



# Retail MarketPlace Profile

Beulah

Summary Demographics						
2010 Population						288
2010 Households						142
2010 Median Disposable Income						\$41,939
2010 Per Capita Income						\$25,184
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$3,504,383	\$2,113,992	\$1,390,390	24.7	3
Total Retail Trade	44-45	\$3,079,349	\$1,966,130	\$1,113,219	22.1	2
Total Food & Drink	722	\$425,034	\$147,863	\$277,172	48.4	0
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$760,342	\$345,929	\$414,413	37.5	1
Automobile Dealers	4411	\$618,921	\$190,149	\$428,772	53.0	0
Other Motor Vehicle Dealers	4412	\$89,872	\$51,755	\$38,117	26.9	0
Auto Parts, Accessories & Tire Stores	4413	\$51,550	\$104,025	-\$52,475	-33.7	0
Furniture & Home Furnishings Stores	442	\$90,214	\$248,351	-\$158,137	-46.7	0
Furniture Stores	4421	\$56,976	\$0	\$56,976	100.0	0
Home Furnishings Stores	4422	\$33,239	\$248,351	-\$215,112	-76.4	0
Electronics & Appliance Stores	4431	\$67,746	\$0	\$67,746	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$129,905	\$172,976	-\$43,071	-14.2	0
Bldg Material & Supplies Dealers	4441	\$118,309	\$172,976	-\$54,667	-18.8	0
Lawn & Garden Equip & Supply Stores	4442	\$11,596	\$0	\$11,596	100.0	0
Food & Beverage Stores	445	\$585,877	\$558,313	\$27,564	2.4	0
Grocery Stores	4451	\$529,437	\$558,313	-\$28,876	-2.7	0
Specialty Food Stores	4452	\$14,804	\$0	\$14,804	100.0	0
Beer, Wine & Liquor Stores	4453	\$41,636	\$0	\$41,636	100.0	0
Health & Personal Care Stores	446,4461	\$103,658	\$0	\$103,658	100.0	0
Gasoline Stations	447,4471	\$553,775	\$483,737	\$70,038	6.8	0
Clothing & Clothing Accessories Stores	448	\$103,480	\$96,737	\$6,743	3.4	0
Clothing Stores	4481	\$74,340	\$96,737	-\$22,397	-13.1	0
Shoe Stores	4482	\$14,580	\$0	\$14,580	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$14,560	\$0	\$14,560	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$36,471	\$4,098	\$32,373	79.8	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,980	\$4,098	\$16,883	67.3	0
Book, Periodical & Music Stores	4512	\$15,491	\$0	\$15,491	100.0	0
General Merchandise Stores	452	\$505,642	\$0	\$505,642	100.0	0
Department Stores Excluding Leased Depts.	4521	\$195,357	\$0	\$195,357	100.0	0
Other General Merchandise Stores	4529	\$310,285	\$0	\$310,285	100.0	0
Miscellaneous Store Retailers	453	\$63,411	\$22,916	\$40,495	46.9	0
Florists	4531	\$7,247	\$0	\$7,247	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$22,847	\$13,283	\$9,564	26.5	0
Used Merchandise Stores	4533	\$3,487	\$3,968	-\$481	-6.5	0
Other Miscellaneous Store Retailers	4539	\$29,831	\$5,665	\$24,166	68.1	0
Nonstore Retailers	454	\$78,826	\$33,074	\$45,752	40.9	0
Electronic Shopping & Mail-Order Houses	4541	\$29,493	\$0	\$29,493	100.0	0
Vending Machine Operators	4542	\$4,100	\$0	\$4,100	100.0	0
Direct Selling Establishments	4543	\$45,233	\$33,074	\$12,159	15.5	0
Food Services & Drinking Places	722	\$425,034	\$147,863	\$277,172	48.4	0
Full-Service Restaurants	7221	\$171,238	\$17,391	\$153,847	81.6	0
Limited-Service Eating Places	7222	\$220,137	\$130,472	\$89,665	25.6	0
Special Food Services	7223	\$23,483	\$0	\$23,483	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$10,177	\$0	\$10,177	100.0	0

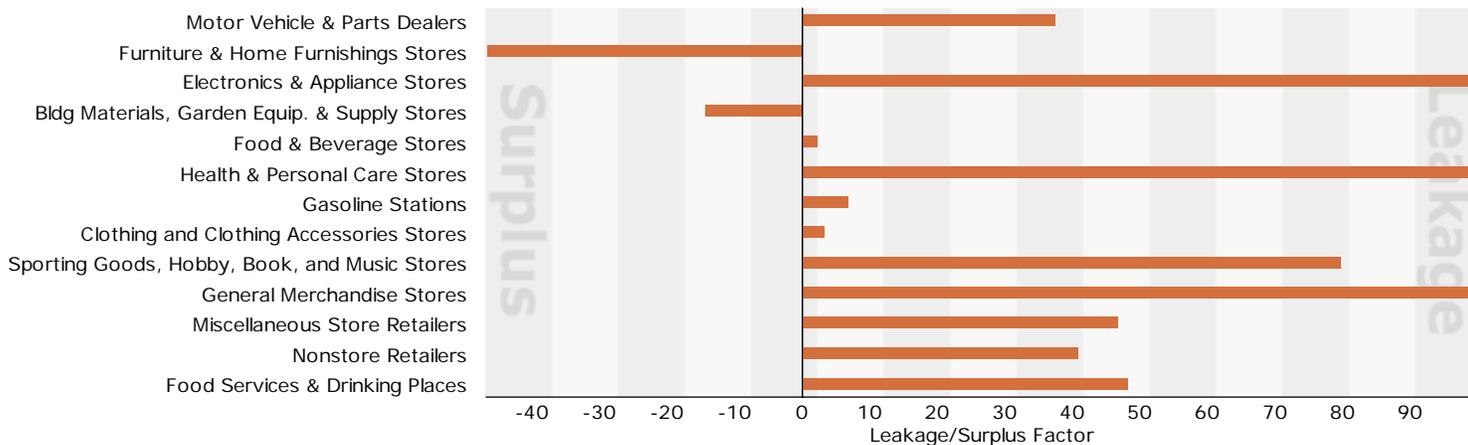
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

