



Retail MarketPlace Profile

Applebees - Longmont, Co
 2030 Ken Pratt Blvd, Longmont, Colorado, 80501
 Drive Time: 4 minute radius

Prepared by Esri
 Latitude: 40.14414
 Longitude: -105.12701

Summary Demographics

2015 Population	11,480
2015 Households	4,457
2015 Median Disposable Income	\$62,811
2015 Per Capita Income	\$39,150

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	\$177,900,766	\$445,013,884	-\$267,113,118	-42.9	219
Total Retail Trade	44-45	\$159,648,574	\$396,016,656	-\$236,368,082	-42.5	171
Total Food & Drink	722	\$18,252,192	\$48,997,228	-\$30,745,036	-45.7	48

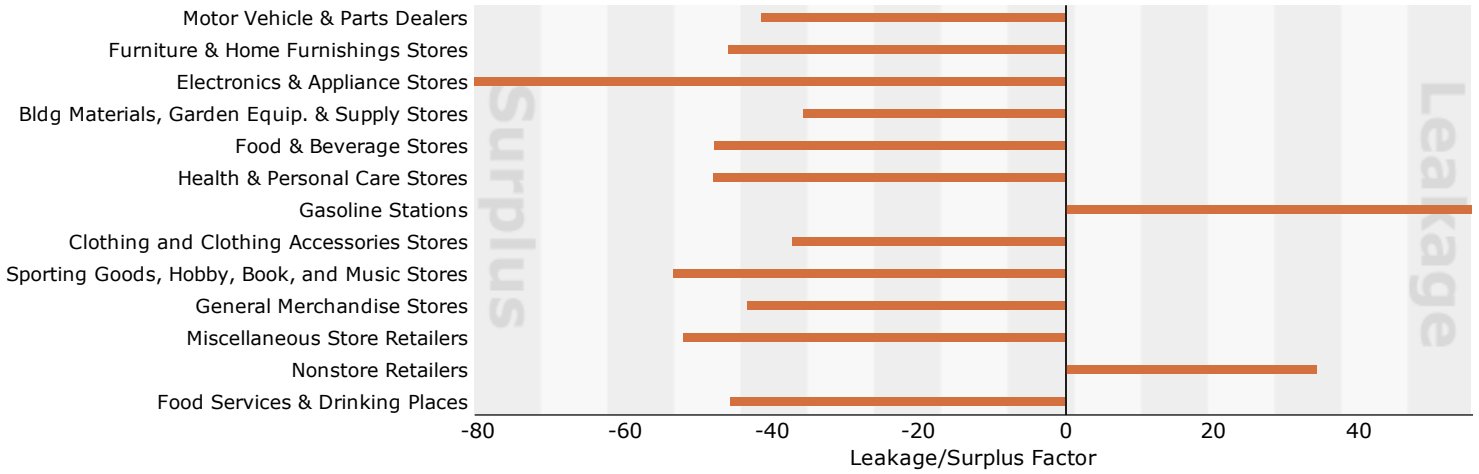
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$33,159,458	\$80,359,806	-\$47,200,348	-41.6	24
Automobile Dealers	4411	\$28,159,915	\$67,285,847	-\$39,125,932	-41.0	8
Other Motor Vehicle Dealers	4412	\$2,304,475	\$6,399,350	-\$4,094,875	-47.0	7
Auto Parts, Accessories & Tire Stores	4413	\$2,695,067	\$6,674,610	-\$3,979,543	-42.5	9
Furniture & Home Furnishings Stores	442	\$4,033,708	\$10,894,104	-\$6,860,396	-46.0	10
Furniture Stores	4421	\$2,159,966	\$7,341,994	-\$5,182,028	-54.5	6
Home Furnishings Stores	4422	\$1,873,742	\$3,552,110	-\$1,678,368	-30.9	4
Electronics & Appliance Stores	443	\$4,751,176	\$44,263,849	-\$39,512,673	-80.6	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,613,219	\$11,853,224	-\$6,240,005	-35.7	11
Bldg Material & Supplies Dealers	4441	\$4,777,404	\$7,167,756	-\$2,390,352	-20.0	7
Lawn & Garden Equip & Supply Stores	4442	\$835,815	\$4,685,468	-\$3,849,653	-69.7	3
Food & Beverage Stores	445	\$30,764,069	\$87,358,766	-\$56,594,697	-47.9	21
Grocery Stores	4451	\$27,170,611	\$80,018,968	-\$52,848,357	-49.3	7
Specialty Food Stores	4452	\$493,386	\$1,105,044	-\$611,658	-38.3	10
Beer, Wine & Liquor Stores	4453	\$3,100,072	\$6,234,754	-\$3,134,682	-33.6	5
Health & Personal Care Stores	446,4461	\$10,359,899	\$29,625,360	-\$19,265,461	-48.2	9
Gasoline Stations	447,4471	\$13,439,325	\$3,850,872	\$9,588,453	55.5	2
Clothing & Clothing Accessories Stores	448	\$10,688,235	\$23,416,129	-\$12,727,894	-37.3	17
Clothing Stores	4481	\$8,082,818	\$8,656,035	-\$573,217	-3.4	10
Shoe Stores	4482	\$1,322,563	\$8,268,305	-\$6,945,742	-72.4	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,282,853	\$6,491,789	-\$5,208,936	-67.0	5
Sporting Goods, Hobby, Book & Music Stores	451	\$4,500,444	\$14,868,197	-\$10,367,753	-53.5	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,600,330	\$14,684,256	-\$11,083,926	-60.6	10
Book, Periodical & Music Stores	4512	\$900,114	\$183,941	\$716,173	66.1	1
General Merchandise Stores	452	\$27,436,744	\$69,721,120	-\$42,284,376	-43.5	9
Department Stores Excluding Leased Depts.	4521	\$8,447,211	\$58,191,954	-\$49,744,743	-74.6	7
Other General Merchandise Stores	4529	\$18,989,534	\$11,529,166	\$7,460,368	24.4	2
Miscellaneous Store Retailers	453	\$4,646,390	\$14,802,050	-\$10,155,660	-52.2	38
Florists	4531	\$192,500	\$0	\$192,500	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$991,676	\$8,361,000	-\$7,369,324	-78.8	9
Used Merchandise Stores	4533	\$533,390	\$252,465	\$280,925	35.7	3
Other Miscellaneous Store Retailers	4539	\$2,928,824	\$6,166,306	-\$3,237,482	-35.6	26
Nonstore Retailers	454	\$10,255,907	\$5,003,179	\$5,252,728	34.4	9
Electronic Shopping & Mail-Order Houses	4541	\$7,959,015	\$2,698,119	\$5,260,896	49.4	1
Vending Machine Operators	4542	\$835,225	\$1,480,569	-\$645,344	-27.9	4
Direct Selling Establishments	4543	\$1,461,666	\$824,491	\$637,175	27.9	5
Food Services & Drinking Places	722	\$18,252,192	\$48,997,228	-\$30,745,036	-45.7	48
Full-Service Restaurants	7221	\$8,310,126	\$24,146,063	-\$15,835,937	-48.8	21
Limited-Service Eating Places	7222	\$8,464,887	\$21,825,550	-\$13,360,663	-44.1	21
Special Food Services	7223	\$822,093	\$1,453,758	-\$631,665	-27.8	2
Drinking Places - Alcoholic Beverages	7224	\$655,086	\$1,571,856	-\$916,770	-41.2	3

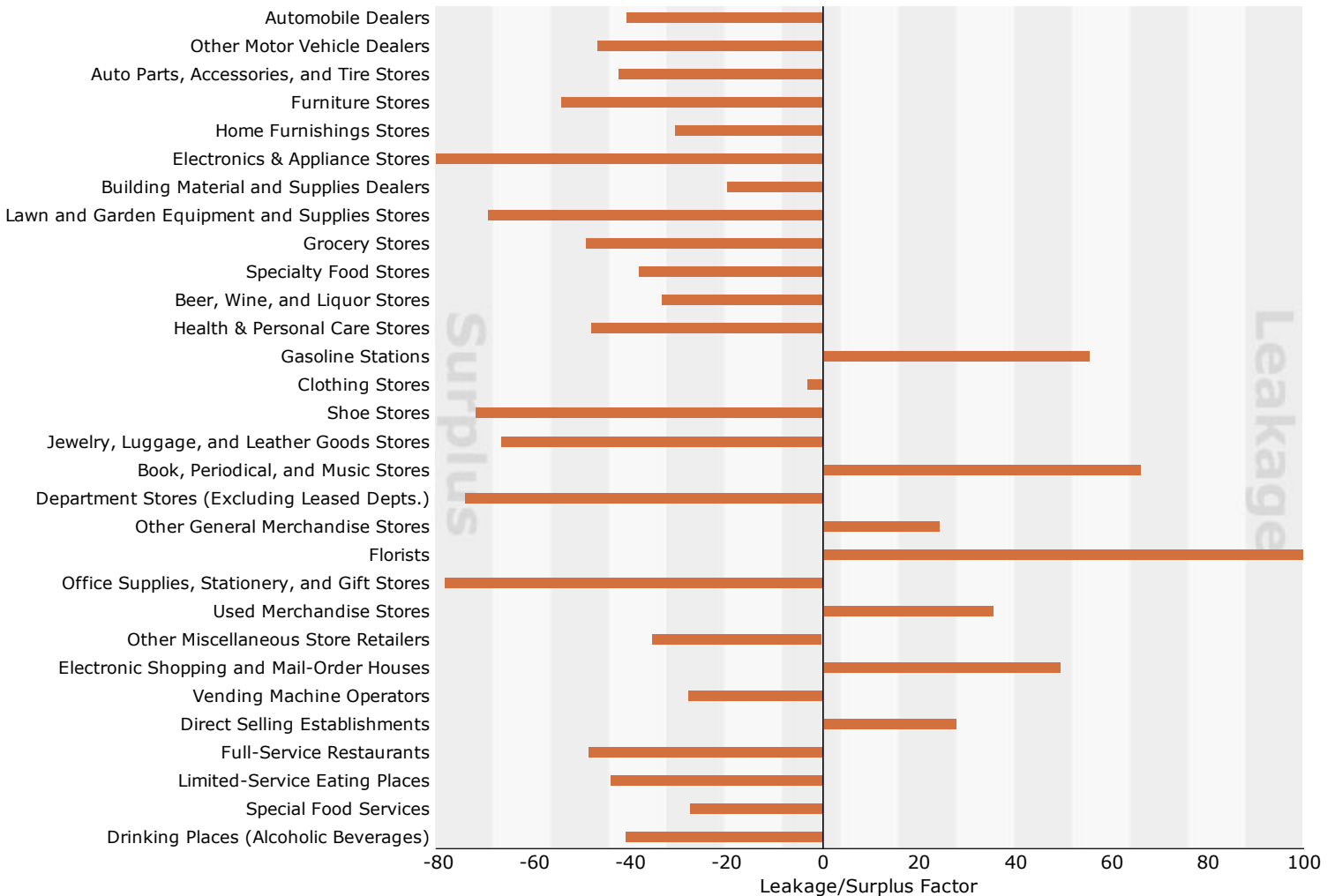
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <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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Retail MarketPlace Profile

Applebees - Longmont, Co
 2030 Ken Pratt Blvd, Longmont, Colorado, 80501
 Drive Time: 6 minute radius

Prepared by Esri
 Latitude: 40.14414
 Longitude: -105.12701

Summary Demographics

2015 Population	29,551
2015 Households	11,901
2015 Median Disposable Income	\$58,810
2015 Per Capita Income	\$38,978

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	\$457,887,619	\$602,334,108	-\$144,446,489	-13.6	400
Total Retail Trade	44-45	\$411,218,565	\$537,640,982	-\$126,422,417	-13.3	313
Total Food & Drink	722	\$46,669,053	\$64,693,125	-\$18,024,072	-16.2	86

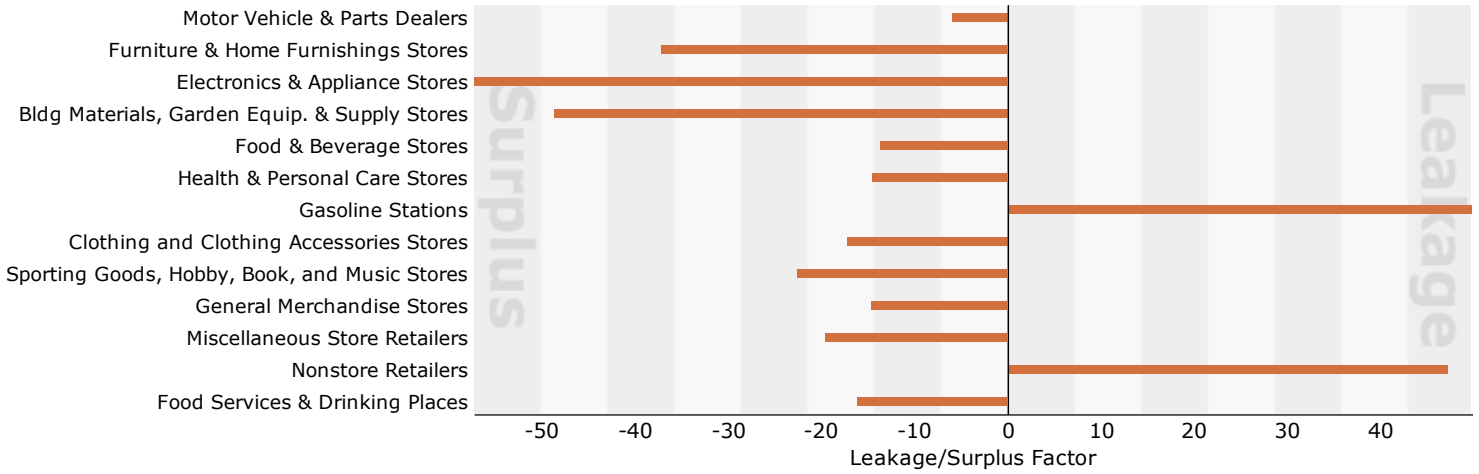
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$85,034,582	\$96,032,923	-\$10,998,341	-6.1	38
Automobile Dealers	4411	\$72,224,093	\$75,318,912	-\$3,094,819	-2.1	13
Other Motor Vehicle Dealers	4412	\$5,874,641	\$10,121,193	-\$4,246,552	-26.5	10
Auto Parts, Accessories & Tire Stores	4413	\$6,935,848	\$10,592,819	-\$3,656,971	-20.9	15
Furniture & Home Furnishings Stores	442	\$10,308,473	\$22,530,302	-\$12,221,829	-37.2	25
Furniture Stores	4421	\$5,502,649	\$12,802,661	-\$7,300,012	-39.9	11
Home Furnishings Stores	4422	\$4,805,824	\$9,727,641	-\$4,921,817	-33.9	14
Electronics & Appliance Stores	443	\$12,173,879	\$44,866,013	-\$32,692,134	-57.3	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,397,069	\$41,835,287	-\$27,438,218	-48.8	21
Bldg Material & Supplies Dealers	4441	\$12,224,583	\$31,192,280	-\$18,967,697	-43.7	16
Lawn & Garden Equip & Supply Stores	4442	\$2,172,487	\$10,643,007	-\$8,470,520	-66.1	6
Food & Beverage Stores	445	\$79,508,509	\$105,022,673	-\$25,514,164	-13.8	37
Grocery Stores	4451	\$70,270,087	\$93,911,217	-\$23,641,130	-14.4	13
Specialty Food Stores	4452	\$1,273,451	\$1,445,457	-\$172,006	-6.3	15
Beer, Wine & Liquor Stores	4453	\$7,964,971	\$9,665,998	-\$1,701,027	-9.6	9
Health & Personal Care Stores	446,4461	\$26,859,724	\$35,955,579	-\$9,095,855	-14.5	19
Gasoline Stations	447,4471	\$34,735,177	\$11,619,904	\$23,115,273	49.9	4
Clothing & Clothing Accessories Stores	448	\$27,420,191	\$38,906,864	-\$11,486,673	-17.3	31
Clothing Stores	4481	\$20,748,948	\$13,272,267	\$7,476,681	22.0	15
Shoe Stores	4482	\$3,411,713	\$17,895,848	-\$14,484,135	-68.0	5
Jewelry, Luggage & Leather Goods Stores	4483	\$3,259,530	\$7,738,749	-\$4,479,219	-40.7	10
Sporting Goods, Hobby, Book & Music Stores	451	\$11,528,412	\$18,288,820	-\$6,760,408	-22.7	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,214,116	\$17,608,401	-\$8,394,285	-31.3	23
Book, Periodical & Music Stores	4512	\$2,314,296	\$680,420	\$1,633,876	54.6	4
General Merchandise Stores	452	\$70,761,362	\$95,243,718	-\$24,482,356	-14.7	11
Department Stores Excluding Leased Depts.	4521	\$21,637,666	\$58,494,333	-\$36,856,667	-46.0	8
Other General Merchandise Stores	4529	\$49,123,696	\$36,749,384	\$12,374,312	14.4	4
Miscellaneous Store Retailers	453	\$11,986,829	\$17,859,126	-\$5,872,297	-19.7	72
Florists	4531	\$496,576	\$705,048	-\$208,472	-17.3	3
Office Supplies, Stationery & Gift Stores	4532	\$2,535,554	\$8,614,470	-\$6,078,916	-54.5	17
Used Merchandise Stores	4533	\$1,370,754	\$1,240,736	\$130,018	5.0	11
Other Miscellaneous Store Retailers	4539	\$7,583,946	\$7,298,872	\$285,074	1.9	42
Nonstore Retailers	454	\$26,504,359	\$9,479,774	\$17,024,585	47.3	16
Electronic Shopping & Mail-Order Houses	4541	\$20,423,205	\$3,685,657	\$16,737,548	69.4	2
Vending Machine Operators	4542	\$2,159,109	\$2,373,323	-\$214,214	-4.7	6
Direct Selling Establishments	4543	\$3,922,045	\$3,420,793	\$501,252	6.8	8
Food Services & Drinking Places	722	\$46,669,053	\$64,693,125	-\$18,024,072	-16.2	86
Full-Service Restaurants	7221	\$21,253,590	\$30,838,094	-\$9,584,504	-18.4	37
Limited-Service Eating Places	7222	\$21,644,871	\$28,475,896	-\$6,831,025	-13.6	35
Special Food Services	7223	\$2,075,132	\$2,419,897	-\$344,765	-7.7	5
Drinking Places - Alcoholic Beverages	7224	\$1,695,461	\$2,959,238	-\$1,263,777	-27.2	10

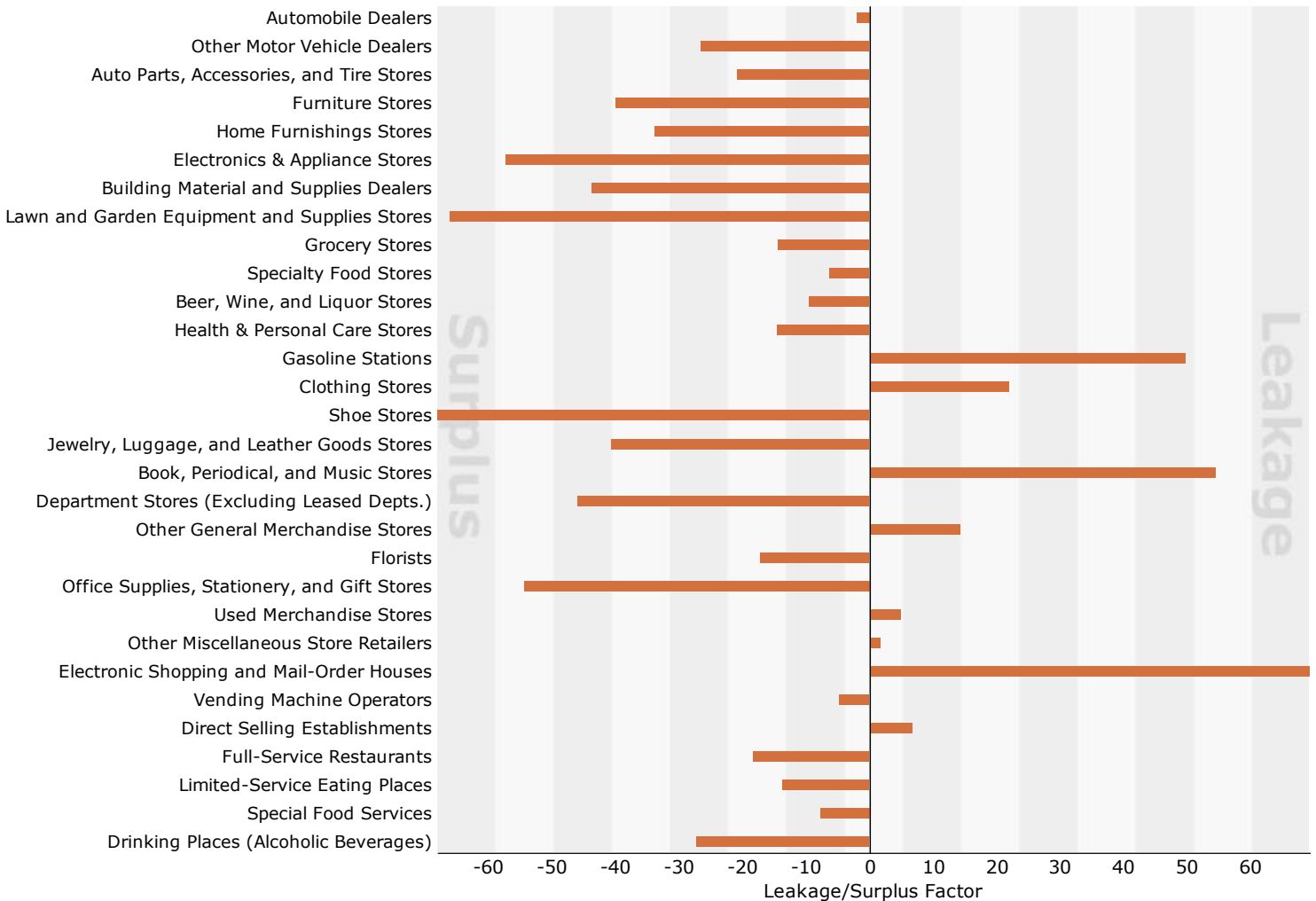
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Applebees - Longmont, Co
 2030 Ken Pratt Blvd, Longmont, Colorado, 80501
 Drive Time: 8 minute radius

Prepared by Esri
 Latitude: 40.14414
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Summary Demographics

2015 Population	56,951
2015 Households	22,840
2015 Median Disposable Income	\$54,678
2015 Per Capita Income	\$37,099

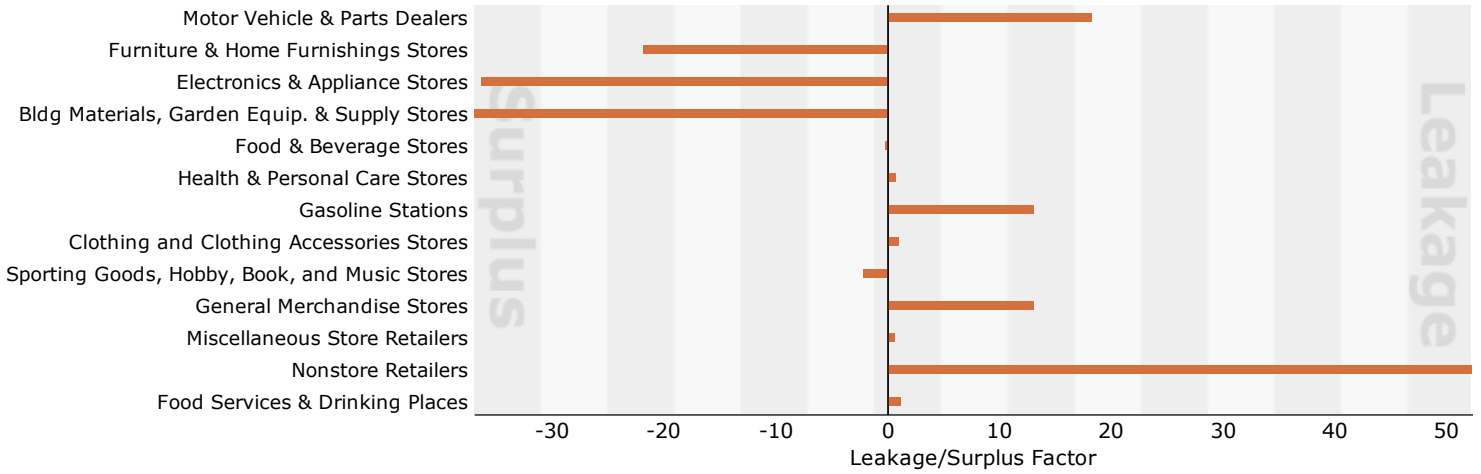
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$830,797,036	\$768,986,494	\$61,810,542	3.9	606
Total Retail Trade	44-45	\$746,444,395	\$686,729,625	\$59,714,770	4.2	495
Total Food & Drink	722	\$84,352,641	\$82,256,869	\$2,095,772	1.3	111

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$153,679,780	\$105,937,677	\$47,742,103	18.4	48
Automobile Dealers	4411	\$130,386,940	\$81,361,123	\$49,025,817	23.2	16
Other Motor Vehicle Dealers	4412	\$10,677,468	\$11,732,537	-\$1,055,069	-4.7	14
Auto Parts, Accessories & Tire Stores	4413	\$12,615,372	\$12,844,017	-\$228,645	-0.9	18
Furniture & Home Furnishings Stores	442	\$18,637,147	\$29,107,809	-\$10,470,662	-21.9	42
Furniture Stores	4421	\$9,886,648	\$15,266,829	-\$5,380,181	-21.4	18
Home Furnishings Stores	4422	\$8,750,499	\$13,840,980	-\$5,090,481	-22.5	24
Electronics & Appliance Stores	443	\$22,034,917	\$47,308,897	-\$25,273,980	-36.4	24
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,322,999	\$57,257,535	-\$30,934,536	-37.0	34
Bldg Material & Supplies Dealers	4441	\$22,320,845	\$41,072,722	-\$18,751,877	-29.6	25
Lawn & Garden Equip & Supply Stores	4442	\$4,002,153	\$16,184,813	-\$12,182,660	-60.3	8
Food & Beverage Stores	445	\$144,582,661	\$145,052,294	-\$469,633	-0.2	61
Grocery Stores	4451	\$127,802,139	\$130,469,268	-\$2,667,129	-1.0	24
Specialty Food Stores	4452	\$2,314,512	\$2,347,219	-\$32,707	-0.7	26
Beer, Wine & Liquor Stores	4453	\$14,466,010	\$12,235,807	\$2,230,203	8.4	11
Health & Personal Care Stores	446,4461	\$49,150,829	\$48,375,796	\$775,033	0.8	29
Gasoline Stations	447,4471	\$62,929,537	\$48,259,911	\$14,669,626	13.2	7
Clothing & Clothing Accessories Stores	448	\$49,653,760	\$48,679,915	\$973,845	1.0	42
Clothing Stores	4481	\$37,593,400	\$16,999,615	\$20,593,785	37.7	22
Shoe Stores	4482	\$6,194,456	\$23,424,983	-\$17,230,527	-58.2	8
Jewelry, Luggage & Leather Goods Stores	4483	\$5,865,904	\$8,255,317	-\$2,389,413	-16.9	13
Sporting Goods, Hobby, Book & Music Stores	451	\$20,818,876	\$21,723,108	-\$904,232	-2.1	49
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,646,168	\$20,203,998	-\$3,557,830	-9.7	37
Book, Periodical & Music Stores	4512	\$4,172,708	\$1,519,110	\$2,653,598	46.6	12
General Merchandise Stores	452	\$128,404,857	\$98,404,319	\$30,000,538	13.2	17
Department Stores Excluding Leased Depts.	4521	\$39,086,883	\$59,256,092	-\$20,169,209	-20.5	9
Other General Merchandise Stores	4529	\$89,317,974	\$39,148,227	\$50,169,747	39.1	8
Miscellaneous Store Retailers	453	\$21,789,193	\$21,502,076	\$287,117	0.7	111
Florists	4531	\$914,944	\$1,410,554	-\$495,610	-21.3	8
Office Supplies, Stationery & Gift Stores	4532	\$4,584,419	\$9,012,208	-\$4,427,789	-32.6	26
Used Merchandise Stores	4533	\$2,480,722	\$1,870,340	\$610,382	14.0	16
Other Miscellaneous Store Retailers	4539	\$13,809,108	\$9,208,974	\$4,600,134	20.0	60
Nonstore Retailers	454	\$48,439,841	\$15,120,286	\$33,319,555	52.4	31
Electronic Shopping & Mail-Order Houses	4541	\$37,017,525	\$7,351,144	\$29,666,381	66.9	8
Vending Machine Operators	4542	\$3,926,469	\$2,973,216	\$953,253	13.8	8
Direct Selling Establishments	4543	\$7,495,847	\$4,795,926	\$2,699,921	22.0	16
Food Services & Drinking Places	722	\$84,352,641	\$82,256,869	\$2,095,772	1.3	111
Full-Service Restaurants	7221	\$38,422,503	\$34,467,594	\$3,954,909	5.4	42
Limited-Service Eating Places	7222	\$39,121,850	\$41,366,535	-\$2,244,685	-2.8	49
Special Food Services	7223	\$3,734,274	\$2,625,642	\$1,108,632	17.4	6
Drinking Places - Alcoholic Beverages	7224	\$3,074,014	\$3,797,098	-\$723,084	-10.5	14

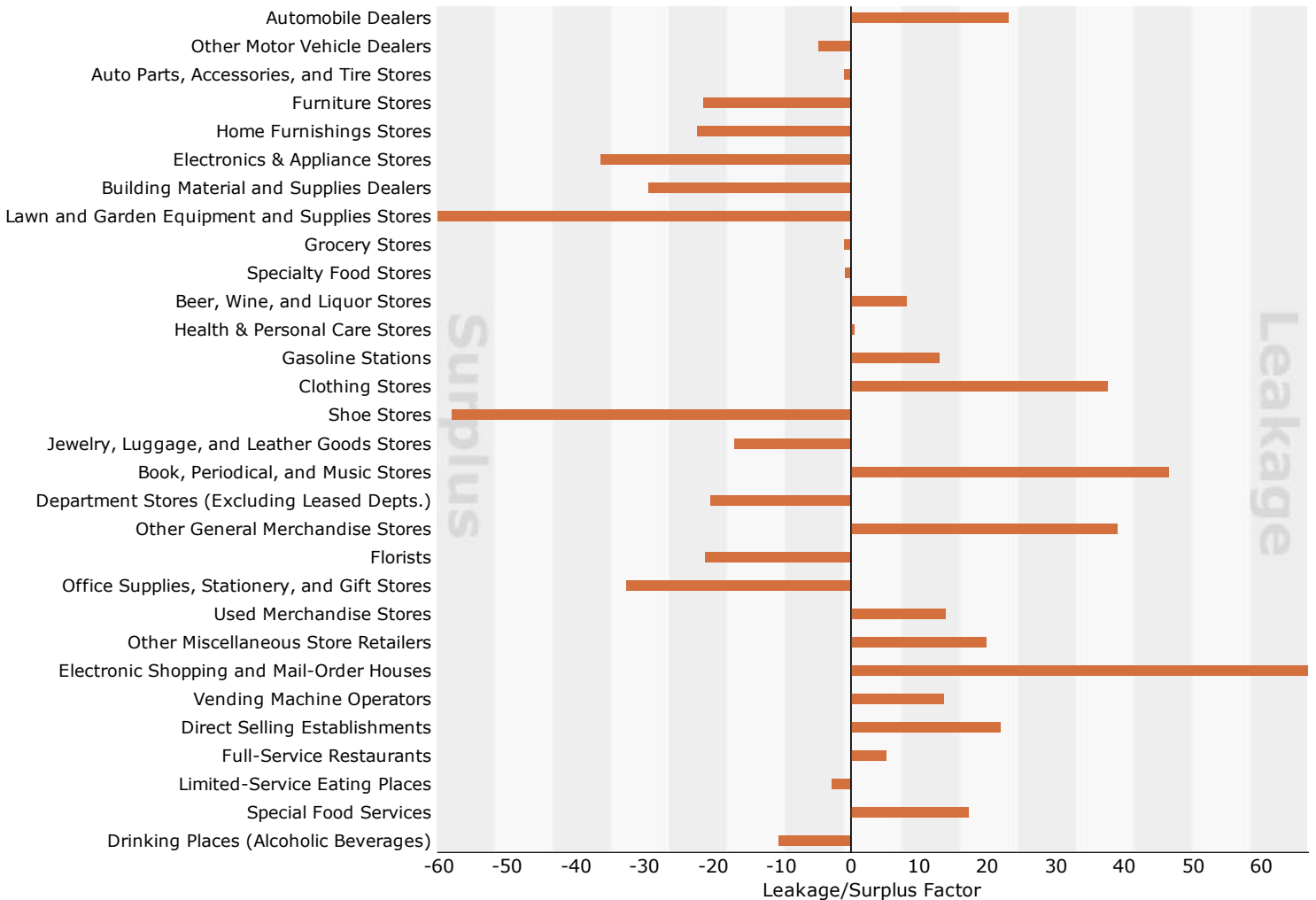
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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