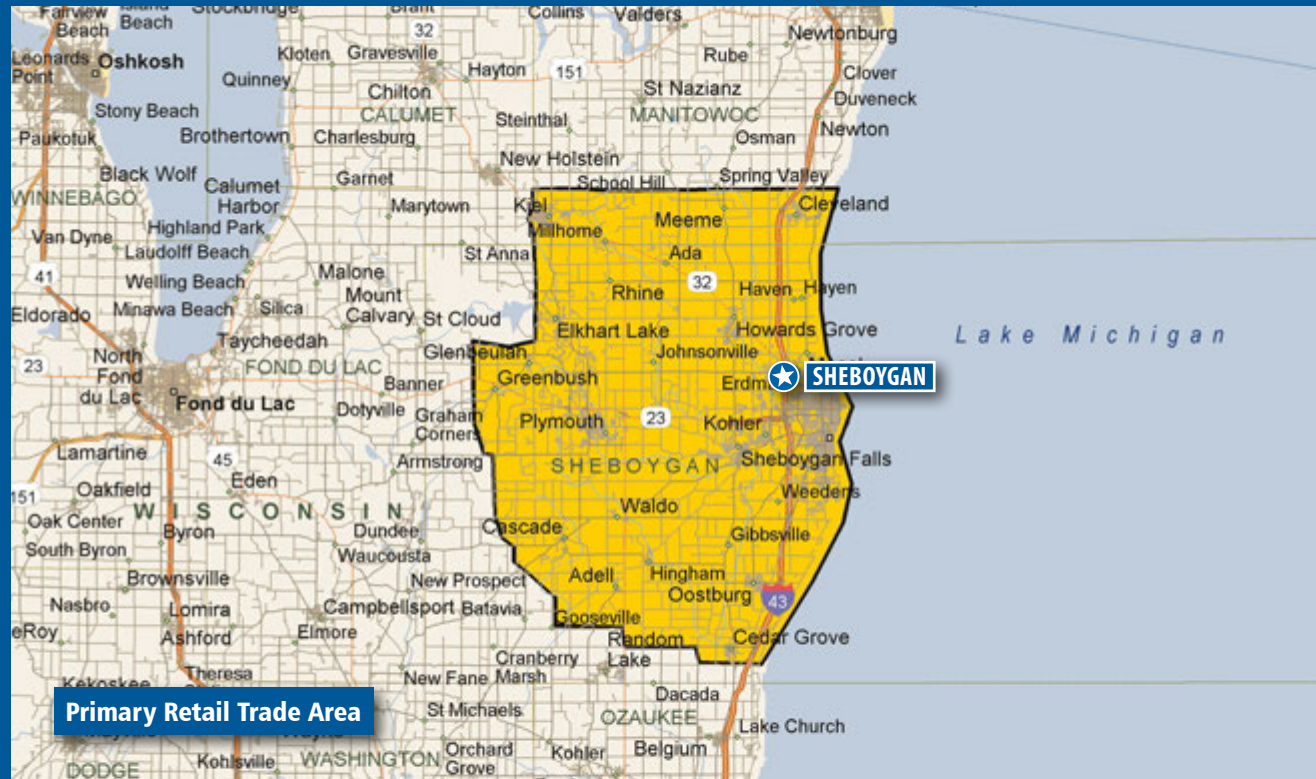


# Retail Market Profile 2016



## Contact Information

**Sara Spicer, Attraction Marketing Specialist**  
 Sheboygan County  
 Economic Development Corporation  
 508 New York Avenue Room 209  
 Sheboygan, Wisconsin 53081  
 Cell 920.946.9379  
 Spicer@SheboyganCountyEDC.com  
 www.someplacebetter.org

May 2016. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

## Population

	2000	2010	2016 ESTIMATE	2021 PROJECTION
Primary Retail Trade Area	112,502	115,089	115,105	116,038

## Income

	2016 ESTIMATE
Average Household	\$64,083
Median Household	\$53,260
Per Capita	\$26,806

## Educational Attainment

	2016 ESTIMATE
Graduate or Professional	7.14%
Bachelor's Degree	15.09%
Associate Degree	9.53%
Some College, No Degree	22.40%
High School Graduate	36.57%
Some High School, No Degree	5.45%
Less than 9th Grade	3.81%

## Race Distribution

	2016 ESTIMATE
White	88.97%
Black or African American	1.31%
American Indian/Alaskan	0.44%
Asian	5.09%
Native Hawaiian/Islander	0.03%
Other Race	2.28%
Two or More Races	1.89%
Hispanic or Latino (of any race)	6.32%

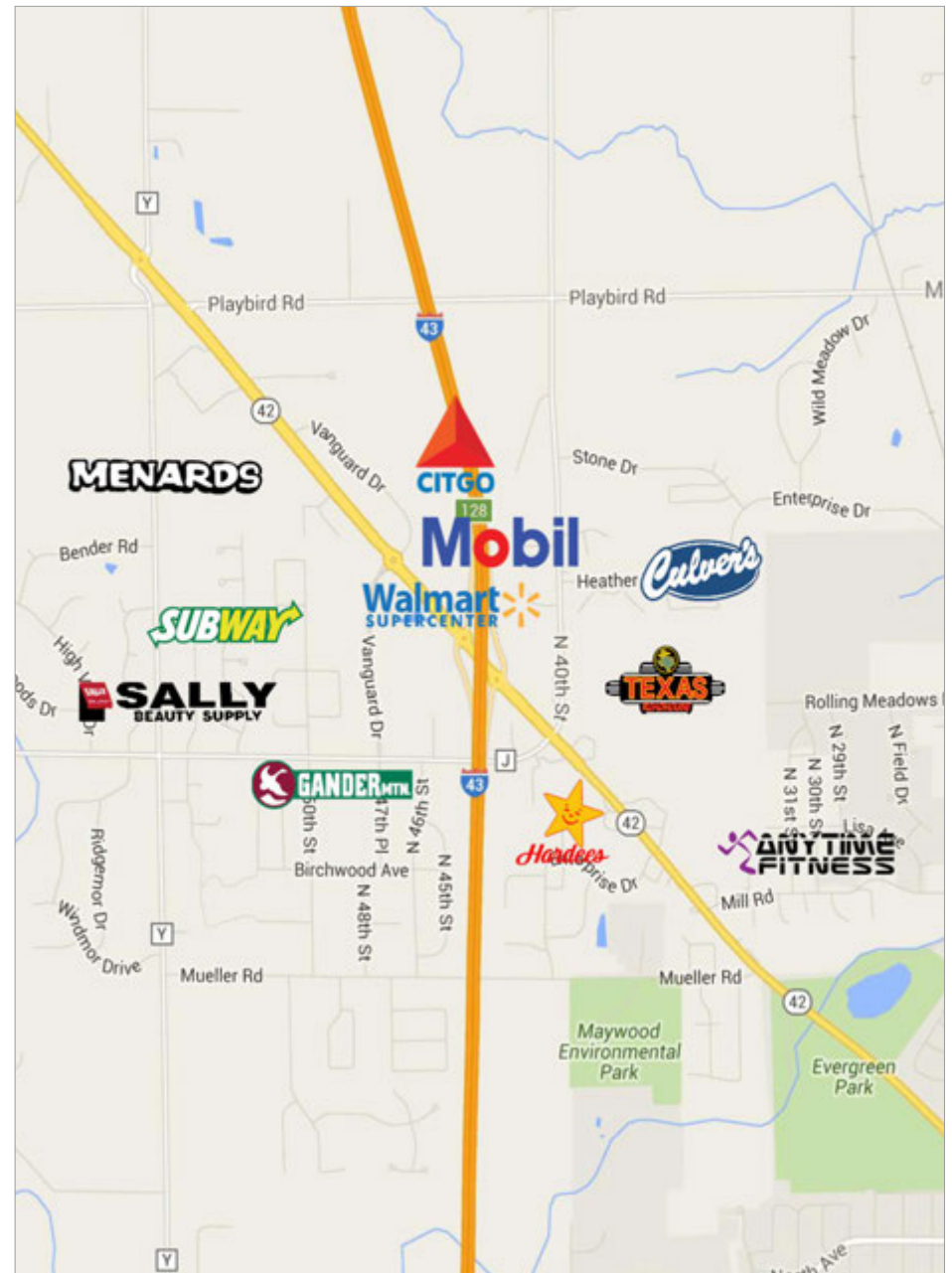
## Age

GROUPS	2016 ESTIMATE
9 Years and Under	11.98%
10-17 Years	10.76%
18-24 Years	8.67%
25-34 Years	10.91%
35-44 Years	11.86%
45-54 Years	14.24%
55-64 Years	14.54%
65 Years and Over	17.03%
DISTRIBUTION	2016 ESTIMATE
Median Age	41.5
Average Age	40.7

## LOCATION MAP



## EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.