



Demographics and Lifestyles Analysis

This section describes the demographic and lifestyle characteristics of residents of the Convenience and Destination Trade Areas of Manitowoc. These geographic areas are defined in the Trade Area section, and include the following zip code areas: Convenience: 54220 – Manitowoc, 54247 – Whitelaw; and Destination: 54245 – Valders, 54247 – Whitelaw, 54241 – Two Rivers, 54220 – Manitowoc, and 54230 – Reedsville.

Demographic Trends

Population

Population is the basis for quantifying the current market size and growth trends, both of which are necessary to determine consumer demand. Population is defined as all persons living in a geographic area. Growth trends in population may indicate future opportunities for new business development.

	Convenience Trade Area	Destination Trade Area	Wisconsin
2000 Total Population	43,544	66,264	5,363,675
2000 Group Quarters	1,205	1,364	155,958
2009 Total Population	43,311	65,813	5,706,220
2014 Total Population (est.)	43,115	65,497	5,863,394
2009 - 2014 Annual Rate	-0.09%	-0.1%	0.54%

Source: ESRI Business Information Solutions

The table indicates that the Destination Trade Area population is about 66,000, approximately half of which is the City of Manitowoc (pop. 34,053). The Convenience and Destination Trade Areas are not projected to grow significantly through 2014.

Housing Units - 2009

Housing data provides the number of owner-occupied and renter-occupied housing units. These statistics are valuable in analyzing the potential for a variety of different products and services. For instance, home ownership correlates with expenditures for home furnishings and equipment. Housing data is presented below. Vacant housing *can* be an indicator of seasonal housing units; however this figure may be inflated in 2009 due to current economic and housing conditions.

	Convenience Trade Area	Destination Trade Area	Wisconsin
Owner Occupied Housing Units	66.3%	68.2%	60.2%
Renter Occupied Housing Units	26.3%	24.3%	27.9%
Vacant Housing Units	7.3%	7.5%	11.9%

Source: ESRI Business Information Solutions. Note: Vacant housing units include 2nd-homes in the trade areas.

Compared to Wisconsin there is a higher percentage of homeownership in both. In addition, the percentage of housing that is vacant is lower.

Per Capita Income Trends

Per capita income is a good indicator of the spending power of residents as it positively correlates with retail expenditures in many categories. The following table presents per capita income data.

	Convenience Trade Area	Destination Trade Area	Wisconsin
2000	\$20,283	\$20,117	\$21,271
2009	\$25,579	\$25,511	\$27,384
2014	\$26,683	\$26,548	\$28,681
2009 – 2014 annual rate	.85%	0.80%	0.93%

Source: ESRI Business Information Solutions

Per capita income in both trade areas are nearly the same, and approximately 8% below the per capita income for Wisconsin.

Household Income - 2009

Businesses are often interested in the median or average household income in a trade area or seek a minimum number of households within a certain income range. The following table provides a distribution of household incomes in the trade areas.

	Convenience Trade Area	Destination Trade Area	Wisconsin
< \$15,000	8.8%	8.5%	8.9%
\$15,000 - \$24,999	11.2%	10.8%	9.6%
\$25,000 - \$34,999	10.9%	10.6%	9.8%
\$35,000 - \$49,999	16.7%	16.4%	15.5%
\$50,000 - \$74,999	24.5%	24.8%	23.4%
\$75,000 - \$99,999	17.6%	18.3%	16.6%
\$100,000 - \$149,999	7.5%	7.7%	11.0%
\$150,000 - \$199,999	1.3%	1.4%	2.8%
\$200,000 +	1.4%	1.4%	2.4%
Average Household Income	\$60,184	\$60,876	\$67,483
Median Household Income	\$52,057	\$53,202	\$56,363

Source: ESRI Business Information Solutions

The average household incomes in the Convenience and Destination Trade Areas are approximately 12% and 11% lower than that of Wisconsin, respectively. The Convenience and Destination Trade Areas have a larger portion of households in the lower and middle income range (up to \$100,000) compared to Wisconsin. There are significantly fewer household in the upper incomes (above \$100,000).

Household Net Worth - 2009

Household net worth can be used with household income to estimate demand for particular goods and services. Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

	Convenience Trade Area	Destination Trade Area	Wisconsin
Total Households	18,158	27,301	2,283,563
< \$15,000	20.4%	19.4%	21.9%
\$15,000 - \$34,999	8.4%	7.8%	7.4%
\$35,000 - \$49,999	5.3%	5.0%	4.5%
\$50,000 - \$74,999	7.6%	7.5%	6.6%
\$75,000 - \$99,999	7.0%	7.2%	6.1%
\$100,000 - \$149,999	10.8%	11.2%	9.5%
\$150,000 - \$249,999	13.0%	13.7%	12.7%
\$250,000 - \$499,999	14.6%	15.3%	15.5%
\$500,000 - \$999,999	7.3%	7.6%	8.9%
\$1,000,000 +	5.6%	5.5%	6.8%
Median Net Worth	\$104,685	\$111,218	\$114,737
Average Net Worth	\$364,369	\$364,982	\$415,368

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI Business Information Solutions

The net worth data shows that both trade areas fairly closely resemble the State of Wisconsin as a whole. However, there are few households at both ends of the new worth spectrum (below \$15,000 and above \$500,000).

Gender - 2009

The trade areas are similar to Wisconsin and the U.S. in the ratio of males to females.

	Convenience Trade Area	Destination Trade Area	Wisconsin
Male	49.3%	49.6%	49.5%
Female	50.7%	50.4%	50.5%

Source: ESRI Business Information Solutions

Age - 2009

The following table presents age distribution data.

	Convenience Trade Area	Destination Trade Area	Wisconsin
Total	43,311	65,813	5,706,220
0 – 4	6.0%	5.9%	6.4%
5 – 9	5.9%	5.9%	6.4%
10 – 14	6.0%	6.1%	6.5%
15 – 19	6.6%	6.7%	7.2%
20 – 24	5.9%	5.9%	7.2%
25 – 34	12.1%	12.1%	12.6%
35 – 44	12.6%	12.7%	13.4%
45 – 54	15.8%	16.0%	15.3%
55 – 64	12.5%	12.6%	11.8%
65 – 74	7.4%	7.5%	6.7%
75 – 84	5.9%	5.7%	4.5%
85 +	3.2%	2.9%	2.2%

Source: ESRI Business Information Solutions

Compared to Wisconsin, both trade area's age distributions indicate a greater percentage of 65+ residents. (Convenience Trade Area – 16.5%, Destination Trade Area – 16.1%, and Wisconsin – 13.4%). However, there is a slightly smaller percent of the population under 24 (Convenience Trade Area – 30.4%, Destination Trade Area – 30.5%, and Wisconsin – 33.7%).

Race/Ethnicity – 2009

The trade area are primarily white, though approximately 4 percent are Asian/Pacific Islanders and 3 percent of the community is of Hispanic origin. The following table presents data on the ethnic diversity of the community.

	Convenience Trade Area	Destination Trade Area	Wisconsin
Total	43,311	65,813	5,706,220
White	92.5%	93.7%	86.9%
Black	0.6%	0.4%	6.3%
American Indian	0.5%	0.5%	0.9%
Asian/Pacific Islander	4.4%	3.5%	2.3%
Some Other Race	1.1%	0.9%	2.1%
Two or More Races	1.0%	0.9%	1.4%
Hispanic Origin	3.0%	2.5%	4.8%

Source: ESRI Business Information Solutions

Educational Attainment (Population 25+) – 2009

Educational attainment is another way to determine the socio-economic status of an area. Because income typically (but not always) increases with advancing educational attainment, many retailers focus on income levels rather than education.

	Convenience Trade Area	Destination Trade Area	Wisconsin
Total	30,128	45,678	3,787,621
Less than 9th Grade	5.3%	5.0%	4.0%
9th-12th Grade, No Diploma	7.5%	7.6%	8.0%
High School Graduate	41.7%	43.1%	34.6%
Some College, No Degree	18.5%	18.7%	20.3%
Associate Degree	8.1%	8.3%	8.5%
Bachelor's Degree	13.6%	12.5%	16.5%
Master's/Prof/Doctorate	5.2%	4.8%	8.0%

Source: ESRI Business Information Solutions

The trade areas have fewer residents with college degrees. Approximately 27 percent of Convenience Trade Area residents have a college degree (associate or beyond) compared to 33 percent in Wisconsin.

Employment Occupations (Population 16+) – 2009

The type of employment in a community is sometimes related to market demand for certain products and services. For example, a high white collar concentration may suggest higher demand for computers, office supplies, dry cleaning and other categories.

	Convenience Trade Area	Destination Trade Area	Wisconsin
TOTAL	21,224	32,692	2,775,195
White Collar	50.5%	48.8%	59.3%
Management/Business/Financial	10.8%	11.1%	13.5%
Professional	17.6%	16.8%	21.3%
Sales	9.7%	8.9%	11.1%
Administrative Support	12.4%	12.0%	13.4%
Services	17.3%	16.7%	16.0%
Blue Collar	32.3%	34.5%	24.6%
Farming/Forestry/Fishing	1.6%	1.9%	1.2%
Construction/Extraction	5.2%	5.1%	4.3%
Installation/Maintenance/Repair	3.8%	4.1%	3.6%
Production	14.7%	16.1%	9.1%
Transportation/Material Moving	7.0%	7.2%	6.4%

Source: ESRI Business Information Solutions

Compared to Wisconsin, the Manitowoc trade areas have a lower percent of residents in white collar occupations such as professional and administrative positions. More residents are employed in blue collar occupations, especially in production (manufacturing).

Commute Time - 2000

Commute time can be used as a proxy for determining how close individuals live in relation to their place of employment. This data can be used to plan neighborhood and regional municipal services, infrastructure, and retail mix.

	Convenience Trade Area	Destination Trade Area	Wisconsin
Total	21,665	33,411	2,690,704
Less than 10 minutes	30.8%	28.3%	19.8%
10 to 19 minutes	43.0%	39.7%	34.1%
20 to 24 minutes	7.4%	10.4%	13.8%
25 to 34 minutes	7.4%	9.1%	15.2%
35 to 44 minutes	2.9%	3.0%	4.5%
45 to 59 minutes	2.4%	2.9%	4.5%
Greater than 60 minutes	3.3%	3.3%	4.2%
Worked at Home	2.8%	3.3%	3.9%
Average travel time (minutes)	16.4	17.3	20.8

Source: ESRI Business Information Solutions

Commute times in both of the trade areas are significantly shorter than Wisconsin as a whole. Nearly 74 percent of residents in the Convenience Trade Area commute less than 20 minutes, with an average of 16 minutes, and 68 percent of residents in the Destination Trade Area with an average of 17 minutes.

Lifestyles

Trade area resident lifestyles can also be studied using lifestyle segmentation information. Lifestyle segmentation systems examine the buying habits and preferences of consumers in a trade area. One lifestyle segmentation system is Tapestry™, by ESRI Business Information Solutions. Consumers are classified into 65 demographic and behaviorally distinct segments. The segments are based on type of neighborhood (urban, suburban, rural); the residents' socio-economic status (age, income, occupation, type and value of home); and their buying behaviors.

Brief snapshots of the lifestyle preferences of these national segments are described by ESRI below. Note: Income and housing value data on these ESRI descriptions are dated. A map illustrating the dominant tapestry category by neighborhood in the Convenience Trade Area follows these descriptions.

- Green Acres, Segment 17: 18.6% of the Manitowoc Convenience Trade Area - 14.4% of Manitowoc Destination Trade Area
Country living describes the lifestyle of Green Acres residents. They are do-it-yourselfers, maintaining and remodeling their homes with paint, decks and patios, and spas. Of course, they own all the necessary power tools to accomplish their projects including power saws, drill presses, and welders. Gardening, especially vegetables, is also a priority, again with the right tools—tillers, tractors, riding mowers, edgers, and even separate home freezers for the harvest. Leisure in Green Acres includes hiking, backpacking, hunting, and bicycling. They also own motorcycles, watch motorcycle events on TV, and read motorcycle magazines. Accommodating the country lifestyle, many households employ satellite dishes in lieu of cable TV. Favorite channels include Home & Garden Television, ESPN, and the Speed Channel. They listen to news-talk radio and read fishing, hunting, and boating magazines. Living in the country does not preclude connection to the rest of world. Green Acres residents own and use PCs, probably purchased by catalog. They own a variety of software packages including education software for their children. They also use the Internet, primarily to purchase consumer goods, such as videos, clothing, and CDs, or to track investments.
- Rustbelt Retirees, Segment 29: 16.1% of the Manitowoc Convenience Trade Area - 14.8% of Manitowoc Destination Trade Area
Most *Rustbelt Retirees* neighborhoods can be found in older, industrial cities in the Northeast and Midwest, especially in Pennsylvania and other states surrounding the Great Lakes. Households are mainly occupied by married couples with no children and singles who live alone. The median age is 43.8 years. Although many residents are still working, labor force participation is below average. More than 40 percent of the households receive Social Security benefits. Most residents live in owned, single-family homes, with a median value of \$118,500. Unlike many retirees, these residents are not inclined to move. They are proud of their homes and gardens and participate in community activities. Some are members of veterans' clubs. Leisure activities include playing bingo, gambling in Atlantic City, going to the horse races, working crossword puzzles, and playing golf.
- Rustbelt Traditions, Segment 32: 14.3% of the Manitowoc Convenience Trade Area - 19.8% of Manitowoc Destination Trade Area
Rustbelt Traditions neighborhoods are the backbone of older, industrial cities in states bordering the Great Lakes. Most employed residents work in the service, manufacturing, and retail trade industries. Most residents own and live in modest single-family homes that have a median value of \$97,000. Households are primarily a mix of married-couple families, single-parent families, and singles who live alone. The median age is 35.9 years;

the median household income is \$45,300. Residents prefer to use a credit union and invest in certificates of deposit. They use coupons regularly, especially at Sam's Club, work on home remodeling or improvement projects, and buy domestic vehicles. Favorite leisure activities include hunting, bowling, fishing, and attending auto races, country music shows, and hockey games (in addition to listening to games on the radio).

- Salt of the Earth, Segment 25: 12.7% of the Manitowoc Convenience Trade Area - 22.1% of Manitowoc Destination Trade Area

A rural or small-town lifestyle best describes the *Salt of the Earth* market. The median age is 40.4 years. Labor force participation is higher than the U.S. level, and unemployment is lower. Above-average numbers of employed residents work in the manufacturing, construction, mining, and agricultural industries. The median household income is \$48,800. Households are dominated by married-couple families who live in single-family dwellings, with homeownership at 86 percent. Twenty-eight percent of the households own three or more vehicles. Most homes own a truck; many own a motorcycle. Residents are settled, hardworking, and self-reliant, taking on small home projects as well as vehicle maintenance. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites.

- Simple Living, Segment 57: 11.8% of the Manitowoc Convenience Trade Area - 7.8% of Manitowoc Destination Trade Area

Simple Living neighborhoods are found in urban outskirts or suburban areas throughout the United States. Half of the households are singles who live alone or share housing, and 32 percent consist of married-couple families. The median age is 40.1 years. Approximately one-third of householders are aged 65 years or older; 19 percent are aged 75 years or older. Housing is a mix of single-family dwellings and multiunit buildings of varying stories. Some seniors live in congregate housing (assisted living). Fifty-five percent of households are occupied by renters. Approximately 40 percent of households receive Social Security benefits. Younger residents enjoy going out dancing, whereas seniors prefer going to bingo night. To stay fit, residents play softball and volleyball. Many households do not own a computer, cell phone, or DVD player. Residents watch hours of TV per day, especially sitcoms and science fiction shows.

For more information on these lifestyle categories, a database describing detailed consumer purchasing patterns for each segment is available on the Community Tapestry CD accompanying this report and available through the Mainly Manitowoc office. These patterns are expressed using a purchase potential index (PPI). The PPI examines a wide range of retail, service, entertainment and psychographic categories to determine a household's propensity for purchasing products or participating in activities. Given the value of this information, it is suggested that this PPI information be made readily available to existing and prospective businesses in Manitowoc.

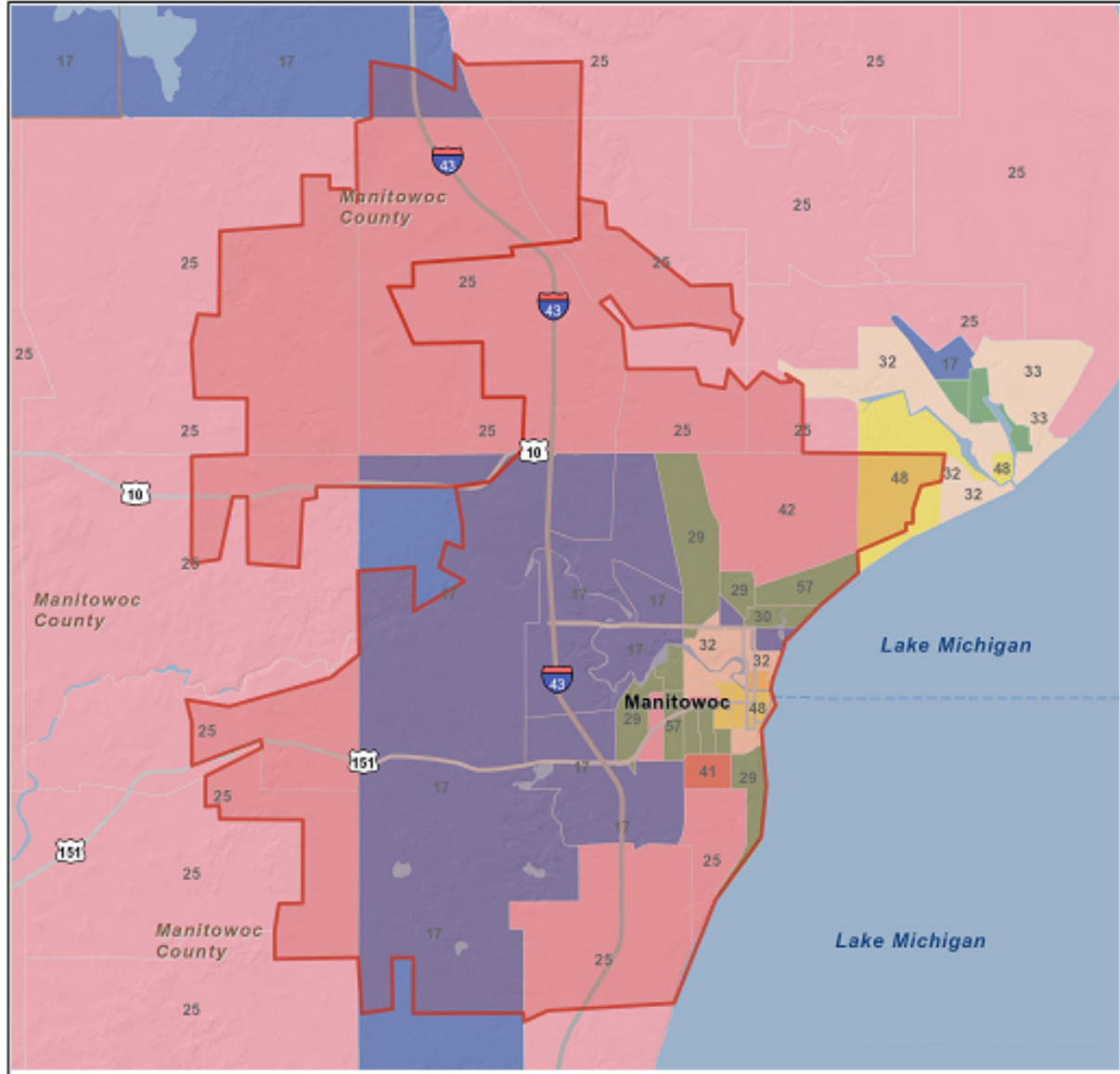


Dominant Tapestry Site Map

Convenience Trade Area

ZIP Codes: 54220 (Manitowoc), 54247 (Whitelaw)

SiteType: Geography



Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenue: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: ESRI

Consumer Spending Potential of Residents

Consumer spending potential data for 2009 for the Manitowoc Convenience and Destination Trade Areas are presented in the following table. Displayed are the expected amounts spent on a variety of goods and services by households that reside in each trade area. Expenditures are shown by broad budget categories that are not mutually exclusive. Spending by visitors and nonresidents are not included in these figures.

	Convenience Trade Area	Destination Trade Area	Wisconsin
Apparel & Services: Total \$	\$27,074,048	\$41,013,947	\$3,834,722,285
Average Spent	\$1,491.03	\$1,502.29	\$1,679.26
Spending Potential Index	60	60	67
Computers & Accessories: Total \$	\$3,486,062	\$5,300,686	\$499,963,723
Average Spent	\$191.98	\$194.16	\$218.94
Spending Potential Index	84	85	96
Education: Total \$	\$19,768,208	\$29,967,005	\$2,774,583,085
Average Spent	\$1,088.68	\$1,097.98	\$1,215.02
Spending Potential Index	87	87	97
Entertainment/Recreation: Total \$	\$51,132,032	\$78,172,886	\$7,219,026,781
Average Spent	\$2,815.95	\$2,863.37	\$3,161.29
Spending Potential Index	87	88	98
Food at Home: Total \$	\$72,379,212	\$110,037,434	\$10,088,966,853
Average Spent	\$3,986.08	\$4,030.53	\$4,418.06
Spending Potential Index	87	88	97
Food Away from Home: Total \$	\$52,056,182	\$79,062,042	\$7,330,828,006
Average Spent	\$2,866.85	\$2,895.94	\$3,210.25
Spending Potential Index	86	87	96
Health Care: Total \$	\$63,178,021	\$96,717,489	\$8,540,464,792
Average Spent	\$3,479.35	\$3,542.64	\$3,739.96
Spending Potential Index	92	94	99
HH Furnishings & Equip: Total \$	\$29,085,989	\$44,204,866	\$4,164,446,077
Average Spent	\$1,601.83	\$1,619.17	\$1,823.65
Spending Potential Index	74	75	84
Retail Goods: Total \$	\$384,875,841	\$586,878,960	\$54,309,126,641
Average Spent	\$21,195.94	\$21,496.61	\$23,782.53
Spending Potential Index	82	84	92
TV/Video/Sound Equip: Total \$	\$19,181,267	\$29,134,037	\$2,677,241,723
Average Spent	\$1,056.35	\$1,067.14	\$1,172.39
Spending Potential Index	87	88	96
Travel: Total \$	\$27,952,118	\$42,592,837	\$3,985,377,751
Average Spent	\$1,539.38	\$1,560.12	\$1,745.24
Spending Potential Index	83	84	95
Vehicle Maint. & Repairs: Total \$	\$14,584,567	\$22,196,921	\$2,061,388,223
Average Spent	\$803.20	\$813.04	\$902.70
Spending Potential Index	86	87	96

Source: ESRI Business Information Solutions. Expenditure data are derived from the 2000, 2001, and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. The Spending Potential Index (SPI) represents the amount spent in the area relative to a national average of 100. An SPI of 70 indicates that a household in the area would likely spend only 70% as much as the average U.S. household in a particular category.

Conclusions

The following are some of the key findings from the analysis of demographic and lifestyle characteristics of residents of the Convenience and Destination Trade Areas.

[*Convenience Trade Area: 54220-Manitowoc, 54247-Whitelaw. Destination Trade Area: 54245-Valders, 54247-Whitelaw, 54241-Two Rivers, 54220-Manitowoc, and 54230-Reedsville.*]

- Destination Trade Area population is 66,000, approximately half of which is the City of Manitowoc (pop. 34,053). The Convenience and Destination Trade Areas are not projected to grow significantly through 2014.
- Compared to Wisconsin there is a higher percentage of homeownership in both trade areas. In addition, the percentage of housing that is vacant is lower.
- Per capita income in both trade areas is nearly the same, and approximately 8% below the per capita income for Wisconsin.
- The average household income in the Convenience and Destination Trade Areas are approximately 12% and 11% lower than that of Wisconsin, respectively. The trade areas have a larger portion of households in the lower and middle income range (up to \$100,000) and significantly fewer household in the upper incomes (above \$100,000).
- The net worth data shows that both trade areas fairly closely resemble the State of Wisconsin as a whole. However, there are few households at both ends of the net worth spectrum (below \$15,000 and above \$500,000).
- Compared to Wisconsin, both trade area's age distributions indicate a greater percentage of 65+ residents. Compared to Wisconsin, a slightly smaller portion of the population is under 24.
- The trade areas are primarily white, though approximately 4 percent are Asian/Pacific Islanders and 3 percent of the community is of Hispanic origin.
- The trade areas have fewer residents with college degrees. Approximately 27 percent of Convenience Trade Area residents have a college degree (associate or beyond) compared to 33 percent in Wisconsin.
- Compared to Wisconsin, the Manitowoc trade areas have a lower percent of residents in white collar occupations such as professional and administrative positions. More residents are employed in blue collar jobs, especially in production (manufacturing).
- Commute times in the trade areas are significantly shorter than Wisconsin as a whole.
- Dominant lifestyles include "Green Acres," "Rustbelt Retirees," "Rustbelt Traditions," "Salt of the Earth," and "Simple Living." For more information on these lifestyle categories, a database describing detailed consumer purchasing patterns for each segment is available on the Community Tapestry CD accompanying this report and available through the Mainly Manitowoc office.
- Consumer spending potential data for 2009 for the Manitowoc Convenience and Destination Trade Areas indicate that local households spend approximate 82% to 84% of the U.S. average on retail purchases. This compares to 92% for Wisconsin.