



# 2015 Retail MarketPlace Forecast

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

Prepared by Joel West

## Summary Demographics

2015 Population	2,814
2015 Households	1,191
2015 Per Capita Income	\$26,020

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	\$28,808,485	\$27,271,418	1,537,067	2.7	36
Total Retail Trade	44-45	\$24,710,890	\$24,886,226	-175,336	-0.4	27
Total Food & Drink	722	\$4,097,595	\$2,385,191	1,712,403	26.4	10
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,821,105	\$3,771,055	2,050,049	21.4	3
Automobile Dealers	4411	\$4,881,740	\$1,885,859	2,995,881	44.3	1
Other Motor Vehicle Dealers	4412	\$487,642	\$1,481,939	-994,297	-50.5	1
Auto Parts, Accessories & Tire Stores	4413	\$451,723	\$403,258	48,465	5.7	1
Furniture & Home Furnishings Stores	442	\$933,863	\$353,557	580,306	45.1	2
Furniture Stores	4421	\$697,835	\$272,338	425,497	43.9	1
Home Furnishings Stores	4422	\$236,028	\$81,219	154,809	48.8	1
Electronics & Appliance Stores	4431	\$688,106	\$688,608	-503	0.0	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$960,571	\$797,331	163,240	9.3	4
Bldg Material & Supplies Dealers	4441	\$880,373	\$793,985	86,388	5.2	4
Lawn & Garden Equip & Supply Stores	4442	\$80,197	\$3,345	76,852	92.0	0
Food & Beverage Stores	445	\$5,649,881	\$9,014,725	-3,364,844	-22.9	5
Grocery Stores	4451	\$5,278,126	\$7,518,455	-2,240,329	-17.5	2
Specialty Food Stores	4452	\$111,043	\$970,601	-859,558	-79.5	2
Beer, Wine & Liquor Stores	4453	\$260,711	\$525,669	-264,957	-33.7	2
Health & Personal Care Stores	446,4461	\$689,852	\$253,202	436,651	46.3	1
Gasoline Stations	447,4471	\$4,908,112	\$9,346,477	-4,438,365	-31.1	3
Clothing & Clothing Accessories Stores	448	\$179,237	\$0	179,237	100.0	0
Clothing Stores	4481	\$85,874	\$0	85,874	100.0	0
Shoe Stores	4482	\$7,257	\$0	7,257	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$86,106	\$0	86,106	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$367,899	\$248,768	119,132	19.3	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$183,016	\$69,622	113,393	44.9	3
Book, Periodical & Music Stores	4512	\$184,883	\$179,145	5,738	1.6	1
General Merchandise Stores	452	\$3,997,767	\$0	3,997,767	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,718,075	\$0	2,718,075	100.0	0
Other General Merchandise Stores	4529	\$1,279,692	\$0	1,279,692	100.0	0
Miscellaneous Store Retailers	453	\$305,638	\$412,504	-106,867	-14.9	5
Florists	4531	\$83,485	\$42,703	40,782	32.3	1
Office Supplies, Stationery & Gift Stores	4532	\$60,154	\$47,223	12,931	12.0	1
Used Merchandise Stores	4533	\$28,011	\$12,603	15,408	37.9	1
Other Miscellaneous Store Retailers	4539	\$133,988	\$309,976	-175,988	-39.6	2
Nonstore Retailers	454	\$208,860	\$0	208,860	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$143,510	\$0	143,510	100.0	0
Vending Machine Operators	4542	\$51,919	\$0	51,919	100.0	0
Direct Selling Establishments	4543	\$13,431	\$0	13,431	100.0	0
Food Services & Drinking Places	722	\$4,097,595	\$2,385,191	1,712,403	26.4	10
Full-Service Restaurants	7221	\$1,933,446	\$801,042	1,132,404	41.4	5
Limited-Service Eating Places	7222	\$1,500,909	\$1,268,726	232,183	8.4	3
Special Food Services	7223	\$332,214	\$0	332,214	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$331,026	\$315,424	15,602	2.4	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. The vintage of the Retail MarketPlace data on this report is 2015.

Source: Esri and Infogroup

August 18, 2014

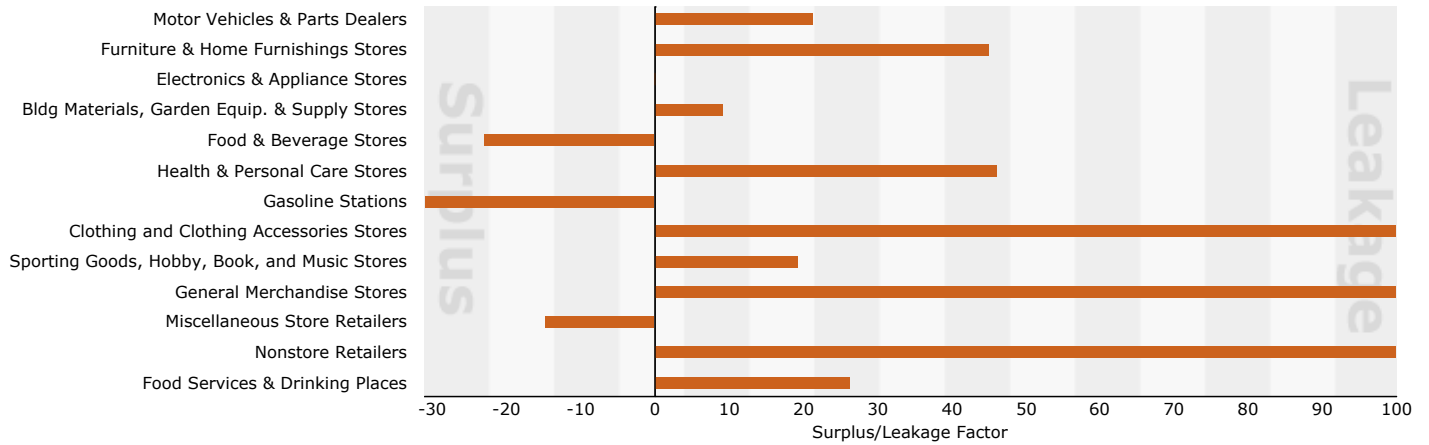


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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

