

# Retail MarketPlace Profile

Main Street Fond du Lac  
1 N Main St, Fond du Lac, Wisconsin, 54935  
Ring: 1 mile radius

Latitude: 43.77897  
Longitude: -88.44691

## Summary Demographics

2014 Population	17,254
2014 Households	7,046
2014 Median Disposable Income	\$33,714
2014 Per Capita Income	\$19,971

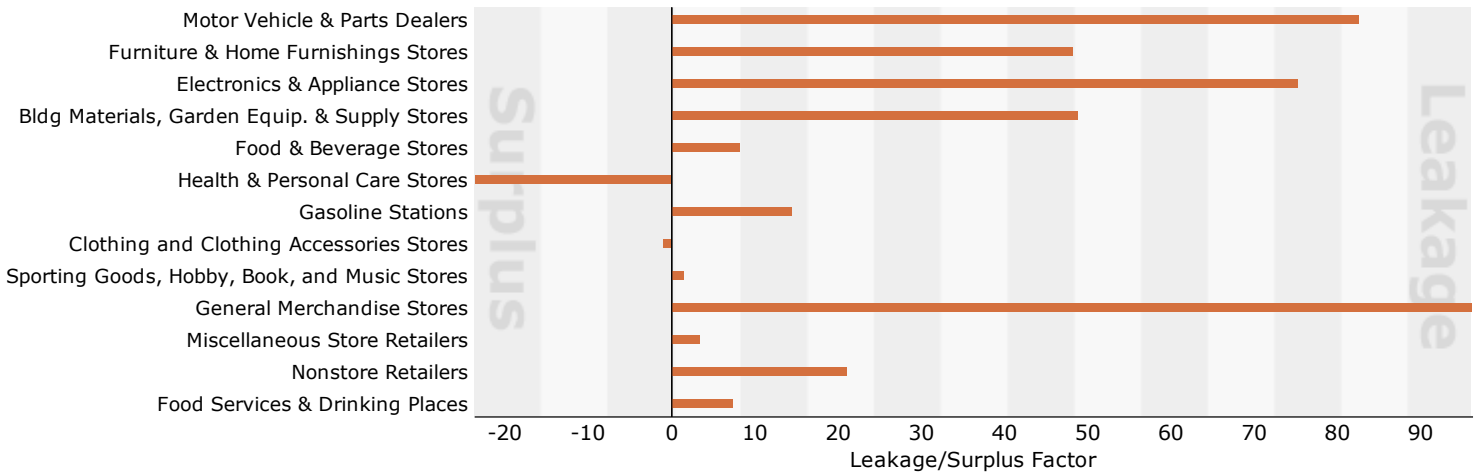
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$142,359,345	\$84,751,157	\$57,608,188	25.4	131
Total Retail Trade	44-45	\$128,255,467	\$72,646,889	\$55,608,578	27.7	91
Total Food & Drink	722	\$14,103,878	\$12,104,268	\$1,999,610	7.6	40

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,496,447	\$2,496,740	\$23,999,707	82.8	5
Automobile Dealers	4411	\$23,232,288	\$821,874	\$22,410,414	93.2	2
Other Motor Vehicle Dealers	4412	\$1,645,667	\$0	\$1,645,667	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,618,492	\$1,674,866	-\$56,374	-1.7	3
Furniture & Home Furnishings Stores	442	\$2,624,900	\$914,304	\$1,710,596	48.3	5
Furniture Stores	4421	\$1,652,136	\$534,761	\$1,117,375	51.1	2
Home Furnishings Stores	4422	\$972,765	\$379,544	\$593,221	43.9	3
Electronics & Appliance Stores	443	\$4,207,999	\$592,985	\$3,615,014	75.3	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,135,089	\$1,419,284	\$2,715,805	48.9	5
Bldg Material & Supplies Dealers	4441	\$3,361,787	\$1,419,284	\$1,942,503	40.6	5
Lawn & Garden Equip & Supply Stores	4442	\$773,302	\$0	\$773,302	100.0	0
Food & Beverage Stores	445	\$20,608,756	\$17,458,610	\$3,150,146	8.3	14
Grocery Stores	4451	\$19,111,241	\$14,828,911	\$4,282,330	12.6	10
Specialty Food Stores	4452	\$516,089	\$0	\$516,089	100.0	0
Beer, Wine & Liquor Stores	4453	\$981,426	\$2,567,119	-\$1,585,693	-44.7	3
Health & Personal Care Stores	446,4461	\$11,276,919	\$18,278,514	-\$7,001,595	-23.7	6
Gasoline Stations	447,4471	\$15,674,696	\$11,674,525	\$4,000,171	14.6	4
Clothing & Clothing Accessories Stores	448	\$6,839,463	\$6,989,373	-\$149,910	-1.1	8
Clothing Stores	4481	\$4,552,947	\$4,997,801	-\$444,854	-4.7	5
Shoe Stores	4482	\$1,212,710	\$156,799	\$1,055,911	77.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,073,807	\$1,834,773	-\$760,966	-26.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,864,041	\$2,773,018	\$91,023	1.6	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,177,881	\$2,040,613	\$137,268	3.3	8
Book, Periodical & Music Stores	4512	\$686,160	\$732,405	-\$46,245	-3.3	3
General Merchandise Stores	452	\$19,818,406	\$371,935	\$19,446,471	96.3	1
Department Stores Excluding Leased Depts.	4521	\$9,444,663	\$0	\$9,444,663	100.0	0
Other General Merchandise Stores	4529	\$10,373,743	\$77,018	\$10,296,725	98.5	1
Miscellaneous Store Retailers	453	\$2,776,362	\$2,586,640	\$189,722	3.5	25
Florists	4531	\$129,715	\$603,476	-\$473,761	-64.6	2
Office Supplies, Stationery & Gift Stores	4532	\$838,819	\$658,696	\$180,123	12.0	7
Used Merchandise Stores	4533	\$563,720	\$228,348	\$335,372	42.3	3
Other Miscellaneous Store Retailers	4539	\$1,244,108	\$1,096,121	\$147,987	6.3	12
Nonstore Retailers	454	\$10,932,389	\$7,090,959	\$3,841,430	21.3	3
Electronic Shopping & Mail-Order Houses	4541	\$9,349,848	\$7,023,745	\$2,326,103	14.2	1
Vending Machine Operators	4542	\$465,516	\$0	\$465,516	100.0	0
Direct Selling Establishments	4543	\$1,117,024	\$67,215	\$1,049,809	88.6	1
Food Services & Drinking Places	722	\$14,103,878	\$12,104,268	\$1,999,610	7.6	40
Full-Service Restaurants	7221	\$5,098,750	\$1,755,374	\$3,343,376	48.8	5
Limited-Service Eating Places	7222	\$7,397,609	\$7,407,019	-\$9,410	-0.1	10
Special Food Services	7223	\$648,220	\$0	\$648,220	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$959,299	\$2,941,875	-\$1,982,576	-50.8	25

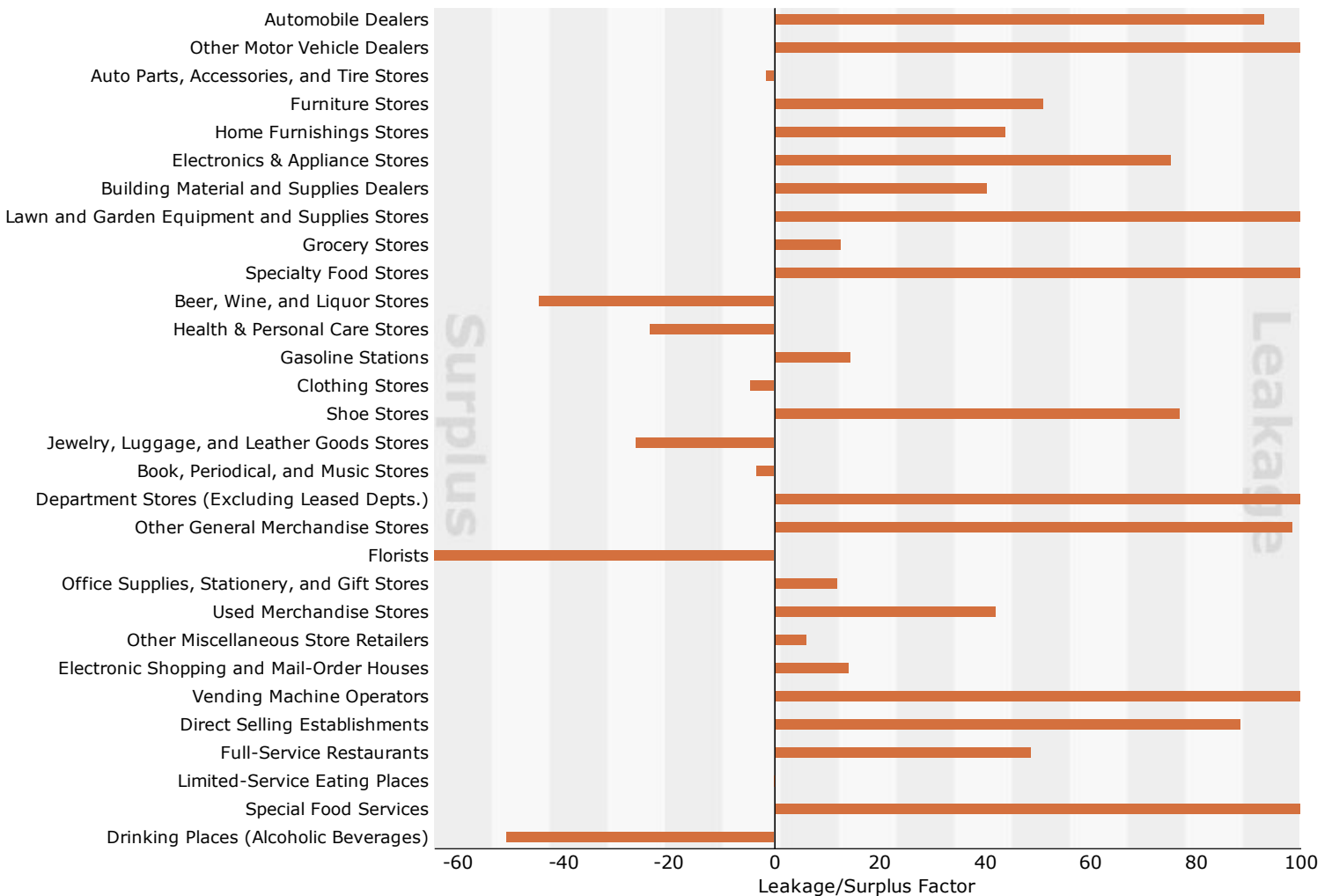
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



## Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

## Retail MarketPlace Profile

Main Street Fond du Lac  
1 N Main St, Fond du Lac, Wisconsin, 54935  
Ring: 5 mile radius

Latitude: 43.77897  
Longitude: -88.44691

### Summary Demographics

2014 Population	56,558
2014 Households	23,720
2014 Median Disposable Income	\$38,966
2014 Per Capita Income	\$25,595

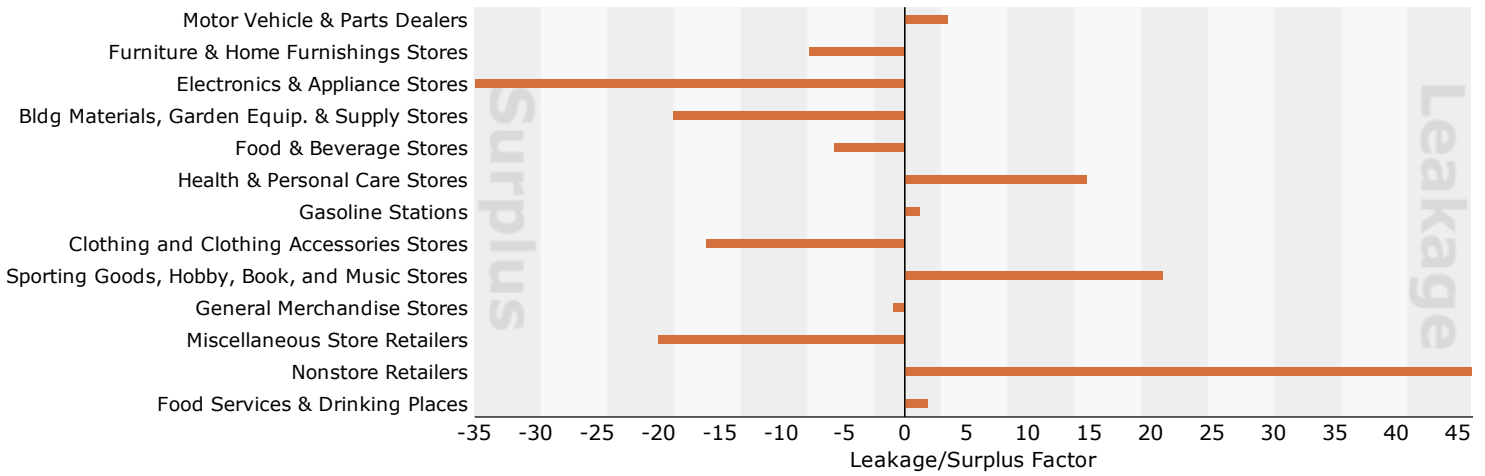
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$602,228,307	\$603,457,487	-\$1,229,180	-0.1	405
Total Retail Trade	44-45	\$542,259,362	\$545,842,704	-\$3,583,342	-0.3	312
Total Food & Drink	722	\$59,968,945	\$57,614,783	\$2,354,162	2.0	93

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$112,789,700	\$105,050,827	\$7,738,873	3.6	32
Automobile Dealers	4411	\$98,483,068	\$74,097,604	\$24,385,464	14.1	12
Other Motor Vehicle Dealers	4412	\$7,415,940	\$9,066,341	-\$1,650,401	-10.0	8
Auto Parts, Accessories & Tire Stores	4413	\$6,890,692	\$21,886,882	-\$14,996,190	-52.1	12
Furniture & Home Furnishings Stores	442	\$11,227,240	\$13,125,298	-\$1,898,058	-7.8	20
Furniture Stores	4421	\$6,957,795	\$7,905,350	-\$947,555	-6.4	10
Home Furnishings Stores	4422	\$4,269,445	\$5,219,948	-\$950,503	-10.0	10
Electronics & Appliance Stores	443	\$17,925,149	\$37,202,612	-\$19,277,463	-35.0	20
Bldg Materials, Garden Equip. & Supply Stores	444	\$18,822,096	\$27,599,096	-\$8,777,000	-18.9	12
Bldg Material & Supplies Dealers	4441	\$15,385,260	\$27,599,096	-\$12,213,836	-28.4	12
Lawn & Garden Equip & Supply Stores	4442	\$3,436,836	\$0	\$3,436,836	100.0	0
Food & Beverage Stores	445	\$85,917,005	\$96,317,012	-\$10,400,007	-5.7	37
Grocery Stores	4451	\$79,575,257	\$90,558,070	-\$10,982,813	-6.5	26
Specialty Food Stores	4452	\$2,146,043	\$424,798	\$1,721,245	67.0	5
Beer, Wine & Liquor Stores	4453	\$4,195,705	\$5,334,144	-\$1,138,439	-11.9	6
Health & Personal Care Stores	446,4461	\$48,031,598	\$35,561,217	\$12,470,381	14.9	25
Gasoline Stations	447,4471	\$64,988,006	\$63,276,710	\$1,711,296	1.3	14
Clothing & Clothing Accessories Stores	448	\$28,868,828	\$40,058,227	-\$11,189,399	-16.2	28
Clothing Stores	4481	\$19,142,302	\$17,002,072	\$2,140,230	5.9	17
Shoe Stores	4482	\$5,027,347	\$17,792,365	-\$12,765,018	-55.9	6
Jewelry, Luggage & Leather Goods Stores	4483	\$4,699,178	\$5,263,790	-\$564,612	-5.7	5
Sporting Goods, Hobby, Book & Music Stores	451	\$12,085,324	\$7,870,893	\$4,214,431	21.1	28
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,280,147	\$6,752,356	\$2,527,791	15.8	23
Book, Periodical & Music Stores	4512	\$2,805,177	\$1,118,537	\$1,686,640	43.0	5
General Merchandise Stores	452	\$83,299,360	\$85,008,032	-\$1,708,672	-1.0	15
Department Stores Excluding Leased Depts.	4521	\$39,812,667	\$81,822,611	-\$42,009,944	-34.5	10
Other General Merchandise Stores	4529	\$43,486,693	\$3,185,421	\$40,301,272	86.3	5
Miscellaneous Store Retailers	453	\$11,740,691	\$17,657,191	-\$5,916,500	-20.1	67
Florists	4531	\$586,077	\$1,446,216	-\$860,139	-42.3	5
Office Supplies, Stationery & Gift Stores	4532	\$3,617,011	\$5,177,293	-\$1,560,282	-17.7	12
Used Merchandise Stores	4533	\$2,334,045	\$2,377,361	-\$43,316	-0.9	12
Other Miscellaneous Store Retailers	4539	\$5,203,558	\$8,656,320	-\$3,452,762	-24.9	38
Nonstore Retailers	454	\$46,564,367	\$17,115,589	\$29,448,778	46.2	13
Electronic Shopping & Mail-Order Houses	4541	\$39,566,688	\$8,399,504	\$31,167,184	65.0	4
Vending Machine Operators	4542	\$1,940,290	\$3,500,665	-\$1,560,375	-28.7	3
Direct Selling Establishments	4543	\$5,057,389	\$5,215,420	-\$158,031	-1.5	6
Food Services & Drinking Places	722	\$59,968,945	\$57,614,783	\$2,354,162	2.0	93
Full-Service Restaurants	7221	\$21,723,926	\$18,570,877	\$3,153,049	7.8	21
Limited-Service Eating Places	7222	\$31,463,242	\$32,849,946	-\$1,386,704	-2.2	36
Special Food Services	7223	\$2,763,982	\$2,230,849	\$533,133	10.7	4
Drinking Places - Alcoholic Beverages	7224	\$4,017,796	\$3,963,110	\$54,686	0.7	32

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

