



Retail MarketPlace Profile

By LCRA CED Programs

El Campo Drivetimes
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 5 minutes

Site Type: Drive Time

Summary Demographics

2009 Population	9,282
2009 Households	3,383
2009 Median Disposable Income	\$35,711
2009 Per Capita Income	\$19,094

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$67,999,055	\$123,714,164	\$-55,715,109	-29.1	150
Total Retail Trade (NAICS 44-45)	\$58,991,236	\$103,854,971	\$-44,863,735	-27.5	115
Total Food & Drink (NAICS 722)	\$9,007,819	\$19,859,193	\$-10,851,374	-37.6	35

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$14,310,748	\$16,805,100	\$-2,494,352	-8.0	13
Automobile Dealers (NAICS 4411)	\$12,118,520	\$13,222,559	\$-1,104,039	-4.4	4
Other Motor Vehicle Dealers (NAICS 4412)	\$1,174,760	\$1,971,355	\$-796,595	-25.3	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,017,468	\$1,611,186	\$-593,718	-22.6	6
Furniture & Home Furnishings Stores (NAICS 442)	\$2,228,583	\$3,328,892	\$-1,100,309	-19.8	6
Furniture Stores (NAICS 4421)	\$1,498,327	\$2,541,327	\$-1,043,000	-25.8	4
Home Furnishings Stores (NAICS 4422)	\$730,256	\$787,565	\$-57,309	-3.8	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,024,804	\$1,072,021	\$-47,217	-2.3	7
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,093,549	\$9,298,623	\$-6,205,074	-50.1	14
Building Material and Supplies Dealers (NAICS 4441)	\$2,063,487	\$2,635,131	\$-571,644	-12.2	9
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,030,062	\$6,663,492	\$-5,633,430	-73.2	5
Food & Beverage Stores (NAICS 445)	\$12,193,845	\$21,261,715	\$-9,067,870	-27.1	16
Grocery Stores (NAICS 4451)	\$10,764,274	\$17,548,402	\$-6,784,128	-24.0	7
Specialty Food Stores (NAICS 4452)	\$1,048,347	\$3,066,689	\$-2,018,342	-49.0	7
Beer, Wine, and Liquor Stores (NAICS 4453)	\$381,224	\$646,624	\$-265,400	-25.8	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,428,655	\$1,245,868	\$182,787	6.8	6
Gasoline Stations (NAICS 447/4471)	\$11,284,781	\$34,024,470	\$-22,739,689	-50.2	15
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,842,397	\$1,204,489	\$637,908	20.9	6
Clothing Stores (NAICS 4481)	\$1,462,897	\$685,292	\$777,605	36.2	2
Shoe Stores (NAICS 4482)	\$159,668	\$150,995	\$8,673	2.8	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$219,832	\$368,202	\$-148,370	-25.2	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$470,195	\$562,844	\$-92,649	-9.0	7
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$286,882	\$562,844	\$-275,962	-32.5	7
Book, Periodical, and Music Stores (NAICS 4512)	\$183,313	\$0	\$183,313	100.0	0

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.

Source: ESRI and infoUSA®



Retail MarketPlace Profile

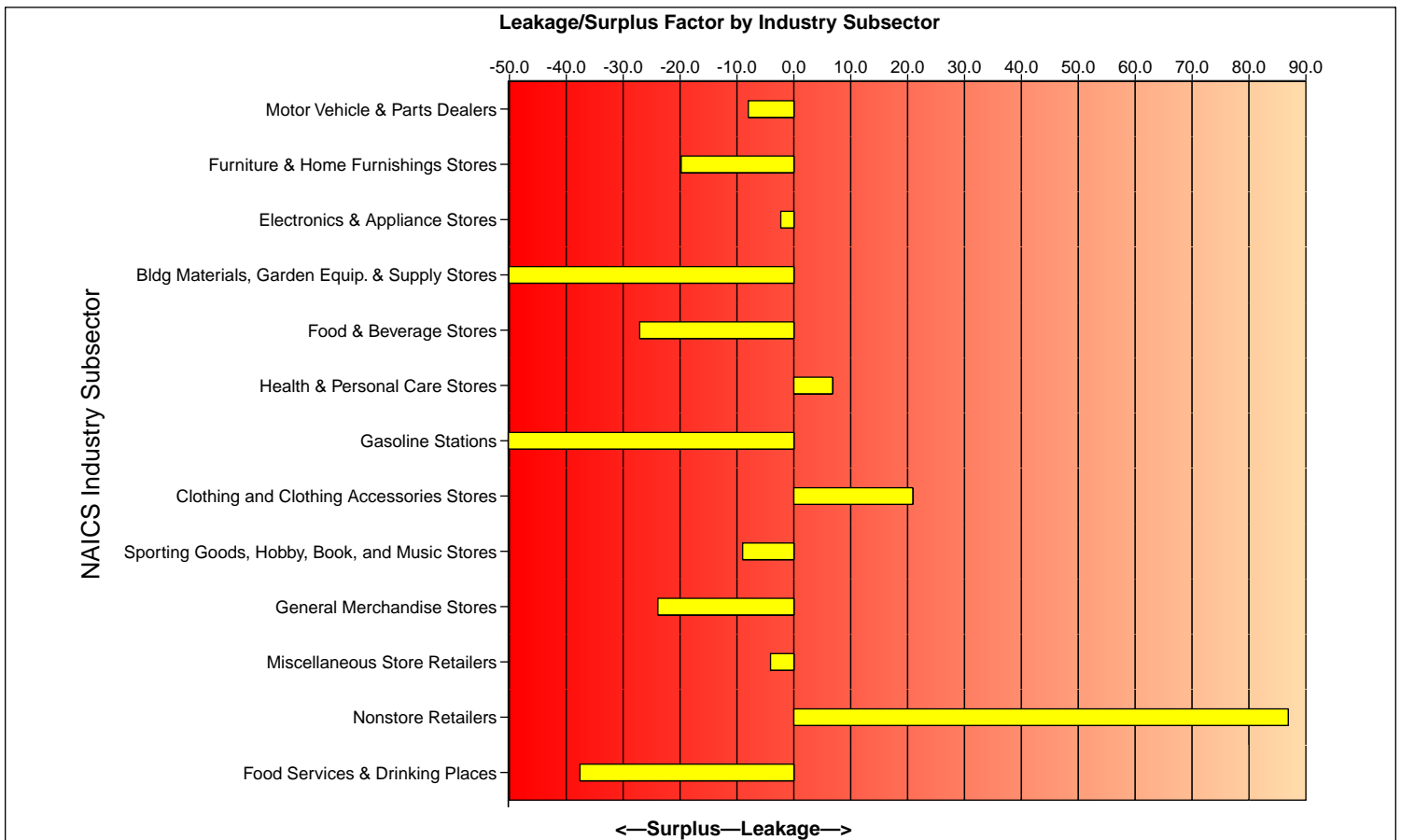
By LCRA CED Programs

El Campo Drivetimes
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 5 minutes

Site Type: Drive Time

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$8,557,570	\$13,944,700	\$-5,387,130	-23.9	7
Department Stores Excluding Leased Depts.(NAICS 4521)	\$3,729,541	\$8,111,555	\$-4,382,014	-37.0	2
Other General Merchandise Stores (NAICS 4529)	\$4,828,029	\$5,833,145	\$-1,005,116	-9.4	5
Miscellaneous Store Retailers (NAICS 453)	\$913,919	\$991,191	\$-77,272	-4.1	17
Florists (NAICS 4531)	\$68,583	\$269,152	\$-200,569	-59.4	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$376,062	\$216,812	\$159,250	26.9	4
Used Merchandise Stores (NAICS 4533)	\$240,600	\$133,854	\$106,746	28.5	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$228,674	\$371,373	\$-142,699	-23.8	7
Nonstore Retailers (NAICS 454)	\$1,642,190	\$115,058	\$1,527,132	86.9	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,051,282	\$0	\$1,051,282	100.0	0
Vending Machine Operators (NAICS 4542)	\$327,478	\$115,058	\$212,420	48.0	1
Direct Selling Establishments (NAICS 4543)	\$263,430	\$0	\$263,430	100.0	0
Food Services & Drinking Places (NAICS 722)	\$9,007,819	\$19,859,193	\$-10,851,374	-37.6	35
Full-Service Restaurants (NAICS 7221)	\$0	\$6,916,206	\$-6,916,206	-100.0	18
Limited-Service Eating Places (NAICS 7222)	\$7,278,563	\$10,320,059	\$-3,041,496	-17.3	13
Special Food Services (NAICS 7223)	\$835,475	\$2,133,152	\$-1,297,677	-43.7	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$893,781	\$489,776	\$404,005	29.2	2



Source: ESRI and infoUSA®

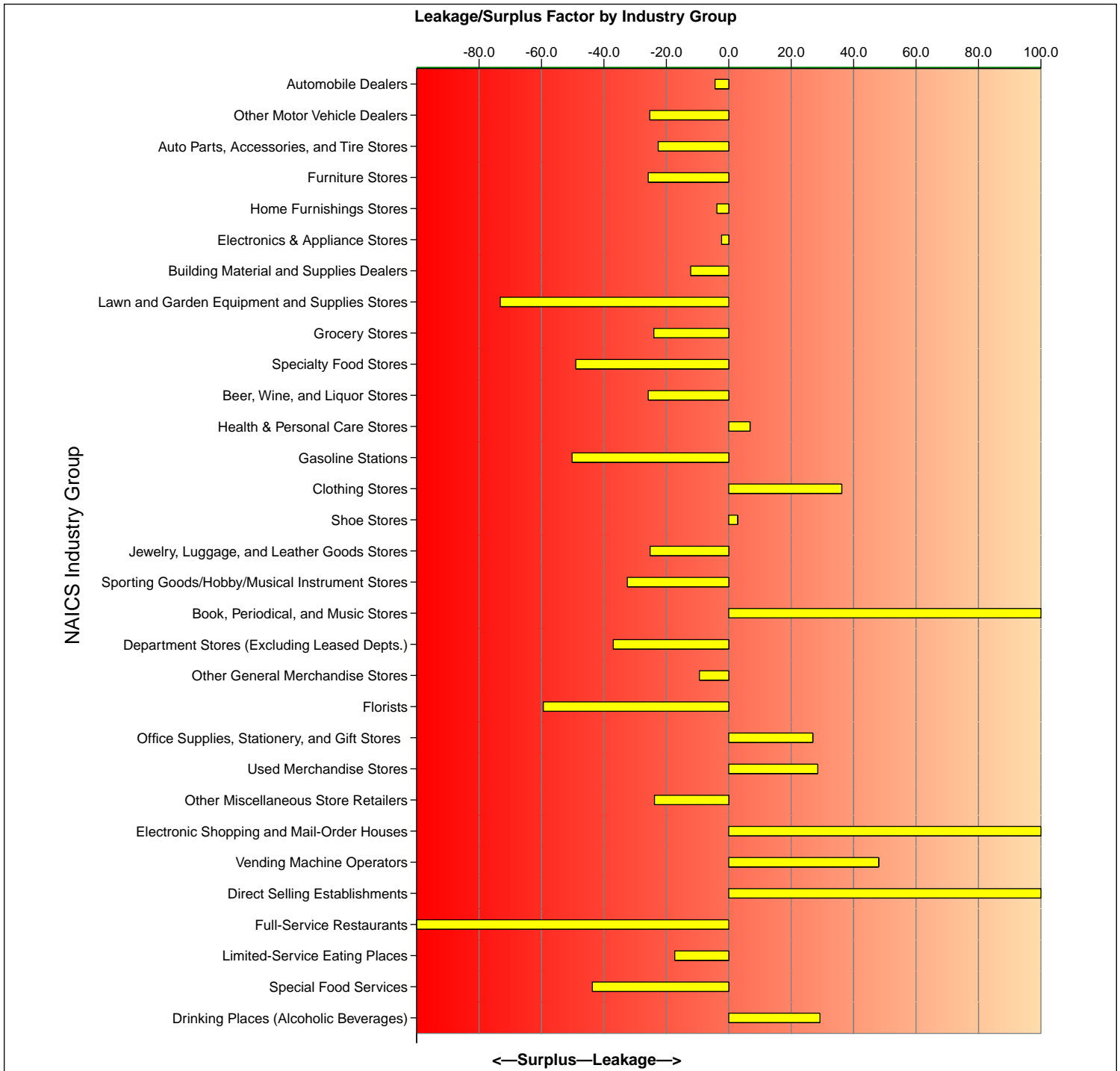


El Campo Drivetimes
El Campo, Texas

Latitude: 29.21806
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Radius: 5 minutes

Site Type: Drive Time

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Retail MarketPlace Profile

By LCRA CED Programs

El Campo Drivetimes
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 15 minutes

Site Type: Drive Time

Summary Demographics

2009 Population	15,231
2009 Households	5,392
2009 Median Disposable Income	\$33,017
2009 Per Capita Income	\$17,432

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$103,675,753	\$135,597,870	\$-31,922,117	-13.3	175
Total Retail Trade (NAICS 44-45)	\$90,132,594	\$114,264,161	\$-24,131,567	-11.8	136
Total Food & Drink (NAICS 722)	\$13,543,159	\$21,333,709	\$-7,790,550	-22.3	39

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$22,098,990	\$17,564,522	\$4,534,468	11.4	15
Automobile Dealers (NAICS 4411)	\$18,683,713	\$13,418,715	\$5,264,998	16.4	4
Other Motor Vehicle Dealers (NAICS 4412)	\$1,876,836	\$2,230,574	\$-353,738	-8.6	4
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,538,441	\$1,915,233	\$-376,792	-10.9	7
Furniture & Home Furnishings Stores (NAICS 442)	\$3,347,790	\$4,936,323	\$-1,588,533	-19.2	9
Furniture Stores (NAICS 4421)	\$2,257,433	\$3,002,222	\$-744,789	-14.2	5
Home Furnishings Stores (NAICS 4422)	\$1,090,357	\$1,934,101	\$-843,744	-27.9	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,554,917	\$1,313,279	\$241,638	8.4	9
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,688,894	\$11,541,588	\$-6,852,694	-42.2	20
Building Material and Supplies Dealers (NAICS 4441)	\$3,114,572	\$3,835,480	\$-720,908	-10.4	14
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,574,322	\$7,706,108	\$-6,131,786	-66.1	6
Food & Beverage Stores (NAICS 445)	\$18,541,240	\$21,742,167	\$-3,200,927	-7.9	19
Grocery Stores (NAICS 4451)	\$16,376,157	\$17,638,207	\$-1,262,050	-3.7	8
Specialty Food Stores (NAICS 4452)	\$1,595,147	\$3,316,255	\$-1,721,108	-35.0	8
Beer, Wine, and Liquor Stores (NAICS 4453)	\$569,936	\$787,705	\$-217,769	-16.0	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,167,595	\$1,320,219	\$847,376	24.3	6
Gasoline Stations (NAICS 447/4471)	\$17,376,654	\$37,834,920	\$-20,458,266	-37.1	17
Clothing and Clothing Accessories Stores (NAICS 448)	\$2,772,889	\$1,626,630	\$1,146,259	26.1	8
Clothing Stores (NAICS 4481)	\$2,199,499	\$1,012,100	\$1,187,399	37.0	4
Shoe Stores (NAICS 4482)	\$244,415	\$206,463	\$37,952	8.4	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$328,975	\$408,067	\$-79,092	-10.7	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$712,307	\$576,486	\$135,821	10.5	7
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$436,579	\$576,486	\$-139,907	-13.8	7
Book, Periodical, and Music Stores (NAICS 4512)	\$275,728	\$0	\$275,728	100.0	0

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.

Source: ESRI and infoUSA®



Retail MarketPlace Profile

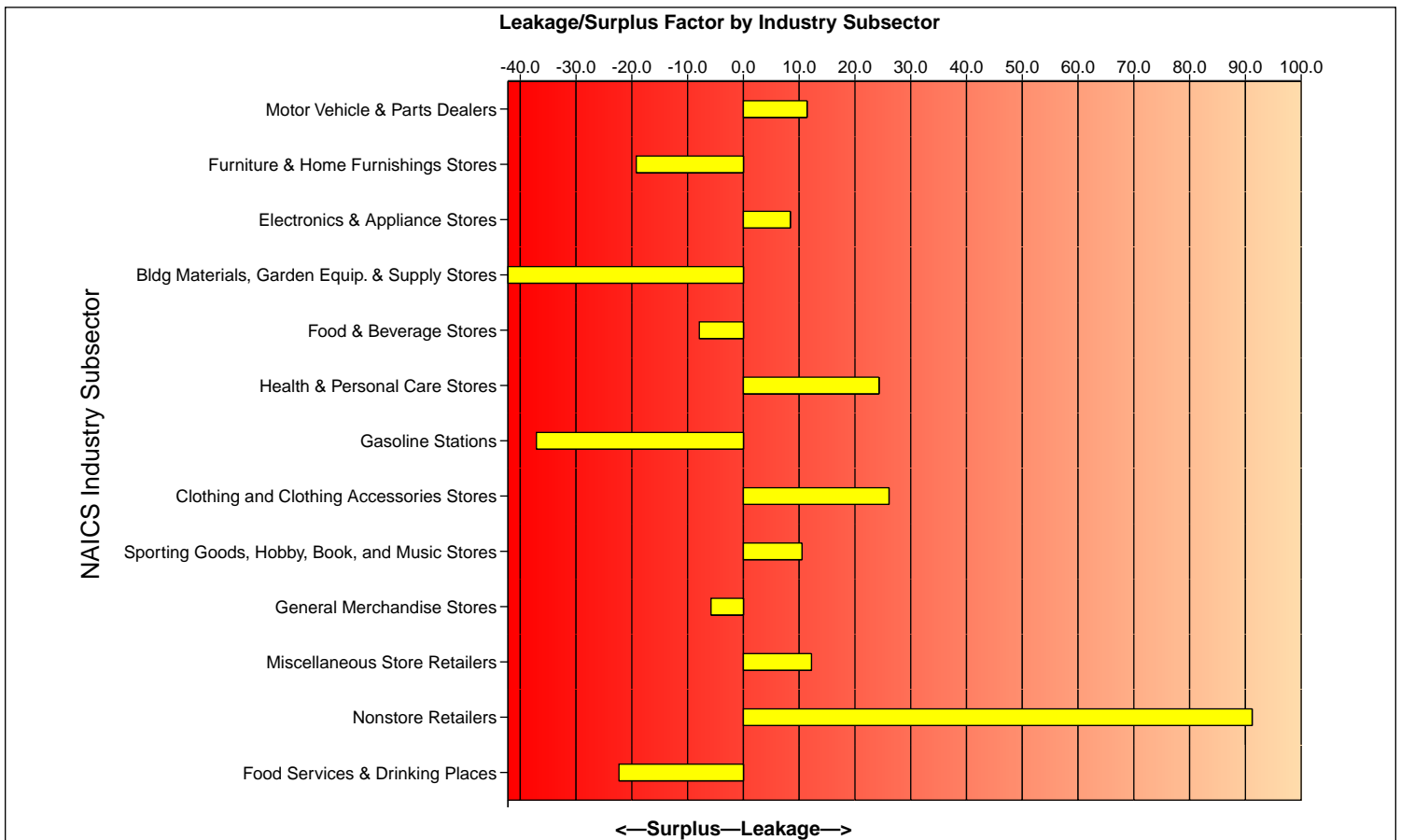
By LCRA CED Programs

El Campo Drivetimes
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 15 minutes

Site Type: Drive Time

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$12,999,943	\$14,609,943	\$-1,610,000	-5.8	7
Department Stores Excluding Leased Depts.(NAICS 4521)	\$5,651,369	\$8,269,419	\$-2,618,050	-18.8	2
Other General Merchandise Stores (NAICS 4529)	\$7,348,574	\$6,340,524	\$1,008,050	7.4	5
Miscellaneous Store Retailers (NAICS 453)	\$1,384,333	\$1,083,026	\$301,307	12.2	18
Florists (NAICS 4531)	\$104,621	\$333,948	\$-229,327	-52.3	5
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$565,812	\$235,766	\$330,046	41.2	4
Used Merchandise Stores (NAICS 4533)	\$362,112	\$140,838	\$221,274	44.0	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$351,788	\$372,474	\$-20,686	-2.9	7
Nonstore Retailers (NAICS 454)	\$2,487,042	\$115,058	\$2,371,984	91.2	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,590,676	\$0	\$1,590,676	100.0	0
Vending Machine Operators (NAICS 4542)	\$497,460	\$115,058	\$382,402	62.4	1
Direct Selling Establishments (NAICS 4543)	\$398,906	\$0	\$398,906	100.0	0
Food Services & Drinking Places (NAICS 722)	\$13,543,159	\$21,333,709	\$-7,790,550	-22.3	39
Full-Service Restaurants (NAICS 7221)	\$0	\$7,721,043	\$-7,721,043	-100.0	22
Limited-Service Eating Places (NAICS 7222)	\$10,980,243	\$10,491,539	\$488,704	2.3	13
Special Food Services (NAICS 7223)	\$1,258,933	\$2,502,932	\$-1,243,999	-33.1	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,303,983	\$618,195	\$685,788	35.7	2



Source: ESRI and infoUSA®

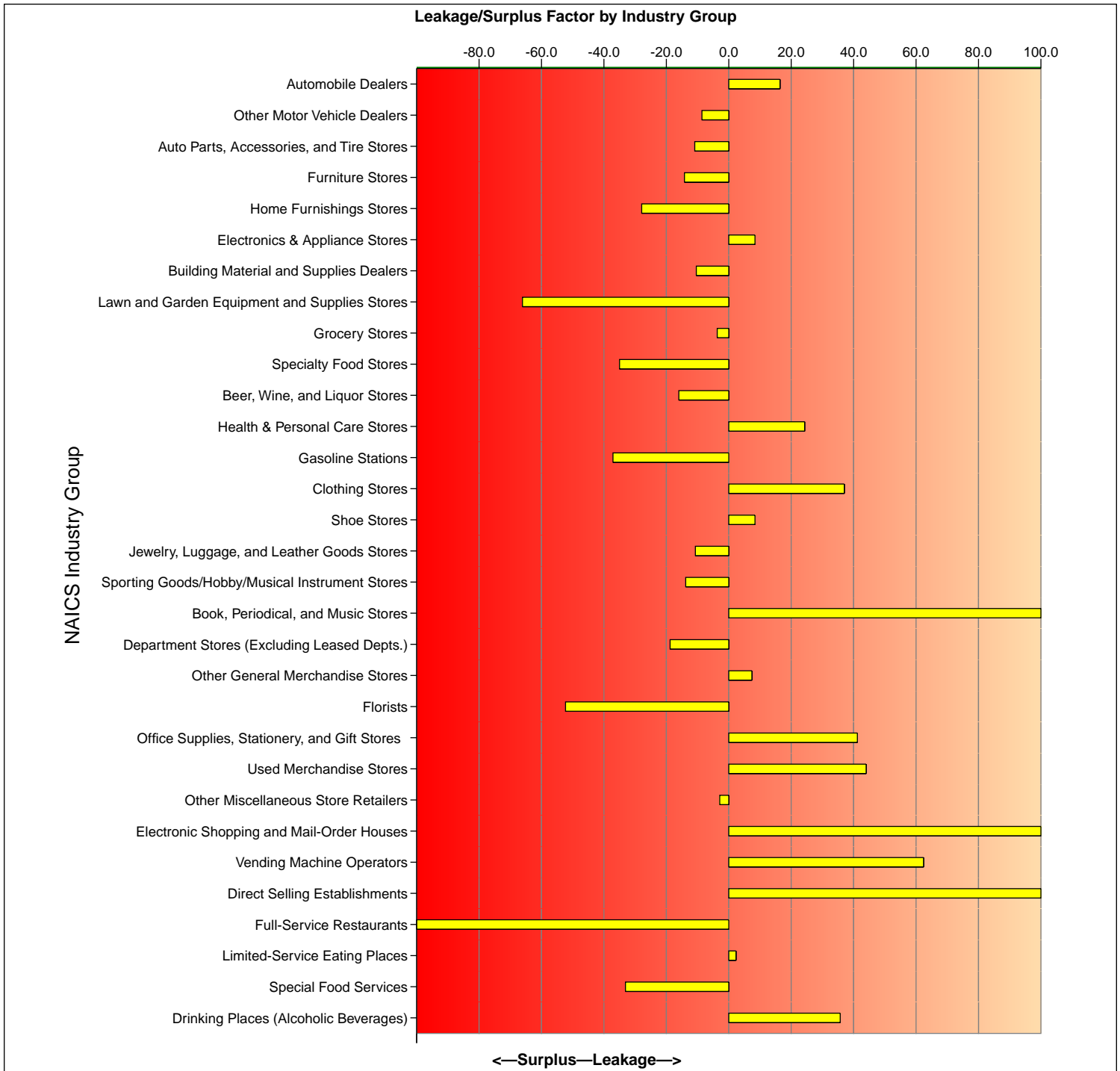


El Campo Drivetimes
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 15 minutes

Site Type: Drive Time

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Retail MarketPlace Profile

By LCRA CED Programs

El Campo Drivetimes
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 30 minutes

Site Type: Drive Time

Summary Demographics

2009 Population	32,912
2009 Households	11,912
2009 Median Disposable Income	\$32,133
2009 Per Capita Income	\$17,660

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$228,859,314	\$245,814,319	\$-16,955,005	-3.6	346
Total Retail Trade (NAICS 44-45)	\$199,334,680	\$206,193,147	\$-6,858,467	-1.7	272
Total Food & Drink (NAICS 722)	\$29,524,634	\$39,621,172	\$-10,096,538	-14.6	74

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$49,061,593	\$31,636,296	\$17,425,297	21.6	31
Automobile Dealers (NAICS 4411)	\$41,294,255	\$25,219,706	\$16,074,549	24.2	10
Other Motor Vehicle Dealers (NAICS 4412)	\$4,426,590	\$2,855,559	\$1,571,031	21.6	6
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$3,340,748	\$3,561,031	\$-220,283	-3.2	15
Furniture & Home Furnishings Stores (NAICS 442)	\$7,214,671	\$5,809,149	\$1,405,522	10.8	13
Furniture Stores (NAICS 4421)	\$4,843,856	\$3,516,883	\$1,326,973	15.9	7
Home Furnishings Stores (NAICS 4422)	\$2,370,815	\$2,292,266	\$78,549	1.7	6
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,509,995	\$2,224,702	\$1,285,293	22.4	17
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$10,148,617	\$12,691,392	\$-2,542,775	-11.1	32
Building Material and Supplies Dealers (NAICS 4441)	\$6,823,673	\$4,871,205	\$1,952,468	16.7	22
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,324,944	\$7,820,187	\$-4,495,243	-40.3	10
Food & Beverage Stores (NAICS 445)	\$41,512,238	\$40,560,723	\$951,515	1.2	41
Grocery Stores (NAICS 4451)	\$36,990,705	\$35,726,072	\$1,264,633	1.7	23
Specialty Food Stores (NAICS 4452)	\$3,274,350	\$3,546,761	\$-272,411	-4.0	12
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,247,183	\$1,287,890	\$-40,707	-1.6	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,685,488	\$2,552,854	\$2,132,634	29.5	11
Gasoline Stations (NAICS 447/4471)	\$39,579,361	\$84,699,269	\$-45,119,908	-36.3	37
Clothing and Clothing Accessories Stores (NAICS 448)	\$5,769,030	\$2,804,129	\$2,964,901	34.6	19
Clothing Stores (NAICS 4481)	\$4,550,076	\$1,913,138	\$2,636,938	40.8	13
Shoe Stores (NAICS 4482)	\$497,962	\$371,633	\$126,329	14.5	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$720,992	\$519,358	\$201,634	16.3	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,528,575	\$1,025,985	\$502,590	19.7	12
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$978,091	\$822,794	\$155,297	8.6	11
Book, Periodical, and Music Stores (NAICS 4512)	\$550,484	\$203,191	\$347,293	46.1	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.

Source: ESRI and infoUSA®



Retail MarketPlace Profile

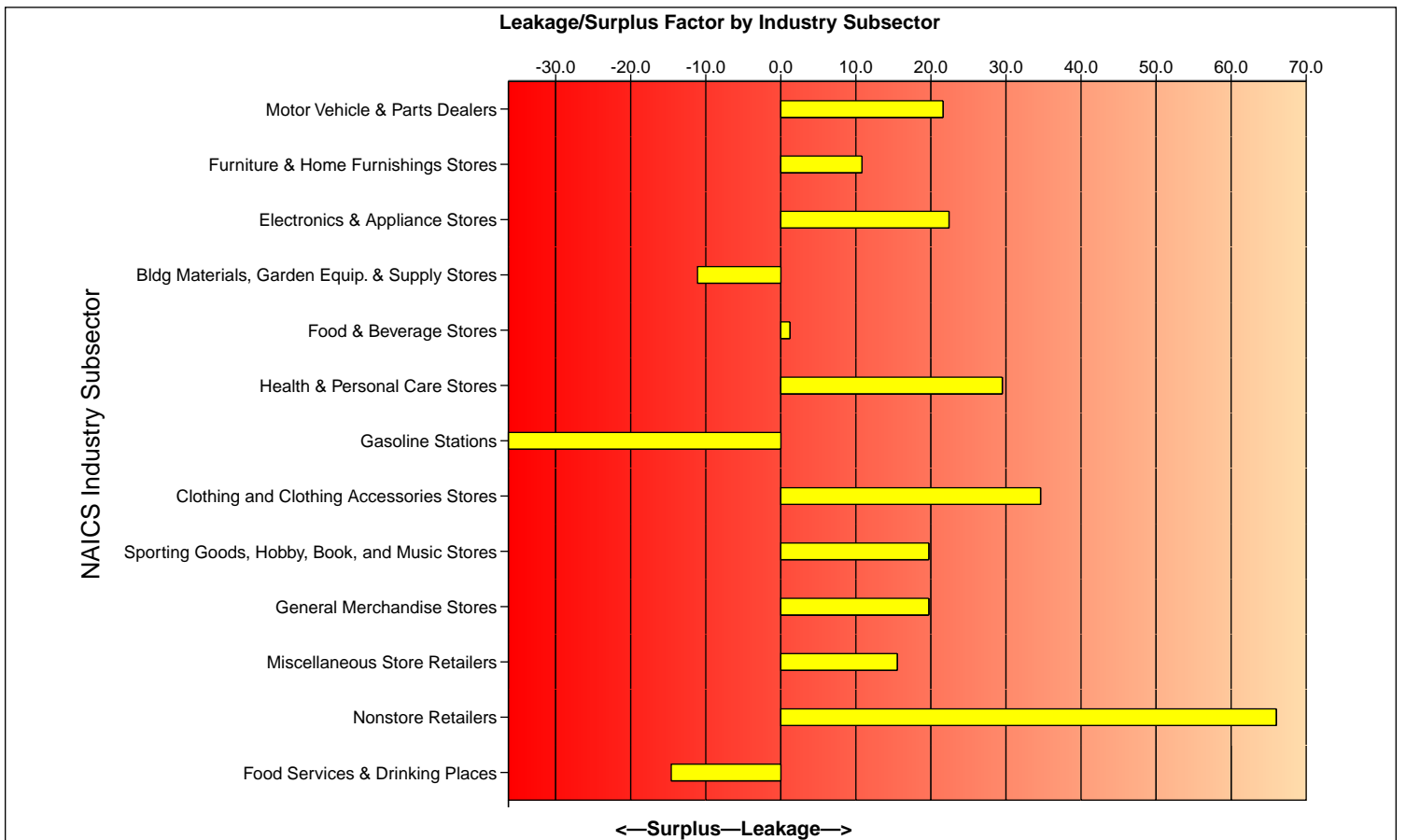
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El Campo Drivetimes
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 30 minutes

Site Type: Drive Time

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$28,218,411	\$18,922,667	\$9,295,744	19.7	12
Department Stores Excluding Leased Depts.(NAICS 4521)	\$12,990,320	\$10,542,705	\$2,447,615	10.4	5
Other General Merchandise Stores (NAICS 4529)	\$15,228,091	\$8,379,962	\$6,848,129	29.0	7
Miscellaneous Store Retailers (NAICS 453)	\$3,048,524	\$2,230,460	\$818,064	15.5	42
Florists (NAICS 4531)	\$327,437	\$654,653	\$-327,216	-33.3	10
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,203,094	\$588,518	\$614,576	34.3	9
Used Merchandise Stores (NAICS 4533)	\$757,344	\$403,531	\$353,813	30.5	12
Other Miscellaneous Store Retailers (NAICS 4539)	\$760,649	\$583,758	\$176,891	13.2	11
Nonstore Retailers (NAICS 454)	\$5,058,177	\$1,035,521	\$4,022,656	66.0	5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$3,186,073	\$0	\$3,186,073	100.0	0
Vending Machine Operators (NAICS 4542)	\$995,397	\$1,035,521	\$-40,124	-2.0	5
Direct Selling Establishments (NAICS 4543)	\$876,707	\$0	\$876,707	100.0	0
Food Services & Drinking Places (NAICS 722)	\$29,524,634	\$39,621,172	\$-10,096,538	-14.6	74
Full-Service Restaurants (NAICS 7221)	\$297,015	\$14,999,885	\$-14,702,870	-96.1	43
Limited-Service Eating Places (NAICS 7222)	\$23,585,931	\$21,190,071	\$2,395,860	5.4	25
Special Food Services (NAICS 7223)	\$2,873,053	\$2,744,334	\$128,719	2.3	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,768,635	\$686,882	\$2,081,753	60.2	3



Source: ESRI and infoUSA®

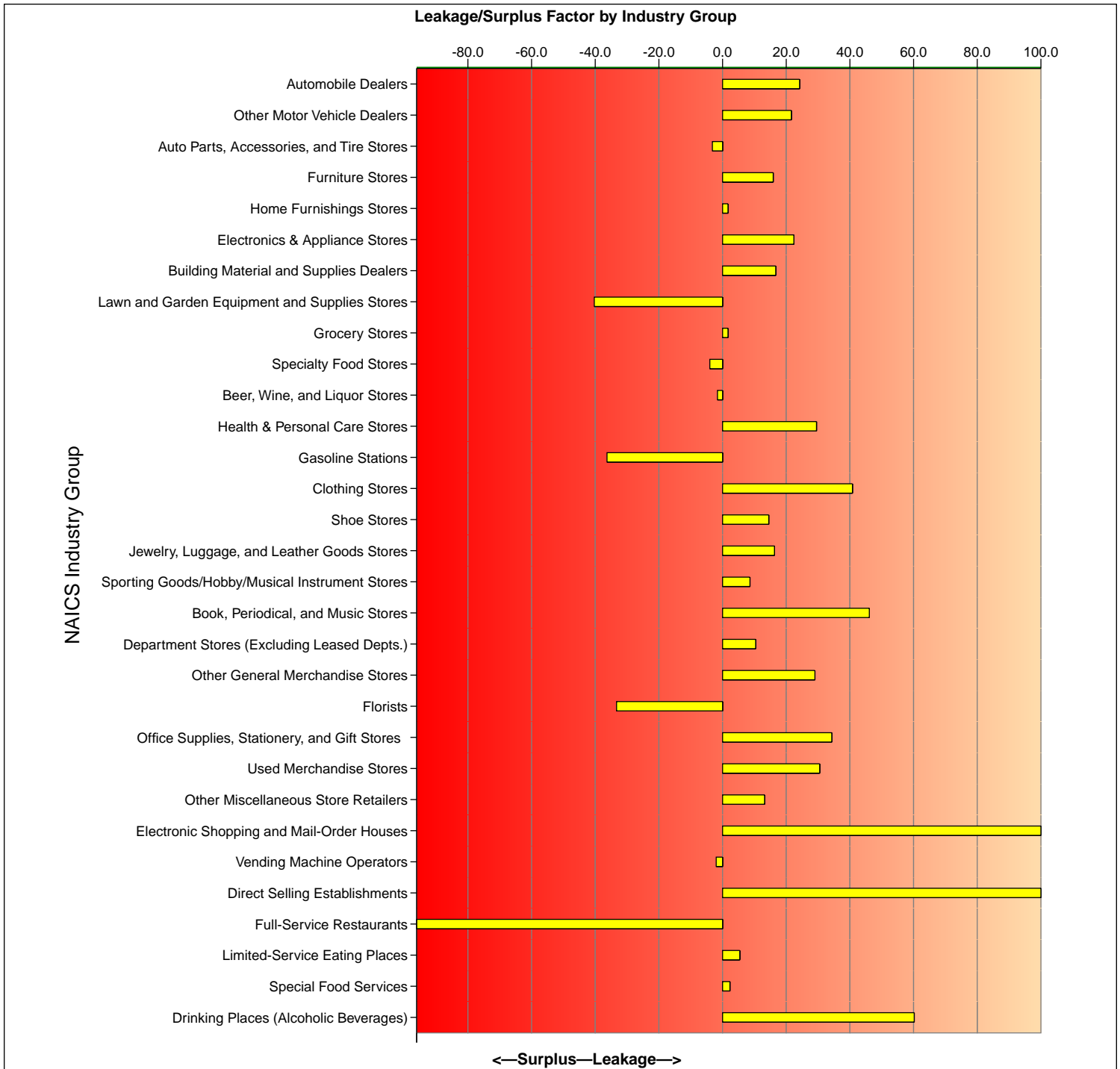


El Campo Drivetimes
El Campo, Texas

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Radius: 30 minutes

Site Type: Drive Time

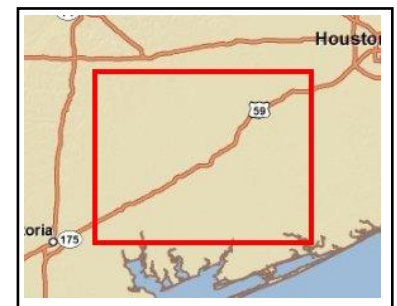
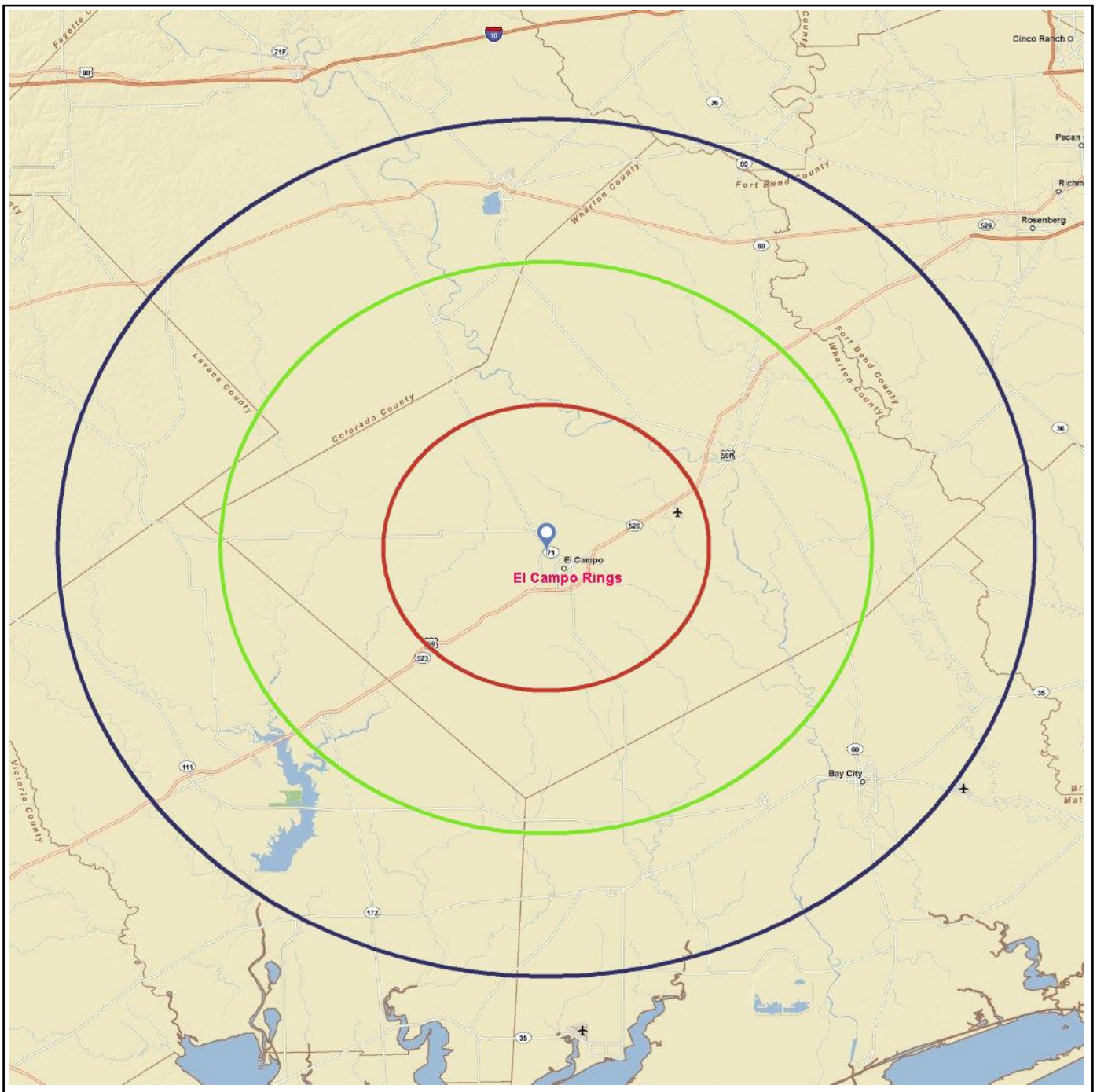
Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®

Site Map

By LCRA CED Programs
August 19, 2009





Retail MarketPlace Profile

By LCRA CED Programs

El Campo Rings
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 10 miles

Site Type: Ring

Summary Demographics

2009 Population	18,049
2009 Households	6,352
2009 Median Disposable Income	\$33,676
2009 Per Capita Income	\$17,421

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$124,731,441	\$136,625,764	\$-11,894,323	-4.6	178
Total Retail Trade (NAICS 44-45)	\$108,660,948	\$115,220,106	\$-6,559,158	-2.9	138
Total Food & Drink (NAICS 722)	\$16,070,493	\$21,405,658	\$-5,335,165	-14.2	40

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$26,813,629	\$17,564,517	\$9,249,112	20.8	15
Automobile Dealers (NAICS 4411)	\$22,537,867	\$13,418,703	\$9,119,164	25.4	4
Other Motor Vehicle Dealers (NAICS 4412)	\$2,443,991	\$2,230,579	\$213,412	4.6	4
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,831,771	\$1,915,235	\$-83,464	-2.2	7
Furniture & Home Furnishings Stores (NAICS 442)	\$3,937,710	\$4,936,317	\$-998,607	-11.3	9
Furniture Stores (NAICS 4421)	\$2,648,360	\$3,002,217	\$-353,857	-6.3	5
Home Furnishings Stores (NAICS 4422)	\$1,289,350	\$1,934,100	\$-644,750	-20.0	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,854,310	\$1,313,279	\$541,031	17.1	9
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$5,699,342	\$11,541,573	\$-5,842,231	-33.9	20
Building Material and Supplies Dealers (NAICS 4441)	\$3,738,486	\$3,835,487	\$-97,001	-1.3	14
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,960,856	\$7,706,086	\$-5,745,230	-59.4	6
Food & Beverage Stores (NAICS 445)	\$22,229,150	\$21,846,951	\$382,199	0.9	20
Grocery Stores (NAICS 4451)	\$19,649,038	\$17,710,333	\$1,938,705	5.2	8
Specialty Food Stores (NAICS 4452)	\$1,909,356	\$3,348,914	\$-1,439,558	-27.4	9
Beer, Wine, and Liquor Stores (NAICS 4453)	\$670,756	\$787,704	\$-116,948	-8.0	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,621,611	\$1,320,219	\$1,301,392	33.0	6
Gasoline Stations (NAICS 447/4471)	\$21,126,901	\$38,686,105	\$-17,559,204	-29.4	18
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,283,527	\$1,626,629	\$1,656,898	33.7	8
Clothing Stores (NAICS 4481)	\$2,601,347	\$1,012,099	\$1,589,248	44.0	4
Shoe Stores (NAICS 4482)	\$291,543	\$206,463	\$85,080	17.1	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$390,637	\$408,067	\$-17,430	-2.2	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$850,302	\$576,486	\$273,816	19.2	7
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$525,569	\$576,486	\$-50,917	-4.6	7
Book, Periodical, and Music Stores (NAICS 4512)	\$324,733	\$0	\$324,733	100.0	0

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.

Source: ESRI and infoUSA®



Retail MarketPlace Profile

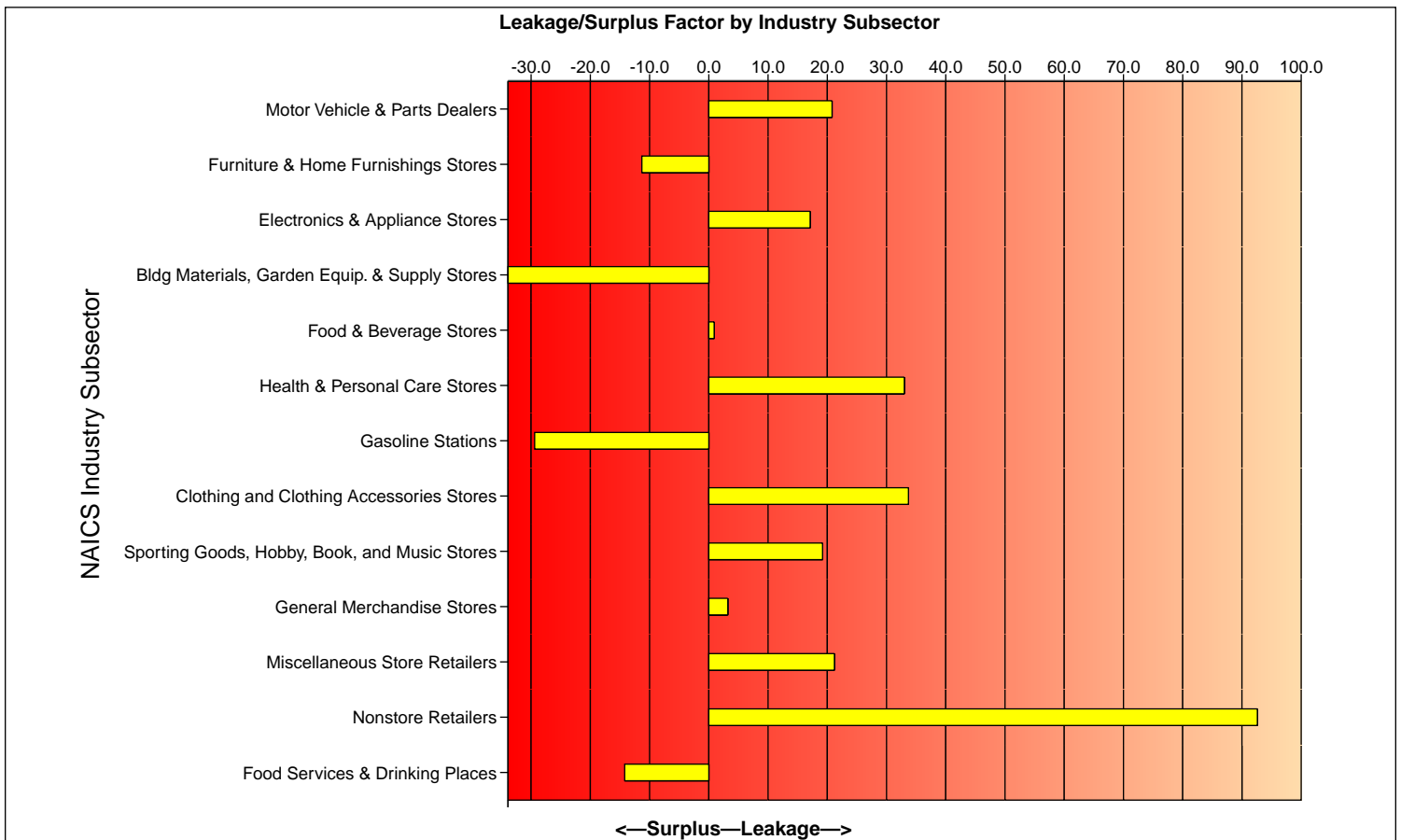
By LCRA CED Programs

El Campo Rings
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 10 miles

Site Type: Ring

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$15,575,082	\$14,609,946	\$965,136	3.2	7
Department Stores Excluding Leased Depts.(NAICS 4521)	\$6,742,609	\$8,269,434	-\$1,526,825	-10.2	2
Other General Merchandise Stores (NAICS 4529)	\$8,832,473	\$6,340,512	\$2,491,961	16.4	5
Miscellaneous Store Retailers (NAICS 453)	\$1,666,241	\$1,083,026	\$583,215	21.2	18
Florists (NAICS 4531)	\$131,301	\$333,948	-\$202,647	-43.6	5
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$677,088	\$235,766	\$441,322	48.3	4
Used Merchandise Stores (NAICS 4533)	\$426,628	\$140,838	\$285,790	50.4	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$431,224	\$372,474	\$58,750	7.3	7
Nonstore Retailers (NAICS 454)	\$3,003,143	\$115,058	\$2,888,085	92.6	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,899,100	\$0	\$1,899,100	100.0	0
Vending Machine Operators (NAICS 4542)	\$594,937	\$115,058	\$479,879	67.6	1
Direct Selling Establishments (NAICS 4543)	\$509,106	\$0	\$509,106	100.0	0
Food Services & Drinking Places (NAICS 722)	\$16,070,493	\$21,405,658	-\$5,335,165	-14.2	40
Full-Service Restaurants (NAICS 7221)	\$0	\$7,792,971	-\$7,792,971	-100.0	23
Limited-Service Eating Places (NAICS 7222)	\$13,061,837	\$10,491,559	\$2,570,278	10.9	13
Special Food Services (NAICS 7223)	\$1,496,168	\$2,502,934	-\$1,006,766	-25.2	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,512,488	\$618,194	\$894,294	42.0	2



Source: ESRI and infoUSA®

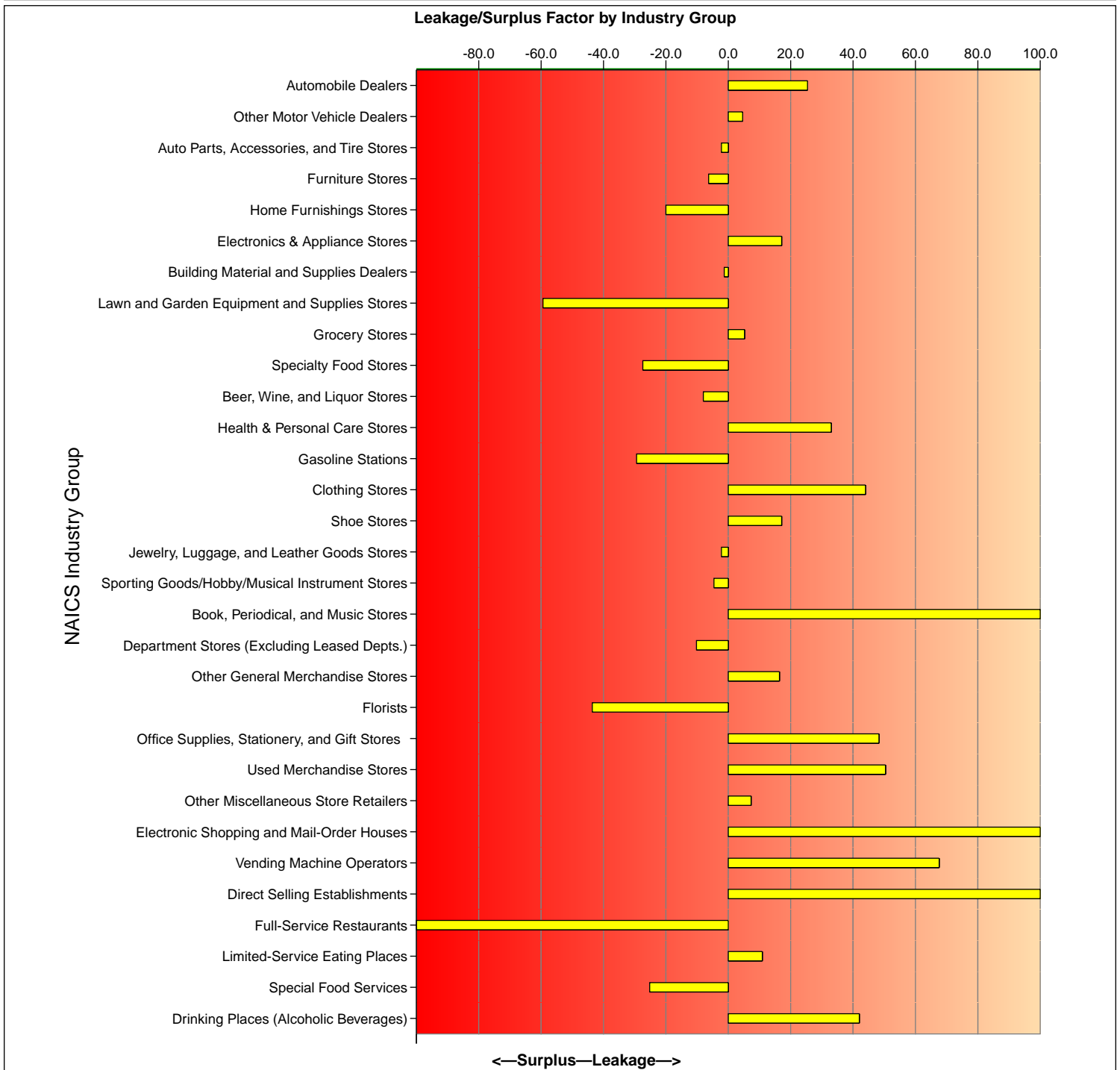


El Campo Rings
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 10 miles

Site Type: Ring

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Retail MarketPlace Profile

By LCRA CED Programs

El Campo Rings
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 20 miles

Site Type: Ring

Summary Demographics

2009 Population	41,513
2009 Households	14,985
2009 Median Disposable Income	\$33,291
2009 Per Capita Income	\$18,024

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$296,649,931	\$271,949,889	\$24,700,042	4.3	380
Total Retail Trade (NAICS 44-45)	\$258,869,416	\$230,786,950	\$28,082,466	5.7	297
Total Food & Drink (NAICS 722)	\$37,780,515	\$41,162,939	\$-3,382,424	-4.3	83

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$64,092,413	\$32,351,910	\$31,740,503	32.9	35
Automobile Dealers (NAICS 4411)	\$53,731,102	\$25,219,706	\$28,511,396	36.1	10
Other Motor Vehicle Dealers (NAICS 4412)	\$6,042,751	\$3,419,210	\$2,623,541	27.7	7
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,318,560	\$3,712,994	\$605,566	7.5	18
Furniture & Home Furnishings Stores (NAICS 442)	\$9,261,599	\$5,809,149	\$3,452,450	22.9	13
Furniture Stores (NAICS 4421)	\$6,196,453	\$3,516,883	\$2,679,570	27.6	7
Home Furnishings Stores (NAICS 4422)	\$3,065,146	\$2,292,266	\$772,880	14.4	6
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$4,538,559	\$2,224,702	\$2,313,857	34.2	17
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$13,090,183	\$13,623,233	\$-533,050	-2.0	35
Building Material and Supplies Dealers (NAICS 4441)	\$8,833,453	\$5,116,561	\$3,716,892	26.6	24
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$4,256,730	\$8,506,672	\$-4,249,942	-33.3	11
Food & Beverage Stores (NAICS 445)	\$54,269,569	\$49,112,931	\$5,156,638	5.0	46
Grocery Stores (NAICS 4451)	\$48,499,267	\$35,880,337	\$12,618,930	15.0	24
Specialty Food Stores (NAICS 4452)	\$4,197,145	\$11,944,704	\$-7,747,559	-48.0	16
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,573,157	\$1,287,890	\$285,267	10.0	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$5,986,781	\$2,643,486	\$3,343,295	38.7	12
Gasoline Stations (NAICS 447/4471)	\$51,864,135	\$97,477,481	\$-45,613,346	-30.5	42
Clothing and Clothing Accessories Stores (NAICS 448)	\$7,266,291	\$2,804,129	\$4,462,162	44.3	19
Clothing Stores (NAICS 4481)	\$5,706,366	\$1,913,138	\$3,793,228	49.8	13
Shoe Stores (NAICS 4482)	\$624,516	\$371,633	\$252,883	25.4	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$935,409	\$519,358	\$416,051	28.6	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,965,143	\$1,025,985	\$939,158	31.4	12
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,286,934	\$822,794	\$464,140	22.0	11
Book, Periodical, and Music Stores (NAICS 4512)	\$678,209	\$203,191	\$475,018	53.9	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.

Source: ESRI and infoUSA®



Retail MarketPlace Profile

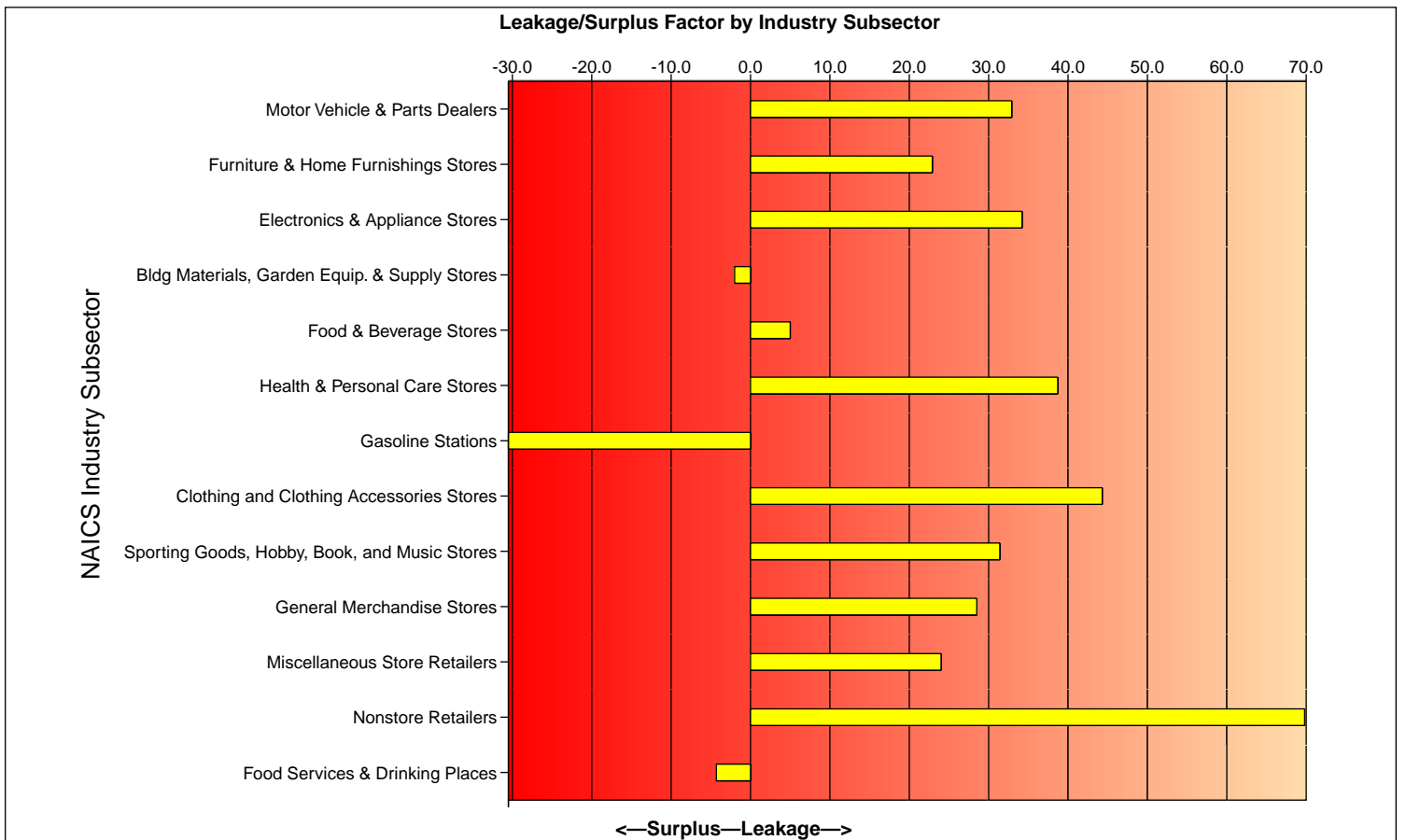
By LCRA CED Programs

El Campo Rings
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 20 miles

Site Type: Ring

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$36,238,313	\$20,166,776	\$16,071,537	28.5	13
Department Stores Excluding Leased Depts.(NAICS 4521)	\$17,087,643	\$10,542,705	\$6,544,938	23.7	5
Other General Merchandise Stores (NAICS 4529)	\$19,150,670	\$9,624,071	\$9,526,599	33.1	8
Miscellaneous Store Retailers (NAICS 453)	\$3,938,018	\$2,414,706	\$1,523,312	24.0	47
Florists (NAICS 4531)	\$486,068	\$654,653	\$-168,585	-14.8	10
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,530,073	\$622,690	\$907,383	42.1	10
Used Merchandise Stores (NAICS 4533)	\$941,199	\$489,661	\$451,538	31.6	15
Other Miscellaneous Store Retailers (NAICS 4539)	\$980,678	\$647,702	\$332,976	20.4	12
Nonstore Retailers (NAICS 454)	\$6,358,412	\$1,132,462	\$5,225,950	69.8	6
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$3,947,248	\$0	\$3,947,248	100.0	0
Vending Machine Operators (NAICS 4542)	\$1,241,248	\$1,035,521	\$205,727	9.0	5
Direct Selling Establishments (NAICS 4543)	\$1,169,916	\$96,941	\$1,072,975	84.7	1
Food Services & Drinking Places (NAICS 722)	\$37,780,515	\$41,162,939	\$-3,382,424	-4.3	83
Full-Service Restaurants (NAICS 7221)	\$297,015	\$15,902,167	\$-15,605,152	-96.3	49
Limited-Service Eating Places (NAICS 7222)	\$30,306,822	\$21,280,050	\$9,026,772	17.5	26
Special Food Services (NAICS 7223)	\$3,683,833	\$2,744,334	\$939,499	14.6	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$3,492,845	\$1,236,388	\$2,256,457	47.7	5



Source: ESRI and infoUSA®

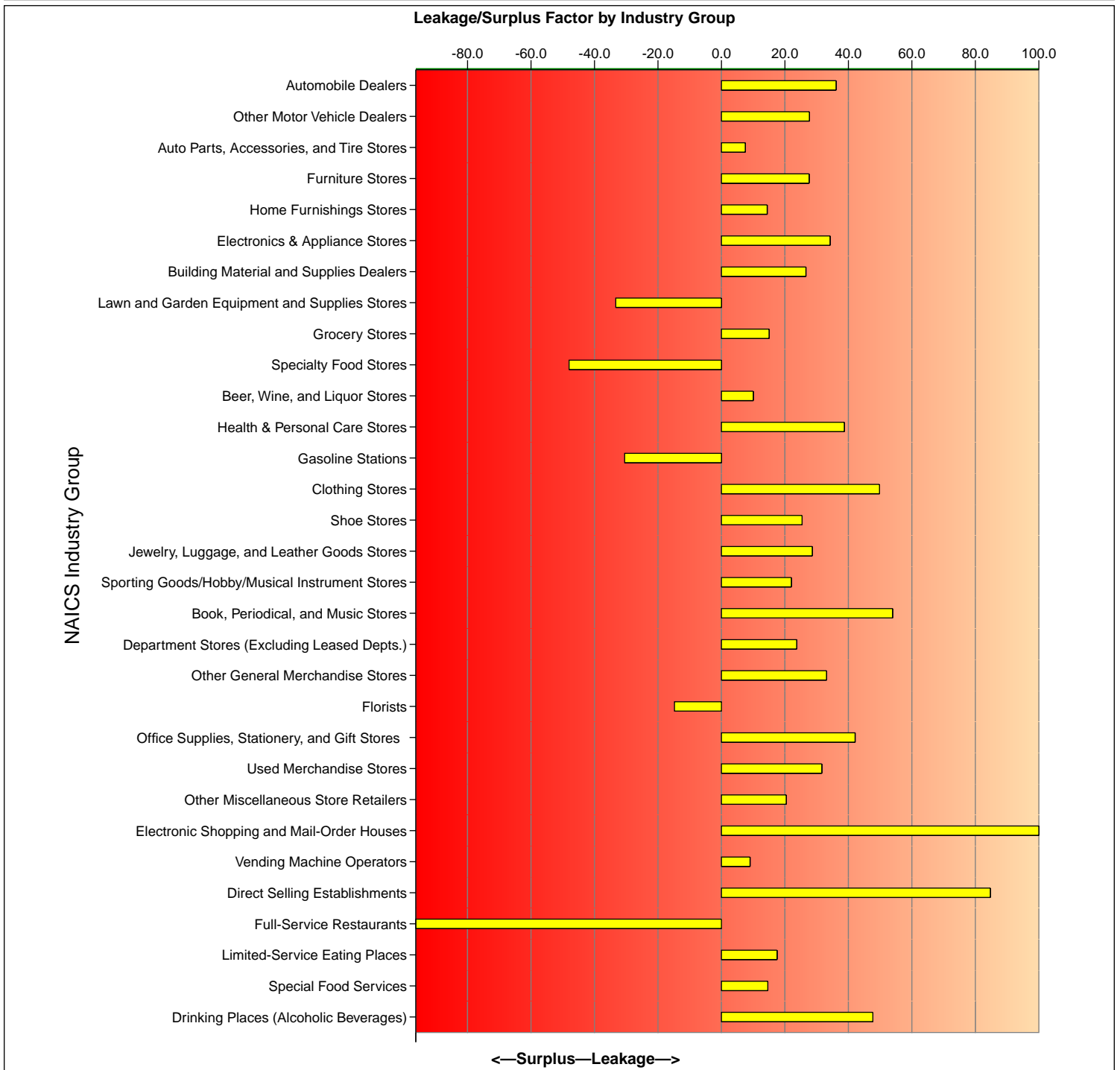


El Campo Rings
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 20 miles

Site Type: Ring

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Retail MarketPlace Profile

By LCRA CED Programs

El Campo Rings
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 30 miles

Site Type: Ring

Summary Demographics

2009 Population	95,370
2009 Households	34,606
2009 Median Disposable Income	\$33,818
2009 Per Capita Income	\$18,284

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$692,156,594	\$509,340,591	\$182,816,003	15.2	807
Total Retail Trade (NAICS 44-45)	\$603,532,656	\$430,305,466	\$173,227,190	16.8	622
Total Food & Drink (NAICS 722)	\$88,623,938	\$79,035,125	\$9,588,813	5.7	185

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$149,896,904	\$59,171,609	\$90,725,295	43.4	77
Automobile Dealers (NAICS 4411)	\$126,669,643	\$48,426,542	\$78,243,101	44.7	27
Other Motor Vehicle Dealers (NAICS 4412)	\$13,467,784	\$4,810,684	\$8,657,100	47.4	14
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$9,759,477	\$5,934,383	\$3,825,094	24.4	36
Furniture & Home Furnishings Stores (NAICS 442)	\$23,429,332	\$13,646,511	\$9,782,821	26.4	27
Furniture Stores (NAICS 4421)	\$15,219,975	\$9,008,310	\$6,211,665	25.6	14
Home Furnishings Stores (NAICS 4422)	\$8,209,357	\$4,638,201	\$3,571,156	27.8	13
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$11,704,910	\$3,902,311	\$7,802,599	50.0	34
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$26,903,357	\$19,022,373	\$7,880,984	17.2	69
Building Material and Supplies Dealers (NAICS 4441)	\$20,549,295	\$9,899,988	\$10,649,307	35.0	50
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$6,354,062	\$9,122,385	\$-2,768,323	-17.9	19
Food & Beverage Stores (NAICS 445)	\$133,663,630	\$101,355,850	\$32,307,780	13.7	91
Grocery Stores (NAICS 4451)	\$120,785,975	\$82,849,713	\$37,936,262	18.6	53
Specialty Food Stores (NAICS 4452)	\$9,104,274	\$15,431,451	\$-6,327,177	-25.8	25
Beer, Wine, and Liquor Stores (NAICS 4453)	\$3,773,381	\$3,074,686	\$698,695	10.2	13
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$14,457,439	\$7,234,261	\$7,223,178	33.3	29
Gasoline Stations (NAICS 447/4471)	\$118,911,431	\$161,393,301	\$-42,481,870	-15.2	80
Clothing and Clothing Accessories Stores (NAICS 448)	\$16,095,134	\$6,144,312	\$9,950,822	44.7	46
Clothing Stores (NAICS 4481)	\$12,276,136	\$4,113,113	\$8,163,023	49.8	31
Shoe Stores (NAICS 4482)	\$1,245,343	\$561,769	\$683,574	37.8	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,573,655	\$1,469,430	\$1,104,225	27.3	12
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$4,911,744	\$2,077,203	\$2,834,541	40.6	31
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,622,365	\$1,628,253	\$1,994,112	38.0	26
Book, Periodical, and Music Stores (NAICS 4512)	\$1,289,379	\$448,950	\$840,429	48.3	5

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.

Source: ESRI and infoUSA®



Retail MarketPlace Profile

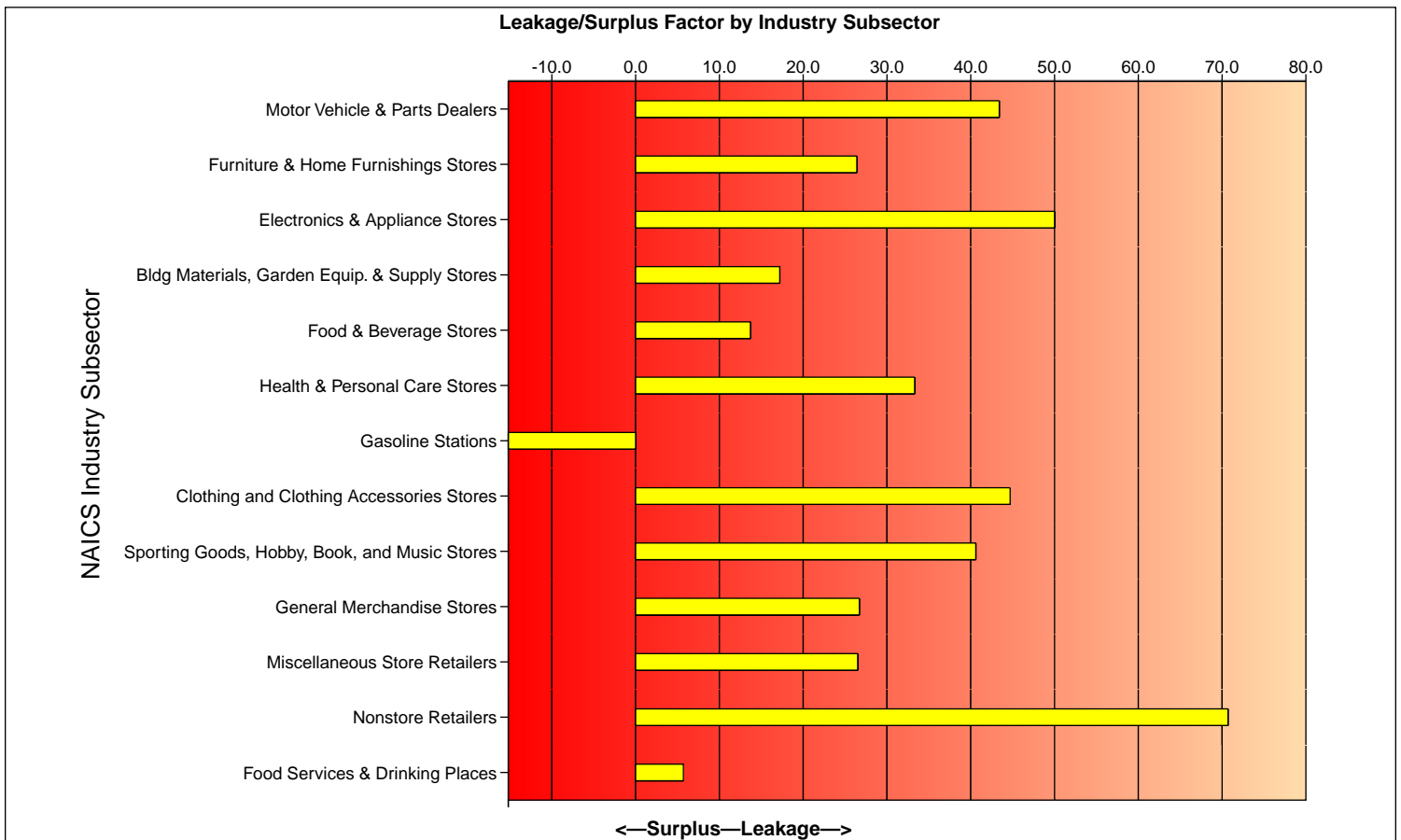
By LCRA CED Programs

El Campo Rings
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 30 miles

Site Type: Ring

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$85,825,781	\$49,633,150	\$36,192,631	26.7	29
Department Stores Excluding Leased Depts.(NAICS 4521)	\$43,246,202	\$23,643,909	\$19,602,293	29.3	10
Other General Merchandise Stores (NAICS 4529)	\$42,579,579	\$25,989,241	\$16,590,338	24.2	19
Miscellaneous Store Retailers (NAICS 453)	\$8,987,801	\$5,222,618	\$3,765,183	26.5	99
Florists (NAICS 4531)	\$1,504,544	\$1,062,245	\$442,299	17.2	19
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$3,541,439	\$1,926,834	\$1,614,605	29.5	29
Used Merchandise Stores (NAICS 4533)	\$1,830,708	\$836,963	\$993,745	37.3	27
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,111,110	\$1,396,576	\$714,534	20.4	24
Nonstore Retailers (NAICS 454)	\$8,745,193	\$1,501,967	\$7,243,226	70.7	10
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$4,686,775	\$0	\$4,686,775	100.0	0
Vending Machine Operators (NAICS 4542)	\$1,837,141	\$1,291,723	\$545,418	17.4	8
Direct Selling Establishments (NAICS 4543)	\$2,221,277	\$210,244	\$2,011,033	82.7	2
Food Services & Drinking Places (NAICS 722)	\$88,623,938	\$79,035,125	\$9,588,813	5.7	185
Full-Service Restaurants (NAICS 7221)	\$4,839,746	\$31,039,964	-\$26,200,218	-73.0	104
Limited-Service Eating Places (NAICS 7222)	\$69,578,103	\$41,079,198	\$28,498,905	25.8	59
Special Food Services (NAICS 7223)	\$6,536,919	\$4,019,348	\$2,517,571	23.8	7
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$7,669,170	\$2,896,615	\$4,772,555	45.2	15



Source: ESRI and infoUSA®

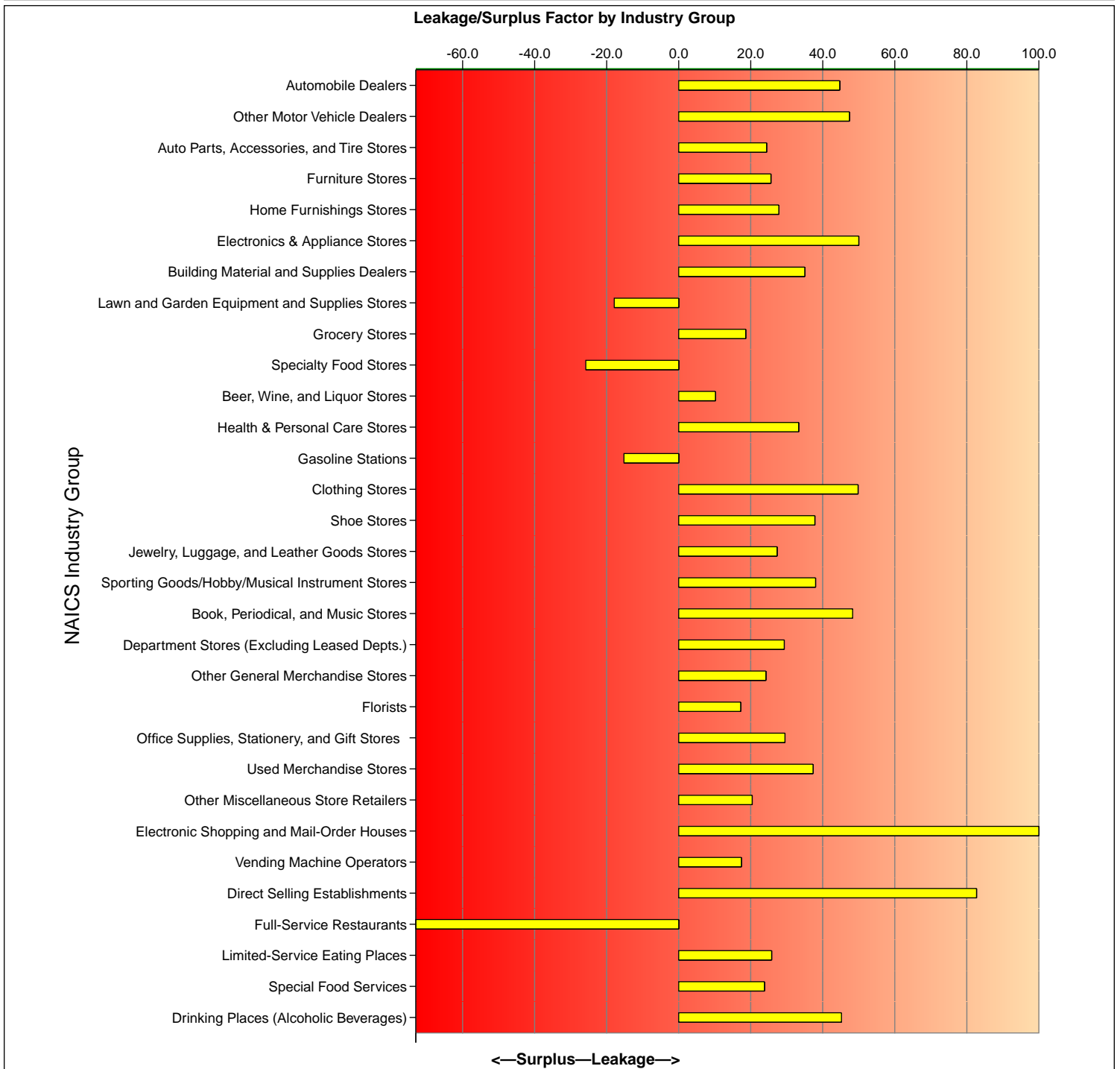


El Campo Rings
El Campo, Texas

Latitude: 29.21806
Longitude: -96.28795
Radius: 30 miles

Site Type: Ring

Leakage/Surplus Factor by Industry Group



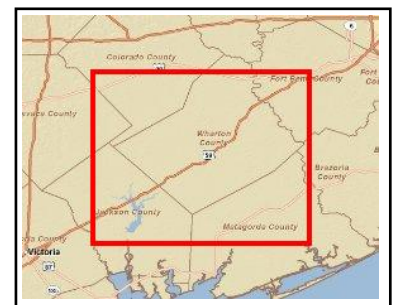
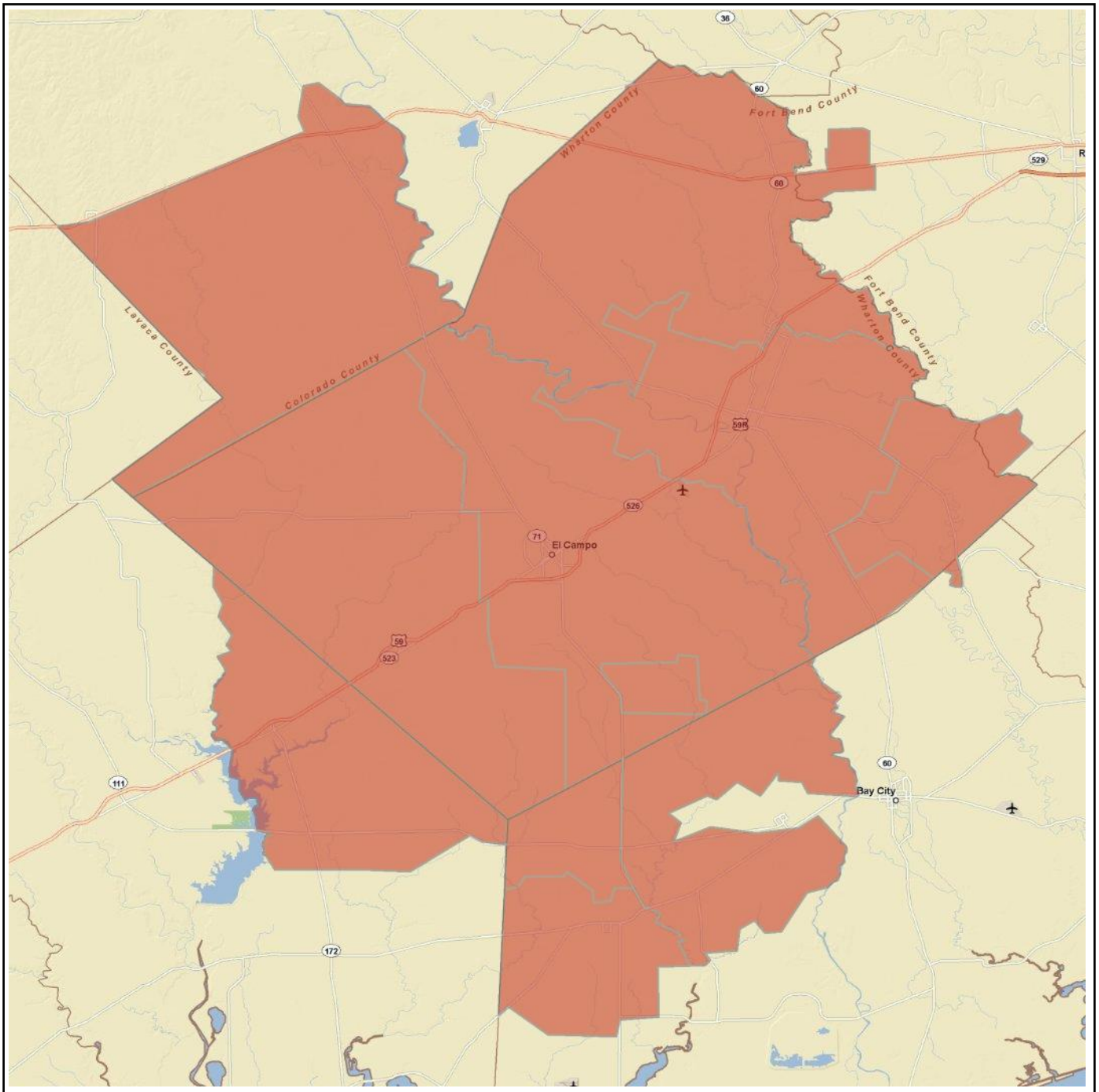
Source: ESRI and infoUSA®

Multi-Zip (11 ZIPs)

ZIP Codes: 77442 (Garwood), 77435 (East bernard),
77419 (Blessing) et. al.

Site Map

By LCRA CED Programs
August 20, 2009





Multi-Zip (11 ZIPs)

Site Type: Geography

Summary Demographics

2009 Population	49,895
2009 Households	17,969
2009 Median Disposable Income	\$33,035
2009 Per Capita Income	\$17,917

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$356,811,539	\$300,871,356	\$55,940,183	8.5	435
Total Retail Trade (NAICS 44-45)	\$311,526,446	\$253,814,545	\$57,711,901	10.2	337
Total Food & Drink (NAICS 722)	\$45,285,093	\$47,056,811	\$-1,771,718	-1.9	98

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$77,201,116	\$37,849,435	\$39,351,681	34.2	41
Automobile Dealers (NAICS 4411)	\$64,779,153	\$30,467,992	\$34,311,161	36.0	12
Other Motor Vehicle Dealers (NAICS 4412)	\$7,292,995	\$3,480,540	\$3,812,455	35.4	8
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$5,128,968	\$3,900,903	\$1,228,065	13.6	21
Furniture & Home Furnishings Stores (NAICS 442)	\$11,128,814	\$6,163,307	\$4,965,507	28.7	16
Furniture Stores (NAICS 4421)	\$7,462,056	\$3,688,437	\$3,773,619	33.8	8
Home Furnishings Stores (NAICS 4422)	\$3,666,758	\$2,474,870	\$1,191,888	19.4	8
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$5,462,965	\$2,292,960	\$3,170,005	40.9	18
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$15,564,061	\$14,611,475	\$952,586	3.2	39
Building Material and Supplies Dealers (NAICS 4441)	\$10,566,547	\$6,063,751	\$4,502,796	27.1	27
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$4,997,514	\$8,547,724	\$-3,550,210	-26.2	12
Food & Beverage Stores (NAICS 445)	\$65,595,911	\$57,323,798	\$8,272,113	6.7	56
Grocery Stores (NAICS 4451)	\$58,620,906	\$44,003,680	\$14,617,226	14.2	33
Specialty Food Stores (NAICS 4452)	\$5,079,752	\$11,944,704	\$-6,864,952	-40.3	16
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,895,253	\$1,375,414	\$519,839	15.9	7
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$7,307,654	\$3,108,210	\$4,199,444	40.3	13
Gasoline Stations (NAICS 447/4471)	\$62,488,271	\$102,375,444	\$-39,887,173	-24.2	46
Clothing and Clothing Accessories Stores (NAICS 448)	\$8,707,099	\$2,912,072	\$5,795,027	49.9	20
Clothing Stores (NAICS 4481)	\$6,822,456	\$2,021,081	\$4,801,375	54.3	14
Shoe Stores (NAICS 4482)	\$748,264	\$371,633	\$376,631	33.6	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,136,379	\$519,358	\$617,021	37.3	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,361,515	\$1,105,748	\$1,255,767	36.2	14
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,568,205	\$861,919	\$706,286	29.1	12
Book, Periodical, and Music Stores (NAICS 4512)	\$793,310	\$243,829	\$549,481	53.0	2

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.

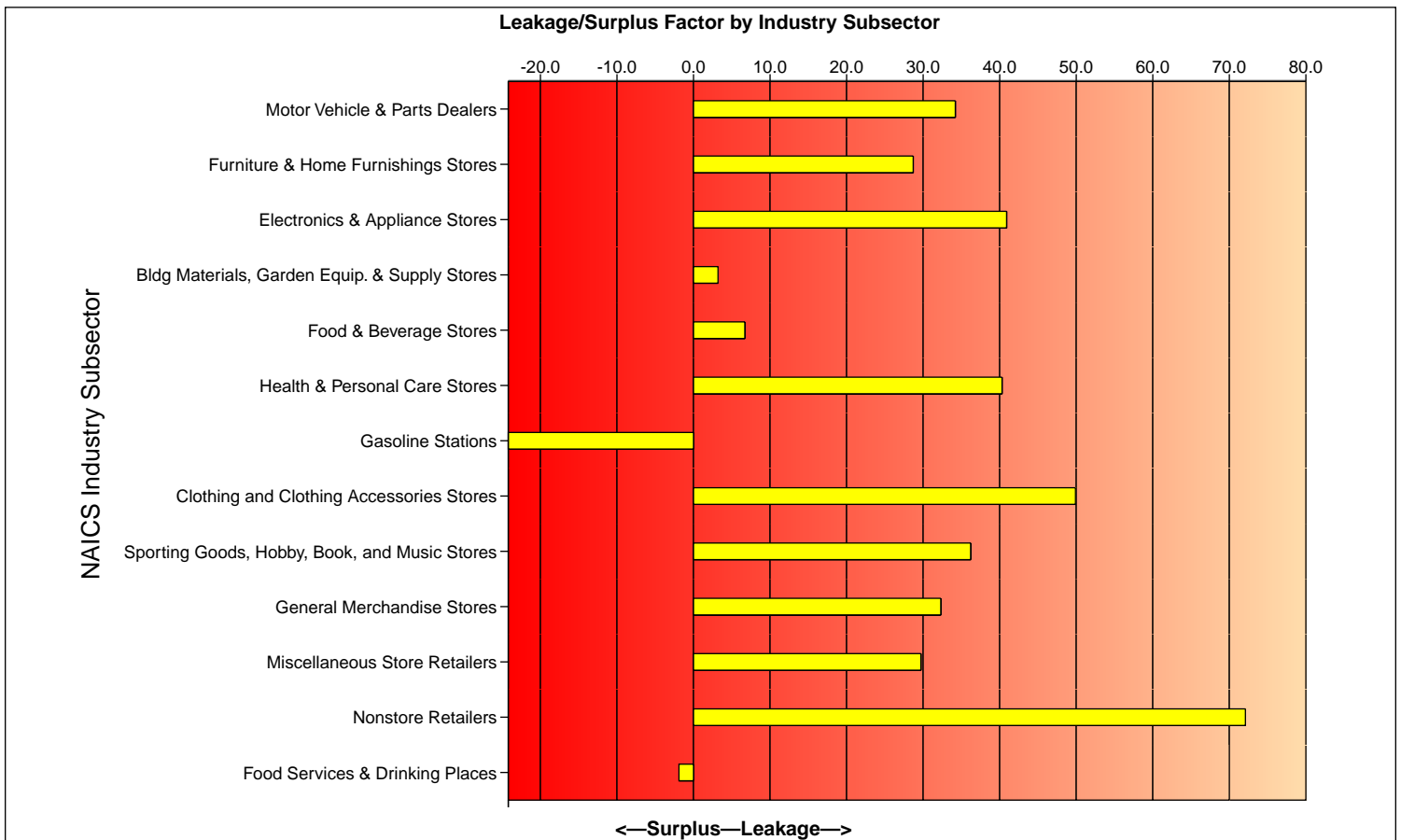
Source: ESRI and infoUSA®



Multi-Zip (11 ZIPs)

Site Type: Geography

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$43,649,659	\$22,317,305	\$21,332,354	32.3	15
Department Stores Excluding Leased Depts.(NAICS 4521)	\$20,507,435	\$10,542,705	\$9,964,730	32.1	5
Other General Merchandise Stores (NAICS 4529)	\$23,142,224	\$11,774,600	\$11,367,624	32.6	10
Miscellaneous Store Retailers (NAICS 453)	\$4,729,928	\$2,564,801	\$2,165,127	29.7	52
Florists (NAICS 4531)	\$567,324	\$691,758	\$-124,434	-9.9	12
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,859,400	\$656,861	\$1,202,539	47.8	11
Used Merchandise Stores (NAICS 4533)	\$1,127,215	\$515,659	\$611,556	37.2	16
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,175,989	\$700,523	\$475,466	25.3	13
Nonstore Retailers (NAICS 454)	\$7,329,453	\$1,189,990	\$6,139,463	72.1	7
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$4,538,039	\$0	\$4,538,039	100.0	0
Vending Machine Operators (NAICS 4542)	\$1,445,976	\$1,093,049	\$352,927	13.9	6
Direct Selling Establishments (NAICS 4543)	\$1,345,438	\$96,941	\$1,248,497	86.6	1
Food Services & Drinking Places (NAICS 722)	\$45,285,093	\$47,056,811	\$-1,771,718	-1.9	98
Full-Service Restaurants (NAICS 7221)	\$548,635	\$16,698,250	\$-16,149,615	-93.6	55
Limited-Service Eating Places (NAICS 7222)	\$36,332,323	\$25,500,070	\$10,832,253	17.5	32
Special Food Services (NAICS 7223)	\$4,277,718	\$3,157,256	\$1,120,462	15.1	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,126,417	\$1,701,235	\$2,425,182	41.6	7



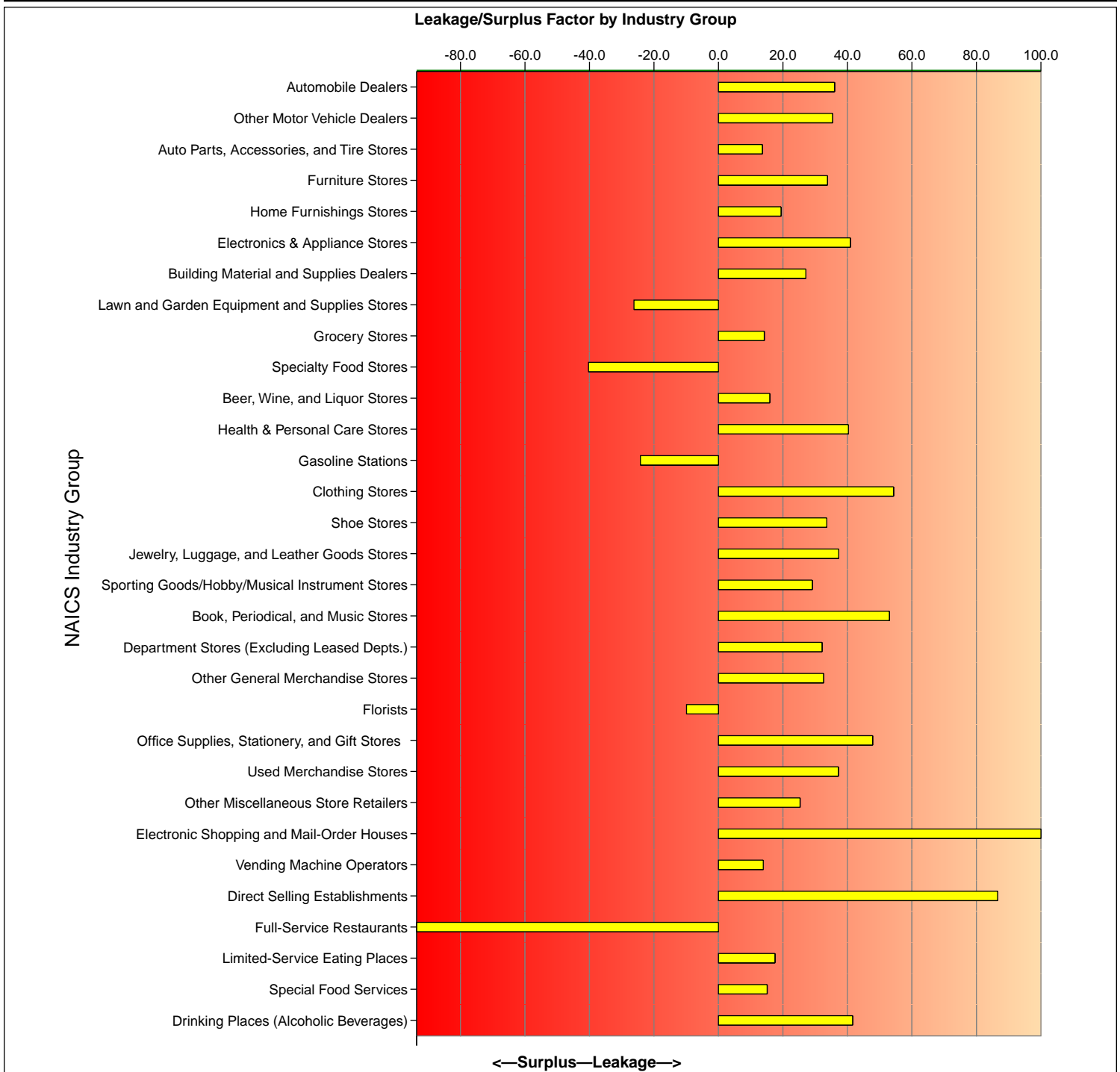
Source: ESRI and infoUSA®



Multi-Zip (11 ZIPs)

Site Type: Geography

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®