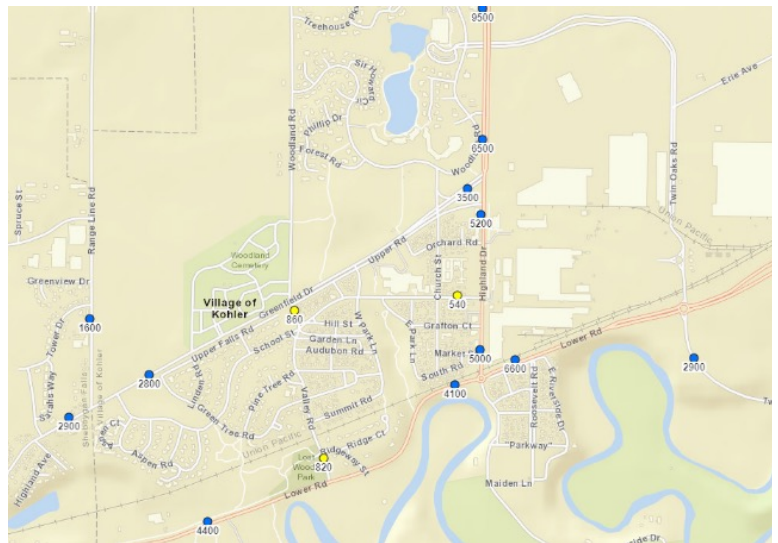


Kohler/Town of Sheboygan

Overview

Recent Development

Map Traffic count 2021



Major Employers

- Kohler Company
- Kohler Credit Union
- Kohler Hospitality
- Aurora Medical Center



Major Retailers & Selected Franchises

- The American Club
- The Shop at Woodlake Kohler
- Taverne on Woodlake
- Horse & Plow
- Woodlake Market
- Holidays Bar and Grill
- Tom's Drive-thru
- The Blind Horse Restaurant & Winery



Major Attractions

- The Sports Core
- Blackwolf Run Golf Course
- River Wildlife Lodge
- Kohler Experiential Learning Center
- Waelderhaus
- A Maverick Spirit-Honoring Herbert Kohler sculpture
- Whistling Straits Golf Course



Demographic and Income Comparison Profile

Village of Kohler, Wisconsin
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.73811
Longitude: -87.79167

	1 mile	3 miles	5 miles
Census 2010 Summary			
Population	3,106	20,026	70,068
Households	1,241	8,550	29,050
Families	849	5,347	18,278
Average Household Size	2.50	2.29	2.38
Owner Occupied Housing Units	986	6,055	19,320
Renter Occupied Housing Units	255	2,495	9,731
Median Age	42.6	43.1	38.8
Census 2020 Summary			
Population	3,333	21,209	72,142
Households	1,337	9,157	30,491
Average Household Size	2.46	2.25	2.33
2023 Summary			
Population	3,335	21,352	72,740
Households	1,345	9,292	30,962
Families	883	5,582	18,738
Average Household Size	2.45	2.23	2.31
Owner Occupied Housing Units	1,082	6,539	20,914
Renter Occupied Housing Units	263	2,753	10,048
Median Age	44.8	45.1	40.9
Median Household Income	\$74,146	\$59,497	\$58,684
Average Household Income	\$111,574	\$88,037	\$81,634
2028 Summary			
Population	3,311	21,345	72,835
Households	1,351	9,391	31,362
Families	883	5,622	18,900
Average Household Size	2.42	2.20	2.29
Owner Occupied Housing Units	1,100	6,732	21,585
Renter Occupied Housing Units	251	2,660	9,777
Median Age	45.3	45.9	41.9
Median Household Income	\$87,693	\$67,730	\$65,031
Average Household Income	\$127,243	\$101,014	\$92,941
Trends: 2023-2028 Annual Rate			
Population	-0.14%	-0.01%	0.03%
Households	0.09%	0.21%	0.26%
Families	0.00%	0.14%	0.17%
Owner Households	0.33%	0.58%	0.63%
Median Household Income	3.41%	2.63%	2.08%

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

Village of Kohler, Wisconsin
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.73811
Longitude: -87.79167

2023 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	62	4.6%	896	9.6%	2,572	8.3%
\$15,000 - \$24,999	127	9.4%	870	9.4%	2,745	8.9%
\$25,000 - \$34,999	92	6.8%	768	8.3%	2,710	8.8%
\$35,000 - \$49,999	149	11.1%	1,239	13.3%	4,326	14.0%
\$50,000 - \$74,999	249	18.5%	1,823	19.6%	6,933	22.4%
\$75,000 - \$99,999	154	11.4%	972	10.5%	3,798	12.3%
\$100,000 - \$149,999	251	18.7%	1,577	17.0%	4,746	15.3%
\$150,000 - \$199,999	99	7.4%	553	6.0%	1,845	6.0%
\$200,000+	163	12.1%	592	6.4%	1,289	4.2%
Median Household Income	\$74,146		\$59,497		\$58,684	
Average Household Income	\$111,574		\$88,037		\$81,634	
Per Capita Income	\$46,767		\$38,784		\$34,661	

2028 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	55	4.1%	800	8.5%	2,302	7.3%
\$15,000 - \$24,999	91	6.7%	662	7.0%	2,165	6.9%
\$25,000 - \$34,999	82	6.1%	701	7.5%	2,396	7.6%
\$35,000 - \$49,999	138	10.2%	1,191	12.7%	4,030	12.8%
\$50,000 - \$74,999	224	16.6%	1,721	18.3%	6,899	22.0%
\$75,000 - \$99,999	149	11.0%	974	10.4%	3,941	12.6%
\$100,000 - \$149,999	291	21.5%	1,890	20.1%	5,594	17.8%
\$150,000 - \$199,999	135	10.0%	750	8.0%	2,497	8.0%
\$200,000+	185	13.7%	701	7.5%	1,538	4.9%
Median Household Income	\$87,693		\$67,730		\$65,031	
Average Household Income	\$127,243		\$101,014		\$92,941	
Per Capita Income	\$53,961		\$45,011		\$39,912	

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

Village of Kohler, Wisconsin
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.73811
Longitude: -87.79167

2010 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	168	5.4%	1,149	5.7%	4,803	6.9%
Age 5 - 9	251	8.1%	1,220	6.1%	4,704	6.7%
Age 10 - 14	232	7.5%	1,238	6.2%	4,737	6.8%
Age 15 - 19	195	6.3%	1,141	5.7%	4,589	6.5%
Age 20 - 24	93	3.0%	924	4.6%	3,871	5.5%
Age 25 - 34	312	10.0%	2,335	11.7%	9,115	13.0%
Age 35 - 44	423	13.6%	2,548	12.7%	9,026	12.9%
Age 45 - 54	523	16.8%	3,226	16.1%	10,618	15.2%
Age 55 - 64	407	13.1%	2,619	13.1%	8,241	11.8%
Age 65 - 74	289	9.3%	1,697	8.5%	4,957	7.1%
Age 75 - 84	161	5.2%	1,279	6.4%	3,591	5.1%
Age 85+	55	1.8%	648	3.2%	1,814	2.6%

2023 Population by Age	Number		Percent		Number	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	155	4.6%	1,038	4.9%	4,316	5.9%
Age 5 - 9	238	7.1%	1,214	5.7%	4,595	6.3%
Age 10 - 14	228	6.8%	1,260	5.9%	4,640	6.4%
Age 15 - 19	189	5.7%	1,093	5.1%	4,160	5.7%
Age 20 - 24	104	3.1%	965	4.5%	3,955	5.4%
Age 25 - 34	316	9.5%	2,344	11.0%	9,027	12.4%
Age 35 - 44	448	13.4%	2,742	12.8%	9,491	13.0%
Age 45 - 54	437	13.1%	2,588	12.1%	8,770	12.1%
Age 55 - 64	476	14.3%	3,147	14.7%	9,848	13.5%
Age 65 - 74	451	13.5%	2,746	12.9%	7,989	11.0%
Age 75 - 84	218	6.5%	1,483	6.9%	4,121	5.7%
Age 85+	77	2.3%	734	3.4%	1,827	2.5%

2028 Population by Age	Number		Percent		Number	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	156	4.7%	1,041	4.9%	4,335	6.0%
Age 5 - 9	228	6.9%	1,179	5.5%	4,499	6.2%
Age 10 - 14	221	6.7%	1,245	5.8%	4,651	6.4%
Age 15 - 19	184	5.6%	1,157	5.4%	4,286	5.9%
Age 20 - 24	102	3.1%	919	4.3%	3,851	5.3%
Age 25 - 34	305	9.2%	2,206	10.3%	8,584	11.8%
Age 35 - 44	444	13.4%	2,678	12.5%	9,213	12.6%
Age 45 - 54	424	12.8%	2,545	11.9%	8,677	11.9%
Age 55 - 64	421	12.7%	2,762	12.9%	9,023	12.4%
Age 65 - 74	475	14.4%	3,032	14.2%	8,777	12.1%
Age 75 - 84	261	7.9%	1,774	8.3%	5,018	6.9%
Age 85+	88	2.7%	806	3.8%	1,920	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

Village of Kohler, Wisconsin
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.73811
Longitude: -87.79167

2010 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,965	95.5%	18,391	91.8%	60,414	86.2%
Black Alone	9	0.3%	177	0.9%	979	1.4%
American Indian Alone	5	0.2%	66	0.3%	291	0.4%
Asian Alone	66	2.1%	751	3.8%	4,932	7.0%
Pacific Islander Alone	0	0.0%	3	0.0%	13	0.0%
Some Other Race Alone	19	0.6%	312	1.6%	1,942	2.8%
Two or More Races	41	1.3%	324	1.6%	1,497	2.1%
Hispanic Origin (Any Race)	86	2.8%	898	4.5%	5,406	7.7%

2020 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,972	89.2%	18,105	85.4%	55,952	77.6%
Black Alone	24	0.7%	289	1.4%	1,813	2.5%
American Indian Alone	5	0.2%	62	0.3%	363	0.5%
Asian Alone	143	4.3%	1,273	6.0%	6,432	8.9%
Pacific Islander Alone	0	0.0%	4	0.0%	19	0.0%
Some Other Race Alone	43	1.3%	429	2.0%	2,713	3.8%
Two or More Races	145	4.4%	1,047	4.9%	4,851	6.7%
Hispanic Origin (Any Race)	116	3.5%	1,287	6.1%	7,057	9.8%

2023 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,956	88.6%	18,091	84.7%	55,744	76.6%
Black Alone	25	0.7%	293	1.4%	1,855	2.6%
American Indian Alone	5	0.1%	64	0.3%	374	0.5%
Asian Alone	149	4.5%	1,329	6.2%	6,710	9.2%
Pacific Islander Alone	0	0.0%	4	0.0%	19	0.0%
Some Other Race Alone	46	1.4%	460	2.2%	2,906	4.0%
Two or More Races	154	4.6%	1,111	5.2%	5,132	7.1%
Hispanic Origin (Any Race)	125	3.7%	1,378	6.5%	7,553	10.4%

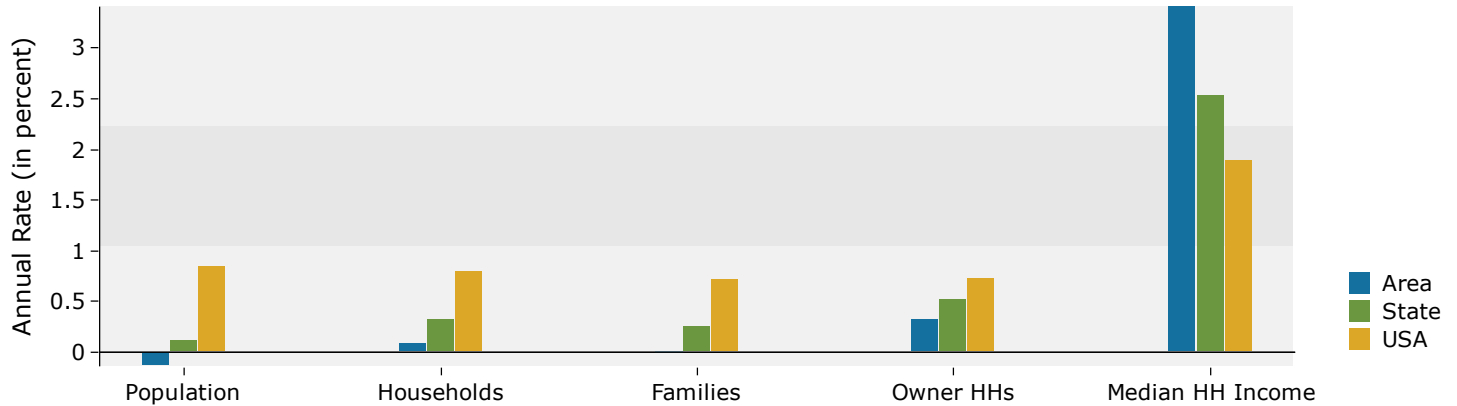
2028 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,935	88.6%	18,099	84.8%	55,827	76.6%
Black Alone	25	0.8%	290	1.4%	1,859	2.6%
American Indian Alone	5	0.2%	65	0.3%	375	0.5%
Asian Alone	147	4.4%	1,323	6.2%	6,708	9.2%
Pacific Islander Alone	0	0.0%	4	0.0%	19	0.0%
Some Other Race Alone	46	1.4%	458	2.1%	2,910	4.0%
Two or More Races	153	4.6%	1,107	5.2%	5,138	7.1%
Hispanic Origin (Any Race)	124	3.7%	1,366	6.4%	7,558	10.4%

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

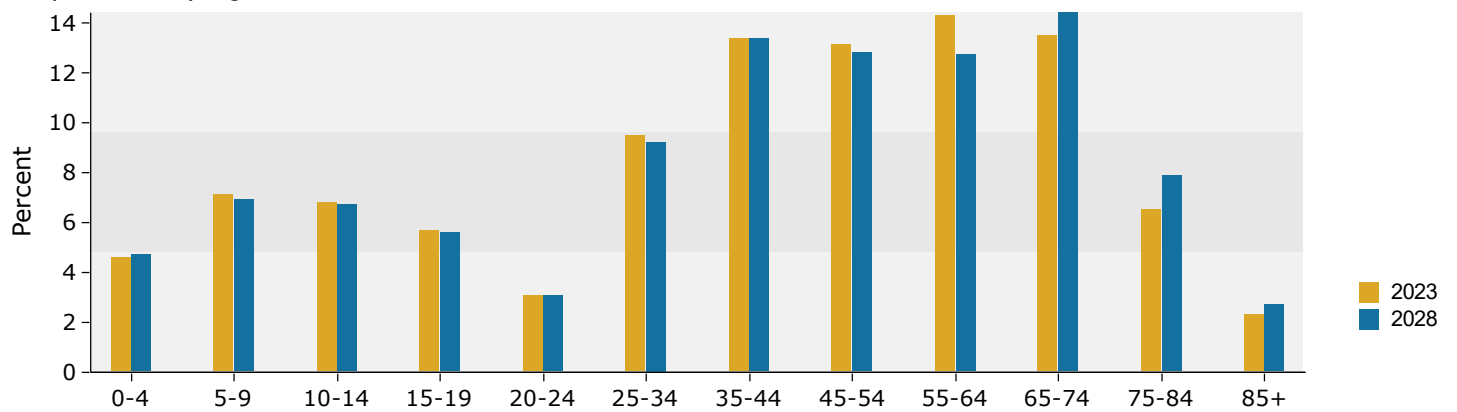
July 21, 2023

1 mile

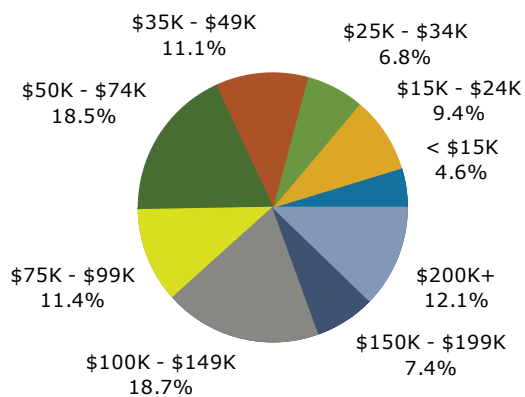
Trends 2023-2028



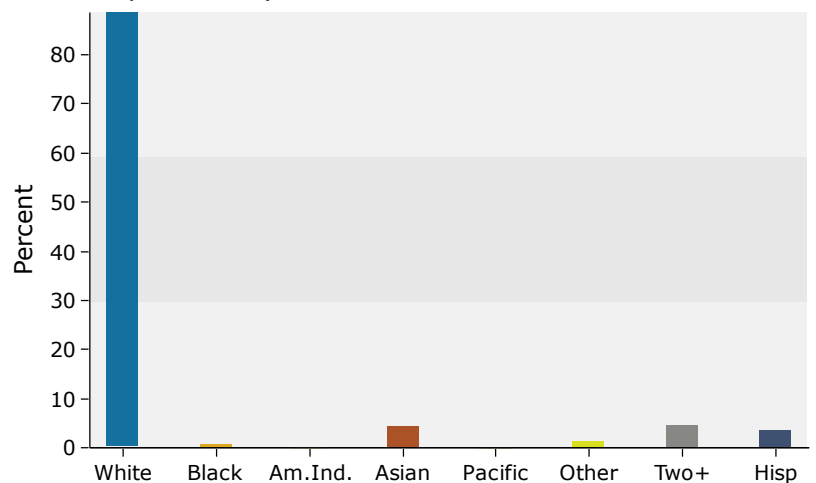
Population by Age



2023 Household Income

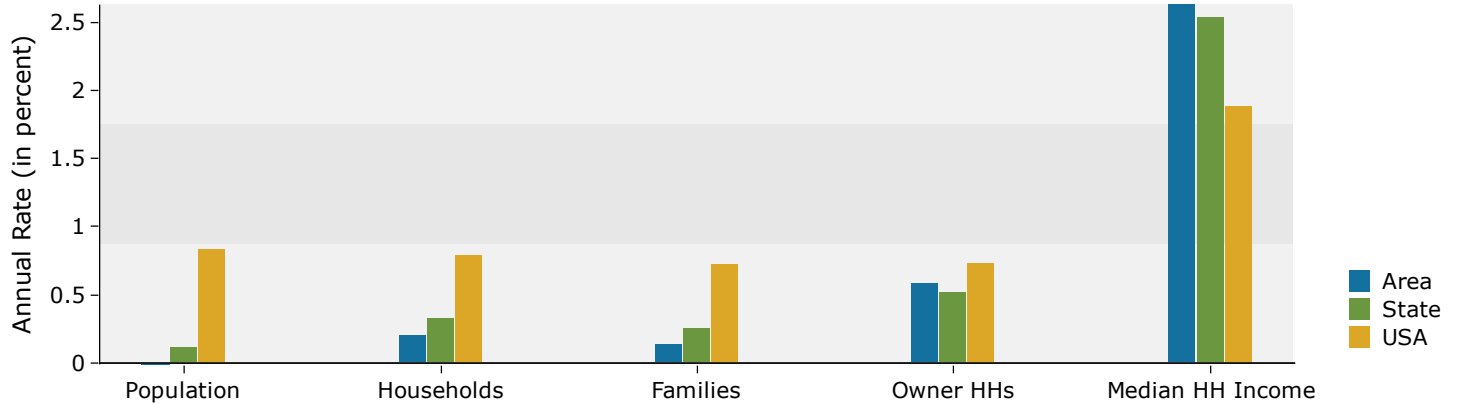


2023 Population by Race

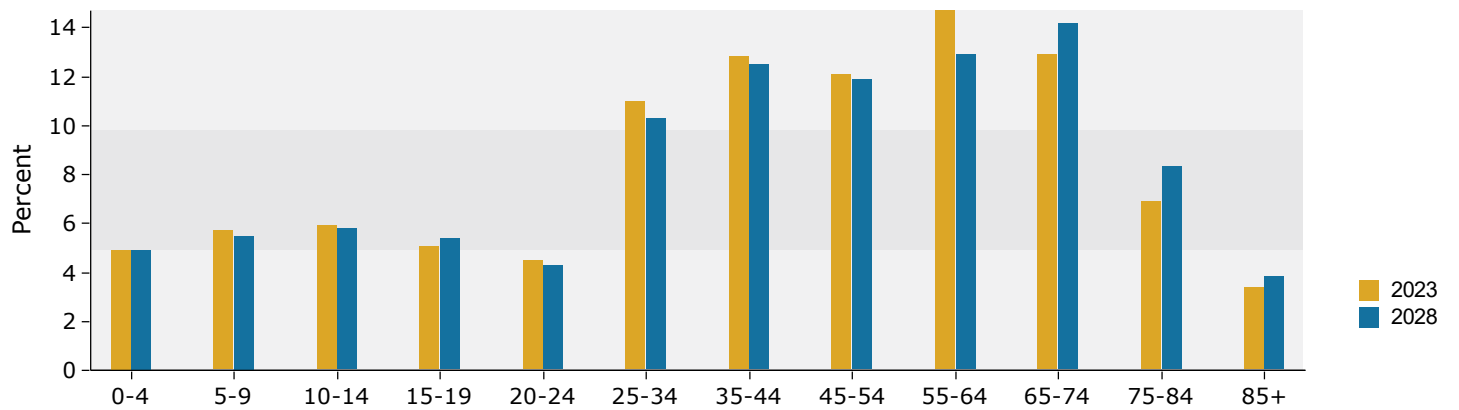


3 miles

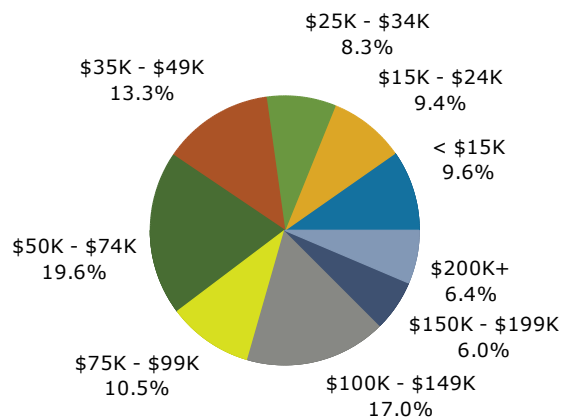
Trends 2023-2028



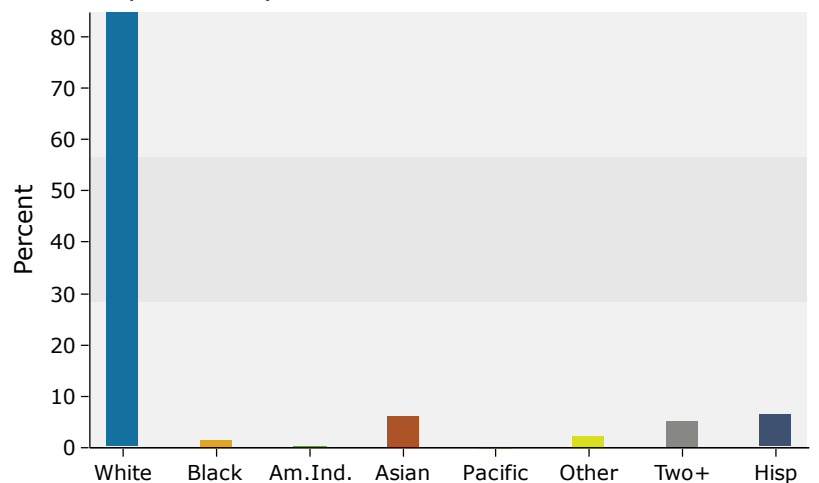
Population by Age



2023 Household Income

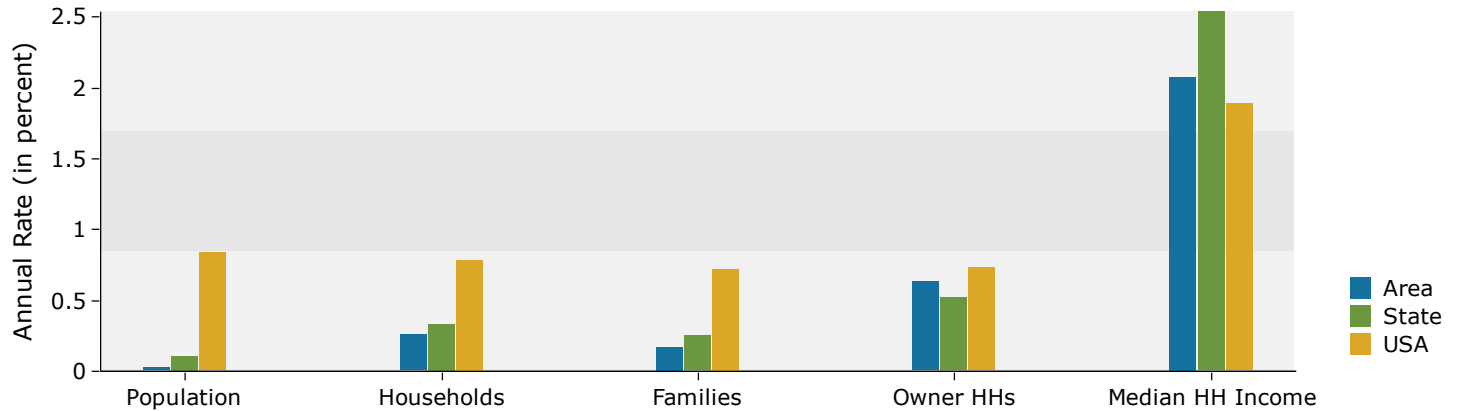


2023 Population by Race

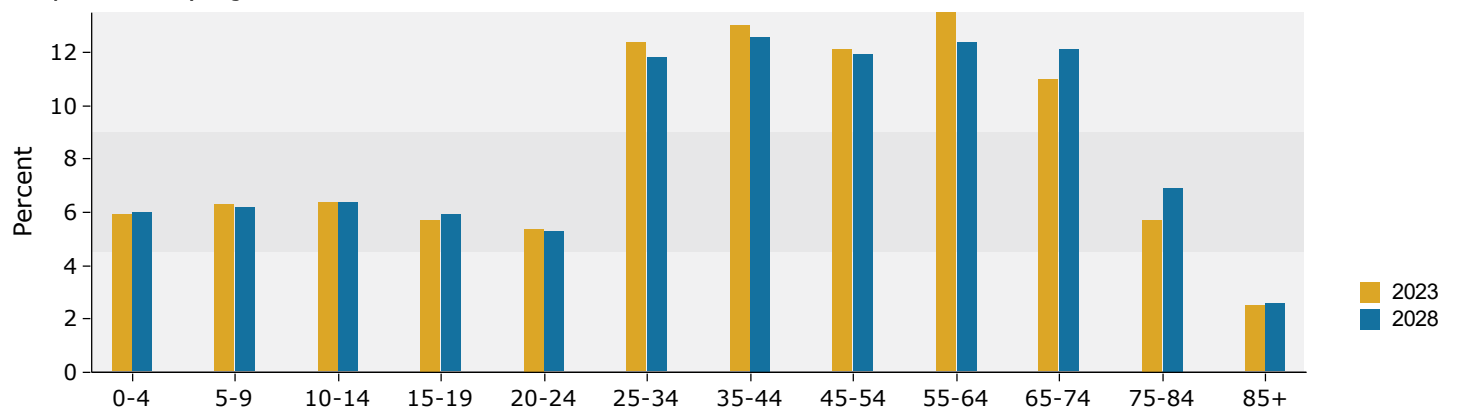


5 miles

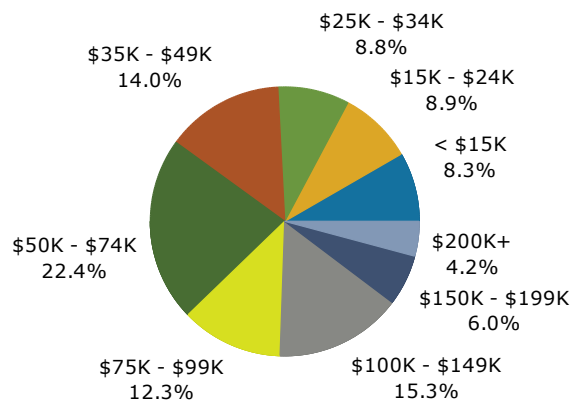
Trends 2023-2028



Population by Age



2023 Household Income



2023 Population by Race

