



Demographic Services Center’s 2023 Population Estimates: Wisconsin’s Population Increases Modestly

State Population Estimate, 1/1/2023: 5,951,400
Change from Census 2020: 57,682 or 0.98%

The Demographic Services Center develops annual population estimates for each Wisconsin municipality and county. Wisconsin’s population estimate continued to grow in calendar year 2022, reaching a total population of 5,951,400 by January 1, 2023.

- In calendar year 2022, Wisconsin added roughly 24,448 housing units. This housing unit increase of +0.9% is consistent with recent years’ increases.

Net Change in Housing Units	
CY 2022:	24,448 or 0.9%
CY 2021:	26,751 or 1.0%
CY 2020:	22,058 or 0.8%

- Average household size is estimated to ebb slightly, in keeping with a long-term trend, although this decrease is modest compared to prior decades. The decrease in average household size slightly dampens the estimated population increase.

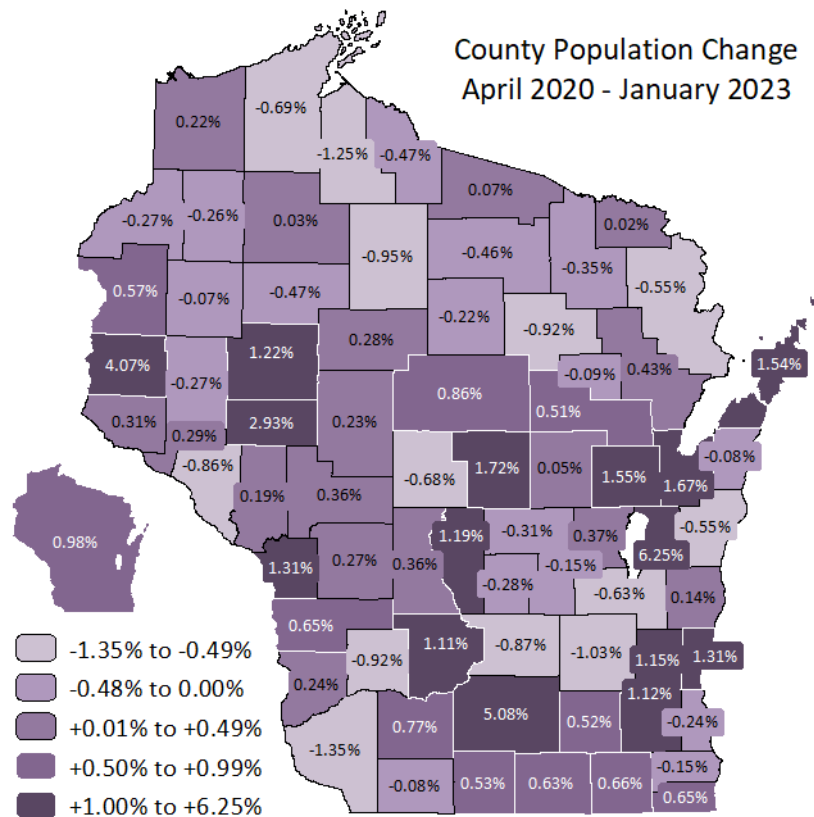
Average Household Size	
January 2023 Est.	2.301
April 2020 Census	2.365
April 2010 Census	2.429
April 2000 Census	2.498
April 1990 Census	2.611
April 1980 Census	2.770
April 1970 Census	3.224

County Estimates

- From April 2020 (the reference census) to January 2023, it is estimated that 42 of Wisconsin’s 72 counties gained population. Among the counties experiencing decreases, six counties’ population decreases 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 3,000 residents since the 2020 Census are Brown (+ 4,493), Calumet (+ 3,278), Dane (+ 28,552), Eau Claire (+ 3,097), St. Croix (+ 3,811) and Waukesha (+ 4,560).
- Change rates of + 1.5% or more were estimated in the counties of Brown (+ 1.67%), Calumet (+ 6.25%), Dane (+ 5.08%), Door (+ 1.54%), Eau Claire (+ 2.93%), Outagamie (+ 1.55%), Portage (+ 1.72%) and St. Croix (+ 4.07%).

- Counties with estimated population decreases exceeding one percent are Ashland (- 1.25%), Dodge (- 1.03%) and Grant (- 1.35%). In Dodge and Grant counties, group quarters population decreases (not just household population decreases) were significant contributors to overall population change.
- Seven of Wisconsin's nine most populous counties gained population since April 2020. In Milwaukee and Racine counties, population decreases were modest.

Most Populous Counties (more than 150,000 residents)				
County Name	Final Estimate Jan 2023	Census Apr 2020	Numeric Change	Percent Change
Brown	273,233	268,740	4,493	1.67%
Dane	590,056	561,504	28,552	5.08%
Kenosha	170,243	169,151	1,092	0.65%
Milwaukee	937,259	939,489	- 2,230	- 0.24%
Outagamie	193,663	190,705	2,958	1.55%
Racine	197,422	197,727	- 305	- 0.15%
Rock	164,726	163,687	1,039	0.63%
Waukesha	411,538	406,978	4,560	1.12%
Winnebago	172,369	171,730	639	0.37%



Municipal Estimates

- Roughly 46% of the state’s 1,850 municipalities are estimated to have added population from April 1, 2020 to January 1, 2023. Of the 926 municipalities that are estimated to have lost population, 565 have decreased by less than one percent.

Municipalities that	Census 2010 to 1/1/2023
gained population	852
had no change	72
lost population	926

- Among municipalities with over 40,000 residents, population change after the 2020 Census was often modest to moderate. Even if a city had relatively few sites for cost-effective housing development, the city’s proximity could still contribute to development in nearby suburban or exurban areas.

Wisconsin’s Most Populous Cities (over 40,000 residents)					
City Name	County	Final Est. 2023	Census 2020	Numeric Change	Percent Change
Appleton	Multiple Counties	75,700	75,644	56	0.07%
Brookfield	Waukesha	41,121	41,464	- 343	- 0.83%
Eau Claire	Multiple Counties	71,304	69,421	1,883	2.71%
Fond du Lac	Fond du Lac	44,152	44,678	- 526	- 1.18%
Green Bay	Brown	106,597	107,395	- 798	- 0.74%
Janesville	Rock	66,202	65,615	587	0.89%
Kenosha	Kenosha	100,185	99,986	199	0.20%
La Crosse	La Crosse	51,978	52,680	- 702	- 1.33%
Madison	Dane	286,785	274,686	12,099	4.40%
Milwaukee	Multiple Counties	575,722	577,922	- 2,200	- 0.38%
New Berlin	Waukesha	40,135	40,451	- 316	- 0.78%
Oshkosh	Winnebago	66,986	66,816	170	0.25%
Racine	Racine	76,853	77,816	- 963	- 1.24%
Sheboygan	Sheboygan	49,748	49,929	- 181	- 0.36%
Waukesha	Waukesha	71,094	71,158	- 64	- 0.09%
Wausau	Marathon	40,188	39,994	194	0.49%
Wauwatosa	Milwaukee	48,836	48,387	449	0.93%
West Allis	Milwaukee	59,714	60,325	- 611	- 1.01%

Among the state’s most populous cities, the City of Madison was estimated to have the fastest proportional change (+4.40%) and the largest numeric change (+12,099).