



# Demographic and Income Profile

FM 528 at Bay Area Blvd.  
Ring: 1 mile radius

Latitude: 29.52231  
Longitude: -95.16172

Summary	2000	2010	2015
Population	8,071	11,394	13,206
Households	3,260	4,544	5,256
Families	2,114	2,857	3,257
Average Household Size	2.48	2.51	2.51
Owner Occupied Housing Units	1,592	2,097	2,468
Renter Occupied Housing Units	1,668	2,447	2,788
Median Age	31.2	32.7	32.5
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	3.00%	1.65%	0.76%
Households	2.95%	1.63%	0.78%
Families	2.66%	1.48%	0.64%
Owner HHS	3.31%	1.72%	0.82%
Median Household Income	2.30%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	272	8.4%	205	4.5%	163	3.1%
\$15,000 - \$24,999	309	9.5%	198	4.4%	165	3.1%
\$25,000 - \$34,999	332	10.2%	251	5.5%	190	3.6%
\$35,000 - \$49,999	762	23.4%	420	9.2%	283	5.4%
\$50,000 - \$74,999	800	24.6%	1,573	34.6%	1,897	36.1%
\$75,000 - \$99,999	502	15.4%	1,096	24.1%	1,385	26.4%
\$100,000 - \$149,999	249	7.7%	630	13.9%	941	17.9%
\$150,000 - \$199,999	25	0.8%	139	3.1%	188	3.6%
\$200,000+	1	0.0%	34	0.7%	44	0.8%

Median Household Income	\$48,776	\$65,201	\$73,062
Average Household Income	\$54,128	\$72,726	\$78,519
Per Capita Income	\$21,350	\$29,678	\$32,002

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	620	7.7%	903	7.9%	1,050	7.9%
5 - 9	635	7.9%	815	7.1%	972	7.4%
10 - 14	553	6.9%	739	6.5%	885	6.7%
15 - 19	504	6.2%	749	6.6%	787	6.0%
20 - 24	630	7.8%	903	7.9%	1,057	8.0%
25 - 34	1,687	20.9%	2,023	17.8%	2,455	18.6%
35 - 44	1,510	18.7%	1,835	16.1%	2,002	15.2%
45 - 54	1,036	12.8%	1,600	14.0%	1,694	12.8%
55 - 64	508	6.3%	1,065	9.3%	1,277	9.7%
65 - 74	245	3.0%	487	4.3%	697	5.3%
75 - 84	127	1.6%	209	1.8%	253	1.9%
85+	17	0.2%	67	0.6%	81	0.6%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,276	77.8%	7,862	69.0%	8,635	65.4%
Black Alone	642	8.0%	1,118	9.8%	1,354	10.3%
American Indian Alone	49	0.6%	98	0.9%	125	0.9%
Asian Alone	455	5.6%	794	7.0%	993	7.5%
Pacific Islander Alone	8	0.1%	18	0.2%	21	0.2%
Some Other Race Alone	452	5.6%	1,132	9.9%	1,593	12.1%
Two or More Races	190	2.4%	371	3.3%	485	3.7%
Hispanic Origin (Any Race)	1,242	15.4%	2,940	25.8%	4,084	30.9%

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.

July 28, 2010

Made with ESRI Business Analyst

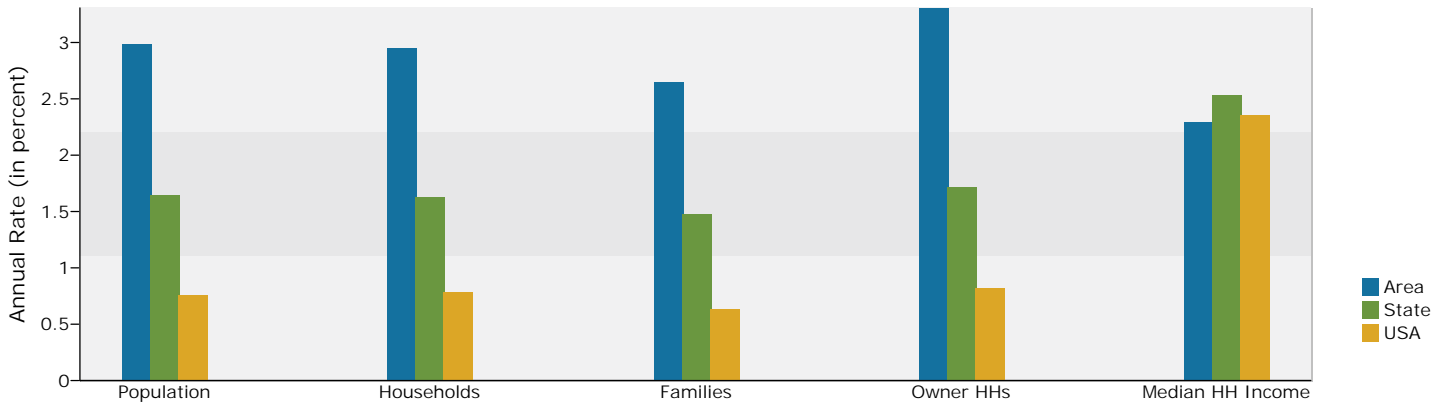


# Demographic and Income Profile

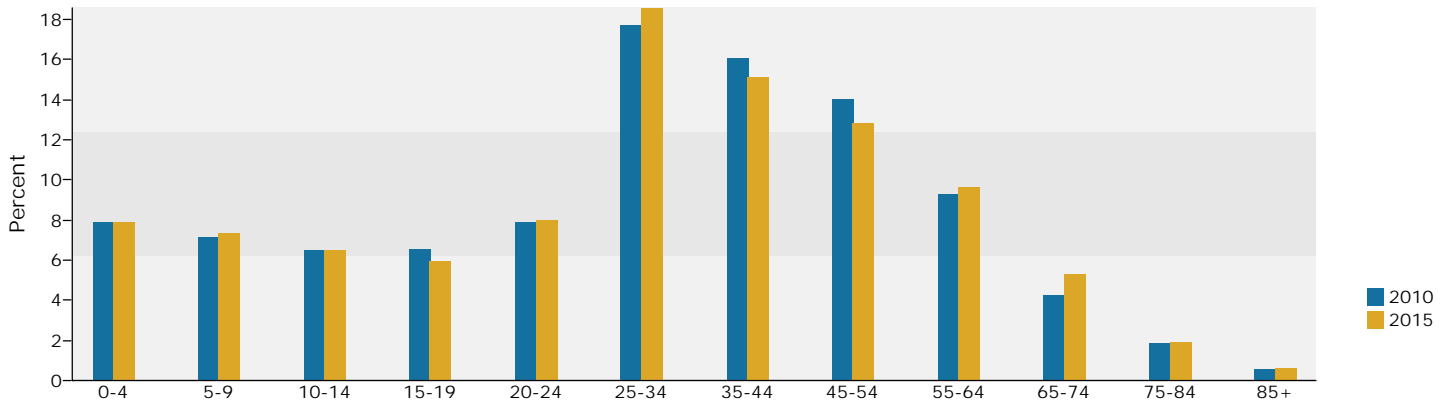
FM 528 at Bay Area Blvd.  
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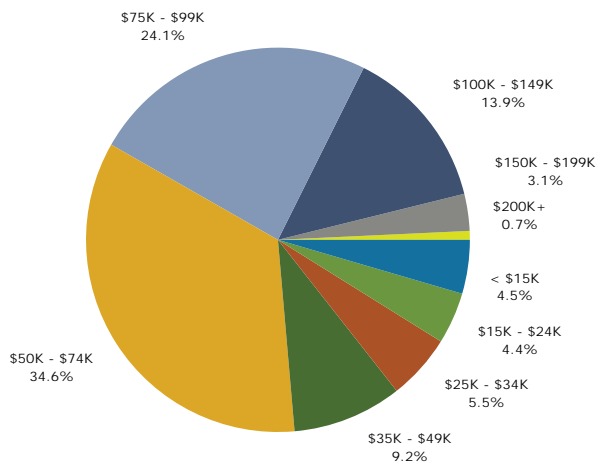
## Trends 2010-2015



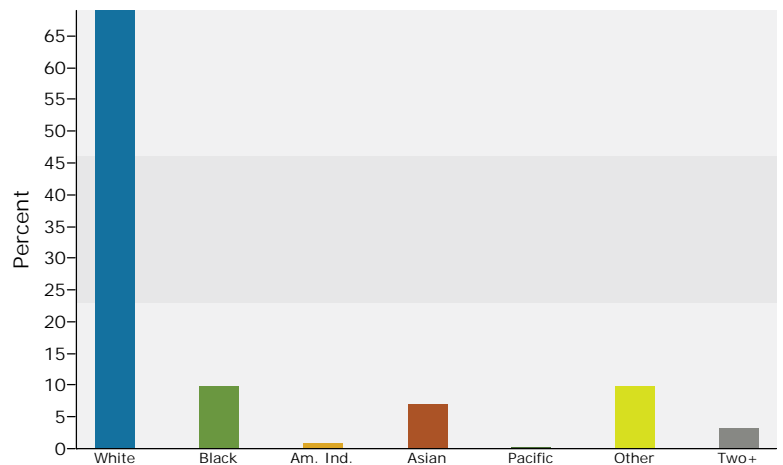
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 25.8%

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

July 28, 2010

Made with ESRI Business Analyst



# Demographic and Income Profile

FM 528 at Bay Area Blvd.  
Ring: 3 miles radius

Latitude: 29.52231  
Longitude: -95.16172

Summary	2000	2010	2015			
Population	50,536	67,473	74,345			
Households	18,641	24,759	27,229			
Families	13,253	17,181	18,651			
Average Household Size	2.68	2.70	2.71			
Owner Occupied Housing Units	11,854	15,538	17,156			
Renter Occupied Housing Units	6,787	9,221	10,072			
Median Age	32.5	33.7	33.5			
Trends: 2010 - 2015 Annual Rate	Area	State	National			
Population	1.96%	1.65%	0.76%			
Households	1.92%	1.63%	0.78%			
Families	1.66%	1.48%	0.64%			
Owner HHS	2.00%	1.72%	0.82%			
Median Household Income	1.92%	2.54%	2.36%			
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,351	7.3%	1,192	4.8%	963	3.5%
\$15,000 - \$24,999	1,414	7.6%	1,137	4.6%	951	3.5%
\$25,000 - \$34,999	1,792	9.6%	1,419	5.7%	1,070	3.9%
\$35,000 - \$49,999	3,095	16.7%	2,629	10.6%	1,714	6.3%
\$50,000 - \$74,999	4,775	25.7%	6,770	27.3%	7,824	28.7%
\$75,000 - \$99,999	3,064	16.5%	5,420	21.9%	6,519	23.9%
\$100,000 - \$149,999	2,225	12.0%	4,336	17.5%	5,896	21.7%
\$150,000 - \$199,999	489	2.6%	1,163	4.7%	1,463	5.4%
\$200,000+	377	2.0%	692	2.8%	828	3.0%
Median Household Income	\$58,144		\$70,844		\$77,897	
Average Household Income	\$66,886		\$81,498		\$88,018	
Per Capita Income	\$24,979		\$30,097		\$32,432	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,997	7.9%	5,351	7.9%	5,838	7.9%
5 - 9	3,984	7.9%	5,039	7.5%	5,598	7.5%
10 - 14	4,106	8.1%	4,866	7.2%	5,495	7.4%
15 - 19	3,466	6.9%	4,494	6.7%	4,737	6.4%
20 - 24	3,081	6.1%	4,657	6.9%	4,850	6.5%
25 - 34	8,845	17.5%	10,554	15.6%	12,571	16.9%
35 - 44	9,735	19.3%	10,333	15.3%	10,578	14.2%
45 - 54	6,925	13.7%	10,433	15.5%	10,061	13.5%
55 - 64	3,346	6.6%	6,773	10.0%	8,104	10.9%
65 - 74	1,664	3.3%	2,972	4.4%	4,188	5.6%
75 - 84	940	1.9%	1,372	2.0%	1,642	2.2%
85+	448	0.9%	633	0.9%	681	0.9%
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	40,585	80.3%	49,716	73.7%	52,986	71.3%
Black Alone	3,374	6.7%	5,356	7.9%	6,152	8.3%
American Indian Alone	240	0.5%	444	0.7%	526	0.7%
Asian Alone	2,502	5.0%	4,090	6.1%	4,755	6.4%
Pacific Islander Alone	29	0.1%	72	0.1%	79	0.1%
Some Other Race Alone	2,619	5.2%	5,636	8.4%	7,240	9.7%
Two or More Races	1,188	2.4%	2,160	3.2%	2,607	3.5%
Hispanic Origin (Any Race)	6,833	13.5%	14,462	21.4%	18,476	24.9%

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.

July 28, 2010

Made with ESRI Business Analyst

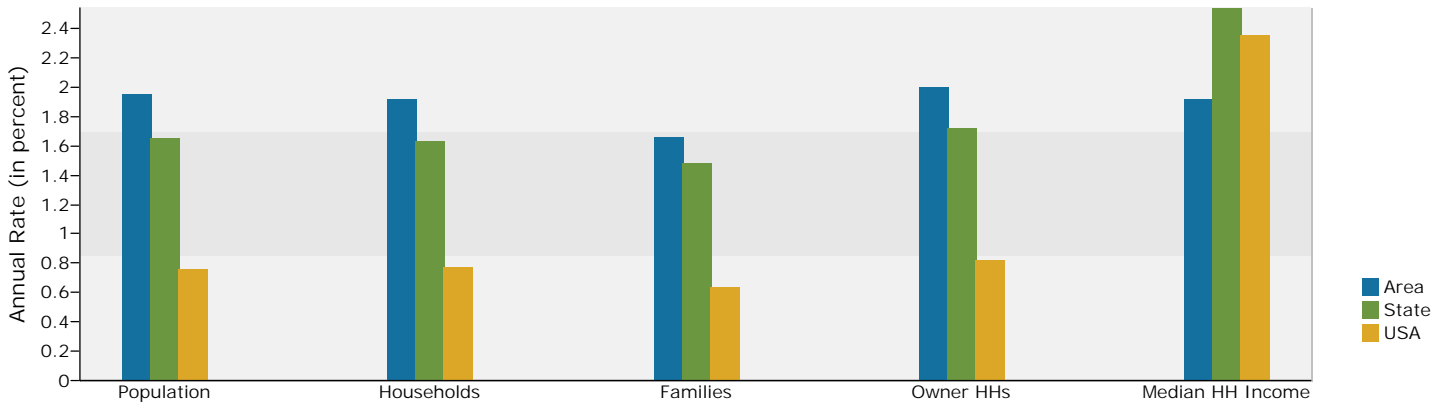


# Demographic and Income Profile

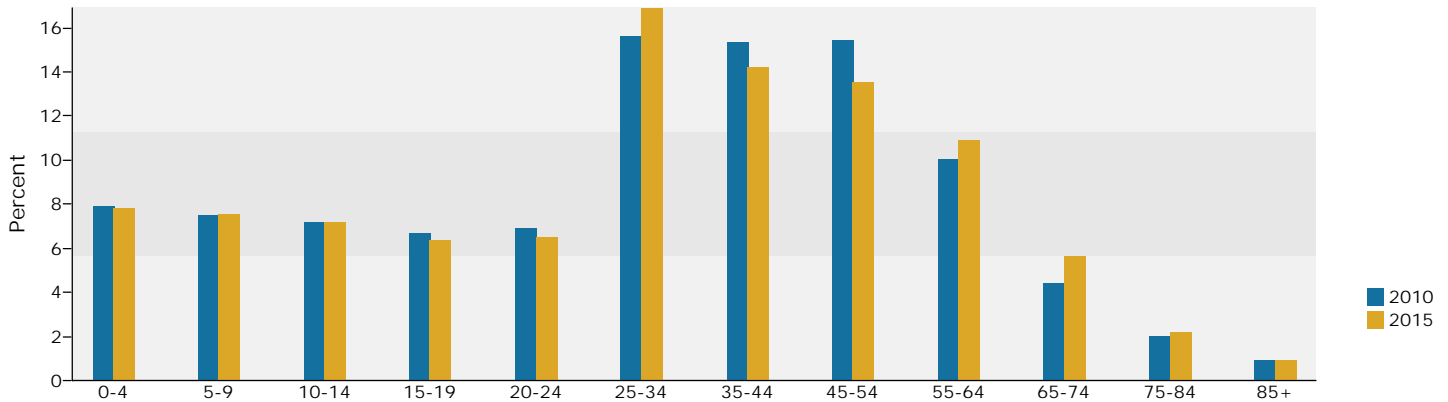
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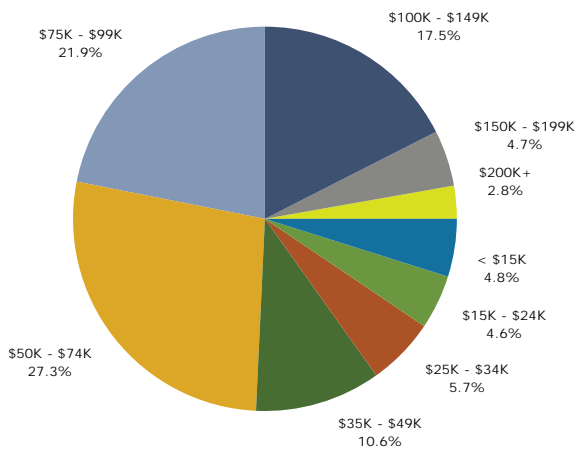
Trends 2010-2015



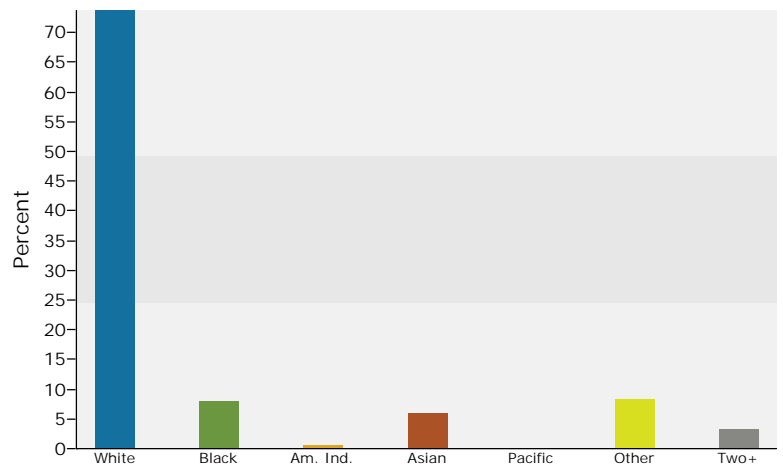
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 21.4%

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

July 28, 2010

Made with ESRI Business Analyst



# Demographic and Income Profile

FM 528 at Bay Area Blvd.  
Ring: 5 miles radius

Latitude: 29.52231  
Longitude: -95.16172

Summary	2000		2010		2015	
Population	127,373		163,142		177,662	
Households	48,412		60,642		65,646	
Families	33,943		42,305		45,477	
Average Household Size	2.61		2.67		2.69	
Owner Occupied Housing Units	31,086		39,156		42,655	
Renter Occupied Housing Units	17,326		21,486		22,991	
Median Age	33.7		35.1		34.8	
Trends: 2010 - 2015 Annual Rate	Area		State		National	
Population	1.72%		1.65%		0.76%	
Households	1.60%		1.63%		0.78%	
Families	1.46%		1.48%		0.64%	
Owner HHS	1.73%		1.72%		0.82%	
Median Household Income	1.69%		2.54%		2.36%	
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	3,319	6.8%	2,712	4.5%	2,141	3.3%
\$15,000 - \$24,999	3,686	7.6%	2,784	4.6%	2,269	3.5%
\$25,000 - \$34,999	4,909	10.1%	3,407	5.6%	2,510	3.8%
\$35,000 - \$49,999	7,412	15.3%	6,507	10.7%	4,128	6.3%
\$50,000 - \$74,999	11,815	24.4%	15,370	25.3%	17,484	26.6%
\$75,000 - \$99,999	7,806	16.1%	12,537	20.7%	14,890	22.7%
\$100,000 - \$149,999	6,782	14.0%	11,665	19.2%	15,421	23.5%
\$150,000 - \$199,999	1,632	3.4%	3,494	5.8%	4,233	6.4%
\$200,000+	1,123	2.3%	2,167	3.6%	2,571	3.9%
Median Household Income	\$59,775		\$73,888		\$80,352	
Average Household Income	\$70,402		\$85,864		\$92,823	
Per Capita Income	\$26,948		\$31,961		\$34,338	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,579	7.5%	12,236	7.5%	13,188	7.4%
5 - 9	9,791	7.7%	11,990	7.3%	13,111	7.4%
10 - 14	10,033	7.9%	11,837	7.3%	13,190	7.4%
15 - 19	8,750	6.9%	10,898	6.7%	11,472	6.5%
20 - 24	7,609	6.0%	10,536	6.5%	10,842	6.1%
25 - 34	20,686	16.2%	23,747	14.6%	27,648	15.6%
35 - 44	24,453	19.2%	24,546	15.0%	24,801	14.0%
45 - 54	18,060	14.2%	26,136	16.0%	25,198	14.2%
55 - 64	9,860	7.7%	17,327	10.6%	20,500	11.5%
65 - 74	5,132	4.0%	8,495	5.2%	11,358	6.4%
75 - 84	2,511	2.0%	3,910	2.4%	4,676	2.6%
85+	909	0.7%	1,485	0.9%	1,676	0.9%
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	101,889	80.0%	118,989	72.9%	125,503	70.6%
Black Alone	7,079	5.6%	11,289	6.9%	12,962	7.3%
American Indian Alone	532	0.4%	891	0.5%	1,024	0.6%
Asian Alone	8,079	6.3%	12,996	8.0%	14,881	8.4%
Pacific Islander Alone	76	0.1%	170	0.1%	191	0.1%
Some Other Race Alone	6,532	5.1%	13,293	8.1%	16,564	9.3%
Two or More Races	3,186	2.5%	5,514	3.4%	6,537	3.7%
Hispanic Origin (Any Race)	16,961	13.3%	34,192	21.0%	42,616	24.0%

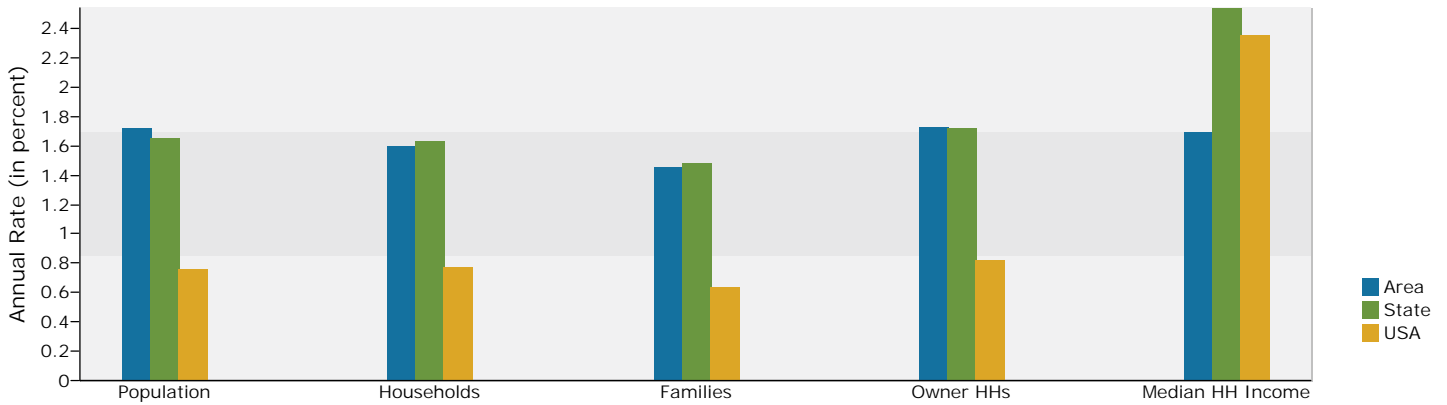
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Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

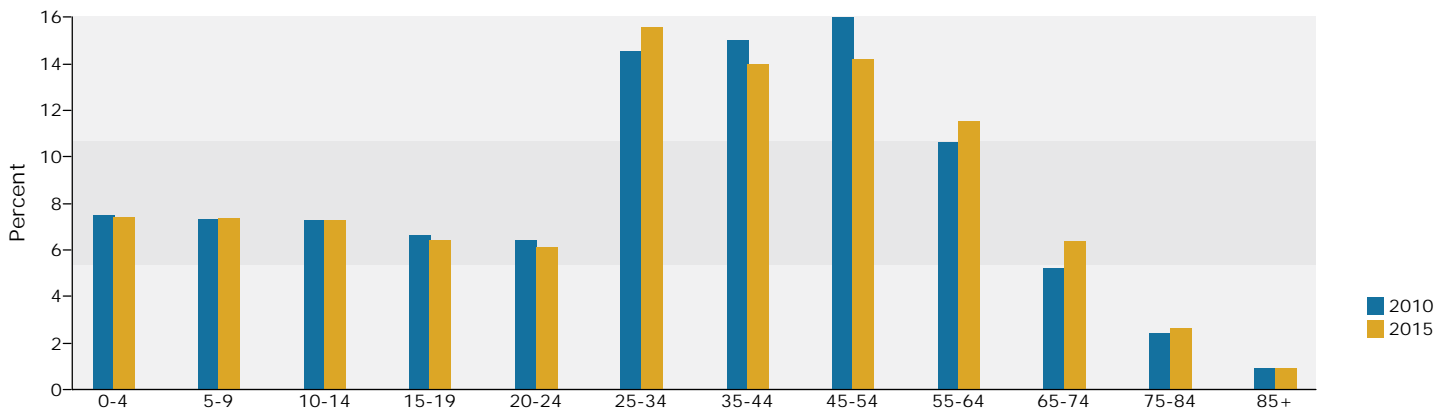
July 28, 2010

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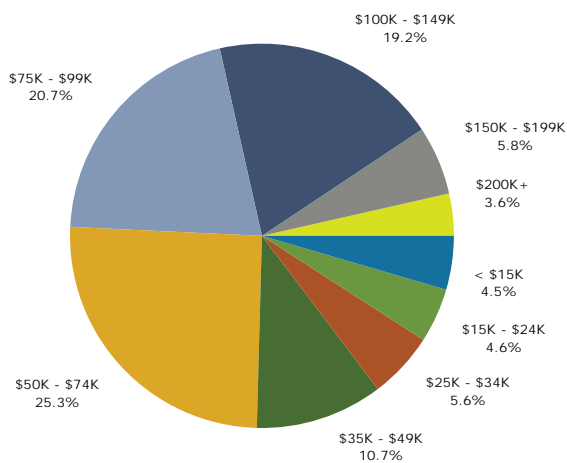
## Trends 2010-2015



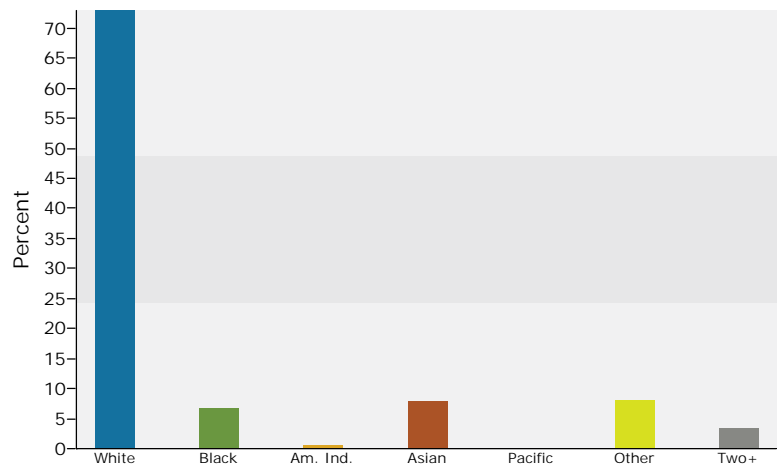
## Population by Age



## 2010 Household Income



## 2010 Population by Race

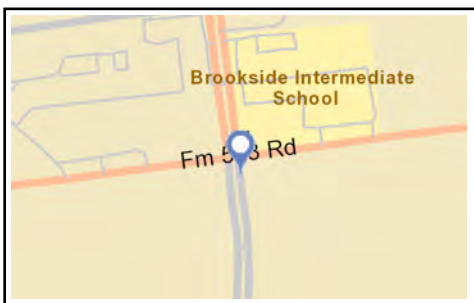
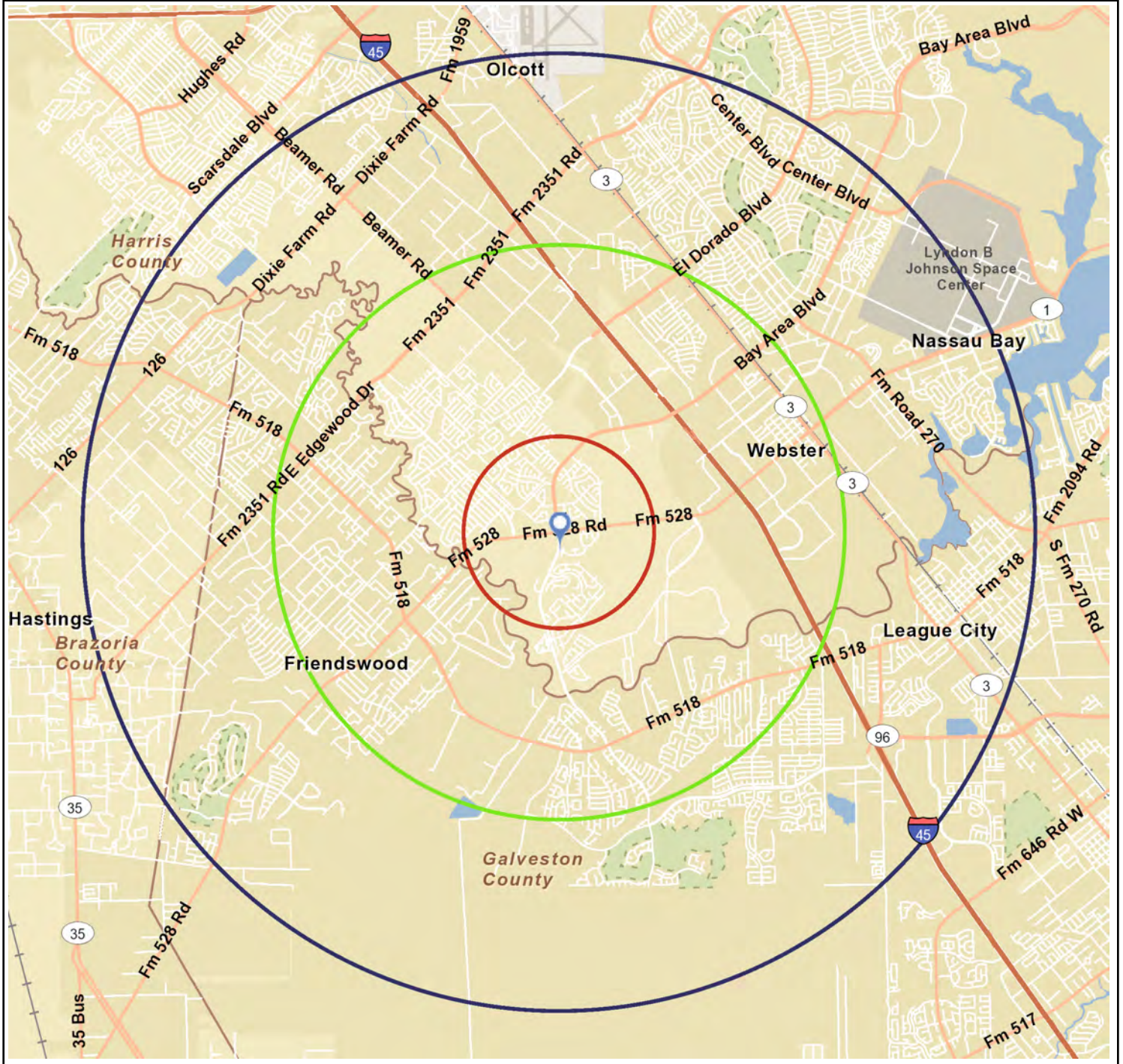


2010 Percent Hispanic Origin: 21.0%

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Ring: 1, 3, 5 Miles





FM 528 at Bay Area Blvd.

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Ring: 1 mile radius

**Summary Demographics**

2010 Population	11,394
2010 Households	4,544
2010 Median Disposable Income	\$54,140
2010 Per Capita Income	\$29,678

**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)	\$103,621,094	\$110,161,931	\$-6,540,837	-3.1	83
Total Retail Trade (NAICS 44-45)	\$88,285,037	\$94,289,225	\$-6,004,188	-3.3	65
Total Food & Drink (NAICS 722)	\$15,336,057	\$15,872,706	\$-536,649	-1.7	18

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$22,821,223	\$1,887,656	\$20,933,567	84.7	3
Automobile Dealers (NAICS 4411)	\$20,261,793	\$0	\$20,261,793	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$1,308,528	\$1,271,096	\$37,432	1.5	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,250,902	\$616,560	\$634,342	34.0	2
Furniture & Home Furnishings Stores (NAICS 442)	\$3,759,929	\$8,202,382	\$-4,442,453	-37.1	7
Furniture Stores (NAICS 4421)	\$2,210,728	\$7,800,297	\$-5,589,569	-55.8	6
Home Furnishings Stores (NAICS 4422)	\$1,549,201	\$402,085	\$1,147,116	58.8	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,854,079	\$550,977	\$2,303,102	67.6	3
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,516,362	\$1,009,470	\$2,506,892	55.4	4
Building Material and Supplies Dealers (NAICS 4441)	\$3,319,602	\$427,465	\$2,892,137	77.2	2
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$196,760	\$582,005	\$-385,245	-49.5	2
Food & Beverage Stores (NAICS 445)	\$15,552,673	\$43,291,157	\$-27,738,484	-47.1	4
Grocery Stores (NAICS 4451)	\$14,361,185	\$41,719,462	\$-27,358,277	-48.8	2
Specialty Food Stores (NAICS 4452)	\$531,280	\$0	\$531,280	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$660,208	\$1,571,695	\$-911,487	-40.8	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,946,099	\$4,581,545	\$-1,635,446	-21.7	8
Gasoline Stations (NAICS 447/4471)	\$13,964,378	\$768,170	\$13,196,208	89.6	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,556,357	\$6,125,530	\$-1,569,173	-14.7	8
Clothing Stores (NAICS 4481)	\$3,498,085	\$3,639,188	\$-141,103	-2.0	6
Shoe Stores (NAICS 4482)	\$526,461	\$1,252,494	\$-726,033	-40.8	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$531,811	\$1,233,848	\$-702,037	-39.8	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,239,762	\$2,160,127	\$-920,365	-27.1	8
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$636,820	\$1,420,539	\$-783,719	-38.1	7
Book, Periodical, and Music Stores (NAICS 4512)	\$602,942	\$739,588	\$-136,646	-10.2	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 Infogroup



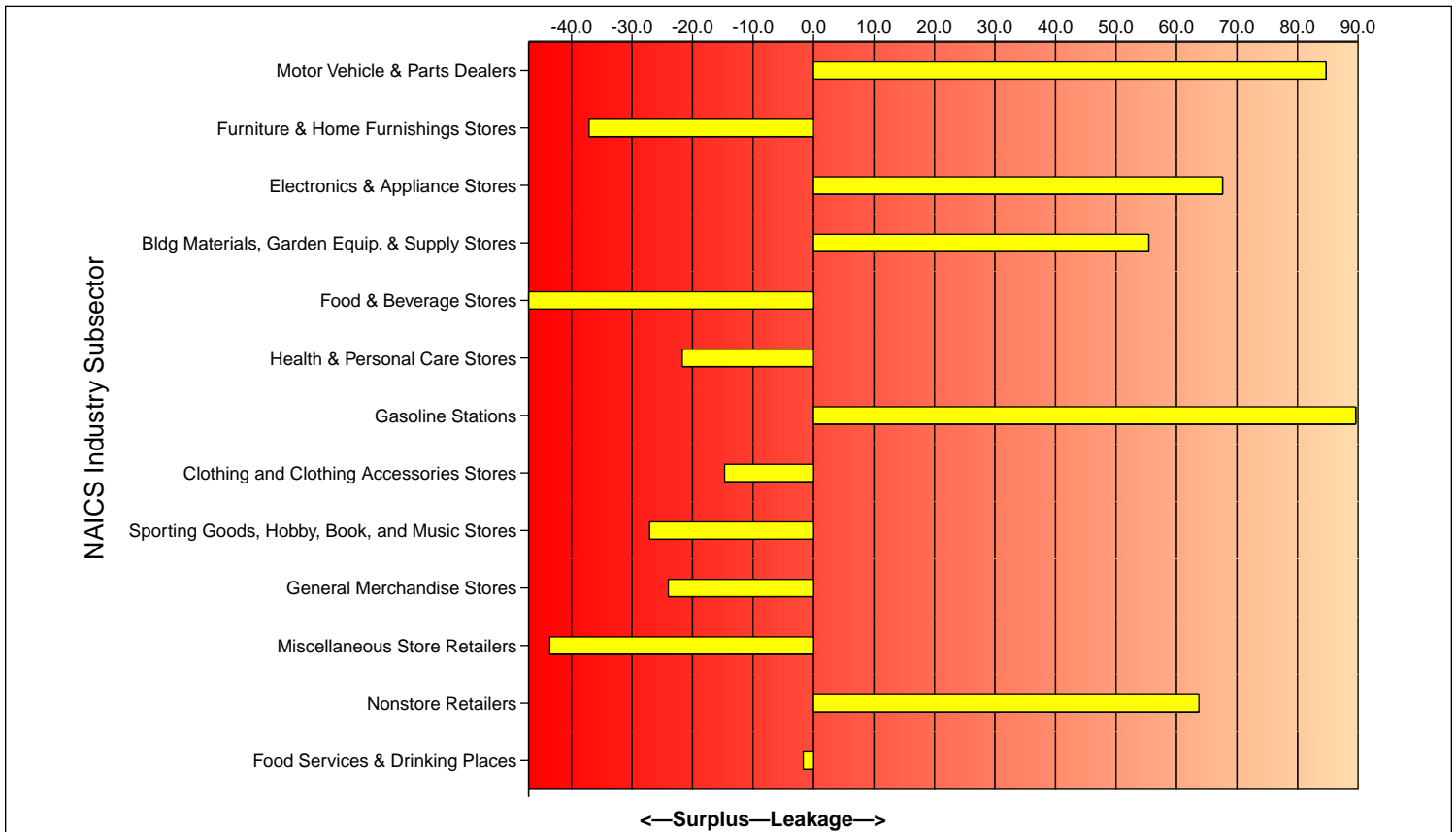
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Ring: 1 mile radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$13,494,367	\$22,034,888	\$-8,540,521	-24.0	5
Department Stores Excluding Leased Depts.(NAICS 4521)	\$3,937,348	\$16,308,930	\$-12,371,582	-61.1	4
Other General Merchandise Stores (NAICS 4529)	\$9,557,019	\$5,725,958	\$3,831,061	25.1	1
Miscellaneous Store Retailers (NAICS 453)	\$1,239,098	\$3,157,843	\$-1,918,745	-43.6	13
Florists (NAICS 4531)	\$129,399	\$0	\$129,399	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$428,082	\$2,125,286	\$-1,697,204	-66.5	7
Used Merchandise Stores (NAICS 4533)	\$163,390	\$0	\$163,390	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$518,227	\$1,032,557	\$-514,330	-33.2	6
Nonstore Retailers (NAICS 454)	\$2,340,710	\$519,480	\$1,821,230	63.7	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,392,131	\$0	\$1,392,131	100.0	0
Vending Machine Operators (NAICS 4542)	\$299,756	\$0	\$299,756	100.0	0
Direct Selling Establishments (NAICS 4543)	\$648,823	\$519,480	\$129,343	11.1	1
Food Services & Drinking Places (NAICS 722)	\$15,336,057	\$15,872,706	\$-536,649	-1.7	18
Full-Service Restaurants (NAICS 7221)	\$4,510,715	\$3,064,078	\$1,446,637	19.1	7
Limited-Service Eating Places (NAICS 7222)	\$8,518,907	\$11,683,125	\$-3,164,218	-15.7	9
Special Food Services (NAICS 7223)	\$1,652,571	\$166,876	\$1,485,695	81.7	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$653,864	\$958,627	\$-304,763	-18.9	1

Leakage/Surplus Factor by Industry Subsector



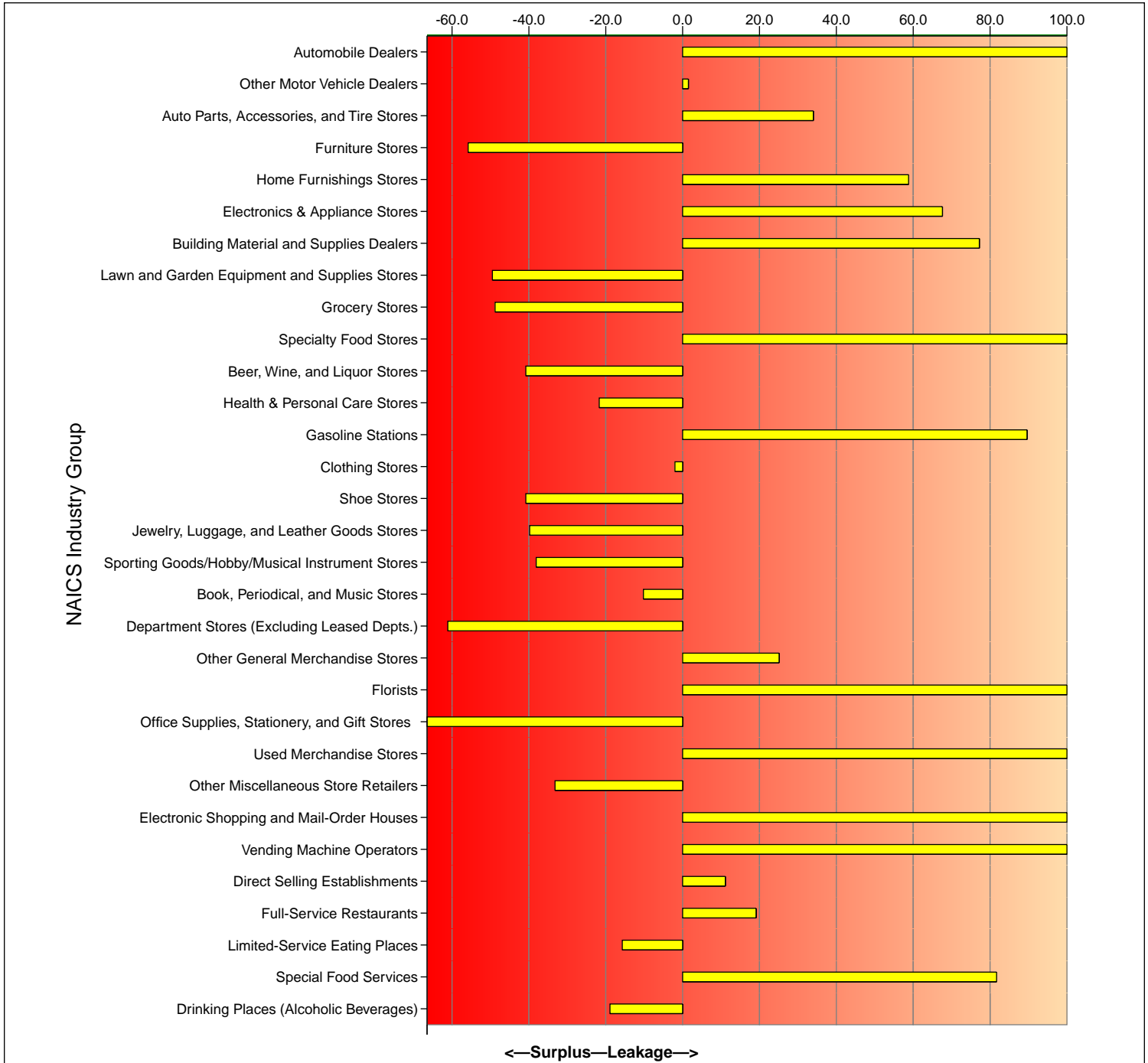
Source: ESRI and Infogroup

FM 528 at Bay Area Blvd.

Latitude: 29.52231  
Longitude: -95.16172

Ring: 1 mile radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



FM 528 at Bay Area Blvd.

Latitude: 29.52231  
Longitude: -95.16172

Ring: 3 miles radius

**Summary Demographics**

2010 Population	67,473
2010 Households	24,759
2010 Median Disposable Income	\$56,102
2010 Per Capita Income	\$30,097

**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)	\$770,790,742	\$1,048,510,884	\$-277,720,142	-15.3	729
Total Retail Trade (NAICS 44-45)	\$657,006,427	\$837,787,955	\$-180,781,528	-12.1	534
Total Food & Drink (NAICS 722)	\$113,784,315	\$210,722,929	\$-96,938,614	-29.9	195

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$170,297,429	\$231,238,296	\$-60,940,867	-15.2	35
Automobile Dealers (NAICS 4411)	\$149,853,736	\$216,233,263	\$-66,379,527	-18.1	9
Other Motor Vehicle Dealers (NAICS 4412)	\$11,349,306	\$3,290,118	\$8,059,188	55.1	8
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$9,094,387	\$11,714,915	\$-2,620,528	-12.6	18
Furniture & Home Furnishings Stores (NAICS 442)	\$27,364,097	\$44,552,188	\$-17,188,091	-23.9	44
Furniture Stores (NAICS 4421)	\$16,422,201	\$31,356,353	\$-14,934,152	-31.3	26
Home Furnishings Stores (NAICS 4422)	\$10,941,896	\$13,195,835	\$-2,253,939	-9.3	18
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$18,827,793	\$41,781,750	\$-22,953,957	-37.9	35
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$28,436,828	\$30,207,800	\$-1,770,972	-3.0	28
Building Material and Supplies Dealers (NAICS 4441)	\$27,047,373	\$28,540,422	\$-1,493,049	-2.7	19
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,389,455	\$1,667,378	\$-277,923	-9.1	9
Food & Beverage Stores (NAICS 445)	\$130,426,056	\$76,087,812	\$54,338,244	26.3	31
Grocery Stores (NAICS 4451)	\$122,201,375	\$66,210,752	\$55,990,623	29.7	14
Specialty Food Stores (NAICS 4452)	\$3,105,269	\$4,687,161	\$-1,581,892	-20.3	9
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,119,412	\$5,189,899	\$-70,487	-0.7	8
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$20,869,477	\$25,497,695	\$-4,628,218	-10.0	53
Gasoline Stations (NAICS 447/4471)	\$102,458,064	\$84,865,847	\$17,592,217	9.4	28
Clothing and Clothing Accessories Stores (NAICS 448)	\$30,820,597	\$124,404,204	\$-93,583,607	-60.3	126
Clothing Stores (NAICS 4481)	\$23,583,098	\$103,249,365	\$-79,666,267	-62.8	81
Shoe Stores (NAICS 4482)	\$3,160,446	\$9,966,603	\$-6,806,157	-51.8	20
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$4,077,053	\$11,188,236	\$-7,111,183	-46.6	25
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$8,749,558	\$27,201,890	\$-18,452,332	-51.3	49
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$5,208,317	\$17,710,056	\$-12,501,739	-54.5	44
Book, Periodical, and Music Stores (NAICS 4512)	\$3,541,241	\$9,491,834	\$-5,950,593	-45.7	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 Infogroup



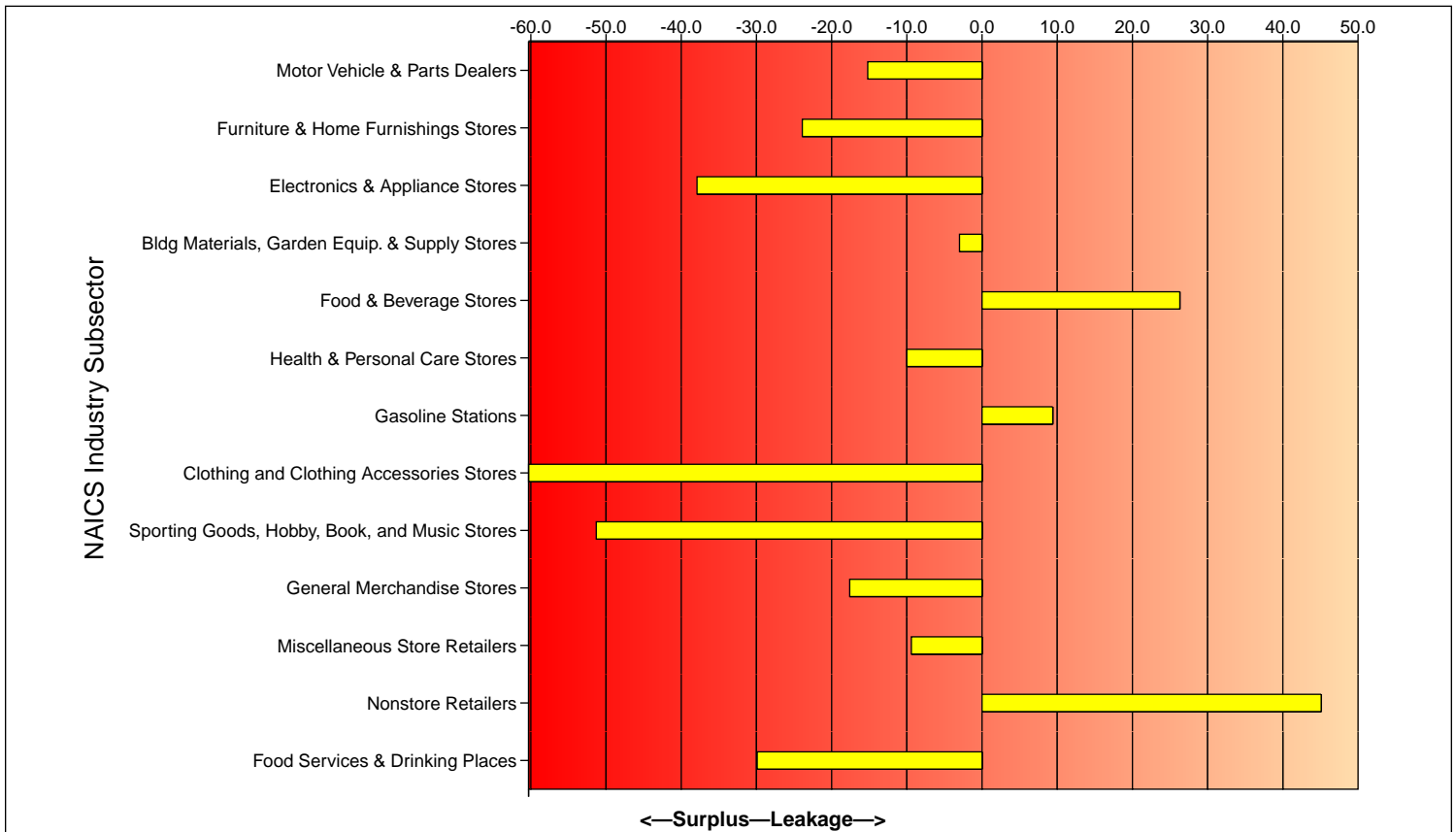
FM 528 at Bay Area Blvd.

Latitude: 29.52231  
Longitude: -95.16172

Ring: 3 miles radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$92,960,151	\$132,674,245	\$-39,714,094	-17.6	21
Department Stores Excluding Leased Depts.(NAICS 4521)	\$35,485,419	\$112,055,971	\$-76,570,552	-51.9	17
Other General Merchandise Stores (NAICS 4529)	\$57,474,732	\$20,618,274	\$36,856,458	47.2	4
Miscellaneous Store Retailers (NAICS 453)	\$11,491,148	\$13,863,896	\$-2,372,748	-9.4	79
Florists (NAICS 4531)	\$1,187,995	\$1,242,075	\$-54,080	-2.2	11
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,059,026	\$7,892,437	\$-3,833,411	-32.1	34
Used Merchandise Stores (NAICS 4533)	\$1,894,626	\$365,420	\$1,529,206	67.7	7
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,349,501	\$4,363,964	\$-14,463	-0.2	27
Nonstore Retailers (NAICS 454)	\$14,305,229	\$5,412,332	\$8,892,897	45.1	5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$8,652,947	\$3,696,428	\$4,956,519	40.1	1
Vending Machine Operators (NAICS 4542)	\$1,555,664	\$0	\$1,555,664	100.0	0
Direct Selling Establishments (NAICS 4543)	\$4,096,618	\$1,715,904	\$2,380,714	41.0	4
Food Services & Drinking Places (NAICS 722)	\$113,784,315	\$210,722,929	\$-96,938,614	-29.9	195
Full-Service Restaurants (NAICS 7221)	\$33,262,073	\$93,209,121	\$-59,947,048	-47.4	89
Limited-Service Eating Places (NAICS 7222)	\$64,711,508	\$102,648,635	\$-37,937,127	-22.7	87
Special Food Services (NAICS 7223)	\$10,982,416	\$2,386,102	\$8,596,314	64.3	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,828,318	\$12,479,071	\$-7,650,753	-44.2	15

Leakage/Surplus Factor by Industry Subsector



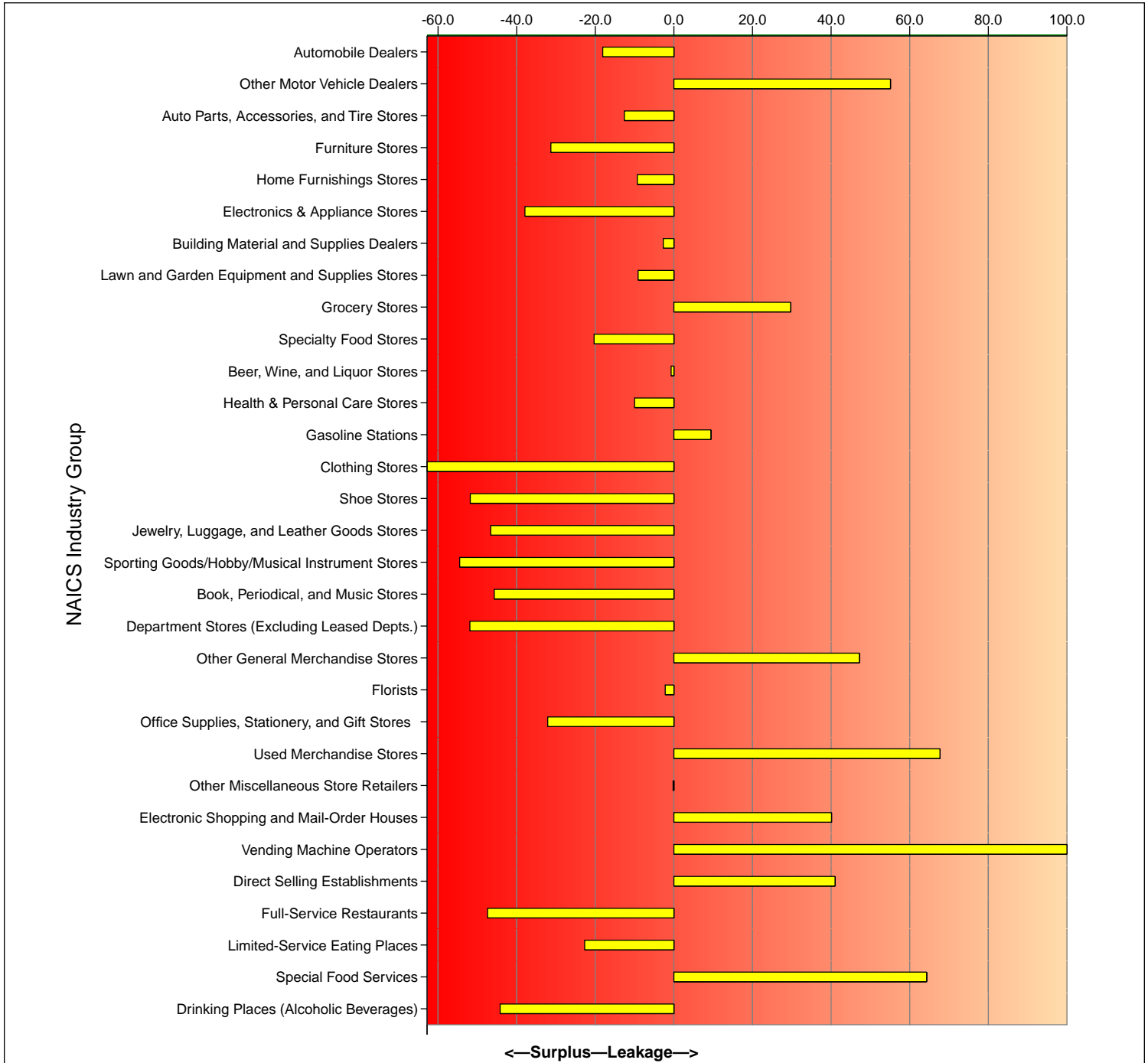
Source: ESRI and Infogroup

FM 528 at Bay Area Blvd.

Latitude: 29.52231  
Longitude: -95.16172

Ring: 3 miles radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



FM 528 at Bay Area Blvd.

Latitude: 29.52231  
Longitude: -95.16172

Ring: 5 miles radius

**Summary Demographics**

2010 Population	163,142
2010 Households	60,642
2010 Median Disposable Income	\$57,765
2010 Per Capita Income	\$31,961

**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)	\$1,999,044,721	\$1,912,454,170	\$86,590,551	2.2	1,346
Total Retail Trade (NAICS 44-45)	\$1,704,218,229	\$1,552,808,710	\$151,409,519	4.6	965
Total Food & Drink (NAICS 722)	\$294,826,492	\$359,645,460	-\$64,818,968	-9.9	381

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$439,357,204	\$451,729,889	-\$12,372,685	-1.4	72
Automobile Dealers (NAICS 4411)	\$386,313,472	\$424,732,181	-\$38,418,709	-4.7	26
Other Motor Vehicle Dealers (NAICS 4412)	\$29,162,322	\$11,001,111	\$18,161,211	45.2	18
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$23,881,410	\$15,996,597	\$7,884,813	19.8	28
Furniture & Home Furnishings Stores (NAICS 442)	\$71,273,015	\$52,722,202	\$18,550,813	15.0	65
Furniture Stores (NAICS 4421)	\$42,922,225	\$34,240,646	\$8,681,579	11.3	31
Home Furnishings Stores (NAICS 4422)	\$28,350,790	\$18,481,556	\$9,869,234	21.1	34
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$48,953,163	\$65,002,347	-\$16,049,184	-14.1	83
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$74,631,963	\$64,032,065	\$10,599,898	7.6	67
Building Material and Supplies Dealers (NAICS 4441)	\$70,873,797	\$61,562,831	\$9,310,966	7.0	50
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,758,166	\$2,469,234	\$1,288,932	20.7	17
Food & Beverage Stores (NAICS 445)	\$336,230,676	\$306,469,114	\$29,761,562	4.6	79
Grocery Stores (NAICS 4451)	\$315,153,935	\$284,741,404	\$30,412,531	5.1	44
Specialty Food Stores (NAICS 4452)	\$8,231,671	\$6,712,256	\$1,519,415	10.2	16
Beer, Wine, and Liquor Stores (NAICS 4453)	\$12,845,070	\$15,015,454	-\$2,170,384	-7.8	19
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$54,540,091	\$58,825,990	-\$4,285,899	-3.8	95
Gasoline Stations (NAICS 447/4471)	\$265,724,401	\$162,066,909	\$103,657,492	24.2	54
Clothing and Clothing Accessories Stores (NAICS 448)	\$79,864,398	\$133,894,136	-\$54,029,738	-25.3	161
Clothing Stores (NAICS 4481)	\$60,969,739	\$110,737,797	-\$49,768,058	-29.0	108
Shoe Stores (NAICS 4482)	\$8,175,653	\$10,831,409	-\$2,655,756	-14.0	22
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$10,719,006	\$12,324,930	-\$1,605,924	-7.0	31
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$23,073,453	\$38,581,558	-\$15,508,105	-25.2	88
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$13,729,145	\$24,829,464	-\$11,100,319	-28.8	76
Book, Periodical, and Music Stores (NAICS 4512)	\$9,344,308	\$13,752,094	-\$4,407,786	-19.1	12

**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 Infogroup



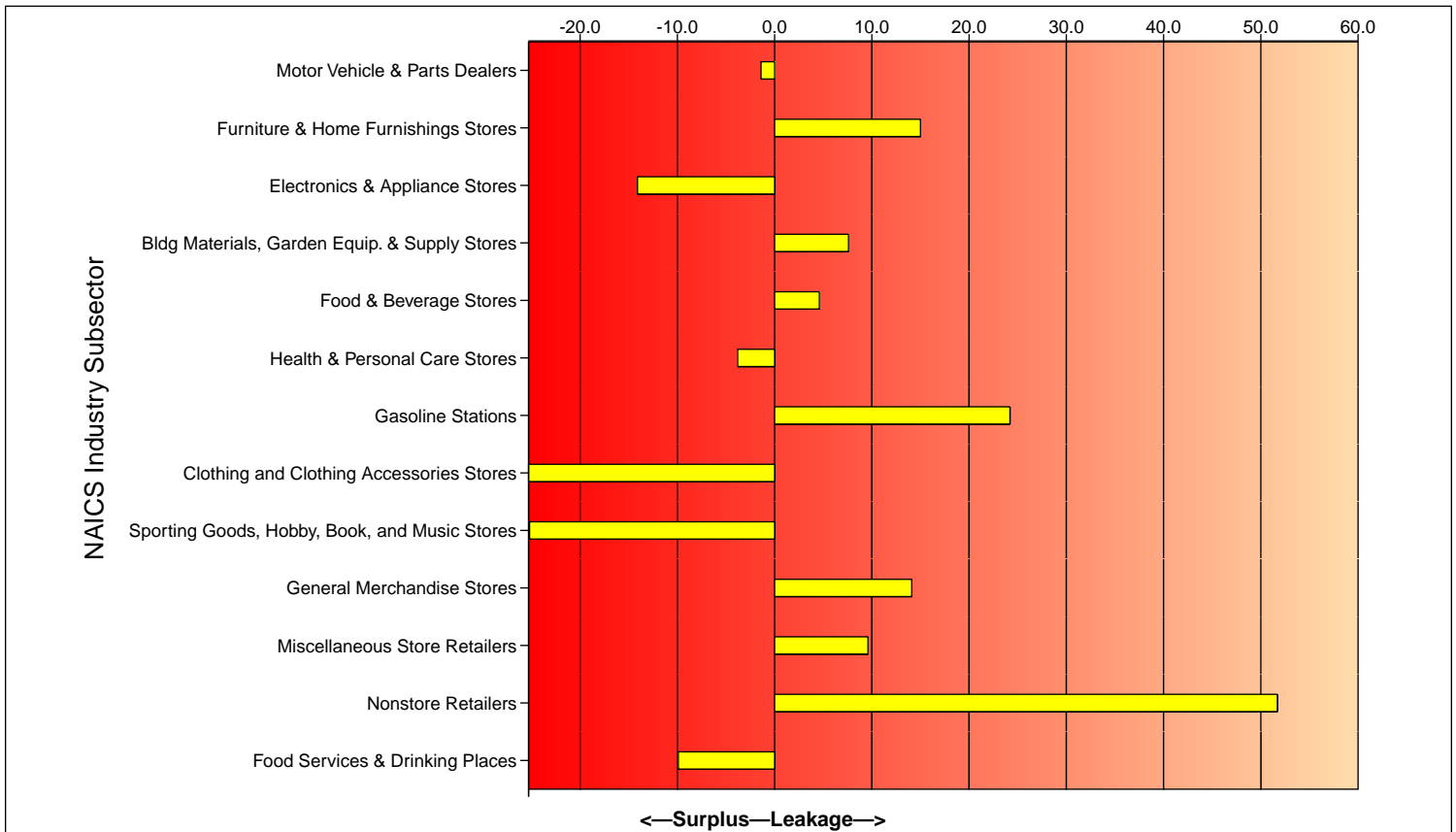
FM 528 at Bay Area Blvd.

Latitude: 29.52231  
Longitude: -95.16172

Ring: 5 miles radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$242,993,684	\$183,046,013	\$59,947,671	14.1	36
Department Stores Excluding Leased Depts.(NAICS 4521)	\$93,892,743	\$141,020,593	-\$47,127,850	-20.1	22
Other General Merchandise Stores (NAICS 4529)	\$149,100,941	\$42,025,420	\$107,075,521	56.0	14
Miscellaneous Store Retailers (NAICS 453)	\$29,491,201	\$24,327,426	\$5,163,775	9.6	148
Florists (NAICS 4531)	\$3,141,789	\$2,542,568	\$599,221	10.5	21
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$10,316,866	\$12,324,217	-\$2,007,351	-8.9	60
Used Merchandise Stores (NAICS 4533)	\$4,821,203	\$1,783,871	\$3,037,332	46.0	25
Other Miscellaneous Store Retailers (NAICS 4539)	\$11,211,343	\$7,676,770	\$3,534,573	18.7	42
Nonstore Retailers (NAICS 454)	\$38,084,980	\$12,111,061	\$25,973,919	51.7	17
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$22,147,819	\$6,064,174	\$16,083,645	57.0	2
Vending Machine Operators (NAICS 4542)	\$4,140,980	\$2,598,398	\$1,542,582	22.9	6
Direct Selling Establishments (NAICS 4543)	\$11,796,181	\$3,448,489	\$8,347,692	54.8	9
Food Services & Drinking Places (NAICS 722)	\$294,826,492	\$359,645,460	-\$64,818,968	-9.9	381
Full-Service Restaurants (NAICS 7221)	\$84,057,366	\$151,679,266	-\$67,621,900	-28.7	182
Limited-Service Eating Places (NAICS 7222)	\$169,991,637	\$169,384,264	\$607,373	0.2	160
Special Food Services (NAICS 7223)	\$27,942,185	\$10,329,594	\$17,612,591	46.0	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$12,835,304	\$28,252,336	-\$15,417,032	-37.5	31

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup

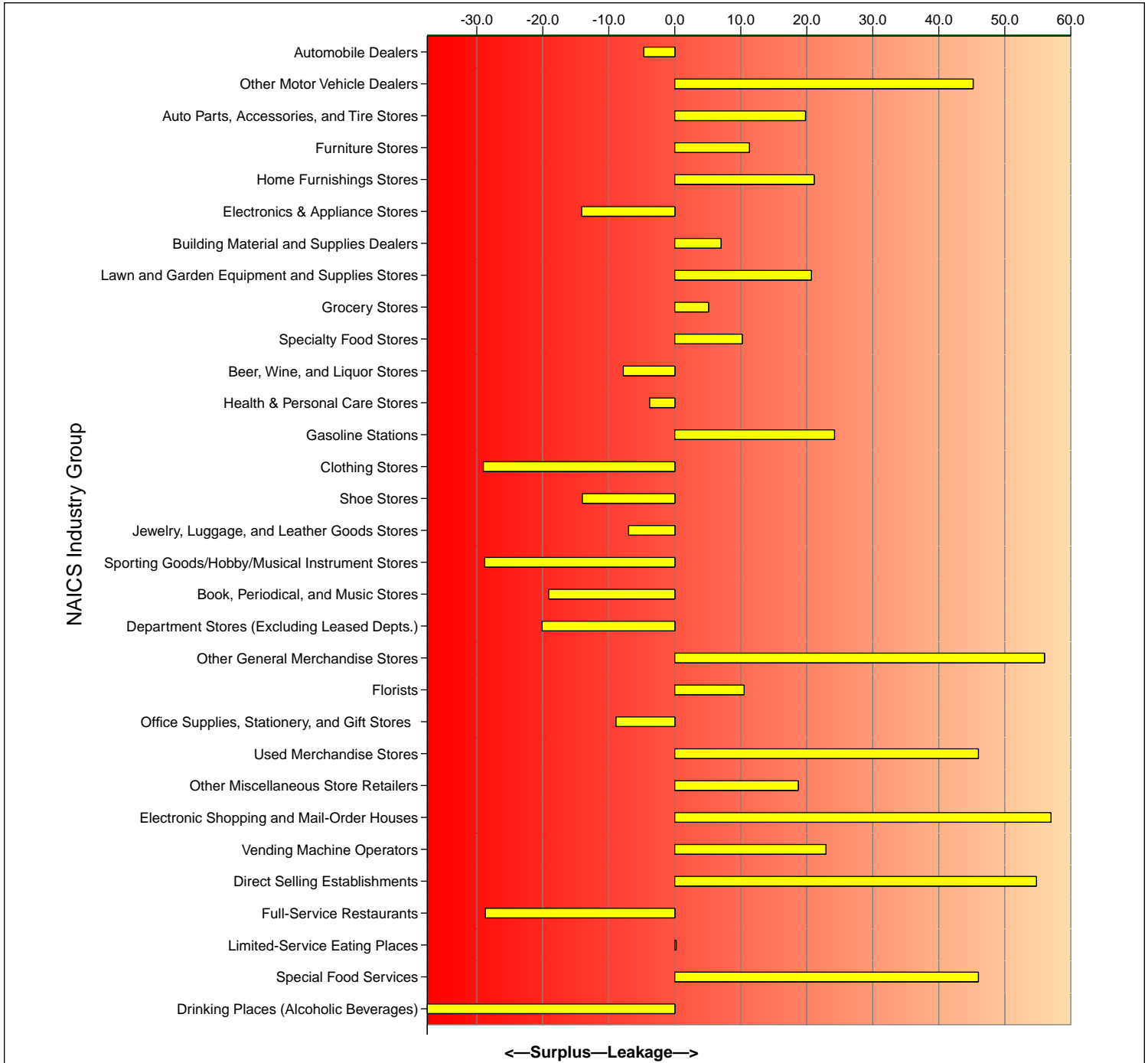
FM 528 at Bay Area Blvd.

Latitude: 29.52231

Longitude: -95.16172

Ring: 5 miles radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



FM 528 at Bay Area Blvd.

Latitude: 29.52231  
Longitude: -95.16172

Ring: 1 mile radius

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	8,071	11,394	13,206	1,812	3%
Median Age	31.2	32.7	32.5	-0.2	-0.12%
Households	3,260	4,544	5,256	712	2.95%
Average Household Size	2.48	2.51	2.51	0	0%

2010 Households by Net Worth

	Number	Percent
Total	4,546	100.0%
<\$15,000	1,189	26.2%
\$15,000 - \$34,999	517	11.4%
\$35,000 - \$49,999	280	6.2%
\$50,000 - \$74,999	361	7.9%
\$75,000 - \$99,999	315	6.9%
\$100,000 - \$149,999	389	8.6%
\$150,000 - \$249,999	471	10.4%
\$250,000 - \$499,999	556	12.2%
\$500,000 - \$999,999	331	7.3%
\$1,000,000+	137	3.0%
Median Net Worth	\$68,662	
Average Net Worth	\$252,285	

2010 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	349	1,069	1,030	959	659	316	163
<\$15,000	299	405	215	138	87	25	19
\$15,000 - \$34,999	22	275	131	32	27	24	6
\$35,000 - \$49,999	8	61	120	50	22	15	4
\$50,000 - \$99,999	11	116	162	217	77	82	11
\$100,000 - \$149,999	4	79	68	85	78	44	31
\$150,000 - \$249,999	0	90	150	105	70	30	26
\$250,000 - \$499,999	4	43	147	212	82	41	27
\$500,000+	1	0	37	120	216	55	39
Median Net Worth	\$8,754	\$21,154	\$60,224	\$121,378	\$196,013	\$110,417	\$180,733
Average Net Worth	\$18,525	\$60,996	\$162,329	\$357,250	\$800,157	\$499,978	\$535,776

**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

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



FM 528 at Bay Area Blvd.

Latitude: 29.52231  
Longitude: -95.16172

Ring: 3 miles radius

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	50,536	67,473	74,345	6,872	1.96%
Median Age	32.5	33.7	33.5	-0.2	-0.12%
Households	18,641	24,759	27,229	2,470	1.92%
Average Household Size	2.68	2.70	2.71	0.01	0.07%

2010 Households by Net Worth

	Number	Percent
Total	24,758	100.0%
<\$15,000	5,131	20.7%
\$15,000 - \$34,999	1,979	8.0%
\$35,000 - \$49,999	1,045	4.2%
\$50,000 - \$74,999	1,421	5.7%
\$75,000 - \$99,999	1,279	5.2%
\$100,000 - \$149,999	1,839	7.4%
\$150,000 - \$249,999	2,757	11.1%
\$250,000 - \$499,999	4,066	16.4%
\$500,000 - \$999,999	3,080	12.4%
\$1,000,000+	2,161	8.7%
Median Net Worth	\$139,348	
Average Net Worth	\$495,167	

2010 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,391	5,187	5,631	6,054	3,856	1,731	909
<\$15,000	1,184	1,865	993	541	267	142	139
\$15,000 - \$34,999	84	928	479	240	137	73	38
\$35,000 - \$49,999	31	241	371	225	115	35	28
\$50,000 - \$99,999	45	581	686	718	326	234	110
\$100,000 - \$149,999	16	477	408	422	273	136	107
\$150,000 - \$249,999	7	590	872	719	334	112	123
\$250,000 - \$499,999	20	371	1,229	1,413	576	333	124
\$500,000+	4	134	593	1,776	1,828	666	240
Median Net Worth	\$8,811	\$28,455	\$132,132	\$265,921	\$436,955	\$319,477	\$169,327
Average Net Worth	\$20,563	\$111,896	\$283,660	\$648,545	\$1,111,252	\$971,806	\$558,037

**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

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



FM 528 at Bay Area Blvd.

Latitude: 29.52231  
Longitude: -95.16172

Ring: 5 miles radius

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	127,373	163,142	177,662	14,520	1.72%
Median Age	33.7	35.1	34.8	-0.3	-0.17%
Households	48,412	60,642	65,646	5,004	1.6%
Average Household Size	2.61	2.67	2.69	0.02	0.15%

2010 Households by Net Worth

	Number	Percent
Total	60,641	100.0%
<\$15,000	11,253	18.6%
\$15,000 - \$34,999	4,591	7.6%
\$35,000 - \$49,999	2,474	4.1%
\$50,000 - \$74,999	3,418	5.6%
\$75,000 - \$99,999	2,919	4.8%
\$100,000 - \$149,999	4,272	7.0%
\$150,000 - \$249,999	6,409	10.6%
\$250,000 - \$499,999	10,220	16.9%
\$500,000 - \$999,999	8,636	14.2%
\$1,000,000+	6,449	10.6%
Median Net Worth	\$166,053	
Average Net Worth	\$572,456	

2010 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	3,268	11,456	13,354	14,813	9,919	5,003	2,829
<\$15,000	2,621	4,114	2,119	1,127	588	369	315
\$15,000 - \$34,999	274	2,119	1,092	562	279	165	100
\$35,000 - \$49,999	92	529	824	585	281	80	82
\$50,000 - \$99,999	117	1,235	1,639	1,866	682	543	256
\$100,000 - \$149,999	63	964	912	1,125	607	339	262
\$150,000 - \$249,999	30	1,273	1,817	1,639	815	395	440
\$250,000 - \$499,999	55	921	3,065	3,153	1,600	960	467
\$500,000+	16	301	1,886	4,756	5,067	2,152	907
Median Net Worth	\$9,351	\$27,819	\$153,355	\$273,397	\$500,000	\$376,837	\$236,996
Average Net Worth	\$25,036	\$114,109	\$333,217	\$689,285	\$1,191,248	\$1,072,616	\$663,830

**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

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