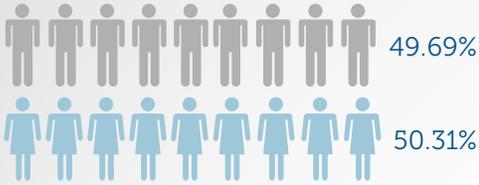


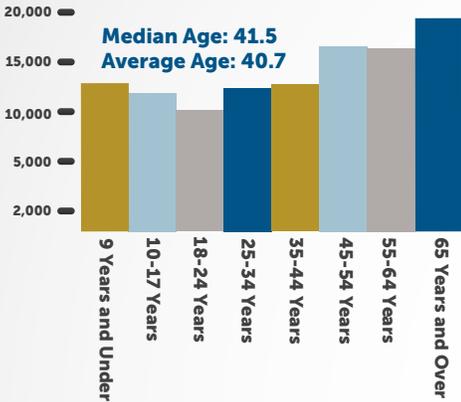
TOWN OF SHEBOYGAN, WISCONSIN

PRIMARY RETAIL TRADE AREA RETAIL MARKET PROFILE 2016

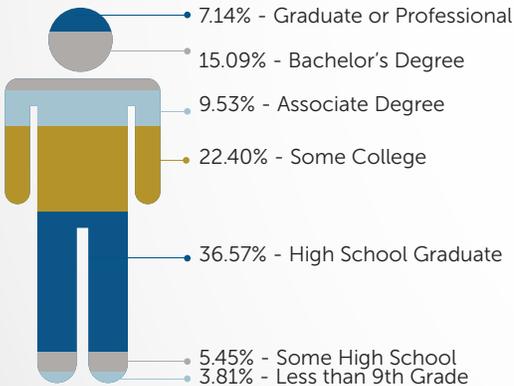
Population: 115,105



Population by Age Group



Educational Attainment



+700

New Residential Units by 2018



SHEBOYGAN COUNTY
ECONOMIC DEVELOPMENT
CORPORATION

DO MORE.

Household Income



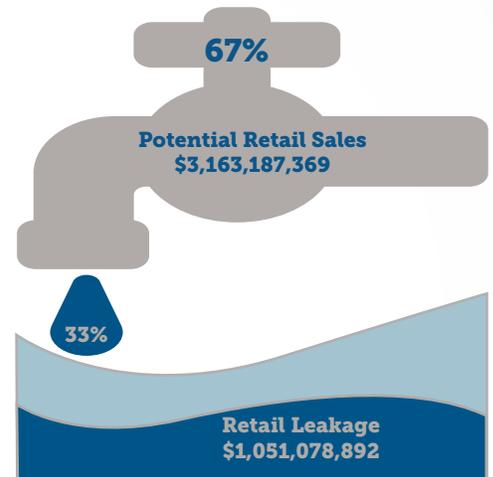
Average Household Income
\$64,083
Median Household Income
\$53,260
Per Capita Income
\$26,806



Race Distribution

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%

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www.someplacebetter.org



Opportunity In Sheboygan

Clothing & Accessory Stores
94% Missed Totaling \$123,267,931

Sporting Goods Services
68% Missed Totaling \$36,268,237

Food Service & Drinking Places
58% Missed Totaling \$194,422,368

Wisconsin 42 Area Retail



TheRetailCoach®