



Retail MarketPlace Profile

81039 (Fowler)
 81039 (Fowler, CO)
 Geography: ZIP Code

Summary Demographics	
2010 Population	1,937
2010 Households	792
2010 Median Disposable Income	\$29,110
2010 Per Capita Income	\$18,838

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$14,591,780	\$9,853,411	\$4,738,369	19.4	22
Total Retail Trade	44-45	\$12,789,887	\$8,696,190	\$4,093,697	19.1	16
Total Food & Drink	722	\$1,801,893	\$1,157,221	\$644,672	21.8	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$3,070,208	\$331,686	\$2,738,522	80.5	2
Automobile Dealers	4411	\$2,554,556	\$0	\$2,554,556	100.0	0
Other Motor Vehicle Dealers	4412	\$306,646	\$271,134	\$35,512	6.1	1
Auto Parts, Accessories & Tire Stores	4413	\$209,006	\$60,552	\$148,454	55.1	1
Furniture & Home Furnishings Stores	442	\$361,852	\$0	\$361,852	100.0	0
Furniture Stores	4421	\$231,766	\$0	\$231,766	100.0	0
Home Furnishings Stores	4422	\$130,086	\$0	\$130,086	100.0	0
Electronics & Appliance Stores	4431	\$277,731	\$59,835	\$217,896	64.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$488,716	\$309,152	\$179,564	22.5	3
Bldg Material & Supplies Dealers	4441	\$444,422	\$143,083	\$301,339	51.3	2
Lawn & Garden Equip & Supply Stores	4442	\$44,294	\$166,069	-\$121,775	-57.9	1
Food & Beverage Stores	445	\$2,475,075	\$2,662,555	-\$187,480	-3.6	4
Grocery Stores	4451	\$2,242,704	\$2,315,564	-\$72,860	-1.6	2
Specialty Food Stores	4452	\$62,686	\$0	\$62,686	100.0	0
Beer, Wine & Liquor Stores	4453	\$169,685	\$346,991	-\$177,306	-34.3	2
Health & Personal Care Stores	446,4461	\$438,207	\$0	\$438,207	100.0	0
Gasoline Stations	447,4471	\$2,393,818	\$5,068,462	-\$2,674,644	-35.8	2
Clothing & Clothing Accessories Stores	448	\$440,183	\$112,620	\$327,563	59.3	1
Clothing Stores	4481	\$319,152	\$112,620	\$206,532	47.8	1
Shoe Stores	4482	\$62,228	\$0	\$62,228	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$58,803	\$0	\$58,803	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$152,072	\$0	\$152,072	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$85,104	\$0	\$85,104	100.0	0
Book, Periodical & Music Stores	4512	\$66,968	\$0	\$66,968	100.0	0
General Merchandise Stores	452	\$2,119,447	\$0	\$2,119,447	100.0	0
Department Stores Excluding Leased Depts.	4521	\$811,114	\$0	\$811,114	100.0	0
Other General Merchandise Stores	4529	\$1,308,333	\$0	\$1,308,333	100.0	0
Miscellaneous Store Retailers	453	\$255,454	\$151,880	\$103,574	25.4	3
Florists	4531	\$27,438	\$71,737	-\$44,299	-44.7	1
Office Supplies, Stationery & Gift Stores	4532	\$92,843	\$0	\$92,843	100.0	0
Used Merchandise Stores	4533	\$14,362	\$20,789	-\$6,427	-18.3	1
Other Miscellaneous Store Retailers	4539	\$120,811	\$59,354	\$61,457	34.1	1
Nonstore Retailers	454	\$317,124	\$0	\$317,124	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$122,657	\$0	\$122,657	100.0	0
Vending Machine Operators	4542	\$17,376	\$0	\$17,376	100.0	0
Direct Selling Establishments	4543	\$177,091	\$0	\$177,091	100.0	0
Food Services & Drinking Places	722	\$1,801,893	\$1,157,221	\$644,672	21.8	6
Full-Service Restaurants	7221	\$723,369	\$882,550	-\$159,181	-9.9	4
Limited-Service Eating Places	7222	\$932,988	\$0	\$932,988	100.0	0
Special Food Services	7223	\$100,557	\$0	\$100,557	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$44,979	\$274,671	-\$229,692	-71.9	2

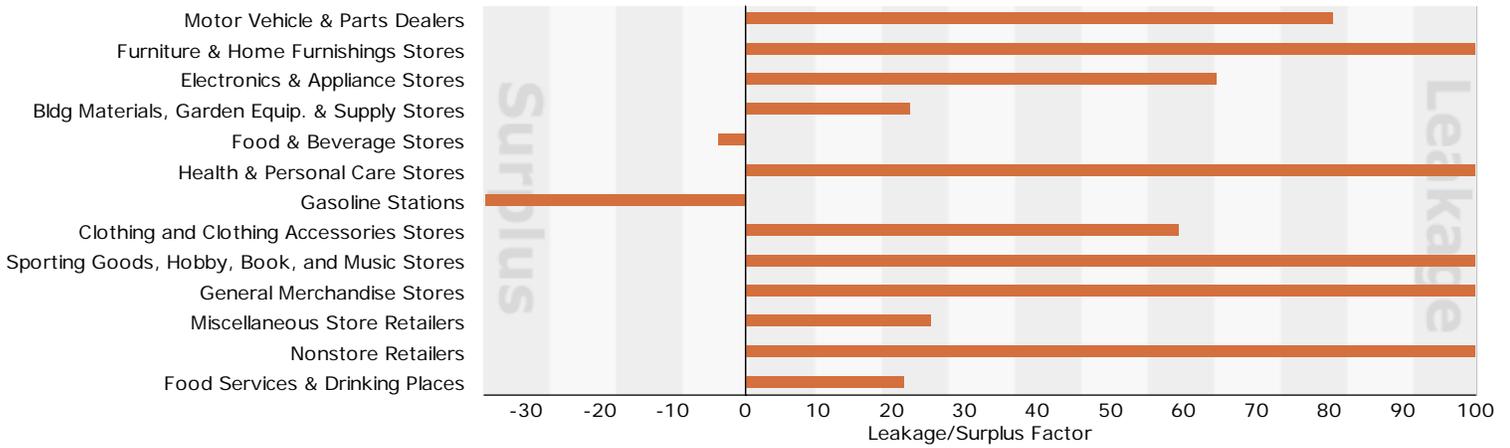
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

