



# Retail MarketPlace Profile

Mauston, WI  
Ring: 5 mile radius

Latitude: 43.79574  
Longitude: -90.07255

## Summary Demographics

2010 Population	7,431
2010 Households	2,877
2010 Median Disposable Income	\$33,171
2010 Per Capita Income	\$20,944

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	\$58,244,402	\$97,473,583	-\$39,229,181	-25.2	78
Total Retail Trade	44-45	\$51,147,133	\$92,128,050	-\$40,980,917	-28.6	57
Total Food & Drink	722	\$7,097,268	\$5,345,533	\$1,751,735	14.1	21

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,758,953	\$7,191,227	\$4,567,726	24.1	8
Automobile Dealers	4411	\$9,957,619	\$5,058,890	\$4,898,730	32.6	2
Other Motor Vehicle Dealers	4412	\$1,216,092	\$1,548,265	-\$332,173	-12.0	3
Auto Parts, Accessories & Tire Stores	4413	\$585,242	\$584,073	\$1,169	0.1	4
Furniture & Home Furnishings Stores	442	\$1,772,276	\$1,289,295	\$482,980	15.8	5
Furniture Stores	4421	\$1,286,557	\$907,208	\$379,349	17.3	3
Home Furnishings Stores	4422	\$485,719	\$382,088	\$103,631	11.9	2
Electronics & Appliance Stores	4431	\$1,128,428	\$66,642	\$1,061,786	88.8	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,564,073	\$504,751	\$1,059,321	51.2	3
Bldg Material & Supplies Dealers	4441	\$1,536,406	\$504,751	\$1,031,654	50.5	3
Lawn & Garden Equip & Supply Stores	4442	\$27,667	\$0	\$27,667	100.0	0
Food & Beverage Stores	445	\$10,200,215	\$7,976,472	\$2,223,742	12.2	9
Grocery Stores	4451	\$9,906,296	\$6,951,542	\$2,954,754	17.5	4
Specialty Food Stores	4452	\$185,821	\$694,797	-\$508,975	-57.8	3
Beer, Wine & Liquor Stores	4453	\$108,097	\$330,133	-\$222,036	-50.7	2
Health & Personal Care Stores	446,4461	\$2,454,886	\$3,757,204	-\$1,302,318	-21.0	4
Gasoline Stations	447,4471	\$14,138,462	\$67,091,221	-\$52,952,760	-65.2	9
Clothing & Clothing Accessories Stores	448	\$804,693	\$148,279	\$656,414	68.9	2
Clothing Stores	4481	\$458,549	\$30,871	\$427,678	87.4	0
Shoe Stores	4482	\$97,340	\$51,242	\$46,098	31.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$248,805	\$66,166	\$182,639	58.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$599,161	\$275,000	\$324,161	37.1	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$480,193	\$201,410	\$278,783	40.9	6
Book, Periodical & Music Stores	4512	\$118,968	\$73,590	\$45,378	23.6	1
General Merchandise Stores	452	\$5,759,456	\$3,421,068	\$2,338,388	25.5	3
Department Stores Excluding Leased Depts.	4521	\$3,668,392	\$486,595	\$3,181,797	76.6	1
Other General Merchandise Stores	4529	\$2,091,064	\$2,934,473	-\$843,409	-16.8	1
Miscellaneous Store Retailers	453	\$685,294	\$406,889	\$278,405	25.5	8
Florists	4531	\$86,891	\$43,205	\$43,686	33.6	1
Office Supplies, Stationery & Gift Stores	4532	\$303,899	\$206,646	\$97,253	19.0	2
Used Merchandise Stores	4533	\$32,515	\$19,454	\$13,061	25.1	1
Other Miscellaneous Store Retailers	4539	\$261,989	\$137,585	\$124,404	31.1	3
Nonstore Retailers	454	\$281,237	\$0	\$281,237	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$109,119	\$0	\$109,119	100.0	0
Vending Machine Operators	4542	\$113,162	\$0	\$113,162	100.0	0
Direct Selling Establishments	4543	\$58,957	\$0	\$58,957	100.0	0
Food Services & Drinking Places	722	\$7,097,268	\$5,345,533	\$1,751,735	14.1	21
Full-Service Restaurants	7221	\$2,972,393	\$1,428,851	\$1,543,542	35.1	11
Limited-Service Eating Places	7222	\$3,539,711	\$3,666,645	-\$126,935	-1.8	5
Special Food Services	7223	\$26,115	\$0	\$26,115	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$559,049	\$250,036	\$309,013	38.2	6

**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

January 09, 2013

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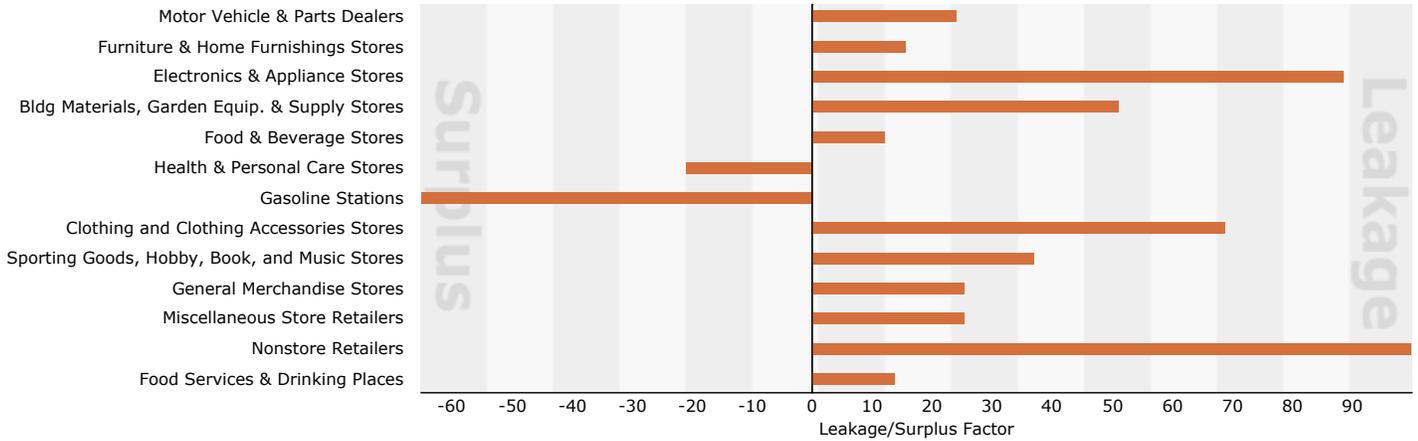


# Retail MarketPlace Profile

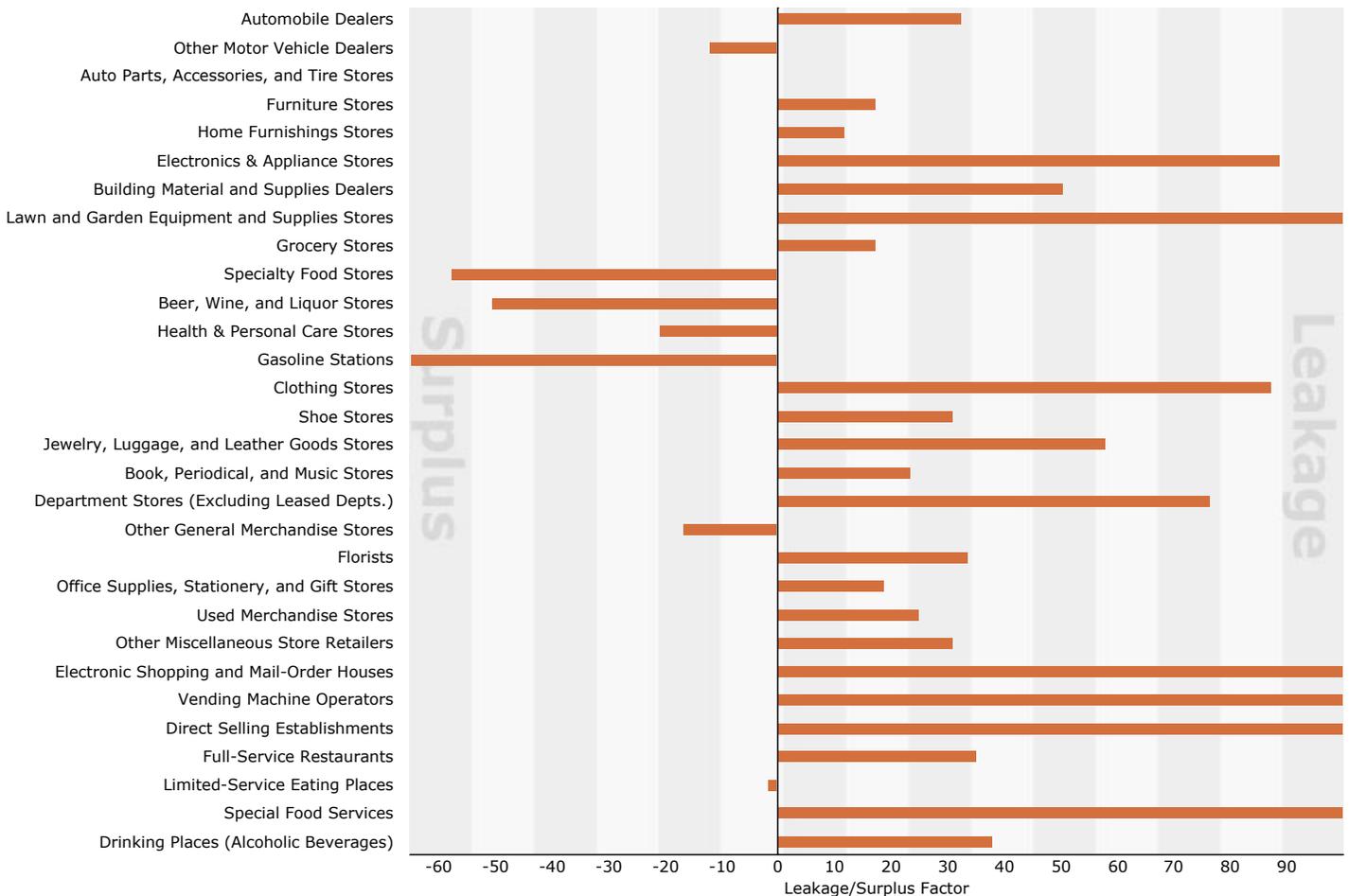
Mauston, WI  
 Ring: 5 mile radius

Latitude: 43.79574  
 Longitude: -90.07255

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

January 09, 2013



# Retail MarketPlace Profile

Mauston, WI  
Ring: 10 mile radius

Latitude: 43.79574  
Longitude: -90.07255

## Summary Demographics

2010 Population	14,256
2010 Households	5,620
2010 Median Disposable Income	\$33,665
2010 Per Capita Income	\$21,069

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	\$116,051,167	\$147,732,965	-\$31,681,798	-12.0	123
Total Retail Trade	44-45	\$102,056,833	\$140,960,843	-\$38,904,010	-16.0	88
Total Food & Drink	722	\$13,994,334	\$6,772,122	\$7,222,212	34.8	35

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$23,596,108	\$10,558,404	\$13,037,704	38.2	14
Automobile Dealers	4411	\$19,877,070	\$7,279,228	\$12,597,841	46.4	3
Other Motor Vehicle Dealers	4412	\$2,547,349	\$2,467,495	\$79,854	1.6	4
Auto Parts, Accessories & Tire Stores	4413	\$1,171,689	\$811,681	\$360,008	18.2	6
Furniture & Home Furnishings Stores	442	\$3,452,535	\$1,800,779	\$1,651,756	31.4	7
Furniture Stores	4421	\$2,489,866	\$1,315,589	\$1,174,277	30.9	4
Home Furnishings Stores	4422	\$962,669	\$485,190	\$477,479	33.0	3
Electronics & Appliance Stores	4431	\$2,245,079	\$328,851	\$1,916,228	74.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,188,010	\$837,294	\$2,350,716	58.4	8
Bldg Material & Supplies Dealers	4441	\$3,120,505	\$809,349	\$2,311,156	58.8	7
Lawn & Garden Equip & Supply Stores	4442	\$67,505	\$27,945	\$39,560	41.4	1
Food & Beverage Stores	445	\$20,378,879	\$22,845,587	-\$2,466,708	-5.7	13
Grocery Stores	4451	\$19,808,796	\$21,743,625	-\$1,934,829	-4.7	7
Specialty Food Stores	4452	\$362,023	\$771,829	-\$409,806	-36.1	4
Beer, Wine & Liquor Stores	4453	\$208,060	\$330,133	-\$122,073	-22.7	2
Health & Personal Care Stores	446,4461	\$4,901,039	\$4,189,813	\$711,226	7.8	5
Gasoline Stations	447,4471	\$28,128,629	\$92,281,506	-\$64,152,877	-53.3	14
Clothing & Clothing Accessories Stores	448	\$1,595,457	\$240,893	\$1,354,564	73.8	3
Clothing Stores	4481	\$919,886	\$123,485	\$796,401	76.3	1
Shoe Stores	4482	\$188,567	\$51,242	\$137,325	57.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$487,003	\$66,166	\$420,838	76.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,179,149	\$345,304	\$833,846	54.7	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$945,810	\$271,714	\$674,096	55.4	8
Book, Periodical & Music Stores	4512	\$233,340	\$73,590	\$159,750	52.0	1
General Merchandise Stores	452	\$11,458,447	\$6,887,717	\$4,570,731	24.9	4
Department Stores Excluding Leased Depts.	4521	\$7,253,353	\$1,534,784	\$5,718,569	65.1	2
Other General Merchandise Stores	4529	\$4,205,095	\$5,352,933	-\$1,147,838	-12.0	2
Miscellaneous Store Retailers	453	\$1,373,371	\$644,695	\$728,675	36.1	10
Florists	4531	\$176,593	\$98,141	\$78,452	28.6	2
Office Supplies, Stationery & Gift Stores	4532	\$595,335	\$298,125	\$297,210	33.3	3
Used Merchandise Stores	4533	\$72,202	\$21,154	\$51,047	54.7	1
Other Miscellaneous Store Retailers	4539	\$529,241	\$227,276	\$301,966	39.9	4
Nonstore Retailers	454	\$560,130	\$0	\$560,130	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$215,687	\$0	\$215,687	100.0	0
Vending Machine Operators	4542	\$222,801	\$0	\$222,801	100.0	0
Direct Selling Establishments	4543	\$121,641	\$0	\$121,641	100.0	0
Food Services & Drinking Places	722	\$13,994,334	\$6,772,122	\$7,222,212	34.8	35
Full-Service Restaurants	7221	\$5,952,473	\$2,222,713	\$3,729,760	45.6	17
Limited-Service Eating Places	7222	\$6,893,726	\$4,007,932	\$2,885,794	26.5	6
Special Food Services	7223	\$55,212	\$968	\$54,244	96.6	0
Drinking Places - Alcoholic Beverages	7224	\$1,092,923	\$540,509	\$552,414	33.8	11

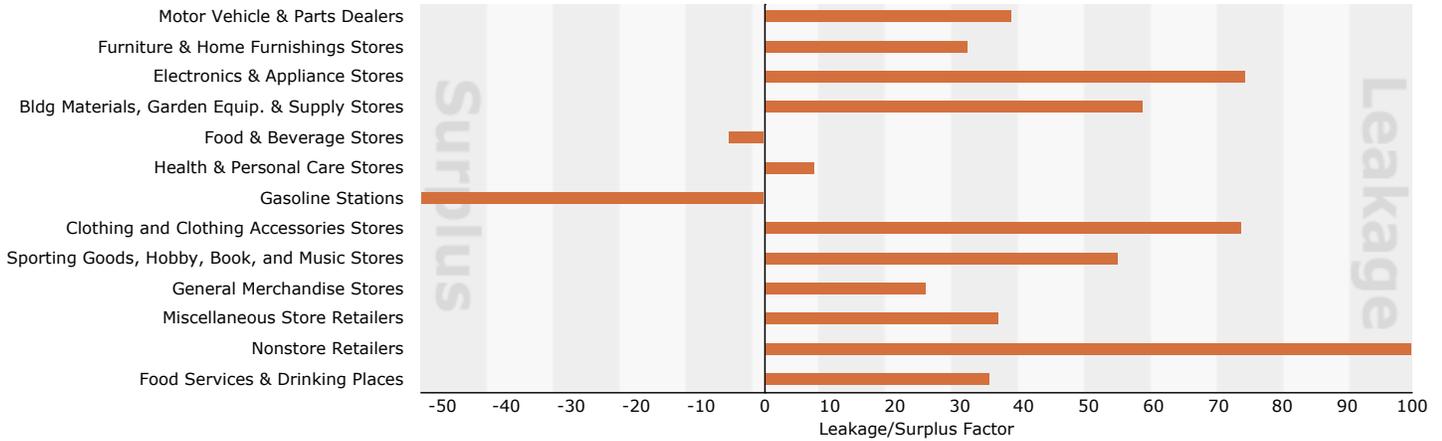
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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

January 09, 2013

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Mauston, WI  
Ring: 20 mile radius

Latitude: 43.79574  
Longitude: -90.07255

## Summary Demographics

2010 Population	66,115
2010 Households	26,265
2010 Median Disposable Income	\$34,920
2010 Per Capita Income	\$21,354

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	\$552,483,707	\$624,974,982	-\$72,491,275	-6.2	697
Total Retail Trade	44-45	\$481,021,460	\$520,749,169	-\$39,727,709	-4.0	451
Total Food & Drink	722	\$71,462,247	\$104,225,813	-\$32,763,566	-18.6	247

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$114,034,834	\$58,310,737	\$55,724,097	32.3	62
Automobile Dealers	4411	\$94,883,936	\$38,217,533	\$56,666,403	42.6	23
Other Motor Vehicle Dealers	4412	\$11,734,199	\$13,054,759	-\$1,320,560	-5.3	16
Auto Parts, Accessories & Tire Stores	4413	\$7,416,699	\$7,038,446	\$378,253	2.6	23
Furniture & Home Furnishings Stores	442	\$14,030,431	\$5,492,712	\$8,537,719	43.7	21
Furniture Stores	4421	\$9,489,163	\$2,835,719	\$6,653,444	54.0	8
Home Furnishings Stores	4422	\$4,541,268	\$2,656,993	\$1,884,275	26.2	13
Electronics & Appliance Stores	4431	\$12,243,023	\$4,223,586	\$8,019,437	48.7	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$18,347,465	\$18,719,523	-\$372,057	-1.0	54
Bldg Material & Supplies Dealers	4441	\$16,246,619	\$18,080,353	-\$1,833,734	-5.3	47
Lawn & Garden Equip & Supply Stores	4442	\$2,100,846	\$639,169	\$1,461,677	53.3	7
Food & Beverage Stores	445	\$97,569,013	\$93,621,839	\$3,947,175	2.1	59
Grocery Stores	4451	\$92,543,981	\$87,513,866	\$5,030,115	2.8	33
Specialty Food Stores	4452	\$3,205,832	\$2,882,051	\$323,781	5.3	17
Beer, Wine & Liquor Stores	4453	\$1,819,200	\$3,225,922	-\$1,406,722	-27.9	8
Health & Personal Care Stores	446,4461	\$19,572,112	\$14,718,602	\$4,853,510	14.2	17
Gasoline Stations	447,4471	\$116,957,725	\$252,098,863	-\$135,141,139	-36.6	46
Clothing & Clothing Accessories Stores	448	\$12,807,984	\$10,829,676	\$1,978,309	8.4	39
Clothing Stores	4481	\$9,442,690	\$9,453,846	-\$11,155	-0.1	27
Shoe Stores	4482	\$1,160,272	\$576,432	\$583,841	33.6	4
Jewelry, Luggage & Leather Goods Stores	4483	\$2,205,021	\$799,398	\$1,405,623	46.8	8
Sporting Goods, Hobby, Book & Music Stores	451	\$6,062,946	\$3,439,780	\$2,623,165	27.6	28
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,317,071	\$3,056,265	\$1,260,806	17.1	26
Book, Periodical & Music Stores	4512	\$1,745,875	\$383,515	\$1,362,360	64.0	2
General Merchandise Stores	452	\$58,905,286	\$50,587,528	\$8,317,758	7.6	20
Department Stores Excluding Leased Depts.	4521	\$36,606,737	\$19,895,261	\$16,711,476	29.6	8
Other General Merchandise Stores	4529	\$22,298,549	\$30,692,267	-\$8,393,718	-15.8	12
Miscellaneous Store Retailers	453	\$7,733,233	\$8,706,323	-\$973,090	-5.9	90
Florists	4531	\$591,016	\$507,963	\$83,053	7.6	8
Office Supplies, Stationery & Gift Stores	4532	\$2,748,632	\$4,865,854	-\$2,117,222	-27.8	38
Used Merchandise Stores	4533	\$905,276	\$998,351	-\$93,075	-4.9	19
Other Miscellaneous Store Retailers	4539	\$3,488,310	\$2,334,156	\$1,154,154	19.8	25
Nonstore Retailers	454	\$2,757,407	\$0	\$2,757,407	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,053,431	\$0	\$1,053,431	100.0	0
Vending Machine Operators	4542	\$736,613	\$0	\$736,613	100.0	0
Direct Selling Establishments	4543	\$967,363	\$0	\$967,363	100.0	0
Food Services & Drinking Places	722	\$71,462,247	\$104,225,813	-\$32,763,566	-18.6	247
Full-Service Restaurants	7221	\$37,024,680	\$56,979,003	-\$19,954,322	-21.2	122
Limited-Service Eating Places	7222	\$28,703,810	\$36,960,154	-\$8,256,344	-12.6	47
Special Food Services	7223	\$1,301,421	\$2,456,955	-\$1,155,534	-30.7	4
Drinking Places - Alcoholic Beverages	7224	\$4,432,336	\$7,829,701	-\$3,397,365	-27.7	75

**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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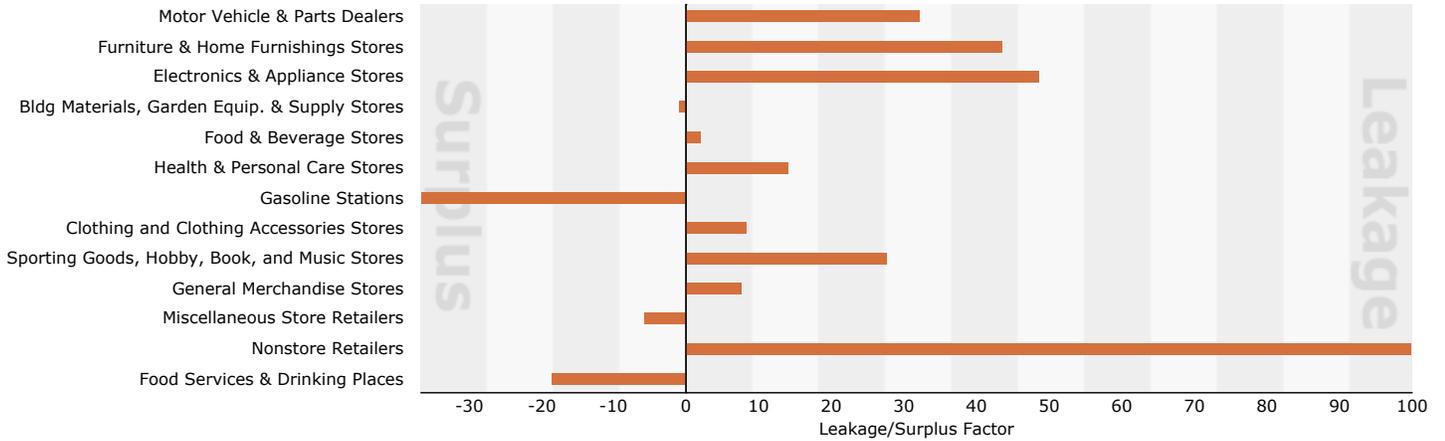


# Retail MarketPlace Profile

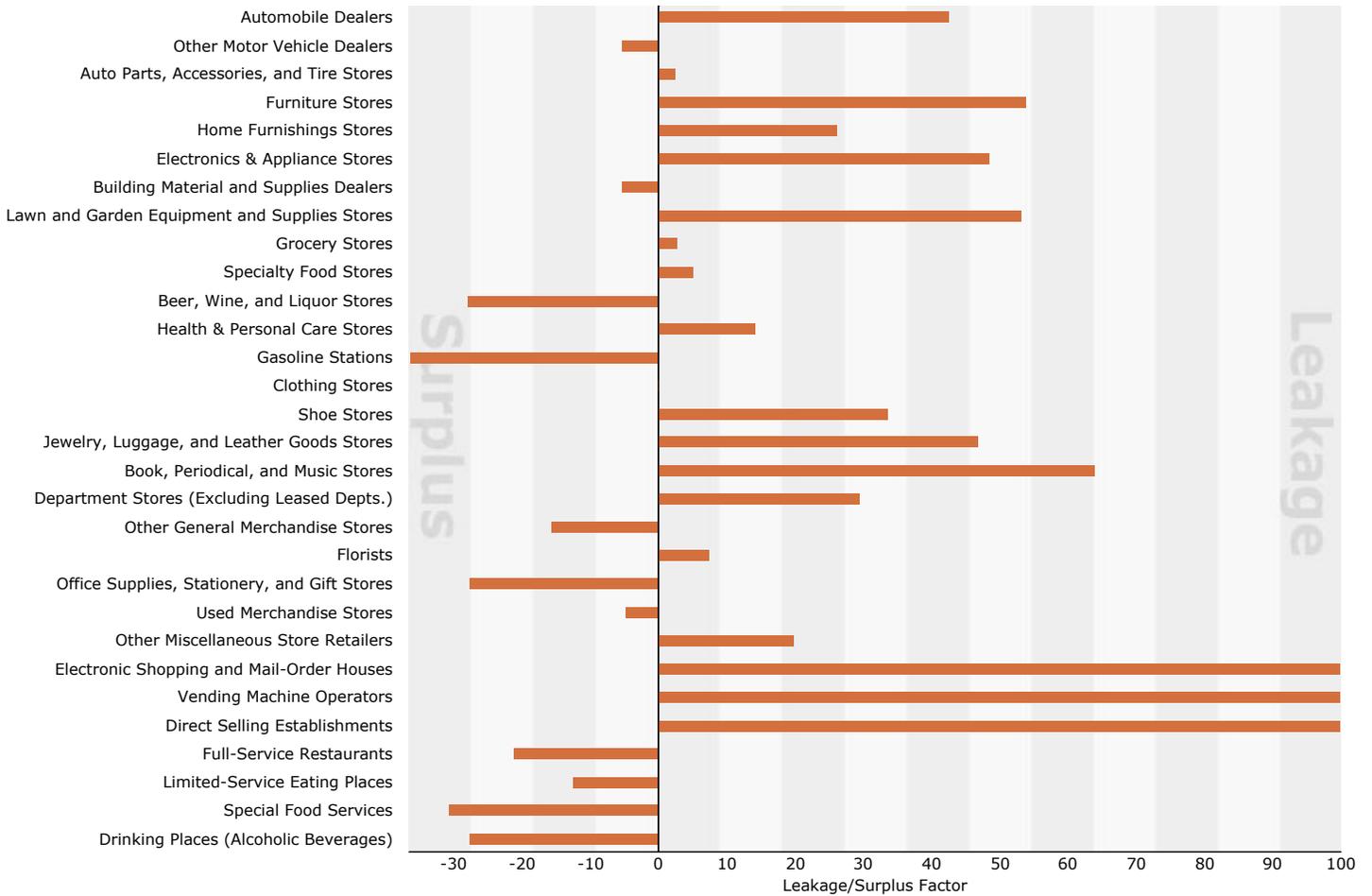
Mauston, WI  
Ring: 20 mile radius

Latitude: 43.79574  
Longitude: -90.07255

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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