

VILLAGE OF CAMPBELLSPORT

HOUSING AFFORDABILITY



ENVISION

GREATER FOND DU LAC

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INTRODUCTION

Housing and where we live influences all aspects of our lives, including health and safety, access to opportunity, economic mobility, and quality of life. Housing needs also evolve over time based on the stage of life, from a young single worker to households looking to raise a family, to non-traditional households, to elderly and aging households. Housing is the single greatest expenditure for nearly all households and can be a financial burden for many. Therefore, understanding how housing needs are evolving is fundamental to supporting the high quality of life that exists in Campbellsport today.

COMMUNITY DEMOGRAPHICS

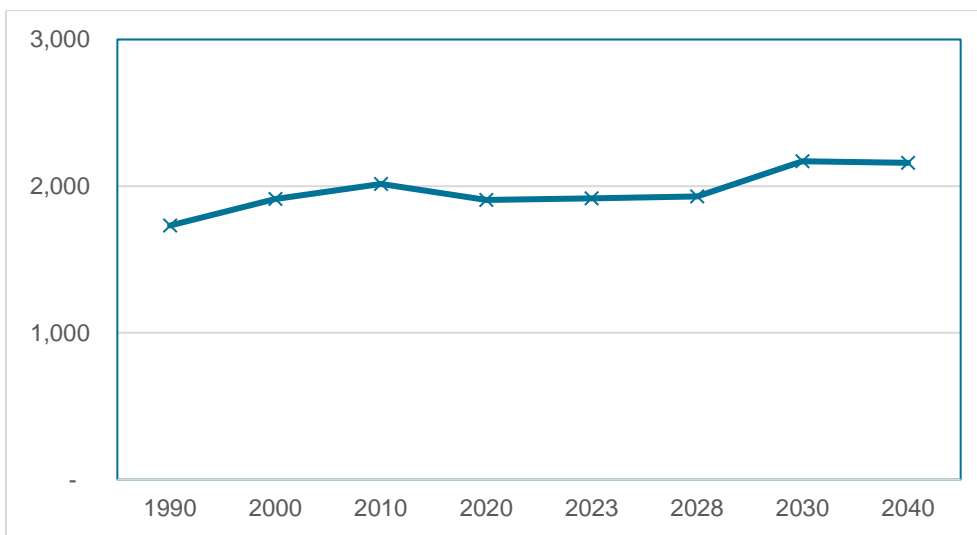
As professor Kurt Paulsen of the University of Wisconsin-Madison has noted, “The demographic profile of any particular community reflects the demand characteristics of households and the available housing supply in each community. For example, if a community offers a less diverse housing supply without affordable units for larger families or single renters or seniors (for example), those households may not reside in that municipality, even if they would otherwise prefer to.” While demographics can influence housing development, they can also be reflective of the housing supply within a community.

Population Growth

Campbellsport has experienced slight increases in population from 1990 (1,732) to 2010 (2,016). The Village saw a decline in population from 2010-2020. According to the U.S. Census, the population for Campbellsport in 2020 was 1,907. However, according to ESRI Business Analyst and Wisconsin Department of Administration (WI DOA), the Village will continue to grow with an estimated population in 2040 of 2,160.

It should be noted that the State of Wisconsin’s population projections were prepared in 2013 utilizing data from the 2010 Census. Also of note is the fact that demographic projections are not an absolute science. Some methods use a linear, historical approach using past growth trends to predict future growth or decline, while other methods use births, deaths, and migration to estimate the population. While certain demographic, economic, and geographic factors influence growth, communities can shape its growth using tools or policies that can promote or limit development.

Figure 1: Campbellsport Historical Population and Growth Projections 1990 to 2040



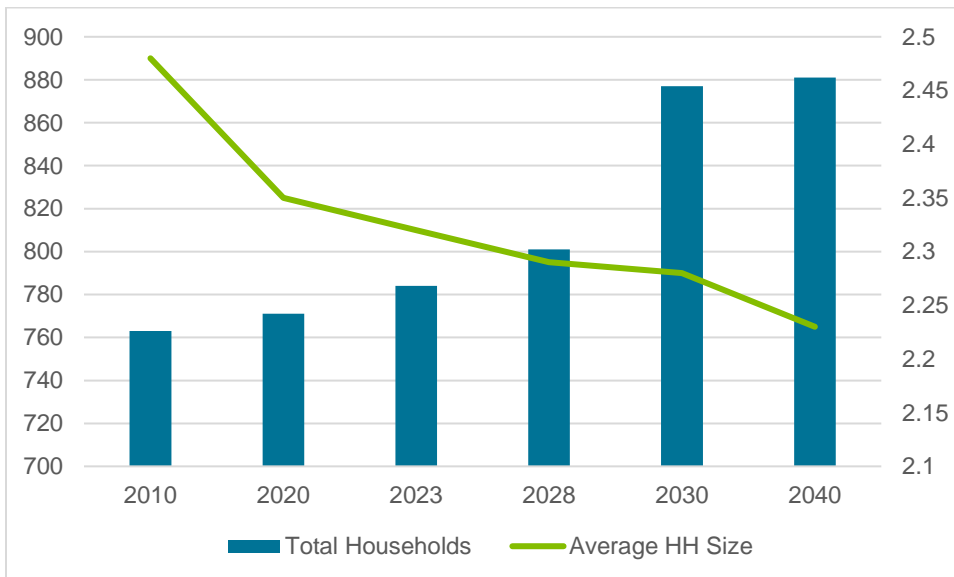
Source: U.S. Census Bureau Decennial Census (1990-2020); ESRI Business Analyst (2023, 2028); Wisconsin Department of Administration (2030,2040)

Households and Household Size

From 2010 to 2023, the average household size in the Village decreased by 6.45% to 2.32 persons per household. While household size is decreasing, with a growing population the number of households is increasing in the Village. Per the State of Wisconsin’s projections, by 2040 the Village of Campbellsport is projected to have 2,160 people in 881 households, for an average household size of 2.23 individuals. This is consistent with national trends and smaller household size indicates more demand for smaller units.

It remains to be seen if the trend of decreasing household size continues as national trends show household size is starting to increase. National trends show that most age groups are living in larger households now than they were a decade ago. This change is most evident for adults aged 35 and older. A common explanation for larger households among older adults is young adults who reside with their parents or with a roommate.

Figure 2: Campbellsport Household Projections, 2010-2040



Source: U.S. Census Bureau Decennial Census (2010,2020); ESRI Business Analyst (2023, 2028); Wisconsin Department of Administration (2030,2040)

Age

Age trends are used to help predict current and future needs of a community – especially needs related to housing, recreation, education, and service amenities (e.g., child care).

Since 2010, the Village has seen a decline in population and an increase in the median age. The 2020 median age for Campbellsport was 41.9 years, a slight increase from 40.8 in 2010. ESRI Business Analyst is projecting the median age in Campbellsport to be 42.8 in 2023 and 44.6 in 2028.

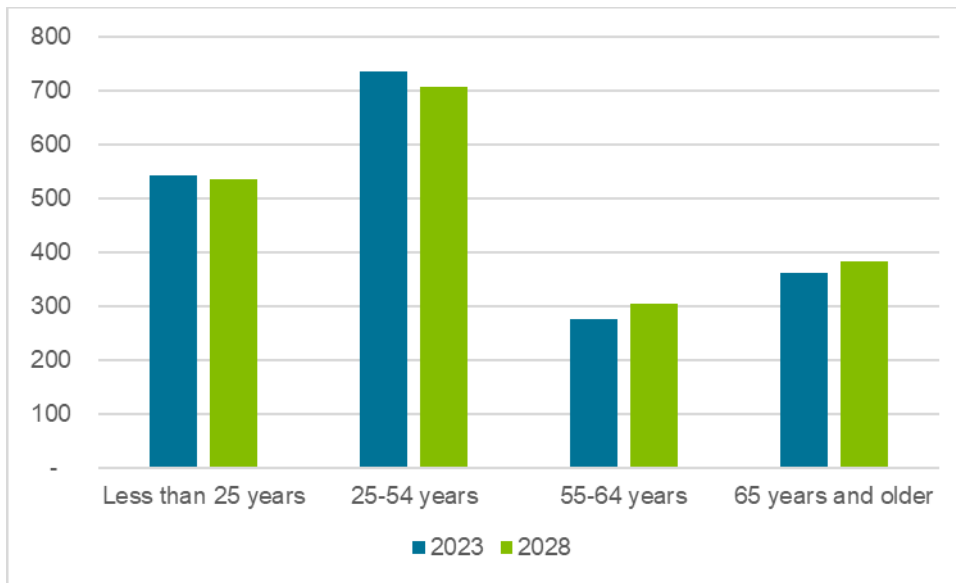
Figure 3 shows the age distribution for Campbellsport in 2023 and what it is predicted to be in 2028. The age cohorts are broken into four categories: Less than 25, 25-54 (prime working years), 55-64, and 65 and over. The age groups are similar between comparison years; however, the cohorts that are growing are those in the 55 and older categories, which is

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evidence of the Baby Boomer generation approaching and entering retirement. With the Baby Boomer demographic aging, one can expect that the 65 and over categories will see significant increases over the next two decades. This trend will place greater demands on services and housing options for the senior population.

Figure 3: Age Distribution, 2023 and 2028



Source: ESRI Business Analyst

Race and Ethnicity

Different racial and ethnic groups have different housing needs. As such, it is important to consider the racial composition of a community when attempting to identify housing needs. The racial and ethnic makeup of Campbellsport (Table 1), like Fond du Lac County, is predominantly White alone; other races account for less than 4-5% of the Village population.

Table 1: Campbellsport Race and Ethnicity, 2023 & 2028

Race/Ethnicity	2023		2028	
	Total Pop.	% of Pop.	Total Pop.	% of Pop.
White Alone	1812	95	1822	94
Black or African	6	0	5	3
American Indian	3	0	1	0
Asian Alone	4	0	4	0
Native Hawaiian	0	0	0	0
Some Other Race	3	0	1	0
Two or More	46	2	49	0
Hispanic or Latino	42	2	49	3
Not Hispanic or	1874		1882	

Source: ESRI Business Analyst

ECONOMIC INDICATORS

Household Incomes

Income and earnings are key factors in housing affordability. The more income that a household earns, the more housing options fall within their affordability threshold. A household that spends more than 30% of its income on housing is considered burdened. Table 2 identifies key income and poverty figures for the Village in 2021.

Table 2: Select Income Statistics, 2021

Income Characteristic 2021	Campbellsport
Median Household Income	\$67,708
Per Capita Income	\$33,571
% of Individuals Below Poverty Level	3%
Households with Public Assistance Income	22

Source: U.S. Census, 2017-2021 ACS Five-Year Estimate

As demonstrated in Table 3, in 2021, 30% of households in Campbellsport had an income of less than \$50,000, which is below the median income of \$67,708.

Table 3: Campbellsport Household Incomes, 2021

Household Income in the Past 12 Months	% of Households
Less than \$10,000	1.4%
\$10,000 to \$14,999	1.8%
\$15,000 to \$24,999	4.9%
\$25,000 to \$34,999	9.5%
\$35,000 to \$49,999	12.8%
\$50,000 to \$74,999	28.1%
\$75,000 to \$99,999	10.6%
\$100,000 to \$149,999	19.9%
\$150,000 to \$199,999	9.7%
\$200,000 to more	1.2%

Source: U.S. Census, 2017-2021 ACS Five-Year Estimate

As expected, incomes vary depending on age. As shown in Table 4 from the 2017-2021 ACS estimates the following for Campbellsport:

- 100% of households with a householder under 25 years of age had incomes of less than \$50,000.
- 23% of households with a householder aged 25-44 had an income of less than \$50,000. About 82% of households had incomes between \$50,000-\$150,000.

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- 23% of households with a householder aged 45-64 had incomes less than \$50,000.
- 52% of households with a householder aged 65 or over had incomes less than \$50,000; 19% of this cohort had incomes less than \$25,000.

Table 4: Campbellsport Household Incomes by Age of Householder, 2021

Household Income	Total	Under 25	25-44	45-64	65+
Less than \$10,000	10	0	0	6	4
\$10,000 to \$14,999	13	0	0	6	7
\$15,000 to \$19,999	19	0	3	9	7
\$20,000 to \$24,999	17	0	0	0	17
\$25,000 to \$29,999	41	0	8	19	14
\$30,000 to \$34,999	29	1	0	15	13
\$35,000 to \$39,999	25	0	6	11	8
\$40,000 to \$44,999	51	0	8	18	25
\$45,000 to \$49,999	18	0	12	3	3
\$50,000 to \$59,999	64	0	8	40	16
\$60,000 to \$74,999	142	0	39	70	33
\$75,000 to \$99,999	78	0	11	47	20
\$100,000 to \$124,999	88	0	32	46	10
\$125,000 to \$149,999	58	0	33	17	8
\$150,000 to \$199,999	71	0	2	66	3
\$200,000 to more	9	0	2	6	1

Source: U.S. Census, 2017-2021 ACS Five-Year Estimate

Campbellsport householders had the following median incomes in 2021:

- Householder under 25 years: \$0
- Householder 25 to 44 years: \$73,750
- Householder 45 to 64 years: \$74,063
- Householder 65 years and over: \$44,750

As the data shows, and is not surprising, householders under 25 years and over 65 years of age generally have lower household incomes than other age cohorts. Those under 25 years of age are just starting out in their career, while many of those over the age of 65 are exiting the workforce and entering retirement.

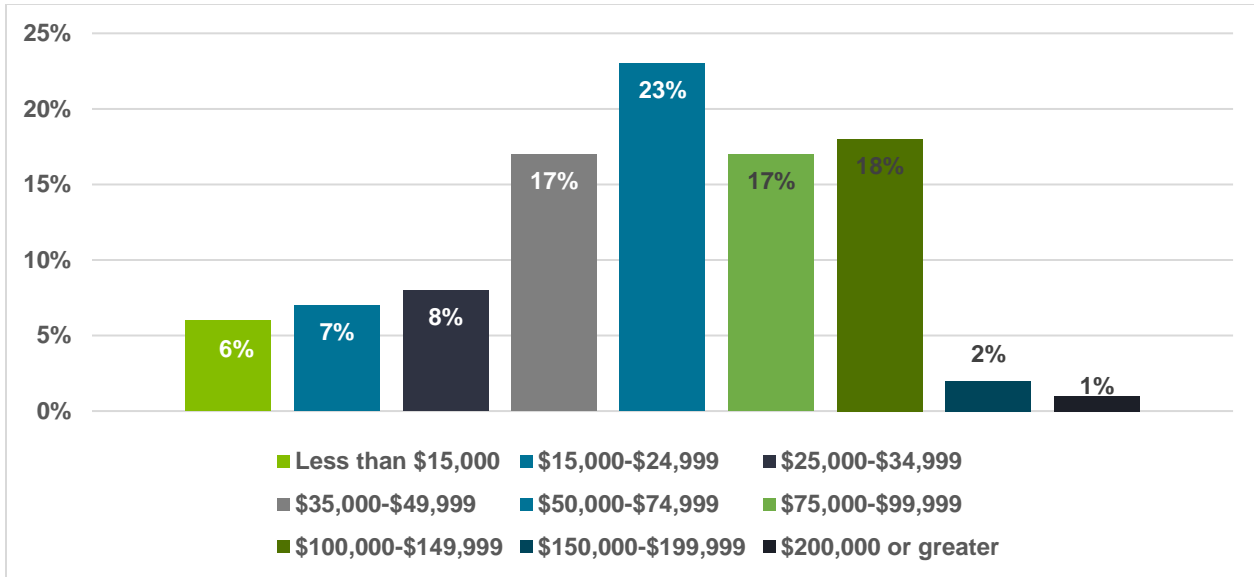
Disposable Income

When looking at household income levels, it is important to consider the disposable income levels. Disposable income, also known as disposable personal income (DPI) is the amount of net income an individual has available after local, state, and federal taxes. Disposable income is used to pay for living expenses and the essentials of life like rent/mortgage, transportation, food, insurance, etc. According to ESRI Business Analyst data for 2023, the median disposable income within the Village is \$60,129.

Figure 4: Median Disposable Income in Campbellsport, 2023

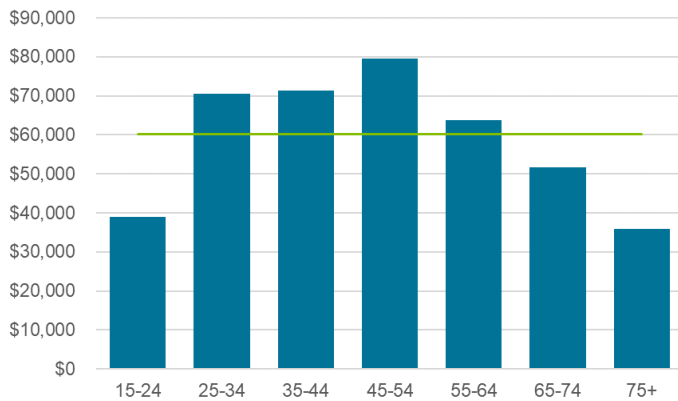
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Source: ESRI Business Analyst, 2023

Figure 5: Median Disposable Income by Age in Campbellsport, 2023



Source: ESRI Business Analyst, 2023

Employment

According to JobsEQ, Retail Trade, employing 229 workers, is the largest industry sector in the Village. The next largest sectors are Educational Services and Transportation & Warehousing. Over the next year, the fastest growing sector is expected to be Accommodation & Food Services. The strongest forecasted industries, by number of jobs, over this period are expected to be Transportation & Warehousing, Public Administration, and Health Care & Social Assistance.

Table 5: Industry Snapshot for Campbellsport

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NAICS	Industry	Current			3-Year History		1-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
44	Retail Trade	229	\$35,511	2.58	4	0.50%	31	14	18	-2	-0.80%
61	Educational Services	168	\$51,828	2.36	-11	-2.20%	16	8	9	-1	-0.50%
48	Transportation and Warehousing	120	\$51,954	2.71	17	5.40%	14	6	9	0	0.10%
92	Public Administration	70	\$54,540	1.72	-2	-120%	7	3	4	0	-0.50%
62	Health Care and Social Assistance	52	\$64,309	0.4	-6	-3.60%	6	2	3	0	0.60%
72	Accommodation and Food Services	48	\$18,773	0.63	-8	-5.20%	9	4	5	0	0.90%
23	Construction	40	\$74,392	0.75	1	100%	4	1	2	0	-0.20%
71	Arts, Entertainment, and Recreation	39	\$22,038	2.21	2	2.00%	6	2	3	0	0.60%
42	Wholesale Trade	29	\$74,533	0.87	-3	-3.10%	3	1	2	0	-0.20%
53	Real Estate and Rental and Leasing	26	\$55,590	1.61	-8	-8.30%	3	1	1	0	-0.40%
52	Finance and Insurance	24	\$79,040	0.67	0	0.20%	2	1	1	0	-0.20%
55	Management of Companies and Enterprises	15	\$97,552	1.07	8	3140%	1	1	1	0	-0.10%
81	Other Services (except Public Administration)	15	\$32,395	0.39	-2	-3.90%	2	1	1	0	0.10%
54	Professional, Scientific, and Technical Services	9	\$79,093	0.14	1	3.40%	1	0	1	0	0.30%
51	Information	6	\$51,597	0.35	-1	-6.10%	1	0	0	0	-0.50%
11	Agriculture, Forestry, Fishing and Hunting	3	\$75,318	0.26	0	0.70%	0	0	0	0	-0.80%
	Total - All Industries	893	\$55,627	1	-8	-0.30%	101	43	60	-2	-0.20%

Source: JobsEQ. 2023Q1

Commuter Trends

There are many elements that factor into an individual's place of residence, including the location of a person's job. According to 2021 U.S. Census Longitudinal Survey, 83 people both lived and working within the Village of Campbellsport. At the same time, there was an outmigration of 715 people to work outside of the Village, and an in-migration of 760 individuals from other communities into Campbellsport for work. The fact that so few people live and work in Campbellsport could indicate that there are not enough housing options, let alone affordable options, for those who work in industries that are critical to Campbellsport's economy.

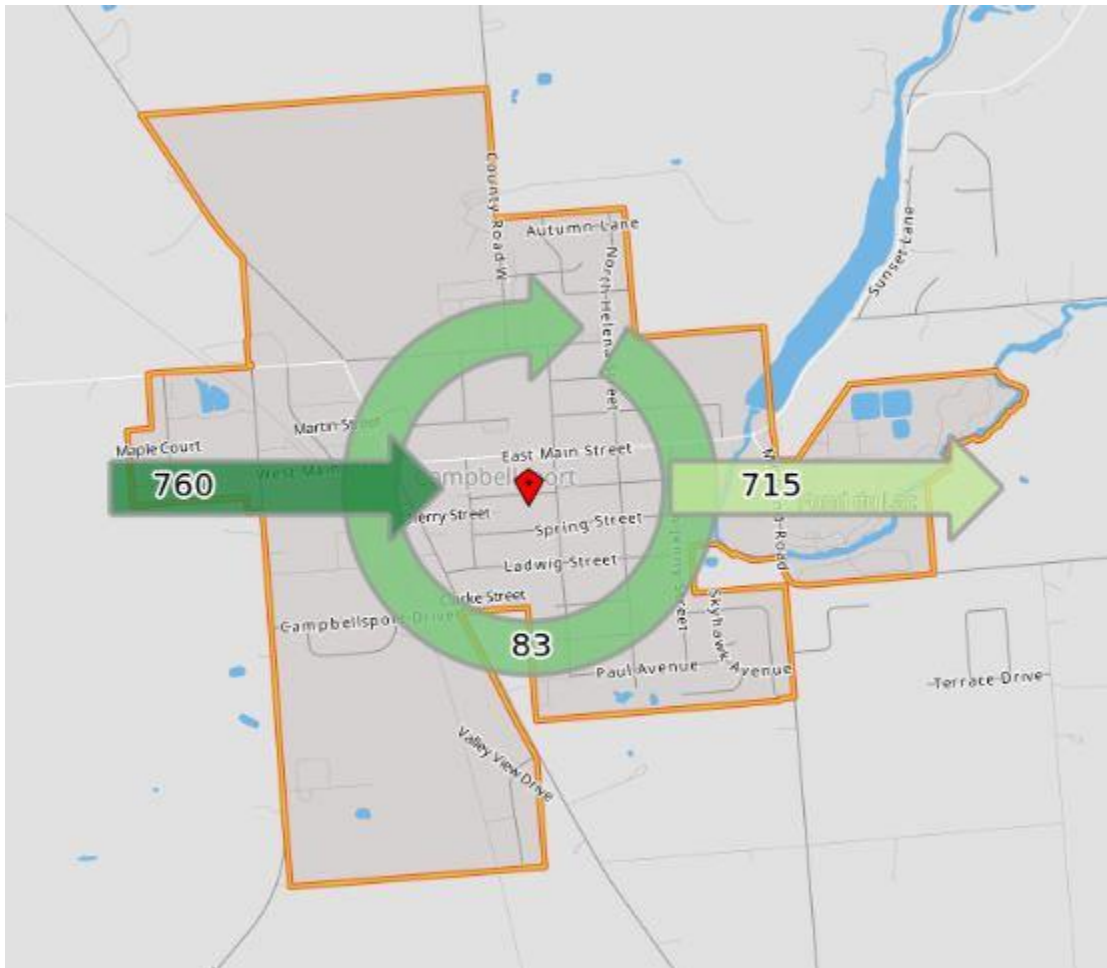
Data from the 2017-2021 ACS estimate that Village of Campbellsport residents travel, on average, 29 minutes to work. The Village's location, within an hour of Milwaukee and within a

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half-hour of Fond du Lac, is a geographic advantage that positions the Village well for future growth and development. Figure 6 shows that very few people work and live in Campbellsport.

Figure 6: Campbellsport Commuters, 2021



Source: U.S. Census on the Map, Inflow-Outflow Job Counts, 2021 Primary Job

For those commuting into Campbellsport, the top 5 communities of residence include Fond du Lac, West Bend, Milwaukee, Kewaskum, and Eden. An opportunity exists for the Village to capture those commuting in, to make Campbellsport their place of residence.

HOUSING STOCK

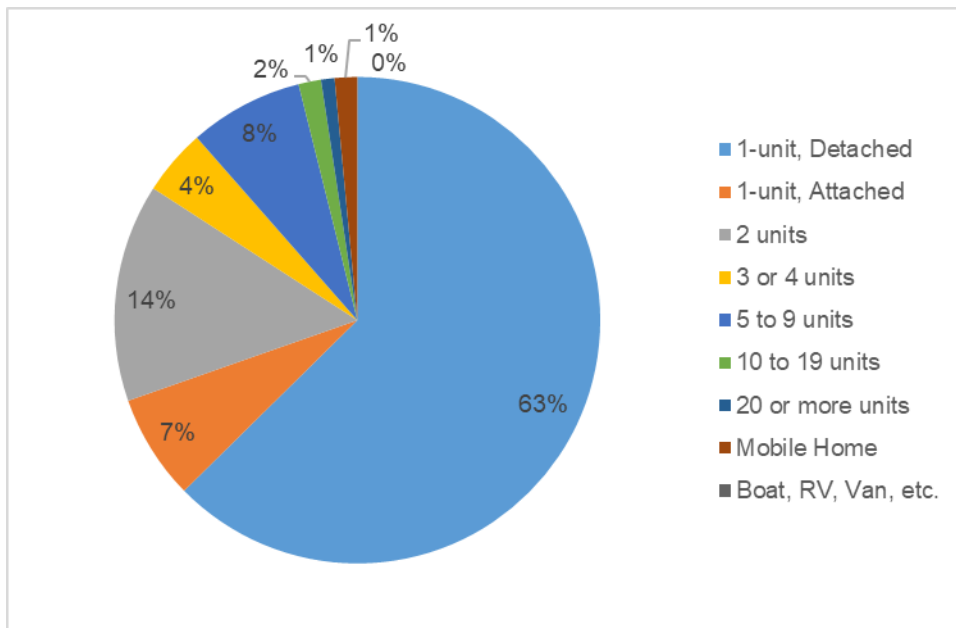
This section begins to explore characteristics of the Village’s housing market – housing type, age, permits, and occupancy.

Housing Types

A housing “unit” is a single living space – either standalone or as part of a larger structure. The most common structure type in Campbellsport is detached single-unit homes, commonly referred to as single-family.

The second most common structure type in the Village is 2-Unit (duplex/twin-homes), followed by 5–9-unit buildings. These unit types serve an important purpose in providing choices within the community, allowing residents options as to how and where they would like to live.

Figure 7: Housing Type by Unit



U.S. Census, 2017-2021 ACS Five-Year Estimate

Year Structures Built

Year of construction, as shown in the graph below, indicates the age of homes as estimated by the U.S. Census Bureau. About of third of all residential units in the Village of Campbellsport were built before 1939. Since 2000, construction appears to have all but stopped in the Village – a fact that suggests Campbellsport did not participate in the early-2000’s housing boom and has had even less construction in the wake of the Great Recession.

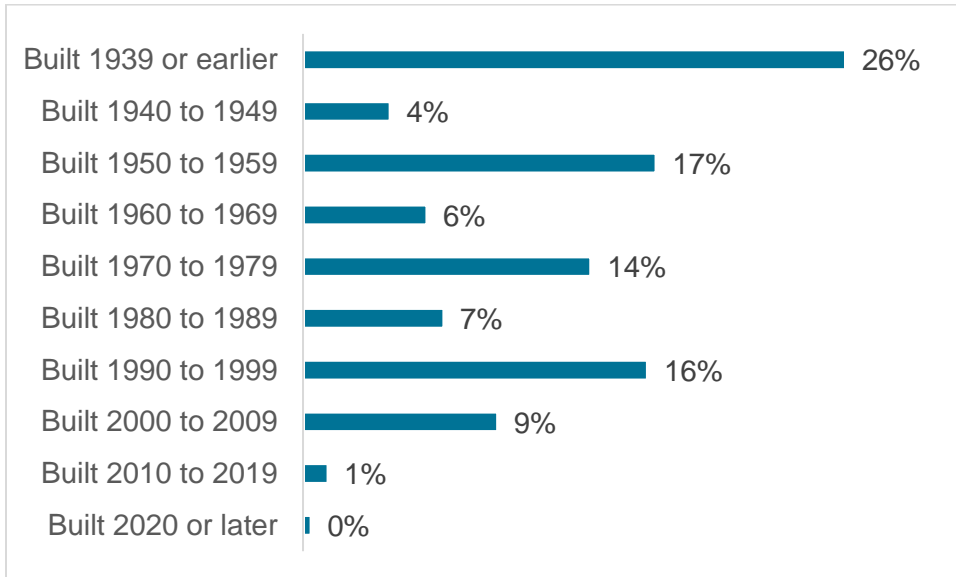
The age of a home or apartment building is not, by itself, an adequate measure of quality or condition but can be used as an indicator. Older homes tend to have poor energy performance, higher maintenance costs, and sometimes lack the things homebuyers desire such as attached garages. If not maintained, these older homes may not be desirable to

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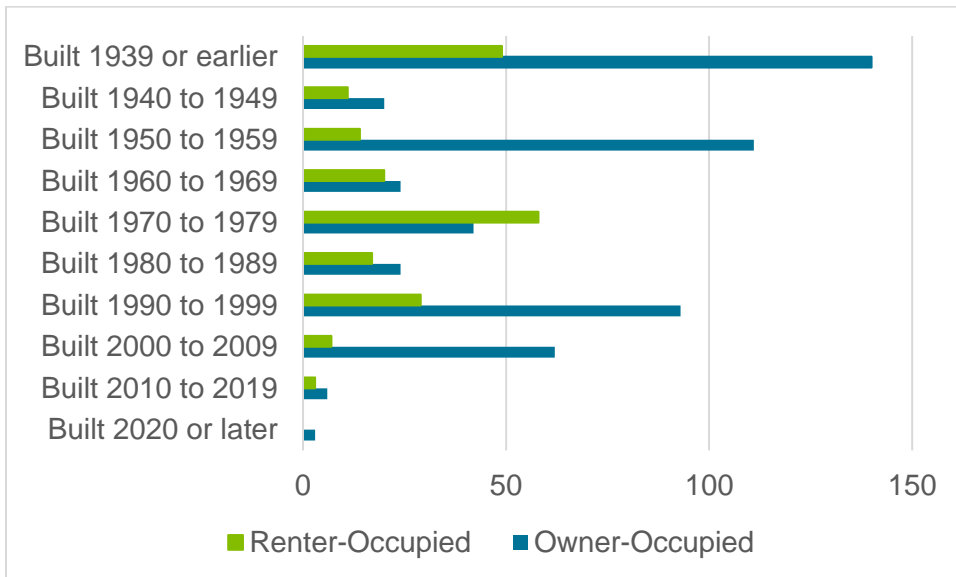
potential buyers. Even if maintained, some buyers may not be interested in or able to do the maintenance and upkeep required. According to the 2017-2021 ACS Five-Year Estimates, the median year a structure was built within the Village is 1973.

Figure 8: Year Structure Built



U.S. Census, 2017-2021 ACS Five-Year Estimate

Figure 9: Owner-Occupied and Renter-Occupied Year Structure Built



U.S. Census, 2017-2021 ACS Five-Year Estimate

Housing Occupancy

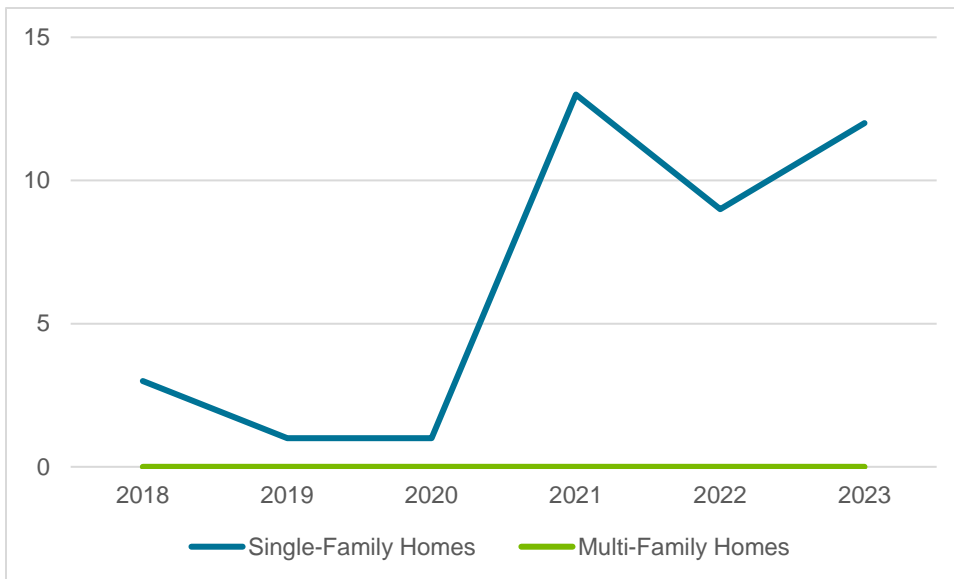
According to the 2017-2021 ACS, 72% of the housing stock in Campbellsport is owner-occupied. The homeowner vacancy rate within the Village is 0.6%. A homeowner vacancy rate of 2-2.5% is considered healthy. The remaining 28% of the housing stock is renter-occupied, with a rental vacancy rate of 4.1%. A rental vacancy rate of 5-7% is generally considered healthy.

Residential Building Permit Activity

The Wisconsin Department of Revenue (DOR) issues a *Net New Construction* Report annually which provides municipalities and counties with net new construction numbers for levy limits and the Expenditure Restraint Program. Per the WI DOR 2023 report, the Village experienced a 4.18% increase in net new construction, up from 1.45% the previous year. It is important to highlight this fact since the Village has the highest increase in net new construction within the County.

This is further demonstrated in Figure 10 which represents the number of new building permits issued in Campbellsport since 2018. It is important to note that permits do not always result in housing construction, and some units represented in the chart below may never have been built.

Figure 10: Residential Building Permit Activity, 2018-Present



Source: Village of Campbellsport

HOUSING AFFORDABILITY

Fond du Lac County Housing Market

Over the last eleven years in Wisconsin, the number of households has been growing faster than the number of jobs, and the number of jobs has been growing faster than the number of housing units being added to available inventory. This is also true for Fond du Lac County.

Fond du Lac County, the 16th largest county in the state, has underproduced housing units between 2006-2021 (source: Kurt Paulen and his calculations based on 2006 and 2021 1-Year ACS data). During that period, the number of households grew by 4,036 individuals, the number of housing units grew by 3,609 units, resulting in a housing underproduction of 427 units. As of 2021, there are 45,912 housing units and 45,257 jobs in Fond du Lac County creating a jobs/housing balance of 0.99. A recommended level is between 1.15 to 1.2.

Rising interest rates and home prices reduce the affordability of homeownership. The median sale price of single-family homes in Fond du Lac County in 2019 was \$142,500. According to the Wisconsin Realtor Association, as of October 2023, the median sale price of single-family homes in the County was \$239,000. That equates to a 67.7% increase in four years. The rising cost of single-family homes has caused a demand for the rental market. In turn, monthly rents have also increased. In the article, *Rent Increases in Wisconsin Cities Among the Steepest in the US* published on May 9, 2023, the author states Wisconsin rents have increased far above the national average. Across every type of rental housing, the average costs for 1- and 3-bedroom units in the state have increased as much as 25% since 2021.

In addition to the affordability of homes, the availability of homes throughout the County has been a struggle for potential homebuyers. As of November 8, 2022, there were 36 homes available below \$250,000 and 67 available above \$250,000. Due to the lack of available single-family homes, the demand for rental units has increased. According to research done by Envision Greater Fond du Lac in August 2023, of the five largest municipalities in the County, most multi-family rental properties did not have units available to rent.

Table 6: Rental Availability, August 2023

Municipality	Total Multi-Family apartment properties	Properties with no available units for rent
City of Fond du Lac	42	22
City of Ripon	5	4
City of Waupun (FDL County only)	6	5
Village of Campbellsport	2	1
Village of North Fond du Lac	7	5

Housing Costs

The 2017-2021 ACS data indicates that 15% of Campbellsport rental households and 22% of owner-occupied households (with and without mortgages) are spending more than 30% of their income on housing-related costs. These two statistics combined indicate 37% of Campbellsport households are cost-burden. With household incomes not keeping pace with increased housing costs, the number of households that are cost-burden is expected to rise.



Housing Affordability by Occupation

One of the key objectives of this report is to analyze the extent to which housing affordability challenges in Campbellsport may affect the ability of those who currently or could potentially work in the community to live there. This analysis can be done by examining cost burden and occupational income data. Table 7 presents employment and earnings data for selected occupations that employ large numbers of workers in Fond du Lac County. It also shows how much a single-earner household with one member employed in each occupation can afford if they dedicate 30% of their monthly income to housing.

It is important to note that the calculations in the last column of the below table do not include utilities or maintenance costs, just affordability based on contract rent or the median monthly mortgage payment as identified in the 2017-2021 ACS data for the Village.

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Table 7: Maximum Affordable Monthly Housing Costs by Occupation, 2022

Occupation	Employment in Fond du Lac County	Median Hourly Wage	Median Wages	Maximum Monthly Affordable Housing Cost
Cashiers	1,090	\$13.64	\$28,380	\$710
Hairdressers, Hairstylists, and Cosmetologists	120	\$13.81	\$28,730	\$718
Preschool Teachers, Except Special Education	140	\$14.09	\$29,300	\$733
Retail Salespersons	990	\$14.14	\$29,420	\$736
Cooks, Restaurant	320	\$14.66	\$30,500	\$763
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	440	\$15.35	\$31,930	\$798
Tellers	170	\$16.82	\$34,990	\$875
Bus Drivers, School	110	\$16.91	\$35,170	\$879
Nursing Assistants	460	\$17.44	\$36,280	\$907
Laborers and Freight, Stock, and Material Movers, Hand	730	\$17.98	\$37,400	\$935
Office Clerks, General	730	\$18.22	\$37,910	\$948
Medical Assistants	180	\$18.56	\$38,610	\$965
Firefighters	130	\$18.72	\$38,940	\$974
Shipping, Receiving, and Inventory Clerks	260	\$19.62	\$40,820	\$1,021
Automotive Service Technicians and Mechanics	270	\$22.28	\$46,350	\$1,159
Construction Laborers	340	\$22.45	\$46,690	\$1,167
All Occupations	44,980	\$22.48	\$46,760	\$1,169
Maintenance and Repair Workers, General	390	\$23.15	\$48,150	\$1,204
Machinists	80	\$23.23	\$48,310	\$1,208
Welders, Cutters, Solderers, and Brazers	330	\$23.36	\$48,600	\$1,215
Computer Numerically Controlled Tool Operators	660	\$24.36	\$50,670	\$1,267
Carpenters	350	\$25.04	\$52,090	\$1,302
Mechanical Engineering Technologists and Technicians	40	\$25.98	\$54,030	\$1,351
Computer User Support Specialists	110	\$27.60	\$57,420	\$1,436
Elementary School Teachers, Except Special Education	400	\$-	\$60,580	\$1,515
Market Research Analysts and Marketing Specialists	140	\$29.50	\$61,360	\$1,534
Police and Sheriff's Patrol Officers	220	\$33.44	\$69,550	\$1,739
Electricians	170	\$36.36	\$71,460	\$1,787
Registered Nurses	840	\$35.24	\$73,300	\$1,833
Industrial Engineers	290	\$39.51	\$82,190	\$2,055
Software Developers	150	\$46.08	\$95,860	\$2,397

Four of the selected occupations (shaded red) do not pay enough to allow a single-earner household to afford the Village’s median rent (\$763 as of 2017-2021 ACS 5-Year Estimate) without becoming rent burdened. This includes not only retail and service sector occupations, but also early childhood education. Meanwhile, only those occupations shaded green earn enough to afford an owner-occupied housing unit at the Village’s median mortgage monthly cost of \$1,408.

CONCLUSIONS

Background research conducted indicated:

- The Village's population is growing, aging, residents are living longer, and household size is shrinking.
- The area's aging population will shift preferences to products that seniors are more easily able to live in. According to Maxfield Research and Consulting, LLC, there are six main categories of owners and renters based on age, which the area will need to plan for:
 - **Entry-Level** Homeholders - Typically early 20s singles and couples, often with roommates, and renting entry-level apartments.
 - **First-Time Homebuyer & Move-up Renters** -Typically couples in their lates 20s or early 30s, sometimes with children, who purchase starter homes or rent upscale apartments.
 - **Move-Up Homebuyers** – Usually couples in their late 30s and 40s, who purchase larger and newer homes.
 - **Empty-Nesters & Never-Nesters** – Usually couples in their 50s and 60s with no children at all or children who have left homes, who prefer owning a home but sometimes rent lower-maintenance housing.
 - **Younger Independent Seniors** – Typically in their 60s and 70s wo prefer owning but sometimes rent lower-maintenance housing and live in warmer climates for part of the year.
 - **Older Seniors** – Typically in their 70s or older, mostly made up of single (widowed) women, who may need to sell their home due to being unable to maintain it.
- Over a third of households spend over 30% of their income on housing.
- A majority of occupations that employ the most employees in Fond du Lac County, including those in the Village, would not be able to afford to live in a single-family home without being considered cost burdened.