



Retail MarketPlace Profile

81025 (Boone)
 81025 (Boone, CO)
 Geography: ZIP Code

Summary Demographics	
2010 Population	1,327
2010 Households	525
2010 Median Disposable Income	\$27,930
2010 Per Capita Income	\$18,665

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$10,102,192	\$22,942	\$10,079,250	99.5	1
Total Retail Trade	44-45	\$8,856,188	\$22,942	\$8,833,246	99.5	1
Total Food & Drink	722	\$1,246,004	\$0	\$1,246,004	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$2,164,368	\$0	\$2,164,368	100.0	0
Automobile Dealers	4411	\$1,795,711	\$0	\$1,795,711	100.0	0
Other Motor Vehicle Dealers	4412	\$223,361	\$0	\$223,361	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$145,296	\$0	\$145,296	100.0	0
Furniture & Home Furnishings Stores	442	\$253,998	\$0	\$253,998	100.0	0
Furniture Stores	4421	\$162,918	\$0	\$162,918	100.0	0
Home Furnishings Stores	4422	\$91,080	\$0	\$91,080	100.0	0
Electronics & Appliance Stores	4431	\$192,904	\$0	\$192,904	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$343,393	\$22,942	\$320,451	87.5	1
Bldg Material & Supplies Dealers	4441	\$312,268	\$22,942	\$289,326	86.3	1
Lawn & Garden Equip & Supply Stores	4442	\$31,125	\$0	\$31,125	100.0	0
Food & Beverage Stores	445	\$1,689,810	\$0	\$1,689,810	100.0	0
Grocery Stores	4451	\$1,530,419	\$0	\$1,530,419	100.0	0
Specialty Food Stores	4452	\$42,805	\$0	\$42,805	100.0	0
Beer, Wine & Liquor Stores	4453	\$116,586	\$0	\$116,586	100.0	0
Health & Personal Care Stores	446,4461	\$297,011	\$0	\$297,011	100.0	0
Gasoline Stations	447,4471	\$1,660,039	\$0	\$1,660,039	100.0	0
Clothing & Clothing Accessories Stores	448	\$304,227	\$0	\$304,227	100.0	0
Clothing Stores	4481	\$220,485	\$0	\$220,485	100.0	0
Shoe Stores	4482	\$43,257	\$0	\$43,257	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$40,485	\$0	\$40,485	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$103,474	\$0	\$103,474	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$59,270	\$0	\$59,270	100.0	0
Book, Periodical & Music Stores	4512	\$44,204	\$0	\$44,204	100.0	0
General Merchandise Stores	452	\$1,457,598	\$0	\$1,457,598	100.0	0
Department Stores Excluding Leased Depts.	4521	\$562,089	\$0	\$562,089	100.0	0
Other General Merchandise Stores	4529	\$895,509	\$0	\$895,509	100.0	0
Miscellaneous Store Retailers	453	\$177,817	\$0	\$177,817	100.0	0
Florists	4531	\$19,444	\$0	\$19,444	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$64,391	\$0	\$64,391	100.0	0
Used Merchandise Stores	4533	\$9,955	\$0	\$9,955	100.0	0
Other Miscellaneous Store Retailers	4539	\$84,027	\$0	\$84,027	100.0	0
Nonstore Retailers	454	\$211,549	\$0	\$211,549	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$84,322	\$0	\$84,322	100.0	0
Vending Machine Operators	4542	\$11,897	\$0	\$11,897	100.0	0
Direct Selling Establishments	4543	\$115,330	\$0	\$115,330	100.0	0
Food Services & Drinking Places	722	\$1,246,004	\$0	\$1,246,004	100.0	0
Full-Service Restaurants	7221	\$498,689	\$0	\$498,689	100.0	0
Limited-Service Eating Places	7222	\$649,248	\$0	\$649,248	100.0	0
Special Food Services	7223	\$68,832	\$0	\$68,832	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$29,235	\$0	\$29,235	100.0	0

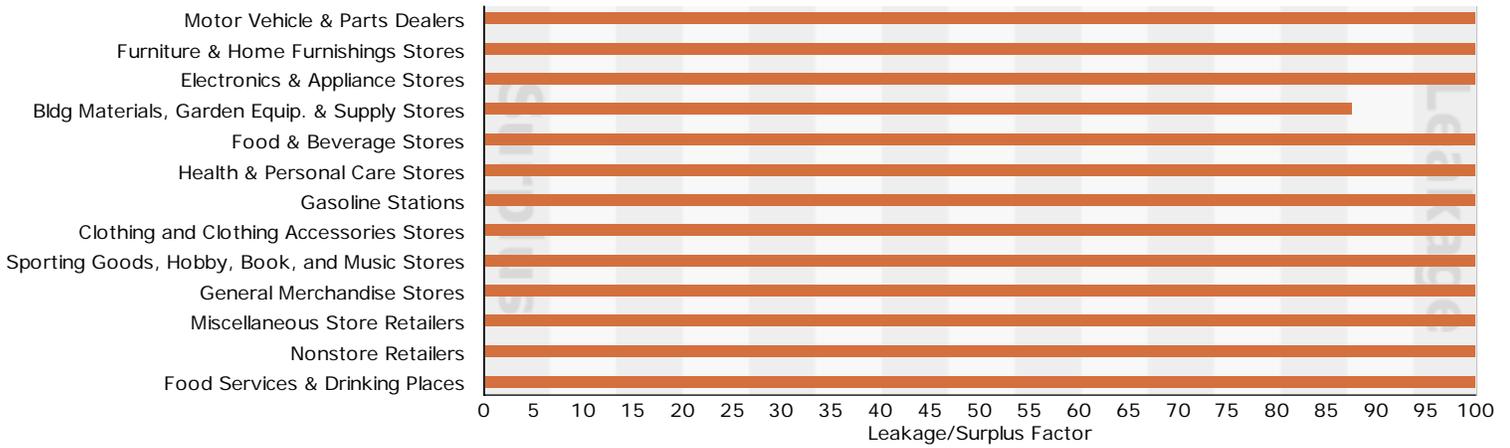
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

