

Fond du Lac Metropolitan Statistical Area, Wisconsin



2000 Total Population	97,296
2000 Group Quarters	4,256
2010 Total Population	101,946
2015 Total Population	103,258
2010 - 2015 Annual Rate	0.26%



2000 Households	36,931
2000 Average Household Size	2.52
2010 Households	39,755
2010 Average Household Size	2.45
2015 Households	40,574
2015 Average Household Size	2.43
2010 - 2015 Annual Rate	0.41%
2000 Families	25,467
2000 Average Family Size	3.04
2010 Families	27,255
2010 Average Family Size	2.94
2015 Families	27,724
2015 Average Family Size	2.92
2010 - 2015 Annual Rate	0.34%



2000 Housing Units	39,271
Owner Occupied Housing Units	68.6%
Renter Occupied Housing Units	25.4%
Vacant Housing Units	6.0%
2010 Housing Units	43,163
Owner Occupied Housing Units	67.1%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	7.9%
2015 Housing Units	44,374
Owner Occupied Housing Units	66.6%
Renter Occupied Housing Units	24.8%
Vacant Housing Units	8.6%

Median Household Income

2000	\$45,522
2010	\$57,435
2015	\$63,664

Median Home Value

2000	\$101,134
2010	\$133,857
2015	\$151,278

Per Capita Income

2000	\$20,022
2010	\$25,342
2015	\$28,973

Median Age

2000	36.8
2010	39.4
2015	39.8

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

Fond du Lac Metropolitan Statistical Area, Wisconsin



2000 Households by Income

Household Income Base	36,894
< \$15,000	11.9%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	19.9%
\$50,000 - \$74,999	26.4%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	4.8%
\$150,000 - \$199,999	1.0%
\$200,000 +	1.1%
Average Household Income	\$51,682

2010 Households by Income

Household Income Base	39,755
< \$15,000	8.6%
\$15,000 - \$24,999	8.4%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	27.0%
\$75,000 - \$99,999	20.5%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	1.6%
\$200,000 +	1.3%
Average Household Income	\$63,464

2015 Households by Income

Household Income Base	40,574
< \$15,000	6.6%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	7.4%
\$35,000 - \$49,999	10.4%
\$50,000 - \$74,999	29.0%
\$75,000 - \$99,999	20.8%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	2.6%
\$200,000 +	1.8%
Average Household Income	\$72,039

2000 Owner Occupied Housing Units by Value

Total	26,954
< \$50,000	8.0%
\$50,000 - \$99,999	41.3%
\$100,000 - \$149,999	29.7%
\$150,000 - \$199,999	12.8%
\$200,000 - \$299,999	6.0%
\$300,000 - \$499,999	1.8%
\$500,000 - \$999,999	0.4%
\$1,000,000+	0.1%
Average Home Value	\$118,749

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	9,755
With Cash Rent	96.6%
No Cash Rent	3.4%
Median Rent	\$441
Average Rent	\$443

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

Fond du Lac Metropolitan Statistical Area, Wisconsin



2000 Population by Age

Total	97,296
Age 0 - 4	6.0%
Age 5 - 9	6.8%
Age 10 - 14	7.5%
Age 15 - 19	8.1%
Age 20 - 24	6.2%
Age 25 - 34	12.6%
Age 35 - 44	16.2%
Age 45 - 54	13.9%
Age 55 - 64	8.5%
Age 65 - 74	7.0%
Age 75 - 84	5.2%
Age 85+	2.2%
Age 18+	74.8%

2010 Population by Age

Total	101,946
Age 0 - 4	6.1%
Age 5 - 9	6.1%
Age 10 - 14	6.2%
Age 15 - 19	7.1%
Age 20 - 24	6.1%
Age 25 - 34	13.0%
Age 35 - 44	13.0%
Age 45 - 54	15.5%
Age 55 - 64	12.4%
Age 65 - 74	7.0%
Age 75 - 84	4.8%
Age 85+	2.6%
Age 18+	77.5%

2015 Population by Age

Total	103,258
Age 0 - 4	5.9%
Age 5 - 9	6.0%
Age 10 - 14	6.4%
Age 15 - 19	6.6%
Age 20 - 24	5.9%
Age 25 - 34	12.8%
Age 35 - 44	12.8%
Age 45 - 54	13.9%
Age 55 - 64	13.7%
Age 65 - 74	8.7%
Age 75 - 84	4.6%
Age 85+	2.6%
Age 18+	77.8%

2000 Population by Sex

Males	48.8%
Females	51.2%

2010 Population by Sex

Males	49.0%
Females	51.0%

2015 Population by Sex

Males	49.0%
Females	51.0%

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

Fond du Lac Metropolitan Statistical Area, Wisconsin



2000 Population by Race/Ethnicity

Total	97,296
White Alone	96.2%
Black Alone	0.9%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	0.8%
Two or More Races	0.8%
Hispanic Origin	2.0%
Diversity Index	11.2

2010 Population by Race/Ethnicity

Total	101,946
White Alone	94.3%
Black Alone	1.5%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	1.5%
Two or More Races	1.2%
Hispanic Origin	3.8%
Diversity Index	17.5

2015 Population by Race/Ethnicity

Total	103,258
White Alone	93.7%
Black Alone	1.7%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	1.7%
Two or More Races	1.4%
Hispanic Origin	4.6%
Diversity Index	19.8



2000 Population 3+ by School Enrollment

Total	93,956
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.1%
Enrolled in Grade 9-12	6.9%
Enrolled in College	4.4%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	73.1%

2010 Population 25+ by Educational Attainment

Total	69,713
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	6.9%
High School Graduate	39.7%
Some College, No Degree	18.8%
Associate Degree	10.7%
Bachelor's Degree	14.0%
Graduate/Professional Degree	6.4%

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

Fond du Lac Metropolitan Statistical Area, Wisconsin



2010 Population 15+ by Marital Status

Total	83,229
Never Married	26.4%
Married	58.8%
Widowed	6.0%
Divorced	8.8%



2000 Population 16+ by Employment Status

Total	76,009
In Labor Force	70.7%
Civilian Employed	67.6%
Civilian Unemployed	3.0%
In Armed Forces	0.0%
Not in Labor Force	29.3%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	91.4%
Civilian Unemployed	8.6%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.8%
Civilian Unemployed	7.2%

2000 Females 16+ by Employment Status and Age of Children

Total	39,394
Own Children < 6 Only	6.7%
Employed/in Armed Forces	5.0%
Unemployed	0.2%
Not in Labor Force	1.4%
Own Children <6 and 6-17	5.6%
Employed/in Armed Forces	4.1%
Unemployed	0.1%
Not in Labor Force	1.3%
Own Children 6-17 Only	17.6%
Employed/in Armed Forces	14.8%
Unemployed	0.4%
Not in Labor Force	2.4%
No Own Children <18	70.1%
Employed/in Armed Forces	37.5%
Unemployed	2.0%
Not in Labor Force	30.6%

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

Fond du Lac Metropolitan Statistical Area, Wisconsin



2010 Employed Population 16+ by Industry

Total	49,869
Agriculture/Mining	4.4%
Construction	5.7%
Manufacturing	20.5%
Wholesale Trade	2.7%
Retail Trade	11.7%
Transportation/Utilities	4.6%
Information	1.3%
Finance/Insurance/Real Estate	4.5%
Services	39.8%
Public Administration	4.8%

2010 Employed Population 16+ by Occupation

Total	49,869
White Collar	51.9%
Management/Business/Financial	12.4%
Professional	17.5%
Sales	9.7%
Administrative Support	12.3%
Services	17.9%
Blue Collar	30.2%
Farming/Forestry/Fishing	1.4%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	4.0%
Production	12.1%
Transportation/Material Moving	8.1%



2000 Workers 16+ by Means of Transportation to Work

Total	50,732
Drove Alone - Car, Truck, or Van	80.8%
Carpooled - Car, Truck, or Van	10.5%
Public Transportation	0.5%
Walked	3.7%
Other Means	1.0%
Worked at Home	3.5%

2000 Workers 16+ by Travel Time to Work

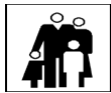
Total	50,732
Did not Work at Home	96.5%
Less than 5 minutes	6.6%
5 to 9 minutes	18.8%
10 to 19 minutes	35.7%
20 to 24 minutes	11.3%
25 to 34 minutes	12.4%
35 to 44 minutes	4.1%
45 to 59 minutes	3.8%
60 to 89 minutes	2.6%
90 or more minutes	1.2%
Worked at Home	3.5%
Average Travel Time to Work (in min)	18.7

2000 Households by Vehicles Available

Total	36,931
None	6.1%
1	31.1%
2	43.2%
3	14.2%
4	3.8%
5+	1.6%
Average Number of Vehicles Available	1.8

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

Fond du Lac Metropolitan Statistical Area, Wisconsin



2000 Households by Type

Total	36,931
Family Households	69.0%
Married-couple Family	57.7%
With Related Children	26.5%
Other Family (No Spouse)	11.2%
With Related Children	7.4%
Nonfamily Households	31.0%
Householder Living Alone	25.4%
Householder Not Living Alone	5.7%
Households with Related Children	33.9%
Households with Persons 65+	24.4%

2000 Households by Size

Total	36,931
1 Person Household	25.4%
2 Person Household	35.2%
3 Person Household	15.6%
4 Person Household	14.4%
5 Person Household	6.4%
6 Person Household	2.1%
7+ Person Household	0.9%

2000 Households by Year Householder Moved In

Total	36,931
Moved in 1999 to March 2000	16.5%
Moved in 1995 to 1998	26.7%
Moved in 1990 to 1994	16.5%
Moved in 1980 to 1989	16.1%
Moved in 1970 to 1979	11.9%
Moved in 1969 or Earlier	12.2%
Median Year Householder Moved In	1993



2000 Housing Units by Units in Structure

Total	39,271
1, Detached	70.7%
1, Attached	2.0%
2	7.2%
3 or 4	3.1%
5 to 9	4.7%
10 to 19	3.1%
20+	4.1%
Mobile Home	5.1%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	39,271
1999 to March 2000	1.6%
1995 to 1998	7.8%
1990 to 1994	6.8%
1980 to 1989	9.0%
1970 to 1979	15.6%
1969 or Earlier	59.2%
Median Year Structure Built	1961

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

Fond du Lac Metropolitan Statistical Area, Wisconsin

[Top 3 Tapestry Segments](#)

1. Rustbelt Traditions
2. Salt of the Earth
3. Green Acres



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 \$	\$59,823,392
Average Spent	\$1,504.80
Spending Potential Index	63
Computers & Accessories: Total \$	\$7,936,948
Average Spent	\$199.65
Spending Potential Index	91
Education: Total \$	\$46,333,803
Average Spent	\$1,165.48
Spending Potential Index	96
Entertainment/Recreation: Total \$	\$120,380,318
Average Spent	\$3,028.05
Spending Potential Index	94
Food at Home: Total \$	\$163,646,309
Average Spent	\$4,116.37
Spending Potential Index	92
Food Away from Home: Total \$	\$116,834,733
Average Spent	\$2,938.87
Spending Potential Index	91
Health Care: Total \$	\$145,381,062
Average Spent	\$3,656.93
Spending Potential Index	98
Household Furnishings & Equip: Total \$	\$65,438,663
Average Spent	\$1,646.05
Spending Potential Index	80
Investments: Total \$	\$65,980,837
Average Spent	\$1,659.69
Spending Potential Index	95
Retail Goods: Total \$	\$881,095,441
Average Spent	\$22,163.14
Spending Potential Index	89
Shelter: Total \$	\$549,715,705
Average Spent	\$13,827.59
Spending Potential Index	88
TV/Video/Audio: Total \$	\$45,392,888
Average Spent	\$1,141.82
Spending Potential Index	92
Travel: Total \$	\$67,412,933
Average Spent	\$1,695.71
Spending Potential Index	90
Vehicle Maintenance & Repairs: Total \$	\$34,512,012
Average Spent	\$868.12
Spending Potential Index	92

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