



COMMUNITY DEMOGRAPHIC PROFILE

Sheboygan, Wisconsin

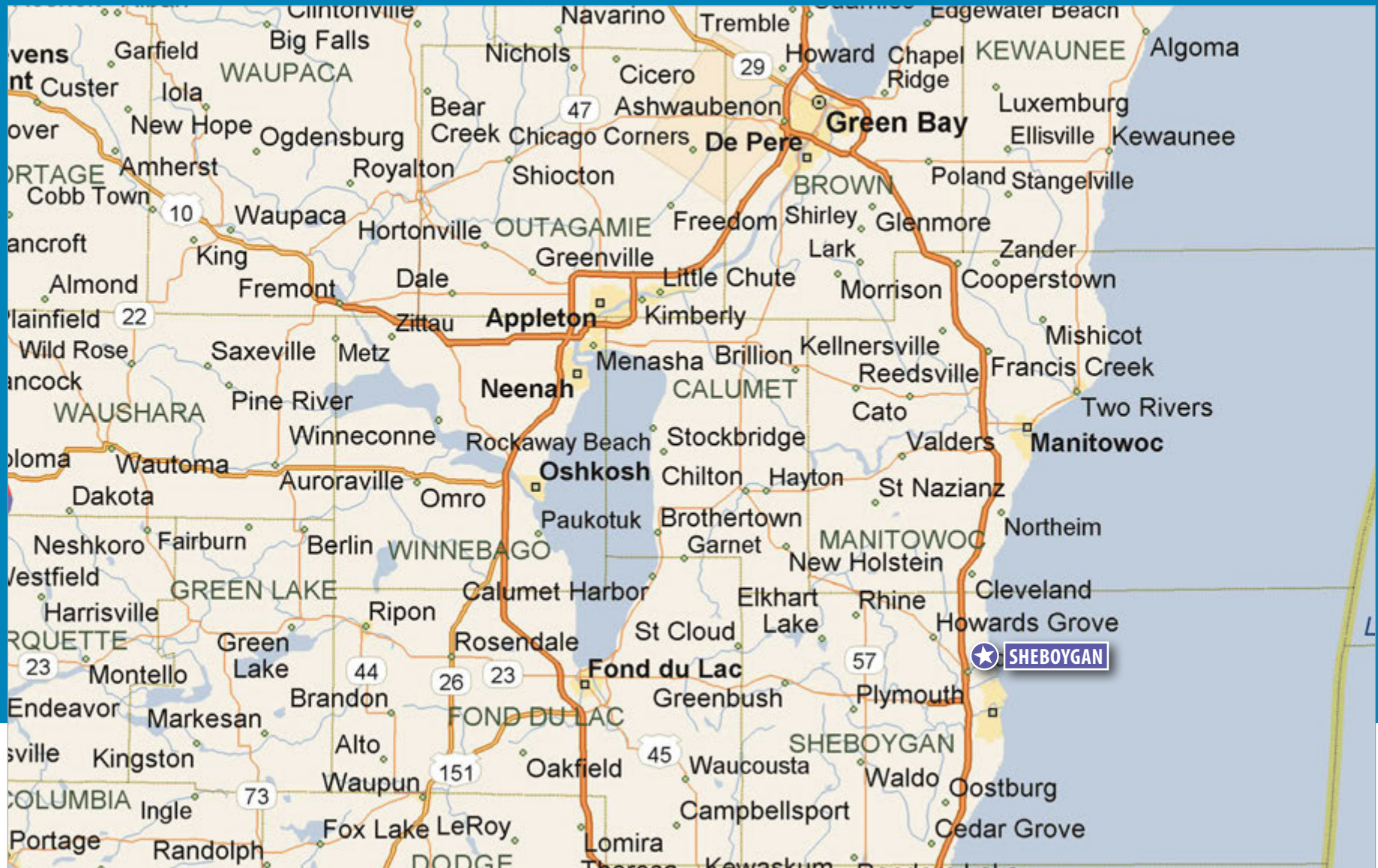


Prepared for
Sheboygan County Economic Development Corporation
May 2016



Location

Sheboygan, Wisconsin



SHEBOYGAN COUNTY
ECONOMIC DEVELOPMENT
CORPORATION
DO MORE.

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www.someplacebetter.org

Community | Demographics

Sheboygan, Wisconsin

DESCRIPTION	DATA	%
Population		
2021 Projection	8,283	
2016 Estimate	7,942	
2010 Census	7,271	
2000 Census	5,874	
Growth 2016 - 2021		4.30%
Growth 2010 - 2016		9.23%
Growth 2000 - 2010		23.78%
2016 Est. Population by Single-Classification Race	7,942	
White Alone	7,250	91.28%
Black or African American Alone	60	0.76%
Amer. Indian and Alaska Native Alone	21	0.26%
Asian Alone	409	5.14%
Native Hawaiian and Other Pac. Isl. Alone	0	0.01%
Some Other Race Alone	87	1.10%
Two or More Races	115	1.44%
2016 Est. Population by Hispanic or Latino Origin	7,942	
Not Hispanic or Latino	7,664	96.50%
Hispanic or Latino	278	3.50%
Mexican	204	73.57%
Puerto Rican	18	6.40%
Cuban	3	1.03%
All Other Hispanic or Latino	53	19.01%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	278	
White Alone	144	51.88%
Black or African American Alone	5	1.95%
American Indian and Alaska Native Alone	11	4.01%
Asian Alone	0	0.06%
Native Hawaiian and Other Pacific Islander Alone	0	0.15%
Some Other Race Alone	85	30.79%
Two or More Races	31	11.16%
2016 Est. Pop by Race, Asian Alone, by Category	409	
Chinese, except Taiwanese	50	12.36%
Filipino	72	17.62%
Japanese	16	3.95%
Asian Indian	13	3.20%
Korean	3	0.77%
Vietnamese	10	2.51%
Cambodian	0	0.00%
Hmong	104	25.36%
Laotian	3	0.84%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	136	33.39%
2016 Est. Population by Ancestry	7,942	
Arab	17	0.21%
Czech	68	0.85%
Danish	32	0.41%
Dutch	244	3.07%
English	207	2.61%
French (except Basque)	126	1.58%
French Canadian	54	0.69%
German	4,052	51.02%
Greek	10	0.12%

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DESCRIPTION	DATA	%
Hungarian	70	0.88%
Irish	220	2.77%
Italian	50	0.63%
Lithuanian	52	0.66%
United States or American	300	3.77%
Norwegian	224	2.82%
Polish	238	3.00%
Portuguese	29	0.37%
Russian	41	0.52%
Scottish	26	0.33%
Scotch-Irish	41	0.51%
Slovak	2	0.02%
Subsaharan African	0	0.00%
Swedish	47	0.59%
Swiss	6	0.07%
Ukrainian	5	0.06%
Welsh	13	0.16%
West Indian (except Hisp. groups)	1	0.01%
Other ancestries	1,062	13.38%
Ancestry Unclassified	706	8.89%
2016 Est. Pop Age 5+ by Language Spoken At Home	7,531	
Speak Only English at Home	6,861	91.11%
Speak Asian/Pac. Isl. Lang. at Home	309	4.10%
Speak IndoEuropean Language at Home	218	2.90%
Speak Spanish at Home	143	1.90%
Speak Other Language at Home	0	0.00%
2016 Est. Population by Sex	7,942	
Male	3,877	48.82%
Female	4,065	51.18%

DESCRIPTION	DATA	%
2016 Est. Population by Age	7,942	
Age 0 - 4	411	5.18%
Age 5 - 9	450	5.67%
Age 10 - 14	514	6.47%
Age 15 - 17	333	4.19%
Age 18 - 20	290	3.65%
Age 21 - 24	360	4.53%
Age 25 - 34	681	8.57%
Age 35 - 44	813	10.24%
Age 45 - 54	1,239	15.61%
Age 55 - 64	1,353	17.03%
Age 65 - 74	841	10.59%
Age 75 - 84	463	5.83%
Age 85 and over	195	2.45%
Age 16 and over	6,457	81.30%
Age 18 and over	6,234	78.49%
Age 21 and over	5,944	74.85%
Age 65 and over	1,499	18.87%
2016 Est. Median Age	46.0	
2016 Est. Average Age	42.7	

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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	3,877	
Age 0 - 4	210	5.41%
Age 5 - 9	218	5.62%
Age 10 - 14	252	6.50%
Age 15 - 17	176	4.53%
Age 18 - 20	153	3.95%
Age 21 - 24	184	4.74%
Age 25 - 34	341	8.79%
Age 35 - 44	398	10.28%
Age 45 - 54	619	15.97%
Age 55 - 64	662	17.06%
Age 65 - 74	393	10.12%
Age 75 - 84	202	5.21%
Age 85 and over	70	1.81%
2016 Est. Median Age, Male	45.1	
2016 Est. Average Age, Male	41.7	
2016 Est. Female Population by Age	4,065	
Age 0 - 4	202	4.96%
Age 5 - 9	232	5.72%
Age 10 - 14	262	6.44%
Age 15 - 17	157	3.86%
Age 18 - 20	137	3.36%
Age 21 - 24	176	4.33%
Age 25 - 34	340	8.35%
Age 35 - 44	415	10.20%
Age 45 - 54	620	15.26%
Age 55 - 64	691	17.00%
Age 65 - 74	448	11.03%
Age 75 - 84	261	6.43%
Age 85 and over	125	3.07%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	46.8	
2016 Est. Average Age, Female	43.6	
2016 Est. Pop Age 15+ by Marital Status	6,567	
Total, Never Married	1,624	24.73%
Males, Never Married	913	13.90%
Females, Never Married	711	10.83%
Married, Spouse present	3,786	57.65%
Married, Spouse absent	126	1.92%
Widowed	528	8.04%
Males Widowed	112	1.71%
Females Widowed	416	6.34%
Divorced	503	7.66%
Males Divorced	287	4.37%
Females Divorced	216	3.29%
2016 Est. Pop Age 25+ by Edu. Attainment	5,584	
Less than 9th grade	197	3.52%
Some High School, no diploma	192	3.44%
High School Graduate (or GED)	1,924	34.45%
Some College, no degree	1,127	20.18%
Associate Degree	632	11.33%
Bachelor's Degree	954	17.08%
Master's Degree	410	7.34%
Professional School Degree	84	1.50%
Doctorate Degree	66	1.17%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	140	
No High School Diploma	27	18.99%
High School Graduate	19	13.54%
Some College or Associate's Degree	74	52.81%
Bachelor's Degree or Higher	20	14.65%

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DESCRIPTION	DATA	%
Households		
2021 Projection	3,289	
2016 Estimate	3,168	
2010 Census	3,031	
2000 Census	2,239	
Growth 2016 - 2021		3.80%
Growth 2010 - 2016		4.52%
Growth 2000 - 2010		35.37%
2016 Est. Households by Household Type	3,168	
Family Households	2,253	71.12%
Nonfamily Households	915	28.88%
2016 Est. Group Quarters Population	64	
2016 HHs by Ethnicity, Hispanic/Latino	79	
2016 Est. Households by HH Income	3,168	
Income < \$15,000	181	5.72%
Income \$15,000 - \$24,999	365	11.51%
Income \$25,000 - \$34,999	332	10.49%
Income \$35,000 - \$49,999	408	12.88%
Income \$50,000 - \$74,999	666	21.01%
Income \$75,000 - \$99,999	498	15.73%
Income \$100,000 - \$124,999	331	10.45%
Income \$125,000 - \$149,999	136	4.28%
Income \$150,000 - \$199,999	173	5.46%
Income \$200,000 - \$249,999	40	1.26%
Income \$250,000 - \$499,999	35	1.09%
Income \$500,000+	4	0.12%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$72,295	
2016 Est. Median Household Income	\$61,188	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$62,602	
Black or African American Alone	\$18,859	
American Indian and Alaska Native Alone	\$61,659	
Asian Alone	\$41,070	
Native Hawaiian and Other Pacific Islander Alone	\$175,000	
Some Other Race Alone	\$43,065	
Two or More Races	\$46,489	
Hispanic or Latino	\$38,965	
Not Hispanic or Latino	\$61,505	
2016 Est. Family HH Type by Presence of Own Child.	2,253	
Married-Couple Family, own children	777	34.47%
Married-Couple Family, no own children	1,237	54.88%
Male Householder, own children	46	2.03%
Male Householder, no own children	34	1.51%
Female Householder, own children	92	4.08%
Female Householder, no own children	68	3.03%
2016 Est. Households by Household Size	3,168	
1-person	774	24.42%
2-person	1,216	38.39%
3-person	475	15.00%
4-person	432	13.63%
5-person	180	5.69%
6-person	59	1.85%
7-or-more-person	32	1.02%

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DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.49	
2016 Est. Households by Presence of People Under 18	3,168	
Households with 1 or More People under Age 18:	960	30.30%
Married-Couple Family	801	83.42%
Other Family, Male Householder	47	4.87%
Other Family, Female Householder	99	10.34%
Nonfamily, Male Householder	12	1.25%
Nonfamily, Female Householder	1	0.12%
Households with No People under Age 18:	2,208	69.70%
Married-Couple Family	1,215	55.00%
Other Family, Male Householder	32	1.44%
Other Family, Female Householder	61	2.76%
Nonfamily, Male Householder	378	17.11%
Nonfamily, Female Householder	523	23.69%
2016 Est. Households by Number of Vehicles	3,168	
No Vehicles	78	2.45%
1 Vehicle	891	28.11%
2 Vehicles	1,498	47.29%
3 Vehicles	597	18.86%
4 Vehicles	70	2.22%
5 or more Vehicles	34	1.08%
2016 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	2,343	
2016 Estimate	2,253	
2010 Census	2,153	
2000 Census	1,713	
Growth 2016 - 2021		3.97%
Growth 2010 - 2016		4.65%
Growth 2000 - 2010		25.65%
2016 Est. Families by Poverty Status	2,253	
2016 Families at or Above Poverty	2,193	97.34%
2016 Families at or Above Poverty with Children	785	34.83%
2016 Families Below Poverty	60	2.66%
2016 Families Below Poverty with Children	36	1.60%
2016 Est. Pop Age 16+ by Employment Status	6,457	
In Armed Forces	1	0.01%
Civilian - Employed	4,291	66.46%
Civilian - Unemployed	245	3.80%
Not in Labor Force	1,920	29.73%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	4,343	
For-Profit Private Workers	3,383	77.90%
Non-Profit Private Workers	253	5.83%
Local Government Workers	260	5.98%
State Government Workers	61	1.40%
Federal Government Workers	35	0.81%
Self-Employed Workers	349	8.04%
Unpaid Family Workers	2	0.04%

Community | Demographics

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DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	4,343	
Architect/Engineer	130	3.00%
Arts/Entertainment/Sports	93	2.14%
Building Grounds Maintenance	106	2.45%
Business/Financial Operations	285	6.56%
Community/Social Services	97	2.22%
Computer/Mathematical	113	2.61%
Construction/Extraction	124	2.85%
Education/Training/Library	178	4.11%
Farming/Fishing/Forestry	40	0.91%
Food Prep/Serving	249	5.73%
Health Practitioner/Technician	211	4.86%
Healthcare Support	90	2.07%
Maintenance Repair	132	3.04%
Legal	4	0.08%
Life/Physical/Social Science	36	0.84%
Management	444	10.22%
Office/Admin. Support	604	13.92%
Production	471	10.85%
Protective Services	27	0.62%
Sales/Related	432	9.96%
Personal Care/Service	106	2.45%
Transportation/Moving	371	8.53%
2016 Est. Pop 16+ by Occupation Classification	4,343	
Blue Collar	1,097	25.27%
White Collar	2,628	60.51%
Service and Farm	618	14.22%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	4,292	
Drove Alone	3,803	88.60%
Car Pooled	233	5.43%
Public Transportation	7	0.16%
Walked	39	0.91%
Bicycle	18	0.41%
Other Means	28	0.66%
Worked at Home	164	3.82%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,180	
15 - 29 Minutes	1,511	
30 - 44 Minutes	160	
45 - 59 Minutes	133	
60 or more Minutes	122	
2016 Est. Avg Travel Time to Work in Minutes	18.00	
2016 Est. Occupied Housing Units by Tenure	3,168	
Owner Occupied	2,506	79.08%
Renter Occupied	663	20.92%
2016 Owner Occ. HUs: Avg. Length of Residence	16.9	
2016 Renter Occ. HUs: Avg. Length of Residence	7.8	

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DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	2,506	
Value Less than \$20,000	19	0.76%
Value \$20,000 - \$39,999	10	0.41%
Value \$40,000 - \$59,999	20	0.82%
Value \$60,000 - \$79,999	61	2.42%
Value \$80,000 - \$99,999	150	5.97%
Value \$100,000 - \$149,999	517	20.63%
Value \$150,000 - \$199,999	637	25.41%
Value \$200,000 - \$299,999	819	32.68%
Value \$300,000 - \$399,999	198	7.92%
Value \$400,000 - \$499,999	55	2.20%
Value \$500,000 - \$749,999	15	0.58%
Value \$750,000 - \$999,999	3	0.11%
Value \$1,000,000 or more	3	0.11%
2016 Est. Median All Owner-Occupied Housing Value	\$187,392	
2016 Est. Housing Units by Units in Structure	3,344	
1 Unit Attached	234	7.00%
1 Unit Detached	2,398	71.72%
2 Units	119	3.54%
3 or 4 Units	61	1.83%
5 to 19 Units	197	5.90%
20 to 49 Units	259	7.74%
50 or More Units	39	1.16%
Mobile Home or Trailer	37	1.10%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	3,344	
Housing Units Built 2010 or later	196	5.86%
Housing Units Built 2000 to 2009	595	17.79%
Housing Units Built 1990 to 1999	816	24.39%
Housing Units Built 1980 to 1989	305	9.11%
Housing Units Built 1970 to 1979	426	12.75%
Housing Units Built 1960 to 1969	270	8.09%
Housing Units Built 1950 to 1959	302	9.02%
Housing Units Built 1940 to 1949	124	3.72%
Housing Unit Built 1939 or Earlier	310	9.28%
2016 Est. Median Year Structure Built	1988	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach -
It’s not about data. It’s about your success.**

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Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.