



Retail MarketPlace Profile

Boone Town, CO
 Boone Town, CO (0807795)
 Geography: Place

Prepared by Esri

Summary Demographics

2019 Population	362
2019 Households	147
2019 Median Disposable Income	\$29,308
2019 Per Capita Income	\$24,009

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	\$3,826,233	\$120,368	\$3,705,865	93.9	1
Total Retail Trade	44-45	\$3,480,748	\$120,368	\$3,360,380	93.3	1
Total Food & Drink	722	\$345,485	\$0	\$345,485	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	\$753,138	\$0	\$753,138	100.0	0
Automobile Dealers	4411	\$586,537	\$0	\$586,537	100.0	0
Other Motor Vehicle Dealers	4412	\$100,564	\$0	\$100,564	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$66,037	\$0	\$66,037	100.0	0
Furniture & Home Furnishings Stores	442	\$108,647	\$0	\$108,647	100.0	0
Furniture Stores	4421	\$64,036	\$0	\$64,036	100.0	0
Home Furnishings Stores	4422	\$44,611	\$0	\$44,611	100.0	0
Electronics & Appliance Stores	443	\$114,251	\$0	\$114,251	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$243,657	\$120,368	\$123,289	33.9	1
Bldg Material & Supplies Dealers	4441	\$226,912	\$120,368	\$106,544	30.7	1
Lawn & Garden Equip & Supply Stores	4442	\$16,745	\$0	\$16,745	100.0	0
Food & Beverage Stores	445	\$611,664	\$0	\$611,664	100.0	0
Grocery Stores	4451	\$496,365	\$0	\$496,365	100.0	0
Specialty Food Stores	4452	\$48,716	\$0	\$48,716	100.0	0
Beer, Wine & Liquor Stores	4453	\$66,583	\$0	\$66,583	100.0	0
Health & Personal Care Stores	446,4461	\$306,610	\$0	\$306,610	100.0	0
Gasoline Stations	447,4471	\$346,372	\$0	\$346,372	100.0	0
Clothing & Clothing Accessories Stores	448	\$140,166	\$0	\$140,166	100.0	0
Clothing Stores	4481	\$93,193	\$0	\$93,193	100.0	0
Shoe Stores	4482	\$18,215	\$0	\$18,215	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$28,758	\$0	\$28,758	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$123,659	\$0	\$123,659	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$112,150	\$0	\$112,150	100.0	0
Book, Periodical & Music Stores	4512	\$11,509	\$0	\$11,509	100.0	0
General Merchandise Stores	452	\$540,597	\$0	\$540,597	100.0	0
Department Stores Excluding Leased Depts.	4521	\$346,725	\$0	\$346,725	100.0	0
Other General Merchandise Stores	4529	\$193,872	\$0	\$193,872	100.0	0
Miscellaneous Store Retailers	453	\$133,169	\$0	\$133,169	100.0	0
Florists	4531	\$4,950	\$0	\$4,950	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$25,205	\$0	\$25,205	100.0	0
Used Merchandise Stores	4533	\$12,885	\$0	\$12,885	100.0	0
Other Miscellaneous Store Retailers	4539	\$90,129	\$0	\$90,129	100.0	0
Nonstore Retailers	454	\$58,818	\$0	\$58,818	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$43,919	\$0	\$43,919	100.0	0
Vending Machine Operators	4542	\$1,169	\$0	\$1,169	100.0	0
Direct Selling Establishments	4543	\$13,730	\$0	\$13,730	100.0	0
Food Services & Drinking Places	722	\$345,485	\$0	\$345,485	100.0	0
Special Food Services	7223	\$4,919	\$0	\$4,919	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$12,952	\$0	\$12,952	100.0	0
Restaurants/Other Eating Places	7225	\$327,614	\$0	\$327,614	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.

October 09, 2019

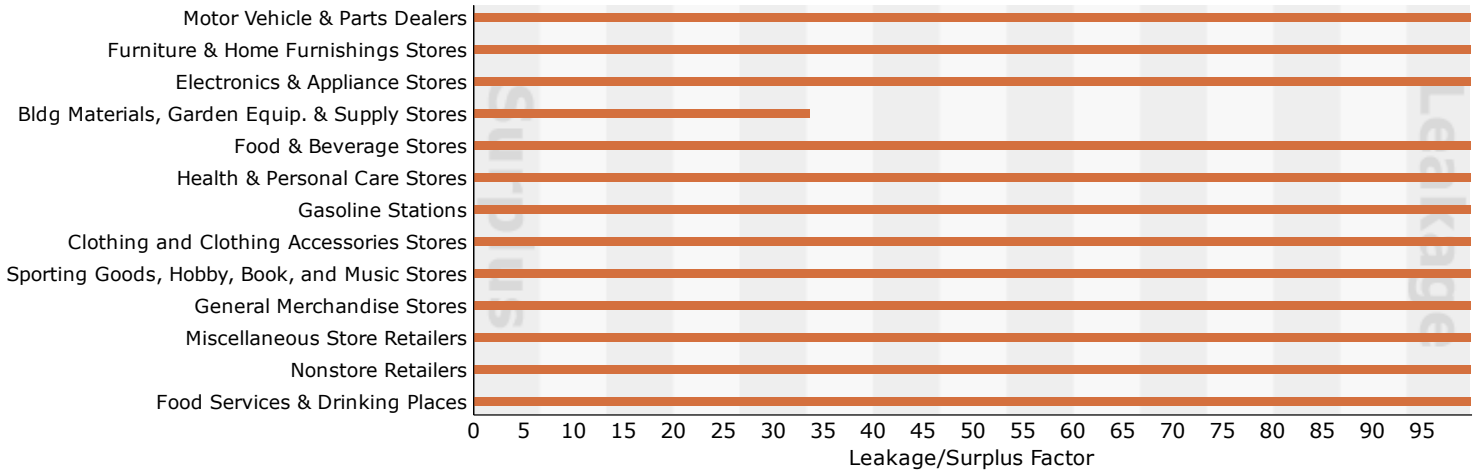


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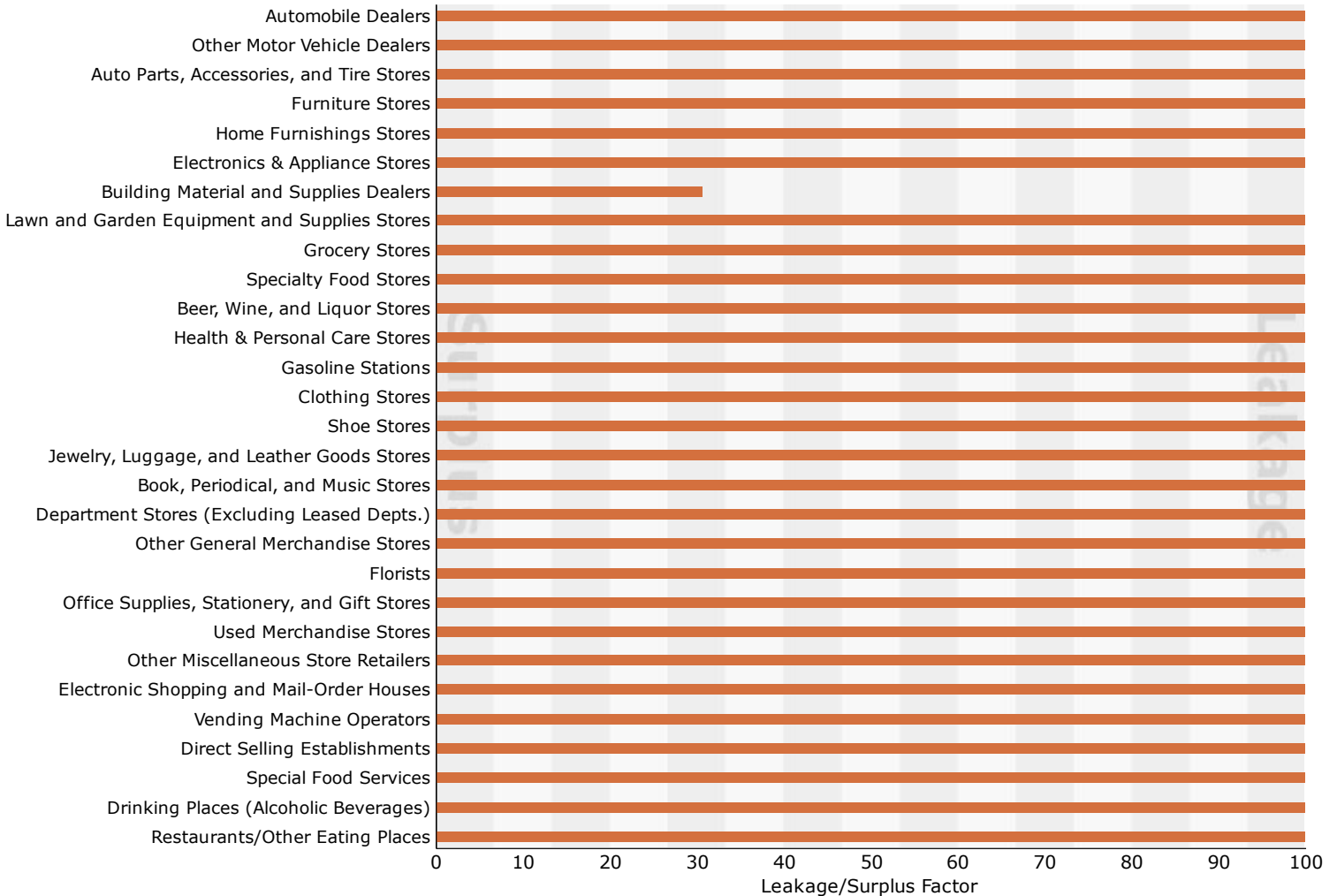
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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