



Retail MarketPlace Profile

Osceola, Wisconsin, United States
 Drive Time: 5 minute radius

Joel West, Village Administrator
 Latitude: 45.32052
 Longitude: -92.70493

Summary Demographics

2015 Population	1,677
2015 Households	773
2015 Median Disposable Income	\$42,273
2015 Per Capita Income	\$26,829

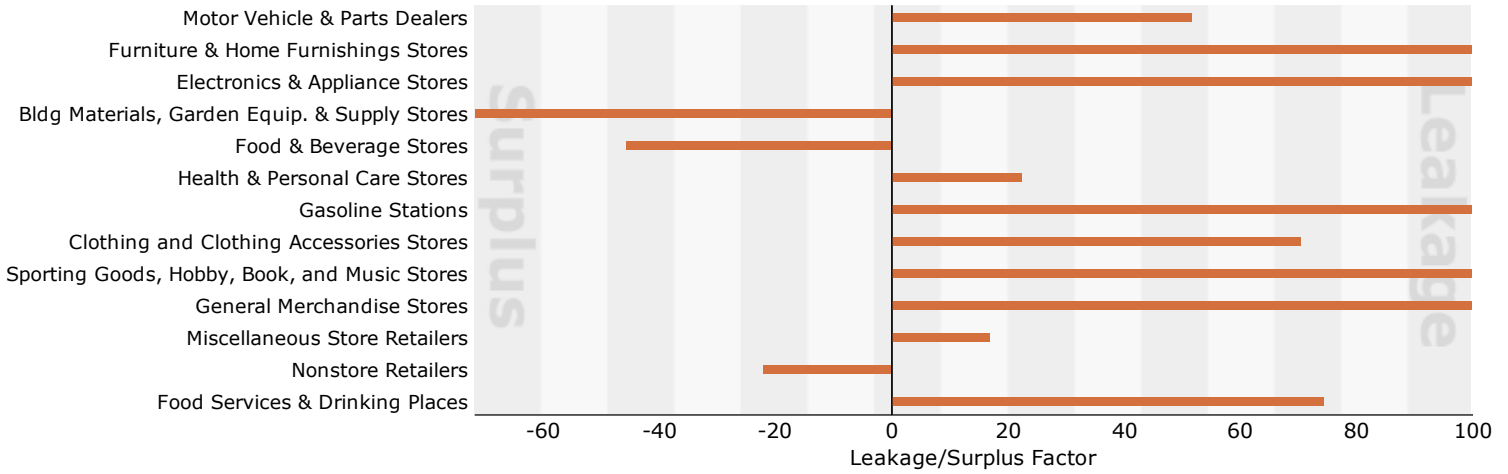
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$18,228,432	\$16,649,013	\$1,579,419	4.5	16
Total Retail Trade	44-45	\$16,363,158	\$16,376,792	-\$13,634	0.0	14
Total Food & Drink	722	\$1,865,274	\$272,222	\$1,593,052	74.5	2

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,407,382	\$1,085,363	\$2,322,019	51.7	2
Automobile Dealers	4411	\$2,982,517	\$983,046	\$1,999,471	50.4	1
Other Motor Vehicle Dealers	4412	\$214,670	\$0	\$214,670	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$210,195	\$0	\$210,195	100.0	0
Furniture & Home Furnishings Stores	442	\$346,023	\$0	\$346,023	100.0	0
Furniture Stores	4421	\$217,961	\$0	\$217,961	100.0	0
Home Furnishings Stores	4422	\$128,062	\$0	\$128,062	100.0	0
Electronics & Appliance Stores	443	\$553,705	\$0	\$553,705	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$555,013	\$3,400,015	-\$2,845,002	-71.9	2
Bldg Material & Supplies Dealers	4441	\$462,696	\$3,400,015	-\$2,937,319	-76.0	2
Lawn & Garden Equip & Supply Stores	4442	\$92,317	\$0	\$92,317	100.0	0
Food & Beverage Stores	445	\$2,601,074	\$7,036,817	-\$4,435,743	-46.0	3
Grocery Stores	4451	\$2,406,447	\$6,989,525	-\$4,583,078	-48.8	2
Specialty Food Stores	4452	\$64,886	\$47,291	\$17,595	15.7	1
Beer, Wine & Liquor Stores	4453	\$129,741	\$0	\$129,741	100.0	0
Health & Personal Care Stores	446,4461	\$1,415,763	\$897,915	\$517,848	22.4	1
Gasoline Stations	447,4471	\$1,961,138	\$0	\$1,961,138	100.0	0
Clothing & Clothing Accessories Stores	448	\$896,476	\$155,307	\$741,169	70.5	1
Clothing Stores	4481	\$592,483	\$155,307	\$437,176	58.5	1
Shoe Stores	4482	\$154,649	\$0	\$154,649	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$149,344	\$0	\$149,344	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$365,087	\$0	\$365,087	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$279,213	\$0	\$279,213	100.0	0
Book, Periodical & Music Stores	4512	\$85,874	\$0	\$85,874	100.0	0
General Merchandise Stores	452	\$2,534,922	\$0	\$2,534,922	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,223,030	\$0	\$1,223,030	100.0	0
Other General Merchandise Stores	4529	\$1,311,892	\$0	\$1,311,892	100.0	0
Miscellaneous Store Retailers	453	\$352,018	\$250,221	\$101,797	16.9	5
Florists	4531	\$16,288	\$78,995	-\$62,707	-65.8	2
Office Supplies, Stationery & Gift Stores	4532	\$111,568	\$0	\$111,568	100.0	0
Used Merchandise Stores	4533	\$71,299	\$0	\$71,299	100.0	0
Other Miscellaneous Store Retailers	4539	\$152,862	\$149,722	\$3,140	1.0	3
Nonstore Retailers	454	\$1,374,558	\$2,168,931	-\$794,373	-22.4	1
Electronic Shopping & Mail-Order Houses	4541	\$1,192,479	\$0	\$1,192,479	100.0	0
Vending Machine Operators	4542	\$59,040	\$0	\$59,040	100.0	0
Direct Selling Establishments	4543	\$123,038	\$2,168,931	-\$2,045,893	-89.3	1
Food Services & Drinking Places	722	\$1,865,274	\$272,222	\$1,593,052	74.5	2
Full-Service Restaurants	7221	\$675,144	\$0	\$675,144	100.0	0
Limited-Service Eating Places	7222	\$983,150	\$0	\$983,150	100.0	0
Special Food Services	7223	\$82,904	\$0	\$82,904	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$124,075	\$205,635	-\$81,560	-24.7	1

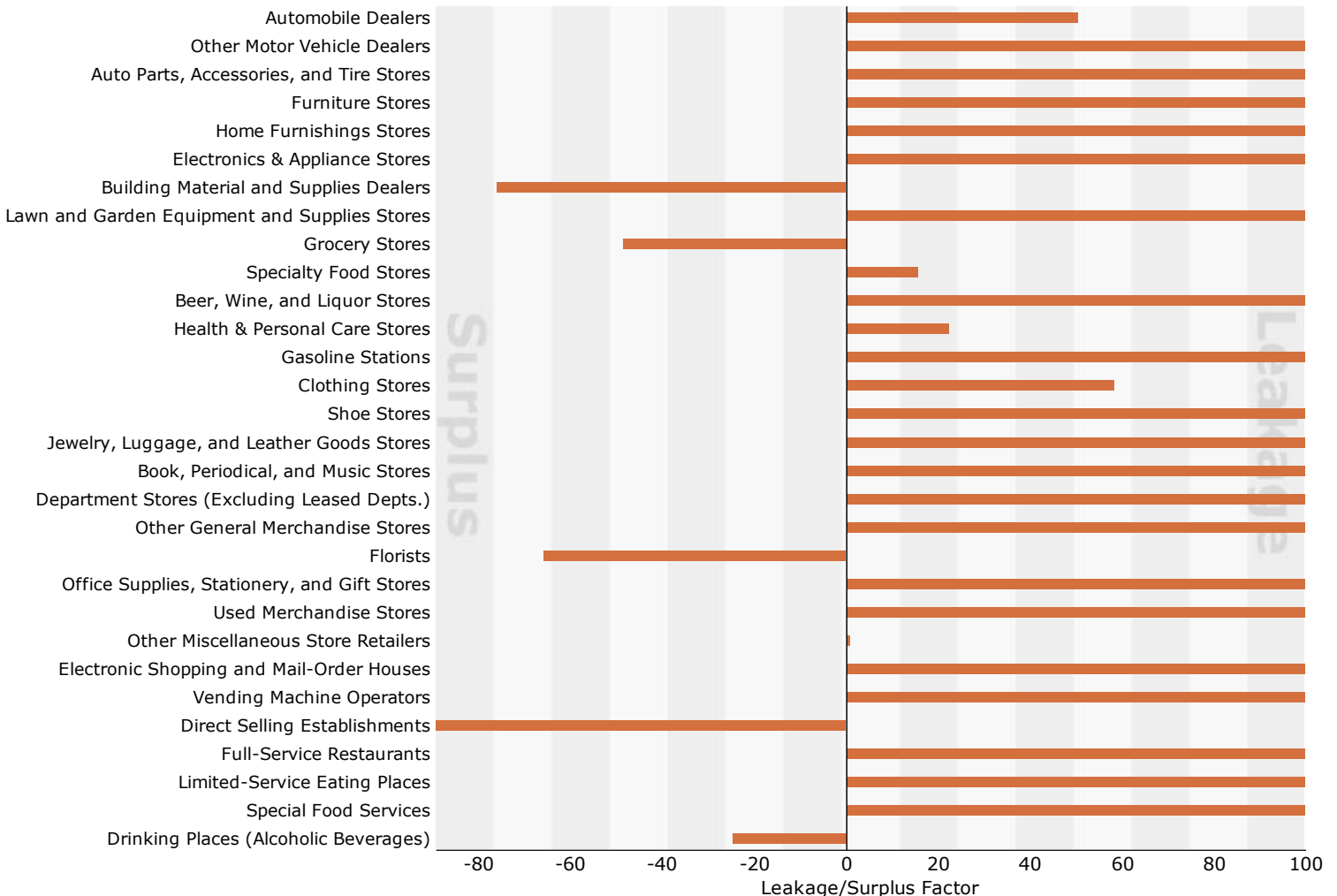
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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





Retail MarketPlace Profile

Osceola, Wisconsin, United States
 Drive Time: 10 minute radius

Joel West, Village Administrator
 Latitude: 45.32052
 Longitude: -92.70493

Summary Demographics

2015 Population	4,592
2015 Households	1,935
2015 Median Disposable Income	\$43,533
2015 Per Capita Income	\$28,881

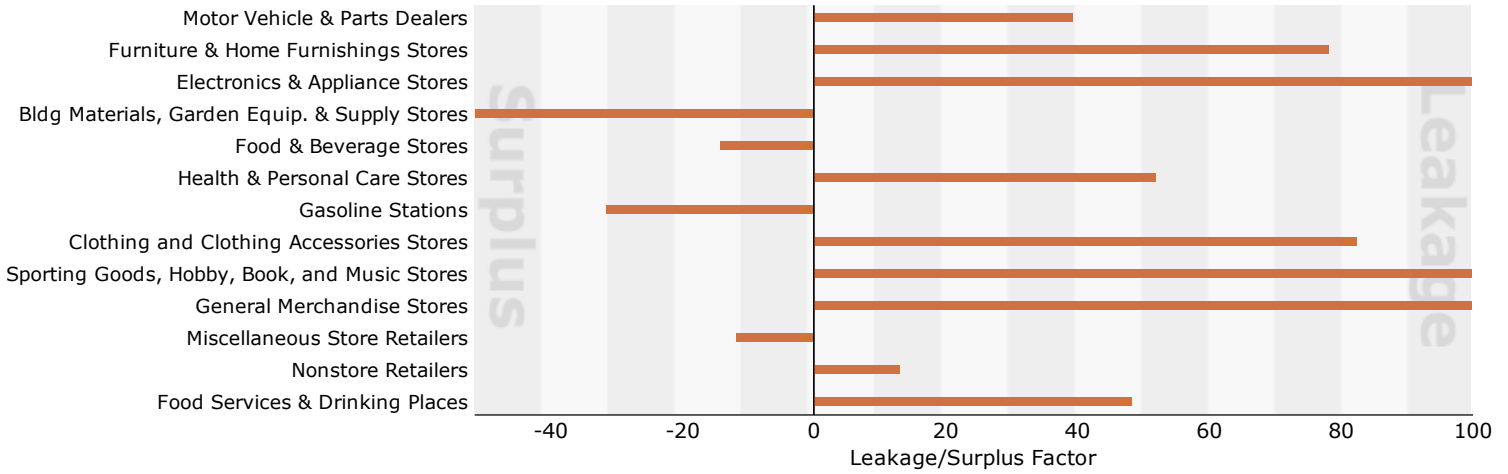
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$48,191,182	\$34,830,235	\$13,360,947	16.1	30
Total Retail Trade	44-45	\$43,258,665	\$33,109,514	\$10,149,151	13.3	26
Total Food & Drink	722	\$4,932,517	\$1,720,721	\$3,211,796	48.3	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,037,756	\$3,925,727	\$5,112,029	39.4	3
Automobile Dealers	4411	\$7,905,877	\$3,777,831	\$4,128,046	35.3	2
Other Motor Vehicle Dealers	4412	\$574,300	\$147,896	\$426,404	59.0	1
Auto Parts, Accessories & Tire Stores	4413	\$557,579	\$0	\$557,579	100.0	0
Furniture & Home Furnishings Stores	442	\$919,891	\$112,633	\$807,258	78.2	1
Furniture Stores	4421	\$575,436	\$0	\$575,436	100.0	0
Home Furnishings Stores	4422	\$344,455	\$71,032	\$273,423	65.8	1
Electronics & Appliance Stores	443	\$1,434,837	\$0	\$1,434,837	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,493,210	\$4,682,589	-\$3,189,379	-51.6	3
Bldg Material & Supplies Dealers	4441	\$1,240,913	\$4,406,226	-\$3,165,313	-56.1	3
Lawn & Garden Equip & Supply Stores	4442	\$252,298	\$276,364	-\$24,066	-4.6	1
Food & Beverage Stores	445	\$6,827,396	\$9,081,170	-\$2,253,774	-14.2	4
Grocery Stores	4451	\$6,279,542	\$8,967,953	-\$2,688,411	-17.6	2
Specialty Food Stores	4452	\$171,428	\$113,217	\$58,211	20.5	2
Beer, Wine & Liquor Stores	4453	\$376,427	\$0	\$376,427	100.0	0
Health & Personal Care Stores	446,4461	\$3,700,588	\$1,171,753	\$2,528,835	51.9	2
Gasoline Stations	447,4471	\$5,127,153	\$9,866,511	-\$4,739,358	-31.6	1
Clothing & Clothing Accessories Stores	448	\$2,351,801	\$225,572	\$2,126,229	82.5	2
Clothing Stores	4481	\$1,575,922	\$225,572	\$1,350,350	75.0	2
Shoe Stores	4482	\$404,344	\$0	\$404,344	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$371,534	\$0	\$371,534	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$973,320	\$0	\$973,320	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$746,738	\$0	\$746,738	100.0	0
Book, Periodical & Music Stores	4512	\$226,582	\$0	\$226,582	100.0	0
General Merchandise Stores	452	\$6,787,144	\$0	\$6,787,144	100.0	0
Department Stores Excluding Leased Depts.	4521	\$3,235,371	\$0	\$3,235,371	100.0	0
Other General Merchandise Stores	4529	\$3,551,772	\$0	\$3,551,772	100.0	0
Miscellaneous Store Retailers	453	\$940,913	\$1,198,198	-\$257,285	-12.0	8
Florists	4531	\$44,873	\$860,153	-\$815,280	-90.1	3
Office Supplies, Stationery & Gift Stores	4532	\$288,870	\$28,177	\$260,693	82.2	1
Used Merchandise Stores	4533	\$187,061	\$66,415	\$120,646	47.6	1
Other Miscellaneous Store Retailers	4539	\$420,109	\$243,452	\$176,657	26.6	4
Nonstore Retailers	454	\$3,664,657	\$2,811,258	\$853,399	13.2	1
Electronic Shopping & Mail-Order Houses	4541	\$3,182,201	\$0	\$3,182,201	100.0	0
Vending Machine Operators	4542	\$152,636	\$0	\$152,636	100.0	0
Direct Selling Establishments	4543	\$329,820	\$2,776,552	-\$2,446,732	-78.8	1
Food Services & Drinking Places	722	\$4,932,517	\$1,720,721	\$3,211,796	48.3	4
Full-Service Restaurants	7221	\$1,806,225	\$0	\$1,806,225	100.0	0
Limited-Service Eating Places	7222	\$2,593,088	\$1,318,690	\$1,274,398	32.6	2
Special Food Services	7223	\$216,305	\$86,852	\$129,453	42.7	1
Drinking Places - Alcoholic Beverages	7224	\$316,898	\$265,761	\$51,137	8.8	1

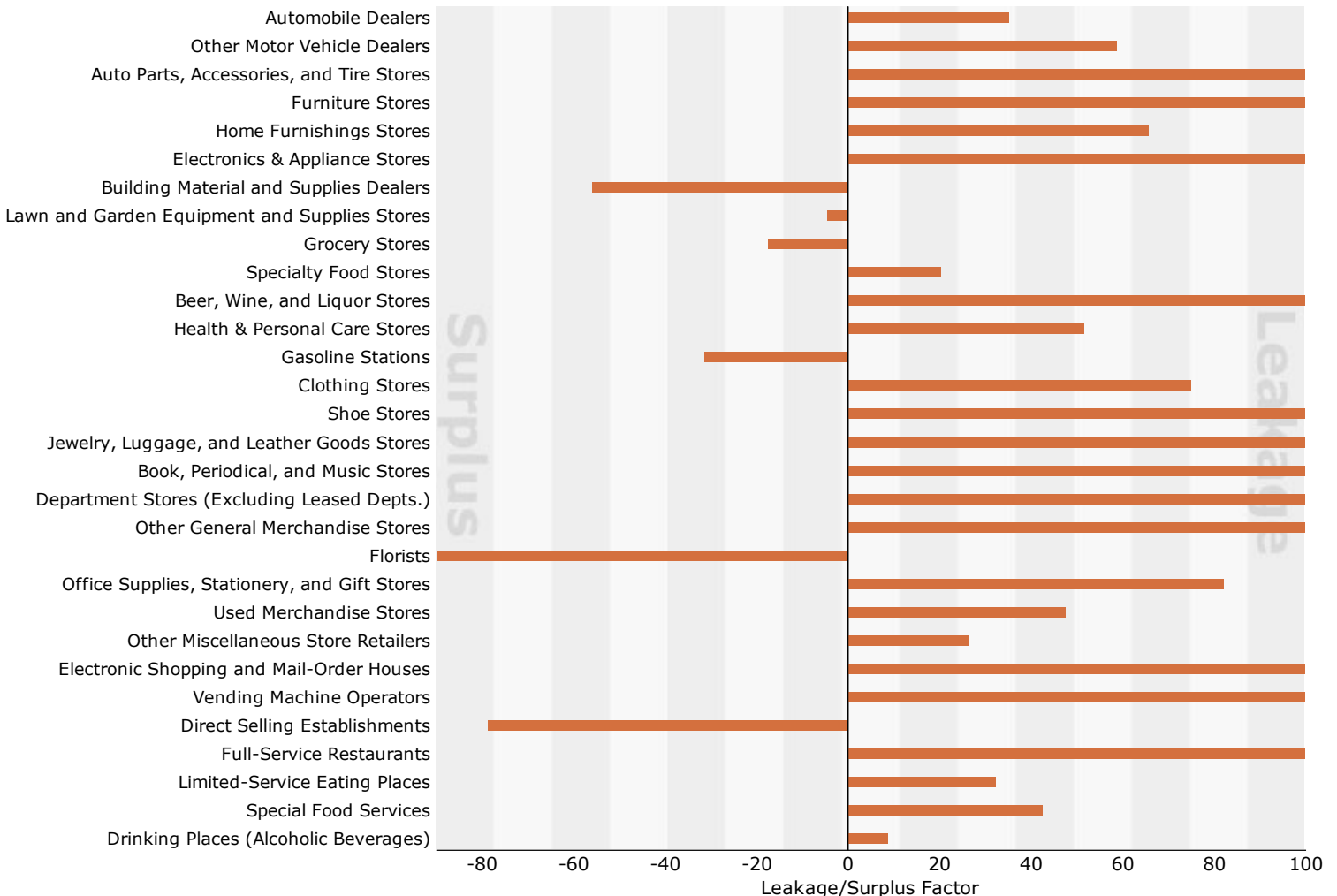
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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





Retail MarketPlace Profile

Osceola, Wisconsin, United States
 Drive Time: 15 minute radius

Joel West, Village Administrator
 Latitude: 45.32052
 Longitude: -92.70493

Summary Demographics

2015 Population	13,050
2015 Households	5,235
2015 Median Disposable Income	\$50,253
2015 Per Capita Income	\$31,296

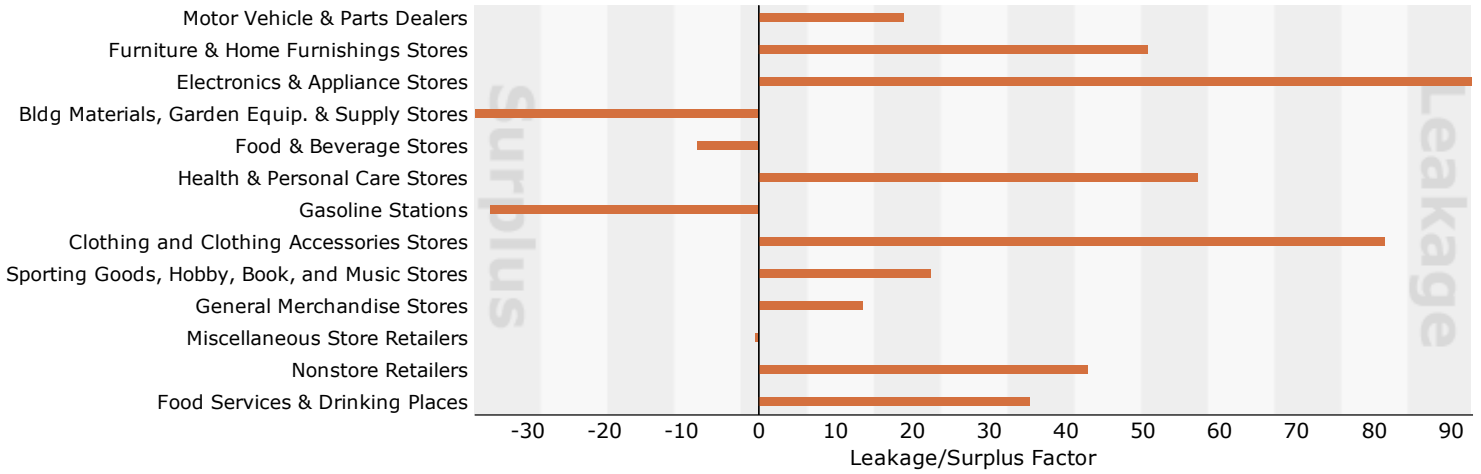
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$153,021,550	\$127,738,692	\$25,282,858	9.0	100
Total Retail Trade	44-45	\$137,445,939	\$120,318,666	\$17,127,273	6.6	83
Total Food & Drink	722	\$15,575,611	\$7,420,026	\$8,155,585	35.5	17

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,830,312	\$19,656,174	\$9,174,138	18.9	6
Automobile Dealers	4411	\$25,183,399	\$19,317,171	\$5,866,228	13.2	5
Other Motor Vehicle Dealers	4412	\$1,862,795	\$337,567	\$1,525,228	69.3	2
Auto Parts, Accessories & Tire Stores	4413	\$1,784,118	\$0	\$1,784,118	100.0	0
Furniture & Home Furnishings Stores	442	\$2,937,911	\$960,718	\$1,977,193	50.7	4
Furniture Stores	4421	\$1,799,812	\$713,993	\$1,085,819	43.2	1
Home Furnishings Stores	4422	\$1,138,098	\$246,724	\$891,374	64.4	2
Electronics & Appliance Stores	443	\$4,241,902	\$156,206	\$4,085,696	92.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,957,218	\$10,776,298	-\$5,819,080	-37.0	11
Bldg Material & Supplies Dealers	4441	\$4,070,643	\$7,032,420	-\$2,961,777	-26.7	7
Lawn & Garden Equip & Supply Stores	4442	\$886,575	\$3,743,878	-\$2,857,303	-61.7	3
Food & Beverage Stores	445	\$21,333,728	\$25,045,288	-\$3,711,560	-8.0	12
Grocery Stores	4451	\$19,258,381	\$23,897,761	-\$4,639,380	-10.8	7
Specialty Food Stores	4452	\$546,860	\$279,539	\$267,321	32.3	4
Beer, Wine & Liquor Stores	4453	\$1,528,487	\$867,989	\$660,498	27.6	1
Health & Personal Care Stores	446,4461	\$11,385,866	\$3,097,528	\$8,288,338	57.2	4
Gasoline Stations	447,4471	\$15,858,609	\$32,948,501	-\$17,089,892	-35.0	4
Clothing & Clothing Accessories Stores	448	\$7,265,222	\$742,488	\$6,522,734	81.5	5
Clothing Stores	4481	\$5,083,518	\$625,422	\$4,458,096	78.1	4
Shoe Stores	4482	\$1,248,744	\$0	\$1,248,744	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$932,960	\$78,940	\$854,020	84.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,145,580	\$1,992,793	\$1,152,787	22.4	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,434,373	\$1,818,002	\$616,371	14.5	6
Book, Periodical & Music Stores	4512	\$711,207	\$174,791	\$536,416	60.5	2
General Merchandise Stores	452	\$22,440,495	\$17,032,411	\$5,408,084	13.7	2
Department Stores Excluding Leased Depts.	4521	\$10,263,380	\$16,310,203	-\$6,046,823	-22.8	1
Other General Merchandise Stores	4529	\$12,177,114	\$722,208	\$11,454,906	88.8	2
Miscellaneous Store Retailers	453	\$3,112,574	\$3,146,990	-\$34,416	-0.5	22
Florists	4531	\$159,032	\$1,092,358	-\$933,326	-74.6	3
Office Supplies, Stationery & Gift Stores	4532	\$854,002	\$157,617	\$696,385	68.8	4
Used Merchandise Stores	4533	\$576,744	\$294,311	\$282,433	32.4	3
Other Miscellaneous Store Retailers	4539	\$1,522,795	\$1,602,704	-\$79,909	-2.6	12
Nonstore Retailers	454	\$11,936,524	\$4,763,271	\$7,173,253	43.0	4
Electronic Shopping & Mail-Order Houses	4541	\$10,358,014	\$1,733,436	\$8,624,578	71.3	1
Vending Machine Operators	4542	\$452,920	\$0	\$452,920	100.0	0
Direct Selling Establishments	4543	\$1,125,591	\$2,931,791	-\$1,806,200	-44.5	3
Food Services & Drinking Places	722	\$15,575,611	\$7,420,026	\$8,155,585	35.5	17
Full-Service Restaurants	7221	\$5,900,106	\$1,231,656	\$4,668,450	65.5	4
Limited-Service Eating Places	7222	\$8,142,451	\$5,173,157	\$2,969,294	22.3	8
Special Food Services	7223	\$640,309	\$316,071	\$324,238	33.9	2
Drinking Places - Alcoholic Beverages	7224	\$892,744	\$699,142	\$193,602	12.2	3

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

