



# Market Profile

Campbellsport Village, WI  
Campbellsport Village, WI (5512325)  
Geography: Place

Prepared by Esri

	Campbellsport...
<b>Population Summary</b>	
2000 Total Population	1,898
2010 Total Population	2,016
2019 Total Population	2,025
2019 Group Quarters	100
2024 Total Population	2,038
2019-2024 Annual Rate	0.13%
2019 Total Daytime Population	1,792
Workers	881
Residents	911
<b>Household Summary</b>	
2000 Households	692
2000 Average Household Size	2.63
2010 Households	763
2010 Average Household Size	2.45
2019 Households	780
2019 Average Household Size	2.47
2024 Households	793
2024 Average Household Size	2.45
2019-2024 Annual Rate	0.33%
2010 Families	504
2010 Average Family Size	2.98
2019 Families	546
2019 Average Family Size	2.92
2024 Families	551
2024 Average Family Size	2.90
2019-2024 Annual Rate	0.18%
<b>Housing Unit Summary</b>	
2000 Housing Units	721
Owner Occupied Housing Units	72.8%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	4.0%
2010 Housing Units	823
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	28.1%
Vacant Housing Units	7.3%
2019 Housing Units	837
Owner Occupied Housing Units	70.7%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	6.8%
2024 Housing Units	851
Owner Occupied Housing Units	71.0%
Renter Occupied Housing Units	22.1%
Vacant Housing Units	6.8%
<b>Median Household Income</b>	
2019	\$61,077
2024	\$70,592
<b>Median Home Value</b>	
2019	\$193,548
2024	\$225,917
<b>Per Capita Income</b>	
2019	\$28,305
2024	\$33,408
<b>Median Age</b>	
2010	40.5
2019	44.7
2024	45.9

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>	
Household Income Base	780
<\$15,000	7.4%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	5.0%
\$200,000+	1.5%
Average Household Income	\$72,792
<b>2024 Households by Income</b>	
Household Income Base	793
<\$15,000	5.5%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	7.4%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	22.6%
\$75,000 - \$99,999	16.8%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	7.8%
\$200,000+	2.0%
Average Household Income	\$85,071
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	592
<\$50,000	3.4%
\$50,000 - \$99,999	6.2%
\$100,000 - \$149,999	17.6%
\$150,000 - \$199,999	26.2%
\$200,000 - \$249,999	17.7%
\$250,000 - \$299,999	11.1%
\$300,000 - \$399,999	11.5%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.0%
Average Home Value	\$225,422
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	605
<\$50,000	2.5%
\$50,000 - \$99,999	4.1%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	21.7%
\$200,000 - \$249,999	18.0%
\$250,000 - \$299,999	13.9%
\$300,000 - \$399,999	17.0%
\$400,000 - \$499,999	3.6%
\$500,000 - \$749,999	6.0%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.0%
Average Home Value	\$260,537

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	<b>Campbellsport...</b>
<b>2010 Population by Age</b>	
Total	2,016
0 - 4	6.8%
5 - 9	7.3%
10 - 14	6.7%
15 - 24	9.3%
25 - 34	12.8%
35 - 44	13.4%
45 - 54	13.7%
55 - 64	8.4%
65 - 74	6.8%
75 - 84	8.2%
85 +	6.4%
18 +	75.4%
<b>2019 Population by Age</b>	
Total	2,023
0 - 4	5.3%
5 - 9	5.9%
10 - 14	6.4%
15 - 24	9.9%
25 - 34	10.5%
35 - 44	12.3%
45 - 54	14.2%
55 - 64	14.7%
65 - 74	9.3%
75 - 84	6.6%
85 +	4.8%
18 +	78.7%
<b>2024 Population by Age</b>	
Total	2,038
0 - 4	5.2%
5 - 9	5.7%
10 - 14	6.5%
15 - 24	10.1%
25 - 34	9.0%
35 - 44	12.5%
45 - 54	12.5%
55 - 64	15.3%
65 - 74	11.4%
75 - 84	7.2%
85 +	4.8%
18 +	78.6%
<b>2010 Population by Sex</b>	
Males	908
Females	1,108
<b>2019 Population by Sex</b>	
Males	969
Females	1,054
<b>2024 Population by Sex</b>	
Males	986
Females	1,052

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	Campbellsport...
<b>2010 Population by Race/Ethnicity</b>	
Total	2,016
White Alone	98.2%
Black Alone	0.2%
American Indian Alone	0.3%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.0%
Hispanic Origin	1.0%
Diversity Index	5.5
<b>2019 Population by Race/Ethnicity</b>	
Total	2,023
White Alone	97.7%
Black Alone	0.5%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.0%
Hispanic Origin	1.3%
Diversity Index	7.2
<b>2024 Population by Race/Ethnicity</b>	
Total	2,038
White Alone	97.1%
Black Alone	0.7%
American Indian Alone	0.3%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.3%
Hispanic Origin	1.7%
Diversity Index	8.9
<b>2010 Population by Relationship and Household Type</b>	
Total	2,016
In Households	92.6%
In Family Households	76.6%
Householder	25.0%
Spouse	18.7%
Child	29.8%
Other relative	1.1%
Nonrelative	2.0%
In Nonfamily Households	15.9%
In Group Quarters	7.4%
Institutionalized Population	0.0%
Noninstitutionalized Population	7.4%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 19, 2020



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	Campbellsport...
<b>2019 Population 25+ by Educational Attainment</b>	
Total	1,466
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	4.4%
High School Graduate	41.5%
GED/Alternative Credential	2.3%
Some College, No Degree	18.6%
Associate Degree	12.8%
Bachelor's Degree	10.4%
Graduate/Professional Degree	8.2%
<b>2019 Population 15+ by Marital Status</b>	
Total	1,667
Never Married	30.2%
Married	52.9%
Widowed	5.6%
Divorced	11.3%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	99.0%
Civilian Unemployed (Unemployment Rate)	1.0%
<b>2019 Employed Population 16+ by Industry</b>	
Total	1,127
Agriculture/Mining	1.7%
Construction	13.7%
Manufacturing	18.7%
Wholesale Trade	3.3%
Retail Trade	9.6%
Transportation/Utilities	7.7%
Information	1.9%
Finance/Insurance/Real Estate	6.6%
Services	36.0%
Public Administration	1.0%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	1,126
White Collar	50.4%
Management/Business/Financial	12.7%
Professional	12.1%
Sales	8.8%
Administrative Support	16.9%
Services	15.8%
Blue Collar	33.7%
Farming/Forestry/Fishing	1.7%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	4.7%
Production	12.8%
Transportation/Material Moving	8.1%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	2,016
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>	
Total	763
Households with 1 Person	27.7%
Households with 2+ People	72.3%
Family Households	66.1%
Husband-wife Families	49.4%
With Related Children	23.2%
Other Family (No Spouse Present)	16.6%
Other Family with Male Householder	5.5%
With Related Children	4.2%
Other Family with Female Householder	11.1%
With Related Children	7.7%
Nonfamily Households	6.3%
All Households with Children	35.8%
Multigenerational Households	2.0%
Unmarried Partner Households	6.6%
Male-female	6.0%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	763
1 Person Household	27.7%
2 Person Household	33.8%
3 Person Household	15.9%
4 Person Household	14.8%
5 Person Household	6.0%
6 Person Household	1.2%
7 + Person Household	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	763
Owner Occupied	69.7%
Owned with a Mortgage/Loan	48.4%
Owned Free and Clear	21.4%
Renter Occupied	30.3%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	823
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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		Campbellsport...
<b>Top 3 Tapestry Segments</b>		
1.		Salt of the Earth (6B)
2.		Top Tier (1A)
3.		Professional Pride (1B)
<b>2019 Consumer Spending</b>		
Apparel & Services: Total \$		\$1,315,654
Average Spent		\$1,686.74
Spending Potential Index		79
Education: Total \$		\$1,020,410
Average Spent		\$1,308.22
Spending Potential Index		82
Entertainment/Recreation: Total \$		\$2,205,759
Average Spent		\$2,827.90
Spending Potential Index		86
Food at Home: Total \$		\$3,439,653
Average Spent		\$4,409.81
Spending Potential Index		85
Food Away from Home: Total \$		\$2,335,951
Average Spent		\$2,994.81
Spending Potential Index		81
Health Care: Total \$		\$4,320,049
Average Spent		\$5,538.52
Spending Potential Index		93
HH Furnishings & Equipment: Total \$		\$1,377,939
Average Spent		\$1,766.59
Spending Potential Index		83
Personal Care Products & Services: Total \$		\$571,809
Average Spent		\$733.09
Spending Potential Index		83
Shelter: Total \$		\$11,263,231
Average Spent		\$14,440.04
Spending Potential Index		78
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$1,643,375
Average Spent		\$2,106.89
Spending Potential Index		85
Travel: Total \$		\$1,418,819
Average Spent		\$1,819.00
Spending Potential Index		81
Vehicle Maintenance & Repairs: Total \$		\$741,290
Average Spent		\$950.37
Spending Potential Index		83

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 19, 2020