

## COMMISSION COMPLETES PROJECTIONS OF REGIONAL POPULATION AND HOUSEHOLD LEVELS TO THE YEAR 2035

The projection of future population, household, and employment levels is essential for the Southeastern Wisconsin Regional Planning Commission to properly carry out its responsibility of preparing a comprehensive plan for the physical development of the Region. To facilitate the development of projections, the Commission periodically undertakes detailed studies of the demographic and economic base of the Region. In July 2004, the Commission completed two studies that resulted in projections of population, household, and employment levels for the Region to the year 2035. These detailed studies, which were prepared under the guidance of the Commission's Advisory Committee on Regional Population and Economic Forecasts, are documented in the fourth editions of SEWRPC Technical Report No. 10, *The Economy of Southeastern Wisconsin*, and SEWRPC Technical Report No. 11, *The Population of Southeastern Wisconsin*.

This issue of the *Newsletter* presents an overview of SEWRPC Technical Report No. 11 (4th Edition), *The Population of Southeastern Wisconsin*. It presents background information regarding population and household trends in the Region; describes the methodology and assumptions underlying the year 2035 population and household projections; and presents the resulting projections.

A summary of the companion employment projections for the Region through the year 2035, as documented in SEWRPC Technical Report No. 10 (4th Edition), *The Economy of Southeastern Wisconsin*, was presented in the previous issue of the *Commission Newsletter*.

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# PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued

**Table 1**

## POPULATION IN THE REGION, WISCONSIN, AND THE UNITED STATES: 1950-2000

Year	Region			Wisconsin			United States			Regional Population as a Percent of:	
	Population	Change		Population	Change		Population	Change		State	Nation
		Number	Percent		Number	Percent		Number	Percent		
1950	1,240,618	--	--	3,434,575	--	--	151,325,798	--	--	36.1	0.82
1960	1,573,614	332,996	26.8	3,951,777	517,202	15.1	179,323,175	27,997,377	18.5	39.8	0.88
1970	1,756,083	182,469	11.6	4,417,821	466,044	11.8	203,302,031	23,978,856	13.4	39.7	0.86
1980	1,764,796	8,713	0.5	4,705,642	287,821	6.5	226,504,825	23,202,794	11.4	37.5	0.78
1990	1,810,364	45,568	2.6	4,891,769	186,127	4.0	249,632,692	23,127,867	10.2	37.0	0.73
2000 <sup>a</sup>	1,931,165	120,801	6.7	5,363,675	471,906	9.6	281,421,906	31,789,214	12.7	36.0	0.69

NOTE: The data in this table differ slightly from data regarding population by age and race—which were not corrected by the Census Bureau—presented in other tables in this Newsletter.

<sup>a</sup>Reflects Census Bureau-approved corrections to initially released 2000 census data for the Region.

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

## CHANGES IN POPULATION

The resident population of the Region was 1,931,200 persons in 2000, compared to 1,810,400 in 1990. The increase of 120,800 persons, or 6.7 percent, during the 1990s is substantially larger than the increases experienced during the 1970s (8,700 persons) and 1980s (45,600 persons), but less than the increases of 333,000 persons and 182,500 persons experienced during the 1950s and 1960s, respectively. In relative terms, the Region’s population grew at a somewhat slower rate than the population of Wisconsin overall and the population of the United States during the 1990s. As a result, the Region’s share of Wisconsin’s population decreased slightly, from 37 percent to 36 percent, and the Region’s share of the national population also declined. The Region’s share of the State and national population has been gradually decreasing since 1960 (see Table 1).

During the 1990s, six of the counties in the Region experienced significant population growth, while Milwaukee County lost population (see Table 2 and Figure 1). Waukesha County gained the most population, increasing by 56,100 persons. Kenosha, Ozaukee, Racine, Walworth, and Washington Counties each gained between 9,400 and 22,200 persons, and Milwaukee County declined by 19,100 persons. Milwaukee County’s share of the regional population decreased by about 4 percentage points during the 1990s, while the share of each of the other six counties increased at least slightly. Over the past fifty years, the most notable change in population distribution within the Region has been the

# PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued

**Table 2**

## POPULATION IN THE REGION BY COUNTY: 1950-2000

County	Total Population											
	1950		1960		1970		1980		1990		2000 <sup>a</sup>	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
Kenosha.....	75,238	6.1	100,615	6.4	117,917	6.7	123,137	7.0	128,181	7.1	149,577	7.7
Milwaukee.....	871,047	70.2	1,036,041	65.8	1,054,249	60.0	964,988	54.7	959,275	53.0	940,164	48.7
Ozaukee.....	23,361	1.9	38,441	2.5	54,461	3.1	66,981	3.8	72,831	4.0	82,317	4.2
Racine.....	109,585	8.8	141,781	9.0	170,838	9.7	173,132	9.8	175,034	9.7	188,831	9.8
Walworth.....	41,584	3.4	52,368	3.3	63,444	3.6	71,507	4.0	75,000	4.1	92,013	4.8
Washington.....	33,902	2.7	46,119	2.9	63,839	3.7	84,848	4.8	95,328	5.3	117,496	6.1
Waukesha.....	85,901	6.9	158,249	10.1	231,335	13.2	280,203	15.9	304,715	16.8	360,767	18.7
Region	1,240,618	100.0	1,573,614	100.0	1,756,083	100.0	1,764,796	100.0	1,810,364	100.0	1,931,165	100.0

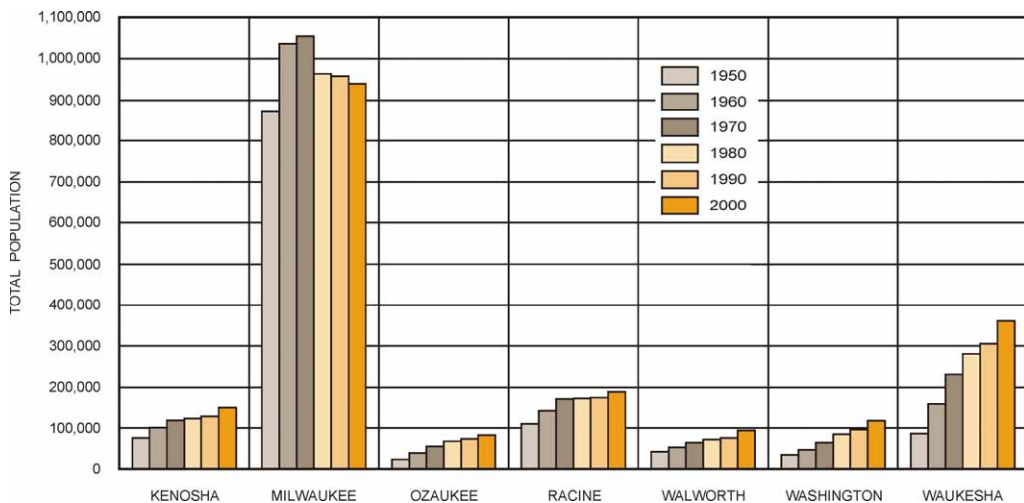
County	Population Change									
	1950-1960		1960-1970		1970-1980		1980-1990		1990-2000	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Kenosha.....	25,377	33.7	17,302	17.2	5,220	4.4	5,044	4.1	21,396	16.7
Milwaukee.....	164,994	18.9	18,208	1.8	-89,261	-8.5	-5,713	-0.6	-19,111	-2.0
Ozaukee.....	15,080	64.6	16,020	41.7	12,520	23.0	5,850	8.7	9,486	13.0
Racine.....	32,196	29.4	29,057	20.5	2,294	1.3	1,902	1.1	13,797	7.9
Walworth.....	10,784	25.9	11,076	21.2	8,063	12.7	3,493	4.9	17,013	22.7
Washington.....	12,217	36.0	17,720	38.4	21,009	32.9	10,480	12.4	22,168	23.3
Waukesha.....	72,348	84.2	73,086	46.2	48,868	21.1	24,512	8.7	56,052	18.4
Region	332,996	26.8	182,469	11.6	8,713	0.5	45,568	2.6	120,801	6.7

<sup>a</sup> Reflects Census Bureau-approved corrections to initially released 2000 census data for the Region.

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

**Figure 1**

## POPULATION IN THE REGION BY COUNTY: 1950-2000



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

## **PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued**

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increase in Waukesha County's share, from 7 percent to 19 percent of the regional population, and the decrease in Milwaukee County's share, from 70 percent to 49 percent.

### **CHANGING POPULATION CHARACTERISTICS**

Growth in the regional population over the past decade was accompanied by a change in the age composition. Among the five-year age groups, growth over the past ten years in the Region is most evident in the 40- to 44-year, the 45- to 49-year, and the 50- to 54-year age groups, largely reflecting the aging of “baby-boomers” (those born from 1946 through 1964). Conversely, the largest decreases in population between 1990 and 2000 occurred in the 25- to 29-year and 30- to 34-year age groups, a reflection of baby-boomers moving out of those age groups (see Table 3 and Figure 2).

As part of the 2000 census, respondents were given the opportunity for the first time to specify more than one race when reporting their racial identity. The vast majority of the population in the Region (98.3 percent) reported only one race. This includes 79.4 percent reporting White; 13.6 percent reporting Black or African American; 0.5 percent reporting American Indian or Alaska Native; 1.8 percent reporting Asian; less than 0.1 percent reporting Native Hawaiian or Other Pacific Islander; and 3.0 percent reporting some other race. Among the Region's counties, Milwaukee County remained the most racially diverse, followed by Racine and Kenosha (see Table 4).

As part of the census, respondents are asked about Hispanic origin independent of questions on race. In the 2000 census, about 126,400 persons in the Region, or about 7 percent of the Region's population, were reported to be Hispanic. According to 1990 and 2000 censuses, the Hispanic population in the Region increased by 86 percent during the 1990s. Combined with a reported 46 percent increase during the 1980s, the Hispanic population nearly tripled between 1980 and 2000 (see Table 5).

The foreign-born population in the Region was about 101,500 persons in 2000, representing about 5 percent of the total regional population. The foreign-born population of the Region increased substantially—by 33,800 persons, or 50 percent—between 1990 and 2000—following decreases over the prior two decades. The increase in the foreign-born population, including a significant Hispanic component, is a key aspect of the population migration pattern for the Region during the 1990s (see Table 6).

# PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued

**Table 3**

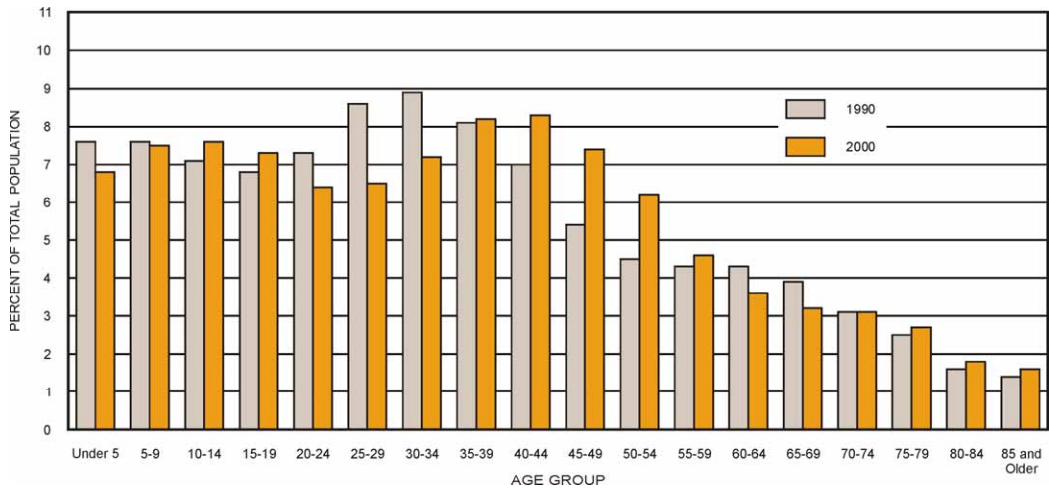
## AGE COMPOSITION OF THE POPULATION IN THE REGION: 1970-2000

Age Group (years)	1970		1980		1990		2000	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
Under 5 .....	153,243	8.7	128,085	7.3	138,444	7.6	132,390	6.8
5-9 .....	183,283	10.4	127,834	7.2	137,582	7.6	144,219	7.5
10-14 .....	186,865	10.6	146,252	8.3	128,651	7.1	147,229	7.6
15-19 .....	163,033	9.3	168,897	9.6	123,812	6.8	141,558	7.3
20-24 .....	132,672	7.5	166,934	9.5	132,736	7.3	124,200	6.4
25-29 .....	114,042	6.5	153,984	8.7	154,747	8.6	125,567	6.5
30-34 .....	98,001	5.6	134,573	7.6	161,435	8.9	138,238	7.2
35-39 .....	95,857	5.5	104,594	5.9	146,066	8.1	157,844	8.2
40-44 .....	104,631	6.0	89,464	5.1	126,119	7.0	159,702	8.3
45-49 .....	103,140	5.9	87,770	5.0	97,337	5.4	142,428	7.4
50-54 .....	93,714	5.3	94,349	5.3	81,990	4.5	120,345	6.2
55-59 .....	85,424	4.9	90,688	5.1	77,337	4.3	88,417	4.6
60-64 .....	72,567	4.1	76,201	4.3	77,637	4.3	69,747	3.6
65-69 .....	57,494	3.3	64,547	3.7	70,577	3.9	62,281	3.2
70-74 .....	46,711	2.7	50,400	2.9	56,505	3.1	60,479	3.1
75-79 .....	33,341	1.9	37,502	2.1	44,570	2.5	51,372	2.7
80-84 .....	19,421	1.1	24,367	1.4	29,758	1.6	35,349	1.8
85 and Older .....	12,448	0.7	18,478	1.0	25,061	1.4	31,543	1.6
All Ages	1,755,887	100.0	1,764,919	100.0	1,810,364	100.0	1,932,908	100.0
Median Age	27.6	--	29.7	--	32.8	--	35.4	--

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

**Figure 2**

## AGE COMPOSITION OF THE POPULATION IN THE REGION: 1990 AND 2000



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

**PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued**

**Table 4**

**RACIAL COMPOSITION OF THE POPULATION IN THE REGION BY COUNTY: 2000**

County	One Race Reported									
	White		Black or African American		American Indian and Alaska Native		Asian		Native Hawaiian and Other Pacific Islander	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Kenosha.....	132,193	88.4	7,600	5.1	564	0.4	1,381	0.9	57	<0.1
Milwaukee.....	616,973	65.6	231,157	24.6	6,794	0.7	24,145	2.6	422	<0.1
Ozaukee.....	79,621	96.7	765	0.9	162	0.2	882	1.1	14	<0.1
Racine.....	156,796	83.0	19,777	10.5	687	0.4	1,363	0.7	77	<0.1
Walworth.....	88,597	94.5	790	0.9	219	0.2	612	0.7	24	<0.1
Washington.....	114,778	97.7	465	0.4	296	0.2	674	0.6	35	<0.1
Waukesha.....	345,506	95.8	2,646	0.7	788	0.2	5,381	1.5	87	<0.1
Region	1,534,464	79.4	263,200	13.6	9,510	0.5	34,438	1.8	716	<0.1

County	One Race Reported (continued)				More Than One Race Reported		Total Population	
	Other Race		Subtotal		Number	Percent	Number	Percent
	Number	Percent	Number	Percent				
Kenosha.....	4,924	3.3	146,719	98.1	2,858	1.9	149,577	100.0
Milwaukee.....	39,931	4.3	919,422	97.8	20,742	2.2	940,164	100.0
Ozaukee.....	276	0.4	81,270	99.3	597	0.7	82,317	100.0
Racine.....	6,972	3.7	185,672	98.3	3,159	1.7	188,831	100.0
Walworth.....	2,452	2.6	92,694	98.9	1,065	1.1	93,759	100.0
Washington.....	474	0.4	116,722	99.3	771	0.7	117,493	100.0
Waukesha.....	3,128	0.9	357,536	99.1	3,231	0.9	360,767	100.0
Region	58,157	3.0	1,900,485	98.3	32,423	1.7	1,932,908	100.0

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

**Table 5**

**HISPANIC POPULATION IN THE REGION BY COUNTY: 1980-2000**

County	1980		1990		2000		Change 1980-1990		Change 1990-2000	
	Persons of Hispanic Origin	Percent of Total Population	Persons of Hispanic Origin	Percent of Total Population	Persons of Hispanic Origin	Percent of Total Population	Number	Percent	Number	Percent
	Kenosha.....	3,578	2.9	5,580	4.4	10,757	7.2	2,002	56.0	5,177
Milwaukee.....	29,343	3.0	44,671	4.7	82,406	8.8	15,328	52.2	37,735	84.5
Ozaukee.....	530	0.8	517	0.7	1,073	1.3	-13	-2.5	556	107.5
Racine.....	7,201	4.2	9,034	5.2	14,990	7.9	1,833	25.5	5,956	65.9
Walworth.....	1,330	1.9	2,017	2.7	6,136	6.5	687	51.7	4,119	204.2
Washington.....	472	0.6	670	0.7	1,529	1.3	198	41.9	859	128.2
Waukesha.....	3,998	1.4	5,448	1.8	9,503	2.6	1,450	36.3	4,055	74.4
Region	46,452	2.6	67,937	3.8	126,394	6.5	21,485	46.3	58,457	86.0

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

## PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued

**Table 6**

### FOREIGN-BORN POPULATION IN THE REGION BY COUNTY: 1970-2000

County	Foreign-Born Population				Change in the Foreign-Born Population					
	1970	1980	1990	2000	1970-1980		1980-1990		1990-2000	
					Number	Percent	Number	Percent	Number	Percent
Kenosha.....	6,511	5,862	5,543	7,144	-649	-10.0	-319	-5.4	1,601	28.9
Milwaukee.....	54,828	46,271	42,775	63,648	-8,557	-15.6	-3,496	-7.6	20,873	48.8
Ozaukee.....	1,291	1,605	1,515	2,719	314	24.3	-90	-5.6	1,204	79.5
Racine.....	7,254	6,859	5,455	7,710	-395	-5.4	-1,404	-20.5	2,255	41.3
Walworth.....	2,078	2,414	2,608	5,036	336	16.2	194	8.0	2,428	93.1
Washington.....	1,006	1,750	1,447	2,190	744	74.0	-303	-17.3	743	51.3
Waukesha.....	5,858	8,796	8,306	13,017	2,938	50.2	-490	-5.6	4,711	56.7
Region	78,826	73,557	67,649	101,464	-5,269	-6.7	-5,908	-8.0	33,815	50.0

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

### CHANGES IN HOUSEHOLDS

In addition to total population, the number of households, or occupied housing units, is of importance in land use and public facility planning. Households greatly influence the demand for urban land and transportation and other public facilities and services. The number of households in the Region was about 749,000 in 2000, an increase of 72,900, or 11 percent, over the 1990 level. During the 1990s, all counties in the Region experienced increases in the number of households, led by Waukesha County, which gained 29,200 households, an increase of 28 percent. Milwaukee County gained 4,700 households, despite experiencing a decrease in total population (see Table 7 and Figure 3).

In relative terms, the rate of growth in households in the Region during the 1990s of 11 percent exceeded the rate of growth in the total population of 7 percent. Similar patterns were observed over each of the four previous decades. For the past 50 years overall, the number of households in the Region increased by 111 percent, while the total population increased by 56 percent. These differential growth rates between households and population are reflected in a declining average household size in the Region.

The average household size for the Region was 2.52 persons in 2000, which represents a decrease of about 0.10 person per household, or about 4 percent, from the 1990 figure of 2.62 persons. The decrease in household size during the 1990s was a continuation of a long-term trend in declining average household size for the Region over the past 50 years. Each of the seven counties in the Region has experienced a similar long-term trend of declining household size, traceable back to the 1970 or prior censuses (see Table 8). A particularly large decrease occurred between 1970 and 1980.

# PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued

**Table 7**  
**HOUSEHOLDS IN THE REGION BY COUNTY: 1950-2000**

County	Total Households											
	1950		1960		1970		1980		1990		2000 <sup>a</sup>	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
Kenosha.....	21,958	6.2	29,545	6.4	35,468	6.6	43,064	6.9	47,029	6.9	56,057	7.5
Milwaukee.....	249,232	70.3	314,875	67.6	338,605	63.1	363,653	57.9	373,048	55.2	377,729	50.4
Ozaukee.....	6,591	1.9	10,417	2.2	14,753	2.8	21,763	3.5	25,707	3.8	30,857	4.1
Racine.....	31,399	8.8	40,736	8.7	49,796	9.3	59,418	9.5	63,736	9.4	70,819	9.5
Walworth.....	12,369	3.5	15,414	3.3	18,544	3.5	24,789	3.9	27,620	4.1	34,505	4.6
Washington.....	9,396	2.7	12,532	2.7	17,385	3.2	26,716	4.2	32,977	4.9	43,843	5.8
Waukesha.....	23,599	6.6	42,394	9.1	61,935	11.5	88,552	14.1	105,990	15.7	135,229	18.1
Region	354,544	100.0	465,913	100.0	536,486	100.0	627,955	100.0	676,107	100.0	749,039	100.0

County	Household Change									
	1950-1960		1960-1970		1970-1980		1980-1990		1990-2000	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Kenosha.....	7,587	34.6	5,923	20.0	7,596	21.4	3,965	9.2	9,028	19.2
Milwaukee.....	65,643	26.3	23,730	7.5	25,048	7.4	9,395	2.6	4,681	1.3
Ozaukee.....	3,826	58.0	4,336	41.6	7,010	47.5	3,944	18.1	5,150	20.0
Racine.....	9,337	29.7	9,060	22.2	9,622	19.3	4,318	7.3	7,083	11.1
Walworth.....	3,045	24.6	3,130	20.3	6,245	33.7	2,831	11.4	6,885	24.9
Washington.....	3,136	33.4	4,853	38.7	9,331	53.7	6,261	23.4	10,866	32.9
Waukesha.....	18,795	79.6	19,541	46.1	26,617	43.0	17,438	19.7	29,239	27.6
Region	111,369	31.4	70,573	15.1	91,469	17.0	48,152	7.7	72,932	10.8

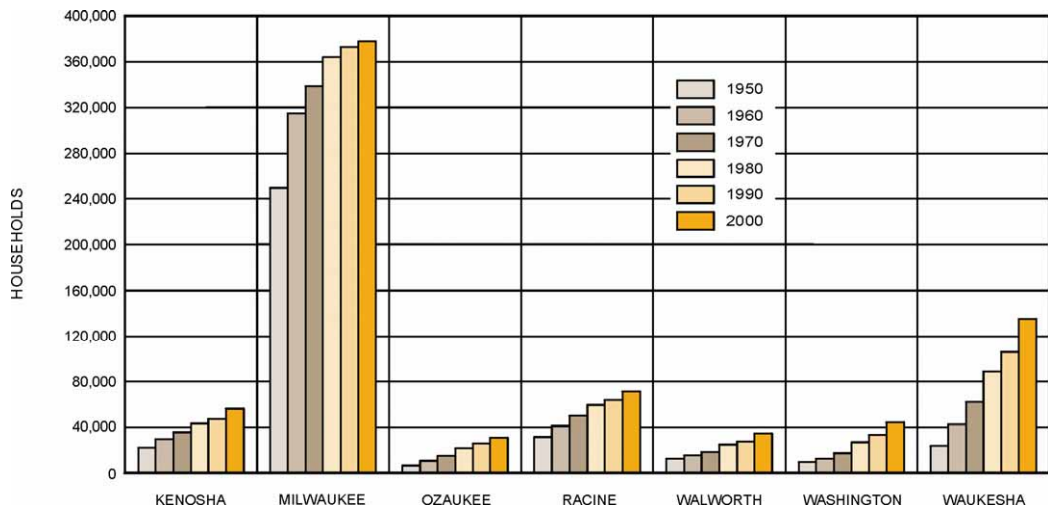
NOTE: The data in this table differ slightly from data regarding household type—which were not corrected by the Census Bureau—presented in Table 9 in this Newsletter.

<sup>a</sup> Reflects Census Bureau-approved corrections to initially released 2000 census data for the Region.

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

**Figure 3**

**HOUSEHOLDS IN THE REGION BY COUNTY: 1950-2000**



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



## PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued

**Table 8**

### AVERAGE HOUSEHOLD SIZE IN THE REGION BY COUNTY: 1950-2000

County	Average Persons Per Household by Year					
	1950	1960	1970	1980	1990	2000
Kenosha.....	3.36	3.36	3.26	2.80	2.67	2.60
Milwaukee.....	3.34	3.21	3.04	2.59	2.50	2.43
Ozaukee.....	3.51	3.65	3.66	3.04	2.79	2.61
Racine.....	3.37	3.39	3.35	2.86	2.70	2.59
Walworth.....	3.25	3.28	3.16	2.74	2.60	2.57
Washington.....	3.55	3.64	3.63	3.14	2.86	2.65
Waukesha.....	3.51	3.66	3.66	3.11	2.83	2.63
Region	3.36	3.30	3.20	2.75	2.62	2.52

NOTE: The average household size is calculated as the household population (the total population less persons in group quarters) divided by the number of households.

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

Trends toward decreasing household size have been influenced in part by changes in the types of households within the Region. This is particularly evident with respect to smaller nonfamily households, including single-person households. Single-person households alone increased substantially over the past three decades, growing by 115,400 since 1970, and comprised 28 percent of all households in the Region in 2000. Other nonfamily households, aside from single person households, also increased substantially in number and proportion. Nonfamily households overall, including single-person households, increased by roughly 50,000 during the 1990s, and also increased in relative proportion, from 30 percent of total households in 1990 to 34 percent in 2000. Although the absolute number of family households in the Region increased by roughly 23,000 during the 1990s, they decreased as a proportion of total households, from 70 percent in 1990 to 66 percent in 2000. These changes in household type are a continuation of trends observed in the Region during the 1970s and 1980s (see Table 9).

### COMPONENTS OF POPULATION CHANGE

The population of the Region is constantly changing as a result of births and deaths and through the inflow and outflow of persons migrating from one area to another. 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.” The measurement of trends in natural increase and net migration over time, particularly their rates relative to the total population, provide essential data used in the development of population projections.

## PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued

**Table 9**

### HOUSEHOLDS BY HOUSEHOLD TYPE IN THE REGION: 1970, 1980, 1990, AND 2000

Household Type	1970		1980		1990		2000	
	Households	Percent of Total	Households	Percent of Total	Households	Percent of Total	Households	Percent of Total
Family Households	431,003	80.3	454,705	72.4	469,674	69.5	492,902	65.8
Nonfamily Households								
Single Person	93,102	17.4	146,477	23.3	168,759	24.9	208,546	27.8
Other Nonfamily	12,381	2.3	26,773	4.3	37,674	5.6	47,607	6.4
Subtotal Nonfamily Households	105,843	19.7	173,250	27.6	206,433	30.5	256,153	34.2
Total Households	536,486	100.0	627,955	100.0	676,107	100.0	749,055	100.0

Household Type	Change: 1970-1980		Change: 1980-1990		Change: 1990-2000		Change: 1970-2000	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Family Households	23,702	5.5	14,969	3.3	23,228	4.9	61,899	14.4
Nonfamily Households								
Single Person	53,375	57.3	22,282	15.2	39,787	23.6	115,444	124.0
Other Nonfamily	14,392	116.2	10,901	40.7	9,933	26.4	35,226	284.5
Subtotal Nonfamily Households	67,767	64.2	33,183	19.2	49,720	24.1	150,310	142.0
Total Households	91,469	17.0	48,152	7.7	72,948	10.8	212,569	39.6

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

### Natural Increase

Of the total population increase of 120,800 persons in the Region between 1990 and 2000, 116,900 can be attributed to natural increase—the difference between births and deaths during this time. Looking further back in time, the level of natural increase in the Region has been relatively stable over the past three decades, averaging about 119,000 per decade (see Table 10 and Figures 4 and 5). This is significantly lower than the levels experienced during the 1950s and 1960s—which include much of the post-World War II baby-boom era—when natural increase in the Region occurred at very high levels, 224,500 and 202,400, respectively.

Examination of fertility rates and mortality rates provides insight into the overall trend in natural increase in the population. The total fertility rate in the Region was 2.04 in 2000—slightly below the replacement level of 2.1. The total fertility rate for the Region has increased somewhat since 1980, following dramatic decreases during the 1960s and 1970s. The total fertility rate for the Region increased by 11 percent between 1980 and 1990 and by 3 percent between 1990 and 2000 (see Figure 6). The increase in the total fertility rate since 1980 largely reflects increases in fertility in the older childbearing age groups—particularly, the 30- to 34-year old and the 35- to 39-year old age groups.

# PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued

**Table 10**

## LEVELS OF POPULATION CHANGE, NATURAL INCREASE, AND NET MIGRATION FOR THE REGION BY COUNTY: 1920-2000

County	1920-1930			1930-1940			1940-1950			1950-1960		
	Population Change	Natural Increase	Net Migration	Population Change	Natural Increase	Net Migration	Population Change	Natural Increase	Net Migration	Population Change	Natural Increase	Net Migration
Kenosha.....	11,993	7,571	4,422	228	4,391	-4,163	11,733	8,090	3,643	25,377	13,931	11,446
Milwaukee.....	185,814	61,736	124,078	41,622	49,309	-7,687	104,162	84,690	19,472	164,994	150,141	14,853
Ozaukee.....	1,059	1,435	-376	1,591	230	1,361	4,376	2,567	1,809	15,080	5,926	9,154
Racine.....	11,256	8,867	2,389	3,830	5,725	-1,895	15,538	11,351	4,187	32,196	21,473	10,723
Walworth.....	1,731	1,005	726	2,045	2	2,043	8,481	2,349	6,132	10,784	5,733	5,051
Washington.....	838	2,148	-1,310	1,879	1,756	123	5,472	3,656	1,816	12,217	7,501	4,716
Waukesha.....	9,746	2,651	7,095	10,386	2,145	8,241	23,157	8,424	14,733	72,348	19,746	52,602
Region	222,437	85,413	137,024	61,581	63,558	-1,977	172,919	121,127	51,792	332,996	224,451	108,545

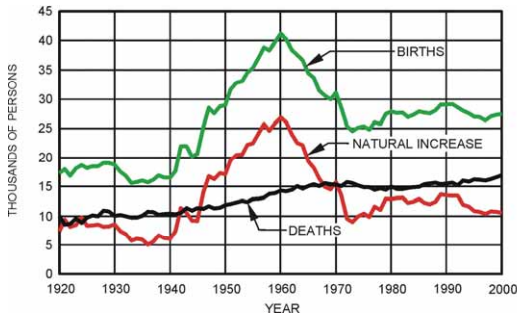
  

County	1960-1970			1970-1980			1980-1990			1990-2000		
	Population Change	Natural Increase	Net Migration	Population Change	Natural Increase	Net Migration	Population Change	Natural Increase	Net Migration	Population Change	Natural Increase	Net Migration
Kenosha.....	17,302	15,125	2,177	5,220	7,746	-2,526	5,044	8,177	-3,133	21,396	9,365	12,031
Milwaukee.....	18,208	122,192	-103,984	-89,261	60,105	-149,366	-5,713	69,529	-75,242	-19,111	64,145	-83,256
Ozaukee.....	16,020	6,090	9,930	12,520	4,798	7,722	5,850	5,141	709	9,486	3,916	5,570
Racine.....	29,057	20,441	8,616	2,294	12,842	-10,548	1,902	13,720	-11,818	13,797	11,127	2,670
Walworth.....	11,076	4,685	6,391	8,063	2,451	5,612	3,493	2,939	554	17,013	2,592	14,421
Washington.....	17,720	8,122	9,598	21,009	7,163	13,846	10,480	7,756	2,724	22,168	7,159	15,009
Waukesha.....	73,086	25,699	47,387	48,868	18,011	30,857	24,512	20,068	4,444	56,052	18,582	37,470
Region	182,469	202,354	-19,885	8,713	113,116	-104,403	45,568	127,330	-81,762	120,801	116,886	3,915

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

**Figure 4**

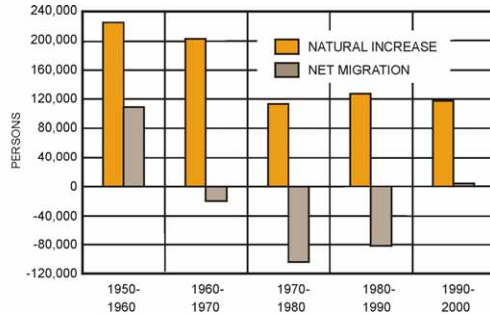
### LIVE BIRTHS, DEATHS, AND NATURAL INCREASE FOR THE REGION: 1920-2000



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

**Figure 5**

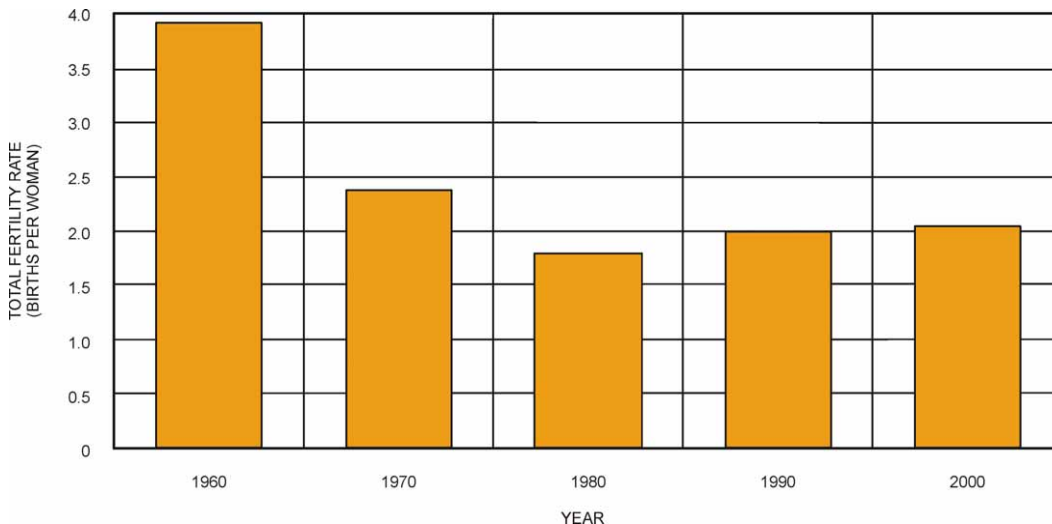
### COMPONENTS OF POPULATION CHANGE IN THE REGION: 1950-2000



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

**Figure 6**

**TOTAL FERTILITY RATE FOR THE REGION: 1960-2000**



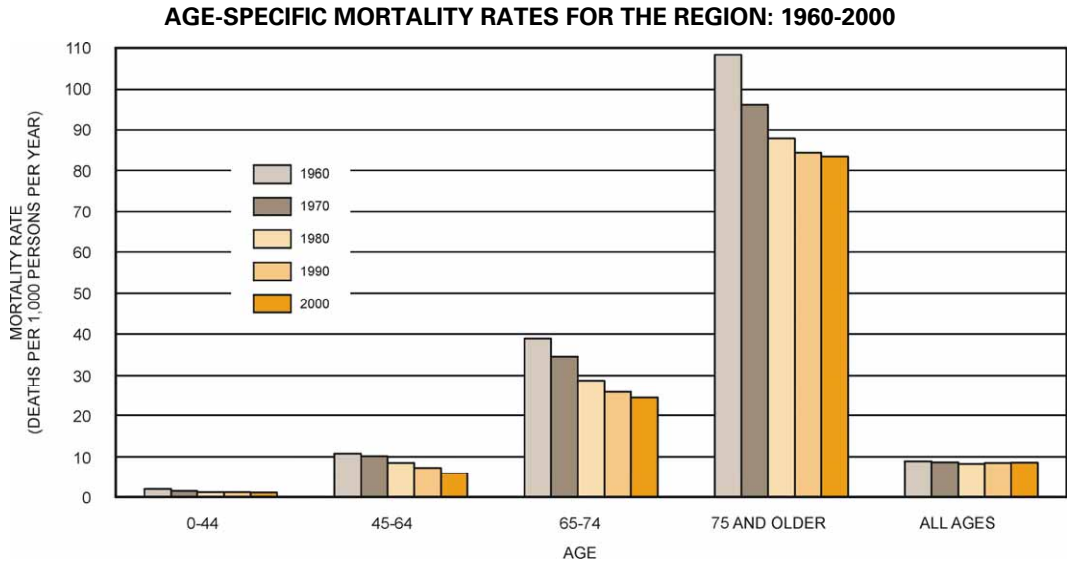
*Source: U.S. Bureau of the Census, U.S. National Center for Health Statistics, Wisconsin Department of Health and Family Services, and SEWRPC.*

The long-term trend in mortality rates in the Region has been one of gradual decline. With few exceptions, the mortality rates calculated for selected broad age groups (0 to 44, 45 to 64, 65 to 74, and 75 and older) for males and females combined have decreased each decade, going back to at least 1960. Between 1960 and 2000, the largest decreases in mortality rates occurred in the older age groups—the 65- to 75-year and the 75-year-and-over age groups (see Figure 7).

**Net Migration**

Net migration of population into and out of the Region has fluctuated substantially over the past five decades. The Region experienced a modest net in-migration of 3,900 persons during the 1990s, the first time since the 1950s that the Region as a whole experienced net in-migration. This followed three decades of net out-migration, including 81,800 persons during the 1980s, 104,400 persons during the 1970s, and 19,900 persons during the 1960s (see Table 10 and Figure 5). Each county in the Region, other than Milwaukee County, experienced a net in-migration of population during the 1990s. Milwaukee County experienced a net out-migration of 83,300 persons—slightly more than the County experienced in the 1980s (net out-migration of 75,200 persons), but substantially less than in the 1970s (net out-migration of 149,400 persons).

**Figure 7**



*Source: U.S. Bureau of the Census, U.S. National Center for Health Statistics, Wisconsin Department of Health and Family Services, and SEWRPC.*

Immigration from abroad is an important component of the Region’s net migration pattern. According to the 2000 U.S. Census, about 45,400 of the foreign-born residents of the Region entered the United States between 1990 and 2000. That 1990s level is significantly more than the corresponding per-decade figures ranging from roughly 12,000 to 18,000 reported in previous censuses for the 1960s, 1970s, and 1980s. Assuming that migration from the Region to other countries is negligible, the 45,400 foreign-born persons in the Region reported as entering the country during the 1990s may be considered a reasonable approximation of immigration from other countries into the Region.

**REGIONAL POPULATION PROJECTIONS TO THE YEAR 2035**

**Projection Ranges and Target Year**

Under the current demographic study, as in prior studies, the Commission has projected a range of future population and household levels—high, intermediate, and low—for the Region. This approach recognizes the uncertainty that surrounds any effort to predict

## **PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued**

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future socioeconomic conditions. The intermediate projections prepared under the study are considered the most likely to be achieved for the Region overall, and, in this sense, constitute the Commission’s “forecast,” to be used as a basis for the preparation of the regional land use and transportation plans. The high and low projections are intended to provide an indication of the range of population and household levels which could conceivably be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios for the Region.

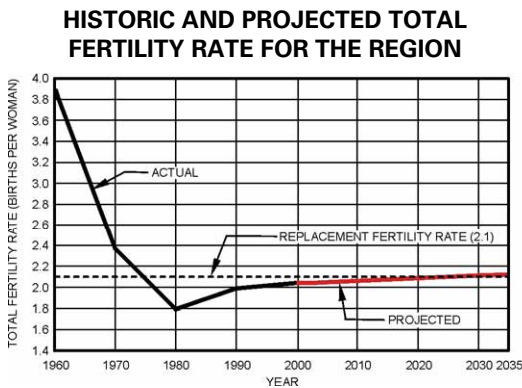
The target year of 2035 for the Commission’s projections was selected based upon the requirements of the planning work which utilizes the projections—the regional land use and transportation plans and other elements of the comprehensive plan for the Region. Projections to the year 2035 would support the preparation of a design year 2035 regional land use plan, which—with appropriate staging over the course of the planning period—would be consistent with State of Wisconsin comprehensive planning guidelines. Such projections would also support the preparation of a new regional transportation system plan which would be consistent with the plan timeframe requirements established in Federal transportation planning programs.

### **Projection Methodology and Assumptions**

The Commission employed a widely used population modeling technique known as the cohort-component method to develop the intermediate population projection. This method involved disaggregating the population into cohorts, or subgroups, based upon age and gender, and explicitly considering the three components of population change—births, deaths, and migration—with respect to each cohort throughout the projection period from 2000 to 2035. Specific assumptions were made regarding births, deaths, and migration. In general, the intermediate population projection envisions a modest increase in fertility rates, a modest improvement in life expectancy, and a relatively stable migration pattern for the Region overall in the coming decades.

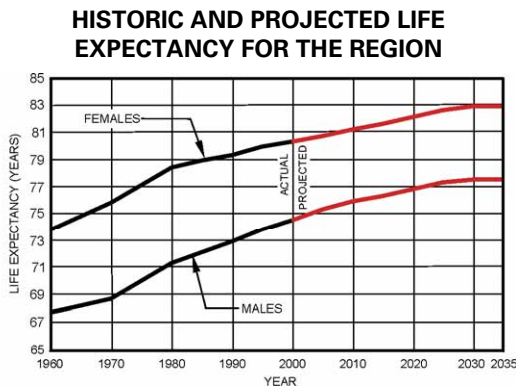
The fertility and mortality assumptions used for the intermediate population projection were based upon consideration of past trends; U.S. Census Bureau projections for the Nation; and Wisconsin Department of Administration (DOA) projections for the State. With regard to fertility, it was assumed that the Region’s total fertility rate would increase slightly over the projection period, from 2.04 in 2000 to 2.12 by the end of the projection period (see Figure 8). With regard to mortality, the intermediate population

**Figure 8**



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

**Figure 9**



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

projection assumed a modest improvement in life expectancy, with male life expectancy increasing by 2.9 years, and with female life expectancy increasing by 2.6 years, between 2000 and the end of the projection period (see Figure 9).

The migration assumptions underlying the Commission intermediate population projection were developed within the context of what is considered to be the most likely economic growth scenario for the Region. Under the concurrent Commission economic study, it was concluded that a significant increase or decrease in economic strength relative to other areas of the State or Nation is not likely. Thus, major changes in net-migration patterns for the Region from the recent past would not be expected, and total regional net migration for each 5-year period was assumed to be within the range of -3,000 to +3,000 persons.

Following development of the intermediate population projection, high and low population projections were developed, based upon consideration of factors having the potential to augment or dampen future population growth in the Region. It was the consensus of the Advisory Committee and the Commission staff that the relative strength of the regional economy was the primary factor which could result in future population levels significantly greater or less than the intermediate projection. Thus, the high projection was developed under an assumption that the regional economy would become significantly more competitive, creating an increased demand for workers and inducing a substantial net in-migration of people to meet that demand. The low projection was

## PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued

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developed under the assumption of a significantly less competitive regional economy, resulting in an out-migration of population, as workers move to areas experiencing stronger economic growth. In developing the high and low population projections, an effort was made to ensure consistency between those projections and the corresponding high and low employment level projections developed under the concurrent Commission study of the regional economy.

### **Projected Population**

Under the Commission's intermediate projection, the regional population would increase by 344,800 persons, or 18 percent, from 1,931,200 persons in 2000 to 2,276,000 persons in 2035. Under the intermediate projection, population growth would range between 50,000 and 55,000 persons during each five-year period from 2000 to 2025, with slightly smaller increases projected for 2025 to 2035. Under the high projection, the population of the Region could be as high as 2,501,100 persons in 2035, an increase of about 569,900 persons, or 30 percent, over the 2000 level, and exceeding the intermediate projection by about 10 percent. Under the low projection, the regional population could be as low as 2,090,500 persons in 2035, an increase of 159,300 persons, or 8 percent, over the 2000 level, and about 8 percent less than the intermediate projection (see Table 11 and Figure 10).

Under the intermediate projection, the population of Kenosha, Ozaukee, Walworth, Washington, and Waukesha Counties would increase by roughly 20 to 50 percent between 2000 and 2035. The population of Racine County would increase by 13 percent and the population of Milwaukee County would increase by 7 percent. Under the intermediate projection, population increases would range from 18,800 persons in Ozaukee County to 86,000 in Waukesha County (see Table 11 and Figure 11). It should be noted that the Commission projections envision the continuation of an "Illinois influence" on future population growth in Kenosha and Walworth Counties, characterized by persons from Northeastern Illinois seeking residences in Wisconsin.

The Commission population projections anticipate changes in the age structure of the population over the course of the projection period. The most significant changes, in the percent projections as in the historic data, can be attributed to the aging of the baby-boom generation (see Figures 12 and 13). Changes in the age composition may be expected to have a range of impacts, including, importantly, impacts on the available labor force, as baby-boomers move into their retirement years.



**PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued**

**Table 11**

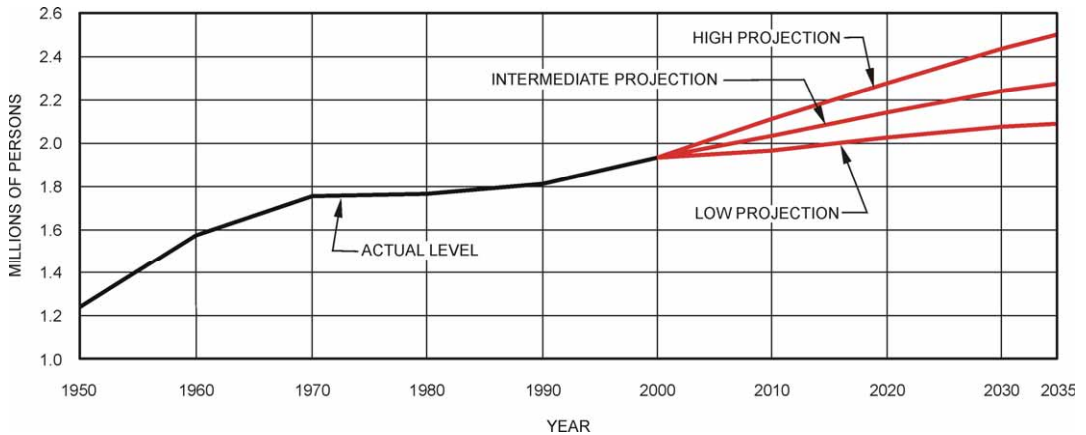
**ACTUAL AND PROJECTED POPULATION IN THE REGION BY COUNTY: 2000-2035**

County	Population 2000	Projected Population: 2035								
		High Projection			Intermediate Projection			Low Projection		
		Population 2035	Change: 2000-2035		Population 2035	Change: 2000-2035		Population 2035	Change: 2000-2035	
	Number	Percent		Number	Percent		Number	Percent		
Kenosha .....	149,600	235,300	85,700	57.3	210,100	60,500	40.4	191,200	41,600	27.8
Milwaukee .....	940,200	1,077,600	137,400	14.6	1,007,100	66,900	7.1	926,600	-13,600	-1.4
Ozaukee .....	82,300	115,300	33,000	40.1	101,100	18,800	22.8	93,000	10,700	13.0
Racine .....	188,800	243,500	54,700	29.0	213,600	24,800	13.1	200,800	12,000	6.4
Walworth .....	92,000	148,400	56,400	61.3	140,000	48,000	52.2	123,200	31,200	33.9
Washington .....	117,500	176,100	58,600	49.9	157,300	39,800	33.9	144,700	27,200	23.1
Waukesha .....	360,800	504,900	144,100	39.9	446,800	86,000	23.8	411,000	50,200	13.9
Region	1,931,200	2,501,100	569,900	29.5	2,276,000	344,800	17.9	2,090,500	159,300	8.2

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

**Figure 10**

**ACTUAL AND PROJECTED POPULATION IN THE REGION: 1950-2035**



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

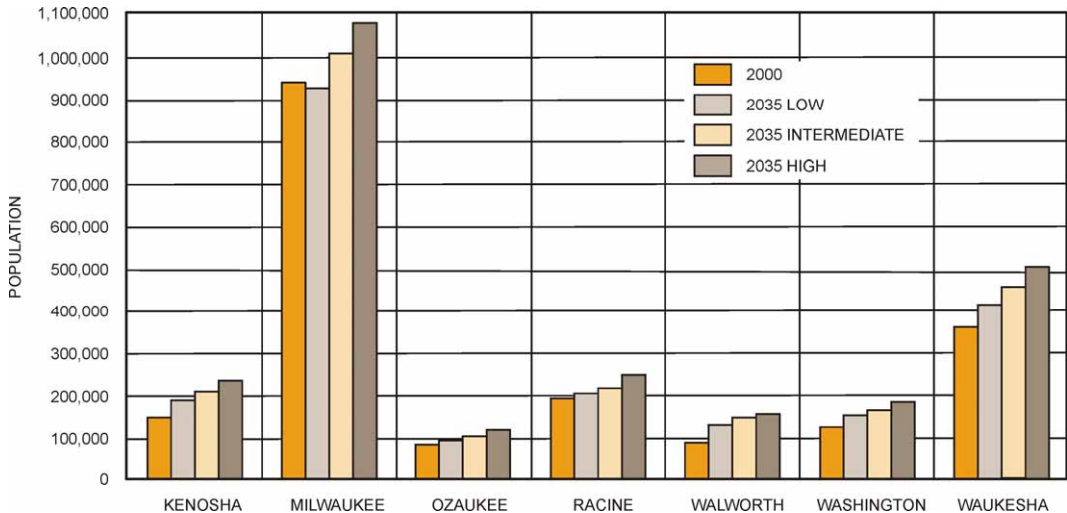
**Projected Households**

As indicated earlier, the relative increase in the number of households in the Region has exceeded the relative increase in population for each of the past five decades, with the average household size for the Region overall decreasing each decade. These trends are considered likely to continue during the projection period, although the rates of change may be expected to be moderated somewhat. The average household size in the Region decreased by 4.7 percent during the 1980s and by 3.8 percent during the 1990s. Under the

**PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued**

**Figure 11**

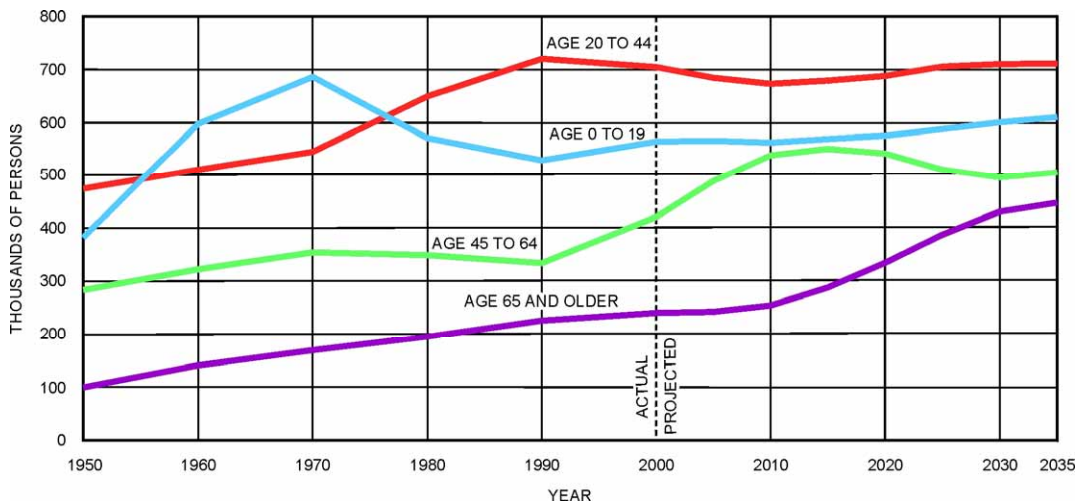
**ACTUAL AND PROJECTED POPULATION IN THE REGION BY COUNTY: 2000 AND 2035**



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

**Figure 12**

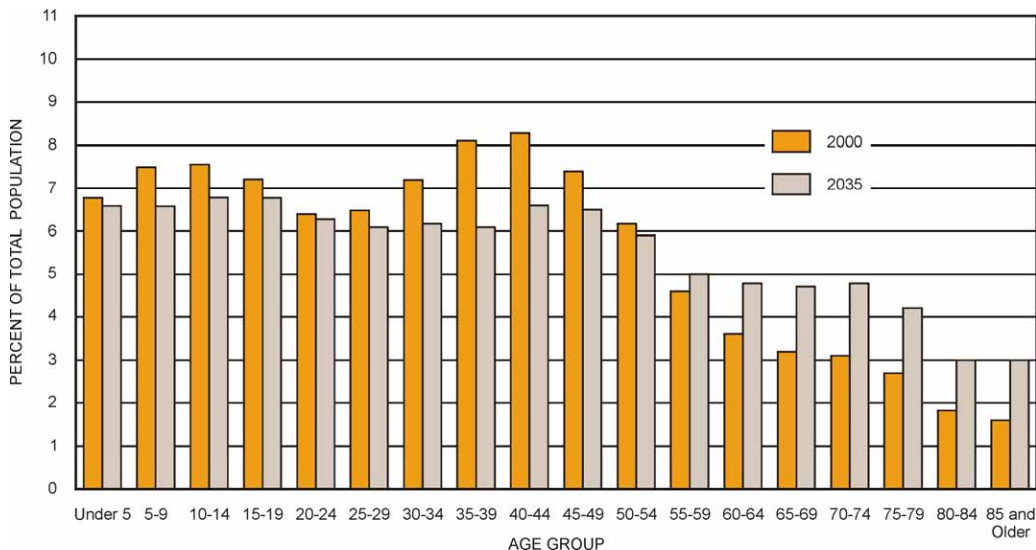
**ACTUAL AND PROJECTED POPULATION IN THE REGION BY GENERAL AGE GROUP: 1950-2035**



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

**Figure 13**

**AGE COMPOSITION OF THE POPULATION IN THE REGION: 2000 AND 2035**



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

Commission projections, the average household size would decrease by just over 5 percent during the 35-year projection period, from 2.52 persons in 2000 to 2.39 persons in 2035 (see Figure 14). This household size decrease may be anticipated as a result of a combination of factors, including a continued change in household types, as well as the projected increase in the older population age groups for which average household sizes tend to be smaller than for the total population.

Under the Commission’s intermediate projection, the number of households in the Region would increase by 176,700, or 24 percent, from 749,000 households in 2000 to 925,700 households in 2035. The projected 24 percent relative increase in households under the intermediate projection exceeds the projected relative increase in population of 18 percent. Under the high projection, the number of households in the Region could be as high as 1,016,400 in 2035, an increase of 267,400 households, or 36 percent, over the 2000 level, and 10 percent above the intermediate projection. Under the low projection, the number of households could be as low as 850,300 in 2035, an increase of 101,300 households, or 14 percent, over the 2000 level, and 8 percent below the intermediate projection (see Table 12 and Figure 15).

**PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued**

**Table 12**

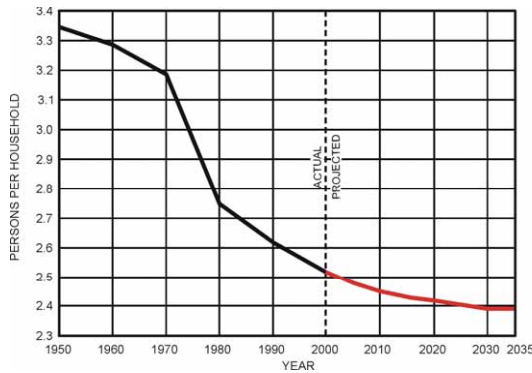
**ACTUAL AND PROJECTED HOUSEHOLDS IN THE REGION BY COUNTY: 2000-2035**

County	Households 2000	Projected Households: 2035								
		High Projection			Intermediate Projection			Low Projection		
		Households 2035	Change: 2000-2035		Households 2035	Change: 2000-2035		Households 2035	Change: 2000-2035	
	Number	Percent	Number	Number	Percent	Number	Number	Percent		
Kenosha .....	56,100	92,900	36,800	65.6	82,900	26,800	47.8	75,500	19,400	34.6
Milwaukee .....	377,700	457,400	79,700	21.1	427,500	49,800	13.2	393,300	15,600	4.1
Ozaukee .....	30,900	45,600	14,700	47.6	40,000	9,100	29.4	36,800	5,900	19.1
Racine .....	70,800	95,700	24,900	35.2	84,000	13,200	18.6	78,900	8,100	11.4
Walworth .....	34,500	57,700	23,200	67.2	54,400	19,900	57.7	47,900	13,400	38.8
Washington .....	43,800	70,400	26,600	60.7	62,800	19,000	43.4	57,800	14,000	32.0
Waukesha .....	135,200	196,700	61,500	45.5	174,100	38,900	28.8	160,200	24,900	18.4
Region	749,000	1,016,400	267,400	35.7	925,700	176,700	23.6	850,300	101,300	13.5

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

**Figure 14**

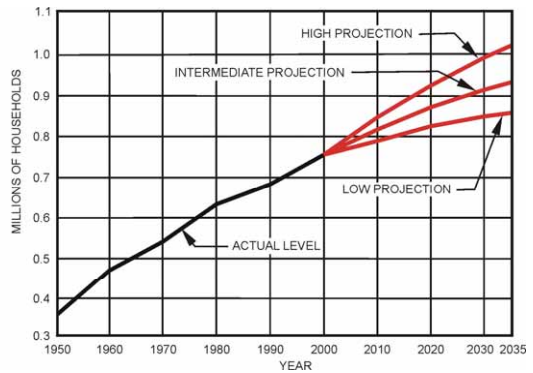
**ACTUAL AND PROJECTED HOUSEHOLD SIZE FOR THE REGION: 1950-2035**



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

**Figure 15**

**ACTUAL AND PROJECTED HOUSEHOLDS IN THE REGION: 1950-2035**



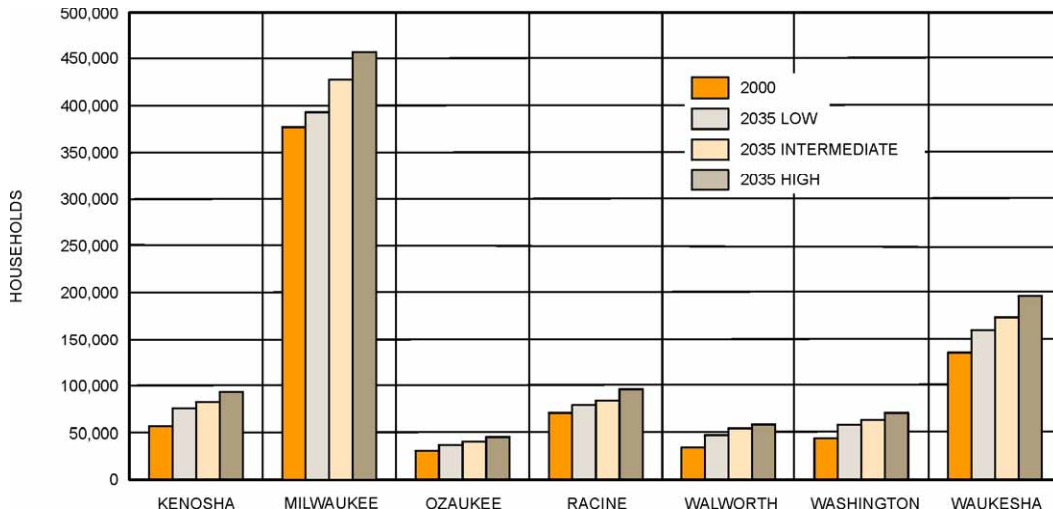
Source: U. S. Bureau of the Census and SEWRPC.

Under the intermediate projection, the number of households would increase in all counties of the Region. Households in Kenosha, Ozaukee, Walworth, Washington, and Waukesha Counties would increase by roughly 30 to 60 percent between 2000 and 2035. The number of households in Racine County would increase by 19 percent and the number of households in Milwaukee County would increase by 13 percent. Under the intermediate projection, household increases would range from 9,100 in Ozaukee County to 49,800 in Milwaukee County (see Table 12 and Figure 16).

## PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued

Figure 16

### ACTUAL AND PROJECTED HOUSEHOLDS IN THE REGION BY COUNTY: 2000 AND 2035



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

### RELATIONSHIP BETWEEN POPULATION PROJECTIONS AND EMPLOYMENT PROJECTIONS

The processes of preparing projections of future population and employment levels for the Region were closely coordinated in order to ensure consistency between the resulting projections. Of primary concern in this regard is that labor force trends which may be expected in light of projected changes in the regional population are consistent with the projected employment trends.

As part of the Commission's forecasting efforts, the regional labor force was projected based upon high, intermediate, and low population projections and anticipated future labor force participation rates. The projected relative growth in the labor force under each scenario closely approximates the projected relative growth in employment for each scenario, indicating basic conformity between the regional population and employment projections.

## **PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued**

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### **COMPARISON TO YEAR 2020 POPULATION AND HOUSEHOLD PROJECTIONS**

As indicated at the outset, the Commission has conducted a number of detailed demographic and economic studies over the past four decades, with each leading to the preparation of a new set of population, household, and employment projections and with each succeeding set of projections extended further into the future. The last set of Commission projections of population, household, and employment levels was completed in 1995 for the period 1990 to 2020.

As previously indicated, the intermediate population projection for 2035 envisions an 18 percent increase in the regional population over the 35-year period from 2000 to 2035. This compares to an increase of 15 percent over the 30-year period from 1990 to 2020 indicated in the previous Commission population forecast. The intermediate population projection of 2,276,000 persons for the year 2035 is 10 percent greater than the figure of 2,077,900 persons for the year 2020 indicated in the previous forecast.

The intermediate household projection for 2035 envisions a 24 percent increase in the number of households in the Region over the 35-year period from 2000 to 2035. This compares to an increase of 22 percent over the 30-year period from 1990 to 2020 indicated in the previous Commission forecast. The intermediate projection of 925,700 households for the year 2035 is 12 percent greater than the figure of 827,100 households for the year 2020 indicated in the previous forecast.

### **ACCURACY OF PREVIOUS COMMISSION POPULATION AND HOUSEHOLD FORECASTS**

Table 13 reviews the accuracy of the Commission's previous population forecasts. The forecast completed in 1963 for the year 1990 anticipated a population level roughly 50 percent above the actual U.S. Census population for 1990. The forecast did not foresee significant lifestyle changes—including the rapid decline in birth rates and the rapid increase in female labor force participation—that occurred in the 1960s, 1970s, and 1980s.

The forecast completed in 1974 for the year 2000 compared reasonably well with the actual U.S. Census population for 2000—within 15 percent. The later forecasts completed during the early 1990s for the years 2010 and 2020 compare very well with estimated actual population in 2003, demonstrating a high degree of forecast accuracy.

# PROJECTIONS OF POPULATION AND HOUSEHOLDS TO 2035—continued

**Table 13**

## COMPARISON OF PREVIOUS COMMISSION POPULATION FORECASTS TO ESTIMATED ACTUAL POPULATION

Plan/Forecast	Plan Base Year Population	Plan Forecast Year Population	Estimated Actual Population	Percent Difference: Estimated Actual and Forecast
Year 1990 Plan—Forecasts Completed in 1963	1,573,600 (1960)	2,678,000 (1990)	1,810,400 (1990)	+47.9 percent
Year 2000 Plan—Forecasts Completed in 1974	1,756,100 (1970)	2,219,300 (2000)	1,931,200 (2000)	+14.9 percent
Year 2010 Plan—Forecasts Completed in 1991	1,810,400 (1990)	1,876,200 (2003)	1,959,800 (2003)	-4.3 percent
Year 2020 Plan—Forecasts Completed in 1995	1,810,400 (1990)	1,980,900 (2003)	1,959,800 (2003)	+1.1 percent

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

**Table 14**

## COMPARISON OF PREVIOUS COMMISSION HOUSEHOLD FORECASTS TO ESTIMATED ACTUAL HOUSEHOLDS

Plan/Forecast	Plan Base Year Households	Plan Forecast Year Households	Estimated Actual Households	Percent Difference: Estimated Actual and Forecast
Year 1990 Plan—Forecasts Completed in 1963	465,900 (1960)	795,000 (1990)	676,100 (1990)	+17.6 percent
Year 2000 Plan—Forecasts Completed in 1974	536,500 (1970)	739,400 (2000)	749,000 (2000)	-1.3 percent
Year 2010 Plan—Forecasts Completed in 1991	676,100 (1990)	740,300 (2003)	770,900 (2003)	-4.0 percent
Year 2020 Plan—Forecasts Completed in 1995	676,100 (1990)	758,800 (2003)	770,900 (2003)	-1.6 percent

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

Table 14 reviews the accuracy of the Commission’s previous household forecasts. The forecasts compare very well with actual household estimates, with three of the forecasts within 5 percent of actual households, and the other within 18 percent.

### WHERE TO OBTAIN A COPY OF THE REPORT

The fourth editions of SEWRPC Technical Reports No. 10, *The Economy of Southeastern Wisconsin*, and No. 11, *The Population of Southeastern Wisconsin*, may be accessed online through the Commission’s website—[www.sewrpc.org](http://www.sewrpc.org). Printed copies of the reports and copies of the reports on CD-ROM are also available; they may be obtained by contacting the Commission offices.

## IN THIS ISSUE

This entire issue is being devoted to a Summary of SEWRPC Technical Report No. 10, *The Economy of Southeastern Wisconsin, 4<sup>th</sup> Edition*.

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The preparation of this publication was financed in part through State and Federal planning assistance grants.

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