



# Market Profile

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

Prepared by Esri

	Fond du Lac c...
<b>Population Summary</b>	
2000 Total Population	42,191
2010 Total Population	43,040
2019 Total Population	43,624
2019 Group Quarters	1,680
2024 Total Population	44,027
2019-2024 Annual Rate	0.18%
2019 Total Daytime Population	53,433
Workers	31,915
Residents	21,518
<b>Household Summary</b>	
2000 Households	16,810
2000 Average Household Size	2.39
2010 Households	17,952
2010 Average Household Size	2.28
2019 Households	18,437
2019 Average Household Size	2.27
2024 Households	18,742
2024 Average Household Size	2.26
2019-2024 Annual Rate	0.33%
2010 Families	10,401
2010 Average Family Size	2.94
2019 Families	10,601
2019 Average Family Size	2.93
2024 Families	10,704
2024 Average Family Size	2.91
2019-2024 Annual Rate	0.19%
<b>Housing Unit Summary</b>	
2000 Housing Units	17,712
Owner Occupied Housing Units	59.5%
Renter Occupied Housing Units	35.4%
Vacant Housing Units	5.1%
2010 Housing Units	19,191
Owner Occupied Housing Units	55.7%
Renter Occupied Housing Units	37.8%
Vacant Housing Units	6.5%
2019 Housing Units	19,825
Owner Occupied Housing Units	54.8%
Renter Occupied Housing Units	38.2%
Vacant Housing Units	7.0%
2024 Housing Units	20,213
Owner Occupied Housing Units	55.1%
Renter Occupied Housing Units	37.6%
Vacant Housing Units	7.3%
<b>Median Household Income</b>	
2019	\$53,065
2024	\$57,160
<b>Median Home Value</b>	
2019	\$136,934
2024	\$145,369
<b>Per Capita Income</b>	
2019	\$28,516
2024	\$32,091
<b>Median Age</b>	
2010	36.8
2019	38.7
2024	39.6

**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	18,436
<\$15,000	10.0%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	12.8%
\$150,000 - \$199,999	3.9%
\$200,000+	2.3%
Average Household Income	\$67,056
<b>2024 Households by Income</b>	
Household Income Base	18,742
<\$15,000	8.4%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	21.4%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	5.2%
\$200,000+	2.5%
Average Household Income	\$74,918
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	10,871
<\$50,000	3.7%
\$50,000 - \$99,999	22.3%
\$100,000 - \$149,999	32.5%
\$150,000 - \$199,999	18.6%
\$200,000 - \$249,999	10.3%
\$250,000 - \$299,999	5.1%
\$300,000 - \$399,999	4.0%
\$400,000 - \$499,999	1.2%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$167,804
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	11,138
<\$50,000	3.3%
\$50,000 - \$99,999	19.9%
\$100,000 - \$149,999	29.6%
\$150,000 - \$199,999	17.5%
\$200,000 - \$249,999	11.9%
\$250,000 - \$299,999	6.4%
\$300,000 - \$399,999	5.9%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	2.1%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$187,855

**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>Fond du Lac c...</b>
<b>2010 Population by Age</b>	
Total	43,040
0 - 4	6.6%
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 +	77.5%
<b>2019 Population by Age</b>	
Total	43,623
0 - 4	6.1%
5 - 9	5.9%
10 - 14	5.9%
15 - 24	13.0%
25 - 34	14.1%
35 - 44	12.7%
45 - 54	11.9%
55 - 64	12.7%
65 - 74	9.5%
75 - 84	5.1%
85 +	3.2%
18 +	78.8%
<b>2024 Population by Age</b>	
Total	44,025
0 - 4	6.0%
5 - 9	5.9%
10 - 14	5.9%
15 - 24	12.7%
25 - 34	13.8%
35 - 44	12.7%
45 - 54	11.4%
55 - 64	12.0%
65 - 74	10.4%
75 - 84	6.2%
85 +	3.1%
18 +	78.9%
<b>2010 Population by Sex</b>	
Males	20,508
Females	22,532
<b>2019 Population by Sex</b>	
Males	21,112
Females	22,511
<b>2024 Population by Sex</b>	
Males	21,335
Females	22,690

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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	Fond du Lac c...
<b>2010 Population by Race/Ethnicity</b>	
Total	43,040
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
<b>2019 Population by Race/Ethnicity</b>	
Total	43,624
White Alone	87.1%
Black Alone	3.6%
American Indian Alone	0.7%
Asian Alone	3.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.2%
Two or More Races	2.4%
Hispanic Origin	8.2%
Diversity Index	35.4
<b>2024 Population by Race/Ethnicity</b>	
Total	44,028
White Alone	84.4%
Black Alone	4.5%
American Indian Alone	0.7%
Asian Alone	3.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.8%
Two or More Races	2.7%
Hispanic Origin	9.6%
Diversity Index	40.9
<b>2010 Population by Relationship and Household Type</b>	
Total	43,040
In Households	95.2%
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	4.8%
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 19, 2020



# Market Profile

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<b>2019 Population 25+ by Educational Attainment</b>	
Total	30,172
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	29.3%
GED/Alternative Credential	4.8%
Some College, No Degree	20.5%
Associate Degree	11.1%
Bachelor's Degree	18.7%
Graduate/Professional Degree	8.2%
<b>2019 Population 15+ by Marital Status</b>	
Total	35,838
Never Married	31.6%
Married	49.6%
Widowed	7.2%
Divorced	11.6%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.6%
Civilian Unemployed (Unemployment Rate)	3.4%
<b>2019 Employed Population 16+ by Industry</b>	
Total	21,972
Agriculture/Mining	1.7%
Construction	6.2%
Manufacturing	23.2%
Wholesale Trade	2.1%
Retail Trade	9.1%
Transportation/Utilities	4.6%
Information	2.4%
Finance/Insurance/Real Estate	6.1%
Services	40.5%
Public Administration	4.0%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	21,974
White Collar	50.2%
Management/Business/Financial	10.3%
Professional	18.0%
Sales	8.2%
Administrative Support	13.6%
Services	19.4%
Blue Collar	30.4%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	4.9%
Production	13.9%
Transportation/Material Moving	6.7%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	43,040
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>	
Total	17,952
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%
<b>2010 Households by Size</b>	
Total	17,952
1 Person Household	34.4%
2 Person Household	33.0%
3 Person Household	14.1%
4 Person Household	11.1%
5 Person Household	4.7%
6 Person Household	1.8%
7 + Person Household	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	17,952
Owner Occupied	59.6%
Owned with a Mortgage/Loan	41.8%
Owned Free and Clear	17.8%
Renter Occupied	40.4%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	19,191
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>		
1.		Traditional Living (12B)
2.		Set to Impress (11D)
3.		In Style (5B)
<b>2019 Consumer Spending</b>		
Apparel & Services: Total \$		\$30,492,020
Average Spent		\$1,653.85
Spending Potential Index		77
Education: Total \$		\$21,937,415
Average Spent		\$1,189.86
Spending Potential Index		75
Entertainment/Recreation: Total \$		\$46,834,453
Average Spent		\$2,540.24
Spending Potential Index		78
Food at Home: Total \$		\$75,207,358
Average Spent		\$4,079.15
Spending Potential Index		79
Food Away from Home: Total \$		\$52,548,967
Average Spent		\$2,850.19
Spending Potential Index		78
Health Care: Total \$		\$88,286,346
Average Spent		\$4,788.54
Spending Potential Index		81
HH Furnishings & Equipment: Total \$		\$30,737,350
Average Spent		\$1,667.16
Spending Potential Index		78
Personal Care Products & Services: Total \$		\$12,837,991
Average Spent		\$696.32
Spending Potential Index		79
Shelter: Total \$		\$260,486,806
Average Spent		\$14,128.48
Spending Potential Index		76
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$35,904,276
Average Spent		\$1,947.40
Spending Potential Index		79
Travel: Total \$		\$30,643,325
Average Spent		\$1,662.06
Spending Potential Index		74
Vehicle Maintenance & Repairs: Total \$		\$17,306,639
Average Spent		\$938.69
Spending Potential Index		82

**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