



# Retail MarketPlace Profile

St. Charles Mesa CCD, CO  
 St. Charles Mesa CCD, CO (0810193154)  
 Geography: County Subdivision

Prepared by Esri

## Summary Demographics

2019 Population	9,070
2019 Households	3,418
2019 Median Disposable Income	\$50,209
2019 Per Capita Income	\$28,601

## 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	\$121,611,007	\$101,445,131	\$20,165,876	9.0	77
Total Retail Trade	44-45	\$110,031,377	\$96,850,305	\$13,181,072	6.4	61
Total Food & Drink	722	\$11,579,630	\$4,594,826	\$6,984,804	43.2	16

## 2017 Industry Group

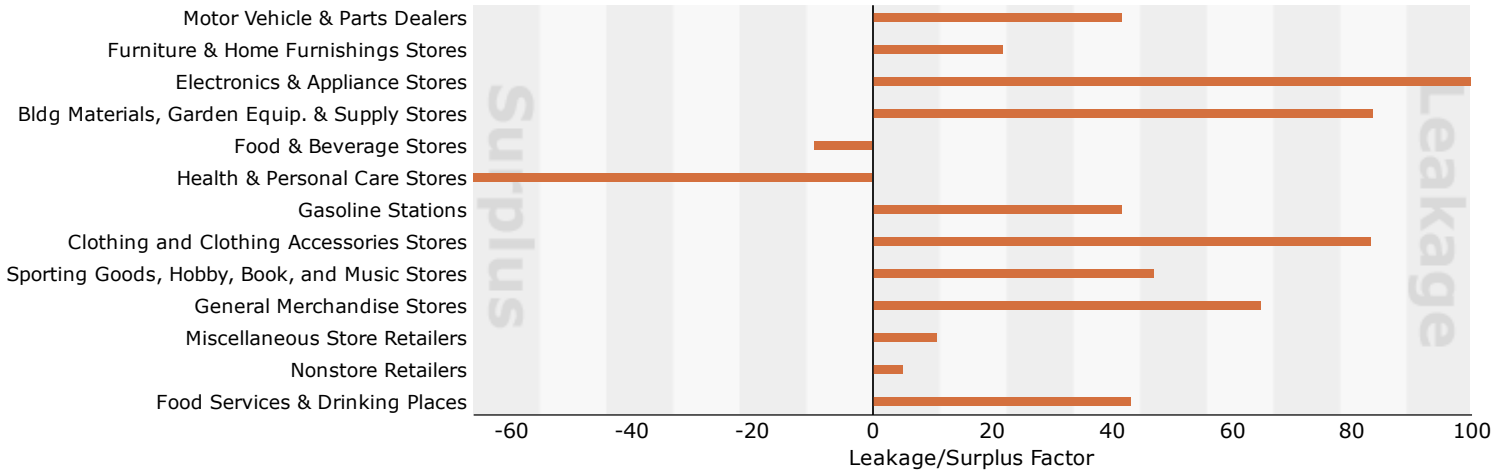
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$23,564,401	\$9,667,537	\$13,896,864	41.8	8
Automobile Dealers	4411	\$18,313,905	\$5,378,851	\$12,935,054	54.6	2
Other Motor Vehicle Dealers	4412	\$3,161,042	\$261,738	\$2,899,304	84.7	1
Auto Parts, Accessories & Tire Stores	4413	\$2,089,454	\$4,026,948	-\$1,937,494	-31.7	5
Furniture & Home Furnishings Stores	442	\$3,707,944	\$2,381,560	\$1,326,384	21.8	4
Furniture Stores	4421	\$2,208,666	\$2,294,109	-\$85,443	-1.9	3
Home Furnishings Stores	4422	\$1,499,278	\$87,451	\$1,411,827	89.0	1
Electronics & Appliance Stores	443	\$3,734,011	\$0	\$3,734,011	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,794,246	\$696,175	\$7,098,071	83.6	4
Bldg Material & Supplies Dealers	4441	\$7,230,610	\$149,678	\$7,080,932	95.9	1
Lawn & Garden Equip & Supply Stores	4442	\$563,636	\$546,497	\$17,139	1.5	3
Food & Beverage Stores	445	\$19,198,610	\$23,359,741	-\$4,161,131	-9.8	12
Grocery Stores	4451	\$15,451,030	\$5,021,111	\$10,429,919	50.9	4
Specialty Food Stores	4452	\$1,524,704	\$16,768,531	-\$15,243,827	-83.3	6
Beer, Wine & Liquor Stores	4453	\$2,222,876	\$1,570,099	\$652,777	17.2	2
Health & Personal Care Stores	446,4461	\$9,234,606	\$45,877,011	-\$36,642,405	-66.5	7
Gasoline Stations	447,4471	\$10,459,049	\$4,305,490	\$6,153,559	41.7	2
Clothing & Clothing Accessories Stores	448	\$4,792,460	\$434,750	\$4,357,710	83.4	2
Clothing Stores	4481	\$3,168,724	\$174,486	\$2,994,238	89.6	1
Shoe Stores	4482	\$616,800	\$0	\$616,800	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,006,936	\$260,264	\$746,672	58.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$4,092,009	\$1,472,002	\$2,620,007	47.1	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,691,469	\$1,213,955	\$2,477,514	50.5	5
Book, Periodical & Music Stores	4512	\$400,540	\$258,047	\$142,493	21.6	1
General Merchandise Stores	452	\$17,522,149	\$3,712,322	\$13,809,827	65.0	4
Department Stores Excluding Leased Depts.	4521	\$11,459,855	\$0	\$11,459,855	100.0	0
Other General Merchandise Stores	4529	\$6,062,294	\$3,712,322	\$2,349,972	24.0	4
Miscellaneous Store Retailers	453	\$3,994,699	\$3,201,407	\$793,292	11.0	10
Florists	4531	\$188,442	\$339,894	-\$151,452	-28.7	1
Office Supplies, Stationery & Gift Stores	4532	\$828,748	\$82,688	\$746,060	81.9	1
Used Merchandise Stores	4533	\$435,784	\$518,252	-\$82,468	-8.6	4
Other Miscellaneous Store Retailers	4539	\$2,541,725	\$2,260,573	\$281,152	5.9	4
Nonstore Retailers	454	\$1,937,193	\$1,742,310	\$194,883	5.3	2
Electronic Shopping & Mail-Order Houses	4541	\$1,409,906	\$1,663,166	-\$253,260	-8.2	1
Vending Machine Operators	4542	\$36,612	\$0	\$36,612	100.0	0
Direct Selling Establishments	4543	\$490,675	\$79,144	\$411,531	72.2	1
Food Services & Drinking Places	722	\$11,579,630	\$4,594,826	\$6,984,804	43.2	16
Special Food Services	7223	\$191,238	\$371,228	-\$179,990	-32.0	2
Drinking Places - Alcoholic Beverages	7224	\$468,208	\$220,007	\$248,201	36.1	2
Restaurants/Other Eating Places	7225	\$10,920,184	\$4,003,591	\$6,916,593	46.3	12

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>

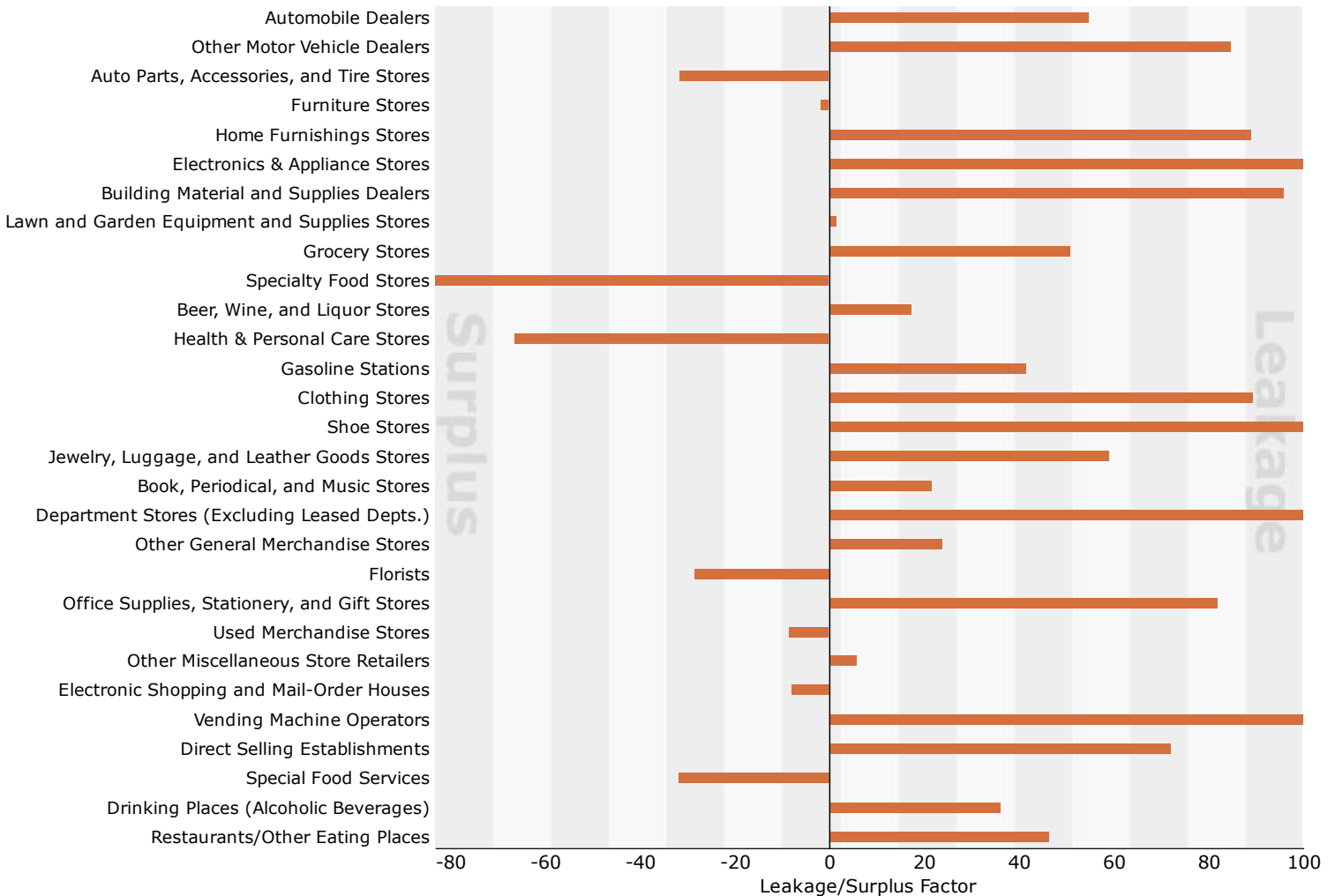
Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

December 27, 2019

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.