



FOND DU LAC COUNTY  
**Economic  
Development**  
CORPORATION



*Looking forward.*

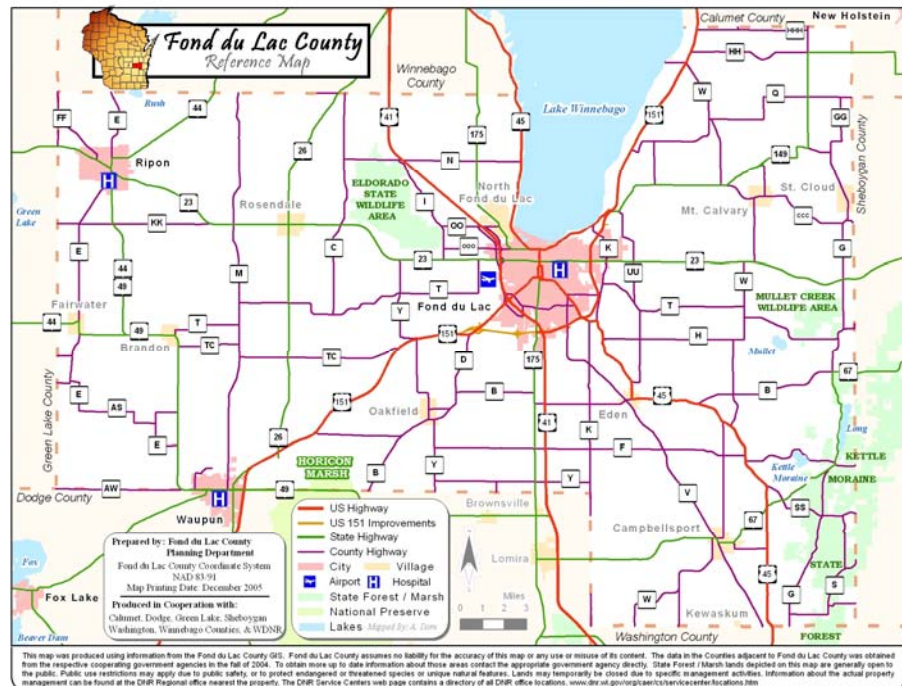
# **Fond du Lac County Wisconsin**

## **Economic Profile 2010**



## Transportation Network

An efficient and convenient crossroads of highway systems makes commerce to and from Minneapolis/St. Paul, La Crosse, Rochester, Dubuque, Madison and all points beyond, another unique advantage offered by Fond du Lac County. Fond du Lac County serves as a central location with excellent highway access to major markets in Green Bay (70 miles), Madison (70 miles), Milwaukee (60 miles), Chicago (150 miles) and Minneapolis (275 miles). U.S. Highway 41 is the major north/south route providing four lanes of traffic through the county. Highways 45 and 151 are additional north south routes with Hwy 151 recently expanding to four lanes between Fond du Lac and Madison. State Highways 23, 68, 67 and 103 provide east-west travel and highways 26, 44, 49, 149 and 175 provide north-south access to points throughout Fond du Lac County.





## Demographics

Population	
	Fond du Lac County
2000	97,296
2010	101,946
2015	103,258
Source: ESRI 2010	

2010 Estimated Income	
	Fond du Lac County
Average Household Income	\$63,464
Median Household Income	\$57,435
Per Capita Income	\$25,342
Average Family Household Income	\$62,088
Source: ESRI 2010	

Estimated Household Size	
	Fond du Lac County
2000	2.5
2010	2.5
2015	2.4
Source: ESRI 2010	

2000 Households by Size		
	Total	Percent
1 Person HH	9,380	25.4%
2 Person HH	13,000	35.2%
3 Person HH	5,761	15.6%
4 Person HH	5,318	14.4%
5 Person HH	2,364	6.4%
6 Person HH	776	2.1%
7+ Person HH	332	0.9%
Total	36,931	
Source: ESRI 2010		

2010 Estimated Population by Age		
	Total	Percent
0 - 4	6,186	6.1%
5 - 9	6,215	6.1%
10 - 14	6,316	6.2%
15 - 19	7,267	7.1%
20 - 24	6,249	6.1%
25 - 34	13,229	13.0%
35 - 44	13,254	13.0%
45 - 54	15,843	15.5%
55 - 64	12,659	12.4%
65 - 74	7,127	7.0%
75 - 84	4,915	4.8%
85+	2,686	2.6%
Median Age	39.4	
Source: ESRI 2010		

2010 Estimated Population by Single Race		
	Total	Percent
White Alone	96,183	94.3%
Black Alone	1,501	1.5%
American Indian Alone	456	0.4%
Asian Alone	968	0.9%
Pacific Islander Alone	37	0.0%
Some Other Race Alone	1,574	1.5%
Two or More Races	1,227	1.2%
Hispanic Origin (Any Race)	3,916	3.8%
Source: ESRI 2010		



## Education

2010 Population 25+ by Education Attainment		
Education Level	Total	Percentage
Less than 9th Grade	2,510	3.6%
9th - 12th Grade (No Diploma)	4,810	6.9%
High School Graduate or GED	27,676	39.7%
Some College, No Degree	13,106	18.8%
Associate Degree	7,459	10.7%
Bachelor's Degree	9,760	14.0%
Graduate/Professional Degree	4,462	6.4%

Source: ESRI 2010

Enrollment by School District			
2010	Public	Private	Total
Campbellsport	1,472	327	1,799
Fond du Lac	7,364	1,587	8,951
North Fond du Lac	1,198	105	1,303
Oakfield	525	23	548
Ripon	1,835	0	1,835
Rosendale-Brandon	1,037	0	1,037
Waupun	1,941	347	2,288
Totals	15,372	2,389	17,761

Source: Wisconsin Department of Public Instruction

College Testing Scores and Post High School Graduation Plans				
Year of Graduation	ACT	Graduation Rate	4 Year College	Technical College
2009	22.2	89.4%	51.2%	23.3%
2008	22.3	89.0%	52.2%	23.0%
2007	22.2	89.6%	52.2%	21.9%
2006	22.1	89.3%	49.5%	21.7%

Source: Wisconsin Department of Public Instruction: Academic Achievement Data

Fond du Lac County Higher Learning - Degrees Conferred			
2008 - 2009	Marian University	Ripon College	UW-Fond du Lac
Associate	na	na	779
Bachelors	392	192	na
Masters	372	na	na
Ph.D.	3	na	na
Total	767	192	779

Source: Marian University Director of Institutional Research, Ripon College Registrars Office, and University of Wisconsin System

Moraine Park Technical College Degrees Conferred*	
2008 - 2009	Degrees
Apprentice	65
Associate	413
One-Year Technical Diploma	236
Short-Term Diploma	348
Two-Year Technical Diploma	12
Total	1074

\* Includes all MPTC Locations

Source: Moraine Park Technical College: District Fact Sheet



## Employment and Commuting

<b>Fond du Lac County Average Annual Employment</b>				
	<b>Labor Force</b>	<b>Employed</b>	<b>Unemployed</b>	<b>Unemployment Rate</b>
2009	56,111	51,124	4,987	8.9%
2008	56,729	54,061	2,668	4.7%
2007	56,999	54,388	2,611	4.6%

Source: Wisconsin Worknet Data: Local Area Unemployment Statistics

<b>Commuting Patterns</b>		
<b>Residents of County</b>	<b>2008</b>	<b>Percent</b>
Working and Residing in County	27,080	59.0%
Commuting Out of County	18,853	41.0%
Total Residents	45,933	100.0%
<b>Employees in County</b>		
Working and Residing in County	27,080	52.3%
Commuting Into County	24,659	47.7%
Total Employees	51,739	100.0%

Source: Census - LED on the Map



## Location Quotient

2009 Location Quotients - County			
Industry	Fond du Lac County	Industry	Fond du Lac County
Manufacturing	2.2	Wholesale Trade	1.0
Agriculture, Forestry, Fishing and Hunting	2.3	Information	0.9
Utilities	1.3	Finance and Insurance	0.9
Educational Services	1.2	Mining, Quarrying, and Oil and Gas Extraction	0.9
Retail Trade	1.2	Government	0.7
Other Services (except Public Administration)	1.0	Real Estate and Rental and Leasing	0.7
Accommodation and Food Services	1.0	Arts, Entertainment, and Recreation	0.6
Construction	1.1	Administrative, Support, Waste Management, and Remediation Services	0.6
Transportation and Warehousing	1.0	Professional, Scientific, and Technical Services	0.4
Health Care and Social Assistance	1.0	Management of Companies and Enterprises	0.1

Source: EMSI

Location Quotient - Targeted Industry Clusters	
Industry	Location Quotient
Advanced Machinery	11.0
Agribusiness, Food Processing and Technology	2.6
Advanced Materials	1.4
Energy (Fossil and Renewable)	1.2
Printing and Publishing	1.2
Transportation and Logistics	1.1
Biomedical/Biotechnical	1.0

Source: EMSI



## Employment by Industry

<b>2009 Employment by Industry - County</b>			
<b>Business Description</b>	<b>Average Annual Establishments</b>	<b>Average Employees</b>	<b>Average Annual Wage</b>
Agriculture, Forestry, Fishing and Hunting	54	648	\$24,281
Mining, Quarrying, and Oil and Gas Extraction	10	297	\$39,232
Utilities	10	176	\$62,812
Construction	278	2,463	\$50,030
Manufacturing	155	8,915	\$45,957
Wholesale Trade	142	1,656	\$41,251
Retail Trade	323	5,278	\$21,662
Transportation and Warehousing	128	1,493	\$36,557
Information EMSI*	31	1,009	\$46,804
Finance and Insurance	133	1,545	\$42,429
Real Estate and Rental and Leasing	61	280	\$23,239
Services EMSI*	163	1,638	\$46,535
Management of Companies and Enterprises EMSI*	8	89	\$39,481
Administrative, Support, Waste Management, and Remediation Services	90	1,255	\$24,653
Educational Services	37	3,595	\$37,945
Health Care and Social Assistance	214	5,587	\$43,147
Arts, Entertainment, and Recreation	34	354	\$13,715
Accommodation and Food Services	219	3,725	\$10,284
Other Services (except Public Administration)	242	1,313	\$19,288
Public Administration	60	2,551	\$39,963
Source: Worknet - QCEW 2009		* Information Suppressed by Worknet taken instead from EMSI	

<b>Industry Leaders in Fond du Lac County</b>		
<b>Advanced Manufacturing</b>	<b>Advanced Materials</b>	<b>Agribusiness</b>
Alliance Laundry Systems	ACH Foam Technologies	Baker Cheese
Brenner Tank	Converting Biophile Labs	Baker's Pride
F. Ziegler Enterprises	Mid-States Aluminum	Bremner
Danaher Motion	Spartech Packaging Technologies	JM Smucker
MAG Giddings & Lewis		Land O'Lakes Purina
Mercury Marine		Ripon Pickle
Silgan Containers		Saputo Cheese
<b>Biomedical/Biotechnical</b>	<b>Energy</b>	<b>Printing and Publishing</b>
Agnesian Health Care	ANR Pipeline	AC Nielsen
All About Life Rehad Center	Excel Engineering	EP Direct
Aurora Health Center	J.F. Ahern	Flexographic Packaging
International Paper	Michels Corporation	Ripon Community Printers
	We Energies	Brooke Industries
	Wisconsin Power and Light	Power Packaging



## Wages

<b>Wage in Fond du Lac County by Occupation</b>					
<b>Occupation Title: Focus is on the Targeted Industries</b>	<b>SOC</b>	<b>Employees</b>	<b>Average Annual Wage</b>	<b>Average Hourly Wage</b>	<b>Median Hourly Wage</b>
General and operations managers	11-1021	440	\$ 102,220	\$ 49.14	\$ 42.87
Industrial production managers	11-3051	120	\$ 66,650	\$ 32.05	\$ 29.32
Mechanical engineers	17-2141	130	\$ 66,590	\$ 32.02	\$ 31.48
Registered nurses	29-1111	760	\$ 60,590	\$ 29.13	\$ 28.11
Radiologic technologists and technicians	29-2034	100	\$ 47,120	\$ 22.65	\$ 22.64
Pharmacy technicians	29-2052	130	\$ 28,720	\$ 13.81	\$ 13.78
Licensed practical and licensed vocational nurses	29-2061	260	\$ 38,780	\$ 18.65	\$ 18.36
Janitors and cleaners, except maids and housekeeping cleaners	37-2011	720	\$ 24,170	\$ 11.62	\$ 10.90
Sales representatives, wholesale and manufacturing, except technical and scientific products	41-4012	540	\$ 63,000	\$ 30.29	\$ 23.14
Bookkeeping, accounting, and auditing clerks	43-3031	650	\$ 28,220	\$ 13.57	\$ 13.55
Shipping, receiving, and traffic clerks	43-5071	270	\$ 31,860	\$ 15.32	\$ 14.58
Office clerks, general	43-9061	1,090	\$ 26,630	\$ 12.80	\$ 12.49
Construction laborers	47-2061	170	\$ 36,380	\$ 17.49	\$ 17.38
Electricians	47-2111	120	\$ 50,970	\$ 24.50	\$ 24.64
Plumbers, pipefitters, and steamfitters	47-2152	380	\$ 64,600	\$ 31.06	\$ 32.53
Sheet metal workers	47-2211	100	\$ 58,320	\$ 28.04	\$ 29.41
Maintenance and repair workers, general	49-9042	470	\$ 38,120	\$ 18.33	\$ 17.74
First-line supervisors/managers of production and operating workers	51-1011	350	\$ 55,500	\$ 26.68	\$ 24.39
Team assemblers	51-2092	770	\$ 33,110	\$ 15.92	\$16.28
Assemblers and fabricators, all other	51-2099	210	\$ 25,530	\$ 12.27	\$ 8.72
Food batchmakers	51-3092	170	\$ 31,920	\$ 15.35	\$ 15.83
Computer-controlled machine tool operators, metal and plastic	51-4011	80	\$ 34,710	\$ 16.69	\$ 15.50
Cutting, punching, and press machine setters, operators, and tenders, metal and plastic *	51-4031	250	\$ 32,770	\$ 15.76	\$15.57
Grinding, lapping, polishing, and buffing machine tool setters, operators, and tenders, metal and plastic	51-4033	240	\$ 40,400	\$ 19.42	\$ 21.05
Machinists *	51-4041	660	\$ 40,170	\$ 19.31	\$18.71
Welders, cutters, solderers, and brazers	51-4121	180	\$ 41,700	\$ 20.05	\$ 19.14
Cutting and slicing machine setters, operators, and tenders	51-9032	170	\$ 32,290	\$ 15.52	\$ 14.82
Inspectors, testers, sorters, samplers, and weighers	51-9061	240	\$ 31,500	\$ 15.14	\$ 14.47
Packaging and filling machine operators and tenders	51-9111	410	\$ 28,660	\$ 13.78	\$ 13.97
Helpers--production workers	51-9198	370	\$ 20,800	\$ 10.00	\$ 9.29
Truck drivers, heavy and tractor-trailer	53-3032	960	\$ 38,290	\$ 18.41	\$ 17.03
Industrial truck and tractor operators	53-7051	230	\$ 32,580	\$ 15.66	\$ 14.94
Laborers and freight, stock, and material movers, hand	53-7062	620	\$ 24,600	\$ 11.83	\$ 10.74
Packers and packagers, hand	53-7064	280	\$ 23,120	\$ 11.11	\$ 10.66
* County Data Suppressed State Wage Data Used					
Source: Wisconsin Department of Workforce Development: Office of Economic Advisors: Wage					



## Financing

Deposits (In Millions)			
	Institutions	Offices	Deposits
30-Jun-09	17	39	\$1,776
30-Jun-08	17	38	\$1,639
30-Jun-07	16	36	\$1,601
Source: FDIC			

SBA Approved Loans	
Year	Amount
2010	\$13,939,113
2009	\$7,980,200
2008	\$9,335,700
Source: U.S. SBA	

Fond du Lac County Incentives and Financing						
	Award Amount	Private Investment	Project Total	FT Jobs Created	PT or seasonal Jobs Created	Jobs Retained
2010	\$798,000	\$6,350,000	\$6,985,000	65	77	34
2009	\$200,000	\$8,891,039	\$9,186,039	67	23	1,531
2008	\$5,096,768	\$31,557,272	\$34,944,040	583	35	3
2007	\$449,900	\$6,010,263	\$6,430,163	19	12	30
<b>Total</b>	<b>\$6,544,668</b>	<b>\$52,808,574</b>	<b>\$57,545,242</b>	<b>734</b>	<b>147</b>	<b>1,598</b>
Source: Fond du Lac County Economic Development Corporation						



## Real Estate

Housing Units - 2010		
	Total Housing Units	Percent
Occupied	39,755	92.1%
Owner	28,944	67.1%
Renter	10,811	25.0%
Vacant	3,408	7.9%
ESRI: Housing Profile		

Residential Median Home Sale Price		
Fond du Lac County	Median Sale Price	Number Sold
2010 (Quarter 1)	\$125,200.00	133
2009	\$119,450.00	808
2008	\$123,000.00	1,055
2007	\$129,250.00	1,152
2006	\$125,000.00	1,108
Source: Wisconsin Realtors Association		

Real Estate: March 2010 - Fond du Lac MSA				
	# of Properties	Vacant	Vacancy Rate	Change From Previous Year
Residential	43,672	860	2.0%	-0.2%
Business	2,970	267	9.0%	-0.1%
Source: HUD - Metropolitan Area Quarterly Residential and Business Vacancy Report—based on USPS data				



## Business Utilities

<b>Business Electricity Rates - /kWh</b>		
<b>Alliant Energy - Wisconsin Power and Light (2010)</b>		
	<b>June 1 - September 30</b>	<b>October 1 - May 31</b>
<b>Commercial</b>		
Energy Limiter	\$0.14650	\$0.14650
Standard Energy	\$0.06450	\$0.05310
Maximum Demand	\$10.00000	\$8.53000
Customer Demand	\$2.00000	\$2.00000
Lighting Service Per Day	\$0.81800	
Power and Lighting Service Per Day	\$0.92050	
<b>Industrial</b>		
<b>Energy Limiter</b>	\$0.14650	\$0.14650
<b>Energy</b>		
14 Hour, On-Peak	\$0.06745	\$0.05785
14 Hour, Off-Peak	\$0.03942	\$0.03942
<b>Maximum Demand</b>		
14 Hour, On-Peak	\$11.53000	\$10.12000
14 Hour, Off-Peak	\$12.11000	\$10.63000
<b>Customer Demand</b>	\$2.00000	\$2.00000
Customer Charge Per Day	\$7.67000	

Source: Wisconsin Power and Light Schedule of Rates for Electricity Service

<b>Business Electricity Rates - /kWh</b>	
<b>WE Energies</b>	
<b>Energy Consumption (kWh/mo)</b>	<b>Amount</b>
<b>&lt; 10,000 (CG1 Facilities)</b>	
Single-Phase Service	\$0.25 per day
Three-Phase Service	\$0.50 per day
Each Additional Meter	\$0.04665 per day
Energy Charge	\$0.12611 /kWh
<b>10,000 - 30,000 (CG2 Facilities)</b>	
Facilities Charge (One Meter)	\$1.52877 per day
Each Additional Meter	\$0.13151 per day
Option A	\$0.1007 /kWh
Option B	\$0.08777 /kWh off-peak
	\$0.11402 /kWh on-peak
<b>&gt; 30,000 (CG3 and CP1)</b>	
Facilities Charge (One Meter)	\$1.52877 per day
Each Additional Meter	\$.13151 per day
On-peak	\$.07686 /kWh
Off-peak	\$0.056 /kWh

Source: WE Energies



## Residential Utilities

Residential Electricity Rates - /kWh		
Alliant Energy - Wisconsin Power and Light		
	June 1 - September 30	October 1 - May 31
<b>General Service</b>		
All kWh Used	\$0.12064	\$0.10975
Lighting Service Per Day	\$0.25220	
Power and Lighting Service Per Day	\$0.51130	
Source: Wisconsin Power and Light Schedule of Rates for Electricity Service		

Residential Electricity Rates - /kWh	
WE Energies	
Charges	Amount
Facilities Charge	.25 per day
Energy Charge	.12611 /kWh
Low-Income Assistance	3% of monthly charges
Source: WE Energies	

Residential Electric Rates	
Waupun Utilities	
Charge	Price
Fixed	\$7.00 per month
Energy	.0742 /kWh
Source: Waupun Utilities	

Natural Gas Service	
Wisconsin Power and Light	
Charge	Price
Customer Charge	\$0.39 Per Day
Distribution Service Rate	\$0.2113 Per Therm
Pipeline Charges	
Base Max Daily Delivery	\$0.0788 Per Therm
Base Annual Demand	\$0.354 Per Therm
Gas Supply	
Base Commodity Rate	\$0.6670 Per Therm
Gas Supply Acquisition Rate	\$0.0313 Per Therm
Source: WP & L Schedule of Rates	



## Spending Profile

Spending Profile - Fond du Lac County		
	Total	Average
Apparel & Services	\$59,823,392	\$1,504.80
Computers & Accessories	\$7,936,948	\$199.65
Education	\$46,333,803	\$1,165.48
Entertainment/Recreation	\$120,380,318	\$3,028.05
Food at Home	\$163,646,309	\$4,116.37
Food Away from Home	\$116,834,733	\$2,938.87
Health Care	\$145,381,062	\$3,656.93
Household Furnishings & Equip	\$65,438,663	\$1,646.05
Investments	\$65,980,837	\$1,659.69
Retail Goods	\$881,095,441	\$22,163.14
Shelter	\$549,715,705	\$13,827.59
TV/Video/Audio	\$45,392,888	\$1,141.82
Travel	\$67,412,933	\$1,695.71
Vehicle Maintenance & Repairs	\$34,512,012	\$868.12
Source: ESRI 2010		



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