



Retail MarketPlace Profile

Rye Town, CO
 Rye Town, CO (0866895)
 Geography: Place

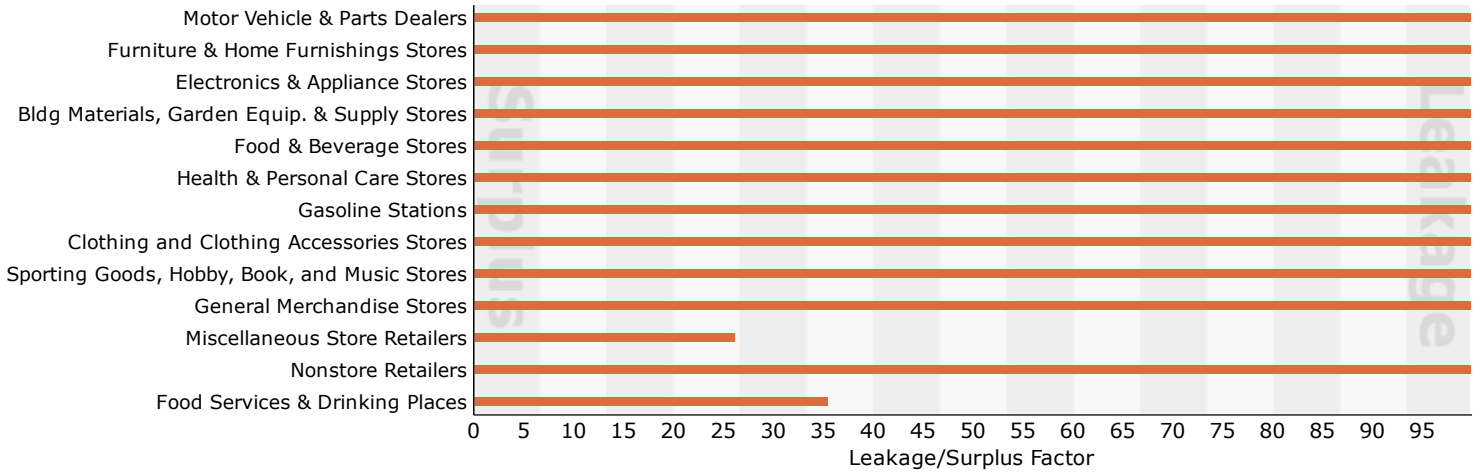
Prepared by Esri

Summary Demographics						
2019 Population						164
2019 Households						76
2019 Median Disposable Income						\$51,316
2019 Per Capita Income						\$32,700
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	\$2,779,418	\$165,314	\$2,614,104	88.8	2
Total Retail Trade	44-45	\$2,561,809	\$61,856	\$2,499,953	95.3	1
Total Food & Drink	722	\$217,609	\$103,458	\$114,151	35.6	1
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$611,223	\$0	\$611,223	100.0	0
Automobile Dealers	4411	\$477,536	\$0	\$477,536	100.0	0
Other Motor Vehicle Dealers	4412	\$86,209	\$0	\$86,209	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$47,478	\$0	\$47,478	100.0	0
Furniture & Home Furnishings Stores	442	\$69,549	\$0	\$69,549	100.0	0
Furniture Stores	4421	\$40,571	\$0	\$40,571	100.0	0
Home Furnishings Stores	4422	\$28,978	\$0	\$28,978	100.0	0
Electronics & Appliance Stores	443	\$72,665	\$0	\$72,665	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$198,464	\$0	\$198,464	100.0	0
Bldg Material & Supplies Dealers	4441	\$183,480	\$0	\$183,480	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$14,984	\$0	\$14,984	100.0	0
Food & Beverage Stores	445	\$435,776	\$0	\$435,776	100.0	0
Grocery Stores	4451	\$358,816	\$0	\$358,816	100.0	0
Specialty Food Stores	4452	\$34,905	\$0	\$34,905	100.0	0
Beer, Wine & Liquor Stores	4453	\$42,055	\$0	\$42,055	100.0	0
Health & Personal Care Stores	446,4461	\$223,960	\$0	\$223,960	100.0	0
Gasoline Stations	447,4471	\$261,197	\$0	\$261,197	100.0	0
Clothing & Clothing Accessories Stores	448	\$84,054	\$0	\$84,054	100.0	0
Clothing Stores	4481	\$56,992	\$0	\$56,992	100.0	0
Shoe Stores	4482	\$11,093	\$0	\$11,093	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$15,969	\$0	\$15,969	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$80,905	\$0	\$80,905	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$73,464	\$0	\$73,464	100.0	0
Book, Periodical & Music Stores	4512	\$7,441	\$0	\$7,441	100.0	0
General Merchandise Stores	452	\$370,588	\$0	\$370,588	100.0	0
Department Stores Excluding Leased Depts.	4521	\$229,017	\$0	\$229,017	100.0	0
Other General Merchandise Stores	4529	\$141,571	\$0	\$141,571	100.0	0
Miscellaneous Store Retailers	453	\$105,914	\$61,856	\$44,058	26.3	1
Florists	4531	\$3,841	\$0	\$3,841	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$16,182	\$61,856	-\$45,674	-58.5	1
Used Merchandise Stores	4533	\$7,923	\$0	\$7,923	100.0	0
Other Miscellaneous Store Retailers	4539	\$77,968	\$0	\$77,968	100.0	0
Nonstore Retailers	454	\$47,514	\$0	\$47,514	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$30,162	\$0	\$30,162	100.0	0
Vending Machine Operators	4542	\$827	\$0	\$827	100.0	0
Direct Selling Establishments	4543	\$16,525	\$0	\$16,525	100.0	0
Food Services & Drinking Places	722	\$217,609	\$103,458	\$114,151	35.6	1
Special Food Services	7223	\$3,779	\$0	\$3,779	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$7,941	\$0	\$7,941	100.0	0
Restaurants/Other Eating Places	7225	\$205,889	\$103,458	\$102,431	33.1	1

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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