

WISCONSIN LAND USE MEGATRENDS

Wisconsin Population by Generation

This chart and series of maps depicts the population of Wisconsin in 2010 by year of birth. Generational lines are drawn based on widely available Census data. Children born between 2000 and 2010 are represented on the Youth map. With only ten years of data, this generation already shows striking concentrations in Clark County and other western Wisconsin counties. Youth and Millennials are represented in relatively low levels in northern Wisconsin counties, reflecting an aging population and what some refer to as the "Brain Drain"—Millennials leaving their home communities for better opportunities elsewhere. Baby Boomers and older generations are concentrated in northern Wisconsin and other amenity-rich parts of the state including Door County and portions of central Wisconsin. Generation X, sandwiched between the much larger Baby Boom and Millennial generation consists of only 15 years of data, compared with 20 years for the other generations.

