

Wisconsin Counties Association
2025 ANNUAL ***GAME DAY***
CONFERENCE

1:00 – 2:00 PM

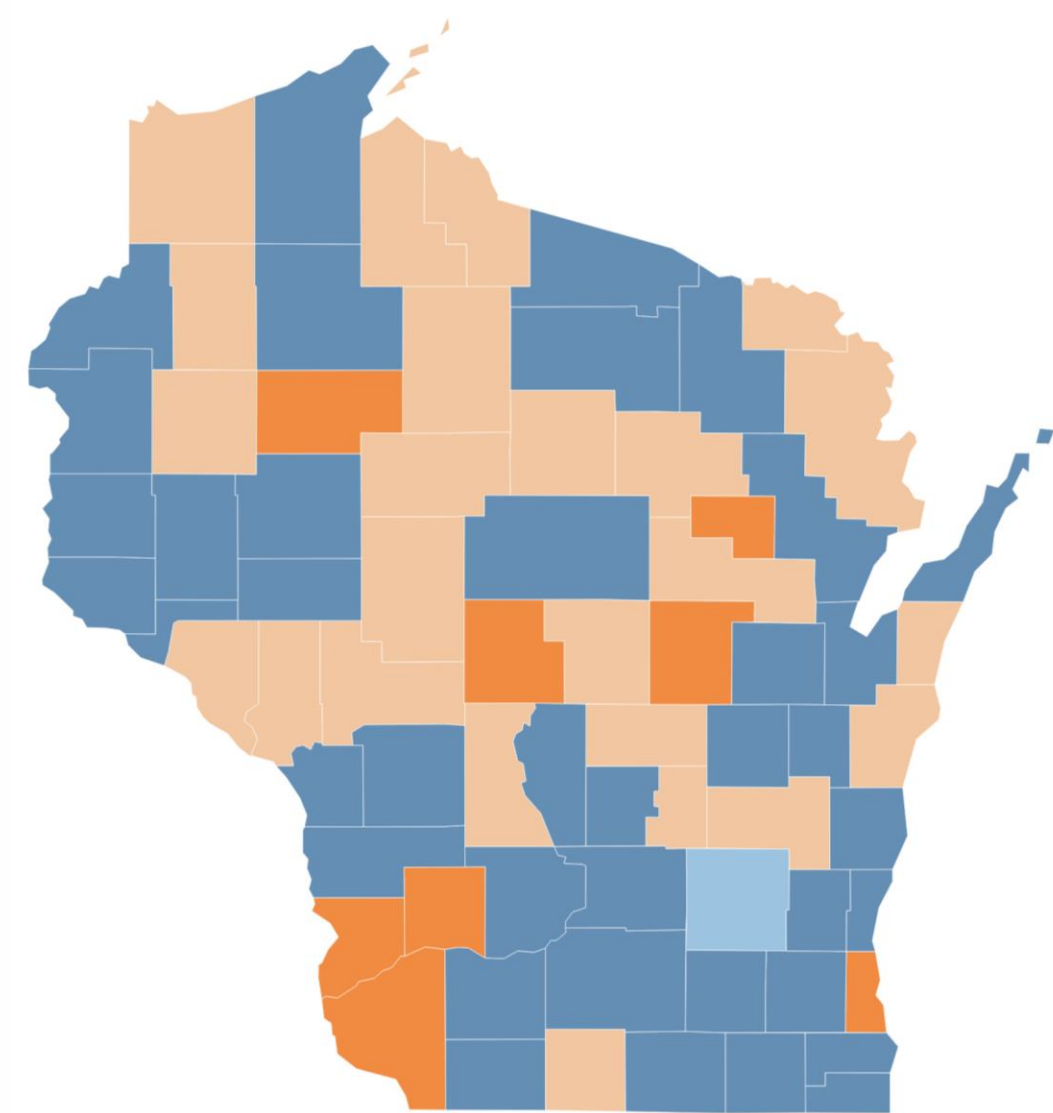
**County Issues in the Northwoods: Navigating
Northern Realities**



County Issues in the Northwoods: Navigating Northern Realities

Population Growth 2017-2024

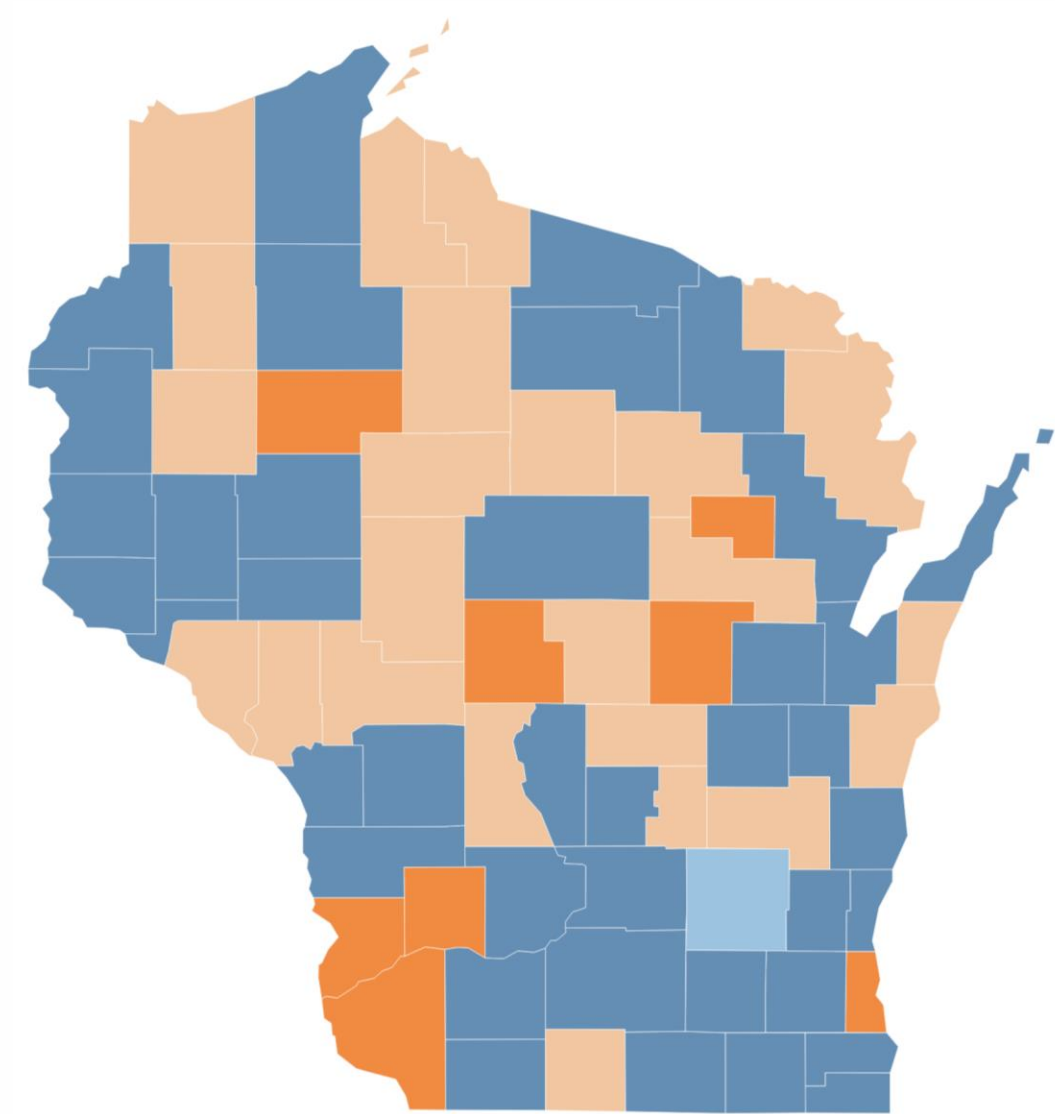
- Labor force and population grew
- Labor force grew, population shrunk
- Labor force shrunk, population grew
- Labor force and population shrunk



Population Growth 2017-2024

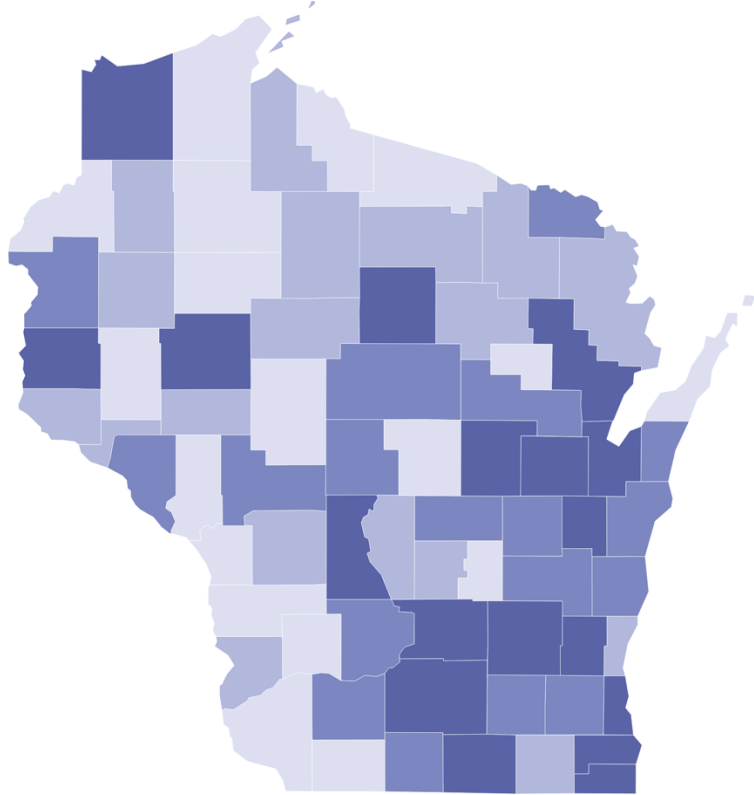
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- Labor force grew, population shrunk
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- Labor force and population shrunk

How can this be??



Population Distribution is uneven

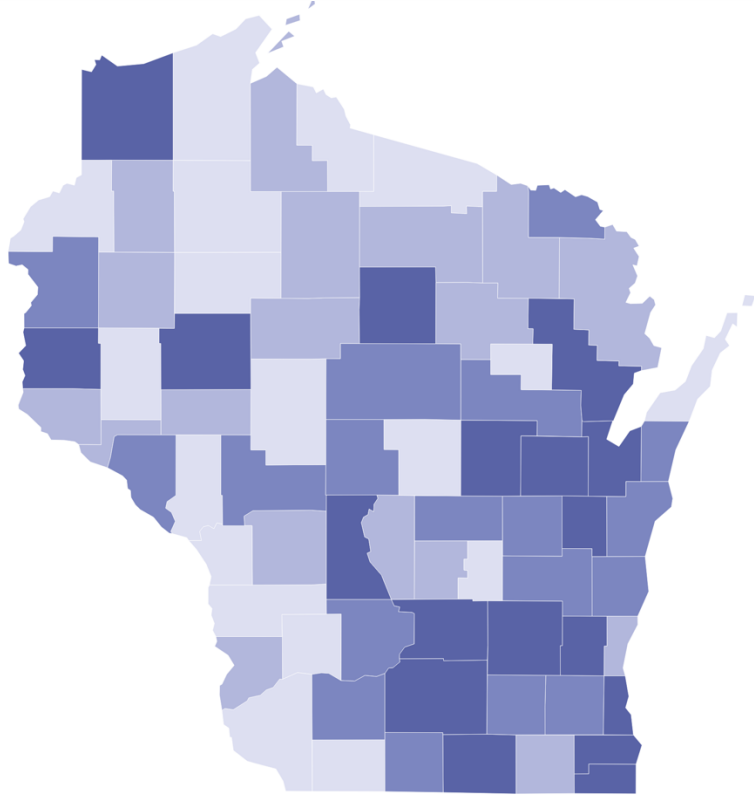
% of Population that is
Working Age (25-64)



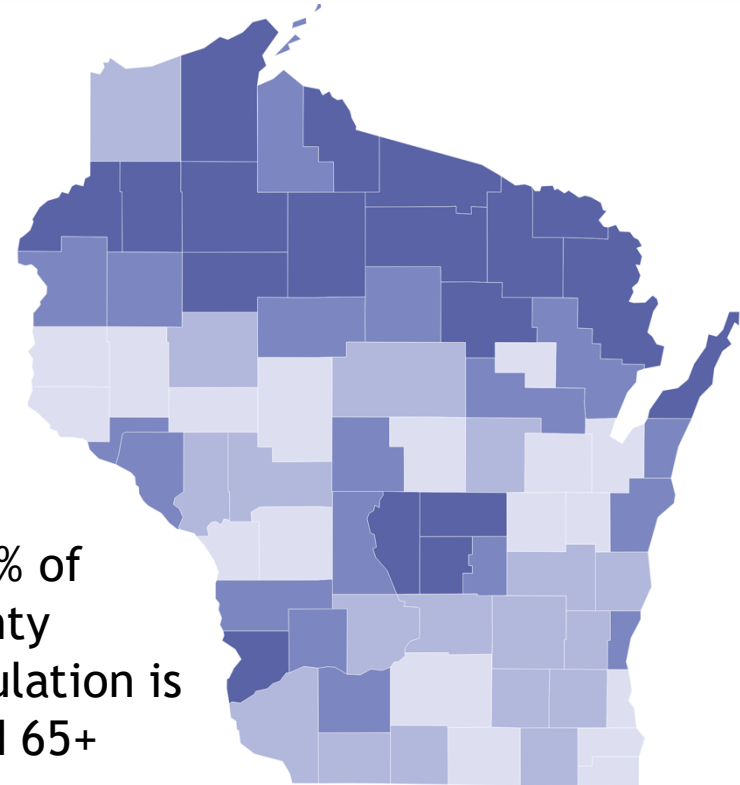
*2023, latest available data from the Green Book

Population Distribution is uneven

% of Population that is
Working Age (25-64)



% of Population that is
aged 65+



> 26% of
county
population is
aged 65+

Is Housing Affordable?

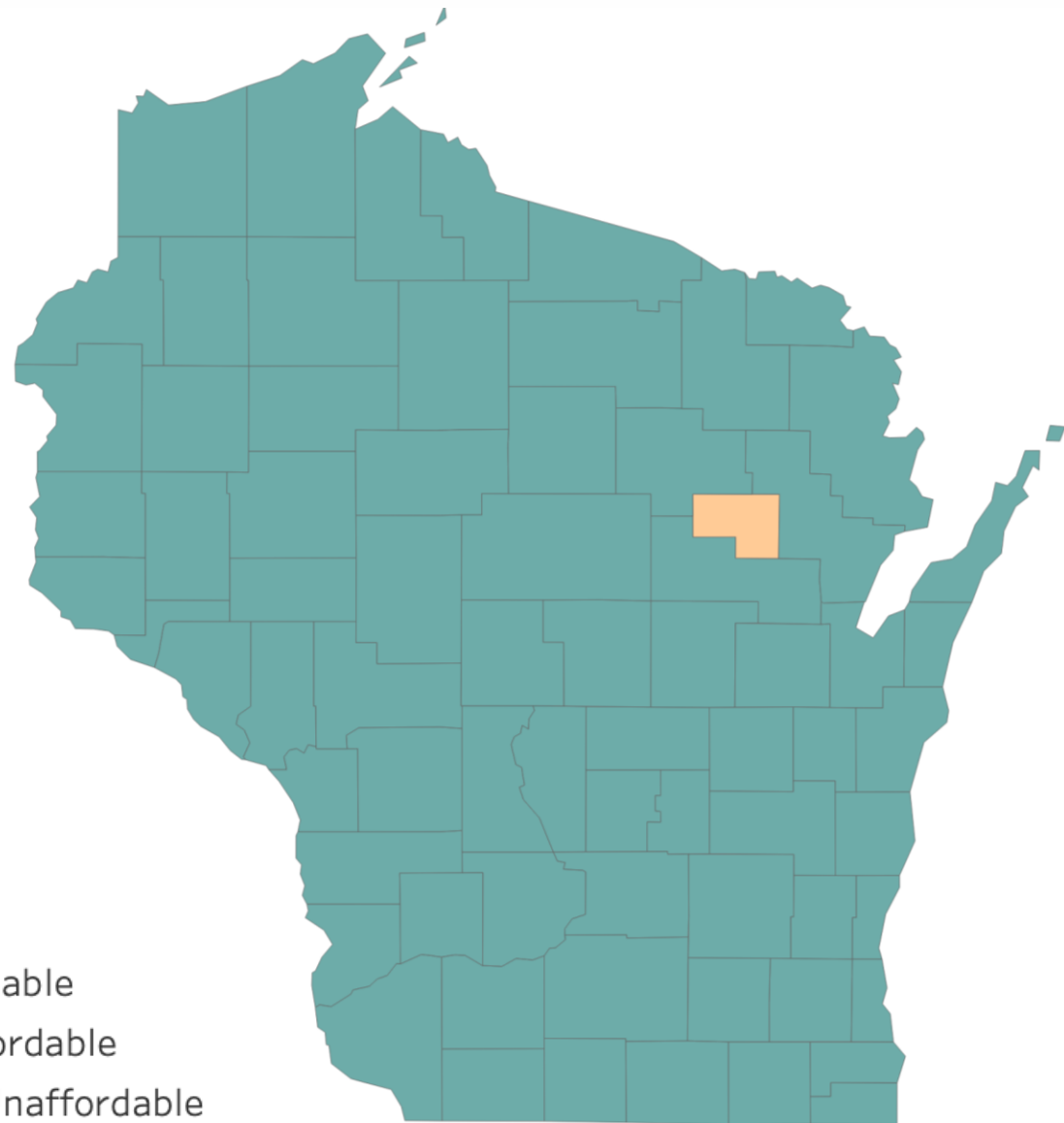
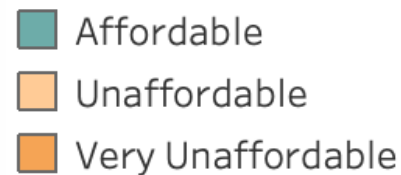


Way back in 2021,
it used to be....

Affordability Index

Over 100 mean's it's affordable

Median Income vs. the Median
Price of a home

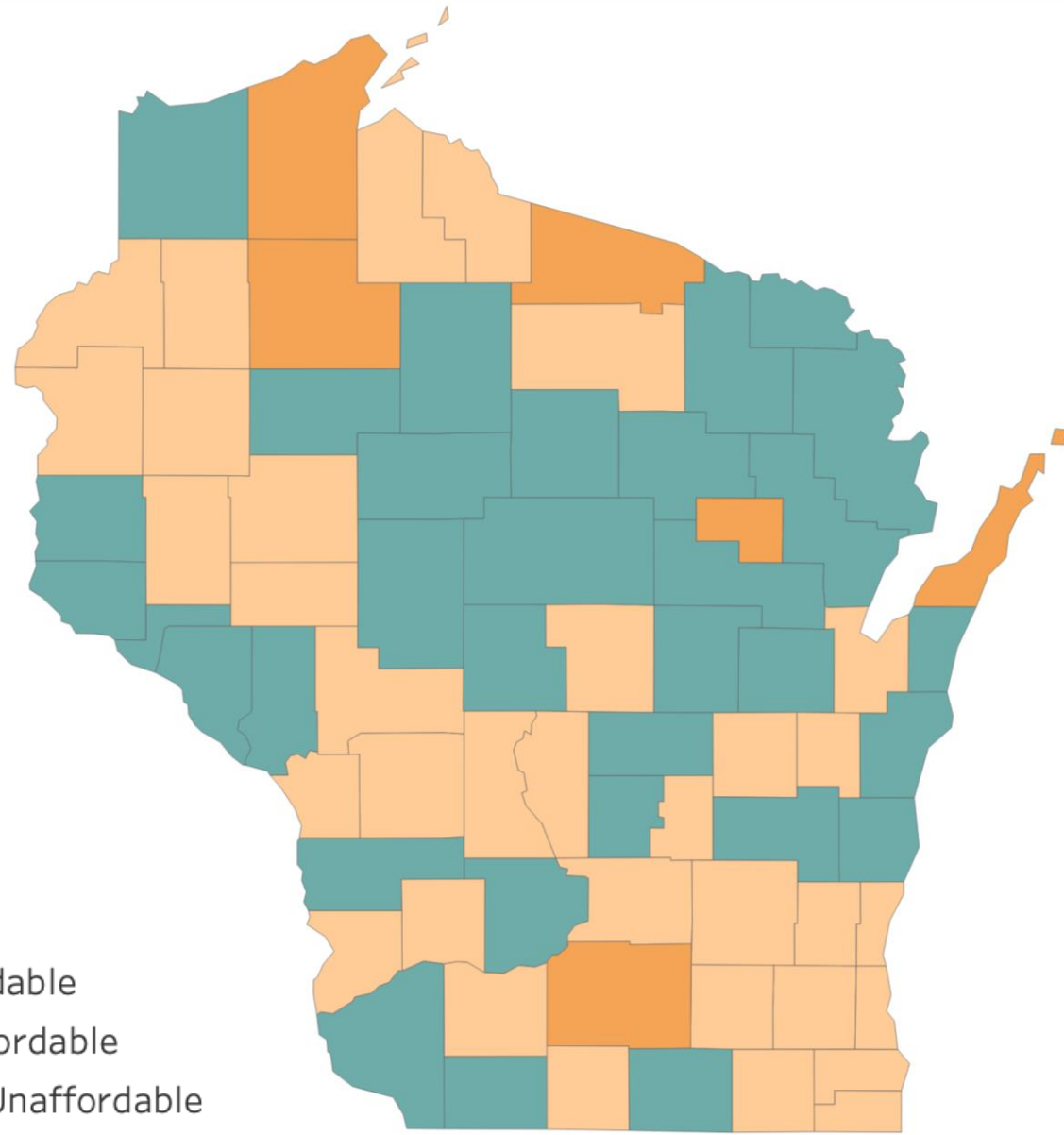
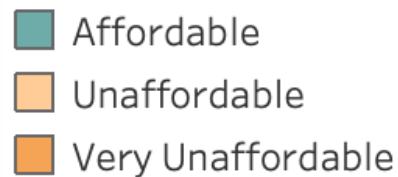


Not anymore... (2024)

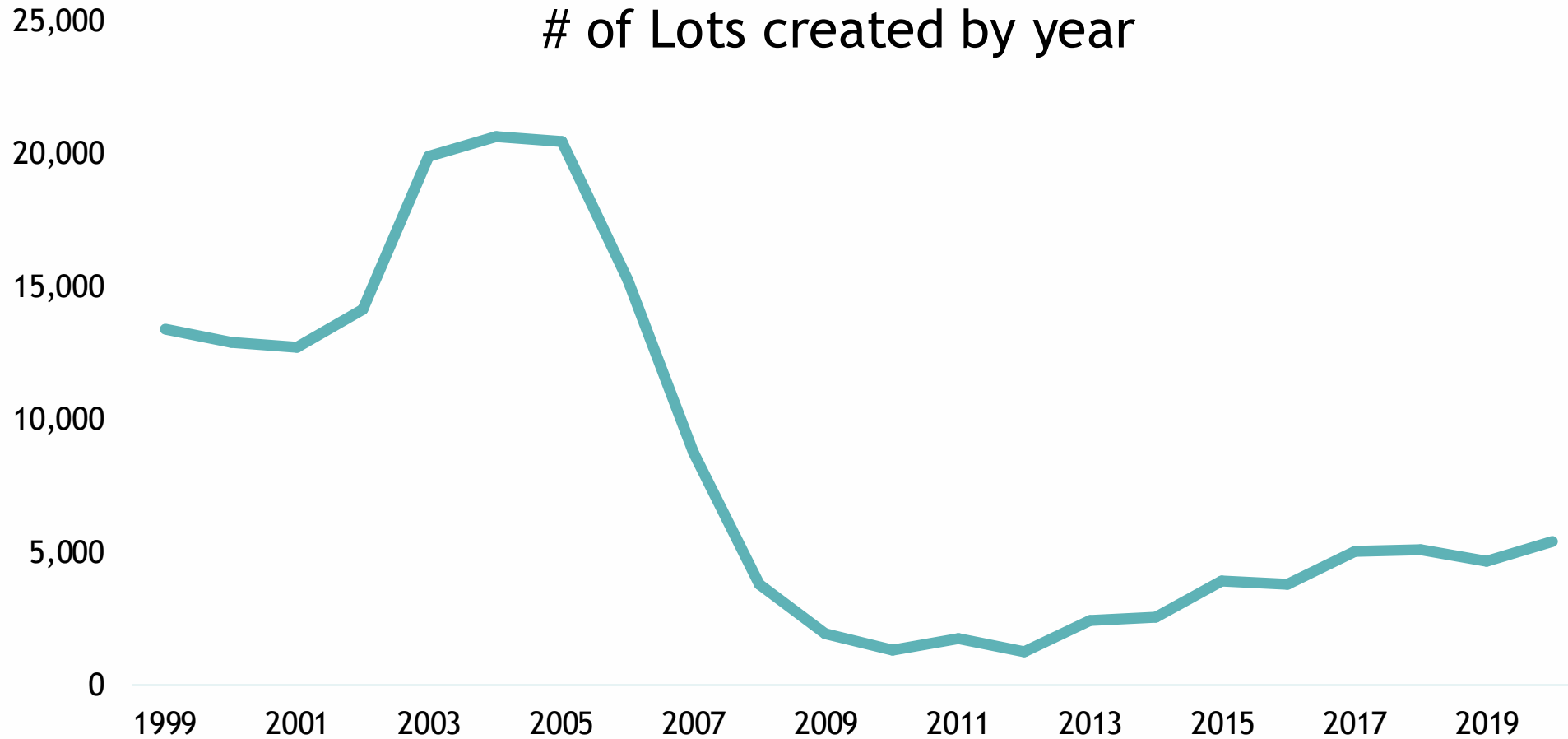
Affordability Index

Over 100 mean's it's affordable

Median Income vs. the Median
Price of a home



Why is housing so out of reach?



Why is housing so out of reach?

	2021	2024	Change
Index	154.5	90.2	-42%
Median HH Income	\$67,150	\$78,477	+17%
Median House Price	\$240,000	\$310,000	+29%
30-year fixed rate	2.88	6.77	+135%

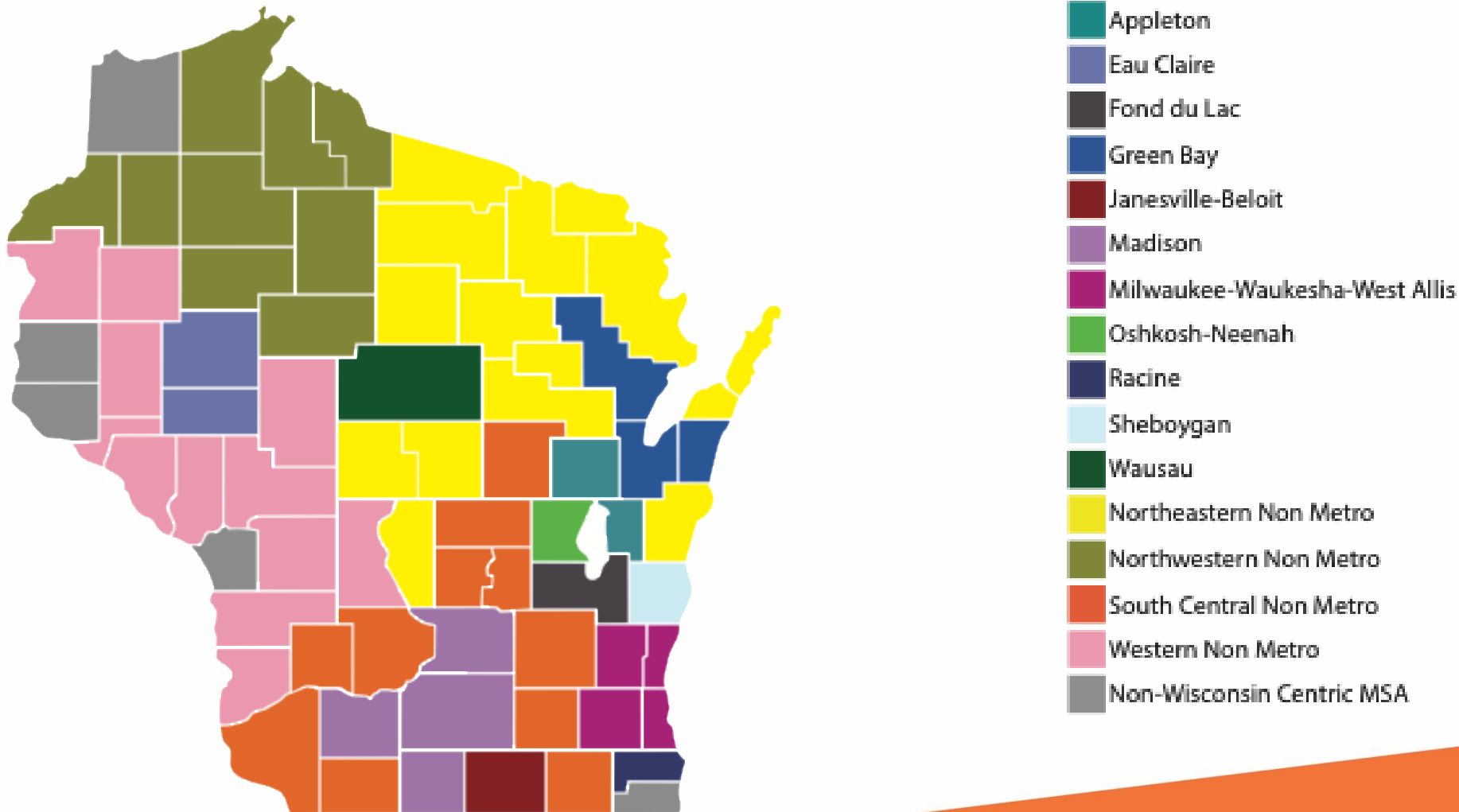
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Median HH Income	\$67,150	\$78,477	+17%
Median House Price	\$240,000	\$310,000	+29%
30-year fixed rate	2.88	6.77	+135%
monthly payment	\$896	\$1,813	+103%

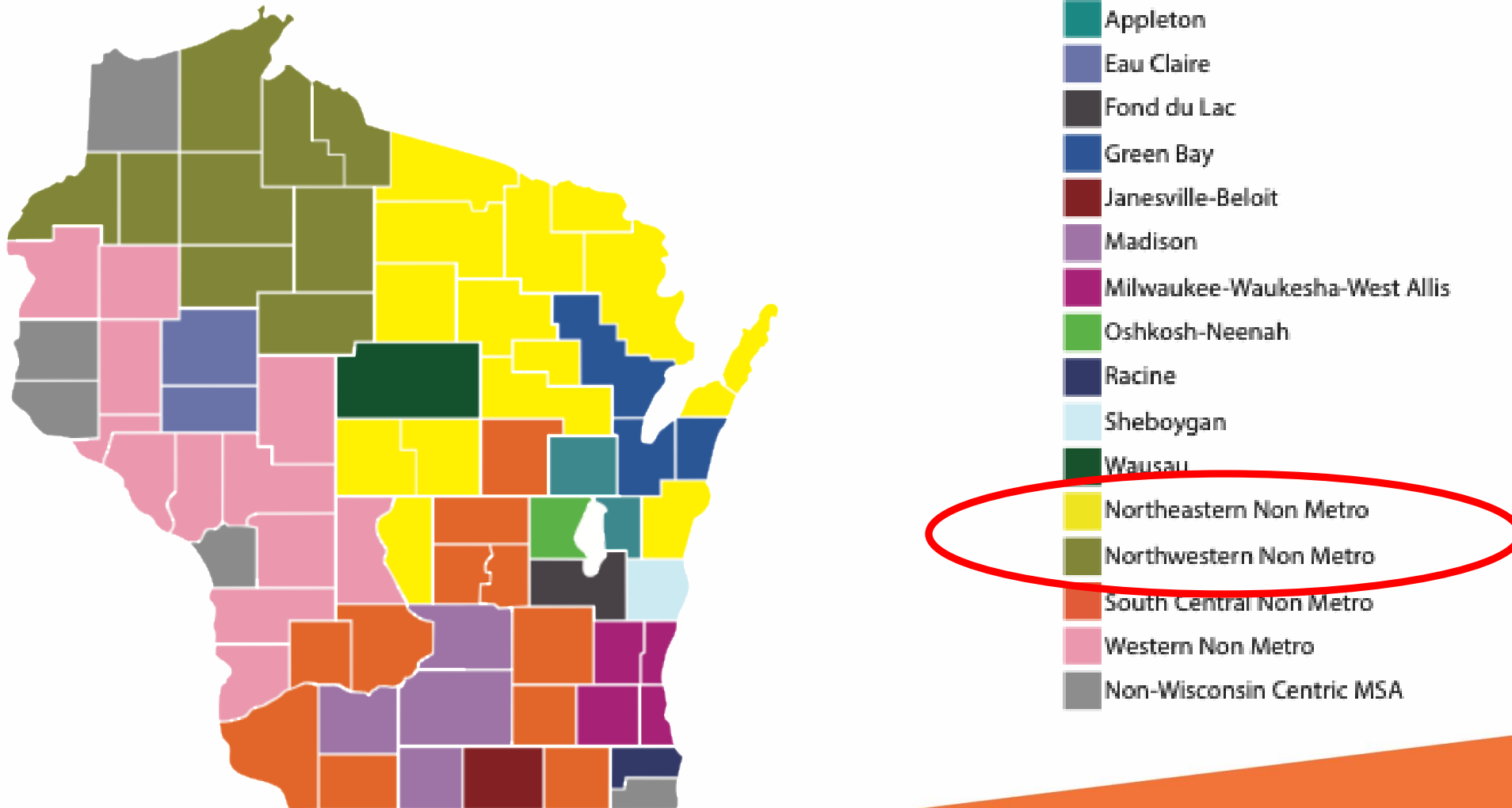
Childcare in Northern Counties



Childcare Availability - Regions



Childcare Availability - Regions



Childcare Availability

Supply

MSA	% Change, 2015-2025
Northeastern Non-Metro	-25%
Northwestern Non-Metro	-41%
Green Bay	-33%
Appleton	-15%
Fond du Lac	-41%
Statewide	-13%

Childcare Availability

Supply

Vs.

Demand

MSA	% Change, 2015-2025
Northeastern Non-Metro	-25%
Northwestern Non-Metro	-41%
Green Bay	-33%
Appleton	-15%
Fond du Lac	-41%
Statewide	-13%

MSA	% Change, 2015-2025
Northeastern Non-Metro	-3%
Northwestern Non-Metro	-8%
Green Bay	-12%
Appleton	-4%
Fond du Lac	-11%
Statewide	-7%

Childcare Availability

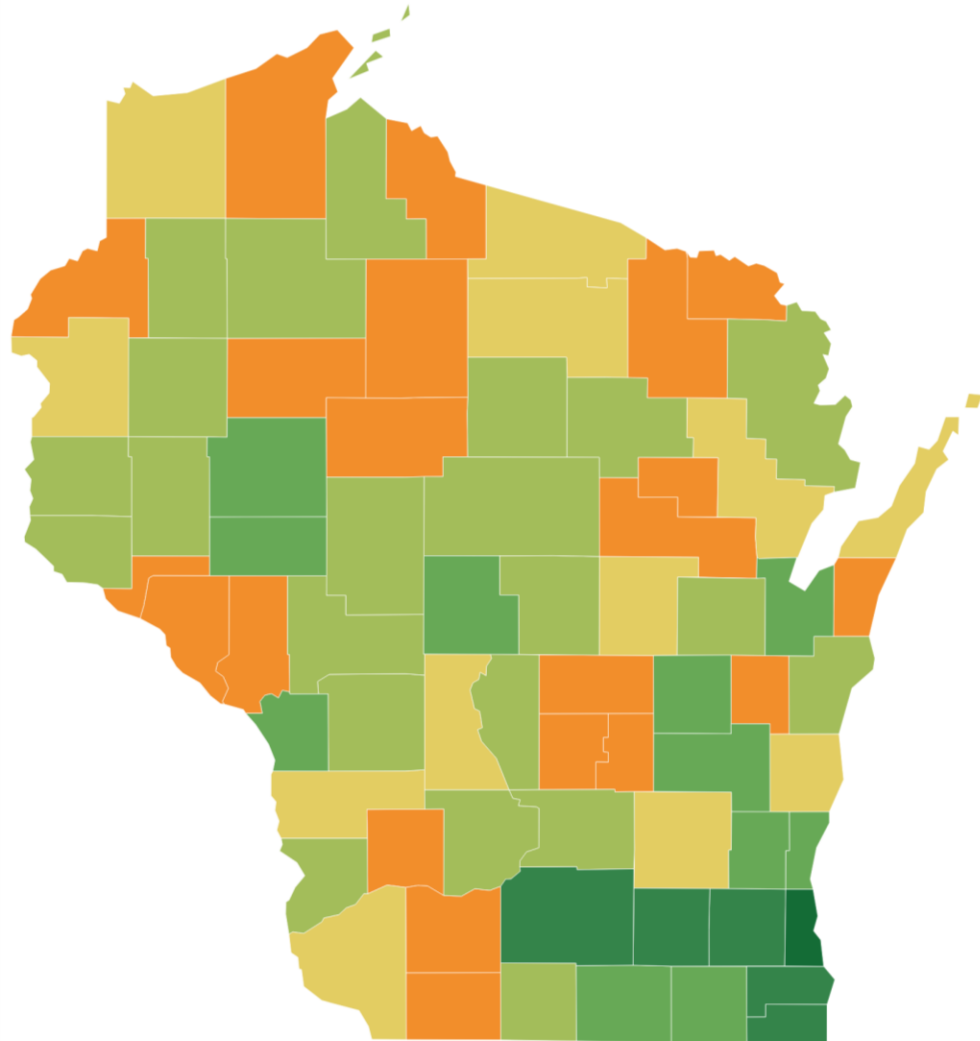
Kids in need per worker

MSA	2015	2021	2024
Northeastern Non-Metro	18	24	24
Northwestern Non-Metro	24	25	37
Green Bay	14	19	18
Appleton	16	22	19
Fond du Lac	16	25	25
Statewide	16	19	20

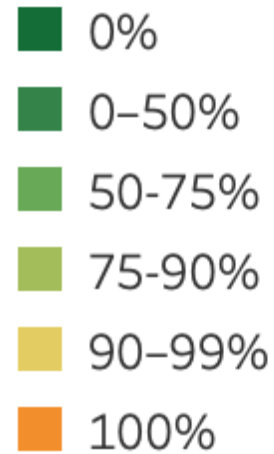


Fire / EMS Funding

Fire and EMS Departments – Volunteer Model



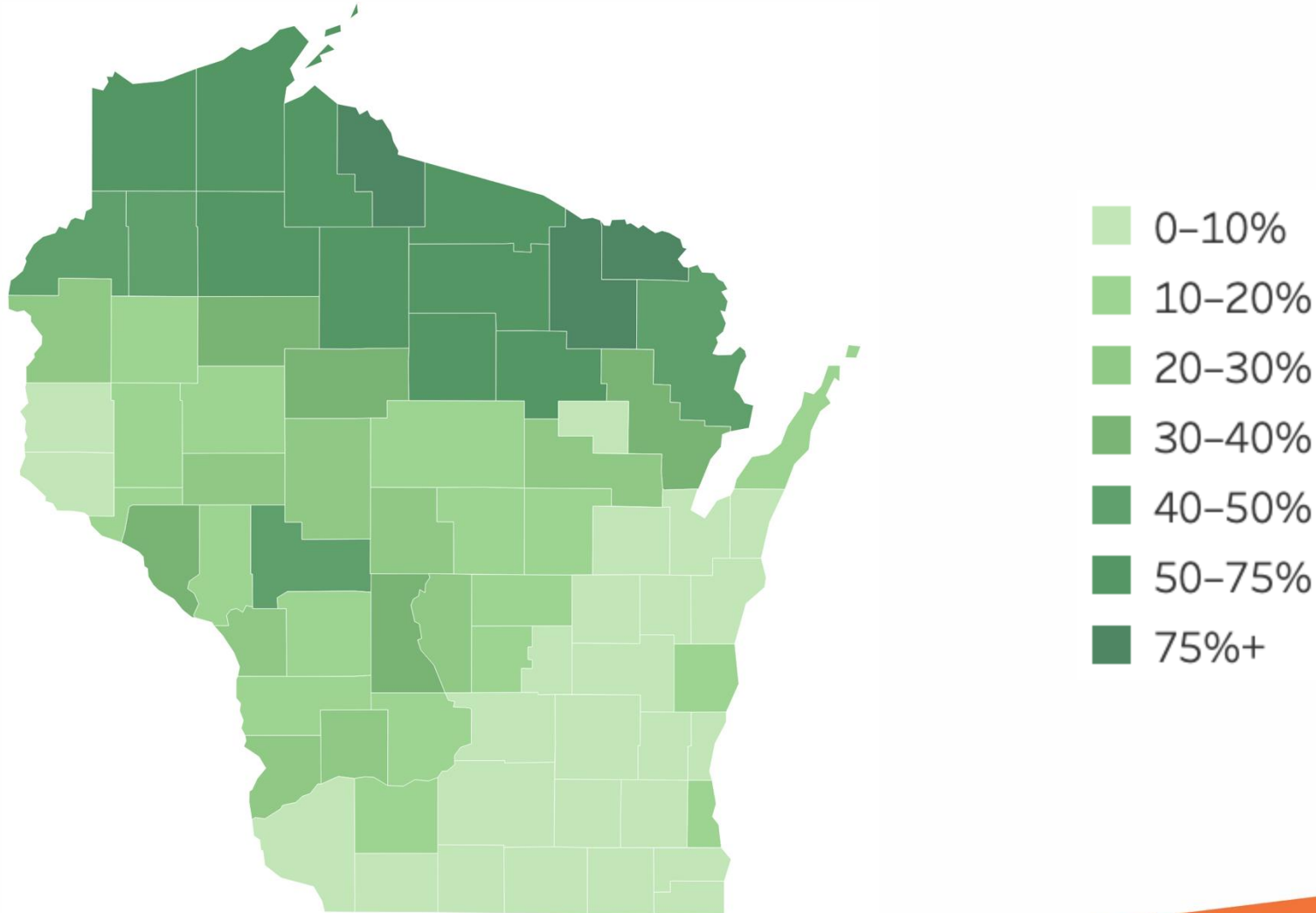
Percent of Departments ALL Volunteer





Public Lands and Property Taxes

Land Owned or Accessible by the Public





Questions?