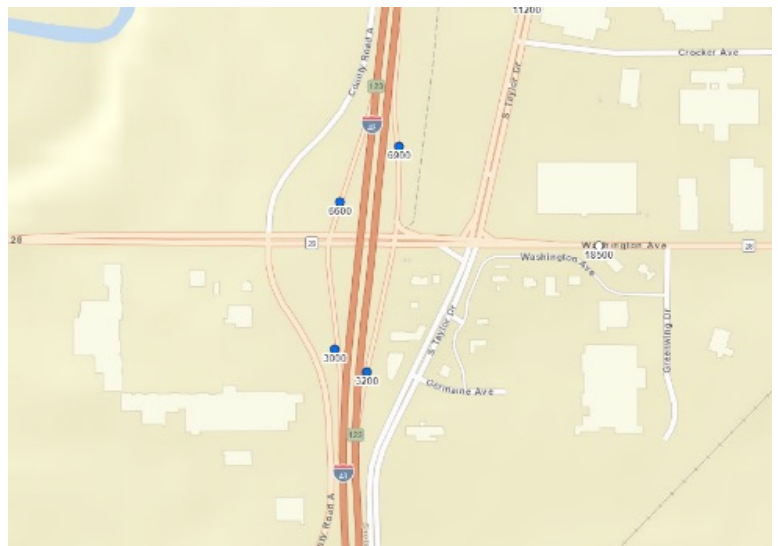


Hwy. 28 Kohler/Sheboygan

Overview

Recent Development

Map



Major Employers

- Kohler Company
- American Orthodontics
- Acuity Insurance
- Old Wisconsin Sausage Company
- Zimmermann Printing
- Nemak
- Torke Family Coffee Roasters
- Rockline Industries
- Aurora Medical Center



Major Retailers & Selected Franchises

- Deertrace Kohler Shopping Center
- Chili's Grill & Bar
- Target
- The Home Depot
- Tractor Supply Company
- Best Buy
- Walmart Supercenter
- Buffalo Wild Wings
- WG& R
- Starbucks
- Qdoba
- McDonalds
- TJ Maxx



Major Attractions

- Blackwolf Run Golf Course
- River WildlifeLodge
- Bookworm Gardens
- The Art Preserve of JMKAC
- UW Green Bay-Sheboygan



Demographic and Income Comparison Profile

Deertrace Kohler
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.71566
Longitude: -87.76724

	1 mile	3 miles	5 miles
Census 2010 Summary			
Population	131	29,546	65,692
Households	49	12,166	27,222
Families	32	7,893	17,081
Average Household Size	2.55	2.38	2.38
Owner Occupied Housing Units	32	8,664	18,117
Renter Occupied Housing Units	17	3,502	9,104
Median Age	40.8	40.0	38.6
Census 2020 Summary			
Population	142	30,563	67,257
Households	55	12,627	28,379
Average Household Size	2.45	2.38	2.33
2023 Summary			
Population	138	30,638	67,681
Households	55	12,746	28,762
Families	34	7,939	17,323
Average Household Size	2.38	2.36	2.32
Owner Occupied Housing Units	39	9,335	19,532
Renter Occupied Housing Units	16	3,411	9,230
Median Age	42.8	41.8	40.8
Median Household Income	\$62,233	\$59,295	\$57,779
Average Household Income	\$88,488	\$82,998	\$79,374
2028 Summary			
Population	136	30,542	67,628
Households	55	12,848	29,075
Families	34	7,965	17,426
Average Household Size	2.35	2.33	2.29
Owner Occupied Housing Units	39	9,538	20,082
Renter Occupied Housing Units	16	3,310	8,993
Median Age	43.0	42.7	41.7
Median Household Income	\$77,778	\$66,166	\$63,700
Average Household Income	\$99,782	\$94,474	\$90,128
Trends: 2023-2028 Annual Rate			
Population	-0.29%	-0.06%	-0.02%
Households	0.00%	0.16%	0.22%
Families	0.00%	0.07%	0.12%
Owner Households	0.00%	0.43%	0.56%
Median Household Income	4.56%	2.22%	1.97%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2023



Demographic and Income Comparison Profile

Deertrace Kohler
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.71566
Longitude: -87.76724

2023 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	6	10.9%	1,068	8.4%	2,448	8.5%
\$15,000 - \$24,999	7	12.7%	1,051	8.2%	2,540	8.8%
\$25,000 - \$34,999	4	7.3%	1,081	8.5%	2,599	9.0%
\$35,000 - \$49,999	6	10.9%	1,869	14.7%	4,116	14.3%
\$50,000 - \$74,999	7	12.7%	2,746	21.5%	6,492	22.6%
\$75,000 - \$99,999	6	10.9%	1,413	11.1%	3,504	12.2%
\$100,000 - \$149,999	10	18.2%	2,258	17.7%	4,430	15.4%
\$150,000 - \$199,999	5	9.1%	704	5.5%	1,586	5.5%
\$200,000+	3	5.5%	556	4.4%	1,048	3.6%
Median Household Income	\$62,233		\$59,295		\$57,779	
Average Household Income	\$88,488		\$82,998		\$79,374	
Per Capita Income	\$38,944		\$34,684		\$33,697	

2028 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	5	9.1%	950	7.4%	2,196	7.6%
\$15,000 - \$24,999	6	10.9%	830	6.5%	2,015	6.9%
\$25,000 - \$34,999	3	5.5%	943	7.3%	2,304	7.9%
\$35,000 - \$49,999	5	9.1%	1,695	13.2%	3,839	13.2%
\$50,000 - \$74,999	7	12.7%	2,742	21.3%	6,463	22.2%
\$75,000 - \$99,999	7	12.7%	1,437	11.2%	3,633	12.5%
\$100,000 - \$149,999	11	20.0%	2,627	20.4%	5,228	18.0%
\$150,000 - \$199,999	7	12.7%	970	7.5%	2,156	7.4%
\$200,000+	3	5.5%	655	5.1%	1,241	4.3%
Median Household Income	\$77,778		\$66,166		\$63,700	
Average Household Income	\$99,782		\$94,474		\$90,128	
Per Capita Income	\$44,549		\$39,927		\$38,711	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2023



Demographic and Income Comparison Profile

Deertrace Kohler
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.71566
Longitude: -87.76724

2010 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	8	6.0%	1,899	6.4%	4,514	6.9%
Age 5 - 9	7	5.2%	1,893	6.4%	4,425	6.7%
Age 10 - 14	7	5.2%	1,928	6.5%	4,430	6.7%
Age 15 - 19	9	6.7%	1,926	6.5%	4,305	6.6%
Age 20 - 24	9	6.7%	1,608	5.4%	3,646	5.5%
Age 25 - 34	16	11.9%	3,769	12.8%	8,636	13.1%
Age 35 - 44	18	13.4%	3,773	12.8%	8,482	12.9%
Age 45 - 54	23	17.2%	4,637	15.7%	9,921	15.1%
Age 55 - 64	17	12.7%	3,583	12.1%	7,662	11.7%
Age 65 - 74	10	7.5%	2,222	7.5%	4,630	7.0%
Age 75 - 84	5	3.7%	1,591	5.4%	3,369	5.1%
Age 85+	2	1.5%	716	2.4%	1,670	2.5%

2023 Population by Age	Number		Percent		Number	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	7	5.1%	1,705	5.6%	4,031	6.0%
Age 5 - 9	8	5.8%	1,874	6.1%	4,288	6.3%
Age 10 - 14	8	5.8%	1,919	6.3%	4,339	6.4%
Age 15 - 19	6	4.3%	1,677	5.5%	3,883	5.7%
Age 20 - 24	6	4.3%	1,573	5.1%	3,691	5.5%
Age 25 - 34	19	13.8%	3,773	12.3%	8,412	12.4%
Age 35 - 44	19	13.8%	4,091	13.4%	8,921	13.2%
Age 45 - 54	17	12.3%	3,671	12.0%	8,180	12.1%
Age 55 - 64	21	15.2%	4,279	14.0%	9,070	13.4%
Age 65 - 74	16	11.6%	3,499	11.4%	7,356	10.9%
Age 75 - 84	8	5.8%	1,801	5.9%	3,822	5.6%
Age 85+	3	2.2%	775	2.5%	1,688	2.5%

2028 Population by Age	Number		Percent		Number	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	7	5.1%	1,707	5.6%	4,043	6.0%
Age 5 - 9	8	5.9%	1,834	6.0%	4,191	6.2%
Age 10 - 14	8	5.9%	1,895	6.2%	4,313	6.4%
Age 15 - 19	8	5.9%	1,765	5.8%	3,993	5.9%
Age 20 - 24	6	4.4%	1,520	5.0%	3,624	5.4%
Age 25 - 34	15	11.0%	3,577	11.7%	8,039	11.9%
Age 35 - 44	20	14.7%	3,938	12.9%	8,525	12.6%
Age 45 - 54	15	11.0%	3,671	12.0%	8,110	12.0%
Age 55 - 64	18	13.2%	3,863	12.6%	8,358	12.4%
Age 65 - 74	18	13.2%	3,759	12.3%	8,016	11.9%
Age 75 - 84	10	7.4%	2,185	7.2%	4,639	6.9%
Age 85+	3	2.2%	826	2.7%	1,776	2.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2023



Demographic and Income Comparison Profile

Deertrace Kohler
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.71566
Longitude: -87.76724

2010 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	116	88.5%	25,838	87.5%	56,472	86.0%
Black Alone	3	2.3%	362	1.2%	939	1.4%
American Indian Alone	0	0.0%	116	0.4%	278	0.4%
Asian Alone	5	3.8%	1,853	6.3%	4,700	7.2%
Pacific Islander Alone	0	0.0%	2	0.0%	13	0.0%
Some Other Race Alone	4	3.1%	821	2.8%	1,887	2.9%
Two or More Races	3	2.3%	553	1.9%	1,404	2.1%
Hispanic Origin (Any Race)	9	6.9%	2,298	7.8%	5,224	8.0%

2020 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	116	81.7%	23,899	78.2%	51,983	77.3%
Black Alone	3	2.1%	745	2.4%	1,707	2.5%
American Indian Alone	1	0.7%	168	0.5%	351	0.5%
Asian Alone	9	6.3%	2,619	8.6%	6,026	9.0%
Pacific Islander Alone	0	0.0%	5	0.0%	17	0.0%
Some Other Race Alone	4	2.8%	1,136	3.7%	2,586	3.8%
Two or More Races	8	5.6%	1,991	6.5%	4,586	6.8%
Hispanic Origin (Any Race)	12	8.5%	3,019	9.9%	6,746	10.0%

2023 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	112	81.2%	23,685	77.3%	51,667	76.3%
Black Alone	3	2.2%	753	2.5%	1,745	2.6%
American Indian Alone	1	0.7%	172	0.6%	363	0.5%
Asian Alone	9	6.5%	2,717	8.9%	6,275	9.3%
Pacific Islander Alone	0	0.0%	5	0.0%	17	0.0%
Some Other Race Alone	5	3.6%	1,209	3.9%	2,768	4.1%
Two or More Races	8	5.8%	2,097	6.8%	4,846	7.2%
Hispanic Origin (Any Race)	12	8.7%	3,209	10.5%	7,215	10.7%

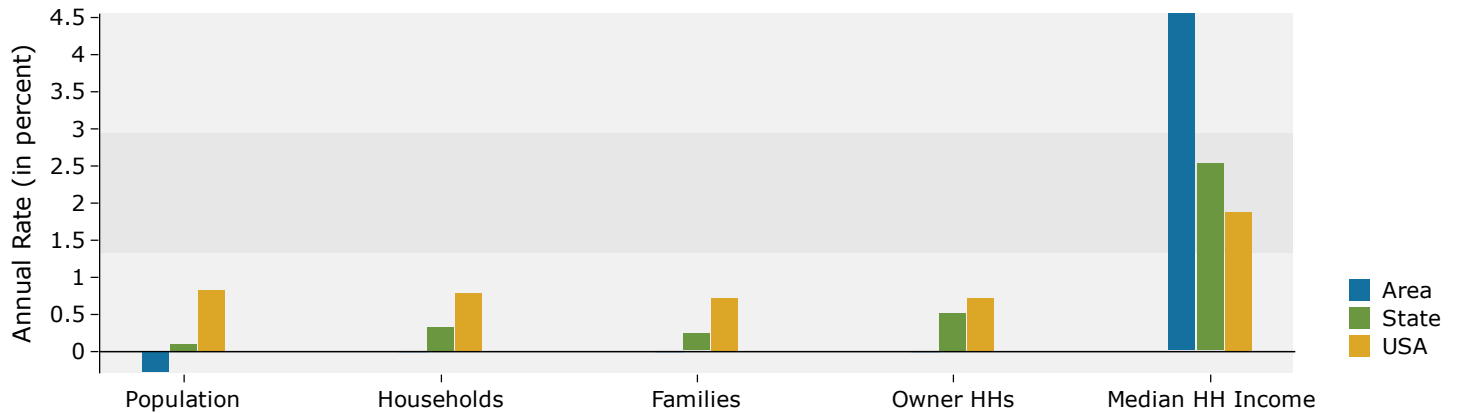
2028 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	111	82.2%	23,613	77.3%	51,620	76.3%
Black Alone	3	2.2%	751	2.5%	1,748	2.6%
American Indian Alone	1	0.7%	174	0.6%	364	0.5%
Asian Alone	8	5.9%	2,701	8.8%	6,262	9.3%
Pacific Islander Alone	0	0.0%	5	0.0%	17	0.0%
Some Other Race Alone	4	3.0%	1,206	3.9%	2,770	4.1%
Two or More Races	8	5.9%	2,092	6.8%	4,845	7.2%
Hispanic Origin (Any Race)	12	8.8%	3,201	10.5%	7,214	10.7%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

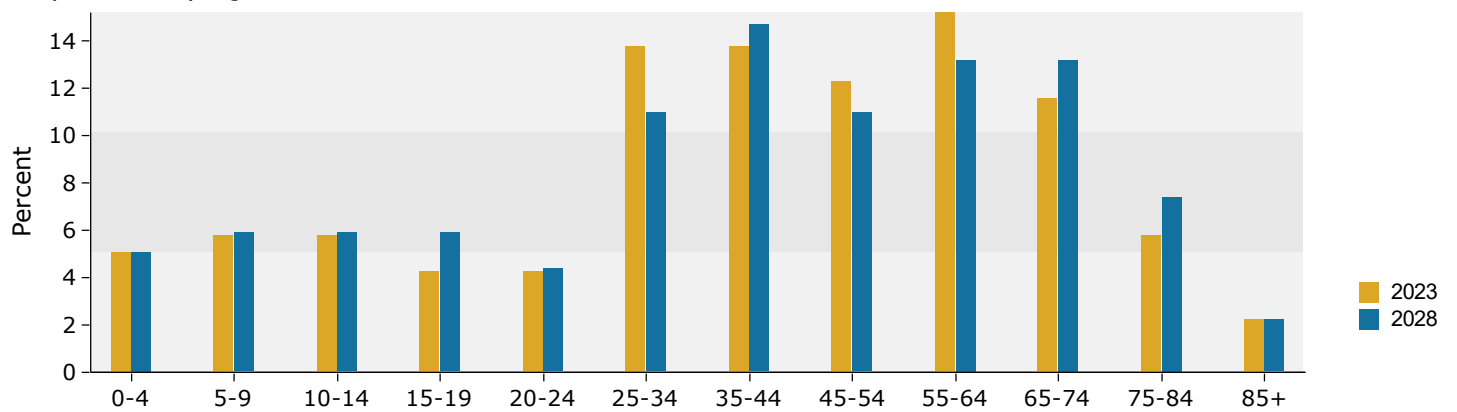
July 21, 2023

1 mile

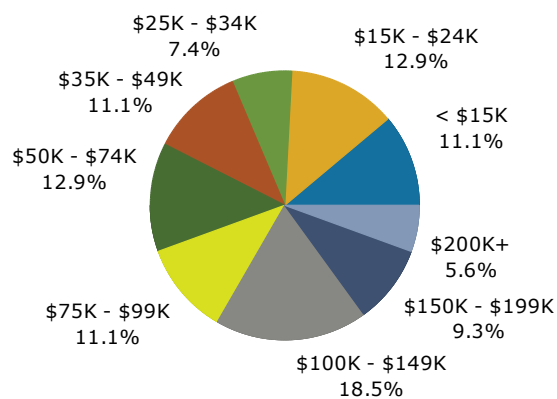
Trends 2023-2028



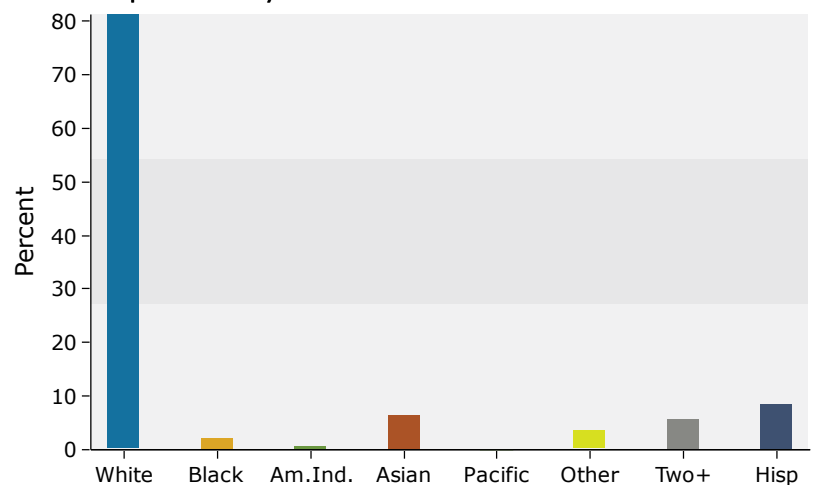
Population by Age



2023 Household Income

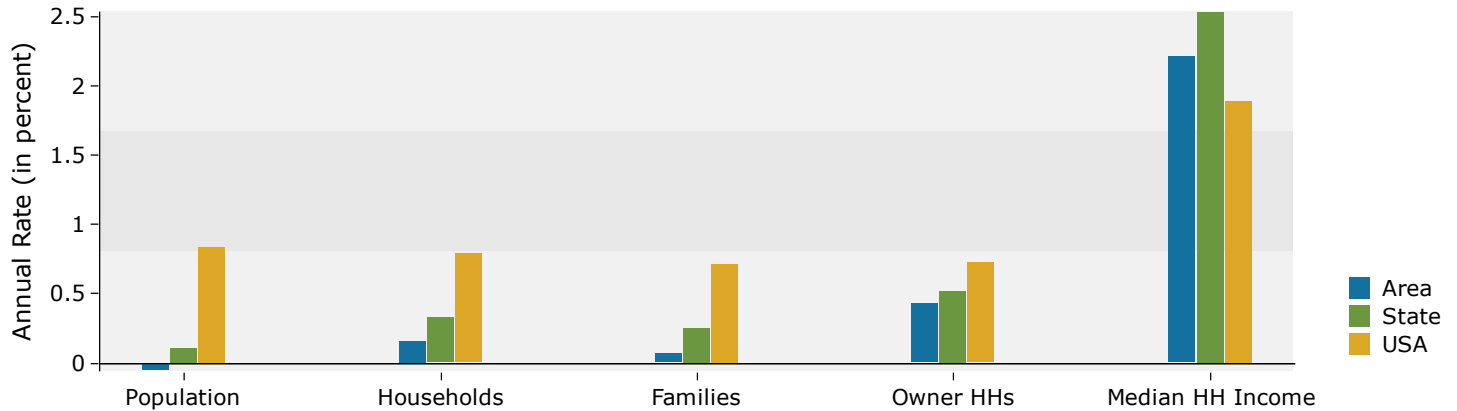


2023 Population by Race

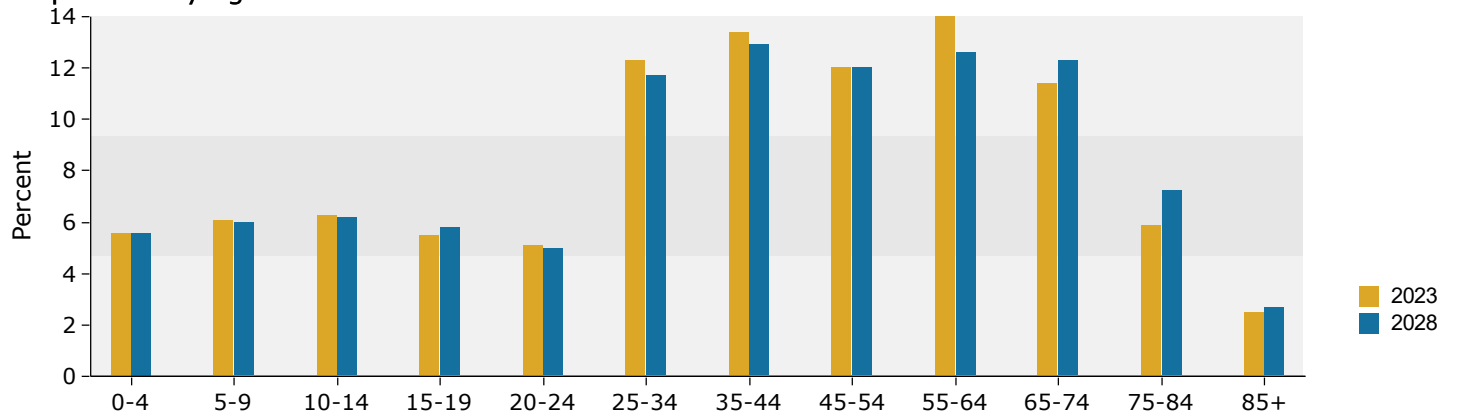


3 miles

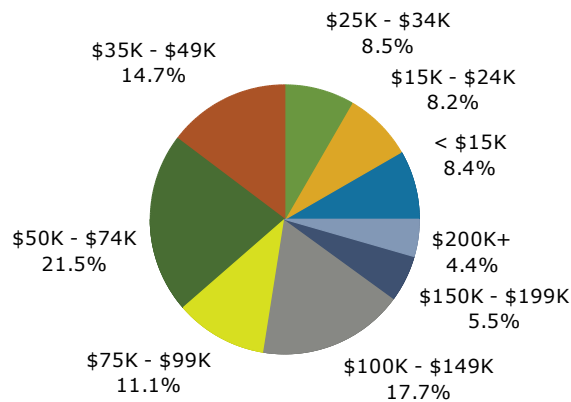
Trends 2023-2028



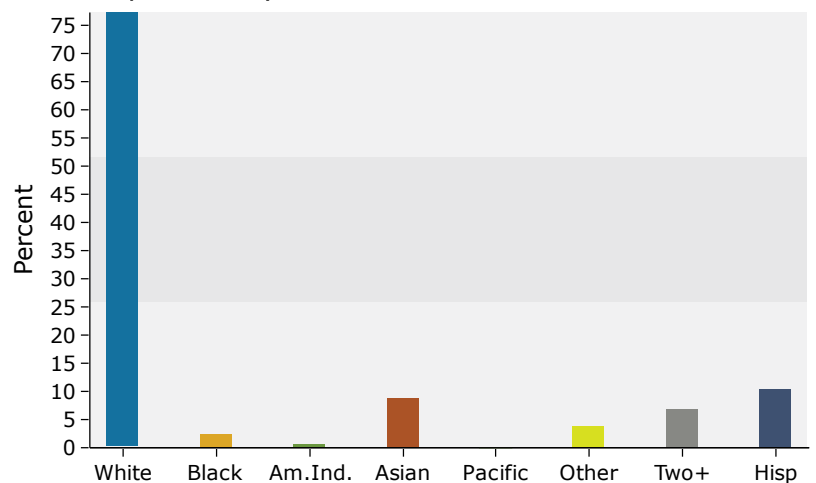
Population by Age



2023 Household Income

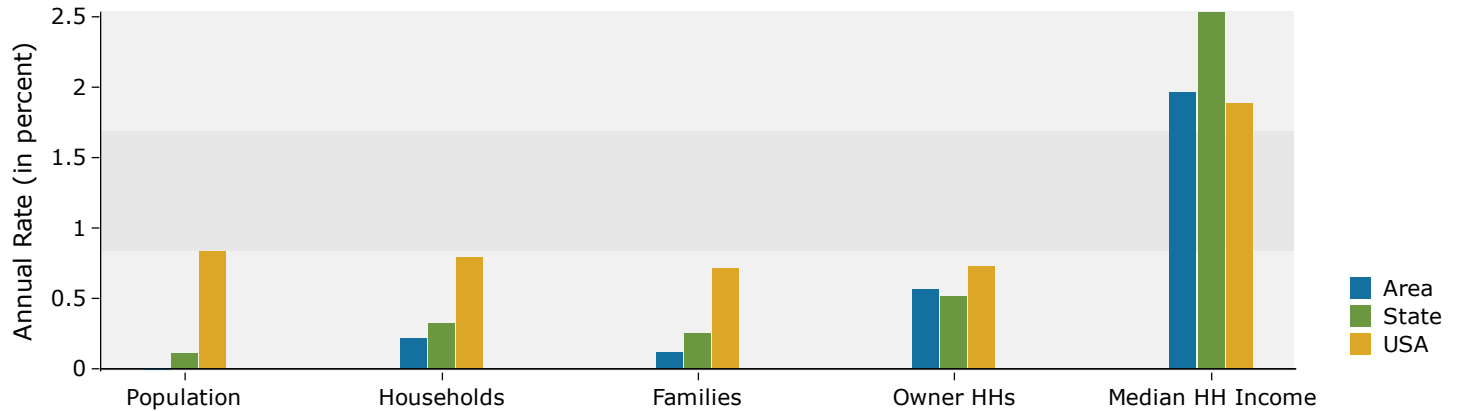


2023 Population by Race

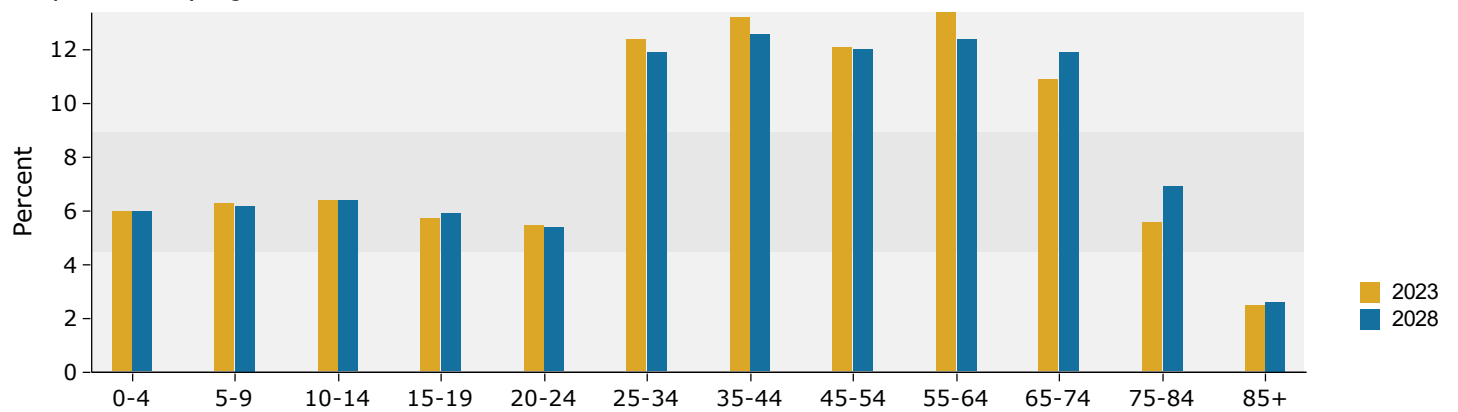


5 miles

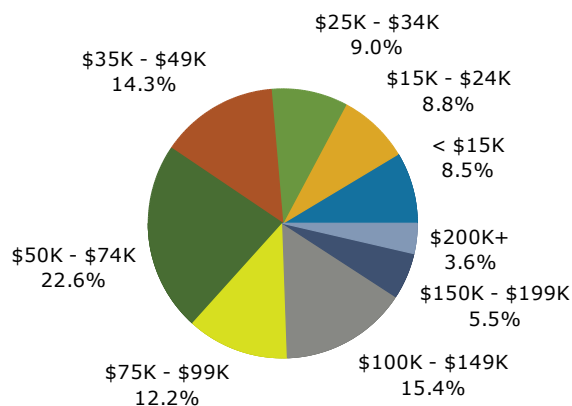
Trends 2023-2028



Population by Age



2023 Household Income



2023 Population by Race

