



Retail MarketPlace Profile

Colorado City CDP, CO
 Colorado City CDP, CO (0815935)
 Geography: Place

Prepared by Esri

Summary Demographics

2019 Population	2,341
2019 Households	911
2019 Median Disposable Income	\$45,197
2019 Per Capita Income	\$28,941

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	\$5,722,442	\$2,209,966	\$5,685,032	12.3	14
Total Retail Trade	44-45	\$23,566,596	\$19,152,937	\$4,413,659	10.3	10
Total Food & Drink	722	\$2,328,402	\$1,057,029	\$1,271,373	37.6	4

2017 Industry Group

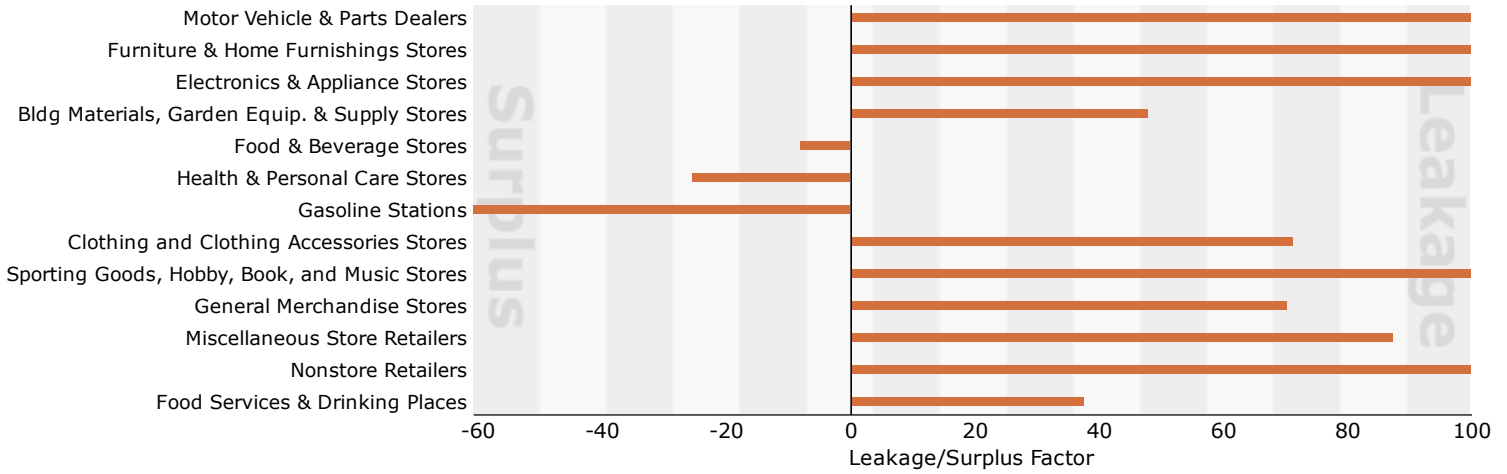
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,243,988	\$0	\$5,243,988	100.0	0
Automobile Dealers	4411	\$4,075,701	\$0	\$4,075,701	100.0	0
Other Motor Vehicle Dealers	4412	\$717,585	\$0	\$717,585	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$450,702	\$0	\$450,702	100.0	0
Furniture & Home Furnishings Stores	442	\$733,938	\$0	\$733,938	100.0	0
Furniture Stores	4421	\$435,587	\$0	\$435,587	100.0	0
Home Furnishings Stores	4422	\$298,351	\$0	\$298,351	100.0	0
Electronics & Appliance Stores	443	\$779,811	\$0	\$779,811	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,706,207	\$597,310	\$1,108,897	48.1	2
Bldg Material & Supplies Dealers	4441	\$1,583,703	\$491,005	\$1,092,698	52.7	1
Lawn & Garden Equip & Supply Stores	4442	\$122,504	\$106,305	\$16,199	7.1	1
Food & Beverage Stores	445	\$4,061,727	\$4,810,558	-\$748,831	-8.4	2
Grocery Stores	4451	\$3,282,226	\$4,810,558	-\$1,528,332	-18.9	2
Specialty Food Stores	4452	\$322,785	\$0	\$322,785	100.0	0
Beer, Wine & Liquor Stores	4453	\$456,716	\$0	\$456,716	100.0	0
Health & Personal Care Stores	446,4461	\$1,983,625	\$3,356,331	-\$1,372,706	-25.7	1
Gasoline Stations	447,4471	\$2,313,457	\$9,534,607	-\$7,221,150	-60.9	2
Clothing & Clothing Accessories Stores	448	\$950,469	\$158,646	\$791,823	71.4	1
Clothing Stores	4481	\$628,006	\$158,646	\$469,360	59.7	1
Shoe Stores	4482	\$121,066	\$0	\$121,066	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$201,397	\$0	\$201,397	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$835,808	\$0	\$835,808	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$754,486	\$0	\$754,486	100.0	0
Book, Periodical & Music Stores	4512	\$81,322	\$0	\$81,322	100.0	0
General Merchandise Stores	452	\$3,630,907	\$636,004	\$2,994,903	70.2	1
Department Stores Excluding Leased Depts.	4521	\$2,341,280	\$0	\$2,341,280	100.0	0
Other General Merchandise Stores	4529	\$1,289,627	\$636,004	\$653,623	33.9	1
Miscellaneous Store Retailers	453	\$894,195	\$59,481	\$834,714	87.5	1
Florists	4531	\$35,322	\$59,481	-\$24,159	-25.5	1
Office Supplies, Stationery & Gift Stores	4532	\$167,730	\$0	\$167,730	100.0	0
Used Merchandise Stores	4533	\$86,453	\$0	\$86,453	100.0	0
Other Miscellaneous Store Retailers	4539	\$604,690	\$0	\$604,690	100.0	0
Nonstore Retailers	454	\$432,464	\$0	\$432,464	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$296,116	\$0	\$296,116	100.0	0
Vending Machine Operators	4542	\$7,735	\$0	\$7,735	100.0	0
Direct Selling Establishments	4543	\$128,613	\$0	\$128,613	100.0	0
Food Services & Drinking Places	722	\$2,328,402	\$1,057,029	\$1,271,373	37.6	4
Special Food Services	7223	\$36,403	\$0	\$36,403	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$89,234	\$0	\$89,234	100.0	0
Restaurants/Other Eating Places	7225	\$2,202,765	\$1,057,029	\$1,145,736	35.1	4

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>

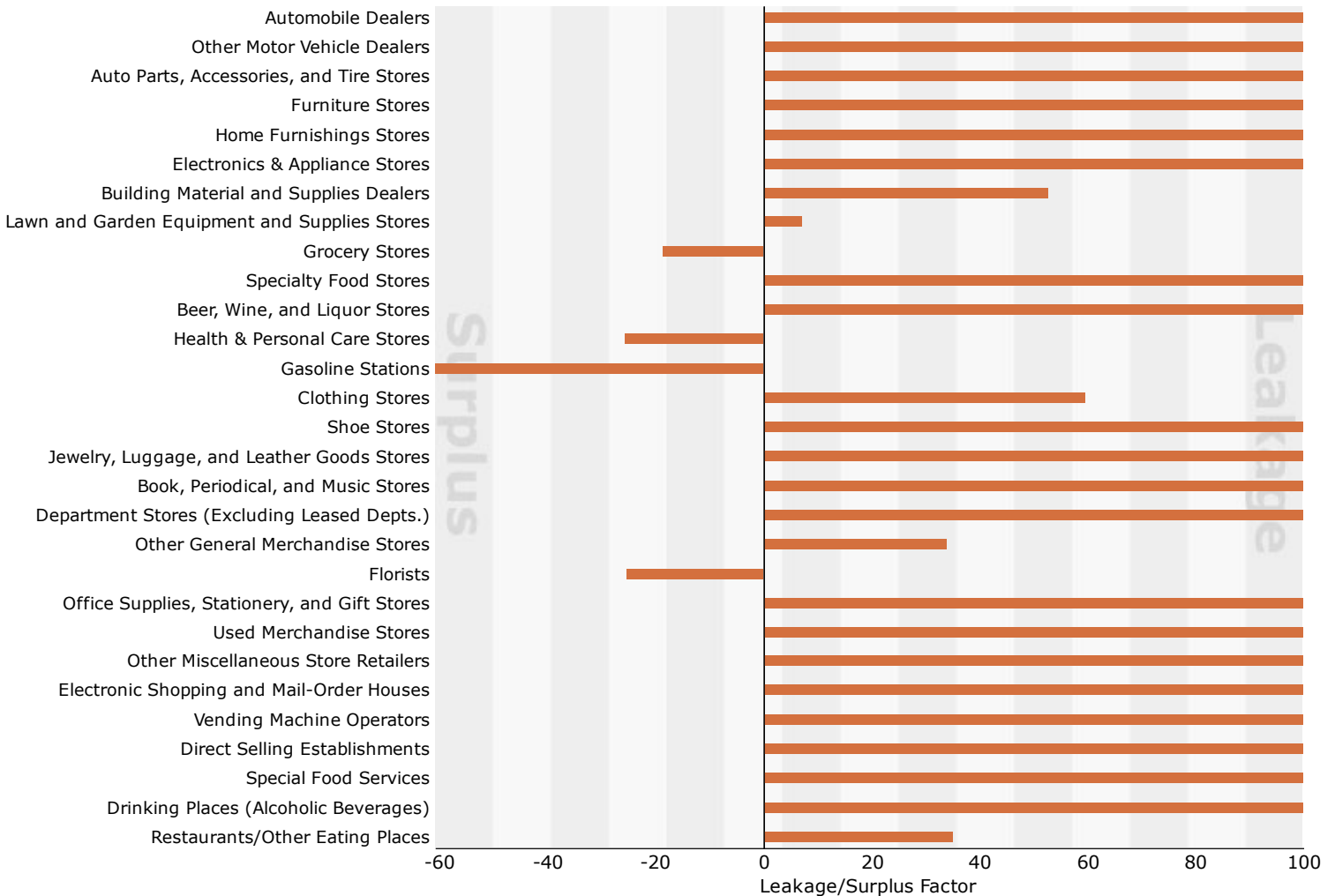
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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