



# Business Summary

Applebees - Longmont, Co  
 2030 Ken Pratt Blvd, Longmont, Colorado, 80501  
 Drive Times: 4, 6, 8 minute radii

Prepared by Esri  
 Latitude: 40.14414  
 Longitude: -105.12701

| Data for all businesses in area        | 4 minutes | 6 minutes | 8 minutes |
|--|-----------|-----------|-----------|
| Total Businesses:                      | 1,084     | 2,076     | 3,263     |
| Total Employees:                       | 14,405    | 22,874    | 33,009    |
| Total Residential Population:          | 11,480    | 29,551    | 56,951    |
| Employee/Residential Population Ratio: | 1.25:1    | 0.77:1    | 0.58:1    |

| by SIC Codes                                   | Employees    |               |               |               | Employees    |               |               |               | Employees    |               |               |               |
|--|--------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|
|  | Number       | Percent       | Number        | Percent       | Number       | Percent       | Number        | Percent       | Number       | Percent       | Number        | Percent       |
| Agriculture & Mining                           | 32           | 3.0%          | 253           | 1.8%          | 65           | 3.1%          | 460           | 2.0%          | 105          | 3.2%          | 636           | 1.9%          |
| Construction                                   | 49           | 4.5%          | 499           | 3.5%          | 123          | 5.9%          | 960           | 4.2%          | 252          | 7.7%          | 1,558         | 4.7%          |
| Manufacturing                                  | 74           | 6.8%          | 1,136         | 7.9%          | 110          | 5.3%          | 2,104         | 9.2%          | 146          | 4.5%          | 3,756         | 11.4%         |
| Transportation                                 | 19           | 1.8%          | 249           | 1.7%          | 38           | 1.8%          | 483           | 2.1%          | 63           | 1.9%          | 563           | 1.7%          |
| Communication                                  | 16           | 1.5%          | 833           | 5.8%          | 25           | 1.2%          | 930           | 4.1%          | 33           | 1.0%          | 992           | 3.0%          |
| Utility  | 4            | 0.4%          | 90            | 0.6%          | 8            | 0.4%          | 227           | 1.0%          | 12           | 0.4%          | 275           | 0.8%          |
| Wholesale Trade                                | 45           | 4.2%          | 914           | 6.3%          | 72           | 3.5%          | 1,150         | 5.0%          | 103          | 3.2%          | 1,377         | 4.2%          |
| <b>Retail Trade Summary</b>                    | <b>260</b>   | <b>24.0%</b>  | <b>4,312</b>  | <b>29.9%</b>  | <b>447</b>   | <b>21.5%</b>  | <b>5,993</b>  | <b>26.2%</b>  | <b>651</b>   | <b>20.0%</b>  | <b>7,540</b>  | <b>22.8%</b>  |
| Home Improvement                               | 12           | 1.1%          | 89            | 0.6%          | 22           | 1.1%          | 168           | 0.7%          | 43           | 1.3%          | 260           | 0.8%          |
| General Merchandise Stores                     | 7            | 0.6%          | 515           | 3.6%          | 10           | 0.5%          | 547           | 2.4%          | 15           | 0.5%          | 573           | 1.7%          |
| Food Stores                                    | 20           | 1.8%          | 437           | 3.0%          | 29           | 1.4%          | 548           | 2.4%          | 44           | 1.3%          | 708           | 2.1%          |
| Auto Dealers, Gas Stations, Auto Aftermarket   | 28           | 2.6%          | 358           | 2.5%          | 41           | 2.0%          | 479           | 2.1%          | 58           | 1.8%          | 669           | 2.0%          |
| Apparel & Accessory Stores                     | 14           | 1.3%          | 105           | 0.7%          | 29           | 1.4%          | 435           | 1.9%          | 38           | 1.2%          | 569           | 1.7%          |
| Furniture & Home Furnishings                   | 34           | 3.1%          | 276           | 1.9%          | 62           | 3.0%          | 452           | 2.0%          | 89           | 2.7%          | 580           | 1.8%          |
| Eating & Drinking Places                       | 83           | 7.7%          | 2,017         | 14.0%         | 134          | 6.5%          | 2,558         | 11.2%         | 182          | 5.6%          | 3,074         | 9.3%          |
| Miscellaneous Retail                           | 62           | 5.7%          | 516           | 3.6%          | 119          | 5.7%          | 806           | 3.5%          | 181          | 5.5%          | 1,108         | 3.4%          |
| <b>Finance, Insurance, Real Estate Summary</b> | <b>116</b>   | <b>10.7%</b>  | <b>603</b>    | <b>4.2%</b>   | <b>252</b>   | <b>12.1%</b>  | <b>1,207</b>  | <b>5.3%</b>   | <b>403</b>   | <b>12.4%</b>  | <b>1,945</b>  | <b>5.9%</b>   |
| Banks, Savings & Lending Institutions          | 47           | 4.3%          | 138           | 1.0%          | 88           | 4.2%          | 363           | 1.6%          | 129          | 4.0%          | 609           | 1.8%          |
| Securities Brokers                             | 12           | 1.1%          | 73            | 0.5%          | 30           | 1.4%          | 151           | 0.7%          | 46           | 1.4%          | 192           | 0.6%          |
| Insurance Carriers & Agents                    | 22           | 2.0%          | 114           | 0.8%          | 45           | 2.2%          | 221           | 1.0%          | 78           | 2.4%          | 317           | 1.0%          |
| Real Estate, Holding, Other Investment Offices | 35           | 3.2%          | 279           | 1.9%          | 89           | 4.3%          | 472           | 2.1%          | 150          | 4.6%          | 828           | 2.5%          |
| <b>Services Summary</b>                        | <b>405</b>   | <b>37.4%</b>  | <b>5,028</b>  | <b>34.9%</b>  | <b>793</b>   | <b>38.2%</b>  | <b>7,965</b>  | <b>34.8%</b>  | <b>1,279</b> | <b>39.2%</b>  | <b>12,500</b> | <b>37.9%</b>  |
| Hotels & Lodging                               | 7            | 0.6%          | 200           | 1.4%          | 10           | 0.5%          | 219           | 1.0%          | 14           | 0.4%          | 233           | 0.7%          |
| Automotive Services                            | 44           | 4.1%          | 185           | 1.3%          | 75           | 3.6%          | 294           | 1.3%          | 95           | 2.9%          | 361           | 1.1%          |
| Motion Pictures & Amusements                   | 40           | 3.7%          | 225           | 1.6%          | 61           | 2.9%          | 429           | 1.9%          | 98           | 3.0%          | 684           | 2.1%          |
| Health Services                                | 66           | 6.1%          | 771           | 5.4%          | 130          | 6.3%          | 1,612         | 7.0%          | 224          | 6.9%          | 3,609         | 10.9%         |
| Legal Services                                 | 6            | 0.6%          | 21            | 0.1%          | 27           | 1.3%          | 156           | 0.7%          | 44           | 1.3%          | 238           | 0.7%          |
| Education Institutions & Libraries             | 26           | 2.4%          | 1,449         | 10.1%         | 42           | 2.0%          | 1,895         | 8.3%          | 68           | 2.1%          | 2,505         | 7.6%          |
| Other Services                                 | 216          | 19.9%         | 2,175         | 15.1%         | 447          | 21.5%         | 3,361         | 14.7%         | 735          | 22.5%         | 4,869         | 14.8%         |
| <b>Government</b>                              | <b>21</b>    | <b>1.9%</b>   | <b>392</b>    | <b>2.7%</b>   | <b>56</b>    | <b>2.7%</b>   | <b>1,230</b>  | <b>5.4%</b>   | <b>74</b>    | <b>2.3%</b>   | <b>1,621</b>  | <b>4.9%</b>   |
| <b>Unclassified Establishments</b>             | <b>43</b>    | <b>4.0%</b>   | <b>94</b>     | <b>0.7%</b>   | <b>88</b>    | <b>4.2%</b>   | <b>167</b>    | <b>0.7%</b>   | <b>143</b>   | <b>4.4%</b>   | <b>246</b>    | <b>0.7%</b>   |
| <b>Totals</b>                                  | <b>1,084</b> | <b>100.0%</b> | <b>14,405</b> | <b>100.0%</b> | <b>2,076</b> | <b>100.0%</b> | <b>22,874</b> | <b>100.0%</b> | <b>3,263</b> | <b>100.0%</b> | <b>33,009</b> | <b>100.0%</b> |

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| by NAICS Codes  | Businesses   |               | Employees     |               | Businesses   |               | Employees     |               | Businesses   |               | Employees     |               |
|---|--------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|
|   | Number       | Percent       | Number        | Percent       | Number       | Percent       | Number        | Percent       | Number       | Percent       | Number        | Percent       |
| Agriculture, Forestry, Fishing & Hunting                  | 6            | 0.6%          | 89            | 0.6%          | 10           | 0.5%          | 105           | 0.5%          | 16           | 0.5%          | 176           | 0.5%          |
| Mining  | 2            | 0.2%          | 8             | 0.1%          | 3            | 0.1%          | 11            | 0.0%          | 4            | 0.1%          | 19            | 0.1%          |
| Utilities   | 3            | 0.3%          | 89            | 0.6%          | 5            | 0.2%          | 220           | 1.0%          | 8            | 0.2%          | 260           | 0.8%          |
| Construction  | 51           | 4.7%          | 509           | 3.5%          | 131          | 6.3%          | 984           | 4.3%          | 269          | 8.2%          | 1,597         | 4.8%          |
| Manufacturing   | 78           | 7.2%          | 1,178         | 8.2%          | 111          | 5.3%          | 1,823         | 8.0%          | 148          | 4.5%          | 3,474         | 10.5%         |
| Wholesale Trade   | 43           | 4.0%          | 899           | 6.2%          | 68           | 3.3%          | 1,132         | 4.9%          | 99           | 3.0%          | 1,357         | 4.1%          |
| Retail Trade  | 172          | 15.9%         | 2,237         | 15.5%         | 305          | 14.7%         | 3,361         | 14.7%         | 457          | 14.0%         | 4,381         | 13.3%         |
| Motor Vehicle & Parts Dealers                             | 21           | 1.9%          | 319           | 2.2%          | 31           | 1.5%          | 431           | 1.9%          | 45           | 1.4%          | 606           | 1.8%          |
| Furniture & Home Furnishings Stores                       | 12           | 1.1%          | 112           | 0.8%          | 15           | 0.7%          | 142           | 0.6%          | 23           | 0.7%          | 172           | 0.5%          |
| Electronics & Appliance Stores                            | 22           | 2.0%          | 165           | 1.1%          | 43           | 2.1%          | 303           | 1.3%          | 59           | 1.8%          | 394           | 1.2%          |
| Bldg Material & Garden Equipment & Supplies Dealers       | 12           | 1.1%          | 89            | 0.6%          | 22           | 1.1%          | 168           | 0.7%          | 43           | 1.3%          | 260           | 0.8%          |
| Food & Beverage Stores                                    | 16           | 1.5%          | 390           | 2.7%          | 23           | 1.1%          | 495           | 2.2%          | 40           | 1.2%          | 671           | 2.0%          |
| Health & Personal Care Stores                             | 17           | 1.6%          | 226           | 1.6%          | 28           | 1.3%          | 361           | 1.6%          | 40           | 1.2%          | 444           | 1.3%          |
| Gasoline Stations   | 7            | 0.6%          | 38            | 0.3%          | 9            | 0.4%          | 48            | 0.2%          | 13           | 0.4%          | 63            | 0.2%          |
| Clothing & Clothing Accessories Stores                    | 19           | 1.8%          | 129           | 0.9%          | 39           | 1.9%          | 471           | 2.1%          | 50           | 1.5%          | 609           | 1.8%          |
| Sport Goods, Hobby, Book, & Music Stores                  | 15           | 1.4%          | 113           | 0.8%          | 26           | 1.3%          | 168           | 0.7%          | 38           | 1.2%          | 271           | 0.8%          |
| General Merchandise Stores                                | 7            | 0.6%          | 515           | 3.6%          | 10           | 0.5%          | 547           | 2.4%          | 15           | 0.5%          | 573           | 1.7%          |
| Miscellaneous Store Retailers                             | 23           | 2.1%          | 138           | 1.0%          | 53           | 2.6%          | 217           | 0.9%          | 80           | 2.5%          | 298           | 0.9%          |
| Nonstore Retailers  | 2            | 0.2%          | 3             | 0.0%          | 5            | 0.2%          | 11            | 0.0%          | 9            | 0.3%          | 21            | 0.1%          |
| Transportation & Warehousing                              | 14           | 1.3%          | 157           | 1.1%          | 30           | 1.4%          | 386           | 1.7%          | 48           | 1.5%          | 444           | 1.3%          |
| Information   | 28           | 2.6%          | 899           | 6.2%          | 50           | 2.4%          | 1,465         | 6.4%          | 67           | 2.1%          | 1,627         | 4.9%          |
| Finance & Insurance                                       | 81           | 7.5%          | 325           | 2.3%          | 166          | 8.0%          | 748           | 3.3%          | 256          | 7.8%          | 1,134         | 3.4%          |
| Central Bank/Credit Intermediation & Related Activities   | 47           | 4.3%          | 137           | 1.0%          | 89           | 4.3%          | 370           | 1.6%          | 130          | 4.0%          | 615           | 1.9%          |
| Securities, Commodity Contracts & Other Financial         | 12           | 1.1%          | 73            | 0.5%          | 31           | 1.5%          | 155           | 0.7%          | 47           | 1.4%          | 200           | 0.6%          |
| Insurance Carriers & Related Activities; Funds, Trusts &  | 22           | 2.0%          | 114           | 0.8%          | 45           | 2.2%          | 222           | 1.0%          | 79           | 2.4%          | 319           | 1.0%          |
| Real Estate, Rental & Leasing                             | 56           | 5.2%          | 423           | 2.9%          | 116          | 5.6%          | 662           | 2.9%          | 184          | 5.6%          | 1,023         | 3.1%          |
| Professional, Scientific & Tech Services                  | 97           | 8.9%          | 717           | 5.0%          | 215          | 10.4%         | 1,331         | 5.8%          | 336          | 10.3%         | 1,897         | 5.7%          |
| Legal Services  | 7            | 0.6%          | 27            | 0.2%          | 32           | 1.5%          | 174           | 0.8%          | 53           | 1.6%          | 275           | 0.8%          |
| Management of Companies & Enterprises                     | 1            | 0.1%          | 3             | 0.0%          | 2            | 0.1%          | 5             | 0.0%          | 2            | 0.1%          | 6             | 0.0%          |
| Administrative & Support & Waste Management & Remediation | 45           | 4.2%          | 920           | 6.4%          | 100          | 4.8%          | 1,166         | 5.1%          | 164          | 5.0%          | 1,448         | 4.4%          |
| Educational Services                                      | 41           | 3.8%          | 1,516         | 10.5%         | 61           | 2.9%          | 1,930         | 8.4%          | 97           | 3.0%          | 2,580         | 7.8%          |
| Health Care & Social Assistance                           | 79           | 7.3%          | 985           | 6.8%          | 162          | 7.8%          | 2,007         | 8.8%          | 282          | 8.6%          | 4,288         | 13.0%         |
| Arts, Entertainment & Recreation                          | 20           | 1.8%          | 148           | 1.0%          | 37           | 1.8%          | 327           | 1.4%          | 61           | 1.9%          | 513           | 1.6%          |
| Accommodation & Food Services                             | 92           | 8.5%          | 2,237         | 15.5%         | 145          | 7.0%          | 2,796         | 12.2%         | 199          | 6.1%          | 3,328         | 10.1%         |
| Accommodation   | 7            | 0.6%          | 200           | 1.4%          | 10           | 0.5%          | 219           | 1.0%          | 14           | 0.4%          | 233           | 0.7%          |
| Food Services & Drinking Places                           | 85           | 7.8%          | 2,036         | 14.1%         | 135          | 6.5%          | 2,577         | 11.3%         | 185          | 5.7%          | 3,095         | 9.4%          |
| Other Services (except Public Administration)             | 112          | 10.3%         | 578           | 4.0%          | 214          | 10.3%         | 1,014         | 4.4%          | 345          | 10.6%         | 1,532         | 4.6%          |
| Automotive Repair & Maintenance                           | 35           | 3.2%          | 155           | 1.1%          | 56           | 2.7%          | 215           | 0.9%          | 72           | 2.2%          | 270           | 0.8%          |
| Public Administration                                     | 21           | 1.9%          | 393           | 2.7%          | 57           | 2.7%          | 1,236         | 5.4%          | 77           | 2.4%          | 1,677         | 5.1%          |
| Unclassified Establishments                               | 43           | 4.0%          | 94            | 0.7%          | 88           | 4.2%          | 167           | 0.7%          | 143          | 4.4%          | 247           | 0.7%          |
| <b>Total</b>  | <b>1,084</b> | <b>100.0%</b> | <b>14,405</b> | <b>100.0%</b> | <b>2,076</b> | <b>100.0%</b> | <b>22,874</b> | <b>100.0%</b> | <b>3,263</b> | <b>100.0%</b> | <b>33,009</b> | <b>100.0%</b> |

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