



## POPULATION DISTRIBUTION

According to the Wisconsin Department of Administration population estimates (WDOA 2004), 979,295 people live in the Southern Gateways Region. This amounts to 130 persons per square mile.

Figure 1 shows population distribution for the Southern Gateways Region by county. Most of the people in the Region live in Dane or Rock County. Together, these counties account for about 62% of the population in the Region. Dane County is home to the City of Madison, and Janesville is located in Rock County. These are the two major urban centers in the Southern Gateways Region.

**Figure 1**  
**County Population Distribution, 2004**

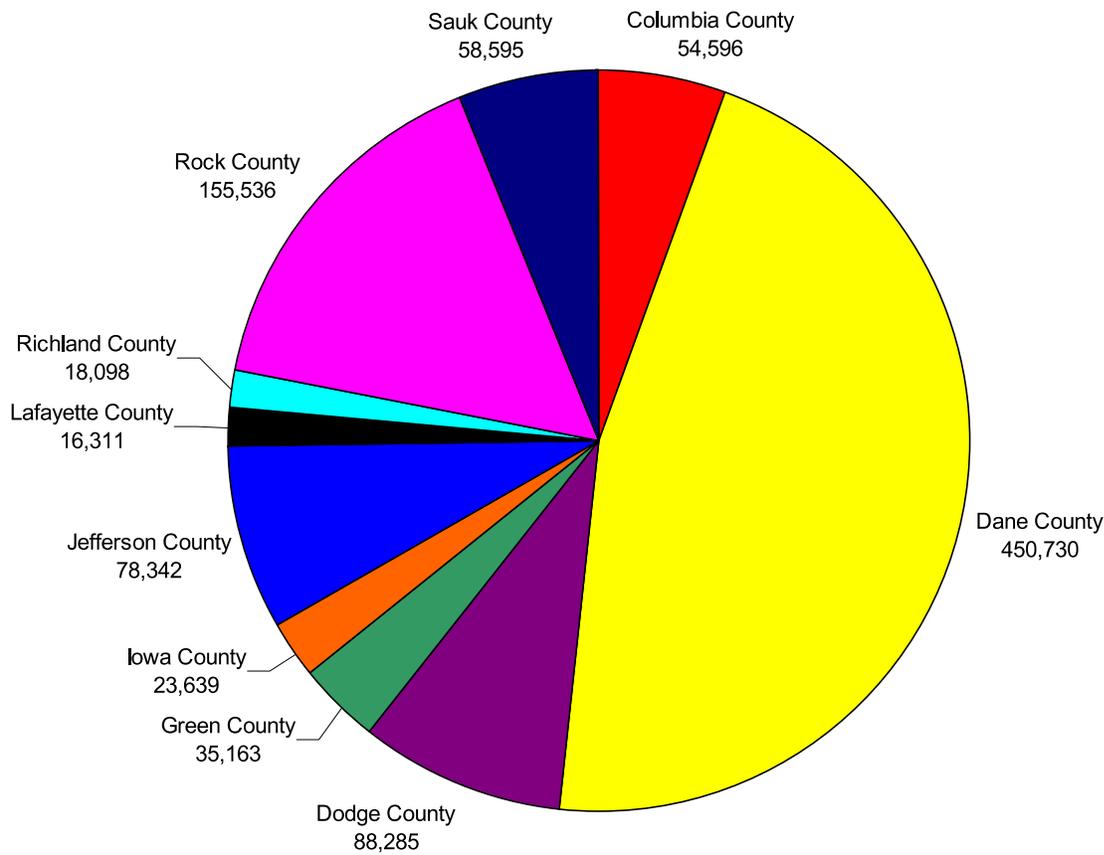


Figure 2 shows population density by municipality (cities, villages, and towns). This view allows us to see variation within counties. Population densities are high in and around Madison and Janesville. The western part of the landscape in the Southern Gateways Region is made up of low population density towns, scattered with small cities and villages that have higher population densities. The eastern part of the Region is somewhat different, with most towns having higher population densities suggestive of sprawl.



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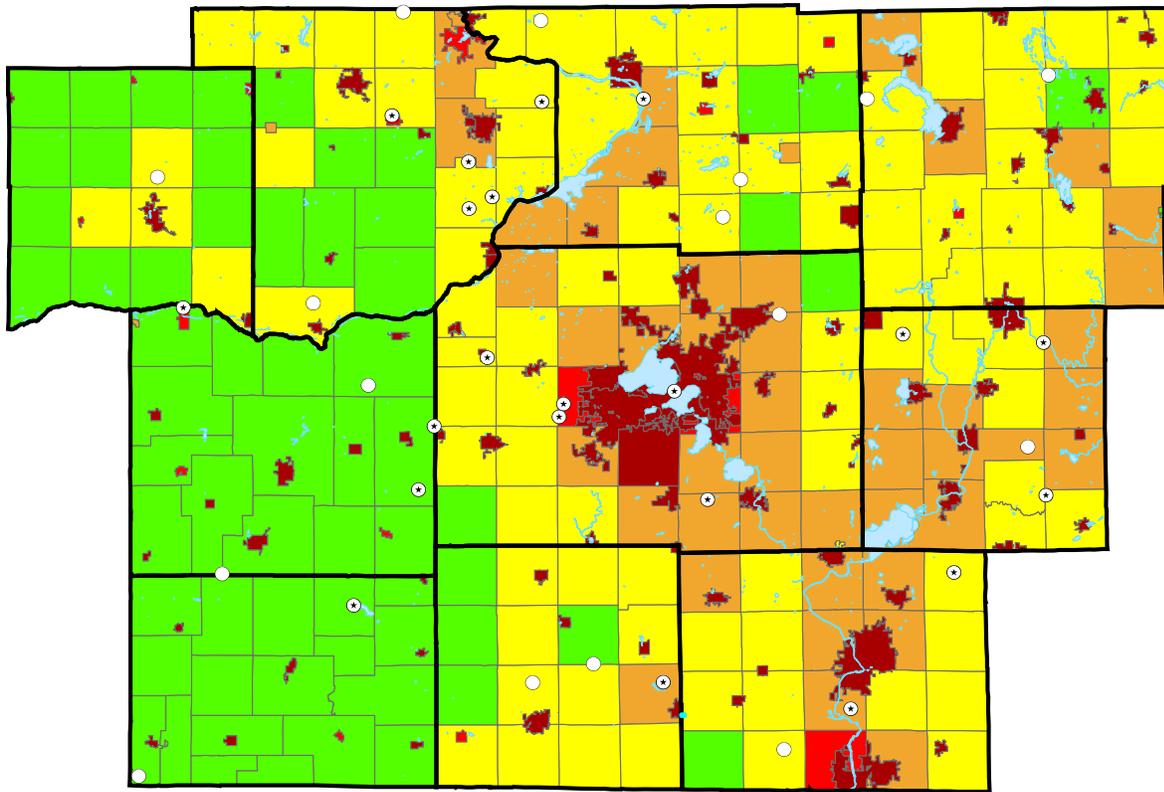




Figure 2

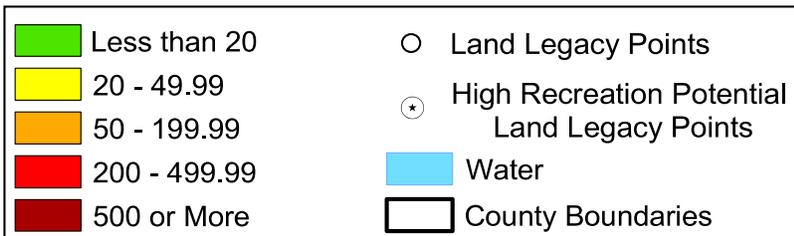
# Population Density, 2004

Calculated at Municipal Level



0 5 10 20 30 40 50 Miles

### Persons per Square Mile



Source: TIGER 2000, Census 2000



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## URBAN/RURAL

Most people in the Southern Gateways Region (68%) live in urban areas, according to 2000 Census definitions. This includes people who live in densely settled territory with a population of 2,500 or more.

Table 1 shows the proportion of people living in urban places by county for the Southern Gateways Region. Dane and Rock Counties are particularly urban, while Lafayette, Iowa, and Richland Counties remain mostly rural. According to the Census definition, Lafayette County did not have any urban places in 2000.

**Table 1**  
**Urbanization in the Southern Gateways Region, 2000**

	Total Population	Urban Population	Percent Urban
Columbia County	52,468	19,320	36.8%
Dane County	426,526	360,541	84.5%
Dodge County	85,897	41,042	47.8%
Green County	33,647	14,410	42.8%
Iowa County	22,780	3,931	17.3%
Jefferson County	74,021	42,773	57.8%
Lafayette County	16,137	0	0.0%
Richland County	17,924	4,972	27.7%
Rock County	152,307	119,180	78.2%
Sauk County	55,225	27,652	50.1%
<b>Southern Gateways Region</b>	<b>936,932</b>	<b>633,821</b>	<b>67.6%</b>

Source: Census 2000, Summary File 1



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## HOUSING DISTRIBUTION

Housing development impacts both the supply and the demand for outdoor recreation. Housing affects the *supply* of outdoor recreation resources by taking up land that may previously have been considered to be recreational or have potential for recreation activities. Outdoor recreation (especially those activities that require a substantial amount of open space, like backpacking, ATV riding, or hunting) is largely considered incompatible with higher density housing development.

Housing development also impacts *demand* for outdoor recreation. At the most basic level, housing development in an area generally means more people in that area who are likely to participate in some form of recreation activity nearby. In this way, housing unit counts inform outdoor recreation planners similarly to population counts.

Examining housing is especially useful to recreation planners because population counts do not include seasonal residents. Seasonal residents are an important component of demand for outdoor recreation in Wisconsin, and looking at housing development (including both permanent and seasonal homes) can offer a more complete view of where demand for outdoor recreation occurs than looking at population distribution alone.

Figure 3 shows the 2000 distribution of housing density in the Southern Gateways Region by Census Block Group. The map looks similar to the population map presented above.



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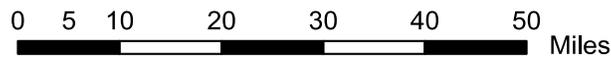
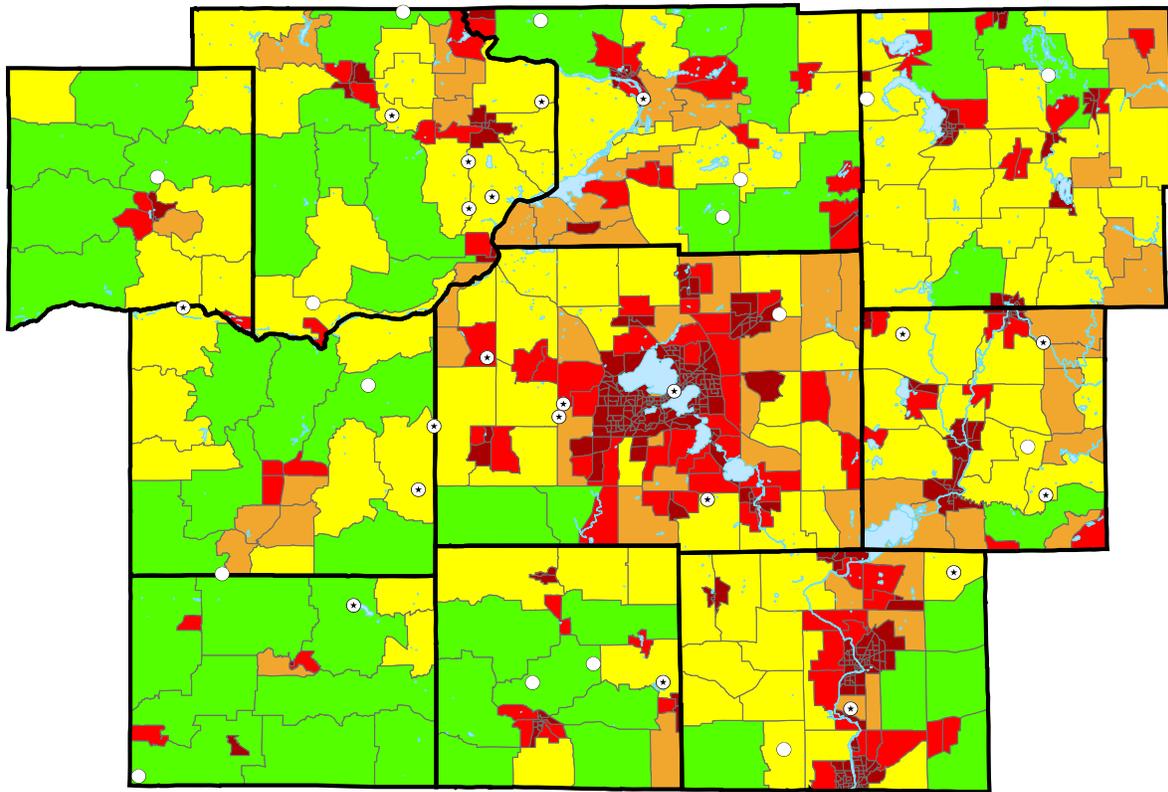




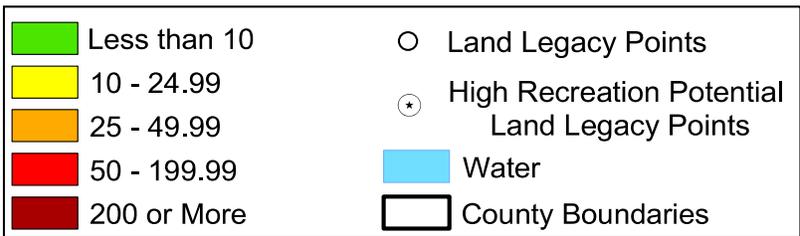
Figure 3

# Housing Density, 2000

Calculated at Block Group Level



### Housing Units per Square Mile



Source: TIGER 2000, Census 2000



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