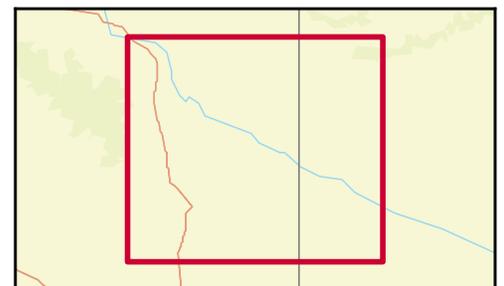
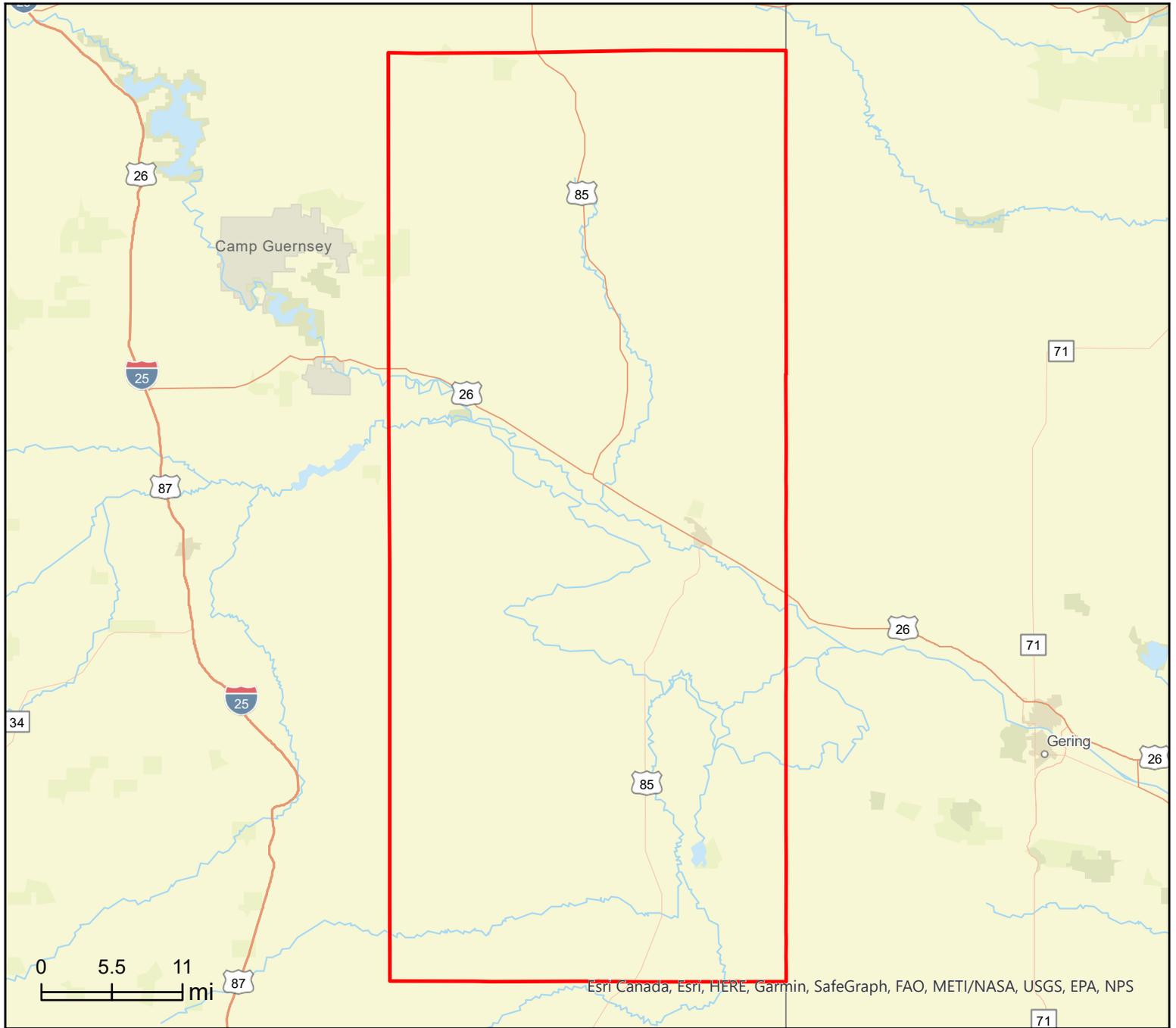


Goshen County DRI
Goshen County, WY
Geography: County





House and Home Expenditures

Goshen County DRI
 Goshen County, WY
 Geography: County

2021 Housing Summary		2021 Demographic Summary		
Housing Units	6,063	Population	13,429	
2021-2026 Percent Change	0.46%	Households	5,400	
Percent Occupied	89.1%	Families	3,443	
Percent Owner Households	75.9%	Median Age	45.3	
Median Home Value	\$203,337	Median Household Income	\$52,033	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		69	\$9,842.49	\$53,149,468
Mortgage/Other Loan Payments & Basics		66	\$7,011.48	\$37,861,995
Mortgage Interest		60	\$1,973.45	\$10,656,651
Interest Paid on Home Equity Loan		55	\$19.02	\$102,696
Interest Paid on Home Equity Line of Credit		55	\$69.48	\$375,177
Mortgage Principal		65	\$1,547.46	\$8,356,260
Principal Paid on Home Equity Loan		70	\$48.93	\$264,233
Principal Paid on Home Equity Line of Credit		58	\$160.57	\$867,086
Special Lump Sum Mortgage Payments		79	\$609.84	\$3,293,155
Special Assessments		88	\$9.88	\$53,347
Closing Costs		61	\$187.16	\$1,010,678
Property Taxes		66	\$1,796.05	\$9,698,689
Homeowners Insurance		92	\$542.70	\$2,930,574
Ground Rent		68	\$46.94	\$253,451
Maintenance and Remodeling Services		76	\$2,171.65	\$11,726,920
Maintenance and Remodeling Materials		98	\$607.40	\$3,279,959
Property Management and Security		43	\$51.96	\$280,595
Rented Dwellings		45	\$2,390.82	\$12,910,450
Rent		44	\$2,302.01	\$12,430,869
Tenant's Insurance		56	\$18.26	\$98,624
Maintenance and Repair Services		78	\$51.18	\$276,363
Maintenance and Repair Materials		66	\$19.37	\$104,594
Other Lodging		79	\$451.50	\$2,438,120
Owned Vacation Homes		86	\$412.44	\$2,227,192
Principal Paid on Home Loans		100	\$64.52	\$348,390
Closing Costs on Purchase of Property		86	\$28.82	\$155,642
Interest Paid on Home Loans		133	\$112.58	\$607,942
Property Taxes		75	\$102.91	\$555,735
Homeowners Insurance		123	\$16.74	\$90,382
Maintenance and Remodeling		57	\$68.37	\$369,219
Property Management and Security		66	\$18.50	\$99,882
Housing While Attending School		45	\$39.06	\$210,929
Household Operations		72	\$1,594.05	\$8,607,873
Child Care		59	\$311.66	\$1,682,988
Care for Elderly or Handicapped		58	\$36.49	\$197,035
Appliance Rental and Repair		69	\$17.43	\$94,120
Computer Information Services		76	\$500.91	\$2,704,904
Home Security System Services		53	\$22.83	\$123,281
Non-Apparel Household Laundry/Dry Cleaning		54	\$12.99	\$70,165
Housekeeping Services		58	\$109.54	\$591,525
Lawn and Garden		94	\$471.08	\$2,543,816
Moving/Storage/Freight Express		62	\$44.44	\$239,987
Installation of Computers		59	\$0.22	\$1,183
PC Repair (Personal Use)		61	\$4.23	\$22,852
Reupholstering/Furniture Repair		102	\$10.35	\$55,865
Termite/Pest Control		58	\$24.78	\$133,818
Water Softening Services		89	\$5.24	\$28,317
Internet Services Away from Home		63	\$2.63	\$14,178
Other Home Services (1)		62	\$19.23	\$103,840

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.



House and Home Expenditures

Goshen County DRI
 Goshen County, WY
 Geography: County

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	78	\$3,876.46	\$20,932,858
Bottled Gas	183	\$96.09	\$518,870
Electricity	80	\$1,456.83	\$7,866,878
Fuel Oil	57	\$45.77	\$247,145
Natural Gas	85	\$438.80	\$2,369,545
Phone Services	73	\$1,257.30	\$6,789,394
Water and Other Public Services	74	\$567.69	\$3,065,502
Coal/Wood/Other Fuel	182	\$13.99	\$75,524
Housekeeping Supplies	85	\$664.72	\$3,589,469
Laundry and Cleaning Supplies	89	\$199.39	\$1,076,713
Postage and Stationery	86	\$133.30	\$719,812
Other HH Products (2)	83	\$332.03	\$1,792,944
Household Textiles	64	\$64.87	\$350,286
Bathroom Linens	67	\$10.78	\$58,210
Bedroom Linens	65	\$34.75	\$187,671
Kitchen, Dining Room and other Linens	66	\$6.32	\$34,110
Curtains and Draperies	57	\$9.10	\$49,116
Slipcovers, Decorative Pillows	60	\$3.92	\$21,179
Furniture	67	\$427.52	\$2,308,607
Mattresses and Box Springs	61	\$71.07	\$383,781
Other Bedroom Furniture	57	\$65.48	\$353,603
Sofas	73	\$129.84	\$701,120
Living Room Chairs	88	\$45.44	\$245,372
Living Room Tables	62	\$10.93	\$59,039
Kitchen, Dining Room Furniture	56	\$29.28	\$158,127
Infant Furniture	70	\$8.84	\$47,742
Outdoor Furniture	64	\$23.70	\$128,005
Wall Units, Cabinets, Other Furniture (3)	75	\$42.93	\$231,817
Major Appliances	68	\$257.81	\$1,392,182
Dishwashers, Disposals & Range Hoods	66	\$21.35	\$115,273
Refrigerators and Freezers	72	\$75.98	\$410,304
Clothes Washers & Dryers	70	\$74.54	\$402,497
Cooking Stoves and Ovens	60	\$32.40	\$174,981
Microwave Ovens	79	\$14.91	\$80,533
Window Air Conditioners	63	\$4.93	\$26,608
Electric Floor Cleaning Equipment	81	\$22.70	\$122,567
Sewing Machines and Miscellaneous Appliances	45	\$11.00	\$59,421

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.



House and Home Expenditures

Goshen County DRI
 Goshen County, WY
 Geography: County

	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	61	\$19.32	\$104,338
Housewares	83	\$72.89	\$393,581
Small Appliances	73	\$38.48	\$207,801
Sewing/Needlework/Quilt Materials/Items	147	\$16.39	\$88,508
Window Coverings	51	\$14.78	\$79,809
Lamps/Lighting Fixtures/Ceiling Fans	62	\$32.71	\$176,646
Infant Equipment	108	\$21.18	\$114,368
Rental of Furniture	69	\$4.53	\$24,462
Laundry and Cleaning Equipment	84	\$24.39	\$131,722
Closet and Storage Items	70	\$16.71	\$90,256
Luggage	56	\$9.38	\$50,663
Clocks and Other Household Decoratives	62	\$136.62	\$737,729
Telephones and Accessories	67	\$66.81	\$360,793
Outdoor Equipment	61	\$27.64	\$149,244
Power Tools	118	\$53.88	\$290,946
Hand Tools	80	\$8.01	\$43,273
Office Furniture/Equipment for Home Use	63	\$9.35	\$50,514
Computers and Hardware for Home Use	66	\$110.88	\$598,756
Portable Memory	69	\$2.98	\$16,117
Computer Software	60	\$5.73	\$30,931
Computer Accessories	71	\$12.88	\$69,530
Other Household Appliances	64	\$14.61	\$78,899
Misc Equipment incl Ladders/Sheds/Etc	65	\$76.47	\$412,916

(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.

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.



Retail MarketPlace Profile

Goshen County DRI
Goshen County, WY
Geography: County

Summary Demographics

2021 Population	13,429
2021 Households	5,400
2021 Median Disposable Income	\$44,458
2021 Per Capita Income	\$25,549

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	\$176,679,885	\$95,475,261	\$81,204,624	29.8	100
Total Retail Trade	44-45	\$161,851,603	\$85,926,586	\$75,925,017	30.6	77
Total Food & Drink	722	\$14,828,282	\$9,548,675	\$5,279,607	21.7	23

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$37,982,649	\$10,892,907	\$27,089,742	55.4	15
Automobile Dealers	4411	\$30,638,420	\$8,107,096	\$22,531,324	58.2	9
Other Motor Vehicle Dealers	4412	\$4,507,542	\$269,147	\$4,238,395	88.7	1
Auto Parts, Accessories & Tire Stores	4413	\$2,836,687	\$2,516,664	\$320,023	6.0	5
Furniture & Home Furnishings Stores	442	\$3,765,591	\$1,255,192	\$2,510,399	50.0	3
Furniture Stores	4421	\$2,217,055	\$536,814	\$1,680,241	61.0	1
Home Furnishings Stores	4422	\$1,548,536	\$718,378	\$830,158	36.6	2
Electronics & Appliance Stores	443	\$3,318,498	\$6,070,319	-\$2,751,821	-29.3	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,955,365	\$3,833,732	\$8,121,633	51.4	6
Bldg Material & Supplies Dealers	4441	\$11,311,330	\$3,402,063	\$7,909,267	53.8	4
Lawn & Garden Equip & Supply Stores	4442	\$644,035	\$431,669	\$212,366	19.7	2
Food & Beverage Stores	445	\$26,467,169	\$20,137,870	\$6,329,299	13.6	9
Grocery Stores	4451	\$23,013,516	\$17,168,447	\$5,845,069	14.5	4
Specialty Food Stores	4452	\$852,585	\$135,703	\$716,882	72.5	1
Beer, Wine & Liquor Stores	4453	\$2,601,068	\$2,833,720	-\$232,652	-4.3	4
Health & Personal Care Stores	446,4461	\$8,090,292	\$2,513,622	\$5,576,670	52.6	3
Gasoline Stations	447,4471	\$23,423,941	\$27,796,265	-\$4,372,324	-8.5	4
Clothing & Clothing Accessories Stores	448	\$4,176,819	\$1,243,584	\$2,933,235	54.1	4
Clothing Stores	4481	\$2,565,797	\$424,179	\$2,141,618	71.6	2
Shoe Stores	4482	\$634,805	\$568,591	\$66,214	5.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$976,217	\$250,814	\$725,403	59.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,967,781	\$2,400,996	\$1,566,785	24.6	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,386,129	\$1,959,220	\$1,426,909	26.7	7
Book, Periodical & Music Stores	4512	\$581,652	\$441,776	\$139,876	13.7	2
General Merchandise Stores	452	\$31,209,619	\$5,028,890	\$26,180,729	72.2	2
Department Stores Excluding Leased Depts.	4521	\$25,854,758	\$4,659,840	\$21,194,918	69.5	1
Other General Merchandise Stores	4529	\$5,354,861	\$369,050	\$4,985,811	87.1	1
Miscellaneous Store Retailers	453	\$6,775,311	\$4,753,209	\$2,022,102	17.5	17
Florists	4531	\$450,382	\$210,995	\$239,387	36.2	2
Office Supplies, Stationery & Gift Stores	4532	\$1,711,562	\$1,472,653	\$238,909	7.5	4
Used Merchandise Stores	4533	\$555,290	\$592,288	-\$36,998	-3.2	4
Other Miscellaneous Store Retailers	4539	\$4,058,077	\$2,477,273	\$1,580,804	24.2	7
Nonstore Retailers	454	\$718,568	\$0	\$718,568	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$208,093	\$0	\$208,093	100.0	0
Vending Machine Operators	4542	\$81,982	\$0	\$81,982	100.0	0
Direct Selling Establishments	4543	\$428,493	\$0	\$428,493	100.0	0
Food Services & Drinking Places	722	\$14,828,282	\$9,548,675	\$5,279,607	21.7	23
Special Food Services	7223	\$144,134	\$0	\$144,134	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$669,349	\$198,854	\$470,495	54.2	1
Restaurants/Other Eating Places	7225	\$14,014,799	\$9,349,821	\$4,664,978	20.0	22

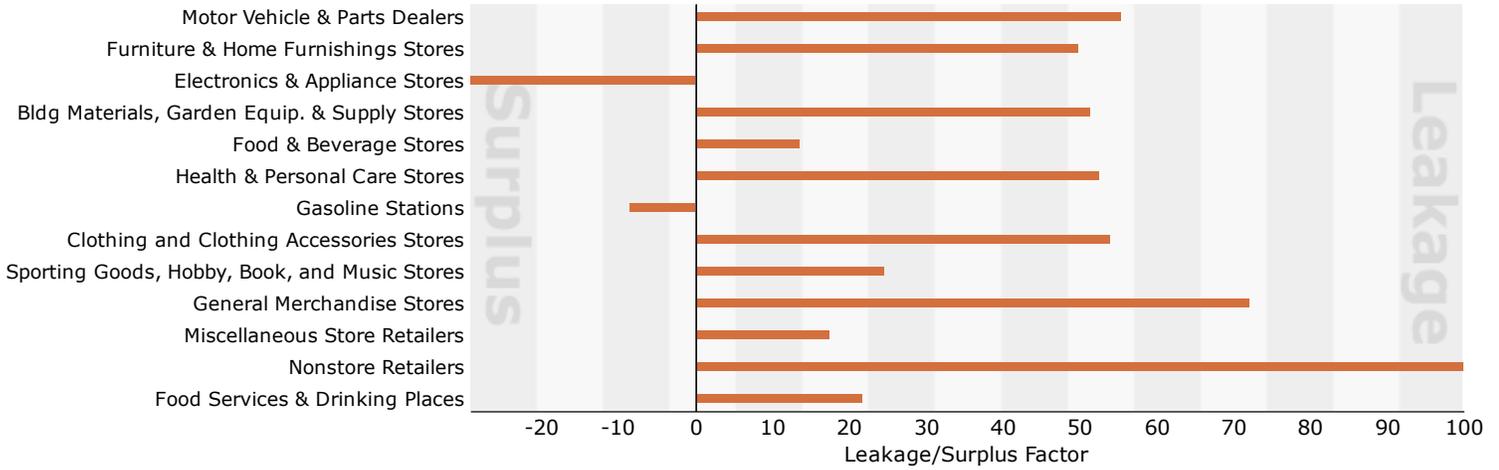
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

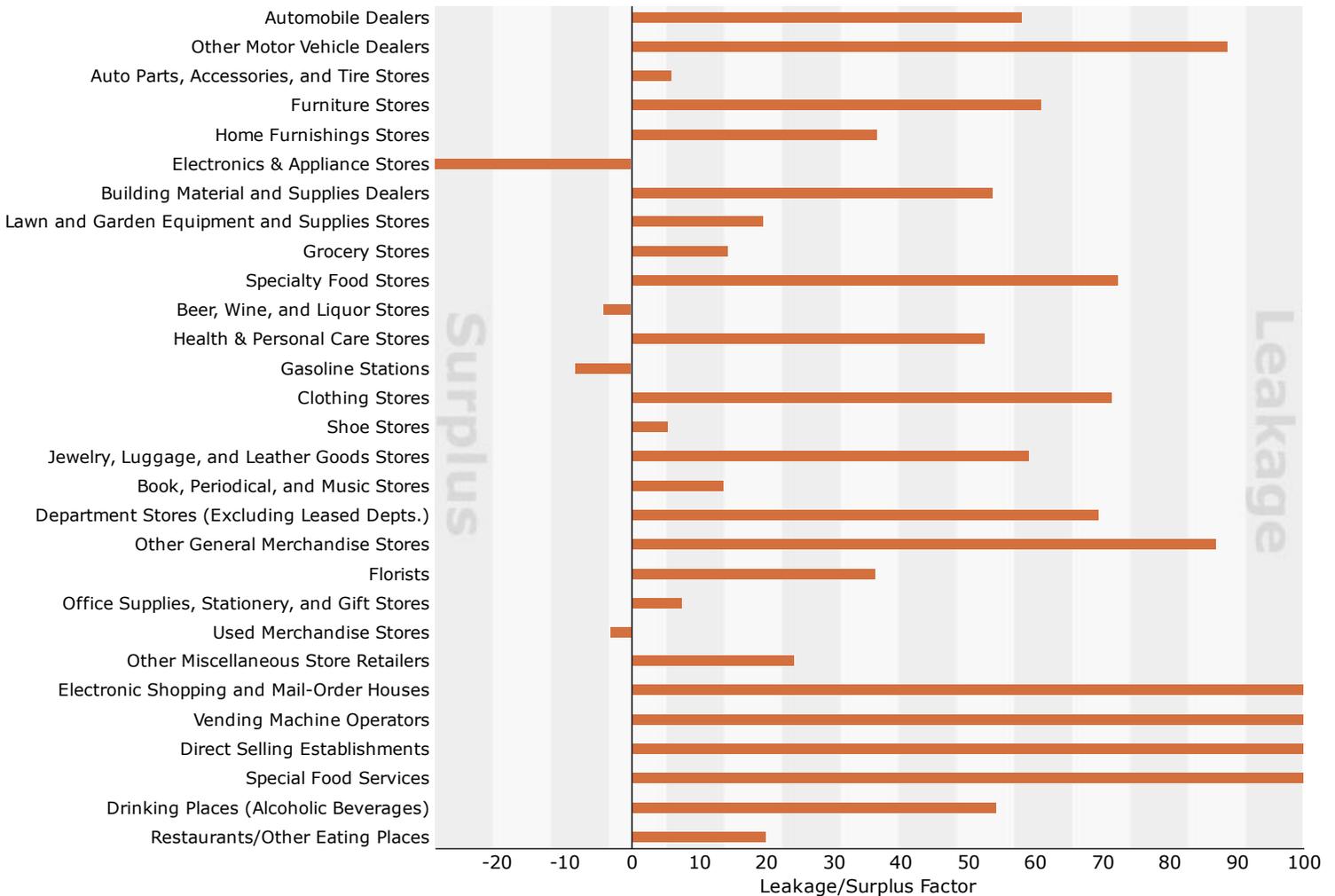
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Goshen County DRI
 Goshen County, WY
 Geography: County

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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