



# Retail MarketPlace Profile

81023 (Beulah)  
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Geography: ZIP Code

Prepared by Esri

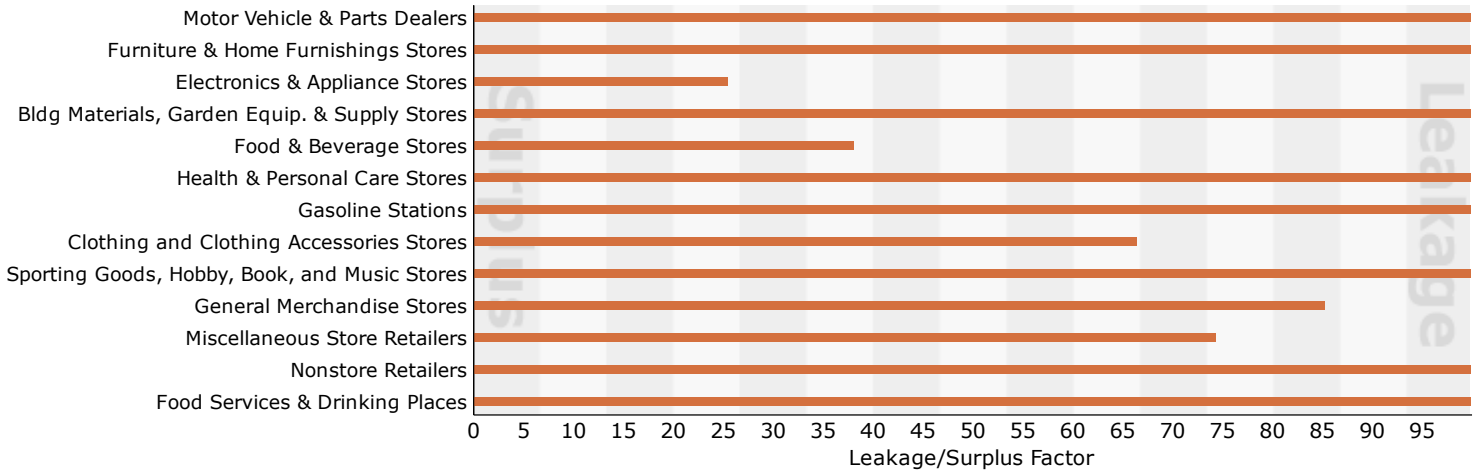
Summary Demographics						
2019 Population						1,226
2019 Households						561
2019 Median Disposable Income						\$61,303
2019 Per Capita Income						\$44,808
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$27,246,004	\$2,960,458	\$24,285,546	80.4	5
Total Retail Trade	44-45	\$25,023,208	\$2,960,458	\$22,062,750	78.8	5
Total Food & Drink	722	\$2,222,796	\$0	\$2,222,796	100.0	0
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,857,466	\$0	\$5,857,466	100.0	0
Automobile Dealers	4411	\$4,571,404	\$0	\$4,571,404	100.0	0
Other Motor Vehicle Dealers	4412	\$820,901	\$0	\$820,901	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$465,161	\$0	\$465,161	100.0	0
Furniture & Home Furnishings Stores	442	\$709,456	\$0	\$709,456	100.0	0
Furniture Stores	4421	\$415,442	\$0	\$415,442	100.0	0
Home Furnishings Stores	4422	\$294,014	\$0	\$294,014	100.0	0
Electronics & Appliance Stores	443	\$734,439	\$434,443	\$299,996	25.7	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,911,275	\$0	\$1,911,275	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,767,876	\$0	\$1,767,876	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$143,399	\$0	\$143,399	100.0	0
Food & Beverage Stores	445	\$4,275,359	\$1,912,526	\$2,362,833	38.2	1
Grocery Stores	4451	\$3,504,841	\$1,912,526	\$1,592,315	29.4	1
Specialty Food Stores	4452	\$341,925	\$0	\$341,925	100.0	0
Beer, Wine & Liquor Stores	4453	\$428,593	\$0	\$428,593	100.0	0
Health & Personal Care Stores	446,4461	\$2,164,932	\$0	\$2,164,932	100.0	0
Gasoline Stations	447,4471	\$2,516,622	\$0	\$2,516,622	100.0	0
Clothing & Clothing Accessories Stores	448	\$871,777	\$174,486	\$697,291	66.6	1
Clothing Stores	4481	\$588,152	\$174,486	\$413,666	54.2	1
Shoe Stores	4482	\$114,645	\$0	\$114,645	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$168,980	\$0	\$168,980	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$818,378	\$0	\$818,378	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$742,182	\$0	\$742,182	100.0	0
Book, Periodical & Music Stores	4512	\$76,196	\$0	\$76,196	100.0	0
General Merchandise Stores	452	\$3,691,313	\$290,931	\$3,400,382	85.4	1
Department Stores Excluding Leased Depts.	4521	\$2,308,957	\$0	\$2,308,957	100.0	0
Other General Merchandise Stores	4529	\$1,382,356	\$290,931	\$1,091,425	65.2	1
Miscellaneous Store Retailers	453	\$1,012,783	\$148,072	\$864,711	74.5	1
Florists	4531	\$38,649	\$0	\$38,649	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$163,773	\$0	\$163,773	100.0	0
Used Merchandise Stores	4533	\$81,583	\$148,072	-\$66,489	-29.0	1
Other Miscellaneous Store Retailers	4539	\$728,778	\$0	\$728,778	100.0	0
Nonstore Retailers	454	\$459,408	\$0	\$459,408	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$299,370	\$0	\$299,370	100.0	0
Vending Machine Operators	4542	\$8,125	\$0	\$8,125	100.0	0
Direct Selling Establishments	4543	\$151,913	\$0	\$151,913	100.0	0
Food Services & Drinking Places	722	\$2,222,796	\$0	\$2,222,796	100.0	0
Special Food Services	7223	\$38,518	\$0	\$38,518	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$83,333	\$0	\$83,333	100.0	0
Restaurants/Other Eating Places	7225	\$2,100,945	\$0	\$2,100,945	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. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

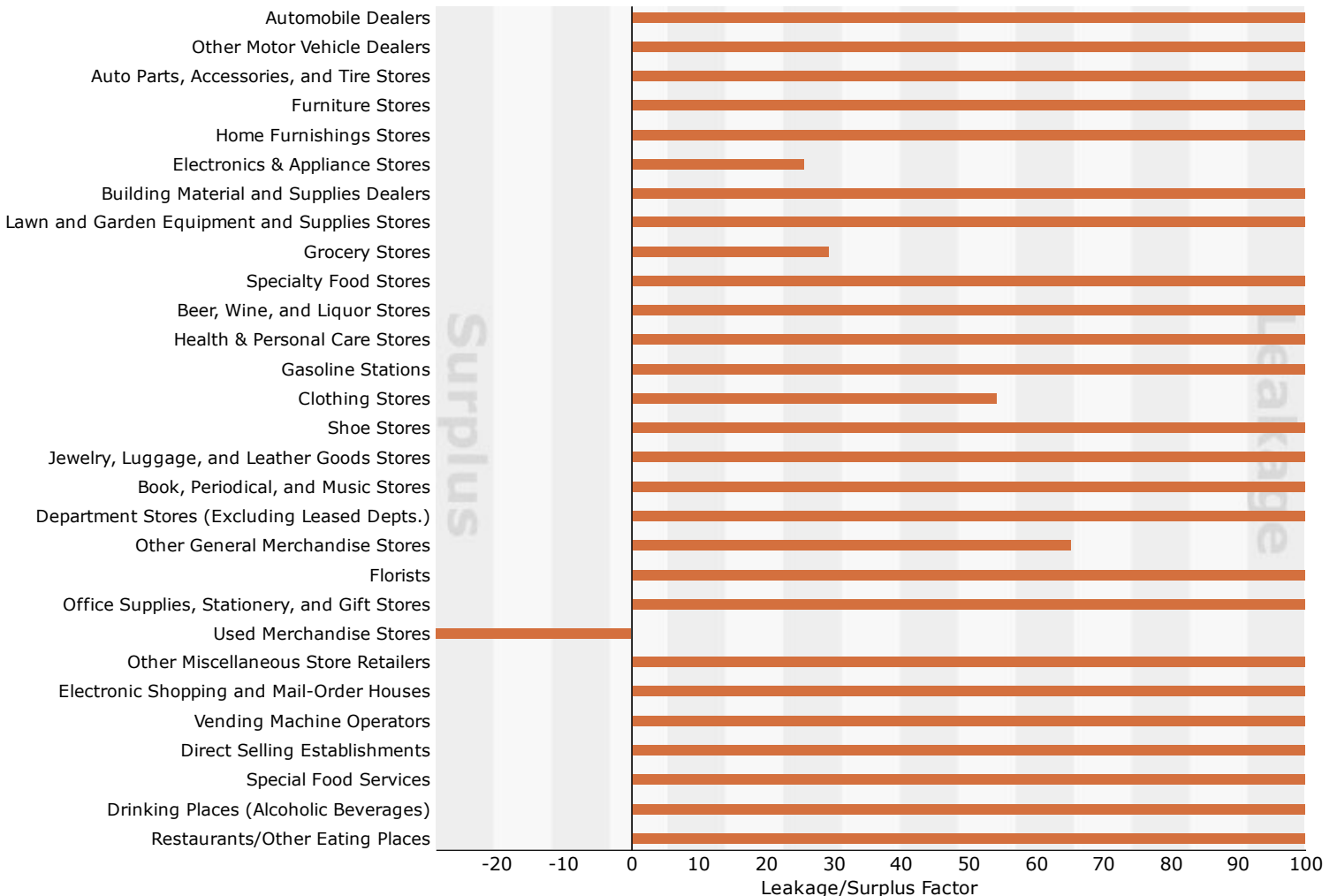
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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