



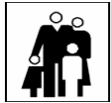
# Market Profile

Prepared by Fond du Lac County Economic Development Corporation  
[www.fcedc.com](http://www.fcedc.com) [info@fcedc.com](mailto:info@fcedc.com) (920) 929-2928

## Village of Campbellsport, Fond du Lac County, Wi:



2000 Total Population	1,913
2000 Group Quarters	116
2007 Total Population	2,114
2012 Total Population	2,225
2007 - 2012 Annual Rate	1.03%



2000 Households	710
2000 Average Household Size	2.53
2007 Households	817
2007 Average Household Size	2.48
2012 Households	874
2012 Average Household Size	2.45
2007 - 2012 Annual Rate	1.36%
2000 Families	475
2000 Average Family Size	2.99
2007 Families	572
2007 Average Family Size	2.89
2012 Families	599
2012 Average Family Size	2.86
2007 - 2012 Annual Rate	0.93%



<b>2000 Housing Units</b>	736
Owner Occupied Housing Units	65.9%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	3.5%
<b>2007 Housing Units</b>	855
Owner Occupied Housing Units	73.6%
Renter Occupied Housing Units	22.0%
Vacant Housing Units	4.4%
<b>2012 Housing Units</b>	920
Owner Occupied Housing Units	72.6%
Renter Occupied Housing Units	22.4%
Vacant Housing Units	5.0%

### Median Household Income

2000	\$44,661
2007	\$60,975
2012	\$70,805

### Median Home Value

2000	\$109,744
2007	\$166,765
2012	\$191,582

### Per Capita Income

2000	\$18,622
2007	\$25,472
2012	\$30,609

### Median Age

2000	37.7
2007	40.4
2012	41.3

**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:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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## Village of Campbellsport, Fond du Lac County, Wi



### 2000 Households by Income

Household Income Base	707
< \$15,000	13.6%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	17.4%
\$50,000 - \$74,999	28.9%
\$75,000 - \$99,999	9.5%
\$100,000 - \$149,999	5.0%
\$150,000 - \$199,999	0.3%
\$200,000 +	0.0%
Average Household Income	\$46,912

### 2007 Households by Income

Household Income Base	819
< \$15,000	5.6%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	28.3%
\$75,000 - \$99,999	16.4%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	1.8%
\$200,000 +	0.5%
Average Household Income	\$65,167

### 2012 Households by Income

Household Income Base	874
< \$15,000	4.3%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	20.8%
\$100,000 - \$149,999	20.7%
\$150,000 - \$199,999	3.9%
\$200,000 +	1.5%
Average Household Income	\$77,357

### 2000 Owner Occupied HUs by Value

Total	491
< \$50,000	2.9%
\$50,000 - \$99,999	37.1%
\$100,000 - \$149,999	48.7%
\$150,000 - \$199,999	8.6%
\$200,000 - \$299,999	2.9%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	0.0%
\$1,000,000+	0.0%
Average Home Value	\$113,915

### 2000 Specified Renter Occupied HUs by Contract Rent

Total	223
With Cash Rent	95.1%
No Cash Rent	4.9%
Median Rent	\$408
Average Rent	\$392

**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 HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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## Village of Campbellsport, Fond du Lac County, Wi:



### 2000 Population by Age

Total	1,913
0 - 4	6.6%
5 - 9	4.9%
10 - 14	6.8%
15 - 19	6.5%
20 - 24	6.1%
25 - 34	14.5%
35 - 44	15.2%
45 - 54	9.3%
55 - 64	7.1%
65 - 74	8.7%
75 - 84	7.8%
85+	6.4%
18+	77.6%

### 2007 Population by Age

Total	2,117
0 - 4	6.4%
5 - 9	6.3%
10 - 14	4.3%
15 - 19	6.4%
20 - 24	6.7%
25 - 34	12.2%
35 - 44	16.1%
45 - 54	14.9%
55 - 64	8.9%
65 - 74	6.8%
75 - 84	6.0%
85+	4.9%
18+	79.1%

### 2012 Population by Age

Total	2,223
0 - 4	6.4%
5 - 9	6.0%
10 - 14	6.4%
15 - 19	4.0%
20 - 24	5.9%
25 - 34	13.6%
35 - 44	13.0%
45 - 54	16.6%
55 - 64	11.5%
65 - 74	6.3%
75 - 84	5.9%
85+	4.5%
18+	78.6%

### 2000 Population by Sex

Males	44.7%
Females	55.3%

### 2007 Population by Sex

Males	46.3%
Females	53.7%

### 2012 Population by Sex

Males	46.3%
Females	53.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



## Village of Campbellsport, Fond du Lac County, Wi



### 2000 Population by Race/Ethnicity

Total	1,913
White Alone	99.0%
Black Alone	0.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.0%
Two or More Races	0.6%
Hispanic Origin	0.4%
Diversity Index	2.9

### 2007 Population by Race/Ethnicity

Total	2,114
White Alone	98.1%
Black Alone	0.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.2%
Two or More Races	1.1%
Hispanic Origin	0.8%
Diversity Index	5.3

### 2012 Population by Race/Ethnicity

Total	2,224
White Alone	97.8%
Black Alone	0.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.3%
Two or More Races	1.2%
Hispanic Origin	1.0%
Diversity Index	6.3



### 2000 Population 3+ by School Enrollment

Total	1,802
Enrolled in Nursery/Preschool	1.1%
Enrolled in Kindergarten	0.8%
Enrolled in Grade 1-8	10.3%
Enrolled in Grade 9-12	5.0%
Enrolled in College	3.1%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	79.2%

### 2000 Population 25+ by Educational Attainment

Total	1,304
Less than 9th Grade	10.4%
9th - 12th Grade, No Diploma	11.6%
High School Graduate	41.6%
Some College, No Degree	13.8%
Associate Degree	6.8%
Bachelor's Degree	9.2%
Master's/Prof/Doctorate Degree	6.7%

**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:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



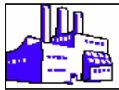
**Village of Campbellsport, Fond du Lac County, Wi:**

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**2000 Population 15+ by Sex and Marital Status**

Total	1,543
Females	56.8%
Never Married	10.7%
Married, not Separated	36.4%
Married, Separated	0.2%
Widowed	7.0%
Divorced	2.5%
Males	43.2%
Never Married	13.0%
Married, not Separated	26.2%
Married, Separated	0.0%
Widowed	1.2%
Divorced	2.8%



**2000 Population 16+ by Employment Status**

Total	1,517
In Labor Force	70.8%
Civilian Employed	61.6%
Civilian Unemployed	9.2%
In Armed Forces	0.0%
Not in Labor Force	29.2%

**2007 Civilian Population 16+ in Labor Force**

Civilian Employed	94.8%
Civilian Unemployed	5.2%

**2012 Civilian Population 16+ in Labor Force**

Civilian Employed	94.9%
Civilian Unemployed	5.1%

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

Total	863
Own Children < 6 Only	9.3%
Employed/in Armed Forces	7.1%
Unemployed	0.2%
Not in Labor Force	2.0%
Own Children <6 and 6-17	5.1%
Employed/in Armed Forces	4.2%
Unemployed	0.2%
Not in Labor Force	0.7%
Own Children 6-17 Only	13.6%
Employed/in Armed Forces	10.8%
Unemployed	1.4%
Not in Labor Force	1.4%
No Own Children <18	72.1%
Employed/in Armed Forces	30.6%
Unemployed	12.2%
Not in Labor Force	29.3%

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Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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## Village of Campbellsport, Fond du Lac County, Wi



### 2007 Employed Population 16+ by Industry

Total	1,105
Agriculture/Mining	3.2%
Construction	8.4%
Manufacturing	26.4%
Wholesale Trade	3.1%
Retail Trade	10.8%
Transportation/Utilities	3.4%
Information	1.1%
Finance/Insurance/Real Estate	5.6%
Services	35.7%
Public Administration	2.3%

### 2007 Employed Population 16+ by Occupation

Total	1,101
White Collar	46.2%
Management/Business/Financial	10.8%
Professional	14.9%
Sales	7.8%
Administrative Support	12.7%
Services	17.2%
Blue Collar	36.6%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	8.2%
Installation/Maintenance/Repair	4.0%
Production	16.9%
Transportation/Material Moving	6.6%



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

Total	923
Drove Alone - Car, Truck, or Van	75.7%
Carpooled - Car, Truck, or Van	15.6%
Public Transportation	0.2%
Walked	6.0%
Other Means	0.5%
Worked at Home	2.0%

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

Total	923
Did not Work at Home	98.0%
Less than 5 minutes	10.7%
5 to 9 minutes	14.7%
10 to 19 minutes	15.3%
20 to 24 minutes	16.5%
25 to 34 minutes	20.2%
35 to 44 minutes	8.3%
45 to 59 minutes	8.1%
60 to 89 minutes	2.2%
90 or more minutes	2.1%
Worked at Home	2.0%
Average Travel Time to Work (in min)	23.1

### 2000 Households by Vehicles Available

Total	714
None	4.3%
1	37.3%
2	44.7%
3	11.1%
4	1.8%
5+	0.8%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007



## Village of Campbellsport, Fond du Lac County, Wi:



### 2000 Households by Type

Total	710
Family Households	66.9%
Married-couple Family	54.9%
With Related Children	25.5%
Other Family (No Spouse)	12.0%
With Related Children	8.2%
Nonfamily Households	33.1%
Householder Living Alone	26.9%
Householder Not Living Alone	6.2%
Households with Related Children	33.7%
Households with Persons 65+	27.2%

### 2000 Households by Size

Total	710
1 Person Household	26.9%
2 Person Household	33.9%
3 Person Household	17.2%
4 Person Household	13.7%
5 Person Household	6.5%
6 Person Household	1.5%
7+ Person Household	0.3%

### 2000 Households by Year Householder Moved In

Total	714
Moved in 1999 to March 2000	14.8%
Moved in 1995 to 1998	34.6%
Moved in 1990 to 1994	13.6%
Moved in 1980 to 1989	13.6%
Moved in 1970 to 1979	9.8%
Moved in 1969 or Earlier	13.6%
Median Year Householder Moved In	1995



### 2000 Housing Units by Units in Structure

Total	745
1, Detached	60.9%
1, Attached	3.6%
2	14.2%
3 or 4	8.1%
5 to 9	6.6%
10 to 19	2.4%
20+	0.0%
Mobile Home	4.2%
Other	0.0%

### 2000 Housing Units by Year Structure Built

Total	745
1999 to March 2000	1.3%
1995 to 1998	11.0%
1990 to 1994	8.7%
1980 to 1989	5.8%
1970 to 1979	14.2%
1969 or Earlier	58.9%
Median Year Structure Built	1963

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



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## Village of Campbellsport, Fond du Lac County, Wi

### Top 3 Tapestry Segments

1. Main Street, USA
2. Salt of the Earth
3. 0



**2007 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 \$	\$1,812,427
Average Spent	\$2,218.39
Spending Potential Index	81
Computers & Accessories: Total \$	\$177,708
Average Spent	\$217.51
Spending Potential Index	87
Education: Total \$	\$924,808
Average Spent	\$1,131.96
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$2,522,509
Average Spent	\$3,087.53
Spending Potential Index	90
Food at Home: Total \$	\$3,687,611
Average Spent	\$4,513.60
Spending Potential Index	90
Food Away from Home: Total \$	\$2,466,548
Average Spent	\$3,019.03
Spending Potential Index	89
Health Care: Total \$	\$2,934,357
Average Spent	\$3,591.62
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$1,604,848
Average Spent	\$1,964.32
Spending Potential Index	87
Investments: Total \$	\$1,117,805
Average Spent	\$1,368.18
Spending Potential Index	92
Retail Goods: Total \$	\$19,420,125
Average Spent	\$23,770.04
Spending Potential Index	90
Shelter: Total \$	\$10,784,438
Average Spent	\$13,200.05
Spending Potential Index	88
TV/Video/Sound Equipment: Total \$	\$841,775
Average Spent	\$1,030.32
Spending Potential Index	89
Travel: Total \$	\$1,355,850
Average Spent	\$1,659.55
Spending Potential Index	90
Vehicle Maintenance & Repairs: Total \$	\$771,464
Average Spent	\$944.26
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:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.