

DOWNTOWN SHEBOYGAN														
MARKET RATE APARTMENT STUDY			Under 29		30-39		Under 40		40 and Over		County Statistics			
RESPONDENTS BY AGE			Number	Percent	Number	Percent	Number	Percent	Number	Percent	Percent	Source		
Responses			202	100%	40	20%	67	33%	107	53%	95	47%		
Where Respondents Live														
Downtown Sheboygan	30	15%	14	35%	11	16%	25	23%	5	5%	N/A	(Included in Sheboygan Area)		
Sheboygan Area	60	30%	13	33%	15	22%	28	26%	32	34%	52%	WI Dept. of Admin. Estimates (2009)		
Kohler Area	5	2%	1	3%	1	1%	2	2%	3	3%	2%	WI Dept. of Admin. Estimates (2009)		
Sheboygan Falls Area	25	12%	4	10%	7	10%	11	10%	14	15%	8%	WI Dept. of Admin. Estimates (2009)		
Plymouth Area	40	20%	6	15%	14	21%	20	19%	20	21%	10%	WI Dept. of Admin. Estimates (2009)		
Elkhart Lake Area	5	2%	0	0%	3	4%	3	3%	2	2%	3%	WI Dept. of Admin. Estimates (2009)		
Greenbush-Glenbeulah Area	5	2%	0	0%	3	4%	3	3%	2	2%	3%	WI Dept. of Admin. Estimates (2009)		
Random Lake-Batavia Area	3	1%	0	0%	2	3%	2	2%	1	1%	4%	WI Dept. of Admin. Estimates (2009)		
Cedar Grove-Gibbsville-Oostburg Area	3	1%	0	0%	1	1%	1	1%	2	2%	9%	WI Dept. of Admin. Estimates (2009)		
Adell-Cascade-Waldo Area	2	1%	0	0%	1	1%	1	1%	1	1%	4%	WI Dept. of Admin. Estimates (2009)		
Howards Grove-Lakeland College-Mosel Area	9	4%	1	3%	2	3%	3	3%	6	6%	5%	WI Dept. of Admin. Estimates (2009)		
Where Respondents Work														
Downtown Sheboygan	36	18%	8	20%	15	22%	23	21%	13	14%	63,795	Total Employees*		
Sheboygan Area	29	14%	5	13%	12	18%	17	16%	12	13%		*Applied Geographic Solutions (2011)		
Kohler Area	32	16%	14	35%	12	18%	26	24%	6	6%				
Sheboygan Falls Area	7	3%	1	3%	3	4%	4	4%	3	3%				
Plymouth Area	87	43%	11	28%	21	31%	32	30%	55	58%				
Elkhart Lake Area	0	0%	0	0%	0	0%	0	0%	0	0%				
Greenbush-Glenbeulah Area	0	0%	0	0%	0	0%	0	0%	0	0%				
Random Lake-Batavia Area	0	0%	0	0%	0	0%	0	0%	0	0%				
Cedar Grove-Gibbsville-Oostburg Area	4	2%	0	0%	0	0%	0	0%	4	4%				
Adell-Cascade-Waldo Area	0	0%	0	0%	0	0%	0	0%	0	0%				
Howards Grove-Lakeland College-Mosel Area	1	0%	1	3%	0	0%	1	1%	0	0%				
Education Level														
High School	11	5%	1	3%	2	3%	3	3%	8	8%	78,337	Total 25+		
Some college, no degree	14	7%	1	3%	4	6%	5	5%	9	9%	38%	Applied Geographic Solutions (2011)		
Associate	29	14%	1	3%	8	12%	9	8%	20	21%	21%	Applied Geographic Solutions (2011)		
Bachelors	112	55%	32	80%	40	60%	72	67%	40	42%	10%	Applied Geographic Solutions (2011)		
Graduate	35	17%	5	13%	13	19%	18	17%	17	18%	16%	Applied Geographic Solutions (2011)		
Gender														
Male	81	40%	14	35%	26	39%	40	37%	41	43%	51%	Applied Geographic Solutions, (2012)		
Female	118	58%	26	65%	41	61%	67	63%	51	54%	49%	Applied Geographic Solutions, (2012)		
Marital Status														
Married	136	67%	14	35%	49	73%	63	59%	73	77%				
Divorced/Separated	19	9%	0	0%	7	10%	7	7%	12	13%				
Never Married	44	22%	26	65%	11	16%	37	35%	7	7%				
Household Income														
Under \$30K	9	4%	2	5%	3	4%	5	5%	4	4%				
\$30K - 39K	13	6%	2	5%	5	7%	7	7%	6	6%				
\$40K - 49K	17	8%	6	15%	7	10%	13	12%	4	4%				
\$50K - 59K	22	11%	11	28%	6	9%	17	16%	5	5%				
\$60K - 69K	14	7%	4	10%	3	4%	7	7%	7	7%				
\$70K - 79K	16	8%	4	10%	7	10%	11	10%	5	5%				
\$80K - 89K	25	12%	4	10%	13	19%	17	16%	8	8%				
\$90K - 99K	12	6%	2	5%	3	4%	5	5%	7	7%				
\$100K - 149K	39	19%	3	8%	13	19%	16	15%	23	24%				
\$150K or More	19	9%	1	3%	6	9%	7	7%	12	13%				

MARKET RATE APARTMENT STUDY				Under 29		30-39		Under 40		40 and Over		County Statistics		
RESPONDENTS BY AGE			Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Percent	Source
Children In Household														
Yes, Live With Respondent	98	49%	7	18%	46	69%	53	50%	45	47%				
Yes, Live with Different Parent	4	2%	0	0%	2	3%	2	2%	2	2%				
Yes, They have moved out	29	14%	0	0%	0	0%	0	0%	29	31%				
No, But Plan on Having Children	40	20%	25	63%	14	21%	39	36%	1	1%				
No, No Plans for Children	28	14%	8	20%	4	6%	12	11%	16	17%				
Housing Style of Current Residence														
Single Family	157	78%	18	45%	53	79%	71	66%	86	91%				
Condominium	3	1%	2	5%	0	0%	2	2%	1	1%				
Apartment Building	23	11%	14	35%	6	9%	20	19%	3	3%				
Upper/Lower Apartment	9	4%	3	8%	2	3%	5	5%	4	4%				
Town Home or Duplex	7	3%	2	5%	5	7%	7	7%	0	0%				
Mixed Use	2	1%	1	3%	1	1%	2	2%	0	0%				
Home Ownership														
Rent	48	24%	26	65%	13	19%	39	36%	9	9%				
Own	151	75%	13	33%	54	81%	67	63%	84	88%				
Rental Costs (Rent Only)														
Average Rent Paid	\$ 633		\$ 623		\$ 648		\$ 632		\$ 639					
Medium Rent Paid	\$ 630		\$ 635		\$ 600		\$ 628		\$ 650					
High	\$ 1,050		\$ 850		\$ 1,050		\$ 1,050		\$ 950					
Low	\$ 300		\$ 300		\$ 405		\$ 300		\$ 350					
Rental Utility Costs														
Average Electric / Natural Gas	\$ 84		\$ 74		\$ 93		\$ 82		\$ 108					
Water/Sewer	\$ 20		\$ 25		\$ 25		\$ 25		\$ 17					
Home Phone/TV/Internet	\$ 111		\$ 67		\$ 125		\$ 111		\$ 128					
Mortgage Costs														
Average Mortgage	\$ 970		\$ 1,049		\$ 1,065		\$ 1,062		\$ 888					
Medium Mortgage	\$ 900		\$ 1,025		\$ 897		\$ 900		\$ 897					
High	\$ 3,500		\$ 1,750		\$ 2,425		\$ 2,425		\$ 250					
Low	\$ 250		\$ 450		\$ 500		\$ 450		\$ 3,500					
Amount Willing to Spend on Housing														
\$600 - \$799	31	15%	7	18%	11	16%	18	17%	13	14%				
\$800 - \$999	30	15%	9	23%	9	13%	18	17%	12	13%				
\$1,000 - \$1,199	30	15%	8	20%	8	12%	16	15%	14	15%				
\$1,200 - \$1,399	23	11%	6	15%	8	12%	14	13%	9	9%				
\$1,400 - \$1,599	27	13%	3	8%	9	13%	12	11%	15	16%				
\$1,600 - \$1,799	10	5%	2	5%	4	6%	6	6%	4	4%				
\$1,800 - \$1,999	8	4%	2	5%	4	6%	6	6%	2	2%				
\$2,000 - \$2,199	14	7%	1	3%	6	9%	7	7%	7	7%				
\$2,200 - \$2,399	4	2%	0	0%	2	3%	2	2%	2	2%				
\$2,400 or More	12	6%	1	3%	4	6%	5	5%	7	7%				
Ideal Residence Style														
Single Family	162	80%	29	73%	58	87%	87	81%	75	79%				
Condominium	13	6%	4	10%	0	0%	4	4%	9	9%				
Apartment	9	4%	3	8%	4	6%	7	7%	2	2%				
Loft/Studio	2	1%	1	3%	1	1%	2	2%	0	0%				
Town Home/Duplex	4	2%	2	5%	0	0%	2	2%	2	2%				
Mixed Use	3	1%	0	0%	1	1%	1	1%	2	2%				

MARKET RATE APARTMENT STUDY				Under 29		30-39		Under 40		40 and Over		County Statistics		
RESPONDENTS BY AGE			Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Percent	Source
Ideal Number of Bedrooms														
One (1)	2	1%	1	3%	1	1%	2	2%	0	0%				
Two (2)	32	16%	9	23%	10	15%	19	18%	13	14%				
Three (3)	88	44%	16	40%	18	27%	34	32%	54	57%				
Four (4)	71	35%	13	33%	35	52%	48	45%	23	24%				
Five or More (5+)	1	0%	0	0%	0	0%	0	0%	1	1%				
Ideal Number of Bathrooms														
One (1)	5	2%	3	8%	1	1%	4	4%	1	1%				
One and a half (1.5)	21	10%	5	13%	6	9%	11	10%	10	11%				
Two (2)	67	33%	15	38%	17	25%	32	30%	35	37%				
Two and a half (2.5)	67	33%	15	38%	24	36%	39	36%	28	29%				
Three (3)	28	14%	0	0%	17	25%	17	16%	11	12%				
More than three (3+)	6	3%	1	3%	0	0%	1	1%	5	5%				
Critical Home Features														
Fireplace	84	42%	14	35%	26	39%	40	37%	44	46%				
Master Bed/Bath Suite	139	69%	29	73%	41	61%	70	65%	69	73%				
Patio/Deck	145	72%	28	70%	45	67%	73	68%	72	76%				
Washer/Dryer	163	81%	34	85%	52	78%	86	80%	77	81%				
Walk-in Closets	122	60%	28	70%	33	49%	61	57%	61	64%				
Yard/Green Space	160	79%	29	73%	57	85%	86	80%	74	78%				
Storage Area	92	46%	21	53%	28	42%	49	46%	43	45%				
Building Amenities														
Community Room	10	5%	4	10%	4	6%	8	7%	2	2%				
Private Entry	96	48%	17	43%	26	39%	43	40%	53	56%				
On-Site Parking	36	18%	10	25%	10	15%	20	19%	16	17%				
Garage Parking	161	80%	34	85%	54	81%	88	82%	73	77%				
Garden Area	87	43%	10	25%	32	48%	42	39%	45	47%				
Exercise Room	54	27%	13	33%	17	25%	30	28%	24	25%				
Pool	21	10%	3	8%	8	12%	11	10%	10	11%				
River or Lake View	42	21%	7	18%	12	18%	19	18%	23	24%				
Building-Wide Wifi	70	35%	16	40%	23	34%	39	36%	31	33%				
Home Office	55	27%	8	20%	21	31%	29	27%	26	27%				
Theatre Room	18	9%	2	5%	6	9%	8	7%	10	11%				
Pets	104	51%	22	55%	34	51%	56	52%	48	51%				
Walkable Amenities														
Casual Dining	70	35%	12	30%	26	39%	38	36%	32	34%				
Fine Dining	60	30%	15	38%	20	30%	35	33%	25	26%				
Dance Clubs	9	4%	3	8%	5	7%	8	7%	1	1%				
Department Stores	33	16%	5	13%	15	22%	20	19%	13	14%				
Grocery Store	110	54%	25	63%	40	60%	65	61%	45	47%				
Health Club	40	20%	13	33%	13	19%	26	24%	14	15%				
Library	49	24%	9	23%	21	31%	30	28%	19	20%				
Movie Theater	27	13%	5	13%	12	18%	17	16%	10	11%				
Performing/Visual Arts	29	14%	7	18%	7	10%	14	13%	15	16%				
Pharmacy	44	22%	8	20%	13	19%	21	20%	23	24%				
Coffee Shop	67	33%	18	45%	24	36%	42	39%	25	26%				
Convenience Store	65	32%	15	38%	24	36%	39	36%	26	27%				
Public Park	93	46%	23	58%	36	54%	59	55%	34	36%				
Public Beach/Waterfront	54	27%	16	40%	20	30%	36	34%	18	19%				
Pubs/Bars	57	28%	19	48%	15	22%	34	32%	23	24%				
House of Worship	37	18%	7	18%	8	12%	15	14%	22	23%				

MARKET RATE APARTMENT STUDY				Under 29		30-39		Under 40		40 and Over		County Statistics		
RESPONDENTS BY AGE			Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Percent	Source
Specialty Retail		35	17%	7	18%	11	16%	18	17%	17	18%			
Walking/Biking Trails		109	54%	25	63%	40	60%	65	61%	44	46%			
Community Garden		14	7%	3	8%	9	13%	12	11%	2	2%			
School		63	31%	9	23%	27	40%	36	34%	27	28%			
Public Transit		24	12%	4	10%	9	13%	13	12%	11	12%			
Where would you consider moving to?														
Downtown Sheboygan		51	25%	13	33%	21	31%	34	32%	17	18%			
Sheboygan Area		74	37%	23	58%	24	36%	47	44%	27	28%			
Kohler Area		78	39%	24	60%	30	45%	54	50%	24	25%			
Sheboygan Falls Area		75	37%	15	38%	26	39%	41	38%	34	36%			
Plymouth Area		82	41%	15	38%	23	34%	38	36%	44	46%			
Elkhart Lake Area		59	29%	11	28%	18	27%	29	27%	30	32%			
Greenbush-Glenbeulah Area		20	10%	3	8%	5	7%	8	7%	12	13%			
Random Lake-Batavia Area		9	4%	1	3%	2	3%	3	3%	6	6%			
Cedar Grove-Gibbsville-Oostburg Area		16	8%	4	10%	5	7%	9	8%	7	7%			
Adell-Cascade-Waldo Area		9	4%	1	3%	2	3%	3	3%	6	6%			
Howards Grove-Lakeland College-Mosel Area		37	18%	7	18%	12	18%	19	18%	18	19%			
Likelihood to Rent in Downtown Sheboygan														
Unlikely		124	61%	17	43%	42	63%	59	55%	65	68%			
Indifferent		17	8%	5	13%	9	13%	14	13%	3	3%			
Likely		34	17%	17	43%	7	10%	24	22%	10	11%			
Likelihood to Buy in Downtown Sheboygan														
Unlikely		143	71%	27	68%	46	69%	73	68%	70	74%			
Indifferent		16	8%	3	8%	8	12%	11	10%	5	5%			
Likely		21	10%	7	18%	5	7%	12	11%	9	9%			