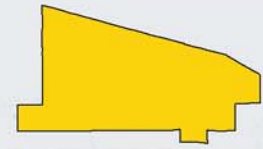


# WISCONSIN'S CHANGING POPULATION

1990-2000

HIGHLIGHTED ON THE LEFT ARE SEVERAL COUNTIES WHICH TYPIFY CERTAIN POPULATION TRENDS WITHIN WISCONSIN OVER THE LAST DECADE



**VILAS COUNTY**  
Growth in Vilas Co. typifies the trend in several northern Wisconsin counties experiencing "amenity migration," particularly among retirees. 35% of growth in Vilas Co. is attributed to in-migration of persons 60 years and over.



**BROWN COUNTY**  
A number of Wisconsin counties experienced significant increases in their Hispanic/Latino population. A 470% increase among Hispanic/Latino persons in Brown Co. placed it among the faster growing counties in overall population.



**ST. CROIX COUNTY**  
Suburban growth in the shadow of the Twin Cities made St. Croix one of the two fastest growing counties in Wisconsin. Over 50% of its labor force worked outside of St. Croix Co.



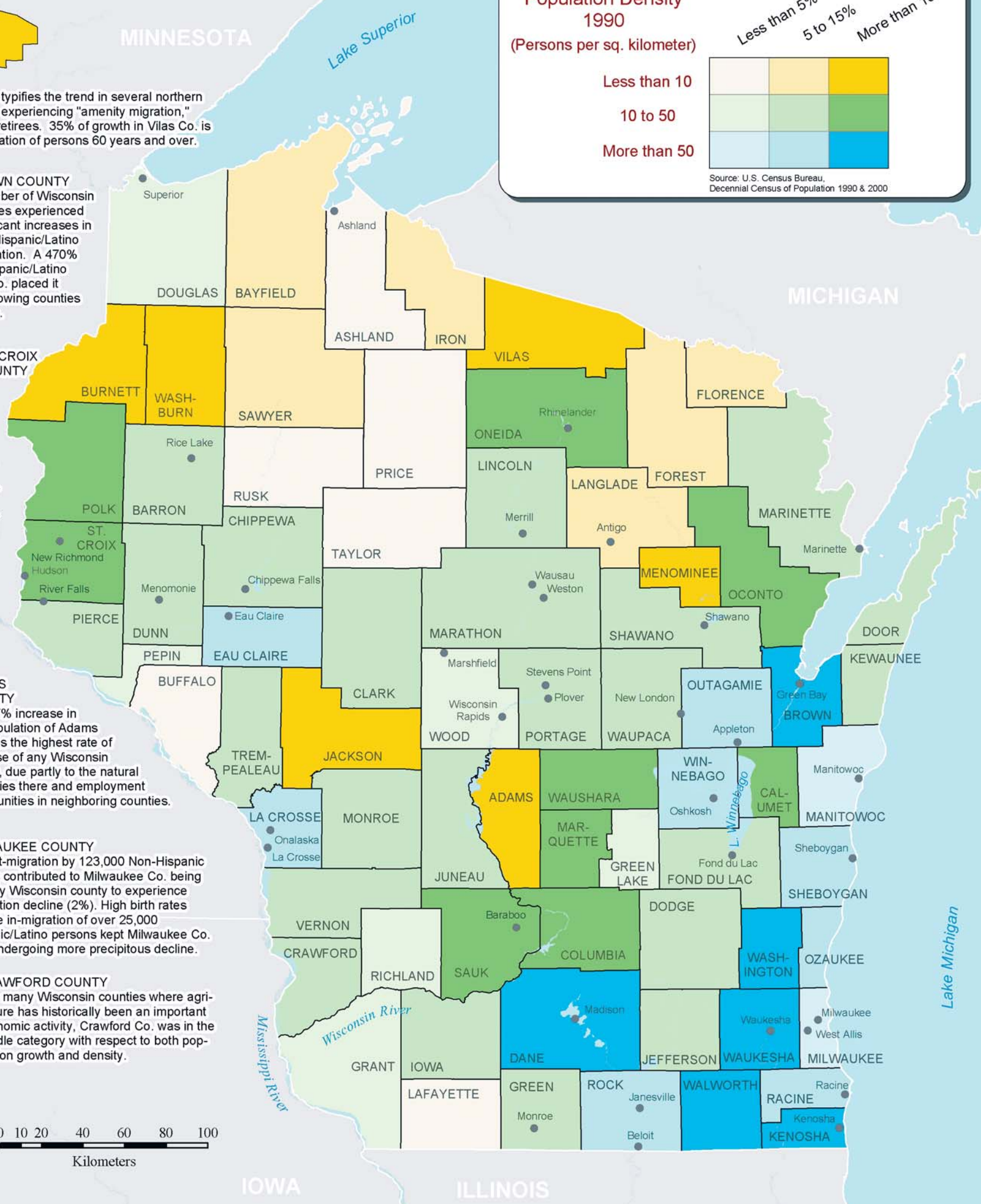
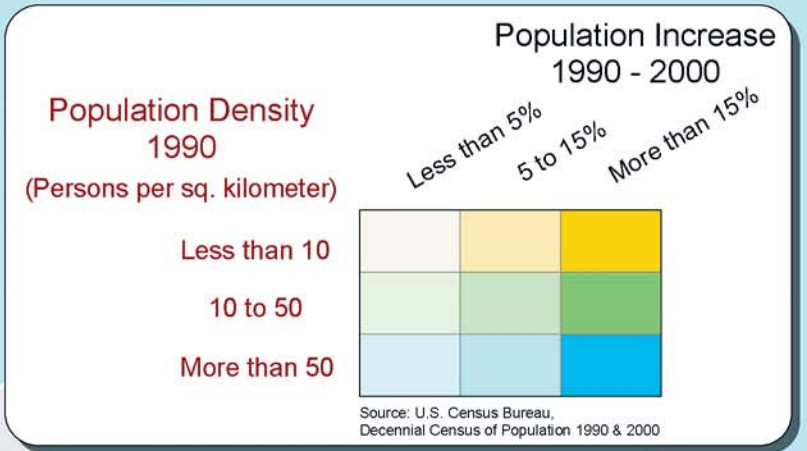
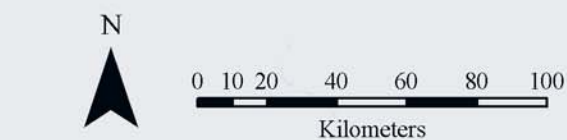
**ADAMS COUNTY**  
The 27% increase in the population of Adams Co. was the highest rate of increase of any Wisconsin county, due partly to the natural amenities there and employment opportunities in neighboring counties.



**MILWAUKEE COUNTY**  
Net out-migration by 123,000 Non-Hispanic Whites contributed to Milwaukee Co. being the only Wisconsin county to experience population decline (2%). High birth rates and the in-migration of over 25,000 Hispanic/Latino persons kept Milwaukee Co. from undergoing more precipitous decline.



**CRAWFORD COUNTY**  
Like many Wisconsin counties where agriculture has historically been an important economic activity, Crawford Co. was in the middle category with respect to both population growth and density.



Wisconsin's population grew by nearly 10% in the decade leading up to the 2000 Census. The map above illustrates the uneven distribution of this growth across Wisconsin counties in relation to prior settlement patterns (represented by 1990 population density). Variations in density are indicated by the color hues (yellow, green or blue), while the rate of growth is depicted by the richness of the shading (light, medium or dark).

Counties shown in yellow are those that started with a comparatively low density (less than 10 persons per square km). Those in various shades of green are in the middle density range, and counties shown in blue had the highest densities in 1990 (more than 50 persons per square km).

Counties that appear in the lightest shades of yellow, green and blue are those with the lowest rates of growth (less than 5%). Those in the medium shade were in the middle category (5 to 15%) and the darkest shaded counties grew by more than 15%.

The U.S. map insert (right) offers a perspective of changes to Wisconsin in the national context. Population change and density are shown here at the state level according to the classification scheme above.



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University of Wisconsin - Madison  
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## CHANGING U.S. POPULATION 1990-2000

