

CHAPTER THREE COMMUNITY DEMOGRAPHIC AND ECONOMIC TRENDS

3.1 POPULATION TRENDS

3.1.1 Community Population in 2000

3.1.1.1 Resident Population

In April 2000, approximately 550 people lived in the Town of Alpine (U.S. Census Bureau, 2000). At that time Alpine was the fourth largest incorporated town in Lincoln County and comprised almost four percent of the total county population (Table 3-1).

3.1.1.2 Seasonal Resident Population

In April 2000, there were approximately 44 housing units that were vacant due to seasonal, recreational, or occasional use. Assuming that the average seasonal household size was two persons, it can be conservatively estimated that the number of seasonal residents in 2000 added approximately 88 residents to the community population.

<i>Place</i>	<i>2000 Population</i>	<i>Percent of County Population</i>
Afton	1,818	12.5
Alpine	550	3.8
Cokeville	506	3.5
Diamondville	716	4.9
Kemmerer	2,651	18.2
La Barge	431	3.0
Opal	102	0.7
Thayne	341	2.3
Unincorporated Area	7,458	51.2
Lincoln County	14,573	100.0

U.S. Census Bureau, 2000.

3.1.2 Recent Community Growth

The Town of Alpine experienced significant growth during the 1990 to 2000 period. Alpine's resident population grew from 200 persons in 1990 to 550 persons in 2000. The growth of Alpine between 1990 and 2000 far surpassed the growth experienced by any other community in Lincoln County (Table 3-2).

<i>Place</i>	<i>1990 Population</i>	<i>2000 Population</i>	<i>1990 - 2000 Change (persons)</i>	<i>1990 - 2000 Change (percent)</i>
Afton	1394	1,818	424	30.4
Alpine	200	550	350	175.0
Cokeville	493	506	13	2.6
Diamondville	864	716	-148	-17.1
Kemmerer	3020	2,651	-369	-12.2
La Barge	493	431	-62	-12.6
Opal	95	102	7	7.4
Thayne	267	341	74	27.7
Unincorporated Area	5,799	7,458	1,659	28.6
Lincoln County	12,625	14,573	1,948	15.4

Source: U.S. Census Bureau, 2000; U.S. Census Bureau, 1990.

Since 2000, natural growth and migration have, conservatively, added some 52 persons to the population of Alpine. Consequently, the population of Alpine is estimated to be about 602 persons in 2005. This estimate suggests that the population of Alpine rose almost 10 percent in five years, but the rapid rate of population growth has slowed considerably since 2000.

The growth of the Alpine population is not surprising in view of available community assets, abundant natural assets, and related recreational opportunities in the vicinity of Alpine. The initial attractions to Alpine are further enhanced by available employment opportunities in Teton County and Lincoln County. A growing number of persons working in the Teton County economy are choosing to live in Lincoln County in light of significant differences in the cost of housing and overall cost-of-living. Alpine residents, who work in Teton County, also have the opportunity to drive to work in their own vehicles or ride the START Bus system to the Town of Jackson.

3.1.2.1 Natural Growth

Since 2000 the Alpine has experienced a significant increase in population due to natural growth (births less deaths). Between May 2000 and October 2005 approximately 57 births and 25 deaths (Wyoming Department of Health, Vital Records Service, 2005) occurred in the community which generated a natural growth of about 32 persons.

3.1.2.2 Migration

Additional population growth has also been derived from recent in-migration. Available drivers' license surrender data provides some insight concerning the amount of in and out migration that has occurred in Lincoln County between 2000 and 2005.

Between July 2000 and June 2005, approximately 2,542 persons relocated into Lincoln County and 2,011 persons moved out of the county. The net migration derived from these relocations represents a net migration of 531 persons into Lincoln County. If roughly 3.8 percent of the net migration into Lincoln County resided in Alpine, the population change derived from in and out migration probably accounted for a net migration of roughly 20 additional persons in Alpine.

A breakdown of available drivers' license surrender data by age and gender (Table 3-3) further reveals that the greatest out-migration from Lincoln County is occurring among youth between the ages of 18 and 22 years of age. This age group typically is highly mobile as younger high school graduates seek a college education, new job opportunities, and travel.

In contrast, greater in-migration is taking place among the 26-35 and 36-45 year-old age groups. The influx of these age groups is significant since they represent the heart of the working age population. Their in-migration signals the availability of job opportunities and an attraction to community assets and amenities such as those available in the vicinity of Alpine.

**TABLE 3-3
POPULATION MIGRATION TRENDS IN LINCOLN COUNTY, WY
BY AGE AND GENDER
JANUARY 2001 THROUGH JULY 2005**

Year		16 - 17 years		18 - 22 years		23 - 25 years		26 - 35 years		36 - 45 years		46 - 55 years		56 - 65 years		Over 65 years	
		Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
2001	in	3	2	29	23	21	30	72	61	57	55	47	40	30	32	23	13
	out	3	3	49	73	23	15	41	46	40	46	32	28	20	19	17	13
	net	0	-1	-20	-50	-2	15	31	15	17	9	15	12	10	13	6	0
2002	in	1	0	15	10	12	10	32	28	26	26	35	16	12	9	8	6
	out	0	0	30	27	16	8	15	11	13	10	13	11	4	5	6	8
	net	1	0	-15	-17	-4	2	17	17	13	16	22	5	8	4	2	-2
2003	in	0	0	11	10	8	8	29	25	22	21	18	19	11	8	5	4
	out	0	0	10	15	9	6	13	8	11	6	5	9	4	6	11	4
	net	0	0	1	-5	-1	2	16	17	11	15	13	10	7	2	-6	0
2004	in	2	0	11	11	9	8	33	39	23	27	19	19	22	15	13	5
	out	2	0	17	30	11	8	24	20	9	12	11	12	7	8	5	3
	net	0	0	-6	-19	-2	0	9	19	14	15	8	7	15	7	8	2
2005	in	0	4	10	9	7	4	43	32	21	28	17	18	14	20	10	2
	out	3	2	20	22	10	5	26	17	11	13	9	14	15	11	7	7
	net	-3	2	-10	-13	-3	-1	17	15	10	15	8	4	-1	9	3	-5
In-Migrants		6	6	76	63	57	60	209	185	149	157	136	112	89	84	59	30
Out-Migrants		8	5	126	167	69	42	119	102	84	87	70	74	50	49	46	35
Net Migration		-2	1	-50	-104	-12	18	90	83	65	70	66	38	39	35	13	-5

Source: Wyoming Housing Database Partnership, 2001-2005.

3.1.3 Family Size and Age Characteristics

3.1.3.1 Family and Household Characteristics

In April 2000, the average family size in Alpine was 2.99 persons. This is smaller than the average family size of Lincoln County (3.23 persons), but comparable to the Wyoming average family size of three persons. In contrast, the average household size in Alpine was 2.53 persons (U.S. Census Bureau, 2000).

In 2000, most households in the community (67 percent) represented families. Family households primarily included married couples. About 36 percent of the family households included married couples with children under 18 years of age (U.S. Census Bureau, 2000).

Female householders with no husband present comprised almost eight percent of all family households. An additional five percent of the households contained a female householder (with no husband present) with children under 18 years of age (U.S. Census Bureau, 2000).

Non-family households represented almost 33 percent of all households in Alpine. Over half of these households included a householder living alone. Almost 10 percent of the non-family households included a householder 65 years of age and older. The remaining non-family households probably represented unmarried couples (U.S. Census Bureau, 2000).

3.1.3.2 Age Characteristics

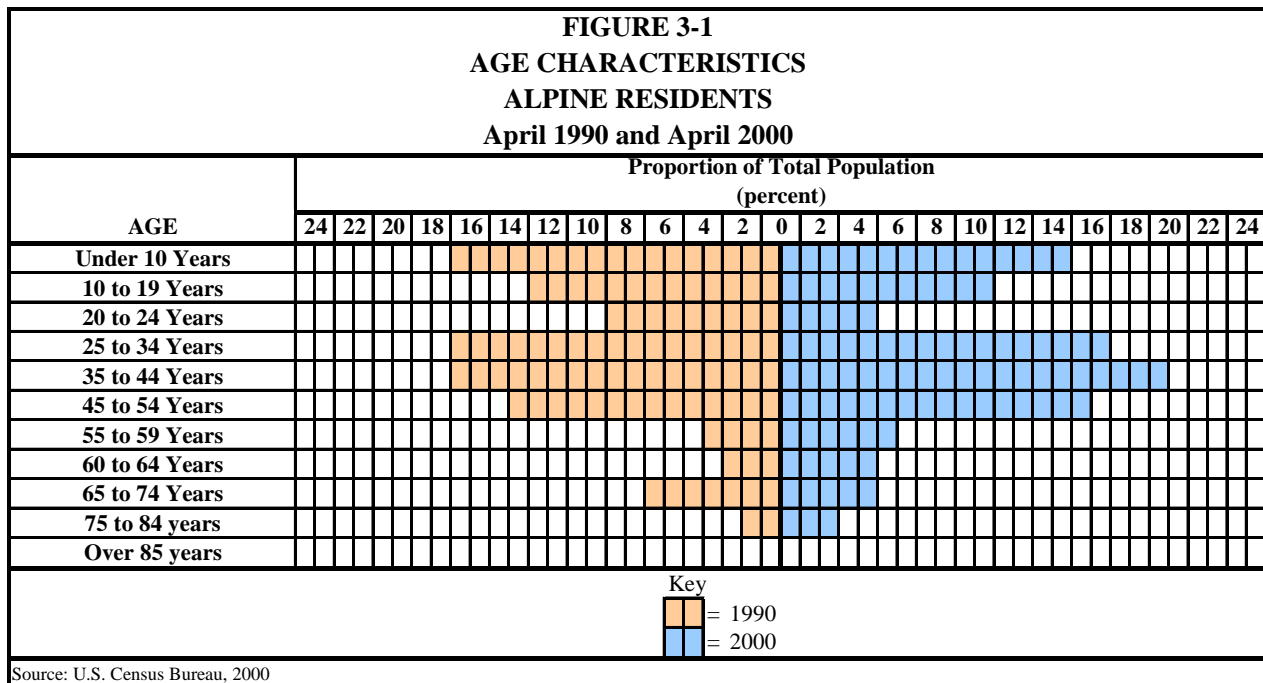
The median age of Alpine residents was 35.9 years in 2000 (U.S. Census, 2000). Alpine’s median age is generally comparable to median ages of Lincoln County (36.8 years) and Wyoming (36.2 years).

The age composition of the 2000 resident population is also significant (Table 3-4 and Figure 3-1). About 26 percent of the total population was under 20 years of age. College-aged children included just under five percent of the community population. Roughly 52 percent of the total population represented the primary working age population between 25 and 54 years of age. Those nearing or in their retirement years (55 years of age and older) comprised almost 17 percent of the community population.

Age characteristics of the resident population suggest that Alpine continues to represent a strong working-age population that is largely comprised by families with children. The school age population under 19 years of age includes about 26 percent of the population despite the absence of any public school facilities in the community. Those nearing or in their retirement years also comprise a significant portion of the community population. However, the proportional size of this age group (55 years or older) is somewhat less than the age group proportions found in Lincoln County (22 percent) and statewide (21 percent).

<i>Age Group</i>	<i>Population</i>	<i>Percent of Total</i>
Under 10 Years	81	14.7
10 to 19 Years	60	10.9
20 to 24 Years	26	4.7
25 to 34 Years	93	16.9
35 to 44 Years	109	19.8
45 to 54 Years	83	15.1
55 to 59 Years	31	5.6
60 to 64 Years	25	4.5
65 to 74 Years	26	4.7
75 to 84 years	16	2.9
Over 85 years	0	0.0
All Ages	550	100.0

Source: U.S. Census Bureau, 2000.



3.1.4 Length of Residency

In April 2000, approximately 39 percent of Alpine’s residents lived in the same house within the community in 1995 (U.S. Census, 2000). Fifty-eight residents lived in a different house within Lincoln County. This suggests that nearly half (49 percent) of Alpine residents moved to the Town from areas outside of Lincoln County.

Of the 238 people who moved to Alpine from outside Lincoln County between 1995 and 2000, 30 percent migrated from other Wyoming communities. Sixty percent moved from another western state, while about 7 percent moved from southern states. Three percent moved from northeastern states. There were eight residents who migrated from outside the United States.

These statistics reflect a community that is integrated with a sizeable number of relatively new residents to the community. Many of these newer residents are from communities outside of Lincoln County and the State of Wyoming. Consequently, a significant portion of the community population is likely experiencing some degree of social transition and assimilation into the local resident population.

3.1.5 Anticipated Resident Population: 2006-2016

The future resident population of Alpine will depend, in part, upon future natural growth and migration trends that will occur between 2006 and 2016 (Table 3-5). These trends will largely be influenced by local and regional job opportunities, as well the availability of vacant lands and housing inventory within the municipal boundary in 2005.

TABLE 3-5 POPULATION FORECAST ALPINE, WYOMING 2005-2016						
<i>Year</i>	<i>Anticipated Population Growth Within 2005 Boundary</i>	<i>Community Population Forecast Within 2005 Municipal Boundary</i>	<i>Anticipated Population Growth from Potential Annexation</i>		<i>Cumulative Population from All Potential Annexation</i>	<i>Anticipated Population Within 2005 Boundary and Potential Annexation Areas</i>
			<i>Alpine Meadows</i>	<i>Snake River Junction</i>		
2005	N/A	602	0	0	0	602
2006	7	609	0	0	0	609
2007	7	616	25	0	25	641
2008	9	625	40	25	90	715
2009	12	637	51	51	192	829
2010	11	648	61	61	314	962
2011	14	662	71	61	446	1,108
2012	13	675	61	61	568	1,243
2013	12	687	40	61	669	1,356
2014	13	700	35	61	765	1,465
2015	11	711	25	61	851	1,562
2016	9	720	10	61	922	1,642
Note: The 2005 population estimate is based upon consideration of natural growth and migration trends since the April 2000 Census.						
Source: Pedersen Planning Consultants, 2005.						

However, the size of the resident population may also expand significantly if selected areas north of Alpine are annexed into the Town of Alpine. Potential annexations generating population growth would include, at least, the planned Alpine Meadows and Snake River Junction projects. Other potential annexations such as the Flying Saddle and Rinehart property are more likely to influence an increase in the size of the seasonal resident population.

In the absence of population growth from potential annexation areas, the resident population in the Town of Alpine is expected to grow from an estimated 602 residents in 2005 to roughly 720 residents in 2016. Should the Alpine Meadows and Snake River Junction projects be annexed into the community, it is anticipated that Alpine's resident population would expand to approximately 1,642 persons by the year 2016.

3.2 LABOR FORCE

3.2.1 Size of the Labor Force

In April 2000, there were approximately 410 persons over 16 years of age that were living in Alpine (U.S. Census Bureau, 2000). Approximately 70 percent of this population (288 persons) comprised the local labor force.

3.2.2 Unemployment

In April 2000, 263 persons in the local labor force were employed and 25 were unemployed (8.7 percent of the labor force). Unemployment rates among males (8.1 percent) tended to be somewhat lower than females (10.4 percent).

3.2.3 Source of Employment

Private wage and salary workers represented 82 percent of the employed labor force in April 2000 (U.S. Census Bureau 2000). Eleven percent worked for federal, state or local governmental agencies while about 7 percent of the employed labor force included self-employed persons.

In 2000, construction employment was the primary source of employment for the employed labor force. Approximately 24 percent of employed persons living in Alpine worked in the construction industry (Table 3-6). This is not surprising given the amount of new construction that has taken place in Alpine and other nearby communities in Lincoln County and Teton County.

The regional visitor industry is one of the more important economic sectors in northern Lincoln County and Teton County. Employment in the visitor industry was reflected by the participation of 16 percent of the employed labor force in the accommodation and food services industry. Accommodations and food service employment in 2000 included jobs in both northern Lincoln County and Teton County.

Almost 13 percent of Alpine's employed labor force worked in retail trade in 2000. The retail trade industry is especially important to the local Alpine economy as much of this employment can be attributed to the Jenkins Building Supply, Alpine Market, local eating and drinking establishments, sporting good stores, recreational equipment dealers, and other retail stores in Alpine.

TABLE 3-6 EMPLOYMENT BY INDUSTRY TOWN OF ALPINE APRIL 2000		
<i>Industry</i>	<i>Number of Employed Persons</i>	<i>Proportion of Employed Labor Force (percent)</i>
Agriculture, forestry, fishing and hunting, and mining:	13	4.9
Construction	64	24.3
Manufacturing	6	2.3
Wholesale trade	10	3.8
Retail trade	34	12.9
Transportation and warehousing, and utilities:	20	7.6
Information	4	1.5
Finance, insurance, real estate and rental and leasing:	10	3.8
Professional, scientific, management, administrative, and waste management services:	8	3.0
Educational, health and social services:	31	11.8
Arts, entertainment, and recreation	4	1.5
Accommodation and food services	43	16.3
Other services (except public administration)	8	3.0
Public administration	8	3.0
Employed civilian population over 16 years of Age	263	100.0
<small>Source: U.S. Census Bureau, 2000.</small>		

The 12 percent of employed Alpine residents that worked in the educational, health and social services in 2000 indicates the importance of government and private services to the local economy. The majority of persons working in this industry likely worked for Lincoln County School District 2, the Alpine Family Medical Clinic and local childcare services.

3.2.4 Worker Commuter Patterns

A significant number of Alpine residents commute to work in surrounding communities. A Wyoming Department of Employment Study reported that that approximately 103 Alpine residents (or 36 percent of the employed labor force) commuted to work in Jackson, Wyoming in 2000 (Gerth, Glover and Toups, 2001).

The proportion of commuters commuting to jobs in the Teton County economy will likely be sustained, or expand, because of the rising cost-of-living associated with living in Teton County, WY. Nearby communities such as Alpine are characterized by a lower housing prices and a lower overall cost-of-living. As long as these trends continue, Alpine will continue to grow and serve as a bedroom community for many persons working in the Teton County economy.

3.2.5 Household Income

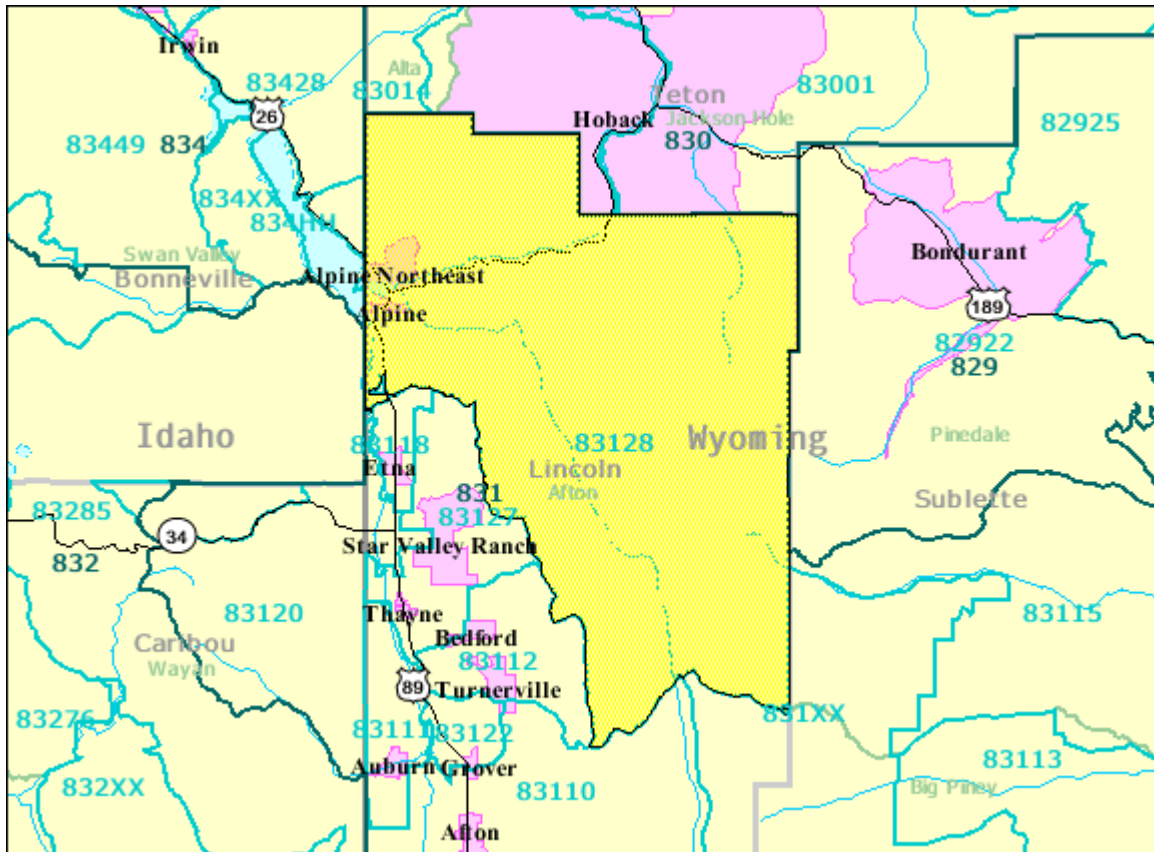
The 1999 median household income for Alpine residents was \$45,313 (U.S. Census Bureau, 2000) (Table 3-7). Almost 47 percent of the household incomes ranged between \$35,000 and \$75,000.

TABLE 3-7 MEDIAN HOUSEHOLD INCOME TOWN OF ALPINE 1999		
<i>Median Household Income Range</i>	<i>Number of Households</i>	<i>Proportion of All Households</i>
Less than \$10,000	8	3.6
\$10,000 to \$14,999	4	1.8
\$15,000 to \$24,999	29	13.2
\$25,000 to \$34,999	34	15.5
\$35,000 to \$49,999	48	21.8
\$50,000 to \$74,999	55	25.0
\$75,000 to \$99,999	24	10.9
\$100,000 to \$149,999	14	6.4
\$150,000 to \$199,999	2	0.9
\$200,000 or more	2	0.9

Source: U.S. Census Bureau, 2000

3.2.6 Small Business Income

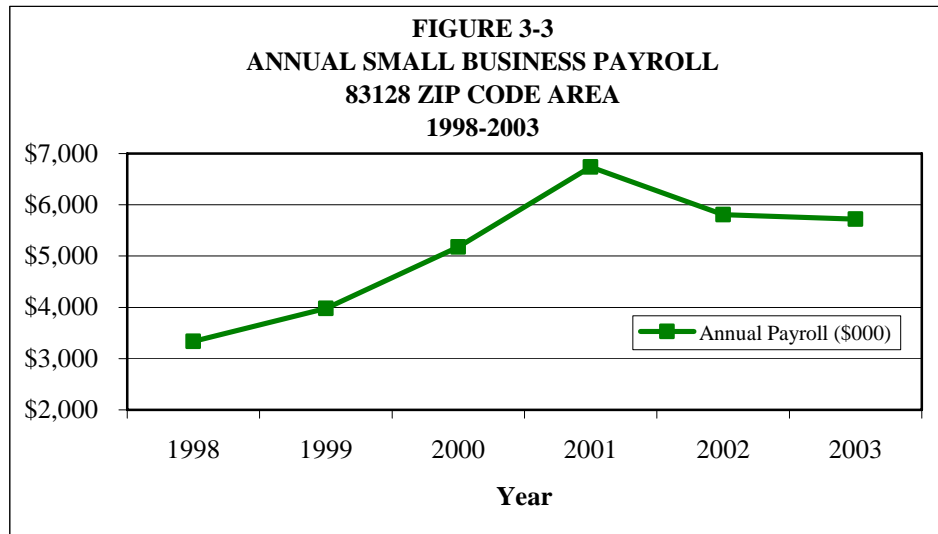
The Alpine zip code area (83128) encompasses a geographical area that includes the Town of Alpine, as well as a portion of the unincorporated area north of Alpine (Figure 3-2).



83128 Zip Code Area

Figure 3-2

Within the 83128 zip code area, small business establishments generated a cumulative annual payroll of \$5,718,000 to the employed labor force in 2003 (U.S. Census Bureau, 2005). Short term trends between 1998 and 2003 indicate that annual pay rolls increased steadily between 1998 to 2001, decreased slightly in 2002, and leveled to roughly \$5.7 million in 2002 and 2003 (Figure 3-3).



Source: U. S. Census Bureau, 2005.

Direct income that is derived from sole proprietorships in Alpine is not reflected in the annual payroll estimates made by the U.S. Census Bureau. Consequently, the amount of income generated from Alpine small businesses is believed to be higher than the estimated values.

The correlation of annual payrolls for the 83128 zip code area with median annual household incomes in Alpine confirms an important economic characteristic about the Alpine economy that is well known by small business owners and other local residents. Much of the income earned by Alpine residents is derived from employment and business activity that takes place outside of the immediate vicinity of Alpine.

3.3 INDUSTRY TRENDS WITHIN THE ALPINE ECONOMY

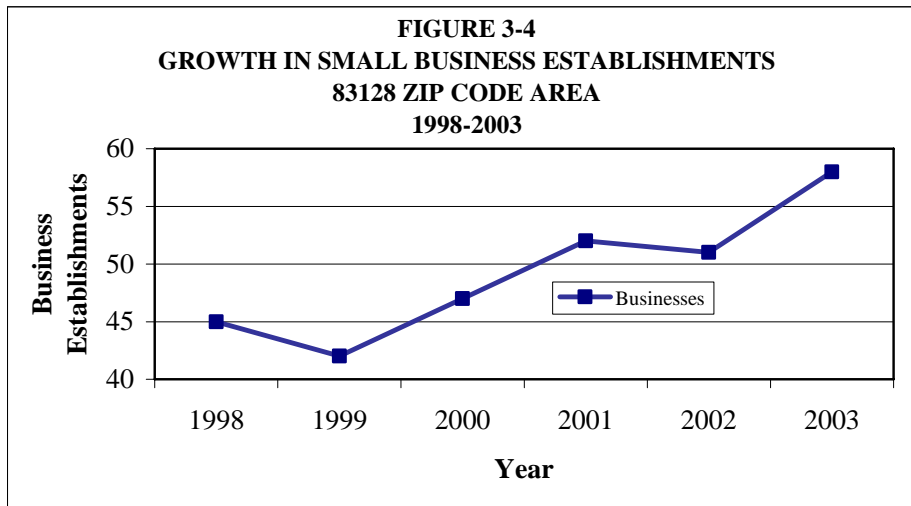
3.3.1 General

As stated earlier, the Alpine economy relies heavily on the tourist and construction industries. Much of this economic activity takes place in neighboring Teton County. However, the employment and income gained from these and other industries have generated increased investments into new small businesses in the Alpine economy.

3.3.2 Number and Size of Business Establishments in the Private Sector

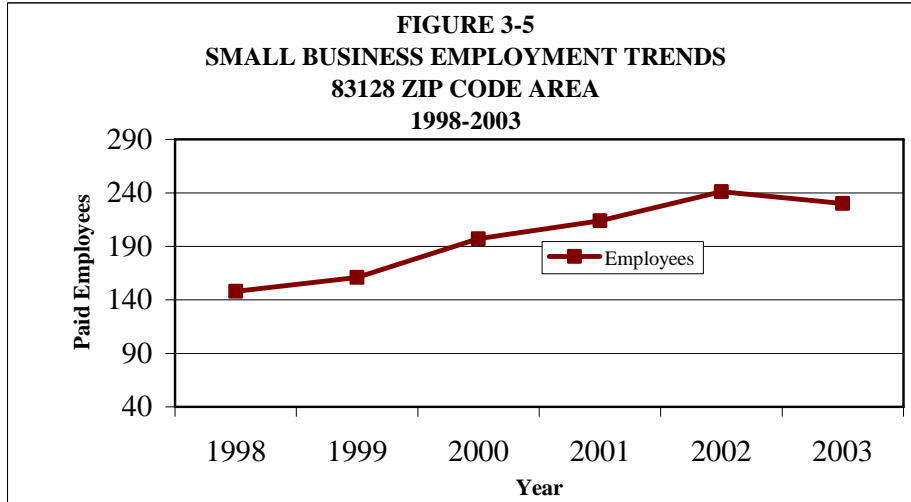
The Census Bureau reported that in 2003, there were 58 business establishments with paid employees located in the Alpine zip code area (U.S. Census Bureau, 2005). These businesses employed approximately 230 persons.

Between 2000 and 2003 the number of businesses with paid employees increased from 45 to 58 establishments (Figure 3-4). Many of these businesses were associated with construction, as well as accommodations and food services.



Source: U. S. Census Bureau, 2005.

The number of persons employed by these businesses also increased over this time period (Figure 3-5). Much of this employment was generated by the retail trade and construction sectors.



Source: U. S. Census Bureau, 2005.

3.3.3 Accommodations and Food Services

In 2003, there were 16 businesses within the Alpine zip code area that were associated with the accommodation and food services industry. These businesses included motels and hotels, restaurants, snack bars and drinking establishments. Eight of these types of business establishments were located in Alpine in 2005 (Pedersen Planning Consultants, 2005).

3.3.4 Construction

Approximately one-third of all of the business establishments with paid employees in the Alpine zip code area were associated with the construction industry (U.S. Census Bureau, 2003). Nineteen construction businesses included the following types of construction contractors:

- New Single Family General Contractors (8)
- Electrical Contractors (3)
- Residential Remodelers (2)
- Framing Contractors (2)
- Highway Street and Bridge Construction Contractors (1)
- Other Heavy Construction Contractor (1)
- Roofing Contractor (1)
- Painting and Wall Covering Contractors (1)

The majority of these businesses were small, employing less than 10 people. One business employed between 10 and 19 people while two businesses employed between 20 and 49 persons.

3.3.5 Retail Trade

3.3.5.1 Existing Retail Establishments

In 2003 there were six retail trade establishments located in Alpine that were operated with paid employees. Various other retail establishments in the community were operated by sole proprietors.

The number of retail establishments in the community rose to approximately 35 retail establishments in 2005. Most of these operations continued to be owned and operated by sole proprietors. Retail activities include a grocery store, service stations, a building material supplier and hardware store, a bank, real estate offices, sporting good stores and recreational equipment dealers, and general merchandise operations.

3.3.5.2 Retail Sales Trends and Related Retail Leakage

Available sales tax information from the State Department of Revenue can be used to evaluate retail trade on a county level. While this analysis is not reflective of the specific characteristics of retail trade in Alpine, the analysis enables a better understanding of resident attraction to local retail stores, as well as potential retail trade opportunities.

Total retail sales in Lincoln County grew from around \$73.2 million in 2000 to \$103.5 million in 2004 (Table 3-8). During the 2000 to 2004 time period, retail trade sales volumes have increased significantly (41 percent). Building materials and hardware accounted for the most significant proportion of total retail sales. However, the growth of sales for miscellaneous retail items also increased significantly. The increase in sales for both merchandise categories is, again, a reflection of expanded land development activities in Star Valley between 2000 and 2004, as well as seasonal visitor expenditures.

TABLE 3-8 RETAIL SALES TRENDS LINCOLN COUNTY, WYOMING 2000 - 2004						
<i>Merchandise Group</i>	<i>Total Retail Sales</i>					<i>Percent Change</i>
	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	
Building Material and Hardware	13,742,584	13,210,158	16,676,544	19,945,737	25,826,324	88
General Merchandise	4,102,010	3,058,400	3,116,771	2,967,472	5,002,344	22
Food Stores	23,204,246	21,471,262	24,039,048	23,952,043	25,695,777	11
Auto Dealer and Gas Services	9,752,304	9,156,142	10,318,463	11,161,231	11,823,800	21
Apparel and Accessory	1,247,532	1,130,962	948,277	900,888	1,114,542	-11
Home Furnishings	3,167,704	2,691,952	2,790,585	2,929,881	5,435,400	72
Restaurants	11,330,146	11,346,764	11,917,441	12,425,422	13,399,967	18
Miscellaneous Retail	6,624,300	7,645,618	7,746,546	9,294,966	15,168,936	129
Total Retail Trade	73,170,826	69,711,258	77,553,674	83,577,641	103,467,089	41

Source: Wyoming Department of Revenue, 2005.

Retail trade analysis is used to identify the relative strength of a merchandise group in a local economy. This analysis results in the calculation of a pull factor which indicates the strength of a local retail sector. A pull factor greater than one, referred to as surplus, indicates a local economy is capturing a greater amount of potential retail sales. In essence, people from other areas, e.g., visitors, are spending money in the local economy. A pull factor less than one, referred to as leakage, indicates that the local economy is capturing a less than expected amount of potential retail sales, i.e., people from the local economy are traveling outside of the area to make retail purchases.

Available data from 2001 to 2004 indicates that the amount of retail leakage occurring in Lincoln County is decreasing (Table 3-9). While Lincoln County has not posted a surplus in potential retail sales, the 2004 pull factor nearly indicates that Lincoln County is capturing a much greater proportion of potential retail trade expenditures and retail leakage is generally declining.

TABLE 3-9 RETAIL PULL FACTORS LINCOLN COUNTY, WYOMING 2001 - 2004							
<i>Year</i>	<i>Resident Population</i>	<i>Local Per Capita Income (\$)</i>	<i>Total Retail Sales (\$)</i>	<i>Number Of Establishments</i>	<i>Sales Per Establishments (\$)</i>	<i>Per Capita Sales (\$)</i>	<i>Pull Factor</i>
2001	14,732	24,765	69,711,258	244	285,702	4,732	0.70
2002	14,909	24,284	77,553,674	250	310,215	5,202	0.81
2003	15,208	27,156	83,577,641	257	325,205	5,496	0.75
2004	15,208	27,156	103,467,089	257	402,596	6,803	0.94

Source: Wyoming Department of Administration and Information, Division of Economic Analysis, 2004; U.S. Department of Commerce, Bureau of Economic Analysis, 2004; State of Wyoming Department of Revenue, 2005.

A closer examination of retail sales by various merchandise categories (Table 3-10) provides considerable guidance concerning what types of retail trade are capturing or losing potential retail sales in the Lincoln County economy. For example, the building material and hardware merchandising group experienced significant gains and has captured nearly twice the amount of potential sales than would normally be expected in 2004. These positive gains indicate that building supply operations in Lincoln County, e.g., Jenkins Ace Hardware, are making significant sales to customers who are based outside of Lincoln County.

TABLE 3-10
TOTAL RETAIL SALES BY MERCHANDISE CATEGORY
LINCOLN COUNTY, WYOMING
2004

<i>Merchandise Group</i>	<i>Proportion of Total Sales (%)</i>	<i>Potential Sales (\$)</i>	<i>Actual Sales</i>	<i>Surplus or Leakage</i>	<i>Surplus or Leakage as a % of Potential</i>
Building Material & Hardware	25	13,194,465	25,826,324	12,631,859	96
General Merchandising	5	23,276,117	5,002,344	-18,273,773	-79
Food Stores	25	18,600,373	25,695,777	7,095,405	38
Auto Dealer and Gas Services	11	11,208,062	11,823,800	615,738	5
Apparel and Accessories	1	3,113,738	1,114,542	-1,999,197	-64
Home Furnishing	5	5,318,072	5,435,400	117,328	2
Restaurants	13	17,898,636	13,399,967	-4,498,669	-25
Miscellaneous Retail	15	18,685,839	15,168,936	-3,516,904	-19
Total Retail Sales	100	109,704,615	103,467,089	-6,237,525	-6

Source: Pedersen Planning Consultants, 2004; Wyoming Department of Administration and Information, Division of Economic Analysis, 2004; U.S. Department of Commerce, Bureau of Economic Analysis, 2004; State of Wyoming Department of Revenue, 2005.

Food stores, auto dealer and gas services, and home furnishing outlets also achieved a surplus in potential sales in 2004. Again, the volume of sales in these merchandise categories suggests a considerable amount of sales to persons living outside of Lincoln County.

In contrast, sales of general merchandise indicate considerable leakage, apparel and accessories, restaurants, and other miscellaneous retail indicate a considerable amount of retail leakage to other retail markets. A significant proportion of these potential sales are probably being lost to regional retail outlets located in nearby communities such as Jackson, WY and Idaho Falls, ID.

3.4 COST-OF-LIVING

Cost of living index numbers indicate how expensive a bundle of goods and services are when compared to an overall average for a regional area such as the State of Wyoming. In Wyoming, cost of living index data is available for each county in the state. Average costs for various types of consumer expenditures are compared to the state wide average and assigned an index number.

In 2004, cost of living in north Lincoln County was generally comparable to average statewide costs (Table 3-11). However, consumer costs for personal care and housing were somewhat higher than average statewide housing costs.

TABLE 3-11 WYOMING COMPARATIVE COST OF LIVING INDEX FOURTH QUARTER, 2004 Consumer Prices as of January 5, 6, and 7, 2005							
<i>County</i>	<i>All Items</i>	<i>Food</i>	<i>Housing</i>	<i>Apparel</i>	<i>Trans- portation</i>	<i>Medical</i>	<i>Personal Care</i>
Teton	137	108	167	126	105	113	111
Sublette	115	103	124	126	101	98	113
Campbell	105	102	110	97	101	100	100
Laramie	104	110	109	86	99	97	97
Sheridan	104	109	102	127	97	107	102
Albany	104	92	111	100	101	100	96
Johnson	101	108	97	135	101	102	98
N Lincoln	100	92	102	100	99	99	107
Sweetwater	99	96	100	90	100	106	95
Natrona	99	102	98	101	99	93	98
Park	97	101	92	108	100	104	102
Fremont	94	92	90	89	102	103	102
Carbon	94	100	87	94	100	103	100
Uinta	92	91	87	90	100	94	99
Converse	92	88	87	92	99	99	104
Niobrara	90	97	78	110	102	102	106
Platte	90	101	77	101	101	105	102
Hot Springs	90	104	76	119	101	98	99
S Lincoln	90	89	80	107	101	90	111
Washakie	87	93	74	105	101	104	105
Big Horn	87	92	73	117	99	99	104
Goshen	87	88	77	100	99	102	96
Crook	87	92	74	110	102	97	100
Weston	87	90	75	98	100	104	99
Note: The statewide average = 100.							
Source: Wyoming Department of Administration and Information, Economic Analysis Division, 2005.							

Within Lincoln County, overall cost-of-living in south Lincoln County was also considerably lower than north Lincoln County. The lower cost-of living was largely a reflection of significantly lower housing costs in south Lincoln County. At the same time, consumer costs for apparel, transportation and personal care were lower in north Lincoln County (State of Wyoming, Department of Administration and Information, Economic Analysis Division, 2004).