

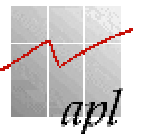
# Wisconsin's Racial and Ethnic Diversity

*Census 2000 Population & Percentages*



Report Prepared for:  
UW-Extension  
Wisconsin Associated County  
Extension Committees Annual Conference  
Manitowoc, Wisconsin  
June 24-26, 2001

Prepared by:  
University of Wisconsin Extension  
& Applied Population Laboratory  
Agriculture Hall  
1450 Linden Drive  
Madison, WI 53706



## **EXECUTIVE SUMMARY**

### **Wisconsin's Racial Diversity Increasing\***

- While Non-white persons are still a small minority of Wisconsin's population, Non-whites as a percentage of the state's total population rose from 7.8% in 1990 to 11.1% in 2000.
- In 2000, 11 Wisconsin counties had populations that were 10% or more minority. By contrast, only five counties fit this description in 1990.
- The counties with the five largest minority populations as a percentage of the population are: Menominee (88.4%), Milwaukee (34.4%), Sawyer (18.3%), Racine (17%), and Forest (14.1%).
- From 1990 to 2000, Non-whites grew from 36.6% to 50% of the population in Milwaukee city.

### **Hispanics or Latinos Are Fastest Growing Racial or Ethnic Group in Wisconsin\*\***

- From 1990 to 2000, the Hispanic or Latino population in Wisconsin more than doubled (107% increase), the biggest increase of any racial or ethnic group in the state. By contrast, the largest racial group in Wisconsin, Whites, increased by only 4.8%.
- The Hispanic or Latino population in Wisconsin was 3.6% of the states' total population in 2000, compared to 1.9% in 1990.
- The Hispanic or Latino population in Wisconsin is concentrated in the Southeastern part of the state. Four counties have more than 10,000 Hispanic or Latino persons: Milwaukee (82,406), Racine (14,900), Dane (14,387), and Kenosha (10,757).

### **Black or African American Persons Increased by Nearly 25%**

- Wisconsin's Black or African American population increased 24.5% from 1990 to 2000. Blacks or African American persons are the second largest racial group in Wisconsin and are 5.7% of the state's total population compared to 5% in 1990.
- The Black or African American population is mostly concentrated in southeastern and south central Wisconsin. The five counties with the largest Black or African American populations are: Milwaukee (231,157), Racine (19,777), Dane (17,067), Kenosha (7,600), and Rock (7,048). Nearly 76% of Black or African American persons in the state reside in Milwaukee County alone.
- Two counties have Black or African American populations that are more than 10% of the population—Milwaukee (24.6%) and Racine (10.5%).

## **American Indian and Alaska Native Population Increased by 20%**

- The number of people of American Indian and Alaska Native origin increased 19.9% from 1990 to 2000 in Wisconsin. They represent 0.9% of the state's overall population.
- The largest populations of American Indian and Alaska Native people are in Milwaukee County (6,794) and Brown County (5,191). From 1990 to 2000, the American Indian and Alaska Native population fell by 2.9% in Milwaukee County and rose 34.2% in Brown County.
- When considered as a percentage of the total population, northern Wisconsin counties have the highest percentages of American Indian and Alaska Native persons. Four counties have populations that are more than 10% American Indian and Alaska Native: Menominee (87.3%), Sawyer (16.1%), Forest (11.3%), and Ashland (10.3%).

## **Asian Population Concentrated in Pockets in Southern and Central Portions of the State**

- Asians are the third largest racial group in the state of Wisconsin with 88,763 persons. They represent 1.7% of the state's total population.
- Although the Asian population is numerically greatest in southeastern and south central Wisconsin, there are also relatively large numbers of Asian persons in the central and east central regions of the state. The counties with the five largest Asian populations are: Milwaukee (24,145), Dane (14,735), Marathon (5,715), Waukesha (5,381), and Brown (4,935).
- Twenty-seven percent of Wisconsin's Asian population lives in Milwaukee County. Marathon County has the highest percentage of Asians (4.5%).

---

---

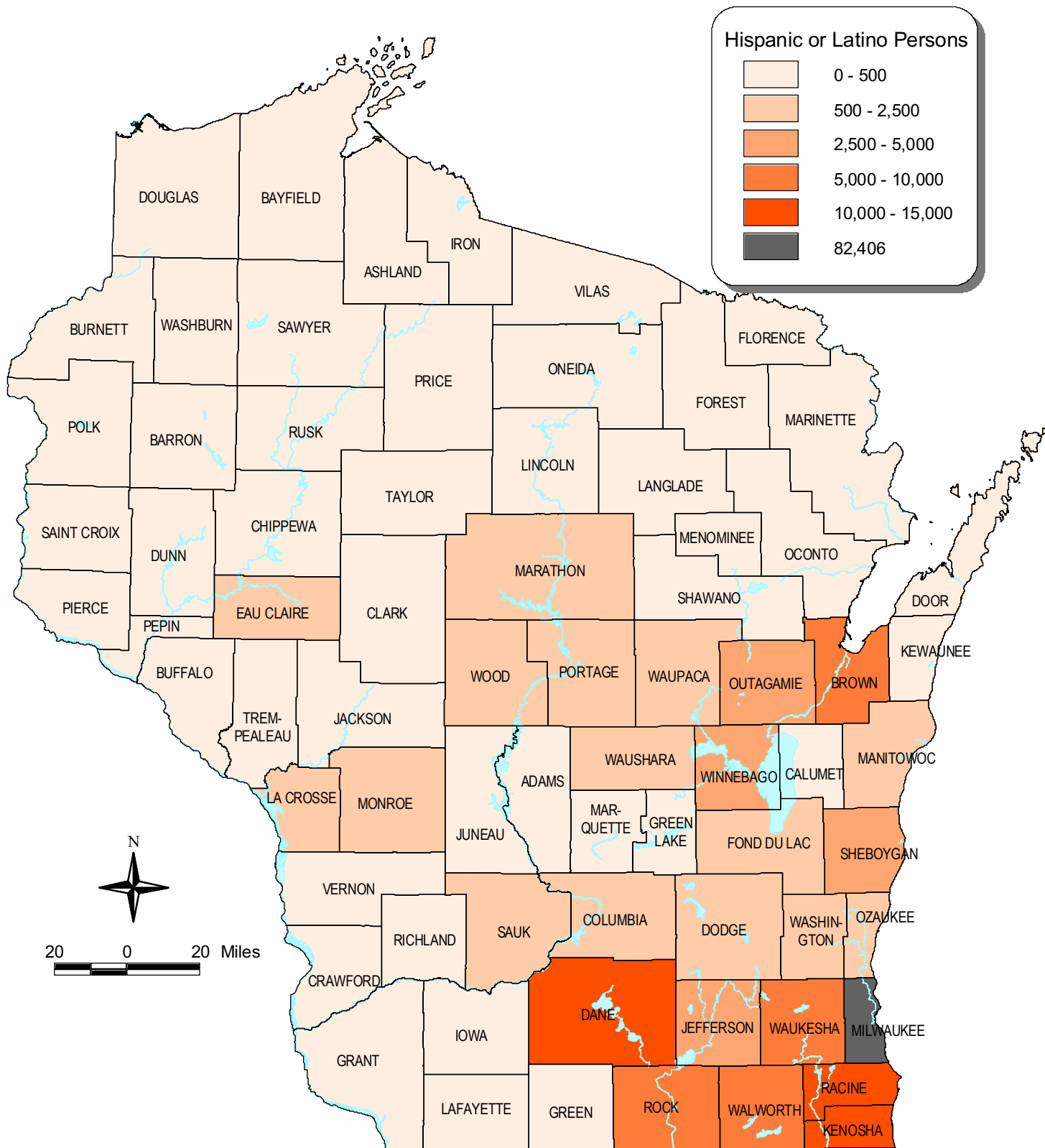
### **Notes:**

\* Two changes in racial classification for the 2000 Census are especially important to keep in mind when interpreting this data. In 2000, for the first time, the U.S. Census gave people the option to identify themselves as being of two or more races (multiracial). Only 1.2% of the state's population chose this option. To simplify presentation, the racial categories included in this booklet represent persons who identify themselves as being of a single race. If persons identifying themselves as multiracial were included, the numbers for each race would be slightly higher. One other significant change in the census is that the previous "Asian and Other Pacific Islander" category has been split into two separate categories: "Asian" and "Native Hawaiian and Other Pacific Islander."

\*\* It should be noted that in data from the U.S. Census Bureau, Hispanic or Latino is an ethnicity, not a racial category. The Hispanic or Latino persons represented in this data can be of any race.

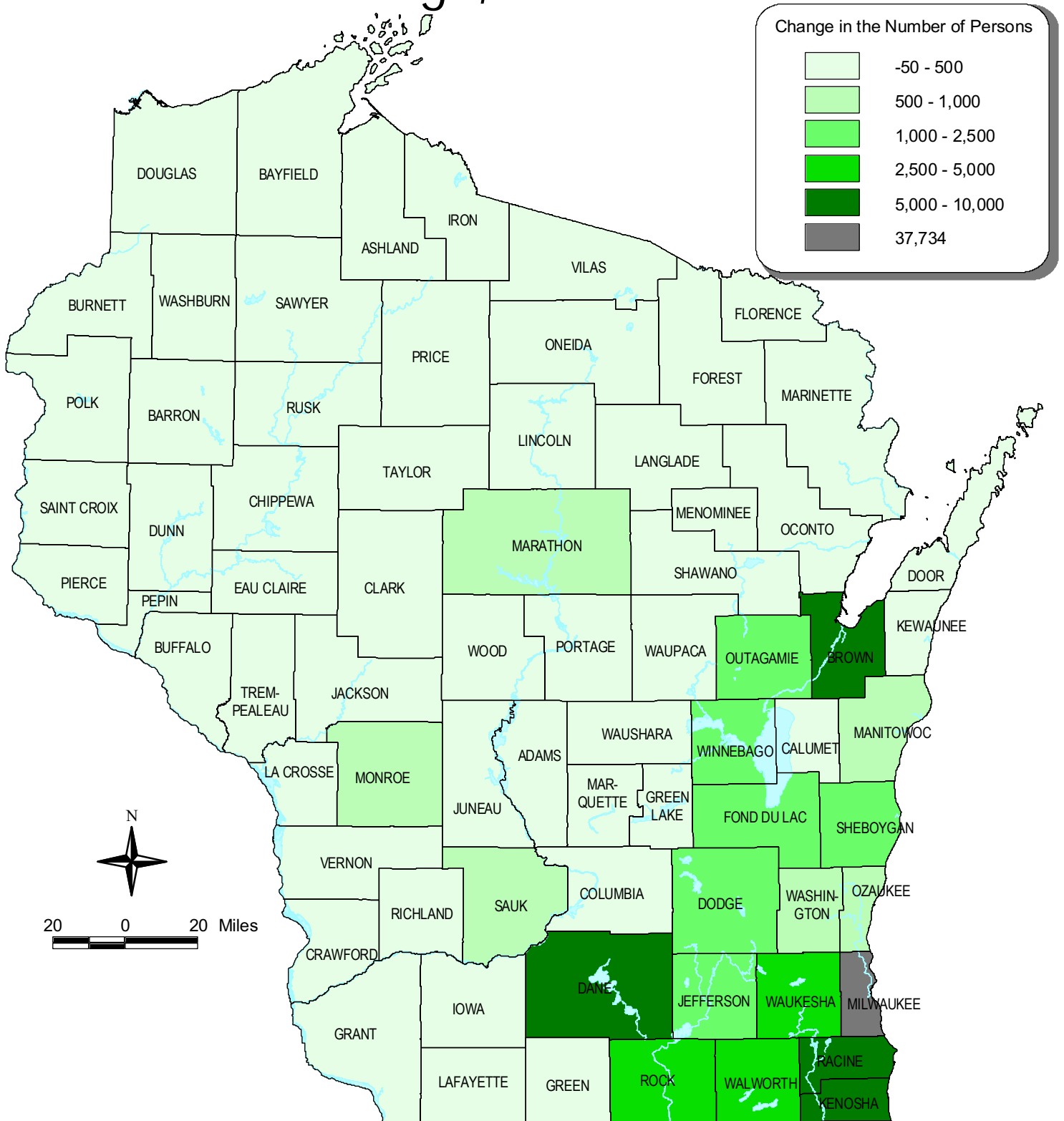
# Wisconsin Counties

## Hispanic or Latino Population, 2000



# Wisconsin Counties

## Hispanic or Latino Population Change, 1990 - 2000



<b>Hispanic or Latino Population, 1990 and 2000: Top 20 Wisconsin Counties*</b>				
		<b>Hispanic or Latino Population</b>		
Rank	County	1990	2000	% Increase 1990-2000
1	Milwaukee	44,672	<b>82,406</b>	84%
2	Racine	9,034	<b>14,990</b>	66%
3	Dane	5,744	<b>14,387</b>	150%
4	Kenosha	5,580	<b>10,757</b>	93%
5	Waukesha	5,448	<b>9,503</b>	74%
6	Brown	1,525	<b>8,698</b>	470%
7	Walworth	2,017	<b>6,136</b>	204%
8	Rock	1,754	<b>5,953</b>	239%
9	Sheboygan	1,668	<b>3,789</b>	127%
10	Outagamie	987	<b>3,207</b>	225%
11	Winnebago	1,144	<b>3,065</b>	168%
12	Jefferson	1,160	<b>3,031</b>	161%
13	Dodge	911	<b>2,188</b>	140%
14	Fond Du Lac	937	<b>1,987</b>	112%
15	Washington	670	<b>1,529</b>	128%
16	Manitowoc	582	<b>1,343</b>	131%
17	Ozaukee	519	<b>1,073</b>	107%
18	La Crosse	640	<b>990</b>	55%
19	Marathon	470	<b>979</b>	108%
20	Portage	572	<b>967</b>	69%

\* Ranking based on 2000 Census figures

Sources: 1990 Census of Population and Housing, 2000 Census of Population and Housing; U.S. Census Bureau

<b>Percent of Total Population Hispanic or Latino, 2000: Top 20 Wisconsin Counties</b>				
		<b>Hispanic or Latino Population</b>		
Rank	County	Total Population	Number	% of Total
1	Milwaukee	940,164	82,406	<b>8.8%</b>
2	Racine	188,831	14,990	<b>7.9%</b>
3	Kenosha	149,577	10,757	<b>7.2%</b>
4	Walworth	93,759	6,136	<b>6.5%</b>
5	Jefferson	74,021	3,031	<b>4.1%</b>
6	Rock	152,307	5,953	<b>3.9%</b>
7	Brown	226,778	8,698	<b>3.8%</b>
8	Waushara	23,154	848	<b>3.7%</b>
9	Dane	426,526	14,387	<b>3.4%</b>
10	Sheboygan	112,646	3,789	<b>3.4%</b>
11	Menominee	4,562	122	<b>2.7%</b>
12	Marquette	15,832	421	<b>2.7%</b>
13	Waukesha	360,767	9,503	<b>2.6%</b>
14	Dodge	85,897	2,188	<b>2.5%</b>
15	Green Lake	19,105	393	<b>2.1%</b>
16	Fond Du Lac	97,296	1,987	<b>2.0%</b>
17	Outagamie	160,971	3,207	<b>2.0%</b>
18	Winnebago	156,763	3,065	<b>2.0%</b>
19	Jackson	19,100	357	<b>1.9%</b>
20	Monroe	40,899	740	<b>1.8%</b>

Sources: 1990 Census of Population and Housing, 2000 Census of Population and Housing; U.S. Census Bureau.

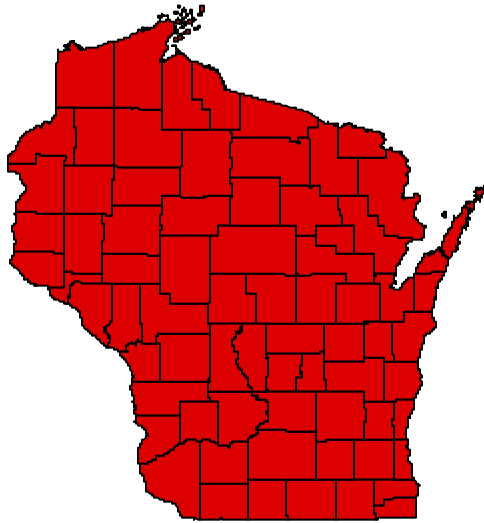
**Increase in Hispanic or Latino Population, 1990-2000:  
Top 20 Wisconsin Counties**

		<b>Hispanic or Latino Population</b>		
<b>Rank</b>	<b>County</b>	<b>1990</b>	<b>2000</b>	<b>% Increase 1990-2000</b>
1	Brown	1,525	8,698	<b>470%</b>
2	Iron	8	45	<b>463%</b>
3	Sauk	207	938	<b>353%</b>
4	Trempealeau	53	240	<b>353%</b>
5	Washburn	34	143	<b>321%</b>
6	Forest	30	108	<b>260%</b>
7	Clark	116	404	<b>248%</b>
8	Rock	1,754	5,953	<b>239%</b>
9	Outagamie	987	3,207	<b>225%</b>
10	Monroe	234	740	<b>216%</b>
11	Shawano	129	407	<b>216%</b>
12	Walworth	2,017	6,136	<b>204%</b>
13	Taylor	42	127	<b>202%</b>
14	Vilas	61	181	<b>197%</b>
15	Calumet	149	435	<b>192%</b>
16	Kewaunee	54	153	<b>183%</b>
17	Richland	59	167	<b>183%</b>
18	Marquette	149	421	<b>183%</b>
19	Burnett	43	120	<b>179%</b>
20	Green	119	327	<b>175%</b>

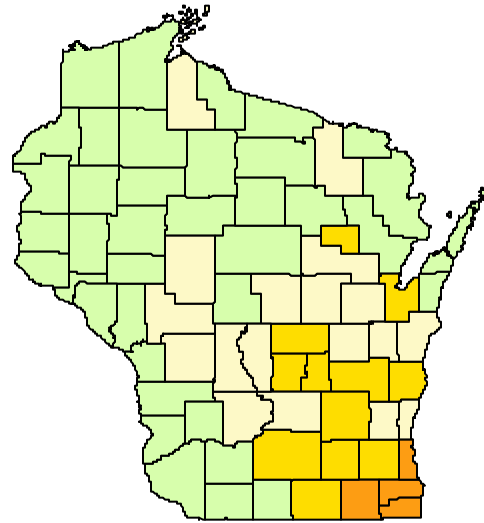
Source: 1990 Census of Population and Housing, 2000 Census of Population and Housing; U.S. Census Bureau.

# Wisconsin Counties

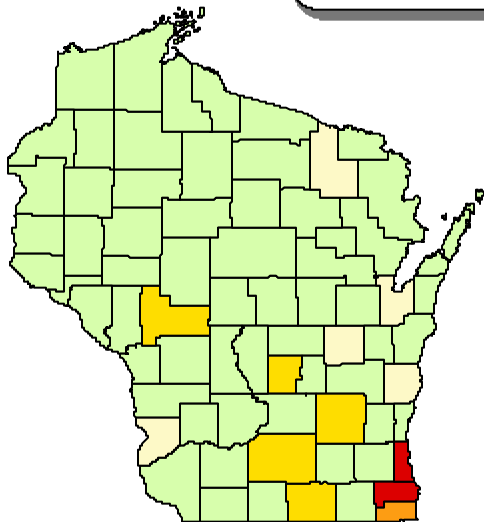
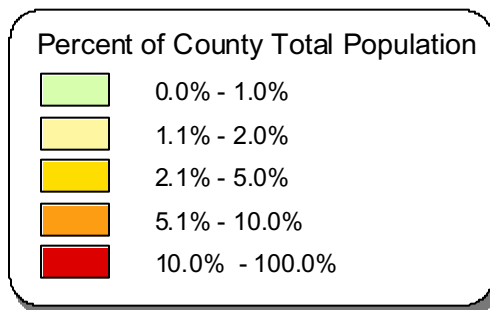
## Racial & Ethnic Diversity, Census 2000



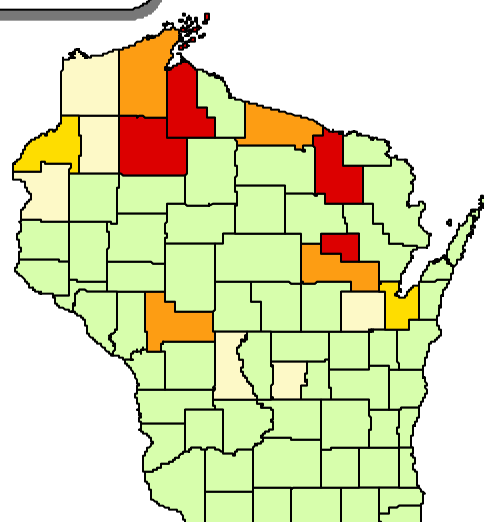
**WHITE**  
Maximum: Lafayette (99.0%)



**HISPANIC**  
Maximum: Milwaukee (8.8%)



**BLACK OR AFRICAN AMERICAN**  
Maximum: Milwaukee (24.6%)

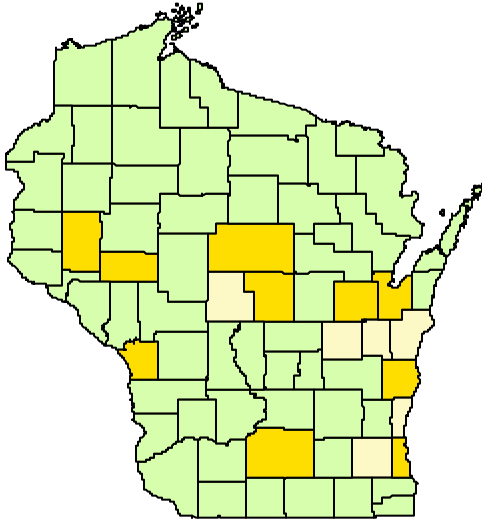


**NATIVE AMERICAN OR ALASKA NATIVE**  
Maximum: Menominee (87.3%)



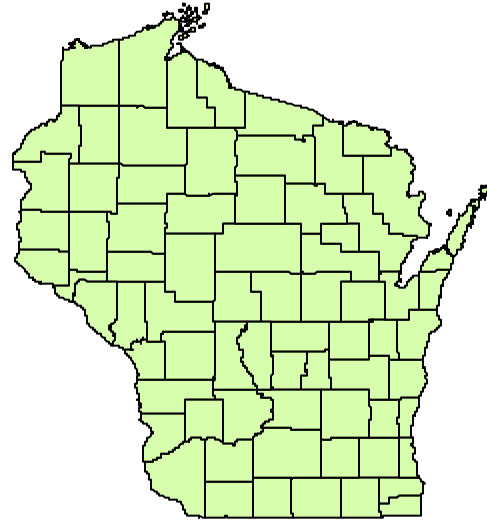
# Wisconsin Counties

## Racial & Ethnic Diversity, Census 2000



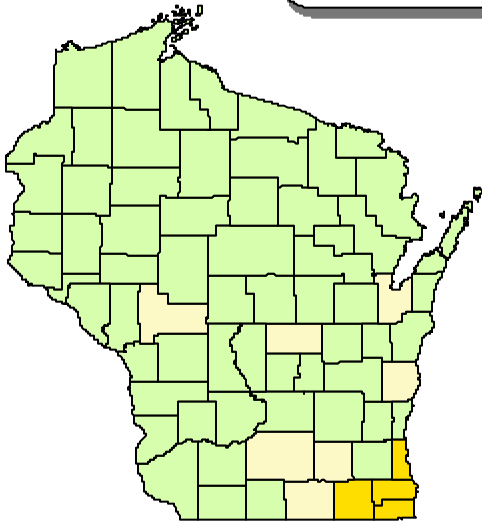
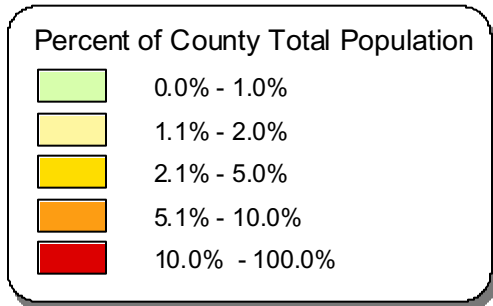
ASIAN

Maximum: Marathon (4.5%)



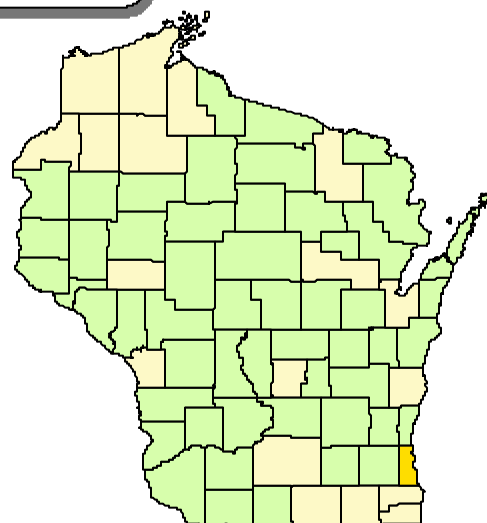
NATIVE HAWAIIAN OR OTHER PACIFIC ISL.

Maximum: Marquette (0.1%)



OTHER RACE

Maximum: Milwaukee (4.2%)



MULTIRACIAL

Maximum: Milwaukee (2.2%)

## Racial and Ethnic Diversity of Wisconsin County Populations, 2000

County	Total Population	Race and Ethnicity (in %)							Multiracial	Hispanic (of all races)
		Persons Who Reported One Race								
		White	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander	Some Other Race			
Adams	18,643	97.6%	0.3%	0.6%	0.3%	0.0%	0.3%	0.8%	1.4%	
Ashland	16,866	87.1%	0.2%	10.3%	0.3%	0.0%	0.3%	1.7%	1.1%	
Barron	44,963	97.7%	0.1%	0.8%	0.3%	0.0%	0.3%	0.7%	1.0%	
Bayfield	15,013	88.5%	0.1%	9.4%	0.3%	0.0%	0.3%	1.5%	0.6%	
Brown	226,778	91.1%	1.2%	2.3%	2.2%	0.0%	1.9%	1.3%	3.8%	
Buffalo	13,804	98.7%	0.1%	0.3%	0.3%	0.0%	0.1%	0.5%	0.6%	
Burnett	15,674	93.2%	0.4%	4.5%	0.2%	0.1%	0.2%	1.4%	0.8%	
Calumet	40,631	96.7%	0.3%	0.3%	1.5%	0.0%	0.4%	0.7%	1.1%	
Chippewa	55,195	97.8%	0.2%	0.3%	0.9%	0.0%	0.2%	0.6%	0.5%	
Clark	33,557	98.1%	0.1%	0.5%	0.3%	0.0%	0.6%	0.5%	1.2%	
Columbia	52,468	97.2%	0.9%	0.4%	0.3%	0.0%	0.4%	0.8%	1.6%	
Crawford	17,243	97.3%	1.4%	0.2%	0.3%	0.0%	0.2%	0.7%	0.7%	
Dane	426,526	89.0%	4.0%	0.3%	3.5%	0.0%	1.4%	1.8%	3.4%	
Dodge	85,897	95.3%	2.5%	0.4%	0.3%	0.0%	0.9%	0.6%	2.5%	
Door	27,961	97.8%	0.2%	0.7%	0.3%	0.0%	0.3%	0.7%	1.0%	
Douglas	43,287	95.3%	0.6%	1.8%	0.6%	0.0%	0.2%	1.4%	0.7%	
Dunn	39,858	96.1%	0.3%	0.3%	2.1%	0.0%	0.4%	0.8%	0.8%	
Eau Claire	93,142	95.0%	0.5%	0.5%	2.5%	0.0%	0.3%	1.1%	0.9%	
Florence	5,088	98.2%	0.2%	0.4%	0.3%	0.0%	0.1%	0.8%	0.5%	
Fond du Lac	97,296	96.2%	0.9%	0.4%	0.9%	0.0%	0.8%	0.8%	2.0%	
Forest	10,024	85.9%	1.2%	11.3%	0.2%	0.0%	0.2%	1.2%	1.1%	
Grant	49,597	98.2%	0.5%	0.1%	0.5%	0.0%	0.1%	0.5%	0.6%	
Green	33,647	98.1%	0.3%	0.2%	0.3%	0.0%	0.4%	0.8%	1.0%	
Green Lake	19,105	97.8%	0.2%	0.2%	0.3%	0.0%	0.9%	0.6%	2.1%	
Iowa	22,780	98.7%	0.2%	0.1%	0.3%	0.0%	0.1%	0.6%	0.3%	
Iron	6,861	98.3%	0.1%	0.6%	0.1%	0.0%	0.1%	0.8%	0.7%	
Jackson	19,100	89.6%	2.3%	6.2%	0.2%	0.0%	1.0%	0.8%	1.9%	
Jefferson	74,021	96.3%	0.3%	0.3%	0.4%	0.0%	1.6%	0.9%	4.1%	
Juneau	24,316	96.6%	0.3%	1.3%	0.4%	0.0%	0.6%	0.7%	1.4%	
Kenosha	149,577	88.4%	5.1%	0.4%	0.9%	0.0%	3.3%	1.9%	7.2%	
Kewaunee	20,187	98.6%	0.2%	0.3%	0.1%	0.0%	0.3%	0.6%	0.8%	
La Crosse	107,120	94.2%	0.9%	0.4%	3.2%	0.0%	0.3%	1.0%	0.9%	
Lafayette	16,137	99.0%	0.1%	0.1%	0.2%	0.0%	0.1%	0.4%	0.6%	
Langlade	20,740	97.9%	0.1%	0.5%	0.3%	0.0%	0.2%	0.9%	0.8%	
Lincoln	29,641	97.8%	0.4%	0.4%	0.4%	0.0%	0.3%	0.7%	0.8%	
Manitowoc	82,887	95.9%	0.3%	0.4%	2.0%	0.0%	0.6%	0.8%	1.6%	
Marathon	125,834	93.8%	0.3%	0.3%	4.5%	0.0%	0.3%	0.7%	0.8%	
Marinette	43,384	98.1%	0.2%	0.5%	0.3%	0.0%	0.2%	0.7%	0.7%	
Marquette	15,832	93.7%	3.4%	1.0%	0.3%	0.1%	0.4%	1.1%	2.7%	
Menominee	4,562	11.6%	0.1%	87.3%	0.0%	0.0%	0.3%	0.7%	2.7%	
Milwaukee	940,164	65.6%	24.6%	0.7%	2.6%	0.0%	4.2%	2.2%	8.8%	
Monroe	40,899	96.5%	0.5%	0.9%	0.5%	0.0%	0.8%	0.7%	1.8%	
Oconto	35,634	97.8%	0.1%	0.8%	0.2%	0.0%	0.2%	0.9%	0.7%	
Oncida	36,776	97.7%	0.3%	0.7%	0.3%	0.0%	0.2%	0.8%	0.7%	
Outagamie	160,971	93.9%	0.5%	1.5%	2.2%	0.0%	0.8%	1.0%	2.0%	
Ozaukee	82,317	96.7%	0.9%	0.2%	1.1%	0.0%	0.3%	0.7%	1.3%	
Pepin	7,213	98.9%	0.1%	0.2%	0.2%	0.0%	0.1%	0.5%	0.3%	
Pierce	36,804	98.0%	0.2%	0.3%	0.4%	0.0%	0.3%	0.7%	0.8%	
Polk	41,319	97.6%	0.2%	1.1%	0.3%	0.0%	0.2%	0.7%	0.8%	
Portage	67,182	95.7%	0.3%	0.4%	2.2%	0.0%	0.4%	0.9%	1.4%	
Price	15,822	98.2%	0.1%	0.6%	0.3%	0.0%	0.1%	0.6%	0.7%	
Racine	188,831	83.0%	10.5%	0.4%	0.7%	0.0%	3.7%	1.7%	7.9%	
Richland	17,924	98.4%	0.2%	0.3%	0.2%	0.0%	0.3%	0.7%	0.9%	
Rock	152,307	91.0%	4.6%	0.3%	0.8%	0.0%	1.8%	1.5%	3.9%	
Rusk	15,347	97.7%	0.5%	0.4%	0.3%	0.1%	0.4%	0.7%	0.8%	
St. Croix	63,155	97.8%	0.3%	0.3%	0.6%	0.0%	0.2%	0.8%	0.8%	
Sauk	55,225	97.4%	0.3%	0.9%	0.3%	0.0%	0.6%	0.6%	1.7%	
Sawyer	16,196	81.7%	0.3%	16.1%	0.3%	0.0%	0.3%	1.2%	0.9%	
Shawano	40,664	91.6%	0.2%	6.3%	0.3%	0.0%	0.3%	1.2%	1.0%	
Sheboygan	112,646	92.7%	1.1%	0.4%	3.3%	0.0%	1.5%	1.1%	3.4%	
Taylor	19,680	98.7%	0.1%	0.2%	0.2%	0.0%	0.2%	0.6%	0.6%	
Trempealeau	27,010	98.8%	0.1%	0.2%	0.1%	0.0%	0.3%	0.5%	0.9%	
Vernon	28,056	98.8%	0.1%	0.1%	0.2%	0.0%	0.3%	0.5%	0.7%	
Vilas	21,033	89.7%	0.2%	9.1%	0.2%	0.0%	0.2%	0.7%	0.9%	
Walworth	93,759	94.5%	0.8%	0.2%	0.7%	0.0%	2.6%	1.1%	6.5%	
Washburn	16,036	97.3%	0.2%	1.0%	0.2%	0.0%	0.1%	1.2%	0.9%	
Washington	117,493	97.7%	0.4%	0.3%	0.6%	0.0%	0.4%	0.7%	1.3%	
Waukesha	360,767	95.8%	0.7%	0.2%	1.5%	0.0%	0.9%	0.9%	2.6%	
Waupaca	51,731	97.9%	0.2%	0.4%	0.3%	0.0%	0.5%	0.7%	1.4%	
Waushara	23,154	96.8%	0.3%	0.3%	0.3%	0.0%	1.4%	0.9%	3.7%	
Winnebago	156,763	94.9%	1.1%	0.5%	1.8%	0.0%	0.7%	0.9%	2.0%	
Wood	75,555	96.4%	0.3%	0.7%	1.6%	0.0%	0.3%	0.7%	0.9%	
<b>Wisconsin</b>	<b>5,363,675</b>	<b>88.9%</b>	<b>5.7%</b>	<b>0.9%</b>	<b>1.7%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>1.2%</b>	<b>3.6%</b>	

### Racial and Ethnic Diversity of 20 Largest Wisconsin Places, 2000

Place	Total Population	Race and Ethnicity (in %)										Two Races	Hispanic (of all races)
		Persons Who Reported One Race											
		White	Black or African American	American Indian and Alaska Native	Asian	Hawaiian and Other Pacific Islander	Some Other Race						
Milwaukee (city)	596,974	50.0%	37.3%	0.9%	2.9%	0.1%	6.1%	2.7%	12.0%				
Madison (city)	208,054	84.0%	5.8%	0.4%	5.8%	0.0%	1.7%	2.3%	4.1%				
Green Bay (city)	102,313	85.9%	1.4%	3.3%	3.8%	0.0%	3.7%	2.0%	7.1%				
Kenosha (city)	90,352	83.6%	7.7%	0.4%	1.0%	0.0%	4.8%	2.4%	10.0%				
Racine (city)	81,855	68.9%	20.3%	0.4%	0.6%	0.1%	7.1%	2.6%	14.0%				
Appleton (city)	70,087	91.5%	1.0%	0.6%	4.6%	0.0%	1.0%	1.3%	2.5%				
Waukesha (city)	64,825	91.2%	1.3%	0.3%	2.2%	0.0%	3.3%	1.7%	8.6%				
Oshkosh (city)	62,916	92.7%	2.2%	0.5%	3.0%	0.0%	0.5%	1.0%	1.7%				
Eau Claire (city)	61,704	93.4%	0.7%	0.5%	3.7%	0.0%	0.3%	1.3%	1.0%				
West Allis (city)	61,254	94.0%	1.3%	0.7%	1.3%	0.0%	1.2%	1.4%	3.5%				
Janesville (city)	59,498	95.3%	1.3%	0.2%	1.0%	0.0%	1.0%	1.2%	2.6%				
La Crosse (city)	51,818	91.6%	1.6%	0.5%	4.7%	0.0%	0.4%	1.3%	1.1%				
Sheboygan (city)	50,792	87.6%	0.9%	0.5%	6.5%	0.0%	2.8%	1.7%	6.0%				
Wauwatosa (city)	47,271	94.0%	2.0%	0.3%	1.9%	0.1%	0.5%	1.2%	1.7%				
Fond du Lac (city)	42,203	93.6%	1.9%	0.5%	1.5%	0.0%	1.3%	1.2%	2.9%				
Brookfield (city)	38,649	94.2%	0.8%	0.1%	3.8%	0.0%	0.2%	0.8%	1.2%				
Wausau (city)	38,426	85.9%	0.5%	0.6%	11.4%	0.0%	0.3%	1.2%	1.0%				
New Berlin (city)	38,220	95.8%	0.4%	0.2%	2.3%	0.0%	0.5%	0.7%	1.6%				
Beloit (city)	35,775	75.6%	15.4%	0.4%	1.2%	0.1%	4.6%	2.8%	9.1%				
Greenfield (city)	35,476	93.7%	1.0%	0.4%	2.3%	0.0%	1.3%	1.3%	3.9%				

Source: 2000 Census of Population and Housing, U.S. Census Bureau.