

## City of Fond du Lac, Fond du Lac County, Wisconsin



2000 Total Population	42,203
2000 Group Quarters	2,686
2010 Total Population	42,814
2015 Total Population	42,873
2010 - 2015 Annual Rate	0.03%



2000 Households	16,638
2000 Average Household Size	2.38
2010 Households	17,183
2010 Average Household Size	2.37
2015 Households	17,309
2015 Average Household Size	2.35
2010 - 2015 Annual Rate	0.15%
2000 Families	10,285
2000 Average Family Size	3.00
2010 Families	10,549
2010 Average Family Size	2.98
2015 Families	10,570
2015 Average Family Size	2.96
2010 - 2015 Annual Rate	0.04%



<b>2000 Housing Units</b>	17,519
Owner Occupied Housing Units	58.6%
Renter Occupied Housing Units	36.3%
Vacant Housing Units	5.0%
<b>2010 Housing Units</b>	18,533
Owner Occupied Housing Units	57.3%
Renter Occupied Housing Units	35.4%
Vacant Housing Units	7.3%
<b>2015 Housing Units</b>	18,834
Owner Occupied Housing Units	56.8%
Renter Occupied Housing Units	35.1%
Vacant Housing Units	8.1%

### Median Household Income

2000	\$41,139
2010	\$56,345
2015	\$62,998

### Median Home Value

2000	\$89,923
2010	\$119,823
2015	\$137,367

### Per Capita Income

2000	\$18,996
2010	\$26,118
2015	\$29,848

### Median Age

2000	35.7
2010	37.6
2015	38.1

**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](#)

## City of Fond du Lac, Fond du Lac County, Wisconsin



### 2000 Households by Income

Household Income Base	16,676
< \$15,000	14.0%
\$15,000 - \$24,999	14.6%
\$25,000 - \$34,999	13.0%
\$35,000 - \$49,999	20.7%
\$50,000 - \$74,999	23.6%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	3.9%
\$150,000 - \$199,999	0.8%
\$200,000 +	0.9%
Average Household Income	\$46,716

### 2010 Households by Income

Household Income Base	17,183
< \$15,000	9.6%
\$15,000 - \$24,999	9.5%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	24.9%
\$75,000 - \$99,999	21.2%
\$100,000 - \$149,999	7.9%
\$150,000 - \$199,999	1.6%
\$200,000 +	1.3%
Average Household Income	\$61,877

### 2015 Households by Income

Household Income Base	17,309
< \$15,000	7.6%
\$15,000 - \$24,999	8.1%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	10.2%
\$50,000 - \$74,999	26.8%
\$75,000 - \$99,999	21.7%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	2.8%
\$200,000 +	1.7%
Average Household Income	\$70,222

### 2000 Owner Occupied Housing Units by Value

Total	10,345
< \$50,000	7.1%
\$50,000 - \$99,999	55.4%
\$100,000 - \$149,999	24.6%
\$150,000 - \$199,999	8.2%
\$200,000 - \$299,999	3.7%
\$300,000 - \$499,999	0.8%
\$500,000 - \$999,999	0.2%
\$1,000,000+	0.0%
Average Home Value	\$104,113

### 2000 Specified Renter Occ. Housing Units by Contract Rent

Total	6,321
With Cash Rent	97.9%
No Cash Rent	2.1%
Median Rent	\$459
Average Rent	\$456

**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

## City of Fond du Lac, Fond du Lac County, Wisconsin



### 2000 Population by Age

Total	42,203
Age 0 - 4	6.5%
Age 5 - 9	6.6%
Age 10 - 14	6.8%
Age 15 - 19	7.4%
Age 20 - 24	7.5%
Age 25 - 34	14.1%
Age 35 - 44	15.3%
Age 45 - 54	13.1%
Age 55 - 64	7.4%
Age 65 - 74	6.5%
Age 75 - 84	5.9%
Age 85+	2.9%
Age 18+	75.8%

### 2010 Population by Age

Total	42,814
Age 0 - 4	6.6%
Age 5 - 9	6.2%
Age 10 - 14	6.0%
Age 15 - 19	6.5%
Age 20 - 24	6.7%
Age 25 - 34	14.8%
Age 35 - 44	12.6%
Age 45 - 54	14.3%
Age 55 - 64	11.7%
Age 65 - 74	6.4%
Age 75 - 84	5.1%
Age 85+	3.2%
Age 18+	77.4%

### 2015 Population by Age

Total	42,873
Age 0 - 4	6.5%
Age 5 - 9	6.2%
Age 10 - 14	6.2%
Age 15 - 19	6.1%
Age 20 - 24	6.5%
Age 25 - 34	14.2%
Age 35 - 44	12.9%
Age 45 - 54	12.8%
Age 55 - 64	12.6%
Age 65 - 74	8.2%
Age 75 - 84	4.7%
Age 85+	3.1%
Age 18+	77.5%

### 2000 Population by Sex

Males	47.0%
Females	53.0%

### 2010 Population by Sex

Males	47.9%
Females	52.1%

### 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

## City of Fond du Lac, Fond du Lac County, Wisconsin



### 2000 Population by Race/Ethnicity

Total	42,203
White Alone	93.6%
Black Alone	1.9%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	1.5%
Some Other Race Alone	1.3%
Two or More Races	1.2%
Hispanic Origin	2.9%
Diversity Index	17.3

### 2010 Population by Race/Ethnicity

Total	42,813
White Alone	91.6%
Black Alone	2.0%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	1.7%
Some Other Race Alone	2.3%
Two or More Races	1.8%
Hispanic Origin	5.4%
Diversity Index	24.5

### 2015 Population by Race/Ethnicity

Total	42,874
White Alone	90.7%
Black Alone	2.4%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	1.7%
Some Other Race Alone	2.6%
Two or More Races	2.0%
Hispanic Origin	6.4%
Diversity Index	27.5



### 2000 Population 3+ by School Enrollment

Total	40,809
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	11.8%
Enrolled in Grade 9-12	6.1%
Enrolled in College	4.7%
Enrolled in Grad/Prof School	0.8%
Not Enrolled in School	73.7%

### 2010 Population 25+ by Educational Attainment

Total	29,106
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	7.2%
High School Graduate	35.9%
Some College, No Degree	19.0%
Associate Degree	11.4%
Bachelor's Degree	16.3%
Graduate/Professional Degree	7.2%

**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.

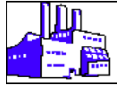
Source: [ESRI forecasts for 2010 and 2015; U.S. Bureau of the Census, 2000 Census of Population and Housing](#)

## City of Fond du Lac, Fond du Lac County, Wisconsin



### 2010 Population 15+ by Marital Status

Total	34,765
Never Married	28.7%
Married	53.8%
Widowed	6.6%
Divorced	10.9%



### 2000 Population 16+ by Employment Status

Total	33,298
In Labor Force	67.5%
Civilian Employed	64.3%
Civilian Unemployed	3.1%
In Armed Forces	0.1%
Not in Labor Force	32.5%

### 2010 Civilian Population 16+ in Labor Force

Civilian Employed	90.8%
Civilian Unemployed	9.2%

### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.3%
Civilian Unemployed	7.7%

### 2000 Females 16+ by Employment Status and Age of Children

Total	17,936
Own Children < 6 Only	6.4%
Employed/in Armed Forces	5.0%
Unemployed	0.3%
Not in Labor Force	1.1%
Own Children <6 and 6-17	5.1%
Employed/in Armed Forces	3.7%
Unemployed	0.1%
Not in Labor Force	1.3%
Own Children 6-17 Only	15.7%
Employed/in Armed Forces	12.9%
Unemployed	0.4%
Not in Labor Force	2.5%
No Own Children <18	72.8%
Employed/in Armed Forces	35.5%
Unemployed	2.0%
Not in Labor Force	35.2%

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

## City of Fond du Lac, Fond du Lac County, Wisconsin



### 2010 Employed Population 16+ by Industry

Total	20,510
Agriculture/Mining	2.3%
Construction	4.6%
Manufacturing	19.5%
Wholesale Trade	2.7%
Retail Trade	12.2%
Transportation/Utilities	4.4%
Information	1.3%
Finance/Insurance/Real Estate	4.6%
Services	43.4%
Public Administration	5.0%

### 2010 Employed Population 16+ by Occupation

Total	20,513
White Collar	53.2%
Management/Business/Financial	10.9%
Professional	18.7%
Sales	10.9%
Administrative Support	12.7%
Services	19.8%
Blue Collar	27.0%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	3.3%
Production	11.6%
Transportation/Material Moving	8.0%



### 2000 Workers 16+ by Means of Transportation to Work

Total	21,158
Drove Alone - Car, Truck, or Van	81.1%
Carpooled - Car, Truck, or Van	11.9%
Public Transportation	1.0%
Walked	3.3%
Other Means	1.4%
Worked at Home	1.3%

### 2000 Workers 16+ by Travel Time to Work

Total	21,158
Did not Work at Home	98.7%
Less than 5 minutes	5.4%
5 to 9 minutes	25.3%
10 to 19 minutes	41.5%
20 to 24 minutes	7.3%
25 to 34 minutes	8.1%
35 to 44 minutes	4.0%
45 to 59 minutes	3.6%
60 to 89 minutes	2.4%
90 or more minutes	1.0%
Worked at Home	1.3%
Average Travel Time to Work (in min)	16.7

### 2000 Households by Vehicles Available

Total	16,679
None	8.8%
1	38.5%
2	39.7%
3	10.4%
4	1.7%
5+	0.8%
Average Number of Vehicles Available	1.6

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

## City of Fond du Lac, Fond du Lac County, Wisconsin



### 2000 Households by Type

Total	16,638
Family Households	61.8%
Married-couple Family	48.4%
With Related Children	22.3%
Other Family (No Spouse)	13.5%
With Related Children	9.4%
Nonfamily Households	38.2%
Householder Living Alone	30.9%
Householder Not Living Alone	7.2%
Households with Related Children	31.7%
Households with Persons 65+	24.6%

### 2000 Households by Size

Total	16,638
1 Person Household	30.9%
2 Person Household	33.7%
3 Person Household	14.9%
4 Person Household	12.3%
5 Person Household	5.5%
6 Person Household	1.7%
7+ Person Household	0.9%

### 2000 Households by Year Householder Moved In

Total	16,679
Moved in 1999 to March 2000	22.1%
Moved in 1995 to 1998	29.3%
Moved in 1990 to 1994	15.6%
Moved in 1980 to 1989	13.6%
Moved in 1970 to 1979	8.7%
Moved in 1969 or Earlier	10.7%
Median Year Householder Moved In	1995



### 2000 Housing Units by Units in Structure

Total	17,570
1, Detached	60.8%
1, Attached	2.8%
2	10.1%
3 or 4	4.6%
5 to 9	8.4%
10 to 19	5.3%
20+	6.3%
Mobile Home	1.6%
Other	0.0%

### 2000 Housing Units by Year Structure Built

Total	17,570
1999 to March 2000	1.8%
1995 to 1998	8.0%
1990 to 1994	6.4%
1980 to 1989	9.3%
1970 to 1979	12.6%
1969 or Earlier	61.8%
Median Year Structure Built	1959

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

**City of Fond du Lac, Fond du Lac County, Wisconsin**

[Top 3 Tapestry Segments](#)

1. Rustbelt Traditions
2. In Style
3. Midlife Junction



**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.**

<b>Apparel &amp; Services: Total \$</b>	<b>\$25,624,847</b>
Average Spent	\$1,491.29
Spending Potential Index	62
<b>Computers &amp; Accessories: Total \$</b>	<b>\$3,387,070</b>
Average Spent	\$197.12
Spending Potential Index	90
<b>Education: Total \$</b>	<b>\$19,996,505</b>
Average Spent	\$1,163.74
Spending Potential Index	95
<b>Entertainment/Recreation: Total \$</b>	<b>\$50,184,640</b>
Average Spent	\$2,920.60
Spending Potential Index	91
<b>Food at Home: Total \$</b>	<b>\$69,290,577</b>
Average Spent	\$4,032.51
Spending Potential Index	90
<b>Food Away from Home: Total \$</b>	<b>\$49,764,529</b>
Average Spent	\$2,896.15
Spending Potential Index	90
<b>Health Care: Total \$</b>	<b>\$60,109,540</b>
Average Spent	\$3,498.20
Spending Potential Index	94
<b>Household Furnishings &amp; Equip: Total \$</b>	<b>\$27,405,900</b>
Average Spent	\$1,594.94
Spending Potential Index	77
<b>Investments: Total \$</b>	<b>\$26,120,779</b>
Average Spent	\$1,520.15
Spending Potential Index	87
<b>Retail Goods: Total \$</b>	<b>\$367,222,401</b>
Average Spent	\$21,371.26
Spending Potential Index	86
<b>Shelter: Total \$</b>	<b>\$236,467,221</b>
Average Spent	\$13,761.70
Spending Potential Index	87
<b>TV/Video/Audio: Total \$</b>	<b>\$19,299,605</b>
Average Spent	\$1,123.18
Spending Potential Index	90
<b>Travel: Total \$</b>	<b>\$28,252,938</b>
Average Spent	\$1,644.24
Spending Potential Index	87
<b>Vehicle Maintenance &amp; Repairs: Total \$</b>	<b>\$14,477,483</b>
Average Spent	\$842.55
Spending Potential Index	89

**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