



# Retail MarketPlace Profile

Prepared by Wisconsin Main Street

Latitude: 44.447494

Longitude: -88.07182

Radius: 1.0 miles

441 Main Ave  
De Pere, WI 54115

Site Type: Radius

## Summary Demographics

2007 Population	9,314
2007 Households	3,588
2007 Median Disposable Income	\$37,664
2007 Per Capita Income	\$28,231

## Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$179,365,552	\$95,260,686	-\$84,104,866	-30.6	117
Total Retail Trade (NAICS 44-45)	\$147,298,681	\$81,358,604	-\$65,940,077	-28.8	68
Total Food & Drink (NAICS 722)	\$32,066,871	\$13,902,082	-\$18,164,789	-39.5	49

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$55,842,146	\$21,634,424	-\$34,207,722	-44.2	9
Automobile Dealers (NAICS 4411)	\$52,817,033	\$18,741,347	-\$34,075,686	-47.6	4
Other Motor Vehicle Dealers (NAICS 4412)	\$1,669,879	\$1,787,173	\$117,294	3.4	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,355,234	\$1,105,904	-\$249,330	-10.1	3
Furniture & Home Furnishings Stores (NAICS 442)	\$2,082,318	\$3,055,043	\$972,725	18.9	4
Furniture Stores (NAICS 4421)	\$598,125	\$1,688,559	\$1,090,434	47.7	0
Home Furnishings Stores (NAICS 4422)	\$1,484,193	\$1,366,484	-\$117,709	-4.1	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,860,423	\$2,799,538	\$939,115	20.2	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,314,707	\$2,965,035	\$650,328	12.3	3
Building Material and Supplies Dealers (NAICS 4441)	\$2,172,542	\$2,632,047	\$459,505	9.6	2
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$142,165	\$332,988	\$190,823	40.2	1
Food & Beverage Stores (NAICS 445)	\$12,339,985	\$16,846,153	\$4,506,168	15.4	6
Grocery Stores (NAICS 4451)	\$9,865,052	\$14,866,086	\$5,001,034	20.2	1
Specialty Food Stores (NAICS 4452)	\$1,306,626	\$1,222,227	-\$84,399	-3.3	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,168,307	\$757,840	-\$410,467	-21.3	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$3,132,031	\$3,307,227	\$175,196	2.7	3
Gasoline Stations (NAICS 447/NAICS 4471)	\$28,553,323	\$11,943,452	-\$16,609,871	-41.0	6
Clothing and Clothing Accessories Stores (NAICS 448)	\$6,279,796	\$5,300,735	-\$979,061	-8.5	12
Clothing Stores (NAICS 4481)	\$3,700,803	\$4,129,372	\$428,569	5.5	7
Shoe Stores (NAICS 4482)	\$1,060,117	\$683,518	-\$376,599	-21.6	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,518,876	\$487,845	-\$1,031,031	-51.4	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,453,863	\$1,504,802	-\$949,061	-24.0	6
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,826,794	\$774,526	-\$1,052,268	-40.5	5
Book, Periodical, and Music Stores (NAICS 4512)	\$627,069	\$730,276	\$103,207	7.6	1

**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 *info* USA®.



# Retail MarketPlace Profile

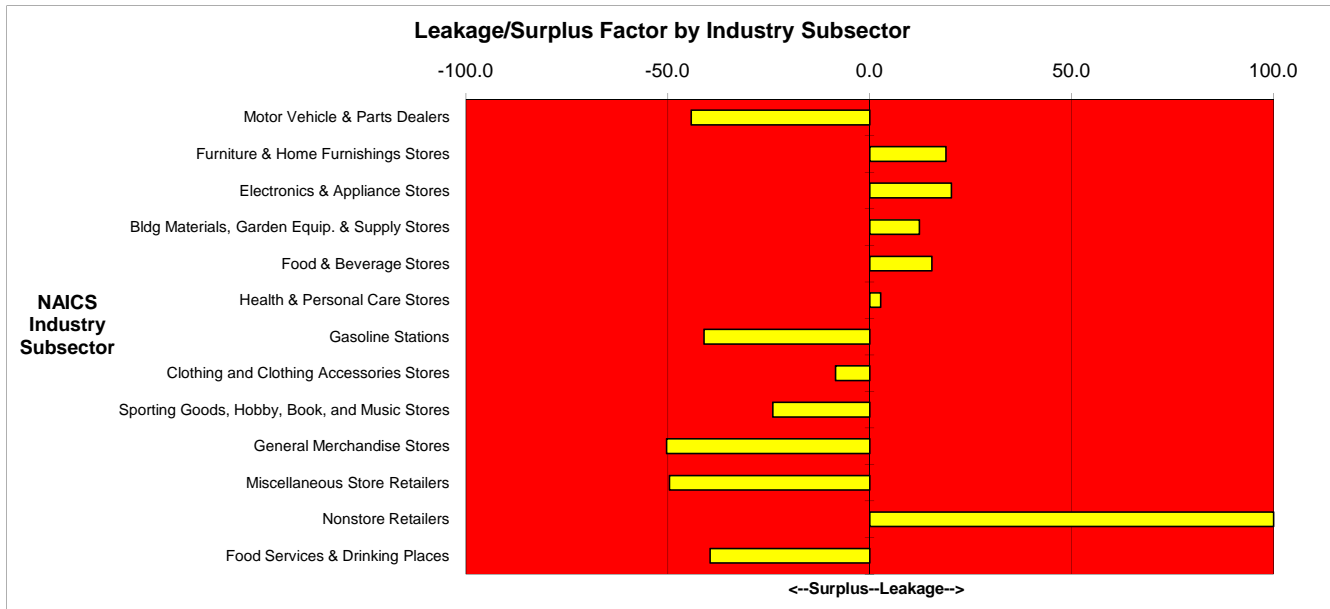
Prepared by Wisconsin Main Street

441 Main Ave  
De Pere, WI 54115

Site Type: Radius

Latitude: 44.447494  
Longitude: -88.07182  
Radius: 1.0 miles

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$27,807,833	\$9,186,597	-\$18,621,236	-50.3	2
Department Stores Excluding Leased Depts. (NAICS 4521)	\$14,649,813	\$6,709,458	-\$7,940,355	-37.2	1
Other General Merchandise Stores (NAICS 4529)	\$13,158,020	\$2,477,139	-\$10,680,881	-68.3	1
Miscellaneous Store Retailers (NAICS 453)	\$4,632,256	\$1,561,848	-\$3,070,408	-49.6	11
Florists (NAICS 4531)	\$257,837	\$106,227	-\$151,610	-41.6	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$536,350	\$732,977	\$196,627	15.5	4
Used Merchandise Stores (NAICS 4533)	\$3,247,552	\$176,111	-\$3,071,441	-89.7	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$590,517	\$546,533	-\$43,984	-3.9	2
Nonstore Retailers (NAICS 454)	\$0	\$1,253,750	\$1,253,750	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$327,434	\$327,434	100.0	0
Vending Machine Operators (NAICS 4542)	\$0	\$178,904	\$178,904	100.0	0
Direct Selling Establishments (NAICS 4543)	\$0	\$747,412	\$747,412	100.0	0
Food Services & Drinking Places (NAICS 722)	\$32,066,871	\$13,902,082	-\$18,164,789	-39.5	49
Full-Service Restaurants (NAICS 7221)	\$14,422,223	\$4,258,048	-\$10,164,175	-54.4	3
Limited-Service Eating Places (NAICS 7222)	\$10,039,138	\$6,060,641	-\$3,978,497	-24.7	31
Special Food Services (NAICS 7223)	\$2,547,328	\$2,233,383	-\$313,945	-6.6	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,058,182	\$1,350,010	-\$3,708,172	-57.9	12



Source: ESRI and infoUSA®.

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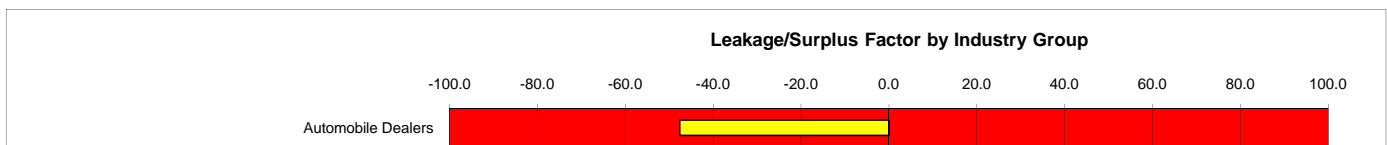
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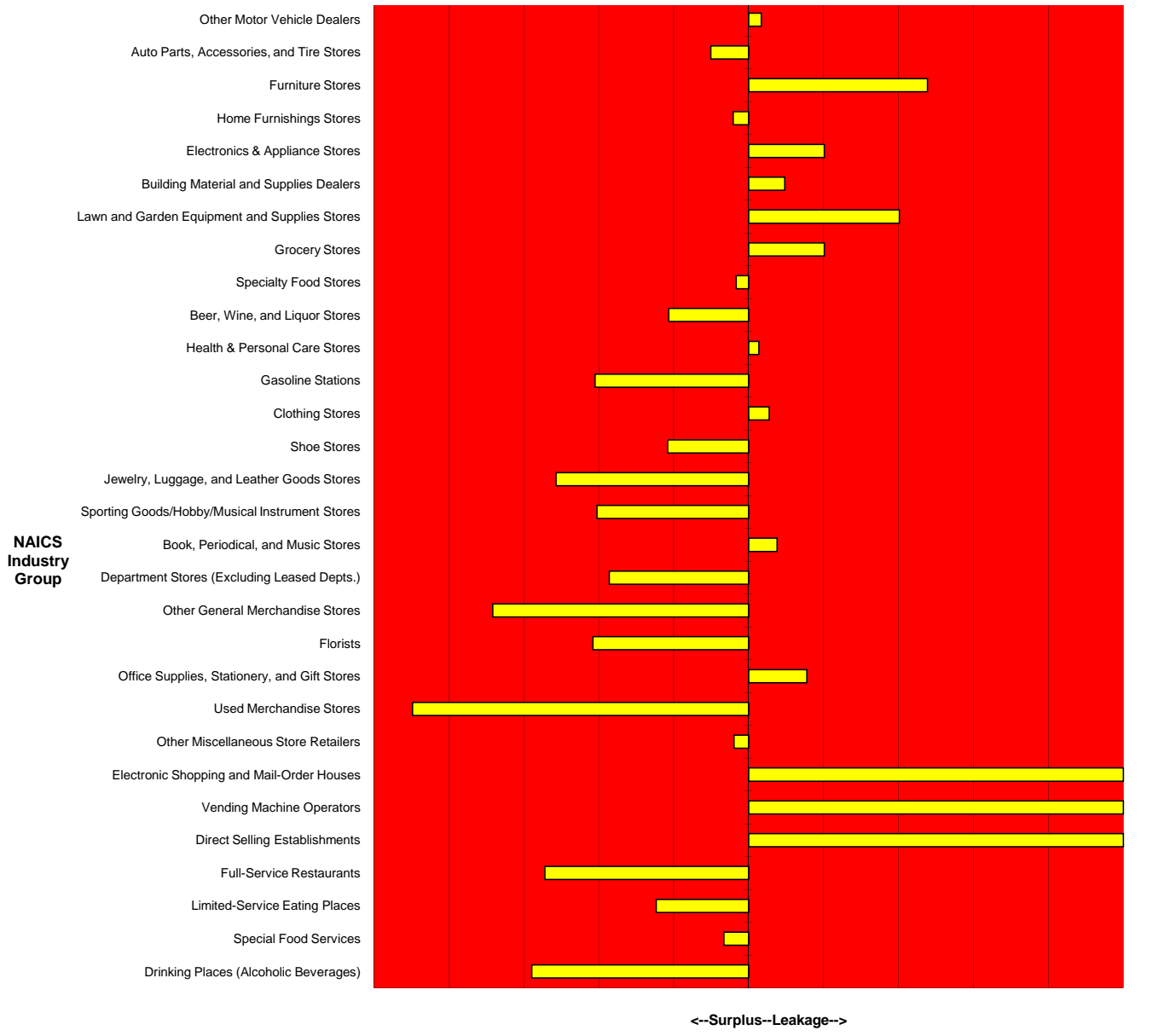
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Radius: 1.0 miles





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# Retail MarketPlace Profile

Prepared by Wisconsin Main Street

Latitude: 44.447494

Longitude: -88.07182

Radius: 3.0 miles

441 Main Ave  
De Pere, WI 54115

Site Type: Radius

## Summary Demographics

2007 Population	42,727
2007 Households	16,180
2007 Median Disposable Income	\$47,622
2007 Per Capita Income	\$32,840

## Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$736,421,510	\$533,026,439	-\$203,395,071	-16.0	438
Total Retail Trade (NAICS 44-45)	\$653,679,202	\$456,776,117	-\$196,903,085	-17.7	304
Total Food & Drink (NAICS 722)	\$82,742,308	\$76,250,322	-\$6,491,986	-4.1	134

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$217,483,033	\$124,772,923	-\$92,710,110	-27.1	35
Automobile Dealers (NAICS 4411)	\$190,934,521	\$107,405,583	-\$83,528,938	-28.0	17
Other Motor Vehicle Dealers (NAICS 4412)	\$10,970,694	\$11,171,828	\$201,134	0.9	7
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$15,577,818	\$6,195,512	-\$9,382,306	-43.1	11
Furniture & Home Furnishings Stores (NAICS 442)	\$37,536,870	\$18,058,562	-\$19,478,308	-35.0	32
Furniture Stores (NAICS 4421)	\$23,550,456	\$9,977,129	-\$13,573,327	-40.5	14
Home Furnishings Stores (NAICS 4422)	\$13,986,414	\$8,081,433	-\$5,904,981	-26.8	18
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$17,858,789	\$15,568,304	-\$2,290,485	-6.9	23
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$33,525,523	\$18,539,471	-\$14,986,052	-28.8	24
Building Material and Supplies Dealers (NAICS 4441)	\$30,695,173	\$16,466,068	-\$14,229,105	-30.2	21
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,830,350	\$2,073,403	-\$756,947	-15.4	3
Food & Beverage Stores (NAICS 445)	\$49,801,297	\$91,763,808	\$41,962,511	29.6	26
Grocery Stores (NAICS 4451)	\$45,502,385	\$81,094,413	\$35,592,028	28.1	10
Specialty Food Stores (NAICS 4452)	\$2,140,083	\$6,664,649	\$4,524,566	51.4	12
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,158,829	\$4,004,746	\$1,845,917	29.9	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$23,026,428	\$18,163,624	-\$4,862,804	-11.8	13
Gasoline Stations (NAICS 447/NAICS 4471)	\$84,625,373	\$65,529,191	-\$19,096,182	-12.7	19
Clothing and Clothing Accessories Stores (NAICS 448)	\$37,652,128	\$29,240,922	-\$8,411,206	-12.6	45
Clothing Stores (NAICS 4481)	\$25,873,894	\$22,749,828	-\$3,124,066	-6.4	27
Shoe Stores (NAICS 4482)	\$3,991,580	\$3,677,905	-\$313,675	-4.1	6
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$7,786,654	\$2,813,189	-\$4,973,465	-46.9	12
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$20,577,211	\$7,990,912	-\$12,586,299	-44.1	26
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$14,736,845	\$4,370,653	-\$10,366,192	-54.3	22
Book, Periodical, and Music Stores (NAICS 4512)	\$5,840,366	\$3,620,259	-\$2,220,107	-23.5	4

**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 curr

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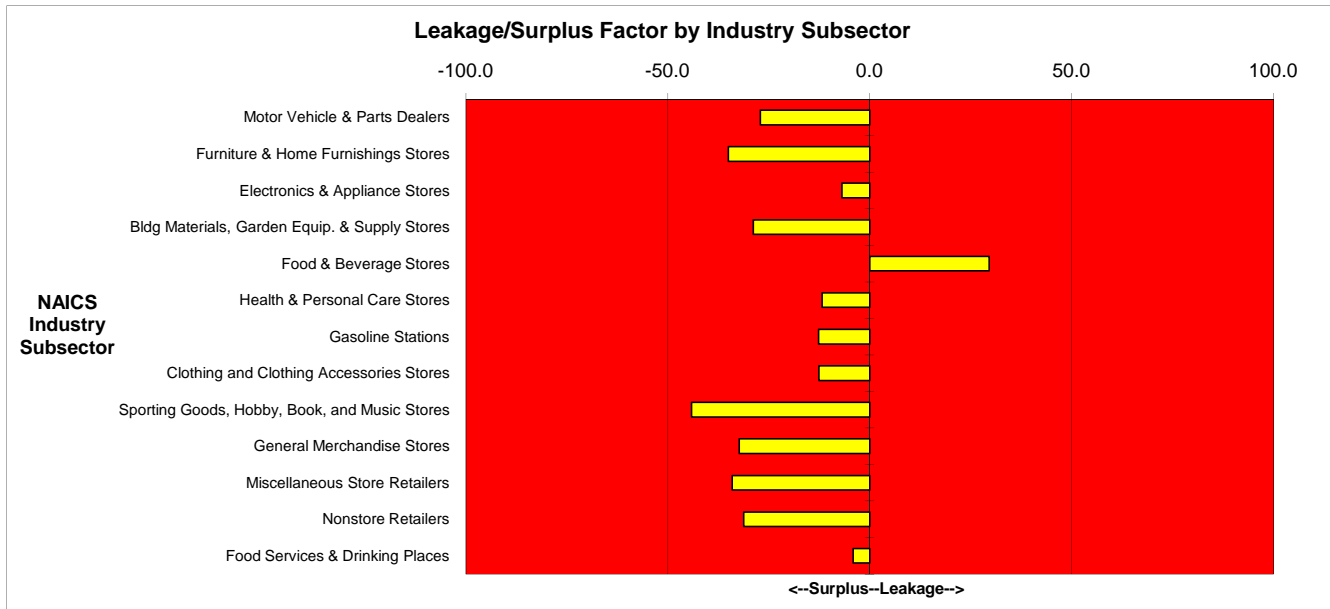
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Site Type: Radius

Latitude: 44.447494  
Longitude: -88.07182  
Radius: 3.0 miles

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$100,223,060	\$51,285,405	-\$48,937,655	-32.3	13
Department Stores Excluding Leased Depts. (NAICS 4521)	\$61,290,035	\$37,446,174	-\$23,843,861	-24.1	8
Other General Merchandise Stores (NAICS 4529)	\$38,933,025	\$13,839,231	-\$25,093,794	-47.6	5
Miscellaneous Store Retailers (NAICS 453)	\$18,058,361	\$8,878,138	-\$9,180,223	-34.1	47
Florists (NAICS 4531)	\$432,876	\$660,971	\$228,095	20.9	5
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$5,761,319	\$4,154,836	-\$1,606,483	-16.2	20
Used Merchandise Stores (NAICS 4533)	\$3,465,222	\$919,813	-\$2,545,409	-58.0	6
Other Miscellaneous Store Retailers (NAICS 4539)	\$8,398,944	\$3,142,518	-\$5,256,426	-45.5	16
Nonstore Retailers (NAICS 454)	\$13,311,129	\$6,984,857	-\$6,326,272	-31.2	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$1,806,497	\$1,806,497	100.0	0
Vending Machine Operators (NAICS 4542)	\$13,169,368	\$976,935	-\$12,192,433	-86.2	1
Direct Selling Establishments (NAICS 4543)	\$141,761	\$4,201,425	\$4,059,664	93.5	0
Food Services & Drinking Places (NAICS 722)	\$82,742,308	\$76,250,322	-\$6,491,986	-4.1	134
Full-Service Restaurants (NAICS 7221)	\$18,136,101	\$23,450,107	\$5,314,006	12.8	4
Limited-Service Eating Places (NAICS 7222)	\$42,957,571	\$33,181,084	-\$9,776,487	-12.8	103
Special Food Services (NAICS 7223)	\$12,182,037	\$12,230,971	\$48,934	0.2	7
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$9,466,599	\$7,388,160	-\$2,078,439	-12.3	20



Source: ESRI and infoUSA®.

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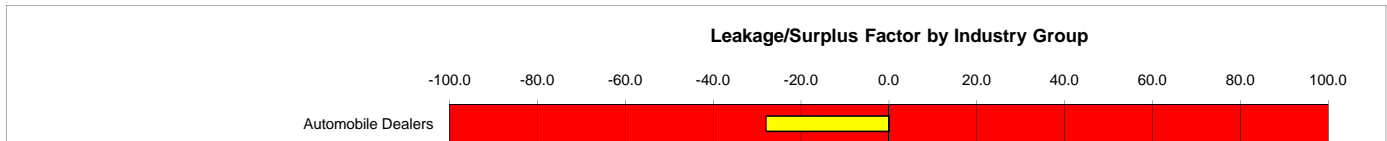
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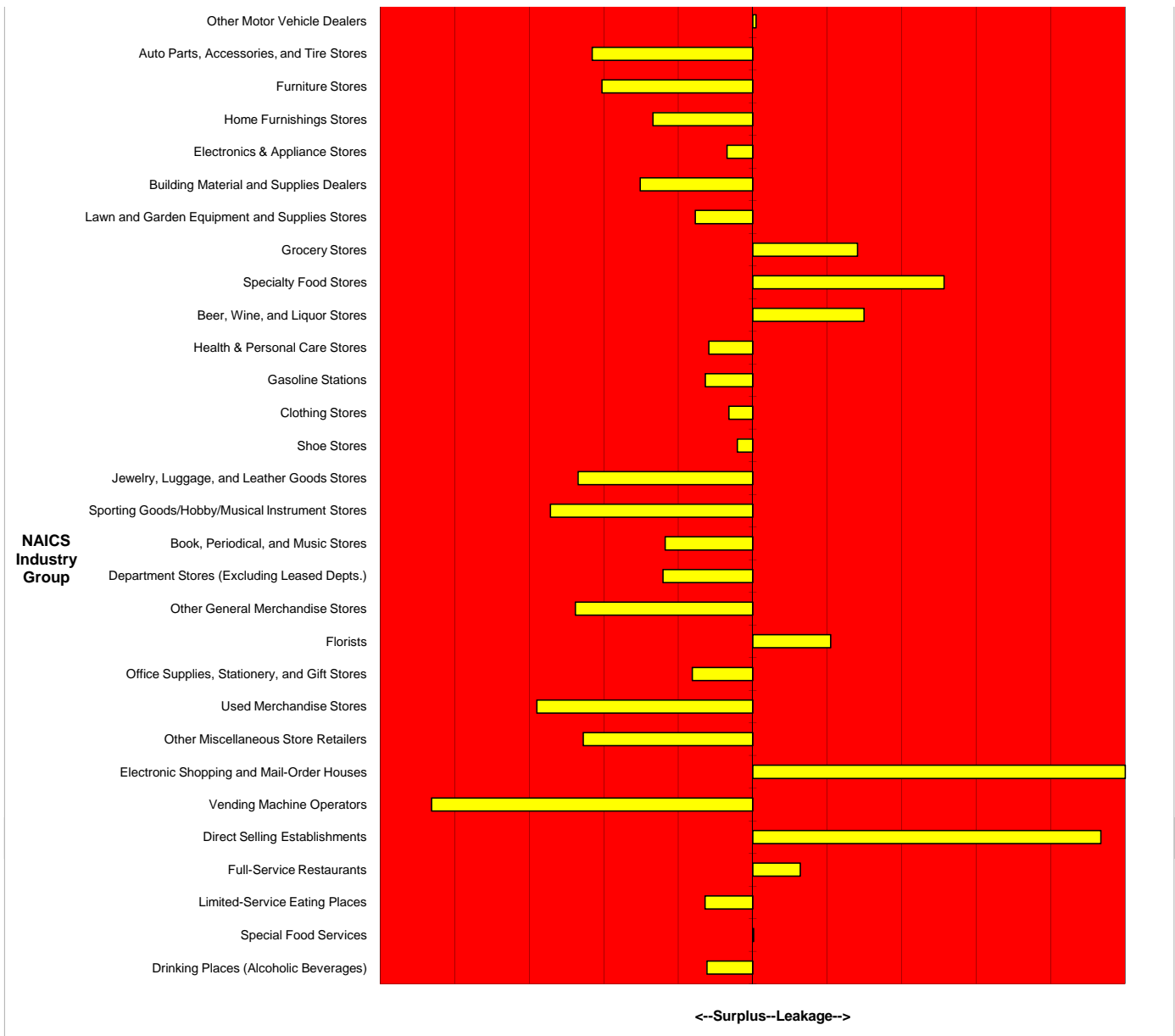
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# Retail MarketPlace Profile

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Latitude: 44.447494

Longitude: -88.07182

Radius: 5.0 miles

441 Main Ave  
De Pere, WI 54115

Site Type: Radius

## Summary Demographics

2007 Population	93,665
2007 Households	37,544
2007 Median Disposable Income	\$43,836
2007 Per Capita Income	\$30,806

## Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,498,606,820	\$1,133,068,386	-\$365,538,434	-13.9	885
Total Retail Trade (NAICS 44-45)	\$1,294,975,101	\$971,179,721	-\$323,795,380	-14.3	633
Total Food & Drink (NAICS 722)	\$203,631,719	\$161,888,665	-\$41,743,054	-11.4	252

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$295,908,691	\$263,408,401	-\$32,500,290	-5.8	62
Automobile Dealers (NAICS 4411)	\$258,306,704	\$226,909,640	-\$31,397,064	-6.5	29
Other Motor Vehicle Dealers (NAICS 4412)	\$18,449,137	\$23,472,608	\$5,023,471	12.0	14
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$19,152,850	\$13,026,153	-\$6,126,697	-19.0	19
Furniture & Home Furnishings Stores (NAICS 442)	\$52,778,859	\$37,951,303	-\$14,827,556	-16.3	49
Furniture Stores (NAICS 4421)	\$27,869,771	\$20,842,708	-\$7,027,063	-14.4	19
Home Furnishings Stores (NAICS 4422)	\$24,909,088	\$17,108,595	-\$7,800,493	-18.6	30
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$33,724,879	\$32,821,748	-\$903,131	-1.4	54
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$63,481,269	\$39,880,233	-\$23,601,036	-22.8	50
Building Material and Supplies Dealers (NAICS 4441)	\$59,929,735	\$35,358,485	-\$24,571,250	-25.8	43
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,551,534	\$4,521,748	\$970,214	12.0	7
Food & Beverage Stores (NAICS 445)	\$164,786,936	\$195,984,285	\$31,197,349	8.6	58
Grocery Stores (NAICS 4451)	\$155,649,611	\$173,268,536	\$17,618,925	5.4	24
Specialty Food Stores (NAICS 4452)	\$3,388,915	\$14,217,591	\$10,828,676	61.5	23
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,748,410	\$8,498,158	\$2,749,748	19.3	11
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$68,703,875	\$38,961,833	-\$29,742,042	-27.6	31
Gasoline Stations (NAICS 447/NAICS 4471)	\$214,655,338	\$140,165,326	-\$74,490,012	-21.0	40
Clothing and Clothing Accessories Stores (NAICS 448)	\$104,058,546	\$62,044,460	-\$42,014,086	-25.3	98
Clothing Stores (NAICS 4481)	\$80,127,706	\$48,339,639	-\$31,788,067	-24.7	65
Shoe Stores (NAICS 4482)	\$6,339,568	\$7,805,857	\$1,466,289	10.4	10
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$17,591,272	\$5,898,964	-\$11,692,308	-49.8	23
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$31,621,417	\$16,835,799	-\$14,785,618	-30.5	52
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$23,417,943	\$9,241,212	-\$14,176,731	-43.4	42
Book, Periodical, and Music Stores (NAICS 4512)	\$8,203,474	\$7,594,587	-\$608,887	-3.9	10

**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 curr

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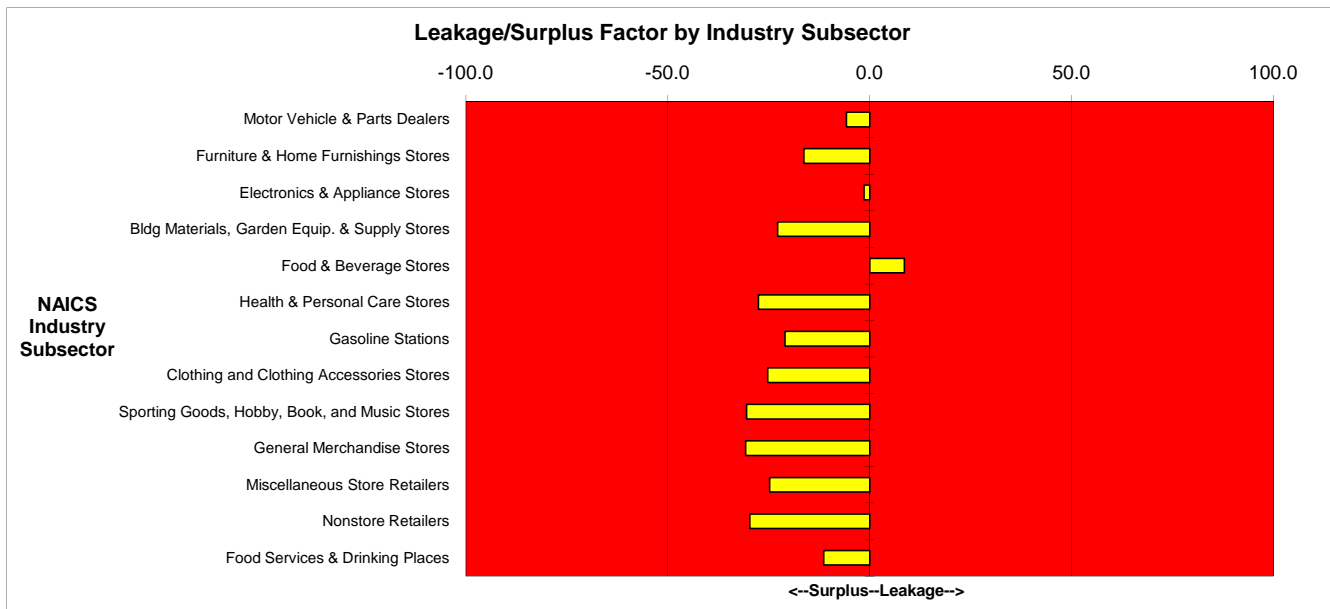
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 De Pere, WI 54115

Site Type: Radius

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$205,873,246	\$109,050,607	-\$96,822,639	-30.7	27
Department Stores Excluding Leased Depts. (NAICS 4521)	\$131,751,918	\$79,573,935	-\$52,177,983	-24.7	18
Other General Merchandise Stores (NAICS 4529)	\$74,121,328	\$29,476,672	-\$44,644,656	-43.1	9
Miscellaneous Store Retailers (NAICS 453)	\$31,341,418	\$18,869,123	-\$12,472,295	-24.8	106
Florists (NAICS 4531)	\$4,554,766	\$1,441,484	-\$3,113,282	-51.9	20
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$9,190,201	\$8,774,123	-\$416,078	-2.3	35
Used Merchandise Stores (NAICS 4533)	\$4,918,556	\$1,931,080	-\$2,987,476	-43.6	19
Other Miscellaneous Store Retailers (NAICS 4539)	\$12,677,895	\$6,722,436	-\$5,955,459	-30.7	32
Nonstore Retailers (NAICS 454)	\$28,040,627	\$15,206,603	-\$12,834,024	-29.7	6
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$3,836,548	\$3,836,548	100.0	0
Vending Machine Operators (NAICS 4542)	\$13,169,368	\$2,085,201	-\$11,084,167	-72.7	1
Direct Selling Establishments (NAICS 4543)	\$14,871,259	\$9,284,854	-\$5,586,405	-23.1	5
Food Services & Drinking Places (NAICS 722)	\$203,631,719	\$161,888,665	-\$41,743,054	-11.4	252
Full-Service Restaurants (NAICS 7221)	\$49,840,233	\$49,780,479	-\$59,754	-0.1	8
Limited-Service Eating Places (NAICS 7222)	\$79,545,135	\$70,436,259	-\$9,108,876	-6.1	188
Special Food Services (NAICS 7223)	\$55,546,374	\$25,960,404	-\$29,585,970	-36.3	13
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$18,699,977	\$15,711,523	-\$2,988,454	-8.7	43



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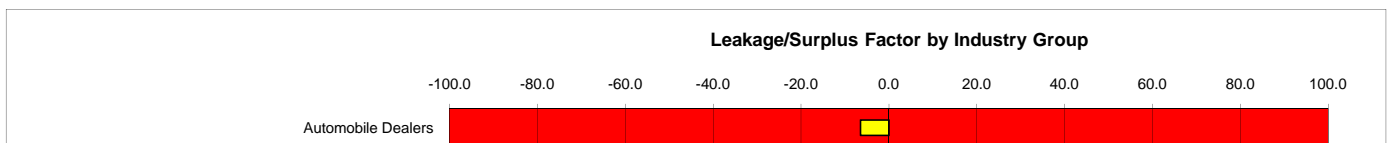


# Retail MarketPlace Profile

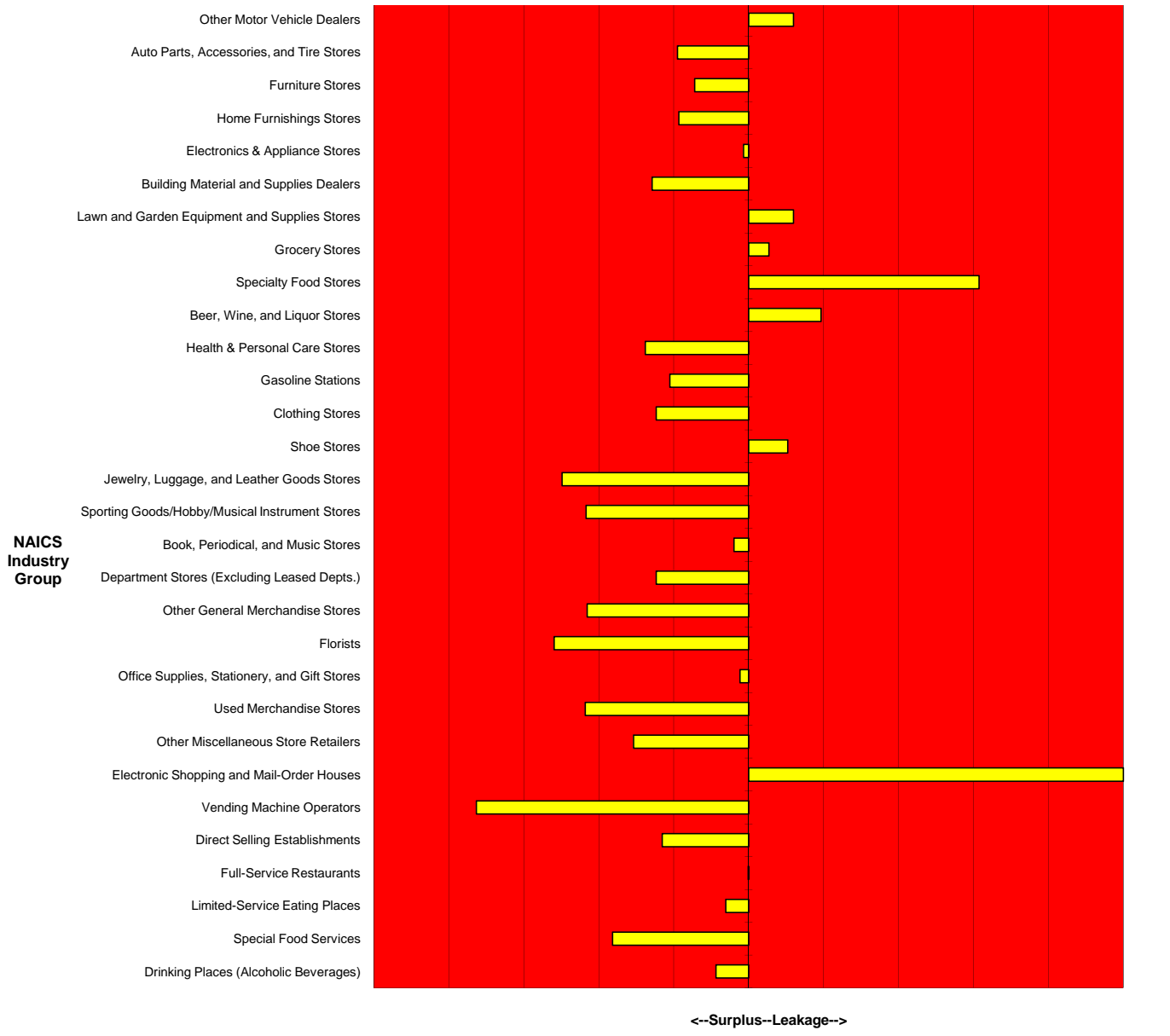
Prepared by Wisconsin Main Street  
 Latitude: 44.447494  
 Longitude: -88.07182  
 Radius: 5.0 miles

441 Main Ave  
 De Pere, WI 54115

Site Type: Radius







Source: ESRI and *infoUSA*®.

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