



# Retail MarketPlace Profile

Colorado City

## Summary Demographics

2010 Population	1,917
2010 Households	741
2010 Median Disposable Income	\$38,277
2010 Per Capita Income	\$21,143

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
<b>Industry Summary</b>						
Total Retail Trade and Food & Drink	44-	\$16,446,284	\$30,898,016	-\$14,451,731	-30.5	23
Total Retail Trade	44-45	\$14,451,572	\$28,689,042	-\$14,237,471	-33.0	16
Total Food & Drink	722	\$1,994,713	\$2,208,973	-\$214,260	-5.1	7

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
<b>Industry Group</b>						
Motor Vehicle & Parts Dealers	441	\$3,568,332	\$470,990	\$3,097,342	76.7	1
Automobile Dealers	4411	\$2,904,634	\$470,990	\$2,433,644	72.1	1
Other Motor Vehicle Dealers	4412	\$421,772	\$0	\$421,772	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$241,926	\$0	\$241,926	100.0	0
Furniture & Home Furnishings Stores	442	\$423,381	\$527,274	-\$103,894	-10.9	1
Furniture Stores	4421	\$267,391	\$0	\$267,391	100.0	0
Home Furnishings Stores	4422	\$155,990	\$527,274	-\$371,284	-54.3	1
Electronics & Appliance Stores	4431	\$317,938	\$15,990	\$301,948	90.4	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$609,652	\$234,378	\$375,274	44.5	1
Bldg Material & Supplies Dealers	4441	\$555,232	\$225,502	\$329,731	42.2	1
Lawn & Garden Equip & Supply Stores	4442	\$54,419	\$8,876	\$45,543	72.0	0
Food & Beverage Stores	445	\$2,749,561	\$2,836,418	-\$86,857	-1.6	3
Grocery Stores	4451	\$2,484,682	\$2,485,241	-\$559	0.0	1
Specialty Food Stores	4452	\$69,478	\$23,060	\$46,418	50.2	1
Beer, Wine & Liquor Stores	4453	\$195,401	\$328,117	-\$132,716	-25.4	1
Health & Personal Care Stores	446,4461	\$486,476	\$1,428,250	-\$941,774	-49.2	2
Gasoline Stations	447,4471	\$2,598,902	\$20,129,680	-\$17,530,778	-77.1	2
Clothing & Clothing Accessories Stores	448	\$485,637	\$199,344	\$286,293	41.8	1
Clothing Stores	4481	\$348,882	\$114,019	\$234,864	50.7	1
Shoe Stores	4482	\$68,423	\$0	\$68,423	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$68,332	\$85,326	-\$16,994	-11.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$171,159	\$95,067	\$76,093	28.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$98,461	\$0	\$98,461	100.0	0
Book, Periodical & Music Stores	4512	\$72,698	\$95,067	-\$22,368	-13.3	1
General Merchandise Stores	452	\$2,373,006	\$1,184,368	\$1,188,637	33.4	1
Department Stores Excluding Leased Depts.	4521	\$916,820	\$0	\$916,820	100.0	0
Other General Merchandise Stores	4529	\$1,456,185	\$1,184,368	\$271,817	10.3	1
Miscellaneous Store Retailers	453	\$297,592	\$364,829	-\$67,237	-10.2	3
Florists	4531	\$34,010	\$22,612	\$11,398	20.1	1
Office Supplies, Stationery & Gift Stores	4532	\$107,221	\$307,072	-\$199,851	-48.2	1
Used Merchandise Stores	4533	\$16,363	\$3,117	\$13,246	68.0	0
Other Miscellaneous Store Retailers	4539	\$139,998	\$32,028	\$107,970	62.8	1
Nonstore Retailers	454	\$369,935	\$1,202,454	-\$832,519	-52.9	1
Electronic Shopping & Mail-Order Houses	4541	\$138,413	\$973,667	-\$835,253	-75.1	1
Vending Machine Operators	4542	\$19,241	\$228,787	-\$209,546	-84.5	1
Direct Selling Establishments	4543	\$212,280	\$0	\$212,280	100.0	0
Food Services & Drinking Places	722	\$1,994,713	\$2,208,973	-\$214,260	-5.1	7
Full-Service Restaurants	7221	\$803,630	\$1,757,505	-\$953,876	-37.2	6
Limited-Service Eating Places	7222	\$1,033,118	\$230,838	\$802,281	63.5	1
Special Food Services	7223	\$110,206	\$0	\$110,206	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$47,759	\$220,630	-\$172,871	-64.4	1

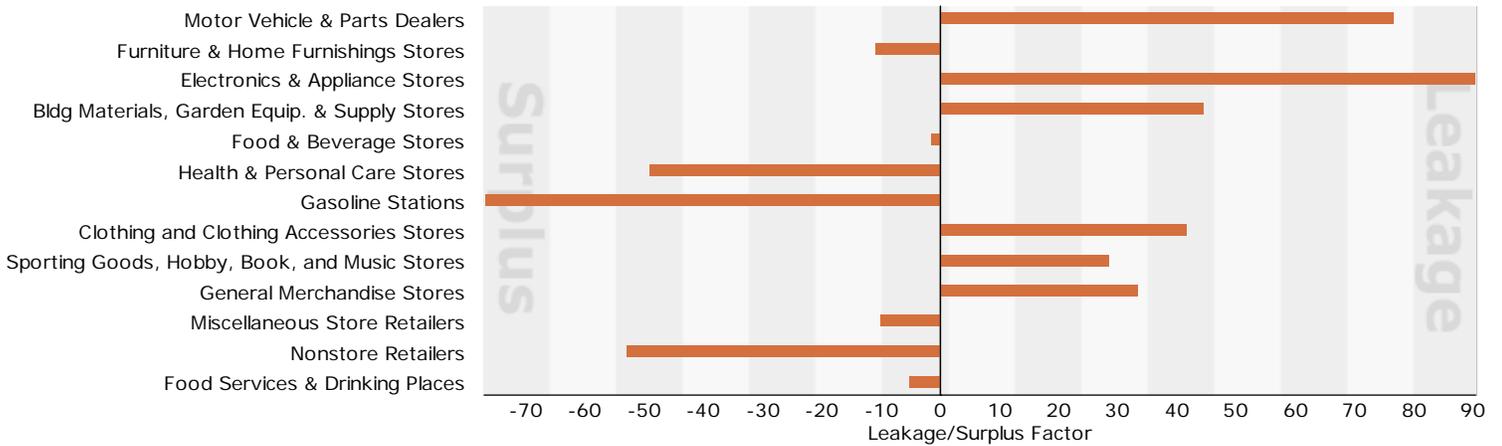
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



# Retail MarketPlace Profile

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

