



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
2019 Total Population	5,066
2019 Group Quarters	19
2024 Total Population	5,119
2019-2024 Annual Rate	0.21%
2019 Total Daytime Population	3,487
Workers	1,213
Residents	2,274
Household Summary	
2000 Households	1,882
2000 Average Household Size	2.51
2010 Households	2,106
2010 Average Household Size	2.37
2019 Households	2,160
2019 Average Household Size	2.34
2024 Households	2,199
2024 Average Household Size	2.32
2019-2024 Annual Rate	0.36%
2010 Families	1,372
2010 Average Family Size	2.88
2019 Families	1,403
2019 Average Family Size	2.84
2024 Families	1,422
2024 Average Family Size	2.82
2019-2024 Annual Rate	0.27%
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%
2019 Housing Units	2,257
Owner Occupied Housing Units	72.2%
Renter Occupied Housing Units	23.5%
Vacant Housing Units	4.3%
2024 Housing Units	2,299
Owner Occupied Housing Units	72.4%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	4.3%
Median Household Income	
2019	\$51,891
2024	\$55,452
Median Home Value	
2019	\$102,752
2024	\$109,181
Per Capita Income	
2019	\$25,932
2024	\$29,366
Median Age	
2010	39.0
2019	42.8
2024	43.7

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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2019 Households by Income		
Household Income Base		2,160
<\$15,000		7.3%
\$15,000 - \$24,999		8.3%
\$25,000 - \$34,999		12.3%
\$35,000 - \$49,999		19.1%
\$50,000 - \$74,999		24.7%
\$75,000 - \$99,999		14.6%
\$100,000 - \$149,999		11.0%
\$150,000 - \$199,999		2.4%
\$200,000+		0.3%
Average Household Income		\$60,746
2024 Households by Income		
Household Income Base		2,199
<\$15,000		6.0%
\$15,000 - \$24,999		7.5%
\$25,000 - \$34,999		11.0%
\$35,000 - \$49,999		18.0%
\$50,000 - \$74,999		24.2%
\$75,000 - \$99,999		15.4%
\$100,000 - \$149,999		13.8%
\$150,000 - \$199,999		3.6%
\$200,000+		0.4%
Average Household Income		\$68,294
2019 Owner Occupied Housing Units by Value		
Total		1,629
<\$50,000		26.6%
\$50,000 - \$99,999		21.9%
\$100,000 - \$149,999		26.2%
\$150,000 - \$199,999		14.5%
\$200,000 - \$249,999		6.2%
\$250,000 - \$299,999		2.0%
\$300,000 - \$399,999		0.5%
\$400,000 - \$499,999		0.7%
\$500,000 - \$749,999		0.2%
\$750,000 - \$999,999		0.1%
\$1,000,000 - \$1,499,999		0.0%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.9%
Average Home Value		\$129,036
2024 Owner Occupied Housing Units by Value		
Total		1,664
<\$50,000		25.8%
\$50,000 - \$99,999		19.7%
\$100,000 - \$149,999		24.2%
\$150,000 - \$199,999		15.1%
\$200,000 - \$249,999		7.8%
\$250,000 - \$299,999		2.8%
\$300,000 - \$399,999		0.8%
\$400,000 - \$499,999		1.6%
\$500,000 - \$749,999		0.4%
\$750,000 - \$999,999		0.2%
\$1,000,000 - \$1,499,999		0.0%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		1.5%
Average Home Value		\$151,217

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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		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%
2019 Population by Age		
Total		5,066
0 - 4		5.3%
5 - 9		5.5%
10 - 14		5.5%
15 - 24		10.6%
25 - 34		13.4%
35 - 44		12.2%
45 - 54		13.1%
55 - 64		15.0%
65 - 74		11.4%
75 - 84		5.4%
85 +		2.5%
18 +		80.5%
2024 Population by Age		
Total		5,116
0 - 4		5.2%
5 - 9		5.4%
10 - 14		5.7%
15 - 24		9.8%
25 - 34		13.0%
35 - 44		12.5%
45 - 54		11.9%
55 - 64		14.4%
65 - 74		12.4%
75 - 84		7.1%
85 +		2.6%
18 +		80.6%
2010 Population by Sex		
Males		2,458
Females		2,556
2019 Population by Sex		
Males		2,485
Females		2,581
2024 Population by Sex		
Males		2,506
Females		2,610

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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		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
2019 Population by Race/Ethnicity		
Total		5,066
White Alone		92.4%
Black Alone		0.8%
American Indian Alone		0.4%
Asian Alone		2.6%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.3%
Two or More Races		1.4%
Hispanic Origin		6.0%
Diversity Index		24.2
2024 Population by Race/Ethnicity		
Total		5,120
White Alone		90.6%
Black Alone		1.0%
American Indian Alone		0.4%
Asian Alone		3.5%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.8%
Two or More Races		1.7%
Hispanic Origin		7.2%
Diversity Index		28.9
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.

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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	North Fond du...
2019 Population 25+ by Educational Attainment	
Total	3,699
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	5.6%
High School Graduate	30.2%
GED/Alternative Credential	6.9%
Some College, No Degree	23.8%
Associate Degree	13.0%
Bachelor's Degree	12.5%
Graduate/Professional Degree	3.4%
2019 Population 15+ by Marital Status	
Total	4,236
Never Married	25.8%
Married	56.4%
Widowed	6.6%
Divorced	11.2%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	98.9%
Civilian Unemployed (Unemployment Rate)	1.1%
2019 Employed Population 16+ by Industry	
Total	2,836
Agriculture/Mining	4.5%
Construction	4.3%
Manufacturing	14.6%
Wholesale Trade	4.4%
Retail Trade	12.9%
Transportation/Utilities	4.4%
Information	2.4%
Finance/Insurance/Real Estate	7.7%
Services	42.7%
Public Administration	2.2%
2019 Employed Population 16+ by Occupation	
Total	2,837
White Collar	51.0%
Management/Business/Financial	9.0%
Professional	17.2%
Sales	12.0%
Administrative Support	12.8%
Services	23.2%
Blue Collar	25.8%
Farming/Forestry/Fishing	2.3%
Construction/Extraction	2.3%
Installation/Maintenance/Repair	4.4%
Production	8.6%
Transportation/Material Moving	8.1%
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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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 2019 and 2024 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)
2019 Consumer Spending		
Apparel & Services: Total \$		\$3,210,332
Average Spent		\$1,486.26
Spending Potential Index		69
Education: Total \$		\$2,204,902
Average Spent		\$1,020.79
Spending Potential Index		64
Entertainment/Recreation: Total \$		\$5,067,416
Average Spent		\$2,346.03
Spending Potential Index		72
Food at Home: Total \$		\$8,122,035
Average Spent		\$3,760.20
Spending Potential Index		73
Food Away from Home: Total \$		\$5,595,826
Average Spent		\$2,590.66
Spending Potential Index		70
Health Care: Total \$		\$9,757,956
Average Spent		\$4,517.57
Spending Potential Index		76
HH Furnishings & Equipment: Total \$		\$3,297,593
Average Spent		\$1,526.66
Spending Potential Index		72
Personal Care Products & Services: Total \$		\$1,374,746
Average Spent		\$636.46
Spending Potential Index		72
Shelter: Total \$		\$26,778,924
Average Spent		\$12,397.65
Spending Potential Index		67
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$3,800,297
Average Spent		\$1,759.40
Spending Potential Index		71
Travel: Total \$		\$3,243,061
Average Spent		\$1,501.42
Spending Potential Index		67
Vehicle Maintenance & Repairs: Total \$		\$1,800,311
Average Spent		\$833.48
Spending Potential Index		73

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.