



# Market Profile

Ripon City, WI 3  
 Ripon city, WI (5568175)  
 Place

Prepared by Esri

	Ripon city, WI (...)
<b>Population Summary</b>	
2000 Total Population	7,478
2010 Total Population	7,733
2015 Total Population	7,725
2015 Group Quarters	794
2020 Total Population	7,708
2015-2020 Annual Rate	-0.04%
<b>Household Summary</b>	
2000 Households	2,904
2000 Average Household Size	2.34
2010 Households	3,053
2010 Average Household Size	2.22
2015 Households	3,088
2015 Average Household Size	2.24
2020 Households	3,095
2020 Average Household Size	2.23
2015-2020 Annual Rate	0.05%
2010 Families	1,769
2010 Average Family Size	2.90
2015 Families	1,857
2015 Average Family Size	2.89
2020 Families	1,853
2020 Average Family Size	2.88
2015-2020 Annual Rate	-0.04%
<b>Housing Unit Summary</b>	
2000 Housing Units	3,099
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	6.3%
2010 Housing Units	3,306
Owner Occupied Housing Units	56.1%
Renter Occupied Housing Units	36.2%
Vacant Housing Units	7.7%
2015 Housing Units	3,360
Owner Occupied Housing Units	57.3%
Renter Occupied Housing Units	34.6%
Vacant Housing Units	8.1%
2020 Housing Units	3,395
Owner Occupied Housing Units	57.3%
Renter Occupied Housing Units	33.9%
Vacant Housing Units	8.8%
<b>Median Household Income</b>	
2015	\$44,428
2020	\$52,543
<b>Median Home Value</b>	
2015	\$109,778
2020	\$134,941
<b>Per Capita Income</b>	
2015	\$23,041
2020	\$26,397
<b>Median Age</b>	
2010	36.9
2015	39.4
2020	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 the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2015 Households by Income</b>	
Household Income Base	3,087
<\$15,000	20.4%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	2.8%
\$200,000+	1.3%
Average Household Income	\$55,268
<b>2020 Households by Income</b>	
Household Income Base	3,093
<\$15,000	18.9%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	20.1%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	3.6%
\$200,000+	1.6%
Average Household Income	\$63,357
<b>2015 Owner Occupied Housing Units by Value</b>	
Total	1,924
<\$50,000	2.8%
\$50,000 - \$99,999	39.4%
\$100,000 - \$149,999	39.9%
\$150,000 - \$199,999	10.1%
\$200,000 - \$249,999	4.0%
\$250,000 - \$299,999	1.5%
\$300,000 - \$399,999	0.5%
\$400,000 - \$499,999	0.2%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.2%
Average Home Value	\$125,208
<b>2020 Owner Occupied Housing Units by Value</b>	
Total	1,944
<\$50,000	2.5%
\$50,000 - \$99,999	29.3%
\$100,000 - \$149,999	26.1%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	11.7%
\$250,000 - \$299,999	5.8%
\$300,000 - \$399,999	2.2%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.2%
Average Home Value	\$171,772

**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.

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<b>2010 Population by Age</b>	
Total	7,733
0 - 4	5.0%
5 - 9	5.4%
10 - 14	6.3%
15 - 24	21.0%
25 - 34	10.3%
35 - 44	11.4%
45 - 54	12.9%
55 - 64	10.7%
65 - 74	6.9%
75 - 84	6.3%
85 +	3.9%
18 +	79.8%
<b>2015 Population by Age</b>	
Total	7,724
0 - 4	4.7%
5 - 9	5.0%
10 - 14	5.7%
15 - 24	19.9%
25 - 34	10.2%
35 - 44	10.5%
45 - 54	13.6%
55 - 64	12.5%
65 - 74	8.9%
75 - 84	5.5%
85 +	3.4%
18 +	81.1%
<b>2020 Population by Age</b>	
Total	7,706
0 - 4	4.7%
5 - 9	4.9%
10 - 14	5.5%
15 - 24	19.2%
25 - 34	11.2%
35 - 44	10.2%
45 - 54	12.1%
55 - 64	12.6%
65 - 74	10.7%
75 - 84	5.8%
85 +	3.2%
18 +	81.7%
<b>2010 Population by Sex</b>	
Males	3,668
Females	4,065
<b>2015 Population by Sex</b>	
Males	3,738
Females	3,986
<b>2020 Population by Sex</b>	
Males	3,753
Females	3,953

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



	Ripon city, WI (...)
<b>2010 Population by Race/Ethnicity</b>	
Total	7,733
White Alone	94.7%
Black Alone	0.7%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.6%
Two or More Races	0.9%
Hispanic Origin	5.0%
Diversity Index	18.8
<b>2015 Population by Race/Ethnicity</b>	
Total	7,726
White Alone	93.8%
Black Alone	0.7%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	1.1%
Hispanic Origin	6.2%
Diversity Index	22.2
<b>2020 Population by Race/Ethnicity</b>	
Total	7,708
White Alone	92.5%
Black Alone	0.8%
American Indian Alone	0.4%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.9%
Two or More Races	1.3%
Hispanic Origin	7.8%
Diversity Index	26.7
<b>2010 Population by Relationship and Household Type</b>	
Total	7,733
In Households	87.5%
In Family Households	68.1%
Householder	22.9%
Spouse	17.9%
Child	24.1%
Other relative	1.5%
Nonrelative	1.7%
In Nonfamily Households	19.4%
In Group Quarters	12.5%
Institutionalized Population	1.0%
Noninstitutionalized Population	11.5%

**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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2015 Population 25+ by Educational Attainment</b>	
Total	4,994
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	35.5%
GED/Alternative Credential	2.7%
Some College, No Degree	19.3%
Associate Degree	10.7%
Bachelor's Degree	15.3%
Graduate/Professional Degree	7.6%
<b>2015 Population 15+ by Marital Status</b>	
Total	6,535
Never Married	36.0%
Married	48.2%
Widowed	7.8%
Divorced	8.0%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.1%
Civilian Unemployed	3.9%
<b>2015 Employed Population 16+ by Industry</b>	
Total	4,321
Agriculture/Mining	1.9%
Construction	3.5%
Manufacturing	21.8%
Wholesale Trade	1.2%
Retail Trade	14.6%
Transportation/Utilities	3.7%
Information	0.6%
Finance/Insurance/Real Estate	6.2%
Services	41.1%
Public Administration	5.2%
<b>2015 Employed Population 16+ by Occupation</b>	
Total	4,320
White Collar	50.3%
Management/Business/Financial	9.4%
Professional	15.6%
Sales	9.9%
Administrative Support	15.5%
Services	20.7%
Blue Collar	28.9%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	3.0%
Installation/Maintenance/Repair	4.4%
Production	14.0%
Transportation/Material Moving	7.2%

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<b>2010 Households by Type</b>	
Total	3,053
Households with 1 Person	36.5%
Households with 2+ People	63.5%
Family Households	57.9%
Husband-wife Families	45.3%
With Related Children	18.1%
Other Family (No Spouse Present)	12.7%
Other Family with Male Householder	3.9%
With Related Children	2.8%
Other Family with Female Householder	8.7%
With Related Children	6.5%
Nonfamily Households	5.5%
All Households with Children	27.8%
Multigenerational Households	1.2%
Unmarried Partner Households	6.4%
Male-female	5.8%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	3,053
1 Person Household	36.5%
2 Person Household	32.4%
3 Person Household	14.1%
4 Person Household	10.2%
5 Person Household	4.5%
6 Person Household	1.9%
7 + Person Household	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	3,053
Owner Occupied	60.8%
Owned with a Mortgage/Loan	39.8%
Owned Free and Clear	21.0%
Renter Occupied	39.2%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>		
	<b>1.</b>	Rustbelt Traditions (5D)
	<b>2.</b>	Heartland Communities
	<b>3.</b>	Retirement Communities
<b>2015 Consumer Spending</b>		
Apparel & Services: Total \$		\$5,132,005
Average Spent		\$1,661.92
Spending Potential Index		72
Computers & Accessories: Total \$		\$571,718
Average Spent		\$185.14
Spending Potential Index		73
Education: Total \$		\$3,111,055
Average Spent		\$1,007.47
Spending Potential Index		66
Entertainment/Recreation: Total \$		\$7,717,118
Average Spent		\$2,499.07
Spending Potential Index		75
Food at Home: Total \$		\$12,450,610
Average Spent		\$4,031.93
Spending Potential Index		77
Food Away from Home: Total \$		\$7,353,253
Average Spent		\$2,381.23
Spending Potential Index		72
Health Care: Total \$		\$11,943,009
Average Spent		\$3,867.55
Spending Potential Index		82
HH Furnishings & Equipment: Total \$		\$4,231,950
Average Spent		\$1,370.45
Spending Potential Index		74
Investments: Total \$		\$5,328,663
Average Spent		\$1,725.60
Spending Potential Index		63
Retail Goods: Total \$		\$60,842,168
Average Spent		\$19,702.77
Spending Potential Index		77
Shelter: Total \$		\$35,566,091
Average Spent		\$11,517.52
Spending Potential Index		70
TV/Video/Audio: Total \$		\$3,135,743
Average Spent		\$1,015.46
Spending Potential Index		78
Travel: Total \$		\$4,202,293
Average Spent		\$1,360.85
Spending Potential Index		70
Vehicle Maintenance & Repairs: Total \$		\$2,579,494
Average Spent		\$835.33
Spending Potential Index		75

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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