



# Retail MarketPlace Profile

111 S Main St, Waupaca, WI, 54981 2

Area: 395.69 square miles

## Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2013 Population               | 28,828   |
| 2013 Households               | 11,784   |
| 2013 Median Disposable Income | \$36,772 |
| 2013 Per Capita Income        | \$23,244 |

## Industry Summary

|                                     | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap   | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-------------------------------------|-----------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45,722 | \$275,590,598                | \$177,240,085            | \$98,350,513 | 21.7                      | 267                     |
| Total Retail Trade                  | 44-45     | \$251,082,775                | \$153,966,161            | \$97,116,614 | 24.0                      | 209                     |
| Total Food & Drink                  | 722       | \$24,507,823                 | \$23,273,923             | \$1,233,900  | 2.6                       | 58                      |

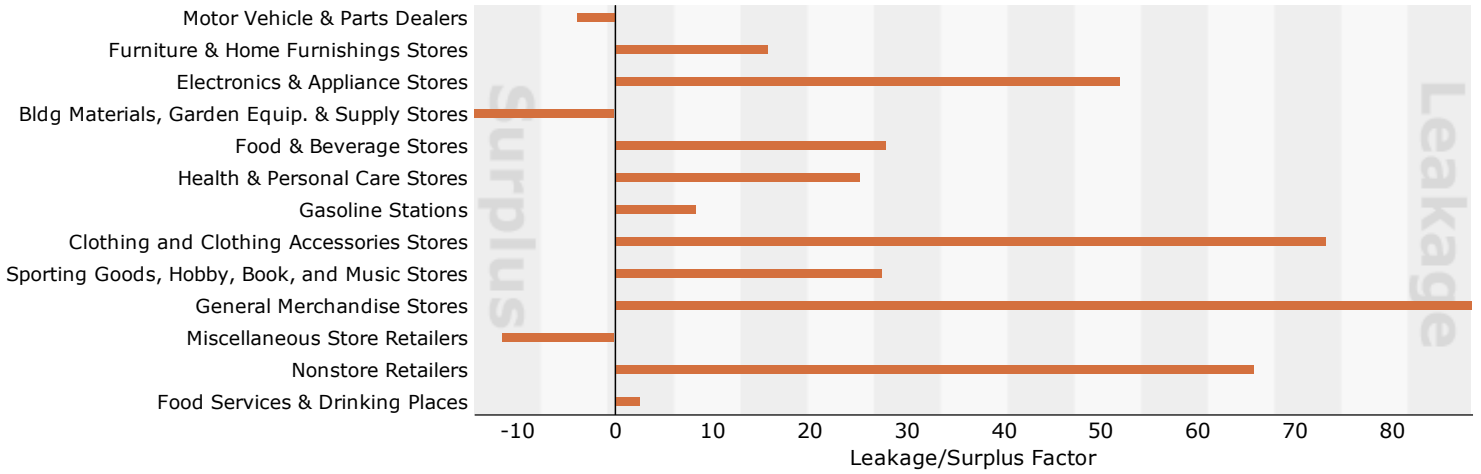
## Industry Group

|   | NAICS    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap   | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|---|----------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers                 | 441      | \$48,202,824                 | \$52,131,428             | -\$3,928,604 | -3.9                      | 17                      |
| Automobile Dealers                            | 4411     | \$41,571,637                 | \$47,348,772             | -\$5,777,135 | -6.5                      | 6                       |
| Other Motor Vehicle Dealers                   | 4412     | \$3,401,239                  | \$3,515,339              | -\$114,100   | -1.6                      | 6                       |
| Auto Parts, Accessories & Tire Stores         | 4413     | \$3,229,948                  | \$1,210,559              | \$2,019,389  | 45.5                      | 5                       |
| Furniture & Home Furnishings Stores           | 442      | \$4,834,131                  | \$3,515,339              | \$1,318,792  | 15.8                      | 11                      |
| Furniture Stores                              | 4421     | \$3,043,896                  | \$2,763,110              | \$280,786    | 4.8                       | 5                       |
| Home Furnishings Stores                       | 4422     | \$1,790,235                  | \$752,229                | \$1,038,006  | 40.8                      | 6                       |
| Electronics & Appliance Stores                | 443      | \$7,762,914                  | \$2,450,571              | \$5,312,343  | 52.0                      | 10                      |
| Bldg Materials, Garden Equip. & Supply Stores | 444      | \$9,448,256                  | \$12,657,552             | -\$3,209,296 | -14.5                     | 30                      |
| Bldg Material & Supplies Dealers              | 4441     | \$7,628,414                  | \$10,076,824             | -\$2,448,410 | -13.8                     | 23                      |
| Lawn & Garden Equip & Supply Stores           | 4442     | \$1,819,842                  | \$2,580,728              | -\$760,886   | -17.3                     | 7                       |
| Food & Beverage Stores                        | 445      | \$40,986,575                 | \$23,068,239             | \$17,918,336 | 28.0                      | 19                      |
| Grocery Stores                                | 4451     | \$38,221,786                 | \$22,097,029             | \$16,124,757 | 26.7                      | 12                      |
| Specialty Food Stores                         | 4452     | \$877,789                    | \$819,156                | \$58,633     | 3.5                       | 7                       |
| Beer, Wine & Liquor Stores                    | 4453     | \$1,887,000                  | \$0                      | \$1,887,000  | 100.0                     | 0                       |
| Health & Personal Care Stores                 | 446,4461 | \$23,792,030                 | \$14,197,971             | \$9,594,059  | 25.3                      | 16                      |
| Gasoline Stations                             | 447,4471 | \$31,922,992                 | \$26,965,288             | \$4,957,704  | 8.4                       | 9                       |
| Clothing & Clothing Accessories Stores        | 448      | \$11,768,108                 | \$1,816,259              | \$9,951,849  | 73.3                      | 9                       |
| Clothing Stores                               | 4481     | \$7,830,992                  | \$1,153,300              | \$6,677,692  | 74.3                      | 6                       |
| Shoe Stores                                   | 4482     | \$2,107,318                  | \$298,227                | \$1,809,091  | 75.2                      | 2                       |
| Jewelry, Luggage & Leather Goods Stores       | 4483     | \$1,829,799                  | \$364,732                | \$1,465,067  | 66.8                      | 1                       |
| Sporting Goods, Hobby, Book & Music Stores    | 451      | \$5,587,132                  | \$3,169,333              | \$2,417,799  | 27.6                      | 19                      |
| Sporting Goods/Hobby/Musical Instr Stores     | 4511     | \$4,342,659                  | \$2,747,162              | \$1,595,497  | 22.5                      | 16                      |
| Book, Periodical & Music Stores               | 4512     | \$1,244,473                  | \$422,171                | \$822,302    | 49.3                      | 3                       |
| General Merchandise Stores                    | 452      | \$39,300,932                 | \$2,448,345              | \$36,852,587 | 88.3                      | 3                       |
| Department Stores Excluding Leased Depts.     | 4521     | \$19,073,776                 | \$2,072,302              | \$17,001,474 | 80.4                      | 2                       |
| Other General Merchandise Stores              | 4529     | \$20,227,156                 | \$376,044                | \$19,851,112 | 96.3                      | 1                       |
| Miscellaneous Store Retailers                 | 453      | \$5,582,310                  | \$7,047,386              | -\$1,465,076 | -11.6                     | 54                      |
| Florists                                      | 4531     | \$376,699                    | \$180,271                | \$196,428    | 35.3                      | 3                       |
| Office Supplies, Stationery & Gift Stores     | 4532     | \$1,718,956                  | \$632,165                | \$1,086,791  | 46.2                      | 17                      |
| Used Merchandise Stores                       | 4533     | \$876,496                    | \$2,945,364              | -\$2,068,868 | -54.1                     | 12                      |
| Other Miscellaneous Store Retailers           | 4539     | \$2,610,159                  | \$3,289,585              | -\$679,426   | -11.5                     | 23                      |
| Nonstore Retailers                            | 454      | \$21,894,572                 | \$4,498,449              | \$17,396,123 | 65.9                      | 11                      |
| Electronic Shopping & Mail-Order Houses       | 4541     | \$17,372,790                 | \$481,010                | \$16,891,780 | 94.6                      | 3                       |
| Vending Machine Operators                     | 4542     | \$1,002,615                  | \$569,499                | \$433,116    | 27.5                      | 3                       |
| Direct Selling Establishments                 | 4543     | \$3,519,167                  | \$3,447,941              | \$71,226     | 1.0                       | 5                       |
| Food Services & Drinking Places               | 722      | \$24,507,823                 | \$23,273,923             | \$1,233,900  | 2.6                       | 58                      |
| Full-Service Restaurants                      | 7221     | \$9,313,835                  | \$12,033,807             | -\$2,719,972 | -12.7                     | 21                      |
| Limited-Service Eating Places                 | 7222     | \$12,559,744                 | \$6,811,075              | \$5,748,669  | 29.7                      | 11                      |
| Special Food Services                         | 7223     | \$1,068,913                  | \$0                      | \$1,068,913  | 100.0                     | 0                       |
| Drinking Places - Alcoholic Beverages         | 7224     | \$1,565,331                  | \$4,429,041              | -\$2,863,710 | -47.8                     | 26                      |

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

