

Response Who Were Likely To Rent Downtown							
		Likely		Very Likely		Total	
		Number	Percent	Number	Percent	Number	Percent
Responses		23	11%	11	5%	34	17%
Where Respondents Live							
	Downtown Sheboygan	9	39%	7	64%	16	47%
	Sheboygan Area	6	26%	2	18%	8	24%
	Kohler Area	1	4%	1	9%	2	6%
	Sheboygan Falls Area	2	9%	0	0%	2	6%
	Plymouth Area	2	9%	1	9%	3	9%
	Elkhart Lake Area	0	0%	0	0%	0	0%
	Greenbush-Glenbeualh Area	0	0%	0	0%	0	0%
	Random Lake-Batavia Area	1	4%	0	0%	1	3%
	Cedar Grove-Gibbsville-Oostburg Area	0	0%	0	0%	0	0%
	Adell-Cascade-Waldo Area	0	0%	0	0%	0	0%
	Howards Grove-LC-Mosel Area	1	4%	0	0%	1	3%
Where do Respondents Work							
	Downtown Sheboygan	4	17%	3	27%	7	21%
	Sheboygan Area	1	4%	1	9%	2	6%
	Kohler Area	9	39%	5	45%	14	41%
	Sheboygan Falls Area	0	0%	0	0%	0	0%
	Plymouth Area	8	35%	2	18%	10	29%
	Elkhart Lake Area	0	0%	0	0%	0	0%
	Greenbush-Glenbeualh Area	0	0%	0	0%	0	0%
	Random Lake-Batavia Area	0	0%	0	0%	0	0%
	Cedar Grove-Gibbsville-Oostburg Area	0	0%	0	0%	0	0%
	Adell-Cascade-Waldo Area	0	0%	0	0%	0	0%
	Howards Grove-LC-Mosel Area	0	0%	0	0%	0	0%
Age							
	21-29	13	57%	4	36%	17	50%
	30-29	4	17%	3	27%	7	21%
	40-49	3	13%	3	27%	6	18%
	50-59	2	9%	0	0%	2	6%
	60 or older	1	4%	1	9%	2	6%
Educaiton Level							
	High School	0	0%	1	9%	1	3%
	Some college, no degree	1	4%	0	0%	1	3%
	Associate	2	9%	1	9%	3	9%
	Bachelors	17	74%	7	64%	24	71%
	Graduate	3	13%	2	18%	5	15%
Gender							
	Male	10	43%	4	36%	14	41%
	Female	13	57%	7	64%	20	59%
Marital Status							
	Married	5	22%	4	36%	9	26%

		Likely		Very Likely		Total	
		Number	Percent	Number	Percent	Number	Percent
	Divorced/Separated	3	13%	1	9%	4	12%
	Never Married	15	65%	6	55%	21	62%
Household Income							
	Under \$30K	2	9%	2	18%	4	12%
	\$30K - 39K	2	9%	1	9%	3	9%
	\$40K - 49K	5	22%	2	18%	7	21%
	\$50K - 59K	4	17%	3	27%	7	21%
	\$60K - 69K	3	13%	0	0%	3	9%
	\$70K - 79K	1	4%	1	9%	2	6%
	\$80K - 89K	1	4%	0	0%	1	3%
	\$90K - 99K	1	4%	0	0%	1	3%
	\$100K - 149K	2	9%	0	0%	2	6%
	\$150K or More	1	4%	2	18%	3	9%
Children In Household							
	Yes, Live With Respondent	2	9%	0	0%	2	6%
	Yes, Live with Different Parent	2	9%	2	18%	4	12%
	Yes, They have moved out	2	9%	1	9%	3	9%
	No, But Plan on Having Children	11	48%	5	45%	16	47%
	No, No Plans for Children	6	26%	3	27%	9	26%
Housing Style of Current Residence							
	Single Family	7	30%	4	36%	11	32%
	Condominium	1	4%	1	9%	2	6%
	Apartment Building	10	43%	3	27%	13	38%
	Upper/Lower Apartment	3	13%	3	27%	6	18%
	Town Home or Duplexx	0	0%	0	0%	0	0%
	Mixed Use	2	9%	0	0%	2	6%
Home Ownership							
	Rent	19	83%	9	82%	28	82%
	Own	4	17%	2	18%	6	18%
How Much are you Willing to Spend on Housing							
	\$600 - \$799	8	35%	4	36%	12	35%
	\$800 - \$999	5	22%	3	27%	8	24%
	\$1,000 - \$1,199	6	26%	2	18%	8	24%
	\$1,200 - \$1,399	1	4%	0	0%	1	3%
	\$1,400 - \$1,599	2	9%	0	0%	2	6%
	\$1,600 - \$1,799	0	0%	1	9%	1	3%
	\$1,800 - \$1,999	0	0%	0	0%	0	0%
	\$2,000 - \$2,199	0	0%	0	0%	0	0%
	\$2,200 - \$2,399	0	0%	0	0%	0	0%
	\$2,400 or More	1	4%	1	9%	2	6%
What is your ideal Residence Style							
	Single Family	11	48%	5	45%	16	47%
	Condominium	4	17%	2	18%	6	18%
	Apartment	3	13%	1	9%	4	12%

		Likely		Very Likely		Total	
		Number	Percent	Number	Percent	Number	Percent
	Loft/Studio	2	9%	0	0%	2	6%
	Town Home/Duplex	2	9%	0	0%	2	6%
	Mixed Use	1	4%	1	9%	2	6%
Ideal Number of Bedrooms							
	One (1)	2	9%	0	0%	2	6%
	Two (2)	9	39%	5	45%	14	41%
	Three (3)	10	43%	4	36%	14	41%
	Four (4)	2	9%	2	18%	4	12%
	Five or More (5+)	0	0%	0	0%	0	0%
Ideal Number of Bathrooms							
	One (1)	2	9%	0	0%	2	6%
	One and a half (1.5)	7	30%	4	36%	11	32%
	Two (2)	9	39%	5	45%	14	41%
	Two and a half(2.5)	5	22%	2	18%	7	21%
	Three (3)	0	0%	0	0%	0	0%
	More than three (3+)	0	0%	0	0%	0	0%
Cirtical Home Features							
	Fireplace	7	30%	3	27%	10	29%
	Master Bed/Bath Suite	17	74%	6	55%	23	68%
	Patio/Deck	17	74%	10	91%	27	79%
	Washer/Dryer	20	87%	11	100%	31	91%
	Walk-in Closets	11	48%	6	55%	17	50%
	Yard/Green Space	14	61%	7	64%	21	62%
	Storage Area	16	70%	7	64%	23	68%
Flooring							
	Bedroom - Hard Flooring	8	35%	1	9%	9	26%
	Bedroom - Carpet	13	57%	7	64%	20	59%
	Living Room - Hard Flooring	15	65%	10	91%	25	74%
	Living Room - Carpet	5	22%	0	0%	5	15%
Building Amendities							
	Commnity Room	5	22%	1	9%	6	18%
	Private Entry	12	52%	7	64%	19	56%
	On-Site Parking	9	39%	3	27%	12	35%
	Garage Parking	23	100%	11	100%	34	100%
	Garden Area	8	35%	7	64%	15	44%
	Exercise Room	10	43%	2	18%	12	35%
	Pool	3	13%	1	9%	4	12%
	River or Lake View	8	35%	2	18%	10	29%
	Building-Wide Wifi	13	57%	4	36%	17	50%
	Home Office	6	26%	1	9%	7	21%
	Theatre Room	1	4%	0	0%	1	3%
	Pets	13	57%	5	45%	18	53%
Walkable Amenities							

		Likely		Very Likely		Total	
		Number	Percent	Number	Percent	Number	Percent
	Casual Dining	12	52%	5	45%	17	50%
	Fine Dining	13	57%	7	64%	20	59%
	Dance Clubs	2	9%	1	9%	3	9%
	Department Stores	5	22%	0	0%	5	15%
	Grocery Store	20	87%	7	64%	27	79%
	Health Club	6	26%	3	27%	9	26%
	Library	9	39%	2	18%	11	32%
	Movie Theater	5	22%	0	0%	5	15%
	Performing/Visual Arts	8	35%	3	27%	11	32%
	Pharmacy	5	22%	2	18%	7	21%
	Coffee Shop	15	65%	6	55%	21	62%
	Convenience Store	10	43%	7	64%	17	50%
	Public Park	15	65%	5	45%	20	59%
	Public Beach/Waterfront	9	39%	7	64%	16	47%
	Pubs/Bars	12	52%	7	64%	19	56%
	House of Worship	5	22%	2	18%	7	21%
	Speciality Retail	7	30%	2	18%	9	26%
	Walking/Biking Trails	15	65%	7	64%	22	65%
	Community Garden	2	9%	2	18%	4	12%
	School	4	17%	0	0%	4	12%
	Public Transit	2	9%	2	18%	4	12%
Where in Downtown Would You Like to Move (Likely and Very Likely)							
	Michigan Ave	4	17%	3	27%	7	21%
	8th Street	7	30%	6	55%	13	38%
	Lakefront	19	83%	10	91%	29	85%
	Riverfront	15	65%	7	64%	22	65%
	Indiana Ave	1	4%	1	9%	2	6%
	South Pier	16	70%	8	73%	24	71%