



# Retail MarketPlace Profile

81039 (Fowler)  
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Geography: ZIP Code

Prepared by Esri

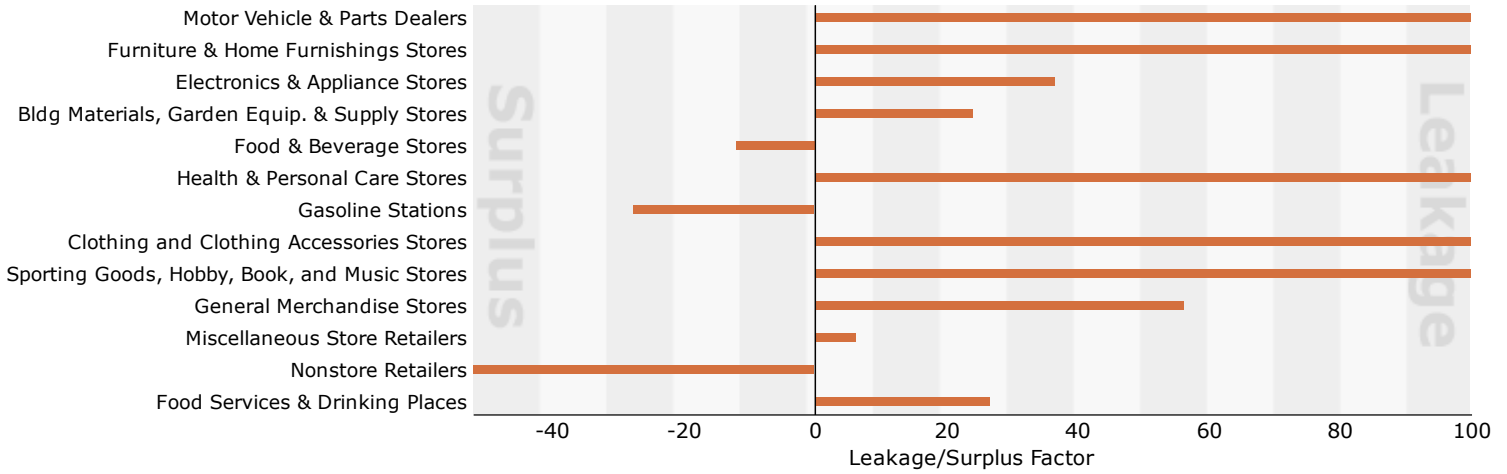
Summary Demographics						
2019 Population						1,905
2019 Households						816
2019 Median Disposable Income						\$31,938
2019 Per Capita Income						\$23,028
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$20,415,853	\$12,082,834	\$8,333,019	25.6	15
Total Retail Trade	44-45	\$18,678,267	\$11,074,510	\$7,603,757	25.6	13
Total Food & Drink	722	\$1,737,586	\$1,008,324	\$729,262	26.6	2
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,295,790	\$0	\$4,295,790	100.0	0
Automobile Dealers	4411	\$3,367,909	\$0	\$3,367,909	100.0	0
Other Motor Vehicle Dealers	4412	\$583,714	\$0	\$583,714	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$344,167	\$0	\$344,167	100.0	0
Furniture & Home Furnishings Stores	442	\$550,250	\$0	\$550,250	100.0	0
Furniture Stores	4421	\$333,966	\$0	\$333,966	100.0	0
Home Furnishings Stores	4422	\$216,284	\$0	\$216,284	100.0	0
Electronics & Appliance Stores	443	\$563,642	\$261,395	\$302,247	36.6	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,311,320	\$799,584	\$511,736	24.2	2
Bldg Material & Supplies Dealers	4441	\$1,213,165	\$799,584	\$413,581	20.5	2
Lawn & Garden Equip & Supply Stores	4442	\$98,155	\$0	\$98,155	100.0	0
Food & Beverage Stores	445	\$3,247,337	\$4,148,503	-\$901,166	-12.2	3
Grocery Stores	4451	\$2,662,223	\$3,952,277	-\$1,290,054	-19.5	2
Specialty Food Stores	4452	\$261,647	\$0	\$261,647	100.0	0
Beer, Wine & Liquor Stores	4453	\$323,467	\$196,226	\$127,241	24.5	1
Health & Personal Care Stores	446,4461	\$1,577,375	\$0	\$1,577,375	100.0	0
Gasoline Stations	447,4471	\$1,917,488	\$3,385,854	-\$1,468,366	-27.7	1
Clothing & Clothing Accessories Stores	448	\$685,232	\$0	\$685,232	100.0	0
Clothing Stores	4481	\$468,277	\$0	\$468,277	100.0	0
Shoe Stores	4482	\$93,136	\$0	\$93,136	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$123,819	\$0	\$123,819	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$629,993	\$0	\$629,993	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$568,304	\$0	\$568,304	100.0	0
Book, Periodical & Music Stores	4512	\$61,689	\$0	\$61,689	100.0	0
General Merchandise Stores	452	\$2,844,070	\$793,397	\$2,050,673	56.4	2
Department Stores Excluding Leased Depts.	4521	\$1,792,628	\$0	\$1,792,628	100.0	0
Other General Merchandise Stores	4529	\$1,051,442	\$793,397	\$258,045	14.0	2
Miscellaneous Store Retailers	453	\$726,482	\$638,789	\$87,693	6.4	3
Florists	4531	\$26,492	\$120,537	-\$94,045	-64.0	1
Office Supplies, Stationery & Gift Stores	4532	\$125,697	\$0	\$125,697	100.0	0
Used Merchandise Stores	4533	\$65,671	\$518,252	-\$452,581	-77.5	2
Other Miscellaneous Store Retailers	4539	\$508,622	\$0	\$508,622	100.0	0
Nonstore Retailers	454	\$329,288	\$1,046,988	-\$717,700	-52.1	1
Electronic Shopping & Mail-Order Houses	4541	\$224,491	\$0	\$224,491	100.0	0
Vending Machine Operators	4542	\$6,227	\$0	\$6,227	100.0	0
Direct Selling Establishments	4543	\$98,570	\$1,046,988	-\$948,418	-82.8	1
Food Services & Drinking Places	722	\$1,737,586	\$1,008,324	\$729,262	26.6	2
Special Food Services	7223	\$30,408	\$0	\$30,408	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$66,900	\$0	\$66,900	100.0	0
Restaurants/Other Eating Places	7225	\$1,640,278	\$1,008,324	\$631,954	23.9	2

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>

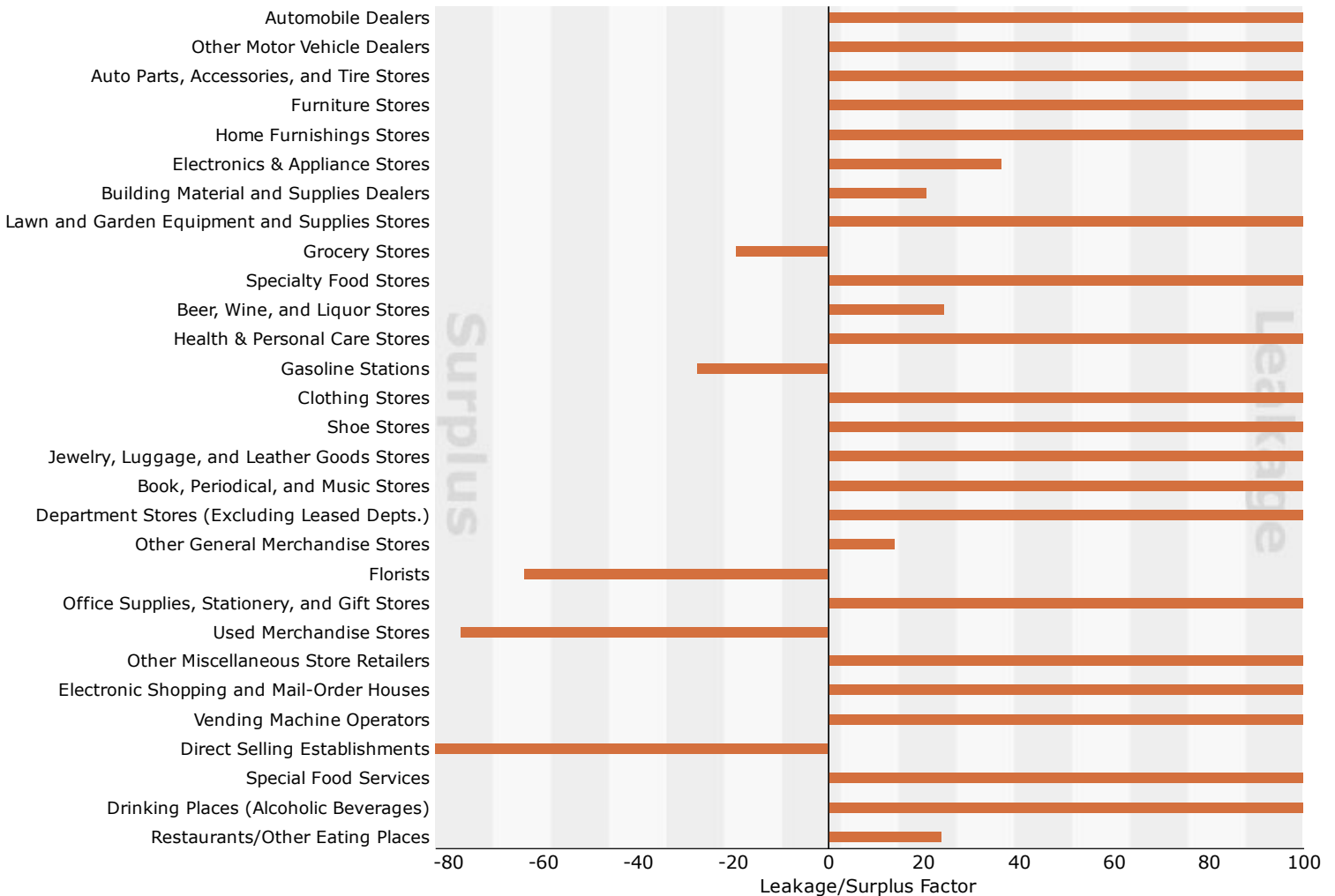
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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