



# Retail MarketPlace Profile

3481 Omro Rd, Oshkosh, Wisconsin, 54904  
 Ring: 0.5 mile radius

Prepared by Esri  
 Latitude: 44.03291  
 Longitude: -88.61990

## Summary Demographics

2016 Population	933
2016 Households	330
2016 Median Disposable Income	\$61,196
2016 Per Capita Income	\$42,233

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	\$19,258,190	\$160,751	\$19,097,439	98.3	1
Total Retail Trade	44-45	\$17,403,586	\$160,751	\$17,242,835	98.2	1
Total Food & Drink	722	\$1,854,604	\$0	\$1,854,604	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,005,649	\$0	\$4,005,649	100.0	0
Automobile Dealers	4411	\$3,223,491	\$0	\$3,223,491	100.0	0
Other Motor Vehicle Dealers	4412	\$528,874	\$0	\$528,874	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$253,284	\$0	\$253,284	100.0	0
Furniture & Home Furnishings Stores	442	\$541,436	\$0	\$541,436	100.0	0
Furniture Stores	4421	\$324,386	\$0	\$324,386	100.0	0
Home Furnishings Stores	4422	\$217,050	\$0	\$217,050	100.0	0
Electronics & Appliance Stores	443	\$920,932	\$0	\$920,932	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,177,803	\$0	\$1,177,803	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,048,803	\$0	\$1,048,803	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$129,000	\$0	\$129,000	100.0	0
Food & Beverage Stores	445	\$2,753,835	\$0	\$2,753,835	100.0	0
Grocery Stores	4451	\$2,347,361	\$0	\$2,347,361	100.0	0
Specialty Food Stores	4452	\$263,427	\$0	\$263,427	100.0	0
Beer, Wine & Liquor Stores	4453	\$143,048	\$0	\$143,048	100.0	0
Health & Personal Care Stores	446,4461	\$1,002,053	\$0	\$1,002,053	100.0	0
Gasoline Stations	447,4471	\$1,194,751	\$0	\$1,194,751	100.0	0
Clothing & Clothing Accessories Stores	448	\$702,924	\$0	\$702,924	100.0	0
Clothing Stores	4481	\$455,478	\$0	\$455,478	100.0	0
Shoe Stores	4482	\$93,106	\$0	\$93,106	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$154,340	\$0	\$154,340	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$424,916	\$0	\$424,916	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$353,521	\$0	\$353,521	100.0	0
Book, Periodical & Music Stores	4512	\$71,394	\$0	\$71,394	100.0	0
General Merchandise Stores	452	\$3,360,239	\$0	\$3,360,239	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,682,663	\$0	\$2,682,663	100.0	0
Other General Merchandise Stores	4529	\$677,576	\$0	\$677,576	100.0	0
Miscellaneous Store Retailers	453	\$732,308	\$0	\$732,308	100.0	0
Florists	4531	\$33,951	\$0	\$33,951	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$153,948	\$0	\$153,948	100.0	0
Used Merchandise Stores	4533	\$144,459	\$0	\$144,459	100.0	0
Other Miscellaneous Store Retailers	4539	\$399,950	\$0	\$399,950	100.0	0
Nonstore Retailers	454	\$586,740	\$0	\$586,740	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$438,067	\$0	\$438,067	100.0	0
Vending Machine Operators	4542	\$42,942	\$0	\$42,942	100.0	0
Direct Selling Establishments	4543	\$105,731	\$0	\$105,731	100.0	0
Food Services & Drinking Places	722	\$1,854,604	\$0	\$1,854,604	100.0	0
Special Food Services	7223	\$50,011	\$0	\$50,011	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$140,957	\$0	\$140,957	100.0	0
Restaurants/Other Eating Places	7225	\$1,663,637	0	1,663,637	100	0

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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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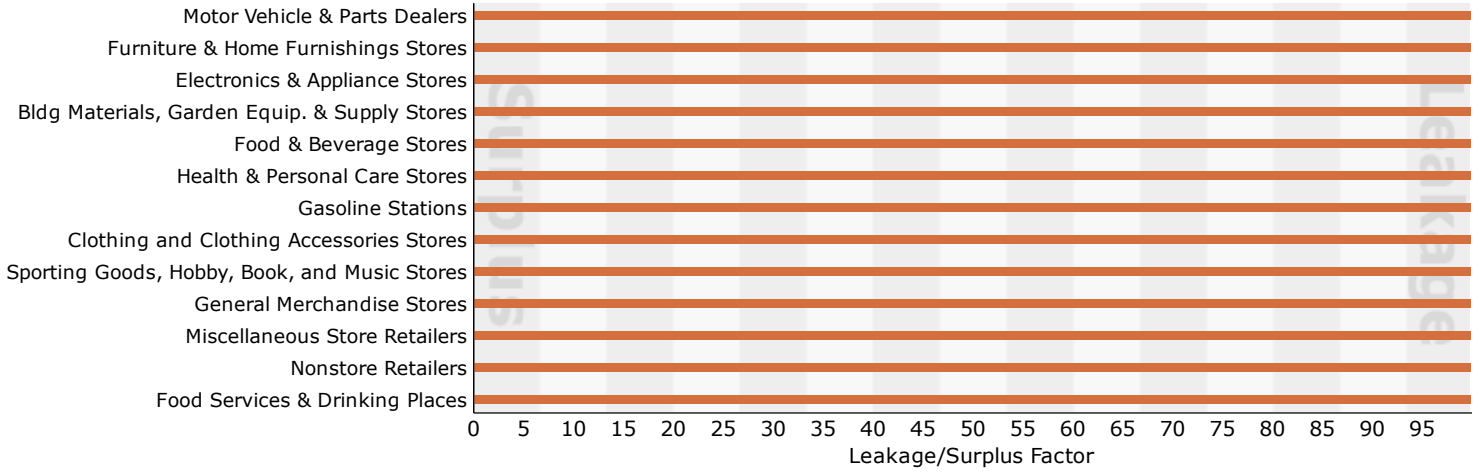


# Retail MarketPlace Profile

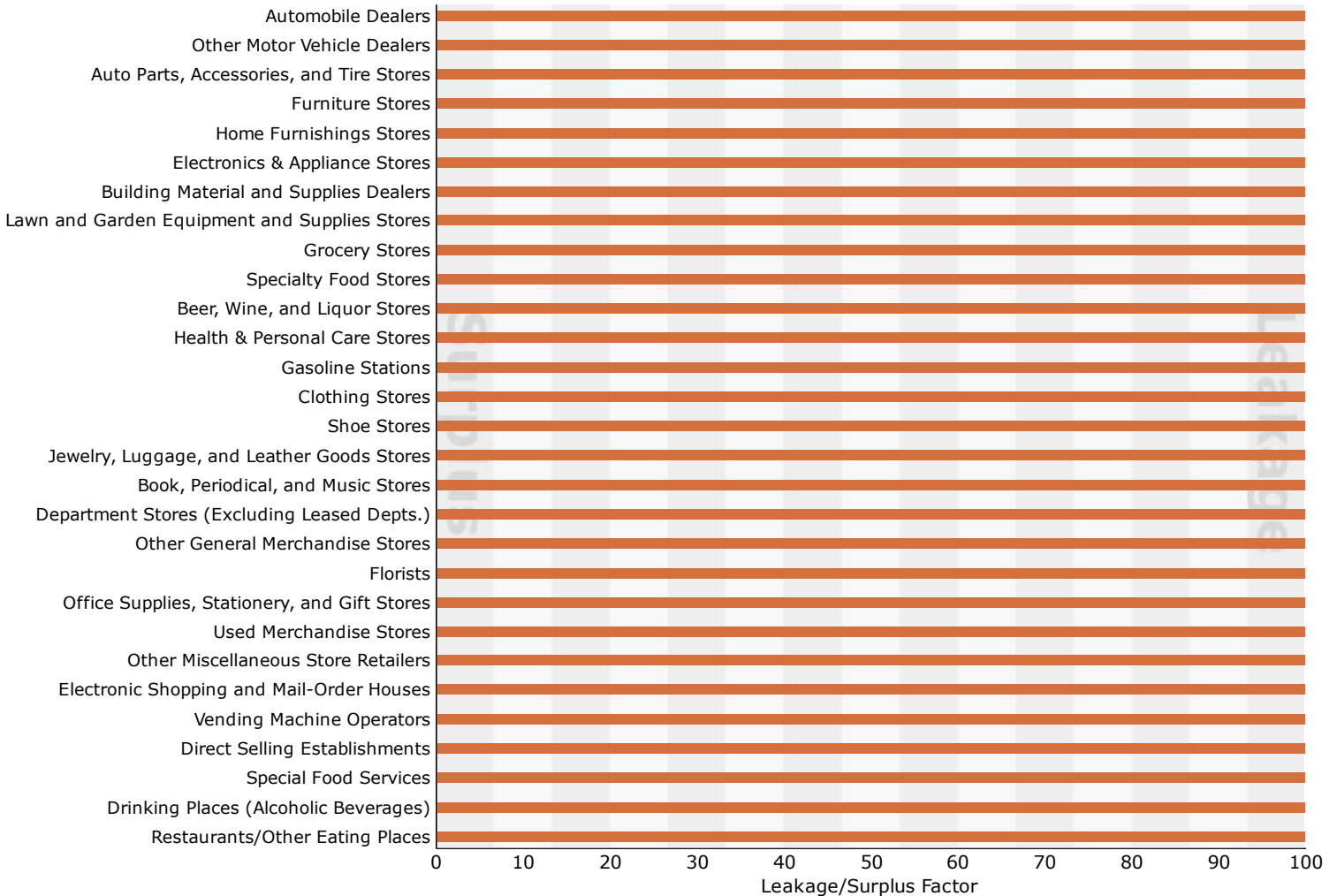
3481 Omro Rd, Oshkosh, Wisconsin, 54904  
 Ring: 0.5 mile radius

Prepared by Esri  
 Latitude: 44.03291  
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

3481 Omro Rd, Oshkosh, Wisconsin, 54904  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 44.03291  
 Longitude: -88.61990

## Summary Demographics

2016 Population	3,956
2016 Households	1,399
2016 Median Disposable Income	\$64,216
2016 Per Capita Income	\$39,586

## 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	\$78,260,624	\$4,748,600	\$73,512,024	88.6	5
Total Retail Trade	44-45	\$70,739,830	\$4,721,571	\$66,018,259	87.5	5
Total Food & Drink	722	\$7,520,795	\$27,029	\$7,493,766	99.3	0

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,403,595	\$2,032,607	\$14,370,988	77.9	1
Automobile Dealers	4411	\$13,214,086	\$0	\$13,214,086	100.0	0
Other Motor Vehicle Dealers	4412	\$2,165,644	\$429,594	\$1,736,050	66.9	1
Auto Parts, Accessories & Tire Stores	4413	\$1,023,865	\$0	\$1,023,865	100.0	0
Furniture & Home Furnishings Stores	442	\$2,189,218	\$0	\$2,189,218	100.0	0
Furniture Stores	4421	\$1,316,445	\$0	\$1,316,445	100.0	0
Home Furnishings Stores	4422	\$872,772	\$0	\$872,772	100.0	0
Electronics & Appliance Stores	443	\$3,738,150	\$342,570	\$3,395,580	83.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,726,315	\$0	\$4,726,315	100.0	0
Bldg Material & Supplies Dealers	4441	\$4,207,189	\$0	\$4,207,189	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$519,126	\$0	\$519,126	100.0	0
Food & Beverage Stores	445	\$11,207,104	\$0	\$11,207,104	100.0	0
Grocery Stores	4451	\$9,565,400	\$0	\$9,565,400	100.0	0
Specialty Food Stores	4452	\$1,073,607	\$0	\$1,073,607	100.0	0
Beer, Wine & Liquor Stores	4453	\$568,096	\$0	\$568,096	100.0	0
Health & Personal Care Stores	446,4461	\$4,053,397	\$1,845,492	\$2,207,905	37.4	1
Gasoline Stations	447,4471	\$4,922,248	\$0	\$4,922,248	100.0	0
Clothing & Clothing Accessories Stores	448	\$2,821,931	\$0	\$2,821,931	100.0	0
Clothing Stores	4481	\$1,834,020	\$0	\$1,834,020	100.0	0
Shoe Stores	4482	\$377,472	\$0	\$377,472	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$610,439	\$0	\$610,439	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,718,628	\$162,239	\$1,556,389	82.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,429,666	\$162,239	\$1,267,427	79.6	2
Book, Periodical & Music Stores	4512	\$288,961	\$0	\$288,961	100.0	0
General Merchandise Stores	452	\$13,643,993	\$0	\$13,643,993	100.0	0
Department Stores Excluding Leased Depts.	4521	\$10,878,975	\$0	\$10,878,975	100.0	0
Other General Merchandise Stores	4529	\$2,765,018	\$0	\$2,765,018	100.0	0
Miscellaneous Store Retailers	453	\$2,981,643	\$308,400	\$2,673,243	81.3	1
Florists	4531	\$137,859	\$0	\$137,859	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$621,944	\$0	\$621,944	100.0	0
Used Merchandise Stores	4533	\$581,889	\$0	\$581,889	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,639,951	\$308,400	\$1,331,551	68.3	1
Nonstore Retailers	454	\$2,333,609	\$0	\$2,333,609	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,777,995	\$0	\$1,777,995	100.0	0
Vending Machine Operators	4542	\$174,856	\$0	\$174,856	100.0	0
Direct Selling Establishments	4543	\$380,758	\$0	\$380,758	100.0	0
Food Services & Drinking Places	722	\$7,520,795	\$0	\$7,520,795	100.0	0
Special Food Services	7223	\$200,643	\$0	\$200,643	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$557,087	\$0	\$557,087	100.0	0
Restaurants/Other Eating Places	7225	\$6,763,065	0	6,763,065	100	0

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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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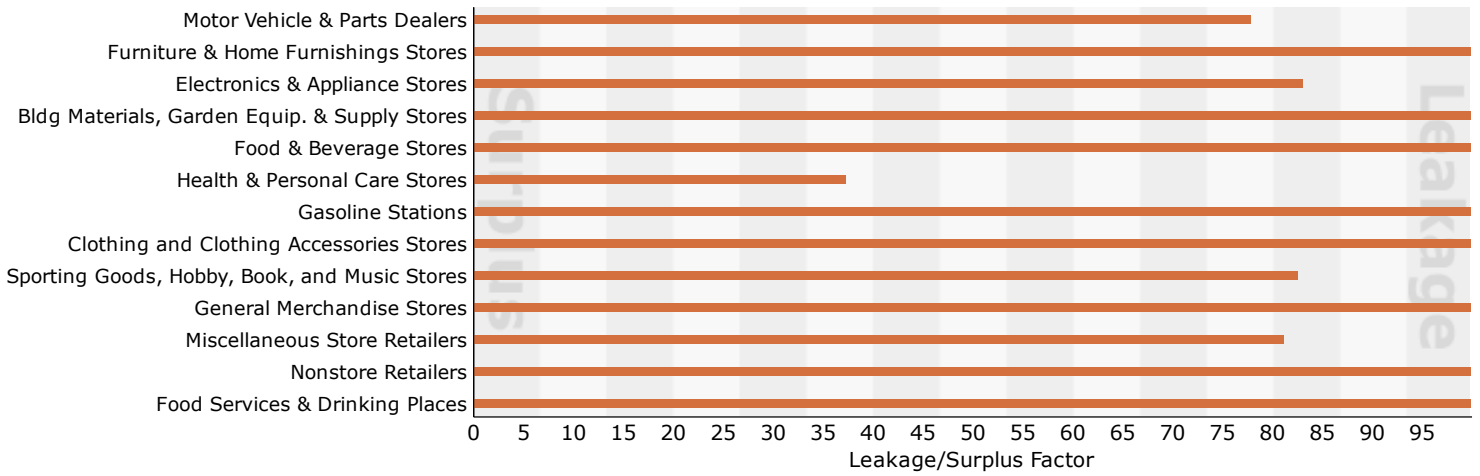


# Retail MarketPlace Profile

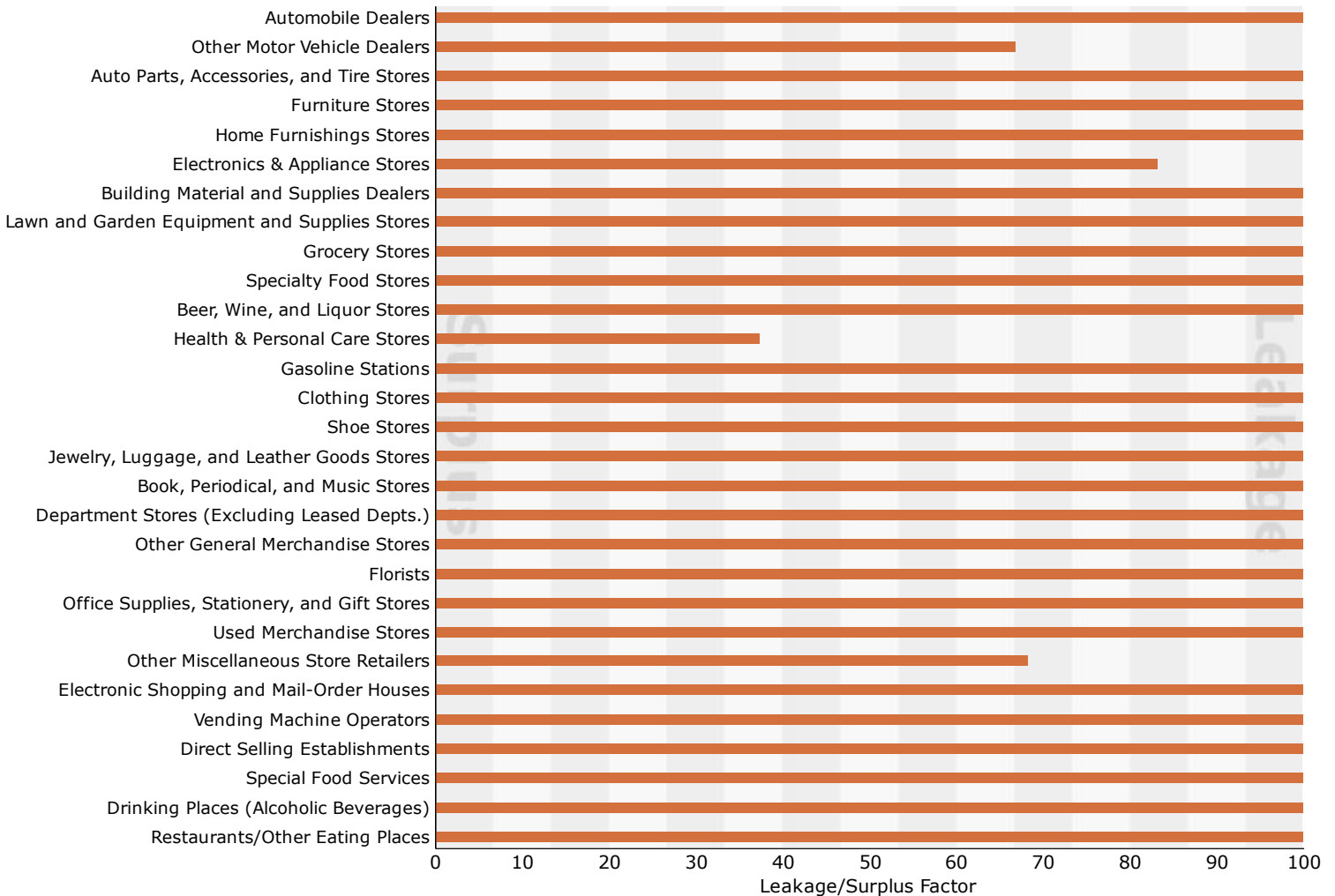
3481 Omro Rd, Oshkosh, Wisconsin, 54904  
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

3481 Omro Rd, Oshkosh, Wisconsin, 54904  
 Ring: 1.5 mile radius

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 Latitude: 44.03291  
 Longitude: -88.61990

## Summary Demographics

2016 Population	7,714
2016 Households	3,096
2016 Median Disposable Income	\$56,041
2016 Per Capita Income	\$37,049

## 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	\$148,248,385	\$74,912,242	\$73,336,143	32.9	20
Total Retail Trade	44-45	\$134,115,994	\$71,283,471	\$62,832,523	30.6	16
Total Food & Drink	722	\$14,132,391	\$3,628,771	\$10,503,620	59.1	4

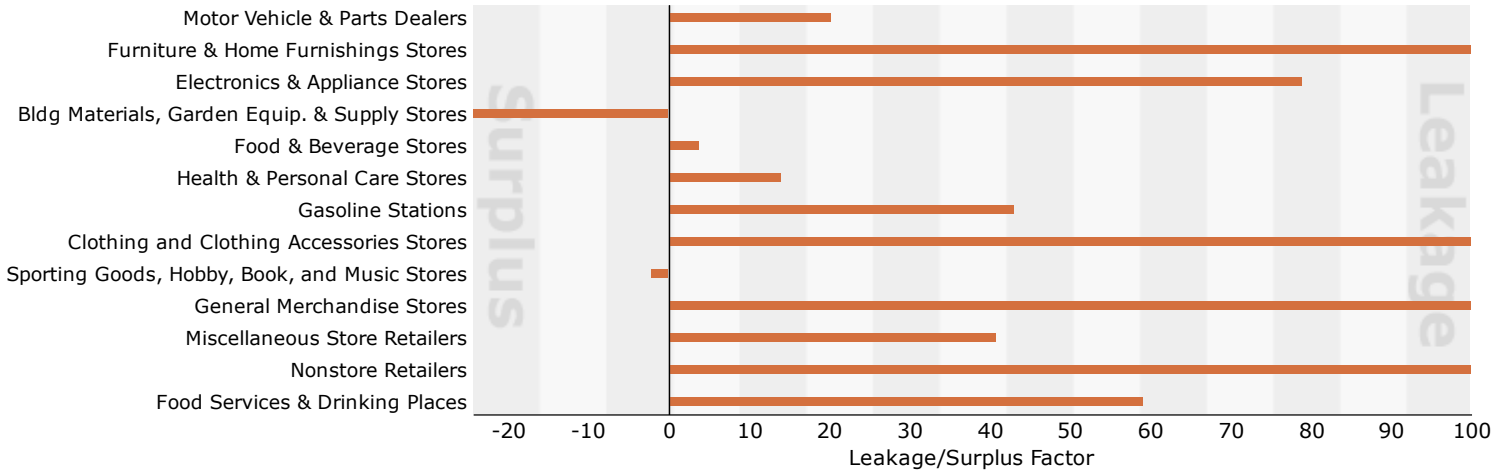
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$31,051,215	\$20,568,517	\$10,482,698	20.3	3
Automobile Dealers	4411	\$25,058,279	\$19,675,296	\$5,382,983	12.0	1
Other Motor Vehicle Dealers	4412	\$4,058,305	\$644,393	\$3,413,912	72.6	1
Auto Parts, Accessories & Tire Stores	4413	\$1,934,630	\$0	\$1,934,630	100.0	0
Furniture & Home Furnishings Stores	442	\$4,075,296	\$0	\$4,075,296	100.0	0
Furniture Stores	4421	\$2,471,486	\$0	\$2,471,486	100.0	0
Home Furnishings Stores	4422	\$1,603,810	\$0	\$1,603,810	100.0	0
Electronics & Appliance Stores	443	\$7,013,560	\$829,108	\$6,184,452	78.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,718,231	\$14,341,302	-\$5,623,071	-24.4	2
Bldg Material & Supplies Dealers	4441	\$7,741,391	\$14,215,208	-\$6,473,817	-29.5	1
Lawn & Garden Equip & Supply Stores	4442	\$976,840	\$0	\$976,840	100.0	0
Food & Beverage Stores	445	\$21,536,216	\$19,970,541	\$1,565,675	3.8	1
Grocery Stores	4451	\$18,402,780	\$0	\$18,402,780	100.0	0
Specialty Food Stores	4452	\$2,060,932	\$306,437	\$1,754,495	74.1	1
Beer, Wine & Liquor Stores	4453	\$1,072,504	\$0	\$1,072,504	100.0	0
Health & Personal Care Stores	446,4461	\$7,811,918	\$5,878,373	\$1,933,545	14.1	2
Gasoline Stations	447,4471	\$9,460,670	\$3,770,723	\$5,689,947	43.0	1
Clothing & Clothing Accessories Stores	448	\$5,284,897	\$0	\$5,284,897	100.0	0
Clothing Stores	4481	\$3,446,422	\$0	\$3,446,422	100.0	0
Shoe Stores	4482	\$708,523	\$0	\$708,523	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,129,952	\$0	\$1,129,952	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,229,464	\$3,375,770	-\$146,306	-2.2	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,684,352	\$3,375,770	-\$691,418	-11.4	3
Book, Periodical & Music Stores	4512	\$545,112	\$0	\$545,112	100.0	0
General Merchandise Stores	452	\$25,865,156	\$0	\$25,865,156	100.0	0
Department Stores Excluding Leased Depts.	4521	\$20,579,820	\$0	\$20,579,820	100.0	0
Other General Merchandise Stores	4529	\$5,285,336	\$0	\$5,285,336	100.0	0
Miscellaneous Store Retailers	453	\$5,682,690	\$2,383,721	\$3,298,969	40.9	2
Florists	4531	\$257,139	\$0	\$257,139	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,172,569	\$0	\$1,172,569	100.0	0
Used Merchandise Stores	4533	\$1,088,753	\$0	\$1,088,753	100.0	0
Other Miscellaneous Store Retailers	4539	\$3,164,229	\$2,298,734	\$865,495	15.8	1
Nonstore Retailers	454	\$4,386,682	\$0	\$4,386,682	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$3,348,842	\$0	\$3,348,842	100.0	0
Vending Machine Operators	4542	\$333,673	\$0	\$333,673	100.0	0
Direct Selling Establishments	4543	\$704,167	\$0	\$704,167	100.0	0
Food Services & Drinking Places	722	\$14,132,391	\$3,628,771	\$10,503,620	59.1	4
Special Food Services	7223	\$368,151	\$0	\$368,151	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,029,272	\$0	\$1,029,272	100.0	0
Restaurants/Other Eating Places	7225	\$12,734,968	\$3,628,771	\$9,106,197	56	4

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

