DE PERE

COMPREHENSIVE HOUSING STUDY AND ACTION PLAN

camoin associates

EXECUTIVE SUMMARY

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PURPOSE

This initiative provides elected officials, City staff, stakeholders, and community members with a thorough understanding of the local housing market and key issues impacting De Pere. The study and action plan serve as a foundation for identifying community-specific housing priorities, policy alternatives, and intervention strategies, including guidance on land use and zoning decisions. Its findings are intended to inform decisions regarding allocating public funds and other resources.

GEOGRAPHY

Situated on both banks of the Fox River, which stems from Lake Michigan, the City of De Pere is a comfortable suburb of Green Bay, WI, and home to over 25,000 residents. It comprises two excellent school districts, a dynamic downtown, two successful business parks, and safe neighborhoods served by ample parks and natural areas, resulting in considerable loyalty and community pride among residents.

SOURCES

In addition to data reports, Camoin Associates collected input from other sources:

- Public Survey
- Interviews
- Site Visit and Tour of the City

FINDINGS

While De Pere's population is projected to stagnate over the next five years, employment is still growing, leading to an increased reliance on commuters to fill jobs (currently, only 15% of residents are employed in the city). About a quarter of young renters are cost-burdened – spending more than 30% of their incomes on housing – along with 29% of middle-aged renters (35-64) and 44% of seniors. Eighty (80)% of survey respondents looking for an apartment said, 'Many rent prices exceeded my budget and would put me at risk of becoming housing cost-burdened.' In our analysis, a De Pere resident at the median area income would need to make 33% more to afford a mortgage on a median home sale price in the city.

INTERVIEWS SUMMARY

As part of its investigation of housing market conditions in De Pere, Camoin Associates interviewed:

- Real Estate Agents
- Homebuilders and Developers
- Affordable Housing Service Providers
- Chamber of Commerce
- College Officials

Most interviewees spoke highly of the City as a development partner and the community culture in De Pere. Many said that De Pere's public schools were a draw to the local housing market. Developers appreciated that De Pere provided some infrastructure funding during the Great Recession and allowed for some smaller lots. The City is considered TIF friendly. West De Pere is largely built-out while there is room to grow in the east. Market rate units priced as high as $900K are selling well.

There is tremendous demand for apartments. We heard that there are generally outdated public assumptions of what market rents are. De Pere is an attractive market to build in because a high area median income allows for higher affordable rents.

Some rents are now higher than a mortgage payment. With a projected population increase, De Pere needs more housing variation. One developer in the region is attempting tiny homes.

The business community has an interest in workforce housing and may invest in housing developments.

As the college's on-campus enrollment recedes from its historic height, the college is interested in divesting of homes it purchased over the years for student housing or repurposing those homes to lease to college employees. The college prefers to build dormitories to retain students on campus.

Brown County is allowed 3,500 housing vouchers; only 2,700 are used because it is too difficult to find an apartment. HUD now allows vouchers to pay 120% of fair market rent, and even that gets priced out. County started a landlord outreach program with incentives: $1,000 for a new tenant or a re-upped lease. Newcap, Inc., a Community Action Program (CAP) for Brown County, offers mortgages, rehabilitation loans, and senior housing funding. Newcap can offer no-downpayment loans.

PUBLIC SURVEY SUMMARY

Survey participant demographics:

The City distributed a public survey about the housing market in December 2023 and January 2024; 498 responses were received.

91% of survey participants live in De Pere

5% Looking to move to De Pere

3% Own a business in De Pere but aren't a resident

1% Own property in the city but aren't a resident

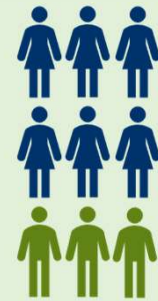**74%** Own their home (16% have no mortgage)

22% Rent their home

AGES:

25 - 35	**15%**
35 - 55	**51%**
55-75	**28%**

38% Couple with children

29% Couple with no children

14% Single individual

8% Single Parent

HOUSEHOLD INCOME:

25% $35 - $90K

25% $90 - $135K

28% $135 - $200K

28% $200K+

*The full survey results report can be found in the Appendix.

65% Female

31% Male

EMPLOYMENT:

65% Full-time

5% Part-time

6% Self-employed

19% Retired

91% White

PUBLIC SURVEY SUMMARY, CONTINUED

What did the community say about housing?

Top issues for those unsatisfied with their current housing size:

#1	#2	#3
Size	Cost	Condition

Top home buying market concerns:

61% Price
58% Taxes
39% Availability

Top rental market concerns:

63% Price
33% Availability

Do you think De Pere's municipal government should be involved in the housing market to assist with housing goals?

63% Yes
37% No

Current housing meets their needs
86%

Current housing will meet their needs for the next decade
41%

Housing does not currently meet their needs
13%

Top reasons 44% of respondents chose De Pere

#1 - Safety and crime
#2 - Quality of schools
#3 - Cost of living
#4 - Price of housing
#5 - Local amenities

Secondary reasons respondents chose De Pere:

#1 - Affiliation (work, already a resident, etc.)
#2 - Family or social ties

PUBLIC SURVEY SUMMARY, CONTINUED

Housing needs:

RENTERS PREFERENCES:

48% **Apartment**
- **60%** Prefer a 2-bedroom apartment

34% **House rental**
- **51%** Prefer 3-bedrooms
- **28%** Prefer 4+ bedrooms

17% **Seeking senior housing rental**

80% **of those seeking rentals agreed:**
"Many rent prices exceeded [their] budget and would put [them] at risk of becoming housing cost-burdened."

23%
Of respondents intend to move in the next year

2/3 Are looking to buy
1/3 Are looking to rent

There was low inventory for sale

42%

BUYERS

"Prices and bidding put [their] household finances at risk of becoming housing cost-burdened."

39%

Prices exceeded their expectations coming into the market

57%

HOMEBUYING PREFERENCES:

68%	Prefer a detached, single-family home
17%	Prefer a duplex
15%	Prefer a condo
12%	Prefer a townhouse
12%	Prefer a house with an in-law apartment

ADDITIONAL STUDIES SUMMARIES

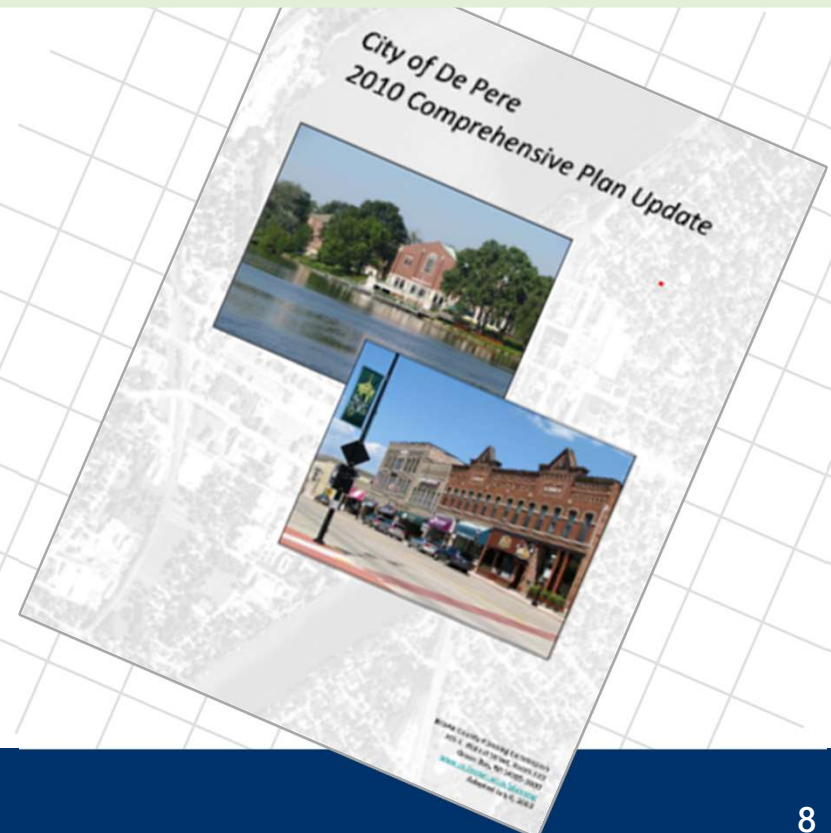## 2010 DE PERE COMPREHENSIVE PLAN UPDATE: HOUSING CHAPTER

The Housing Chapter of the 2010 Comprehensive Plan recommended a series of interventions to improve housing conditions in De Pere. Several strategies were echoed in this Housing Needs Assessment. The Comprehensive Plan recommendations include the following:

IN PROGRESS:

- Applying for Community Development Block Grant monies for rehabilitation of distressed housing. *(Mostly implemented)*
- More design-compatible, housing in-fill in downtown. *(Ongoing)*
- Partnering with affordable housing developers in Wisconsin to construct affordable rental housing in De Pere. *(Limited by Census tracks)*
- Considering conservation districts, both environmental and historic.
- Adopting accessibility standards for mobility-challenged residents.
- Fostering neighborhood associations to advocate for local interests.

COMPLETE:

- Permitting smaller residential lot sizes. Building neighborhoods with varied types, sizes, and uses instead of monotype subdivisions.
- Allowing accessory dwelling units.
- Encouraging Planned Development District overlay zones for traditional neighborhood development.
- Mixing residential types in zones.

City of De Pere
2010 Comprehensive Plan Update

CITY OF DE PERE
Housing Affordability Report
2023 Update

An update on De Pere's implementation of the housing element of the Comprehensive Plan

DE PERE®

Update Completed January 31, 2024
Prepared per 2017 WI Act 243 Housing Report Requirements

CITY OF DE PERE AFFORDABLE HOUSING REPORT: 2023 UPDATE

Per the 2017 WI Act 243 Housing Report Requirements, the City publishes an annual housing statistics and permits report. The 2023 update includes the following:

34
New single-family units at the Kingston Preserve

56
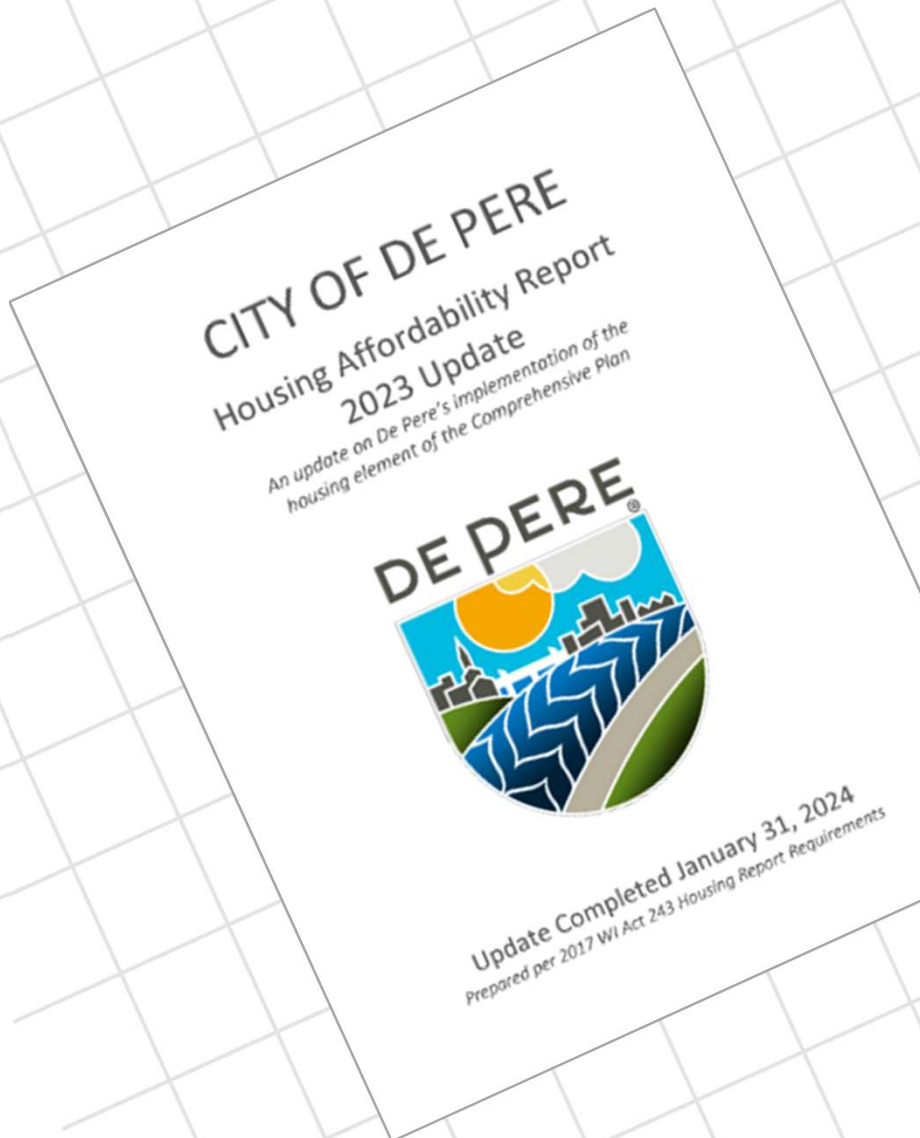New single-family units across the city

1
New two-unit

546
Undeveloped acres are zoned for housing development in the city

323
Acres are suitable for residential but not currently zoned for it

KEY FINDINGS

KEY FINDINGS

1. After an 11% surge in population growth from 2000-2010, De Pere's population growth has slowed and is anticipated to stagnate over the next five years.

2. While commute times are reasonable for both residents and local workers, 89% of employees in De Pere commute into the city each workday, and only 15% of residents are employed locally.

3. De Pere has enjoyed 12% job growth over the last five years (nearly 3,000 new jobs), but the city will become increasingly reliant on commuters to fill those jobs in the future.

4. De Pere experienced a substantial surge in housing starts (19% growth) over the first decade of the century before significantly slowing down after the Great Recession (6%). Trends suggest minimal growth over the next five years (1.4%), but recent projects may signal more robust development activity in the city.

5. De Pere's home sales performance mirrors that of Brown County as a whole in terms of similar average sale price and time on the market.

6. Even though over a thousand rental units have been added to the market in De Pere in the last decade, the vacancy rate has stayed well below 5%, the national benchmark for a balanced rental market. Demand for rentals is still very strong in De Pere.

7. Over half of homeowners earn above 120% of the area median income, and over half of renters earn between 35% and 80% of the area median income.

8. Forty-four (44)% of senior renters and 29% of middle-aged renters (35-64) are housing cost-burdened, spending more than 30% of their income on rent.

9. De Pere needs an estimated 2,500 housing units over the next five years between the number of cost-burdened households and the increase in commuters. An additional 1,100 housing interventions could alleviate undesirable living conditions like overcrowding or obsolete facilities.

10. Survey respondents said cost was the top issue in both the housing and rental markets (61% and 63%). Those in the marketplace said they were surprised at the price of homes and rentals (57% and 80%).

Data tables and sources appear on following pages.

KEY FINDING #1

Total Population

Geography	Population					Percent Change			
	2000	**2010**	**2020**	**2023**	**2028**	**2000-2010**	**2010-2020**	**2020-2023**	**2023-2028**
City of De Pere	21,111	23,673	25,410	25,766	25,924	10.8%	7.3%	1.4%	0.6%
Brown County	226,778	248,007	268,740	274,271	278,407	8.6%	8.4%	2.1%	1.5%
Wisconsin	5,363,675	5,686,986	5,893,718	5,954,433	5,988,737	5.7%	3.6%	1.0%	0.6%
USA	281,421,906	308,745,538	331,449,281	337,470,185	342,640,129	8.8%	7.4%	1.8%	1.5%

Source: Esri

After an 11% surge in population growth from 2000 to 2010, De Pere's population growth has slowed and is anticipated to stagnate over the next five years. This projection is based on the prior decade's trend; however, with increased housing production, the City expects greater population growth.

KEY FINDING #2

In-Commuting and Out-Commuting, 2021, Primary Jobs

	Count	Share
Employed in City of De Pere	15,991	100%
Employed and Living in City of De Pere	1,702	11%
Employed in the Selection Area but Living Outside City of De Pere	14,289	89%
Living in City of De Pere	11,104	100%
Living and Employed in City of De Pere	1,702	15%
Living in the Selection Area but Employed Outside City of De Pere	9,402	85%

Note: The estimated share of workers who worked from home in the City of De Pere was 7.8% in 2021 and 9.7% in 2022 based on ACS data.

Source: Census OnTheMap

While commute times are reasonable for both residents and local workers, 89% of De Pere employees commute into the city each workday, and only 15% of residents are employed locally.

KEY FINDING #3

Total Jobs by Region, 2018-2023

Description	2018	2019	2020	2021	2022	2023	% Change 2018-2023
City of De Pere	24,174	25,076	24,784	26,942	27,305	27,140	12.3%
Brown County	171,128	171,533	163,394	165,371	169,070	169,696	-0.8%
Wisconsin	3,190,373	3,195,284	3,041,614	3,107,701	3,194,694	3,225,196	1.1%
USA	165,130,759	167,029,270	158,438,835	162,561,049	169,037,582	171,071,791	3.6%

Note: City of De Pere Data is represented by Zip Code 54115

Source: Lightcast

Note on source: Lightcast is one of the industry's most thorough sources for jobs data. Lightcast does not provide data by municipal boundaries, only Zip Code.

De Pere has enjoyed 12% job growth over the last five years (nearly 3,000 new jobs), but the city will become increasingly reliant on commuters to fill those jobs in the future.

KEY FINDING #4

De Pere experienced a substantial surge in housing starts (19% growth) over the first decade of the century before significantly slowing down to 6% after the Great Recession (Dec. 2007 – June 2009, National Bureau of Economic Research). Housing starts are projected to be minimal over the next five years (1.4%); however, recent developments may drive that trend higher.

Total Housing Units

Geography	Housing Units					Percent Change			
	2000	2010	2020	2023	2028	2000-2010	2010-2020	2020-2023	2023-2028
City of De Pere	8,173	9,722	10,305	10,523	10,670	19.0%	6.0%	2.1%	1.4%
Brown County	90,199	104,371	112,908	116,146	118,914	15.7%	8.2%	2.9%	2.4%
Wisconsin	2,321,144	2,624,358	2,727,726	2,776,757	2,816,860	13.1%	3.9%	1.8%	1.4%
USA	115,904,641	131,704,730	140,498,736	144,063,309	147,336,052	13.6%	6.7%	2.5%	2.3%

Source: Esri

New Housing Development in De Pere, WI

Year	Single-Family	Two-Family	Multi-Family	TOTAL
2020	54	3	40	97
2021	44	4	0	48
2022	23	6	0	29
2023	56	4	0	60
2024	30	0	16	46
TOTAL	**207**	**17**	**56**	**280**

Souce: City of De Pere, WI

KEY FINDING #5

City of De Pere Single Family Housing Market Trends

Key Metrics	2023
Total Listings	221
Sell Price Volume	$74,906,721
List Price Volume	$73,847,694
Average Sell Price	$338,944
Average List Prices	$334,152
List to Sell Ratio	101%
Median Sell Price	$317,900
Median List Price	$309,900
Abosprtion: Avg Sales/Month	18
Months Supply of Inventory	3

Source: REALTORS Association of Northeast Wisconsin

Brown County Single Family Housing Market Trends

Key Metrics	2023
Total Listings	2,236
Sell Price Volume	$783,574,892
List Price Volume	$771,189,638
Average Sell Price	$350,435
Average List Prices	$344,896
List to Sell Ratio	102%
Median Sell Price	$315,000
Median List Price	$299,900
Abosprtion: Avg Sales/Month	186
Months Supply of Inventory	3

**Source**: REALTORS Association of Northeast Wisconsin

De Pere's home sales performance mirrors that of Brown County as a whole in terms of similar average sale prices and time on the market.

KEY FINDING #6

Even while adding over a thousand rental units to the market in De Pere in the last decade, the vacancy rate has stayed well below 5% (the national benchmark for a balanced rental market). Demand for rentals is still very strong in De Pere.

City of De Pere Multifamily Rental Inventory Trends

Legend: ■ Inventory Bldgs — Inventory Units
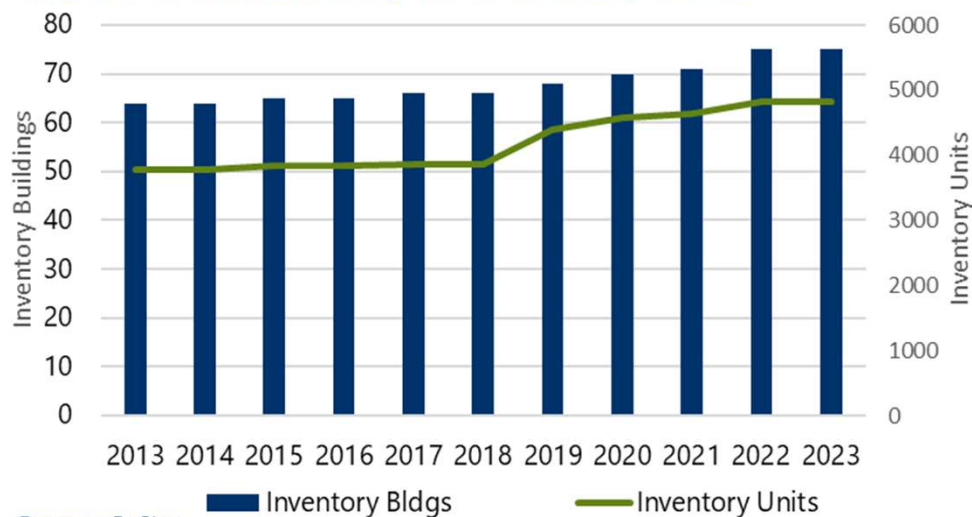
Source: CoStar

City of De Pere Multifamily Rental Vacancy
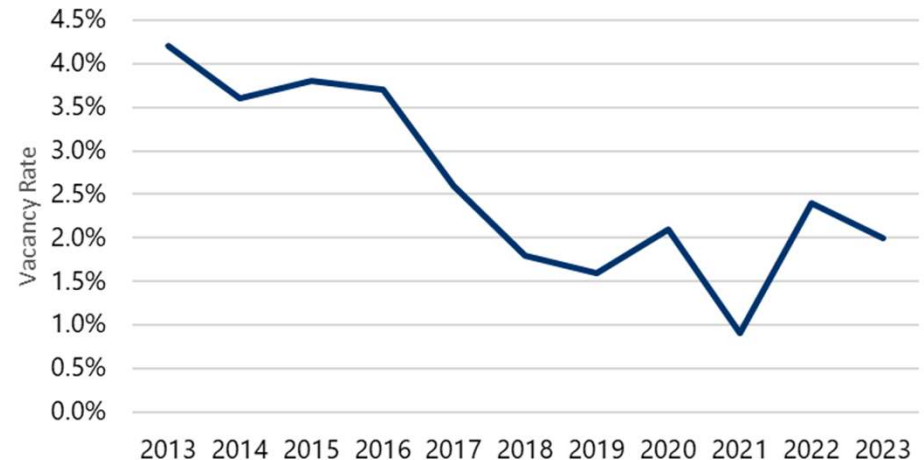
Source: CoStar

Properties added since 2013 include: 1380 Scheuring Rd, 2015, 60 Units; 102 N Broadway, 2017, 28 Units; 1299 Lear Ln, 2019, 283 Units; 3000 Quarry Park Dr, 2019, 250 Units; 3030-3036 Ryan Rd, 2020, 56 Units; 2205 Trellis Ridge Ln, 2020, 113 Units; 1314-1334 Copilot way, 2021, 76 Units; 525 N 10th St, 2022, 56 Units; 1257 Brayden Ln, 2022, 90 Units; 1749-1765 Garroman Dr, 2022 24 Units; and 295 Sabal Oak Dr, 2022, 8 Units. *Note: while many of these properties have a mailing address in De Pere, most are located outside city boundaries; for the purposes of a market survey, we consider these properties relevant to the De Pere multifamily market.*

KEY FINDING #7

Over half of homeowners earn above 120% of the area median income, and over half of renters earn between 35% and 80% of the area median income.

Total Households by Income Limits, De Pere, 2024

AMI Bracket	De Pere	
	Renter Households	Owner Households
Over 150% AMI	4%	35%
120% - 150% AMI	12%	19%
100% - 120% AMI	6%	11%
80% - 100% AMI	16%	9%
50% - 80% AMI	33%	15%
35% - 50% AMI	21%	4%
35% AMI and Under	8%	7%
Total	**100%**	**100%**

Source: American Community Survey 1-year Estimates Public Use Microdata Sample, Camoin Associates

KEY FINDING #8

Share of Housholds by Age of Householder that are Cost Burdened, 2022

Age	City of De Pere		
	All Occupied	Owner Occupied	Renter Occupied
15 to 24 years	32%	50%	22%
25 to 34 years	18%	14%	22%
35 to 64 years	17%	11%	29%
65 years or older	31%	26%	44%
Total	**34%**	**38%**	**30%**

Source: ACS 2022 5-year estimates

Forty-four (44)% of senior renters, 29% of middle-aged renters (35-64), and 26% of senior homeowners are housing cost-burdened, spending more than 30% of their income on rent.

KEY FINDING #9

De Pere needs an estimated 2,500 housing units over the next five years between the number of cost-burdened households and the increase in commuters. An additional 1,100 housing interventions (either a new unit or an addition, for example) could alleviate undesired living conditions.

Primary Measures of City of De Pere Current Housing Needs

	Total Occupied	Owner Occupied	Renter Occupied
Cost Burdened Households	2,161	1,099	1,062
Displaced Commuters	417	313	104
Total Primary Housing Need	**2,578**	**1,412**	**1,166**

Note: Displaced Commuters are individuals not households

Source: Camoin Associates

Additional Sources of Current Housing Need

	Total Occupied	Owner Occupied	Renter Occupied
Substandard Housing	22	17	6
Overcrowded Households	234	176	59
Obsolete Housing	29	22	7
Underhoused Residents (Aged 18-34)	885	221	664
Total Additional Need	**1,170**	**435**	**735**

Note: Underhoused Residents are individuals not households, categories are not mutually exclusive as the same household may be overcrowded and obsolete

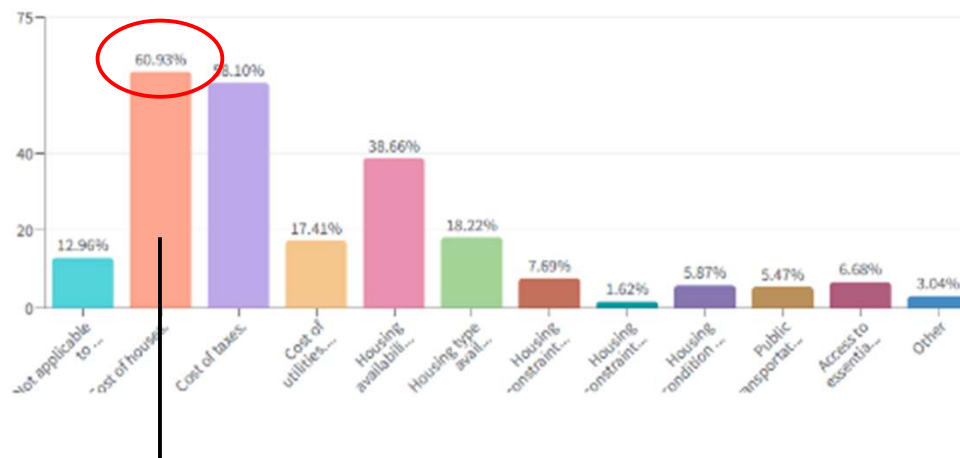**Source**: Camoin Associates

KEY FINDING #10

Survey respondents said cost was the top issue in both the housing and rental markets (61% and 63%).
Those in the marketplace said they were surprised at the price of homes and rentals (57% and 80%).

Cost of houses

Price of rent

Full results of public survey found in Addendum

GOALS & STRATEGIES

GOALS

Goal 1:
Increase Rental Production

RATIONALE: Despite the robust construction of apartments over the last decade, demand continues to outstrip supply, driving rental prices higher and increasingly burdening tenants with fixed incomes (like seniors).

Goal 2:
Increase Housing Options

RATIONALE: While De Pere's housing market is performing similarly to the rest of Brown County, De Pere's job growth is increasingly reliant on commuters. Diversifying housing price points and types will allow more local workers to live in De Pere.

STRATEGIES

GOAL 1 | Increase Rental Production

THE RATIONALE Despite the robust construction of apartments over the last decade, demand continues to outstrip supply, driving rental prices higher and increasingly burdening tenants with fixed incomes (like seniors).

THE NEED Camoin Associates has calculated demand for almost **1,200** new apartments over five years, with over **1,100** of those units being affordable for tenants earning 80% or less of Area Median Income (AMI). With **695** units affordable to 80% of median household incomes around $63,000 and 50% of AMI close to $40,000, these rentals would serve local entry-level and front-line employees. The **427** units needed for "Extremely Low" percent of AMI likely reflect seniors on a fixed income.

Primary Sources of Need: De Pere Household Affordable Price Points by AMI

AMI Bracket	Income Level	Total Renter Housing Units Needed	Maximum Affordable Rent	Total Owner Housing Units Needed	Maximum Affordable Home
Over 150% AMI	$117,600+	8	$2,940+	50	$373,300+
150% AMI	$117,600	18	$2,940	50	$373,300
120% AMI	$94,080	3	$2,352	59	$298,900
100% AMI	$78,400	16	$1,960	105	$248,900
Low (80% AMI)	$62,750	96	$1,569	388	$198,900
Very Low (50% AMI)	$39,200	599	$980	289	$124,400
Extremely Low	$23,550	427	$589	471	$74,400

Note: Primary Sources of Need include: Cost-burdened and Displaced Workers.

Note: Max rent is based on 30% of income going towards rent, Max affordable home calculation is based on interest rates as of May 1, 2024 and a 10% down payment, Income Level is based on the AMI bracket for 2 Person Households.

Source: US Department of Housing and Urban Development, Camoin Associates

STRATEGIES

GOAL 1 | Increase Rental Production

HOW TO GET THERE To achieve the **1,100** rental units needed for low to moderate-income in De Pere in the next five years, spurring production and enticing affordability will be critical.

*Strategy 1.1: **Establish designated Growth Areas for new construction.** These sites should include large, clear parcels with access to public sewer and water utilities. Growth Areas would require density (rather than simply allowing it), perhaps with minimum unit counts per acre.*

*Strategy 1.2: **Advertise a list of Opportunity Sites where the City is interested in partnering on development.** In consultation with the Plan Commission and City Council, publish a list of Opportunity Sites in De Pere of private and public land where the City is interested in partnering for targeted development. These could be priority areas for Tax Increment Financing or other leverages. The list may prompt conversations about development on land not currently on the market.*

STRATEGIES

GOAL 1 | Increase Rental Production, Continued

Strategy 1.3: **Implement density bonuses for affordability.** *Allow a multiplied factor for each unit offered at an affordable price point. Dimensional limits would need to be flexible for density bonuses in some cases.*

Strategy 1.4: **Provide City land or build infrastructure in exchange for affordability deeds.** *Examine the cost-benefit of the City donating land or building out all of the supporting infrastructure (roads, utilities, sidewalks, street trees, etc.) in exchange for 99-year affordability deeds within the development.*

Strategy 1.5: **Finance backyard cottages with affordability deeds.** *Accessory dwelling units like backyard cottages are expensive to build and difficult to finance due to a lack of comps and collateral. Consider bonding for a revolving loan fund to finance the construction of new backyard cottages that accept an affordability deed.*

GOAL 2 | Increase Housing Options

RATIONALE While De Pere's housing market is performing similarly to the rest of Brown County, De Pere's job growth is increasingly reliant on commuters. Diversifying housing price points and types will allow more local workers to live in De Pere.

THE NEED Camoin Associates estimates housing demand to be over **1,100** units in the City of De Pere. However, we consider it financially infeasible to construct *any* new housing below a $200,000 selling price without significant subsidies. Some niche organizations like Habitat for Humanity can accomplish this, but not in the estimated demand numbers. As such, we recommend focusing on housing prices affordable to 80%-120% AMI by encouraging smaller houses in new subdivisions.

Home Affordability Gap: Housing Prices and Income Levels in De Pere

Income Gap	City of De Pere
Median Sale Price	$317,900
Down Payment of 10%	$31,790
Loan Amount	$286,110
Principal and Interest Payment	$2,005
Estimated Insurance/Taxes/Utilities Per Monthly Payment	$501
Total Monthly Payment	$2,507
Household Income Threshold	$100,260
Median Household Income	$75,151
Income Gap	**$25,109**

Primary Sources of Need:

AMI Bracket	Income Levels	Total Owner Housing Units Needed	Maximum Affordable Home
Over 150% AMI	$117,600+	50	$373,300+
150% AMI	$117,600	50	$373,300
120% AMI	$94,080	59	$298,900
100% AMI	$78,400	105	$248,900
Low (80% AMI)	$62,750	388	$198,900
Very Low (50% AMI)	$39,200	289	$124,400
Extremely Low	$23,550	471	$74,400

STRATEGIES

GOAL 2 | Increase Housing Options

HOW TO GET THERE To approach the **552** houses needed for households earning between 80%-120% AMI, the City must focus on smaller houses on smaller lots. Land costs and utility/road installation contribute considerably to housing prices, so encouraging more units per subdivision may make prices more approachable.

*Strategy 2.1: **Rezone future residential areas with housing count minimums.** While zoning may allow Traditional Neighborhood Development in some areas, make it the sole option in targeted areas.*

*Strategy 2.2: **Allow for gentle density in existing neighborhoods.** Consider permitting duplexes and conversions to two-family homes in all single-family zones. The buildings appear in size and mass as a single house, but each half sells for a considerably lower price point.*

*Strategy 2.3: **Partner in "rent-to-own" models.** Rent-to-own can help first-time homebuyers amass credit toward a downpayment or equity in a house before assuming a mortgage after a set number of payments. Rent-to-own usually requires seller financing. The City could leverage a public land sale in exchange for a seller-financed development. The City could also bond for a revolving loan fund to finance the rental period. In each case, the City should seek contractual restrictions on re-selling only to first-time homebuyers.*

STRATEGIES

GOAL 2 | Increase Housing Options, Continued

Strategy 2.4: **Using land leases for affordability.** *The City might donate or sell land at a discount to a mission-based organization that will lease lots to homeowners in perpetuity to remove land costs from development costs. Deducting land costs reduces construction costs but also limits the market of prospective buyers who want to lease their land, thus suppressing price points. This business model is similar to a mobile home park, except a mission-based organization manages it.*

Strategy 2.5: **Let developers price out road construction to City standards.** *To ensure price competition and potentially reduce costs for new construction, developers should be allowed to seek private bids to build new roads to city specifications. While this does not guarantee savings are passed on to buyers, it does factor into the costs needed to be recouped by the developer when selling.*

ADDENDUM:
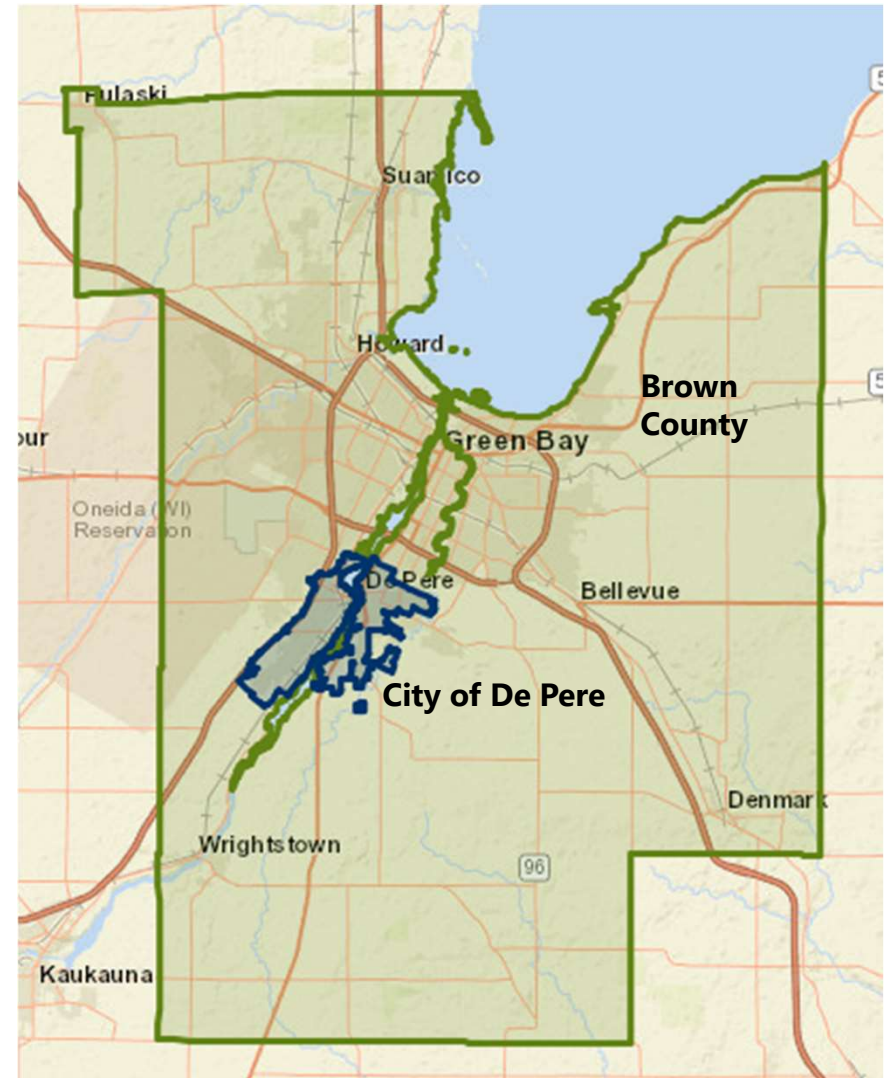# DATA REPORTS & SURVEY RESULTS

DEMOGRAPHIC & SOCIOECONOMIC DATA

STUDY AREA GEOGRAPHIES

The analysis in this report will focus on four key geographies: the City of De Pere, Brown County, the State of Wisconsin, and the US. Due to data availability, certain industry and employment data will be pulled for the De Pere ZIP Code (54115) instead of the City of De Pere.
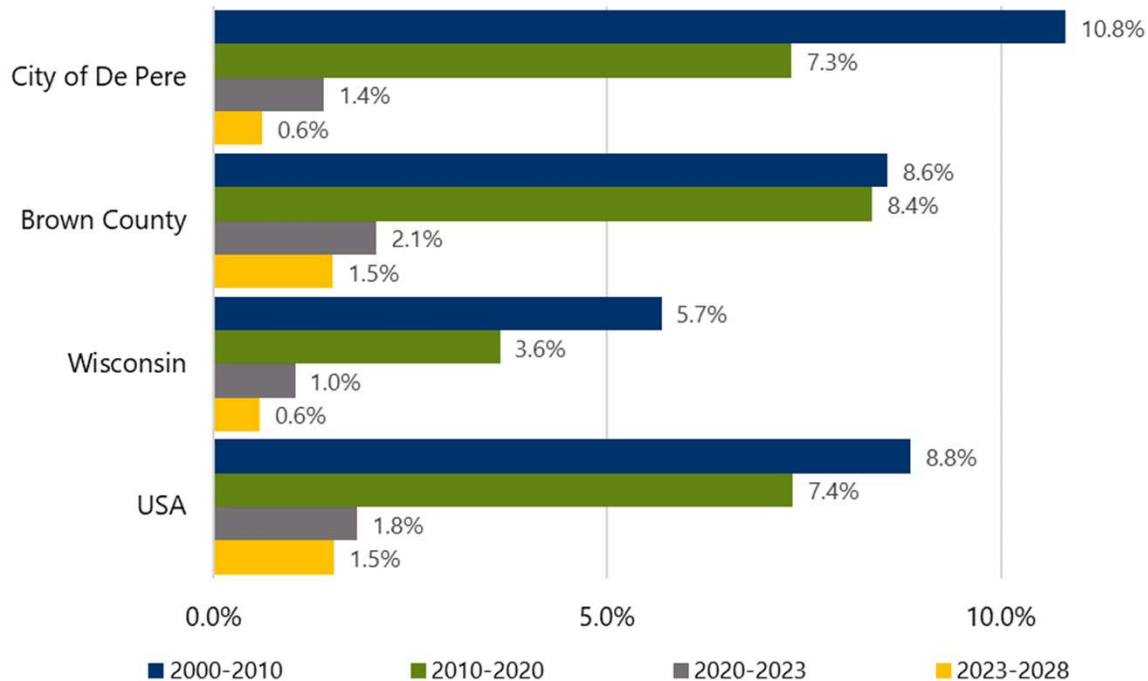

Source: Esri

Source: Esri

POPULATION TOTALS

Total Population

Geography	Population					Percent Change			
	2000	2010	2020	2023	2028	2000-2010	2010-2020	2020-2023	2023-2028
City of De Pere	21,111	23,673	25,410	25,766	25,924	10.8%	7.3%	1.4%	0.6%
Brown County	226,778	248,007	268,740	274,271	278,407	8.6%	8.4%	2.1%	1.5%
Wisconsin	5,363,675	5,686,986	5,893,718	5,954,433	5,988,737	5.7%	3.6%	1.0%	0.6%
USA	281,421,906	308,745,538	331,449,281	337,470,185	342,640,129	8.8%	7.4%	1.8%	1.5%

Source: Esri

Percent Change in Total Population by Years

City of De Pere: 10.8%, 7.3%, 1.4%, 0.6%
Brown County: 8.6%, 8.4%, 2.1%, 1.5%
Wisconsin: 5.7%, 3.6%, 1.0%, 0.6%
USA: 8.8%, 7.4%, 1.8%, 1.5%

Legend: 2000-2010, 2010-2020, 2020-2023, 2023-2028

Source: Esri

The total population in the City of De Pere was 25,766 in 2023.

The city's population increased from 2000 to 2010, 2010 to 2020, and 2020 to 2023, which aligns with the broader state of Wisconsin trends but is lower than the county and national growth.

The city's population is projected to increase again by 0.6% from 2023 to 2028, following the same trend at the state level.
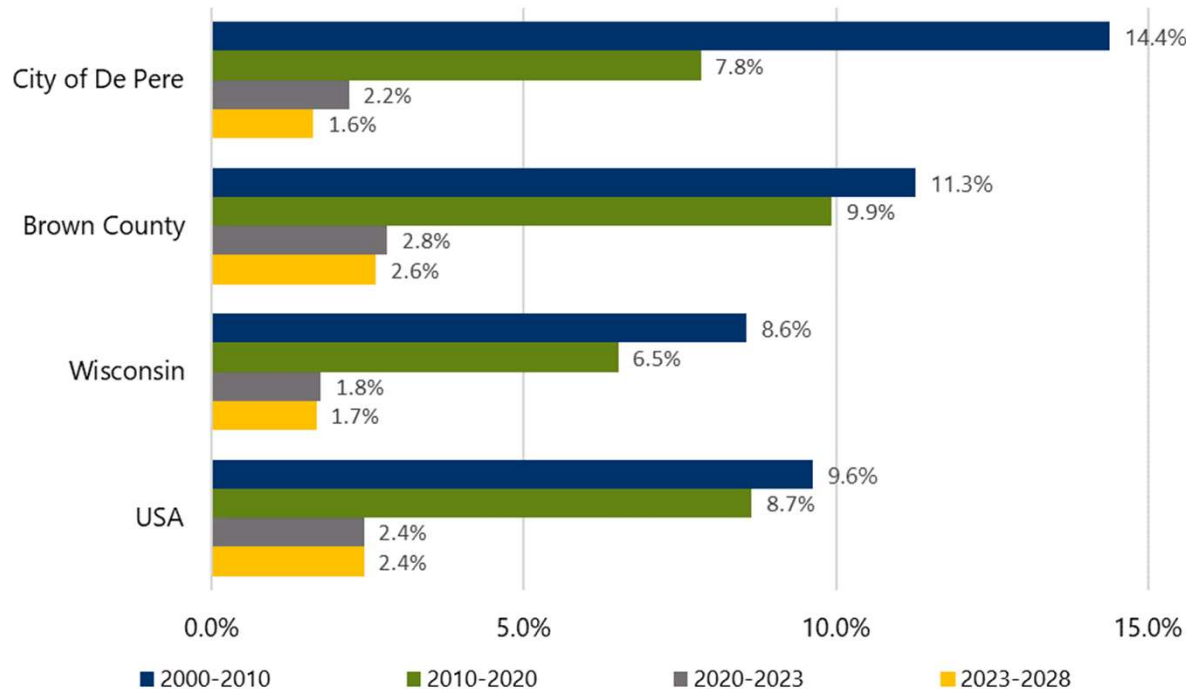
HOUSEHOLD TOTALS

Total Households

Geography	Households					Percent Change			
	2000	**2010**	**2020**	**2023**	**2028**	**2000-2010**	**2010-2020**	**2020-2023**	**2023-2028**
City of De Pere	7,917	9,247	9,972	10,192	10,358	14.4%	7.8%	2.2%	1.6%
Brown County	87,295	98,383	108,156	111,208	114,146	11.3%	9.9%	2.8%	2.6%
Wisconsin	2,084,544	2,279,768	2,428,361	2,471,124	2,512,736	8.6%	6.5%	1.8%	1.7%
USA	105,480,101	116,716,292	126,817,580	129,917,449	133,099,006	9.6%	8.7%	2.4%	2.4%

Source: Esri

Percent Change in Total Households by Years

Source: Esri

The City of De Pere had a total of 10,192 households in 2023.

The city and all comparison geographies saw households increase from 2000 to 2010, 2010 to 2020, and 2020 to 2023.

The city's households are projected to increase by 166 households or 1.6%, higher than the population growth of 0.6%.
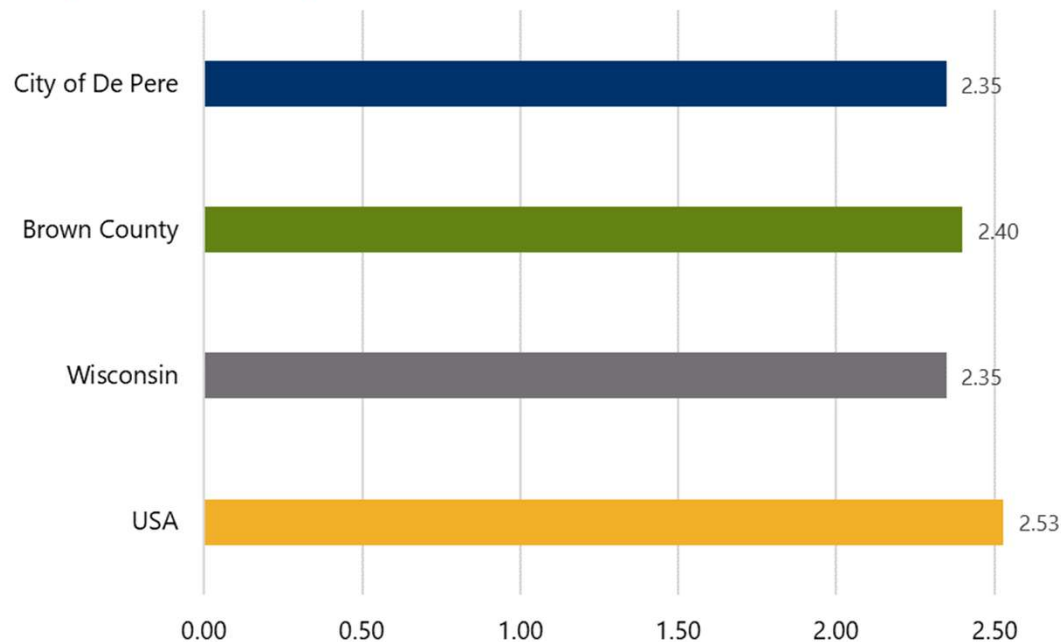
AVERAGE HOUSEHOLD SIZE

Average Household Size

Geography	Household Size					Percent Change	
	2000	2010	2020	2023	2028	2000-2020	2010-2020
City of De Pere	2.47	2.38	2.37	2.35	2.33	-4.0%	-0.4%
Brown County	2.51	2.45	2.42	2.40	2.38	-3.6%	-1.2%
Wisconsin	2.50	2.43	2.36	2.35	2.32	-5.6%	-2.9%
USA	2.59	2.58	2.55	2.53	2.51	-1.5%	-1.2%

Source: Esri

Average Household Size, 2023

| Geography	Value
City of De Pere	2.35
Brown County	2.40
Wisconsin	2.35
USA	2.53

Source: Esri

The average household size is smaller in the City of De Pere (2.35) than in the county (2.40) and nation (2.53), but it is the same as in the state (2.35).

Average household size has decreased in all geographies over the last two decades.

MEDIAN AGE AND AGE DISTRIBUTION

Age Distribution, 2023

■ City of De Pere   ● Brown County   ● Wisconsin   ● USA
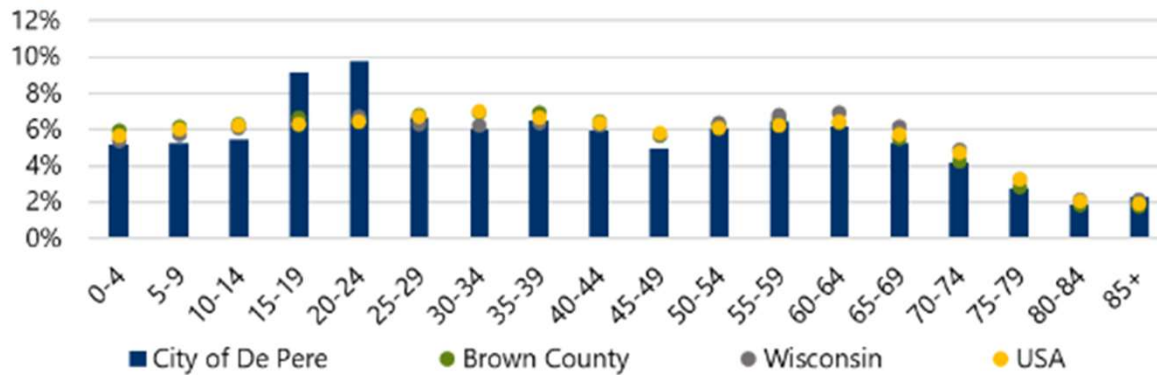
Source: Esri

Median Age, 2023

City of De Pere	37.0
Brown County	38.2
Wisconsin	40.5
USA	39.1
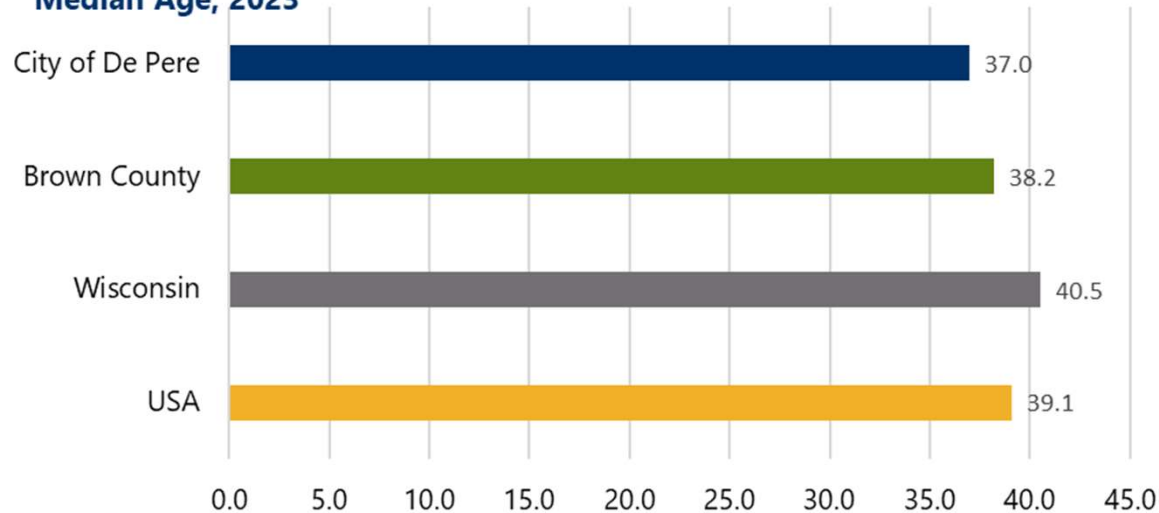
Source: Esri

The median age in the City of De Pere (37.0) is lower than in the county (38.2), state (40.5), and nation (39.1).

The age distribution is more heavily swayed toward young adults than middle-aged or seniors in the City of De Pere.

The skew towards the 15-24 year-old population can be partially explained by the presence of St. Norbert College, which is located in the City of De Pere.

AGE DISTRIBUTION BY COHORT

Age Dsitribution by Cohort, 2023
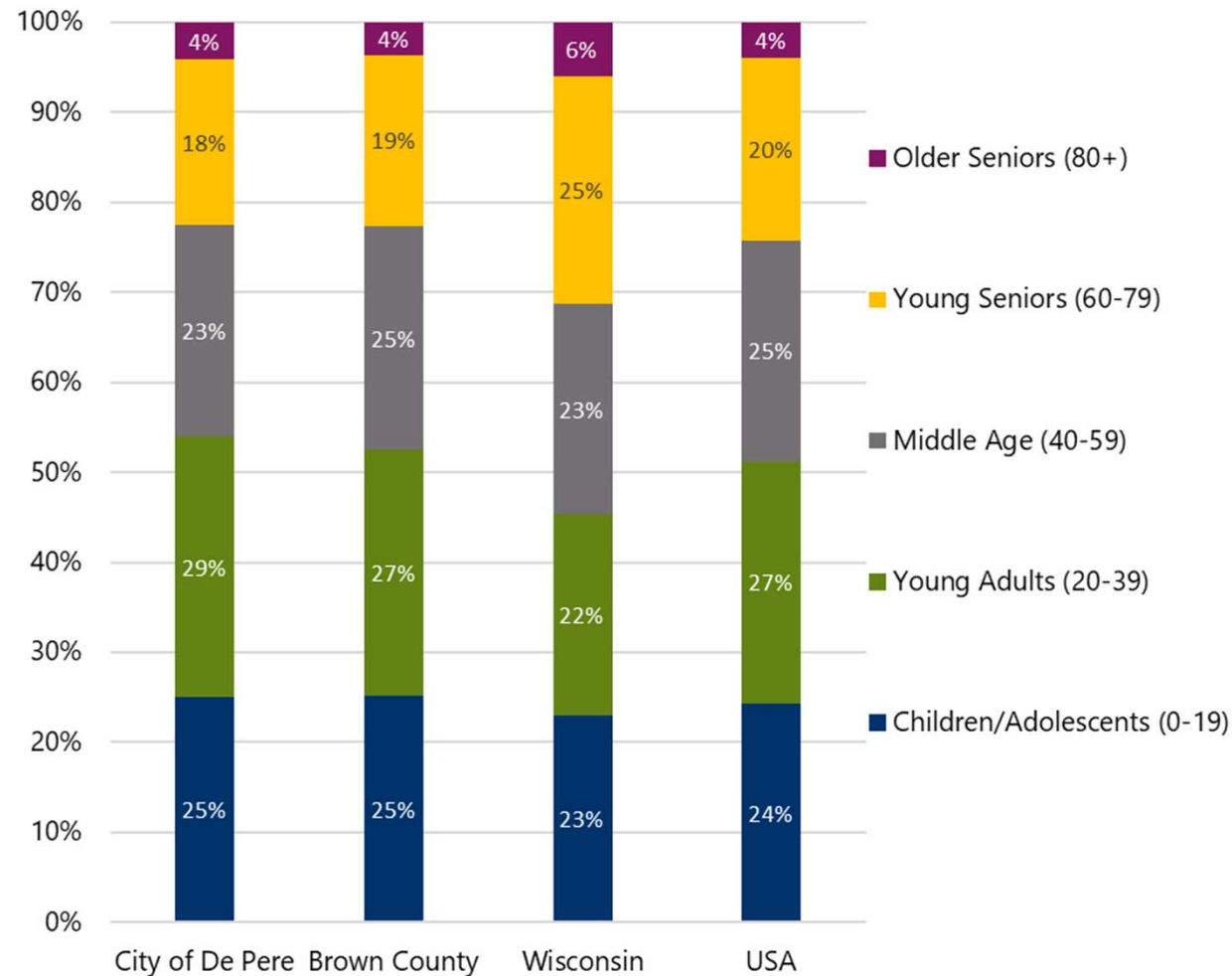
Over 54% of De Pere's population is under 40.

The city has a lower share of its population Young Seniors cohort compared to the comparison geographies.

POPULATION BY RACE AND ETHNICITY

Population Share by Race/Ethnicity, 2023

The City of De Pere's population is predominately white, with the next highest share of race/ethnicity being the Hispanic population.

The city has a smaller share of the population of racial and/or ethnic groups other than white than any of the comparison geographies.
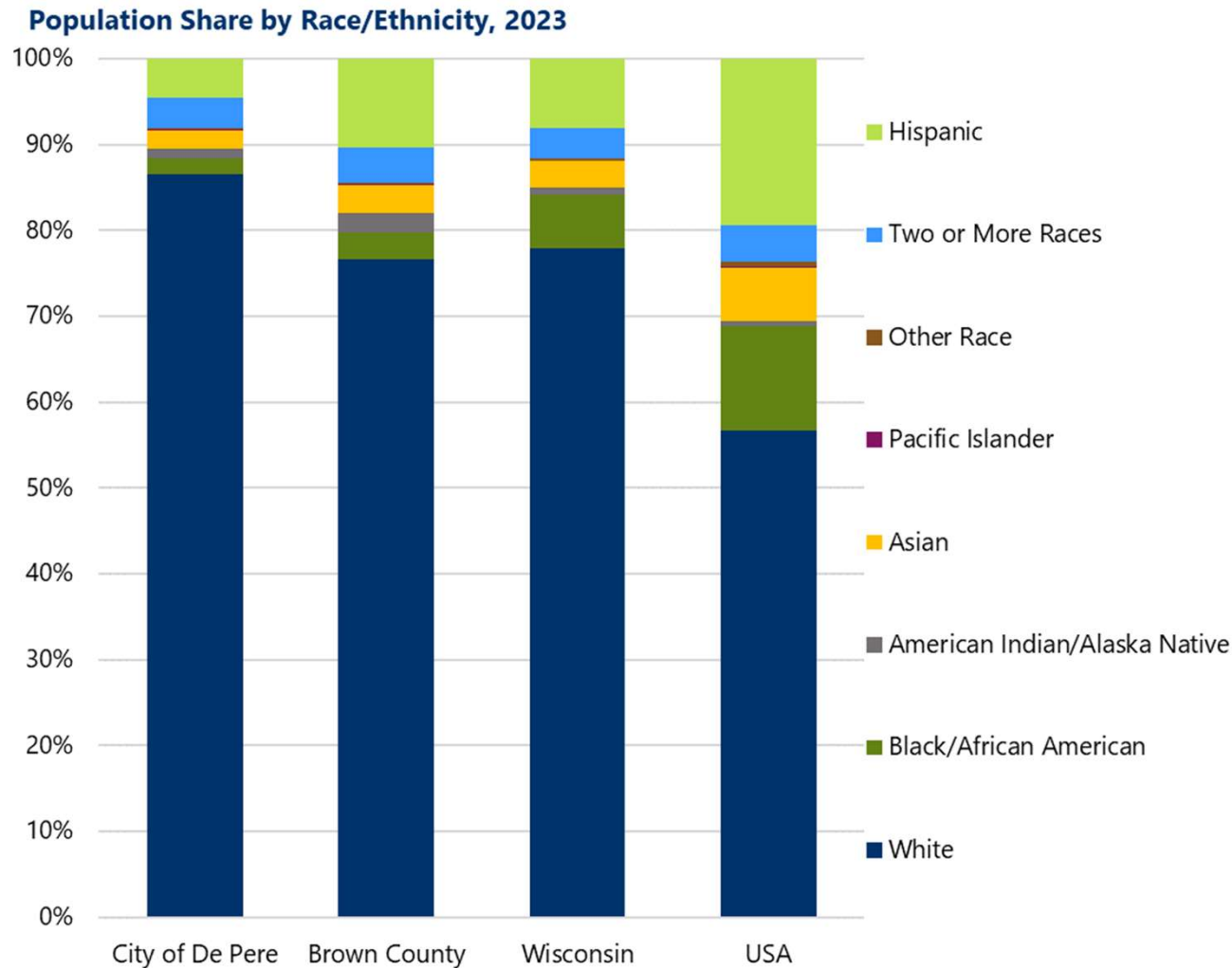
Note: Categories are mutually exclusive
Source: Esri

MEDIAN HOUSEHOLD INCOME AND DISTRIBUTION

Household Income Distribution, 2023

Source: Esri

Legend: ■ City of De Pere ● Brown County ● Wisconsin ● USA

Median Household Income, 2023

City of De Pere	$75,151
Brown County	$67,649
Wisconsin	$69,284
USA	$72,603

Source: Esri
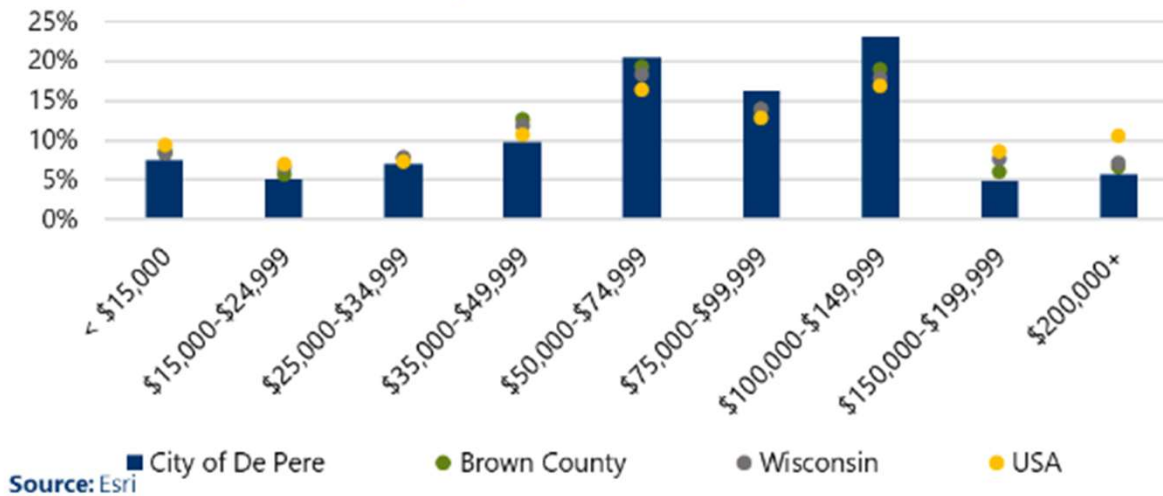
The median household income is higher in the City of De Pere ($75,151) than it is in the county ($67,649), the state ($69,284), and the nation ($72,603).

The income distribution is most heavily swayed to households making between $50,000 and $150,000, with lower shares making less than $50,000 and more than $150,000.

EDUCATIONAL ATTAINMENT BY COHORT

Educational Attainment, 2023

Bar chart data:

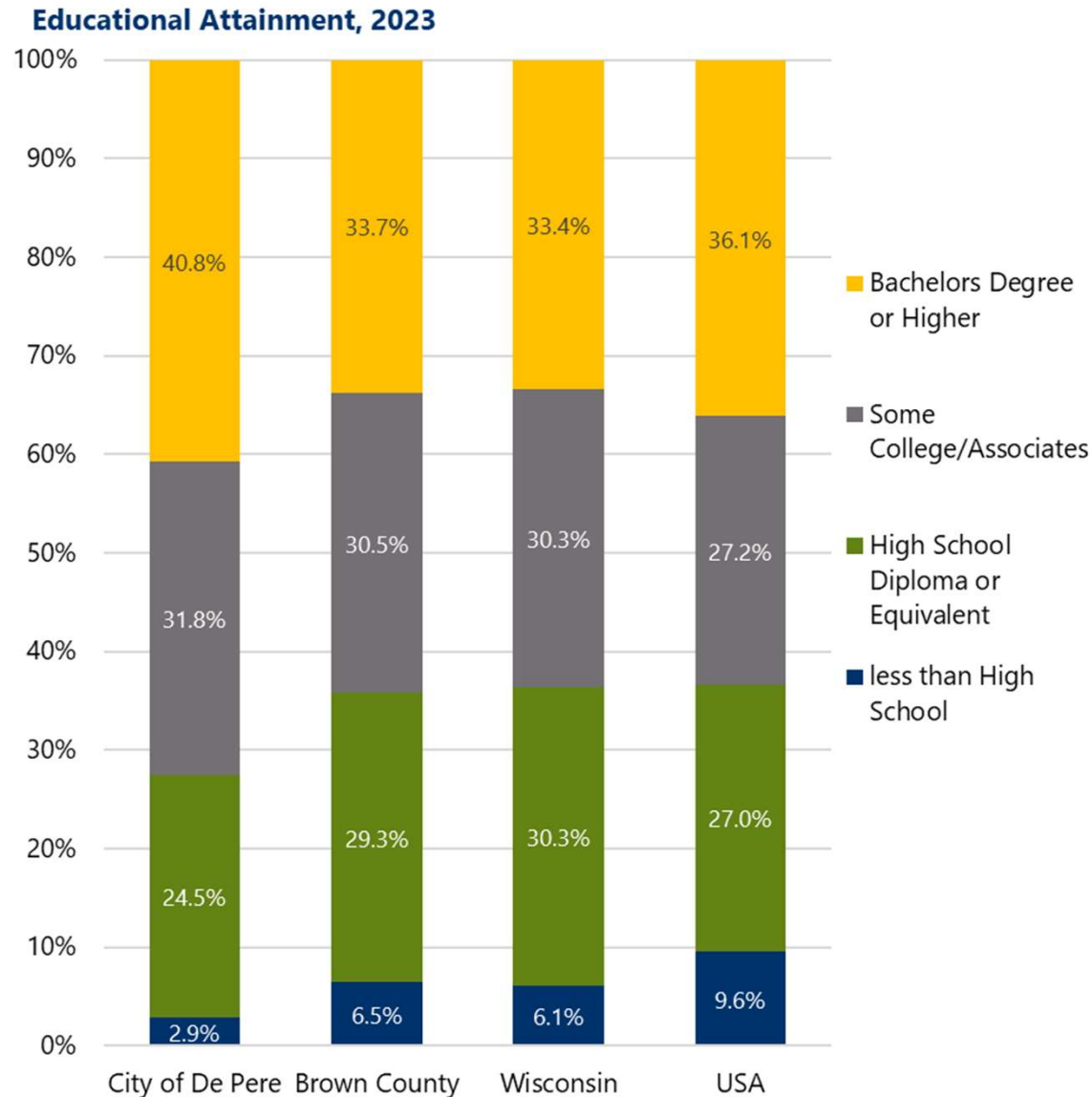|	City of De Pere	Brown County	Wisconsin	USA
Bachelors Degree or Higher	40.8%	33.7%	33.4%	36.1%
Some College/Associates	31.8%	30.5%	30.3%	27.2%
High School Diploma or Equivalent	24.5%	29.3%	30.3%	27.0%
less than High School	2.9%	6.5%	6.1%	9.6%

Source: Esri

The City of De Pere has a higher share of its population with a Bachelor's Degree or higher than any of the comparison geographies.

The city has a lower share of its population with less than a high school diploma compared to the comparison geographies.

COMMUTING PATTERNS

In-Commuting and Out-Commuting, 2021, Primary Jobs

	Count	Share
Employed in City of De Pere	15,991	100%
Employed and Living in City of De Pere	1,702	11%
Employed in the Selection Area but Living Outside City of De Pere	14,289	89%
Living in City of De Pere	11,104	100%
Living and Employed in City of De Pere	1,702	15%
Living in the Selection Area but Employed Outside City of De Pere	9,402	85%

Source: Census OnTheMap

Share of City of De Pere Workers and Residents both Employed and Living in De Pere, 2002-2021
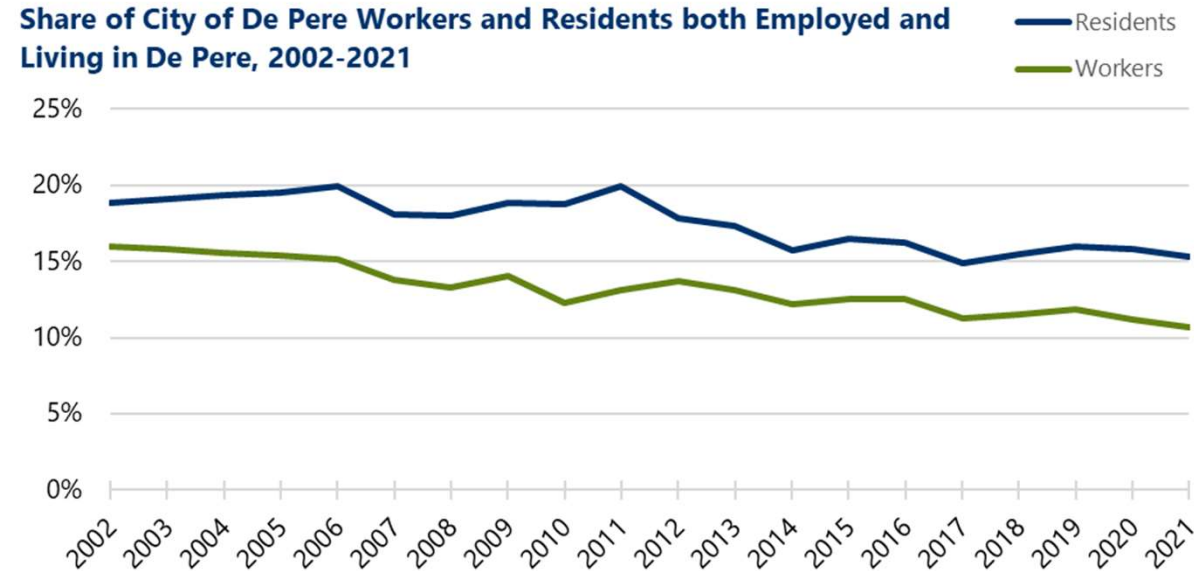
— Residents
— Workers

Source: Census OnTheMap

The City of De Pere is a net importer of workers.

The share of workers and residents who are both employed and living in the city has decreased since 2002.

This indicates that both workers and residents are relocating to other areas outside of De Pere.

COMMUTING PATTERNS

Commuting Distance City of De Pere Residents and Workers, Primary Jobs, 2021
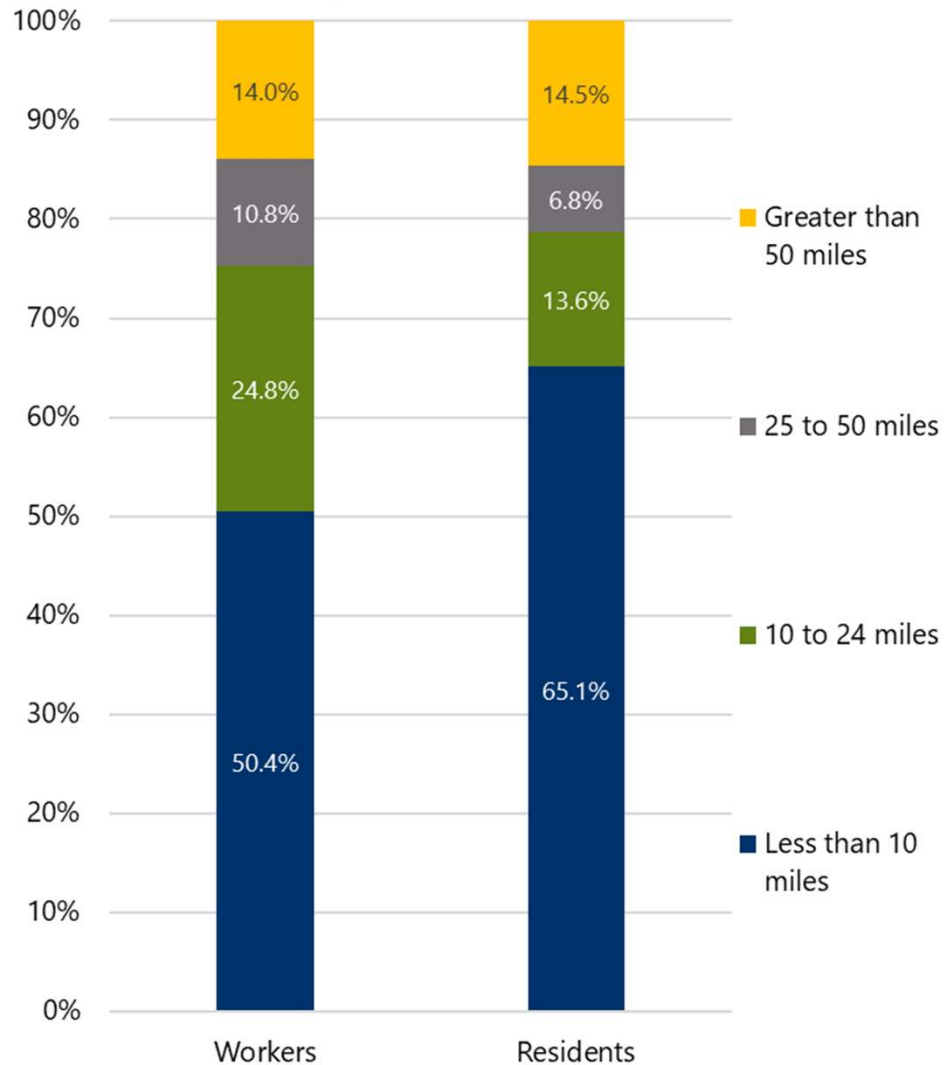

Workers in De Pere have longer commute times than residents of De Pere.

21.3% of residents and 24.8% of workers commute more than 25 miles to work.

WHERE DE PERE RESIDENTS WORK

Green Bay, Ashwaubenon, Bellevue, and Appleton are the top locations outside of the city where De Pere residents work, and when combined with De Pere itself, they comprise 59% of the locations where residents work.
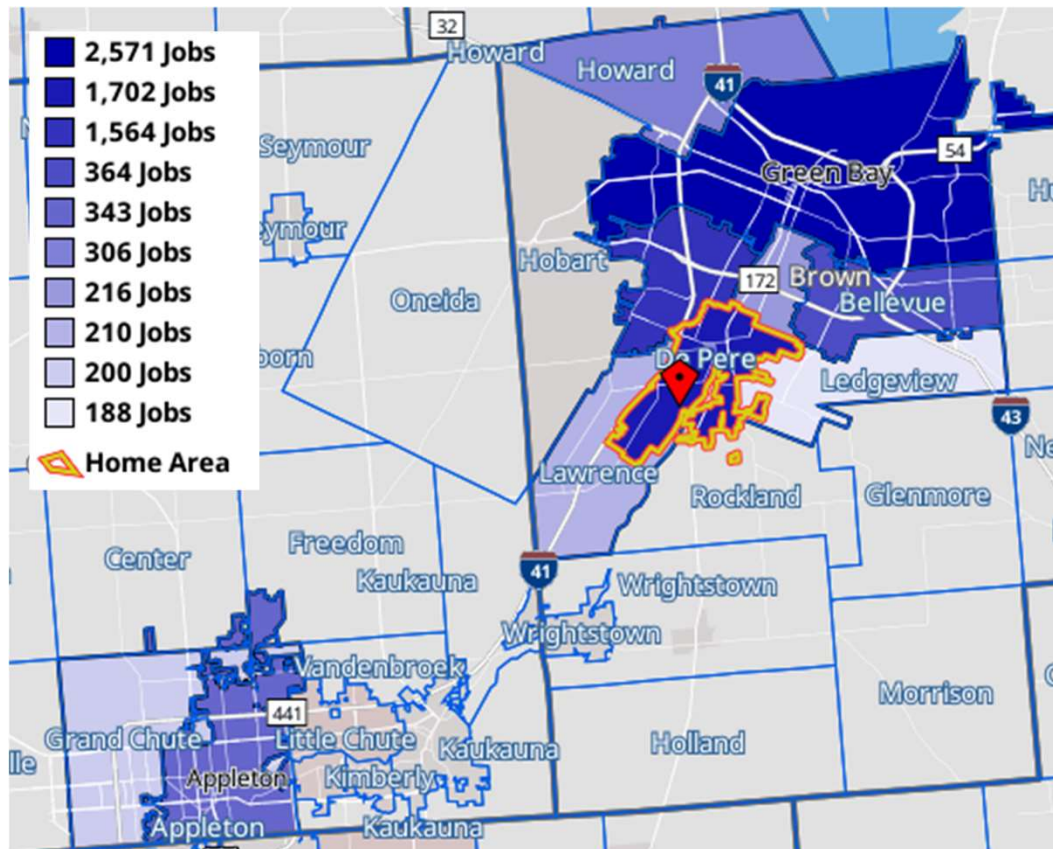
Where City of De Pere Residents Work, 2021, Primary Jobs

City/Town	Count	Share
Green Bay city (Brown, WI)	2,571	23%
De Pere city (Brown, WI)	1,702	15%
Ashwaubenon village (Brown, WI)	1,564	14%
Bellevue village (Brown, WI)	364	3%
Appleton city (Outagamie, WI)	343	3%
Howard village (Brown, WI)	306	3%
Allouez village (Brown, WI)	216	2%
Lawrence town (Brown, WI)	210	2%
Grand Chute town (Outagamie, WI)	200	2%
Ledgeview town (Brown, WI)	188	2%
All Other Locations	3,440	31%
Total Primary Jobs	**11,104**	**100%**

Source: Census OnTheMap

WHERE DE PERE WORKERS LIVE

Green Bay, Ashwaubenon, Ledgeview, and Howard are the top locations where the De Pere workers live, and combined with De Pere itself, represent 39% of where workers live.

Legend:
- 2,672 Jobs
- 1,702 Jobs
- 695 Jobs
- 578 Jobs
- 556 Jobs
- 543 Jobs
- 498 Jobs
- 401 Jobs
- 393 Jobs
- 386 Jobs
- Work Area
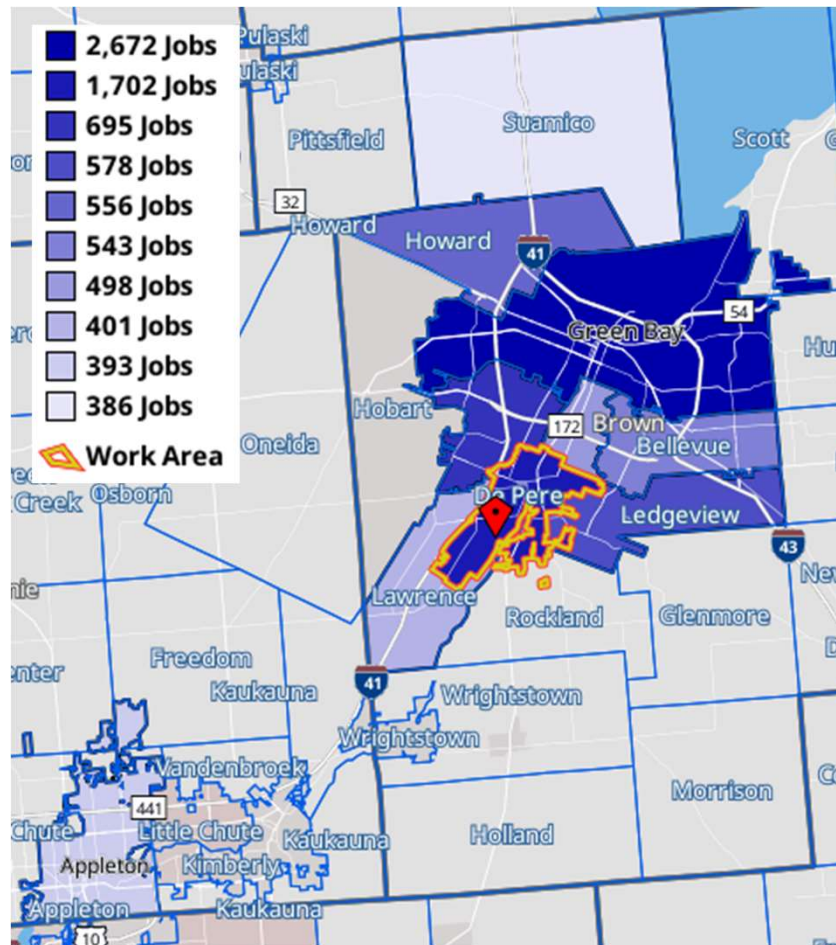
Where City of De Pere Workers Live, 2021, Primary Jobs

City/Town	Count	Share
Green Bay city (Brown, WI)	2,672	17%
De Pere city (Brown, WI)	1,702	11%
Ashwaubenon village (Brown, WI)	695	4%
Ledgeview town (Brown, WI)	578	4%
Howard village (Brown, WI)	556	3%
Bellevue village (Brown, WI)	543	3%
Allouez village (Brown, WI)	498	3%
Lawrence town (Brown, WI)	401	3%
Appleton city (Outagamie, WI)	393	2%
Suamico village (Brown, WI)	386	2%
All Other Locations	7,567	47%
Total Primary Jobs	**15,991**	**100%**

Source: Census OnTheMap

JOBS TOTALS

Total Jobs by Region, 2018-2023

Description	Jobs						% Change 2018-2023
	2018	**2019**	**2020**	**2021**	**2022**	**2023**	
City of De Pere	24,174	25,076	24,784	26,942	27,305	27,140	12.3%
Brown County	171,128	171,533	163,394	165,371	169,070	169,696	-0.8%
Wisconsin	3,190,373	3,195,284	3,041,614	3,107,701	3,194,694	3,225,196	1.1%
USA	165,130,759	167,029,270	158,438,835	162,561,049	169,037,582	171,071,791	3.6%

Note: City of De Pere Data is represented by Zip Code 54115

Source: Lightcast

Cumulative Percent Job Change by Region, 2018-2023
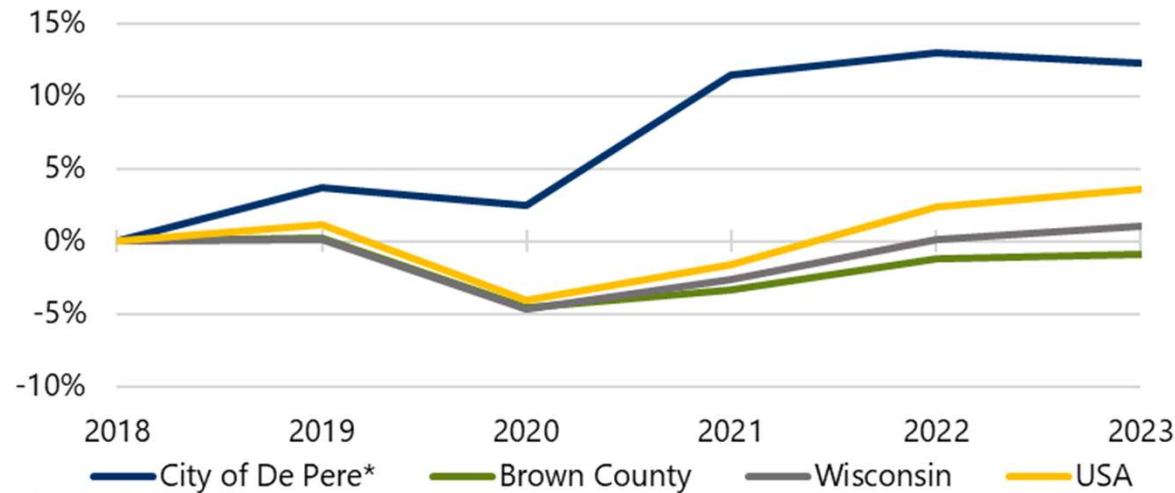
Source: Lightcast

In 2023, the City of De Pere had 27,140 total jobs.

Jobs increased through 2019 before falling in 2020, but they have rebounded over the last three years in the city and the broader geographies.

AVERAGE EARNINGS

Average Earnings Per Job, 2018-2023

Description	Average Earnings					
	2018	2019	2020	2021	2022	2023
City of De Pere	$65,119	$65,829	$69,451	$72,461	$75,877	$77,990
Brown County	$61,140	$62,799	$66,420	$68,083	$71,471	$72,654
Wisconsin	$59,484	$61,381	$64,734	$67,470	$70,564	$72,107
USA	$67,022	$69,254	$74,021	$78,120	$80,652	$82,526

Note: City of De Pere Data is represented by Zip Code 54115

Source: Lightcast

Average Earnings Per Job, 2018-2023
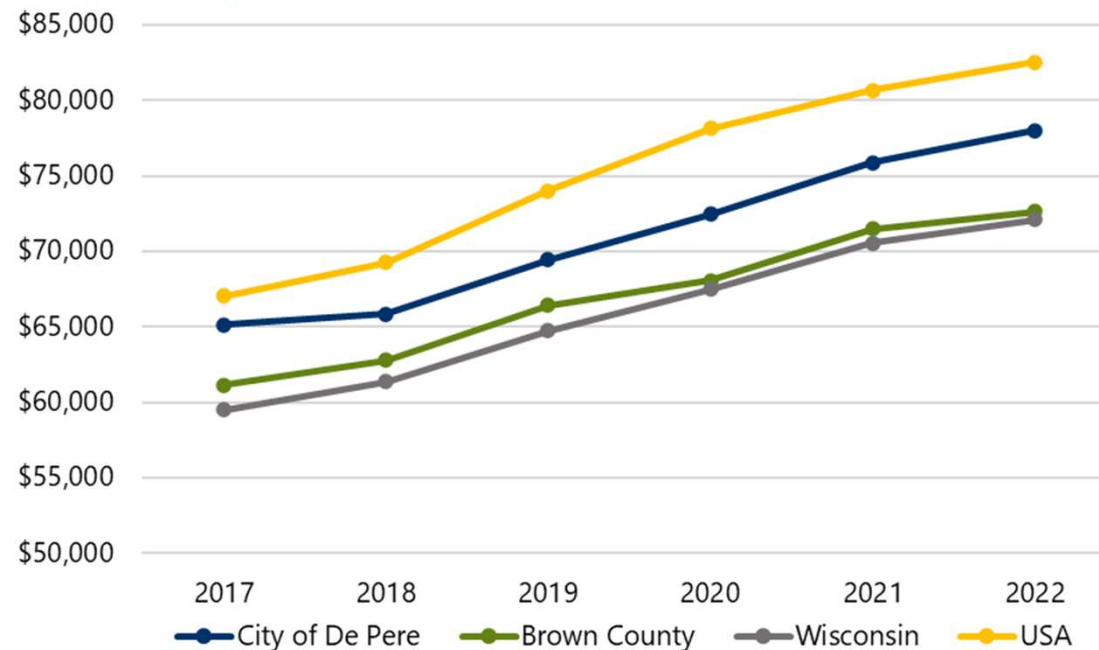
Source: Lightcast

Average Earnings in De Pere were $75,990 in 2022.

The city's earnings were higher each year over the last five years than those at the county and state levels but lower than those of the nation.

Since 2017, earnings have increased year over year across all geographies. However, the city's growth (+19.8%) has been slightly lower than that of the state (+21.2%) and nation (23.1%).

INDUSTRY TOTALS CITY OF DE PERE

The largest industries by jobs in De Pere were Manufacturing (5,117) and Finance and Insurance (3,555).
De Pere's most concentrated industries are Management of Companies (4.73) and Finance & Insurance (3.19).

City of De Pere, Industry Table, 2 Digit NAICS

NAICS	Description	2018 Jobs	2023 Jobs	2018 - 2023 Change	2018 - 2023 % Change	2023 Average Earnings Per Job	2023 Employment Concentration
11	Agriculture, Forestry, Fishing and Hunting	78	82	3	4%	$49,667	0.26
21	Mining, Quarrying, and Oil and Gas Extraction	28	28	-1	-3%	$124,129	0.29
22	Utilities	162	154	-8	-5%	$167,104	1.69
23	Construction	1,408	1,755	347	25%	$85,285	1.13
31	Manufacturing	4,352	5,177	825	19%	$82,437	2.47
42	Wholesale Trade	1,281	1,366	85	7%	$88,634	1.39
44	Retail Trade	1,689	1,684	-5	0%	$39,716	0.65
48	Transportation and Warehousing	2,131	2,288	157	7%	$78,136	1.93
51	Information	406	425	19	5%	$83,493	0.82
52	Finance and Insurance	3,618	3,555	-63	-2%	$100,947	3.19
53	Real Estate and Rental and Leasing	287	322	35	12%	$67,666	0.67
54	Professional, Scientific, and Technical Services	1,425	1,560	135	9%	$101,261	0.81
55	Management of Companies and Enterprises	1,659	1,906	247	15%	$118,483	4.73
56	Administrative and Support and Waste Management and Remediation Services	563	613	50	9%	$50,149	0.37
61	Educational Services	764	1,367	603	79%	$38,574	2.08
62	Health Care and Social Assistance	2,089	2,476	387	19%	$70,440	0.71
71	Arts, Entertainment, and Recreation	237	361	124	52%	$84,563	0.76
72	Accommodation and Food Services	1,453	1,590	138	9%	$24,687	0.71
81	Other Services (except Public Administration)	477	426	-51	-11%	$28,744	0.32
90	Government	67	<10	Insf. Data	Insf. Data	Insf. Data	0.00
	Total	**24,174**	**27,140**	**2,966**	**12%**	**$77,990**	

Source: Lightcast

Employment Concentration refers to how concentrated the city is in a particular industry compared to the national average. The national average is 1.0, meaning an employment concentration higher than one implies De Pere is more concentrated in the industry than the nation, and an employment concentration less than 1 implies De Pere is less concentrated in that industry than the nation.

INDUSTRY TOTALS BROWN COUNTY

Brown County Industry Table, 2 Digit NAICS

NAICS	Description	2018 Jobs	2023 Jobs	2018 - 2023 Change	2018 - 2023 % Change	2023 Average Earnings Per Job	2023 Employment Concentration
11	Agriculture, Forestry, Fishing and Hunting	1,811	1,713	-98	-5%	$50,273	0.86
21	Mining, Quarrying, and Oil and Gas Extraction	76	85	9	12%	$124,123	0.15
22	Utilities	577	544	-34	-6%	$174,122	0.96
23	Construction	8,378	8,587	210	3%	$83,953	0.88
31	Manufacturing	27,382	28,432	1,050	4%	$80,582	2.17
42	Wholesale Trade	7,821	8,125	304	4%	$91,179	1.32
44	Retail Trade	16,269	16,393	124	1%	$42,362	1.02
48	Transportation and Warehousing	7,757	8,241	484	6%	$77,723	1.11
51	Information	1,651	1,552	-99	-6%	$81,865	0.48
52	Finance and Insurance	10,825	8,766	-2,059	-19%	$101,921	1.26
53	Real Estate and Rental and Leasing	1,663	1,638	-25	-2%	$65,273	0.55
54	Professional, Scientific, and Technical Services	7,015	7,241	226	3%	$95,215	0.60
55	Management of Companies and Enterprises	5,951	5,119	-831	-14%	$118,894	2.03
56	Administrative and Support and Waste Management and Remediation Services	6,880	6,675	-205	-3%	$46,731	0.64
61	Educational Services	2,098	2,852	754	36%	$35,393	0.69
62	Health Care and Social Assistance	23,442	23,863	421	2%	$77,878	1.09
71	Arts, Entertainment, and Recreation	3,345	3,313	-32	-1%	$129,139	1.12
72	Accommodation and Food Services	12,424	12,240	-183	-1%	$25,037	0.87
81	Other Services (except Public Administration)	6,730	5,840	-890	-13%	$37,410	0.70
90	Government	19,033	18,476	-557	-3%	$75,791	0.76
	Total	**171,128**	**169,696**	**-1,432**	**-1%**	**$72,654**	

Source: Lightcast

Similar to De Pere, in Brown County, the largest industry was Manufacturing (28,432), and Management of Companies was also a heavily concentrated industry (2.03)

While Finance and Insurance jobs were high and concentrated in De Pere, their impact was lower at the County level.

TOP 20 DETAILED INDUSTRIES CITY OF DE PERE

City of De Pere, Top 20 Detailed Industries by Job Growth, 6-Digit NAICS

NAICS	Description	2018 Jobs	2023 Jobs	2018 - 2023 Change	2018 - 2023 % Change	2023 Average Earnings Per Job	2023 Employment Concentration
611310	Colleges, Universities, and Professional Schools	655	1,161	506	77%	$39,066	4.03
337110	Wood Kitchen Cabinet and Countertop Manufacturing	650	949	299	46%	$61,528	45.42
551114	Corporate, Subsidiary, and Regional Managing Offices	1,659	1,888	229	14%	$118,173	4.86
522110	Commercial Banking	705	887	182	26%	$102,949	4.00
323111	Commercial Printing (except Screen and Books)	875	1,038	163	19%	$75,146	23.45
541512	Computer Systems Design Services	111	269	159	143%	$91,009	1.39
484121	General Freight Trucking, Long-Distance, Truckload	911	1,065	154	17%	$88,576	9.60
238220	Plumbing, Heating, and Air-Conditioning Contractors	451	597	147	33%	$94,818	2.75
524210	Insurance Agencies and Brokerages	389	520	131	34%	$96,902	2.46
621111	Offices of Physicians (except Mental Health Specialists)	275	391	117	42%	$142,350	0.87
623220	Residential Mental Health and Substance Abuse Facilities	26	124	97	369%	$49,960	3.16
238210	Electrical Contractors and Other Wiring Installation Contractors	166	257	92	55%	$93,353	1.41
492110	Couriers and Express Delivery Services	221	311	89	40%	$50,054	1.94
523150	Investment Banking and Securities Intermediation	96	170	74	77%	$232,355	2.33
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing	91	154	63	69%	$79,617	11.03
333248	All Other Industrial Machinery Manufacturing	179	241	62	34%	$95,382	21.18
722410	Drinking Places (Alcoholic Beverages)	180	239	59	33%	$20,125	3.54
517112	Wireless Telecommunications Carriers (except Satellite)	208	261	53	25%	$84,133	16.85
332322	Sheet Metal Work Manufacturing	61	113	51	83%	$82,074	6.07
624190	Other Individual and Family Services	48	97	49	101%	$56,095	1.10

Source: Lightcast

The largest growth industries by 6-digit NAICS in the City of De Pere were colleges, universities, and professional schools (+506 jobs), wood kitchen cabinets, and countertop manufacturing (+299 jobs).

In general, the industry with the most detailed industries experiencing high growth is the Manufacturing Industry.

TOP 20 DETAILED INDUSTRIES BROWN COUNTY

Brown County, Top 20 Detailed Industries by Job Growth, 6-Digit NAICS

NAICS	Description	2018 Jobs	2023 Jobs	2018 - 2023 Change	2018 - 2023 % Change	2023 Average Earnings Per Job	2023 Employment Concentration
611310	Colleges, Universities, and Professional Schools	928	1,641	713	77%	$37,576	0.91
311611	Animal (except Poultry) Slaughtering	2,275	2,904	629	28%	$72,546	19.57
541512	Computer Systems Design Services	512	1,127	615	120%	$90,914	0.93
311513	Cheese Manufacturing	1,154	1,768	614	53%	$92,886	29.27
621111	Offices of Physicians (except Mental Health Specialists)	2,989	3,372	383	13%	$142,609	1.19
622110	General Medical and Surgical Hospitals	8,382	8,737	355	4%	$88,424	1.81
722515	Snack and Nonalcoholic Beverage Bars	392	707	315	80%	$21,670	0.75
484121	General Freight Trucking, Long-Distance, Truckload	2,824	3,109	285	10%	$89,672	4.48
337110	Wood Kitchen Cabinet and Countertop Manufacturing	856	1,135	279	33%	$61,610	8.69
332322	Sheet Metal Work Manufacturing	788	1,012	224	28%	$81,383	8.73
445110	Supermarkets and Other Grocery (except Convenience) Stores	2,448	2,665	216	9%	$31,032	1.02
492110	Couriers and Express Delivery Services	519	732	212	41%	$49,510	0.73
322212	Folding Paperboard Box Manufacturing	82	293	211	256%	$80,674	10.02
624190	Other Individual and Family Services	336	540	203	61%	$56,602	0.98
621330	Offices of Mental Health Practitioners (except Physicians)	215	418	203	94%	$44,851	1.75
238210	Electrical Contractors and Other Wiring Installation Contractors	1,047	1,243	196	19%	$93,298	1.09
457110	Gasoline Stations with Convenience Stores	1,122	1,315	193	17%	$31,512	1.48
623220	Residential Mental Health and Substance Abuse Facilities	66	251	185	280%	$50,181	1.03
311812	Commercial Bakeries	118	285	167	141%	$73,847	1.96
455211	Warehouse Clubs and Supercenters	1,635	1,799	163	10%	$38,273	1.12

Source: Lightcast

The growth in Brown County for Colleges, Universities, and Professional Schools (+713 jobs) and Wood Kitchen Cabinet and Countertop Manufacturing (+279) was heavily driven by the increase in the City of De Pere.

SELF-EMPLOYMENT CITY OF DE PERE

City of De Pere, Self-Employment by 2 Digit NAICS

NAICS	Description	2018 Jobs	2023 Jobs	2018 - 2023 Change	2018 - 2023 % Change	2022 Average Earnings Per Job	2023 Employment Concentration
11	Agriculture, Forestry, Fishing and Hunting	40	31	-9	-22%	$51,673	0.64
21	Mining, Quarrying, and Oil and Gas Extraction	<10	<10	Insf. Data	Insf. Data	Insf. Data	1.16
22	Utilities	0	0	0	Insf. Data	$0	0.08
23	Construction	165	189	23	14%	$49,964	1.10
31	Manufacturing	62	65	4	6%	$55,232	2.27
42	Wholesale Trade	11	13	2	14%	$47,670	1.12
44	Retail Trade	34	45	11	33%	$42,027	0.65
48	Transportation and Warehousing	42	54	12	28%	$67,449	0.78
51	Information	<10	<10	Insf. Data	Insf. Data	Insf. Data	0.52
52	Finance and Insurance	35	46	11	33%	$122,143	1.69
53	Real Estate and Rental and Leasing	52	60	8	15%	$88,783	1.14
54	Professional, Scientific, and Technical Services	103	99	-5	-4%	$68,667	0.75
55	Management of Companies and Enterprises	0	0	0	0%	$0	0.00
56	Administrative and Support and Waste Management and Remediation Services	143	170	27	19%	$27,153	1.80
61	Educational Services	14	15	1	4%	$20,956	0.51
62	Health Care and Social Assistance	65	62	-3	-5%	$55,144	0.74
71	Arts, Entertainment, and Recreation	43	58	15	35%	$26,901	1.15
72	Accommodation and Food Services	<10	11	Insf. Data	Insf. Data	$36,308	0.42
81	Other Services (except Public Administration)	141	138	-3	-2%	$31,851	0.91
90	Government	0	0	0	0%	$0	0.00
99	Unclassified Industry	0	0	0	0%	$0	0.00
	Total	**970**	**1,066**	**96**	**10%**	**$50,465**	

Source: Lightcast

The largest industries by self-employment in the city were Construction (189 jobs) and Administrative and Support and Waste Management and Remediation Services (170 jobs).

SELF-EMPLOYMENT BROWN COUNTY

Brown County, Self-Employed Jobs, 2 Digit NAICS

NAICS	Description	2018 Jobs	2023 Jobs	2018 - 2023 Change	2018 - 2023 % Change	2022 Average Earnings Per Job	2023 Employment Concentration
11	Agriculture, Forestry, Fishing and Hunting	784	611	-173	-22%	$51,344	1.91
21	Mining, Quarrying, and Oil and Gas Extraction	<10	<10	Insf. Data	Insf. Data	Insf. Data	0.55
22	Utilities	0	<10	Insf. Data	Insf. Data	Insf. Data	0.10
23	Construction	858	978	120	14%	$49,964	0.87
31	Manufacturing	221	315	94	43%	$55,532	1.66
42	Wholesale Trade	79	77	-2	-2%	$51,109	1.03
44	Retail Trade	484	595	111	23%	$38,545	1.31
48	Transportation and Warehousing	377	431	53	14%	$65,261	0.94
51	Information	70	66	-5	-7%	$42,207	0.56
52	Finance and Insurance	311	287	-24	-8%	$104,825	1.60
53	Real Estate and Rental and Leasing	272	314	42	15%	$87,118	0.91
54	Professional, Scientific, and Technical Services	651	667	17	3%	$71,224	0.77
55	Management of Companies and Enterprises	0	0	0	0%	$0	0.00
56	Administrative and Support and Waste Management and Remediation Services	516	632	117	23%	$27,461	1.02
61	Educational Services	135	134	-1	-1%	$19,682	0.72
62	Health Care and Social Assistance	480	469	-11	-2%	$52,655	0.85
71	Arts, Entertainment, and Recreation	236	288	52	22%	$27,508	0.87
72	Accommodation and Food Services	186	272	85	46%	$39,381	1.52
81	Other Services (except Public Administration)	822	860	39	5%	$33,220	0.87
90	Government	0	0	0	0%	$0	0.00
99	Unclassified Industry	0	0	0	0%	$0	0.00
	Total	**6,485**	**7,002**	**517**	**8%**	**$50,356**	

Source: Lightcast

The largest industries by self-employment in Brown county were Construction (98 jobs) and Administrative and Other Services (except Public Administration) (860 jobs).

OCCUPATION TOTALS CITY OF DE PERE

The largest occupations by job share in the City of De Pere were Office and Administrative Support (4,310) and Production (3,173). Healthcare Practitioners and Technical had a larger share of resident workers than jobs in the City, while Office and Administrative Support had a larger share of jobs than resident workers.

City of De Pere, Occuptation Table, 2 Digit SOC

SOC	Description	2023 Jobs	Share of Total Jobs	2023 Resident Workers	Share of Total Resident Workers	2023 Net Commuters	2023 Median Hourly Earnings
11-0000	Management	1,486	5.5%	1,294	5.1%	193	$52.24
13-0000	Business and Financial Operations	2,284	8.4%	1,693	6.7%	592	$32.81
15-0000	Computer and Mathematical	965	3.6%	716	2.8%	249	$39.65
17-0000	Architecture and Engineering	774	2.9%	480	1.9%	294	$34.74
19-0000	Life, Physical, and Social Science	116	0.4%	165	0.7%	-49	$30.30
21-0000	Community and Social Service	337	1.2%	400	1.6%	-63	$24.29
23-0000	Legal Occupations	75	0.3%	125	0.5%	-50	$35.29
25-0000	Educational Instruction and Library	741	2.7%	1,218	4.8%	-477	$28.58
27-0000	Arts, Design, Entertainment, Sports, and Media	526	1.9%	443	1.8%	83	$23.29
29-0000	Healthcare Practitioners and Technical	970	3.6%	1,647	6.5%	-678	$33.03
31-0000	Healthcare Support	800	2.9%	1,073	4.2%	-273	$17.29
33-0000	Protective Service	121	0.4%	353	1.4%	-232	$16.38
35-0000	Food Preparation and Serving Related	1,691	6.2%	1,726	6.8%	-36	$13.90
37-0000	Building and Grounds Cleaning and Maintenance	531	2.0%	716	2.8%	-185	$15.07
39-0000	Personal Care and Service	325	1.2%	517	2.0%	-192	$13.87
41-0000	Sales and Related	2,389	8.8%	2,214	8.8%	175	$22.27
43-0000	Office and Administrative Support	4,310	15.9%	3,314	13.1%	996	$19.48
45-0000	Farming, Fishing, and Forestry	37	0.1%	85	0.3%	-48	$14.79
47-0000	Construction and Extraction	1,251	4.6%	1,085	4.3%	166	$26.77
49-0000	Installation, Maintenance, and Repair	1,086	4.0%	1,020	4.0%	67	$26.76
51-0000	Production	3,173	11.7%	2,591	10.2%	582	$20.71
53-0000	Transportation and Material Moving	3,153	11.6%	2,359	9.3%	794	$21.52
	Total	**27,140**	**100%**	**25,282**	**100%**	**1,859**	

Source: Lightcast

DETAILED OCCUPATION TOTALS CITY OF DE PERE

The largest detailed occupations by job growth in the City of De Pere were Light Truck Drivers (+126) and General Operations Managers (+123).

City of De Pere, Top 20 Detailed Occupations by Job Growth, 5-Digit SOC

SOC	Description	2018 Jobs	2023 Jobs	2018 - 2023 Change	2018 - 2023 % Change	2022 Resident Workers	2022 Net Commuters	2023 Employment Concentration	Hourly Earnings	Annual Earnings
53-3033	Light Truck Drivers	234	360	126	54%	204	157	2.00	$21.54	$44,843
11-1021	General and Operations Managers	238	362	123	52%	300	62	0.63	$53.78	$135,914
13-1082	Project Management Specialists	101	224	123	122%	157	67	1.55	$39.95	$90,425
25-1099	Postsecondary Teachers	288	408	120	42%	216	191	1.42	$36.92	$81,333
31-1128	Home Health and Personal Care Aides	285	388	104	36%	542	-154	0.59	$13.99	$30,194
13-1199	Business Operations Specialists, All Other	47	129	83	177%	116	14	0.68	$28.98	$67,402
13-2011	Accountants and Auditors	218	300	82	38%	248	52	1.17	$32.23	$75,860
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	537	612	75	14%	516	97	1.28	$17.89	$39,109
53-7065	Stockers and Order Fillers	257	330	73	28%	364	-35	0.72	$14.91	$32,678
51-7011	Cabinetmakers and Bench Carpenters	189	260	71	37%	55	205	15.63	$19.46	$42,435
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	88	151	63	71%	133	18	1.14	$36.45	$75,351
51-2098	Miscellaneous Assemblers and Fabricators	282	342	60	21%	251	92	1.45	$17.78	$37,984
47-2111	Electricians	102	161	59	58%	120	40	1.25	$30.61	$64,132
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	385	442	56	15%	360	82	2.02	$29.47	$69,188
35-2021	Food Preparation Workers	76	132	56	73%	153	-20	0.88	$13.69	$29,159
43-4131	Loan Interviewers and Clerks	94	150	55	58%	71	78	4.01	$20.31	$43,703
13-1071	Human Resources Specialists	127	181	54	42%	150	31	1.23	$29.81	$65,702
11-3031	Financial Managers	106	160	54	51%	104	56	1.24	$61.67	$142,608
49-9041	Industrial Machinery Mechanics	113	164	51	45%	145	19	2.48	$29.61	$61,013
51-1011	First-Line Supervisors of Production and Operating Workers	222	271	49	22%	203	68	2.47	$30.42	$66,553

Source: Lightcast

HOUSING INVENTORY & ANALYSIS

HOUSING UNIT TOTALS

Total Housing Units

| | Housing Units | | | | | Percent Change | | | |
Geography	2000	2010	2020	2023	2028	2000-2010	2010-2020	2020-2023	2023-2028
City of De Pere	8,173	9,722	10,305	10,523	10,670	19.0%	6.0%	2.1%	1.4%
Brown County	90,199	104,371	112,908	116,146	118,914	15.7%	8.2%	2.9%	2.4%
Wisconsin	2,321,144	2,624,358	2,727,726	2,776,757	2,816,860	13.1%	3.9%	1.8%	1.4%
USA	115,904,641	131,704,730	140,498,736	144,063,309	147,336,052	13.6%	6.7%	2.5%	2.3%

Source: Esri

Percent Change in Housing Units

City of De Pere
- 19.0%
- 6.0%
- 2.1%
- 1.4%

Brown County
- 15.7%
- 8.2%
- 2.9%
- 2.4%

Wisconsin
- 13.1%
- 3.9%
- 1.8%
- 1.4%

USA
- 13.6%
- 6.7%
- 2.5%
- 2.3%

■ 2000-2010
■ 2010-2020
■ 2020-2023
■ 2023-2028

0.0% 2.5% 5.0% 7.5% 10.0% 12.5% 15.0% 17.5% 20.0%
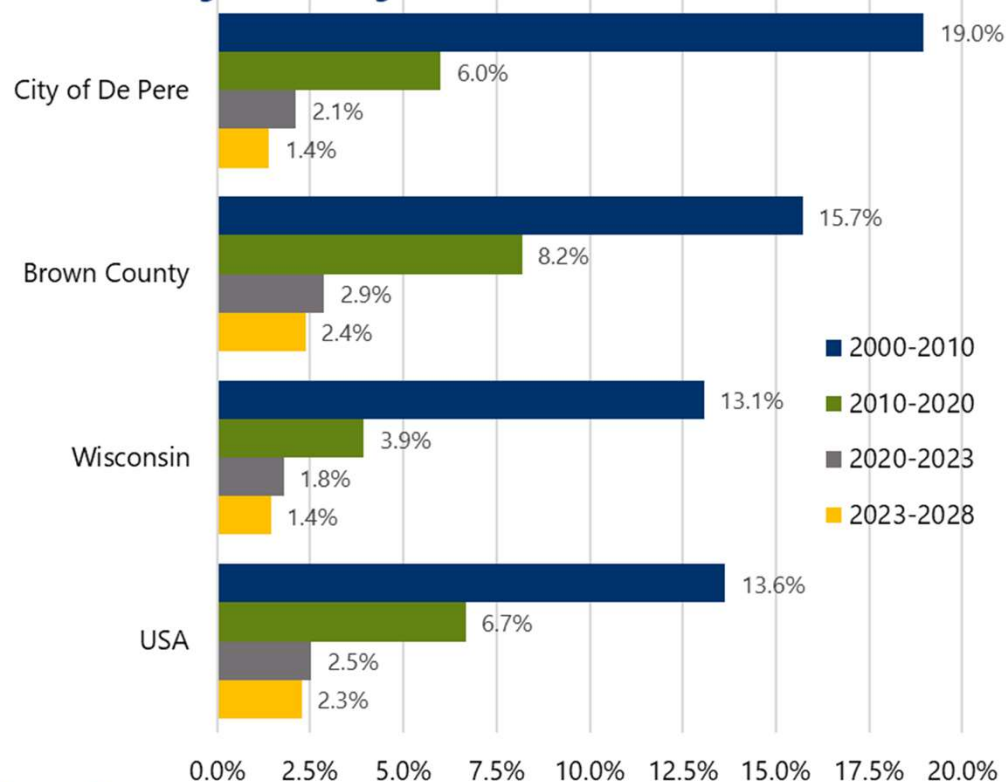
Source: Esri

The City of De Pere had 10,523 total housing units in 2023.

Growth across geographies from 2000 to 2010 was significantly higher than in the next decade, from 2010 to 2020.

The city's housing units increased from 2000 to 2010, 2010 to 2020, and 2020 to 2023, but growth slightly underperformed the county and national growth rates.

The city's housing units are projected to increase again by 1.4% from 2023 to 2028, a rate again lower than the county and national levels.

POPULATION VS HOUSING UNITS

Households and Housing Units increased from 2000 to 2023, and units are projected to increase while households are projected to fall by 2028.

Vacant units and vacancy rates increased from 2000 to 2010 but have fallen since then and are projected to continue to fall through 2028.

City of De Pere, Population vs Housing Units

	Count					Change			
	2000	2010	2020	2023	2028	2000-2010	2010-2020	2020-2023	2023-2028
Population	21,111	23,673	25,410	25,766	25,924	2,562	1,737	356	158
Households	7,917	9,247	9,972	10,192	10,358	1,330	725	220	166
Housing Units	8,173	9,722	10,305	10,523	10,670	1,549	583	218	147
Vacant Units	256	475	333	331	312	219	-142	-2	-19
Vacancy Rate	3.1%	4.9%	3.2%	3.1%	2.9%	1.8%	-1.7%	-0.1%	-0.2%

Source: Esri

HOUSING TENURE

Housing Units Overview, 2022

Geography	Owner-Occupied		Renter-Occupied		Seasonal Vacant		Other Vacant		Total Housing Units	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
City of De Pere	6,542	62%	3,557	34%	104	1%	316	3%	10,519	100%
Brown County	70,623	62%	38,473	34%	935	1%	3,168	3%	113,199	100%
Wisconsin	1,641,590	60%	783,898	29%	178,711	7%	130,312	5%	2,734,511	100%
USA	125,736,353	68%	44,238,593	24%	4,959,188	3%	10,248,072	6%	185,182,206	100%

Source: ACS 2022 5-year Estimates

Housing Units by Type, 2022
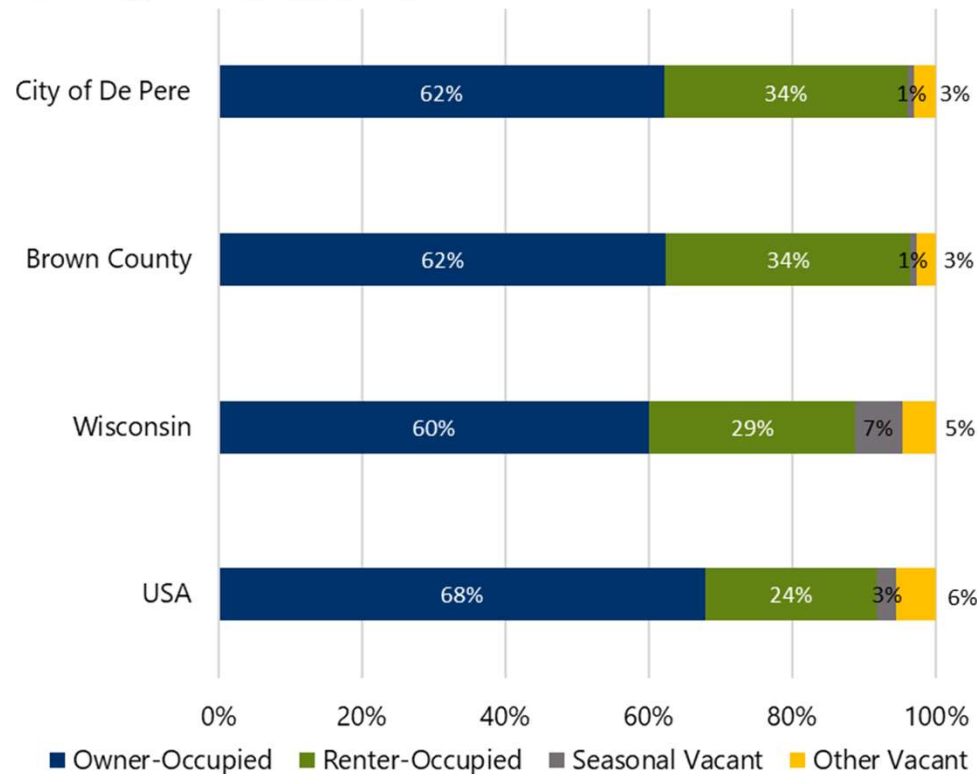
Source: ACS 2022 5-year estimates

The owner-occupied share of units in the City of De Pere is the same as the county, higher than the state, and lower than the nation.

Seasonal homes do not dominate vacant units. Units are predominately vacant for reasons outside seasonality for all geographies.

HOUSING VACANCY

In 2021, the total number of vacant units in the City of De Pere was 420, with 25% of them seasonally vacant. In Brown County, 4,103 units are vacant, with 23% of them seasonally vacant.

20% of the city's vacant units were sold, not occupied, while this share was only 5% for the county.

In the city, 75% of vacant units are vacant for a reason outside of seasonality, and in the county, 77%.

Vacancy Status, 2022

Vacancy	City of De Pere		Brown County	
	Count	**Share**	**Count**	**Share**
Total Vacant Units	**420**	**100%**	**4,103**	**100%**
For rent	0	0%	1,164	28%
Rented, not occupied	0	0%	140	3%
For sale only	48	11%	283	7%
Sold, not occupied	85	20%	206	5%
For migrant workers	0	0%	0	0%
Other vacant	183	44%	1,375	34%
For seasonal, recreational, or occasional use	104	25%	935	23%
Vacant for reasons other than seasonality	316	75%	3,168	77%

Source: ACS 2022 5-year Estimates

HOUSING UNITS IN STRUCTURE

64% of structures in the City of De Pere were 1-unit detached units (64% for the county).

8% of the City of De Pere housing structures were 20 or more units (7% for the county).

Housing Units by Units in Structure, 2022

Structure	City of De Pere		Brown County	
	Count	Share	Count	Share
1-unit, detached	6,778	64%	72,251	64%
1-unit, attached	1,037	10%	7,203	6%
2 units	544	5%	6,217	5%
3 or 4 units	178	2%	3,444	3%
5 to 9 units	792	8%	9,124	8%
10 to 19 units	371	4%	5,858	5%
20 to 49 units	312	3%	3,608	3%
50 or more units	482	5%	4,045	4%
Mobile home	25	0%	1,416	1%
Boat, RV, van, etc.	0	0%	33	0%
Total	**10,519**	**100%**	**113,199**	**100%**

Source: ACS 2022 5-year Estimates

HOUSING YEAR BUILT

The median year built in the City of De Pere was 1984, slightly younger than the county (1980).

21% of housing units were built before 1950 in the city, and 24% in the county.

Housing Units by Year Structure Built

Year Built	City of De Pere		Brown County	
	Count	**Share**	**Count**	**Share**
2020 or Later	207	2%	590	1%
2010-2019	590	6%	9,691	9%
2000-2009	1,784	17%	14,693	13%
1990-1999	1,952	18%	18,207	16%
1980-1989	1,658	15%	13,542	12%
1970-1979	1,247	12%	18,303	16%
1960-1969	1,061	10%	11,525	10%
1950-1959	919	9%	10,879	10%
1940-1949	199	2%	4,284	4%
1939 or Earlier	1,109	10%	11,485	10%
Total	**10,726**	**100%**	**113,199**	**100%**
Median Year Built	**1984**		**1980**	

Source: ACS 2022 5-year Estimates and City of De Pere, WI

HOME VALUE

Home Value, 2023

Legend:
- $1,000,000 or More
- $500,000-$999,999
- $300,000-$499,999
- $200,000-$299,999
- $150,000-$199,999
- $100,000-$149,999
- $50,000-$99,999
- less than $50,000
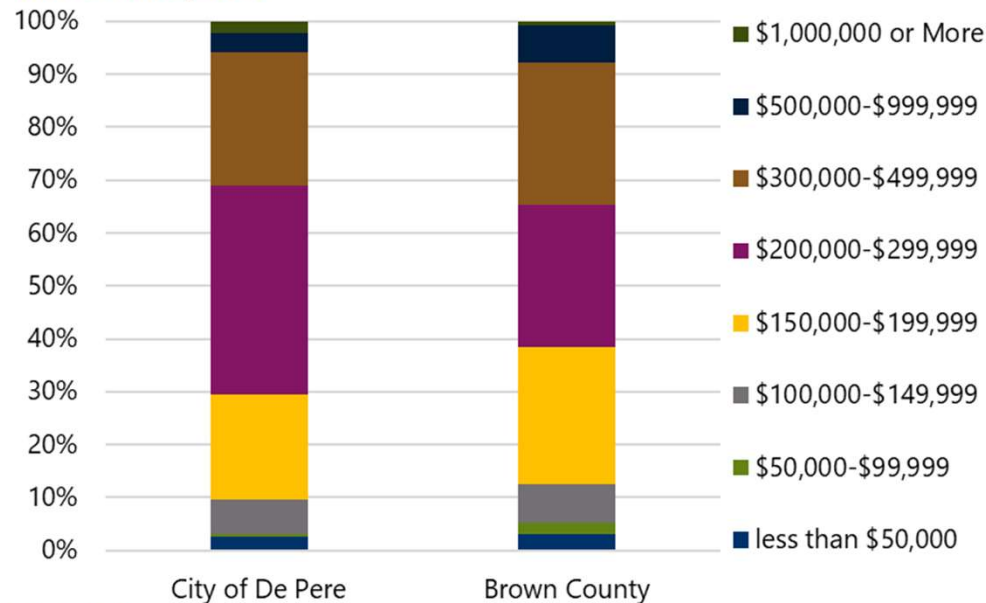
Source: Esri

Median Home Value, 2023

City of De Pere	$254,462
Brown County	$268,671
Wisconsin	$257,423
USA	$308,943
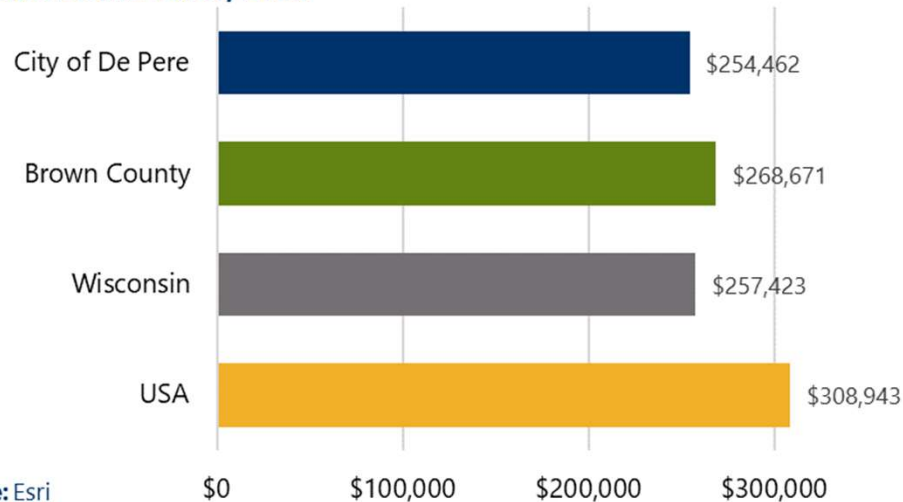
Source: Esri

Home values are self-reported by Census respondents and reflect homeowners' perceived values.

The Median Home Value was $254,462 in the city, lower than the county and nation but higher than the state.

The largest share, 40%, of homes are valued between $200,000 and $299,000.

30% of homes are valued under $200,000 in the City of De Pere.

GROSS RENT

Gross Rent, 2022

Legend:
- $3,000 or more
- $2,500 to $2,999
- $2,000 to $2,499
- $1,500 to $1,999
- $1,000 to $1,499
- $500 to $999
- Less than $500
- No rent paid

Categories: City of De Pere, Brown County
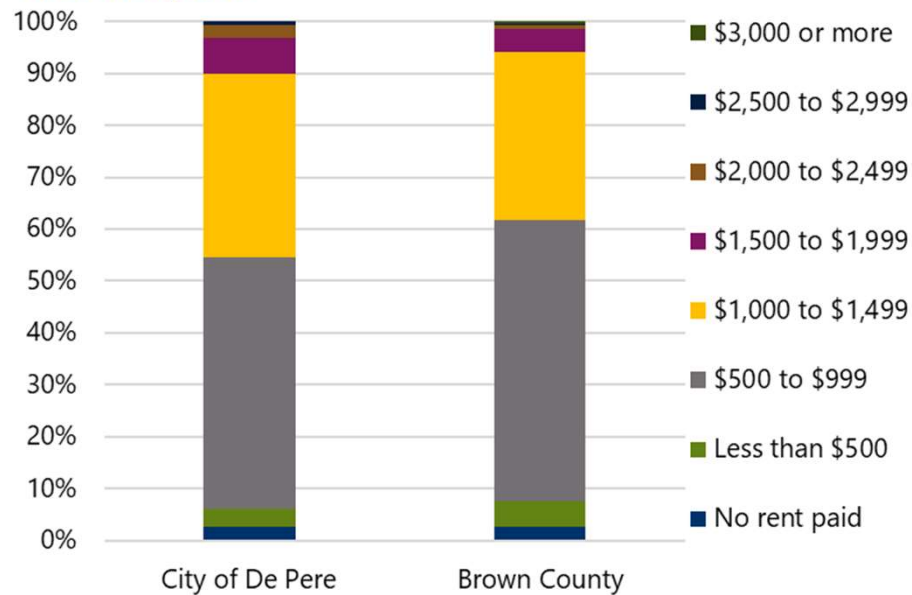
Source: ACS 2022 5-year estimates

Median Gross Rent, 2022

- City of De Pere: $979
- Brown County: $935
- Wisconsin: $992
- USA: $1,268

Source: ACS 2022 5-year estimates

Gross Rent is the monthly amount of rent plus the estimated average monthly cost of utilities (electricity, gas, water, and sewer) and fuel (oil, coal, kerosene, wood, etc.).

Median Gross Rent was $979 in the city, lower than the nation and state but higher than the county.

The largest share, 48%, of rentals are between $500 and $999.

Less than 5% of rentals are rented over $2,000 in the city.

HOUSING MOBILITY, CITY OF DE PERE

Approximately 37% of renters moved into their current unit in 2018 or sooner.

The average annual turnover for rental households in the City of De Pere is 250 units or approximately 7.0% annually.

The homeowner turnover rate is 3.5% in the City of De Pere.

City of De Pere Housing Mobility, 2022

Year Moved In	Renter Households		Owner Households	
	Count	Share	Count	Share
2021 or later	310	9%	242	5%
2018 to 2020	1,005	28%	721	19%
2010 to 2017	1,687	47%	1,804	13%
2000 to 2009	462	13%	1,585	28%
1990 to 1999	38	1%	980	15%
1989 or earlier	55	2%	1,210	20%
Total	**3,557**	**100%**	**6,542**	**100%**
Avg. Annual Turnover 2010-2022	**250**		**231**	
Avg. Annual Turnover 2010-2022 (%)		**7.0%**		**3.5%**

Source: ACS 2022 five-year estimates

HOUSING MOBILITY, BROWN COUNTY

Since 2018, approximately 42% of renters moved into their current unit.

The average annual turnover for rental households in Brown County is 2,773 units or approximately 7.2% annually.

The homeowner turnover rate is 3.7% in Brown County.

Brown County Housing Mobility, 2022

Year Moved In	Renter Households		Owner Households	
	Count	Share	Count	Share
2021 or later	3,343	9%	1,565	5%
2018 to 2020	12,806	33%	9,183	19%
2010 to 2017	17,131	45%	20,704	13%
2000 to 2009	3,572	9%	17,242	28%
1990 to 1999	808	2%	10,814	15%
1989 or earlier	813	2%	11,115	20%
Total	**38,473**	**100%**	**70,623**	**100%**
Avg. Annual Turnover 2010-2022	**2,773**		**2,621**	
Avg. Annual Turnover 2010-2022 (%)		**7.2%**		**3.7%**

Source: ACS 2022 five-year estimates

HOUSEHOLD INCOME LEVELS, CITY OF DE PERE

The distribution of renter and owner households by income bracket in the HMA was determined using the most recent US Census data and applied to the current Esri data.

This distribution is shown in the chart to the right and was used as a baseline for projecting future demand by housing tenure and income level.

Housing Tenure by Income Level, City of De Pere, 2023

Income Bracket	Total Households	Percent Owners	Owner Households	Percent Renters	Renter Households
less than $15,000	771	26%	203	74%	568
$15,000-$24,999	523	65%	339	35%	184
$25,000-$34,999	711	64%	453	36%	258
$35,000-$49,999	991	68%	675	32%	316
$50,000-$74,999	2,086	73%	1,513	27%	573
$75,000-$99,999	1,661	81%	1,352	19%	309
$100,000-$149,999	2,355	90%	2,111	10%	244
$150,000+	1,094	95%	1,042	5%	52
Total	**10,192**	**75%**	**7,687**	**25%**	**2,505**

Source: Esri, ACS 5-year estimates, 2022

HOUSEHOLD INCOME LEVELS, BROWN COUNTY

The distribution of renter and owner households by income bracket in the HMA was determined using the most recent US Census data and applied to the current Esri data.

This distribution is shown in the chart to the right and was used as a baseline for projecting future demand by housing tenure and income level.

Housing Tenure by Income Level, Brown County, 2023

Income Bracket	Total Households	Percent Owners	Owner Households	Percent Renters	Renter Households
less than $15,000	9,584	27%	2,601	73%	6,983
$15,000-$24,999	6,429	35%	2,247	65%	4,182
$25,000-$34,999	8,748	64%	5,572	36%	3,176
$35,000-$49,999	14,040	68%	9,560	32%	4,480
$50,000-$74,999	21,594	73%	15,658	27%	5,936
$75,000-$99,999	15,521	81%	12,634	19%	2,887
$100,000-$149,999	21,205	90%	19,008	10%	2,197
$150,000+	14,087	95%	13,418	5%	669
Total	**111,208**	**73%**	**80,698**	**27%**	**30,510**

Source: Esri, ACS 5-year estimates, 2022

MARKET CONDITIONS ASSESSMENT

CITY OF DE PERE HOUSING MARKET TRENDS

City of De Pere Single Family Housing Market Trends

Key Metrics	2023
Total Listings	221
Sell Price Volume	$74,906,721
List Price Volume	$73,847,694
Average Sell Price	$338,944
Average List Prices	$334,152
List to Sell Ratio	101%
Median Sell Price	$317,900
Median List Price	$309,900
Abosprtion: Avg Sales/Month	18
Months Supply of Inventory	3

Source: REALTORS Association of Northeast Wisconsin

From January 2023 to January 2024, there were 221 total listings in De Pere, with a median sale price of $317,900.

The graph shows the monthly market activity between new and sold listings since 2020. The chart indicated notable peaks in sales and listings during the summer months and lower activity in the winter.

More recently, listings and sales have declined, indicating a slowdown in the market.

Historical Market Activity
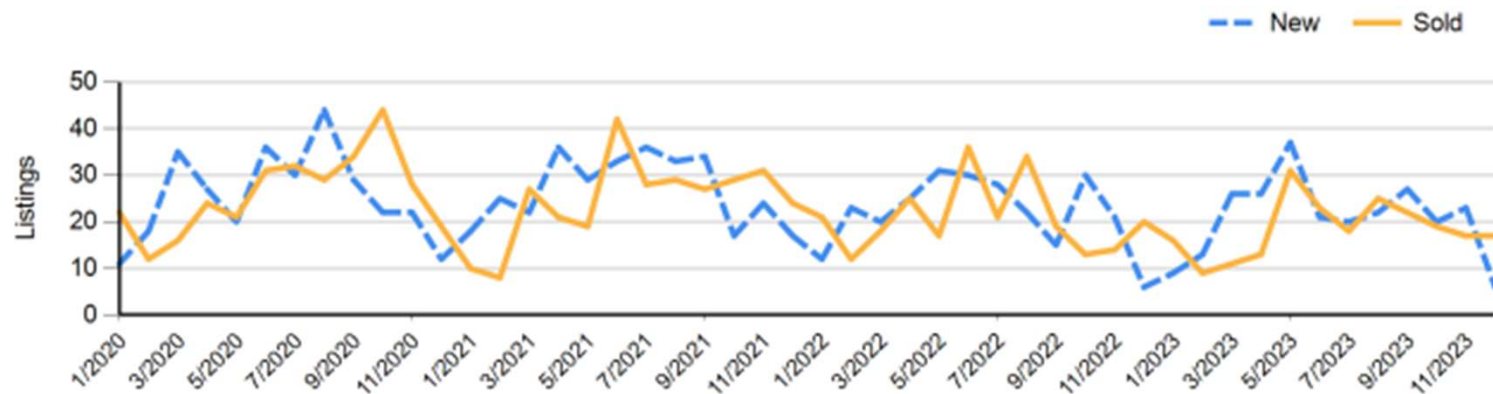
BROWN COUNTY HOUSING MARKET TRENDS

Brown County Single Family Housing Market Trends

Key Metrics	2023
Total Listings	2,236
Sell Price Volume	$783,574,892
List Price Volume	$771,189,638
Average Sell Price	$350,435
Average List Prices	$344,896
List to Sell Ratio	102%
Median Sell Price	$315,000
Median List Price	$299,900
Abosprtion: Avg Sales/Month	186
Months Supply of Inventory	3

Source: REALTORS Association of Northeast Wisconsin

The City of De Pere accounted for 10% of the total listings in Brown County (221 vs. 2,236). This share of listing activity mirrors that of the overall housing stock, in which De Pere also accounts for roughly 10% (10,519 vs. 113,199).

Median Sales and List Prices were higher in the city than at the county level in 2023.

Historical Market Activity
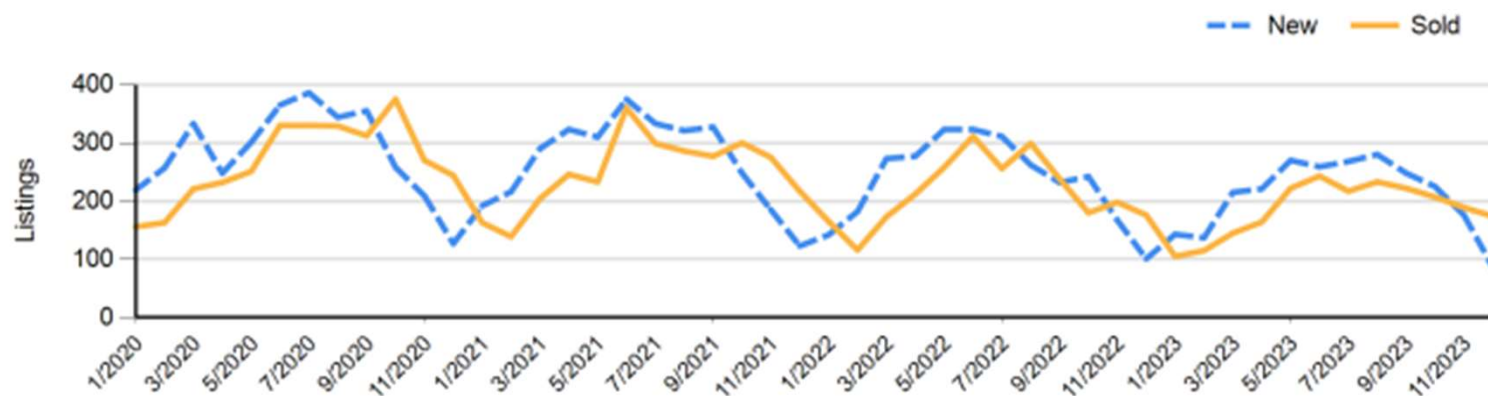
CITY OF DE PERE MULTIFAMILY PROPERTIES
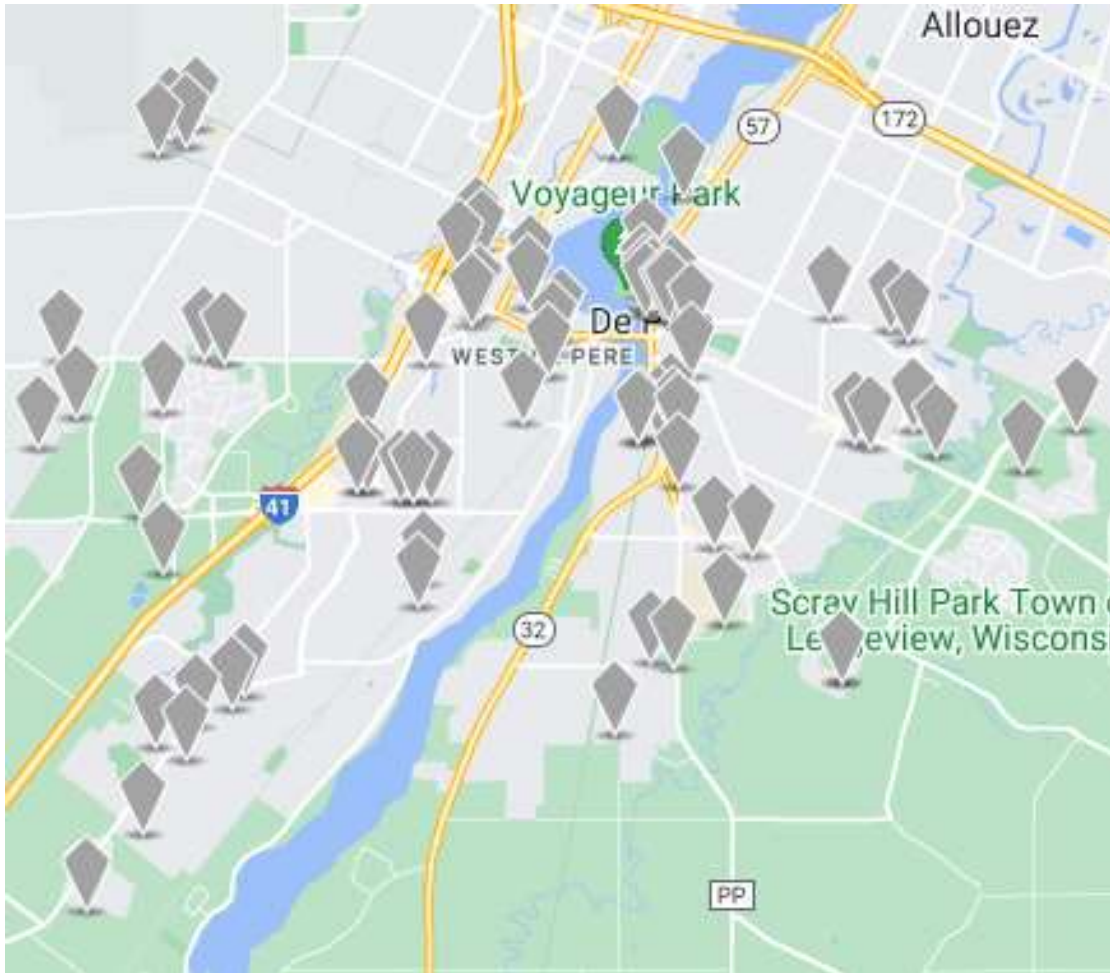
City of De Pere Multifamily Market Summary

Buildings	Units	Property Types	Average Unit Size	Range Year Built
75	4,823	Garden, Low-Rise, Mid-Rise, Townhouse, Other	64	1954-2022

Source: CoStar

Available multi-family properties in the City of De Pere are provided in the accompanying map.

Among the property listings, the largest share, 47%, are Garden Apartments, with 39% Low-Rise and less than 15% Mid-Rise, Townhouse, or Other.

The most recent development occurred in 2022, with four new buildings accounting for 178 units.

In the City of De Pere, there are 75 multifamily buildings with 4,823 units in total.

The average unit size is 64 units, with the earliest development being in 1954.

CITY OF DE PERE MULTIFAMILY RENTAL TRENDS

City of De Pere Multifamily Rental Inventory Trends
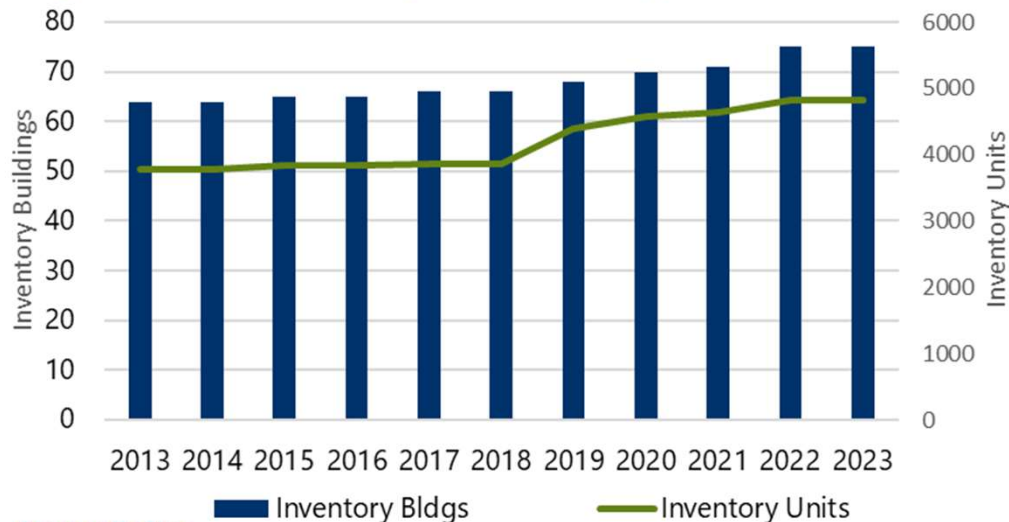
Source: CoStar

City of De Pere Multifamily Rental Rate Trends

Source: CoStar

Inventory has increased since 2013, with 11 buildings and 1,044 units added over the decade.

Properties built since 2013 include:

- 1380 Scheuring Rd, 2015, 60 Units
- 102 N Broadway, 2017, 28 Units
- 1299 Lear Ln, 2019 283 Units
- 3000 Quarry Park Dr, 2019, 250 Units
- 3030-3036 Ryan Rd, 2020, 56 Units
- 2205 Trellis Ridge Ln, 2020, 113 Units
- 1314-1334 Copilot way, 2021, 76 Units
- 525 N 10th St, 2022, 56 Units
- 1257 Brayden Ln, 2022, 90 Units
- 1749-1765 Garroman Dr, 2022 24 Units
- 295 Sabal Oak Dr, 2022 8 Units

Rents have been steadily increasing, from $803 in 2013 to $1,069 in 2023, a 33% increase.

BROWN COUNTY MULTIFAMILY RENTAL TRENDS

Brown County Multifamily Rental Inventory Trends

Source: CoStar

Brown County Multifamily Rental Rate Trends
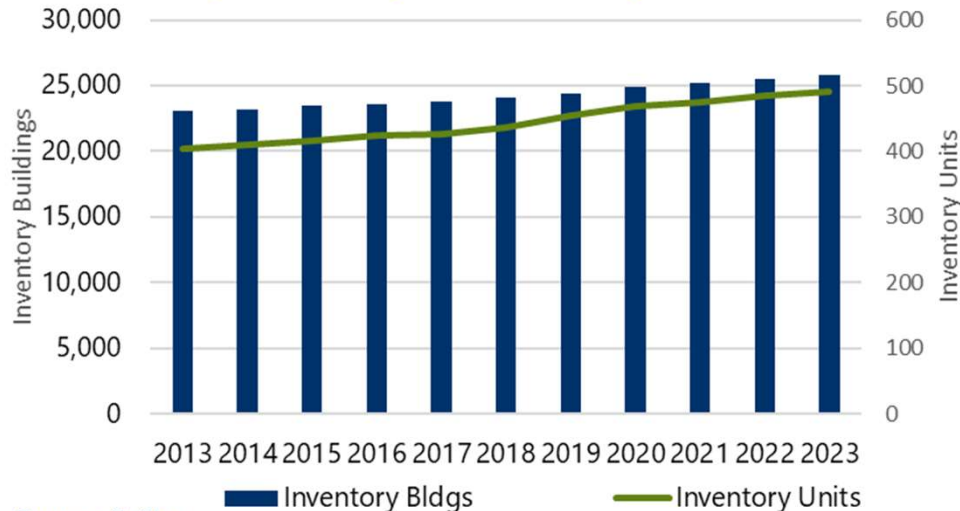
Source: CoStar

Inventory has increased since 2013, with 56 buildings and a total of 4,616 units added over the decade.

De Pere has accounted for roughly ¼ of the total units added over the decade.

Rents have been steadily increasing, from $793 in 2013 to $1,030 in 2023, a 30% increase.

Rent increases have been slightly higher in De Pere (33% vs. 30%).
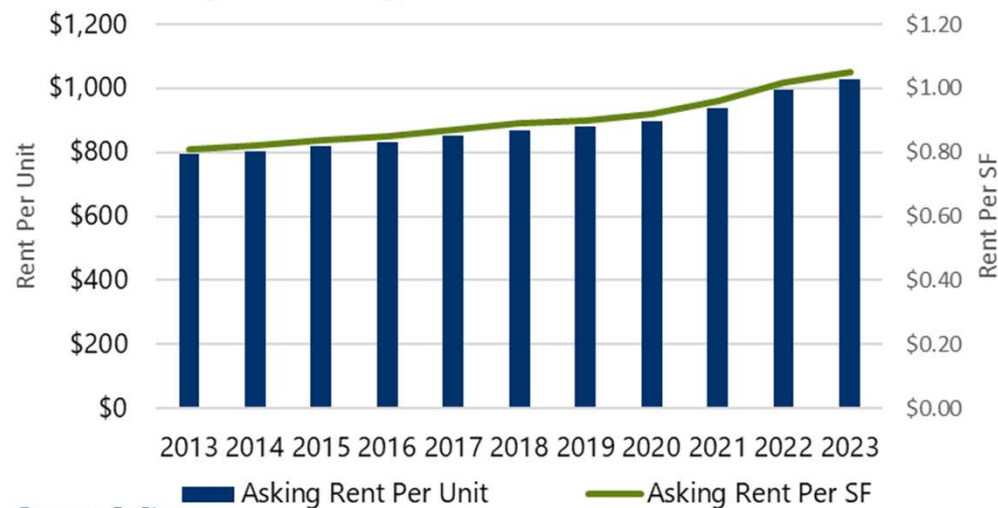
CITY OF DE PERE MULTIFAMILY RENTAL TREND

City of De Pere Multifamily Rental Vacancy
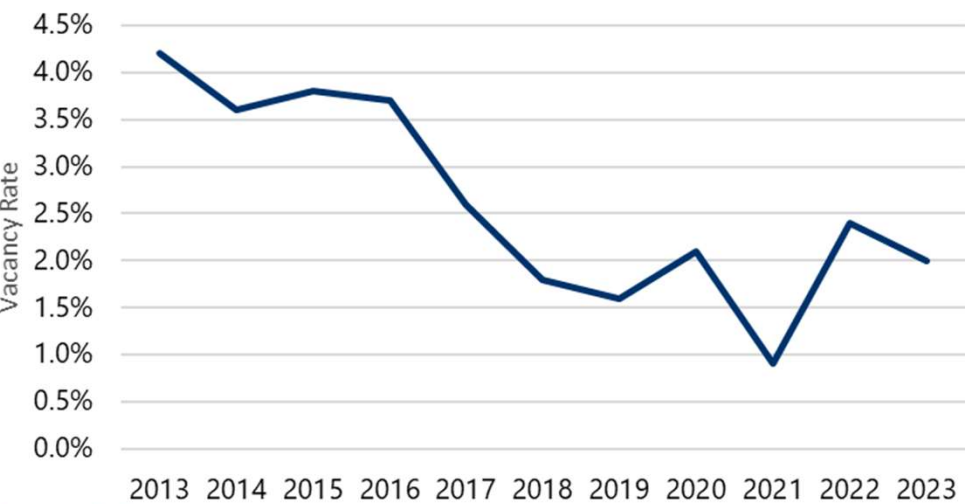
Source: CoStar

City of De Pere Multifamily Rental Absorption Units
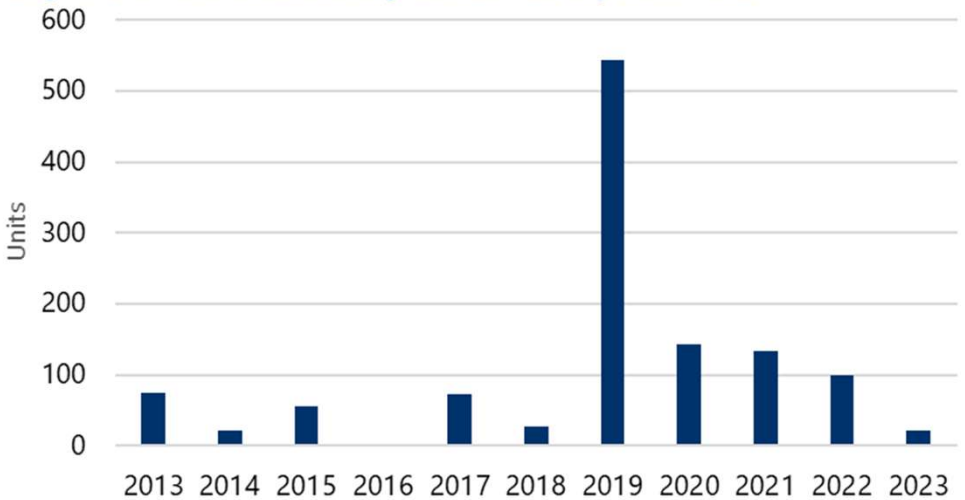
Source: CoStar

The current vacancy rate is relatively low at 2.0%. A vacancy rate below a healthy level of 5.0% is considered a strong and tight market. The vacancy rate has decreased since 2013 but is above the historic lows in 2021.

Absorption (a measure of the net change in occupied units each year) has fluctuated but remained positive on average over the past ten years (a positive average annual absorption rate of 108 units).

BROWN COUNTY AREA MULTIFAMILY RENTAL TRENDS

Brown County Multifamily Rental Vacancy

Source: CoStar

Brown County Multifamily Rental Absorption Units
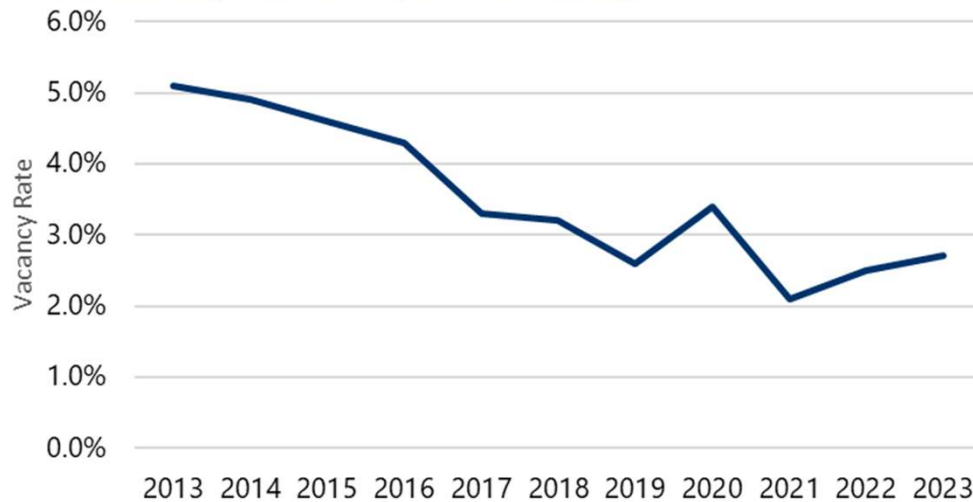
Source: CoStar

Similar to De Pere, the vacancy has decreased since 2013 overall in the county.

The current vacancy rate is relatively low at 2.7%. A vacancy rate below a healthy level of 5.0% is considered a strong and tight market.

Absorption (a measure of the net change in occupied units each year) has fluctuated but remained positive on average over the past ten years (a positive average annual absorption rate of 457 units).
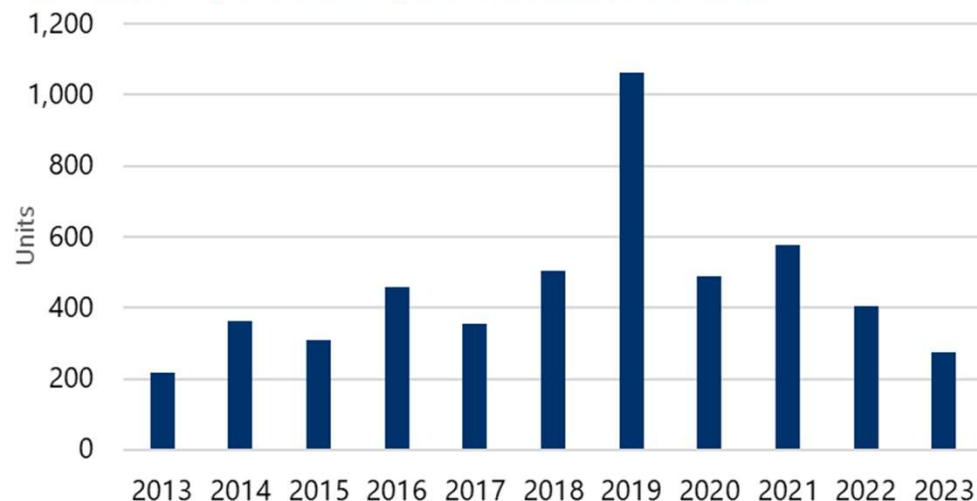
HOUSING NEEDS ANALYSIS

COST-BURDENED HOUSEHOLDS BY INCOME LEVEL

Cost Burdened Households by Income Level, 2022
(Households with Housing Costs at 30% or More of Household Income)

Household Income Level	City of De Pere		
	All Occupied	Owner Occupied	Renter Occupied
Less than $20,000	649	263	386
$20,000 to $34,999	667	368	299
$35,000 to $49,999	447	153	294
$50,000 to $74,999	297	230	67
$75,000 or more	101	85	16
Total	**2,161**	**1,099**	**1,062**
Total < $50,000	**1,763**	**784**	**979**
Average Percent of Income Spent on Housing	**23%**	**23%**	**24%**

Source: ACS 2022 5-year estimates

Share of Households by Income Level that are Cost Burdened, 2022

Household Income Level	City of De Pere		
	All Occupied	Owner Occupied	Renter Occupied
Less than $20,000	96%	90%	100%
$20,000 to $34,999	60%	51%	75%
$35,000 to $49,999	40%	29%	50%
$50,000 to $74,999	17%	22%	10%
$75,000 or more	2%	2%	1%
Total	**21%**	**17%**	**30%**
Total < $50,000	**18%**	**12%**	**28%**

Source: ACS 2022 5-year estimates

In 2022, 2,161 households were cost-burdened in the City of De Pere, or 21% of all households. This share is lower than the county (23%).

1,099 were owner households, and 1,062 were renter households, accounting for 17% and 30% of households. The county levels are 15% and 38%, respectively.

Cost-burdened households are skewed toward lower-income households (those with a household income under $35,000).

COST-BURDENED BY AGE

Cost Burdened Households by Age of Householder, 2022
(Households with Housing Costs at 30% or More of Household Income)

Age	City of De Pere		
	All Occupied	Owner Occupied	Renter Occupied
15 to 24 years	145	79	66
25 to 34 years	307	104	203
35 to 64 years	866	397	469
65 years or older	843	519	324
Total	**2,161**	**1,099**	**1,062**

Source: ACS 2022 5-year estimates

Share of Housholds by Age of Householder that are Cost Burdened, 2022

Age	City of De Pere		
	All Occupied	Owner Occupied	Renter Occupied
15 to 24 years	32%	50%	22%
25 to 34 years	18%	14%	22%
35 to 64 years	17%	11%	29%
65 years or older	31%	26%	44%
Total	**34%**	**38%**	**30%**

Source: ACS 2022 5-year estimates

The largest share of cost-burdened households are 15 to 24, with 32% of householders in that age bracket being cost-burdened, 50% of owner households, and 22% of renter households.

Senior households (65 years or older) also have a strong share of cost-burdened, with 44%of renters and 26% of owners.

UNDERHOUSED AND OVERCROWDED HOUSING

Underhoused Residents Aged 15-34, 2022

Living Arrangements	City of De Pere Count	City of De Pere Share	Brown County Count	Brown County Share
Total Households, Age 15-34	2,157	100%	23,357	100%
Living Alone	311	14%	6,254	27%
Married Couple	961	45%	7,856	34%
Other Family	459	21%	4,278	18%
Nonfamily	426	20%	4,969	21%
Total Living with Others (non-spouse)	**885**	**41%**	**9,247**	**40%**

Note: Data is Population not Households

Source: ACS 2022 5-year estimates

Overcrowded Households, 2022

Housing Units	City of De Pere	Brown County
Overcrowded Owner Occupied Units	36	921
Percent Overcrowded Owner Occupied Units	1%	1%
Overcrowded Renter Occupied Units	198	1,411
Percent Overcrowded Renter Occupied Units	3%	4%
Total Overcrowded Occupied Units	**234**	**2,332**
Percent Total Overcrowded Occupied Units	**2%**	**2%**

Note: Households with over 1 occupants per room

Source: ACS 2022 5-year estimates

41% of residents 15-34 are underhoused in the city, while 40% are underhoused in the county.

234 Units are overcrowded in the city, while 2,332 are overcrowded in Brown County.

Overcrowded units have more than 1 occupant per room. Underhoused residents are residents aged 18-34 living with other non-spouses who may prefer to live alone.

OBSOLETE AND SUBSTANDARD HOUSING

22 units are substandard in the City of De Pere compared to 1,406 units in Brown County. 29 units are obsolete (built before 1939) in De Pere, for a total of 303 at the county level.

Substandard Housing, 2022

	City of De Pere	Brown County
Total Occupied Housing Units	**10,099**	**109,096**
Units with complete plumbing	10,094	108,647
Units without complete plumbing	5	449
Percent without complete plumbing	0.05%	0.41%
Units with complete kitchen facilities	10,082	108,139
Units without complete kitchen facilities	17	957
Percent without complete kitchen facilities	0.17%	0.88%
Minimum Number of Substandard Units	**22**	**1,406**

Note: Includes Vacant Units

Source: ACS 2022 5-year estimates

Obsolete Housing, 2022

	City of De Pere	Brown County
Housing Units Built Prior to 1939	978	10,086
Estimated Percent Obsolete	3%	3%
Estimated Obsolete Units	**29**	**303**

Source: ACS 2022 5-year estimates

The US Census defines Substandard Housing as units without complete plumbing or kitchen facilities. Obsolete Housing is based on an industry-standard assumption that 3% of units built before 1939 are in need of rehabilitation and, as a result, are obsolete. Substandard and obsolete housing units are not mutually exclusive, as the same unit may be both obsolete and substandard.

DISPLACED COMMUTERS

Displaced commuters are individuals who work in the City of De Pere but, due to market conditions, live elsewhere.

89% of individuals who work in the City of De Pere live elsewhere, a rate higher than has been seen historically in De Pere.

Based on a rate more aligned with the historical share, an estimated 417 displaced commuter households account for 313 owner and 104 renter households.

Commuters Displaced out of City of De Pere

	City of De Pere Workers
Total Workers	15,991
Living within De Pere	1,702
Living Outside of De Pere	14,289
Percent Living Outside of De Pere	**89%**
Historical Percent (Average 2006-2020)	**87%**
Total Displaced Commuters	**417**
	Likely Residence
Owner Households	313
Renter Households	104
Total Displaced Commuters	**417**

Source: Census OnTheMap, ACS 2022 5-year Estimates, Camoin Associates

TOTAL CURRENT HOUSING NEED

Primary Measures of City of De Pere Current Housing Needs

	Total Occupied	Owner Occupied	Renter Occupied
Cost Burdened Households	2,161	1,099	1,062
Displaced Commuters	417	313	104
Total Primary Housing Need	**2,578**	**1,412**	**1,166**

Note: Displaced Commuters are individuals not households
Source: Camoin Associates

Primary Need totals 2,578 total households, accounting for 1,412 owner and 1,166 renter occupied households.

Additional Need totals 1,170 total households, accounting for 221 owner and 735 renter occupied households.

Additional Sources of Current Housing Need

	Total Occupied	Owner Occupied	Renter Occupied
Substandard Housing	22	17	6
Overcrowded Households	234	176	59
Obsolete Housing	29	22	7
Underhoused Residents (Aged 18-34)	885	221	664
Total Additional Need	**1,170**	**435**	**735**

Note: Underhoused Residents are individuals not households, categories are not mutually exclusive as the same household may be overcrowded and obsolete

Source: Camoin Associates

AREA MEDIAN INCOME (AMI) LEVELS FOR DE PERE

Total Households by Income Limits, De Pere, 2024

AMI Bracket	De Pere	
	Renter Households	Owner Households
Over 150% AMI	4%	35%
120% - 150% AMI	12%	19%
100% - 120% AMI	6%	11%
80% - 100% AMI	16%	9%
50% - 80% AMI	33%	15%
35% - 50% AMI	21%	4%
35% AMI and Under	8%	7%
Total	**100%**	**100%**

Source: American Community Survey 1-year Estimates Public Use Microdata Sample, Camoin Associates

To determine the affordable price points for the current household need, the share of renters and owners by AMI bracket, the income limits by AMI, and the number of persons in the family are provided.

These charts inform which AMI bracket the source of need values will fall into.

2024 HUD Income Limits, Green Bay Metro Area

AMI Bracket	Persons in Family							
	One Person	Two Person	Three Person	Four Person	Five Person	Six Person	Seven Person	Eight Person
150% AMI	$102,900	$117,600	$132,300	$147,000	$158,760	$170,520	$182,280	$194,040
120% AMI	$82,320	$94,080	$105,840	$117,600	$127,008	$136,416	$145,824	$155,232
100% AMI	$68,600	$78,400	$88,200	$98,000	$105,840	$113,680	$121,520	$129,360
Low (80% AMI)	$54,900	$62,750	$70,600	$78,400	$84,700	$90,950	$97,250	$103,500
Very Low (50% AMI)	$34,300	$39,200	$44,100	$49,000	$52,950	$56,850	$60,800	$64,700
Extremely Low	$20,600	$23,550	$26,500	$31,200	$36,580	$41,960	$47,340	$52,720

Source: US Department of Housing and Urban Development, Camoin Associates

COST-BURDENED HOUSING NEED

This table presents the distribution of total cost-burdened households by Area Median Income (AMI) in the City of De Pere. The US Department of Housing and Urban Development (HUD) defines cost-burdened households as spending over 30% of their income on housing costs.

Renters and Owners in the lowest income brackets ("35% AMI and Under" and "35% - 50% AMI") are heavily burdened.

Total Cost-Burdened Households by AMI

AMI Bracket	De Pere		
	Renter Households	Owner Households	Total Households
Over 150% AMI	2	41	43
120% - 150% AMI	5	22	27
100% - 120% AMI	3	13	15
80% - 100% AMI	11	62	73
50% - 80% AMI	58	328	387
35% - 50% AMI	570	258	829
35% AMI and Under	413	375	788
Total	**1,062**	**1,099**	**2,161**

Source: American Community Survey 1-year Estimates Public Use Microdata Sample, Camoin Associates

DISPLACED COMMUTERS' HOUSING NEED

This table outlines the needs of displaced commuter households in De Pere, categorized by their Area Median Income (AMI) levels. Displaced commuters are workers who live outside of the city they work in because there are no suitable housing options.

The below 35% AMI bracket shows the highest number of displaced households for both renters and owners combined, with a total of 109 households.

Displaced Commuters Households Need in De Pere, by AMI

AMI Bracket	Displaced Commuters		
	Renter Households	Owner Households	Total Households
Over 150% AMI	6	10	16
120% - 150% AMI	13	28	41
100% - 120% AMI	0	46	13
80% - 100% AMI	5	42	48
50% - 80% AMI	38	60	98
35% - 50% AMI	29	31	59
35% AMI and Under	13	96	109
Total	**104**	**313**	**417**

Source: American Community Survey 1-year Estimates Public Use Microdata Sample

ADDITIONAL SOURCES OF HOUSING NEED

This table details additional needs for De Pere households categorized by Area Median Income (AMI).

Among renters, the "35% AMI and Under" bracket has the highest additional needs, contrasting with the "50% - 80% AMI" brackets, which show the highest need for owners.

Additional Sources of De Pere Household Need by AMI

AMI Bracket	De Pere		
	Renter Households	Owner Households	Total Households
Over 150% AMI	32	151	184
120% - 150% AMI	87	82	170
100% - 120% AMI	43	48	91
80% - 100% AMI	118	39	157
50% - 80% AMI	243	64	307
35% - 50% AMI	153	19	172
35% AMI and Under	58	32	90
Total	**735**	**435**	**1,170**

Source: American Community Survey 1-year Estimates Public Use Microdata Sample, Camoin Associates

TOTAL CURRENT HOUSING NEED BY AMI AND PRICES

Primary Sources of Need: De Pere Household Affordable Price Points by AMI

AMI Bracket	Income Level (AMI Bracket 2-person Household)	Total Renter Housing Units Needed	Maximum Affordable Rent	Total Owner Housing Units Needed	Maximum Affordable Home
Over 150% AMI	$117,600+	8	$2,940+	50	$373,300+
150% AMI	$117,600	18	$2,940	50	$373,300
120% AMI	$94,080	3	$2,352	59	$298,900
100% AMI	$78,400	16	$1,960	105	$248,900
Low (80% AMI)	$62,750	96	$1,569	388	$198,900
Very Low (50% AMI)	$39,200	599	$980	289	$124,400
Extremely Low	$23,550	427	$589	471	$74,400

Note: Primary Sources of Need include: Cost-burdened and Displaced Workers.

Note: Max rent is based on 30% of income going towards rent, Max affordable home calculation is based on interest rates as of May 1, 2024 and a 10% down payment.

Source: US Department of Housing and Urban Development, Camoin Associates

Additional Sources of Need: De Pere Household Affordable Price Points by AMI

AMI Bracket	Income Level (AMI Bracket 2-person Household)	Total Renter Housing Units Needed	Maximum Affordable Rent	Total Owner Housing Units Needed	Maximum Affordable Home
Over 150% AMI	$117,600+	32	$2,940+	151	$373,300+
150% AMI	$117,600	87	$2,940	82	$373,300
120% AMI	$94,080	43	$2,352	48	$298,900
100% AMI	$78,400	118	$1,960	39	$248,900
Low (80% AMI)	$62,750	243	$1,569	64	$198,900
Very Low (50% AMI)	$39,200	153	$980	19	$124,400
Extremely Low	$23,550	58	$589	32	$74,400

Note: Additional Sources include Overcrowded, Underhoused and Substandard households.
Note: Max rent is based on 30% of income going towards rent, Max affordable home calculation is based on interest rates as of May 1, 2024 and a 10% down payment.

Source: US Department of Housing and Urban Development, Camoin Associates

The breakdown of cost-burdened and displaced commuters by AMI and the HUD income limits for affordable price points for the Primary Source of Need and Additional Sources of Need are provided.

The analysis reveals that over 1,026 rental units with rents at or below $980 and over 760 houses with prices at or below $124,400 are needed to bring people out of housing price-burdened conditions.

HOUSING AFFORDABILITY GAP - RENTERS

A rental unit priced at the median rate will cost the occupant approximately $11,748 annually in De Pere. Housing costs should not account for more than 30% of total income to maintain affordability. This implies that a household income of around $40,000 should comfortably afford a median-priced rental unit-an hourly wage rate of $20.

The median income in De Pere is $57,813, well over the level estimated to afford the median-priced unit.

By this measure, rental rates are relatively affordable in De Pere.

The Median Gross Monthly Rent in the table below represents the median of all rents in De Pere, regardless of the size of the apartment. These rental prices are self-reported by Census respondents and do not reflect currently advertised rents.

Rental Affordability Gap: Gross Rents and Median Income in De Pere - 2023

Median Gross Monthly Rent	$979
Annualized Rent	$11,748
Household Annual Income Threshold	$39,160
Hourly Wage Threshold (full-time)	$20.40
Median Renter Household Income	$57,813
Median Rent Share of Median Income	**20.3%**

Source: Camoin Associates, Esri, ACS 5-year estimates

HOUSING AFFORDABILITY GAP - OWNERSHIP

Home Affordability Gap: Housing Prices and Income Levels in De Pere

	City of De Pere
Income Gap	
Median Sale Price	$317,900
Down Payment of 10%	$31,790
Loan Amount	$286,110
Principal and Interest Payment	$2,005
Estimated Insurance/Taxes/Utilities Per Monthly Payment	$501
Total Monthly Payment	$2,507
Household Income Threshold	$100,260
Median Household Income	$75,151
Income Gap	**$25,109**
Home Price Gap	
Median Household Income	$75,151
Affordable Payment with Median Household Income	$1,879
Affordable Principal and Interest (excl. insurance and taxes)	$1,503
Affordable Home Price Based on Median Income	$238,900
Median Sale Price	$317,900
Home Price Affordability Gap	**$79,000**

Note: Home prices and payments assume 7.51% mortgage rate and 10% down payment

Source: Camoin Associates, Esri, REALTORS Association of Northeast Wisconsin, mortgagenewsdaily.com

The median price of a home in De Pere is $317,900. Monthly mortgage payments and expenses for a home priced at this level would reach approximately $2,500.

Holding monthly housing expenses to 30% of household income implies a minimum household income of around $100,260 annually to comfortably purchase a home at this price.

With a median household income in De Pere of $75,151, the typical household falls over $25,000 short of the needed income level.

Alternatively, a household with a median income level for the city could comfortably make monthly payments of $1,879. Applying this level of payment to a mortgage, a household could apply $1,503 monthly to a mortgage payment (after factoring out insurance, taxes, and utilities).

This level of payment would then be sufficient to purchase a home priced at $238,900 – around $79,000 below the median price of a home. On a search conducted on June 18, 2024, the City had 4 properties available for less than $238,900. Lower-price homes may come with costly but necessary renovations.

DEVELOPMENT COSTS COMPARISON

MUNICIPAL COSTS ON DEVELOPMENT COMPARISON

Camoin Associates solicited input on development costs from the surrounding municipalities of De Pere and compared them to the city's requirements to assess the impact on development.

Subdivision Development Analysis

Metric	De Pere	Bellevue	Green Bay	Howard	Lawrence	Ledgeview	Suamico
Street Construction							
Can a private developer build and dedicate the road to the municipality? (Y/N)	No	Yes - We have a Infrastructure Agreement and Letter of Credit/Performance Bond Requirement	Residential subdivisions can build and dedicate	No. We don't allow construction and then dedication.	Yes. Streets can be built by contractors, within the terms of a developer's agreement.	No.	Yes
Design Fees/Cost Explanation	20% of Construction	If Village is requested to do the design and construction/administrative management of the project estimate 3% - 6% of the cost for design depending on size and scale of the project and between 6% to 10% for the administration/management/inspection of the construction project based on size and scale of the project.	No	Our engineering fee is 16.75% of overall cost. We usually do all design, bidding, etc. in house.	The City [of De Pere] has an engineering department and charges their percentage to cover costs. The Town contracts with McMahon Associates and engineering costs are passed to the developer on a case by case basis.	20% (5% = Admin; 15% Engineering/Legal).	Based on estimated time of inspections

MUNICIPAL COSTS FOR DEVELOPMENT COMPARISON

Camoin Associates solicited input on development costs from the surrounding municipalities of De Pere and compared them to the city's requirements to assess the impact on development.

Subdivision Development Analysis							
	De Pere	Bellevue	Green Bay	Howard	Lawrence	Ledgeview	Suamico
Platting Fees to Developer							
	$300 (Fee + $68 per lot)	$200 Base Fee + $35/lot	$150 (Fee + $35 per lot/outlot)	$100 + $15/lot	No Response	$200 + $25/lot	$300
	$200	$100	$150	$75	No Response	$350	$200
	$375	$175	$250	$25	No Response	$350	$100 per lot, $200 min
Parkland Dedication Fee- In Lieu of Land	$300 SH/ $130 per MF Bd	$349 Parkland Dedication Fee at time of plat filing and $349 Park Improvement Fee at time of building permit (Total $698/lot)	$350	No Response	No Response	$1181/dwelling unit	$500
	None.	$5.20 / Linear Foot	1 tree per 50 lf of ROW ($100 each)	No Response	No Response	Actual cost/ Tree every 60', average is 6.67LF	No Response

MUNICIPAL COSTS FOR DEVELOPMENT COMPARISON

Subdivision Development Analysis								
Metric	**Household Size**	**De Pere**	**Bellevue**	**Green Bay**	**Howard**	**Lawrence**	**Ledgeview**	**Suamico**
Impact Fees or Fees to Home Owner/Builder								
Fire Protection Impact Fee	Single Household	None	$266	None	No Response	None	None	No Response
	1bd Multiunit - household	None	$133	None	No Response	None	None	No Response
	2bd Multiunit - household	None	$199	None	No Response	None	None	No Response
Park Impact Fee	Single Household	None	$698/unit	None	$1225/Single-Family Dwelling Unit	None	$420	Pak Response
	1bd Multiunit - household	None	$345/unit	None	$871/Multi-Family Dwelling Unit	None	$420	No Response
	2bd Multiunit - household	None	$524/unit	None	$871/Multi-Family Dwelling Unit	None	$420	No Response
Water Supply & Storage Impact Fee	Single Household	None	$191 (REC) 1/unit	None	$294/0.75" supply meter	None	None	No Response
	1bd Multiunit - household	None	$0.75 REC/unit	None	$294/0.75" supply meter	None	None	No Response
	2bd Multiunit - household	None	1 REC/unit	None	$15,288/8" supply meter	None	None	No Response
Law Enforcement Impact Fee	Single Household	None	$154	None	No Response	None	None	Lao Response
	1bd Multiunit - household	None	$77	None	No Response	None	None	No Response
	2bd Multiunit - household	None	$116	None	No Response	None	None	No Response
Transportation Impact Fee	Single Household	None	No Response	None	$667/Single-Family Dwelling Unit	None	$750	No Response
	1bd Multiunit - household	None	No Reponse	None	$474/Multi-Family Dwelling Unit	None	$581	No Response
	2bd Multiunit - household	None	No Response	None	$474/Multi-Family Dwelling Unit	None	$432	No Response

SURVEY RESULTS

Default Report

Explore the data behind your survey responses. Gain a better perspective of your survey data and uncover insights for further planning.

Visited
837

Started
498

Avg. Time to Complete
6m

Completed
498

Completion Rate
100.00%
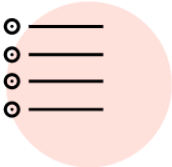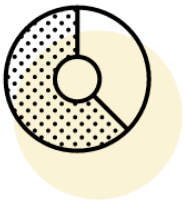
What is your current housing situation?

Select one.

Answered: **495**   Skipped: **3**
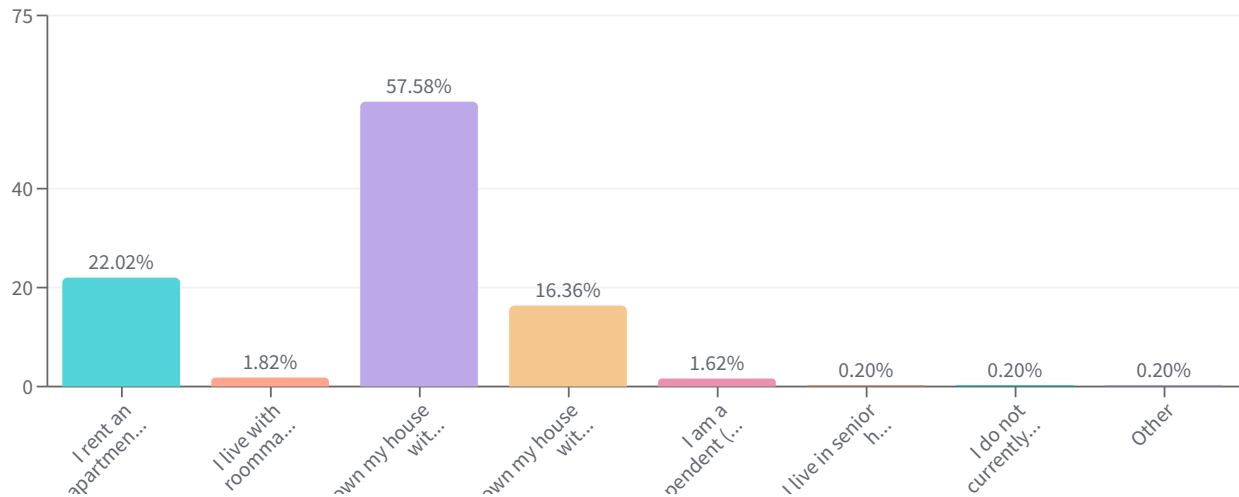
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
I rent an apartment or house.	109	22.02 %
I live with roommates or family and share costs.	9	1.82 %
I own my house with a mortgage.	285	57.58 %
I own my house without a mortgage.	81	16.36 %
I am a dependent (living with parents or caregivers who pay for my housing).	8	1.62 %
I live in senior housing or assisted living.	1	0.20 %
I do not currently have permanent housing.	1	0.20 %
Other	1	0.20 %

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Does your current housing situation meet your needs?

Answered: **495**   Skipped: **3**

Made with SurveySparrow
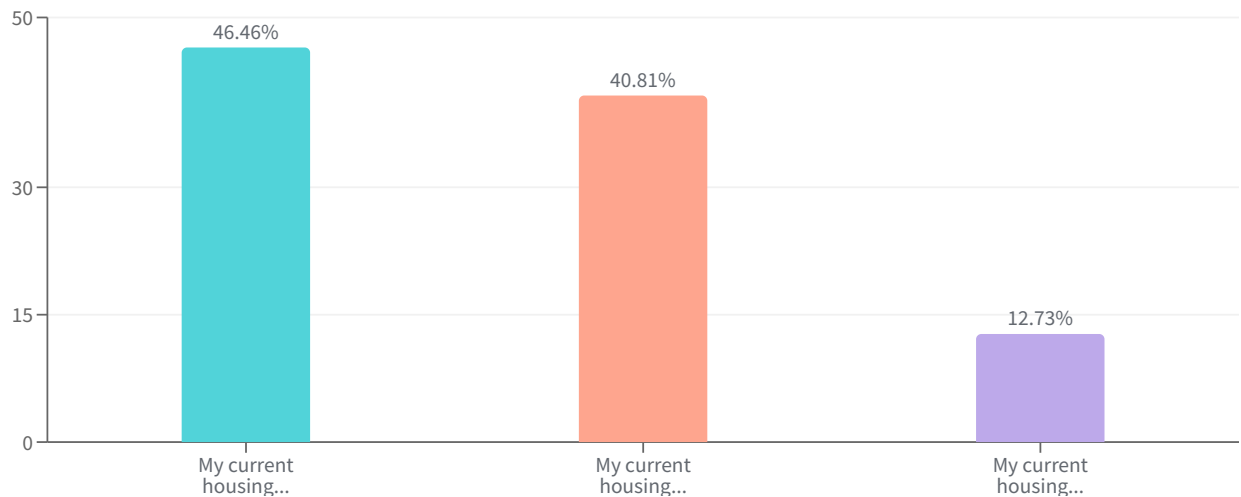
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
My current housing meets my needs today.	230	46.46 %
My current housing meets my anticipated needs for the next 10 years.	202	40.81 %
My current housing does NOT meet my needs today.	63	12.73 %

My current housing does NOT meet my needs because of...

Select up to three.

Answered: **63**   Skipped: **2**
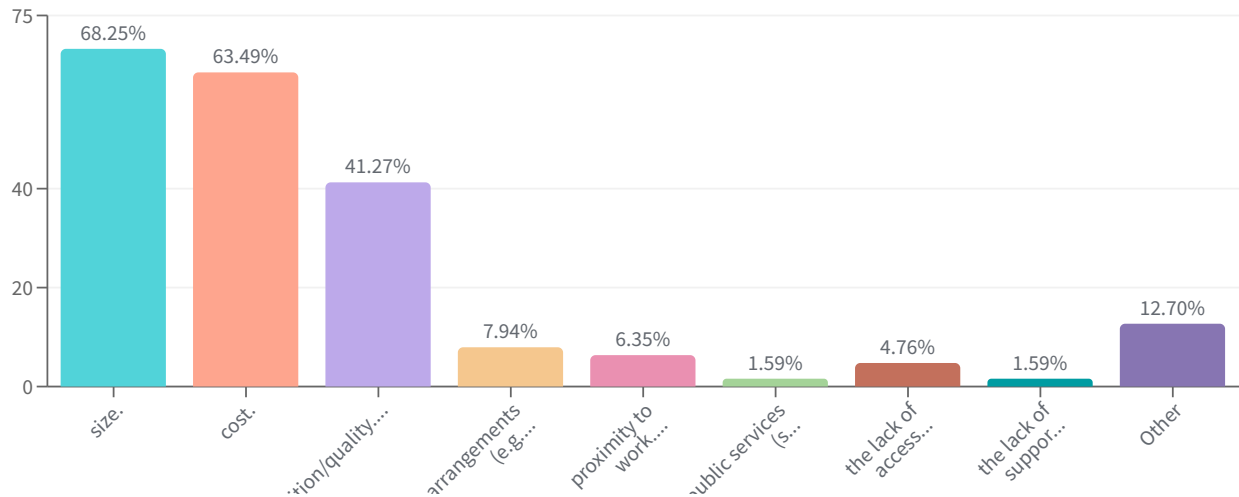
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
size.	43	68.25 %
cost.	40	63.49 %
condition/quality.	26	41.27 %
arrangements (e.g., roommates, limited-time lease, etc.).	5	7.94 %
proximity to work.	4	6.35 %
public services (schools/policing).	1	1.59 %
the lack of access to essentials (like groceries/healthcare).	3	4.76 %
the lack of supportive services I require.	1	1.59 %
Other	8	12.70 %

Made with SurveySparrow

What do you think are the top RENTAL issues in De Pere?

Select up to three.

Answered: **490**   Skipped: **8**
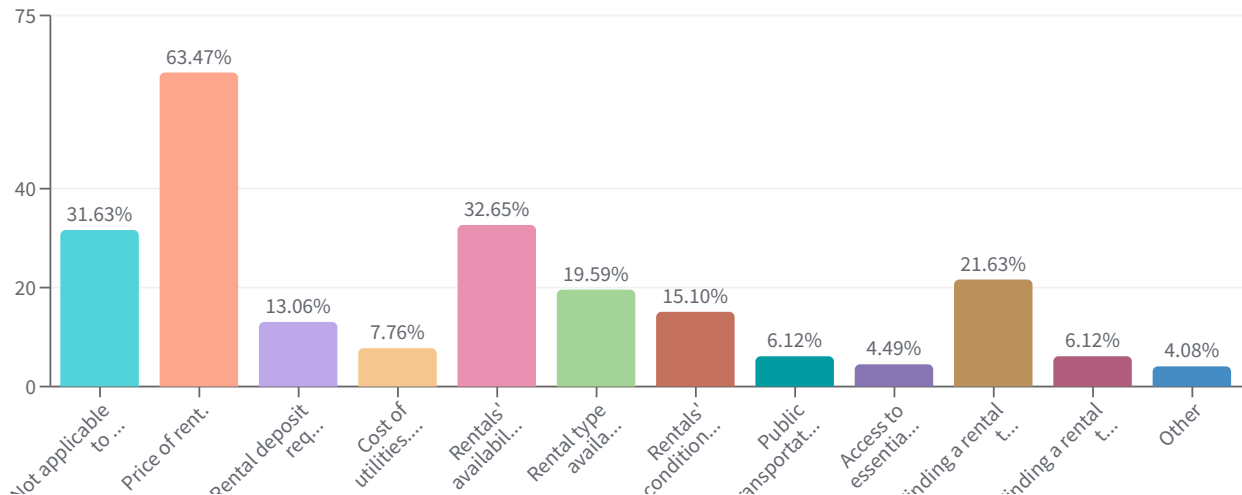
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Not applicable to me.	155	31.63 %
Price of rent.	311	63.47 %
Rental deposit requirements (security deposit, application fees, prepaid rent, etc.).	64	13.06 %
Cost of utilities.	38	7.76 %
Rentals' availability.	160	32.65 %
Rental type availability (right size of rental, etc.).	96	19.59 %
Rentals' condition and quality.	74	15.10 %
Public transportation for residents, or transportation services for the mobility impaired.	30	6.12 %
Access to essentials like groceries and healthcare services.	22	4.49 %

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Finding a rental that allows pets.	106	21.63 %
Finding a rental that is suitable for children.	30	6.12 %
Other	20	4.08 %

What do you think are the top HOMEOWNER issues in De Pere?

Select up to three.

Answered: **494**   Skipped: **4**
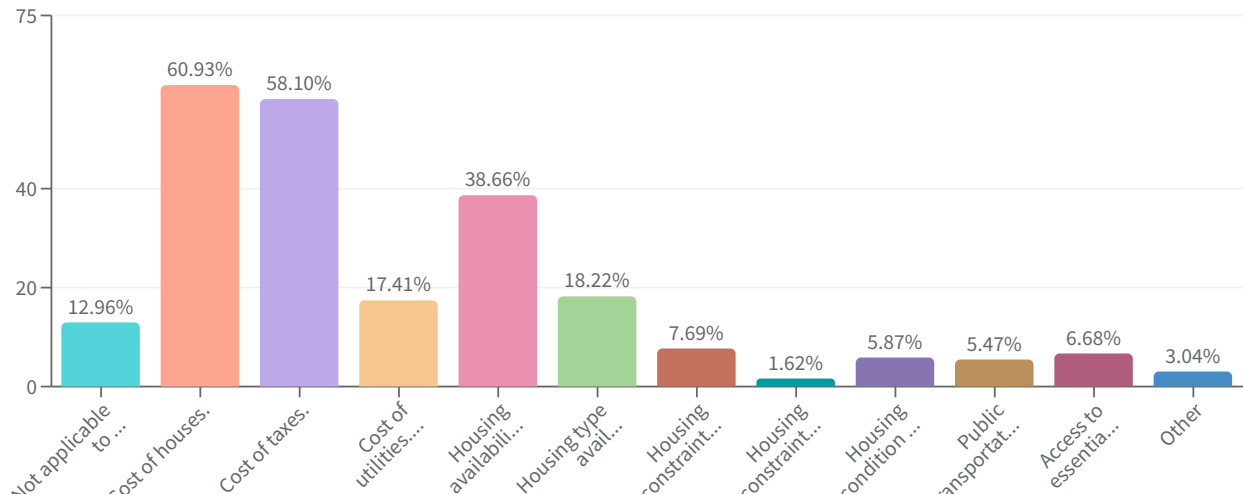
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Not applicable to me.	64	12.96 %
Cost of houses.	301	60.93 %
Cost of taxes.	287	58.10 %
Cost of utilities.	86	17.41 %
Housing availability.	191	38.66 %
Housing type availability (right size of housing, etc.).	90	18.22 %
Housing constraints' effect on community (young people, seniors, families, diversity).	38	7.69 %
Housing constraints' effect on workforce (local workers commuting in, residents commuting out).	8	1.62 %
Housing condition and quality.	29	5.87 %

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Public transportation for residents, or transportation services for the mobility impaired.	27	5.47 %
Access to essentials like groceries and healthcare services.	33	6.68 %
Other	15	3.04 %

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Are you looking to move in the next 12 months?

Answered: **487**   Skipped: **7**

Made with SurveySparrow
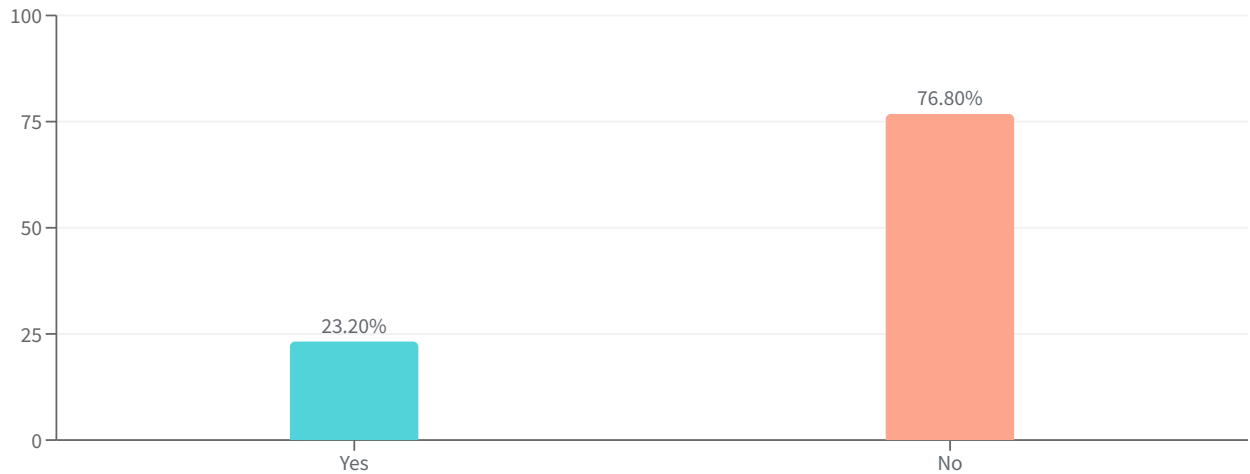
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Yes	113	23.20 %
No	374	76.80 %

Made with SurveySparrow

If you expect to be looking to move in the next 12 months, would you be looking to RENT or BUY your next housing?

Next we will ask you what your preference is in that category.

Answered: **118**   Skipped: **5**
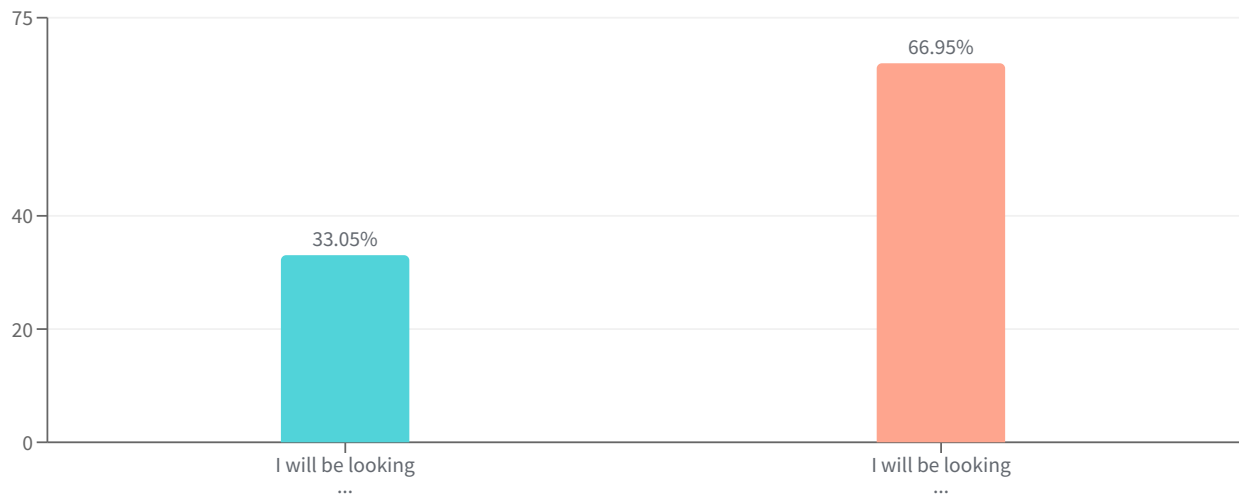
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
I will be looking to RENT.	39	33.05 %
I will be looking to BUY.	79	66.95 %

Made with SurveySparrow

If you were considering RENTING in De Pere, what would your ideal housing situation be?

Assume all options below were available and fit your budget. Select your top choice only. Next we'll ask you how many bedrooms you prefer.

Answered: **42**   Skipped: **2**
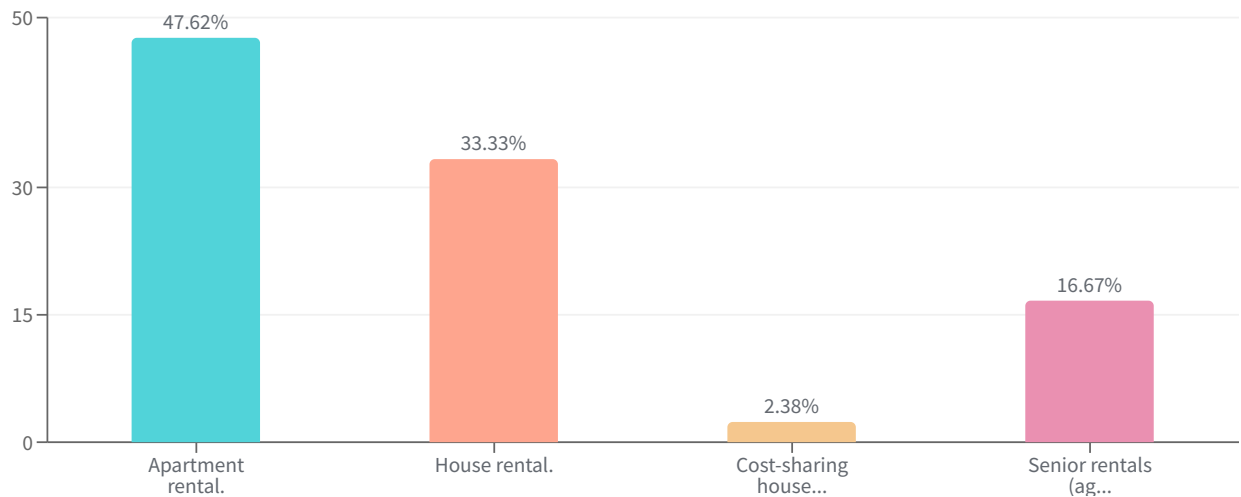
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Apartment rental.	20	47.62 %
House rental.	14	33.33 %
Cost-sharing house rental with roommates.	1	2.38 %
Senior rentals (age-restricted).	7	16.67 %

Made with SurveySparrow

If you were considering RENTING in De Pere, how many bedrooms would be ideal?

Assume all options below were available and fit your budget. Select your top choice only.

Answered: **43**   Skipped: **2**
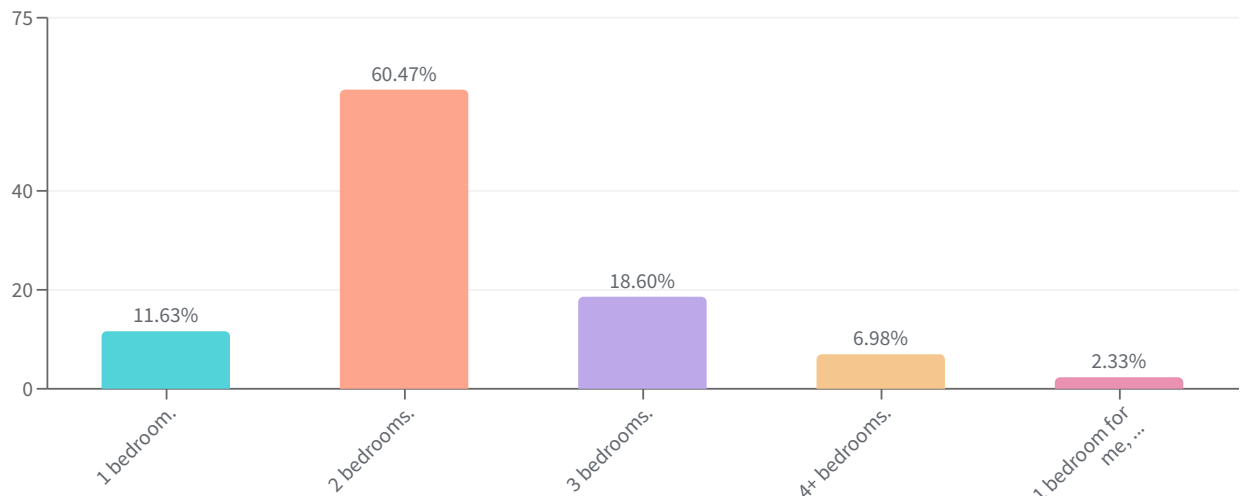
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
1 bedroom.	5	11.63 %
2 bedrooms.	26	60.47 %
3 bedrooms.	8	18.60 %
4+ bedrooms.	3	6.98 %
1 bedroom for me, and a bedroom for each of my roommates.	1	2.33 %

Made with SurveySparrow

Have you looked for a rental in De Pere in the last year and a half (since April 2022)? What did you observe in the rental market?

Select up to three.

Answered: **45**   Skipped: **0**
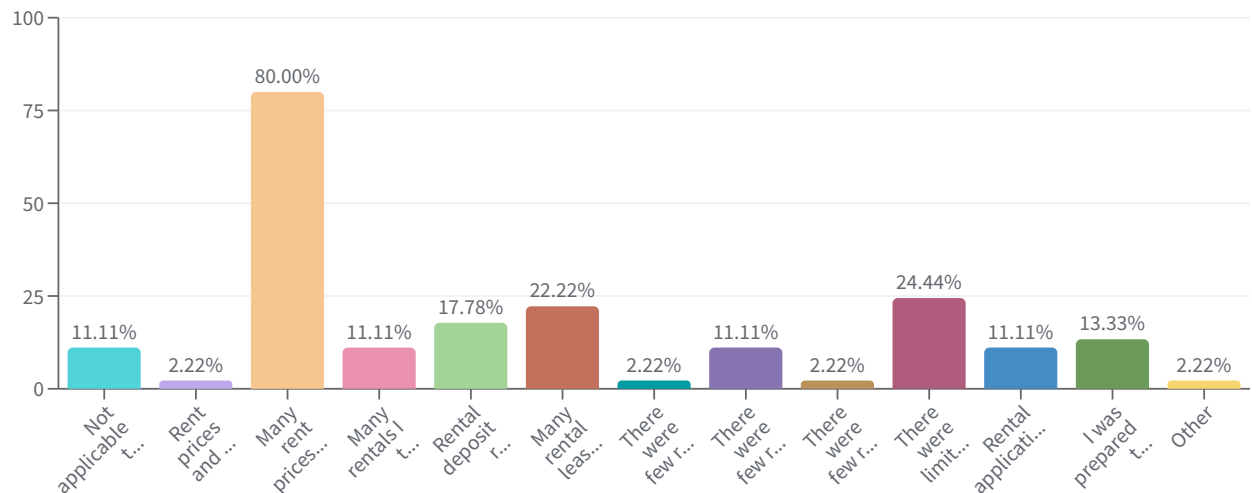
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Not applicable to me.	5	11.11 %
Rent prices and policies were what I expected.	1	2.22 %
Many rent prices exceeded my budget and would put me at risk of becoming housing cost-burdened (spending more than 30% of my income on rent).	36	80.00 %
Many rentals I toured were in poor condition.	5	11.11 %
Rental deposit requirements (security deposit, application fees, prepaid rent, etc.) seemed burdensome.	8	17.78 %
Many rental lease policies were restrictive (deterring children and pets).	10	22.22 %
There were few rental options that met my specific mobility or support needs.	1	2.22 %

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ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
There were few rental options in my desired neighborhood or school district.	5	11.11 %
There were few rental options suited for families.	1	2.22 %
There were limited rental options in total on the market.	11	24.44 %
Rental applications felt highly competitive, rushing me to make decisions.	5	11.11 %
I was prepared to "settle" -- to rent an apartment or home outside of my desired type, condition, or location.	6	13.33 %
Other	1	2.22 %

If you were considering BUYING in De Pere, how many bedrooms would be ideal?

Assume all options below were available and fit your budget. Select your top choice only.

Answered: **79**   Skipped: **0**
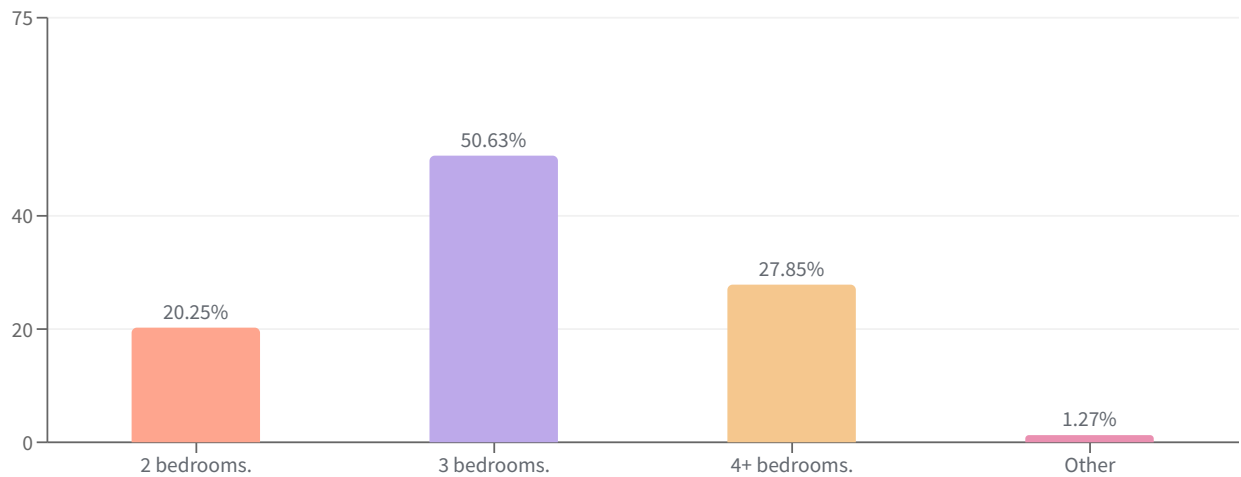
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
2 bedrooms.	16	20.25 %
3 bedrooms.	40	50.63 %
4+ bedrooms.	22	27.85 %
Other	1	1.27 %

Made with SurveySparrow

If you were considering BUYING housing in De Pere, what type of housing would you consider?

Assume all housing types fit your budget and were available. Select up to three.

Answered: **41**   Skipped: **0**
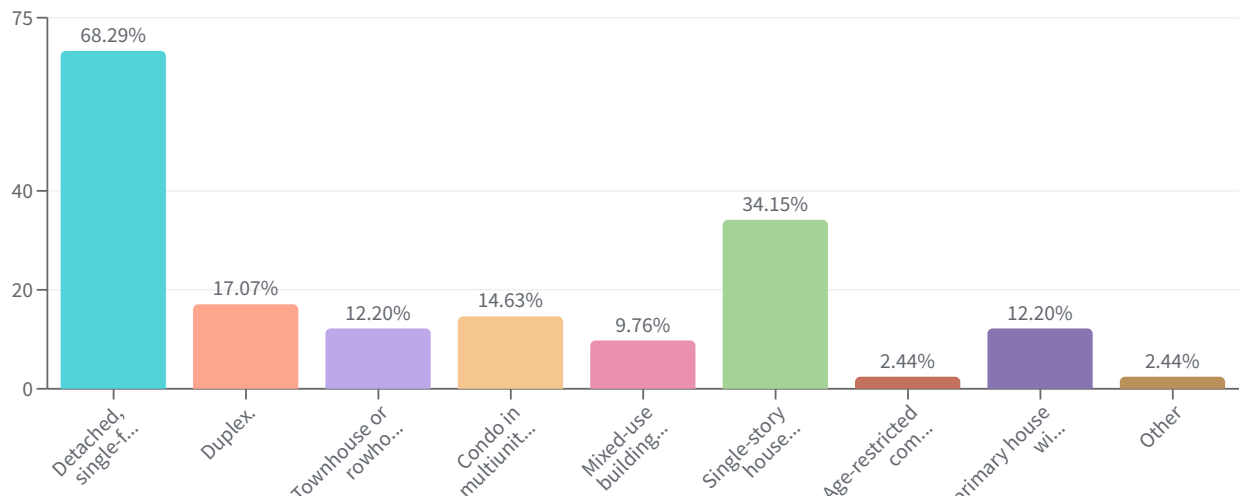
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Detached, single-family house or condo.	28	68.29 %
Duplex.	7	17.07 %
Townhouse or rowhome.	5	12.20 %
Condo in multiunit building.	6	14.63 %
Mixed-use building (like a downtown building with shops on first floor and residential units above).	4	9.76 %
Single-story house for ease of mobility.	14	34.15 %
Age-restricted community.	1	2.44 %
A primary house with an extra living unit (for family members or extra income).	5	12.20 %
Other	1	2.44 %

Made with SurveySparrow

Have you looked to buy a house in the last year and a half (since April 2022) in De Pere? What did you find in the marketplace?

Select up to three.

Answered: **79**   Skipped: **0**
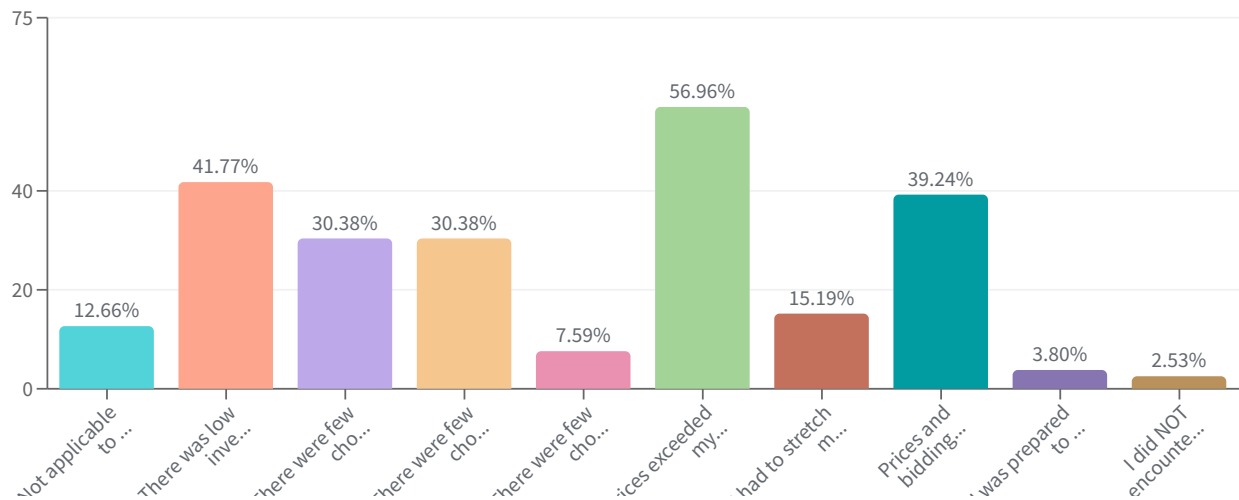
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Not applicable to me.	10	12.66 %
There was low inventory across the city for sale.	33	41.77 %
There were few choices on the market for my desired housing type.	24	30.38 %
There were few choices on the market in my desired neighborhoods.	24	30.38 %
There were few choices on the market in good condition or of high quality.	6	7.59 %
Prices exceeded my expectations coming into the market.	45	56.96 %
I had to stretch my budget in order to compete in bidding.	12	15.19 %

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Prices and bidding put my household finances at risk of becoming housing cost-burdened (spending more than 30% of household income on housing).	31	39.24 %
I was prepared to "settle" -- to buy a house outside of my desired type, condition, or location.	3	3.80 %
I did NOT encounter significant issues while buying a house in the De Pere market.	2	2.53 %

Were you looking for houses in areas outside of De Pere, too? What made you choose De Pere?

Select up to three.

Answered: **63**   Skipped: **6**
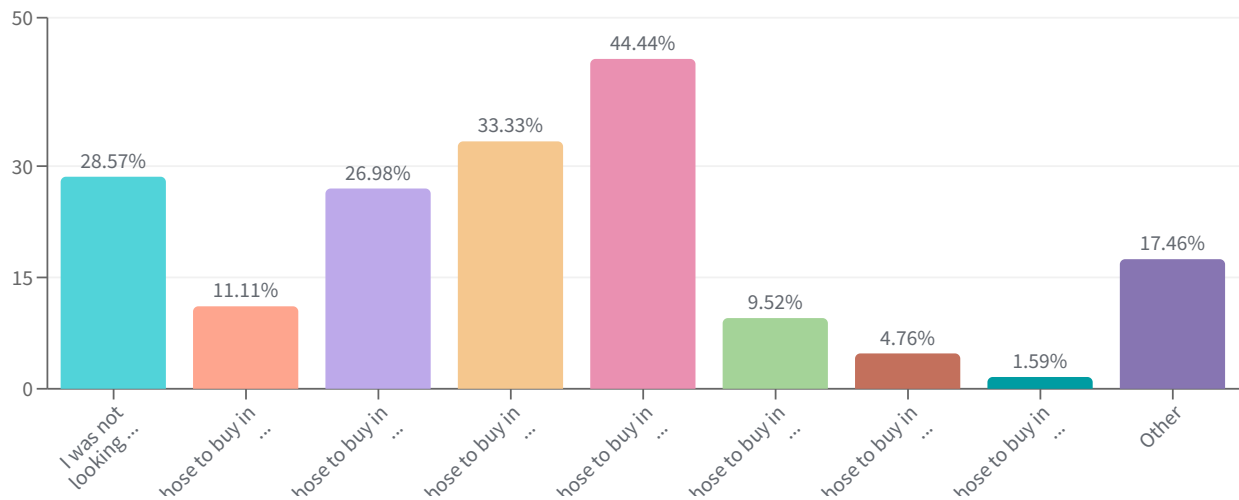
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
I was not looking for houses outside of De Pere.	18	28.57 %
I chose to buy in De Pere because of the right opportunity (the right house at the right price).	7	11.11 %
I chose to buy in De Pere because of family or social ties.	17	26.98 %
I chose to buy in De Pere because of affiliation (I grew up in De Pere or have already lived here for a period of time).	21	33.33 %
I chose to buy in De Pere based primarily on neighborhoods, community, and services (schools, parks, public safety, etc.).	28	44.44 %
I chose to buy in De Pere because other areas did not meet my needs.	6	9.52 %

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
I chose to buy in De Pere for lack of housing options in other markets.	3	4.76 %
I chose to buy in De Pere for lack of affordable options in other markets.	1	1.59 %
Other	11	17.46 %

Do any of these situations apply?

Select all that apply. All answers are anonymous.

Answered: **447**   Skipped: **6**
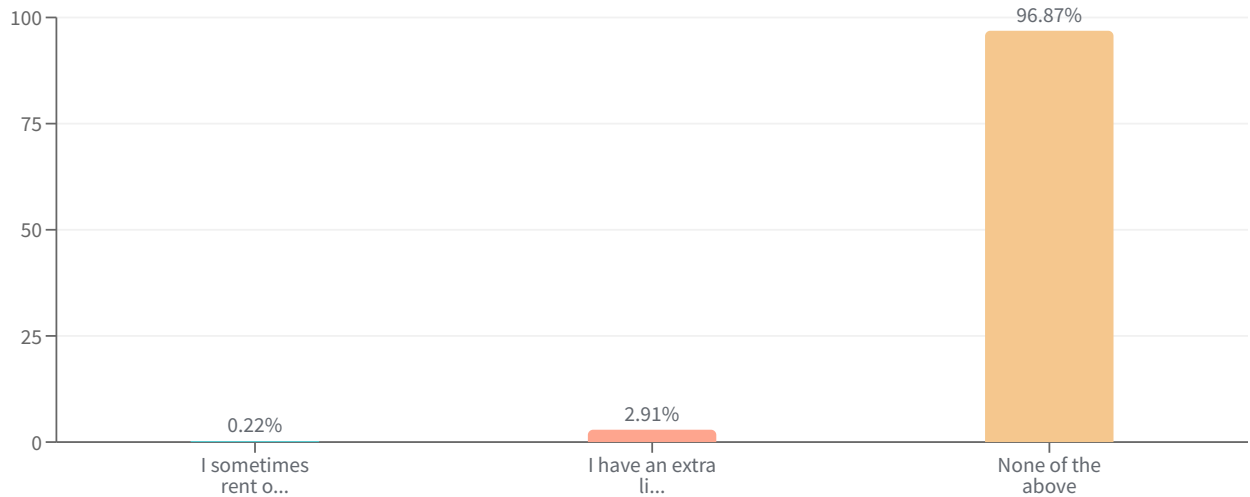
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
I sometimes rent out my primary residence as a short-term rental (AirBnb).	1	0.22 %
I have an extra living unit at my primary residence that I can use for family members or rent out.	13	2.91 %
None of the above	433	96.87 %

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What are the most important aspects you consider when moving (or staying) in De Pere?

Select up to three.

Answered: **497**   Skipped: **1**
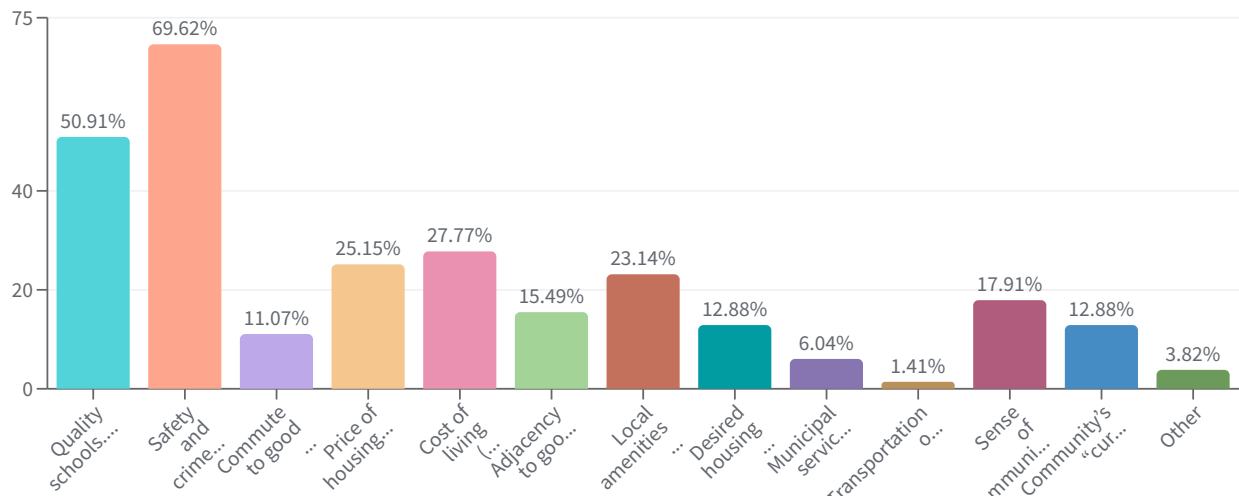
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Quality schools.	253	50.91 %
Safety and crime.	346	69.62 %
Commute to good jobs.	55	11.07 %
Price of housing.	125	25.15 %
Cost of living (taxes, utilities, etc.).	138	27.77 %
Adjacency to goods and services.	77	15.49 %
Local amenities (parks, shops, etc.).	115	23.14 %
Desired housing type.	64	12.88 %
Municipal services.	30	6.04 %
Transportation or mobility.	7	1.41 %

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Sense of community.	89	17.91 %
Community's "curb appeal".	64	12.88 %
Other	19	3.82 %

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Do you think De Pere's municipal government should be involved in the housing market to assist housing goals?

Answering "yes" does not commit you to "how", only that you think it is an appropriate role for the City to play.
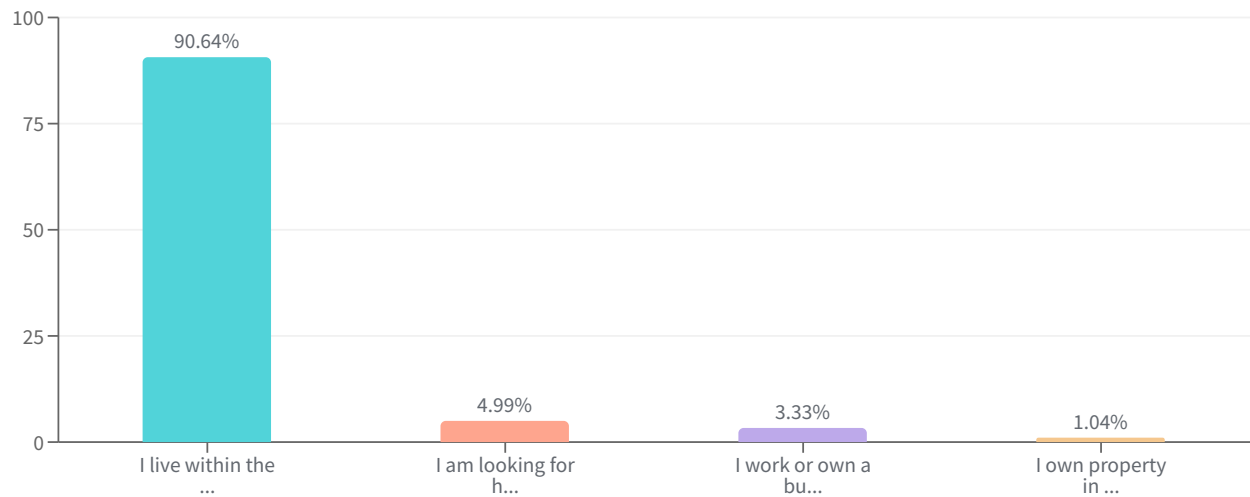
Answered: **462**   Skipped: **30**
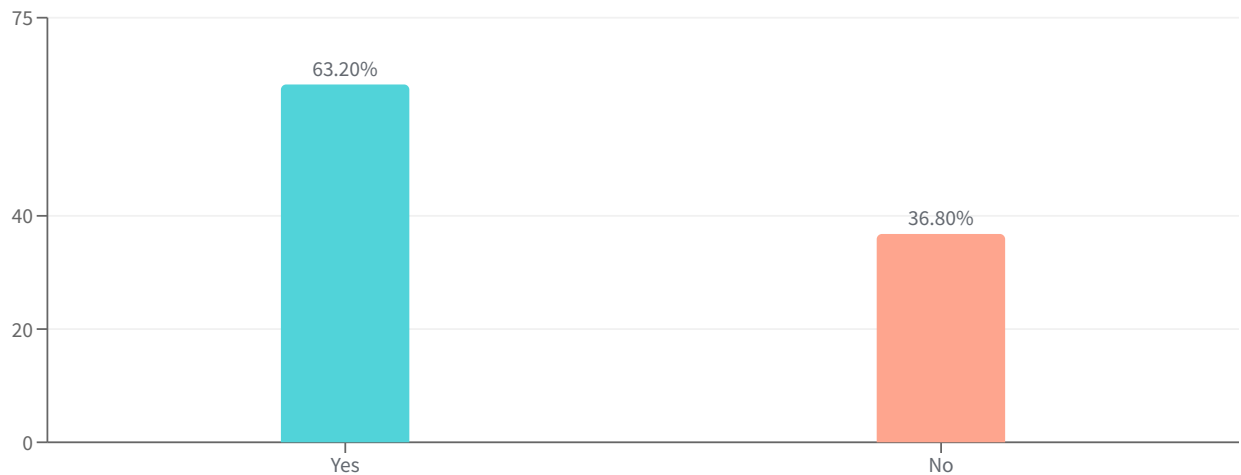
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Yes	292	63.20 %
No	170	36.80 %

What is your connection to De Pere?

All answers are anonymous.

Answered: **481**   Skipped: **15**

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
I live within the city limits of De Pere.	436	90.64 %
I am looking for housing within the city limits of De Pere.	24	4.99 %
I work or own a business in De Pere but do not live within the city limits.	16	3.33 %
I own property in De Pere but I do not live in De Pere.	5	1.04 %

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What is your approximate age?

All answers are anonymous.

Answered: **494**   Skipped: **4**
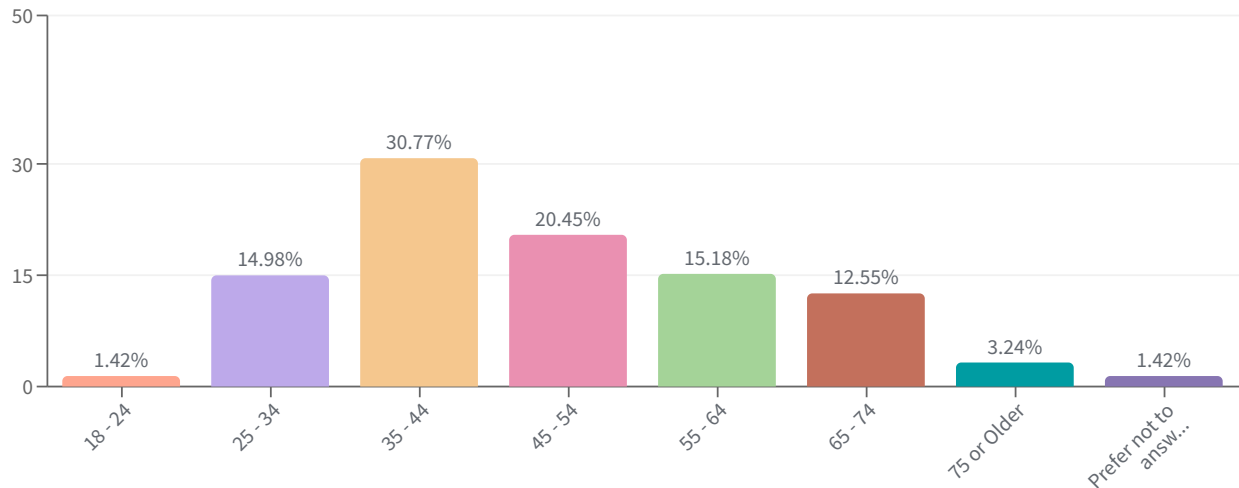
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
18 - 24	7	1.42 %
25 - 34	74	14.98 %
35 - 44	152	30.77 %
45 - 54	101	20.45 %
55 - 64	75	15.18 %
65 - 74	62	12.55 %
75 or Older	16	3.24 %
Prefer not to answer	7	1.42 %

What is your gender?

All answers are anonymous.

Answered: **489**   Skipped: **8**

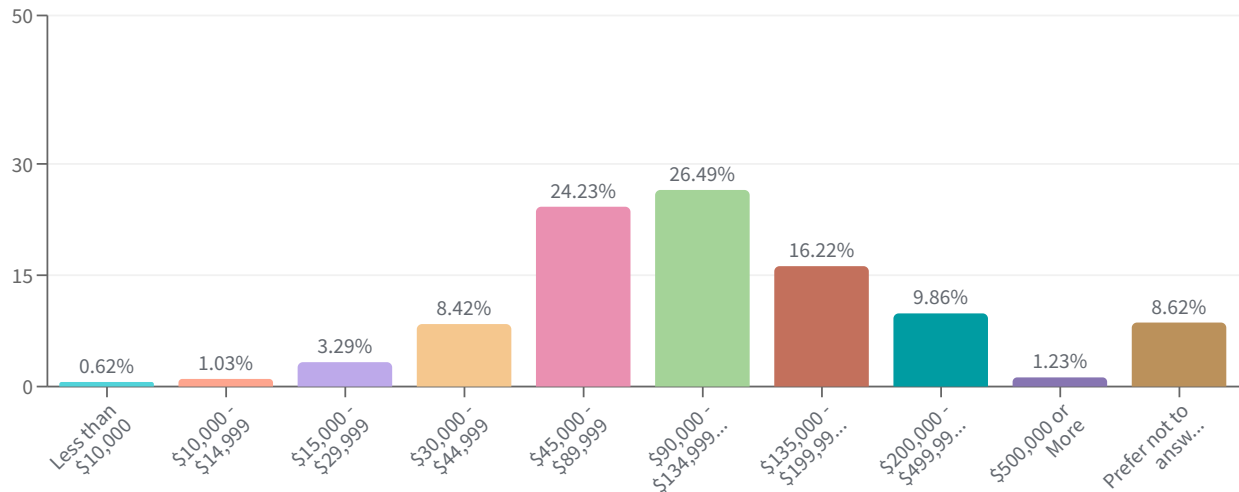Made with SurveySparrow
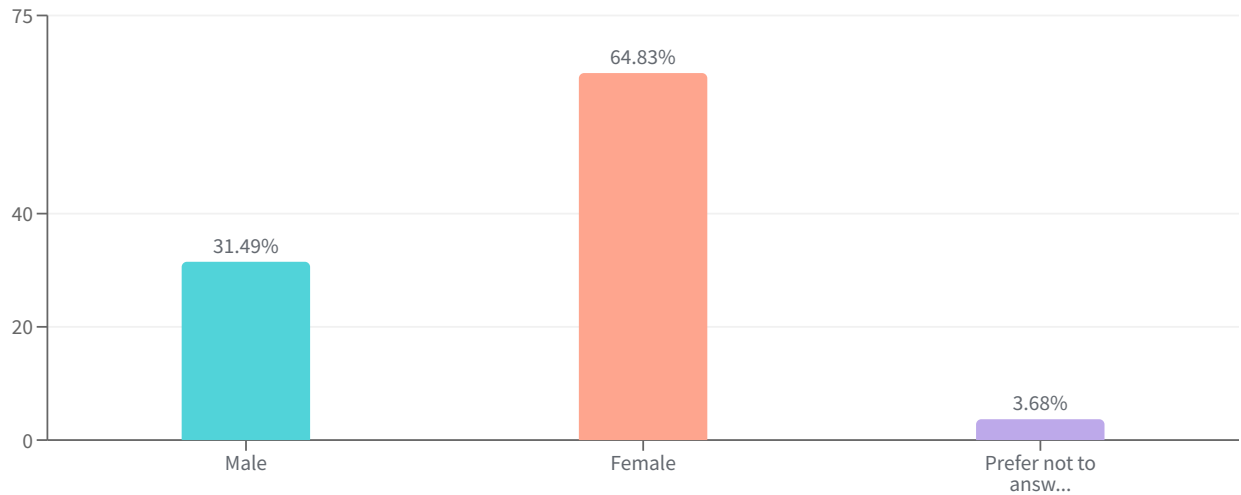
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Male	154	31.49 %
Female	317	64.83 %
Prefer not to answer	18	3.68 %

Made with SurveySparrow

What is your approximate annual household income?

Accounting for all the members of your household. All answers are anonymous.

Answered: **487**   Skipped: **10**

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Less than $10,000	3	0.62 %
$10,000 - $14,999	5	1.03 %
$15,000 - $29,999	16	3.29 %
$30,000 - $44,999	41	8.42 %
$45,000 - $89,999	118	24.23 %
$90,000 - $134,999	129	26.49 %
$135,000 - $199,999	79	16.22 %
$200,000 - $499,999	48	9.86 %
$500,000 or More	6	1.23 %
Prefer not to answer	42	8.62 %

Which of the following best describes you?

All answers are anonymous.

Answered: **487**   Skipped: **7**
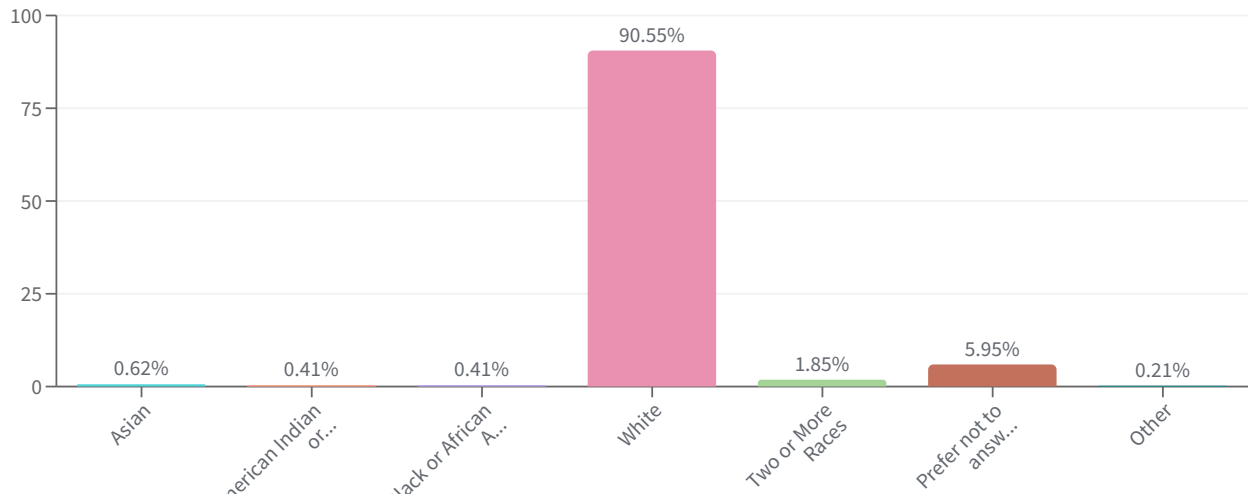
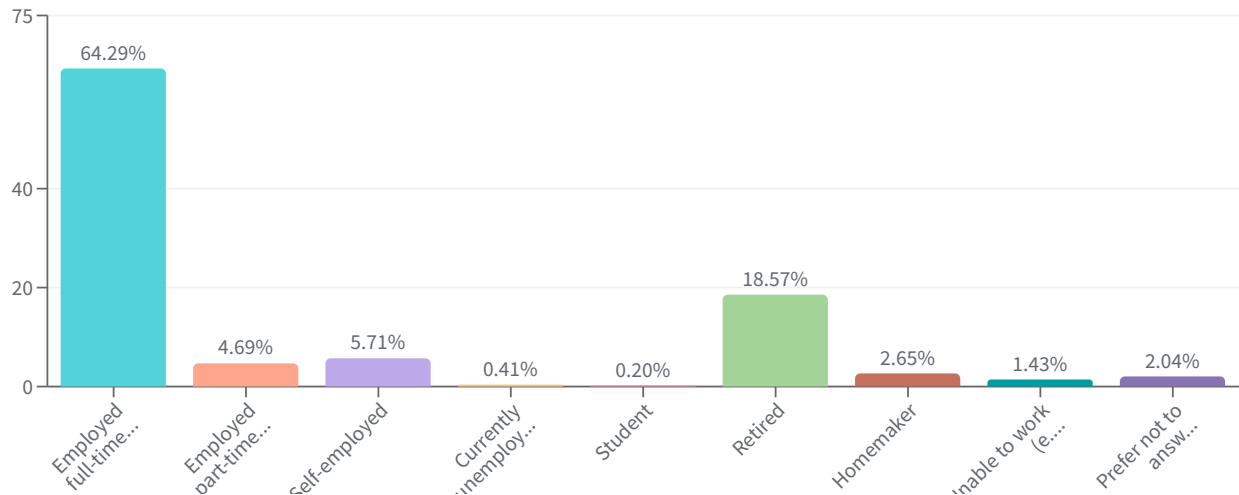| ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Asian	3	0.62 %
American Indian or Alaskan Native	2	0.41 %
Black or African American	2	0.41 %
White	441	90.55 %
Two or More Races	9	1.85 %
Prefer not to answer	29	5.95 %
Other	1	0.21 %

What is your employment status?

All answers are anonymous.

Answered: **490**   Skipped: **6**

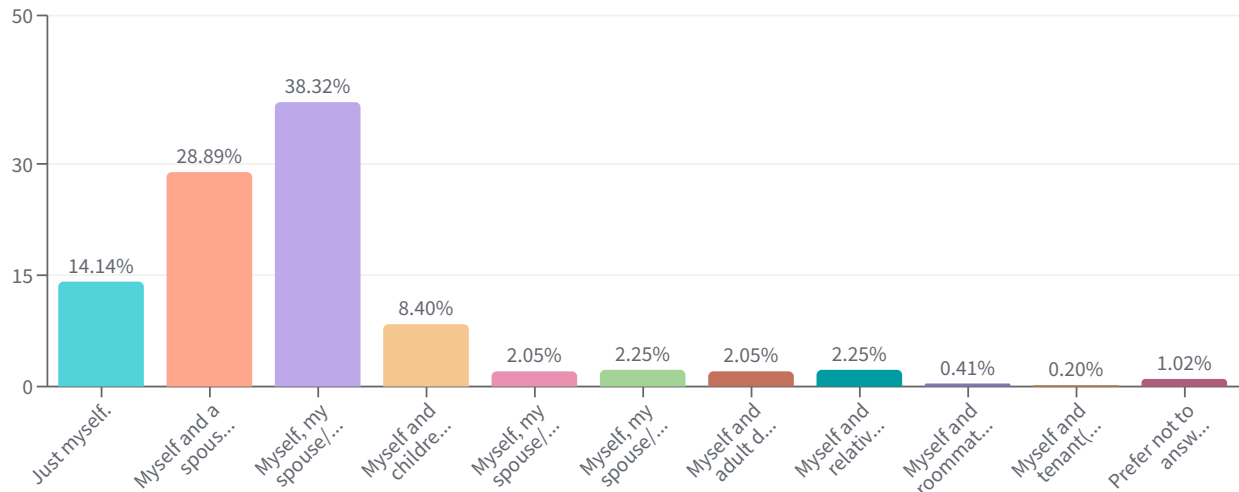| ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Employed full-time	315	64.29 %
Employed part-time	23	4.69 %
Self-employed	28	5.71 %
Currently unemployed	2	0.41 %
Student	1	0.20 %
Retired	91	18.57 %
Homemaker	13	2.65 %
Unable to work (e.g., disability or visa status)	7	1.43 %
Prefer not to answer	10	2.04 %

How many people live in your house or apartment?

All answers are anonymous.

Answered: **488**   Skipped: **8**

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Just myself.	69	14.14 %
Myself and a spouse/partner.	141	28.89 %
Myself, my spouse/partner, and children.	187	38.32 %
Myself and children.	41	8.40 %
Myself, my spouse/partner, and adult dependent(s).	10	2.05 %
Myself, my spouse/partner, children, and adult dependent(s).	11	2.25 %
Myself and adult dependent(s).	10	2.05 %
Myself and relatives sharing costs.	11	2.25 %
Myself and roommates sharing costs.	2	0.41 %
Myself and tenant(s) paying me rent in shared space.	1	0.20 %

ANSWER CHOICES ⇅	RESPONSES ⇅	RESPONSE PERCENTAGE ⇅
Prefer not to answer.	5	1.02 %

Made with SurveySparrow

What best describes your housing cost burden?

Housing cost burden is the proportion of your income that you spend on housing costs. Housing cost burden usually takes into account your mortgage or rent, property taxes and utilities. Income is considered before taxes.   For example, if you rented an apartment for $1,000/month with all utilities included and you made an annual salary of $50,000, your housing cost burden would be 24%. That is $12,000 in annual rent divided by your $50,000 salary.   The US department of Housing & Urban Development (HUD) considers households to be cost-burdened at and above 30% of income spent on housing costs, and to be severely cost-burdened at and above 50%.

Answered: **487**   Skipped: **4**
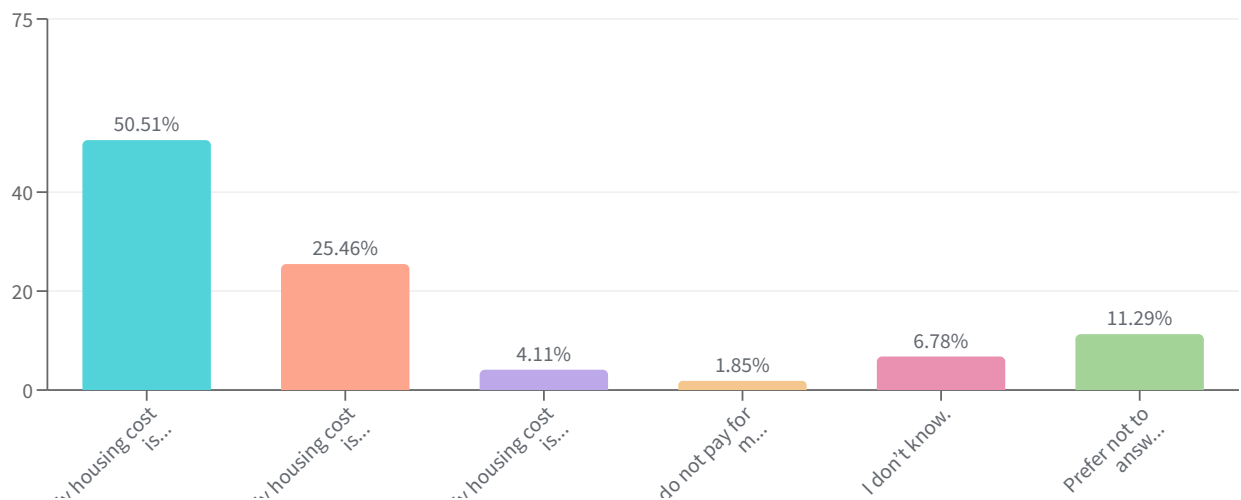
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
My housing cost is less than 30% of my household's total income.	246	50.51 %
My housing cost is between 30%-50% of my household's total income.	124	25.46 %
My housing cost is greater than 50% of my household's total income.	20	4.11 %
I do not pay for my housing.	9	1.85 %
I don't know.	33	6.78 %
Prefer not to answer.	55	11.29 %

Thank You !

We really appreciate your time and feedback.
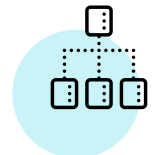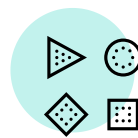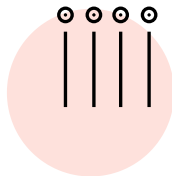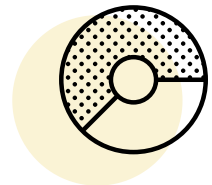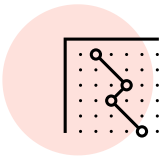
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APPENDIX

APPENDIX A: DATA SOURCES

Lightcast (formerly Emsi Burning Glass) is a global leader in labor market analytics, offering a data platform that gives a comprehensive, nuanced, and up-to-date picture of labor markets at all scales from national to local. Key components of the platform include traditional labor market information, job postings analytics, talent profile data, compensation data, and skills analytics. Lightcast integrates government data with information from online job postings, talent profiles, and resumes to produce timely intelligence on the state of the labor market. Job and compensation data is available by industry, occupation, educational program, and skill type. Click to learn more.

Esri ArcGIS Business Analyst combines proprietary statistical models covering demographic, business, and spending data with map-based analytics to offer insights on market opportunities for industries, businesses, and sites. Business Analyst integrates datasets covering a wide range of topics including demographics, consumer spending, market potential, customer segmentation, business locations, traffic counts, and crime indexes, which can be overlaid spatially to produce customizable maps and uncover market intelligence. Data can be pulled for standard and custom geographies, allowing for valuable comparison between places. Click to learn more.

CoStar is a comprehensive source of commercial real estate intelligence, offering an inventory of over 6.4 million commercial properties spanning 135 billion square feet of space in 390 markets across the US. CoStar covers office, retail, industrial, hospitality, and multifamily markets. Property- and market-level data on absorption, occupancy, lease rates, tenants, listings, and transactions are researched and verified through calls to property managers, review of public records, visits to construction sites, and desktop research to uncover nearly real-time market changes. Click to learn more.

Multiple Listings Services (MLS) are individual private databases of for-sale residential property listings designed to consolidate property information and connect homebuyers and sellers. More than 500 MLSs exist in the US, covering different geographic regions and markets. Individual property listings are often publicly accessible, while aggregated data on sales prices and trends can typically only be accessed through direct cooperation with an MLS. Many MLSs also provide listing information to third-party aggregators such as Realtor.com or Zillow. Click here to learn more.

APPENDIX A: DATA SOURCES

The **American Community Survey** (ACS) is an ongoing statistical survey by the US Census Bureau that gathers demographic and socioeconomic information on age, sex, race, family and relationships, income and benefits, health insurance, education, veteran status, disabilities, commute patterns, and other topics. Mandatory to fill out, the survey is sent to a small sample of the population on a rotating basis. The questions on the ACS are different than those asked on the decennial census and provide ongoing demographic updates of the nation down to the block group level. Click to learn more.

Conducted every ten years in years ending in zero, the **US Decennial Census of Population and Housing** is a complete count of each resident of the nation based on where they live on April 1st of the Census year. The Constitution mandates the enumeration to determine how to apportion the House of Representatives among the states. The latest release of the 2020 Census contains data for a limited number of variables, including: total population by race/ethnicity, population under 18, occupied and vacant housing units, and group quarters population. Click to learn more.

OnTheMap | US Census Bureau

OnTheMap is a tool developed through the US Census Longitudinal Employer-Household Dynamics (LEHD) program that helps to visualize Local Employment Dynamics (LED) data about where workers are employed and where they live. It offers visual mapping capabilities for data on age, earnings, industry distributions, race, ethnicity, educational attainment, and sex. Click to learn more.

APPENDIX B: DATA TABLES

Existing City of De Pere Multifamiy Properties (Tracked by CoStar)

Property Address	Units	Year Built	Vacancy Rate	Avg Unit SF	Rent Per Unit	Rent Per SF	Rent Type
327 N 6th St	4	Insf. Data	2%	448	$337	$0.75	Market
521 S 6th St	40	2011	0%	970	$1,000	$1.03	Market
550-570 S 9th St	40	Insf. Data	0%	917	$681	$0.74	Market
255 10th St N	58	1988	0%	963	$728	$0.76	Market
502 N 10th St	88	1974	21%	954	$1,040	$1.09	Market
525 N 10th St	56	2022	0%	699	$844	$1.21	Affordable
1316-1344 Angels Path	88	Insf. Data	0%	917	$951	$1.04	Market
1257 Brayden Ln	90	2022	0%	1,253	$1,417	$1.13	Market
2067-2077 Bridge Port Ct	96	Insf. Data	0%	903	$773	$0.86	Market
102 N Broadway	28	2017	0%	1,223	$2,000	$1.64	Market
985 N Broadway	90	1972	0%	919	$857	$0.93	Market
233 N Broadway St	70	1993	1%	1,042	$1,139	$1.09	Market
2100-2120 S Broadway	48	2009	2%	1,048	$1,058	$1.01	Market
1746-1776 Burgoyne Ct	96	2006	2%	919	$977	$1.06	Market
301 Cass St	14	Insf. Data	1%	1,029	$740	$0.72	Market
800 Cook St	8	Insf. Data	2%	Insf. Data	Insf. Data	Insf. Data	Market
1314-1334 Copilot Way	76	2021	0%	1,283	$1,315	$1.02	Market
1021-1023 Coral St	20	Insf. Data	2%	1,000	Insf. Data	Insf. Data	Market
1581-1587 Cypress Rd	32	2010	9%	975	$941	$0.97	Market
2390-2396 Daytona Speedway	32	Insf. Data	2%	1,000	$908	$0.91	Market
2115-2163 Dickinson Rd	90	2002	0%	1,165	$1,168	$0.92	Market
614 S Erie St	6	Insf. Data	2%	1,050	$1,202	$1.14	Market
1020-1026 S Erie St	32	Insf. Data	1%	900	$755	$0.84	Market
1220-1224 S Erie St	18	1973	2%	540	Insf. Data	Insf. Data	Market
100 N Front St	34	Insf. Data	0%	908	$708	$0.78	Market
302 N Front St	15	Insf. Data	2%	Insf. Data	Insf. Data	Insf. Data	Market

Source: CoStar

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Existing City of De Pere Multifamiy Properties (Tracked by CoStar)

Property Address	Units	Year Built	Vacancy Rate	Avg Unit SF	Rent Per Unit	Rent Per SF	Rent Type
1749-1765 Garroman Dr	24	2022	4%	1,366	$1,300	$0.95	Market
1795 Grant St	100	Insf. Data	0%	1,149	$1,169	$1.02	Market
600 James St	16	1954	1%	575	$693	$1.20	Market
3500 Layden Dr	80	2006	0%	863	$724	$0.84	Market
1299 Lear Ln	283	2019	1%	1,037	$1,308	$1.32	Market
510 Leonard St	2	1998	2%	Insf. Data	Insf. Data	Insf. Data	Market
815 Lewis St	5	Insf. Data	2%	Insf. Data	$469	Insf. Data	Market
1620-1652 W Main Ave	82	2002	4%	1,081	$938	$0.86	Market
1664 W Main Ave	136	2007	0%	957	$952	$0.99	Market
120 N Michigan St	6	1930	2%	Insf. Data	$385	Insf. Data	Market
108 S Michigan St	25	1988	2%	Insf. Data	Insf. Data	Insf. Data	Market/Affordable
850 Morning Glory Ln	85	1980	0%	485	$616	$1.27	Affordable
1471-1495 Navigator Way	92	2013	0%	1,133	$1,104	$0.97	Market
840 Park St	24	1975	0%	650	$967	$1.43	Market
1200 Pershing Rd	126	2003	0%	950	$850	$0.89	Market
1550-1598 Quarry Park Dr	132	2007	6%	1,153	$913	$0.78	Market
3000 Quarry Park Dr	250	2019	6%	1,174	$1,307	$1.11	Market
1901 Ridgeway Dr	100	1983	0%	1,151	$1,000	$0.87	Market
1975 Ridgeway Dr	104	Insf. Data	0%	1,187	$1,093	$0.92	Market
227-293 E River Dr	109	Insf. Data	1%	1,339	$1,195	$0.89	Market
2105-2111 Ryan Rd	48	2005	1%	1,000	$1,025	$1.03	Market
3030-3036 Ryan Rd	56	2020	0%	1,239	$1,250	$1.01	Market
2201-2297 Samantha St	141	2005	0%	1,260	$1,253	$0.99	Market
1258-1290 Scheuring Rd	48	1995	2%	1,079	$1,065	$0.99	Market
1310-1334 Scheuring Rd	88	Insf. Data	6%	966	$857	$0.89	Market
1380 Scheuring Rd	60	2015	4%	1,164	$1,282	$1.10	Market/Affordable
1951 Scheuring Rd	302	Insf. Data	2%	1,122	$1,025	$0.91	Market
1415 Silverstone Trl	191	1998	4%	1,101	$1,164	$1.05	Market

Source: CoStar

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Existing City of De Pere Multifamiy Properties (Tracked by CoStar)

Property Address	Units	Year Built	Vacancy Rate	Avg Unit SF	Rent Per Unit	Rent Per SF	Rent Type
1030-1034 Sixth St	16	1972	2%	Insf. Data	Insf. Data	Insf. Data	Market
450-454 St Bernard Dr	18	Insf. Data	2%	Insf. Data	Insf. Data	Insf. Data	Market
1601 Swan Rd	156	2005	0%	1,140	$1,073	$0.94	Market
1975 Swan Rd	71	Insf. Data	0%	917	$933	$1.02	Market
2078-2080 Terry Ln	2	1965	2%	1,488	Insf. Data	Insf. Data	Market
2205 Trellis Ridge Ln	113	2020	0%	1,137	$1,383	$1.22	Market
605-665 Trumpeter Trl	56	2000	0%	1,175	$1,283	$1.09	Market
127 S Wisconsin St	9	Insf. Data	2%	Insf. Data	Insf. Data	Insf. Data	Market
450 College Ave	24	Insf. Data	0%	1,057	$791	$0.75	Market
1280-1298 Crown Ct	40	1996	2%	Insf. Data	Insf. Data	Insf. Data	Market
207-209 Fort Howard Ave	8	1974	2%	792	Insf. Data	Insf. Data	Market
430 Grant St	144	Insf. Data	0%	Insf. Data	$1,052	Insf. Data	Market
1808 Ridgeway Dr	30	1997	2%	Insf. Data	Insf. Data	Insf. Data	Market
2951 Sabal Oak Dr	8	2022	2%	1,275	$1,396	$1.09	Market
450 S Saint Bernard Dr	6	1980	2%	868	Insf. Data	Insf. Data	Market
2247 Samantha St	63	Insf. Data	10%	1,152	$1,114	$0.97	Market/Affordable
1162 Scheuring Rd	4	Insf. Data	2%	Insf. Data	Insf. Data	Insf. Data	Insf. Data
1186-1204 Scheuring Rd	16	Insf. Data	2%	Insf. Data	Insf. Data	Insf. Data	Market
1200 Shadow Ridge Way	24	Insf. Data	2%	Insf. Data	Insf. Data	Insf. Data	Market
1110 Terry Ln	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
4613 Trellis Dr	4	Insf. Data	2%	Insf. Data	Insf. Data	Insf. Data	Insf. Data
610-630 Trumpeter Trl	27	2000	0%	1,078	$997	$0.93	Market

Source: CoStar

ABOUT CAMOIN ASSOCIATES

As the nation's only full-service economic development and lead generation consulting firm, Camoin Associates empowers communities through human connection backed by robust analytics.

Since 1999, Camoin Associates has helped local and state governments, economic development organizations, nonprofit organizations, and private businesses across the country generate economic results marked by resiliency and prosperity.

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