



Market Profile

Fond Du Lac City, WI
 Fond Du Lac City, WI (5526275)
 Geography: Place

Prepared by Esri

	Fond du Lac c...
Population Summary	
2000 Total Population	42,174
2010 Total Population	43,021
2018 Total Population	43,165
2018 Group Quarters	1,680
2023 Total Population	43,441
2018-2023 Annual Rate	0.13%
2018 Total Daytime Population	52,110
Workers	31,735
Residents	20,375
Household Summary	
2000 Households	16,802
2000 Average Household Size	2.39
2010 Households	17,942
2010 Average Household Size	2.28
2018 Households	18,222
2018 Average Household Size	2.28
2023 Households	18,479
2023 Average Household Size	2.26
2018-2023 Annual Rate	0.28%
2010 Families	10,395
2010 Average Family Size	2.94
2018 Families	10,480
2018 Average Family Size	2.91
2023 Families	10,553
2023 Average Family Size	2.89
2018-2023 Annual Rate	0.14%
Housing Unit Summary	
2000 Housing Units	17,703
Owner Occupied Housing Units	59.5%
Renter Occupied Housing Units	35.4%
Vacant Housing Units	5.1%
2010 Housing Units	19,181
Owner Occupied Housing Units	55.7%
Renter Occupied Housing Units	37.8%
Vacant Housing Units	6.5%
2018 Housing Units	19,572
Owner Occupied Housing Units	56.8%
Renter Occupied Housing Units	36.3%
Vacant Housing Units	6.9%
2023 Housing Units	19,950
Owner Occupied Housing Units	57.6%
Renter Occupied Housing Units	35.0%
Vacant Housing Units	7.4%
Median Household Income	
2018	\$49,399
2023	\$52,010
Median Home Value	
2018	\$134,357
2023	\$142,804
Per Capita Income	
2018	\$27,670
2023	\$30,841
Median Age	
2010	36.8
2018	38.5
2023	39.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income	
Household Income Base	18,222
<\$15,000	12.5%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	3.1%
\$200,000+	2.4%
Average Household Income	\$63,810
2023 Households by Income	
Household Income Base	18,479
<\$15,000	11.5%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	3.7%
\$200,000+	3.1%
Average Household Income	\$70,766
2018 Owner Occupied Housing Units by Value	
Total	11,123
<\$50,000	2.9%
\$50,000 - \$99,999	24.5%
\$100,000 - \$149,999	32.9%
\$150,000 - \$199,999	14.6%
\$200,000 - \$249,999	11.4%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	4.1%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$169,682
2023 Owner Occupied Housing Units by Value	
Total	11,489
<\$50,000	2.6%
\$50,000 - \$99,999	22.1%
\$100,000 - \$149,999	29.6%
\$150,000 - \$199,999	13.6%
\$200,000 - \$249,999	12.4%
\$250,000 - \$299,999	5.8%
\$300,000 - \$399,999	6.0%
\$400,000 - \$499,999	4.2%
\$500,000 - \$749,999	2.2%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$190,880

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	43,021
0 - 4	6.7%
5 - 9	6.3%
10 - 14	6.1%
15 - 24	13.6%
25 - 34	15.1%
35 - 44	12.3%
45 - 54	13.6%
55 - 64	11.6%
65 - 74	6.4%
75 - 84	5.2%
85 +	3.1%
18 +	77.4%
2018 Population by Age	
Total	43,166
0 - 4	6.1%
5 - 9	5.9%
10 - 14	5.9%
15 - 24	13.2%
25 - 34	14.1%
35 - 44	12.6%
45 - 54	12.1%
55 - 64	12.7%
65 - 74	9.2%
75 - 84	4.9%
85 +	3.2%
18 +	78.7%
2023 Population by Age	
Total	43,440
0 - 4	6.1%
5 - 9	5.8%
10 - 14	5.8%
15 - 24	13.0%
25 - 34	13.6%
35 - 44	12.9%
45 - 54	11.5%
55 - 64	12.3%
65 - 74	10.3%
75 - 84	5.8%
85 +	3.0%
18 +	78.9%
2010 Population by Sex	
Males	20,502
Females	22,519
2018 Population by Sex	
Males	20,874
Females	22,292
2023 Population by Sex	
Males	21,099
Females	22,341

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	Fond du Lac c...
2010 Population by Race/Ethnicity	
Total	43,021
White Alone	90.6%
Black Alone	2.5%
American Indian Alone	0.7%
Asian Alone	1.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.5%
Two or More Races	1.9%
Hispanic Origin	6.4%
Diversity Index	27.7
2018 Population by Race/Ethnicity	
Total	43,166
White Alone	87.8%
Black Alone	3.4%
American Indian Alone	0.7%
Asian Alone	2.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.2%
Two or More Races	2.3%
Hispanic Origin	8.0%
Diversity Index	34.1
2023 Population by Race/Ethnicity	
Total	43,441
White Alone	85.1%
Black Alone	4.2%
American Indian Alone	0.7%
Asian Alone	3.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.8%
Two or More Races	2.6%
Hispanic Origin	9.7%
Diversity Index	39.9
2010 Population by Relationship and Household Type	
Total	43,021
In Households	95.1%
In Family Households	73.4%
Householder	24.2%
Spouse	17.7%
Child	27.3%
Other relative	1.9%
Nonrelative	2.4%
In Nonfamily Households	21.7%
In Group Quarters	4.9%
Institutionalized Population	3.4%
Noninstitutionalized Population	1.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

October 04, 2018



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2018 Population 25+ by Educational Attainment	
Total	29,736
Less than 9th Grade	2.7%
9th - 12th Grade, No Diploma	5.2%
High School Graduate	29.6%
GED/Alternative Credential	5.1%
Some College, No Degree	20.8%
Associate Degree	11.2%
Bachelor's Degree	17.6%
Graduate/Professional Degree	7.8%
2018 Population 15+ by Marital Status	
Total	35,425
Never Married	33.2%
Married	47.3%
Widowed	7.2%
Divorced	12.3%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	97.1%
Civilian Unemployed (Unemployment Rate)	2.9%
2018 Employed Population 16+ by Industry	
Total	22,770
Agriculture/Mining	2.4%
Construction	4.7%
Manufacturing	22.2%
Wholesale Trade	2.0%
Retail Trade	9.7%
Transportation/Utilities	3.6%
Information	2.1%
Finance/Insurance/Real Estate	4.5%
Services	44.4%
Public Administration	4.5%
2018 Employed Population 16+ by Occupation	
Total	22,769
White Collar	48.4%
Management/Business/Financial	10.1%
Professional	18.1%
Sales	8.6%
Administrative Support	11.6%
Services	19.7%
Blue Collar	31.9%
Farming/Forestry/Fishing	2.7%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	3.7%
Production	13.5%
Transportation/Material Moving	8.4%
2010 Population By Urban/ Rural Status	
Total Population	43,021
Population Inside Urbanized Area	99.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	17,942
Households with 1 Person	34.4%
Households with 2+ People	65.6%
Family Households	57.9%
Husband-wife Families	42.3%
With Related Children	17.7%
Other Family (No Spouse Present)	15.6%
Other Family with Male Householder	4.5%
With Related Children	2.9%
Other Family with Female Householder	11.1%
With Related Children	7.8%
Nonfamily Households	7.7%
All Households with Children	29.0%
Multigenerational Households	1.6%
Unmarried Partner Households	7.8%
Male-female	7.4%
Same-sex	0.4%
2010 Households by Size	
Total	17,942
1 Person Household	34.4%
2 Person Household	33.0%
3 Person Household	14.2%
4 Person Household	11.1%
5 Person Household	4.7%
6 Person Household	1.8%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	17,942
Owner Occupied	59.5%
Owned with a Mortgage/Loan	41.8%
Owned Free and Clear	17.7%
Renter Occupied	40.5%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	19,181
Housing Units Inside Urbanized Area	99.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
	1.	Traditional Living (12B)
	2.	Set to Impress (11D)
	3.	In Style (5B)
2018 Consumer Spending		
Apparel & Services: Total \$		\$30,348,536
Average Spent		\$1,665.49
Spending Potential Index		77
Education: Total \$		\$20,213,297
Average Spent		\$1,109.28
Spending Potential Index		77
Entertainment/Recreation: Total \$		\$45,389,860
Average Spent		\$2,490.94
Spending Potential Index		77
Food at Home: Total \$		\$72,012,578
Average Spent		\$3,951.96
Spending Potential Index		79
Food Away from Home: Total \$		\$49,356,216
Average Spent		\$2,708.61
Spending Potential Index		77
Health Care: Total \$		\$81,807,103
Average Spent		\$4,489.47
Spending Potential Index		78
HH Furnishings & Equipment: Total \$		\$29,321,848
Average Spent		\$1,609.15
Spending Potential Index		77
Personal Care Products & Services: Total \$		\$11,537,413
Average Spent		\$633.16
Spending Potential Index		76
Shelter: Total \$		\$235,059,256
Average Spent		\$12,899.75
Spending Potential Index		77
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$33,946,023
Average Spent		\$1,862.91
Spending Potential Index		75
Travel: Total \$		\$28,918,647
Average Spent		\$1,587.02
Spending Potential Index		74
Vehicle Maintenance & Repairs: Total \$		\$15,289,073
Average Spent		\$839.04
Spending Potential Index		78

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.