



Community Profile

Rings: 1, 3, 5 mile radii

105 W 5th St, Gladwin, MI 48624, USA

Latitude: 43.9912
Longitude: -84.48585

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	2,338	4,945	7,691
2010 Total Population	2,344	4,904	7,621
2018 Total Population	2,315	4,811	7,502
2018 Group Quarters	64	202	258
2023 Total Population	2,279	4,727	7,384
2018-2023 Annual Rate	-0.31%	-0.35%	-0.32%
2018 Total Daytime Population	3,604	6,816	8,664
Workers	2,199	3,865	3,953
Residents	1,405	2,951	4,711
Household Summary			
2000 Households	1,024	1,965	2,965
2000 Average Household Size	2.22	2.42	2.51
2010 Households	1,041	2,013	3,044
2010 Average Household Size	2.19	2.34	2.42
2018 Households	1,025	1,970	2,990
2018 Average Household Size	2.20	2.34	2.42
2023 Households	1,009	1,934	2,939
2023 Average Household Size	2.20	2.34	2.42
2018-2023 Annual Rate	-0.31%	-0.37%	-0.34%
2010 Families	620	1,250	2,002
2010 Average Family Size	2.84	2.95	2.97
2018 Families	597	1,198	1,931
2018 Average Family Size	2.84	2.95	2.97
2023 Families	582	1,166	1,886
2023 Average Family Size	2.84	2.95	2.97
2018-2023 Annual Rate	-0.51%	-0.54%	-0.47%
Housing Unit Summary			
2000 Housing Units	1,095	2,277	3,713
Owner Occupied Housing Units	62.9%	62.2%	62.3%
Renter Occupied Housing Units	30.5%	24.1%	17.5%
Vacant Housing Units	6.6%	13.7%	20.1%
2010 Housing Units	1,178	2,452	3,978
Owner Occupied Housing Units	58.2%	57.8%	58.4%
Renter Occupied Housing Units	30.1%	24.3%	18.1%
Vacant Housing Units	11.6%	17.9%	23.5%
2018 Housing Units	1,198	2,481	4,016
Owner Occupied Housing Units	54.2%	54.1%	55.5%
Renter Occupied Housing Units	31.5%	25.3%	18.9%
Vacant Housing Units	14.4%	20.6%	25.5%
2023 Housing Units	1,246	2,562	4,103
Owner Occupied Housing Units	51.0%	51.3%	53.4%
Renter Occupied Housing Units	29.9%	24.2%	18.3%
Vacant Housing Units	19.0%	24.5%	28.4%
Median Household Income			
2018	\$36,449	\$37,353	\$38,985
2023	\$38,179	\$39,229	\$41,488
Median Home Value			
2018	\$96,103	\$99,662	\$104,372
2023	\$101,580	\$107,331	\$114,156
Per Capita Income			
2018	\$20,256	\$20,836	\$20,630
2023	\$22,320	\$22,792	\$22,680
Median Age			
2010	40.2	42.1	42.6
2018	41.6	43.6	44.2
2023	42.1	44.0	44.8

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



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2018 Households by Income			
Household Income Base	1,025	1,970	2,990
<\$15,000	24.0%	22.4%	20.1%
\$15,000 - \$24,999	10.4%	11.0%	11.4%
\$25,000 - \$34,999	13.0%	12.9%	12.7%
\$35,000 - \$49,999	18.8%	17.3%	17.1%
\$50,000 - \$74,999	15.9%	17.0%	18.2%
\$75,000 - \$99,999	8.6%	9.1%	9.8%
\$100,000 - \$149,999	7.0%	7.7%	8.0%
\$150,000 - \$199,999	1.1%	1.4%	1.5%
\$200,000+	1.2%	1.3%	1.2%
Average Household Income	\$47,217	\$49,234	\$50,788
2023 Households by Income			
Household Income Base	1,009	1,934	2,939
<\$15,000	23.1%	21.5%	19.0%
\$15,000 - \$24,999	9.3%	10.0%	10.2%
\$25,000 - \$34,999	12.3%	12.4%	12.0%
\$35,000 - \$49,999	18.7%	17.2%	16.9%
\$50,000 - \$74,999	16.6%	17.7%	19.0%
\$75,000 - \$99,999	9.0%	9.5%	10.3%
\$100,000 - \$149,999	8.5%	9.1%	9.7%
\$150,000 - \$199,999	1.2%	1.4%	1.7%
\$200,000+	1.3%	1.3%	1.2%
Average Household Income	\$52,094	\$54,035	\$56,034
2018 Owner Occupied Housing Units by Value			
Total	649	1,342	2,229
<\$50,000	12.6%	11.6%	12.7%
\$50,000 - \$99,999	40.5%	38.6%	35.3%
\$100,000 - \$149,999	27.4%	26.0%	21.8%
\$150,000 - \$199,999	9.7%	10.2%	12.4%
\$200,000 - \$249,999	5.1%	7.0%	7.4%
\$250,000 - \$299,999	2.0%	2.9%	4.9%
\$300,000 - \$399,999	2.6%	3.1%	4.3%
\$400,000 - \$499,999	0.0%	0.3%	0.4%
\$500,000 - \$749,999	0.0%	0.1%	0.4%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$110,940	\$119,966	\$130,793
2023 Owner Occupied Housing Units by Value			
Total	636	1,315	2,190
<\$50,000	11.2%	10.3%	11.5%
\$50,000 - \$99,999	37.9%	35.9%	32.5%
\$100,000 - \$149,999	27.4%	25.9%	21.4%
\$150,000 - \$199,999	11.0%	11.1%	12.9%
\$200,000 - \$249,999	6.3%	8.5%	8.9%
\$250,000 - \$299,999	2.7%	3.7%	6.3%
\$300,000 - \$399,999	3.5%	4.0%	5.5%
\$400,000 - \$499,999	0.0%	0.4%	0.5%
\$500,000 - \$749,999	0.0%	0.2%	0.5%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$118,465	\$128,116	\$140,292

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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2010 Population by Age			
Total	2,343	4,907	7,620
0 - 4	6.7%	6.3%	6.3%
5 - 9	6.7%	6.3%	6.3%
10 - 14	7.3%	6.7%	6.9%
15 - 24	12.8%	12.1%	12.0%
25 - 34	10.6%	10.2%	9.8%
35 - 44	12.5%	12.2%	12.0%
45 - 54	12.0%	12.4%	13.1%
55 - 64	11.7%	12.6%	13.2%
65 - 74	9.4%	9.9%	10.2%
75 - 84	6.9%	7.6%	7.1%
85 +	3.5%	3.8%	3.2%
18 +	74.9%	76.5%	76.4%
2018 Population by Age			
Total	2,314	4,812	7,504
0 - 4	6.3%	5.9%	5.9%
5 - 9	6.1%	5.9%	6.0%
10 - 14	6.1%	5.9%	6.0%
15 - 24	12.7%	11.6%	11.2%
25 - 34	11.8%	11.6%	11.3%
35 - 44	10.9%	10.6%	10.4%
45 - 54	12.3%	12.3%	12.5%
55 - 64	12.4%	13.2%	13.9%
65 - 74	11.0%	11.7%	12.2%
75 - 84	6.6%	7.0%	6.8%
85 +	4.0%	4.4%	3.7%
18 +	77.8%	78.7%	78.5%
2023 Population by Age			
Total	2,276	4,727	7,386
0 - 4	6.1%	5.7%	5.7%
5 - 9	6.2%	5.9%	6.0%
10 - 14	6.2%	6.1%	6.2%
15 - 24	11.7%	11.0%	10.5%
25 - 34	12.3%	11.5%	10.9%
35 - 44	10.7%	10.9%	10.8%
45 - 54	12.0%	11.6%	11.5%
55 - 64	11.9%	12.5%	13.4%
65 - 74	11.8%	12.8%	13.6%
75 - 84	7.5%	7.9%	7.7%
85 +	3.7%	4.1%	3.6%
18 +	78.0%	78.6%	78.4%
2010 Population by Sex			
Males	1,088	2,313	3,651
Females	1,256	2,591	3,970
2018 Population by Sex			
Males	1,082	2,287	3,625
Females	1,233	2,523	3,877
2023 Population by Sex			
Males	1,068	2,259	3,592
Females	1,211	2,468	3,792

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

April 20, 2019



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2010 Population by Race/Ethnicity			
Total	2,344	4,903	7,622
White Alone	96.8%	97.1%	97.5%
Black Alone	0.1%	0.1%	0.1%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	0.7%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.4%	0.3%
Two or More Races	1.4%	1.2%	1.1%
Hispanic Origin	1.4%	1.2%	1.1%
Diversity Index	8.8	8.0	6.9
2018 Population by Race/Ethnicity			
Total	2,315	4,810	7,502
White Alone	95.2%	95.6%	96.3%
Black Alone	0.2%	0.2%	0.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.2%	1.4%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.7%	0.5%
Two or More Races	1.9%	1.7%	1.4%
Hispanic Origin	2.0%	1.9%	1.6%
Diversity Index	12.9	11.9	10.3
2023 Population by Race/Ethnicity			
Total	2,279	4,728	7,383
White Alone	94.0%	94.5%	95.3%
Black Alone	0.3%	0.3%	0.3%
American Indian Alone	0.5%	0.4%	0.5%
Asian Alone	1.7%	1.9%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	0.9%	0.7%
Two or More Races	2.3%	2.0%	1.7%
Hispanic Origin	2.6%	2.4%	2.1%
Diversity Index	16.1	14.8	12.8
2010 Population by Relationship and Household Type			
Total	2,344	4,904	7,621
In Households	97.3%	95.9%	96.6%
In Family Households	77.8%	77.9%	80.8%
Householder	25.1%	25.5%	26.0%
Spouse	16.9%	18.4%	19.9%
Child	30.8%	29.1%	29.8%
Other relative	2.3%	2.2%	2.2%
Nonrelative	2.7%	2.7%	2.8%
In Nonfamily Households	19.5%	18.0%	15.8%
In Group Quarters	2.7%	4.1%	3.4%
Institutionalized Population	2.4%	3.7%	2.8%
Noninstitutionalized Population	0.3%	0.5%	0.6%

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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2018 Population 25+ by Educational Attainment			
Total	1,596	3,401	5,317
Less than 9th Grade	2.4%	4.0%	6.3%
9th - 12th Grade, No Diploma	9.6%	9.4%	8.9%
High School Graduate	38.0%	36.6%	35.9%
GED/Alternative Credential	3.1%	3.8%	4.2%
Some College, No Degree	25.8%	21.7%	21.5%
Associate Degree	7.3%	7.8%	8.0%
Bachelor's Degree	7.7%	9.5%	8.8%
Graduate/Professional Degree	6.3%	7.2%	6.4%
2018 Population 15+ by Marital Status			
Total	1,890	3,960	6,160
Never Married	29.9%	28.1%	26.9%
Married	44.4%	48.6%	52.6%
Widowed	6.5%	7.6%	7.2%
Divorced	19.2%	15.7%	13.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.9%	94.3%	93.3%
Civilian Unemployed (Unemployment Rate)	5.1%	5.7%	6.7%
2018 Employed Population 16+ by Industry			
Total	914	1,846	2,791
Agriculture/Mining	2.4%	3.1%	4.3%
Construction	8.0%	9.5%	10.5%
Manufacturing	14.4%	13.7%	14.4%
Wholesale Trade	3.7%	2.7%	2.3%
Retail Trade	13.7%	12.5%	11.9%
Transportation/Utilities	3.4%	3.7%	4.3%
Information	0.0%	0.1%	0.1%
Finance/Insurance/Real Estate	8.4%	6.8%	5.8%
Services	43.5%	44.7%	42.7%
Public Administration	2.5%	3.1%	3.6%
2018 Employed Population 16+ by Occupation			
Total	916	1,845	2,789
White Collar	44.0%	45.1%	45.7%
Management/Business/Financial	10.7%	10.1%	10.2%
Professional	10.9%	13.9%	14.2%
Sales	11.2%	10.3%	10.3%
Administrative Support	11.2%	10.7%	11.0%
Services	28.0%	24.6%	21.9%
Blue Collar	28.2%	30.3%	32.3%
Farming/Forestry/Fishing	1.5%	2.2%	3.0%
Construction/Extraction	6.5%	7.6%	8.9%
Installation/Maintenance/Repair	3.0%	3.0%	3.0%
Production	11.5%	11.5%	10.7%
Transportation/Material Moving	5.8%	6.0%	6.7%
2010 Population By Urban/ Rural Status			
Total Population	2,344	4,904	7,621
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	72.2%	56.2%	38.0%
Rural Population	27.8%	43.8%	62.0%

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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2010 Households by Type			
Total	1,041	2,014	3,043
Households with 1 Person	36.2%	33.7%	30.1%
Households with 2+ People	63.8%	66.3%	69.9%
Family Households	59.6%	62.1%	65.8%
Husband-wife Families	40.2%	44.9%	50.4%
With Related Children	17.1%	17.2%	18.7%
Other Family (No Spouse Present)	19.4%	17.1%	15.4%
Other Family with Male Householder	4.0%	3.9%	4.0%
With Related Children	2.3%	2.2%	2.3%
Other Family with Female Householder	15.5%	13.2%	11.4%
With Related Children	11.8%	9.6%	7.9%
Nonfamily Households	4.2%	4.2%	4.1%
All Households with Children	31.6%	29.6%	29.4%
Multigenerational Households	2.4%	2.6%	2.9%
Unmarried Partner Households	7.2%	6.6%	6.2%
Male-female	6.7%	6.1%	5.7%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	1,042	2,014	3,043
1 Person Household	36.2%	33.7%	30.1%
2 Person Household	29.1%	32.6%	35.3%
3 Person Household	14.9%	14.1%	13.7%
4 Person Household	12.2%	11.9%	12.1%
5 Person Household	5.0%	4.7%	4.7%
6 Person Household	1.6%	1.8%	2.1%
7 + Person Household	1.1%	1.3%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	1,041	2,013	3,044
Owner Occupied	65.9%	70.4%	76.4%
Owned with a Mortgage/Loan	40.0%	41.9%	44.7%
Owned Free and Clear	25.9%	28.5%	31.7%
Renter Occupied	34.1%	29.6%	23.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,178	2,452	3,978
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	74.1%	54.8%	35.4%
Rural Housing Units	25.9%	45.2%	64.6%

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



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Top 3 Tapestry Segments			
1.	Small Town Simplicity	Small Town Simplicity	Small Town Simplicity
2.	Heartland Communities	Heartland Communities	Rural Resort Dwellers (6E)
3.	Midlife Constants (5E)	Midlife Constants (5E)	Rooted Rural (10B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$1,241,066	\$2,453,066	\$3,801,491
Average Spent	\$1,210.80	\$1,245.21	\$1,271.40
Spending Potential Index	56	57	58
Education: Total \$	\$709,027	\$1,406,885	\$2,098,318
Average Spent	\$691.73	\$714.15	\$701.78
Spending Potential Index	48	49	48
Entertainment/Recreation: Total \$	\$2,025,611	\$4,050,347	\$6,433,747
Average Spent	\$1,976.21	\$2,056.01	\$2,151.75
Spending Potential Index	61	64	67
Food at Home: Total \$	\$3,240,469	\$6,425,036	\$10,192,235
Average Spent	\$3,161.43	\$3,261.44	\$3,408.77
Spending Potential Index	63	65	68
Food Away from Home: Total \$	\$2,026,620	\$4,030,150	\$6,298,213
Average Spent	\$1,977.19	\$2,045.76	\$2,106.43
Spending Potential Index	56	58	60
Health Care: Total \$	\$3,849,497	\$7,750,603	\$12,475,718
Average Spent	\$3,755.61	\$3,934.32	\$4,172.48
Spending Potential Index	66	69	73
HH Furnishings & Equipment: Total \$	\$1,227,155	\$2,457,779	\$3,869,858
Average Spent	\$1,197.22	\$1,247.60	\$1,294.27
Spending Potential Index	57	60	62
Personal Care Products & Services: Total \$	\$470,363	\$941,786	\$1,472,184
Average Spent	\$458.89	\$478.06	\$492.37
Spending Potential Index	55	58	59
Shelter: Total \$	\$9,257,670	\$18,404,627	\$28,139,717
Average Spent	\$9,031.87	\$9,342.45	\$9,411.28
Spending Potential Index	54	56	56
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,479,577	\$2,989,763	\$4,726,747
Average Spent	\$1,443.49	\$1,517.65	\$1,580.85
Spending Potential Index	58	61	64
Travel: Total \$	\$1,114,856	\$2,272,551	\$3,547,784
Average Spent	\$1,087.66	\$1,153.58	\$1,186.55
Spending Potential Index	51	54	55
Vehicle Maintenance & Repairs: Total \$	\$675,393	\$1,347,914	\$2,137,890
Average Spent	\$658.92	\$684.22	\$715.01
Spending Potential Index	61	64	66

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.