

**L.I.F.E.**

**Fond du Lac County**

Leading Indicators for Excellence

# **Benchmarking Report**

**Published November 2021**

**A Collaborative Effort of:**

**Envision Greater Fond du Lac  
Fond du Lac Area Foundation  
Fond du Lac Area United Way**

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# Executive Summary

The purpose of the L.I.F.E. Benchmarking Report is to provide a comprehensive, critical view of Fond du Lac County by examining several data points across a variety of topics – demographics, economy, education, health and wellness, and quality of life – with an ultimate goal of arming community organizations with the data they need to advance community growth.

## Fond du Lac County's **demographics are changing.**

The residents of Fond du Lac County do not look the same as they did even six years ago, and these trends are expected to continue. The population is aging substantially, resulting in challenges such as workforce shortages. Additionally, there was a small but noticeable increase in racial and ethnic diversity, particularly in the younger population and Hispanic/Latinx populations. Finally, the veteran population in Fond du Lac County has decreased.

## There is great room for **economic improvement.**

Fond du Lac County's economy has seen some strides (e.g., income growth), but has not differentiated itself from the pack economically. Notable trends include a stable cost of living and a decrease in childhood poverty. However, the County requires increases in childcare options, particularly as residents return to the workforce post-COVID, and low access to food may still be a concern.

## Generally, access to healthcare providers improved, but **health indicators did not.**

Fond du Lac County's ratio of residents per dentist and mental health provider decreased; the number of residents to mental health providers decreased from 1,184 to 700 per provider. However, the ratio of residents to primary care providers increased. There were increases in rates/incidences of many health indicators, including diabetes prevalence, disability, poor mental health days, and suicide rates.

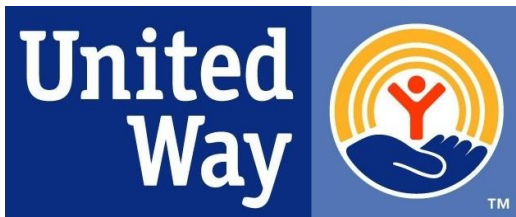
# Meet the Partners



Envision Greater Fond du Lac brings stakeholders together to pursue opportunities that improve economic vibrancy, strengthen community identity, and invest in the next generation. The organization offers programming and services related to agri-business, business attraction and expansion, business intelligence, chamber membership, economic development, entrepreneurship, and more.



The Fond du Lac Area Foundation is a community foundation that supports efforts to enhance the quality of life in the Fond du Lac area. The Foundation is a 501 (c)3 organization which aims to create a better community by promoting philanthropy, awarding effective grants, and providing leadership on important community issues. The Foundation not only supports the needs of the community, but also seeks to enhance its strengths.



**Fond du Lac Area United Way, Inc.**

The Fond du Lac Area United Way unites individuals and organizations in teamwork that foster the health, education, and financial stability of the community. The Fond du Lac Area United Way does this by transforming the community through collaborative partnerships to create an environment where everyone has the opportunity to reach their full potential. Their partnerships demonstrate the best of what is possible when people come together and Live United.

# Methodology

## 1 Indicator Selection

A collaborative effort between the three partners identified categories and indicators that have the ability to best paint a picture of Fond du Lac County as a whole. The indicators are meant to provide insight and inspire action to advance the community. They also help measure community progress over time.

## 2 Comparative Counties

Comparative counties were selected in 2017 and were selected based on similar composition, lifestyles, and hobbies. All counties are their own MSA (metropolitan or micropolitan statistical area). Counties that passed statistical tests for similarities to Fond du Lac County were selected as finalists. The state of Wisconsin and the United States are also considered as large-scale comparisons.

## 3 Data Collection

The data is sourced from providers and sources that compare as many of the areas as possible. However, sometimes, the data sources do not provide information on all of the comparative counties.

Data is reported across time; however, due to delays in data reporting, some of the data was unable to be updated since the last report was published in 2018.

# Demographics



## The Data

Demographics are the bedrock of understanding the community where we live, work, and play. The data in this section provides information on the diversity of the community – diversity in age, gender, race, ethnicity, and the veteran population. This section also contains information on the overall population size and growth.



## Why It's Important

Before we can understand what makes Fond du Lac County great and how to make improvements, we must first understand what our community looks like and who lives here. Demographic information provides the foundation upon which our community understanding is built.

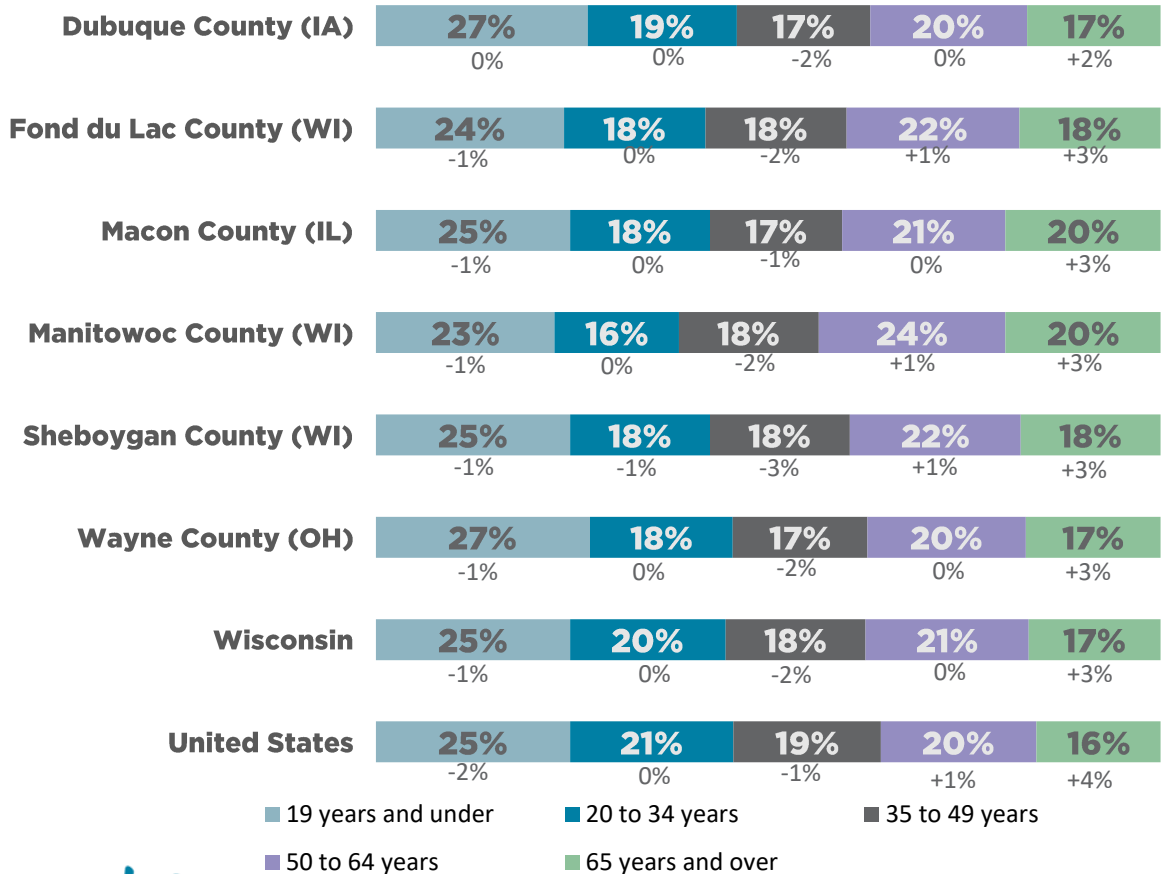


# DEMOGRAPHICS

## Age



### Population by Age Group



## Insight

This chart shows the percentage of each location's population which falls into a given age category in 2019. Below each bar, the percent change from 2013 to 2019 is shown (+, -, or 0). For example, in Fond du Lac County, the percent of the population who is 65+ increased 3% from 2013 to 2019. Across all locations, the population is aging due to the size of the Baby Boomer generation, and the median age across all locations rose at each time point (2013, 2016, 2019). As the population continues to age, we should expect to see workforce shortages due to a substantial number of new retirees.

# DEMOGRAPHICS

## Gender



### Wayne County (OH)

#### Location with the greatest change in gender composition (2013 to 2019)

In 2019, the ratio of men to women was equal (50%/50%). In 2013, that composition was 49% male, 51% female.

### Macon County (IL)

#### Location with the largest gender difference in 2019

48% male, 52% female

### Fond du Lac County (WI)

#### Change in gender composition 2013-2019

From 2013 to 2019, the gender composition of Fond du Lac County remained unchanged at 49% male and 51% female. In 2019, this equals 50,579 males and 52,018 females.

## Insight

Rarely will we see any substantial changes in gender ratios without significant cultural or policy-based triggers. An example of a cultural and policy-based trigger would be the Chinese birth policy allowing only one child per family. This policy created a more pronounced cultural preference for men. There are no such policies in the United States.

All of the comparative locations (except Wayne County) saw no change in their gender composition from 2013 to 2019.

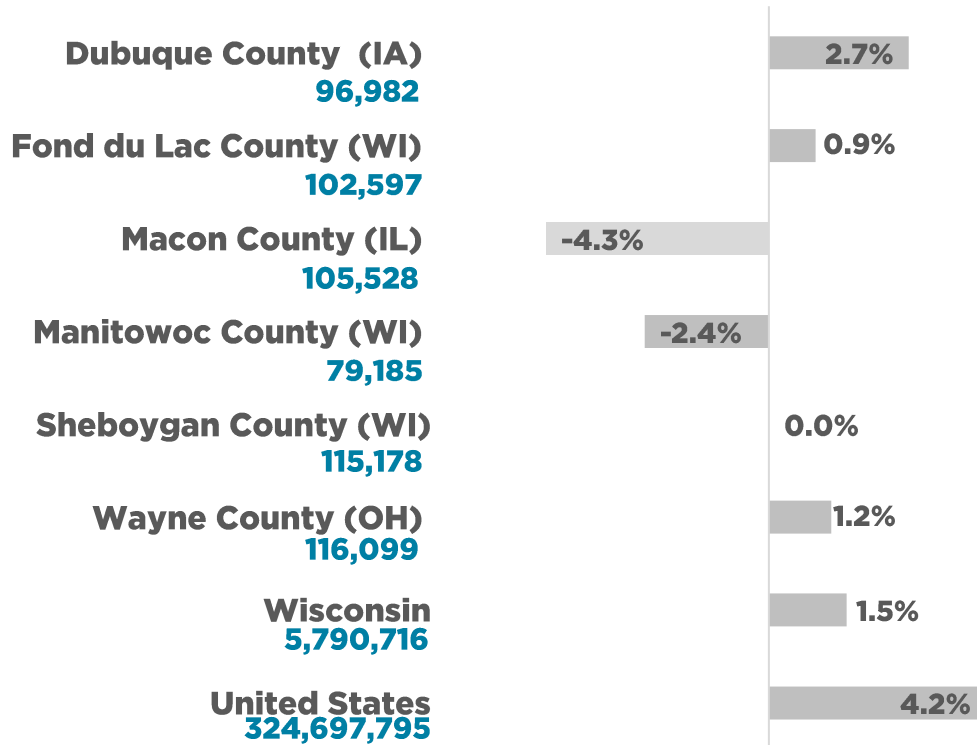


# DEMOGRAPHICS

## Population



### Percent Population Growth (2013 to 2019)



Note. The 2019 population is shown in bold below the location name.

## Insight

Macon County saw the greatest change in population over the six year period from 2013-2019, a decrease of 4.3%. Interestingly, Macon County also experienced the greatest change in their gender composition, with fewer females and more males. Macon County is highlighted here due to its significant change.

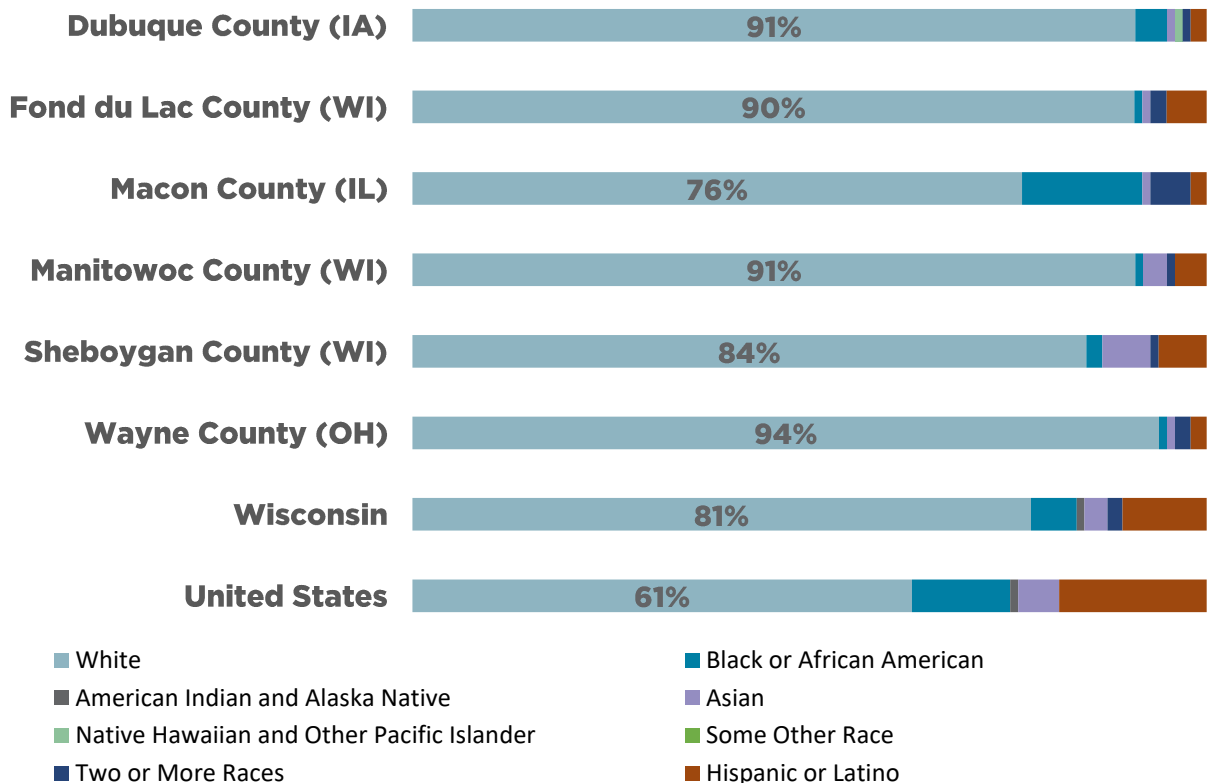
Across the Midwest, there is stagnating population growth compared to the nation. In fact, Wisconsin only saw a 1.5% population increase from 2013-2019. By 2030, Fond du Lac County's population growth will be outpaced by job growth, exacerbating the workforce shortage.

# DEMOGRAPHICS

## Race & Ethnicity



### Racial and Ethnic Composition



## Insight

Information on the racial and ethnic composition of each location in 2019 is displayed above. In this chart, each individual may only select one of the options to describe their race/ethnicity. On the next page, change in diversity over time is displayed.

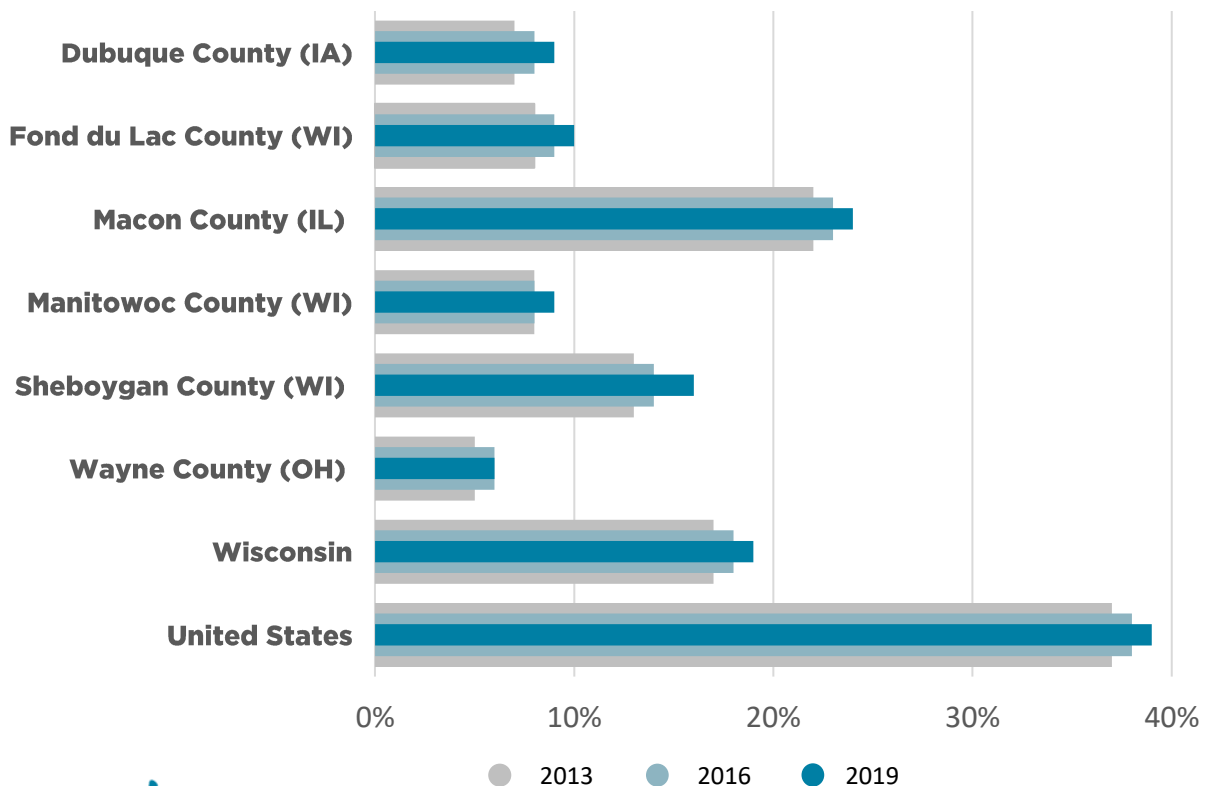
Fond du Lac County is one of the least diverse locations. Of all of the comparative counties, Macon County is the most diverse (24% of the population identifies as a non-white race). The only location with greater diversity is the United States as a nation (39% non-white population).

# DEMOGRAPHICS

## Race & Ethnicity



**Percent of Population Identifying as Racially or Ethnically Diverse**



## Insight

The proportion of Fond du Lac County who identifies as a *non-white race or ethnicity* grew 2% from 2013-2019, from 8% in 2013 to 9% in 2016 and 10% in 2019. The greatest increase during this time frame in a non-white race or ethnicity was in the Hispanic / Latinx population (increased from 4.46% to 5.15%). Sheboygan County experienced the greatest increase in racially diverse populations (+3%).

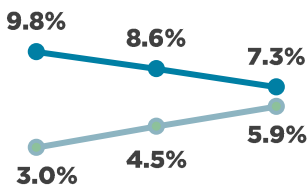
# DEMOGRAPHICS

## Veterans

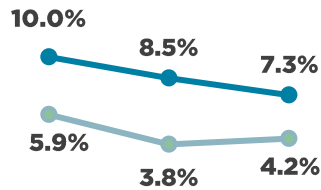


### Percent of Population Veterans and Percent of Veterans Living in Poverty (2013, 2016, 2019)

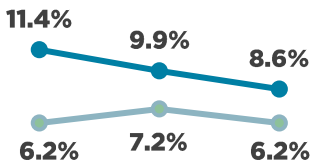
Dubuque County



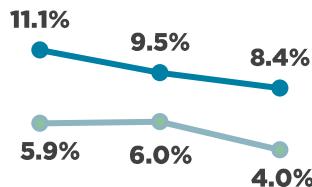
Fond du Lac County



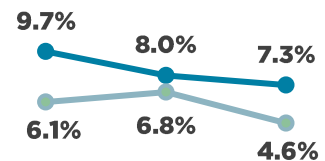
Macon County



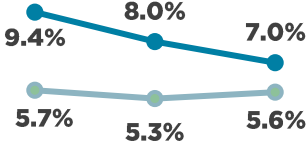
Manitowoc County



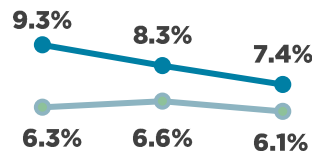
Sheboygan County



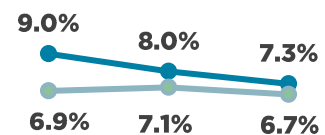
Wayne County



Wisconsin



United States



## Insight

All communities experienced a decline in the percent of their population who are veterans. Fond du Lac County's decline was one of the greatest (-2.7%), with only Macon County's veteran population decreasing more (-2.8%). Fond du Lac County's decline exceeded Wisconsin's by 0.8%. Only one location saw an increase in the percent of veterans living in poverty (Dubuque County, +2.9%). Fond du Lac County had the second greatest decline of veterans living in poverty (-1.7%), less than Manitowoc County by only 0.2%.



## The Data

The local economy impacts all of the community's residents and businesses. Economic data helps to understand the flow of money in the community. Here, the report examines child care facilities, the cost of living, housing and transportation costs, poverty, income, unemployment rates, and more.



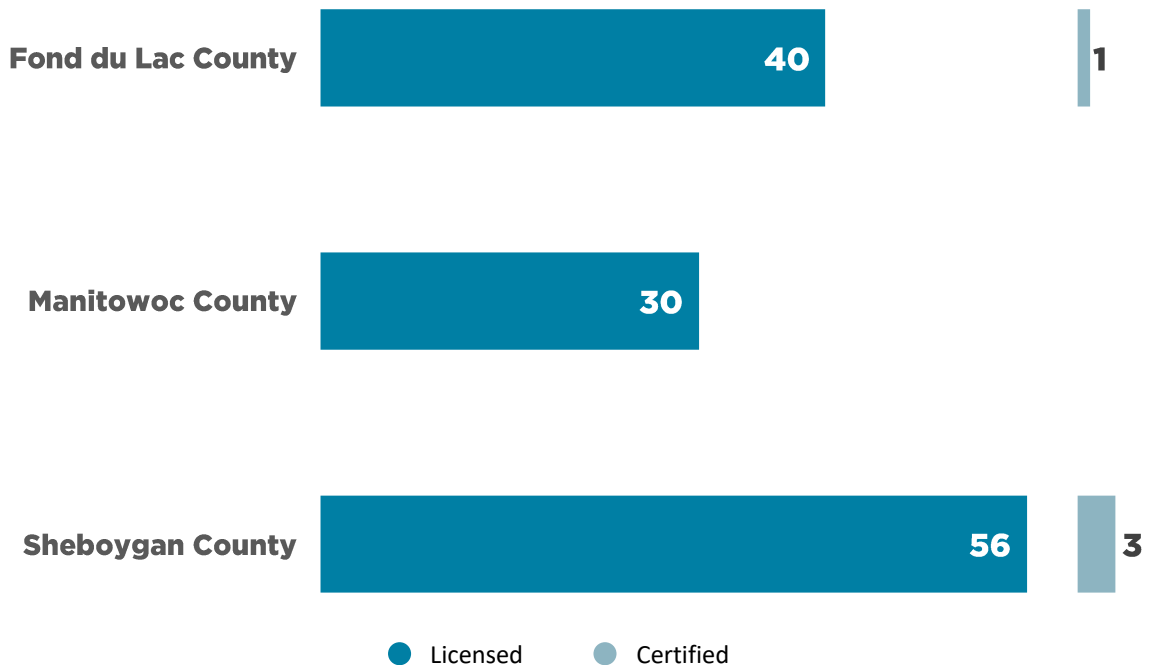
## Why It's Important

Economic indicators highlight the areas where the community is thriving. They also understanding of how to better leverage our community's assets to grow the population and attract talent. It's important to understand how the local economy impacts residents' daily lives.





### Number of Licensed and Certified Child Care Facilities for Comparative Wisconsin Counties



## Insight

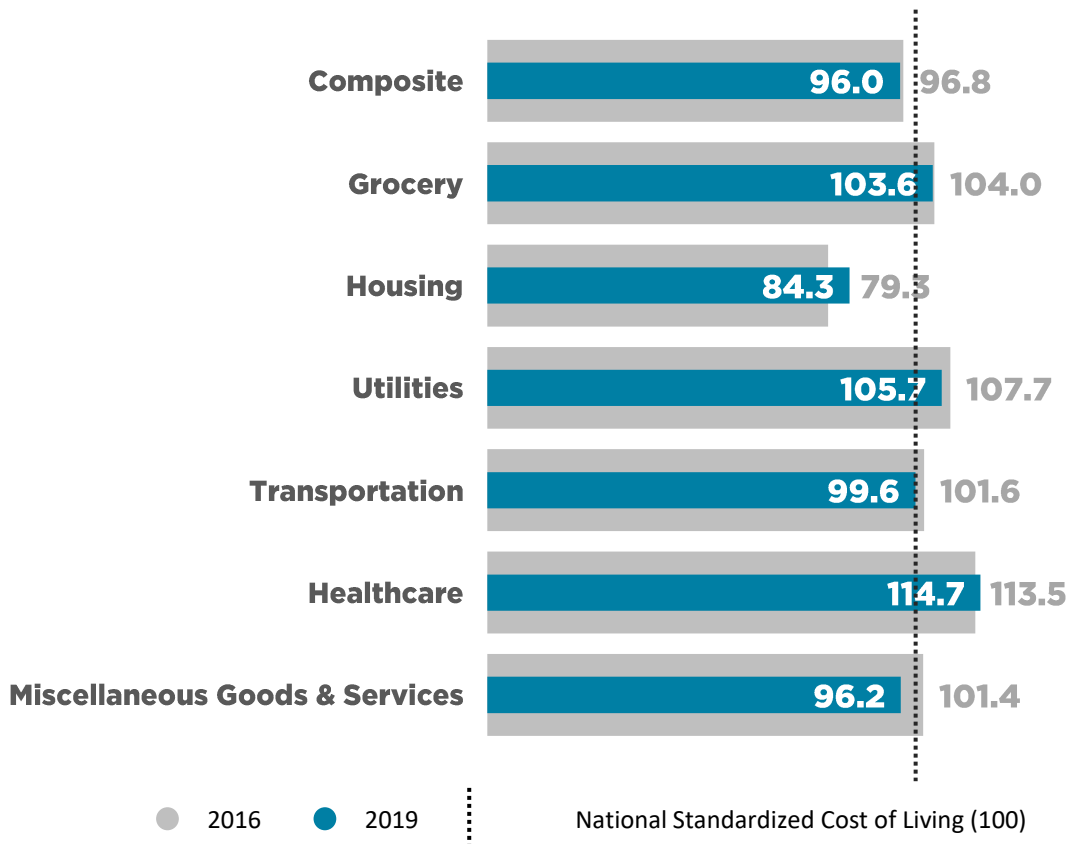
Fond du Lac County had a total of 41 childcare facilities either licensed or certified by the State of Wisconsin Department of Children and Families in 2020. A Licensed Family Child Care Center provides care for between four and eight children, usually in a home. A Licensed Group Child Care Center provides care for nine or more children, not typically located in a residence. However, with 5,615 children in Fond du Lac County under five years of age, this comes out to 136.95 children under five per facility (if all children required outside non-family childcare).

# ECONOMY

## Cost of Living



### Standardized Cost of Living in Fond du Lac County



## Insight

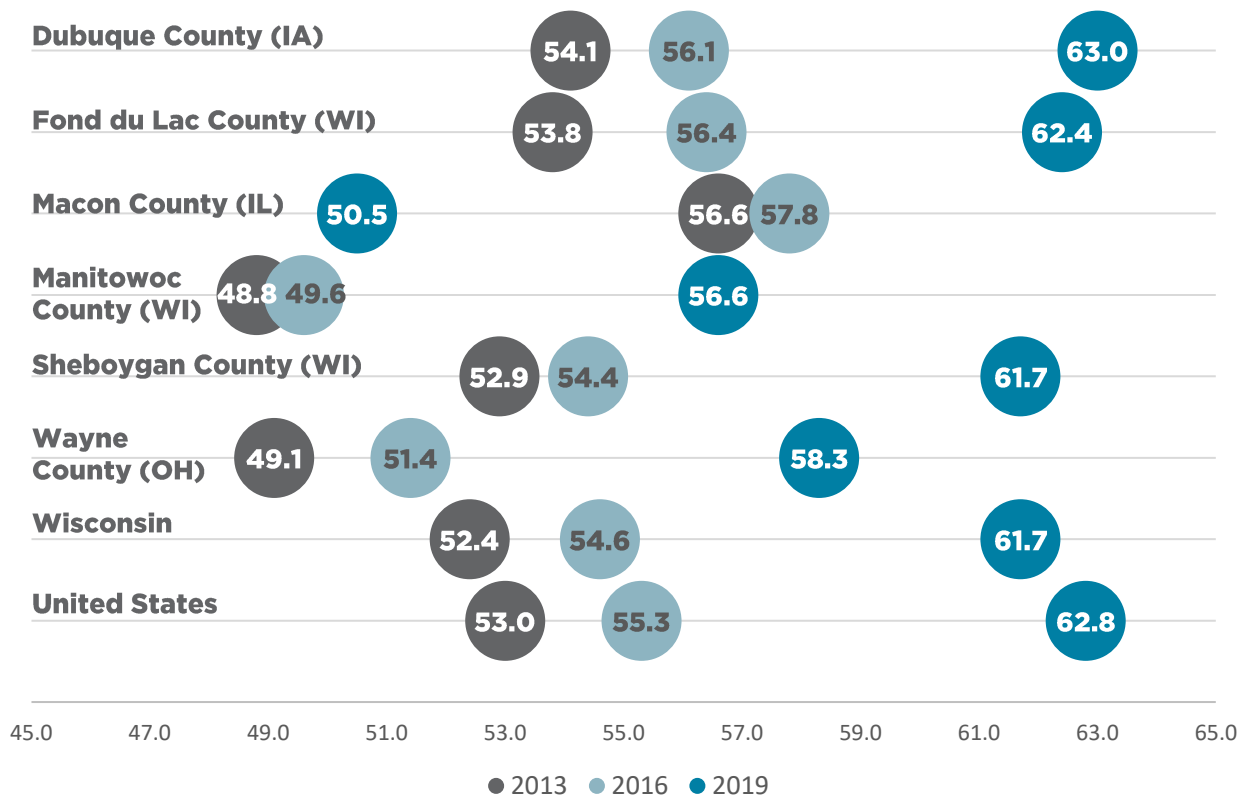
This chart demonstrates the standardized cost of living for Fond du Lac County in 2016 and 2019 (on a scale from 0-100). The dashed line represents the standardized cost of living for the United States (100.0). Fond du Lac County consistently has a cost of living significantly lower than the country average; however, costs of healthcare, grocery, and utilities were above the national average in 2016 and 2019. Housing and healthcare costs increased from 2016 to 2019, with all other categories experiencing a decline in the cost of living. Because cost of living was only available for one other comparative location, no site comparisons were made.

# ECONOMY

## Household Income



### Median Household Income Over Time



Note. Median household incomes displayed are in tens of thousands (e.g., 49.1 = \$49,100).

## Insight

Most locations experienced smaller increases in median household income from 2013 to 2016 and larger increases from 2016 to 2019. However, it is difficult to infer a causal relationship as to what triggered the larger increases. Interestingly, Macon County was the only comparative location to experience a decrease in household income from 2016 to 2019. Fond du Lac County's median household income increased nearly \$10,000 in median household income from 2013 to 2019, greater than the national median household increase of \$9,800. Additionally, Fond du Lac County's median income in 2019 is nearly equal to the national median, though the cost of living is lower.

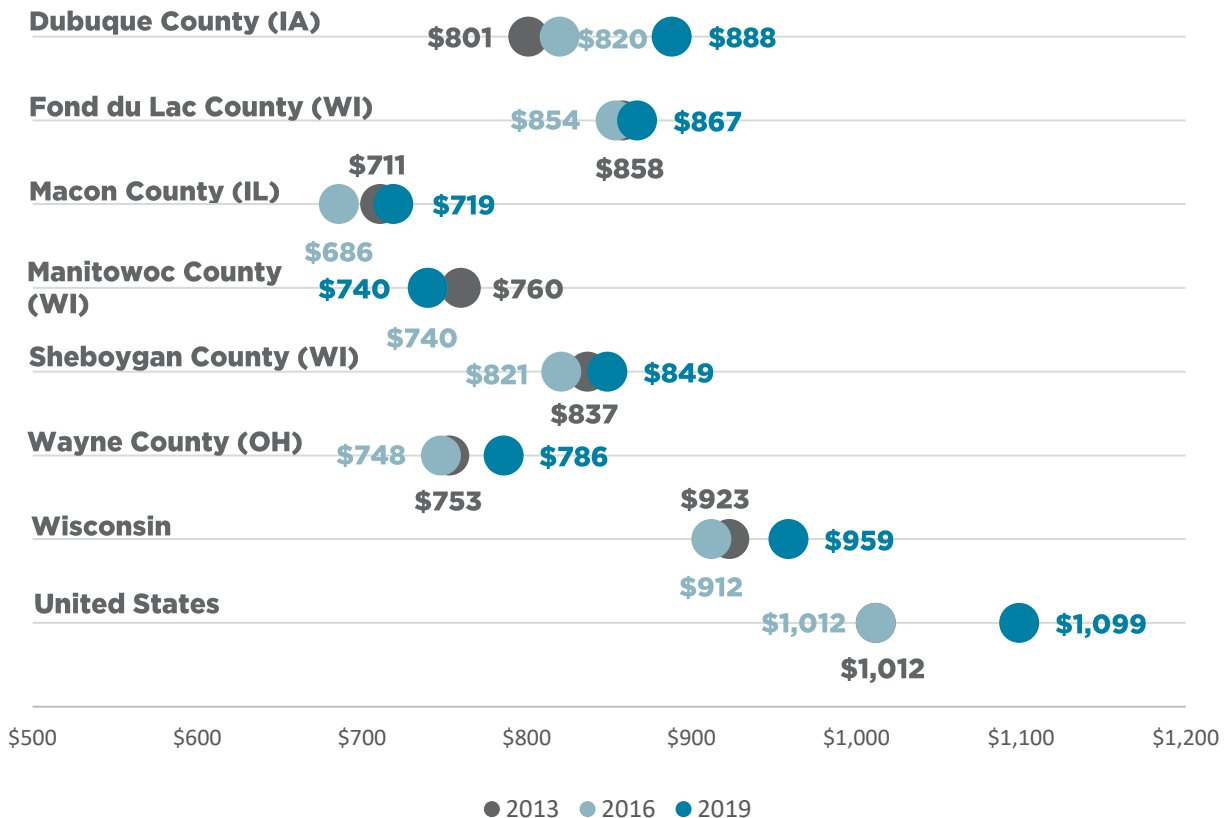


# ECONOMY

## Housing Costs



### Median Monthly Housing Costs

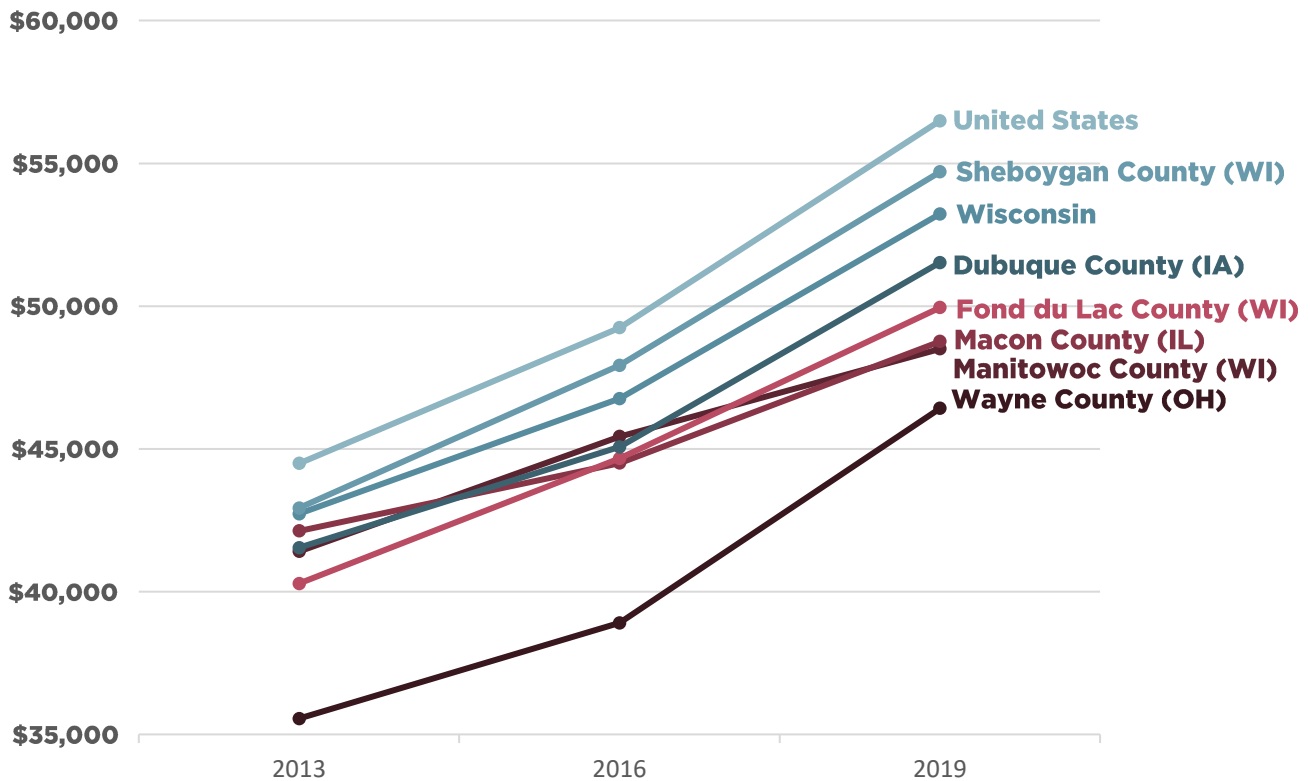


## Insight

The visual above displays changes in the median monthly housing costs for each comparative location. Of the comparative locations, Fond du Lac County has the second highest median monthly housing cost (\$867 in 2019). It is most similar to Dubuque County's median of \$888. Fond du Lac County experienced little change in monthly housing costs since 2013. From 2013 to 2019, most locations had little to no change from (or even a slight decrease). However, most locations did demonstrate some increase from 2016 to 2019.



### Per Capita Personal Income



## Insight

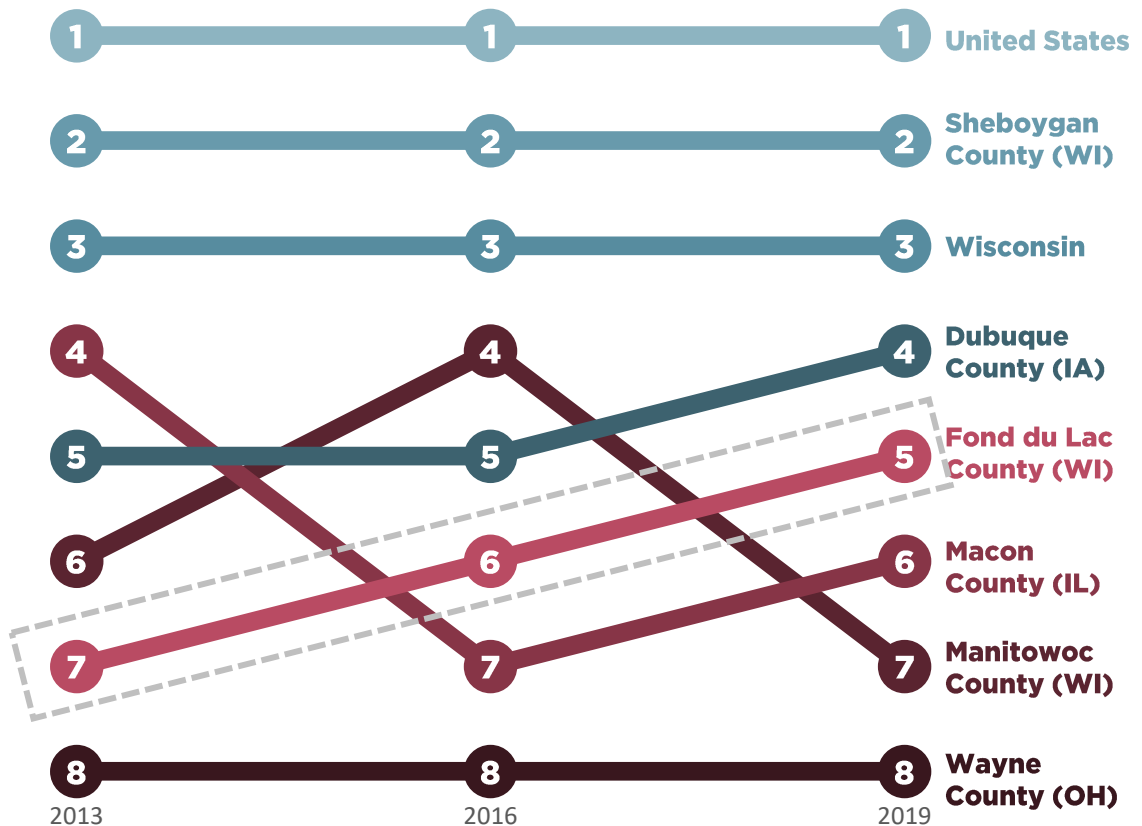
The chart above displays each location's per capita personal income in 2013, 2016, and 2019. The top 50% of locations in 2019 are in blue and lowest 50% of locations in 2019 are in shades of red. Wayne County consistently had a significantly lower per capita personal income compared to all other locations. Fond du Lac County's per capita personal income steadily increased over the three years evaluated. The increase in Fond du Lac County's per capita income was \$9,663 (+24%) from \$40,286 (in 2013) to \$49,949 (in 2019).

# ECONOMY

## Income



### Per Capita Personal Income Rankings

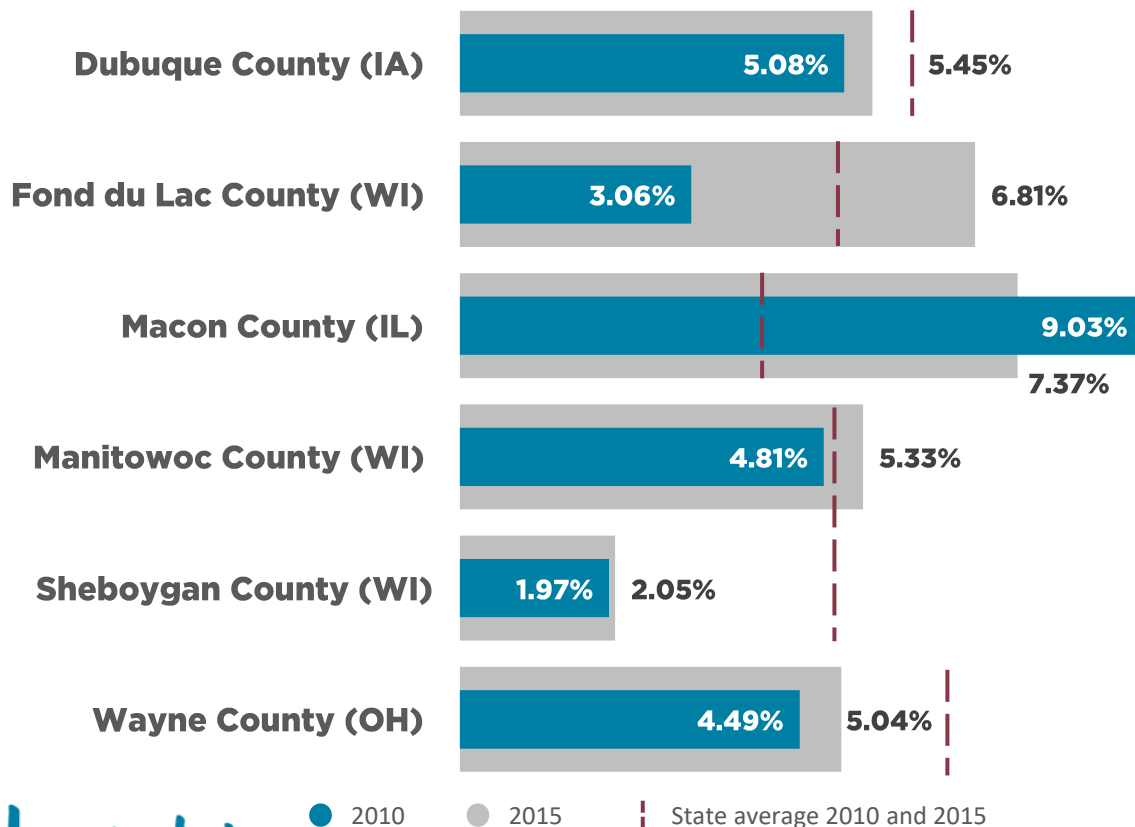


## Insight

The chart above displays how each comparative location ranked in terms of per capita personal income in 2013, 2016, and 2019. The top 50% of sites are in blue and lowest 50% of sites in shades of red. The top three rankings remained consistent, while rankings 4-7 changed by the year. Wayne County consistently ranked lowest in terms of per capita personal income. Fond du Lac County increased its ranking at each time period, from 7<sup>th</sup> to 5<sup>th</sup> from 2013 to 2019.



### Percent of Population with Low Income and Low Access to Supermarkets



## Insight

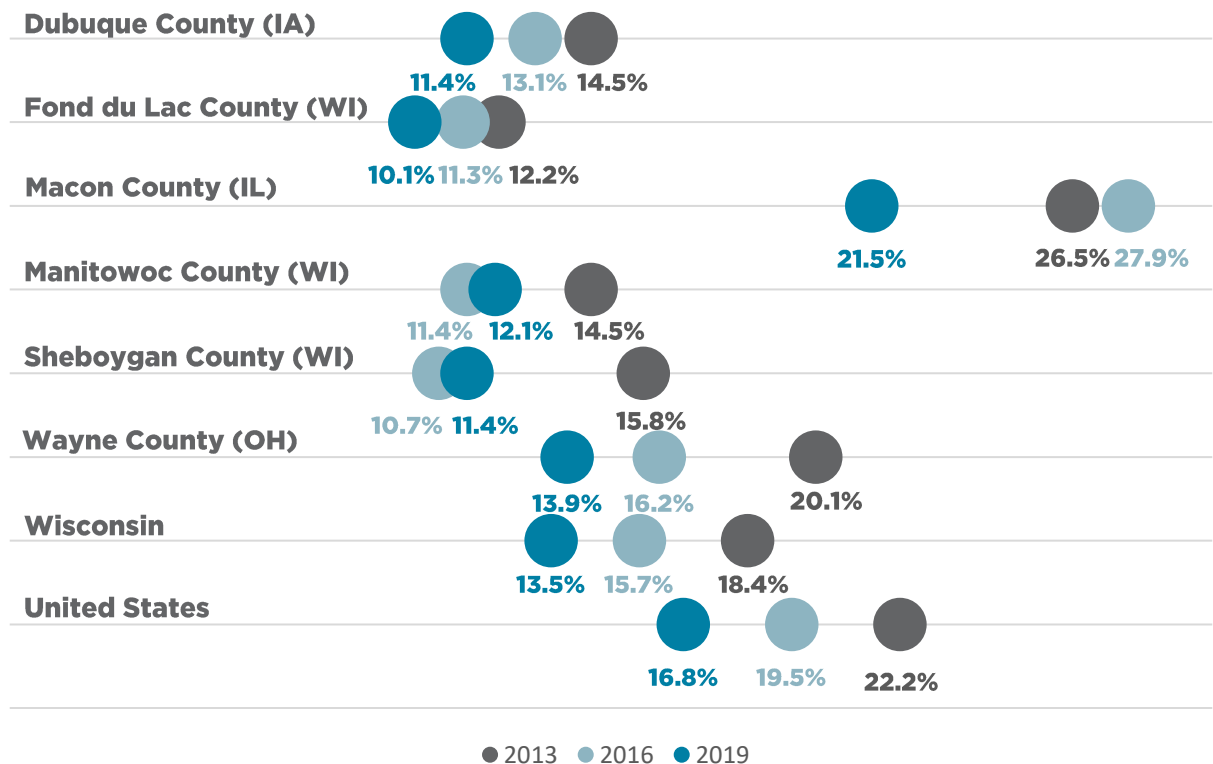
The bar chart above demonstrates the percent of each comparative location's population that is low income *and* has low access to supermarkets in both 2010 and 2015. The dotted line represents the state average for each comparative location across the two years evaluated. Fond du Lac County experienced the greatest increase in the percent of the population who is low income and low supermarket access from 2010 to 2015. However, this particular data source has not been updated since 2015 and may not accurately reflect the current situation.

# ECONOMY

## Poverty



### Percent of Children Under Age 18 Living in Poverty

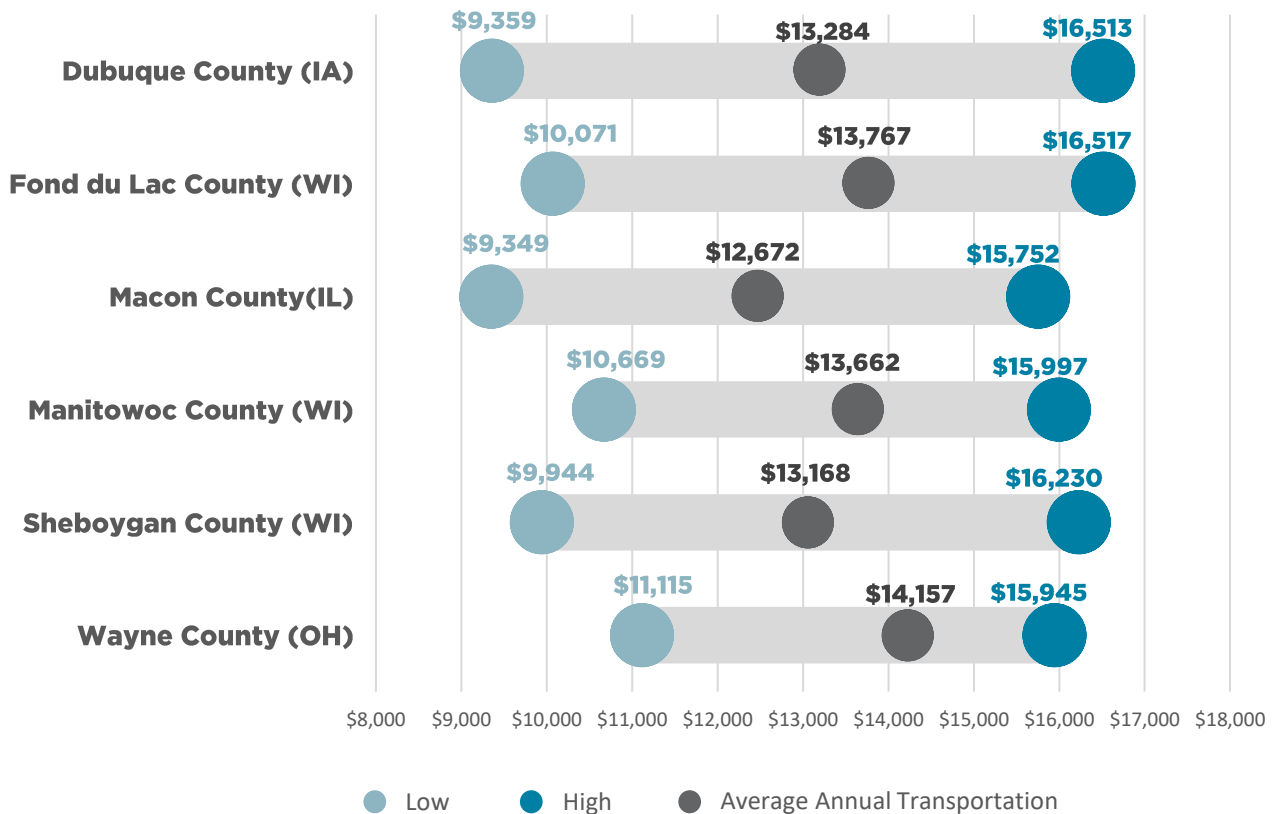


## Insight

The chart above shows change over time in the percent of children under the age of 18 who live in poverty for each comparative location. Most of the comparative communities showed a decrease in this percentage at each time period. However, Macon County's percentage increased from 2013 to 2016. Two locations increased from 2016 to 2019, both of which are in Wisconsin (Manitowoc and Sheboygan Counties). However, Fond du Lac County, as the third Wisconsin county, showed a decrease over the six-year time period (-2.1%).



## Annual Transportation Costs (Range and Average)

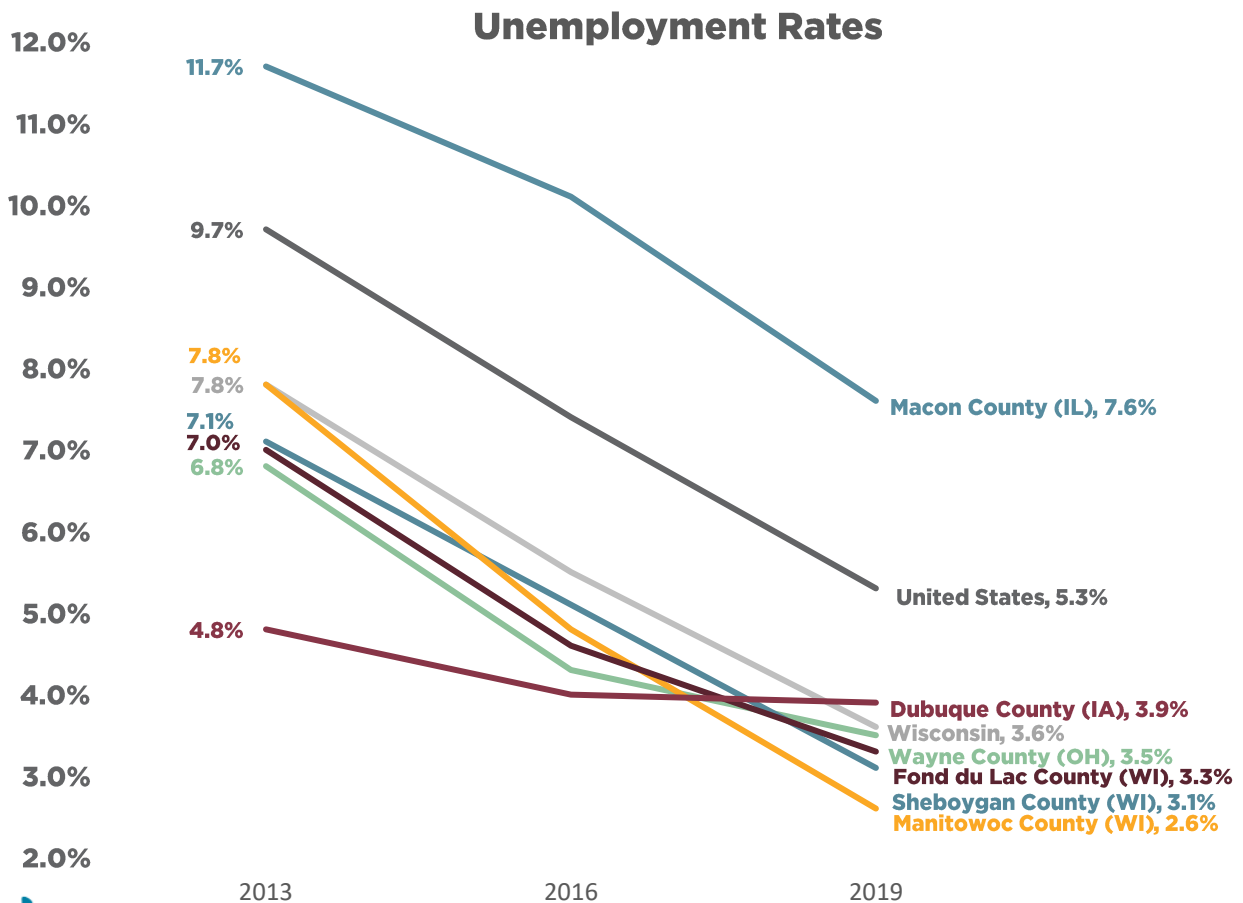


## Insight

Transportation costs for each comparative county are displayed above. Most counties demonstrated a wide range of annual transportation costs, with the lowest being Macon County and highest being in Fond du Lac County. Fond du Lac County also reported the second highest average annual transportation cost. However, data shown reflects 2017 transportation costs and may not accurately describe the current situation.

# ECONOMY

## Unemployment



## Insight

Most comparative counties experienced a significant decrease in unemployment rates at each of the time points, with the exception of Dubuque County's minimal change from 2016 to 2019. Five of the six comparative counties had unemployment rates lower than both Wisconsin and the United States, except Macon County. However, COVID-19 significantly impacted unemployment rates in 2020, which was not evaluated in this report. Fond du Lac County continues to experience strong economic growth and minimal unemployment as a result of its strong manufacturing, construction, and healthcare industry base.

# Education



## The Data

The education data shows us how youth and young adults perform academically and economically. This is the future of our community and will influence community growth for years to come. Here, we will examine high school graduation rates, college completions, school diversity, educational attainment, free and reduced lunch, and more.



## Why It's Important

Fond du Lac County should expect to see a talent and workforce shortage within the next decade. Understanding our community's education will help us develop stronger workforce and talent strategies to fill existing and future job openings.

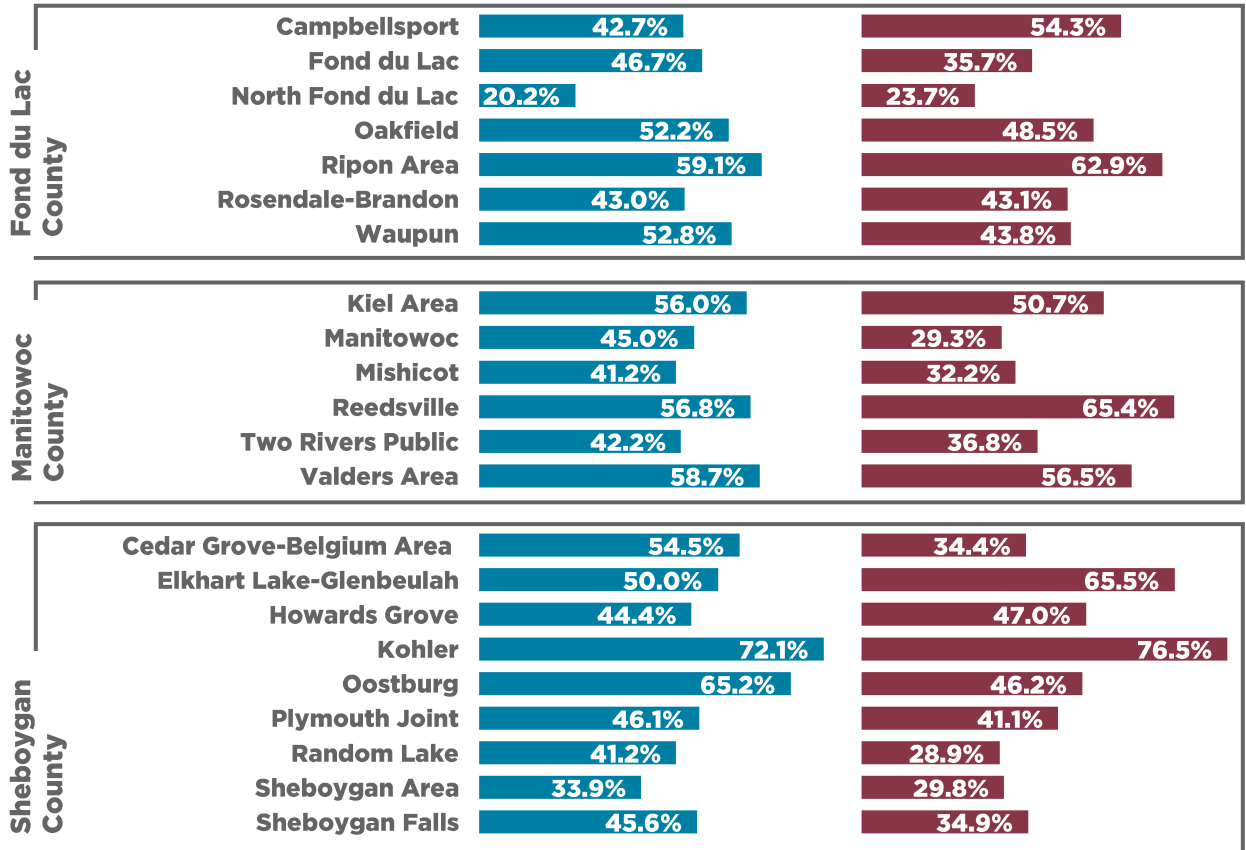




# ELA Performance



## Percent of 3<sup>rd</sup> Grade Students Scoring Proficient or Advanced on English Language Arts Forward Exam



# Insight

2016-2017

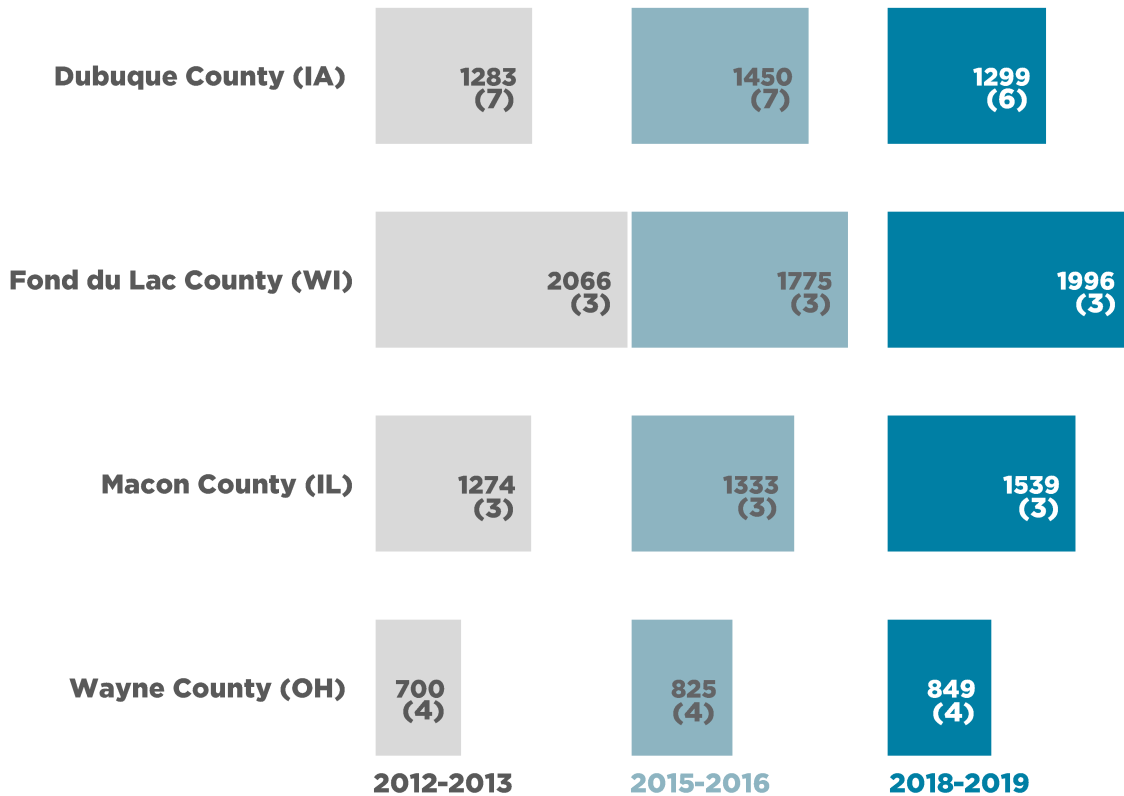
2018-2019

Third grade English Language Arts (ELA) Performance is shown in the graph above, with the percent of students scoring proficient or advanced on the ELA section of the Forward Exam in each school district in the three comparative Wisconsin counties shown in the bar chart. Kohler School District in Sheboygan consistently has the highest percentage. In Fond du Lac County, Ripon Area School District consistently scores highest and has increased its percentage, while Fond du Lac, Oakfield, and Waupun's percentages decreased over the time span shown here.

# EDUCATION Completions



## Number of Higher Education Completions and Institutions per Year



*Note.* The number of completions is shown within each bar, followed by the number of colleges in parentheses.

## Insight

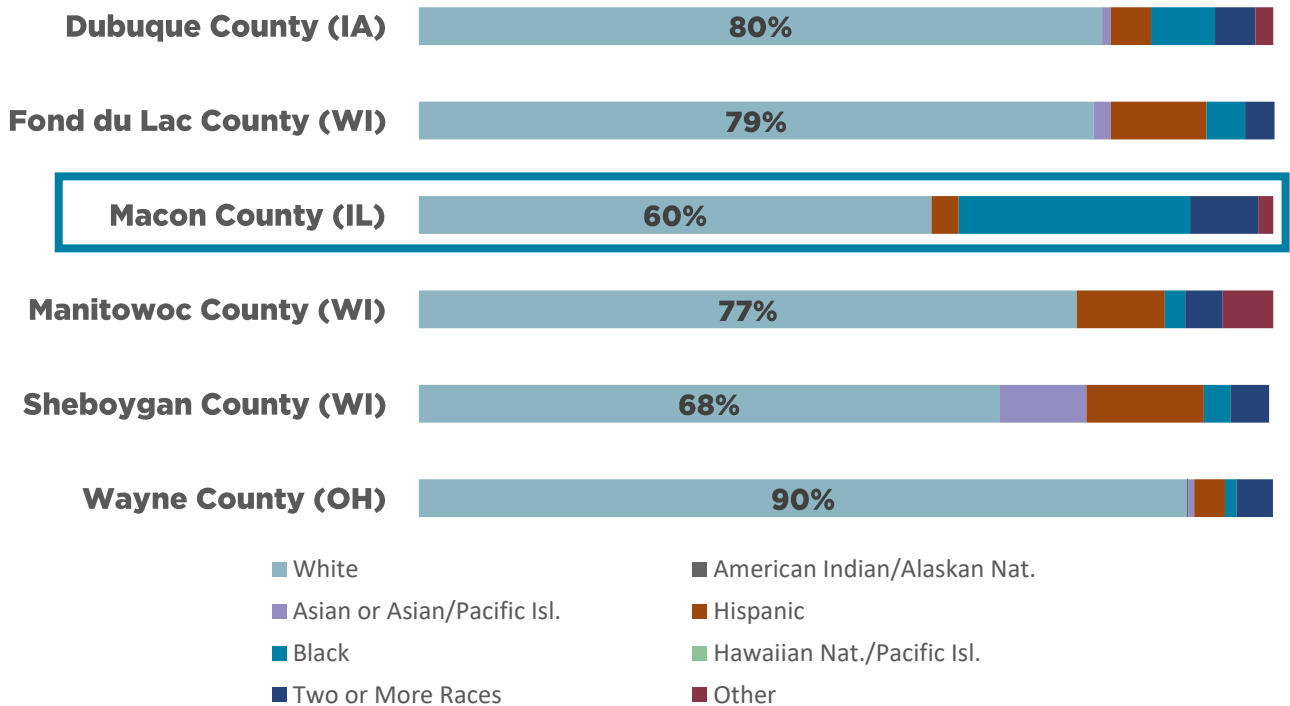
Only counties with three or more colleges are shown above. Completions refers to the number of awards or degrees per year. Because UW-Oshkosh Fond du Lac Campus / UW-Fond du Lac is an extension of the Oshkosh campus, those completions are not included in the Fond du Lac County count shown. Therefore, Fond du Lac County includes Ripon College, Marian College, and Moraine Park Technical College. Fond du Lac County increased its completions from 2016 to 2019, while having only three colleges. Most of the counties maintained relatively similar completion counts over the three years measured.

# EDUCATION

## Diversity in Schools



### Race and Ethnicity Composition in K-12 Public Schools (2018-2019)



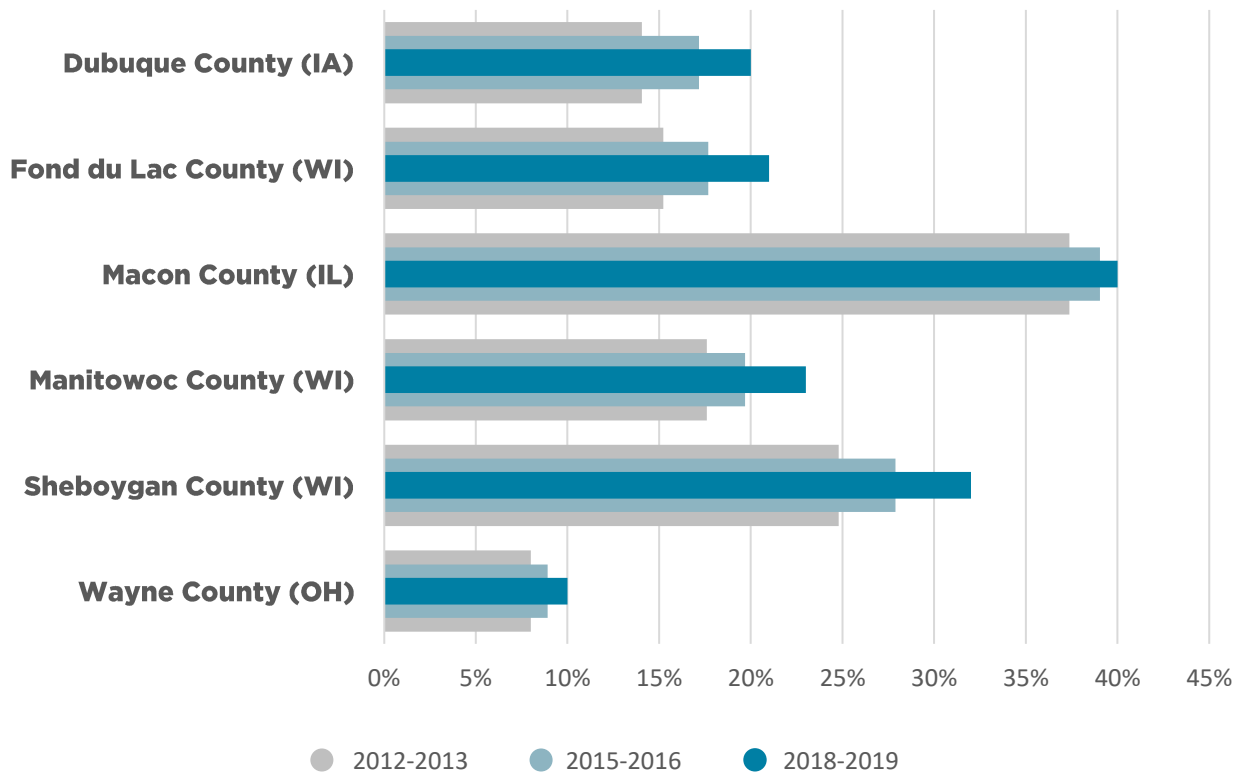
*Note.* 'Other' represents the sum of racial categories whose sample sizes were too small to be reported (e.g., Macon County includes American Indian, Asian, and Hawaiian/Pacific Isl.).

## Insight

In all comparative counties, the public K-12 student population was significantly more diverse than the general county population. The proportion of K-12 students who identified as non-white ranged from 10% to 40%, whereas the proportion of the general county populations ranged from 6% to 24%. In Fond du Lac County specifically (2019), 90% of the general population was white, whereas the student population was 79% white.



### Percent of K-12 Student Population Identifying as Racially Diverse

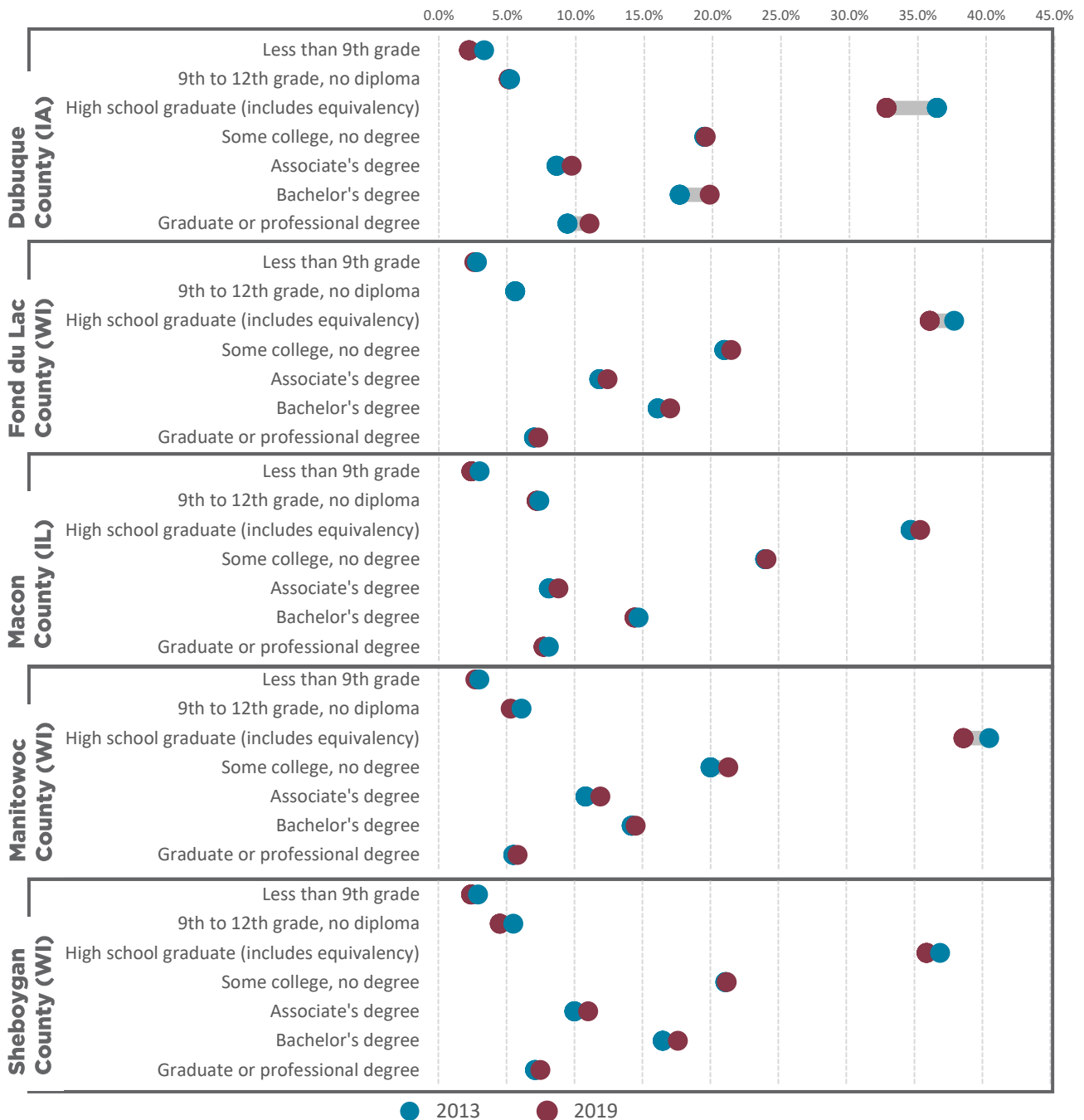


## Insight

The chart above displays the change in diversity (non-white) student population in the public K-12 school systems in each comparative county. Though Sheboygan County increased their non-white population the most (+7%) over six years, Fond du Lac and Dubuque Counties both increased by +6%. The lowest change was +3%, Macon County. In the first section of the report, we examined the racial breakdown of Fond du Lac County's entire population, which only increased by 2% over the same period, from 8% to 10% over the six years. This means that not only is the student population more diverse, but its diversity also increased at a faster rate.

# EDUCATION

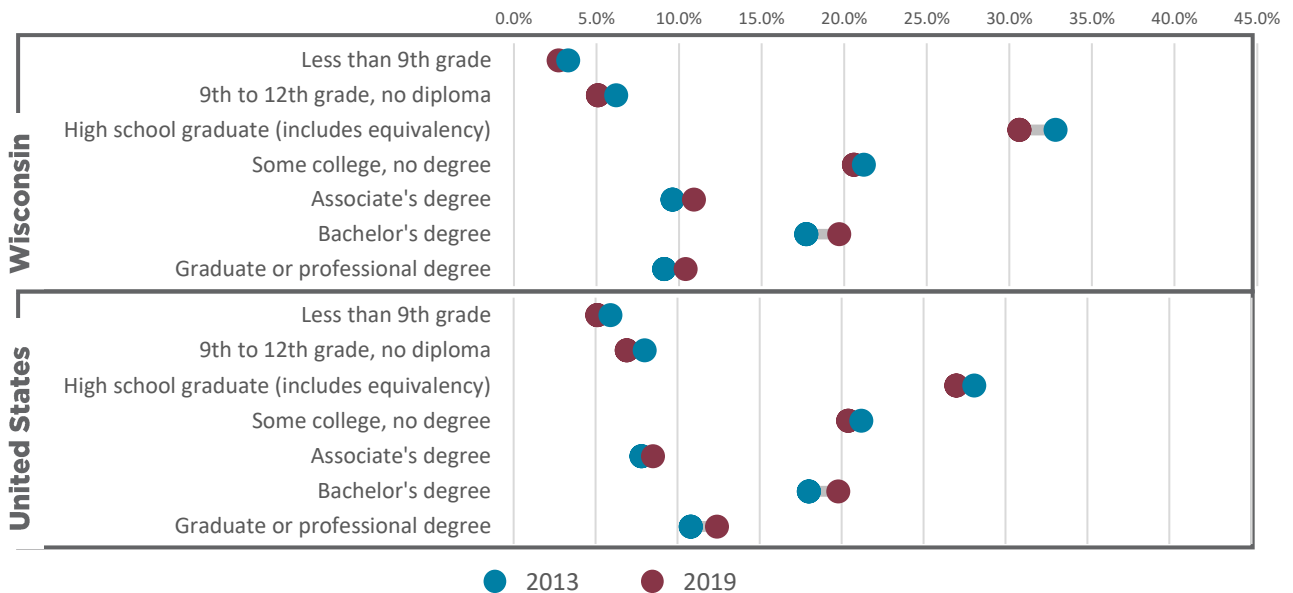
## Educational Attainment



Note. Data for Wisconsin/United States and Insights are provided on the following page. If the blue dot is to the left of the red dot, that indicates the proportion of people who have reported a given level of education as their highest educational attainment increased from 2013 to 2019.

# EDUCATION

## Educational Attainment



## Insight

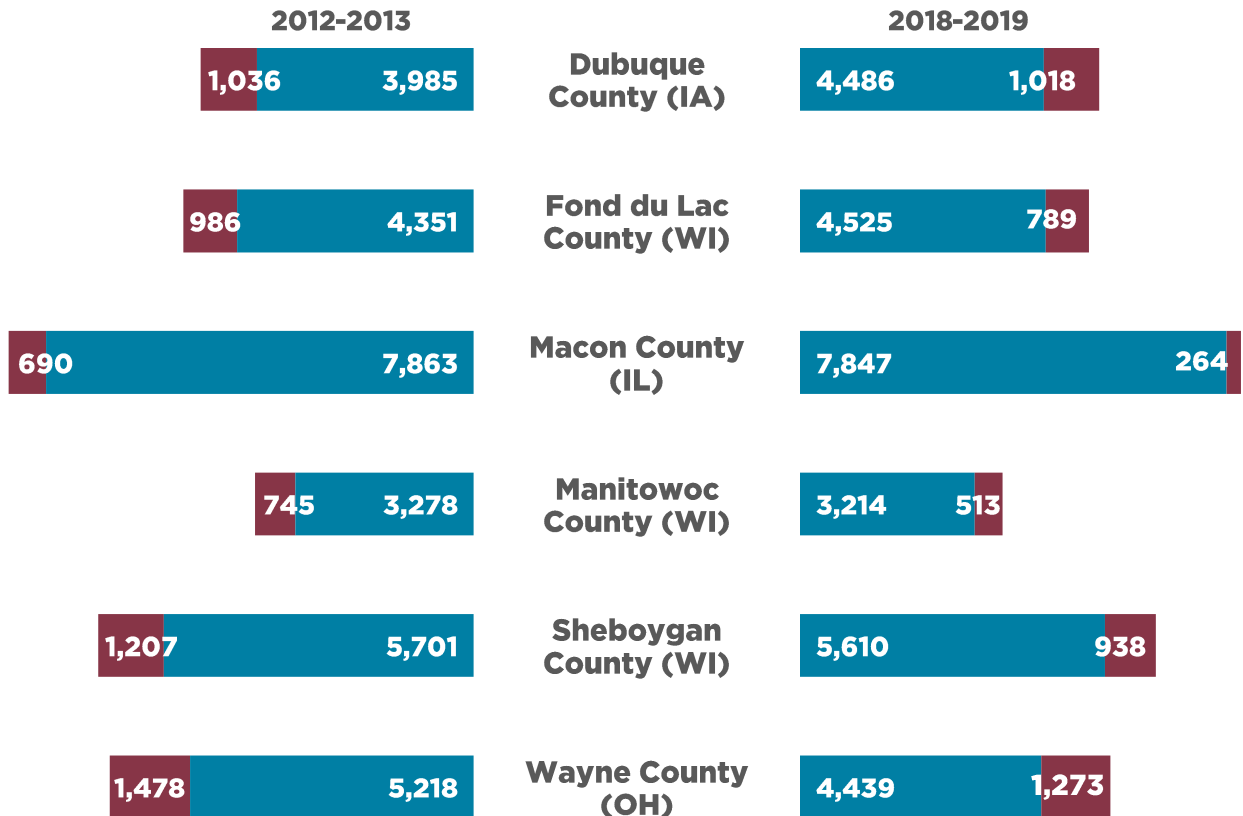
The charts on pages 28 and 29 show the change in highest educational attainment level reported by comparative site adults in 2013 and 2019. Across sites, trends show the percentage of adults reporting their highest level of education as less than 9<sup>th</sup> grade, 9<sup>th</sup> to 12<sup>th</sup> grade no diploma, and high school graduate decreased. At the same time, trends show a slight increase in the percentage with some college no degree, Associate's degree, Bachelor's degree, and Graduate/Professional degree. However, Fond du Lac County experienced lesser gains in Bachelor's and Graduate/Professional degrees as compared to Wisconsin and the U.S.

# EDUCATION

## Free & Reduced Lunch



### Number of K-12 Students Eligible for Free and Reduced Lunch



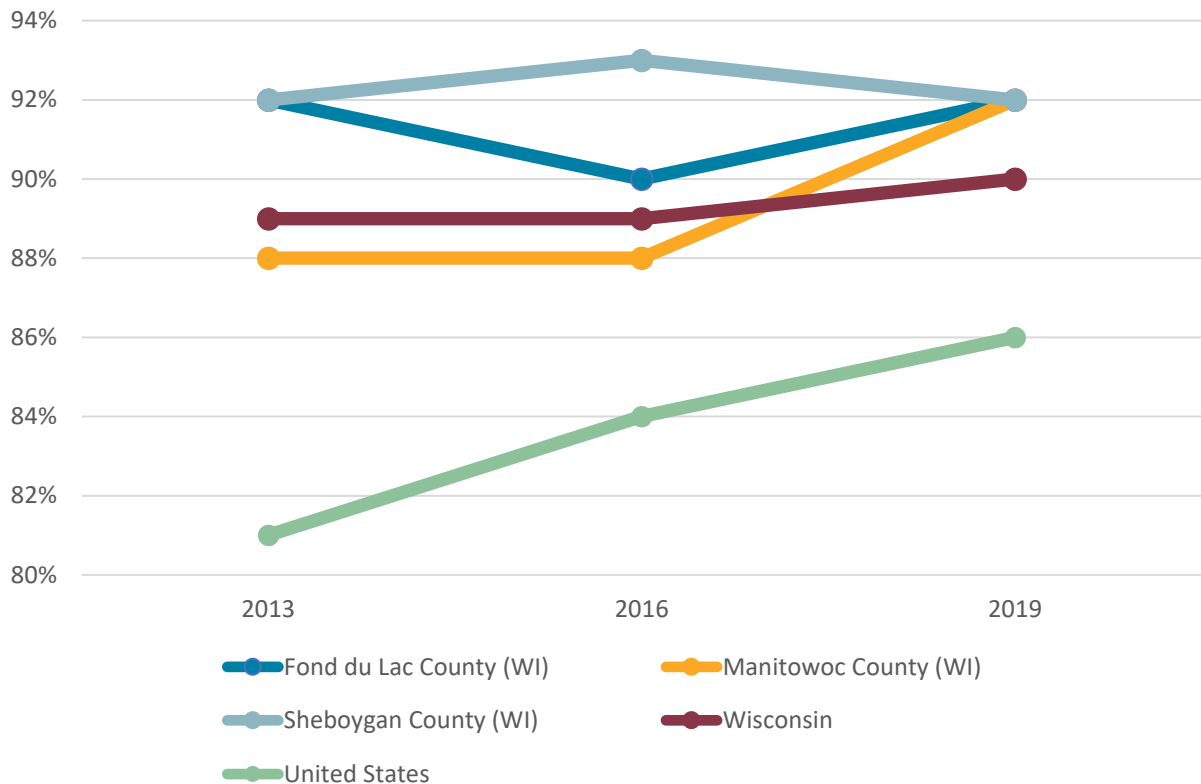
Insight

● Free ● Reduced

The graph above demonstrates the change in number of K-12 students qualifying for free or reduced lunches from the 2012-2013 academic year to the 2018-2019 academic year. Most counties either maintained similar or increased the number of students qualifying for free lunches, while decreasing the number qualifying for reduced lunches. Wayne County reduced both the number of students qualifying for free or reduced lunch. Fond du Lac County reported 23 fewer students qualifying for either free or reduced lunch in 2018-2019, though the number of students qualifying for free lunch increased by 174.



### High School 4-Year Graduation Rate



## Insight

Four-year graduation rates are shown for the comparative sites in Wisconsin, the state of Wisconsin, and the United States. Other comparative counties are not represented due to a lack of available county-level data. The three counties had a four-year graduation rate of 92% in 2019, exceeding Wisconsin by 2% and the United States graduation rate by 6%. Manitowoc County has made the most gains over time, while Fond du Lac and Sheboygan County maintained a stable graduation rate across the six year time frame.



# EDUCATION

## Net Migration



### Fond du Lac County

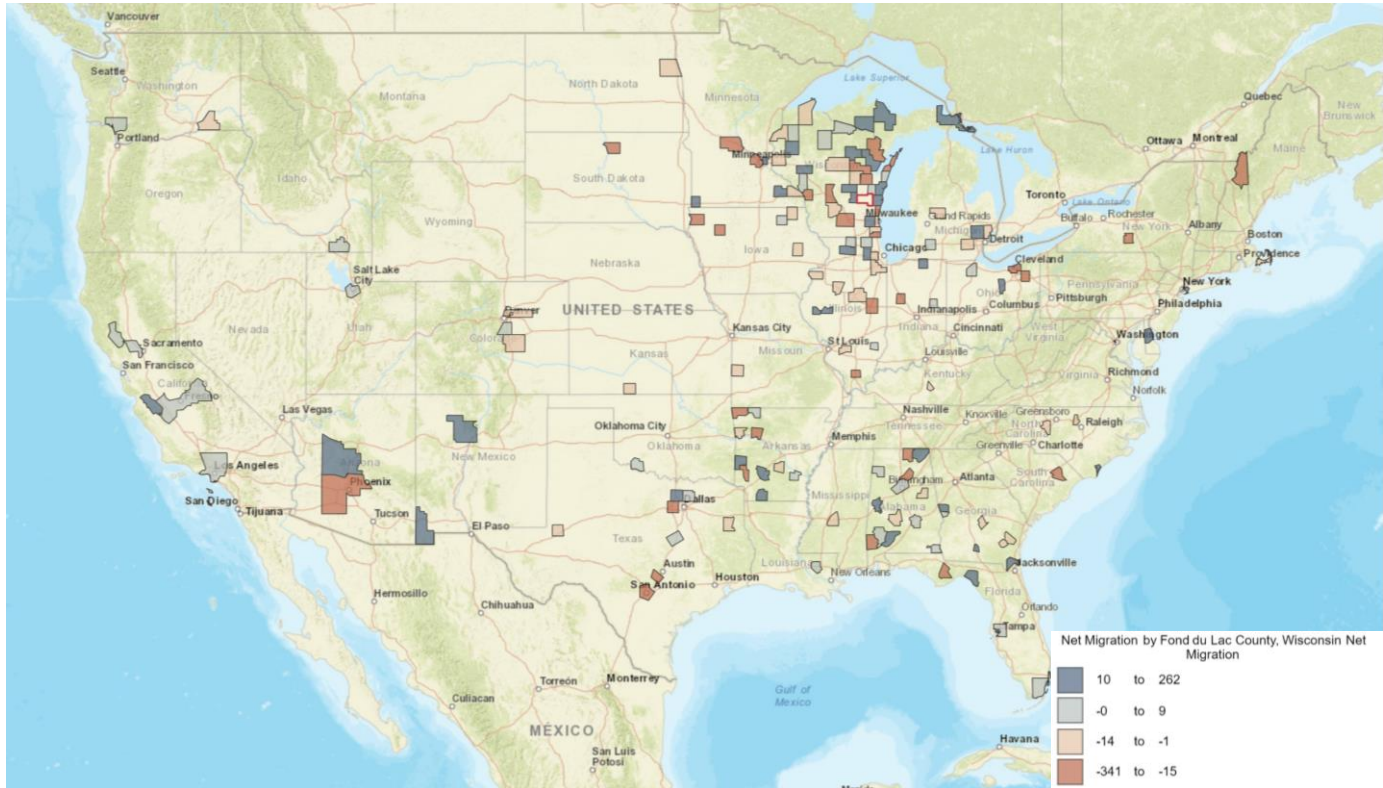
Loss	2008-2012	2011-2015	2014-2018	Trend
Outbound Migration	4,366	5,366	5,482	
To Different State	1,240	1,317	1,436	
To Different County, Same State	3,126	4,049	4,046	
Gain	2008-2012	2011-2015	2014-2018	Trend
Inbound Migration	4,871	4,788	5,266	
From Abroad	224	562	333	
From Different State	1,059	1,099	884	
From Different County, Same State	3,588	3,127	4,049	
Total Gain/Loss	2008-2012	2011-2015	2014-2018	Trend
Net Migration	505	-578	-216	

## Insight

Over the three time periods, outbound migration (movers out of Fond du Lac County) increased substantially. Inbound migration over this same time period also increased, though at a lower rate than outbound migration. Net migration demonstrates a U-curve, meaning that net migration was high, experienced a dip, and then increased; however, it remains negative. Fond du Lac County must explore innovative methods of attracting individuals to the county to offset the workforce shortages caused by an aging population. See the following page for a map of migration patterns.

# EDUCATION

## Net Migration



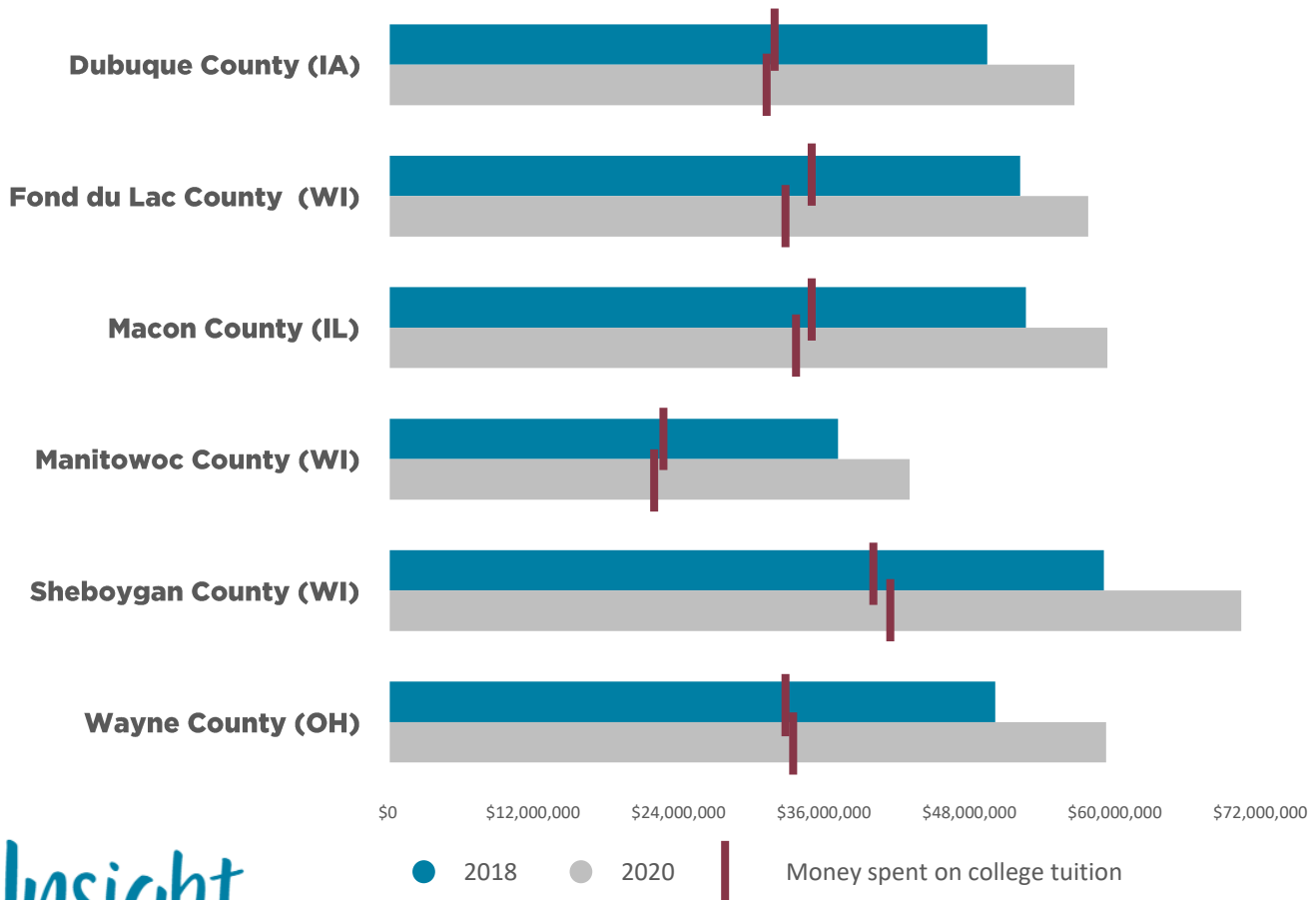
## Insight

The image above demonstrates net migration patterns to and from Fond du Lac County for the most recent time frame. Dark blue counties indicate counties individuals left to relocate to Fond du Lac County and peach/orange counties indicate counties that individuals left Fond du Lac County to relocate to. Individuals most often left Fond du Lac County for Wisconsin counties 40-180 miles away and a high number also left Fond du Lac County for the Phoenix area. Individuals often came to Fond du Lac County from Wisconsin and Illinois counties, with others from the Southeast United States.

# Spending on Education



## Total Spending on Education by County



## Insight

The graph above shows the total dollars spent on education in each county for 2018 and 2020. The red bar represents the portion of total dollars spent on college tuition alone. For all counties, the total dollars spent on education increased. Despite this, four counties saw a decrease in dollars spent on college tuition, meaning that a lower percentage of dollars spent on education was spent on college tuition in 2020 than 2018. However, two counties were an exception to this: Sheboygan and Wayne Counties, which each saw a small increase in college tuition spending from 2018 to 2020 (though the increase was not proportional to the increase in total dollars).



## The Data

The data contained in this section sheds light on many aspects of community health. We take a well-rounded look at wellness, by evaluating obesity, smoking and alcohol use, child abuse and neglect, health insurance coverage, provider availability, and more.



## Why It's Important

Before we can plan for and allocate community resources, we must understand the health of our community. Doing so helps us strengthen our community for the future. By focusing on physical, mental, and emotional health, we ensure that our assessment is comprehensive.

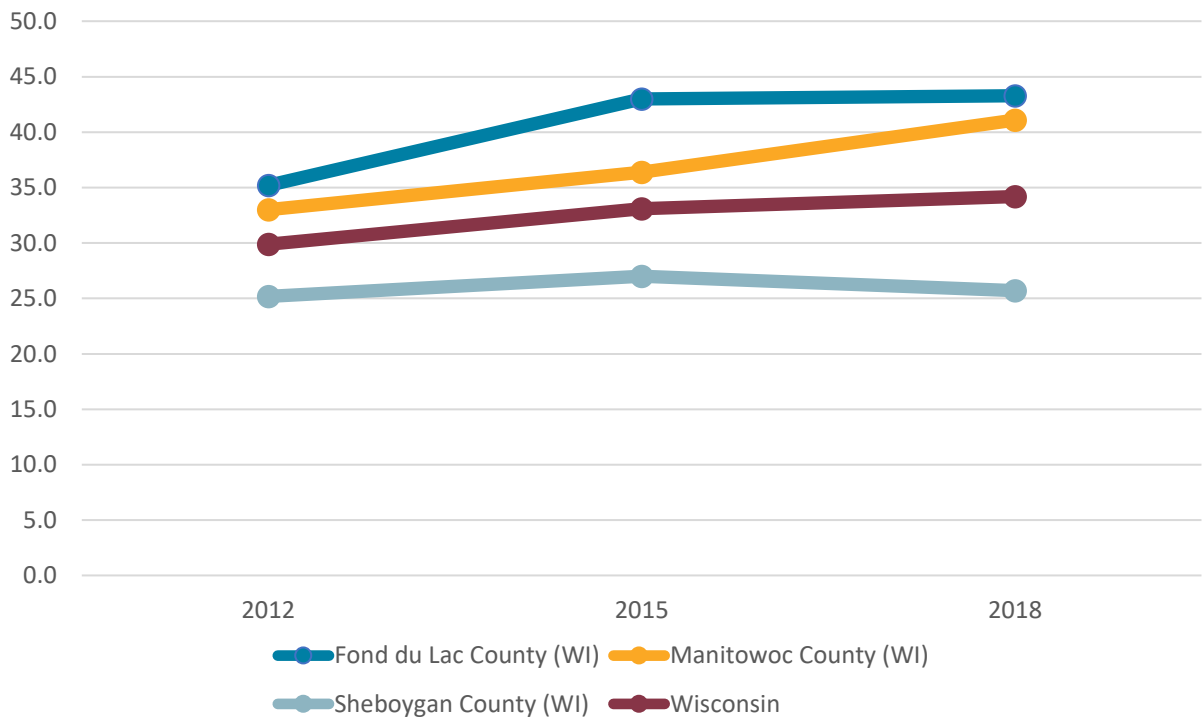


# HEALTH & WELLNESS

## Child Abuse & Neglect



### Rate of Child Abuse and Neglect per 1,000 Children



## Insight

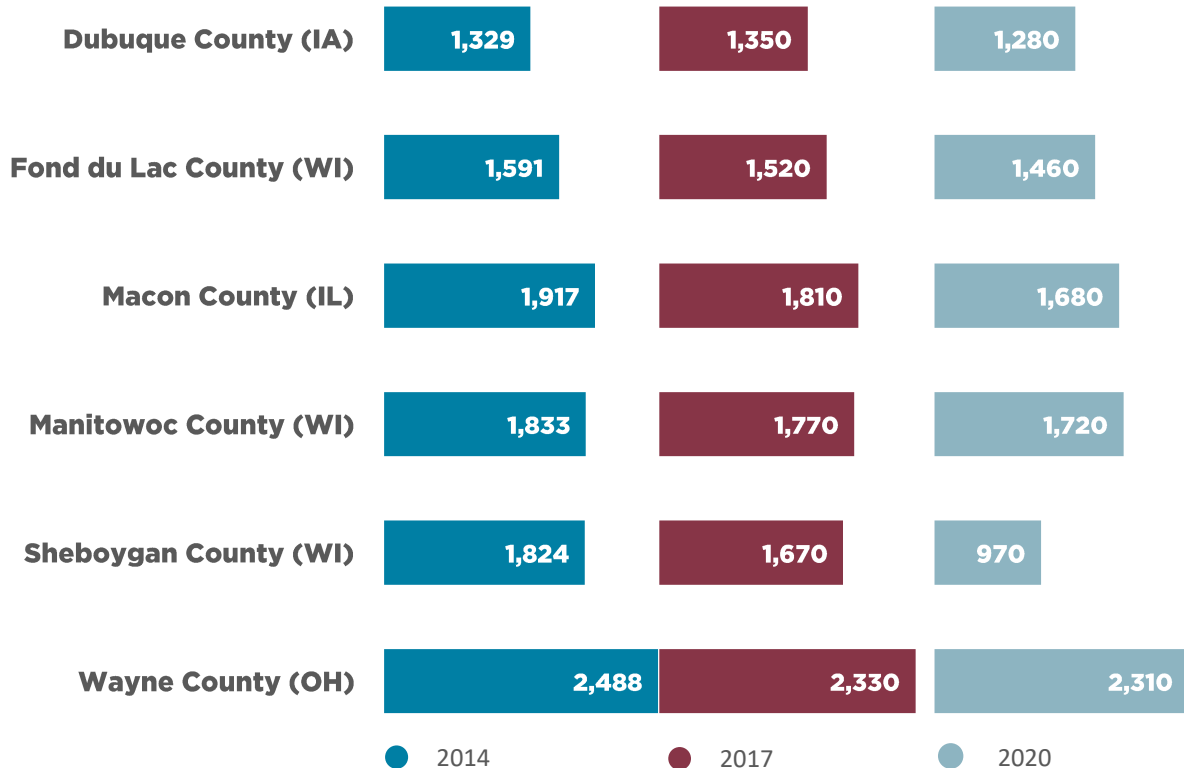
The rate of child abuse and neglect increased in Fond du Lac County from 2012 to 2015, from 35.2 to 43.0 per 1,000 children. However, from 2015 to 2018, the rate remained stable (43.0 and 43.3, respectively). This is substantially higher than the rate for the state of Wisconsin and requires further investigation to understand the contributing factors.

# HEALTH & WELLNESS

## Provider Ratio: Dentist



### Ratio of Population Per Dentist



## Insight

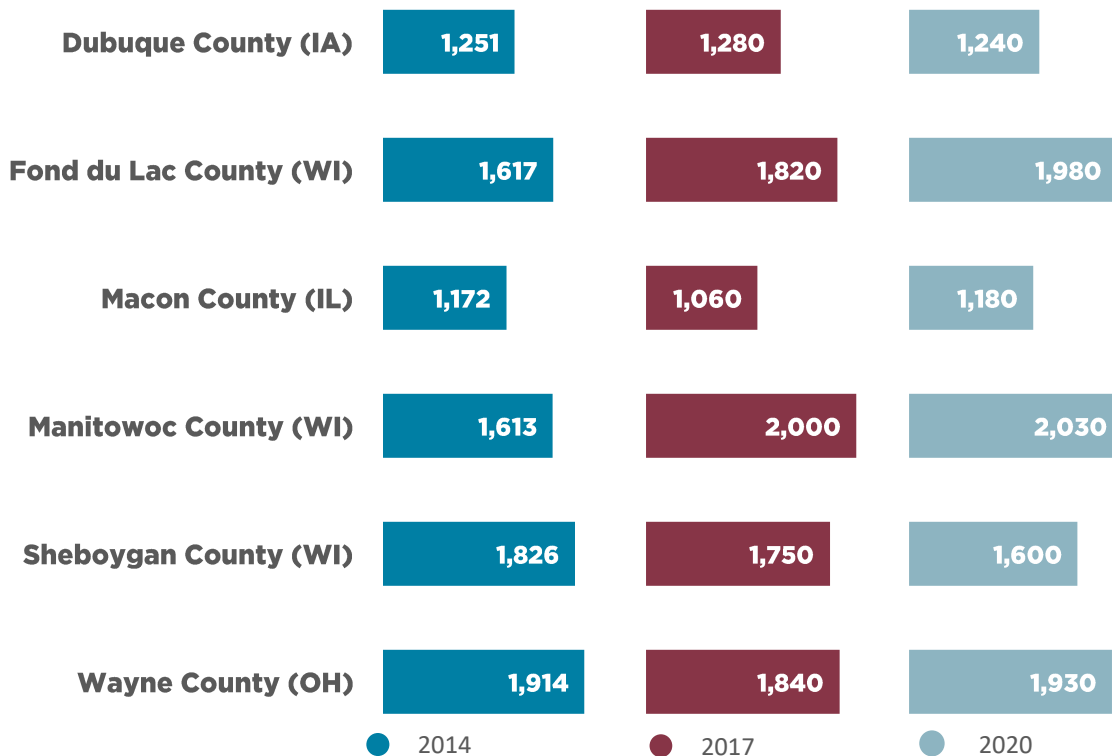
The chart above demonstrates the ratio of the number of residents to each dentist in the comparative counties over a six year time span. For example, Fond du Lac County had a ratio of 1,591:1 in 2014, meaning that for every dentist in the county, there were 1,591 residents. Over time, this number decreased, though Sheboygan County made the greatest strides in this category over the six years. As of 2020, Fond du Lac County had the third-lowest ratio of the six comparative counties.

# HEALTH & WELLNESS

## Provider Ratio: PCP



### Ratio of Population Per Primary Care Provider



## Insight

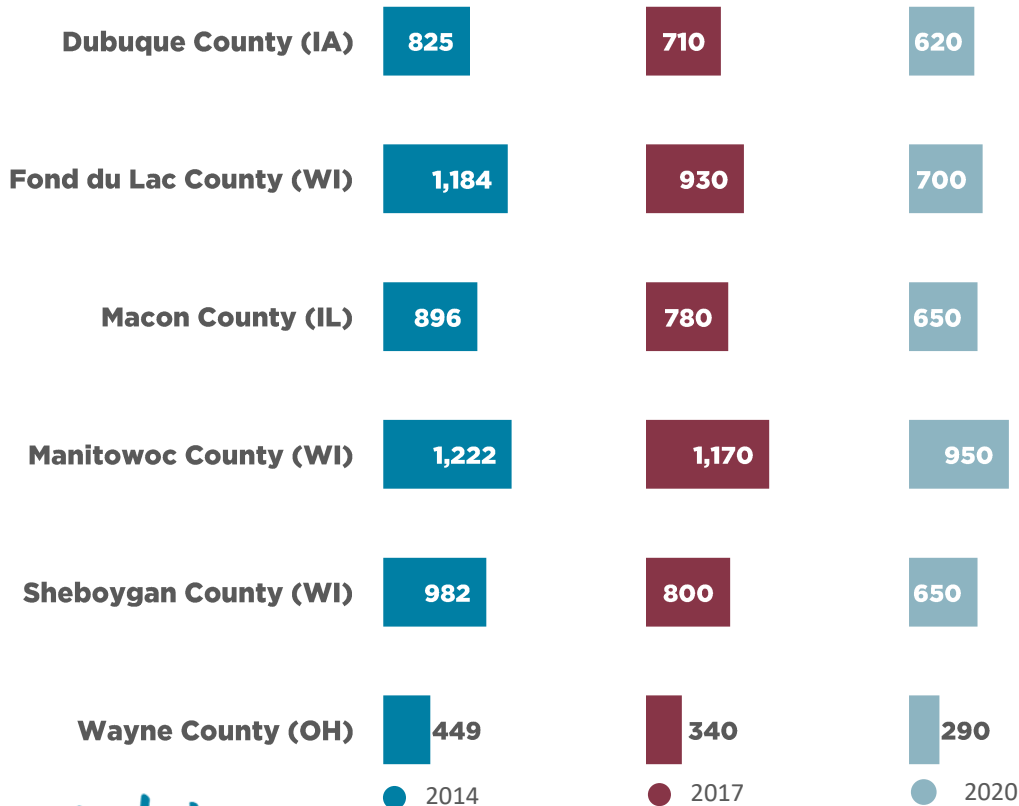
The chart above demonstrates the ratio of the number of residents to each primary care provider in the comparative counties over a six year time span. For example, Fond du Lac County had a ratio of 1,617:1 in 2014, meaning that for every primary care provider in the county, there were 1,617 residents. Over the six years, this number increased in Fond du Lac County, along with Macon, Manitowoc, and Wayne Counties. In practical terms, this may mean that it is more difficult to find a primary care provider willing to accept new patients and/or may be more difficult to obtain appointments with primary care providers once care is established.

# HEALTH & WELLNESS

## Provider Ratio: MHP



### Ratio of Population Per Mental Health Provider



Insight

The chart above demonstrates the ratio of the number of residents to each mental health provider in the comparative counties over a six year time span. For example, Fond du Lac County had a ratio of 1,184:1 in 2014, meaning that for every mental health provider in the county, there were 1,184 residents. Over the six years, this number decreased in Fond du Lac County, along with every other comparative county. This may be related to a de-stigmatization and prioritization of mental health services in the United States in recent history, along with greater visibility and knowledge of community-based services.

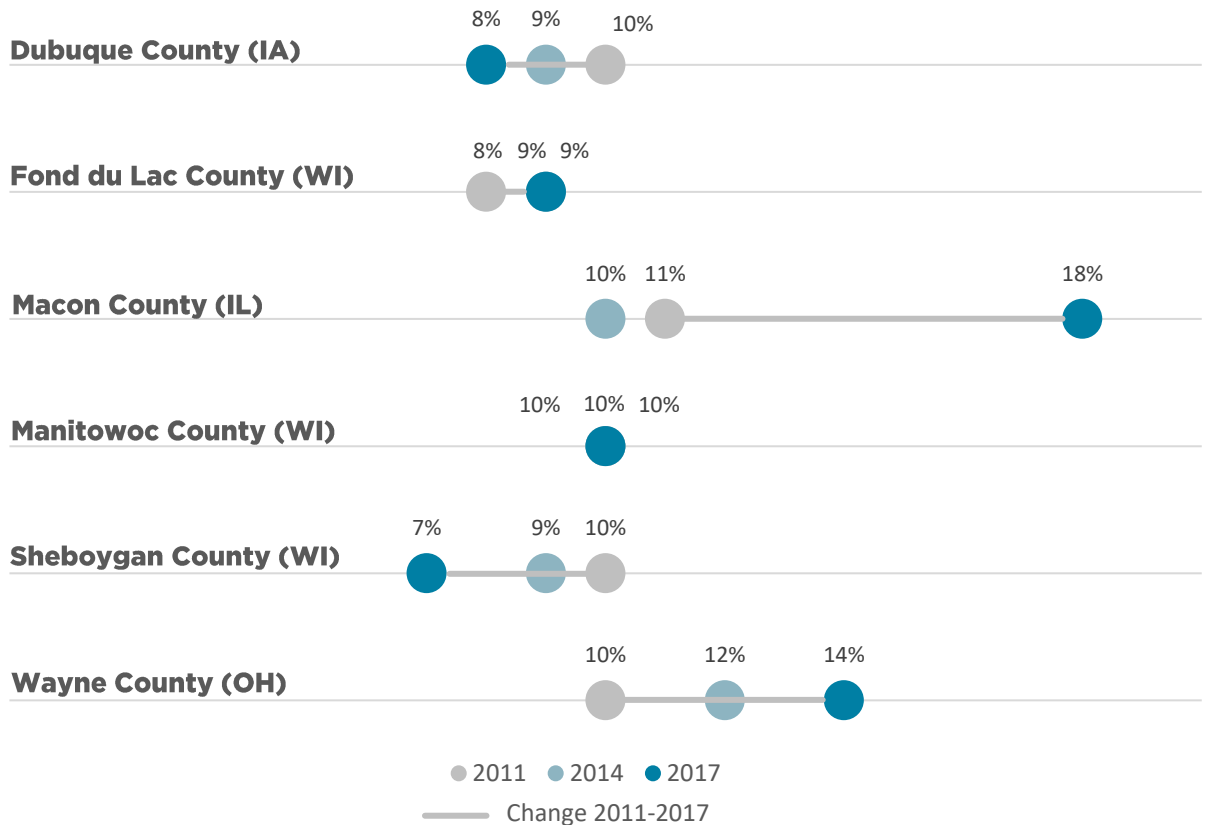


# HEALTH & WELLNESS

## Diabetes



### Diabetes Prevalence



## Insight

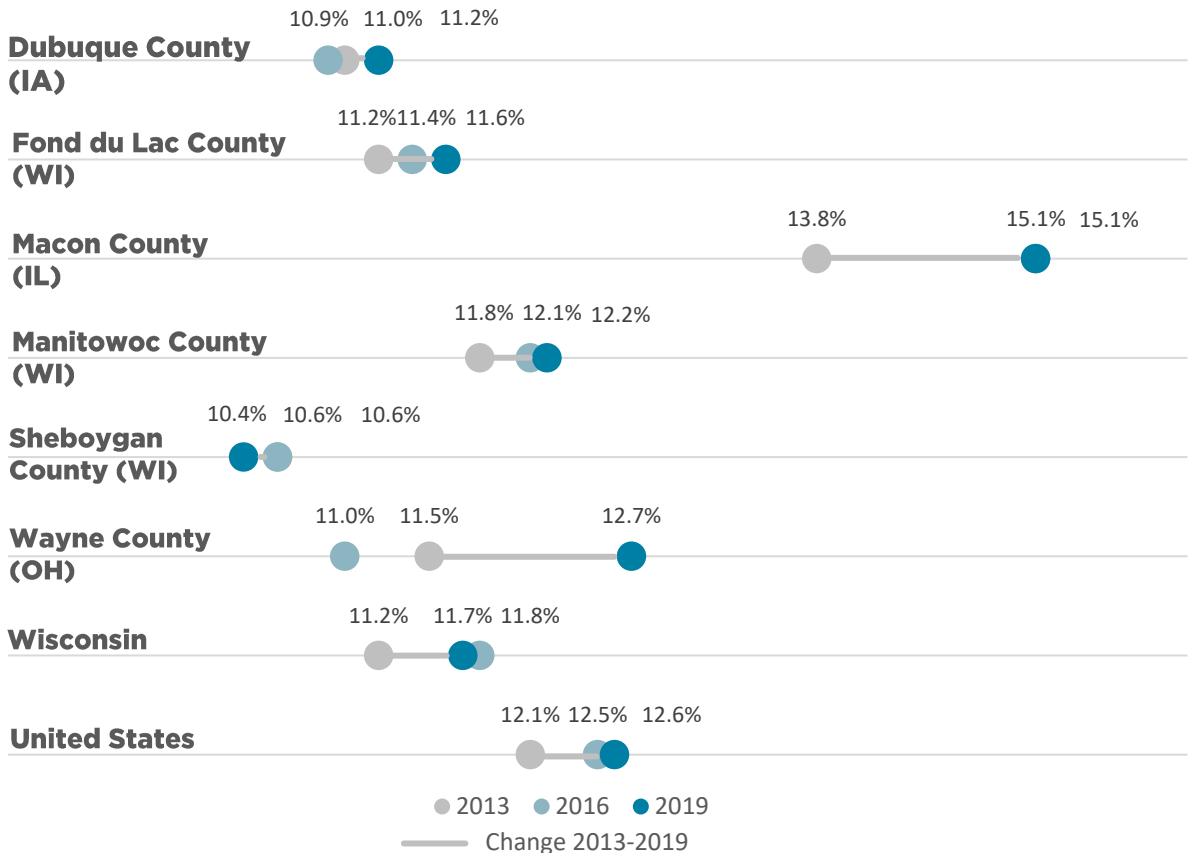
Diabetes prevalence refers to the percent of the adult population diagnosed with diabetes. The thick grey lines from the light grey to dark blue dots represent the change in diabetes prevalence from 2011 to 2017. There was no consistent trend in the change in diabetes prevalence across the comparative counties over the reported six year timespan. Fond du Lac County increased only 1% from 2011 to 2017. Sheboygan County actually saw a decrease of 3%, the greatest decline of any comparative county. The county with the greatest increase in diabetes prevalence was Macon County (IL) with an increase of +8%.

# HEALTH & WELLNESS

## Disability



### Percent of Population with a Disability



## Insight

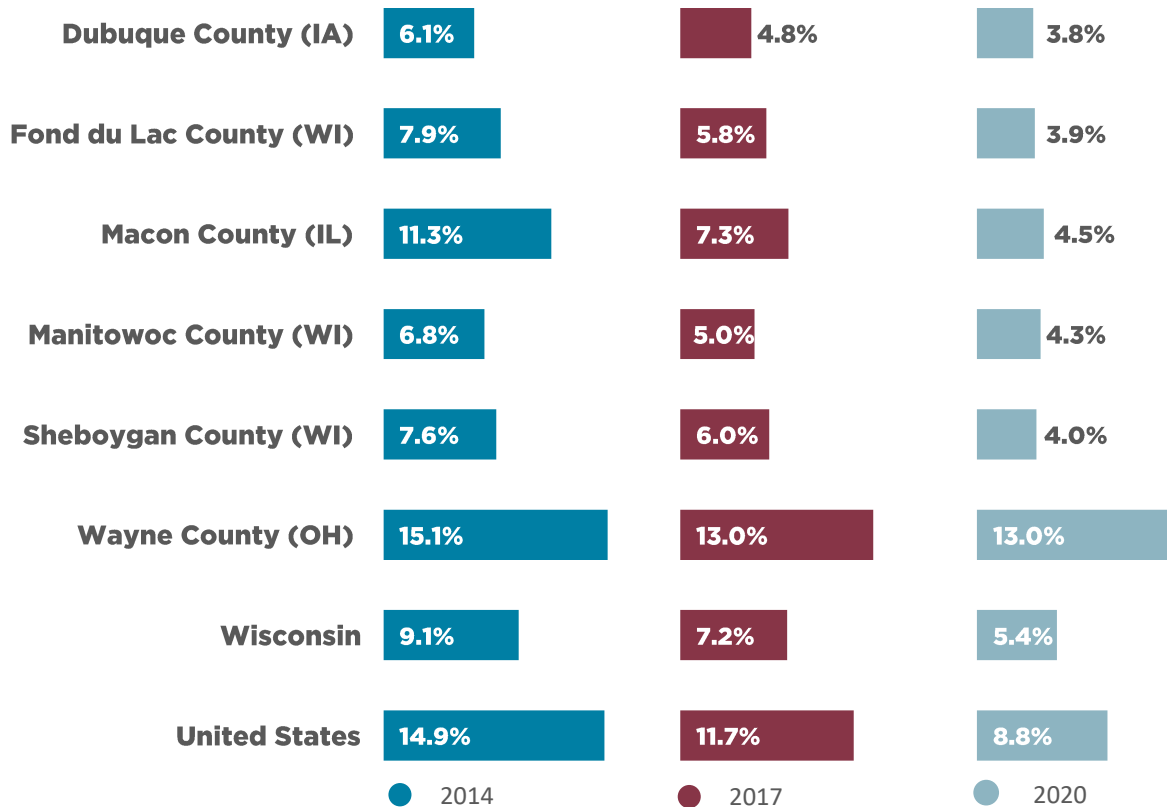
The U.S. Census asks about six different disability types: hearing difficulty, vision difficulty, cognitive difficulty, ambulatory difficulty, self-care difficulty, or independent living difficulty. Respondents who report 1+ disability types are considered to have a disability. The thick grey lines from the light grey to dark blue dots represent the change in population percent with a disability from 2011 to 2017. Most comparative counties experienced an increase in the percent of their population with a disability. Fond du Lac County's increase was minimal and non-significant, an increase of 0.4%. Macon and Wayne County's increases were more substantial (1.3% and 1.7%, respectively). No county saw a significant decline.

# HEALTH & WELLNESS

## Health Insurance



### Percent of Population Without Health Insurance



## Insight

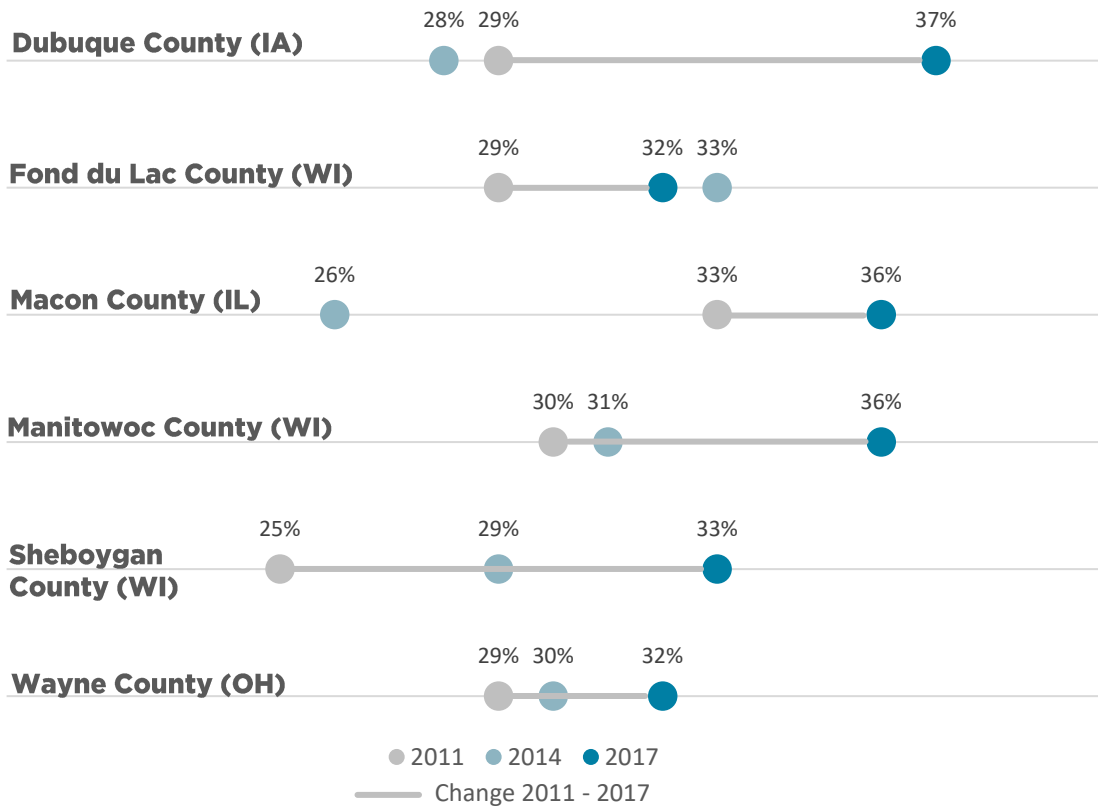
Every comparative location experienced a decrease in the percent of their population who did not have health insurance coverage from 2013 to 2019. The decrease from 2013 to 2016 may partially be due to the Affordable Care Act, as enrollment in the ACA increased every year from 2010 to 2016, and then declined from 2019 to 2020. Fond du Lac County specifically saw a decline of 4.0% and in 2019 had a 3.9% uninsured rate, second only to Dubuque County.

# HEALTH & WELLNESS

## Obesity



### Adult Obesity Rate



## Insight

The adult obesity rate increased dramatically for many of the comparative counties. The lowest increase was +3% (Fond du Lac, Macon, and Wayne Counties), and the greatest +8% (Dubuque County).

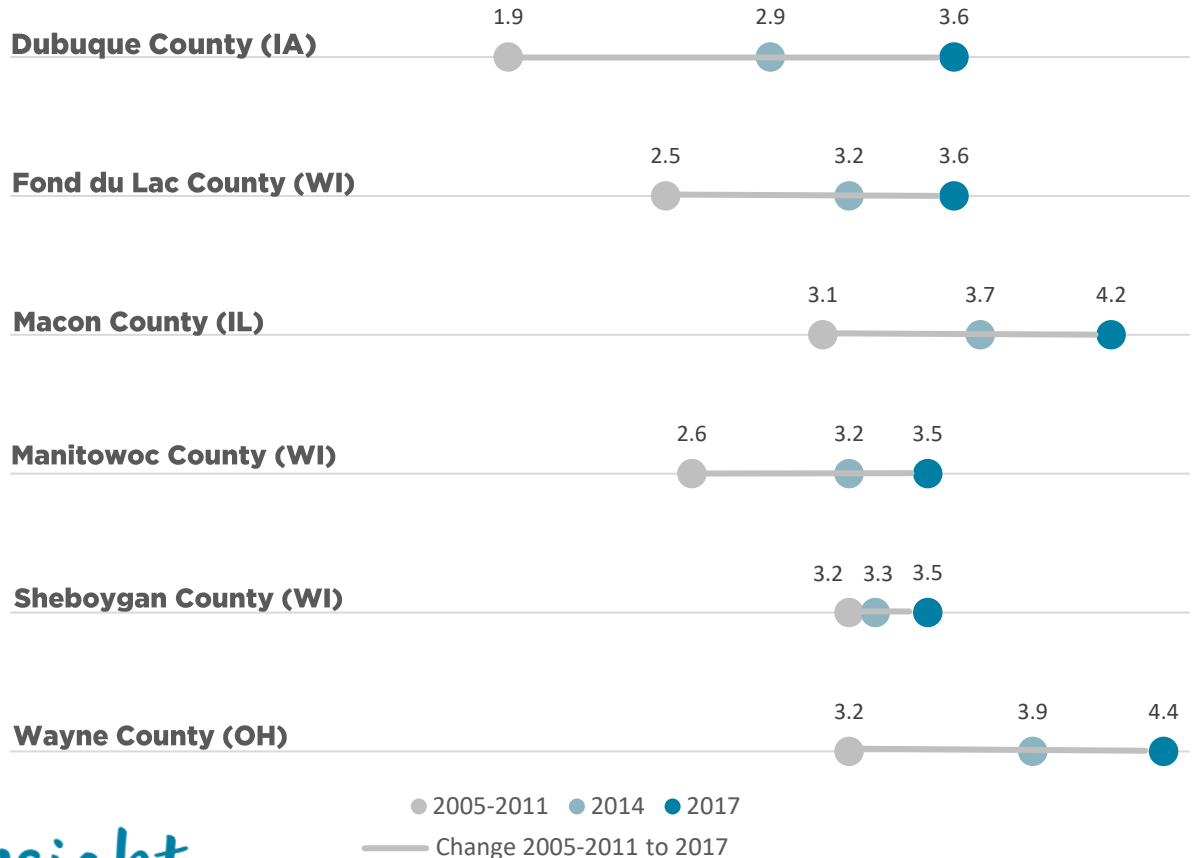
Although many factors affect adult obesity rates, it is worth noting that percentage of U.S. adults who met aerobic and muscle-strengthening activity requirements increased from 18.2 to 20.4%. At the same time, there was also no change in daily vegetable intake, which fell short of target (Office of Disease Prevention and Health Promotion).

# HEALTH & WELLNESS

## Poor Mental Health Days



### Average Number of Mentally Unhealthy Days Reported in Past 30 Days



## Insight

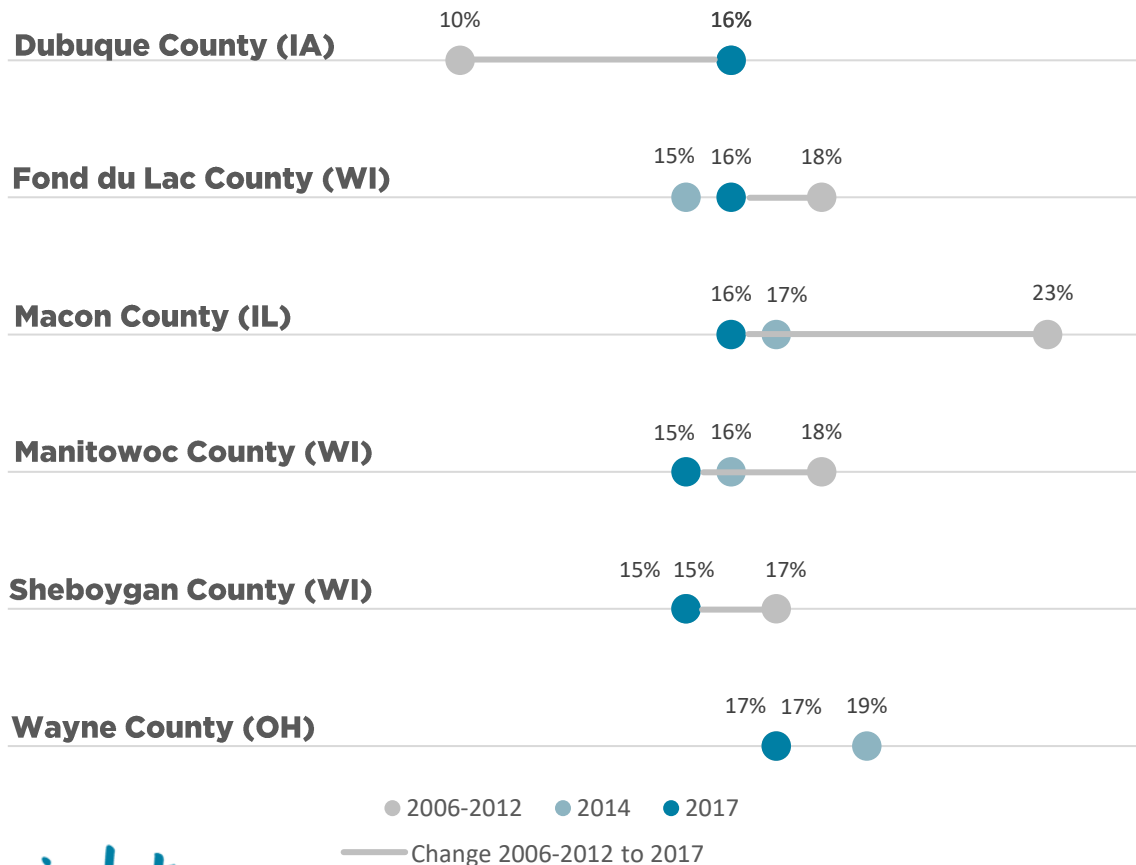
Data prior to 2013 was reported using a seven-year county level estimate. After 2013, the CDC provided single year county-level estimates, which is why the years represented differ for the three time points. All counties experienced an increase in the average number of mentally unhealthy days in the past 30 days. Dubuque County reported the greatest increase, Sheboygan County the lowest, and Fond du Lac County fell in the middle of the counties. Interestingly, while mentally unhealthy days increased, the number of residents per mental health provider(s) decreased, meaning services should theoretically be more accessible.

# HEALTH & WELLNESS

## Smoking



### Percentage of Adults Who Are Current Smokers



## Insight

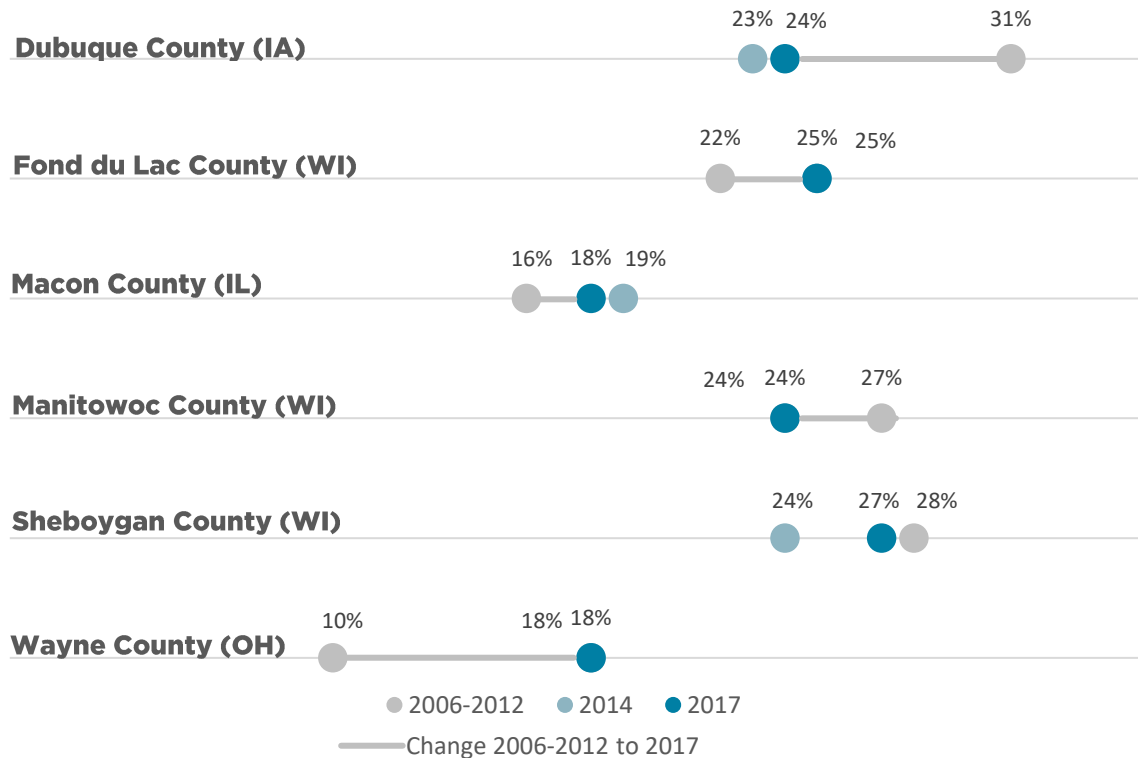
Nearly all comparative counties saw a decline in the percentage of adults who reported themselves to be current smokers. However, Dubuque County did see a +6% increase, from 10 to 16%. Interestingly, Dubuque County also experienced an increase in poor mental health days, adult obesity, and the percent of adults with a disability. Fond du Lac County reported the median (16%; “mid-point” percentage of all comparative counties) percentage of adult smokers in 2017, meaning that Fond du Lac County is indistinct in its percentage of adult smokers.

# HEALTH & WELLNESS

## Alcohol Use



### Percentage of Adults Who Reported Binge or Heavy Drinking\* in Past 30 Days



## Insight

Half of the comparative counties exhibited an increase in the percentage of adults who reported binge/heavy drinking over the reported timespan, while half reported a decrease in the percentage of adults. Fond du Lac County reported the second highest increase (+3%) after Wayne County (+8%), and had the second highest percentage in 2017 (25%), second only to Sheboygan County (27%).

\*Binge drinking is defined as a woman consuming 5+ alcoholic drinks during a single occasion or a man consuming 6+ alcoholic drinks in a single occasion.

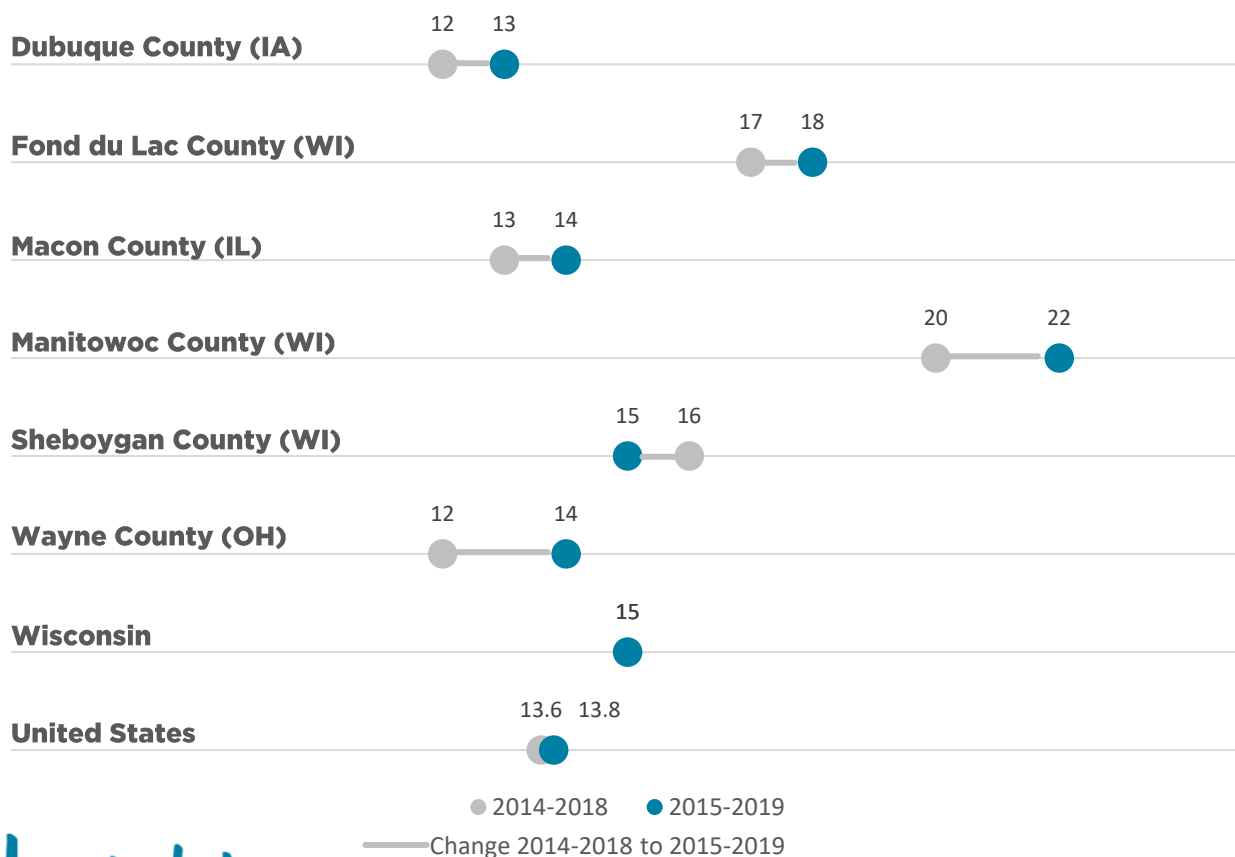
Heavy drinking is defined as a woman drinking 2+ drinks on average per day or a man drinking 3+ drinks on average per day.

# HEALTH & WELLNESS

## Suicide Rate



### Suicide Rate per 100,000 Population



## Insight

Suicide rates shown represent the number of deaths per 100,000 population attributed to suicide, and numbers shown represent five-year averages. Suicide rates are age-adjusted to account for counties with differing age structures. All comparative counties experienced an increase in suicide across the two time points except for Sheboygan County. Fond du Lac County has the second highest suicide rate of 18, second only to Manitowoc County (rate = 22), and is higher than both the state and national averages. Fond du Lac County also experienced simultaneous increases in poor mental health days and excessive drinking over this time frame, which may be associated with the increased suicide rate.



# Quality of Life



## The Data

‘Quality of life’ means something different to everyone. This section shares some of the things that make our community a great place to live, work, and play – art and culture, fitness, recreation facilities, retail and restaurants, and public safety.



## Why It's Important

It takes many things to be a happy and healthy community, and the definition of ‘happy and healthy’ varies by resident. That’s why it’s important to ensure we have a variety of activities and amenities available to our citizens. Benchmarking these items allows us to identify our strengths and areas for improvement.



# QUALITY OF LIFE

## Arts Engagement

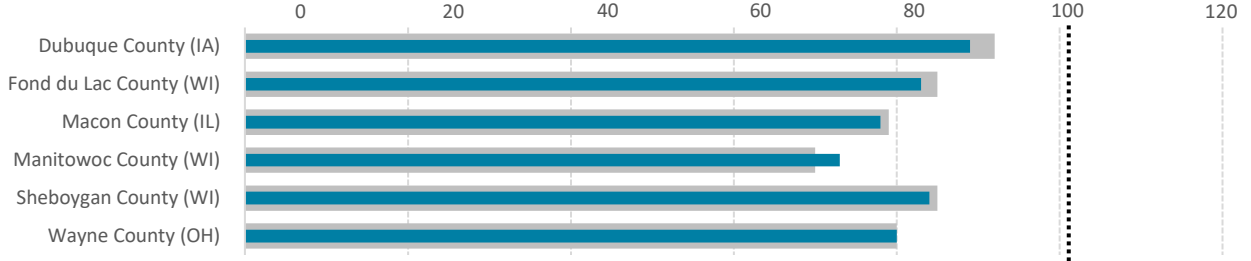


### Market Potential Index

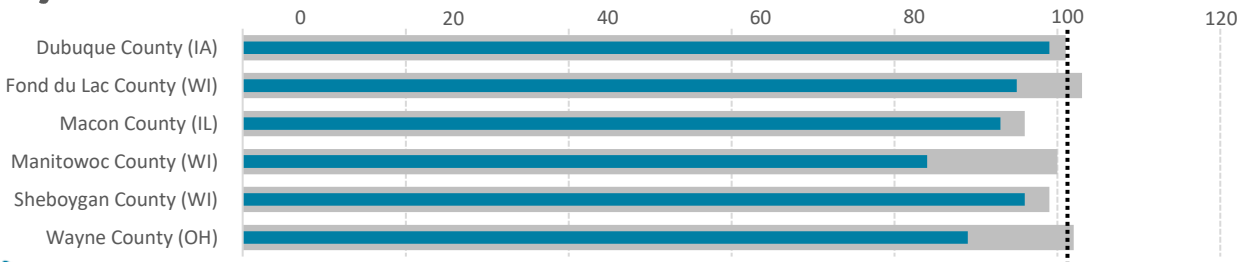
#### Went to an Art Gallery in Last 12 Months



#### Went to a Museum in Last 12 Months



#### Played a Musical Instrument in Last 12 Months



Insight

● 2018 ● Forecasted 2020 ⋮ National Market Potential Index (100)

Market Potential Index (MPI) refers to the likelihood of adults in the area to exhibit consumer behaviors or purchasing patterns. The national average is represented by 100. An MPI of 100+ indicates high tendencies, whereas an MPI below 100 indicates lower tendencies compared to the national average. Out of the three behaviors, Fond du Lac County showed the greatest tendency for playing a musical instrument, though the MPI was still less than 100 in 2020. All three behaviors decreased in Fond du Lac County. Interestingly, art gallery attendance in many of the counties increased from 2018-2020.

*Note.* 2020 MPI includes forecasted numbers, which may not reflect changes in trends due to COVID-19.

Source: Esri

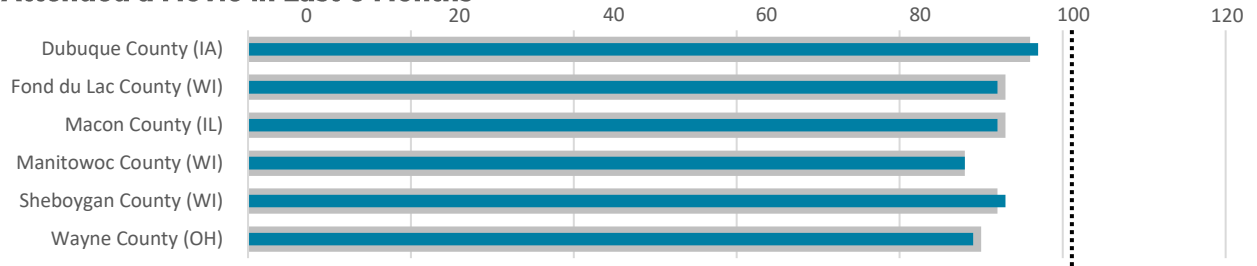
# QUALITY OF LIFE

## Other Recreation

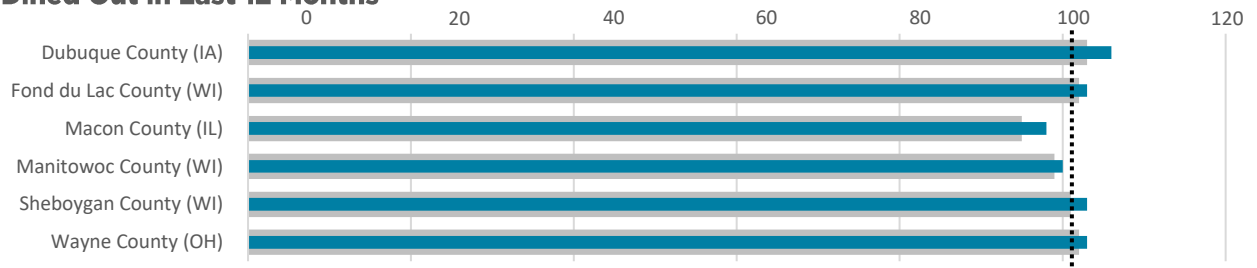


### Market Potential Index

#### Attended a Movie in Last 6 Months



#### Dined Out in Last 12 Months



● 2018 ● Forecasted 2020 ⋮ National Market Potential Index (100)

## Insight

Market Potential Index (MPI) refers to the likelihood of adults in the area to exhibit consumer behaviors or purchasing patterns. The national average is represented by 100. An MPI of 100+ indicates high tendencies, whereas an MPI below 100 indicates lower tendencies compared to the national average. All comparative counties were less likely to attend a movie in the last six months than the national average in 2020, and Fond du Lac County's likelihood decreased from 2018 to 2020. Most comparative counties were more likely than the national average to dine out, and Fond du Lac County's likelihood increased from 2018 to 2020.

*Note.* 2020 MPI includes forecasted numbers, which may not reflect changes in trends due to COVID-19.

*Source: Esri*

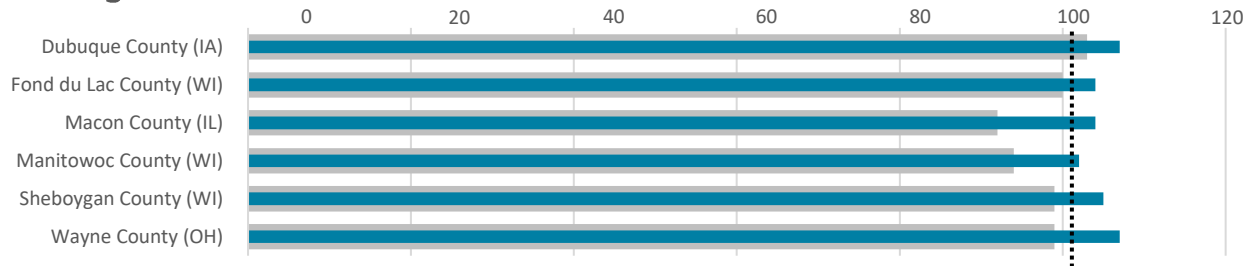
# QUALITY OF LIFE

## Fitness Behaviors

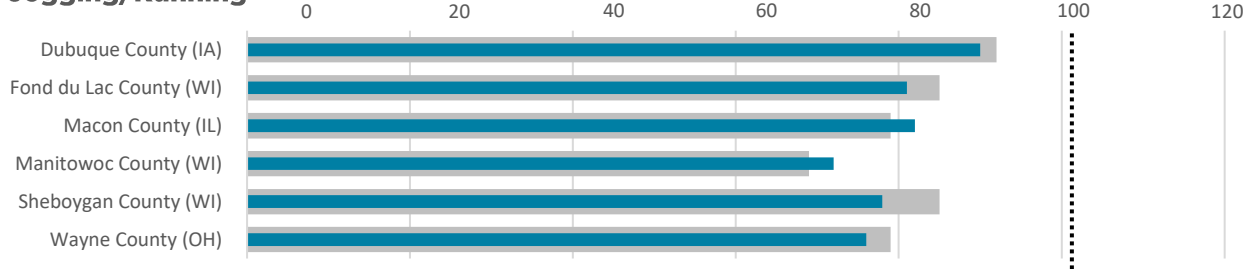


### Market Potential Index

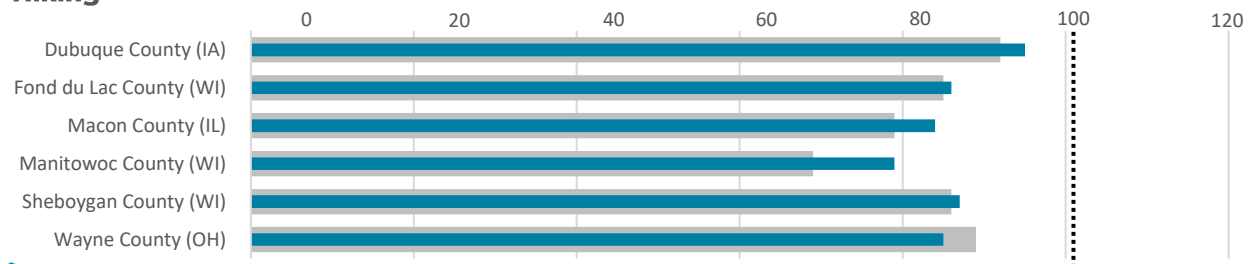
#### Walking



#### Jogging/Running



#### Hiking



Insight

● 2018 ● Forecasted 2020 ⋮ National Market Potential Index (100)

Market Potential Index (MPI) refers to the likelihood of adults in the area to exhibit consumer behaviors or purchasing patterns. The national average is represented by 100. An MPI of 100+ indicates high tendencies, whereas an MPI below 100 indicates lower tendencies compared to the national average. Projected MPI for 2020 showed increases across all counties in walking and hiking (except Wayne County). The MPI for jogging/running was projected to decrease for Fond du Lac County, meaning the county would be even less likely to participate in this activity compared to the national average.

*Note.* 2020 MPI includes forecasted numbers, which may not reflect changes in trends due to COVID-19.

Source: Esri

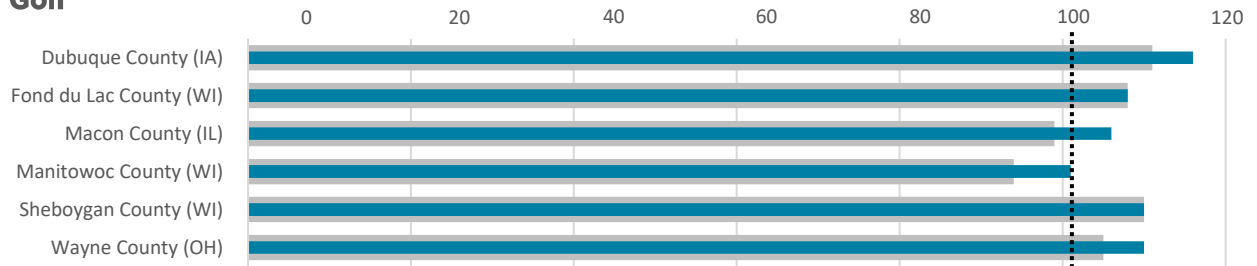
# QUALITY OF LIFE

## Fitness Behaviors

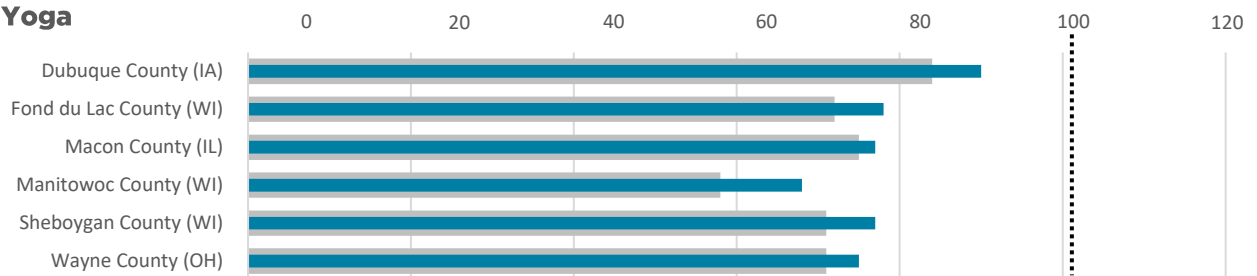


### Market Potential Index

#### Golf



#### Yoga



● 2018 ● Forecasted 2020 : National Market Potential Index (100)

## Insight

Market Potential Index (MPI) refers to the likelihood of adults in the area to exhibit consumer behaviors or purchasing patterns. The national average is represented by 100. An MPI of 100+ indicates high tendencies, whereas an MPI below 100 indicates lower tendencies compared to the national average. Fond du Lac County residents continue to have a greater tendency to participate in golf compared to the national average, evidenced by the county's numerous golf courses. Yoga, though less than the national average, was projected to increase substantially across all counties from 2018 to 2020.

*Note.* 2020 MPI includes forecasted numbers, which may not reflect changes in trends due to COVID-19.

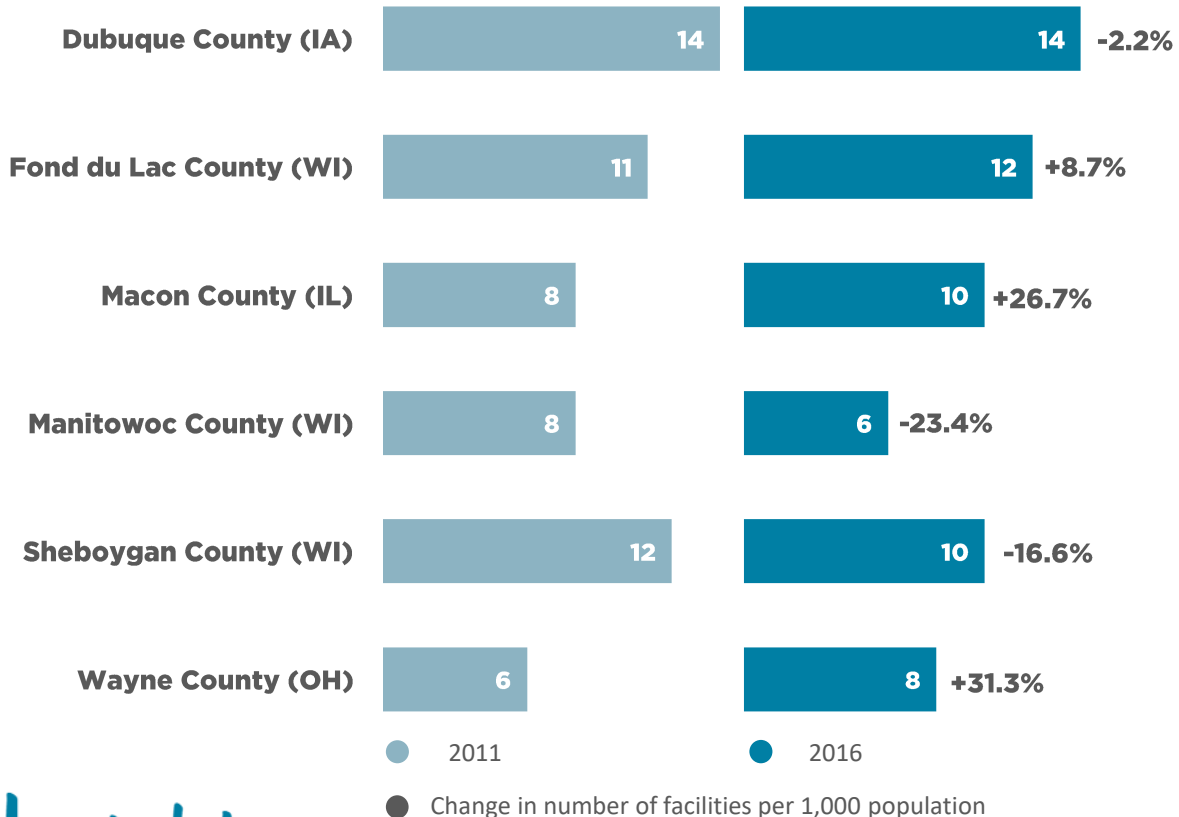
*Source: Esri*

# QUALITY OF LIFE

## Recreation Facilities



### Number of Fitness/Recreation Facilities



## Insight

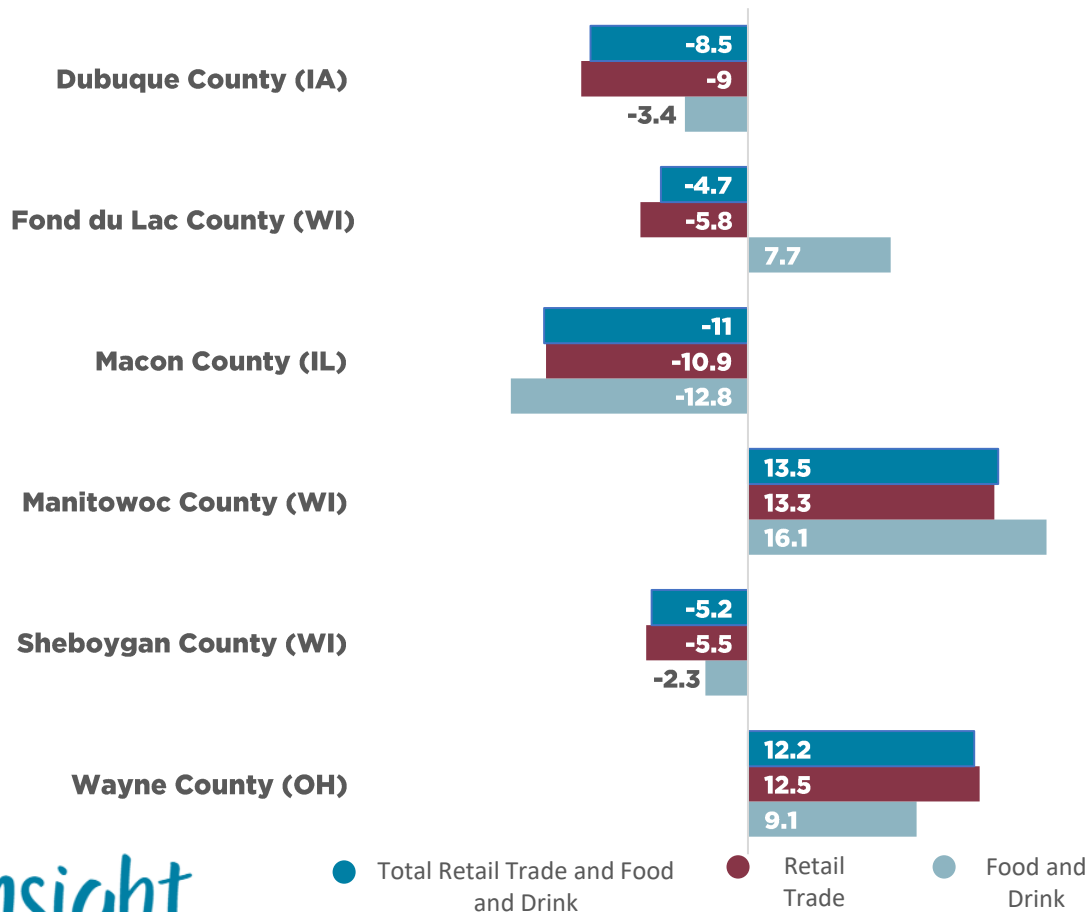
The bar chart shows the number of fitness/recreation facilities in each county in 2011 and 2016. The grey number indicates the percent change in the number of facilities per 1,000 population over that same time span. Though Fond du Lac County only gained one facility, this represented an 8.7% increase in the number of facilities per 1,000 population. Fond du Lac County also had the second highest rate of facilities per 1,000 population overall, second only to Dubuque County. Only two counties decreased their number of facilities, Sheboygan and Manitowoc Counties, both in Wisconsin.

# QUALITY OF LIFE

## Retail & Restaurant



### Leakage and Surplus



## Insight

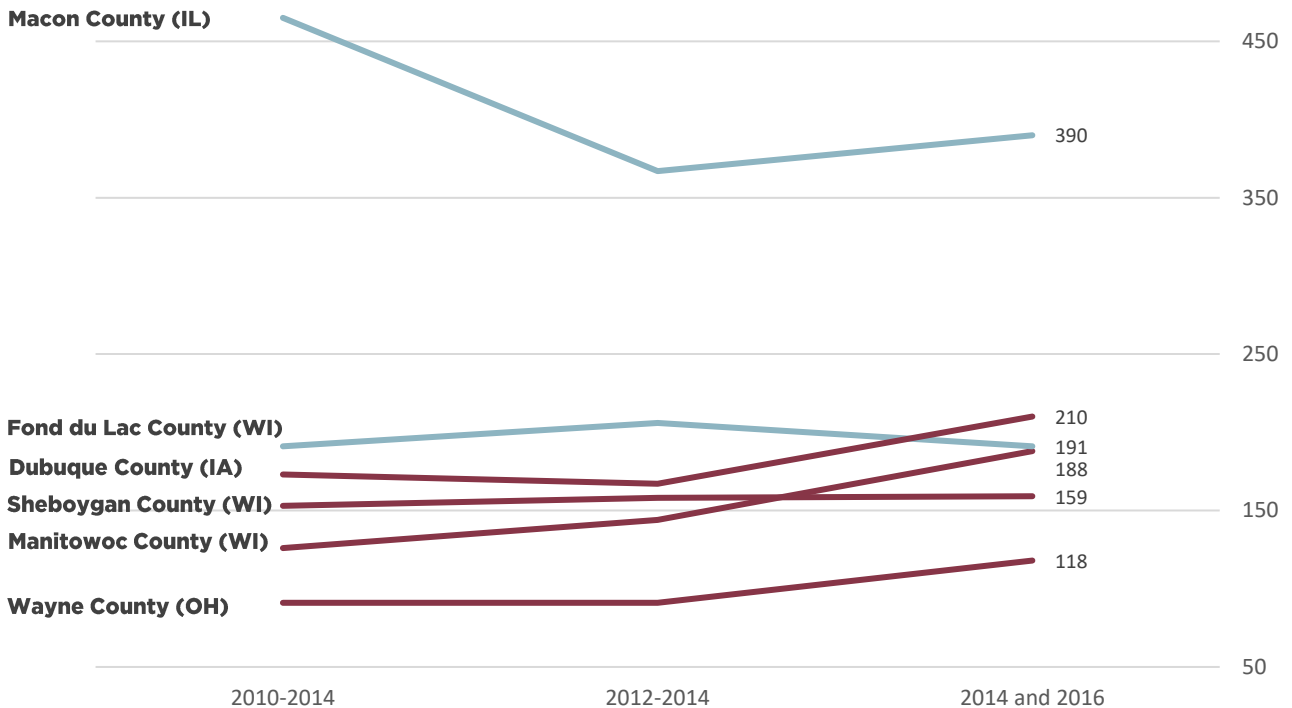
Leakage and surplus measures the relationship between supply and demand. The measure ranges from -100 to +100, where +100 reflects total leakage (i.e., a leakage of opportunity outside the area). A total surplus of opportunity inside the trade area drawing in consumers from outside that area is represented by -100. At the time of the statistic (2017), Fond du Lac County had a surplus of retail trade, drawing consumers in; however, since that time, numerous big-box retailers have exited the county. Fond du Lac County exhibited leakage in food and drink, meaning consumers left Fond du Lac County for service elsewhere.

# QUALITY OF LIFE

## Violent Crime Rates



### Number of Reported Violent Crime Offenses per 100,000 Population



## Insight

— Decrease or Maintenance of Violent Crime Rate  
— Increase in Violent Crime Rate

Though Fond du Lac County's violent crime rate has consistently ranked in the top half of the comparative counties, Fond du Lac County has maintained its violent crime rate over time, whereas four comparative communities increased their violent crime rates. Only Macon County decreased its violent crime rate, though it still experiences a significantly higher violent crime rate in comparison to other counties. It is important to note that the most recently reported data was from 2014 and 2016 and may not accurately reflect current violent crime trends in the comparative counties.



