



Wisconsin Population 2030

A Report on Projected State, County and Municipal
Populations and Households for the Period 2000-2030

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Executive Summary

State Highlights

- Wisconsin's population in 2030 is projected to be 6.42 million, one million more than the 2000 Census count of 5.36 million. The state's population will grow by 19.6 percent during the period.
- Wisconsin's population will grow by 7.2 percent in the current decade, 6.3 percent from 2010-2020, and 5.0 percent from 2020-2030.
- The preschool- and school-aged populations together—ages 0 through 17—will decrease slightly from 1,369,000 in 2000 to 1,335,000 in 2010, and then increase steadily to 1,445,000 in 2030.
- The working age population—ages 18 through 64—will peak in 2015 at 3.70 million and then decline slightly by 2030 to 3.63 million (but still 342,000 above Census 2000).
- The number of births in Wisconsin will show an increase from under 350,000 in the 2000-2005 period to approximately 385,000 in each of the three five-year periods after 2015. The volume of deaths, however, will increase substantially due to the aging population. Consequently, natural increase—the excess of births over deaths—will decline from 128,000 during 2015-2020 to 88,000 during 2025-2030.
- The 65-plus population will increase slowly up to 2010, and then grow dramatically as the Baby Boomers join the ranks of the elderly. Wisconsin's elderly population will expand by 633,000 over the 30-year period from 702,000 in 2000 to 1,336,000 in 2030. Senior citizens formed 13 percent of the state's total population in the year 2000. Their proportion in the total will rise to 21 percent in 2030.
- The population aged 85 and over is projected at 158,000 in 2030, an increase of 63,000—or nearly 66 percent—over their 2000 tally of 95,000.
- Wisconsin's centenarians will increase almost fourfold from 1,000 in the year 2000 to 3,900 in 2030.
- The average Wisconsin household size will decrease from 2.5 persons in 2000 to 2.3 persons in 2030.
- The number of Wisconsin households headed by a person aged 65 or over will increase by 89.8 percent from 2000-2030.

County Highlights

- 70 of Wisconsin's 72 counties are projected to grow during the period 2000-2030. Price County (-4.8%) and Iron County (-4.5%) will lose population due to negative natural increase (more deaths than births).
- 27 counties will grow faster than the state rate of 19.6 percent from 2000-2030.
- St. Croix County will experience the fastest rate of growth at 67.9 percent during the 30-year period. St. Croix County will also have the largest percentage increases during each of the three decades.
- Milwaukee County will surpass the 1 million population mark after 2015 and have 1,031,000 residents in 2030. Milwaukee County will remain Wisconsin's most populous county for the foreseeable future.
- Dane County will gain 153,000 residents during the 30-year period, the largest numeric increase among all counties. Dane County will also have the largest numeric increases during each of the three decades.

- The ten fastest growing counties during the 30-year period (St. Croix, Calumet, Dane, Outagamie, Kenosha, Brown, Washington, Walworth, Dunn and Sauk) are each located within or adjacent to a major metropolitan area.
- The ten slowest growing counties during the 30-year period (Price, Iron, Rusk, Marinette, Forest, Florence, Wood, Green Lake, Lafayette and Door) tend to be rural counties.
- Household size is projected to decline in all of Wisconsin's counties. Menominee County had the highest average household size in 2000 at 3.35 persons per household; however, it is expected that by 2030, Clark County will have the highest average household size at 2.68 persons per household.

Municipal Highlights

- Between 2000 and 2025, the population of Wisconsin's cities is projected to increase by 12.9 percent. Town population will increase by 20.7 percent and village population by 25.8 percent.
- The proportion of Wisconsin's population in cities is projected to decrease from 56.1 in 2000 to 54.2 percent in 2025. Towns will increase from 30.5 percent to 31.4 percent. Villages will rise from 13.4 percent of the state total in 2000 to 14.4 percent in 2025.
- Wisconsin's smallest communities (0-499) are expected to experience the slowest growth from 2000 to 2025 at 6.3 percent. Communities with 5,000-9,999 residents will grow fastest at 28.6 percent.
- Milwaukee, Madison, Green Bay, Kenosha and Racine will continue to be Wisconsin's largest communities through 2025. However, the populations of each will increase or decrease at different rates.
- The City of Milwaukee is projected to grow from about 597,000 residents in 2000 to nearly 623,000 in 2025.
- Between 2000 and 2025, the number of households in Wisconsin is expected to increase by nearly 508,000. In percentage terms, households will increase faster than the total population due to an increase in the number of persons living alone and an aging population in smaller sized households.
- Cities are expected to show an increase of nearly 235,000 households from 2000-2025, followed by 179,000 in towns and 94,000 in villages.

Chapter 1

State-Level Population and Household Projections, 2000-2030

Overall Population Growth

Wisconsin's population rebounded forcefully in the 1990s after experiencing slow growth in the 1980s. The state gained more than 225,000 persons through migration in the 1990s, compared to a net *out*-migration of 125,000 in the 1980s. Total population growth registered at 5.0 percent in the first half of the 1990s and 4.5 percent in the second half. The overall growth rate in the 1990s was more than twice the rate in the 1980s.

Wisconsin's population will grow by 19.6 percent from 2000 to 2030, and at an average rate of 2.9 percent in each of the 5-year periods. This growth rate will be lower than that of the 1990s but markedly faster than that of the 1980s. This projected growth in the state's population is noteworthy because it must be viewed in the context of an aging population as the Baby Boomers, born in the 1945-1965 period, join the ranks of the elderly.

As shown in Table 1, population growth will be much slower in the 2020-2030 period when the youngest of the Baby Boomers age into their 60s and early 70s. The growth rate is likely to be 2.6 percent in the first half of the 2020s and 2.2 percent in the second half.

Table 1: Estimated (1980-2000) and Projected (2000-2030) Wisconsin Population Change, 5-Year Intervals

<u>Year</u>	<u>Population</u>	<u>Numeric Change</u>	<u>Percent Change</u>
1980	4,705,642	--	--
1985	4,771,758	66,116	1.41
1990	4,891,769	120,011	2.52
1995	5,134,123	242,354	4.95
2000	5,363,675	229,552	4.47
2005	5,563,896	200,181	3.60
2010	5,751,470	187,574	3.26
2015	5,931,386	179,916	3.03
2020	6,110,878	179,492	2.94
2025	6,274,867	163,989	2.61
2030	6,415,923	141,056	2.20

The Migration Component

The two components of population change—natural increase and net migration—are expected to remain relatively high, with natural increase showing some decline in the third decade. The net gain through migration is projected to be approximately 86,000 in 2000-05, 66,000 in 2005-10, and then around 53,000 in each of the four successive 5-year periods. This growth is smaller than the gains made in the 1990s, but still quite high by historical standards.

As shown in Table 2, net migration contributed 44.4 percent of the total growth in the first half of the 1990s and 52.4 percent in the second half. The net gain through migration will form about 34 percent of the state's population growth in the 2000-2020 period and then increase its share to approximately 37 percent by the second half of the third decade. Natural increase starts to decline in the 2020s because a larger proportion of the total population will be elderly. The number of births will stabilize and the number of deaths will increase.

Table 2: Estimated (1990-2000) and Projected (2000-2030) Change in Wisconsin Population Due to Natural Increase and Net Migration

<u>Year</u>	<u>Population</u>	<u>Total Change</u>	<u>Percent Due to Natural Increase</u>	<u>Percent Due to Net Migration</u>
1990	4,891,769	--	--	--
1995	5,134,123	242,354	55.6	44.4
2000	5,363,675	229,552	47.6	52.4
2005	5,563,896	200,181	57.9	42.1
2010	5,751,470	187,574	64.6	35.4
2015	5,931,386	179,916	71.2	28.8
2020	6,110,878	179,492	69.7	30.3
2025	6,274,867	163,989	67.0	33.0
2030	6,415,923	141,056	62.6	37.4

The Natural Increase Component

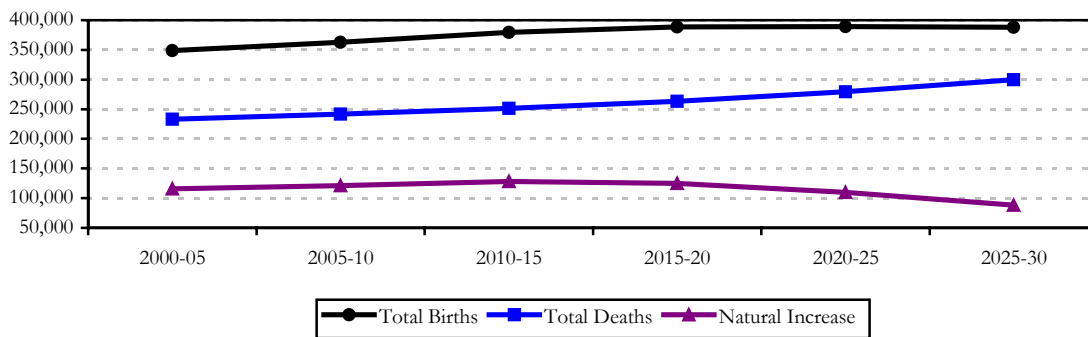
Natural increase, the excess of births over deaths, dropped from about 135,000 in the first half of the 1990s to around 110,000 in the second half. Natural increase is expected to show an upward trend from 116,000 in the first half of the 2000s to 128,000 in the 2010-2015 period. It will then take a downward trend from 125,000 in 2015-2020 to 88,000 in 2025-2030.

Wisconsin's natural increase will decline in the latter part of the projection period even though the number of births is likely to increase from 349,000 in the first half of the 2000s to more than 387,000 in each of the 5-year periods between 2015 and 2030. A modest increase in Wisconsin's fertility rate was noticed in the 1990s. This trend is expected to continue throughout the projection period. Wisconsin's fertility rate will be marginally below the replacement level by 2030.

The number of deaths will show an upward tendency throughout the projection period, although male life expectancy is likely to rise from an estimated 75.3 years at the beginning of the 21st century to 78.5 in the year 2030, and female life expectancy from 80.7 to 83.5. In spite of assumed improvements in life expectancy, the aging of Wisconsin's population will result in an increase in the number of deaths from 233,000 in the first half of the 2000s to 300,000 in the 2025-2030 period. This growth in the number of deaths more than counterbalances the increase in births.

The trends in births and deaths and the resulting drop in natural increase are illustrated in Figure 1. Average annual rates for births, deaths and natural increase in the past decade and during the projection timeframe are exhibited in the subsequent table.

Figure 1. Wisconsin Births, Deaths and Natural Increase, 2000-2030



As shown in Table 3, the crude birth rate (the number of births per 1,000 population per year) is likely to show a small increase from 12.8 in the first half of the 2000s to 13.0 in the 2010-2015 period and then decline to a level of 12.2 in the second half of the 2020s. The crude death rate is expected to rise from 8.5 per 1,000 in the first two five year periods to 9.4 in the 2025-2030 period. Thus, the rate of natural increase will first rise from 4.2 per 1,000 at present to 4.4 in the first half of the 2010s, and then decline to 2.8 in the late 2020s.

Table 3: Wisconsin Crude Birth and Death Rates, 1990-2000 History and 2000-2030 Projections

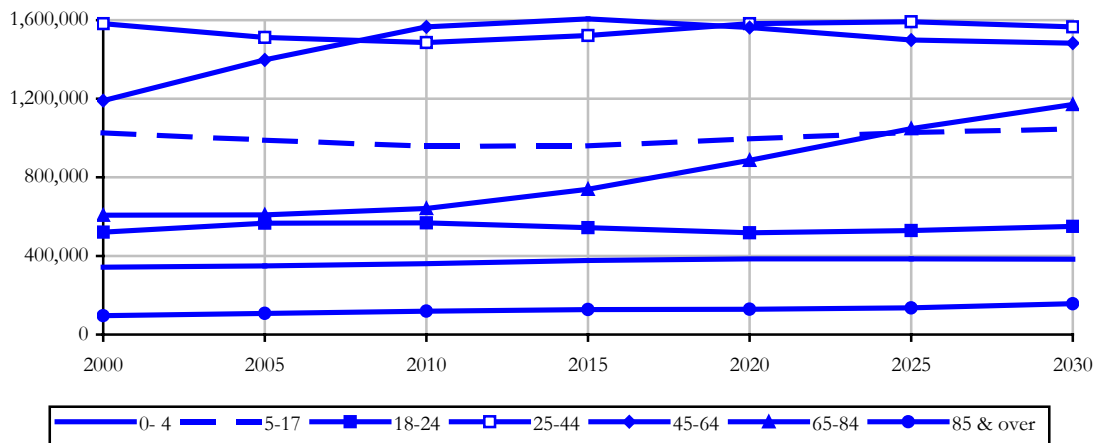
<u>5-Year Period</u>	<u>Crude Birth Rate</u>	<u>Crude Death Rate</u>	<u>Natural Increase Rate</u>
1990-1995	14.0	8.7	5.4
1995-2000	12.8	8.7	4.2
2000-2005	12.8	8.5	4.2
2005-2010	12.8	8.5	4.3
2010-2015	13.0	8.6	4.4
2015-2020	12.9	8.8	4.1
2020-2025	12.6	9.0	3.6
2025-2030	12.2	9.4	2.8

Rates per 1000 persons per year

Age Composition

Although the state’s total population is expected to grow by nearly 20 percent over the 30-year projection period, the change in certain age groups will be much greater. In general, the number of persons at ages under 45 will show moderate increases. Growth will be heavily concentrated in the middle and older ages. Figure 2 depicts the projected population change for six broad age segments. (See pages 8 and 9 for detailed cohort projections.)

Figure 2. Wisconsin Projected Population by Broad Age Group, 2000-2030



The preschool population (age 0 through 4) will increase by 14.1 percent, from 342,000 in 2000 to 391,000 in 2020, and then hold steady at 390,000 in 2030. The school age population (5 through 17) will decline from 1,026,000 at the beginning of this decade to 970,000 in 2010, and then tend upward to 1,055,000 by 2030. Children under 18 formed 25.5 percent of the total population in 2000; their share is projected to be 22.5 percent in 2030.

The 18 through 24 age group, representing the traditional ages for college enrollment and entry into the labor force, tallied at 521,000 in the 2000 Census. Their number is projected to reach a high of 581,000 in 2010, come down to 530,000 in 2020 and then go back up to 560,000 in 2030.

The age 25 through 44 segment, with a total of 1,582,000 in 2000, is projected to decrease 88,000 to 1,494,000 in 2010, rebound to 1,612,000 in 2025 and then decline to 1,588,000 in 2030. Thus, their number in 2030 is projected to be 0.4 percent above Census 2000.

Persons in the age range 45 to 64 will increase significantly from 1,190,000 in 2000 to a projected 1,616,000 in 2015, and decrease thereafter to 1,486,000 by 2030. Their number in 2030 will still be 24.9 percent more than at the time of the 2000 Census.

Persons 18 through 64 years old will peak in 2015 at 3.70 million and then decline slightly to 3.63 million in 2030. Wisconsin's working age population will still be more than 342,000 above Census 2000. This age group constituted 61.4 percent of the state's population in 2000; their share is projected to drop to 56.7 percent in 2030.

The aging of Wisconsin's population is evident in the remarkable growth of the elderly population. Elderly people, defined as those aged 65 and over, are projected to increase by 90.2 percent by 2030. The bulk of this age group's growth will occur after 2010 when the Baby Boom's vanguard will enter the conventional retirement age. Their number in 2030 is projected to be 1,336,000, compared to their tally of 703,000 in 2000. Our oldest senior citizens, aged 85 and over, will increase 65.7 percent over the same period from 97,000 to 158,000. Finally, almost 1,000 centenarians were Wisconsin residents at the beginning of this century. Their number is likely to almost quadruple to 3,900 in 30 years.

Table 4 indicates how the proportions of zero through 17, 18 through 64, and 65 and over populations will shift over the 30-year projection period. The elderly population, slightly more than one-half the size of the young population in 2000, will almost equal it in 2030.

Table 4: Wisconsin Population by Broad Age Group, 2000 and 2030

<u>Age Group</u>	<u>2000</u>	<u>2030</u>
0-17	25.5%	22.5%
18-64	61.4%	56.7%
65 & over	13.1%	20.8%

The changing age composition of the state's population is the hallmark of these projections. The age pyramids that follow on pages 10 and 11 underscore this feature. The Baby Boom bulge, delineated on each graph by dashed lines labeled "born 1945" and "born 1965," is clearly visible as we compare the various age pyramids.

Households

A household includes all persons who live in a housing unit such as homes, apartments or even single rooms intended as separate living quarters. Households do not include group quarters such as dormitories, prisons, halfway houses or similar facilities containing ten or more unrelated people.

Wisconsin had 5,208,000 persons living in 2,085,000 households at the time of Census 2000 (156,000 persons lived in group quarters). The average Wisconsin household in 2000 had 2.50 persons.

The graying of Wisconsin's population will cause a steady decrease in household size during the next 30 years. It is projected that the average Wisconsin household size will decrease to 2.42 in 2010, 2.37 in 2020 and 2.33 in 2030.

Table 5 shows the projected number of households, household population and household sizes at five-year intervals from 2000-2030:

Table 5: Wisconsin Households, Household Populations and Average Household Sizes, 2000-2030

	Census <u>2000</u>	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>
Total Households	2,084,556	2,190,210	2,303,238	2,406,798	2,506,932	2,592,462	2,667,688
Population	5,207,757	5,396,007	5,577,432	5,755,617	5,931,092	6,085,014	6,210,262
Average Size	2.50	2.46	2.42	2.39	2.37	2.35	2.33

The typical Wisconsin householder (the person in whose name the housing unit is owned or rented) will become older during the next 30 years. For example, 448,000 persons age 65 years and over were householders in 2000. In 2030, that figure increases by 89.8 percent to 851,000, as demonstrated in Table 6.

Table 6: Wisconsin Householders by Age Group, 2000-2030

Age	Census <u>2000</u>	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>
15-24	121,093	128,503	129,064	123,463	120,047	123,333	128,035
25-34	349,975	344,097	374,758	399,602	399,617	381,339	369,500
35-44	477,158	448,260	401,643	394,124	428,751	457,466	457,551
45-54	419,359	477,255	501,415	470,012	420,603	413,275	449,888
55-64	268,480	333,694	409,448	465,590	488,856	458,721	411,256
65-74	223,019	221,611	248,401	309,807	380,389	434,201	457,130
75-84	170,189	174,129	168,896	170,365	194,006	245,621	303,285
85 & over	55,283	62,661	69,613	73,835	74,663	78,506	91,043
Total	2,084,556	2,190,210	2,303,238	2,406,798	2,506,932	2,592,462	2,667,688

Wisconsin Population Projections by Age Groups, All Persons

<u>Age Group</u>	<u>Census 2000</u>	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>	<u>30 yr. Change</u>
0-4	342,340	352,940	364,254	380,502	390,504	391,299	390,129	14.0%
5-9	379,484	356,930	362,844	373,657	389,192	399,276	399,855	5.4%
10-14	403,074	395,216	368,184	373,454	384,625	400,563	410,751	1.9%
15-19	407,195	417,133	408,864	379,069	384,918	397,444	413,332	1.5%
20-24	357,292	401,974	411,599	402,914	373,652	379,515	391,294	9.5%
25-29	333,913	353,181	396,825	405,487	397,042	367,862	373,546	11.9%
30-34	372,255	341,098	360,325	404,085	413,121	403,830	374,276	0.5%
35-39	435,264	382,304	349,940	369,001	413,684	422,320	413,342	-5.0%
40-44	440,292	440,784	386,851	353,270	372,446	417,621	426,608	-3.1%
45-49	397,699	440,677	440,998	386,200	352,817	372,046	417,313	4.9%
50-54	334,613	393,742	436,352	435,942	382,037	349,079	368,288	10.1%
55-59	252,742	326,592	384,537	425,625	425,737	373,258	341,369	35.1%
60-64	204,999	242,063	313,271	368,618	408,744	409,328	359,436	75.3%
65-69	182,119	190,125	224,943	291,061	343,352	381,534	383,014	110.3%
70-74	173,188	162,937	170,692	202,243	262,634	310,834	346,575	100.1%
75-79	146,675	146,254	138,355	145,440	173,395	226,290	269,204	83.5%
80-84	104,946	111,489	111,969	106,713	113,250	136,219	179,114	70.7%
85-89	62,304	68,003	73,557	74,835	72,465	77,972	95,025	52.5%
90-94	25,590	30,713	34,728	38,478	40,064	39,692	43,660	70.6%
95-99	6,737	8,498	10,732	12,596	14,443	15,530	15,937	136.6%
100 & over	994	1,243	1,650	2,196	2,756	3,355	3,855	287.8%
Totals	5,363,715	5,563,896	5,751,470	5,931,386	6,110,878	6,274,867	6,415,923	19.6%

Wisconsin Population Projections by Broad Age Groups, All Persons

<u>Age Group</u>	<u>Census 2000</u>	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>	<u>30 yr. Change</u>
0-4	342,340	352,940	364,254	380,502	390,504	391,299	390,129	14.0%
5-17	1,026,416	1,001,116	970,336	972,561	1,001,971	1,030,823	1,054,728	2.8%
18-24	520,629	570,137	581,155	556,533	530,416	545,975	560,504	7.7%
25-44	1,581,724	1,517,367	1,493,941	1,531,843	1,596,293	1,611,633	1,587,772	0.4%
45-64	1,190,053	1,403,074	1,575,158	1,616,385	1,569,335	1,503,711	1,486,406	24.9%
65-84	606,928	610,805	645,959	745,457	892,631	1,054,877	1,177,907	94.1%
85 & over	95,625	108,457	120,667	128,105	129,728	136,549	158,477	65.7%
0-17	1,368,756	1,354,056	1,334,590	1,353,063	1,392,475	1,422,122	1,444,857	5.6%
18-64	3,292,406	3,490,578	3,650,254	3,704,761	3,696,044	3,661,319	3,634,682	10.4%
65 & over	702,553	719,262	766,626	873,562	1,022,359	1,191,426	1,336,384	90.2%

Note: Based on the Census 2000 Count Question Resolution program, 40 residents were added to the state. 34 were allocated to ages 25-44 and 6 to ages 45-64.

Wisconsin Population Projections, Components of Change by 5-Year Intervals

	<u>2000-05</u>	<u>2005-10</u>	<u>2010-15</u>	<u>2015-20</u>	<u>2020-25</u>	<u>2025-30</u>	<u>Total</u>
Total Births	349,029	362,776	379,743	388,440	389,118	387,929	2,257,035
Total Deaths	233,166	241,527	251,610	263,373	279,209	299,606	1,568,491
Natural Increase (births minus deaths)	115,863	121,249	128,133	125,067	109,909	88,323	688,544
Net Migration	84,318	66,325	51,783	54,425	54,080	52,733	363,664
Total Change	200,181	187,574	179,916	179,492	163,989	141,056	1,052,208

Wisconsin Population Projections by Broad Age Groups, All Males

<u>Age Group</u>	<u>Census 2000</u>	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>
0-4	175,041	180,244	186,000	194,263	199,453	199,869	199,289
5-17	526,664	512,636	495,850	496,131	510,877	525,575	537,857
18-24	265,664	292,206	297,953	284,940	270,976	278,575	285,769
25-44	797,529	770,360	764,380	786,335	820,087	828,018	815,015
45-64	592,653	701,587	789,451	812,652	792,285	763,985	761,469
65-84	264,259	270,362	291,169	343,165	416,590	494,455	551,904
85 & over	27,251	32,099	37,204	41,012	42,477	45,883	54,448
0-17	701,705	692,880	681,850	690,394	710,330	725,444	737,146
18-64	1,655,846	1,764,153	1,851,784	1,883,927	1,883,348	1,870,578	1,862,253
65 & over	291,510	302,461	328,373	384,177	459,067	540,338	606,352

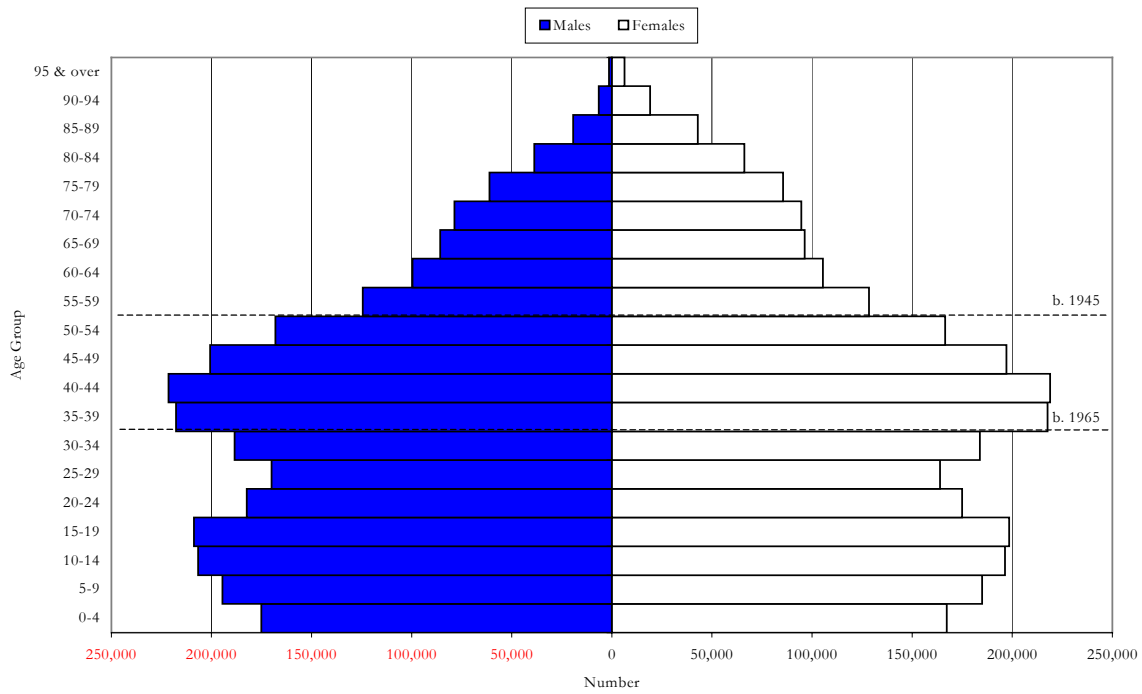
Note: Based on the Census 2000 Count Question Resolution program, 40 residents were added to the state. One-half of these were allocated to males, 17 to ages 25-44 and 3 to ages 45-64.

Wisconsin Population Projections by Broad Age Groups, All Females

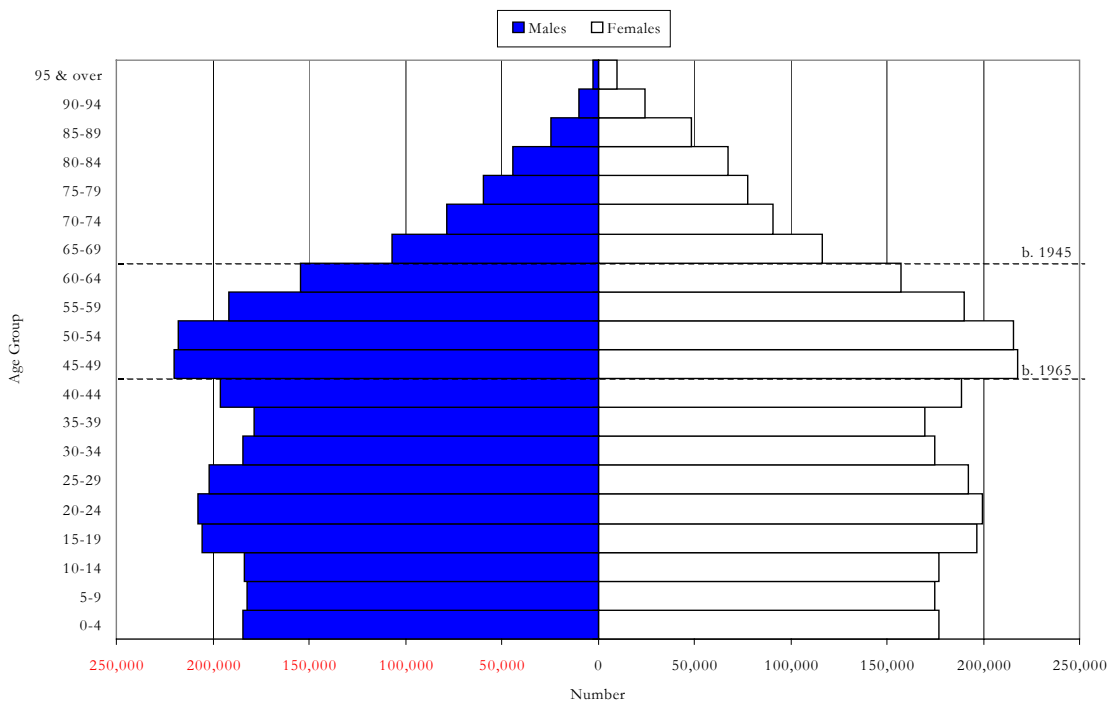
<u>Age Group</u>	<u>Census 2000</u>	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>
0-4	167,299	172,696	178,254	186,239	191,051	191,430	190,840
5-17	499,752	488,480	474,486	476,430	491,094	505,248	516,871
18-24	254,965	277,931	283,202	271,593	259,440	267,400	274,735
25-44	784,195	747,007	729,561	745,508	776,206	783,615	772,757
45-64	597,400	701,487	785,707	803,733	777,050	739,726	724,937
65-84	342,669	340,443	354,790	402,292	476,041	560,422	626,003
85 & over	68,374	76,358	83,463	87,093	87,251	90,666	104,029
0-17	667,051	661,176	652,740	662,669	682,145	696,678	707,711
18-64	1,636,560	1,726,425	1,798,470	1,820,834	1,812,696	1,790,741	1,772,429
65 & over	411,043	416,801	438,253	489,385	563,292	651,088	730,032

Note: Based on the Census 2000 Count Question Resolution program, 40 residents were added to the state. One-half of these were allocated to females, 17 to ages 25-44 and 3 to ages 45-64.

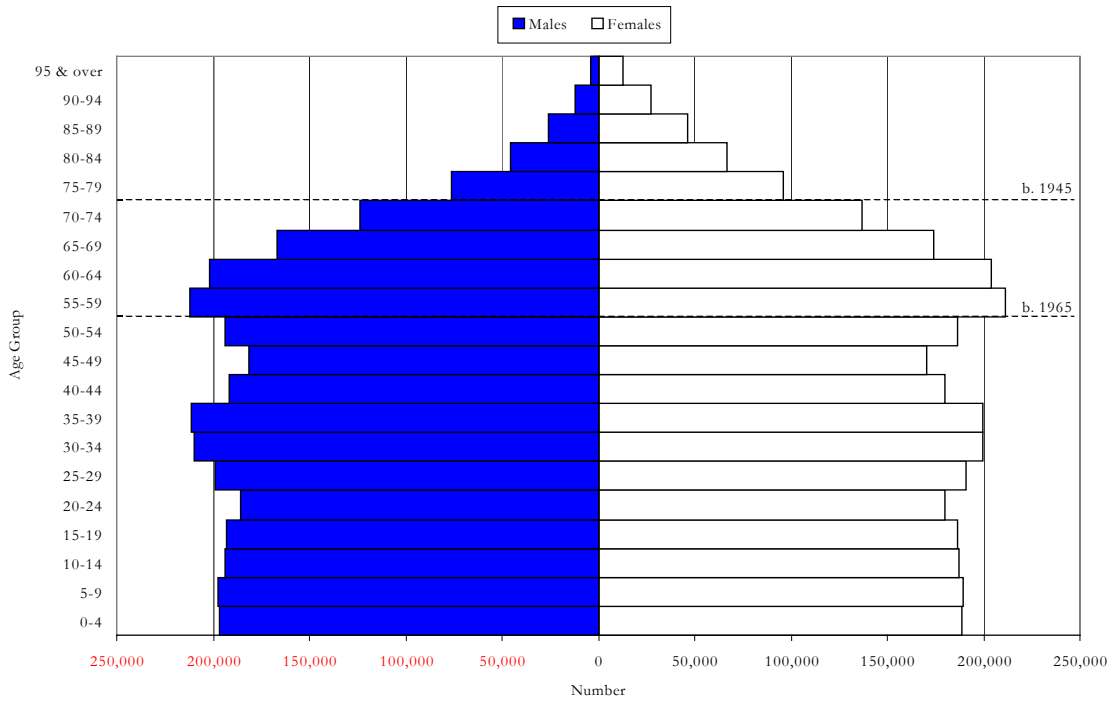
5-Year Age Group Pyramid by Sex, Wisconsin, 2000 Census



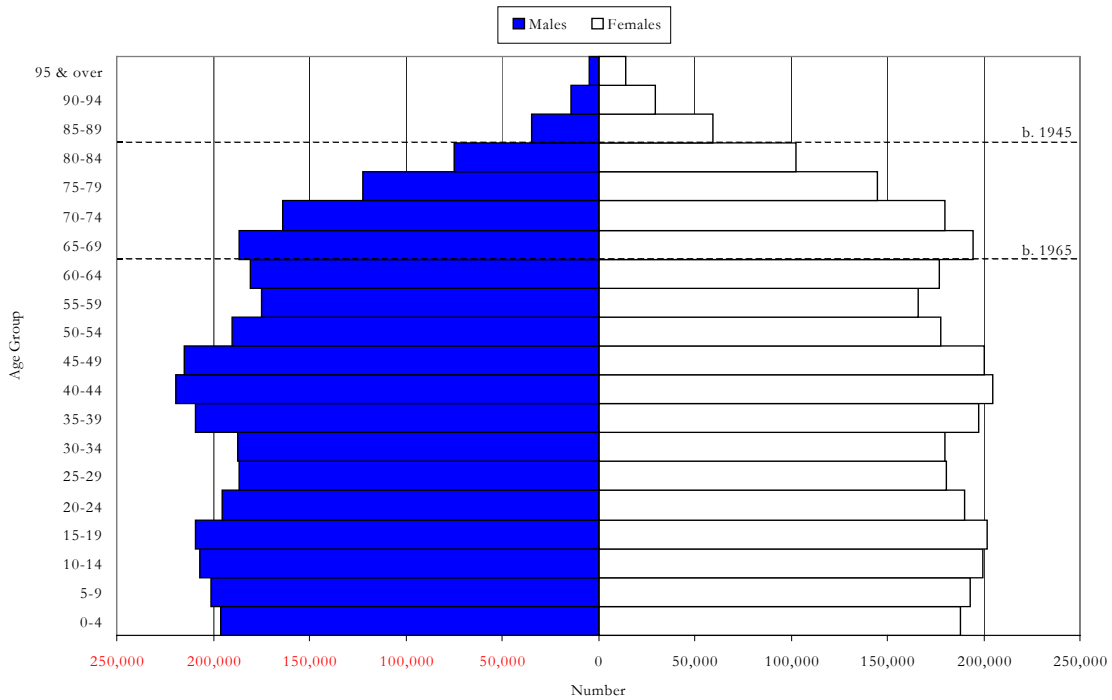
5-Year Age Group Pyramid by Sex, Wisconsin, 2010 Projection



5-Year Age Group Pyramid by Sex, Wisconsin, 2020 Projection



5-Year Age Group Pyramid by Sex, Wisconsin, 2030 Projection



Chapter 2

County-Level Population and Household Projections, 2000-2030

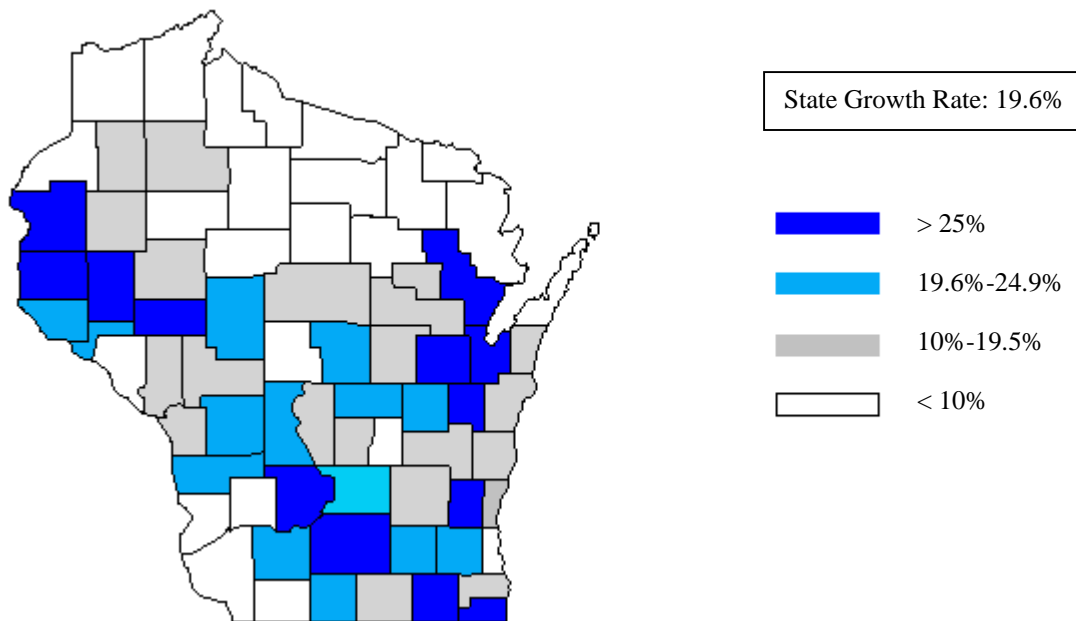
Patterns of Growth

Growth is projected to generally occur throughout Wisconsin through 2030. In fact, 70 of the state's 72 counties will experience population growth during the next three decades. Twenty-seven counties will grow faster than the state rate of 19.6 percent from 2000-2030.

Counties within or adjacent to major metropolitan areas will experience higher rates of population growth. High growth areas will tend to benefit from migrants drawn to the large economic engines of southeast Wisconsin, Madison, the Fox Valley, the Twin Cities and Chicago.

Smaller, non-metropolitan counties will experience the lowest growth rates. These counties tend to attract fewer migrants and have low (or even negative) rates of natural increase. Price County and Iron County will lose population due to negative natural increase (more deaths than births). Figure 3 demonstrates county growth patterns throughout Wisconsin during the period of 2000-2030.

Figure 3: Wisconsin County Growth Rates, 2000-2030



Fastest Growing and Largest Counties

St. Croix County is projected to grow by 67.9 percent during the period, easily outpacing the second fastest growing county, Calumet, at 45.1 percent. St. Croix County will also have the largest percentage increases during each of the three decades. During the 40-year period from 1990 to 2030, St. Croix County will more than double in size from 50,000 to 106,000. As shown in Table 7, both natural increase and in-migration will play significant roles in St. Croix County's growth.

Table 7: St. Croix County, Components of Population Change, 2000-2030

<u>Component</u>	<u>2000-2005</u>	<u>2005-2010</u>	<u>2010-2015</u>	<u>2015-2020</u>	<u>2020-2025</u>	<u>2025-2030</u>	<u>2000-2030</u>
County Births	4,809	5,004	5,674	6,218	6,525	6,654	34,884
County Deaths	<u>2,354</u>	<u>2,587</u>	<u>2,887</u>	<u>3,229</u>	<u>3,652</u>	<u>4,136</u>	18,845
Natural Increase (births minus deaths)	2,455	2,417	2,787	2,989	2,873	2,518	16,039
County Net Migration	<u>6,767</u>	<u>5,985</u>	<u>4,401</u>	<u>4,246</u>	<u>2,731</u>	<u>2,702</u>	26,832
County Total Change	9,222	8,402	7,188	7,235	5,604	5,220	42,871

Dane County will gain 153,000 residents during the 30-year period, the largest numeric increase among all counties. Dane County will also have the largest numeric increases during each of the three decades. It is expected that Dane County will exceed 500,000 residents around 2015.

Milwaukee County's population in 1970 was 1,054,000. The county lost population into the 1990s and at Census 2000 stood at 940,000 residents. However, Milwaukee County will reverse its losses and enjoy slow but steady population growth through 2030 due largely to projected gains in natural increase (Table 8). It will surpass the one million-population mark after 2015 and have 1,031,000 residents in 2030. Milwaukee County will remain Wisconsin's most populous county for the foreseeable future.

Table 8: Milwaukee County, Components of Population Change, 2000-2030

<u>Component</u>	<u>2000-2005</u>	<u>2005-2010</u>	<u>2010-2015</u>	<u>2015-2020</u>	<u>2020-2025</u>	<u>2025-2030</u>	<u>2000-2030</u>
County Births	75,010	76,987	77,068	74,364	71,437	69,663	444,529
County Deaths	<u>42,752</u>	<u>43,037</u>	<u>43,503</u>	<u>44,255</u>	<u>45,498</u>	<u>47,451</u>	266,496
Natural Increase (births minus deaths)	32,258	33,950	33,565	30,109	25,939	22,212	178,033
County Net Migration	<u>-15,944</u>	<u>-17,065</u>	<u>-12,959</u>	<u>-9,785</u>	<u>-18,826</u>	<u>-12,974</u>	-87,553
County Total Change	16,314	16,885	20,606	20,324	7,113	9,238	90,480

The ten fastest growing counties during the 30-year period will be St. Croix, Calumet, Dane, Outagamie, Kenosha, Brown, Washington, Walworth, Dunn and Sauk. Each county is proximate to metropolitan areas with significant economic strength and the availability of rural lands for suburban development. Table 9 shows population trends in these ten counties.

Table 9: Ten Fastest Growing Wisconsin Counties, 2000-2030

<u>County</u>	<u>Census 2000</u>	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>	<u>% Change 2000-2030</u>
St. Croix	63,155	72,377	80,779	87,967	95,202	100,806	106,026	67.9
Calumet	40,631	44,182	47,398	50,381	53,473	56,336	58,966	45.1
Dane	426,526	455,927	480,573	503,017	527,534	554,848	579,976	36.0
Outagamie	161,091	170,939	180,260	189,556	198,948	207,577	215,720	33.9
Kenosha	149,577	157,935	165,678	173,624	181,693	190,145	198,258	32.5
Brown	226,658	237,515	248,529	259,192	269,812	281,348	291,862	28.8
Washington	117,496	123,570	129,085	134,255	139,214	145,314	150,485	28.1
Walworth	92,013	96,182	100,634	106,588	111,237	113,506	117,833	28.1
Dunn	39,858	42,046	43,771	45,165	47,061	49,105	50,656	27.1
Sauk	55,225	58,121	60,930	63,520	65,821	68,208	70,185	27.1

Slowest Growing and Smallest Counties

Florence County will become Wisconsin's least populous county in 2030. Florence County's population will grow by only 3.7 percent from 2000-2030. Negative natural increase (more deaths than births) throughout the 30-year period and modest in-migration will account for Florence County's slow growth of 187 residents to 5,275, as shown in Table 10.

Table 10: Florence County, Components of Population Change, 2000-2030

Component	<u>2000-2005</u>	<u>2005-2010</u>	<u>2010-2015</u>	<u>2015-2020</u>	<u>2020-2025</u>	<u>2025-2030</u>	<u>2000-2030</u>
County Births	203	214	217	219	213	198	1,264
County Deaths	<u>296</u>	<u>308</u>	<u>331</u>	<u>354</u>	<u>375</u>	<u>403</u>	2,067
Natural Increase (births minus deaths)	-93	-94	-114	-135	-162	-205	-803
County Net Migration	<u>225</u>	<u>222</u>	<u>176</u>	<u>169</u>	<u>114</u>	<u>84</u>	990
County Total Change	132	128	62	34	-48	-121	187

By contrast, Menominee County—Wisconsin's current smallest county—will experience positive natural increase through 2025. Positive natural increase throughout the 30-year period and slight out-migration will account for Menominee County's significant growth of 816 residents to 5,378, as shown in Table 11.

Table 11: Menominee County, Components of Population Change, 2000-2030

Component	<u>2000-2005</u>	<u>2005-2010</u>	<u>2010-2015</u>	<u>2015-2020</u>	<u>2020-2025</u>	<u>2025-2030</u>	<u>2000-2030</u>
County Births	492	498	499	465	411	356	2,721
County Deaths	<u>-230</u>	<u>-254</u>	<u>-285</u>	<u>-319</u>	<u>-357</u>	<u>-393</u>	-1,838
Natural Increase (births minus deaths)	262	244	214	146	54	-37	883
County Net Migration	<u>-68</u>	<u>-22</u>	<u>29</u>	<u>15</u>	<u>-10</u>	<u>-11</u>	-67
County Total Change	194	222	243	161	44	-48	816

The ten slowest growing counties during the 30-year period will be Price, Iron, Rusk, Marinette, Forest, Florence, Wood, Green Lake, Lafayette and Door. These counties are typically located in rural areas and geographically removed from large economic centers. Table 12 shows population trends in these ten counties.

Table 12: Ten Slowest Growing Wisconsin Counties, 2000-2030

County	Census							% Change <u>2000-2030</u>
	<u>2000</u>	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>	
Price	15,822	15,797	15,831	15,791	15,728	15,464	15,059	-4.8
Iron	6,861	6,841	6,830	6,785	6,719	6,684	6,554	-4.5
Rusk	15,347	15,564	15,854	15,996	16,124	15,944	15,634	1.9
Marinette	43,384	43,875	44,557	45,024	45,251	45,193	44,710	3.1
Forest	10,024	10,182	10,350	10,448	10,465	10,482	10,368	3.4
Florence	5,088	5,220	5,348	5,410	5,444	5,396	5,275	3.7
Wood	75,555	76,420	77,455	78,393	79,072	79,026	78,547	4.0
Green Lake	19,105	19,321	19,666	19,913	20,064	20,032	19,877	4.0
Lafayette	16,137	16,213	16,401	16,631	16,844	16,911	16,874	4.6
Door	27,961	29,023	30,112	30,645	30,800	30,218	29,241	4.6

Average Household Size for Counties

The average household size is projected to decline in all of Wisconsin's counties between 2000 and 2030. The average decline will be -0.22, with Menominee County experiencing the greatest decline and Clark County the least.

In 2000, Menominee County had the highest average household size at 3.35 persons per household. By 2030, Clark County is projected to have the highest average household size in the state with Menominee County slipping to fourth.

Suburban counties such as Calumet, St. Croix and Washington had the highest household sizes in 2000. One of the major causes of household size decline is that the elderly will become a greater proportion of the total throughout the time period. Three counties—Door, Florence and Iron—are projected to have average household sizes below 2.00 by 2030.

Table 13: Counties with Highest Household Sizes, 2000-2030

<u>County</u>	<u>Census 2000</u>	<u>County</u>	<u>2030</u>
Menominee	3.35	Clark	2.68
Clark	2.73	Calumet	2.51
Calumet	2.70	Waukesha	2.48
St. Croix	2.66	Menominee	2.44
Washington	2.65	Vernon	2.44

Chapter 3

Municipal-Level Population and Household Projections, 2000-2025

Between 2000 and 2025, it is projected that Wisconsin will add over 911,000 residents, an increase of 17 percent. Wisconsin is expected to add nearly 508,000 households during this period. The distribution of population and households will vary by region and community type.

Population Change in Cities, Villages and Towns

In 2000, the population of Wisconsin's cities totaled 3,011,000. In 2025, the cities' population is projected to be 3,399,000, an increase of 12.9 percent. The population of towns is projected to increase by 338,000, or 20.7 percent, during the same period. However, villages are expected to grow the fastest from 719,000 in 2000 to 904,000 in 2025 for an increase of 25.8 percent, as shown in Table 14.

Table 14: Projected Change in the Total Population by Type of Community: 2000-2025

<u>Community Type</u>	<u>Census 2000</u>	<u>2025</u>	<u>Numeric Change</u>	<u>Percent Change</u>
Cities	3,011,022	3,399,073	388,051	12.9
Towns	1,634,023	1,972,034	338,011	20.7
Villages	<u>718,670</u>	<u>903,760</u>	<u>185,090</u>	25.8
Total	5,363,715	6,274,867	911,152	17.0

Concurrent with different growth rates among the communities is a slight overall redistribution of population among community types. In 2000, cities made up over 56 percent of the state's total population; towns were 30.5 percent, and villages constituted 13.4 percent. By 2025, the cities' share is expected to decline to 54.2 percent while towns and villages are expected to increase their shares to 31.4 and 14.4 percent respectively (see Table 15). Taken together, the incorporated places' (cities and villages) share of the state's total population is expected to decline from 69.5 percent in 2000 to 68.6 percent by 2025.

Table 15: Proportion of the Total Population by Type of Community: 2000-2025

<u>Community Type</u>	<u>Census 2000</u>	<u>2025</u>	<u>Change</u>
Cities	56.1%	54.2%	-2.0%
Towns	30.5%	31.4%	1.0%
Villages	13.4%	14.4%	1.0%

Population Change by Community Size

The distribution of projected population change also varies by community size. Communities of less than 500 persons (at Census 2000) are expected to experience the slowest growth from 2000 to 2025 at 6.3 percent. The group of communities ranging in size from 5,000 to 9,999 is expected to experience the fastest overall growth rate at 28.6 percent. In general, communities under 1,000 persons are projected to show the slowest growth rates over time, as shown in Table 16.

Table 16: Projected Population of Wisconsin's Communities by Size: 2000-2025

<u>Community Size</u>	<u>Census 2000</u>	<u>2025</u>	<u>Numeric Change</u>	<u>Percent Change</u>
0-499	123,939	131,767	7,828	6.3
500-999	445,565	504,928	59,363	13.3
1,000-2,499	793,014	941,796	148,782	18.8
2,500-4,999	554,023	675,992	121,969	22.0
5,000-9,999	602,337	774,347	172,010	28.6
10,000+	<u>2,844,837</u>	<u>3,246,037</u>	<u>401,200</u>	14.1
Total	5,363,715	6,274,867	911,152	17.0

Wisconsin's smallest communities (0-499) constituted only 2.3 percent of the state's total population, while our largest communities (10,000+) made up just over 53 percent. Each group's proportion of the state population is expected to decline slightly over the next 25 years. Medium sized communities are expected to gain the largest share of Wisconsin's projected growth. The proportion of the state's population in the 5,000-9,999 category is expected to increase from 11.2 percent in 2000 to 12.3 percent in 2025.

The Five Largest Communities

In total, Wisconsin's five largest communities (Milwaukee, Madison, Green Bay, Kenosha and Racine) had 1,080,000 people at Census 2000 (Table 17). Together they are expected to steadily increase to 1,173,000 by 2025. However, the distribution of growth between these communities differs significantly. The City of Madison is projected to grow from 208,000 in 2000 to 255,000 in 2025, an increase of nearly 23 percent. In contrast, the City of Racine will show a slow decline from 82,000 persons in 2000 to 76,000 in 2025, a loss of 7 percent.

Table 17: Projected Population of Wisconsin's Largest Cities: 2000-2025

<u>Community Size</u>	<u>Census 2000</u>	<u>2025</u>	<u>Numeric Change</u>	<u>Percent Change</u>
Milwaukee	596,974	622,739	25,765	4.3
Madison	208,054	255,391	47,337	22.8
Green Bay	102,767	107,739	4,972	4.8
Kenosha	90,352	111,192	20,840	23.1
Racine	<u>81,855</u>	<u>76,051</u>	<u>-5,804</u>	-7.1
Total	1,080,002	1,173,111	93,109	8.6

The City of Milwaukee has experienced population decline for decades. However, the projections show an increase from 597,000 in 2000 to 623,000 in 2025. Natural increase (births minus deaths) and in-migration by the Hispanic population account for much of the expected increase. It is important to note that in 1970 the City of Milwaukee had 717,000 people and as recently as 1990 stood at 628,000. Therefore, the 2025 population for the City of Milwaukee will still be lower than that of the 1990 Census.

Household Growth by Type of Municipality

Between 2000 and 2025, the number of households in Wisconsin is expected to increase by 508,000. In percentage terms, households will increase faster than the total population. The overall population growth is expected to be 17 percent from 2000-2025 while the expected growth in households is projected to be over 24 percent. The major reason for the disparity is that household *size* should continue to decline due to an increase in the number of persons living alone and an aging population.

Just like population growth, the change in households is not uniform across the state or by type of municipality. The pattern of growth of households follows population. Through the 2000-2025 period, it is expected that the percentage change in households will be greatest in villages, followed closely by towns and cities a distant third. Numerically, cities are expected to show an increase of 235,000 households during this time, followed by 179,000 in towns and 94,000 in villages (Table 18).

Table 18: Number of Households by Type of Community: 2000-2025

<u>Community Size</u>	<u>Census 2000</u>	<u>2025</u>	<u>Numeric Change</u>	<u>Percent Change</u>
Cities	1,203,968	1,438,707	234,739	19.5
Towns	599,826	779,289	179,463	29.9
Villages	<u>280,762</u>	<u>374,466</u>	<u>93,704</u>	33.4
Total	2,084,556	2,592,462	507,906	24.4

Just as Wisconsin population will shift between community types, the proportion of households will shift as well. Table 19 shows the projected proportion of households within Wisconsin's cities will decline by 2.3 percent while towns and villages will increase by 1.3 and 1.0 percentage points respectively. Although such shifts are not large, it does point to the fact that the expected growth in smaller places will outpace the growth in cities.

Table 19: Proportion of the Total Households by Type of Community: 2000-2025

<u>Community Type</u>	<u>Census 2000</u>	<u>2025</u>	<u>Percent Change</u>
Cities	57.76	55.50	-2.3
Towns	28.77	30.06	1.3
Villages	13.47	14.44	1.0

Household Change by Community Size

Communities within the 5,000-9,999 population range are expected to show the fastest growth in households during the 2000-2025 period at 36 percent, followed by an increase of 31 percent in the 2,500 to 4,999 group. The smallest communities are expected to show the smallest growth in households at 16 percent. Because of the sheer size of the population, Wisconsin's largest communities are expected to have the largest numerical increase (233,000 households) during this time (Table 20).

Table 20: Projected Number of Households in Wisconsin by Community Size: 2000-2025

<u>Community Size</u>	<u>Census 2000</u>	<u>2025</u>	<u>Numeric Change</u>	<u>Percent Change</u>
0-499	48,988	56,900	7,912	16.2
500-999	166,614	205,044	38,430	23.1
1,000-2,499	299,349	381,412	82,063	27.4
2,500-4,999	210,443	274,773	64,330	30.6
5,000-9,999	229,964	312,282	82,318	35.8
10,000+	<u>1,129,198</u>	<u>1,362,051</u>	<u>232,853</u>	20.6
Total	2,084,556	2,592,462	507,906	24.4

Household Change in Wisconsin's Largest Cities

Wisconsin's five largest cities are expected to show an overall 14.8 percent increase in the number of households during the 2000-2025 period (Table 21). Just as the City of Milwaukee is expected to show a modest increase in population, its household growth is expected to show a relatively modest increase of 24,000, or 10.1 percent. The City of Kenosha is expected to show the fastest growth of households at 31.1 percent followed closely by the City of Madison at 27.6 percent. Racine is expected to show a modest decline over the period of just over 2 percent, similar to its projected population trend.

<u>Community</u>	<u>Census 2000</u>	<u>2025</u>	<u>Numeric Change</u>	<u>Percent Change</u>
Milwaukee	232,188	255,693	23,505	10.1
Madison	89,019	113,565	24,546	27.6
Green Bay	41,591	46,774	5,183	12.5
Kenosha	34,411	45,095	10,684	31.1
Racine	<u>31,449</u>	<u>30,787</u>	<u>-662</u>	-2.1
Total	428,658	491,914	63,256	14.8

Distribution of Projected Population Growth in Wisconsin

At the municipal level, the distribution of projected population change varies around the state (Figure 4). Such variation may be caused by transportation links that affect commuting patterns, the proximity to large metropolitan areas and the jobs they contain, and the major economic activity in an area such as agriculture. In addition, population change can be affected by demographic trends such as changes in fertility, mortality and age structure of the population.

The Twin Cities metropolitan area affects much of the growth in western Wisconsin. Communities there are attractive to younger working age families. Many communities in St. Croix and Polk counties are expecting significant growth between 2000 and 2025. This high growth area extends into Dunn, Chippewa and Eau Claire counties. Major highway links provide shorter commutes for workers and encourage growth along their corridors.

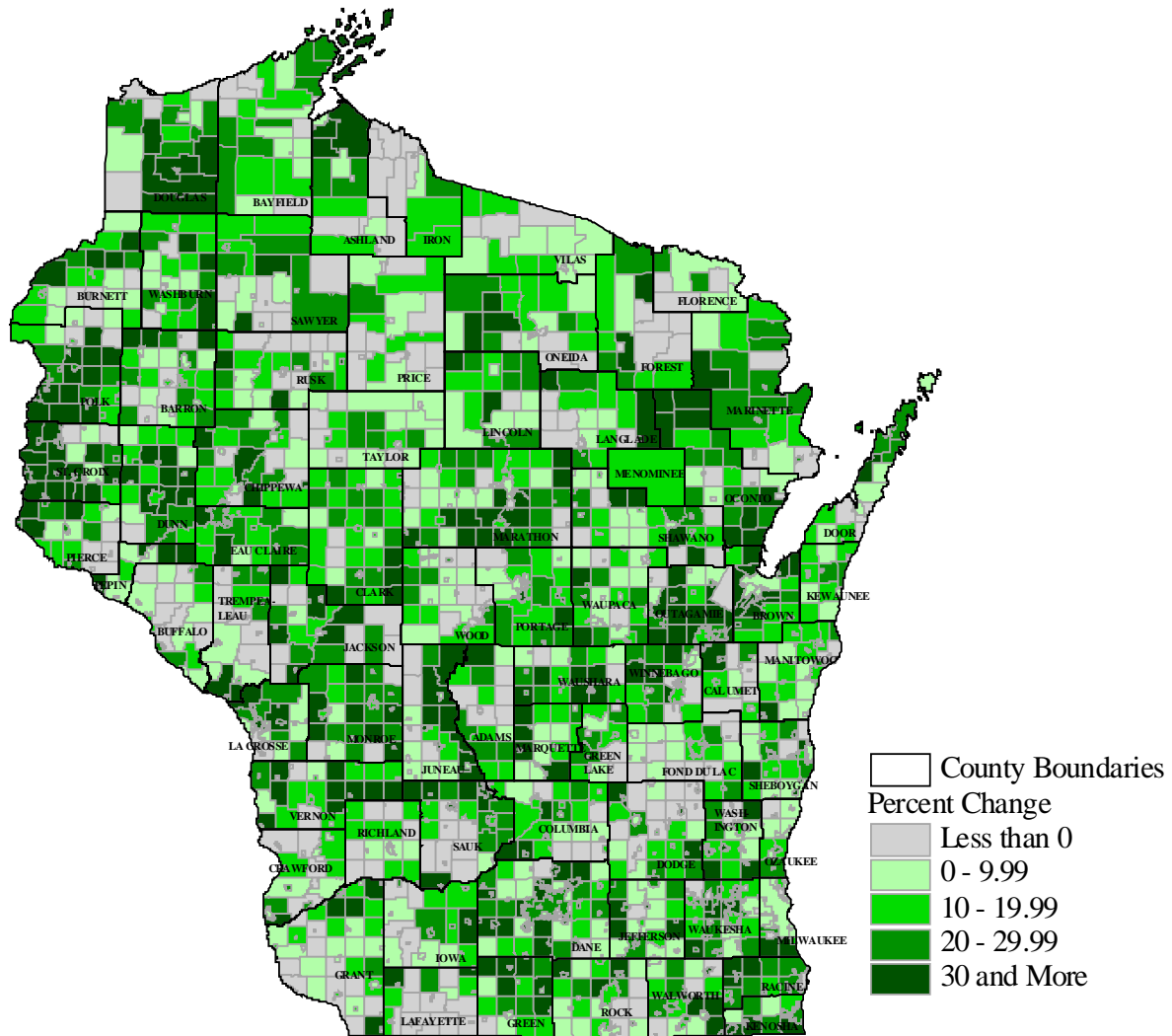
Much of the projected population change in southwestern and central Wisconsin is generally slower than that of other parts of the state; however, there are exceptions. Communities near La Crosse and some along the Wisconsin River—especially those in Juneau and Adams counties—are expected to show relatively strong growth during the period. In Juneau County, some of its growth will result from retirees locating along the Wisconsin River. Again, communities located on major highways are projected to grow faster than many communities that are some distance away. Much of this part of the state is dominated by agriculture and many communities are expected to show a modest decline or growth. The exceptions are those communities where Amish have migrated from other states in recent years.

In northeastern Wisconsin, communities in the Fox Valley are expected to show relatively strong growth over the

next couple of decades. In contrast, communities in Florence and Forest counties are expected to be among the slowest growing in the region. Communities along major transportation links such as Highway 10 between Stevens Point and Appleton are expected to attract a significant number of new residents.

South-central and southeastern Wisconsin contain the state's largest communities including Milwaukee, Madison, Kenosha and Racine. Significant population growth is expected in suburban communities surrounding the cities of Madison and Milwaukee. In the case of Milwaukee, communities located in Ozaukee, Washington and Waukesha counties are projected to show significant growth during this time. Also, communities in Kenosha and Walworth counties are expected to grow rapidly because of the influence of the Chicago metropolitan area. Slower growth communities can be found between Madison and Fond du Lac and typically are heavily dependent on agriculture.

Figure 4: Projected Percent Population Change in Wisconsin Communities: 2000-2025



Source: Wisconsin Dept. of Administration

Appendix

Directory of Data Available On-Line

The following Microsoft® Excel and Adobe® Acrobat files supporting the state, county and municipal projections are available on-line at www.doa.state.wi.us.

Population Projections

State

Population Projections for Wisconsin by Age and Sex: 2000–2030

[Microsoft® Excel](#)

[Adobe® Acrobat](#)

Single Year Population Projections for Wisconsin by Age and Sex: 2000–2015

[Microsoft® Excel](#)

[Adobe® Acrobat](#)

County

Population Projections for Wisconsin Counties by Age and Sex: 2000–2030

[Microsoft® Excel](#)

[Adobe® Acrobat](#)

Population Projections for Wisconsin Counties by Sex: 2000–2030

[Microsoft® Excel](#)

[Adobe® Acrobat](#)

Population Projections for Wisconsin Counties by Components of Change: 2000–2030

[Microsoft® Excel](#)

[Adobe® Acrobat](#)

Municipal

Population Projections for Wisconsin Municipalities: 2000–2025

[Microsoft® Excel](#)

[Adobe® Acrobat](#)

Household Projections

Household Projections for Wisconsin Counties by Age: 2000–2030

[Microsoft® Excel](#)

[Adobe® Acrobat](#)

Comparison of Population and Household Projections for Wisconsin Counties: 2000–2030

[Microsoft® Excel](#)

[Adobe® Acrobat](#)

Household Projections for Wisconsin Municipalities: 2000–2025

[Microsoft® Excel](#)

[Adobe® Acrobat](#)

Directory of Projections Methodologies Available On-Line

The following methodologies supporting the state, county and municipal projections are available on-line at www.doa.state.wi.us:

Final Population Projections for Wisconsin Counties by Age and Sex: 2000–2030 [Adobe® PDF](#)
Final Single Year of Age and Sex Population Projections for Wisconsin: 2000–2015 [Adobe® PDF](#)
Final Population Projections for Wisconsin Municipalities: 2000–2025 [Adobe® PDF](#)
Final Household Projections for Wisconsin Counties by Age: 2000–2030 [Adobe® PDF](#)
Final Household Projections for Wisconsin Municipalities: 2000–2025 [Adobe® PDF](#)

Evaluation of the State and County Population Projections Issued in 1993

Following the 1990 Census, the Demographic Services Center prepared several projections series from 1990 forward in time for a twenty- to thirty-year horizon. The release of Census 2000 data has permitted us to evaluate the performance of these projections for the 1990–2000 period.

Projections of births and deaths for the 1990s were extremely accurate. The actual number of births tallied at 689,394 compared to the projected number of 690,095, a percentage difference of 0.1 percent. The actual and projected tallies of deaths were 447,346 and 445,043, respectively, resulting in a percentage difference of -0.5 percent.

The overall error in the total state projection for 1990–2000, -1.4 percent, occurred essentially in projecting the migration component. The actual net gain to Wisconsin through migration amounted to 227,555, compared to the projected gain of 153,307 persons. The migration component is the most elusive in attempting any future population scenario.

Evaluating the projections by age groups, we found that they were off by not more than two percent in most cases. (In the 1993 series, the ultimate age group was 90 and over; hence, the total number of age-sex cohorts was 38. Twenty-five were within two percent.) Our rate of difference for males (-2.1 percent) was higher than that for females (-0.7 percent), largely due to the unexpected in-migration of Hispanics—predominated by males—during the 1990s. The greatest percentage under-projection occurred in the ages 30–54, more so in males than females (again, mostly attributable to Hispanic in-migration). In addition, elderly males were under-projected because of less out-migration than expected and a marked improvement in male survival rates during the decade.

At the county level, several common measures of performance are 1) Mean Algebraic Percent Error (MALPE), a measure of bias (i.e., positive or negative), 2) Mean Absolute Percent Error (MAPE), a measure of accuracy (i.e., how close the projections came to the actual results, disregarding direction) and 3) over-projection versus under-projection. At 2000, our 1993 county projections exhibited these results:

- Mean Algebraic Percent Error (MALPE): -3.6%
- Mean Absolute Percent Error (MAPE): 4.4%
- Counties under-projected: 59; counties over-projected: 13

In other words, the 1993 county projections for the year 2000 were on average 3.6% low and, on average, 4.4% off from the actual Census 2000 counts. The imbalance of counties under-projected and over-projected is actually positive; the under-projections were relatively consistent across geographic sub-areas of the state. Research in the 1980s (looking at multiple states that prepared their own population projections) indicated that MAPEs for counties ranged generally from 8 to 14% for a 10-year time horizon.

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