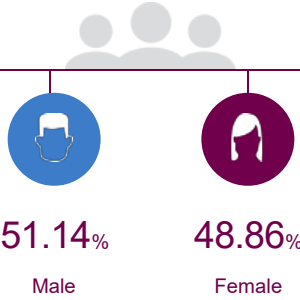


## People

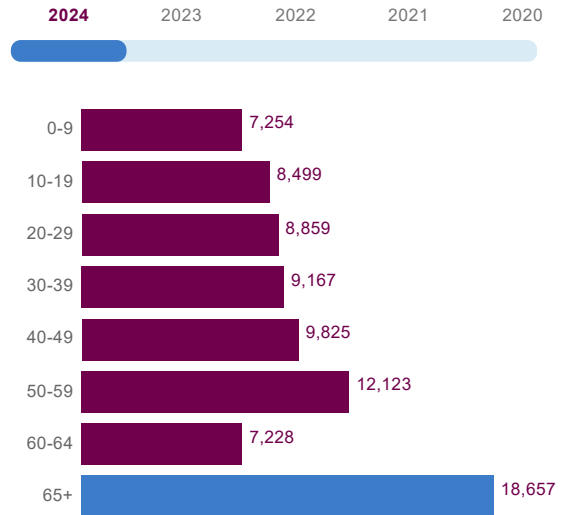
The total population of Manitowoc County is 81,567. The median age is 44.5

### 81,567

Total Population



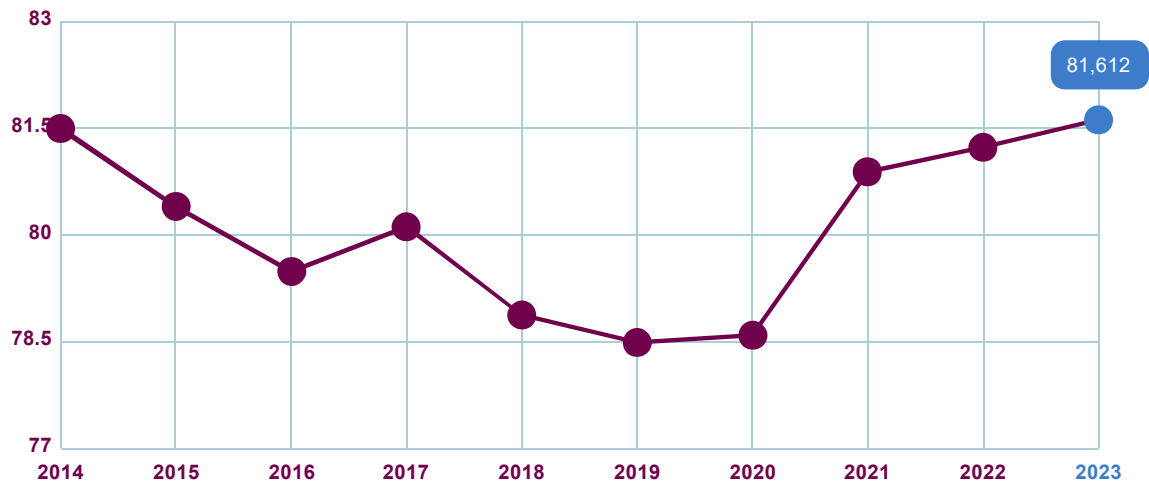
### Age Distribution



### Median Age

## 45

### Population Growth (in thousands)



# Educational Attainment



35.11% of the population in Manitowoc County have an associate's degree or higher. 92.59% have a high school degree or higher.



< Grade 9  
2.68%



Grade 9-12  
4.72%



High School  
37.76%



Some College  
19.72%



Assoc Degree  
11.81%



Bach Degree  
16.26%



Grad Degree  
7.04%



offer associate's Degree or Certificate



offer Bachelor's Degree or Higher

Labor Force



Manitowoc County has a labor force of 40,430 people, with an unemployment rate of 2.8%.

40,430

Labor Force

2.8%

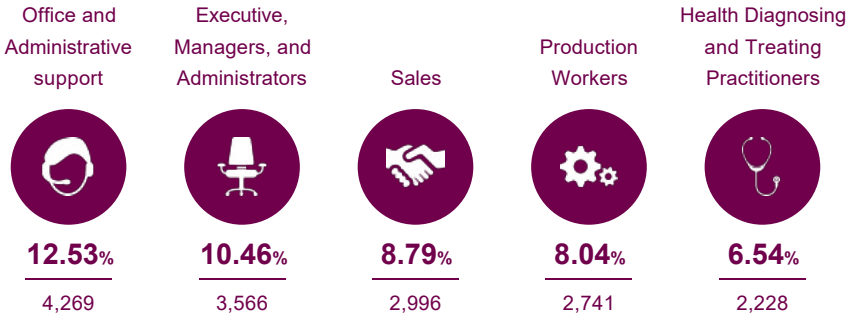
Unemployment Rate

▼ -0.1%

Unemployment Rate  
Change (1 year)

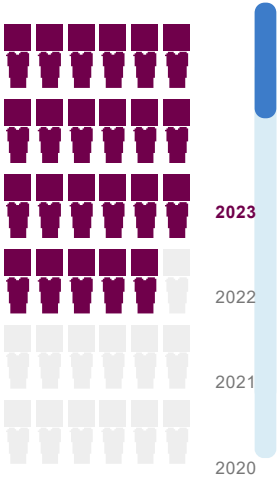
Talent

What are the largest job counts by occupation?



Total Employees

33,942



The work distribution of total employees in Manitowoc County is:



Total Establishments

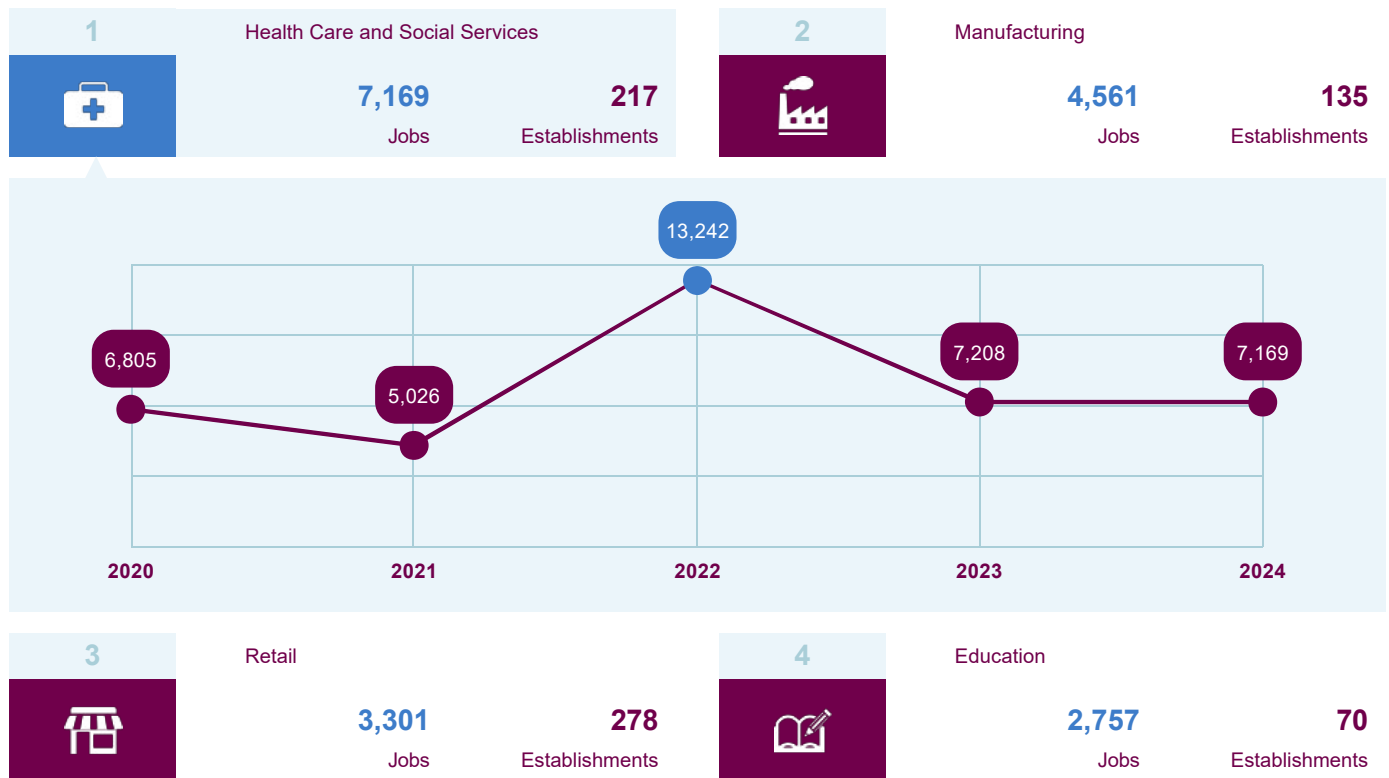
2,310



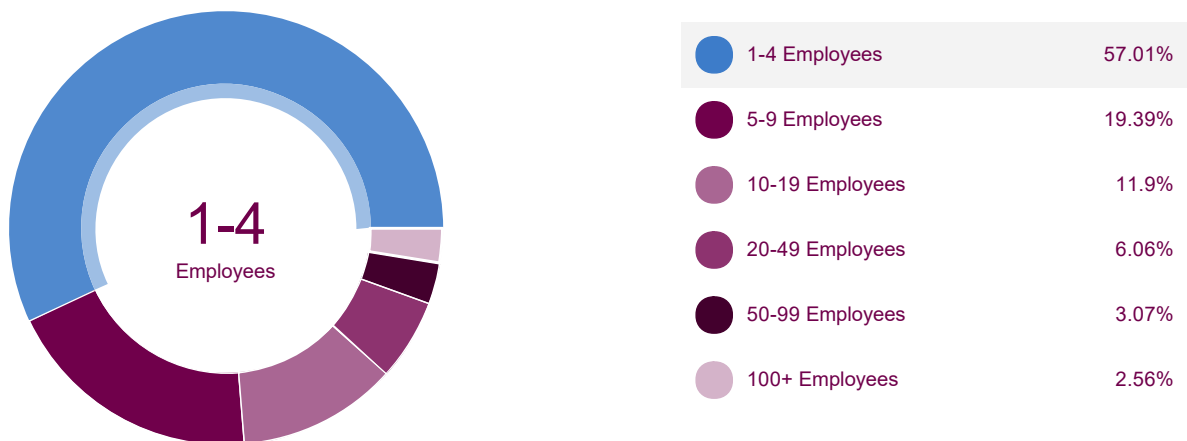
## Businesses and Jobs

Manitowoc County has a total of 2,310 businesses. In 2024, the leading industries in Manitowoc County were Health Care and Social Services, Manufacturing, Retail, and Education.

What are the top industries by jobs?



How many employees do businesses in Manitowoc County have?



## Income and Spending



Households in Manitowoc County earn a median yearly income of \$66,847. 29.21% of the households earn more than the national average each year. Household expenditures average \$65,321 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.



**\$66,847**

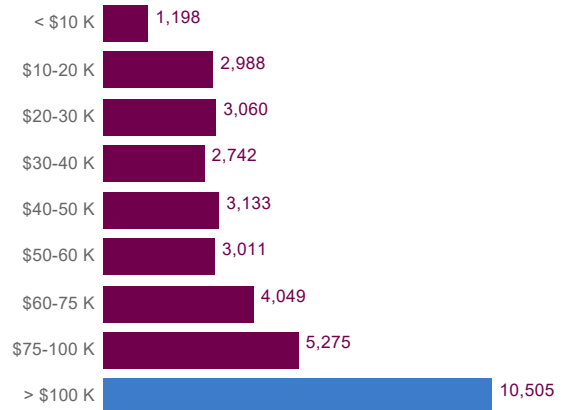
Median Household Income

**0%** more than the county

**8%** less than the state

**16%** less than the nation

### Income Distribution



How do people spend most of their money?

PER HOUSEHOLD



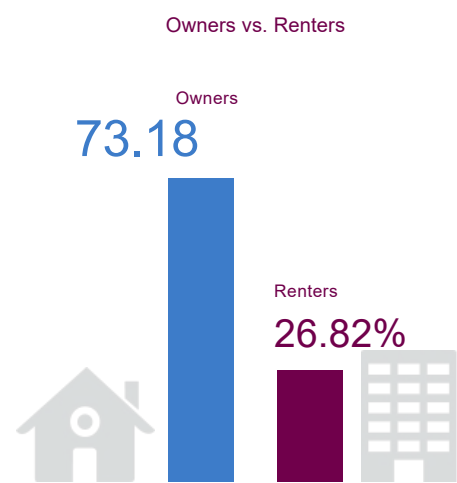
**\$65,321**

Average Household Expenditure

## Housing



There are 46% more households who own their homes than there are renters.



## Transportation



Residents spend an average of 19 minutes commuting to work. Manitowoc County is served by 21 airports within 50 miles. Rail can be accessed within the community. Interstates can be accessed within the community.



19<sub>min</sub>

Commute Travel Time



1 + 21 (+50 miles)

Airports in Community



Interstate

In Community



Freight Rail

In Community

## Taxes



Top State Corporate Income Tax

7.9%

Top State Corporate Capital Gains Tax

7.9%

Top State Personal Income Tax

7.65%

Top State Personal Capital Gains Tax

7.7%

State Sales Tax

5%