



SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

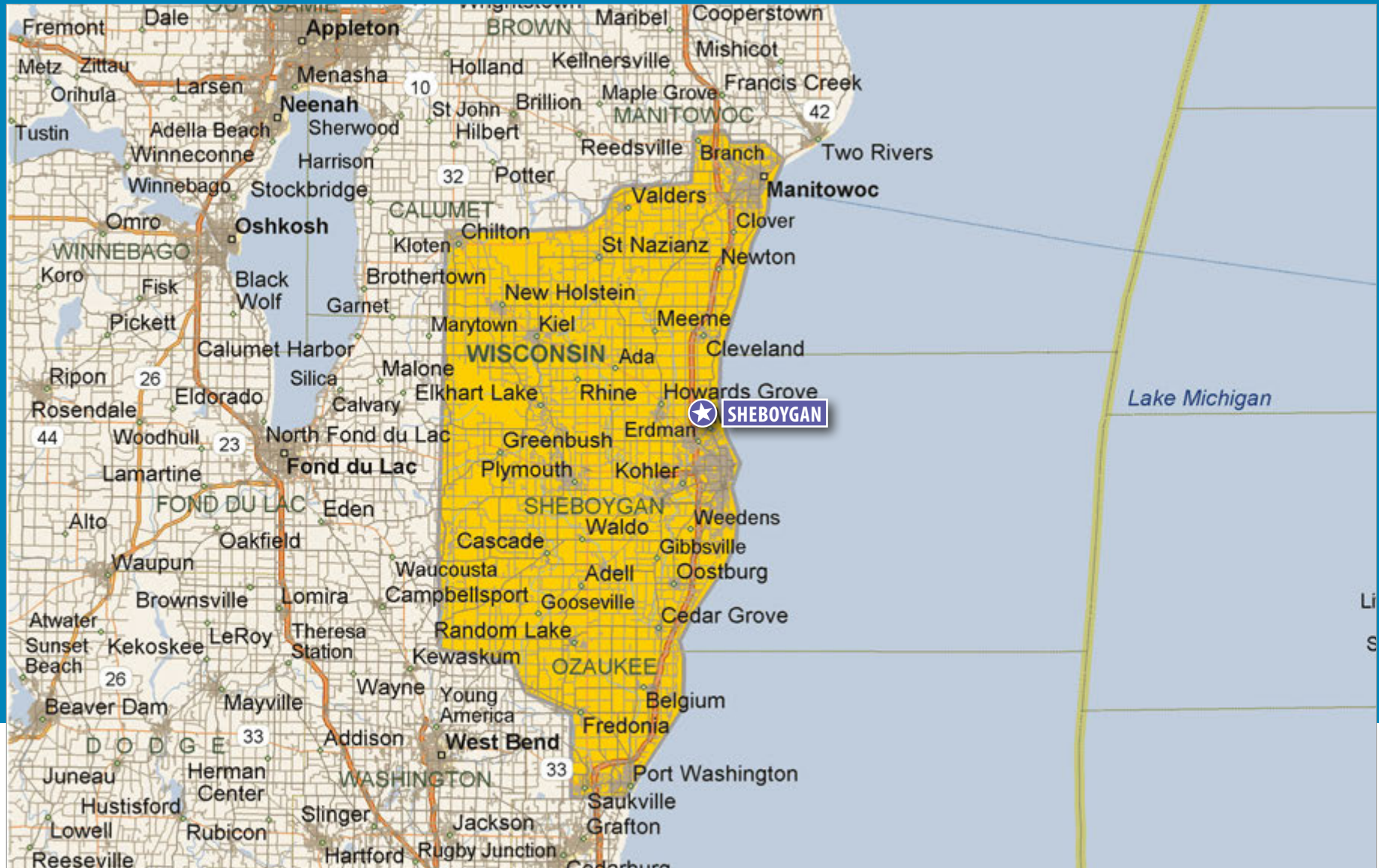
Sheboygan, Wisconsin



Prepared for
Sheboygan County Economic Development Corporation
May 2016



Secondary Retail Trade Area Sheboygan, Wisconsin



**SHEBOYGAN COUNTY
ECONOMIC DEVELOPMENT
CORPORATION**
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Secondary Retail Trade Area | Demographics

Sheboygan, Wisconsin

DESCRIPTION	DATA	%
Population		
2021 Projection	203,349	
2016 Estimate	202,534	
Growth 2016 - 2021		0.40%
2016 Est. Population by Single-Classification Race	202,534	
White Alone	183,268	90.49%
Black or African American Alone	2,840	1.40%
Amer. Indian and Alaska Native Alone	946	0.47%
Asian Alone	7,913	3.91%
Native Hawaiian and Other Pac. Isl. Alone	68	0.03%
Some Other Race Alone	4,021	1.99%
Two or More Races	3,478	1.72%
2016 Est. Population by Hispanic or Latino Origin	202,534	
Not Hispanic or Latino	191,570	94.59%
Hispanic or Latino	10,964	5.41%
Mexican	8,802	80.28%
Puerto Rican	704	6.42%
Cuban	92	0.84%
All Other Hispanic or Latino	1,366	12.46%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	10,964	
White Alone	5,747	52.41%
Black or African American Alone	130	1.19%
American Indian and Alaska Native Alone	113	1.03%
Asian Alone	61	0.56%
Native Hawaiian and Other Pacific Islander Alone	8	0.07%
Some Other Race Alone	3,922	35.77%
Two or More Races	983	8.96%
2016 Est. Pop by Race, Asian Alone, by Category	7,913	
Chinese, except Taiwanese	195	2.47%
Filipino	497	6.28%
Japanese	53	0.67%
Asian Indian	282	3.56%
Korean	131	1.66%
Vietnamese	138	1.74%
Cambodian	53	0.67%
Hmong	5,728	72.39%
Laotian	267	3.37%
Thai	17	0.21%
All Other Asian Races Including 2+ Category	552	6.98%
2016 Est. Population by Ancestry	202,534	
Arab	250	0.12%
Czech	1,974	0.97%
Danish	792	0.39%
Dutch	7,584	3.74%
English	3,983	1.97%
French (except Basque)	2,851	1.41%
French Canadian	1,357	0.67%
German	92,517	45.68%
Greek	191	0.09%

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DESCRIPTION	DATA	%
Hungarian	293	0.14%
Irish	7,451	3.68%
Italian	3,123	1.54%
Lithuanian	387	0.19%
United States or American	8,010	3.96%
Norwegian	4,512	2.23%
Polish	6,996	3.45%
Portuguese	301	0.15%
Russian	540	0.27%
Scottish	661	0.33%
Scotch-Irish	588	0.29%
Slovak	240	0.12%
Subsaharan African	52	0.03%
Swedish	1,350	0.67%
Swiss	355	0.18%
Ukrainian	143	0.07%
Welsh	285	0.14%
West Indian (except Hisp. groups)	120	0.06%
Other ancestries	33,570	16.58%
Ancestry Unclassified	22,058	10.89%
2016 Est. Pop Age 5+ by Language Spoken At Home	191,136	
Speak Only English at Home	174,650	91.37%
Speak Asian/Pac. Isl. Lang. at Home	6,189	3.24%
Speak IndoEuropean Language at Home	3,132	1.64%
Speak Spanish at Home	6,957	3.64%
Speak Other Language at Home	207	0.11%
2016 Est. Population by Sex	202,534	
Male	101,136	49.94%
Female	101,398	50.06%

DESCRIPTION	DATA	%
2016 Est. Population by Age	202,534	
Age 0 - 4	11,398	5.63%
Age 5 - 9	12,150	6.00%
Age 10 - 14	13,074	6.46%
Age 15 - 17	8,100	4.00%
Age 18 - 20	7,504	3.70%
Age 21 - 24	9,482	4.68%
Age 25 - 34	22,380	11.05%
Age 35 - 44	24,096	11.90%
Age 45 - 54	28,956	14.30%
Age 55 - 64	29,885	14.76%
Age 65 - 74	19,376	9.57%
Age 75 - 84	10,596	5.23%
Age 85 and over	5,537	2.73%
Age 16 and over	163,255	80.61%
Age 18 and over	157,811	77.92%
Age 21 and over	150,307	74.21%
Age 65 and over	35,509	17.53%
2016 Est. Median Age	42.1	
2016 Est. Average Age	41.2	

Secondary Retail Trade Area | Demographics

Sheboygan, Wisconsin

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	101,136	
Age 0 - 4	5,826	5.76%
Age 5 - 9	6,173	6.10%
Age 10 - 14	6,703	6.63%
Age 15 - 17	4,154	4.11%
Age 18 - 20	3,931	3.89%
Age 21 - 24	4,953	4.90%
Age 25 - 34	11,608	11.48%
Age 35 - 44	12,389	12.25%
Age 45 - 54	14,701	14.54%
Age 55 - 64	15,058	14.89%
Age 65 - 74	9,293	9.19%
Age 75 - 84	4,535	4.48%
Age 85 and over	1,811	1.79%
2016 Est. Median Age, Male	40.8	
2016 Est. Average Age, Male	40.1	
2016 Est. Female Population by Age	101,398	
Age 0 - 4	5,572	5.50%
Age 5 - 9	5,977	5.89%
Age 10 - 14	6,371	6.28%
Age 15 - 17	3,946	3.89%
Age 18 - 20	3,573	3.52%
Age 21 - 24	4,529	4.47%
Age 25 - 34	10,772	10.62%
Age 35 - 44	11,707	11.55%
Age 45 - 54	14,255	14.06%
Age 55 - 64	14,827	14.62%
Age 65 - 74	10,083	9.94%
Age 75 - 84	6,060	5.98%
Age 85 and over	3,727	3.68%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	43.5	
2016 Est. Average Age, Female	42.3	
2016 Est. Pop Age 15+ by Marital Status	165,911	
Total, Never Married	45,345	27.33%
Males, Never Married	25,468	15.35%
Females, Never Married	19,877	11.98%
Married, Spouse present	86,864	52.36%
Married, Spouse absent	3,829	2.31%
Widowed	11,398	6.87%
Males Widowed	2,350	1.42%
Females Widowed	9,048	5.45%
Divorced	18,475	11.14%
Males Divorced	9,159	5.52%
Females Divorced	9,317	5.62%
2016 Est. Pop Age 25+ by Edu. Attainment	140,825	
Less than 9th grade	4,941	3.51%
Some High School, no diploma	7,834	5.56%
High School Graduate (or GED)	51,851	36.82%
Some College, no degree	30,812	21.88%
Associate Degree	13,305	9.45%
Bachelor's Degree	21,972	15.60%
Master's Degree	7,889	5.60%
Professional School Degree	1,548	1.10%
Doctorate Degree	674	0.48%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	5,047	
No High School Diploma	1,748	34.64%
High School Graduate	1,360	26.96%
Some College or Associate's Degree	1,585	31.40%
Bachelor's Degree or Higher	354	7.01%

Secondary Retail Trade Area | Demographics

Sheboygan, Wisconsin

DESCRIPTION	DATA	%
Households		
2021 Projection	84,848	
2016 Estimate	83,787	
2010 Census	82,774	
2000 Census	77,107	
Growth 2016 - 2021		1.27%
Growth 2010 - 2016		1.22%
Growth 2000 - 2010		7.35%
2016 Est. Households by Household Type	83,787	
Family Households	55,431	66.16%
Nonfamily Households	28,355	33.84%
2016 Est. Group Quarters Population	4,296	
2016 HHs by Ethnicity, Hispanic/Latino	2,886	
2016 Est. Households by HH Income	83,787	
Income < \$15,000	7,638	9.12%
Income \$15,000 - \$24,999	9,010	10.75%
Income \$25,000 - \$34,999	9,435	11.26%
Income \$35,000 - \$49,999	13,553	16.18%
Income \$50,000 - \$74,999	17,740	21.17%
Income \$75,000 - \$99,999	11,516	13.74%
Income \$100,000 - \$124,999	7,102	8.48%
Income \$125,000 - \$149,999	3,331	3.98%
Income \$150,000 - \$199,999	2,575	3.07%
Income \$200,000 - \$249,999	850	1.01%
Income \$250,000 - \$499,999	824	0.98%
Income \$500,000+	213	0.25%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$65,607	
2016 Est. Median Household Income	\$53,181	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$53,846	
Black or African American Alone	\$30,008	
American Indian and Alaska Native Alone	\$55,991	
Asian Alone	\$45,895	
Native Hawaiian and Other Pacific Islander Alone	\$160,831	
Some Other Race Alone	\$32,335	
Two or More Races	\$57,197	
Hispanic or Latino	\$42,722	
Not Hispanic or Latino	\$53,644	
2016 Est. Family HH Type by Presence of Own Child.	55,431	
Married-Couple Family, own children	17,138	30.92%
Married-Couple Family, no own children	27,976	50.47%
Male Householder, own children	1,901	3.43%
Male Householder, no own children	1,496	2.70%
Female Householder, own children	4,390	7.92%
Female Householder, no own children	2,530	4.56%
2016 Est. Households by Household Size	83,787	
1-person	24,836	29.64%
2-person	30,370	36.25%
3-person	12,095	14.44%
4-person	9,896	11.81%
5-person	4,187	5.00%
6-person	1,605	1.92%
7-or-more-person	797	0.95%

Secondary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.37	
2016 Est. Households by Presence of People Under 18	83,787	
Households with 1 or More People under Age 18:	24,951	29.78%
Married-Couple Family	17,731	71.06%
Other Family, Male Householder	2,090	8.37%
Other Family, Female Householder	4,764	19.09%
Nonfamily, Male Householder	317	1.27%
Nonfamily, Female Householder	50	0.20%
Households with No People under Age 18:	58,835	70.22%
Married-Couple Family	27,386	46.55%
Other Family, Male Householder	1,309	2.22%
Other Family, Female Householder	2,153	3.66%
Nonfamily, Male Householder	13,387	22.75%
Nonfamily, Female Householder	14,600	24.82%
2016 Est. Households by Number of Vehicles	83,787	
No Vehicles	5,001	5.97%
1 Vehicle	26,225	31.30%
2 Vehicles	34,822	41.56%
3 Vehicles	12,424	14.83%
4 Vehicles	3,809	4.55%
5 or more Vehicles	1,506	1.80%
2016 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	56,156	
2016 Estimate	55,431	
2010 Census	54,733	
2000 Census	52,820	
Growth 2016 - 2021		1.31%
Growth 2010 - 2016		1.28%
Growth 2000 - 2010		3.62%
2016 Est. Families by Poverty Status	55,431	
2016 Families at or Above Poverty	51,404	92.73%
2016 Families at or Above Poverty with Children	20,367	36.74%
2016 Families Below Poverty	4,027	7.27%
2016 Families Below Poverty with Children	3,094	5.58%
2016 Est. Pop Age 16+ by Employment Status	163,255	
In Armed Forces	32	0.02%
Civilian - Employed	104,047	63.73%
Civilian - Unemployed	6,830	4.18%
Not in Labor Force	52,345	32.06%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	104,610	
For-Profit Private Workers	79,614	76.11%
Non-Profit Private Workers	8,622	8.24%
Local Government Workers	6,500	6.21%
State Government Workers	1,771	1.69%
Federal Government Workers	699	0.67%
Self-Employed Workers	7,309	6.99%
Unpaid Family Workers	95	0.09%

Secondary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	104,610	
Architect/Engineer	2,460	2.35%
Arts/Entertainment/Sports	1,277	1.22%
Building Grounds Maintenance	3,607	3.45%
Business/Financial Operations	3,920	3.75%
Community/Social Services	1,620	1.55%
Computer/Mathematical	1,431	1.37%
Construction/Extraction	4,020	3.84%
Education/Training/Library	4,523	4.32%
Farming/Fishing/Forestry	1,640	1.57%
Food Prep/Serving	6,450	6.17%
Health Practitioner/Technician	4,746	4.54%
Healthcare Support	3,499	3.34%
Maintenance Repair	3,427	3.28%
Legal	389	0.37%
Life/Physical/Social Science	510	0.49%
Management	8,802	8.41%
Office/Admin. Support	14,320	13.69%
Production	16,227	15.51%
Protective Services	1,271	1.22%
Sales/Related	8,593	8.21%
Personal Care/Service	3,438	3.29%
Transportation/Moving	8,441	8.07%
2016 Est. Pop 16+ by Occupation Classification	104,610	
Blue Collar	32,114	30.70%
White Collar	52,590	50.27%
Service and Farm	19,905	19.03%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	102,951	
Drove Alone	86,164	83.69%
Car Pooled	8,500	8.26%
Public Transportation	388	0.38%
Walked	2,936	2.85%
Bicycle	566	0.55%
Other Means	886	0.86%
Worked at Home	3,511	3.41%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	45,138	
15 - 29 Minutes	33,485	
30 - 44 Minutes	11,641	
45 - 59 Minutes	4,985	
60 or more Minutes	4,223	
2016 Est. Avg Travel Time to Work in Minutes	21.00	
2016 Est. Occupied Housing Units by Tenure	83,787	
Owner Occupied	60,452	72.15%
Renter Occupied	23,335	27.85%
2016 Owner Occ. HUs: Avg. Length of Residence	18.7	
2016 Renter Occ. HUs: Avg. Length of Residence	8.3	

Secondary Retail Trade Area | Demographics

Sheboygan, Wisconsin

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	60,452	
Value Less than \$20,000	1,757	2.91%
Value \$20,000 - \$39,999	791	1.31%
Value \$40,000 - \$59,999	1,147	1.90%
Value \$60,000 - \$79,999	3,790	6.27%
Value \$80,000 - \$99,999	5,483	9.07%
Value \$100,000 - \$149,999	16,069	26.58%
Value \$150,000 - \$199,999	12,921	21.37%
Value \$200,000 - \$299,999	12,117	20.04%
Value \$300,000 - \$399,999	3,794	6.28%
Value \$400,000 - \$499,999	1,208	2.00%
Value \$500,000 - \$749,999	828	1.37%
Value \$750,000 - \$999,999	263	0.44%
Value \$1,000,000 or more	282	0.47%
2016 Est. Median All Owner-Occupied Housing Value	\$154,601	
2016 Est. Housing Units by Units in Structure	91,946	
1 Unit Attached	4,074	4.43%
1 Unit Detached	61,913	67.34%
2 Units	8,874	9.65%
3 or 4 Units	3,382	3.68%
5 to 19 Units	6,779	7.37%
20 to 49 Units	2,569	2.79%
50 or More Units	1,966	2.14%
Mobile Home or Trailer	2,360	2.57%
Boat, RV, Van, etc.	29	0.03%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	91,946	
Housing Units Built 2010 or later	2,239	2.44%
Housing Units Built 2000 to 2009	9,596	10.44%
Housing Units Built 1990 to 1999	12,019	13.07%
Housing Units Built 1980 to 1989	7,026	7.64%
Housing Units Built 1970 to 1979	12,104	13.16%
Housing Units Built 1960 to 1969	8,705	9.47%
Housing Units Built 1950 to 1959	9,785	10.64%
Housing Units Built 1940 to 1949	5,910	6.43%
Housing Unit Built 1939 or Earlier	24,562	26.71%
2016 Est. Median Year Structure Built	1967	



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.