



ZIP: 54981 Waupaca, WI

Summary Demographics

2006 Population	16,105
2006 Households	6,271
2006 Median Disposable Income	\$35,929
2006 Per Capita Income	\$24,520

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$205,302,366	\$159,387,062	-12.6	176
Total Retail Trade (NAICS 44-45)	\$185,044,964	\$137,846,912	-14.6	134
Total Food & Drink (NAICS 722)	\$20,257,402	\$21,540,150	3.1	42

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$77,336,119	\$41,076,880	-30.6	19
NAICS 4411: Automobile Dealers	\$68,375,021	\$34,730,545	-32.6	9
NAICS 4412: Other Motor Vehicle Dealers	\$6,545,465	\$4,124,934	-22.7	5
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$2,415,633	\$2,221,401	-4.2	5
NAICS 442: Furniture & Home Furnishings Stores	\$6,582,842	\$3,608,226	-29.2	5
NAICS 4421: Furniture Stores	\$6,097,090	\$3,037,297	-33.5	4
NAICS 4422: Home Furnishings Stores	\$485,752	\$570,929	8.1	1
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$4,940,085	\$3,563,397	-16.2	8
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$4,931,086	\$8,000,846	23.7	14
NAICS 4441: Building Material and Supplies Dealers	\$4,233,801	\$5,195,562	10.2	12
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$697,285	\$2,805,284	60.2	2
NAICS 445: Food & Beverage Stores	\$27,323,866	\$30,497,630	5.5	12
NAICS 4451: Grocery Stores	\$15,628,335	\$26,419,272	25.7	6
NAICS 4452: Specialty Food Stores	\$9,230,195	\$3,057,222	-50.2	4
NAICS 4453: Beer, Wine, and Liquor Stores	\$2,465,336	\$1,021,136	-41.4	2
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$17,498,065	\$6,102,358	-48.3	11
NAICS 447/NAICS 4471: Gasoline Stations	\$20,740,813	\$16,662,213	-10.9	3
NAICS 448: Clothing and Clothing Accessories Stores	\$3,051,289	\$1,682,335	-28.9	7
NAICS 4481: Clothing Stores	\$2,362,570	\$954,246	-42.5	6
NAICS 4482: Shoe Stores	\$0	\$269,338	100.0	0
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$688,719	\$458,751	-20.0	1
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$2,626,369	\$2,064,996	-12.0	13
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$1,331,086	\$697,677	-31.2	10
NAICS 4512: Books, Periodical, and Music Stores	\$1,295,283	\$1,367,319	2.7	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). 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.

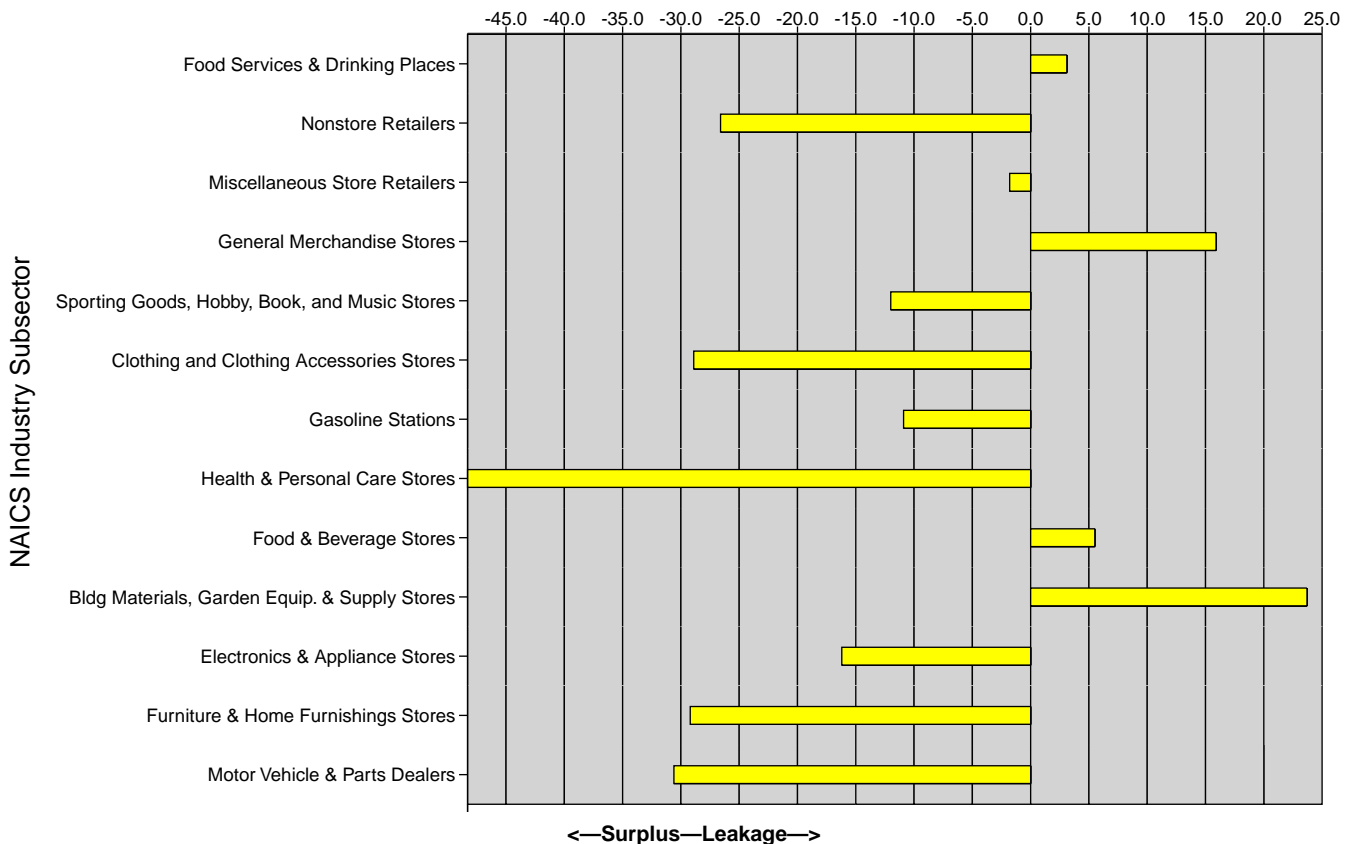
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	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$14,406,955	\$19,873,061	15.9	4
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$14,406,955	\$12,031,635	-9.0	4
NAICS 4529: Other General Merchandise Stores	\$0	\$7,841,426	100.0	0
NAICS 453: Miscellaneous Store Retailers	\$3,806,147	\$3,670,898	-1.8	37
NAICS 4531: Florists	\$488,080	\$152,992	-52.3	5
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$1,667,681	\$1,540,296	-4.0	16
NAICS 4533: Used Merchandise Stores	\$870,411	\$780,410	-5.5	8
NAICS 4539: Other Miscellaneous Store Retailers	\$779,975	\$1,197,200	21.1	8
NAICS 454: Nonstore Retailers	\$1,801,328	\$1,044,072	-26.6	1
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$0	\$0	0.0	0
NAICS 4542: Vending Machine Operators	\$1,801,328	\$674,577	-45.5	1
NAICS 4543: Direct Selling Establishments	\$0	\$369,495	100.0	0
NAICS 722: Food Services & Drinking Places	\$20,257,402	\$21,540,150	3.1	42
NAICS 7221: Full-Service Restaurants	\$0	\$0	0.0	0
NAICS 7222: Limited-Service Eating Places	\$16,733,485	\$14,770,751	-6.2	32
NAICS 7223: Special Food Services	\$320,689	\$2,817,995	79.6	1
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$3,203,228	\$3,951,404	10.5	9

Leakage/Surplus Factor by Industry Subsector

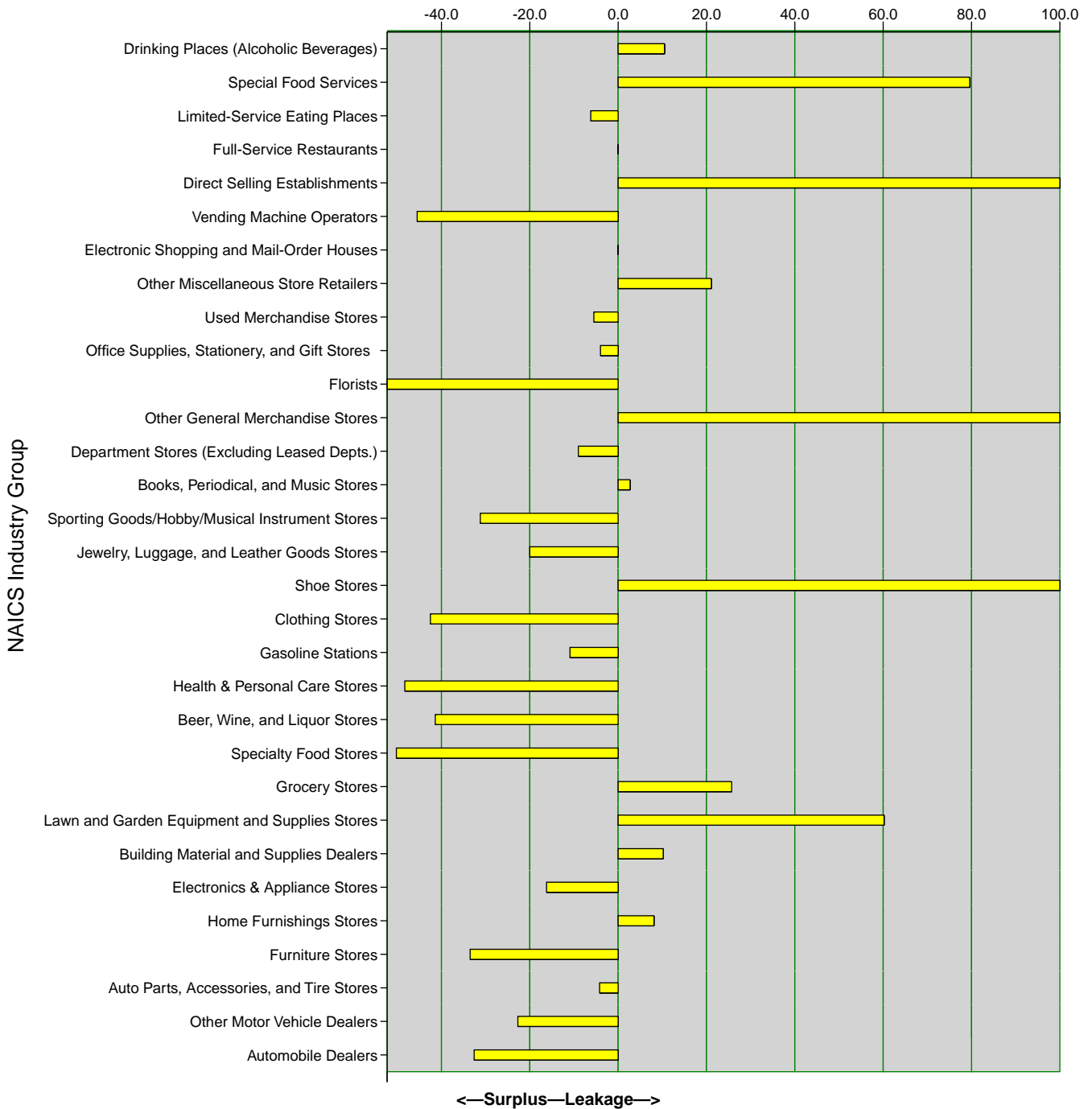


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Leakage/Surplus Factor by Industry Group



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