

## Complete Demographic Comparison Report for Memorial Mall, 3347 Kohler Memorial Dr, Sheboygan, WI, 53081:

	10 mile(s)	20 mile(s)	60 mile(s)
Total Population	83,018	128,692	2,455,282
Total Households	33,806	52,005	984,504
Female Population	41,850	64,318	1,248,798
% Female	50.4%	49.9%	50.8%
Male Population	41,168	64,374	1,206,484
% Male	49.5%	50.0%	49.1%
Population Density (per Sq. Mi.)	481.37	193.03	443.14
<b>Age:</b>			
Age 0 - 4	6.4%	6.0%	6.5%
Age 5 - 14	13.4%	13.4%	13.2%
Age 15 - 19	6.6%	6.6%	6.8%
Age 20 - 24	5.5%	5.1%	6.6%
Age 25 - 34	12.3%	11.6%	13.6%
Age 35 - 44	12.4%	12.5%	12.6%
Age 45 - 54	15.2%	16.0%	14.9%
Age 55 - 64	12.7%	13.5%	12.3%
Age 65 - 74	7.3%	7.6%	6.6%
Age 75 - 84	4.9%	4.9%	4.3%
Age 85 +	2.5%	2.3%	2.1%
Median Age	39.6	41.0	37.5
<b>Housing Units</b>			
Total Housing Units	37,145	57,696	1,057,171
Occupied Housing Units	91.0%	90.1%	93.1%
Vacant Housing Units	8.9%	9.8%	6.8%
<b>Housing Units by Tenure</b>			
Owner Occupied Housing Units	33,806	52,005	984,504
Owner Occupied free and clear	22.3%	23.8%	18.7%
Owner Occupied with a mortgage or loan	46.2%	49.1%	44.6%
Renter Occupied Housing Units	31.4%	27.0%	36.5%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.4%	0.4%	0.8%
Asian	6.2%	4.2%	2.9%
Black	1.4%	1.2%	11.2%

	10 mile(s)	20 mile(s)	60 mile(s)
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	87.3%	90.4%	79.5%
Other	2.4%	1.8%	3.1%
Multi-Race	2.0%	1.6%	2.2%
Hispanic Ethnicity	7.1%	5.5%	8.3%
Not of Hispanic Ethnicity	92.8%	94.4%	91.6%
<b>Race of Hispanics</b>			
Hispanics	5,970	7,089	204,893
American Indian	0.9%	1.0%	1.7%
Asian	0.4%	0.4%	0.3%
Black	1.2%	1.2%	3.1%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	53.4%	53.8%	50.1%
Other	33.4%	33.4%	36.6%
Multi-Race	10.3%	9.8%	7.9%
<b>Race of Non Hispanics</b>			
Non Hispanics	77,048	121,604	2,250,390
American Indian	0.3%	0.3%	0.7%
Asian	6.7%	4.5%	3.2%
Black	1.4%	1.2%	12.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	89.9%	92.6%	82.1%
Other	0.0%	0.0%	0.0%
Multi-Race	1.4%	1.1%	1.6%
<b>Marital Status:</b>			
Age 15 + Population	66,430	103,623	1,969,507
Divorced	10.5%	10.0%	10.4%
Never Married	26.4%	25.4%	33.8%
Now Married	56.6%	58.6%	49.8%
Now Married - Separated	1.4%	1.2%	1.1%
Widowed	6.4%	5.9%	5.9%
<b>Educational Attainment:</b>			
Total Population Age 25+	56,256	88,414	1,637,116
Grade K - 8	2.9%	2.8%	2.6%
Grade 9 - 12	5.8%	5.7%	6.5%
High School Graduate	38.5%	38.6%	31.3%

	10 mile(s)	20 mile(s)	60 mile(s)
Associates Degree	7.7%	8.4%	8.8%
Bachelor's Degree	13.9%	14.0%	18.7%
Graduate Degree	7.0%	7.0%	9.4%
Some College, No Degree	21.9%	22.0%	21.4%
No Schooling Completed	1.7%	1.3%	0.9%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	4.7%	4.3%	6.0%
Income \$ 10,000 - \$14,999	5.5%	5.0%	5.4%
Income \$ 15,000 - \$24,999	11.5%	10.3%	11.1%
Income \$ 25,000 - \$34,999	12.2%	11.2%	10.7%
Income \$ 35,000 - \$49,999	15.6%	15.2%	14.0%
Income \$ 50,000 - \$74,999	22.1%	22.7%	20.0%
Income \$ 75,000 - \$99,999	13.8%	15.2%	13.7%
Income \$100,000 - \$124,999	7.2%	7.6%	8.3%
Income \$125,000 - \$149,999	3.1%	3.5%	4.0%
Income \$150,000 +	3.9%	4.4%	6.2%
Average Household Income	\$63,104	\$66,456	\$69,854
Median Household Income	\$50,311	\$54,127	\$52,854
Per Capita Income	\$25,943	\$27,149	\$28,335
<b>Vehicles Available</b>			
0 Vehicles Available	6.6%	5.4%	8.5%
1 Vehicle Available	33.2%	29.9%	35.2%
2+ Vehicles Available	60.0%	64.6%	56.2%
Average Vehicles Per Household	1.89	1.99	1.85
Total Vehicles Available	63,950	103,948	1,822,317

## 2018 Demographics:

Total Population	84,486	131,677	2,513,709
Total Households	34,825	53,780	1,017,551
Female Population	42,571	65,752	1,275,753
% Female	50.3%	49.9%	50.7%
Male Population	41,915	65,925	1,237,956
% Male	49.6%	50.0%	49.2%

## Age:

	10 mile(s)	20 mile(s)	60 mile(s)
Age 0 - 4	6.3%	5.8%	6.4%
Age 5 - 14	13.2%	13.0%	13.0%
Age 15 - 19	6.3%	6.3%	6.5%
Age 20 - 24	5.5%	5.2%	6.4%
Age 25 - 34	12.3%	11.6%	13.7%
Age 35 - 44	12.0%	12.0%	12.2%
Age 45 - 54	14.5%	15.0%	13.9%
Age 55 - 64	13.4%	14.3%	13.0%
Age 65 - 74	8.3%	8.8%	7.7%
Age 75 - 84	5.0%	5.0%	4.5%
Age 85 +	2.6%	2.5%	2.2%
Median Age	40.2	41.7	38.0
<b>Housing Units Trend</b>			
Total Housing Units	38,522	60,047	1,095,977
Owner Occupied Housing Units	90.4%	89.5%	92.8%
Renter Occupied Housing Units	31.2%	26.8%	36.4%
Vacant Housing Units	9.5%	10.4%	7.1%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.4%	0.4%	0.8%
Asian	6.2%	4.2%	3.0%
Black	1.4%	1.2%	10.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	87.2%	90.4%	79.7%
Other	2.3%	1.8%	3.0%
Multi-Race	2.1%	1.7%	2.3%
Hispanic Ethnicity	7.3%	5.6%	8.7%
Not of Hispanic Ethnicity	92.6%	94.3%	91.2%
<b>Race of Hispanics</b>			
Hispanics	6,249	7,435	219,393
American Indian	1.0%	1.0%	1.7%
Asian	0.4%	0.4%	0.3%
Black	1.3%	1.3%	3.4%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	54.4%	54.8%	52.0%
Other	31.6%	31.7%	33.7%
Multi-Race	10.9%	10.4%	8.5%

	10 mile(s)	20 mile(s)	60 mile(s)
<b>Race of Non Hispanics</b>			
Non Hispanics	78,237	124,242	2,294,315
American Indian	0.4%	0.4%	0.7%
Asian	6.7%	4.4%	3.2%
Black	1.4%	1.2%	11.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	89.8%	92.5%	82.4%
Other	0.0%	0.0%	0.0%
Multi-Race	1.4%	1.1%	1.7%
<b>Marital Status:</b>			
Age 15 + Population	67,976	106,818	2,023,712
Divorced	10.5%	10.1%	10.5%
Never Married	26.3%	25.3%	33.7%
Now Married	56.6%	58.5%	49.8%
Now Married - Separated	1.4%	1.3%	1.2%
Widowed	6.3%	5.8%	5.8%
<b>Educational Attainment:</b>			
Total Population Age 25+	57,887	91,553	1,695,497
Grade K - 9	2.9%	2.7%	2.6%
Grade 9 - 12	5.7%	5.6%	6.4%
High School Graduate	38.2%	38.2%	31.0%
Associates Degree	7.8%	8.4%	8.9%
Bachelor's Degree	14.1%	14.1%	18.9%
Graduate Degree	7.2%	7.2%	9.6%
Some College, No Degree	22.0%	22.1%	21.3%
No Schooling Completed	1.7%	1.3%	0.9%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.3%	3.1%	4.4%
Income \$ 10,000 - \$14,999	4.6%	4.2%	4.8%
Income \$ 15,000 - \$24,999	9.8%	8.8%	9.6%
Income \$ 25,000 - \$34,999	10.4%	9.5%	9.4%
Income \$ 35,000 - \$49,999	13.8%	13.3%	12.4%
Income \$ 50,000 - \$74,999	20.9%	21.3%	19.2%
Income \$ 75,000 - \$99,999	16.5%	17.6%	15.1%
Income \$100,000 - \$124,999	10.0%	10.6%	10.9%
Income \$125,000 - \$149,999	4.6%	5.0%	5.6%
Income \$150,000 +	5.5%	6.1%	8.1%

	10 mile(s)	20 mile(s)	60 mile(s)
Average Household Income	\$72,952	\$76,514	\$80,408
Median Household Income	\$60,475	\$64,023	\$61,976
Per Capita Income	\$30,313	\$31,538	\$32,867

### Vehicles Available

0 Vehicles Available	6.5%	5.3%	8.3%
1 Vehicle Available	32.8%	29.5%	35.0%
2+ Vehicles Available	60.6%	65.0%	56.5%
Average Vehicles Per Household	1.89	2.00	1.85
Total Vehicles Available	66,076	107,710	1,888,863

### 2010 Demographics:

Total Population	83,709	129,499	2,429,717
Total Households	34,095	52,351	973,556
Female Population	42,264	64,749	1,236,280
% Female	50.4%	50.0%	50.8%
Male Population	41,445	64,750	1,193,437
% Male	49.5%	50.0%	49.1%
Population Density (per Sq. Mi.)	485.30	193.96	436.13

### Age:

Age 0 - 4	6.5%	6.1%	6.5%
Age 5 - 14	13.5%	13.5%	13.4%
Age 15 - 19	6.7%	6.6%	7.0%
Age 20 - 24	5.6%	5.1%	6.7%
Age 25 - 34	12.4%	11.7%	13.4%
Age 35 - 44	12.8%	13.1%	12.9%
Age 45 - 54	15.4%	16.1%	15.1%
Age 55 - 64	12.0%	12.8%	11.7%
Age 65 - 74	7.2%	7.3%	6.4%
Age 75 - 84	5.0%	4.9%	4.4%
Age 85 +	2.4%	2.3%	2.0%
Median Age	39.2	40.5	37.2

### Housing Units

Total Housing Units	37,061	57,465	1,048,442
Occupied Housing Units	91.9%	91.0%	92.8%
Vacant Housing Units	8.0%	8.9%	7.1%

	10 mile(s)	20 mile(s)	60 mile(s)
<b>Housing Units by Tenure</b>			
Owner Occupied Housing Units	34,095	52,351	973,556
Owner Occupied free and clear	21.7%	23.1%	18.1%
Owner Occupied with a mortgage or loan	47.0%	50.0%	45.7%
Renter Occupied Housing Units	31.2%	26.8%	36.1%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.3%	0.3%	0.8%
Asian	6.1%	4.1%	2.8%
Black	1.3%	1.1%	11.3%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	87.7%	90.8%	79.7%
Other	2.4%	1.9%	3.1%
Multi-Race	1.9%	1.5%	2.0%
Hispanic Ethnicity	6.8%	5.2%	7.8%
Not of Hispanic Ethnicity	93.1%	94.7%	92.1%
<b>Race of Hispanics</b>			
Hispanics	5,706	6,746	190,381
American Indian	0.8%	0.8%	1.6%
Asian	0.4%	0.5%	0.3%
Black	1.2%	1.1%	3.0%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	52.2%	52.5%	48.4%
Other	35.6%	35.6%	39.2%
Multi-Race	9.3%	9.1%	7.2%
<b>Race of Non Hispanics</b>			
Non Hispanics	78,003	122,753	2,239,336
American Indian	0.3%	0.3%	0.7%
Asian	6.5%	4.3%	3.0%
Black	1.3%	1.1%	12.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	90.3%	92.9%	82.4%
Other	0.0%	0.0%	0.0%
Multi-Race	1.3%	1.1%	1.6%

**Marital Status:**

	10 mile(s)	20 mile(s)	60 mile(s)
Age 15 + Population	66,894	103,902	1,943,812
Divorced	10.5%	10.0%	10.8%
Never Married	26.3%	25.3%	33.7%
Now Married	56.4%	58.4%	49.5%
Now Married - Separated	0.7%	0.7%	1.1%
Widowed	6.7%	6.1%	5.9%
<b>Educational Attainment:</b>			
Total Population Age 25+	56,517	88,663	1,607,551
Grade K - 8	3.0%	2.8%	2.7%
Grade 9 - 12	5.8%	5.7%	6.5%
High School Graduate	39.1%	39.2%	31.5%
Associates Degree	7.5%	8.1%	8.7%
Bachelor's Degree	13.6%	13.6%	18.6%
Graduate Degree	6.8%	6.7%	9.4%
Some College, No Degree	22.1%	22.2%	21.4%
No Schooling Completed	1.7%	1.2%	0.9%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	4.8%	4.4%	6.3%
Income \$ 10,000 - \$14,999	5.3%	4.9%	5.5%
Income \$ 15,000 - \$24,999	11.4%	10.3%	11.5%
Income \$ 25,000 - \$34,999	12.1%	11.2%	11.0%
Income \$ 35,000 - \$49,999	15.4%	15.0%	14.4%
Income \$ 50,000 - \$74,999	22.4%	23.0%	19.9%
Income \$ 75,000 - \$99,999	14.0%	15.3%	13.2%
Income \$100,000 - \$124,999	7.4%	7.8%	8.1%
Income \$125,000 - \$149,999	3.0%	3.4%	3.8%
Income \$150,000 +	3.8%	4.3%	5.8%
Average Household Income	\$63,270	\$66,300	\$68,311
Median Household Income	\$50,837	\$54,327	\$51,092
Per Capita Income	\$26,015	\$27,095	\$27,695
<b>Vehicles Available</b>			
0 Vehicles Available	6.5%	5.3%	8.4%
1 Vehicle Available	33.1%	29.8%	35.2%
2+ Vehicles Available	60.2%	64.7%	56.2%
Average Vehicles Per Household	1.89	1.99	1.84
Total Vehicles Available	64,503	104,597	1,800,068



	10 mile(s)	20 mile(s)	60 mile(s)
<b>2000 Census Demographics:</b>			
Total Population	81,571	126,568	2,331,542
Total Households	32,248	48,875	908,963
Female Population	41,284	63,114	1,190,544
% Female	50.6%	49.8%	51.0%
Male Population	40,285	63,454	1,141,008
% Male	49.3%	50.1%	48.9%
<b>Age:</b>			
Age 0 - 4	6.5%	6.4%	6.7%
Age 5 - 14	14.5%	14.6%	14.8%
Age 15 - 19	7.2%	7.4%	7.3%
Age 20 - 24	5.8%	5.6%	6.5%
Age 25 - 34	13.3%	12.9%	13.8%
Age 35 - 44	16.2%	16.7%	16.3%
Age 45 - 54	13.1%	13.7%	13.4%
Age 55 - 64	8.3%	8.5%	8.1%
Age 65 - 74	6.8%	6.7%	6.4%
Age 75 - 84	5.4%	5.1%	4.6%
Age 85 +	2.2%	1.9%	1.7%
Median Age	36.5	36.7	35.5
<b>Housing Units Trend</b>			
Total Housing Units	33,697	51,752	955,972
Owner Occupied Housing Units	65.4%	68.6%	60.8%
Renter Occupied Housing Units	30.0%	25.8%	34.2%
Vacant Housing Units	4.2%	5.5%	4.9%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.3%	0.3%	0.7%
Asian	4.4%	2.9%	2.0%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.6%	0.9%	10.4%
White	91.3%	93.3%	83.0%
Other	1.9%	1.3%	2.2%
Two or More Races	1.2%	1.0%	1.4%
Hispanic Ethnicity	4.1%	3.1%	4.9%
Not of Hispanic Ethnicity	95.8%	96.8%	95.0%

	10 mile(s)	20 mile(s)	60 mile(s)
<b>Marital Status:</b>			
Age 15 + Population	64,319	99,955	1,827,921
Divorced	8.5%	7.9%	9.0%
Never Married	23.5%	23.2%	28.5%
Now Married	55.0%	58.2%	51.1%
Separated	2.9%	3.6%	4.0%
Widowed	7.0%	6.5%	6.3%
<b>Educational Attainment:</b>			
Total Population Age 25+	52,342	83,147	1,492,714
Grade K - 9	4.6%	4.8%	4.4%
Grade 9 - 11, No diploma	9.9%	9.5%	10.1%
High School Graduate	38.9%	39.9%	32.8%
Associates Degree	6.7%	7.0%	7.0%
Bachelor's Degree	13.0%	12.7%	16.6%
Graduate Degree	5.2%	5.0%	7.4%
Some College, No Degree	19.6%	19.6%	20.5%
No Schooling Completed	1.6%	1.1%	0.8%
Public School Enrollment	79.6%	78.0%	77.4%
Private School Enrollment	20.3%	21.9%	22.5%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	5.4%	4.7%	7.0%
Income \$ 10,000 - \$14,999	5.2%	5.0%	5.5%
Income \$ 15,000 - \$24,999	12.4%	11.8%	12.0%
Income \$ 25,000 - \$34,999	13.5%	13.0%	12.7%
Income \$ 35,000 - \$49,999	18.9%	19.1%	17.5%
Income \$ 50,000 - \$74,999	24.8%	26.5%	22.5%
Income \$ 75,000 - \$99,999	9.9%	11.2%	11.2%
Income \$100,000 - \$124,999	3.5%	3.8%	4.8%
Income \$125,000 - \$149,999	1.1%	1.3%	2.0%
Income \$150,000 - \$199,999	0.9%	1.2%	1.6%
Income \$200,000 or More	1.3%	1.3%	1.8%
Average Household Income	\$50,858	\$54,335	\$55,703
Median Household Income	\$44,590	\$46,824	\$45,214
Per Capita Income	\$20,106	\$20,982	\$21,716

	10 mile(s)	20 mile(s)	60 mile(s)
<b>Vehicles Available</b>			
0 Vehicles Available	7.9%	6.6%	9.8%
1 Vehicle Available	35.5%	32.5%	34.5%
2 Vehicles Available	40.0%	42.2%	39.6%
3+ Vehicles Available	14.0%	17.9%	15.0%
Average Vehicles Per Household	1.60	1.70	1.60
Total Vehicles Available	52,335	87,087	1,496,034
<b>Population Trend</b>			
2000	81,571	126,568	2,331,542
2010	83,709	129,499	2,429,717
Change 2000 to 2010	2.6%	2.3%	4.2%
2013A	83,018	128,692	2,455,282
2018	84,486	131,677	2,513,709
Change 2013A to 2018	1.7%	2.3%	2.3%
<b>Household Trend</b>			
2000	32,248	48,875	908,963
2010	34,095	52,351	973,556
Change 2000 to 2010	4.8%	6.4%	8.3%
2013A	33,806	52,005	984,504
2018	34,825	53,780	1,017,551
Change 2013A to 2018	3.0%	3.4%	3.3%
<b>Average Household Size Trend</b>			
2000	2.4	2.5	2.4
2010	2.3	2.4	2.4
Change 2000 to 2010	-2.7%	-2.8%	-2.4%
2013A	2.4	2.4	2.4
2018	2.3	2.4	2.4
Change 2013A to 2018	0.6%	0.5%	0.5%
<b>Median Age Trend</b>			
2000	36.5	36.7	35.5
2010	39.2	40.5	37.2
2013A	39.6	41.0	37.5
2018	40.2	41.7	38.0
<b>Housing Units Trend</b>			

	10 mile(s)	20 mile(s)	60 mile(s)
<b>Total Housing Units</b>			
Change 2000 to 2010	9.9%	11.0%	9.6%
Change 2013A to 2018	3.7%	4.0%	3.6%
<b>Owner Occupied Housing Units</b>			
Change 2000 to 2010	6.2%	7.8%	6.8%
Change 2013A to 2018	3.3%	3.6%	3.5%
<b>Renter Occupied Housing Units</b>			
Change 2000 to 2010	5.1%	4.7%	7.5%
Change 2013A to 2018	2.3%	2.7%	2.9%
<b>Vacant Housing Units</b>			
Change 2000 to 2010	105.4%	77.8%	59.0%
Change 2013A to 2018	10.7%	10.1%	7.9%
<b>Race and Ethnicity Trend</b>			
<b>American Indian, Eskimo, Aleut</b>			
Change 2000 to 2010	7.6%	12.8%	17.0%
Change 2013A to 2018	6.7%	6.7%	3.0%
<b>Asian and Native Hawaiian/Other Pacific Islander</b>			
Change 2000 to 2010	41.4%	45.1%	41.7%
Change 2013A to 2018	1.1%	1.2%	5.1%
<b>Black</b>			
Change 2000 to 2010	103.9%	21.3%	13.1%
Change 2013A to 2018	4.9%	5.2%	0.4%
<b>White</b>			
Change 2000 to 2010	-1.4%	0.4%	0.1%
Change 2013A to 2018	1.7%	2.3%	2.7%
<b>Other</b>			
Change 2000 to 2010	32.9%	43.4%	43.6%
Change 2013A to 2018	-1.1%	0.4%	-1.2%
<b>Two or More Races</b>			
Change 2000 to 2010	59.6%	52.2%	49.3%
Change 2013A to 2018	5.4%	5.5%	6.5%
<b>Hispanic Ethnicity</b>			
Change 2000 to 2010	69.4%	69.8%	63.9%
Change 2013A to 2018	4.6%	4.8%	7.0%
<b>Not of Hispanic Ethnicity</b>			
Change 2000 to 2010	0.2%	0.1%	1.0%
Change 2013A to 2018	1.5%	2.1%	1.9%

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