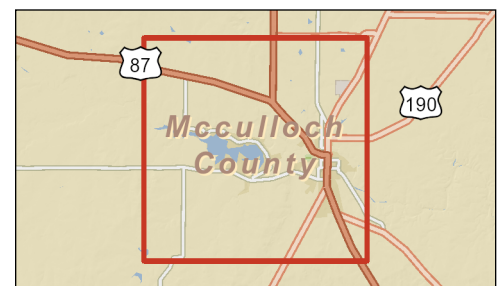
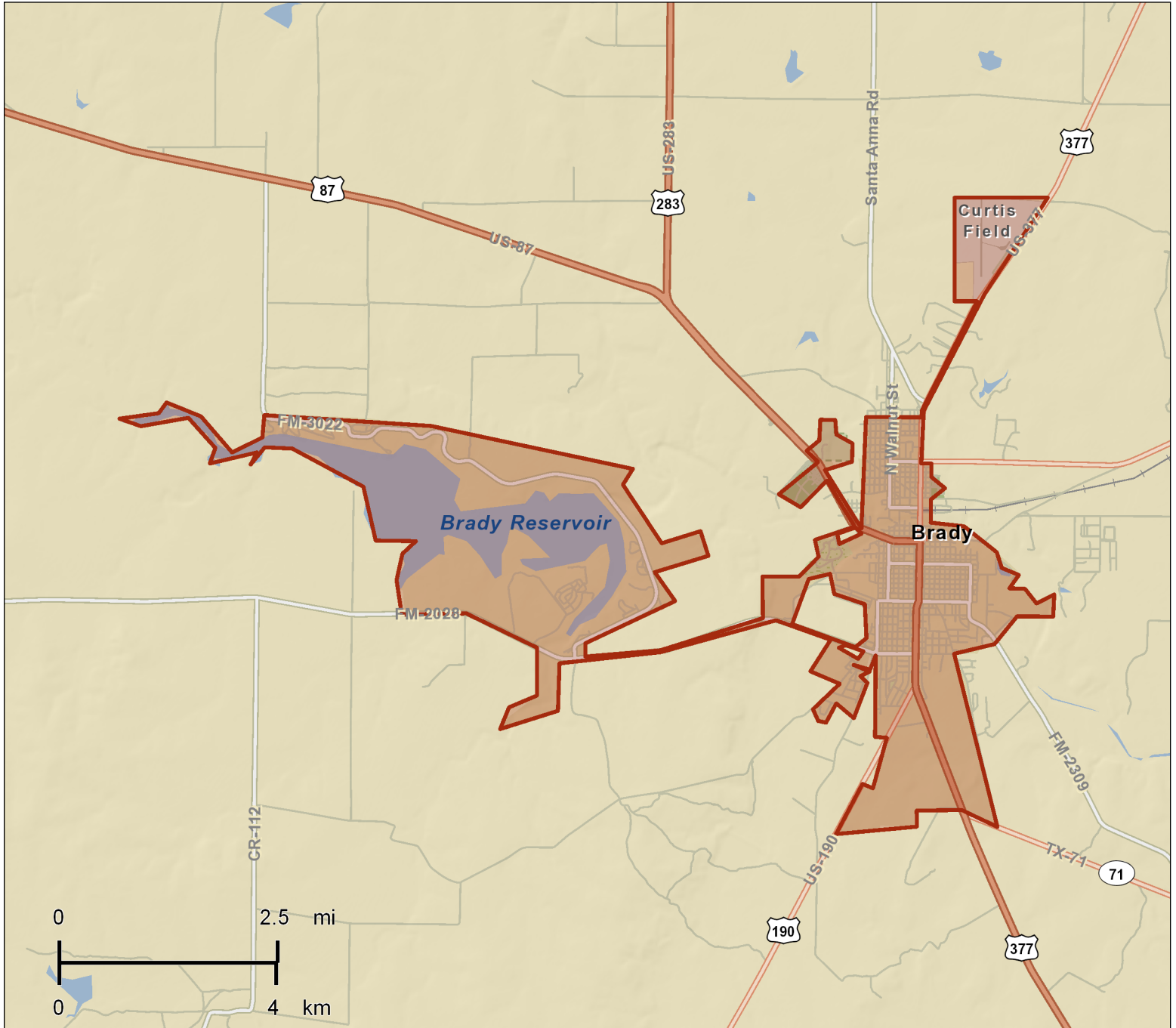


# Site Map

Brady City, TX  
 Place: Brady City-TX  
 Standard Geography

Created by: Mike Tolleson



# Executive Summary Report

Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

Created by: Mike Tolleson

Brady city, TX (4809916)

## Population

1990 Population	5,999
2000 Population	5,523
2010 Population	5,480
2015 Population	5,513
1990-2000 Annual Rate	-0.82%
2000-2010 Annual Rate	-0.08%
2010-2015 Annual Rate	0.12%
2010 Male Population	46.5%
2010 Female Population	53.5%
2010 Median Age	39.4

In the identified area, the current year population is 5,480. In 2000, the Census count in the area was 5,523. The rate of change since 2000 was -0.08 percent annually. The five-year projection for the population in the area is 5,513, representing a change of 0.12 percent annually from 2010 to 2015. Currently, the population is 46.5 percent male and 53.5 percent female.

## Population by Employment

Currently, 89.3 percent of the civilian labor force in the identified area is employed and 10.7 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the area will be 91.2 percent of the civilian labor force, and unemployment will be 8.8 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 54.4 percent of the population aged 16 years or older in the area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 48.3 percent in white collar jobs (compared to 61.6 percent of the U.S. employment)
- 23.8 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 27.9 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 87.4 percent of the area population drove alone to work, and 1.4 percent worked at home. The average travel time to work in 2000 was 19.1 minutes in the area, compared to the U.S. average of 25.5 minutes.

## Population by Education

In the current year, the educational attainment of the population aged 25 years or older in the area was distributed as follows:

- 31.9 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 35.3 percent were high school graduates only (29.6 percent in the U.S.)
- 2.2 percent had completed an Associate degree (7.7 percent in the U.S.)
- 8.9 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 3.3 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

## Per Capita Income

1990 Per Capita Income	\$8,145
2000 Per Capita Income	\$12,607
2010 Per Capita Income	\$14,568
2015 Per Capita Income	\$16,382
1990-2000 Annual Rate	4.47%
2000-2010 Annual Rate	1.42%
2010-2015 Annual Rate	2.37%

## Households

1990 Households	2,296
2000 Households	2,181
2010 Total Households	2,180
2015 Total Households	2,196
1990-2000 Annual Rate	-0.51%
2000-2010 Annual Rate	0.00%
2010-2015 Annual Rate	0.15%
2010 Average Household Size	2.47

The household count in this area has changed from 2,181 in 2000 to 2,180 in the current year, a change of 0.00 percent annually. The five-year projection of households is 2,196, a change of 0.15 percent annually from the current year total. Average household size is currently 2.47, compared to 2.48 in the year 2000. The number of families in the current year is 1,436 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Bureau and Census, 2000 Census of Population and Housing, Esri forecast for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

August 26, 2012

Made with Esri Business Analyst

# Executive Summary Report

Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

Created by: Mike Tolleson

Brady city, TX (4809916)

## Households by Income

Current median household income is \$28,109 in the area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$31,720 in five years. In 2000, median household income was \$22,975, compared to \$13,764 in 1990.

Current average household income is \$35,766 in this area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$40,129 in five years. In 2000, average household income was \$30,663, compared to \$20,696 in 1990.

Current per capita income is \$14,568 in the area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$16,382 in five years. In 2000, the per capita income was \$12,607, compared to \$8,145 in 1990.

## Median Household Income

1990 Median Household Income	\$13,764
2000 Median Household Income	\$22,975
2010 Median Household Income	\$28,109
2015 Median Household Income	\$31,720
1990-2000 Annual Rate	5.26%
2000-2010 Annual Rate	1.99%
2010-2015 Annual Rate	2.45%

## Average Household Income

1990 Average Household Income	\$20,696
2000 Average Household Income	\$30,663
2010 Average Household Income	\$35,766
2015 Average Household Income	\$40,129
1990-2000 Annual Rate	4.01%
2000-2010 Annual Rate	1.51%
2010-2015 Annual Rate	2.33%

## 2010 Housing

1990 Total Housing Units	2,734
2000 Total Housing Units	2,603
2010 Total Housing Units	2,726
2015 Total Housing Units	2,770
1990 Owner Occupied Housing Units	1,584
1990 Renter Occupied Housing Units	713
1990 Vacant Housing Units	443
2000 Owner Occupied Housing Units	1,462
2000 Renter Occupied Housing Units	719
2000 Vacant Housing Units	422
2010 Owner Occupied Housing Units	1,478
2010 Renter Occupied Housing Units	702
2010 Vacant Housing Units	546
2015 Owner Occupied Housing Units	1,492
2015 Renter Occupied Housing Units	704
2015 Vacant Housing Units	574

Currently, 54.2 percent of the 2,726 housing units in the area are owner occupied; 25.8 percent, renter occupied; and 20.0 are vacant. In 2000, there were 2,603 housing units - 56.2 percent owner occupied, 27.6. percent renter occupied, and 16.2 percent vacant. The rate of change in housing units since 2000 is 0.45 percent. Median home value in the area is \$42,579, compared to a median home value of \$157,913 for the U.S. In five years, median value is projected to change by 2.79 percent annually to \$48,849. From 2000 to the current year, median home value change by 3.17 percent annually.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Bureau and Census, 2000 Census of Population and Housing, Esri forecast for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

August 26, 2012

Made with Esri Business Analyst

# Demographic and Income Comparison Profile

Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

Created by: Mike Tolleson

Brady city, TX (4809916)	
<b>2000 Summary</b>	
Population	5,523
Households	2,181
Families	1,448
Average Household Size	2.48
Owner Occupied Housing Units	1,462
Renter Occupied Housing Units	719
Median Age	37.3
Median Household Income	\$22,975
Average Household Income	\$30,663
<b>2010 Summary</b>	
Population	5,480
Households	2,180
Families	1,436
Average Household Size	2.47
Owner Occupied Housing Units	1,478
Renter Occupied Housing Units	702
Median Age	39.4
Median Household Income	\$28,109
Average Household Income	\$35,766
<b>2015 Summary</b>	
Population	5,513
Households	2,196
Families	1,434
Average Household Size	2.46
Owner Occupied Housing Units	1,492
Renter Occupied Housing Units	704
Median Age	39.3
Median Household Income	\$31,720
Average Household Income	\$40,129
<b>Trends: 2010-2015 Annual Rate</b>	
Population	0.12%
Households	0.15%
Families	-0.03%
Owner Households	0.19%
Median Household Income	2.45%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

August 26, 2012

# Demographic and Income Comparison Profile

Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

Created by: Mike Tolleson

Brady city, TX (4809916)		
2000 Households by Income	Number	Percent
<\$15,000	787	35.8%
\$15,000 - \$24,999	380	17.3%
\$25,000 - \$34,999	382	17.4%
\$35,000 - \$49,999	342	15.6%
\$50,000 - \$74,999	220	10.0%
\$75,000 - \$99,999	46	2.1%
\$100,000 - \$149,999	22	1.0%
\$150,000 - \$199,000	0	0.0%
\$200,000+	18	0.8%
Median Household Income	\$22,975	
Average Household Income	\$30,663	
Per Capita Income	\$12,607	
2010 Households by Income		
<\$15,000	584	26.8%
\$15,000 - \$24,999	398	18.3%
\$25,000 - \$34,999	305	14.0%
\$35,000 - \$49,999	369	16.9%
\$50,000 - \$74,999	371	17.0%
\$75,000 - \$99,999	80	3.7%
\$100,000 - \$149,999	53	2.4%
\$150,000 - \$199,000	3	0.1%
\$200,000+	16	0.7%
Median Household Income	\$28,109	
Average Household Income	\$35,766	
Per Capita Income	\$14,568	
2015 Households by Income		
<\$15,000	519	23.6%
\$15,000 - \$24,999	363	16.5%
\$25,000 - \$34,999	308	14.0%
\$35,000 - \$49,999	221	10.1%
\$50,000 - \$74,999	610	27.8%
\$75,000 - \$99,999	86	3.9%
\$100,000 - \$149,999	66	3.0%
\$150,000 - \$199,000	4	0.2%
\$200,000+	20	0.9%
Median Household Income	\$31,720	
Average Household Income	\$40,129	
Per Capita Income	\$16,382	

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

August 26, 2012

# Demographic and Income Comparison Profile

Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

Created by: Mike Tolleson

Brady city, TX (4809916)		
<b>2000 Population by Age</b>		
Age 0 - 4	441	8.0%
Age 5 - 9	377	6.8%
Age 10 - 14	487	8.8%
Age 15 - 19	410	7.4%
Age 20 - 24	274	5.0%
Age 25 - 34	613	11.1%
Age 35 - 44	684	12.4%
Age 45 - 54	663	12.0%
Age 55 - 64	507	9.2%
Age 65 - 74	486	8.8%
Age 75 - 84	391	7.1%
Age 85+	190	3.4%
<b>2010 Population by Age</b>		
	<b>Number</b>	<b>Percent</b>
Age 0 - 4	433	7.9%
Age 5 - 9	410	7.5%
Age 10 - 14	412	7.5%
Age 15 - 19	342	6.2%
Age 20 - 24	320	5.8%
Age 25 - 34	568	10.4%
Age 35 - 44	579	10.6%
Age 45 - 54	707	12.9%
Age 55 - 64	695	12.7%
Age 65 - 74	455	8.3%
Age 75 - 84	359	6.6%
Age 85+	200	3.7%
<b>2015 Population by Age</b>		
Age 0 - 4	428	7.8%
Age 5 - 9	409	7.4%
Age 10 - 14	432	7.8%
Age 15 - 19	366	6.6%
Age 20 - 24	289	5.2%
Age 25 - 34	614	11.1%
Age 35 - 44	518	9.4%
Age 45 - 54	628	11.4%
Age 55 - 64	721	13.1%
Age 65 - 74	560	10.2%
Age 75 - 84	356	6.5%
Age 85+	191	3.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

August 26, 2012

## Demographic and Income Comparison Profile

Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

Created by: Mike Tolleson

Brady city, TX (4809916)		
2000 Race and Ethnicity	Number	Percent
White Alone	4,496	81.4%
Black Alone	120	2.2%
American Indian Alone	11	0.2%
Asian Alone	7	0.1%
Pacific Islander Alone	0	0.0%
Some Other Race Alone	784	14.2%
Two or More Races	105	1.9%
Hispanic Origin (Any Race)	1,805	32.7%
2010 Race and Ethnicity		
White Alone	4,445	81.1%
Black Alone	113	2.1%
American Indian Alone	14	0.3%
Asian Alone	11	0.2%
Pacific Islander Alone	0	0.0%
Some Other Race Alone	784	14.3%
Two or More Races	114	2.1%
Hispanic Origin (Any Race)	1,773	32.3%
2015 Race and Ethnicity		
White Alone	4,475	81.2%
Black Alone	113	2.1%
American Indian Alone	14	0.3%
Asian Alone	11	0.2%
Pacific Islander Alone	0	0.0%
Some Other Race Alone	786	14.3%
Two or More Races	114	2.1%
Hispanic Origin (Any Race)	1,778	32.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

August 26, 2012

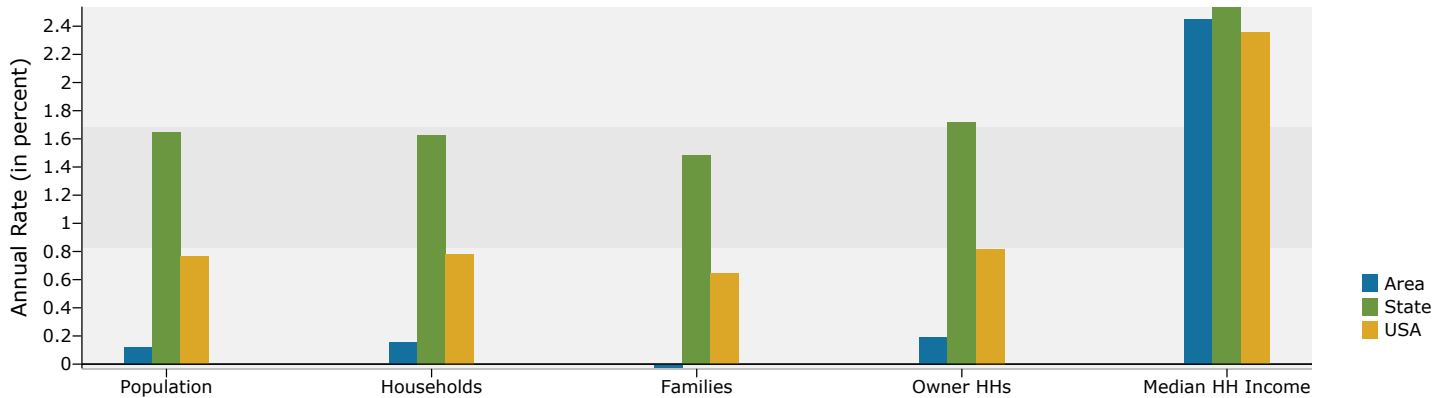
# Demographic and Income Comparison Profile

Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

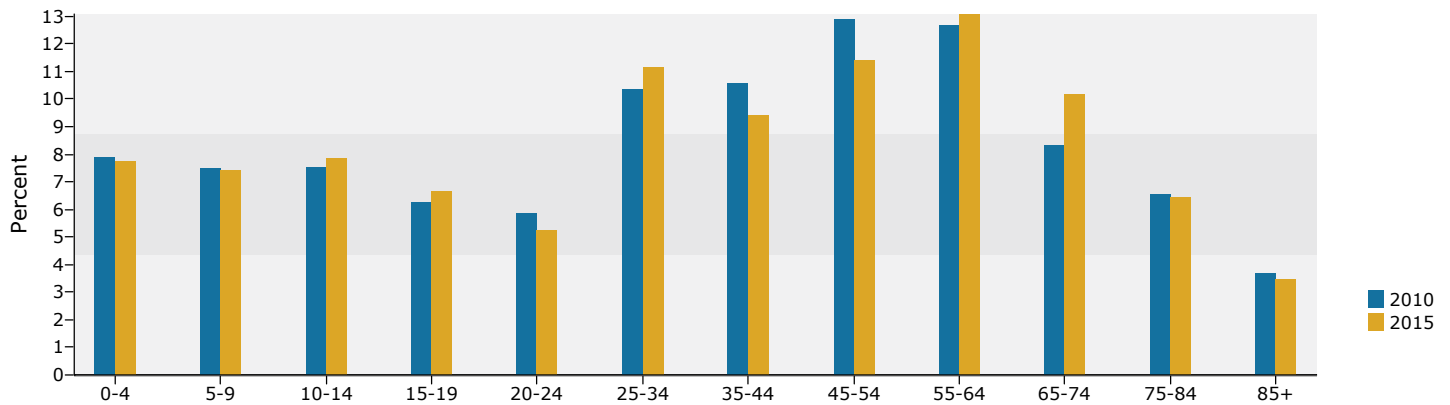
Created by: Mike Tolleson

## Brady city, TX (4809916)

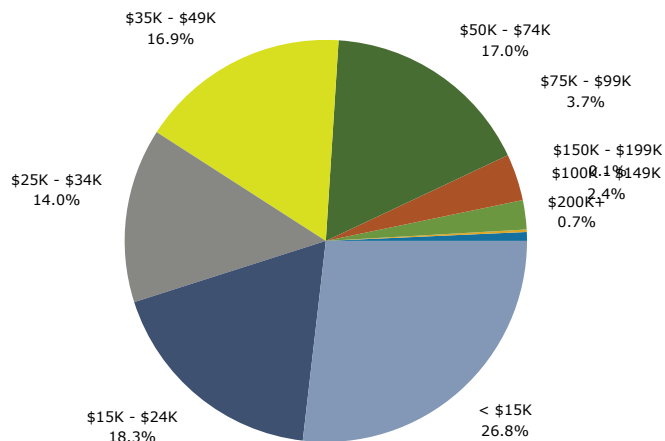
Trends 2010-2015



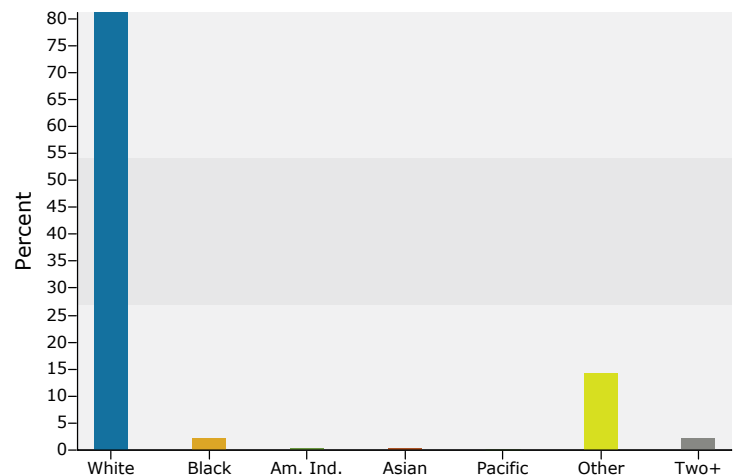
Population by Age



2010 Household Income



2010 Population by Race



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

August 26, 2012



# Business Summary

Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

Created by: Mike Tolleson

Data for all businesses in area			Brady city, TX (4809916)	
Total Businesses:			388	
Total Employees:			2,818	
Total Residential Population:			5,506	
Employee/Residential Population Ratio:			0.51	
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	13	3.4%	109	3.9%
Construction	16	4.1%	48	1.7%
Manufacturing	12	3.1%	96	3.4%
Transportation	11	2.8%	188	6.7%
Communication	3	0.8%	21	0.7%
Utility	4	1.0%	40	1.4%
Wholesale Trade	17	4.4%	174	6.2%
Retail Trade Summary	85	21.9%	666	23.6%
Home Improvement	5	1.3%	36	1.3%
General Merchandise Stores	3	0.8%	113	4.0%
Food Stores	11	2.8%	35	1.2%
Auto Dealers, Gas Stations, Auto Aftermarket	15	3.9%	108	3.8%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	9	2.3%	123	4.4%
Eating & Drinking Places	22	5.7%	191	6.8%
Miscellaneous Retail	20	5.2%	60	2.1%
Finance, Insurance, Real Estate Summary	38	9.8%	176	6.2%
Banks, Savings & Lending Institutions	12	3.1%	86	3.1%
Securities Brokers	2	0.5%	3	0.1%
Insurance Carriers & Agents	8	2.1%	19	0.7%
Real Estate, Holding, Other Investment Offices	16	4.1%	68	2.4%
Services Summary	132	34.0%	964	34.2%
Hotels & Lodging	6	1.5%	44	1.6%
Automotive Services	11	2.8%	27	1.0%
Motion Pictures & Amusements	5	1.3%	10	0.4%
Health Services	17	4.4%	296	10.5%
Legal Services	2	0.5%	7	0.2%
Education Institutions & Libraries	10	2.6%	295	10.5%
Other Services	81	20.9%	285	10.1%
Government	50	12.9%	315	11.2%
Other	7	1.8%	21	0.7%
Totals	388	100%	2,818	100%

**Source:** Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. Esri forecasts for 2011.

August 26, 2012

# Business Summary

Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

Created by: Mike Tolleson

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	9	2.3%	30	1.1%
Mining	1	0.3%	80	2.8%
Utilities	4	1.0%	40	1.4%
Construction	18	4.6%	61	2.2%
Manufacturing	10	2.6%	84	3.0%
Wholesale Trade	17	4.4%	174	6.2%
Retail Trade	61	15.7%	472	16.7%
Motor Vehicle & Parts Dealers	8	2.1%	48	1.7%
Furniture & Home Furnishings Stores	5	1.3%	83	2.9%
Electronics & Appliance Stores	6	1.5%	49	1.7%
Bldg Material & Garden Equipment & Supplies Dealers	5	1.3%	36	1.3%
Food & Beverage Stores	12	3.1%	37	1.3%
Health & Personal Care Stores	2	0.5%	15	0.5%
Gasoline Stations	7	1.8%	60	2.1%
Clothing & Clothing Accessories Stores	2	0.5%	5	0.2%
Sport Goods, Hobby, Book, & Music Stores	3	0.8%	7	0.2%
General Merchandise Stores	3	0.8%	113	4.0%
Miscellaneous Store Retailers	8	2.1%	19	0.7%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	11	2.8%	173	6.1%
Information	6	1.5%	36	1.3%
Finance & Insurance	22	5.7%	108	3.8%
Central Bank/Credit Intermediation & Related Activities	12	3.1%	86	3.1%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	2	0.5%	3	0.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	8	2.1%	19	0.7%
Real Estate, Rental & Leasing	19	4.9%	52	1.8%
Professional, Scientific & Tech Services	13	3.4%	37	1.3%
Legal Services	3	0.8%	9	0.3%
Management of Companies & Enterprises	1	0.3%	10	0.4%
Administrative & Support & Waste Management & Remediation Services	7	1.8%	28	1.0%
Educational Services	9	2.3%	292	10.4%
Health Care & Social Assistance	29	7.5%	363	12.9%
Arts, Entertainment & Recreation	4	1.0%	11	0.4%
Accommodation & Food Services	30	7.7%	238	8.4%
Accommodation	6	1.5%	44	1.6%
Food Services & Drinking Places	24	6.2%	194	6.9%
Other Services (except Public Administration)	57	14.7%	176	6.2%
Automotive Repair & Maintenance	8	2.1%	23	0.8%
Public Administration	53	13.7%	332	11.8%
Unclassified Establishments	7	1.8%	21	0.7%
<b>Total</b>	<b>388</b>	<b>100%</b>	<b>2,818</b>	<b>100%</b>

**Source:** Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. Esri forecasts for 2011.

August 26, 2012

# Demographic and Income Profile

Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

Created by: Mike Tolleson

Summary	2010	2011	2016				
Population	5,528	5,506	5,483				
Households	2,174	2,165	2,155				
Families	1,426	1,428	1,412				
Average Household Size	2.49	2.50	2.50				
Owner Occupied Housing Units	1,444	1,441	1,447				
Renter Occupied Housing Units	730	723	709				
Median Age	39.3	40.7	41.8				
Trends: 2011 - 2016 Annual Rate	Area	State	National				
Population	-0.08%	1.51%	0.67%				
Households	-0.09%	1.52%	0.71%				
Families	-0.23%	1.44%	0.57%				
Owner HHs	0.08%	1.82%	0.91%				
Median Household Income	1.59%	3.18%	2.75%				
Households by Income	2011		2016				
	Number	Percent	Number	Percent			
	<\$15,000	571	26.4%	551	25.6%		
	\$15,000 - \$24,999	406	18.8%	376	17.4%		
	\$25,000 - \$34,999	294	13.6%	255	11.8%		
	\$35,000 - \$49,999	324	15.0%	302	14.0%		
	\$50,000 - \$74,999	298	13.8%	365	16.9%		
	\$75,000 - \$99,999	159	7.3%	181	8.4%		
	\$100,000 - \$149,999	67	3.1%	76	3.5%		
	\$150,000 - \$199,999	11	0.5%	11	0.5%		
	\$200,000+	35	1.6%	38	1.8%		
Median Household Income	\$27,909		\$30,201				
Average Household Income	\$39,712		\$43,270				
Per Capita Income	\$16,146		\$17,567				
Population by Age	2010		2011		2016		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	426	7.7%	399	7.2%	395	7.2%
	5 - 9	401	7.3%	384	7.0%	374	6.8%
	10 - 14	410	7.4%	403	7.3%	397	7.2%
	15 - 19	343	6.2%	340	6.2%	313	5.7%
	20 - 24	295	5.3%	281	5.1%	264	4.8%
	25 - 34	622	11.3%	595	10.8%	596	10.9%
	35 - 44	633	11.5%	620	11.3%	583	10.6%
	45 - 54	710	12.8%	723	13.1%	648	11.8%
	55 - 64	679	12.3%	718	13.0%	754	13.8%
	65 - 74	484	8.8%	520	9.4%	621	11.3%
	75 - 84	371	6.7%	367	6.7%	372	6.8%
	85+	154	2.8%	157	2.9%	166	3.0%
	Race and Ethnicity	2010		2011		2016	
		Number	Percent	Number	Percent	Number	Percent
White Alone		4,482	81.1%	4,488	81.5%	4,465	81.4%
Black Alone		146	2.6%	141	2.6%	141	2.6%
American Indian Alone		37	0.7%	41	0.7%	41	0.7%
Asian Alone		24	0.4%	22	0.4%	22	0.4%
Pacific Islander Alone		0	0.0%	1	0.0%	1	0.0%
Some Other Race Alone		716	13.0%	692	12.6%	692	12.6%
Two or More Races		123	2.2%	121	2.2%	121	2.2%
Hispanic Origin (Any Race)		2,028	36.7%	1,945	35.3%	1,941	35.4%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

August 26, 2012

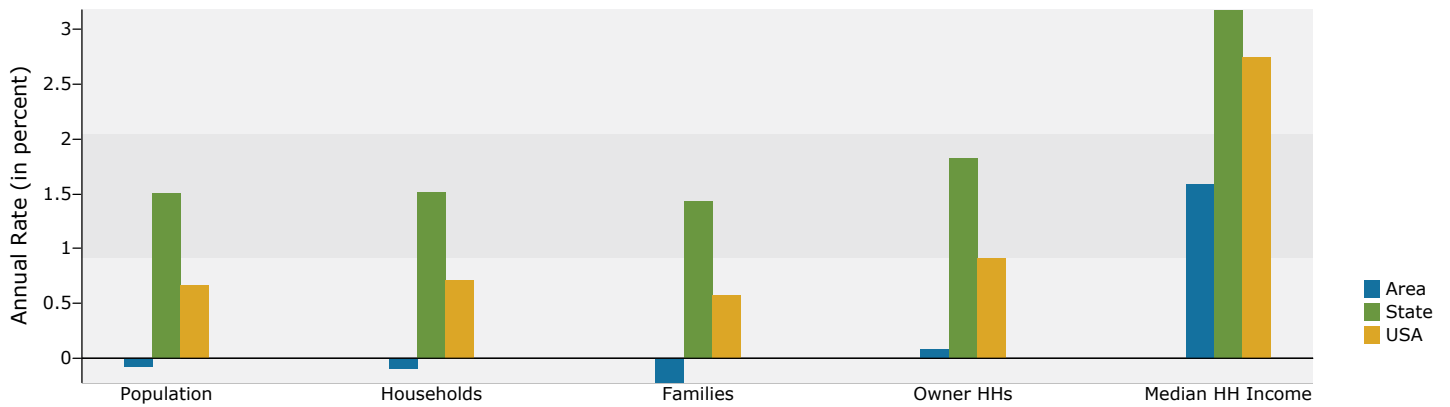
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# Demographic and Income Profile

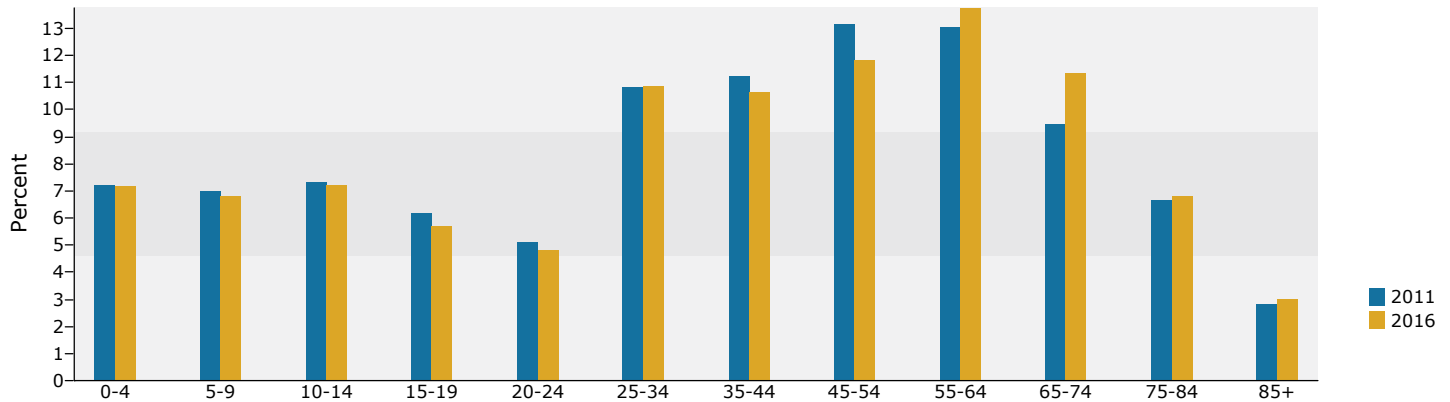
Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

Created by: Mike Tolleson

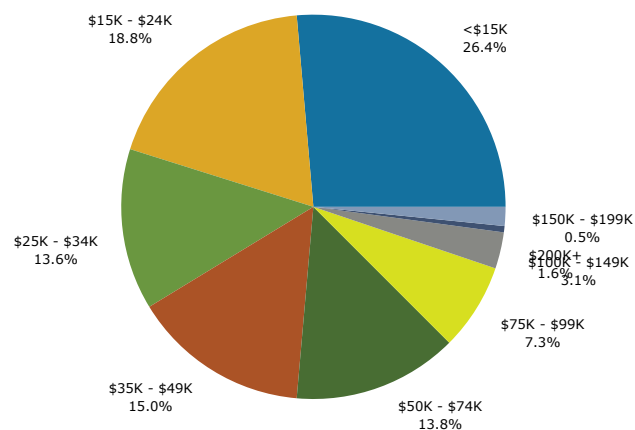
## Trends 2011-2016



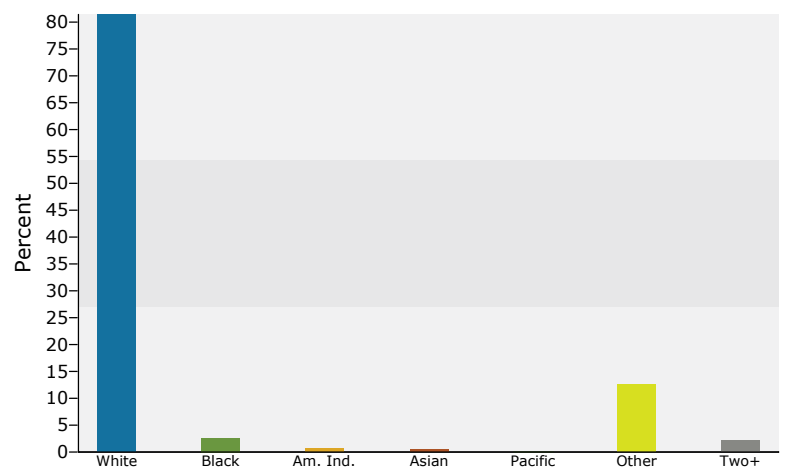
## Population by Age



## 2011 Household Income



## 2011 Population by Race



2011 Percent Hispanic Origin: 35.3%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

August 26, 2012

Made with Esri Business Analyst

# Retail MarketPlace Profile

Brady City, TX  
Brady city, TX (4809916)  
Geography: Place

Created by: Mike Tolleson

## Summary Demographics

2010 Population	5,480
2010 Households	2,180
2010 Median Disposable Income	\$24,676
2010 Per Capita Income	\$14,568

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	\$31,478,856	\$77,922,718	-\$46,443,862	-42.5	80
Total Retail Trade	44-45	\$27,497,130	\$69,233,953	-\$41,736,823	-43.1	59
Total Food & Drink	722	\$3,981,726	\$8,688,765	-\$4,707,039	-37.1	21

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,410,013	\$8,438,459	-\$2,028,446	-13.7	8
Automobile Dealers	4411	\$5,802,366	\$7,657,970	-\$1,855,604	-13.8	3
Other Motor Vehicle Dealers	4412	\$155,054	\$0	\$155,054	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$452,593	\$780,489	-\$327,896	-26.6	5
Furniture & Home Furnishings Stores	442	\$987,108	\$9,034,073	-\$8,046,965	-80.3	4
Furniture Stores	4421	\$914,090	\$8,912,513	-\$7,998,423	-81.4	3
Home Furnishings Stores	4422	\$73,018	\$121,560	-\$48,542	-24.9	1
Electronics & Appliance Stores	4431	\$813,310	\$2,746,339	-\$1,933,029	-54.3	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$927,560	\$720,897	\$206,663	12.5	3
Bldg Material & Supplies Dealers	4441	\$881,589	\$720,897	\$160,692	10.0	3
Lawn & Garden Equip & Supply Stores	4442	\$45,971	\$0	\$45,971	100.0	0
Food & Beverage Stores	445	\$4,961,586	\$7,579,174	-\$2,617,588	-20.9	11
Grocery Stores	4451	\$4,492,822	\$6,746,313	-\$2,253,491	-20.1	5
Specialty Food Stores	4452	\$277,857	\$344,311	-\$66,454	-10.7	3
Beer, Wine & Liquor Stores	4453	\$190,907	\$488,550	-\$297,643	-43.8	3
Health & Personal Care Stores	446,4461	\$505,854	\$400,841	\$105,013	11.6	1
Gasoline Stations	447,4471	\$6,652,379	\$23,262,252	-\$16,609,873	-55.5	8
Clothing & Clothing Accessories Stores	448	\$155,232	\$287,970	-\$132,738	-29.9	2
Clothing Stores	4481	\$13,626	\$0	\$13,626	100.0	0
Shoe Stores	4482	\$4,138	\$0	\$4,138	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$137,468	\$287,970	-\$150,502	-35.4	2
Sporting Goods, Hobby, Book & Music Stores	451	\$385,809	\$786,862	-\$401,053	-34.2	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$384,000	\$786,862	-\$402,862	-34.4	4
Book, Periodical & Music Stores	4512	\$1,809	\$0	\$1,809	100.0	0
General Merchandise Stores	452	\$4,904,425	\$15,251,510	-\$10,347,085	-51.3	3
Department Stores Excluding Leased Depts.	4521	\$3,698,756	\$11,752,245	-\$8,053,489	-52.1	2
Other General Merchandise Stores	4529	\$1,205,669	\$3,499,265	-\$2,293,596	-48.7	1
Miscellaneous Store Retailers	453	\$383,138	\$393,783	-\$10,645	-1.4	8
Florists	4531	\$97,556	\$145,664	-\$48,108	-19.8	3
Office Supplies, Stationery & Gift Stores	4532	\$72,650	\$27,311	\$45,339	45.4	1
Used Merchandise Stores	4533	\$11,404	\$18,703	-\$7,299	-24.2	1
Other Miscellaneous Store Retailers	4539	\$201,528	\$202,105	-\$577	-0.1	3
Nonstore Retailers	454	\$410,716	\$331,793	\$78,923	10.6	1
Electronic Shopping & Mail-Order Houses	4541	\$454	\$0	\$454	100.0	0
Vending Machine Operators	4542	\$89,407	\$0	\$89,407	100.0	0
Direct Selling Establishments	4543	\$320,855	\$331,793	-\$10,938	-1.7	1
Food Services & Drinking Places	722	\$3,981,726	\$8,688,765	-\$4,707,039	-37.1	21
Full-Service Restaurants	7221	\$1,616,010	\$3,111,341	-\$1,495,331	-31.6	14
Limited-Service Eating Places	7222	\$2,364,465	\$5,577,424	-\$3,212,959	-40.5	7
Special Food Services	7223	\$1,027	\$0	\$1,027	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$224	\$0	\$224	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. 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 Infogroup

August 26, 2012

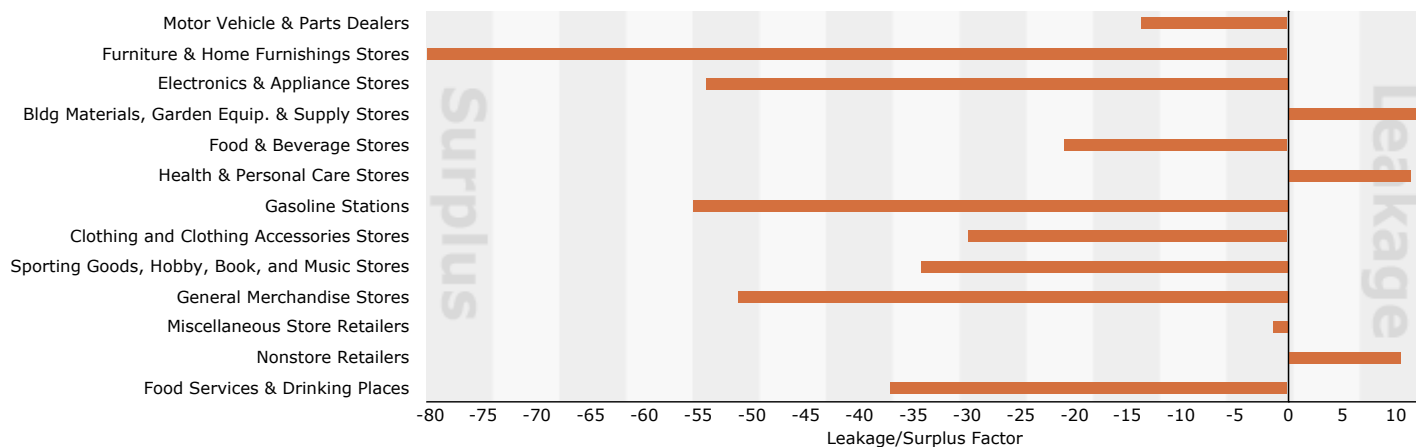
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# Retail MarketPlace Profile

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

