



Retail MarketPlace Profile

Osceola, WI
 Osceola village, WI (5560450)
 Geography: Place

Prepared by Joel West

Summary Demographics

2013 Population	2,503
2013 Households	1,117
2013 Median Disposable Income	\$37,101
2013 Per Capita Income	\$23,307

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$28,097,784	\$20,493,708	\$7,604,076	15.6	22
Total Retail Trade	44-45	\$25,342,205	\$19,577,307	\$5,764,898	12.8	19
Total Food & Drink	722	\$2,755,579	\$916,401	\$1,839,178	50.1	3

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,925,815	\$1,941,268	\$2,984,547	43.5	2
Automobile Dealers	4411	\$4,262,955	\$1,850,227	\$2,412,728	39.5	1
Other Motor Vehicle Dealers	4412	\$315,571	\$91,041	\$224,530	55.2	1
Auto Parts, Accessories & Tire Stores	4413	\$347,289	\$0	\$347,289	100.0	0
Furniture & Home Furnishings Stores	442	\$528,070	\$228,840	\$299,230	39.5	1
Furniture Stores	4421	\$336,521	\$228,840	\$107,681	19.0	1
Home Furnishings Stores	4422	\$191,549	\$0	\$191,549	100.0	0
Electronics & Appliance Stores	4431	\$831,638	\$0	\$831,638	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$861,732	\$1,445,061	-\$583,329	-25.3	4
Bldg Material & Supplies Dealers	4441	\$722,668	\$1,445,061	-\$722,393	-33.3	4
Lawn & Garden Equip & Supply Stores	4442	\$139,064	\$0	\$139,064	100.0	0
Food & Beverage Stores	445	\$4,166,894	\$9,065,154	-\$4,898,260	-37.0	3
Grocery Stores	4451	\$3,874,315	\$9,011,477	-\$5,137,162	-39.9	2
Specialty Food Stores	4452	\$89,628	\$53,677	\$35,951	25.1	1
Beer, Wine & Liquor Stores	4453	\$202,951	\$0	\$202,951	100.0	0
Health & Personal Care Stores	446,4461	\$2,225,169	\$1,243,545	\$981,624	28.3	2
Gasoline Stations	447,4471	\$3,123,279	\$2,145,055	\$978,224	18.6	1
Clothing & Clothing Accessories Stores	448	\$1,354,006	\$190,816	\$1,163,190	75.3	1
Clothing Stores	4481	\$902,793	\$190,816	\$711,977	65.1	1
Shoe Stores	4482	\$233,232	\$0	\$233,232	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$217,981	\$0	\$217,981	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$591,346	\$0	\$591,346	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$449,647	\$0	\$449,647	100.0	0
Book, Periodical & Music Stores	4512	\$141,699	\$0	\$141,699	100.0	0
General Merchandise Stores	452	\$4,079,101	\$0	\$4,079,101	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,038,579	\$0	\$2,038,579	100.0	0
Other General Merchandise Stores	4529	\$2,040,522	\$0	\$2,040,522	100.0	0
Miscellaneous Store Retailers	453	\$541,379	\$198,346	\$343,033	46.4	4
Florists	4531	\$30,310	\$56,783	-\$26,473	-30.4	1
Office Supplies, Stationery & Gift Stores	4532	\$175,863	\$55,543	\$120,320	52.0	1
Used Merchandise Stores	4533	\$97,748	\$0	\$97,748	100.0	0
Other Miscellaneous Store Retailers	4539	\$237,458	\$86,020	\$151,438	46.8	2
Nonstore Retailers	454	\$2,113,776	\$3,119,222	-\$1,005,446	-19.2	1
Electronic Shopping & Mail-Order Houses	4541	\$1,763,293	\$0	\$1,763,293	100.0	0
Vending Machine Operators	4542	\$103,674	\$0	\$103,674	100.0	0
Direct Selling Establishments	4543	\$246,809	\$3,119,222	-\$2,872,413	-85.3	1
Food Services & Drinking Places	722	\$2,755,579	\$916,401	\$1,839,178	50.1	3
Full-Service Restaurants	7221	\$1,053,405	\$0	\$1,053,405	100.0	0
Limited-Service Eating Places	7222	\$1,400,165	\$757,017	\$643,148	29.8	1
Special Food Services	7223	\$118,921	\$0	\$118,921	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$183,088	\$159,384	\$23,704	6.9	2

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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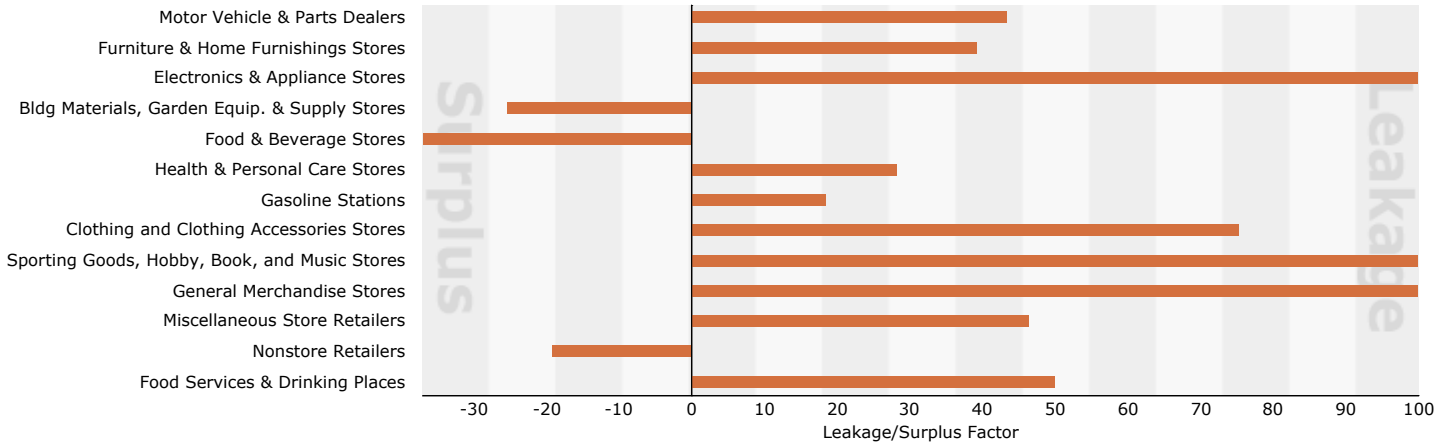


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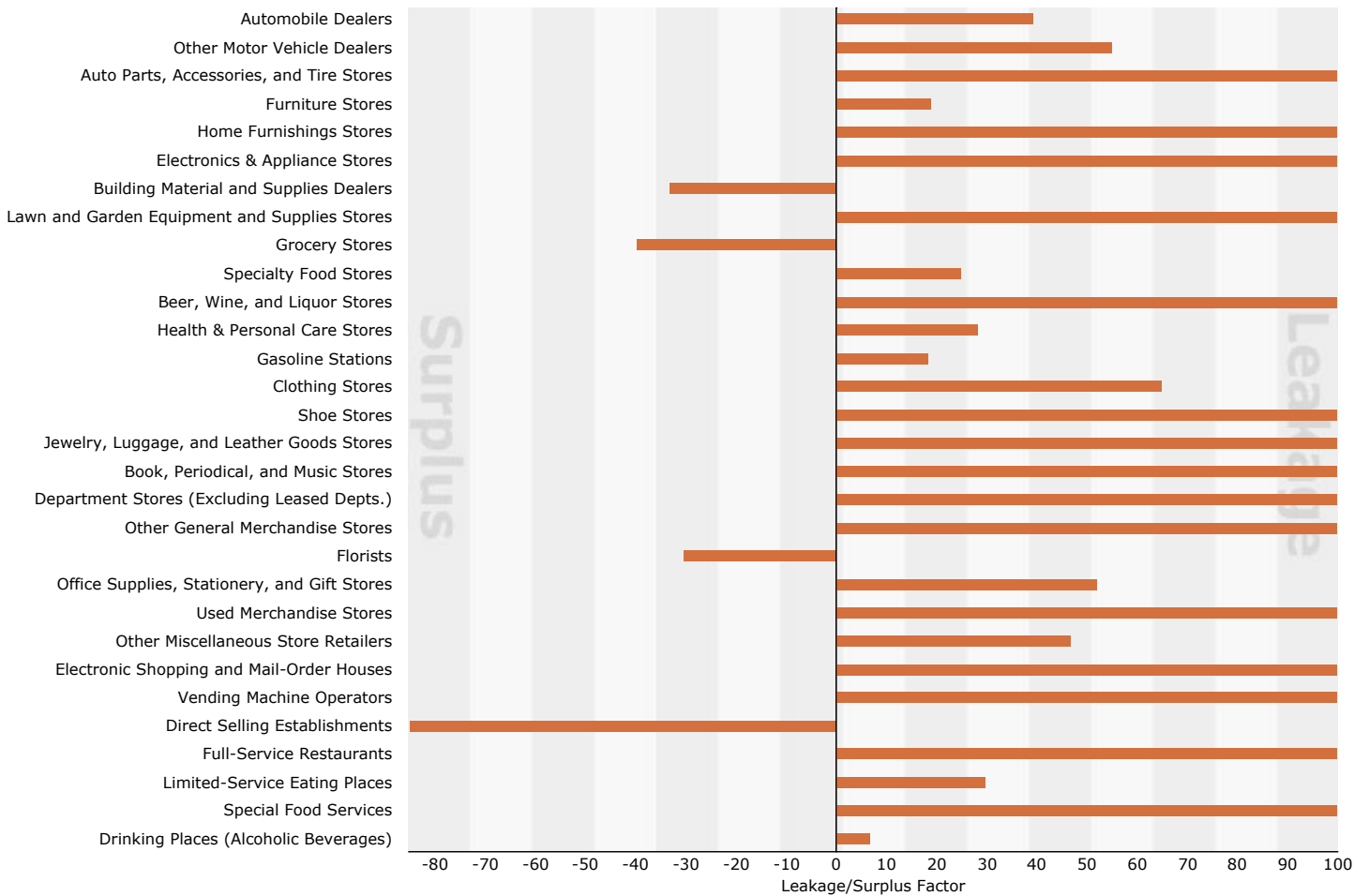
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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