

# THE ECONOMY AND POPULATION OF THE SOUTHEASTERN WISCONSIN REGION



NEWSLETTER

JANUARY 2014



Persons age 65 and older and Hispanics are expected to experience the largest increases in regional population by the year 2050.

## INTRODUCTION

In April 2013, the Southeastern Wisconsin Regional Planning Commission (SEWRPC), completed Technical Report No. 10, 5th Edition, *The Economy of Southeastern Wisconsin*, and Technical Report No. 11, 5th Edition, *The Population of Southeastern Wisconsin*. The reports included new projections about the future population and jobs in the Region—projections that will be used to update and extend the SEWRPC regional land use and transportation plan to the year 2050 and for other comprehensive planning efforts. This newsletter summarizes the significant findings and projections in the two technical reports, which are available on the SEWRPC website (see back page).

The 2013 editions of *The Economy of Southeastern Wisconsin* and *The Population of Southeastern Wisconsin* were based on 2010 U.S. Census data and the most recent available economic-based data. The reports document the findings of economic and demographic analyses conducted by the Commission in 2012-2013 and provide an estimate of the size of the labor force that could be expected in light of the projected population, and an estimate of the number of jobs which that labor force could accommodate. They were prepared in tandem to ensure consistency between the Commission's long-range population projections and employment projections.

The reports were developed under the guidance of the SEWRPC Advisory Committee on Regional Population and Economic Forecasts, which includes individuals from the public and private sectors with experience in socioeconomic projections and who are familiar with population and economic trends in the Southeastern Wisconsin Region. Members of the Advisory Committee are listed on page 2.

*The economic and population forecasts were prepared for the forty-year period from 2010 to 2050. They will serve as a basis for updating and extending the regional land use and transportation plan and other elements of the comprehensive plan for the Region to the year 2050.*

## EXECUTIVE SUMMARY

*The Economy of Southeastern Wisconsin* and *The Population of Southeastern Wisconsin* document an essential step in the regional planning process: the projection of the probable future size, distribution, and composition of the regional population, and the number, distribution, and types of jobs in the Region. The reports provide a range of future population, household, and employment levels—high, intermediate, and low—for the Region, allowing for uncertainty. The intermediate projections are considered the most likely to be achieved for the Region overall and are envisioned to be used as a basis for the preparation of year 2050 regional plans. The high and low projections provide an indication of the range of population, household, and employment levels which could conceivably be achieved under significantly higher and lower growth scenarios.

Under the intermediate-growth scenario, the population of the Region would increase by 17 percent, from 2,020,000 persons in 2010 to 2,354,000 persons in 2050. Households would increase by 22 percent between 2010 and 2050, accompanied by a continued modest decline in average household size. Employment in the Region would increase by 18 percent, from 1,176,600 jobs in 2010 to 1,386,900 jobs in 2050.

In many cases, the projections indicate slight or moderate changes in population and employment, as this newsletter summarizes. Significant changes are highlighted as follows:

- The population age 65 and over is projected to nearly double by 2050, with persons age 65 and over accounting for the largest increase in age groups in the Region.
- Growth in the labor force over the forecast period is expected to be significantly slower than in the past—to a great extent, the result of the large baby-boom generation (those born from 1946 through 1964) entering retirement years.
- Net migration is expected to increase modestly for the Region by 2050 in response to economic growth and the need for additional workers as baby-boomers leave the workforce.
- The minority share of the regional population will increase significantly, while the non-Hispanic White share will decrease. The Region's Hispanic population has more than quadrupled during the past three decades.
- The new employment projections indicate the continuation of the long-term shift in the regional economy from a manufacturing to a service orientation.
- The historical decrease in Milwaukee County's share of regional employment and the increase in Waukesha County's share are projected to moderate compared to the past six decades.



*SEWRPC is the areawide public planning agency for the Southeastern Wisconsin Region, which includes Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties. The Southeastern Wisconsin Region accounts for about 36 percent of the State's population and about 34 percent of all jobs in the State. The Commission exists to help the seven counties and 147 cities, villages, and towns in the Region consider issues and problems that may require the cooperation of multiple county and local governments for sound resolution. The Commission's planning under State law is advisory. SEWRPC plans address land use and infrastructure, including transportation, housing, water quality, water supply, parks and open space, and floodplain management. More information is available at [www.sewrpc.org](http://www.sewrpc.org).*

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## PREVIOUS ANALYSES AND PROJECTIONS

The previous Commission economic and population forecasts extend to the year 2035 and appear in SEWRPC Technical Report No. 10, 4th Edition, *The Economy of Southeastern Wisconsin*, and Technical Report No. 11, 4th Edition, *The Population of Southeastern Wisconsin*, both dated July 2004. Intermediate-growth projections from these reports were used to prepare SEWRPC Planning Report No. 48, *A Regional Land Use Plan for Southeastern Wisconsin: 2035*, and SEWRPC Planning Report No. 49, *A Regional Transportation System Plan for Southeastern Wisconsin: 2035*, in 2007.

Under the 2000-2035 population projections, it was envisioned that the resident population of the Region would increase from about 1.93 million persons in 2000 to about 2.28 million persons in 2035 under the intermediate-growth scenario. In 2013, the population for the Region of 2.02 million persons was just 2 percent less than the projected level of 2.06 million persons. Under the previous economic projections, total employment in the Region was projected to increase from about 1.18 million jobs in 2003 to about 1.37 million jobs under the intermediate-growth scenario in 2035. Despite steady job growth trending just above the high-growth projection from 2003 through 2007, the major recession resulted in a decrease of jobs from 2008 to 2010. In 2012, actual employment for the Region—1.20 million jobs—was somewhat lower than the projected level for the year 2012 of 1.26 million jobs.

## VISION 2050 REGIONAL LAND USE AND TRANSPORTATION PLAN

As the official areawide regional planning agency under State law, SEWRPC is charged by law with developing a master plan for the physical development of the Region. It is also the official metropolitan planning organization (MPO) for regional transportation planning in Southeastern Wisconsin and is responsible for preparing and maintaining a transportation system plan for the Region under the Federal Moving Ahead for Progress in the 21st Century Act (MAP-21). This plan qualifies the State and local units of government for Federal highway and transit aids. It also satisfies requirements related to air quality planning conducted by the Wisconsin Department of Natural Resources (WDNR), as required by the Federal Clean Air Act Amendments of 1990. Transportation



Population and economic projections are essential to transportation planning.

planning is closely coordinated with the Wisconsin Department of Transportation (WisDOT).

The projections in the fifth editions of *The Economy of Southeastern Wisconsin* and *The Population of Southeastern Wisconsin* will be used by the Commission to prepare a year 2050 regional land use and transportation plan. The Commission is referring to the visioning and scenario planning process being used to develop that plan as "VISION 2050." VISION 2050 will describe how residents want their communities and the Region to develop, and how they want to be connected to the different places in their communities and the Region where they live, work, and play.

VISION 2050 is designed to obtain significant public input into the specific design and evaluation of alternative land use and transportation plans, as well as

the final year 2050 plan. It is also intended to expand public knowledge of the implications of existing and future land use and transportation development in Southeastern Wisconsin. VISION 2050 is guided by the Commission's Advisory Committees on Regional Land Use Planning and Regional Transportation System Planning. In addition, the Commission's Environmental Justice Task Force is reviewing VISION 2050 work to ensure that Federal environmental justice and related requirements are met. Members of these Advisory Committees and the Task Force are listed on the SEWRPC website.

*The SEWRPC Environmental Justice Task Force was established in 2007 to enhance the consideration and integration of environmental justice for minority and low-income groups, and the representatives of such groups, throughout the regional planning and programming process. The task force is a diverse group of individuals and organizations representing the interests of low-income and minority populations and people with disabilities and/or transit-dependent populations.*

Population and economic projections are an essential part of the VISION 2050 planning process, which considers a number of land use and transportation issues. Land use issues include where to focus development and redevelopment, the density of development, and what existing land should be preserved, such as prime agricultural lands and key environmental resources. Transportation issues include the level of connectivity and service to be provided by highway and public transit systems, and the facilities and accommodations to be provided for bicycle and pedestrian travel. They also include the facilities essential to accommodate the movement of freight by the Region's businesses and industries.

The Commission staff launched a series of public Visioning Workshops in fall 2013 to engage Southeastern Wisconsin residents in the land use and transportation planning process and elicit their



In 2010, per capita income for Southeastern Wisconsin was similar to that of the State and Nation.

feedback. The workshops were the first set in a five-part series of Visioning Workshops planned from 2013 to 2015. The series includes public workshops held by Commission staff in each county, along with workshops conducted with eight VISION 2050 partner organizations which represent traditionally underrepresented populations such as people with disabilities and low-income, minority, and limited English language proficiency residents. Findings from the current editions of *The Population of Southeastern Wisconsin* and *The Economy of Southeastern Wisconsin* were shared with all fall 2013 workshop participants to help them provide input to the Commission for VISION 2050.



*One Region, Focusing on Our Future*

*The Commission's regional land use and transportation plan under State law is an advisory plan, and provides the essential guidance and coordination to the 154 local units of government within Southeastern Wisconsin, the State government, the Federal government, and private interests. The plan considers future land use development, and the role of highway, public transit, and systems management improvement actions addressing existing and future transportation problems. The plan also addresses the necessary extension and coordination of street and highway improvements and transit routes and improvements across jurisdictional boundaries.*

*VISION 2050 documents the preferences and desired future of Southeastern Wisconsin; is grounded in realistic analysis and incorporates possible future changes; and provides a framework for building consensus on policies and strategies related to land use and transportation.*

## ECONOMIC ACTIVITY TRENDS

Current and historic information on the Region's economy is important to comprehensive planning, as it contributes to an understanding of existing development patterns and historic trends, and provides a framework for preparing employment projections. A summary of key information follows:

- The Region's labor force grew at a somewhat slower rate than the Nation's labor force and at about the same rate as the State's labor force between 2000 and 2010.
- The gender makeup of the Region's civilian labor force changed slightly during the 2000s, with the female component increasing slightly compared with the dramatic increase in female labor force participation between 1950 and 1990.

- For the Region as a whole, the civilian labor force participation rate remained unchanged from 2000 to 2010.
- The past decade saw a slight change in the relative distribution of the labor force among the counties within Southeastern Wisconsin. Milwaukee County's share of the regional labor force decreased slightly during the 2000s, while in each of the other six counties, the regional share remained about the same or increased slightly.
- The number of jobs in the Region fluctuated somewhat over the course of the last decade, decreasing during the early 2000s, increasing through the mid-2000s, and then decreasing after 2008 due to the national economic recession.
- As a result of the net loss of jobs during the 2000s, the Region's share of the State's jobs decreased from 35.7 to 34.4 percent, while the Region's share of the Nation's jobs decreased from 0.74 to 0.69 percent.
- Five Counties in the Region—Kenosha, Ozaukee, Walworth, Washington, and Waukesha—experienced at least a slight net increase in employment during the 2000s, despite sustaining recession-related job losses near the end of the decade. Conversely, total employment in Milwaukee County and Racine County decreased by about 42,900 jobs and 5,500 jobs, respectively, between 2000 and 2010.
- Between 2000 and 2010, Milwaukee and Racine Counties' share of total regional employment decreased, while the share of each of the other five counties increased at least slightly. Over the past six decades, Milwaukee County has experienced a substantial decrease in its share of regional employment—from 79.1 percent in 1950 to 48.9 percent in 2010. Waukesha County's share increased from 2.9 to 22.8 percent during that period.
- The 2000s saw a continuation of a long-term shift in the regional economy from a manufacturing to a service orientation. Manufacturing employment in the Region decreased by 31.0 percent during the 2000s, and by 37.6 percent over the last four decades. Conversely, service-related employment increased by 9.9 percent during the 2000s, and by 183 percent over the last four decades. Due to these differing growth rates, the proportion of manufacturing jobs relative to



The construction sector is expected to rebound from losses during the recent economic downturn.

total jobs in the Region decreased from 30.2 percent in 1970 to 12.6 percent in 2010, while service-related employment increased from 26.3 percent in 1970 to 49.7 percent in 2010. The State of Wisconsin and the United States have experienced a similar major shift from manufacturing to service-related employment.

- Per capita income in the Region stood at \$25,900 in 2010. Per capita income in the Region, measured in constant dollars, decreased by 11.3 percent during the 2000s. Constant dollar per capita income for Wisconsin and the Nation also decreased. Historically, the per capita income level for the Region has been higher than for the State and the Nation. However, in 2010 per capita income for the Region, State, and Nation were about the same.
- Median family income in the Region stood at \$65,400 in 2010. The median family income for the Region, as measured in constant dollars, decreased by 11.0 percent during the 2000s, with the constant dollar median family income for the State and Nation decreasing as well. Median family income for the Region as reported by the Census Bureau has consistently exceeded the State and Nation. In 2010, the Region median family income exceeded that of the State and Nation by 5.3 percent and 7.9 percent, respectively.

## YEAR 2050 EMPLOYMENT PROJECTIONS

The target year for projections is determined by the requirements of the subsequent planning work—in this case for the year 2050. The land use pattern, the supporting transportation system, and other infrastructure must be planned in consideration of anticipated demand over the long term, with anticipated future employment, population, and

Table 1

**ACTUAL AND PROJECTED EMPLOYMENT  
IN THE REGION: 2010-2050**

Year	Actual and Projected Jobs		
Actual: 2010	1,176,600		
Projected Employment	High Projection	Intermediate Projection	Low Projection
2020 .....	1,268,600	1,229,200	1,192,600
2030 .....	1,360,600	1,281,800	1,208,600
2040 .....	1,452,600	1,334,400	1,224,600
2050 .....	1,544,600	1,386,900	1,240,400
Projected Change in Employment: 2010-2050			
Number of Jobs .....	368,000	210,300	63,800
Percent Change .....	31.3	17.9	5.4

Source: U.S. Bureau of Economic Analysis and SEWRPC.

household levels taken into consideration. The new employment projections were prepared for the period 2010 to 2050 to support the preparation of the regional land use and transportation plan and Federal transportation planning requirements.

To help develop the year 2050 employment projections, the Commission prepared projections for industry groups consistent with groups or sectors defined under the North American Industry Classification System (NAICS): Manufacturing; Construction, Wholesale Trade; Retail Trade; Services; Transportation, Warehousing and Utilities; Government; Agriculture; and Other. Historic trends, time series analyses, projections from other agencies, and various economic outlooks were used to develop a set of employment projections for each group. From within this set of projections for each industry group, an intermediate projection was chosen to represent the most likely growth path.

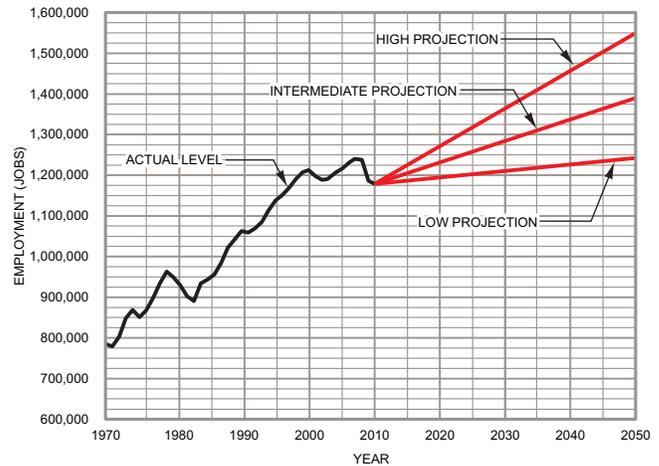
High and low projections represented growth paths that could conceivably be achieved under higher and lower growth scenarios. The resulting total employment levels were reviewed in light of the future labor force levels that could be expected in the Region under the Commission's new population projections. The industry-specific employment projections under each scenario were then adjusted for consistency between the total number of jobs and the projected population and associated labor force.

### Projected Total Employment

Projections of total employment for the Region through the year 2050 are presented in Table 1 and Figure 1. Under the intermediate-growth scenario, employment in the Region would increase from 1,176,600 jobs in

Figure 1

**TOTAL EMPLOYMENT PROJECTIONS  
FOR THE REGION: 2010-2050**



Source: U.S. Bureau of Economic Analysis and SEWRPC.

2010 to 1,386,900 jobs in 2050, an increase of 210,300 jobs, or 18 percent. It's important to recognize that employment levels in the Region were depressed in 2010, the base year of the new projections, as a result of the major economic recession that began in late 2007.

### Projected Employment by Industry

*The Economy of Southeastern Wisconsin* projects regional employment for each industry group under the intermediate projection (see Figure 2).

**Manufacturing**—Employment in the Region is expected to decrease by 20 percent over the long term, from 148,100 jobs in 2010 to 119,200 jobs in 2050. Under this scenario, manufacturing would account for 9 percent of all jobs in the Region.

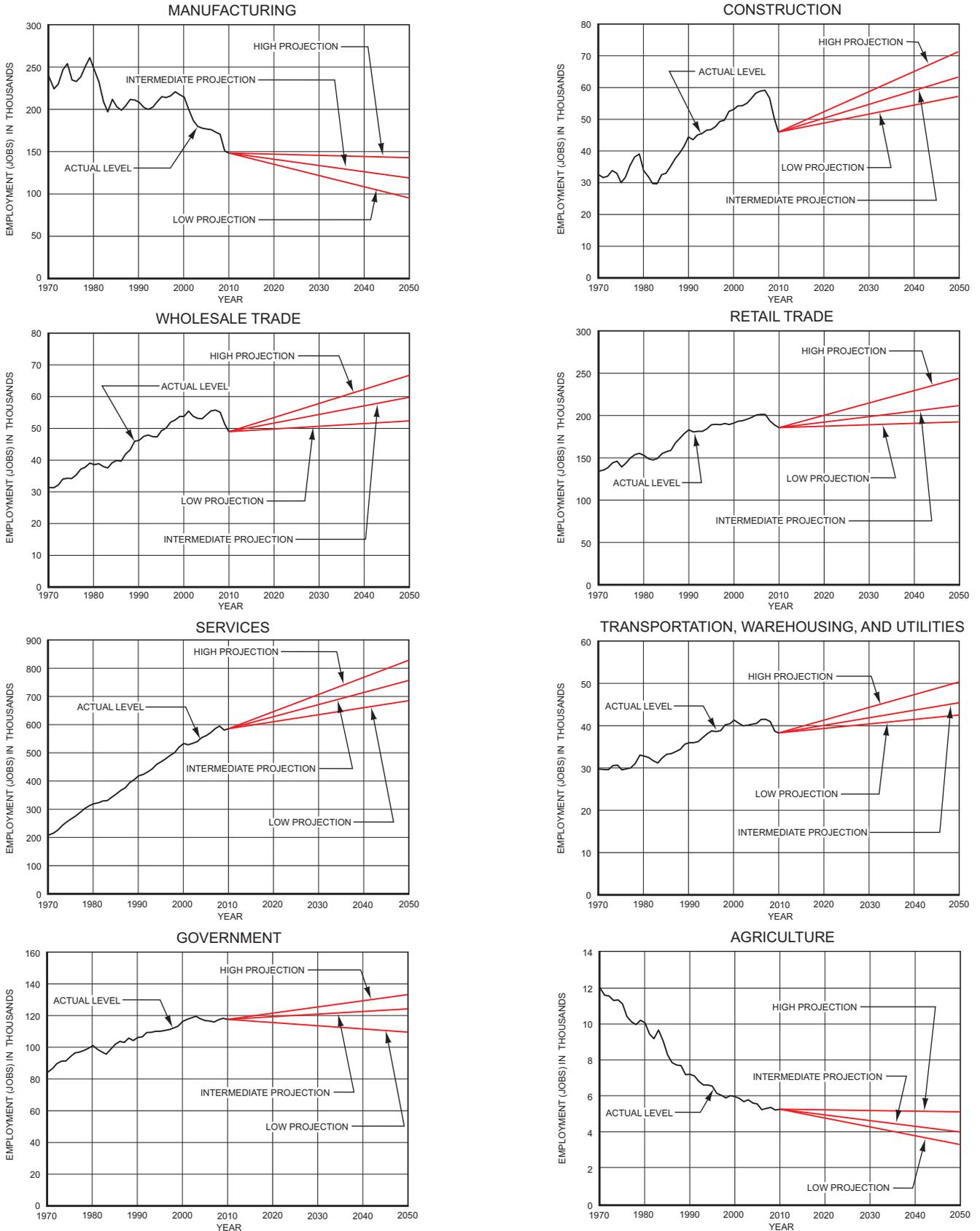
**Service**—Employment is expected to increase by 29 percent over the long term, from 584,400 jobs in 2010 to 756,400 jobs in 2050. These jobs would represent 55 percent of all jobs in the Region.

**Construction**—Employment is expected to increase by 38 percent from 45,900 jobs in 2010 to 63,300 jobs in 2050. Construction employment was severely impacted by the recession; the projected year 2050 construction employment for the Region is 4,200 jobs, or 7 percent, greater than the peak level that occurred in 2007.

**Retail**—Employment is expected to increase by 14 percent from 185,800 jobs in 2010 to 211,900 jobs in 2050. Retail employment was also significantly impacted by the recession; the projected year 2050 retail employment is 10,700 jobs, or 5 percent, greater than the peak level for the Region experienced in 2007.

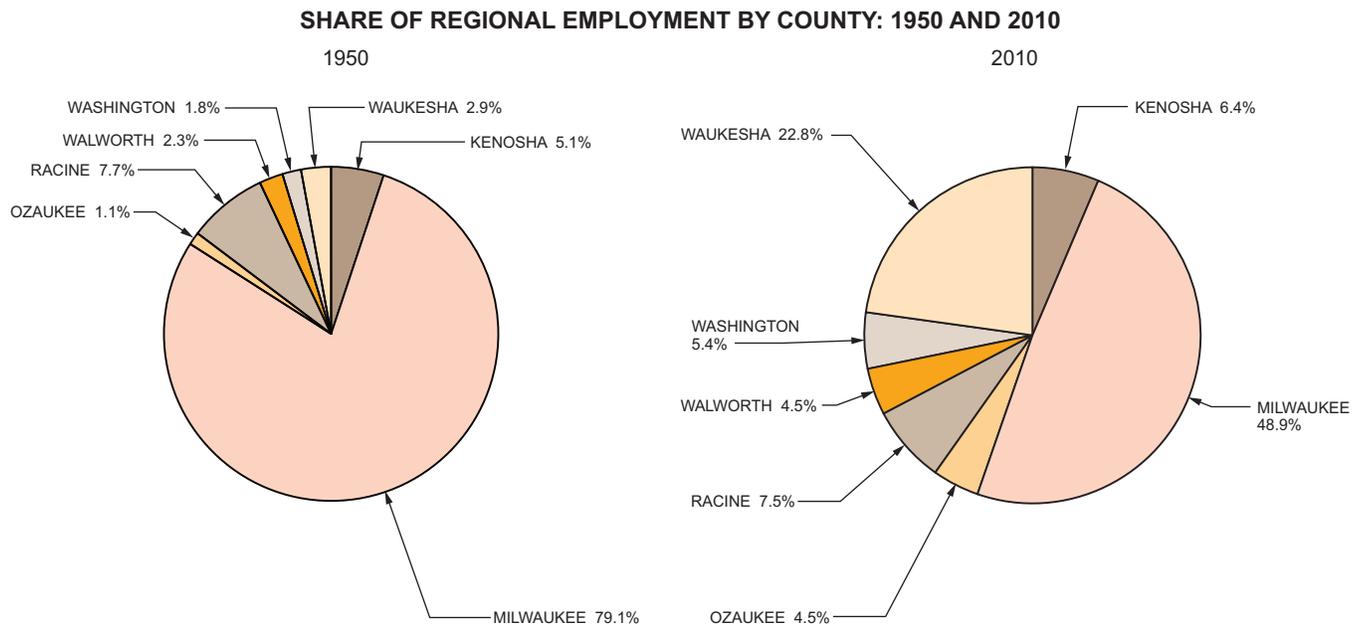
Figure 2

**ACTUAL AND PROJECTED EMPLOYMENT IN THE REGION BY INDUSTRY: 1970-2050**



Source: U.S. Bureau of Economic Analysis and SEWRPC.

Figure 3



Source: U.S. Bureau of Economic Analysis and SEWRPC.

**Wholesale Trade/Transportation, Warehousing and Utilities**—Employment in wholesaling is expected to increase by 23 percent from 48,800 jobs in 2010 to 59,800 jobs in 2050. For wholesaling, the projected year 2050 employment is 4,100 jobs, or 7 percent, greater than the peak level in 2007. Employment in transportation/warehousing/utilities is expected to increase by 19 percent, from 38,200 jobs in 2010 to 45,400 jobs in 2050. For transportation/warehousing, the projected year 2050 employment is 4,000 jobs, or 10 percent greater than the peak level in 2007.

**Government**—Employment is expected to increase by 6 percent, from 117,700 jobs in 2010 to 124,400 jobs in 2050. Budget tightening is projected to continue in this sector.

**Agriculture**—Employment is expected to continue to decrease from about 5,200 jobs in 2010 to about 4,000 jobs in 2050.

#### Projected Employment Distribution by County

Figure 3 and Figure 4 depict past, current, and projected employment patterns for the Region by County. As shown in Figure 3, the largest distributional changes in employment have occurred in Milwaukee and Waukesha Counties. Over the last six decades, Milwaukee County's share decreased from 79 to 49 percent, while Waukesha County's share increased from 3 to 23 percent. The share of the other five counties in the Region combined increased by 10.3 percent.

Under the Commission's projections, the decrease in Milwaukee County's share of regional employment and the increase in Waukesha County's share would be moderated over the projection period. The share of each of the other five counties would increase slightly, by less than 1.0 percent. Four of these five Counties—Kenosha, Ozaukee, Walworth, and Washington—experienced a slight increase in their share of regional employment over the past 20 or more years. Racine County experienced a slight decrease in its share of regional employment in recent decades. The projection for Racine County envisions a modest reversal of this trend over the course of the projection period.

Under the Commission's intermediate projection, between 2010 and 2050:

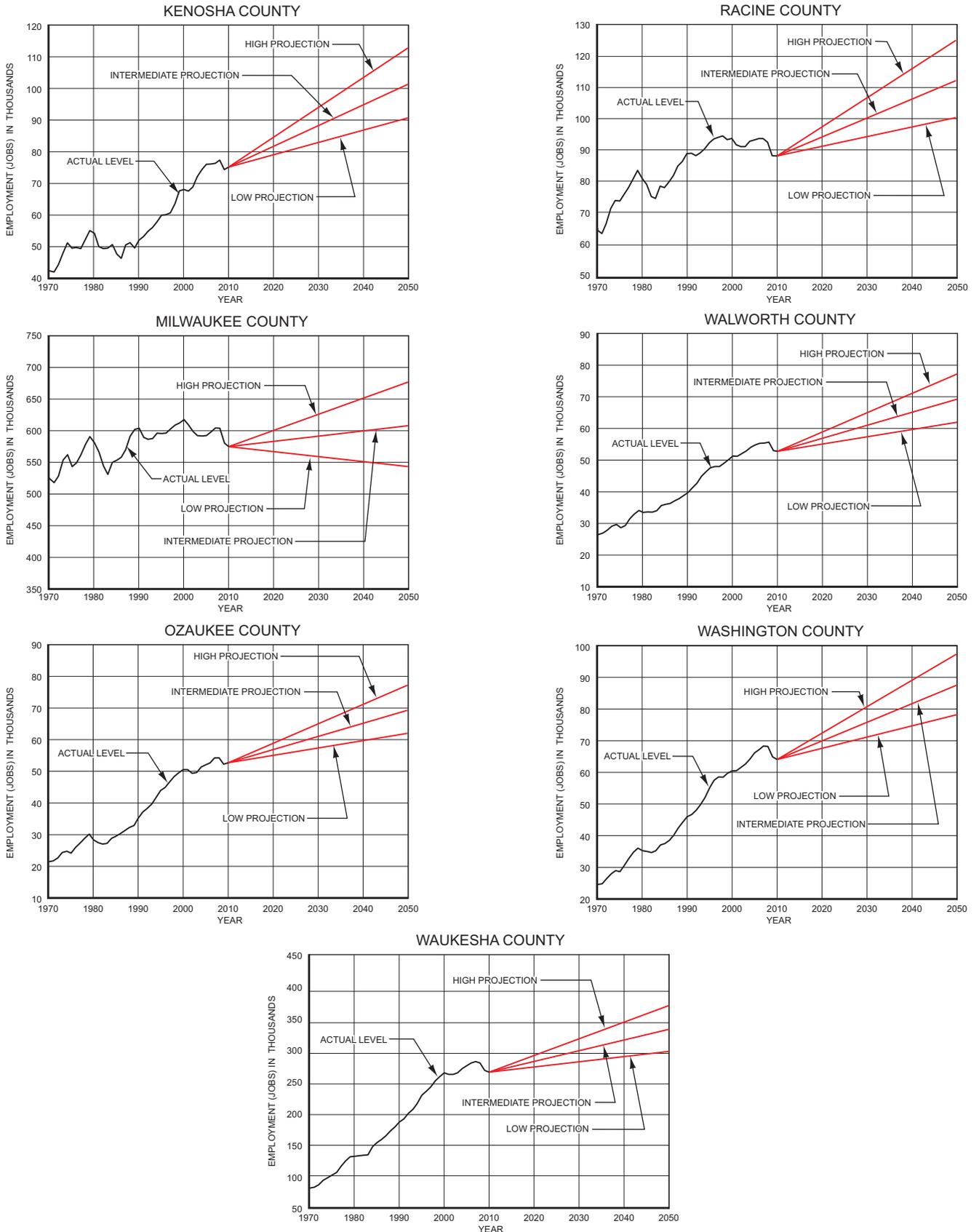
- Employment increases in Kenosha, Ozaukee, Racine, Walworth, and Washington Counties would range 16,600 jobs in Walworth County to 26,400 jobs in Kenosha County;
- Waukesha County employment would increase by 69,500 jobs, or 26 percent; and
- Milwaukee County employment would increase by 33,500 jobs, or about 6 percent, with the year 2050 employment level slightly higher than in pre-recession 2007.

#### Projected Future Labor Force

The civilian labor force of an area consists of all its residents who are 16 years of age or over and who are

Figure 4

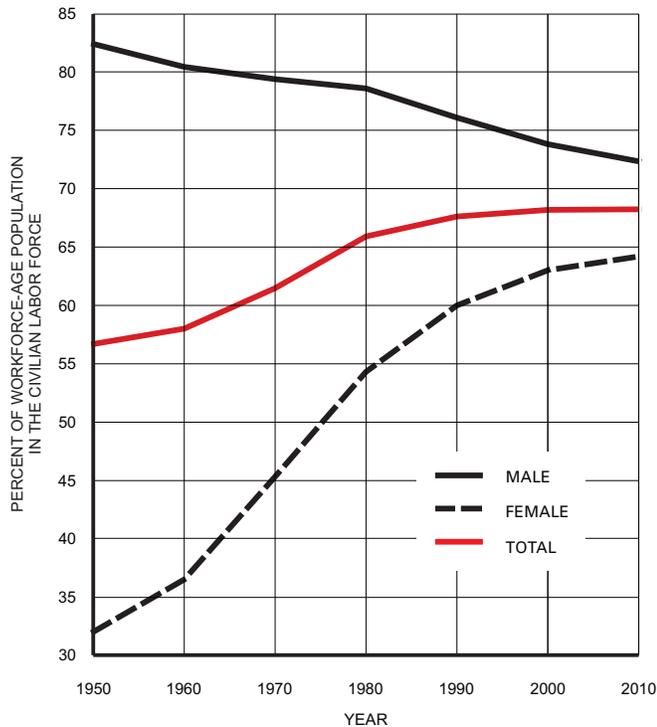
**ACTUAL AND PROJECTED EMPLOYMENT IN THE REGION BY COUNTY: 1970-2050**



Source: U.S. Bureau of Economic Analysis and SEWRPC.

Figure 5

### CIVILIAN LABOR FORCE PARTICIPATION RATES IN THE REGION: 1950-2010



Source: U.S. Bureau of the Census and SEWRPC.

either employed or temporarily unemployed. For *The Economy of Southeastern Wisconsin* analysis, projections in future labor force levels in the Region were developed based upon future population levels by age and sex from the Commission's year 2050 population projections, along with reasonable assumptions regarding future labor force participation rates by age and sex. It was assumed that, for most age-sex groups, the labor force participation rate would remain at 2010 levels over the projection period and there would be a modest increase in the rate for individuals age 65 and over.

*The overall labor force participation rate is defined as the total labor force divided by the total labor force-age population.*

The report recognized that, even with little or no change in age- and sex-specific labor force participation rates, the labor force participation rate may be expected to decrease in the decades ahead largely due to the aging of the population. The overall labor force participation rate for the Region may be expected to be about 62 percent under each growth scenario in 2050, compared to about 68 percent in 2010. This long-term decline in the overall labor force is consistent with the projected

Table 2

### LABOR FORCE PARTICIPATION RATES IN THE REGION BY AGE GROUP: 2010 AND 2050

Age Group	Labor force participation rate by Age and Sex			
	Males		Females	
	Actual 2010	Assumed 2050	Actual 2010	Assumed 2050
16-24	62.8	62.8	65.1	65.1
25-34	90.7	90.7	82.4	82.4
35-44	90.8	90.8	80.4	80.4
45-54	86.4	86.4	81.7	81.7
55-64	71.7	71.7	66.0	66.0
65-74	28.9	31.3	22.1	25.4
75 and Older	8.2	10.1	4.5	6.1

Source: U.S. Bureau of the Census and SEWRPC.

decrease for the Nation as a whole. Figure 5 reflects the labor force historical participation rates for males and females in the Region. Table 2 reflects actual 2010 labor force participation rates together with assumed 2050 rates.

## POPULATION AND HOUSEHOLD TRENDS

The year 2010 Federal census and prior Federal censuses provide an extensive database for analyzing the existing population and historic population trends in the Region over time. A summary of key information follows:

- The resident population of the Region was 2,020,000 persons in 2010, compared to 1,931,200 in 2000. The 4.6 percent increase in the regional population between 2000 and 2010 is substantially greater than the increases experienced during the 1970s and 1980s, but less than the increase in the 1990s.
- The Region's population grew at a somewhat slower rate than the State and the Nation between 2000 and 2010. As a result, the Region's share of Wisconsin's population decreased slightly, from 36.0 percent to 35.5 percent, with the Region's share of the national population also declining.
- Each of the seven counties in the Region gained population between 2000 and 2010. Milwaukee County's increase of 0.8 percent represents the County's first 10-year increase in population since the 1960s. Among the other six counties in the Region, the relative increase in population ranged from 3.5 percent in Racine County to 12.2 percent in Washington County.

- Milwaukee County's share of the regional population decreased from 48.7 percent in 2000 to 46.9 percent in 2010, while the share of each of the other six counties remained about the same or increased slightly.
- Growth in the regional population has been accompanied by change in the age composition. The median age of the regional population was 37.0 years in 2010 and has increased steadily since 1970, when it was 27.6 years.
- The vast majority of the Region's population (97.7 percent) reported only one race in the 2010 Federal census. This includes 76.0 percent reporting White; 14.6 percent reporting Black or African American; 0.5 percent reporting American Indian or Alaska Native; 2.6 percent reporting Asian; less than 0.1 percent reporting Native Hawaiian or Other Pacific Islander; and 3.9 percent reporting some other race. About 2.3 percent of the regional population reported being of more than one race.
- The Federal census includes questions on Hispanic origin independent of questions on race. About 10 percent of the Region's population was reported to be of Hispanic origin in the 2010 census. The Hispanic population in the Region increased by 58.4 percent between 2000 and 2010, far exceeding the rate of increase in the overall population of the Region (4.6 percent).
- The minority population of the Region—identified on the basis of Hispanic origin and race—increased by 28.4 percent between 2000 and 2010. Conversely, the non-Hispanic White population decreased by 2.8 percent. The minority population's share of the total regional population increased from 23.5 percent to 28.9 percent between 2000 and 2010, while the non-Hispanic White population share decreased from 76.5 percent to 71.1 percent.
- Each county in the Region experienced an increase in its minority population between 2000 and 2010. In absolute terms, the largest minority population increase occurred in Milwaukee County.
- The number of households in the Region increased by 6.8 percent from 2000 to 2010, and each county in the Region experienced an increase in the number of households, led by Washington County with an increase of 17.7 percent.
- The rate of growth in households in the Region between 2000 and 2010, 6.8 percent, exceeded the rate of growth in the total population, 4.6 percent.
- For the Region overall, the average household size was 2.47 persons in 2010, a slight decrease of about 2 percent from 2000.
- Between 2000 and 2010, nonfamily households in the Region increased more rapidly than family households. Single-person households account for much of the long-term increase in nonfamily households: By 2010, single-person households comprised about 29.1 percent of all households in the Region.

Figure 6 illustrates the increase in actual and projected population in the Region from 1950 to 2050.

*Nonfamily households include one-person households and those comprised of unrelated persons living in the same housing unit.*

## COMPONENTS OF POPULATION CHANGE

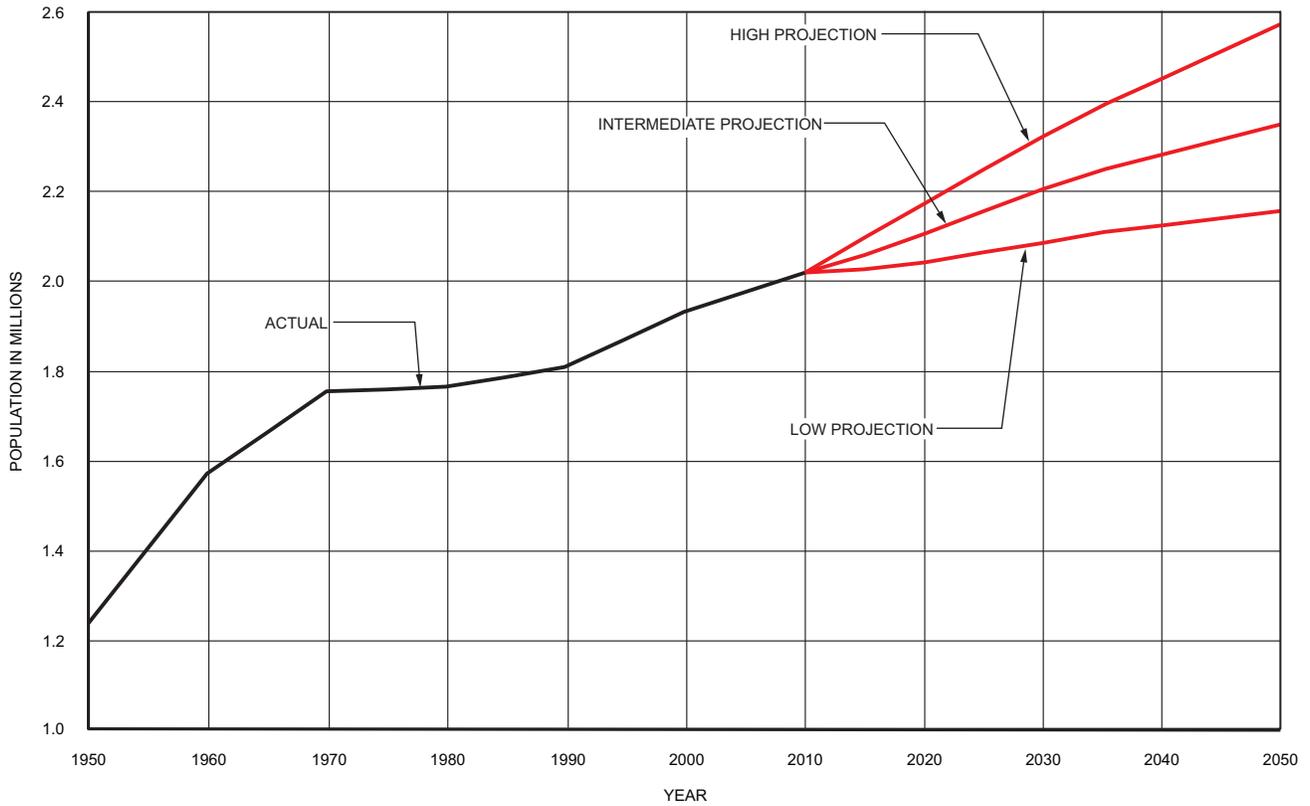
The population of an area such as the Southeastern Wisconsin Region is constantly changing with the occurrence of births and deaths, and through the inflow and outflow of persons migrating from one area to another (see Figure 7). Population increases result from births and in-migration of persons; population decreases result from deaths and out-migration of persons.

*The balance between births and deaths is termed "natural increase" and the balance between in-migration and out-migration is termed "net migration." Information on past trends in natural increase and migration provides insight into the causal factors underlying historic population changes.*

A summary of the key findings related to population change in the Region follows:

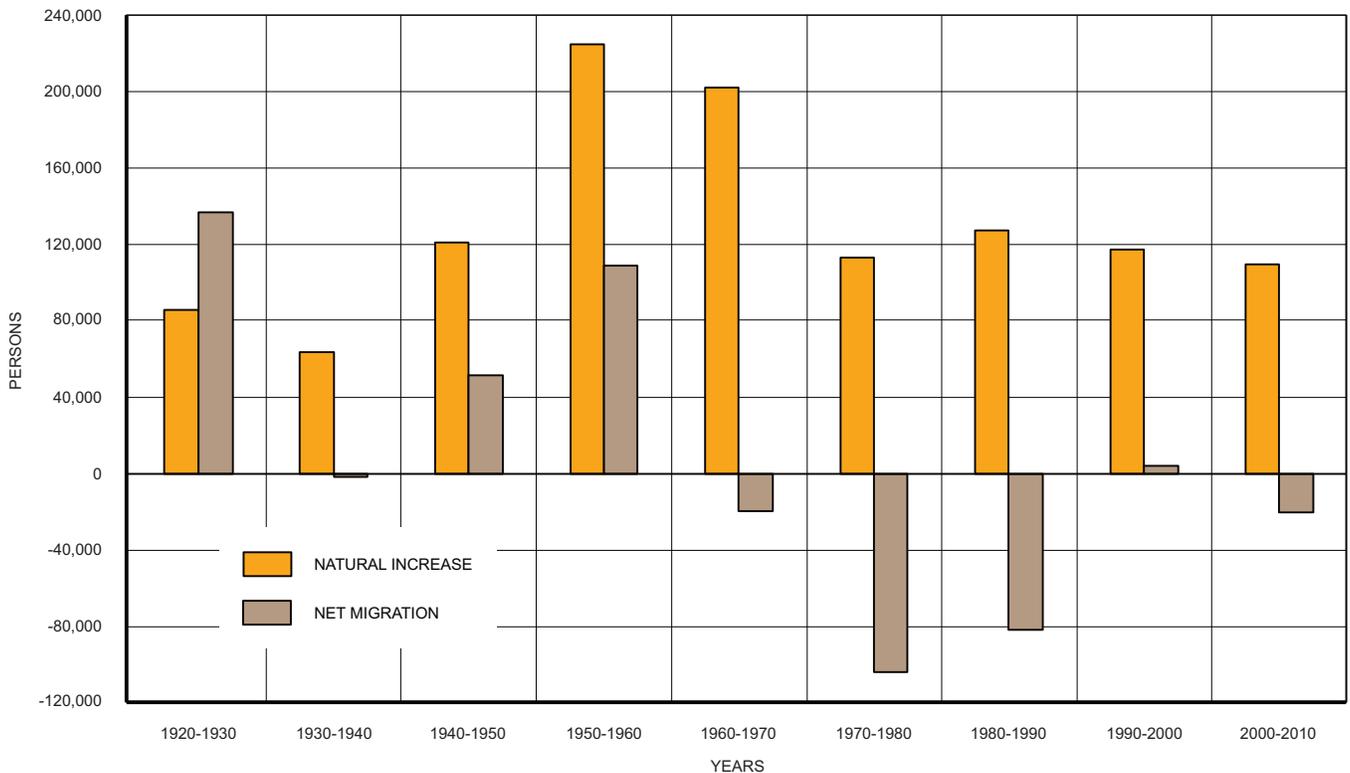
- The population of the Region increased from 1,931,200 persons in 2000 to 2,020,000 persons in 2010. The overall population increase of 88,800 persons in the Region between 2000 and 2010 is the result of a natural increase of about 109,200 and a net out-migration of about 20,400.
- Examination of fertility rates and mortality rates provides insight into the overall trend in natural increase in the population. The total fertility rate

**Figure 6**  
**ACTUAL AND PROJECTED POPULATION IN THE REGION: 1950-2050**



Source: U.S. Bureau of the Census and SEWRPC.

**Figure 7**  
**COMPONENTS OF POPULATION CHANGE IN THE REGION: 1920-2010**



Source: U.S. Bureau of the Census, Wisconsin Department of Health Services, and SEWRPC.



Table 3

**ACTUAL AND PROJECTED POPULATION IN THE REGION BY AGE: 2010-2050  
(INTERMEDIATE PROJECTION)**

Age Group	Year								
	2010	2015	2020	2025	2030	2035	2040	2045	2050
Under 5.....	133,503	132,574	137,216	140,037	141,943	142,431	142,100	142,690	145,429
5 to 9.....	137,010	132,098	131,865	137,117	140,359	142,726	143,716	143,856	144,897
10 to 14.....	140,118	139,101	134,433	134,243	139,642	143,073	145,761	147,090	147,460
15 to 19.....	144,926	140,458	139,757	135,145	134,923	140,421	143,954	146,775	148,232
Subtotal 0 to 19	555,557	544,231	543,271	546,542	556,867	568,651	575,531	580,411	586,018
20 to 24.....	137,595	142,227	138,007	137,820	133,270	133,024	138,287	141,607	144,168
25 to 29.....	137,321	138,260	143,254	138,989	138,780	134,306	134,196	139,553	142,928
30 to 34.....	128,174	138,906	139,990	146,365	142,608	142,113	137,436	137,497	143,497
35 to 39.....	125,851	128,235	139,722	140,774	148,111	145,036	144,657	140,029	140,299
40 to 44.....	136,456	124,949	127,657	139,230	140,077	148,037	145,673	145,563	141,035
Subtotal 20 to 44	665,397	672,577	688,630	703,178	702,846	702,516	700,249	704,249	711,927
45 to 49.....	153,577	134,804	123,656	126,410	137,859	138,682	147,039	145,233	145,348
50 to 54.....	153,402	150,324	132,208	121,400	124,185	135,491	136,465	145,038	143,651
55 to 59.....	132,272	146,515	144,347	127,247	116,965	119,745	130,741	131,976	140,680
60 to 64.....	105,758	123,487	137,658	136,328	120,342	110,726	113,519	124,149	125,665
Subtotal 45 to 64	545,009	555,130	537,869	511,385	499,351	504,644	527,764	546,396	555,344
65 to 69.....	72,622	95,606	112,504	126,263	125,667	111,199	102,561	105,463	115,694
70 to 74.....	54,925	65,029	86,265	102,150	115,300	115,462	102,581	94,932	97,968
75 to 79.....	46,609	47,156	56,542	75,548	89,990	102,322	103,365	92,408	85,915
80 to 84.....	39,940	36,722	37,866	46,070	62,143	74,737	85,979	87,999	79,416
85 and Older.....	39,911	44,344	46,058	48,601	55,664	70,229	87,736	106,837	121,758
Subtotal 65 and Older	254,007	288,857	339,235	398,632	448,764	473,949	482,222	487,639	500,751
Total	2,019,970	2,060,795	2,109,005	2,159,737	2,207,828	2,249,760	2,285,766	2,318,695	2,354,040

NOTE: Age groups which approximate the "baby boom" generation (persons born from 1946 through 1964) are shaded gray.

Source: U.S. Bureau of the Census and SEWRPC.

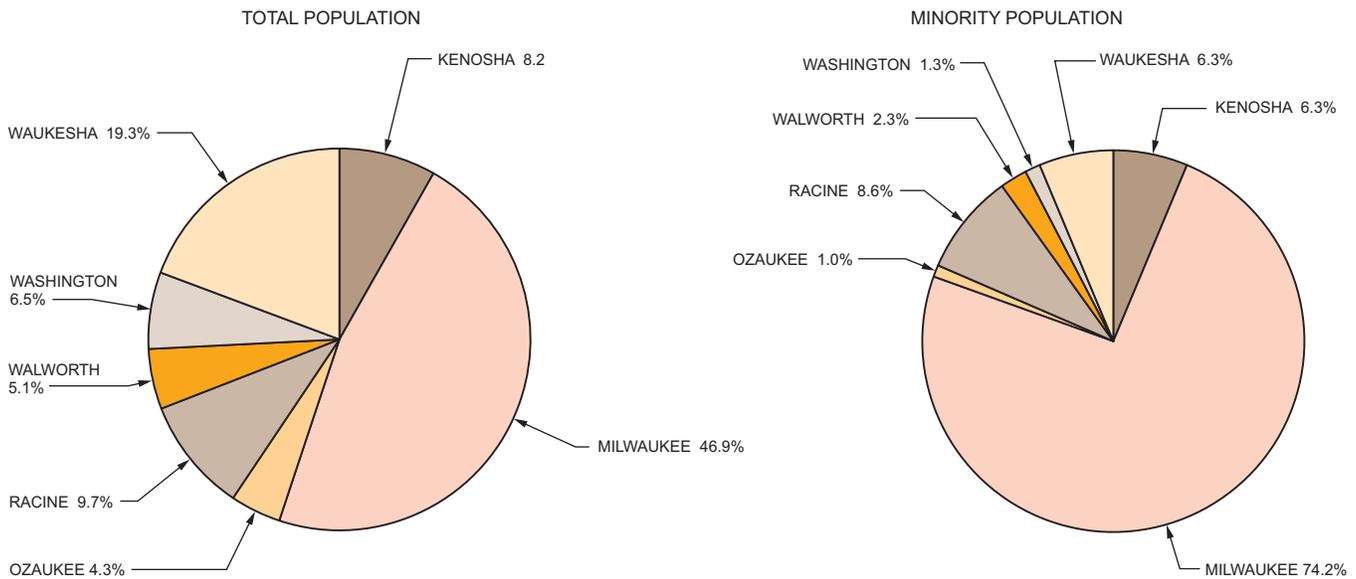
moderate increase in the total fertility rate and a moderate improvement in survival rates. The three sets of projections differ primarily in terms of assumed future migration levels, as follows:

- The intermediate projection envisions a gradual improvement in net migration for the Region—from a modest net out-migration in the early part of the projection period to a modest net in-migration in the later part—in response to economic growth in the Region over the long term and the need for additional workers as baby-boomers retire from the workforce.
- The high-growth projection assumes a higher level of net migration into the Region than the intermediate projection.
- The low-growth projection assumes a substantial net out-migration from the Region.
- The Commission's intermediate projection envisions that the regional population would increase by 16.5 percent, from 2,020,000 persons in 2010 to 2,354,000 persons in 2050.
- The new projections anticipate continued change in the age composition of the regional population in the coming decades (see Table 3). Under the intermediate projection, while the broad age groups 0-19 years, 20-44 years, and 45-64 years are projected to be relatively stable, the population age 65 and over is projected to nearly double during the projection period—a reflection of the aging of the large baby-boom population born from 1946 through 1964. Persons age 65 and over would account for about 21 percent of the total population in the Region in 2050, compared to about 13 percent in 2010.
- The intermediate projection envisions that the number of households in the Region would increase by 21.5 percent, from 800,100 households in 2010 to 972,400 households in 2050. The projected relative increase in households under the intermediate scenario,

The specific methodology and assumptions underlying the new demographic projections are explained in Technical Report No.11. A summary of the resulting projections follows:

Figure 9

## SHARE OF TOTAL AND MINORITY POPULATION IN THE REGION BY COUNTY: 2010



NOTE: The minority population includes persons reported in the census as being of Hispanic origin and/or reporting their race as Black or African American, American Indian/Alaska Native, Asian, Native Hawaiian/Pacific Islander, some other race, or more than one race.

Source: U.S. Bureau of the Census and SEWRPC.

21.5 percent, exceeds the projected relative increase in population, 16.5 percent.

- Commission projections envision that the average household size in the Region will continue its historic decline, with the rate of decline being somewhat moderated in the coming decades. The average household size in the Region is projected to decrease by 4.5 percent during the projection period, from 2.47 persons in 2010 to 2.36 persons in 2050.
- In addition to changes in the overall size and age characteristics of the regional population, continued change in the racial/ethnic makeup of the Region's population may be expected in the years ahead. Extrapolation of past trends indicates a significant increase in the minority share of the regional population and a decrease in the non-Hispanic White share, and that the minority share of the regional population would increase from 29 percent in 2010 to nearly 45 percent in 2050, while the non-Hispanic White share would decrease from 71 percent in 2010 to just over 55 percent in 2050. Similar changes are projected for the Nation as a whole. Figure 9 illustrates the percentage of minority population in each County within the Region.

## RELATIONSHIP BETWEEN POPULATION AND EMPLOYMENT PROJECTIONS

As part of the Commission's analysis, assumptions were necessarily made regarding future unemployment rates and the extent of multiple job-holding in the Region. For purposes of this analysis, unemployment rates of 4.0, 5.0, and 6.0 percent were assumed under the high-, intermediate-, and low-growth scenarios, respectively. These were deemed to be representative of the long-term average rates that could reasonably be expected under the three growth scenarios.

Table 4 indicates the range in the number of jobs that could potentially be accommodated by the projected population for each growth scenario. This analysis assumes that the balance between the number of residents of the Region who commute to jobs outside the Region and the number of nonresidents who commute to jobs inside the Region will not change substantially over the projection period. Under this analysis, basic consistency is indicated between the projected jobs and the projected number of persons in the labor force within the Region.

**Table 4**

**ESTIMATED NUMBER OF JOBS ABLE TO BE ACCOMMODATED BY THE PROJECTED POPULATION AND ASSOCIATED LABOR FORCE IN THE REGION AND COMPARISON TO THE PROJECTED NUMBER OF JOBS: 2050**

Growth Scenario	Projected Population: 2050	Projected Labor Force: 2050	Assumed Unemployment Rate: 2050	Multiple Job-holding Factor— Assumed Range: 2050		Jobs Able to be Accommodated by Projected Labor Force: 2050		Projected Jobs: 2050
				From	To	From	To	
High .....	2,577,700	1,287,400	4.0	1.194	1.268	1,475,700	1,567,100	1,544,600
Intermediate.....	2,354,000	1,171,300	5.0	1.194	1.268	1,328,600	1,410,900	1,386,900
Low.....	2,159,800	1,070,500	6.0	1.194	1.268	1,201,500	1,276,000	1,240,400

Source: SEWRPC.

**FOR MORE INFORMATION**

Visit [www.sewrpc.org](http://www.sewrpc.org) for:

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