

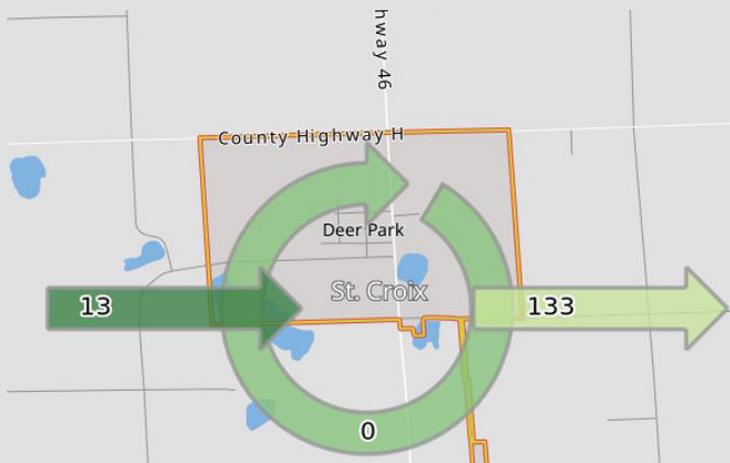
Village of Deer Park Housing Snapshot



Housing Summary (2020 U.S. Census):

- The mix of occupied housing units in the Village of Deer Park is 29% Rental / 71% Owner.
- The Village's rental vacancy rate of 13.9% is well above the healthy vacancy range.
- There is a significant need for additional owner units in the Village with an owner vacancy rate of 0.0%.
- Less than 2% of the Village's housing stock is for seasonal, recreational, or occasional use.

Inflow/Outflow Job Counts, 2022 Primary Job



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- ➔ Employed and Live in Selection Area
- ➔ Employed in Selection Area, Live Outside
- ➔ Live in Selection Area, Employed Outside

- 100% of Village of Deer Park residents who are employed have a primary job outside the Village.
- 76.9% of the Village's workforce lives in St. Croix County, with 7.7% each in Crawford, Polk, and Washburn Counties.

source: Longitudinal Employer-Household Dynamics

Village of Deer Park	2020 Census	2023 ACS (+/- MOE)
Population	249	210 (65)
Population in Households	249	210 (65)
Population in Rental Units	44	70 (47)
Population in Owner Units	205	140 (49)
Population in Group Quarters	0	0 (10)
Households, excluding group quarters	107	93 (26)
Avg. Household Size	2.33	2.26 (.49)
Renter Avg. Household Size	1.43	1.94 (.74)
Owner Avg. Household Size	2.69	2.46 (.74)
Housing Units	120	107 (29)
Rental Units	36	43 (25)
Owner Units	82	64 (30)
Other Seasonal & Migrant	2	0 (10)
Occupied Units	107	93 (26)
Renter-Occupied Units	31	36 (20)
Owner-Occupied Units	76	57 (23)
Vacant Units for Rent, excludes seasonal	5	7 (11)
2020 Rental Vacancy Rate	13.9%	16.3% (22.8)
Rental Vacancy Rate Standard[1]	5-7%	5-7%
Vacant Units for Sale, excludes seasonal	0	0 (10)
2020 Homeowner Vacancy Rate	0.0%	0.0% (31.4)
Homeowner Vacancy Rate Standard[2]	2-2.5%	2-2.5%
%/# of Overcrowded Units – Renter Occup.	0.0%	0 (17)
%/# of Overcrowded Units – Owner Occup.	0.0%	0 (17)
Source: U.S. Census Decennial 2020, 2023 5-Year ACS, WCWRPC		

St. Croix County Housing Sales:

2023 # of Home Sales: 767

2013 # of Home Sales: 1,419

2013 - 2023 Avg. # Home Sales: 1,321

2023 Median Sale Price: \$366,000

2013 Median Sale Price: \$175,000

St. Croix County Median Rent (2 bedroom):

2023 Median Rent: \$1,520

2016 Median Rent: \$1,093

sources: Wisconsin Realtors Association, rentdata.org

[1] Florida, Richard. 2018 July. Vacancy: America's Other Housing Crisis. Accessed at: <https://www.citylab.com/equity/2018/07/vacancy-americas-other-housing-crisis/565901/>

[2] Ibid. For owner housing, Florida's vacancy rate standard was expanded by WCWRPC from 2% to 2%-2.5% in order to accommodate additional market flexibility given the County's relatively small population size.

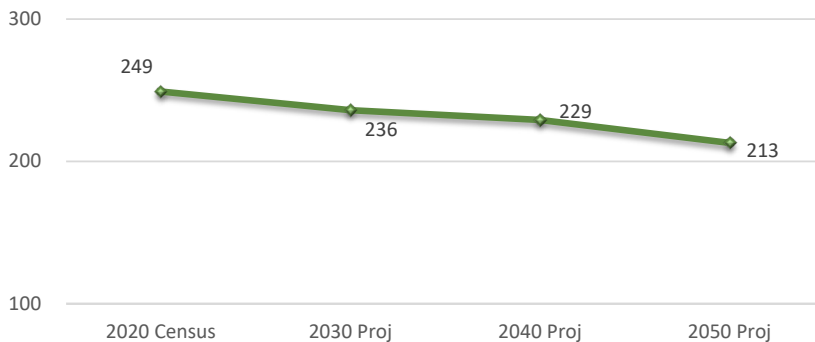
Population & Housing Characteristics, 2000 to 2020

	2000 Census	2020 Census	# Change	% Change
Population	227	249	22	9.69%
Median Age	35.8	36.7	1	2.51%
# of Households	91	107	16	17.58%
Average Household Size	2.49	2.33	-0.16	-6.43%
% of One Person Households	25.30%	40.20%	20	86.96%
% of Households with Individuals Under 18 Years	29.70%	28.00%	3	11.11%
Owner Vacancy Rate	N/A	0.00%	-	-
Renter Vacancy Rate	7.70%	13.90%	6.20%	-
Seasonal Units	0	2	2	0.00%
Vacant Units	3	13	10	333.33%
	2000 Census	2019-2023 ACS	# Change	% Change
Median # of Rooms	5.7	5.1	-0.6	-10.53%
Units 50 Years or Older (pre 1950 & 1970)	58	72	14	24.14%
% of Units 50 Years or Older	55.8%	67.3%	11.5%	-
Single Family Units	82	77	-5	-6.10%
Multi-Family Units (2+ units)	20	34	14	70.00%
Mobile Homes	2	2	0	0.00%

- Total population has increased just under 10% over the last 20 years.
- The median age in the Village increased 1 year from 2000 to 2020.
- There is a growing number of smaller households in the Village. In 2000, 25% of households were comprised of one person while in 2020 this percentage increased to 40%.
- The owner vacancy rate is far below the healthy range, while the renter vacancy rate is well above the healthy ranges in the Village.
- The Village experienced a 70% growth in single-family units from 2000 to 2020.

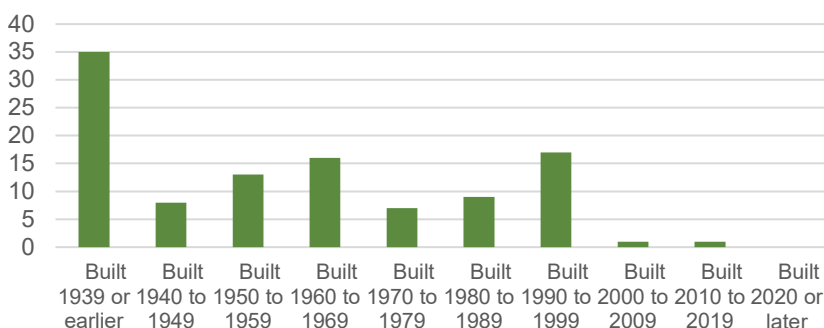
Village of Deer Park, WI Population Projections (2020-2050)

source: WI Department of Administration, 2024



Village of Deer Park Year Housing Structure Built

source: U.S. Census 2023 5-Year ACS



County Renter Households

Median gross rent, 2000: \$587
Median gross rent, 2020: \$1,036 **↑ 76%**

Median renter inc., 2000: \$31,088
Median renter inc., 2020: \$48,084 **↑ 55%**

source: U.S. Census 2000 Decennial, 2020 5-Year ACS



County Owner Households

Median Sale Price, 2010: \$160,000
Median Sale Price, 2020: \$282,000 **↑ 76%**

Median owner inc., 2010: \$79,192
Median owner inc., 2020: \$98,569 **↑ 24%**

source: U.S. Census 2010 & 2020 5-Year ACS

Housing in St. Croix County

The 2024 median sale price in St. Croix County was \$381,000, a 35% increase from 2020 when the median sale price was \$282,000.

According to rentdata.org, the median rent for a 2-bedroom unit in St. Croix County was \$1,756, a 34% increase since 2020 (\$1,314).



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