



Retail MarketPlace Profile

81019 (Colorado city)
 81019 (Colorado City, CO)
 Geography: ZIP Code

Summary Demographics

2010 Population	1,404
2010 Households	559
2010 Median Disposable Income	\$38,370
2010 Per Capita Income	\$21,573

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Industry Summary						
Total Retail Trade and Food & Drink	44-	\$12,339,504	\$42,208,480	-\$29,868,976	-54.8	33
Total Retail Trade	44-45	\$10,842,892	\$39,054,244	-\$28,211,352	-56.5	21
Total Food & Drink	722	\$1,496,612	\$3,154,236	-\$1,657,624	-35.6	12

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Industry Group						
Motor Vehicle & Parts Dealers	441	\$2,677,288	\$672,536	\$2,004,752	59.8	1
Automobile Dealers	4411	\$2,179,320	\$672,536	\$1,506,784	52.8	1
Other Motor Vehicle Dealers	4412	\$316,452	\$0	\$316,452	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$181,516	\$0	\$181,516	100.0	0
Furniture & Home Furnishings Stores	442	\$317,657	\$752,905	-\$435,248	-40.7	1
Furniture Stores	4421	\$200,620	\$0	\$200,620	100.0	0
Home Furnishings Stores	4422	\$117,037	\$752,905	-\$635,868	-73.1	1
Electronics & Appliance Stores	4431	\$238,546	\$0	\$238,546	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$457,417	\$337,214	\$120,203	15.1	3
Bldg Material & Supplies Dealers	4441	\$416,587	\$321,998	\$94,589	12.8	2
Lawn & Garden Equip & Supply Stores	4442	\$40,830	\$15,216	\$25,614	45.7	1
Food & Beverage Stores	445	\$2,062,973	\$4,035,901	-\$1,972,928	-32.3	4
Grocery Stores	4451	\$1,864,236	\$3,567,376	-\$1,703,140	-31.4	2
Specialty Food Stores	4452	\$52,129	\$0	\$52,129	100.0	0
Beer, Wine & Liquor Stores	4453	\$146,608	\$468,525	-\$321,917	-52.3	2
Health & Personal Care Stores	446,4461	\$364,998	\$2,039,426	-\$1,674,428	-69.6	3
Gasoline Stations	447,4471	\$1,949,934	\$28,743,554	-\$26,793,620	-87.3	3
Clothing & Clothing Accessories Stores	448	\$364,372	\$286,802	\$77,570	11.9	2
Clothing Stores	4481	\$261,766	\$164,964	\$96,802	22.7	1
Shoe Stores	4482	\$51,337	\$0	\$51,337	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$51,269	\$121,838	-\$70,569	-40.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$128,420	\$135,747	-\$7,327	-2.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$73,875	\$0	\$73,875	100.0	0
Book, Periodical & Music Stores	4512	\$54,545	\$135,747	-\$81,202	-42.7	1
General Merchandise Stores	452	\$1,780,447	\$1,691,182	\$89,265	2.6	1
Department Stores Excluding Leased Depts.	4521	\$687,883	\$0	\$687,883	100.0	0
Other General Merchandise Stores	4529	\$1,092,564	\$1,691,182	-\$598,618	-21.5	1
Miscellaneous Store Retailers	453	\$223,281	\$32,288	\$190,993	74.7	1
Florists	4531	\$25,517	\$32,288	-\$6,771	-11.7	1
Office Supplies, Stationery & Gift Stores	4532	\$80,447	\$0	\$80,447	100.0	0
Used Merchandise Stores	4533	\$12,277	\$0	\$12,277	100.0	0
Other Miscellaneous Store Retailers	4539	\$105,040	\$0	\$105,040	100.0	0
Nonstore Retailers	454	\$277,559	\$326,689	-\$49,130	-8.1	1
Electronic Shopping & Mail-Order Houses	4541	\$103,851	\$0	\$103,851	100.0	0
Vending Machine Operators	4542	\$14,436	\$326,689	-\$312,253	-91.5	1
Direct Selling Establishments	4543	\$159,272	\$0	\$159,272	100.0	0
Food Services & Drinking Places	722	\$1,496,612	\$3,154,236	-\$1,657,624	-35.6	12
Full-Service Restaurants	7221	\$602,955	\$2,509,576	-\$1,906,621	-61.3	10
Limited-Service Eating Places	7222	\$775,138	\$329,618	\$445,520	40.3	1
Special Food Services	7223	\$82,686	\$0	\$82,686	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$35,833	\$315,042	-\$279,209	-79.6	1

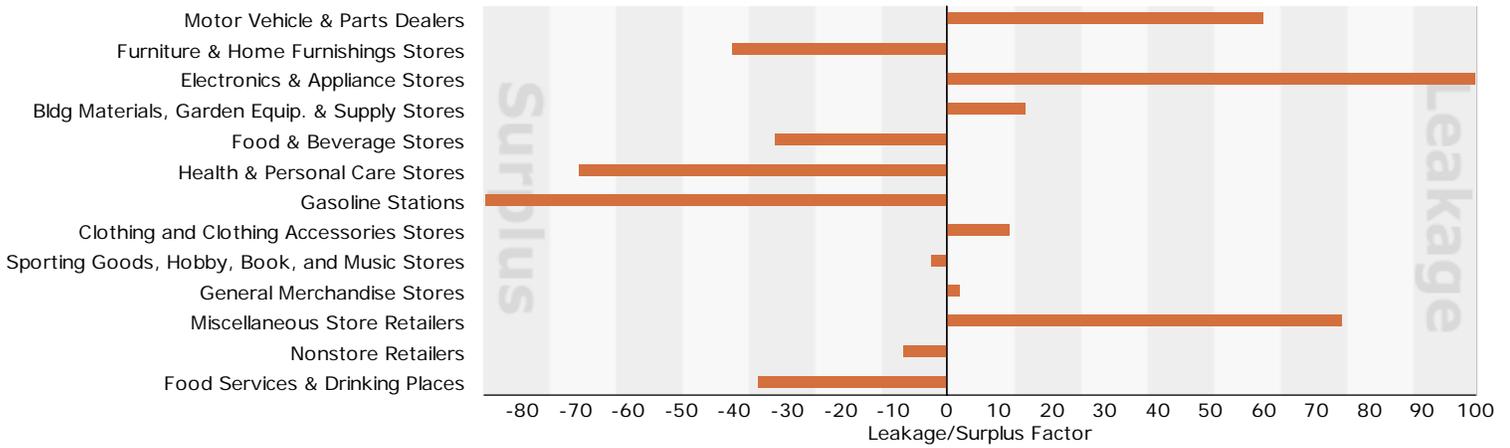
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

