



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

CY 2019: 19,660 (+0.7%)
CY 2018: 20,115 (+0.7%)
CY 2017: 19,184 (+0.7%)
CY 2016: 18,621 (+0.7%)
CY 2015: 15,849 (+0.6%)

Average Household Size

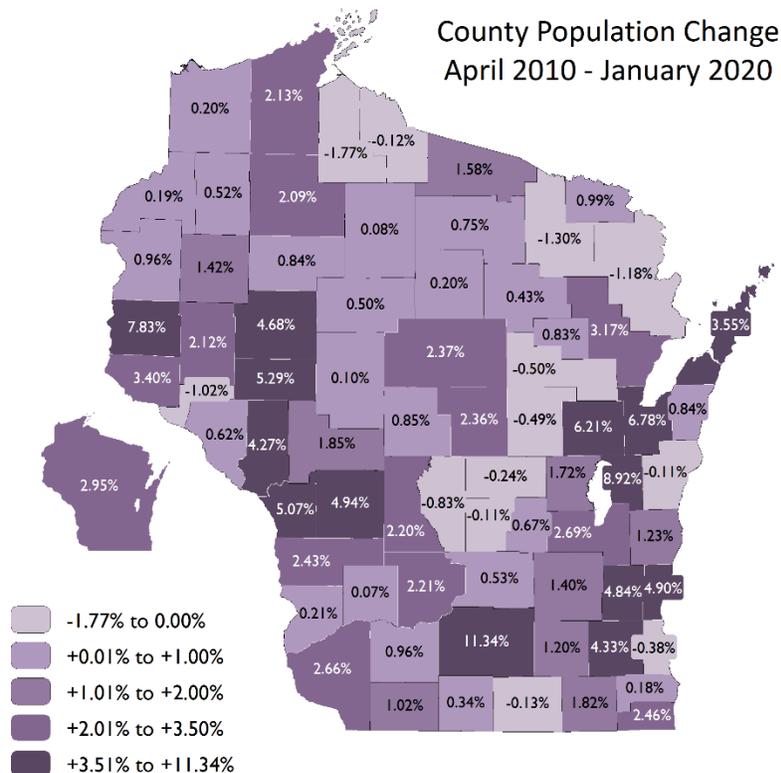
2020 Estimate	2.396
2019 Estimate	2.399
2018 Estimate	2.403
2017 Estimate	2.406
2016 Estimate	2.409

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.

Most Populous Counties (more than 150,000 residents)				
County Name	Final Estimate Jan 2020	Census Apr 2010	Numeric Change	Percent Change
Brown	264,821	248,007	16,814	6.78%
Dane	543,408	488,073	55,335	11.34%
Kenosha	170,514	166,426	4,088	2.46%
Milwaukee	944,099	947,735	- 3,636	- 0.38%
Outagamie	187,661	176,695	10,966	6.21%
Racine	195,766	195,408	358	0.18%
Rock	160,120	160,331	- 211	- 0.13%
Waukesha	406,785	389,891	16,894	4.33%
Winnebago	169,861	166,994	2,867	1.72%



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.

Municipalities that	Census 2010 to 1/1/2020
gained population	1,196
had no change	42
lost population	612

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

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).