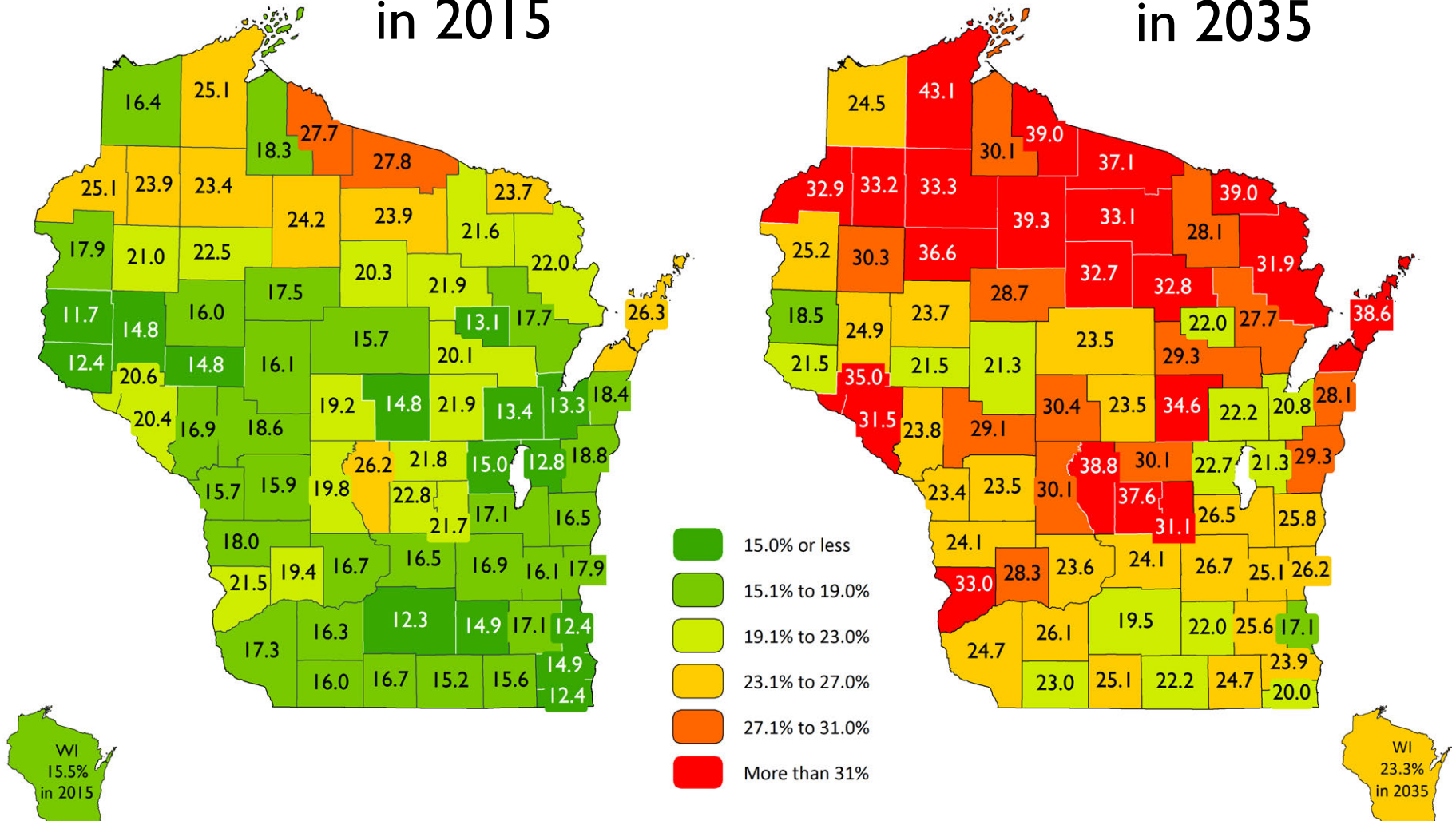


Source: WI Dept. of Administration, Division of Intergovernmental Relations  
<http://doa.wi.gov/demographics>

# 65-and-Over-Population (as a percent of total population)

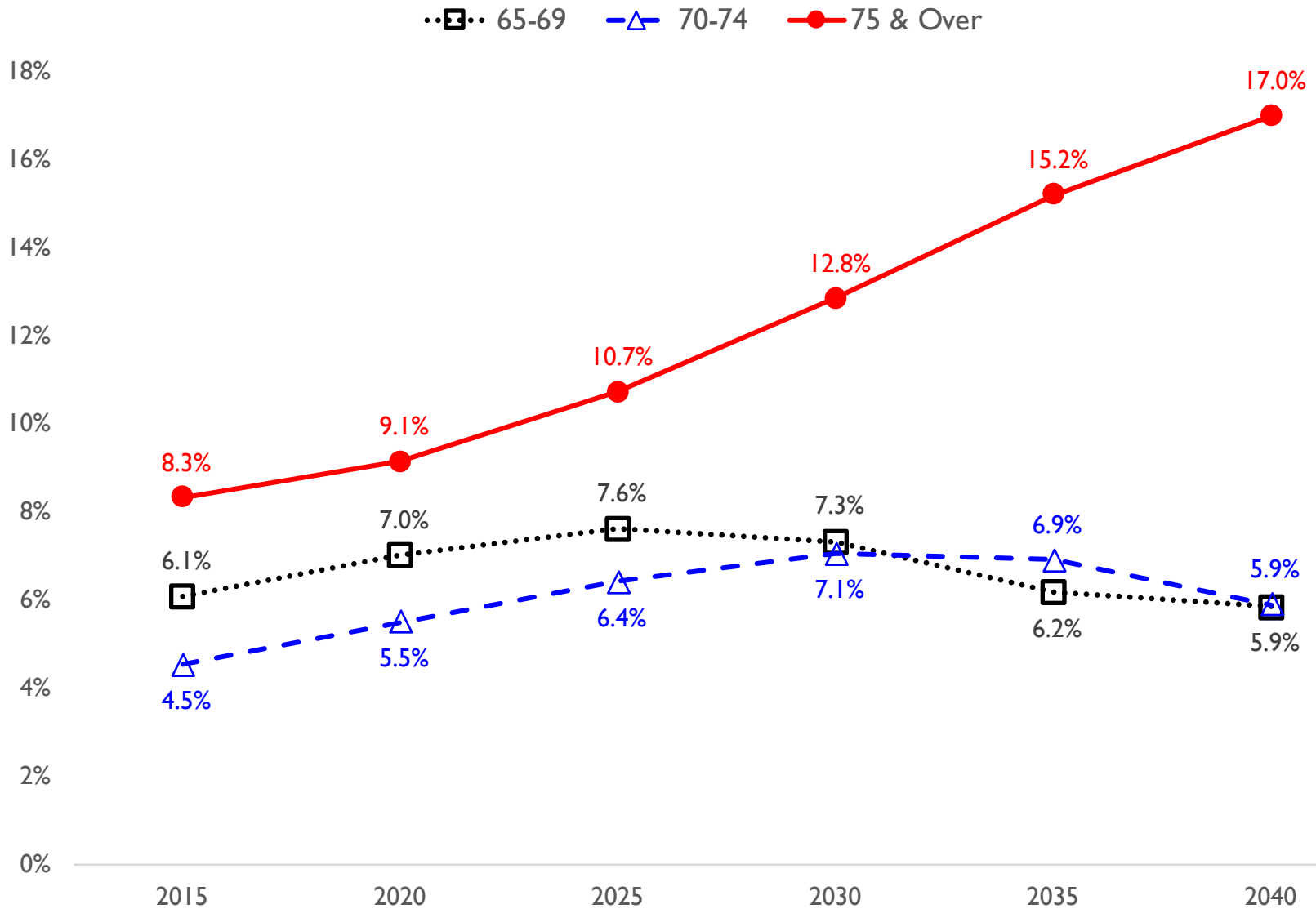
in 2015

in 2035



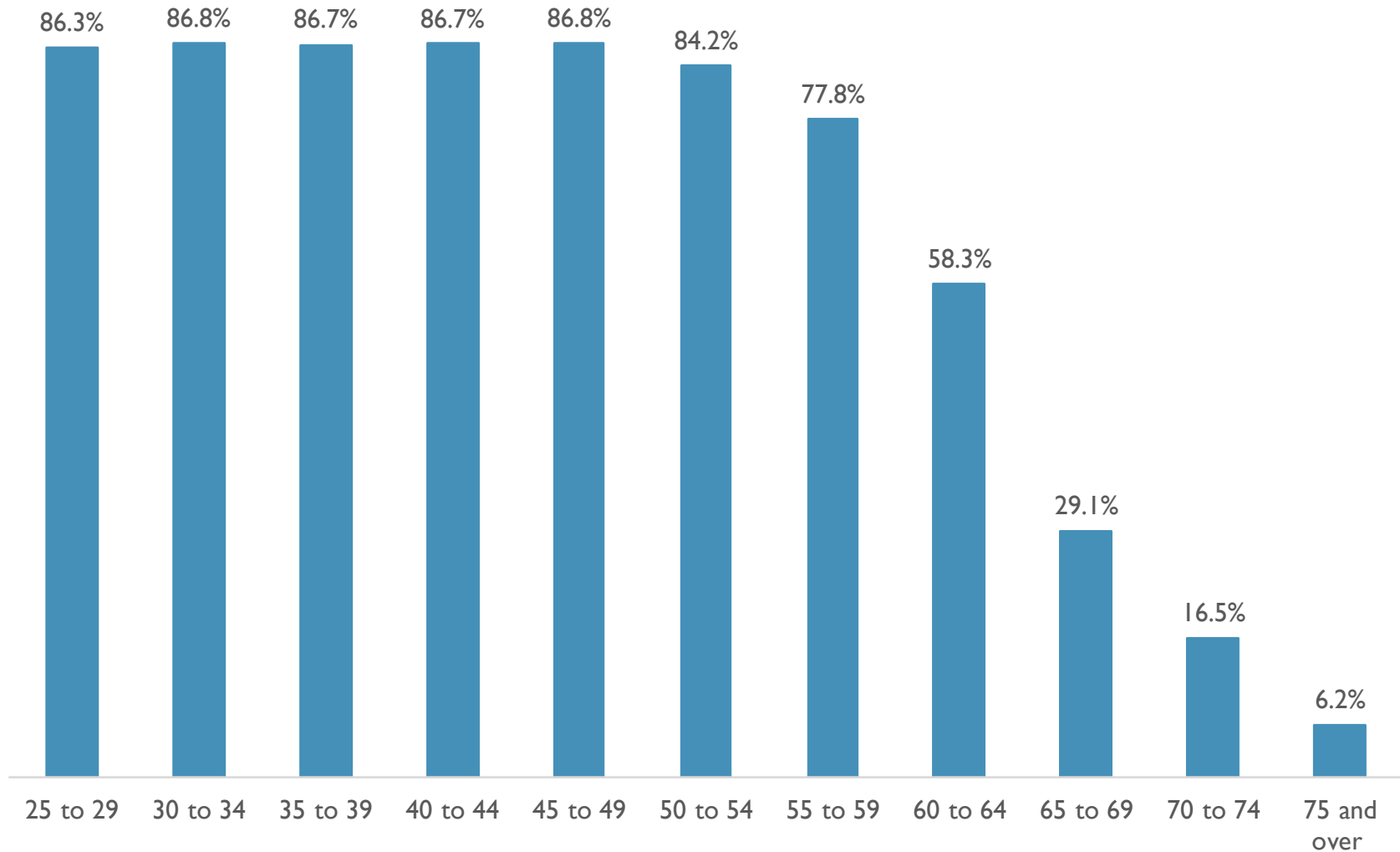


# Non-Metro 65-and-Over-Population (as a percent of total population)



Source: WI Dept. of Administration, Division of Intergovernmental Relations  
<http://doa.wi.gov/demographicsw>

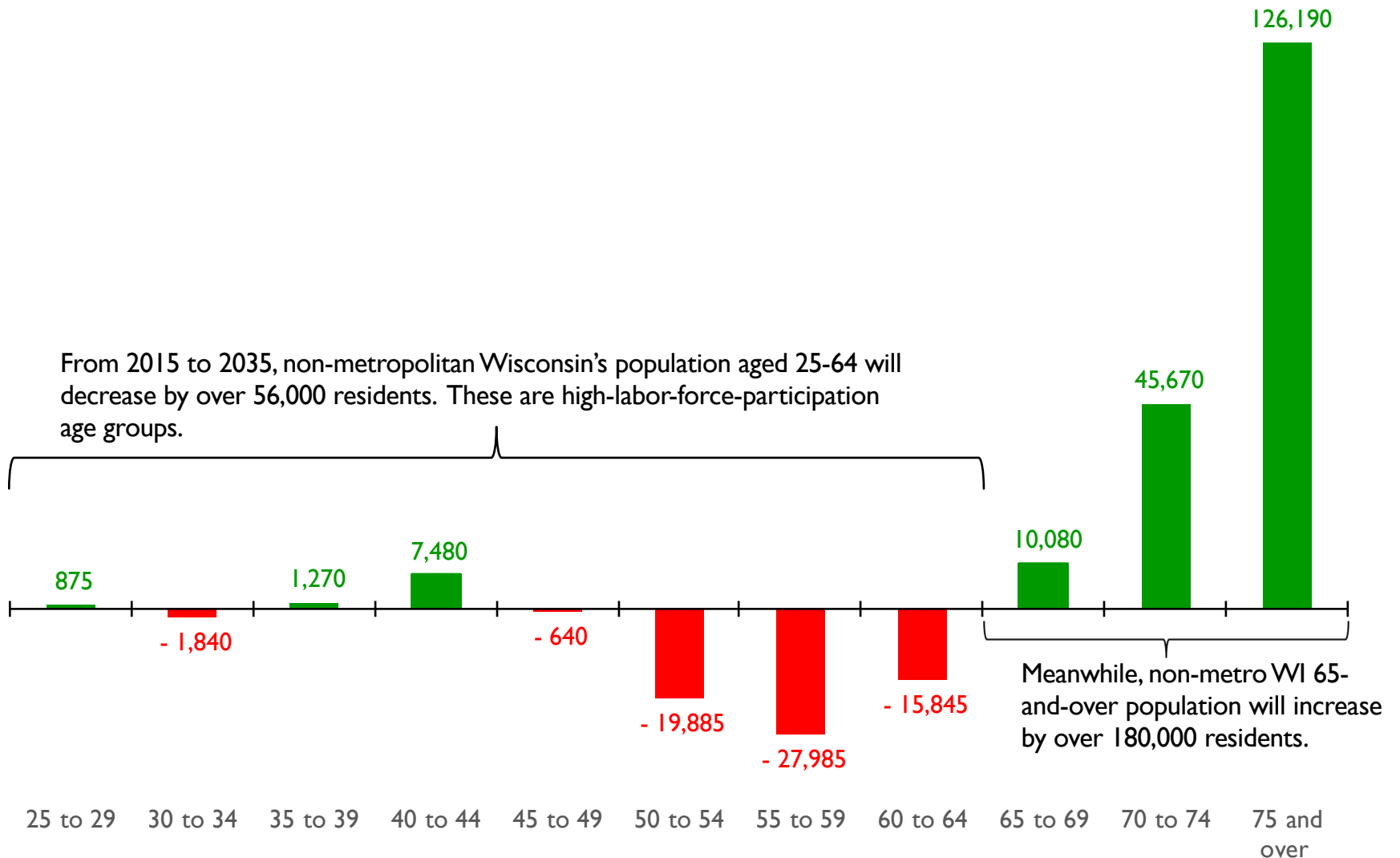
# Wisconsin Labor Force Participation Rates by Age



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

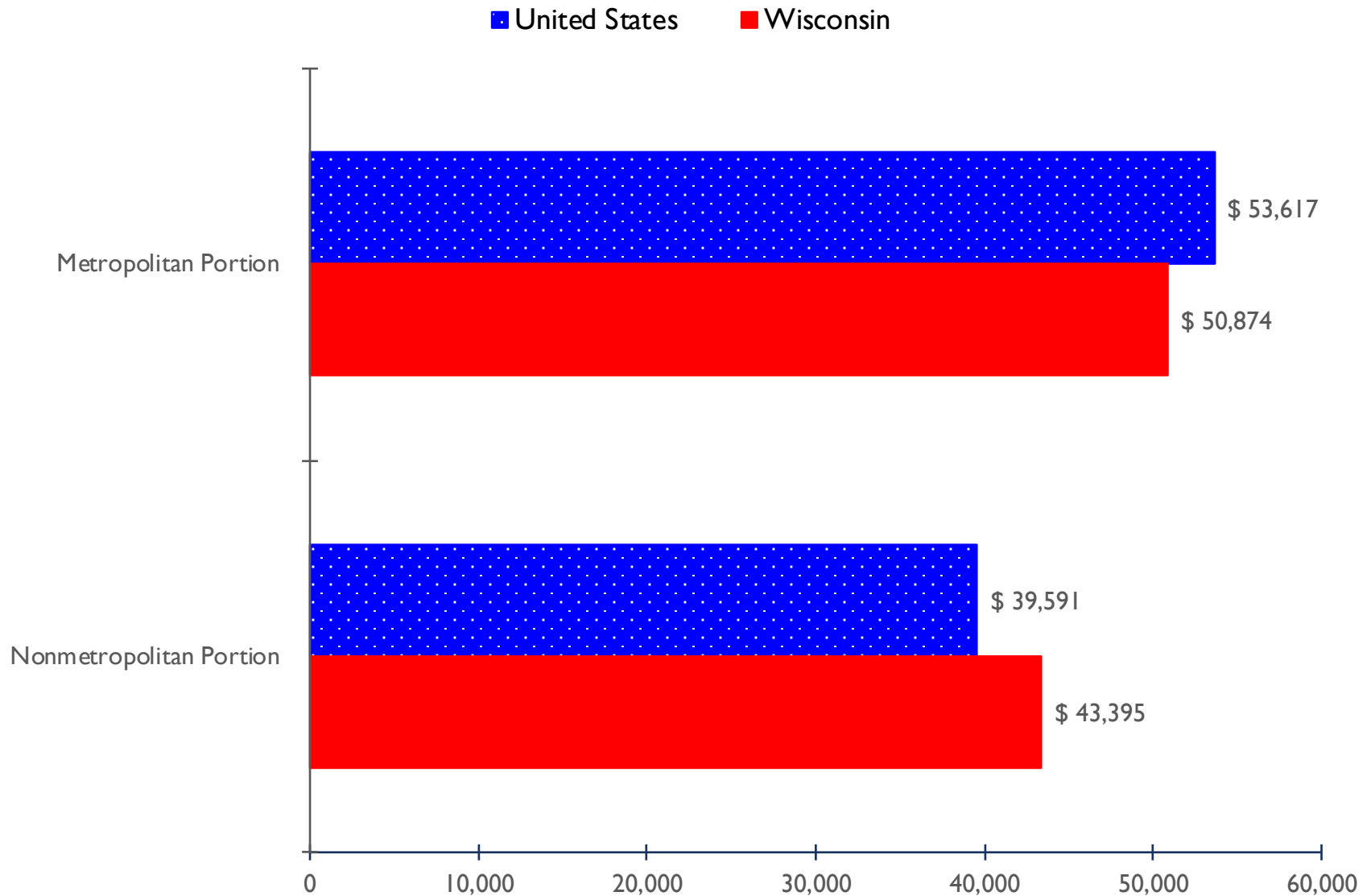
# Non-Metro Population Change 2015-2035

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.



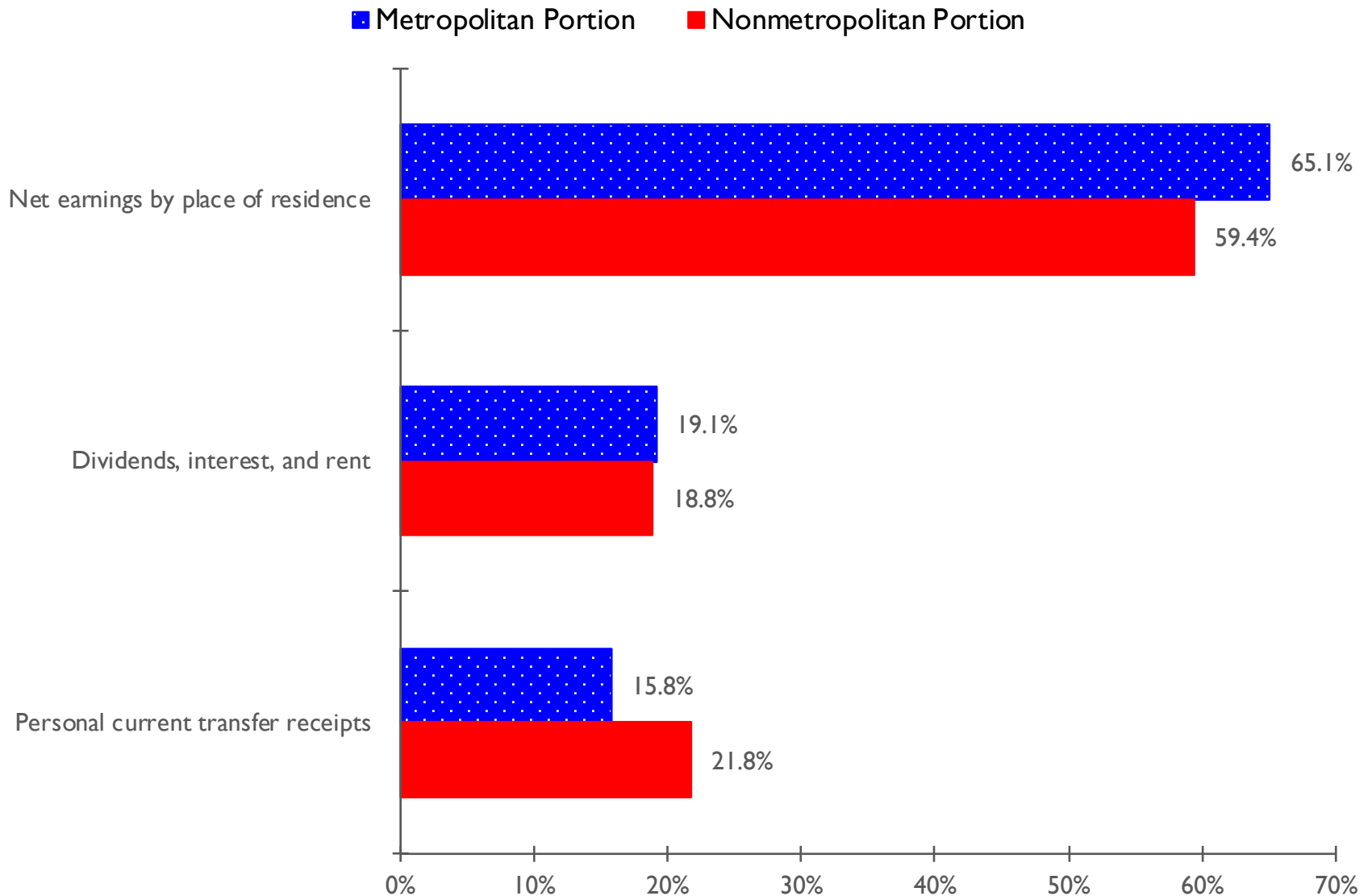
Meanwhile, non-metro WI 65-and-over population will increase by over 180,000 residents.

# 2017 Per Capita Personal Income



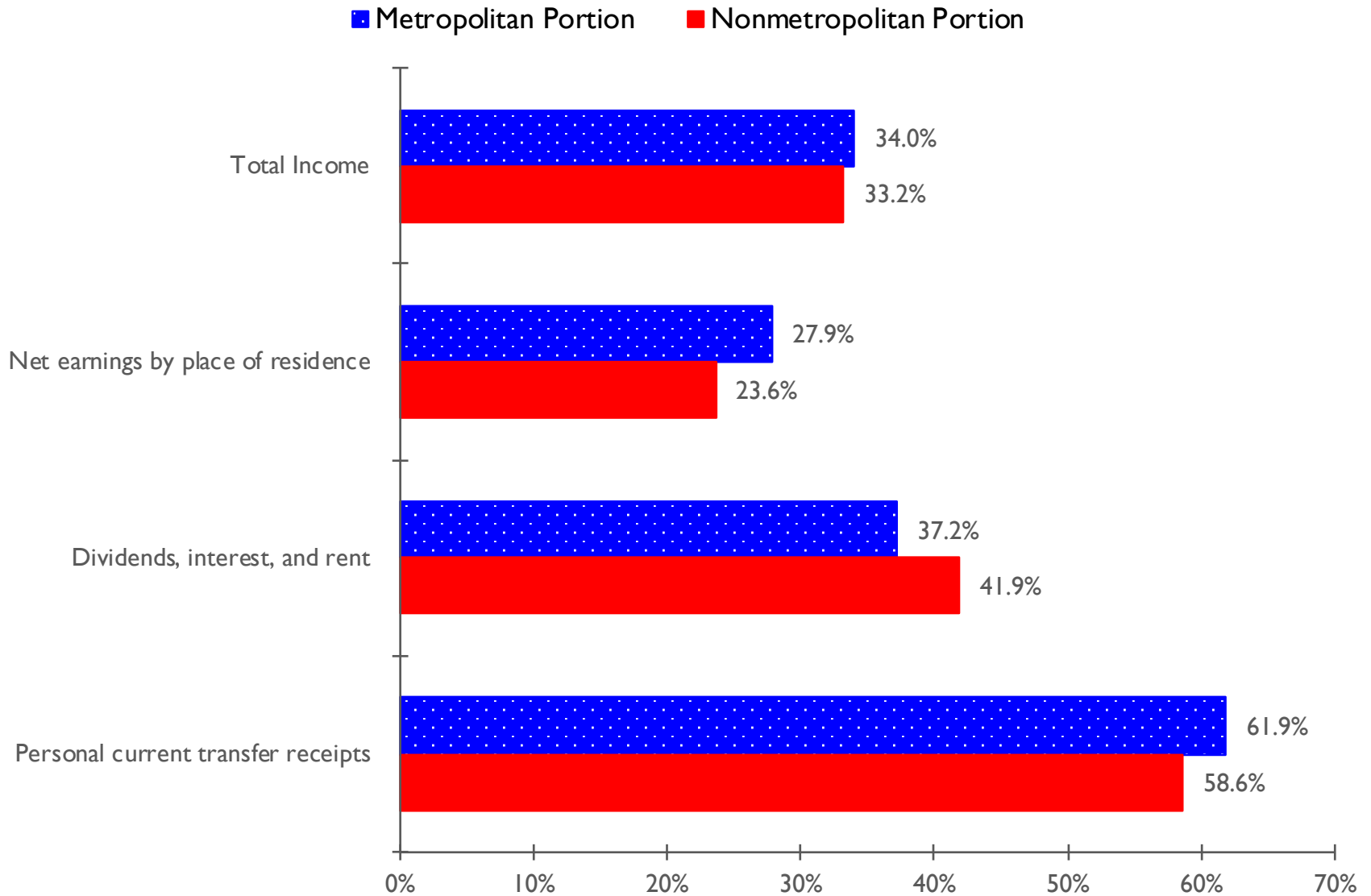
Source: U.S. Commerce Dept., Bureau of Economic Analysis, Table MAINC4, Personal Income by Major Component  
<https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1>

# 2017 Wisconsin Total Personal Income, by Component



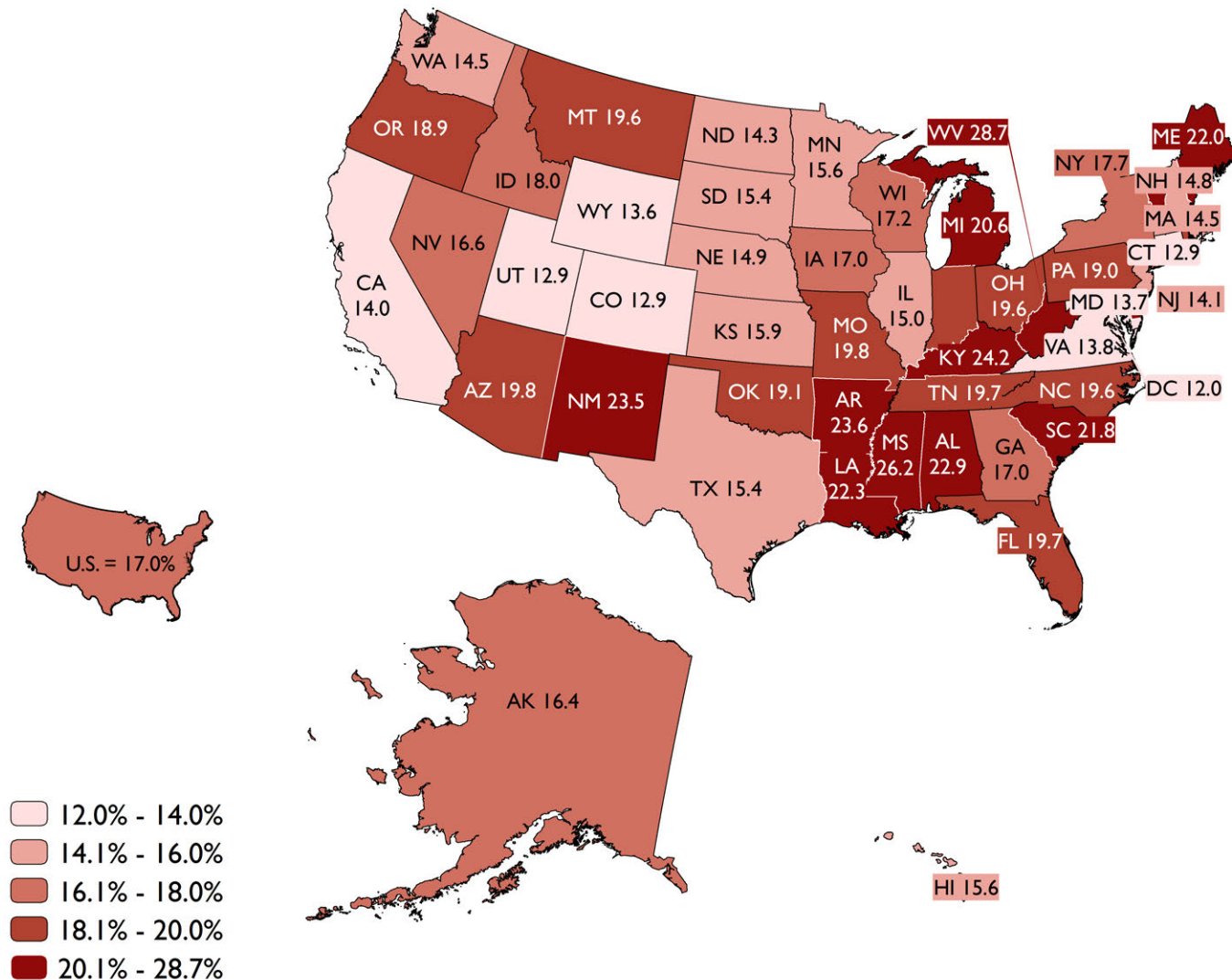
Source: U.S. Commerce Dept., Bureau of Economic Analysis, Table MAINC4, Personal Income by Major Component  
<https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1>

# WI Total Personal Income Change 2007-2017 (not inflation adj.)



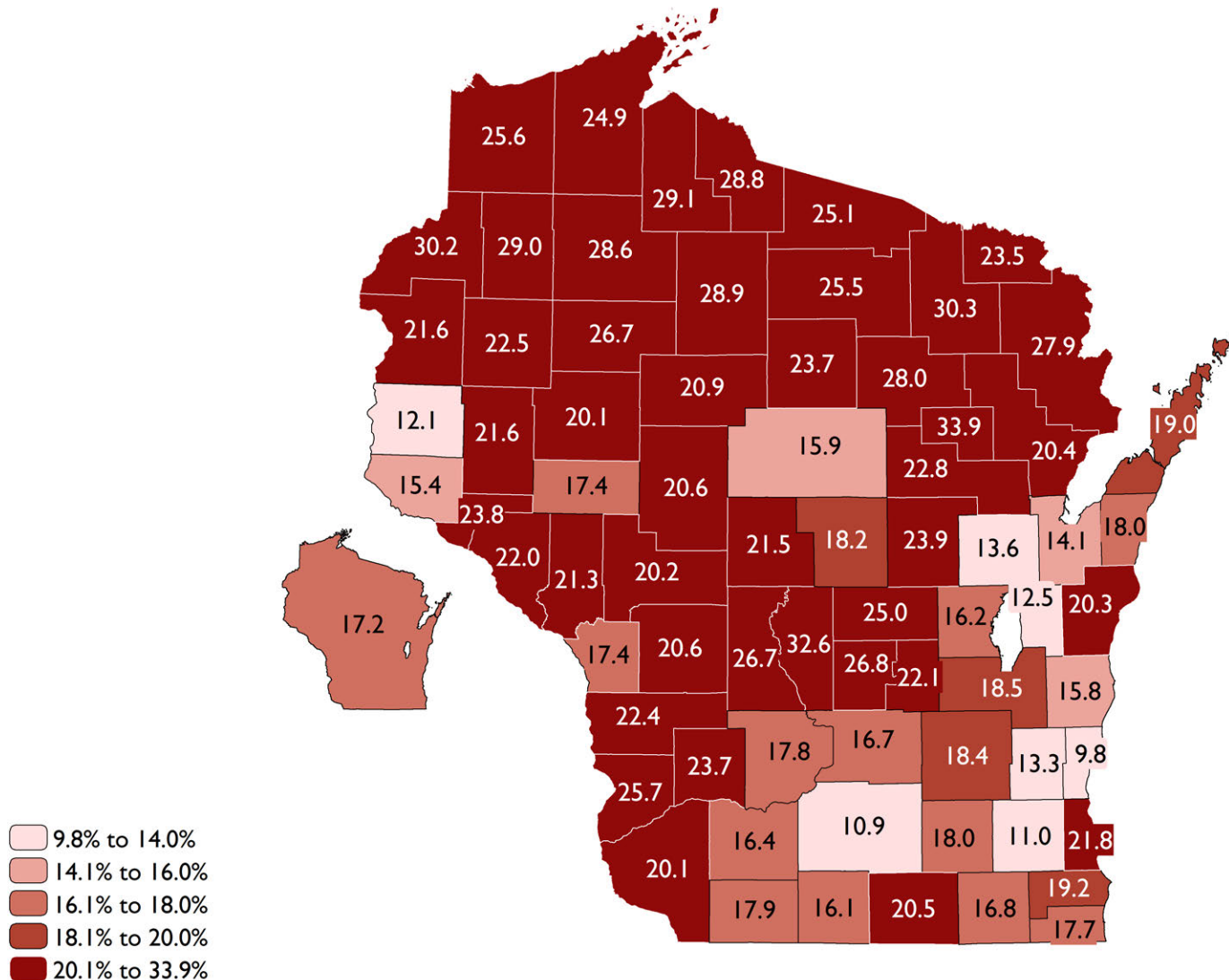
Source: U.S. Commerce Dept., Bureau of Economic Analysis, Table MAINC4, Personal Income by Major Component  
<https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

# Transfer Receipts as % of Total Personal Income



Source: U.S. Commerce Dept., Bureau of Economic Analysis, Table SAINC4, Personal Income by Major Component  
<https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1>

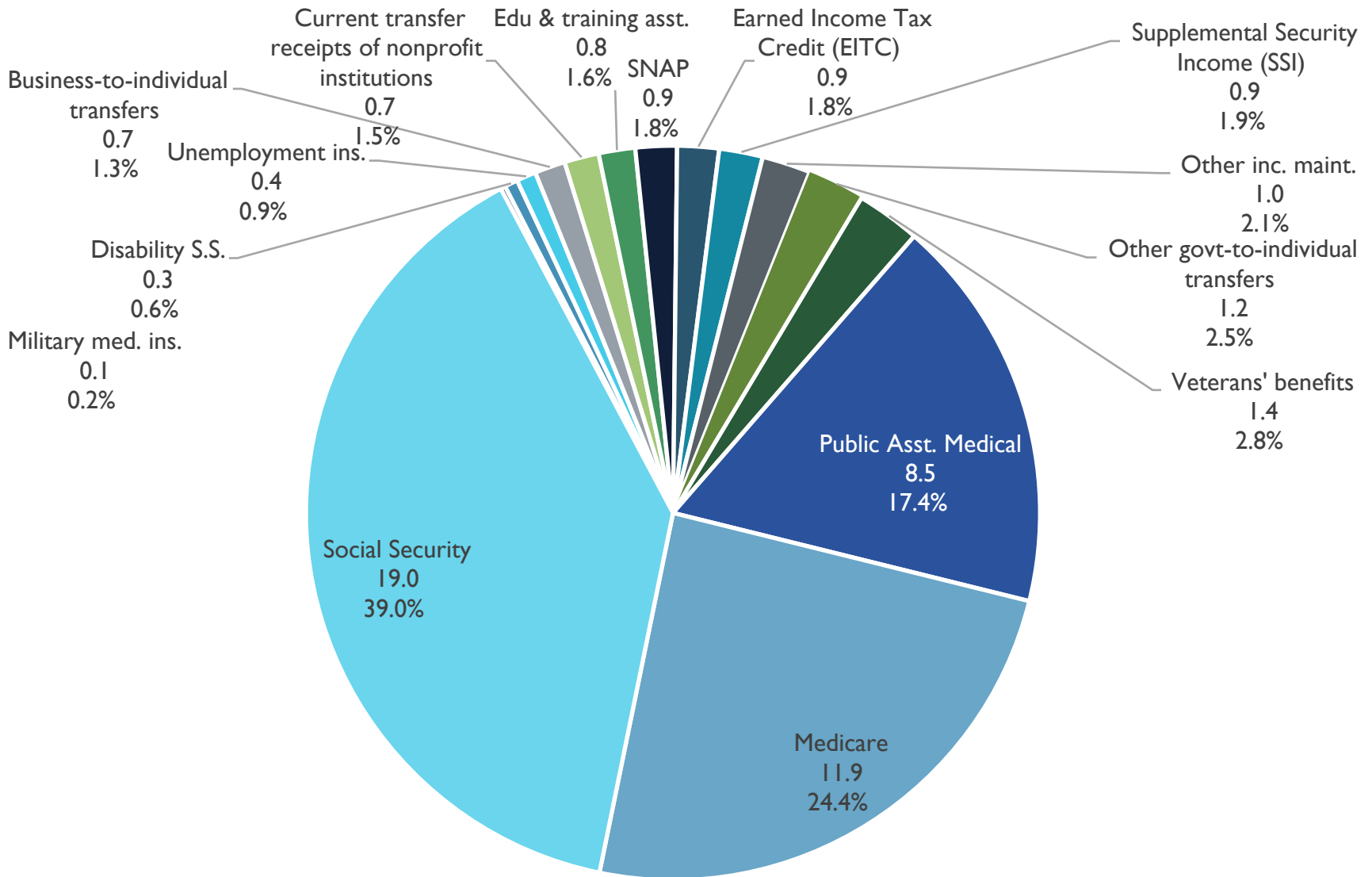
# Transfer Receipts as % of Total Personal Income



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)



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?

Dan Barroilhet

(608) 266-1755

[dan.barroilhet@wisconsin.gov](mailto:dan.barroilhet@wisconsin.gov)

[doa.wi.gov/demographics](http://doa.wi.gov/demographics)

