



Retail MarketPlace Profile

81019 (Colorado City) 2
 81019 (Colorado City)
 Geography: ZIP Code

Prepared by Esri

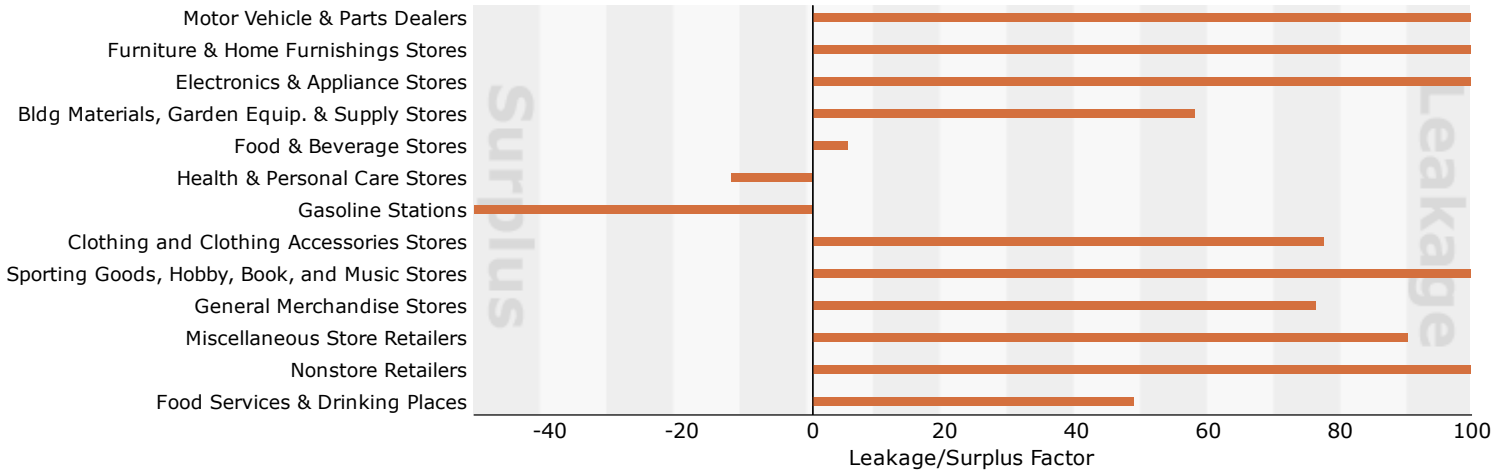
Summary Demographics						
2019 Population						2,419
2019 Households						946
2019 Median Disposable Income						\$45,231
2019 Per Capita Income						\$28,908
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$26,804,128	\$15,879,259	\$10,924,869	25.6	11
Total Retail Trade	44-45	\$24,389,497	\$15,048,736	\$9,340,761	23.7	9
Total Food & Drink	722	\$2,414,631	\$830,523	\$1,584,108	48.8	2
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,421,385	\$0	\$5,421,385	100.0	0
Automobile Dealers	4411	\$4,213,232	\$0	\$4,213,232	100.0	0
Other Motor Vehicle Dealers	4412	\$741,503	\$0	\$741,503	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$466,650	\$0	\$466,650	100.0	0
Furniture & Home Furnishings Stores	442	\$760,985	\$0	\$760,985	100.0	0
Furniture Stores	4421	\$451,737	\$0	\$451,737	100.0	0
Home Furnishings Stores	4422	\$309,248	\$0	\$309,248	100.0	0
Electronics & Appliance Stores	443	\$808,720	\$0	\$808,720	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,763,983	\$469,315	\$1,294,668	58.0	2
Bldg Material & Supplies Dealers	4441	\$1,637,432	\$385,790	\$1,251,642	61.9	1
Lawn & Garden Equip & Supply Stores	4442	\$126,551	\$83,525	\$43,026	20.5	1
Food & Beverage Stores	445	\$4,204,353	\$3,779,724	\$424,629	5.3	2
Grocery Stores	4451	\$3,396,554	\$3,779,724	-\$383,170	-5.3	2
Specialty Food Stores	4452	\$334,082	\$0	\$334,082	100.0	0
Beer, Wine & Liquor Stores	4453	\$473,717	\$0	\$473,717	100.0	0
Health & Personal Care Stores	446,4461	\$2,051,734	\$2,637,118	-\$585,384	-12.5	1
Gasoline Stations	447,4471	\$2,392,891	\$7,491,477	-\$5,098,586	-51.6	1
Clothing & Clothing Accessories Stores	448	\$986,332	\$124,650	\$861,682	77.6	1
Clothing Stores	4481	\$651,500	\$124,650	\$526,850	67.9	1
Shoe Stores	4482	\$125,580	\$0	\$125,580	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$209,252	\$0	\$209,252	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$866,374	\$0	\$866,374	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$782,018	\$0	\$782,018	100.0	0
Book, Periodical & Music Stores	4512	\$84,356	\$0	\$84,356	100.0	0
General Merchandise Stores	452	\$3,761,036	\$499,717	\$3,261,319	76.5	1
Department Stores Excluding Leased Depts.	4521	\$2,426,570	\$0	\$2,426,570	100.0	0
Other General Merchandise Stores	4529	\$1,334,466	\$499,717	\$834,749	45.5	1
Miscellaneous Store Retailers	453	\$924,209	\$46,735	\$877,474	90.4	1
Florists	4531	\$36,555	\$46,735	-\$10,180	-12.2	1
Office Supplies, Stationery & Gift Stores	4532	\$173,871	\$0	\$173,871	100.0	0
Used Merchandise Stores	4533	\$89,676	\$0	\$89,676	100.0	0
Other Miscellaneous Store Retailers	4539	\$624,107	\$0	\$624,107	100.0	0
Nonstore Retailers	454	\$447,495	\$0	\$447,495	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$306,737	\$0	\$306,737	100.0	0
Vending Machine Operators	4542	\$8,007	\$0	\$8,007	100.0	0
Direct Selling Establishments	4543	\$132,751	\$0	\$132,751	100.0	0
Food Services & Drinking Places	722	\$2,414,631	\$830,523	\$1,584,108	48.8	2
Special Food Services	7223	\$37,699	\$0	\$37,699	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$92,594	\$0	\$92,594	100.0	0
Restaurants/Other Eating Places	7225	\$2,284,338	\$830,523	\$1,453,815	46.7	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>

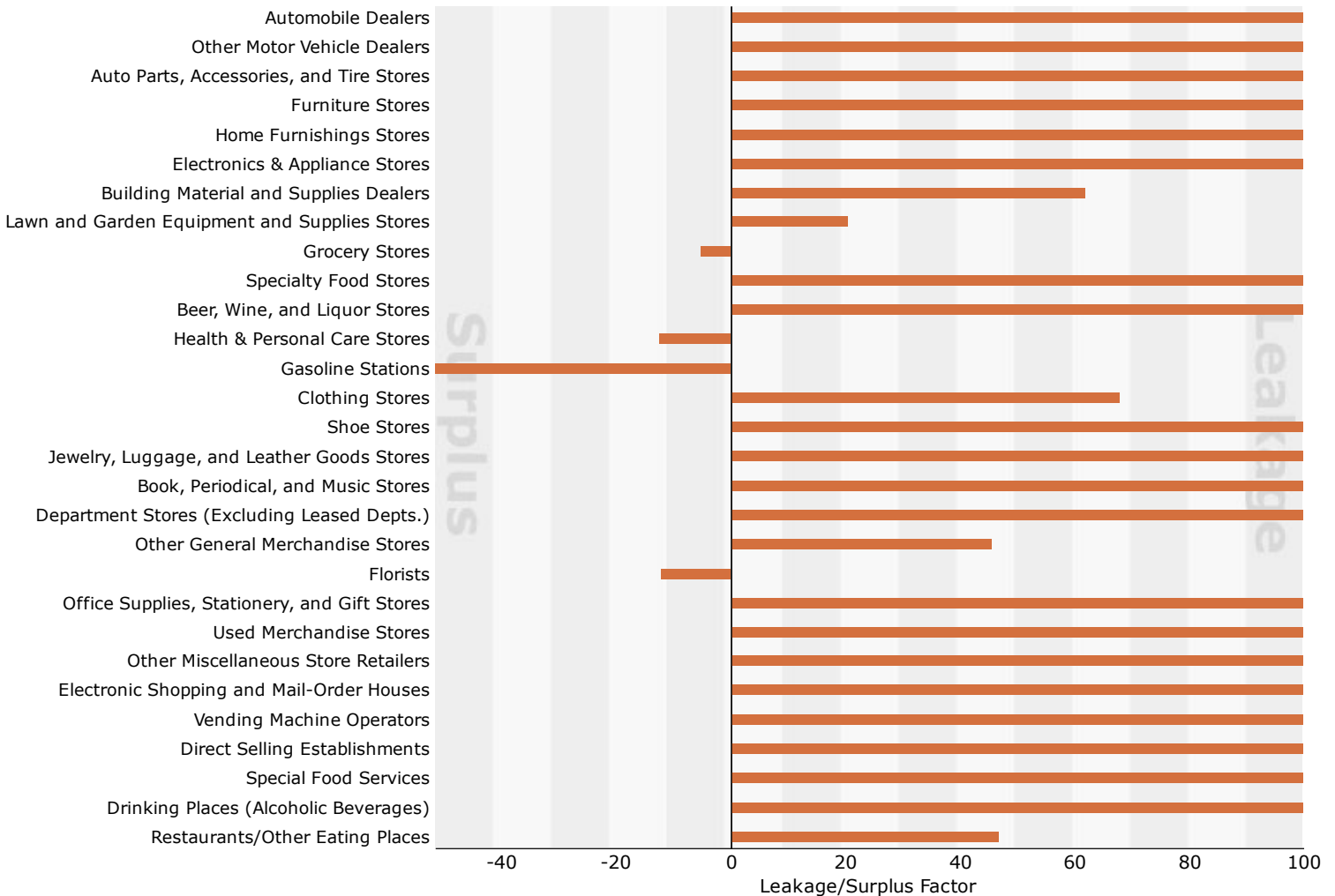
Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

December 27, 2019

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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