

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
Secondary Retail Trade Area	198,834	203,344	202,534	203,349

Income

	2016 ESTIMATE
Average Household	\$65,607
Median Household	\$53,181
Per Capita	\$27,729

Educational Attainment

	2016 ESTIMATE
Graduate or Professional	7.18%
Bachelor's Degree	15.60%
Associate Degree	9.45%
Some College, No Degree	21.88%
High School Graduate	36.82%
Some High School, No Degree	5.56%
Less than 9th Grade	3.51%

Race Distribution

	2016 ESTIMATE
White	90.49%
Black or African American	1.40%
American Indian/Alaskan	0.47%
Asian	3.91%
Native Hawaiian/Islander	0.03%
Other Race	1.99%
Two or More Races	1.72%
Hispanic or Latino (of any race)	5.41%

Age

GROUPS	2016 ESTIMATE
9 Years and Under	11.63%
10-17 Years	10.45%
18-24 Years	8.39%
25-34 Years	11.05%
35-44 Years	11.90%
45-54 Years	14.30%
55-64 Years	14.76%
65 Years and Over	17.53%
DISTRIBUTION	2016 ESTIMATE
Median Age	42.1
Average Age	41.2

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.