



Market Profile

North Fond Du Lac Village, WI
 North Fond Du Lac Village, WI (5558000)
 Geography: Place

Prepared by Esri

	North Fond du...
Population Summary	
2000 Total Population	4,740
2010 Total Population	5,014
2018 Total Population	5,055
2018 Group Quarters	19
2023 Total Population	5,104
2018-2023 Annual Rate	0.19%
2018 Total Daytime Population	3,404
Workers	1,367
Residents	2,037
Household Summary	
2000 Households	1,883
2000 Average Household Size	2.51
2010 Households	2,106
2010 Average Household Size	2.37
2018 Households	2,153
2018 Average Household Size	2.34
2023 Households	2,190
2023 Average Household Size	2.32
2018-2023 Annual Rate	0.34%
2010 Families	1,372
2010 Average Family Size	2.88
2018 Families	1,399
2018 Average Family Size	2.82
2023 Families	1,416
2023 Average Family Size	2.80
2018-2023 Annual Rate	0.24%
Housing Unit Summary	
2000 Housing Units	2,007
Owner Occupied Housing Units	77.6%
Renter Occupied Housing Units	16.2%
Vacant Housing Units	6.2%
2010 Housing Units	2,199
Owner Occupied Housing Units	69.2%
Renter Occupied Housing Units	26.6%
Vacant Housing Units	4.2%
2018 Housing Units	2,235
Owner Occupied Housing Units	74.8%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	3.7%
2023 Housing Units	2,283
Owner Occupied Housing Units	75.4%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	4.1%
Median Household Income	
2018	\$51,729
2023	\$55,313
Median Home Value	
2018	\$108,707
2023	\$114,728
Per Capita Income	
2018	\$26,639
2023	\$30,387
Median Age	
2010	39.0
2018	42.5
2023	43.5

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		2,154
<\$15,000		11.0%
\$15,000 - \$24,999		8.1%
\$25,000 - \$34,999		13.4%
\$35,000 - \$49,999		15.0%
\$50,000 - \$74,999		23.2%
\$75,000 - \$99,999		15.7%
\$100,000 - \$149,999		9.4%
\$150,000 - \$199,999		1.9%
\$200,000+		2.3%
Average Household Income		\$62,331
2023 Households by Income		
Household Income Base		2,190
<\$15,000		9.6%
\$15,000 - \$24,999		7.1%
\$25,000 - \$34,999		12.4%
\$35,000 - \$49,999		14.2%
\$50,000 - \$74,999		22.5%
\$75,000 - \$99,999		16.7%
\$100,000 - \$149,999		11.8%
\$150,000 - \$199,999		2.5%
\$200,000+		3.2%
Average Household Income		\$70,654
2018 Owner Occupied Housing Units by Value		
Total		1,671
<\$50,000		25.1%
\$50,000 - \$99,999		19.7%
\$100,000 - \$149,999		29.4%
\$150,000 - \$199,999		15.1%
\$200,000 - \$249,999		5.9%
\$250,000 - \$299,999		1.1%
\$300,000 - \$399,999		1.5%
\$400,000 - \$499,999		0.4%
\$500,000 - \$749,999		1.7%
\$750,000 - \$999,999		0.0%
\$1,000,000 - \$1,499,999		0.0%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$118,477
2023 Owner Occupied Housing Units by Value		
Total		1,723
<\$50,000		24.4%
\$50,000 - \$99,999		17.7%
\$100,000 - \$149,999		26.7%
\$150,000 - \$199,999		15.3%
\$200,000 - \$249,999		7.3%
\$250,000 - \$299,999		1.6%
\$300,000 - \$399,999		2.6%
\$400,000 - \$499,999		0.9%
\$500,000 - \$749,999		3.6%
\$750,000 - \$999,999		0.0%
\$1,000,000 - \$1,499,999		0.0%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$135,607

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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		North Fond du...
2010 Population by Age		
Total		5,014
0 - 4		5.9%
5 - 9		6.2%
10 - 14		6.8%
15 - 24		12.5%
25 - 34		13.3%
35 - 44		13.5%
45 - 54		14.7%
55 - 64		13.5%
65 - 74		6.9%
75 - 84		4.3%
85 +		2.2%
18 +		76.7%
2018 Population by Age		
Total		5,056
0 - 4		5.4%
5 - 9		5.5%
10 - 14		5.6%
15 - 24		10.9%
25 - 34		13.2%
35 - 44		12.2%
45 - 54		13.3%
55 - 64		15.0%
65 - 74		11.1%
75 - 84		5.2%
85 +		2.6%
18 +		80.3%
2023 Population by Age		
Total		5,105
0 - 4		5.2%
5 - 9		5.4%
10 - 14		5.7%
15 - 24		10.0%
25 - 34		13.0%
35 - 44		12.5%
45 - 54		12.0%
55 - 64		14.5%
65 - 74		12.4%
75 - 84		6.7%
85 +		2.6%
18 +		80.4%
2010 Population by Sex		
Males		2,458
Females		2,556
2018 Population by Sex		
Males		2,482
Females		2,574
2023 Population by Sex		
Males		2,509
Females		2,596

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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		North Fond du...
2010 Population by Race/Ethnicity		
Total		5,014
White Alone		94.6%
Black Alone		0.7%
American Indian Alone		0.4%
Asian Alone		1.5%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.8%
Two or More Races		1.0%
Hispanic Origin		4.3%
Diversity Index		17.8
2018 Population by Race/Ethnicity		
Total		5,057
White Alone		92.9%
Black Alone		0.8%
American Indian Alone		0.4%
Asian Alone		2.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.3%
Two or More Races		1.4%
Hispanic Origin		5.9%
Diversity Index		23.2
2023 Population by Race/Ethnicity		
Total		5,105
White Alone		91.1%
Black Alone		1.0%
American Indian Alone		0.4%
Asian Alone		3.0%
Pacific Islander Alone		0.1%
Some Other Race Alone		2.9%
Two or More Races		1.6%
Hispanic Origin		7.2%
Diversity Index		28.0
2010 Population by Relationship and Household Type		
Total		5,014
In Households		99.6%
In Family Households		81.2%
Householder		27.4%
Spouse		20.9%
Child		29.0%
Other relative		1.5%
Nonrelative		2.4%
In Nonfamily Households		18.4%
In Group Quarters		0.4%
Institutionalized Population		0.0%
Noninstitutionalized Population		0.4%

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.

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	North Fond du...
2018 Population 25+ by Educational Attainment	
Total	3,668
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	6.5%
High School Graduate	30.0%
GED/Alternative Credential	7.3%
Some College, No Degree	23.1%
Associate Degree	12.4%
Bachelor's Degree	12.2%
Graduate/Professional Degree	3.7%
2018 Population 15+ by Marital Status	
Total	4,222
Never Married	26.5%
Married	54.1%
Widowed	5.7%
Divorced	13.7%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	98.2%
Civilian Unemployed (Unemployment Rate)	1.8%
2018 Employed Population 16+ by Industry	
Total	3,064
Agriculture/Mining	2.4%
Construction	8.0%
Manufacturing	24.6%
Wholesale Trade	4.2%
Retail Trade	13.1%
Transportation/Utilities	5.2%
Information	2.1%
Finance/Insurance/Real Estate	5.5%
Services	33.1%
Public Administration	1.8%
2018 Employed Population 16+ by Occupation	
Total	3,061
White Collar	46.1%
Management/Business/Financial	6.4%
Professional	14.8%
Sales	11.5%
Administrative Support	13.4%
Services	14.8%
Blue Collar	39.2%
Farming/Forestry/Fishing	2.7%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	2.3%
Production	14.8%
Transportation/Material Moving	15.2%
2010 Population By Urban/ Rural Status	
Total Population	5,014
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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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2010 Households by Type	
Total	2,106
Households with 1 Person	27.6%
Households with 2+ People	72.4%
Family Households	65.1%
Husband-wife Families	49.8%
With Related Children	19.7%
Other Family (No Spouse Present)	15.4%
Other Family with Male Householder	4.7%
With Related Children	3.1%
Other Family with Female Householder	10.6%
With Related Children	7.5%
Nonfamily Households	7.3%
All Households with Children	30.9%
Multigenerational Households	1.9%
Unmarried Partner Households	7.4%
Male-female	7.1%
Same-sex	0.3%
2010 Households by Size	
Total	2,106
1 Person Household	27.6%
2 Person Household	37.3%
3 Person Household	17.1%
4 Person Household	10.8%
5 Person Household	4.7%
6 Person Household	1.5%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	2,106
Owner Occupied	72.2%
Owned with a Mortgage/Loan	46.4%
Owned Free and Clear	25.8%
Renter Occupied	27.8%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,199
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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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		North Fond du...
Top 3 Tapestry Segments		
	1.	Down the Road (10D)
	2.	Salt of the Earth (6B)
	3.	Traditional Living (12B)
2018 Consumer Spending		
Apparel & Services: Total \$		\$3,484,544
Average Spent		\$1,618.46
Spending Potential Index		74
Education: Total \$		\$2,169,315
Average Spent		\$1,007.58
Spending Potential Index		70
Entertainment/Recreation: Total \$		\$5,335,929
Average Spent		\$2,478.37
Spending Potential Index		77
Food at Home: Total \$		\$8,453,794
Average Spent		\$3,926.52
Spending Potential Index		78
Food Away from Home: Total \$		\$5,699,934
Average Spent		\$2,647.44
Spending Potential Index		75
Health Care: Total \$		\$9,881,234
Average Spent		\$4,589.52
Spending Potential Index		80
HH Furnishings & Equipment: Total \$		\$3,445,643
Average Spent		\$1,600.39
Spending Potential Index		77
Personal Care Products & Services: Total \$		\$1,341,656
Average Spent		\$623.16
Spending Potential Index		75
Shelter: Total \$		\$26,051,017
Average Spent		\$12,099.87
Spending Potential Index		72
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$3,939,634
Average Spent		\$1,829.83
Spending Potential Index		74
Travel: Total \$		\$3,304,058
Average Spent		\$1,534.63
Spending Potential Index		71
Vehicle Maintenance & Repairs: Total \$		\$1,809,280
Average Spent		\$840.35
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.