

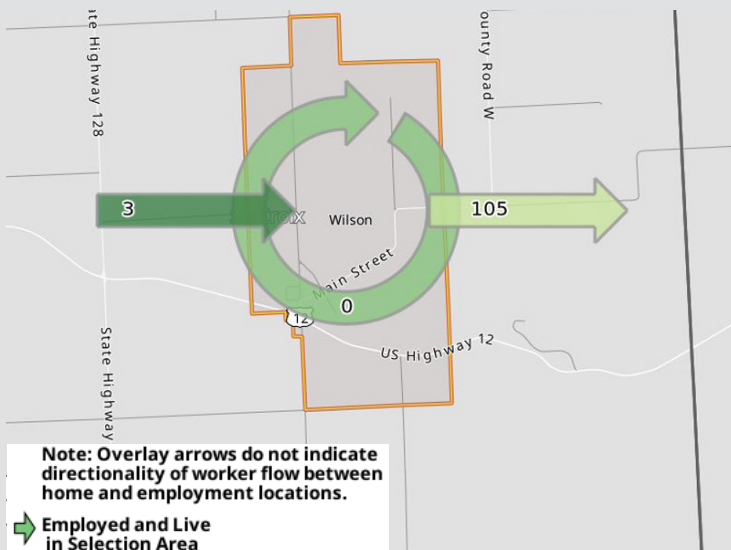
Village of Wilson Housing Snapshot



Housing Summary (2020 U.S. Census):

- The mix of occupied housing units in the Village of Wilson is 16% Rental / 84% Owner.
- There is a strong need for additional rental units in the Village with a rental vacancy rate of 0.0%.
- There is a strong need for additional owner units in the Village with an owner vacancy rate of 0.0%.
- None of the Village's housing stock is for seasonal, recreational, or occasional use.

Inflow/Outflow Job Counts, 2022 Primary Job



- None of the Village of Wilson's residents who are employed have a primary job inside the Village, resulting in 100% leaving the Village for work.
- 67% of the Village's workforce lives in St. Croix County, with 33% in Dunn County.

source: Longitudinal Employer-Household Dynamics

Village of Wilson	2020 Census	2023 ACS (+/- MOE)
Population	209	195 (47)
Population in Households	209	195 (47)
Population in Rental Units	23	27 (26)
Population in Owner Units	186	168 (48)
Population in Group Quarters	0	0 (10)
Households, excluding group quarters	83	75 (28)
Avg. Household Size	2.52	2.60 (.66)
Renter Avg. Household Size	1.74	4.50 (2.06)
Owner Avg. Household Size	2.66	2.43 (.62)
Housing Units	83	79 (29)
Rental Units	13	6 (15)
Owner Units	70	69 (34)
Other Seasonal & Migrant	0	4 (7)
Occupied Units	83	75 (28)
Renter-Occupied Units	13	6 (6)
Owner-Occupied Units	70	69 (27)
Vacant Units for Rent, excludes seasonal	0	0 (10)
2020 Rental Vacancy Rate	0.0%	0.0% (100)
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% (27.2)
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%	3 (11)

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.

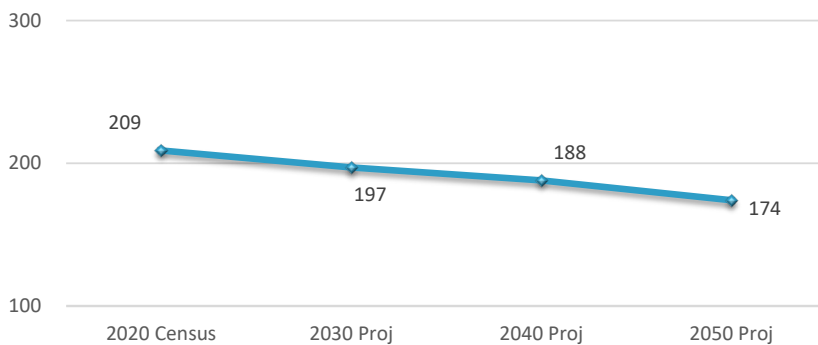
Population & Housing Characteristics, 2000 to 2020

	2000 Census	2020 Census	# Change	% Change
Population	176	209	33	18.75%
Median Age	36.5	39.1	3	7.12%
# of Households	66	83	17	25.76%
Average Household Size	2.67	2.52	-0.15	-5.62%
% of One Person Households	18.20%	30.10%	13	108.33%
% of Households with Individuals Under 18 Years	36.40%	37.30%	7	29.17%
Owner Vacancy Rate	1.70%	0.00%	-1.70%	-
Renter Vacancy Rate	12.50%	0.00%	-12.50%	-
Seasonal Units	0	0	0	0.00%
Vacant Units	3	0	-3	-100.00%
	2000 Census	2019-2023 ACS	# Change	% Change
Median # of Rooms	6.6	6.5	-0.1	-1.52%
Units 50 Years or Older (pre 1950 & 1970)	34	38	4	11.76%
% of Units 50 Years or Older	51.50%	48.10%	-3.40%	-
Single Family Units	58	86	28	48.28%
Multi-Family Units (2+ units)	4	3	-1	-25.00%
Mobile Homes	4	1	-3	-75.00%

- Total population has increased about 19% over the last 20 years.
- The median age in the Village increased 3 years from 2000 to 2020.
- There is a growing number of smaller households in the Village. In 2000, 18% of households were comprised of one person, while in 2020 this percentage increased to 30%.
- Both the owner and renter vacancy rates within the Village are well below the healthy ranges.
- The Village experienced a 42% growth in single-family units and a 25% decrease in 2+ units from 2000 to 2020.

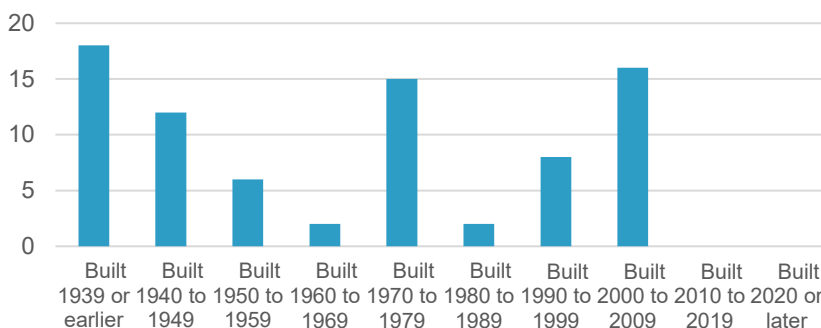
Village of Wilson, WI Population Projections (2020-2050)

source: WI Department of Administration, 2024



Village of Wilson - 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



Active St. Croix County For Sale Listings

July 2016: 522	July 2021: 306
July 2017: 432	July 2022: 217
July 2018: 442	July 2023: 197
July 2019: 599	July 2024: 208
July 2020: 469	

source: Realtor.com



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