Wisconsin is home about 2.9 million women (50.4% of the population).

White women make up a much larger share of the population in WI than they do in the US as a whole. In WI, this share has declined slightly over the past decade, from 88% (2000) to 84% (2010). The next largest groups, Hispanic and African American women, each account for about 6% of the population, which is well below the national figures for these groups.

The most recent US Census data shows trend toward a more racially/ethnically diverse population, particularly among children and young adults (see chart).

The median age of WI women is 40 years, but varies considerably by race/ethnicity. The median age of 43 years for white women is higher than the range of 23-31 years for women in other racial/ethnic groups.

The wide age difference suggests different needs and stages in the life cycle, with important public policy implications in areas such as health, education, work and family.

Wisconsin's population is more rural than the rest of the US, with 70% of women living in urban (and urban attached) areas and 30% in rural areas. The share in rural areas is down slightly from 32% in 2000, but still above the national average of 19%.

*Native American women in WI account for about 1% of women across all age groups. Hispanics may be of any race. Racial categories (White, African American, Asian, and Native American) do not include Hispanics. Sources: US Census Bureau, 2010 Census, SF2: Age Groups and Sex and SF1: Urban and Rural; 2000 Census SF3: Urban and Rural and SF4: Age Groups and Sex.

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Is there a FAST FACT or topic you would like to see profiled? Contact us at 608.266.2219 or christine.lidbury@wi.gov