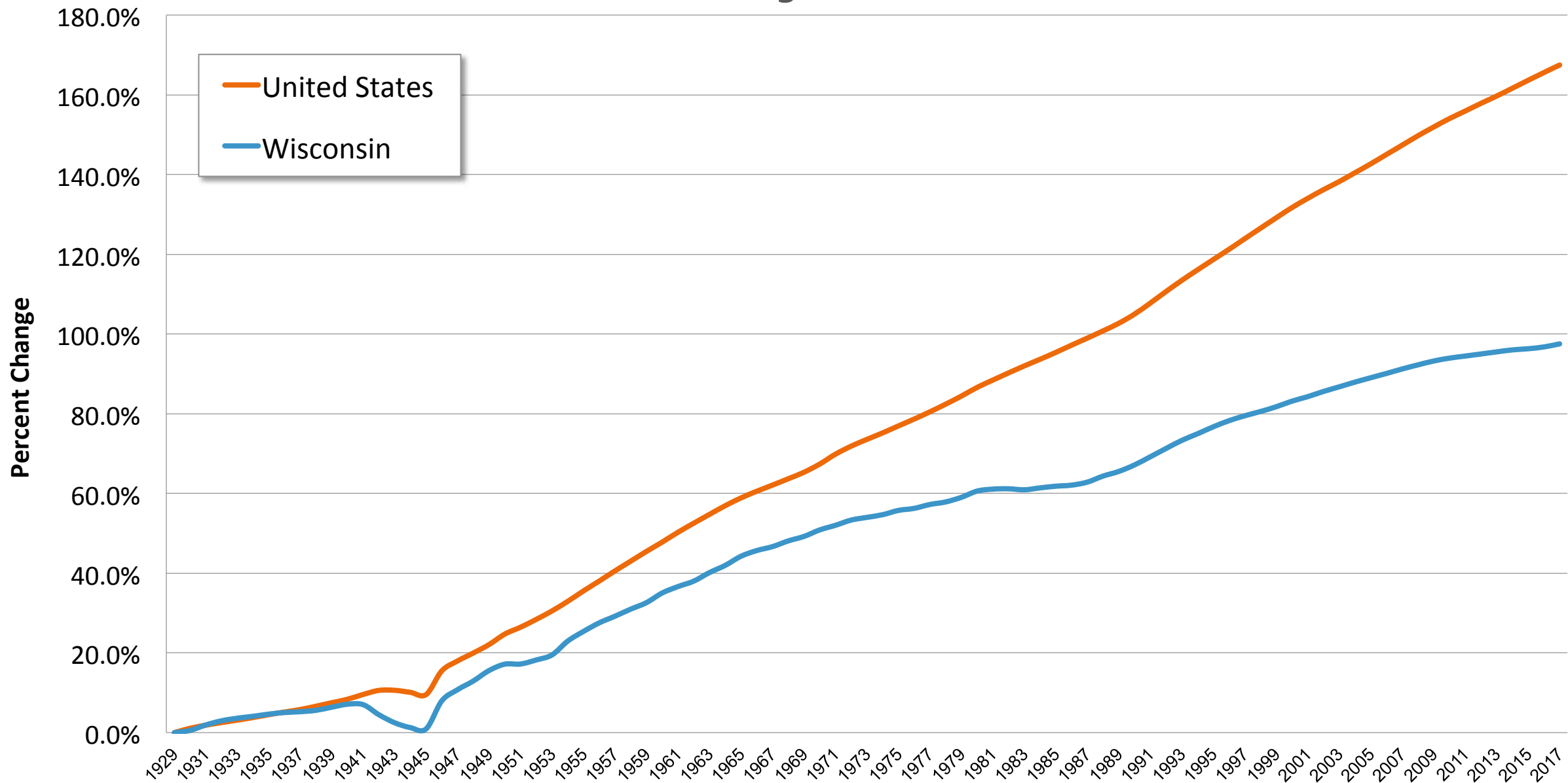# Changing Demographics of Wisconsin

Culture, Creativity, and Community Development

Population Change 1929 to 2017
*Percent Change Since 1929*

Percent Change

Legend:
- United States
- Wisconsin

Y-axis: 0.0%, 20.0%, 40.0%, 60.0%, 80.0%, 100.0%, 120.0%, 140.0%, 160.0%, 180.0%

X-axis: 1929, 1931, 1933, 1935, 1937, 1939, 1941, 1943, 1945, 1947, 1949, 1951, 1953, 1955, 1957, 1959, 1961, 1963, 1965, 1967, 1969, 1971, 1973, 1975, 1977, 1979, 1981, 1983, 1985, 1987, 1989, 1991, 1993, 1995, 1997, 1999, 2001, 2003, 2005, 2007, 2009, 2011, 2013, 2015, 2017

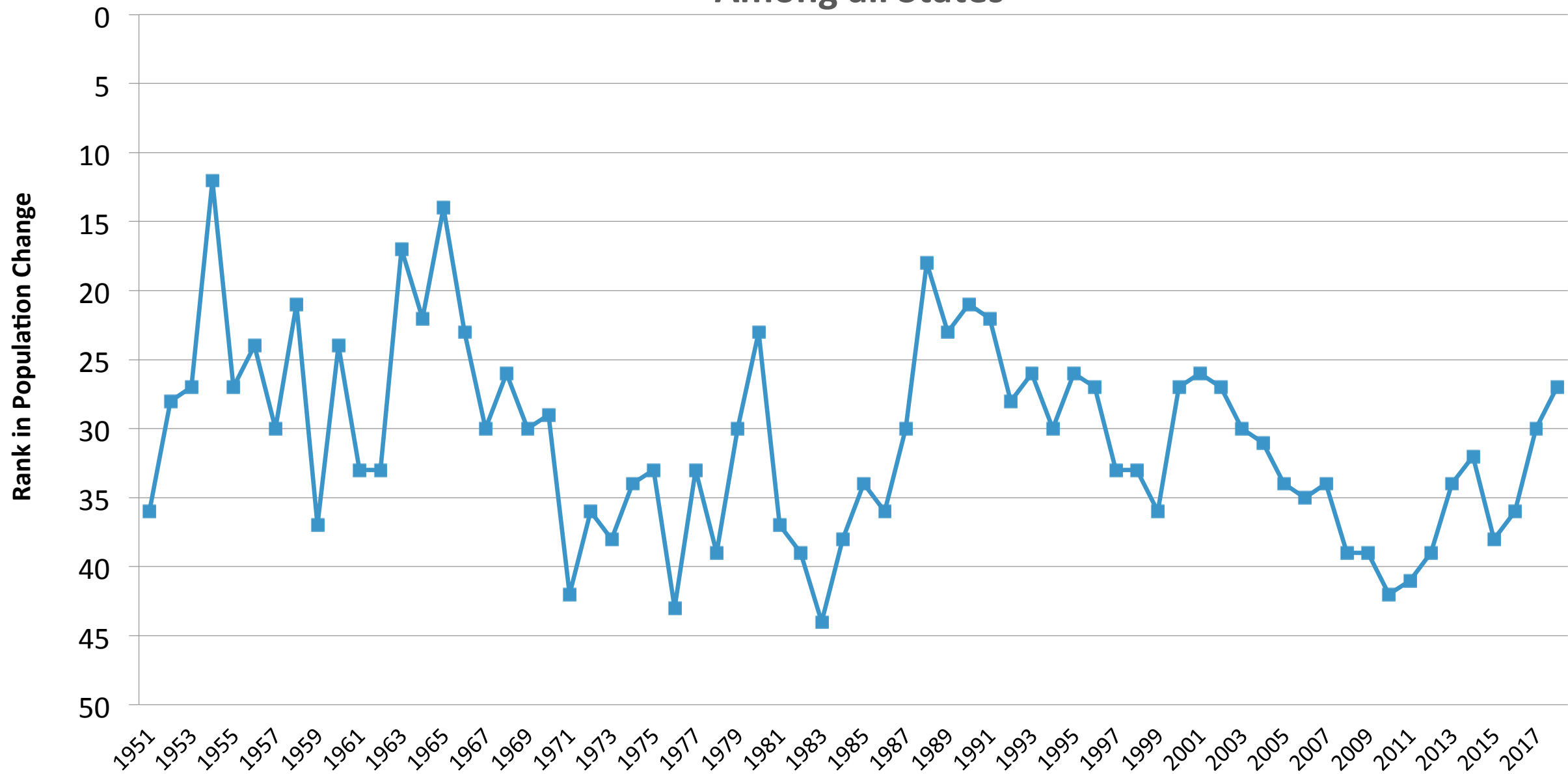Sources: U.S. Bureau of Economic Analysis and Author's Calculations

Population Change 1950 to 2018
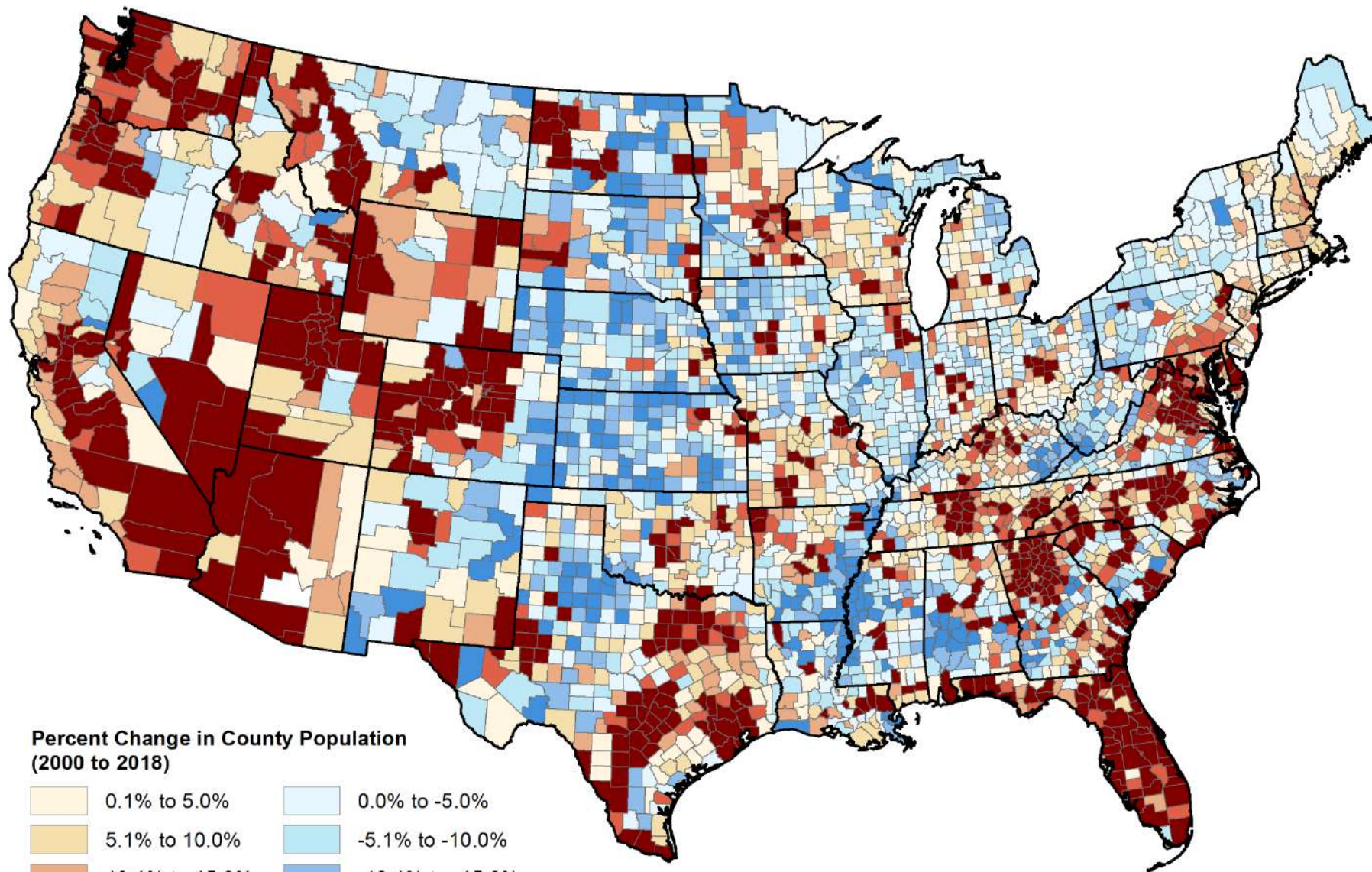*Percent Change in Population from the Prior Year*
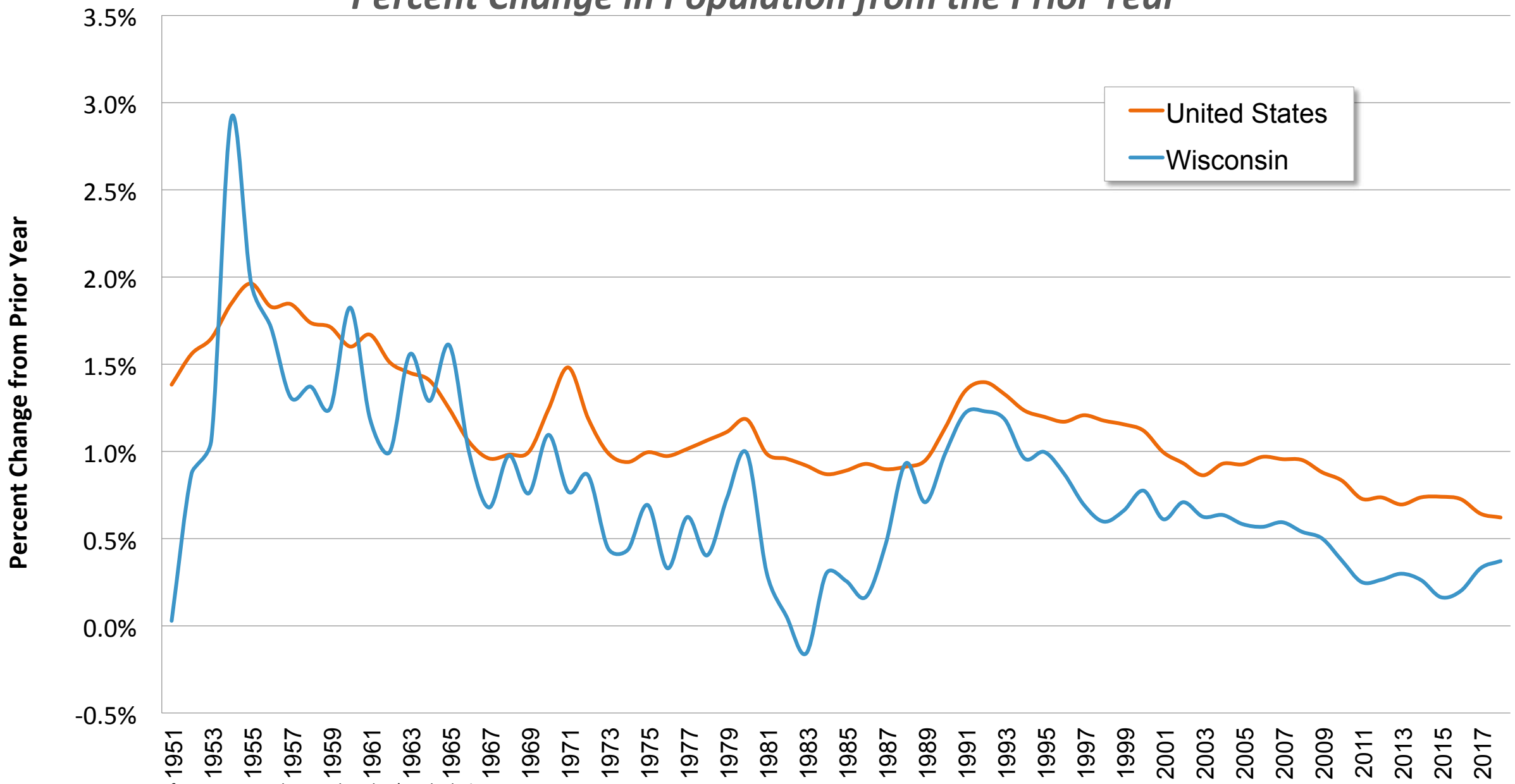
Sources: U.S. Bureau of Economic Analysis and Author's Calculations

Wisconsin's Annual Ranking in Percent Population Change Among all States

Sources: U.S. Bureau of Economic Analysis and Author's Calculations

Percent Change in Population by County - 2000 to 2018

Percent Change in County Population (2000 to 2018)

- 0.1% to 5.0%
- 5.1% to 10.0%
- 10.1% to 15.0%
- 15.1% to 20.0%
- 20.1% to 146.7%
- 0.0% to -5.0%
- -5.1% to -10.0%
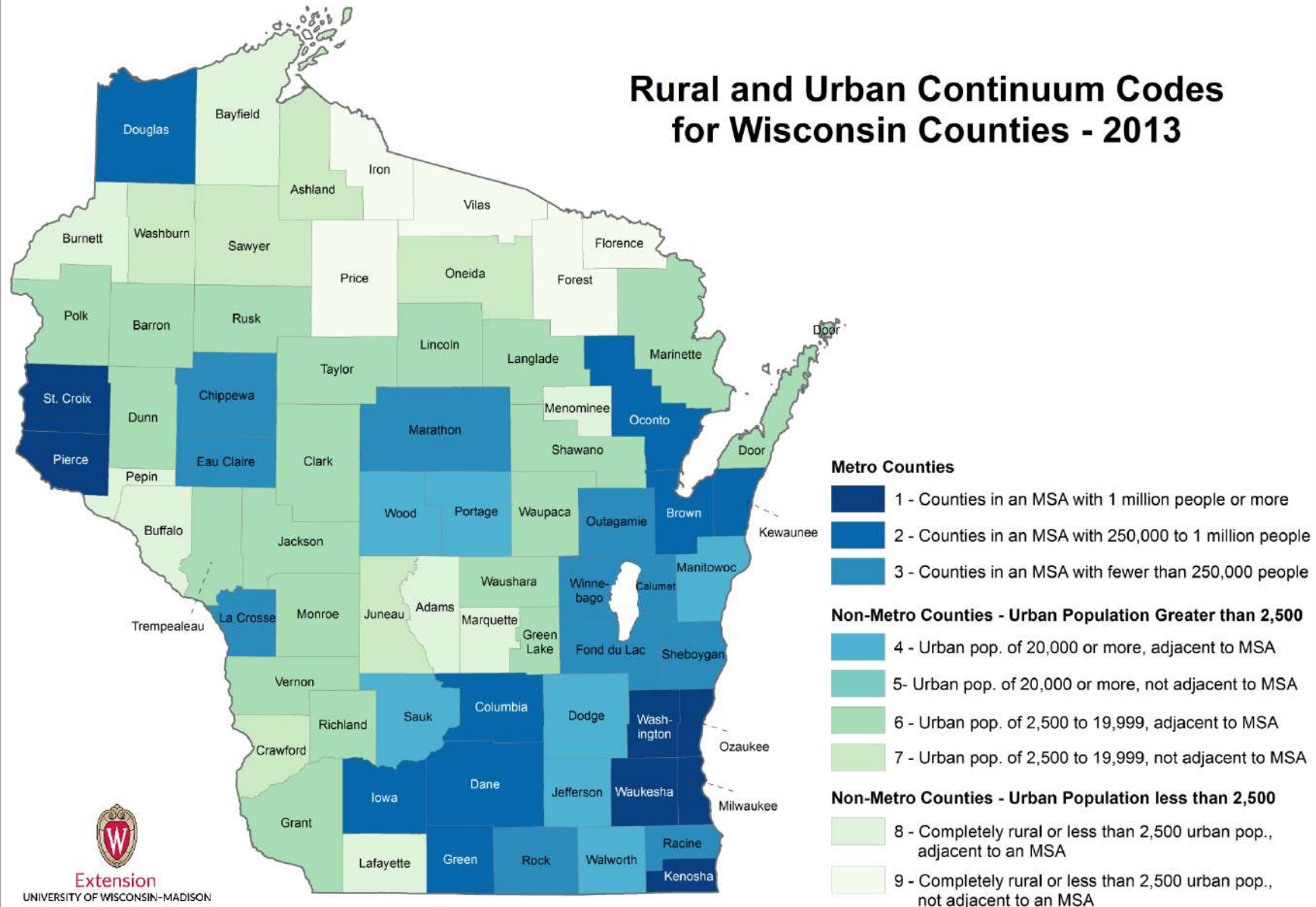- -10.1% to -15.0%
- -15.1% to -42.1%

Sources: U.S. Census Bureau, Bureau of Economic Analysis and UW-Extension
© 2017 University of Wisconsin-Extension Center for Community & Economic Development

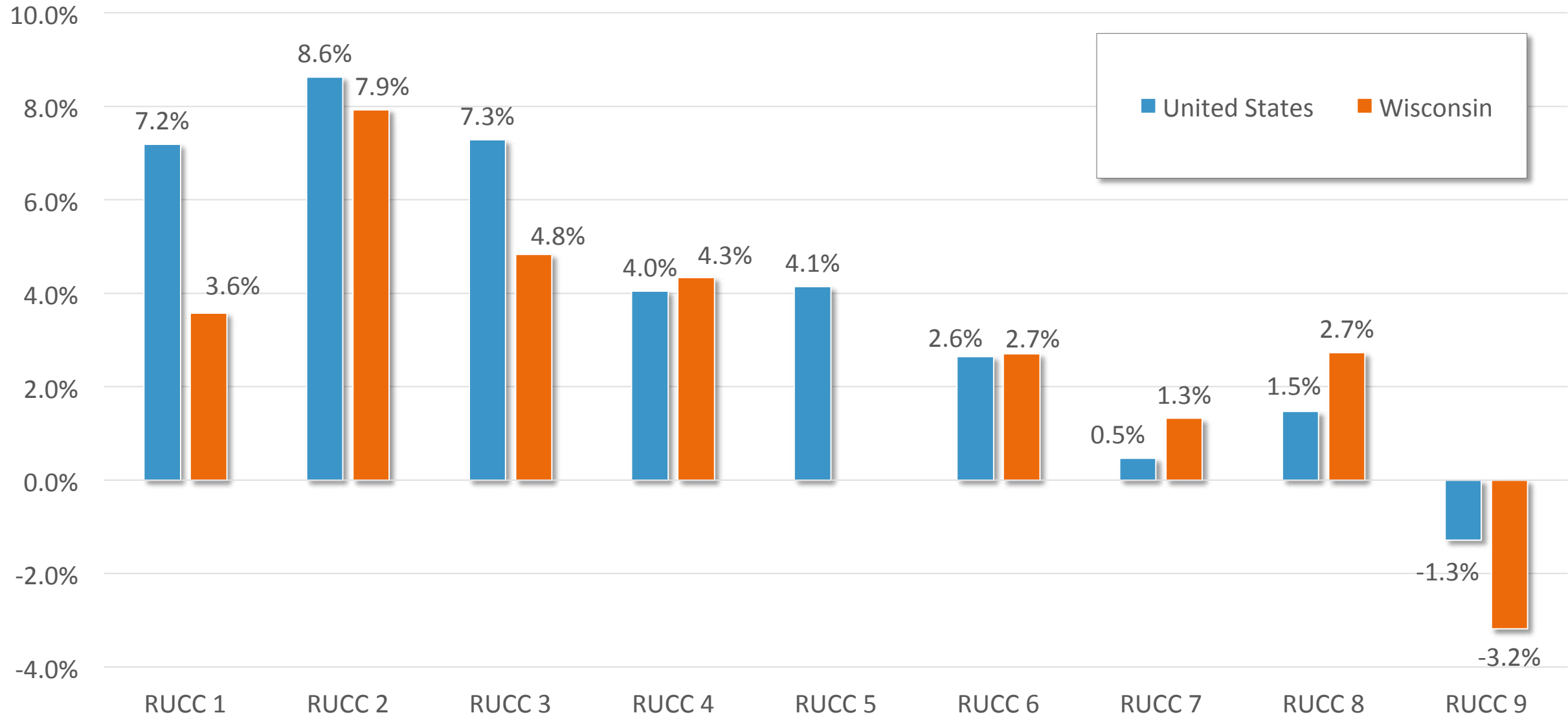Extension
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Rural and Urban Continuum Codes
for Wisconsin Counties - 2013

Metro Counties

1 - Counties in an MSA with 1 million people or more

2 - Counties in an MSA with 250,000 to 1 million people

3 - Counties in an MSA with fewer than 250,000 people

Non-Metro Counties - Urban Population Greater than 2,500

4 - Urban pop. of 20,000 or more, adjacent to MSA

5 - Urban pop. of 20,000 or more, not adjacent to MSA

6 - Urban pop. of 2,500 to 19,999, adjacent to MSA

7 - Urban pop. of 2,500 to 19,999, not adjacent to MSA

Non-Metro Counties - Urban Population less than 2,500

8 - Completely rural or less than 2,500 urban pop., adjacent to an MSA

9 - Completely rural or less than 2,500 urban pop., not adjacent to an MSA

Source: USDA Economic Research Service (ERS)
Map produced by UW-Extension Center for Community and Economic Development

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Percent Change in Population 2000 to 2007
By Rural-Urban Continuum Code

Legend: ■ United States ■ Wisconsin

RUCC	United States	Wisconsin
RUCC 1	7.2%	3.6%
RUCC 2	8.6%	7.9%
RUCC 3	7.3%	4.8%
RUCC 4	4.0%	4.3%
RUCC 5	4.1%	
RUCC 6	2.6%	2.7%
RUCC 7	0.5%	1.3%
RUCC 8	1.5%	2.7%
RUCC 9	-1.3%	-3.2%

Sources: U.S. Census Bureau and Author's Calculations

Percent Change in Population 2007 to 2014
By Rural-Urban Continuum Code

Sources: U.S. Census Bureau and Author's Calculations
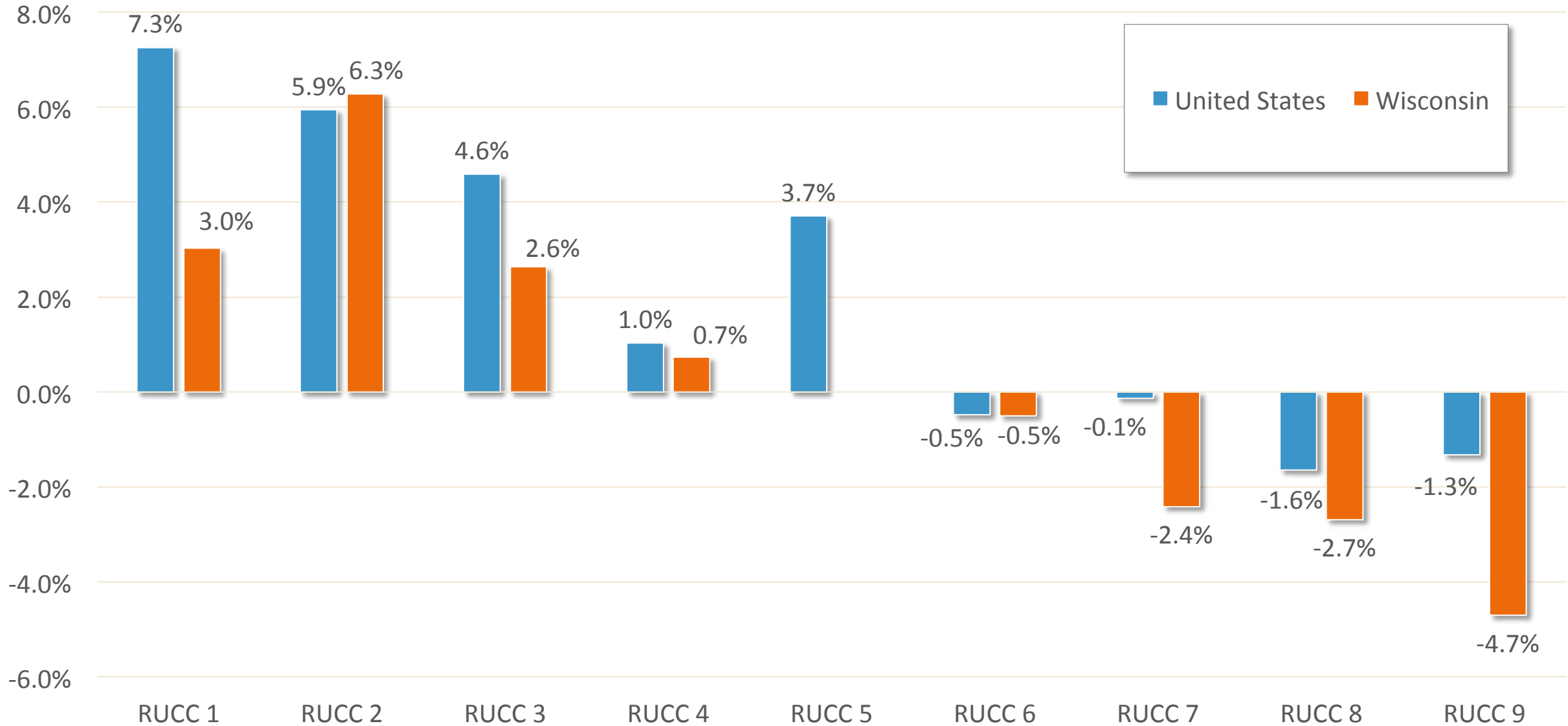
Percent Change in Population 2014 to 2018
By Rural-Urban Continuum Code

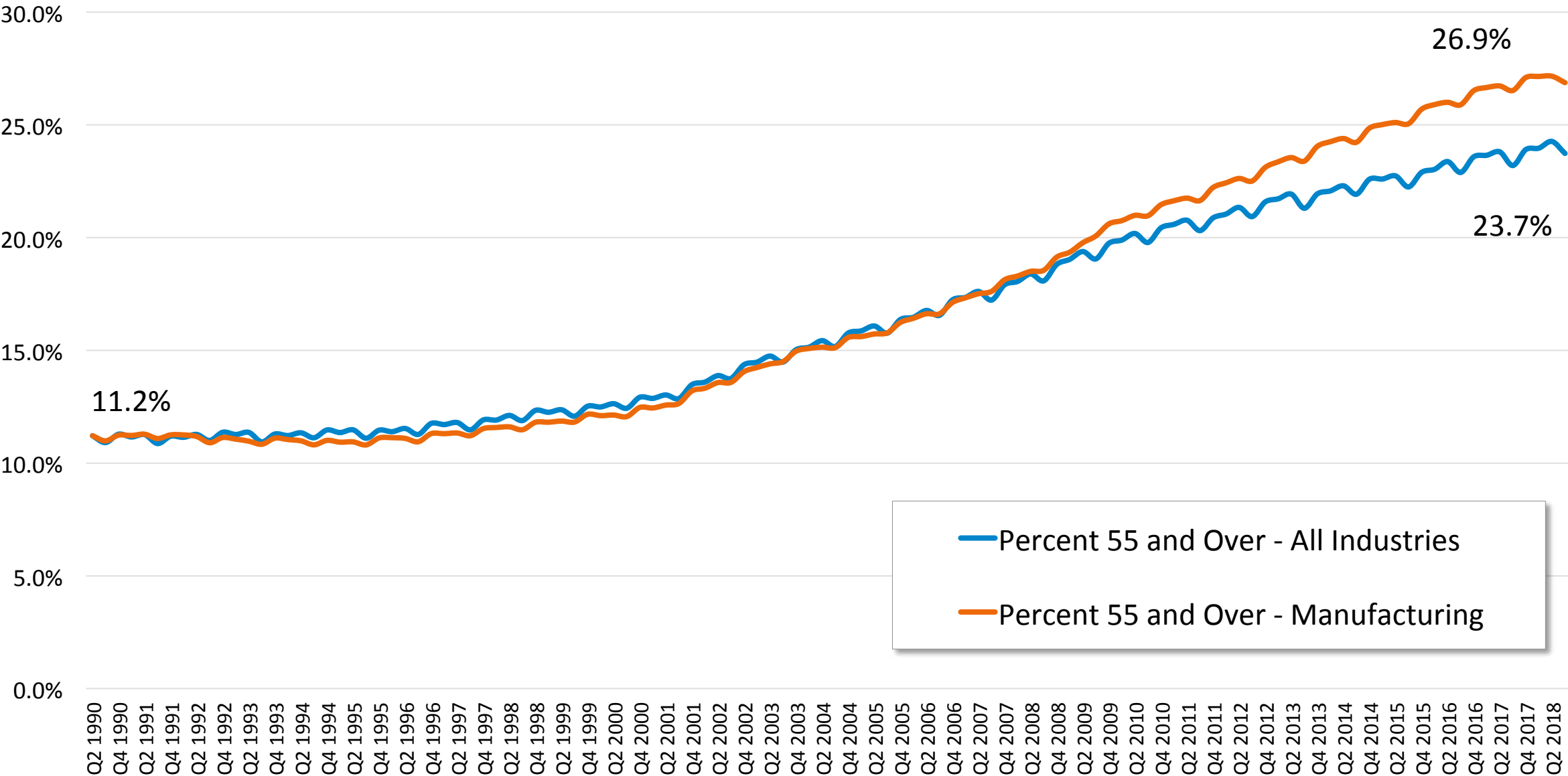Sources: U.S. Census Bureau and Author's Calculations
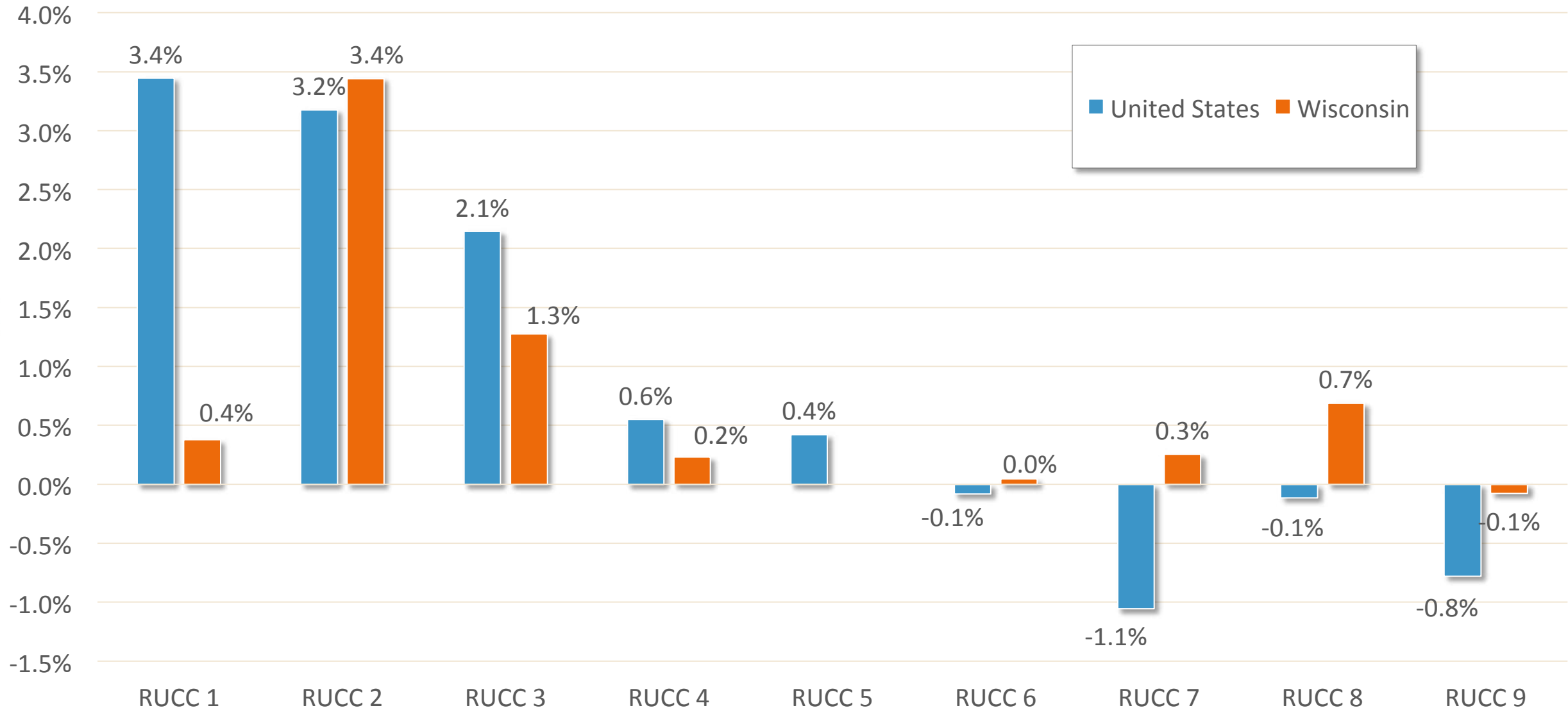
Birth Rates for Wisconsin and the United States (1950-2017)
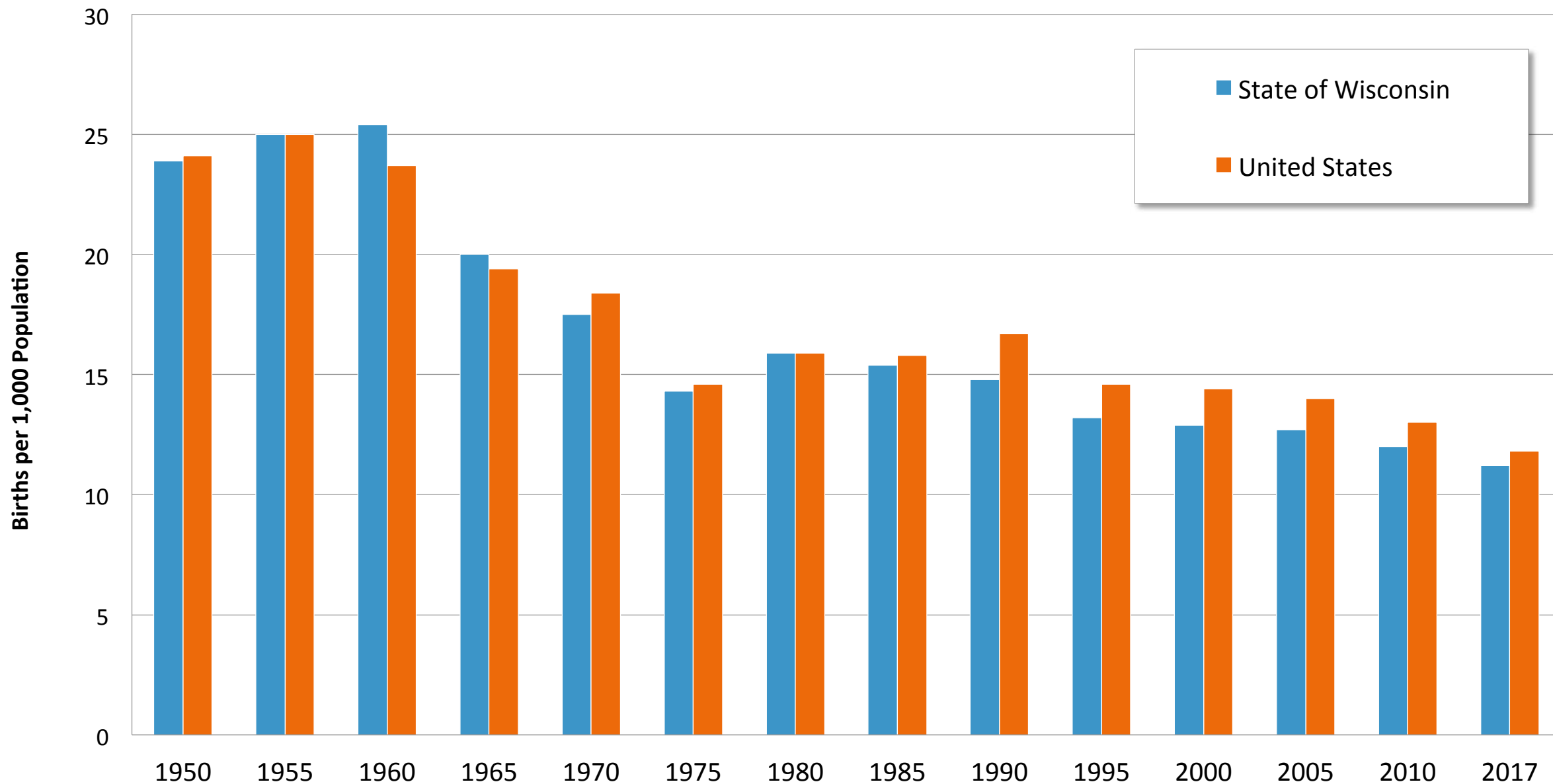
Sources: Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services.
and National Vital Statistics Reports

Wisconsin Employees Age 55 and Older as a Percent of All Employees -
1990 to 2018

11.2%

26.9%

23.7%

Percent 55 and Over - All Industries

Percent 55 and Over - Manufacturing

Sources: U.S. Census Bureau LEHD and Author's Calculations

Projected Change in Population Age 65 and Over - 2010 to 2040

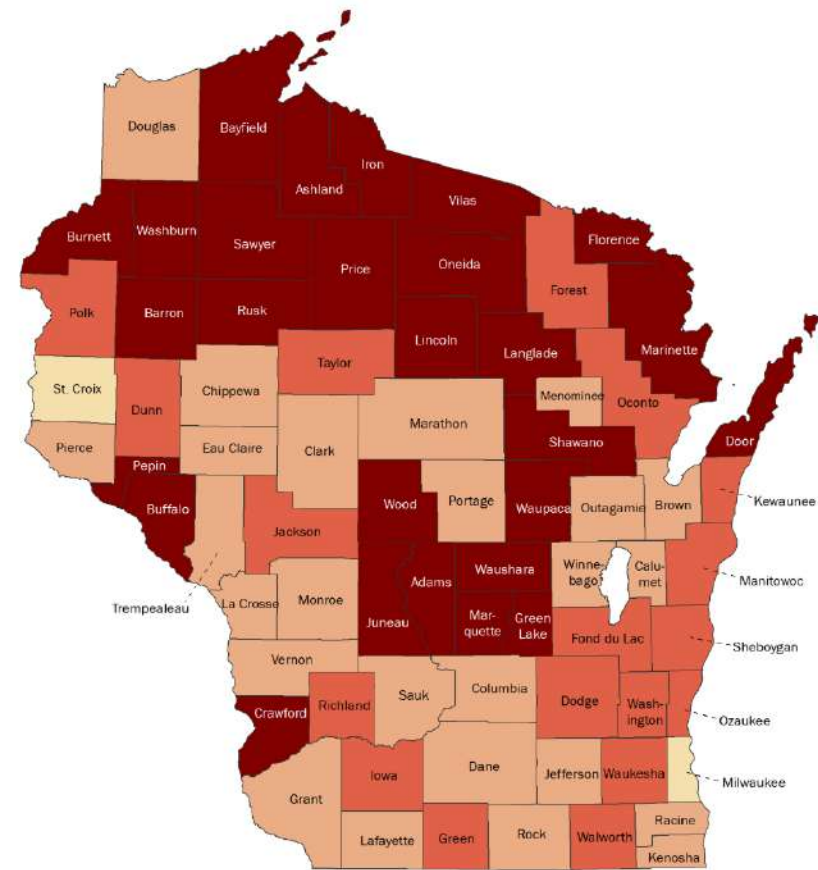## Share of County Population Age 65 or Older - 2010 Census

Share of County Population Age 65 and Over - 2040 Projection
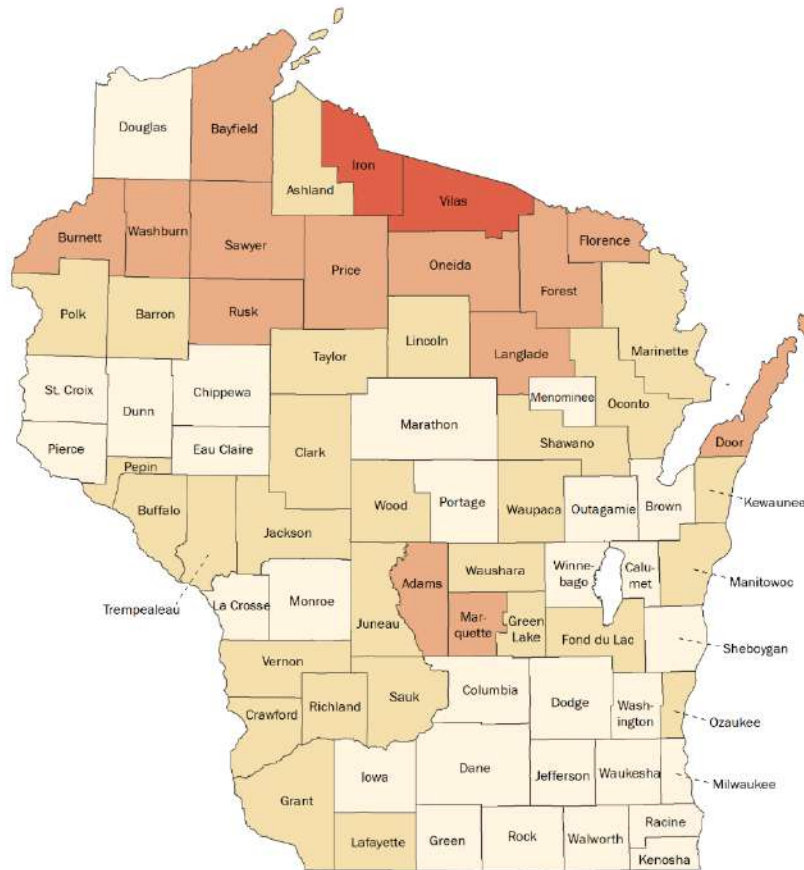
Share of Population Age 65 and Over - 2010 Census
(Number of Counties)

Less than 15.0% (29)		25.0% to 29.9% (2)	
15.0% to 19.9% (28)		30.0% or More (0)	
20.0% to 24.9% (13)			

Share of Population Age 65 and Over - 2040 Projection
(Number of Counties)

Less than 15.0% (0)		25.0% to 29.9% (18)	
15.0% to 19.9% (2)		30.0% or More (27)	
20.0% to 24.9% (25)			

Data Source: Population Projections 2010 to 2040 - WI Department of Administration Demographic Services Center
Map Production: Center for Community and Economic Development, UW-Madison Division of Extension

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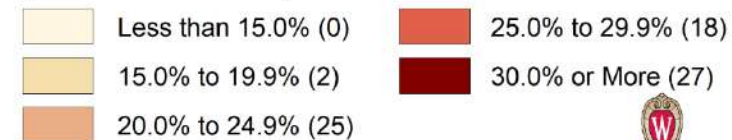
Share of Population Age 65 and Over
2010 Census versus 2020 and 2030 Projections

Columbia: 14.6% (2010), 18.6% (2020), 23.1% (2030)
Dane: 10.3% (2010), 14.7% (2020), 18.6% (2030)
Dodge: 14.9% (2010), 19.1% (2020), 25.0% (2030)
Green: 14.9% (2010), 19.2% (2020), 24.1% (2030)
Iowa: 13.8% (2010), 19.2% (2020), 25.1% (2030)
Jefferson: 13.2% (2010), 17.0% (2020), 21.2% (2030)
Rock: 13.6% (2010), 17.1% (2020), 21.2% (2030)
Sauk: 15.0% (2010), 18.8% (2020), 22.8% (2030)

2010   2020   2030
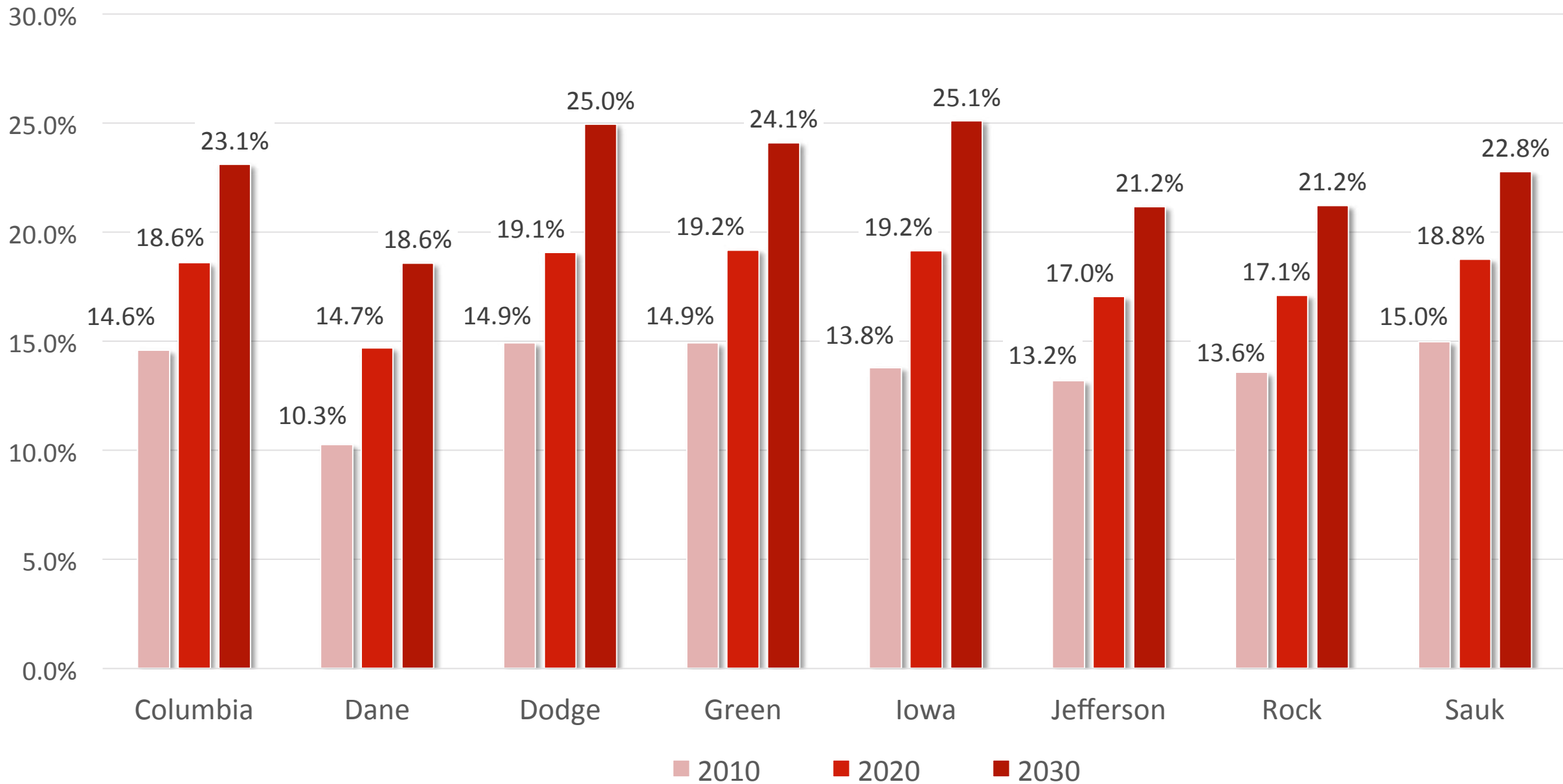
Convergence of the Population Ages 15 to 19 and Ages 65 to 69
2010 Census to 2040 Projections

■ Ages 15 to 19   ■ Ages 65 to 69
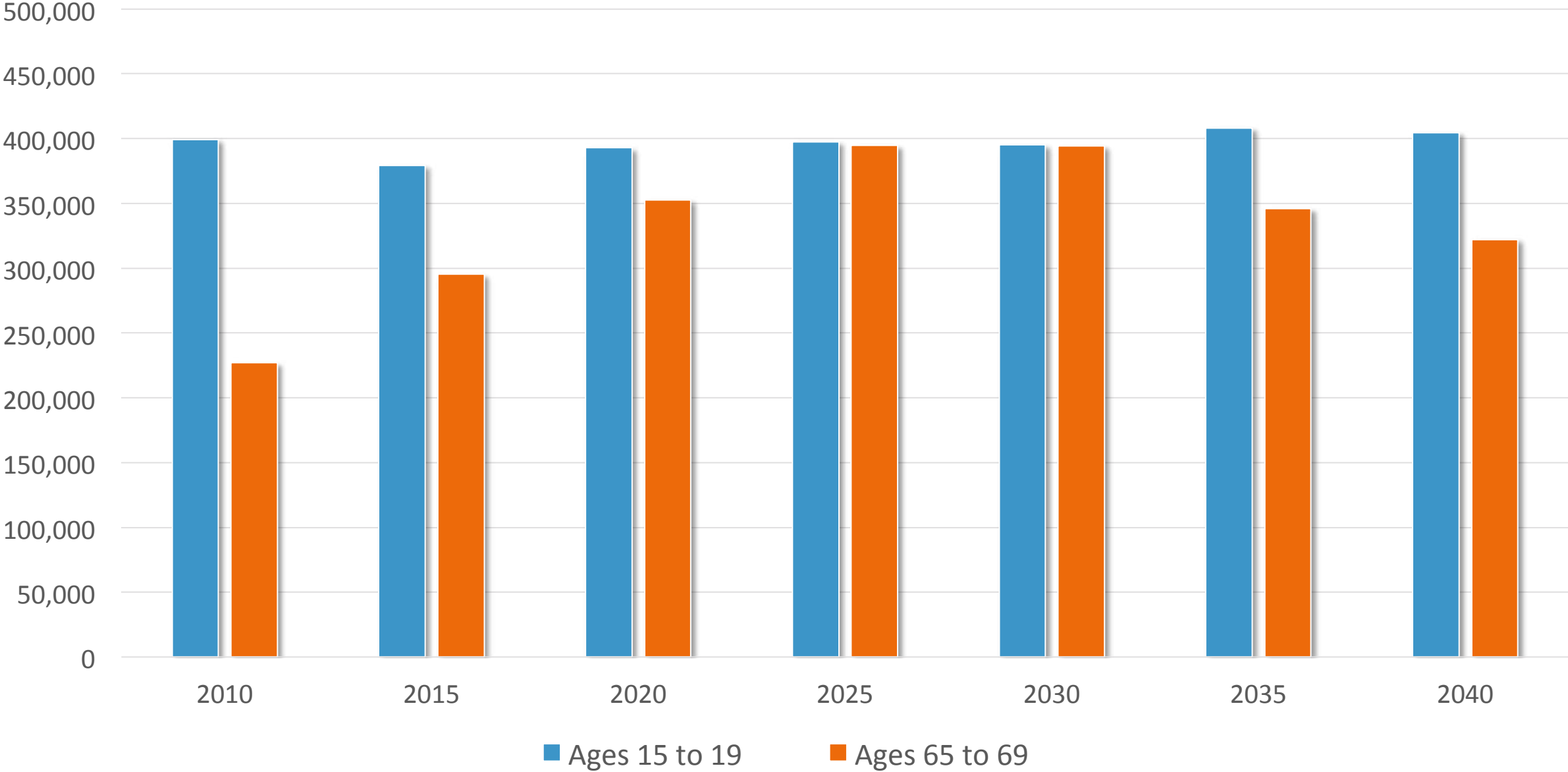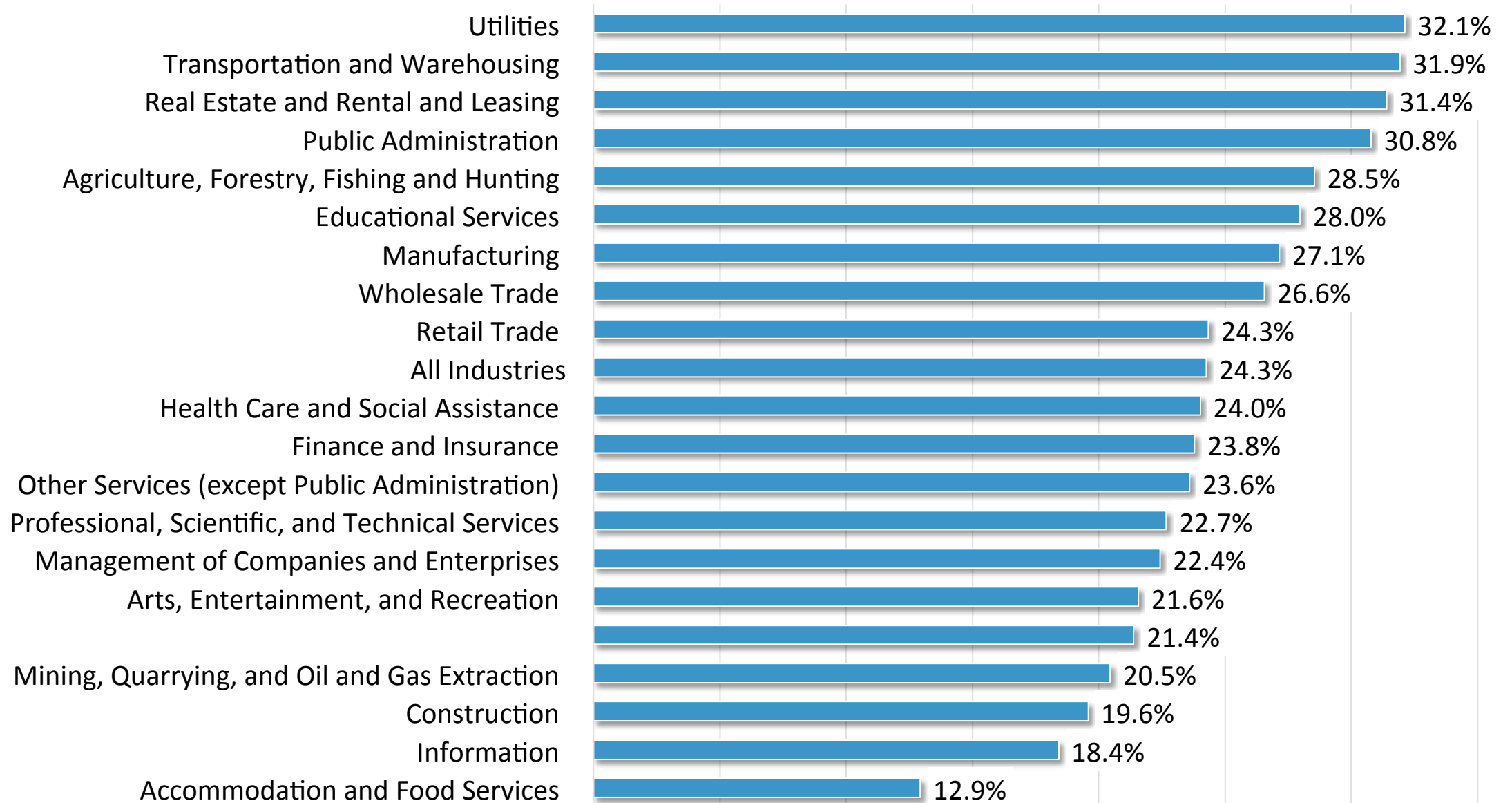
Data Source: Wisconsin Department of Administration and Author's Calculations

State of Wisconsin Employees Age 55 and Over by Industry Sector
Share of Total Employment - Q2 2018

Industry Sector	Percentage
Utilities	32.1%
Transportation and Warehousing	31.9%
Real Estate and Rental and Leasing	31.4%
Public Administration	30.8%
Agriculture, Forestry, Fishing and Hunting	28.5%
Educational Services	28.0%
Manufacturing	27.1%
Wholesale Trade	26.6%
Retail Trade	24.3%
All Industries	24.3%
Health Care and Social Assistance	24.0%
Finance and Insurance	23.8%
Other Services (except Public Administration)	23.6%
Professional, Scientific, and Technical Services	22.7%
Management of Companies and Enterprises	22.4%
Arts, Entertainment, and Recreation	21.6%
	21.4%
Mining, Quarrying, and Oil and Gas Extraction	20.5%
Construction	19.6%
Information	18.4%
Accommodation and Food Services	12.9%

Sources: U.S. Census Bureau LEHD and Author's Calculations

State of Wisconsin Employees Age 55 and Over by Industry Sector
Number of Employees - Q2 2018

Industry Sector	Number of Employees
Manufacturing	128,664
Health Care and Social Assistance	99,905
Retail Trade	72,436
Educational Services	64,092
Public Administration	40,805
Wholesale Trade	33,855
Transportation and Warehousing	31,931
	30,824
Accommodation and Food Services	30,167
Finance and Insurance	29,376
Professional, Scientific, and Technical Services	25,744
Construction	23,139
Other Services (except Public Administration)	19,736
Management of Companies and Enterprises	16,459
Arts, Entertainment, and Recreation	9,711
Information	9,258
Real Estate and Rental and Leasing	8,323
Agriculture, Forestry, Fishing and Hunting	7,612
Utilities	3,555
Mining, Quarrying, and Oil and Gas Extraction	804

Sources: U.S. Census Bureau LEHD and Author's Calculations

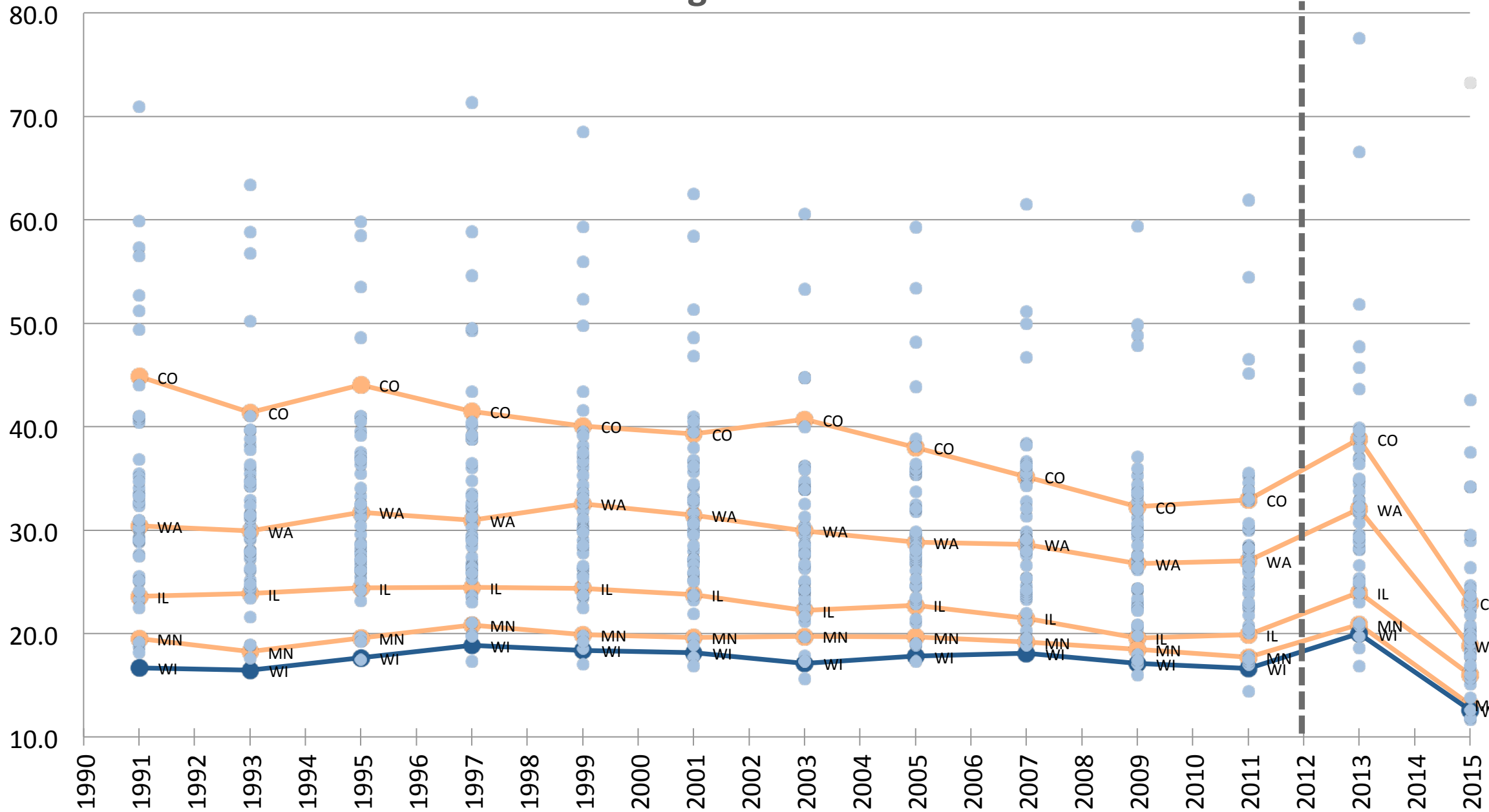State Domestic Net Migration Rates - 1990 to 2015
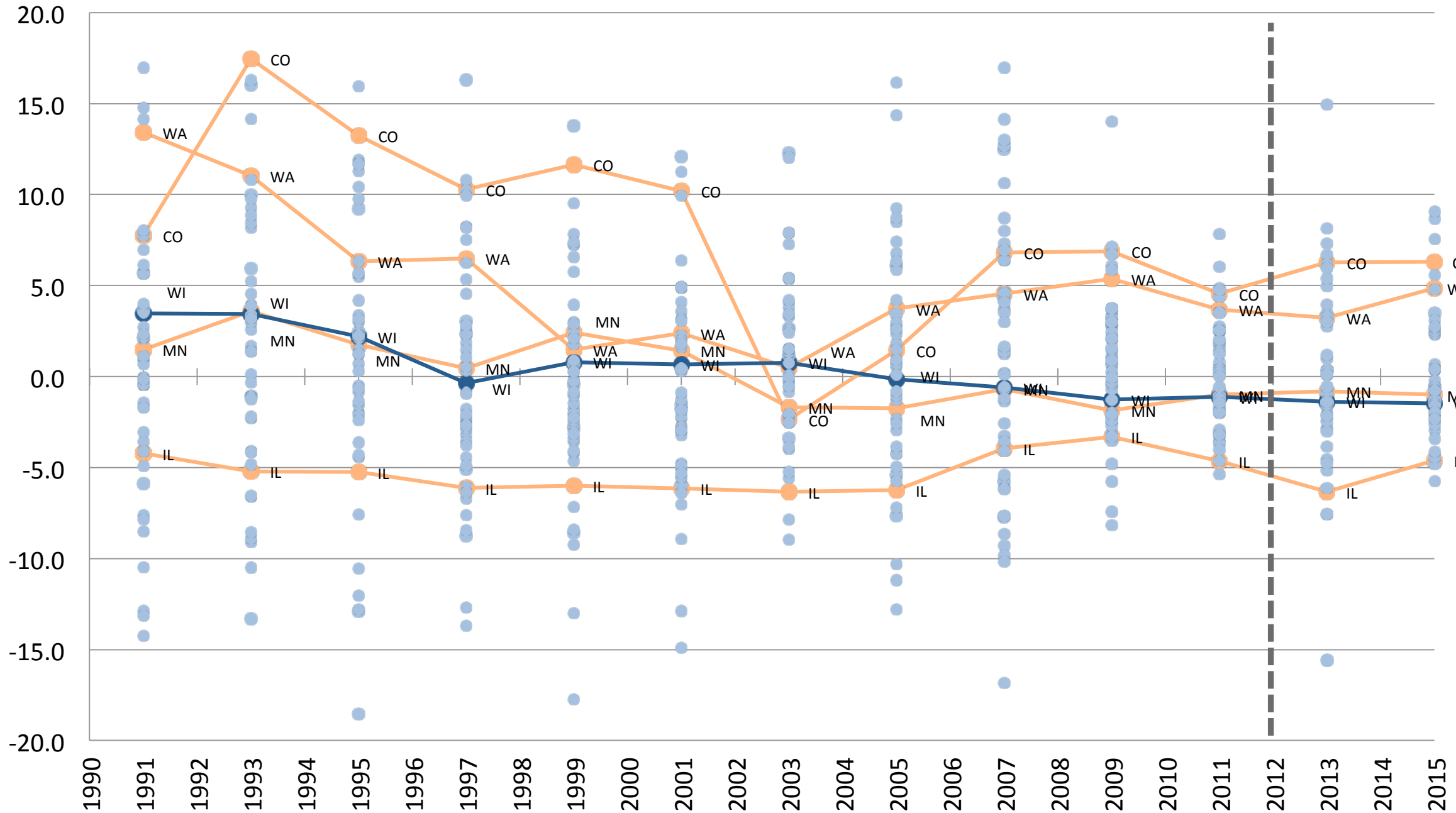
Domestic State In-Migration Rates - 1990 to 2015

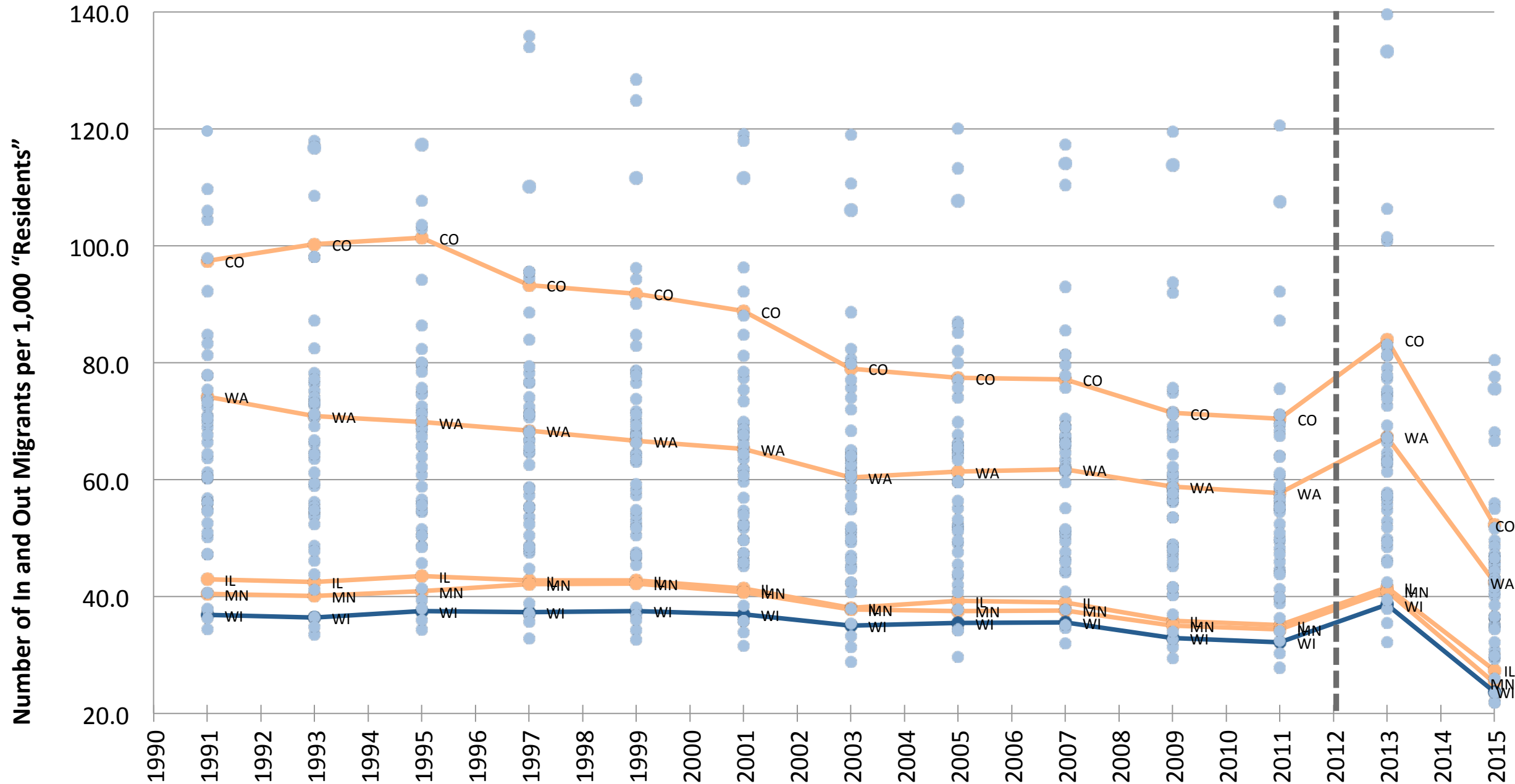Number of Domestic In-Migrants per 1,000 "Residents"
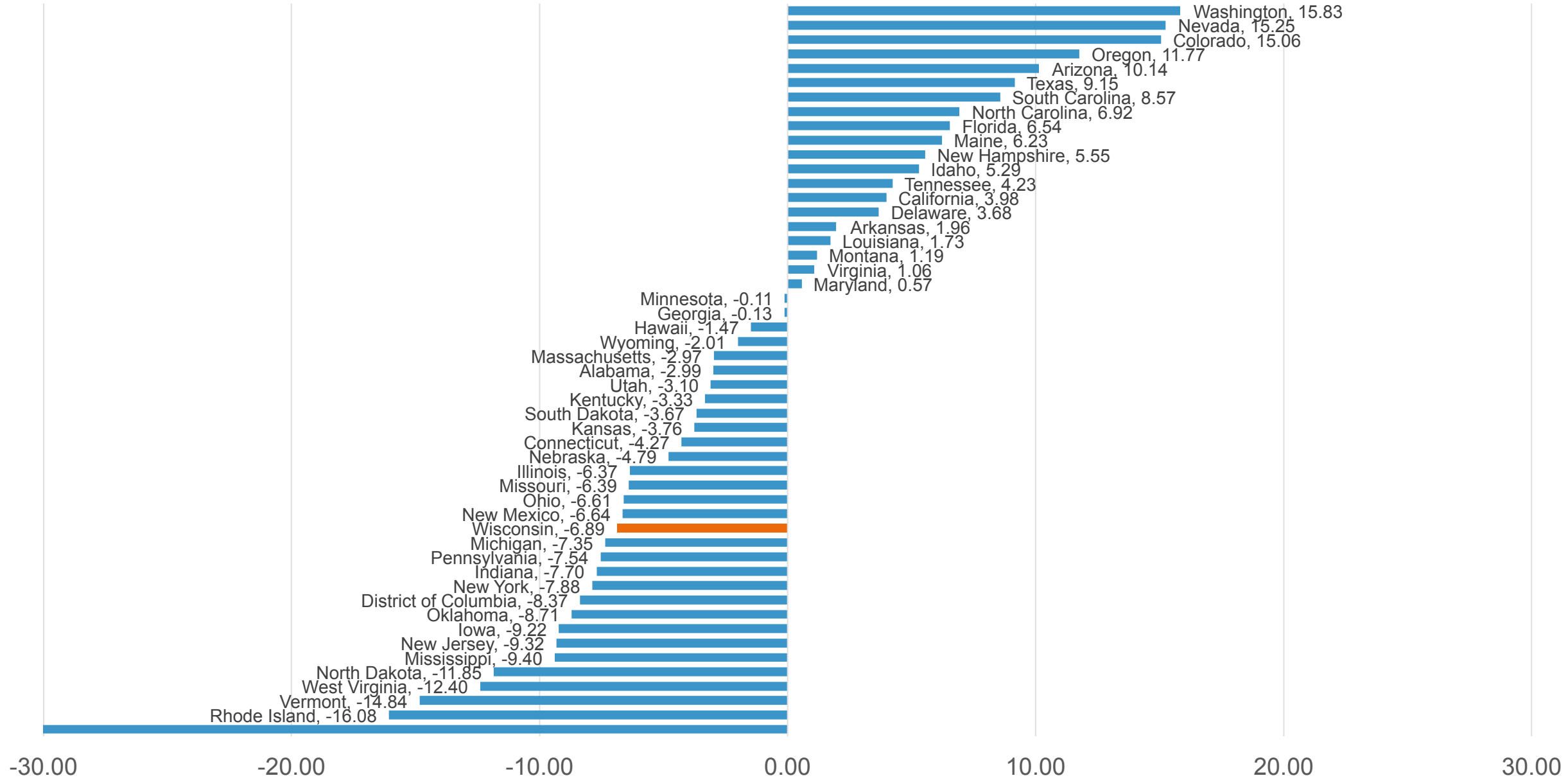
State Domestic Out-Migration Rates - 1990 to 2015

Sources: Internal Revenue Service and Author's Calculations

State Domestic Gross Migration Rates (Churn) – 1990 to 2015

Sources: Internal Revenue Service and Author's Calculations

Domestic Net Migration Rate (2012-2016 5-Year Estimates)
Per 1,000 Population Age 18 to 64 with a Bachelor's Degree or Higher

Washington, 15.83
Nevada, 15.25
Colorado, 15.06
Oregon, 11.77
Arizona, 10.14
Texas, 9.15
South Carolina, 8.57
North Carolina, 6.92
Florida, 6.54
Maine, 6.23
New Hampshire, 5.55
Idaho, 5.29
Tennessee, 4.23
California, 3.98
Delaware, 3.68
Arkansas, 1.96
Louisiana, 1.73
Montana, 1.19
Virginia, 1.06
Maryland, 0.57
Minnesota, -0.11
Georgia, -0.13
Hawaii, -1.47
Wyoming, -2.01
Massachusetts, -2.97
Alabama, -2.99
Utah, -3.10
Kentucky, -3.33
South Dakota, -3.67
Kansas, -3.76
Connecticut, -4.27
Nebraska, -4.79
Illinois, -6.37
Missouri, -6.39
Ohio, -6.61
New Mexico, -6.64
Wisconsin, -6.89
Michigan, -7.35
Pennsylvania, -7.54
Indiana, -7.70
New York, -7.88
District of Columbia, -8.37
Oklahoma, -8.71
Iowa, -9.22
New Jersey, -9.32
Mississippi, -9.40
North Dakota, -11.85
West Virginia, -12.40
Vermont, -14.84
Rhode Island, -16.08

-30.00   -20.00   -10.00   0.00   10.00   20.00   30.00

Source: U.S. Census Bureau 2012-2016 American Community Survey PUMS and Author's Calculations – Extracted from IPUMS   Values are subject to margins of error.

Domestic Out-Migration Rate (2012-2016 5-Year Estimates)
Per 1,000 Population Age 18 to 64 with a Bachelor's Degree or Higher

D.C, [VALUE]
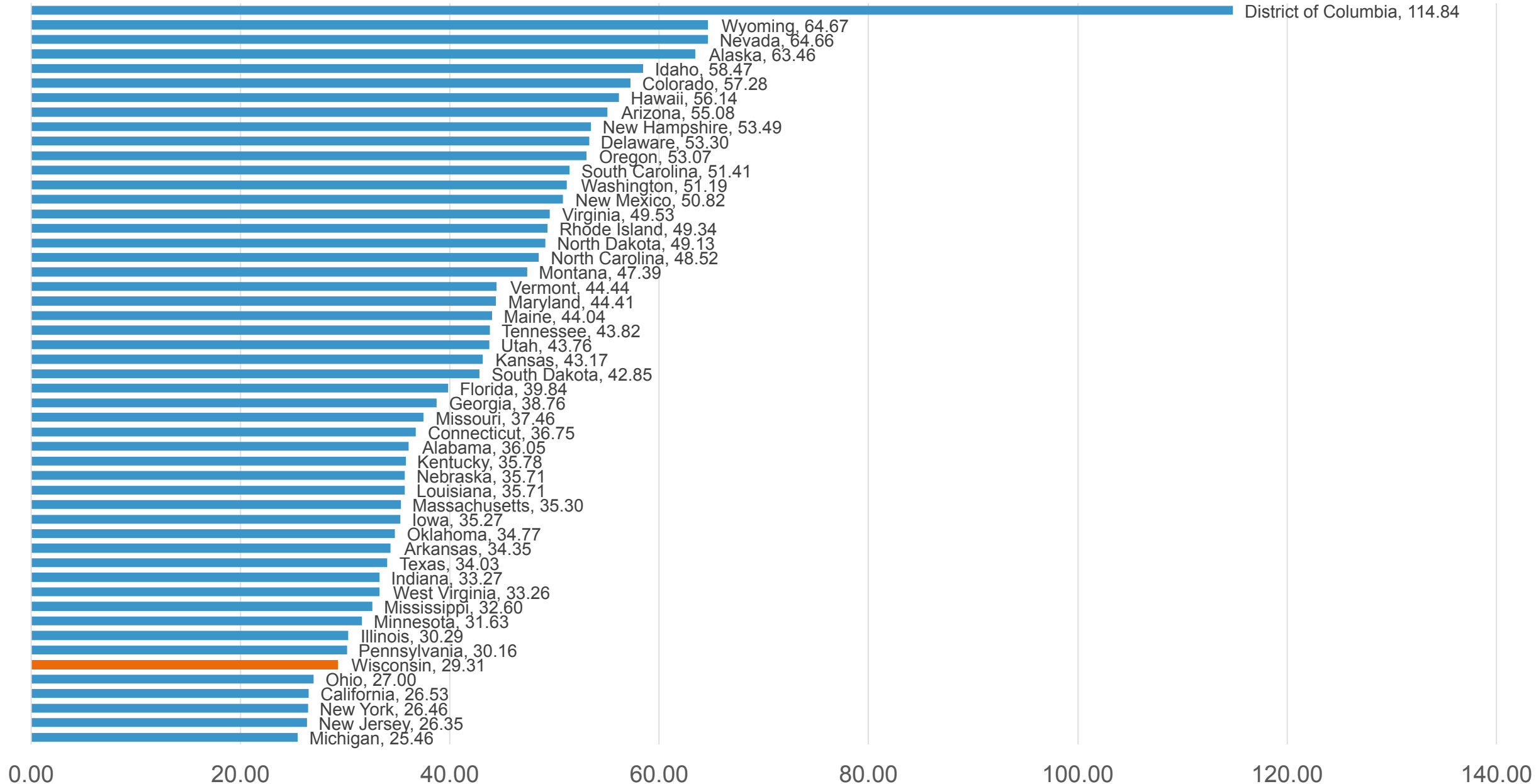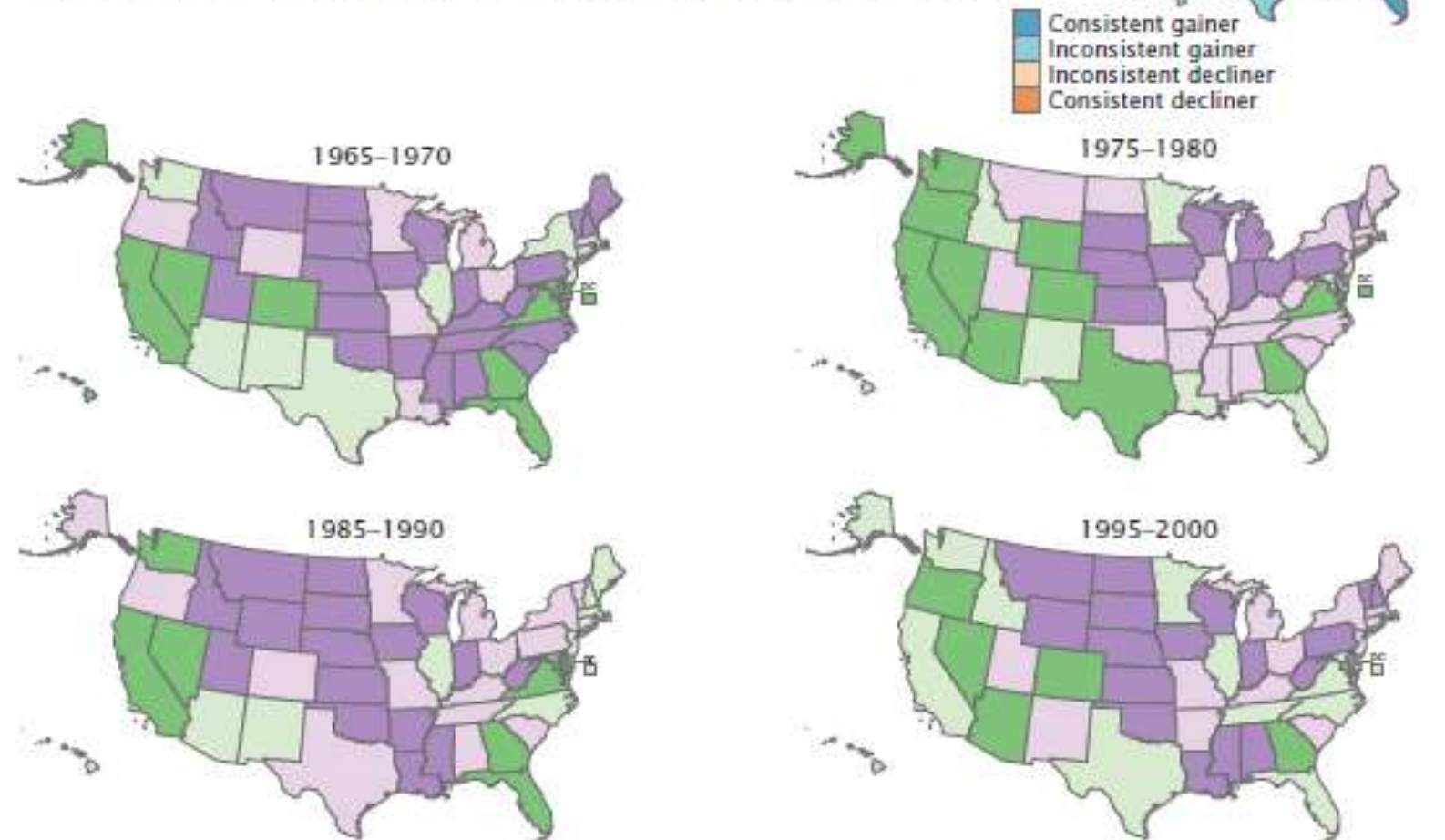Alaska, 109.51
Wyoming, 66.68
Rhode Island, 65.42
North Dakota, 60.98
Vermont, 59.29
Hawaii, 57.61
New Mexico, 57.47
Idaho, 53.18
Delaware, 49.62
Nevada, 49.42
Virginia, 48.46
New Hampshire, 47.94
Kansas, 46.93
Utah, 46.86
South Dakota, 46.52
Montana, 46.21
West Virginia, 45.66
Arizona, 44.94
Iowa, 44.49
Missouri, 43.86
Maryland, 43.84
Oklahoma, 43.49
South Carolina, 42.84
Colorado, 42.22
Mississippi, 41.99
North Carolina, 41.60
Oregon, 41.30
Connecticut, 41.02
Indiana, 40.97
Nebraska, 40.51
Tennessee, 39.59
Kentucky, 39.10
Alabama, 39.04
Georgia, 38.90
Massachusetts, 38.27
Maine, 37.81
Pennsylvania, 37.70
Illinois, 36.66
Wisconsin, 36.20
New Jersey, 35.68
Washington, 35.36
New York, 34.34
Louisiana, 33.98
Ohio, 33.61
Florida, 33.30
Michigan, 32.82
Arkansas, 32.39
Minnesota, 31.74
Texas, 24.87
California, 22.55

0.00   20.00   40.00   60.00   80.00   100.00   120.00   140.00

Source: U.S. Census Bureau 2012-2016 American Community Survey PUMS and Author's Calculations – Extracted from IPUMS   Values are subject to margins of error.

Domestic In-Migration Rate (2012-2016 5-Year Estimates)
Per 1,000 Population Age 18 to 64 with a Bachelor's Degree or Higher

District of Columbia, 114.84
Wyoming, 64.67
Nevada, 64.66
Alaska, 63.46
Idaho, 58.47
Colorado, 57.28
Hawaii, 56.14
Arizona, 55.08
New Hampshire, 53.49
Delaware, 53.30
Oregon, 53.07
South Carolina, 51.41
Washington, 51.19
New Mexico, 50.82
Virginia, 49.53
Rhode Island, 49.34
North Dakota, 49.13
North Carolina, 48.52
Montana, 47.39
Vermont, 44.44
Maryland, 44.41
Maine, 44.04
Tennessee, 43.82
Utah, 43.76
Kansas, 43.17
South Dakota, 42.85
Florida, 39.84
Georgia, 38.76
Missouri, 37.46
Connecticut, 36.75
Alabama, 36.05
Kentucky, 35.78
Nebraska, 35.71
Louisiana, 35.71
Massachusetts, 35.30
Iowa, 35.27
Oklahoma, 34.77
Arkansas, 34.35
Texas, 34.03
Indiana, 33.27
West Virginia, 33.26
Mississippi, 32.60
Minnesota, 31.63
Illinois, 30.29
Pennsylvania, 30.16
Wisconsin, 29.31
Ohio, 27.00
California, 26.53
New York, 26.46
New Jersey, 26.35
Michigan, 25.46

Source: U.S. Census Bureau 2012-2016 American Community Survey PUMS and Author's Calculations – Extracted from IPUMS   Values are subject to margins of error.

Figure 3.

Domestic Migration of the Young, Single, College-Educated Population by State: 1965 to 2000

Net migration rate (per 1,000 people)

- 100.0 or more
- 0.0 to 99.9
- −100.0 to −0.1
- Less than −100.0

1965–2000

- Consistent gainer
- Inconsistent gainer
- Inconsistent decliner
- Consistent decliner

1965–1970

1975–1980

1985–1990

1995–2000

Note: Based on their net migration rates for the four decades, states were classified into one of four categories: consistent gainer, consistent decliner, inconsistent gainer, and inconsistent decliner. Four decades of positive net migration rates resulted in a classification as consistent gainer, whereas four decades of out-migration resulted in a consistent decliner classification. States with both positive and negative net migration rates fell into the inconsistent categories, with the prevalence of each deciding on whether the state was classified as a gainer or decliner. If a state had an even number of positive and negative net migration rates, the rate recorded in Census 2000 was the determining factor.

Source: U.S. Census Bureau, Decennial Census of Population and Housing, 1970 to 2000.

Source: Goworowska and Gardner (2012). *Historical Migration of the Young, Single, and College Educated: 1965 to 2000* Center for Economic Studies Population Division Working Paper No. 94 U.S. Census Bureau, Washington, DC 20233

Mobility Rates 1950 to 2017
Percent of United States Population Moving (Age 1 and Over)
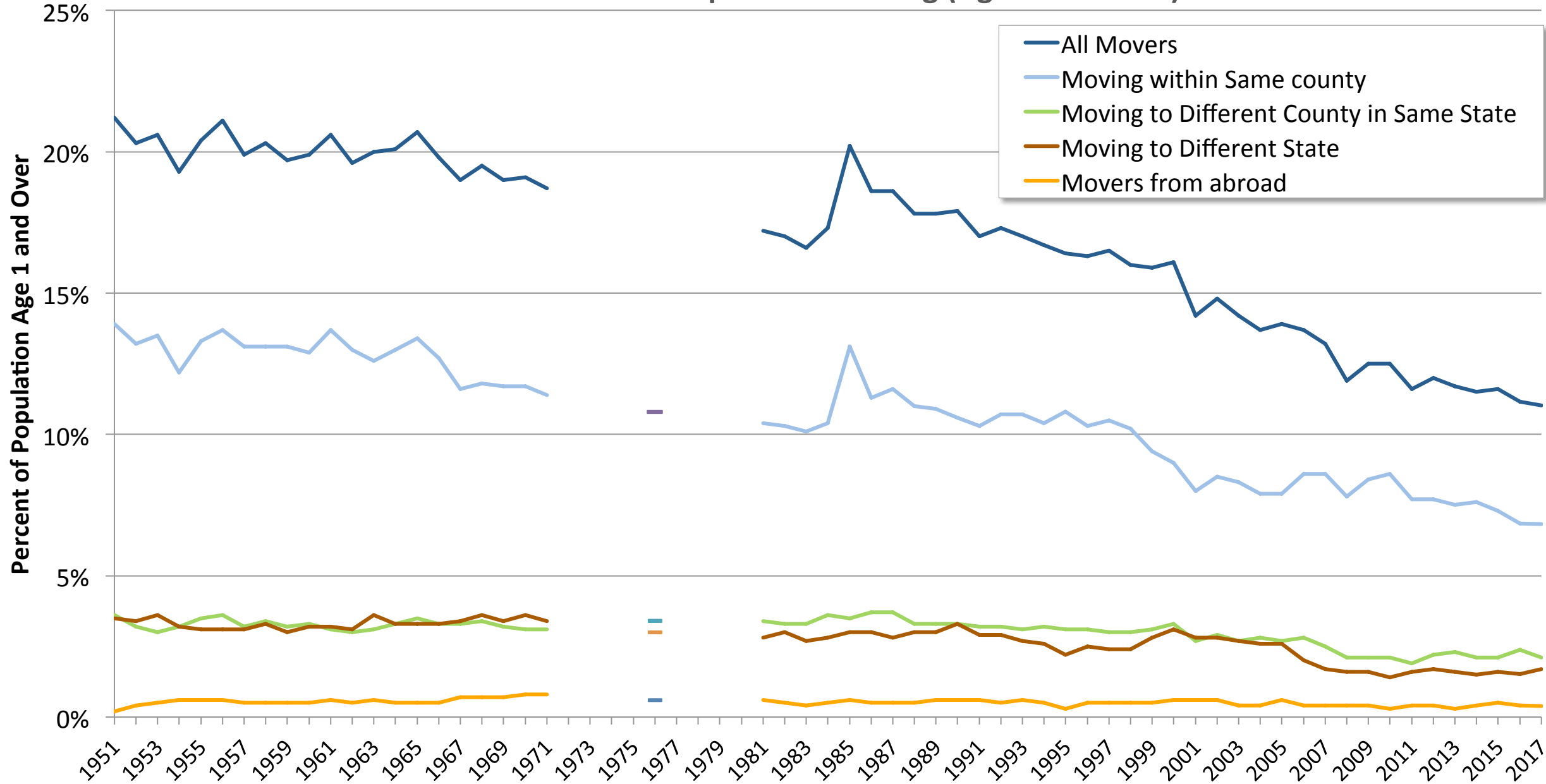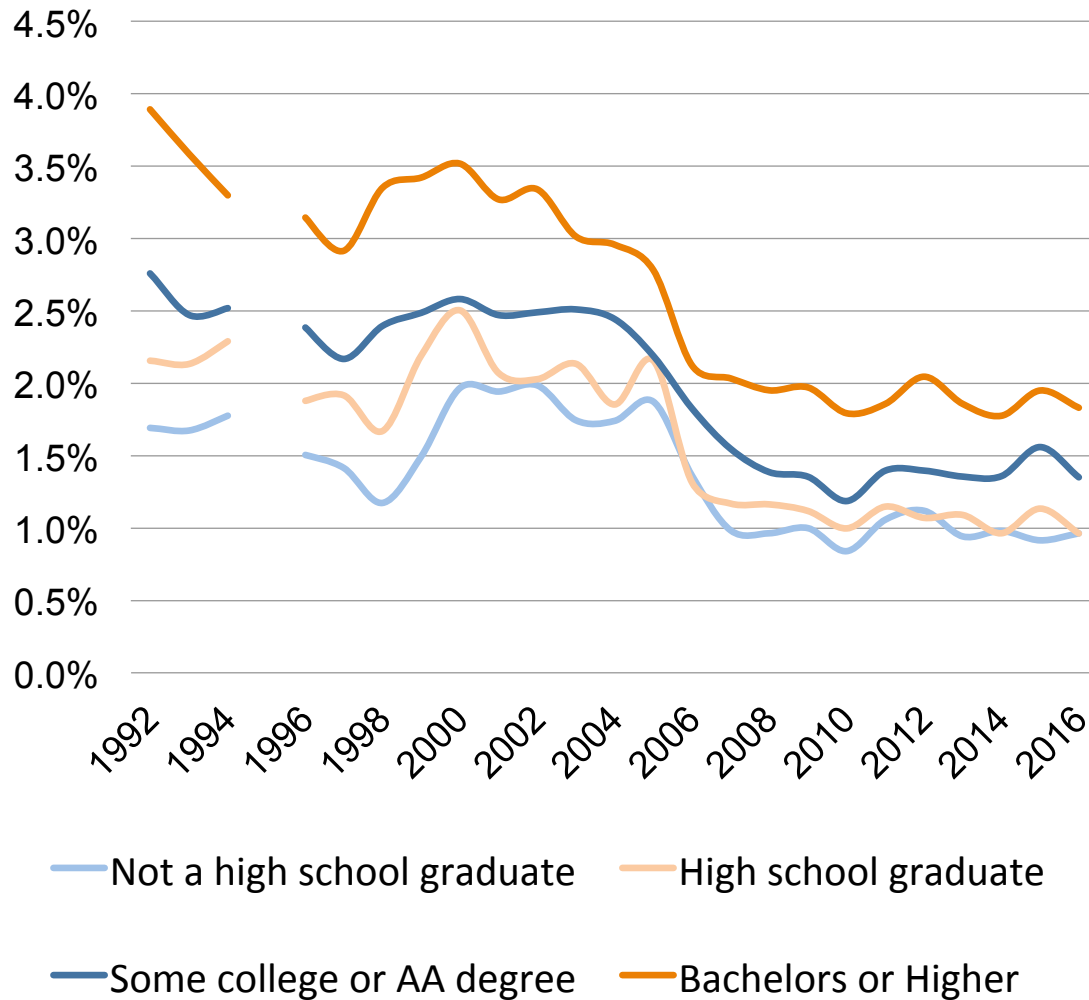
Source: Current Population Survey

Inter-State and Inter-County Mobility 1950 to 2017
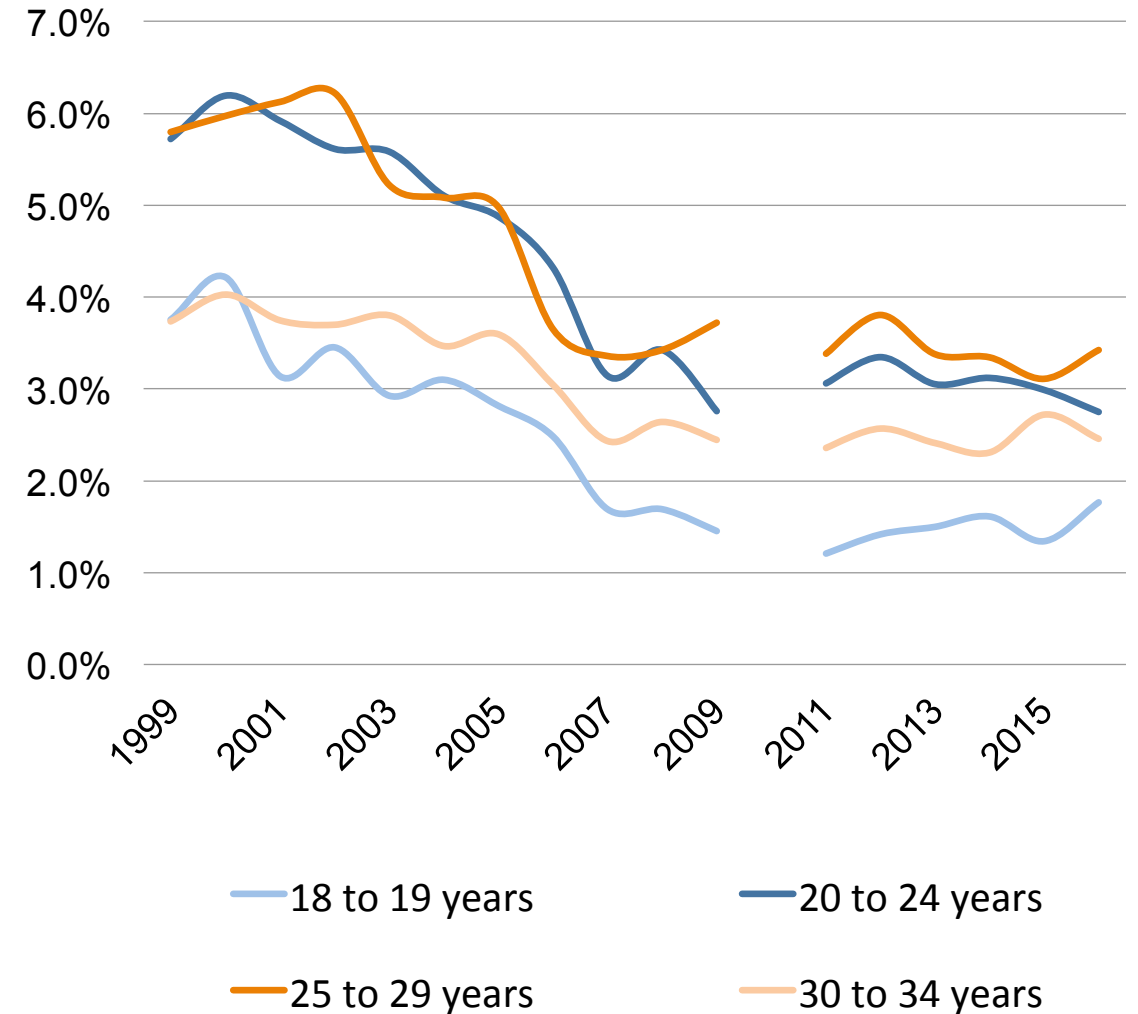*Percent of United States Population Moving Across State Lines (Age 1 and Over)*

Percent of Population Age 1 and Over

— Moving to Different State

— Moving to Different County in Same State

Source: Current Population Survey
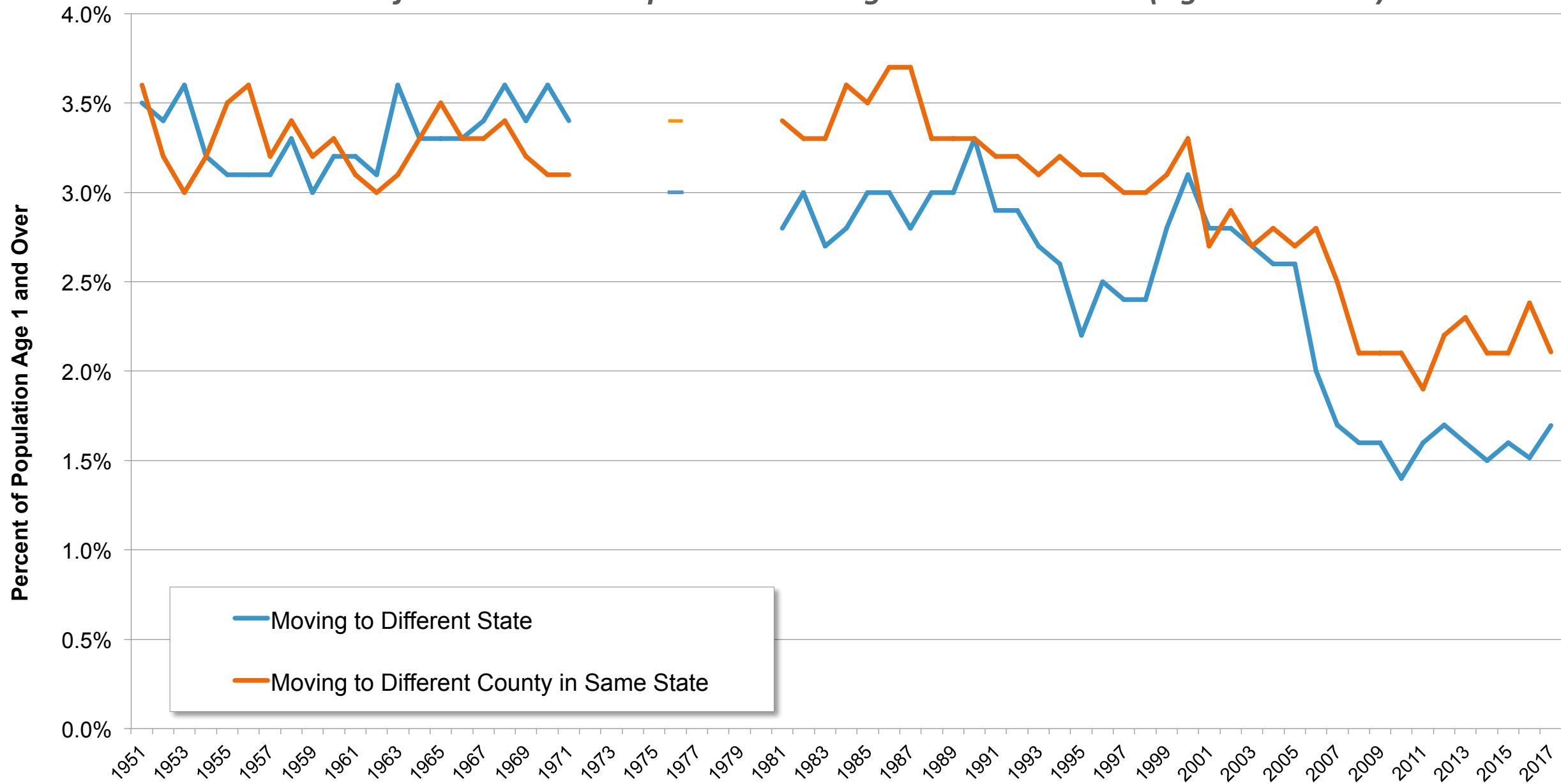
Interstate Mobility Rates vary by Demographic Segment, but Still have Declined...

Share of Population Moving Across State Lines by Highest Level of Educational Attainment

Legend:
- Not a high school graduate
- High school graduate
- Some college or AA degree
- Bachelors or Higher

Share of Population Moving Across State Lines by Age Group

Legend:
- 18 to 19 years
- 20 to 24 years
- 25 to 29 years
- 30 to 34 years

Source: Current Population Survey

Trends in Regional and Inter-State Mobility – Possible Explanations

- Economic cycles, labor demand, and changing demographic/socio-economic structures explain some of the downward trend, but do not fully explain long-term shifts;

- The strength, thickness and/or reduced specialization of regional labor markets make it less advantageous to change jobs or move, especially over longer distances;

- Net benefit to changing employers has decreased, making labor market transitions and associated larger geographic movements less desirable to workers;

- The Internet and inexpensive air travel have made it easier to acquire information about new locations;

- Secular-rootedness or "stickiness" of place – Increasing influence of forces that encourage stability such as longevity, affluence, security, and daily mobility;

Sources: Fischer, 2002; Cooke, 2011; Kaplan and Schulhofer-Wohl, 2012; Kaplan and Schulhofer-Wohl, 2015; Partridge et al, 2012; Molloy, Smith and Wozniak, 2014; Graves, 2013

Share of State Population Born in Current State of Residence
(2010 to 2014 Five Year Estimate)

Washington (47.3%, 40)
Oregon (45.9%, 42)
Montana (54.4%, 33)
Idaho (47.1%, 41)
Wyoming (41.2%, 46)
Nevada (25.2%, 51)
Utah (62.1%, 21)
California (54.4%, 32)
Colorado (42.6%, 44)
Arizona (38.4%, 48)
New Mexico (52.4%, 36)
North Dakota (66.7%, 14)
South Dakota (64.6%, 17)
Minnesota (68.4%, 12)
Wisconsin (71.6%, 5)
Michigan (76.7%, 2)
Iowa (71.5%, 6)
Nebraska (65.4%, 16)
Kansas (58.9%, 26)
Missouri (66.2%, 15)
Illinois (67.0%, 13)
Indiana (68.4%, 11)
Ohio (75.1%, 3)
Kentucky (70.0%, 10)
West Virginia (70.2%, 8)
Oklahoma (60.6%, 24)
Arkansas (61.3%, 22)
Tennessee (61.1%, 23)
Texas (60.3%, 25)
Louisiana (78.1%, 1)
Mississippi (71.5%, 7)
Alabama (70.1%, 9)
Georgia (55.3%, 30)
North Carolina (57.8%, 29)
South Carolina (58.3%, 28)
Virginia (49.6%, 38)
Maryland (47.6%, 39)
Delaware (45.6%, 43)
Pennsylvania (73.7%, 4)
New Jersey (52.4%, 35)
New York (63.5%, 19)
Connecticut (55.2%, 31)
Rhode Island (58.4%, 27)
Massachusetts (62.5%, 20)
Vermont (51.3%, 37)
New Hampshire (42.4%, 45)
Maine (64.1%, 18)
Florida (35.7%, 50)

Share of State Population Born in Current State of Residence

(71.6%, 5) Share, Rank

- 1st Quantile (25.2% to 47.1%)
- 2nd Quantile (47.2% to 55.2%)
- 3rd Quantile (55.2% to 62.1%)
- 4th Quantile (62.2% to 68.4%)
- 5th Quantile (68.5% to 78.1%)
- State Border

Alaska (40.6%, 47), Washington DC (36.9%, 49), and Hawaii (54.0%, 34) are not shown on the map.
Sources: U.S. Census Bureau 2010-2014 American Community Survey 5-Year Estimates.
Note: Values are based on a 90-percent confidence interval

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Share of County Population Born in Current State of Residence
2010 to 2014 5-Year Estimates
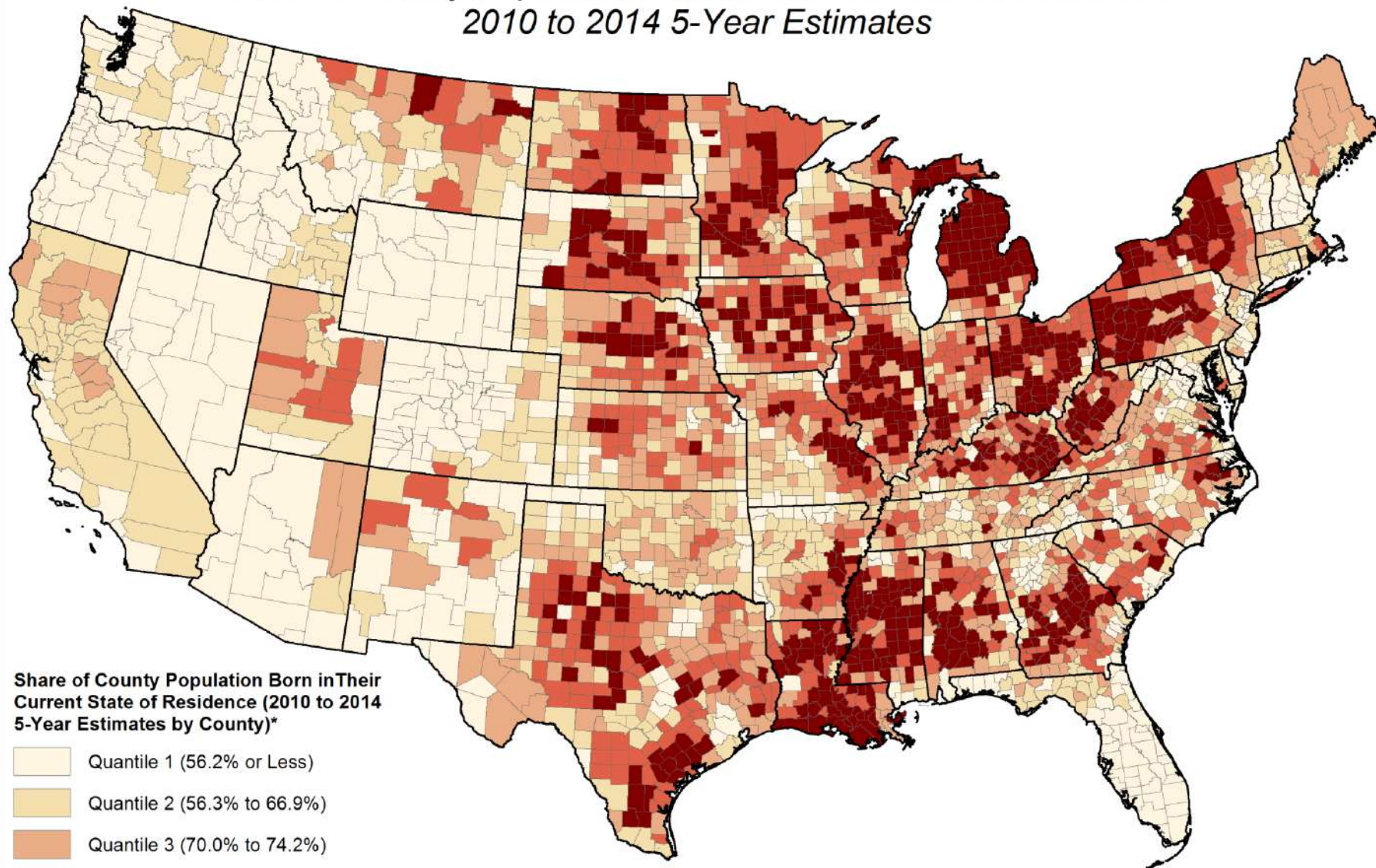
Share of County Population Born in Their Current State of Residence (2010 to 2014 5-Year Estimates by County)*

- Quantile 1 (56.2% or Less)
- Quantile 2 (56.3% to 66.9%)
- Quantile 3 (70.0% to 74.2%)
- Quantile 4 (74.3% to 79.9%)
- Quantile 5 (80.0% or More)

*Important Note: The values for tracts shown in different classes may not be statistically different. A statistical test is needed to make such a determination.

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Center for Community and Economic Development

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates. Data are based on a sample and are subject to sampling variability and nonsampling error.

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What are some potential implications of Wisconsin's low churn rate in the face of declining inter-state mobility?

- What is our true ability to attract new residents?

- Given our out-migration rates, how much room is there to improve retention?

- Increased emphasis on unemployed/underemployed among working age population?

- Does ethnocentrism or a potential preference for "in-group" members influence failed migrations to communities?

- Do we need to emphasize other strategies that reduce dependence on labor availability?

- Does churn influence our entrepreneurial propensity?

- What about an altered narrative about amenities and quality of life (placemaking)?

Some Suggested Talent Attraction and Retention Perspectives from Various Stakeholder Groups in Wisconsin

- Emphasis on retention – We need to do a better job of keeping people in the state.

- Financial incentives – Scholarships with post-graduation residency requirements; tax breaks or student loan repayment for college graduates who live in the state for a pre-determined amount of time;

- Social capital development strategies – Internships, young professionals organizations; YP week, etc.

- Broad calls for developing "high paying" jobs for college graduates.

What about Creating Quality Places?

Do Jobs follow People or People follow Jobs?

Businesses Need Talent

Talent Wants Quality Places

Places Need Businesses

Source: Wyckoff, 2014

The Role of Culture and Creativity in Creating *Quality Places*

Key elements of Quality Places:

- Mixed-uses
- Quality public spaces
- Broadband enabled
- Multiple transportation options
- Multiple housing options
- Preservation of historic structures
- Community heritage
- Arts, culture and creativity
- Recreation
- Green Spaces

Quality Places are:

- Safe
- Connected
- Welcoming
- Authentic
- Accessible
- Comfortable
- Quiet
- Sociable
- Engaging

Source: Wyckoff, 2014

Factors Influencing Migration among College Graduates –
A Life Stage Perspective

Recent Graduates	Young households without children	Middle aged households with children
• Recreational opportunities • Cultural Environment • Cost of Living • Job Market	• Recreational opportunities • Cultural Environment • Climate • Crime Rates • Job Market	• Crime rates • Recreational Opportunities • Job Market • Climate

Source: Whisler, Waldorf, Mulligan and Plane, 2008

Dane County Net Migration Rates by Age – A Life Stage Perspective

Sauk County Net Migration Rates by Age – A Life Stage Perspective

Source: Age-Specific Net Migration Estimates for US Counties, 1950-2010. Applied Population Laboratory, UW-Madison, 2013
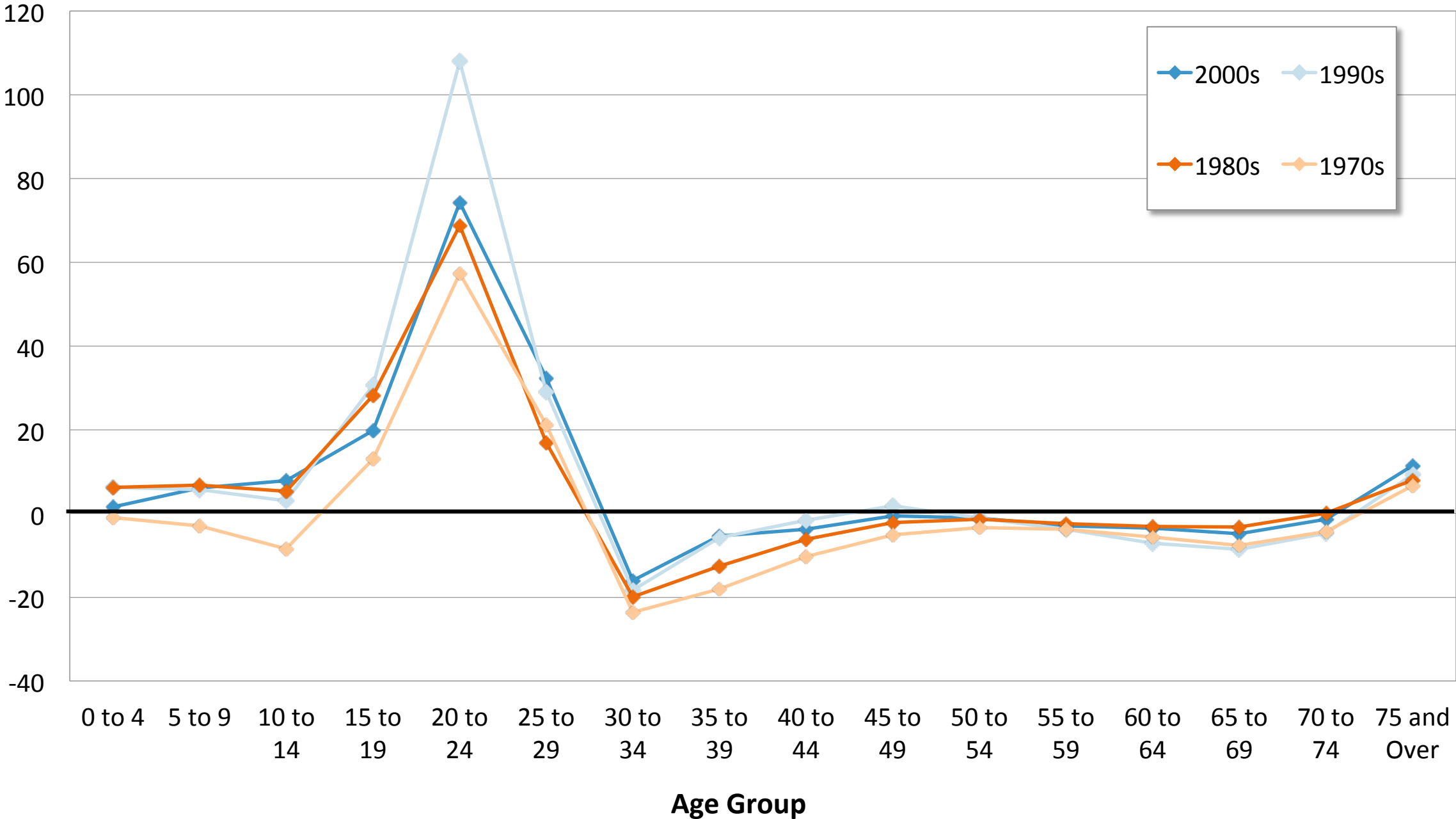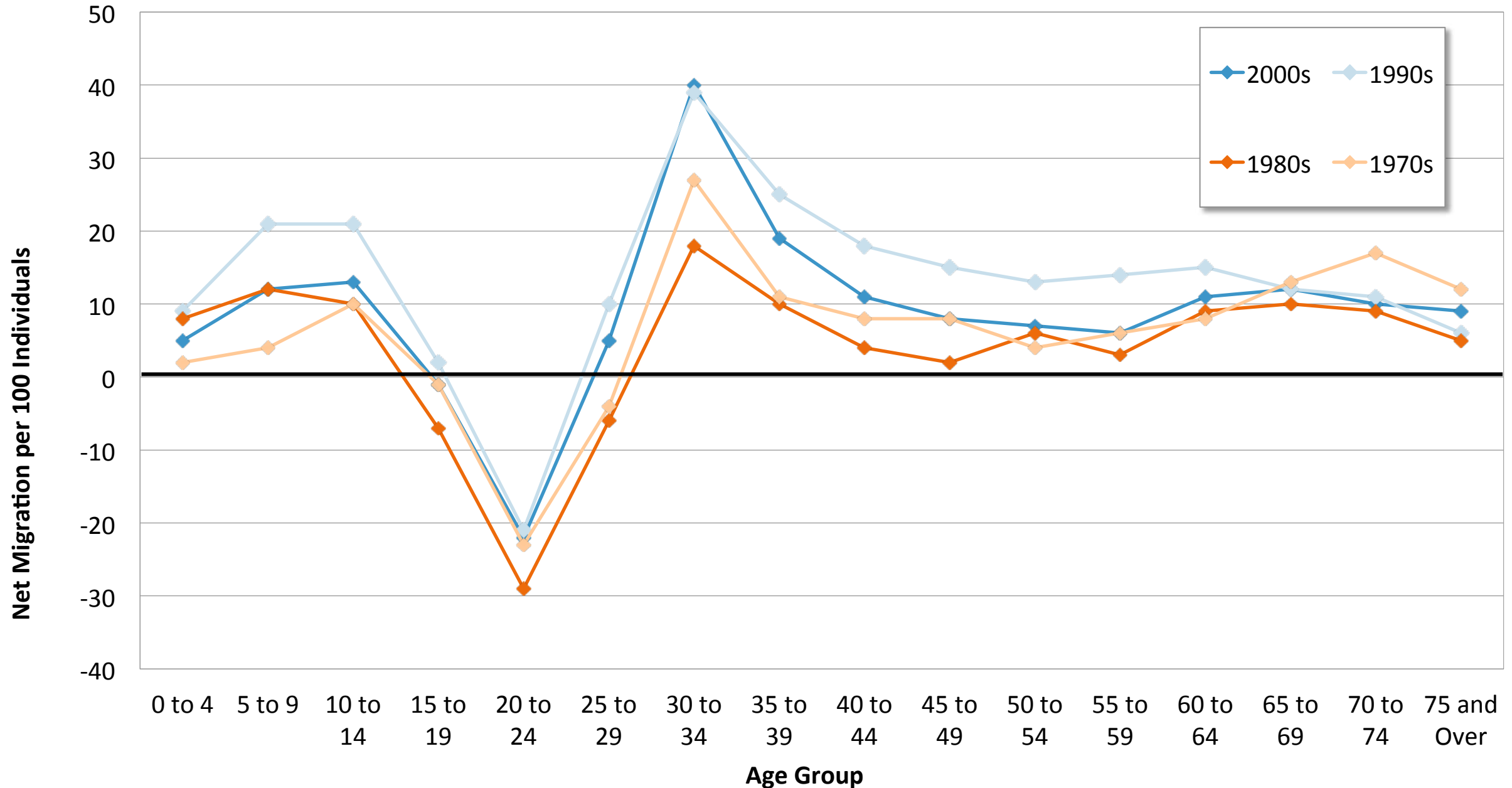
Types of Placemaking – Strategic Placemaking

"Targeted to achieving a particular goal in addition to creating Quality Places. It aims to create Quality Places that are _uniquely attractive to talented workers_ so that they want to be there and live there, and by so doing, they create the circumstances for substantial job creation and income growth by attracting businesses that are looking for concentrations of talented workers

Projects – mixed-use developments in key _centers (_downtowns), along key _corridors_ (esp. rapid transit lines), and at key _nodes;_ can include rehab and new construction.

Activities – frequent, often cyclical events targeted to talented workers as well as other arts, culture, entertainment and recreational activities that add vitality to Quality Places and attract a wide range of users."

Source: Wyckoff, 2014

Types of Placemaking – *Creative Placemaking*

"In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired" (Markusen and Gadwa, 2010).

Projects – Developments that encompass arts and culture and foster creative thinking (museums, music venues, public art installations, live-work projects for artists, arts incubators etc.)

Activities – Events that add arts, culture, and entertainment activities to quality places (public performances, art on public transportation, etc.).

Source: Wyckoff, 2014

Types of Placemaking – *Tactical Placemaking*

*"Improving the livability of our towns and cities commonly starts at the street, block, or building scale. While larger scale efforts do have their place, incremental, small-scale improvements are increasingly seen as a way to stage more substantial investments. This approach allows a host of local actors to test new concepts before making substantial political and financial commitments." (*Lydon and Garcia, 2015).

Projects – "Small scale, short-term projects that may transform underused public spaces into exciting laboratories by leveraging local partnerships in an iterative approach allowing an opportunity to experiment and show what is possible."

Activities – "Chair bombing, parking space conversions, temporary activity spaces, public gatherings over new design options illustrated by temporary facades, or park enlargements, or new bike paths, self-guided historic walks, outdoor music events in town squares, before and after photo renderings to illustrate the potential of removing or adding buildings in certain places, etc."

Source: Wyckoff, 2014

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