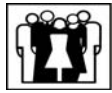


City of Ripon, Fond du Lac County, Wisconsin



2000 Total Population	6,828
2000 Group Quarters	222
2010 Total Population	7,333
2015 Total Population	7,251
2010 - 2015 Annual Rate	-0.22%



2000 Households	2,922
2000 Average Household Size	2.26
2010 Households	2,951
2010 Average Household Size	2.24
2015 Households	2,943
2015 Average Household Size	2.22
2010 - 2015 Annual Rate	-0.05%
2000 Families	1,759
2000 Average Family Size	2.93
2010 Families	1,827
2010 Average Family Size	2.84
2015 Families	1,808
2015 Average Family Size	2.81
2010 - 2015 Annual Rate	-0.21%



2000 Housing Units	3,118
Owner Occupied Housing Units	60.4%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	6.3%
2010 Housing Units	3,223
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	8.4%
2015 Housing Units	3,249
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	30.4%
Vacant Housing Units	9.4%

Median Household Income

2000	\$37,716
2010	\$47,423
2015	\$54,924

Median Home Value

2000	\$89,978
2010	\$120,163
2015	\$135,794

Per Capita Income

2000	\$20,313
2010	\$22,949
2015	\$26,467

Median Age

2000	39.6
2010	39.1
2015	39.4

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 Ripon, Fond du Lac County, Wisconsin



2000 Households by Income

Household Income Base	2,931
< \$15,000	20.1%
\$15,000 - \$24,999	13.0%
\$25,000 - \$34,999	14.0%
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	23.8%
\$75,000 - \$99,999	8.3%
\$100,000 - \$149,999	1.9%
\$150,000 - \$199,999	0.5%
\$200,000 +	1.0%
Average Household Income	\$45,573

2010 Households by Income

Household Income Base	2,951
< \$15,000	15.4%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	23.3%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	5.6%
\$150,000 - \$199,999	0.8%
\$200,000 +	1.0%
Average Household Income	\$53,955

2015 Households by Income

Household Income Base	2,944
< \$15,000	12.5%
\$15,000 - \$24,999	8.8%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	27.0%
\$75,000 - \$99,999	17.5%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	1.5%
\$200,000 +	1.5%
Average Household Income	\$61,701

2000 Owner Occupied Housing Units by Value

Total	1,883
< \$50,000	5.6%
\$50,000 - \$99,999	59.3%
\$100,000 - \$149,999	27.0%
\$150,000 - \$199,999	6.9%
\$200,000 - \$299,999	0.6%
\$300,000 - \$499,999	0.4%
\$500,000 - \$999,999	0.0%
\$1,000,000+	0.2%
Average Home Value	\$97,799

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	1,018
With Cash Rent	99.7%
No Cash Rent	0.3%
Median Rent	\$381
Average Rent	\$424

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 Ripon, Fond du Lac County, Wisconsin



2000 Population by Age

Total	6,828
Age 0 - 4	6.0%
Age 5 - 9	6.1%
Age 10 - 14	6.9%
Age 15 - 19	6.6%
Age 20 - 24	5.4%
Age 25 - 34	11.9%
Age 35 - 44	15.8%
Age 45 - 54	13.2%
Age 55 - 64	9.1%
Age 65 - 74	8.3%
Age 75 - 84	7.2%
Age 85+	3.6%
Age 18+	76.7%

2010 Population by Age

Total	7,335
Age 0 - 4	5.7%
Age 5 - 9	5.5%
Age 10 - 14	5.9%
Age 15 - 19	8.9%
Age 20 - 24	8.6%
Age 25 - 34	10.9%
Age 35 - 44	11.6%
Age 45 - 54	14.0%
Age 55 - 64	12.1%
Age 65 - 74	7.4%
Age 75 - 84	5.7%
Age 85+	3.8%
Age 18+	80.4%

2015 Population by Age

Total	7,250
Age 0 - 4	5.5%
Age 5 - 9	5.4%
Age 10 - 14	5.9%
Age 15 - 19	8.9%
Age 20 - 24	8.3%
Age 25 - 34	11.2%
Age 35 - 44	10.8%
Age 45 - 54	12.1%
Age 55 - 64	13.4%
Age 65 - 74	9.2%
Age 75 - 84	5.6%
Age 85+	3.7%
Age 18+	80.6%

2000 Population by Sex

Males	46.5%
Females	53.5%

2010 Population by Sex

Males	47.4%
Females	52.6%

2015 Population by Sex

Males	47.3%
Females	52.7%

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

City of Ripon, Fond du Lac County, Wisconsin



2000 Population by Race/Ethnicity

Total	6,828
White Alone	97.7%
Black Alone	0.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.9%
Two or More Races	0.6%
Hispanic Origin	2.2%
Diversity Index	8.6

2010 Population by Race/Ethnicity

Total	7,333
White Alone	94.5%
Black Alone	2.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	1.5%
Two or More Races	1.1%
Hispanic Origin	4.2%
Diversity Index	17.9

2015 Population by Race/Ethnicity

Total	7,250
White Alone	93.7%
Black Alone	2.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	1.7%
Two or More Races	1.2%
Hispanic Origin	5.2%
Diversity Index	20.8



2000 Population 3+ by School Enrollment

Total	6,528
Enrolled in Nursery/Preschool	1.0%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	10.2%
Enrolled in Grade 9-12	6.5%
Enrolled in College	3.8%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	76.6%

2010 Population 25+ by Educational Attainment

Total	4,801
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	6.8%
High School Graduate	39.3%
Some College, No Degree	17.2%
Associate Degree	10.5%
Bachelor's Degree	14.4%
Graduate/Professional Degree	8.0%

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.

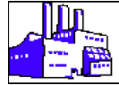
Source: [ESRI forecasts for 2010 and 2015; U.S. Bureau of the Census, 2000 Census of Population and Housing](#)

City of Ripon, Fond du Lac County, Wisconsin



2010 Population 15+ by Marital Status

Total	6,084
Never Married	27.5%
Married	54.6%
Widowed	9.1%
Divorced	8.9%



2000 Population 16+ by Employment Status

Total	5,415
In Labor Force	65.5%
Civilian Employed	63.4%
Civilian Unemployed	2.1%
In Armed Forces	0.0%
Not in Labor Force	34.5%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	92.0%
Civilian Unemployed	8.0%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.4%
Civilian Unemployed	6.6%

2000 Females 16+ by Employment Status and Age of Children

Total	2,964
Own Children < 6 Only	7.7%
Employed/in Armed Forces	4.8%
Unemployed	0.4%
Not in Labor Force	2.5%
Own Children <6 and 6-17	5.3%
Employed/in Armed Forces	4.3%
Unemployed	0.5%
Not in Labor Force	0.5%
Own Children 6-17 Only	12.3%
Employed/in Armed Forces	10.7%
Unemployed	0.2%
Not in Labor Force	1.5%
No Own Children <18	74.7%
Employed/in Armed Forces	37.3%
Unemployed	1.2%
Not in Labor Force	36.2%

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

City of Ripon, Fond du Lac County, Wisconsin



2010 Employed Population 16+ by Industry

Total	3,232
Agriculture/Mining	2.4%
Construction	4.8%
Manufacturing	21.0%
Wholesale Trade	1.9%
Retail Trade	9.4%
Transportation/Utilities	3.4%
Information	2.4%
Finance/Insurance/Real Estate	4.6%
Services	46.0%
Public Administration	4.1%

2010 Employed Population 16+ by Occupation

Total	3,234
White Collar	52.9%
Management/Business/Financial	11.0%
Professional	20.7%
Sales	8.2%
Administrative Support	13.0%
Services	18.6%
Blue Collar	28.5%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.7%
Installation/Maintenance/Repair	3.4%
Production	13.0%
Transportation/Material Moving	8.1%



2000 Workers 16+ by Means of Transportation to Work

Total	3,361
Drove Alone - Car, Truck, or Van	82.0%
Carpooled - Car, Truck, or Van	7.7%
Public Transportation	0.0%
Walked	7.3%
Other Means	1.3%
Worked at Home	1.8%

2000 Workers 16+ by Travel Time to Work

Total	3,361
Did not Work at Home	98.2%
Less than 5 minutes	13.5%
5 to 9 minutes	30.4%
10 to 19 minutes	24.5%
20 to 24 minutes	8.6%
25 to 34 minutes	14.9%
35 to 44 minutes	3.2%
45 to 59 minutes	1.5%
60 to 89 minutes	1.0%
90 or more minutes	0.6%
Worked at Home	1.8%
Average Travel Time to Work (in min)	14.5

2000 Households by Vehicles Available

Total	2,908
None	12.4%
1	37.6%
2	39.0%
3	8.4%
4	2.3%
5+	0.3%
Average Number of Vehicles Available	1.5

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

City of Ripon, Fond du Lac County, Wisconsin



2000 Households by Type

Total	2,922
Family Households	60.2%
Married-couple Family	48.8%
With Related Children	21.8%
Other Family (No Spouse)	11.4%
With Related Children	7.5%
Nonfamily Households	39.8%
Householder Living Alone	34.0%
Householder Not Living Alone	5.8%
Households with Related Children	29.4%
Households with Persons 65+	30.6%

2000 Households by Size

Total	2,922
1 Person Household	34.0%
2 Person Household	34.1%
3 Person Household	13.3%
4 Person Household	11.8%
5 Person Household	4.8%
6 Person Household	1.4%
7+ Person Household	0.6%

2000 Households by Year Householder Moved In

Total	2,908
Moved in 1999 to March 2000	20.8%
Moved in 1995 to 1998	25.4%
Moved in 1990 to 1994	16.7%
Moved in 1980 to 1989	14.9%
Moved in 1970 to 1979	11.5%
Moved in 1969 or Earlier	10.7%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	3,111
1, Detached	63.5%
1, Attached	1.8%
2	8.2%
3 or 4	4.3%
5 to 9	4.0%
10 to 19	3.7%
20+	12.0%
Mobile Home	2.5%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	3,111
1999 to March 2000	0.8%
1995 to 1998	4.0%
1990 to 1994	5.1%
1980 to 1989	7.0%
1970 to 1979	14.3%
1969 or Earlier	68.7%
Median Year Structure Built	1955

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

City of Ripon, Fond du Lac County, Wisconsin

[Top 3 Tapestry Segments](#)

1. Rustbelt Traditions
2. Midlife Junction
3. Simple Living



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 \$	\$3,770,737
Average Spent	\$1,277.78
Spending Potential Index	53
Computers & Accessories: Total \$	\$497,182
Average Spent	\$168.48
Spending Potential Index	77
Education: Total \$	\$2,849,987
Average Spent	\$965.77
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$7,580,381
Average Spent	\$2,568.75
Spending Potential Index	80
Food at Home: Total \$	\$10,616,391
Average Spent	\$3,597.56
Spending Potential Index	80
Food Away from Home: Total \$	\$7,391,232
Average Spent	\$2,504.65
Spending Potential Index	78
Health Care: Total \$	\$9,686,290
Average Spent	\$3,282.38
Spending Potential Index	88
Household Furnishings & Equip: Total \$	\$4,085,197
Average Spent	\$1,384.34
Spending Potential Index	67
Investments: Total \$	\$4,240,531
Average Spent	\$1,436.98
Spending Potential Index	83
Retail Goods: Total \$	\$56,139,539
Average Spent	\$19,023.90
Spending Potential Index	77
Shelter: Total \$	\$34,239,368
Average Spent	\$11,602.63
Spending Potential Index	73
TV/Video/Audio: Total \$	\$2,921,635
Average Spent	\$990.05
Spending Potential Index	80
Travel: Total \$	\$4,113,704
Average Spent	\$1,394.00
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$2,195,643
Average Spent	\$744.03
Spending Potential Index	79

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