



# Market Profile

105 N 4th St, Tomahawk, Wisconsin, 54487  
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri  
 Latitude: 45.47231  
 Longitude: -89.72929

	3 minutes	5 minutes	10 minutes
<b>Population Summary</b>			
2000 Total Population	1,880	2,422	5,648
2010 Total Population	1,714	2,202	5,178
2019 Total Population	1,691	2,169	5,121
2019 Group Quarters	79	109	163
2024 Total Population	1,663	2,133	5,051
2019-2024 Annual Rate	-0.33%	-0.33%	-0.27%
2019 Total Daytime Population	2,419	3,143	6,518
Workers	1,456	1,918	3,697
Residents	963	1,225	2,821
<b>Household Summary</b>			
2000 Households	774	999	2,338
2000 Average Household Size	2.33	2.32	2.35
2010 Households	737	958	2,293
2010 Average Household Size	2.23	2.20	2.20
2019 Households	720	938	2,271
2019 Average Household Size	2.24	2.20	2.18
2024 Households	708	923	2,244
2024 Average Household Size	2.24	2.19	2.18
2019-2024 Annual Rate	-0.34%	-0.32%	-0.24%
2010 Families	403	538	1,432
2010 Average Family Size	2.95	2.87	2.73
2019 Families	386	518	1,401
2019 Average Family Size	2.97	2.87	2.71
2024 Families	378	507	1,377
2024 Average Family Size	2.97	2.87	2.71
2019-2024 Annual Rate	-0.42%	-0.43%	-0.34%
<b>Housing Unit Summary</b>			
2000 Housing Units	845	1,126	3,085
Owner Occupied Housing Units	51.6%	52.7%	55.2%
Renter Occupied Housing Units	40.0%	36.1%	20.6%
Vacant Housing Units	8.4%	11.3%	24.2%
2010 Housing Units	853	1,150	3,398
Owner Occupied Housing Units	48.7%	49.6%	49.5%
Renter Occupied Housing Units	37.7%	33.7%	18.0%
Vacant Housing Units	13.6%	16.7%	32.5%
2019 Housing Units	854	1,152	3,432
Owner Occupied Housing Units	53.2%	53.9%	51.9%
Renter Occupied Housing Units	31.0%	27.4%	14.3%
Vacant Housing Units	15.7%	18.6%	33.8%
2024 Housing Units	870	1,173	3,499
Owner Occupied Housing Units	51.7%	52.5%	50.5%
Renter Occupied Housing Units	29.5%	26.2%	13.6%
Vacant Housing Units	18.6%	21.3%	35.9%
<b>Median Household Income</b>			
2019	\$40,239	\$41,618	\$50,908
2024	\$44,532	\$46,730	\$55,806
<b>Median Home Value</b>			
2019	\$119,712	\$124,821	\$166,395
2024	\$130,729	\$136,719	\$183,993
<b>Per Capita Income</b>			
2019	\$22,913	\$23,238	\$27,471
2024	\$26,118	\$26,496	\$31,182
<b>Median Age</b>			
2010	43.5	44.3	47.4
2019	44.9	45.8	50.4
2024	44.8	45.7	51.2

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	720	938	2,271
<\$15,000	17.8%	16.7%	11.8%
\$15,000 - \$24,999	13.9%	13.6%	12.2%
\$25,000 - \$34,999	11.4%	11.5%	10.3%
\$35,000 - \$49,999	16.1%	15.5%	14.6%
\$50,000 - \$74,999	21.4%	21.7%	20.7%
\$75,000 - \$99,999	8.2%	8.6%	12.3%
\$100,000 - \$149,999	9.3%	10.0%	14.4%
\$150,000 - \$199,999	1.5%	1.7%	2.9%
\$200,000+	0.4%	0.5%	0.9%
Average Household Income	\$50,535	\$52,132	\$61,752
<b>2024 Households by Income</b>			
Household Income Base	708	923	2,244
<\$15,000	15.7%	14.6%	10.1%
\$15,000 - \$24,999	12.3%	11.9%	10.2%
\$25,000 - \$34,999	10.9%	10.9%	9.4%
\$35,000 - \$49,999	15.7%	15.1%	13.9%
\$50,000 - \$74,999	21.0%	21.3%	19.9%
\$75,000 - \$99,999	9.5%	10.1%	13.8%
\$100,000 - \$149,999	12.0%	12.8%	17.5%
\$150,000 - \$199,999	2.4%	2.7%	4.2%
\$200,000+	0.4%	0.5%	0.9%
Average Household Income	\$57,494	\$59,371	\$69,973
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	454	621	1,782
<\$50,000	10.1%	9.7%	5.8%
\$50,000 - \$99,999	30.6%	29.1%	19.9%
\$100,000 - \$149,999	22.9%	22.5%	19.2%
\$150,000 - \$199,999	11.9%	12.4%	15.5%
\$200,000 - \$249,999	5.9%	7.4%	10.8%
\$250,000 - \$299,999	10.1%	9.8%	11.8%
\$300,000 - \$399,999	5.1%	6.0%	10.3%
\$400,000 - \$499,999	0.4%	0.6%	2.7%
\$500,000 - \$749,999	0.0%	0.0%	2.4%
\$750,000 - \$999,999	2.4%	2.4%	1.6%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$157,799	\$162,721	\$201,851
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	450	616	1,768
<\$50,000	10.2%	9.6%	5.6%
\$50,000 - \$99,999	26.7%	25.2%	16.5%
\$100,000 - \$149,999	21.3%	20.8%	17.2%
\$150,000 - \$199,999	12.9%	13.3%	15.7%
\$200,000 - \$249,999	6.4%	8.0%	11.0%
\$250,000 - \$299,999	11.1%	10.7%	12.0%
\$300,000 - \$399,999	6.2%	7.3%	12.0%
\$400,000 - \$499,999	0.7%	1.0%	3.6%
\$500,000 - \$749,999	0.0%	0.0%	3.7%
\$750,000 - \$999,999	4.4%	4.2%	2.6%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$180,500	\$184,781	\$226,032

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	1,714	2,205	5,176
0 - 4	5.5%	5.4%	4.3%
5 - 9	5.5%	5.3%	4.7%
10 - 14	6.3%	6.3%	6.0%
15 - 24	12.0%	11.7%	10.6%
25 - 34	11.3%	10.9%	8.8%
35 - 44	11.4%	11.2%	11.4%
45 - 54	16.3%	16.5%	17.6%
55 - 64	10.7%	11.1%	14.0%
65 - 74	8.7%	9.1%	11.4%
75 - 84	7.9%	8.0%	7.7%
85 +	4.4%	4.4%	3.3%
18 +	78.0%	78.3%	80.5%
<b>2019 Population by Age</b>			
Total	1,691	2,170	5,122
0 - 4	5.0%	4.8%	3.8%
5 - 9	5.7%	5.5%	4.4%
10 - 14	5.5%	5.4%	5.3%
15 - 24	10.8%	10.5%	9.4%
25 - 34	12.4%	12.1%	9.7%
35 - 44	10.8%	10.7%	10.4%
45 - 54	12.1%	12.2%	13.6%
55 - 64	14.0%	14.5%	16.8%
65 - 74	9.9%	10.3%	14.1%
75 - 84	8.6%	8.6%	8.6%
85 +	5.3%	5.3%	4.0%
18 +	80.4%	80.7%	83.0%
<b>2024 Population by Age</b>			
Total	1,664	2,134	5,051
0 - 4	5.0%	4.9%	3.9%
5 - 9	5.6%	5.4%	4.2%
10 - 14	5.6%	5.7%	5.1%
15 - 24	10.1%	9.8%	8.9%
25 - 34	12.1%	11.7%	9.4%
35 - 44	11.8%	11.8%	11.0%
45 - 54	10.5%	10.4%	12.1%
55 - 64	12.8%	13.3%	15.5%
65 - 74	11.7%	12.2%	16.1%
75 - 84	9.3%	9.4%	9.6%
85 +	5.5%	5.4%	4.1%
18 +	79.9%	80.3%	83.2%
<b>2010 Population by Sex</b>			
Males	806	1,041	2,525
Females	908	1,161	2,653
<b>2019 Population by Sex</b>			
Males	800	1,031	2,515
Females	892	1,137	2,607
<b>2024 Population by Sex</b>			
Males	786	1,014	2,483
Females	877	1,119	2,568

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<b>2010 Population by Race/Ethnicity</b>			
Total	1,714	2,203	5,177
White Alone	96.4%	96.6%	97.5%
Black Alone	0.2%	0.2%	0.1%
American Indian Alone	0.7%	0.7%	0.5%
Asian Alone	0.5%	0.5%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.0%	0.2%
Two or More Races	2.2%	2.0%	1.2%
Hispanic Origin	1.1%	1.0%	0.8%
Diversity Index	9.0	8.6	6.4
<b>2019 Population by Race/Ethnicity</b>			
Total	1,691	2,167	5,120
White Alone	94.8%	95.1%	96.5%
Black Alone	0.4%	0.4%	0.3%
American Indian Alone	0.9%	0.9%	0.7%
Asian Alone	0.6%	0.6%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.0%	0.2%
Two or More Races	3.3%	3.0%	1.7%
Hispanic Origin	1.5%	1.4%	1.2%
Diversity Index	12.7	12.2	9.1
<b>2024 Population by Race/Ethnicity</b>			
Total	1,663	2,133	5,051
White Alone	93.6%	94.0%	95.7%
Black Alone	0.6%	0.6%	0.4%
American Indian Alone	1.0%	1.0%	0.8%
Asian Alone	0.6%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.0%	0.3%
Two or More Races	4.1%	3.7%	2.2%
Hispanic Origin	1.7%	1.7%	1.4%
Diversity Index	15.3	14.5	10.8
<b>2010 Population by Relationship and Household Type</b>			
Total	1,714	2,202	5,178
In Households	96.1%	95.8%	97.3%
In Family Households	72.5%	73.0%	77.4%
Householder	24.7%	25.0%	27.7%
Spouse	16.7%	17.3%	21.6%
Child	26.2%	25.9%	24.0%
Other relative	1.8%	1.9%	2.1%
Nonrelative	3.0%	2.8%	2.0%
In Nonfamily Households	23.7%	22.8%	19.9%
In Group Quarters	3.9%	4.2%	2.7%
Institutionalized Population	3.5%	3.8%	2.3%
Noninstitutionalized Population	0.4%	0.5%	0.4%

**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.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	1,237	1,598	3,945
Less than 9th Grade	5.7%	5.3%	3.2%
9th - 12th Grade, No Diploma	8.5%	8.1%	6.5%
High School Graduate	25.1%	25.9%	28.7%
GED/Alternative Credential	4.6%	4.8%	4.2%
Some College, No Degree	27.6%	26.9%	24.6%
Associate Degree	9.8%	9.9%	12.0%
Bachelor's Degree	13.1%	13.8%	15.1%
Graduate/Professional Degree	5.6%	5.3%	5.7%
<b>2019 Population 15+ by Marital Status</b>			
Total	1,419	1,826	4,429
Never Married	29.6%	28.6%	21.2%
Married	47.6%	48.7%	57.0%
Widowed	7.3%	7.7%	8.4%
Divorced	15.4%	15.0%	13.4%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.4%	96.6%	97.2%
Civilian Unemployed (Unemployment Rate)	3.4%	3.4%	2.8%
<b>2019 Employed Population 16+ by Industry</b>			
Total	733	944	2,326
Agriculture/Mining	2.5%	2.3%	2.1%
Construction	6.5%	6.7%	7.9%
Manufacturing	16.8%	17.5%	20.7%
Wholesale Trade	0.1%	0.1%	1.2%
Retail Trade	15.8%	15.7%	12.3%
Transportation/Utilities	2.7%	2.6%	3.6%
Information	2.3%	2.5%	2.4%
Finance/Insurance/Real Estate	2.0%	2.2%	3.4%
Services	46.7%	45.3%	41.7%
Public Administration	4.9%	4.8%	4.7%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	733	942	2,326
White Collar	47.7%	49.0%	50.5%
Management/Business/Financial	8.3%	8.5%	10.6%
Professional	17.3%	17.8%	17.6%
Sales	11.3%	11.5%	9.8%
Administrative Support	10.8%	11.2%	12.5%
Services	26.3%	24.9%	20.5%
Blue Collar	25.9%	25.8%	29.0%
Farming/Forestry/Fishing	1.8%	1.6%	1.1%
Construction/Extraction	5.5%	5.3%	5.9%
Installation/Maintenance/Repair	1.8%	2.0%	3.2%
Production	8.2%	8.4%	10.7%
Transportation/Material Moving	8.7%	8.6%	8.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,714	2,202	5,178
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	84.8%	82.6%	55.5%
Rural Population	15.2%	17.4%	44.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	738	957	2,293
Households with 1 Person	38.5%	37.3%	31.5%
Households with 2+ People	61.5%	62.7%	68.5%
Family Households	54.6%	56.2%	62.5%
Husband-wife Families	36.6%	38.8%	48.8%
With Related Children	14.2%	14.6%	15.2%
Other Family (No Spouse Present)	18.0%	17.6%	13.7%
Other Family with Male Householder	5.7%	5.7%	5.0%
With Related Children	3.9%	3.9%	3.1%
Other Family with Female Householder	12.5%	11.7%	8.7%
With Related Children	9.3%	8.8%	6.0%
Nonfamily Households	6.9%	6.5%	6.0%
All Households with Children	28.1%	27.8%	25.0%
Multigenerational Households	1.4%	1.4%	1.4%
Unmarried Partner Households	6.5%	6.2%	5.7%
Male-female	5.7%	5.4%	4.8%
Same-sex	0.8%	0.7%	0.9%
<b>2010 Households by Size</b>			
Total	739	959	2,293
1 Person Household	38.4%	37.2%	31.5%
2 Person Household	31.9%	33.1%	39.4%
3 Person Household	14.7%	14.8%	14.3%
4 Person Household	8.3%	8.8%	9.6%
5 Person Household	5.0%	4.7%	3.8%
6 Person Household	1.1%	1.0%	1.1%
7 + Person Household	0.5%	0.4%	0.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	737	958	2,293
Owner Occupied	56.3%	59.5%	73.3%
Owned with a Mortgage/Loan	35.1%	37.0%	44.2%
Owned Free and Clear	21.2%	22.5%	29.1%
Renter Occupied	43.7%	40.5%	26.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	853	1,150	3,398
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	84.6%	81.5%	41.8%
Rural Housing Units	15.4%	18.5%	58.2%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Heartland Communities (6F)	Heartland Communities (6F)	Heartland Communities (6F)
2.	Traditional Living (12B)	Traditional Living (12B)	Rural Resort Dwellers (6E)
3.	Prairie Living (6D)	Prairie Living (6D)	Prairie Living (6D)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$858,679	\$1,145,029	\$3,188,093
Average Spent	\$1,192.61	\$1,220.71	\$1,403.83
Spending Potential Index	56	57	66
Education: Total \$	\$591,368	\$778,546	\$2,013,978
Average Spent	\$821.34	\$830.01	\$886.82
Spending Potential Index	52	52	56
Entertainment/Recreation: Total \$	\$1,456,473	\$1,981,057	\$5,959,023
Average Spent	\$2,022.88	\$2,112.00	\$2,623.96
Spending Potential Index	62	65	80
Food at Home: Total \$	\$2,294,474	\$3,107,293	\$9,162,632
Average Spent	\$3,186.77	\$3,312.68	\$4,034.62
Spending Potential Index	62	64	78
Food Away from Home: Total \$	\$1,519,954	\$2,037,711	\$5,764,629
Average Spent	\$2,111.05	\$2,172.40	\$2,538.37
Spending Potential Index	57	59	69
Health Care: Total \$	\$2,879,193	\$3,931,710	\$11,830,122
Average Spent	\$3,998.88	\$4,191.59	\$5,209.21
Spending Potential Index	67	71	88
HH Furnishings & Equipment: Total \$	\$897,314	\$1,205,594	\$3,461,234
Average Spent	\$1,246.27	\$1,285.28	\$1,524.10
Spending Potential Index	58	60	71
Personal Care Products & Services: Total \$	\$362,934	\$484,452	\$1,338,048
Average Spent	\$504.07	\$516.47	\$589.19
Spending Potential Index	57	58	66
Shelter: Total \$	\$7,275,583	\$9,724,828	\$27,380,288
Average Spent	\$10,104.98	\$10,367.62	\$12,056.49
Spending Potential Index	55	56	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,046,669	\$1,415,864	\$4,148,939
Average Spent	\$1,453.71	\$1,509.45	\$1,826.92
Spending Potential Index	59	61	74
Travel: Total \$	\$870,609	\$1,171,495	\$3,420,778
Average Spent	\$1,209.18	\$1,248.93	\$1,506.29
Spending Potential Index	54	56	67
Vehicle Maintenance & Repairs: Total \$	\$512,451	\$693,734	\$2,056,272
Average Spent	\$711.74	\$739.59	\$905.45
Spending Potential Index	62	65	79

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.