



Demographic Services Center's 2024 Population Estimates:
Wisconsin's Population Increases Modestly

State Population Estimate, 1/1/2024: 5,989,256
Change from Census 2020: 95,538 or 1.62%

The Demographic Services Center develops annual population estimates for each Wisconsin municipality and county. Wisconsin's population estimate continued to grow in calendar year 2023, reaching a total population of 5,989,256 by January 1, 2024.

- In calendar year 2023, Wisconsin added roughly 23,288 housing units. This housing unit increase of +0.9% is consistent with recent years' increases.

Table with 1 column: Net Change in Housing Units. Rows: CY 2023: 23,288 or 0.8%, CY 2022: 24,476 or 0.9%, CY 2021: 26,759 or 1.0%, CY 2020: 22,152 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.

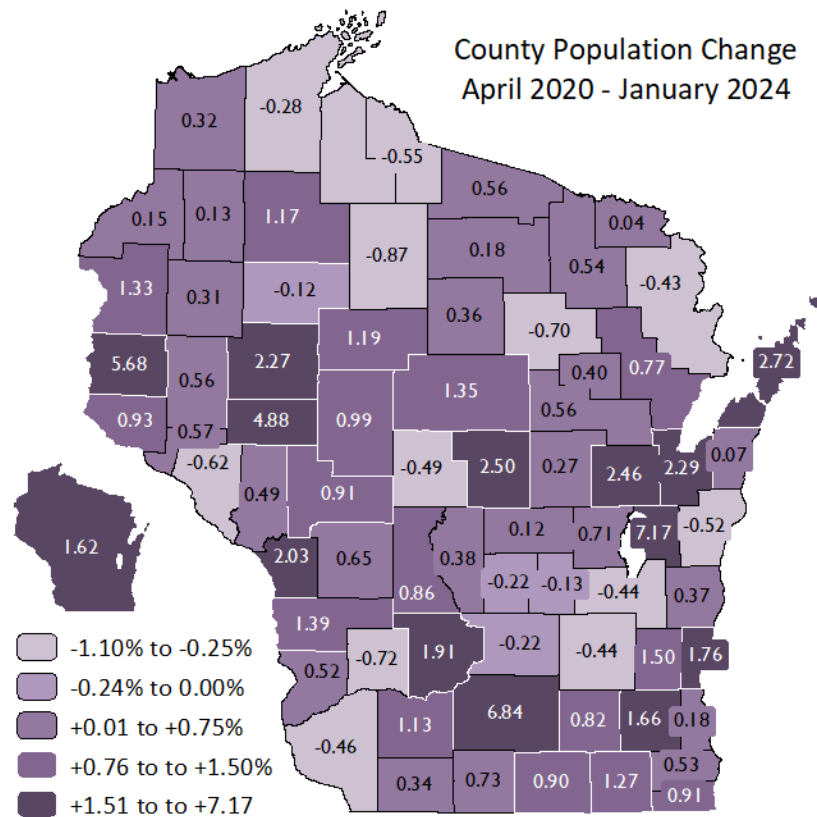
Table with 2 columns: Date/Census, Average Household Size. Rows: January 2024 Est. (2.294), April 2020 Census (2.365), April 2010 Census (2.429), April 2000 Census (2.498), April 1990 Census (2.611), April 1980 Census (2.770), April 1970 Census (3.224)

County Estimates

- From April 2020 (the reference census) to January 2024, it is estimated that 55 of Wisconsin's 72 counties gained population. Among the counties experiencing decreases, five counties' population decreases were estimated to be so minor - less than three tenths of one percent - that, in estimation terms, their population change was nearly neutral over the reference period.
Counties estimated to have gained more than 4,000 residents since the 2020 Census are Brown (+ 6,159), Calumet (+ 3,761), Dane (+ 38,426), Eau Claire (+ 5,161), Outagamie (+ 4,683), St. Croix (+ 5,313) and Waukesha (+ 6,750).
Change rates of + 2.25% or more were estimated in the counties of Brown (+ 2.29%), Calumet (+ 7.17%), Chippewa (+ 2.27%), Dane (+ 6.84%), Door (+ 2.72%), Eau Claire (+ 4.88%), Outagamie (+ 2.46%), Portage (+ 2.50%) and St. Croix (+ 5.68%).

- Counties with estimated population decreases exceeding half of one percent are Ashland (- 1.10%), Buffalo (- 0.62%), Iron (- 0.55%), Langlade (- 0.70%), Manitowoc (- 0.52%), Price (- 0.87%), and Richland (- 0.72%). Except Manitowoc County, each of these counties experienced numeric decrease less than 200 residents.
- Wisconsin's nine most populous counties gained population since April 2020. Dane's numeric change was the largest and its percent change was second to Calumet.

Most Populous Counties (more than 150,000 residents)				
County Name	Final Estimate Jan 2024	Census Apr 2020	Numeric Change	Percent Change
Brown	274,899	268,740	6,159	2.29%
Dane	599,930	561,504	38,426	6.84%
Kenosha	170,693	169,151	1,542	0.91%
Milwaukee	941,139	939,489	1,650	0.18%
Outagamie	195,388	190,705	4,683	2.46%
Racine	198,781	197,727	1,054	0.53%
Rock	165,156	163,687	1,469	0.90%
Waukesha	413,728	406,978	6,750	1.66%
Winnebago	172,943	171,730	1,213	0.71%



Municipal Estimates

- Nearly 54% of the state’s 1,850 municipalities are estimated to have added population from April 1, 2020 to January 1, 2024. Of the 802 municipalities that are estimated to have lost population, 431 have decreased by less than one percent.

Municipalities that	Census 2010 to 1/1/2024
gained population	993
had no change	55
lost population	802

- Among municipalities with over 40,000 residents, population change after the 2020 Census was often modest to moderate.

Wisconsin’s Most Populous Municipalities (over 40,000 residents)					
Municipality Name	County	Final Est. 2024	Census 2020	Numeric Change	Percent Change
C Appleton	Multiple Counties	75,745	75,644	101	0.13%
C Brookfield	Waukesha	41,055	41,464	- 409	- 0.99%
C Eau Claire	Multiple Counties	73,011	69,421	3,590	5.17%
C Fond du Lac	Fond du Lac	44,295	44,678	- 383	- 0.86%
C Green Bay	Brown	106,962	107,395	- 433	- 0.40%
C Janesville	Rock	66,311	65,615	696	1.06%
C Kenosha	Kenosha	100,563	99,986	577	0.58%
C La Crosse	La Crosse	52,115	52,680	- 565	- 1.07%
C Madison	Dane	291,037	274,686	16,351	5.95%
V Menomonee Falls	Waukesha	40,099	38,527	1,572	4.08%
C Milwaukee	Multiple Counties	577,385	577,922	- 537	- 0.09%
C New Berlin	Waukesha	40,055	40,451	- 396	- 0.98%
C Oshkosh	Winnebago	67,245	66,816	429	0.64%
C Racine	Racine	77,293	77,816	- 523	- 0.67%
C Sheboygan	Sheboygan	49,886	49,929	- 43	- 0.09%
C Waukesha	Waukesha	70,923	71,158	- 235	- 0.33%
C Wausau	Marathon	40,415	39,994	421	1.05%
C Wauwatosa	Milwaukee	49,363	48,387	976	2.02%
C West Allis	Milwaukee	59,934	60,325	- 391	- 0.65%

Among the state’s most populous municipalities, the City of Madison was estimated to have the fastest proportional change (+ 5.95%) and the largest numeric change (+ 16,351).