



# Retail MarketPlace Profile

Darboy Community Park  
 N9334 Noe Rd, Appleton, WI, 54915  
 Drive Time: 5 minutes

Latitude: 44.22992  
 Longitude: -88.33304

## Summary Demographics

2010 Population	7,226
2010 Households	2,477
2010 Median Disposable Income	\$56,449
2010 Per Capita Income	\$31,350

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	\$80,361,177	\$17,563,167	\$62,798,010	64.1	20
Total Retail Trade	44-45	\$68,376,067	\$10,082,342	\$58,293,725	74.3	11
Total Food & Drink	722	\$11,985,111	\$7,480,825	\$4,504,285	23.1	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,896,965	\$3,810,332	\$14,086,633	64.9	2
Automobile Dealers	4411	\$15,021,176	\$3,621,522	\$11,399,654	61.1	2
Other Motor Vehicle Dealers	4412	\$1,017,809	\$42,935	\$974,874	91.9	0
Auto Parts, Accessories & Tire Stores	4413	\$1,857,981	\$145,876	\$1,712,105	85.4	0
Furniture & Home Furnishings Stores	442	\$1,623,705	\$174,409	\$1,449,297	80.6	1
Furniture Stores	4421	\$1,327,733	\$33,461	\$1,294,272	95.1	0
Home Furnishings Stores	4422	\$295,972	\$140,947	\$155,025	35.5	1
Electronics & Appliance Stores	4431	\$2,640,152	\$387,215	\$2,252,937	74.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,740,500	\$672,003	\$2,068,497	60.6	1
Bldg Material & Supplies Dealers	4441	\$2,042,166	\$631,787	\$1,410,380	52.7	0
Lawn & Garden Equip & Supply Stores	4442	\$698,334	\$40,216	\$658,118	89.1	1
Food & Beverage Stores	445	\$14,485,768	\$1,503,066	\$12,982,703	81.2	0
Grocery Stores	4451	\$13,622,784	\$1,503,066	\$12,119,718	80.1	0
Specialty Food Stores	4452	\$541,158	\$0	\$541,158	100.0	0
Beer, Wine & Liquor Stores	4453	\$321,826	\$0	\$321,826	100.0	0
Health & Personal Care Stores	446,4461	\$2,189,210	\$446,756	\$1,742,454	66.1	1
Gasoline Stations	447,4471	\$11,524,841	\$228,187	\$11,296,654	96.1	0
Clothing & Clothing Accessories Stores	448	\$1,179,808	\$130,591	\$1,049,217	80.1	1
Clothing Stores	4481	\$601,571	\$64,538	\$537,033	80.6	1
Shoe Stores	4482	\$190,224	\$16,915	\$173,309	83.7	0
Jewelry, Luggage & Leather Goods Stores	4483	\$388,014	\$49,138	\$338,875	77.5	0
Sporting Goods, Hobby, Book & Music Stores	451	\$836,960	\$3,129	\$833,831	99.3	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$509,370	\$3,129	\$506,241	98.8	0
Book, Periodical & Music Stores	4512	\$327,590	\$0	\$327,590	100.0	0
General Merchandise Stores	452	\$10,490,678	\$2,322,214	\$8,168,465	63.8	0
Department Stores Excluding Leased Depts.	4521	\$5,272,743	\$163,530	\$5,109,213	94.0	0
Other General Merchandise Stores	4529	\$5,217,935	\$2,158,683	\$3,059,252	41.5	0
Miscellaneous Store Retailers	453	\$2,221,849	\$251,738	\$1,970,112	79.6	2
Florists	4531	\$33,312	\$12,563	\$20,749	45.2	1
Office Supplies, Stationery & Gift Stores	4532	\$412,093	\$31,648	\$380,445	85.7	0
Used Merchandise Stores	4533	\$1,030,709	\$22,205	\$1,008,505	95.8	0
Other Miscellaneous Store Retailers	4539	\$745,735	\$185,323	\$560,412	60.2	1
Nonstore Retailers	454	\$545,629	\$152,703	\$392,926	56.3	0
Electronic Shopping & Mail-Order Houses	4541	\$250,093	\$0	\$250,093	100.0	0
Vending Machine Operators	4542	\$219,990	\$39,298	\$180,692	69.7	0
Direct Selling Establishments	4543	\$75,546	\$113,405	-\$37,859	-20.0	0
Food Services & Drinking Places	722	\$11,985,111	\$7,480,825	\$4,504,285	23.1	9
Full-Service Restaurants	7221	\$4,037,401	\$2,055,176	\$1,982,225	32.5	4
Limited-Service Eating Places	7222	\$4,613,132	\$383,450	\$4,229,682	84.7	0
Special Food Services	7223	\$2,864,673	\$4,688,829	-\$1,824,156	-24.1	2
Drinking Places - Alcoholic Beverages	7224	\$469,904	\$353,369	\$116,534	14.2	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>.

Source: Esri and Infogroup

July 10, 2012

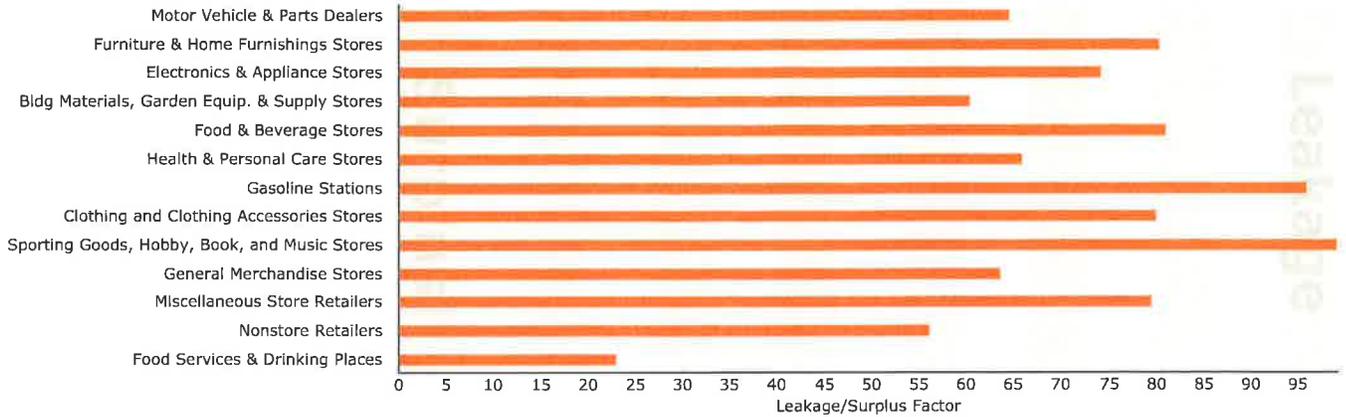


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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

July 10, 2012



# Retail MarketPlace Profile

Darboy Community Park  
 N9334 Noe Rd, Appleton, WI, 54915  
 Drive Time: 15 minutes

Latitude: 44.22992  
 Longitude: -88.33304

## Summary Demographics

2010 Population	173,002
2010 Households	68,827
2010 Median Disposable Income	\$49,075
2010 Per Capita Income	\$28,618

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	\$1,841,237,150	\$1,559,320,255	\$281,916,895	8.3	1,343
Total Retail Trade	44-45	\$1,565,844,315	\$1,303,584,046	\$262,260,269	9.1	885
Total Food & Drink	722	\$275,392,835	\$255,736,209	\$19,656,627	3.7	458

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$389,740,568	\$223,226,926	\$166,513,642	27.2	109
Automobile Dealers	4411	\$323,110,213	\$186,694,629	\$136,415,585	26.8	50
Other Motor Vehicle Dealers	4412	\$29,134,663	\$13,128,892	\$16,005,771	37.9	16
Auto Parts, Accessories & Tire Stores	4413	\$37,495,691	\$23,403,405	\$14,092,286	23.1	43
Furniture & Home Furnishings Stores	442	\$46,704,863	\$45,882,060	\$822,803	0.9	64
Furniture Stores	4421	\$35,381,580	\$28,330,364	\$7,051,216	11.1	25
Home Furnishings Stores	4422	\$11,323,283	\$17,551,696	\$-6,228,413	-21.6	39
Electronics & Appliance Stores	4431	\$52,613,156	\$52,066,411	\$546,745	0.5	70
Bldg Materials, Garden Equip. & Supply Stores	444	\$56,465,460	\$89,568,028	\$-33,102,568	-22.7	96
Bldg Material & Supplies Dealers	4441	\$47,223,590	\$84,443,816	\$-37,220,227	-28.3	78
Lawn & Garden Equip & Supply Stores	4442	\$9,241,871	\$5,124,212	\$4,117,659	28.7	18
Food & Beverage Stores	445	\$335,153,929	\$392,824,679	\$-57,670,750	-7.9	72
Grocery Stores	4451	\$313,471,995	\$373,326,688	\$-59,854,693	-8.7	44
Specialty Food Stores	4452	\$11,895,143	\$12,016,766	\$-121,623	-0.5	17
Beer, Wine & Liquor Stores	4453	\$9,786,790	\$7,481,225	\$2,305,566	13.4	10
Health & Personal Care Stores	446,4461	\$55,811,773	\$36,967,509	\$18,844,264	20.3	58
Gasoline Stations	447,4471	\$270,139,423	\$214,526,377	\$55,613,046	11.5	64
Clothing & Clothing Accessories Stores	448	\$55,927,356	\$17,089,553	\$38,837,802	53.2	62
Clothing Stores	4481	\$39,667,478	\$9,873,258	\$29,794,220	60.1	36
Shoe Stores	4482	\$6,466,240	\$3,735,069	\$2,731,171	26.8	13
Jewelry, Luggage & Leather Goods Stores	4483	\$9,793,638	\$3,481,227	\$6,312,411	47.6	13
Sporting Goods, Hobby, Book & Music Stores	451	\$29,586,719	\$14,248,987	\$15,337,732	35.0	73
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,182,682	\$10,457,568	\$7,725,114	27.0	55
Book, Periodical & Music Stores	4512	\$11,404,037	\$3,791,419	\$7,612,618	50.1	18
General Merchandise Stores	452	\$197,522,107	\$159,418,854	\$38,103,253	10.7	31
Department Stores Excluding Leased Depts.	4521	\$87,809,856	\$50,421,649	\$37,388,208	27.0	12
Other General Merchandise Stores	4529	\$109,712,251	\$108,997,206	\$715,045	0.3	19
Miscellaneous Store Retailers	453	\$38,547,011	\$37,093,580	\$1,453,431	1.9	169
Florists	4531	\$1,927,620	\$3,734,155	\$-1,806,535	-31.9	22
Office Supplies, Stationery & Gift Stores	4532	\$13,231,479	\$17,884,205	\$-4,652,727	-15.0	55
Used Merchandise Stores	4533	\$8,907,116	\$6,730,894	\$2,176,222	13.9	33
Other Miscellaneous Store Retailers	4539	\$14,480,796	\$8,744,326	\$5,736,470	24.7	59
Nonstore Retailers	454	\$37,631,950	\$20,671,081	\$16,960,868	29.1	15
Electronic Shopping & Mail-Order Houses	4541	\$21,431,533	\$8,393,699	\$13,037,834	43.7	2
Vending Machine Operators	4542	\$11,098,472	\$4,971,645	\$6,126,828	38.1	7
Direct Selling Establishments	4543	\$5,101,945	\$7,305,738	\$-2,203,793	-17.8	7
Food Services & Drinking Places	722	\$275,392,835	\$255,736,209	\$19,656,627	3.7	458
Full-Service Restaurants	7221	\$95,067,630	\$88,664,078	\$6,403,551	3.5	198
Limited-Service Eating Places	7222	\$134,077,244	\$118,764,250	\$15,312,994	6.1	115
Special Food Services	7223	\$33,194,691	\$27,531,038	\$5,663,653	9.3	22
Drinking Places - Alcoholic Beverages	7224	\$13,053,271	\$20,776,842	\$-7,723,571	-22.8	123

**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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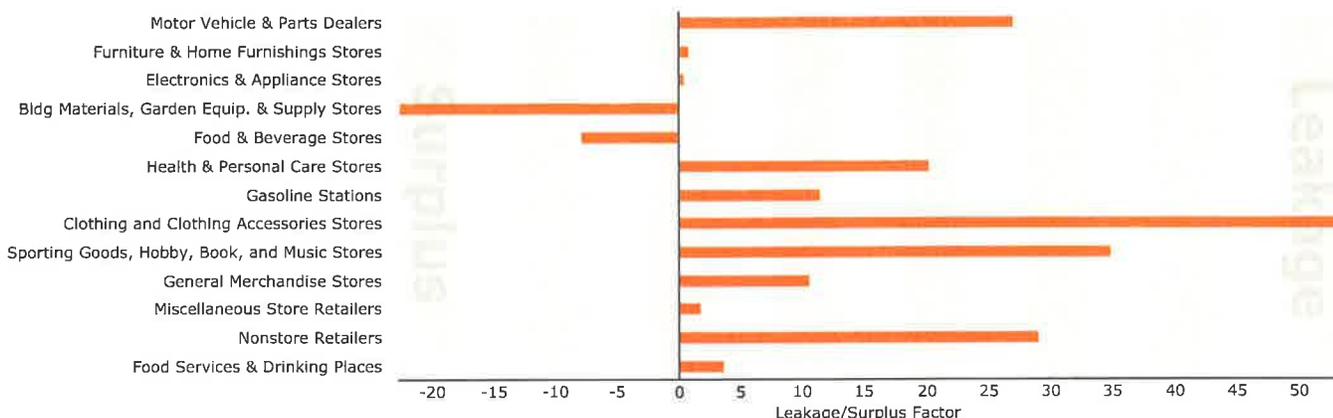


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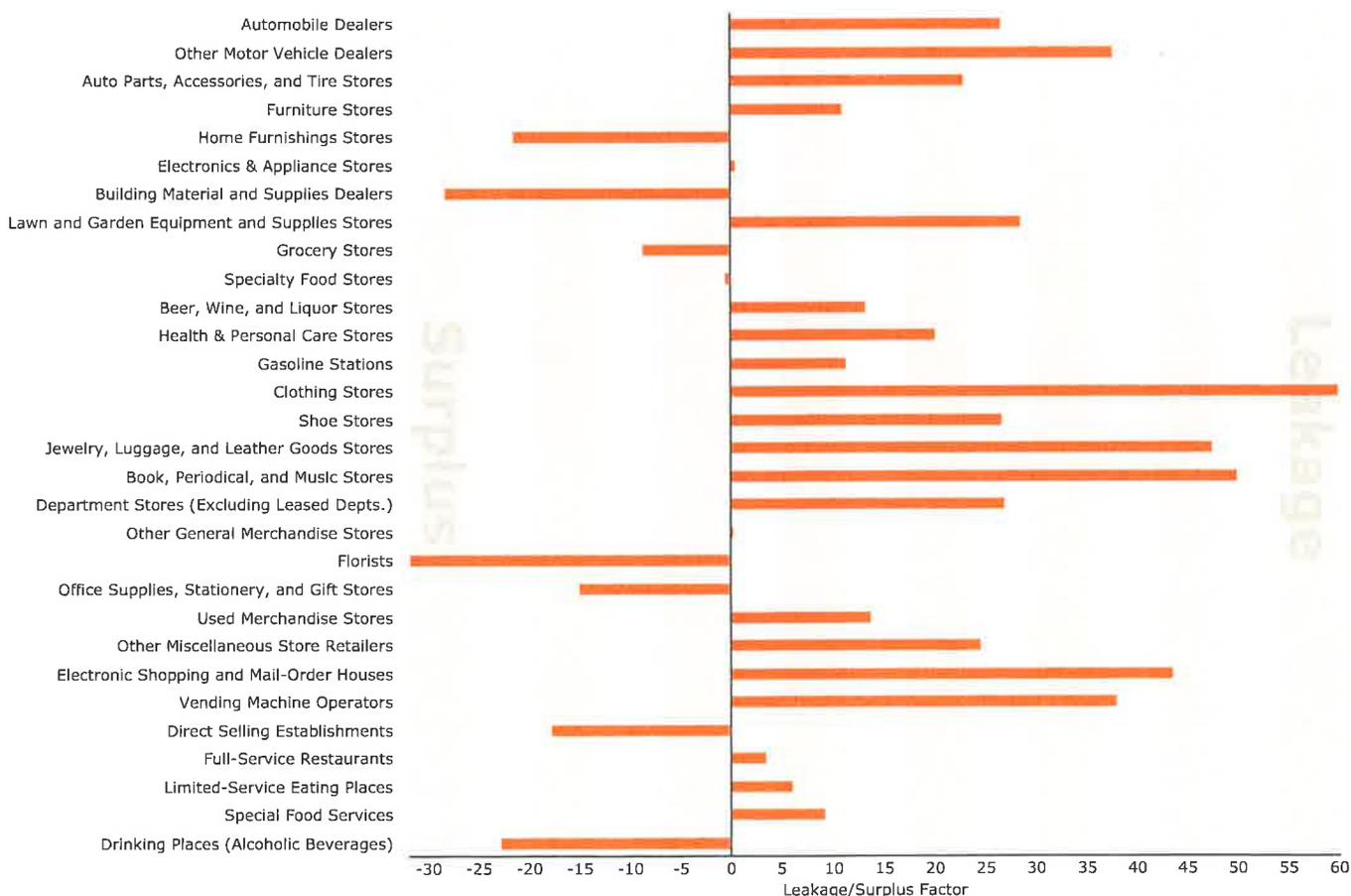
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

July 10, 2012



# Retail MarketPlace Profile

Darboy Community Park  
 N9334 Noe Rd, Appleton, WI, 54915  
 Drive Time: 30 minutes

Latitude: 44.22992  
 Longitude: -88.33304

## Summary Demographics

2010 Population	405,800
2010 Households	158,357
2010 Median Disposable Income	\$47,272
2010 Per Capita Income	\$27,843

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	\$4,153,006,410	\$4,816,888,686	\$-663,882,276	-7.4	3,557
Total Retail Trade	44-45	\$3,531,092,869	\$4,130,894,453	\$-599,801,584	-7.8	2,424
Total Food & Drink	722	\$621,913,541	\$685,994,233	\$-64,080,692	-4.9	1,134

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$858,233,814	\$844,870,235	\$13,363,580	0.8	286
Automobile Dealers	4411	\$716,278,314	\$708,132,748	\$8,145,566	0.6	126
Other Motor Vehicle Dealers	4412	\$67,133,540	\$59,137,394	\$7,996,146	6.3	63
Auto Parts, Accessories & Tire Stores	4413	\$74,821,960	\$77,600,093	\$-2,778,133	-1.8	97
Furniture & Home Furnishings Stores	442	\$102,673,356	\$157,395,402	\$-54,722,046	-21.0	179
Furniture Stores	4421	\$73,432,132	\$106,144,695	\$-32,712,562	-18.2	78
Home Furnishings Stores	4422	\$29,241,224	\$51,250,707	\$-22,009,483	-27.3	101
Electronics & Appliance Stores	4431	\$122,594,090	\$113,916,643	\$8,677,447	3.7	170
Bldg Materials, Garden Equip. & Supply Stores	444	\$130,997,537	\$191,454,886	\$-60,457,349	-18.7	243
Bldg Material & Supplies Dealers	4441	\$112,027,044	\$174,423,851	\$-62,396,807	-21.8	194
Lawn & Garden Equip & Supply Stores	4442	\$18,970,493	\$17,031,035	\$1,939,458	5.4	49
Food & Beverage Stores	445	\$721,612,455	\$759,771,186	\$-38,158,732	-2.6	181
Grocery Stores	4451	\$672,574,614	\$707,460,214	\$-34,885,600	-2.5	91
Specialty Food Stores	4452	\$20,589,326	\$21,965,411	\$-1,376,085	-3.2	65
Beer, Wine & Liquor Stores	4453	\$28,448,515	\$30,345,561	\$-1,897,046	-3.2	25
Health & Personal Care Stores	446,4461	\$130,458,998	\$118,217,033	\$12,241,965	4.9	167
Gasoline Stations	447,4471	\$626,748,183	\$630,725,055	\$-3,976,872	-0.3	165
Clothing & Clothing Accessories Stores	448	\$125,050,576	\$133,511,313	\$-8,460,737	-3.3	305
Clothing Stores	4481	\$90,919,274	\$105,392,419	\$-14,473,145	-7.4	199
Shoe Stores	4482	\$13,778,639	\$14,858,217	\$-1,079,578	-3.8	54
Jewelry, Luggage & Leather Goods Stores	4483	\$20,352,663	\$13,260,678	\$7,091,986	21.1	52
Sporting Goods, Hobby, Book & Music Stores	451	\$55,170,194	\$57,927,514	\$-2,757,320	-2.4	206
Sporting Goods/Hobby/Musical Instr Stores	4511	\$34,250,615	\$43,724,437	\$-9,473,822	-12.1	166
Book, Periodical & Music Instr	4512	\$20,919,579	\$14,203,077	\$6,716,501	19.1	40
General Merchandise Stores	452	\$488,350,603	\$971,848,110	\$-483,497,507	-33.1	86
Department Stores Excluding Leased Depts.	4521	\$212,450,257	\$327,823,281	\$-115,373,024	-21.4	43
Other General Merchandise Stores	4529	\$275,900,346	\$644,024,829	\$-368,124,483	-40.0	43
Miscellaneous Store Retailers	453	\$78,945,025	\$72,495,048	\$6,449,977	4.3	400
Florists	4531	\$5,140,217	\$6,073,510	\$-933,293	-8.3	52
Office Supplies, Stationery & Gift Stores	4532	\$27,171,210	\$29,616,277	\$-2,445,066	-4.3	130
Used Merchandise Stores	4533	\$18,756,658	\$12,319,717	\$6,436,941	20.7	75
Other Miscellaneous Store Retailers	4539	\$27,876,941	\$24,485,545	\$3,391,396	6.5	143
Nonstore Retailers	454	\$90,258,038	\$78,762,028	\$11,496,011	6.8	37
Electronic Shopping & Mail-Order Houses	4541	\$48,886,582	\$16,360,867	\$32,525,715	49.8	8
Vending Machine Operators	4542	\$21,296,009	\$28,740,173	\$-7,444,165	-14.9	13
Direct Selling Establishments	4543	\$20,075,448	\$33,660,987	\$-13,585,540	-25.3	15
Food Services & Drinking Places	722	\$621,913,541	\$685,994,233	\$-64,080,692	-4.9	1,134
Full-Service Restaurants	7221	\$210,506,379	\$217,179,604	\$-6,673,225	-1.6	484
Limited-Service Eating Places	7222	\$300,300,728	\$327,524,163	\$-27,223,435	-4.3	312
Special Food Services	7223	\$79,688,742	\$96,008,352	\$-16,319,610	-9.3	58
Drinking Places - Alcoholic Beverages	7224	\$31,417,692	\$45,282,114	\$-13,864,422	-18.1	279

**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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Made with Esri Business Analyst

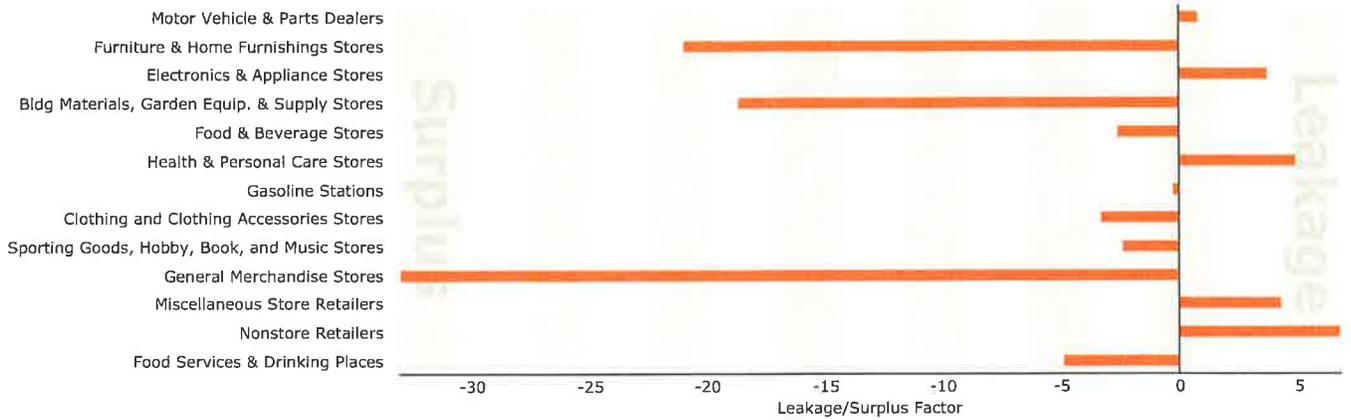


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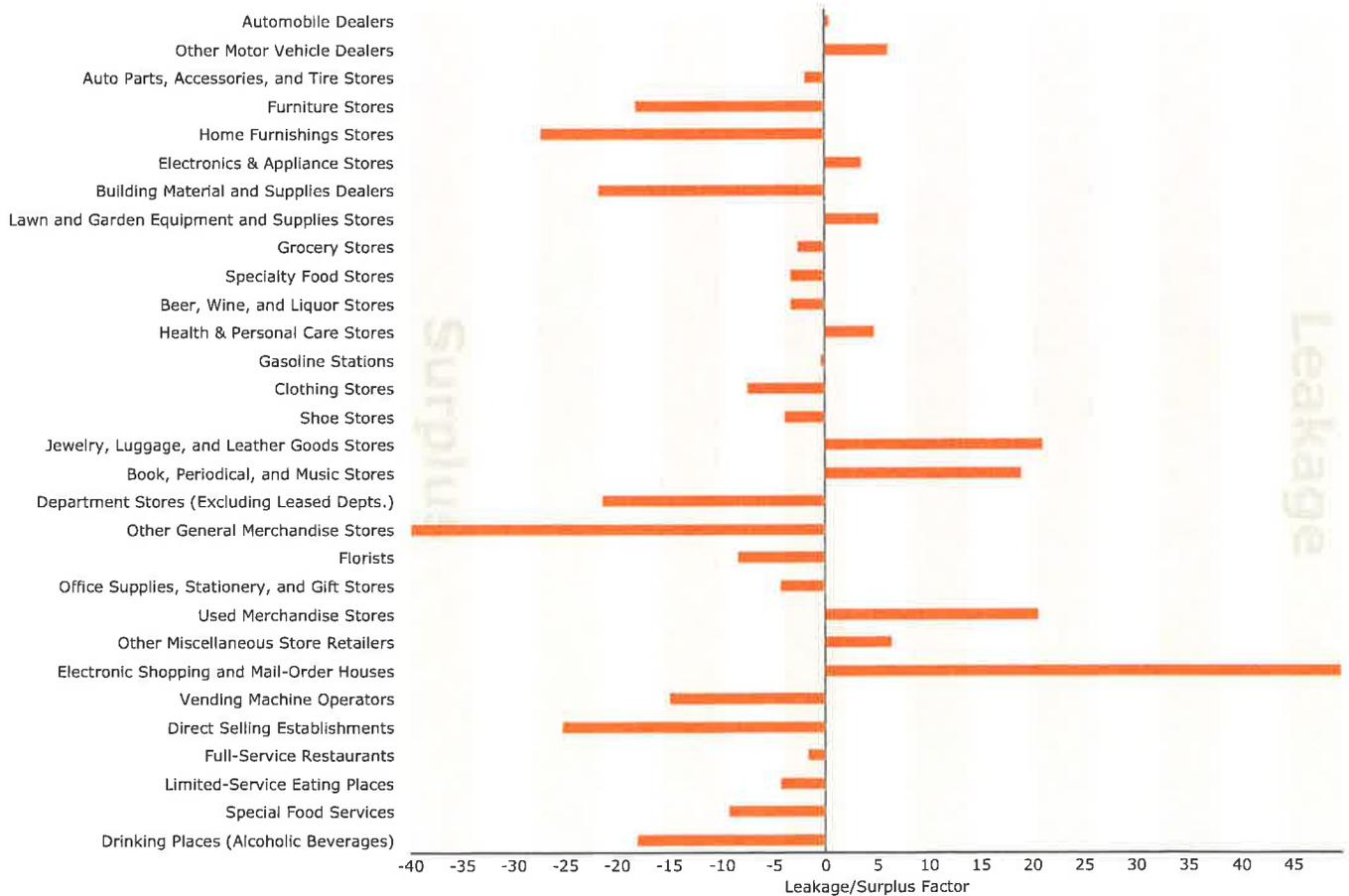
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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