



# Retail MarketPlace Profile

Polygon  
Area: 59.42 square miles

Prepared by Esri  
Latitude: 30.36356864  
Longitude: -97.5012952

## Summary Demographics

2015 Population	14,830
2015 Households	4,522
2015 Median Disposable Income	\$51,830
2015 Per Capita Income	\$22,536

## 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	\$130,905,388	\$45,963,910	\$84,941,478	48.0	66
Total Retail Trade	44-45	\$117,095,279	\$43,857,624	\$73,237,655	45.5	61
Total Food & Drink	722	\$13,810,109	\$2,106,286	\$11,703,823	73.5	5

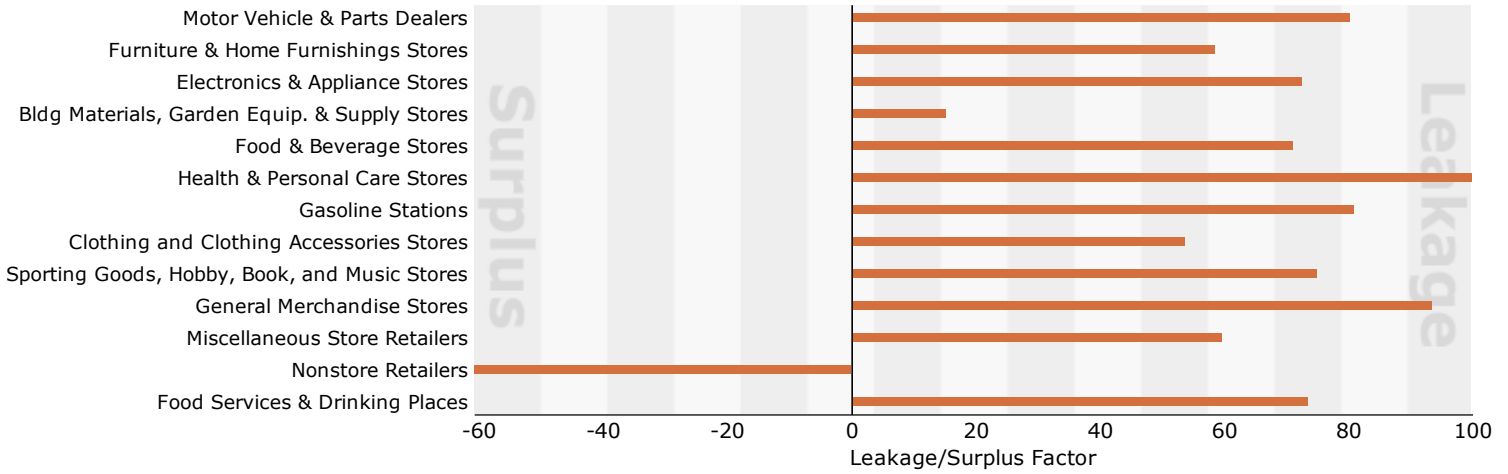
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$25,167,822	\$2,732,281	\$22,435,541	80.4	6
Automobile Dealers	4411	\$21,886,543	\$2,389,686	\$19,496,857	80.3	4
Other Motor Vehicle Dealers	4412	\$1,467,740	\$296,121	\$1,171,619	66.4	1
Auto Parts, Accessories & Tire Stores	4413	\$1,813,539	\$46,474	\$1,767,065	95.0	1
Furniture & Home Furnishings Stores	442	\$2,760,656	\$723,343	\$2,037,313	58.5	5
Furniture Stores	4421	\$1,655,978	\$0	\$1,655,978	100.0	0
Home Furnishings Stores	4422	\$1,104,678	\$723,343	\$381,335	20.9	5
Electronics & Appliance Stores	443	\$3,354,039	\$533,416	\$2,820,623	72.6	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,971,275	\$2,923,666	\$1,047,609	15.2	2
Bldg Material & Supplies Dealers	4441	\$3,531,258	\$2,842,216	\$689,042	10.8	1
Lawn & Garden Equip & Supply Stores	4442	\$440,017	\$0	\$440,017	100.0	0
Food & Beverage Stores	445	\$20,689,927	\$3,493,939	\$17,195,988	71.1	10
Grocery Stores	4451	\$19,035,314	\$1,603,494	\$17,431,820	84.5	4
Specialty Food Stores	4452	\$683,769	\$183,364	\$500,405	57.7	2
Beer, Wine & Liquor Stores	4453	\$970,844	\$1,707,081	-\$736,237	-27.5	3
Health & Personal Care Stores	446,4461	\$8,443,359	\$0	\$8,443,359	100.0	0
Gasoline Stations	447,4471	\$11,783,087	\$1,232,452	\$10,550,635	81.1	1
Clothing & Clothing Accessories Stores	448	\$7,356,819	\$2,212,013	\$5,144,806	53.8	8
Clothing Stores	4481	\$5,287,451	\$1,504,626	\$3,782,825	55.7	4
Shoe Stores	4482	\$870,060	\$142,099	\$727,961	71.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,199,308	\$565,288	\$634,020	35.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$2,937,776	\$418,661	\$2,519,115	75.1	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,266,823	\$303,422	\$1,963,401	76.4	3
Book, Periodical & Music Stores	4512	\$670,953	\$115,239	\$555,714	70.7	2
General Merchandise Stores	452	\$20,388,469	\$672,748	\$19,715,721	93.6	2
Department Stores Excluding Leased Depts.	4521	\$7,015,028	\$672,748	\$6,342,280	82.5	2
Other General Merchandise Stores	4529	\$13,373,441	\$0	\$13,373,441	100.0	0
Miscellaneous Store Retailers	453	\$3,422,733	\$863,884	\$2,558,849	59.7	13
Florists	4531	\$118,269	\$61,295	\$56,974	31.7	1
Office Supplies, Stationery & Gift Stores	4532	\$766,788	\$168,054	\$598,734	64.0	3
Used Merchandise Stores	4533	\$755,389	\$79,444	\$675,945	81.0	1
Other Miscellaneous Store Retailers	4539	\$1,782,287	\$555,090	\$1,227,197	52.5	8
Nonstore Retailers	454	\$6,819,316	\$28,051,221	-\$21,231,905	-60.9	5
Electronic Shopping & Mail-Order Houses	4541	\$5,937,782	\$0	\$5,937,782	100.0	0
Vending Machine Operators	4542	\$322,138	\$0	\$322,138	100.0	0
Direct Selling Establishments	4543	\$559,396	\$28,029,716	-\$27,470,320	-96.1	5
Food Services & Drinking Places	722	\$13,810,109	\$2,106,286	\$11,703,823	73.5	5
Full-Service Restaurants	7221	\$5,037,106	\$925,495	\$4,111,611	69.0	2
Limited-Service Eating Places	7222	\$7,497,950	\$984,937	\$6,513,013	76.8	2
Special Food Services	7223	\$321,216	\$0	\$321,216	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$953,837	\$195,854	\$757,983	65.9	1

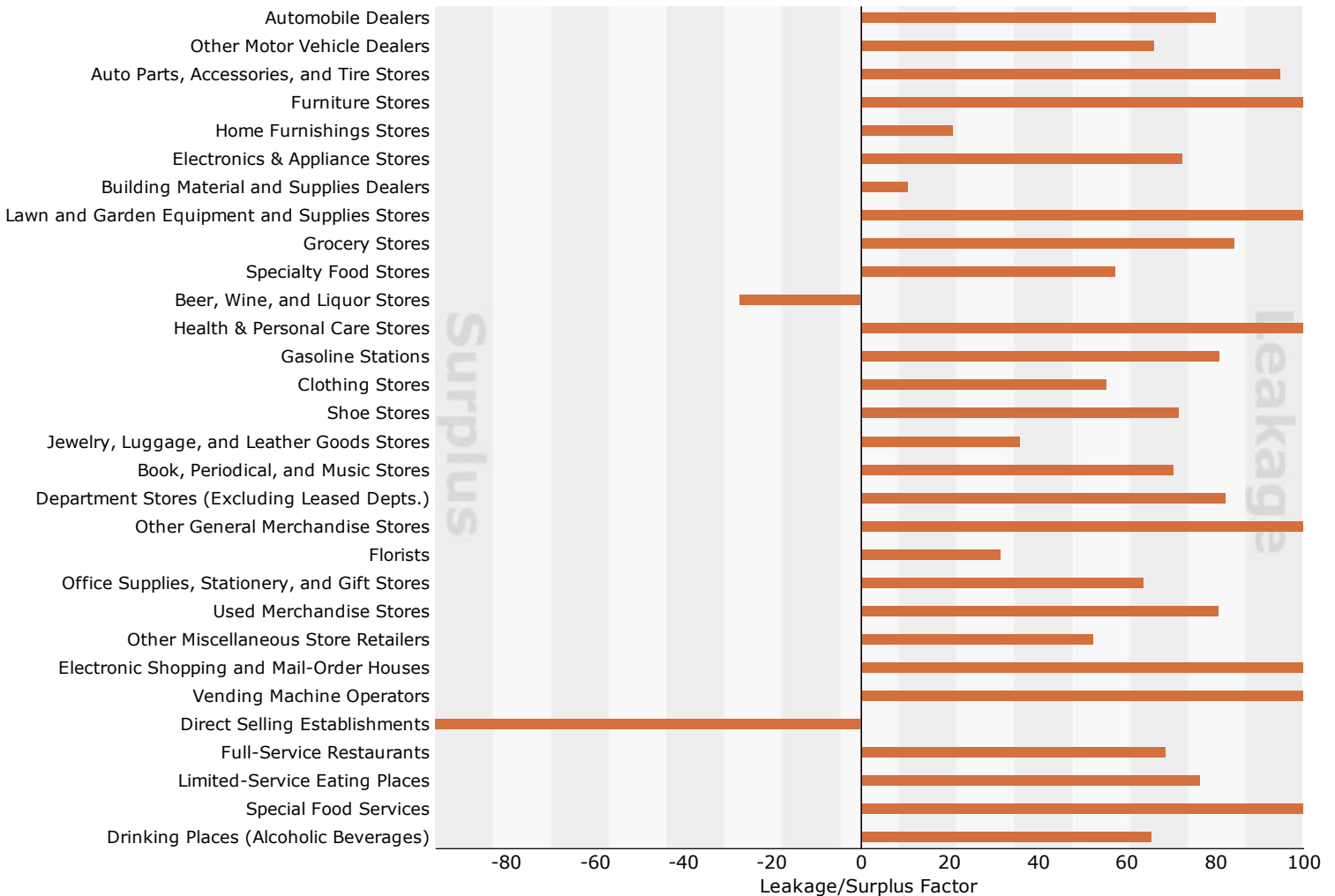
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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