



Cattail Marsh Rd & N Santa Fe Ave, Fountain CO 80817
Sitewise Online
STI: Market Outlook Opportunity Gap Report By Establishment Type

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	2017 Consumer Demand	2017 Market Supply	Opportunity Gap Surplus/Shortage	2017 Consumer Demand	2017 Market Supply	Opportunity Gap Surplus/Shortage	2017 Consumer Demand	2017 Market Supply	Opportunity Gap Surplus/Shortage
Total Consumer Demand and Market Supply by Establishment Type	\$ 325,106,995	\$ 112,234,830	\$ 212,872,164	\$ 1,323,196,766	\$ 1,016,152,708	\$ 307,044,058	\$ 3,473,838,994	\$ 3,719,405,140	-\$ 245,566,145
Motor Vehicle and Parts Dealers	\$ 73,052,894	\$ 7,702,757	\$ 65,350,138	\$ 291,400,524	\$ 143,748,896	\$ 147,651,628	\$ 735,620,667	\$ 1,062,568,595	-\$ 326,947,928
Automobile dealers	\$ 58,984,794	\$ 575,306	\$ 58,409,488	\$ 235,292,482	\$ 106,439,657	\$ 128,852,824	\$ 593,041,257	\$ 932,681,958	-\$ 339,640,701
Other Motor Vehicle Dealers	\$ 6,898,286	\$ 492,315	\$ 6,405,971	\$ 27,535,935	\$ 3,304,307	\$ 24,231,628	\$ 69,483,264	\$ 38,664,226	\$ 30,819,038
Automotive Parts, Accessories, & Tire Stores	\$ 7,169,814	\$ 6,635,136	\$ 534,679	\$ 28,572,107	\$ 34,004,931	-\$ 5,432,824	\$ 73,096,147	\$ 91,222,412	-\$ 18,126,265
Furniture and Home Furnishings Stores	\$ 9,888,363	\$ 12,085	\$ 9,876,278	\$ 39,409,142	\$ 5,898,752	\$ 33,510,391	\$ 100,010,562	\$ 25,560,572	\$ 74,449,989
Furniture Stores	\$ 6,320,919	\$ 0	\$ 6,320,919	\$ 25,194,890	\$ 1,638,659	\$ 23,556,231	\$ 63,748,601	\$ 7,121,294	\$ 56,627,308
Home Furnishings Stores	\$ 3,567,444	\$ 12,085	\$ 3,555,359	\$ 14,214,252	\$ 4,260,093	\$ 9,954,159	\$ 36,261,960	\$ 18,439,279	\$ 17,822,682
Electronics & Appliance Stores	\$ 5,487,893	\$ 539,474	\$ 4,948,420	\$ 24,159,051	\$ 11,964,368	\$ 12,194,683	\$ 70,829,740	\$ 69,646,520	\$ 1,183,220
Building Material and Garden Equipment Stores	\$ 23,220,328	\$ 7,182,532	\$ 16,037,796	\$ 92,441,724	\$ 33,680,053	\$ 58,761,671	\$ 235,572,471	\$ 141,943,618	\$ 93,628,852
Building Material & Supplies Dealers	\$ 20,554,896	\$ 6,791,857	\$ 13,763,040	\$ 81,803,432	\$ 31,975,372	\$ 49,828,060	\$ 208,568,745	\$ 129,929,200	\$ 78,639,545
Lawn & Garden Equipment & Supplies Stores	\$ 2,665,431	\$ 390,675	\$ 2,274,756	\$ 10,638,292	\$ 1,704,681	\$ 8,933,611	\$ 27,003,725	\$ 12,014,418	\$ 14,989,307
Food and Beverage Stores	\$ 58,354,630	\$ 34,664,840	\$ 23,689,790	\$ 233,249,889	\$ 368,711,741	-\$ 135,461,852	\$ 598,676,132	\$ 671,175,375	-\$ 72,499,243
Grocery Stores	\$ 52,155,677	\$ 29,802,982	\$ 22,352,695	\$ 208,488,004	\$ 339,065,376	-\$ 130,577,371	\$ 535,807,843	\$ 600,032,825	-\$ 64,224,982
Specialty Food Stores	\$ 857,796	\$ 489,365	\$ 368,432	\$ 3,421,764	\$ 3,969,535	-\$ 547,771	\$ 8,769,819	\$ 9,245,384	-\$ 475,565
Beer, Wine & Liquor Stores	\$ 5,341,157	\$ 4,372,493	\$ 968,664	\$ 21,340,120	\$ 25,676,830	-\$ 4,336,710	\$ 54,098,469	\$ 61,897,165	-\$ 7,798,696
Health & Personal Care Stores	\$ 17,673,262	\$ 9,553,651	\$ 8,119,611	\$ 70,393,233	\$ 59,285,481	\$ 11,107,752	\$ 180,634,435	\$ 194,022,189	-\$ 13,387,754
Gasoline Stations	\$ 22,919,462	\$ 7,474,096	\$ 15,445,366	\$ 91,881,370	\$ 63,902,942	\$ 27,978,428	\$ 233,224,721	\$ 156,273,761	\$ 76,950,960
Clothing & Clothing Accessories Stores	\$ 14,421,779	\$ 3,329,724	\$ 11,092,055	\$ 57,467,499	\$ 11,729,844	\$ 45,737,655	\$ 145,796,101	\$ 53,552,233	\$ 92,243,868
Clothing Stores	\$ 10,075,090	\$ 3,119,907	\$ 6,955,183	\$ 40,150,743	\$ 9,403,804	\$ 30,746,939	\$ 101,952,763	\$ 34,508,695	\$ 67,444,067
Shoe Stores	\$ 2,178,738	\$ 53,535	\$ 2,125,203	\$ 8,679,429	\$ 1,383,197	\$ 7,296,232	\$ 21,881,772	\$ 6,587,714	\$ 15,294,058
Jewelry, Luggage & Leather Goods Stores	\$ 2,167,951	\$ 156,282	\$ 2,011,669	\$ 8,637,327	\$ 942,843	\$ 7,694,484	\$ 21,961,566	\$ 12,455,824	\$ 9,505,742
Sporting Goods, Hobby, Book, Music Stores	\$ 5,645,212	\$ 1,223,805	\$ 4,421,407	\$ 22,507,615	\$ 7,145,160	\$ 15,362,455	\$ 57,132,551	\$ 53,341,567	\$ 3,790,984
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 4,237,451	\$ 1,064,196	\$ 3,173,255	\$ 16,903,464	\$ 6,763,121	\$ 10,140,343	\$ 42,790,950	\$ 35,602,535	\$ 7,188,415
Book, Periodical & Music Stores	\$ 1,407,762	\$ 159,609	\$ 1,248,152	\$ 5,604,151	\$ 382,040	\$ 5,222,112	\$ 14,341,601	\$ 17,739,032	-\$ 3,397,431
General Merchandise Stores	\$ 48,985,513	\$ 17,877,647	\$ 31,107,866	\$ 195,733,857	\$ 145,026,449	\$ 50,707,409	\$ 502,091,508	\$ 756,158,005	-\$ 254,066,497
Department Stores	\$ 7,771,152	\$ 180,745	\$ 7,590,407	\$ 31,002,910	\$ 32,158,979	-\$ 1,156,068	\$ 79,102,888	\$ 104,171,454	-\$ 25,068,565
Other General Merchandise Stores	\$ 41,214,361	\$ 17,696,902	\$ 23,517,459	\$ 164,730,947	\$ 112,867,470	\$ 51,863,477	\$ 422,988,620	\$ 651,986,552	-\$ 228,997,931
Miscellaneous Store Retailers	\$ 7,450,508	\$ 2,509,691	\$ 4,940,817	\$ 29,925,267	\$ 24,942,280	\$ 4,982,987	\$ 77,127,058	\$ 76,589,100	\$ 537,959
Florists and Miscellaneous Store Retailers	\$ 301,189	\$ 42,697	\$ 258,492	\$ 1,202,164	\$ 440,273	\$ 761,891	\$ 3,051,899	\$ 3,644,034	-\$ 592,135
Office Supplies, Stationery & Gift Stores	\$ 1,523,634	\$ 0	\$ 1,523,634	\$ 6,281,313	\$ 2,402,059	\$ 3,879,254	\$ 16,850,333	\$ 13,025,216	\$ 3,825,117
Used Merchandise Stores	\$ 1,061,196	\$ 0	\$ 1,061,196	\$ 4,231,286	\$ 1,578,469	\$ 2,652,817	\$ 10,766,343	\$ 10,343,963	\$ 422,380
Other miscellaneous store retailers	\$ 4,564,489	\$ 2,466,994	\$ 2,097,495	\$ 18,210,504	\$ 20,521,480	-\$ 2,310,976	\$ 46,458,484	\$ 49,575,887	-\$ 3,117,403
Non-Store Retailers	\$ 8,748,388	\$ 538,264	\$ 8,210,124	\$ 35,177,407	\$ 9,844,286	\$ 25,333,121	\$ 91,217,203	\$ 22,521,657	\$ 68,695,545
Vending machine operators (Nonstore retailers)	\$ 973,530	\$ 0	\$ 973,530	\$ 3,956,715	\$ 7,354,477	-\$ 3,397,763	\$ 10,419,351	\$ 9,709,243	\$ 710,109
Direct Selling Establishments	\$ 980,679	\$ 538,264	\$ 442,415	\$ 3,915,458	\$ 2,489,809	\$ 1,425,649	\$ 10,020,827	\$ 12,812,415	-\$ 2,791,588
Electronic Shopping & Mail-Order Houses	\$ 6,794,179	\$ 0	\$ 6,794,179	\$ 27,305,235	\$ 0	\$ 27,305,235	\$ 70,777,024	\$ 0	\$ 70,777,024
Foodservice and Drinking Places	\$ 29,258,762	\$ 19,626,266	\$ 9,632,497	\$ 139,450,187	\$ 130,272,457	\$ 9,177,731	\$ 445,905,846	\$ 436,051,948	\$ 9,853,898
Full-Service Restaurants	\$ 12,485,826	\$ 7,050,039	\$ 5,435,786	\$ 60,801,643	\$ 60,672,987	\$ 128,656	\$ 199,211,438	\$ 210,347,977	-\$ 11,136,539
Limited-Service Eating Places	\$ 13,444,959	\$ 9,788,019	\$ 3,656,940	\$ 62,530,434	\$ 57,957,924	\$ 4,572,510	\$ 194,199,953	\$ 174,963,707	\$ 19,236,246
Special Food Services	\$ 2,403,989	\$ 2,394,094	\$ 9,895	\$ 11,166,550	\$ 7,804,983	\$ 3,361,567	\$ 34,625,324	\$ 29,548,101	\$ 5,077,223
Bars/Drinking Places (Alcoholic Beverages)	\$ 923,988	\$ 394,113	\$ 529,875	\$ 4,951,561	\$ 3,836,563	\$ 1,114,998	\$ 17,869,131	\$ 21,192,163	-\$ 3,323,032
<p>The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.</p>									
<p>Demand > Supply = Shortage (Leakage) Demand < Supply = Surplus (Needs Met)</p>									