



Retail MarketPlace Profile

111 S Main St, Waupaca, WI, 54981
 Area: 855.42 square miles

Summary Demographics

2013 Population	53,124
2013 Households	21,897
2013 Median Disposable Income	\$38,628
2013 Per Capita Income	\$24,579

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$518,578,182	\$524,688,835	-\$6,110,653	-0.6	507
Total Retail Trade	44-45	\$472,012,490	\$468,314,511	\$3,697,979	0.4	381
Total Food & Drink	722	\$46,565,692	\$56,374,324	-\$9,808,632	-9.5	126

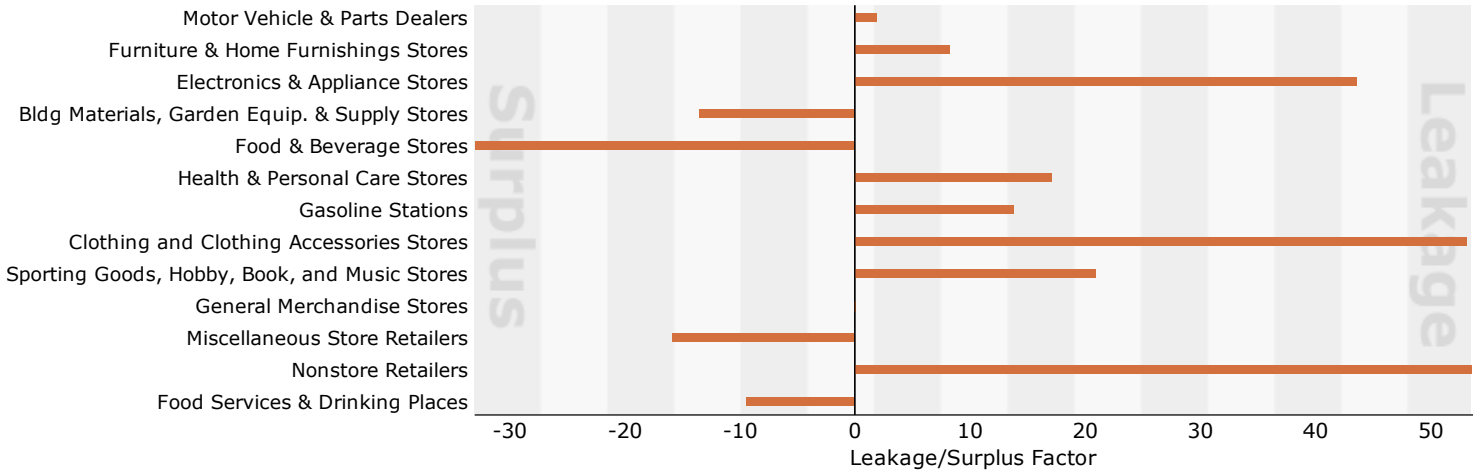
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$90,623,534	\$87,042,052	\$3,581,482	2.0	38
Automobile Dealers	4411	\$78,097,347	\$66,518,919	\$11,578,428	8.0	13
Other Motor Vehicle Dealers	4412	\$6,392,657	\$7,792,855	-\$1,400,198	-9.9	10
Auto Parts, Accessories & Tire Stores	4413	\$6,133,530	\$13,571,170	-\$7,437,640	-37.7	15
Furniture & Home Furnishings Stores	442	\$9,202,469	\$7,792,855	\$1,409,614	8.3	24
Furniture Stores	4421	\$5,792,258	\$4,466,593	\$1,325,665	12.9	12
Home Furnishings Stores	4422	\$3,410,210	\$3,326,262	\$83,948	1.2	12
Electronics & Appliance Stores	443	\$14,693,914	\$5,752,385	\$8,941,529	43.7	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,714,401	\$23,293,499	-\$5,579,098	-13.6	44
Bldg Material & Supplies Dealers	4441	\$14,371,785	\$18,313,398	-\$3,941,613	-12.1	34
Lawn & Garden Equip & Supply Stores	4442	\$3,342,616	\$4,980,101	-\$1,637,485	-19.7	10
Food & Beverage Stores	445	\$77,083,985	\$153,428,686	-\$76,344,701	-33.1	41
Grocery Stores	4451	\$71,863,665	\$150,729,525	-\$78,865,860	-35.4	24
Specialty Food Stores	4452	\$1,652,231	\$1,287,976	\$364,255	12.4	14
Beer, Wine & Liquor Stores	4453	\$3,568,089	\$1,411,185	\$2,156,904	43.3	3
Health & Personal Care Stores	446,4461	\$44,475,646	\$31,422,416	\$13,053,230	17.2	24
Gasoline Stations	447,4471	\$59,577,791	\$44,993,033	\$14,584,758	13.9	15
Clothing & Clothing Accessories Stores	448	\$22,489,003	\$6,868,633	\$15,620,370	53.2	18
Clothing Stores	4481	\$14,976,085	\$3,433,418	\$11,542,667	62.7	10
Shoe Stores	4482	\$4,000,491	\$2,413,454	\$1,587,037	24.7	5
Jewelry, Luggage & Leather Goods Stores	4483	\$3,512,427	\$1,021,761	\$2,490,666	54.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$10,555,556	\$6,897,267	\$3,658,289	21.0	36
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,186,634	\$5,814,790	\$2,371,844	16.9	30
Book, Periodical & Music Stores	4512	\$2,368,922	\$1,082,476	\$1,286,446	37.3	6
General Merchandise Stores	452	\$74,147,877	\$74,044,294	\$103,583	0.1	9
Department Stores Excluding Leased Depts.	4521	\$36,120,384	\$67,974,170	-\$31,853,786	-30.6	6
Other General Merchandise Stores	4529	\$38,027,493	\$6,070,125	\$31,957,368	72.5	3
Miscellaneous Store Retailers	453	\$10,443,544	\$14,430,159	-\$3,986,615	-16.0	93
Florists	4531	\$697,285	\$351,841	\$345,444	32.9	6
Office Supplies, Stationery & Gift Stores	4532	\$3,238,257	\$5,871,178	-\$2,632,921	-28.9	28
Used Merchandise Stores	4533	\$1,664,879	\$3,873,053	-\$2,208,174	-39.9	18
Other Miscellaneous Store Retailers	4539	\$4,843,123	\$4,334,087	\$509,036	5.5	41
Nonstore Retailers	454	\$41,004,770	\$12,349,231	\$28,655,539	53.7	22
Electronic Shopping & Mail-Order Houses	4541	\$32,691,180	\$861,871	\$31,829,309	94.9	5
Vending Machine Operators	4542	\$1,888,268	\$3,017,743	-\$1,129,475	-23.0	5
Direct Selling Establishments	4543	\$6,425,321	\$8,469,618	-\$2,044,297	-13.7	12
Food Services & Drinking Places	722	\$46,565,692	\$56,374,324	-\$9,808,632	-9.5	126
Full-Service Restaurants	7221	\$17,719,945	\$20,982,014	-\$3,262,069	-8.4	35
Limited-Service Eating Places	7222	\$23,815,823	\$25,423,662	-\$1,607,839	-3.3	33
Special Food Services	7223	\$2,039,688	\$833,689	\$1,205,999	42.0	2
Drinking Places - Alcoholic Beverages	7224	\$2,990,236	\$9,134,960	-\$6,144,724	-50.7	56

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>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

