



# PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

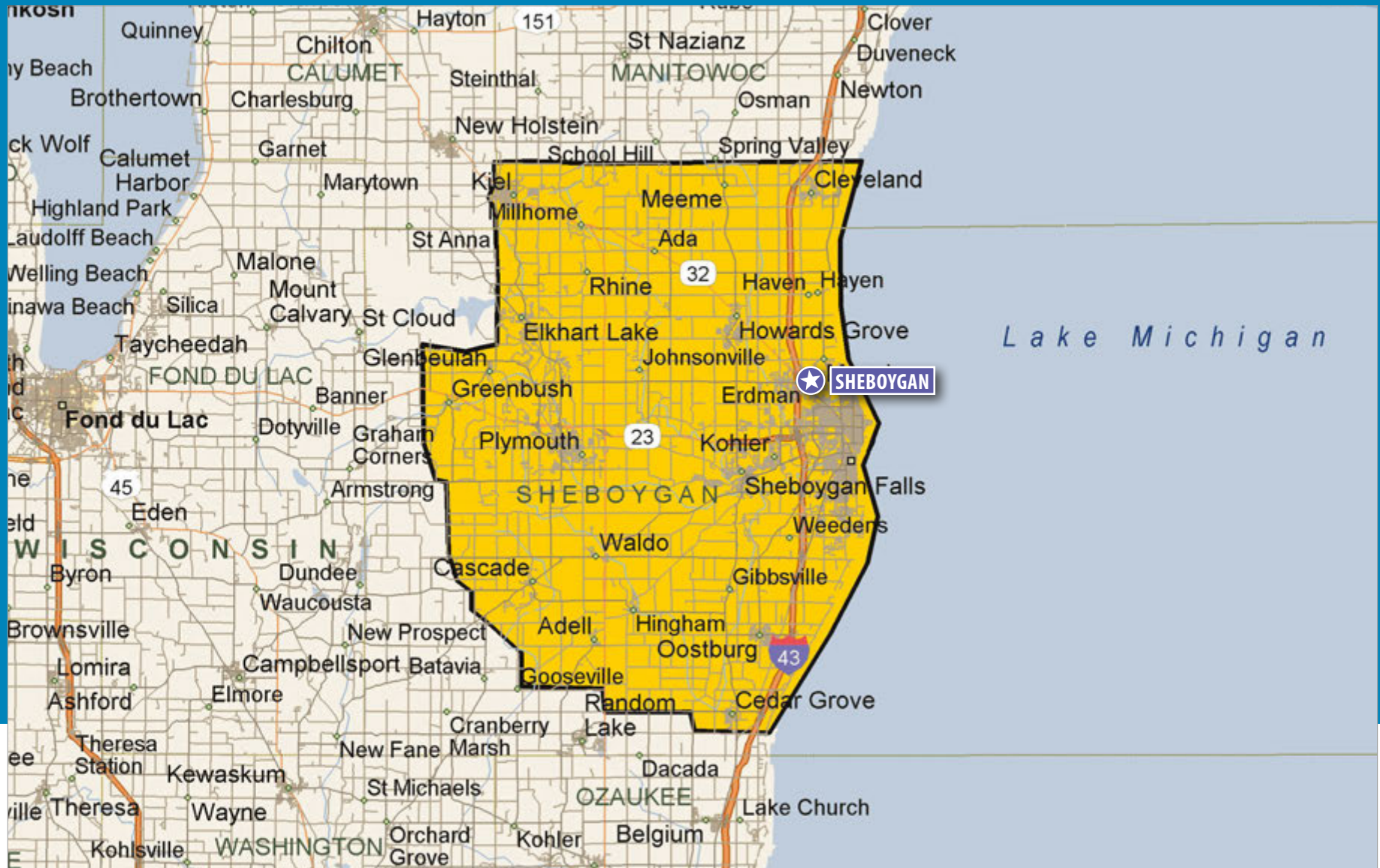
Sheboygan, Wisconsin



Prepared for  
Sheboygan County Economic Development Corporation  
May 2016



## Primary Retail Trade Area Sheboygan, Wisconsin



**SHEBOYGAN COUNTY  
ECONOMIC DEVELOPMENT  
CORPORATION**  
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## Primary Retail Trade Area | Demographics

### Sheboygan, Wisconsin

DESCRIPTION	DATA	%
Population		
2021 Projection	116,038	
2016 Estimate	115,105	
2010 Census	115,089	
2000 Census	112,502	
Growth 2016 - 2021		0.81%
Growth 2010 - 2016		0.01%
Growth 2000 - 2010		2.30%
2016 Est. Population by Single-Classification Race	115,105	
White Alone	102,414	88.97%
Black or African American Alone	1,502	1.31%
Amer. Indian and Alaska Native Alone	501	0.44%
Asian Alone	5,863	5.09%
Native Hawaiian and Other Pac. Isl. Alone	31	0.03%
Some Other Race Alone	2,620	2.28%
Two or More Races	2,173	1.89%
2016 Est. Population by Hispanic or Latino Origin	115,105	
Not Hispanic or Latino	107,830	93.68%
Hispanic or Latino	7,275	6.32%
Mexican	5,969	82.05%
Puerto Rican	427	5.87%
Cuban	63	0.86%
All Other Hispanic or Latino	816	11.21%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	7,275	
White Alone	3,847	52.89%
Black or African American Alone	86	1.18%
American Indian and Alaska Native Alone	67	0.92%
Asian Alone	36	0.49%
Native Hawaiian and Other Pacific Islander Alone	7	0.10%
Some Other Race Alone	2,567	35.29%
Two or More Races	664	9.13%
2016 Est. Pop by Race, Asian Alone, by Category	5,863	
Chinese, except Taiwanese	97	1.65%
Filipino	402	6.86%
Japanese	43	0.74%
Asian Indian	93	1.58%
Korean	81	1.38%
Vietnamese	122	2.08%
Cambodian	53	0.90%
Hmong	4,237	72.27%
Laotian	219	3.73%
Thai	16	0.27%
All Other Asian Races Including 2+ Category	500	8.53%
2016 Est. Population by Ancestry	115,105	
Arab	83	0.07%
Czech	685	0.60%
Danish	480	0.42%
Dutch	6,492	5.64%
English	2,042	1.77%
French (except Basque)	1,593	1.38%
French Canadian	546	0.47%
German	52,187	45.34%
Greek	143	0.12%

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### Sheboygan, Wisconsin

DESCRIPTION	DATA	%
Hungarian	212	0.18%
Irish	3,408	2.96%
Italian	1,501	1.30%
Lithuanian	326	0.28%
United States or American	4,547	3.95%
Norwegian	2,336	2.03%
Polish	2,704	2.35%
Portuguese	240	0.21%
Russian	294	0.26%
Scottish	432	0.38%
Scotch-Irish	361	0.31%
Slovak	168	0.15%
Subsaharan African	20	0.02%
Swedish	752	0.65%
Swiss	76	0.07%
Ukrainian	61	0.05%
Welsh	148	0.13%
West Indian (except Hisp. groups)	60	0.05%
Other ancestries	20,608	17.90%
Ancestry Unclassified	12,599	10.95%
2016 Est. Pop Age 5+ by Language Spoken At Home	108,406	
Speak Only English at Home	97,312	89.77%
Speak Asian/Pac. Isl. Lang. at Home	4,395	4.05%
Speak IndoEuropean Language at Home	2,124	1.96%
Speak Spanish at Home	4,483	4.14%
Speak Other Language at Home	92	0.08%
2016 Est. Population by Sex	115,105	
Male	57,199	49.69%
Female	57,906	50.31%

DESCRIPTION	DATA	%
2016 Est. Population by Age	115,105	
Age 0 - 4	6,699	5.82%
Age 5 - 9	7,095	6.16%
Age 10 - 14	7,672	6.67%
Age 15 - 17	4,717	4.10%
Age 18 - 20	4,455	3.87%
Age 21 - 24	5,522	4.80%
Age 25 - 34	12,558	10.91%
Age 35 - 44	13,657	11.86%
Age 45 - 54	16,394	14.24%
Age 55 - 64	16,740	14.54%
Age 65 - 74	10,855	9.43%
Age 75 - 84	5,785	5.03%
Age 85 and over	2,957	2.57%
Age 16 and over	92,093	80.01%
Age 18 and over	88,922	77.25%
Age 21 and over	84,468	73.38%
Age 65 and over	19,597	17.03%
2016 Est. Median Age	41.5	
2016 Est. Average Age	40.7	

## Primary Retail Trade Area | Demographics

### Sheboygan, Wisconsin

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	57,199	
Age 0 - 4	3,411	5.96%
Age 5 - 9	3,602	6.30%
Age 10 - 14	3,944	6.90%
Age 15 - 17	2,407	4.21%
Age 18 - 20	2,315	4.05%
Age 21 - 24	2,848	4.98%
Age 25 - 34	6,368	11.13%
Age 35 - 44	6,950	12.15%
Age 45 - 54	8,306	14.52%
Age 55 - 64	8,392	14.67%
Age 65 - 74	5,163	9.03%
Age 75 - 84	2,509	4.39%
Age 85 and over	983	1.72%
2016 Est. Median Age, Male	40.3	
2016 Est. Average Age, Male	39.7	
2016 Est. Female Population by Age	57,906	
Age 0 - 4	3,289	5.68%
Age 5 - 9	3,493	6.03%
Age 10 - 14	3,727	6.44%
Age 15 - 17	2,309	3.99%
Age 18 - 20	2,140	3.70%
Age 21 - 24	2,674	4.62%
Age 25 - 34	6,190	10.69%
Age 35 - 44	6,707	11.58%
Age 45 - 54	8,088	13.97%
Age 55 - 64	8,348	14.42%
Age 65 - 74	5,692	9.83%
Age 75 - 84	3,276	5.66%
Age 85 and over	1,974	3.41%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	42.7	
2016 Est. Average Age, Female	41.7	
2016 Est. Pop Age 15+ by Marital Status	93,639	
Total, Never Married	25,696	27.44%
Males, Never Married	14,333	15.31%
Females, Never Married	11,363	12.13%
Married, Spouse present	49,257	52.60%
Married, Spouse absent	2,273	2.43%
Widowed	6,274	6.70%
Males Widowed	1,157	1.24%
Females Widowed	5,117	5.46%
Divorced	10,139	10.83%
Males Divorced	5,170	5.52%
Females Divorced	4,970	5.31%
2016 Est. Pop Age 25+ by Edu. Attainment	78,946	
Less than 9th grade	3,006	3.81%
Some High School, no diploma	4,304	5.45%
High School Graduate (or GED)	28,874	36.57%
Some College, no degree	17,684	22.40%
Associate Degree	7,527	9.53%
Bachelor's Degree	11,915	15.09%
Master's Degree	4,446	5.63%
Professional School Degree	804	1.02%
Doctorate Degree	386	0.49%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	3,355	
No High School Diploma	1,198	35.70%
High School Graduate	845	25.17%
Some College or Associate's Degree	1,092	32.53%
Bachelor's Degree or Higher	221	6.60%

## Primary Retail Trade Area | Demographics

### Sheboygan, Wisconsin

DESCRIPTION	DATA	%
Households		
2021 Projection	48,087	
2016 Estimate	47,353	
2010 Census	46,679	
2000 Census	43,785	
Growth 2016 - 2021		1.55%
Growth 2010 - 2016		1.44%
Growth 2000 - 2010		6.61%
2016 Est. Households by Household Type	47,353	
Family Households	31,455	66.43%
Nonfamily Households	15,897	33.57%
2016 Est. Group Quarters Population	1,904	
2016 HHs by Ethnicity, Hispanic/Latino	1,932	
2016 Est. Households by HH Income	47,353	
Income < \$15,000	4,239	8.95%
Income \$15,000 - \$24,999	5,202	10.99%
Income \$25,000 - \$34,999	5,187	10.95%
Income \$35,000 - \$49,999	7,677	16.21%
Income \$50,000 - \$74,999	10,518	22.21%
Income \$75,000 - \$99,999	6,398	13.51%
Income \$100,000 - \$124,999	4,020	8.49%
Income \$125,000 - \$149,999	1,785	3.77%
Income \$150,000 - \$199,999	1,467	3.10%
Income \$200,000 - \$249,999	443	0.94%
Income \$250,000 - \$499,999	356	0.75%
Income \$500,000+	61	0.13%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$64,083	
2016 Est. Median Household Income	\$53,260	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$54,180	
Black or African American Alone	\$26,073	
American Indian and Alaska Native Alone	\$56,631	
Asian Alone	\$46,353	
Native Hawaiian and Other Pacific Islander Alone	\$177,090	
Some Other Race Alone	\$32,363	
Two or More Races	\$56,074	
Hispanic or Latino	\$40,100	
Not Hispanic or Latino	\$53,919	
2016 Est. Family HH Type by Presence of Own Child.	31,455	
Married-Couple Family, own children	9,828	31.24%
Married-Couple Family, no own children	15,702	49.92%
Male Householder, own children	1,072	3.41%
Male Householder, no own children	817	2.60%
Female Householder, own children	2,603	8.27%
Female Householder, no own children	1,434	4.56%
2016 Est. Households by Household Size	47,353	
1-person	13,814	29.17%
2-person	17,187	36.29%
3-person	6,750	14.26%
4-person	5,685	12.01%
5-person	2,446	5.17%
6-person	948	2.00%
7-or-more-person	523	1.10%

## Primary Retail Trade Area | Demographics

### Sheboygan, Wisconsin

DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.39	
2016 Est. Households by Presence of People Under 18	47,353	
Households with 1 or More People under Age 18:	14,369	30.34%
Married-Couple Family	10,158	70.69%
Other Family, Male Householder	1,183	8.23%
Other Family, Female Householder	2,818	19.61%
Nonfamily, Male Householder	177	1.23%
Nonfamily, Female Householder	33	0.23%
Households with No People under Age 18:	32,984	69.66%
Married-Couple Family	15,375	46.61%
Other Family, Male Householder	708	2.15%
Other Family, Female Householder	1,215	3.68%
Nonfamily, Male Householder	7,417	22.49%
Nonfamily, Female Householder	8,268	25.07%
2016 Est. Households by Number of Vehicles	47,353	
No Vehicles	2,869	6.06%
1 Vehicle	14,974	31.62%
2 Vehicles	19,746	41.70%
3 Vehicles	7,187	15.18%
4 Vehicles	1,835	3.88%
5 or more Vehicles	741	1.57%
2016 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	31,955	
2016 Estimate	31,455	
2010 Census	30,997	
2000 Census	29,966	
Growth 2016 - 2021		1.59%
Growth 2010 - 2016		1.48%
Growth 2000 - 2010		3.44%
2016 Est. Families by Poverty Status	31,455	
2016 Families at or Above Poverty	28,867	91.77%
2016 Families at or Above Poverty with Children	11,194	35.59%
2016 Families Below Poverty	2,588	8.23%
2016 Families Below Poverty with Children	1,994	6.34%
2016 Est. Pop Age 16+ by Employment Status	92,093	
In Armed Forces	7	0.01%
Civilian - Employed	58,907	63.96%
Civilian - Unemployed	3,879	4.21%
Not in Labor Force	29,301	31.82%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	59,488	
For-Profit Private Workers	45,799	76.99%
Non-Profit Private Workers	4,753	7.99%
Local Government Workers	3,818	6.42%
State Government Workers	838	1.41%
Federal Government Workers	375	0.63%
Self-Employed Workers	3,841	6.46%
Unpaid Family Workers	62	0.11%

## Primary Retail Trade Area | Demographics

### Sheboygan, Wisconsin

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	59,488	
Architect/Engineer	1,396	2.35%
Arts/Entertainment/Sports	790	1.33%
Building Grounds Maintenance	2,062	3.47%
Business/Financial Operations	2,277	3.83%
Community/Social Services	910	1.53%
Computer/Mathematical	858	1.44%
Construction/Extraction	2,150	3.61%
Education/Training/Library	2,405	4.04%
Farming/Fishing/Forestry	915	1.54%
Food Prep/Serving	3,688	6.20%
Health Practitioner/Technician	2,574	4.33%
Healthcare Support	1,950	3.28%
Maintenance Repair	1,659	2.79%
Legal	198	0.33%
Life/Physical/Social Science	341	0.57%
Management	4,871	8.19%
Office/Admin. Support	8,146	13.69%
Production	9,104	15.30%
Protective Services	590	0.99%
Sales/Related	4,908	8.25%
Personal Care/Service	2,067	3.47%
Transportation/Moving	5,631	9.47%
2016 Est. Pop 16+ by Occupation Classification	59,488	
Blue Collar	18,543	31.17%
White Collar	29,674	49.88%
Service and Farm	11,271	18.95%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	58,567	
Drove Alone	49,797	85.02%
Car Pooled	4,273	7.30%
Public Transportation	164	0.28%
Walked	1,631	2.79%
Bicycle	257	0.44%
Other Means	565	0.97%
Worked at Home	1,880	3.21%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	26,679	
15 - 29 Minutes	21,038	
30 - 44 Minutes	4,540	
45 - 59 Minutes	2,252	
60 or more Minutes	2,238	
2016 Est. Avg Travel Time to Work in Minutes	20.00	
2016 Est. Occupied Housing Units by Tenure	47,353	
Owner Occupied	33,966	71.73%
Renter Occupied	13,386	28.27%
2016 Owner Occ. HUs: Avg. Length of Residence	18.5	
2016 Renter Occ. HUs: Avg. Length of Residence	7.9	



## Primary Retail Trade Area | Demographics

### Sheboygan, Wisconsin

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	33,966	
Value Less than \$20,000	1,071	3.15%
Value \$20,000 - \$39,999	516	1.52%
Value \$40,000 - \$59,999	680	2.00%
Value \$60,000 - \$79,999	1,956	5.76%
Value \$80,000 - \$99,999	2,919	8.59%
Value \$100,000 - \$149,999	9,830	28.94%
Value \$150,000 - \$199,999	7,303	21.50%
Value \$200,000 - \$299,999	6,604	19.44%
Value \$300,000 - \$399,999	1,914	5.63%
Value \$400,000 - \$499,999	556	1.64%
Value \$500,000 - \$749,999	363	1.07%
Value \$750,000 - \$999,999	123	0.36%
Value \$1,000,000 or more	132	0.39%
2016 Est. Median All Owner-Occupied Housing Value	\$150,079	
2016 Est. Housing Units by Units in Structure	52,110	
1 Unit Attached	2,409	4.62%
1 Unit Detached	34,311	65.84%
2 Units	5,262	10.10%
3 or 4 Units	1,944	3.73%
5 to 19 Units	3,933	7.55%
20 to 49 Units	1,430	2.74%
50 or More Units	1,310	2.51%
Mobile Home or Trailer	1,511	2.90%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	52,110	
Housing Units Built 2010 or later	1,370	2.63%
Housing Units Built 2000 to 2009	5,270	10.11%
Housing Units Built 1990 to 1999	6,925	13.29%
Housing Units Built 1980 to 1989	3,926	7.53%
Housing Units Built 1970 to 1979	6,466	12.41%
Housing Units Built 1960 to 1969	4,858	9.32%
Housing Units Built 1950 to 1959	5,834	11.20%
Housing Units Built 1940 to 1949	3,509	6.73%
Housing Unit Built 1939 or Earlier	13,952	26.77%
2016 Est. Median Year Structure Built	1966	



C. Kelly Cofer  
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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

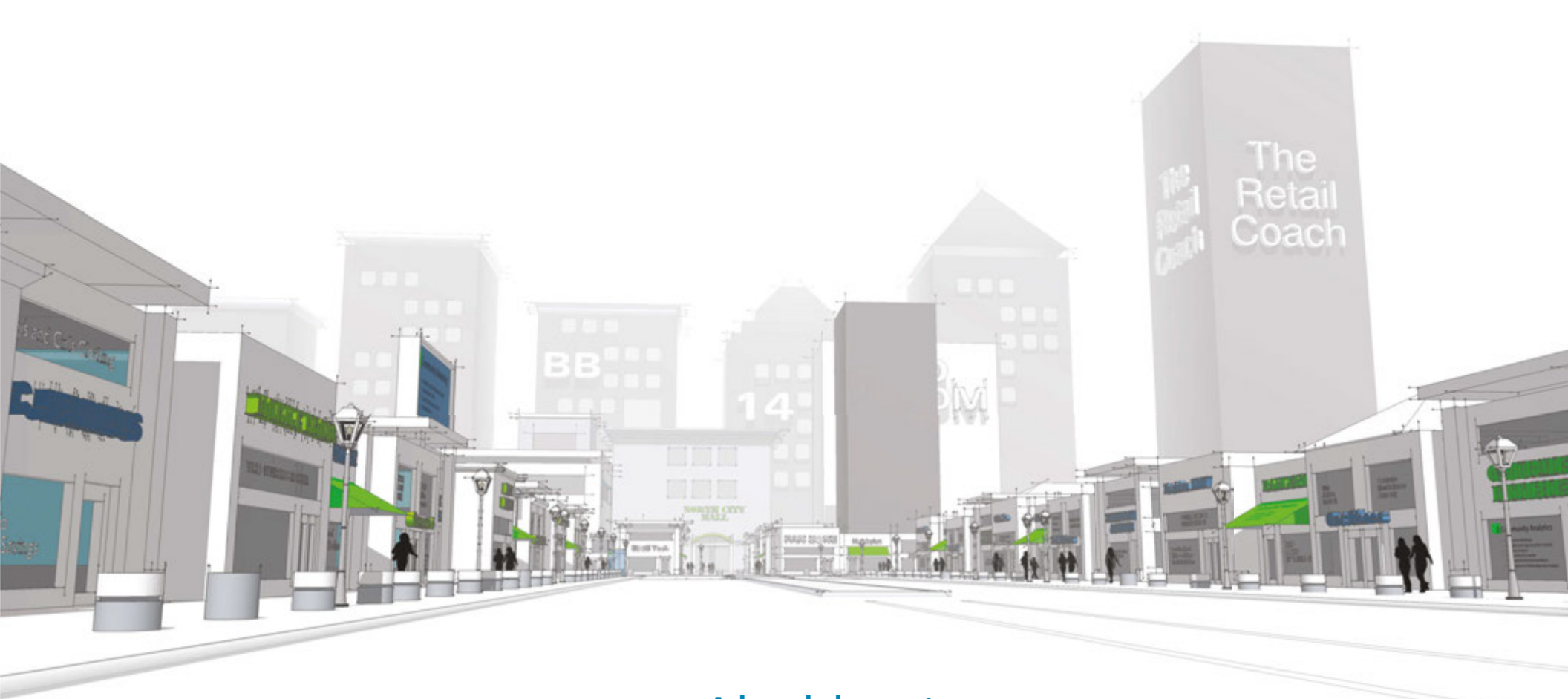
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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