



# Retail MarketPlace Profile

200-298 N 3rd St, Sundance, Wyoming, 82729  
 Drive Time Band: 0 - 5 minute radius

Prepared by Esri  
 Latitude: 44.40575  
 Longitude: -104.37983

## Summary Demographics

2017 Population	1,088
2017 Households	492
2017 Median Disposable Income	\$41,902
2017 Per Capita Income	\$28,404

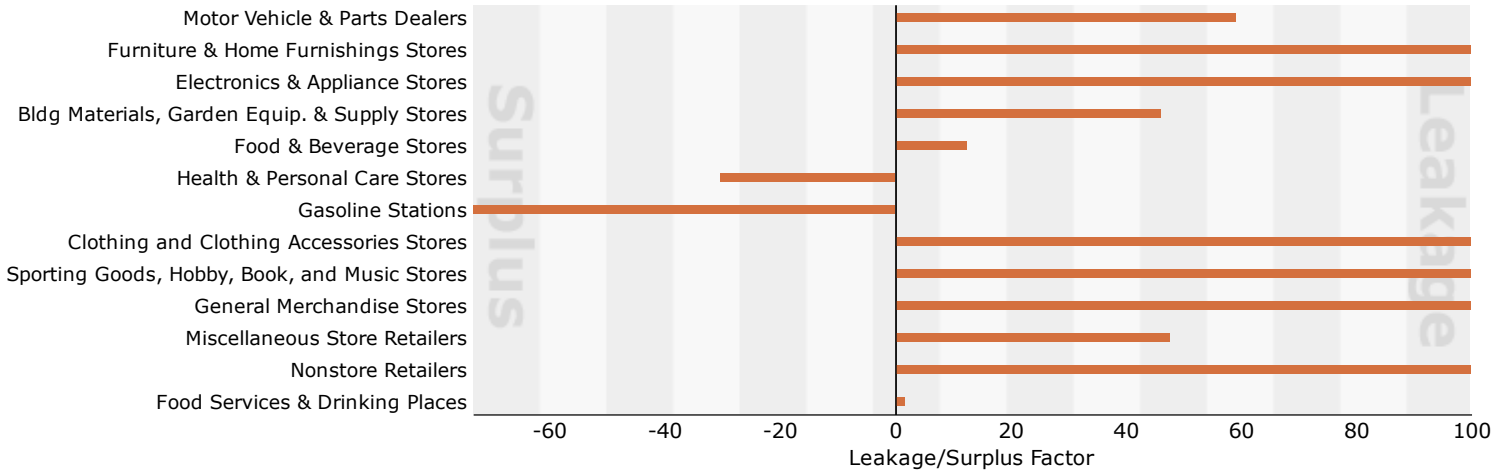
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$14,973,223	\$18,026,137	-\$3,052,914	-9.3	15
Total Retail Trade	44-45	\$13,607,342	\$16,710,098	-\$3,102,756	-10.2	11
Total Food & Drink	722	\$1,365,881	\$1,316,039	\$49,842	1.9	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,051,190	\$785,427	\$2,265,763	59.1	1
Automobile Dealers	4411	\$2,449,804	\$0	\$2,449,804	100.0	0
Other Motor Vehicle Dealers	4412	\$352,173	\$785,427	-\$433,254	-38.1	1
Auto Parts, Accessories & Tire Stores	4413	\$249,213	\$0	\$249,213	100.0	0
Furniture & Home Furnishings Stores	442	\$349,948	\$0	\$349,948	100.0	0
Furniture Stores	4421	\$202,801	\$0	\$202,801	100.0	0
Home Furnishings Stores	4422	\$147,147	\$0	\$147,147	100.0	0
Electronics & Appliance Stores	443	\$315,611	\$0	\$315,611	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$997,336	\$365,814	\$631,522	46.3	1
Bldg Material & Supplies Dealers	4441	\$947,563	\$365,814	\$581,749	44.3	1
Lawn & Garden Equip & Supply Stores	4442	\$49,773	\$0	\$49,773	100.0	0
Food & Beverage Stores	445	\$2,230,143	\$1,736,627	\$493,516	12.4	1
Grocery Stores	4451	\$1,912,948	\$1,736,627	\$176,321	4.8	1
Specialty Food Stores	4452	\$70,688	\$0	\$70,688	100.0	0
Beer, Wine & Liquor Stores	4453	\$246,507	\$0	\$246,507	100.0	0
Health & Personal Care Stores	446,4461	\$674,450	\$1,264,251	-\$589,801	-30.4	2
Gasoline Stations	447,4471	\$1,906,594	\$12,366,511	-\$10,459,917	-73.3	5
Clothing & Clothing Accessories Stores	448	\$402,486	\$0	\$402,486	100.0	0
Clothing Stores	4481	\$236,407	\$0	\$236,407	100.0	0
Shoe Stores	4482	\$57,685	\$0	\$57,685	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$108,394	\$0	\$108,394	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$352,833	\$0	\$352,833	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$299,310	\$0	\$299,310	100.0	0
Book, Periodical & Music Stores	4512	\$53,524	\$0	\$53,524	100.0	0
General Merchandise Stores	452	\$2,725,005	\$0	\$2,725,005	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,281,307	\$0	\$2,281,307	100.0	0
Other General Merchandise Stores	4529	\$443,698	\$0	\$443,698	100.0	0
Miscellaneous Store Retailers	453	\$540,749	\$191,468	\$349,281	47.7	2
Florists	4531	\$38,024	\$191,468	-\$153,444	-66.9	2
Office Supplies, Stationery & Gift Stores	4532	\$157,275	\$0	\$157,275	100.0	0
Used Merchandise Stores	4533	\$49,961	\$0	\$49,961	100.0	0
Other Miscellaneous Store Retailers	4539	\$295,489	\$0	\$295,489	100.0	0
Nonstore Retailers	454	\$60,997	\$0	\$60,997	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$18,823	\$0	\$18,823	100.0	0
Vending Machine Operators	4542	\$6,797	\$0	\$6,797	100.0	0
Direct Selling Establishments	4543	\$35,378	\$0	\$35,378	100.0	0
Food Services & Drinking Places	722	\$1,365,881	\$1,316,039	\$49,842	1.9	4
Special Food Services	7223	\$11,378	\$0	\$11,378	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$62,719	\$268,403	-\$205,684	-62.1	2
Restaurants/Other Eating Places	7225	\$1,291,784	\$1,047,636	\$244,148	10.4	2

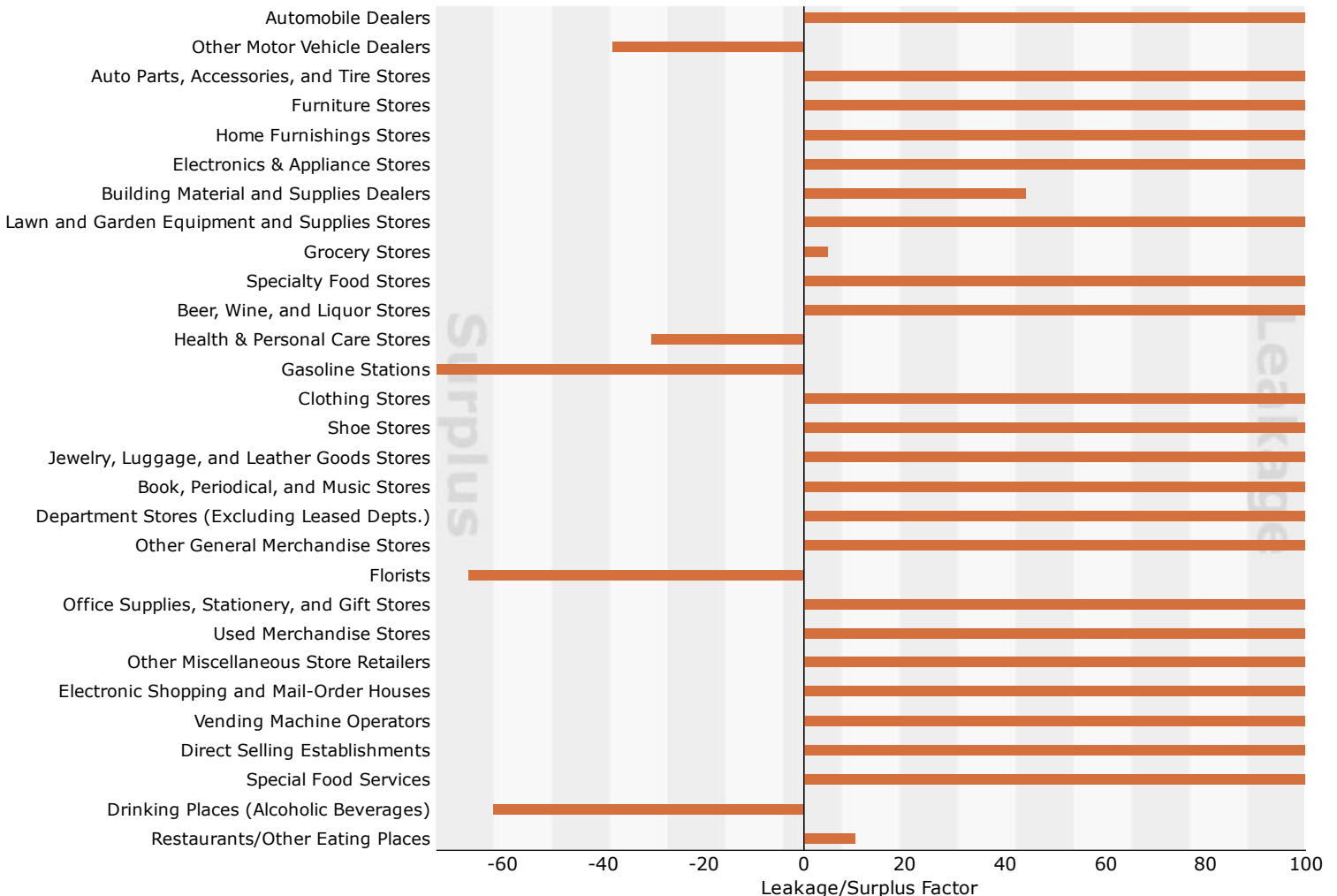
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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## Summary Demographics

2017 Population	79
2017 Households	31
2017 Median Disposable Income	\$42,049
2017 Per Capita Income	\$29,136

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,048,655	\$862,646	\$186,009	9.7	1
Total Retail Trade	44-45	\$958,982	\$789,231	\$169,751	9.7	1
Total Food & Drink	722	\$89,673	\$73,415	\$16,258	10.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$223,212	\$0	\$223,212	100.0	0
Automobile Dealers	4411	\$179,535	\$0	\$179,535	100.0	0
Other Motor Vehicle Dealers	4412	\$26,547	\$0	\$26,547	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$17,131	\$0	\$17,131	100.0	0
Furniture & Home Furnishings Stores	442	\$22,831	\$0	\$22,831	100.0	0
Furniture Stores	4421	\$13,250	\$0	\$13,250	100.0	0
Home Furnishings Stores	4422	\$9,580	\$0	\$9,580	100.0	0
Electronics & Appliance Stores	443	\$20,547	\$0	\$20,547	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$72,073	\$0	\$72,073	100.0	0
Bldg Material & Supplies Dealers	4441	\$68,281	\$0	\$68,281	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$3,792	\$0	\$3,792	100.0	0
Food & Beverage Stores	445	\$155,880	\$0	\$155,880	100.0	0
Grocery Stores	4451	\$134,876	\$0	\$134,876	100.0	0
Specialty Food Stores	4452	\$4,985	\$0	\$4,985	100.0	0
Beer, Wine & Liquor Stores	4453	\$16,019	\$0	\$16,019	100.0	0
Health & Personal Care Stores	446,4461	\$47,818	\$0	\$47,818	100.0	0
Gasoline Stations	447,4471	\$137,162	\$0	\$137,162	100.0	0
Clothing & Clothing Accessories Stores	448	\$25,691	\$0	\$25,691	100.0	0
Clothing Stores	4481	\$15,443	\$0	\$15,443	100.0	0
Shoe Stores	4482	\$3,783	\$0	\$3,783	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$6,464	\$0	\$6,464	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$23,900	\$0	\$23,900	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,403	\$0	\$20,403	100.0	0
Book, Periodical & Music Stores	4512	\$3,497	\$0	\$3,497	100.0	0
General Merchandise Stores	452	\$185,911	\$0	\$185,911	100.0	0
Department Stores Excluding Leased Depts.	4521	\$154,540	\$0	\$154,540	100.0	0
Other General Merchandise Stores	4529	\$31,372	\$0	\$31,372	100.0	0
Miscellaneous Store Retailers	453	\$39,592	\$0	\$39,592	100.0	0
Florists	4531	\$2,661	\$0	\$2,661	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$10,387	\$0	\$10,387	100.0	0
Used Merchandise Stores	4533	\$3,302	\$0	\$3,302	100.0	0
Other Miscellaneous Store Retailers	4539	\$23,242	\$0	\$23,242	100.0	0
Nonstore Retailers	454	\$4,365	\$0	\$4,365	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,248	\$0	\$1,248	100.0	0
Vending Machine Operators	4542	\$479	\$0	\$479	100.0	0
Direct Selling Establishments	4543	\$2,637	\$0	\$2,637	100.0	0
Food Services & Drinking Places	722	\$89,673	\$0	\$89,673	100.0	0
Special Food Services	7223	\$820	\$0	\$820	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$4,029	\$0	\$4,029	100.0	0
Restaurants/Other Eating Places	7225	\$84,824	\$0	\$84,824	100.0	0

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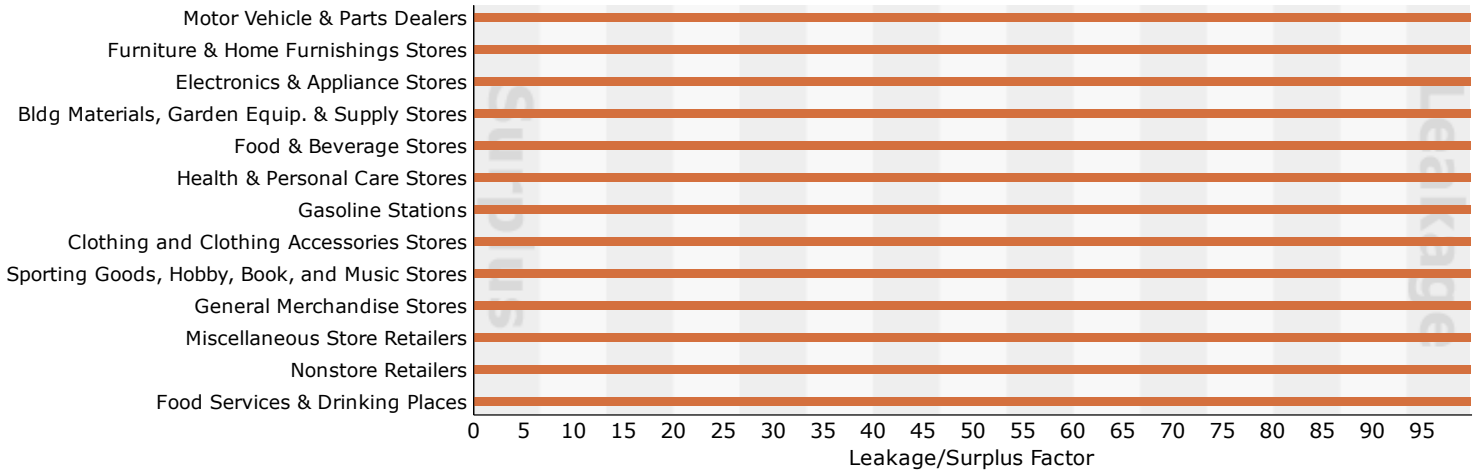


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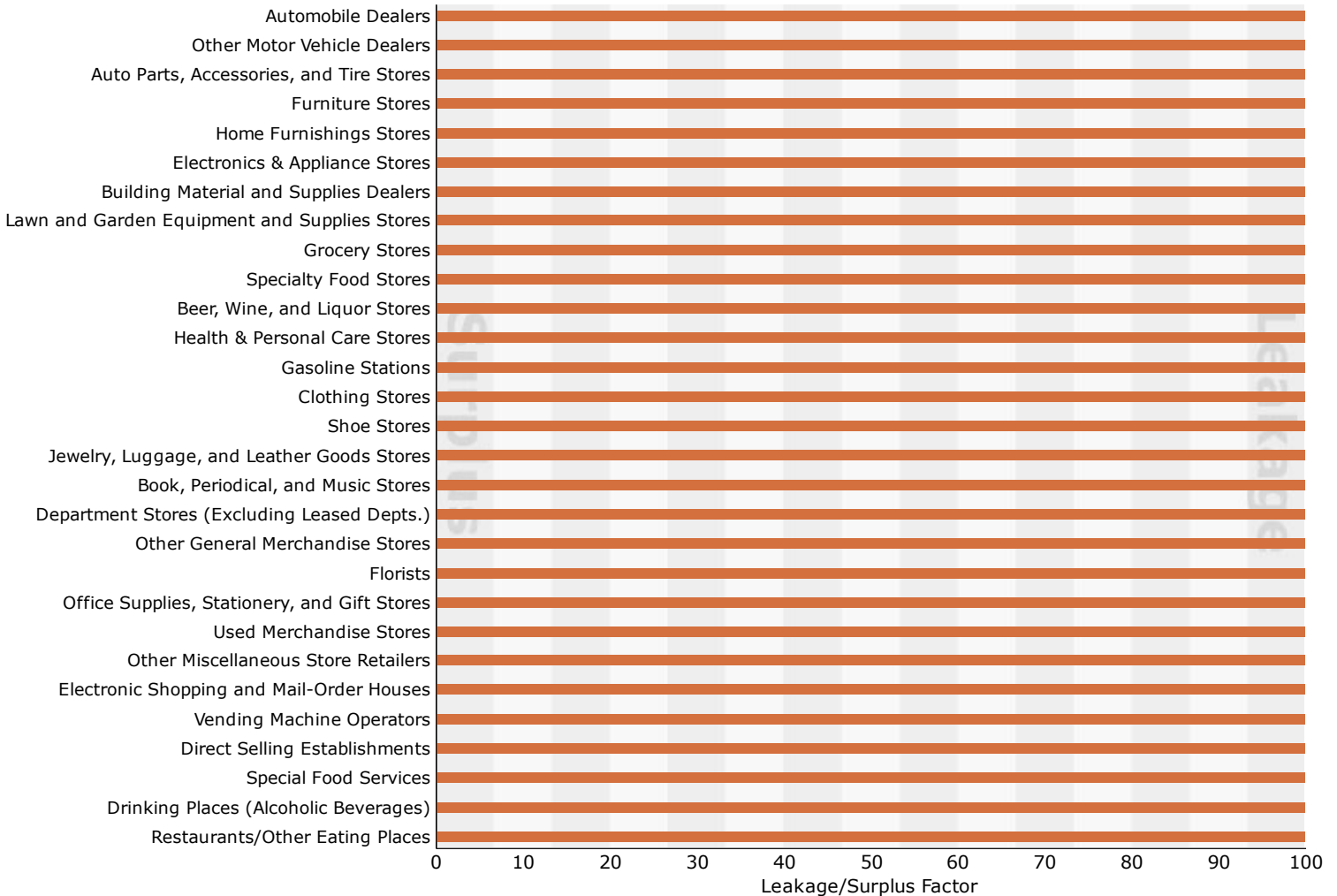
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

200-298 N 3rd St, Sundance, Wyoming, 82729  
 Drive Time Band: 10 - 20 minute radius

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## Summary Demographics

2017 Population	526
2017 Households	212
2017 Median Disposable Income	\$43,771
2017 Per Capita Income	\$30,740

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$8,439,141	\$4,228,592	\$4,210,549	33.2	4
Total Retail Trade	44-45	\$7,772,026	\$3,872,913	\$3,899,113	33.5	3
Total Food & Drink	722	\$667,115	\$355,678	\$311,437	30.4	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,883,131	\$0	\$1,883,131	100.0	0
Automobile Dealers	4411	\$1,517,439	\$0	\$1,517,439	100.0	0
Other Motor Vehicle Dealers	4412	\$230,871	\$0	\$230,871	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$134,821	\$0	\$134,821	100.0	0
Furniture & Home Furnishings Stores	442	\$168,477	\$0	\$168,477	100.0	0
Furniture Stores	4421	\$97,948	\$0	\$97,948	100.0	0
Home Furnishings Stores	4422	\$70,530	\$0	\$70,530	100.0	0
Electronics & Appliance Stores	443	\$150,977	\$0	\$150,977	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$600,429	\$0	\$600,429	100.0	0
Bldg Material & Supplies Dealers	4441	\$567,095	\$0	\$567,095	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$33,334	\$0	\$33,334	100.0	0
Food & Beverage Stores	445	\$1,251,772	\$0	\$1,251,772	100.0	0
Grocery Stores	4451	\$1,093,842	\$0	\$1,093,842	100.0	0
Specialty Food Stores	4452	\$40,436	\$0	\$40,436	100.0	0
Beer, Wine & Liquor Stores	4453	\$117,494	\$0	\$117,494	100.0	0
Health & Personal Care Stores	446,4461	\$389,981	\$0	\$389,981	100.0	0
Gasoline Stations	447,4471	\$1,136,551	\$3,165,099	-\$2,028,548	-47.2	1
Clothing & Clothing Accessories Stores	448	\$183,949	\$0	\$183,949	100.0	0
Clothing Stores	4481	\$114,178	\$0	\$114,178	100.0	0
Shoe Stores	4482	\$28,130	\$0	\$28,130	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$41,640	\$0	\$41,640	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$185,004	\$0	\$185,004	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$159,153	\$0	\$159,153	100.0	0
Book, Periodical & Music Stores	4512	\$25,851	\$0	\$25,851	100.0	0
General Merchandise Stores	452	\$1,451,399	\$0	\$1,451,399	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,196,143	\$0	\$1,196,143	100.0	0
Other General Merchandise Stores	4529	\$255,255	\$0	\$255,255	100.0	0
Miscellaneous Store Retailers	453	\$334,416	\$0	\$334,416	100.0	0
Florists	4531	\$21,451	\$0	\$21,451	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$77,870	\$0	\$77,870	100.0	0
Used Merchandise Stores	4533	\$24,785	\$0	\$24,785	100.0	0
Other Miscellaneous Store Retailers	4539	\$210,310	\$0	\$210,310	100.0	0
Nonstore Retailers	454	\$35,940	\$0	\$35,940	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$9,414	\$0	\$9,414	100.0	0
Vending Machine Operators	4542	\$3,888	\$0	\$3,888	100.0	0
Direct Selling Establishments	4543	\$22,638	\$0	\$22,638	100.0	0
Food Services & Drinking Places	722	\$667,115	\$355,678	\$311,437	30.4	1
Special Food Services	7223	\$6,827	\$0	\$6,827	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$29,142	\$0	\$29,142	100.0	0
Restaurants/Other Eating Places	7225	\$631,146	\$327,289	\$303,857	31.7	1

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. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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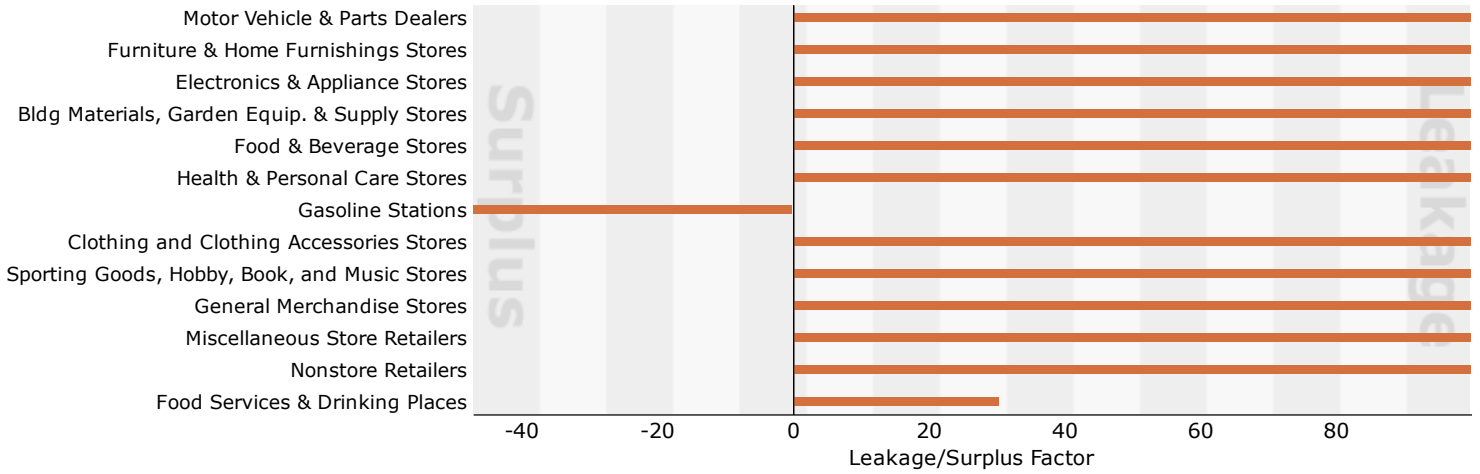


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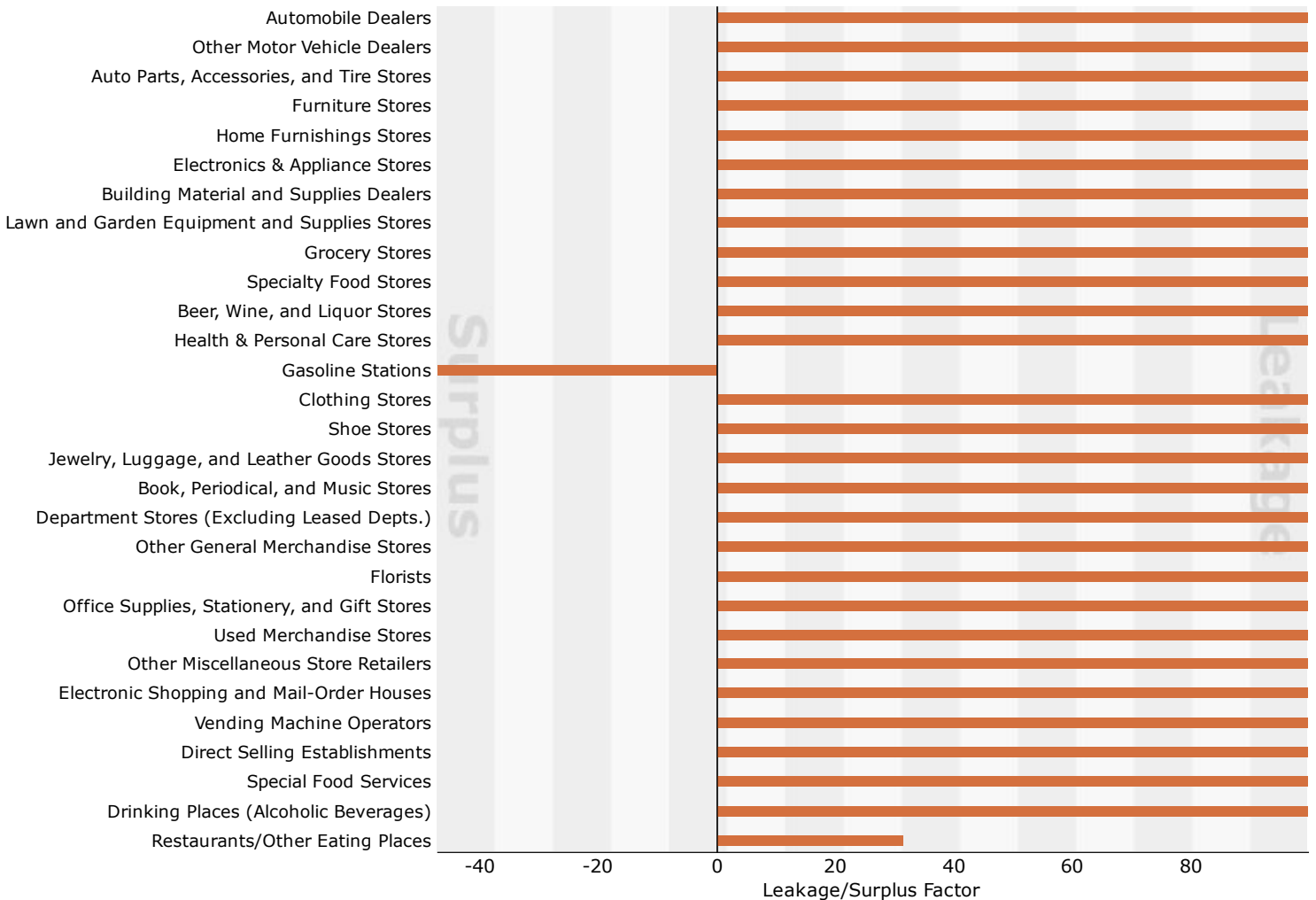
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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