

## Chapter 2: Demographics for Wisconsin

Wisconsin and the NSRE samples are divided into numerous categories based on five socio-demographic criteria (i.e., gender, race, age, income and education). Information about the State of Wisconsin was obtained from the 2000 census and information about the NSRE sample was obtained from respondents to the telephone survey.

### Demographic Characteristics

Below is demographic descriptions for residents 16 years of age or older for the State of Wisconsin based on NSRE and 2000 census data.

**Table 2-1: Demographics of NSRE Respondents, Wisconsin**

Demographic	Stratum	NSRE Percent	Census Percent
Gender	Male	49.3	49.3
	Female	50.7	50.7
Race/ethnicity	White, Non-Hispanic	88.1	87.7
	Black, Non-Hispanic	3.2	5.3
	American Indian, Non-Hispanic	0.4	0.8
	Asian or Pacific Islander, Non-Hispanic	0.6	1.9
	Hispanic	7.7	4.3
Age	16-24	15.6	16.6
	25-34	14.4	15.7
	35-44	16.4	16.5
	45-54	18.2	19.4
	55-64	14.0	14.9
	65+	21.5	16.9
Annual family income	<\$15,000	10.2	6.6
	\$15,000-\$24,999	19.3	9.1
	\$25,000-\$49,999	31.1	30.2
	\$50,000-\$74,999	17.9	27.6
	\$75,000-\$99,999	11.8	14.1
	\$100,000-\$149,999	6.1	8.5

<b>Demographic</b>	<b>Stratum</b>	<b>NSRE Percent</b>	<b>Census Percent</b>
	\$150,000+	3.6	3.9
Education	Less than high school	18.1	14.9
	High school graduate	32.8	34.6
	Some college	26.8	28.1
	College degree	15.1	15.3
	Post-graduate degree	7.3	7.2
Place of Residence	Non-metro resident	26.9	27.1
	Metro area resident	73.1	72.9

Source: NSRE 2005-2009, Versions 1-5. N=718. Interview dates: 1/05 to 11/09. 2000 Census of Population and Housing and 2009 Census Estimates.

Note: Percent within each demographic group sums to 100. May not equal 100% exactly due to rounding. Gender, race, and age are 2009 Census estimates. All others are from the 2000 Census. Educational attainment for the NSRE and Census are for the population age 25 and older.