





# Retail MarketPlace Profile

Dubois  
Dubois town, WY  
Geography: Place

## Summary Demographics

2021 Population	911
2021 Households	484
2021 Median Disposable Income	\$44,082
2021 Per Capita Income	\$35,835

**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	\$15,928,353	\$42,333,452	-\$26,405,099	-45.3	48
Total Retail Trade	44-45	\$14,669,617	\$38,632,388	-\$23,962,771	-45.0	37
Total Food & Drink	722	\$1,258,736	\$3,701,064	-\$2,442,328	-49.2	11
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,523,899	\$2,505,653	\$1,018,246	16.9	4
Automobile Dealers	4411	\$2,839,411	\$0	\$2,839,411	100.0	0
Other Motor Vehicle Dealers	4412	\$424,771	\$1,246,686	-\$821,915	-49.2	2
Auto Parts, Accessories & Tire Stores	4413	\$259,717	\$1,258,967	-\$999,250	-65.8	2
Furniture & Home Furnishings Stores	442	\$322,448	\$0	\$322,448	100.0	0
Furniture Stores	4421	\$187,840	\$0	\$187,840	100.0	0
Home Furnishings Stores	4422	\$134,608	\$0	\$134,608	100.0	0
Electronics & Appliance Stores	443	\$286,201	\$0	\$286,201	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,151,784	\$2,158,817	-\$1,007,033	-30.4	2
Bldg Material & Supplies Dealers	4441	\$1,088,892	\$2,158,817	-\$1,069,925	-32.9	2
Lawn & Garden Equip & Supply Stores	4442	\$62,892	\$0	\$62,892	100.0	0
Food & Beverage Stores	445	\$2,359,812	\$12,167,641	-\$9,807,829	-67.5	4
Grocery Stores	4451	\$2,058,103	\$11,297,712	-\$9,239,609	-69.2	2
Specialty Food Stores	4452	\$75,738	\$52,535	\$23,203	18.1	1
Beer, Wine & Liquor Stores	4453	\$225,971	\$817,394	-\$591,423	-56.7	1
Health & Personal Care Stores	446,4461	\$765,804	\$0	\$765,804	100.0	0
Gasoline Stations	447,4471	\$2,146,533	\$14,619,607	-\$12,473,074	-74.4	5
Clothing & Clothing Accessories Stores	448	\$350,768	\$1,555,148	-\$1,204,380	-63.2	4
Clothing Stores	4481	\$214,208	\$0	\$214,208	100.0	0
Shoe Stores	4482	\$52,084	\$707,988	-\$655,904	-86.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$84,476	\$847,160	-\$762,684	-81.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$341,519	\$1,448,187	-\$1,106,668	-61.8	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$293,466	\$1,448,187	-\$1,154,721	-66.3	3
Book, Periodical & Music Stores	4512	\$48,053	\$0	\$48,053	100.0	0
General Merchandise Stores	452	\$2,722,551	\$1,168,736	\$1,553,815	39.9	2
Department Stores Excluding Leased Depts.	4521	\$2,245,105	\$0	\$2,245,105	100.0	0
Other General Merchandise Stores	4529	\$477,446	\$1,168,736	-\$691,290	-42.0	2
Miscellaneous Store Retailers	453	\$628,864	\$2,235,110	-\$1,606,246	-56.1	12
Florists	4531	\$41,757	\$136,963	-\$95,206	-53.3	2
Office Supplies, Stationery & Gift Stores	4532	\$147,846	\$341,866	-\$194,020	-39.6	3
Used Merchandise Stores	4533	\$46,233	\$490,169	-\$443,936	-82.8	2
Other Miscellaneous Store Retailers	4539	\$393,028	\$1,266,112	-\$873,084	-52.6	5
Nonstore Retailers	454	\$69,434	\$773,489	-\$704,055	-83.5	1
Electronic Shopping & Mail-Order Houses	4541	\$17,621	\$0	\$17,621	100.0	0
Vending Machine Operators	4542	\$7,283	\$0	\$7,283	100.0	0
Direct Selling Establishments	4543	\$44,530	\$773,489	-\$728,959	-89.1	1
Food Services & Drinking Places	722	\$1,258,736	\$3,701,064	-\$2,442,328	-49.2	11
Special Food Services	7223	\$11,700	\$0	\$11,700	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$54,079	\$750,028	-\$695,949	-86.5	2
Restaurants/Other Eating Places	7225	\$1,192,957	\$2,951,036	-\$1,758,079	-42.4	9

**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>

**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

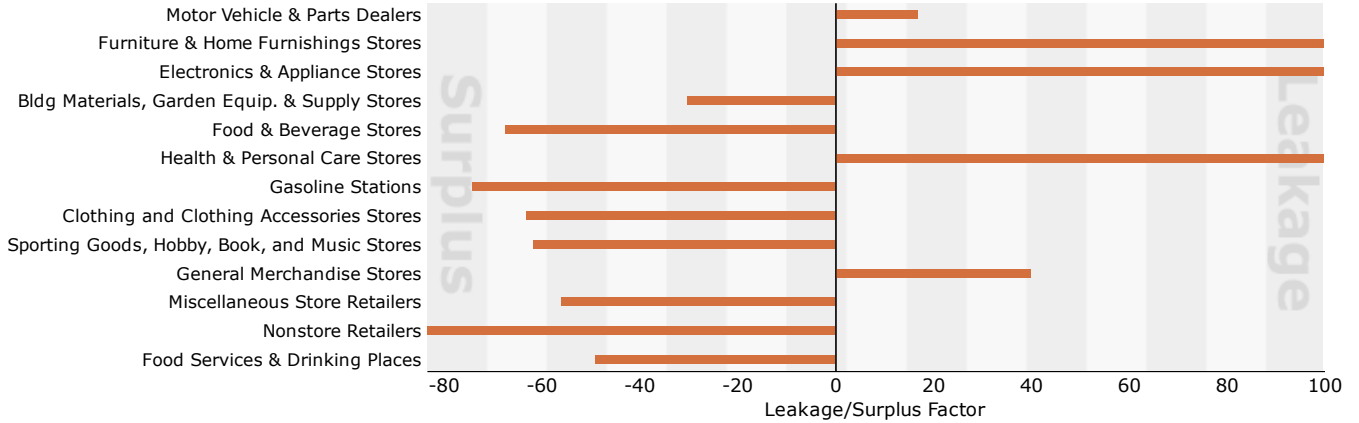
December 08, 2021



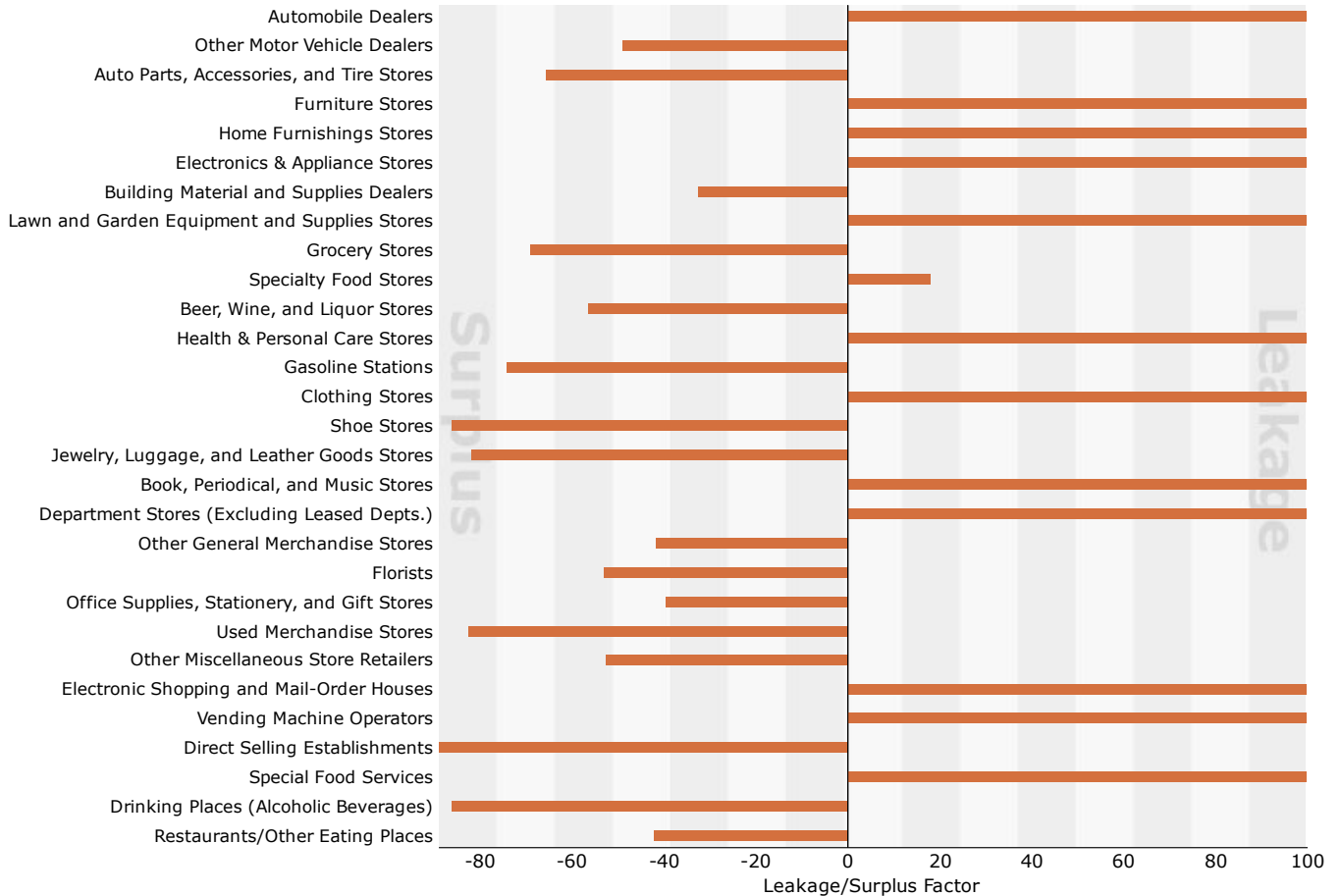
# Retail MarketPlace Profile

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# House and Home Expenditures

Dubois  
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2021 Housing Summary		2021 Demographic Summary	
Housing Units	620	Population	911
2021-2026 Percent Change	2.26%	Households	484
Percent Occupied	78.1%	Families	260
Percent Owner Households	69.2%	Median Age	55.6
Median Home Value	\$233,929	Median Household Income	\$50,964
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	80	\$11,459.69	\$5,546,491
Mortgage/Other Loan Payments & Basics	75	\$7,957.97	\$3,851,659
Mortgage Interest	67	\$2,217.99	\$1,073,506
Interest Paid on Home Equity Loan	65	\$22.22	\$10,757
Interest Paid on Home Equity Line of Credit	64	\$80.84	\$39,127
Mortgage Principal	72	\$1,719.54	\$832,256
Principal Paid on Home Equity Loan	84	\$58.76	\$28,438
Principal Paid on Home Equity Line of Credit	68	\$187.93	\$90,960
Special Lump Sum Mortgage Payments	104	\$809.87	\$391,976
Special Assessments	58	\$6.53	\$3,160
Closing Costs	66	\$203.21	\$98,355
Property Taxes	72	\$1,968.87	\$952,931
Homeowners Insurance	106	\$626.10	\$303,033
Ground Rent	81	\$56.12	\$27,160
Maintenance and Remodeling Services	93	\$2,671.15	\$1,292,839
Maintenance and Remodeling Materials	125	\$770.56	\$372,950
Property Management and Security	50	\$60.01	\$29,043
<b>Rented Dwellings</b>	38	\$2,004.70	\$970,276
Rent	37	\$1,915.25	\$926,981
Tenant's Insurance	50	\$16.25	\$7,866
Maintenance and Repair Services	66	\$43.41	\$21,009
Maintenance and Repair Materials	102	\$29.79	\$14,421
<b>Other Lodging</b>	88	\$501.09	\$242,527
Owned Vacation Homes	94	\$454.21	\$219,837
Principal Paid on Home Loans	122	\$78.76	\$38,119
Closing Costs on Purchase of Property	70	\$23.34	\$11,294
Interest Paid on Home Loans	156	\$132.65	\$64,203
Property Taxes	84	\$115.15	\$55,732
Homeowners Insurance	114	\$15.56	\$7,530
Maintenance and Remodeling	51	\$62.02	\$30,018
Property Management and Security	95	\$26.74	\$12,941
Housing While Attending School	54	\$46.88	\$22,690
<b>Household Operations</b>	78	\$1,721.20	\$833,063
Child Care	50	\$264.19	\$127,869
Care for Elderly or Handicapped	53	\$33.41	\$16,168
Appliance Rental and Repair	77	\$19.45	\$9,412
Computer Information Services	81	\$537.90	\$260,343
Home Security System Services	60	\$25.77	\$12,471
Non-Apparel Household Laundry/Dry Cleaning	63	\$15.28	\$7,395
Housekeeping Services	67	\$127.65	\$61,783
Lawn and Garden	112	\$560.61	\$271,335
Moving/Storage/Freight Express	78	\$55.28	\$26,757
Installation of Computers	75	\$0.28	\$134
PC Repair (Personal Use)	68	\$4.72	\$2,286
Reupholstering/Furniture Repair	118	\$12.02	\$5,815
Termite/Pest Control	69	\$29.17	\$14,118
Water Softening Services	116	\$6.88	\$3,328
Internet Services Away from Home	75	\$3.13	\$1,513
Other Home Services (1)	82	\$25.49	\$12,336

**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.

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	87	\$4,338.33	\$2,099,750
Bottled Gas	293	\$153.49	\$74,288
Electricity	91	\$1,652.38	\$799,751
Fuel Oil	154	\$124.18	\$60,102
Natural Gas	74	\$384.83	\$186,257
Phone Services	80	\$1,376.87	\$666,403
Water and Other Public Services	79	\$610.96	\$295,705
Coal/Wood/Other Fuel	465	\$35.63	\$17,244
<b>Housekeeping Supplies</b>	91	\$711.39	\$344,311
Laundry and Cleaning Supplies	93	\$209.74	\$101,515
Postage and Stationery	93	\$144.53	\$69,951
Other HH Products (2)	89	\$357.12	\$172,845
<b>Household Textiles</b>	69	\$70.42	\$34,085
Bathroom Linens	68	\$10.90	\$5,277
Bedroom Linens	70	\$37.23	\$18,017
Kitchen, Dining Room and other Linens	88	\$8.33	\$4,034
Curtains and Draperies	59	\$9.38	\$4,538
Slipcovers, Decorative Pillows	70	\$4.58	\$2,219
<b>Furniture</b>	73	\$463.72	\$224,443
Mattresses and Box Springs	58	\$67.99	\$32,908
Other Bedroom Furniture	65	\$74.31	\$35,967
Sofas	78	\$138.97	\$67,262
Living Room Chairs	104	\$53.69	\$25,984
Living Room Tables	61	\$10.76	\$5,210
Kitchen, Dining Room Furniture	55	\$28.96	\$14,017
Infant Furniture	69	\$8.68	\$4,202
Outdoor Furniture	79	\$29.24	\$14,152
Wall Units, Cabinets, Other Furniture (3)	89	\$51.12	\$24,740
<b>Major Appliances</b>	81	\$304.75	\$147,499
Dishwashers, Disposals & Range Hoods	81	\$26.32	\$12,740
Refrigerators and Freezers	79	\$82.92	\$40,135
Clothes Washers & Dryers	82	\$87.16	\$42,186
Cooking Stoves and Ovens	72	\$38.96	\$18,858
Microwave Ovens	93	\$17.43	\$8,437
Window Air Conditioners	107	\$8.40	\$4,067
Electric Floor Cleaning Equipment	98	\$27.36	\$13,244
Sewing Machines and Miscellaneous Appliances	66	\$16.18	\$7,832

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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	67	\$21.04	\$10,185
Housewares	87	\$76.95	\$37,245
Small Appliances	84	\$44.24	\$21,412
Sewing/Needlework/Quilt Materials/Items	175	\$19.52	\$9,446
Window Coverings	59	\$17.15	\$8,303
Lamps/Lighting Fixtures/Ceiling Fans	60	\$31.32	\$15,160
Infant Equipment	86	\$16.81	\$8,135
Rental of Furniture	65	\$4.24	\$2,050
Laundry and Cleaning Equipment	90	\$26.18	\$12,673
Closet and Storage Items	82	\$19.72	\$9,546
Luggage	54	\$9.03	\$4,370
Clocks and Other Household Decoratives	87	\$191.34	\$92,607
Telephones and Accessories	62	\$62.30	\$30,152
Outdoor Equipment	65	\$29.31	\$14,185
Power Tools	118	\$53.89	\$26,085
Hand Tools	77	\$7.71	\$3,731
Office Furniture/Equipment for Home Use	65	\$9.65	\$4,672
Computers and Hardware for Home Use	70	\$117.23	\$56,741
Portable Memory	94	\$4.10	\$1,983
Computer Software	71	\$6.81	\$3,294
Computer Accessories	72	\$12.92	\$6,252
Other Household Appliances	67	\$15.28	\$7,395
Misc Equipment incl Ladders/Sheds/Etc	61	\$72.30	\$34,992

(1) **Other Home Services** include miscellaneous home services and small repair jobs not already specified.

(2) **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) **Wall Units, Cabinets, Other Furniture** includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

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