Rural Wisconsin Demographics

WISCONSIN OFFICE OF
Rural Health

	Rural	Urban	Wisconsin[1]
👤 PEOPLE			
Population			
Population estimate, 2015-2019[2]	1,469,831	4,320,885	5,790,716
Population, Census, April 1, 2020[1]	Not available	Not available	5,893,718
Population, Census, April 1, 2010[3]	1,479,319	4,207,667	5,686,986
Age and Sex[2]			
Persons under 5 years, percent	5.2%	5.9%	5.7%
Persons under 18 years, percent	21.0%	22.5%	21.8%
Persons 65 years and over, percent	20.0%	15.3%	17.5%
Female persons, percent	49.4%	50.6%	50.2%
Race and Hispanic Origin[2]			
White alone, percent	93.5%	82.7%	87.0%
Black or African American alone, percent	1.0%	8.2%	6.7%
American Indian and Alaska Native alone, percent	1.7%	0.6%	1.2%
Asian alone, percent	0.9%	3.4%	3.0%
Native Hawaiian and Other Pacific Islander alone, percent	0%	0%	0.1%
Two or more races, percent	1.7%	2.6%	2.0%
Hispanic or Latino, percent	4.0%	7.8%	7.1%
Population Characteristics[4]			
Veterans	102,842	228,498	331,340
Foreign-born persons, percent	2.6%	5.8%	5.0%
Families & Living Arrangements[4]			
Households	615,348	1,742,808	2,358,156
Living in same house 1 year ago, percent of persons age 1 year+	87.6%	85.5%	86.0%
Language other than English spoken at home, percent of persons age 5 years+	5.5%	9.8%	8.7%
Computer and Internet Use[4]			
Households with a computer, percent	86.6%	90.3%	89.4%
Households with a broadband Internet subscription, percent	78.8%	83.8%	82.5%
Education[4]			
High school graduate or higher, percent of persons age 25 years+	91.3%	92.5%	92.2%
Bachelor's degree or higher, percent of persons age 25 years+	21.7%	33.1%	30.1%
Health			
Persons with a disability, under age 65 years, percent[4]	9.2%	7.7%	8.0%
Persons without health insurance, under age 65 years, percent[5]	8.0%	6.5%	6.8%

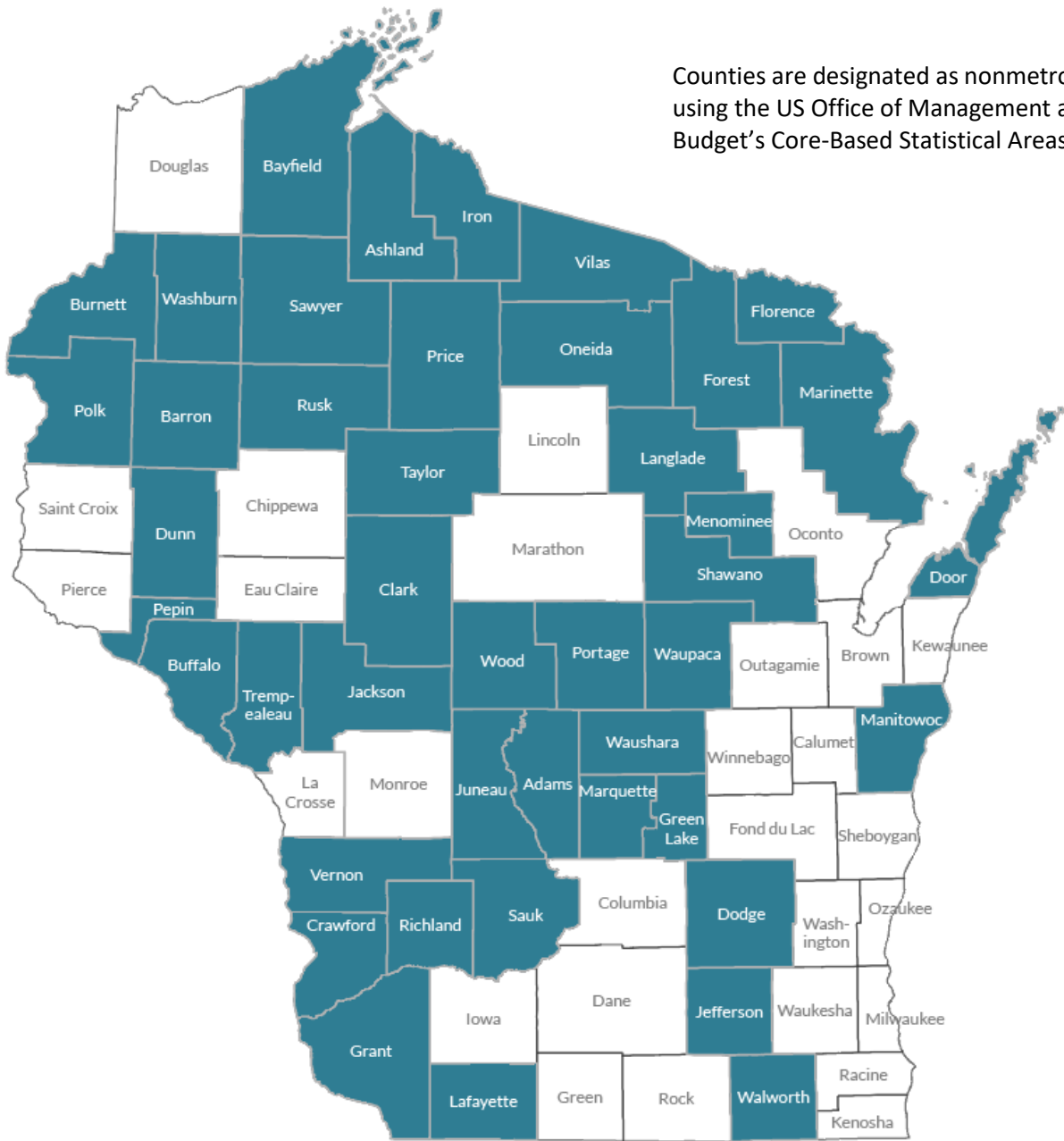|	Rural	Urban	Wisconsin[1]
👤 **PEOPLE continued**			
Economy[6]			
In civilian labor force, total, percent of population age 16 years+	62.8%	67.7%	66.4%
In civilian labor force, female, percent of female population age 16 years+	59.2%	64.1%	62.9%
Poverty[7]			
Persons in poverty, percent	9.5%	10.2%	10%
📊 **BUSINESSES[8]**			
Total employer establishments	36,585	104,453	141,038
Total employment	502,886	2,063,822	2,566,708
Total annual payroll ($1,000)	$21,207,407	$107,702,451	$128,909,858
🌐 **GEOGRAPHY[9]**			
Population per square mile	41	246	105
Land area in square miles	36,467	17,701	54,128

Notes

The terms "rural" and "urban" in this fact sheet refer to data for nonmetro and metro areas, a county-level classification defined by the US Office of Management and Bureau. See the US Census Bureau's Housing Patterns and Core-Based Statistical Areas page for more information. See Appendix of this report for a list of nonmetro counties.

Sources
1. US Census Bureau QuickFacts: https://www.census.gov/quickfacts/fact/table/WI,US/POP010210, downloaded 12/29/2021
   - Note: Wisconsin values are from QuickFacts except for all Business measures and land area. Wisconsin values for the Business measures and land area are from the same sources as the rural/urban values.
2. US Census Bureau, 2019, American Community Survey, 5-Year Estimates Data Profiles, DP05: ACS Demographic and Housing Estimates
3. US Census Bureau, Decennial Census, 2010: DEC Summary File 1; Table: P1: Total Population
4. US Census Bureau, 2019, American Community Survey, 5-Year Estimates Data Profiles, DP02: Selected Social Characteristics in the United States
5. US Census Bureau, Small Area Health Insurance Estimates - 2019, https://www.census.gov/programs-surveys/sahie.html
6. US Census Bureau, 2019 American Community Survey, 5-Year Estimates Data Profiles, DP03: Selected Economic Characteristics
7. US Census Bureau, Small Area Income and Poverty Estimates - 2020, https://www.census.gov/programs-surveys/saipe.html
8. US Census Bureau, 2019, County Business Patterns, https://www.census.gov/programs-surveys/cbp.html
9. Wisconsin Department of Administration, Demographic Services Center, Population Density per Square Mile by County, 2020 Estimates, https://doa.wi.gov/Pages/LocalGovtsGrants/Wisconsin_Geography_Maps_and_Graphics.aspx

Appendix: Rural (nonmetro) Counties

Counties are designated as nonmetro using the US Office of Management and Budget's Core-Based Statistical Areas

Adams	Forest	Menominee	Taylor
Ashland	Grant	Monroe	Trempealeau
Barron	Green Lake	Oneida	Vernon
Bayfield	Iron	Pepin	Vilas
Buffalo	Jackson	Polk	Walworth
Burnett	Jefferson	Portage	Washburn
Clark	Juneau	Price	Waupaca
Crawford	Lafayette	Richland	Waushara
Dodge	Langlade	Rusk	Wood
Door	Manitowoc	Sauk	
Dunn	Marinette	Sawyer	
Florence	Marquette	Shawano	