

Wisconsin Housing Data Overview

Lac du Flambeau Northwoods Housing Summit

October 28, 2025

Matt Kures

Community Development Institute

University of Wisconsin-Madison, Division of Extension



Extension

UNIVERSITY OF WISCONSIN-MADISON

Why Consider Economic and Demographic Data?

Some Context for Today's Discussion

Uses:

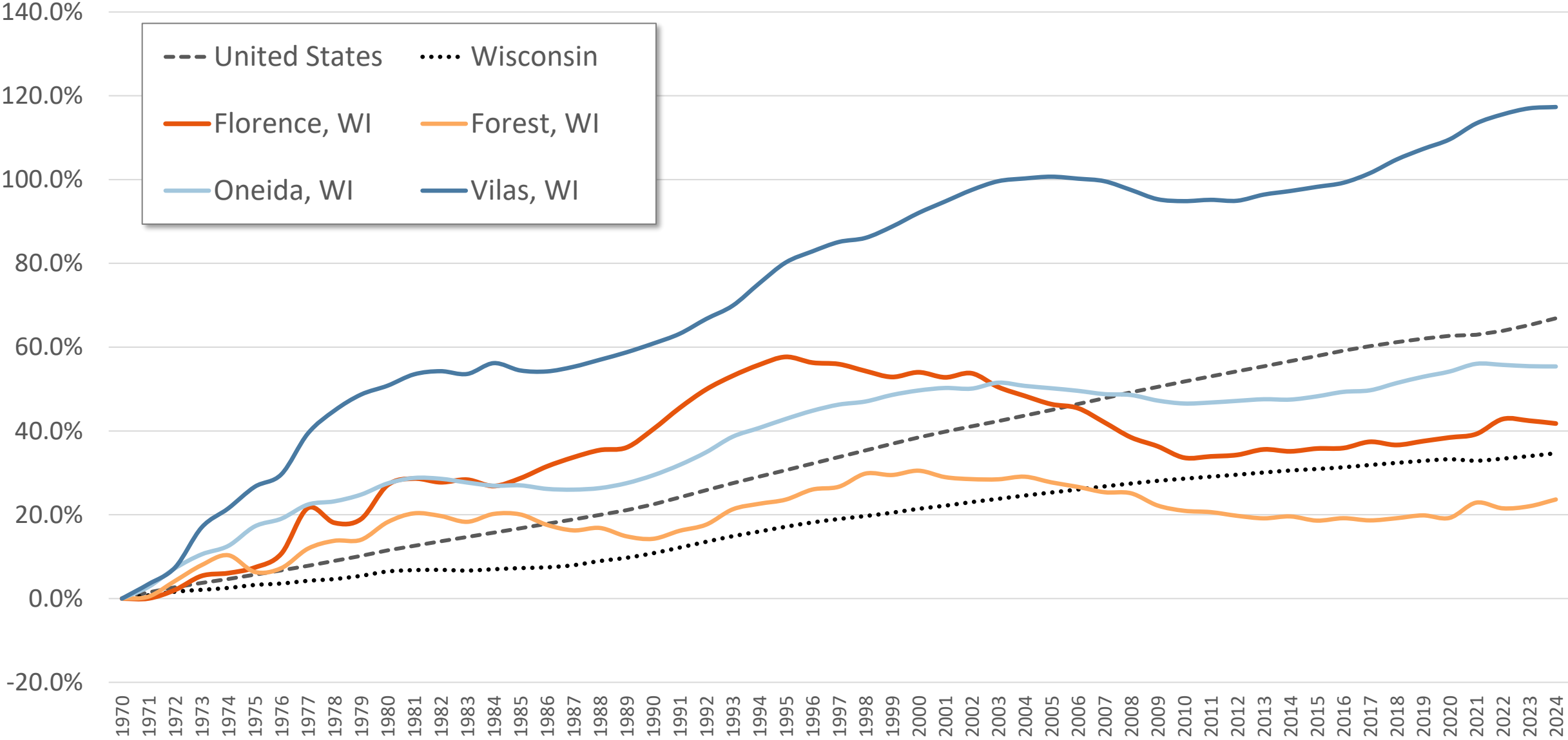
- Stimulate discussion;
- Affirm or challenge current perceptions;
- Identify local strengths and weaknesses;
- Recognize and prepare for change.

Considerations:

- Looking for patterns, not a single answer;
- More concerned with trends than precision;
- Focus more attention on comparing figures rather than ranking them.

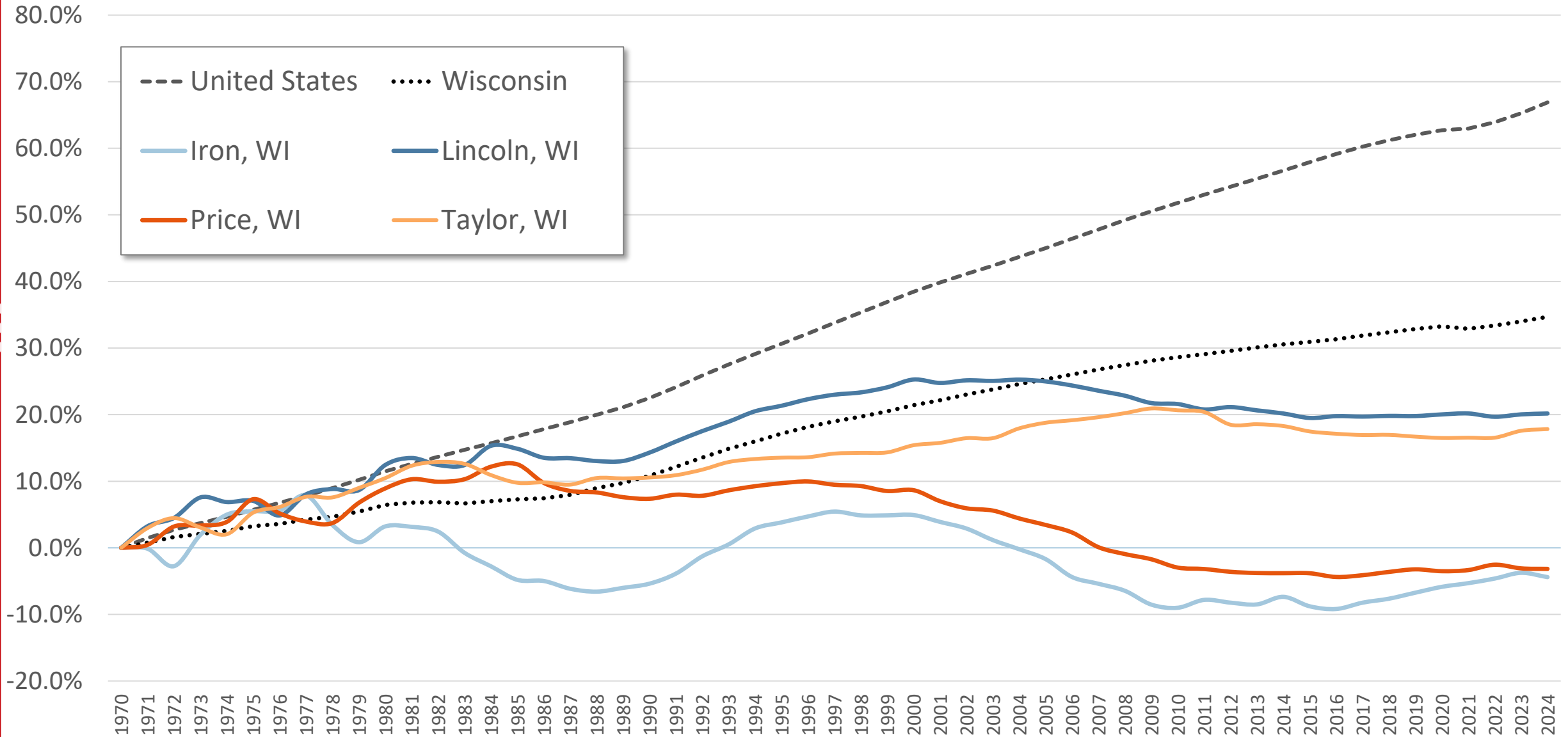
Change in Population 1970 to 2024

Percent Change Since 1970

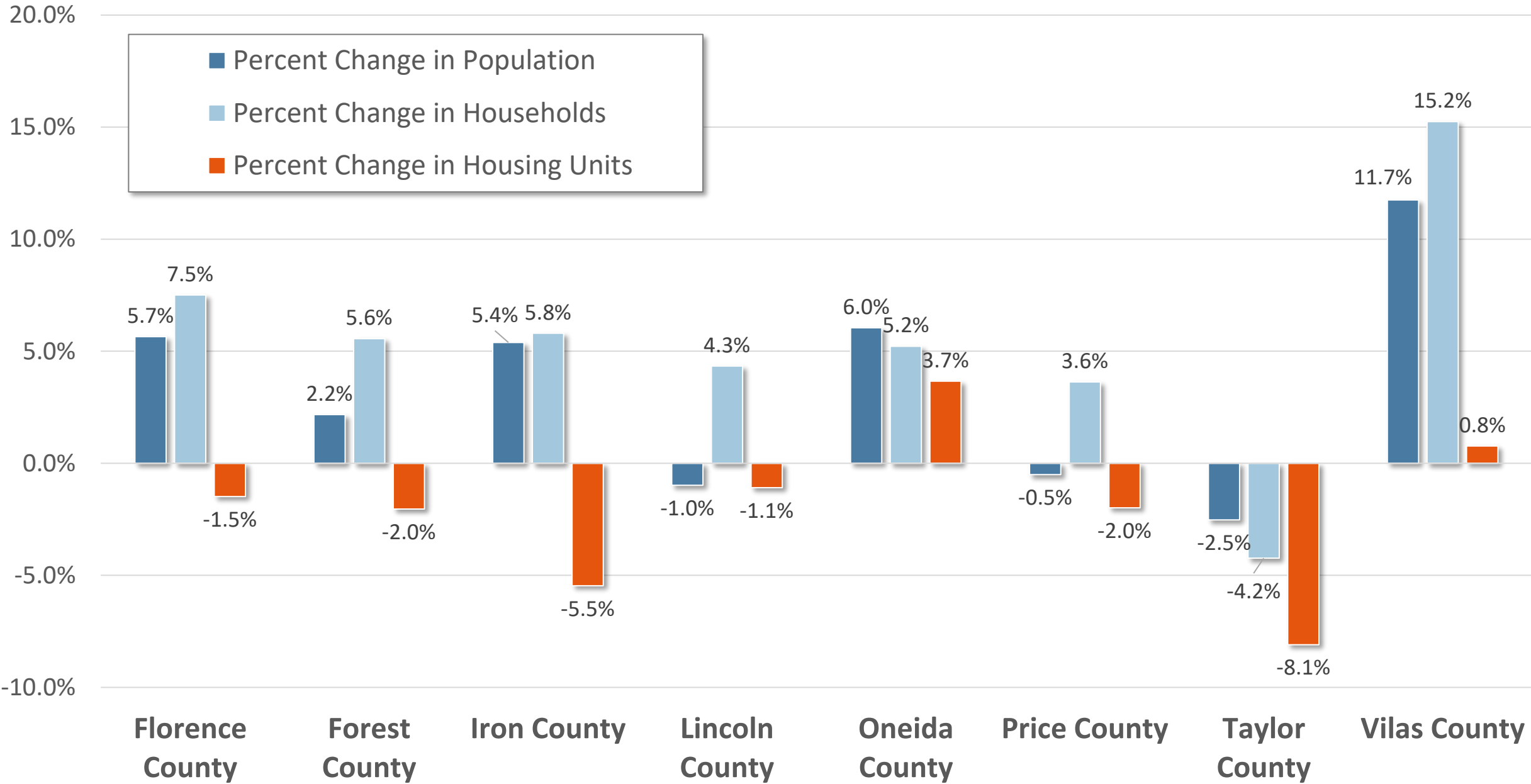


Change in Population 1970 to 2024

Percent Change Since 1970

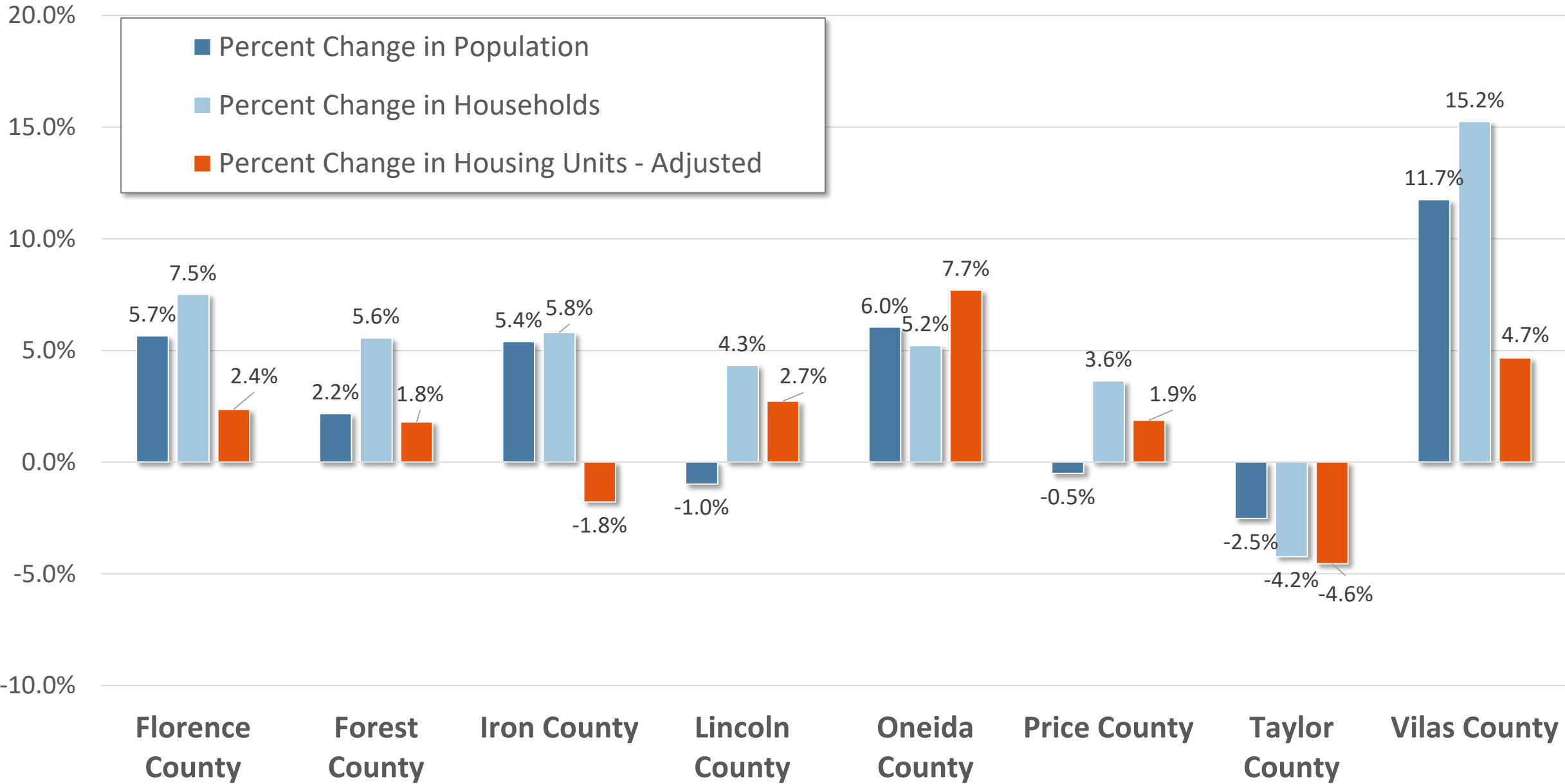


Percent Change in Population, Households and Housing Units – 2010 to 2024



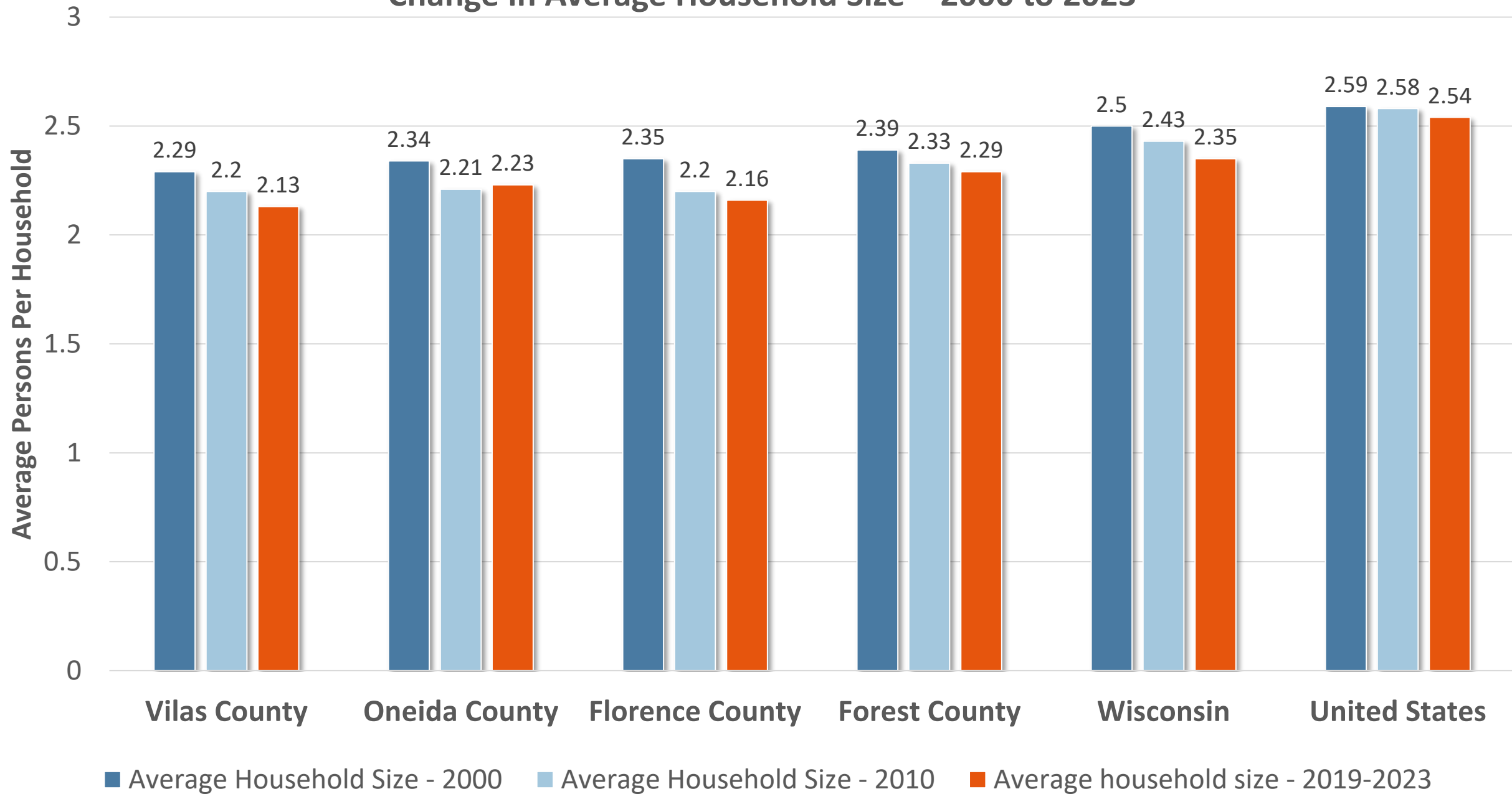
Data Source: U.S. Census Bureau and Author’s Calculations

Percent Change in Population, Households and Housing Units – 2010 to 2024

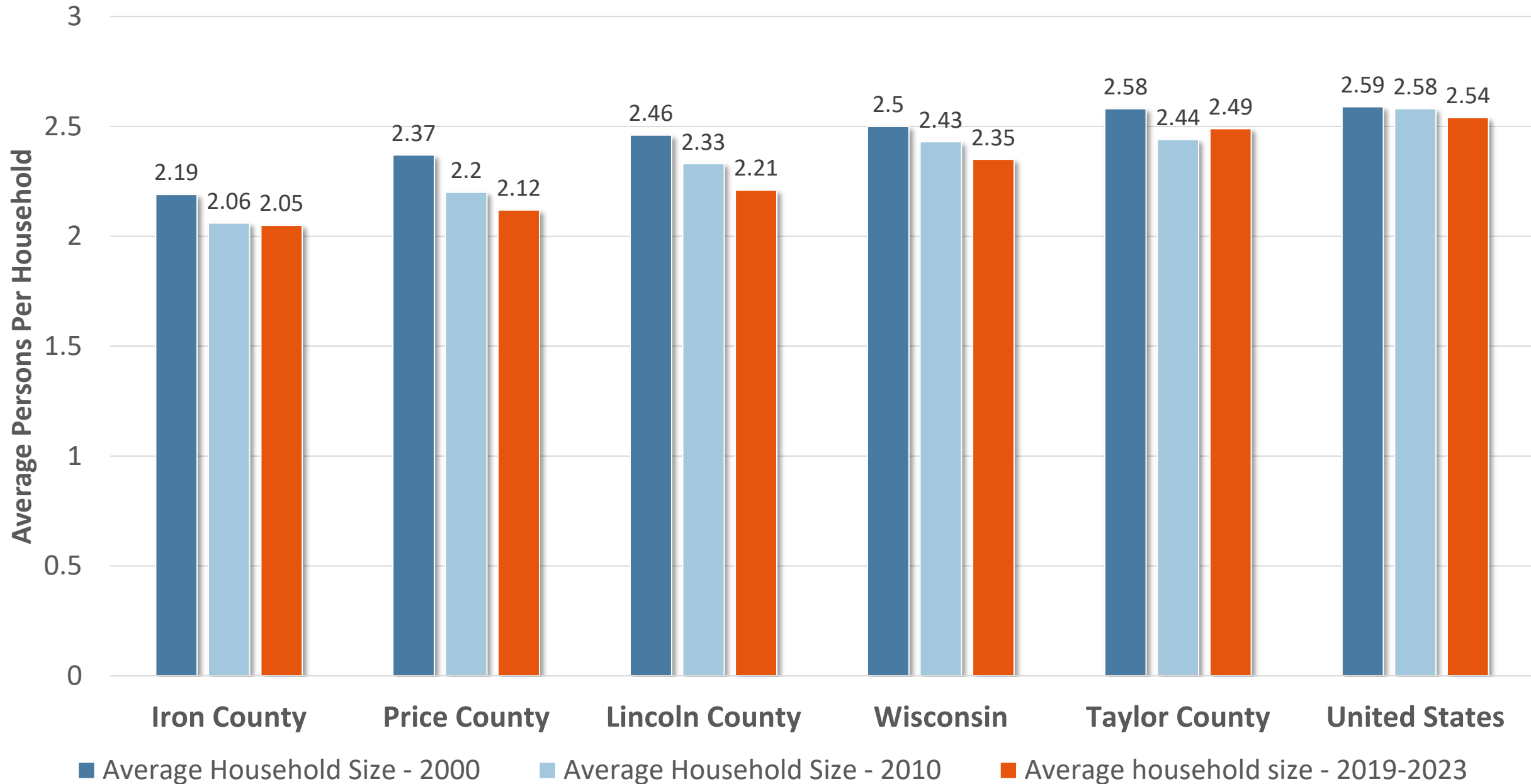


Data Source: U.S. Census Bureau and Author’s Calculations

Change in Average Household Size – 2000 to 2023

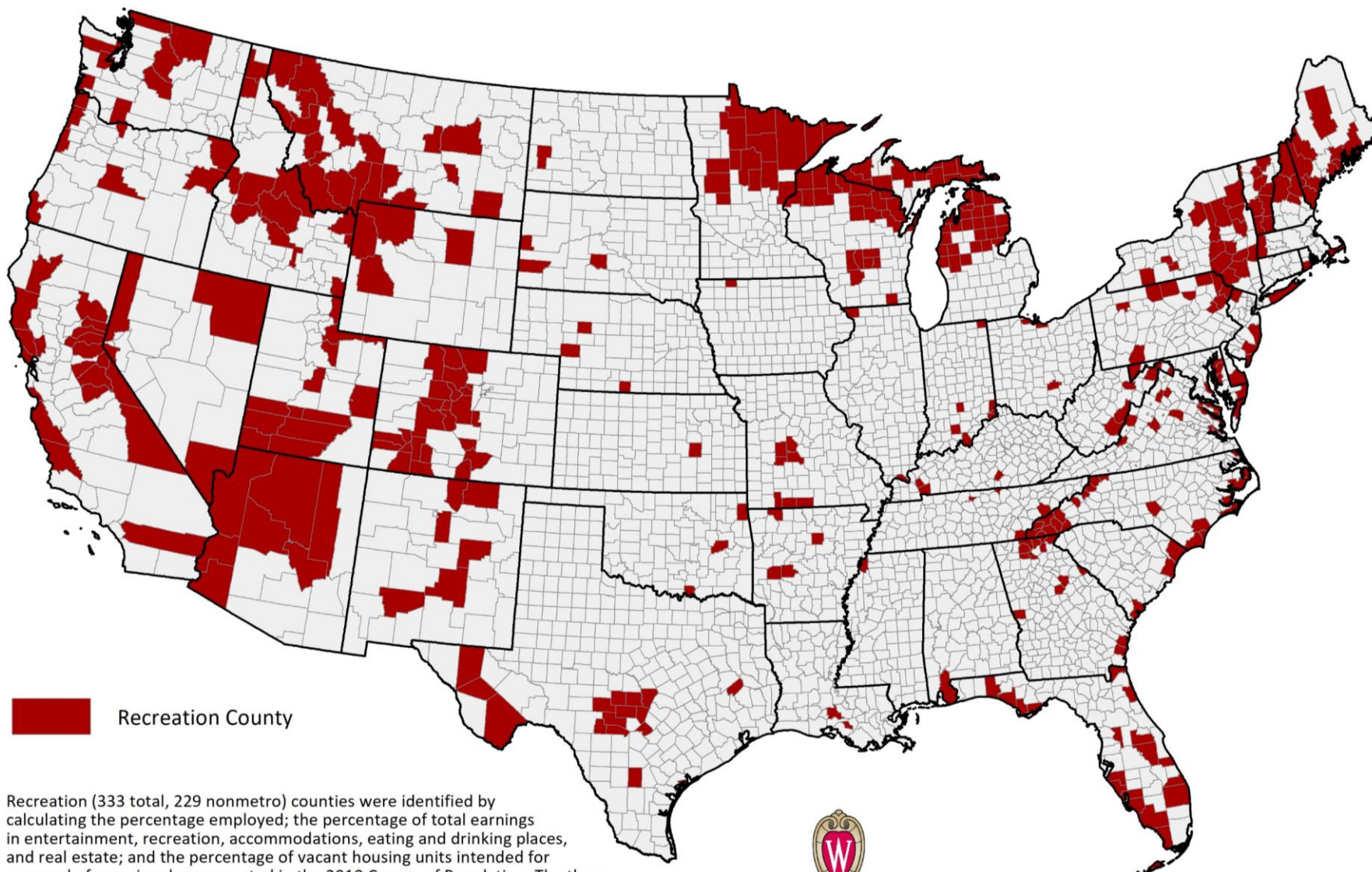


Change in Average Household Size – 2000 to 2023



Recreation Counties

Based on the USDA Economic Research Service Definition



 Recreation County

Recreation (333 total, 229 nonmetro) counties were identified by calculating the percentage employed; the percentage of total earnings in entertainment, recreation, accommodations, eating and drinking places, and real estate; and the percentage of vacant housing units intended for seasonal or occasional use reported in the 2010 Census of Population. The three variables measuring employment, earnings, income, and seasonal housing were converted to a weighted index, and counties scoring at least two-thirds of a standard deviation above the mean were considered to be recreation counties.



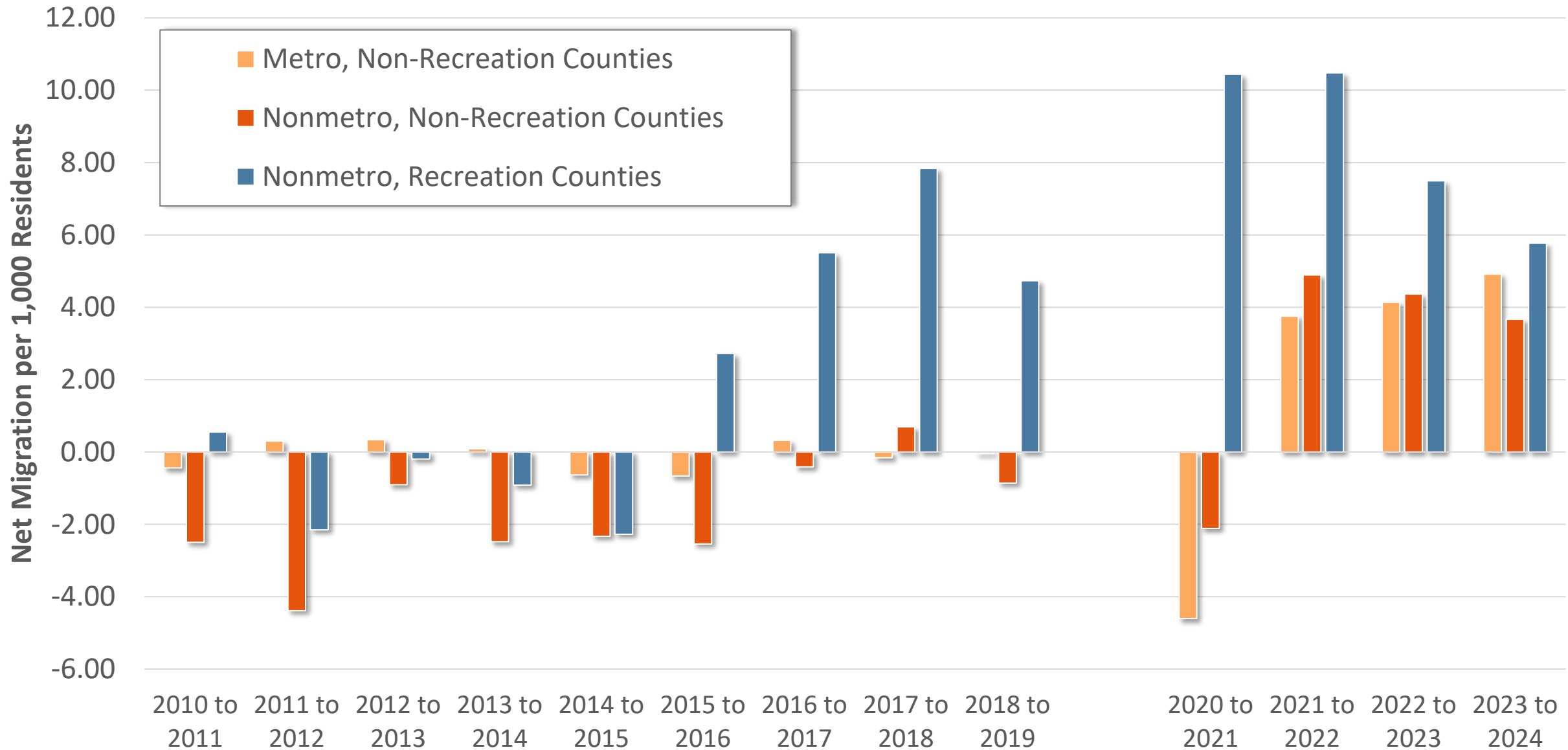
Extension

UNIVERSITY OF WISCONSIN-MADISON

Source: USDA Economic Research Service County Typology Codes

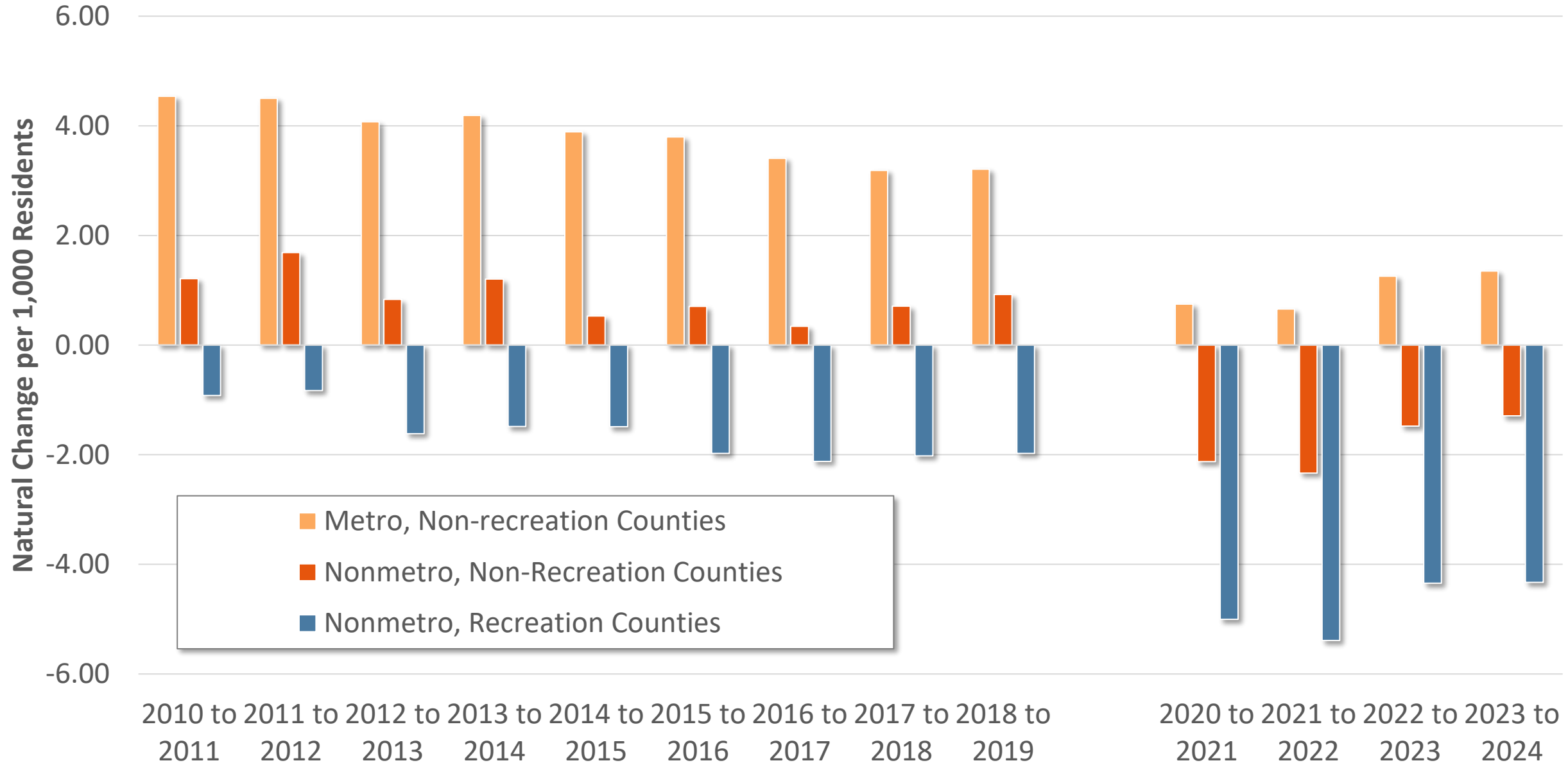
Population Change due to Net Migration (In-migrants minus Out-migrants)

Net Migration Rates 2010 to 2024



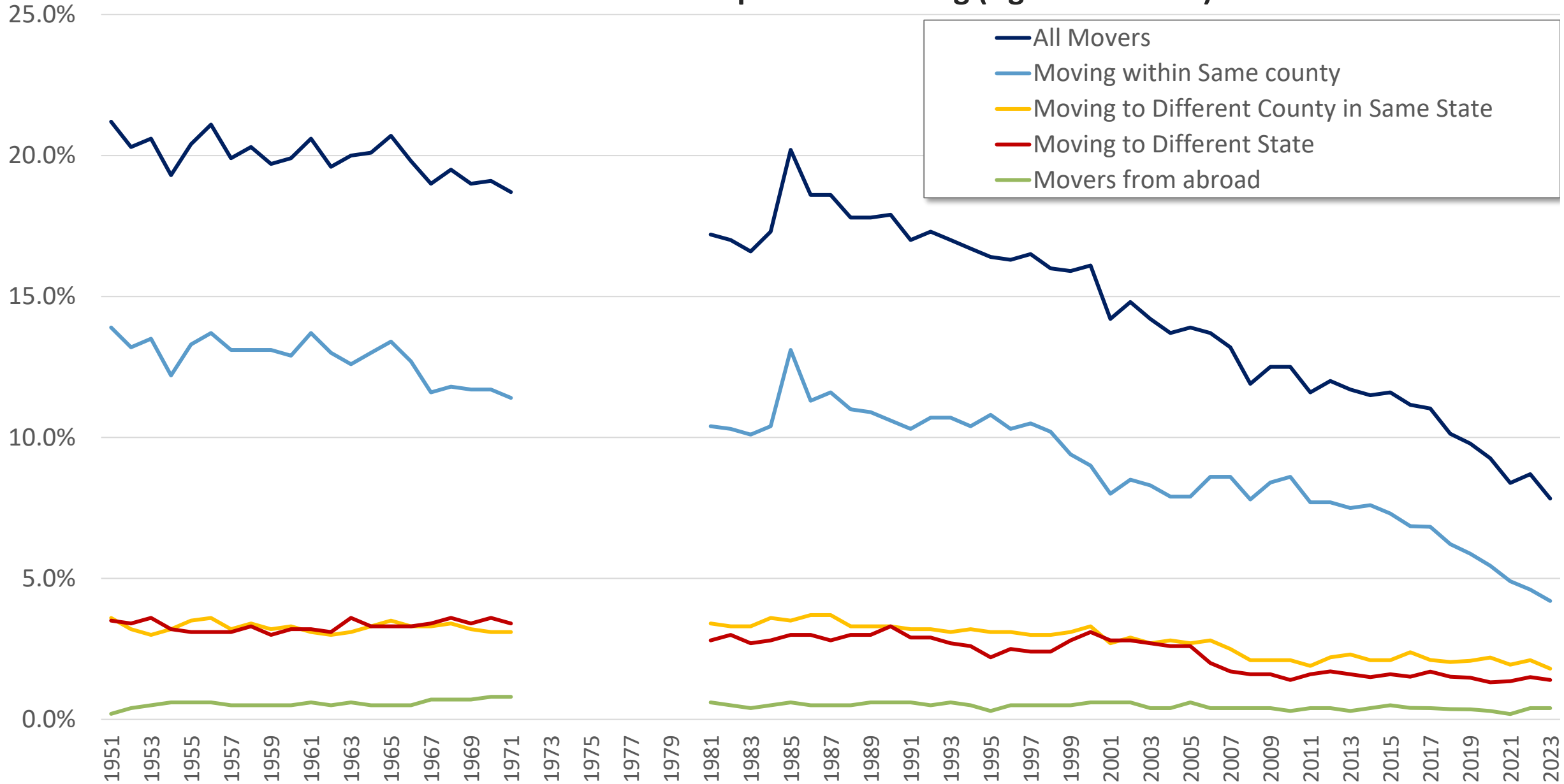
Population Change due to Natural Change (Births minus Deaths)

Natural Change Rates 2010 to 2024



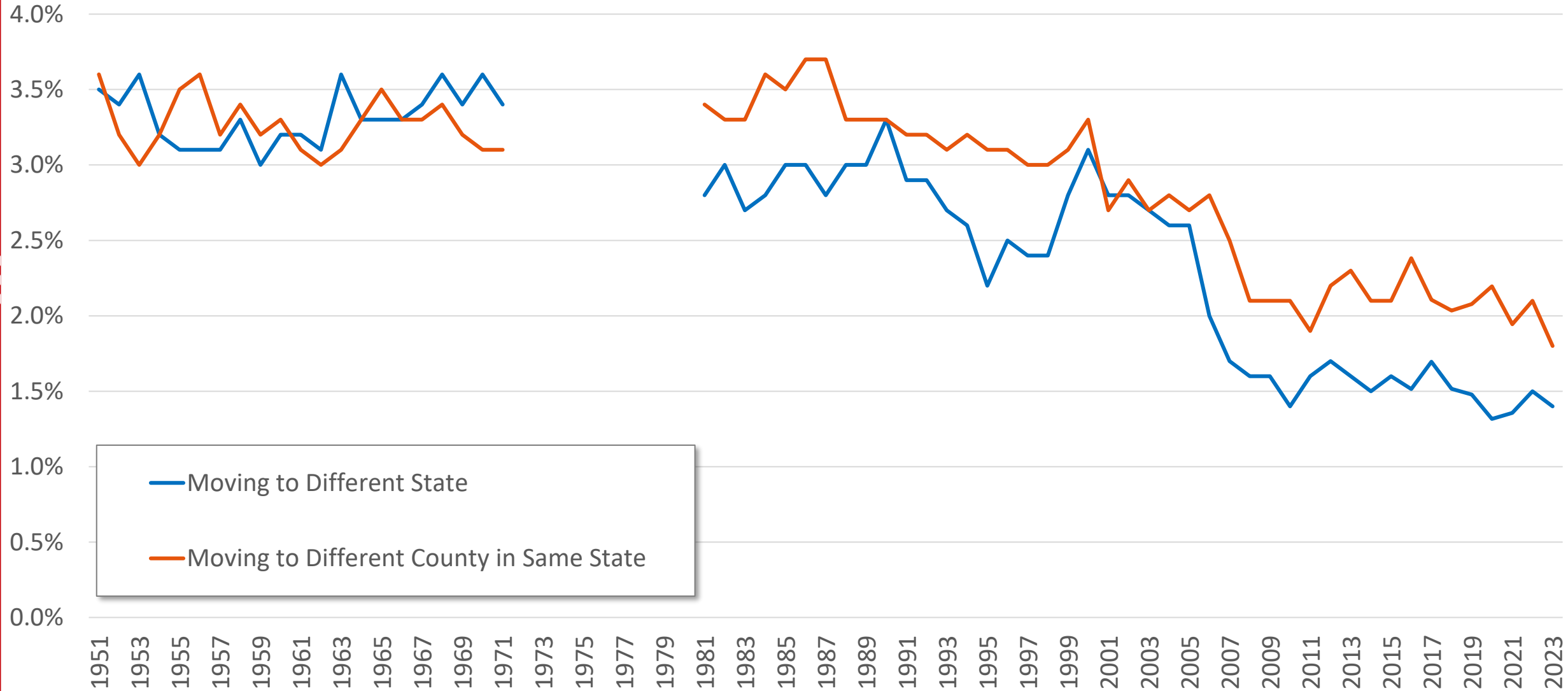
Mobility Rates 1950 to 2023

Percent of United States Population Moving (Age 1 and Over)



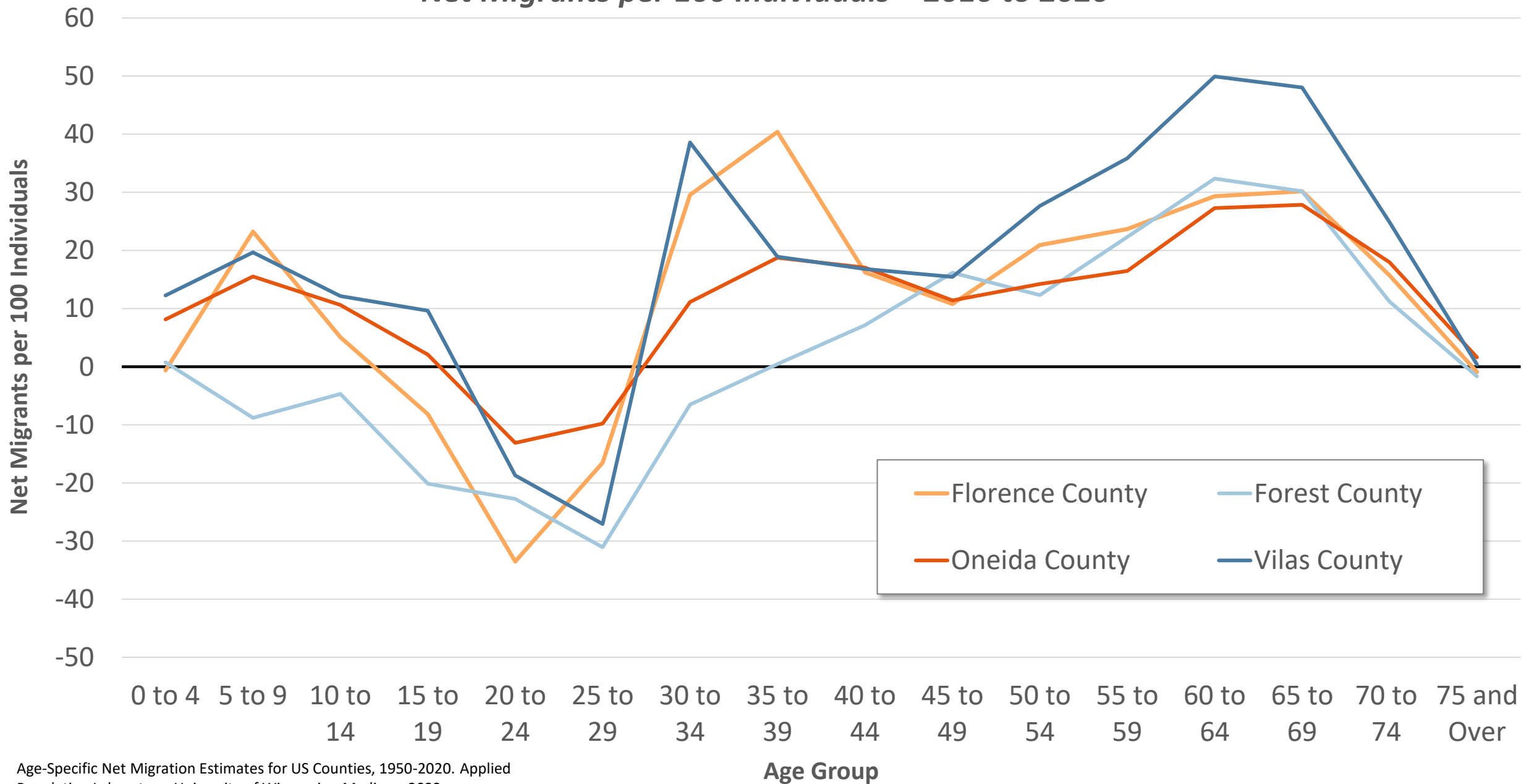
Inter-State and Inter-County Mobility 1950 to 2023

Percent of United States Population Moving Across State or County Lines (Age 1 and Over)



Northern Wisconsin Net Migration Rate by Age Group

Net Migrants per 100 Individuals – 2010 to 2020

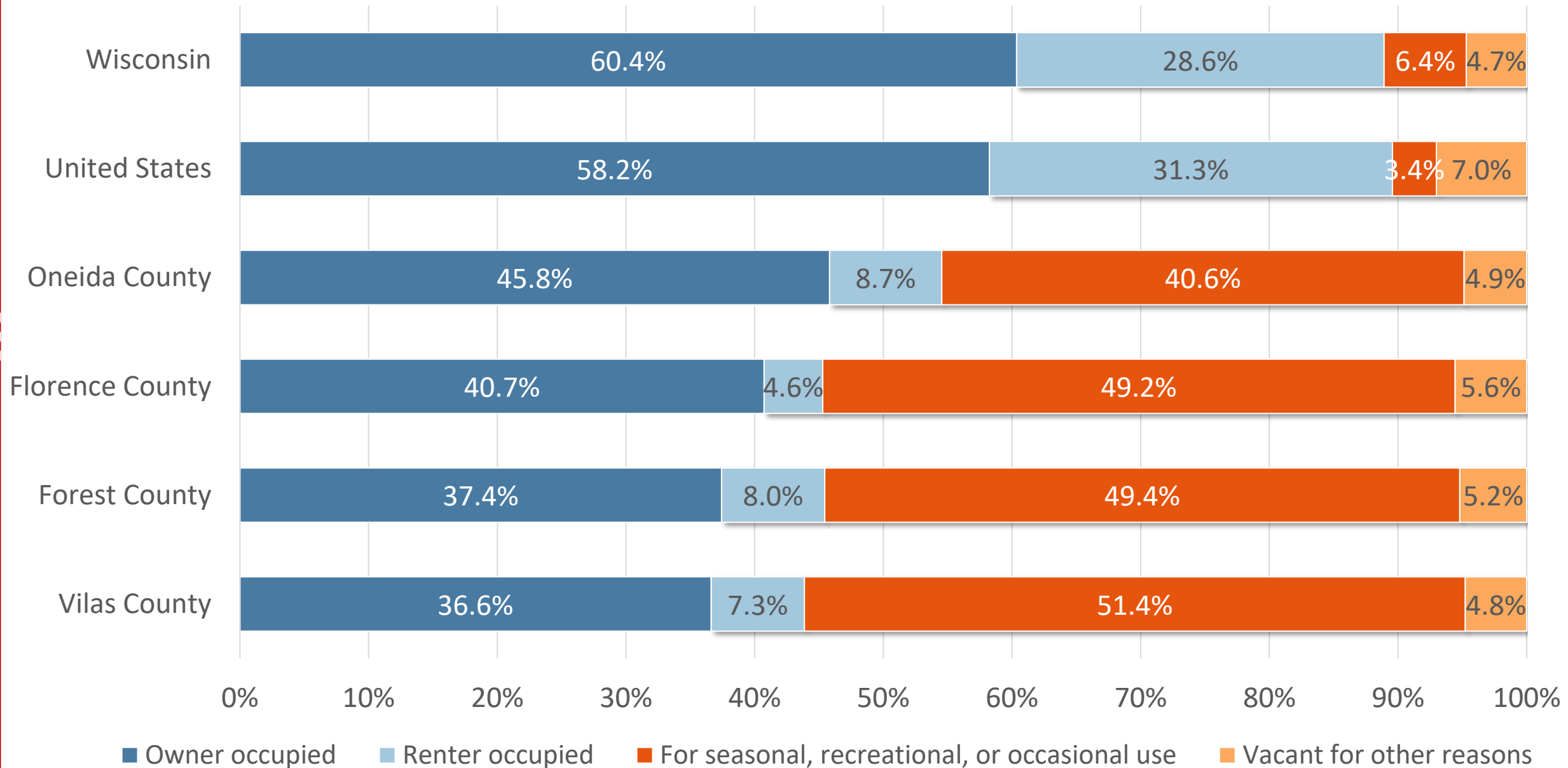


Northern Wisconsin Net Migration Rate by Age Group

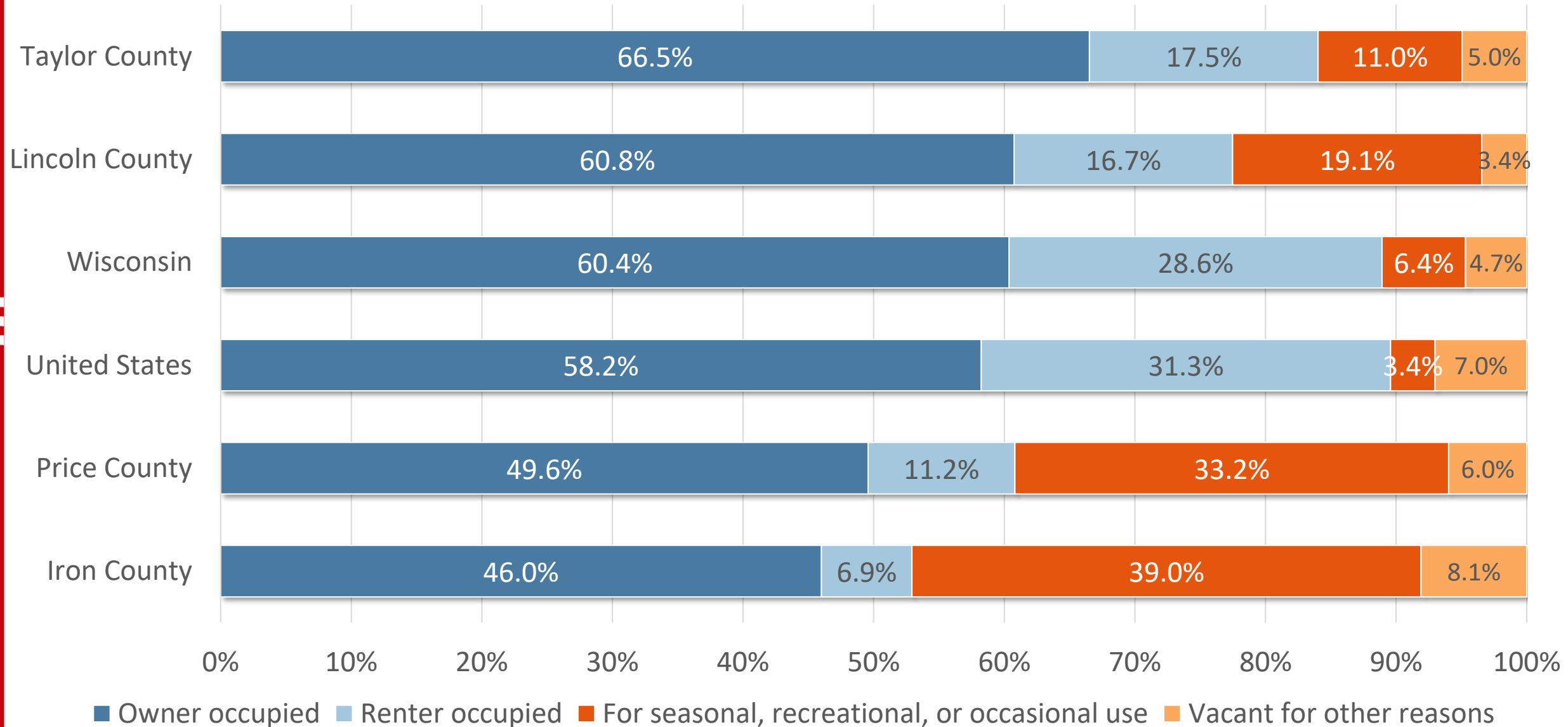
Net Migrants per 100 Individuals – 2010 to 2020



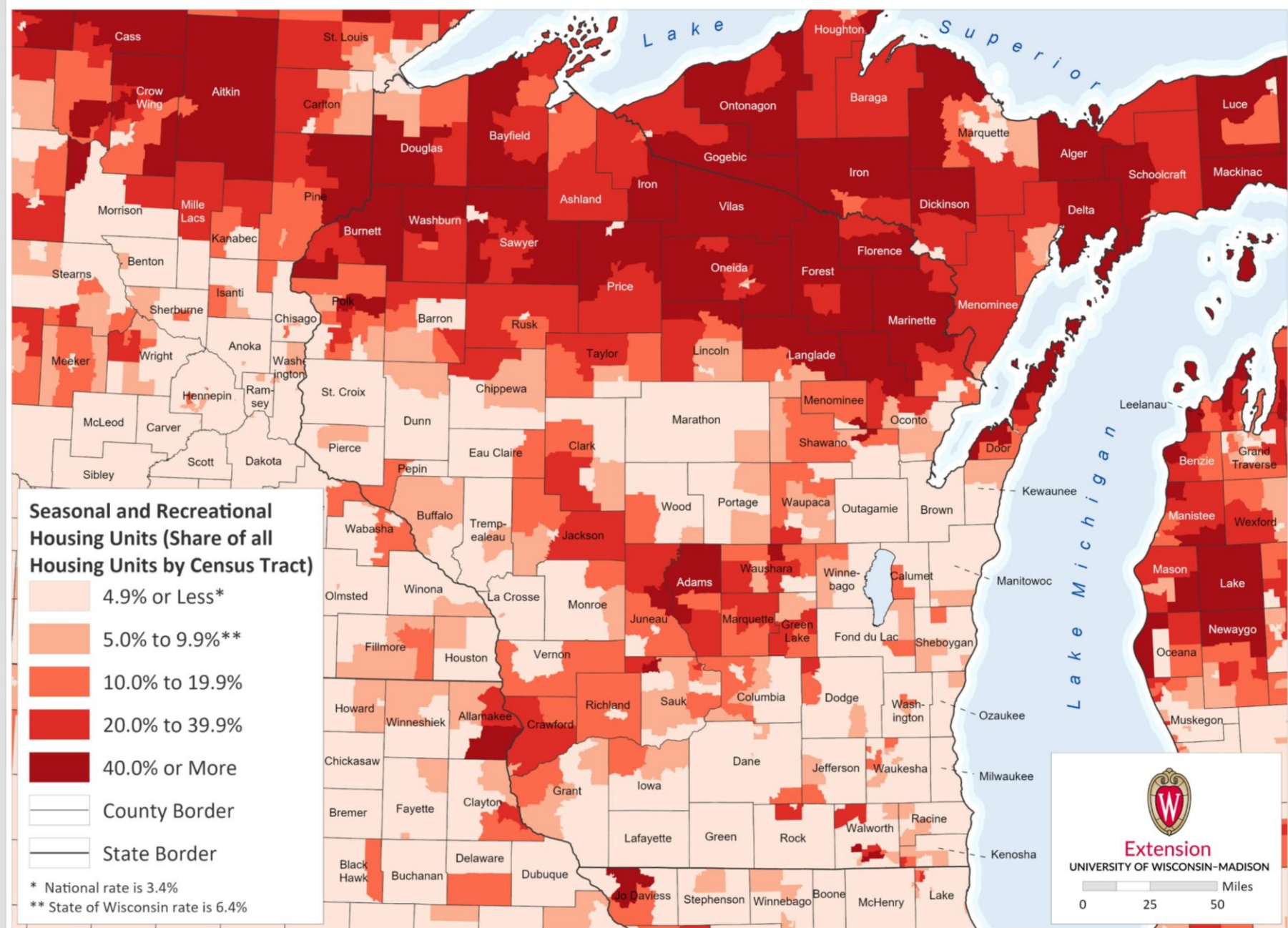
Northern Wisconsin Housing Units by Tenure and Vacancy (2019-2023 Five Year Estimates)



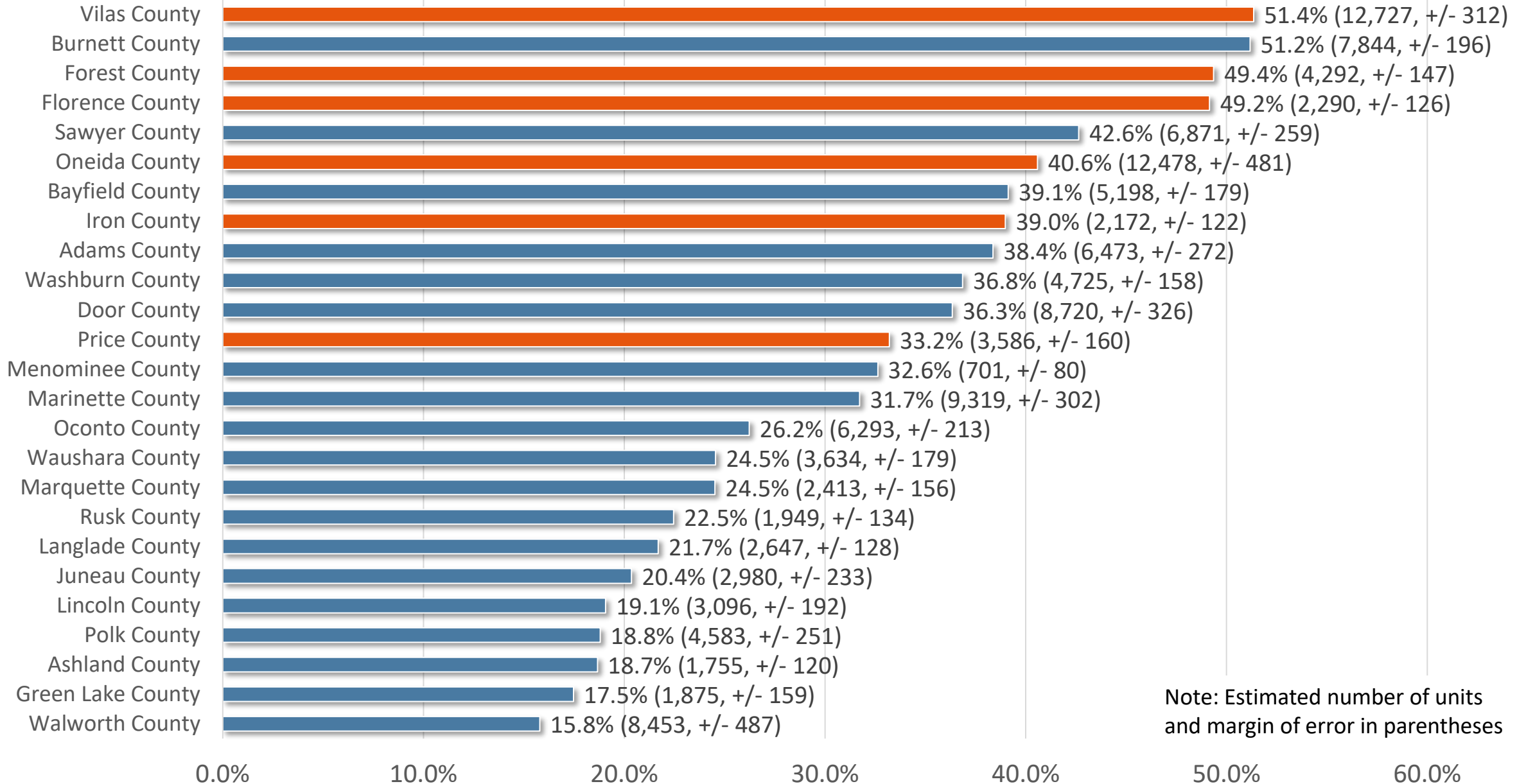
Northern Wisconsin Housing Units by Tenure and Vacancy (2019-2023 Five Year Estimates)



Housing Units for Seasonal, Recreational or Occasional Use (2019-2023 Five-Year Estimates)

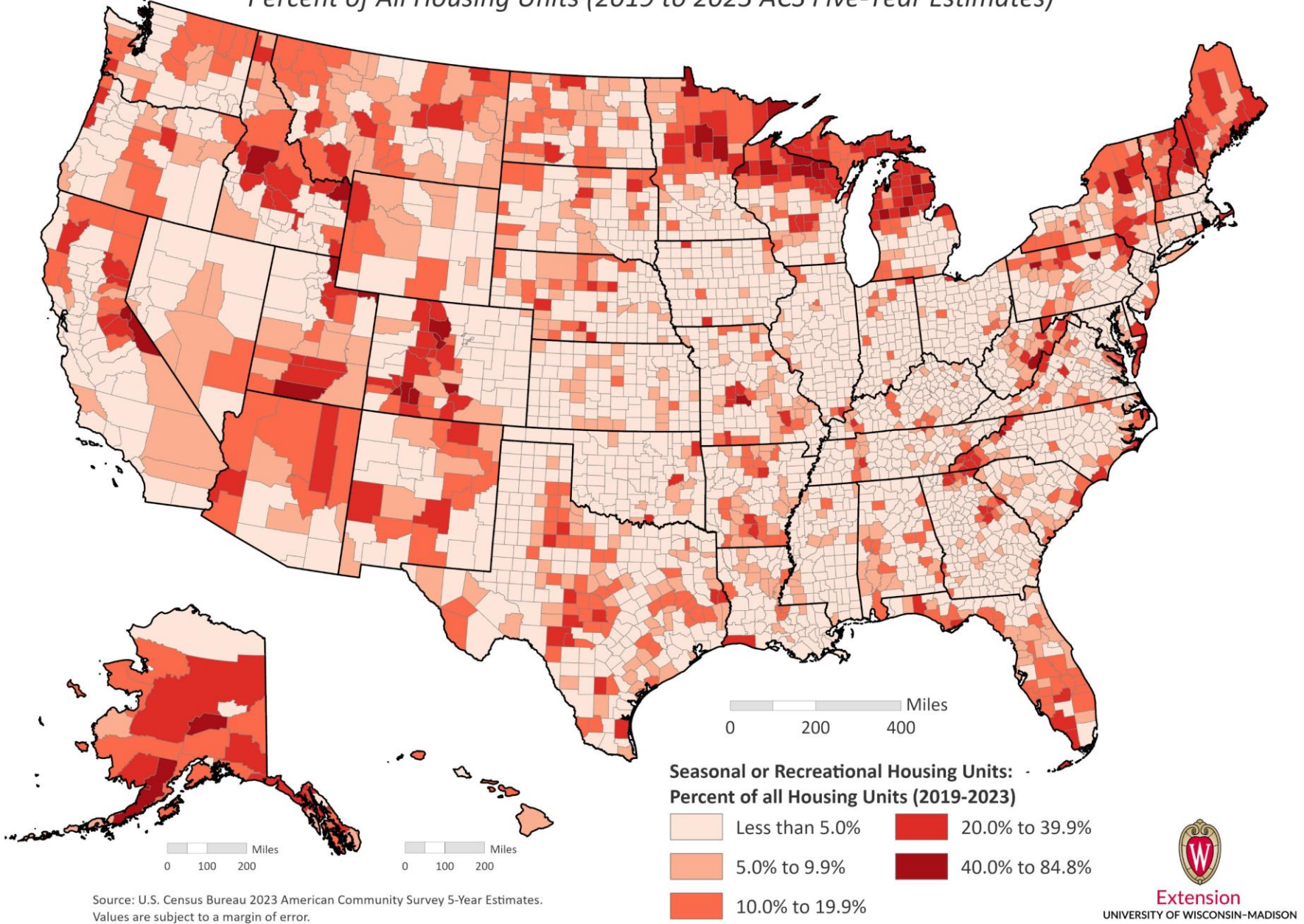


Housing units for Seasonal, Recreational, or Occasional use - Percent of Total Housing Units (2019-2013 Five-Year Estimates)

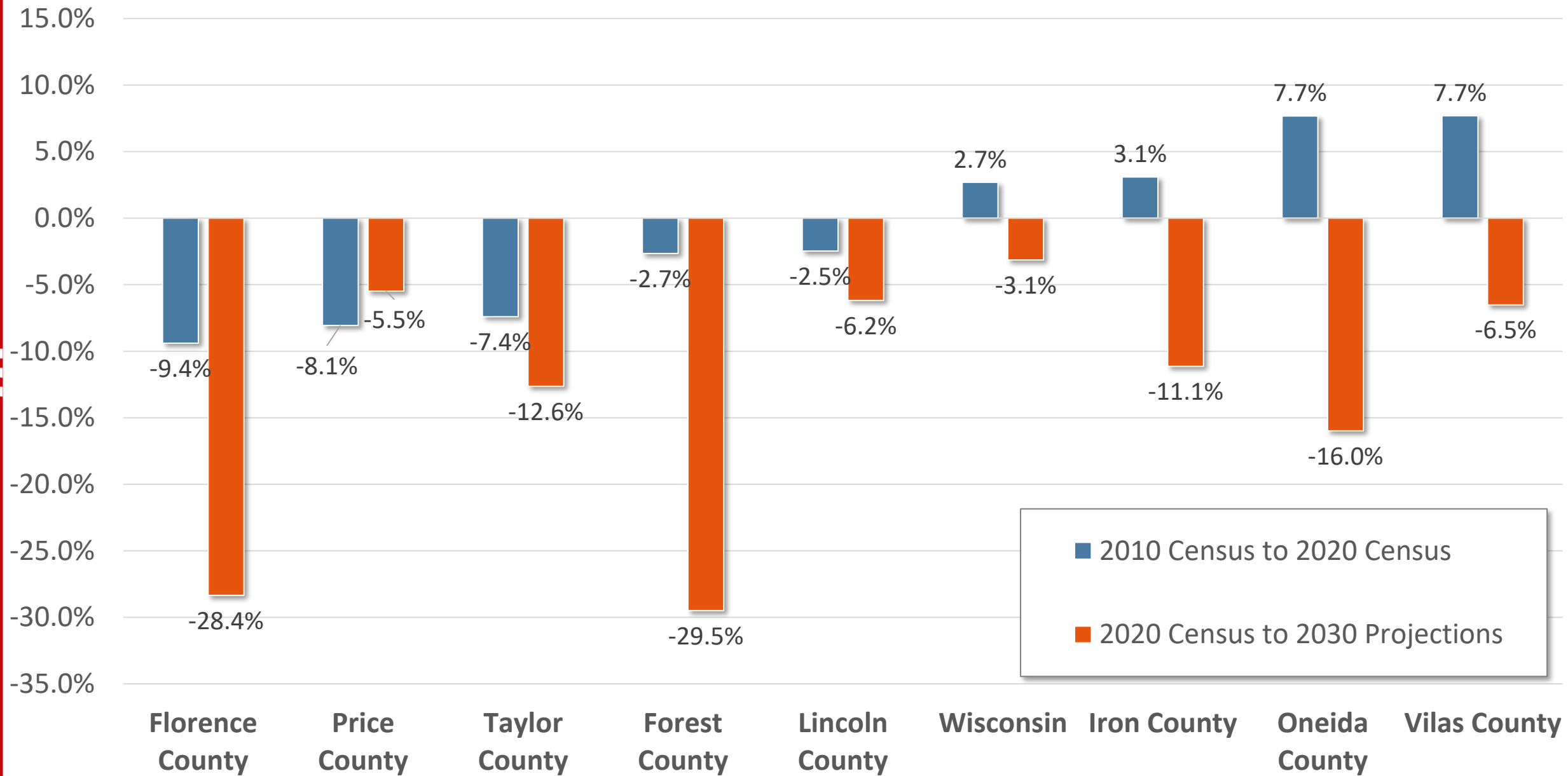


Note: Estimated number of units
and margin of error in parentheses

Housing Units for Seasonal, Recreational or Occasional Use by County
Percent of All Housing Units (2019 to 2023 ACS Five-Year Estimates)

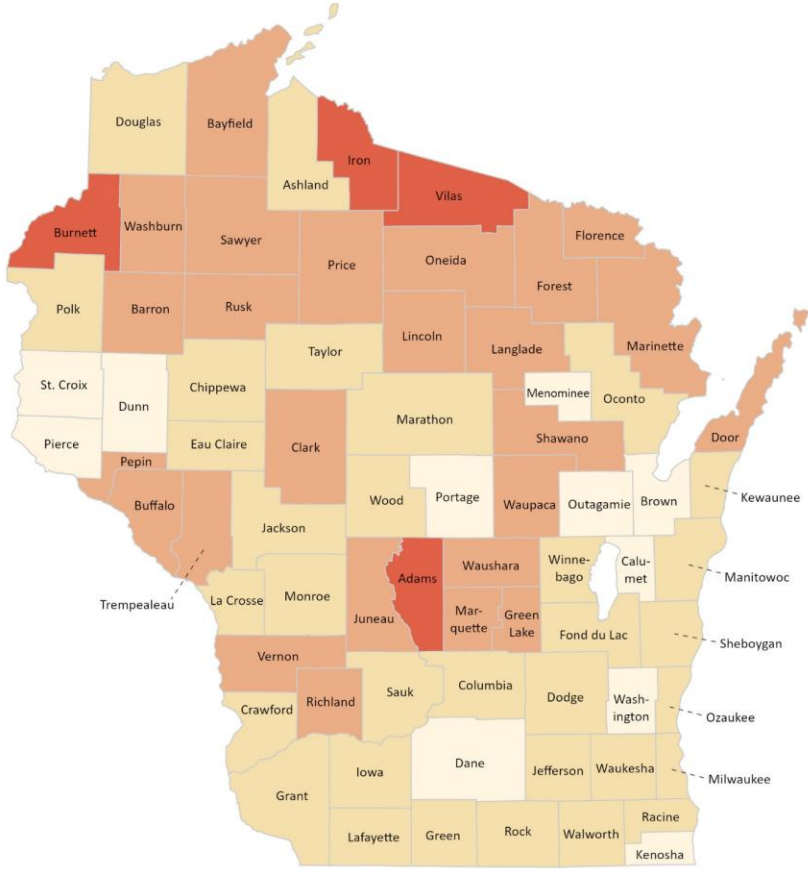


Northern Wisconsin Percent Change in Population Ages 25 to 34

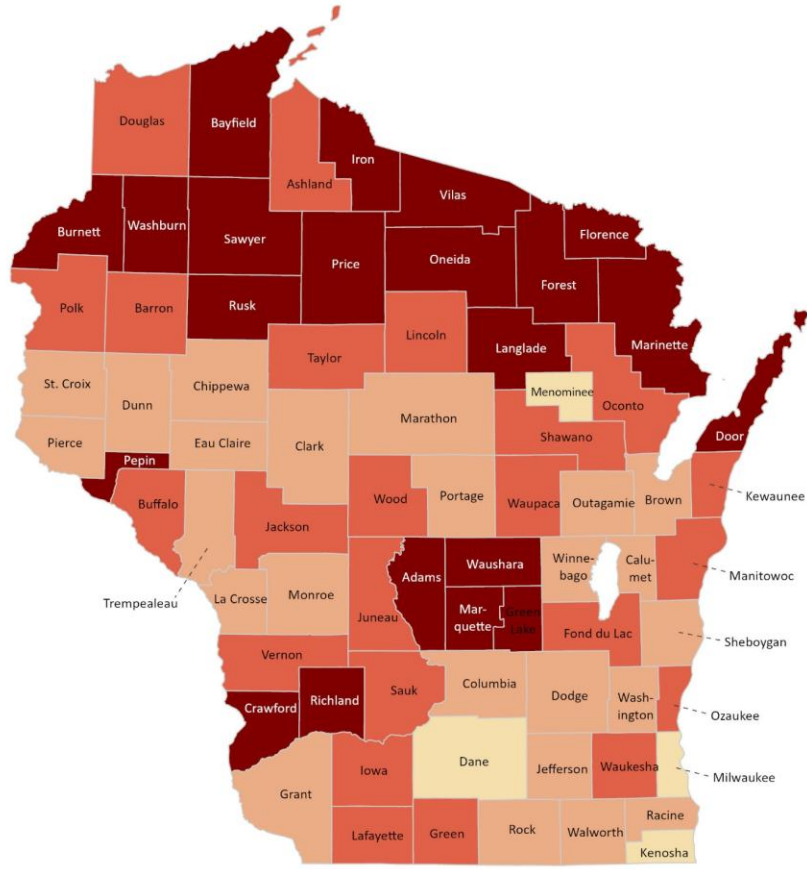


Population Age 65 and Over by County - 2000 Census and 2022 Estimates

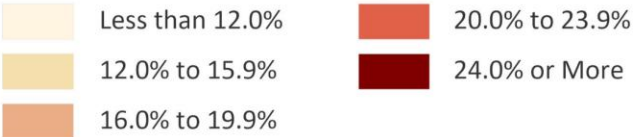
*Population Age 65 and over as
Share of Total Population - 2000 Census*



*Population Age 65 and over as
Share of Total Population - 2022 Estimates*

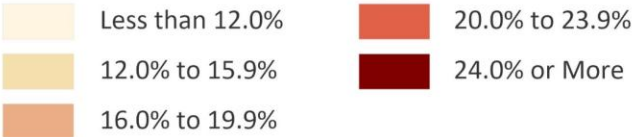


Percent Age 65 and Over



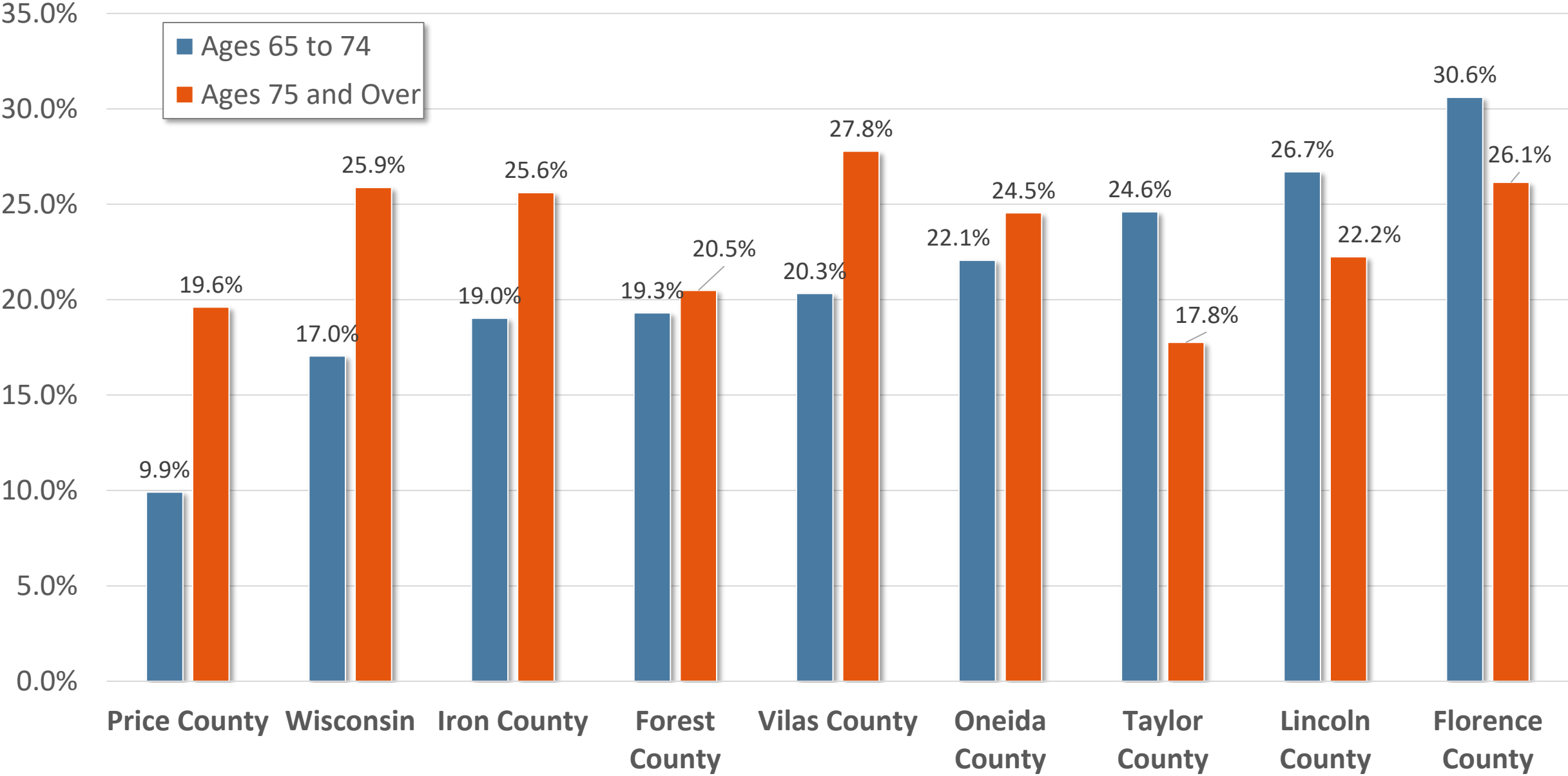
Data Source: U.S. Census Bureau

Percent Age 65 and Over



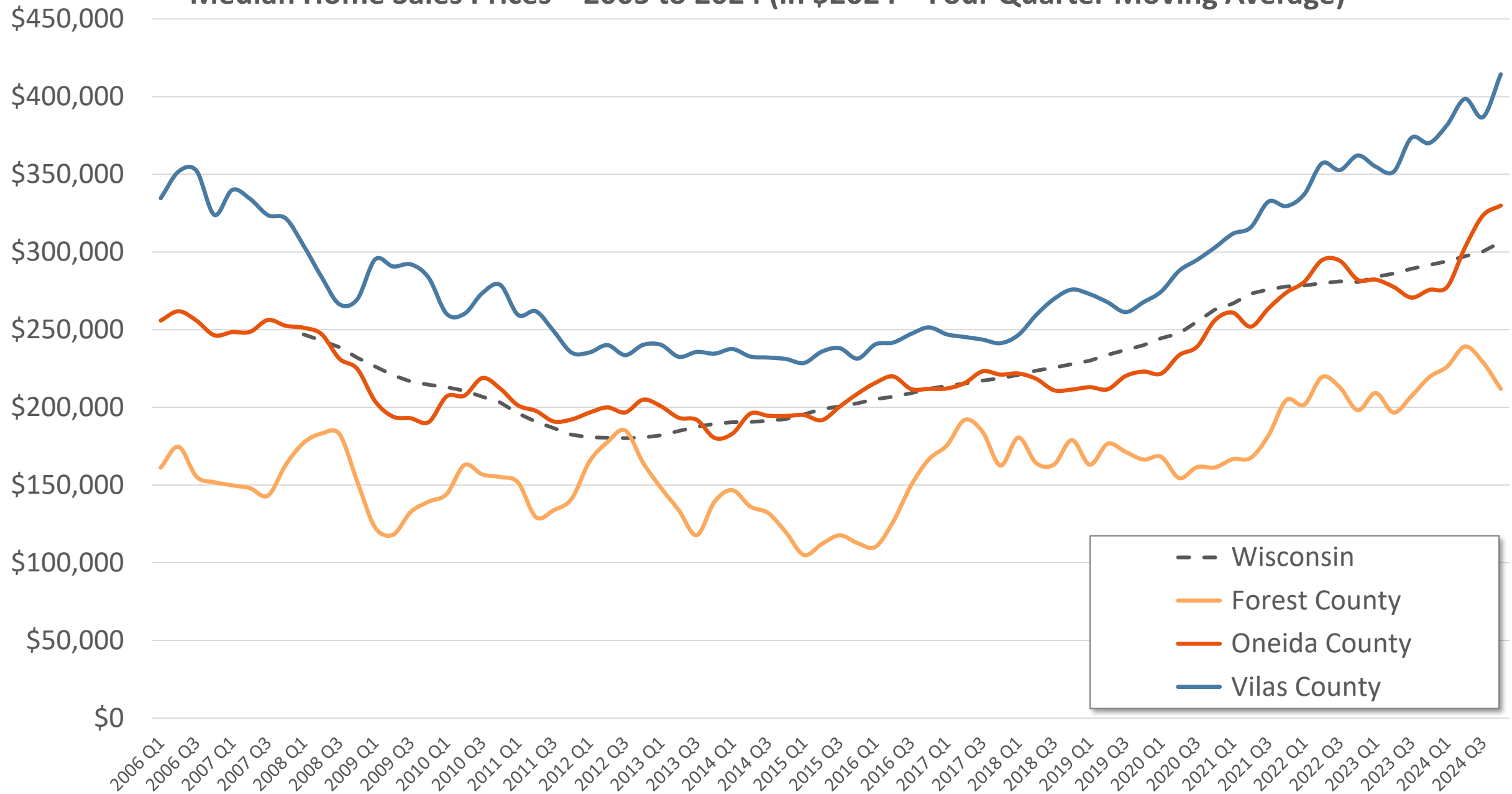
Extension
UNIVERSITY OF WISCONSIN-MADISON

Northern Wisconsin Percent Change in Population Ages 65 to 74 and Ages 75 and Over
2020 Census to 2030 Projections

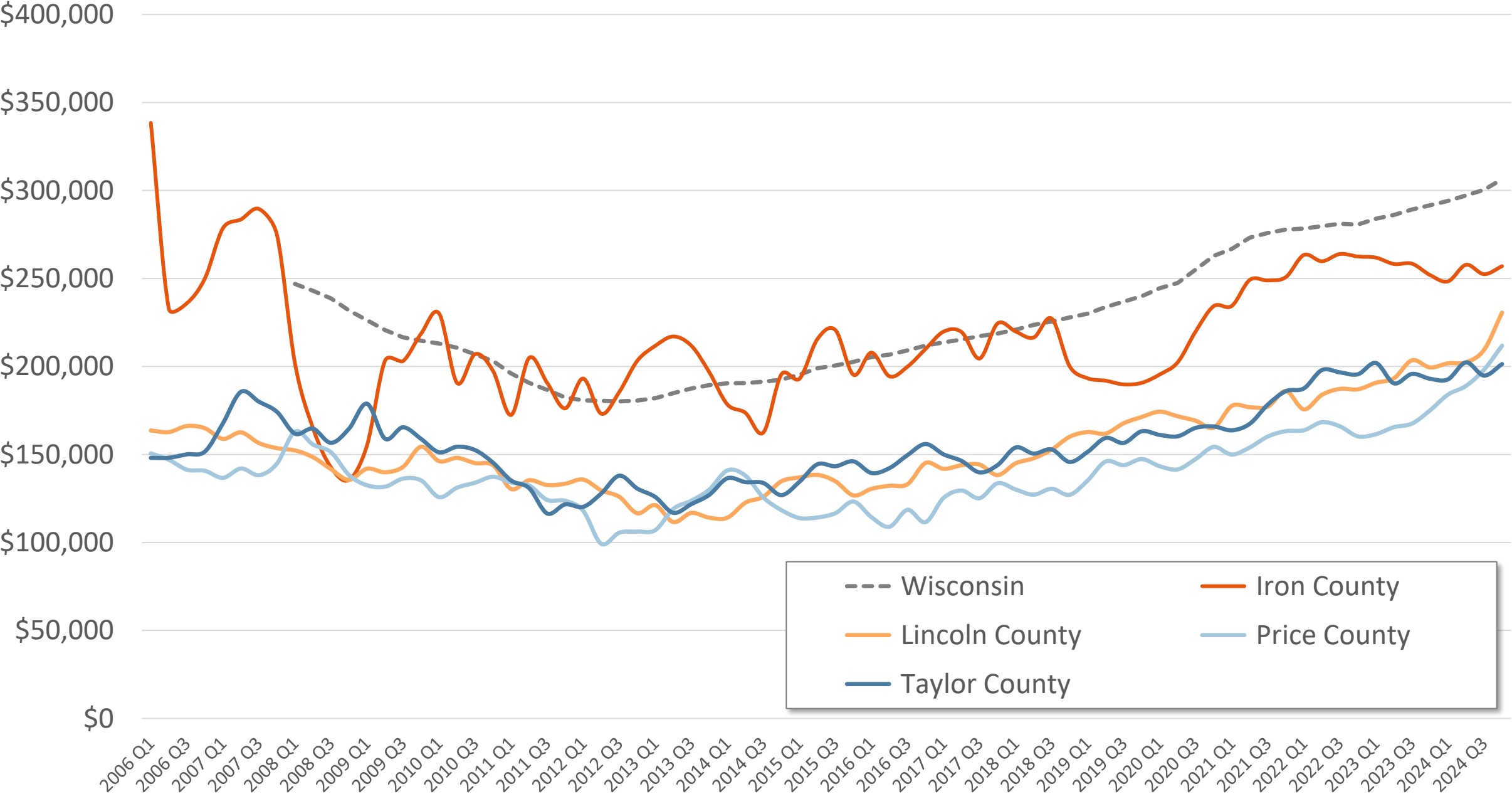


Data Source: U.S. Census Bureau and Wisconsin Department of Administration

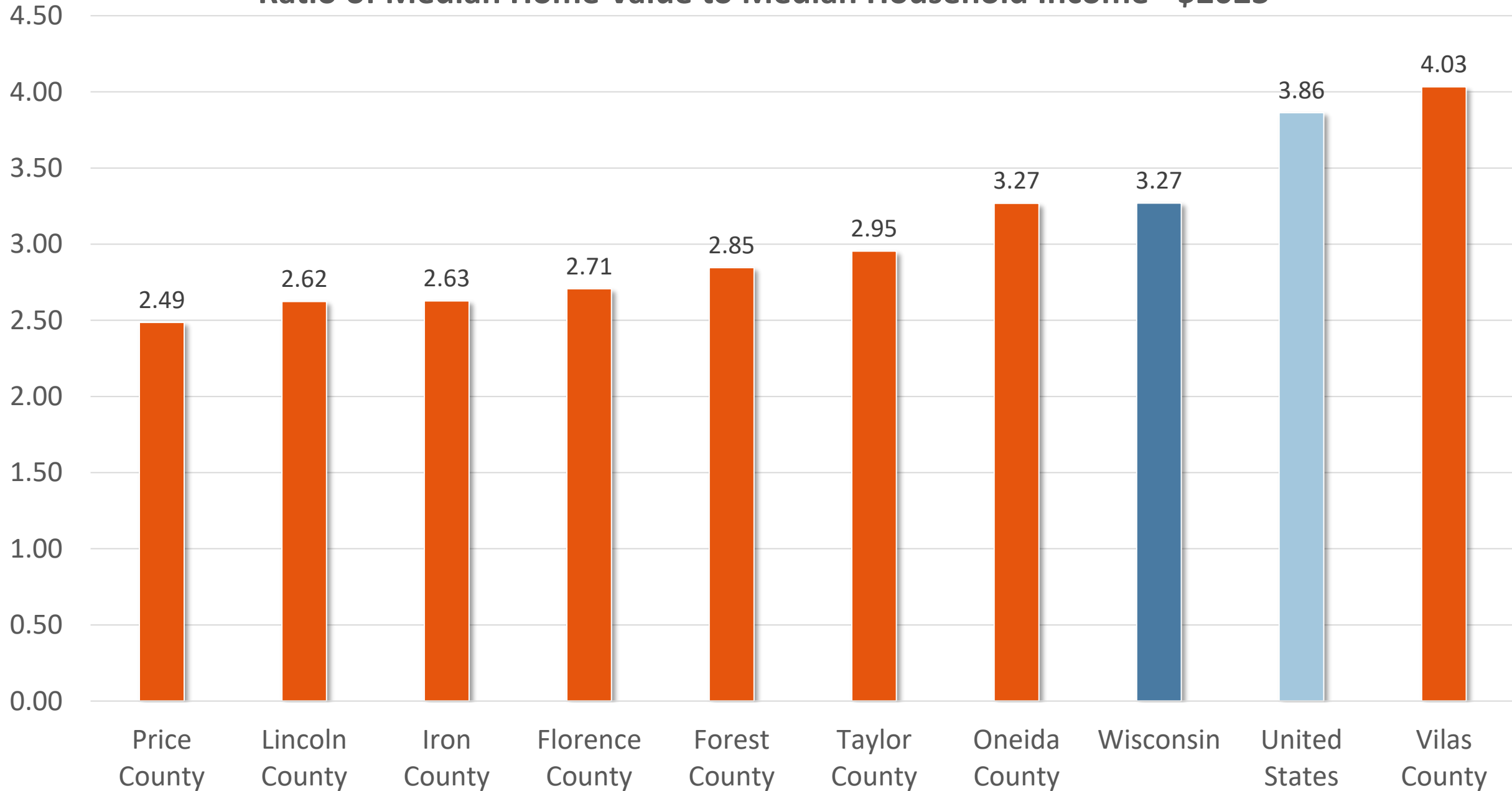
Median Home Sales Prices – 2005 to 2024 (in \$2024 – Four Quarter Moving Average)



Median Home Sales Prices – 2005 to 2024 (in \$2024 – Four Quarter Moving Average)



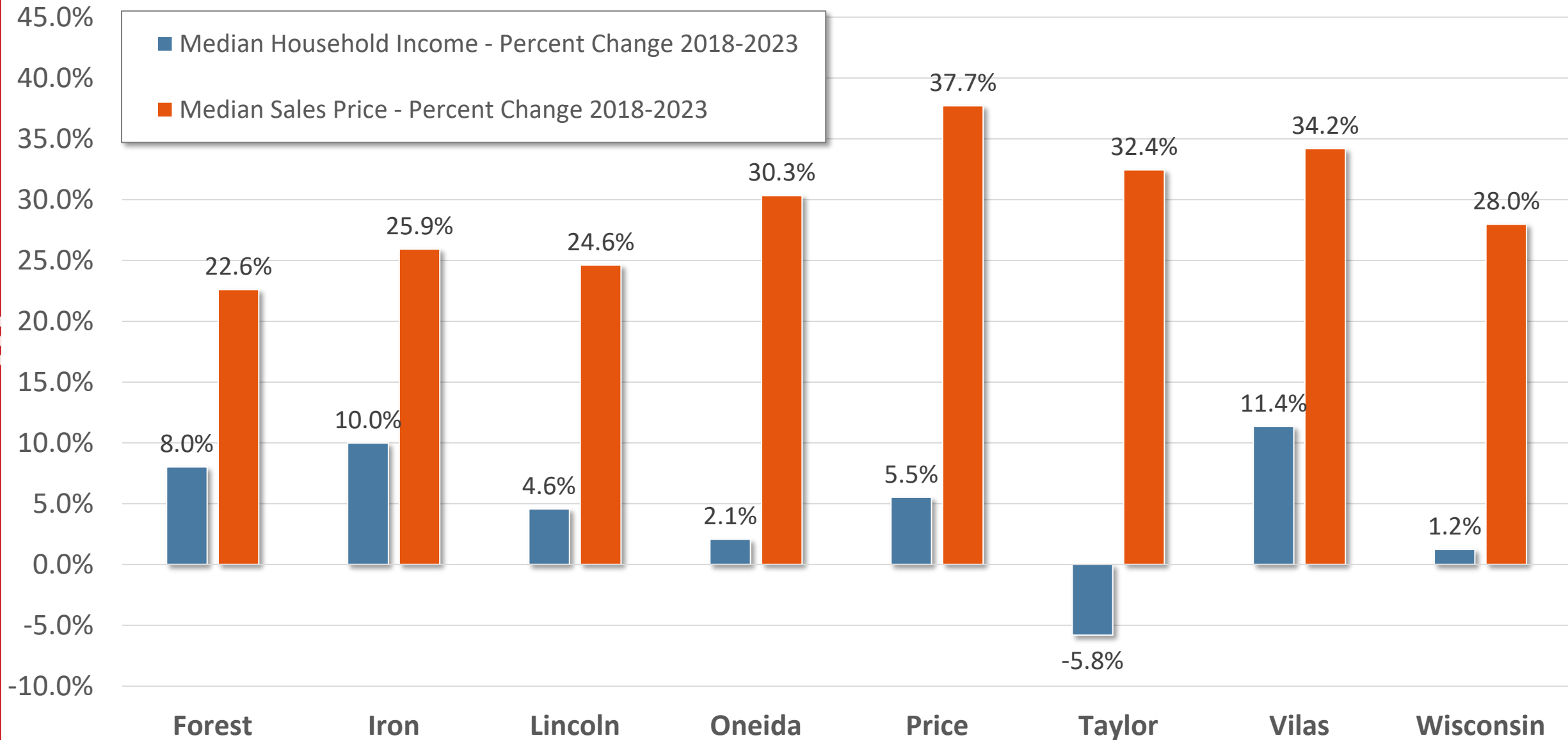
Ratio of Median Home Value to Median Household Income - \$2023



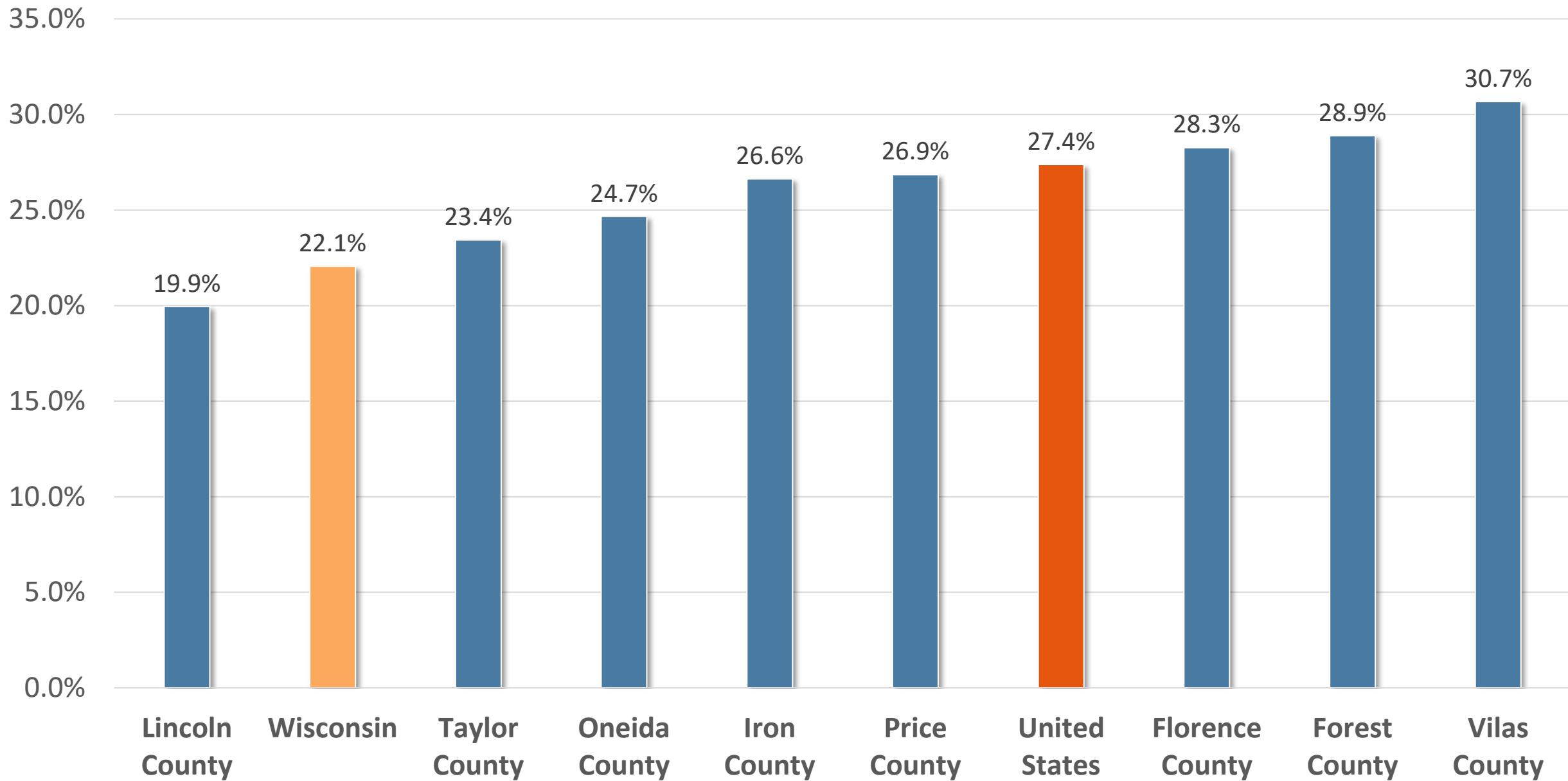
Vilas County Average Wage by Occupation and Home Purchase Perspectives – 15 Largest Occupation Categories by Total Employment

Occupation	Total Employment	Mean Wages
Total, All Occupations	8,030	\$47,490
Food Preparation and Serving Related	1,250	\$30,320
Office and Administrative Support	1,030	\$41,830
Sales and Related	910	\$40,410
Transportation and Material Moving	600	\$42,390
Construction and Extraction	570	\$55,480
Building and Grounds Cleaning/Maintenance	530	\$35,930
Educational Instruction and Library	500	\$54,320
Installation, Maintenance, and Repair	440	\$52,360
Management	380	\$100,670
Production	350	\$42,230
Business and Financial Operations	260	\$69,830
Protective Service	260	\$49,120
Healthcare Practitioners and Technical	250	\$75,300
Healthcare Support	250	\$35,970
Total, All Occupations	8,030	\$47,490

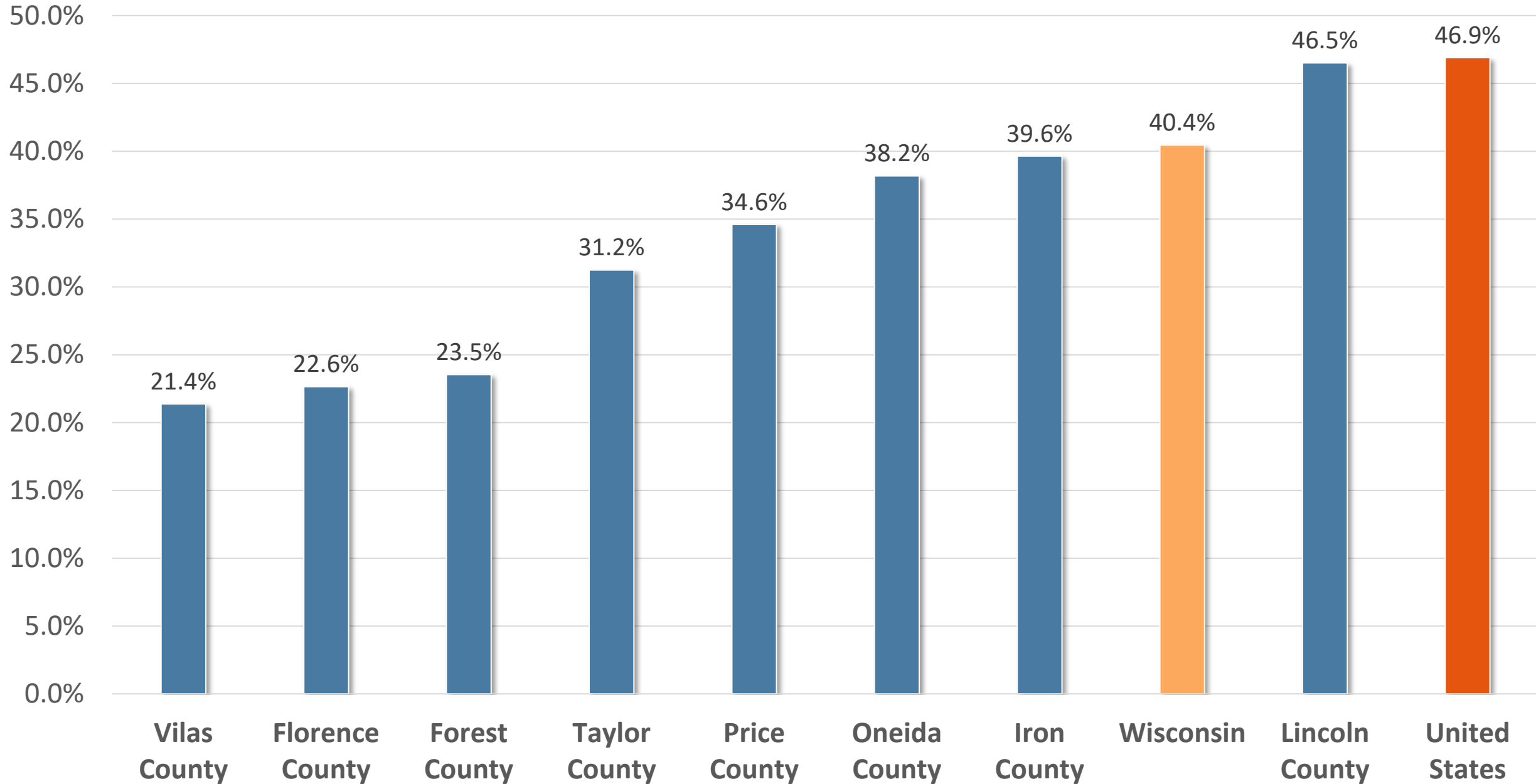
Percent Change in Median Household Income and Median Home Sales Price 2018 to 2023 (Inflation Adjusted \$2023)



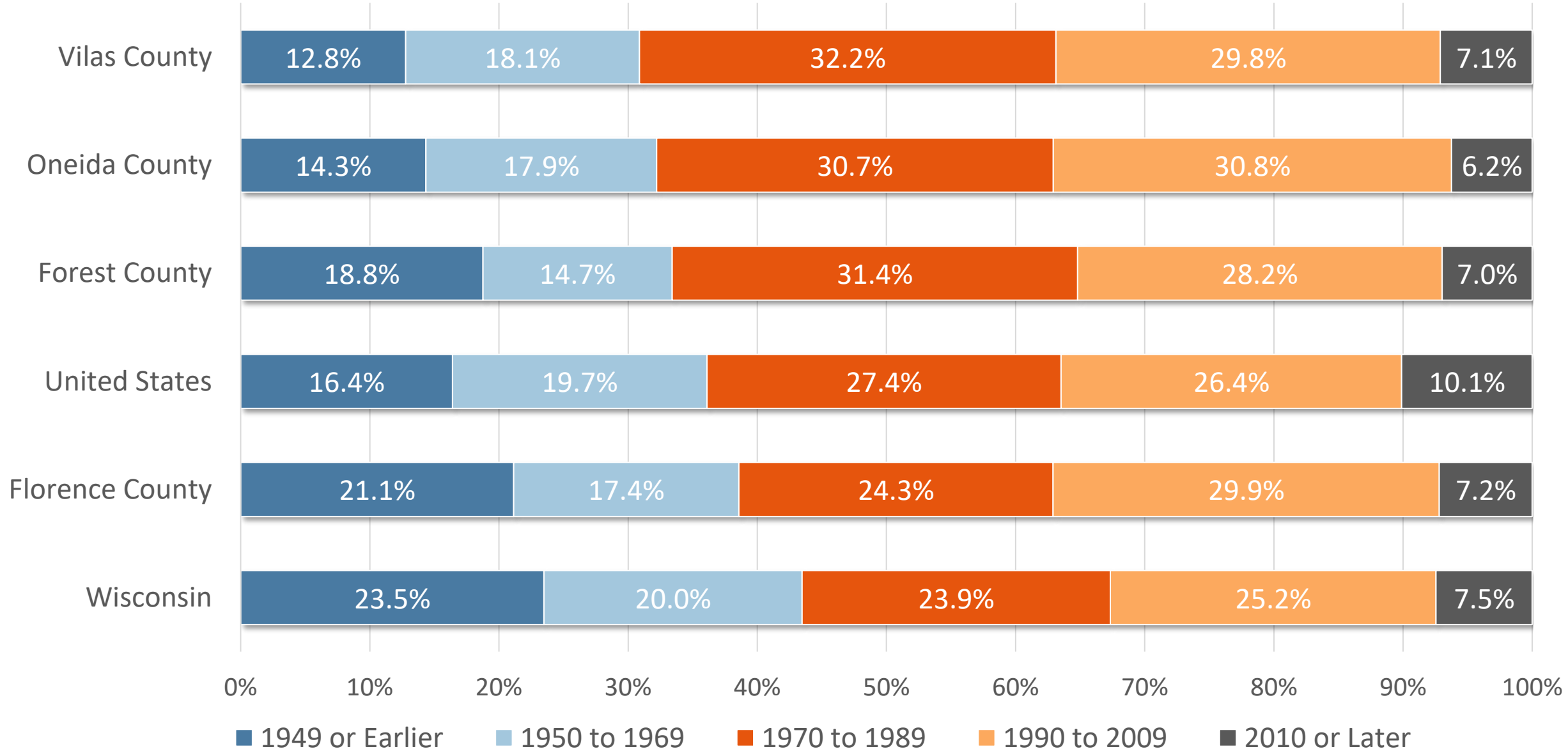
Percent Cost Burdened - Owner-Occupied Units with a Mortgage (2019-2023 Estimates)



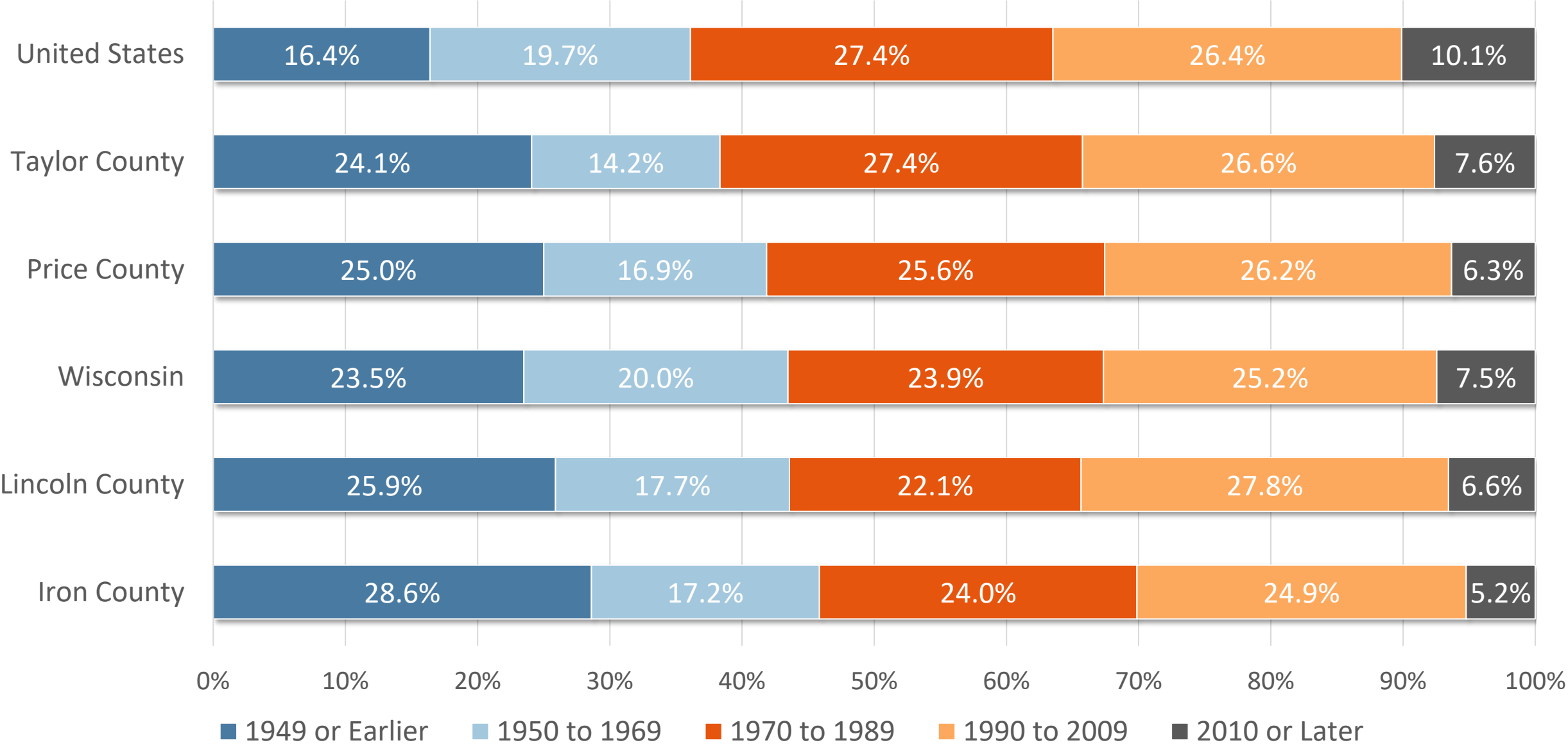
Percent Cost Burdened - Renter-Occupied Units with a Mortgage (2019-2023 Estimates)



Northern Wisconsin - Year Structure Built (Percent of All Structures - 2019-2023 Five-Year Estimates)

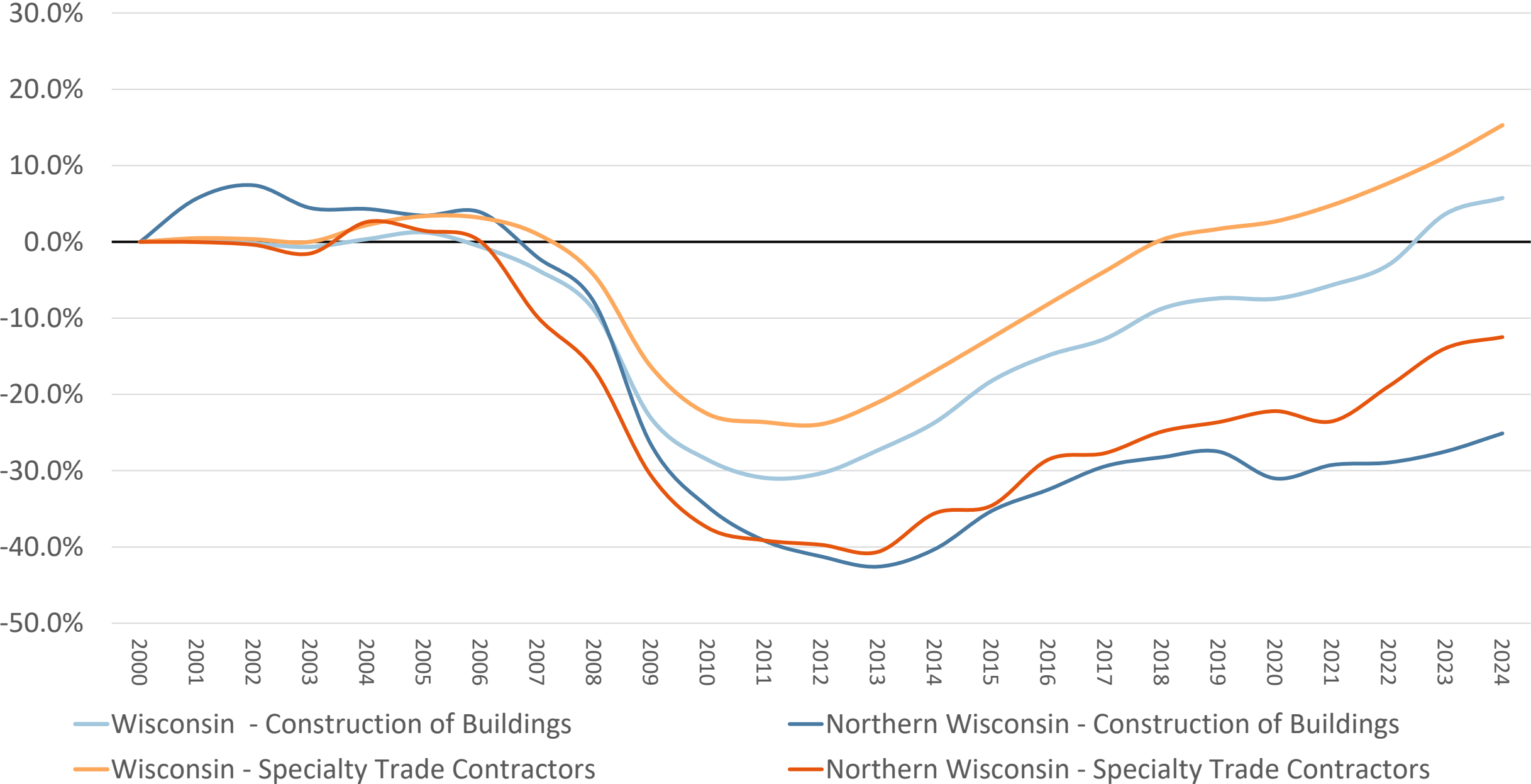


Northern Wisconsin - Year Structure Built
(Percent of All Structures - 2019-2023 Five-Year Estimates)

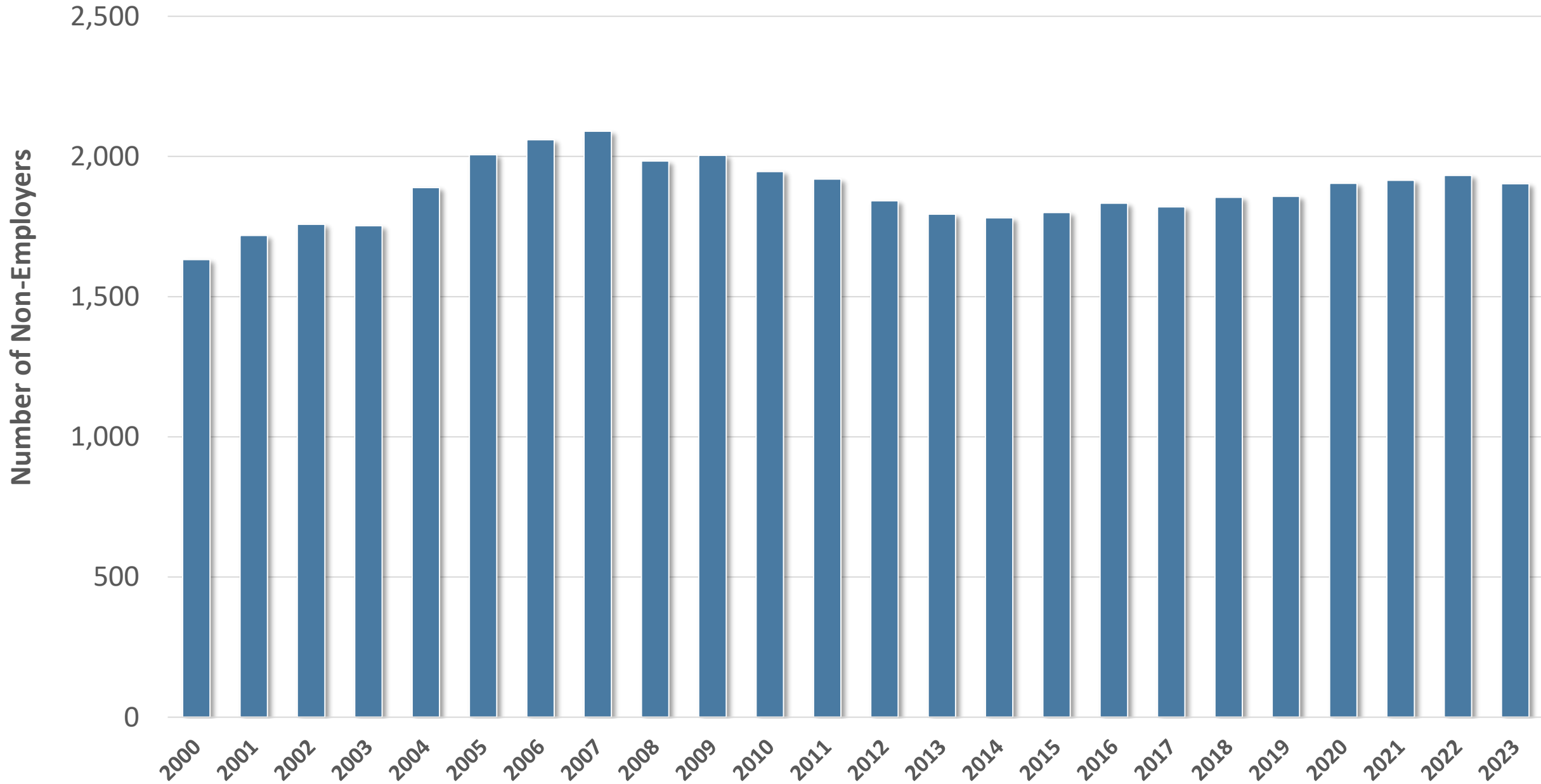


Data Source: U.S. Census Bureau

Change in Northern Wisconsin Construction Employment – Percent Change Since 2000

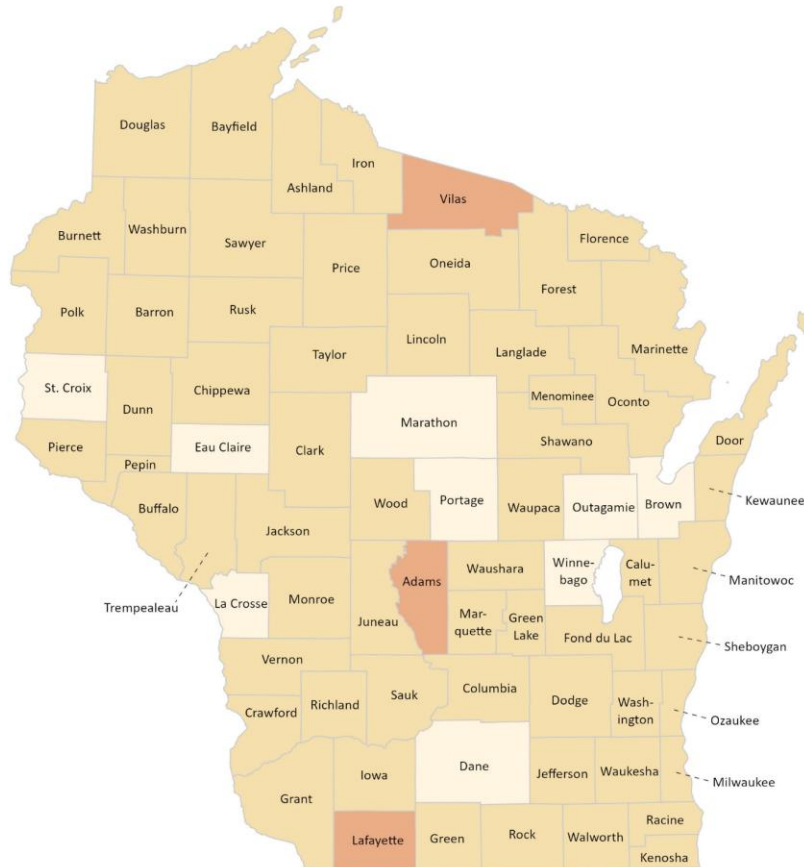


Northern Wisconsin Construction Non-Employers – 2000 to 2023

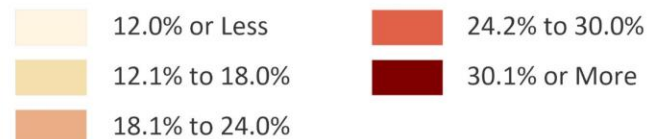


Employees Age 55 and Over by County - Q1 2000 to Q1 2023

Employees Age 55 and Over as a Share of Total Employment - Q1 2000

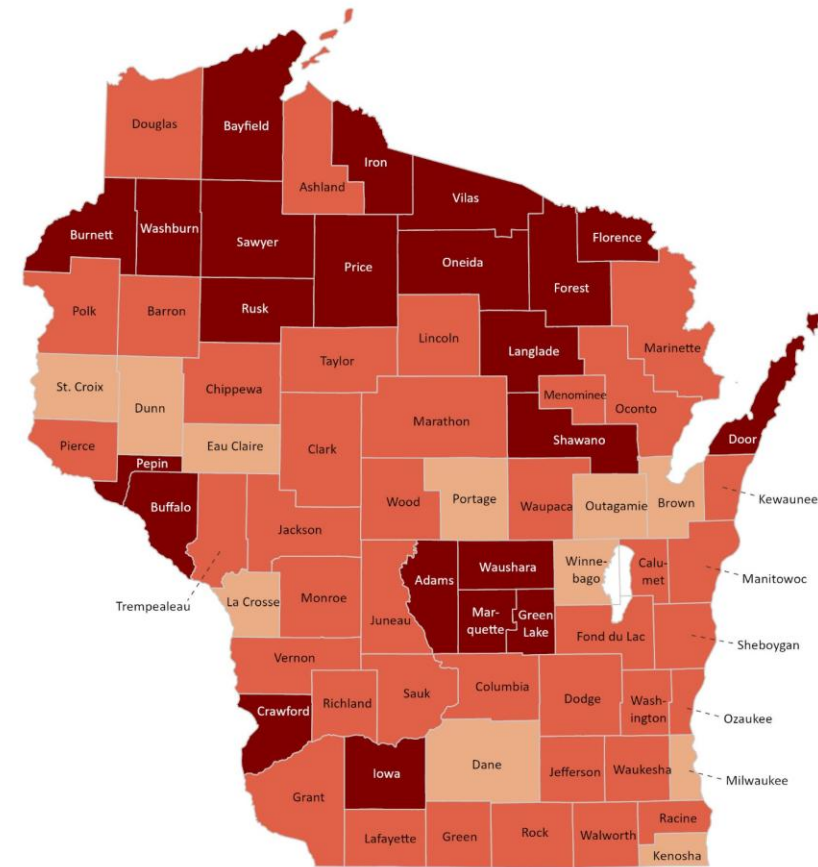


Percent Age 55 and Over (Q1 2000)



Data Source: U.S. Census Bureau LEHD

Employees Age 55 and Over as a Share of Total Employment - Q1 2023

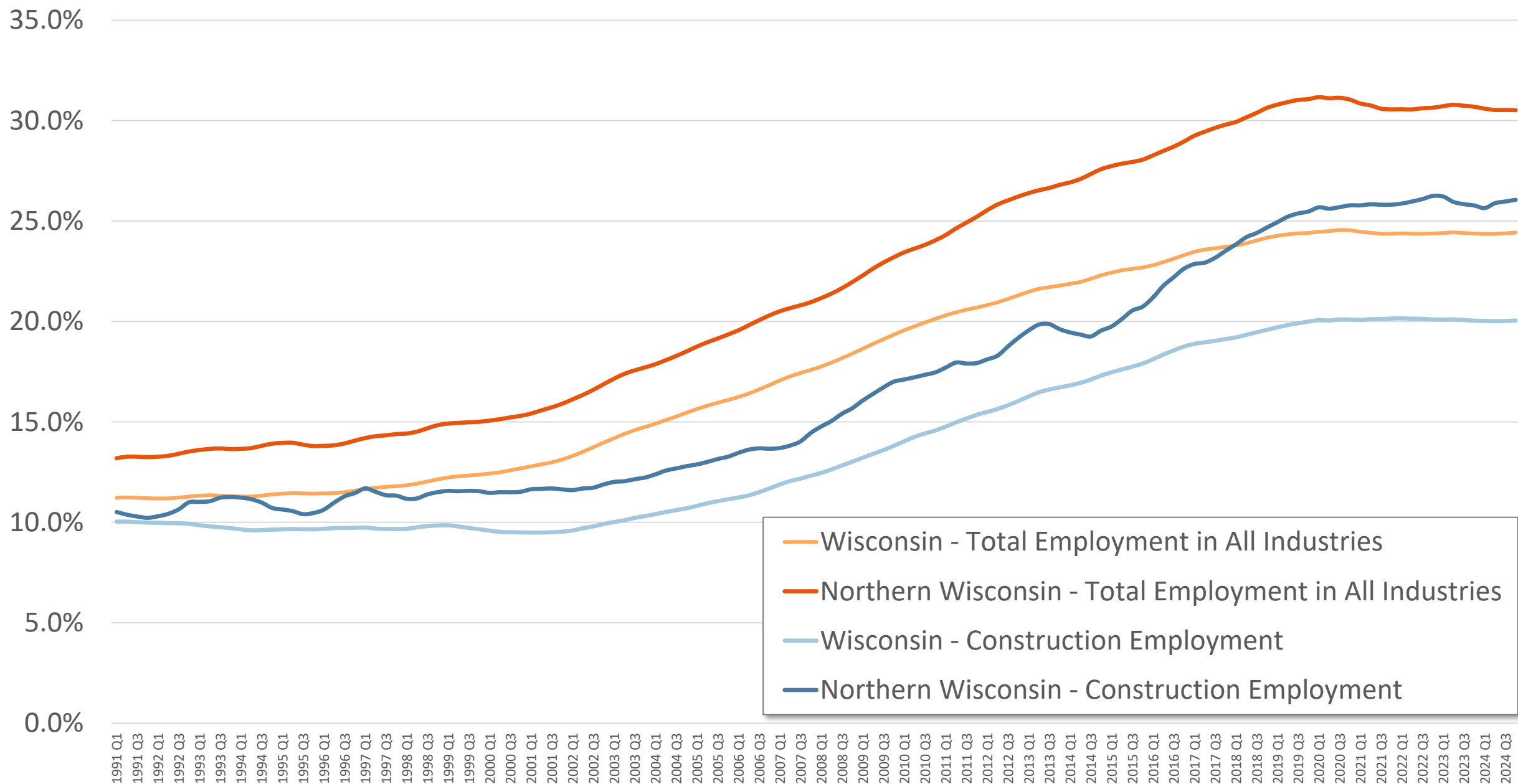


Percent Age 55 and Over (Q1 2023)

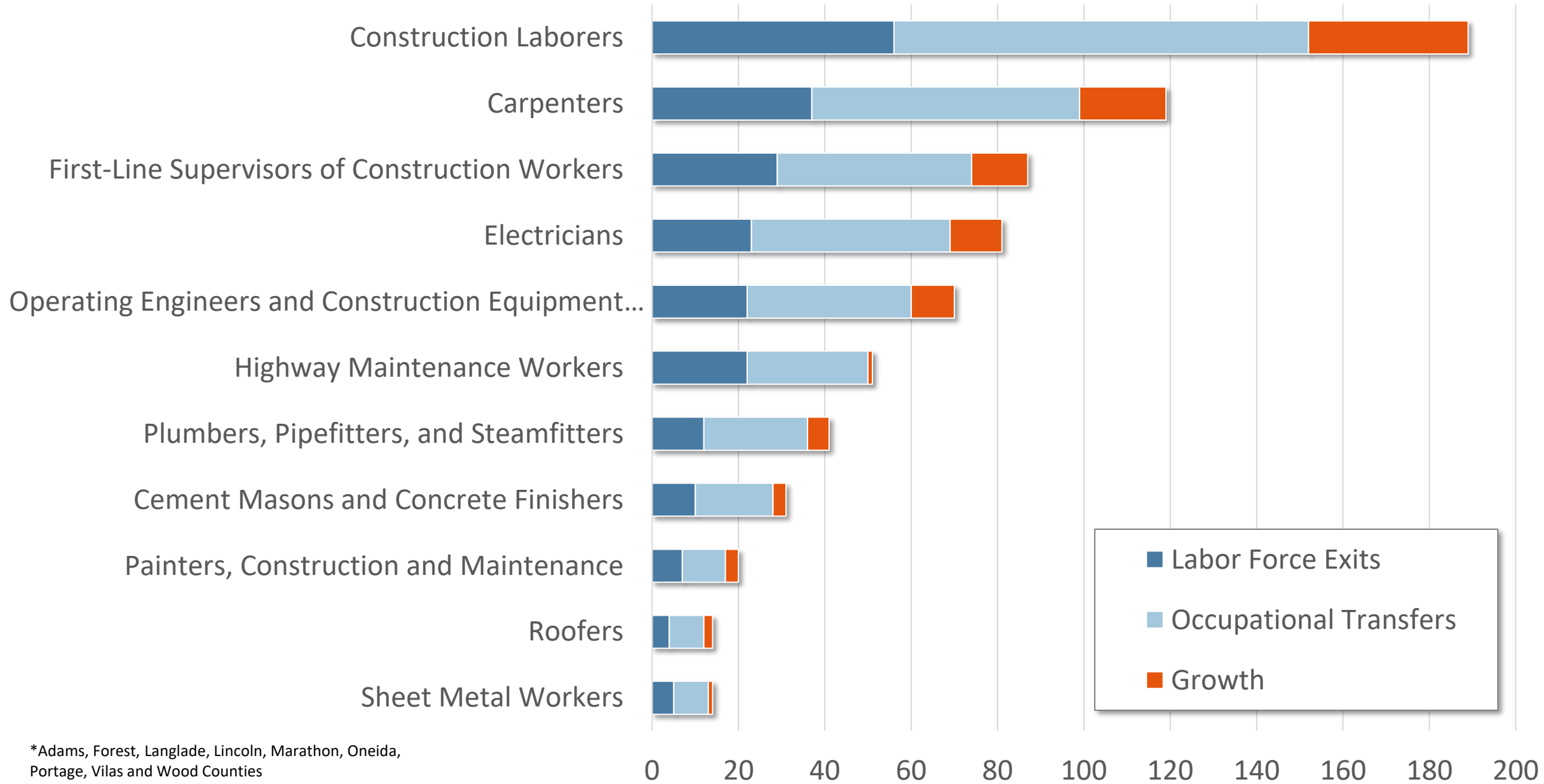


Extension
UNIVERSITY OF WISCONSIN-MADISON

Construction Employment – Percent of Employees Age 55 and Over (1991 to 2024)

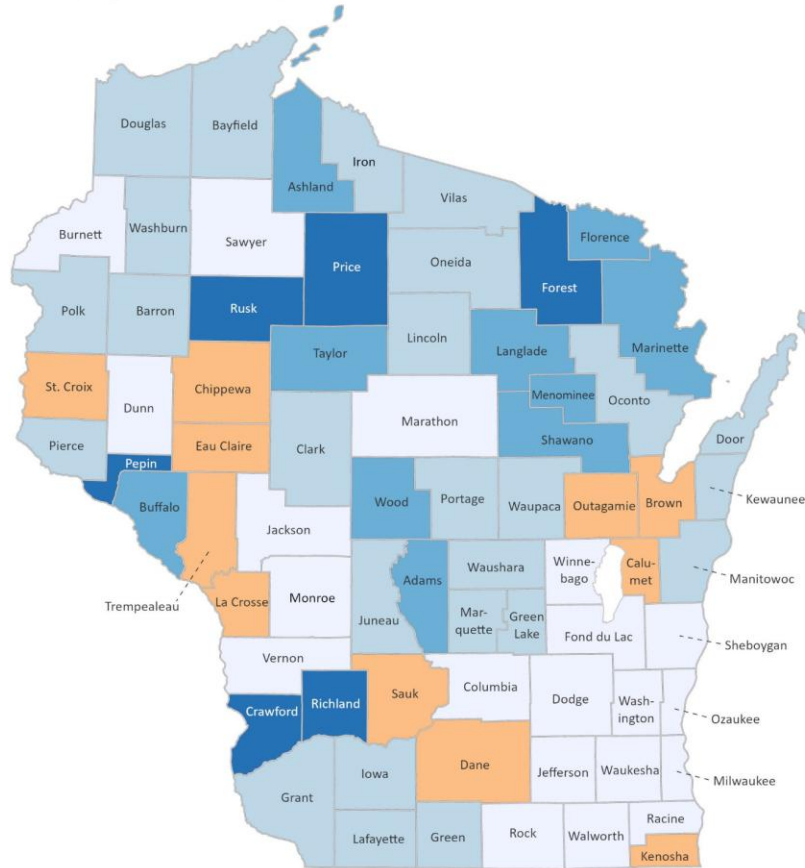


North Central Wisconsin Workforce Development Area* – Annual Openings in Construction-Related Occupations (2022 to 2032 Projections)

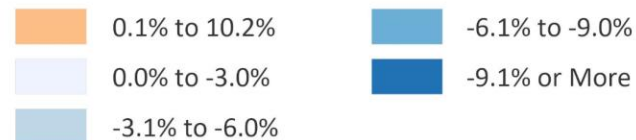


Changes in Total Working Age and Prime Working Age Population - 2010 to 2020

*Percent Change in Total Working Age Population
(Age 15 to 64) - 2010 Census to 2020 Census*

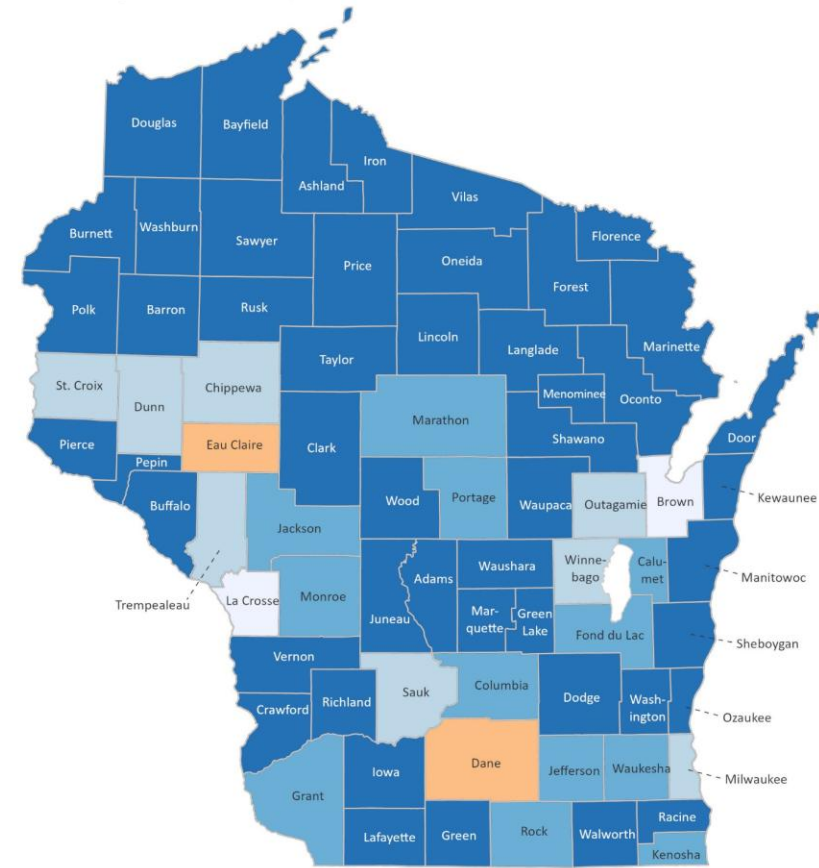


Percent Change in Total Working Age Population



Sources: U.S. Census Bureau and Wisconsin Department of Administration

*Percent Change in Prime Working Age Population
(Age 25 to 54) - 2010 Census to 2020 Census*



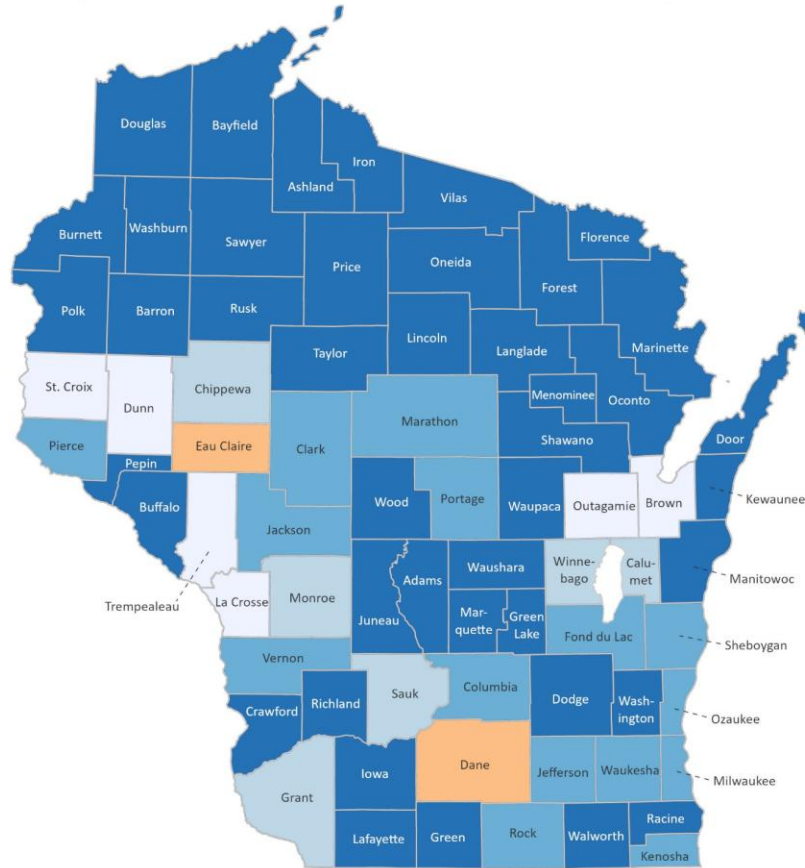
Percent Change in Prime Working Age Population



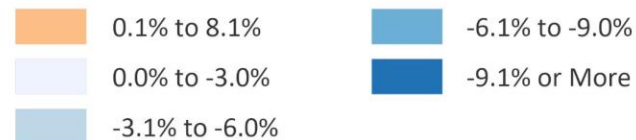
Extension
UNIVERSITY OF WISCONSIN-MADISON

Changes in Total Working Age and Prime Working Age Population - 2020 to 2030

*Percent Change in Total Working Age Population
(Age 15 to 64) - 2020 Census to 2030 Projections*

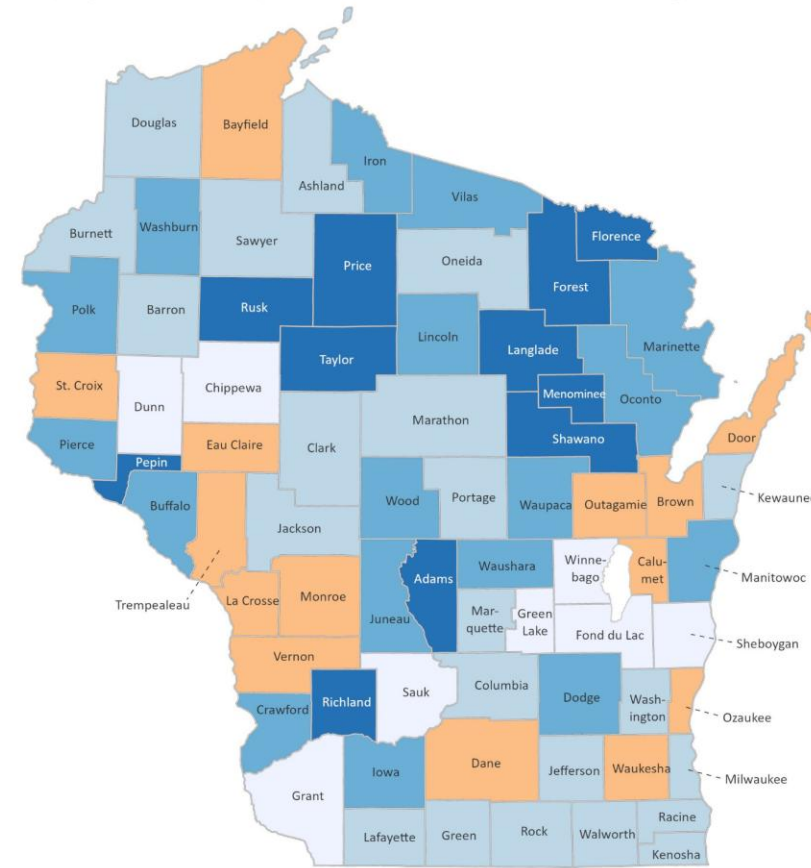


Percent Change in Total Working Age Population



Sources: U.S. Census Bureau and Wisconsin Department of Administration

*Percent Change in Prime Working Age Population
(Age 25 to 54) - 2020 Census to 2030 Projections*

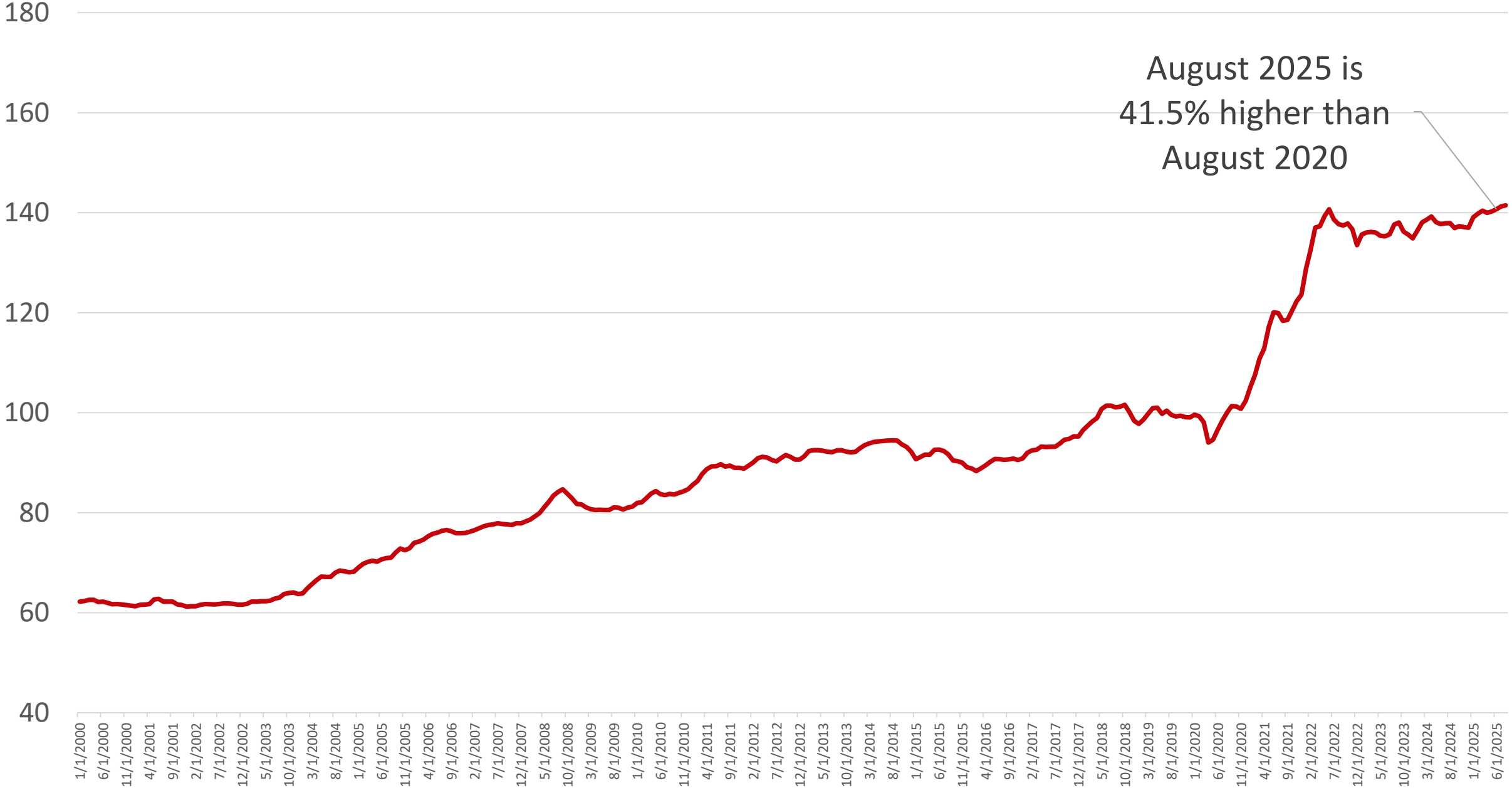


Percent Change in Prime Working Age Population



Extension
UNIVERSITY OF WISCONSIN-MADISON

Producer Price Index – Net Inputs to Residential Construction (August 2020 = 100)



For More Information

Matt Kures
Community Economic Development Specialist and Researcher

Community Development Institute
Division of Extension
University of Wisconsin-Madison

<https://economicdevelopment.extension.wisc.edu/>
@uwexccd

3500 University Ave, Madison, WI 53705
Phone 608-265-8258 matthew.kures@wisc.edu



Extension

UNIVERSITY OF WISCONSIN-MADISON