

Population

Manitowoc County, bordered by Lake Michigan, is the 19th most populous county out of Wisconsin's 72 counties. However, it is growing at a slower pace than 58 of those 72 counties, and slower than the State of Wisconsin by 3.2 percentage points. Since the 2000 Census, Manitowoc's population has grown by only 2.1 percent. At 84,603 residents in 2007 and roughly 592 square miles of land area, Manitowoc County yields an average of approximately 143 residents per square mile.

The two sources of population growth are net migration and natural change. In particular, the net addition of 1,710 residents over the seven-year interval consisted of about a 65/35 split: 65 percent net migration, more individuals moving into the county than leaving, and 35 percent natural increase, total births (5,890) outnumbering total deaths (5,278). More population growth from net migration than natural increase is typical for a more rural county and this trend is unlikely to change considerably in the near future.

Eight of the top ten most populous municipalities in Manitowoc County had some growth since the April 2000 Census. The exceptions include the City of Two Rivers, the second largest municipality in Manitowoc County, with a loss of 64 residents since 2000, and the Town of Two Rivers, with a loss of 11 residents since 2000. On the other hand, the City of Manitowoc, which is Manitowoc County's most populous municipality as well as Wisconsin's 21st most populous municipality,

displayed the largest net increase in population by adding 567 residents. This net change in population in the City of Manitowoc accounted for approximately one-third of the

	April 2000 Census	Jan. 1, 2007 estimate	Numeric change	Percent change
United States	281,421,906	300,888,812	19,466,906	6.9%
Wisconsin	5,363,715	5,647,000	283,285	5.3%
Manitowoc County	82,893	84,603	1,710	2.1%
Manitowoc, City	34,053	34,620	567	1.7%
Two Rivers, City	12,639	12,575	-64	-0.5%
Kiel, City*	3,129	3,344	215	6.9%
Manitowoc Rapids, Town	2,520	2,545	25	1.0%
Newton, Town	2,241	2,332	91	4.1%
Kossuth, Town	2,033	2,105	72	3.5%
Schleswig, Town	1,900	2,066	166	8.7%
Two Rivers, Town	1,912	1,901	-11	-0.6%
Cato, Town	1,616	1,665	49	3.0%
Meeme, Town	1,538	1,541	3	0.2%

* Manitowoc County portion only

Source: WI Dept. of Admin., Demographic Services, Population Est., Aug. 2007

“This net change in population in the City of Manitowoc accounted for approximately one-third of the total net change in the population in Manitowoc County.”

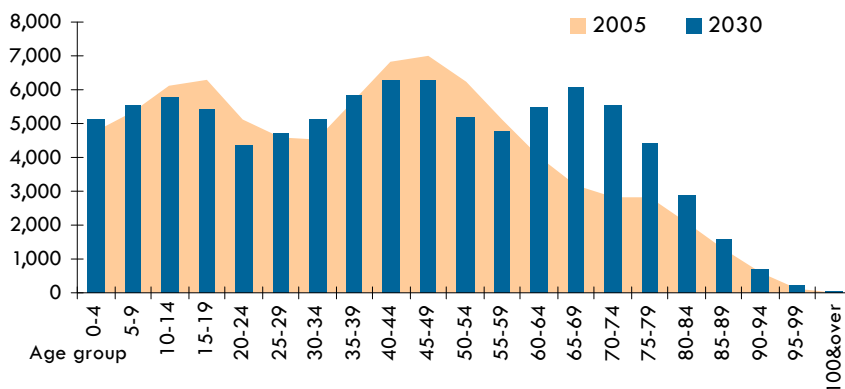
total net change in the population in Manitowoc County.

In 2000 the median age was approximately 38 years-old and in 2006 it increased to 41.0 years-old. The change in the median age reflects a shift occurring in the age distribution of residents as seen on the graph below. The population in the county is growing primarily from net-migration of older residents, although not as drastically as some counties.

Population projections suggest that by the year 2030 those aged 65-74 just about doubles, while the younger population declines in numbers. Even more noteworthy, in 2005 the share of the total population that is aged 65 and older is 15.3 percent; this share jumps up to 23.5 percent by the year 2030. This

means that the share of the population that is in its prime working years (30 to 59 years old) will decline. This proportion drops from 41.9 percent in 2005 to 36.7 percent in 2030. The shift in the population distribution could significantly affect labor force growth as well as the demand for goods and services in Manitowoc.

Population by Age Groups in Manitowoc County



Source: WI Dept. of Administration, Demographic Services

Note: Data included in all tables and charts in this profile are subject to revision.

Labor Force

The Labor Force Participation Rate (LFPR), labor force as a percentage of the civilian non-institutional population, in Manitowoc County was 67.9 percent, while 32.1 percent of the civilian non-institutional population chose not to participate for various reasons, but mainly voluntarily. This was the 44th highest labor force participation rate among the 72 counties in Wisconsin in 2006, which can be explained, in part, by the aging population. Wisconsin's LFPR was 70.0 percent while the nation posted at 66.2 percent in 2006.

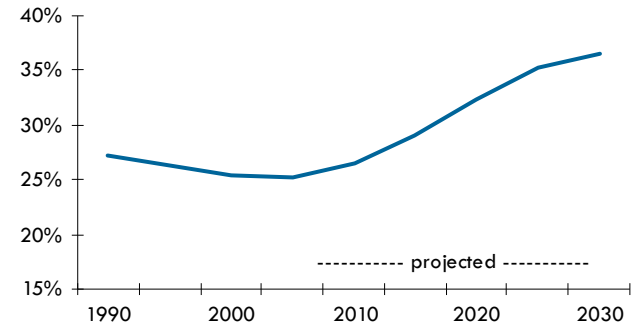
Over one-quarter of the 16 and older population in Manitowoc County was aged 60 or older in 2005 and this share is expected to reach almost 40 percent by 2030. This phenomenon could have a significant impact on the labor force in the future. Participation in the labor force drops quite dramatically for both men and women after age 55 (bottom chart on right). However, this could change depending on the options the baby boomers choose when they reach retirement. The impact on the labor force depends on whether they choose to reduce their work hours, change employment, or total withdrawal from the labor market.

Female LFPRs, although not as high as male LFPRs, began rising in the 1970s as a result of changing preferences and attitudes, rising household productivity, declining birth rates, expanding job accessibility for women, and

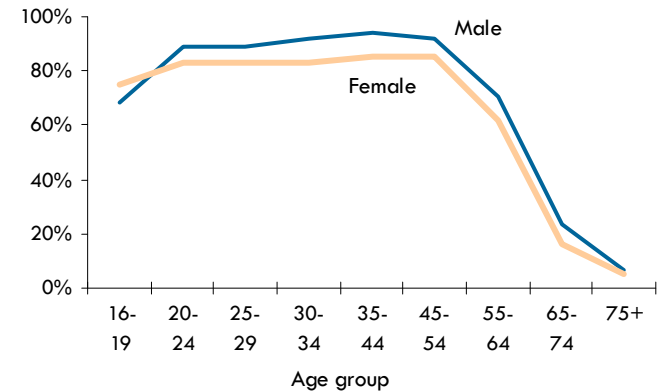
the labor force. Only 20 of the 72 counties in Wisconsin displayed negative net growth in the labor force since 2002. This can be attributed, in part, to the low LFPR of the older residents in Manitowoc. In fact, the LFPR for those residents aged 62-64 in the county is only 39.1 percent; over two-thirds of the 72 counties in Wisconsin had a higher participation rate.

Of the 45,519 participants in the labor force, that is those 16 years and older that were working or looking for work, 43,267 were employed and 2,252 were unemployed. Manitowoc County's average annual unemployment rate in 2006 posted at 4.9 percent, down one-tenth of a percentage point from 2005. For the most part, unemployment rates followed a typical seasonal pattern in 2006 with a peak in February at 6.2 percent and a trough in October at 3.9 percent. As expected, the rate jumped up in June as a result of the labor market absorbing both students looking for summer jobs and also temporary job seekers.

Manitowoc County population aged 60 years and older as a share of population aged 16 years and older



Labor force participation rates of men and women by age in 2000



Source: Wisconsin Dept. of Administration, Demographic Services
Population estimates & projections and Census 2000, SF3

Manitowoc County Civilian Labor Force Data

	2002	2003	2004	2005	2006
Labor Force	46,232	46,217	45,631	45,395	45,519
Employed	43,443	43,038	42,882	43,138	43,267
Unemployed	2,789	3,179	2,749	2,257	2,252
Unemployment Rate	6.0%	6.9%	6.0%	5.0%	4.9%

Source: WI DWD, Bur. of Workforce Training, Local Area Unemployment Statistics, 2007

attempting to maintain or improve living standards. In fact, female LFPRs in Wisconsin are in the top ten nationally. However, in the last few years female LFPRs have shown a slight decline.

The table above suggests that since 2005, the labor force has exhibited slow-but-positive growth. In fact, the labor force has grown by three-tenths of a percent since 2005. However, compared to 2002, Manitowoc has exhibited negative net growth of 1.5 percent

Occupations, Education and Wages

The following is a generalization in alphabetical order of some of the common occupations in Manitowoc County. Information on occupations within counties is not collected between census years. Therefore, the list below was assembled using the Occupational Employment Statistics survey and crossing it with industry employment data. This list should

total job base in Manitowoc County and thus it should be no surprise that production occupations make the common occupation list. The chart at the bottom of this page references wages by occupation group. One will notice that the median wage for production occupations is \$15.05 per hour, meaning that half of the jobs in this group pay more than the median wage and half pay less. Forty percent of the jobs in this group pay wages within the upper range, up to \$20.54 per hour, and another forty percent of the jobs in this group pay wages within the lower range, down to \$9.44 per hour.

Healthcare practitioners and technical occupations, although not the largest share of employment in Manitowoc County, exhibit the fourth highest median wage of \$24.18 per hour. Unlike the production occupation group, the 10th and 90th percentile wages in healthcare practitioners and technical occupations deviate from the median more significantly, a difference of \$16.18 per hour in the upper range and a difference of \$9.83 per hour in the lower range. Registered nurses, which falls under this occupation group, is one of the more common occupations in the county and one of the faster growing occupations in Wisconsin. Manitowoc County has an aging population, and thus demands services in healthcare.

Common Occupations in Manitowoc County

Occupation	Education/training
Bookkeeping/Accounting/Auditing Clerks	1-12 mos. on-the-job trng.
Cashiers	1 month or less training
1st-Ln. Super/Mngr-Prod./Operating	Work exp. in a related occ.
Helpers--Production Workers	1 month or less training
Janitors/Cleaners, not Maids-Hskpg.	1 month or less training
Freight/Stock/Mat. Movers/Laborer, Hand	1 month or less training
Machinists	12-mos. plus on-the-job trng.
Nursing Aides, Orderlies, & Attendants	Postsecondary voc. trng
Office Clerks, General	1 month or less training
Registered Nurses	Associate or Bachelor's degr.
Retail Salespersons	1 month or less training
Secretaries, not Legal/Med./Executive	1-12 mos. on-the-job trng.
Team Assemblers	1-12 mos. on-the-job trng.
Truck Drivers, Heavy & Tractor-Trailer	1-12 mos. on-the-job trng.
Waiters & Waitresses	1 month or less training

Source: DWD, Bureau of Workforce Training, special request, July 2007

be used carefully, since some of the occupational data is suppressed to ensure confidentiality in those occupations with a limited number of employers.

The manufacturing sector dominates the

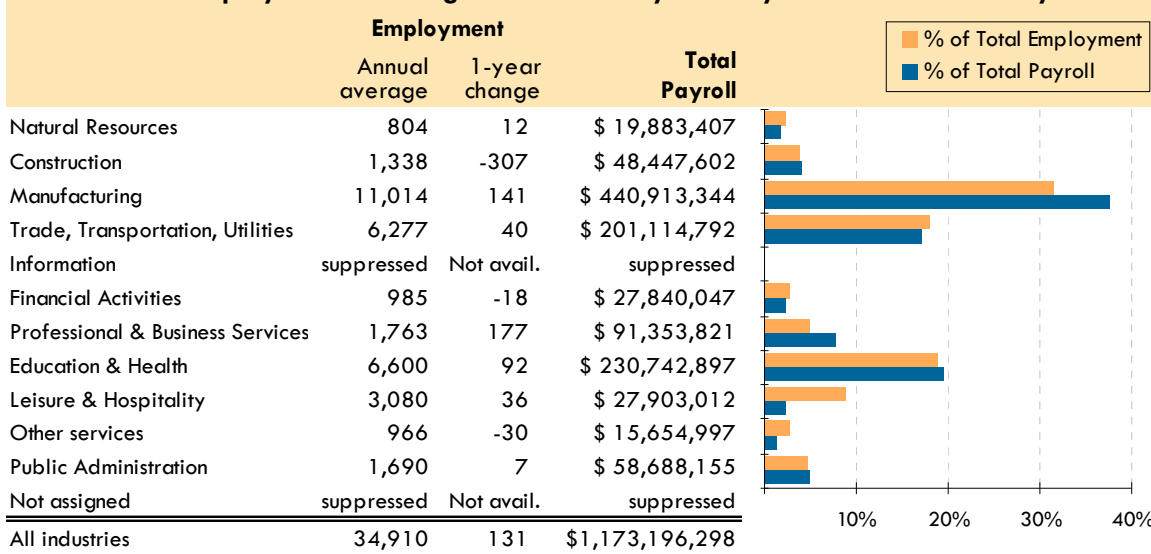
Wages in Manitowoc County

by Occupation Group	County Employment Distribution	Median Wage	Wage Spread (10 th , 50 th , 90 th percentiles)	
			Lower range	Upper range
Management	3%	\$35.38	\$20.54	\$50.22
Life, Physical, & Social Science	< 2%	\$25.79	\$15.05	\$36.53
Architecture & Engineering	< 2%	\$25.45	\$15.05	\$36.53
Healthcare Practitioners & Technical	5%	\$24.18	\$8.35	\$40.36
Computer & Mathematical	< 2%	\$23.49	\$15.05	\$31.93
Business & Financial Operations	3%	\$22.72	\$15.05	\$30.40
Construction & Extraction	4%	\$19.20	\$15.05	\$23.35
Legal	< 2%	\$18.33	\$15.05	\$21.61
Community & Social Services	< 2%	\$17.71	\$15.05	\$20.37
Installation, Maintenance, & Repair	4%	\$17.18	\$15.05	\$19.11
Protective Service	< 2%	\$16.79	\$15.05	\$18.53
Education, Training, & Library	6%	\$15.37	\$15.05	\$15.69
Production	21%	\$15.05	\$9.44	\$20.54
Arts, Design, Entertainment, Sports, & Media	< 2%	\$13.35	\$15.05	\$11.65
Office & Administrative Support	14%	\$12.98	\$15.05	\$10.91
Transportation & Material Moving	8%	\$12.25	\$15.05	\$9.44
Healthcare Support	3%	\$11.80	\$15.05	\$8.55
Sales & Related	8%	\$9.50	\$15.05	\$3.95
Building & Grounds Cleaning & Maintenance	3%	\$8.86	\$15.05	\$2.67
Farming, Fishing, & Forestry	< 2%	\$8.66	\$15.05	\$2.27
Personal Care & Service	3%	\$8.62	\$15.05	\$2.23
Food Preparation & Serving-Related	7%	\$7.39	\$15.05	\$0.14

Source: DWD, Bureau of Workforce Training, special tabulation of 2006 Occupational Employment Statistics using North Carolina's Electronic Delivery System (EDS)

**Jobs
and
Wages**

2006 Employment and Wage Distribution by Industry in Manitowoc County



Source: WI DWD, Bureau of Workforce Training, Quarterly Census Employment and Wages, June 2007

With an increase of 131 jobs from the previous year, Manitowoc County ends the 2006 year with an annual average of 34,910 jobs. However this was not the case with the average number of employers. In fact, 23 establishments were eliminated over the year posting an average of 1,915 establishments in 2006.

Although not the fastest growing super-sector in Manitowoc County, manufacturing consists of the largest share of the total job base, by far, with 31.5 percent of total employment in the county. This is no surprise since occupations such as team assemblers, machinists, and production worker helpers are among the most common occupations (page 3) in Manitowoc County. Manufacturing also paid about 38 percent of the total payroll among

all employers in the county, which places a premium on manufacturing employment.

Education and health, the second largest industry division in Manitowoc County, consists of approximately 19 percent of the total job base. Occupations in this division are among some of the fastest growing in the state; registered nurses is one such occupation statewide. In fact, not only is registered nurses one of the faster growing occupations statewide, it is also one of the most common occupations in Manitowoc County (see page 3).

Employers in the trade, transportation, and utilities division provide the third largest share of total employment at 18.0 percent of the total job base with an increase of 40 jobs over the year. This should be no surprise since heavy-truck and tractor-trailer truck drivers and retail salespersons, two of the most common occupations in Manitowoc County (see page 3), fall under this industry division.

The average annual wage of \$32,040 in trade, transportation, and utilities is 100.3 percent of Wisconsin's average annual wage of \$31,935 in 2006. Manitowoc County's average annual wage in this industry super-sector is impacted by the average annual wage of \$84,376 paid by utility companies in 2006.

Average Annual Wage by Industry Division in 2006

	Average Annual Wage		Percent of Wisconsin	1-year % change
	Wisconsin	Manitowoc County		
All industries	\$ 36,830	\$ 33,606	91.2%	1.7%
Natural Resources	\$ 28,301	\$ 24,731	87.4%	7.6%
Construction	\$ 44,682	\$ 36,209	81.0%	-18.2%
Manufacturing	\$ 45,952	\$ 40,032	87.1%	0.8%
Trade, Transportation & Utilities	\$ 31,935	\$ 32,040	100.3%	-2.8%
Information	\$ 45,704	suppressed	Not avail.	Not avail.
Financial Activities	\$ 48,859	\$ 28,264	57.8%	-7.0%
Professional & Business Services	\$ 42,612	\$ 51,817	121.6%	33.5%
Education & Health	\$ 38,492	\$ 34,961	90.8%	4.2%
Leisure & Hospitality	\$ 13,058	\$ 9,059	69.4%	0.4%
Other Services	\$ 21,228	\$ 16,206	76.3%	5.7%
Public Administration	\$ 38,294	\$ 34,727	90.7%	2.4%

Source: WI DWD, Workforce Training, QCEW, June 2007

**Jobs
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Prominent Industries in Manitowoc County

Industry Sub-sectors (3-digit NAICS)	2006 Ann. Average Employment	Change in average employment		2006 Annual Average Wage	Percent change in wages	
		1-year	5-year		1-year	5-year
Educational Services	2,424	-20	100	\$ 35,351	4.4%	13.9%
Food Services and Drinking Places	2,328	61	-45	\$ 8,415	0.0%	9.8%
Fabricated Metal Product Manufacturing	2,142	64	-1,282	\$ 39,117	3.4%	19.0%
Machinery Manufacturing	2,014	235	98	\$ 49,325	3.8%	20.4%
Hospitals	*	not avail.	not avail.	*	not avail.	not avail.
Executive, Legislative, & Gen.Government	1,558	4	-53	\$ 33,824	2.6%	17.0%
Food Manufacturing	1,414	-1	-14	\$ 32,662	-0.8%	8.0%
Nursing and Residential Care Facilities	1,157	5	231	\$ 20,846	5.7%	8.9%
Transportation Equipment Manufacturing	1,119	62	99	\$ 40,328	5.0%	23.4%
Miscellaneous Manufacturing	1,028	-268	-351	\$ 43,684	-11.2%	22.2%

Note: * data suppressed for confidentiality and not available for calculations

Source: WI DWD, Bureau of Workforce Training, QCEW, unpublished-special request, January 2007

The list above includes the ten largest industry sub-sectors based upon 2006 annual employment reported by employers covered by Wisconsin's Unemployment Insurance law. Industry sub-sectors provide a more detailed look at employment data, at least when that data is not suppressed to provide confidentiality for employers.

At 36.7 percent of the total education and health services jobs in Manitowoc County, employers in educational services top the prominent industry list with more jobs on an annual basis than any other sub-sector in the county. In fact, Manitowoc Public School District, Lakeshore Technical College, and Two Rivers Public School are among the top ten most prominent employers in the county.

The annual average wage for educational services was \$35,351 in 2006. The average annual wage in this sub-sector is greater than the county's overall education and health services average annual wage of \$34,961.

Food services and drinking places come in second on the prominent industry sub-sector list. In 2006 there were 156 establishments in this sub-sector, thus averaging 15 workers per

establishment. However, no employer in this sub-sector is on the list of the top ten prominent employers, but in most Wisconsin counties, employers from the food services and drinking places sub-sector do not make the top ten lists of prominent employers because these establishments are small and do not employ a large number of workers.

The average annual wage in food services and drinking places is only \$8,415 in the county compared with \$10,455 in Wisconsin. Wages are low statewide since many of the jobs in this industry sub-sector are entry-level, seasonally based, and part-time.

Five of the top ten prominent sub-sectors in Manitowoc County are sub-sectors of manufacturing. Since 2005, even though manufacturing overall created new jobs, not all of the sub-sectors of manufacturing showed positive growth in employment. Food manufacturing displayed a net loss of only one job over the year. Miscellaneous manufacturing exhibited a net loss of 268 jobs since 2005, down to nine percent of total manufacturing employment in Manitowoc County from 12 percent in 2005.

Prominent Public and Private Sector Employers in Manitowoc County

Establishment	Service or product	Number of employees (Dec. 2006)
Holy Family Memorial Inc	General medical & surgical hospitals	1000+ employees
Manitowoc Cranes Inc	Construction machinery manufacturing	500-999 employees
Manitowoc Public School District	Elementary & secondary schools	500-999 employees
Fisher Hamilton	Laboratory apparatus & furniture mfg.	500-999 employees
County of Manitowoc	Executive & legislative offices, combined	500-999 employees
Federal-Mogul Piston Rings Inc	Carburetor, piston, ring, & valve mfg.	500-999 employees
City of Manitowoc	Executive & legislative offices, combined	250-499 employees
Aurora Medical Center of Manitowoc	General medical & surgical hospitals	250-499 employees
Lakeshore Technical College	Junior colleges	250-499 employees
Two Rivers Public School	Elementary & secondary schools	250-499 employees

Source: WI DWD, Bureau of Workforce Training, QCEW, unpublished-special request, June 2007

Income

Total Personal Income (TPI) is the sum of net earning, current transfer receipts, and dividends, interest, and rent. TPI in Manitowoc increased by 3.4 percent from 2004 to 2005, slower than in Wisconsin by eight-tenths of a percentage point as well as slower than in the United States by 1.8 percentage points.

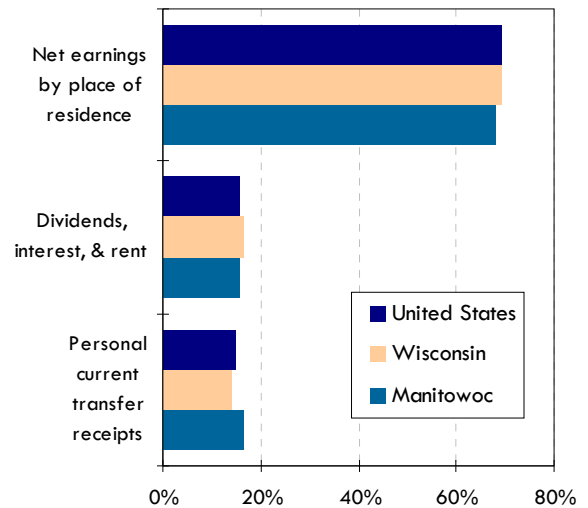
Net earnings includes workers' wages and salaries (whether they are covered by Wisconsin's unemployment law or not), income from self-employment, proprietorship income, and income earned by residents commuting to jobs outside the county. Net earnings in Manitowoc County comprise 68.2 percent of TPI compared with 69.3 percent and 69.5 percent in the state and in the nation. However, even though net earnings increased from 2004 to 2005 in Manitowoc County, net earnings as a share of total personal income decreased over that same interval as a result of personal current transfer receipts and dividends, interest, and rent growing at a much faster pace than net earnings.

Dividends, interest, and rent include payments in cash or other assets made by corporations located in the United States, monetary interest income, and the income derived by the rental of real property except for the income of persons primarily engaged in the real estate business. Dividends, interest, and rent comprise 15.5 percent of TPI in Manitowoc, a smaller share than in the state and in the nation. However, since 2000, dividends, interest, and rent in Manitowoc exhibited negative net growth, while dividends, interest, and rent in both the state and in the nation displayed positive net growth over the five-year interval.

Personal current transfer receipts include payments to individuals and to nonprofit institutions by federal, state, and local government and local businesses. The majority of these payments are government payments

to individuals including Social Security, Medicare, Medicaid, disability insurance benefits, veterans' benefits, and federal grants and loans to students. Personal current transfer receipts make up 16.3 percent of Manitowoc's TPI. As the baby boomers leave the labor force and become eligible for programs such as Social Security and Medicare, we could see a further shift in TPI; the share of transfer payments could rise while the share of net earnings could decline.

Components of 2005 Total Personal Income



Source: US Dept. of Commerce, Bur. of Economic Analysis, 2007

Per capita personal income (PCPI) is computed by dividing TPI by the total population. Posting a 2005 PCPI of \$30,395, Manitowoc County has the 27th highest PCPI among the 72 counties in Wisconsin. The PCPI is reduced by the portion of population that earns little or no income. Manitowoc's PCPI equaled 91.3 percent of the state's PCPI of \$33,278. However, PCPI in Manitowoc equaled 107.6 percent of the \$28,254 PCPI of other non-metropolitan counties in Wisconsin.

	Personal Income in Manitowoc County					
	Total Personal Income (TPI) (in thousands)			Per Capita Personal Income (PCPI)		
	2000	2004	2005	2000	2004	2005
Manitowoc	\$2,169,059	\$2,404,636	\$2,487,182	\$26,150	\$29,393	\$30,395
Wisconsin	\$153,547,595	\$176,482,330	\$183,948,002	\$28,568	\$32,095	\$33,278
United States	\$8,422,074,000	\$9,716,351,000	\$10,220,942,000	\$29,843	\$33,090	\$34,471
Percent Change		1-year	5-year		1-year	5-year
Manitowoc		3.4%	14.7%		3.4%	16.2%
Wisconsin		4.2%	19.8%		3.7%	16.5%
United States		5.2%	21.4%		4.2%	15.5%

Source: US Dept. of Commerce, Bureau of Economic Analysis, April 2007