



Source: ESRI®, 2025

Population Overview

Population 2025:	80,828
Population 2030:	80,591
Female Population 2025:	39,612
Male Population 2025:	41,216
Diversity Index:	31.8

Population By Race

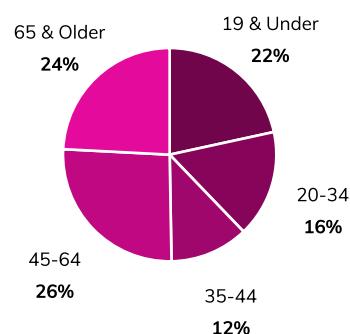
White:	87%
Hispanic or Latino:	6%
Two or More Races:	6%
Asian:	3%
Some Other Race:	2%
Black or African American:	2%
American Indian:	1%
Native Hawaiian or Pacific Islander:	Below 1%

Workforce

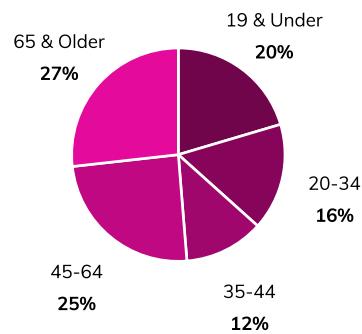
Total Workforce:	41,388
Employed:	98%
Unemployed:	2%

Population

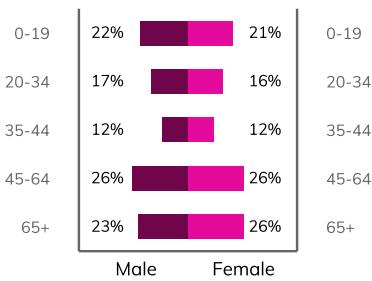
Population By Age 2025



Population By Age 2030



Age & Gender 2025



Median Age 2025



Households

2025 2030

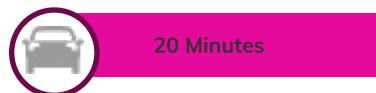


Total Families

2025 2030



Average Daily Commute



Net Migration



Housing Overview

2025 Median Home Value:	\$234,231
2030 Median Home Value:	\$296,746
2025 Total Housing Units:	38,398
2025 Owner Occupied Units:	26,372
2025 Renter Occupied Units:	9,264
2025 Vacant Units:	2,762
2030 Total Housing Units:	38,768
2030 Owner Occupied Units:	27,100
2030 Renter Occupied Units:	9,264
2030 Vacant Units:	2,743

Income

Median Household Income

2025

\$70,518

2030

\$78,922



Average Household Income

2025

\$95,766

2030

\$108,062



Per Capita Income

2025

\$42,249

2030

\$48,331



Income Growth

Per Capita Income Annual Growth Rate

2.73%

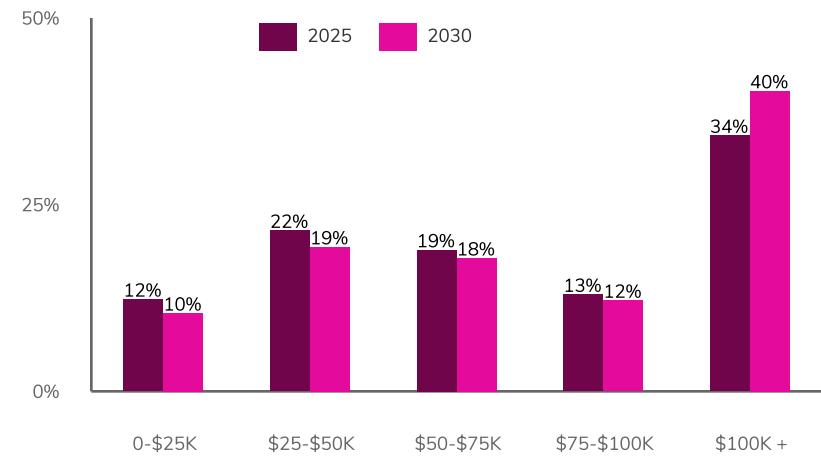
Median Household Income Annual Growth Rate

2.28%

Employment by Industry

Manufacturing:	12,227
Health Care/Social Assistance:	5,851
Retail Trade:	3,695
Construction:	2,580
Educational Services:	2,426
Accommodation/Food Services:	2,084
Finance/Insurance:	1,623
Admin/Support/Waste Management Services:	1,518
Other Services:	1,416
Agriculture/Forestry/Fishing/Hunting:	1,407
Public Administration:	1,132
Transportation/Warehousing:	1,096
Professional/Scientific/Tech Services:	1,081
Utilities:	863
Wholesale Trade:	714
Arts/Entertainment/Recreation:	444
Real Estate/Rental/Leasing:	261
Information:	219
Mining/Quarrying/Oil & Gas Extraction:	67
Management of Companies/Enterprises:	62

Household Income Distribution



Description

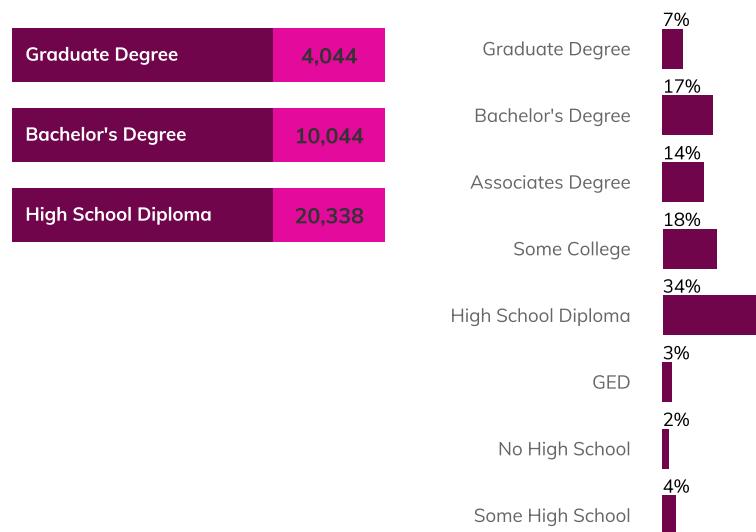
Welcome to beautiful Manitowoc County! We are a colorful community, from the dazzling blue of Lake Michigan to the deep greens of our farmlands and parks. The cities of Manitowoc, Two Rivers and Kiel, and our many towns and villages invite you to explore and experience The Place of the Good Spirit. Play, shop, learn, and discover why we are proud to call Manitowoc County our home.

Education

Education Levels

Graduate Degree	4,044
Bachelor's Degree	10,044
High School Diploma	20,338

Education Attainment 2025



Source: ESRI®, 2025