



# Market Profile

Ripon City, WI  
 Ripon City, WI (5568175)  
 Geography: Place

Prepared by Esri

	Ripon city, W...
<b>Population Summary</b>	
2000 Total Population	7,478
2010 Total Population	7,733
2018 Total Population	8,003
2018 Group Quarters	777
2023 Total Population	8,166
2018-2023 Annual Rate	0.40%
2018 Total Daytime Population	11,531
Workers	8,108
Residents	3,423
<b>Household Summary</b>	
2000 Households	2,904
2000 Average Household Size	2.34
2010 Households	3,053
2010 Average Household Size	2.22
2018 Households	3,213
2018 Average Household Size	2.25
2023 Households	3,307
2023 Average Household Size	2.23
2018-2023 Annual Rate	0.58%
2010 Families	1,769
2010 Average Family Size	2.90
2018 Families	1,921
2018 Average Family Size	2.88
2023 Families	1,967
2023 Average Family Size	2.85
2018-2023 Annual Rate	0.47%
<b>Housing Unit Summary</b>	
2000 Housing Units	3,100
Owner Occupied Housing Units	63.5%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	6.3%
2010 Housing Units	3,307
Owner Occupied Housing Units	56.1%
Renter Occupied Housing Units	36.2%
Vacant Housing Units	7.7%
2018 Housing Units	3,520
Owner Occupied Housing Units	57.6%
Renter Occupied Housing Units	33.7%
Vacant Housing Units	8.7%
2023 Housing Units	3,638
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	31.8%
Vacant Housing Units	9.1%
<b>Median Household Income</b>	
2018	\$48,921
2023	\$54,289
<b>Median Home Value</b>	
2018	\$135,698
2023	\$147,716
<b>Per Capita Income</b>	
2018	\$28,941
2023	\$34,014
<b>Median Age</b>	
2010	36.9
2018	40.3
2023	41.0

**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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<b>2018 Households by Income</b>	
Household Income Base	3,214
<\$15,000	13.8%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	3.5%
\$200,000+	5.0%
Average Household Income	\$67,935
<b>2023 Households by Income</b>	
Household Income Base	3,309
<\$15,000	12.2%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	17.8%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	4.4%
\$200,000+	7.0%
Average Household Income	\$80,014
<b>2018 Owner Occupied Housing Units by Value</b>	
Total	2,027
<\$50,000	5.0%
\$50,000 - \$99,999	21.3%
\$100,000 - \$149,999	33.2%
\$150,000 - \$199,999	20.4%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	2.7%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	0.8%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$157,955
<b>2023 Owner Occupied Housing Units by Value</b>	
Total	2,151
<\$50,000	4.1%
\$50,000 - \$99,999	18.2%
\$100,000 - \$149,999	29.0%
\$150,000 - \$199,999	20.1%
\$200,000 - \$249,999	11.7%
\$250,000 - \$299,999	3.7%
\$300,000 - \$399,999	7.1%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$182,043

**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.

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<b>2010 Population by Age</b>	
Total	7,733
0 - 4	5.0%
5 - 9	5.4%
10 - 14	6.3%
15 - 24	21.0%
25 - 34	10.3%
35 - 44	11.4%
45 - 54	12.9%
55 - 64	10.7%
65 - 74	6.9%
75 - 84	6.3%
85 +	3.9%
18 +	79.8%
<b>2018 Population by Age</b>	
Total	8,004
0 - 4	4.6%
5 - 9	4.8%
10 - 14	5.7%
15 - 24	18.7%
25 - 34	10.5%
35 - 44	10.5%
45 - 54	12.7%
55 - 64	12.9%
65 - 74	10.1%
75 - 84	5.9%
85 +	3.5%
18 +	81.5%
<b>2023 Population by Age</b>	
Total	8,165
0 - 4	4.6%
5 - 9	4.8%
10 - 14	5.5%
15 - 24	17.9%
25 - 34	10.7%
35 - 44	10.6%
45 - 54	11.3%
55 - 64	12.7%
65 - 74	11.5%
75 - 84	7.1%
85 +	3.3%
18 +	81.8%
<b>2010 Population by Sex</b>	
Males	3,668
Females	4,065
<b>2018 Population by Sex</b>	
Males	3,862
Females	4,142
<b>2023 Population by Sex</b>	
Males	3,959
Females	4,206

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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<b>2010 Population by Race/Ethnicity</b>	
Total	7,733
White Alone	94.7%
Black Alone	0.7%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.6%
Two or More Races	0.9%
Hispanic Origin	5.0%
Diversity Index	18.8
<b>2018 Population by Race/Ethnicity</b>	
Total	8,004
White Alone	93.0%
Black Alone	0.8%
American Indian Alone	0.4%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.3%
Two or More Races	1.1%
Hispanic Origin	6.6%
Diversity Index	24.1
<b>2023 Population by Race/Ethnicity</b>	
Total	8,165
White Alone	91.3%
Black Alone	1.0%
American Indian Alone	0.4%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.1%
Two or More Races	1.3%
Hispanic Origin	8.2%
Diversity Index	29.1
<b>2010 Population by Relationship and Household Type</b>	
Total	7,733
In Households	87.5%
In Family Households	68.1%
Householder	22.9%
Spouse	17.9%
Child	24.1%
Other relative	1.5%
Nonrelative	1.7%
In Nonfamily Households	19.4%
In Group Quarters	12.5%
Institutionalized Population	1.0%
Noninstitutionalized Population	11.5%

**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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	<b>Ripon city, W...</b>
<b>2018 Population 25+ by Educational Attainment</b>	
Total	5,292
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	33.8%
GED/Alternative Credential	2.6%
Some College, No Degree	19.9%
Associate Degree	9.3%
Bachelor's Degree	15.8%
Graduate/Professional Degree	9.5%
<b>2018 Population 15+ by Marital Status</b>	
Total	6,792
Never Married	33.0%
Married	44.8%
Widowed	9.1%
Divorced	13.1%
<b>2018 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	98.3%
Civilian Unemployed (Unemployment Rate)	1.7%
<b>2018 Employed Population 16+ by Industry</b>	
Total	4,673
Agriculture/Mining	1.6%
Construction	6.1%
Manufacturing	21.2%
Wholesale Trade	1.2%
Retail Trade	11.4%
Transportation/Utilities	5.5%
Information	1.0%
Finance/Insurance/Real Estate	7.6%
Services	40.8%
Public Administration	3.6%
<b>2018 Employed Population 16+ by Occupation</b>	
Total	4,674
White Collar	49.5%
Management/Business/Financial	9.5%
Professional	19.1%
Sales	9.5%
Administrative Support	11.3%
Services	17.2%
Blue Collar	33.3%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.0%
Installation/Maintenance/Repair	3.9%
Production	14.9%
Transportation/Material Moving	10.4%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	7,733
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	98.4%
Rural Population	1.6%

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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<b>2010 Households by Type</b>	
Total	3,053
Households with 1 Person	36.5%
Households with 2+ People	63.5%
Family Households	57.9%
Husband-wife Families	45.3%
With Related Children	18.1%
Other Family (No Spouse Present)	12.7%
Other Family with Male Householder	3.9%
With Related Children	2.8%
Other Family with Female Householder	8.7%
With Related Children	6.5%
Nonfamily Households	5.5%
All Households with Children	27.8%
Multigenerational Households	1.3%
Unmarried Partner Households	6.0%
Male-female	5.5%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	3,053
1 Person Household	36.5%
2 Person Household	32.4%
3 Person Household	14.1%
4 Person Household	10.2%
5 Person Household	4.5%
6 Person Household	1.9%
7 + Person Household	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	3,053
Owner Occupied	60.8%
Owned with a Mortgage/Loan	39.8%
Owned Free and Clear	21.0%
Renter Occupied	39.2%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	3,307
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	98.2%
Rural Housing Units	1.8%

**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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<b>Top 3 Tapestry Segments</b>		
	<b>1.</b>	Rustbelt Traditions (5D)
	<b>2.</b>	Heartland Communities
	<b>3.</b>	Retirement Communities
<b>2018 Consumer Spending</b>		
Apparel & Services: Total \$		\$5,571,368
Average Spent		\$1,734.01
Spending Potential Index		80
Education: Total \$		\$3,465,488
Average Spent		\$1,078.58
Spending Potential Index		75
Entertainment/Recreation: Total \$		\$8,804,283
Average Spent		\$2,740.21
Spending Potential Index		85
Food at Home: Total \$		\$13,928,943
Average Spent		\$4,335.18
Spending Potential Index		86
Food Away from Home: Total \$		\$9,134,058
Average Spent		\$2,842.84
Spending Potential Index		81
Health Care: Total \$		\$16,523,600
Average Spent		\$5,142.73
Spending Potential Index		90
HH Furnishings & Equipment: Total \$		\$5,546,816
Average Spent		\$1,726.37
Spending Potential Index		83
Personal Care Products & Services: Total \$		\$2,147,788
Average Spent		\$668.47
Spending Potential Index		81
Shelter: Total \$		\$42,642,177
Average Spent		\$13,271.76
Spending Potential Index		79
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$6,580,587
Average Spent		\$2,048.11
Spending Potential Index		82
Travel: Total \$		\$5,291,357
Average Spent		\$1,646.86
Spending Potential Index		76
Vehicle Maintenance & Repairs: Total \$		\$2,943,780
Average Spent		\$916.21
Spending Potential Index		85

**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.