



# Retail MarketPlace Profile

Green Bay City Limits  
Green Bay city, WI (5531000)  
Geography: Place



<b>Summary Demographics</b>						
2010 Population						105,383
2010 Households						43,512
2010 Median Disposable Income						\$38,752
2010 Per Capita Income						\$24,513
<b>Industry Summary</b>	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>	<b>Leakage/Surplu</b> <b>Factor</b>	<b>Number of</b>
Total Retail Trade and Food & Drink	44-	\$958,687,934	\$810,594,835	\$148,093,099	8.4	800
Total Retail Trade	44-45	\$812,234,048	\$671,454,979	\$140,779,069	9.5	519
Total Food & Drink	722	\$146,453,886	\$139,139,856	\$7,314,030	2.6	281
<b>Industry Group</b>	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>	<b>Leakage/Surplu</b> <b>Factor</b>	<b>Number of</b>
Motor Vehicle & Parts Dealers	441	\$180,387,051	\$108,432,711	\$71,954,340	24.9	57
Automobile Dealers	4411	\$158,847,800	\$95,866,036	\$62,981,764	24.7	28
Other Motor Vehicle Dealers	4412	\$12,893,881	\$3,300,946	\$9,592,935	59.2	8
Auto Parts, Accessories & Tire Stores	4413	\$8,645,370	\$9,265,729	-\$620,359	-3.5	21
Furniture & Home Furnishings Stores	442	\$19,275,282	\$19,355,505	-\$80,223	-0.2	27
Furniture Stores	4421	\$10,363,516	\$8,449,011	\$1,914,505	10.2	13
Home Furnishings Stores	4422	\$8,911,766	\$10,906,494	-\$1,994,728	-10.1	14
Electronics & Appliance Stores	4431	\$27,442,223	\$29,492,987	-\$2,050,764	-3.6	45
Bldg Materials, Garden Equip. & Supply Stores	444	\$25,131,729	\$22,470,933	\$2,660,796	5.6	39
Bldg Material & Supplies Dealers	4441	\$24,194,368	\$21,687,485	\$2,506,883	5.5	31
Lawn & Garden Equip & Supply Stores	4442	\$937,361	\$783,448	\$153,913	8.9	8
Food & Beverage Stores	445	\$122,708,266	\$115,230,836	\$7,477,430	3.1	51
Grocery Stores	4451	\$114,837,084	\$109,092,041	\$5,745,043	2.6	28
Specialty Food Stores	4452	\$2,610,944	\$985,235	\$1,625,709	45.2	10
Beer, Wine & Liquor Stores	4453	\$5,260,238	\$5,153,560	\$106,678	1.0	13
Health & Personal Care Stores	446,4461	\$26,035,907	\$36,050,457	-\$10,014,550	-16.1	46
Gasoline Stations	447,4471	\$146,823,661	\$135,869,641	\$10,954,020	3.9	39
Clothing & Clothing Accessories Stores	448	\$29,311,988	\$19,232,126	\$10,079,862	20.8	60
Clothing Stores	4481	\$23,330,975	\$14,995,565	\$8,335,410	21.7	40
Shoe Stores	4482	\$2,462,721	\$1,837,766	\$624,955	14.5	8
Jewelry, Luggage & Leather Goods Stores	4483	\$3,518,292	\$2,398,795	\$1,119,497	18.9	12
Sporting Goods, Hobby, Book & Music Stores	451	\$5,495,750	\$6,681,367	-\$1,185,617	-9.7	45
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,706,539	\$5,786,218	-\$2,079,679	-21.9	40
Book, Periodical & Music Stores	4512	\$1,789,211	\$895,149	\$894,062	33.3	5
General Merchandise Stores	452	\$206,016,038	\$149,803,043	\$56,212,995	15.8	19
Department Stores Excluding Leased Depts.	4521	\$50,623,411	\$71,691,743	-\$21,068,332	-17.2	7
Other General Merchandise Stores	4529	\$155,392,627	\$78,111,300	\$77,281,327	33.1	12
Miscellaneous Store Retailers	453	\$8,839,501	\$8,348,633	\$490,868	2.9	85
Florists	4531	\$462,491	\$886,526	-\$424,035	-31.4	9
Office Supplies, Stationery & Gift Stores	4532	\$4,939,267	\$2,341,306	\$2,597,961	35.7	22
Used Merchandise Stores	4533	\$838,084	\$1,296,307	-\$458,223	-21.5	22
Other Miscellaneous Store Retailers	4539	\$2,599,659	\$3,824,494	-\$1,224,835	-19.1	32
Nonstore Retailers	454	\$14,766,652	\$20,486,740	-\$5,720,088	-16.2	6
Electronic Shopping & Mail-Order Houses	4541	\$108,323	\$399,243	-\$290,920	-57.3	1
Vending Machine Operators	4542	\$6,915,554	\$14,521,572	-\$7,606,018	-35.5	2
Direct Selling Establishments	4543	\$7,742,775	\$5,565,925	\$2,176,850	16.4	3
Food Services & Drinking Places	722	\$146,453,886	\$139,139,856	\$7,314,030	2.6	281
Full-Service Restaurants	7221	\$48,517,605	\$45,341,582	\$3,176,023	3.4	113
Limited-Service Eating Places	7222	\$64,669,607	\$59,200,343	\$5,469,264	4.4	63
Special Food Services	7223	\$24,900,688	\$20,002,868	\$4,897,820	10.9	13
Drinking Places - Alcoholic Beverages	7224	\$8,365,986	\$14,595,063	-\$6,229,077	-27.1	92

**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>.

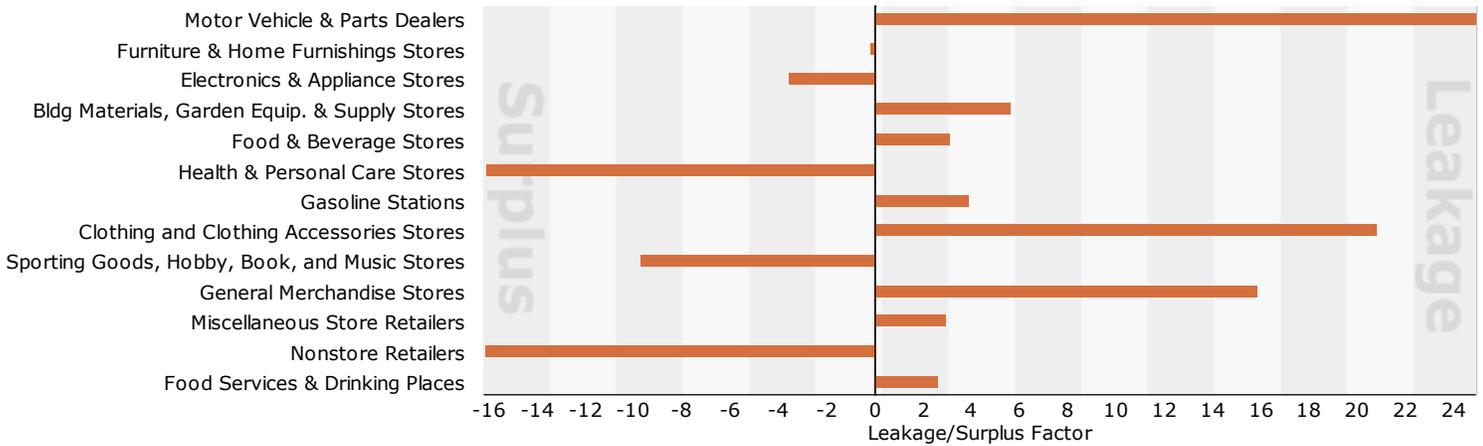
Source: Esri and Infogroup



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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

