



The Wisconsin DOA provides population projections at the municipality and county levels. At the county level, they provide these projections by age, allowing us to estimate county median ages for coming years. According to these projections, the population of the Southern Gateways Region will continue to increase in size and in median age over the next few years.

## POPULATION PROJECTIONS

By 2010 the Region’s population is projected to grow to 1,026,728 residents, an increase of almost 5% over the 2004 population (see Table 12). By 2020 the population of the Southern Gateways Region is projected to reach 1,106,156. Dane County is projected to have the highest rate of increase in the Southern Gateways. While projected increases are notable, projected rates of increase for the Southern Gateways Region are slower than the rate of population growth experienced in the 1990s or between 2000 and 2004.

**Table 12**  
**Population Projections for the Southern Gateways Region**

	Estimate 2004	Projection		Projected Increase		Average Annual % Increase	
		2010	2020	2004-2010	2010-2020	2004-2010	2010-2020
Columbia County	54,596	56,366	59,753	1,770	3,387	0.54%	0.60%
Dane County	450,730	480,573	527,534	29,843	46,961	1.10%	0.98%
Dodge County	88,285	90,565	94,882	2,280	4,317	0.43%	0.48%
Green County	35,163	36,093	38,474	930	2,381	0.44%	0.66%
Iowa County	23,639	24,333	25,907	694	1,574	0.49%	0.65%
Jefferson County	78,342	82,161	88,302	3,819	6,141	0.81%	0.75%
Lafayette County	16,311	16,401	16,844	90	443	0.09%	0.27%
Richland County	18,098	18,395	18,991	297	596	0.27%	0.32%
Rock County	155,536	160,911	169,648	5,375	8,737	0.58%	0.54%
Sauk County	58,595	60,930	65,821	2,335	4,891	0.66%	0.80%
<b>Southern Gateways Region</b>	<b>979,295</b>	<b>1,026,728</b>	<b>1,106,156</b>	<b>47,433</b>	<b>79,428</b>	<b>0.81%</b>	<b>0.77%</b>

Source: Wisconsin Dept. of Administration, 2004

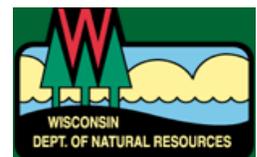
Figure 18 shows the percent increase in population projected to occur at the municipality level 2000-2010 and 2010-2020. In general, most municipalities in the Region are expected to grow, but some areas of Lafayette, Richland, Sauk, and Dodge Counties are projected to lose population in the coming years.

Growth is projected to occur most in cities, villages, and towns on the outskirts of Madison including: Towns of Middleton, Black Earth, and Bristol, Cities of Verona and Sun Prairie, and the Villages of Cottage Grove, Waunakee, and DeForest. In addition high rates of growth are projected in parts of Green County (Towns of New Glarus, Exeter, Albany, and Decatur), Jefferson County (Towns of Sullivan and Ixonia), Iowa County (Villages of Avoca, Muscoda, Spring Green, Arena, and Linden and the Town of Dodgeville), Sauk County (Towns of Spring Green, Dellona, Delton, and Sumpster), and the Town of Fox Lake in Dodge County. The area at the border between Dane and Iowa Counties is projected to experience growth, especially in the Villages of Barneveld, Blue Mounds, and Mount Horeb and the Towns that surround them.



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High recreational potential Land Legacy points are located in and around some areas expected to experience high growth in coming years. These include: the Baraboo Hills and Badger Army Ammunition Plant in the Town of Sumpter, the Middle Wisconsin River in Town of Pacific (Columbia County), the Lower Wisconsin River in the Village of Avoca, Blue Mound-Blanchardville Prairie and Savanna in the Town of Barneveld, Blue Mound State Park in the Town of Blue Mounds, Black Earth Creek in the Town of Black Earth, Shoveler Lakes-Black Earth Trench in the Town of Middleton, Bark and Scuppernong Rivers in the Town of Sullivan, the Upper Rock River in the Town of Ixonia, and the Sugar River in the Town of Decatur. Additional Land Legacy points located in high growth potential areas include: Patrick Marsh near the City of Sun Prairie and Town of Bristol, the Spring Green Prairie in the Town of Spring Green, and the Badlands in the Town of Dellona.



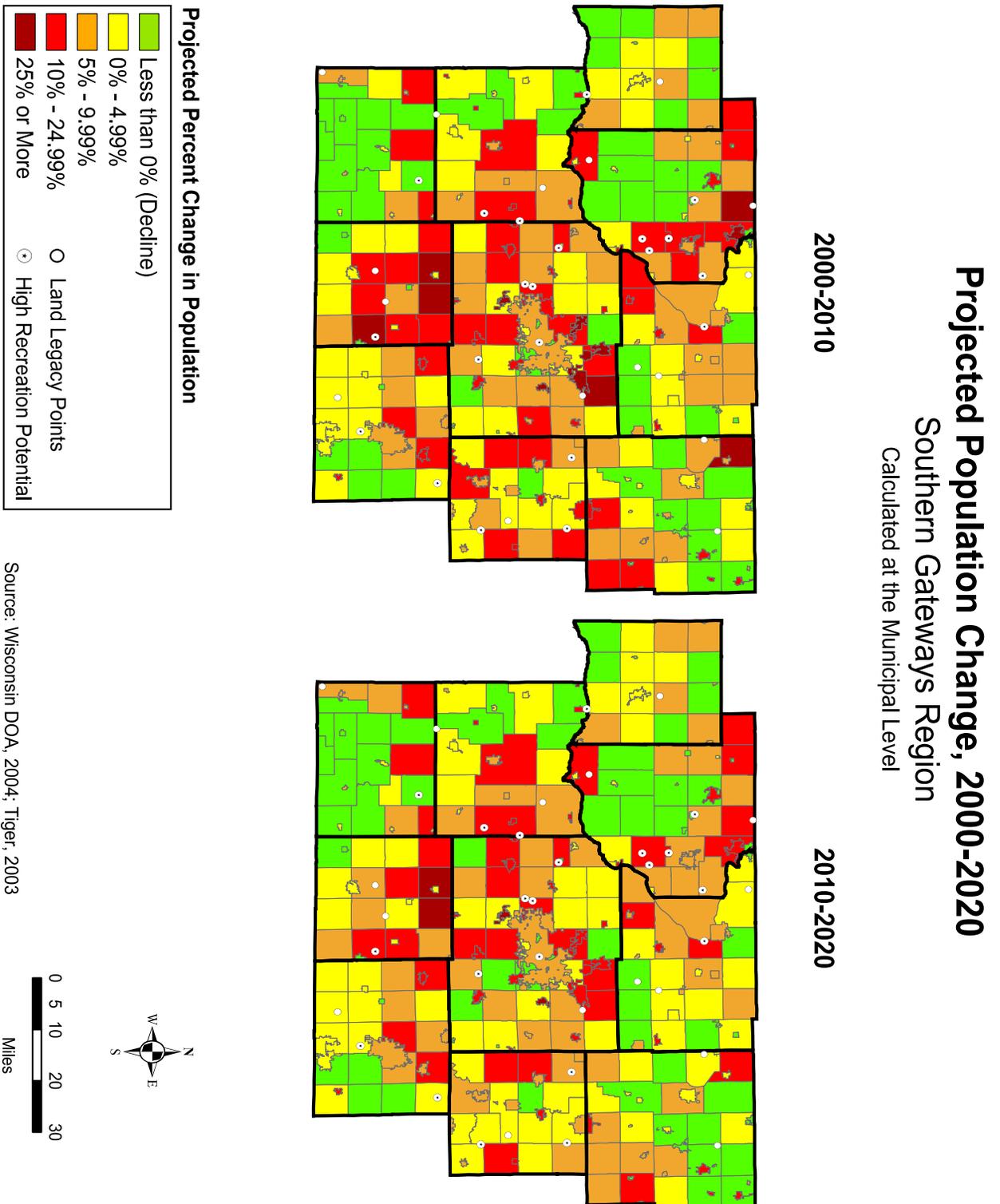
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Figure 18



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## AGE PROJECTIONS

As mentioned previously, the population in the Southern Gateways Region is relatively young compared to the state of Wisconsin as a whole. Still, projections suggest that the Region will age somewhat in the coming years at about the same rate as the state average and that the population of the Region will remain about one year younger, on average, than the state (see Table 13). Population in Columbia, Iowa, Lafayette, Richland, and Sauk Counties is projected to age faster than the state pace.

By 2010, median age is projected to reach 37 years in the Southern Gateways Region and 42 years in Richland County.

**Table 13**  
**Median Age in the Southern Gateways Region, 2000-2010**

	Observed	Projected		Change	
	2000	2005	2010	2000-2005	2005-2010
Columbia County	38	40	41	2	1
Dane County	33	34	35	1	1
Dodge County	37	38	39	1	1
Green County	38	39	40	1	1
Iowa County	37	39	40	2	1
Jefferson County	37	37	38	0	1
Lafayette County	38	40	41	2	1
Richland County	39	41	42	2	1
Rock County	36	37	37	1	0
Sauk County	37	39	40	2	1
<b>Southern Gateways Region</b>	<b>35.2</b>	<b>36.2</b>	<b>37.0</b>	<b>1.1</b>	<b>0.8</b>
<b>Wisconsin State</b>	<b>36.0</b>	<b>37.0</b>	<b>38.0</b>	<b>1.0</b>	<b>1.0</b>

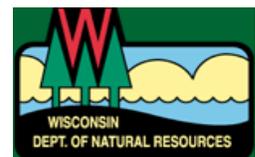
Source: Wisconsin Dept. of Administration, 2004

Projected Median Age is estimated from the D.O.A. age-specific population projections, 2004



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## CONCLUSIONS

The Southern Gateways is a Region with mixed urban and rural populations. The Madison metropolitan area strongly influences the Region. Yet, parts of the Southern Gateways Region (particularly Lafayette and Richland Counties) remain relatively rural. Within the Region, most people live in the Madison area (Dane County) or in Janesville (Rock County). Rapid population and housing growth has occurred over the last few decades (especially in and around Madison) and is projected to continue to experience growth in the coming years.

In the Southern Gateways Region, population is younger than the rest of the state due to high rates of in-migrating young adults. Income, housing values, and education rates are relatively high, especially in and around Madison. Seasonal housing and tourism are relatively unimportant in the Region, but they do impact parts of Sauk County (around Wisconsin Dells) and Richland County.

Based on the information shown in this report and from survey data that relates demographic characteristics to participation in outdoor recreational activities (NSRE 2000-2004), we can make some assumptions about the types of outdoor recreational activities that are popular in the Southern Gateways Region and how this relates to demographic characteristics of the Region. According to the NSRE survey, participation rates in hunting, off-road driving, snowmobiling, and cross country skiing are particularly low in the Southern Gateways Region. Walking for pleasure, attending outdoor concerts and plays, participating in nature-based outdoor recreation, and visiting dog parks are activities that are popular in the Southern Gateways, relative to other areas of the state.

Demographically, the Southern Gateways Region is relatively young, with high income and education rates. Younger people tend to participate disproportionately in several outdoor recreation activities, including: developed camping, outdoor volleyball, running or jogging, inline skating, Frisbee golf, downhill skiing, ice skating outdoors, nature-based education, kayaking, riding personal watercraft, waterskiing, boating, bicycling, and mountain biking. People with higher education levels and higher incomes tend to participate more in hiking, golfing, nature-based education, viewing nature, swimming in lakes and streams, visiting historic sites, cross country skiing, kayaking, sailing, boating, visiting beaches, bicycling, and walking for pleasure. These activities might be particularly popular in the Southern Gateways Region, in part because of the demographic structure of the Region.

In addition, certain activities are more popular among metropolitan residents, while others are more popular among non-metropolitan residents. This may mean that in relatively urban areas like Dane and Rock Counties, swimming in an outdoor pool, visiting a dog park to walk a pet, visiting an outdoor theme/water park, and/or attending outdoor concerts, plays, etc. may be particularly popular. In the more rural areas of the Region, ice fishing, snowmobiling, target shooting, driving for pleasure, driving off-road, driving ATV's, and gathering berries and other natural goods may be relatively popular.

National Survey on Recreation and the Environment (NSRE): 2000-2004. Versions 1-18 (except 12 & 17), N=2935. Interview dates: 7/99 to 11/04. The Interagency National Survey Consortium, Coordinated by the USDA Forest Service, Recreation, Wilderness, and Demographics Trends Research Group, Athens, GA, the Human Dimensions Research Laboratory, University of Tennessee, Knoxville, TN.



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