Demographic Services Center’s 2020 Population Estimates:
Wisconsin’s Moderate Growth Continues

State Population Estimate, 1/1/2020: 5,854,594
Change from Census 2010: 167,608 (+2.95%)

The Demographic Services Center develops annual population estimates for each Wisconsin municipality and county. Wisconsin’s population estimate continued to grow in calendar year 2019, reaching a total population of 5,854,594 by January 1, 2020.

- In calendar year 2019, the number of housing units added ticked up (+19,660 housing units), which maintained a moderate rate of housing unit increase (+0.7%)

- The estimated average household size continues to ebb slightly, in keeping with a long-term trend, although this decrease may seem modest compared to prior decades’ decreases in household sizes. This decrease slightly dampens the estimated population increase.

### Net Change in Housing Units

<table>
<thead>
<tr>
<th>Year</th>
<th>Change in Units</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CY 2019</td>
<td>19,660</td>
<td>(+0.7%)</td>
</tr>
<tr>
<td>CY 2018</td>
<td>20,115</td>
<td>(+0.7%)</td>
</tr>
<tr>
<td>CY 2017</td>
<td>19,184</td>
<td>(+0.7%)</td>
</tr>
<tr>
<td>CY 2016</td>
<td>18,621</td>
<td>(+0.7%)</td>
</tr>
<tr>
<td>CY 2015</td>
<td>15,849</td>
<td>(+0.6%)</td>
</tr>
</tbody>
</table>

### Average Household Size

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 Estimate</td>
<td>2.396</td>
</tr>
<tr>
<td>2019 Estimate</td>
<td>2.399</td>
</tr>
<tr>
<td>2018 Estimate</td>
<td>2.403</td>
</tr>
<tr>
<td>2017 Estimate</td>
<td>2.406</td>
</tr>
<tr>
<td>2016 Estimate</td>
<td>2.409</td>
</tr>
</tbody>
</table>

**County Estimates**

- From April 2010 (the most recent census) to January 2020, it is estimated that 59 of Wisconsin’s 72 counties gained population. Nine counties experienced population loss faster than 0.2% over that period. Losses in four counties were estimated to be so minor – less than two tenths of one percent – that, in estimation terms, their population change was nearly neutral.

- Counties estimated to have gained more than 5,000 residents since the 2010 Census are Brown (+16,814), Dane (+55,335), Eau Claire (+5,223), La Crosse (+5,809), Outagamie (+10,966), St. Croix (+6,604), Washington (6,381) and Waukesha (+16,894). Change rates of 5.0% or more were estimated in the counties of Brown (+6.78%), Calumet (+8.92%), Dane (+11.34%), Eau Claire (+5.29%), La Crosse (+5.07%), Outagamie (+6.21%) and St. Croix County (+7.83%).
• Counties with estimated population loss exceeding one-half of one percent are Adams (-0.83%), Ashland (-1.77%), Forest (-1.3%), Marinette (-1.18%), and Pepin (-1.02%). In each of these five cases, the absolute loss was fewer than 500 residents; in four of the five cases, the absolute loss was fewer than 300 residents.

• Seven of Wisconsin’s nine most populous counties gained population since April 2010. Racine and Rock counties maintained relatively stable populations.

<table>
<thead>
<tr>
<th>County Name</th>
<th>Final Estimate Jan 2020</th>
<th>Census Apr 2010</th>
<th>Numeric Change</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown</td>
<td>264,821</td>
<td>248,007</td>
<td>16,814</td>
<td>6.78%</td>
</tr>
<tr>
<td>Dane</td>
<td>543,408</td>
<td>488,073</td>
<td>55,335</td>
<td>11.34%</td>
</tr>
<tr>
<td>Kenosha</td>
<td>170,514</td>
<td>166,426</td>
<td>4,088</td>
<td>2.46%</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>944,099</td>
<td>947,735</td>
<td>-3,636</td>
<td>-0.38%</td>
</tr>
<tr>
<td>Outagamie</td>
<td>187,661</td>
<td>176,695</td>
<td>10,966</td>
<td>6.21%</td>
</tr>
<tr>
<td>Racine</td>
<td>195,766</td>
<td>195,408</td>
<td>358</td>
<td>0.18%</td>
</tr>
<tr>
<td>Rock</td>
<td>160,120</td>
<td>160,331</td>
<td>-211</td>
<td>-0.13%</td>
</tr>
<tr>
<td>Waukesha</td>
<td>406,785</td>
<td>389,891</td>
<td>16,894</td>
<td>4.33%</td>
</tr>
<tr>
<td>Winnebago</td>
<td>169,861</td>
<td>166,994</td>
<td>2,867</td>
<td>1.72%</td>
</tr>
</tbody>
</table>
Municipal Estimates

- Nearly sixty-five percent of the state’s 1,850 municipalities are estimated to have added population from April 1, 2010 to January 1, 2020. Of those which are estimated to have lost population, 381 have declined by two percent or less.

- Eleven of the state’s seventeen most populous cities are estimated to have gained population since the 2010 Census. Instances of population decrease were generally numerically modest and proportionally slow.

### Wisconsin’s Most Populous Cities (over 40,000 residents)

<table>
<thead>
<tr>
<th>Municipality Name</th>
<th>County</th>
<th>Final Est. 2020</th>
<th>Census 2010</th>
<th>Numeric Change</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td>Multiple Counties</td>
<td>587,072</td>
<td>594,833</td>
<td>- 7,761</td>
<td>- 1.30%</td>
</tr>
<tr>
<td>Madison</td>
<td>Dane</td>
<td>257,197</td>
<td>233,209</td>
<td>23,988</td>
<td>10.29%</td>
</tr>
<tr>
<td>Green Bay</td>
<td>Brown</td>
<td>105,599</td>
<td>104,057</td>
<td>1,542</td>
<td>1.48%</td>
</tr>
<tr>
<td>Kenosha</td>
<td>Kenosha</td>
<td>98,891</td>
<td>99,218</td>
<td>- 327</td>
<td>- 0.33%</td>
</tr>
<tr>
<td>Racine</td>
<td>Racine</td>
<td>76,709</td>
<td>78,860</td>
<td>- 2,151</td>
<td>- 2.73%</td>
</tr>
<tr>
<td>Appleton</td>
<td>In Multiple Counties</td>
<td>74,465</td>
<td>72,623</td>
<td>1,842</td>
<td>2.54%</td>
</tr>
<tr>
<td>Waukesha</td>
<td>Waukesha</td>
<td>71,952</td>
<td>70,718</td>
<td>1,234</td>
<td>1.74%</td>
</tr>
<tr>
<td>Eau Claire</td>
<td>Multiple Counties</td>
<td>68,429</td>
<td>65,931</td>
<td>2,498</td>
<td>3.79%</td>
</tr>
<tr>
<td>Oshkosh</td>
<td>Winnebago</td>
<td>66,595</td>
<td>66,083</td>
<td>512</td>
<td>0.77%</td>
</tr>
<tr>
<td>Janesville</td>
<td>Rock</td>
<td>63,403</td>
<td>63,575</td>
<td>- 172</td>
<td>- 0.27%</td>
</tr>
<tr>
<td>West Allis</td>
<td>Milwaukee</td>
<td>59,517</td>
<td>60,411</td>
<td>- 894</td>
<td>- 1.48%</td>
</tr>
<tr>
<td>La Crosse</td>
<td>La Crosse</td>
<td>52,282</td>
<td>51,320</td>
<td>962</td>
<td>1.87%</td>
</tr>
<tr>
<td>Sheboygan</td>
<td>Sheboygan</td>
<td>48,756</td>
<td>49,288</td>
<td>- 532</td>
<td>- 1.08%</td>
</tr>
<tr>
<td>Wauwatosa</td>
<td>Milwaukee</td>
<td>48,478</td>
<td>46,396</td>
<td>2,082</td>
<td>4.49%</td>
</tr>
<tr>
<td>Fond du Lac</td>
<td>Fond du Lac</td>
<td>44,279</td>
<td>43,021</td>
<td>1,258</td>
<td>2.92%</td>
</tr>
<tr>
<td>New Berlin</td>
<td>Waukesha</td>
<td>40,600</td>
<td>39,584</td>
<td>1,016</td>
<td>2.57%</td>
</tr>
<tr>
<td>Brookfield</td>
<td>Waukesha</td>
<td>40,044</td>
<td>37,920</td>
<td>2,124</td>
<td>5.60%</td>
</tr>
</tbody>
</table>

Among the state’s most populous cities, the City of Madison was estimated to have the fastest proportional change (+10.29) and the largest numeric change (+23,988).