

St. Croix Continues to Lead Wisconsin in Population Gains

2010 Population Approaches 80,000 with a 10-Year Gain of 26.5%

St. Croix County has retained the designation as Wisconsin's fastest-growing county, according to 2010 preliminary population estimates released by the Demographics Service Center within the Wisconsin Department of Administration (DOA) in August. St. Croix added an estimated 16,764 residents since the 2000 Census, growing from a population of 63,155 to 79,919 as of January 1, 2010. The 26.5% increase in St. Croix leads Wisconsin's 72 counties. The population in Calumet County increased 15.6% (a numeric increase of 6,327 people) to rank as Wisconsin's second fastest-growing county by percentage increase.

By numeric change from 2000-2010, St. Croix's gain of 16,764 residents ranks fourth behind Dane County (+48,313), Waukesha (+23,097), and Brown (+19,996).

The population in Wisconsin has increased from 5,363,715 in 2000 to an estimated 5,696,000 as of January 1, 2010, or a 6.2% increase (+332,285 people).

Milwaukee County lost 1.2% of its population from 2000 to 2010 (a decline of 11,715 residents).

Across the 10-county region of west central and northwest Wisconsin, population gains over the last 10 years are as follows:

| County | 2010 Preliminary Estimate | Census Numeric Change | Census Percentage Change |
|---|---------------------------|-----------------------|--------------------------|
| Barron | 48,399 | +3,436 | +7.6% |
| Chippewa | 2,600 | +7,405 | +13.4% |
| Clark | 34,911 | +1,354 | +4.0% |
| Dunn | 43,992 | +4,134 | +10.4% |
| Eau Claire | 99,275 | +6,133 | +6.6% |
| Pepin | 7,760 | +547 | +7.6% |
| Pierce | 40,776 | +3,972 | +10.8% |
| Polk | 46,171 | +4,852 | +11.7% |
| Rusk | 15,678 | +331 | +2.2% |
| St. Croix | 79,919 | +16,764 | +26.5% |
| Total | 479,481 | +48,928 | +11.4% |
| <i>Source: Wisconsin Department of Administration (August 2010) and St. Croix Economic Development Corp. (October 2010)</i> | | | |

All counties in the 10-county region reported population increases, ranging from 331 new residents in Rusk (+2.2%) to 16,764 in St. Croix. Almost 35% of the 10-county region's increase of 48,928 residents since 2000 is attributable to population gains in St. Croix County (16,764 of 48,928 new residents). From 2000 to 2010, the region grew by 11.4%, which is well above the state's rate of 6.2%.

St. Croix and Pierce counties in Wisconsin are included in the federal definition of the 13-county Twin Cities metro area. Another border county like Polk also demonstrated strong growth from 2000 to 2010 (+11.7% increase). The Twin Cities metro area boasts a population of 3.25 million people. A second metro area is also located with the 10-county region. The

Eau Claire metro area includes both Eau Claire and Chippewa counties. Combined, those they have a 9.1% growth rate from 2000 to 2010.

"While diverse in many ways, the 10-county region is strategically located within two metro areas," said St. Croix EDC executive director William Rubin. "The St. Croix Valley counties of Polk, St. Croix, and Pierce reported increases of 11.7%, 26.5% and 10.8% respectively from 2000 to 2010. Add an amenity like Interstate 94 and it's easy to see why this region is growing."

The U.S. Census estimates will eventually replace the 2010 numbers from the Department of Administration. This is true for population estimates for towns, villages, and cities there were posted by DOA.