

Village of Brandon, Fond du Lac County, Wisconsin



2000 Total Population	912
2000 Group Quarters	0
2010 Total Population	1,002
2015 Total Population	1,028
2010 - 2015 Annual Rate	0.51%



2000 Households	342
2000 Average Household Size	2.67
2010 Households	386
2010 Average Household Size	2.60
2015 Households	400
2015 Average Household Size	2.57
2010 - 2015 Annual Rate	0.72%
2000 Families	259
2000 Average Family Size	3.14
2010 Families	298
2010 Average Family Size	3.01
2015 Families	308
2015 Average Family Size	2.98
2010 - 2015 Annual Rate	0.66%



2000 Housing Units	357
Owner Occupied Housing Units	74.5%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	4.2%
2010 Housing Units	409
Owner Occupied Housing Units	74.6%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	5.6%
2015 Housing Units	427
Owner Occupied Housing Units	73.8%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	6.3%

Median Household Income

2000	\$44,120
2010	\$52,082
2015	\$59,653

Median Home Value

2000	\$80,758
2010	\$109,142
2015	\$123,311

Per Capita Income

2000	\$17,437
2010	\$21,067
2015	\$24,025

Median Age

2000	34.1
2010	37.8
2015	38.9

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 total population. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2010 and 2015; U.S. Bureau of the Census, 2000 Census of Population and Housing

Village of Brandon, Fond du Lac County, Wisconsin



2000 Households by Income

Household Income Base	341
< \$15,000	14.7%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	20.5%
\$50,000 - \$74,999	29.9%
\$75,000 - \$99,999	5.9%
\$100,000 - \$149,999	4.4%
\$150,000 - \$199,999	0.0%
\$200,000 +	0.0%
Average Household Income	\$44,999

2010 Households by Income

Household Income Base	384
< \$15,000	10.9%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	20.3%
\$50,000 - \$74,999	24.0%
\$75,000 - \$99,999	21.9%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	0.5%
\$200,000 +	0.0%
Average Household Income	\$56,392

2015 Households by Income

Household Income Base	399
< \$15,000	8.8%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	26.8%
\$75,000 - \$99,999	23.8%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	1.3%
\$200,000 +	0.0%
Average Household Income	\$63,500

2000 Owner Occupied Housing Units by Value

Total	261
< \$50,000	8.8%
\$50,000 - \$99,999	67.4%
\$100,000 - \$149,999	19.2%
\$150,000 - \$199,999	3.8%
\$200,000 - \$299,999	0.8%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	0.0%
\$1,000,000+	0.0%
Average Home Value	\$84,693

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	77
With Cash Rent	94.8%
No Cash Rent	5.2%
Median Rent	\$317
Average Rent	\$299

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: ESRI forecasts for 2010 and 2015; U.S. Bureau of the Census, 2000 Census of Population and Housing

Village of Brandon, Fond du Lac County, Wisconsin



2000 Population by Age

Total	912
Age 0 - 4	7.7%
Age 5 - 9	8.8%
Age 10 - 14	8.1%
Age 15 - 19	7.3%
Age 20 - 24	4.5%
Age 25 - 34	15.0%
Age 35 - 44	17.2%
Age 45 - 54	11.8%
Age 55 - 64	6.4%
Age 65 - 74	6.7%
Age 75 - 84	5.3%
Age 85+	1.2%
Age 18+	70.3%

2010 Population by Age

Total	1,000
Age 0 - 4	7.5%
Age 5 - 9	8.2%
Age 10 - 14	8.0%
Age 15 - 19	7.1%
Age 20 - 24	4.4%
Age 25 - 34	10.5%
Age 35 - 44	14.9%
Age 45 - 54	16.4%
Age 55 - 64	11.5%
Age 65 - 74	5.3%
Age 75 - 84	4.6%
Age 85+	1.6%
Age 18+	71.6%

2015 Population by Age

Total	1,027
Age 0 - 4	7.3%
Age 5 - 9	7.7%
Age 10 - 14	8.8%
Age 15 - 19	7.3%
Age 20 - 24	4.8%
Age 25 - 34	9.9%
Age 35 - 44	13.3%
Age 45 - 54	14.2%
Age 55 - 64	14.2%
Age 65 - 74	7.0%
Age 75 - 84	3.8%
Age 85+	1.7%
Age 18+	71.6%

2000 Population by Sex

Males	46.4%
Females	53.6%

2010 Population by Sex

Males	48.0%
Females	52.0%

2015 Population by Sex

Males	47.9%
Females	52.1%

Source: ESRI forecasts for 2010 and 2015.; U.S. Bureau of the Census, 2000 Census of Population and Housing

Village of Brandon, Fond du Lac County, Wisconsin



2000 Population by Race/Ethnicity

Total	912
White Alone	99.8%
Black Alone	0.0%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	0.0%
Hispanic Origin	0.8%
Diversity Index	2.0

2010 Population by Race/Ethnicity

Total	1,003
White Alone	99.2%
Black Alone	0.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	0.2%
Hispanic Origin	1.2%
Diversity Index	3.7

2015 Population by Race/Ethnicity

Total	1,029
White Alone	99.2%
Black Alone	0.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	0.2%
Hispanic Origin	1.5%
Diversity Index	4.2



2000 Population 3+ by School Enrollment

Total	869
Enrolled in Nursery/Preschool	2.3%
Enrolled in Kindergarten	2.3%
Enrolled in Grade 1-8	13.7%
Enrolled in Grade 9-12	6.7%
Enrolled in College	3.0%
Enrolled in Grad/Prof School	0.0%
Not Enrolled in School	72.0%

2010 Population 25+ by Educational Attainment

Total	649
Less than 9th Grade	5.5%
9th - 12th Grade, No Diploma	4.5%
High School Graduate	42.5%
Some College, No Degree	19.9%
Associate Degree	8.6%
Bachelor's Degree	14.0%
Graduate/Professional Degree	4.9%

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.

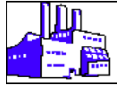
Source: [ESRI forecasts for 2010 and 2015; U.S. Bureau of the Census, 2000 Census of Population and Housing](#)

Village of Brandon, Fond du Lac County, Wisconsin



2010 Population 15+ by Marital Status

Total	764
Never Married	24.9%
Married	62.0%
Widowed	5.6%
Divorced	7.5%



2000 Population 16+ by Employment Status

Total	679
In Labor Force	76.7%
Civilian Employed	75.0%
Civilian Unemployed	1.8%
In Armed Forces	0.0%
Not in Labor Force	23.3%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	91.8%
Civilian Unemployed	8.2%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.1%
Civilian Unemployed	6.9%

2000 Females 16+ by Employment Status and Age of Children

Total	367
Own Children < 6 Only	10.1%
Employed/in Armed Forces	7.9%
Unemployed	0.0%
Not in Labor Force	2.2%
Own Children <6 and 6-17	5.7%
Employed/in Armed Forces	4.9%
Unemployed	0.0%
Not in Labor Force	0.8%
Own Children 6-17 Only	21.0%
Employed/in Armed Forces	20.2%
Unemployed	0.8%
Not in Labor Force	0.0%
No Own Children <18	63.2%
Employed/in Armed Forces	37.3%
Unemployed	0.5%
Not in Labor Force	25.3%

Source: ESRI forecasts for 2010 and 2015.; U.S. Bureau of the Census, 2000 Census of Population and Housing

Village of Brandon, Fond du Lac County, Wisconsin



2010 Employed Population 16+ by Industry

Total	495
Agriculture/Mining	2.4%
Construction	5.7%
Manufacturing	23.8%
Wholesale Trade	3.6%
Retail Trade	10.3%
Transportation/Utilities	5.3%
Information	1.8%
Finance/Insurance/Real Estate	5.9%
Services	35.6%
Public Administration	5.7%

2010 Employed Population 16+ by Occupation

Total	492
White Collar	42.7%
Management/Business/Financial	9.6%
Professional	13.8%
Sales	9.3%
Administrative Support	10.0%
Services	22.8%
Blue Collar	34.6%
Farming/Forestry/Fishing	1.8%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	3.0%
Production	12.6%
Transportation/Material Moving	11.6%



2000 Workers 16+ by Means of Transportation to Work

Total	490
Drove Alone - Car, Truck, or Van	82.9%
Carpooled - Car, Truck, or Van	7.3%
Public Transportation	1.0%
Walked	4.5%
Other Means	1.2%
Worked at Home	3.1%

2000 Workers 16+ by Travel Time to Work

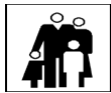
Total	490
Did not Work at Home	96.9%
Less than 5 minutes	7.6%
5 to 9 minutes	8.4%
10 to 19 minutes	29.0%
20 to 24 minutes	13.7%
25 to 34 minutes	22.2%
35 to 44 minutes	5.9%
45 to 59 minutes	6.3%
60 to 89 minutes	2.2%
90 or more minutes	1.6%
Worked at Home	3.1%
Average Travel Time to Work (in min)	22.6

2000 Households by Vehicles Available

Total	338
None	3.0%
1	27.8%
2	46.7%
3	19.5%
4	1.8%
5+	1.2%
Average Number of Vehicles Available	1.9

Source: ESRI forecasts for 2010; U.S. Bureau of the Census, 2000 Census of Population and Housing

Village of Brandon, Fond du Lac County, Wisconsin



2000 Households by Type

Total	342
Family Households	75.7%
Married-couple Family	66.4%
With Related Children	34.5%
Other Family (No Spouse)	9.4%
With Related Children	6.4%
Nonfamily Households	24.3%
Householder Living Alone	21.9%
Householder Not Living Alone	2.3%
Households with Related Children	40.9%
Households with Persons 65+	25.4%

2000 Households by Size

Total	342
1 Person Household	21.9%
2 Person Household	33.0%
3 Person Household	16.4%
4 Person Household	18.4%
5 Person Household	6.7%
6 Person Household	2.6%
7+ Person Household	0.9%

2000 Households by Year Householder Moved In

Total	338
Moved in 1999 to March 2000	11.2%
Moved in 1995 to 1998	22.5%
Moved in 1990 to 1994	14.2%
Moved in 1980 to 1989	16.0%
Moved in 1970 to 1979	13.6%
Moved in 1969 or Earlier	22.5%
Median Year Householder Moved In	1989



2000 Housing Units by Units in Structure

Total	353
1, Detached	78.2%
1, Attached	0.8%
2	8.2%
3 or 4	1.7%
5 to 9	2.0%
10 to 19	6.8%
20+	0.6%
Mobile Home	1.7%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	353
1999 to March 2000	0.8%
1995 to 1998	2.8%
1990 to 1994	2.3%
1980 to 1989	6.8%
1970 to 1979	7.9%
1969 or Earlier	79.3%
Median Year Structure Built	1935

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing

Village of Brandon, Fond du Lac County, Wisconsin

[Top 3 Tapestry Segments](#)

1. Salt of the Earth



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$499,453
Average Spent	\$1,293.92
Spending Potential Index	54
Computers & Accessories: Total \$	\$67,261
Average Spent	\$174.25
Spending Potential Index	79
Education: Total \$	\$381,647
Average Spent	\$988.72
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$1,065,402
Average Spent	\$2,760.11
Spending Potential Index	86
Food at Home: Total \$	\$1,432,964
Average Spent	\$3,712.34
Spending Potential Index	83
Food Away from Home: Total \$	\$990,913
Average Spent	\$2,567.13
Spending Potential Index	80
Health Care: Total \$	\$1,351,053
Average Spent	\$3,500.14
Spending Potential Index	94
Household Furnishings & Equip: Total \$	\$567,104
Average Spent	\$1,469.18
Spending Potential Index	71
Investments: Total \$	\$677,682
Average Spent	\$1,755.65
Spending Potential Index	101
Retail Goods: Total \$	\$7,890,629
Average Spent	\$20,442.04
Spending Potential Index	82
Shelter: Total \$	\$4,421,029
Average Spent	\$11,453.44
Spending Potential Index	73
TV/Video/Audio: Total \$	\$391,637
Average Spent	\$1,014.60
Spending Potential Index	82
Travel: Total \$	\$565,732
Average Spent	\$1,465.63
Spending Potential Index	77
Vehicle Maintenance & Repairs: Total \$	\$303,979
Average Spent	\$787.51
Spending Potential Index	84

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI