



Demographic Services Center’s 2016 Population Estimates: Wisconsin Continues Its Moderate Growth

State Estimate, 1/1/2016: 5,775,120
Change from 1/1/2015: 21,796 (0.38%)
Change from Census 2010: 88,134 (1.55%)

Wisconsin’s population estimate grew a bit faster in calendar year 2015 (0.38%) than in calendar years 2011, 2012, 2013, and 2014 (0.16%, 0.24%, 0.28%, and 0.35% respectively). While this 2015 increase of 0.38% remains well below the 1-year increases of 0.66% to 0.99% seen in the early 2000s, it suggests a very gradually accelerating population growth rate from the early part of the current decade.

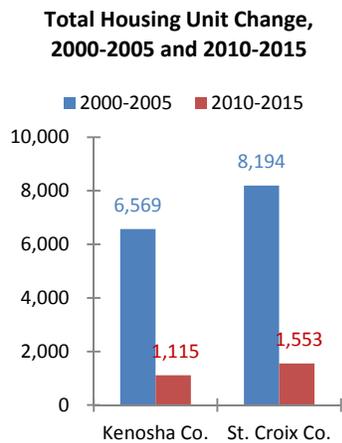
- In calendar 2015, the number of housing units added ticked up a bit, with modest impact on the proportional pace of increase. The increase in households was larger in 2015 than in 2014. In calendar years 2010-2015 (inclusive), Wisconsin added just over 69,000 housing units, less than a third of the nearly 212,000 housing units added 2000-2005 (inclusive).
- The estimated housing occupancy rate has remained fairly steady for the past five years, suggesting approximate balance between housing units added and households added. (An occupied housing unit is a household.)
- The estimated average household size continues to decline slightly, in keeping with a long-term trend, although the decrease is minimal in comparison to previous decades. This downward change restrains the estimated increase in population.

Housing Units & Households	
<u>Net Change in Housing Units</u>	
CY 2015:	15,755 (0.6%)
CY 2014:	13,018 (0.5%)
CY 2013:	12,646 (0.5%)
CY 2012:	10,182 (0.4%)
<u>Net Change in Households</u>	
2015:	13,648 (0.5%)
2014:	11,271 (0.4%)
2013:	10,953 (0.4%)
2012:	8,823 (0.3%)

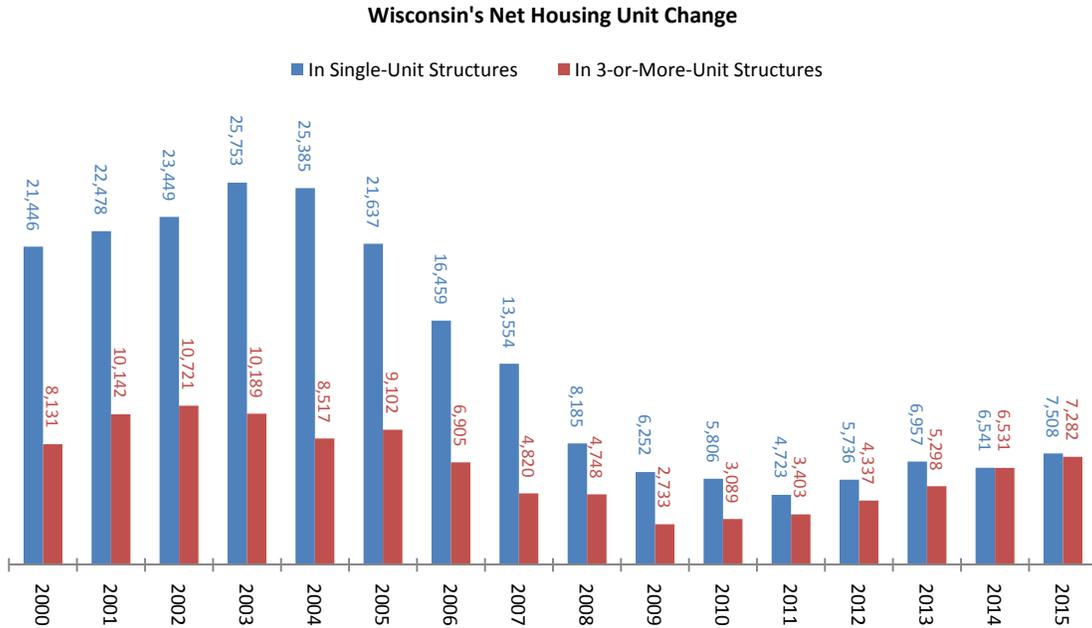
Occupancy Rate	
2016 Estimate	88.6%
2015 Estimate	88.6%
2014 Estimate	86.6%
2013 Estimate	86.7%
2012 Estimate	86.7%
<u>Average Household Size</u>	
2016 Estimate	2.409
2015 Estimate	2.412
2014 Estimate	2.416
2013 Estimate	2.419
2012 Estimate	2.422

- Between the April 2010 Census and the January 2016 population estimate, Wisconsin's births exceeded deaths by roughly 103,940. The result of these vital events is called "natural increase", and it exceeds the estimated total population increase over the same time period (88,134). The difference between these figures (-15,806) is presumed to reflect that more people moved out of Wisconsin than moved in to Wisconsin during that time period, without directly measuring or directly estimating migration.
- The counties bordering the Minneapolis-Saint Paul and Chicago metropolitan areas contribute significantly to Wisconsin's gross in-migration. The number of housing units added in Kenosha County and St. Croix County from calendar 2010-2015 (inclusive) was less than a fifth of the number of housing units added in those counties from calendar 2000-2005 (inclusive). The push from cities and inner-ring suburbs into more-distant satellite areas appears to have slowed at least temporarily. Possible contributing factors include housing market trends, economic trends, and age distribution trends.

Natural Increase and Net Migration since 2010 Census	
Natural Increase	+103,940
Net Migration	-15,806

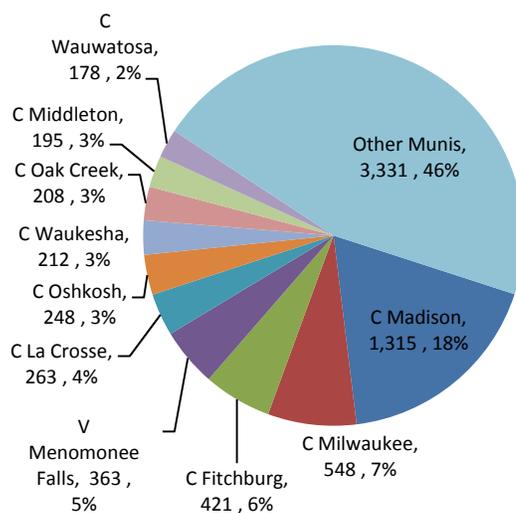


- The graph below shows net housing unit change. In the early 2000s, the single-unit category added two or three times as many net units as 3-or-more-unit category added. In calendar 2015, the 3-or-more-unit category was adding net units at nearly 68% of its peak rate while the single-unit category was adding net units at less than 30% of its peak rate. Without conclusive data, speculative causes could include demand shifting from houses to condominiums or younger households staying in apartments longer before buying houses.



- Net housing unit change in 3-or-more-unit structures was somewhat concentrated. Five municipalities in the greater Milwaukee area accounted for nearly 21% of calendar 2015 net housing unit change in the 3-or-more unit category. (These municipalities were the City of Milwaukee, the Village of Menomonee Falls, the City of Waukesha, the City of Oak Creek, and the City of Wauwatosa.) Three municipalities in the greater Madison area accounted for nearly 27% of the calendar 2015 net housing unit change in the 3-or-more unit category. (These municipalities were the cities of Madison, Fitchburg, and Middleton.)

Calendar 2015 Net Housing Unit Change in 3-or-More-Unit Structures by Municipality



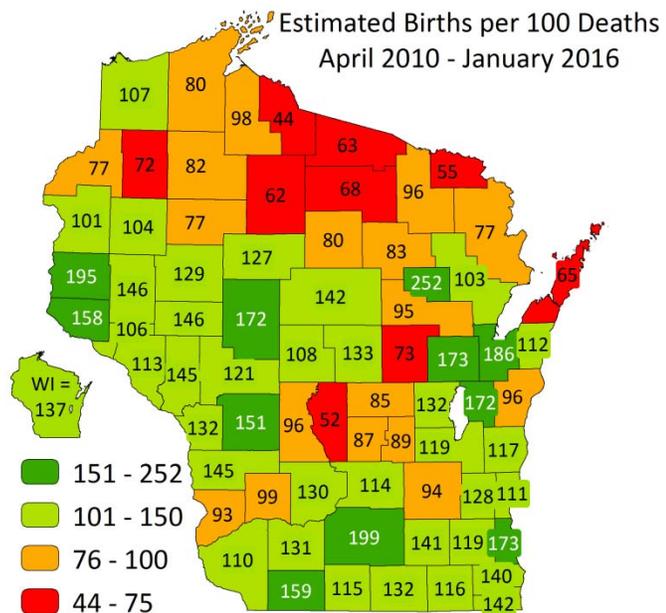
County Estimates

- From April 2010 (Census 2010) to January 2016, it is estimated that 57 of Wisconsin's 72 counties gained population. The remaining 15 counties lost population, but the losses in 7 of them are estimated to be so minor—less than three-tenths of one percent—that, in estimation terms, their population change is nearly neutral.
- Counties estimated to gain more than 4,000 residents since the 2010 census are: Dane (+30,465), Brown (+9,890), Waukesha (+6,558) and Outagamie (+5,670). Proportional gains of 3% or more were estimated in Dane County (+6.2%), Calumet County (5.5%), Brown County (nearly 4%), Grant County (3.7%), Outagamie County (3.2%), and Eau Claire County (3%).
- Counties with estimated population loss exceeding one-half of one percent are mostly in the northern tier: Ashland (-1.1%), Marinette (-0.8%), and Price (-0.5). Only Adams (nearly -0.7%) and Pepin (-0.7%) are outside the northern tier.
- Even where comparatively large proportional losses were noted in the population estimates, the numeric losses were not greater than 340 people in any county and were less than 200 in four counties.

- Twenty-eight counties are estimated to have experienced negative net migration—more people moving out than moving in—during the April 2010 through January 2016 period.
- Seven of the state’s nine most populous counties gained population since the 2010 Census, and two experienced very modest population decreases:

Most Populous Counties (more than 150,000 residents)				
County Name	Final Estimate Jan 2016	Census Apr 2010	Numeric Change	Percent Change
Milwaukee	948,930	947,735	1,195	0.13%
Dane	518,538	488,073	30,465	6.24%
Waukesha	396,449	389,891	6,558	1.68%
Brown	257,897	248,007	9,890	3.99%
Racine	195,294	195,408	- 114	- 0.06%
Outagamie	182,365	176,695	5,670	3.21%
Winnebago	169,032	166,994	2,038	1.22%
Kenosha	167,658	166,426	1,232	0.74%
Rock	159,886	160,331	- 445	- 0.28%

- Twenty-seven counties are estimated to have experienced natural decrease—fewer births than deaths—from April 1, 2010 through January 1, 2016. Many of these counties have lower job density and higher population concentrations in older age groups. Cities and their suburbs often have more natural increase than rural areas.



Municipal Estimates

- Nearly sixty-five percent of the state's 1,853 municipalities are estimated to have added population from April 1, 2010 to January 1, 2016. Of those which are estimated to have lost population, 391 have declined by 10 or fewer people and 313 have declined by less than one percent.

Municipalities that	Census 2010 to 1/1/2016
gained population	1,195
had no change	45
lost population	613

- Eleven of the state's sixteen most populous cities are estimated to have gained population since the 2010 Census; instances of population decrease were generally numerically and proportionally small.

Wisconsin's Most Populous Cities (over 40,000 residents)					
Municipality Name	County	Final Est. 2016	Census 2010	Numeric Change	Percent Change
Milwaukee	Multiple Counties	594,667	594,833	- 166	- 0.03%
Madison	Dane	247,207	233,209	13,998	6.00%
Green Bay	Brown	105,079	104,057	1,022	0.98%
Kenosha	Kenosha	99,489	99,218	271	0.27%
Racine	Racine	78,165	78,860	- 695	- 0.88%
Appleton	Multiple Counties	74,286	72,623	1,663	2.29%
Waukesha	Waukesha	71,699	70,718	981	1.39%
Eau Claire	Multiple Counties	67,381	65,931	1,450	2.20%
Oshkosh	Winnebago	66,717	66,083	634	0.96%
Janesville	Rock	63,470	63,575	- 105	- 0.17%
West Allis	Milwaukee	60,164	60,411	- 247	- 0.41%
La Crosse	La Crosse	52,377	51,320	1,057	2.06%
Sheboygan	Sheboygan	48,653	49,288	- 635	- 1.29%
Wauwatosa	Milwaukee	47,160	46,396	764	1.65%
Fond du Lac	Fond du Lac	43,381	43,021	360	0.84%
New Berlin	Waukesha	40,227	39,584	643	1.62%

The City of Madison was estimated to have the fastest proportional change (+6.0%) and the largest numeric change (+13,998) among large cities.