



Retail MarketPlace Profile

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

Joel West, Village Administrator

Summary Demographics

2015 Population	2,529
2015 Households	1,141
2015 Median Disposable Income	\$40,145
2015 Per Capita Income	\$26,569

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	\$26,289,732	\$21,195,528	\$5,094,204	10.7	21
Total Retail Trade	44-45	\$23,587,287	\$20,932,295	\$2,654,992	6.0	20
Total Food & Drink	722	\$2,702,445	\$263,233	\$2,439,212	82.2	1

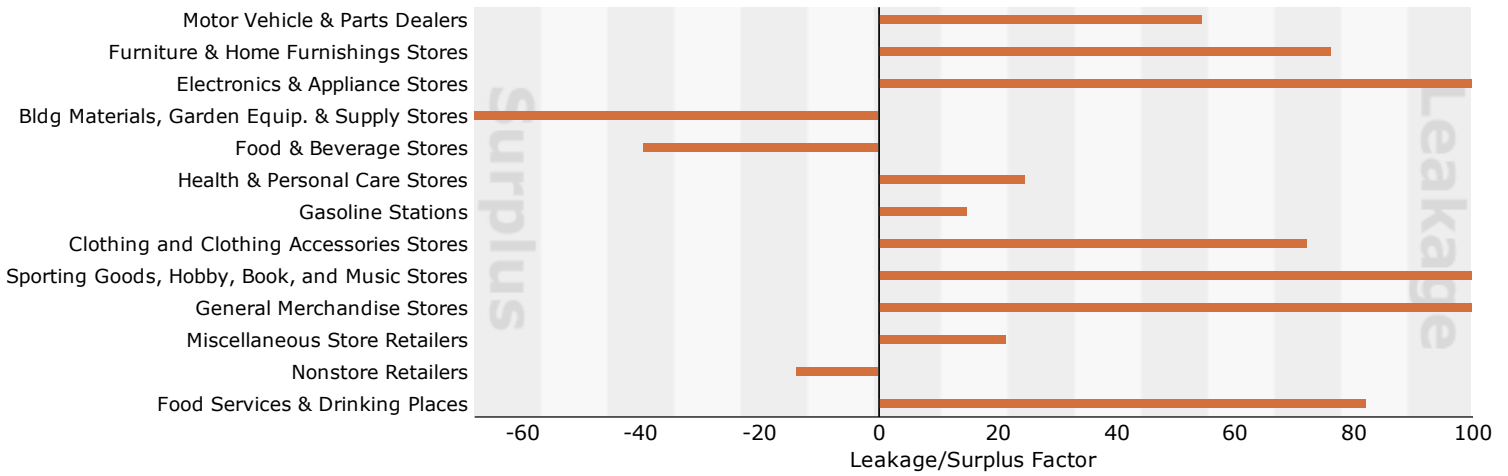
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,862,496	\$1,432,287	\$3,430,209	54.5	2
Automobile Dealers	4411	\$4,247,744	\$1,292,550	\$2,955,194	53.3	1
Other Motor Vehicle Dealers	4412	\$309,310	\$139,737	\$169,573	37.8	1
Auto Parts, Accessories & Tire Stores	4413	\$305,442	\$0	\$305,442	100.0	0
Furniture & Home Furnishings Stores	442	\$497,921	\$67,263	\$430,658	76.2	1
Furniture Stores	4421	\$311,682	\$0	\$311,682	100.0	0
Home Furnishings Stores	4422	\$186,239	\$67,263	\$118,976	46.9	1
Electronics & Appliance Stores	443	\$800,295	\$0	\$800,295	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$801,858	\$4,219,146	-\$3,417,288	-68.1	3
Bldg Material & Supplies Dealers	4441	\$668,649	\$4,219,146	-\$3,550,497	-72.6	3
Lawn & Garden Equip & Supply Stores	4442	\$133,209	\$0	\$133,209	100.0	0
Food & Beverage Stores	445	\$3,771,110	\$8,711,244	-\$4,940,134	-39.6	3
Grocery Stores	4451	\$3,488,784	\$8,653,444	-\$5,164,660	-42.5	2
Specialty Food Stores	4452	\$94,176	\$57,800	\$36,376	23.9	1
Beer, Wine & Liquor Stores	4453	\$188,150	\$0	\$188,150	100.0	0
Health & Personal Care Stores	446,4461	\$2,037,201	\$1,226,307	\$810,894	24.8	2
Gasoline Stations	447,4471	\$2,813,688	\$2,087,756	\$725,932	14.8	1
Clothing & Clothing Accessories Stores	448	\$1,304,952	\$209,825	\$1,095,127	72.3	1
Clothing Stores	4481	\$863,858	\$209,825	\$654,033	60.9	1
Shoe Stores	4482	\$226,063	\$0	\$226,063	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$215,031	\$0	\$215,031	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$528,686	\$0	\$528,686	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$404,051	\$0	\$404,051	100.0	0
Book, Periodical & Music Stores	4512	\$124,635	\$0	\$124,635	100.0	0
General Merchandise Stores	452	\$3,664,025	\$0	\$3,664,025	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,764,627	\$0	\$1,764,627	100.0	0
Other General Merchandise Stores	4529	\$1,899,398	\$0	\$1,899,398	100.0	0
Miscellaneous Store Retailers	453	\$507,619	\$327,551	\$180,068	21.6	6
Florists	4531	\$23,401	\$96,549	-\$73,148	-61.0	2
Office Supplies, Stationery & Gift Stores	4532	\$161,022	\$29,369	\$131,653	69.1	1
Used Merchandise Stores	4533	\$103,452	\$0	\$103,452	100.0	0
Other Miscellaneous Store Retailers	4539	\$219,744	\$201,633	\$18,111	4.3	3
Nonstore Retailers	454	\$1,997,436	\$2,650,916	-\$653,480	-14.1	1
Electronic Shopping & Mail-Order Houses	4541	\$1,723,855	\$0	\$1,723,855	100.0	0
Vending Machine Operators	4542	\$85,631	\$0	\$85,631	100.0	0
Direct Selling Establishments	4543	\$187,950	\$2,650,916	-\$2,462,966	-86.8	1
Food Services & Drinking Places	722	\$2,702,445	\$263,233	\$2,439,212	82.2	1
Full-Service Restaurants	7221	\$978,193	\$0	\$978,193	100.0	0
Limited-Service Eating Places	7222	\$1,422,247	\$0	\$1,422,247	100.0	0
Special Food Services	7223	\$120,322	\$0	\$120,322	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$181,683	\$263,233	-\$81,550	-18.3	1

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

