



# Community Profile

Rings: 1, 3, 5 mile radii

4144 Harbor Town Ln, Manitowoc, WI

Latitude: 44.08  
Longitude: -87.70

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	3,127	29,510	38,193
2010 Total Population	3,033	28,343	37,496
2018 Total Population	2,975	27,858	37,117
2018 Group Quarters	90	618	842
2023 Total Population	2,931	27,529	36,787
2018-2023 Annual Rate	-0.30%	-0.24%	-0.18%
2018 Total Daytime Population	7,601	35,504	42,837
Workers	5,990	21,634	24,761
Residents	1,611	13,870	18,076
<b>Household Summary</b>			
2000 Households	1,336	11,871	15,655
2000 Average Household Size	2.22	2.41	2.37
2010 Households	1,406	11,909	16,109
2010 Average Household Size	2.09	2.32	2.27
2018 Households	1,394	11,817	16,096
2018 Average Household Size	2.07	2.31	2.25
2023 Households	1,382	11,718	16,003
2023 Average Household Size	2.06	2.30	2.25
2018-2023 Annual Rate	-0.17%	-0.17%	-0.12%
2010 Families	789	7,281	9,803
2010 Average Family Size	2.74	2.96	2.90
2018 Families	769	7,125	9,655
2018 Average Family Size	2.71	2.92	2.87
2023 Families	758	7,026	9,545
2023 Average Family Size	2.68	2.91	2.86
2018-2023 Annual Rate	-0.29%	-0.28%	-0.23%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,424	12,491	16,494
Owner Occupied Housing Units	56.6%	65.3%	66.3%
Renter Occupied Housing Units	37.2%	29.7%	28.6%
Vacant Housing Units	6.2%	5.0%	5.1%
2010 Housing Units	1,563	13,006	17,536
Owner Occupied Housing Units	50.3%	61.3%	62.7%
Renter Occupied Housing Units	39.7%	30.2%	29.2%
Vacant Housing Units	10.0%	8.4%	8.1%
2018 Housing Units	1,579	13,099	17,668
Owner Occupied Housing Units	48.4%	59.4%	61.2%
Renter Occupied Housing Units	39.8%	30.8%	29.9%
Vacant Housing Units	11.7%	9.8%	8.9%
2023 Housing Units	1,597	13,246	17,873
Owner Occupied Housing Units	48.6%	58.8%	60.6%
Renter Occupied Housing Units	37.9%	29.7%	29.0%
Vacant Housing Units	13.5%	11.5%	10.5%
<b>Median Household Income</b>			
2018	\$44,447	\$46,472	\$47,539
2023	\$48,623	\$50,775	\$51,879
<b>Median Home Value</b>			
2018	\$109,011	\$116,043	\$124,001
2023	\$111,685	\$120,637	\$129,062
<b>Per Capita Income</b>			
2018	\$25,481	\$26,525	\$27,859
2023	\$28,518	\$29,656	\$31,137
<b>Median Age</b>			
2010	44.6	40.8	42.4
2018	45.7	42.1	43.8
2023	44.9	42.7	44.2

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	1,394	11,817	16,096
<\$15,000	11.3%	11.2%	11.7%
\$15,000 - \$24,999	9.4%	11.9%	11.2%
\$25,000 - \$34,999	16.0%	12.6%	12.4%
\$35,000 - \$49,999	18.8%	17.5%	16.8%
\$50,000 - \$74,999	22.8%	19.3%	18.8%
\$75,000 - \$99,999	11.8%	12.5%	12.5%
\$100,000 - \$149,999	7.7%	10.6%	11.1%
\$150,000 - \$199,999	1.0%	2.2%	2.7%
\$200,000+	1.3%	2.3%	2.8%
Average Household Income	\$54,496	\$61,147	\$63,545
<b>2023 Households by Income</b>			
Household Income Base	1,382	11,718	16,003
<\$15,000	10.1%	9.8%	10.3%
\$15,000 - \$24,999	7.8%	10.2%	9.6%
\$25,000 - \$34,999	14.5%	11.6%	11.3%
\$35,000 - \$49,999	18.9%	17.5%	16.8%
\$50,000 - \$74,999	23.7%	19.3%	18.8%
\$75,000 - \$99,999	12.7%	13.2%	13.2%
\$100,000 - \$149,999	9.7%	13.1%	13.8%
\$150,000 - \$199,999	1.2%	2.6%	3.2%
\$200,000+	1.6%	2.7%	3.1%
Average Household Income	\$60,651	\$68,226	\$70,885
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	765	7,787	10,812
<\$50,000	6.9%	5.0%	4.6%
\$50,000 - \$99,999	36.2%	35.3%	30.5%
\$100,000 - \$149,999	37.0%	30.2%	31.0%
\$150,000 - \$199,999	8.6%	13.2%	14.5%
\$200,000 - \$249,999	2.5%	7.0%	8.5%
\$250,000 - \$299,999	3.3%	3.1%	3.7%
\$300,000 - \$399,999	5.1%	4.4%	4.9%
\$400,000 - \$499,999	0.0%	0.7%	0.8%
\$500,000 - \$749,999	0.0%	0.5%	0.8%
\$750,000 - \$999,999	0.0%	0.3%	0.2%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$123,130	\$141,066	\$150,749
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	776	7,784	10,826
<\$50,000	7.7%	5.4%	4.8%
\$50,000 - \$99,999	34.0%	32.7%	28.1%
\$100,000 - \$149,999	35.6%	28.9%	29.5%
\$150,000 - \$199,999	9.5%	14.2%	15.6%
\$200,000 - \$249,999	2.8%	7.4%	8.9%
\$250,000 - \$299,999	3.6%	3.4%	3.9%
\$300,000 - \$399,999	6.8%	5.2%	5.8%
\$400,000 - \$499,999	0.0%	1.0%	1.1%
\$500,000 - \$749,999	0.0%	0.9%	1.4%
\$750,000 - \$999,999	0.0%	0.5%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$128,636	\$150,774	\$161,924

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	3,034	28,344	37,493
0 - 4	6.3%	6.3%	5.9%
5 - 9	5.3%	6.2%	6.0%
10 - 14	5.0%	6.2%	6.1%
15 - 24	11.7%	12.4%	11.9%
25 - 34	11.9%	12.3%	11.7%
35 - 44	10.1%	11.7%	11.7%
45 - 54	14.3%	15.3%	15.6%
55 - 64	13.7%	12.4%	12.8%
65 - 74	8.5%	7.6%	8.2%
75 - 84	8.1%	6.1%	6.5%
85 +	4.8%	3.6%	3.7%
18 +	80.3%	77.2%	77.9%
<b>2018 Population by Age</b>			
Total	2,975	27,857	37,118
0 - 4	5.9%	6.0%	5.6%
5 - 9	5.3%	5.9%	5.6%
10 - 14	4.7%	5.7%	5.6%
15 - 24	10.4%	11.4%	11.1%
25 - 34	12.8%	12.8%	12.2%
35 - 44	10.1%	11.4%	11.1%
45 - 54	11.8%	12.9%	13.1%
55 - 64	14.6%	14.3%	14.8%
65 - 74	11.4%	10.1%	10.7%
75 - 84	7.7%	5.8%	6.2%
85 +	5.3%	3.8%	3.8%
18 +	81.3%	78.9%	79.6%
<b>2023 Population by Age</b>			
Total	2,930	27,530	36,787
0 - 4	5.8%	5.9%	5.5%
5 - 9	5.6%	6.0%	5.7%
10 - 14	5.1%	5.9%	5.7%
15 - 24	9.9%	10.8%	10.5%
25 - 34	12.2%	12.2%	11.8%
35 - 44	11.4%	11.9%	11.7%
45 - 54	10.6%	11.7%	11.8%
55 - 64	13.8%	13.8%	14.3%
65 - 74	12.7%	11.7%	12.4%
75 - 84	8.2%	6.6%	7.0%
85 +	4.7%	3.6%	3.6%
18 +	80.6%	78.7%	79.5%
<b>2010 Population by Sex</b>			
Males	1,456	13,855	18,235
Females	1,577	14,488	19,261
<b>2018 Population by Sex</b>			
Males	1,433	13,684	18,133
Females	1,542	14,174	18,984
<b>2023 Population by Sex</b>			
Males	1,421	13,600	18,061
Females	1,510	13,929	18,726

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<b>2010 Population by Race/Ethnicity</b>			
Total	3,033	28,344	37,495
White Alone	86.7%	89.3%	90.6%
Black Alone	1.1%	1.0%	0.9%
American Indian Alone	0.8%	0.6%	0.6%
Asian Alone	7.8%	5.0%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	2.1%	1.9%
Two or More Races	2.3%	2.0%	1.7%
Hispanic Origin	3.9%	5.0%	4.6%
Diversity Index	29.9	27.6	24.9
<b>2018 Population by Race/Ethnicity</b>			
Total	2,976	27,858	37,117
White Alone	83.9%	86.5%	88.2%
Black Alone	1.9%	1.8%	1.6%
American Indian Alone	0.9%	0.7%	0.6%
Asian Alone	8.7%	5.6%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	2.7%	2.5%
Two or More Races	3.0%	2.6%	2.3%
Hispanic Origin	5.1%	6.4%	6.0%
Diversity Index	35.6	33.8	30.7
<b>2023 Population by Race/Ethnicity</b>			
Total	2,931	27,528	36,788
White Alone	81.5%	84.2%	86.1%
Black Alone	2.7%	2.6%	2.3%
American Indian Alone	0.9%	0.7%	0.6%
Asian Alone	9.3%	6.1%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	3.4%	3.1%
Two or More Races	3.5%	3.1%	2.7%
Hispanic Origin	6.2%	7.8%	7.3%
Diversity Index	40.4	39.0	35.6
<b>2010 Population by Relationship and Household Type</b>			
Total	3,033	28,343	37,496
In Households	96.9%	97.7%	97.6%
In Family Households	73.8%	78.3%	77.9%
Householder	25.5%	26.0%	26.2%
Spouse	17.8%	19.5%	20.3%
Child	25.8%	28.4%	27.6%
Other relative	2.3%	2.1%	1.9%
Nonrelative	2.4%	2.3%	2.0%
In Nonfamily Households	23.1%	19.4%	19.7%
In Group Quarters	3.1%	2.3%	2.4%
Institutionalized Population	2.2%	1.4%	1.4%
Noninstitutionalized Population	0.9%	0.9%	1.0%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Population 25+ by Educational Attainment</b>			
Total	2,191	19,793	26,754
Less than 9th Grade	7.1%	4.2%	3.6%
9th - 12th Grade, No Diploma	9.1%	6.5%	6.0%
High School Graduate	39.5%	34.7%	34.3%
GED/Alternative Credential	2.4%	3.6%	3.4%
Some College, No Degree	15.8%	19.8%	19.0%
Associate Degree	8.9%	9.6%	10.3%
Bachelor's Degree	13.8%	15.5%	16.4%
Graduate/Professional Degree	3.5%	6.3%	7.0%
<b>2018 Population 15+ by Marital Status</b>			
Total	2,503	22,958	30,864
Never Married	30.7%	29.1%	28.2%
Married	46.0%	50.6%	52.0%
Widowed	10.6%	7.9%	8.0%
Divorced	12.6%	12.3%	11.8%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	98.1%	98.0%	98.2%
Civilian Unemployed (Unemployment Rate)	1.9%	2.0%	1.8%
<b>2018 Employed Population 16+ by Industry</b>			
Total	1,390	14,228	19,363
Agriculture/Mining	1.8%	1.1%	1.4%
Construction	1.7%	3.6%	4.2%
Manufacturing	45.0%	31.0%	29.1%
Wholesale Trade	2.0%	1.7%	1.8%
Retail Trade	9.6%	10.3%	9.9%
Transportation/Utilities	4.0%	4.7%	4.9%
Information	0.9%	0.7%	0.7%
Finance/Insurance/Real Estate	3.4%	4.5%	4.0%
Services	29.4%	39.8%	41.4%
Public Administration	2.3%	2.6%	2.6%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	1,390	14,227	19,362
White Collar	53.5%	48.5%	50.5%
Management/Business/Financial	16.5%	10.1%	10.7%
Professional	14.1%	16.9%	18.2%
Sales	5.9%	7.7%	7.9%
Administrative Support	16.9%	13.9%	13.6%
Services	15.0%	19.8%	19.2%
Blue Collar	31.6%	31.8%	30.3%
Farming/Forestry/Fishing	1.0%	0.5%	0.6%
Construction/Extraction	1.5%	2.8%	3.1%
Installation/Maintenance/Repair	1.6%	3.7%	3.4%
Production	20.5%	18.1%	16.4%
Transportation/Material Moving	7.0%	6.7%	6.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,033	28,343	37,496
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	93.4%	94.3%	90.7%
Rural Population	6.6%	5.7%	9.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	1,406	11,910	16,109
Households with 1 Person	37.9%	33.0%	33.6%
Households with 2+ People	62.1%	67.0%	66.4%
Family Households	56.1%	61.1%	60.9%
Husband-wife Families	39.3%	45.8%	47.2%
With Related Children	12.9%	17.2%	17.5%
Other Family (No Spouse Present)	16.7%	15.3%	13.6%
Other Family with Male Householder	4.8%	4.8%	4.3%
With Related Children	3.2%	3.0%	2.7%
Other Family with Female Householder	12.0%	10.5%	9.4%
With Related Children	8.0%	7.4%	6.4%
Nonfamily Households	6.0%	5.9%	5.6%
All Households with Children	24.7%	28.1%	27.1%
Multigenerational Households	2.1%	1.9%	1.6%
Unmarried Partner Households	8.1%	7.3%	6.7%
Male-female	7.9%	7.0%	6.3%
Same-sex	0.2%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	1,405	11,911	16,109
1 Person Household	37.9%	33.0%	33.6%
2 Person Household	35.2%	35.1%	35.5%
3 Person Household	13.2%	13.7%	13.3%
4 Person Household	8.3%	10.5%	10.4%
5 Person Household	3.1%	4.4%	4.3%
6 Person Household	1.6%	1.9%	1.8%
7 + Person Household	0.8%	1.3%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,406	11,909	16,109
Owner Occupied	55.9%	67.0%	68.2%
Owned with a Mortgage/Loan	34.4%	42.8%	43.0%
Owned Free and Clear	21.5%	24.1%	25.2%
Renter Occupied	44.1%	33.0%	31.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,563	13,006	17,536
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	93.0%	95.2%	91.8%
Rural Housing Units	7.0%	4.8%	8.2%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
<b>2.</b>	Small Town Simplicity	Heartland Communities	Midlife Constants (5E)
<b>3.</b>	Heartland Communities	Midlife Constants (5E)	Salt of the Earth (6B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,951,135	\$18,531,181	\$26,223,528
Average Spent	\$1,399.67	\$1,568.18	\$1,629.20
Spending Potential Index	64	72	75
Education: Total \$	\$1,201,009	\$11,789,026	\$16,504,444
Average Spent	\$861.56	\$997.63	\$1,025.38
Spending Potential Index	60	69	71
Entertainment/Recreation: Total \$	\$3,089,606	\$28,942,938	\$41,057,496
Average Spent	\$2,216.36	\$2,449.26	\$2,550.79
Spending Potential Index	69	76	79
Food at Home: Total \$	\$4,907,126	\$45,775,146	\$64,893,924
Average Spent	\$3,520.18	\$3,873.67	\$4,031.68
Spending Potential Index	70	77	80
Food Away from Home: Total \$	\$3,180,410	\$30,304,566	\$42,896,259
Average Spent	\$2,281.50	\$2,564.49	\$2,665.03
Spending Potential Index	65	73	76
Health Care: Total \$	\$5,796,672	\$53,932,112	\$76,681,522
Average Spent	\$4,158.30	\$4,563.94	\$4,764.01
Spending Potential Index	73	80	83
HH Furnishings & Equipment: Total \$	\$1,927,008	\$18,375,833	\$26,000,684
Average Spent	\$1,382.36	\$1,555.03	\$1,615.35
Spending Potential Index	66	74	77
Personal Care Products & Services: Total \$	\$741,303	\$7,101,699	\$10,073,800
Average Spent	\$531.78	\$600.97	\$625.86
Spending Potential Index	64	73	76
Shelter: Total \$	\$14,751,470	\$140,841,297	\$199,002,629
Average Spent	\$10,582.12	\$11,918.53	\$12,363.48
Spending Potential Index	63	71	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,278,198	\$21,456,614	\$30,565,709
Average Spent	\$1,634.29	\$1,815.74	\$1,898.96
Spending Potential Index	66	73	76
Travel: Total \$	\$1,805,637	\$17,624,852	\$24,931,421
Average Spent	\$1,295.29	\$1,491.48	\$1,548.92
Spending Potential Index	60	69	72
Vehicle Maintenance & Repairs: Total \$	\$1,035,051	\$9,710,553	\$13,779,718
Average Spent	\$742.50	\$821.74	\$856.10
Spending Potential Index	69	76	80

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.