



Retail MarketPlace Profile

81025 (Boone) 2
 81025 (Boone)
 Geography: ZIP Code

Prepared by Esri

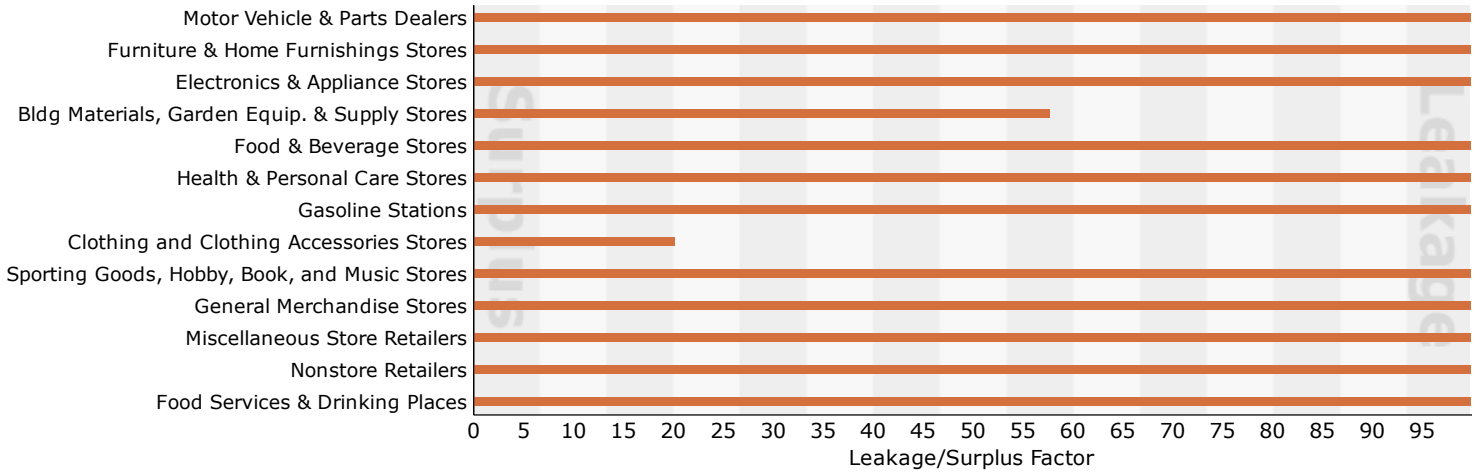
Summary Demographics						
2019 Population						1,141
2019 Households						464
2019 Median Disposable Income						\$36,211
2019 Per Capita Income						\$24,833
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$13,725,029	\$559,516	\$13,165,513	92.2	2
Total Retail Trade	44-45	\$12,527,519	\$559,516	\$11,968,003	91.4	2
Total Food & Drink	722	\$1,197,510	\$0	\$1,197,510	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	\$2,825,825	\$0	\$2,825,825	100.0	0
Automobile Dealers	4411	\$2,213,145	\$0	\$2,213,145	100.0	0
Other Motor Vehicle Dealers	4412	\$380,801	\$0	\$380,801	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$231,879	\$0	\$231,879	100.0	0
Furniture & Home Furnishings Stores	442	\$378,489	\$0	\$378,489	100.0	0
Furniture Stores	4421	\$225,092	\$0	\$225,092	100.0	0
Home Furnishings Stores	4422	\$153,397	\$0	\$153,397	100.0	0
Electronics & Appliance Stores	443	\$387,942	\$0	\$387,942	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$900,215	\$240,736	\$659,479	57.8	1
Bldg Material & Supplies Dealers	4441	\$837,717	\$240,736	\$596,981	55.4	1
Lawn & Garden Equip & Supply Stores	4442	\$62,498	\$0	\$62,498	100.0	0
Food & Beverage Stores	445	\$2,164,596	\$0	\$2,164,596	100.0	0
Grocery Stores	4451	\$1,768,296	\$0	\$1,768,296	100.0	0
Specialty Food Stores	4452	\$173,015	\$0	\$173,015	100.0	0
Beer, Wine & Liquor Stores	4453	\$223,285	\$0	\$223,285	100.0	0
Health & Personal Care Stores	446,4461	\$1,078,604	\$0	\$1,078,604	100.0	0
Gasoline Stations	447,4471	\$1,270,629	\$0	\$1,270,629	100.0	0
Clothing & Clothing Accessories Stores	448	\$479,772	\$318,780	\$160,992	20.2	1
Clothing Stores	4481	\$323,726	\$318,780	\$4,946	0.8	1
Shoe Stores	4482	\$64,625	\$0	\$64,625	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$91,421	\$0	\$91,421	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$431,259	\$0	\$431,259	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$391,602	\$0	\$391,602	100.0	0
Book, Periodical & Music Stores	4512	\$39,657	\$0	\$39,657	100.0	0
General Merchandise Stores	452	\$1,915,715	\$0	\$1,915,715	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,219,841	\$0	\$1,219,841	100.0	0
Other General Merchandise Stores	4529	\$695,874	\$0	\$695,874	100.0	0
Miscellaneous Store Retailers	453	\$483,769	\$0	\$483,769	100.0	0
Florists	4531	\$17,357	\$0	\$17,357	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$87,030	\$0	\$87,030	100.0	0
Used Merchandise Stores	4533	\$44,214	\$0	\$44,214	100.0	0
Other Miscellaneous Store Retailers	4539	\$335,168	\$0	\$335,168	100.0	0
Nonstore Retailers	454	\$210,704	\$0	\$210,704	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$151,961	\$0	\$151,961	100.0	0
Vending Machine Operators	4542	\$4,140	\$0	\$4,140	100.0	0
Direct Selling Establishments	4543	\$54,603	\$0	\$54,603	100.0	0
Food Services & Drinking Places	722	\$1,197,510	\$0	\$1,197,510	100.0	0
Special Food Services	7223	\$18,651	\$0	\$18,651	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$43,760	\$0	\$43,760	100.0	0
Restaurants/Other Eating Places	7225	\$1,135,099	\$0	\$1,135,099	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>

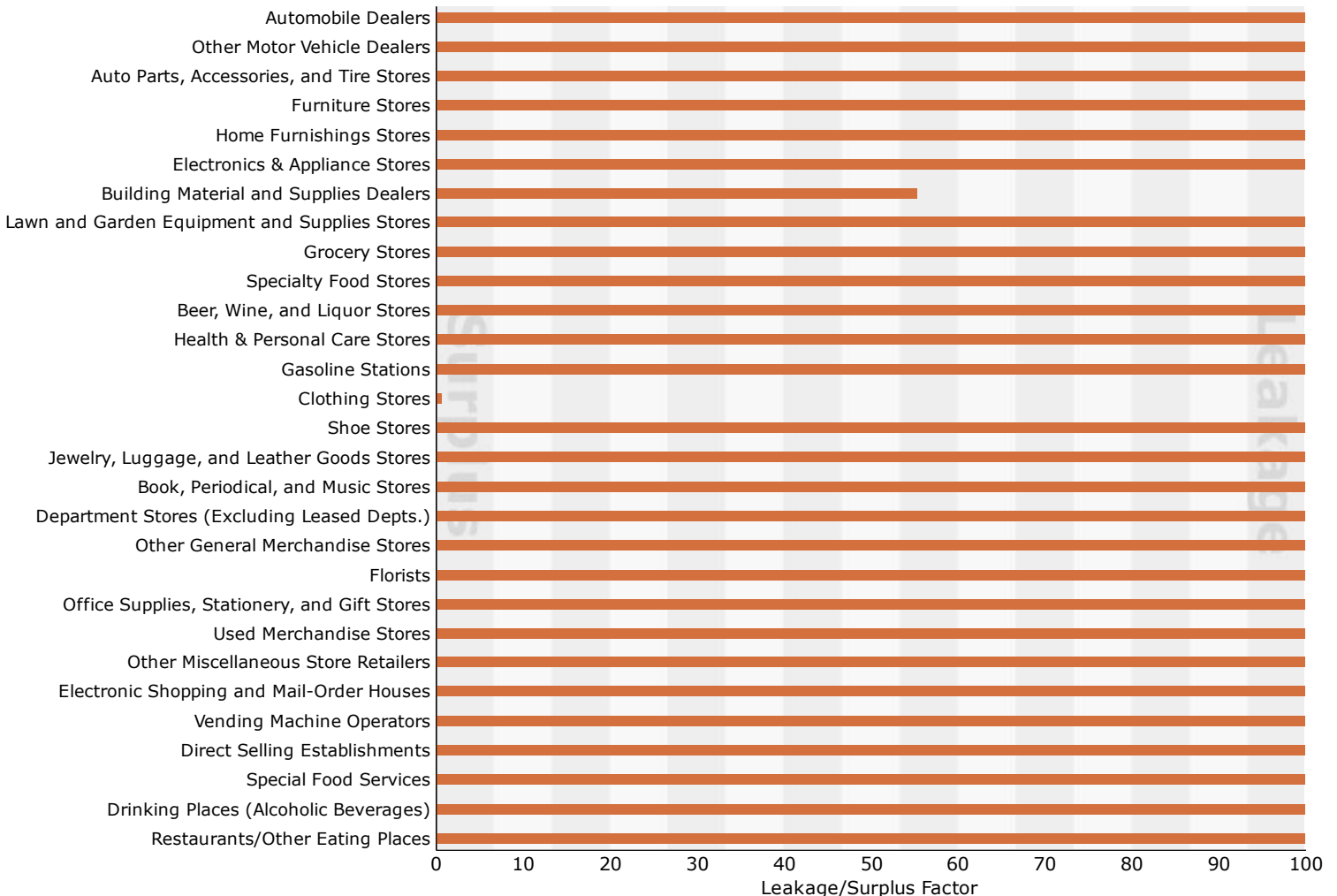
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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