1.

a. Montrose: Drive in and 2 other movie theaters. All pretty small. No theaters in Crested Butte Salida: One movie theater.

b. Grand Junction: 5 theaters and a drive in.

small theaters that are far away and would be more successful due to COVID regulations.

d. Big theaters, luxury features.

2.

1. 81230:

Household by Income: Mostly 50K-75K annual income.

Household by compostion:Mostly a 1-person household with no kids.

Population by age: Mostly aged in the range 25-34.

81210:

Household by income: Mostly $50K-$75K annual income.

Household composition: Pretty split even between 1- and 2-person household, with no children.

Population by age: Mostly 65+ aged people.

81224:

Household by income: Mostly have an annual income with $75K-$100K.

Composition: Mostly a 2-person house with no children.

Population: Ranges of 25-34 and 35-44.

3. One factor as to why the theater would be a success is there are a lot of young couples and younger families as well as retirees. The 2nd factor would be is there is a large college student population.

4.

a.