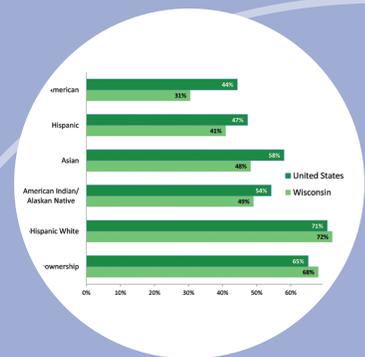
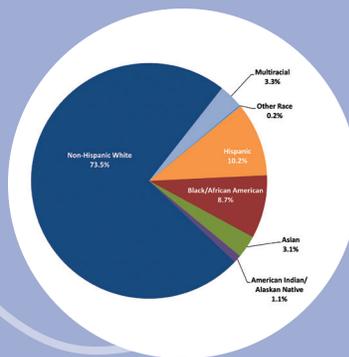
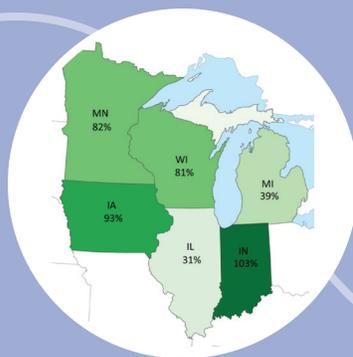
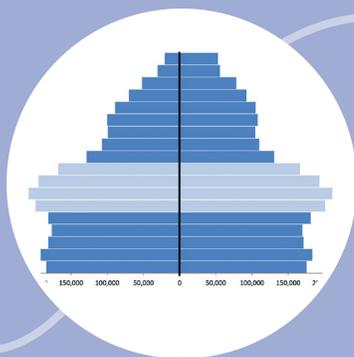


# 2010 Census Chartbook: *Demographic Trends* in Wisconsin



The **2010 Wisconsin Chartbook** draws on the most recent decennial census to present a visual summary of the demographic status of the state of Wisconsin. This chartbook was generated to provide Wisconsin's residents, communities, organizations, and governments access to demographic information vital to identifying and responding to the needs of the state and its population. Key results of the 2010 Census are reported in a series of charts, maps, and accompanying tables covering central demographic characteristics of Wisconsin's residents and counties. These features include population size and distribution, age structure, racial and ethnic composition, household and family composition, living arrangements, and select housing attributes.

The report is divided into six sections: The **first** presents general information about Wisconsin's population and demographic changes in its recent past. The **second** reports the current and past age structure of Wisconsin and discusses the implications of current aging trends. The **third** gives an overview of the racial and ethnic composition of Wisconsin, chiefly focusing on five groups that make up the large majority of the state's population: African Americans, American Indians, Asians, Hispanics, and non-Hispanic whites.



The **fourth** section provides data about housing patterns in Wisconsin including housing density, seasonal housing, vacancy rates, and homeownership rates. The **fifth** section reviews household demographics with a strong emphasis on the types of households in which Wisconsin's children live. The **sixth**, and final, section presents data on the population living in group quarters including nursing homes and correctional facilities.

The use of terminology and "labels" to describe race and ethnic populations can be a sensitive issue. Hispanic and Latino are often used interchangeably, sometimes with political, cultural and social preferences and implications in using one term or the other. Similarly, black and African American, and Native American and American Indian are often used



interchangeably, also with implications. In the chartbook, we use the group label that reflects the terminology and categorization used by the United States Census Bureau.

There is also scholarly and public debate about the overlap and difference between race and ethnicity. The Census Bureau considers race and ethnicity to be distinct population characteristics. Since the 1980 Census, ethnicity in census data has referred to whether or not a person is of Hispanic origin. Therefore, people of any racial background can be of Hispanic or non-Hispanic ethnicity. Likewise, Hispanics and non-Hispanics can be of any race.

The Census asks people to report their race in one question and their Hispanic or Latino ethnicity in a separate question. Consequently, a person who is African American and Hispanic will be represented in both categories. We note duplicate representation in specific figures where applicable. When possible, we report both race and ethnicity.

Although central focus is on African Americans, American Indians, Asians, Hispanics, and non-Hispanic whites, we also highlight trends among the growing multiracial population in Wisconsin. Since Census 2000, respondents have been able to identify as being of more than one race and to indicate which races make up their identity.

Dr. Katherine Curtis of UW-Extension and the UW-Madison Department of Community and Environmental Sociology and the Applied Population Laboratory, and Sarah Lessem of the UW-Madison Department of Sociology are the principal authors of this report. Work on this chartbook was supported by center grant #R24 HD047873 and training grant #T32 HD07014 awarded to the Center for Demography and Ecology at the University of Wisconsin at Madison by the Eunice Kennedy Shriver National Institute of Child Health and Human Development, and by the Wisconsin Agricultural Experimental Station. Daniel Veroff, David Long, and Rozalynn Klaas of the Applied Population Laboratory contributed invaluable comments, insights, and maps.

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## Executive Summary

### ■ Wisconsin's population grew at a slower rate than the nation as a whole

The state population steadily increased over the past 60 years, and by 6% between 2000 and 2010. Most of this growth during this period occurred because the number of children born was greater than the number of people who died. Only a small amount of the population gain is due to people moving into Wisconsin.

Wisconsin's population is concentrated in the southern part of the state, primarily in Dane and Milwaukee counties. Between 2000 and 2010, many of the state's rural areas, particularly those in northern Wisconsin, lost residents while metropolitan areas gained residents.

With a 6% increase in population between 2000 and 2010, Wisconsin grew more than the Midwest in total (3.9%), but less than the nation overall (9.7%).

### ■ The population of Wisconsin is aging

In 2000, the median age of Wisconsin residents was 36.0 years old. In 2010, it was 38.5 years old. Wisconsin had an older median age than did the Midwest as a whole (37.7) or the United States overall (37.2).

The aging of the Baby Boom generation is fueling the aging of Wisconsin. Because the number of people born between 1946 and 1964 is so large, the overall age of the state gets older as this generation ages. The increasingly large proportion of seniors in Wisconsin is expected to continue to grow in the coming decades.

On average, women live longer than men. This pattern holds in Wisconsin where women make up a large proportion of the oldest residents.

Rural counties in northern Wisconsin have larger percentages of older populations than other areas of the state. These rural areas experienced the most dramatic increase in the older population and the biggest decline in the youth population during the past decade.



Curtis, Katherine J. and Sarah E. Lessem. 2014. *2010 Census Chartbook: Demographic Trends in Wisconsin*. Applied Population Laboratory, University of Wisconsin-Madison/Extension.

[www.apl.wisc.edu/publications/2010\\_Census\\_Chartbook\\_WI.pdf](http://www.apl.wisc.edu/publications/2010_Census_Chartbook_WI.pdf)

■ **Wisconsin is becoming increasingly racially and ethnically diverse**

According to Census 2010, Wisconsin's population is about 83% white, 6% black, 6% Hispanic, 2% Asian, and 1% American Indian. Individuals of other and multiple races make up less than 2% of Wisconsin's population. The state is less racially diverse than the Midwest and much less racially diverse than the nation. Nonetheless, Wisconsin is more diverse now than it was in past decades.

Different races and ethnic groups have different age structures. The multiracial and Hispanic populations have many more youth than seniors. The non-Hispanic white population, on the other hand, is much older and the Baby Boom generation makes up the largest proportion of this group.

Over 15% of non-Hispanic whites are seniors, whereas only about 3% of Hispanics and multiracial individuals in Wisconsin are seniors. Relatedly, 26.5% of youth in Wisconsin are people of color, but only 5.5% of seniors are people of color.

Wisconsin's senior population increased over the past 10 years among all race groups. However, changes in the youth population varied by race and ethnicity. The multiracial, Hispanic, and Asian youth populations each increased dramatically over the last decade, whereas the American Indian and non-Hispanic white youth population decreased during the same period.

***The state is less racially diverse than the Midwest as a whole, and much less racially diverse than the nation. Nonetheless, Wisconsin is becoming increasingly racially diverse...***

Different race groups are concentrated in different regions of the state. In general, Wisconsin's metropolitan areas house the highest numbers and proportions of people of color. Most African Americans living in Wisconsin live in and around Milwaukee County or in Dane County.

Many American Indians live on reservations throughout the state. All counties except Menominee are majority non-Hispanic white. Menominee County – home to the Menominee Indian Reservation – is 84% American Indian. In Wisconsin, the Chippewa, Menominee, and Iroquois tribes have the largest membership.

Asian Americans are concentrated in eight or nine communities throughout the state, including both rural and urban areas. About 36% of Wisconsin Asians are Hmong, 18% are Asian Indian, 13% are Chinese, and 33% have roots in other countries.

Over half of Wisconsin Hispanics live in Milwaukee, Dane, or Racine counties, but there is a small and growing Hispanic population in rural Wisconsin. In Wisconsin, 77% of Hispanics are of Mexican descent, 14% are of Puerto Rican descent, and 1% are of Cuban descent. Wisconsin's Hispanic population is young – while only 5.9% of the total Wisconsin population identifies as Hispanic, 10.2% of children do. Wisconsin's Hispanic youth population grew by 81% between 2000 and 2010, on par with the Midwest.

In 2010, there were more multiracial individuals in Wisconsin than in 2000. This group is especially young. In part it is because there are more multiracial couples now than in the past and in part because younger people may be more comfortable identifying as multiracial.

- **Wisconsin's housing density is uneven across the state and home ownership is uneven across race groups**

Housing density is highest in the southeastern part of the state and in the Fox Valley, with growth fanning out from Brown County.

Wisconsin's seasonal housing – “vacation spots” – are heavily concentrated in the northern counties with another group of vacation homes in the central part of the state. Within counties, seasonal housing is often concentrated around lakes.

The majority of Wisconsin households owns rather than rents their homes, with 68% of all Wisconsin households owning their homes. This percentage is slightly higher than the national average of 65%.

There is a large racial disparity in homeownership in Wisconsin. While 72% of all non-Hispanic white households own their homes, less than half of households of color own their homes. Census data show that 49% of American Indian, 48% of Asian American, 41% of Hispanic households, and 31% of African American households own their homes.

***While 72% of all non-Hispanic white households own their homes, less than half of households of color own their homes.***

The average number of people living in a housing unit in Wisconsin is 2.58 people, with the average for owner-occupied houses at 2.68 people and renter-occupied houses at 2.44 people. Northern counties tend to have the smallest average number of people living in a dwelling. These are the counties with a high concentration of seasonal housing and older populations.

- **One-third of Wisconsin Households are married families with children although a growing proportion is not**

Approximately 30% of all households in Wisconsin consist of married families with a child or children. An additional 19% of households are married couples with no children under 18 in the home. Single women and men make up 15% and 13% of households, respectively. Other households include unmarried couples with and without children and people living with non-family roommates. A smaller portion of the population lives in group housing including nursing homes, dormitories, and correctional facilities.

About two-thirds of children under 18 live in married families, including those who live in step-families. Another 27% live with unmarried parents including those who cohabit with a partner. A small percentage of Wisconsin children live in other types of households, including those headed by grandparents (4.4%), other relatives (1.4%), and non-relatives (2.0%).

About two-fifths of married and unmarried heterosexual couples report having children living with them. Only 26% of same-sex female couples and 18.5% of same-sex male couples have children in their homes.

Over the past 30 years, children are increasingly likely to live in single-parent families – including cohabiting families – in Wisconsin. Although more of these children live with mothers than fathers, the percentage living with fathers has grown since 2000. Despite this growth, 7% of children in Wisconsin lived with single fathers whereas 19.5% lived with single mothers in 2010.

Among Wisconsin's child population in 2010, 61.5% of African Americans, 44% of American Indians, 33% of Hispanics, 21% of non-Hispanic whites, and 16% of Asians and Pacific Islanders lived with a single parent. A larger proportion of children of all races lived with single mothers than single fathers. Of all races, a higher proportion of American Indians lived with a single father (11%) than any other race group.

Overall, just over one in 50 Wisconsin households included family members from three or more generations. However, this varied significantly by race and ethnicity. People of color, specifically Asians, American Indians, Hispanics, African Americans, and those identifying as "other race" were more likely to have multigenerational households than were non-Hispanic whites. Likewise, minority households were bigger than non-Hispanic white families on average.

### ■ Gender and racial differences are found among the population living in group quarters

In 2010, nearly 35,000 adult males lived in Wisconsin correctional facilities. By comparison, approximately 3,200 adult women were in correctional facilities. At the same time, around 31,000 women lived in college or university housing compared to nearly 26,000 men, and many more women than men lived in nursing homes.

The incarceration rate, or proportion of adults in correctional facilities, increased over the past 30 years for both men and women in Wisconsin. This is especially true among African American and American Indian men.

In 2010, 11.8% of African American men over 18 lived in correctional facilities as did 6.6% of American Indian men. In contrast, less than 0.5% of all Asian men in Wisconsin were incarcerated.

To compare, this is 1 in 9 African American men and

1 in 200 Asian men. Women of all races and ethnicity were less likely to be incarcerated than were men of the same race or ethnicity.

The state's nursing home population is largely made up of non-Hispanic whites followed by African Americans. Asian and Hispanics comprise the smallest share of the nursing home population.

***In 2010, nearly 35,000 adult males lived in Wisconsin correctional facilities. By comparison, approximately 3,200 adult women were in state correctional facilities.***

# SECTION 1 *General Population Change*

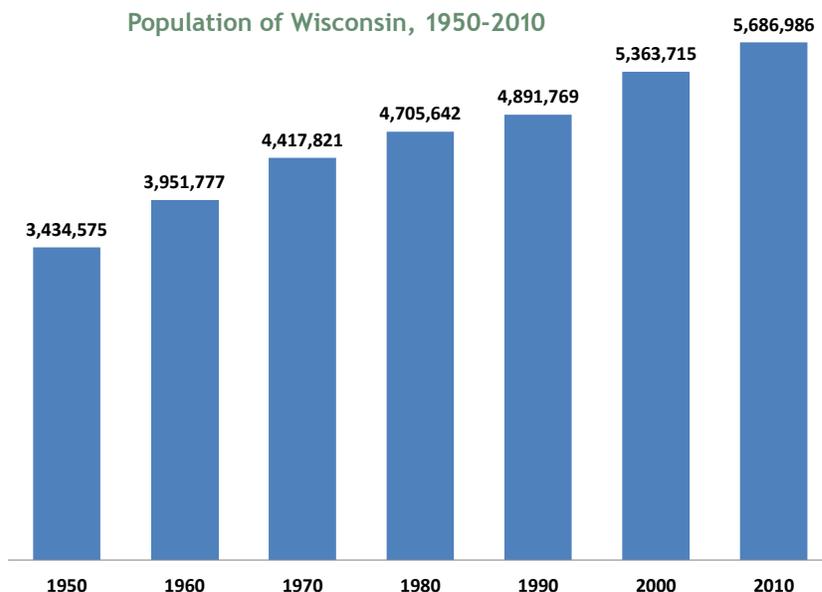
## Wisconsin's Long-term Population Growth and Components of Change

Population change is often viewed as a marker of social and economic vitality. Population scientists generally consider places that gain more people than they lose as faring better than places that lose more people than they gain. This means faster growth rates are positive indicators and slower growth rates are negative.

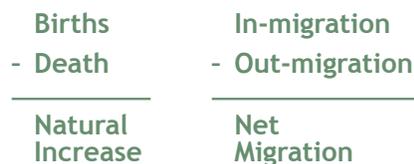
Wisconsin's population has been growing for decades, although its growth rate has fluctuated. Between 2000 and 2010, the state's population increased by 6%. Taking a long-view, Wisconsin grew at a faster rate during the 1950s, 1960s, and 1990s – decades of general economic growth. Growth between 2000 and 2010 was slower and is on par with growth in the 1970s and 1980s, the period of deindustrialization and economic contraction. Nationally, the population grew by

9.7% between 2000 and 2010. This is the slowest state growth rate since the Great Depression (7.3% in the 1930s). However, it was comparable to the national growth rate between 1980 and 1990 (9.8%).

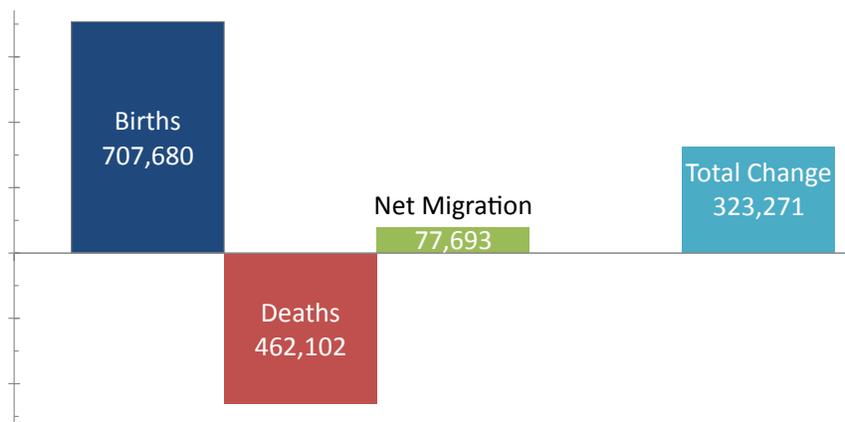
Population of Wisconsin, 1950-2010



The size of an area's population changes in one of three ways. People are born, people die, or people move into or out of a place. Natural increase is the number of births minus the number of deaths that occurred within a place. Net migration is the number of people who move into a place minus the number of the people who move away from that place. To calculate the total population change in an area, its natural increase and net migration are added together.



Components of Population Change - Wisconsin, 2000-2010



Wisconsin's growth is largely attributed to natural increase, specifically births. An additional 391,342 people joined Wisconsin's population through natural increase (707,680 births - 462,102 deaths = 391,342 natural increase). Net migration, on the other hand only contributed 77,693 people, making up less than 25% of the decade's population growth.

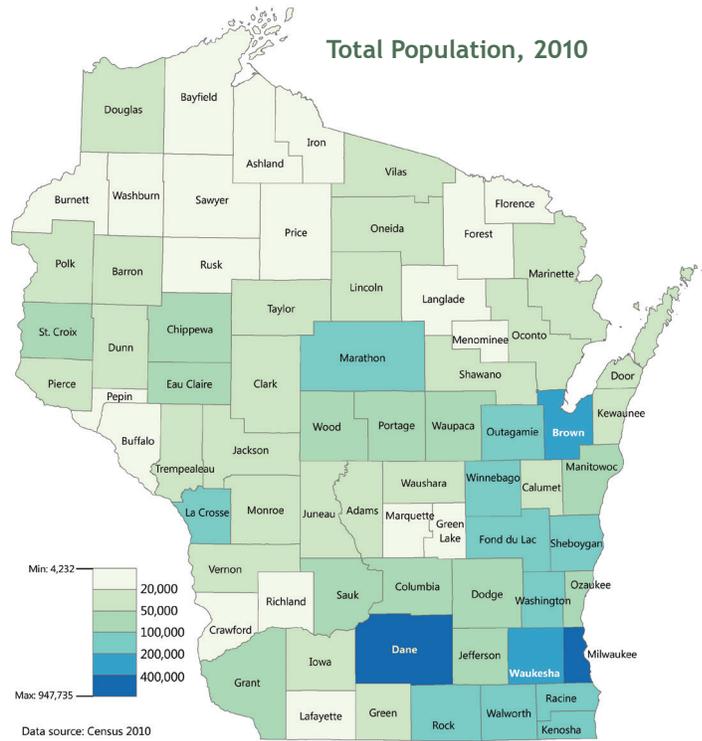
## Distribution of Wisconsin's Population

Much of Wisconsin's population is concentrated in the southeastern part of the state. The largest populations live in Milwaukee County and Dane County, with 947,735 and 488,073 residents, respectively. These counties also house the largest cities in the state, Milwaukee and Madison.

## Wisconsin's Population Change between 2000 and 2010

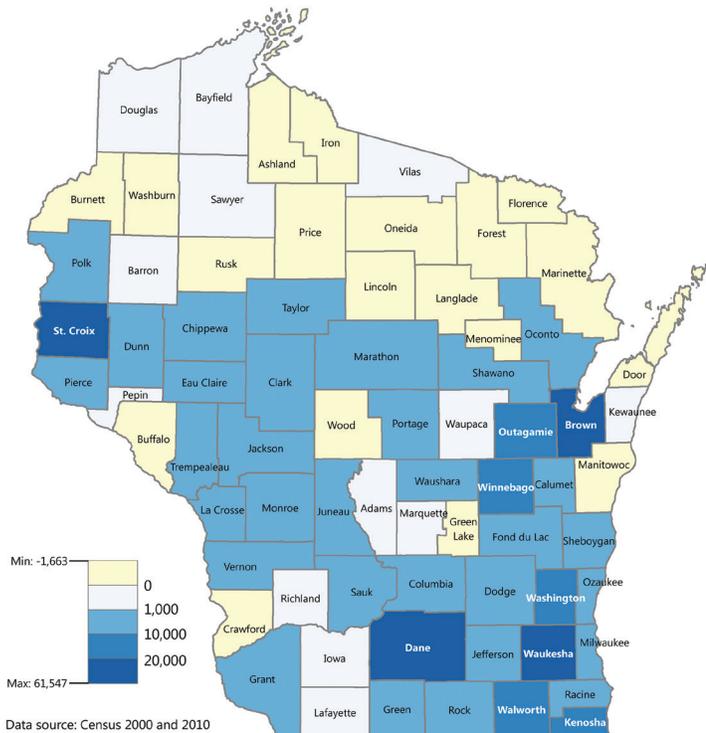
Wisconsin's population changed at different rates across the state. Areas on the fringes of metropolitan areas and urban centers grew faster than other areas. Milwaukee County reversed its pattern of population loss in previous decades and grew by 7,571 residents (+0.8%) between 2000 and 2010. Dane County added more new residents during the period than any other Wisconsin county, growing by 61,547 people (14%).

St. Croix County grew faster than any other county in the state, increasing by 34% and growing from 63,155 residents in 2000 to 84,345 in 2010. Waukesha (home to the city of Waukesha) and Brown (Green Bay) counties followed as the second and third fastest growing counties

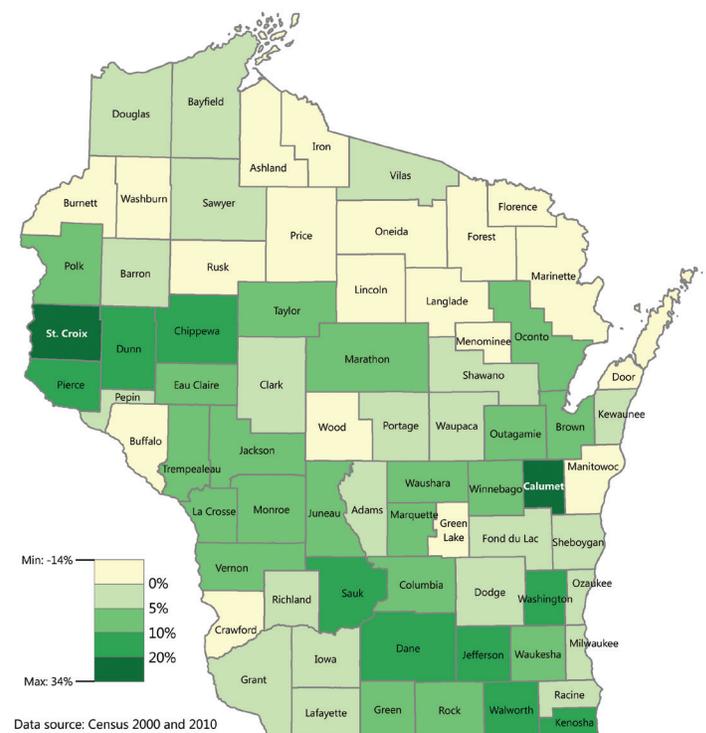


in the number of new residents added over the ten-year period. Counties at the fringes of large metropolitan areas also grew in population, including Calumet County (near Fox Valley, 21%), Washington County (near the Milwaukee area, 12.2%), Sauk County (near the Madison area, 12.2%), and Jefferson County (between Milwaukee and Madison, 10.5%).

## Change in Total Population Size, 2000-2010



## Percent Change in Population, 2000-2010



**Population change** can be considered in two ways: the number of people who joined or left a population; or the percent increase or decrease in a population. The change in the number of people, or the population count, is used to derive the percent change in population.

The City of Madison grew more than any other city in the state, increasing by 25,155 residents (12%). Sun Prairie, also in Dane County, grew the second most, adding 8,995 new residents (44%).

Most of the suburban and exurban population growth occurred in the early part of the decade between 2000 and 2006 when the housing market boomed and new housing was developed at a record pace. Growth slowed dramatically in the second part of the decade.

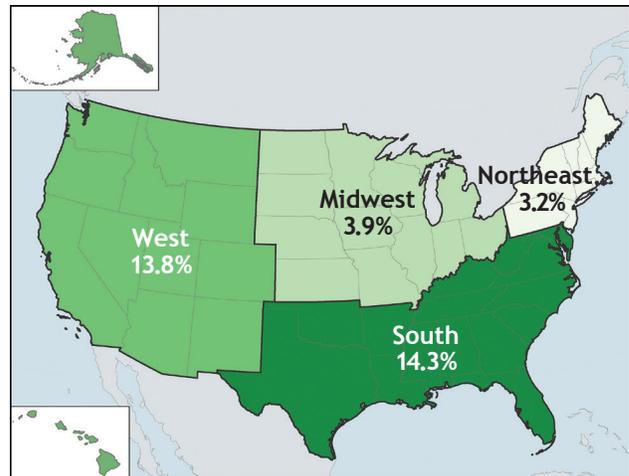
Although Wisconsin's overall population grew by 6% between 2000 and 2010, the population in 19 of the

state's 72 counties declined. Most of the counties with declining populations are rural and in the northern part of the state, including Iron (-14%), Florence (-13%), Price (-11%), Menominee (-7%), Forest (-7%), Ashland (-4%), Rusk (-4%), Marinette (-4%), Langlade (-4%), Crawford (-4%), Lincoln (-3%), Oneida (-2%), Manitowoc (-2%), Buffalo (-2%), Burnett (-1%), Wood (-1%), Washburn (-0.8%), Door (-0.6%), and Green Lake (-0.3%) counties.

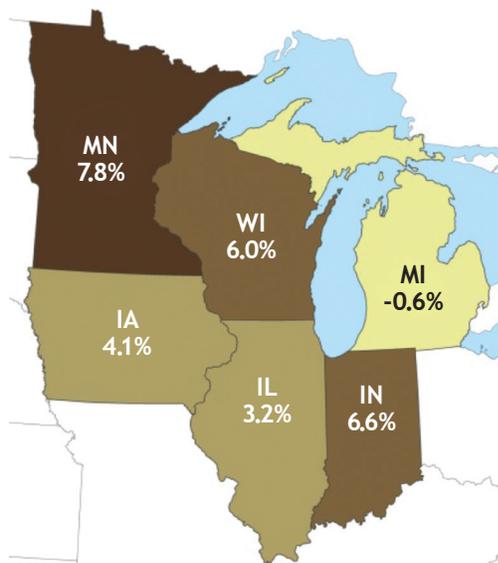
## Percent Change in Population of Midwestern States and US Regions, 2000-2010

Among the nation's regions, the Southern and Western United States grew at the fastest rates during the 2000s (14.3% and 13.8%, respectively) whereas the Northeast and Midwest grew comparatively slower (3.2% and 3.9%, respectively). The 3.9% growth in the Midwest translates into 2.5 million people. Wisconsin was home to 323,311 of this total, making up nearly 13% of total regional growth. Most of this growth occurred in the early 2000s.

### Percent Change in Population by Region, 2000-2010



### Percent Change in Population in Wisconsin and Neighboring States, 2000-2010



### Percent Change in Upper Midwestern States and US Regions

Wisconsin, on par with Indiana, was among the faster growing states in the Upper Midwest between 2000 and 2010. Minnesota out-paced the other states in the Upper Midwest. In contrast to all other states in the region, and the nation, Michigan's population declined (-0.6%).

## SECTION 2 *Current and Past Age Structure*

### Distribution of Median Age in Wisconsin in 2010

One dominant demographic trend in Wisconsin is the aging of the state's population. Looking forward, the "age wave" is coming. In 2000, Wisconsin's median age was 36.0 years. By 2010, the median age increased to 38.5 years. By comparison, in 2010, the median age for the United States was 36.8 years. There is some age diversity across the state, yet there is a general trend towards an aging population.

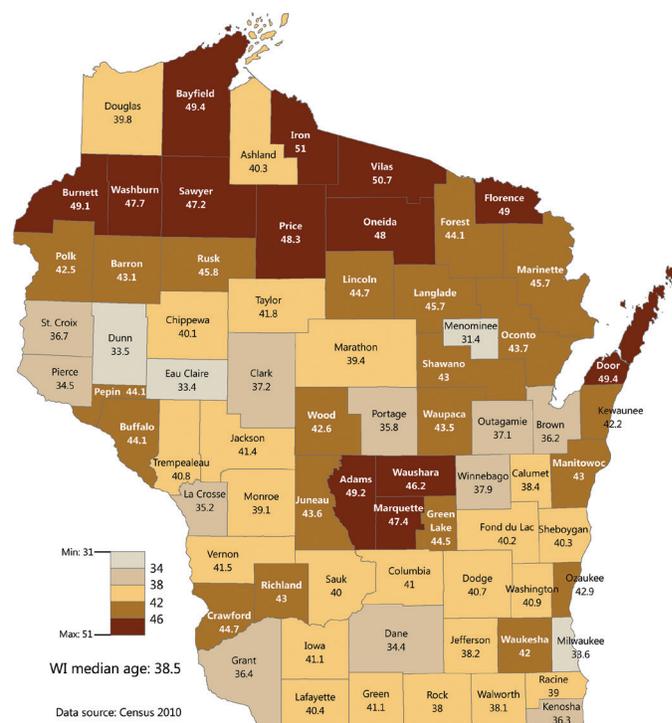
Median age increased in all but two of Wisconsin's counties since 2000. Milwaukee and Grant counties are the exceptions; the median age remained stable in Milwaukee County, and in Grant County it declined.

Rural counties largely concentrated in northern Wisconsin aged the most. This is part of a larger trend of "aging in place" that is closely tied to labor and retirement migration. Aging in place occurs when young people do not enter a population through fertility (births) and/or more young people move away from an area than move in and, concurrently, the adult population does not move away.

Places that are aging face unique challenges and opportunities. Older people tend to retire or stay in these counties while younger people move to other locations for employment and educational opportunities. Iron and Vilas counties are Wisconsin's oldest counties, reporting median ages of 51.0 and 50.7 years, respectively. Bayfield (49.4 years), Door (49.4), and Adams (49.2) rounded out the top five oldest counties in Wisconsin.

In 2010, Menominee County was the youngest county in Wisconsin with a median age of 31.4 years. Eau Claire (33.4 years), Dunn (33.5), and Milwaukee (33.6) counties are the next youngest followed by Dane County (34.4). Menominee County is home to the Menominee Indian

Median Age, 2010



Tribes of Wisconsin. The American Indian population tends to have a larger youth population relative to non-Hispanic whites which comprises the majority of the population in all other Wisconsin counties. In addition to being home to more racially and ethnically diverse populations, Eau Claire, Dunn, Milwaukee, and Dane counties also attract young people to college and university campuses.

Compared to other Upper Midwestern states, Minnesota (36.0 years), Illinois (36.6), Indiana (37.0) are younger than Wisconsin, whereas Iowa (38.1) and Michigan (38.9) are nearly identical to Wisconsin (38.5).

**The median age** represents the midpoint of the age distribution for a specific area. It is a measure of the average that is not sensitive to extreme values, either high or low. Areas with lower midpoints are called "younger" than the "older" areas with higher midpoint ages. People of all ages can and do live in both younger and older counties, but younger counties have a larger proportion of children and young adults whereas older counties have a smaller proportion of youth and a larger share of seniors.

## Age Structure of Wisconsin's Population 1980-2010

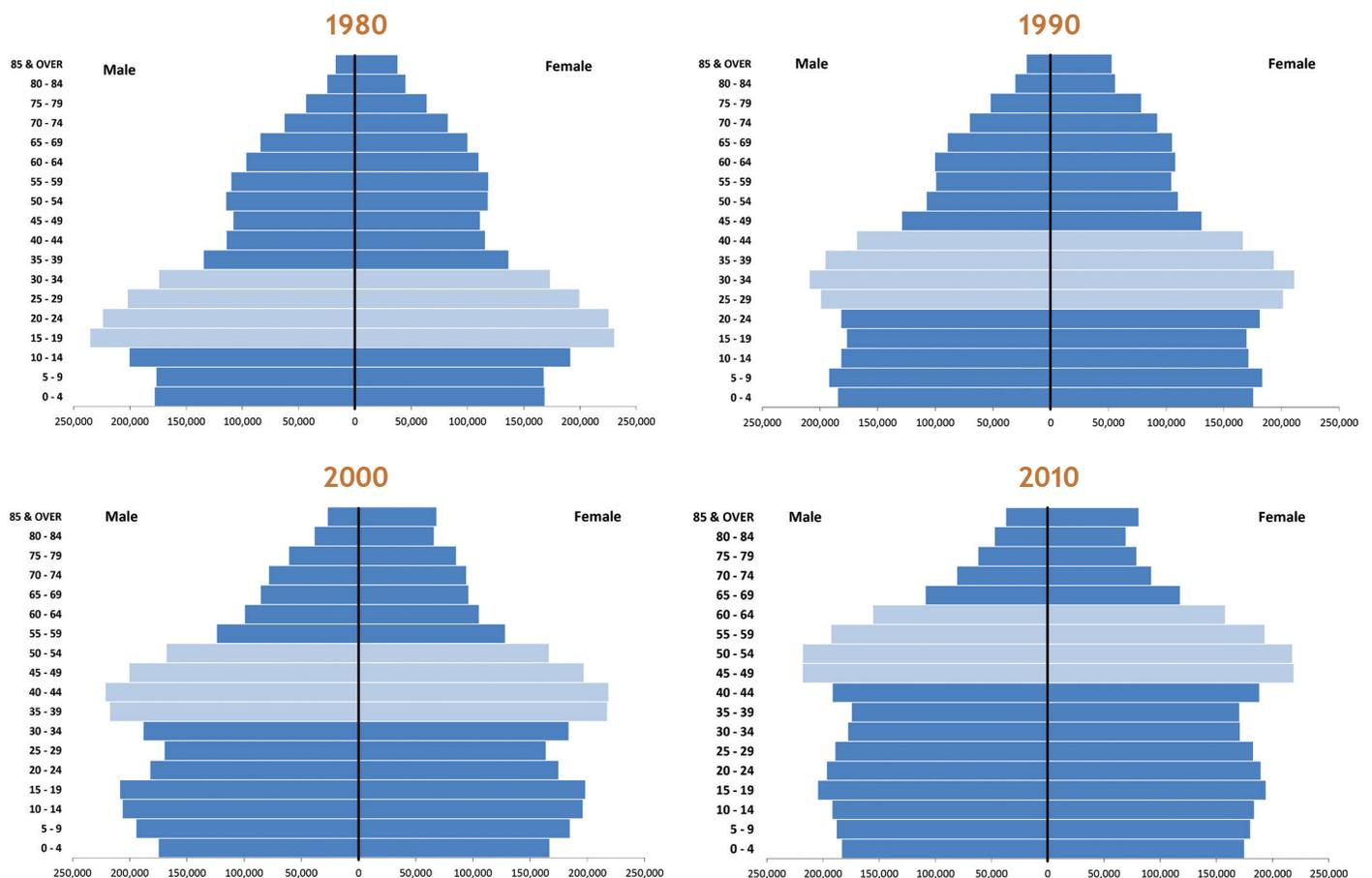
Population pyramids distill an area's population into age groups to show the current age and sex distribution, thereby giving us information about the past and future patterns in the population. Throughout this series of population pyramids, the Baby Boomer generation is highlighted to demonstrate how the age group is contributing to the "greying" of the state.

**In 1980**, the Baby Boomers were among the 15-to-34-year-old group and made up a larger proportion of the

population than any other age group. These age groups also represent two qualities of the state's population. First, those were the peak birth years of the Baby Boom. Second, the four-year campuses across the state attract in-migrants at those age groups.

**In 1990**, the Baby Boomers were 25 to 44 years old. The size of the highlighted bars is smaller than in 1980, signaling a loss in population among this age group, likely through out-migration. People often move at this age in

Population by Sex and Age, Wisconsin, 1980-2010



The shape of the graph tells us the age of a population, and gender distribution at each age. When a pyramid has a wide base, this means the population is very young and children comprise a larger share. Women are shown on the right side of the population pyramid and men are on the left. When the pyramid is more rectangular it indicates a stable population with equal numbers of people in all age groups. When there is a specific section of the pyramid that is bigger than the others, it indicates an especially large proportion of the population in that age group.

search of economic opportunities. Despite modest losses among this age group, the Baby Boomers still comprised the largest portion of the state's population.

**In 2000**, the Baby Boomers were the 35 to 54 year-olds. In addition to the large population at this age, one can clearly see the children of the Baby Boom at the 15 to 19 age group, along with some growth in the 10 to 14 age group. This is known as the “echo” of the Baby Boom generation.

**In 2010**, the Baby Boomers were the 45 to 64 year-olds.

Despite the echo generation (children of the Baby Boomers) and even younger age groups, the Baby Boomers still comprise the largest portion of the state's population. Hence, the state has aged along with the Baby Boom generation.

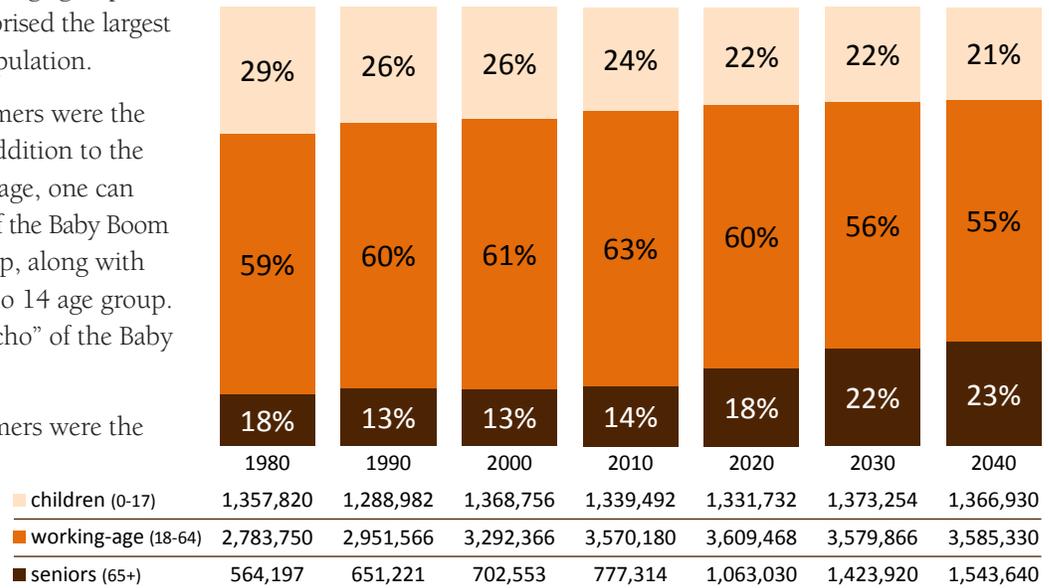
To further illustrate, the median age in Wisconsin was 29.4 years in 1980, 32.9 in 1990, 36.0 in 2000, and 38.5 in 2010. The first Baby Boomers turned 65 in 2011, and the next ten years will further accelerate the “greying” of the population in Wisconsin with implications for health care, residential, and transportation services necessary to accommodate the aging population.

### Growth of Wisconsin's Senior Population 2000-2010

Between 2000 and 2010, growth in the senior population (65 and older) was largely concentrated in the northern part of the state. This pattern has implications for transportation and access to health services, especially given the rural nature of the northern counties. Generally, rural areas have a shortage of healthcare providers and alternative or public transportation services.

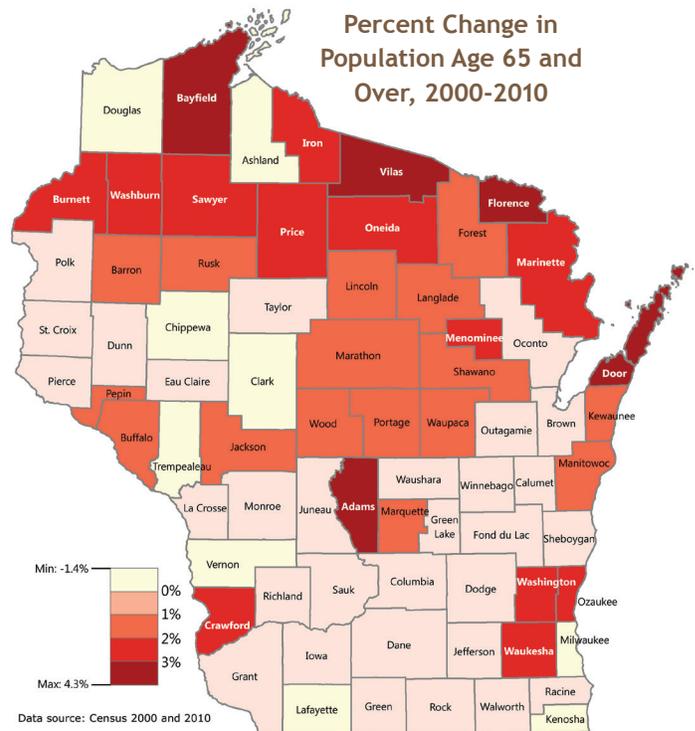
In 2010, Iron County reported the highest median age at 51, with 25.4% of the population 65 years or older. Vilas County was a close second with a median age of 50.7, and 25.9% of the population 65 years or older. In contrast, Menominee County reported the lowest median age at 31.4, with only 11.4% of the county population 65 years or older.

Number of Children, Working-Age Adults, and Seniors in Wisconsin, 1980-2040 (2020-2040 projected)



Note: The population numbers from 2020 through 2040 are projections derived by the State of Wisconsin Department of Administration.

**If current trends persist, Wisconsin's senior population will continue to increase in future decades. In contrast, the child and working-age populations will remain virtually unchanged. As a decreasing proportion of the population will be working to support non-working seniors, age trends have implications for the state's labor force in addition to health and social service needs.**



## Percent Change in Senior Population in Midwest and United States, 2000-2010

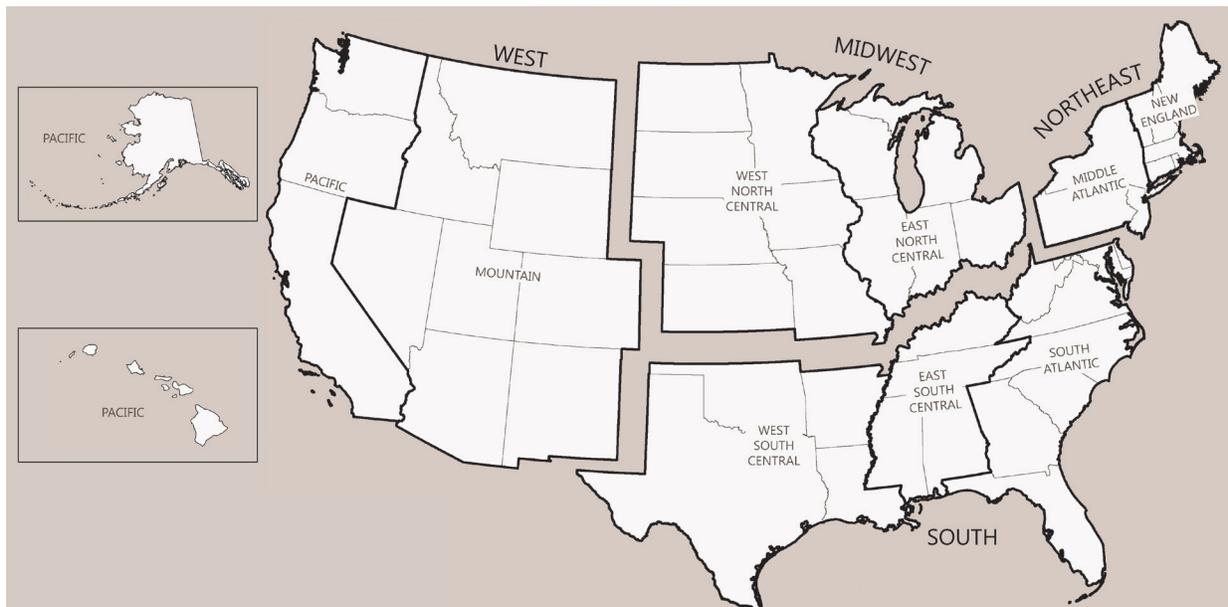
Neighboring States	Percentage Change
Iowa	3.8%
Illinois	7.3%
<b>WISCONSIN</b>	<b>10.6%</b>
Michigan	11.7%
Indiana	11.7%
Minnesota	15.0%

Region/Division	Percentage Change
Northeast Region	5.9%
New England Division	7.9%
Middle Atlantic Division	5.2%
<b>MIDWEST REGION</b>	<b>9.2%</b>
East North Central Division	9.3%
West North Central Division	9.1%
South Region	19.7%
South Atlantic Division	21.1%
East South Central Division	15.9%
West South Central Division	19.5%
West Region	23.5%
Mountain Division	32.5%
Pacific Division	19.7%
United States	15.1%
Puerto Rico	27.5%

States with Declines or Smallest Increases in Seniors	Percentage Change
District of Columbia	-1.6%
Rhode Island	-0.3%
Pennsylvania	2.1%
North Dakota	3.2%
Iowa	3.8%
Massachusetts	4.9%
Kansas	5.6%
Nebraska	6.2%

States with Greatest Increases in Seniors	Percentage Change
Alaska	53.9%
Nevada	48.2%
Idaho	33.4%
Colorado	32.1%
Arizona	32.0%
Georgia	31.4%
Utah	31.1%
South Carolina	30.2%

## Census Regions and Divisions of the United States



Populations also age when large numbers of the younger population out-migrate to pursue educational or economic opportunities and when older populations in-migrate to seek amenity-rich places to enjoy their retirement, or some combination of both. Challenges include the delivery of local services such as health care, housing, and transportation. Civic engagement is an especially vital issue in these communities since older residents can be a source for volunteers and community action. Yet tensions can emerge when the needs and values of older residents are not in concert with those of younger residents.

Census 2010 reports 777,314 senior residents in Wisconsin. Seniors accounted for 13.7% of Wisconsin's

total population and grew by 10.6% since 2000.

By comparison, 12.9% of the nation's population was 65 years old or older in 2010, increasing by 15.1% since 2000. The Midwestern region (13.5% age 65+) is relatively younger than the Northeast (14.1% age 65+) and relatively older than the South (13.0% age 65+) and the West (11.9% age 65+).

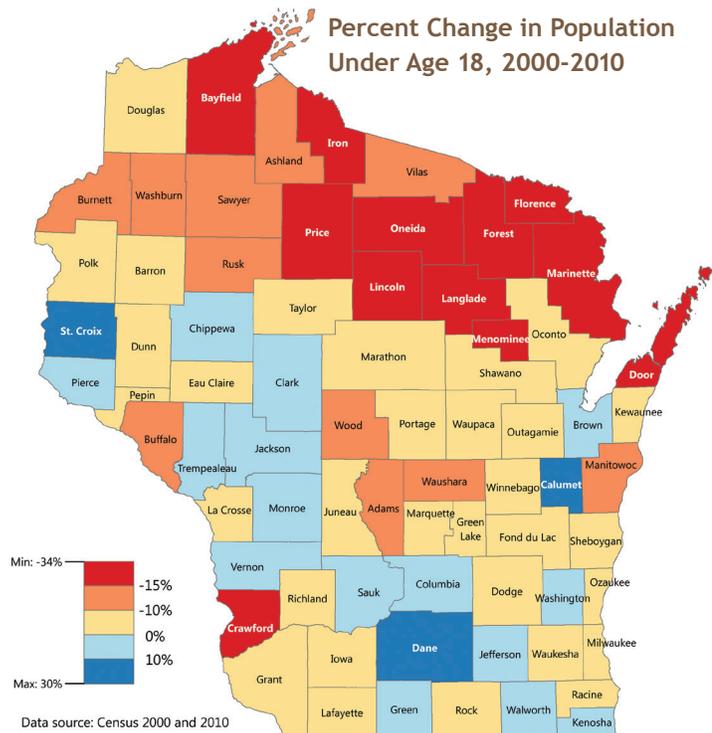
The senior population grew at a slower rate in the Midwest than the South and the West, but at a faster rate than the Northeast. Wisconsin's 10.6% increase in seniors over the past decade was a faster growth rate than neighboring Iowa (3.8%), Illinois (7.3%), but a slower rate of growth than Michigan (11.7%), Indiana (11.7%), and Minnesota (15.0%).

## Change in Wisconsin's Child Population 2000-2010

As Wisconsin's older population increased, its child population decreased. The total number of children (under 18) declined by 2.1% in the last decade, falling from 1.37 million in 2000 to 1.34 million in 2010. Declines were reported for children between 5 and 18, but there was an increase in children under 5 years old,

which grew by 4.7% since 2000. The increase in young children is largely due to growth among Hispanic children (discussed in detail in the "Race and Ethnicity" section).

The decrease in the number of non-Hispanic white children fueled the overall decline in the total number of children in Wisconsin. Between 2000 and 2010, the number of non-Hispanic white children dropped from 1.1 million in 2000 to only 984,738 in 2010, marking a 10.5% decrease. The total number of children born to the Baby Bust generation (aged about 30 to 45 in 2010) is much smaller than the number born to the Baby Boomers. The current child population is a marker of recent fertility behaviors and provides a glimpse into the future population of Wisconsin.



### Percent Change in Child Population in the Midwest and United States, 2000 to 2010

Neighboring States	Percentage Change
Michigan	-9.7%
Illinois	-3.6%
<b>WISCONSIN</b>	<b>-2.1%</b>
Iowa	-0.8%
Minnesota	-0.2%
Indiana	2.2%

Region/Division	Percentage Change
Northeast Region	-5.5%
New England Division	-5.9%
Middle Atlantic Division	-5.3%
<b>MIDWEST REGION</b>	<b>-3.1%</b>
East North Central Division	-4.5%
West North Central Division	0.0%
South Region	8.7%
South Atlantic Division	9.2%
East South Central Division	2.7%
West South Central Division	10.9%
West Region	5.3%
Mountain Division	15.5%
Pacific Division	1.1%
United States	2.6%
Puerto Rico	-17.3%

States with the Greatest Declines in Children	Percentage Change
Puerto Rico	-17.5%
Vermont	-12.4%
Washington D.C.	-12.3%
Michigan	-9.7%
Rhode Island	-9.6%
Maine	-8.9%
Louisiana	-8.3%

States with Greatest Increases in Children	Percentage Change
Nevada	29.9%
Utah	21.2%
Arizona	19.2%
Texas	16.6%
Idaho	16.3%
North Carolina	16.2%
Georgia	14.9%

Wisconsin's decline in the size of its child population is shared by nearly all neighboring states. The only neighboring state reporting growth in the child population between 2000 and 2010 was Indiana with an increase of 2.2%. The number of children in the Midwest declined by 3.1%, which was lower than the

Northeast where the child population decreased by over 5% in the past decade. Unlike the Midwest and Northeast, the number of children in the South and West increased over the past decade by 8.7% and 5.3%, respectively.

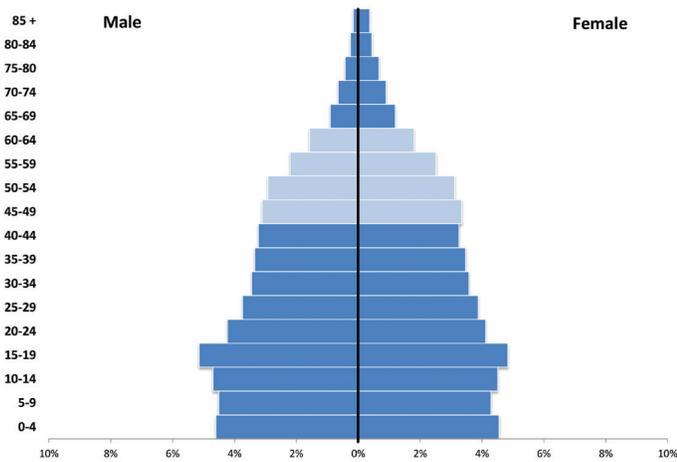
**The decline in the child population** over time does not indicate an increase in deaths among children. Rather, the decline reflects a failure to replenish the age groups that make up the child population over time through births and migration. The child population in one decade is the adult population in later decades.

### Age Structure of Wisconsin's Race and Ethnic Groups, 2010

Race-specific population pyramids show the diversity in the age profiles among the different racial and ethnic groups making up Wisconsin's population. The past, present, and future populations are not the same for all race and ethnic groups. What is common to all race and ethnic groups is the larger female population at older ages since women generally outlive men.

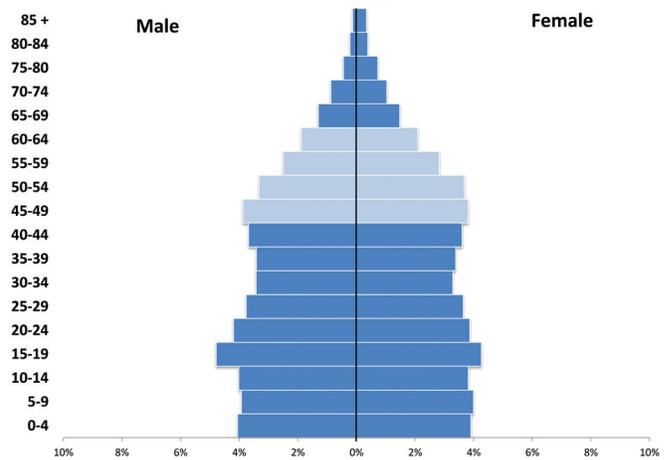
The Baby Boom generation, highlighted in this series of population pyramids, is not the largest age group for most race groups in Wisconsin. The largest age group among African Americans and American Indians is the 15-19 year-olds. Relative to other age groups of the same race, Baby Boomers make up a modestly larger portion of the American Indian population than for African Americans.

**Black or African American Population by Sex and Age - Wisconsin, 2010**



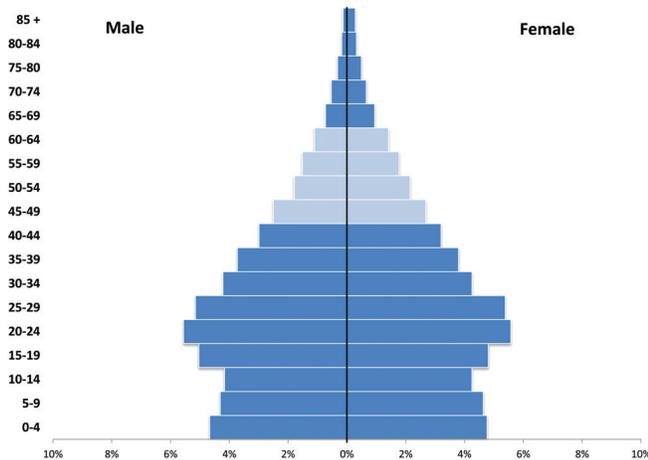
Note: This graph does not include Hispanic Blacks or Hispanic African Americans.

**American Indian and Alaska Native Population by Sex and Age - Wisconsin, 2010**



Note: This graph does not include Hispanic American Indians or Hispanic Alaska Natives.

**Asian Population by Sex and Age - Wisconsin, 2010**



Note: This graph does not include Hispanic Asians or Native Hawaiians or other Pacific Islanders.

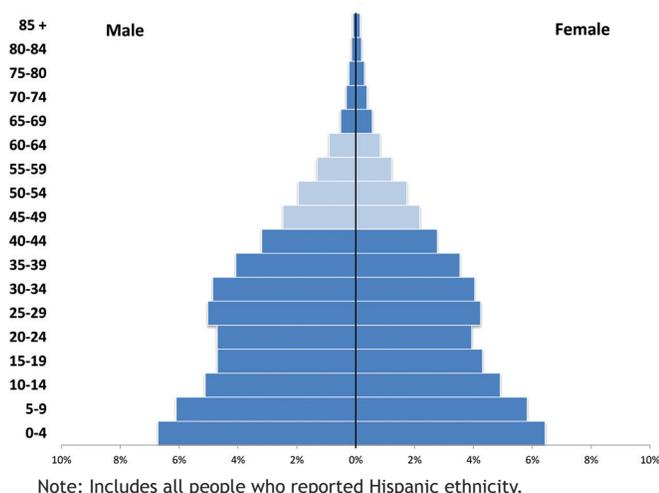
Young adults aged 15 to 29 make up the largest share of the Asian population in Wisconsin. Some of the Asian population includes international students at UW campuses, which may contribute to the relatively large 20-24 year-old Asian age group. The Baby Boomers comprise a noticeably smaller share of the Asian population than the African American and American Indian population.

For a description of Population Pyramids, see Section 2, on page 12.

In this series of graphs, everyone who identified themselves as Hispanic or Latino is in the Hispanic graph. People included in the Hispanic graph are not included in graphs for any other race group. For example, African American Hispanics are only included in the Hispanic population pyramid and not in the African American population pyramid.

The age structure of the Hispanic population is young. The largest Hispanic age group is 0-4 year-olds followed by 5-9 year-olds. While only 5.9% of the total Wisconsin population identifies as Hispanic, 10.2% of people under 18 do. In 2000, only 5.5% of Wisconsin's children were identified as Hispanic; the proportion of Wisconsin's children who are Hispanic has nearly doubled in a decade. Between 2000 and 2010, growth in the number

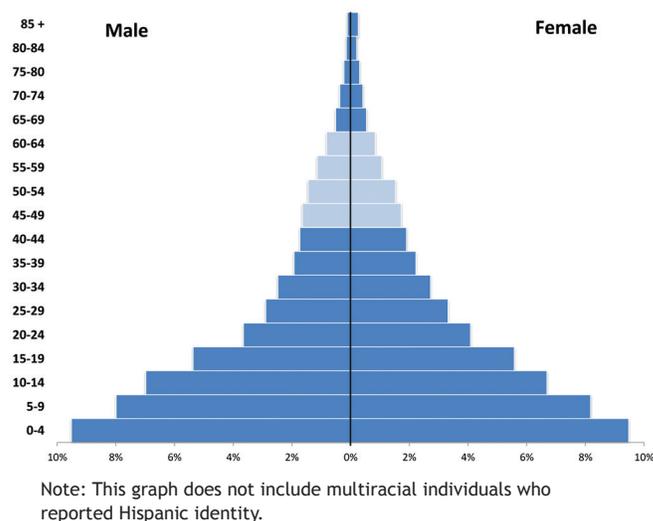
**Hispanic Population  
by Sex and Age - Wisconsin, 2010**



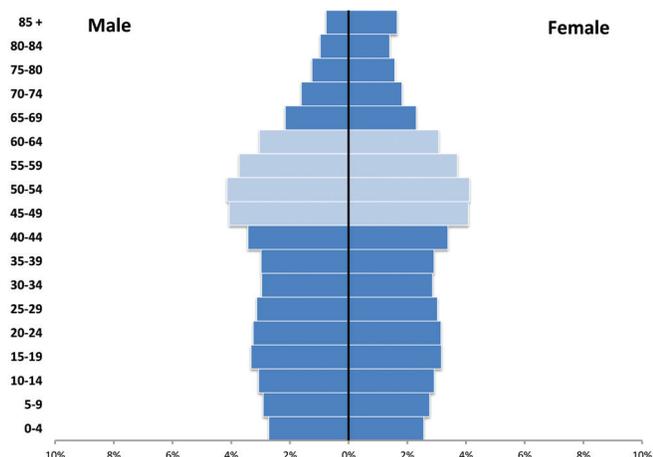
of Hispanic children in Wisconsin offset the decline in the overall child population.

Since the 2000 Census, people have been able to self-identify as multiracial. The age structure of this group is strikingly young, indicating the increasingly multiracial composition of more recent generations, a higher tendency for younger populations (and, for the very young, their parents and adult guardians) to identify as multiracial, or a combination of both factors.

**Multiracial Population  
by Sex and Age - Wisconsin, 2010**



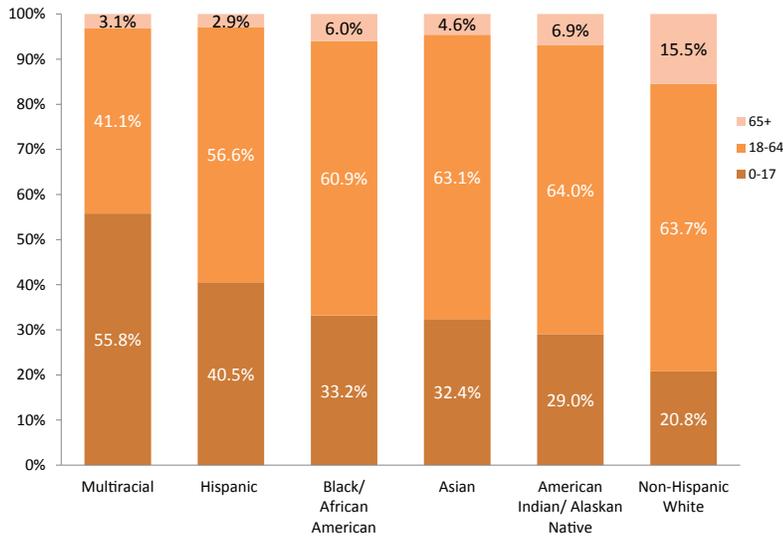
**Non-Hispanic White Population  
by Sex and Age - Wisconsin, 2010**



Relative to all other groups in Wisconsin, the non-Hispanic white population is old. The largest age groups are all in the Baby Boom cohort, aged 45-64 in 2010. The tendency for more females to survive to very old age (85 years old and older) is more pronounced among non-Hispanic whites than other races.

The diversity in the age structure by race and ethnicity highlights the diversity of social needs each race group confronts. Issues at older ages tend to center on health care and services, whereas issues at younger ages center on education and employment opportunities. Given current patterns, the school and labor force populations in Wisconsin will be more racially diverse than they are today. While all population groups age, most of the state's aging population is made up of non-Hispanic whites and, looking ahead, this group will use the most services.

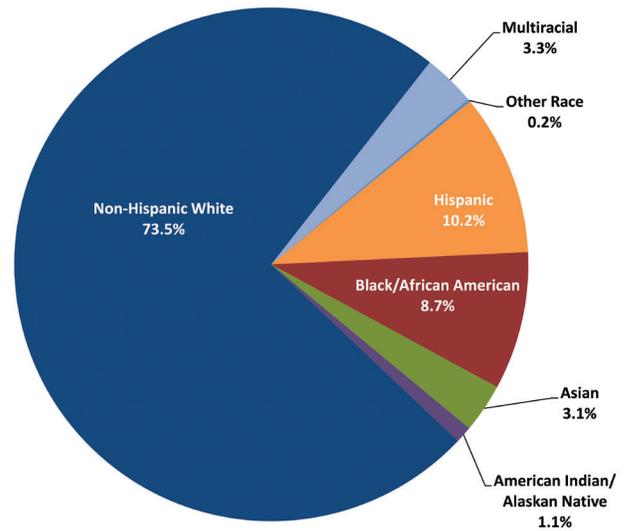
**Percent of Children, Working-Age adults, and Seniors by Race and Ethnicity in Wisconsin, 2010**



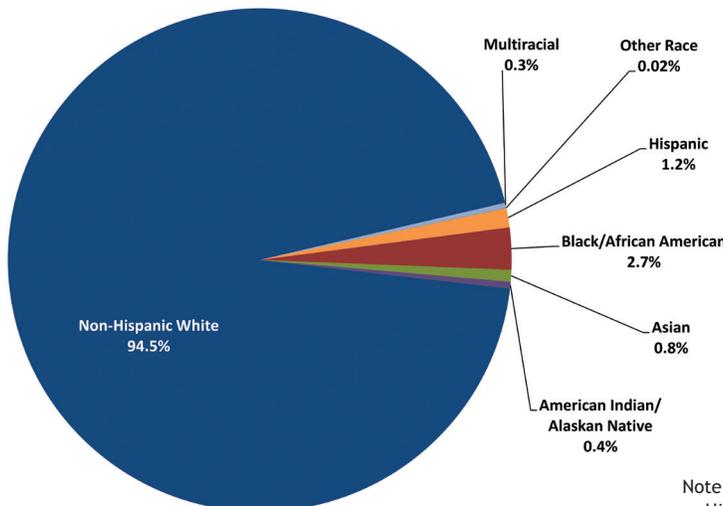
Note: All people who indicated Hispanic ethnicity are counted exclusively as Hispanic regardless of their reported race. Native Hawaiians and other Pacific Islanders are included in the "Asian" category.

The largest share of the child population is non-Hispanic white. Even though the white population is comparatively older than all other race groups, whites still make up the majority of the youth population (73.5%). Hispanics (10.2%) and African Americans (8.7%) make up the second and third largest shares of the youth population. Multiracial (3.3%) and Asian (3.1%) children each contribute a small proportion to Wisconsin's total youth population. American Indians comprise an even smaller share (1.1%), and very few of Wisconsin's youth identify as other races (0.2%).

**Percent of Children by Race and Ethnicity in Wisconsin, 2010**



**Percent of Seniors by Race and Ethnicity in Wisconsin, 2010**



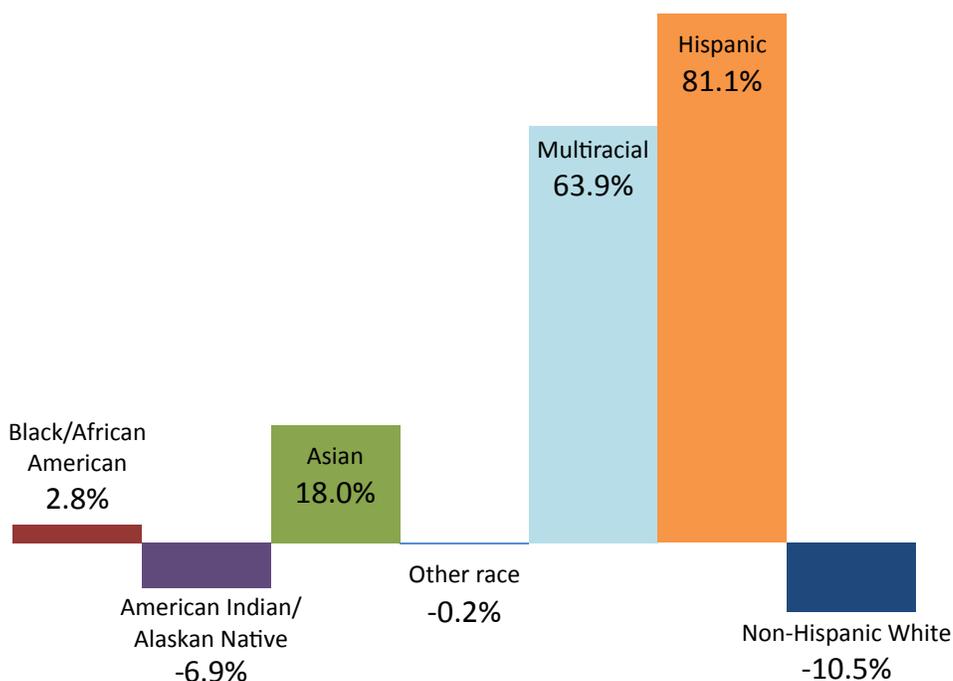
Wisconsin's senior population is almost exclusively made up of non-Hispanic whites (94.5%). Seniors of all other race and ethnic groups contribute comparatively little to the current population at older age groups. African Americans and Hispanics make up only 2.7% and 1.2% of the senior population, respectively. All other race and ethnic groups combined contribute about 1.5% of Wisconsin's total senior population.

Note: All people who indicated Hispanic ethnicity are counted exclusively as Hispanic regardless of their reported race. Native Hawaiians and other Pacific Islanders are included in the "Other Race" category.

The current age distribution of the different race and ethnic groups is reinforced by changes over the past decade. Between 2000 and 2010, the number of Hispanic and multiracial youth increased dramatically. There were 81.1% more Hispanic youth and 63.9% more multiracial youth in 2010 than there were in 2000. The number of Asian and African American youths also increased over the past decade, though less dramatically.

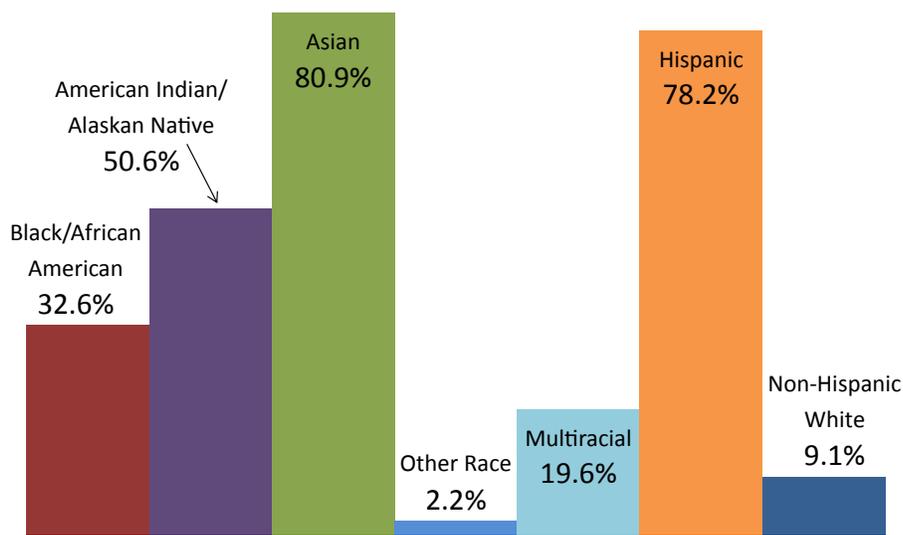
In absolute numbers, however, the biggest change in Wisconsin's youth population came from non-Hispanic whites. In 2010 there were 984,738 non-Hispanic white youth, 10.2% less than the 1,100,678 in 2000. More modest declines in the child population were reported by American Indians. Only the children who were under age 8 in Census 2000 were also

**Percent Change in Children by Race and Ethnicity in Wisconsin, 2000-2010**



considered youth in 2010 (then, age 18 and under). Therefore, over half of the change in the youth population was due to new births and children moving to and from Wisconsin.

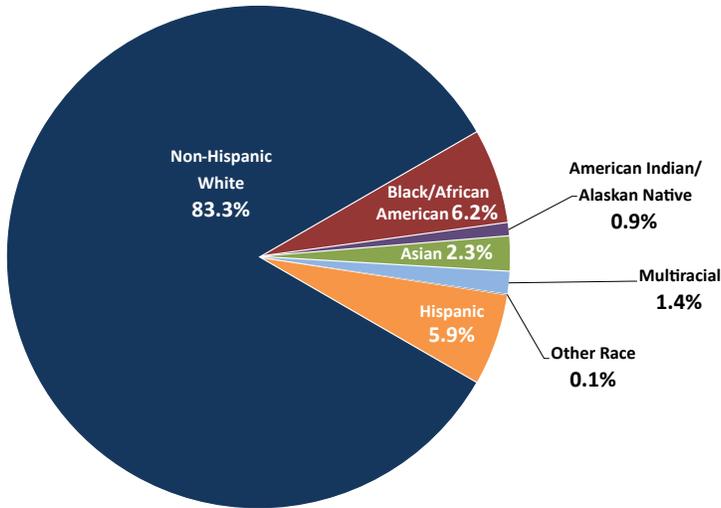
**Percent Change in Seniors by Race and Ethnicity in Wisconsin, 2000-2010**



The senior population grew for all race and ethnic groups during the past decade, most dramatically among the Hispanic and Asian populations. Although the vast majority of the senior population is made up of non-Hispanic whites, growth in the senior population was among the slowest for this group (9.1% increase).

Note: All people who indicated Hispanic ethnicity are counted exclusively as Hispanic regardless of their reported race. Native Hawaiians and other Pacific Islanders are included in the "Other Race" category.

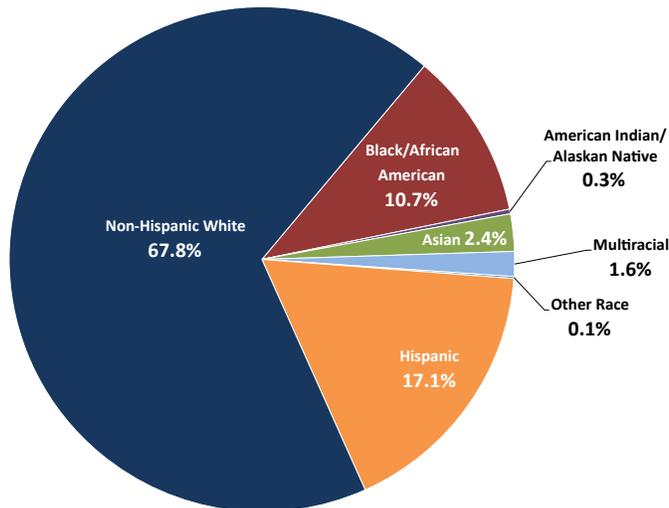
### Racial and Ethnic Composition of Wisconsin, 2010



While much attention is given to rapid increases in selected minority populations, and while these changes can have dramatic effects on individual communities, Wisconsin remains a largely white non-Hispanic state with 83.3% of the total population made up by this group.

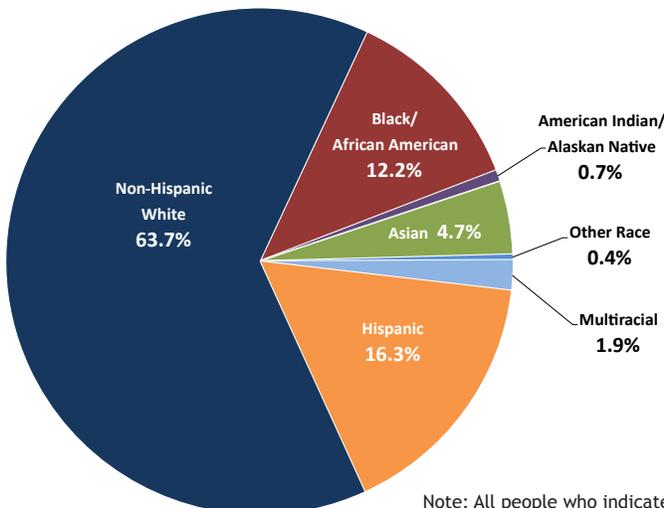
Nonetheless, the Hispanic and Asian populations increased substantially in the past decade and the American Indian and Alaska Native population increased to a smaller degree. As shown in previous charts, growth among race and ethnic groups varies by age groups.

### Racial and Ethnic Composition of the Midwest, 2010



Wisconsin is less racially diverse than the Midwest as a whole. The Midwest has a comparatively smaller share of non-Hispanic whites (67.8%), and larger shares of Hispanics (17.1%) and African Americans (10.7%) than Wisconsin. However, Wisconsin has a relatively larger American Indian population than, and a comparable Asian and multiracial population to, the Midwest overall.

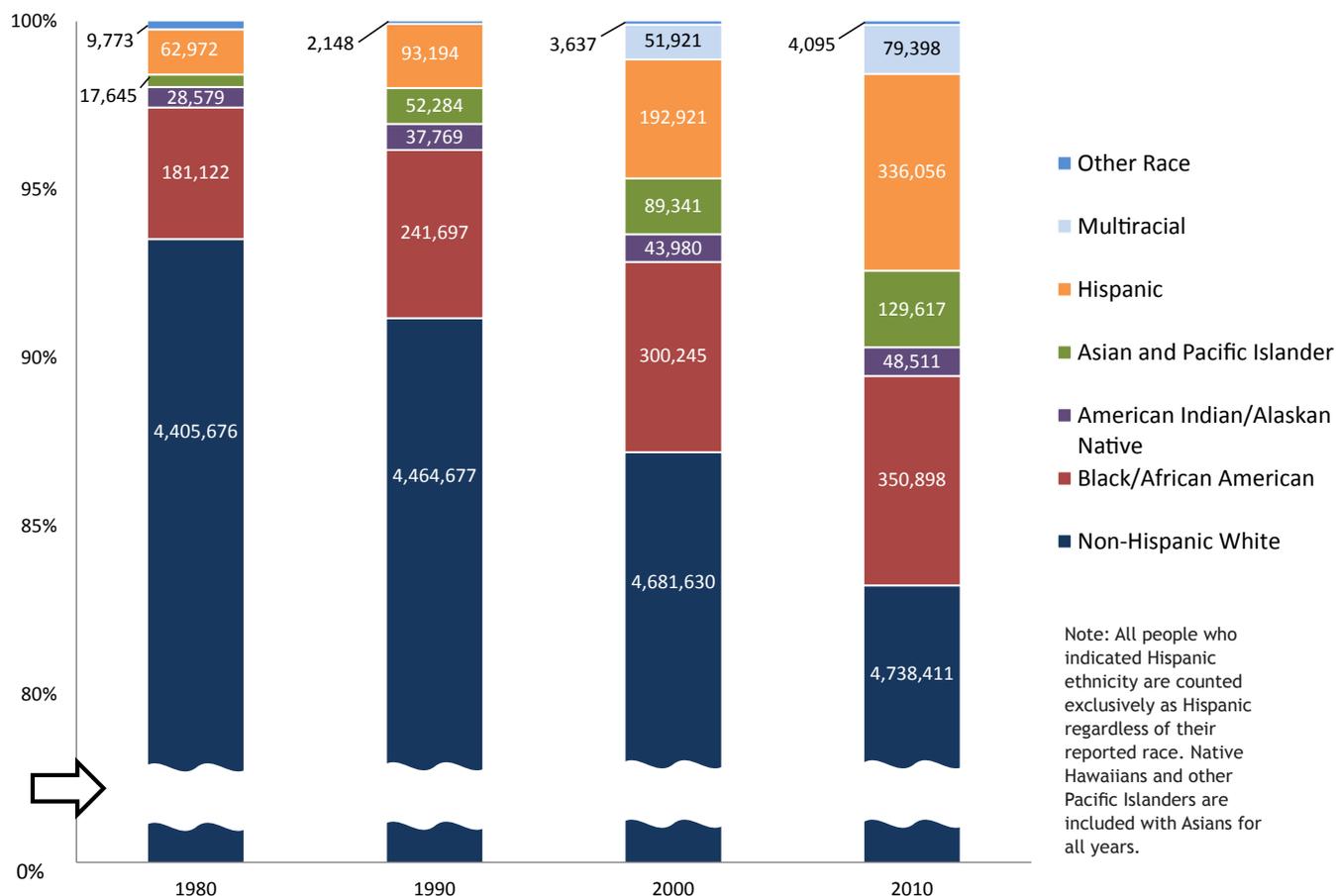
### Racial and Ethnic Composition of the United States, 2010



The United States as a whole is also more racially and ethnically diverse than Wisconsin. The United States has a smaller share of non-Hispanic whites (63.7%), and a larger share of most other race groups. The only exception is American Indians; Wisconsin has a modestly larger share of American Indians than the nation as a whole.

Note: All people who indicated Hispanic ethnicity are counted exclusively as Hispanic regardless of their reported race. Native Hawaiians and other Pacific Islanders are included in the "Other Race" category.

Racial and Ethnic Composition of Wisconsin from 1980 to 2010 (also in table below)



As a state, Wisconsin continues to be less diverse than the nation overall and a number of other states including California (now a majority minority state). However, there have been big demographic shifts in Wisconsin over the last several decades. The state's Hispanic, African American, and Asian populations

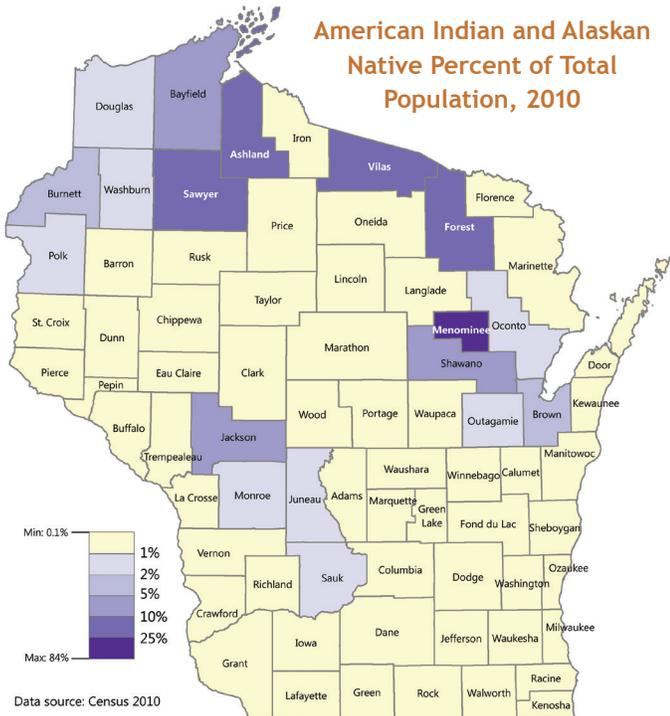
have increased steadily over the past 30 years. Today, populations of color comprise 17% of Wisconsin's total population, up from about 14% in 2000 and even smaller percentages in 1990 and 1980 at 9% and 6%, respectively. Data on multiracial individuals were not collected until 2000.

	1980	1990	2000	2010
Non-Hispanic White	4,405,676	4,464,677	4,681,630	4,738,411
Black/African American	181,122	241,697	300,245	350,898
American Indian/Alaskan Native	28,579	37,769	43,980	48,511
Asian and Pacific Islander	17,645	52,284	89,341	129,617
Hispanic	62,972	93,194	192,921	336,056
Multiracial	N/A	N/A	51,921	79,398
Other Race	9,773	2,148	3,637	4,095

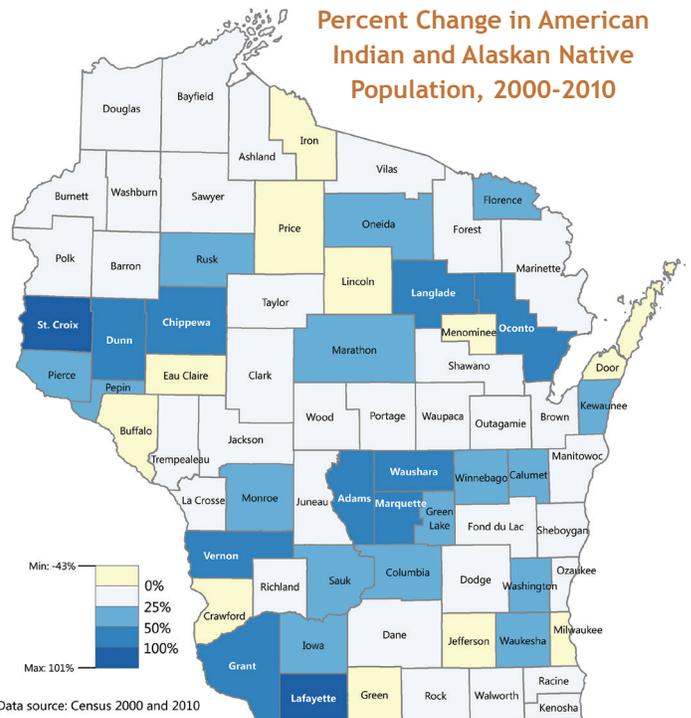
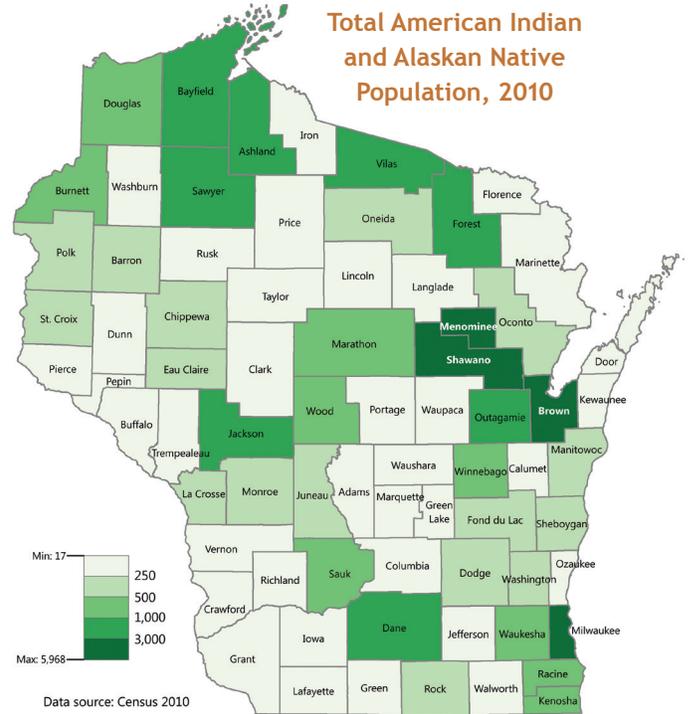
Note: These maps do not include Hispanic American Indians or Hispanic Alaskan Natives.

## Geographic Distribution of American Indians and Alaskan Natives in Wisconsin, 2010

Most of Wisconsin's American Indian population lives in the north of the state, in or near tribal communities and reservations. There are a significant number of American Indians living in urban Milwaukee County, although they represent only a small proportion of the total population of Milwaukee County. Menominee County is more than four-fifths American Indian. All other counties in Wisconsin are over 50% white. Although the American Indian population is relatively small, it has the longest history in the state.



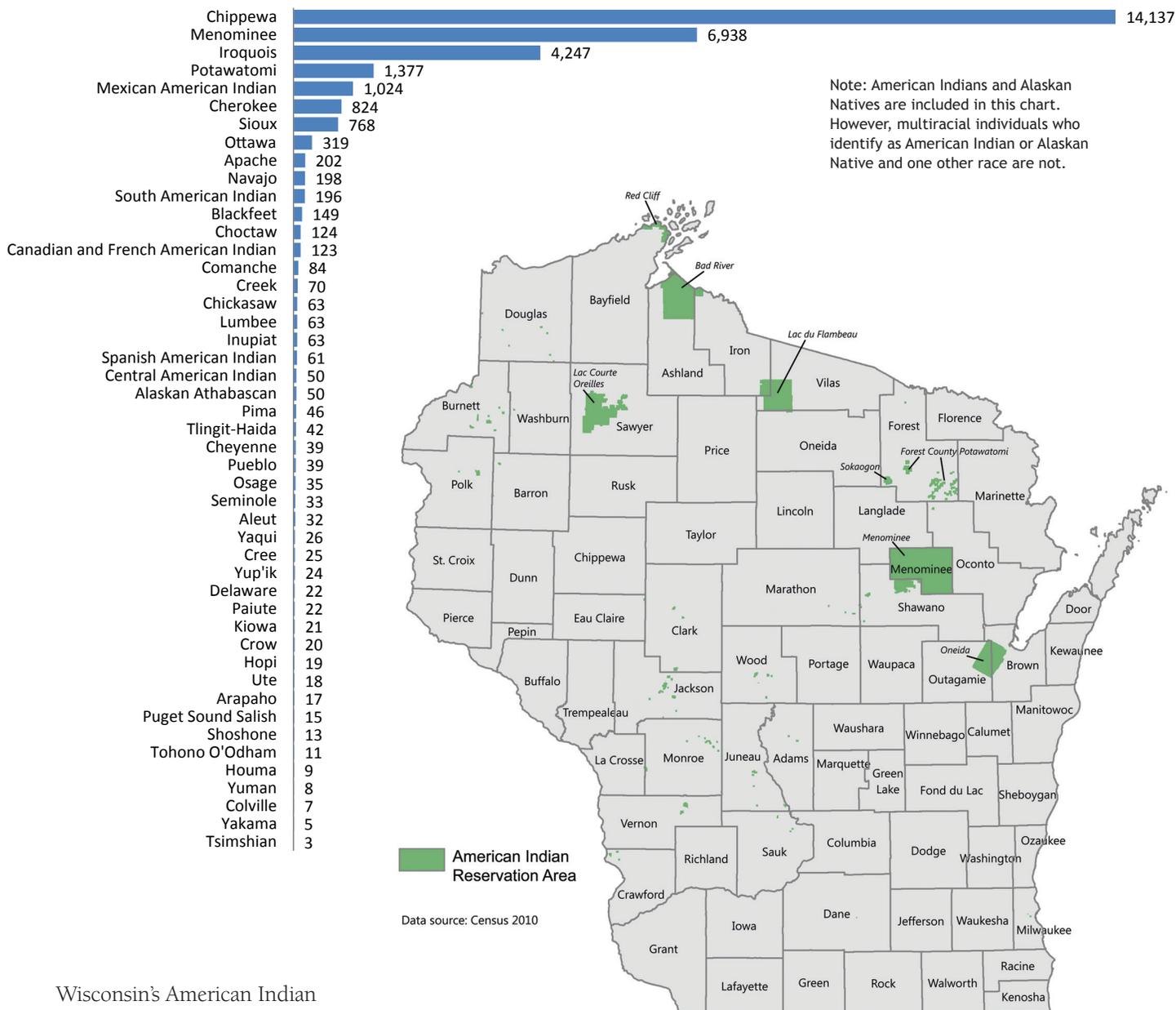
Most of the growth in the American Indian population since 2000 occurred in counties that house or are near reservations. High-growth counties that are not near reservations had relatively small numbers of American Indians in 2000. For example, in Lafayette County, the number of non-Hispanic American Indians grew from 18 to 36 between 2000 and 2010, a doubling in population size caused by only 18 more people.



**There are different ways of looking at the population of an area.** This series illustrates three ways of showing where different race and ethnic groups live: the total number of people of a race or ethnic group living in each county, the percent of each county's population that is of a specific race or ethnicity, and the increase or decrease in the number of people of each ethnic or race group over the past decade. Together these three measures offer a broad picture of the changing dimensions of Wisconsin's racial demographics.

## American Indian Reservation Areas and Primary Tribes in Wisconsin, 2010

### Primary Tribes of American Indians and Alaskan Natives in Wisconsin, 2010



Wisconsin's American Indian population is diverse. There are 45 tribes represented in Wisconsin, with 14 reporting primary memberships of more than 100. The Chippewa, Menominee, and Iroquois tribes are Wisconsin's largest with 14,137 members, 6,938 members, and 4,247 members, respectively.

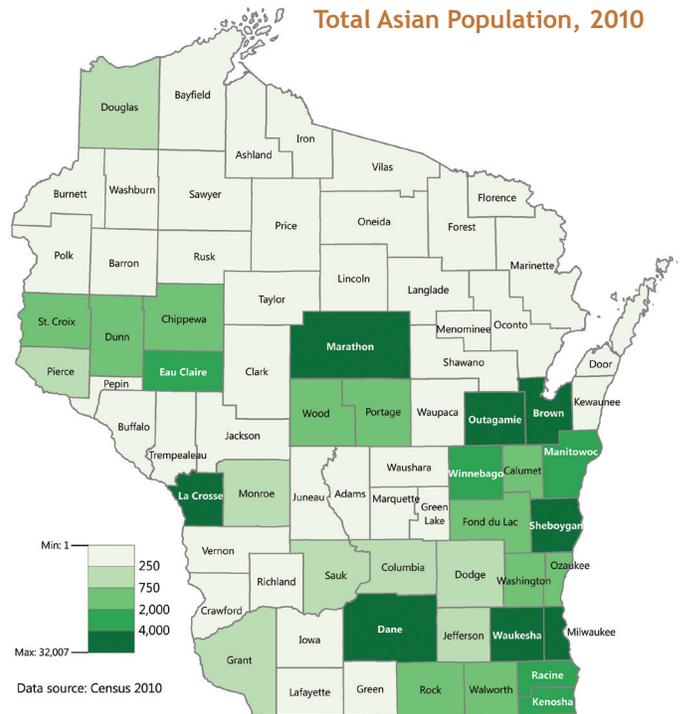
The largest American Indian reservation areas are located in the northern part of the state. However, many smaller reservations and tribal communities are located in central Wisconsin.

American Indians and Alaskan Natives have the option of listing multiple tribes to which they belong in the census. We show only the primary tribes in these charts.

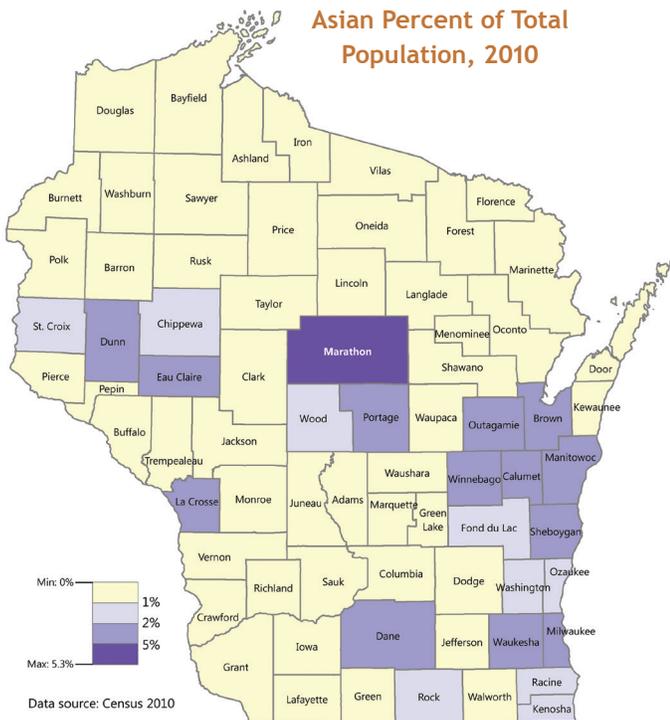
## Geographic Distribution of Asians in Wisconsin, 2010

Asians make up a small percentage of Wisconsin's total population, and are geographically clustered in only a few communities in distinct parts of the state. Nonetheless, the Asian population has grown in nearly every part of Wisconsin since 2000, with only two exceptions. First, there was virtually no change in the Asian population in the central counties. Second, the percentage of the Asian population declined in a handful of counties in the north and west-central areas of the state. These trends are in part a result of the low number of Asians living within the counties. In instances when there are a small number of people to begin with, any increase or decrease in the population size appears to be a big change.

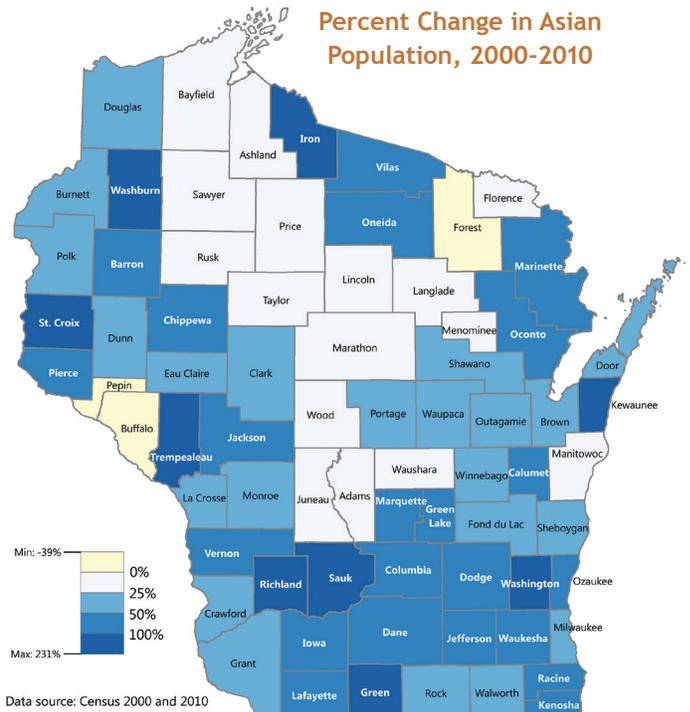
Total Asian Population, 2010



Asian Percent of Total Population, 2010



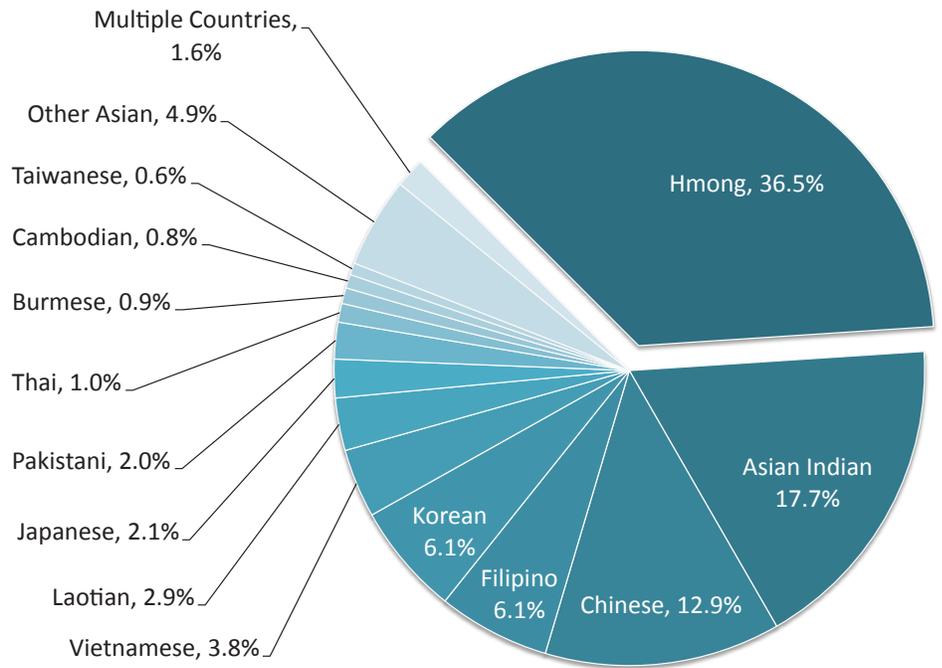
Percent Change in Asian Population, 2000-2010



Note: These maps do not include Hispanic Asians.

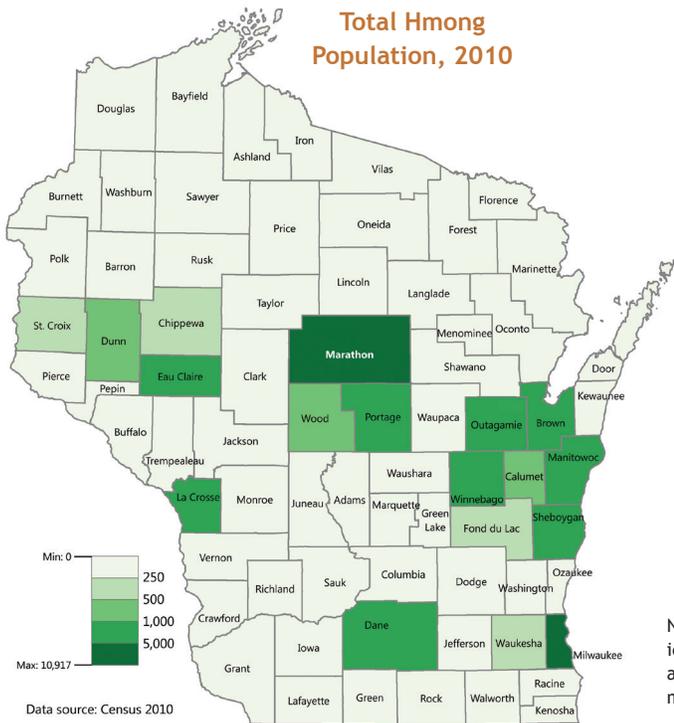
Wisconsin's Hmong population has increased by nearly 40% since 2000. Today, the Hmong population makes up the largest portion of the state's total Asian population. Among the roughly 129,000 Asians reporting only one race, about 47,000 identify as Hmong (36%). The next largest group is Asian Indians at about 23,000 (18%) followed by Chinese, excluding Taiwanese (13%). Asians reporting more than one country of ancestry are included in the "Other Asian" category. Asians of Hispanic descent are included in the graph by reported county of origin. Hispanics make up less than 1% of Wisconsin's Asian population. This analysis does not include Pacific Islanders.

Country of Origin of Asian Population in Wisconsin, 2010



Note: Hispanic Asians are included in this chart. Native Hawaiians, other Pacific Islanders, and multiracial individuals who identify as Asian and one or more other race are not included.

Total Hmong Population, 2010



The current distribution of Wisconsin's Asian population largely reflects the initial settlement patterns of the Hmong. Beginning in the late 1970s, Hmong came to Wisconsin as refugees and resettled in about 10 cities in the state, sometimes after first living in California or Minnesota. In 2010, Wisconsin had the third largest Hmong population in the United States, second to California and Minnesota.

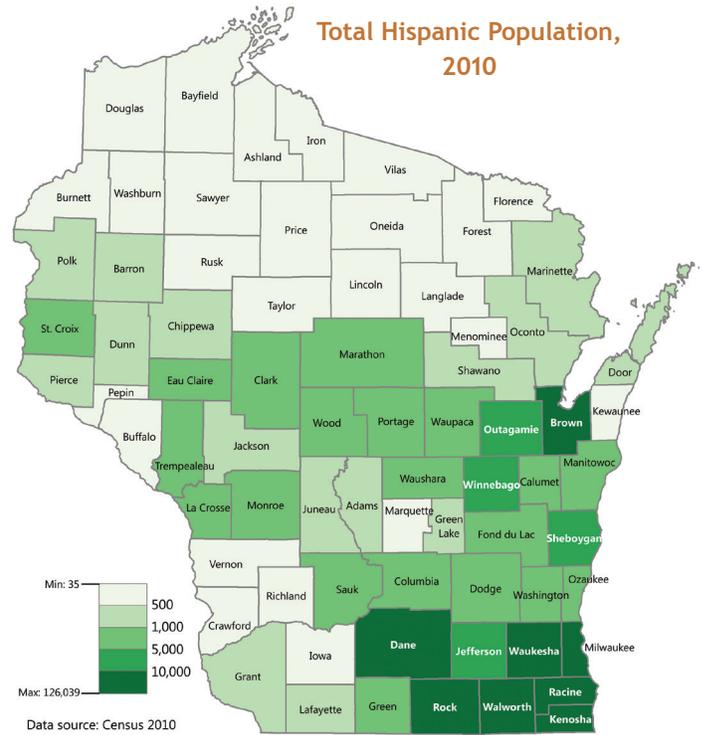
Note: This map only includes people who identify as Hmong and do not identify as multiracial, Hispanic, or as having multiple Asian ancestries.

Besides Hmong, there are other recent immigrant populations, although their numbers are too small to be seen in the data at this point. These groups include: Russian immigrants settling in the Milwaukee area; Eastern Europeans coming to Wisconsin Dells and other tourist destinations; and Somalis migrating to Barron County via the Twin Cities.

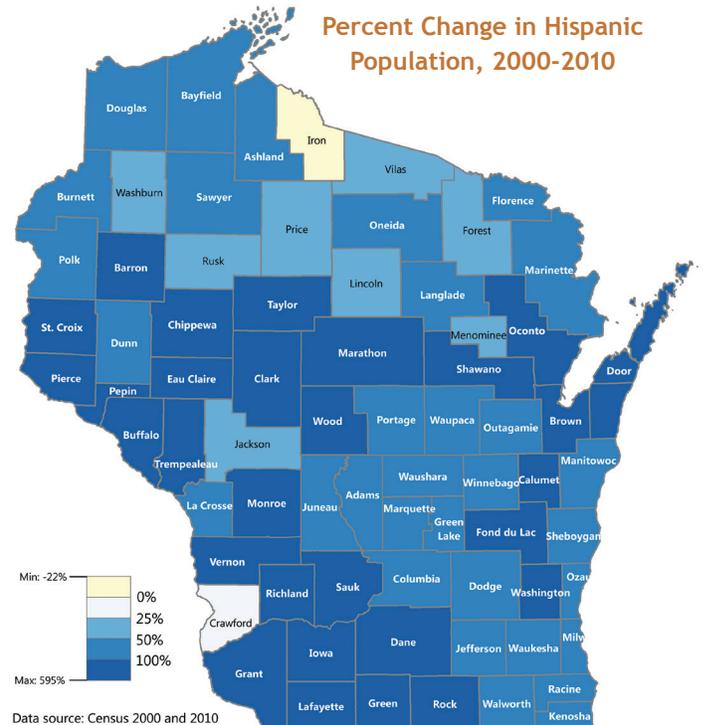
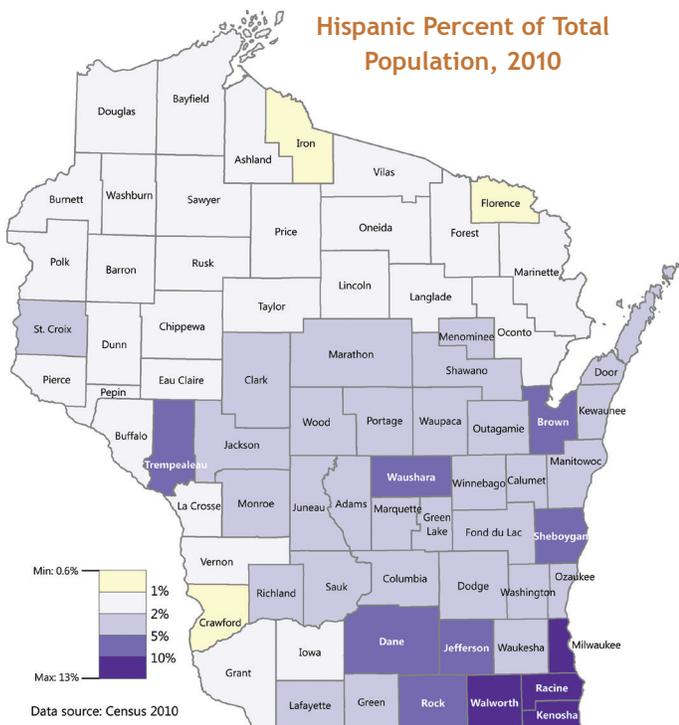
## Geographic Distribution of Hispanics in Wisconsin, 2010

Census 2010 reported that 336,056 Hispanics or Latinos live in Wisconsin. This accounted for 5.9% of the total population and represented an increase of 143,135 people (74%) since 2000. Between 2000 and 2010 the Hispanic population grew in all but one county (Iron). The Hispanic population grew most dramatically in more rural areas such as Walworth County (10.3% Hispanic) and Trempealeau County (5.8% Hispanic), in large part due to the small number of Hispanics living in these places in 2000.

Since 1910, Mexicans have been coming to Wisconsin. Some move here permanently while others are migrants who temporarily live in the state, often seasonally. A small number of Hispanics moved to Wisconsin permanently in the 1950s and 1960s, many first coming as migrant or seasonal workers. In the early 1950s, it was estimated that 12,000 migrant workers came each summer to work in Wisconsin. In more recent decades, Wisconsin's Hispanic population has been more permanent and includes both native and foreign-born populations.



Note: These maps include all people who indicated Hispanic ethnicity regardless of their reported race.



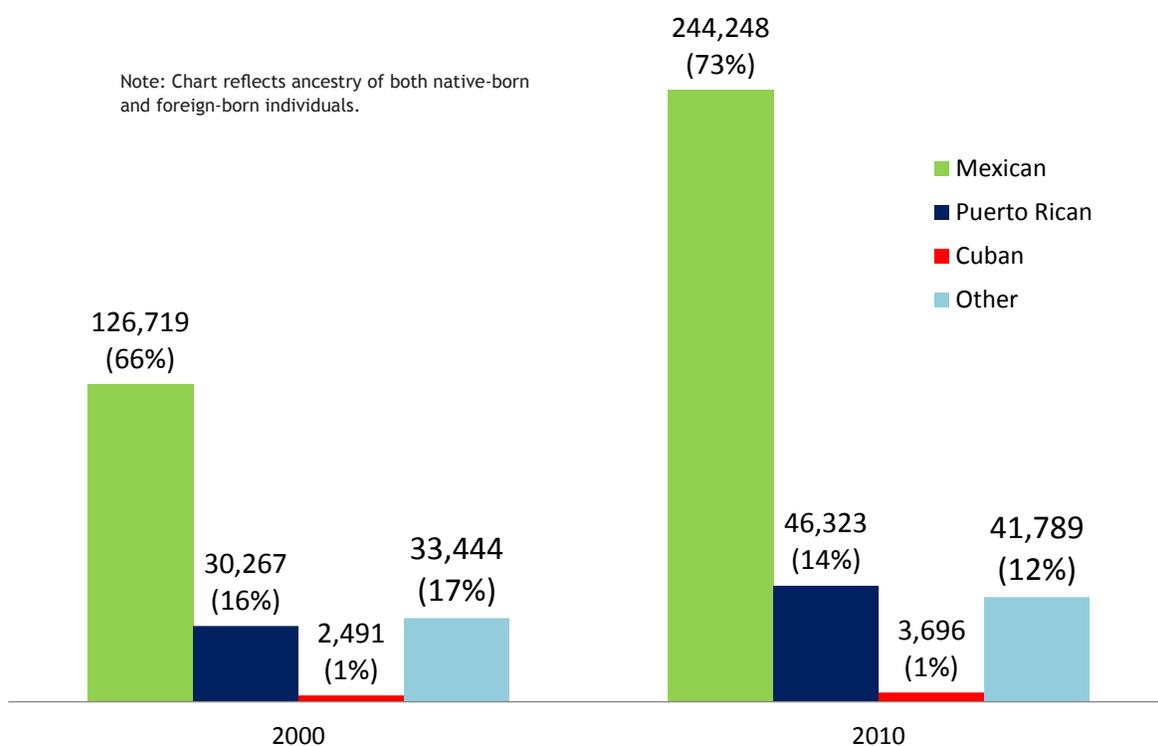
In the mid-20th century, Hispanic communities formed in Wisconsin cities and became resources for subsequent immigrants. Today, Hispanics comprise a greater share of the state's foreign-born population than Asians or Europeans. Most Hispanics in the state are of Mexican descent. There has been recent growth in the share of immigrants to regions of the state where there were formerly small Hispanic populations. While there are significant numbers of Hispanics in Wisconsin's cities, there also have been large increases in rural communities, especially those that have dairies, agricultural production, or specialized large employers (e.g., Ashley Furniture in Trempealeau County). A large portion of Mexican immigrants are coming to Wisconsin for jobs and economic opportunity. Opportunities increase for the younger Hispanic population as the non-Hispanic white population ages out of the labor force.

Milwaukee (126,039 Hispanic residents), Dane (28,925), and Racine (22,546) counties have the largest number of Hispanic residents. In rural communities, the total Hispanic population remains relatively small, but in areas with small total population an influx of even a small number of people can lead to big changes in the population racial composition.

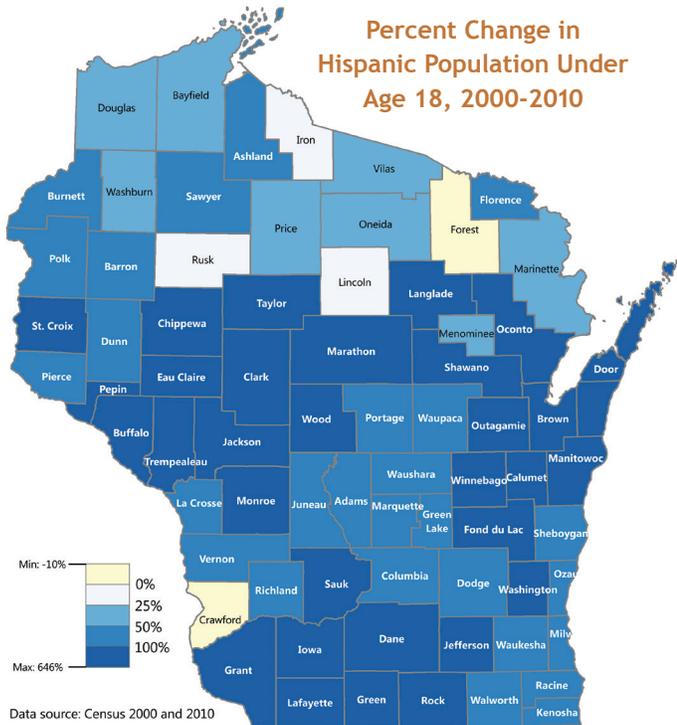
Data on the heritage of the state's Hispanic population show that most of the growth in this population is due to increases among persons of Mexican origin. In 2010, 72.7% of Wisconsin's Hispanic population was comprised of persons of Mexican ancestry. In 2000, it was 65.7%. The second largest "origin" group among Hispanics is Puerto Ricans making up 13.8% of the state's Hispanic population. There was little change among other Hispanic origin groups. In terms of proportionate representation, Puerto Rican and Cuban origins grew slightly (2%-points and 0.2%-points, respectively) while those from other countries declined by 5 percentage points.

"Country of origin" does not equate "immigrant." These data do not indicate what proportion of the population with Mexican origins is comprised of recent immigrants and what proportion were born in Wisconsin or elsewhere in the United States. These data come from the Hispanic origin question that everyone answers.

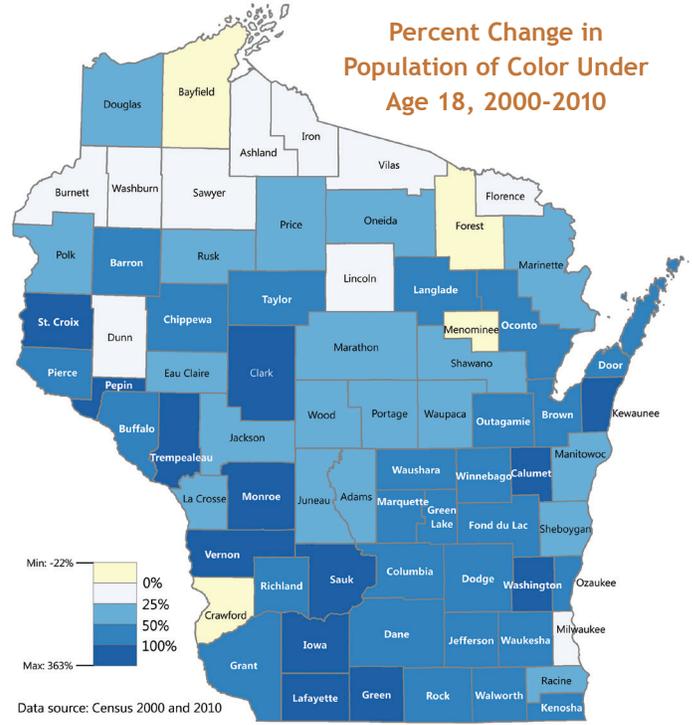
**Country of Origin of Wisconsin's Hispanic Population, 2000-2010**



Percent Change in Hispanic Child Population and Child Population of Color in Wisconsin



Note: This map includes all children who indicated Hispanic ethnicity regardless of their reported race.



Note: This map includes all children who identified as Black or African American, American Indian or Alaskan Native, Asian, other non-white race, multiracial, and/or Hispanic.

The number of Hispanic children in Wisconsin increased from 75,239 in 2000 to 136,234 in 2010. Wisconsin's Hispanic population is young – while only 5.9% of the total Wisconsin population identifies as Hispanic, 10.2% of children do. This is a dramatic increase since 2000 when only 5.5% of Wisconsin's children were identified as Hispanic.

The places where the total number of Hispanic youth increased are the same places where the total number of Hispanics grew (see page 26). However, places with high

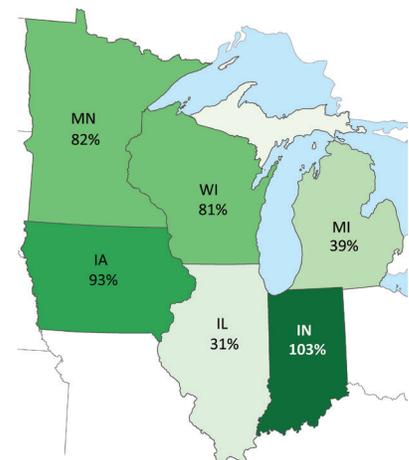
percent increase in Hispanics are not the same places as those where a high percent of Hispanics or Hispanic children live. While growth in the Hispanic (and Hispanic youth) population is distributed across the state, most Hispanics live in southeastern Wisconsin.

The geographic distribution of change in the Hispanic youth population looks very similar to the change in the youth population of color because a large share of the state's youth population of color is Hispanic.

Percent Change in Hispanic Population Under Age 18 in Wisconsin and Neighboring States, 2010

Wisconsin's Hispanic youth population grew at a comparable rate (81%) to Minnesota's (82%). In contrast, Indiana (103%) and Iowa (93%) reported higher growth. Illinois (31%) and Michigan (39%) reported considerably lower growth in the Hispanic youth population, partly due to their comparatively larger population of Hispanics in 2000 relative to other Midwestern states. In other words, because there were more Hispanic youth in Michigan and Illinois to begin with, the same net increase in Hispanic youth leads to a lower percentage increase.

Despite the recent and continued growth in the youth and total Hispanic population, the Midwest is not home to the largest Hispanic population.



Note: This map includes all children who indicated Hispanic ethnicity regardless of their reported race.

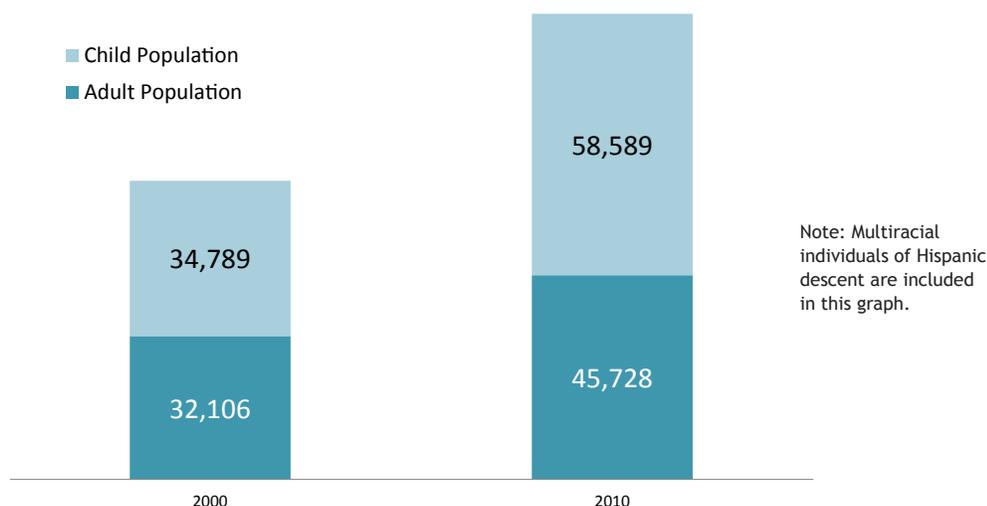
The Midwest has 9.2% of the United States' total Hispanic population. About three-fourths of Midwestern Hispanics are of Mexican origin.

Similarly, Wisconsin is not among the top states in terms of total people of Mexican heritage. Of the 31.8 million people in the United States reporting Mexican origins, almost three fourths live in 5 states. Specifically, 11.4 million Hispanics of Mexican descent live in California, 7.9 million live in Texas, 1.7 million live in

Arizona, 1.6 million live in Illinois, and 757,000 live in Colorado. By comparison, about 244,000 people of Mexican descent live in Wisconsin.

When compared to neighboring states, Wisconsin ranks fourth out of six in the percent increase in Hispanics. While the Hispanic population in Wisconsin increased sizably in the past 10 years, especially among people of Mexican origin, the state has a long way to go before being one of the top homes to Hispanics in the United States.

### Multiracial Children and Adults in Wisconsin, 2010



In Wisconsin, the number of multiracial individuals increased by 56% between 2000 and 2010. Over the past decade, the number of multiracial youths grew by almost 70% from 34,789 (2.0% of total youths) to 58,589 (3.3% of total youths). By comparison, the number of multiracial adults grew by 42% over the same period. While the state's total multiracial population is growing, it is growing at a faster rate among Wisconsin's children.

Census 2010 is the second decennial census in which data has been available about the population of two or more races. The increase in individuals identifying as multiracial individuals between 2000 and 2010 may be in part because of a real increase in this population

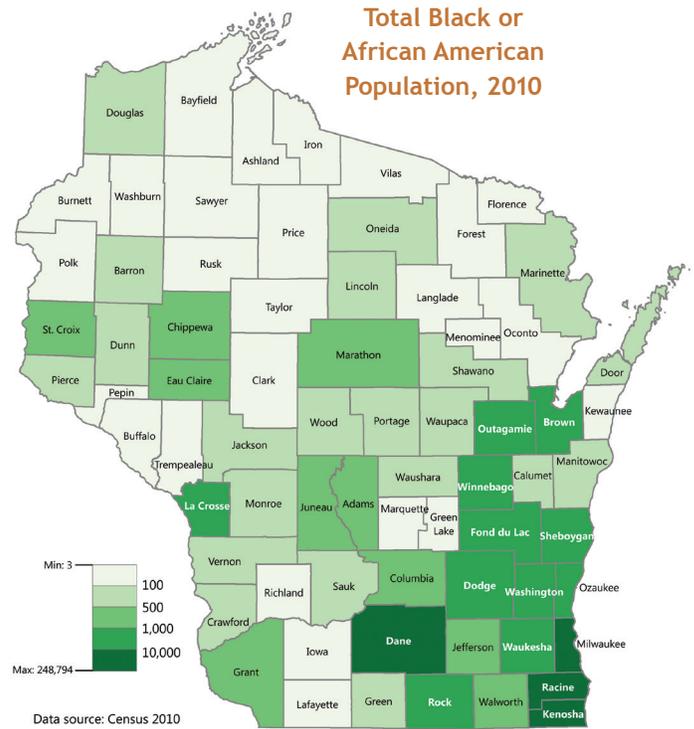
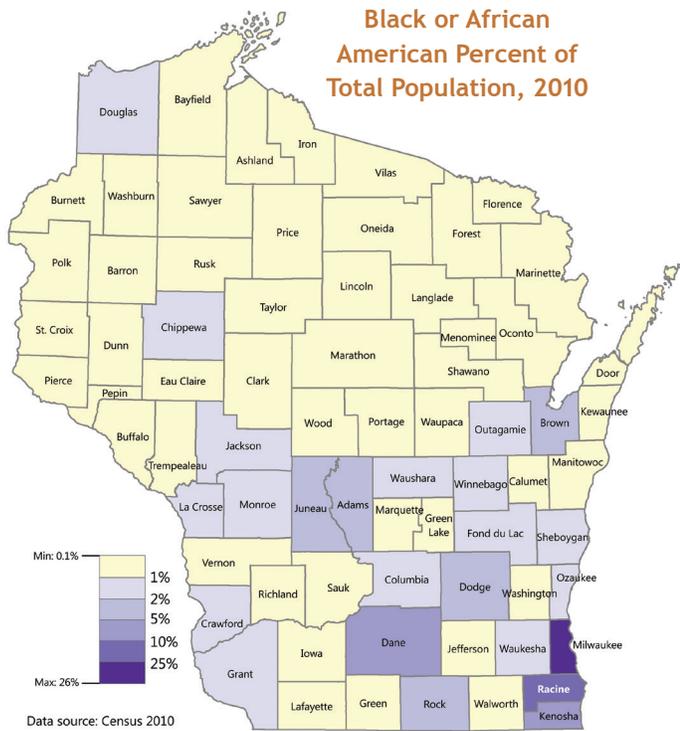
and in part because more people decided to identify themselves (or their children) as multiracial.

Many multiracial individuals identify as Hispanic. In 2010, 22.4% of multiracial children and 24.4% of multiracial adults in Wisconsin said they were Hispanic with similar proportions in 2000. These individuals are included in the chart.

## Geographic Distribution of African Americans in Wisconsin, 2010

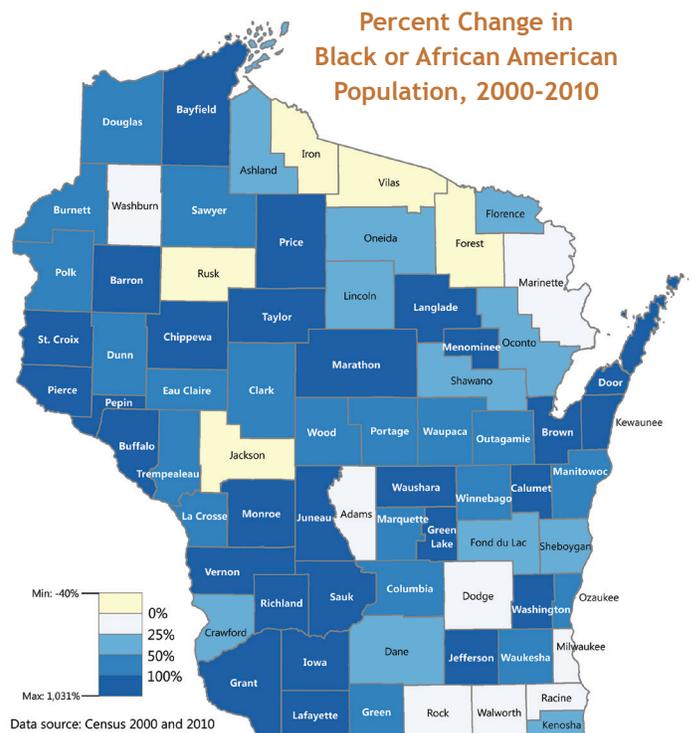
The race and ethnic groups that make up Wisconsin's population are concentrated in specific and often different areas in the state.

Today, Wisconsin's African Americans live primarily in the southeast and in rural counties that have prisons. African Americans have lived in Wisconsin since before statehood and the population grew most significantly in the 20th century as a result of the Great Migration of southerners to industrializing areas in the nation, including Wisconsin.



Wisconsin's African American population grew by 54,699 residents (18%) between 2000 and 2010, remaining the state's largest minority group at 359,148 residents (6.3% of the total population).

Note: These maps do not include Hispanic Blacks or Hispanic African Americans.

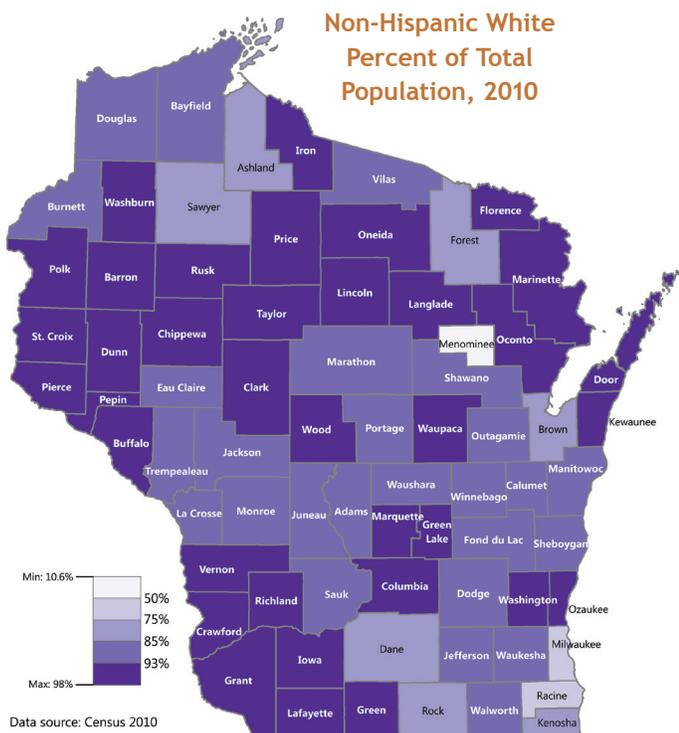
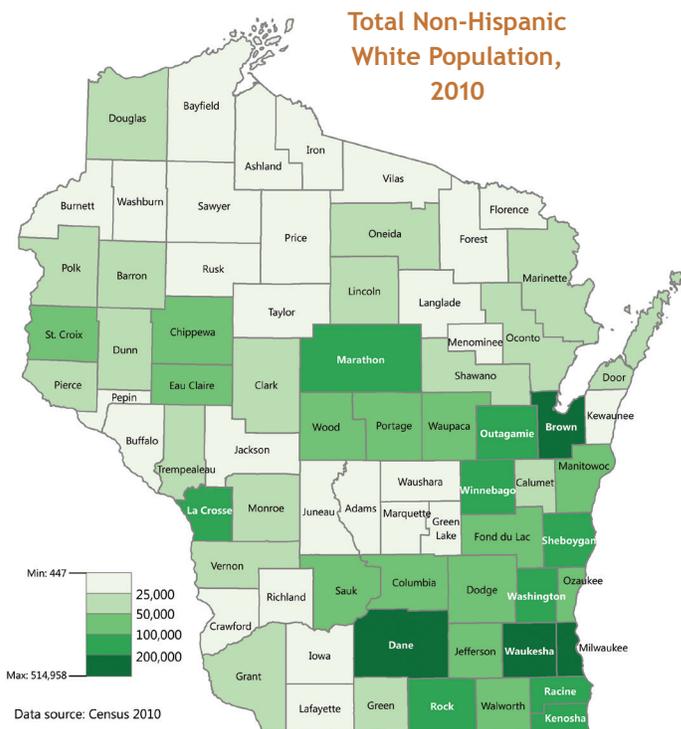


## Geographic Distribution of Non-Hispanic Whites in Wisconsin, 2010

The distribution of the non-Hispanic white population generally reflects the distribution of the state's overall population because Wisconsin is predominantly white (83.3%). Similarly, growth in the non-Hispanic white population generally reflects growth in the overall population. In 2010, whites were the majority population in all counties but one; Menominee, home to the Menominee Indian Tribe, where whites made up 10.6% of the total population.

After Menominee, Milwaukee (54.3%), Racine (74.4%) and Kenosha counties (78.0%) had the next lowest non-Hispanic white population. These are all urban counties clustered in the southeastern corner of the state where other race and ethnic groups tend to concentrate.

Pepin County (97.8%), Iron County (97.6%), Taylor County (97.2%), and Vernon County (97.0%) had the highest percentage of non-Hispanic whites. These are all rural counties, although they are not concentrated in one part of the state.



Note: The legend of this map has a different range of values than the legends of the "Percent of Total Population" maps for the other races.

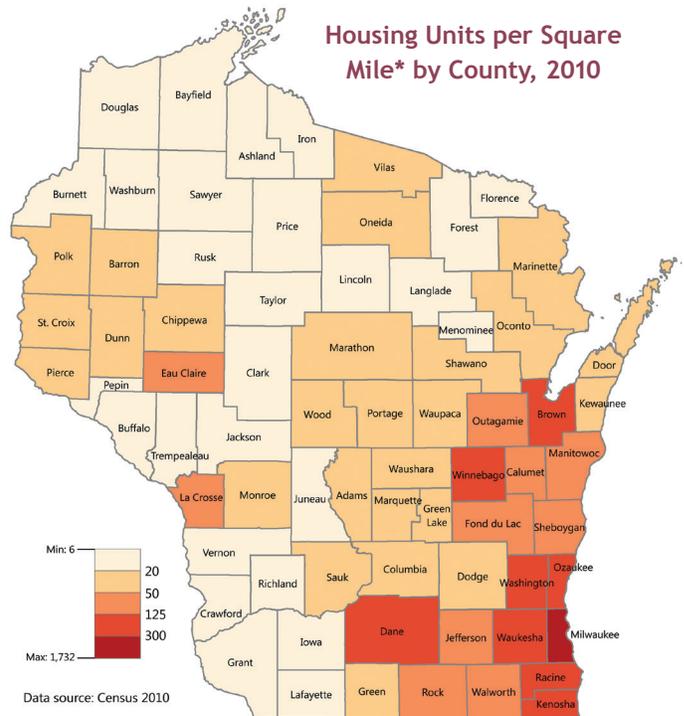
# SECTION 4 *Housing*

## Housing Density in Wisconsin, 2010

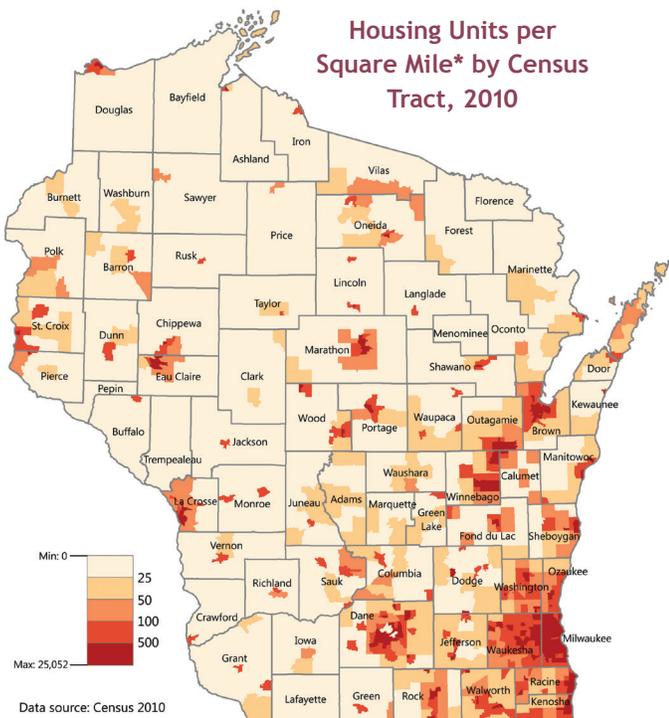
Census data provide insight on the housing density, measured as the number of housing units per square mile of land area (not water). Urban areas have higher housing density than rural areas. Housing density can be examined at different geographic scales to show general and nuanced patterns of settlement.

At the county level, housing density is highest in the southeastern part of the state and in the Fox Valley.

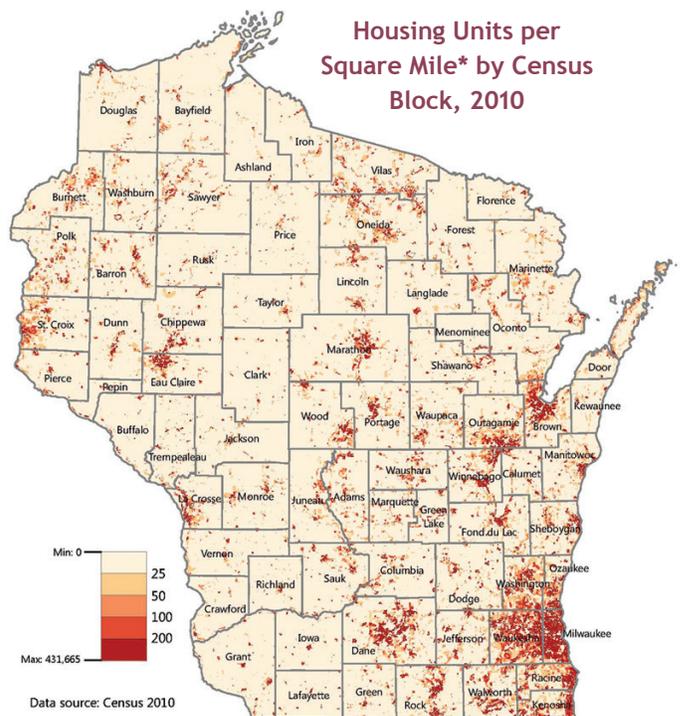
Housing Units per Square Mile\* by County, 2010



Housing Units per Square Mile\* by Census Tract, 2010



Housing Units per Square Mile\* by Census Block, 2010



Census data at the sub-county (tract) level show that housing density is not uniformly distributed across a county but corresponds with cities, villages, and towns within the county. While some counties are more urban than others, almost every county has census tracts with higher densities than other tracts in the county. Census tracts are determined by population size rather than land area so urban areas have more census tracts than rural ones.

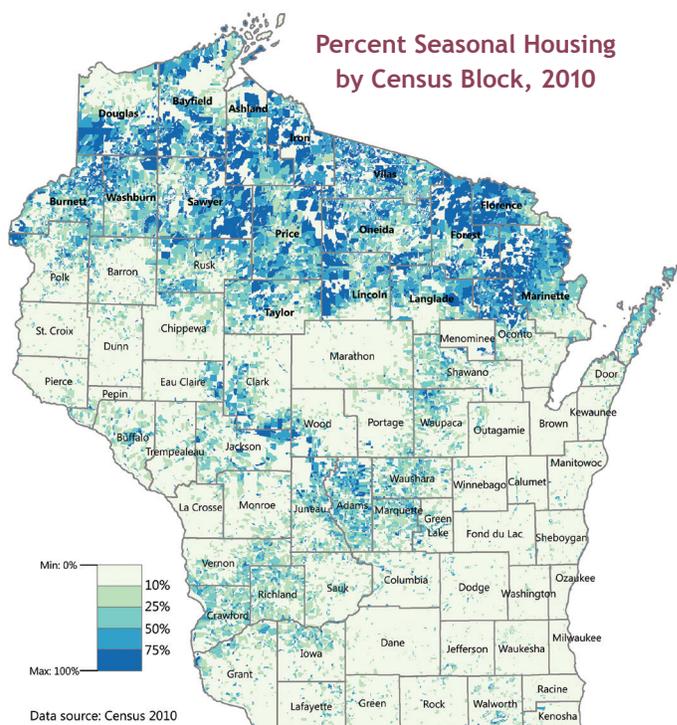
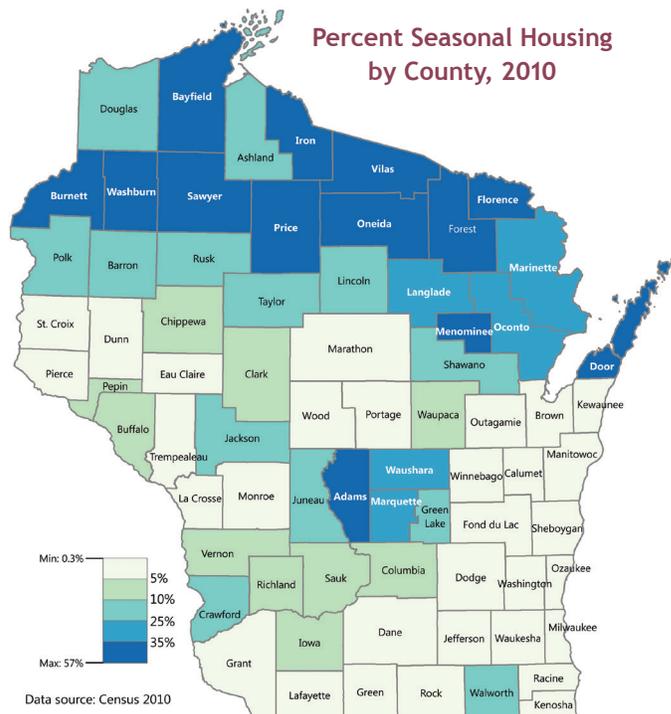
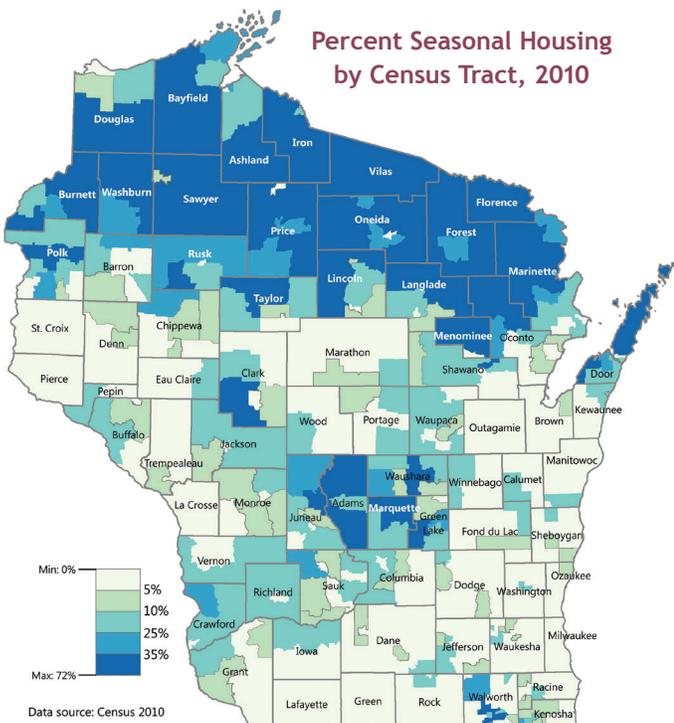
Note: The range of values in the Housing Density maps are different at the census county, block and tract levels.

\* Per square mile of land, excludes water.

Census block data offer an even finer geographic perspective. Housing density varies within cities and towns, as made apparent by the block data. Census blocks are determined by geographic features such as fence lines and city blocks. Therefore, the land area and the population size of census blocks vary dramatically across the state and even within counties.

## Seasonal Housing in Wisconsin, 2010

Recreation is a large part of the state's economy. The percent of housing that is seasonal is higher in "vacation spots" and is heavily concentrated in the northern counties with another group of vacation homes in the center of the state. At the tract level, we find that seasonal housing is concentrated around lakes, especially in the northern part of the state known as the Northwoods.

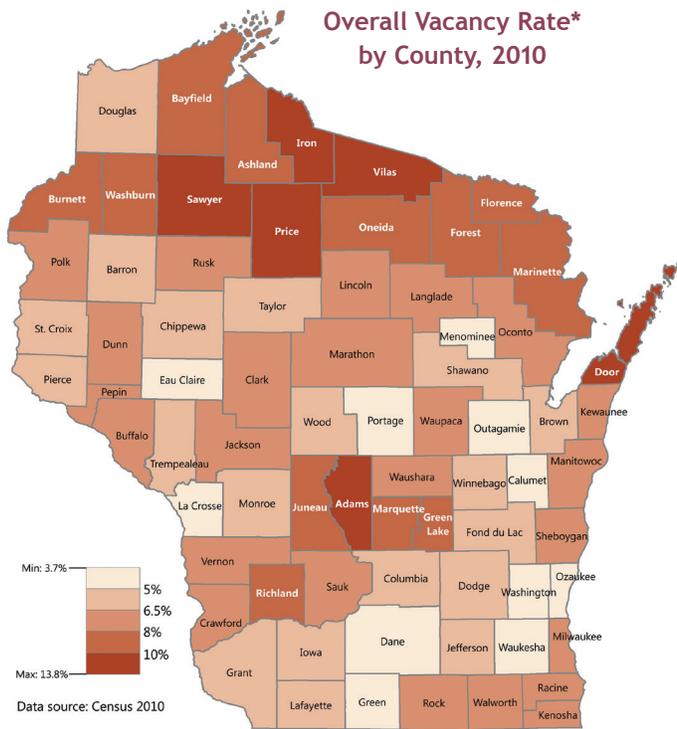


Although the general pattern persists, when we examine the census tract and block data we uncover variation in the concentration of seasonal housing within counties. Seasonal housing tends to be located in distinct areas within counties. Even at the block level, we see very little seasonal housing in urban areas.

Note: The range of values in the legends of the Seasonal Housing maps are different at the census county, block and tract levels.

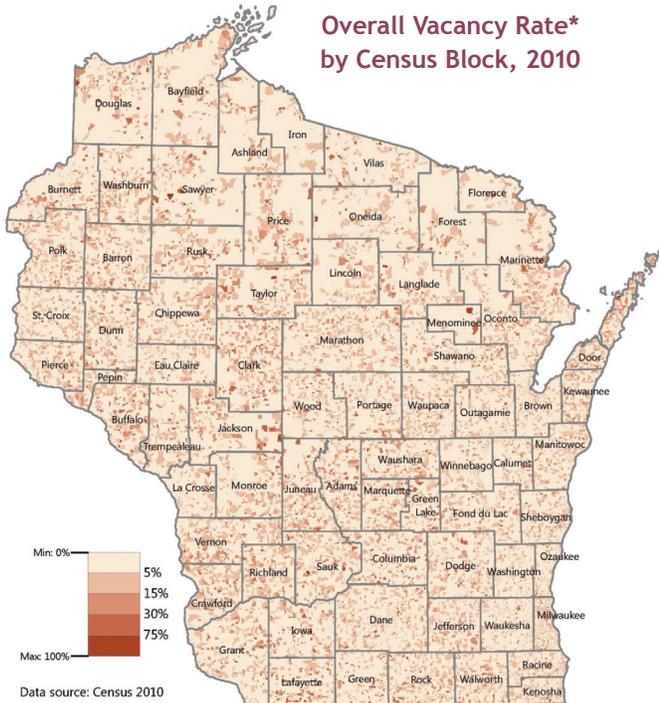
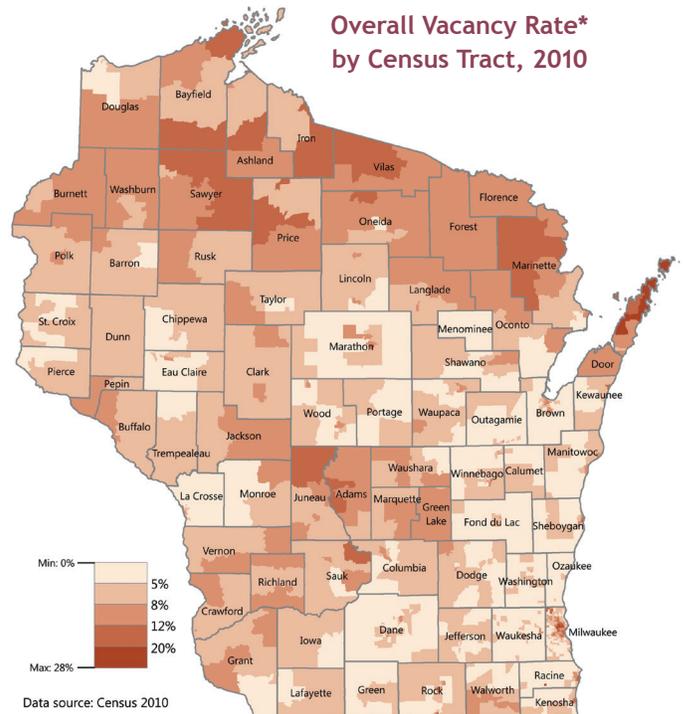
**The Census allows us to look at** population and housing attributes (including housing density) at different geographic scales. More refined scales add detail to our understanding of demographic patterns. At the state level, housing density does not give us much information, but as we narrow our focus we see differences and similarities between areas. Census tracts are census geographic units that generally reflect populations of 4,000. Census blocks are even smaller, and are determined by geographic features such as fence lines and city blocks.

## Overall Vacancy Rate in Wisconsin, 2010



Unlike seasonal housing, the overall vacancy rate measures how many housing units designed to be lived in year-round are unfilled. The overall vacancy rate gives some indication about housing demand. Higher vacancy rates can be an indicator of low demand and are associated with low population growth or decline.

High vacancy rates are generally concentrated in the northern part of the state, in addition to Adams County and its surrounding area. Although these estimates do not include seasonal housing, the pattern is similar to that of seasonal housing.



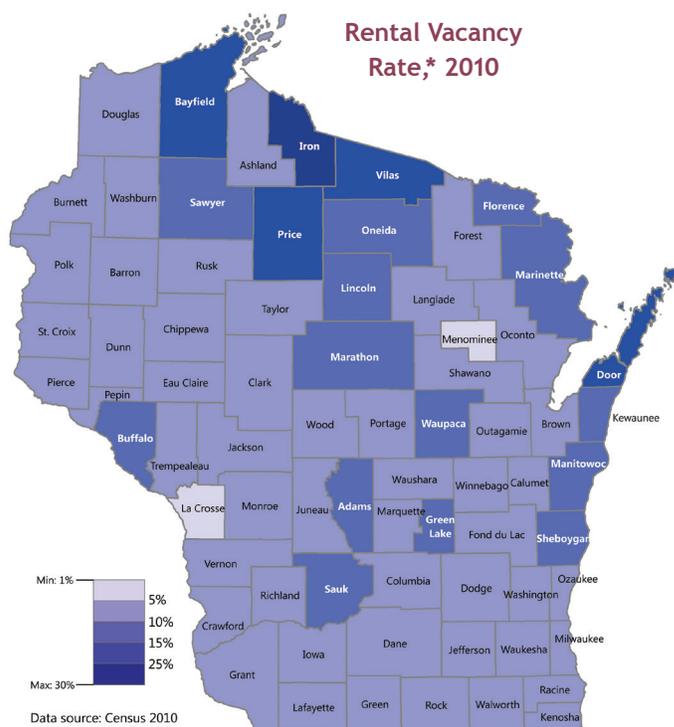
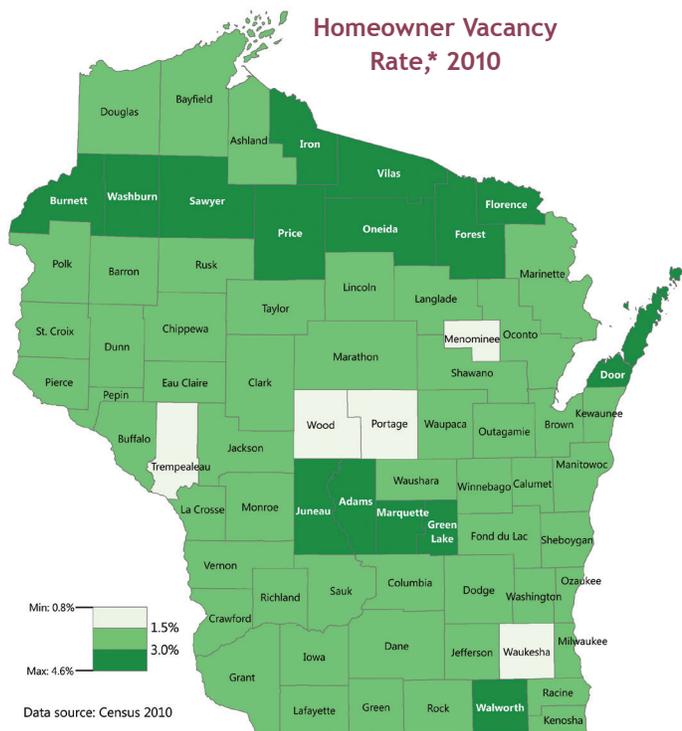
The sub-county (tract) level and block level views of vacancy reveal more precisely where vacancies are located within counties.

Note: The range of values in the legends of the Homeowner Vacancy, Rental Vacancy, and each of the Overall Vacancy maps are different.

\* Does not include seasonal housing.

## Homeowner and Rental Vacancy Rates in Wisconsin, 2010

The previous maps reflect Wisconsin's overall vacancy rate. However, renter-occupied units and owner-occupied housing units reflect two distinct markets. Therefore, the rental and owner vacancy rates are not the same. Nonetheless, certain parts of the state report high rates of both types of rental and owner vacancies. We see this chiefly in the northern counties.



Note: The range of values in the legends of the Homeowner Vacancy, Rental Vacancy, and each of the Overall Vacancy maps are different.

\* Does not include seasonal housing.

## Wisconsin Homeownership Rates by Race with US Comparison

Homeownership and resulting home equity are among the most important assets for many Americans. The recent housing crisis made us more aware of underlying racial and ethnic disparities in housing in the United States. Homeownership rates vary by race and different races experienced different rates of predatory lending practices and resultant home loss during the past decade.

The 2010 Census data do not provide information on foreclosures, predatory lending, or other details of the housing crisis, but they do provide information on the overall homeownership rate and differences in ownership between race and ethnic groups.

The majority of Wisconsin households own, rather than rent, their homes, with 68% of all households owning their homes and 32% renting. The state homeownership rate is slightly higher than the national average of 65%.

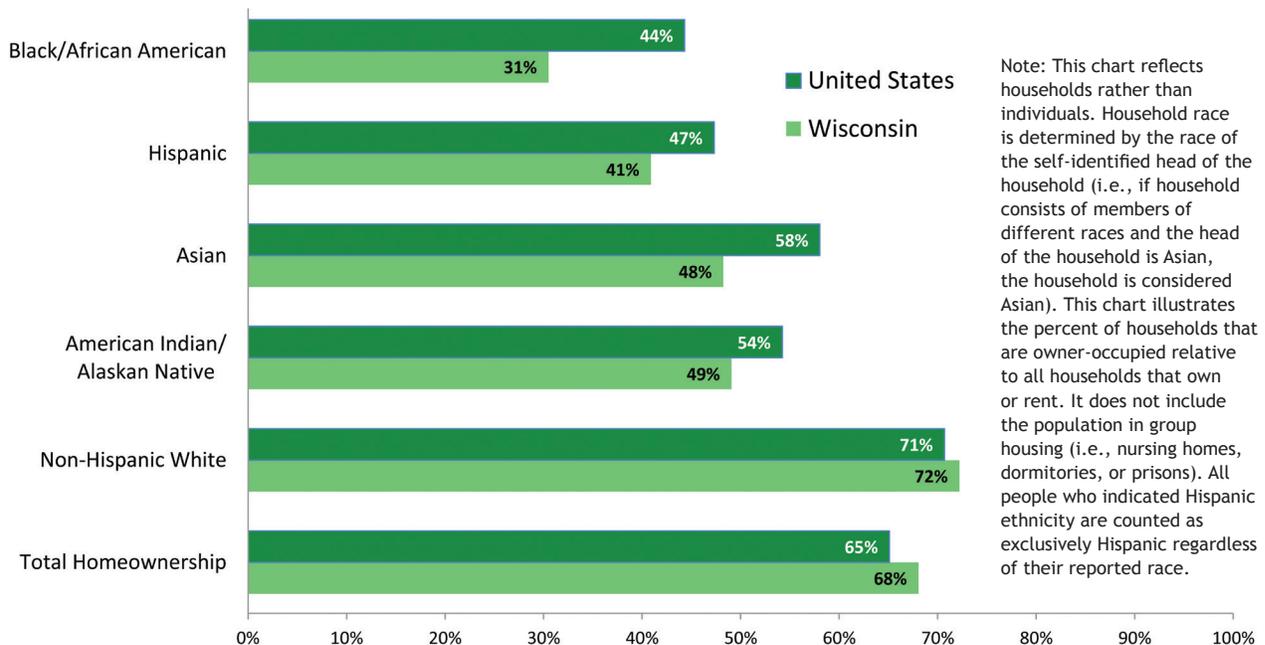
There is considerable disparity between homeownership rates between non-Hispanic white households and households of color. In Wisconsin, 72% of all non-Hispanic white households own their homes. By comparison, 49% of American Indian households and 48% of Asian households own their homes. Among Hispanic households, 41% are homeowners. The lowest homeownership rate is reported for African American households at 31%.

This marks a sizeable disparity, with non-Hispanic white households being 1.5 to 2.3 times more likely to own a home than minority households.

The homeownership rate among non-Hispanic white households in Wisconsin is comparable to the national average for non-Hispanic white households (72% and 71%, respectively). However, homeownership rates among households of color are consistently lower in Wisconsin as compared to national averages. For example, 31% of African American households in Wisconsin own their homes, while 44% of all African American households across the United States own their homes. This marks a 13-percentage-point difference between Wisconsin and the nation. The pattern is the same for all other households of color, although the degree of disparity differs. The lowest disparity is reported for American Indians; a 5-percentage-point difference is reported between Wisconsin and the national average (49% versus 54%, respectively).

To contextualize these numbers, the homeownership rates were virtually unchanged between 2000 and 2010. In 2000, the homeownership rates were 68% for the total population of households, 71% for non-Hispanic white households, 49% for American Indian households, 43% for Asian households, 40% for Hispanic households, and 32% for African American households.

**Homeownership by Race of Household Head in Wisconsin and United States, 2010**



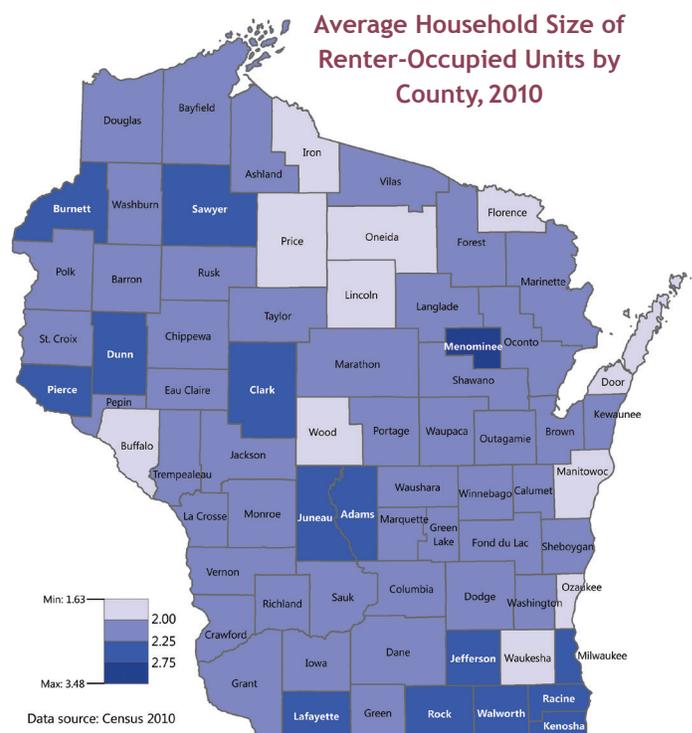
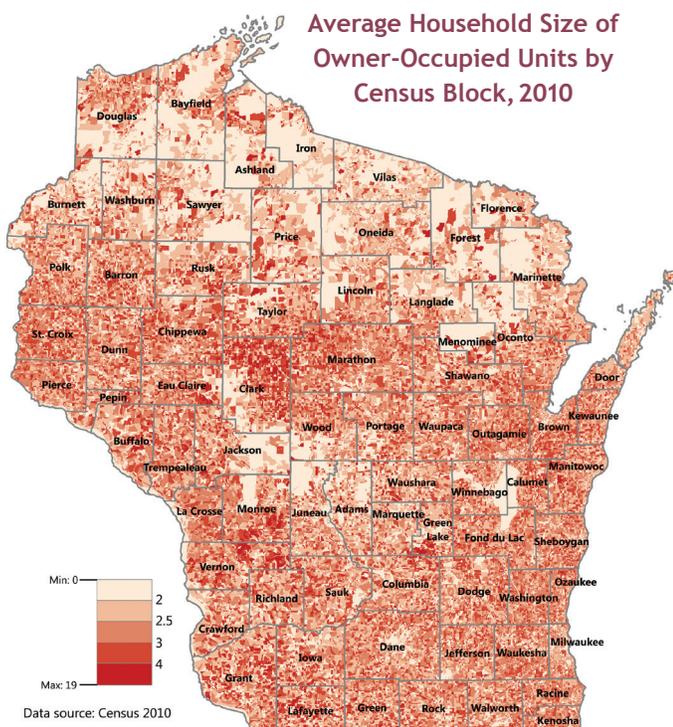
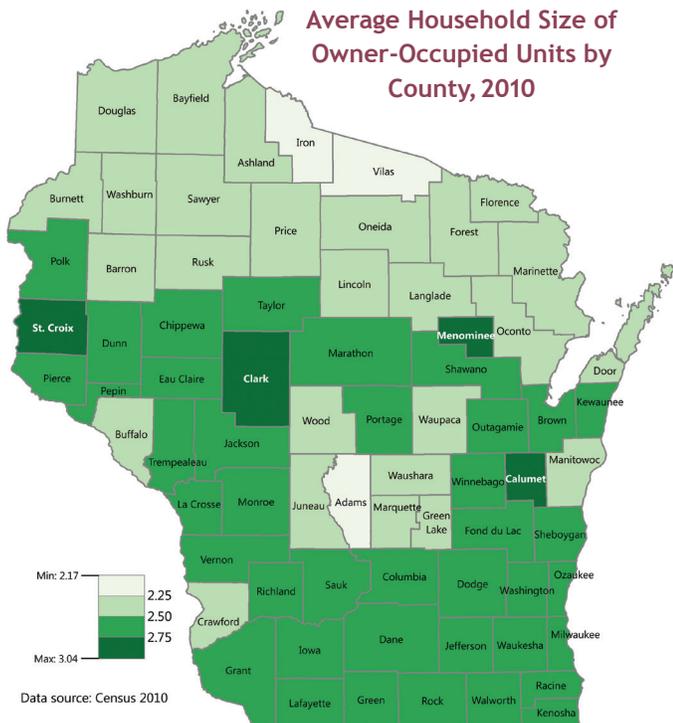
## Average Household Size of Owner-Occupied and Renter-Occupied Units in Wisconsin, 2010

The number of people living in a housing unit provides insight into the housing needs of the population. In Wisconsin, the average household size is slightly larger

in owner-occupied homes than rented homes. Overall, the average household in Wisconsin has 2.43 people, with owned housing units having 2.56 people and rented units having 2.16 people on average.

Renters have a somewhat smaller size household, but larger range in the average number of people living in a household. The minimum household size of 1.63 is in Iron County and the maximum of 3.48 persons is in Menominee County, followed by 2.39 persons in Kenosha County. By comparison, owner-occupied households tend to be larger and have a narrower range, with a minimum of 2.17 also in Iron County and maximum of 3.04 in Menominee County followed by 2.79 household members in Clark County.

The average household size varies across Wisconsin counties. Counties with the smallest average household size tend to be located in the north, where counties have a high concentration of seasonal housing and older populations. Counties with larger average household size are more evenly distributed across the state. Larger households can result from larger families including multigenerational families or non-family co-residents including college-age and young-adult roommates.



### Households With and Without Children in Wisconsin, 2010

American households are becoming increasingly diverse, and the decennial census has adjusted its measures to better capture such diversity. Like many aspects of the Census, including race and ethnicity, the measurement tool has changed along with the population it is measuring. For example, since Census 1990, data have been available on same-sex households.

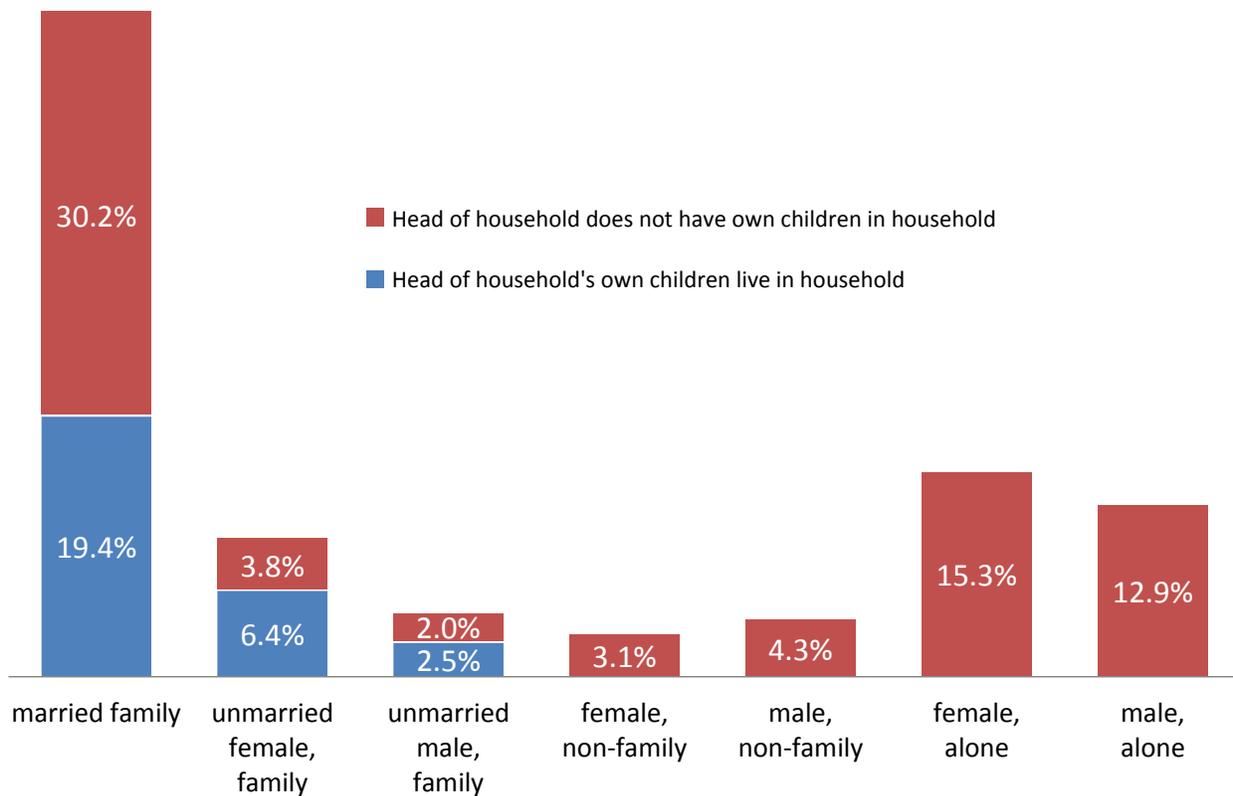
Heterosexual married couple households are still the most common type of household in Wisconsin and in the United States overall (48.4% and 49.6%, respectively). Approximately 20% of all households in the state are heterosexual married families with children under 18.

Non-family households make up a sizeable portion of the household population. Among all households, approximately 15% are females living alone and another 13% are males living alone. The difference is in part due to women out-living men and living alone in older ages.

However, husband-wife households and single adults are not the only type of households in Wisconsin or the United States. Unmarried couples and single parents and their children make up a small proportion of households. Only 9% of all households are comprised of unmarried families (e.g., siblings, grandparents) with children.

In the 2010 Census, there were 7,627 same-sex female and 5,993 same-sex male households in Wisconsin. Slightly more than a quarter of same-sex female households had children living with them and slightly less than a fifth of same-sex male households had children. In total, 2.3% of households with children were same-sex households.

Household Type by Presence of Children in Wisconsin, 2010



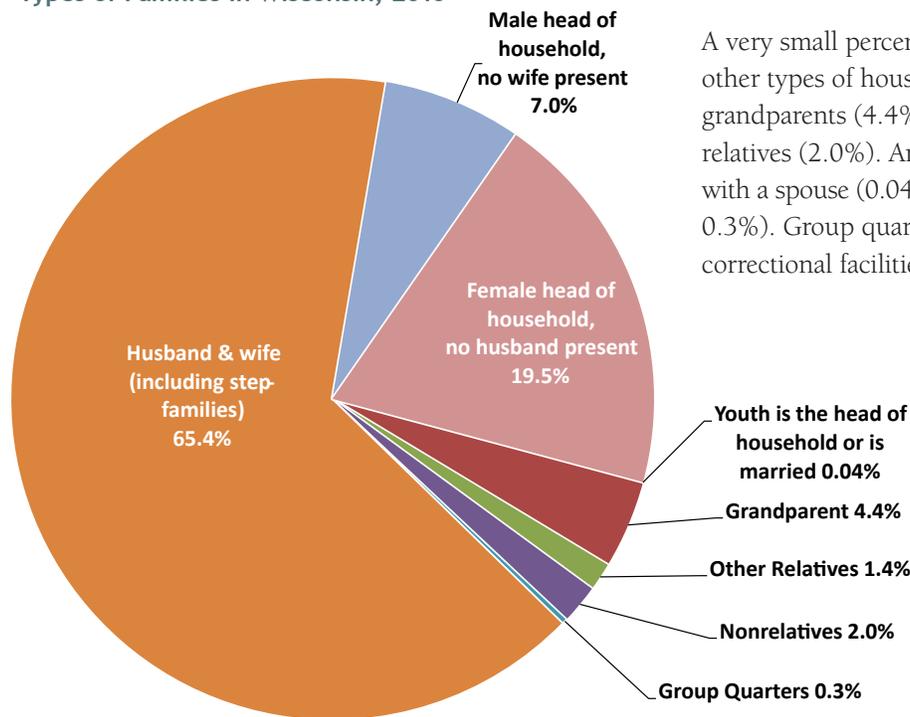
Note: Percentages in bars indicate percentage of households, not percentage of individuals.

## Living Arrangements of Wisconsin's Children, 2010

Nearly two-thirds of Wisconsin children (under age 18) live in two-parent family households. Of the remaining third, about 20% live with their unmarried mothers and

about 7% live with their unmarried fathers. Children who live with two adults who are unmarried but living together – such as the child's unmarried parents or a parent and their live-in partner – are considered living with an unmarried mother or father. The remaining share live with some other arrangement.

**Percent of Children Living in Various Types of Families in Wisconsin, 2010**



A very small percentage of Wisconsin children live in other types of households, including those headed by grandparents (4.4%), other relatives (1.4%), and non-relatives (2.0%). An even smaller portion live alone or with a spouse (0.04%) or in institutions (group quarters, 0.3%). Group quarters include college dormitories, correctional facilities, hospitals, and army bases.

**The US Census Bureau states that** “a family household consists of a householder (or head of the household) and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Biological, adopted, and stepchildren of the householder who are under 18 are the “own children” of the householder.” Married heterosexual couples in which one of the couple is the householder are considered family households regardless of whether they have children. However, not all unmarried couples are considered families, even if there are children present. For example, if one member of an unmarried couple has a child from a prior relationship and the other does not, the household would be considered a family if the parent was the householder, but a non-family if the partner without a child was the householder. This is because there is no one related to the non-parent householder by marriage, adoption, or blood. The designated householder can change the Census definition of the household type. Unmarried family households consist of single parents, but also include siblings living together, single grandparents living with grandchildren, and other familial arrangements. Non-family households include roommates and people not related biologically or by marriage or adoption. This includes same-sex and opposite-sex couples without children or other family members in the home. Finally there are single-person households, which are considered “non-family” households.

## The Presence of Children Among Households with More Than One Adult in Wisconsin, 2010

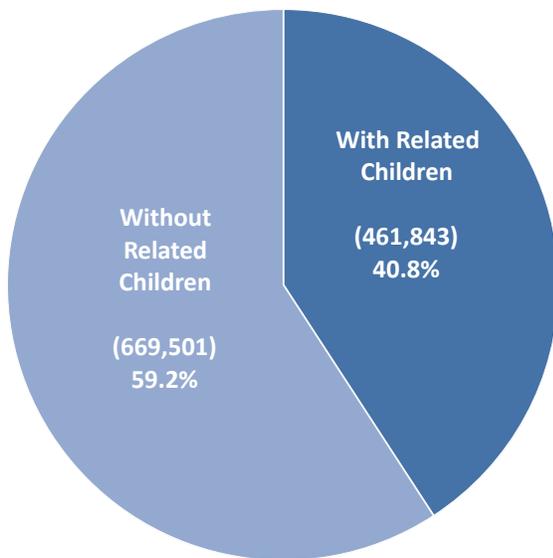
There are about 1.13 million married couples in Wisconsin, consisting of about 2.26 million married individuals.

Among married households, 40.8% reported having children living with them. A similar portion of Wisconsin's 152,000 unmarried opposite-sex households report having children present (37.2%). In 2010, about 15,000 women and 12,000 men reported living in same-sex households (7,627 female and 6,003 male

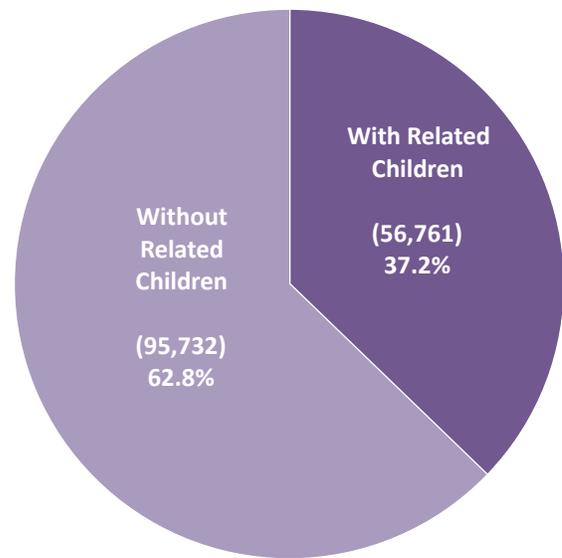
same-sex households). Most of these couples did not report having children in the household with 26.2% of female same-sex households and 18.5% of male same-sex households reporting having children present.

Not having children present does not necessarily mean the adults in the household never had children. The children may be adults (over 18) at the time of census enumeration or their children may be living elsewhere.

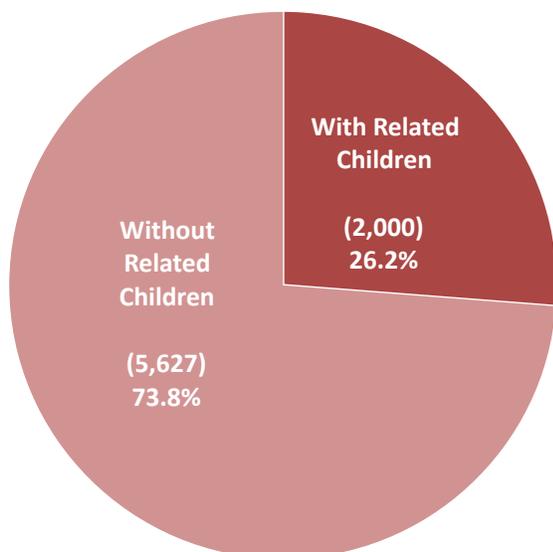
Married Households in Wisconsin, 2010



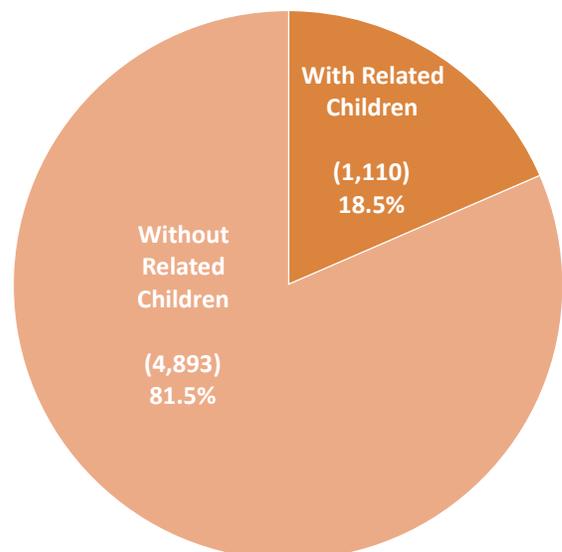
Unmarried Households in Wisconsin, 2010



Female Same-Sex Households in Wisconsin, 2010



Male Same-Sex Households in Wisconsin, 2010



## Multigenerational Households in Wisconsin, 2010

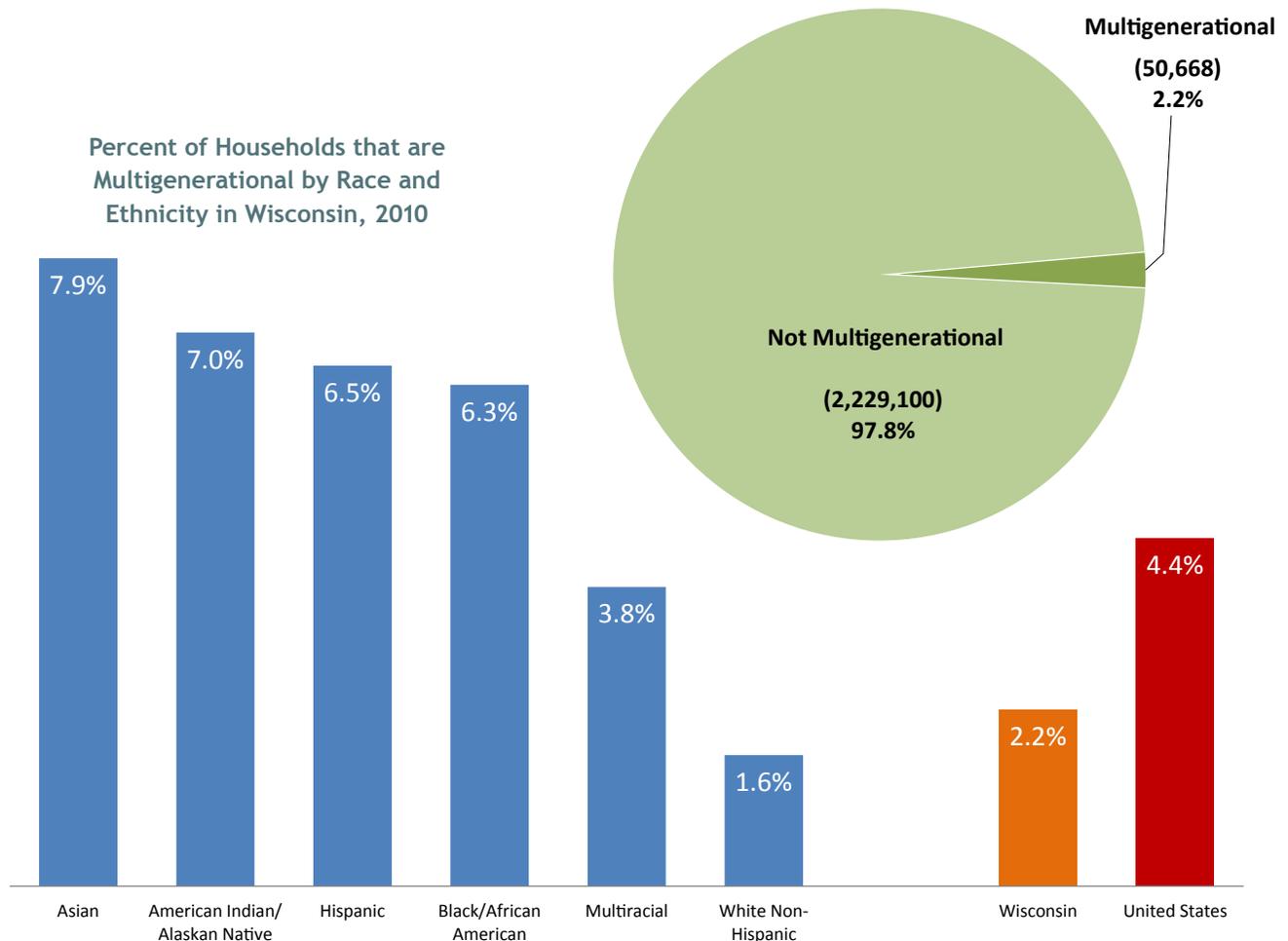
A multigenerational household is one in which at least three generations of a family live together. Multigenerational households are increasing among Wisconsin households, growing from 1.9% in 2000 to 2.2% in 2010. In raw numbers, 39,255 households in Wisconsin reported having more than two generations in 2000. In 2010, the number was 50,688. This represents a 29% increase in 10 years.

Multigenerational households can indicate positive or negative social status and outcomes. In times of hardship, families may need to pool resources and live together. Alternatively, multigenerational families can allow grandparents to lead to more childrearing support for grandchildren and better health for grandparents.

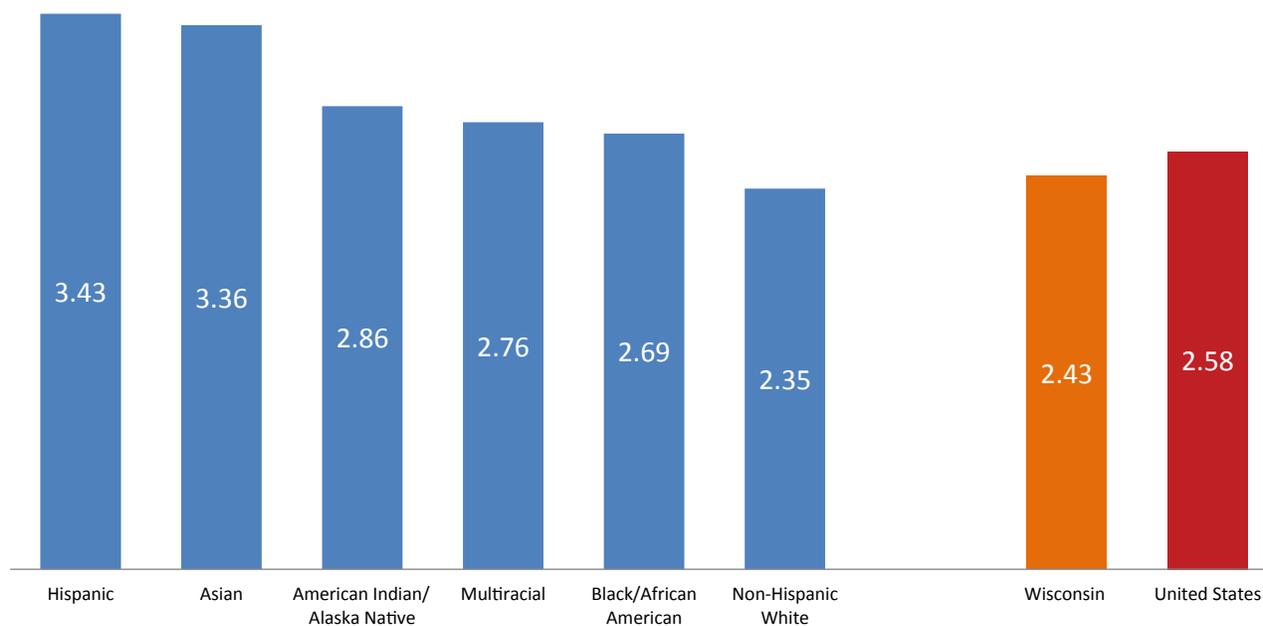
Minority households are more often multigenerational than are non-Hispanic white households. Asians report the highest percentage of multigenerational households in Wisconsin. Almost 8% of Asian households were

multigenerational in 2010. American Indians also report a relatively high proportion of multigenerational households (7%) followed by Hispanics (6.5%) and African Americans (6.3%). In contrast, only 1.6% of non-Hispanic white households in the state were multigenerational family households.

Overall, Wisconsin has fewer multigenerational households as compared to the national average (2.2%, WI versus 4.4%, US), likely reflecting the less diverse racial and ethnic composition of the state. As the state continues to become more diverse, we may see a growth in the number of multigenerational households in future years and, with it, a change in housing needs and in what we consider to be a “family.” Multigenerational families reflect an increasingly multicultural Wisconsin as groups with strong traditions of multigenerational ties continue to grow.



Average Household Size by Race and Ethnicity in Wisconsin, 2010



Note: Hispanics who identified as people of color were reported twice, once as Hispanic and once as members of the other race. Native Hawaiians and other Pacific Islanders are not included in the "Asian" category.

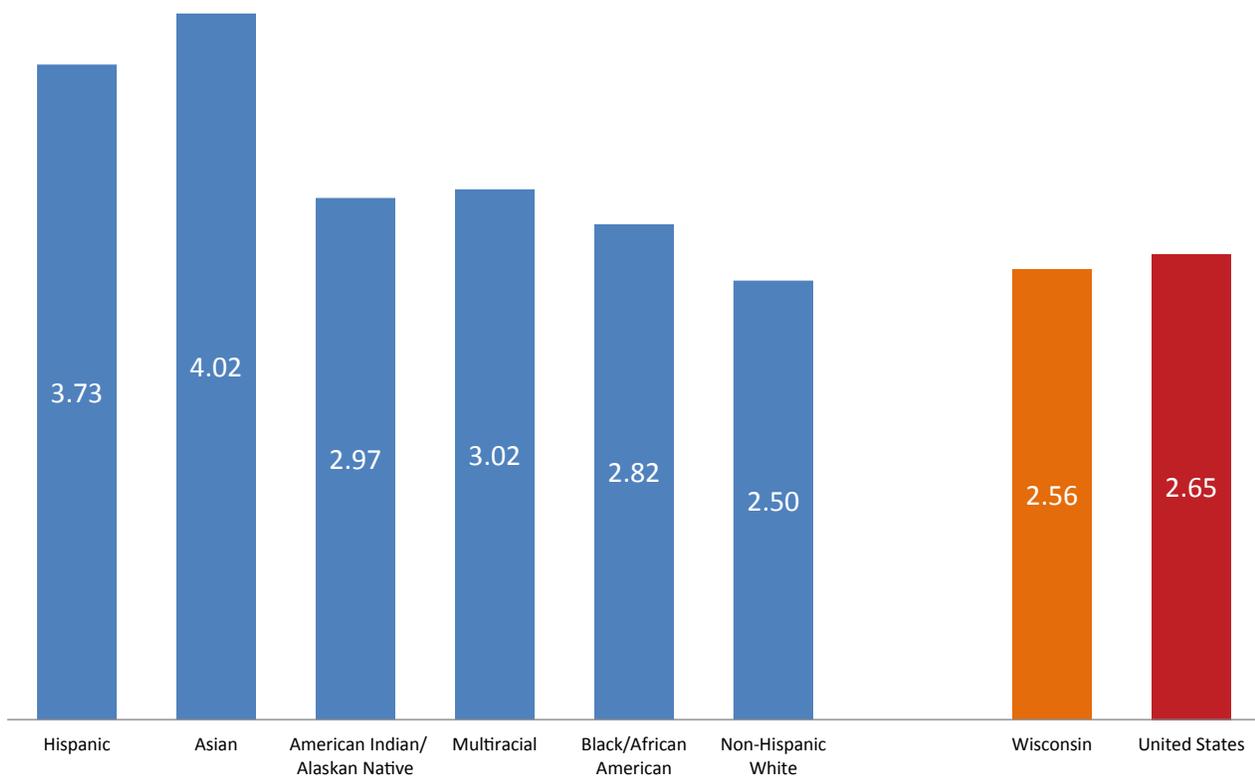
In Wisconsin, the average household is comprised of 2.43 people. However, household size ranges from 2.35 for non-Hispanic whites to 3.43 for Hispanics. Average household size varies across race and ethnic groups. The variation in household size reflects differences in the number of children and household composition (e.g., multigenerational households) that vary by race.

On average, household size is comparatively larger among the home-owning population. The average household size for homeowners in Wisconsin is 2.56 people (versus to 2.43 for all households and 2.16 for

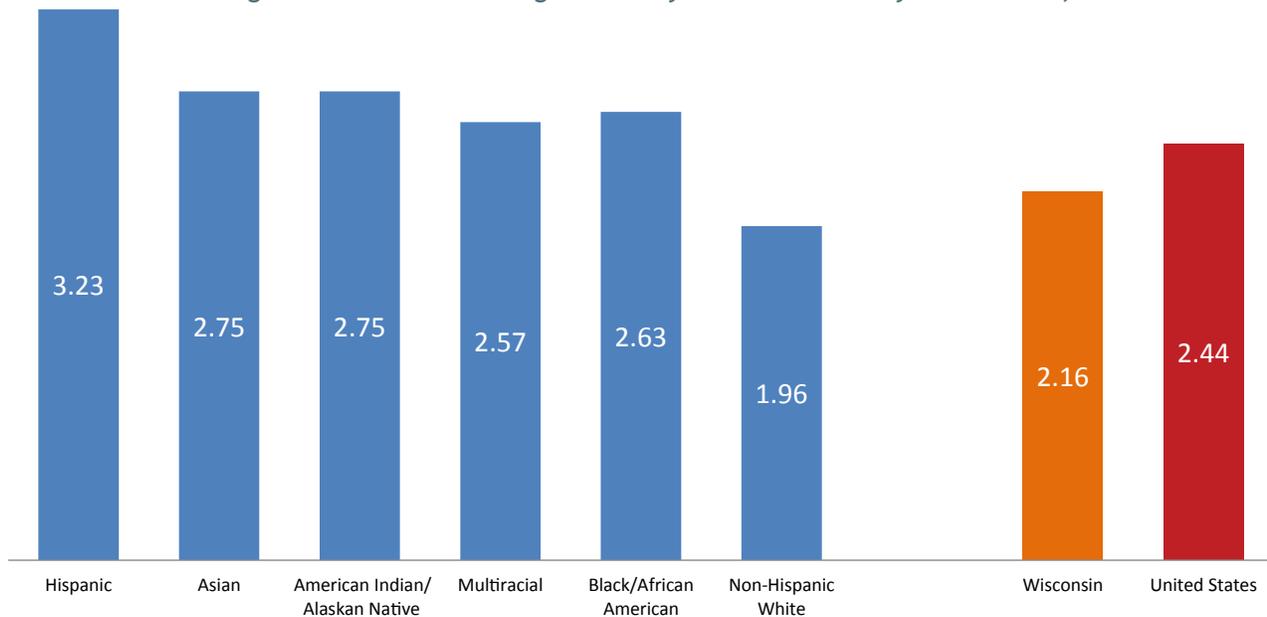
renters), with average household size ranging from a low of 2.50 people for non-Hispanic whites to 4.02 people for Asians. Among the home-owning population, Hispanics have the second largest household size at 3.73 people.

The average household size is smaller for renters than owners for households of all races. The state average household size for this population is 2.16 people, with a low of 1.96 for non-Hispanic whites and a high of 3.23 people for Hispanics.

Average Household Size Among Home Owners by Race and Ethnicity in Wisconsin, 2010



Average Household Size Among Renters by Race and Ethnicity in Wisconsin, 2010



Note: Hispanics who identified as people of color were reported twice, once as Hispanic and once as members of the other race. Native Hawaiians and other Pacific Islanders are not included in the "Asian" category.

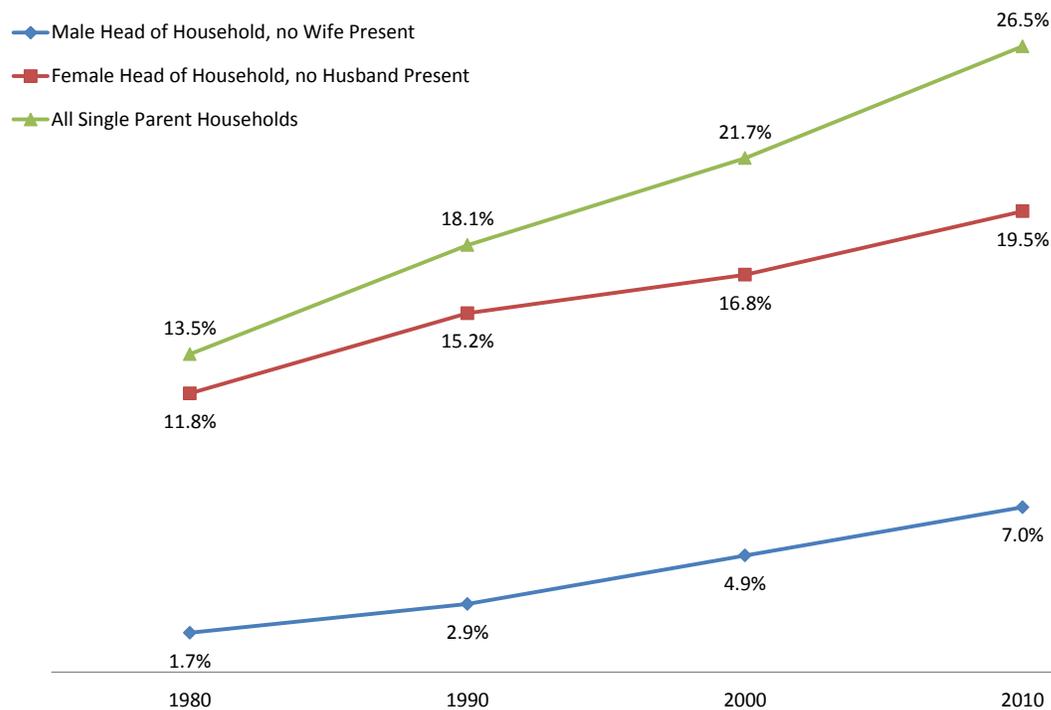
## Change in the Proportion of Unmarried Parent Families, 1980-2010

The share of children living in single-parent households has increased steadily over the past few decades. In 1980, 13.5% of all children in the state lived in single-parent families. In 2010, 26.5% of Wisconsin children lived in such households. Some of these children might have lived in the same household as both parents or with a parent's partner, but, if the adults are unmarried, the household is considered headed by a single parent.

Most single-parent families are female-headed. However, male-headed single-parent families are growing at a faster rate than female-head single-parent families. Still, in 2010, 7% of all children were living with single fathers whereas nearly 20% were living with single mothers.

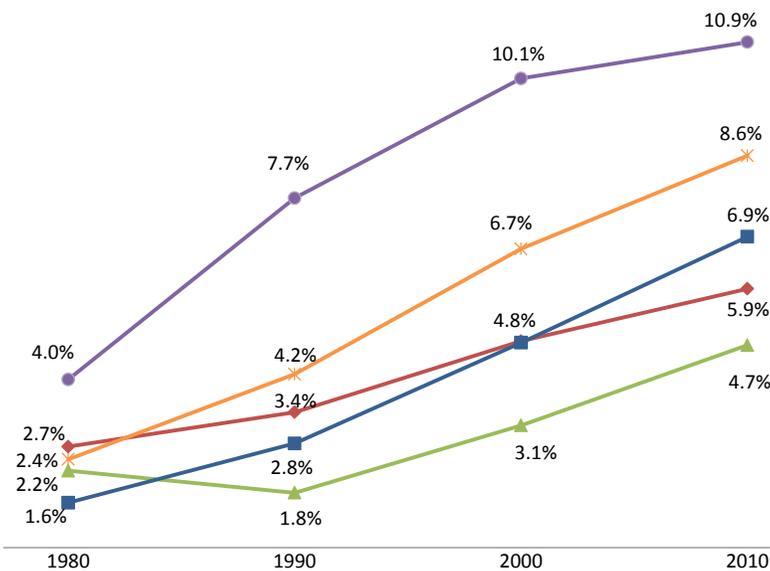
Shared custody is not represented in the Census 2010. The Census asks respondents to report who is living in the household on April 1st. Therefore, if parents have shared custody of a child the day of the week in which April 1st falls can have big implications. Depending on the custody arrangements (and the gendered nature of them), the precise number of children said to live with male and female parents could vary depending on which day of the week April 1st falls on. In 2010, April 1st was a Thursday. What is clear is that more children are living with single fathers now than in previous decades.

Percent of Children Living in Single-Parent Households in Wisconsin, 1980-2010

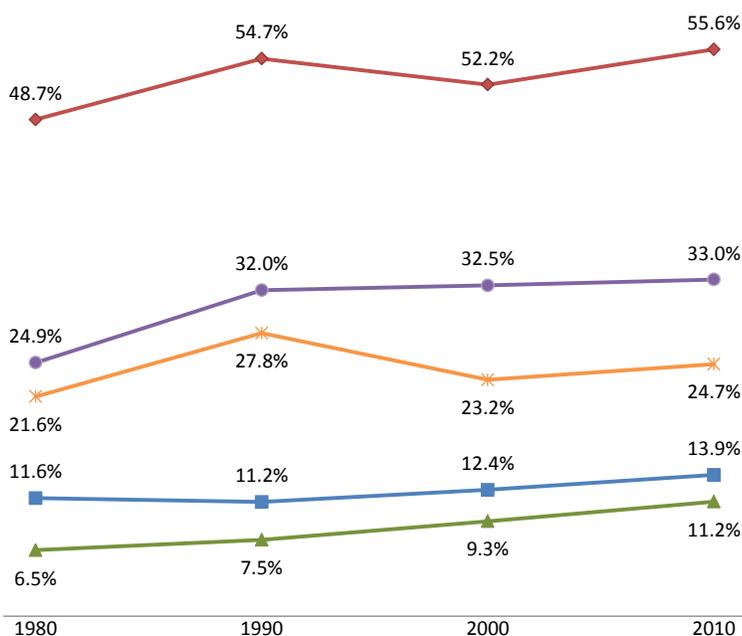


- ◆ Black/African American
- American Indian/  
Alaskan Native
- ✕ Hispanic
- Non-Hispanic White
- ▲ Asian and Pacific Islander\*

**Percent of Children Living with Unmarried Fathers  
by Race and Ethnicity in Wisconsin, 1980-2010**



**Percent of Children Living with Unmarried Mothers  
by Race and Ethnicity in Wisconsin, 1980-2010**



The proportion of children living with unmarried parents increased for all race groups over the past 30 years. The percentage of children living with unmarried fathers increased most dramatically. American Indian children are most likely to live with an unmarried father. In 1980, 4% of American Indian children lived with their unmarried fathers. By 2010, about 11% did, marking a nearly 7-percentage-point increase over the 30-year period or a 2.7 fold increase.

In 2010, 61.5% of African Americans, 43.9% of American Indians, 33.3% of Hispanics, 20.8% of non-Hispanic whites, and 16.0% of Asians and Pacific Islanders lived with single parents. Children of all races were more likely to live with their single mothers than unmarried fathers. However, the ratio of children living with unmarried mothers to single fathers varied by race. Non-Hispanic white youth were twice as likely to live with single mothers as compared to single fathers, whereas African American youth were over 9 times as likely to live with single mothers. A higher percent of American Indians lived with their single fathers (11%) than any other race group.

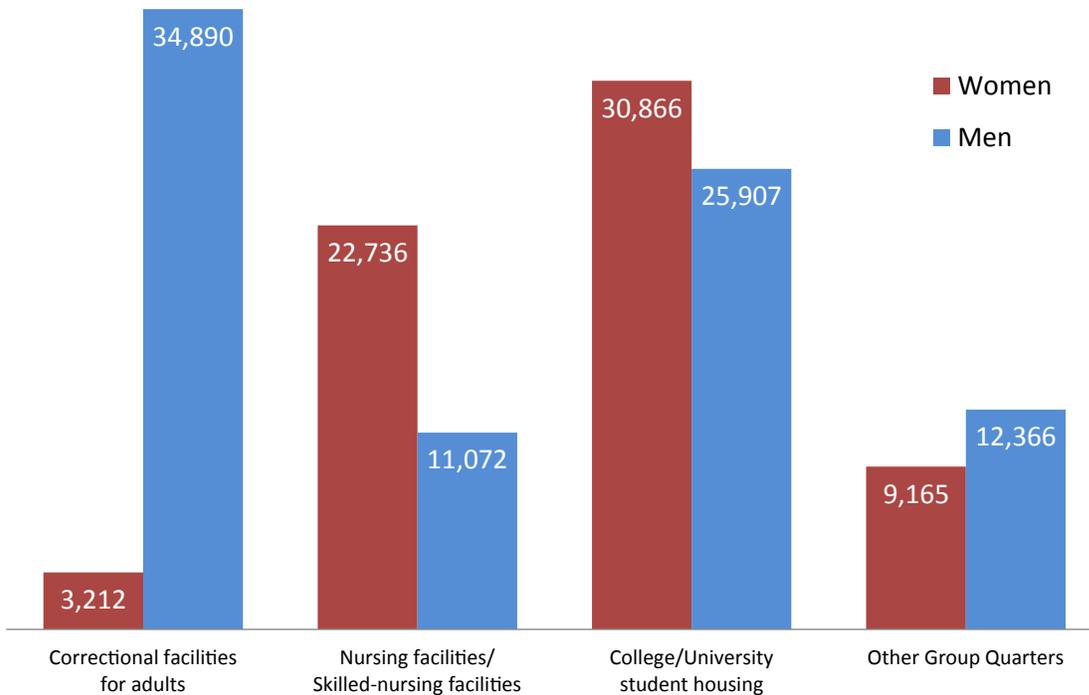
The percentage of non-Hispanic white children living with their single mothers remained stable over the past 30 years, increasing by only 2.3 percentage points between 1980 and 2010. In contrast, American Indians were much more likely to live with unmarried parents in 2010 than 30 years ago (43.9% in 2010 versus 28.9% in 1980).

The increasing diversity of living arrangements among Wisconsin's children reflects increasing diversity in the makeup of family households, and changes in how the Census collects and defines data on families.

\* The Asian and Pacific Islander category in these graphs combines Pacific Islanders with Asians to allow a comparison across decades. In 1980, the Pacific Islander category includes only Hawaiians, Guamanians, and Samoans; in other years it also includes other Pacific Islanders.

Note: Hispanics who identified as people of color were reported twice, once as Hispanic and once as members of the other race.

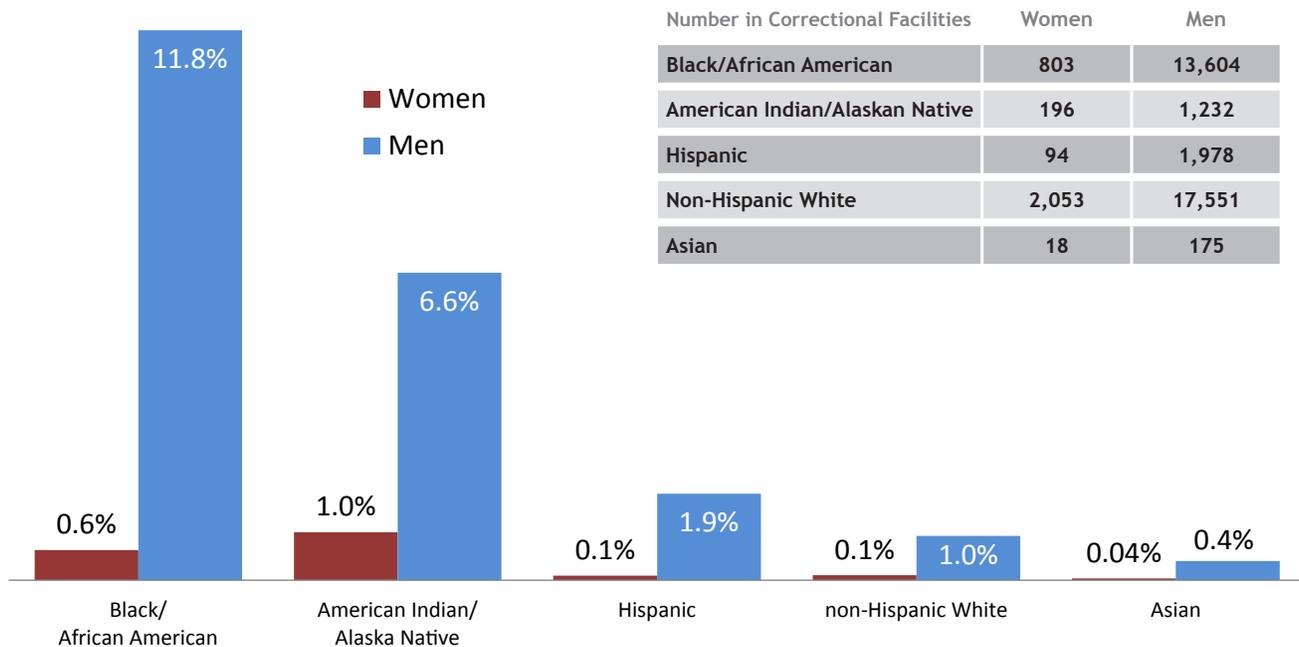
Population Living in Group Quarters by Gender in Wisconsin, 2010



Some Wisconsin residents live in “group quarters,” or places where a group of unrelated people reside together. There are seven types of group quarters categorized by the Census comprised of institutionalized and non-institutionalized populations. Institutionalized populations reside in correctional facilities for adults and juveniles, nursing facilities, and “other” institutional facilities (i.e., group homes). Non-Institutionalized populations live in college and university housing, military quarters, and “other” non-institutional facilities (i.e., worker dormitories).

The size of the group quarters population varies dramatically by type of group quarter and by gender. Nearly 35,000 males lived in correctional facilities for adults in 2010, marking the largest group quarter population for males. In contrast, correctional facilities held the smallest proportion of the female group quarter population. Instead, the largest female group quarter population lived in college or university student housing. Additionally, many more females than males lived in nursing facilities. This is in large part because women outlive men.

### Percent of Adult Population in Correctional Facilities by Sex, Race, and Ethnicity in Wisconsin, 2010



Number in Correctional Facilities	Women	Men
Black/African American	803	13,604
American Indian/Alaskan Native	196	1,232
Hispanic	94	1,978
Non-Hispanic White	2,053	17,551
Asian	18	175

Note: Hispanics who identified as people of color were reported twice, as Hispanic and as the identified racial group.

On April 1st 2010, 37,850 or 0.9% of adults lived in adult correctional facilities in Wisconsin. In 2000, the “correctional institution” population (adult status was not clarified) was 31,068, and made up 0.6% of the state’s population. The increase of roughly 7,000 inmates represents a 22.6% increase in the number of people living in correctional facilities during the 2000s.

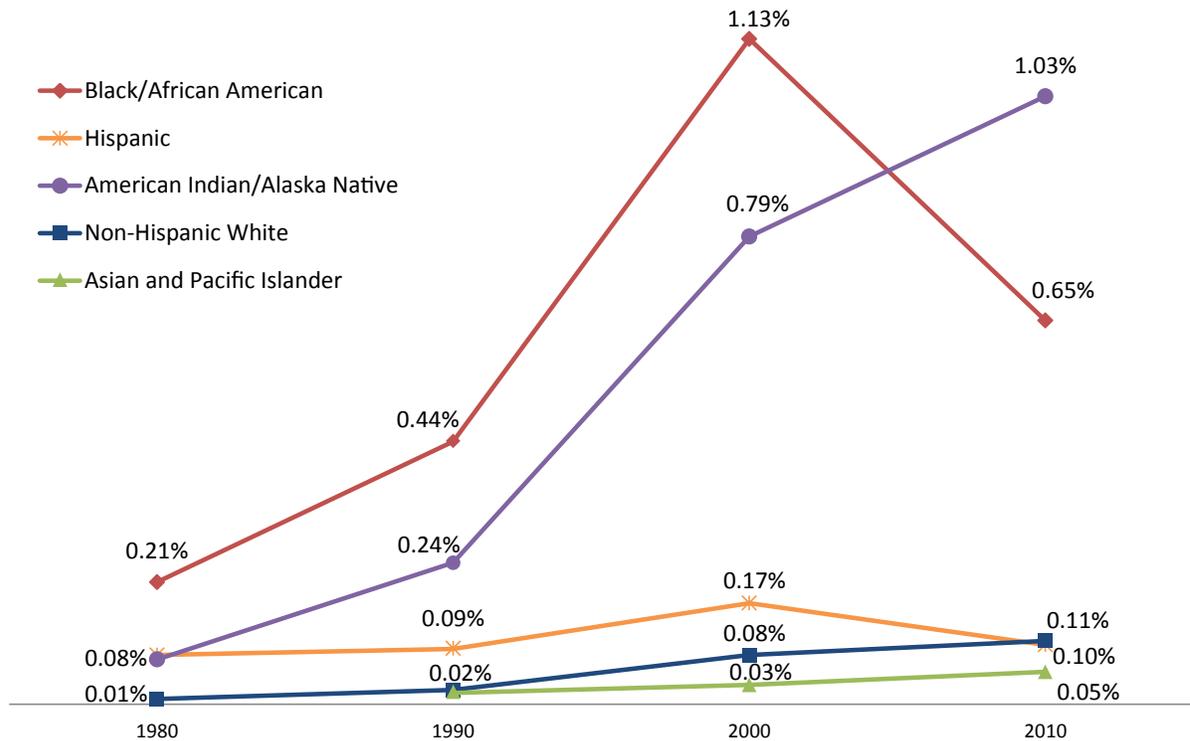
In 2010 the proportion of Wisconsin’s population that is comprised of inmates is comparable to the proportion of the United States overall (0.60% and 0.73% respectively). Other states have much larger proportions of inmates including Arizona (1.1%), Georgia (1.1%), Louisiana (1.3%), Mississippi (1.2%), Oklahoma (1.1%), and Texas (1.1%). By proportions, Wisconsin ranks 25th out of 51 (including DC).

Proportions are standardized by the total state population. Consequently, they do not reflect the largest correctional facility populations in raw numbers. In raw numbers, the largest inmate populations are reported for Texas (267,405), California (256,807), Florida (167,453), and Georgia (104,012). By raw numbers, Wisconsin ranks 23rd out of 51.

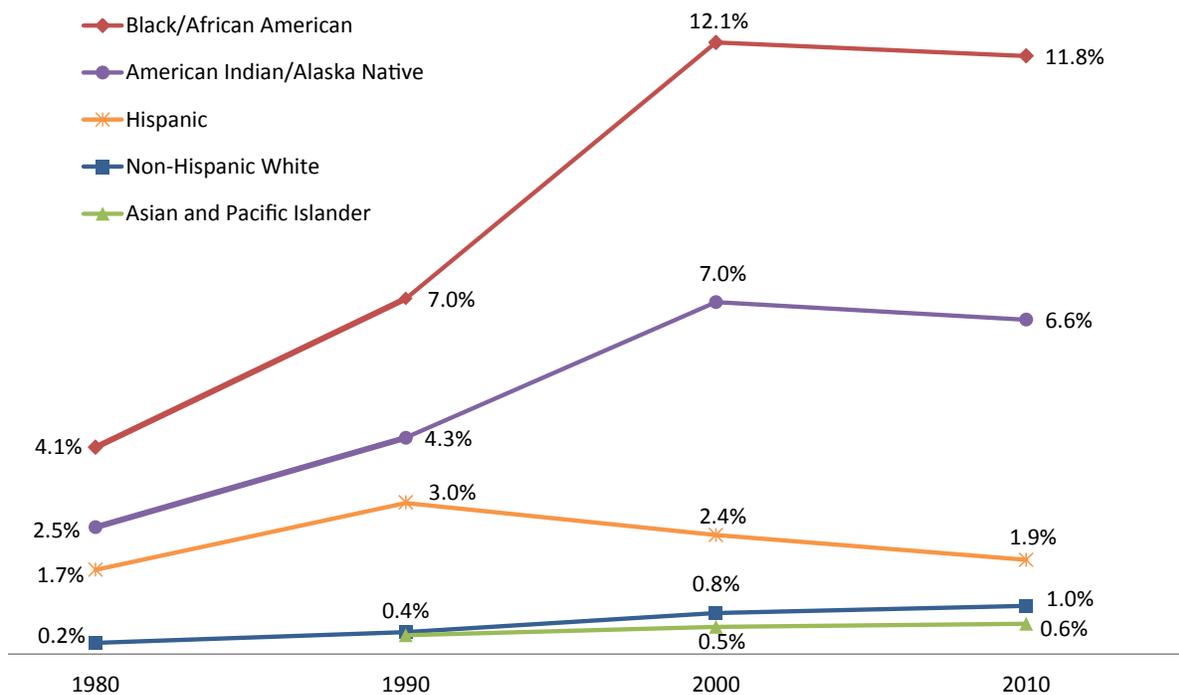
One of the issues surrounding the incarcerated population is precisely where the population is counted. The Census has a “usual residence rule,” meaning that the incarcerated are counted in the place they are incarcerated not in their “home” community. Population counts are used to draw congressional, state legislative, and local voting districts. Consequently, a criticism is that predominantly white, rural counties housing inmates benefit from the counting rule, whereas the largely black or minority, urban counties from which many inmates come lose voting power.

Different race and ethnic groups are incarcerated at different rates. These different rates are especially pronounced for men, and men of every race and ethnicity are incarcerated at much higher rates than women of the same race or ethnic group. The incarceration patterns in Wisconsin are reflective of national trends, showing disproportionate rates among populations of color. In Wisconsin, this pattern is most pronounced for African Americans and American Indian men.

Percent of Adult Women in Correctional Facilities by Race in Wisconsin, 1980-2010



Percent of Adult Men in Correctional Facilities by Race and Ethnicity in Wisconsin, 1980-2010



Note: In 1980, non-Hispanic white includes all whites including those of Hispanic descent; in other years this category only includes non-Hispanic whites. Data was not available for Asians or Pacific Islanders in 1980. In other years, the Asian and Pacific Islander category in this graph includes both Pacific Islanders and Asians to allow a comparison across decades. In 1990, the data show the total number of women of each race in correctional facilities (including those under 18) divided by the total number of adults (only those 18 or older) of that race. Hispanics who identified with a race category other than white were reported twice, once as Hispanic and once as the identified racial group.

Incarceration rates are highest for African Americans and American Indians, followed by Hispanics, non-Hispanic whites, and lastly, Asians. This pattern is observed for both the female and male adult population.

The percent of adult females, age 18 and over, in correctional facilities increased for all race groups over the past 30 years. The sharpest increase is reported for American Indian women, increasing by a full percentage point from 0.08% in 1980 to 1.08% in 2010. An increase over the period was also reported for African American

women, although the peak year was in 2000 with 1.13% of the population incarcerated.

Similar to women, the incarceration rate for men in Wisconsin also increased between 1980 and 2010 for all races, but to different degrees. The largest increase in the incarceration rate and the highest total incarceration rate was reported for adult male African Americans, increasing from 4.09% of the adult population in 1980 to 12.09% in 2000, then slightly declining to 11.83% in 2010. The incarceration rate also peaked for American Indian men in 2000.

## Nursing Home Population by Race and Gender

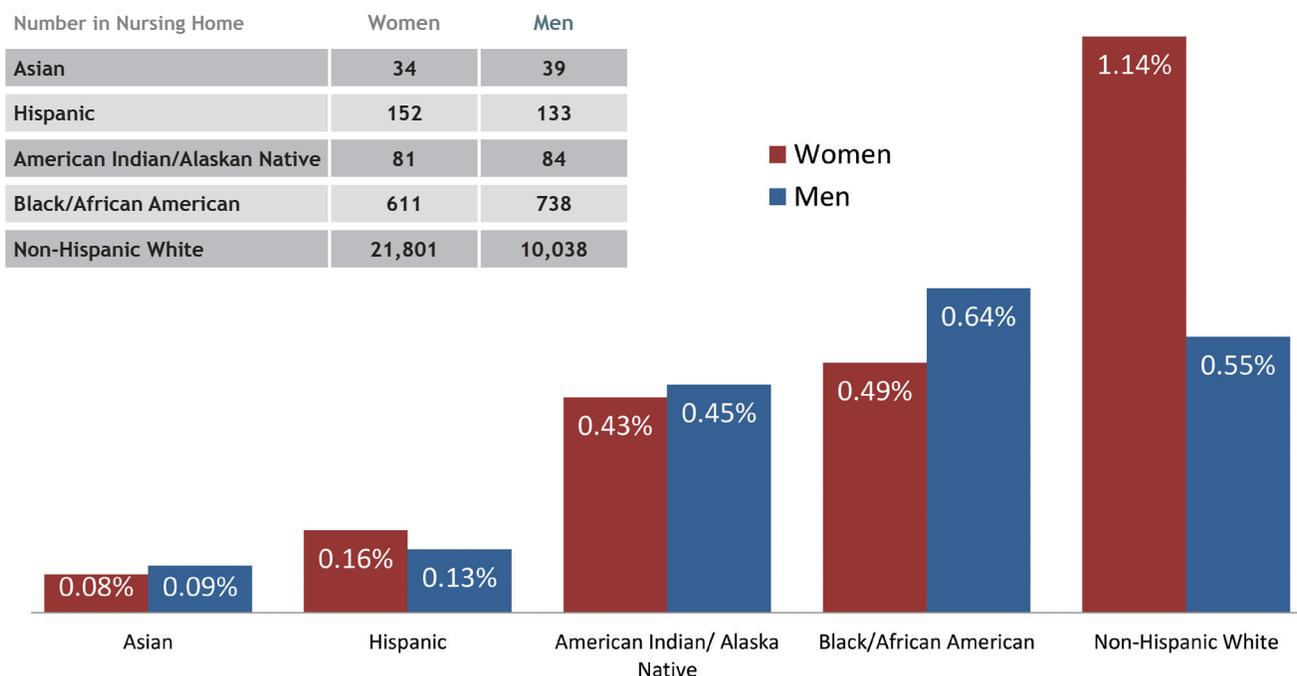
Wisconsin's population is older than ever before, but not all race and ethnic groups are aging at the same rate. Furthermore, older people of different race groups reside in nursing homes at different rates.

Non-Hispanic whites, especially women, comprise the largest percentage of the adult population living in nursing

homes. This is in part because the non-Hispanic white population is relatively older than all other groups in Wisconsin and, at the population level, females out-live males.

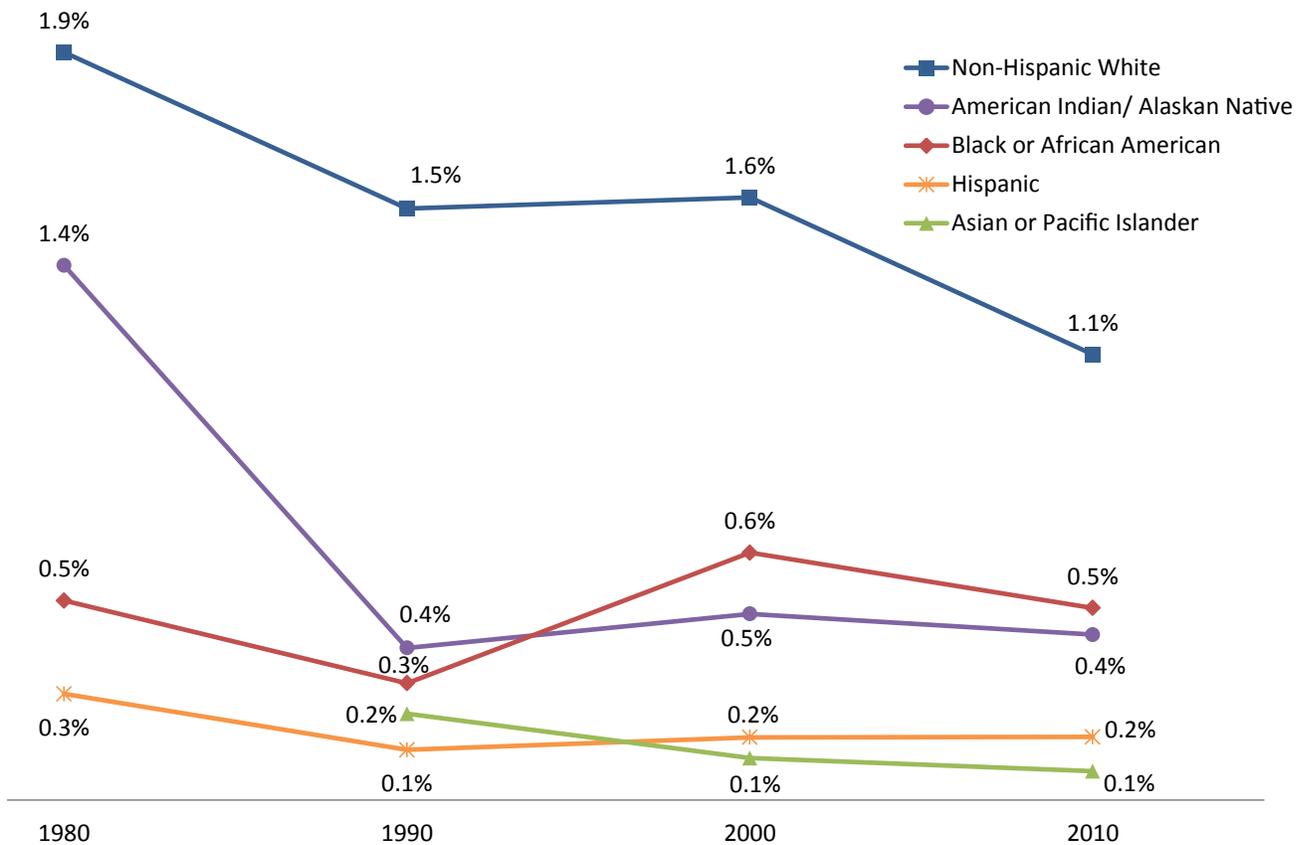
The sex-pattern is reversed for African Americans, with relatively more men than women living in nursing homes.

Percent of Adult Population in Nursing Homes by Sex, Race and Ethnicity in Wisconsin, 2010



Note: Hispanics who identified as people of color were reported twice, once as Hispanic and once as the respondent's selected race group.

Percent of Adult Women in Nursing Homes by Race and Ethnicity in Wisconsin, 1980-2010

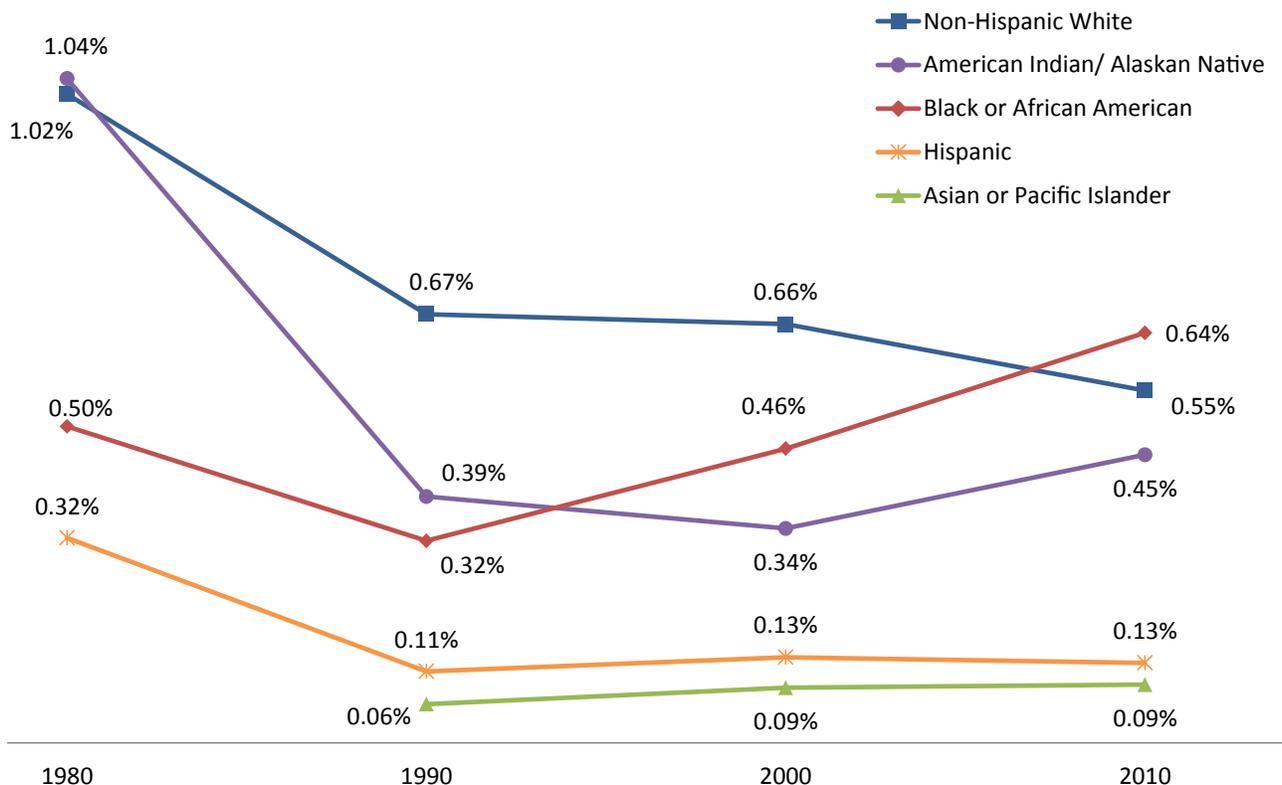


Note: In 1980, non-Hispanic white includes all whites including those of Hispanic descent; in other years this category only includes non-Hispanic whites. Data was not available for Asians or Pacific Islanders in 1980. In other years, the Asian and Pacific Islander category in this graph includes both Pacific Islanders and Asians to allow a comparison across decades. Hispanics who identified as people of color were reported twice, once as Hispanic and once as the identified racial group.

Although the percentage of adult women living in nursing homes is highest for non-Hispanic whites, the proportion has declined over the past 30 years, falling from 1.9% in 1980 to 1.1% in 2010. Despite this decline, the number and proportion of non-Hispanic white women who live in nursing homes is far higher than that of any other race or ethnic group.

The general decline in the proportion of the population living in nursing homes is shared by all race and ethnic groups with the exception of African American women which increased in 2000 more than any other group. Still, rates remained comparatively low and declining for the female American Indian population as well as the Hispanic and Asian populations.

Percent of Adult Men in Nursing Homes by Race and Ethnicity in Wisconsin, 1980-2010



Note: In 1980, non-Hispanic white includes all whites including those of Hispanic descent; in other years this category only includes non-Hispanic whites. Data was not available for Asians or Pacific Islanders in 1980. In other years, the Asian and Pacific Islander category in this graph includes both Pacific Islanders and Asians to allow a comparison across decades. Hispanics who identified as people of color were reported twice, once as Hispanic and once as the identified racial group.

There was a more pronounced increase in the proportion of African American men living in nursing homes than any other race group, male or female. As of 2010, a higher proportion of African American men than non-Hispanic white men lived in nursing homes.

The percentage of American Indian men living in nursing homes also declined over the past three decades,

although there was a noticeable increase between 2000 and 2010 that was not observed for the female American Indian population. Very few Asian or Pacific Islander men or women live in nursing homes. The nursing home population in future years may increase and change as Wisconsin ages and becomes more racially diverse.

# Census 2010 Chartbook: *Demographic Trends* in Wisconsin



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[www.apl.wisc.edu/publications/2010\\_Census\\_Chartbook\\_WI.pdf](http://www.apl.wisc.edu/publications/2010_Census_Chartbook_WI.pdf)



Graphic design by Jeffrey J. Strobel  
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