Planning for an Aging, More Diverse Wisconsin Population (and Transportation for Public Health)

MPO/RPC/DOT Conference
Tuesday, September 11
Madison, WI
Presented by Malia Jones
Health Geographer
Applied Population Laboratory
UW-Madison

Malia’s commuting buddy
About the Applied Population Lab

Clearinghouse for Demographic Data and Products
- Census State Data Center & UWEx roles

Applied Work
- Mapping
- Regional Profiles
- Data “translation:” partnership with WisContext
- Training

Research
- Specializing in how places affect health
- Making sense of geospatial data for researchers in many disciplines

Local area estimates and projections
- School District Enrollment Projection Program

Our websites
- Main home page: www.apl.wisc.edu
- Data access page: www.getfacts.wisc.edu
Health in All Policies is a collaborative approach to improving the health of all people by incorporating health considerations into decision-making across sectors and policy areas.
Social Determinants of Health

What is a Healthy Community?

A Healthy Community provides for the following through all stages of life:

MEETS BASIC NEEDS OF ALL
- Safe, sustainable, accessible, and affordable transportation options
- Affordable, accessible and nutritious foods, and safe drinkable water
- Affordable, high quality, socially integrated, and location-efficient housing

QUALITY AND SUSTAINABILITY OF ENVIRONMENT
- Clean air, soil and water, and environments free of excessive noise
- Tobacco- and smoke-free
- Green and open spaces, including healthy tree canopy and agricultural lands

HEALTH AND SOCIAL EQUITY

SOCIAL RELATIONSHIPS THAT ARE SUPPORTIVE AND RESPECTFUL
- Robust social and civic engagement
- Socially cohesive and supportive relationships.
## Example links between transportation and public health

<table>
<thead>
<tr>
<th>Health Outcome</th>
<th>Selected Causes</th>
<th>Transportation Related Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asthma</td>
<td>Air quality</td>
<td>Shipping routes&lt;br&gt;Freeways&lt;br&gt;Traffic</td>
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<tr>
<td>Heart disease/obesity/cancer</td>
<td>Low physical activity</td>
<td>Active commuting options</td>
</tr>
<tr>
<td>Health disparities (economic)</td>
<td>People living in poverty have less time to prepare homemade food</td>
<td>Efficient/affordable public transit</td>
</tr>
<tr>
<td>Access to prompt primary care</td>
<td>Long distances from patients to providers</td>
<td>Rural transportation options</td>
</tr>
<tr>
<td>Infant mortality</td>
<td>Combination of stressors placed on mother over the lifetime</td>
<td>Historical zoning practices&lt;br&gt;Freeway siting&lt;br&gt;Unsafe public transit&lt;br&gt;Access to green space</td>
</tr>
</tbody>
</table>
HIAP in Action

Public Health

Health and the Built Environment

Public health is largely a product of the social determinants of health, or the conditions in which people live, work and play. These conditions are affected by policies and practices of many sectors of society, most of which are not under the control of public health professionals. The recognition of such various drivers of health, as well as the social and economic consequences of the nation’s declining health has led many federal, state and local agencies to take a Health in All Policies (HIAP) approach. A HIAP approach aims to address poor health...
Demographic Trends in Wisconsin

1) Population decline in rural areas of the state/population growth in metro fringe or ex-urban areas

2) Race/ethnic diversity increasing, primarily (but not exclusively) in urban counties

3) The “Age Wave”
Patterns of Population Change

Regional Patterns of Population Change

- Population decline in the Northwoods; other rural counties
- Metro Counties still growing
- Medium sized cities anchor some growth
What drives pop change in Wisconsin?

**Population Change, 2000-2010:**
Selected Categories for Wisconsin Counties

<table>
<thead>
<tr>
<th>Category</th>
<th>% Change 2000-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural/Nonmetro</td>
<td>3.0%</td>
</tr>
<tr>
<td>Urban/Metro</td>
<td>3.0%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

**Selected Categories for Wisconsin Counties**

- Rural/Nonmetro: 3.0%
- Urban/Metro: 3.0%
- Wisconsin: 3.0%
Rural and Urban Population Over Time

![Bar chart showing urban and rural population trends over time from 1890 to 2010.](chart)

- UrbanPop
- RuralPop

Key points:
- In 1890, about 33% of the population lived in urban areas.
- By 2010, this increased to 70%.
- Rural population has decreased from about 67% in 1890 to 30% in 2010.
Migration for 3 Urban Counties

Net Migration by Age

- Wisconsin: Dane County, 2000s
- Wisconsin: Milwaukee County, 2000s
- Wisconsin: Ozaukee County, 2000s

Migration for 3 Agricultural Counties

Net Migration by Age

Migration for 3 Rural Counties

Net Migration by Age

How do communities attract young people?

• Only about 15% of Wisconsin communities are gaining and maintaining young adults.

• Communities in Wisconsin's most urban area—Milwaukee county—fare as bad or worse than many rural areas in losing young adults.

• Communities that are gaining and maintaining young adults are much more likely to be near cities and freeways.
Development on the fringes of medium sized cities

Amenities and retirees change “seasonality” of some communities

Rural Identity

Patterns of Population Growth & Settlement

Data source: Census 2010 Redistricting Data
5 key elements of a Wisconsin community that attracts young adults:

1. Quality schools
2. Affordable housing
3. Public outdoor amenities such as parks and trails, bike paths
4. Sense of place/community
5. Freeway access to major cities
Racial Diversity

Hispanic immigrants help rural county stave off population dip

By Mario Koran and Lukas Keapproth

Huron Mireles, 31, a herdsman at Norm-E-Lanes, walks past dairy cows in one of the barns at the farm on July 11, 2012.

Alex Vasquez, 15, jumps on his trampoline to dunk a basketball during a game against his cousin, Jordi Acosta, 19, in Marshfield, Wis., on July 8, 2012.
Race and Hispanic Origin, 2000 & 2017
State of Wisconsin

Census 2000

- White non-Hisp: 87.3%
- Black: 5.6%
- Hispanic: 3.6%
- Others: 3.5%
- Other: 12.7%

Estimates 2017

- White non-Hisp: 81.3%
- Black: 6.3%
- Hispanic: 6.9%
- Others: 5.4%
- Other: 18.7%

Source: U.S. Census Bureau, 2000 Census and 2017 Estimates

Numeric change, 2000 to 2017:
- White non-Hispanic: 32,400
- Black/African American: 67,400
- Hispanic/Latino: 205,900
- Others: 126,142
Racial/Ethnic Diversity is Increasing

Wisconsin Share of Total Population by Race/Ethnicity, 1990 to 2015

- 1990: 4,464,677
  - White: 4,464,677

- 2000: 4,681,630
  - White: 4,681,630

- 2010: 4,742,619
  - White: 4,742,619

- 2015: 4,725,221
  - White: 4,725,221

- Hispanic or Latino: 93,194
  - 1990: 52,284
  - 2000: 55,558
  - 2010: 76,741
  - 2015: 90,604

- All Other Races: 381,877
  - 1990: 37,769
  - 2000: 43,980
  - 2010: 130,927
  - 2015: 158,680

- Asian or Pacific Islander: 3,014
  - 1990: 89,341
  - 2000: 48,629
  - 2010: 50,751
  - 2015: 68,106

- American Indian: 6,204
  - 1990: 6,204
  - 2000: 6,204
  - 2010: 6,204
  - 2015: 6,204

- Black or African American: 364,204
  - 1990: 241,697
  - 2000: 300,245
  - 2010: 352,014
  - 2015: 364,204
Growth of the Latino Population

Numerically, Concentrated in urban counties

Percentage-wise, largest increases in rural counties

Hispanic or Latino Population 2010

Change in Hispanic or Latino Population, 2000-2010

Percent Change in Hispanic or Latino Population, 2000-2010

-22% to 0%
1% to 49%
50% to 99%
100% to 199%
200% to 595%

Data source: Census 2010 Redistricting Data

Data source: Census 2000 and 2010 Redistricting Data

- Non-Latino
- Latino
Big challenges for graying state

Older adults participate in a chair yoga program in December at the St. Patrick's Catholic Church parish center in Cottage Grove. The number of state residents 65 and older is expected to nearly double by 2040 — a demographic trend that policymakers shouldn't ignore.

JOSHUA HAFSTAD -- State Journal archives
Patterns of Age and Aging

Data source: U.S. Census Bureau, 2016

Change in median age, 2000 – 2015, Urban: 2.1 years
Change in median age, 2000 – 2015, Rural: 7.0 years
Age Structure
Population by Sex & Age, 1990
State of Wisconsin

Data source: Census 1990

Applied Population Laboratory
UW-Madison
Department of Community & Environmental Sociology
Age Structure
Population by Sex & Age, 2010
State of Wisconsin

Data source: Census 2010
Applied Population Laboratory
UW-Madison
Department of Community & Environmental Sociology
Age by Race, Wisconsin, 2017

Population Proportions by Age/Sex, White Non-Hispanics & Others

Source: U.S. Census Bureau Estimates, July 1, 2017
The Age Wave Is Coming

Population Age 65 and Over in Wisconsin, 2010-2040

- Age 65 to 79
- Age 80 and over

- 14% of total in 2010
- 18% of total in 2020
- 22% of total in 2030
- 24% of total in 2040
Questions?

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