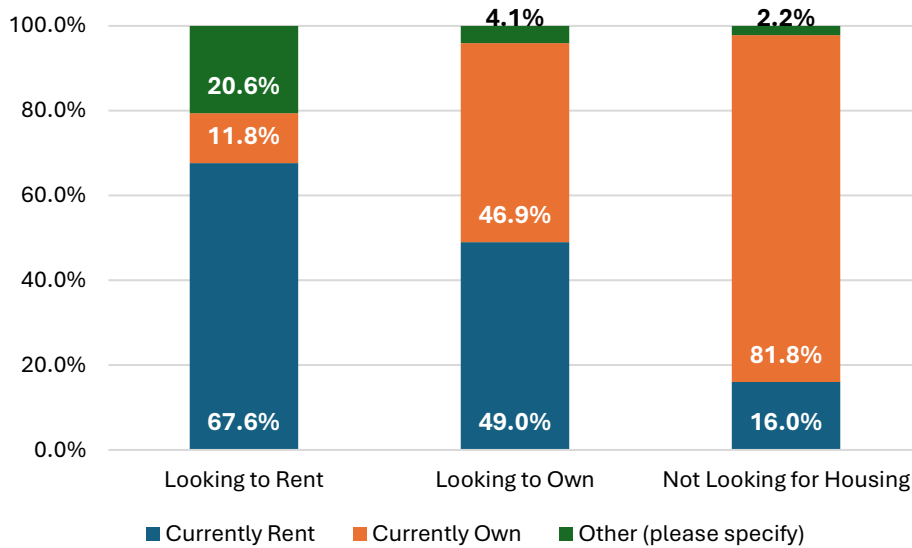


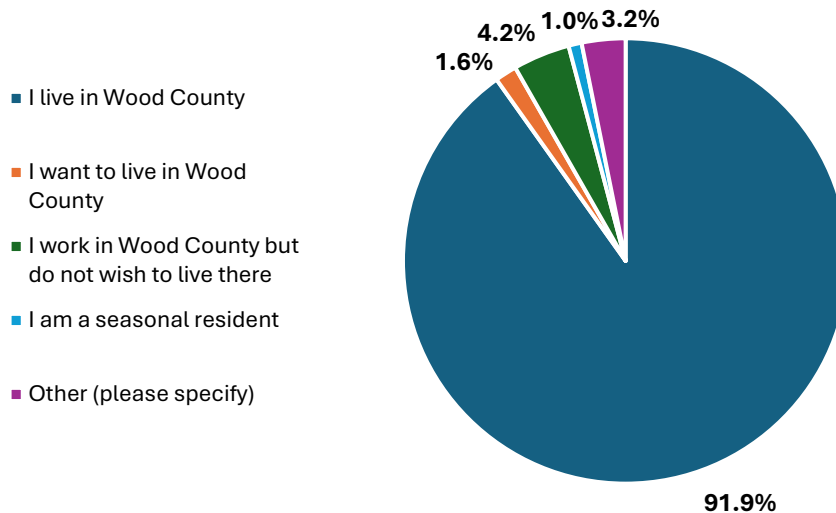
2024 Wood County Housing Survey Results – North Central WI Regional Planning Commission

Q1. Currently, do you rent or own?



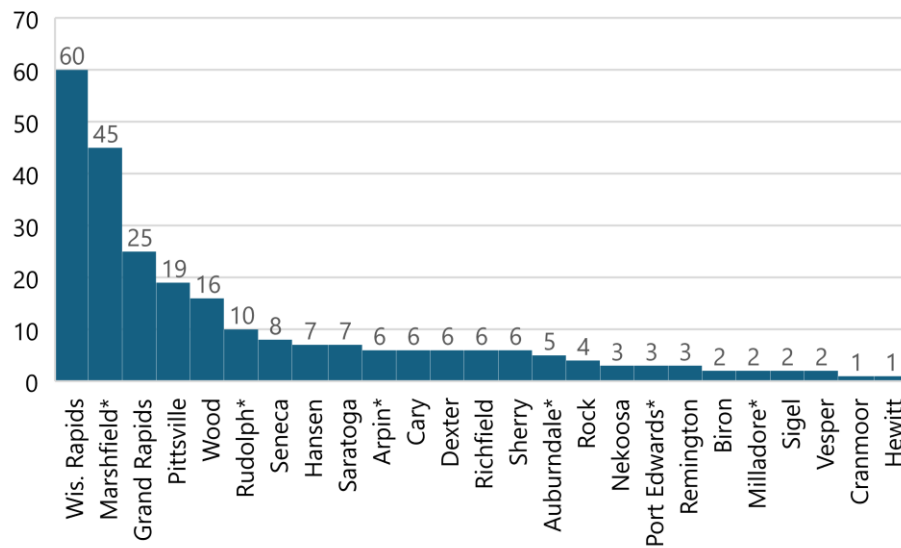
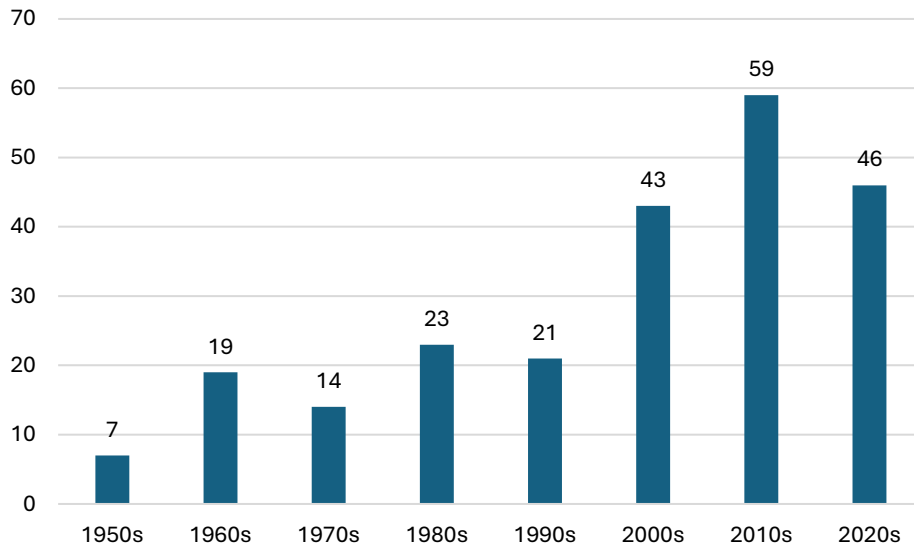
“Please Specify” responses included those who lived with various family members, those who are without a home, and those who own land in the area but no house.

Q2. Which of the following best describes your current housing situation as it relates to Wood County?



“Please specify” responses include residents of Clark, Marathon, Juneau, Dunn, and Shawano Counties. Some did not work or live in Wood County but had a connection to it in some way.

Q3. If you live in Wood County, please tell us the year you moved here and the municipality you live in:



*Note: Some municipalities have the same name (e.g., Town of Marshfield and City of Marshfield). Respondents did not specify which one on survey responses.

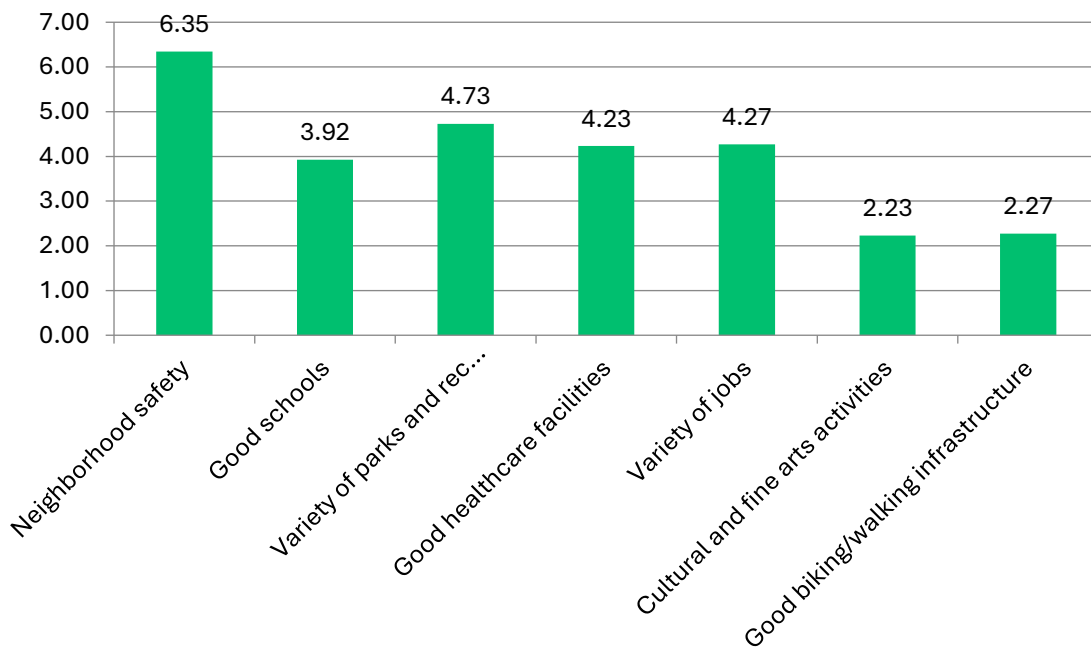
Q4. What do you like most about Wood County?

The comments reflect an appreciation for the rural and small-town lifestyle found in Wood County. Residents value the safety, slower and quieter pace of life, and access to natural amenities like rivers, lakes, and parks. Proximity to family is important for many, as well as the ideal environment for raising families. Most agree that Wood County offers affordability, safety, and variety of recreational opportunities. However, there are also some concerns expressed, such as limited job opportunities and economic changes affecting the area. Overall, residents enjoy the sense of community, connection to nature, and quality of life Wood County provides.

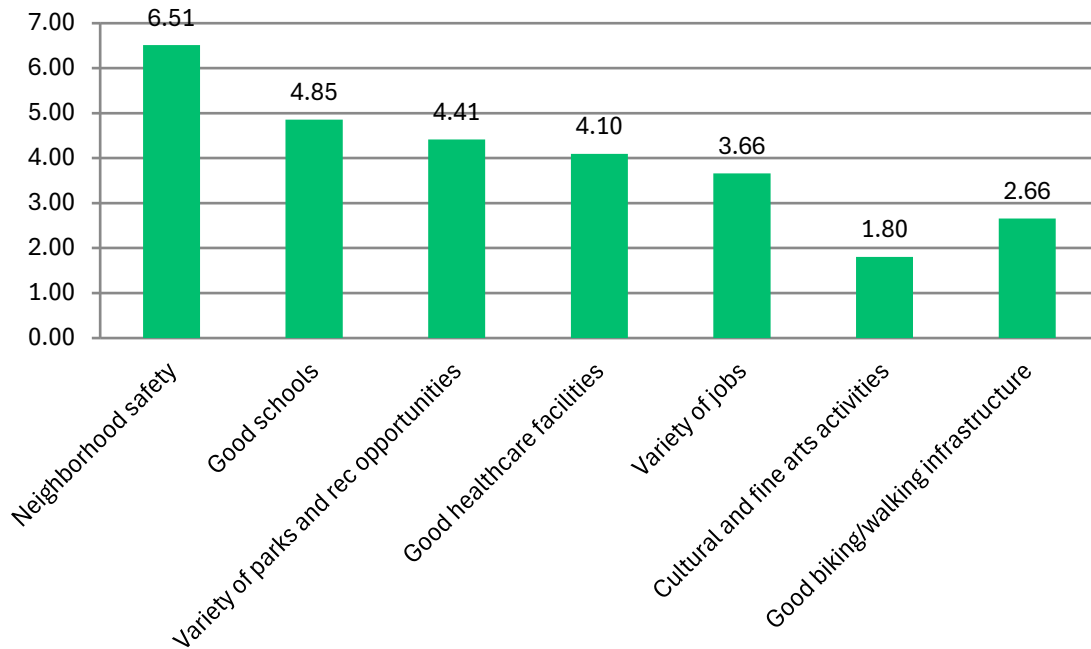
Q5. Are you currently seeking new housing?

	Looking to Rent	Looking to Own	Not Looking for Housing	Total
# of Responses	34	49	231	314
% of Responses	10.8%	15.6%	73.3%	100.0%

Q6. RENTERS: When deciding what community to live in, please rank how you decide from 1 (most important) to 7 (least important).



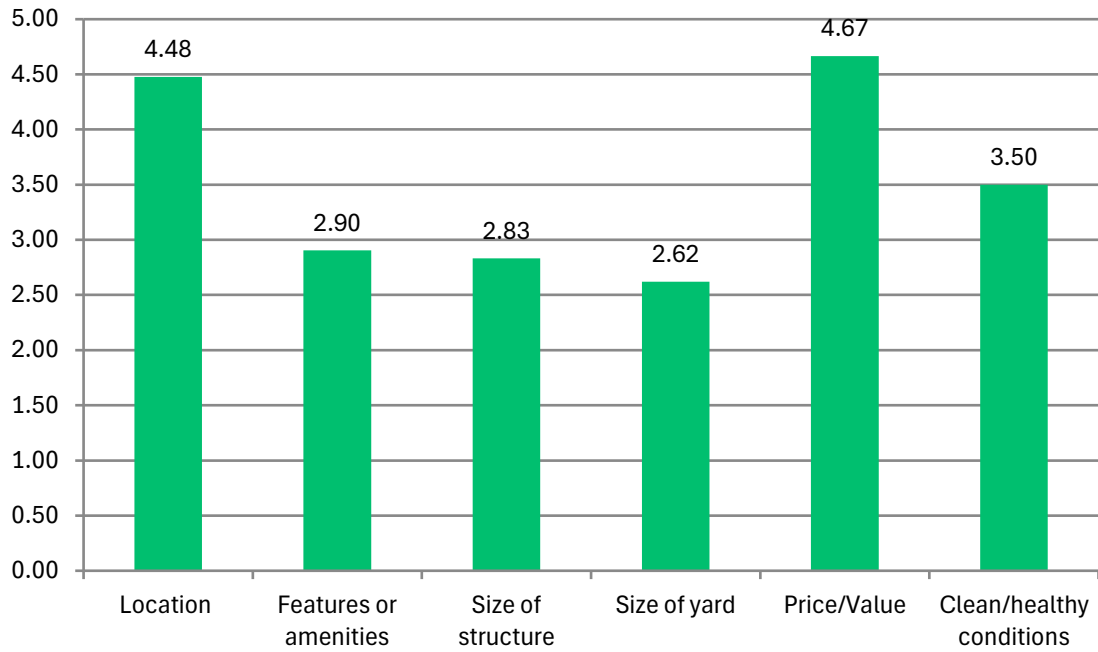
Q6. OWNERS: When deciding what community to live in, please rank how you decide from 1 (most important) to 7 (least important).



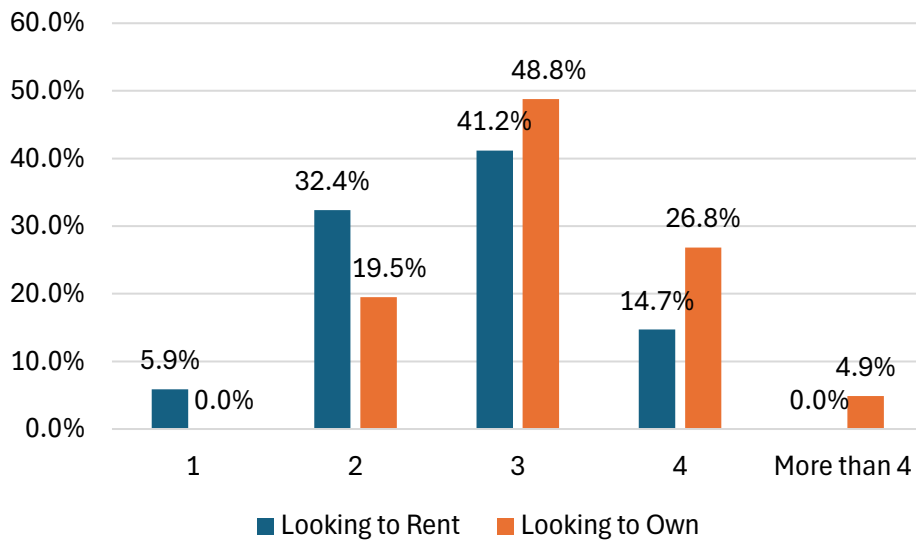
Q7. RENTERS: When deciding what residence (structure) you want to live in, please rank how you decide from 1 (most important) to 6 (least important).



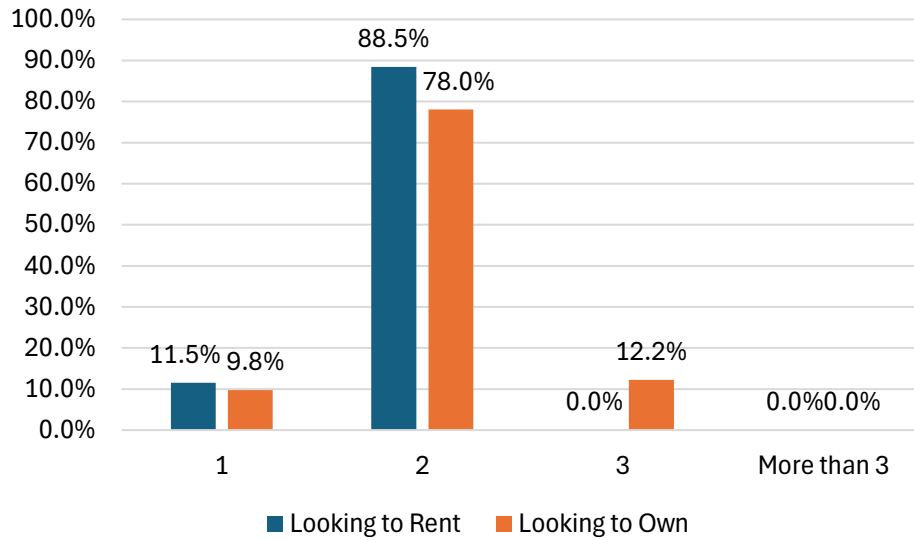
Q7. OWNERS: When deciding what residence (structure) you want to live in, please rank how you decide from 1 (most important) to 6 (least important).



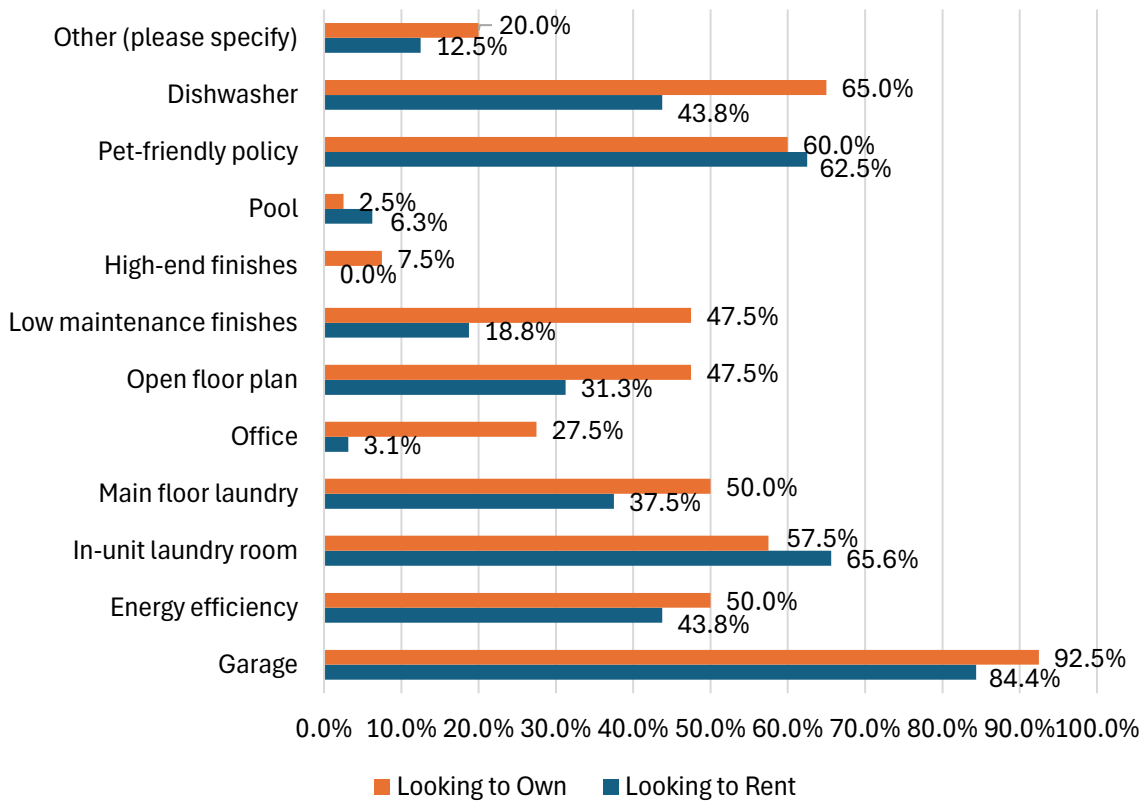
Q8. Ideal number of bedrooms:



Q9. Ideal number of bathrooms

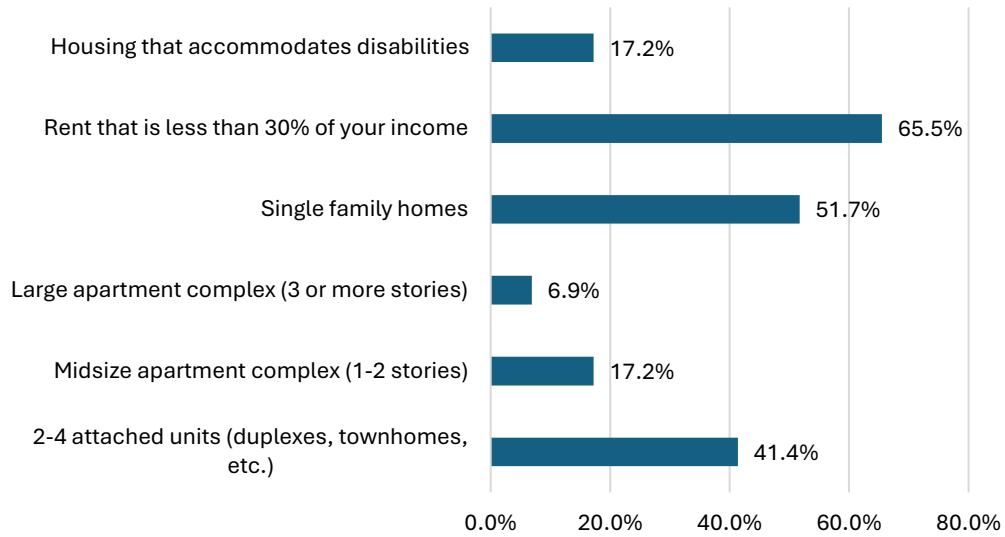


Q10. What amenities are you looking for?

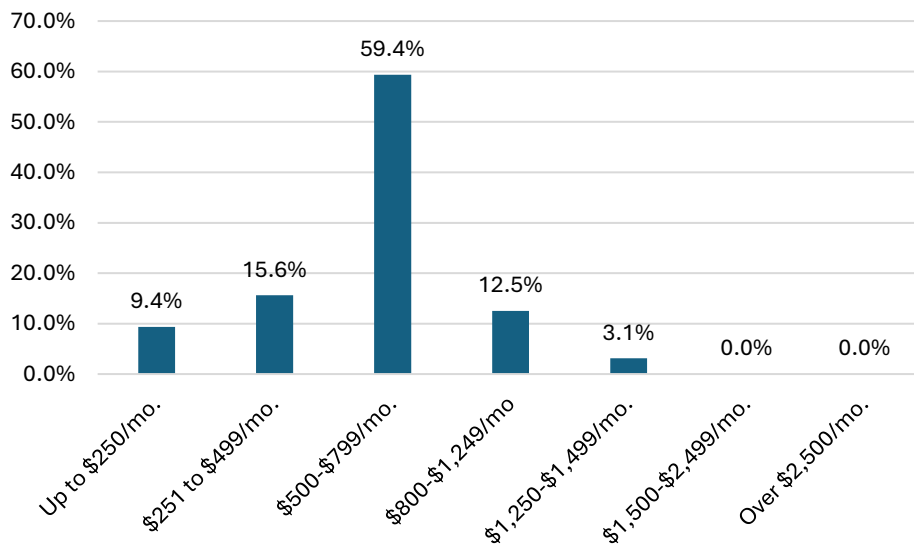


“Please Specify” responses include looking for affordable housing, ADA-accessible housing, counter space, natural light, and outdoor space.

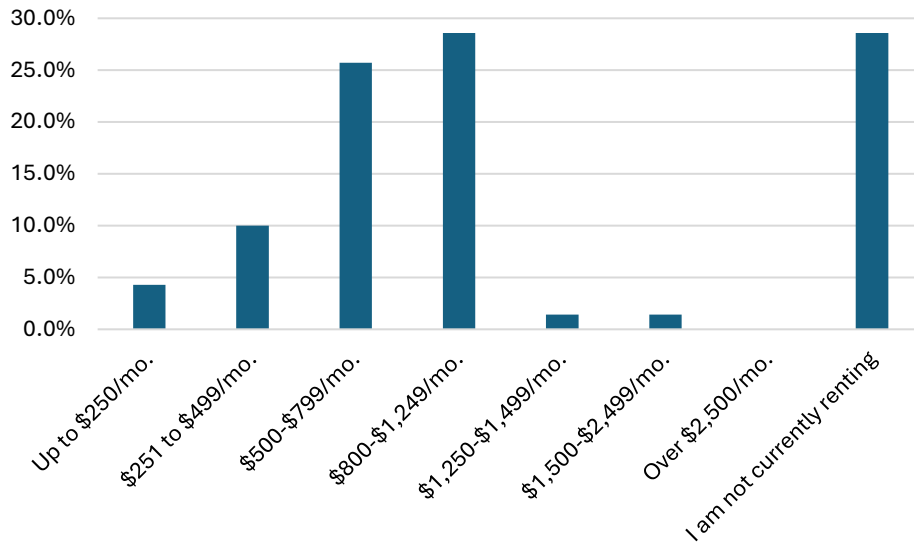
Q11. For those who want to rent: Is there a style of housing (for rent) you are struggling to find?



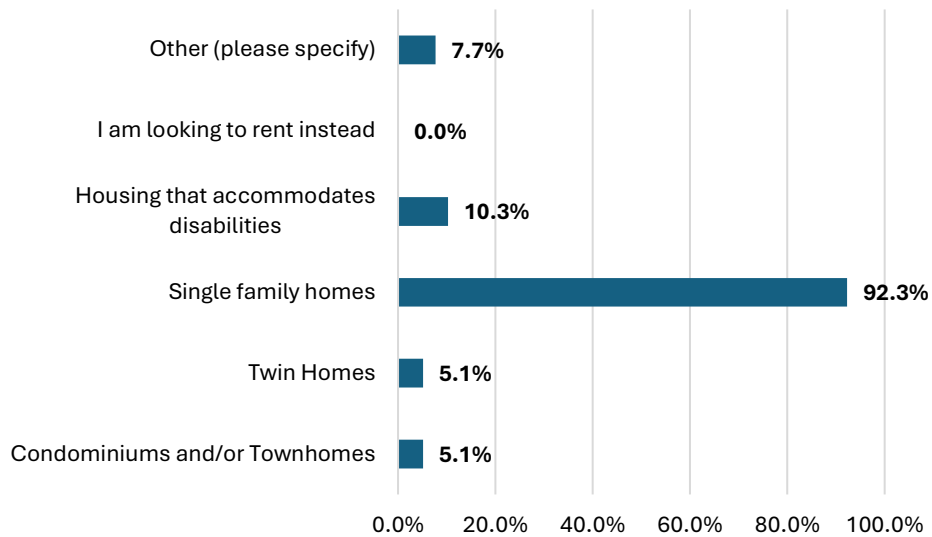
Q12. For those who want to rent: How much would you spend up to for rent for a home that fits your needs, not including utilities?



Q13. For current renters: How much do you currently spend on your housing?

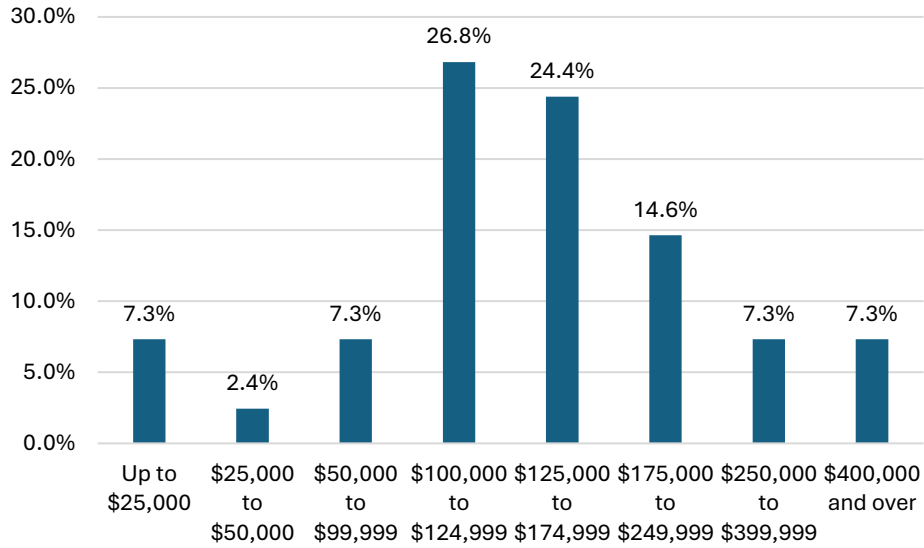


Q14. For buyers: Is there a style of housing (to own) you are struggling to find?

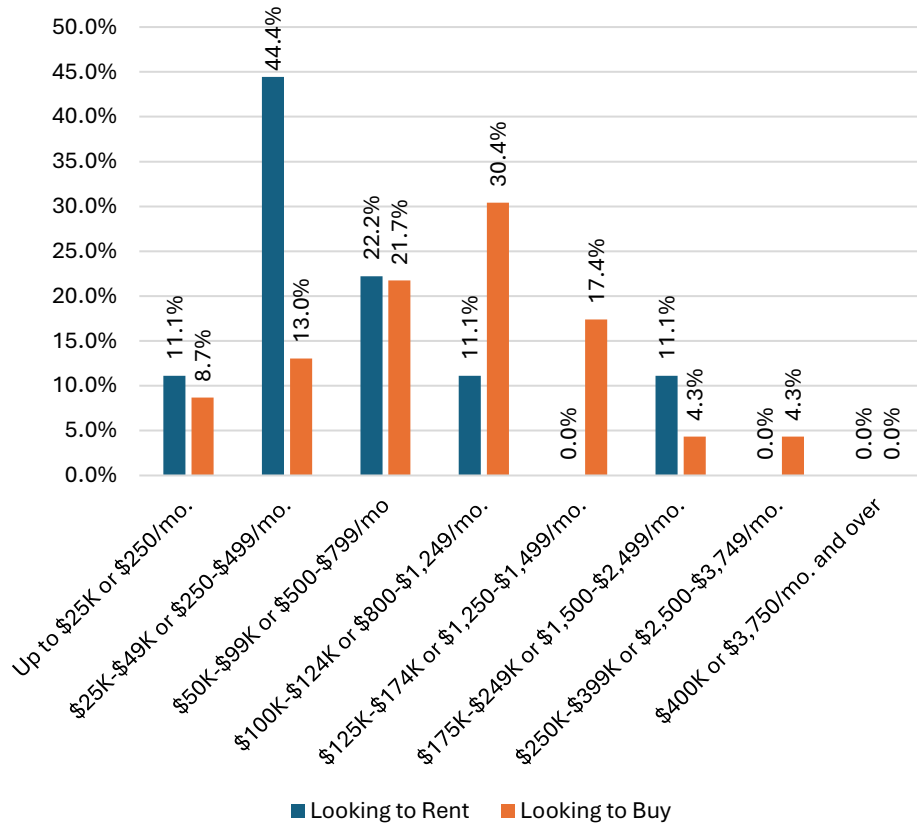


“Please Specify” responses include a lack of anything under \$200,000, housing that is too expensive to build new, and housing that is available but overpriced.

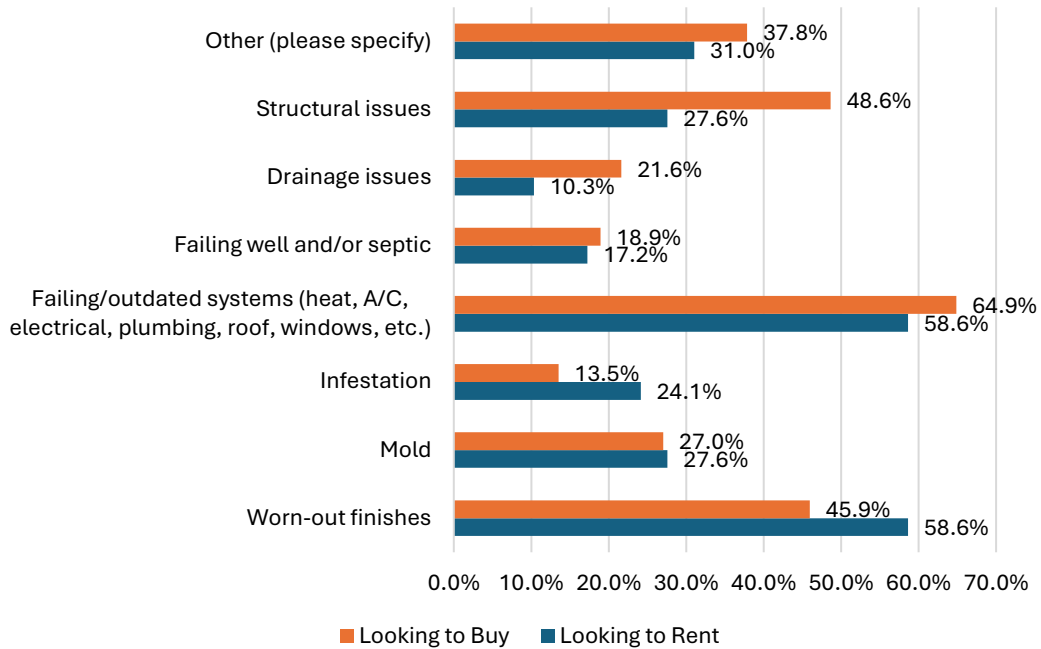
Q15. For buyers: How much would you spend on a home that fits your needs, assuming 10% downpayment? Monthly payment includes taxes and insurance, but not utilities.



Q16. For current owners: How much do you currently spend on your housing?



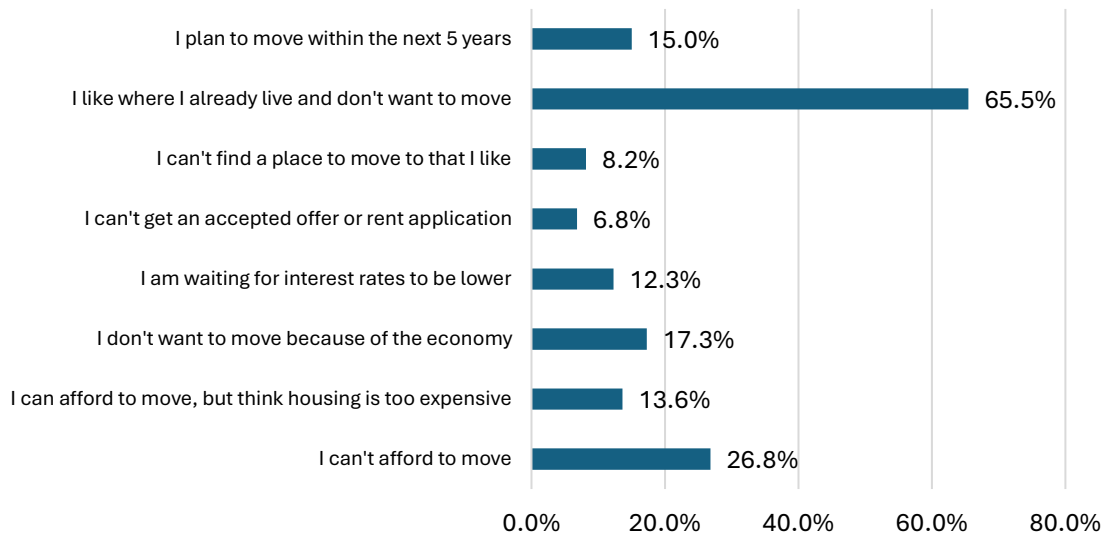
Q17. What issues (if any) are you finding in Wood County’s housing stock?



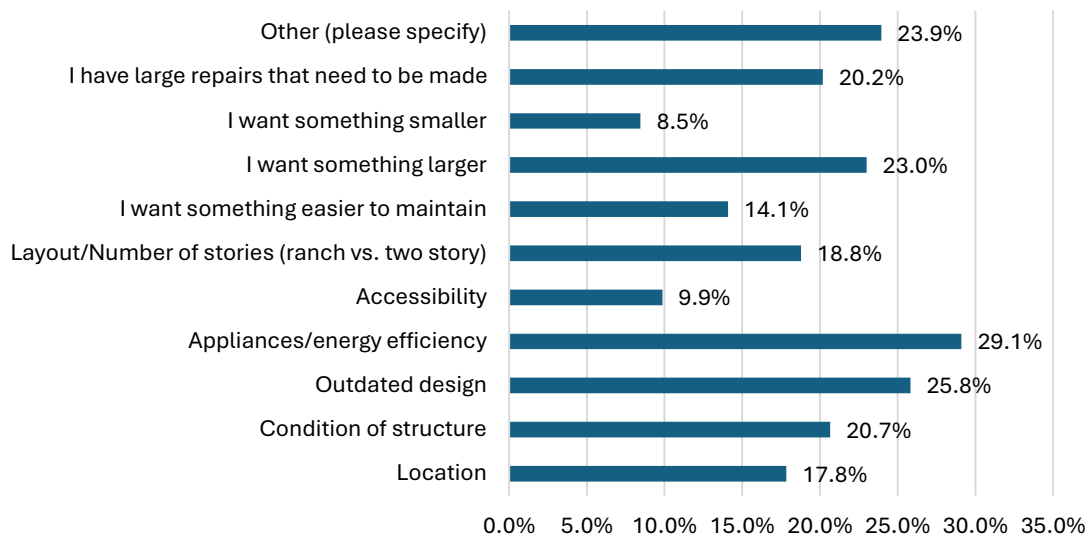
“Please Specify” responses for those looking to rent include a lack of three-bedroom units, a lack of housing that is affordable, difficulty finding units that allow pets, a lack of well-maintained units and common areas, and a lack of available ADA-accessible units.

“Please Specify” responses for those looking to buy include issues with asbestos, lead, leaky roofs, leaky basements, dated styles, high taxes, high purchase prices, older homes that lack space and extra rooms, deferred maintenance, expensive repairs on top of high purchase prices, limited availability under \$200,000, and landlords raising rent without improving properties.

Q18. Please select all that describe your choice to not seek new housing. You may select more than one.

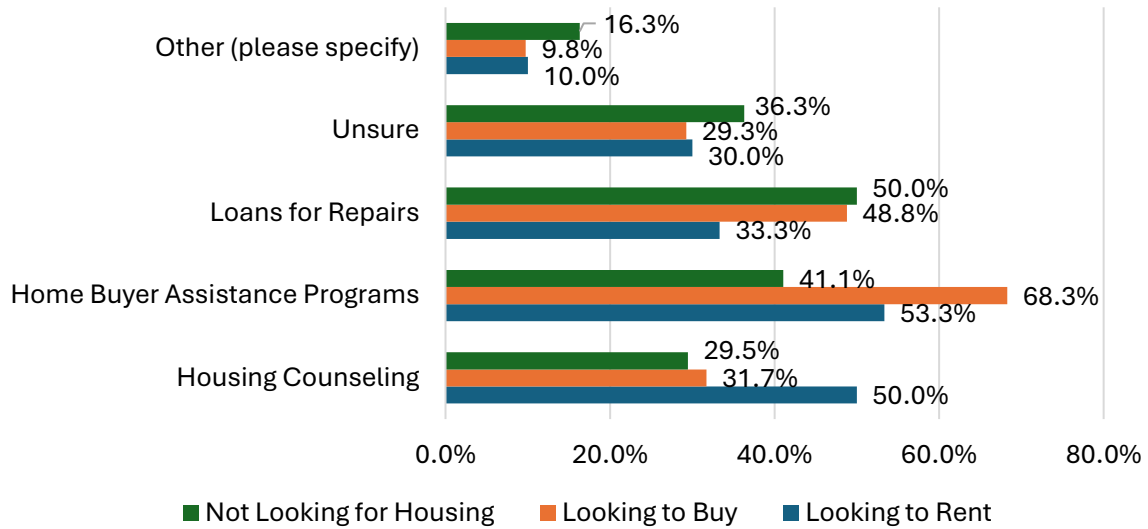


Q19. If you are not looking for a new home, what would you change about your current home? You may select more than one.



“Please Specify” responses include wanting to add more rooms, lower taxes, fewer neighbors, solar panels, lower rent, better internet service, aging-in-place modifications, a lower interest rate/monthly payment, fixed repairs, cosmetic updates, new windows, new siding, new doors, more land, efficient appliances, and a workshop.

Q20. Do you think there is a need for additional community services related to housing?



“Please Specify” responses include: more affordable housing, more income-based housing, more options for financing and contracting work for ADA-accessible upgrades, some multigenerational housing options to help with daycare and transportation, programs to help lower incomes pay for housing and/or repairs, preventing corporations from buying up houses, basic home maintenance courses, homeless shelters, more housing inventory, more lending options, financial counseling, better promotion of existing housing programs, more community action-style programs, and programs that do not increase housing costs for existing homeowners and renters.

Q21. Please share your experiences and opinions about housing in Wood County:

The comments reflect a range of concerns and experiences regarding housing in Wood County:

- Affordability: Many residents express struggles with affordability, with comments highlighting the high cost of both rent and purchasing homes. Several mention challenges in finding housing within their budget, with some relying on charity or struggling to make ends meet. Others can find the housing they would like, but it costs too much relative to the size or condition it's in.
- Limited Options: Residents note a lack of options in the housing market, with comments about low inventory, few mid-range options, and difficulties finding suitable homes within their price range. Some mention the need for more affordable housing programs and support for single individuals and those without children.
- Quality and Maintenance: Concerns about the quality of available housing are raised, including issues with run-down or outdated properties, high repair costs, and difficulties in finding well-maintained homes. Some residents express frustration with landlords or rental agencies and suggest a need for better rental options.
- Specific Needs: Various comments highlight specific needs within the community, such as more housing options for seniors, families with pets, or individuals with diverse backgrounds. There are also mentions of the need for accessible housing and support for those with mental or physical needs.
- Community and Safety: Despite challenges, many residents express satisfaction with aspects of living in Wood County, such as the sense of community, safety, and natural surroundings. However, concerns about safety in certain areas are also mentioned.