



Retail MarketPlace Profile

Downtown Eau Claire
Area: 0.85 square miles

Prepared by Esri

Summary Demographics

2016 Population	3,439
2016 Households	1,532
2016 Median Disposable Income	\$19,834
2016 Per Capita Income	\$15,740

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	\$31,289,787	\$63,683,242	-\$32,393,455	-34.1	121
Total Retail Trade	44-45	\$28,249,447	\$45,037,328	-\$16,787,881	-22.9	70
Total Food & Drink	722	\$3,040,340	\$18,645,914	-\$15,605,574	-72.0	51

Industry Group

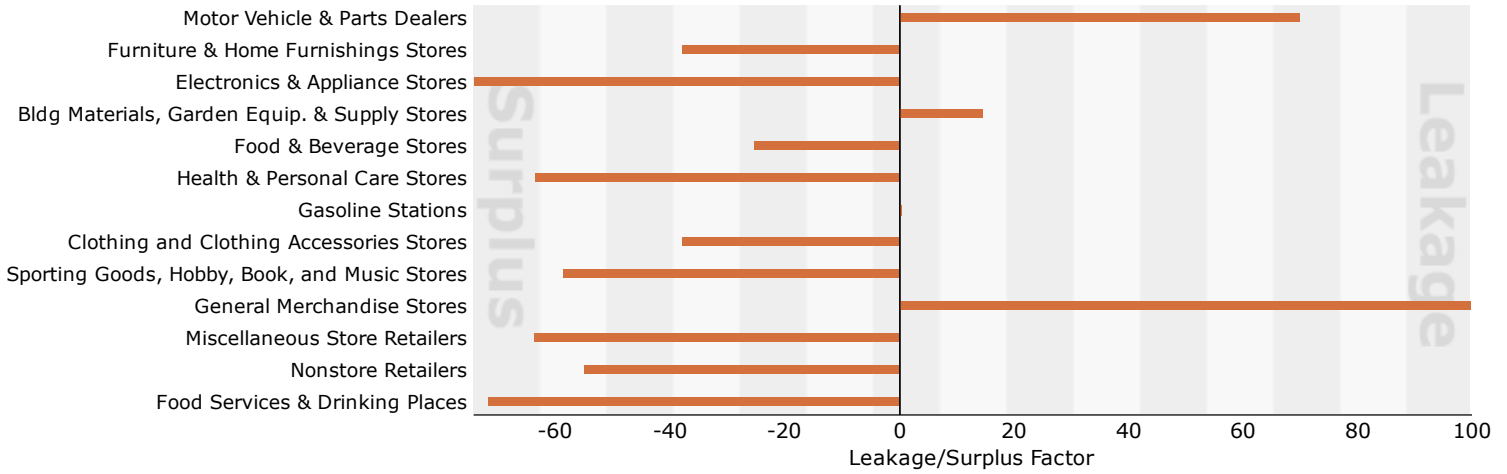
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,638,879	\$1,166,939	\$5,471,940	70.1	3
Automobile Dealers	4411	\$5,448,840	\$836,166	\$4,612,674	73.4	2
Other Motor Vehicle Dealers	4412	\$793,986	\$0	\$793,986	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$396,053	\$330,773	\$65,280	9.0	1
Furniture & Home Furnishings Stores	442	\$776,982	\$1,728,255	-\$951,273	-38.0	3
Furniture Stores	4421	\$526,925	\$1,337,730	-\$810,805	-43.5	2
Home Furnishings Stores	4422	\$250,057	\$390,525	-\$140,468	-21.9	1
Electronics & Appliance Stores	443	\$1,486,371	\$10,108,905	-\$8,622,534	-74.4	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,350,768	\$999,975	\$350,793	14.9	5
Bldg Material & Supplies Dealers	4441	\$1,186,404	\$999,975	\$186,429	8.5	5
Lawn & Garden Equip & Supply Stores	4442	\$164,364	\$0	\$164,364	100.0	0
Food & Beverage Stores	445	\$4,817,838	\$8,110,949	-\$3,293,111	-25.5	8
Grocery Stores	4451	\$4,123,928	\$5,628,716	-\$1,504,788	-15.4	6
Specialty Food Stores	4452	\$460,004	\$281,811	\$178,193	24.0	1
Beer, Wine & Liquor Stores	4453	\$233,906	\$2,200,422	-\$1,966,516	-80.8	2
Health & Personal Care Stores	446,4461	\$1,550,214	\$6,967,870	-\$5,417,656	-63.6	6
Gasoline Stations	447,4471	\$2,178,050	\$2,165,071	\$12,979	0.3	1
Clothing & Clothing Accessories Stores	448	\$1,140,845	\$2,532,136	-\$1,391,291	-37.9	3
Clothing Stores	4481	\$759,857	\$680,568	\$79,289	5.5	1
Shoe Stores	4482	\$158,223	\$827,789	-\$669,566	-67.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$222,765	\$1,023,779	-\$801,014	-64.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$700,249	\$2,690,752	-\$1,990,503	-58.7	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$565,061	\$2,690,752	-\$2,125,691	-65.3	9
Book, Periodical & Music Stores	4512	\$135,188	\$0	\$135,188	100.0	0
General Merchandise Stores	452	\$5,527,046	\$0	\$5,527,046	100.0	0
Department Stores Excluding Leased Depts.	4521	\$4,378,520	\$0	\$4,378,520	100.0	0
Other General Merchandise Stores	4529	\$1,148,526	\$0	\$1,148,526	100.0	0
Miscellaneous Store Retailers	453	\$1,197,962	\$5,412,706	-\$4,214,744	-63.8	20
Florists	4531	\$37,936	\$791,259	-\$753,323	-90.8	3
Office Supplies, Stationery & Gift Stores	4532	\$231,623	\$798,535	-\$566,912	-55.0	4
Used Merchandise Stores	4533	\$235,105	\$675,340	-\$440,235	-48.4	6
Other Miscellaneous Store Retailers	4539	\$693,298	\$3,147,573	-\$2,454,275	-63.9	7
Nonstore Retailers	454	\$884,246	\$3,061,037	-\$2,176,791	-55.2	1
Electronic Shopping & Mail-Order Houses	4541	\$695,478	\$3,007,249	-\$2,311,771	-62.4	1
Vending Machine Operators	4542	\$73,458	\$0	\$73,458	100.0	0
Direct Selling Establishments	4543	\$115,310	\$0	\$115,310	100.0	0
Food Services & Drinking Places	722	\$3,040,340	\$18,645,914	-\$15,605,574	-72.0	51
Special Food Services	7223	\$68,049	\$565,749	-\$497,700	-78.5	2
Drinking Places - Alcoholic Beverages	7224	\$209,247	\$4,978,601	-\$4,769,354	-91.9	13
Restaurants/Other Eating Places	7225	\$2,763,044	13,101,564	-\$10,338,520	-65	36

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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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February 21, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

