



Dodge County,...

Population Summary

2000 Total Population	85,897
2010 Total Population	88,759
2020 Total Population	90,297
2020 Group Quarters	6,317
2025 Total Population	91,136
2020-2025 Annual Rate	0.19%
2020 Total Daytime Population	81,703
Workers	36,532
Residents	45,171

Household Summary

2000 Households	31,417
2000 Average Household Size	2.56
2010 Households	33,840
2010 Average Household Size	2.44
2020 Households	34,563
2020 Average Household Size	2.43
2025 Households	34,953
2025 Average Household Size	2.43
2020-2025 Annual Rate	0.22%
2010 Families	23,082
2010 Average Family Size	2.94
2020 Families	23,259
2020 Average Family Size	2.93
2025 Families	23,434
2025 Average Family Size	2.93
2020-2025 Annual Rate	0.15%

Housing Unit Summary

2000 Housing Units	33,672
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	24.8%
Vacant Housing Units	6.7%
2010 Housing Units	37,005
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	8.6%
2020 Housing Units	38,265
Owner Occupied Housing Units	62.1%
Renter Occupied Housing Units	28.2%
Vacant Housing Units	9.7%
2025 Housing Units	38,997
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	27.8%
Vacant Housing Units	10.4%

Median Household Income

2020	\$62,469
2025	\$68,167

Median Home Value

2020	\$171,806
2025	\$190,061

Per Capita Income

2020	\$29,212
2025	\$32,084

Median Age

2010	40.7
2020	42.1
2025	42.8

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income

Household Income Base	34,563
<\$15,000	7.8%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	17.8%
\$75,000 - \$99,999	20.8%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	3.4%
\$200,000+	3.1%
Average Household Income	\$75,349

2025 Households by Income

Household Income Base	34,953
<\$15,000	7.0%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	21.7%
\$100,000 - \$149,999	17.0%
\$150,000 - \$199,999	4.1%
\$200,000+	3.5%
Average Household Income	\$82,699

2020 Owner Occupied Housing Units by Value

Total	23,758
<\$50,000	4.2%
\$50,000 - \$99,999	11.8%
\$100,000 - \$149,999	24.6%
\$150,000 - \$199,999	21.6%
\$200,000 - \$249,999	13.8%
\$250,000 - \$299,999	8.5%
\$300,000 - \$399,999	8.4%
\$400,000 - \$499,999	3.2%
\$500,000 - \$749,999	2.2%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.3%
Average Home Value	\$213,890

2025 Owner Occupied Housing Units by Value

Total	24,100
<\$50,000	3.8%
\$50,000 - \$99,999	9.4%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	21.1%
\$200,000 - \$249,999	15.0%
\$250,000 - \$299,999	9.8%
\$300,000 - \$399,999	11.1%
\$400,000 - \$499,999	4.5%
\$500,000 - \$749,999	3.0%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.4%
Average Home Value	\$239,340

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age

Total	88,759
0 - 4	5.7%
5 - 9	6.1%
10 - 14	6.3%
15 - 24	11.7%
25 - 34	12.9%
35 - 44	13.7%
45 - 54	16.7%
55 - 64	12.0%
65 - 74	7.4%
75 - 84	5.0%
85 +	2.5%
18 +	77.9%

2020 Population by Age

Total	90,297
0 - 4	5.0%
5 - 9	5.4%
10 - 14	5.8%
15 - 24	11.0%
25 - 34	13.4%
35 - 44	13.0%
45 - 54	13.3%
55 - 64	14.8%
65 - 74	10.2%
75 - 84	5.3%
85 +	2.7%
18 +	80.3%

2025 Population by Age

Total	91,136
0 - 4	5.0%
5 - 9	5.3%
10 - 14	5.7%
15 - 24	10.8%
25 - 34	12.6%
35 - 44	13.5%
45 - 54	12.2%
55 - 64	13.6%
65 - 74	12.0%
75 - 84	6.4%
85 +	2.7%
18 +	80.3%

2010 Population by Sex

Males	46,679
Females	42,080

2020 Population by Sex

Males	47,680
Females	42,617

2025 Population by Sex

Males	48,185
Females	42,951

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	88,759
White Alone	93.8%
Black Alone	2.7%
American Indian Alone	0.4%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	1.0%
Hispanic Origin	4.0%
Diversity Index	18.6

2020 Population by Race/Ethnicity

Total	90,297
White Alone	91.8%
Black Alone	3.5%
American Indian Alone	0.6%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.9%
Two or More Races	1.4%
Hispanic Origin	5.2%
Diversity Index	23.8

2025 Population by Race/Ethnicity

Total	91,136
White Alone	90.6%
Black Alone	3.9%
American Indian Alone	0.6%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.3%
Two or More Races	1.7%
Hispanic Origin	6.0%
Diversity Index	26.9

2010 Population by Relationship and Household Type

Total	88,759
In Households	93.0%
In Family Households	78.4%
Householder	26.0%
Spouse	20.9%
Child	27.7%
Other relative	1.8%
Nonrelative	2.0%
In Nonfamily Households	14.6%
In Group Quarters	7.0%
Institutionalized Population	6.6%
Noninstitutionalized Population	0.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment

Total	65,715
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	6.3%
High School Graduate	36.5%
GED/Alternative Credential	4.7%
Some College, No Degree	21.6%
Associate Degree	11.3%
Bachelor's Degree	11.7%
Graduate/Professional Degree	5.2%

2020 Population 15+ by Marital Status

Total	75,613
Never Married	28.9%
Married	52.6%
Widowed	6.4%
Divorced	12.2%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	47,451
Population 16+ Employed	88.8%
Population 16+ Unemployment rate	11.2%
Population 16-24 Employed	11.5%
Population 16-24 Unemployment rate	19.9%
Population 25-54 Employed	61.6%
Population 25-54 Unemployment rate	9.8%
Population 55-64 Employed	19.0%
Population 55-64 Unemployment rate	11.3%
Population 65+ Employed	7.9%
Population 65+ Unemployment rate	8.1%

2020 Employed Population 16+ by Industry

Total	42,116
Agriculture/Mining	3.2%
Construction	8.7%
Manufacturing	29.5%
Wholesale Trade	2.2%
Retail Trade	9.0%
Transportation/Utilities	4.7%
Information	1.9%
Finance/Insurance/Real Estate	3.9%
Services	33.4%
Public Administration	3.6%

2020 Employed Population 16+ by Occupation

Total	42,116
White Collar	47.5%
Management/Business/Financial	11.0%
Professional	16.8%
Sales	6.5%
Administrative Support	13.4%
Services	14.7%
Blue Collar	37.8%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	6.1%
Installation/Maintenance/Repair	4.3%
Production	18.1%
Transportation/Material Moving	8.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	33,840
Households with 1 Person	26.5%
Households with 2+ People	73.5%
Family Households	68.2%
Husband-wife Families	54.7%
With Related Children	21.1%
Other Family (No Spouse Present)	13.5%
Other Family with Male Householder	5.1%
With Related Children	3.1%
Other Family with Female Householder	8.4%
With Related Children	5.5%
Nonfamily Households	5.3%
All Households with Children	30.4%
Multigenerational Households	1.9%
Unmarried Partner Households	6.9%
Male-female	6.5%
Same-sex	0.4%
2010 Households by Size	
Total	33,840
1 Person Household	26.5%
2 Person Household	37.0%
3 Person Household	15.4%
4 Person Household	12.5%
5 Person Household	5.6%
6 Person Household	2.1%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	33,840
Owner Occupied	72.7%
Owned with a Mortgage/Loan	50.2%
Owned Free and Clear	22.6%
Renter Occupied	27.3%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	168
Percent of Income for Mortgage	11.5%
Wealth Index	75
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	37,005
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	50.6%
Rural Housing Units	49.4%
2010 Population By Urban/ Rural Status	
Total Population	88,759
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	51.4%
Rural Population	48.6%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

- 1. Salt of the Earth (6B)
- 2. Green Acres (6A)
- 3. Rustbelt Traditions (5D)

2020 Consumer Spending

Apparel & Services: Total \$	\$61,242,720
Average Spent	\$1,771.92
Spending Potential Index	83
Education: Total \$	\$48,121,827
Average Spent	\$1,392.29
Spending Potential Index	78
Entertainment/Recreation: Total \$	\$98,453,957
Average Spent	\$2,848.54
Spending Potential Index	88
Food at Home: Total \$	\$157,382,929
Average Spent	\$4,553.51
Spending Potential Index	85
Food Away from Home: Total \$	\$107,639,081
Average Spent	\$3,114.29
Spending Potential Index	83
Health Care: Total \$	\$182,070,996
Average Spent	\$5,267.80
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$65,113,595
Average Spent	\$1,883.91
Spending Potential Index	86
Personal Care Products & Services: Total \$	\$27,124,159
Average Spent	\$784.77
Spending Potential Index	85
Shelter: Total \$	\$530,414,582
Average Spent	\$15,346.31
Spending Potential Index	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$70,405,175
Average Spent	\$2,037.01
Spending Potential Index	87
Travel: Total \$	\$68,705,004
Average Spent	\$1,987.82
Spending Potential Index	82
Vehicle Maintenance & Repairs: Total \$	\$35,336,593
Average Spent	\$1,022.38
Spending Potential Index	88

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.