



Business Summary

Rocky Ford City, CO
Rocky Ford City, CO (0865190)
Geography: Place

Prepared by Esri

Data for all businesses in area

Total Businesses: 131
Total Employees: 1,119
Total Residential Population: 4,042
Employee/Residential Population Ratio (per 100 Residents): 28

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	3	2.3%	58	5.2%
Construction	4	3.1%	22	2.0%
Manufacturing	3	2.3%	212	18.9%
Transportation	4	3.1%	25	2.2%
Communication	0	0.0%	0	0.0%
Utility	2	1.5%	16	1.4%
Wholesale Trade	3	2.3%	14	1.3%
Retail Trade Summary	32	24.4%	205	18.3%
Home Improvement	5	3.8%	34	3.0%
General Merchandise Stores	2	1.5%	9	0.8%
Food Stores	2	1.5%	16	1.4%
Auto Dealers, Gas Stations, Auto Aftermarket	4	3.1%	30	2.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	8	6.1%	87	7.8%
Miscellaneous Retail	11	8.4%	29	2.6%
Finance, Insurance, Real Estate Summary	10	7.6%	36	3.2%
Banks, Savings & Lending Institutions	4	3.1%	19	1.7%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	2	1.5%	11	1.0%
Real Estate, Holding, Other Investment Offices	4	3.1%	6	0.5%
Services Summary	57	43.5%	446	39.9%
Hotels & Lodging	1	0.8%	2	0.2%
Automotive Services	2	1.5%	11	1.0%
Motion Pictures & Amusements	8	6.1%	27	2.4%
Health Services	5	3.8%	39	3.5%
Legal Services	1	0.8%	2	0.2%
Education Institutions & Libraries	5	3.8%	130	11.6%
Other Services	35	26.7%	235	21.0%
Government	11	8.4%	81	7.2%
Unclassified Establishments	2	1.5%	4	0.4%
Totals	131	100.0%	1,119	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

November 12, 2020



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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	2.3%	58	5.2%
Mining	0	0.0%	0	0.0%
Utilities	2	1.5%	16	1.4%
Construction	4	3.1%	22	2.0%
Manufacturing	2	1.5%	204	18.2%
Wholesale Trade	3	2.3%	14	1.3%
Retail Trade	22	16.8%	116	10.4%
Motor Vehicle & Parts Dealers	3	2.3%	24	2.1%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	5	3.8%	34	3.0%
Food & Beverage Stores	1	0.8%	15	1.3%
Health & Personal Care Stores	1	0.8%	8	0.7%
Gasoline Stations	1	0.8%	6	0.5%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	2	1.5%	9	0.8%
Miscellaneous Store Retailers	7	5.3%	20	1.8%
Nonstore Retailers	2	1.5%	0	0.0%
Transportation & Warehousing	3	2.3%	20	1.8%
Information	3	2.3%	17	1.5%
Finance & Insurance	7	5.3%	31	2.8%
Central Bank/Credit Intermediation & Related Activities	5	3.8%	20	1.8%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.5%	11	1.0%
Real Estate, Rental & Leasing	6	4.6%	8	0.7%
Professional, Scientific & Tech Services	6	4.6%	18	1.6%
Legal Services	1	0.8%	2	0.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	1	0.8%	2	0.2%
Educational Services	4	3.1%	126	11.3%
Health Care & Social Assistance	15	11.5%	219	19.6%
Arts, Entertainment & Recreation	6	4.6%	21	1.9%
Accommodation & Food Services	10	7.6%	90	8.0%
Accommodation	1	0.8%	2	0.2%
Food Services & Drinking Places	9	6.9%	88	7.9%
Other Services (except Public Administration)	21	16.0%	52	4.6%
Automotive Repair & Maintenance	2	1.5%	11	1.0%
Public Administration	11	8.4%	81	7.2%
Unclassified Establishments	2	1.5%	4	0.4%
Total	131	100.0%	1,119	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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Disposable Income Profile

Rocky Ford City, CO
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	Census 2010	2020	2025	2020-2025 Change	2020-2025 Annual Rate
Population	3,967	4,042	4,032	-10	-0.05%
Median Age	40.3	42.6	43.1	0.5	0.23%
Households	1,624	1,638	1,630	-8	-0.10%
Average Household Size	2.40	2.41	2.42	0.01	0.08%

2020 Households by Disposable Income	Number	Percent
Total	1,637	100.0%
<\$15,000	428	26.1%
\$15,000-\$24,999	364	22.2%
\$25,000-\$34,999	204	12.5%
\$35,000-\$49,999	268	16.4%
\$50,000-\$74,999	232	14.2%
\$75,000-\$99,999	85	5.2%
\$100,000-\$149,999	56	3.4%
\$150,000-\$199,999	0	0.0%
\$200,000+	0	0.0%
Median Disposable Income	\$25,989	
Average Disposable Income	\$35,121	

2020 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	73	213	218	227	346	280	282
<\$15,000	16	54	47	46	107	61	97
\$15,000-\$24,999	17	34	19	27	62	89	116
\$25,000-\$34,999	8	26	32	28	38	37	36
\$35,000-\$49,999	13	50	39	49	59	42	17
\$50,000-\$74,999	15	28	54	45	50	31	9
\$75,000-\$99,999	4	14	18	17	17	11	5
\$100,000-\$149,999	0	7	9	15	13	9	2
\$150,000-\$199,999	0	0	0	0	0	0	0
\$200,000+	0	0	0	0	0	0	0
Median Disposable Income	\$28,701	\$31,500	\$38,191	\$37,751	\$25,808	\$23,250	\$17,266
Average Disposable Income	\$34,400	\$37,098	\$43,385	\$44,741	\$34,815	\$33,203	\$21,713

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



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	Rocky Ford ci...
Population Summary	
2000 Total Population	4,308
2010 Total Population	3,967
2020 Total Population	4,042
2020 Group Quarters	89
2025 Total Population	4,032
2020-2025 Annual Rate	-0.05%
2020 Total Daytime Population	3,766
Workers	1,209
Residents	2,557
Household Summary	
2000 Households	1,661
2000 Average Household Size	2.53
2010 Households	1,624
2010 Average Household Size	2.40
2020 Households	1,638
2020 Average Household Size	2.41
2025 Households	1,630
2025 Average Household Size	2.42
2020-2025 Annual Rate	-0.10%
2010 Families	1,042
2010 Average Family Size	3.00
2020 Families	1,031
2020 Average Family Size	3.04
2025 Families	1,023
2025 Average Family Size	3.05
2020-2025 Annual Rate	-0.16%
Housing Unit Summary	
2000 Housing Units	1,854
Owner Occupied Housing Units	59.0%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	10.4%
2010 Housing Units	1,871
Owner Occupied Housing Units	50.6%
Renter Occupied Housing Units	36.2%
Vacant Housing Units	13.2%
2020 Housing Units	1,861
Owner Occupied Housing Units	47.8%
Renter Occupied Housing Units	40.2%
Vacant Housing Units	12.0%
2025 Housing Units	1,862
Owner Occupied Housing Units	48.3%
Renter Occupied Housing Units	39.3%
Vacant Housing Units	12.5%
Median Household Income	
2020	\$31,843
2025	\$34,140
Median Home Value	
2020	\$81,125
2025	\$82,659
Per Capita Income	
2020	\$17,348
2025	\$18,806
Median Age	
2010	40.3
2020	42.6
2025	43.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income

Household Income Base	1,637
<\$15,000	22.7%
\$15,000 - \$24,999	16.1%
\$25,000 - \$34,999	15.1%
\$35,000 - \$49,999	13.1%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	6.3%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	1.0%
\$200,000+	0.0%
Average Household Income	\$42,452

2025 Households by Income

Household Income Base	1,629
<\$15,000	21.5%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	14.5%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	6.6%
\$100,000 - \$149,999	6.9%
\$150,000 - \$199,999	1.2%
\$200,000+	0.0%
Average Household Income	\$46,143

2020 Owner Occupied Housing Units by Value

Total	889
<\$50,000	25.4%
\$50,000 - \$99,999	39.5%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	11.8%
\$200,000 - \$249,999	3.8%
\$250,000 - \$299,999	3.9%
\$300,000 - \$399,999	1.0%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	0.1%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$116,367

2025 Owner Occupied Housing Units by Value

Total	898
<\$50,000	24.8%
\$50,000 - \$99,999	38.5%
\$100,000 - \$149,999	10.2%
\$150,000 - \$199,999	11.5%
\$200,000 - \$249,999	3.8%
\$250,000 - \$299,999	4.7%
\$300,000 - \$399,999	1.2%
\$400,000 - \$499,999	4.3%
\$500,000 - \$749,999	0.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$124,053

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	Rocky Ford ci...
2010 Population by Age	
Total	3,967
0 - 4	6.5%
5 - 9	7.8%
10 - 14	6.3%
15 - 24	12.7%
25 - 34	10.3%
35 - 44	11.1%
45 - 54	13.0%
55 - 64	13.2%
65 - 74	9.4%
75 - 84	6.9%
85 +	2.8%
18 +	74.6%
2020 Population by Age	
Total	4,043
0 - 4	6.0%
5 - 9	5.8%
10 - 14	6.6%
15 - 24	11.6%
25 - 34	11.9%
35 - 44	10.6%
45 - 54	10.7%
55 - 64	14.6%
65 - 74	11.3%
75 - 84	7.2%
85 +	3.7%
18 +	77.9%
2025 Population by Age	
Total	4,030
0 - 4	6.1%
5 - 9	5.8%
10 - 14	5.8%
15 - 24	12.2%
25 - 34	11.6%
35 - 44	10.4%
45 - 54	10.9%
55 - 64	12.2%
65 - 74	13.8%
75 - 84	7.4%
85 +	3.7%
18 +	78.3%
2010 Population by Sex	
Males	1,931
Females	2,036
2020 Population by Sex	
Males	1,957
Females	2,086
2025 Population by Sex	
Males	1,944
Females	2,086

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	Rocky Ford ci...
2010 Population by Race/Ethnicity	
Total	3,967
White Alone	74.8%
Black Alone	0.5%
American Indian Alone	2.0%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	17.6%
Two or More Races	3.9%
Hispanic Origin	59.1%
Diversity Index	71.1
2020 Population by Race/Ethnicity	
Total	4,041
White Alone	72.6%
Black Alone	0.9%
American Indian Alone	2.5%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	18.6%
Two or More Races	4.3%
Hispanic Origin	58.5%
Diversity Index	72.9
2025 Population by Race/Ethnicity	
Total	4,033
White Alone	72.6%
Black Alone	0.9%
American Indian Alone	2.5%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	18.6%
Two or More Races	4.3%
Hispanic Origin	58.4%
Diversity Index	72.8
2010 Population by Relationship and Household Type	
Total	3,967
In Households	98.2%
In Family Households	81.5%
Householder	26.3%
Spouse	17.3%
Child	32.1%
Other relative	3.1%
Nonrelative	2.7%
In Nonfamily Households	16.7%
In Group Quarters	1.8%
Institutionalized Population	1.5%
Noninstitutionalized Population	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	Rocky Ford ci...
2020 Population 25+ by Educational Attainment	
Total	2,830
Less than 9th Grade	8.0%
9th - 12th Grade, No Diploma	9.3%
High School Graduate	22.3%
GED/Alternative Credential	8.1%
Some College, No Degree	28.1%
Associate Degree	7.6%
Bachelor's Degree	12.3%
Graduate/Professional Degree	4.4%
2020 Population 15+ by Marital Status	
Total	3,301
Never Married	30.0%
Married	48.3%
Widowed	9.3%
Divorced	12.3%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	1,695
Population 16+ Employed	88.0%
Population 16+ Unemployment rate	12.0%
Population 16-24 Employed	6.9%
Population 16-24 Unemployment rate	22.6%
Population 25-54 Employed	63.4%
Population 25-54 Unemployment rate	7.8%
Population 55-64 Employed	19.6%
Population 55-64 Unemployment rate	8.2%
Population 65+ Employed	10.1%
Population 65+ Unemployment rate	30.9%
2020 Employed Population 16+ by Industry	
Total	1,492
Agriculture/Mining	5.3%
Construction	9.0%
Manufacturing	6.4%
Wholesale Trade	2.1%
Retail Trade	4.2%
Transportation/Utilities	2.1%
Information	2.4%
Finance/Insurance/Real Estate	4.8%
Services	53.8%
Public Administration	10.0%
2020 Employed Population 16+ by Occupation	
Total	1,492
White Collar	49.5%
Management/Business/Financial	12.3%
Professional	24.9%
Sales	4.2%
Administrative Support	8.0%
Services	24.0%
Blue Collar	26.5%
Farming/Forestry/Fishing	4.8%
Construction/Extraction	8.8%
Installation/Maintenance/Repair	2.5%
Production	5.2%
Transportation/Material Moving	5.3%

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2010 Households by Type	
Total	1,624
Households with 1 Person	31.5%
Households with 2+ People	68.5%
Family Households	64.2%
Husband-wife Families	42.3%
With Related Children	16.2%
Other Family (No Spouse Present)	21.9%
Other Family with Male Householder	5.5%
With Related Children	3.7%
Other Family with Female Householder	16.3%
With Related Children	11.2%
Nonfamily Households	4.3%
All Households with Children	31.6%
Multigenerational Households	4.4%
Unmarried Partner Households	6.1%
Male-female	5.5%
Same-sex	0.6%
2010 Households by Size	
Total	1,624
1 Person Household	31.5%
2 Person Household	33.8%
3 Person Household	13.7%
4 Person Household	11.2%
5 Person Household	6.0%
6 Person Household	2.6%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	1,624
Owner Occupied	58.3%
Owned with a Mortgage/Loan	34.9%
Owned Free and Clear	23.3%
Renter Occupied	41.7%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	243
Percent of Income for Mortgage	10.6%
Wealth Index	32
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,871
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	99.2%
Rural Housing Units	0.8%
2010 Population By Urban/ Rural Status	
Total Population	3,967
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	99.2%
Rural Population	0.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
1.		Small Town Simplicity (12C)
2.		Southwestern Families (7F)
3.		Prairie Living (6D)
2020 Consumer Spending		
Apparel & Services: Total \$		\$1,670,496
Average Spent		\$1,019.84
Spending Potential Index		48
Education: Total \$		\$1,169,189
Average Spent		\$713.79
Spending Potential Index		40
Entertainment/Recreation: Total \$		\$2,746,118
Average Spent		\$1,676.51
Spending Potential Index		52
Food at Home: Total \$		\$4,581,872
Average Spent		\$2,797.24
Spending Potential Index		52
Food Away from Home: Total \$		\$2,988,383
Average Spent		\$1,824.41
Spending Potential Index		48
Health Care: Total \$		\$5,063,709
Average Spent		\$3,091.40
Spending Potential Index		54
HH Furnishings & Equipment: Total \$		\$1,731,120
Average Spent		\$1,056.85
Spending Potential Index		48
Personal Care Products & Services: Total \$		\$708,331
Average Spent		\$432.44
Spending Potential Index		47
Shelter: Total \$		\$14,290,383
Average Spent		\$8,724.29
Spending Potential Index		45
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$1,997,548
Average Spent		\$1,219.50
Spending Potential Index		52
Travel: Total \$		\$1,716,542
Average Spent		\$1,047.95
Spending Potential Index		43
Vehicle Maintenance & Repairs: Total \$		\$1,012,367
Average Spent		\$618.05
Spending Potential Index		53

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Small Town Simplicity (12C)	74.8%	Population	4,042	4,032
Southwestern Families (7F)	17.7%	Households	1,638	1,630
Prairie Living (6D)	7.4%	Families	1,031	1,023
	0.0%	Median Age	42.6	43.1
	0.0%	Median Household Income	\$31,843	\$34,140
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		48	\$1,019.84	\$1,670,496
Men's		46	\$192.23	\$314,877
Women's		47	\$356.82	\$584,471
Children's		50	\$158.36	\$259,392
Footwear		48	\$232.01	\$380,025
Watches & Jewelry		49	\$56.70	\$92,868
Apparel Products and Services (1)		41	\$23.73	\$38,864
Computer				
Computers and Hardware for Home Use		44	\$71.71	\$117,453
Portable Memory		47	\$1.80	\$2,951
Computer Software		43	\$4.15	\$6,796
Computer Accessories		43	\$7.59	\$12,433
Entertainment & Recreation		52	\$1,676.51	\$2,746,118
Fees and Admissions		38	\$269.24	\$441,009
Membership Fees for Clubs (2)		38	\$91.72	\$150,241
Fees for Participant Sports, excl. Trips		37	\$36.77	\$60,225
Tickets to Theatre/Operas/Concerts		36	\$29.04	\$47,574
Tickets to Movies		41	\$23.54	\$38,561
Tickets to Parks or Museums		44	\$14.57	\$23,871
Admission to Sporting Events, excl. Trips		41	\$25.80	\$42,265
Fees for Recreational Lessons		33	\$47.43	\$77,683
Dating Services		44	\$0.36	\$590
TV/Video/Audio		55	\$642.09	\$1,051,751
Cable and Satellite Television Services		57	\$465.10	\$761,839
Televisions		53	\$56.94	\$93,264
Satellite Dishes		58	\$0.68	\$1,118
VCRs, Video Cameras, and DVD Players		51	\$2.64	\$4,318
Miscellaneous Video Equipment		53	\$13.17	\$21,574
Video Cassettes and DVDs		50	\$4.98	\$8,155
Video Game Hardware/Accessories		51	\$14.49	\$23,729
Video Game Software		48	\$7.88	\$12,907
Rental/Streaming/Downloaded Video		48	\$25.80	\$42,256
Installation of Televisions		37	\$0.40	\$658
Audio (3)		46	\$48.69	\$79,757
Rental and Repair of TV/Radio/Sound Equipment		55	\$1.33	\$2,176
Pets		64	\$443.30	\$726,128
Toys/Games/Crafts/Hobbies (4)		50	\$61.26	\$100,337
Recreational Vehicles and Fees (5)		51	\$79.65	\$130,460
Sports/Recreation/Exercise Equipment (6)		47	\$95.36	\$156,193
Photo Equipment and Supplies (7)		43	\$21.84	\$35,775
Reading (8)		48	\$51.24	\$83,933
Catered Affairs (9)		42	\$12.53	\$20,531
Food		51	\$4,621.65	\$7,570,255
Food at Home		52	\$2,797.24	\$4,581,872
Bakery and Cereal Products		53	\$365.16	\$598,135
Meats, Poultry, Fish, and Eggs		52	\$608.99	\$997,524
Dairy Products		53	\$291.50	\$477,472
Fruits and Vegetables		49	\$515.90	\$845,048
Snacks and Other Food at Home (10)		54	\$1,015.68	\$1,663,692
Food Away from Home		48	\$1,824.41	\$2,988,383
Alcoholic Beverages		41	\$257.34	\$421,520

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Rocky Ford City, CO
 Rocky Ford City, CO (0865190)
 Geography: Place

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	39	\$9,404.31	\$15,404,264
Value of Retirement Plans	39	\$37,227.67	\$60,978,931
Value of Other Financial Assets	43	\$3,499.75	\$5,732,593
Vehicle Loan Amount excluding Interest	53	\$1,536.07	\$2,516,090
Value of Credit Card Debt	47	\$1,224.14	\$2,005,140
Health			
Nonprescription Drugs	59	\$87.98	\$144,113
Prescription Drugs	61	\$214.70	\$351,679
Eyeglasses and Contact Lenses	55	\$51.64	\$84,594
Home			
Mortgage Payment and Basics (11)	42	\$4,406.17	\$7,217,309
Maintenance and Remodeling Services	44	\$1,117.52	\$1,830,495
Maintenance and Remodeling Materials (12)	55	\$303.82	\$497,661
Utilities, Fuel, and Public Services	56	\$2,727.20	\$4,467,157
Household Furnishings and Equipment			
Household Textiles (13)	49	\$49.94	\$81,804
Furniture	48	\$304.55	\$498,856
Rugs	44	\$15.32	\$25,090
Major Appliances (14)	51	\$183.79	\$301,054
Housewares (15)	54	\$52.36	\$85,771
Small Appliances	51	\$25.13	\$41,169
Luggage	40	\$5.93	\$9,707
Telephones and Accessories	41	\$36.59	\$59,930
Household Operations			
Child Care	41	\$211.31	\$346,122
Lawn and Garden (16)	51	\$249.70	\$409,005
Moving/Storage/Freight Express	44	\$26.61	\$43,587
Housekeeping Supplies (17)	54	\$422.81	\$692,568
Insurance			
Owners and Renters Insurance	56	\$336.99	\$551,982
Vehicle Insurance	55	\$995.97	\$1,631,402
Life/Other Insurance	51	\$273.83	\$448,536
Health Insurance	53	\$1,967.00	\$3,221,940
Personal Care Products (18)	51	\$251.99	\$412,755
School Books and Supplies (19)	48	\$70.12	\$114,855
Smoking Products	71	\$285.05	\$466,919
Transportation			
Payments on Vehicles excluding Leases	58	\$1,492.04	\$2,443,961
Gasoline and Motor Oil	56	\$1,326.39	\$2,172,623
Vehicle Maintenance and Repairs	53	\$618.05	\$1,012,367
Travel			
Airline Fares	39	\$232.98	\$381,620
Lodging on Trips	44	\$288.98	\$473,344
Auto/Truck Rental on Trips	38	\$11.06	\$18,124
Food and Drink on Trips	45	\$256.48	\$420,109

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Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 12, 2020



Retail Goods and Services Expenditures

Rocky Ford City, CO
Rocky Ford City, CO (0865190)
Geography: Place

Prepared by Esri

-
- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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November 12, 2020



Retail MarketPlace Profile

Rocky Ford City, CO
 Rocky Ford City, CO (0865190)
 Geography: Place

Prepared by Esri

Summary Demographics

2020 Population	4,042
2020 Households	1,638
2020 Median Disposable Income	\$25,989
2020 Per Capita Income	\$17,348

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

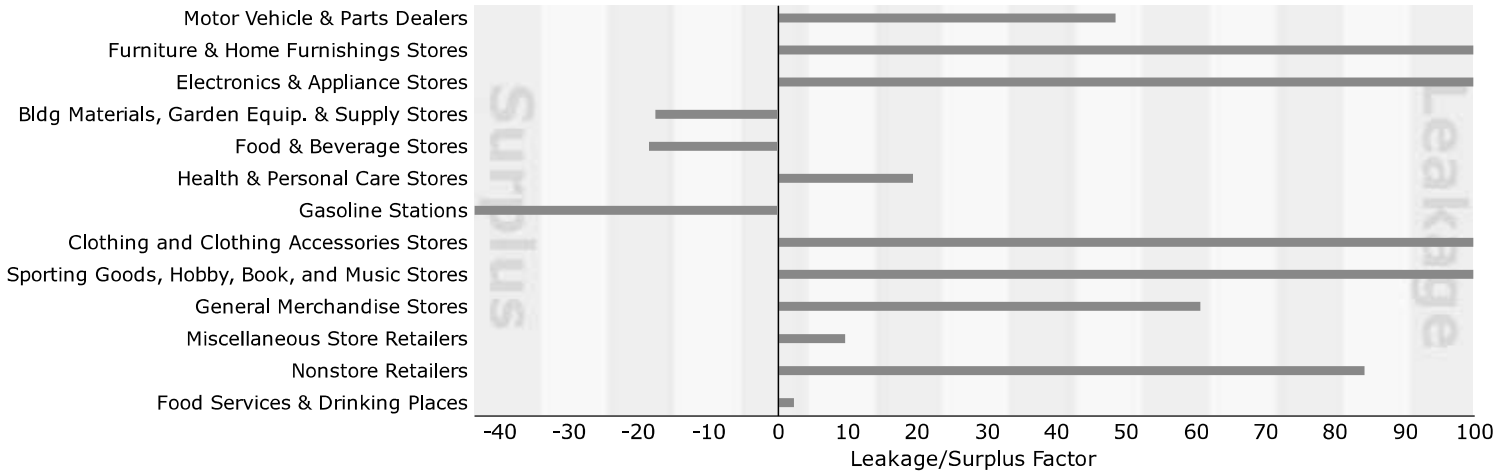
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$34,344,046	\$28,640,947	\$5,703,099	9.1	33
Total Retail Trade	44-45	\$31,398,106	\$25,835,622	\$5,562,484	9.7	24
Total Food & Drink	722	\$2,945,940	\$2,805,325	\$140,615	2.4	9
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,161,848	\$2,475,996	\$4,685,852	48.6	4
Automobile Dealers	4411	\$5,625,534	\$0	\$5,625,534	100.0	0
Other Motor Vehicle Dealers	4412	\$957,785	\$0	\$957,785	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$578,529	\$2,475,996	-\$1,897,467	-62.1	4
Furniture & Home Furnishings Stores	442	\$927,881	\$0	\$927,881	100.0	0
Furniture Stores	4421	\$570,806	\$0	\$570,806	100.0	0
Home Furnishings Stores	4422	\$357,075	\$0	\$357,075	100.0	0
Electronics & Appliance Stores	443	\$961,575	\$0	\$961,575	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,087,464	\$2,983,650	-\$896,186	-17.7	3
Bldg Material & Supplies Dealers	4441	\$1,932,260	\$1,732,601	\$199,659	5.4	1
Lawn & Garden Equip & Supply Stores	4442	\$155,204	\$1,251,049	-\$1,095,845	-77.9	2
Food & Beverage Stores	445	\$5,533,483	\$8,043,832	-\$2,510,349	-18.5	4
Grocery Stores	4451	\$4,541,324	\$4,006,207	\$535,117	6.3	2
Specialty Food Stores	4452	\$448,360	\$3,093,950	-\$2,645,590	-74.7	1
Beer, Wine & Liquor Stores	4453	\$543,799	\$943,675	-\$399,876	-26.9	1
Health & Personal Care Stores	446,4461	\$2,635,294	\$1,776,041	\$859,253	19.5	1
Gasoline Stations	447,4471	\$3,274,293	\$8,338,682	-\$5,064,389	-43.6	2
Clothing & Clothing Accessories Stores	448	\$1,170,667	\$0	\$1,170,667	100.0	0
Clothing Stores	4481	\$800,736	\$0	\$800,736	100.0	0
Shoe Stores	4482	\$161,900	\$0	\$161,900	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$208,031	\$0	\$208,031	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,070,378	\$0	\$1,070,378	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$964,701	\$0	\$964,701	100.0	0
Book, Periodical & Music Stores	4512	\$105,677	\$0	\$105,677	100.0	0
General Merchandise Stores	452	\$4,831,364	\$1,179,960	\$3,651,404	60.7	4
Department Stores Excluding Leased Depts.	4521	\$3,041,702	\$298,238	\$2,743,464	82.1	1
Other General Merchandise Stores	4529	\$1,789,662	\$881,722	\$907,940	34.0	3
Miscellaneous Store Retailers	453	\$1,206,280	\$992,027	\$214,253	9.7	5
Florists	4531	\$40,681	\$39,364	\$1,317	1.6	1
Office Supplies, Stationery & Gift Stores	4532	\$213,752	\$0	\$213,752	100.0	0
Used Merchandise Stores	4533	\$111,676	\$510,026	-\$398,350	-64.1	3
Other Miscellaneous Store Retailers	4539	\$840,171	\$442,637	\$397,534	31.0	1
Nonstore Retailers	454	\$537,579	\$45,434	\$492,145	84.4	1
Electronic Shopping & Mail-Order Houses	4541	\$378,093	\$0	\$378,093	100.0	0
Vending Machine Operators	4542	\$10,680	\$45,434	-\$34,754	-61.9	1
Direct Selling Establishments	4543	\$148,806	\$0	\$148,806	100.0	0
Food Services & Drinking Places	722	\$2,945,940	\$2,805,325	\$140,615	2.4	9
Special Food Services	7223	\$49,242	\$113,067	-\$63,825	-39.3	1
Drinking Places - Alcoholic Beverages	7224	\$111,270	\$0	\$111,270	100.0	0
Restaurants/Other Eating Places	7225	\$2,785,428	\$2,692,258	\$93,170	1.7	8

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.

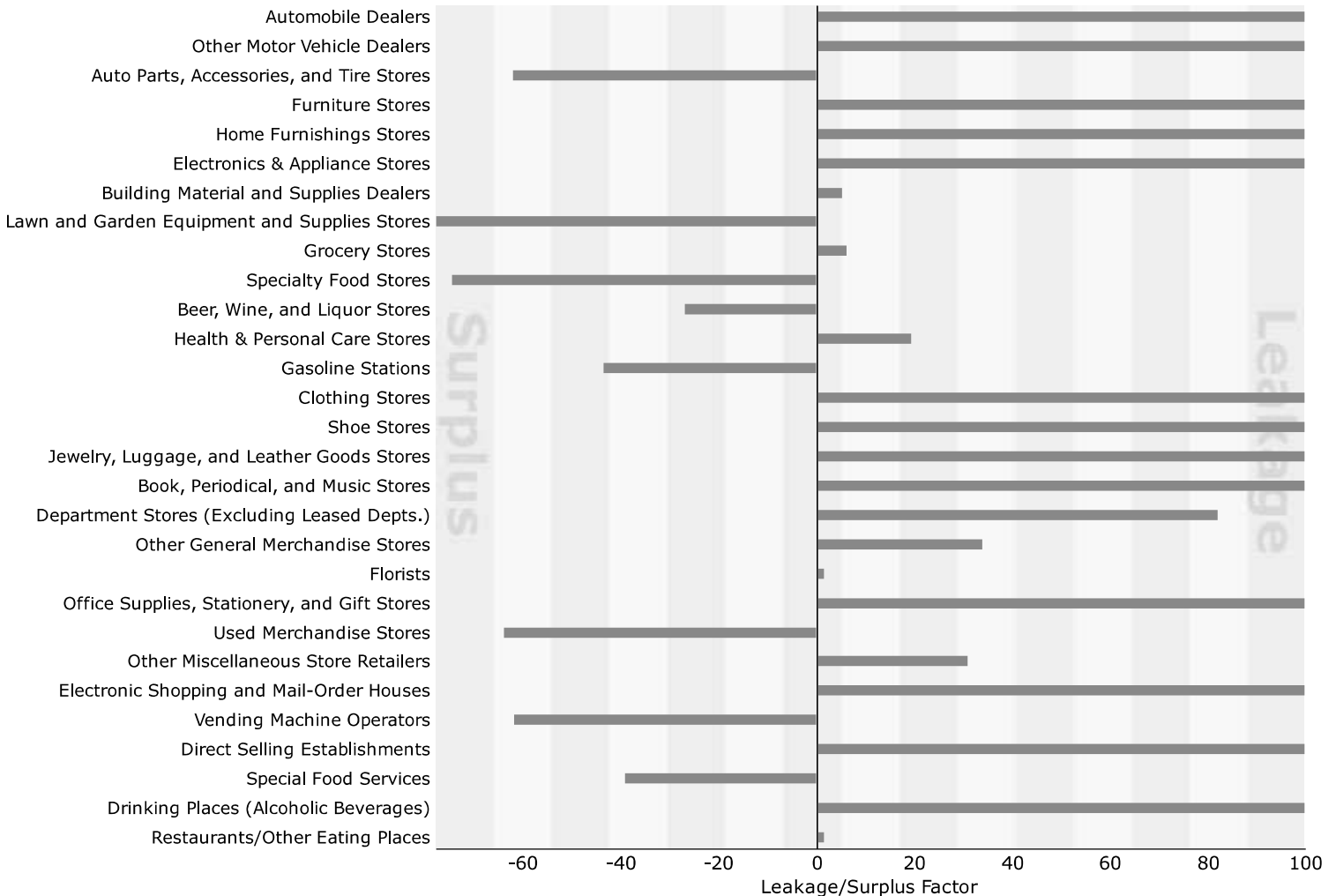
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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