

4763 Tower Rd, Denver, CO, 80249-6679  
Ring: 1 mile radius

Latitude: 39.783023  
Longitude: -104.772282

**Summary Demographics**

2010 Population	6,875
2010 Households	2,367
2010 Median Disposable Income	\$62,096
2010 Per Capita Income	\$31,198

**Industry Summary**

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$80,501,853	\$31,558,754	\$48,943,099	43.7	27
Total Retail Trade (NAICS 44-45)	\$68,372,953	\$22,347,616	\$46,025,337	50.7	14
Total Food & Drink (NAICS 722)	\$12,128,900	\$9,211,138	\$2,917,762	13.7	13

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$16,975,267	\$657,312	\$16,317,955	92.5	1
Automobile Dealers (NAICS 4411)	\$14,354,104	\$169,730	\$14,184,374	97.7	1
Other Motor Vehicle Dealers (NAICS 4412)	\$1,224,034	\$65,219	\$1,158,815	89.9	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,397,129	\$422,363	\$974,766	53.6	1
Furniture & Home Furnishings Stores (NAICS 442)	\$2,817,609	\$103,034	\$2,714,575	92.9	1
Furniture Stores (NAICS 4421)	\$1,673,570	\$0	\$1,673,570	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,144,039	\$103,034	\$1,041,005	83.5	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,589,332	\$136,152	\$2,453,180	90.0	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,778,630	\$463,664	\$2,314,966	71.4	2
Building Material and Supplies Dealers (NAICS 4441)	\$2,528,879	\$315,021	\$2,213,858	77.8	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$249,751	\$148,643	\$101,108	25.4	1
Food & Beverage Stores (NAICS 445)	\$14,406,208	\$15,324,295	\$-918,087	-3.1	5
Grocery Stores (NAICS 4451)	\$13,015,144	\$14,086,139	\$-1,070,995	-4.0	2
Specialty Food Stores (NAICS 4452)	\$314,810	\$31,929	\$282,881	81.6	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,076,254	\$1,206,227	\$-129,973	-5.7	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,779,926	\$378,404	\$1,401,522	64.9	1
Gasoline Stations (NAICS 447/4471)	\$9,954,184	\$3,181,750	\$6,772,434	51.6	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,809,540	\$226,243	\$3,583,297	88.8	1
Clothing Stores (NAICS 4481)	\$3,020,671	\$141,321	\$2,879,350	91.1	1
Shoe Stores (NAICS 4482)	\$346,944	\$0	\$346,944	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$441,925	\$84,922	\$357,003	67.8	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,411,469	\$1,148	\$1,410,321	99.8	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$725,095	\$1,148	\$723,947	99.7	1
Book, Periodical, and Music Stores (NAICS 4512)	\$686,374	\$0	\$686,374	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. 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.

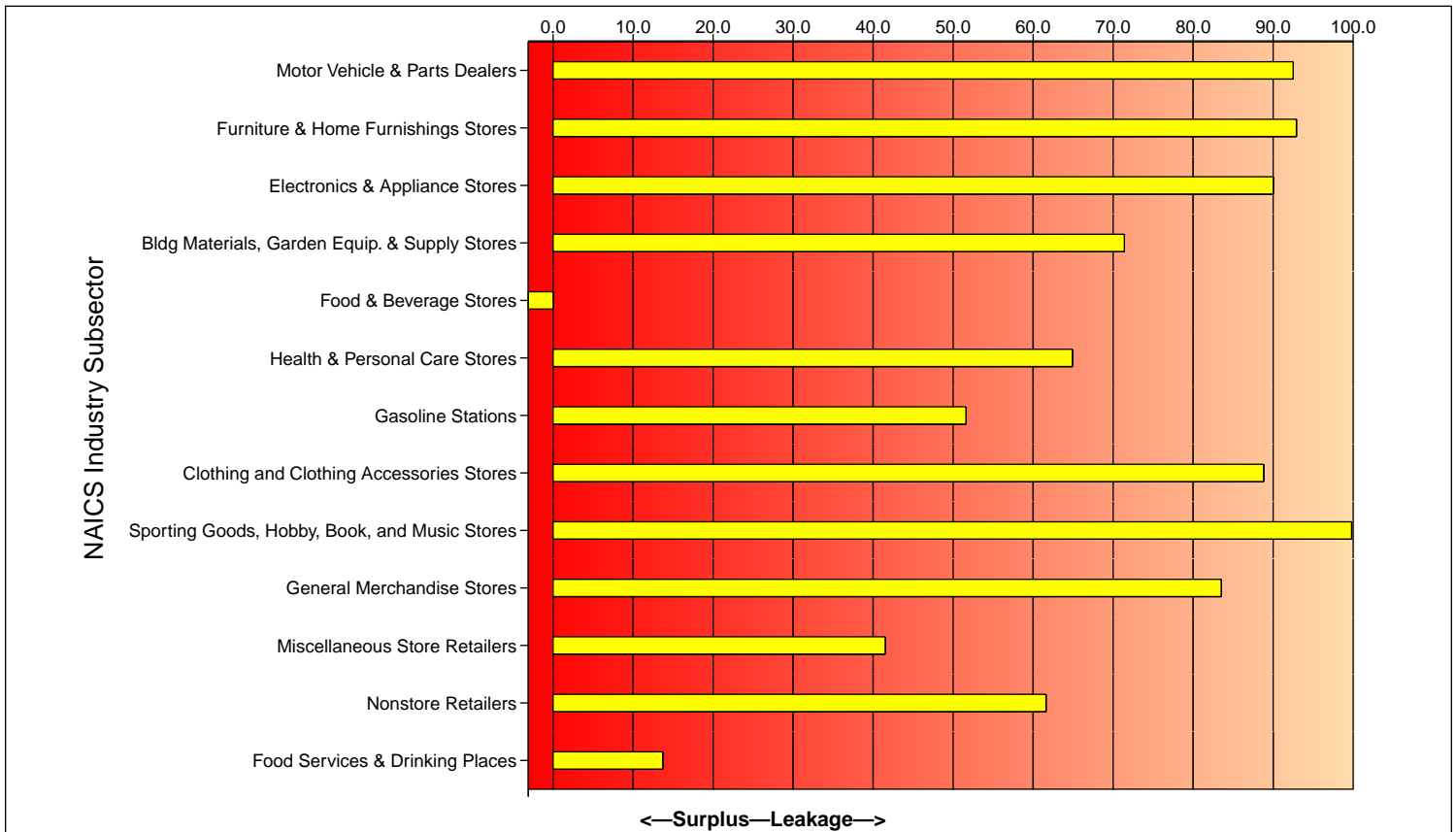
**Sources:** Esri and Infogroup

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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$7,861,041	\$704,539	\$7,156,502	83.5	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$1,968,370	\$180,642	\$1,787,728	83.2	1
Other General Merchandise Stores (NAICS 4529)	\$5,892,671	\$523,897	\$5,368,774	83.7	1
Miscellaneous Store Retailers (NAICS 453)	\$1,268,965	\$525,034	\$743,931	41.5	4
Florists (NAICS 4531)	\$127,035	\$0	\$127,035	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$292,585	\$89,180	\$203,405	53.3	1
Used Merchandise Stores (NAICS 4533)	\$73,566	\$0	\$73,566	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$775,779	\$435,854	\$339,925	28.1	3
Nonstore Retailers (NAICS 454)	\$2,720,782	\$646,041	\$2,074,741	61.6	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$2,018,862	\$646,041	\$1,372,821	51.5	1
Vending Machine Operators (NAICS 4542)	\$122,813	\$0	\$122,813	100.0	0
Direct Selling Establishments (NAICS 4543)	\$579,107	\$0	\$579,107	100.0	0
Food Services & Drinking Places (NAICS 722)	\$12,128,900	\$9,211,138	\$2,917,762	13.7	13
Full-Service Restaurants (NAICS 7221)	\$5,638,389	\$3,836,855	\$1,801,534	19.0	6
Limited-Service Eating Places (NAICS 7222)	\$4,384,566	\$4,929,386	\$-544,820	-5.8	6
Special Food Services (NAICS 7223)	\$1,627,195	\$202,108	\$1,425,087	77.9	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$478,750	\$242,789	\$235,961	32.7	1

Leakage/Surplus Factor by Industry Subsector

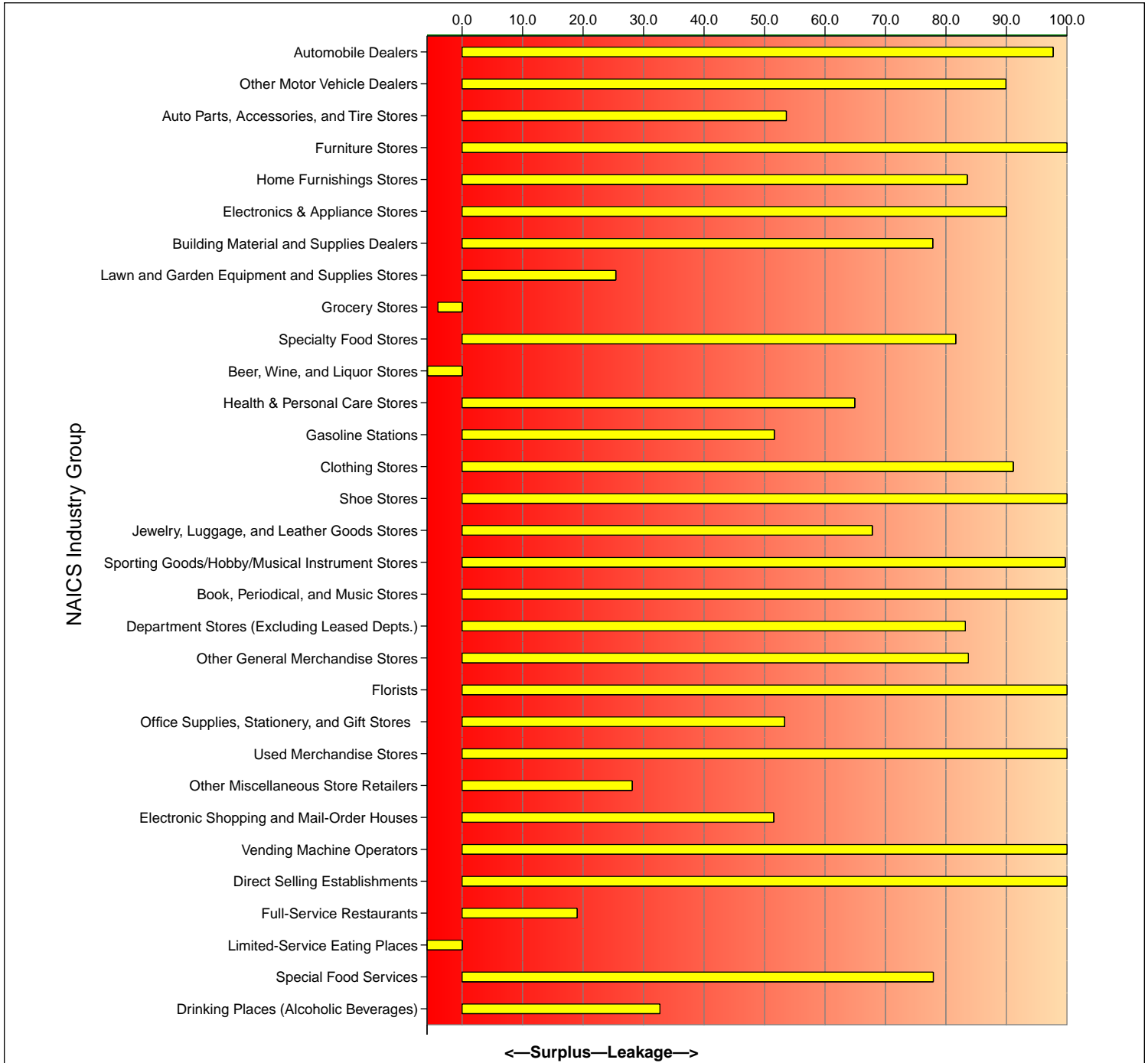


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Leakage/Surplus Factor by Industry Group



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Ring: 3 miles radius

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**Summary Demographics**

2010 Population	44,767
2010 Households	14,688
2010 Median Disposable Income	\$55,107
2010 Per Capita Income	\$26,155

**Industry Summary**

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$434,101,674	\$517,679,994	\$-83,578,320	-8.8	182
Total Retail Trade (NAICS 44-45)	\$369,210,522	\$456,997,297	\$-87,786,775	-10.6	121
Total Food & Drink (NAICS 722)	\$64,891,152	\$60,682,697	\$4,208,455	3.4	61

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$91,625,380	\$84,891,750	\$6,733,630	3.8	15
Automobile Dealers (NAICS 4411)	\$77,340,583	\$63,833,795	\$13,506,788	9.6	5
Other Motor Vehicle Dealers (NAICS 4412)	\$6,780,965	\$17,335,996	\$-10,555,031	-43.8	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$7,503,832	\$3,721,959	\$3,781,873	33.7	7
Furniture & Home Furnishings Stores (NAICS 442)	\$15,119,320	\$10,779,164	\$4,340,156	16.8	8
Furniture Stores (NAICS 4421)	\$9,090,649	\$370,966	\$8,719,683	92.2	1
Home Furnishings Stores (NAICS 4422)	\$6,028,671	\$10,408,198	\$-4,379,527	-26.6	7
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$13,228,517	\$6,879,527	\$6,348,990	31.6	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$15,314,746	\$57,319,498	\$-42,004,752	-57.8	18
Building Material and Supplies Dealers (NAICS 4441)	\$13,923,810	\$55,598,374	\$-41,674,564	-59.9	13
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,390,936	\$1,721,124	\$-330,188	-10.6	5
Food & Beverage Stores (NAICS 445)	\$77,300,221	\$140,698,345	\$-63,398,124	-29.1	24
Grocery Stores (NAICS 4451)	\$69,974,174	\$134,498,386	\$-64,524,212	-31.6	11
Specialty Food Stores (NAICS 4452)	\$1,558,046	\$425,221	\$1,132,825	57.1	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,768,001	\$5,774,738	\$-6,737	-0.1	10
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$9,718,206	\$7,666,483	\$2,051,723	11.8	8
Gasoline Stations (NAICS 447/4471)	\$55,003,595	\$78,928,111	\$-23,924,516	-17.9	7
Clothing and Clothing Accessories Stores (NAICS 448)	\$19,418,805	\$3,325,815	\$16,092,990	70.8	7
Clothing Stores (NAICS 4481)	\$15,340,752	\$2,876,320	\$12,464,432	68.4	5
Shoe Stores (NAICS 4482)	\$1,858,448	\$0	\$1,858,448	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,219,605	\$449,495	\$1,770,110	66.3	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$7,197,980	\$2,894,219	\$4,303,761	42.6	5
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,675,682	\$360,283	\$3,315,399	82.1	4
Book, Periodical, and Music Stores (NAICS 4512)	\$3,522,298	\$2,533,936	\$988,362	16.3	1

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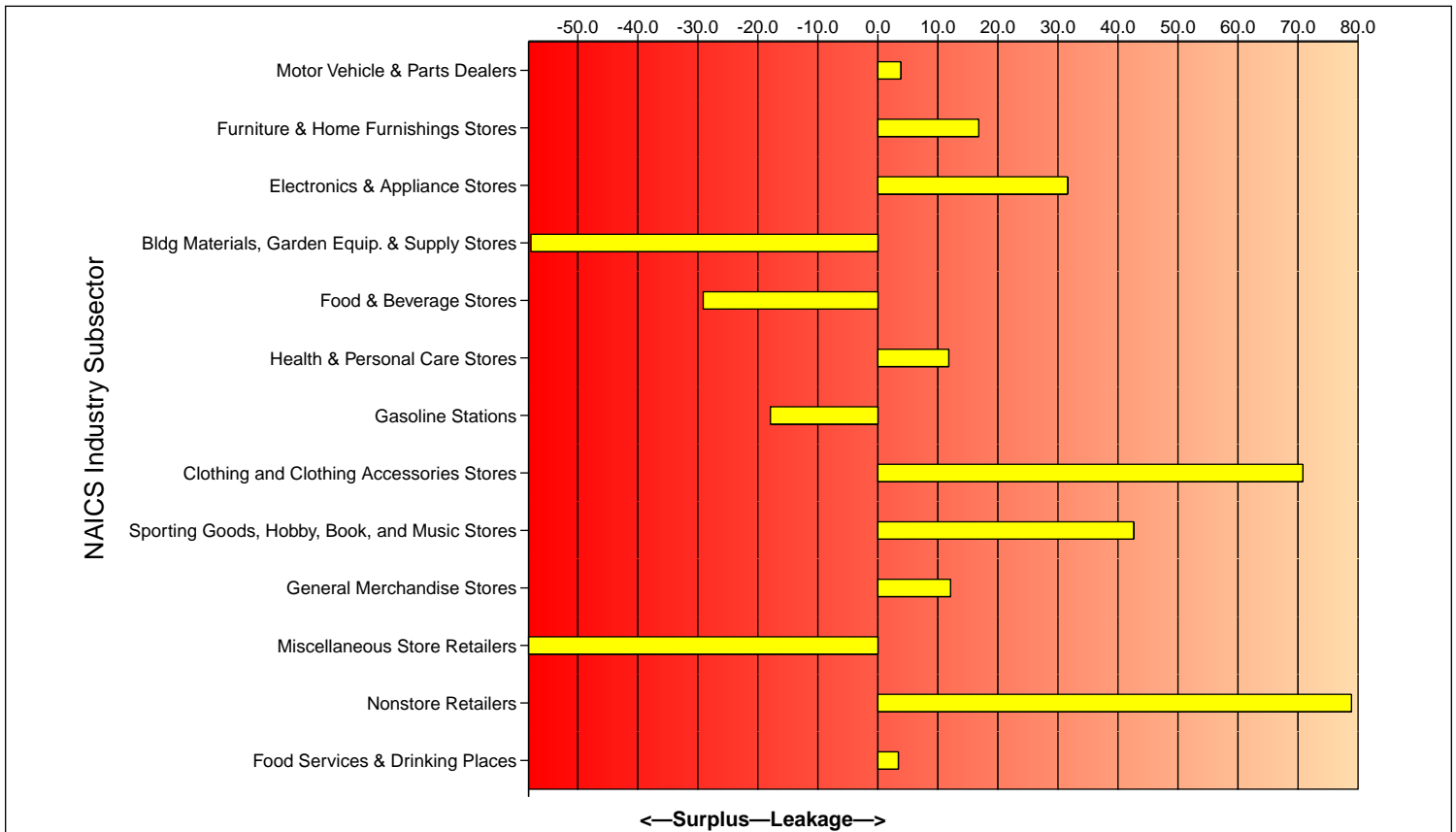
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$44,387,865	\$34,825,547	\$9,562,318	12.1	3
Department Stores Excluding Leased Depts.(NAICS 4521)	\$12,783,653	\$33,556,554	\$-20,772,901	-44.8	2
Other General Merchandise Stores (NAICS 4529)	\$31,604,212	\$1,268,993	\$30,335,219	92.3	1
Miscellaneous Store Retailers (NAICS 453)	\$7,180,702	\$27,173,843	\$-19,993,141	-58.2	19
Florists (NAICS 4531)	\$674,201	\$72,682	\$601,519	80.5	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,825,016	\$14,241,791	\$-12,416,775	-77.3	6
Used Merchandise Stores (NAICS 4533)	\$473,858	\$0	\$473,858	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,207,627	\$12,859,370	\$-8,651,743	-50.7	12
Nonstore Retailers (NAICS 454)	\$13,715,185	\$1,614,995	\$12,100,190	78.9	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$9,936,454	\$1,564,854	\$8,371,600	72.8	1
Vending Machine Operators (NAICS 4542)	\$672,772	\$50,141	\$622,631	86.1	1
Direct Selling Establishments (NAICS 4543)	\$3,105,959	\$0	\$3,105,959	100.0	0
Food Services & Drinking Places (NAICS 722)	\$64,891,152	\$60,682,697	\$4,208,455	3.4	61
Full-Service Restaurants (NAICS 7221)	\$29,450,854	\$14,510,553	\$14,940,301	34.0	23
Limited-Service Eating Places (NAICS 7222)	\$25,454,184	\$34,662,448	\$-9,208,264	-15.3	32
Special Food Services (NAICS 7223)	\$7,650,071	\$10,159,693	\$-2,509,622	-14.1	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,336,043	\$1,350,003	\$986,040	26.8	5

Leakage/Surplus Factor by Industry Subsector

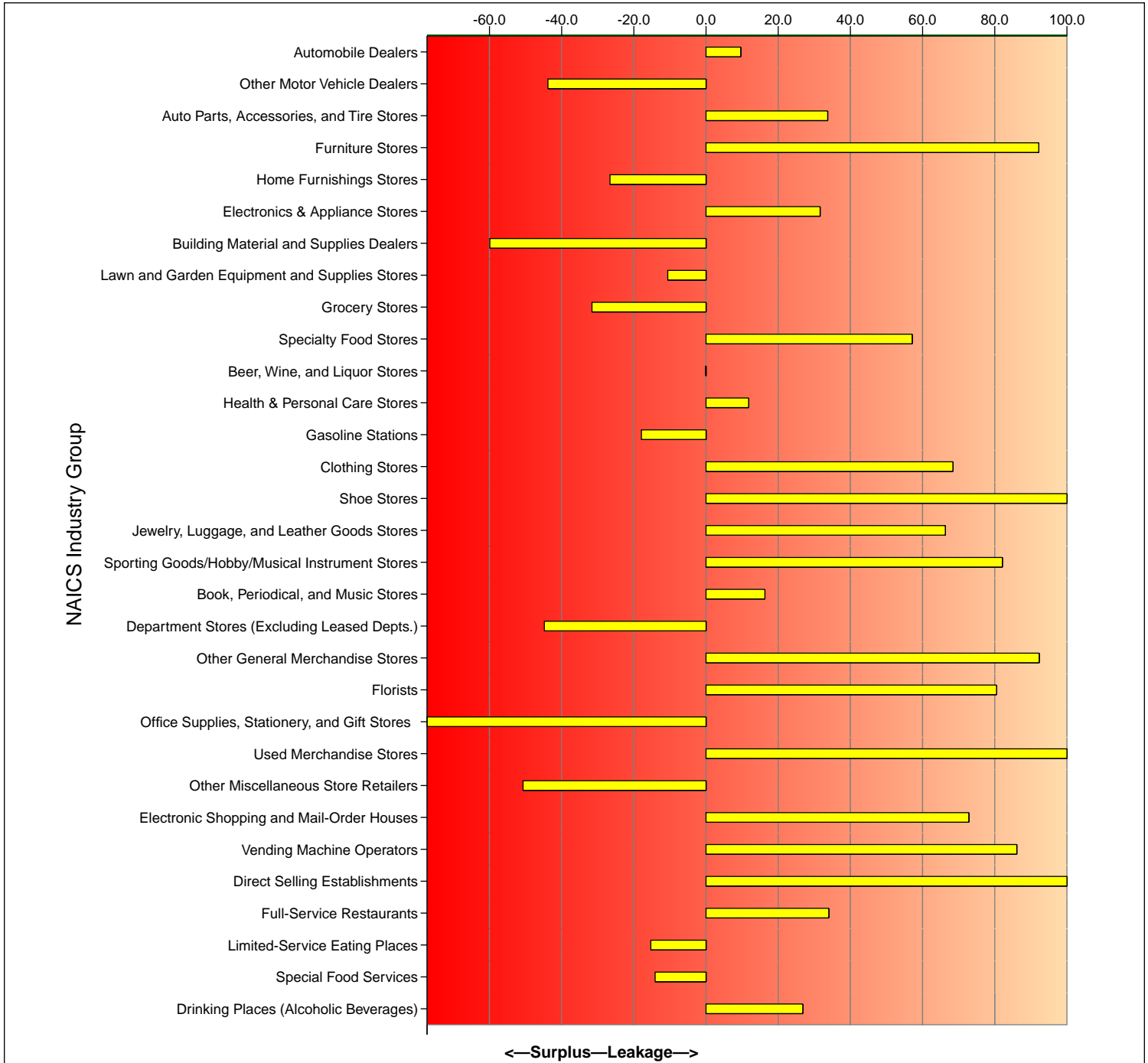


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Leakage/Surplus Factor by Industry Group



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Ring: 5 miles radius

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Longitude: -104.772282

**Summary Demographics**

2010 Population	102,168
2010 Households	32,556
2010 Median Disposable Income	\$48,301
2010 Per Capita Income	\$22,078

**Industry Summary**

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$819,701,209	\$982,985,033	\$-163,283,824	-9.1	547
Total Retail Trade (NAICS 44-45)	\$697,179,623	\$856,354,645	\$-159,175,022	-10.2	386
Total Food & Drink (NAICS 722)	\$122,521,586	\$126,630,388	\$-4,108,802	-1.6	161

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$170,010,590	\$159,461,147	\$10,549,443	3.2	51
Automobile Dealers (NAICS 4411)	\$144,364,546	\$111,951,030	\$32,413,516	12.6	15
Other Motor Vehicle Dealers (NAICS 4412)	\$12,029,250	\$29,526,538	\$-17,497,288	-42.1	9
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$13,616,794	\$17,983,579	\$-4,366,785	-13.8	27
Furniture & Home Furnishings Stores (NAICS 442)	\$26,655,236	\$38,673,152	\$-12,017,916	-18.4	31
Furniture Stores (NAICS 4421)	\$16,735,762	\$12,920,690	\$3,815,072	12.9	7
Home Furnishings Stores (NAICS 4422)	\$9,919,474	\$25,752,462	\$-15,832,988	-44.4	24
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$24,013,554	\$14,134,041	\$9,879,513	25.9	19
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$27,839,951	\$85,997,392	\$-58,157,441	-51.1	70
Building Material and Supplies Dealers (NAICS 4441)	\$25,026,509	\$82,391,184	\$-57,364,675	-53.4	61
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,813,442	\$3,606,208	\$-792,766	-12.3	9
Food & Beverage Stores (NAICS 445)	\$150,923,425	\$204,233,529	\$-53,310,104	-15.0	60
Grocery Stores (NAICS 4451)	\$137,121,119	\$193,077,482	\$-55,956,363	-16.9	29
Specialty Food Stores (NAICS 4452)	\$2,582,658	\$1,334,818	\$1,247,840	31.9	11
Beer, Wine, and Liquor Stores (NAICS 4453)	\$11,219,648	\$9,821,229	\$1,398,419	6.6	20
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$17,799,071	\$15,096,344	\$2,702,727	8.2	22
Gasoline Stations (NAICS 447/4471)	\$104,680,492	\$175,675,595	\$-70,995,103	-25.3	22
Clothing and Clothing Accessories Stores (NAICS 448)	\$34,266,341	\$15,323,692	\$18,942,649	38.2	29
Clothing Stores (NAICS 4481)	\$26,964,403	\$11,713,986	\$15,250,417	39.4	17
Shoe Stores (NAICS 4482)	\$3,517,918	\$2,094,180	\$1,423,738	25.4	6
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$3,784,020	\$1,515,526	\$2,268,494	42.8	6
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$12,374,556	\$12,859,879	\$-485,323	-1.9	17
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$6,352,111	\$2,546,718	\$3,805,393	42.8	13
Book, Periodical, and Music Stores (NAICS 4512)	\$6,022,445	\$10,313,161	\$-4,290,716	-26.3	4

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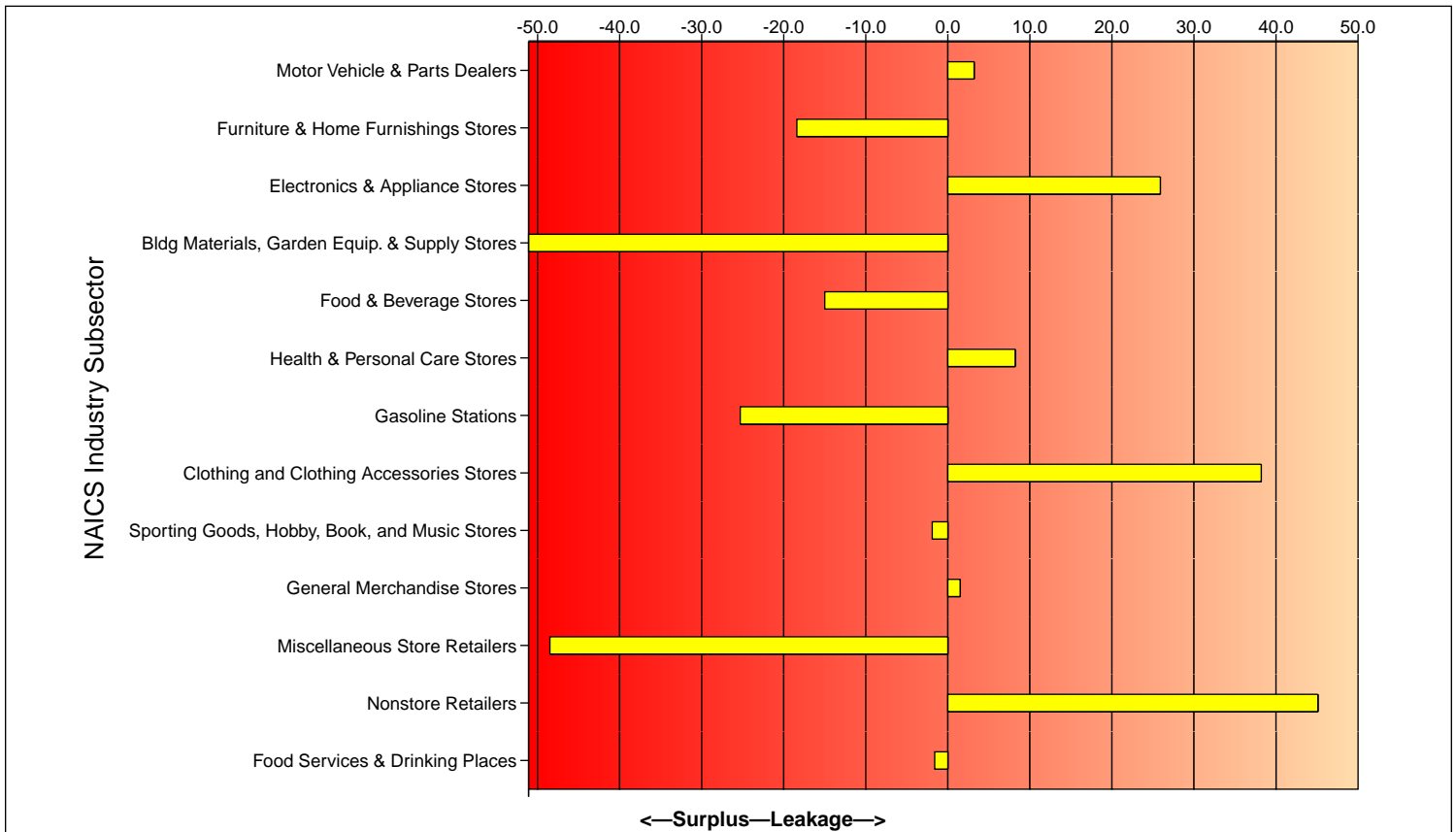
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$89,988,996	\$87,363,628	\$2,625,368	1.5	12
Department Stores Excluding Leased Depts.(NAICS 4521)	\$30,786,090	\$50,315,307	-\$19,529,217	-24.1	4
Other General Merchandise Stores (NAICS 4529)	\$59,202,906	\$37,048,321	\$22,154,585	23.0	8
Miscellaneous Store Retailers (NAICS 453)	\$13,131,512	\$37,893,056	-\$24,761,544	-48.5	47
Florists (NAICS 4531)	\$1,112,212	\$226,718	\$885,494	66.1	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$3,604,265	\$19,475,586	-\$15,871,321	-68.8	15
Used Merchandise Stores (NAICS 4533)	\$897,519	\$99,138	\$798,381	80.1	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$7,517,516	\$18,091,614	-\$10,574,098	-41.3	26
Nonstore Retailers (NAICS 454)	\$25,495,899	\$9,643,190	\$15,852,709	45.1	6
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$16,848,330	\$4,694,566	\$12,153,764	56.4	2
Vending Machine Operators (NAICS 4542)	\$1,265,128	\$986,048	\$279,080	12.4	2
Direct Selling Establishments (NAICS 4543)	\$7,382,441	\$3,962,576	\$3,419,865	30.1	2
Food Services & Drinking Places (NAICS 722)	\$122,521,586	\$126,630,388	-\$4,108,802	-1.6	161
Full-Service Restaurants (NAICS 7221)	\$53,220,316	\$38,051,459	\$15,168,857	16.6	76
Limited-Service Eating Places (NAICS 7222)	\$53,240,767	\$69,845,154	-\$16,604,387	-13.5	70
Special Food Services (NAICS 7223)	\$12,094,433	\$16,412,443	-\$4,318,010	-15.1	6
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$3,966,070	\$2,321,332	\$1,644,738	26.2	9

Leakage/Surplus Factor by Industry Subsector

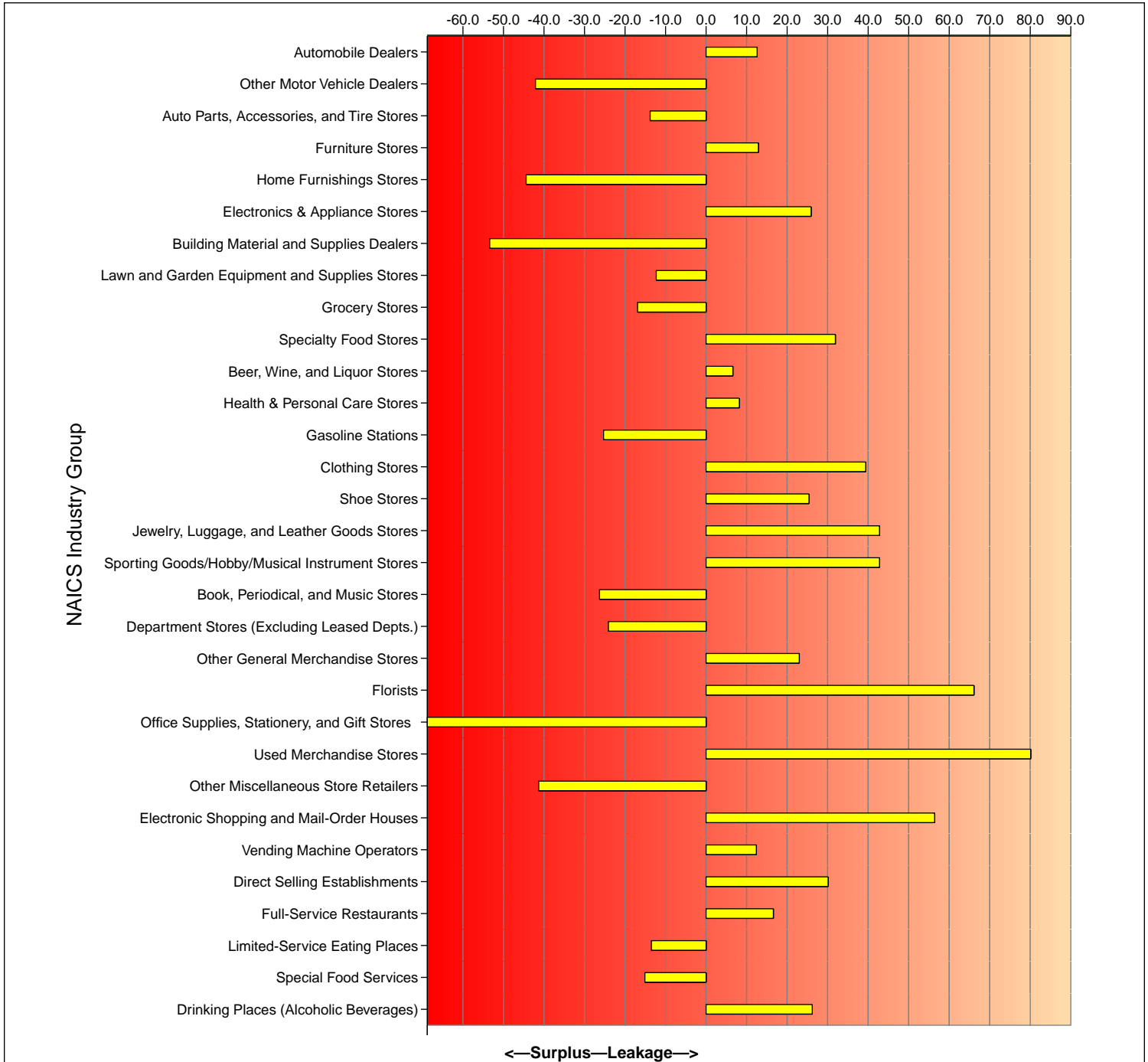


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Leakage/Surplus Factor by Industry Group



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