



Market Profile

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

Prepared by Esri

	Ripon city, W...
Population Summary	
2000 Total Population	7,478
2010 Total Population	7,733
2019 Total Population	8,083
2019 Group Quarters	777
2024 Total Population	8,257
2019-2024 Annual Rate	0.43%
2019 Total Daytime Population	10,429
Workers	6,740
Residents	3,689
Household Summary	
2000 Households	2,904
2000 Average Household Size	2.34
2010 Households	3,053
2010 Average Household Size	2.22
2019 Households	3,251
2019 Average Household Size	2.25
2024 Households	3,356
2024 Average Household Size	2.23
2019-2024 Annual Rate	0.64%
2010 Families	1,769
2010 Average Family Size	2.90
2019 Families	1,941
2019 Average Family Size	2.89
2024 Families	1,993
2024 Average Family Size	2.87
2019-2024 Annual Rate	0.53%
Housing Unit Summary	
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%
2019 Housing Units	3,541
Owner Occupied Housing Units	55.4%
Renter Occupied Housing Units	36.5%
Vacant Housing Units	8.2%
2024 Housing Units	3,664
Owner Occupied Housing Units	56.5%
Renter Occupied Housing Units	35.1%
Vacant Housing Units	8.4%
Median Household Income	
2019	\$55,701
2024	\$62,713
Median Home Value	
2019	\$139,962
2024	\$155,769
Per Capita Income	
2019	\$28,840
2024	\$34,151
Median Age	
2010	36.9
2019	40.5
2024	41.3

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	3,252
<\$15,000	9.3%
\$15,000 - \$24,999	10.6%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	21.4%
\$75,000 - \$99,999	15.3%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	3.4%
\$200,000+	3.7%
Average Household Income	\$71,473
2024 Households by Income	
Household Income Base	3,357
<\$15,000	7.1%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	4.9%
\$200,000+	5.2%
Average Household Income	\$83,901
2019 Owner Occupied Housing Units by Value	
Total	1,961
<\$50,000	3.8%
\$50,000 - \$99,999	19.1%
\$100,000 - \$149,999	33.9%
\$150,000 - \$199,999	17.5%
\$200,000 - \$249,999	13.2%
\$250,000 - \$299,999	5.9%
\$300,000 - \$399,999	4.6%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	0.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$161,334
2024 Owner Occupied Housing Units by Value	
Total	2,069
<\$50,000	3.0%
\$50,000 - \$99,999	15.9%
\$100,000 - \$149,999	29.2%
\$150,000 - \$199,999	17.0%
\$200,000 - \$249,999	15.5%
\$250,000 - \$299,999	8.3%
\$300,000 - \$399,999	7.7%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	0.4%
\$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	\$182,177

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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2010 Population by Age	
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%
2019 Population by Age	
Total	8,081
0 - 4	4.6%
5 - 9	4.8%
10 - 14	5.5%
15 - 24	18.5%
25 - 34	10.7%
35 - 44	10.5%
45 - 54	12.4%
55 - 64	12.9%
65 - 74	10.5%
75 - 84	6.1%
85 +	3.5%
18 +	81.7%
2024 Population by Age	
Total	8,254
0 - 4	4.6%
5 - 9	4.8%
10 - 14	5.5%
15 - 24	17.7%
25 - 34	10.8%
35 - 44	10.6%
45 - 54	11.2%
55 - 64	12.6%
65 - 74	11.6%
75 - 84	7.4%
85 +	3.3%
18 +	81.9%
2010 Population by Sex	
Males	3,668
Females	4,065
2019 Population by Sex	
Males	3,906
Females	4,175
2024 Population by Sex	
Males	4,002
Females	4,252

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 Population by Race/Ethnicity	
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
2019 Population by Race/Ethnicity	
Total	8,083
White Alone	92.5%
Black Alone	0.9%
American Indian Alone	0.4%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	1.2%
Hispanic Origin	6.9%
Diversity Index	25.3
2024 Population by Race/Ethnicity	
Total	8,256
White Alone	90.7%
Black Alone	1.1%
American Indian Alone	0.4%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.3%
Two or More Races	1.4%
Hispanic Origin	8.4%
Diversity Index	30.3
2010 Population by Relationship and Household Type	
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.

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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2019 Population 25+ by Educational Attainment	
Total	5,385
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	32.6%
GED/Alternative Credential	2.7%
Some College, No Degree	17.5%
Associate Degree	9.3%
Bachelor's Degree	16.5%
Graduate/Professional Degree	12.2%
2019 Population 15+ by Marital Status	
Total	6,879
Never Married	30.9%
Married	47.5%
Widowed	8.0%
Divorced	13.5%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	98.9%
Civilian Unemployed (Unemployment Rate)	1.1%
2019 Employed Population 16+ by Industry	
Total	4,480
Agriculture/Mining	1.0%
Construction	6.4%
Manufacturing	27.2%
Wholesale Trade	1.9%
Retail Trade	7.7%
Transportation/Utilities	5.2%
Information	1.3%
Finance/Insurance/Real Estate	5.3%
Services	39.9%
Public Administration	4.1%
2019 Employed Population 16+ by Occupation	
Total	4,479
White Collar	50.5%
Management/Business/Financial	12.4%
Professional	19.4%
Sales	9.2%
Administrative Support	9.5%
Services	15.1%
Blue Collar	34.4%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	4.0%
Production	16.6%
Transportation/Material Moving	7.7%
2010 Population By Urban/ Rural Status	
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
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%
2010 Households by Size	
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%
2010 Households by Tenure and Mortgage Status	
Total	3,053
Owner Occupied	60.8%
Owned with a Mortgage/Loan	39.8%
Owned Free and Clear	21.0%
Renter Occupied	39.2%
2010 Housing Units By Urban/ Rural Status	
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Rustbelt Traditions (5D)
2. Heartland Communities (6F)
3. Small Town Simplicity (12C)

2019 Consumer Spending

Apparel & Services: Total \$	\$5,570,275
Average Spent	\$1,713.40
Spending Potential Index	80
Education: Total \$	\$3,843,814
Average Spent	\$1,182.35
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$9,101,674
Average Spent	\$2,799.65
Spending Potential Index	86
Food at Home: Total \$	\$14,466,538
Average Spent	\$4,449.87
Spending Potential Index	86
Food Away from Home: Total \$	\$9,737,049
Average Spent	\$2,995.09
Spending Potential Index	82
Health Care: Total \$	\$17,755,828
Average Spent	\$5,461.65
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$5,744,033
Average Spent	\$1,766.85
Spending Potential Index	83
Personal Care Products & Services: Total \$	\$2,366,379
Average Spent	\$727.89
Spending Potential Index	82
Shelter: Total \$	\$47,617,800
Average Spent	\$14,647.12
Spending Potential Index	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,883,059
Average Spent	\$2,117.21
Spending Potential Index	85
Travel: Total \$	\$5,667,841
Average Spent	\$1,743.41
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$3,285,935
Average Spent	\$1,010.75
Spending Potential Index	88

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.

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