



# Retail MarketPlace Profile

Beulah Valley CDP, CO  
 Beulah Valley CDP, CO (0806602)  
 Geography: Place

Prepared by Esri

## Summary Demographics

2019 Population	589
2019 Households	281
2019 Median Disposable Income	\$63,460
2019 Per Capita Income	\$45,092

## 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	\$14,175,239	\$2,960,458	\$11,214,781	65.4	5
Total Retail Trade	44-45	\$13,065,419	\$2,960,458	\$10,104,961	63.1	5
Total Food & Drink	722	\$1,109,820	\$0	\$1,109,820	100.0	0

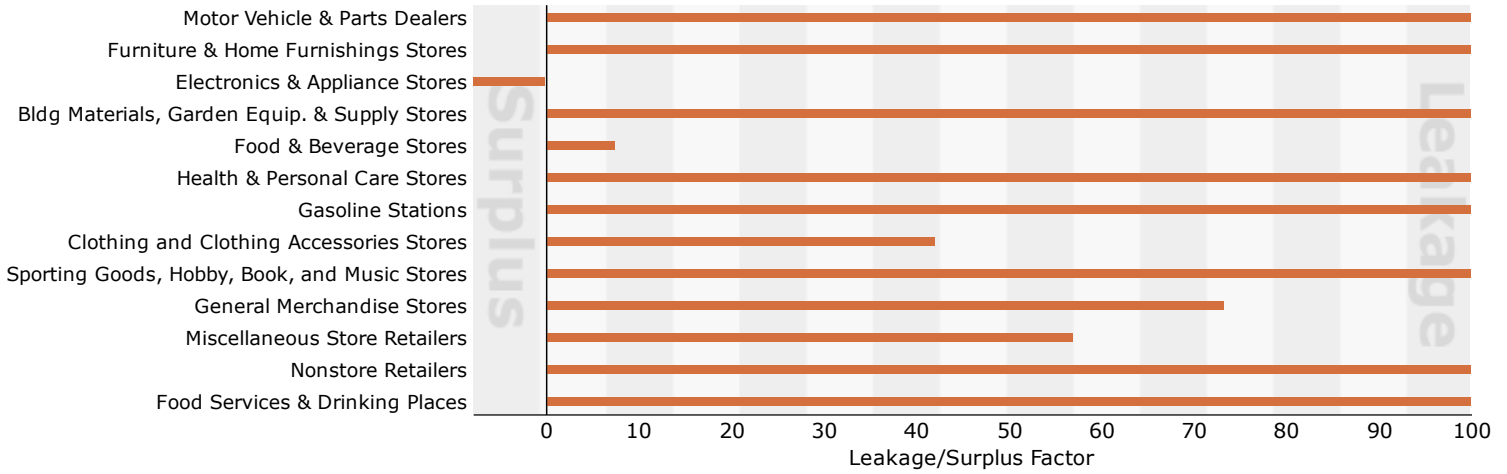
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,117,284	\$0	\$3,117,284	100.0	0
Automobile Dealers	4411	\$2,435,469	\$0	\$2,435,469	100.0	0
Other Motor Vehicle Dealers	4412	\$439,672	\$0	\$439,672	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$242,143	\$0	\$242,143	100.0	0
Furniture & Home Furnishings Stores	442	\$354,701	\$0	\$354,701	100.0	0
Furniture Stores	4421	\$206,913	\$0	\$206,913	100.0	0
Home Furnishings Stores	4422	\$147,788	\$0	\$147,788	100.0	0
Electronics & Appliance Stores	443	\$370,597	\$434,443	-\$63,846	-7.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,012,182	\$0	\$1,012,182	100.0	0
Bldg Material & Supplies Dealers	4441	\$935,764	\$0	\$935,764	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$76,418	\$0	\$76,418	100.0	0
Food & Beverage Stores	445	\$2,222,494	\$1,912,526	\$309,968	7.5	1
Grocery Stores	4451	\$1,829,992	\$1,912,526	-\$82,534	-2.2	1
Specialty Food Stores	4452	\$178,016	\$0	\$178,016	100.0	0
Beer, Wine & Liquor Stores	4453	\$214,486	\$0	\$214,486	100.0	0
Health & Personal Care Stores	446,4461	\$1,142,215	\$0	\$1,142,215	100.0	0
Gasoline Stations	447,4471	\$1,332,123	\$0	\$1,332,123	100.0	0
Clothing & Clothing Accessories Stores	448	\$428,678	\$174,486	\$254,192	42.1	1
Clothing Stores	4481	\$290,662	\$174,486	\$116,176	25.0	1
Shoe Stores	4482	\$56,576	\$0	\$56,576	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$81,440	\$0	\$81,440	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$412,617	\$0	\$412,617	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$374,669	\$0	\$374,669	100.0	0
Book, Periodical & Music Stores	4512	\$37,948	\$0	\$37,948	100.0	0
General Merchandise Stores	452	\$1,890,030	\$290,931	\$1,599,099	73.3	1
Department Stores Excluding Leased Depts.	4521	\$1,168,007	\$0	\$1,168,007	100.0	0
Other General Merchandise Stores	4529	\$722,023	\$290,931	\$431,092	42.6	1
Miscellaneous Store Retailers	453	\$540,169	\$148,072	\$392,097	57.0	1
Florists	4531	\$19,591	\$0	\$19,591	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$82,528	\$0	\$82,528	100.0	0
Used Merchandise Stores	4533	\$40,410	\$148,072	-\$107,662	-57.1	1
Other Miscellaneous Store Retailers	4539	\$397,640	\$0	\$397,640	100.0	0
Nonstore Retailers	454	\$242,329	\$0	\$242,329	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$153,827	\$0	\$153,827	100.0	0
Vending Machine Operators	4542	\$4,220	\$0	\$4,220	100.0	0
Direct Selling Establishments	4543	\$84,282	\$0	\$84,282	100.0	0
Food Services & Drinking Places	722	\$1,109,820	\$0	\$1,109,820	100.0	0
Special Food Services	7223	\$19,271	\$0	\$19,271	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$40,498	\$0	\$40,498	100.0	0
Restaurants/Other Eating Places	7225	\$1,050,051	\$0	\$1,050,051	100.0	0

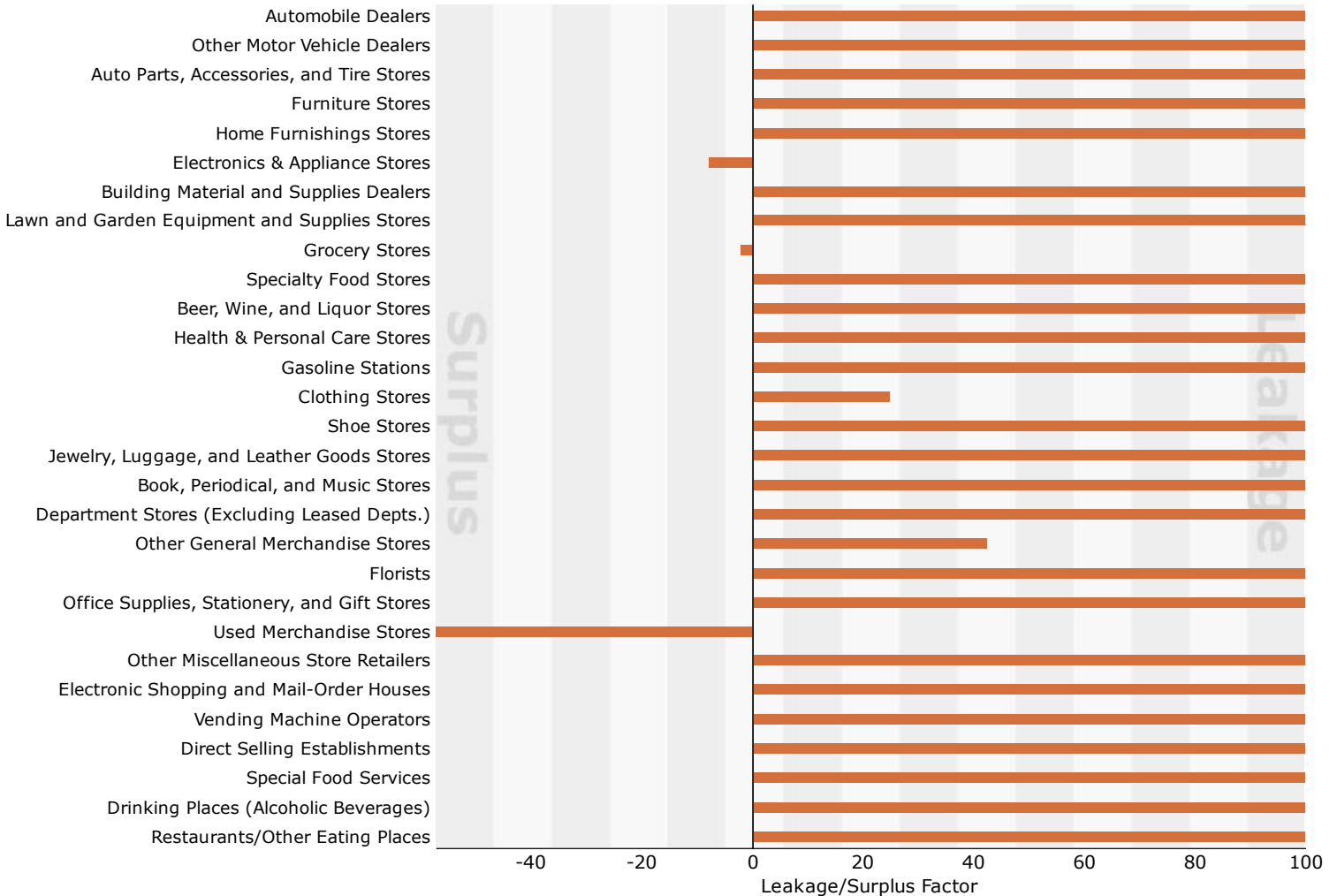
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>

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

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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