

# Southeastern Wisconsin Housing by the Numbers

The House Blend:  
Mixing Policy, Partnerships, and Possibilities

May 7, 2026

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## Some Context for Our Discussion

### *Data Uses:*

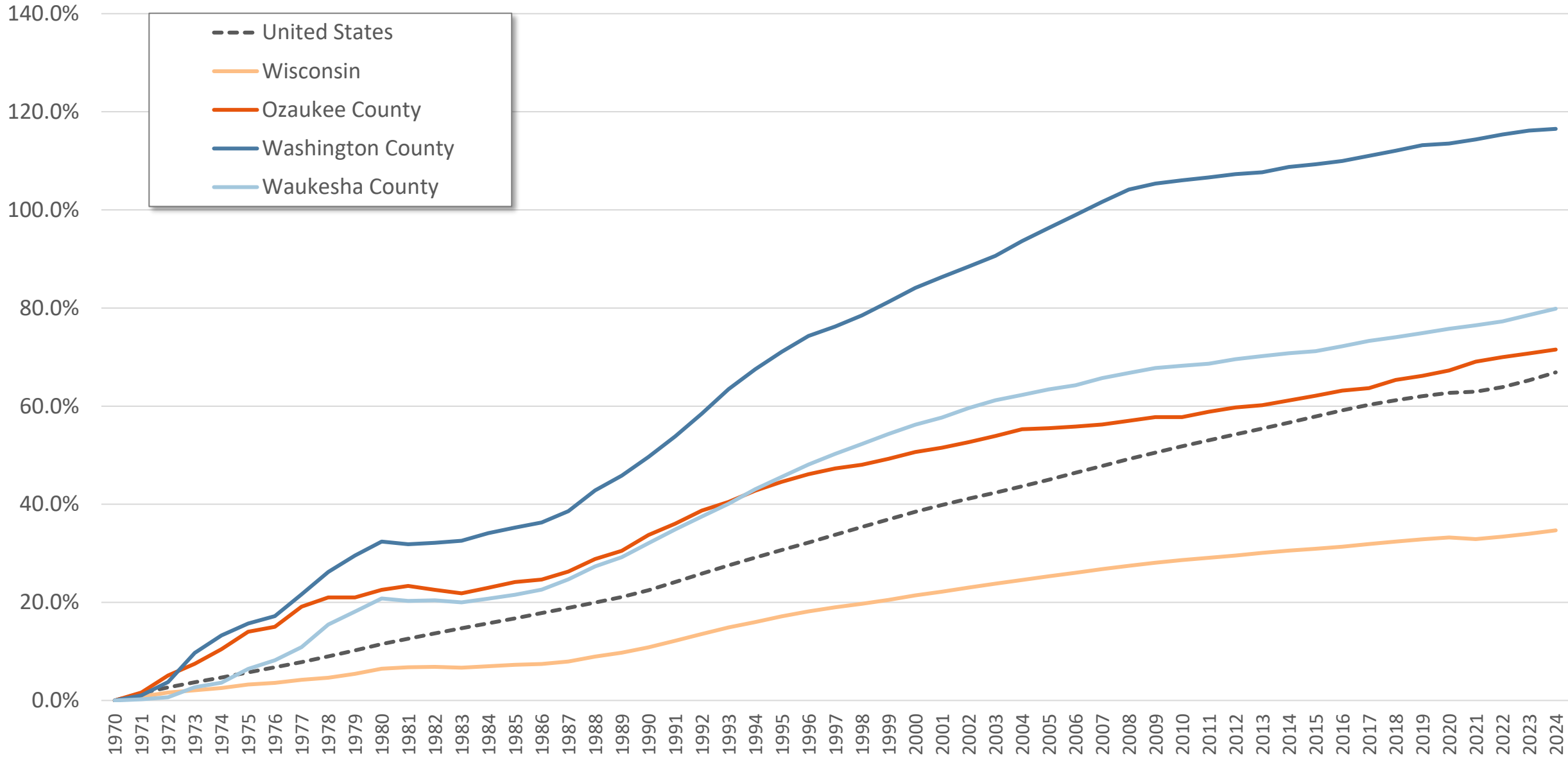
- Stimulate discussion;
- Affirm or challenge current perceptions;
- Identify local strengths and weaknesses;
- Recognize and prepare for change.

### *Data Considerations:*

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

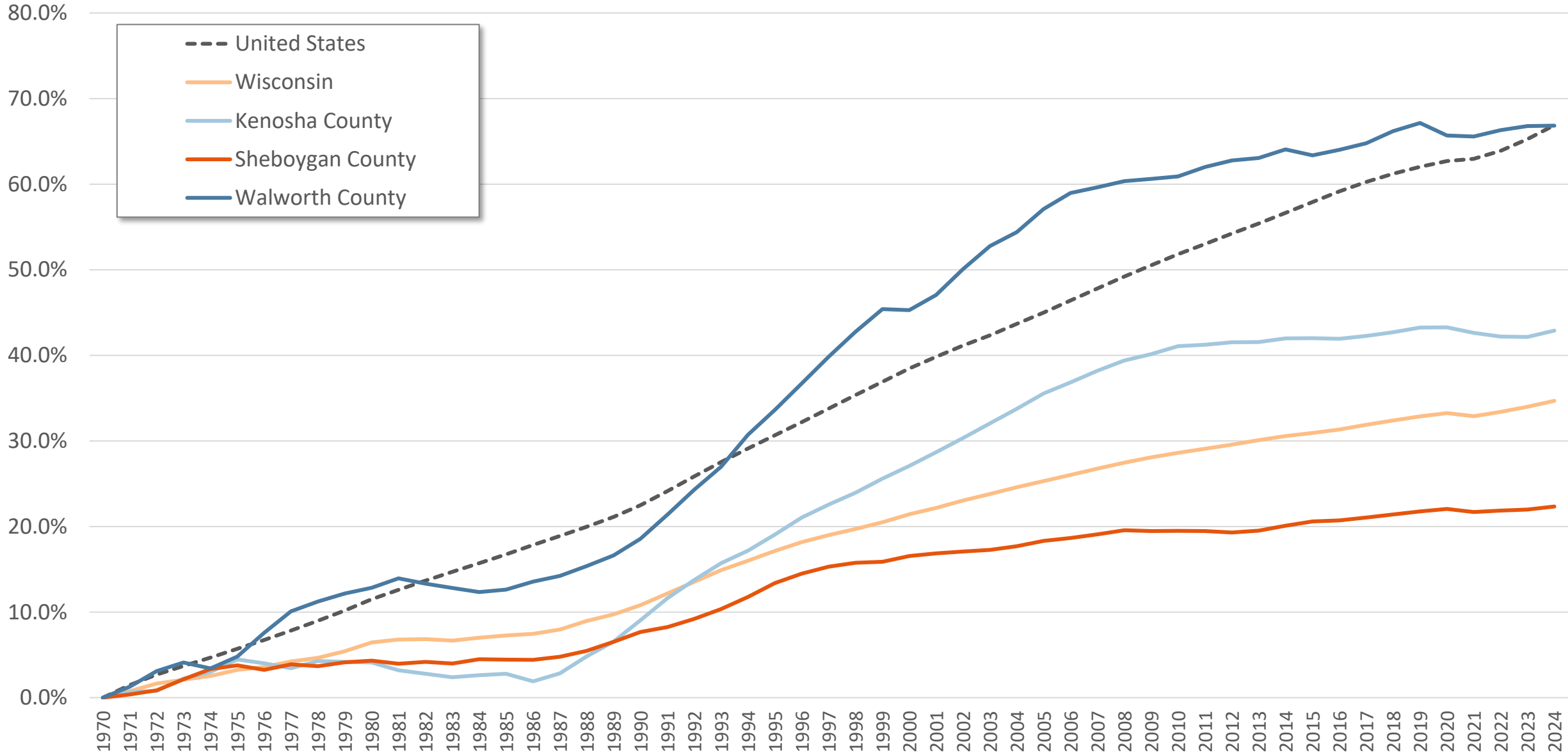
# Ozaukee, Washington and Waukesha Counties Change in Population 1970 to 2024

## *Percent Change Since 1970*



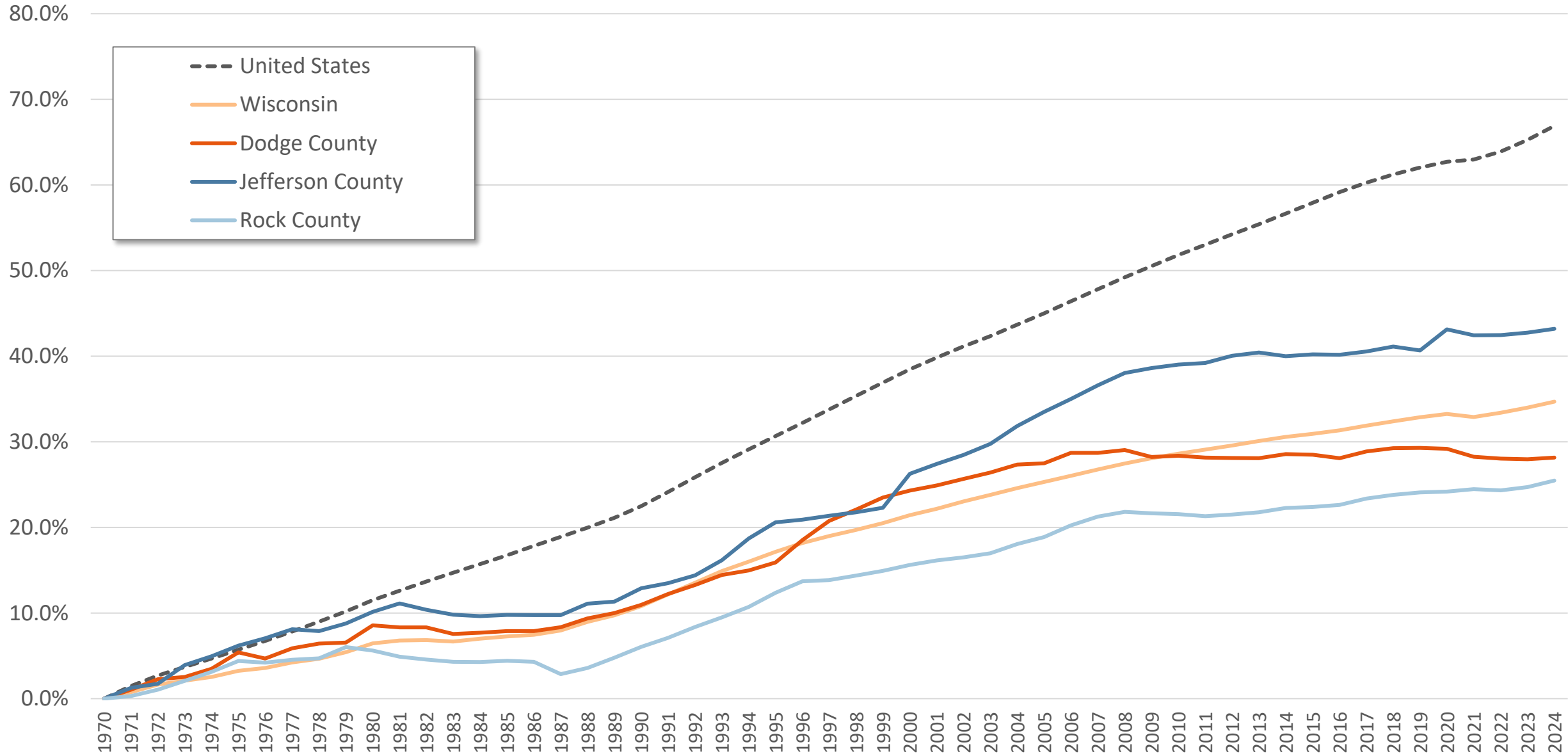
# Kenosha, Sheboygan and Walworth Counties Change in Population 1970 to 2024

## *Percent Change Since 1970*



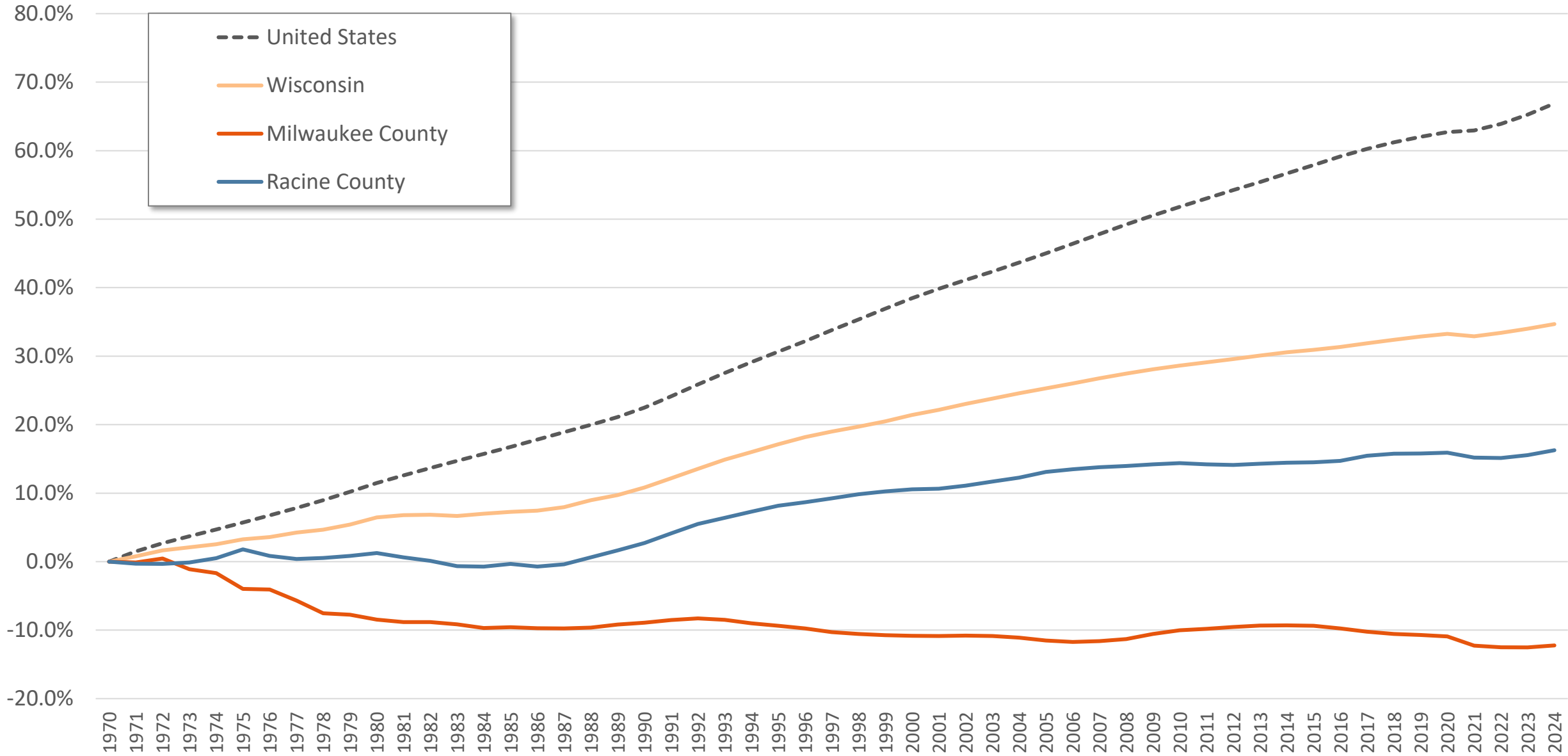
# Dodge, Jefferson and Rock Counties Change in Population 1970 to 2024

## *Percent Change Since 1970*

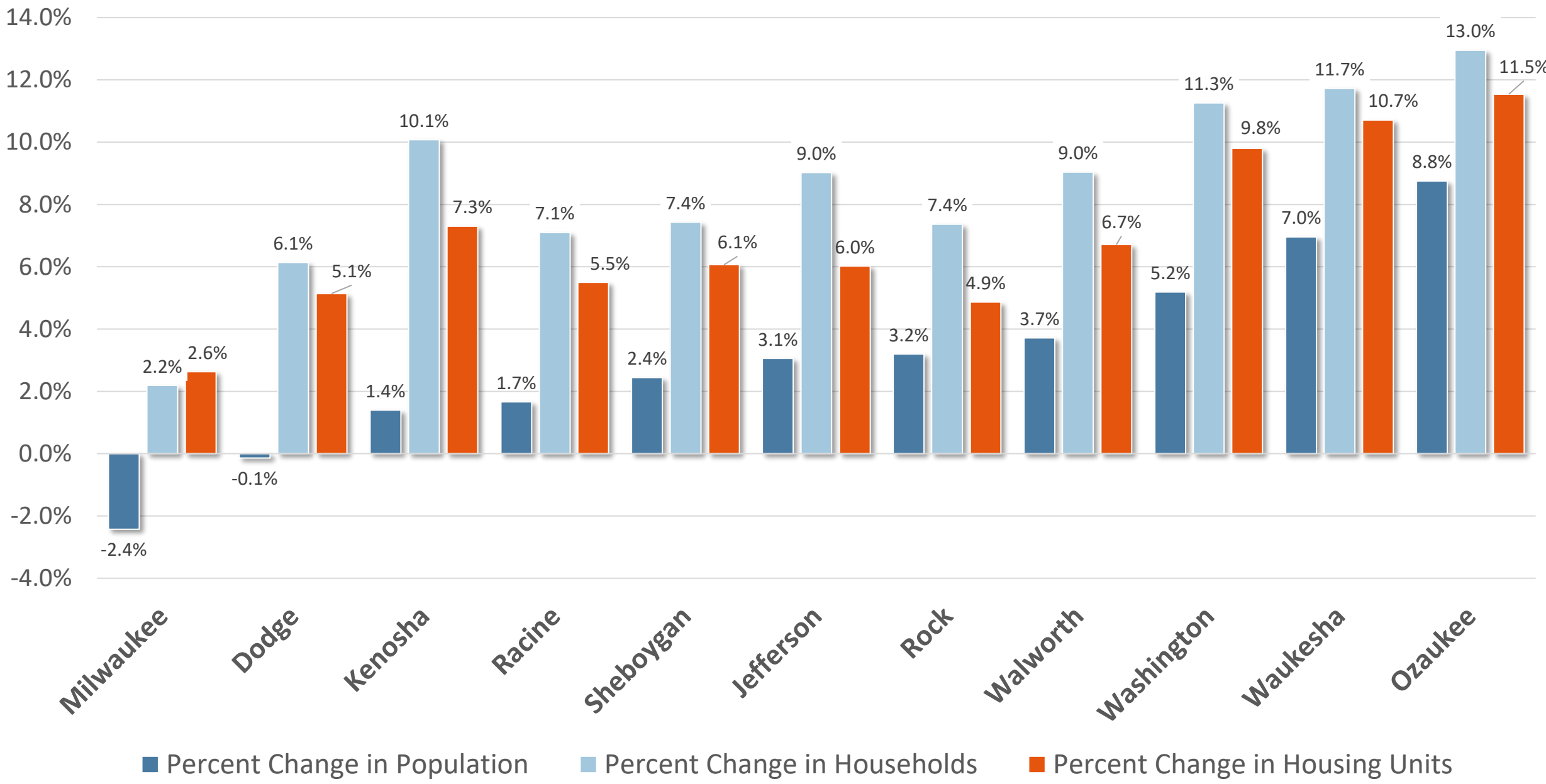


# Milwaukee and Racine Counties Change in Population 1970 to 2024

## *Percent Change Since 1970*



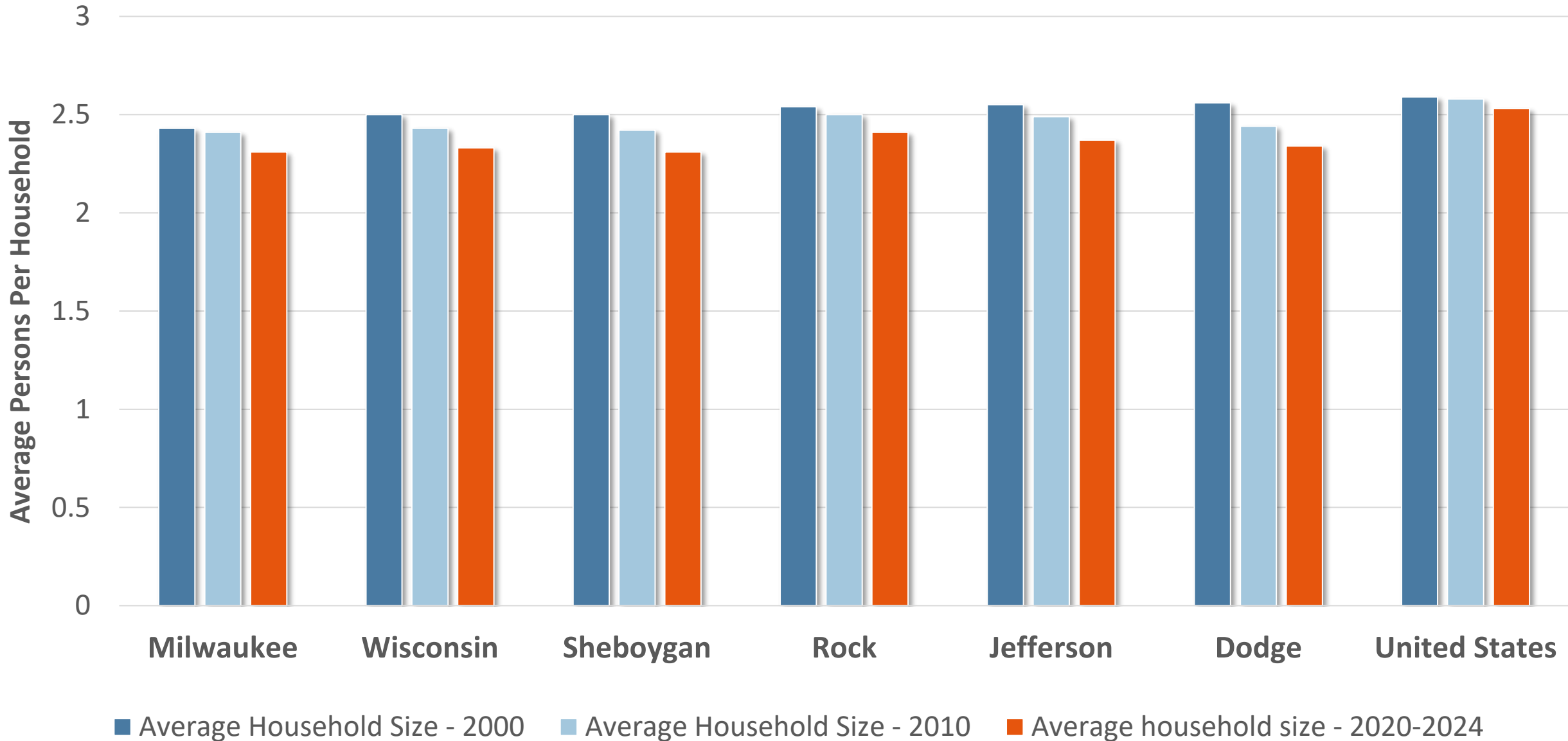
# Percent Change in Population, Households and Housing Units – 2010 to 2024



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

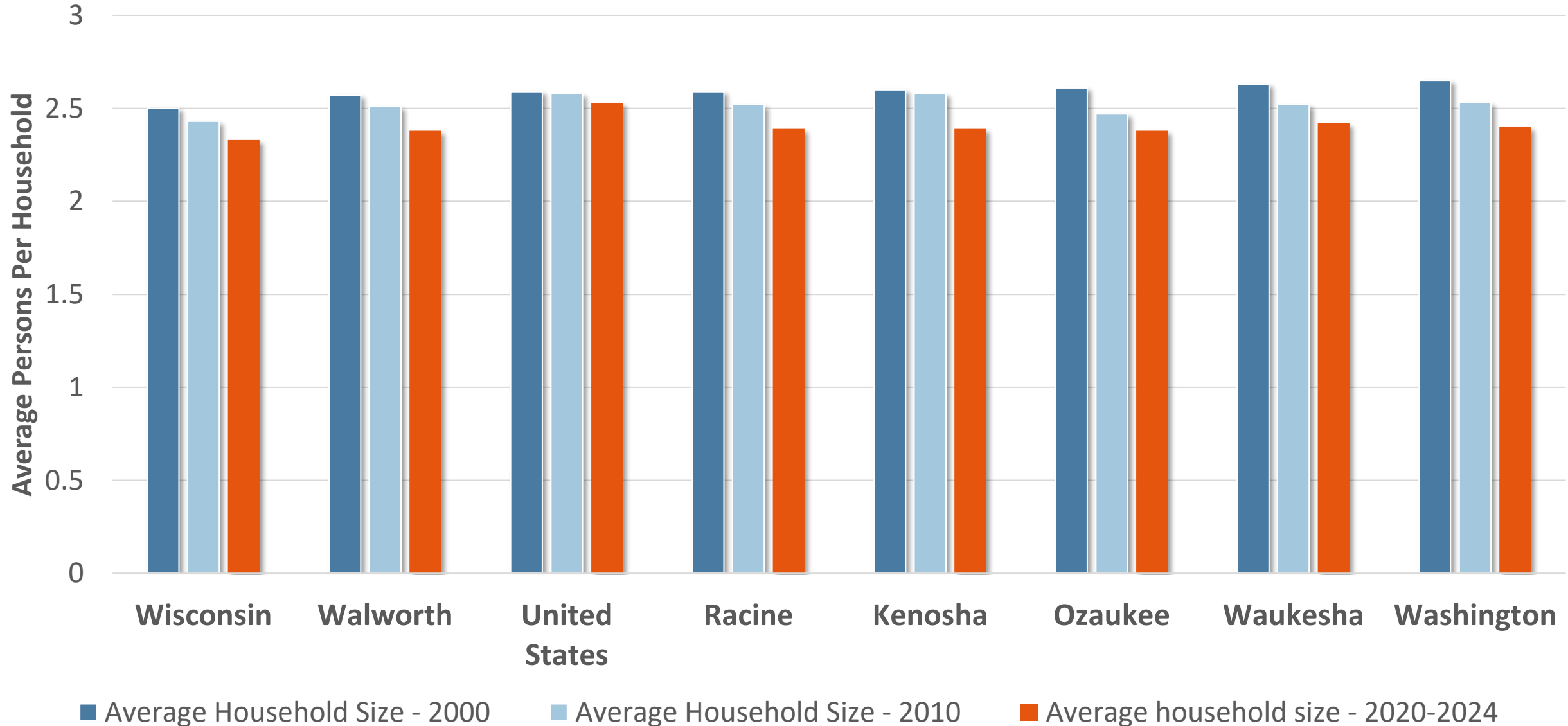
# Average Household Sizes are Declining...

## Southeastern Wisconsin Average Household Size – 2000 to 2024



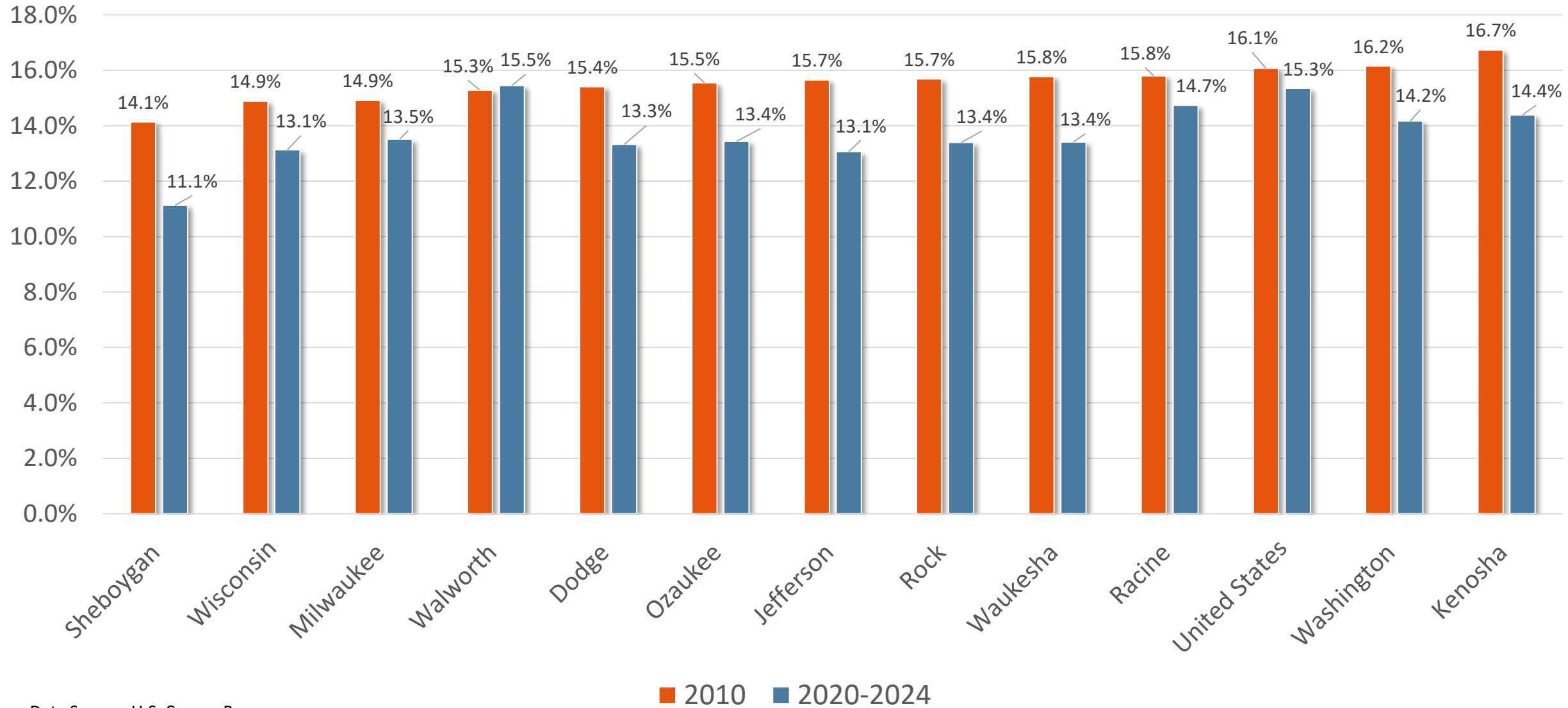
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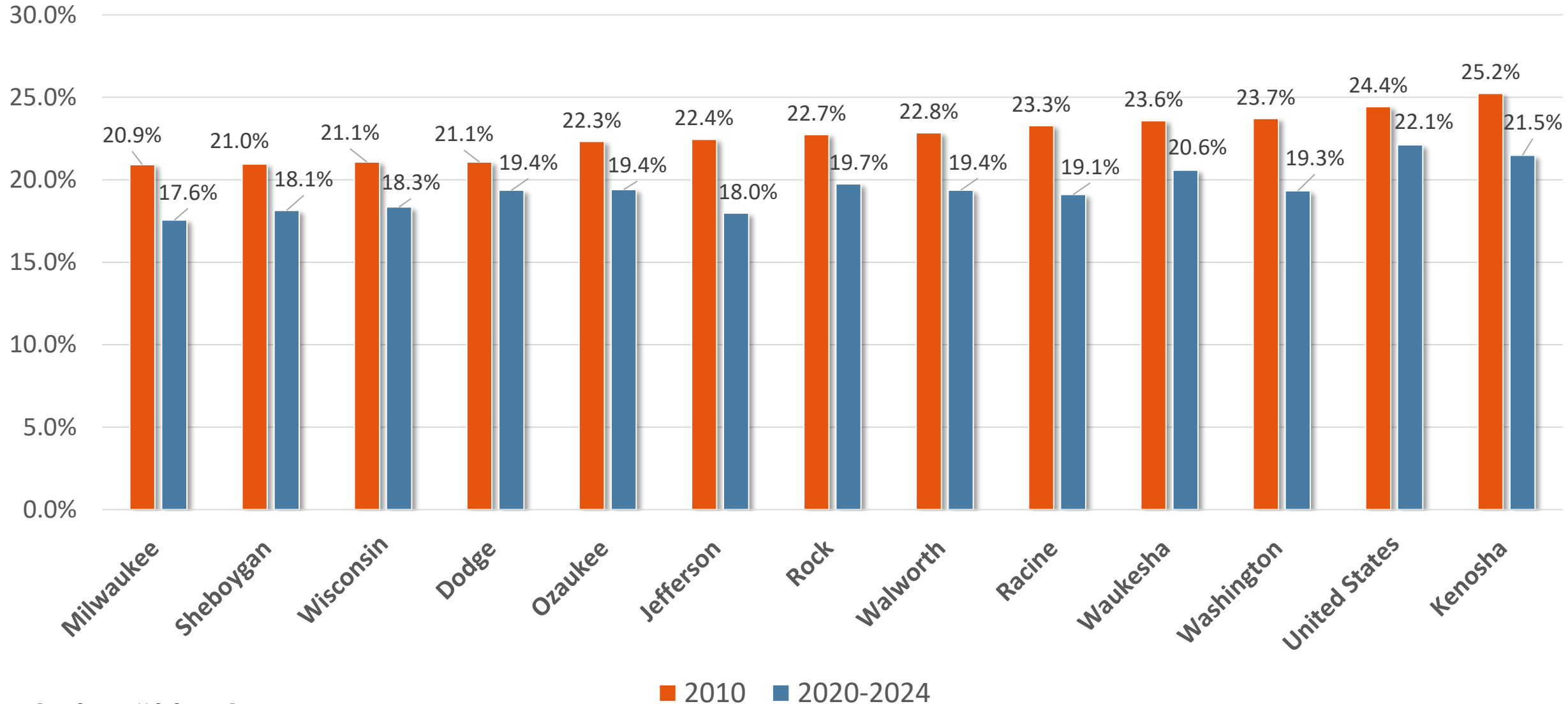
# Three Person Households as a Share of All Households has Dropped...

Southeastern Wisconsin Three Person Households – Percent of All Households  
2010 Census vs. 2020-2024 5-Year Estimates

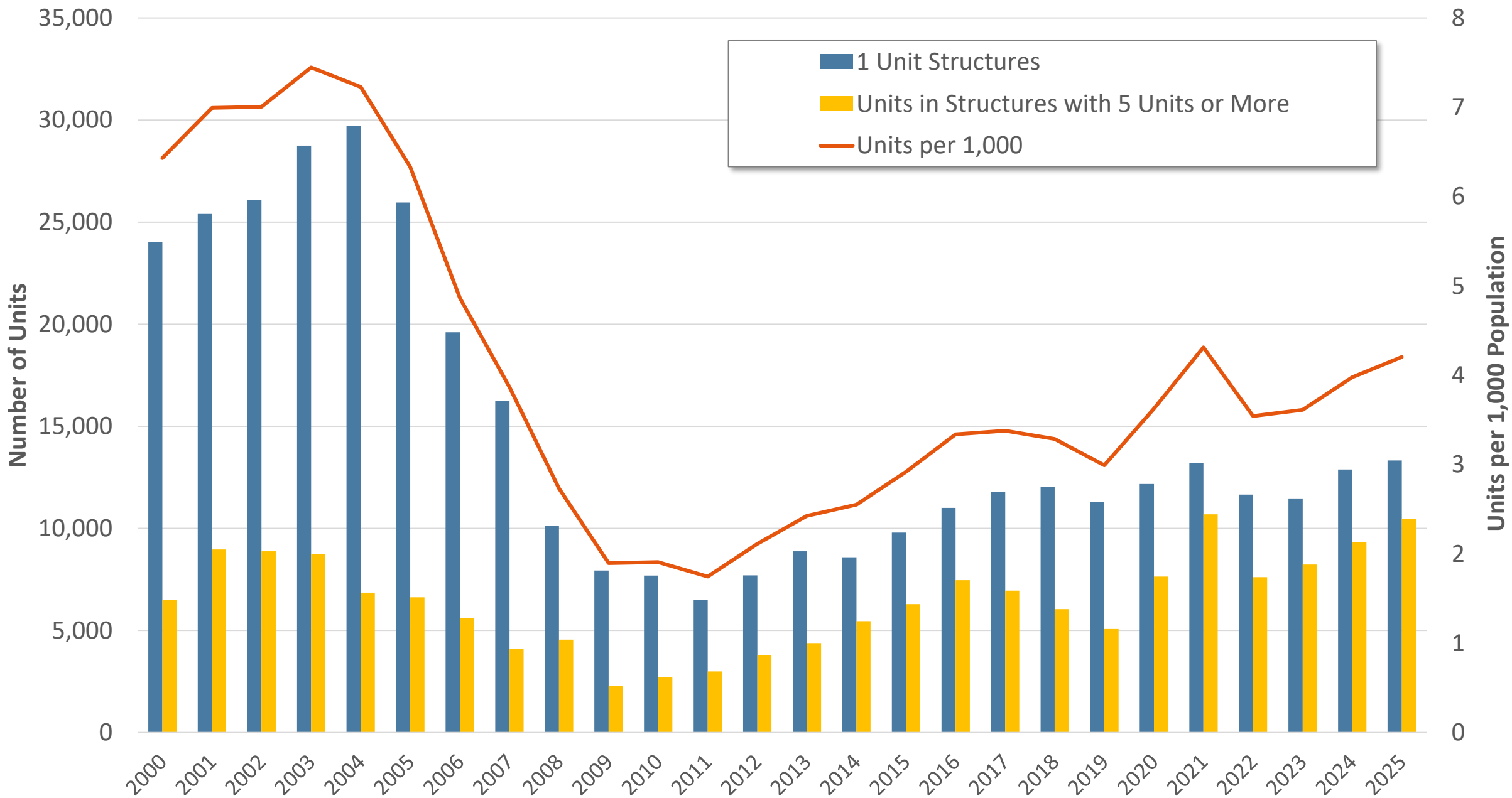


# Four or More Person Households as a Share of All Households has also Declined....

Southeastern Wisconsin Four or More Person Households – Percent of All Households  
2010 Census vs. 2020-2024 5-Year Estimates

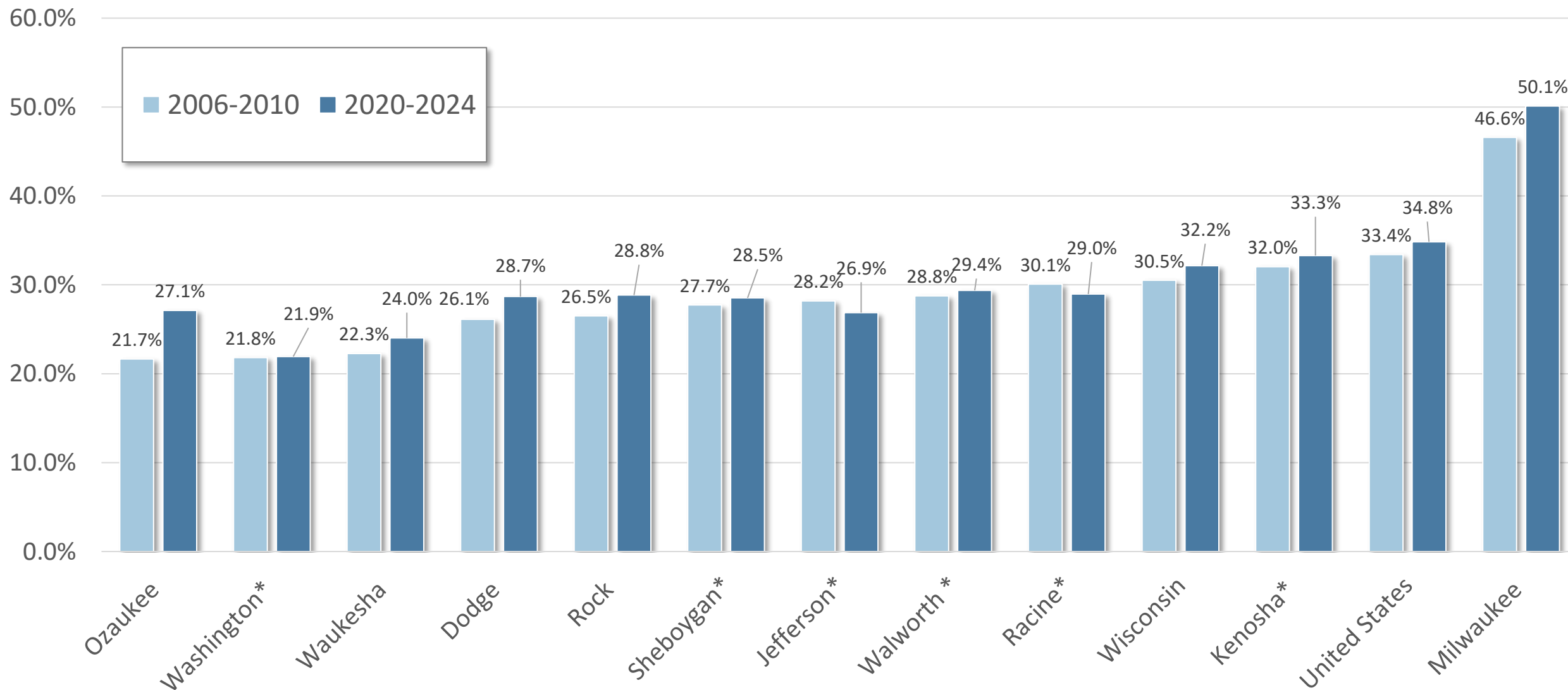


# Annual Number of Housing Units Permitted in Wisconsin – 2000 to 2025 (Preliminary)



# Despite Recent Construction Trends, Rental Occupied Units as a Share of Occupied Housing Units has Not Shifted Dramatically...

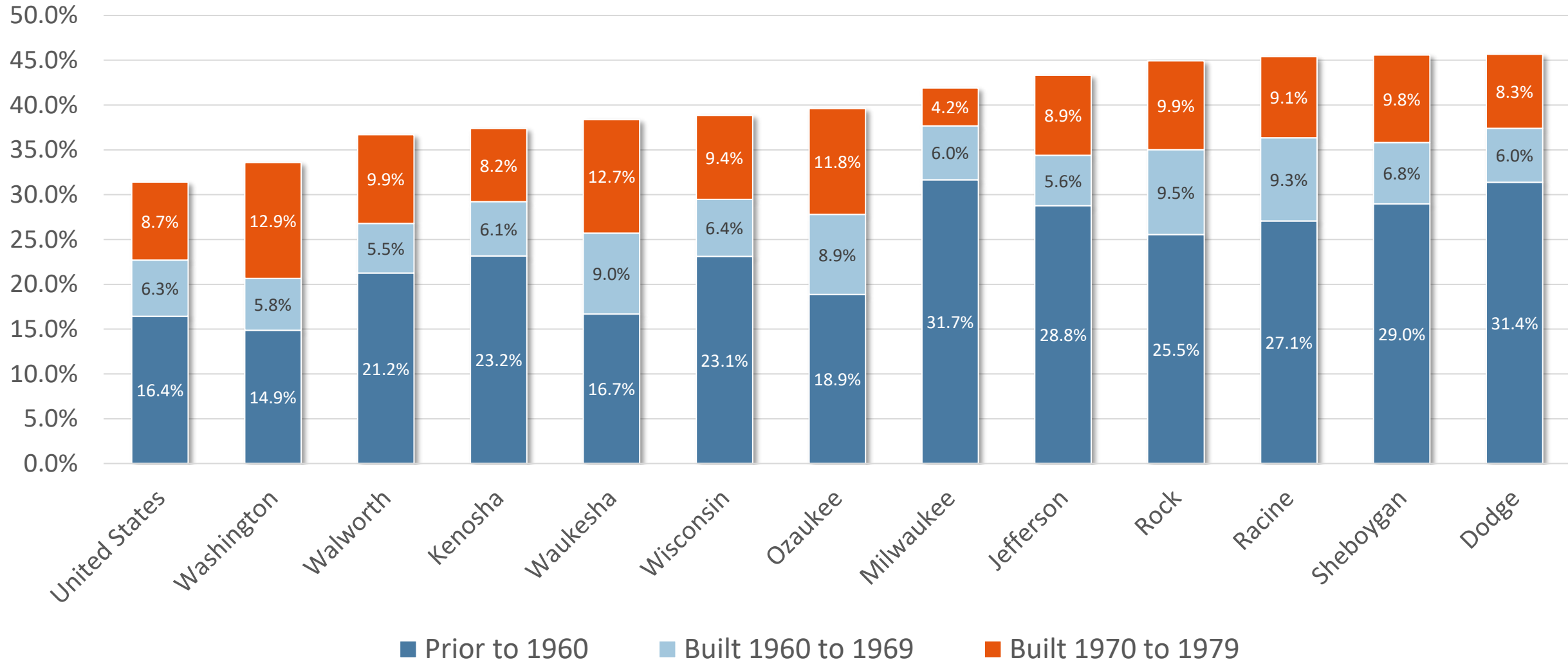
## Southeastern Wisconsin Rental Occupied Units as a Percent of All Occupied Housing Units



Data Source: U.S. Census Bureau American Community Survey \* Change Not Statistically Significant

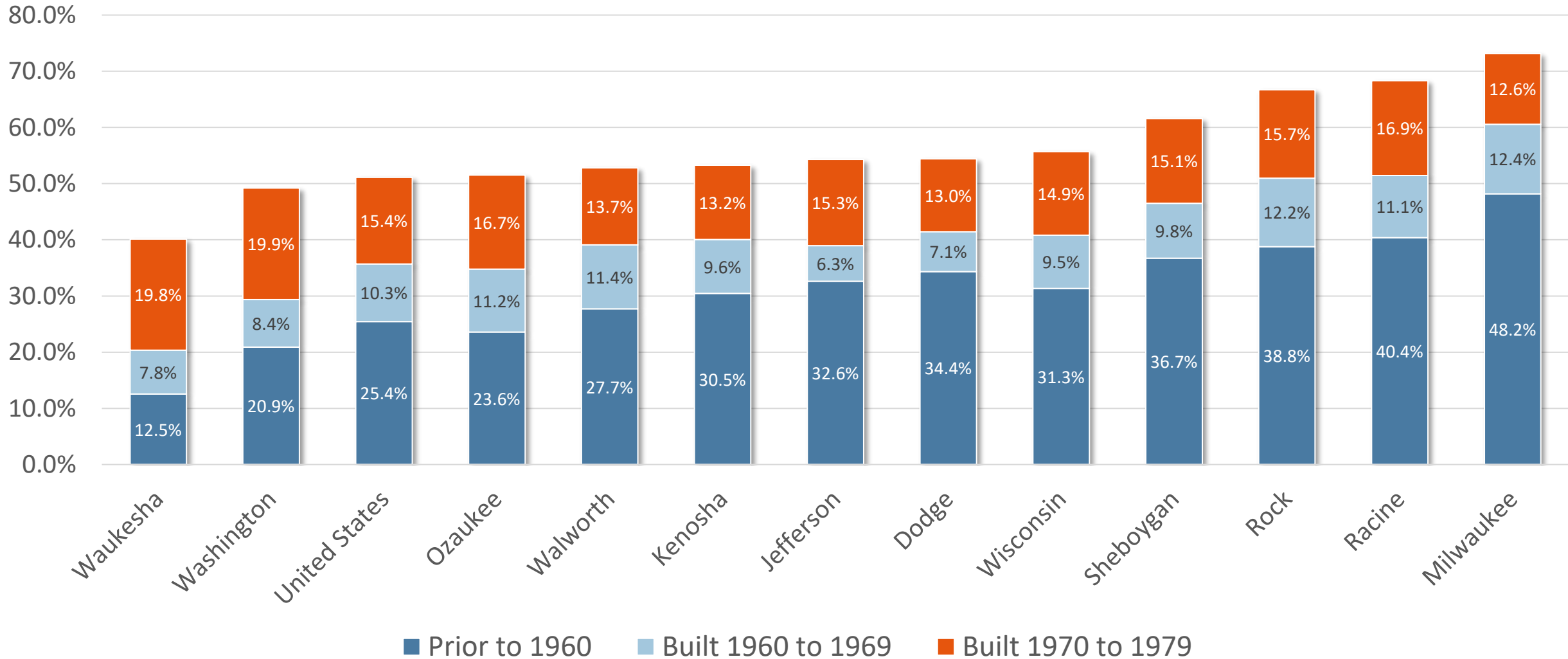
# Rates of Housing Unit Construction are Partially Responsible for a Higher Share of Housing Units Built Prior to 1980...

## Percent of Owner Occupied Housing Units Built Prior to 1980



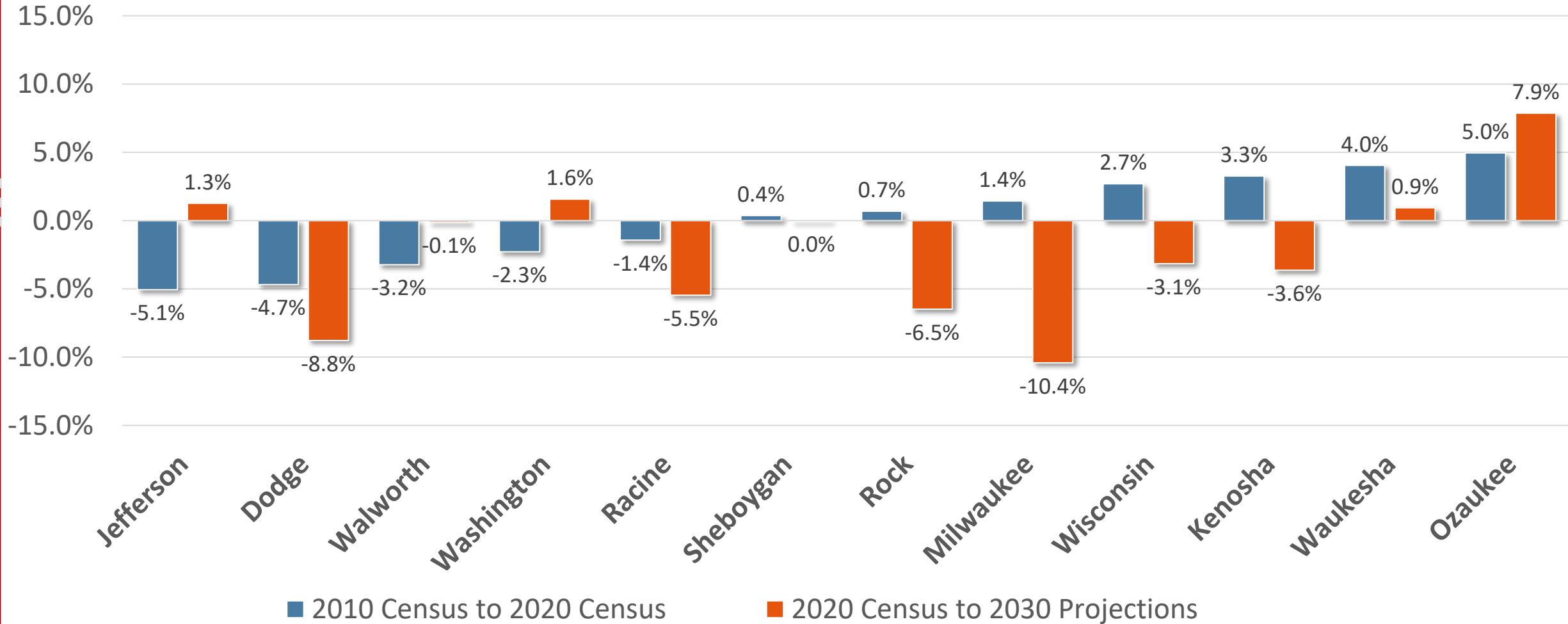
# Rates of Housing Unit Construction are Partially Responsible for a Higher Share of Housing Units Built Prior to 1980...

## Percent Renter Occupied Housing Units Built Prior to 1980



# Shifting Demographics – Change in Population Age 25 to 34 has been (and is projected to be) Mixed in Southeastern Wisconsin...

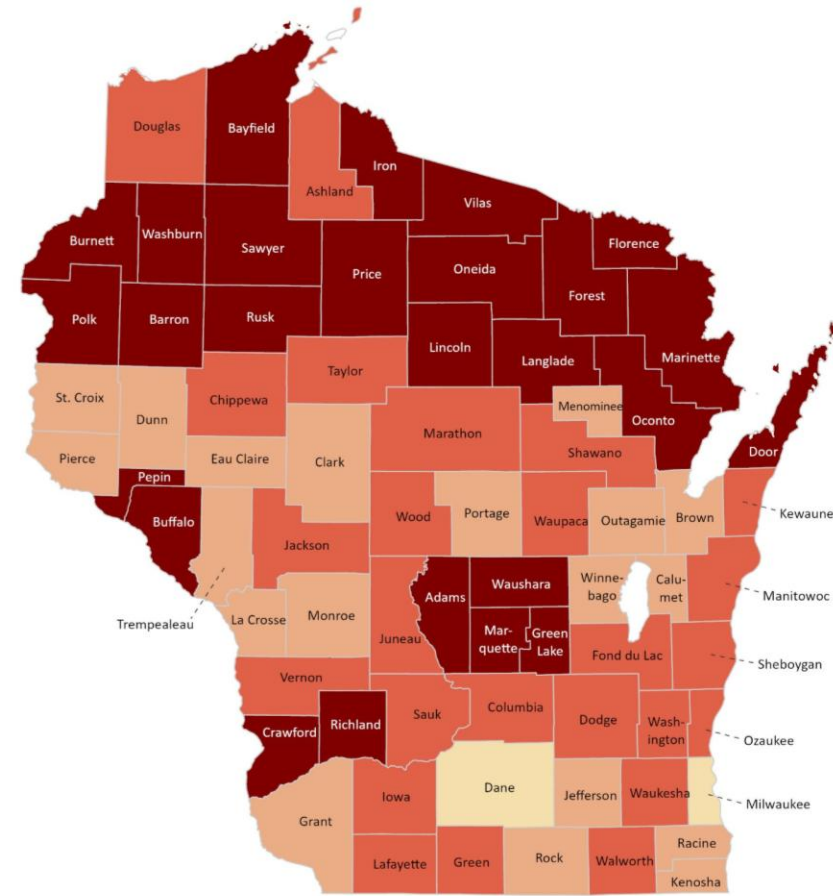
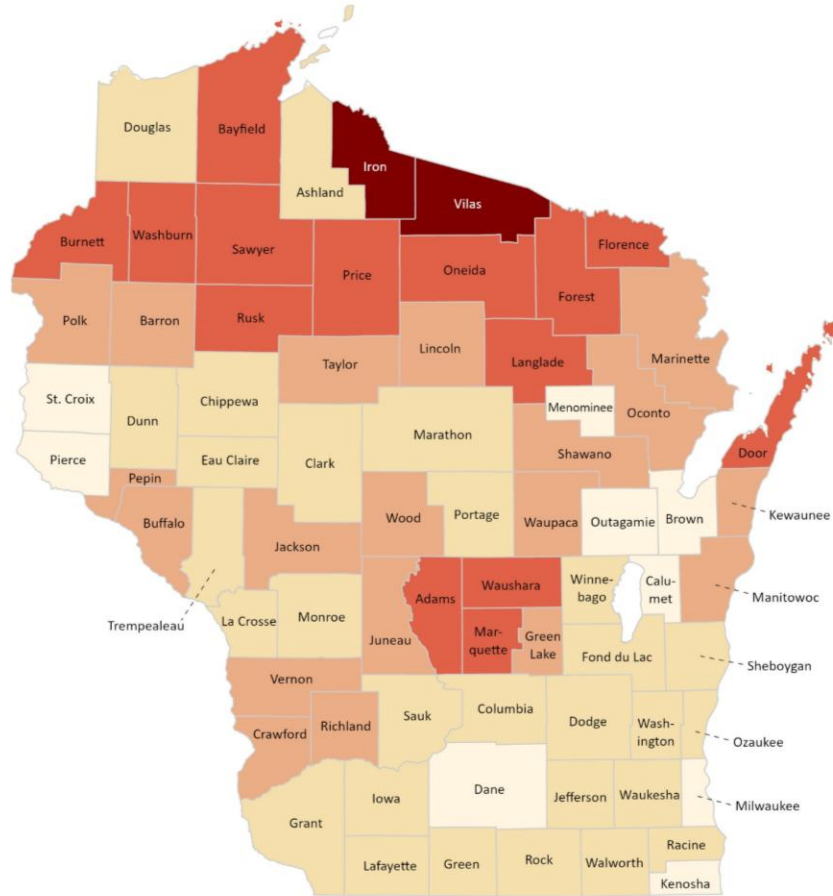
## Southeastern Wisconsin Change in Population Ages 25 to 34 *Percent Change 2010 to 2020 Census and Projected Change 2020 to 2030*



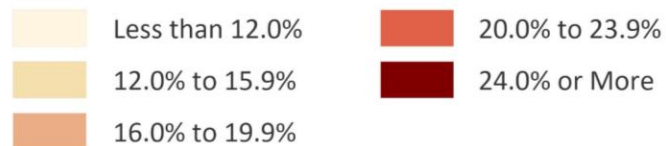
# Population Age 65 and Over by County - 2010 Census and 2024 Estimates

*Population Age 65 and over as Share of Total Population - 2010 Census*

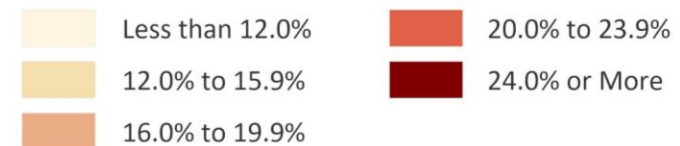
*Population Age 65 and over as Share of Total Population - 2024 Estimates*



**Percent Age 65 and Over**



**Percent Age 65 and Over**

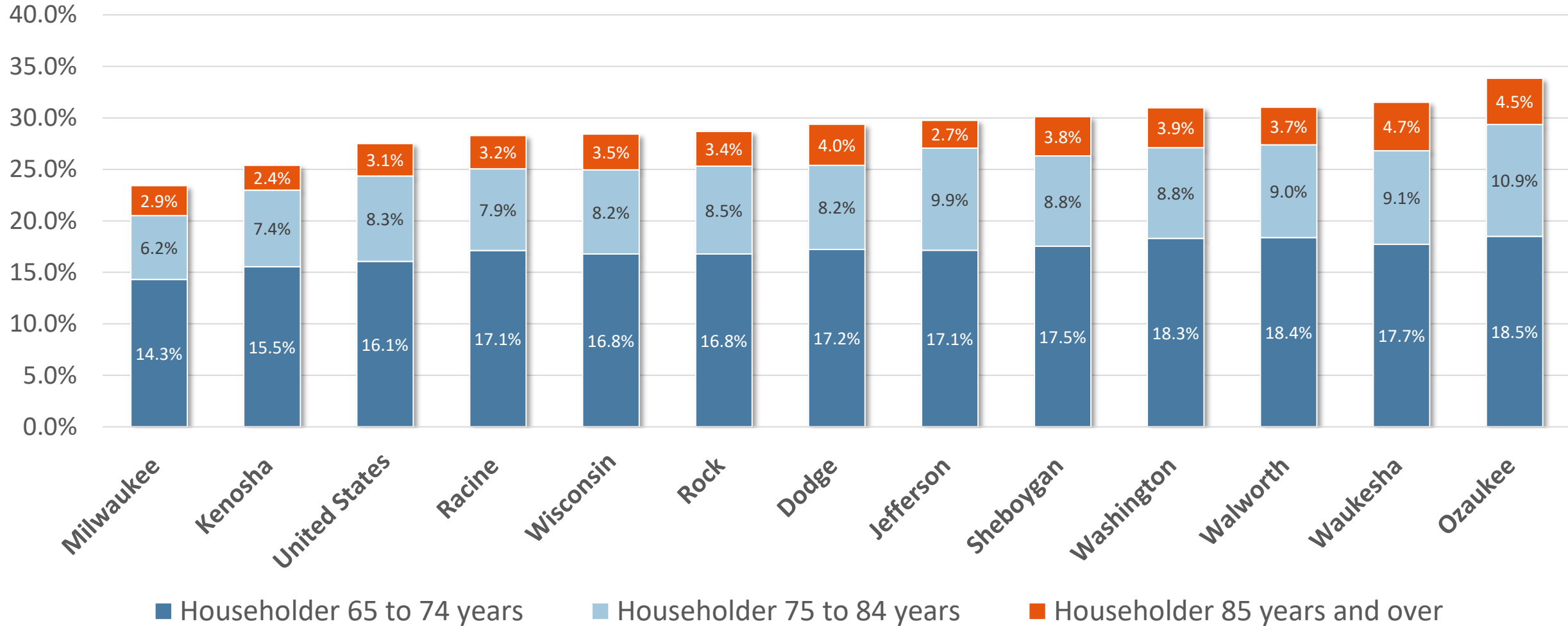


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Data Source: U.S. Census Bureau

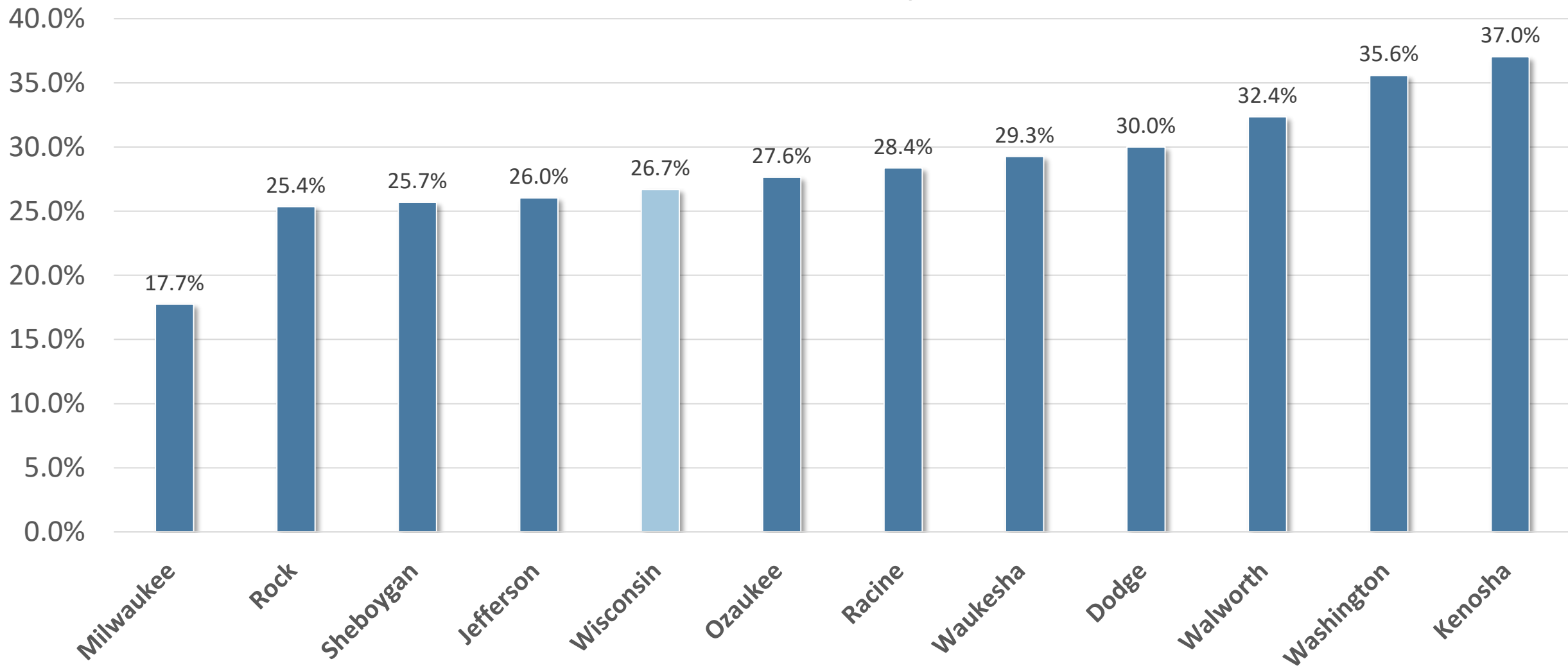
# Growing Share of Households with Householders Age 65 and Over - Opportunities for Aging in Place and Housing Transitions?

Southeastern Wisconsin Share of Households with Householder Age 65 or Older  
(2020 to 2024 5-Year Estimates)



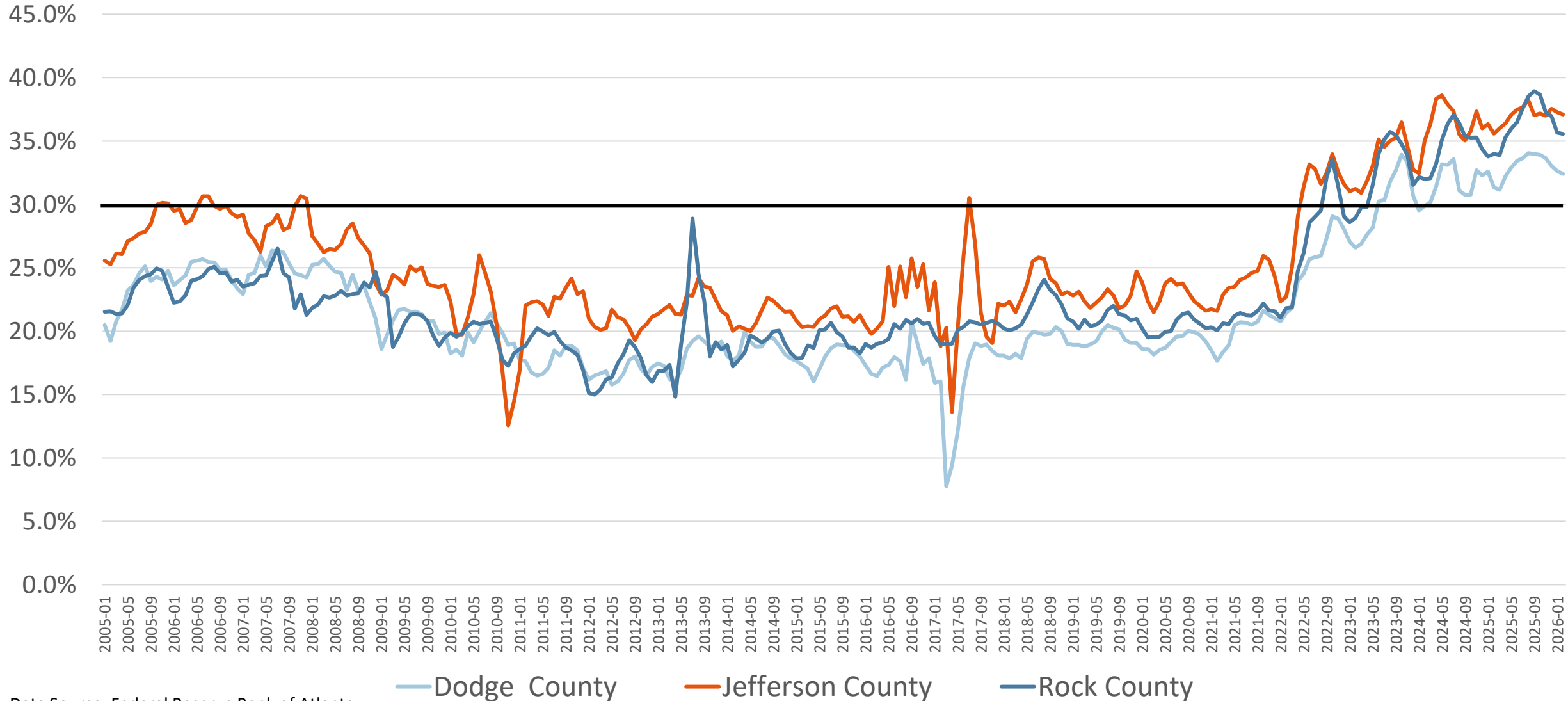
# Shifting Demographics - Growth in Population Age 65 and Over is Projected to Continue...

## Southeastern Wisconsin Percent Change in Population Age 65 and Over *2020 Census to 2030 Projections*



# Federal Reserve Bank Of Atlanta Home Ownership Affordability Monitor – Measures the Ability of a Median-income Household to Absorb the Estimated Annual Costs Associated with Owning A Median-Priced Home...

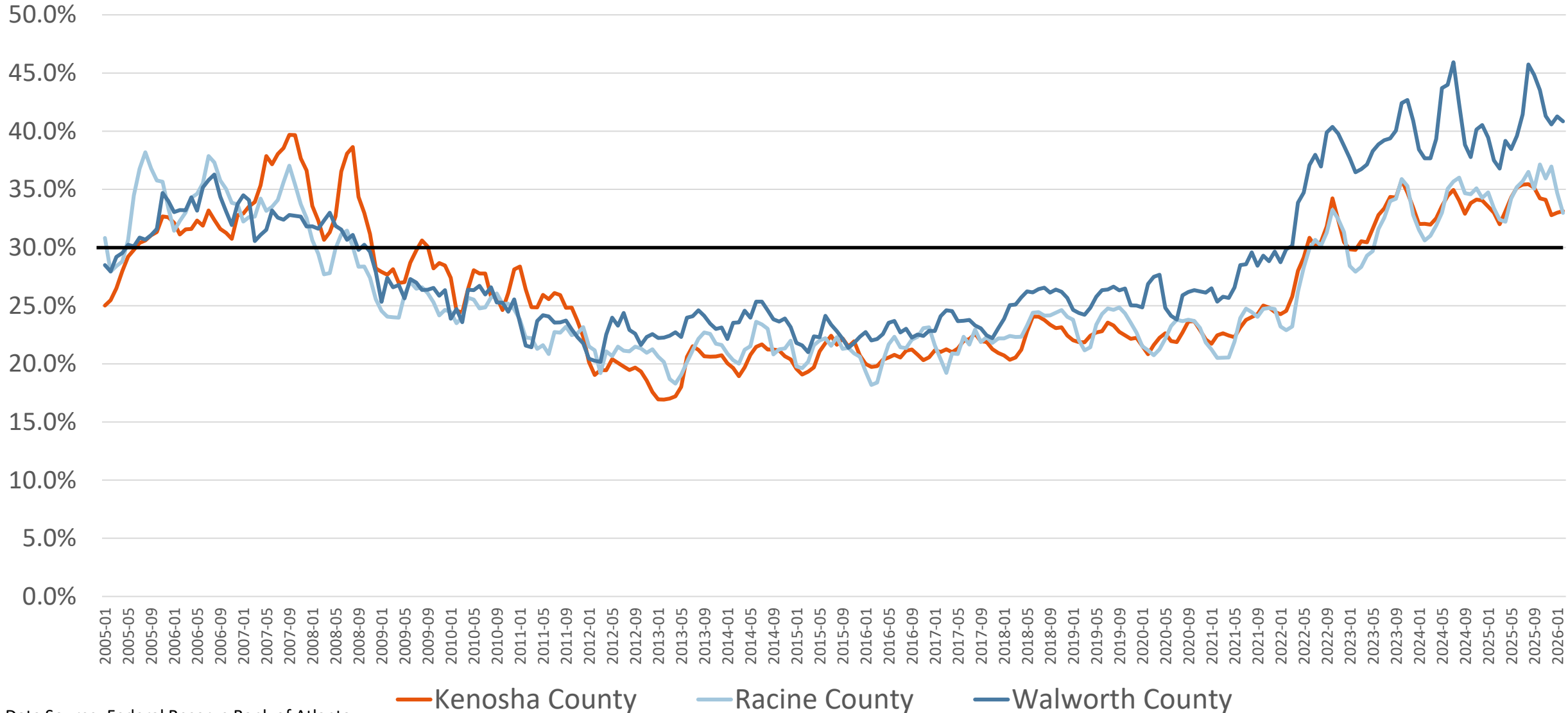
## Home Ownership Cost as a Percent of Median Household Income Dodge, Jefferson and Rock Counties (January 2005 to February 2026)



Data Source: Federal Reserve Bank of Atlanta

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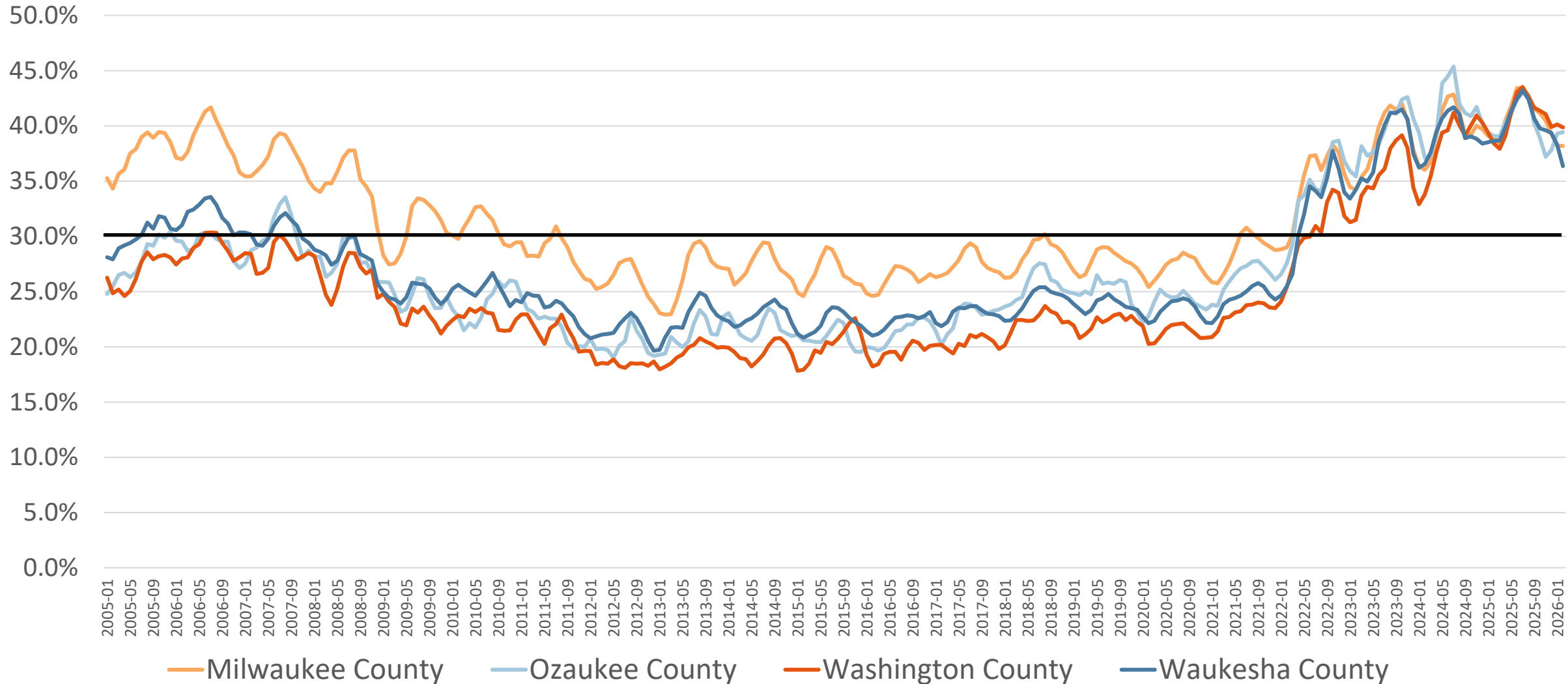
## Home Ownership Cost as a Percent of Median Household Income Kenosha, Racine and Walworth Counties (January 2005 to February 2026)



Data Source: Federal Reserve Bank of Atlanta

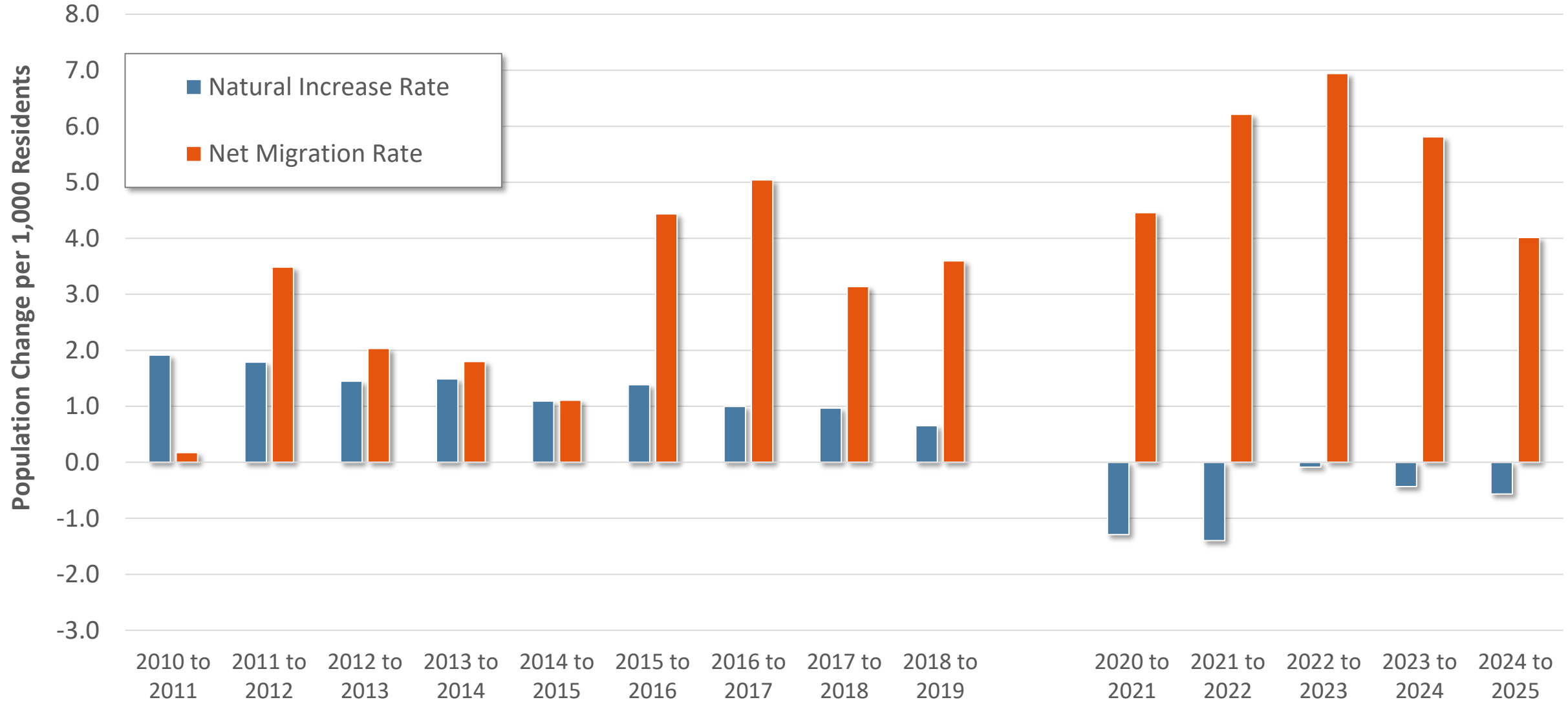
# Federal Reserve Bank Of Atlanta Home Ownership Affordability Monitor – Measures the Ability of a Median-income Household to Absorb the Estimated Annual Costs Associated with Owning A Median-Priced Home...

## Home Ownership Cost as a Percent of Median Household Income Milwaukee, Ozaukee, Washington and Waukesha Counties (January 2005 to February 2026)



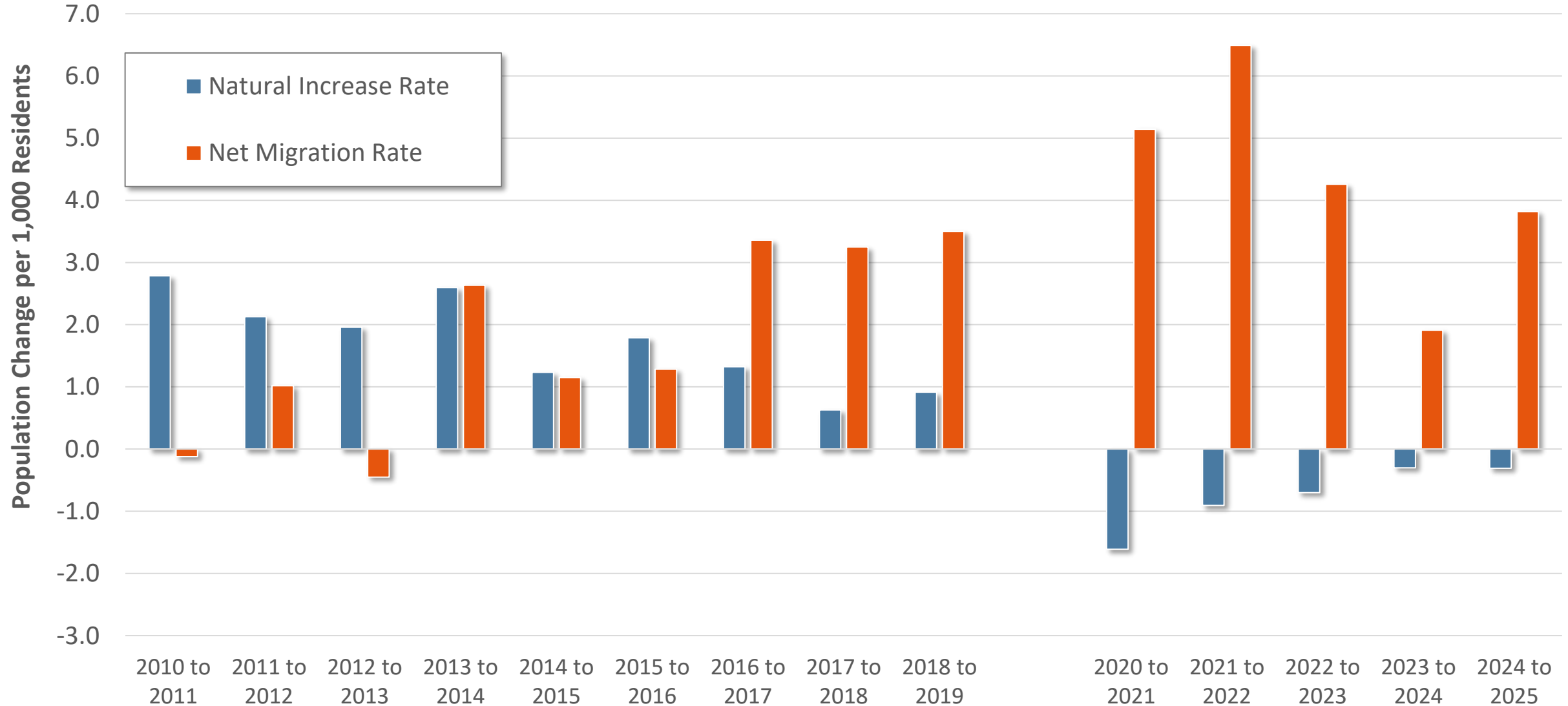
# How have Components of Population Change Shifted Since the Pandemic?

Population Change due to Net Migration Rate (In-migrants minus Out-migrants) and Natural Increase Rate (Births minus Deaths) - Waukesha County



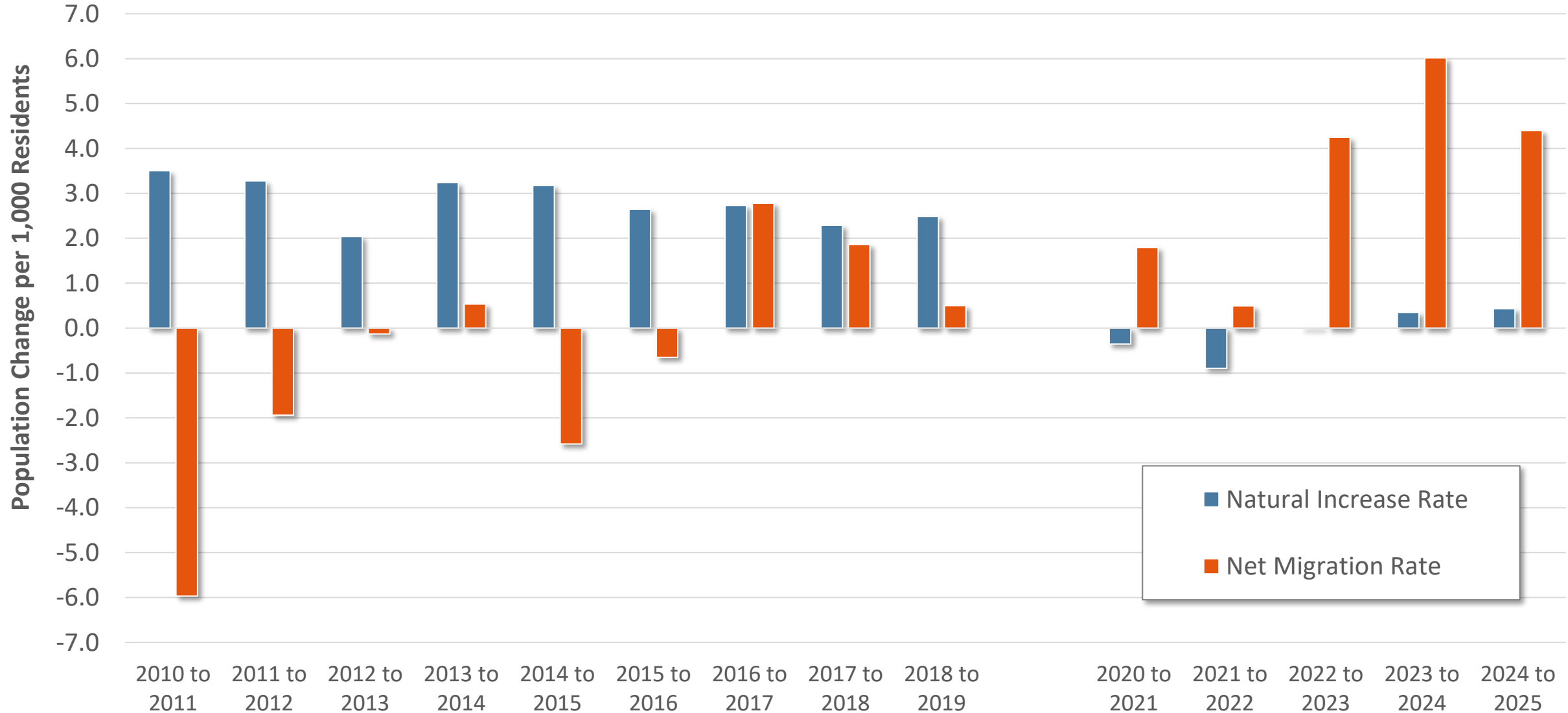
# How have Components of Population Change Shifted Since the Pandemic?

Population Change due to Net Migration Rate (In-migrants minus Out-migrants) and Natural Increase Rate (Births minus Deaths) - Washington County



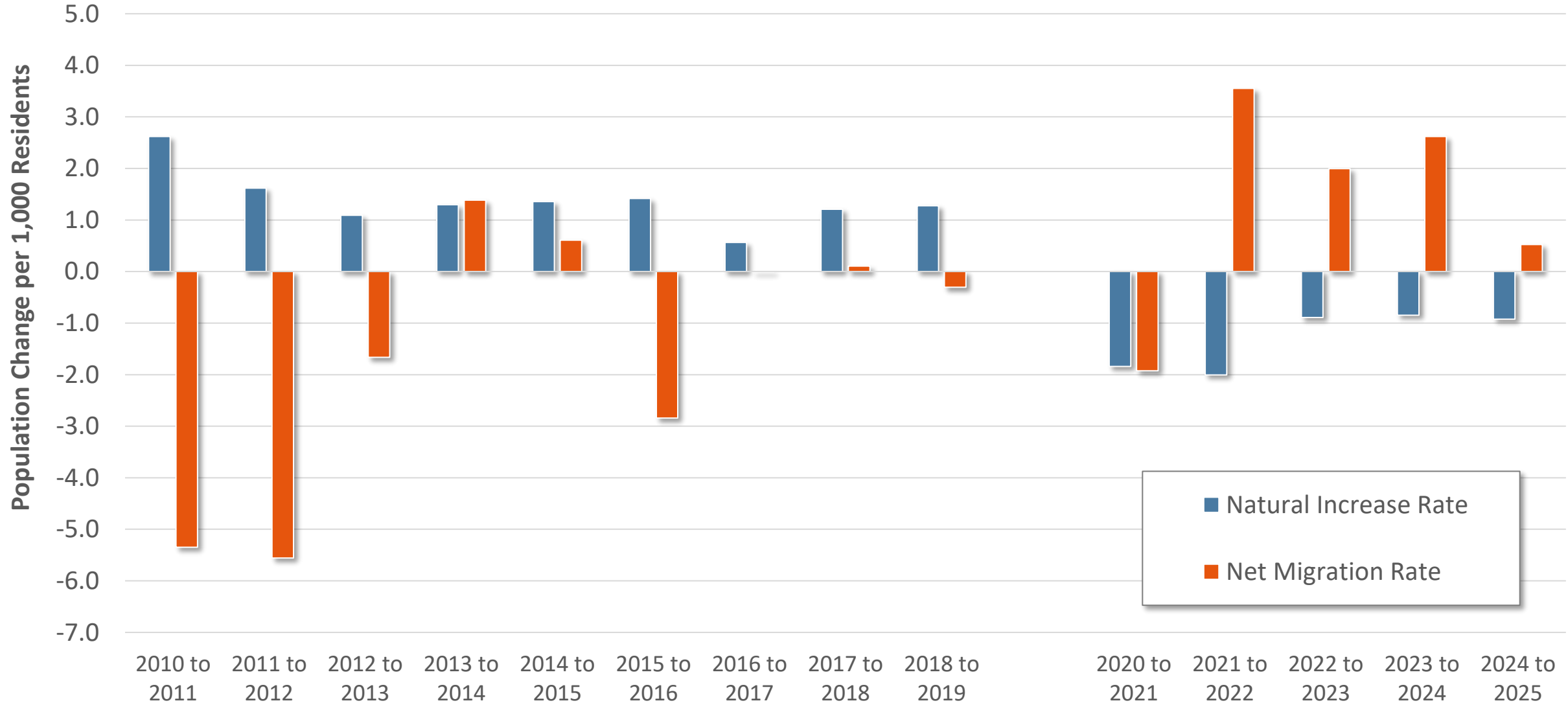
# How have Components of Population Change Shifted Since the Pandemic?

Population Change due to Net Migration Rate (In-migrants minus Out-migrants) and Natural Increase Rate (Births minus Deaths) - Rock County



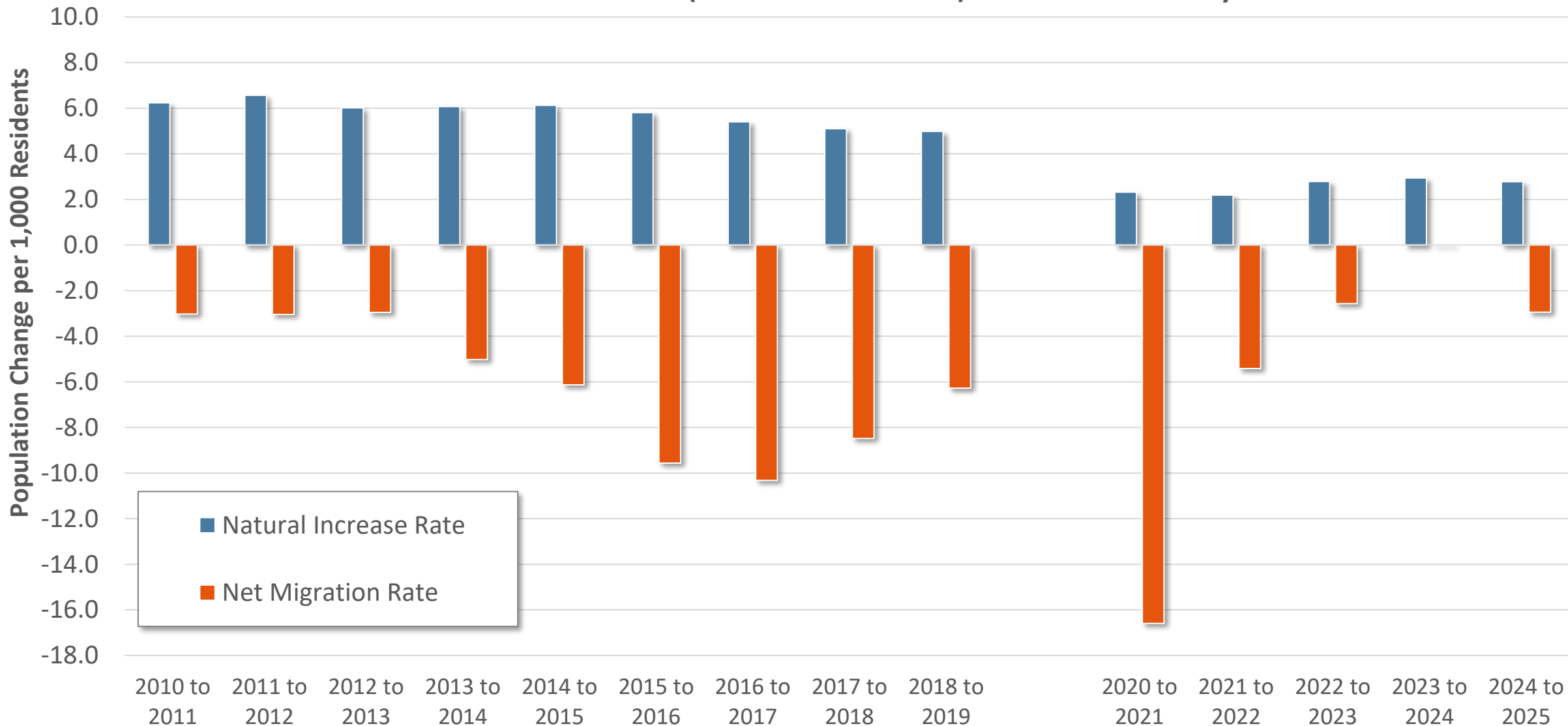
# How have Components of Population Change Shifted Since the Pandemic?

Population Change due to Net Migration Rate (In-migrants minus Out-migrants) and Natural Increase Rate (Births minus Deaths) - Sheboygan County



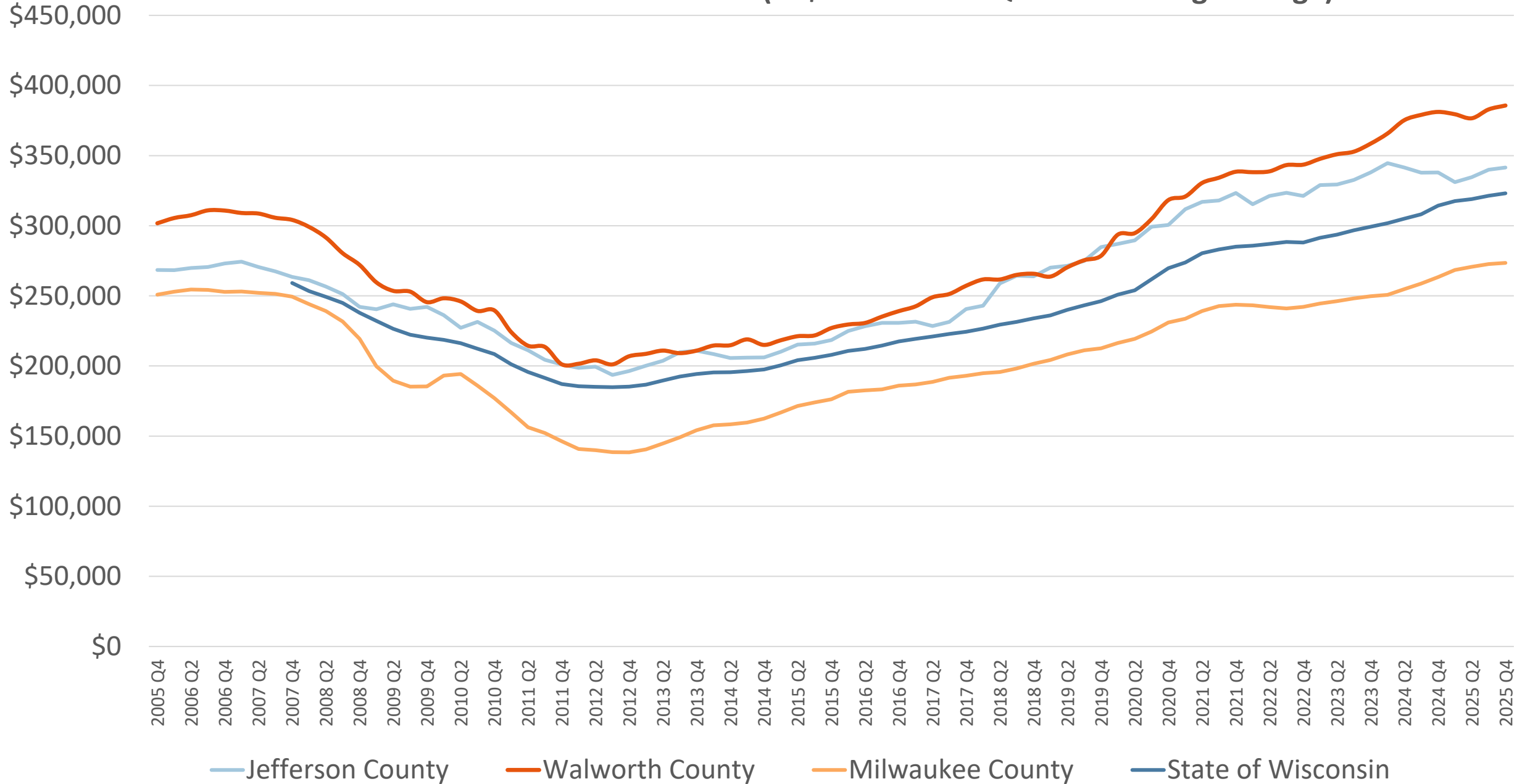
# How have Components of Population Change Shifted Since the Pandemic?

Population Change due to Net Migration Rate (In-migrants minus Out-migrants) and Natural Increase Rate (Births minus Deaths) - Milwaukee County

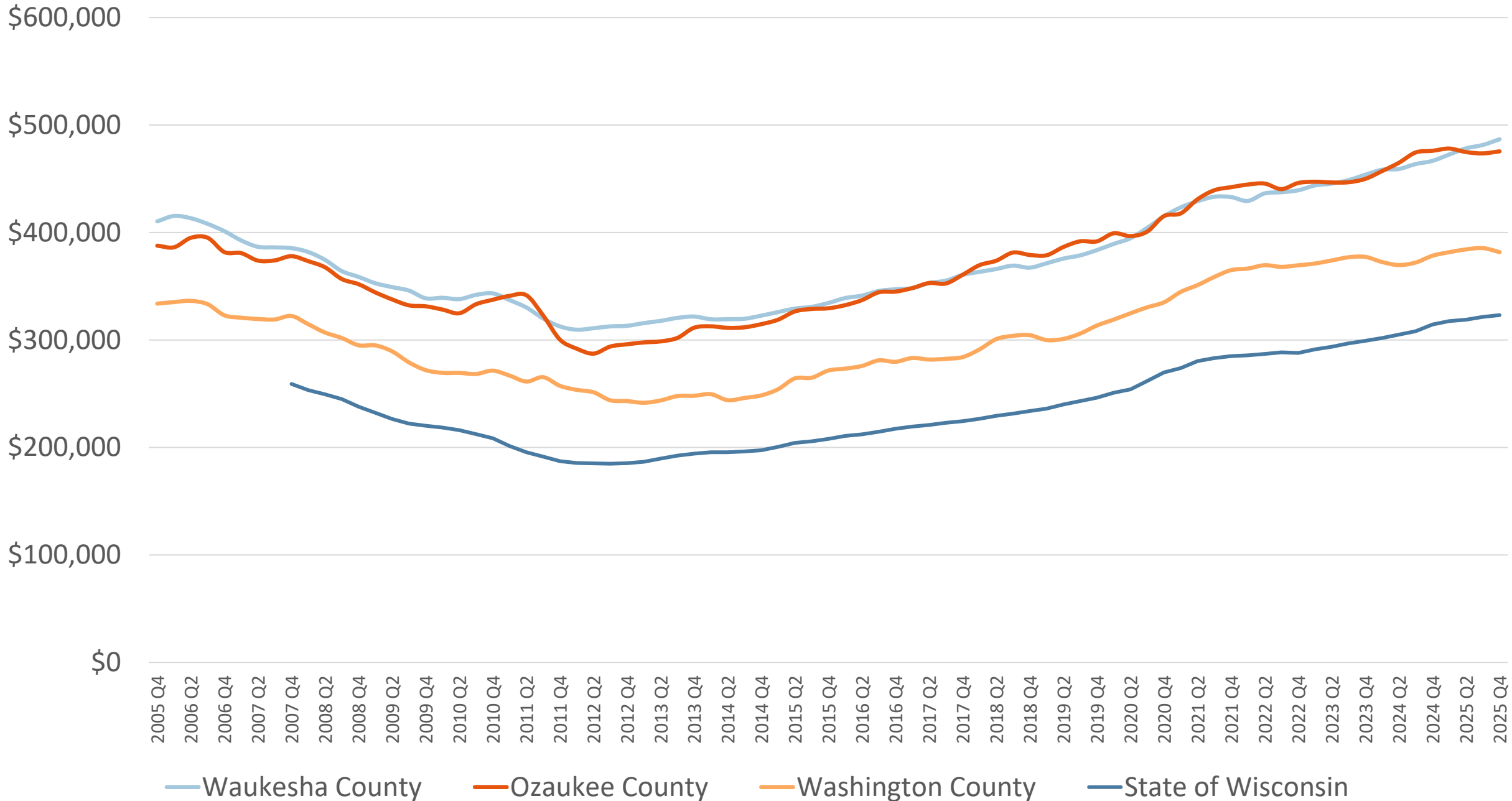


Data Source: U.S. Census Bureau

# Median Home Sales Prices – 2005 to 2025 (in \$2025 – Four Quarter Moving Average)



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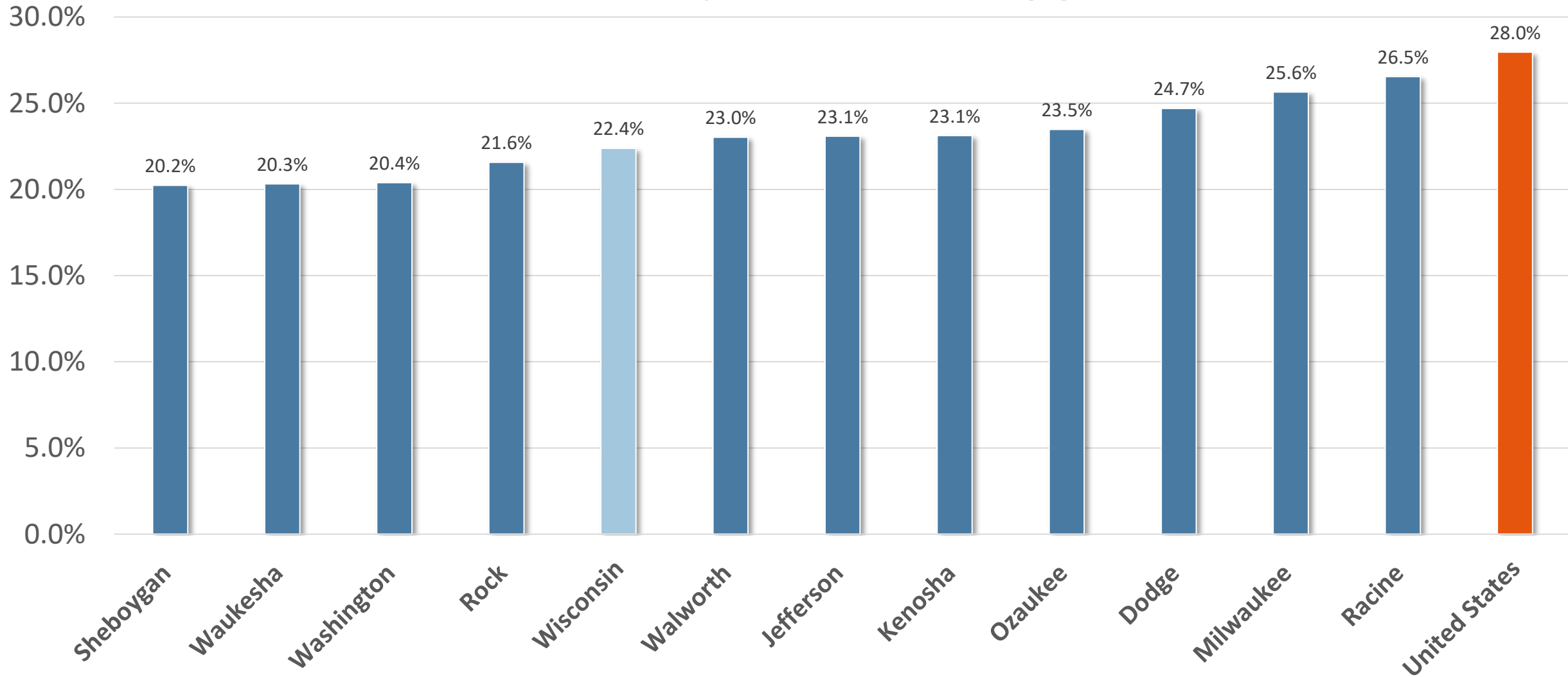


# Walworth County Average Wage by Occupation and Home Purchase Perspectives – 15 Largest Occupation Categories by Total Employment

Occupation	Employment	Mean Annual Wage	Qualified Home Purchase Price
All Occupations	44,390	\$52,940	\$152,753
Production	6,110	\$48,290	\$140,348
Food Preparation and Serving Related	5,600	\$31,540	\$95,598
Office and Administrative Support	4,560	\$47,040	\$136,971
Sales and Related	4,270	\$46,290	\$134,905
Transportation and Material Moving	3,940	\$43,500	\$127,521
Educational Instruction and Library	2,990	\$56,400	\$161,948
Installation, Maintenance, and Repair	1,920	\$57,320	\$164,361
Management	1,860	\$119,760	\$331,126
Healthcare Support	1,840	\$37,590	\$111,673
Building and Grounds Cleaning and Maintenance	1,800	\$38,380	\$113,900
Healthcare Practitioners and Technical	1,770	\$93,770	\$261,776
Construction and Extraction	1,670	\$58,570	\$167,773
Business and Financial Operations	1,620	\$74,680	\$210,828
Personal Care and Service	1,010	\$34,120	\$102,504
Protective Service	880	\$59,020	\$168,955

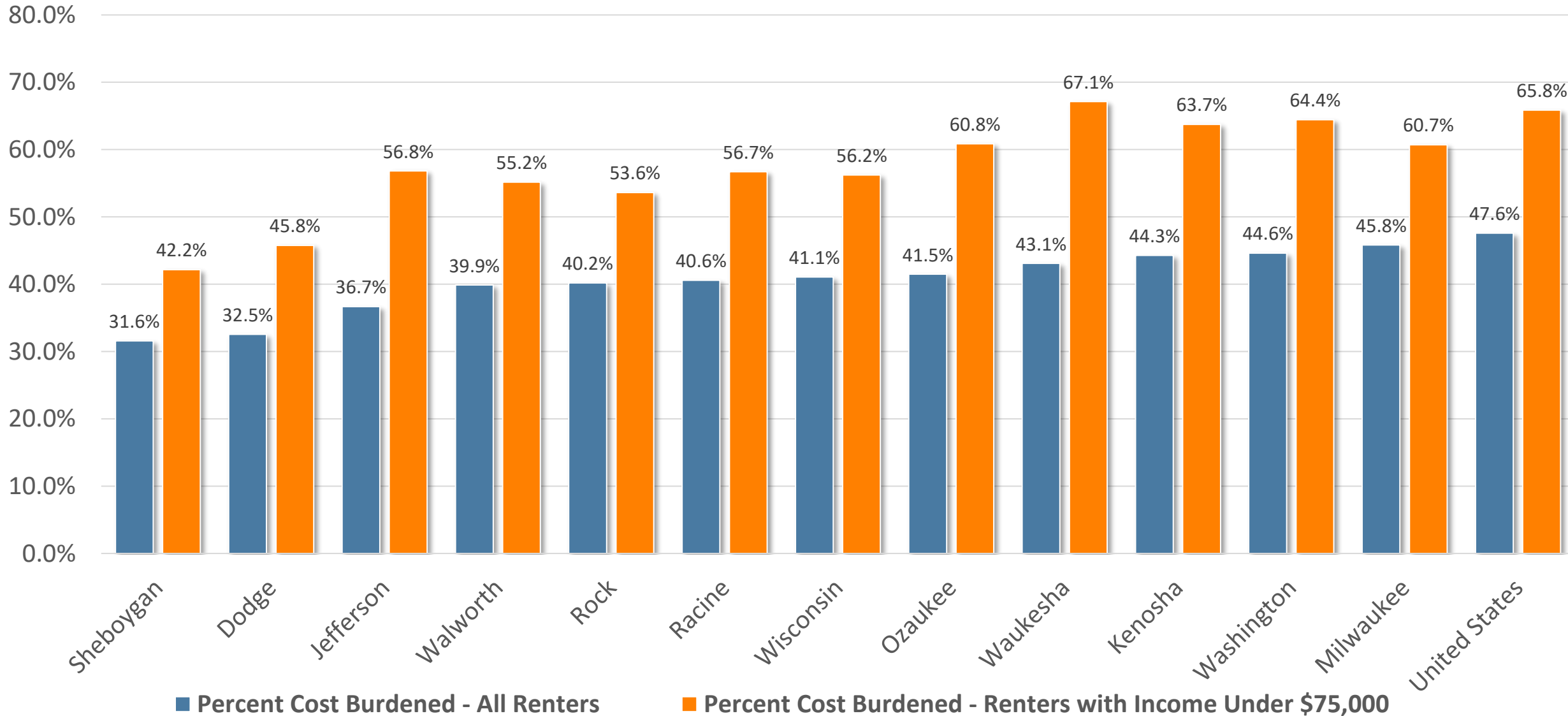
# Despite Growing Home Ownership Costs, Southeastern Wisconsin has Homeowner Cost Burdens Below the National Average...

Percent Cost Burdened - Owner-Occupied Units with a Mortgage (2020-2024 Estimates)



# Renters are More Likely to be Cost Burdened Than Homeowners...

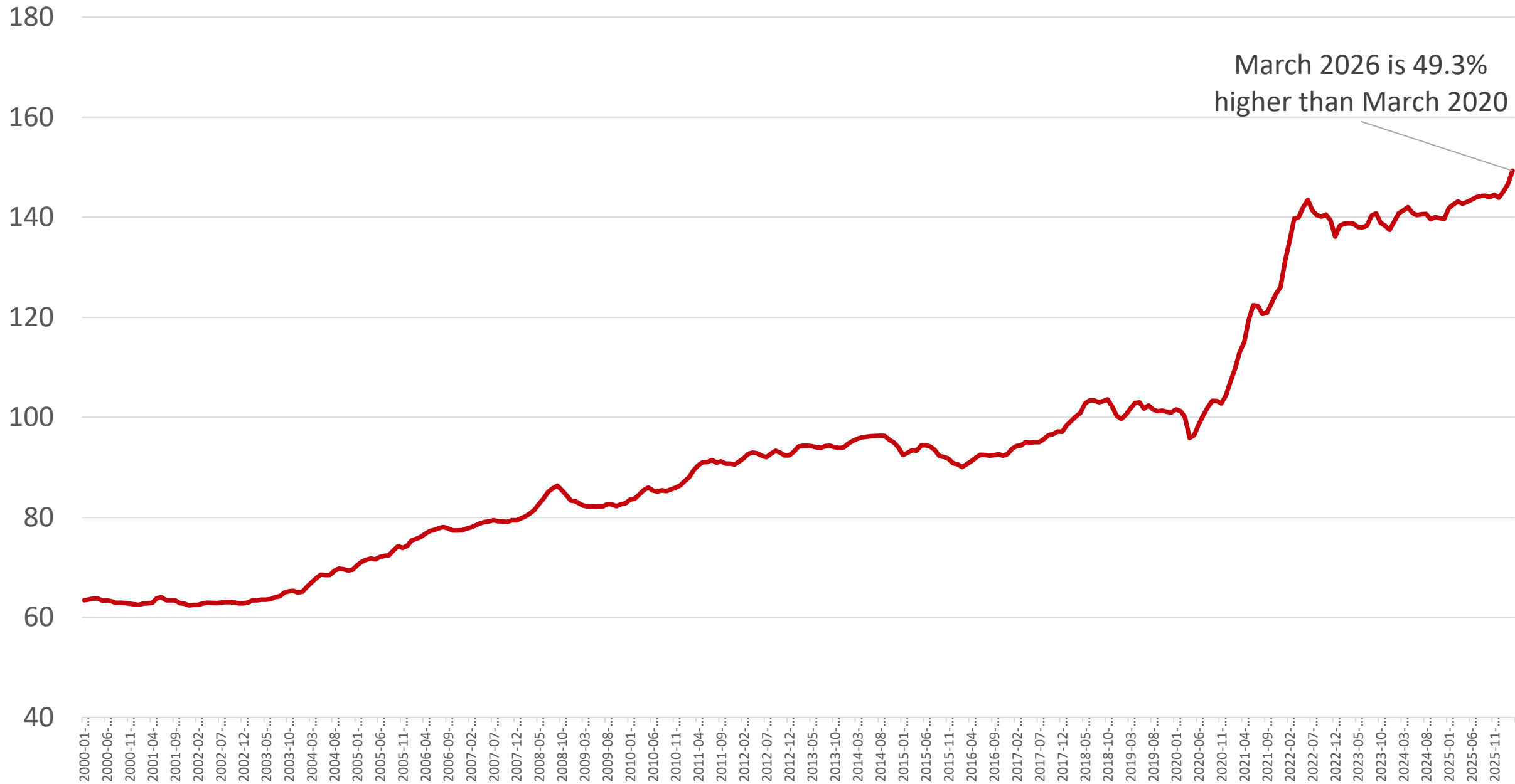
## Percent Cost Burdened - Renter-Occupied Units (2020-2024 Estimates)



# Walworth County Average Wage by Occupation and Rental Cost Perspectives – 15 Largest Occupation Categories by Total Employment

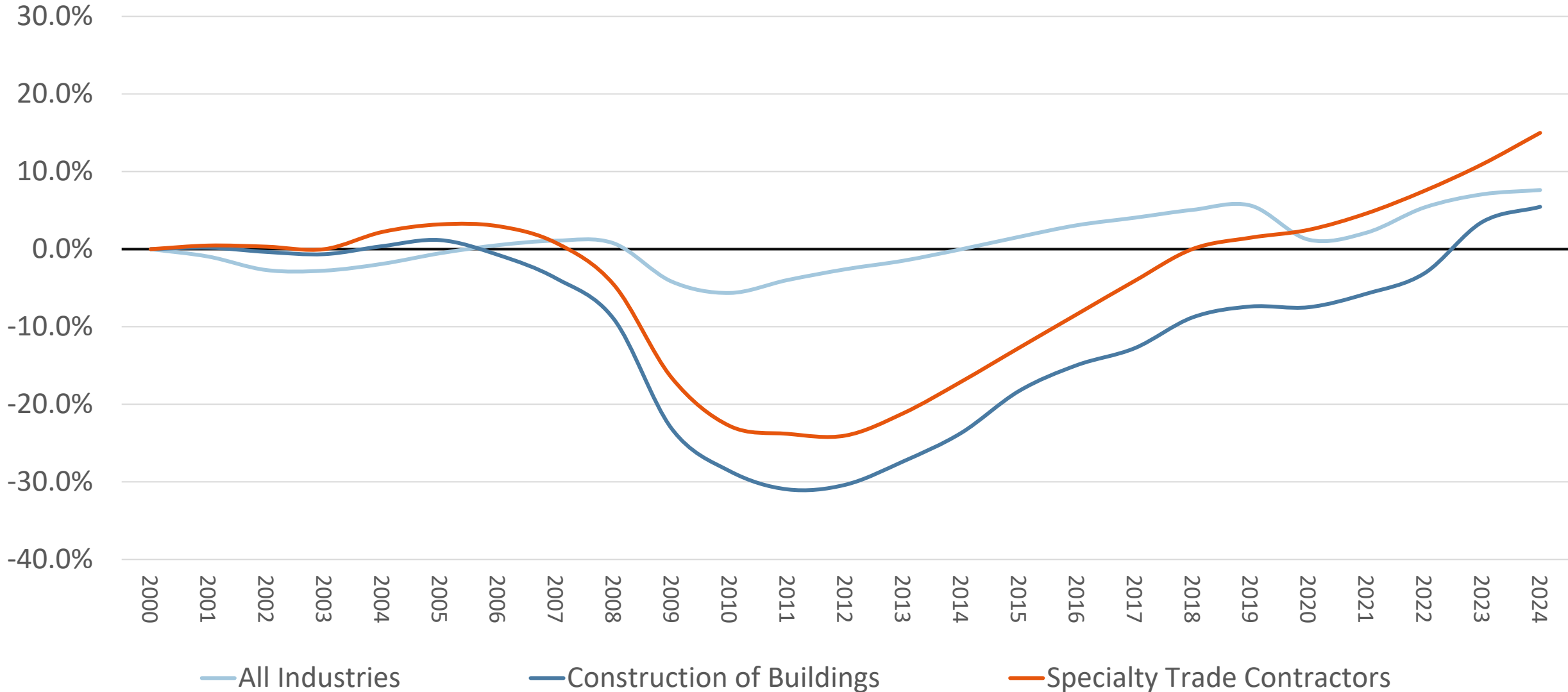
Occupation	Employment	Mean Annual Wage	Monthly Rent to Remain Below 30%
All Occupations	44,390	\$52,940	\$1,319
Production	6,110	\$48,290	\$1,203
Food Preparation and Serving Related	5,600	\$31,540	\$786
Office and Administrative Support	4,560	\$47,040	\$1,172
Sales and Related	4,270	\$46,290	\$1,153
Transportation and Material Moving	3,940	\$43,500	\$1,084
Educational Instruction and Library	2,990	\$56,400	\$1,405
Installation, Maintenance, and Repair	1,920	\$57,320	\$1,428
Management	1,860	\$119,760	\$2,984
Healthcare Support	1,840	\$37,590	\$937
Building and Grounds Cleaning and Maintenance	1,800	\$38,380	\$956
Healthcare Practitioners and Technical	1,770	\$93,770	\$2,336
Construction and Extraction	1,670	\$58,570	\$1,459
Business and Financial Operations	1,620	\$74,680	\$1,861
Personal Care and Service	1,010	\$34,120	\$850
Protective Service	880	\$59,020	\$1,471

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



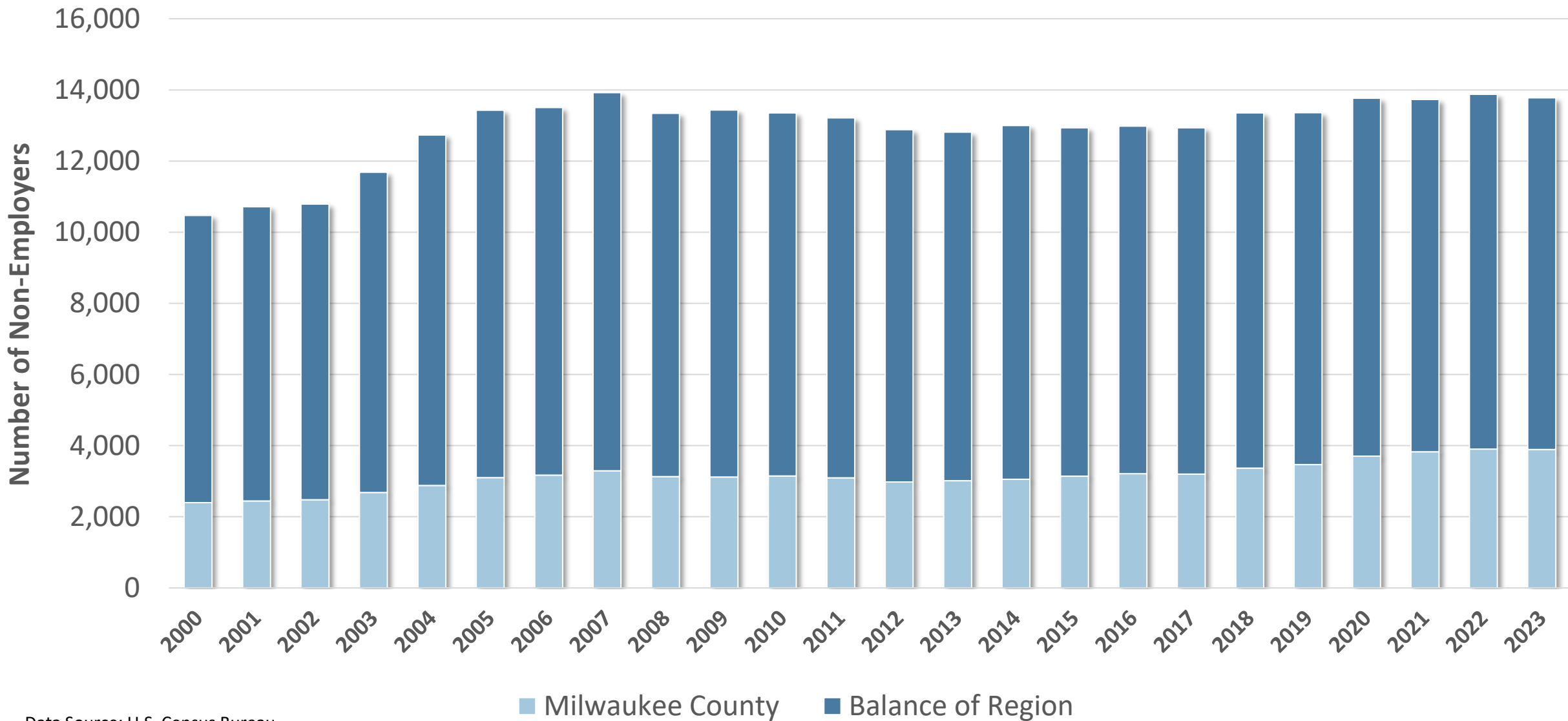
# Construction Employment has Returned to Pre-Great Recession Levels...

## State of Wisconsin Construction Employment – Percent Change Since 2000



# Construction Non-Employers (Sole Proprietors) Have Slowly Increased Since the Recovery from the Great Recession...

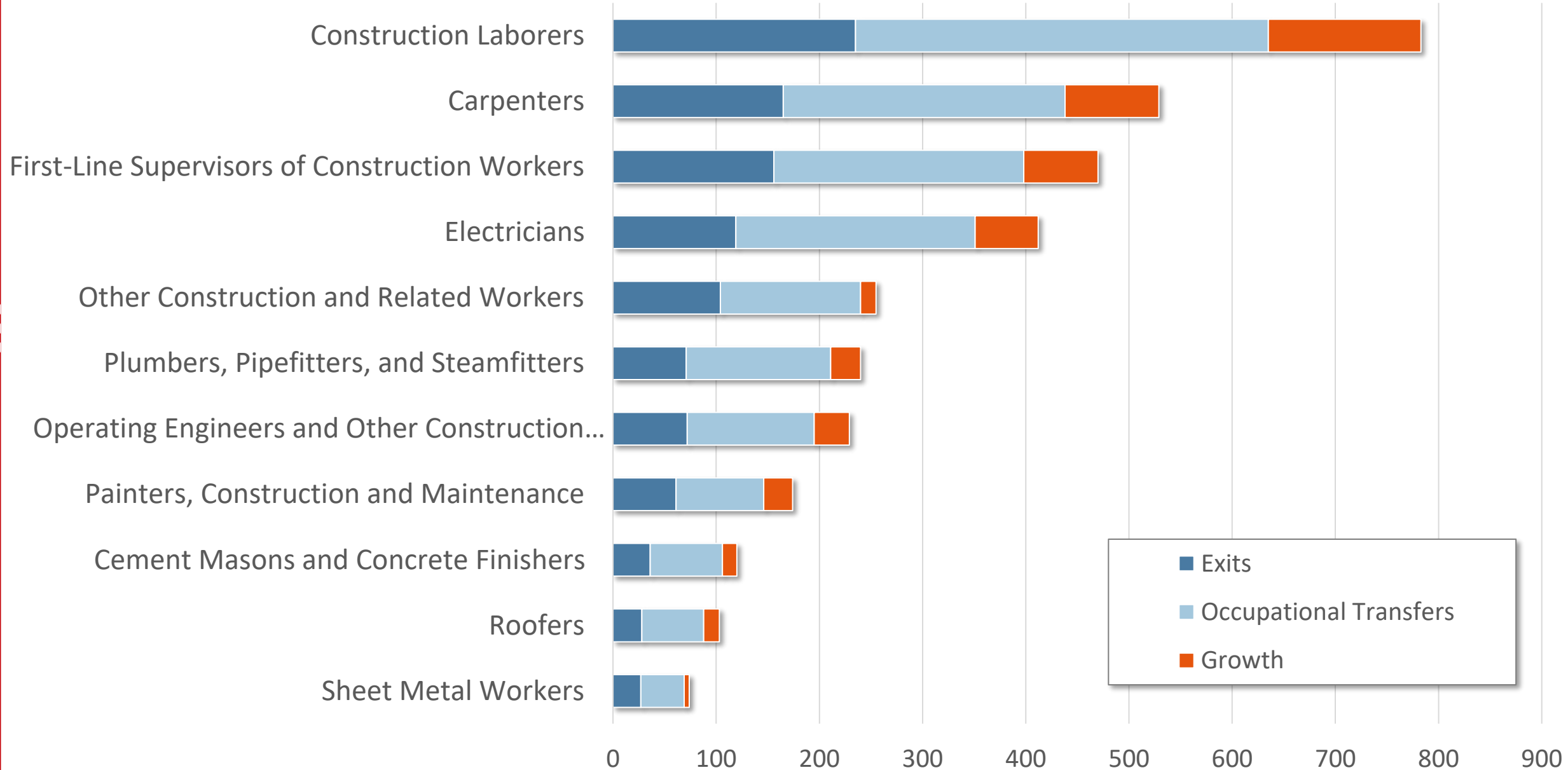
## Southeastern Wisconsin Construction Non-Employers – 2000 to 2023



Data Source: U.S. Census Bureau

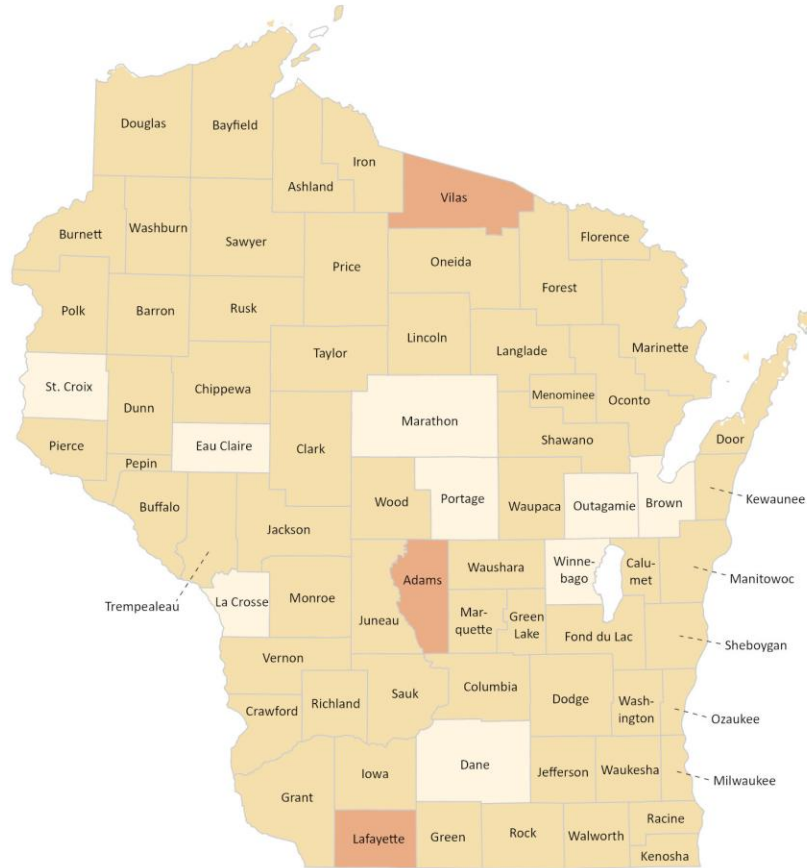
# Annual Openings in Construction-Related Occupations (2022 to 2032 Projections)

## *Southeast, Milwaukee and WOW Workforce Development Areas*

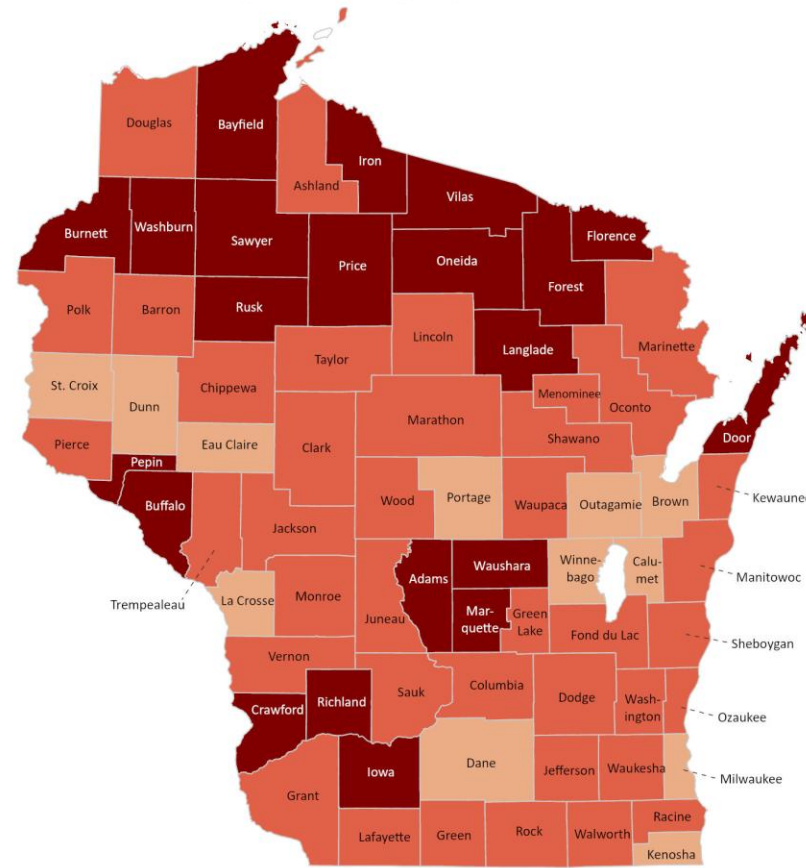


# Employees Age 55 and Over by County - Q1 2000 to Q1 2025

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



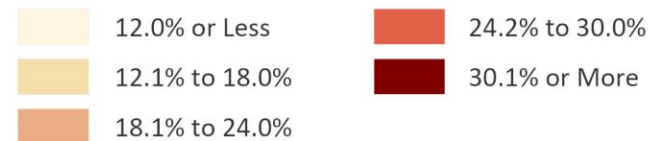
*Employees Age 55 and Over as a Share of Total Employment - Q1 2025*



**Percent Age 55 and Over (Q1 2000)**



**Percent Age 55 and Over (Q1 2025)**

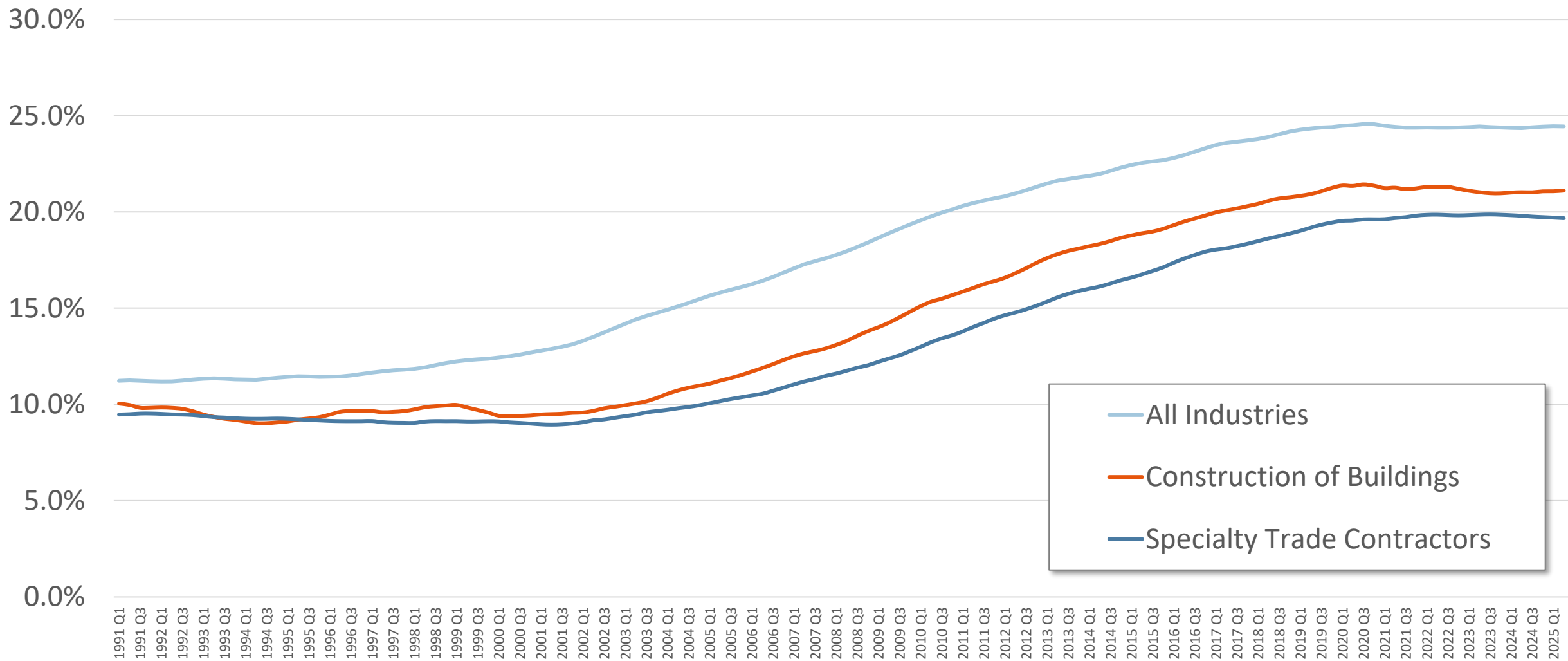


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Data Source: U.S. Census Bureau LEHD

# Construction Employees Continue to Age, but the Industry has a Lower-than-Average Share of Workers Age 55 and Over...

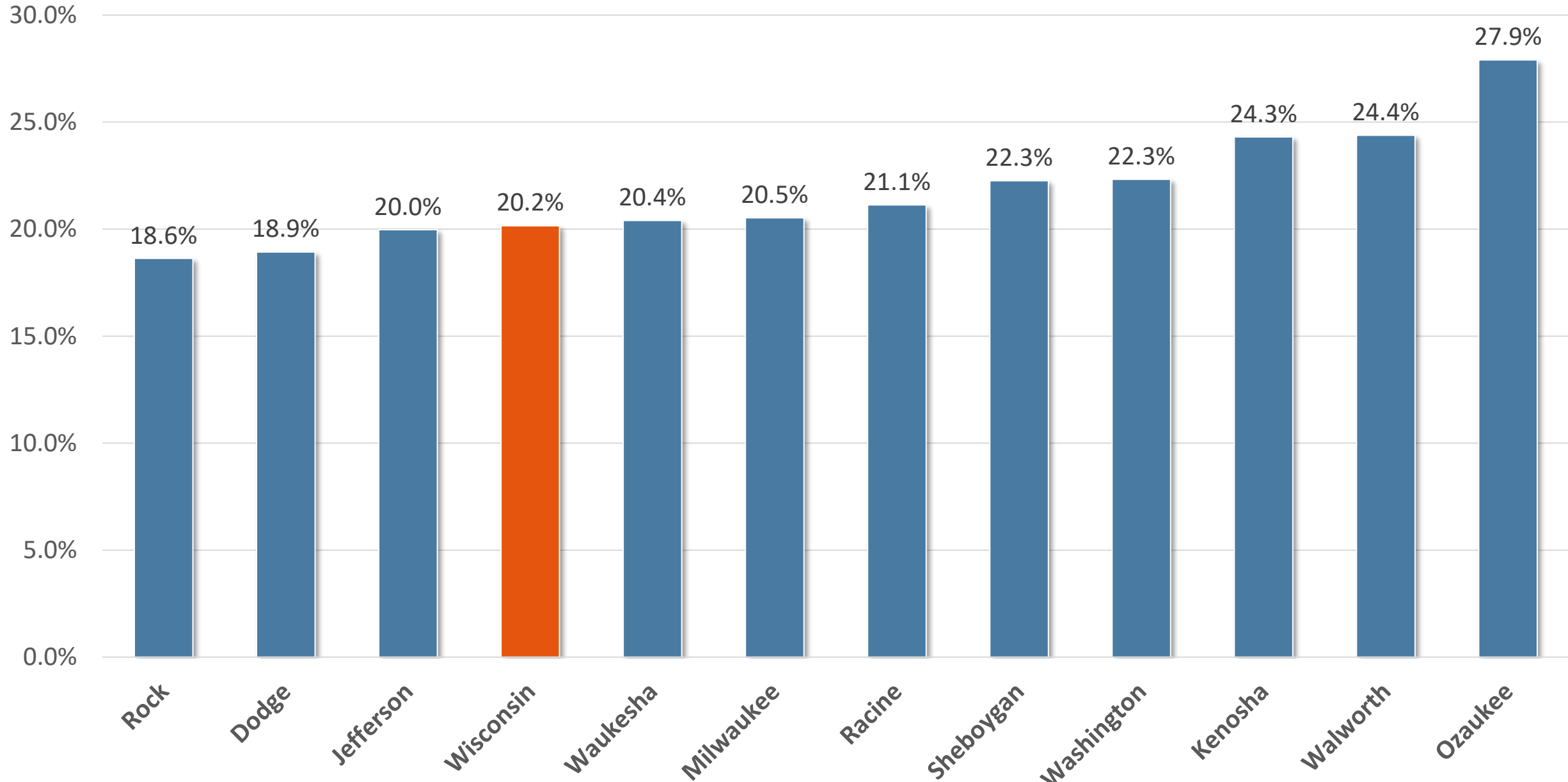
## State of Wisconsin Construction Employment – Percent of Employees Age 55 and Over 1991 to 2024 (Four Quarter Moving Average)



Data Source: U.S. Census Bureau LEHD

# Southeastern Wisconsin Construction Employees Age 55 and Over

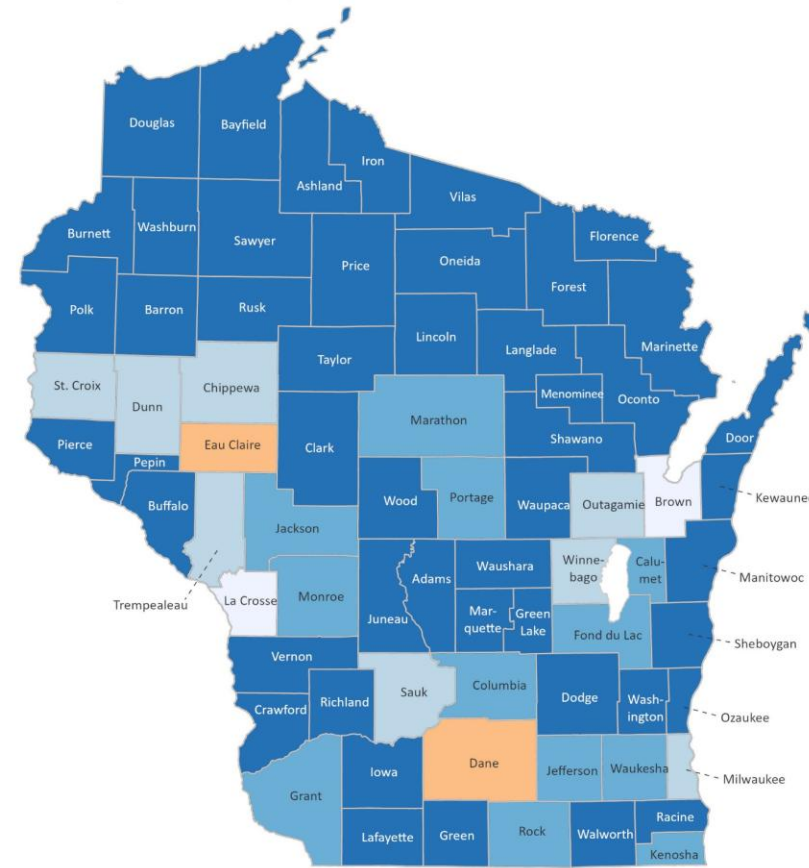
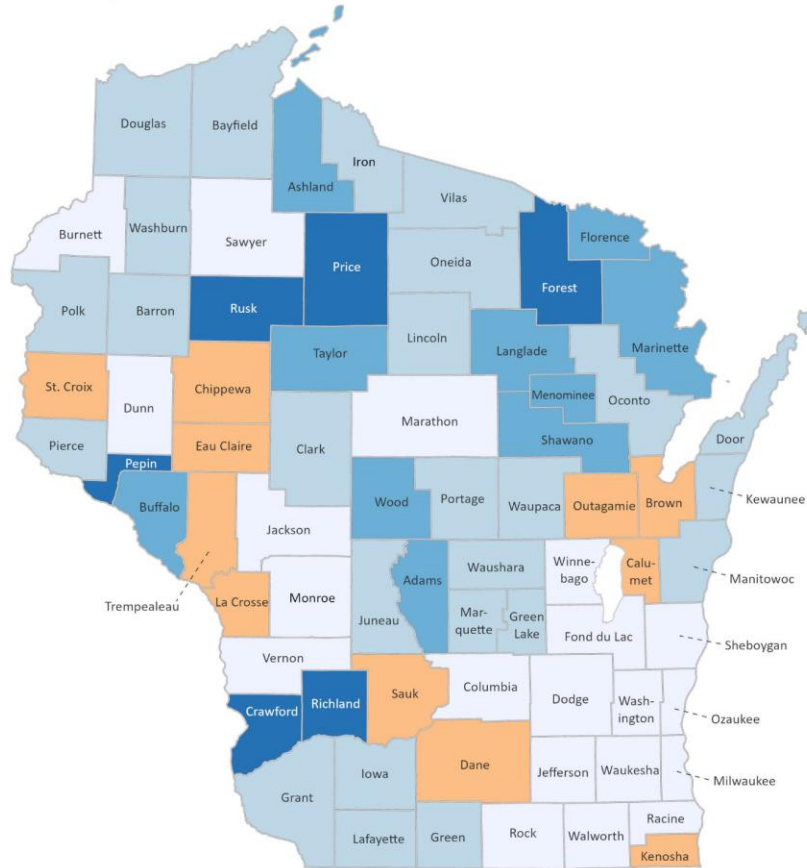
## Percent of All Construction Employees Q2 2025



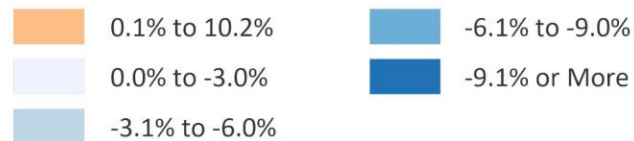
# Changes in Total Working Age and Prime Working Age Population - 2010 to 2020

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

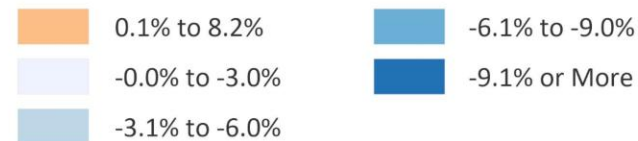
*Percent Change in Prime Working Age Population (Age 25 to 54) - 2010 Census to 2020 Census*



**Percent Change in Total Working Age Population**



**Percent Change in Prime Working Age Population**



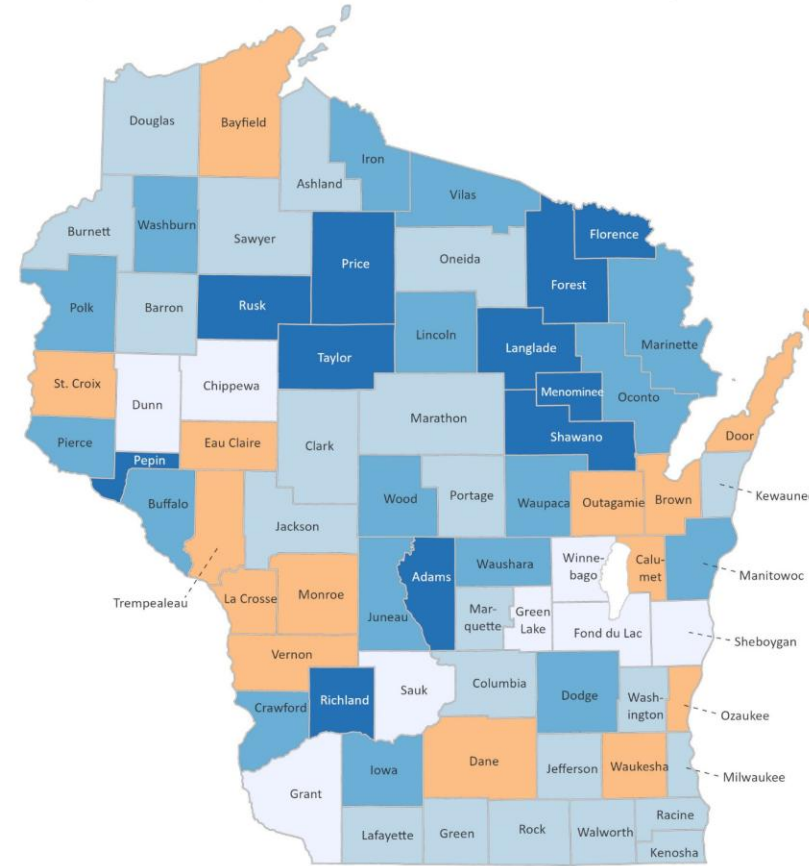
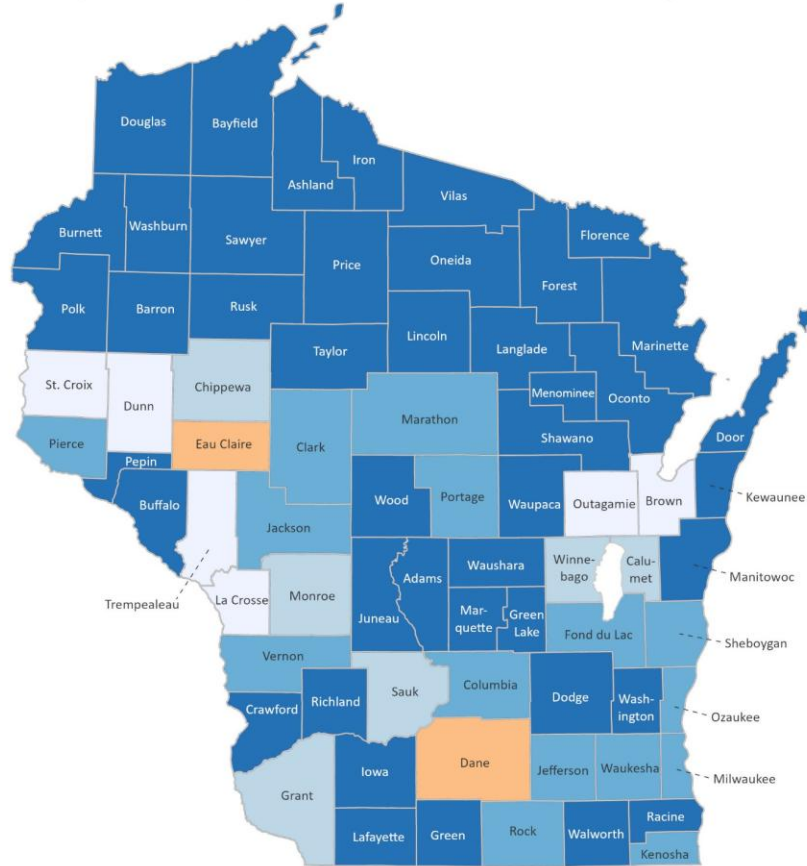
Sources: U.S. Census Bureau and Wisconsin Department of Administration



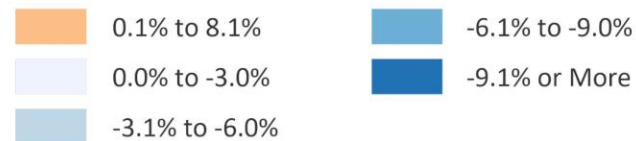
# Changes in Total Working Age and Prime Working Age Population - 2020 to 2030

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

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



**Percent Change in Total Working Age Population**



**Percent Change in Prime Working Age Population**



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

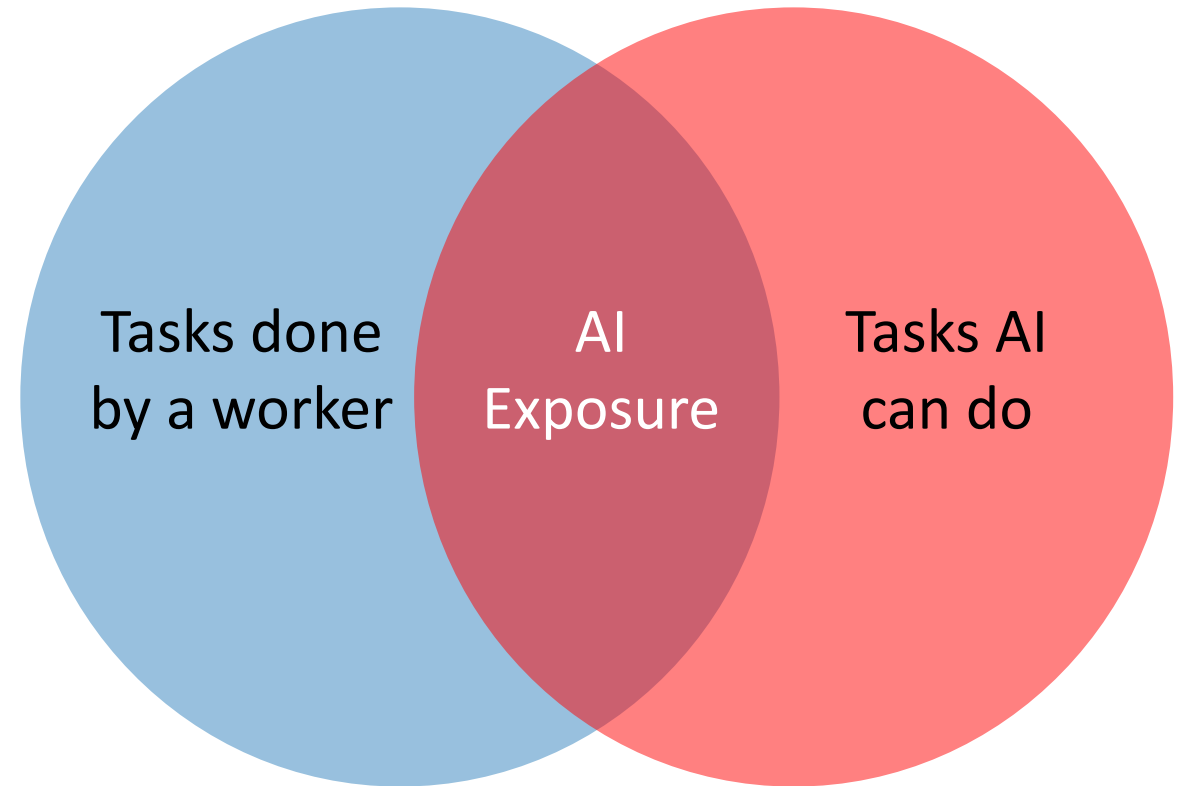


# What About AI and Construction Occupations? A Task-based Approach to Measuring Employment Exposure to AI

**For a given job, AI exposure reflects:**

- 1) What tasks does the job entail?
- 2) Of those tasks, which could be performed by AI?

For purposes of this analysis, we rely on AI task exposure as estimated by Eloundou et al. (2024).

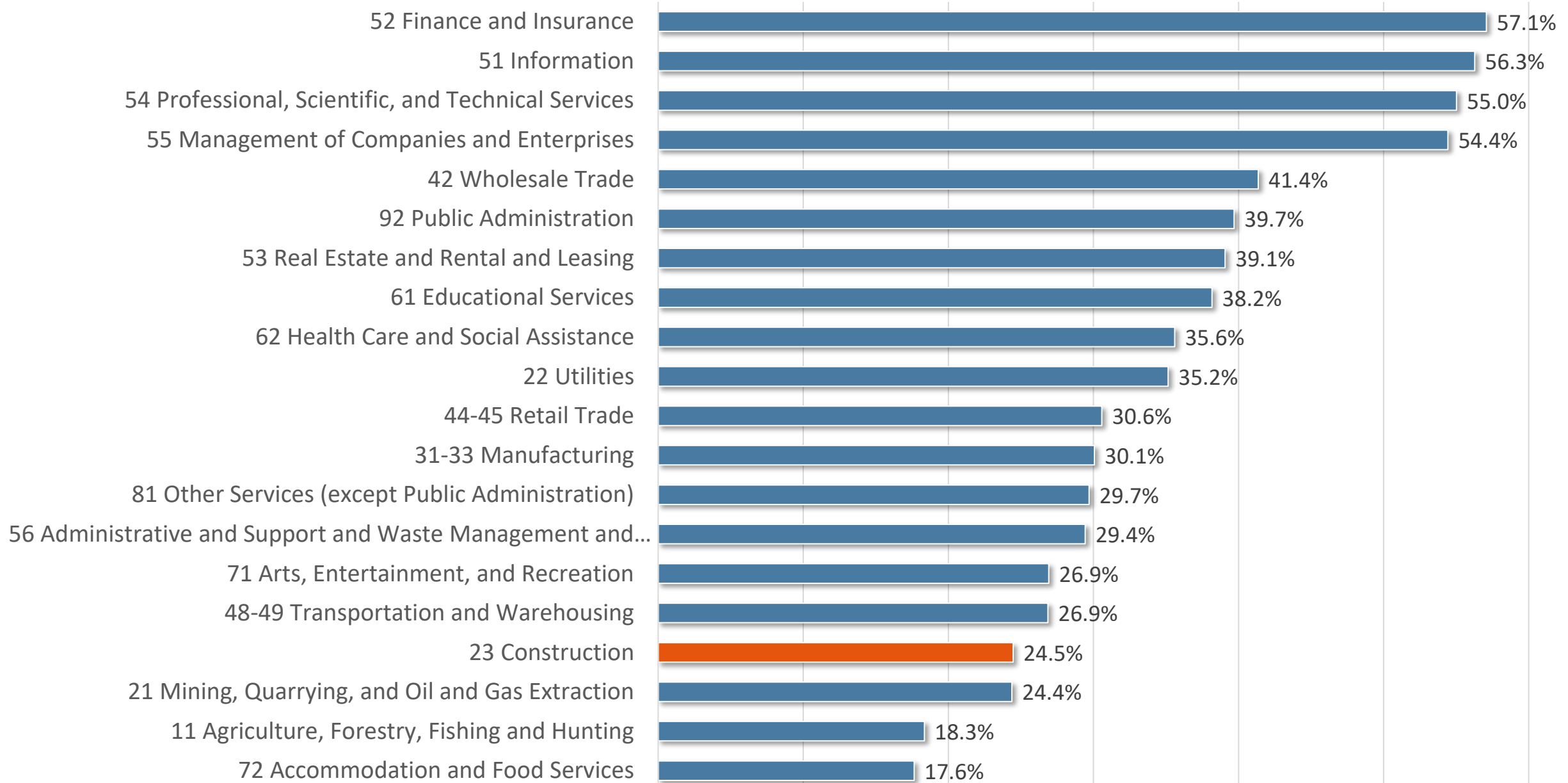


**High levels of AI Exposure does not Mean Job Replacement!**

## Most Common Construction Occupations in Wisconsin – Task Exposure to AI

Occupation	Total Employment (2024)	Annual Median Wage	AI Task Exposure
Construction Laborers	19,220	\$51,980	5.0%
Carpenters	15,330	\$60,390	14.4%
First-Line Supervisors of Construction Trades & Extraction Workers	13,160	\$81,460	41.7%
Electricians	12,630	\$75,090	14.6%
Plumbers, Pipefitters, and Steamfitters	9,120	\$78,510	7.5%
Operating Engineers and Other Construction Equipment Operators	8,320	\$72,650	5.4%
Cement Masons and Concrete Finishers	4,570	\$63,490	0.0%
Painters, Construction and Maintenance	3,430	\$50,020	5.7%
Sheet Metal Workers	2,990	\$75,970	6.6%
Roofers	2,030	\$49,690	4.0%
Paving, Surfacing, and Tamping Equipment Operators	1,480	\$79,440	0.0%
Drywall and Ceiling Tile Installers	1,440	\$57,990	4.2%
Construction and Building Inspectors	1,200	\$70,700	33.4%
Helpers--Electricians	1,130	\$45,750	2.4%
Brickmasons and Blockmasons	790	\$78,700	3.8%

## Industry Sector Average LLM Task Exposure – Based on Industry-Occupation Matrices (2024)



# For More Information

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