



Market Profile

1300 Egg Harbor Rd, Sturgeon Bay, Wisconsin, 54235 2
 1300 Egg Harbor Rd, Sturgeon Bay, Wisconsin, 54235
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 44.84805
 Longitude: -87.36204

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	1,692	6,080	11,214
2010 Total Population	1,635	5,744	10,886
2019 Total Population	1,677	5,880	11,173
2019 Group Quarters	17	163	185
2024 Total Population	1,685	5,907	11,235
2019-2024 Annual Rate	0.10%	0.09%	0.11%
2019 Total Daytime Population	2,146	6,511	11,389
Workers	1,432	3,972	6,845
Residents	714	2,539	4,544
Household Summary			
2000 Households	784	2,628	4,780
2000 Average Household Size	2.12	2.22	2.29
2010 Households	803	2,729	5,082
2010 Average Household Size	2.01	2.04	2.10
2019 Households	824	2,797	5,221
2019 Average Household Size	2.01	2.04	2.10
2024 Households	829	2,809	5,249
2024 Average Household Size	2.01	2.04	2.11
2019-2024 Annual Rate	0.12%	0.09%	0.11%
2010 Families	431	1,517	3,018
2010 Average Family Size	2.73	2.73	2.71
2019 Families	434	1,527	3,053
2019 Average Family Size	2.73	2.74	2.72
2024 Families	433	1,525	3,053
2024 Average Family Size	2.74	2.75	2.72
2019-2024 Annual Rate	-0.05%	-0.03%	0.00%
Housing Unit Summary			
2000 Housing Units	854	2,816	5,319
Owner Occupied Housing Units	56.7%	62.6%	63.7%
Renter Occupied Housing Units	35.1%	30.7%	26.2%
Vacant Housing Units	8.2%	6.7%	10.1%
2010 Housing Units	885	3,026	6,018
Owner Occupied Housing Units	52.2%	56.8%	56.6%
Renter Occupied Housing Units	38.5%	33.4%	27.8%
Vacant Housing Units	9.3%	9.8%	15.6%
2019 Housing Units	917	3,138	6,287
Owner Occupied Housing Units	54.5%	58.7%	57.9%
Renter Occupied Housing Units	35.3%	30.4%	25.2%
Vacant Housing Units	10.1%	10.9%	17.0%
2024 Housing Units	946	3,236	6,505
Owner Occupied Housing Units	53.6%	57.5%	56.5%
Renter Occupied Housing Units	34.0%	29.3%	24.2%
Vacant Housing Units	12.4%	13.2%	19.3%
Median Household Income			
2019	\$50,709	\$51,477	\$54,621
2024	\$53,836	\$55,258	\$59,169
Median Home Value			
2019	\$147,059	\$150,551	\$171,519
2024	\$159,375	\$164,217	\$184,301
Per Capita Income			
2019	\$30,633	\$30,854	\$34,109
2024	\$34,342	\$34,975	\$38,520
Median Age			
2010	43.1	46.3	47.1
2019	42.9	47.1	48.9
2024	42.2	46.6	48.9

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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2019 Households by Income			
Household Income Base	824	2,797	5,221
<\$15,000	13.3%	12.5%	9.8%
\$15,000 - \$24,999	10.1%	11.3%	9.4%
\$25,000 - \$34,999	9.5%	10.4%	10.5%
\$35,000 - \$49,999	16.0%	13.4%	13.9%
\$50,000 - \$74,999	24.6%	24.7%	24.0%
\$75,000 - \$99,999	11.9%	11.3%	12.5%
\$100,000 - \$149,999	7.2%	9.4%	11.5%
\$150,000 - \$199,999	5.3%	4.5%	4.3%
\$200,000+	2.2%	2.5%	4.1%
Average Household Income	\$63,648	\$64,979	\$73,241
2024 Households by Income			
Household Income Base	829	2,809	5,249
<\$15,000	11.8%	10.8%	8.4%
\$15,000 - \$24,999	8.8%	9.9%	8.2%
\$25,000 - \$34,999	8.7%	9.3%	9.3%
\$35,000 - \$49,999	15.0%	12.5%	12.7%
\$50,000 - \$74,999	25.2%	25.0%	23.9%
\$75,000 - \$99,999	12.7%	12.0%	13.1%
\$100,000 - \$149,999	8.7%	11.7%	13.9%
\$150,000 - \$199,999	7.0%	6.1%	5.9%
\$200,000+	2.3%	2.7%	4.6%
Average Household Income	\$71,259	\$73,685	\$82,733
2019 Owner Occupied Housing Units by Value			
Total	500	1,842	3,639
<\$50,000	10.4%	7.8%	5.3%
\$50,000 - \$99,999	13.8%	13.1%	9.9%
\$100,000 - \$149,999	27.2%	28.9%	26.8%
\$150,000 - \$199,999	22.2%	19.7%	18.5%
\$200,000 - \$249,999	4.8%	7.0%	10.4%
\$250,000 - \$299,999	6.8%	8.7%	8.8%
\$300,000 - \$399,999	12.6%	9.8%	10.4%
\$400,000 - \$499,999	0.6%	1.4%	3.6%
\$500,000 - \$749,999	0.8%	2.6%	3.7%
\$750,000 - \$999,999	0.4%	0.8%	1.6%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$171,285	\$188,002	\$224,938
2024 Owner Occupied Housing Units by Value			
Total	507	1,862	3,674
<\$50,000	9.1%	6.9%	4.6%
\$50,000 - \$99,999	11.8%	11.4%	8.5%
\$100,000 - \$149,999	24.9%	26.1%	24.3%
\$150,000 - \$199,999	22.1%	19.5%	18.3%
\$200,000 - \$249,999	5.1%	7.5%	10.8%
\$250,000 - \$299,999	8.3%	10.1%	9.9%
\$300,000 - \$399,999	16.2%	12.0%	12.1%
\$400,000 - \$499,999	0.8%	1.7%	4.1%
\$500,000 - \$749,999	1.2%	3.5%	4.8%
\$750,000 - \$999,999	0.4%	1.0%	1.7%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$186,561	\$204,500	\$240,080

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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2010 Population by Age			
Total	1,633	5,742	10,885
0 - 4	6.9%	6.0%	5.2%
5 - 9	5.7%	5.1%	5.1%
10 - 14	5.3%	5.0%	5.2%
15 - 24	11.5%	11.0%	10.4%
25 - 34	12.2%	10.8%	10.4%
35 - 44	10.6%	10.3%	10.3%
45 - 54	15.3%	16.2%	17.2%
55 - 64	14.1%	15.2%	16.1%
65 - 74	7.8%	8.8%	9.6%
75 - 84	6.8%	7.2%	6.7%
85 +	3.9%	4.6%	3.6%
18 +	78.3%	80.1%	80.6%
2019 Population by Age			
Total	1,678	5,880	11,170
0 - 4	6.4%	5.5%	4.7%
5 - 9	6.0%	5.4%	5.0%
10 - 14	5.5%	5.2%	5.1%
15 - 24	11.1%	10.3%	9.7%
25 - 34	12.1%	11.1%	10.6%
35 - 44	11.1%	10.4%	10.5%
45 - 54	10.6%	11.4%	12.2%
55 - 64	15.6%	16.7%	17.8%
65 - 74	11.4%	12.7%	13.9%
75 - 84	6.1%	6.8%	6.7%
85 +	4.1%	4.6%	3.8%
18 +	78.8%	80.9%	82.1%
2024 Population by Age			
Total	1,687	5,908	11,236
0 - 4	6.3%	5.4%	4.7%
5 - 9	6.3%	5.6%	5.1%
10 - 14	6.0%	5.6%	5.3%
15 - 24	11.1%	10.3%	9.5%
25 - 34	12.7%	11.3%	10.7%
35 - 44	10.6%	10.2%	10.5%
45 - 54	10.0%	10.6%	11.5%
55 - 64	13.0%	14.3%	15.3%
65 - 74	13.2%	14.4%	15.6%
75 - 84	7.0%	8.2%	8.3%
85 +	3.7%	4.3%	3.6%
18 +	77.9%	80.2%	81.8%
2010 Population by Sex			
Males	772	2,720	5,240
Females	863	3,024	5,646
2019 Population by Sex			
Males	803	2,822	5,425
Females	874	3,058	5,748
2024 Population by Sex			
Males	819	2,860	5,483
Females	866	3,047	5,752

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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2010 Population by Race/Ethnicity			
Total	1,635	5,743	10,887
White Alone	93.5%	94.5%	95.3%
Black Alone	1.5%	1.1%	0.9%
American Indian Alone	1.2%	1.1%	0.8%
Asian Alone	0.7%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.1%	1.0%
Two or More Races	2.0%	1.5%	1.4%
Hispanic Origin	2.4%	2.6%	2.5%
Diversity Index	16.6	15.2	13.4
2019 Population by Race/Ethnicity			
Total	1,677	5,879	11,172
White Alone	91.3%	92.7%	93.8%
Black Alone	1.9%	1.4%	1.1%
American Indian Alone	1.3%	1.2%	0.9%
Asian Alone	0.9%	1.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.5%	1.3%
Two or More Races	3.1%	2.3%	2.1%
Hispanic Origin	3.3%	3.5%	3.3%
Diversity Index	21.9	19.9	17.7
2024 Population by Race/Ethnicity			
Total	1,685	5,906	11,235
White Alone	89.9%	91.5%	92.8%
Black Alone	2.2%	1.6%	1.2%
American Indian Alone	1.3%	1.2%	0.9%
Asian Alone	1.0%	1.1%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.8%	1.6%
Two or More Races	3.8%	2.8%	2.6%
Hispanic Origin	3.9%	4.1%	3.9%
Diversity Index	25.1	22.9	20.4
2010 Population by Relationship and Household Type			
Total	1,635	5,744	10,886
In Households	98.9%	97.1%	98.2%
In Family Households	74.1%	73.8%	76.7%
Householder	25.9%	26.3%	27.6%
Spouse	18.2%	20.2%	22.1%
Child	26.5%	24.4%	24.2%
Other relative	1.3%	1.3%	1.2%
Nonrelative	2.3%	1.5%	1.6%
In Nonfamily Households	24.8%	23.3%	21.5%
In Group Quarters	1.1%	2.9%	1.8%
Institutionalized Population	0.9%	2.1%	1.2%
Noninstitutionalized Population	0.2%	0.9%	0.5%

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.

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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2019 Population 25+ by Educational Attainment			
Total	1,188	4,335	8,430
Less than 9th Grade	1.7%	1.3%	1.1%
9th - 12th Grade, No Diploma	5.2%	7.2%	6.0%
High School Graduate	32.2%	29.5%	28.0%
GED/Alternative Credential	7.3%	4.4%	2.9%
Some College, No Degree	15.2%	19.7%	19.4%
Associate Degree	11.3%	9.2%	9.8%
Bachelor's Degree	17.6%	16.5%	20.5%
Graduate/Professional Degree	9.4%	12.2%	12.3%
2019 Population 15+ by Marital Status			
Total	1,375	4,940	9,515
Never Married	14.7%	17.4%	18.4%
Married	64.9%	61.6%	62.2%
Widowed	10.9%	8.4%	7.5%
Divorced	9.5%	12.6%	11.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	99.1%	98.6%	98.9%
Civilian Unemployed (Unemployment Rate)	0.8%	1.4%	1.1%
2019 Employed Population 16+ by Industry			
Total	955	3,332	6,663
Agriculture/Mining	0.0%	0.2%	0.7%
Construction	3.2%	5.8%	6.8%
Manufacturing	22.2%	21.8%	21.3%
Wholesale Trade	1.6%	2.5%	2.9%
Retail Trade	14.6%	13.6%	11.6%
Transportation/Utilities	13.2%	7.6%	4.6%
Information	2.9%	2.5%	2.0%
Finance/Insurance/Real Estate	5.8%	5.6%	4.8%
Services	31.9%	34.8%	41.0%
Public Administration	4.7%	5.7%	4.3%
2019 Employed Population 16+ by Occupation			
Total	955	3,332	6,663
White Collar	49.4%	54.0%	57.6%
Management/Business/Financial	9.4%	10.8%	11.1%
Professional	12.0%	17.7%	22.2%
Sales	17.9%	14.5%	11.9%
Administrative Support	10.1%	10.9%	12.4%
Services	15.0%	13.7%	13.4%
Blue Collar	35.6%	32.3%	29.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.9%	2.8%	3.6%
Installation/Maintenance/Repair	4.4%	5.1%	4.8%
Production	15.7%	15.3%	13.4%
Transportation/Material Moving	13.6%	9.1%	7.1%
2010 Population By Urban/ Rural Status			
Total Population	1,635	5,744	10,886
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	95.4%	88.8%	73.8%
Rural Population	4.6%	11.2%	26.2%

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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2010 Households by Type			
Total	804	2,729	5,082
Households with 1 Person	41.7%	39.8%	35.5%
Households with 2+ People	58.3%	60.2%	64.5%
Family Households	53.6%	55.6%	59.4%
Husband-wife Families	37.7%	42.8%	47.5%
With Related Children	13.9%	15.2%	15.6%
Other Family (No Spouse Present)	15.9%	12.8%	11.9%
Other Family with Male Householder	3.2%	3.1%	3.3%
With Related Children	2.2%	1.9%	2.0%
Other Family with Female Householder	12.7%	9.7%	8.6%
With Related Children	9.3%	6.4%	5.7%
Nonfamily Households	4.7%	4.7%	5.1%
All Households with Children	25.9%	23.9%	23.7%
Multigenerational Households	0.6%	0.8%	0.9%
Unmarried Partner Households	6.6%	5.6%	5.6%
Male-female	6.2%	5.3%	5.3%
Same-sex	0.4%	0.3%	0.3%
2010 Households by Size			
Total	803	2,729	5,082
1 Person Household	41.7%	39.8%	35.5%
2 Person Household	31.1%	34.2%	37.8%
3 Person Household	13.7%	12.7%	12.4%
4 Person Household	8.8%	8.8%	9.5%
5 Person Household	3.2%	3.3%	3.5%
6 Person Household	0.9%	0.9%	0.9%
7 + Person Household	0.5%	0.3%	0.3%
2010 Households by Tenure and Mortgage Status			
Total	803	2,729	5,082
Owner Occupied	57.5%	63.0%	67.1%
Owned with a Mortgage/Loan	35.2%	39.8%	41.8%
Owned Free and Clear	22.3%	23.1%	25.3%
Renter Occupied	42.5%	37.0%	32.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	885	3,026	6,018
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	94.6%	87.6%	71.9%
Rural Housing Units	5.4%	12.4%	28.1%

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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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Traditional Living (12B)	Old and Newcomers (8F)
2.	Traditional Living (12B)	Midlife Constants (5E)	Midlife Constants (5E)
3.	Midlife Constants (5E)	Old and Newcomers (8F)	Traditional Living (12B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,297,962	\$4,393,025	\$9,151,794
Average Spent	\$1,575.20	\$1,570.62	\$1,752.88
Spending Potential Index	74	73	82
Education: Total \$	\$906,101	\$3,074,055	\$6,525,754
Average Spent	\$1,099.64	\$1,099.05	\$1,249.90
Spending Potential Index	69	69	78
Entertainment/Recreation: Total \$	\$1,988,626	\$7,059,180	\$14,836,205
Average Spent	\$2,413.38	\$2,523.84	\$2,841.64
Spending Potential Index	74	77	87
Food at Home: Total \$	\$3,212,934	\$11,220,607	\$23,394,344
Average Spent	\$3,899.19	\$4,011.66	\$4,480.82
Spending Potential Index	75	78	87
Food Away from Home: Total \$	\$2,245,507	\$7,655,263	\$16,002,354
Average Spent	\$2,725.13	\$2,736.95	\$3,065.00
Spending Potential Index	74	74	83
Health Care: Total \$	\$3,787,590	\$13,602,811	\$28,482,169
Average Spent	\$4,596.59	\$4,863.36	\$5,455.31
Spending Potential Index	77	82	92
HH Furnishings & Equipment: Total \$	\$1,309,180	\$4,500,207	\$9,453,344
Average Spent	\$1,588.81	\$1,608.94	\$1,810.64
Spending Potential Index	75	75	85
Personal Care Products & Services: Total \$	\$550,073	\$1,862,062	\$3,902,339
Average Spent	\$667.56	\$665.74	\$747.43
Spending Potential Index	75	75	84
Shelter: Total \$	\$11,051,984	\$37,605,684	\$78,718,451
Average Spent	\$13,412.60	\$13,445.01	\$15,077.27
Spending Potential Index	72	73	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,539,130	\$5,368,723	\$11,310,011
Average Spent	\$1,867.88	\$1,919.46	\$2,166.25
Spending Potential Index	75	77	87
Travel: Total \$	\$1,291,168	\$4,491,027	\$9,579,955
Average Spent	\$1,566.95	\$1,605.66	\$1,834.89
Spending Potential Index	70	72	82
Vehicle Maintenance & Repairs: Total \$	\$748,005	\$2,563,582	\$5,341,382
Average Spent	\$907.77	\$916.55	\$1,023.06
Spending Potential Index	79	80	89

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.