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An Era of Moderate Population Growth in Wisconsin: Demographic Services Center's Population Estimates for 2011

State Estimate, 1/1/2011:	**5,694,236**
Change from Census 2010:	7,250 (0.13%)

Like most states in the nation, Wisconsin's population growth has declined to moderate levels since the beginning of the 2007 recession and 2008 financial crisis.

- Calendar year 2011 exhibited the smallest change in the state's housing stock since Demographic Services began its full-state surveys in 1990. Residential electric meter data, a reliable proxy for household change over the past three decades, increased by only 5,450, also the lowest one-year change since 1990.

Housing Stock & Households
Net change in units, 2010: 9,220 Net change in units, 2009: 9,280
Net change in residential electric customers, 2010: 5,450 Net change in residential electric customers, 2009: 6,100
Lowest since data collection began in 1990
Housing unit change is less than one-fourth of peak construction years of 2002 through 2004

- The release of Census 2010 results also indicates the declines in the housing occupancy rate—a concrete confirmation of the over-built housing market—and average household size, a pattern that is in keeping with prior decades. These changes are taken into account in estimating the modest increase in population.

Occupancy Rate	
Census 2010	86.9%
Census 2000:	89.8%
Change:	–2.9%
Average Household Size	
Census 2010	2.43
Census 2000:	2.49
Change:	–0.06

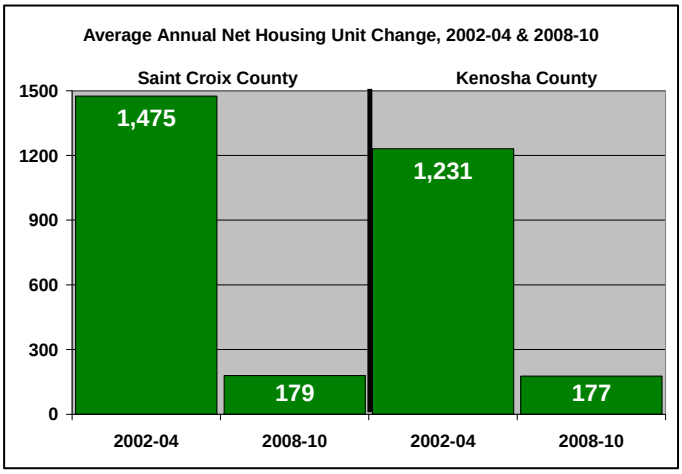
- In a typical year, approximately 70,000 Wisconsin residents—slightly more than 1%—move to other states (or other countries). Similarly, in most years, a slightly larger number—75,000 to 85,000, including foreign migrants—move in, producing positive net migration. However, the recessionary conditions have led to greater out-migration than in-migration in the past three years.

Natural Increase and Net Migration since 2010 Census	
Natural Increase:	+18,900
Net Migration:	–11,650

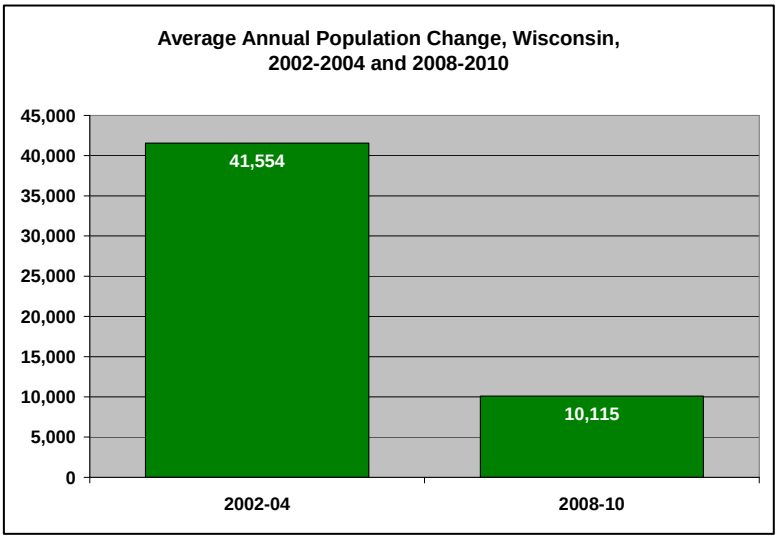
In the nine months from the 2010 Census to the January 1, 2011, Demographic Services estimates that the net migration was negative by approximately 12,000. On

an annualized basis, this value is similar to calendar year 2009. However, the state's natural increase (births minus deaths) was large enough to produce a net gain in population.

- Two regions that are large drivers of the state's in-migration are Wisconsin's counties bordering the Minneapolis-Saint Paul and Chicago metropolitan areas. The contrast between the average number of new housing units from the peak construction years of 2002-04 and the last three years for Saint Croix and Kenosha counties is striking.



These 85% to 90% declines in housing starts in two of our state's fastest-growing counties is a strong indicator of minimal in-migration from our neighboring states.



County Estimates

- From April 1, 2010 to January 1, 2011, it is estimated that 26 of Wisconsin's 72 counties lost population. The losses in nine counties were so minor—less than one-tenth of one percent—that, in estimation terms, their population change was neutral. It is estimated that 46 counties gained population.
- Counties estimated to gain more than 500 residents were Dane (+1,258), Brown (+1,185), Outagamie (+760) and Milwaukee (+634).
- Several northern counties are estimated to have lost between one and two percent of their populations. Florence (-1.9%), Iron (-1.5%), Forest (-1.3%) and Price (-1.1%)

counties continued their population declines as evidenced in the 2000s. However, given these counties' small sizes, the maximum numeric loss was –124.

Largest Counties (over 150,000 in population)

County Name	Prelim Estimate 2011	Census 2010	9month Numeric Change	9 month Percent Change	Pct Chg C2000-C2010
Milwaukee	948,369	947,735	634	0.1%	0.8%
Dane	489,331	488,073	1,258	0.3%	14.4%
Waukesha	390,267	389,891	376	0.1%	8.1%
Brown	249,192	248,007	1,185	0.5%	9.4%
Racine	195,225	195,408	-183	-0.1%	3.5%
Outagamie	177,455	176,695	760	0.4%	9.7%
Winnebago	167,245	166,994	251	0.2%	6.5%
Kenosha	166,632	166,426	206	0.1%	11.3%
Rock	160,287	160,331	-44	0.0%	5.3%

Municipal Estimates

- Just over one-half of the state's 1,850 municipalities were estimated to have gained population from April 1, 2000 to January 1, 2011. Because of this short time frame, the gains and losses tended to be very small. In fact, more than 1,700 communities had an estimated change of ±1.0 percent.

Municipalities that	C2010 to 1/1/2011	C2000 to C2010
gained population	931	1,120
had no change	244	9
lost population	675	721

Largest Municipalities (above 40,000 population)

Place Name	Prelim Estimate 2011	Census 2010	9month Numeric Change	9 month Percent Change	Pct Chg C2000-C2010
MILWAUKEE	595,525	594,833	692	0.1%	-0.4%
MADISON	233,890	233,209	681	0.3%	12.1%
GREEN BAY	104,250	104,057	193	0.2%	1.3%
KENOSHA	99,450	99,218	232	0.2%	9.8%
RACINE	78,700	78,860	-160	-0.2%	-3.7%
APPLETON	72,715	72,623	92	0.1%	3.6%
WAUKESHA	70,735	70,718	17	0.0%	9.1%
OSHKOSH	66,080	66,083	-3	0.0%	5.0%
EAU CLAIRE	66,060	65,883	177	0.3%	6.8%
JANESVILLE	63,515	63,575	-60	-0.1%	5.6%
WEST ALLIS	60,365	60,411	-46	-0.1%	-1.4%
LA CROSSE	51,195	51,320	-125	-0.2%	-1.0%
SHEBOYGAN	49,230	49,288	-58	-0.1%	-3.0%
WAUWATOSA	46,380	46,396	-16	0.0%	-1.9%
FOND DU LAC	43,075	43,021	54	0.1%	1.9%