



329 E Wisconsin Ave, Oconomowoc, WI 53066
Drive Time: 5 Minutes

Summary Demographics

2009 Population	13,251
2009 Households	5,509
2009 Median Disposable Income	\$52,601
2009 Per Capita Income	\$34,969

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$173,312,015	\$296,787,673	\$-123,475,658	-26.3	169
Total Retail Trade (NAICS 44-45)	\$147,823,204	\$274,687,163	\$-126,863,959	-30.0	126
Total Food & Drink (NAICS 722)	\$25,488,811	\$22,100,510	\$3,388,301	7.1	43

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$36,894,656	\$110,291,689	\$-73,397,033	-49.9	15
Automobile Dealers (NAICS 4411)	\$32,554,065	\$104,611,744	\$-72,057,679	-52.5	9
Other Motor Vehicle Dealers (NAICS 4412)	\$2,645,644	\$3,683,532	\$-1,037,888	-16.4	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,694,947	\$1,996,413	\$-301,466	-8.2	4
Furniture & Home Furnishings Stores (NAICS 442)	\$5,672,028	\$4,384,598	\$1,287,430	12.8	6
Furniture Stores (NAICS 4421)	\$3,263,064	\$1,002,958	\$2,260,106	53.0	1
Home Furnishings Stores (NAICS 4422)	\$2,408,964	\$3,381,640	\$-972,676	-16.8	5
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$6,646,962	\$4,275,043	\$2,371,919	21.7	9
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$7,107,789	\$7,382,365	\$-274,576	-1.9	14
Building Material and Supplies Dealers (NAICS 4441)	\$6,167,207	\$7,186,276	\$-1,019,069	-7.6	12
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$940,582	\$196,089	\$744,493	65.5	2
Food & Beverage Stores (NAICS 445)	\$26,027,535	\$61,630,338	\$-35,602,803	-40.6	14
Grocery Stores (NAICS 4451)	\$24,143,100	\$59,373,408	\$-35,230,308	-42.2	7
Specialty Food Stores (NAICS 4452)	\$430,469	\$1,142,208	\$-711,739	-45.3	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,453,966	\$1,114,722	\$339,244	13.2	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$6,317,082	\$5,922,498	\$394,584	3.2	9
Gasoline Stations (NAICS 447/4471)	\$22,263,219	\$23,765,226	\$-1,502,007	-3.3	5
Clothing and Clothing Accessories Stores (NAICS 448)	\$6,610,518	\$3,749,883	\$2,860,635	27.6	11
Clothing Stores (NAICS 4481)	\$5,126,231	\$2,662,276	\$2,463,955	31.6	5
Shoe Stores (NAICS 4482)	\$480,569	\$301,854	\$178,715	22.8	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,003,718	\$785,753	\$217,965	12.2	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,047,111	\$3,904,248	\$-1,857,137	-31.2	10
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,020,828	\$2,364,505	\$-1,343,677	-39.7	7
Book, Periodical, and Music Stores (NAICS 4512)	\$1,026,283	\$1,539,743	\$-513,460	-20.0	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.

Source: ESRI and infoUSA®



Retail Marketplace Profile

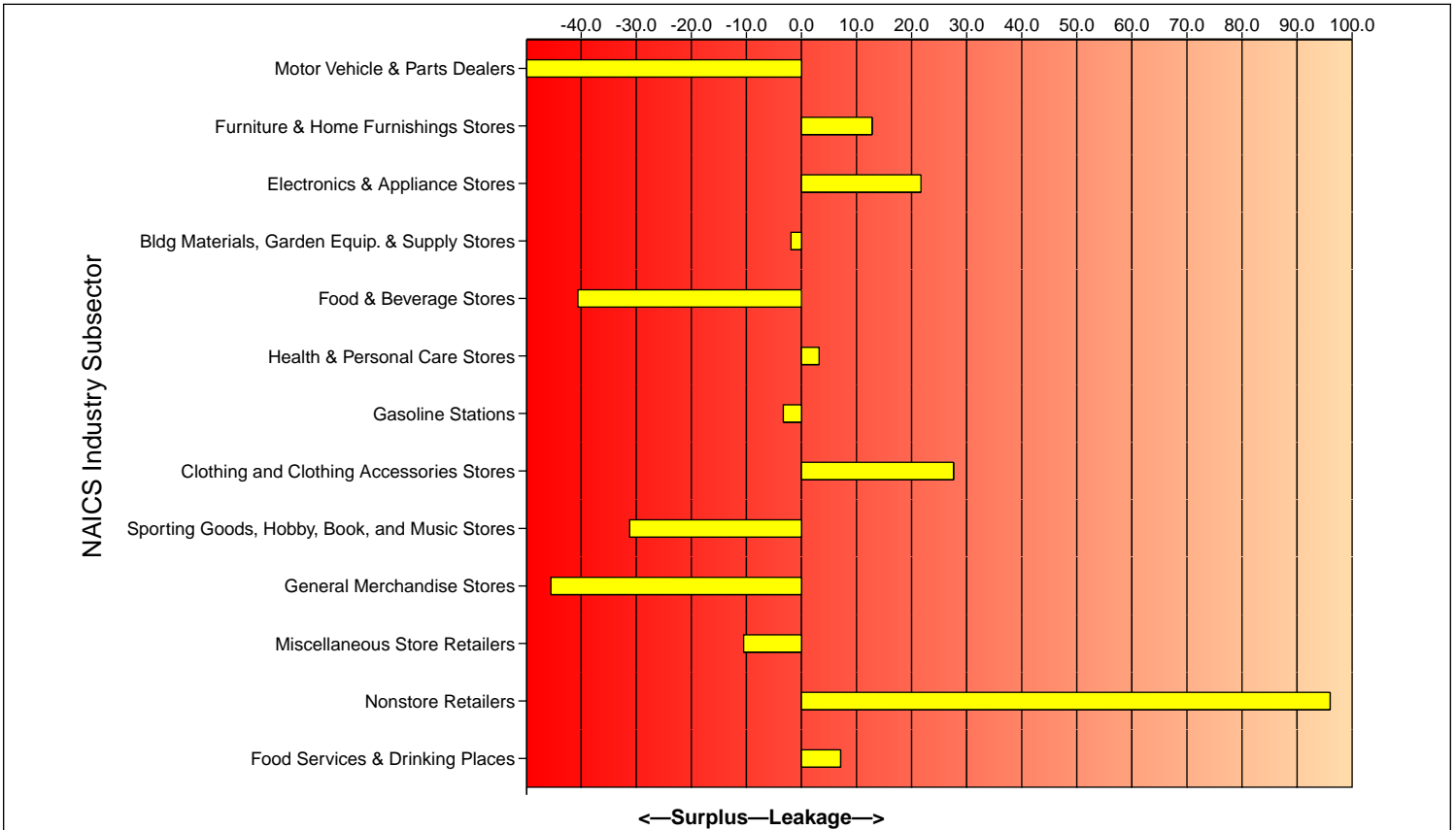
Oconomowoc Economic Development Department

329 E Wisconsin Ave, Oconomowoc, WI 53066
 Drive Time: 5 Minutes

Latitude: 43.10962
 Longitude: -88.49454

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$16,905,849	\$45,185,756	-\$28,279,907	-45.5	5
Department Stores Excluding Leased Depts.(NAICS 4521)	\$8,271,123	\$6,680,882	\$1,590,241	10.6	1
Other General Merchandise Stores (NAICS 4529)	\$8,634,726	\$38,504,874	-\$29,870,148	-63.4	4
Miscellaneous Store Retailers (NAICS 453)	\$3,263,467	\$4,032,221	-\$768,754	-10.5	27
Florists (NAICS 4531)	\$556,965	\$551,424	\$5,541	0.5	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$767,199	\$1,025,290	-\$258,091	-14.4	6
Used Merchandise Stores (NAICS 4533)	\$260,532	\$131,924	\$128,608	32.8	4
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,678,771	\$2,323,583	-\$644,812	-16.1	11
Nonstore Retailers (NAICS 454)	\$8,066,988	\$163,298	\$7,903,690	96.0	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,143,562	\$0	\$1,143,562	100.0	0
Vending Machine Operators (NAICS 4542)	\$4,415,308	\$0	\$4,415,308	100.0	0
Direct Selling Establishments (NAICS 4543)	\$2,508,118	\$163,298	\$2,344,820	87.8	1
Food Services & Drinking Places (NAICS 722)	\$25,488,811	\$22,100,510	\$3,388,301	7.1	43
Full-Service Restaurants (NAICS 7221)	\$12,404,653	\$10,318,908	\$2,085,745	9.2	26
Limited-Service Eating Places (NAICS 7222)	\$11,129,053	\$10,464,942	\$664,111	3.1	13
Special Food Services (NAICS 7223)	\$1,180,175	\$236,102	\$944,073	66.7	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$774,930	\$1,080,558	-\$305,628	-16.5	3

Leakage/Surplus Factor by Industry Subsector



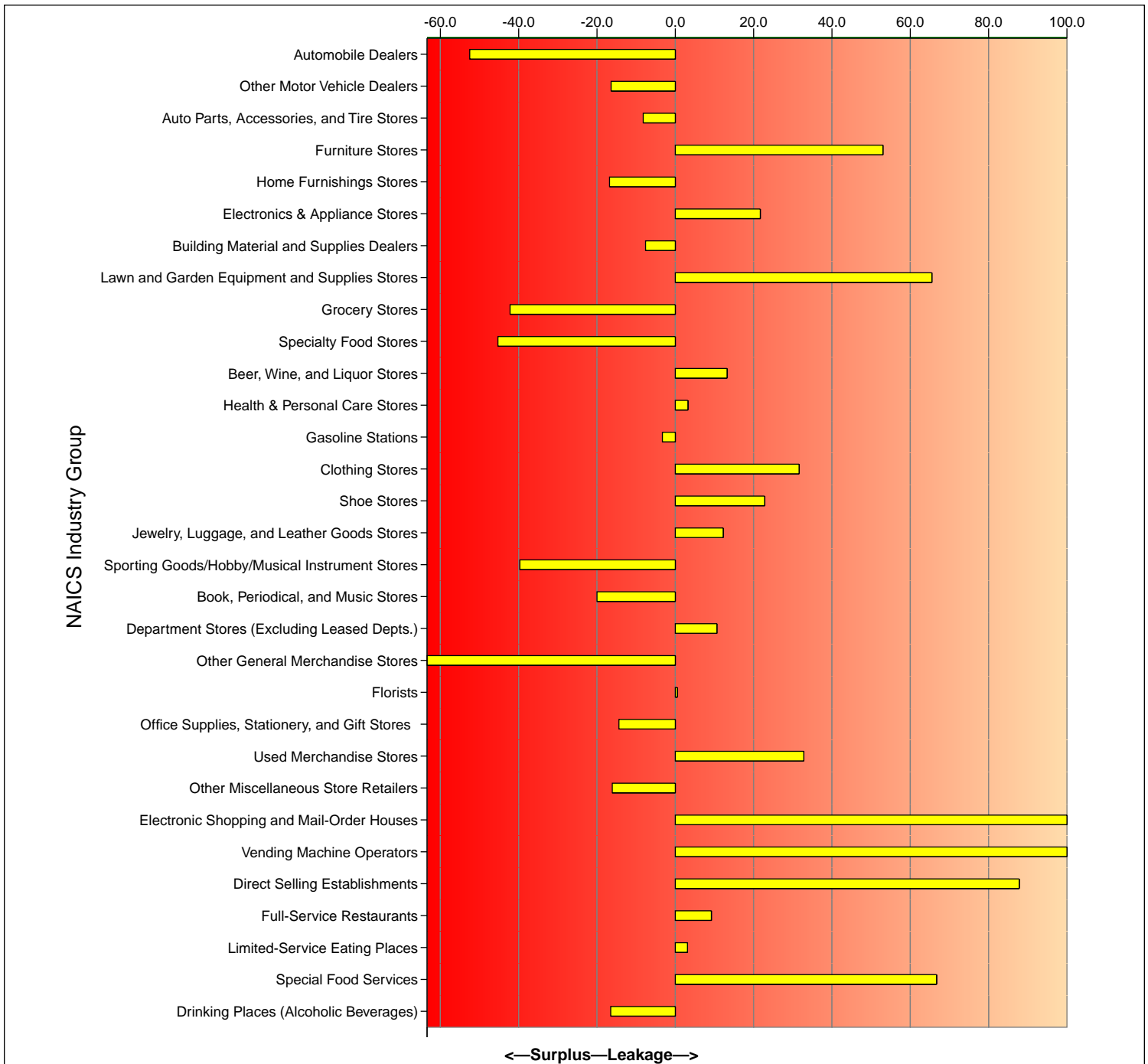
Source: ESRI and infoUSA®



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Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



329 E Wisconsin Ave, Oconomowoc, WI 53066
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Summary Demographics

2009 Population	33,294
2009 Households	13,219
2009 Median Disposable Income	\$56,138
2009 Per Capita Income	\$38,324

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$466,894,585	\$542,792,421	\$-75,897,836	-7.5	318
Total Retail Trade (NAICS 44-45)	\$398,244,052	\$504,101,115	\$-105,857,063	-11.7	229
Total Food & Drink (NAICS 722)	\$68,650,533	\$38,691,306	\$29,959,227	27.9	89

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$100,123,475	\$138,398,881	\$-38,275,406	-16.0	24
Automobile Dealers (NAICS 4411)	\$88,272,533	\$125,956,606	\$-37,684,073	-17.6	12
Other Motor Vehicle Dealers (NAICS 4412)	\$7,231,961	\$8,384,066	\$-1,152,105	-7.4	5
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,618,981	\$4,058,209	\$560,772	6.5	7
Furniture & Home Furnishings Stores (NAICS 442)	\$15,558,787	\$7,509,569	\$8,049,218	34.9	11
Furniture Stores (NAICS 4421)	\$9,060,129	\$2,073,181	\$6,986,948	62.8	2
Home Furnishings Stores (NAICS 4422)	\$6,498,658	\$5,436,388	\$1,062,270	8.9	9
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$17,751,549	\$7,511,135	\$10,240,414	40.5	16
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$19,183,177	\$11,164,837	\$8,018,340	26.4	25
Building Material and Supplies Dealers (NAICS 4441)	\$16,675,507	\$10,388,114	\$6,287,393	23.2	21
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,507,670	\$776,723	\$1,730,947	52.7	4
Food & Beverage Stores (NAICS 445)	\$69,857,642	\$141,148,902	\$-71,291,260	-33.8	22
Grocery Stores (NAICS 4451)	\$64,812,242	\$136,175,777	\$-71,363,535	-35.5	10
Specialty Food Stores (NAICS 4452)	\$1,195,005	\$1,271,360	\$-76,355	-3.1	6
Beer, Wine, and Liquor Stores (NAICS 4453)	\$3,850,395	\$3,701,765	\$148,630	2.0	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$16,686,447	\$24,206,848	\$-7,520,401	-18.4	22
Gasoline Stations (NAICS 447/4471)	\$60,306,526	\$78,448,824	\$-18,142,298	-13.1	12
Clothing and Clothing Accessories Stores (NAICS 448)	\$17,967,607	\$6,203,420	\$11,764,187	48.7	20
Clothing Stores (NAICS 4481)	\$13,916,025	\$3,948,722	\$9,967,303	55.8	10
Shoe Stores (NAICS 4482)	\$1,319,816	\$431,612	\$888,204	50.7	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,731,766	\$1,823,086	\$908,680	19.9	8
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$5,532,307	\$6,158,416	\$-626,109	-5.4	19
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,764,099	\$3,838,138	\$-1,074,039	-16.3	15
Book, Periodical, and Music Stores (NAICS 4512)	\$2,768,208	\$2,320,278	\$447,930	8.8	4

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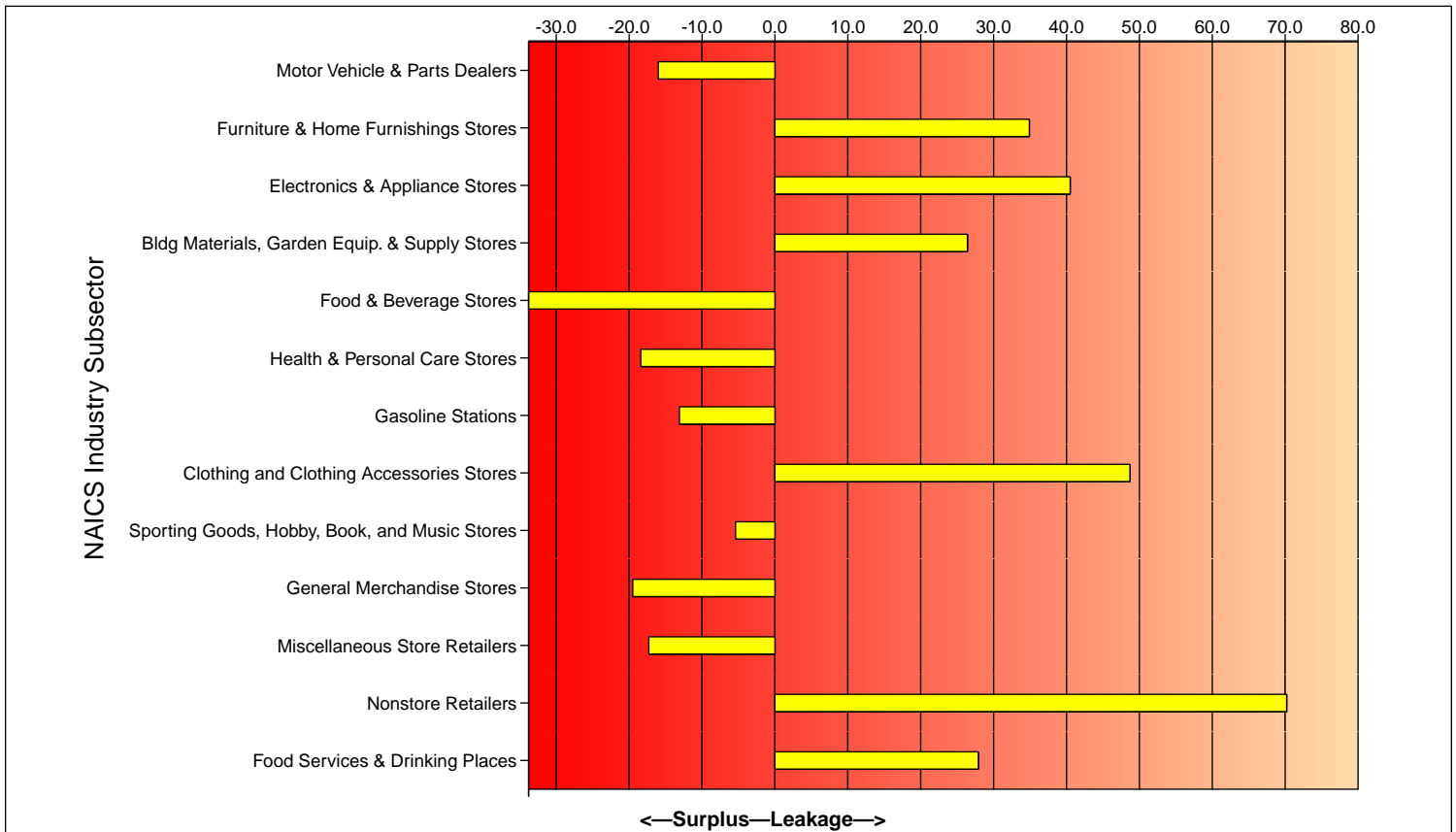
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$45,239,487	\$67,179,807	\$-21,940,320	-19.5	7
Department Stores Excluding Leased Depts.(NAICS 4521)	\$22,630,457	\$11,941,820	\$10,688,637	30.9	2
Other General Merchandise Stores (NAICS 4529)	\$22,609,030	\$55,237,987	\$-32,628,957	-41.9	5
Miscellaneous Store Retailers (NAICS 453)	\$8,773,779	\$12,449,747	\$-3,675,968	-17.3	48
Florists (NAICS 4531)	\$1,487,545	\$1,291,324	\$196,221	7.1	9
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,100,041	\$4,089,784	\$-1,989,743	-32.1	11
Used Merchandise Stores (NAICS 4533)	\$738,272	\$372,614	\$365,658	32.9	8
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,447,921	\$6,696,025	\$-2,248,104	-20.2	20
Nonstore Retailers (NAICS 454)	\$21,263,269	\$3,720,729	\$17,542,540	70.2	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$2,991,015	\$2,769,079	\$221,936	3.9	1
Vending Machine Operators (NAICS 4542)	\$11,523,523	\$705,585	\$10,817,938	88.5	1
Direct Selling Establishments (NAICS 4543)	\$6,748,731	\$246,065	\$6,502,666	93.0	1
Food Services & Drinking Places (NAICS 722)	\$68,650,533	\$38,691,306	\$29,959,227	27.9	89
Full-Service Restaurants (NAICS 7221)	\$33,028,227	\$21,297,958	\$11,730,269	21.6	57
Limited-Service Eating Places (NAICS 7222)	\$30,242,541	\$14,297,517	\$15,945,024	35.8	20
Special Food Services (NAICS 7223)	\$3,215,542	\$239,614	\$2,975,928	86.1	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,164,223	\$2,856,217	\$-691,994	-13.8	11

Leakage/Surplus Factor by Industry Subsector



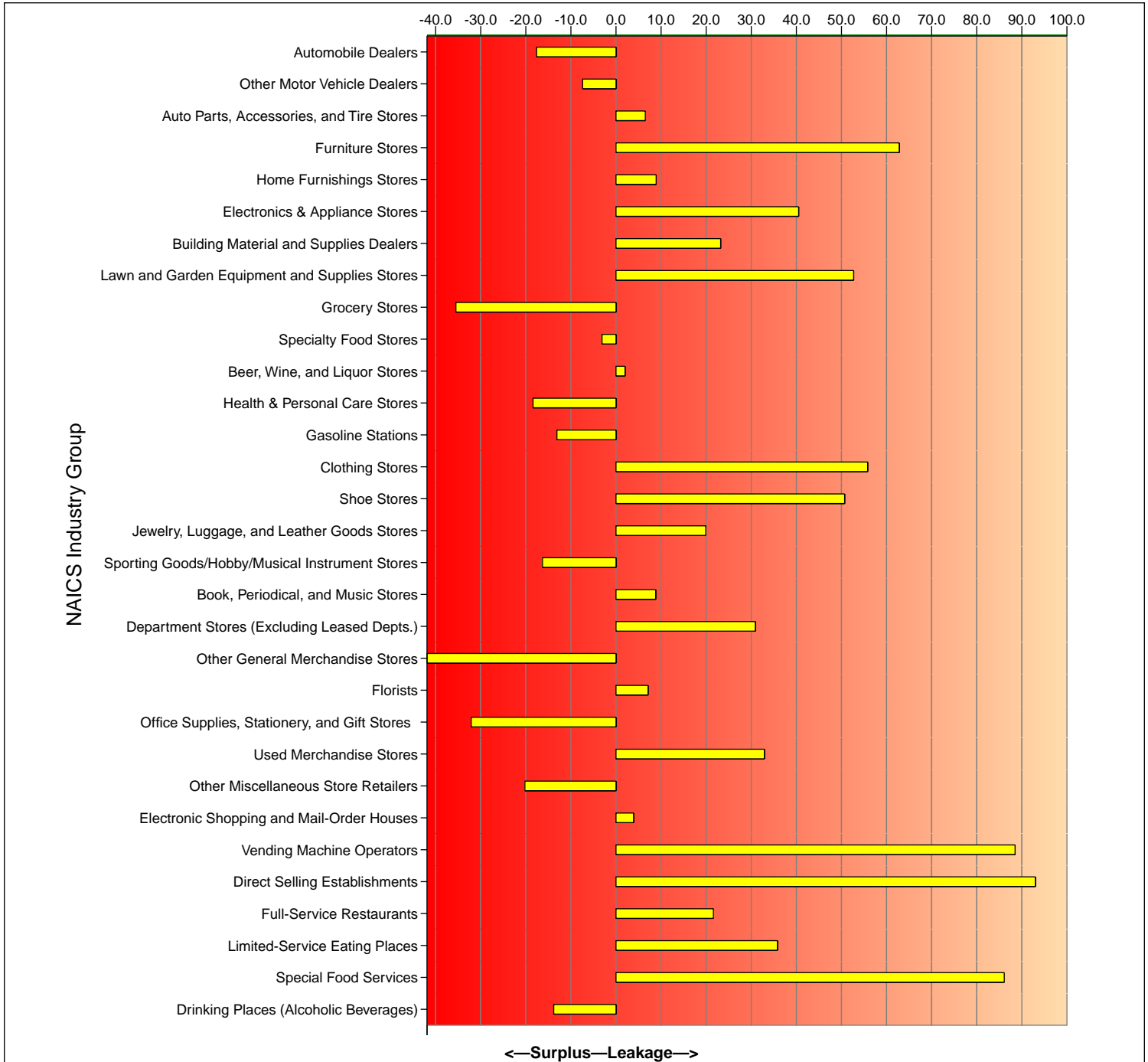
Source: ESRI and infoUSA®



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Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



329 E Wisconsin Ave, Oconomowoc, WI 53066
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Summary Demographics

2009 Population	63,783
2009 Households	24,590
2009 Median Disposable Income	\$60,270
2009 Per Capita Income	\$41,246

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$964,835,910	\$840,892,997	\$123,942,913	6.9	521
Total Retail Trade (NAICS 44-45)	\$823,116,628	\$765,139,234	\$57,977,394	3.7	375
Total Food & Drink (NAICS 722)	\$141,719,282	\$75,753,763	\$65,965,519	30.3	146

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$208,293,276	\$181,712,985	\$26,580,291	6.8	38
Automobile Dealers (NAICS 4411)	\$183,403,719	\$146,989,636	\$36,414,083	11.0	17
Other Motor Vehicle Dealers (NAICS 4412)	\$15,293,401	\$29,088,732	\$-13,795,331	-31.1	10
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$9,596,156	\$5,634,617	\$3,961,539	26.0	11
Furniture & Home Furnishings Stores (NAICS 442)	\$32,800,455	\$12,869,059	\$19,931,396	43.6	24
Furniture Stores (NAICS 4421)	\$19,216,653	\$4,298,388	\$14,918,265	63.4	5
Home Furnishings Stores (NAICS 4422)	\$13,583,802	\$8,570,671	\$5,013,131	22.6	19
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$36,643,363	\$46,451,359	\$-9,807,996	-11.8	29
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$40,215,887	\$15,854,097	\$24,361,790	43.4	40
Building Material and Supplies Dealers (NAICS 4441)	\$35,002,133	\$14,189,150	\$20,812,983	42.3	31
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$5,213,754	\$1,664,947	\$3,548,807	51.6	9
Food & Beverage Stores (NAICS 445)	\$143,424,985	\$213,383,968	\$-69,958,983	-19.6	33
Grocery Stores (NAICS 4451)	\$133,070,089	\$207,462,371	\$-74,392,282	-21.8	17
Specialty Food Stores (NAICS 4452)	\$2,503,761	\$1,574,183	\$929,578	22.8	8
Beer, Wine, and Liquor Stores (NAICS 4453)	\$7,851,135	\$4,347,414	\$3,503,721	28.7	8
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$33,947,378	\$33,485,085	\$462,293	0.7	31
Gasoline Stations (NAICS 447/4471)	\$124,393,758	\$120,168,110	\$4,225,648	1.7	20
Clothing and Clothing Accessories Stores (NAICS 448)	\$37,460,992	\$12,751,105	\$24,709,887	49.2	38
Clothing Stores (NAICS 4481)	\$28,954,628	\$8,667,223	\$20,287,405	53.9	21
Shoe Stores (NAICS 4482)	\$2,752,339	\$1,368,399	\$1,383,940	33.6	4
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$5,754,025	\$2,715,483	\$3,038,542	35.9	13
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$11,494,149	\$8,716,227	\$2,777,922	13.7	29
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$5,760,884	\$6,230,710	\$-469,826	-3.9	24
Book, Periodical, and Music Stores (NAICS 4512)	\$5,733,265	\$2,485,517	\$3,247,748	39.5	5

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.

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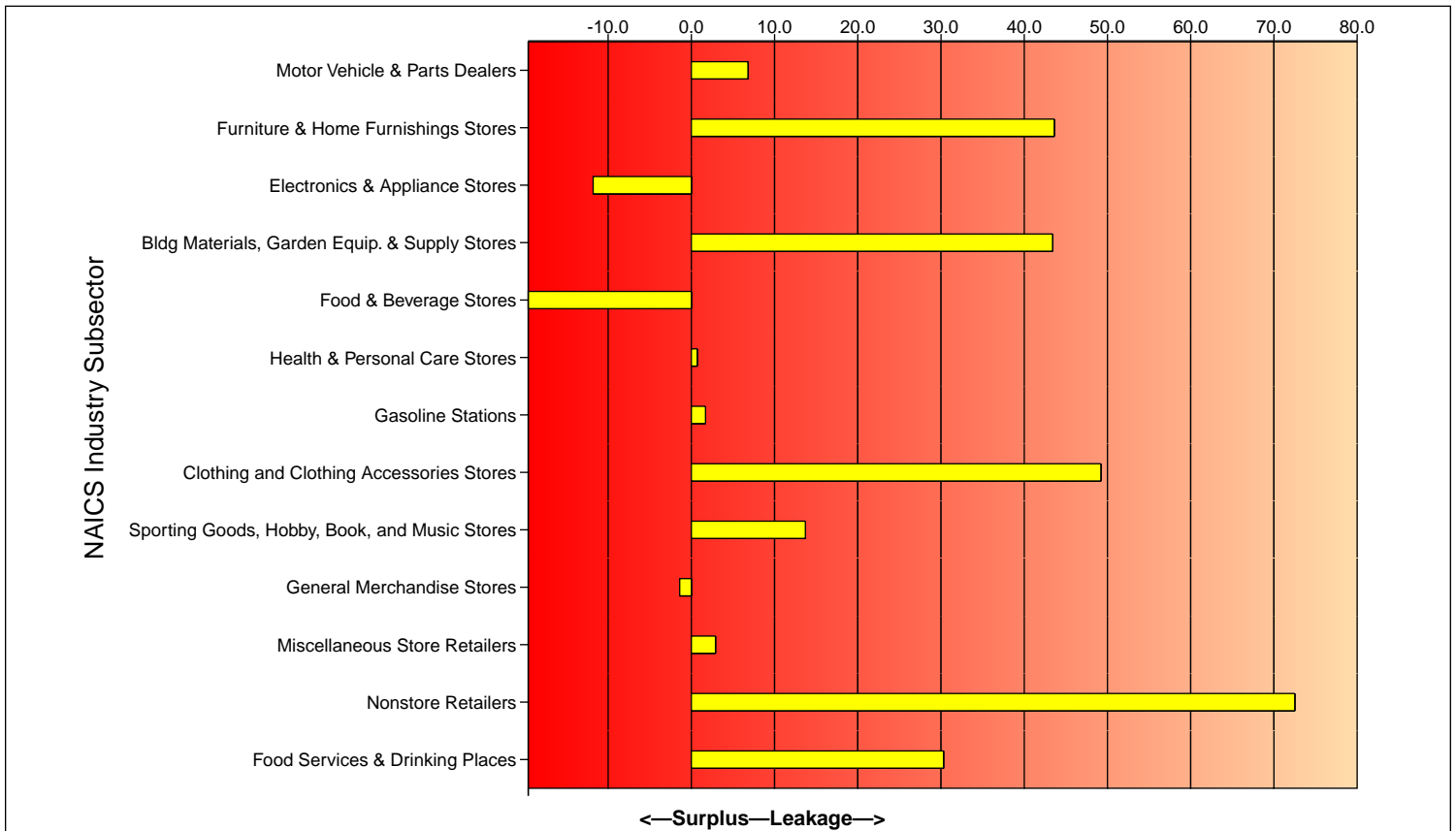


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$93,051,185	\$95,714,351	\$-2,663,166	-1.4	11
Department Stores Excluding Leased Depts.(NAICS 4521)	\$47,241,810	\$35,994,483	\$11,247,327	13.5	5
Other General Merchandise Stores (NAICS 4529)	\$45,809,375	\$59,719,868	\$-13,910,493	-13.2	6
Miscellaneous Store Retailers (NAICS 453)	\$18,142,247	\$17,129,740	\$1,012,507	2.9	75
Florists (NAICS 4531)	\$3,097,067	\$1,501,096	\$1,595,971	34.7	10
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,400,820	\$5,696,825	\$-1,296,005	-12.8	22
Used Merchandise Stores (NAICS 4533)	\$1,575,457	\$405,082	\$1,170,375	59.1	9
Other Miscellaneous Store Retailers (NAICS 4539)	\$9,068,903	\$9,526,737	\$-457,834	-2.5	34
Nonstore Retailers (NAICS 454)	\$43,248,953	\$6,903,148	\$36,345,805	72.5	7
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$6,068,451	\$3,037,053	\$3,031,398	33.3	1
Vending Machine Operators (NAICS 4542)	\$23,247,571	\$3,620,030	\$19,627,541	73.1	5
Direct Selling Establishments (NAICS 4543)	\$13,932,931	\$246,065	\$13,686,866	96.5	1
Food Services & Drinking Places (NAICS 722)	\$141,719,282	\$75,753,763	\$65,965,519	30.3	146
Full-Service Restaurants (NAICS 7221)	\$67,749,204	\$37,639,542	\$30,109,662	28.6	87
Limited-Service Eating Places (NAICS 7222)	\$62,752,672	\$31,768,540	\$30,984,132	32.8	35
Special Food Services (NAICS 7223)	\$6,680,809	\$1,708,412	\$4,972,397	59.3	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,536,597	\$4,637,269	\$-100,672	-1.1	21

Leakage/Surplus Factor by Industry Subsector



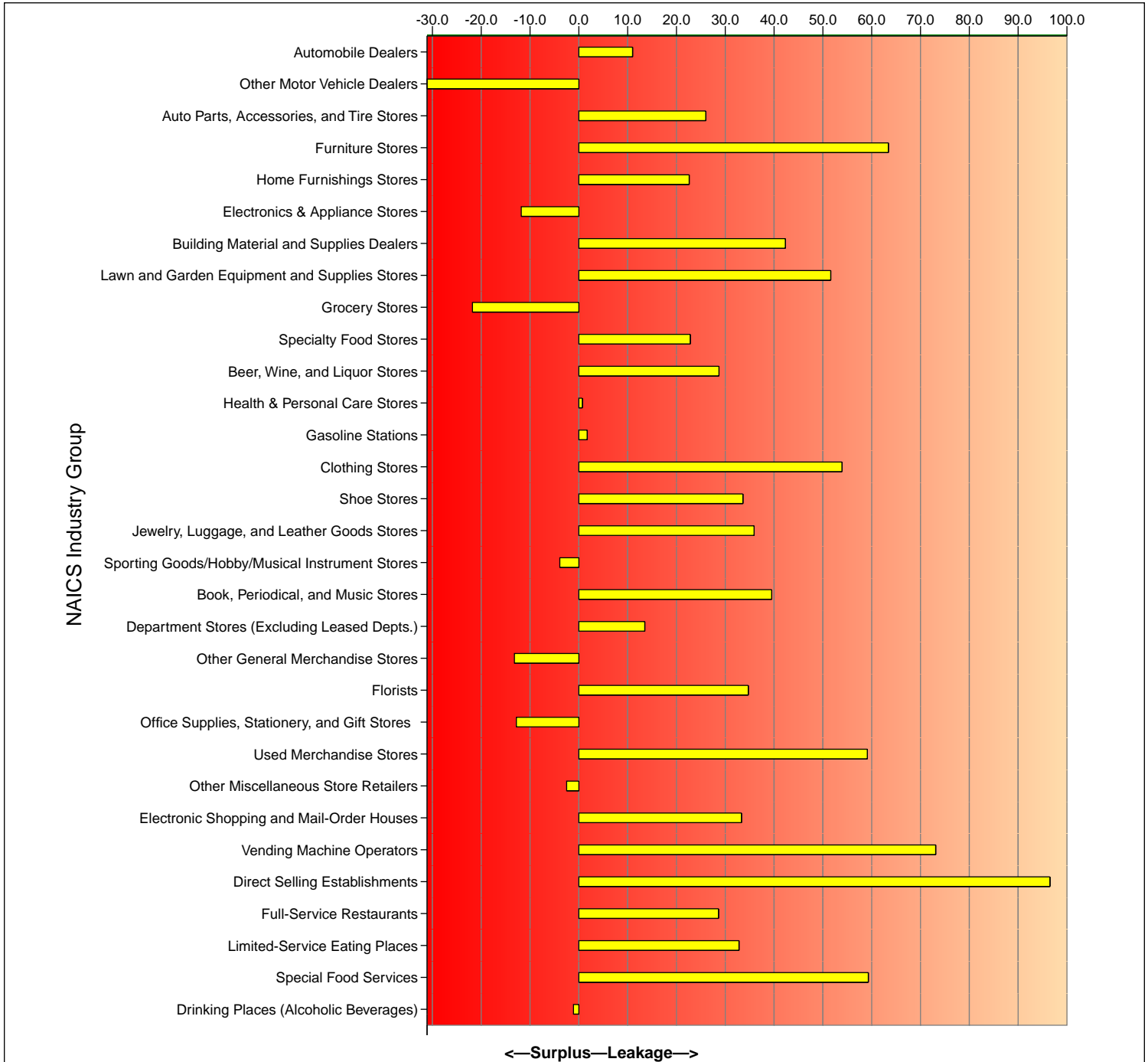
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Leakage/Surplus Factor by Industry Group



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