



Retail MarketPlace Profile

Boone

Summary Demographics	
2010 Population	324
2010 Households	133
2010 Median Disposable Income	\$26,178
2010 Per Capita Income	\$19,079

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$2,575,257	\$487,649	\$2,087,607	68.2	2
Total Retail Trade	44-45	\$2,264,827	\$487,649	\$1,777,178	64.6	2
Total Food & Drink	722	\$310,430	\$0	\$310,430	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$554,431	\$0	\$554,431	100.0	0
Automobile Dealers	4411	\$457,848	\$0	\$457,848	100.0	0
Other Motor Vehicle Dealers	4412	\$60,230	\$0	\$60,230	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$36,352	\$0	\$36,352	100.0	0
Furniture & Home Furnishings Stores	442	\$62,883	\$0	\$62,883	100.0	0
Furniture Stores	4421	\$40,249	\$0	\$40,249	100.0	0
Home Furnishings Stores	4422	\$22,634	\$0	\$22,634	100.0	0
Electronics & Appliance Stores	4431	\$48,406	\$0	\$48,406	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$87,941	\$35,600	\$52,341	42.4	0
Bldg Material & Supplies Dealers	4441	\$79,793	\$35,600	\$44,192	38.3	0
Lawn & Garden Equip & Supply Stores	4442	\$8,148	\$0	\$8,148	100.0	0
Food & Beverage Stores	445	\$431,585	\$452,049	-\$20,464	-2.3	1
Grocery Stores	4451	\$391,838	\$0	\$391,838	100.0	0
Specialty Food Stores	4452	\$10,920	\$452,049	-\$441,129	-95.3	1
Beer, Wine & Liquor Stores	4453	\$28,827	\$0	\$28,827	100.0	0
Health & Personal Care Stores	446,4461	\$77,057	\$0	\$77,057	100.0	0
Gasoline Stations	447,4471	\$427,497	\$0	\$427,497	100.0	0
Clothing & Clothing Accessories Stores	448	\$75,654	\$0	\$75,654	100.0	0
Clothing Stores	4481	\$54,758	\$0	\$54,758	100.0	0
Shoe Stores	4482	\$10,855	\$0	\$10,855	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$10,040	\$0	\$10,040	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$26,083	\$0	\$26,083	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,178	\$0	\$15,178	100.0	0
Book, Periodical & Music Stores	4512	\$10,905	\$0	\$10,905	100.0	0
General Merchandise Stores	452	\$371,209	\$0	\$371,209	100.0	0
Department Stores Excluding Leased Depts.	4521	\$142,117	\$0	\$142,117	100.0	0
Other General Merchandise Stores	4529	\$229,092	\$0	\$229,092	100.0	0
Miscellaneous Store Retailers	453	\$45,745	\$0	\$45,745	100.0	0
Florists	4531	\$5,061	\$0	\$5,061	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$16,338	\$0	\$16,338	100.0	0
Used Merchandise Stores	4533	\$2,471	\$0	\$2,471	100.0	0
Other Miscellaneous Store Retailers	4539	\$21,875	\$0	\$21,875	100.0	0
Nonstore Retailers	454	\$56,336	\$0	\$56,336	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$21,317	\$0	\$21,317	100.0	0
Vending Machine Operators	4542	\$3,026	\$0	\$3,026	100.0	0
Direct Selling Establishments	4543	\$31,993	\$0	\$31,993	100.0	0
Food Services & Drinking Places	722	\$310,430	\$0	\$310,430	100.0	0
Full-Service Restaurants	7221	\$123,907	\$0	\$123,907	100.0	0
Limited-Service Eating Places	7222	\$162,149	\$0	\$162,149	100.0	0
Special Food Services	7223	\$17,145	\$0	\$17,145	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$7,229	\$0	\$7,229	100.0	0

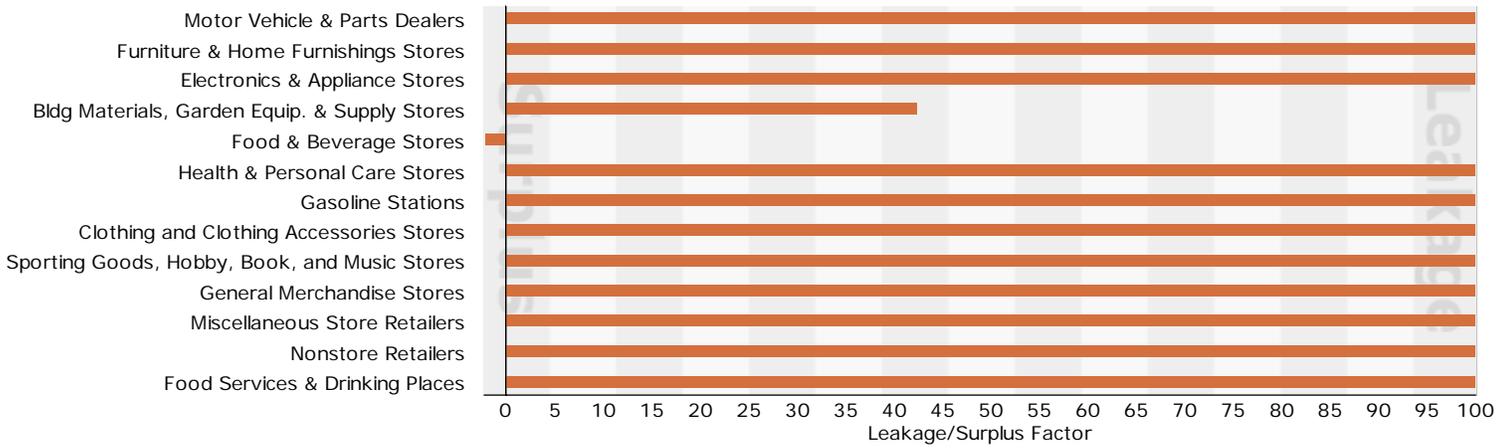
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

