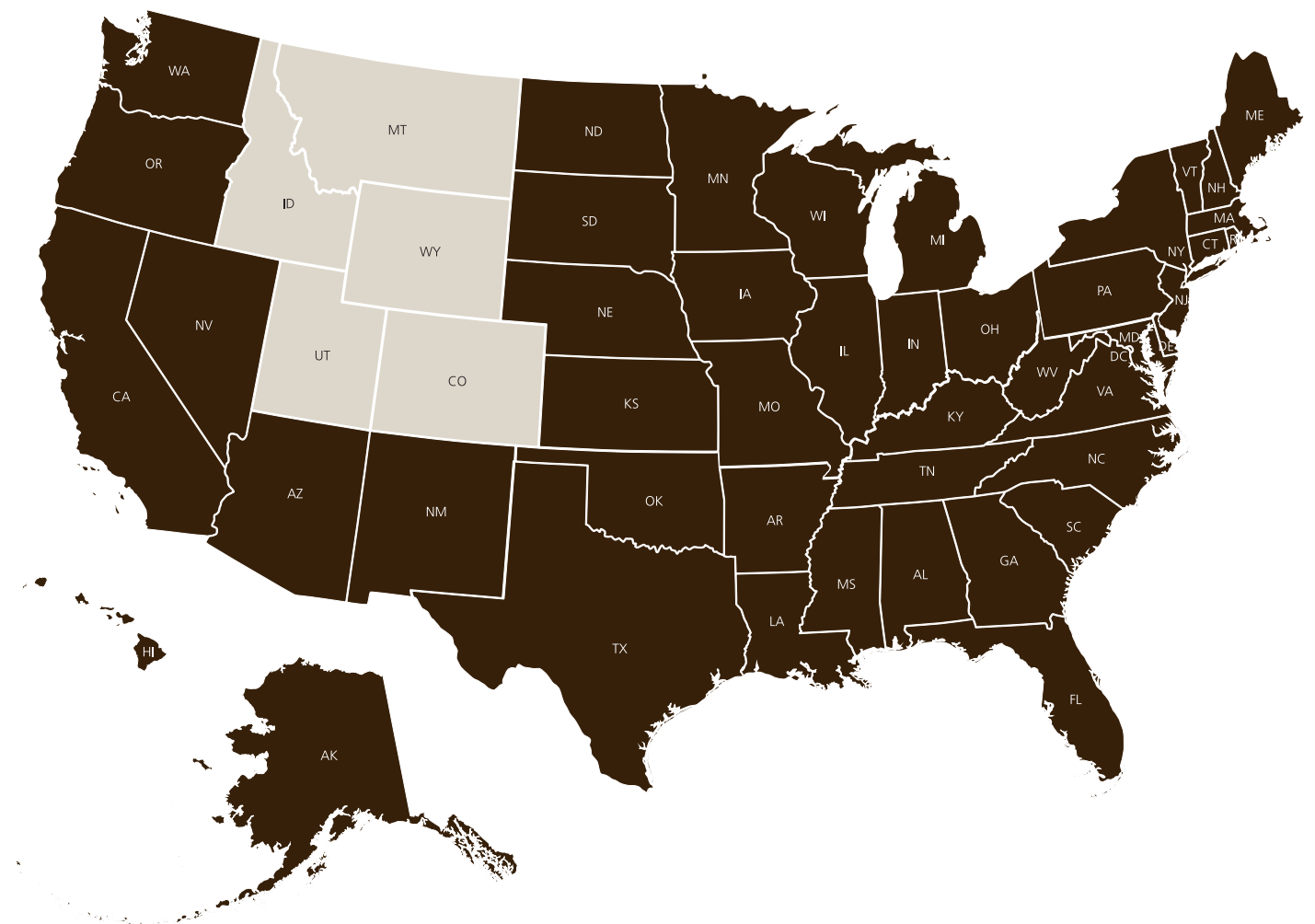




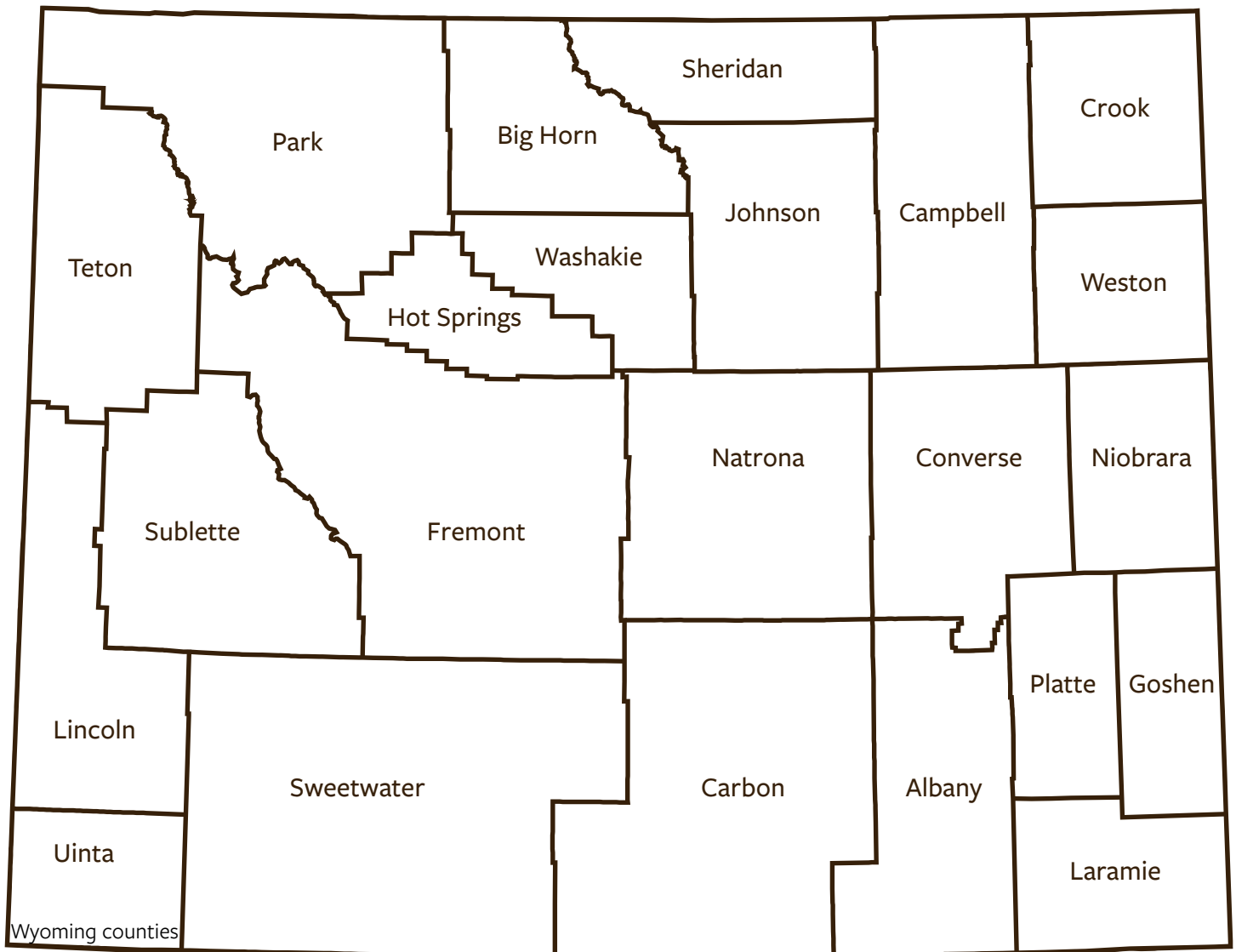
Assessing 2001-2018 Total Retail Sales and Its Components for the Rocky Mountain Region, Wyoming, and Its Counties



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INTRODUCTION

The analysis and data contained in this publication are intended to provide information that will aid economic development efforts in Wyoming counties. This report can help development leaders understand a great deal about the nature of their county's economy by examining the change in Total Retail Sales and its components over this 18-year period (2001–2018, adjusted for inflation). It builds on the work of previous University of Wyoming bulletins, including *Measuring Wyoming's Economic Diversity*; *Evaluating Key Components of Employment Change*; *Assessing Employment by Proportion, Earnings, Concentration, and Diversity*; and *Assessing Total Personal Income and Its Components* (University of Wyoming Extension Bulletins B-1356, B-1364, B-1365, and B-1381, respectively).

In addition to evaluating Total Retail Sales and Total Retail Sales Per Capita, the study estimates the Percent Captured of Potential Total Retail Sales and identifies each region's top four retail sectors. In many places, sales tax has become an important revenue source for local governments. A more complete understanding of retail sales activities could aid in a community's successful management of this public revenue stream.

OUTLINE OF THE REPORT

The report begins by examining Total Retail Sales for the United States, Rocky Mountain Region, Wyoming, and Wyoming's 23 counties (Table 1, Chart 1, and Map 1). Next, Total Retail Sales Per Capita is evaluated for these geographic regions (Table 2, Chart 2, and Map 2). Then, per capita sales and income data is used to calculate potential retail sales using the United States' results as the reference data. Potential and actual retail sales are compared to determine the percent of potential local retail sales captured in the Rocky Mountain Region, Wyoming, and Wyoming's 23 counties (Table 3, Chart 3 and Map 3). Lastly, the report dives into the 13 retail sales categories to understand each region's top retail sales activities on a more granular level.

Table 4 and Chart 4 provide the information on the top retail sales categories from 2001 to 2018 for the United States, the Rocky Mountain Region, and Wyoming. Maps 4 and 5 show the first and second highest retail sales categories for Wyoming's counties in 2018. Map 6 shows the concentration of retail sales in the top four retail sales categories in 2018 for Wyoming's counties.

Following this overall assessment for the larger geographic units and the collective of Wyoming counties, data

for each Wyoming county is examined individually.

DEFINITIONS OF RETAIL SALES DATA

According to Woods & Poole,¹ retail sales are counted on an establishment basis. Mail-order sales are counted at the point from which the merchandise is sent and not at the point at which it is received. Retail sales are classified by kind of business according to the principal lines of commodities sold (e.g., groceries or hardware) or the usual trade designation (e.g., drug store or cigar store). In some cases, an establishment sells goods in several different business groups, such as a convenience store with gasoline pumps. In these cases, all the establishment's sales are classified in the business group that is the primary activity of the establishment; therefore, the retail sales data by kind of business does not reflect retail sales by merchandise line. The specific kinds of business, based on the North American Industry Classification System,² are described as follows:

- Motor vehicle and parts dealers
- Furniture and home furnishings stores
- Electronics and appliance stores
- Building material and garden equipment and supplies dealers
- Food and beverage stores
- Health and personal care stores

1 Woods & Poole Economics, Inc. is an experienced, small, independent firm that specializes in long-term county economic data and demographic data projections. They can be contacted at (800)786-1915 or contact@woodsandpoole.com.

2 The North American Industry Classification System (NAICS) is the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

- Gasoline stations
- Clothing and clothing accessories
- Sporting goods, hobby, book, and music stores
- General merchandise stores
- Miscellaneous retail stores
- Nonstore retailers³
- Food services and drinking places

A complete description of these categories can be found in Appendix I.

WHAT TO LOOK FOR IN YOUR COUNTY DATA

Retail sales are an important factor in a community's economy. Understanding how Total Retail Sales and Total Retail Sales Per Capita, adjusted for inflation, have changed over time can be a valuable indicator of a community's economic health. Beyond examining Total Retail Sales, an understanding of the local economy can be enhanced by estimating the percentage of Potential Total Retail Sales⁴ captured. Does the county's sales exceed its potential and suggest it is a possible retail trade center? Or, are actual sales less than the estimated potential, suggesting that the county may be losing retail sales to other locations? To offer a more complete picture of each county's retail sales activities, the top individual retail sales categories for each region are also presented.

As you look at your county data, here are some questions to consider.

- What is the largest source of retail sales in your county?
- What are the retail sales trends in your county: growing, declining, or stagnant?
- When were these variables at the minimum and maximum?
- Is your county successfully capturing potential retail sales?
- How does your county's results compare to the larger geographic units?
- Compared to the initial time period (2001), how does the most recent year (2018) look?
- How do your 2018 results compare to other Wyoming counties?
- How does your proportion of potential retail sales affect the flow of dollars in your county?
- How would you describe your county's economic status based on its retail sales? Does the travel and tourism industry play a significant role?

In conclusion, understanding your community's economy is a critical step in creating successful development efforts. Retail sales can be an important factor for building a complete view of the forces of change affecting your community's economic health. When combined with the information presented in previous University of Wyoming Extension bulletins on Economic Diversity; Key Components of Employment Change; Employment

by Proportion, Earnings, Concentration and Diversity; and Total Personal Income and Its Components, this report provides a robust set of information useful for local economic development planning and action.

3 Nonstore retailers include Internet sellers.

4 Potential Total Retail Sales was calculated by multiplying the region's population with the United States' Total Retail Sales Per Capita. We then adjusted these sales by the region's Per Capita Income relative to the Per Capita Income in the United States. This gave us the Potential Total Retail Sales for the region. We then divided the Potential Total Retail Sales by the Actual Total Retail Sales to obtain the percentage captured ratio.

SUMMARY OF TOTAL RETAIL SALES AND ITS COMPONENTS

Total Retail Sales from 2001 to 2018 (adjusted for inflation in 2012 dollars) grew in most years for all regions in this study. This was especially true for the United States, Rocky Mountain Region, and Wyoming, as all three regions each had only two years of decline (2008 and 2009), which occurred during the country's Great Recession of December 2007 to June 2009. The number of years of decline was larger for most of Wyoming's 23 counties, as five counties (Crook, Goshen, Hot Springs, Lincoln, and Platte) declined in five years, the highest occurrence of decline. Another six counties declined in four years (Albany, Carbon, Converse, Niobrara, Washakie, and Weston). Like the larger geographic regions, six counties (Big Horn, Fremont, Johnson, Laramie, Sheridan, and Uinta) recorded only two years of decline.

In Wyoming as a state, and in 18 of its 23 counties, Total Retail Sales grew by more than the U.S. (31%) and the Rocky Mountain Region (41%) over this 18-year period. During this time, Wyoming grew by nearly half (48%) overall and 11 counties grew at an even higher rate. The top five counties (Sublette, Campbell, Big Horn, Johnson, and Niobrara) grew by at least 75 percent. Altogether, 16 Wyoming counties grew at a higher rate than the United States.

Total Retail Sales Per Capita (TRSPC) declined in more years than Total Retail Sales for the United States with 4 years of decline (2002, 2007, 2008, and 2009) and the Rocky Mountain Region with 3 periods of decline (2002, 2008, and

2009). In contrast, Wyoming only had two periods of decline, 2008 and 2009. Across the 23 Wyoming counties, two was the lowest number of years of decline and the most common result (10 counties). Two counties (Goshen and Lincoln County) experienced five periods of decline. The highest number of years of decline was six, recorded in Crook County.

Generally speaking, TRSPC growth from 2001 to 2018 was less dramatic than that of Total Retail Sales. The latter grew by 14 percent per capita in the United States and by 9 percent in the Rocky Mountain Region. At 27 percent, Wyoming's growth was more substantial. Thirteen counties grew at a higher rate than Wyoming overall. At the top end of the spectrum, four counties grew by more than 60 percent (Big Horn, Hot Springs, Niobrara, and Weston) and three counties grew by at least 40 percent (Carbon, Johnson, and Sweetwater). Three counties grew at a rate less than the United States (Teton, Platte, and Albany). Crook County was the only county that experienced a decline in TRSPC from 2001 to 2018.

In addition to identifying changes in Total Retail Sales Per Capita, the data in this study can be used to compare the level of sales per person across all regions. For example, consider three key time periods: 2001 (the first year of the study), 2009 (a mid-point of the study and a time of economic stress in the United States), and 2018 (the last year in the study). Wyoming's TRSPC exceeded both the United States and Rocky Mountain Region in all three key time periods. In fact, Wyoming's

per capita sales was more than both of these regions over the entire 2001–2018 timeframe.

In 2001, Total Retail Sales Per Capita were \$14,604 for the United States, \$15,252 for the Rocky Mountain Region, and \$15,663 for Wyoming. In 2001, the majority (13) of Wyoming counties had per capita sales less than the United States. Eight counties had higher TRSPC than Wyoming overall: Teton, Laramie, Sweetwater, Natrona, Campbell, Uinta, Sheridan, and Albany. With the exception of Albany County, these counties exceeded Wyoming in 2009 and 2018 as well. In 2001 Carbon County exceeded both the United States and Rocky Mountain Region. Per capita sales in Park County were less than the Rocky Mountain Region, but greater than United States.

In 2009, Total Retail Sales Per Capita declined in both the United States (\$13,804) and the Rocky Mountain Region (\$14,373) while Wyoming's TRSPC increased (\$16,970). Only 4 counties in Wyoming recorded a decline in their per capita sales (Teton, Albany, Platte, and Crook). On the other side of the spectrum, 4 counties (Campbell, Uinta, Sweetwater, and Carbon) saw their per capita sales grow by more than \$2,500 from 2001 to 2009.

By 2018, all three of the larger regions experienced growth in their Total Retail Sales Per Capita: Wyoming's TRSPC increased to \$19,427, the United States to \$16,315, and the Rocky Mountain Region to \$16,264. Starting in 2012, the Rocky Mountain Region's TRSPC was slightly less than that of the United

States. Almost all of Wyoming's counties had higher per capita sales in 2018 than in 2009. Only two counties (Crook and Lincoln) recorded lower levels in 2018 than 2009. In fact, over half (13) of the counties saw their per capita sales increase by more \$2,500. The three counties with the most growth were Niobrara, Laramie, and Teton County, all of which increased by over \$3,000.

Using the United States' Total Retail Sales Per Capita and per capita income data, the potential Total Retail Sales⁵ in the Rocky Mountain Region, Wyoming, and Wyoming's 23 counties can be estimated (see Figure 1 in the Percent Captured of Potential Total Retail Sales section for an explanation of the calculations used in this analysis). Potential and actual Total Retail Sales can then be compared to evaluate the strength of each region's retail sales activity. Over the entire 18-year period, the Rocky Mountain Region maintained actual retail sales higher than its estimated potential retail sales. Wyoming recorded higher actual sales in 16 of the 18 years, falling below in 2012 and 2014. In seven Wyoming counties (Albany, Campbell, Carbon, Fremont, Laramie, Sweetwater, and Uinta), actual retail sales were higher than estimated sales for all 18 years of the study. Nine counties never exceeded their estimated potential retail sales (Big Horn, Converse, Crook, Goshen,

Hot Springs, Johnson, Sublette, Teton, and Weston).

An exploration of the top four retail sales categories finds significant consistency among the regions analyzed, especially for the larger geographic units (see Table 4 and Chart 4). Motor Vehicles and Parts Dealers was the top retail sales category for the United States, Rocky Mountain Region, and Wyoming. Likewise, the majority of Wyoming's 23 counties (13) had Motor Vehicles and Parts Dealers' retail sales as their top category. However, Gasoline Stations were also a strong contender; nine counties (mostly in the eastern part of the state) reported Gasoline Stations as their top retail sales category. Interestingly, the consistency across geographic units observed in the top ranked category did not carry over into the second highest category.

The Food and Beverage Stores retail sales category ranked number two in the United States, while in the Rocky Mountain Region, General Merchandise Stores ranked number two. Wyoming's second highest category in 2018 was Gasoline Stations; the second highest sales category for Wyoming's 23 counties varied widely, as shown in Table 4 and Maps 4 and 5.

The top four sales categories accounted for the majority of Total Retail Sales in all of geographic regions. Smaller (less

populated) regions had the highest levels of concentration in the top four sales categories. In 2018, the top four categories accounted for 57 percent of Total Retail Sales in the United States. The concentration of sales in the top four categories was 61 percent in the Rocky Mountain Region and 66 percent in Wyoming in the same year. In Wyoming counties, the concentration of sales in the top four categories ranged from a low of 65 percent in Teton County to high of 85 percent in Niobrara County.

TOTAL RETAIL SALES

During the time period 2001 to 2018, Total Retail Sales (adjusted for inflation in 2012 dollars) in the United States increased by nearly a third. It grew in all but two years, 2008 and 2009. Its greatest increase was 4.6 percent in 2011; its largest drop was -7.4 percent in 2009, during the Great Recession of December 2007 to June 2009. The United States' minimum Total Retail Sales Index⁶ was 1.00, which occurred in 2001 (see Table 1 and Chart 1). Its maximum was 1.31, recorded in 2018.

The Rocky Mountain Region's Retail Sales growth exceeded the United States, as it grew by 41 percent from 2001 to 2018. Similar to the United States, its retail sales declined in two years (2008 and 2009). Its greatest increase was 5.2 percent in 2004 and its largest drop was -8.2 percent in 2009.

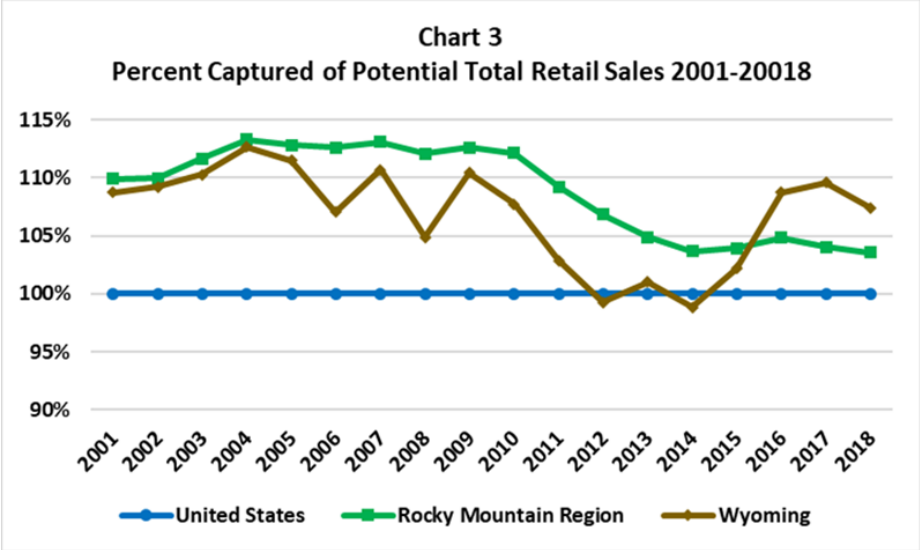
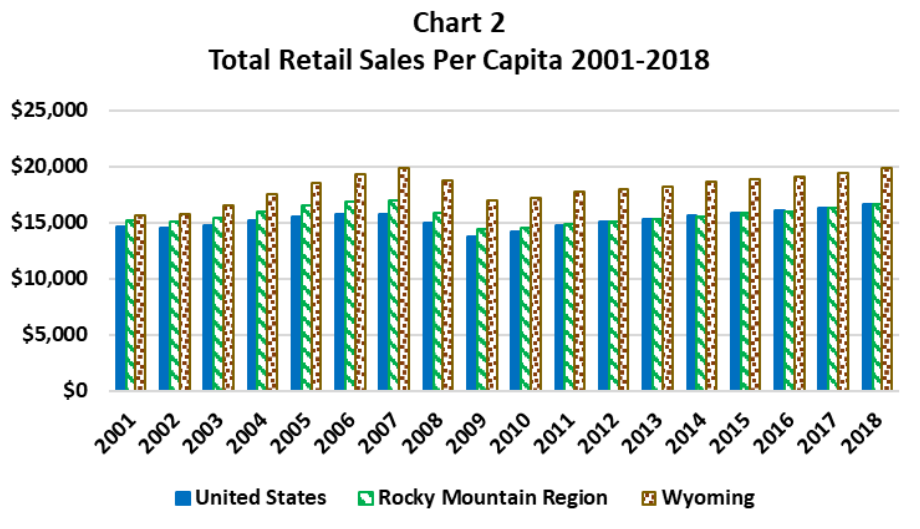
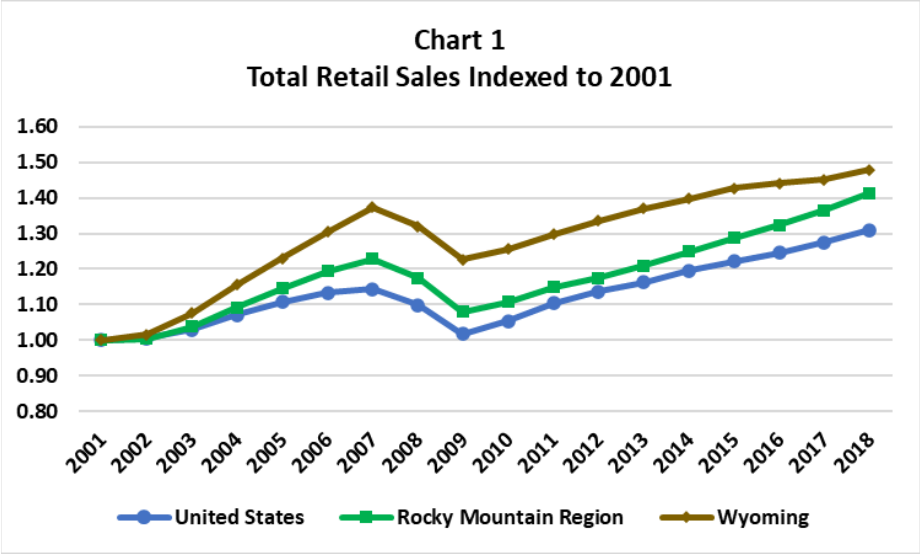
5 Potential retail sales represent an estimate of a region's sales level using national spending rates, adjusted by national and regional income levels.

6 Values are indexed to the base year, 2001. Each year's value is divided by its 2001 value to generate a percentage ratio. This ratio allows for comparison of regions of vastly different size, i.e., United States, Rocky Mountain Region, Wyoming, and Wyoming's 23 counties. All regions have a value of 100 percent in 2001. Each advancing year's index is a comparison to its starting value in 2001.

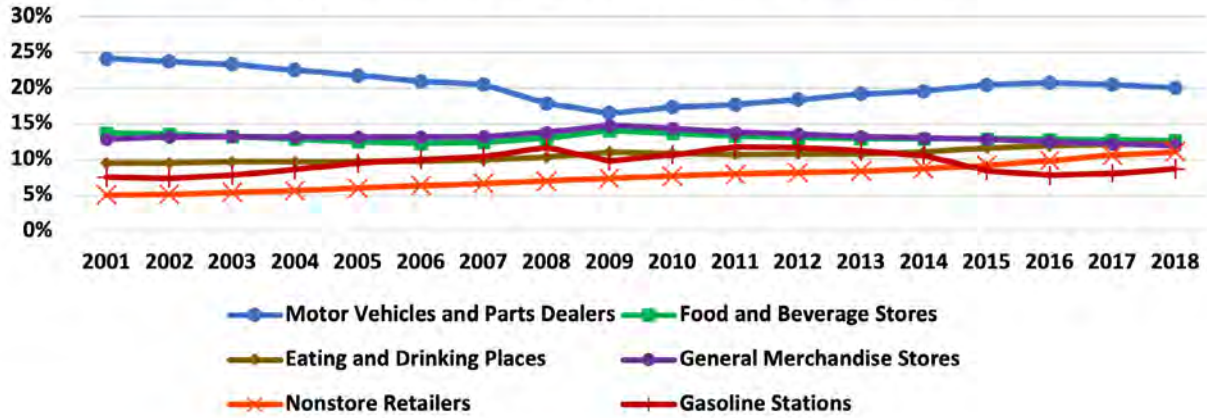
The Rocky Mountain Region’s minimum Total Retail Sales Index was 1.00, which occurred in 2001. Its maximum was 1.41, recorded in 2018. Its index was greater than that of the United States 16 times in the 18-year study.

Wyoming’s Total Retail Sales exceeded both the United States and the Rocky Mountain Region, as it grew by 48 percent from 2001 to 2018. Similar to the United States and the Rocky Mountain Region, its sales declined in two years (2008 and 2009). Its greatest increase was 7.5 percent in 2004, also similar to the Rocky Mountain Region. Its largest drop was -7.1 percent in 2009. Wyoming’s minimum Total Retail Sales Index was 1.00, which occurred in 2001. Its maximum was 1.48, recorded in 2018. Its index was greater than that of the United States and Rocky Mountain Region 17 times each.

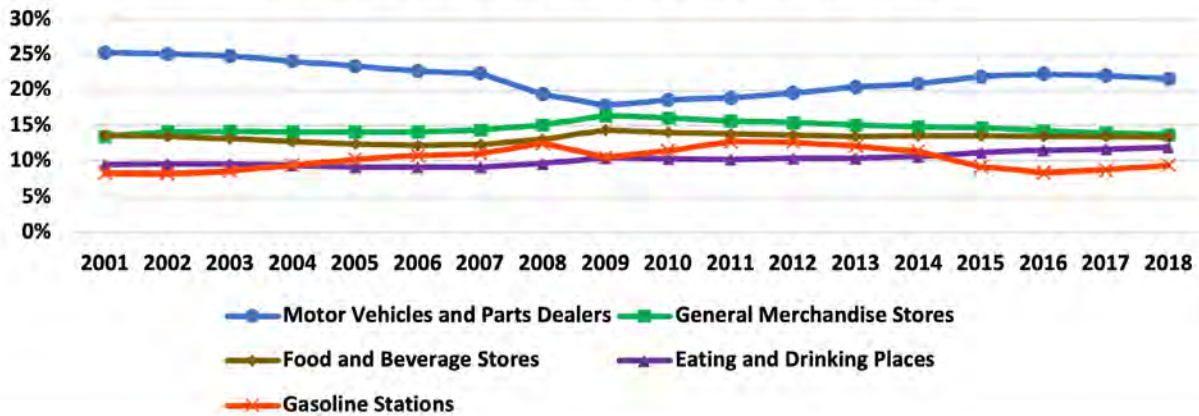
An analysis of Wyoming’s 23 counties shows a wide range of changes in Total Retail Sales, as shown in Table 1 and Map 1. Sublette County had the largest growth in Total Retail Sales in 2018, more than doubling in size since 2001. The next highest growth counties, which grew by at least 75 percent, were Campbell, Big Horn, Johnson, and Weston. Niobrara, Sweetwater, Hot Springs, Natrona, Laramie, and Lincoln Counties also grew more than the state of Wyoming’s index of 1.48. The remaining 11 counties grew less than the state rate. The least growth occurred in Goshen, Washakie, Albany, Crook, and Platte Counties. Overall, Platte County had the lowest Total Retail Sales Index; its 2001 and 2018 values were nearly the same.



**United States Chart 4
Top Retail Sales Categories as Ranked by 2018 Value**



**Rocky Mountain Region Chart 4
Top Retail Sales Categories as Ranked by 2018 Value**



**Wyoming Chart 4
Top Retail Sales Categories as Ranked by 2018 Value**

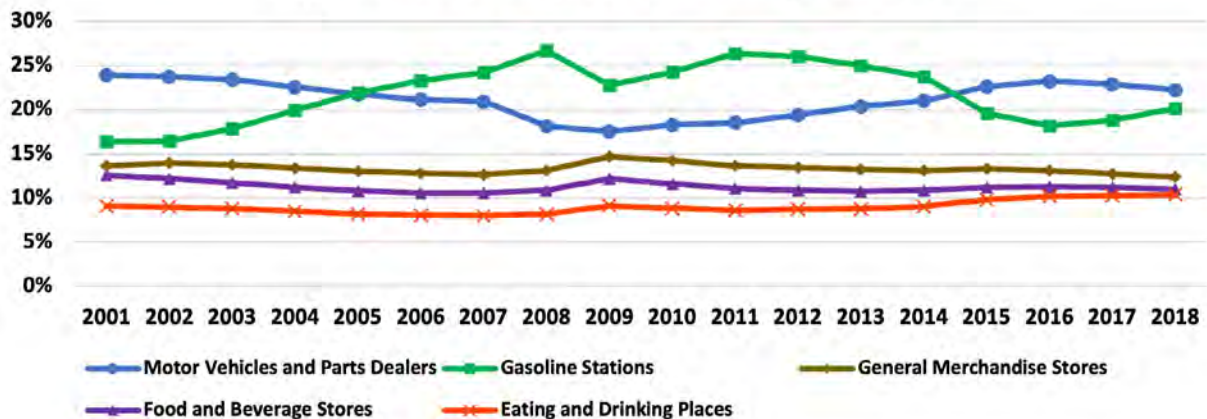


Chart 1 for each county shows its minimum and maximum Total Retail Sales Index and the year each occurred as well as its ranking relative to other counties. This chart also indicates how many times the county's index was greater than that of the United States, Rocky Mountain Region, and Wyoming.

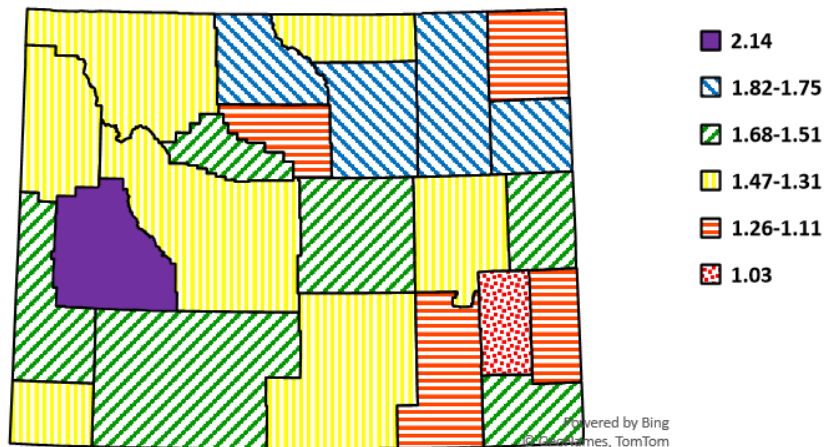
TOTAL RETAIL SALES PER CAPITA

The United States' minimum Total Retail Sales Per Capita (TRSPC) was \$13,804 in 2012-adjusted dollars. This occurred in 2009 (see Table 2 and Chart 2). Its maximum was \$16,657, recorded in 2018. The United States' TRSPC grew by 14.1 percent from 2001 to 2018. Of the 17 time periods of change, its TRSPC grew in 13 and declined in 4. The largest annual growth was 3.9 percent, recorded in 2011. Declines occurred in 2002, 2007, 2008, and 2009, with the largest drop reported in 2009 (-8.2%).

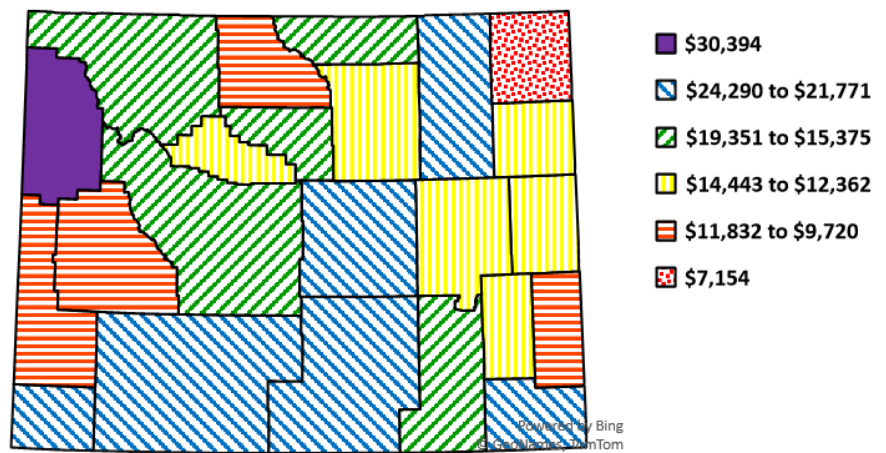
The Rocky Mountain Region's minimum Total Retail Sales Per Capita was \$14,373, which occurred in 2009. Its maximum was \$16,974, recorded in 2007. Its value was greater than that of the United States 11 times. In the Rocky Mountain Region, TRSPC grew by 8.8 percent from 2001 to 2018. Of the 17 time periods of change, TRSPC grew in 14 and declined in 3. The largest annual growth was 3.8 percent, recorded in 2004. The declines occurred in 2002, 2008, and 2009, with the largest drop reported in 2009 (-9.7%).

Wyoming's minimum Total Retail Sales Per Capita was \$15,663, which occurred in 2001. Its maximum was \$19,904, recorded in 2007. Its value was greater than that of the United States and Rocky Mountain Region in all 18 years. TRSPC

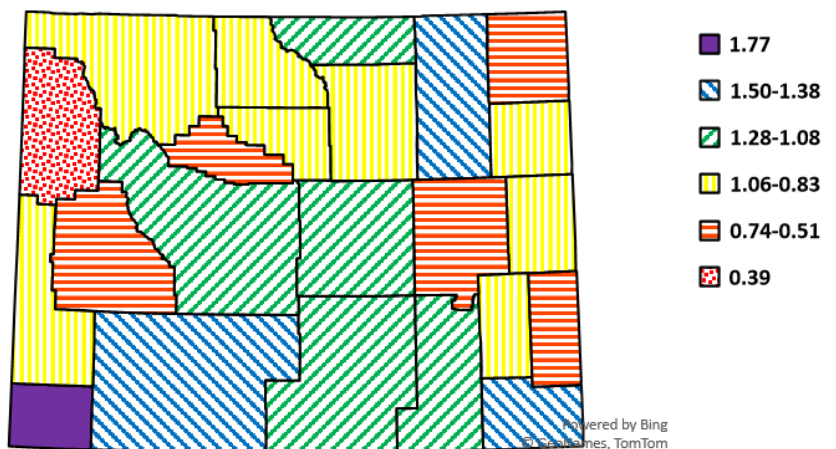
Map 1. Total Retail Sales in 2018 Indexed to 2001
Wyoming = 1.48



Map 2. Total Retail Sales Per Capita in 2018
Wyoming = \$19,832



Map 3. Percent Captured of Potential Total Retail Sales in 2018
Wyoming = 1.07



grew by 26.6 percent from 2001 to 2018. Of the 17 time periods of change, TRSPC grew in 15 and declined in 2. The largest annual growth was 6.3 percent, recorded in 2004. Declines occurred in 2008 and 2009, with the largest drop reported in 2009 (-9.4%).

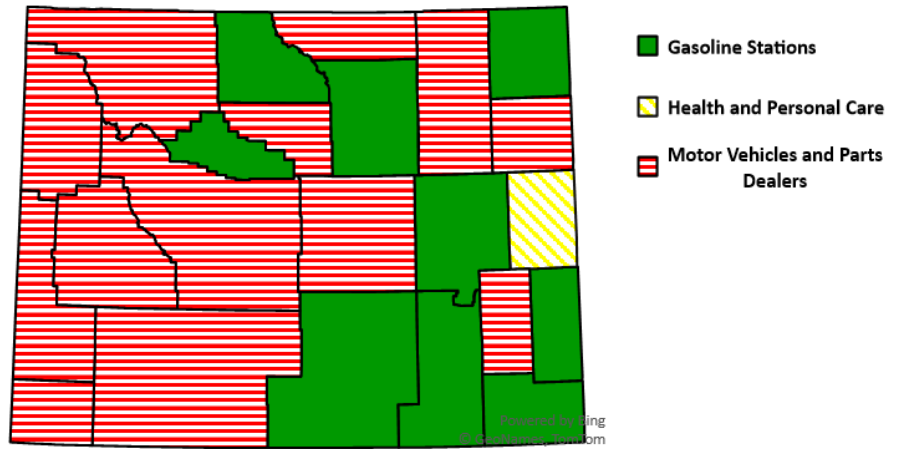
An analysis of 2018 retail sales data for Wyoming's 23 counties shows a significant level of variation in TRSPC. Teton County's Retail Sales Per Capita was the largest in the state, more than \$6,000 higher than the next closest county (see Table 2 and Map 2). The next six highest counties (Sweetwater, Laramie, Carbon, Natrona, Campbell, and Uinta) exceeded the state value of \$19,832. The remaining 16 counties recorded values below the state value. The lowest values were recorded in Lincoln, Sublette, Big Horn, Goshen, and Crook Counties. Crook County had the lowest value overall.

During the overall period (2001-2018), vast differences in TRSPC were observed among Wyoming's counties. Total Per Capita Retail Sales grew by more than 60 percent in Big Horn, Hot Springs, Niobrara, and Weston Counties. On the other side of the spectrum, Lincoln, Teton, Platte, and Albany Counties recorded the lowest rate of growth, increasing by less than 15 percent. The least favorable outcome occurred in Crook County, which experienced a 14.1 percent decline in TRSPC over the 18-year study.

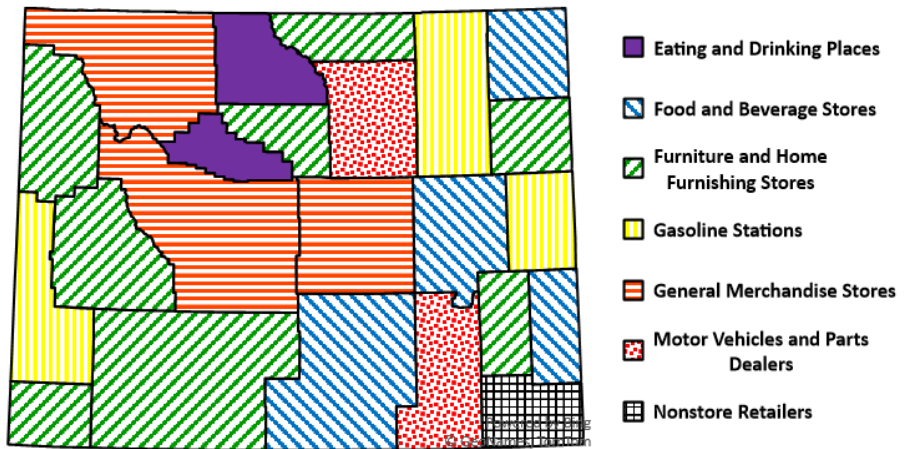
PERCENTAGE CAPTURED OF POTENTIAL TOTAL RETAIL SALES

To determine how well the Rocky Mountain Region, Wyoming, and Wyoming's 23 counties captured retail

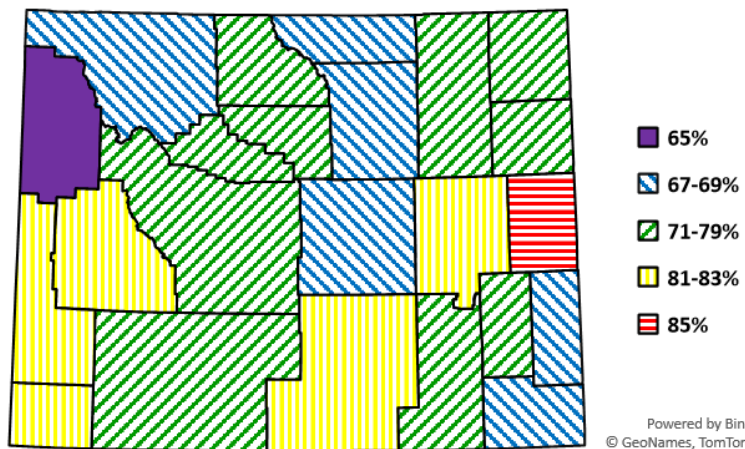
**Map 4. Top Retail Sales Category in 2018
WY = Motor Vehicles and Parts Dealers**



**Map 5. Second Highest Retail Sales Category in 2018
WY = Gasoline Stations**



**Map 6. Top Four Retail Sales Categories in 2018
as a Percent of Total Retail Sales, WY = 66%**



sales during the study period, each region's Potential Total Retail Sales was estimated and then divided by its actual Total Retail Sales. The Potential Total Retail Sales was calculated by multiplying the region's population by the United States' Total Retail Sales Per Capita. We then adjusted these sales by the region's Per Capita Income relative to Per Capita Income in the United States. This gives us the Potential Total Retail Sales for the region. We then divide the Potential Total Retail Sales by the actual Total Retail Sales to obtain the percentage captured ratio.

Figure 1 provides an example of this calculation for three hypothetical counties. First, the base region's numbers are reviewed: its population is 100,000 and its per capita personal income is \$20,000. Actual sales were \$1,500,000,000 and per capita sales were \$15,000. When the population count is multiplied by per capita sales, the result is \$1,500,000,000. As the base region, its income adjustment is 1.00. Its potential retail sales value is \$1,500,000,000, which is 100 percent of the actual sales.

Now, consider the individual counties. County A's population is 50,000 and its

per capita personal income is \$25,000. Actual sales were \$1,000,000,000 and its per capita sales were \$20,000. When the population is multiplied by the base region's per capita sales, the result is \$750,000,000. County A's income adjustment is 1.25 and yields potential sales of \$937,500,000, which is less than its actual sales. This means County A is capturing slightly more than its expected Potential Total Retail Sales (107%) and its retail sales are probably bringing in additional dollars to the local economy.

Moving on, County B's population is 25,000 and its per capita personal income is \$15,000. Actual sales were \$250,000,000 and per capita sales were \$10,000. When the population is multiplied by the base region's per capita sales, the result is \$375,000,000. County B's income adjustment is 0.75 and yields potential sales of \$281,250,000, which is more than its actual sales. This means County B is capturing less than its Potential Total Retail Sales (89%) and some retail sales are probably leaving the local economy.

Lastly, we have County C, with a population of 2,000 and per capita

personal income of \$10,000. Actual sales were \$14,000,000 and per capita sales were \$7,000. When the population is multiplied by the base region's per capita sales, the result is \$30,000,000. County B's income adjustment is 0.50 and yields potential sales of \$15,000,000, which is more than its actual sales. This means County C is capturing slightly less than its expected Potential Total Retail Sales (93%) and some retail sales are probably leaving the local economy.

In this study, the United States provides the baseline for the assessment of potential sales, both in terms of sales and per capita personal income. The United States value represents 100 percent of sales (see Table 3 and Chart 3). If other geographic units have values greater than 100 percent, it means that they have captured sales greater than the U.S. average. Values less than 100 percent indicate that the geographic unit recorded sales less than the U.S. average.

The Rocky Mountain Region's minimum Percent Captured of Potential Total Retail Sales was 104, recorded in 2018, and its maximum was 113, recorded in

Figure 1. Example of Percentage of Potential Sales Captured calculations.

Geographic Area	Population	Per Capita Income (PCI)	Actual Sales	Per Capita Sales (PCS)	Population times Base Region PCS	Income Adjustment	Potential Sales	Percent of Potential Sales Captured
Base Region	100,000	\$ 20,000	\$ 1.5 billion	\$ 15,000	\$ 1.5 billion	1.00	\$ 1.5 billion	100
County A	50,000	\$ 25,000	\$ 1 billion	20,000	\$ 750 million	1.25	\$ 937.5 million	107
County B	25,000	\$ 15,000	\$250 million	10,000	\$375 million	0.75	\$281.25 million	89
County C	2,000	\$ 10,000	\$ 14 million	7,000	\$ 30 million	0.50	\$ 15 million	93

Example of percentage of potential sales captured calculations.

2004. Its ratio of actual sales to potential sales was greater than the United States 18 times. Wyoming's minimum Percent Captured of Potential Total Retail Sales was 99, which occurred in 2014, and its maximum was 113, recorded in 2004. Its ratio was greater than the United States and Rocky Mountain Region 16 and 3 times, respectively.

Of Wyoming's 23 counties (Table 3 and Map 3), Uinta County had the largest Percent Captured of Potential Total Retail Sales in 2018. Its level of sales was 77 percent higher than the national rate, suggesting that it was a trade center bringing new dollars into the local economy. The next three highest counties—Laramie, Sweetwater, and

Campbell—also captured a sizeable percentage of potential retail sales. Counties capturing the smallest proportion included Converse, Goshen, Hot Springs, Sublette, Crook, and Teton Counties. It is likely that some of the residents' retail sales dollars are leaving these counties. Teton County's low rate is probably a function of its extremely high per capita income, which means residents have a great deal of money to potentially spend.

Evaluating the entire 18-year period (2001–2018) reveals a wide variety of results in Wyoming's 23 counties. Big Horn County's Percent Captured of Potential Total Retail Sales experienced the largest growth, increasing by

nearly two-thirds (65.5%). The next three highest growth counties were Weston (55.3%), Niobrara (41.8%), and Uinta (36.1%). The top four counties were followed by six counties that experienced more than 20 percent growth (Johnson, Campbell, Hot Springs, Sweetwater, Sublette, and Sheridan). Eight counties (Converse, Goshen, Park, Albany, Natrona, Platte, Crook, and Teton) experienced a decline in their Percent Captured of Potential Total Retail Sales over the 18-year period. The largest decline (-50.9%) happened in Teton County. Analysis and Charts for Individual Wyoming Counties.

ALBANY COUNTY

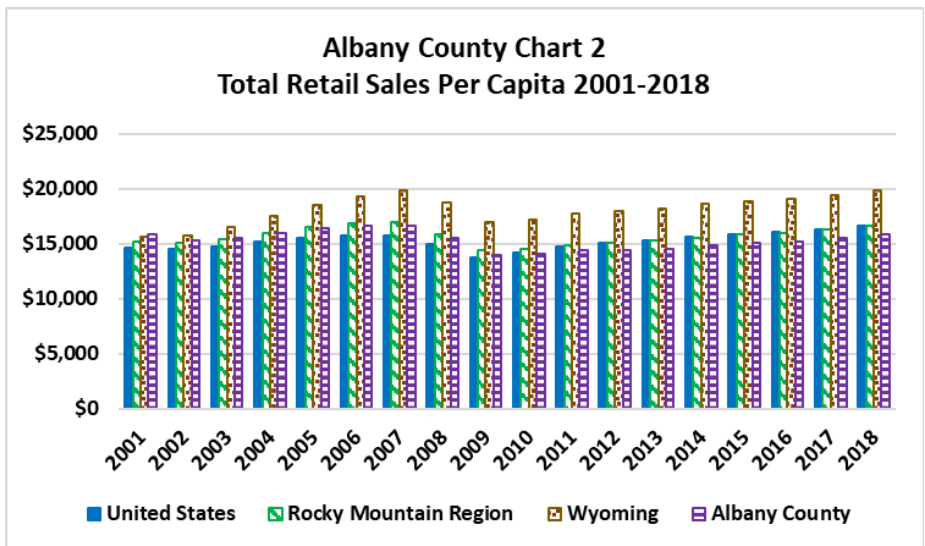
Albany County’s minimum Total Retail Sales Index was 0.97, which occurred in 2009. Its maximum was 1.19, recorded in 2018. Its Total Retail Sales Index was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Albany County’s highest Total Retail Sales ranking was seventeenth, recorded in 2002. Its lowest ranking was 22, which occurred 7 times, most recently in 2010.

Albany County’s minimum Total Retail Sales Per Capita was \$13,982, which occurred in 2009, and its maximum was \$16,678, recorded in 2007. Its value was greater than that of the United States, Rocky Mountain Region, and Wyoming 9, 4, and 1 time (s), respectively. A comparison of Wyoming counties shows that Albany County’s highest per capita retail sales ranking was eighth, recorded in 2001. Its lowest ranking was eleventh, which occurred 13 times, most recently in 2018.

Albany County’s minimum Percent Captured of Potential Total Retail Sales was 110, which occurred in 2012. Its maximum was 134, recorded in 2006. The county’s ratio of actual retail sales to potential sales was greater than that of the United States, Rocky Mountain Region, and Wyoming throughout the entire study. A comparison of Wyoming counties shows that Albany County’s highest Percent Captured of Potential Total Retail Sales ranking was fifth, which occurred 6 times, most recently in 2014. Its lowest ranking was eighth, which occurred twice, most recently in 2004.



Albany County 2001–2018 total retail sales indexed to 2001.

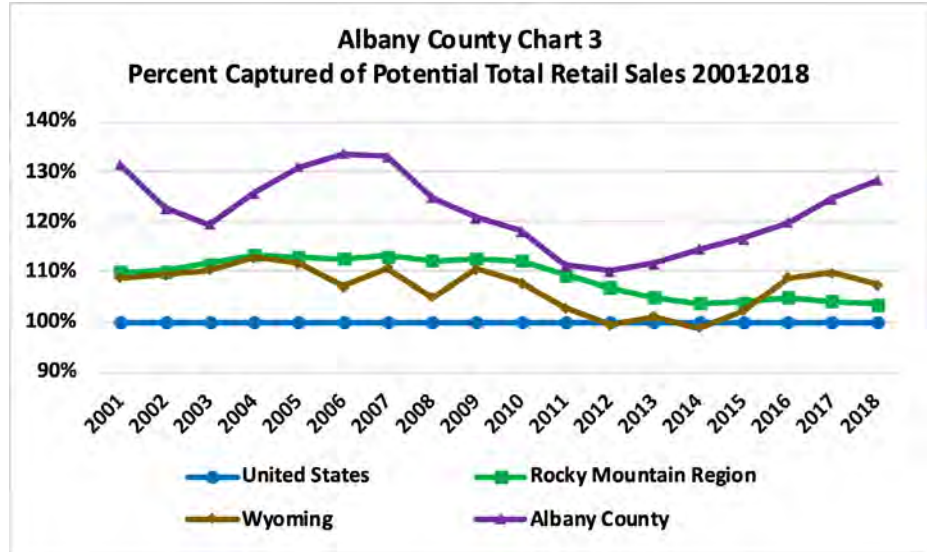


Albany County total retail sales per capita 2001–2018.

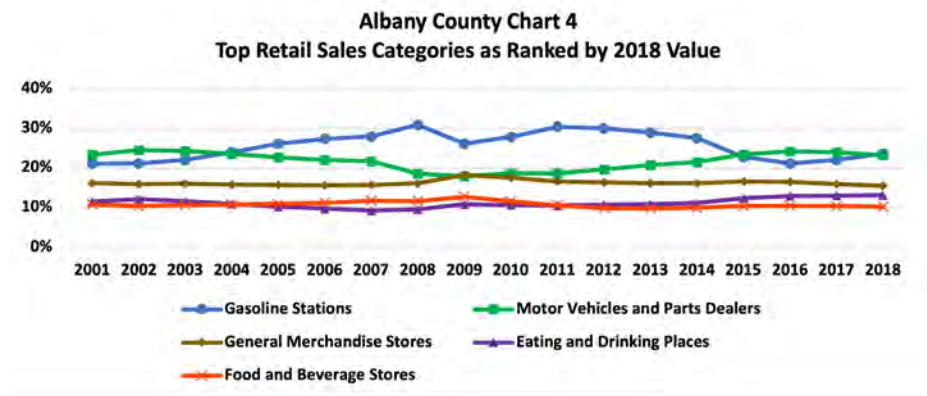
In Albany County, five retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top five categories accounted for 85 percent of all retail sales in Albany County.

Gasoline Stations retail sales ranked #1 in 2018, the category’s highest ranking. Its lowest ranking was second, which occurred 6 times, most recently in 2017. Motor Vehicles and Parts Dealers ranked second for retail sales in 2018. Its highest ranking was first, which occurred 6 times, most recently in 2017. Its lowest ranking was third, recorded in 2009. General Merchandise Stores ranked third in 2018, its lowest ranking. Its highest ranking was second, recorded in 2009. The Eating and Drinking Places category ranked fourth in 2018, its highest ranking. Its lowest ranking was fifth, which occurred 7 times, most recently in 2011. Food and Beverage Stores retail sales ranked fifth in 2018, its lowest ranking. Its highest ranking was fourth, recorded 7 times, most recently in 2011.

In Albany County, the category with the maximum total increase from 2001 to 2018 was Eating and Drinking Places, which grew by 35 percent. The category with the minimum total change was Food and Beverage Stores, which increased by 13 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 14 percent from 2003–2004. The category with the minimum annual change was also Gasoline Stations, which changed by -22 percent from 2008–2009.



Albany County percent of potential total retail sales captured, 2001–2018.



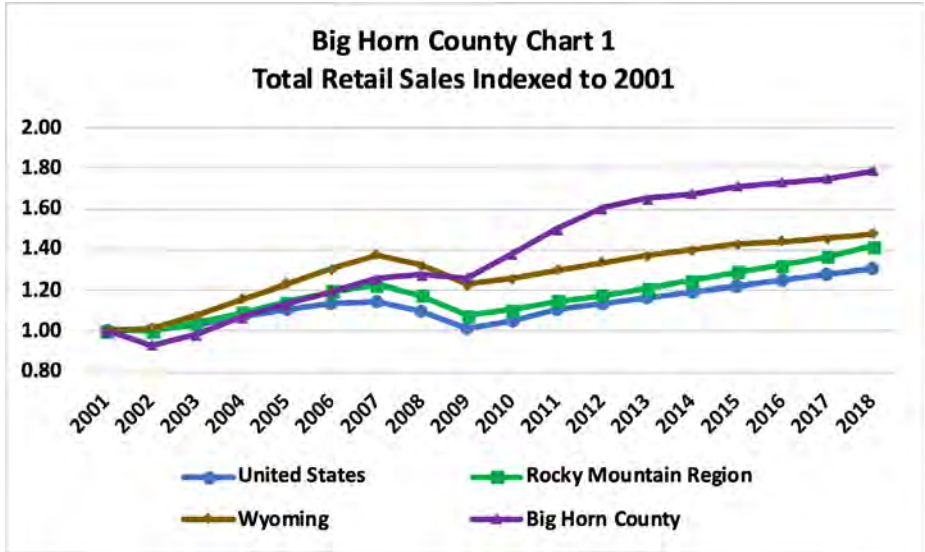
Albany County 2018 top retail sales categories.

BIG HORN COUNTY

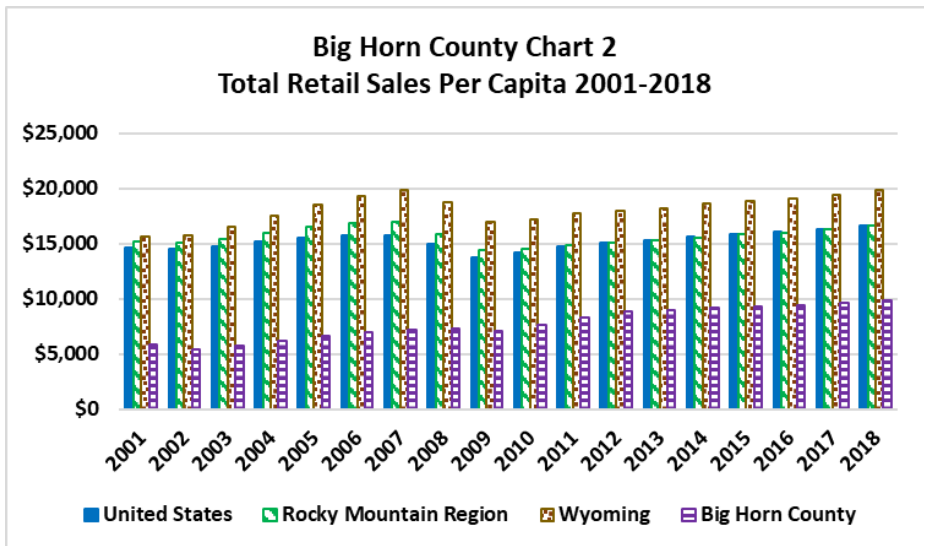
Big Horn County's minimum Total Retail Sales Index was 0.93, which occurred in 2002. Its maximum was 1.79, recorded in 2018. Its Total Retail Sales Index was greater than that of the United States, Rocky Mountain Region, and Wyoming 14, 13, and 10 times, respectively. A comparison of Wyoming counties shows that Big Horn County's highest Total Retail Sales ranking was third, which occurred 3 times, most recently in 2018. Its lowest ranking was twenty-third, which occurred twice, most recently in 2003.

Big Horn County's minimum Total Retail Sales Per Capita was \$5,430, which occurred in 2002. Its maximum was \$9,821, recorded in 2018. During the study period, the county's per capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Big Horn County's highest Total Retail Sales Per Capita ranking was twenty-first, which occurred 7 times, most recently in 2018. Its lowest ranking was twenty-third, which occurred 9 times, most recently in 2009.

Big Horn County's minimum Percent Captured of Potential Total Retail Sales was 51, which occurred in 2002. Its maximum was 87, recorded in 2018. The county's ratio of actual retail sales to potential sales was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Big Horn County's highest Percent



Captured of Potential Total Retail Sales accounted for 80 percent of all retail



ranking was fifteenth, which occurred twice, most recently in 2018. Its lowest ranking was twenty-third, which occurred 4 times, most recently in 2005.

In Big Horn County, six⁷ retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. The top five categories

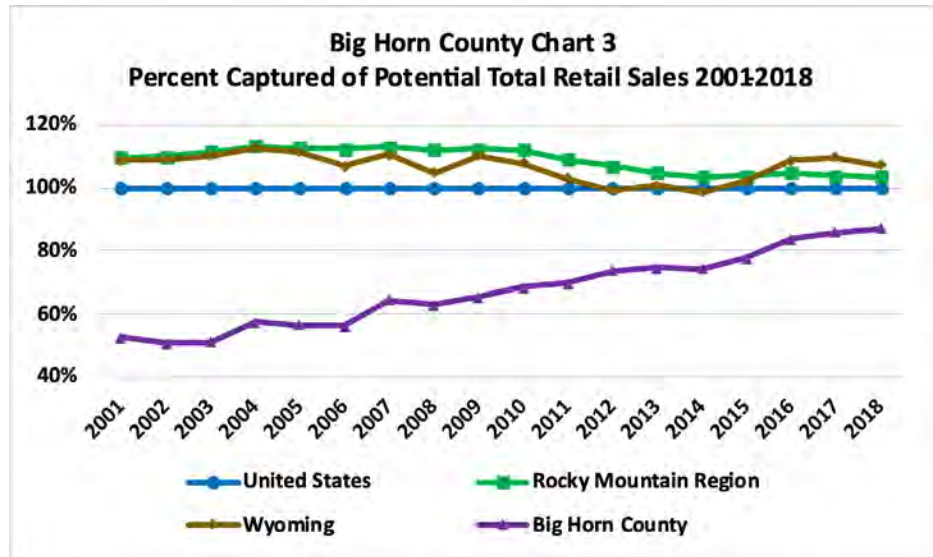
sales in Big Horn County.

Gasoline Stations retail sales ranked #1 in 2018, a rank it maintained throughout the entire study period. Eating and Drinking Places ranked second in 2018, its highest ranking. The category's lowest ranking was sixth, which occurred 2 times, most recently

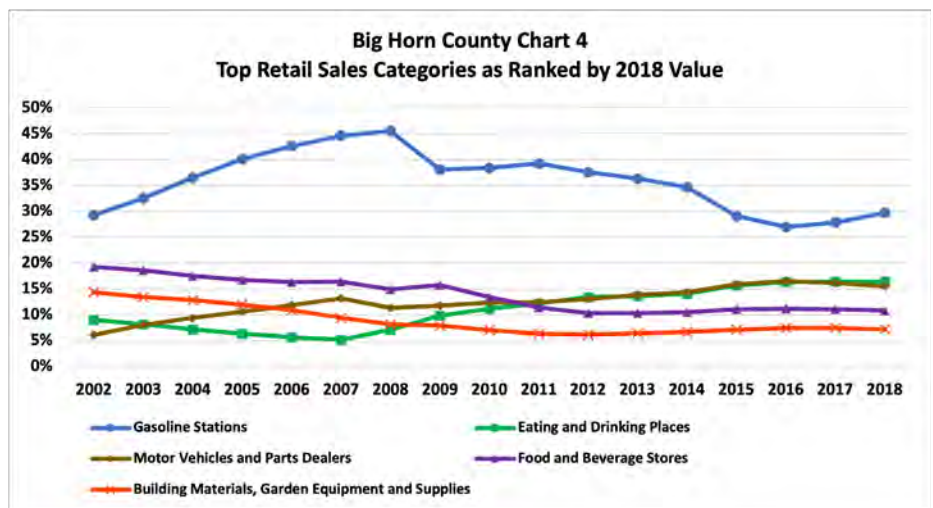
⁷ Nonstore Retailers had one year contributing a minimum of 10 percent, but ranked seventh in 2018 and is not shown on the graph.

in 2007. Motor Vehicles and Parts Dealers retail sales ranked third in 2018. Its highest ranking was second, which occurred 5 times, most recently in 2016. Its lowest ranking was sixth, which occurred 2 times, most recently in 2003. Food and Beverage Stores ranked fourth for retail sales in 2018, its lowest ranking. Its highest ranking was second, recorded 10 times, most recently in 2010. Building Materials, Garden Equipment and Supplies ranked fifth in 2018, its lowest ranking. Its highest ranking was third, which occurred 5 times, most recently in 2005.

In Big Horn County, the category with the maximum total increase from 2001 to 2018 was Eating and Drinking Places, which grew by 238 percent. The category with the minimum total change was Nonstore Retailers, which changed by -30 percent. The category with the maximum annual change over this 18-year period was Nonstore Retailers, which increased by 76 percent from 2007-2008. The category with the minimum annual change was Nonstore Retailers, which changed by -71 percent from 2006-2007.



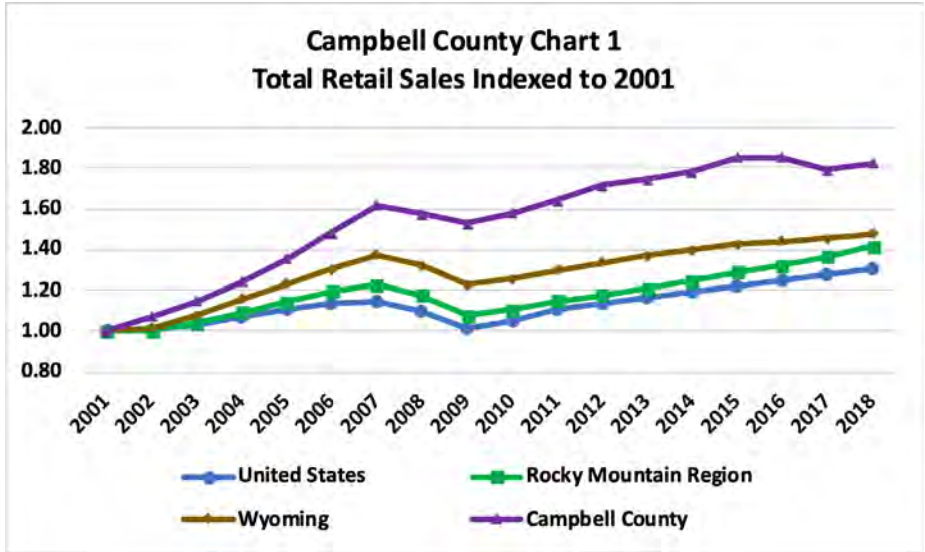
Big Horn County percent of potential total retail sales captured, 2001-2018.



Big Horn County 2018 top retail sales categories.

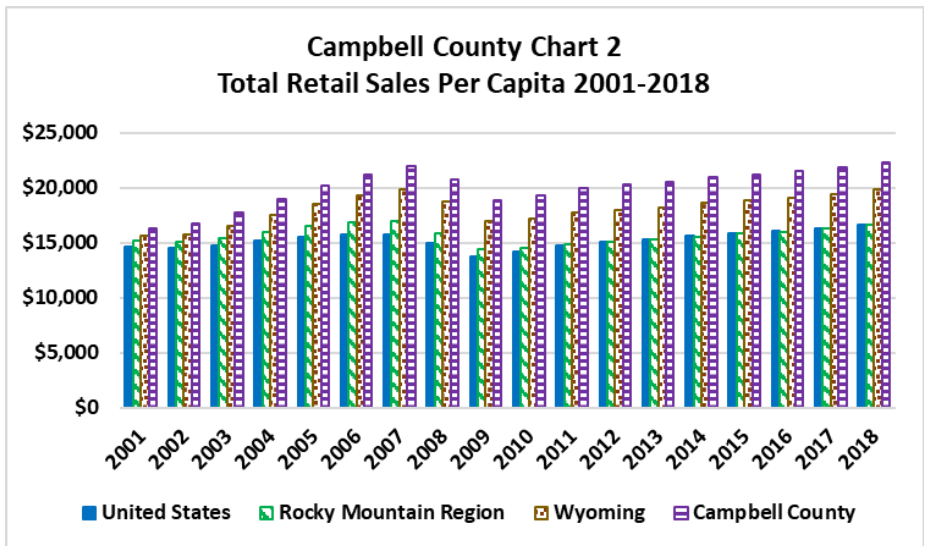
CAMPBELL COUNTY

Campbell County’s minimum Total Retail Sales Index was 1.00, which occurred in 2001. Its maximum was 1.86, recorded in 2016. During the study period, its index was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Campbell County’s highest Total Retail Sales ranking was first, which occurred in 2002. Its lowest ranking was fourth, recorded 3 times, most recently in 2007.



Campbell County total retail sales 2001–2018 indexed to 2001.

Campbell County’s minimum Total Retail Sales Per Capita was \$16,280, which occurred in 2001. Its maximum was \$22,341, recorded in 2018. During the study period, the county’s minimum per capita retail sales value was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Campbell County’s highest Per Capita Retail Sales ranking was fifth, which occurred twice, most recently in 2002. Its lowest ranking was seventh, which occurred 6 times, most recently in 2010.



Campbell County total retail sales per capita 2001–2018.

Campbell County’s minimum Percent Captured of Potential Total Retail Sales was 101, which occurred in 2011. Its maximum was 143, recorded in 2016. The county’s ratio of actual retail sales to potential sales was greater than that of the United States, Rocky Mountain Region, and Wyoming 18, 15, and 16 times, respectively. A comparison of Wyoming counties shows that Campbell County’s highest Percent Captured of

Potential Total Retail Sales ranking was fourth, which occurred 3 times, most recently in 2018. Its lowest ranking was tenth, which occurred in 2011.

In Campbell County, five⁸ retail sales categories contributed a minimum of 10 percent annually in at least one year

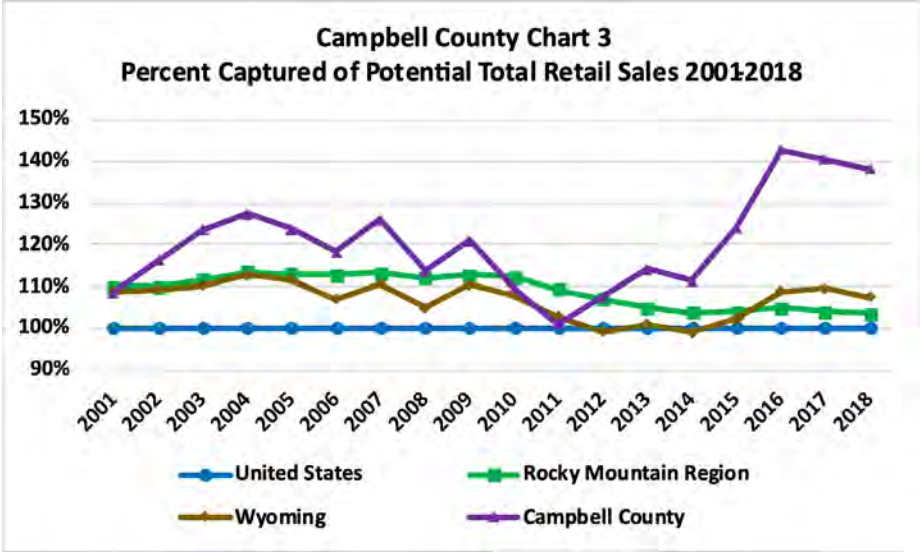
from 2001–2018. The six categories shown on the chart accounted for 88 percent of all retail sales in Campbell County.

Motor Vehicles and Parts Dealers retail sales ranked #1 in 2018, its highest ranking. Its lowest ranking was second,

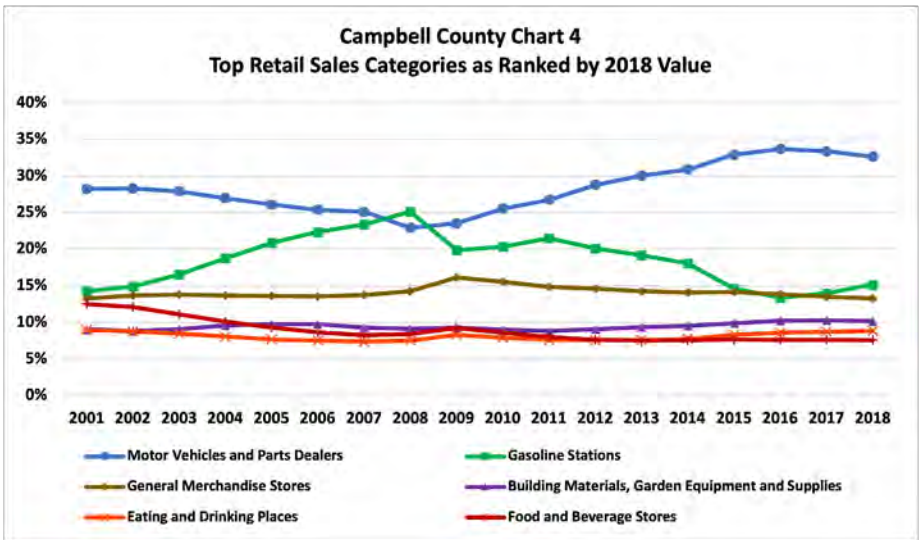
8 Eating and Drinking Places never had a year contributing a minimum of 10 percent, but ranked fifth in 2018, as shown on the graph.

which occurred in 2008. Gasoline Stations ranked second in 2018. Its highest ranking was first, recorded in 2008. Its lowest ranking was third, which occurred in 2016. General Merchandise Stores retail sales ranked third in 2018, its lowest ranking. Its highest ranking was second, recorded in 2016. Building Materials, Garden Equipment and Supplies retail sales ranked fourth in 2018, its highest ranking. Its lowest ranking was fifth, which occurred 4 times, most recently in 2004. The Eating and Drinking Places category ranked fifth in 2018, its highest ranking. Its lowest ranking was sixth, recorded 12 times, most recently in 2012. Food and Beverage Stores ranked sixth in 2018, its lowest ranking. Its highest ranking was fourth, which occurred 4 times, most recently in 2004.

In Campbell County, the category with the maximum total increase from 2001 to 2018 was Motor Vehicles and Parts Dealers, which grew by 111 percent. The category with the minimum total change was Food and Beverage Stores, which changed by 10 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 23 percent from 2003-2004. The category with the minimum annual change was also Gasoline Stations, which changed by -23 percent from 2008-2009.



Campbell County total retail sales per capita 2001-2018.



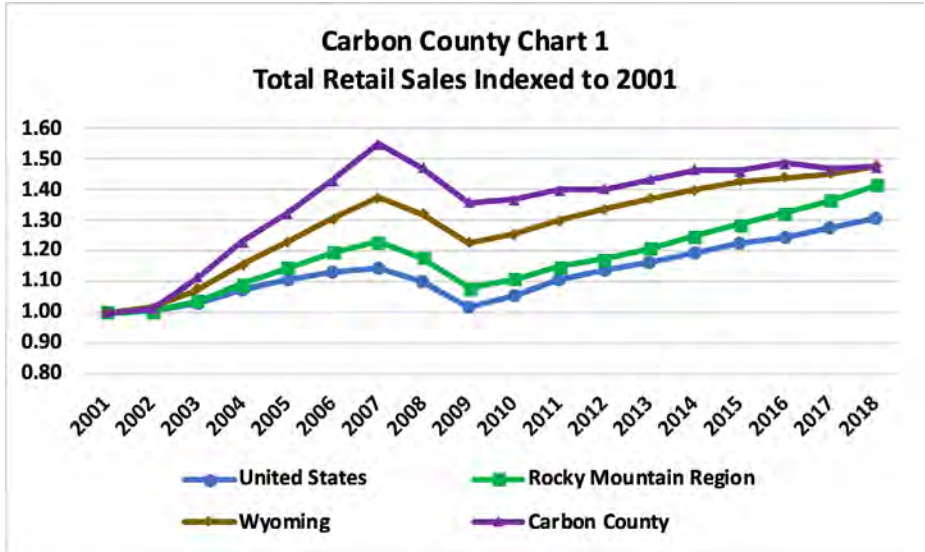
Campbell County 2018 top retail sales categories.

CARBON COUNTY

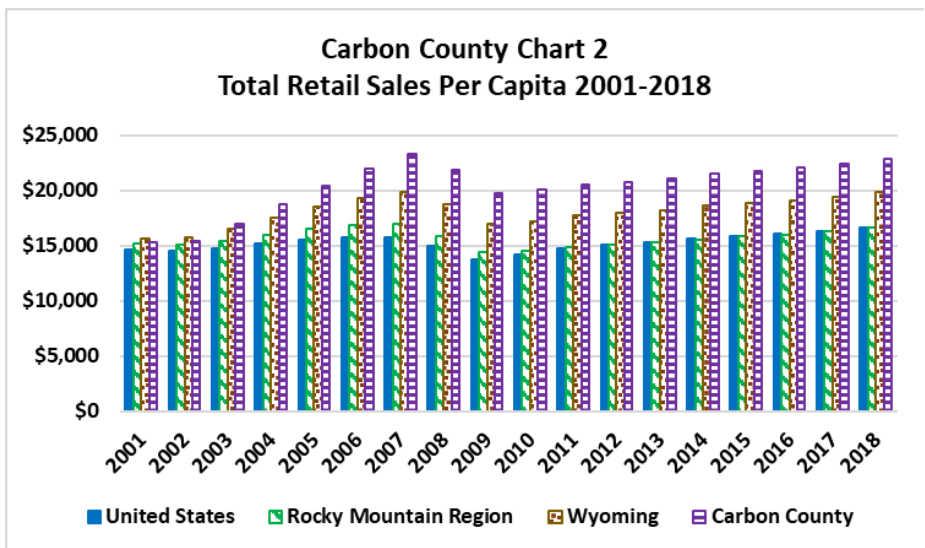
Carbon County's minimum Total Retail Sales Index was 1.00, which occurred in 2001, the base year. Its maximum was 1.55, recorded in 2007. Its index was greater than that of the United States, Rocky Mountain Region, and Wyoming 17, 17, and 15 times, respectively. A comparison of Wyoming counties shows that Carbon County's highest Total Retail Sales ranking was fifth, which occurred 5 times, most recently in 2007. Its lowest ranking was twelfth, recorded in 2018.

Carbon County's minimum Total Retail Sales Per Capita was \$15,304, which occurred in 2001. Its maximum was \$23,298, recorded in 2007. The county's Per Capita Retail Sales value was greater than that of the United States, Rocky Mountain Region, and Wyoming 18, 18, and 16 times, respectively. A comparison of Wyoming counties shows that Carbon County's highest per capita retail sales ranking was fourth, which occurred 12 times, most recently in 2018. Its lowest ranking was ninth, which occurred in 2001.

Carbon County's minimum Percent Captured of Potential Total Retail Sales was 126, which occurred in 2001. Its maximum was 151, recorded in 2009. The county's ratio of actual retail sales to potential sales was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Carbon County's highest Percent Captured of Potential Total Retail Sales ranking was first, which occurred 2 times, most recently in 2010. Its lowest ranking was fifth, which occurred 3 times, most recently in 2018.



Carbon County 2001–2018 total retail sales indexed to 2001.



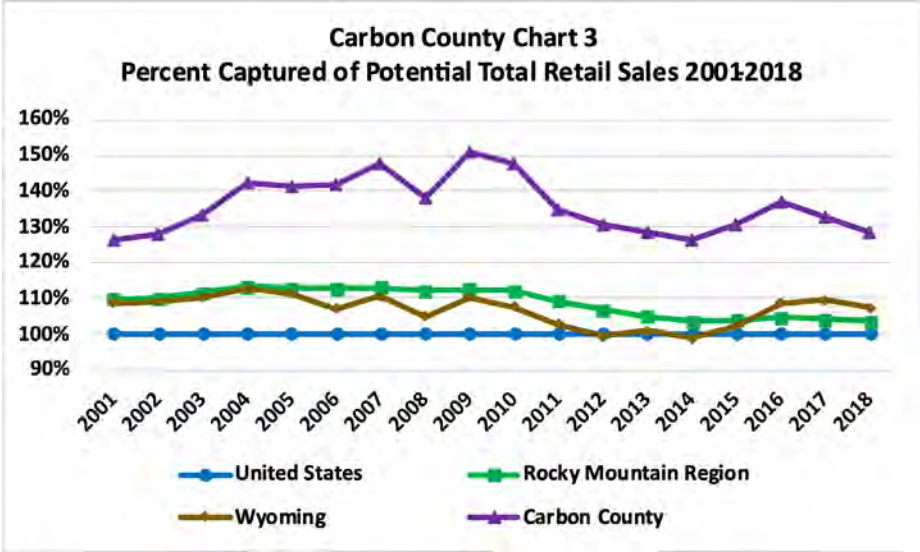
Carbon County total retail sales per capita 2001–2018.

In Carbon County, four retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top four categories accounted for 82 percent of all retail sales in Carbon County.

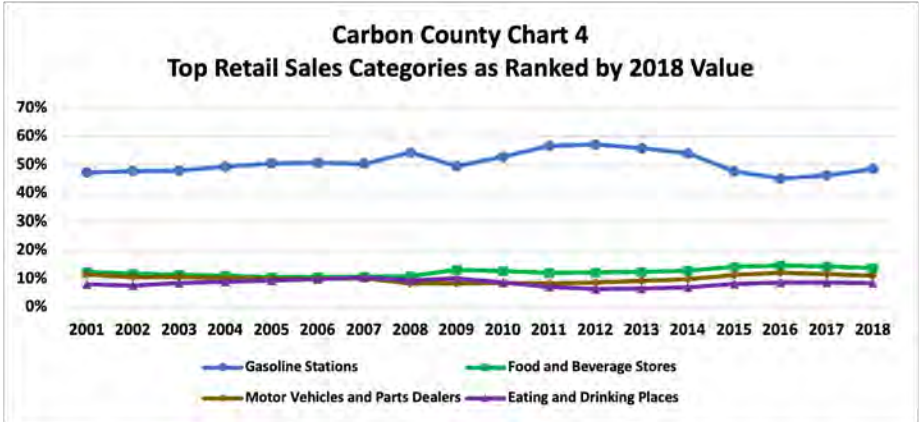
Of these, Gasoline Stations retail sales ranked #1 in 2018, a rank it maintained throughout the entire study period. Food and Beverage Stores ranked

second for retail sales in 2018, a rank it maintained throughout the entire study period. The Motor Vehicles and Parts Dealers category ranked third in 2018, its highest ranking. Its lowest ranking was fourth, which occurred 4 times, most recently in 2010. Eating and Drinking Places retail sales ranked fourth in 2018, its lowest ranking. Its highest ranking was third, recorded 4 times, most recently in 2010.

In Carbon County, the category with the maximum total increase from 2001 to 2018 was Food and Beverage Stores, which grew by 64 percent. The category with the minimum total change was Motor Vehicles and Parts Dealers, which changed by 41 percent. The category with the maximum annual change over this 18-year period was Eating and Drinking Places, which increased by 23 percent from 2002–2003. The category with the minimum annual change was Motor Vehicles and Parts Dealers, which changed by -22 percent from 2007–2008.



Carbon County percent of potential total retail sales captured, 2001–2018.



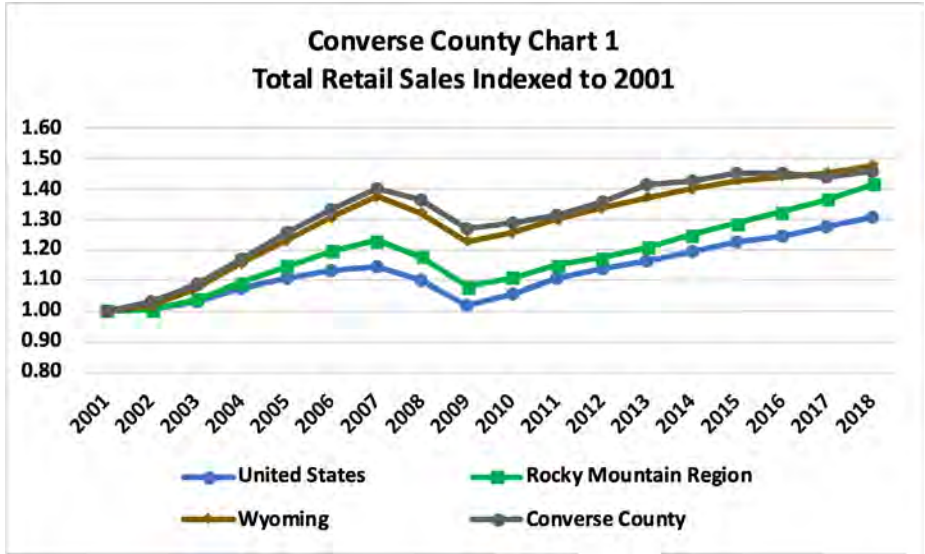
Carbon County 2018 top retail sales categories.

CONVERSE COUNTY

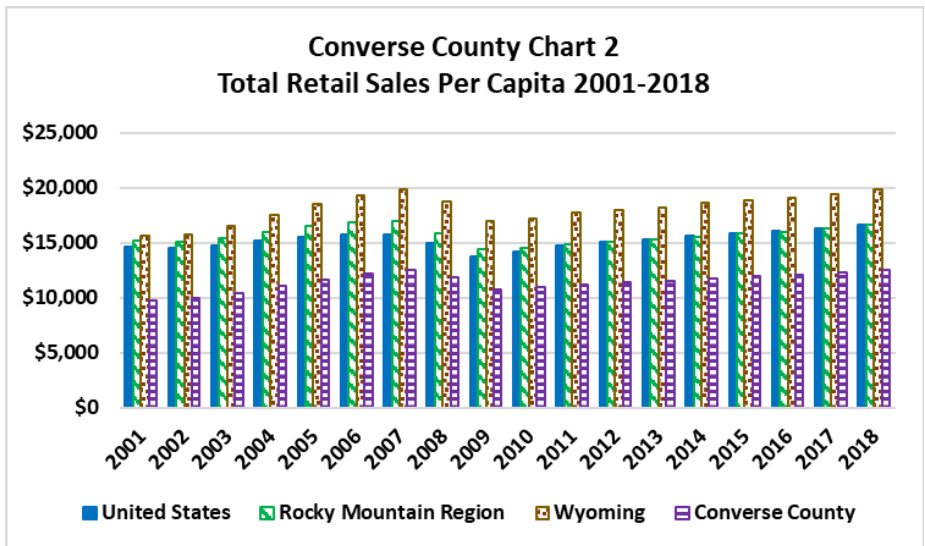
Converse County's minimum Total Retail Sales Index was 1.00, which occurred in 2001. Its maximum was 1.46, recorded in 2018. The county's Total Retail Sales Index was greater than that of the United States, Rocky Mountain Region, and Wyoming 17, 17, and 15 times, respectively. A comparison of Wyoming counties shows that Converse County's highest Total Retail Sales ranking was fourth, which occurred in 2002. Its lowest ranking was thirteenth, which occurred 4 times, most recently in 2018.

Converse County's minimum Total Retail Sales Per Capita was \$9,780, which occurred in 2001. Its maximum was \$12,561, recorded in 2007. During the study period, the county's per capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Converse County's highest Per Capita Retail Sales ranking was fifteenth, which occurred 8 times, most recently in 2008. Its lowest ranking was seventeenth, which occurred 7 times, most recently in 2018.

Converse County's minimum Percent Captured of Potential Total Retail Sales was 69, which occurred in 2014. Its maximum was 85, recorded in 2007. The county's ratio of actual retail sales to potential sales was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Converse County's highest Percent Captured of Potential Total Retail Sales ranking was fourteenth, which occurred in 2002. Its lowest ranking was



Converse County 2001–2018 total retail sales indexed to 2001.



Converse County total retail sales per capita 2001–2018.

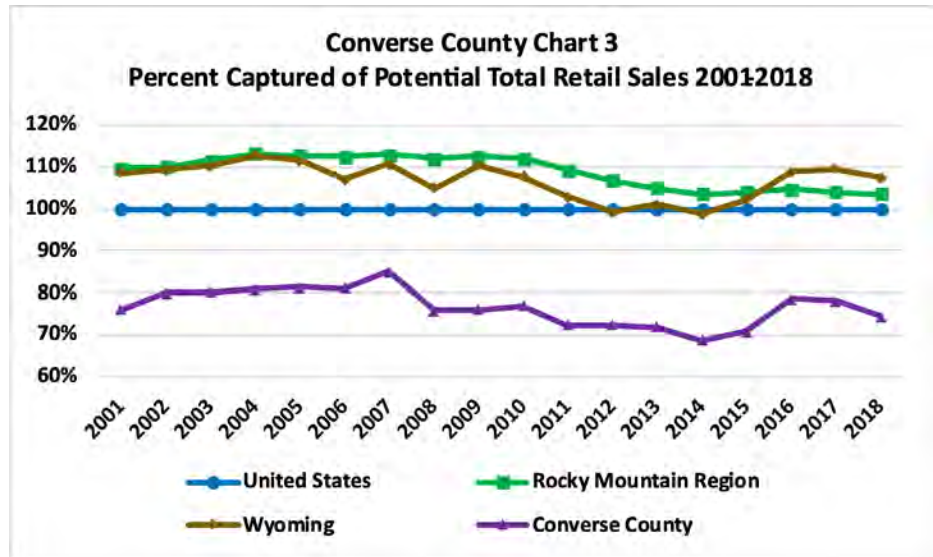
nineteenth, which occurred 4 times, most recently in 2014.

In Converse County, five retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top five categories accounted for 88 percent of all retail sales in Converse County.

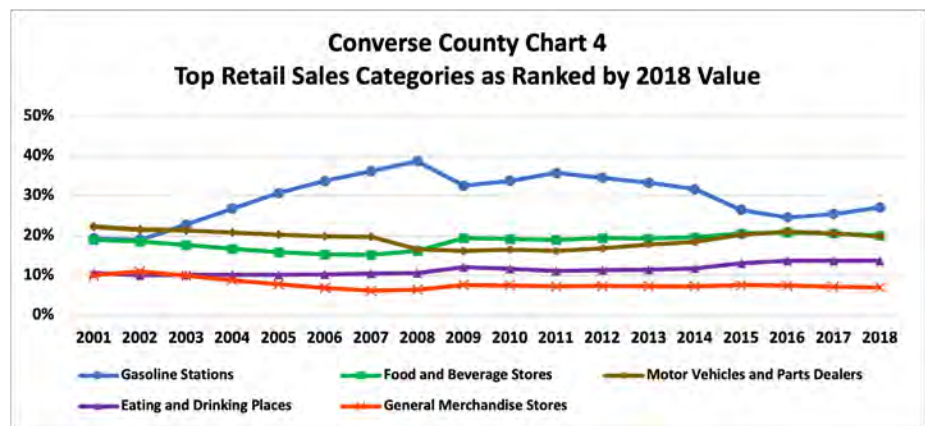
Of these, Gasoline Stations retail sales ranked #1 in 2018, its highest ranking. Its lowest ranking was second, which occurred 2 times, most recently in 2002. Food and Beverage Stores retail sales ranked second in 2018, its highest ranking. Its lowest ranking was third, which occurred 10 times, most recently in 2017. Motor Vehicles and Parts Dealers ranked third for retail sales in 2018, its lowest ranking. Its highest

ranking was first, which occurred 2 times, most recently in 2002. Eating and Drinking Places ranked fourth in 2018, its highest ranking. Its lowest ranking was fifth, recorded in 2002. General Merchandise Stores retail sales ranked fifth in 2018, its lowest ranking. It held this rank 17 times. Its highest ranking was fourth, which occurred only 1 time (in 2002).

In Converse County, the category with the maximum total increase from 2001 to 2018 was Gasoline Stations, which grew by 104 percent. The category with the minimum total change was General Merchandise Stores, which changed by 1 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 27 percent from 2003–2004. The category with the minimum annual change was Gasoline Stations, which changed by -22 percent from 2008–2009.



Converse County percent of potential total retail sales captured, 2001–2018.



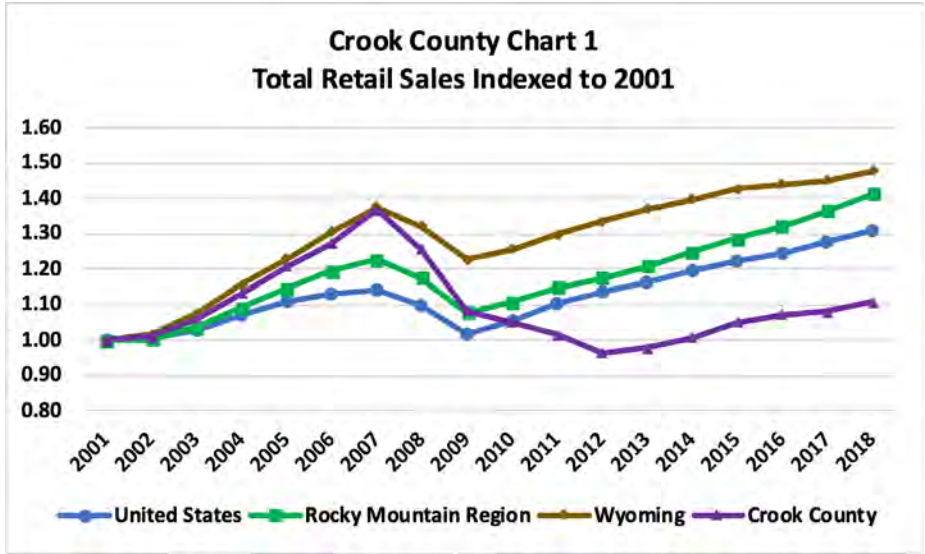
Converse County 2018 top retail sales categories.

CROOK COUNTY

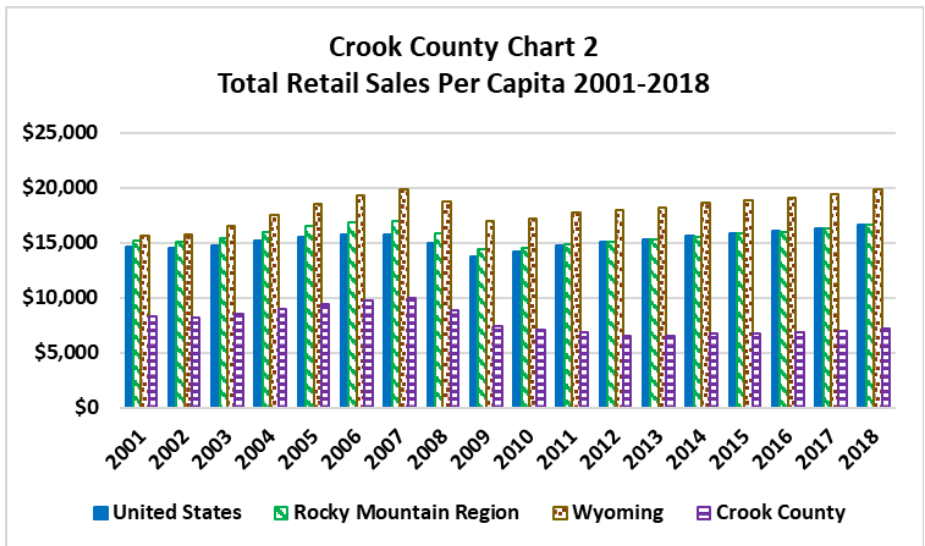
Crook County’s minimum Total Retail Sales Index was 0.96, which occurred in 2012. Its maximum was 1.37, recorded in 2007. The county’s Total Retail Sales Index was greater than that of the United States and Rocky Mountain Region eight times each. It was never higher than Wyoming’s index value. A comparison of Wyoming counties shows that Crook County’s highest Total Retail Sales ranking was twelfth, which occurred 2 times, most recently in 2003. Its lowest ranking was twenty-second, which occurred 8 times, most recently in 2018.

Crook County’s minimum Total Retail Sales Per Capita was \$6,489, which occurred in 2012. Its maximum was \$9,941, recorded in 2007. The county’s per capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Crook County’s highest Total Retail Sales Per Capita ranking was nineteenth, recorded 2 times, most recently in 2002. Its lowest ranking was twenty-third, which occurred 9 times, most recently in 2018.

Crook County’s minimum Percent Captured of Potential Total Retail Sales was 42, which occurred in 2013. Its maximum was 69, recorded in 2007. The county’s ratio of actual retail sales to potential sales was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Crook County’s highest Percent Captured of Potential Total Retail Sales ranking was seventeenth, which occurred 2 times, most recently in 2003.



Crook County 2001–2018 total retail sales indexed to 2001.



Crook County total retail sales per capita 2001–2018.

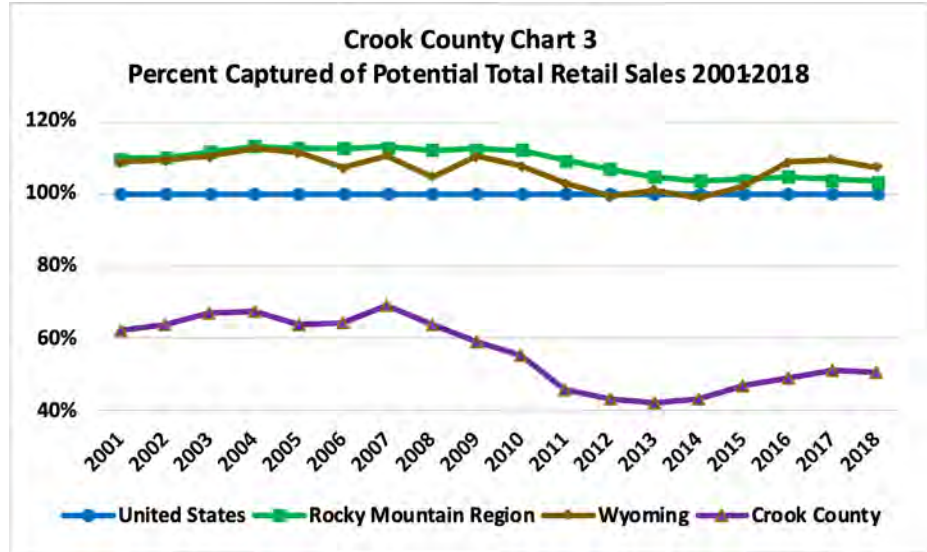
Its lowest ranking was twenty-third, which occurred 2 times, most recently in 2013.

In Crook County, four retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top four categories accounted for 75 percent of all retail sales in Crook County.

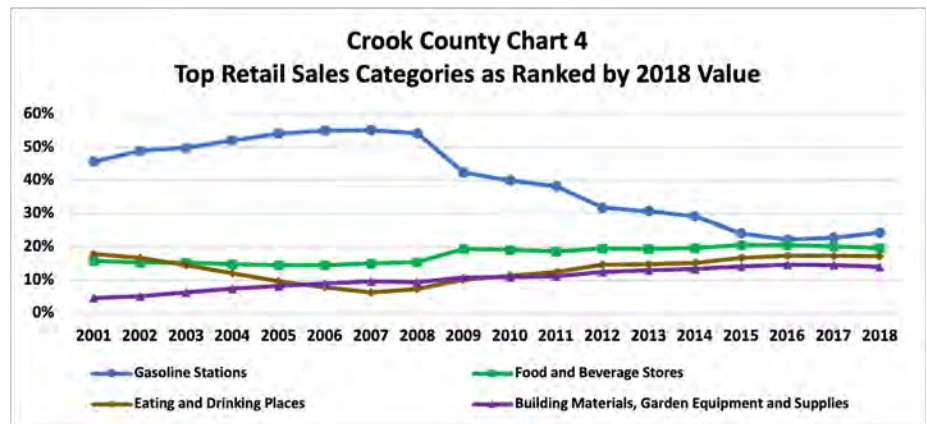
Of these, Gasoline Stations retail sales ranked #1 in 2018, a rank it maintained throughout the entire study. Food and Beverage Stores ranked second for retail sales in 2018, its highest ranking. Its lowest ranking was third, which occurred 2 times, most recently in 2002. Eating and Drinking Places category ranked third in 2018. Its highest ranking was second, recorded 2 times, most recently in 2002. Its lowest ranking was

fourth, which occurred 4 times, most recently in 2009. Building Materials, Garden Equipment and Supplies retail sales ranked fourth in 2018. Its highest ranking was third, which occurred 4 times, most recently in 2009. Its lowest ranking was sixth, recorded in 2001.

In Crook County, the category with the maximum total increase from 2001 to 2018 was Building Materials, Garden Equipment and Supplies, which grew by 241 percent. The category with the minimum total change was Gasoline Stations, which changed by -41 percent. The category with the maximum annual change over this 18-year period was Building Materials, Garden Equipment and Supplies, which increased by 29 percent from 2002–2003. The category with the minimum annual change was Gasoline Stations, which changed by -33 percent from 2008–2009.



Crook County percent of potential total retail sales captured, 2001–2018.



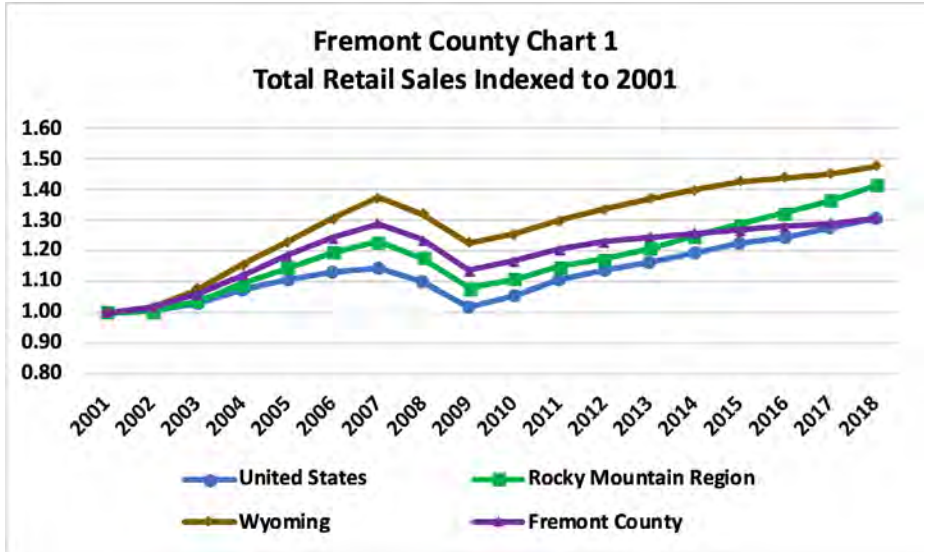
Crook County 2018 top retail sales categories.

FREMONT COUNTY

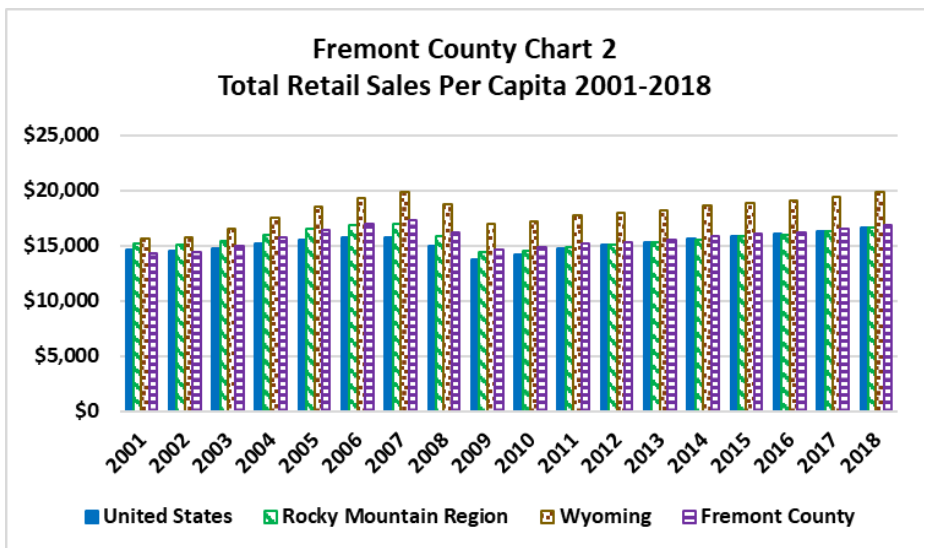
Fremont County’s minimum Total Retail Sales Index was 1.00, which occurred in 2001, the base year. Its maximum was 1.31, recorded in 2018. Its Total Retail Sales Index was greater than that of the United States, Rocky Mountain Region, and Wyoming 16, 13, and 1 time(s), respectively. A comparison of Wyoming counties shows that Fremont County’s highest Total Retail Sales ranking was tenth, which occurred in 2002. Its lowest ranking was 18, which occurred 2 times, most recently in 2018.

Fremont County’s minimum Total Retail Sales Per Capita was \$14,292, which occurred in 2001. Its maximum was \$17,264, recorded in 2007. The county’s Per Capita Retail Sales value was greater than that of the United States 16 times and that of the Rocky Mountain Region 13 times. It was never higher than that of Wyoming. A comparison of Wyoming counties shows that Fremont County’s highest per capita retail sales ranking was tenth, which occurred 13 times, most recently in 2018. Its lowest ranking was eleventh, which occurred 5 times, most recently in 2005.

Fremont County’s minimum Percent Captured of Potential Total Retail Sales was 109, which occurred in 2013. Its maximum was 131, recorded in 2005. The county’s ratio of actual retail sales to potential sales was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Fremont County’s highest Percent Captured of Potential Total Retail Sales ranking was fifth, which occurred 5 times, most recently in 2011.



Fremont County 2001–2018 total retail sales indexed to 2001.



Fremont County total retail sales per capita 2001–2018.

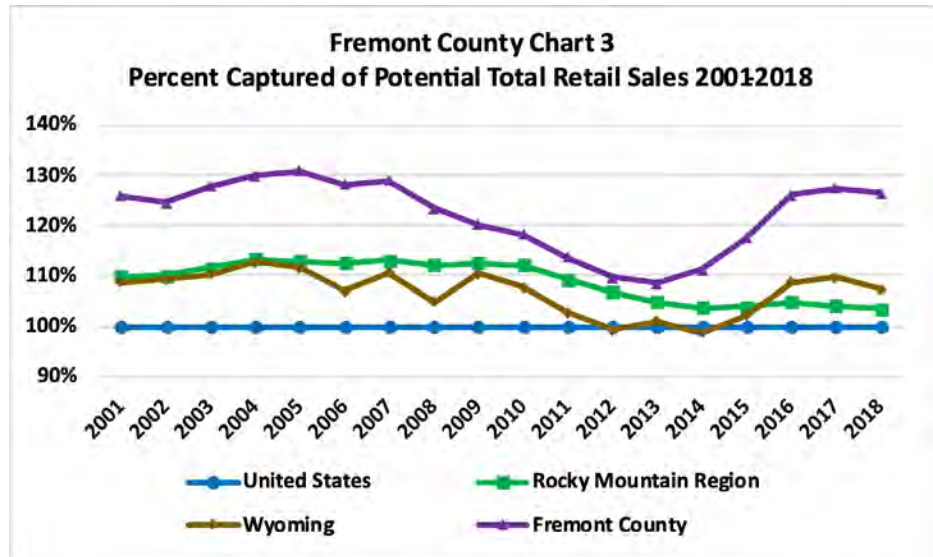
Its lowest ranking was eighth, recorded in 2009.

In Fremont County, four retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top four categories accounted for 75 percent of all retail sales in Fremont County.

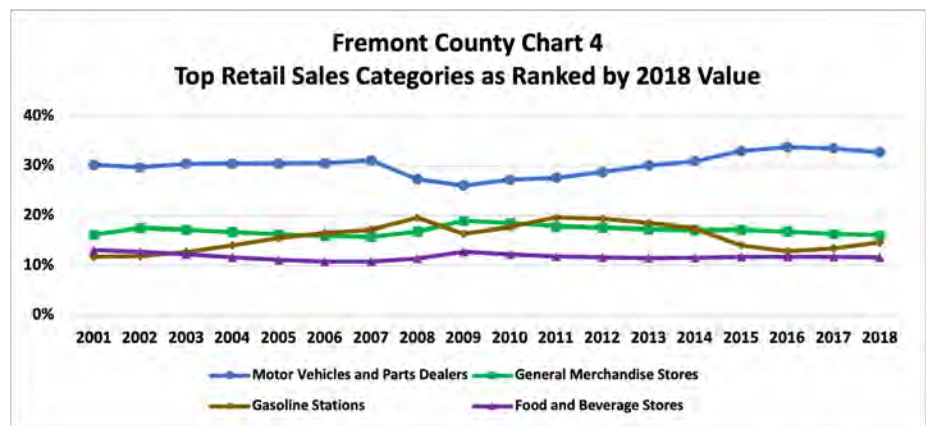
Of these, Motor Vehicles and Parts Dealers retail sales ranked #1 in 2018. It held this rank the entire time. The General Merchandise Stores category ranked second in 2018, its highest ranking. Its lowest ranking was third, recorded 7 times, most recently in 2014. Gasoline Stations ranked third for retail sales in 2018. Its highest ranking was second, which occurred 7 times, most recently in 2014. Its lowest ranking was

fourth, recorded 2 times, most recently in 2002. The Food and Beverage Stores category ranked fourth in 2018, its lowest ranking. Its highest ranking was third, which occurred 2 times, most recently in 2002.

In Fremont County, the category with the maximum total increase from 2001 to 2018 was Gasoline Stations, which grew by 63 percent. The category with the minimum total change was Food and Beverage Stores, which changed by 16 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 18 percent from 2003–2004. The category with the minimum annual change was Gasoline Stations, which changed by -23 percent from 2008–2009.



Fremont County percent of potential total retail sales captured, 2001–2018.



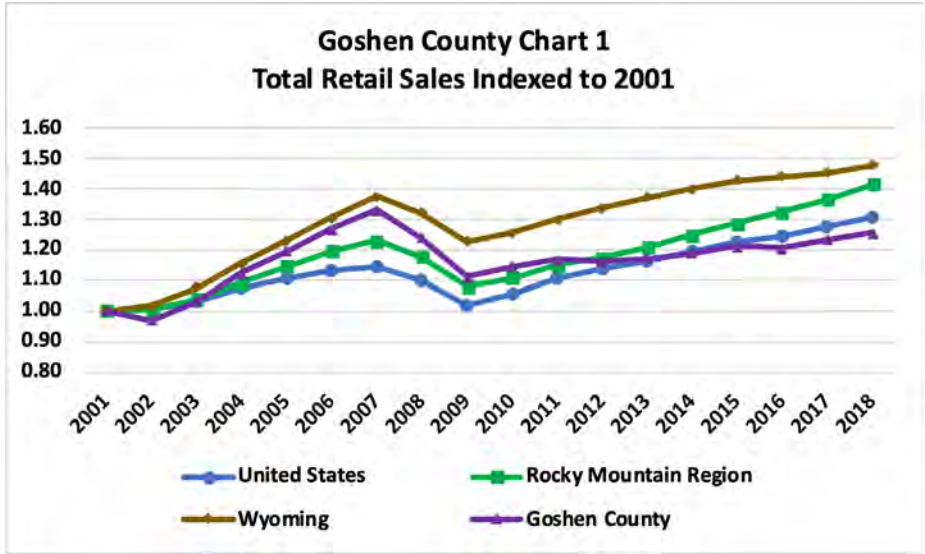
Fremont County 2018 top retail sales categories.

GOSHEN COUNTY

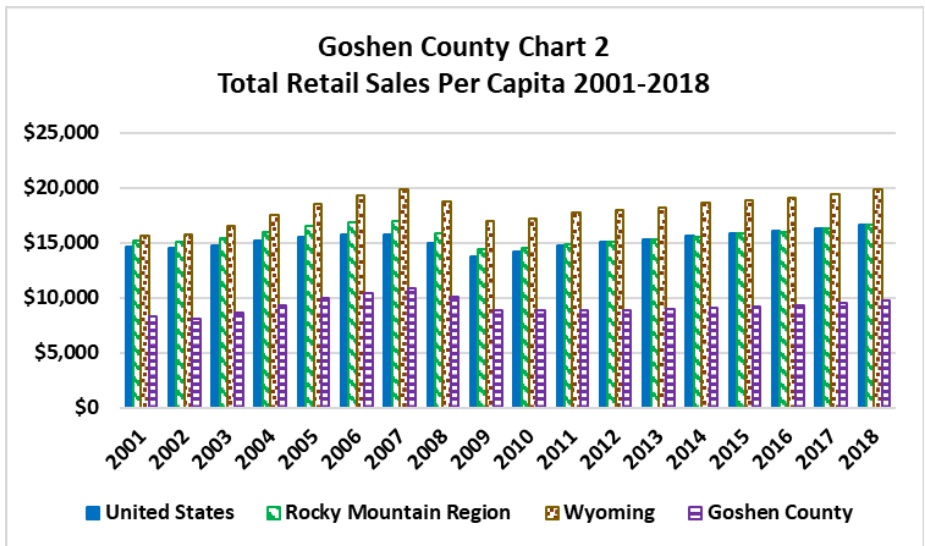
Goshen County's minimum Total Retail Sales Index was 0.97, which occurred in 2002. Its maximum was 1.33, recorded in 2007. The county's Total Retail Sales Index was greater than that of the United States 11 times and that of the Rocky Mountain Region 8 times. It was never higher than that of Wyoming. A comparison of Wyoming counties shows that Goshen County's highest Total Retail Sales ranking was fifteenth, which occurred 2 times, most recently in 2007. Its lowest ranking was twentieth, recorded in 2002.

Goshen County's minimum Total Retail Sales Per Capita was \$8,095, which occurred in 2002. Its maximum was \$10,905, recorded in 2007. The county's per capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Goshen County's highest Total Retail Sales Per Capita ranking was nineteenth, which occurred 5 times, most recently in 2007. Its lowest ranking was twenty-second, recorded 7 times, most recently in 2018.

Goshen County's minimum Percent Captured of Potential Total Retail Sales was 67, which occurred in 2013. Its maximum was 91, recorded in 2007. The county's ratio of actual retail sales to potential sales was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Goshen County's highest Percent Captured of Potential Total Retail Sales ranking was thirteenth, which occurred 2 times, most recently in 2007. Its



Goshen County 2001–2018 total retail sales indexed to 2001.



Goshen County total retail sales per capita 2001–2018.

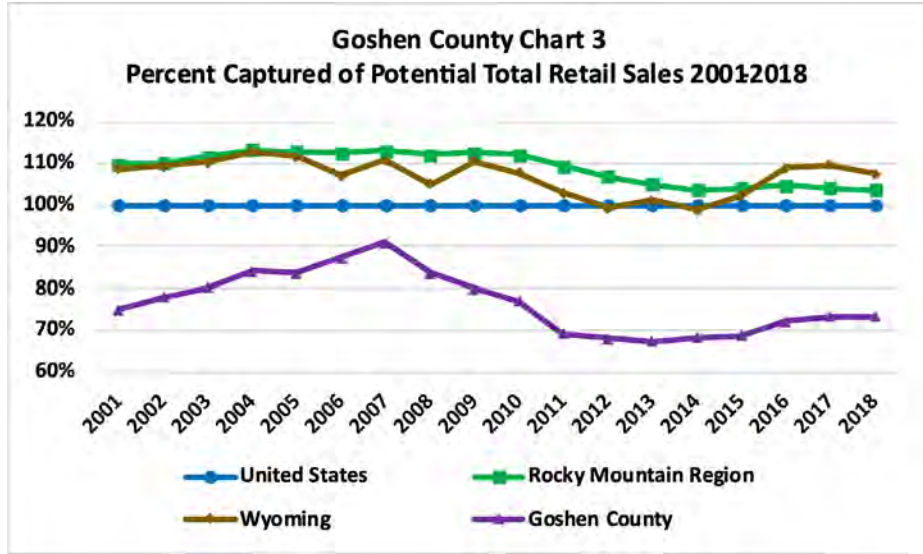
lowest ranking was twentieth, which occurred 6 times, most recently in 2017.

In Goshen County, six retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top six categories accounted for 89 percent of all retail sales in Goshen County.

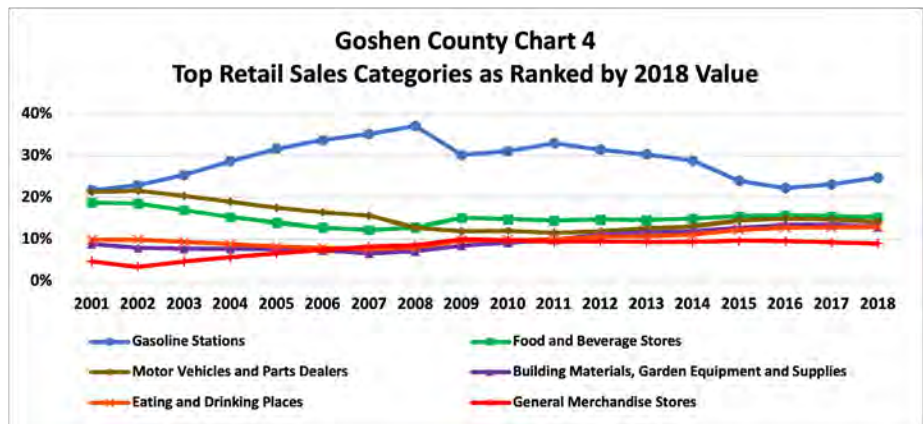
Of these, Gasoline Stations ranked #1 for retail sales in 2018, a rank maintained throughout the entire study period. The Food and Beverage Stores category ranked second in 2018, its highest ranking. Its lowest ranking was third, recorded 7 times, most recently in 2007. Motor Vehicles and Parts Dealers retail sales ranked third in 2018, its lowest ranking. Its highest ranking was second, which occurred 7 times, most

recently in 2007. Building Materials, Garden Equipment and Supplies ranked fourth for retail sales in 2018, its highest ranking. The category's lowest ranking was seventh, recorded 3 times, most recently in 2008. Eating and Drinking Places ranked fifth in 2018. Its highest ranking was fourth, which occurred 6 times, most recently in 2011. Its lowest ranking was sixth, recorded in 2007. General Merchandise Stores ranked sixth for retail sales in 2018. Its highest ranking was fourth, which occurred 2 times, most recently in 2009. Its lowest ranking was seventh, which occurred 5 times, most recently in 2005.

In Goshen County, the category with the maximum total increase from 2001 to 2018 was General Merchandise Stores, which grew by 139 percent. The category with the minimum total change was Motor Vehicles and Parts Dealers, which changed by -17 percent. The category with the maximum annual change over this 18-year period was General Merchandise Stores, which increased by 45 percent from 2002-2003. The category with the minimum annual change was General Merchandise Stores, which changed by -29 percent from 2001-2002.



Goshen County percent of potential total retail sales captured, 2001-2018.



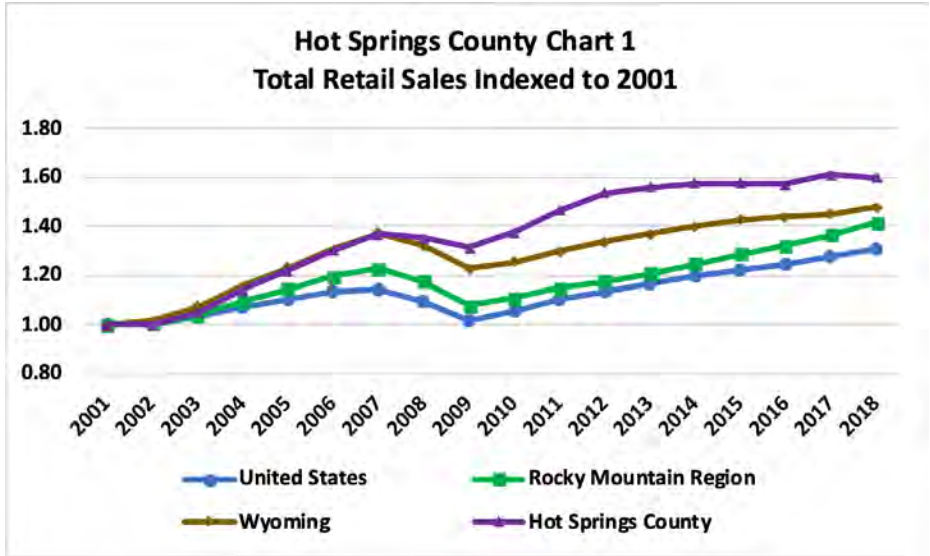
Goshen County 2018 top retail sales categories.

HOT SPRINGS COUNTY

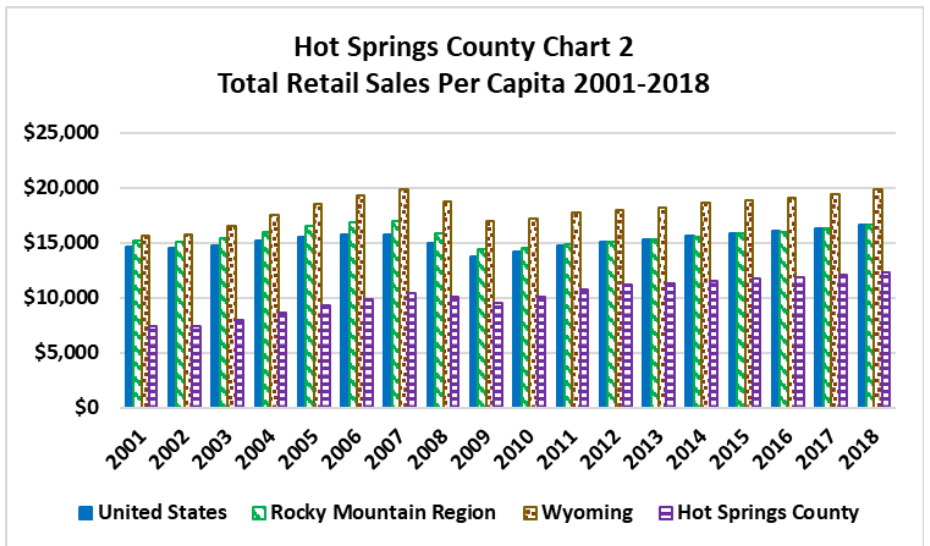
Hot Springs County’s minimum Total Retail Sales Index was 1.00, which occurred in 2002. Its maximum was 1.61, recorded in 2017. The county’s Total Retail Sales Index was greater than that of the United States and the Rocky Mountain Region 16 times each. It was greater than that of Wyoming 11 times. A comparison of Wyoming counties shows that Hot Springs County’s highest Total Retail Sales ranking was seventh, which occurred in 2010. Its lowest ranking was fifteenth, recorded in 2003.

Hot Springs County’s minimum Total Retail Sales Per Capita was \$7,393, which occurred in 2001. Its maximum was \$12,362, recorded in 2018. The county’s per capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Hot Springs County’s highest Total Retail Sales Per Capita ranking was eighteenth, which occurred 7 times, most recently in 2018. Its lowest ranking was twenty-second, recorded 5 times, most recently in 2005.

Hot Springs County’s minimum Percent Captured of Potential Total Retail Sales was 58, which occurred in 2001. Its maximum was 78, recorded in 2012. The county’s ratio of actual retail sales to potential sales was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Hot Springs County’s highest Percent Captured of Potential Total Retail Sales ranking was sixteenth,



Hot Springs County 2001–2018 total retail sales indexed to 2001.



Hot Springs County total retail sales per capita 2001–2018.

which occurred 2 times, most recently in 2013. Its lowest ranking was twenty-second, which occurred in 2003.

In Hot Springs County, five⁹ retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top six

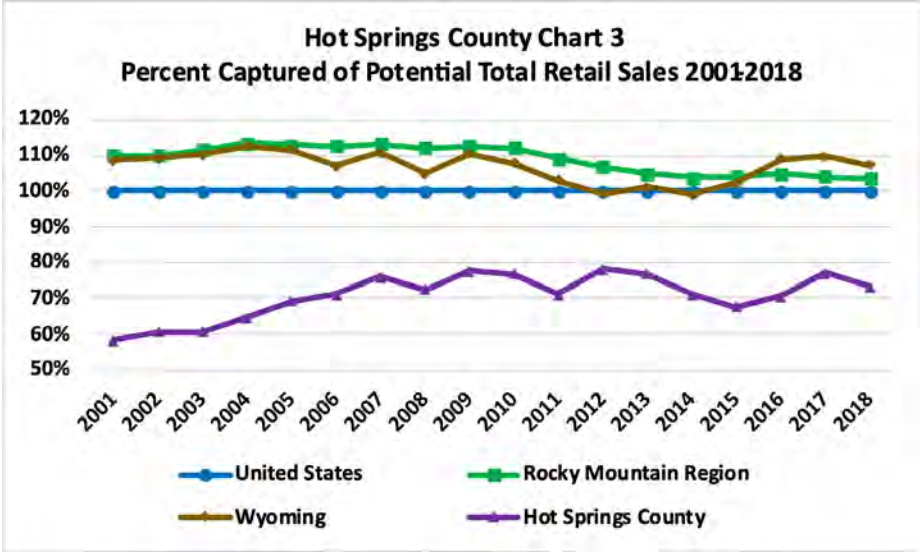
categories accounted for 88 percent of all retail sales in Hot Springs County.

Gasoline Stations retail sales ranked #1 in 2018, a rank it maintained throughout the entire study period. The Eating and Drinking Places category ranked second for retail sales in 2018,

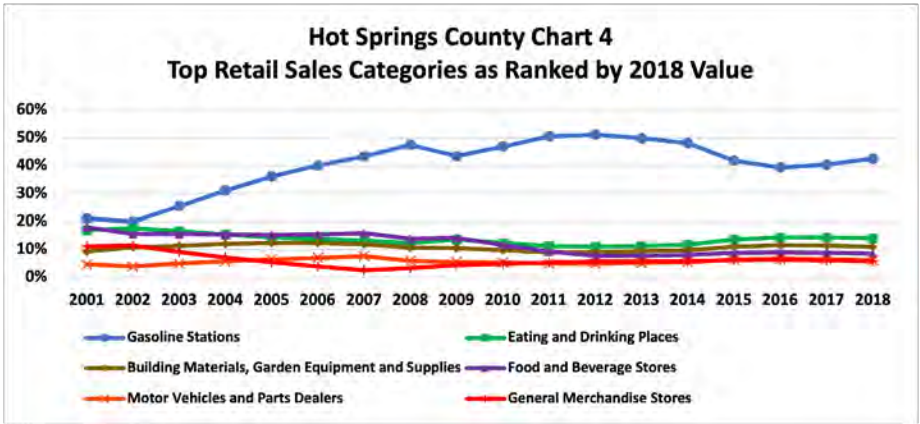
9 Motor Vehicles and Parts Dealers never had a year contributing a minimum of 10 percent, but ranked fifth in 2018, as shown on the graph.

its highest ranking. Its lowest ranking was third, which occurred 6 times, most recently in 2009. Building Materials, Garden Equipment and Supplies retail sales ranked third in 2018, its highest ranking. Its lowest ranking was fifth, recorded 2 times most recently in 2002. Food and Beverage Stores retail sales ranked fourth in 2018, its lowest ranking. Its highest ranking was second, which occurred 6 times, most recently in 2009. Motor Vehicles and Parts Dealers ranked fifth in 2018, its highest ranking. Its lowest ranking was seventh, recorded 4 times, most recently in 2004. General Merchandise Stores retail sales ranked sixth in 2018, its lowest ranking. Its highest ranking was fourth, which occurred 2 times, most recently in 2002.

In Hot Springs County, the category with the maximum total increase from 2001 to 2018 was Gasoline Stations, which grew by 224 percent. The category with the minimum total change was Food and Beverage Stores, which changed by -25 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 35 percent from 2002-2003. The category with the minimum annual change was General Merchandise Stores, which changed by -31 percent from 2006-2007.



Hot Springs County percent of potential total retail sales captured, 2001-2018.



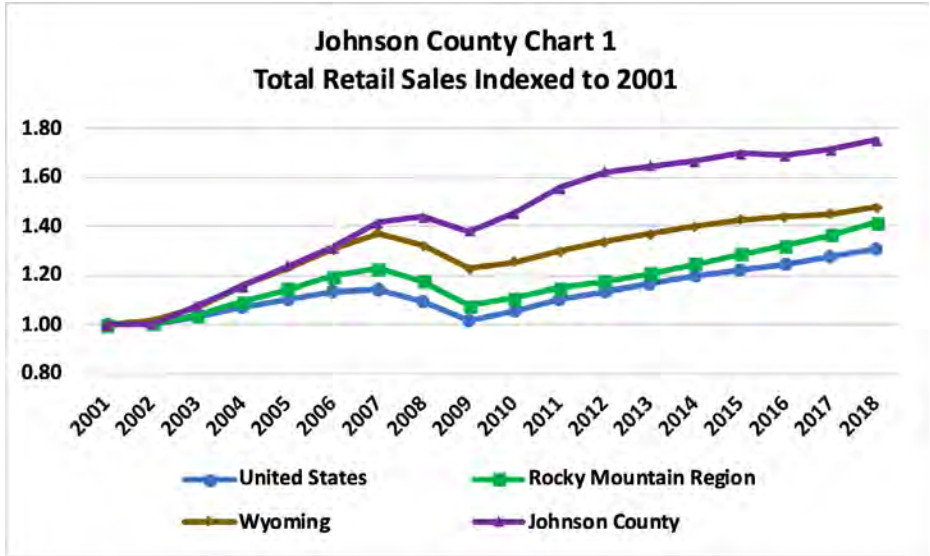
Hot Springs County 2018 top retail sales categories.

JOHNSON COUNTY

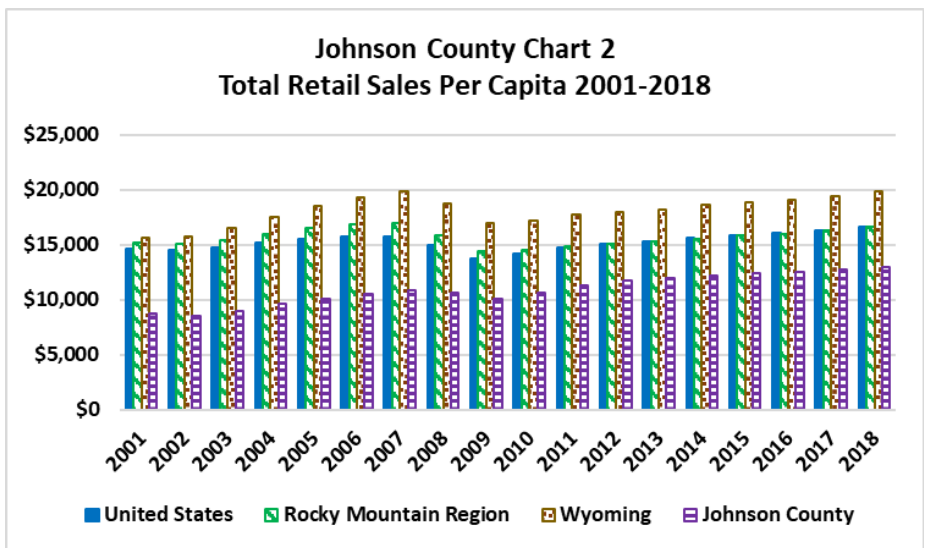
Johnson County's minimum Total Retail Sales Index was 1.00, which occurred in 2001, the study's base year. Its maximum was 1.75, recorded in 2018. The county's Total Retail Sales Index was greater than that of the United States and Rocky Mountain Region 17 times each. It was greater than that of Wyoming 15 times. A comparison of Wyoming counties shows that Johnson County's highest Total Retail Sales ranking was third, which occurred 2 times, most recently in 2012. Its lowest ranking was thirteenth, recorded in 2002.

Johnson County's minimum Total Retail Sales Per Capita was \$8,564, which occurred in 2002. Its maximum was \$13,008, recorded in 2018. The county's per Capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Johnson County's highest Total Retail Sales Per Capita ranking was fourteenth, which occurred 7 times, most recently in 2018. Its lowest ranking was eighteenth, recorded 6 times, most recently in 2008.

Johnson County's minimum Percent Captured of Potential Total Retail Sales was 64, which occurred in 2002. Its maximum was 84, recorded in 2017. Its ratio of actual retail sales to potential retail sales was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Johnson County's highest Percent Captured of Potential Total Retail Sales ranking was fifteenth, which occurred in 2010. Its



Johnson County 2001–2018 total retail sales indexed to 2001.



Johnson County total retail sales per capita 2001–2018.

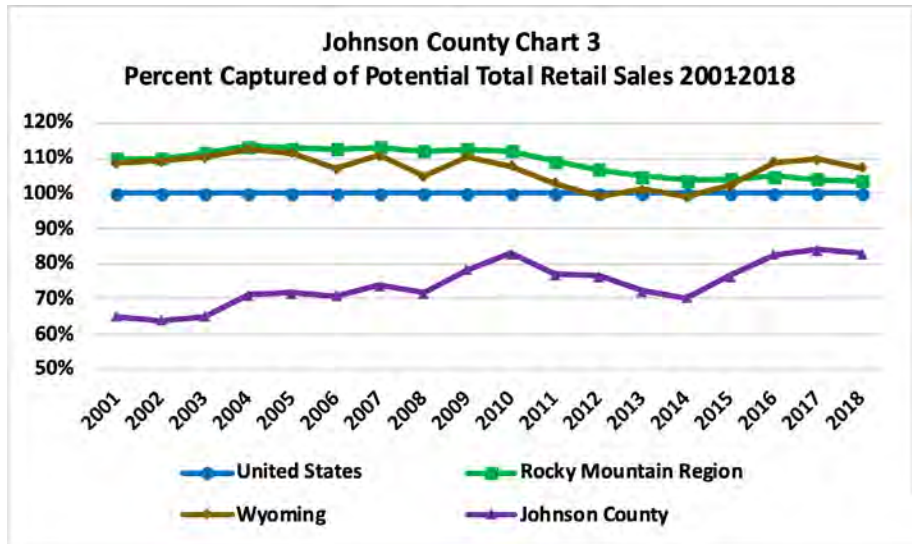
lowest ranking was twentieth, recorded in 2003.

In Johnson County, five retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top five categories accounted for 81 percent of all retail sales in Johnson County.

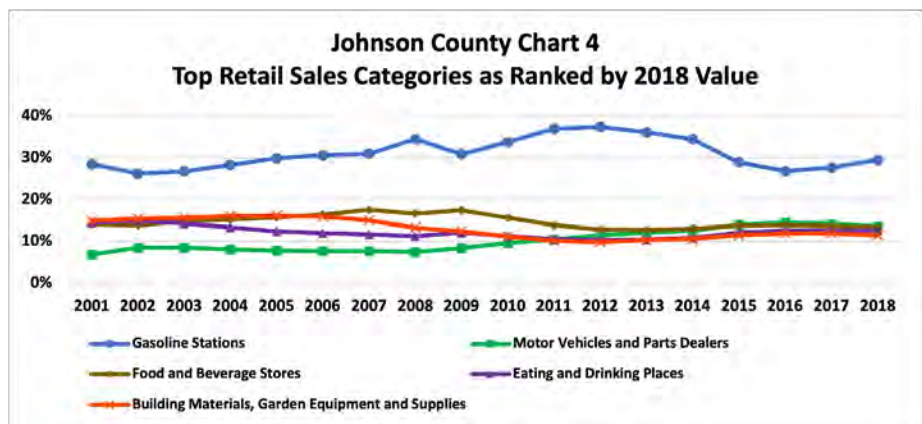
Of these, Gasoline Stations ranked #1 for retail sales in 2018, a position it maintained throughout the entire study period. Motor Vehicles and Parts Dealers retail sales ranked second in 2018, its highest ranking. Its lowest ranking was fifth, which occurred 10 times, most recently in 2010. The Food and Beverage Stores category ranked third in 2018. Its highest ranking was second, recorded 9 times, most recently in

2014. Its lowest ranking was fourth, which occurred 2 times, most recently in 2002. Eating and Drinking Places ranked fourth for retail sales in 2018, its lowest ranking. Its highest ranking was third, which occurred 4 times, most recently in 2011. Building Materials, Garden Equipment and Supplies retail sales ranked fifth in 2018, its lowest ranking. It held this rank one time. The category's highest ranking was second, recorded 5 times, most recently in 2005.

In Johnson County, the category with the maximum total increase from 2001 to 2018 was Motor Vehicles and Parts Dealers, which grew by 244 percent. The category with the minimum total change was Building Materials, Garden Equipment and Supplies, which changed by 36 percent. The category with the maximum annual change over this 18-year period was Motor Vehicles and Parts Dealers, which increased by 25 percent from 2001–2002. The category with the minimum annual change was Gasoline Stations, which changed by -15 percent from 2014–2015.



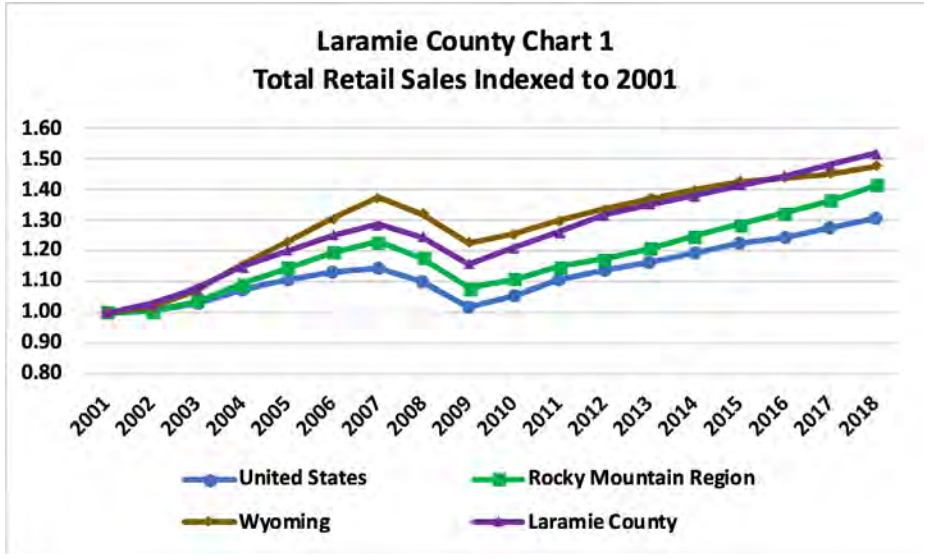
Johnson County percent of potential total retail sales captured, 2001–2018.



Johnson County 2018 top retail sales categories.

LARAMIE COUNTY

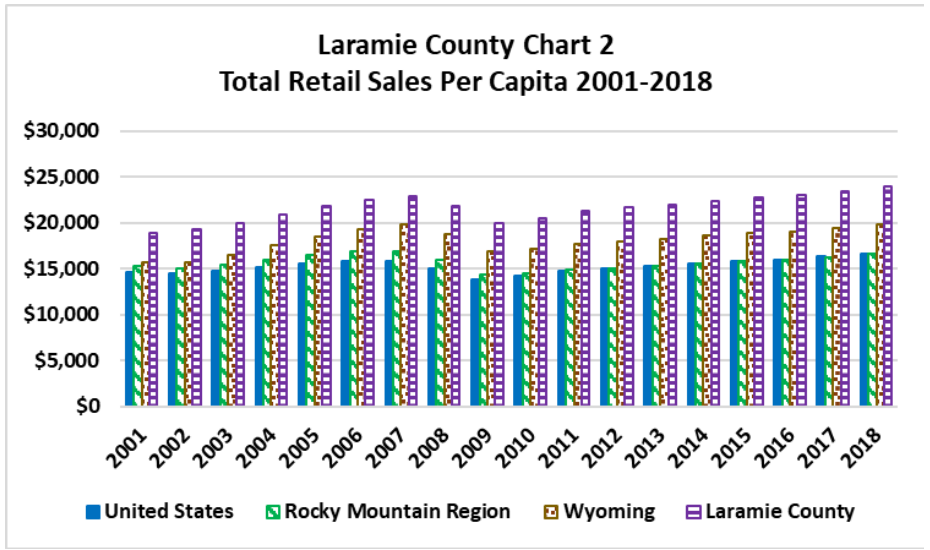
Laramie County’s minimum Total Retail Sales Index was 1.00, which occurred in 2001, the study’s base year. Its maximum was 1.52, recorded in 2018. The county’s Total Retail Sales Index was greater than that of the United States and Rocky Mountain Region 17 times each. It was greater than that of Wyoming 5 times. A comparison of Wyoming counties shows that Laramie County’s highest Total Retail Sales ranking was fifth, which occurred in 2002. Its lowest ranking was seventeenth, recorded in 2007.



Laramie County’s minimum Total Retail Sales Per Capita was \$18,903, which occurred in 2001. Its maximum was \$23,946, recorded in 2018. The county’s per capita retail sales value was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Laramie County’s highest Total Retail Sales Per Capita ranking was second, which occurred 4 times, most recently in 2004. Its lowest ranking was fifth, recorded 2 times, most recently in 2008.

ranking was first, recorded in 2002.

Gasoline Stations retail sales ranked



Laramie County’s minimum Percent Captured of Potential Total Retail Sales was 129, which occurred in 2011. Its maximum was 150, recorded in 2018. The county’s ratio of actual retail sales to potential sales was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Laramie County’s highest Percent Captured of Potential Total Retail Sales

Its lowest ranking was fourth, which occurred 7 times, most recently in 2011.

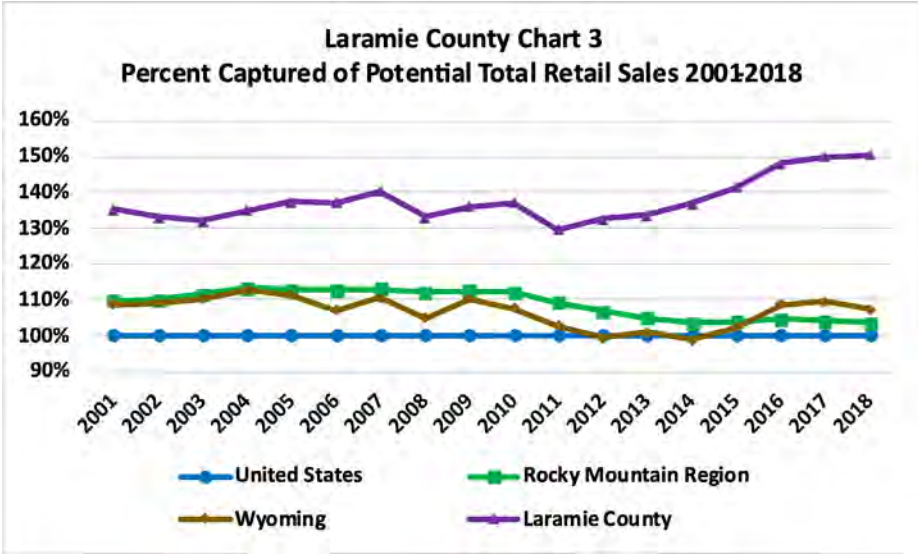
In Laramie County, five¹⁰ retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. The top six categories accounted for 84 percent of all retail sales in Laramie County.

#1 in 2018, the category’s highest ranking. Its lowest ranking was second, recorded 3 times, most recently in 2003. Nonstore Retailers ranked second for retail sales in 2018, its highest ranking. Its lowest ranking was fifth, which occurred 3 times, most recently in 2003. Motor Vehicles and Parts Dealers retail sales ranked third in 2018. Its highest

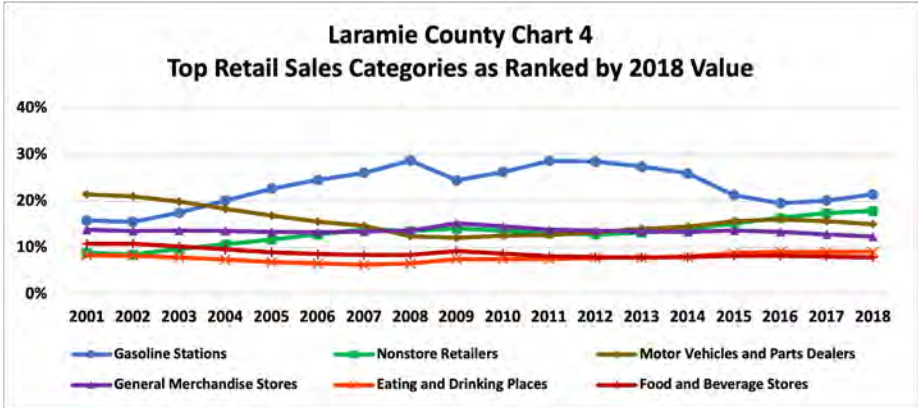
10 Eating and Drinking Places never had a year contributing a minimum of 10 percent, but ranked fifth in 2018, as shown on the graph.

ranking was first, which occurred 3 times, most recently in 2003. Its lowest ranking was fourth, recorded 4 times, most recently in 2011. General Merchandise Stores ranked fourth for retail sales in 2018, its lowest ranking. Its highest ranking was second, recorded 5 times, most recently in 2012. Eating and Drinking Places ranked fifth in 2018, its highest ranking. Its lowest ranking was seventh, which occurred 3 times, most recently in 2006. Food and Beverage Stores retail sales ranked sixth in 2018, its lowest ranking. Its highest ranking was fourth, recorded 3 times, most recently in 2003.

In Laramie County, the category with the maximum total increase from 2001 to 2018 was Nonstore Retailers, which grew by 207 percent. The category with the minimum total change was Motor Vehicles and Parts Dealers, which changed by 7 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 23 percent from 2003-2004. The category with the minimum annual change was Gasoline Stations, which changed by -21 percent from 2008-2009.



Laramie County percent of potential total retail sales captured, 2001-2018.



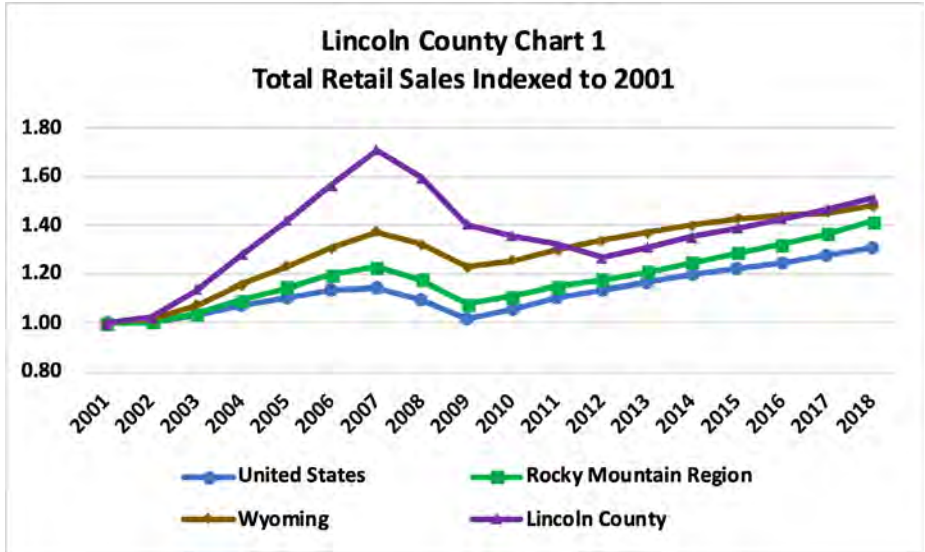
Laramie County 2018 top retail sales categories.

LINCOLN COUNTY

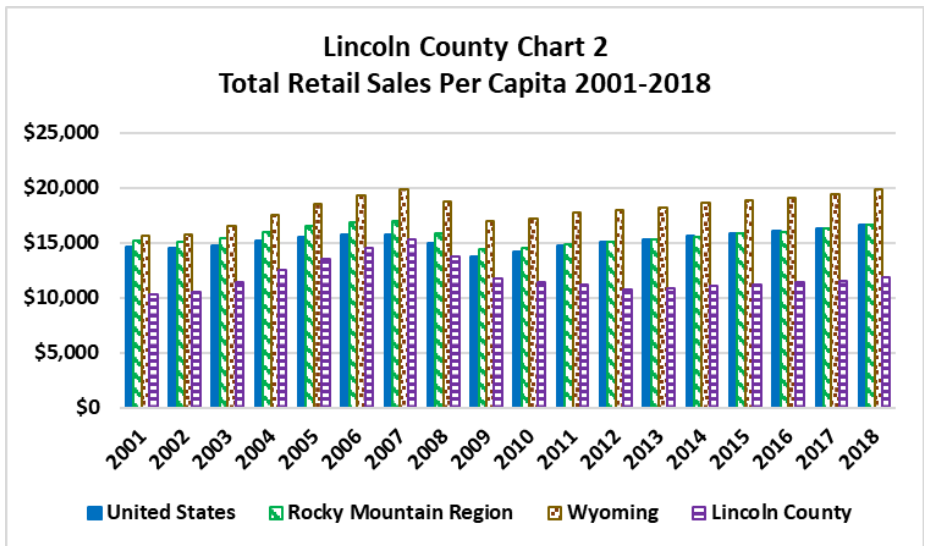
Lincoln County's minimum Total Retail Sales Index was 1.00, which occurred in 2001, the base year. Its maximum was 1.71, recorded in 2007. Its Retail Sales Index was greater than that of the United States and Rocky Mountain Region 17 times each. It was greater than that of Wyoming 12 times. A comparison of Wyoming counties shows that Lincoln County's highest Total Retail Sales ranking was second, which occurred 5 times, most recently in 2008. Its lowest ranking was fourteenth, recorded 3 times, most recently in 2014.

Lincoln County's minimum Total Retail Sales Per Capita was \$10,352, which occurred in 2001. Its maximum was \$15,277, recorded in 2007. The county's per capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Lincoln County's highest Total Retail Sales Per Capita ranking was thirteenth, which occurred 5 times, most recently in 2009. Its lowest ranking was nineteenth, recorded 7 times, most recently in 2018.

Lincoln County's minimum Percent Captured of Potential Total Retail Sales was 86, which occurred in 2012. Its maximum was 106, recorded in 2006. The county's ratio of actual retail sales to potential sales was greater than that of the United States four times. It was never greater than that of the Rocky Mountain Region or Wyoming. A comparison of Wyoming counties shows that Lincoln County's highest Percent Captured of Potential Total Retail Sales ranking was tenth, which occurred 4 times, most recently in 2007. Its



Lincoln County 2001–2018 total retail sales indexed to 2001.



Lincoln County total retail sales per capita 2001–2018.

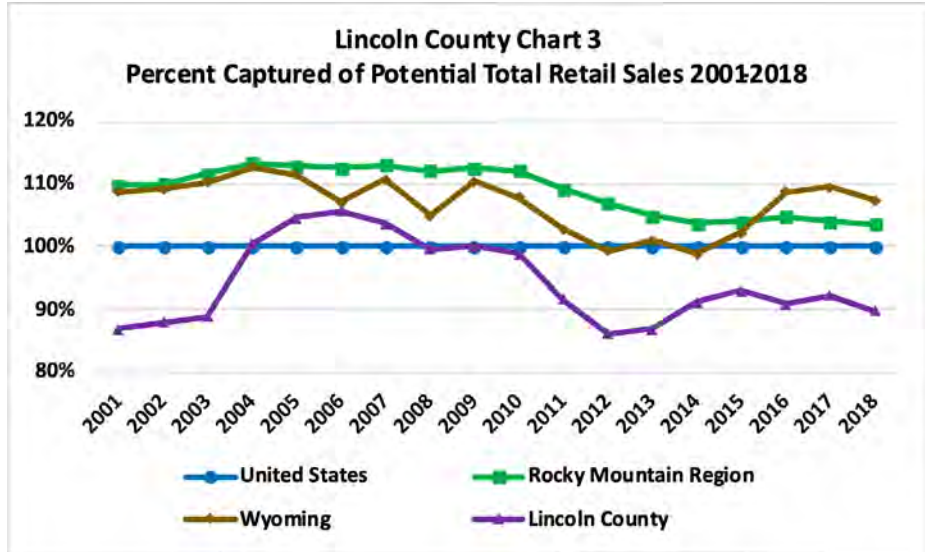
lowest ranking was fourteenth, recorded 2 times, most recently in 2018.

In Lincoln County, four retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top four categories accounted for 83 percent of all retail sales in Lincoln County.

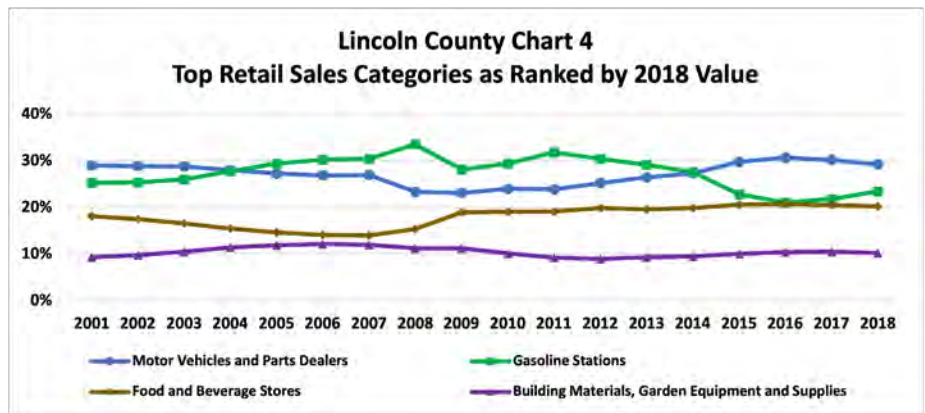
Of these, Motor Vehicles and Parts Dealers retail sales ranked #1 in 2018, its highest ranking. Its lowest ranking was second, which occurred 10 times, most recently in 2014. Gasoline Stations ranked second for retail sales in 2018, its lowest ranking. Its highest ranking was first, which occurred 10 times, most recently in 2014. The category Food and Beverage Stores ranked third in 2018, a rank it maintained throughout

the entire study. Building Materials, Garden Equipment and Supplies retail sales ranked fourth in 2018, a rank it also maintained throughout the 18-year period.

In Lincoln County, the category with the maximum total increase from 2001 to 2018 was Food and Beverage Stores, which grew by 69 percent. The category with the minimum total change was Gasoline Stations, which changed by 40 percent. The category with the maximum annual change over this 18-year period was Building Materials, Garden Equipment and Supplies, which increased by 22 percent from 2003–2004. The category with the minimum annual change was Gasoline Stations, which changed by -26 percent from 2008–2009.



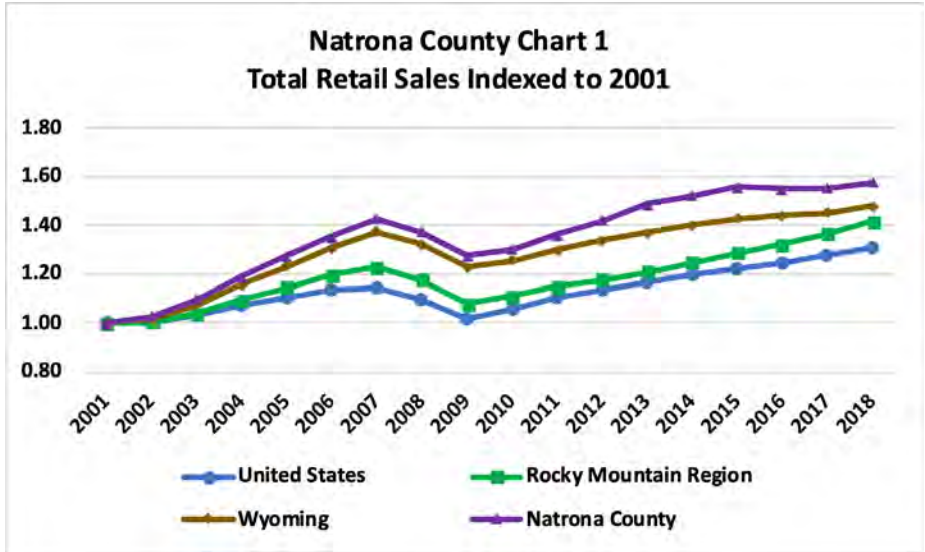
Lincoln County percent of potential total retail sales captured, 2001–2018.



Lincoln County 2018 top retail sales categories.

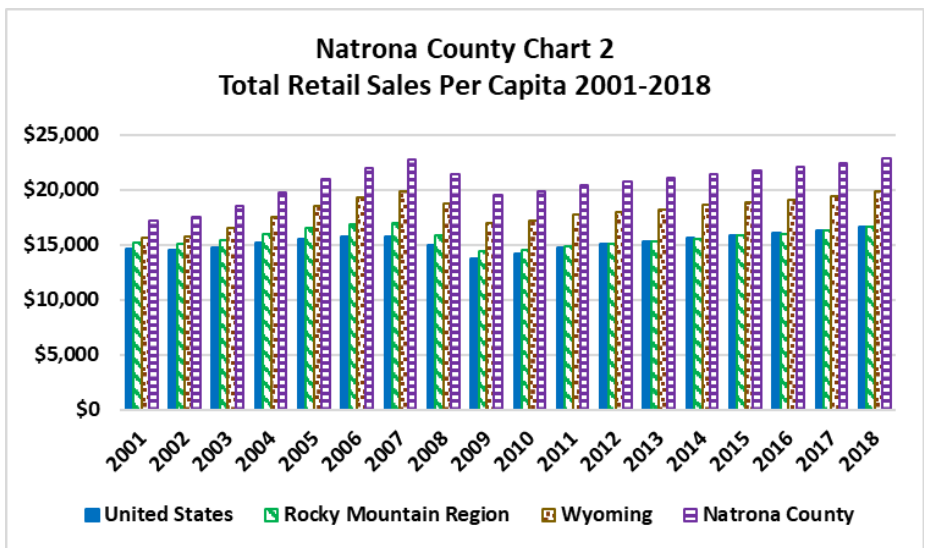
NATRONA COUNTY

Natrona County’s minimum Total Retail Sales Index was 1.00, which occurred in 2001, the base year. Its maximum was 1.58, recorded in 2018. Its Total Retail Sales Index was greater than that of the United States Rocky Mountain Region, and Wyoming 17 times each. A comparison of Wyoming counties shows that Natrona County’s highest Total Retail Sales ranking was sixth, which occurred in 2002. Its lowest ranking was twelfth, recorded in 2010.



Natrona County’s minimum Total Retail Sales Per Capita was \$17,175, which occurred in 2001. Its maximum was \$22,915, recorded in 2018. The county’s per capita retail sales value was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Natrona County’s highest Total Retail Sales Per Capita ranking was third, which occurred in 2002. Its lowest ranking was sixth, which occurred 4 times, most recently in 2009.

Natrona County 2001–2018 total retail sales indexed to 2001.



Natrona County total retail sales per capita 2001–2018.

Natrona County’s minimum Percent Captured of Potential Total Retail Sales was 92, which occurred in 2014. Its maximum was 127, recorded in 2004. The county’s ratio of actual retail sales to potential sales was greater than that of the United States, Rocky Mountain Region, and Wyoming 15, 13, and 14 times, respectively. A comparison of Wyoming counties shows that Natrona County’s highest Percent Captured of Potential Total Retail Sales ranking was fifth, which occurred in 2009. Its lowest ranking was thirteenth, recorded in 2015.

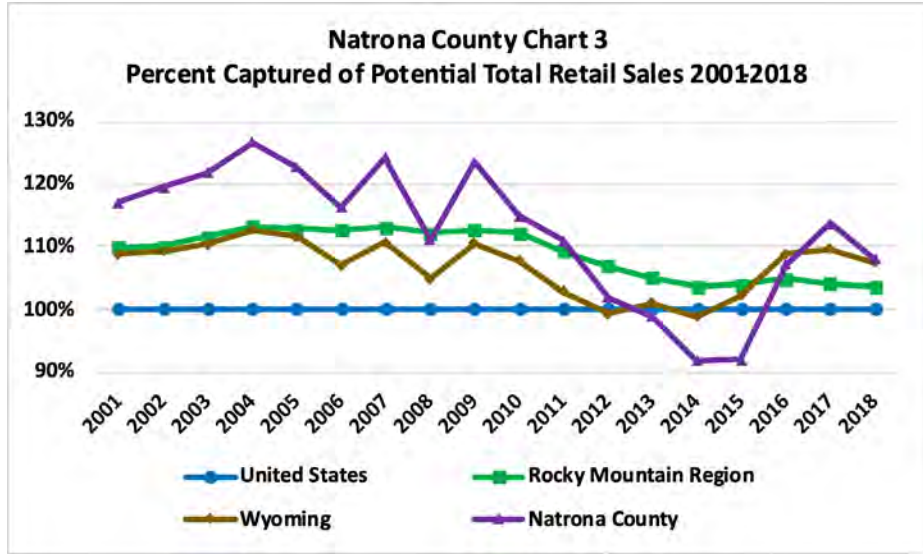
In Natrona County, six retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top six categories accounted for 85 percent of all retail sales in Natrona County.

Motor Vehicles and Parts Dealers retail sales ranked #1 in 2018, a rank it maintained throughout the entire study period. General Merchandise Stores

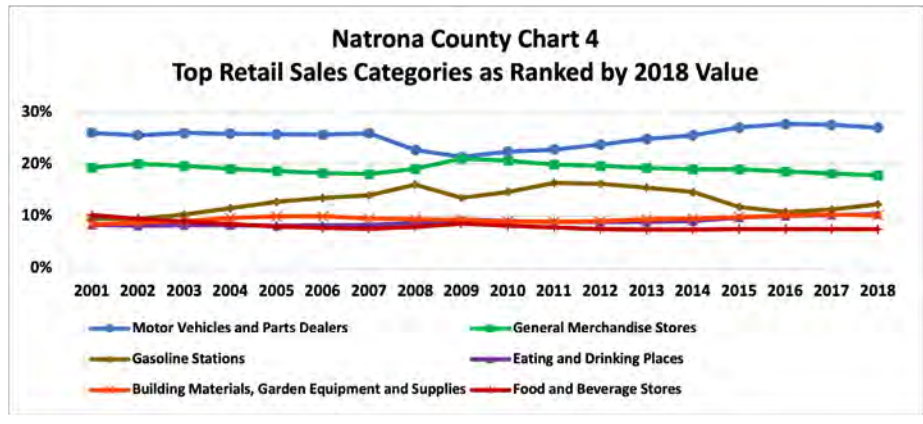
ranked second for retail sales in 2018, a rank it also maintained throughout the 18-year period. The Gasoline Stations category ranked third in 2018, its highest ranking. Its lowest ranking was fourth, which occurred 2 times, most recently in 2002. Eating and Drinking Places ranked fourth in 2018, its highest ranking. Its lowest ranking was sixth, which occurred 4 times, most recently in 2004. Building Materials, Garden

Equipment and Supplies ranked fifth in 2018, its lowest ranking. Its highest ranking was fourth, which occurred 12 times, most recently in 2017. Food and Beverage Stores retail sales ranked sixth in 2018, its lowest ranking. Its highest ranking was third, recorded 2 times, most recently in 2002.

In Natrona County, the category with the maximum total increase from 2001 to 2018 was Gasoline Stations, which grew by 104 percent. The category with the minimum total change was Food and Beverage Stores, which changed by 16 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 21 percent from 2003–2004. The category with the minimum annual change was Gasoline Stations, which changed by -22 percent from 2008–2009.



Natrona County percent of potential total retail sales captured, 2001–2018.



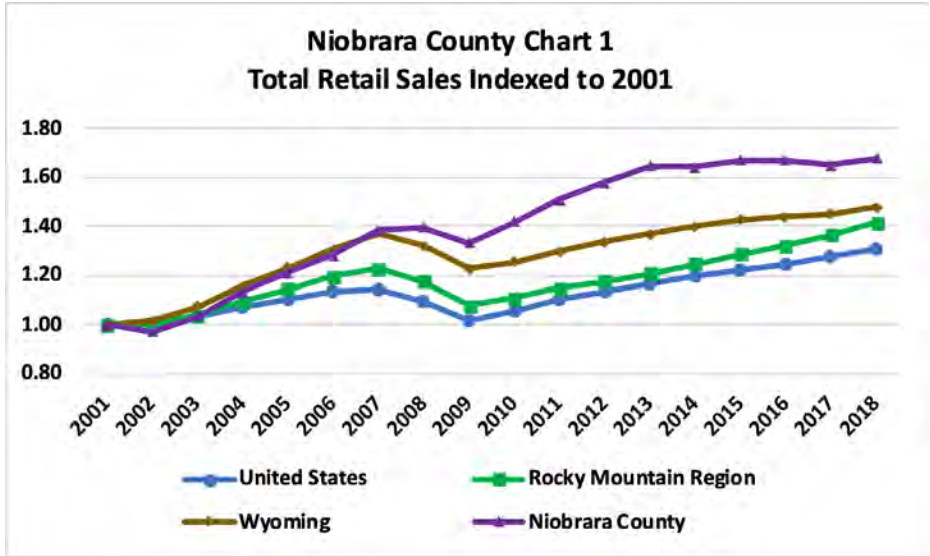
Natrona County 2018 top retail sales categories.

NIOBRARA COUNTY

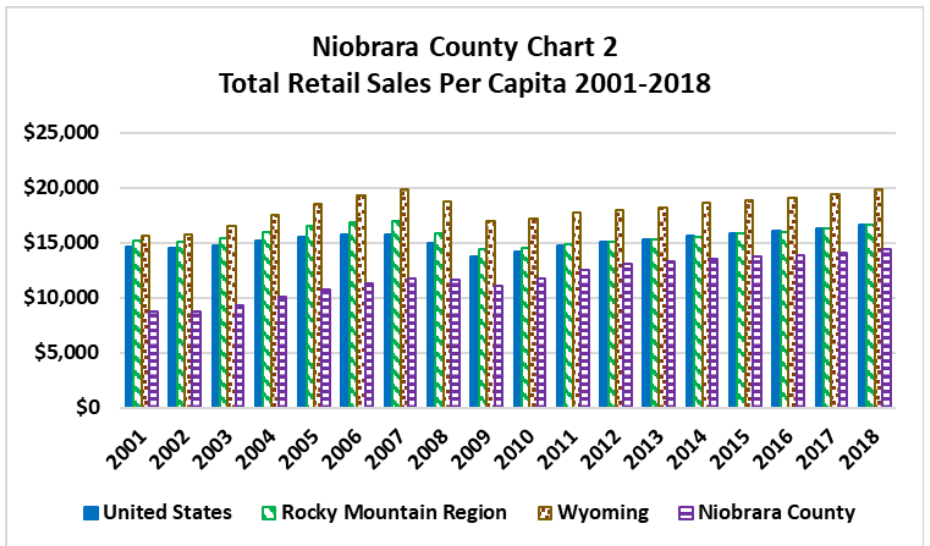
Niobrara County’s minimum Total Retail Sales Index was 0.97, which occurred in 2002. Its maximum was 1.68, recorded in 2018. The county’s Total Retail Sales Index was greater than that of the United States, Rocky Mountain Region, and Wyoming 16, 15, and 12 times, respectively. A comparison of Wyoming counties shows that Niobrara County’s highest Total Retail Sales ranking was fifth, which occurred 2 times, most recently in 2013. Its lowest ranking was nineteenth, recorded in 2002.

Niobrara County’s minimum Total Retail Sales Per Capita was \$8,704, which occurred in 2002. Its maximum was \$14,443, recorded in 2018. The county’s per capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Niobrara County’s highest Total Retail Sales Per Capita ranking was thirteenth, which occurred 9 times, most recently in 2018. Its lowest ranking was seventeenth, recorded in 2001.

Niobrara County’s minimum Percent Captured of Potential Total Retail Sales was 64, which occurred in 2002. Its maximum was 101, recorded in 2016. The county’s ratio of actual retail sales to potential sales was greater than that of the United States once. It was always lower than that of the Rocky Mountain Region and Wyoming. A comparison of Wyoming counties shows that Niobrara County’s highest Percent Captured of



Niobrara County 2001–2018 total retail sales indexed to 2001.



Niobrara County total retail sales per capita 2001–2018.

Potential Total Retail Sales ranking was eleventh, which occurred 2 times, most recently in 2015. Its lowest ranking was nineteenth, recorded 2 times, most recently in 2003.

In Niobrara County, five¹¹ retail sales categories contributed a minimum of

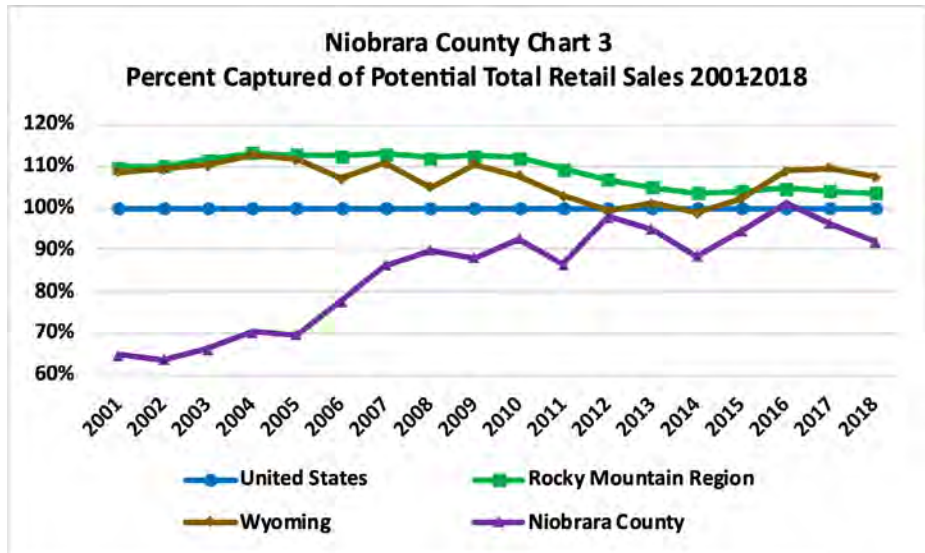
10 percent annually in at least one year from 2001–2018. The top six categories accounted for 95 percent of all retail sales in Niobrara County.

Of these, Health and Personal Care retail sales ranked #1 in 2018, its highest ranking. Its lowest ranking was fifth,

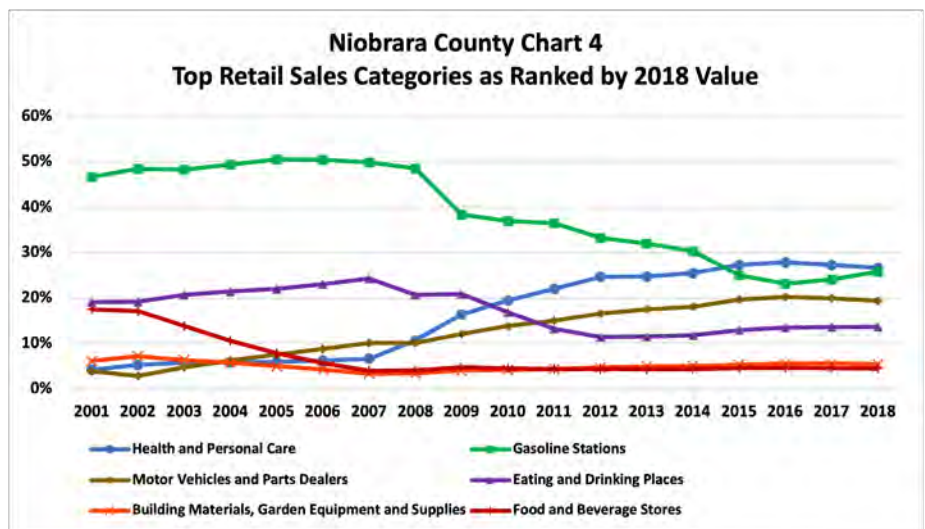
11 Building Materials, Garden Equipment and Supplies never had a year contributing a minimum of 10 percent, but ranked fifth in 2018, as shown on the graph.

which occurred 5 times, most recently in 2005. Gasoline Stations retail sales ranked second in 2018, its lowest ranking. Its highest ranking was first, recorded 14 times, most recently in 2014. The Motor Vehicles and Parts Dealers category ranked third in 2018, its highest ranking. Its lowest ranking was sixth, which occurred 3 times, most recently in 2003. Eating and Drinking Places ranked fourth for retail sales in 2018, its lowest ranking. Its highest ranking was second, which occurred 9 times, most recently in 2009. Building Materials, Garden Equipment and Supplies ranked fifth in 2018. The category's highest ranking was fourth, which occurred 3 times, most recently in 2003. Its lowest ranking was sixth, recorded 8 times, most recently in 2011. Food and Beverage Stores retail sales ranked sixth in 2018, its lowest ranking. Its highest ranking was third, which occurred 5 times, most recently in 2005.

In Niobrara County, the category with the maximum total increase from 2001 to 2018 was Health and Personal Care, which grew by 974 percent. The category with the minimum total change was Food and Beverage Stores, which changed by -57 percent. The category with the maximum annual change over this 18-year period was Motor Vehicles and Parts Dealers which, increased by 77 percent from 2002-2003. The category with the minimum annual change was Motor Vehicles and Parts Dealers, which changed by -30 percent from 2001-2002.



Niobrara County percent of potential total retail sales captured, 2001-2018.



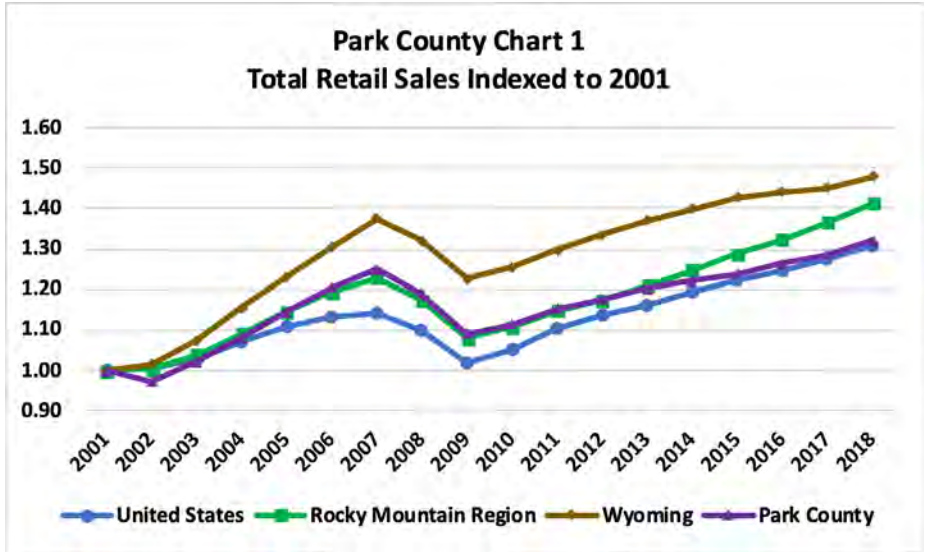
Niobrara County 2018 top retail sales categories.

PARK COUNTY

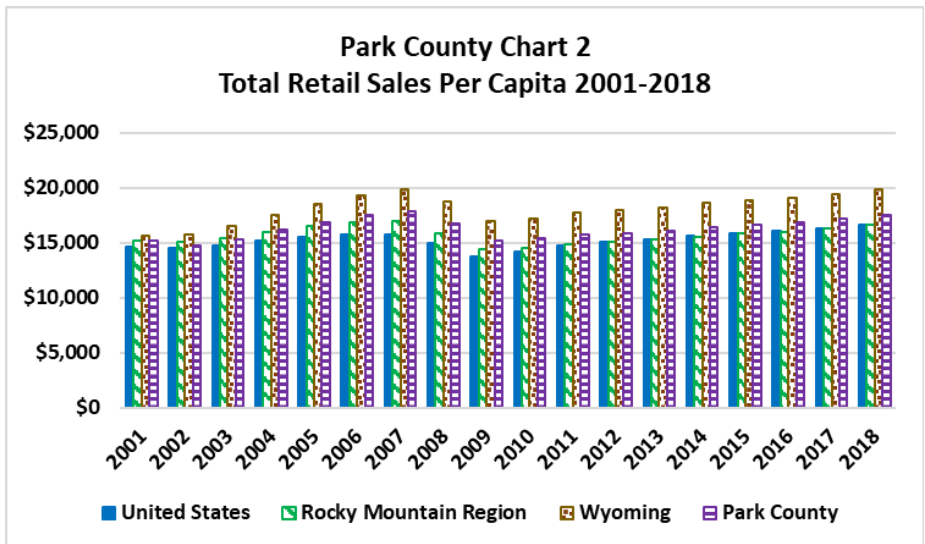
Park County’s minimum Total Retail Sales Index was 0.97, which occurred in 2002. Its maximum was 1.32, recorded in 2018. The county’s Total Retail Sales Index was greater than that of the United States 15 times and the Rocky Mountain Region 8 times. It was never greater than that of Wyoming. A comparison of Wyoming counties shows that Park County’s highest Total Retail Sales ranking was sixteenth, which occurred in 2018. Its lowest ranking was twentieth, recorded 2 times, most recently in 2008.

Park County’s minimum Total Retail Sales Per Capita was \$14,723, which occurred in 2002. Its maximum was \$17,905, recorded in 2007. The county’s per capita retail sales value was greater than that of the United States 18 times and the Rocky Mountain Region 15 times. It was never greater than that of Wyoming. A comparison of Wyoming counties shows that Park County’s highest Total Retail Sales Per Capita ranking was ninth, which occurred 15 times, most recently in 2018. Its lowest ranking was tenth, recorded 3 times, most recently in 2003.

Park County’s minimum Percent Captured of Potential Total Retail Sales was 98, which occurred in 2012. Its maximum was 115, recorded in 2005. The county’s ratio of actual retail sales to potential sales was greater than that of the United States, Rocky Mountain Region, and Wyoming 14, 7, and 8 times, respectively. A comparison of Wyoming counties shows that Park County’s highest Percent Captured of Potential Total Retail Sales ranking was ninth, which occurred 12 times, most recently



Park County 2001–2018 total retail sales indexed to 2001.



Park County total retail sales per capita 2001–2018.

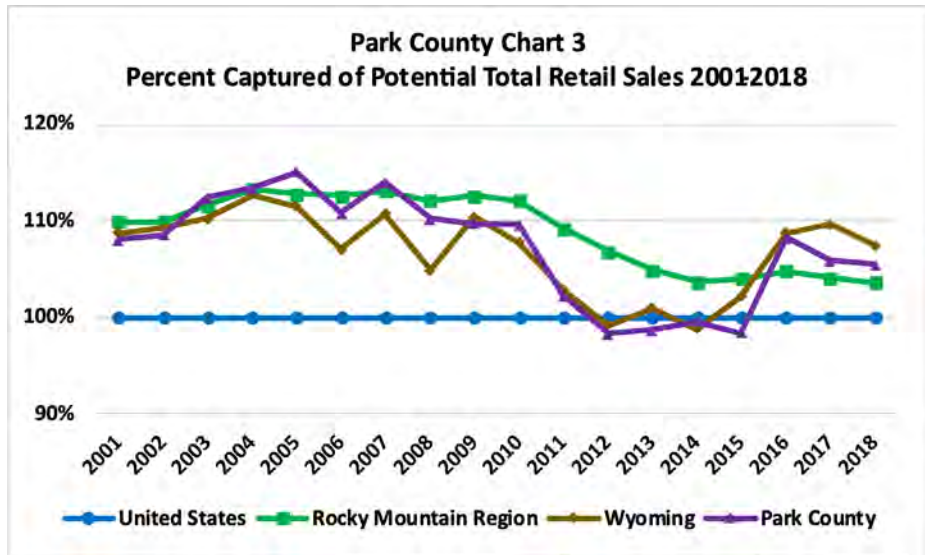
in 2016. Its lowest ranking was eleventh, recorded 2 times, most recently in 2017.

In Park County, six retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top six categories accounted for 88 percent of all retail sales in Park County.

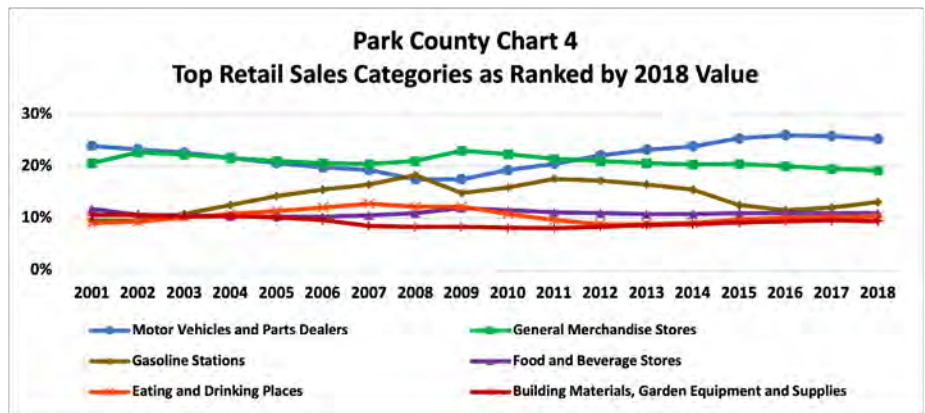
Motor Vehicles and Parts Dealers retail sales ranked #1 in 2018, its highest ranking. Its lowest ranking was third, recorded in 2008. General Merchandise Stores ranked second for retail sales in 2018, its lowest ranking. Its highest ranking was first, which occurred 7 times, most recently in 2011. Gasoline Stations retail sales ranked third in 2018. The category’s highest ranking was second, recorded in 2008. Its lowest

ranking was fifth, which occurred 2 times, most recently in 2002. Food and Beverage Stores ranked fourth in 2018. Its highest ranking was third, recorded in 2001. Its lowest ranking was fifth, which occurred 6 times, most recently in 2009. Eating and Drinking Places retail sales ranked fifth in 2018. Its highest ranking was fourth, which occurred 6 times, most recently in 2009. Its lowest ranking was sixth, recorded 3 times, most recently in 2003. Building Materials, Garden Equipment and Supplies ranked sixth in 2018, its lowest ranking. It only held this rank one time. The category's highest ranking was third, recorded in 2002.

In Park County, the category with the maximum total increase from 2001 to 2018 was Gasoline Stations, which grew by 80 percent. The category with the minimum total change was Building Materials, Garden Equipment and Supplies, which changed by 17 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 23 percent from 2003-2004. The category with the minimum annual change was Gasoline Stations, which changed by -26 percent from 2008-2009.



Park County percent of potential total retail sales captured, 2001-2018.



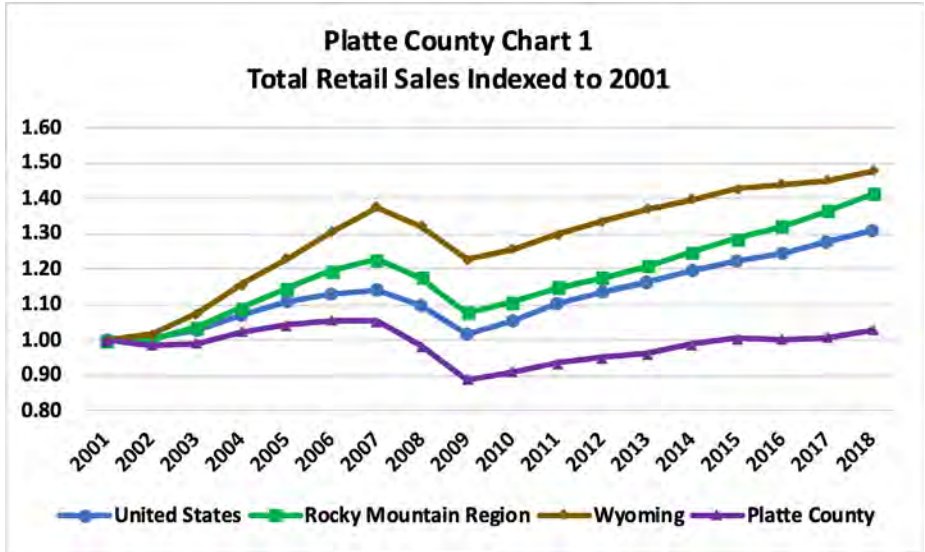
Park County 2018 top retail sales categories.

PLATTE COUNTY

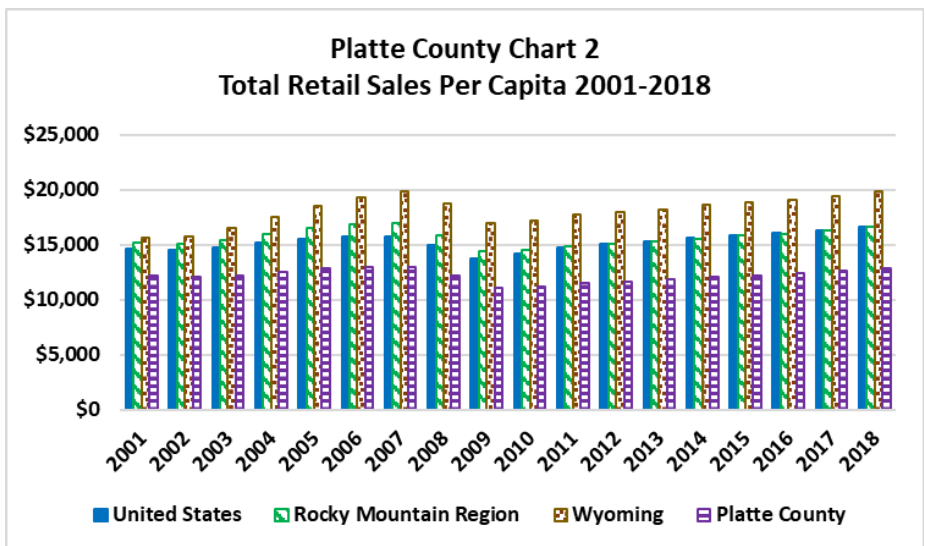
Platte County’s minimum Total Retail Sales Index was 0.89, which occurred in 2009. Its maximum was 1.06, recorded in 2006. The county’s Total Retail Sales Index was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Platte County’s highest Total Retail Sales ranking was fifteenth, which occurred in 2002. Its lowest ranking was twenty-third (last), which occurred 15 times, most recently in 2018.

Platte County’s minimum Total Retail Sales Per Capita was \$11,070, which occurred in 2009. Its maximum was \$13,032, recorded in 2006. Its per capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Platte County’s highest Total Retail Sales Per Capita ranking was twelfth, which occurred in 2002. Its lowest ranking was fifteenth, which occurred 8 times, most recently in 2018.

Platte County’s minimum Percent Captured of Potential Total Retail Sales was 79, which occurred in 2014. Its maximum was 103, recorded in 2007. The county’s ratio of actual retail sales to potential sales was greater than that of the United States 3 times. It was never greater than that of the Rocky Mountain Region or Wyoming. A comparison of Wyoming counties shows that Platte County’s highest Percent Captured of Potential Total Retail Sales ranking was tenth, which occurred 2 times, most recently in 2003. Its lowest ranking was sixteenth, which occurred 2 times, most recently in 2018.



Platte County 2001–2018 total retail sales indexed to 2001.



Platte County total retail sales per capita 2001–2018.

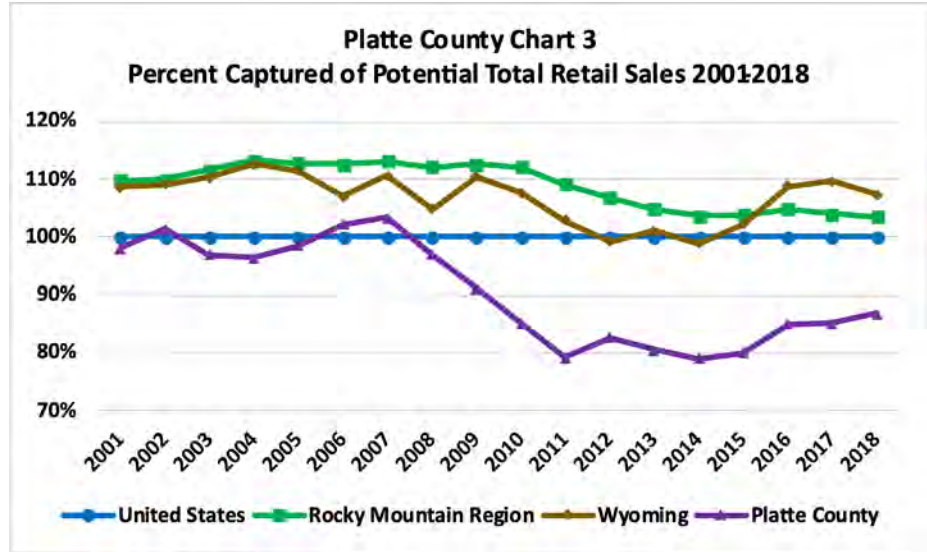
In Platte County, five retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top five categories accounted for 87 percent of all retail sales in Platte County.

Of these, Gasoline Stations retail sales ranked #1 in 2018, its highest ranking. Its lowest ranking was second, which occurred 5 times, most recently in

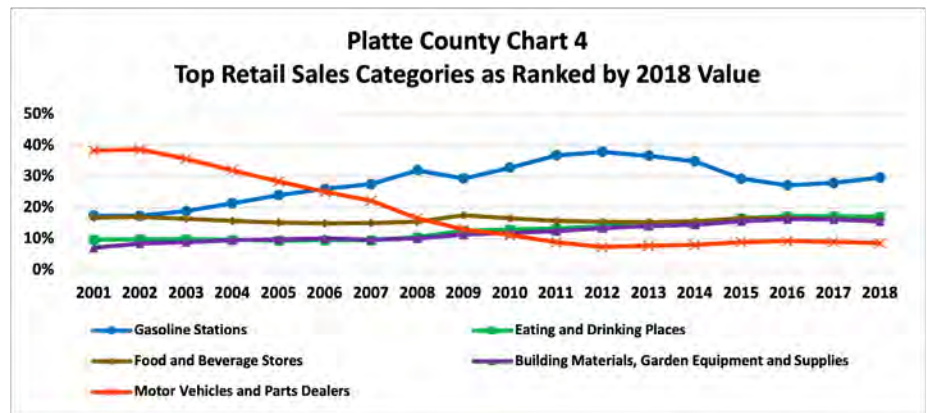
2005. Eating and Drinking Places ranked second for retail sales in 2018, its highest ranking. Its lowest ranking was fifth, which occurred 3 times, most recently in 2007. The Food and Beverage Stores category ranked third in 2018, its lowest ranking. Its highest ranking was second, which occurred 6 times, most recently in 2014. Building Materials, Garden Equipment and Supplies ranked fourth in 2018, its highest ranking. Its

lowest ranking was fifth, which occurred 6 times, most recently in 2009. Motor Vehicles and Parts Dealers retail sales ranked fifth in 2018, its lowest ranking. The category's highest ranking was first, recorded 5 times, most recently in 2005.

In Platte County, the category with the maximum total increase from 2001 to 2018 was Building Materials, Garden Equipment and Supplies, which grew by 124 percent. The category with the minimum total change was Motor Vehicles and Parts Dealers, which changed by -77 percent. The category with the maximum annual change over this 18-year period was Building Materials, Garden Equipment and Supplies, which increased by 17 percent from 2001-2002. The category with the minimum annual change was Motor Vehicles and Parts Dealers, which changed by -30 percent from 2007-2008.



Platte County percent of potential total retail sales captured, 2001-2018.



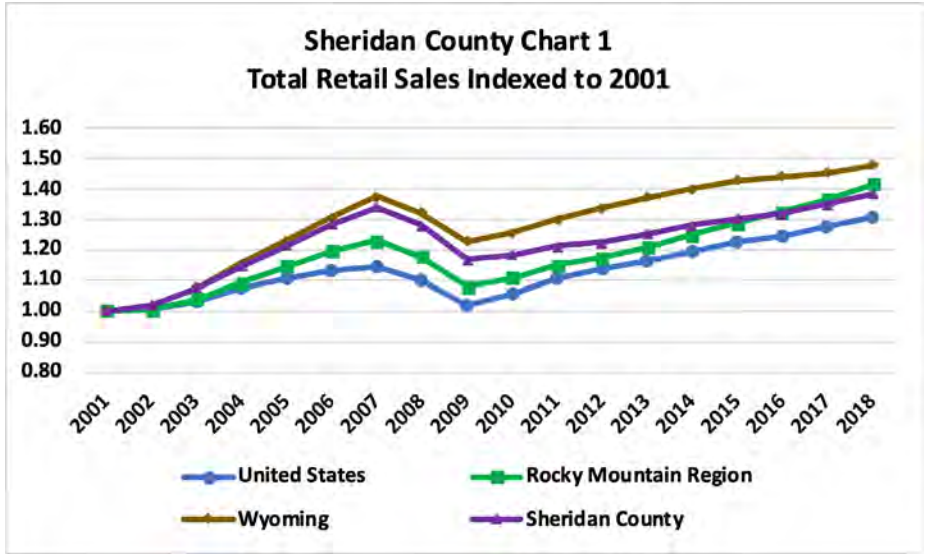
Platte County 2018 top retail sales categories.

SHERIDAN COUNTY

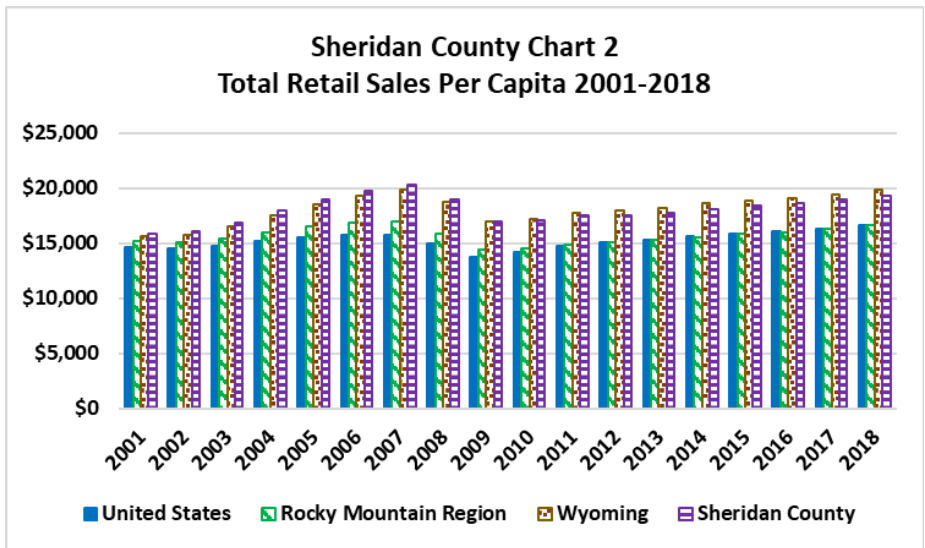
Sheridan County’s minimum Total Retail Sales Index was 1.00, which occurred in 2001, the base year. Its maximum was 1.38, recorded in 2018. The county’s Total Retail Sales Index was greater than that of the United States, Rocky Mountain Region, and Wyoming 17, 14, and 2 times, respectively. A comparison of Wyoming counties shows that Sheridan County’s highest Total Retail Sales ranking was ninth, which occurred in 2002. Its lowest ranking was sixteenth, recorded in 2012.

Sheridan County’s minimum Total Retail Sales Per Capita was \$15,893, which occurred in 2001. Its maximum was \$20,364, recorded in 2007. The county’s per capita retail sales value was greater than that of the United States and Rocky Mountain Region 18 times each. It was greater than that of Wyoming 9 times. A comparison of Wyoming counties shows that Sheridan County’s highest Total Retail Sales Per Capita ranking was seventh, which occurred 2 times, most recently in 2002. Its lowest ranking was eighth, which occurred 16 times, most recently in 2018.

Sheridan County’s minimum Percent Captured of Potential Total Retail Sales was 82, which occurred in 2006. Its maximum was 111, recorded in 2017. The county’s ratio of actual retail sales to potential retail sales was greater than that of the United States, Rocky Mountain Region, and Wyoming 7, 5, and 6 times, respectively. A comparison of Wyoming counties shows that Sheridan County’s highest Percent Captured of Potential Total Retail Sales



Sheridan County 2001–2018 total retail sales indexed to 2001.



Sheridan County total retail sales per capita 2001–2018.

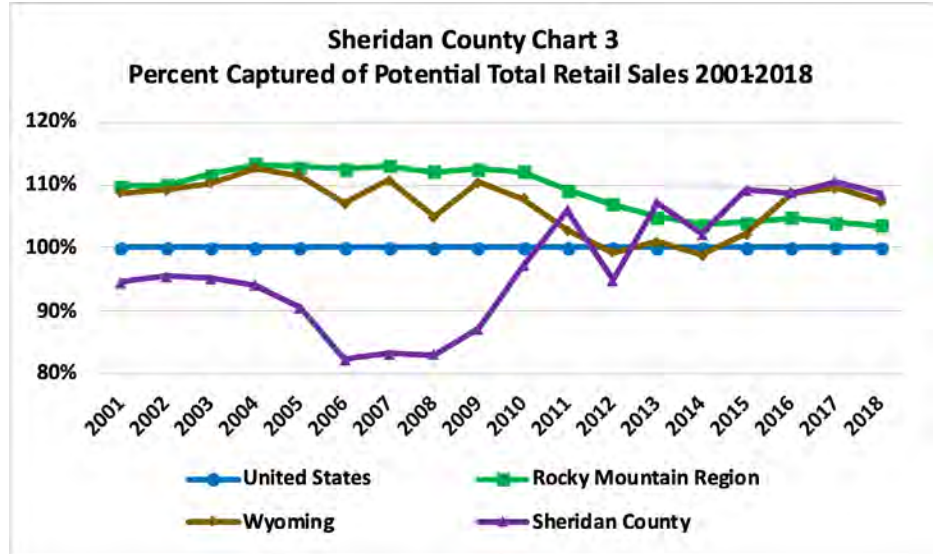
ranking was eighth, which occurred 6 times, most recently in 2018. Its lowest ranking was sixteenth, recorded in 2007.

In Sheridan County, four retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top four categories accounted for 67 percent of all retail sales in Sheridan County.

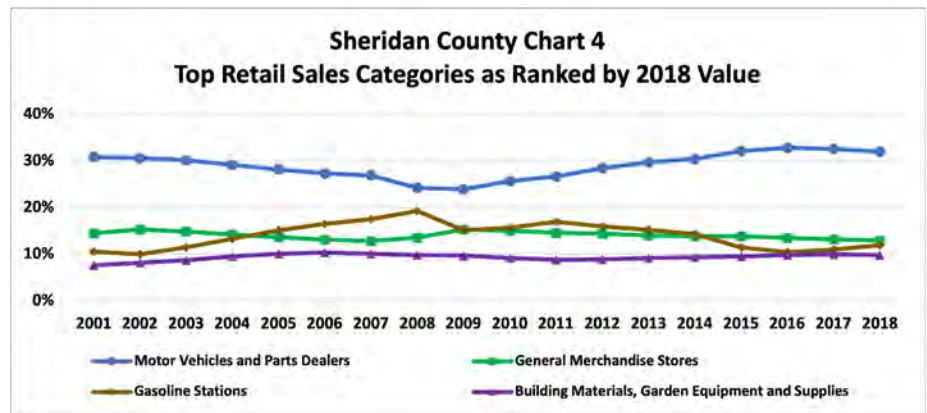
Motor Vehicles and Parts Dealers retail sales ranked #1 in 2018, a rank it maintained throughout the entire study. General Merchandise Stores ranked second for retail sales in 2018, its highest ranking. Its lowest ranking was third, which occurred 9 times, most recently in 2014. Gasoline Stations retail sales ranked third in 2018, its lowest ranking. The category’s highest ranking was second, which occurred

9 times, most recently in 2014. Building Materials, Garden Equipment and Supplies ranked fourth in 2018, the category's highest ranking. Its lowest ranking was sixth, recorded 2 times, most recently in 2002.

In Sheridan County, the category with the maximum total increase from 2001 to 2018 was Building Materials, Garden Equipment and Supplies, which grew by 79 percent. The category with the minimum total change was General Merchandise Stores, which changed by 24 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 24 percent from 2003–2004. The category with the minimum annual change was also Gasoline Stations, which changed by -28 percent from 2008–2009.



Sheridan County percent of potential total retail sales captured, 2001–2018.



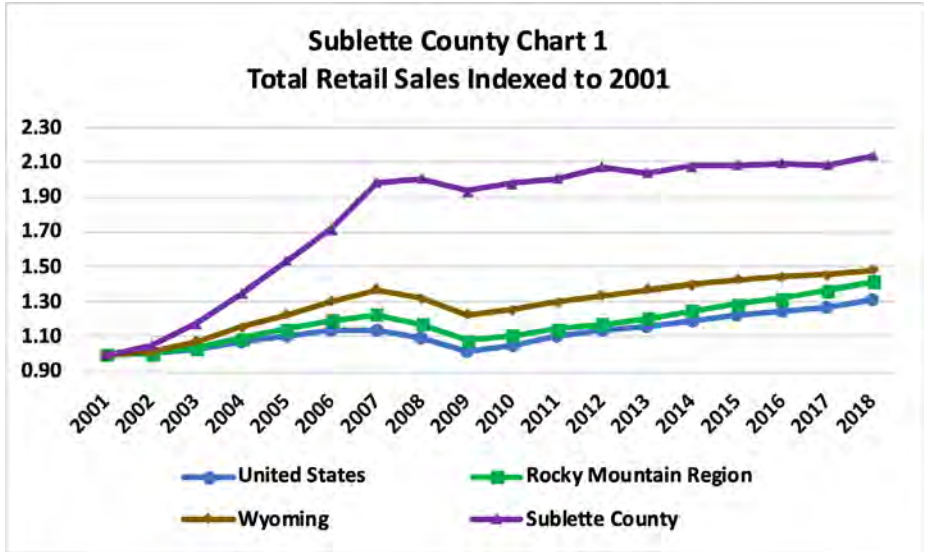
Sheridan County 2018 top retail sales categories.

SUBLETTE COUNTY

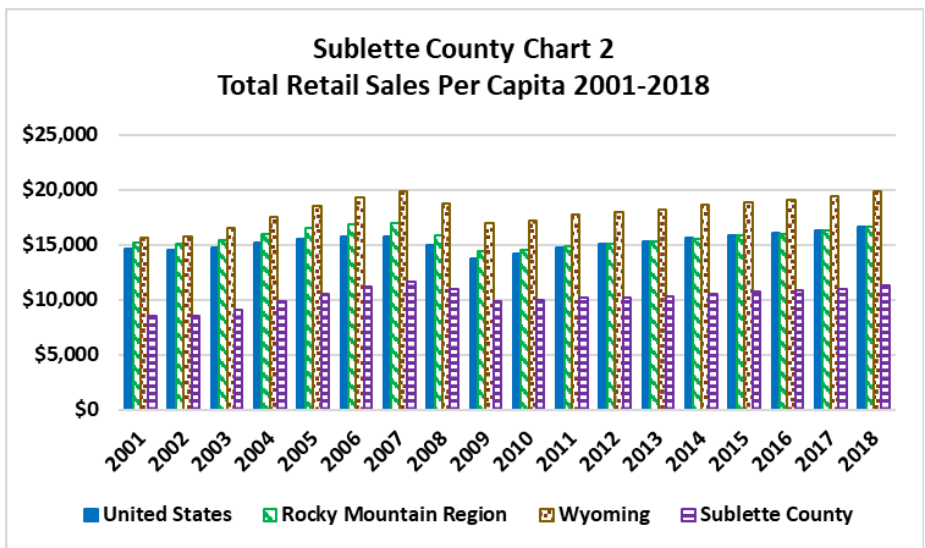
Sublette County’s minimum Total Retail Sales Index was 1.00, which occurred in 2001, the base year. Its maximum was 2.14, recorded in 2018. Its Total Retail Sales Index was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Sublette County’s highest Total Retail Sales ranking was first, which occurred 16 times, most recently in 2018. Its lowest ranking was second, recorded in 2002.

Sublette County’s minimum Total Retail Sales Per Capita was \$8,485, which occurred in 2002. Its maximum was \$11,644, recorded in 2007. The county’s per capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Sublette County’s highest Total Retail Sales Per Capita ranking was seventeenth, which occurred 6 times, most recently in 2008. Its lowest ranking was twentieth, which occurred 9 times, most recently in 2018.

Sublette County’s minimum Percent Captured of Potential Total Retail Sales was 52, which occurred in 2011. Its maximum was 72, recorded in 2016. The county’s ratio of actual retail sales to potential sales was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Sublette County’s highest Percent Captured of Potential Total Retail Sales ranking was nineteenth, which



Sublette County 2001–2018 total retail sales indexed to 2001.



Sublette County total retail sales per capita 2001–2018.

occurred in 2016. Its lowest ranking was twenty-second, which occurred 4 times, most recently in 2008.

In Sublette County, five¹² retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. The top four

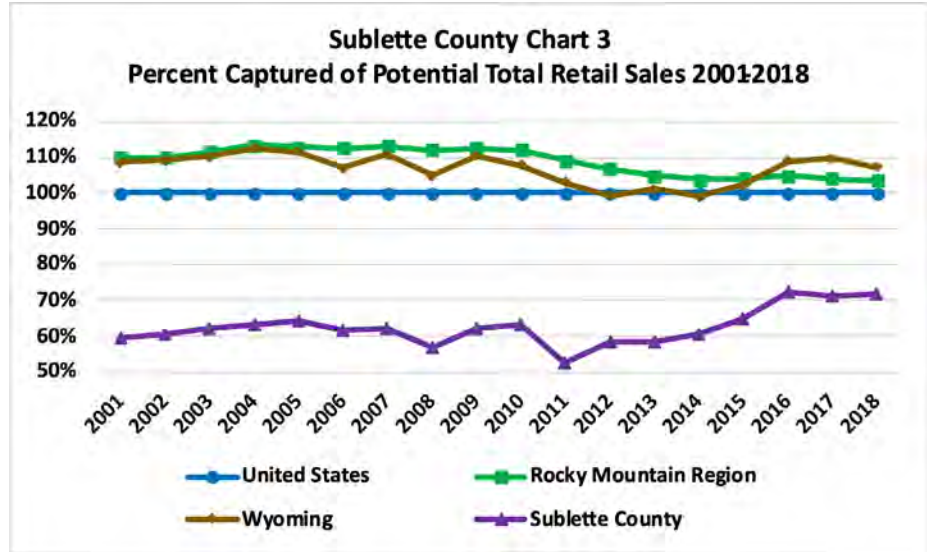
categories accounted for 83 percent of all retail sales in Sublette County.

Of these, Food and Beverage Stores retail sales ranked #1 in 2018, its highest ranking. Its lowest ranking was fifth, which occurred 2 times, most recently in 2002. Gasoline Stations retail sales

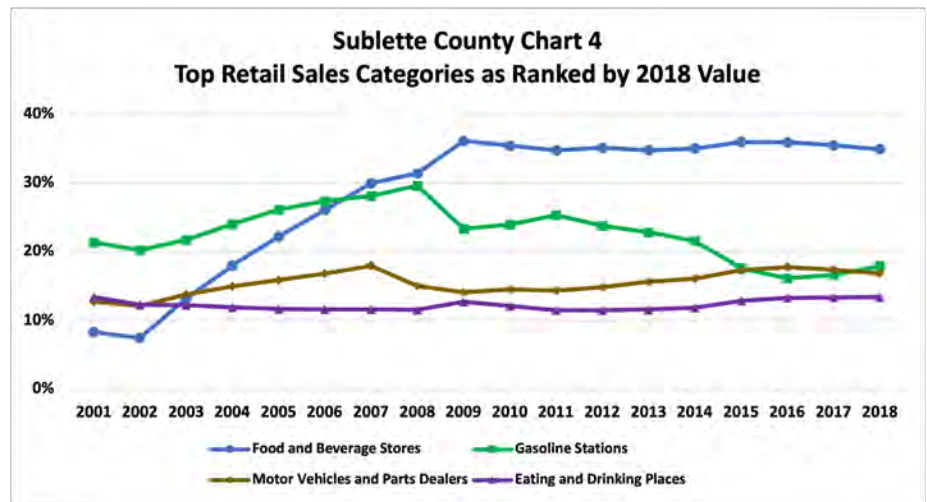
12 General Merchandise Stores contributed a minimum of 10 percent (2001–2004) for four years, but has not generated any retail sales since 2007, and is not shown on the graph.

ranked second in 2018. Its highest ranking was #1, which occurred 5 times, most recently in 2006. Its lowest ranking was third, recorded 2 times, most recently in 2017. The Motor Vehicles and Parts Dealers category ranked third in 2018. Its highest ranking was second, which occurred 2 times, most recently in 2017. Its lowest ranking was fourth, recorded 2 times, most recently in 2002. Eating and Drinking Places retail sales ranked fourth in 2018. The category's highest ranking was third, which occurred 2 times, most recently in 2002. Its lowest ranking was fifth, recorded in 2003.

In Sublette County, the category with the maximum total increase from 2001 to 2018 was Food and Beverage Stores, which grew by 799 percent. The category with the minimum total change was General Merchandise Stores, which changed by -100 percent. The category with the maximum annual change over this 18-year period was Food and Beverage Stores, which increased by 99 percent from 2002-2003. The category with the minimum annual change was General Merchandise Stores, which changed by -100 percent from 2006-2007.



Sublette County percent of potential total retail sales captured, 2001-2018.



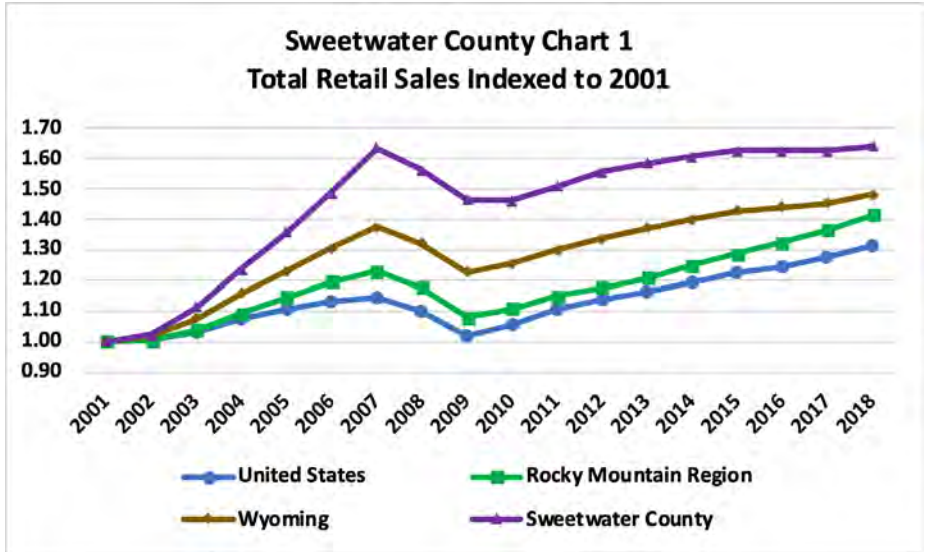
Sublette County 2018 top retail sales categories.

SWEETWATER COUNTY

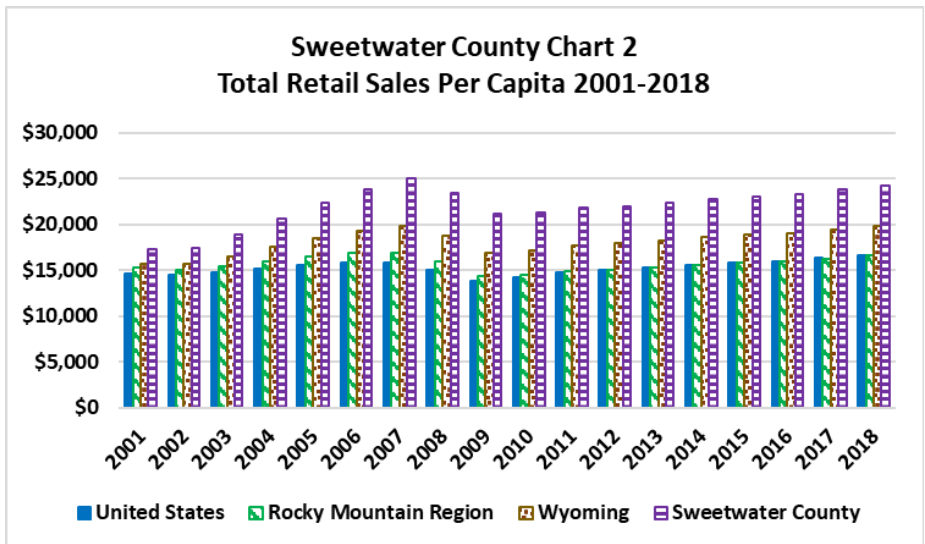
Sweetwater County's minimum Total Retail Sales Index was 1.00, which occurred in 2001, the base year. Its maximum was 1.64, recorded in 2018. The county's Total Retail Sales Index was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Sweetwater County's highest Total Retail Sales ranking was third, which occurred 4 times, most recently in 2009. Its lowest ranking was eighth, recorded in 2002.

Sweetwater County's minimum Total Retail Sales Per Capita was \$17,263, which occurred in 2001, the base year. Its maximum was \$25,085, recorded in 2007. The county's per capita retail sales value was always greater than the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Sweetwater County's highest Total Retail Sales Per Capita ranking was second, which occurred 14 times, most recently in 2018. Its lowest ranking was fourth, recorded in 2002.

Sweetwater County's minimum Percent Captured of Potential Total Retail Sales was 121, which occurred in 2001. Its maximum was 154, recorded in 2016. The county's ratio of actual retail sales to potential sales was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Sweetwater County's highest Percent Captured of Potential Total Retail Sales ranking was second, which occurred 8 times, most recently in 2017.



Sweetwater County 2001–2018 total retail sales indexed to 2001.



Sweetwater County total retail sales per capita 2001–2018.

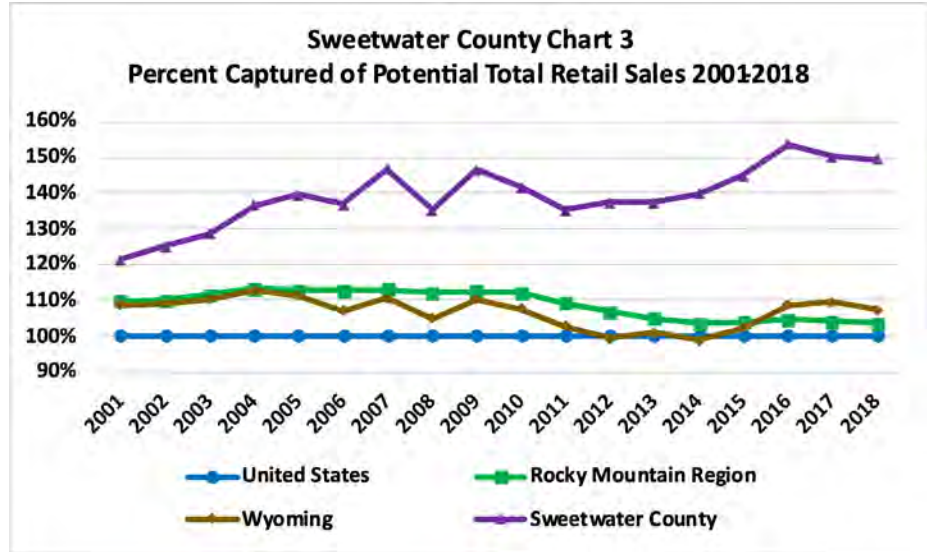
Its lowest ranking was fourth, recorded 3 times, the most recently in 2006.

In Sweetwater County, four retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top four categories accounted for 75 percent of all retail sales in Sweetwater County.

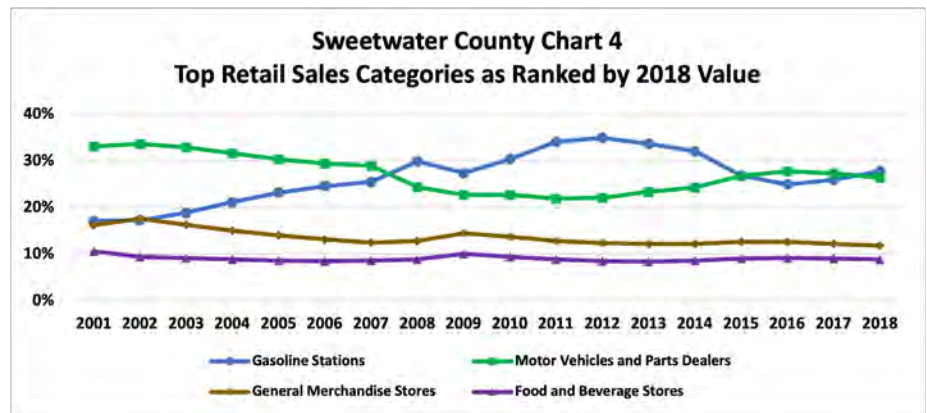
Of these, Gasoline Stations retail sales ranked #1 in 2018, its highest ranking. Its lowest ranking was third, recorded in 2002. Motor Vehicles and Parts Dealers ranked second for retail sales in 2018, its lowest ranking. Its highest ranking was first, which occurred 9 times, most recently in 2017. General Merchandise Stores retail sales ranked third in 2018, its lowest ranking. Its highest ranking was second, recorded in 2002. The Food

and Beverage Stores category ranked fourth in 2018, a rank it maintained throughout the entire study.

In Sweetwater County, the category with the maximum total increase from 2001 to 2018 was Gasoline Stations, which grew by 166 percent. The category with the minimum total change was General Merchandise Stores, which changed by 20 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 24 percent from 2003–2004. The category with the minimum annual change was Motor Vehicles and Parts Dealers, which changed by -20 percent from 2007–2008.



Sweetwater County percent of potential total retail sales captured, 2001–2018.



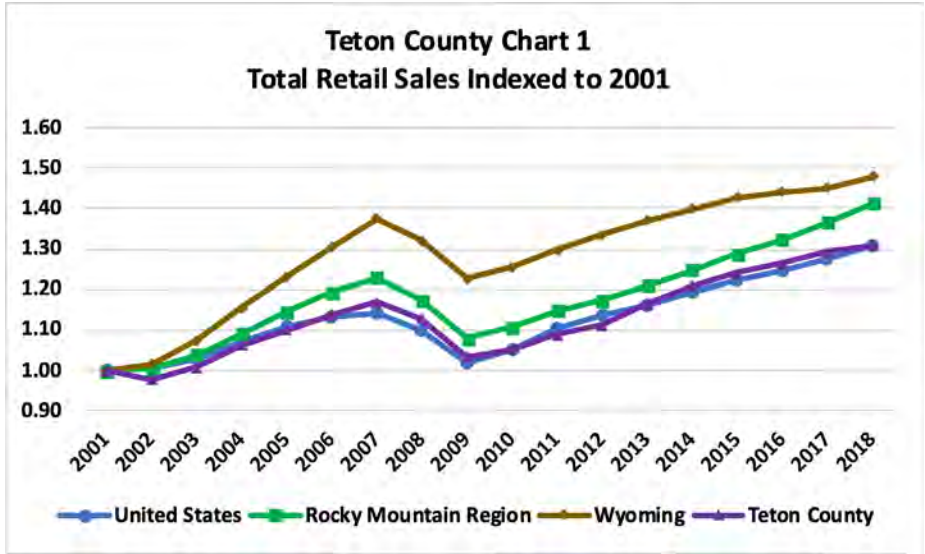
Sweetwater County 2018 top retail sales categories.

TETON COUNTY

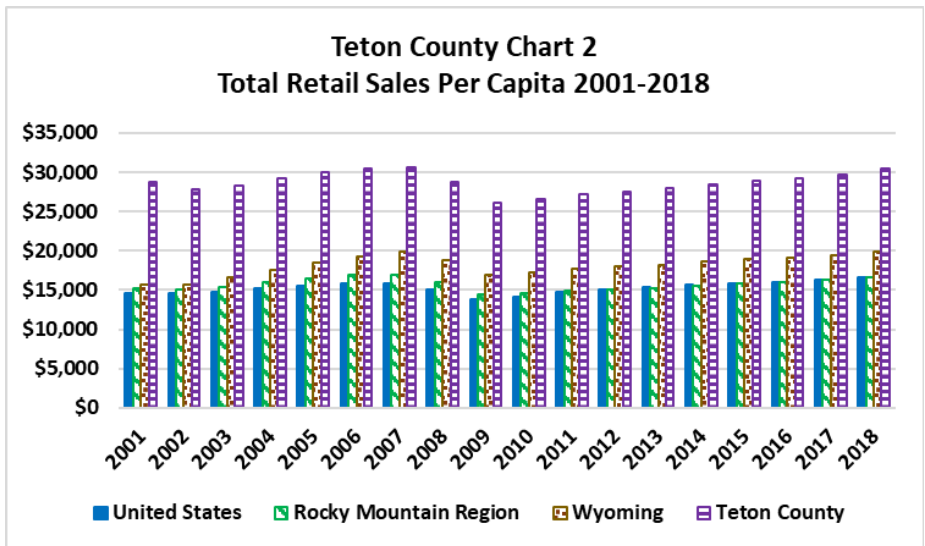
Teton County’s minimum Total Retail Sales Index was 0.98, which occurred in 2002. Its maximum was 1.31, recorded in 2018. The county’s Total Retail Sales Index was greater than that of the United States 9 times. It was never greater than that of the Rocky Mountain Region or Wyoming. A comparison of Wyoming counties shows that Teton County’s highest Total Retail Sales ranking was sixteenth, which occurred 2 times, most recently in 2017. Its lowest ranking was twenty-first, recorded 5 times, most recently in 2009.

Teton County’s minimum Total Retail Sales Per Capita was \$26,090, which occurred in 2009. Its maximum was \$30,616, recorded in 2007. The county’s per capita retail sales value was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Teton County’s Total Retail Sales Per Capita ranking was first for the entire period.

Teton County’s minimum Percent Captured of Potential Total Retail Sales was 39, which occurred in 2018. Its maximum was 80, recorded in 2001. The county’s ratio of actual retail sales to potential sales was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Teton County’s highest Percent Captured of Potential Total Retail Sales ranking was sixteenth, which occurred 2 times, most recently in 2003. Its lowest ranking was twenty-third (last), recorded 11 times, most recently in 2018.



Teton County 2001–2018 total retail sales indexed to 2001.



Teton County total retail sales per capita 2001–2018.

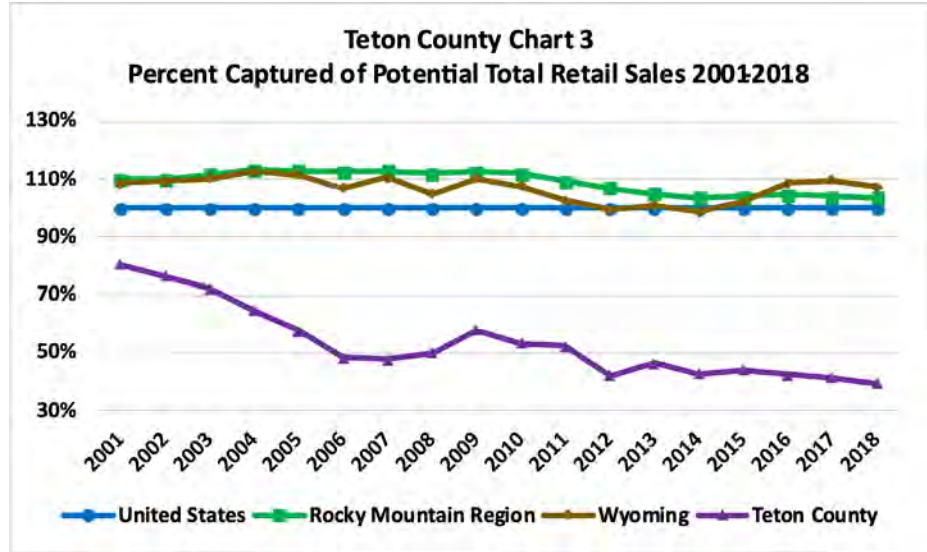
In Teton County, five retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top five categories accounted for 73 percent of all retail sales in Teton County.

Of these, Food and Beverage Stores retail sales ranked #1 in 2018, a rank it maintained throughout the entire study period. Eating and Drinking Places retail

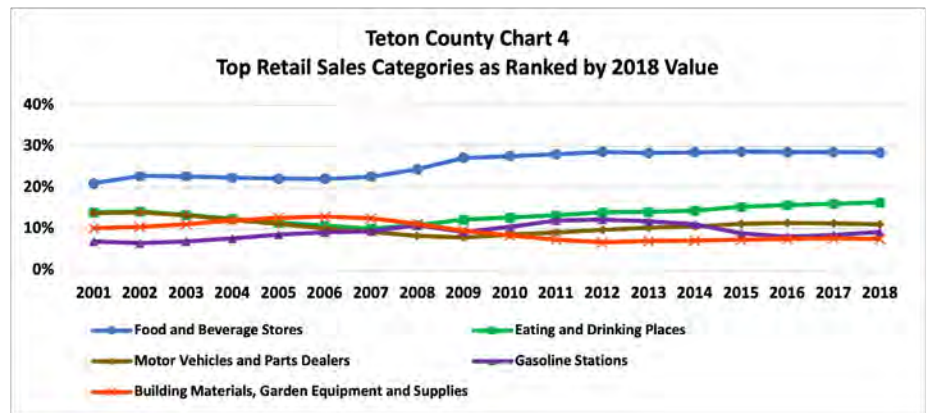
sales ranked second in 2018, its highest ranking. Its lowest ranking was fourth, recorded in 2008. The Motor Vehicles and Parts Dealers category ranked third in 2018, its highest ranking. Its lowest ranking was sixth, which occurred 2 times, most recently in 2008. Gasoline Stations retail sales ranked fourth in 2018. The category’s highest ranking was third, which occurred 6 times, most recently in 2014. Its lowest ranking

was eighth, recorded in 2003. Building Materials, Garden Equipment and Supplies ranked fifth in 2018, its lowest ranking. Its highest ranking was second, which occurred 4 times, most recently in 2008.

In Teton County, the category with the maximum total increase from 2001 to 2018 was Food and Beverage Stores, which grew by 77 percent. The category with the minimum total change was Building Materials, Garden Equipment and Supplies, which changed by -3 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 18 percent from 2010–2011. The category with the minimum annual change was also Gasoline Stations, which changed by -22 percent from 2008–2009.



Teton County percent of potential total retail sales captured, 2001–2018.



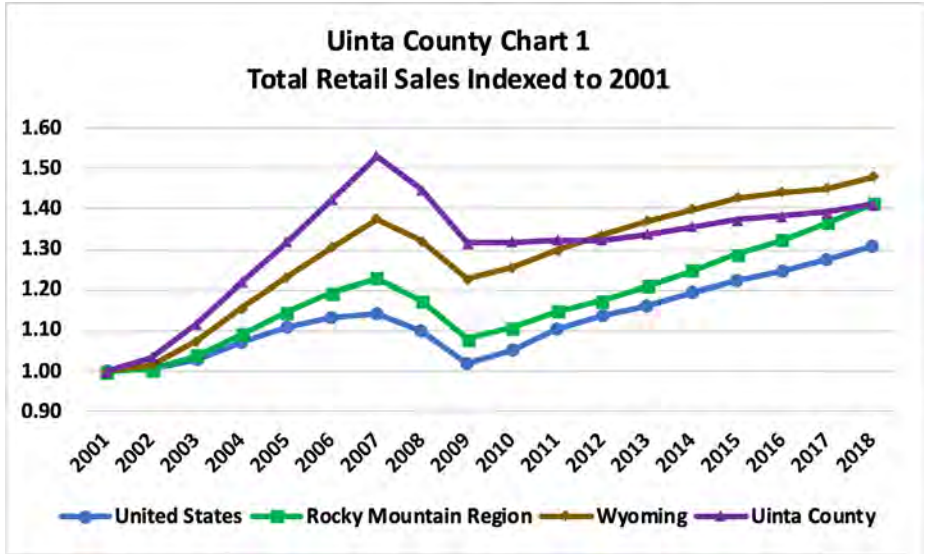
Teton County 2018 top retail sales categories.

UINTA COUNTY

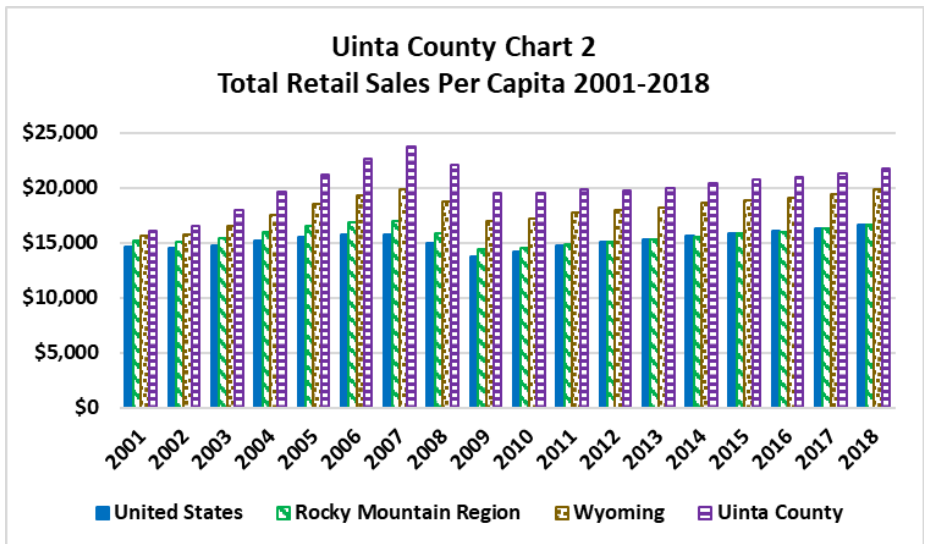
Uinta County’s minimum Total Retail Sales Index was 1.00, which occurred in 2001, the base year. Its maximum was 1.53, recorded in 2007. The county’s Total Retail Sales Index was greater than that of the United States, Rocky Mountain Region, and Wyoming 17, 16, and 10 times, respectively. A comparison of Wyoming counties shows that Uinta County’s highest Total Retail Sales ranking was third, recorded in 2002. Its lowest ranking was fourteenth, which occurred 4 times, most recently in 2018.

Uinta County’s minimum Total Retail Sales Per Capita was \$16,148, which occurred in 2001. Its maximum was \$23,784, recorded in 2007. The county’s per capita retail sales value was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Uinta County’s highest Total Retail Sales Per Capita ranking was third, which occurred 3 times, most recently in 2008. Its lowest ranking was seventh, recorded 8 times, most recently in 2018.

Uinta County’s minimum Percent Captured of Potential Total Retail Sales was 130, which occurred in 2001. Its maximum was 178, recorded in 2017. The county’s ratio of actual retail sales to potential sales was always greater than that of the United States, Rocky Mountain Region, and Wyoming. A comparison of Wyoming counties shows that Uinta County’s highest Percent Captured of Potential Total Retail Sales ranking was first, which occurred 14 times, most recently in 2018. Its



Uinta County 2001–2018 total retail sales indexed to 2001.



Uinta County total retail sales per capita 2001–2018.

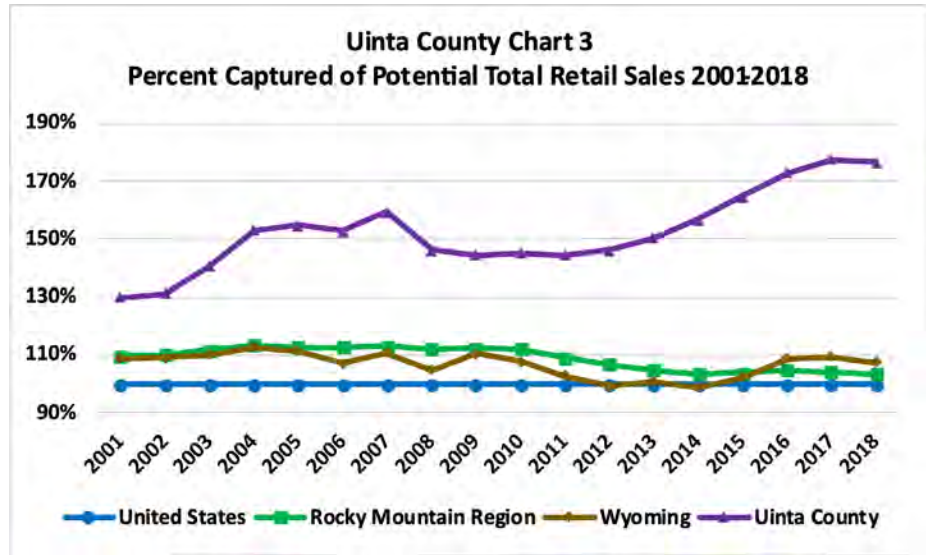
lowest ranking was third, recorded in 2009.

In Uinta County, four retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top four categories accounted for 81 percent of all retail sales in Uinta County.

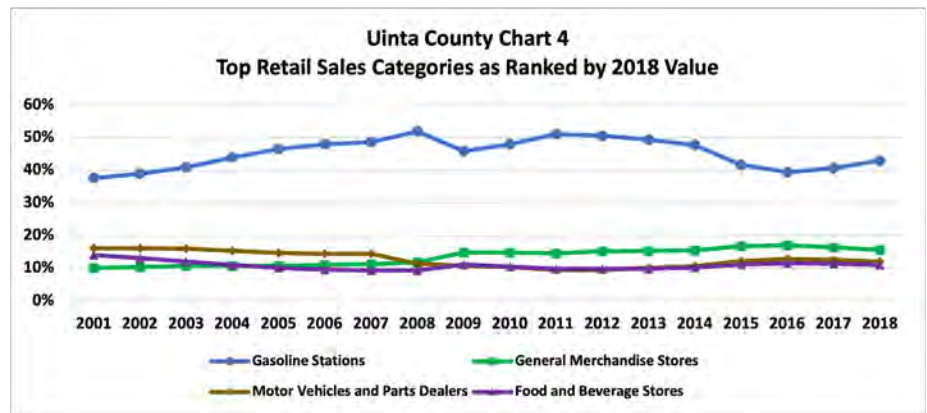
Gasoline Stations retail sales ranked #1 in 2018, a rank it maintained throughout the entire study. General Merchandise Stores retail sales ranked second in 2018, its highest ranking. Its lowest ranking was fourth, which occurred 4 times, most recently in 2004. Motor Vehicles and Parts Dealers ranked third for retail sales in 2018. Its highest ranking was second, recorded 7 times, most recently in 2007. Its lowest

ranking was fourth, which occurred 4 times, most recently in 2012. Food and Beverage Stores ranked fourth in 2018, its lowest ranking. Its highest ranking was third, recorded 8 times, most recently in 2012.

In Uinta County, the category with the maximum total increase from 2001 to 2018 was General Merchandise Stores, which grew by 118 percent. The category with the minimum total change was Motor Vehicles and Parts Dealers, which changed by 5 percent. The category with the maximum annual change over this 18-year period was Gasoline Stations, which increased by 17 percent from 2003–2004. The category with the minimum annual change was Motor Vehicles and Parts Dealers, which changed by -25 percent from 2007–2008.



Uinta County percent of potential total retail sales captured, 2001–2018.



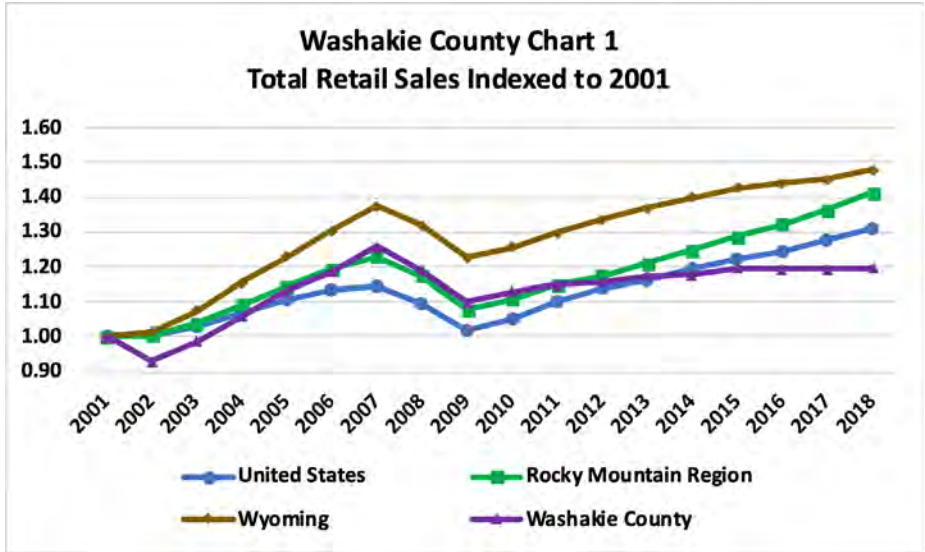
Uinta County 2018 top retail sales categories.

WASHAKIE COUNTY

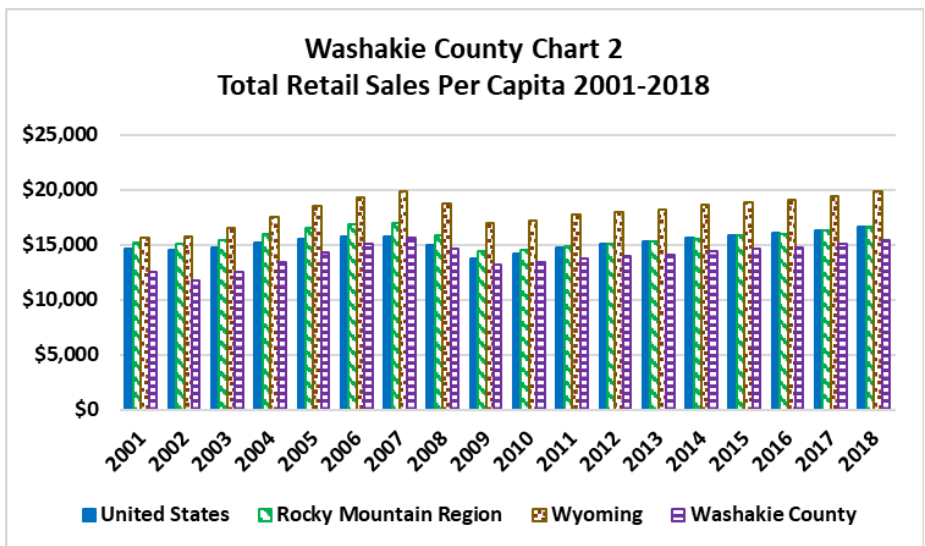
Washakie County's minimum Total Retail Sales Index was 0.93, which occurred in 2002. Its maximum was 1.26, recorded in 2007. The county's Total Retail Sales Index was greater than that of the United States 9 times and Rocky Mountain Region 5 times. It was never greater than that of Wyoming. A comparison of Wyoming counties shows that Washakie County's highest Total Retail Sales ranking was eighteenth, which occurred 4 times, most recently in 2013. Its lowest ranking was twenty-second, recorded 2 times, most recently in 2003.

Washakie County's minimum Total Retail Sales Per Capita was \$11,799, which occurred in 2002. Its maximum was \$15,613, recorded in 2007. The county's minimum per capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Washakie County's highest Total Retail Sales Per Capita ranking was twelfth, which occurred 17 times, most recently being in 2018. Its lowest ranking was thirteenth, recorded in 2002.

Washakie County's minimum Percent Captured of Potential Total Retail Sales was 88, which occurred in 2002. Its maximum was 107, recorded in 2017. The county's ratio of actual retail sales to potential sales was greater than that of the United States, Rocky Mountain Region, and Wyoming 10, 3 and 1 time(s), respectively. A comparison of Wyoming counties shows that Washakie County's highest Percent Captured of Potential Total Retail Sales ranking was ninth, which occurred 3 times, most



Washakie County 2001–2018 total retail sales indexed to 2001.



Washakie County total retail sales per capita 2001–2018.

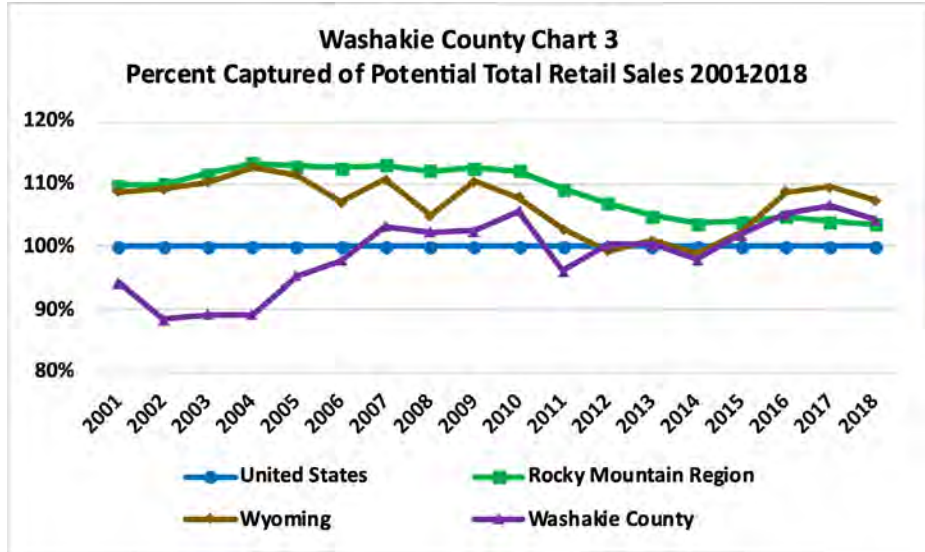
recently in 2015. Its lowest ranking was thirteenth, recorded in 2004.

In Washakie County, six retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. These top six categories accounted for 93 percent of all retail sales in Washakie County.

Motor Vehicles and Parts Dealers retail sales ranked #1 in 2018, its highest ranking. Its lowest ranking was third, recorded in 2009. The Building Materials, Garden Equipment and Supplies category ranked second in 2018, its lowest ranking. Its highest ranking was first, which occurred 2 times, most recently in 2010. Eating and Drinking Places ranked third for retail sales in 2018. The category's

highest ranking was second, recorded in 2009. Its lowest ranking was sixth, which occurred 2 times, most recently in 2002. Food and Beverage Stores retail sales ranked fourth in 2018, its lowest ranking. Its highest ranking was third, recorded 5 times, most recently in 2005. Gasoline Stations retail sales ranked fifth in 2018, its highest ranking. Its lowest ranking was sixth, recorded in 2003. General Merchandise Stores ranked sixth for retail sales in 2018, its lowest ranking. The category's highest ranking was fourth, which occurred 3 times, most recently in 2003.

In Washakie County, the category with the maximum total increase from 2001 to 2018 was Eating and Drinking Places, which grew by 179 percent. The category with the minimum total change was General Merchandise Stores, which changed by -33 percent. The category with the maximum annual change over this 18-year period was Eating and Drinking Places, which increased by 24 percent from 2002-2003. The category with the minimum annual change was Gasoline Stations, which changed by -28 percent from 2008-2009.



Washakie County percent of potential total retail sales captured, 2001-2018.



Washakie County 2018 top retail sales categories.

WESTON COUNTY

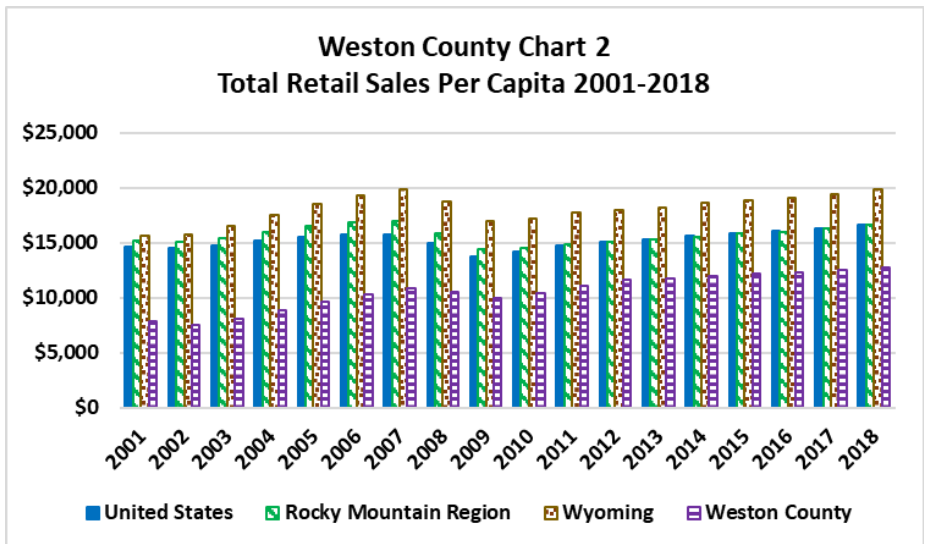
Weston County's minimum Total Retail Sales Index was 0.97, which occurred in 2002. Its maximum was 1.75, recorded in 2018. The county's Total Retail Sales Index was greater than that of the United States and Rocky Mountain Region 16 times each. It was greater than that of Wyoming 15 times. A comparison of Wyoming counties shows that Weston County's highest Total Retail Sales ranking was third, which occurred 4 times, most recently in 2016. Its lowest ranking was twenty-first, recorded in 2002.

Weston County's minimum Total Retail Sales Per Capita was \$7,486, which occurred in 2002. Its maximum was \$12,790, recorded in 2018. The county's per capita retail sales value was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Weston County's highest Total Retail Sales Per Capita ranking was sixteenth, which occurred 7 times, most recently in 2018. Its lowest ranking was twenty-first, recorded 4 times, most recently in 2004.

Weston County's minimum Percent Captured of Potential Total Retail Sales was 60, which occurred in 2001. Its maximum was 93, recorded in 2018. The county's ratio of actual retail sales to potential sales was never greater than that of the United States, Rocky Mountain Region, or Wyoming. A comparison of Wyoming counties shows that Weston County's highest Percent Captured of Potential Total Retail Sales



Weston County 2001–2018 total retail sales indexed to 2001.



Weston County total retail sales per capita 2001–2018.

ranking was twelfth, recorded in 2018. Its lowest ranking was twentieth, which occurred in 2002.

In Weston County, five¹³ retail sales categories contributed a minimum of 10 percent annually in at least one year from 2001–2018. The top six categories

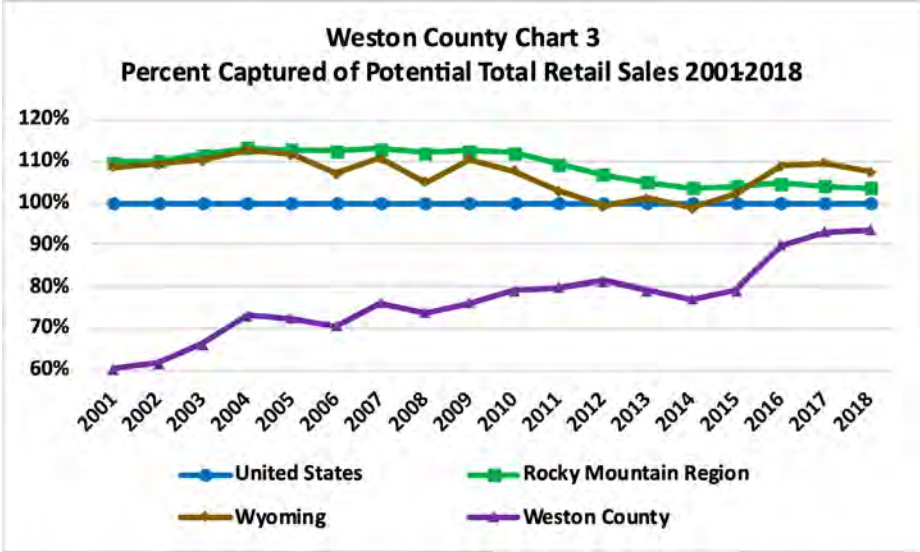
accounted for percent of all retail sales in Weston County.

Gasoline Stations retail sales ranked #1 in 2018, its highest ranking. Its lowest ranking was third, recorded in 2001. Motor Vehicles and Parts Dealers ranked second for retail sales in 2018.

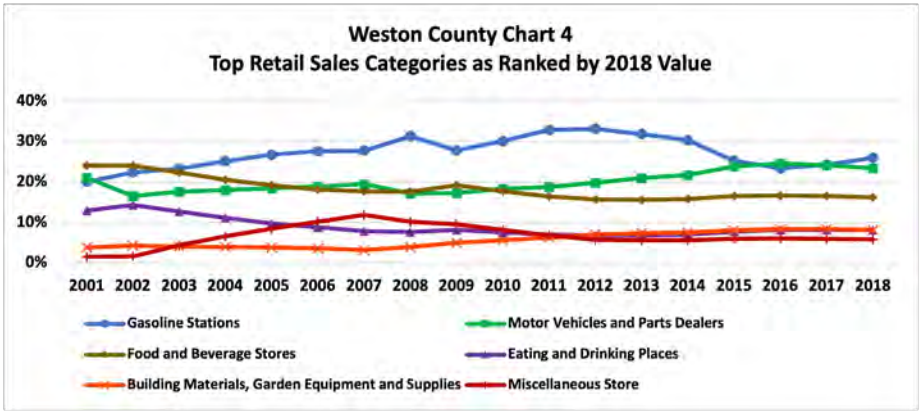
13 Building Materials, Garden Equipment and Supplies never had a year contributing a minimum of 10 percent, but ranked fifth in 2018, as shown on the graph.

Its highest ranking was first, recorded in 2016. Its lowest ranking third, which occurred 6 times, most recently in 2009. Food and Beverage Stores ranked third in 2018, the category's lowest ranking. Its highest ranking was first, which occurred 2 times, most recently in 2002. Eating and Drinking Places retail sales ranked fourth in 2018, its highest ranking. Its lowest ranking was fifth, recorded 11 times, most recently in 2017. Building Materials, Garden Equipment and Supplies ranked fifth in 2018. The category's highest ranking was fourth, which occurred 6 times, most recently in 2017. Its lowest ranking was seventh, recorded 7 times, most recently in 2009. Miscellaneous Retail Stores ranked sixth in 2018. The category's highest ranking was fourth, which occurred 5 times, most recently in 2010. Its lowest ranking was ninth, recorded 2 times, most recently in 2002.

In Weston County, the category with the maximum total increase from 2001 to 2018 was Miscellaneous Store, which grew by 578 percent. The category with the minimum total change was Eating and Drinking Places, which changed by 12 percent. The category with the maximum annual change over this 18-year period was Miscellaneous Retail Stores, which increased by 182 percent from 2002-2003. The category with the minimum annual change was Motor Vehicles and Parts Dealers, which changed by -24 percent from 2001-2002.



Weston County percent of potential total retail sales captured, 2001-2018.



Weston County 2018 top retail sales categories.

APPENDIX 1: WOODS AND POOLE RETAIL SALES DEFINITIONS

RETAIL SALES AND FOOD SERVICES SALES

Data for retail sales by kind of business are from the 1972, 1977, 1982, 1987, 1992, 1997, 2002, 2007, and 2012 Census of Retail Trade (U.S. Department of Commerce, Bureau of the Census). Retail sales data for 1972, 1977, 1982, 1987, 1992, and 1997 have been changed by Woods & Poole from SIC classifications to estimated NAICS kind of business classifications to be consistent with 2002 Census of Retail Trade data. The intervening historical data for the years 1969–1971, 1973–1976, 1978–1981, 1983–1986, 1988–1991, 1993–1996, 1998–2001, 2003–2006, and 2008–2011 are also estimated by Woods & Poole. These estimates are made by interpolating retail sales by kind of business per capita for the intervening years (e.g., 1973–1976). These proportions are then multiplied by population for the intervening years to estimate retail sales by kind of business. The estimates are then constrained to U.S. retail sales by kind of business for the intervening years.

U.S. retail sales data for 1969–2012 are from the Bureau of Economic Analysis, but were revised by Woods & Poole to be consistent with the sum of the county retail sales data for the Census years. Therefore, retail sales data for the U.S. are the sum of county retail sales as published in the Census of Retail Trade and differ from the U.S. data published monthly by the Department of Commerce.

Some county data from the Census of Retail Trade are withheld because of

federal information disclosure policies. All withheld data have been estimated by Woods & Poole; the techniques used to make these estimates are described below in the section titled “Estimation of Missing Historical Data.”

In the 2020 Woods & Poole database, total retail sales are modified to include food services and drinking places sales (NAICS 722). The inclusion of food services and drinking places sales makes total retail sales more consistent with the SIC definition.

Retail sales are counted, as are employment and earnings, on an establishment basis. Mail-order sales are counted at the point from which the merchandise is sent and not at the point at which it is received. Retail sales are classified by kind of business according to the principal lines of commodities sold (e.g., groceries or hardware) or the usual trade designation (e.g., drug store or cigar store). In some cases, an establishment sells goods in several different business groups, such as a convenience store with gasoline pumps. In these cases, all the establishment’s sales are classified in the business group that is the primary activity of the establishment; therefore, the retail sales data by kind of business does not reflect retail sales by merchandise line. The specific kinds of business, on an NAICS basis, are described as follows:

Motor vehicle and parts dealers include establishments selling new and used cars and trucks, boats, recreational vehicles, utility trailers, aircraft, snowmobiles, motorcycles, snowmobiles, and mopeds. The category

also includes dealers selling new automobile parts and accessories, such as tires, as well as automobile repair shops maintained by establishments engaged in the sale of new automobiles. Establishments selling medium and heavy-duty trucks are generally excluded.

Furniture and home furnishings stores include establishments primarily selling new furniture, floor coverings, draperies and window treatments, glassware, and china. Bath, linen, mattress, and lamp stores are included. Used furniture, appliance, and electronics stores are excluded.

Electronics and appliance stores include establishments selling new consumer electronics, televisions, radios, home appliances, computers, cameras, and photography supplies.

Building material and garden equipment and supplies dealers include retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and outdoor power equipment. The category includes lumber and other building materials dealers as well as paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. Dealers selling mobile homes are excluded.

Food and beverage stores include establishments primarily engaged in selling for home preparation and consumption. Food stores include

grocery stores, such as supermarkets and convenience stores; meat and fish markets; fruit and vegetable markets; candy, nut, and confectionery stores; dairy product stores; retail bakers; and miscellaneous stores such as beer, wine, and liquor stores, health food stores, and coffee and tea stores.

Health and personal care stores

include pharmacies and drug stores; cosmetic, beauty supplies, and perfume stores; optical goods stores; health supplement stores; and convalescent supply stores.

Gasoline stations

include establishments primarily selling gasoline and automotive lubricants. These establishments frequently sell other merchandise, such as tires, batteries, accessories, and other automobile parts, or perform minor repair work. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included. Gasoline stations combined with other activities such as convenience stores or car washes are classified by their primary activity as determined by sales.

Clothing and clothing accessories

include retail stores primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. These establishments include men's, boys,' women's, infants,' and girls' clothing stores; shoe stores; and specialty stores, such as swimwear, wigs, lingerie, luggage, and handbags. Establishments that meet the diversity criterion for department stores are not included. Excluded are custom tailors and athletic uniform stores.

Sporting goods, hobby, book, and music stores include sporting goods stores (including bicycle stores, golf pro shops, exercise equipment stores, and gun shops); hobby, toy, and game stores; sewing and needlework stores; musical instrument and supply stores; bookstores, newsstands, and music stores. Excluded are used bookstores.

General merchandise stores include department stores, general discount stores, variety stores, warehouse clubs, and miscellaneous general merchandise stores. These stores all sell a number of lines of merchandise, such as dry goods, apparel, and accessories; furniture and home furnishings; small wares; hardware; and food in one establishment.

Miscellaneous retail stores include florists; office supply, stationery, and gift stores; used merchandise stores such as thrift stores, used bookstores, and antique shops; pet shops; art dealers; mobile home dealers; swimming pool stores; and tobacco stores.

Nonstore retailers include Internet sellers; mail order and catalog sellers; television and infomercial sellers; door-to-door sellers; vending machine operators; and direct selling establishments such as heating oil dealers, bottled gas dealers, newspaper delivery, and bottled water providers.

Food services and drinking places includes establishments selling prepared food and drinks for consumption on the premises; the category also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. These establishments include restaurants and

lunchrooms; social caterers; cafeterias; refreshment places, such as take-out hamburger and chicken stands; contract feeding, such as institutional food service; ice cream and frozen yogurt stands; and drinking places, such as bars and lounges.

APPENDIX 2: TABLES

Table 1. Total Retail Sales (in millions of 2012 dollars) 2001–2018 Indexed to 2001																		
Region/Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	1.00	1.00	1.03	1.07	1.11	1.13	1.14	1.10	1.02	1.05	1.10	1.14	1.16	1.19	1.22	1.25	1.27	1.31
Rocky Mountain Region	1.00	1.00	1.04	1.09	1.14	1.19	1.23	1.17	1.08	1.11	1.15	1.17	1.21	1.25	1.29	1.32	1.36	1.41
Montana	1.00	1.01	1.06	1.13	1.19	1.25	1.29	1.24	1.14	1.18	1.23	1.27	1.30	1.33	1.37	1.40	1.44	1.48
Wyoming	1.00	1.02	1.08	1.16	1.23	1.30	1.37	1.32	1.23	1.26	1.30	1.34	1.37	1.40	1.43	1.44	1.45	1.48
Albany County	1.00	0.97	1.00	1.05	1.08	1.10	1.10	1.05	0.97	1.00	1.03	1.05	1.07	1.09	1.12	1.13	1.16	1.19
Big Horn County	1.00	0.93	0.98	1.07	1.13	1.20	1.26	1.27	1.26	1.38	1.50	1.61	1.65	1.67	1.71	1.73	1.75	1.79
Campbell County	1.00	1.07	1.15	1.24	1.35	1.48	1.62	1.58	1.53	1.58	1.64	1.72	1.75	1.78	1.85	1.86	1.79	1.82
Carbon County	1.00	1.01	1.11	1.23	1.32	1.43	1.55	1.47	1.36	1.37	1.40	1.40	1.43	1.46	1.46	1.49	1.47	1.47
Converse County	1.00	1.03	1.09	1.17	1.26	1.33	1.40	1.36	1.27	1.29	1.31	1.36	1.41	1.42	1.45	1.45	1.44	1.46
Crook County	1.00	1.01	1.06	1.13	1.21	1.27	1.37	1.26	1.08	1.05	1.02	0.96	0.98	1.01	1.05	1.07	1.08	1.11
Fremont County	1.00	1.02	1.06	1.12	1.18	1.24	1.29	1.23	1.14	1.17	1.21	1.23	1.24	1.26	1.27	1.28	1.29	1.31
Goshen County	1.00	0.97	1.03	1.12	1.20	1.27	1.33	1.24	1.11	1.14	1.17	1.16	1.17	1.19	1.21	1.20	1.23	1.26
Hot Springs County	1.00	1.00	1.05	1.14	1.22	1.30	1.37	1.35	1.31	1.38	1.46	1.54	1.56	1.57	1.58	1.57	1.61	1.60
Johnson County	1.00	1.01	1.08	1.15	1.24	1.31	1.42	1.44	1.38	1.46	1.55	1.62	1.65	1.67	1.70	1.69	1.71	1.75
Laramie County	1.00	1.03	1.08	1.15	1.20	1.25	1.29	1.24	1.16	1.21	1.26	1.32	1.35	1.38	1.42	1.45	1.48	1.52
Lincoln County	1.00	1.02	1.14	1.28	1.42	1.56	1.71	1.60	1.40	1.36	1.32	1.27	1.31	1.35	1.39	1.43	1.47	1.51
Natrona County	1.00	1.03	1.10	1.19	1.27	1.35	1.43	1.37	1.27	1.30	1.36	1.42	1.49	1.52	1.56	1.55	1.55	1.58
Niobrara County	1.00	0.97	1.03	1.13	1.21	1.28	1.38	1.39	1.33	1.42	1.51	1.58	1.65	1.64	1.67	1.67	1.65	1.68
Park County	1.00	0.97	1.02	1.08	1.15	1.20	1.25	1.19	1.09	1.12	1.15	1.18	1.20	1.22	1.24	1.26	1.29	1.32
Platte County	1.00	0.99	0.99	1.02	1.04	1.06	1.05	0.98	0.89	0.91	0.94	0.95	0.96	0.99	1.01	1.00	1.01	1.03
Sheridan County	1.00	1.02	1.08	1.14	1.21	1.28	1.34	1.28	1.17	1.18	1.21	1.22	1.25	1.28	1.30	1.32	1.35	1.38
Sublette County	1.00	1.05	1.18	1.35	1.54	1.72	1.99	2.01	1.94	1.98	2.01	2.07	2.04	2.08	2.09	2.10	2.09	2.14
Sweetwater County	1.00	1.02	1.11	1.23	1.36	1.49	1.63	1.56	1.46	1.46	1.51	1.56	1.58	1.61	1.62	1.62	1.63	1.64
Teton County	1.00	0.98	1.01	1.06	1.10	1.14	1.17	1.13	1.03	1.05	1.09	1.11	1.16	1.21	1.24	1.26	1.29	1.31
Uinta County	1.00	1.03	1.12	1.22	1.32	1.42	1.53	1.45	1.32	1.32	1.32	1.32	1.34	1.36	1.37	1.38	1.39	1.41
Washakie County	1.00	0.93	0.99	1.06	1.13	1.19	1.26	1.19	1.10	1.13	1.15	1.16	1.17	1.18	1.20	1.19	1.19	1.20
Weston County	1.00	0.97	1.06	1.16	1.25	1.36	1.50	1.48	1.43	1.48	1.55	1.61	1.65	1.68	1.72	1.74	1.72	1.75

Table 2. Total Retail Sales Per Capita (in 2012 dollars) 2001–2018

Region/Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	\$14,604	\$14,536	\$14,773	\$15,223	\$15,587	\$15,803	\$15,797	\$15,035	\$13,804	\$14,183	\$14,733	\$15,077	\$15,308	\$15,613	\$15,854	\$16,040	\$16,315	\$16,657
Rocky Mountain Region	\$15,252	\$15,082	\$15,440	\$16,020	\$16,512	\$16,857	\$16,974	\$15,925	\$14,373	\$14,549	\$14,909	\$15,053	\$15,282	\$15,583	\$15,818	\$15,998	\$16,264	\$16,599
Montana	\$15,114	\$15,244	\$15,841	\$16,663	\$17,397	\$17,980	\$18,334	\$17,398	\$15,920	\$16,308	\$16,907	\$17,285	\$17,549	\$17,898	\$18,172	\$18,384	\$18,697	\$19,087
Wyoming	\$15,663	\$15,736	\$16,546	\$17,587	\$18,538	\$19,333	\$19,904	\$18,732	\$16,970	\$17,230	\$17,725	\$17,961	\$18,235	\$18,597	\$18,881	\$19,102	\$19,427	\$19,832
Albany County	\$15,837	\$15,304	\$15,555	\$16,033	\$16,426	\$16,661	\$16,678	\$15,581	\$13,982	\$14,092	\$14,389	\$14,381	\$14,582	\$14,861	\$15,083	\$15,257	\$15,525	\$15,855
Big Horn County	\$5,817	\$5,430	\$5,777	\$6,207	\$6,607	\$6,950	\$7,218	\$7,275	\$7,114	\$7,701	\$8,355	\$8,908	\$9,032	\$9,206	\$9,343	\$9,451	\$9,617	\$9,821
Campbell County	\$16,280	\$16,715	\$17,737	\$19,009	\$20,191	\$21,197	\$21,971	\$20,776	\$18,918	\$19,312	\$19,953	\$20,265	\$20,547	\$20,941	\$21,253	\$21,499	\$21,876	\$22,341
Carbon County	\$15,304	\$15,473	\$17,009	\$18,778	\$20,463	\$21,985	\$23,298	\$21,900	\$19,801	\$20,080	\$20,587	\$20,796	\$21,085	\$21,490	\$21,810	\$22,062	\$22,450	\$22,927
Converse County	\$9,780	\$9,935	\$10,443	\$11,100	\$11,702	\$12,202	\$12,561	\$11,840	\$10,740	\$10,928	\$11,227	\$11,372	\$11,531	\$11,752	\$11,927	\$12,065	\$12,277	\$12,538
Crook County	\$8,325	\$8,204	\$8,537	\$8,994	\$9,405	\$9,731	\$9,941	\$8,858	\$7,475	\$7,104	\$6,864	\$6,489	\$6,580	\$6,706	\$6,806	\$6,885	\$7,006	\$7,154
Fremont County	\$14,292	\$14,427	\$14,970	\$15,729	\$16,408	\$16,938	\$17,264	\$16,199	\$14,614	\$14,817	\$15,195	\$15,318	\$15,532	\$15,829	\$16,066	\$16,251	\$16,536	\$16,888
Goshen County	\$8,302	\$8,095	\$8,642	\$9,312	\$9,937	\$10,477	\$10,905	\$10,057	\$8,880	\$8,822	\$8,902	\$8,817	\$8,939	\$9,111	\$9,247	\$9,354	\$9,518	\$9,720
Hot Springs County	\$7,393	\$7,409	\$7,990	\$8,681	\$9,334	\$9,908	\$10,379	\$10,139	\$9,585	\$10,085	\$10,733	\$11,213	\$11,369	\$11,587	\$11,760	\$11,896	\$12,105	\$12,362
Johnson County	\$8,764	\$8,564	\$9,019	\$9,604	\$10,140	\$10,588	\$10,914	\$10,679	\$10,115	\$10,645	\$11,296	\$11,799	\$11,964	\$12,193	\$12,375	\$12,518	\$12,738	\$13,008
Laramie County	\$18,903	\$19,310	\$19,998	\$20,975	\$21,845	\$22,514	\$22,911	\$21,788	\$19,974	\$20,476	\$21,258	\$21,720	\$22,022	\$22,445	\$22,779	\$23,043	\$23,447	\$23,946
Lincoln County	\$10,352	\$10,484	\$11,423	\$12,520	\$13,560	\$14,491	\$15,277	\$13,771	\$11,804	\$11,397	\$11,176	\$10,732	\$10,881	\$11,090	\$11,255	\$11,385	\$11,585	\$11,832
Natrona County	\$17,175	\$17,492	\$18,506	\$19,781	\$20,961	\$21,958	\$22,711	\$21,440	\$19,484	\$19,863	\$20,464	\$20,785	\$21,075	\$21,479	\$21,799	\$22,051	\$22,438	\$22,915
Niobrara County	\$8,710	\$8,704	\$9,305	\$10,040	\$10,726	\$11,323	\$11,798	\$11,600	\$11,044	\$11,706	\$12,495	\$13,100	\$13,283	\$13,537	\$13,740	\$13,898	\$14,142	\$14,443
Park County	\$15,158	\$14,723	\$15,334	\$16,166	\$16,917	\$17,514	\$17,905	\$16,808	\$15,171	\$15,390	\$15,772	\$15,900	\$16,122	\$16,431	\$16,676	\$16,869	\$17,165	\$17,530
Platte County	\$12,232	\$12,061	\$12,234	\$12,586	\$12,871	\$13,032	\$13,020	\$12,241	\$11,070	\$11,256	\$11,540	\$11,683	\$11,846	\$12,073	\$12,253	\$12,394	\$12,612	\$12,880
Sheridan County	\$15,893	\$16,069	\$16,900	\$17,972	\$18,956	\$19,773	\$20,364	\$19,002	\$17,025	\$17,145	\$17,494	\$17,552	\$17,797	\$18,138	\$18,408	\$18,621	\$18,948	\$19,351
Sublette County	\$8,563	\$8,485	\$9,101	\$9,845	\$10,543	\$11,152	\$11,644	\$10,929	\$9,863	\$9,965	\$10,170	\$10,218	\$10,361	\$10,559	\$10,717	\$10,840	\$11,031	\$11,265
Sweetwater County	\$17,263	\$17,409	\$18,912	\$20,677	\$22,348	\$23,836	\$25,085	\$23,486	\$21,130	\$21,369	\$21,861	\$22,032	\$22,339	\$22,767	\$23,107	\$23,374	\$23,784	\$24,290
Teton County	\$28,738	\$27,822	\$28,336	\$29,266	\$30,040	\$30,526	\$30,616	\$28,814	\$26,090	\$26,504	\$27,273	\$27,569	\$27,953	\$28,489	\$28,914	\$29,248	\$29,761	\$30,394
Uinta County	\$16,148	\$16,563	\$17,976	\$19,639	\$21,212	\$22,611	\$23,784	\$22,042	\$19,583	\$19,582	\$19,836	\$19,747	\$20,022	\$20,406	\$20,711	\$20,950	\$21,318	\$21,771
Washakie County	\$12,552	\$11,799	\$12,540	\$13,460	\$14,314	\$15,045	\$15,613	\$14,659	\$13,235	\$13,434	\$13,780	\$13,946	\$14,140	\$14,412	\$14,627	\$14,796	\$15,056	\$15,375
Weston County	\$7,845	\$7,486	\$8,146	\$8,921	\$9,654	\$10,309	\$10,861	\$10,591	\$9,994	\$10,470	\$11,076	\$11,601	\$11,763	\$11,988	\$12,167	\$12,308	\$12,524	\$12,790

Table 3. Percent Captured of Potential Total Retail Sales (in 2012 Dollars) 2001–2018

Region/Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Rocky Mountain Region	1.10	1.10	1.12	1.13	1.13	1.13	1.13	1.12	1.13	1.12	1.09	1.07	1.05	1.04	1.04	1.05	1.04	1.04
Montana	1.36	1.36	1.34	1.34	1.34	1.36	1.36	1.34	1.32	1.30	1.28	1.27	1.28	1.29	1.29	1.31	1.31	1.31
Wyoming	1.09	1.09	1.10	1.13	1.11	1.07	1.11	1.05	1.10	1.08	1.03	0.99	1.01	0.99	1.02	1.09	1.10	1.07
Albany County	1.31	1.23	1.19	1.26	1.31	1.34	1.33	1.25	1.21	1.18	1.11	1.10	1.12	1.14	1.17	1.20	1.25	1.28
Big Horn County	0.53	0.51	0.51	0.57	0.57	0.56	0.65	0.63	0.65	0.69	0.70	0.74	0.75	0.74	0.78	0.84	0.86	0.87
Campbell County	1.09	1.16	1.23	1.27	1.24	1.18	1.26	1.14	1.21	1.10	1.01	1.08	1.14	1.11	1.24	1.43	1.41	1.38
Carbon County	1.26	1.28	1.33	1.42	1.41	1.42	1.48	1.38	1.51	1.47	1.35	1.31	1.28	1.26	1.31	1.37	1.33	1.28
Converse County	0.76	0.80	0.80	0.81	0.81	0.81	0.85	0.76	0.76	0.77	0.72	0.72	0.72	0.69	0.71	0.78	0.78	0.74
Crook County	0.62	0.64	0.67	0.68	0.64	0.64	0.69	0.64	0.59	0.55	0.46	0.43	0.42	0.43	0.47	0.49	0.51	0.51
Fremont County	1.26	1.25	1.28	1.30	1.31	1.28	1.29	1.23	1.20	1.18	1.14	1.10	1.09	1.11	1.18	1.26	1.28	1.27
Goshen County	0.75	0.78	0.80	0.84	0.84	0.87	0.91	0.84	0.80	0.77	0.69	0.68	0.67	0.68	0.69	0.72	0.73	0.73
Hot Springs County	0.58	0.61	0.61	0.65	0.69	0.71	0.76	0.73	0.78	0.77	0.71	0.78	0.77	0.71	0.68	0.71	0.77	0.73
Johnson County	0.65	0.64	0.65	0.71	0.72	0.71	0.74	0.72	0.78	0.83	0.77	0.76	0.72	0.70	0.76	0.83	0.84	0.83
Laramie County	1.35	1.33	1.32	1.35	1.37	1.37	1.40	1.33	1.36	1.37	1.29	1.33	1.34	1.37	1.42	1.48	1.50	1.50
Lincoln County	0.87	0.88	0.89	1.00	1.05	1.06	1.04	1.00	1.00	0.99	0.92	0.86	0.87	0.91	0.93	0.91	0.92	0.90
Natrona County	1.17	1.19	1.22	1.27	1.23	1.16	1.24	1.11	1.23	1.15	1.11	1.02	0.99	0.92	0.92	1.07	1.14	1.08
Niobrara County	0.65	0.64	0.66	0.70	0.70	0.78	0.86	0.90	0.88	0.93	0.86	0.98	0.95	0.88	0.94	1.01	0.96	0.92
Park County	1.08	1.09	1.12	1.13	1.15	1.11	1.14	1.10	1.10	1.10	1.02	0.98	0.99	1.00	0.98	1.08	1.06	1.06
Platte County	0.98	1.01	0.97	0.96	0.99	1.02	1.03	0.97	0.91	0.85	0.79	0.83	0.80	0.79	0.80	0.85	0.85	0.87
Sheridan County	0.95	0.95	0.95	0.94	0.91	0.82	0.83	0.83	0.87	0.97	1.06	0.95	1.07	1.02	1.09	1.09	1.11	1.09
Sublette County	0.59	0.60	0.62	0.63	0.64	0.62	0.62	0.57	0.62	0.63	0.52	0.58	0.58	0.60	0.65	0.72	0.71	0.72
Sweetwater County	1.21	1.25	1.28	1.37	1.40	1.37	1.47	1.35	1.46	1.42	1.35	1.37	1.37	1.40	1.45	1.54	1.50	1.49
Teton County	0.80	0.76	0.72	0.65	0.58	0.49	0.48	0.50	0.58	0.53	0.52	0.42	0.47	0.43	0.44	0.42	0.42	0.39
Uinta County	1.30	1.31	1.41	1.53	1.55	1.53	1.59	1.46	1.44	1.45	1.45	1.46	1.50	1.57	1.65	1.73	1.78	1.77
Washakie County	0.94	0.88	0.89	0.89	0.95	0.98	1.03	1.02	1.02	1.06	0.96	1.00	1.00	0.98	1.02	1.05	1.07	1.04
Weston County	0.60	0.62	0.66	0.73	0.72	0.70	0.76	0.74	0.76	0.79	0.80	0.81	0.79	0.77	0.79	0.90	0.93	0.93

Table 4a. Top Retail Sales Categories as Ranked by 2018 Value

Region/Year	Motor Vehicles and Parts Dealers	Furniture and Home Furnishing Stores	Electronics and Appliance Stores	Building Materials, Garden Equipment and Supplies	Food and Beverage Stores	Health and Personal Care	Gasoline Stations	Clothing and Clothing Accessories Stores	Sporting Goods, Hobby, Book	General Merchandise Stores	Miscellaneous Store	Nonstore Retailers	Eating and Drinking Places
United States	1				2		6			4		5	3
Rocky Mountain Region	1				3		5			2			4
Wyoming	1				4		2			3			5
Albany County	2				5		1			3			4
Big Horn County	3			5	4		1						2
Campbell County	1			4	6		2			3			5
Carbon County	3				2		1						4
Converse County	3				2		1			5			4
Crook County				4	2		1						3
Fremont County	1				4		3			2			
Goshen County	3			4	2		1			6			5
Hot Springs County	5			3	4		1			6			2
Johnson County	2			5	3		1						4
Laramie County	3				6		1			4		2	5
Lincoln County	1			4	3		2						
Natrona County	1			5	6		3			2			4
Niobrara County	3			5	6	1	2						4
Park County	1			6	4		3			2			5
Platte County	5			4	3		1						2
Sheridan County	1			4			3			2			
Sublette County	3				1		2					5	4
Sweetwater County	2				4		1			3			
Teton County	3			5	1		4						2
Uinta County	3				4		1			2			
Washakie County	1			2	4		5			6			3
Weston County	2			5	3		1				6		4
Count	25	0	0	15	25	1	26	0	0	16	1	3	21

Table 4b. Top Retail Sales Categories, Total and Annual Change 2001–2018

Region/Year	Maximum Total Change	Minimum Total Change	Maximum Annual Change	Minimum Annual Change
United States	Nonstore Retailers 187%	Motor Vehicles and Parts Dealers 9%	Gasoline Stations 16%	Gasoline Stations -22%
Rocky Mountain Region	Eating and Drinking Places 76%	Motor Vehicles and Parts Dealers 21%	Gasoline Stations 15%	Gasoline Stations -23%
Wyoming	Gasoline Stations 82%	Food and Beverage Stores 29%	Gasoline Stations 20%	Gasoline Stations -21%
Albany County	Eating and Drinking Places 35%	Food and Beverage Stores 13%	Gasoline Stations 14%	Gasoline Stations -22%
Big Horn County	Eating and Drinking Places 238%	Nonstore Retailers -30%	Nonstore Retailers 76%	Nonstore Retailers -71%
Campbell County	Motor Vehicles and Parts Dealers 111%	Food and Beverage Stores 10%	Gasoline Stations 23%	Gasoline Stations -23%
Carbon County	Food and Beverage Stores 64%	Motor Vehicles and Parts Dealers 41%	Eating and Drinking Places 23%	Motor Vehicles and Parts Dealers -22%
Converse County	Gasoline Stations 104%	General Merchandise Stores 1%	Gasoline Stations 27%	Gasoline Stations -22%
Crook County	Building Materials, Garden Equipment and Supplies 241%	Gasoline Stations -41%	Building Materials, Garden Equipment and Supplies 29%	Gasoline Stations -33%
Fremont County	Gasoline Stations 63%	Food and Beverage Stores 16%	Gasoline Stations 18%	Gasoline Stations -23%
Goshen County	General Merchandise Stores 139%	Motor Vehicles and Parts Dealers -17%	General Merchandise Stores 45%	General Merchandise Stores -29%
Hot Springs County	Gasoline Stations 224%	Food and Beverage Stores -25%	Gasoline Stations 35%	General Merchandise Stores -31%
Johnson County	Motor Vehicles and Parts Dealers 244%	Building Materials, Garden Equipment and Supplies 36%	Motor Vehicles and Parts Dealers 25%	Gasoline Stations -15%
Laramie County	Nonstore Retailers 207%	Motor Vehicles and Parts Dealers 7%	Gasoline Stations 23%	Gasoline Stations -21%
Lincoln County	Food and Beverage Stores 69%	Gasoline Stations 40%	Building Materials, Garden Equipment and Supplies 22%	Gasoline Stations -26%
Natrona County	Gasoline Stations 104%	Food and Beverage Stores 16%	Gasoline Stations 21%	Gasoline Stations -22%

Table 4b. Top Retail Sales Categories, Total and Annual Change 2001–2018

Region/Year	Maximum Total Change	Minimum Total Change	Maximum Annual Change	Minimum Annual Change
Niobrara County	Health and Personal Care 974%	Food and Beverage Stores -57%	Motor Vehicles and Parts Dealers 77%	Motor Vehicles and Parts Dealers -30%
Park County	Gasoline Stations 80%	Building Materials, Garden Equipment and Supplies 17%	Gasoline Stations 23%	Gasoline Stations -26%
Platte County	Building Materials, Garden Equipment and Supplies 124%	Motor Vehicles and Parts Dealers -77%	Building Materials, Garden Equipment and Supplies 17%	Motor Vehicles and Parts Dealers -30%
Sheridan County	Building Materials, Garden Equipment and Supplies 79%	General Merchandise Stores 24%	Gasoline Stations 24%	Gasoline Stations -28%
Sublette County	Food and Beverage Stores 799%	General Merchandise Stores -100%	Food and Beverage Stores 99%	General Merchandise Stores -100%
Sweetwater County	Gasoline Stations 166%	General Merchandise Stores 20%	Gasoline Stations 24%	Motor Vehicles and Parts Dealers -20%
Teton County	Food and Beverage Stores 77%	Building Materials, Garden Equipment and Supplies -3%	Gasoline Stations 18%	Gasoline Stations -22%
Uinta County	General Merchandise Stores 118%	Motor Vehicles and Parts Dealers 5%	Gasoline Stations 17%	Motor Vehicles and Parts Dealers -25%
Washakie County	Eating and Drinking Places 179%	General Merchandise Stores -33%	Eating and Drinking Places 24%	Gasoline Stations -28%
Weston County	Miscellaneous Store 578%	Eating and Drinking Places 12%	Miscellaneous Store 182%	Motor Vehicles and Parts Dealers -24%

Table 4c. Wyoming Counties Ranking of Top Retail Sales Categories, Total Change 2001–2018

Rank	Maximum Total Change			Minimum Total Change		
	Region	Category	%	Region	Category	%
1	Niobrara	Health and Personal Care	974	Carbon	Motor Vehicles and Parts Dealers	41
2	Sublette	Food and Beverage Stores	799	Lincoln	Gasoline Stations	40
3	Weston	Miscellaneous Store	578	Johnson	Building Materials, Garden Equipment and Supplies	36
4	Johnson	Motor Vehicles and Parts Dealers	244	Sheridan	General Merchandise Stores	24
5	Crook	Building Materials, Garden Equipment and Supplies	241	Sweetwater	General Merchandise Stores	20
6	Big Horn	Eating and Drinking Places	238	Park	Building Materials, Garden Equipment and Supplies	17
7	Hot Springs	Gasoline Stations	224	Natrona	Food and Beverage Stores	16
8	Laramie	Nonstore Retailers	207	Fremont	Food and Beverage Stores	16
9	Washakie	Eating and Drinking Places	179	Albany	Food and Beverage Stores	13
10	Sweetwater	Gasoline Stations	166	Weston	Eating and Drinking Places	12
11	Goshen	General Merchandise Stores	139	Campbell	Food and Beverage Stores	10
12	Platte	Building Materials, Garden Equipment and Supplies	124	Laramie	Motor Vehicles and Parts Dealers	7
13	Uinta	General Merchandise Stores	118	Uinta	Motor Vehicles and Parts Dealers	5
14	Campbell	Motor Vehicles and Parts Dealers	111	Converse	General Merchandise Stores	1
15	Converse	Gasoline Stations	104	Teton	Building Materials, Garden Equipment and Supplies	-3
16	Natrona	Gasoline Stations	104	Goshen	Motor Vehicles and Parts Dealers	-17
17	Park	Gasoline Stations	80	Hot Springs	Food and Beverage Stores	-25
18	Sheridan	Building Materials, Garden Equipment and Supplies	79	Big Horn	Nonstore Retailers	-30
19	Teton	Food and Beverage Stores	77	Washakie	General Merchandise Stores	-33

Table 4c. Wyoming Counties Ranking of Top Retail Sales Categories, Total Change 2001–2018

Rank	Maximum Total Change			Minimum Total Change		
	Region	Category	%	Region	Category	%
20	Lincoln	Food and Beverage Stores	69	Crook	Gasoline Stations	-41
21	Carbon	Food and Beverage Stores	64	Niobrara	Food and Beverage Stores	-57
22	Fremont	Gasoline Stations	63	Platte	Motor Vehicles and Parts Dealers	-77
23	Albany	Eating and Drinking Places	35	Sublette	General Merchandise Stores	-100

Table 4d. Wyoming Counties Ranking of Top Retail Sales Categories, Annual Change 2001–2018

Rank	Maximum Annual Change			Minimum Annual Change		
	Region	Category	%	Region	Category	%
1	Weston	Miscellaneous Store	182	Johnson	Gasoline Stations	-15
2	Sublette	Food and Beverage Stores	99	Sweetwater	Motor Vehicles and Parts Dealers	-20
3	Niobrara	Motor Vehicles and Parts Dealers	77	Laramie	Gasoline Stations	-21
4	Big Horn	Nonstore Retailers	76	Converse	Gasoline Stations	-22
5	Goshen	General Merchandise Stores	45	Carbon	Motor Vehicles and Parts Dealers	-22
6	Hot Springs	Gasoline Stations	35	Natrona	Gasoline Stations	-22
7	Crook	Building Materials, Garden Equipment and Supplies	29	Teton	Gasoline Stations	-22
8	Converse	Gasoline Stations	27	Albany	Gasoline Stations	-22
9	Johnson	Motor Vehicles and Parts Dealers	25	Campbell	Gasoline Stations	-23
10	Sheridan	Gasoline Stations	24	Fremont	Gasoline Stations	-23
11	Sweetwater	Gasoline Stations	24	Weston	Motor Vehicles and Parts Dealers	-24

Table 4d. Wyoming Counties Ranking of Top Retail Sales Categories, Annual Change 2001–2018

Rank	Maximum Annual Change			Minimum Annual Change		
	Region	Category	%	Region	Category	%
12	Washakie	Eating and Drinking Places	24	Uinta	Motor Vehicles and Parts Dealers	-25
13	Carbon	Eating and Drinking Places	23	Park	Gasoline Stations	-26
14	Park	Gasoline Stations	23	Lincoln	Gasoline Stations	-26
15	Campbell	Gasoline Stations	23	Sheridan	Gasoline Stations	-28
16	Laramie	Gasoline Stations	23	Washakie	Gasoline Stations	-28
17	Lincoln	Building Materials, Garden Equipment and Supplies	22	Goshen	General Merchandise Stores	-29
18	Natrona	Gasoline Stations	21	Niobrara	Motor Vehicles and Parts Dealers	-30
19	Fremont	Gasoline Stations	18	Platte	Motor Vehicles and Parts Dealers	-30
20	Teton	Gasoline Stations	18	Hot Springs	General Merchandise Stores	-31
21	Uinta	Gasoline Stations	17	Crook	Gasoline Stations	-33
22	Platte	Building Materials, Garden Equipment and Supplies	17	Big Horn	Nonstore Retailers	-71
23	Albany	Gasoline Stations	14	Sublette	General Merchandise Stores	-100