



# Retail MarketPlace Profile

81069 (Rye)  
 81069 (Rye, CO)  
 Geography: ZIP Code

Summary Demographics	
2010 Population	2,255
2010 Households	907
2010 Median Disposable Income	\$36,845
2010 Per Capita Income	\$23,661

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$21,732,882	\$1,093,070	\$20,639,812	90.4	7
Total Retail Trade	44-45	\$19,096,979	\$979,111	\$18,117,868	90.2	6
Total Food & Drink	722	\$2,635,903	\$113,959	\$2,521,944	91.7	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$4,715,361	\$0	\$4,715,361	100.0	0
Automobile Dealers	4411	\$3,838,318	\$0	\$3,838,318	100.0	0
Other Motor Vehicle Dealers	4412	\$557,350	\$0	\$557,350	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$319,693	\$0	\$319,693	100.0	0
Furniture & Home Furnishings Stores	442	\$559,473	\$0	\$559,473	100.0	0
Furniture Stores	4421	\$353,341	\$0	\$353,341	100.0	0
Home Furnishings Stores	4422	\$206,132	\$0	\$206,132	100.0	0
Electronics & Appliance Stores	4431	\$420,140	\$156,556	\$263,584	45.7	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$805,623	\$0	\$805,623	100.0	0
Bldg Material & Supplies Dealers	4441	\$733,711	\$0	\$733,711	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$71,912	\$0	\$71,912	100.0	0
Food & Beverage Stores	445	\$3,633,393	\$666,312	\$2,967,081	69.0	1
Grocery Stores	4451	\$3,283,370	\$666,312	\$2,617,058	66.3	1
Specialty Food Stores	4452	\$91,811	\$0	\$91,811	100.0	0
Beer, Wine & Liquor Stores	4453	\$258,212	\$0	\$258,212	100.0	0
Health & Personal Care Stores	446,4461	\$642,850	\$0	\$642,850	100.0	0
Gasoline Stations	447,4471	\$3,434,310	\$0	\$3,434,310	100.0	0
Clothing & Clothing Accessories Stores	448	\$641,747	\$69,244	\$572,503	80.5	1
Clothing Stores	4481	\$461,032	\$69,244	\$391,788	73.9	1
Shoe Stores	4482	\$90,418	\$0	\$90,418	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$90,297	\$0	\$90,297	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$226,179	\$0	\$226,179	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$130,112	\$0	\$130,112	100.0	0
Book, Periodical & Music Stores	4512	\$96,067	\$0	\$96,067	100.0	0
General Merchandise Stores	452	\$3,135,803	\$0	\$3,135,803	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,211,532	\$0	\$1,211,532	100.0	0
Other General Merchandise Stores	4529	\$1,924,271	\$0	\$1,924,271	100.0	0
Miscellaneous Store Retailers	453	\$393,252	\$86,999	\$306,253	63.8	3
Florists	4531	\$44,942	\$0	\$44,942	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$141,687	\$25,039	\$116,648	70.0	1
Used Merchandise Stores	4533	\$21,623	\$26,718	-\$5,095	-10.5	1
Other Miscellaneous Store Retailers	4539	\$185,000	\$35,242	\$149,758	68.0	1
Nonstore Retailers	454	\$488,848	\$0	\$488,848	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$182,906	\$0	\$182,906	100.0	0
Vending Machine Operators	4542	\$25,425	\$0	\$25,425	100.0	0
Direct Selling Establishments	4543	\$280,517	\$0	\$280,517	100.0	0
Food Services & Drinking Places	722	\$2,635,903	\$113,959	\$2,521,944	91.7	1
Full-Service Restaurants	7221	\$1,061,952	\$113,959	\$947,993	80.6	1
Limited-Service Eating Places	7222	\$1,365,209	\$0	\$1,365,209	100.0	0
Special Food Services	7223	\$145,631	\$0	\$145,631	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$63,111	\$0	\$63,111	100.0	0

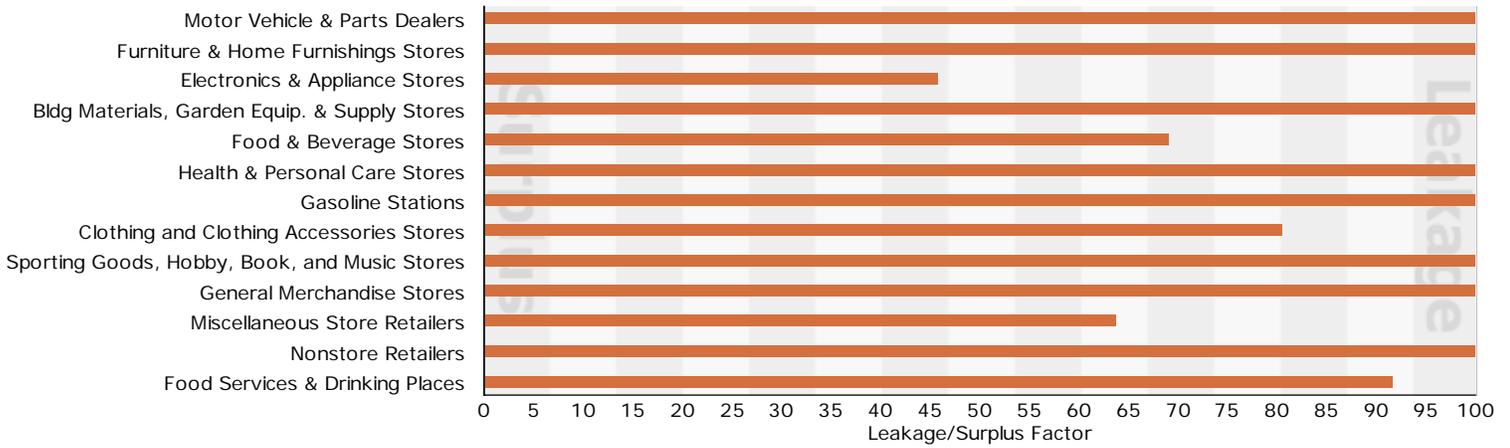
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

