



Retail MarketPlace Profile

81023 (Beulah)
 81023 (Beulah, CO)
 Geography: ZIP Code

Summary Demographics	
2010 Population	996
2010 Households	447
2010 Median Disposable Income	\$41,796
2010 Per Capita Income	\$27,069

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$10,983,671	\$1,317,984	\$9,665,687	78.6	6
Total Retail Trade	44-45	\$9,651,502	\$1,207,802	\$8,443,700	77.8	5
Total Food & Drink	722	\$1,332,169	\$110,182	\$1,221,987	84.7	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$2,383,115	\$0	\$2,383,115	100.0	0
Automobile Dealers	4411	\$1,939,863	\$0	\$1,939,863	100.0	0
Other Motor Vehicle Dealers	4412	\$281,681	\$0	\$281,681	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$161,571	\$0	\$161,571	100.0	0
Furniture & Home Furnishings Stores	442	\$282,755	\$0	\$282,755	100.0	0
Furniture Stores	4421	\$178,578	\$0	\$178,578	100.0	0
Home Furnishings Stores	4422	\$104,177	\$0	\$104,177	100.0	0
Electronics & Appliance Stores	4431	\$212,334	\$0	\$212,334	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$407,157	\$0	\$407,157	100.0	0
Bldg Material & Supplies Dealers	4441	\$370,813	\$0	\$370,813	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$36,344	\$0	\$36,344	100.0	0
Food & Beverage Stores	445	\$1,836,300	\$1,128,562	\$707,738	23.9	2
Grocery Stores	4451	\$1,659,399	\$1,127,533	\$531,866	19.1	1
Specialty Food Stores	4452	\$46,401	\$1,029	\$45,372	95.7	1
Beer, Wine & Liquor Stores	4453	\$130,500	\$0	\$130,500	100.0	0
Health & Personal Care Stores	446,4461	\$324,894	\$0	\$324,894	100.0	0
Gasoline Stations	447,4471	\$1,735,680	\$0	\$1,735,680	100.0	0
Clothing & Clothing Accessories Stores	448	\$324,334	\$0	\$324,334	100.0	0
Clothing Stores	4481	\$233,003	\$0	\$233,003	100.0	0
Shoe Stores	4482	\$45,696	\$0	\$45,696	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$45,635	\$0	\$45,635	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$114,309	\$0	\$114,309	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$65,757	\$0	\$65,757	100.0	0
Book, Periodical & Music Stores	4512	\$48,552	\$0	\$48,552	100.0	0
General Merchandise Stores	452	\$1,584,817	\$0	\$1,584,817	100.0	0
Department Stores Excluding Leased Depts.	4521	\$612,300	\$0	\$612,300	100.0	0
Other General Merchandise Stores	4529	\$972,517	\$0	\$972,517	100.0	0
Miscellaneous Store Retailers	453	\$198,747	\$18,843	\$179,904	82.7	2
Florists	4531	\$22,714	\$0	\$22,714	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$71,607	\$0	\$71,607	100.0	0
Used Merchandise Stores	4533	\$10,928	\$7,246	\$3,682	20.3	1
Other Miscellaneous Store Retailers	4539	\$93,498	\$11,597	\$81,901	77.9	1
Nonstore Retailers	454	\$247,060	\$60,397	\$186,663	60.7	1
Electronic Shopping & Mail-Order Houses	4541	\$92,440	\$0	\$92,440	100.0	0
Vending Machine Operators	4542	\$12,850	\$0	\$12,850	100.0	0
Direct Selling Establishments	4543	\$141,770	\$60,397	\$81,373	40.3	1
Food Services & Drinking Places	722	\$1,332,169	\$110,182	\$1,221,987	84.7	1
Full-Service Restaurants	7221	\$536,704	\$110,182	\$426,522	65.9	1
Limited-Service Eating Places	7222	\$689,968	\$0	\$689,968	100.0	0
Special Food Services	7223	\$73,601	\$0	\$73,601	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$31,896	\$0	\$31,896	100.0	0

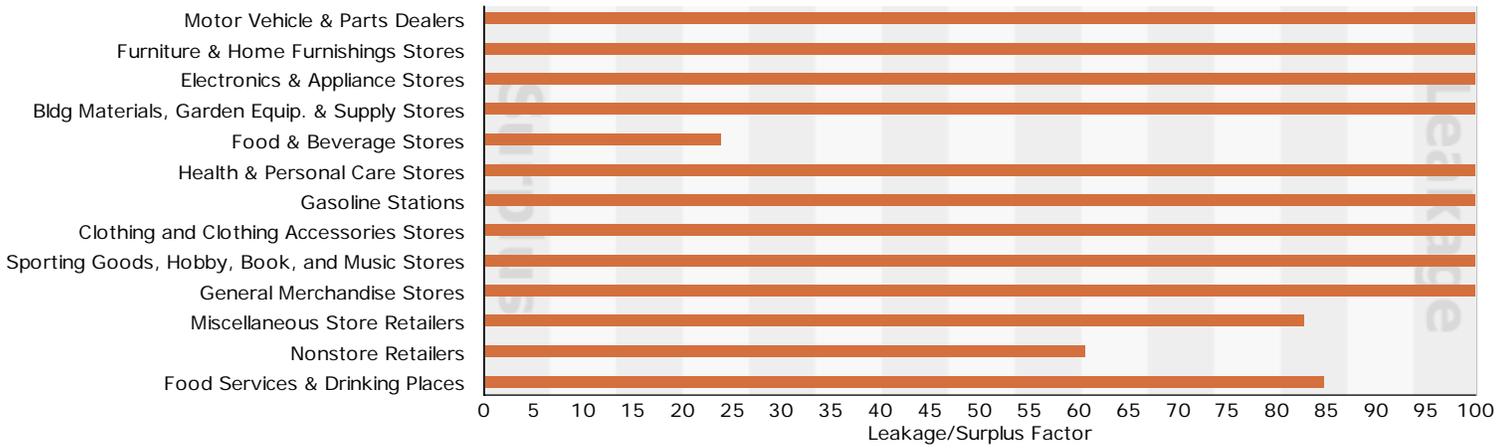
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

