

WISCONSIN

Geography: State, in East North Central Census Division. **Most Populous Cities:** Milwaukee, Madison, Green Bay, Kenosha, Racine. **Capital:** Madison. **Markets:** Includes all or part of 13 MSAs (OMB's Metropolitan Statistical Areas) and 8 DMAs (Nielsen's TV Media Markets), which may cross state lines; also 6 GMRs (Polidata's Groups of Metro Regions) and 5 ISRs (Geographic Internal State Regions). **Rank:** 1.9% of national pop., ranked 18th of 50 states. **Density:** Area Size: 65,498 sq. mi. (%water: 17.1), persons per mile: 98.8; 34,758,435 acres land; acres per person: 6.48. **Urban#:** %Urban Pop: 68.3; (53.0% in, 15.3% out of an urbanized area); %Rural Pop: 31.7; (2.6% farm, 29.1% non farm).

Population (2000): 5,363,675 total; 3,994,919 of voting age (74.5%). **Net Change in Population:** %1990 to 2000: 9.6 (471,906). %1980 to 1990: 4.0 (186,002). **Sex:** %Female: 50.6. **Group Quarters:** %Pop: 2.9 (155,958). (%Corr: 0.6; %Nurs: 0.8; %Othl: 0.1; %Coll: 1.0; %Mili: 0.0; %OthN: 0.5.) **Age#:** %<5: 6.4 (342,340); %5-17: 19.1 (1,026,416); %18-24: 9.7 (520,629); %25-44: 29.5 (1,581,690); %45-64: 22.2 (1,190,047); %>64: 13.1 (702,553); Med: 36.0. **Enrollment:** %Priv(5-17): 13.1 (134,743). %Coll(18-24): 36.5 (189,767). **Education#:** %<9th: 5.4; %9-11: 9.6; %HS Only: 34.6; %Some Coll: 28.1; %Coll Only: 15.3; %Post Grad: 7.2. (%HS Grad: 85.1; %Coll Grad: 22.4.) **Marital Status#:** %Never: 27.2; %Now: 57.4; %Wid: 6.4; %Div: 9.0. **Military:** %In Military: 0.1 (2,849); %Veterans: 12.9 (514,213). (%WW2: 21.1; %Korea: 14.5; %Vietnam: 30.6; %Gulf: 8.3.) **Birth:** %State Native: 73.4; %Non Citizen: 2.2 (117,528). **Language:** %English: 90.5; %Spanish: 4.1; %Other Euro: 3.9; %Asian: 1.0; %Other: 0.4. **Ancestry:** %Germ: 29.9 (1,604,000); %Iris: 7.6 (407,949); %Poli: 6.5 (348,689); %Norw: 5.9 (318,638); %Engl: 4.5 (243,694). (%Specified: 84.6; 1.43 avg.). **Race/SO Pop:** %Min: 12.7 (682,045). %Hsp: 3.6; %Blk: 5.6; %Am.I: 0.8; %Asn: 1.6; %Pac: 0.0; %Other: 0.1; %Multi: 1.0. **Race/SO VAP:** %Min: 10.4 (413,967). %Hsp: 2.9; %Blk: 4.7; %Am.I: 0.7; %Asn: 1.3; %Pac: 0.0; %Other: 0.0; %Multi: 0.6. **Hispanics:** 192,921 total. Mexi, 126,719; Puer, 30,267; Sout, 4,054. **Am. Indians:** 43,980 total. Chip, 13,069; Iroq, 7,335; Cher, 914. **Asians:** 87,995 total. Indi, 12,665; Chin, 10,547; Kore, 6,800.

Income & Labor Force: 2,872,104 in Force, %Women in Force: 64.1; %Force women: 47.5. Unemployment: 134,311, % of 16+yrs: 3.2, % of Force: 4.7. Workers per HH: 1.3. **Work Sector#:** %Private: 81.1 (2,217,490); %Govt: 12.5 (340,792); %Self: 6.1 (167,248); %Family: 0.3 (9,395). **Industry#:** %Agr: 2.8; %Con: 5.9; %Fin: 6.1; %Info: 2.2; %Man: 26.7; %Prof: 26.6; %Public: 3.5; %Trade: 14.8; %Travel: 11.3. **Occupation#:** %Mgmt: 12.8; %Prof: 18.5; %Serv: 14.0; %Admin: 25.2; %Farm: 0.9; %Cons: 8.7; %Prod: 19.8. (%White: 56.6; %Blue: 28.4; %Grey: 15.0.) **Workplace#:** %in Co. of Res: 73.9; (%in Town/City: 35.4); %outside County: 22.3; %another State: 3.8. **Transport#:** %SOV: 79.5; %HOV: 9.9; %Public: 2.0; %Other: 4.7; %Home: 3.9. **Commuting Time#:** %<30min: 73.7; %30-60min: 18.2; %>60min: 4.2; %Home: 3.9. **Leave for Work#:** %<5am: 4.1; %5-6am: 9.2; %6-7am: 19.8; %7-8am: 28.8; %8-9am: 11.3; %>9am: 22.9; %Home: 3.9. **HH Income#:** %<15k: 13.0; %15-35k: 25.9; %35-50k: 18.1; %50-100k: 33.6; %100-150k: 6.4; %>150k: 3.0; Med: \$43791. **Med Income by Age:** %<25yrs: \$25157; %25to34: \$44296; %35to44: \$52953; %45to54: \$58888; %55to64: \$49274; %65to74: \$31328; %>74yrs: \$21046. **Income Type:** %Wages: 79.6; %Self: 12.0; %PubA: 1.7; %SSI: 3.4; %Int: 47.2; %Ret: 15.7; %Soc: 26.4. **Family Income:** Med: \$52911; \$21271 per capita. %In Poverty: 5.6 (78,188). **Poverty Status:** %Tot: 8.7 (451,538). (%<18yrs: 2.9; %18-64yrs: 4.8; %>64yrs: 0.9.)

Housing: 2,321,144 units, %Vacation: 6.1 (142,313). 2,084,544 households. %Owned: 68.4 (1,426,361). **Units in Structure#:** %1 det: 66.0; %1 att. to 4: 15.5; %>4: 14.0; %Mobile: 4.5 (104,168). **Rooms:** Med: 5.4. **Prop. Tax:** Med: \$2245. **Home Value#:** %<50k: 10.0; %50-100k: 33.8; %100-200k: 43.6; %200-300k: 8.7; %300-500k: 3.0; %>500k: 1.0; Med: \$109900. **Monthly Rent#:** %None: 3.7; %<\$250: 10.3; %\$250-500: 43.7; %\$500-1,000: 39.8; %\$1,000-1,500: 1.8; %>\$1,500: 0.6; Med: \$473. **Year Built#:** %<40: 23.4; %40-60: 20.3; %60-80: 28.8; %80-90: 10.8; %90-00: 16.8; Med: 1965. **Year Moved in:** %All: 1994; %Own: 1990; %Rent: 1998. **Residence 1995:** %Same: 56.5; %Same Co.: 24.6; %Same St.: 11.0. %NE: 0.4; %MW: 3.9; %SO: 1.2; %WE: 1.2; %PR: 0.1; %Other: 1.2. **Families:** 1,386,815, persons per: 3.1. **Unmarried Partners:** %HH: 5.7, (117,967). (%MM: 0.2, %MF: 2.9, %FM: 2.4, %FF: 0.2.) **Persons in HH#:** %1: 26.8; %2: 34.6; %3-4: 29.3; %5+: 9.3. (persons per HH: 2.5). **HH With Children:** %All HH: 33.9 (706,399). (%Couple: 24.4; %Other: 9.5.) **Vehicles by HH#:** %None: 7.9; %1or2: 74.0; %3+: 18.1. (3,690,021, per 16+yrs: 0.89). **Heating Fuel#:** %Util: 77.8; %Deli: 18.6; %Self: 3.4; %None: 0.3. (%Coal: 0.0; %Elec: 11.4; %Gas: 66.4; %Oil: 7.6; %Prop: 11.0; %Wood: 2.7; %Oth: 0.7; %None: 0.3.)

SES Indicators: **Income Indexes:** HH Inc: 100%; Fam Inc: 100%; RE Tax: 100%; Home Value: 100%; Mon Rent: 100%; Average is: 100% (as % of values for STATE). **Home Purchase Index:** Med. HH Income: \$43,791; Med. Home Value: \$109,900; INDEX: 2.5. **SES Average (State):** High Educ: 100%; Prof Spec: 100%; HH Income: 100%; Home Value: 100%; AVERAGE= 100% (as % of 4 values for STATE). **SES Average (Nation):** High Educ: 92%; Prof Spec: 91%; HH Income: 104%; Home Value: 98%; AVERAGE= 96% (as % of 4 values for NATION).

Voter Participation: **Turnout (%VAP):** 2000: 65.0. **Turnout (%Pop):** 2000: 48.4.

Election Results: **President('00):** %Bush: 47.7 (1,237,279); %GORE: 47.9 (1,242,987); %Others: 4.4 (115,076). **President('96):** %Dole: 38.5 (845,029); %CLINTON: 48.8 (1,071,971); %Perot/Others: 12.7 (279,169). **President('92):** %Bush: 36.8 (930,855); %CLINTON: 41.1 (1,041,066); %Perot/Others: 22.1 (559,193).

Religion: **Participation:** Congregations: 5,181, %Pop: 60.4 (3,241,659). **Affiliation:** %Cath: 31.6; %Prot: 15.0; %Evan: 12.7; %Morm: 0.3; %Jews: 0.5; %OthW: 0.1; %OthE: 0.2. [pg00001-ps22.3-st55]

RELATIVITY INDICATORS: ← far below and ↓ just below State value; ↑ just above and → far above State value. All Rights Reserved. Copyright © 2003, POLIDATA ®. www.polidata.us.

NOTES: 1) Some data are SF1 counts; other are SF3 sample data. See Data Dictionary. 2) # indicates pct. values add to 100%. 3) MCD-Minor Civil Division; CDP-Census Designated Place; MSA-Metropolitan Statistical Area; GMR-Group of Metro Regions; DMA-Designated Market Area; VAP-Voting Age Pop; SO/Spanish Origin; Med-Median; HH-Household; SOV/HOV-Single/High Occupancy Vehicles. 4) Ancestry: % estimated from multiple responses.