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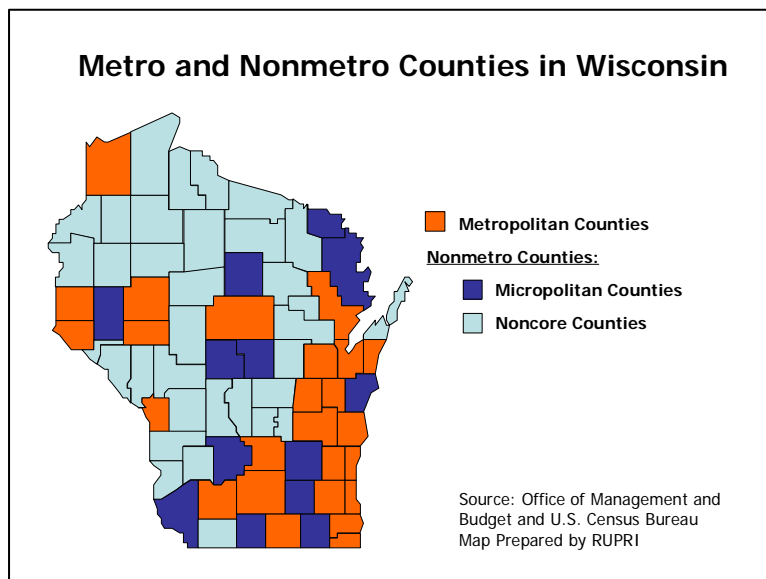
Demographic and Economic Profile

Wisconsin

Updated June 2006

Metro and Nonmetro Counties in Wisconsin

Based on the most recent listing of core based statistical areas by the Office of Management and Budget (December 2005), 25 counties in Wisconsin are part of metropolitan areas, and 13 counties are part of micropolitan areas. The micropolitan category defines counties that include an urban area with a population of 10,000 to 49,999 plus surrounding counties that are linked through commuting ties. These areas often represent important economic and trade centers in rural areas. The remaining 34 counties in Wisconsin are considered noncore counties. Using these classifications and the population estimates for 2005, 72.3 percent of Wisconsin residents live in metropolitan areas, 13.6 percent live in micropolitan areas, and 14.1 percent live in noncore areas.

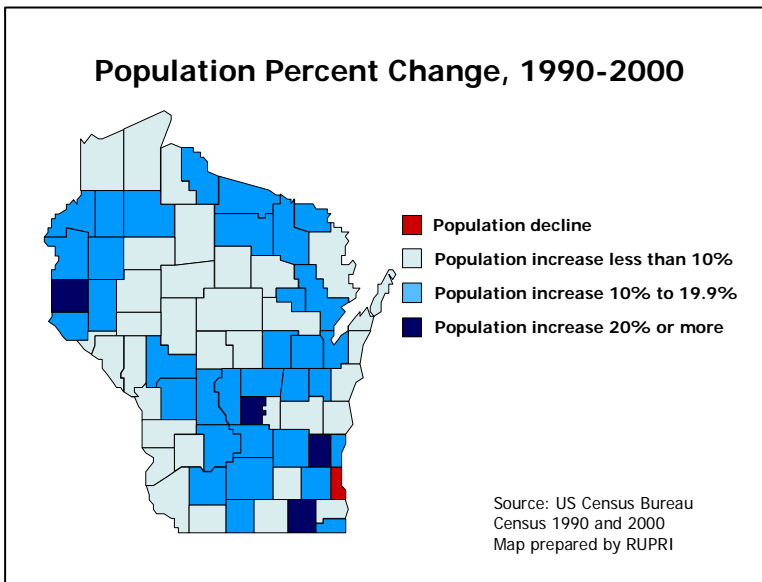


Population

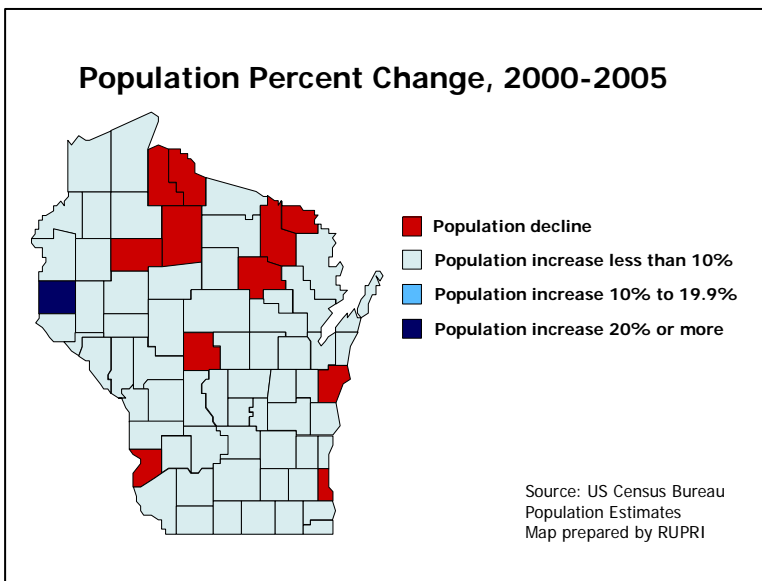
Wisconsin's population in 2005 was 5,536,201, up 3.2 percent from the 2000 Census. During the 1990s, the population in Wisconsin increased by 9.6 percent. Nationally, population increased 13.1 percent during the 1990s, and 5.3 percent from April 2000 to July 2005. The population growth in Wisconsin's nonmetro areas outpaced the metropolitan areas during the 1990s, and then from 2000 to 2005 growth in the metropolitan areas outpaced the nonmetropolitan areas.

Percent Change in Population		
Area:	1990-2000	2000-2005
U.S.	13.1%	5.3%
Wisconsin	9.6%	3.2%
Metropolitan	9.4%	3.4%
Nonmetropolitan	10.2%	2.6%
Micropolitan	9.9%	2.6%
Noncore	10.5%	2.6%

Source: U.S. Census Bureau



During the 1990s, only one county in Wisconsin lost population (Milwaukee County). The fastest growth during this time was in Marquette County, a noncore county, that grew by 28.5 percent during the 1990s.



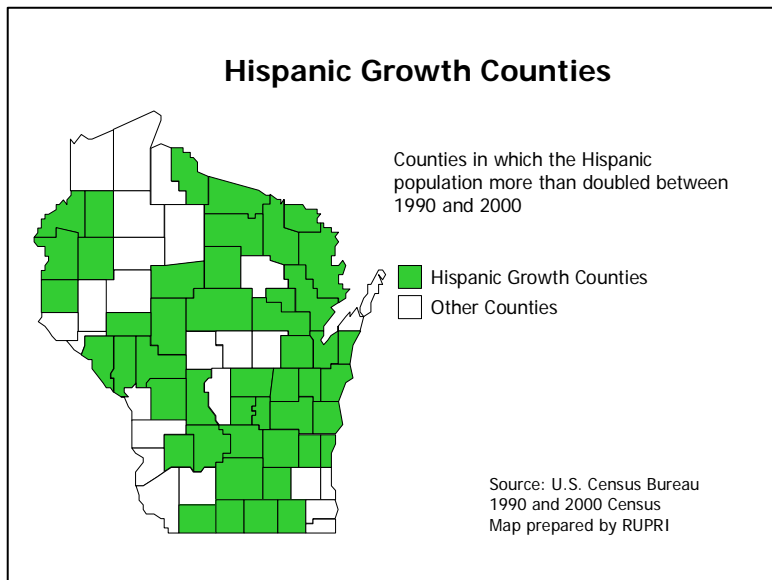
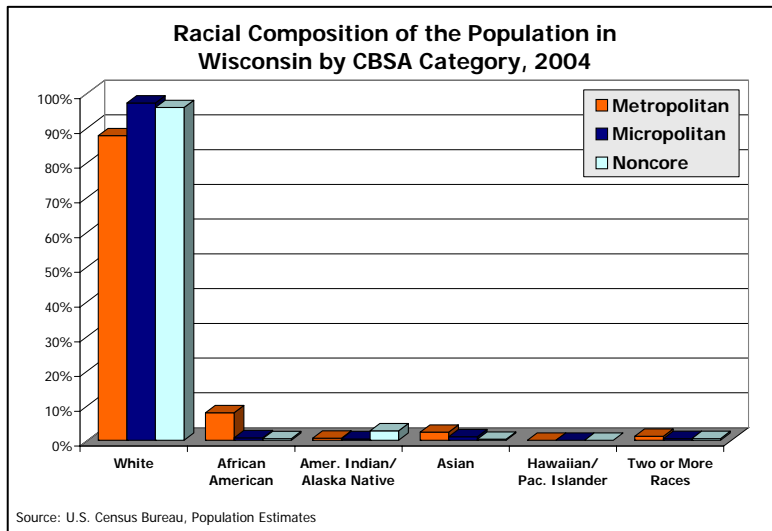
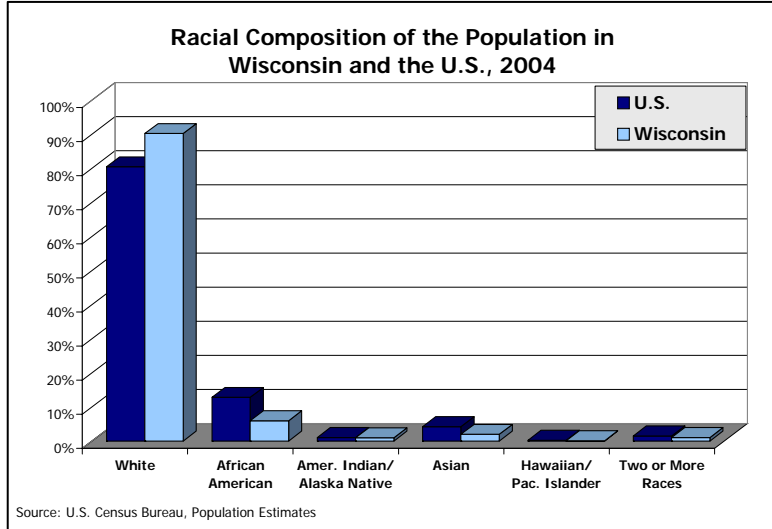
From 2000 to 2005, 11 counties in Wisconsin lost population (1 metro and 10 nonmetro counties). The fastest growth during this time period was in St. Croix County in the Minneapolis-ST. Paul-Bloomington Metropolitan Area, with a population increase of 22.2 percent during the time period.

Race / Ethnicity

The population in Wisconsin is 90.2 percent white and 5.9 percent African American. Nationally, the population is 80.4 percent white and 12.8 percent African American (2004 Census Bureau population estimates).

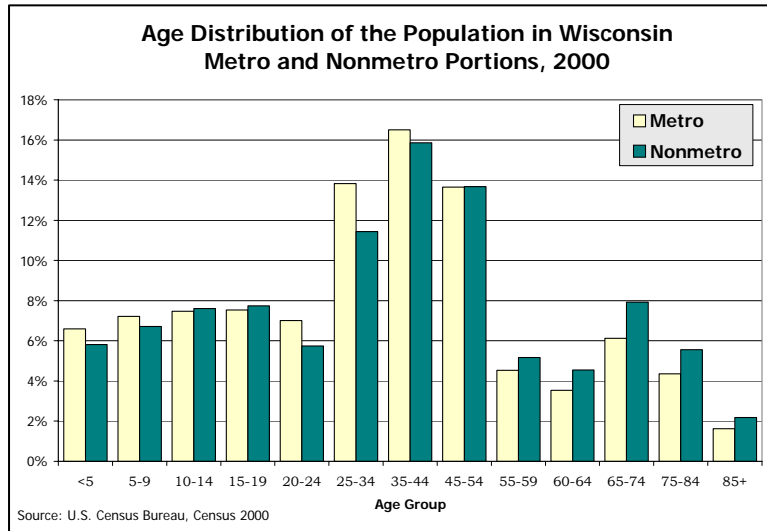
Within Wisconsin, the metropolitan population is 87.7 percent white and 8.0 percent African American. The micropolitan population is 97.2 percent white and 0.8 percent African American, and the noncore population is 95.8 percent white and 0.5 percent African American. Native Americans make up 1.9 percent of Wisconsin's population. In Menominee County, the population is 84.1 percent Native American.

Many areas have experienced significant growth in the Hispanic population over the past decade and a half. The map to the right shows the counties in which the Hispanic population more than doubled during the 1990s. These percentages, though, often represent small portions of total population. In only one Wisconsin county was over 10 percent of the population of Hispanic origin in 2004 (Milwaukee County, 10.5%).

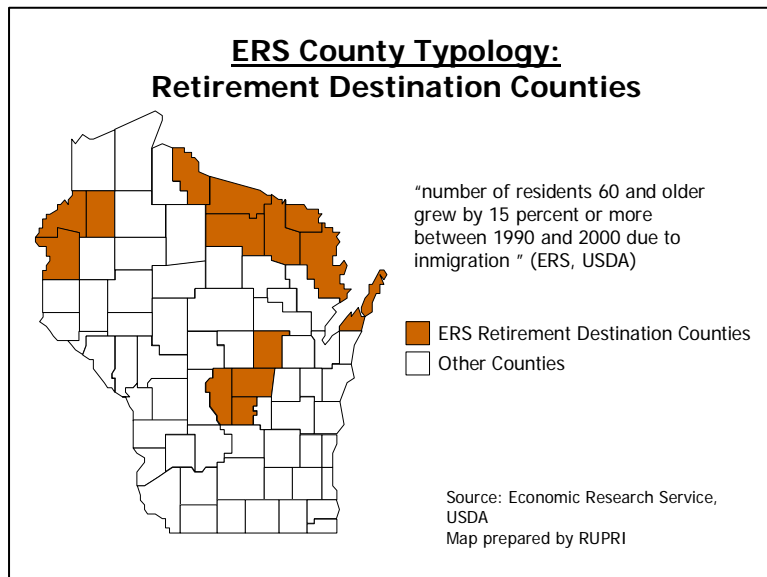


Age

The age distribution of the metro and nonmetro population in Wisconsin is shown in the chart below. The percent of the population in the 20 to 44 age groups is greater in the metro areas, while the percent of the population age 55 and over is greater in the nonmetro areas.

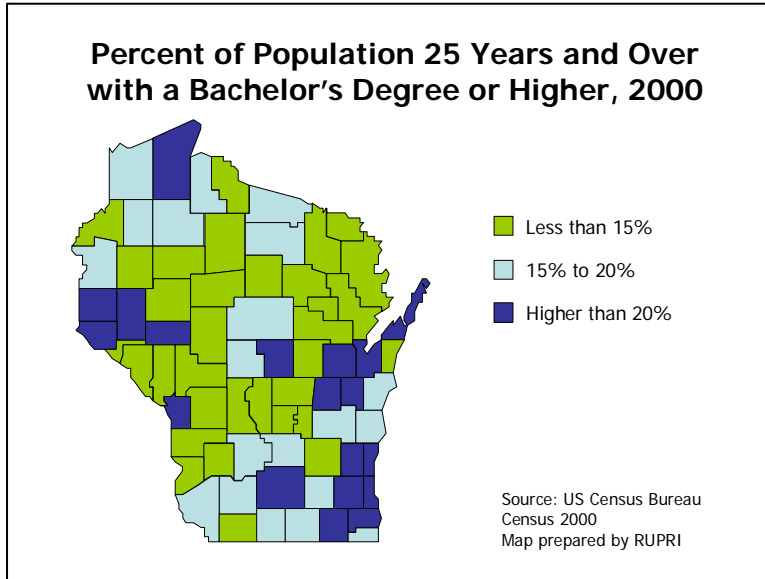


The Economic Research Service, USDA, classifies counties as retirement destination counties based on population change due to immigration. In Wisconsin, 14 counties (all nonmetro) are classified as retirement destination counties.

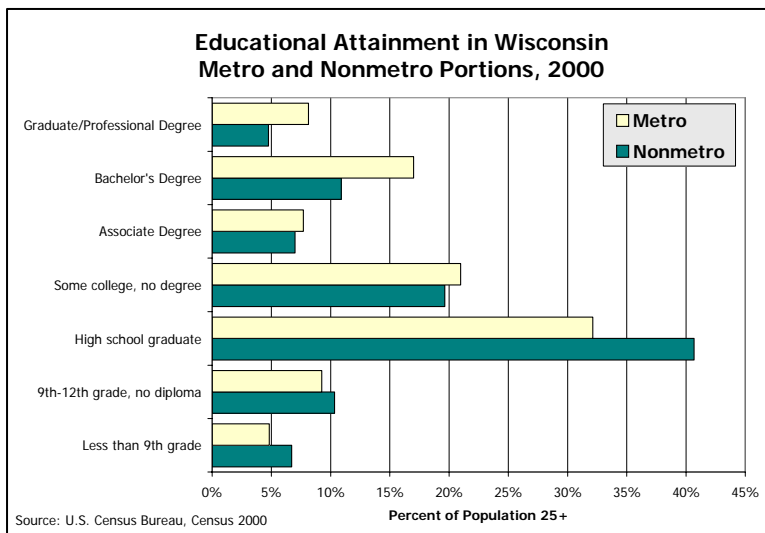


Educational Attainment

The percent of the population age 25 and over that has earned a Bachelor's Degree or higher is 24.4 percent in the U.S. and 22.4 percent in Wisconsin. In metro areas of Wisconsin, this percentage is 25.1 percent, compared to only 15.7 percent in nonmetro areas.

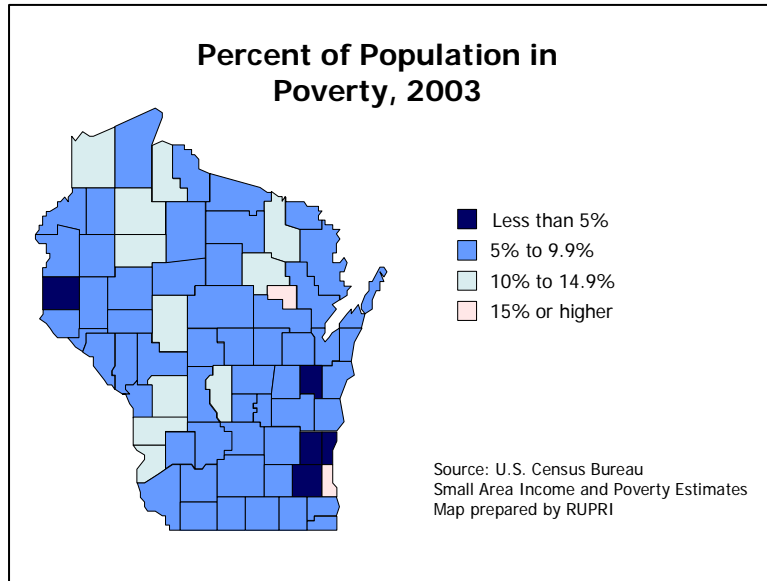


The chart below compares the educational attainment of Wisconsin's metro and nonmetro populations. The percent of the population with high educational attainment (B.S. degree or higher) is greater in the metro areas, while the percent of the population with low educational attainment (high school degree or lower) is greater in the nonmetro areas.



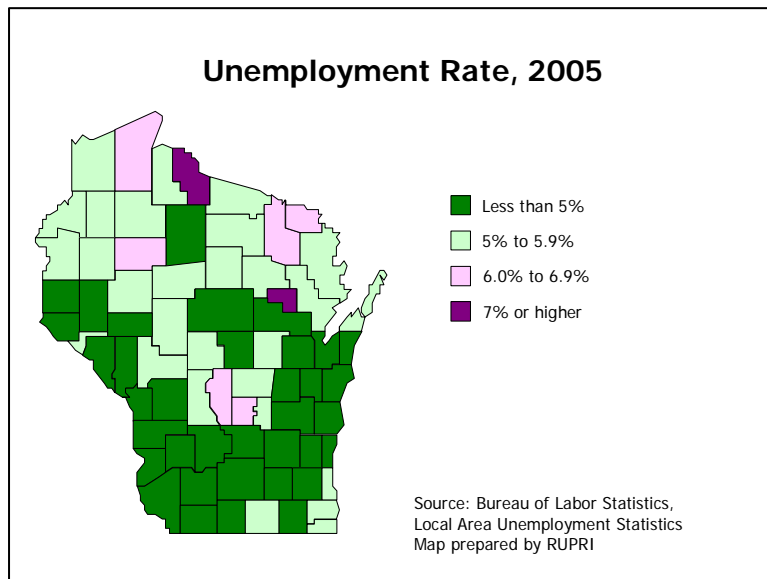
Poverty

The poverty rate in Wisconsin in 2003 was 9.0 percent, compared to 12.5 percent for the U.S. (Census Bureau estimates). The poverty rate in Wisconsin counties ranged from 3.6 percent in Ozaukee County to 19.3 percent in Menominee County.



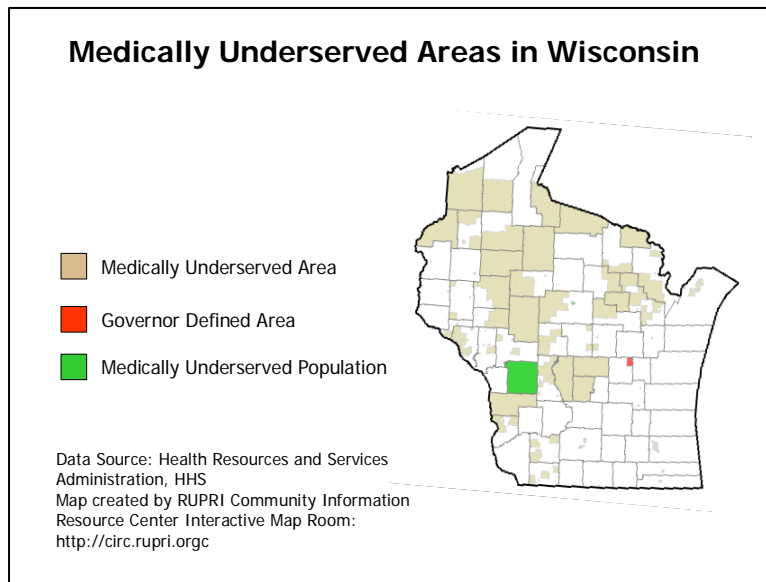
Unemployment

The unemployment rate in Wisconsin in 2005 was 4.7 percent, compared to 5.1 percent for the U.S. In Wisconsin counties, the unemployment rate ranged from 3.1 percent in Dane County to 9.9 percent in Menominee County.

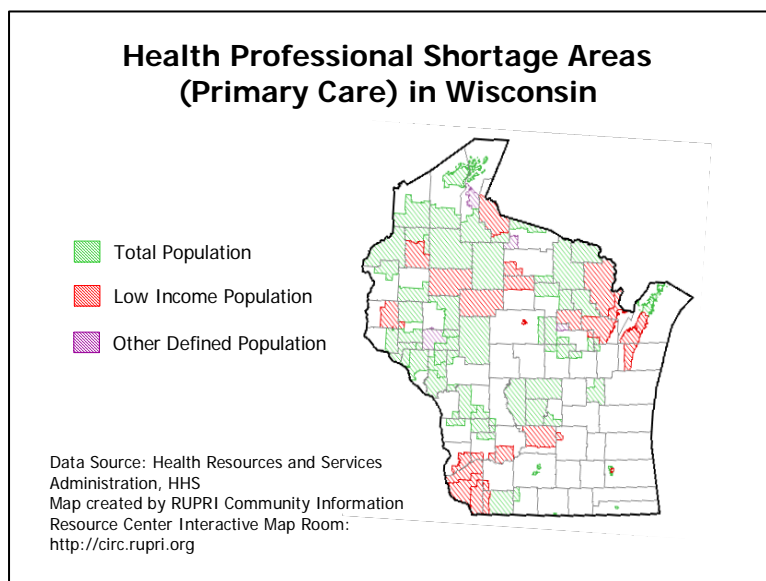


Health Services

The designation of areas or populations as medically underserved is based on an index of four variables - the ratio of primary care physicians per 1,000 population, the infant mortality rate, the percent of the population with incomes below the poverty level, and the percent of the population age 65 and over (Health Resources and Services Administration, HHS). Within Wisconsin, several areas of the state are considered medically underserved, shown in the map below.

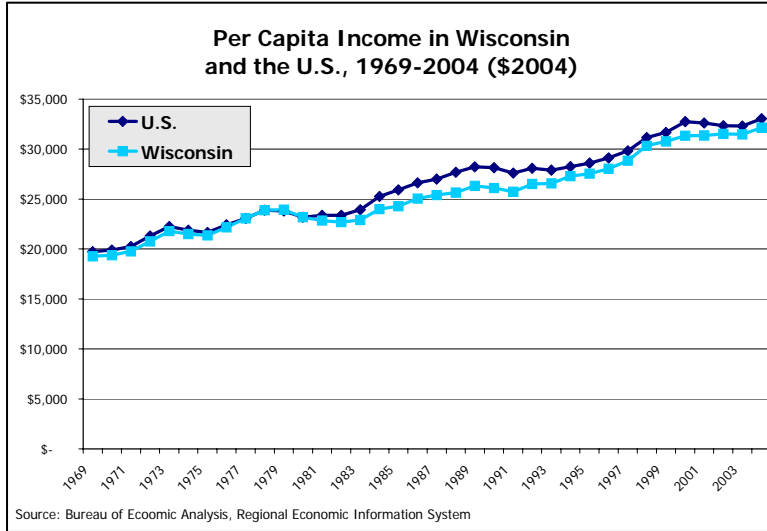


Health Professional Shortage Areas (HPSAs) are those areas that “may have shortages of primary medical care, dental or mental health providers and may be urban or rural areas, population groups, or medical or other public facilities” (Health Resources and Services Administration, HHS). Within Wisconsin, several areas in the state are designated as primary care HPSAs for the total or low income populations.

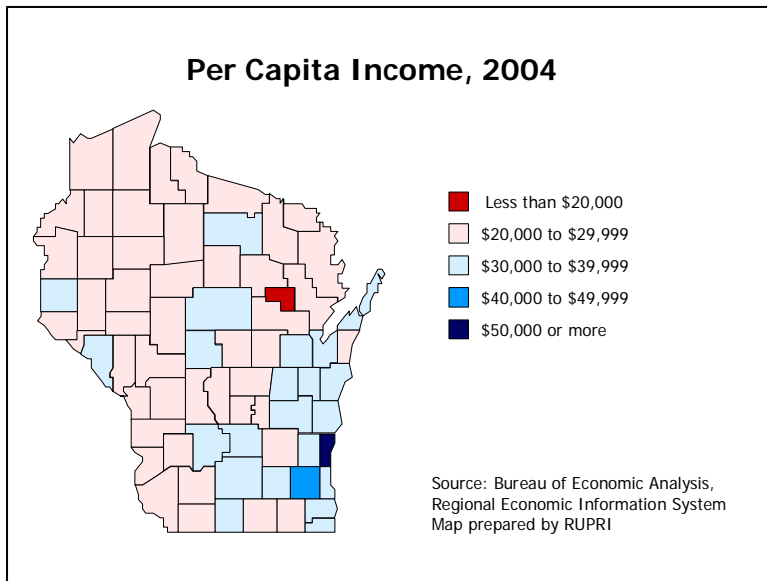


Per Capita Income

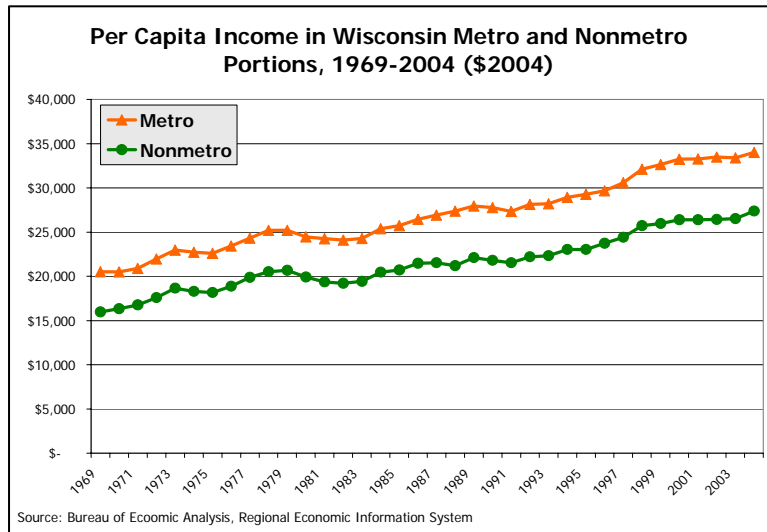
Per capita income in Wisconsin has closely matched national trends over the past several decades. In 2004, per capita income in Wisconsin was \$32,166, compared to \$33,050 for the nation.



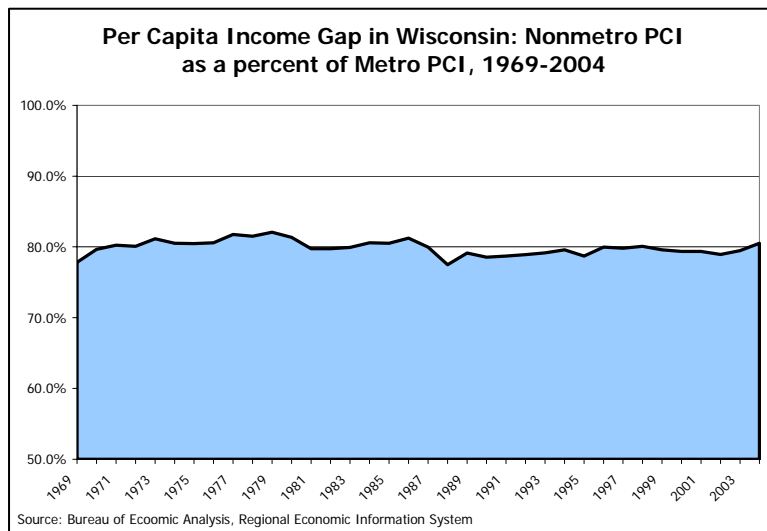
Within Wisconsin, per capita income in 2004 ranged from \$19,051 in Menominee County to \$50,543 Ozaukee County.



Nonmetro per capita income in Wisconsin has lagged behind metro per capita income over the past several decades. In 2004, metro per capita income was \$34,002, compared to \$27,378 in nonmetro areas.

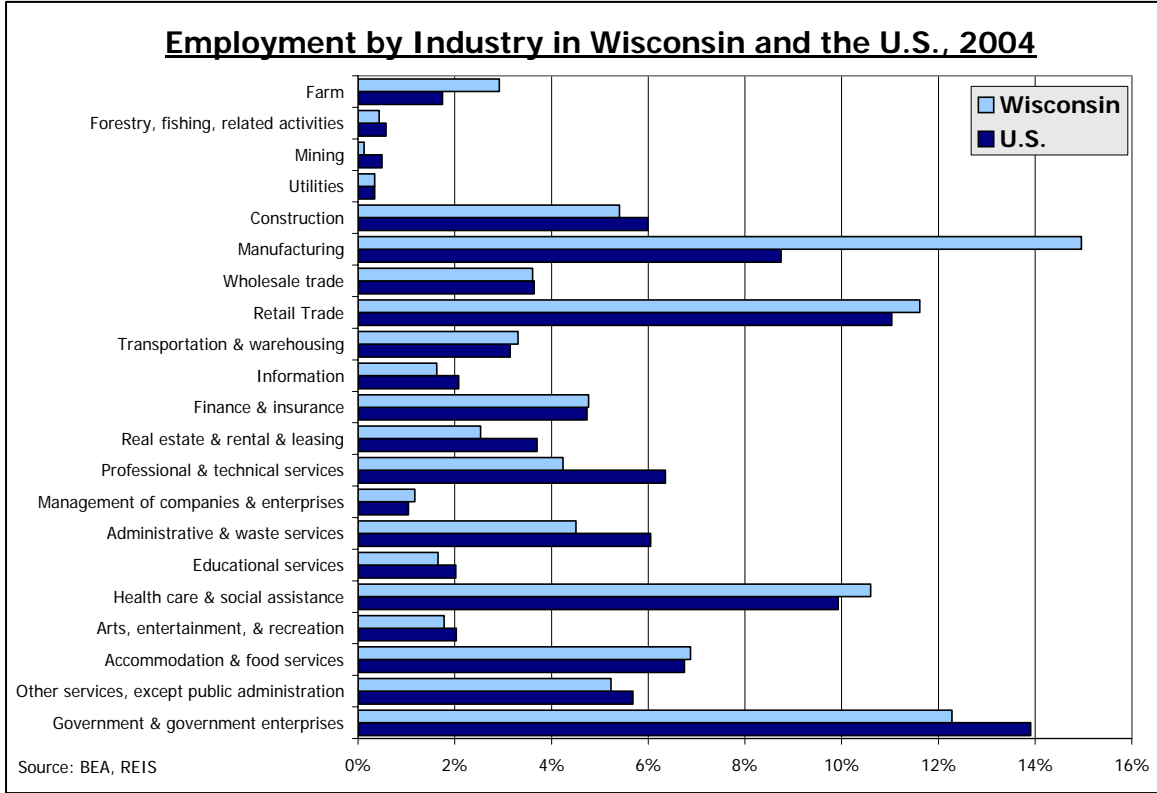


The per capita income gap is measured with nonmetro per capita income as a percent of metro per capita income. In Wisconsin, the gap was at its smallest in 1979 and at its largest in 1988. In 2004, nonmetro per capita income was 80.5 percent of metro per capita income.

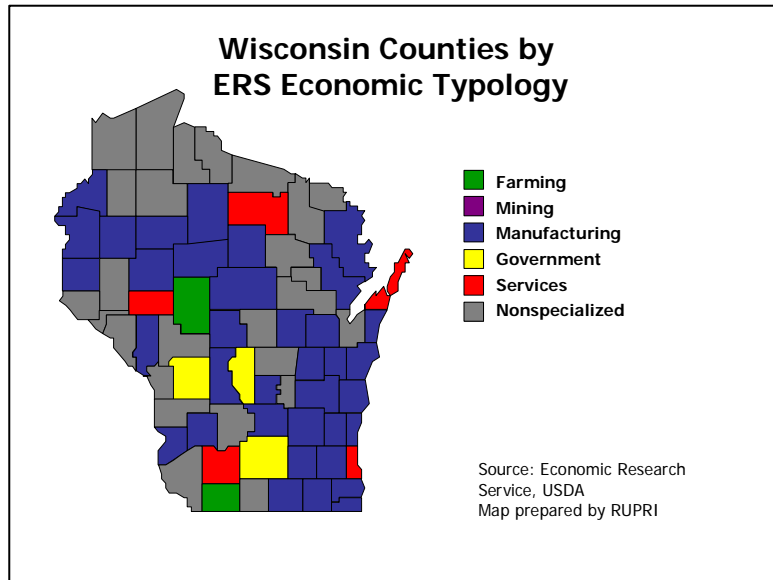


Employment Structure

In 2004, manufacturing accounted for the largest share of employment in Wisconsin (15.0%). Nationally, government and government enterprises was the largest employment sector (13.9%).

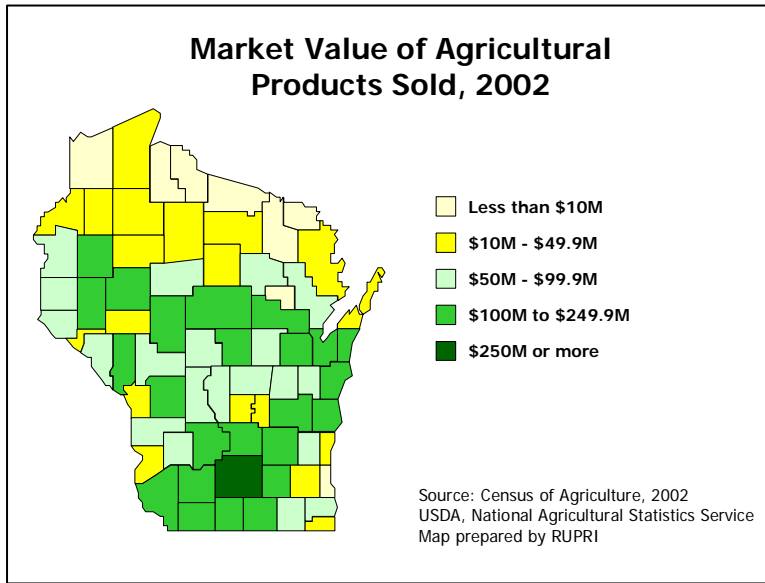


The ERS Economic Typology classifies counties into one of five industry categories of specialization or as nonspecialized. The map to the right shows the classification of Wisconsin counties by this typology, illustrating the importance of manufacturing in the state.

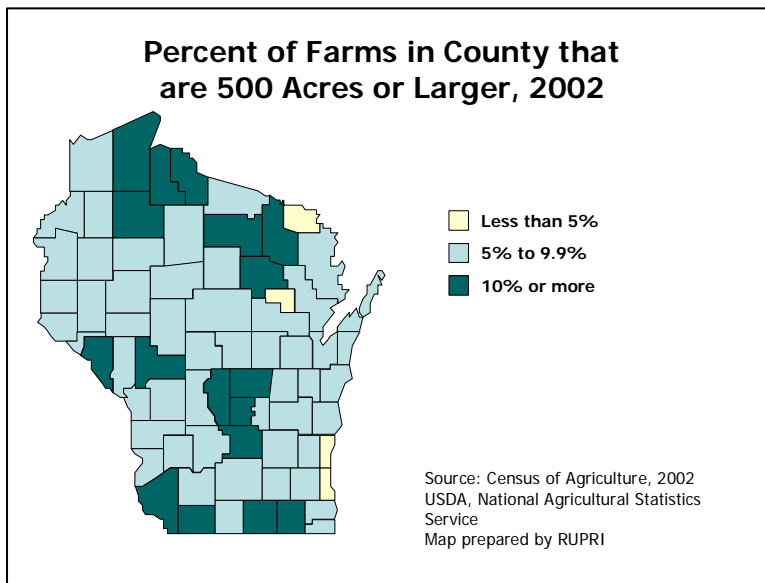


Agriculture

Agriculture is an important industry in several parts of Wisconsin, and two counties are classified as farming dependent by the Economic Research Service (see map on previous page). The map below shows the value of agricultural products sold in 2002 for Wisconsin counties. In 25 counties the value was over \$100 million, and Dane County the value was over \$250 million.

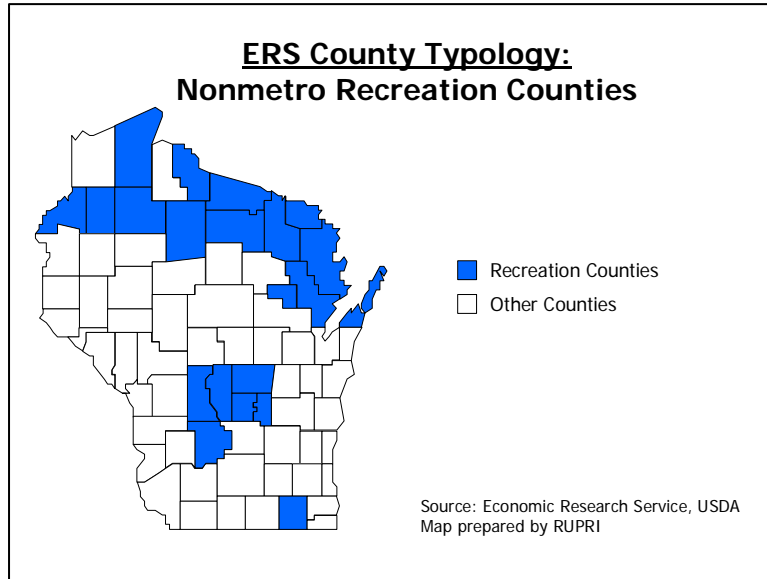


Average farm size in Wisconsin is 204 acres, and 8.2 percent of the farms are 500 acres or more.



Nonmetro Recreation Counties

The Economic Research Service's classification of nonmetro recreation counties captures the recreational opportunities and development in many rural parts of the nation. The classification is based on a number of factors, including employment and income derived from recreation-related activities, seasonal housing units within the county, and receipts from hotels and motels. Nationally, 334 counties are classified as nonmetro recreation counties, and 21 are located in Wisconsin. Counties that were nonmetro in 1993 or in 2003 are classified. Oconto County was a nonmetro county in the 1993 classifications.



Data Sources and References

Bureau of Economic Analysis, Regional Economic Information System

<http://www.bea.gov/ea/regional/reis/>

Bureau of Labor Statistics, Local Area Unemployment Statistics

<http://www.bls.gov/lau/home.htm>

CFED Development Report Card for the States

<http://drc.cfed.org/>

Economic Research Service, USDA, 2004 County Typology

<http://www.ers.usda.gov/Briefing/Rurality/Typology/>

Health Resources and Services Administration, Department of Health and Human Services, Designations of Health Professional Shortage Areas and Medically Underserved Areas and Populations

<http://www.bhpr.hrsa.gov/shortage/>

National Agricultural Statistics Service, USDA.

2002 Census of Agriculture

http://www.nass.usda.gov/Census_of_Agriculture/index.asp

Office of Management and Budget, Statistical Area Definitions and Guidance on Their Uses

<http://www.whitehouse.gov/omb/bulletins/fy05/b05-02.html>

RUPRI Community Information Resource Center Interactive Map Room

<http://circ.rupri.org/>

U.S. Census Bureau

Census 2000

<http://www.census.gov/main/www/cen2000.html>

Population Estimates

<http://www.census.gov/popest/estimates.php>

Metropolitan and Micropolitan Area Classifications

<http://www.census.gov/population/www/estimates/metrodef.html>

Nonemployer Statistics

<http://www.census.gov/epcd/nonemployer/>

Small Area Income and Poverty Estimates

<http://www.census.gov/hhes/www/saibe/saibe.html>

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