



Demographic Services Center’s 2017 Population Estimates: Wisconsin Continues Its Moderate Growth

State Population Estimate, 1/1/2017: 5,783,278
Change from Census 2010: 96,292 (+1.69%)

The Demographic Services Center develops annual population for each Wisconsin municipality and county. Wisconsin’s population estimate continued to grow in calendar year 2016, reaching total population of 5,783,278 by January 1, 2017.

- In calendar year 2016, the number of housing units added ticked up, with modest impact on the rate of increase. In calendar years 2010-2016 (inclusive), Wisconsin added nearly 88,000 housing units.

Net Change in Housing Units	
CY 2016:	18,370 (+0.7%)
CY 2015:	15,813 (+0.6%)
CY 2014:	13,127 (+0.5%)
CY 2013:	12,762 (+0.5%)

- The estimated average household size continues to decline slightly, in keeping with a long-term trend, although the decrease is minimal in comparison to previous decades.

Average Household Size	
2017 Estimate	2.406
2016 Estimate	2.409
2015 Estimate	2.412
2014 Estimate	2.416

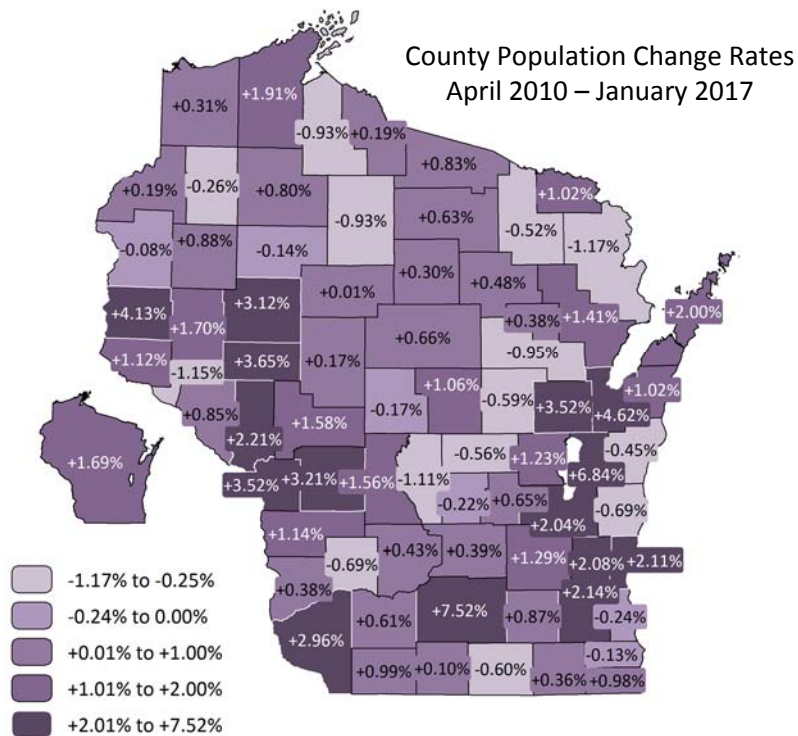
This downward change restrains the estimated increase in population.

County Estimates

- From April 2010 (Census 2010) to January 2017, it is estimated that 52 of Wisconsin’s 72 counties gained population. Thirteen counties experienced significant population loss. Losses in seven counties are estimated to be so minor—less than three-tenths of one percent—that, in estimation terms, their population change is nearly neutral.
- Counties estimated to have gained more than 5,000 residents since the 2010 census are: Brown (+11,453), Dane (+36,714), Outagamie (+6,226), and Waukesha (+8,345). Change rates of +3.5% or more were estimated in Brown County (+4.62%), Calumet County (+6.84%), Dane County (+7.52%), Eau Claire County (+3.65%), La Crosse County (+3.52%), Outagamie County (+3.52%), and St. Croix County (+4.13%).

- Counties with estimated population loss exceeding one percent are Adams (-1.11%), Marinette (-1.17%) and Pepin (-1.15%), but each of these estimated losses was fewer than 500 people in absolute terms.
- Six of the state's nine most populous counties gained population since the 2010 Census, and the other three experienced very modest population decreases:

Most Populous Counties (more than 150,000 residents)				
County Name	Final Estimate Jan 2017	Census Apr 2010	Numeric Change	Percent Change
Milwaukee	945,416	947,735	- 2,319	- 0.24%
Dane	524,787	488,073	36,714	7.52%
Waukesha	398,236	389,891	8,345	2.14%
Brown	259,460	248,007	11,453	4.62%
Racine	195,146	195,408	- 262	- 0.13%
Outagamie	182,921	176,695	6,226	3.52%
Winnebago	169,053	166,994	2,059	1.23%
Kenosha	168,065	166,426	1,639	0.98%
Rock	159,372	160,331	- 959	- 0.60%



Municipal Estimates

- Over fifty-nine percent of the state's 1,853 municipalities are estimated to have added population from April 1, 2010 to January 1, 2017. Of those which are estimated to have lost population, 298 have declined by one percent or less.

Municipalities that	Census 2010 to 1/1/2017
gained population	1,100
had no change	53
lost population	700

- Ten of the state's sixteen most populous cities are estimated to have gained population since the 2010 Census. Instances of population decrease were generally numerically and proportionally small.

Wisconsin's Most Populous Cities (over 40,000 residents)					
Municipality Name	County	Final Est. 2017	Census 2010	Numeric Change	Percent Change
Milwaukee	Multiple Counties	591,076	594,833	- 3,757	- 0.63%
Madison	Dane	250,073	233,209	16,864	7.23%
Green Bay	Brown	105,443	104,057	1,386	1.33%
Kenosha	Kenosha	99,116	99,218	- 102	- 0.10%
Racine	Racine	77,860	78,860	- 1,000	- 1.27%
Appleton	Multiple Counties	74,598	72,623	1,975	2.72%
Waukesha	Waukesha	71,550	70,718	832	1.18%
Eau Claire	Multiple Counties	67,926	65,931	1,995	3.03%
Oshkosh	Winnebago	66,636	66,083	553	0.84%
Janesville	Rock	63,215	63,575	- 360	- 0.57%
West Allis	Milwaukee	59,652	60,411	- 759	- 1.26%
La Crosse	La Crosse	52,326	51,320	1,006	1.96%
Sheboygan	Sheboygan	48,402	49,288	- 886	- 1.80%
Wauwatosa	Milwaukee	47,389	46,396	993	2.14%
Fond du Lac	Fond du Lac	43,679	43,021	658	1.53%
New Berlin	Waukesha	40,027	39,584	443	1.12%

The City of Madison was estimated to have the fastest proportional change (+7.23%) and the largest numeric change (+16,864) among large cities.