Wisconsin's Future Population

Projections for the State, Its Counties and Municipalities, 2010 - 2040

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Wisconsin Department of Administration
Demographic Services Center

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Highlights

State Projections, 2010 - 2040

- ✓ Wisconsin's population in 2040 is projected to be nearly 6,500,000, a gain of more than 800,000 people, or 14 percent, from 2010.

- ✓ Each decade will be marked by specific demographic patterns:

    - 2010 – 2020:
      --Net migration, after being slightly negative in the first five years, returns to a strong net gain in the latter half of the decade, matching the state's pattern of the 1990s.
      --Births remain well ahead of deaths, providing a solid component of natural increase to the state's population, accounting for more than two-thirds of the decade's gain.
      --The total population will grow more than 315,000, nearly equaling the 2000-2010 numeric growth of 323,000.

    - 2020 – 2030:
      --Net migration will continue to be strongly positive, producing nearly one-half of the decade's increase in population.
      --The leading edge of the Baby Boom reaches age 80 in mid-decade. Even with improvements in life expectancy, the size of the "Boomer" cohort will lead to an inevitable increase in deaths. While the number of births will still grow, it will not keep pace with the rise in deaths, thus leading to a reduction in the natural increase component.
      --The total population will grow more than 370,000, the largest decadal change since the 1990s.

    - 2030 – 2040:
      --Deaths among the Boomers will continue to rise. The number of births will increase only slightly. Natural increase, while remaining positive, will decelerate rapidly.
      --Net migration is expected to also lose pace after 15 years of strong growth.
      --The total population will grow by 115,000 for the decade.

- ✓ Across the full 30 years:

    - The preschool- and school-aged populations—ages 0 through 17—will decrease slightly from 1,339,500 in 2010 to 1,311,500 in 2015, then grow steadily to a peak of 1,390,000 in 2035. At 1,381,000 in 2040, this age group will have a net gain of 3.1 percent from the beginning to the end of the projection period.

    - The school-aged population alone—ages 5 through 17—will follow a similar pattern: decline from 981,000 in 2010 to 962,500 in 2015, then a gradual increase to 1,012,500 at 2035. At 1,007,500 in 2040, the net

gain across the 30 years will be 2.7 percent.

- The traditional working-age population—ages 18 through 64—will rise modestly from 3,570,000 in 2010 to 3,603,000 in 2020, then begin a slow decline during the 2020s and 2030s to 3,575,000 in 2040, resulting in a 0.1 percent increase across time.

- The elderly population—age 65 and over—will increase rapidly in every five-year interval, from 777,500 in 2010 to 1,535,500 in 2040, nearly doubling in 30 years.

- The very elderly population—age 85 and over—will rise steadily from 118,500 in 2010 to 145,500 in 2025, then nearly double to 283,500 in the following fifteen years. From 2010 to 2040, this age group will increase 140 percent.

- The state's population of centenarians is expected to increase from approximately 1,200 in 2010 to 3,800 in 2040.

- The shares of three broad age groups will change across the 30-year time span in this manner:
  --Ages 0-17: from 23% in 2010 to 21% in 2040
  --Ages 18-64: from 63% in 2010 to 55% in 2040
  --Ages 65 & over: from 14% in 2010 to 24% in 2040

- The state's median age is projected to rise from 38.4 years in 2010 to 42.4 in 2040. In comparison, the Census Bureau projects the national median will rise from 37.7 to 40.4 years across the same period.

- Life expectancy at birth will rise from 77.3 years at 2010 to 81.5 years in 2040 for males and from 82.0 years at 2010 to 85.7 years in 2040 for females. Wisconsin's life expectancies will continue to outpace those predicted for the national population.

County Projections, 2010 - 2040

- ✓ Across the entire 30-year period, 57 of Wisconsin's 72 counties are projected to increase in population. Of these, 25 are expected to exceed the state's growth rate of 14.1% from 2010 to 2040.

- ✓ As the population ages, more Wisconsin counties are projected to move from the condition of natural increase (more births than deaths) to natural decrease (more deaths than births). The projections indicate that, while 18 counties experienced natural decrease in the 2000s, the number will rise to 29 in the 2010s, 33 in the 2020s, and 45 in the 2030s.

- ✓ As the state's net migration flow improves in future years, counties with positive gains in migrants are projected to increase from 49 in the 2000s to 64 in the 2010s and 69 in the 2020s. As net migration slows again in the 2030s, 54 counties will still have positive in-migration.

- ✓ Saint Croix County is projected to be the top percentage gainer —41 percent— in the state. Dane County is predicted to be the top numeric gainer—adding almost 119,000 people—over 30 years.

- ✓ Buoyed by strong natural increase, Milwaukee County's population is expected to grow over time and exceed 1 million around 2035. It share of the state's total will remain close to its current ratio of 1 in 6 residents.

Municipal Projections, 2013 – 2040[1]

- ✓ Of the state's 1,852 current municipalities, 1,300 (70%) are projected to gain population through 2040 and approximately 540 (29%) are projected to lose population. (The balance are expected to have the same population at 2040 as at 2010.)

- ✓ In aggregate, cities will contain the largest number and share of state residents at 2040 (3.5 million, 54%). Villages are predicted to experience a greater percentage growth than cities and towns over the 27-year period, of 22%, and will have approximately 1.1 million inhabitants at 2040. Towns are projected to have 1.9 million residents, an increase of 14% from 2013, but their share of the state's population will remain at 29%.

- ✓ The state's largest city, Milwaukee, is projected to gradually gain population and reach a total of 627,400 in 2040. The second largest city, Madison, is projected to have the largest numeric gain over 27 years—43,150—to reach 281,150 in 2040.

- ✓ Kenosha is projected to gain enough residents by 2020 to supplant Green Bay as the state's third largest city. In addition, Waukesha is predicted to surpass both Appleton and Racine to become the fifth largest city at 2030.

[1] The state and county projections use the 2010 Census as their "point of departure" for calculating into the future. The municipal projections use the most recent Demographic Services Center's estimates as their basis. Additional descriptions of the methodologies and their differences are explained in a separate document.

Assumptions of the Projections

The projections that Demographic Services Center has produced over the past 40 are referred to as "baseline projections." That is, the predictions of the population of the state and its constituent areas are based on the primary assumption that past demographic and economic patterns, on a large scale, will hold true into the future.

This baseline framework guides our thinking in specific ways. For example, it is presumed that there will be no substantial shifts in the state's economy (e.g., the emergence of extensive extractive industries, such as oil or gas, which would change the patterns of in- and out-migration) or natural or man-made disasters that would greatly affect the populace. As another example, if it is noted that the working-age population of a county is declining over time, no attempt is made to maintain a certain ratio of potential workers to children and retirees.

Population projections are not a statement of what **will** happen, but an inference of what **might** happen, IF past patterns and probable future trends hold true.

The specific projections model that Demographic Services uses for the state and its counties is patterned upon the cohort-component method. This methodology takes a base period experience of fertility, mortality and migration (for this release, the 2000 – 2010 intercensal period) and modifies the age- and sex-specific rates for each of these components, based on indicators provided by federal sources, going forward into the future. In other words, a basic assumption is that "As goes the nation, so goes Wisconsin." Historical Wisconsin data—extending back 30 years or more—also influence the shaping of future rates, particularly in the realm of migration.

Similarly, the municipal projections rely on historic patterns; specifically, the growth rates of individual communities since 1990, with greater weight given to recent change than distant change.

While other U.S. states have used projections models that incorporate employment forecasts—specifically, the need or demand for workers in relationship to supply—it has been found that the cohort-component model, with its focus on basic demographic events, is the most effective for Wisconsin.

Past Experience, Projected Future: The State's Population Change

Wisconsin's population change during the 2000-2010 decade can be viewed as two distinctly different five-year periods. Based on Demographic Services' annual estimates, the state's growth of 221,000 for 2000-2005 nearly matched the 1995-2000 change of 230,000, and the percentage gain was a solid 4.1%, or an average of about 0.8% per year. However, the slowing of the housing construction market and the recession that began in late 2007 led to a stall of the state's growth. For the second

Wisconsin's Population, 1980-2010, at 5-Year Intervals			
Year	Population	Numeric Change	Percent Change
1980	4,705,642	--	--
1985	4,771,758	66,116	1.4
1990	4,891,769	120,011	2.5
1995	5,134,123	242,374	5.0
2000	5,363,715	229,572	4.5
2005	5,584,522	220,807	4.1
2010	5,686,986	102,464	1.8

half of the decade, the total population increase fell to 102,000, or 1.8%; in the last three years, the state likely experienced net out-migration (i.e., more residents moving out than moving in).

Still, for the decade as a whole, the state gained approximately 323,000 residents, for a decadal percent change of 6.0 percent. The state added 80,000 inhabitants through net migration (compared to 228,000 in the 1990s and a net out-migration of -127,000 in the 1980s). Natural increase (births minus deaths) provided a gain of 243,000; by comparison, natural increase was 244,000 in the 1990s and 313,000 in the 1980s.

The population projections in the near term reflect the probability that the state's economy will begin to improve during the current five-year period, increasing job growth and thus leading to net migration turning from negative to positive in 2014 and 2015. Net migration is then expected to increase steadily through 2020. In addition, births—which, like migration, have experienced a recessionary dip recently, to below 70,000 statewide per year—will "bounce back," exceeding 350,000 for the five-year period of 2015-2020. For the entire decade, overall growth will not be much different from the 2000-2010, and can be thought of as a mirror reflection of that period. (Each of the demographic components—births, deaths and migration—will be discussed in greater detail in separate sections that follow.)

Wisconsin's Projected Population, 2010-2040, at 5-Year Intervals			
Year	Projected Population	Numeric Change	Percent Change
2010	5,686,986	--	--
2015	5,783,015	96,029	1.7
2020	6,005,080	222,065	3.8
2025	6,203,850	198,770	3.3
2030	6,375,910	172,060	2.8
2035	6476,270	100,360	1.6
2040	6,491,635	15,365	0.2

Beyond 2020, growth is projected to be strongest in the 2020-2030 period. Migration should still remain positive, births will continue to exceed deaths substantially—at least for the first five years—and overall growth is expected to be more than 370,000, or 6.2%

Like the United States and much of the developed world, Wisconsin in the 2020s will begin facing the demographic inevitability of the Baby Boom (persons born 1946 through 1964) reaching the ages when mortality rates accelerate. The "leading edge" of the Boomer generation will be 75 in 2021. In recent history, and projected through 2020, Wisconsin has maintained and will maintain a relatively steady natural increase (births minus deaths) in the range of 22,000 to 26,000 annually. In particular, the number of deaths has been remarkably stable, ranging from only 44,000 to 48,000 annually from 1993 through 2011. While births are projected to continue to rise numerically through the entire projections period (primarily due to the increasing population), the number of deaths will begin to climb rapidly after 2020, passing the annual thresholds of 50,000 during 2020-2025, 55,000 during 2025-2030, 60,000 during 2030-2035 and 65,000 during 2035-2040.

In short, natural increase during the 2030s will be reduced substantially. In addition, after fifteen years of solid gains through net in-migration, the state's migration rate is expected to slow. Nonetheless, the state is projected to gain more than 115,000 residents from 2030 to 2040, or 1.8%.

Components of Population Change: Births, Deaths and Migration

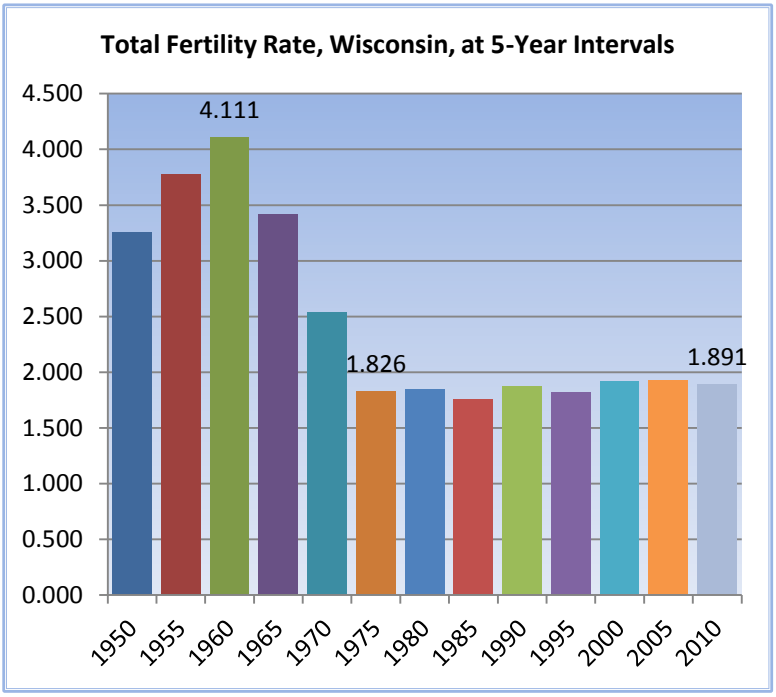
As mentioned earlier, the projection of Wisconsin's population relies on three demographic categories: fertility, mortality, and migration. Base rates for each of these components were calculated and then carried forward into the future based on national forecasts and historical experience. Then the population was aged forward, being exposed, in effect, to the projected rates for each 5-year age and sex cohort. The demographic components are discussed in detail below.

Births (Fertility)

The fertility, or birth, rate of a population can be measured and expressed in a number of ways. A common metric is the total fertility rate or TFR. Across time, the number of births per female can be tracked through women's fertile years to compute a cohort-based TFR. However, a similar period TFR can be calculated for a limited time frame for all women as a whole, using current age-specific fertility rates as a basis. In short, a period TFR is a synthesized one-number estimate of the average number of children a woman would bear if she completed her reproductive period at the current age-specific rates. The period TFR is useful for sketching a geographic area's fertility rate at particular points in history, or as a comparison among geographies (e.g., different counties or states).

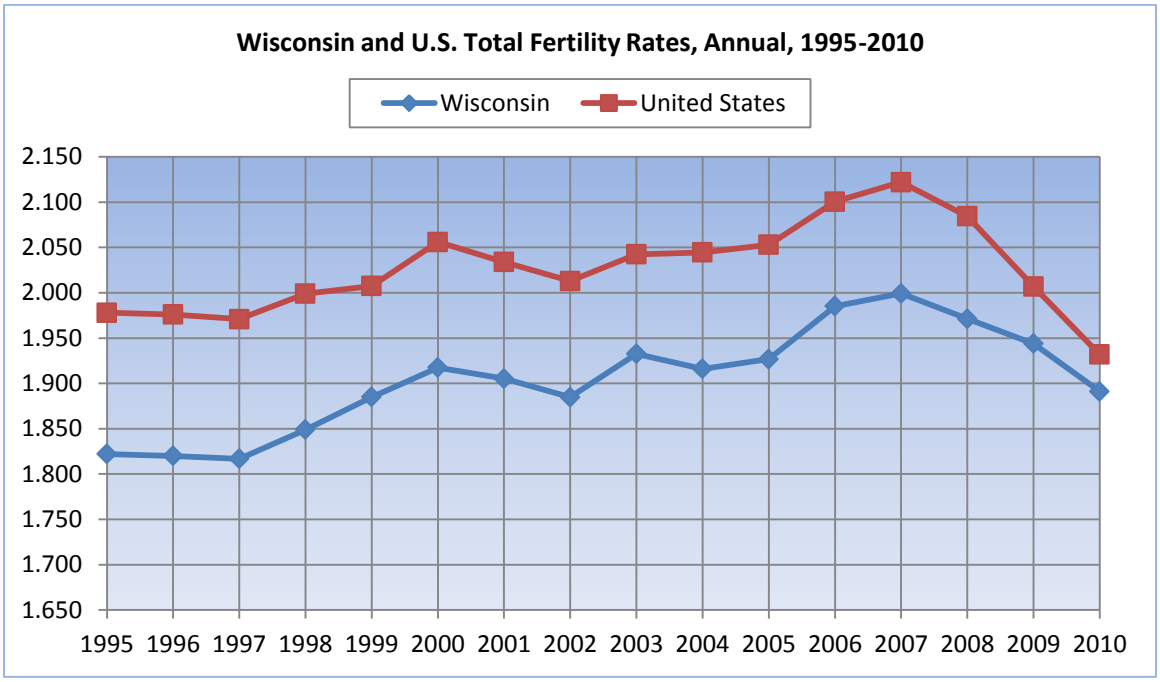
Since the early 1970s, Wisconsin's total fertility rate has remained relatively steady. Following the Baby Boom (generally defined in the United States as the period from 1946 through 1964), the state's TFR fell from its peak of more than 4 children per woman to less than 2 per woman in 1975.

Wisconsin's fluctuations in TFR also track the national pattern quite well across time. The effect of the two recessions in the past decade—around 2001-2002 and 2007-2009—can be seen in declines in the fertility rates during those times, in the graph of single-year TFRs from 1995



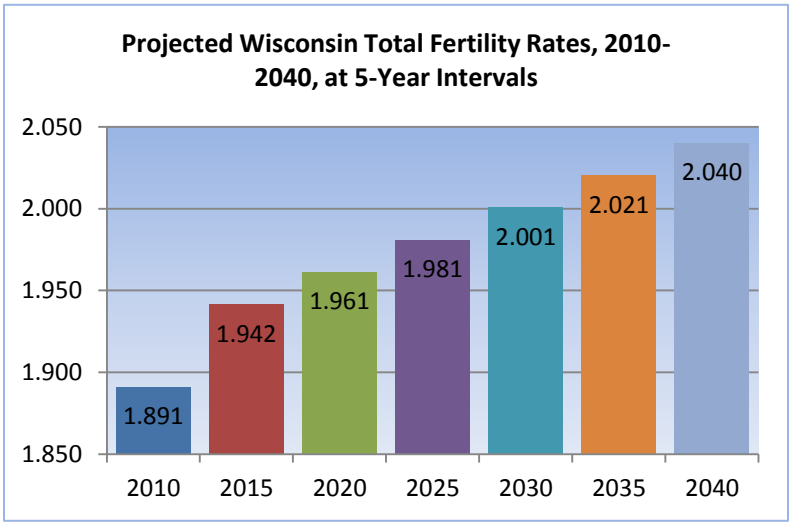
Data Source: WI Dept. of Health Services

through 2010.

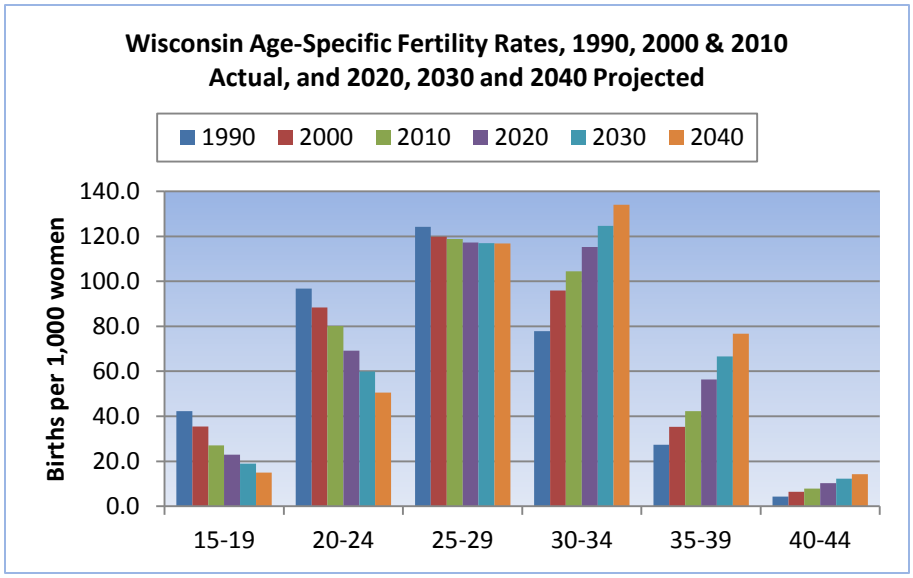


Data Sources: WI Dept. of Health Services, National Center for Health Statistics

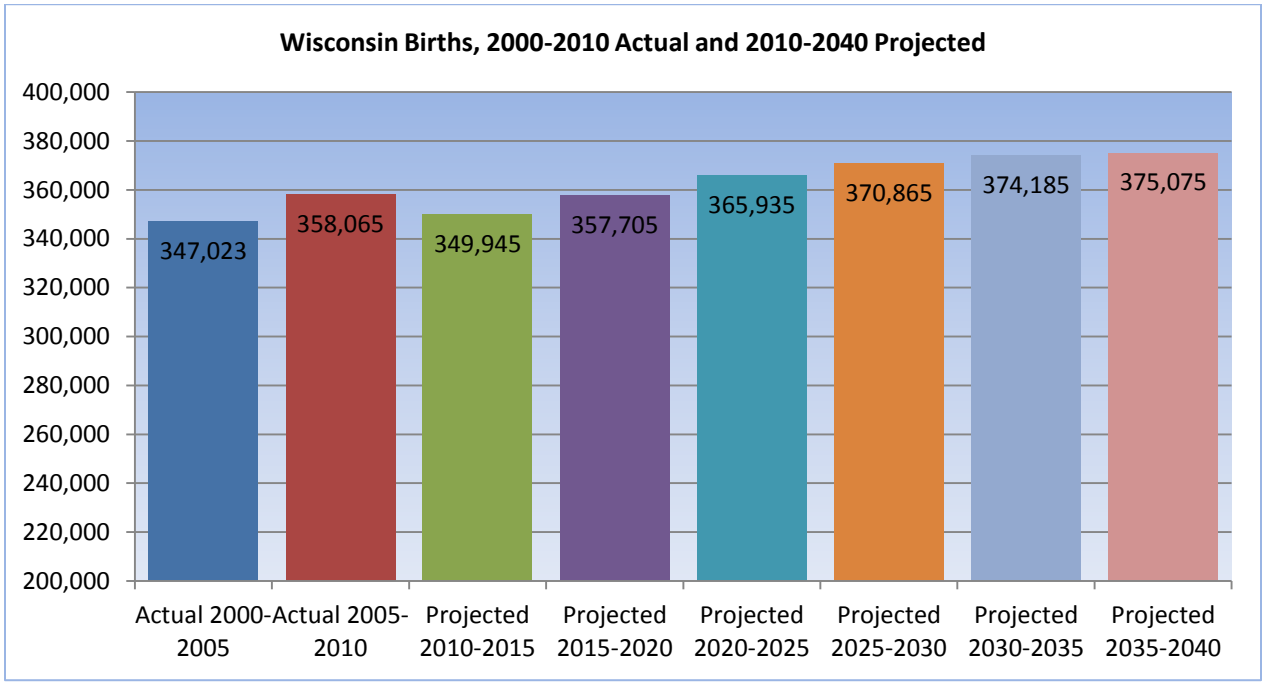
In creating future fertility rates for Wisconsin (or any state, the U.S., or most developed countries, for that matter), one must countervail this recent downward turn related to the 2007-2009 Great Recession. Recent academic research indicates that the current low period of fertility (and births) is a situation of delayed, but not foregone, child-bearing. In Wisconsin's case, it is expected that the fertility rate and number of births will increase again as the state's economy improves. The fertility rate is likely to return to pre-recession levels within the first five years of the projections period, then increase at a gradual pace through the remainder of the projections' time frame.



Underlying the total fertility rate are age-specific fertility rates (ASFRs), which are calculated and forecast for women, usually in five-year age groups, in their "fertile" years. Of particular note in Wisconsin is that, for the past two decades, the ASFRs for younger women—ages 10-14 through 25-29—have been decreasing and those for older women—ages 30-34 and higher—have been increasing. Hence, in projections mode, even though the overall fertility rate is increasing, the age-specific rates for younger women should show a continued downward pattern and for older women an ongoing upward pattern.

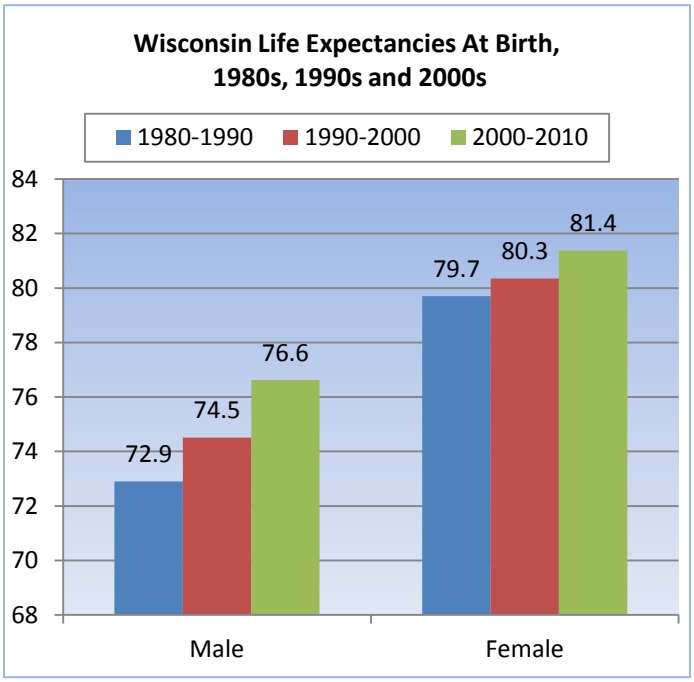


What do these assumptions and calculations mean for the number of projected births? After an initial decrease in the first five-year period, the expected increase in fertility rates, intersecting with a projected larger fertile female population over time, will increase the number of births gradually for most of the projections period.



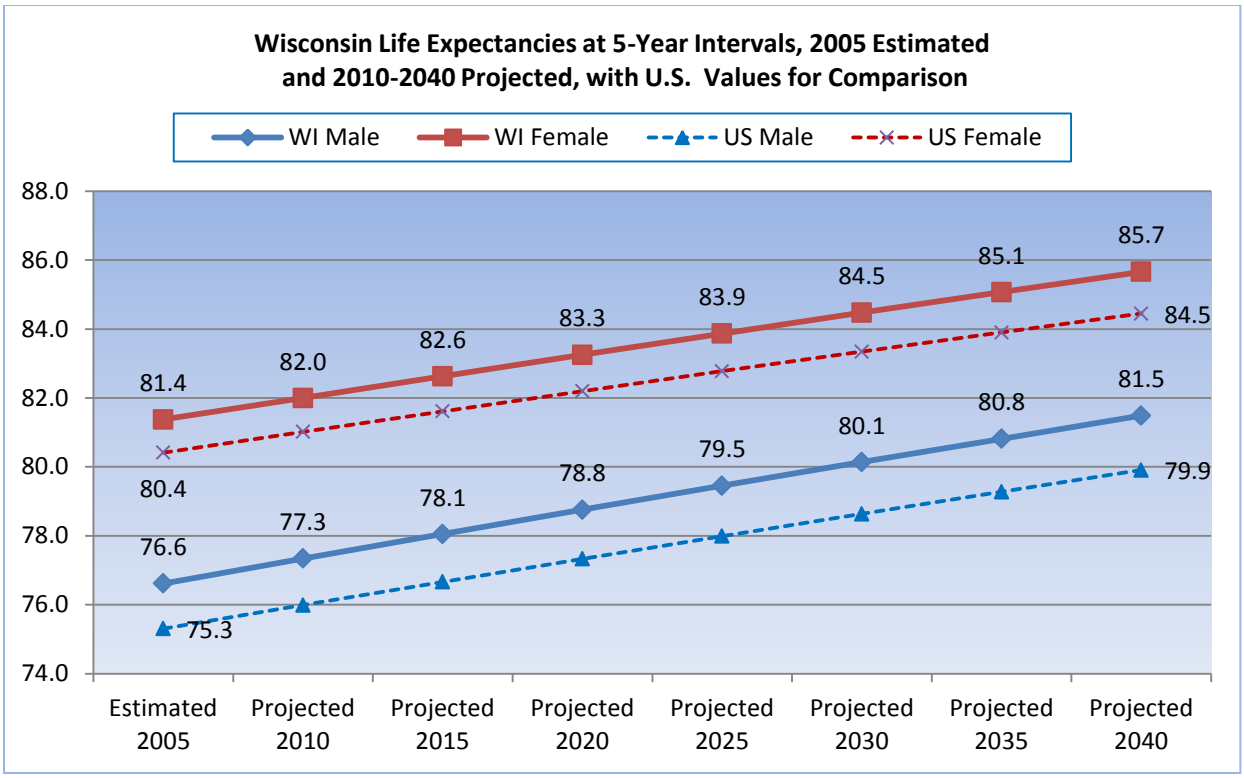
Deaths (Mortality)

Like fertility, there are useful summary measures for discussing mortality. The most common single-number metric is life expectancy at birth, which is usually calculated separately for men and women because each sex faces different mortality risks across their lifetimes. Similar to the total fertility rate, life expectancy is a synthesized one-number estimate based upon the mortality rates (or, conversely, survival rates) of age-specific cohorts over a defined period of time, such as a year or decade.

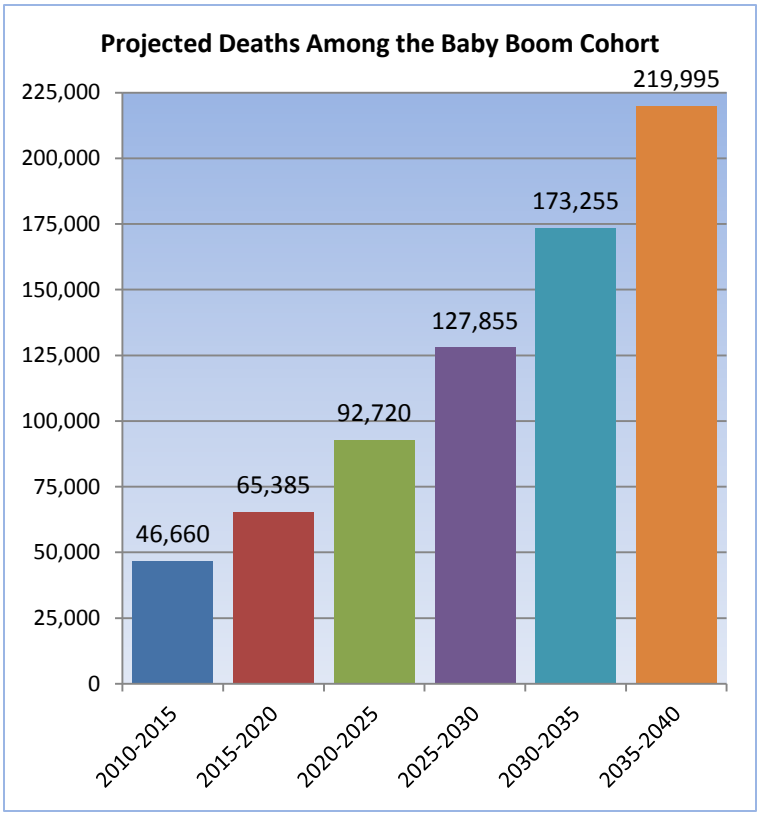


Wisconsin's recent history in life expectancy is a positive one. Over the past three decades, the state has seen steady improvement in the survivability of both men and women. In addition, the gain in life expectancy for males has progressed at a faster rate than for women, so that the gap between the sexes has decreased from nearly 7 years to about 5 years. Similar patterns have been seen at the national level as well. Finally, Wisconsin's life expectancies, relative to the U.S. values, have been higher across time. At the midpoint of the past decade, the state's life expectancies were 1.31 years higher than the nation's for men and 0.96 years higher for women.

Looking toward future decades, it is likely that the state will continue to outpace the national life expectancies. Using the Census Bureau's 2008 national projections as a guide, age-specific survival rates were calculated and then re-summarized to corresponding life expectancy values. As the graph on the next page indicates, the difference between Wisconsin's and the United States' projected life expectancies will widen slightly over the 2010 – 2040 period; the state's advantage for men will rise from 1.3 to 1.6 years, for women from 1.0 to 1.2 years.

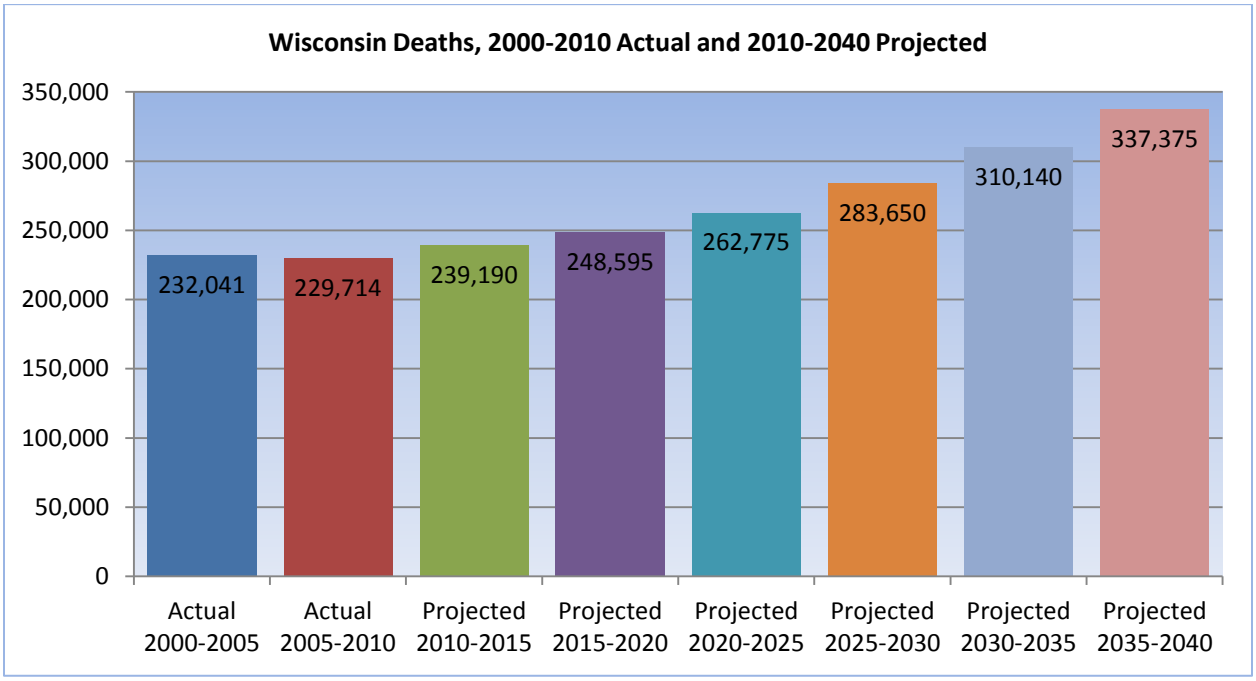


The leading edge of the Baby Boom will reach age 80 in 2026. Even with improvements in life expectancy, the sheer size of the "Boomer" cohort will lead to an inevitable increase in deaths, particularly across the final 15 years of the 2010 – 2040 projections period. The graph at right illustrates the projected increase in deaths for Wisconsin residents who were born in the 1946 – 1964 period. Across the 30-year projections, deaths among this cohort (persons of ages of 46-64 in 2010, approximately) will almost quintuple by the 2035 – 2040 interval.

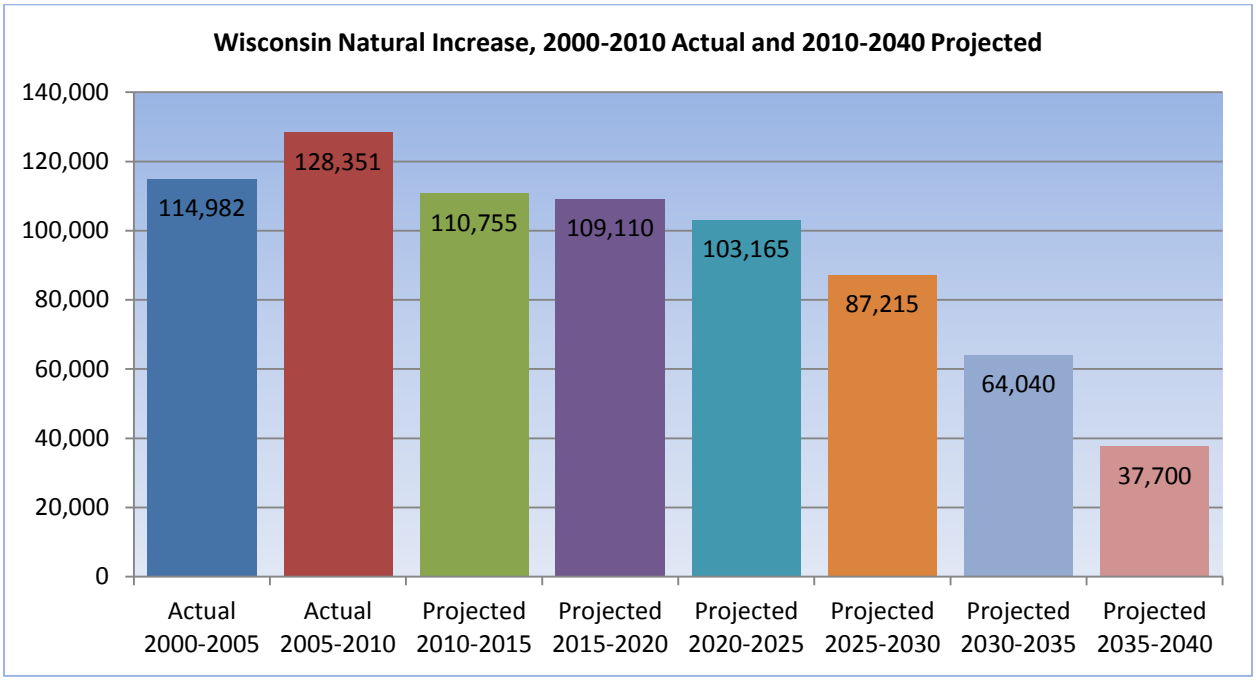


This demographic inevitability—the aging and eventual mortality of the Baby Boom generation—will impact the numeric and percentage growth of Wisconsin in the future.

Population growth consists of two basic elements: natural increase—births minus deaths—and migration. While the number of births will still grow over the next 30 years (illustrated on page 8), it will not keep pace with the rise in deaths, thus leading to a reduction in the natural increase component.



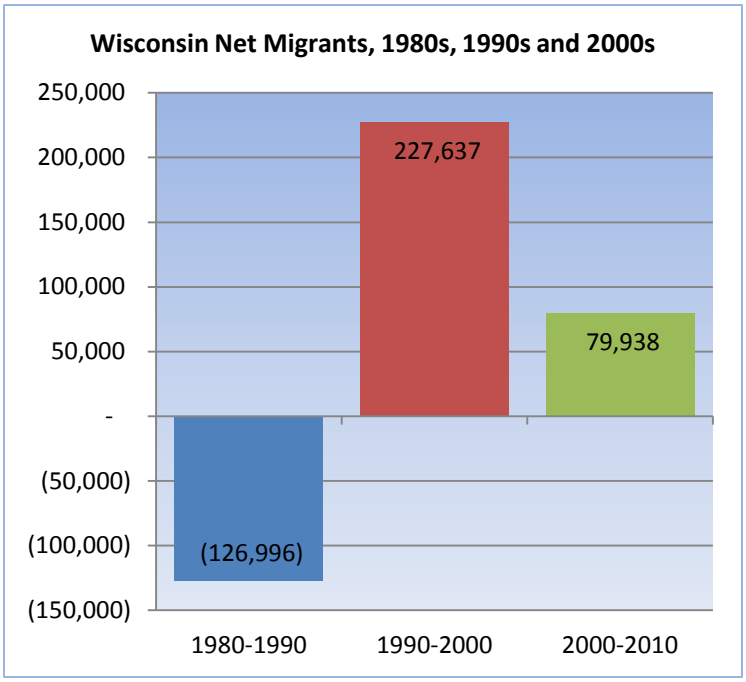
In short, natural increase's contribution to Wisconsin's population change will decline across time, to—in the final 5-year interval—roughly one-third of the numeric level seen in the 2000-2010 period.



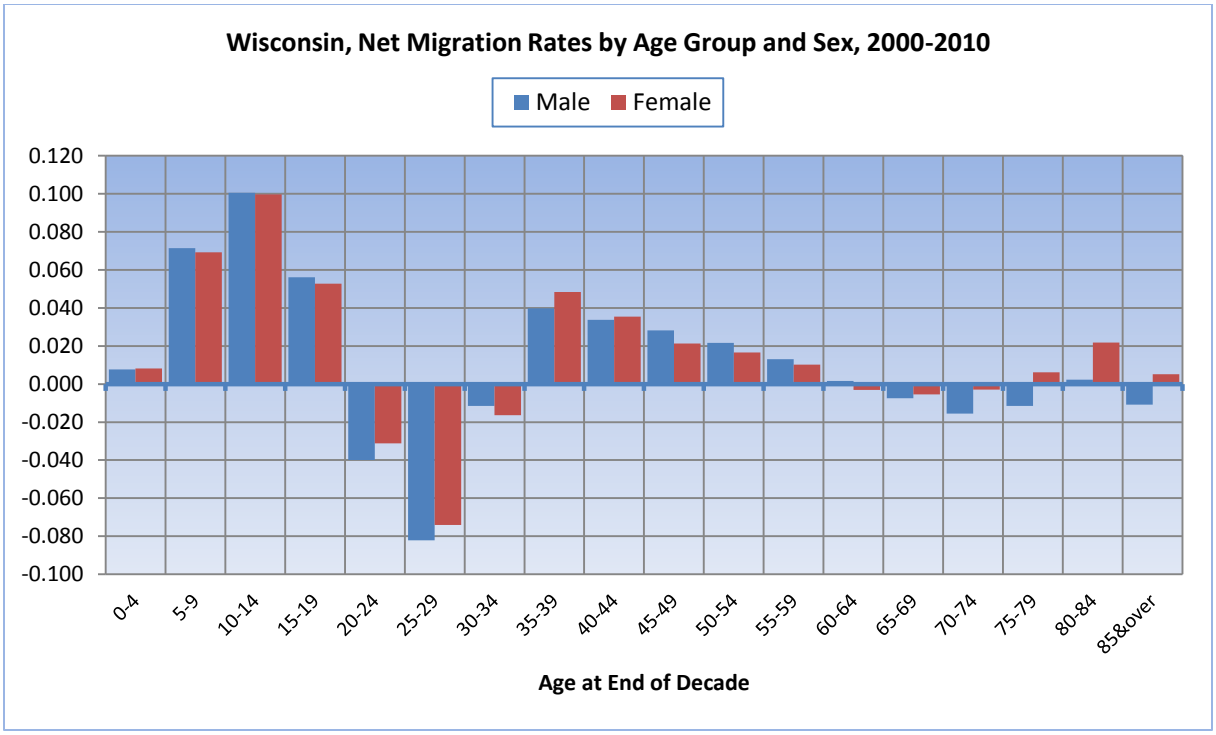
Migration

The measurement of migration is best understood as a "net" process. That is, people migrate into an area over a period of time, and others move out of that same area; the net gain or loss due to migration is the result of the in-flow minus the out-flow. These latter gross measures (in- and out-migration) are usually difficult to ascertain, unlike births and deaths that are recorded as official vital events. Thus, net migration is calculated through a residual process: it is the difference between total population change and natural increase.

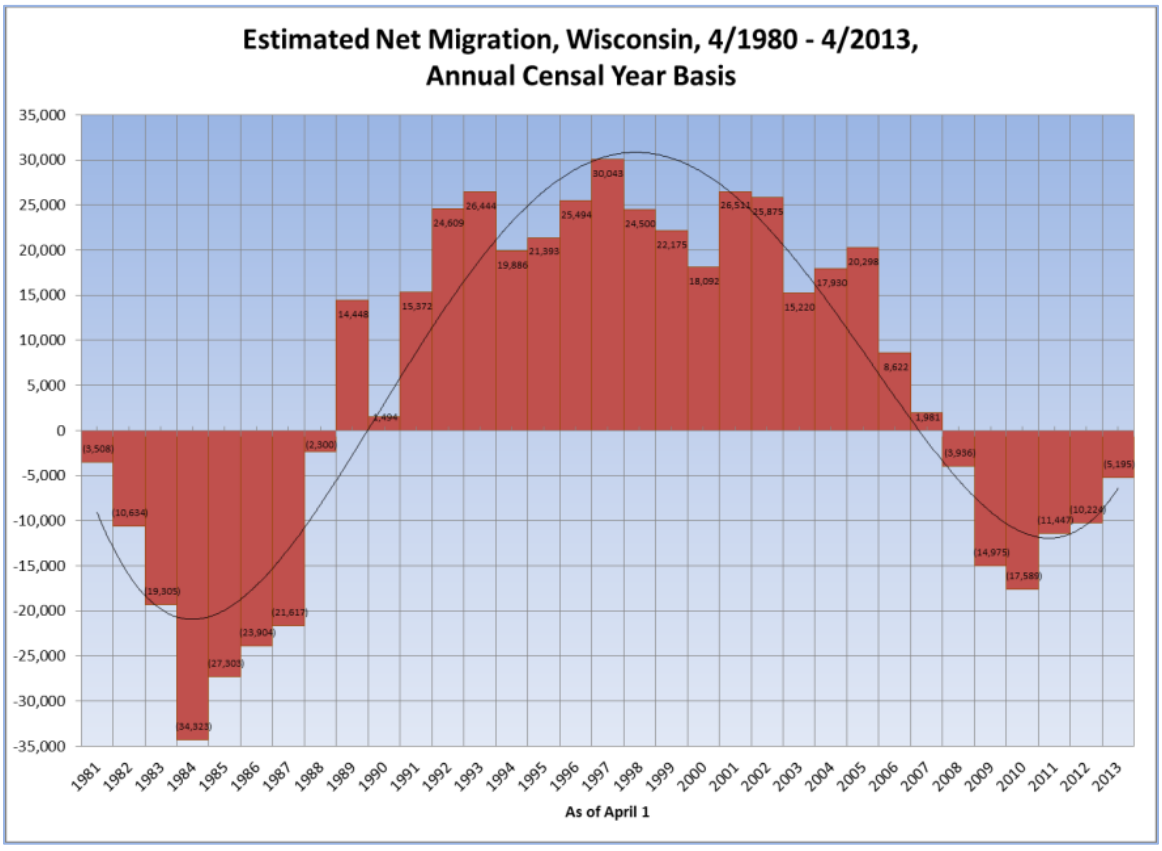
Wisconsin's net migration, in total, has varied extensively across the past three decades. After a decade of negative net migration in the 1980s—related in large part to the "Rust Belt" recession in the early part of the decade—migration rebounded strongly into positive territory in the 1990s. Net migration remained robust through the early part of the 2000s, but began to turn negative in the latter part of the decade, again traceable to an economic recession.



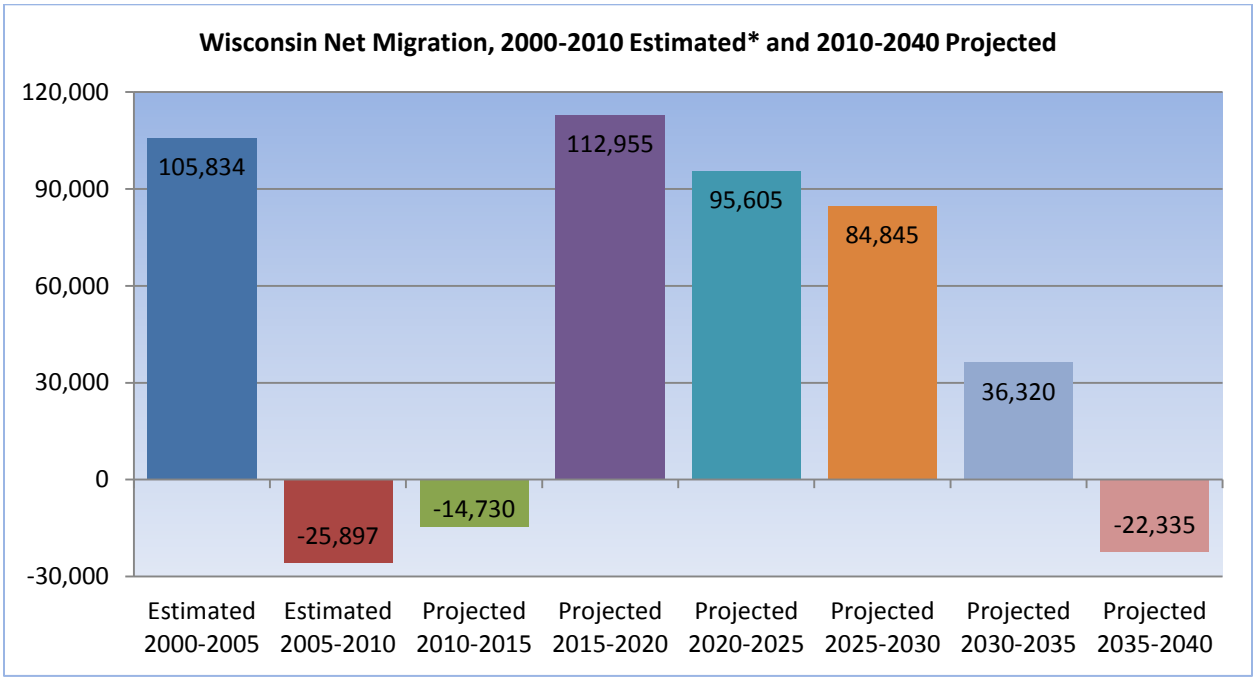
Net migration also follows a particular pattern based on age and sex. In Wisconsin, recent decades have been marked by net gains of young people ages 0-4 through 15-19 (the latter group being affected by the influx of out-of-state students attending Wisconsin's many universities and colleges), out-migration in the post-college cohorts ages 20-24 and 25-29 (sometimes through 30-34), and then gains in "young families" cohorts starting with ages 30-34 or 35-39. Adult migration tends to remain positive, but tapering, until about age 60; beyond that age—early retirees onward—migration tends to be neutral, slightly higher in some decades and slightly lower in others. The graph at the top of the next page shows the age-sex net migration rates for the state in the past decade. This pattern, or "signature," tends to hold across time: in decades with strong positive net gain, all of these rates will rise, usually with the strongest increases in the young-adult categories; in decades of net out-migration, all of these rates will fall, with the largest drops occurring among younger adults.



Decadal net migration by age produces a signatural pattern. When annual values of net migration—based on Demographic Services Center's forty years of estimates—are analyzed, a cyclical or periodic shape is apparent.



For this set of state population projections, this cyclical pattern was extended 30 years into the future. For the past six years, Wisconsin has been in a migration "trough," not unlike the early 1980s. However, the net out-flow appears to have "bottomed out." A gradual return to positive net migration is projected to occur as the economy improves. Subsequently, the migration component is forecast to be strongly positive for the three five-year periods from 2015 to 2030, similar in numbers to the 1990s. Then, following the cyclical pattern, net migration will "cool off" in the 2030-2040 decade. Nevertheless, over the entire 30-year period, Wisconsin is projected to gain nearly 300,000 residents through migration.



*Net migration for 2000-2005 and 2005-2010 is estimated because mid-decade 4/1/2005 population is estimated.

Age Distribution of the Population

Although the state's total population is expected to grow by 14 percent—and more than 800,000 residents—over the 30-year projection period, the change will be much greater in certain age groups and much lower in others. In particular, shifts in the age distribution will be heavily concentrated in the older age categories.

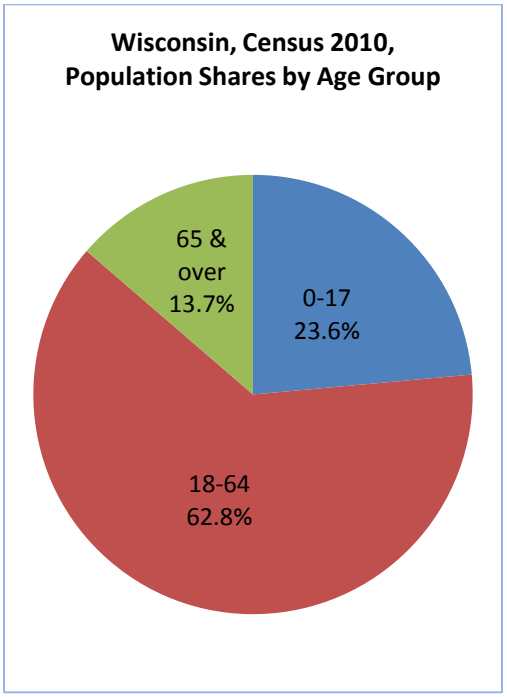
The adjoining table illustrates the Census 2010 and projected 2040 residents by significant age categories, and the projected numeric and percentage change of each group. It is clear that, while growth in the population below

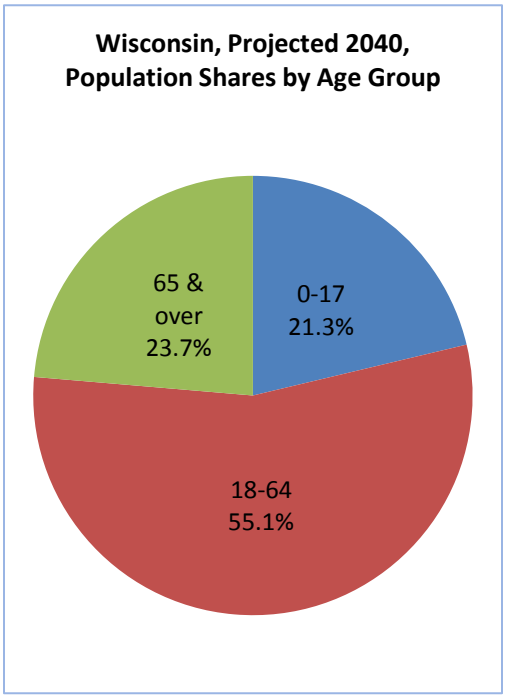
Wisconsin Population, 2010 Census and 2040 Projection, by Age Groups

Age Group	Census 2010	Projected 2040	Num. Change	Pct. Change
0-4	358,443	373,940	15,497	4.3%
5-17	981,049	1,007,370	26,321	2.7%
18-24	549,256	563,995	14,739	2.7%
25-44	1,447,360	1,493,595	46,235	3.2%
45-64	1,573,564	1,517,370	-56,194	-3.6%
65-84	658,809	1,251,765	592,956	90.0%
85 & over	118,505	283,600	165,095	139.3%
TOTAL	**5,686,986**	**6,491,635**	**804,649**	**14.1%**

age 65 will be relatively flat, the number of "young elderly" (ages 65-84) will almost double, and the "old elderly" (ages 85 and over) will nearly increase one and one-half. As indicated in the discussion on mortality and migration above, this growth in the elderly population will be due almost solely to the aging of the existing state's residents into these older age cohorts.

Finally, consolidating the age groups into three broad categories—under 18, 18 through 64, 65 and older—allows a comparison of the proportion of the population that each group formed at 2010 and is projected to form at 2040.





Wisconsin Population, 2010 - 2040, by Broad Age Groups							
Age Group	Census 2010	Projected 2015	Projected 2020	Projected 2025	Projected 2030	Projected 2035	Projected 2040
0-17	1,339,492	1,311,425	1,338,370	1,366,010	1,385,735	1,390,055	1,381,310
18-64	3,570,180	3,576,670	3,602,780	3,580,325	3,565,855	3,577,580	3,574,960
65 & over	777,314	894,920	1,063,930	1,257,515	1,424,320	1,508,635	1,535,365

The share of the population ages 0-17 will remain fairly similar, declining only a few percentage points and, numerically, growing only slightly from 1.339 million to 1.381 million. The share of 18-64 year olds is projected to drop more than seven percentage points and, numerically, barely growing from 3.570 million to 3.575 million. Finally, the share of the population age 65 and over will gain ten percentage points and, numerically, increase from 777,000 to 1.535 million. The number of elderly Wisconsin residents is forecast to exceed the number of children at some point during the latter half of the 2020s.

Wisconsin Population Projections, Data Tables

Total Population by 5-Year Age Groups

Age Group	Census 2010	2015	2020	2025	2030	2035	2040
0-4	358,443	348,765	367,375	374,170	378,340	377,720	373,940
5-9	368,617	363,655	364,545	382,055	387,965	387,985	382,295
10-14	375,927	377,655	383,845	382,700	399,955	401,440	396,070
15-19	399,209	379,425	392,775	397,510	395,015	408,260	404,610
20-24	386,552	380,885	373,460	384,870	388,465	381,420	388,390
25-29	372,347	370,675	376,555	367,990	378,155	377,090	365,050
30-34	349,347	368,245	377,935	382,245	372,535	379,075	373,355
35-39	345,328	349,490	379,710	388,135	391,530	377,460	379,205
40-44	380,338	343,535	358,305	387,720	395,265	394,665	375,985
45-49	437,627	375,320	349,630	363,245	392,195	395,540	390,445
50-54	436,126	431,060	376,700	350,300	363,770	390,595	391,455
55-59	385,986	427,445	425,420	371,900	346,125	359,210	385,420
60-64	313,825	371,940	414,895	413,495	362,275	337,175	350,050
65-69	227,029	295,185	352,625	394,550	394,370	345,885	322,205
70-74	173,467	207,400	272,405	326,790	366,910	367,960	323,370
75-79	141,252	150,335	182,195	240,540	290,250	327,625	329,970
80-84	117,061	113,175	122,575	149,890	199,680	242,920	276,220
85-89	75,603	77,980	77,200	84,965	105,640	142,595	175,915
90-94	33,113	38,845	42,065	43,580	49,025	60,845	81,480
95-99	8,610	10,430	12,835	14,575	15,380	17,495	22,365
100& up	1,179	1,570	2,030	2,625	3,065	3,310	3,840
Total	**5,686,986**	**5,783,015**	**6,005,080**	**6,203,850**	**6,375,910**	**6,476,270**	**6,491,635**

Male Population by 5-Year Age Groups

Age Group	Census 2010	2015	2020	2025	2030	2035	2040
0-4	183,391	178,310	187,960	191,315	193,460	193,040	191,205
5-9	188,286	186,000	186,555	195,530	198,365	198,270	195,375
10-14	192,232	192,975	196,650	195,955	204,695	205,265	202,355
15-19	204,803	194,170	201,605	204,465	203,060	209,510	207,125
20-24	196,897	194,615	190,970	197,235	199,595	195,560	198,340
25-29	189,349	188,565	192,585	188,360	194,090	193,835	186,770
30-34	178,120	186,840	192,285	195,620	190,730	194,425	191,570
35-39	174,619	177,620	192,660	197,480	200,285	192,990	194,060
40-44	191,738	173,475	182,405	196,990	201,305	201,930	192,180
45-49	218,539	188,940	176,835	185,250	199,570	201,690	199,800
50-54	218,303	214,725	189,470	177,105	185,400	198,640	199,430
55-59	192,952	213,200	211,105	186,515	174,550	182,775	195,830
60-64	155,756	184,820	205,685	204,040	180,780	169,355	177,580
65-69	109,168	144,745	173,050	193,360	192,490	170,915	160,440
70-74	81,067	97,920	131,135	157,705	177,030	177,095	157,770
75-79	62,181	67,525	82,715	111,770	135,455	153,180	154,190
80-84	47,549	46,955	52,045	64,605	88,400	108,385	123,810
85-89	26,326	28,655	29,070	32,925	41,765	58,240	72,675
90-94	9,226	11,755	13,540	14,510	16,920	21,650	30,270
95-99	1,743	2,365	3,185	3,910	4,315	5,145	6,840
100& up	155	195	290	430	555	645	800
Total	**2,822,400**	**2,874,370**	**2,991,800**	**3,095,075**	**3,182,815**	**3,232,540**	**3,238,415**

Female Population by 5-Year Age Groups

Age Group	Census 2010	2015	2020	2025	2030	2035	2040
0-4	175,052	170,455	179,415	182,855	184,880	184,680	182,735
5-9	180,331	177,655	177,990	186,525	189,600	189,715	186,920
10-14	183,695	184,680	187,195	186,745	195,260	196,175	193,715
15-19	194,406	185,255	191,170	193,045	191,955	198,750	197,485
20-24	189,655	186,270	182,490	187,635	188,870	185,860	190,050
25-29	182,998	182,110	183,970	179,630	184,065	183,255	178,280
30-34	171,227	181,405	185,650	186,625	181,805	184,650	181,785
35-39	170,709	171,870	187,050	190,655	191,245	184,470	185,145
40-44	188,600	170,060	175,900	190,730	193,960	192,735	183,805
45-49	219,088	186,380	172,795	177,995	192,625	193,850	190,645
50-54	217,823	216,335	187,230	173,195	178,370	191,955	192,025
55-59	193,034	214,245	214,315	185,385	171,575	176,435	189,590
60-64	158,069	187,120	209,210	209,455	181,495	167,820	172,470
65-69	117,861	150,440	179,575	201,190	201,880	174,970	161,765
70-74	92,400	109,480	141,270	169,085	189,880	190,865	165,600
75-79	79,071	82,810	99,480	128,770	154,795	174,445	175,780
80-84	69,512	66,220	70,530	85,285	111,280	134,535	152,410
85-89	49,277	49,325	48,130	52,040	63,875	84,355	103,240
90-94	23,887	27,090	28,525	29,070	32,105	39,195	51,210
95-99	6,867	8,065	9,650	10,665	11,065	12,350	15,525
100& up	1,024	1,375	1,740	2,195	2,510	2,665	3,040
Total	**2,864,586**	**2,908,645**	**3,013,280**	**3,108,775**	**3,193,095**	**3,243,730**	**3,253,220**

Total Population Change, 5-Year Intervals, by Period and Cumulatively

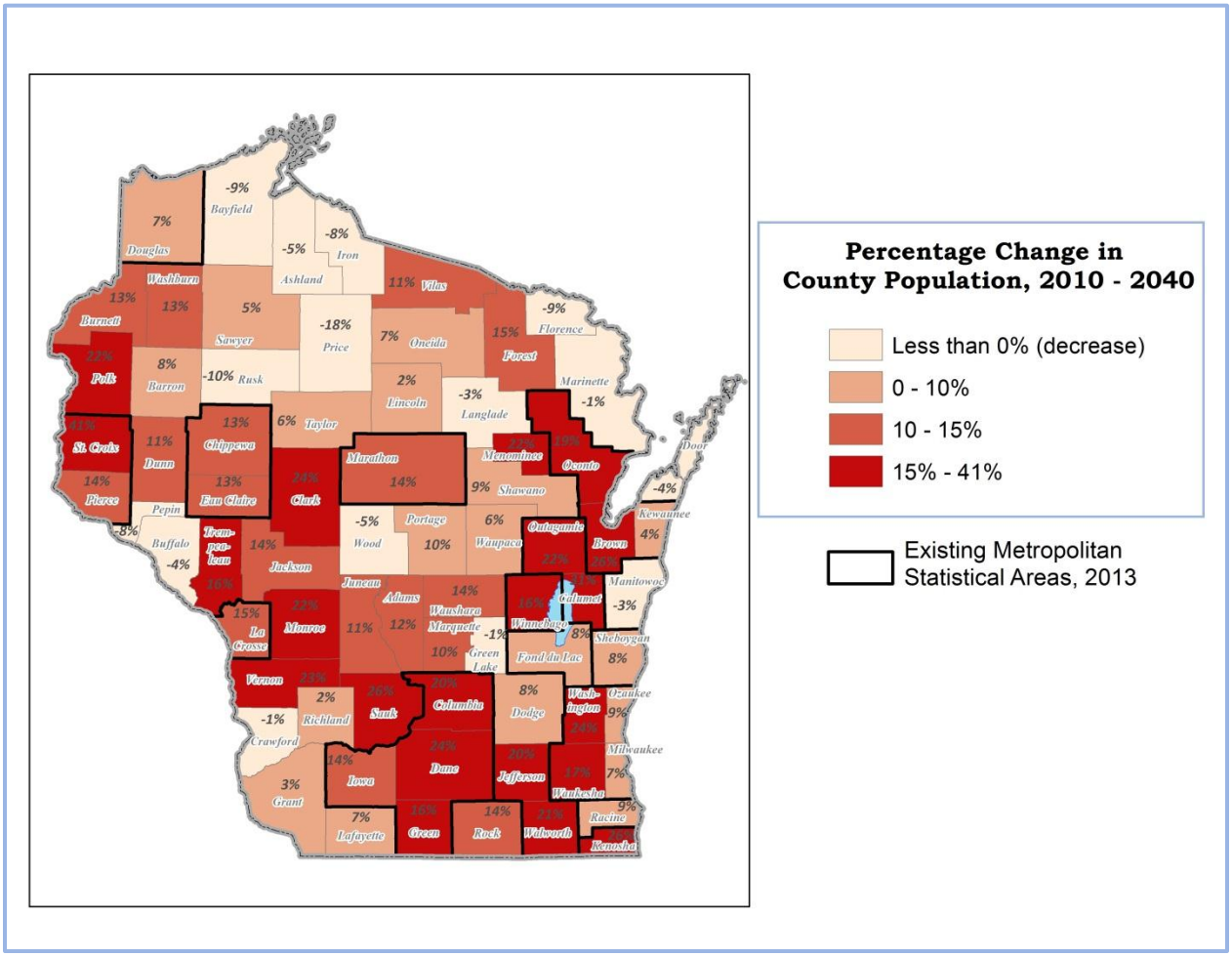
	Census 2010	2015	2020	2025	2030	2035	2040
Total Population	**5,686,986**	**5,783,015**	**6,005,080**	**6,203,850**	**6,375,910**	**6,476,270**	**6,491,635**
5-year Num. Change		96,029	222,065	198,770	172,060	100,360	15,365
5-year Pct. Change		1.7%	3.8%	3.3%	2.8%	1.6%	0.2%
Cumulative Num. Change		96,029	318,094	516,864	688,924	789,284	804,649
Cumulative Pct. Change		1.7%	5.6%	9.1%	12.1%	13.9%	14.1%

Total Population Change by Components of Change, 5-year Intervals

Component	2010-2015	2015-2020	2020-2025	2025-2030	2030-2035	2035-2040
Births	349,945	357,703	365,936	370,865	374,184	375,074
Deaths	239,188	248,595	262,773	283,651	310,142	337,373
Natural Increase	110,757	109,108	103,163	87,214	64,042	37,701
Net Migration	-14,728	112,957	95,607	84,846	36,318	-22,336
Total Change	**96,029**	**222,065**	**198,770**	**172,060**	**100,360**	**15,365**

County Projections, 2010 - 2040

Across the full 30-year period of these projections, it is predicted that 57 of Wisconsin's 72 counties will have a population at 2040 that is higher than it was at 2010.



Most of the strong-gaining counties are in metropolitan statistical areas or are ones that adjoin metropolitan areas (e.g., Polk, Jefferson, Walworth), or are projected to have strong natural increase (e.g., Clark, Menominee, Trempealeau, Vernon).

In contrast, most of the counties that are projected to lose population, or have very low growth rates, are in the northern part of the state. These counties, which currently have higher percentages of older residents, will be most affected by natural decrease as time progresses. This pattern of some counties losing population is not unprecedented; for example, for the 1980 – 2010 period, 12 counties lost population.

Looking only at the 2010 – 2040 change masks the growth patterns within the 30-year time frame. Certain counties will reach population peaks prior to the end year, then decline as mortality has a greater effect in later years. However, there are a few that, based on the projections, are predicted to decline and stay below their 2010 Census counts.

Year of Peak Projected Population	
Year	**Counties**
2010	Buffalo, Price, Wood
2015	Bayfield, Pepin, Rusk
2020	
2025	Ashland
2030	Adams, Barron, Crawford, Door, Florence, Grant, Green Lake, Iron, Kewaunee, Langlade, Lincoln, Manitowoc, Marinette, Marquette, Oneida, Sawyer, Vilas, Waupaca
2035	Burnett, Columbia, Dodge, Douglas, Fond du Lac, Forest, Green, Iowa, Jackson, Juneau, Menominee, Oconto, Ozaukee, Polk, Racine, Richland, Shawano, Sheboygan, Taylor, Washburn, Waukesha, Waushara
2040	Brown, Calumet, Chippewa, Clark, Dane, Dunn, Eau Claire, Jefferson, Kenosha, La Crosse, Lafayette, Marathon, Milwaukee, Monroe, Outagamie, Pierce, Portage, Rock, St. Croix, Sauk, Trempealeau, Vernon, Walworth, Washington, Winnebago

Fastest-Growing and Largest Counties

Saint Croix County is projected to be the fastest-growing county, in terms of percentage change, through 2040, increasing by 41%. As a component county of the Minneapolis-Saint Paul metropolitan area, it also ranked as Wisconsin's top-growing county from 1980 to 2010.

Calumet County—containing much of the suburban growth southeast of Appleton—is predicted to be the second-fastest growing county, increasing by 31% by 2040.

Dane County, projected to be the sixth largest gainer in percentage terms, is expected to experience the highest numeric growth in the state through 2040.

Fastest Growing Counties (by Percent), 2010 - 2040				
County Name	**Census 2010**	**Projected 2040**	**Numeric Change**	**Percent Change**
Saint Croix	84,345	119,010	34,665	41.1%
Calumet	48,971	64,210	15,239	31.1%
Kenosha	166,426	209,670	43,244	26.0%
Brown	248,007	312,320	64,313	25.9%
Sauk	61,976	77,815	15,839	25.6%
Dane	488,073	606,620	118,547	24.3%
Washington	131,887	163,890	32,003	24.3%
Clark	34,690	42,980	8,290	23.9%
Vernon	29,773	36,520	6,747	22.7%
Menominee	4,232	5,170	938	22.2%

Among the state's largest counties, Milwaukee will continue its position as the most populous in the state and is projected to gain about 70,000 additional residents, increasing to more than 1 million residents. The four largest counties—Milwaukee,

Dane, Waukesha, and Brown—are predicted to maintain their ranked position, but Outagamie County is expected to pass Racine to become the 5th largest. In addition, Kenosha County is likely to exchange places with Winnebago, and Washington County will increase over time to surpass Marathon and become the 10th largest county.

Largest Counties (by Size at 2040), 2010-2040						
County Name	**Census 2010**	**Projected 2040**	**Numeric Change**	**Percent Change**	**Size Rank, 2010**	**Size Rank, 2040**
Milwaukee	947,735	1,016,250	68,515	7.2%	1	1
Dane	488,073	606,620	118,547	24.3%	2	2
Waukesha	389,891	455,720	65,829	16.9%	3	3
Brown	248,007	312,320	64,313	25.9%	4	4
Outagamie	176,695	215,290	38,595	21.8%	6	5
Racine	195,408	213,760	18,352	9.4%	5	6
Kenosha	166,426	209,670	43,244	26.0%	8	7
Winnebago	166,994	193,130	26,136	15.7%	7	8
Rock	160,331	182,860	22,529	14.1%	9	9
Washington	131,887	163,890	32,003	24.3%	11	10

Counties with Greatest Population Decline

As mentioned earlier, 15 counties are projected to lose population between 2010 and 2040. The ten with the predicted greatest percentage decline are shown below. Population losses will be due to both rising natural decrease (i.e., the number of deaths exceeding births) and reduced net in-migration, or actual out-migration.

Counties with Greatest Percent Decline, 2010 -2040				
County Name	**Census 2010**	**Projected 2040**	**Numeric Change**	**Percent Change**
Door	27,785	26,620	-1,165	-4.2%
Buffalo	13,587	13,000	-587	-4.3%
Wood	74,749	71,150	-3,599	-4.8%
Ashland	16,157	15,315	-842	-5.2%
Pepin	7,469	6,885	-584	-7.8%
Iron	5,916	5,420	-496	-8.4%
Bayfield	15,014	13,725	-1,289	-8.6%
Florence	4,423	4,030	-393	-8.9%
Rusk	14,755	13,310	-1,445	-9.8%
Price	14,159	11,645	-2,514	-17.8%

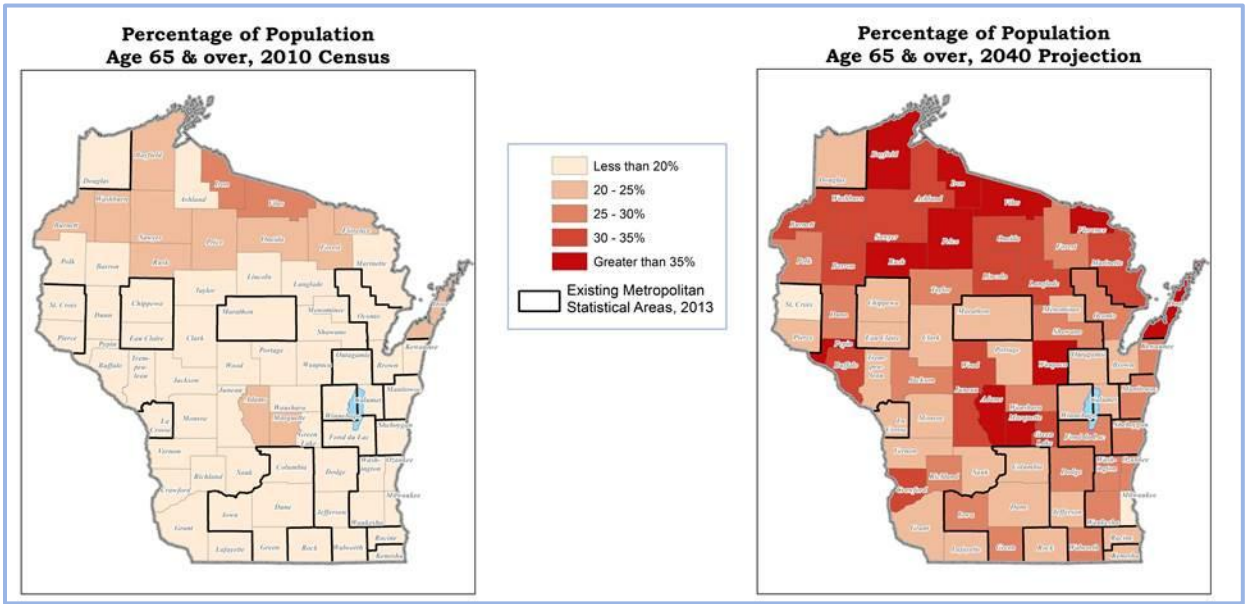
Age Distribution: Counties' 65-and-over Population

As noted in the state section, the projections indicate that the number of people age 65 and over will almost double numerically, and their share of the populace will rise from 13.7% to 23.7%, from 2010 to 2040. All counties will experience growth in their senior populations, ranging from 39% to 175% increases.

The progression toward much older populations can be viewed across time by a summarization of the percentage of each county's residents, in various ranges, at ten-year intervals in the projections series. Whereas nearly half of the counties had fewer than 15% of their populations age 65 and over in 2010, and none had greater than 30% (the highest being 26%), by 2040 no county will have fewer than 15% of its population being elderly, and one-third will have elderly populations greater than 30%.

Age 65 and Over as Pct. of Population	Number of Counties, 2010	Number of Counties, 2020	Number of Counties, 2030	Number of Counties, 2040
10-15%	31	7	0	0
15-20%	27	30	4	2
20-25%	12	20	27	25
25-30%	2	10	19	20
30-35%	0	5	14	14
35-40%	0	0	7	8
Greater than 40%	0	0	1	3

The two maps below illustrate the substantial change in the 65-and-over population of each county across the 30-year projections period. Counties in the far northern part of the state, in general, are projected to have more than 3 out of every 10 residents being seniors.



Municipal Projections, 2013 - 2040

Wisconsin's cities, villages and towns vary substantially in population size. At the 2013 estimates, cities ranged from 482 (Bayfield) to 596,500 (Milwaukee); villages from 60 (Big Falls, Waupaca County) to 35,710 (Menomonee Falls, Waukesha County), and towns from 39 (Wilkinson, Rusk County) to 21,580 (Grand Chute, Outagamie County). Given that there are 1,852 municipalities in Wisconsin currently, it is difficult to summarize such a disparate set of communities. However, some broad statements and data summaries can be crafted, as laid out below.

Projected Population Change in Cities, Villages and Towns

Aggregated by municipality type, all three classes are projected to gain more than 10% in population from 2013 through 2040.[2] Cities, which now constitute more than 55% of the state's population, will add the most residents numerically and will increase 11%. Villages, which account for more than 15% of Wisconsin's population currently, are predicted to gain more than 191,000 residents, increasing by nearly 22%. Towns, now containing almost 30% of the state's inhabitants, are projected to add more than 233,000 new people, an increase of 14%.

Municipality Type	Count at 2013	Estimate 2013	Projection 2040	Numeric Change	Percent Change
Cities	190	3,173,540	3,523,640	350,100	11.0%
Villages	406	874,820	1,065,950	191,130	21.8%
Towns	1,256	1,668,750	1,902,045	233,295	14.0%
TOTALS	**1,852**	**5,717,110**	**6,491,635**	**774,525**	**13.5%**

The shares of the state's population in each class of municipality are projected to shift only slightly through 2040, with villages increasing about 1% and cities decreasing by a similar percent. The share living in towns at 2040 is expected to remain very similar to that at 2013.

Municipality Type	Share, Estimate 2013	Share, Projection 2040
Cities	55.5%	54.3%
Villages	15.5%	16.4%
Towns	29.0%	29.3%

[2] As mentioned in the "Highlights" section, the state and county projections use the 2010 Census as their "point of departure" for calculating into the future. The municipal projections use the most recent Demographic Services Center's estimates (January 1, 2013) as their basis. In addition, the Village of Harrison incorporated from a portion of the Town of Harrison, Calumet County in March 2013. In order to create a consistent data set of municipalities across the projections time frame, proxy estimates for the village and town remnant were created for January 1, 2013.

Projected Population Change in by Size of Municipality

Wisconsin has a preponderance of small-sized municipalities. More than one-half of these local governments (978 of 1,852) contain fewer than 1,000 residents; in aggregate, they encompass only 10% of the state's population. By contrast, the largest 5% of municipalities (about 10,000 people and above) are home to 55% of the state's populace.

As can be seen in the table below, through 2040, the combined population in municipalities that currently have up to 500 residents is projected to remain virtually the same. Of these 396 communities, approximately 42% are predicted to gain people, 56% to lose people (2% will see no change in population). In the intervening years, the aggregate population will rise slightly through 2030, but then decline to 2040; even at 2030, the change for this group of communities will only be +4%.

The strongest percentage gains are expected in municipalities that currently have 2,000 to 50,000 residents. The projected population gain in these 433 municipalities will be more than two-thirds of the state's total growth. This pattern matches previous time periods; over the preior 20 to 30 years, the largest numeric and percentage gains occurred in mid-sized municipalities.

Municipality Size Range	Count at 2013	Estimate 2013	Projection 2040	Numeric Change	Percent Change
Less than 500	396	123,555	123,605	50	0.0%
500 – 1,000	582	431,040	465,990	34,950	8.1%
1,000 – 2,000	429	593,468	658,540	65,072	11.0%
2,000 – 5,000	267	813,528	953,180	139,652	17.2%
5,000 – 10,000	88	637,174	762,885	125,711	19.7%
10,000 – 50,000	78	1,548,815	1,808,260	259,445	16.8%
More than 50,000	12	1,569,530	1,719,175	149,645	9.5%
TOTALS	**1,852**	**5,717,110**	**6,491,635**	**774,525**	**13.5%**

Largest and Fastest-Growing Municipalities

Wisconsin's twelve largest municipalities, with current populations of 50,000 or more, contain more than one-fourth of the state's populace. As a group, they are projected to grow by 9.5% from 2013 through 2040; their aggregated numeric gain of almost 150,000 will be approximately one-fifth of the state' s increase.

The table below lists these largest cities in size order, as predicted at 2040. Only Racine is expected to experience a loss of population, and the decline will be slight. Furthermore, Kenosha is projected to have a stronger growth rate than Green Bay, thus becoming the 3rd largest city (surpassing Green Bay in 2020). Similarly, Waukesha's growth will move it past Appleton and Racine around 2030 to become the 5th largest. Finally, Janesville, Oshkosh and Eau Claire may change in order, although their projected populations at 2040 are so close that it is more reasonable to say that they will be in the 8th through 10th positions.

Largest Municipalities (by Size at 2040), 2010-2040						
Municipality	**Estimate 2013**	**Projection 2040**	**Numeric Change**	**Percent Change**	**Rank 2013**	**Rank 2040**
C Milwaukee	596,500	627,400	30,900	5.2%	1	1
C Madison	238,000	281,150	43,150	18.1%	2	2
C Kenosha	99,700	123,250	23,550	23.6%	4	3
C Green Bay	104,300	113,500	9,200	8.8%	3	4
C Waukesha	70,900	81,350	10,450	14.7%	7	5
C Appleton	73,150	80,605	7,455	10.2%	6	6
C Racine	78,700	76,650	-2,050	-2.6%	5	7
C Janesville	63,600	74,000	10,400	16.4%	10	8
C Oshkosh	66,300	73,800	7,500	11.3%	9	9
C Eau Claire	66,480	73,770	7,290	11.0%	8	10
C West Allis	60,300	61,850	1,550	2.6%	11	11
C La Crosse	51,600	51,850	250	0.5%	12	12

The state's projected fastest-growing municipalities, by percentage change, are listed in the table below. All can be described as suburban communities, within commuting distance of large cities either in Wisconsin or Minnesota.

Fastest Growing Municipalities (by Percent), 2010 - 2040					
Municipality	**County/ Counties**	**Estimate 2013**	**Projection 2040**	**Numeric Change**	**Percent Change**
T Lawrence	Brown	4,511	7,965	3,454	77%
V Hobart	Brown	7,070	12,480	5,410	77%
T Ledgeview	Brown	7,074	12,480	5,406	76%
V Sherwood	Calumet	2,763	4,715	1,952	71%
T Harrison	Calumet	1,282	2,185	903	70%
V Harrison	Calumet/Outagamie	9,708	16,550	6,842	70%
T Richmond	Saint Croix	3,339	5,385	2,046	61%
T Hammond	Saint Croix	2,136	3,440	1,304	61%
V Howard	Brown	18,348	29,370	11,022	60%
T Exeter	Green	2,041	3,230	1,189	58%
V Johnson Creek	Jefferson	2,818	4,455	1,637	58%
C Hudson	Saint Croix	13,187	20,780	7,593	58%
T Ixonia	Jefferson	4,540	7,145	2,605	57%
V Somerset	Saint Croix	2,642	4,100	1,458	55%
T Greenville	Outagamie	10,773	16,390	5,617	52%