



Retail MarketPlace Profile

Ring : 12 Miles radii

Latitude: 28.027
Longitude: -97.084

Summary Demographics

2019 Population	24,910
2019 Households	10,438
2019 Median Disposable Income	\$40,328
2019 Per Capita Income	\$30,172

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$370,902,632	\$356,090,791	\$14,811,841	2.0	226
Total Retail Trade	44-45	\$338,068,219	\$328,593,756	\$9,474,463	1.4	161
Total Food & Drink	722	\$32,834,413	\$27,497,035	\$5,337,378	8.8	65

2017 Industry Group

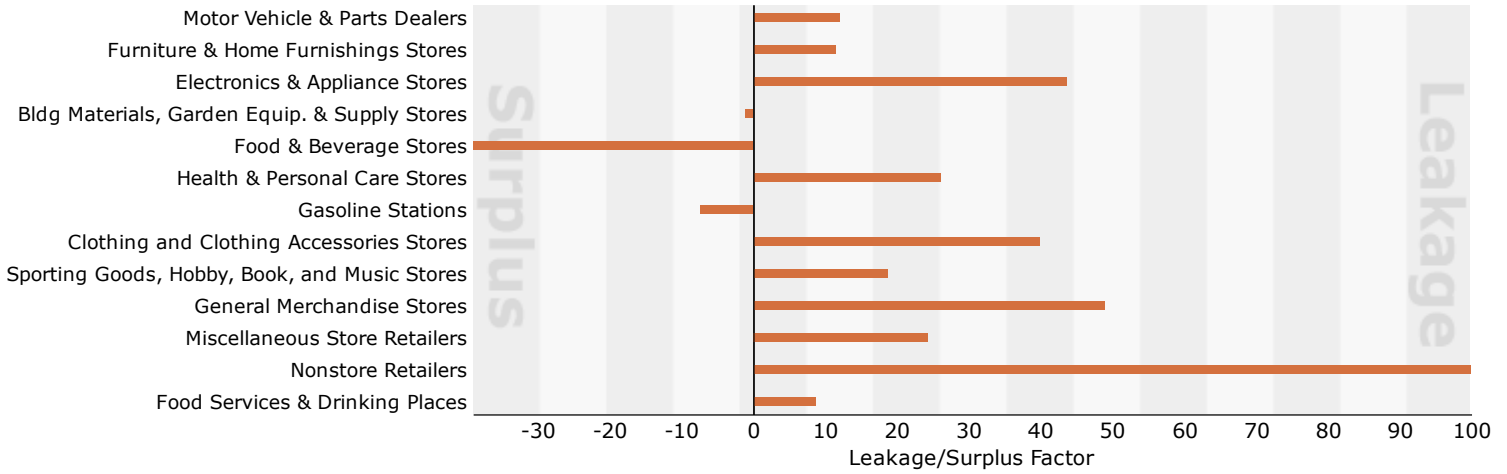
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$77,955,199	\$61,056,258	\$16,898,941	12.2	19
Automobile Dealers	4411	\$62,819,717	\$18,893,743	\$43,925,974	53.8	2
Other Motor Vehicle Dealers	4412	\$8,672,982	\$39,325,872	-\$30,652,890	-63.9	13
Auto Parts, Accessories & Tire Stores	4413	\$6,462,500	\$2,836,644	\$3,625,856	39.0	4
Furniture & Home Furnishings Stores	442	\$10,515,564	\$8,327,694	\$2,187,870	11.6	9
Furniture Stores	4421	\$5,981,157	\$5,069,798	\$911,359	8.2	5
Home Furnishings Stores	4422	\$4,534,407	\$3,257,896	\$1,276,511	16.4	5
Electronics & Appliance Stores	443	\$11,107,365	\$4,349,579	\$6,757,786	43.7	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,495,173	\$25,093,141	-\$597,968	-1.2	16
Bldg Material & Supplies Dealers	4441	\$23,004,961	\$23,550,877	-\$545,916	-1.2	11
Lawn & Garden Equip & Supply Stores	4442	\$1,490,212	\$1,542,264	-\$52,052	-1.7	5
Food & Beverage Stores	445	\$60,103,611	\$136,950,311	-\$76,846,700	-39.0	25
Grocery Stores	4451	\$54,793,662	\$131,322,378	-\$76,528,716	-41.1	13
Specialty Food Stores	4452	\$2,528,372	\$2,177,608	\$350,764	7.5	8
Beer, Wine & Liquor Stores	4453	\$2,781,577	\$3,450,325	-\$668,748	-10.7	5
Health & Personal Care Stores	446,4461	\$21,111,398	\$12,322,816	\$8,788,582	26.3	9
Gasoline Stations	447,4471	\$34,651,462	\$40,178,315	-\$5,526,853	-7.4	12
Clothing & Clothing Accessories Stores	448	\$13,008,886	\$5,577,214	\$7,431,672	40.0	13
Clothing Stores	4481	\$8,746,970	\$2,905,808	\$5,841,162	50.1	9
Shoe Stores	4482	\$1,795,053	\$513,746	\$1,281,307	55.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,466,863	\$2,157,659	\$309,204	6.7	3
Sporting Goods, Hobby, Book & Music Stores	451	\$10,478,187	\$7,156,196	\$3,321,991	18.8	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,423,576	\$7,156,196	\$2,267,380	13.7	12
Book, Periodical & Music Stores	4512	\$1,054,611	\$0	\$1,054,611	100.0	0
General Merchandise Stores	452	\$54,782,435	\$18,736,242	\$36,046,193	49.0	11
Department Stores Excluding Leased Depts.	4521	\$36,992,201	\$17,018,587	\$19,973,614	37.0	5
Other General Merchandise Stores	4529	\$17,790,234	\$1,717,655	\$16,072,579	82.4	6
Miscellaneous Store Retailers	453	\$14,132,486	\$8,580,794	\$5,551,692	24.4	30
Florists	4531	\$566,644	\$110,904	\$455,740	67.3	1
Office Supplies, Stationery & Gift Stores	4532	\$2,618,816	\$839,575	\$1,779,241	51.4	6
Used Merchandise Stores	4533	\$1,941,677	\$1,234,729	\$706,948	22.3	10
Other Miscellaneous Store Retailers	4539	\$9,005,349	\$6,395,585	\$2,609,764	16.9	13
Nonstore Retailers	454	\$5,726,453	\$0	\$5,726,453	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$3,664,095	\$0	\$3,664,095	100.0	0
Vending Machine Operators	4542	\$293,759	\$0	\$293,759	100.0	0
Direct Selling Establishments	4543	\$1,768,599	\$0	\$1,768,599	100.0	0
Food Services & Drinking Places	722	\$32,834,413	\$27,497,035	\$5,337,378	8.8	65
Special Food Services	7223	\$385,446	\$82,832	\$302,614	64.6	2
Drinking Places - Alcoholic Beverages	7224	\$1,112,036	\$870,108	\$241,928	12.2	5
Restaurants/Other Eating Places	7225	\$31,336,930	\$26,544,095	\$4,792,835	8.3	58

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

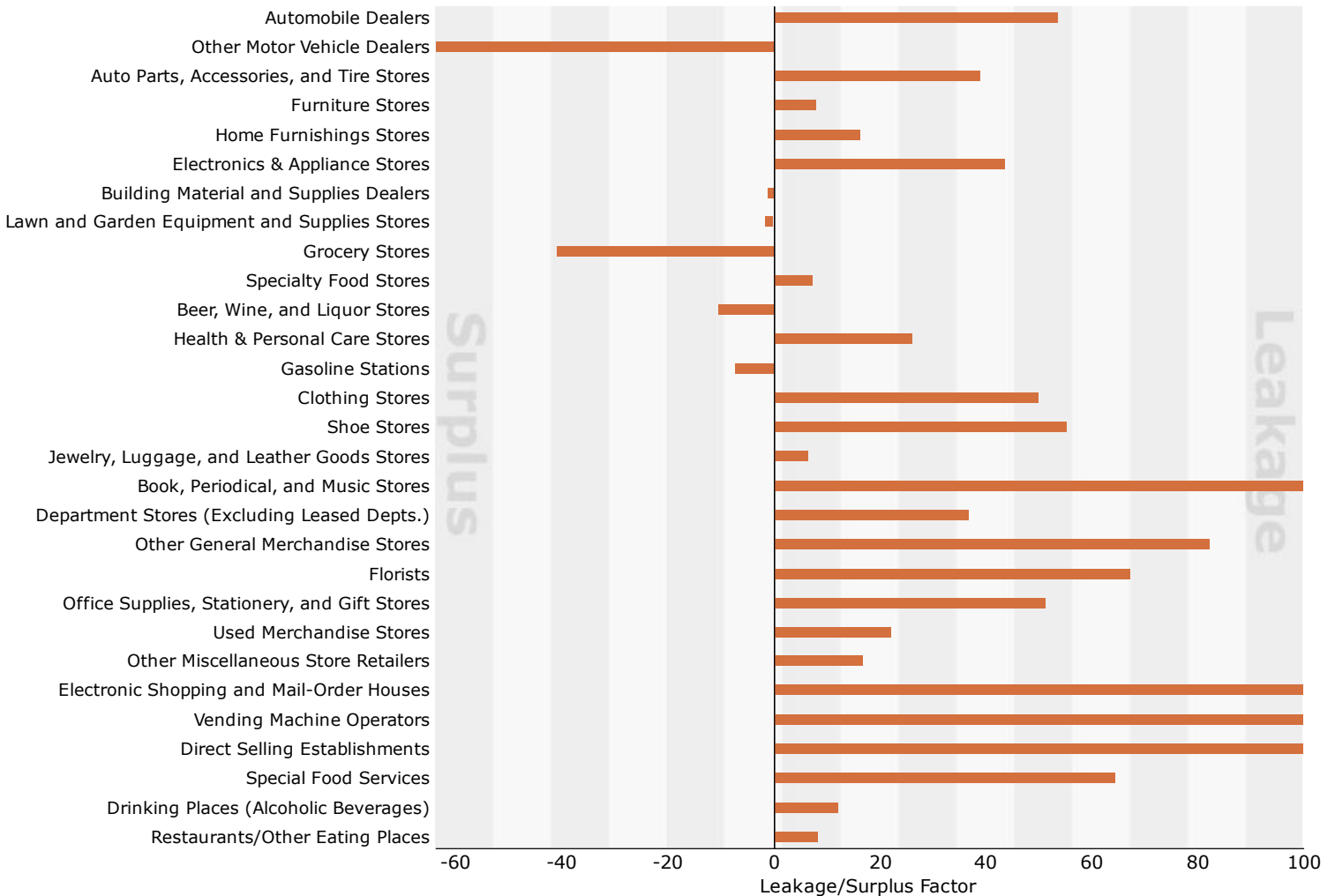
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July 31, 2019

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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