

Cattail Marsh Rd & N Santa Fe Ave, Fountain, CO 80817 Sitewise Online STI: Market Outlook Opportunity Gap Report By Establishment Type										
STI: Market Outlook Opportunity Gap Report By Establishment Type	Cattail Marsh Rd & N Santa Fe Ave, Fountain, CO 80817 0-5 min			Cattail Marsh Rd & N Santa Fe Ave, Fountain, CO 80817 0-10 min			Cattail Marsh Rd & N Santa Fe Ave, Fountain, CO 80817 0-15 min			
	2016 Consumer Demand	2016 Market Supply	Opportunity Gap Surplus/Shortage	2016 Consumer Demand	2016 Market Supply	Opportunity Gap Surplus/Shortage	2016 Consumer Demand	2016 Market Supply	Opportunity Gap Surplus/Shortage	
<b>Total Consumer Demand and Market Supply by Establishment Type</b>	\$ 324,268,666	\$ 104,144,935	\$ 220,123,730	\$ 1,279,469,922	\$ 985,769,946	\$ 293,699,976	\$ 3,359,965,781	\$ 3,607,271,805	- \$ 247,306,024	
<b>Motor Vehicle and Parts Dealers</b>	\$ 71,716,596	\$ 5,183,989	\$ 66,532,607	\$ 276,818,686	\$ 139,769,270	\$ 137,049,416	\$ 696,394,738	\$ 991,948,667	- \$ 295,554,929	
Automobile dealers	\$ 57,655,548	\$ 550,502	\$ 57,098,046	\$ 222,558,727	\$ 104,937,676	\$ 117,621,052	\$ 558,516,910	\$ 866,199,440	- \$ 307,682,530	
Other Motor Vehicle Dealers	\$ 7,016,308	\$ 500,670	\$ 6,515,638	\$ 27,096,020	\$ 3,357,432	\$ 23,738,588	\$ 68,187,863	\$ 37,768,894	- \$ 30,418,969	
Automotive Parts, Accessories, & Tire Stores	\$ 7,044,741	\$ 4,123,817	\$ 2,920,923	\$ 27,163,939	\$ 31,474,163	- \$ 4,310,224	\$ 69,689,965	\$ 87,981,334	- \$ 18,291,369	
<b>Furniture and Home Furnishings Stores</b>	\$ 9,747,076	\$ 11,655	\$ 9,735,422	\$ 37,602,809	\$ 5,855,761	\$ 31,747,048	\$ 95,373,798	\$ 25,573,828	\$ 69,799,970	
Furniture Stores	\$ 6,324,063	\$ 0	\$ 6,324,063	\$ 24,411,894	\$ 1,658,370	\$ 22,753,524	\$ 61,705,400	\$ 6,743,539	\$ 54,961,860	
Home Furnishings Stores	\$ 3,423,013	\$ 11,655	\$ 3,411,358	\$ 13,190,915	\$ 4,197,392	\$ 8,993,523	\$ 33,668,399	\$ 18,830,289	\$ 14,838,110	
<b>Electronics &amp; Appliance Stores</b>	\$ 6,005,504	\$ 687,220	\$ 5,318,283	\$ 25,755,568	\$ 12,455,018	\$ 13,300,550	\$ 75,103,317	\$ 76,355,891	- \$ 1,252,574	
<b>Building Material and Garden Equipment Stores</b>	\$ 22,704,982	\$ 7,016,697	\$ 15,688,285	\$ 87,577,614	\$ 30,485,701	\$ 57,091,913	\$ 223,685,554	\$ 135,049,751	\$ 88,635,803	
Building Material & Supplies Dealers	\$ 19,936,001	\$ 6,618,642	\$ 13,317,359	\$ 76,876,618	\$ 28,775,900	\$ 48,100,718	\$ 196,475,867	\$ 123,268,992	\$ 73,205,874	
Lawn & Garden Equipment & Supplies	\$ 2,768,981	\$ 398,055	\$ 2,370,925	\$ 10,700,996	\$ 1,709,801	\$ 8,991,195	\$ 27,209,687	\$ 11,779,759	\$ 15,429,928	
<b>Food and Beverage Stores</b>	\$ 58,907,777	\$ 30,393,541	\$ 28,514,236	\$ 227,941,792	\$ 359,606,809	- \$ 131,665,018	\$ 586,435,168	\$ 659,783,896	- \$ 73,348,728	
Grocery Stores	\$ 52,723,027	\$ 29,229,655	\$ 23,493,372	\$ 204,059,059	\$ 335,515,606	- \$ 131,456,548	\$ 525,650,920	\$ 596,676,666	- \$ 71,025,746	
Specialty Food Stores	\$ 904,823	\$ 511,833	\$ 392,989	\$ 3,495,075	\$ 4,212,338	- \$ 717,263	\$ 8,986,248	\$ 9,212,268	- \$ 226,020	
Beer, Wine & Liquor Stores	\$ 5,279,927	\$ 652,053	\$ 4,627,874	\$ 20,387,658	\$ 19,878,865	\$ 508,793	\$ 51,798,000	\$ 53,894,962	- \$ 2,096,961	
<b>Health &amp; Personal Care Stores</b>	\$ 17,244,514	\$ 9,584,527	\$ 7,659,987	\$ 66,494,371	\$ 52,370,959	\$ 14,123,412	\$ 170,867,382	\$ 184,873,484	- \$ 14,006,101	
<b>Gasoline Stations</b>	\$ 24,390,414	\$ 7,965,333	\$ 16,425,081	\$ 94,392,567	\$ 69,807,731	\$ 24,584,836	\$ 239,311,139	\$ 164,442,117	\$ 74,869,022	
<b>Clothing &amp; Clothing Accessories Stores</b>	\$ 14,728,984	\$ 3,393,790	\$ 11,335,194	\$ 56,682,670	\$ 11,721,990	\$ 44,960,681	\$ 144,037,281	\$ 47,968,036	\$ 96,069,245	
Clothing Stores	\$ 10,535,889	\$ 3,209,968	\$ 7,326,022	\$ 40,556,484	\$ 9,849,291	\$ 30,707,193	\$ 103,099,094	\$ 30,382,033	\$ 72,717,062	
Shoe Stores	\$ 2,151,493	\$ 42,551	\$ 2,108,942	\$ 8,266,112	\$ 1,113,188	\$ 7,152,923	\$ 20,905,173	\$ 6,112,657	\$ 14,792,516	
Jewelry, Luggage & Leather Goods Stores	\$ 2,041,602	\$ 141,371	\$ 1,900,230	\$ 7,860,075	\$ 759,510	\$ 7,100,565	\$ 20,033,014	\$ 11,473,346	\$ 8,559,667	
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$ 5,958,404	\$ 1,658,738	\$ 4,299,666	\$ 22,917,030	\$ 8,259,859	\$ 14,657,171	\$ 58,234,537	\$ 57,581,850	\$ 652,687	
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 4,429,013	\$ 1,485,648	\$ 2,943,365	\$ 17,028,923	\$ 7,846,043	\$ 9,182,880	\$ 43,134,215	\$ 38,518,021	\$ 4,616,195	
Book, Periodical & Music Stores	\$ 1,529,391	\$ 173,090	\$ 1,356,301	\$ 5,888,107	\$ 413,816	\$ 5,474,291	\$ 15,100,321	\$ 19,063,829	- \$ 3,963,508	
<b>General Merchandise Stores</b>	\$ 49,926,653	\$ 17,547,607	\$ 32,379,046	\$ 193,021,736	\$ 155,942,356	\$ 37,079,381	\$ 495,755,272	\$ 781,543,116	- \$ 285,787,844	
Department Stores	\$ 8,556,827	\$ 184,084	\$ 8,372,744	\$ 32,999,452	\$ 34,030,332	- \$ 1,030,880	\$ 84,274,311	\$ 113,365,254	- \$ 29,090,942	
Other General Merchandise Stores	\$ 41,369,826	\$ 17,363,524	\$ 24,006,302	\$ 160,022,285	\$ 121,912,024	\$ 38,110,261	\$ 411,480,960	\$ 668,177,862	- \$ 256,696,902	
<b>Miscellaneous Store Retailers</b>	\$ 7,311,226	\$ 2,389,090	\$ 4,922,137	\$ 28,446,074	\$ 22,115,020	\$ 6,331,054	\$ 73,251,543	\$ 71,732,226	\$ 1,519,318	
Florists and Miscellaneous Store Retailers	\$ 279,417	\$ 41,992	\$ 237,425	\$ 1,080,297	\$ 391,120	\$ 689,177	\$ 2,749,232	\$ 3,278,617	- \$ 529,385	
Office Supplies, Stationery & Gift Stores	\$ 1,701,019	\$ 0	\$ 1,701,019	\$ 6,804,466	\$ 2,617,544	\$ 4,186,922	\$ 18,231,659	\$ 13,940,351	\$ 4,291,308	
Used Merchandise Stores	\$ 1,087,547	\$ 0	\$ 1,087,547	\$ 4,196,036	\$ 1,657,583	\$ 2,538,453	\$ 10,673,611	\$ 10,488,917	\$ 184,695	
Other miscellaneous store retailers	\$ 4,243,243	\$ 2,347,097	\$ 1,896,146	\$ 16,365,275	\$ 17,448,773	- \$ 1,083,498	\$ 41,597,041	\$ 44,024,341	- \$ 2,427,300	
<b>Non-Store Retailers</b>	\$ 8,149,109	\$ 227,503	\$ 7,921,607	\$ 31,721,404	\$ 7,957,285	\$ 23,764,119	\$ 82,295,002	\$ 21,375,310	\$ 60,919,692	
Vending machine operators (Nonstore retailers)	\$ 847,382	\$ 0	\$ 847,382	\$ 3,339,846	\$ 5,615,211	- \$ 2,275,365	\$ 8,818,323	\$ 7,861,199	\$ 1,157,124	
Direct Selling Establishments	\$ 1,150,647	\$ 227,503	\$ 923,144	\$ 4,445,309	\$ 2,342,073	\$ 2,103,236	\$ 11,389,090	\$ 13,714,111	- \$ 2,325,021	
Electronic Shopping & Mail-Order Houses	\$ 6,151,080	\$ 0	\$ 6,151,080	\$ 23,936,249	\$ 0	\$ 23,936,249	\$ 62,087,588	\$ 0	\$ 62,087,588	
<b>Foodservice and Drinking Places</b>	\$ 27,477,427	\$ 18,085,246	\$ 9,392,181	\$ 130,097,600	\$ 109,422,187	\$ 20,675,413	\$ 419,221,050	\$ 389,042,633	\$ 30,178,417	
Full-Service Restaurants	\$ 11,765,646	\$ 7,078,291	\$ 4,687,356	\$ 57,224,558	\$ 51,324,895	\$ 5,899,663	\$ 189,201,773	\$ 188,117,564	\$ 1,084,209	
Limited-Service Eating Places	\$ 12,630,632	\$ 9,030,533	\$ 3,600,099	\$ 57,987,456	\$ 48,154,441	\$ 9,833,014	\$ 181,114,953	\$ 155,179,837	\$ 25,935,116	
Special Food Services	\$ 2,253,343	\$ 1,569,260	\$ 684,083	\$ 10,331,352	\$ 6,389,638	\$ 3,941,714	\$ 32,217,948	\$ 25,925,088	\$ 6,292,860	
Bars/Drinking Places (Alcoholic Beverages)	\$ 827,805	\$ 407,162	\$ 420,643	\$ 4,554,234	\$ 3,553,212	\$ 1,001,022	\$ 16,686,377	\$ 19,820,145	- \$ 3,133,768	

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.

**Demand > Supply = Shortage (Leakage)**      **Demand < Supply = Surplus (Need Met)**