

State of Colorado

### Summary Demographics

2008 Population	4,962,478
2008 Households	1,906,591
2008 Median Disposable Income	\$50,381
2008 Per Capita Income	\$31,359

### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$60,183,185,087	\$62,059,397,846	<b>-\$1,876,212,759</b>	<b>-1.5</b>	40,803
Total Retail Trade (NAICS 44-45)	\$51,682,743,617	\$53,204,723,877	<b>-\$1,521,980,260</b>	<b>-1.5</b>	29,945
Total Food & Drink (NAICS 722)	\$8,500,441,470	\$8,854,673,969	<b>-\$354,232,499</b>	<b>-2.0</b>	10,858

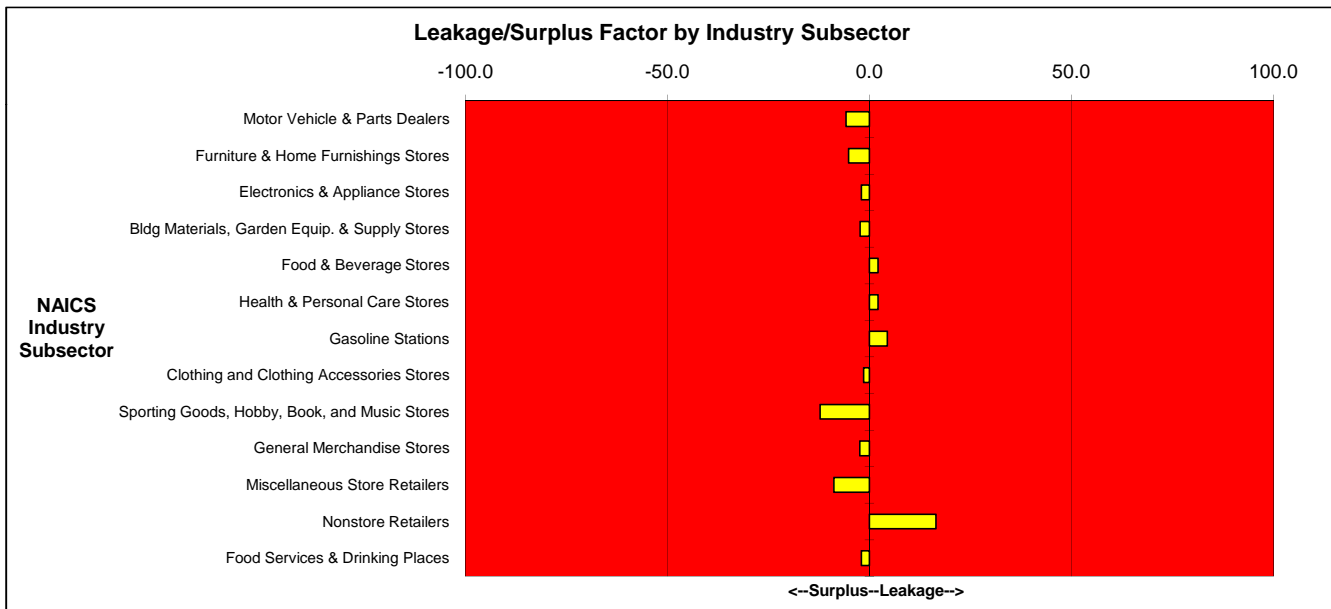
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$13,037,011,039	\$14,638,189,818	<b>-\$1,601,178,779</b>	<b>-5.8</b>	3,119
Automobile Dealers (NAICS 4411)	\$11,038,413,422	\$11,926,236,562	<b>-\$887,823,140</b>	<b>-3.9</b>	1,213
Other Motor Vehicle Dealers (NAICS 4412)	\$1,117,057,121	\$1,733,938,700	<b>-\$616,881,579</b>	<b>-21.6</b>	662
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$881,540,496	\$978,014,556	<b>-\$96,474,060</b>	<b>-5.2</b>	1,244
Furniture & Home Furnishings Stores (NAICS 442)	\$2,063,626,020	\$2,290,759,037	<b>-\$227,133,017</b>	<b>-5.2</b>	1,925
Furniture Stores (NAICS 4421)	\$1,279,661,861	\$1,289,153,735	<b>-\$9,491,874</b>	<b>-0.4</b>	655
Home Furnishings Stores (NAICS 4422)	\$783,964,159	\$1,001,605,302	<b>-\$217,641,143</b>	<b>-12.2</b>	1,270
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,718,472,431	\$1,790,211,418	<b>-\$71,738,987</b>	<b>-2.0</b>	2,369
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,076,166,351	\$2,175,928,455	<b>-\$99,762,104</b>	<b>-2.3</b>	3,049
Building Material and Supplies Dealers (NAICS 4441)	\$1,862,841,832	\$1,964,909,208	<b>-\$102,067,376</b>	<b>-2.7</b>	2,344
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$213,324,519	\$211,019,247	<b>\$2,305,272</b>	<b>0.5</b>	705
Food & Beverage Stores (NAICS 445)	\$10,590,671,343	\$10,151,499,484	<b>\$439,171,859</b>	<b>2.1</b>	3,650
Grocery Stores (NAICS 4451)	\$9,504,474,001	\$8,850,975,415	<b>\$653,498,586</b>	<b>3.6</b>	1,313
Specialty Food Stores (NAICS 4452)	\$222,719,452	\$201,664,437	<b>\$21,055,015</b>	<b>5.0</b>	939
Beer, Wine, and Liquor Stores (NAICS 4453)	\$863,477,890	\$1,098,859,632	<b>-\$235,381,742</b>	<b>-12.0</b>	1,398
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,229,807,339	\$1,179,188,453	<b>\$50,618,886</b>	<b>2.1</b>	1,571
Gasoline Stations (NAICS 447/NAICS 4471)	\$6,912,257,311	\$6,333,676,532	<b>\$578,580,779</b>	<b>4.4</b>	1,393
Clothing and Clothing Accessories Stores (NAICS 448)	\$2,463,933,318	\$2,537,565,604	<b>-\$73,632,286</b>	<b>-1.5</b>	3,290
Clothing Stores (NAICS 4481)	\$1,878,114,783	\$1,946,441,676	<b>-\$68,326,893</b>	<b>-1.8</b>	2,153
Shoe Stores (NAICS 4482)	\$284,073,040	\$316,714,611	<b>-\$32,641,571</b>	<b>-5.4</b>	405
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$301,745,495	\$274,409,317	<b>\$27,336,178</b>	<b>4.7</b>	732
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,049,502,542	\$1,340,143,303	<b>-\$290,640,761</b>	<b>-12.2</b>	2,682
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$588,450,491	\$838,438,710	<b>-\$249,988,219</b>	<b>-17.5</b>	2,192
Book, Periodical, and Music Stores (NAICS 4512)	\$461,052,051	\$501,704,593	<b>-\$40,652,542</b>	<b>-4.2</b>	490

**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

**Source:** ESRI and *info* USA®.

States: Colorado

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$8,168,412,272	\$8,575,042,319	-\$406,630,047	-2.4	987
Department Stores Excluding Leased Depts. (NAICS 4521)	\$4,891,530,433	\$4,796,189,279	\$95,341,154	1.0	435
Other General Merchandise Stores (NAICS 4529)	\$3,276,881,839	\$3,778,853,040	-\$501,971,201	-7.1	552
Miscellaneous Store Retailers (NAICS 453)	\$1,027,679,225	\$1,226,309,238	-\$198,630,013	-8.8	5,444
Florists (NAICS 4531)	\$89,925,006	\$85,325,643	\$4,599,363	2.6	574
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$285,186,117	\$396,177,255	-\$110,991,138	-16.3	1,490
Used Merchandise Stores (NAICS 4533)	\$87,028,730	\$106,765,860	-\$19,737,130	-10.2	933
Other Miscellaneous Store Retailers (NAICS 4539)	\$565,539,372	\$638,040,480	-\$72,501,108	-6.0	2,447
Nonstore Retailers (NAICS 454)	\$1,345,204,426	\$966,210,216	\$378,994,210	16.4	466
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$495,960,833	\$365,818,623	\$130,142,210	15.1	81
Vending Machine Operators (NAICS 4542)	\$277,417,881	\$159,520,481	\$117,897,400	27.0	141
Direct Selling Establishments (NAICS 4543)	\$571,825,712	\$440,871,112	\$130,954,600	12.9	244
Food Services & Drinking Places (NAICS 722)	\$8,500,441,470	\$8,854,673,969	-\$354,232,499	-2.0	10,858
Full-Service Restaurants (NAICS 7221)	\$3,801,481,364	\$4,149,281,409	-\$347,800,045	-4.4	6,669
Limited-Service Eating Places (NAICS 7222)	\$3,754,174,327	\$3,687,034,844	\$67,139,483	0.9	2,839
Special Food Services (NAICS 7223)	\$396,828,206	\$431,465,428	-\$34,637,222	-4.2	503
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$547,957,573	\$586,892,288	-\$38,934,715	-3.4	847



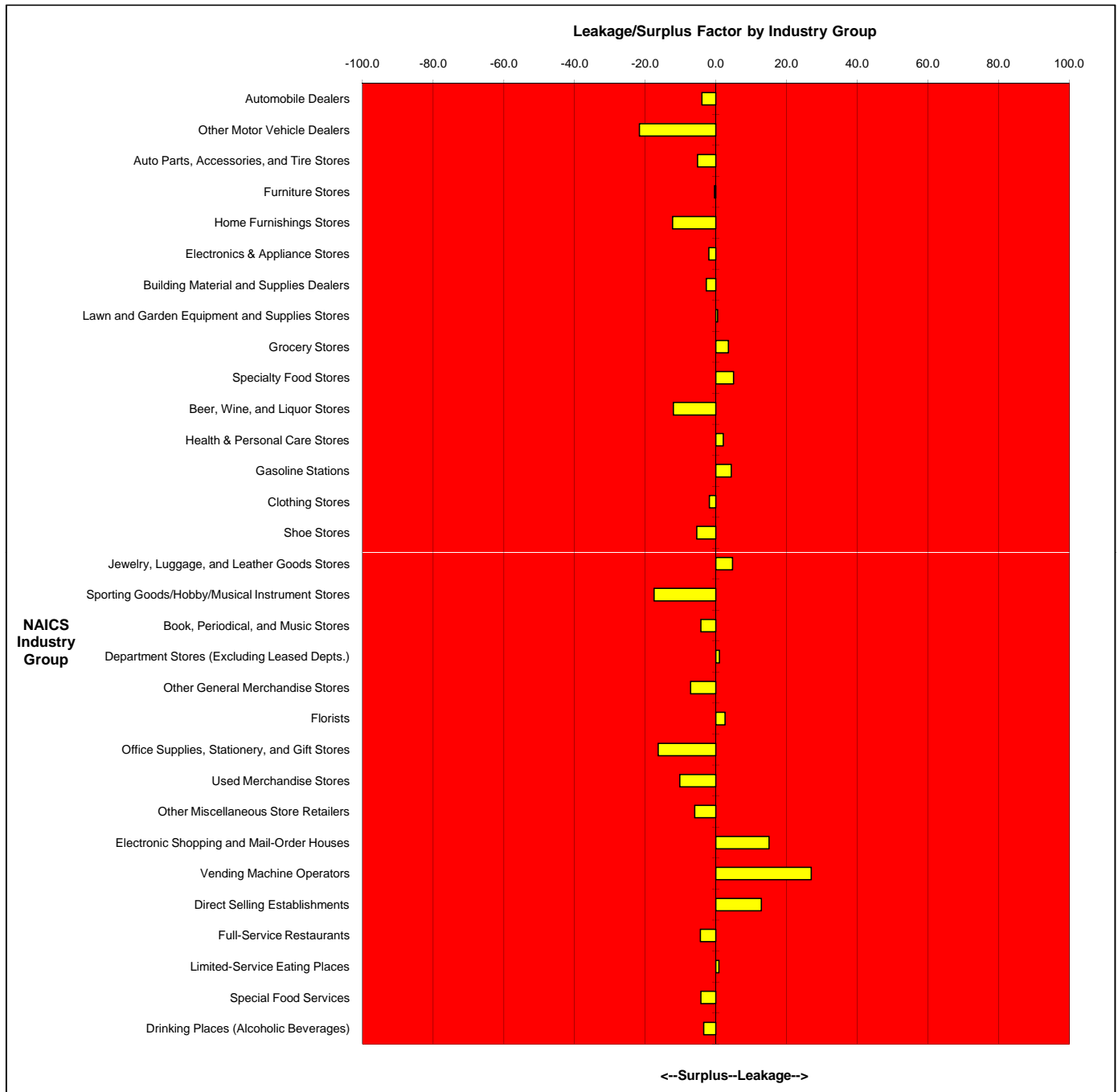
Source: ESRI and infoUSA®.

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