



Demographic and Income Profile

FM 2351 at Beamer
Ring: 1 mile radius

Latitude: 29.55712
Longitude: -95.18

Summary	2000	2010	2015
Population	1,972	2,075	2,175
Households	573	599	627
Families	435	437	450
Average Household Size	3.43	3.45	3.45
Owner Occupied Housing Units	395	402	418
Renter Occupied Housing Units	178	197	209
Median Age	30.3	31.9	32.7
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.95%	1.65%	0.76%
Households	0.92%	1.63%	0.78%
Families	0.59%	1.48%	0.64%
Owner HHs	0.78%	1.72%	0.82%
Median Household Income	1.75%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	20	3.5%	17	2.8%	11	1.7%
\$15,000 - \$24,999	27	4.8%	10	1.7%	8	1.3%
\$25,000 - \$34,999	49	8.6%	27	4.5%	18	2.9%
\$35,000 - \$49,999	75	13.2%	62	10.3%	36	5.7%
\$50,000 - \$74,999	162	28.5%	156	25.9%	156	24.8%
\$75,000 - \$99,999	123	21.7%	146	24.3%	164	26.0%
\$100,000 - \$149,999	87	15.3%	138	22.9%	180	28.6%
\$150,000 - \$199,999	11	1.9%	26	4.3%	32	5.1%
\$200,000+	14	2.5%	20	3.3%	25	4.0%

Median Household Income	\$66,072	\$78,476	\$85,587
Average Household Income	\$74,212	\$90,437	\$98,870
Per Capita Income	\$25,782	\$31,109	\$33,955

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	183	9.3%	197	9.5%	204	9.4%
5 - 9	192	9.7%	179	8.6%	189	8.7%
10 - 14	162	8.2%	159	7.7%	174	8.0%
15 - 19	142	7.2%	138	6.6%	133	6.1%
20 - 24	117	5.9%	101	4.9%	114	5.2%
25 - 34	377	19.1%	396	19.1%	379	17.4%
35 - 44	429	21.8%	363	17.5%	399	18.3%
45 - 54	240	12.2%	314	15.1%	287	13.2%
55 - 64	76	3.9%	163	7.8%	196	9.0%
65 - 74	35	1.8%	46	2.2%	78	3.6%
75 - 84	16	0.8%	16	0.8%	19	0.9%
85+	3	0.2%	5	0.2%	5	0.2%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,482	75.2%	1,384	66.7%	1,378	63.4%
Black Alone	176	8.9%	233	11.2%	257	11.8%
American Indian Alone	9	0.5%	14	0.7%	15	0.7%
Asian Alone	185	9.4%	238	11.5%	268	12.3%
Pacific Islander Alone	0	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	80	4.1%	147	7.1%	187	8.6%
Two or More Races	40	2.0%	58	2.8%	69	3.2%
Hispanic Origin (Any Race)	262	13.3%	465	22.4%	586	26.9%

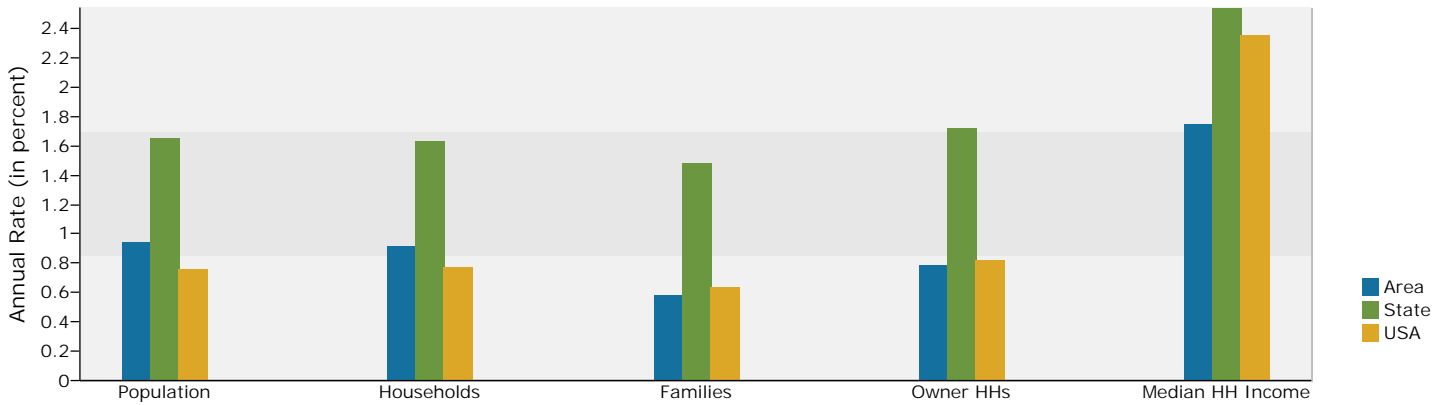
Data Note: Income is expressed in current dollars

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

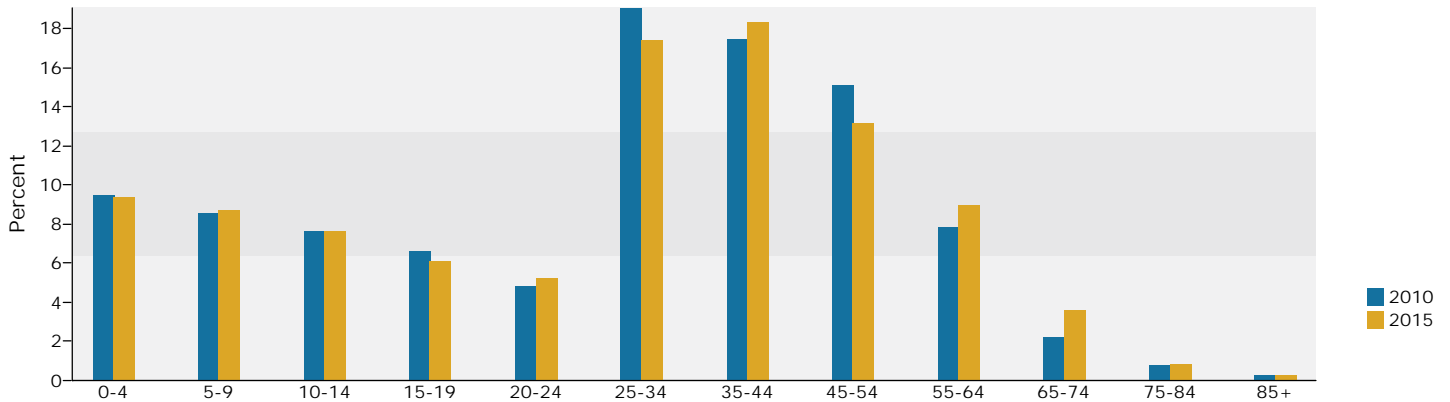
July 28, 2010

Made with ESRI Business Analyst

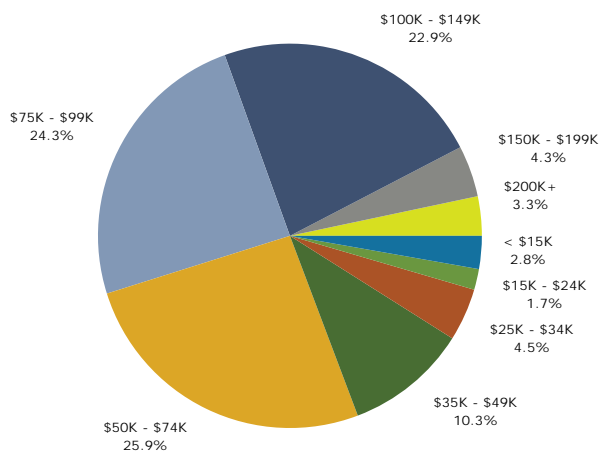
Trends 2010-2015



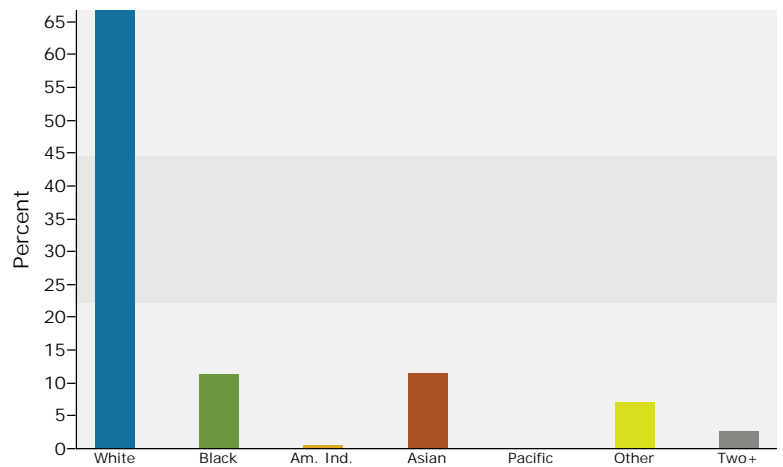
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 22.4%



Demographic and Income Profile

FM 2351 at Beamer
Ring: 3 miles radius

Latitude: 29.55712
Longitude: -95.18

Summary	2000	2010	2015
Population	64,259	78,387	85,128
Households	24,356	29,283	31,645
Families	16,815	19,964	21,338
Average Household Size	2.63	2.67	2.68
Owner Occupied Housing Units	14,692	18,141	19,726
Renter Occupied Housing Units	9,664	11,143	11,919
Median Age	32.2	34.0	34.1
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.66%	1.65%	0.76%
Households	1.56%	1.63%	0.78%
Families	1.34%	1.48%	0.64%
Owner HHs	1.69%	1.72%	0.82%
Median Household Income	2.29%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,817	7.5%	1,410	4.8%	1,097	3.5%
\$15,000 - \$24,999	1,998	8.2%	1,413	4.8%	1,132	3.6%
\$25,000 - \$34,999	2,701	11.1%	1,794	6.1%	1,313	4.1%
\$35,000 - \$49,999	4,063	16.7%	3,379	11.5%	2,174	6.9%
\$50,000 - \$74,999	6,088	25.0%	7,717	26.4%	8,654	27.3%
\$75,000 - \$99,999	3,849	15.8%	6,188	21.1%	7,433	23.5%
\$100,000 - \$149,999	2,853	11.7%	5,436	18.6%	7,428	23.5%
\$150,000 - \$199,999	580	2.4%	1,215	4.1%	1,499	4.7%
\$200,000+	379	1.6%	731	2.5%	914	2.9%

Median Household Income	\$55,817	\$70,045	\$78,444
Average Household Income	\$64,485	\$80,267	\$87,819
Per Capita Income	\$24,575	\$29,712	\$32,305

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,110	8.0%	6,101	7.8%	6,491	7.6%
5 - 9	5,016	7.8%	5,857	7.5%	6,373	7.5%
10 - 14	4,987	7.8%	5,698	7.3%	6,379	7.5%
15 - 19	4,426	6.9%	5,220	6.7%	5,563	6.5%
20 - 24	4,281	6.7%	5,185	6.6%	5,407	6.4%
25 - 34	11,449	17.8%	12,276	15.7%	13,539	15.9%
35 - 44	12,261	19.1%	11,972	15.3%	12,363	14.5%
45 - 54	8,781	13.7%	12,132	15.5%	11,841	13.9%
55 - 64	4,288	6.7%	8,060	10.3%	9,379	11.0%
65 - 74	2,159	3.4%	3,677	4.7%	5,199	6.1%
75 - 84	1,122	1.7%	1,595	2.0%	1,918	2.3%
85+	378	0.6%	613	0.8%	673	0.8%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	48,319	75.2%	52,251	66.7%	54,157	63.6%
Black Alone	4,881	7.6%	7,125	9.1%	8,014	9.4%
American Indian Alone	281	0.4%	480	0.6%	560	0.7%
Asian Alone	5,240	8.2%	7,960	10.2%	9,118	10.7%
Pacific Islander Alone	47	0.1%	112	0.1%	129	0.2%
Some Other Race Alone	3,747	5.8%	7,516	9.6%	9,595	11.3%
Two or More Races	1,745	2.7%	2,942	3.8%	3,554	4.2%
Hispanic Origin (Any Race)	9,968	15.5%	19,870	25.3%	25,384	29.8%

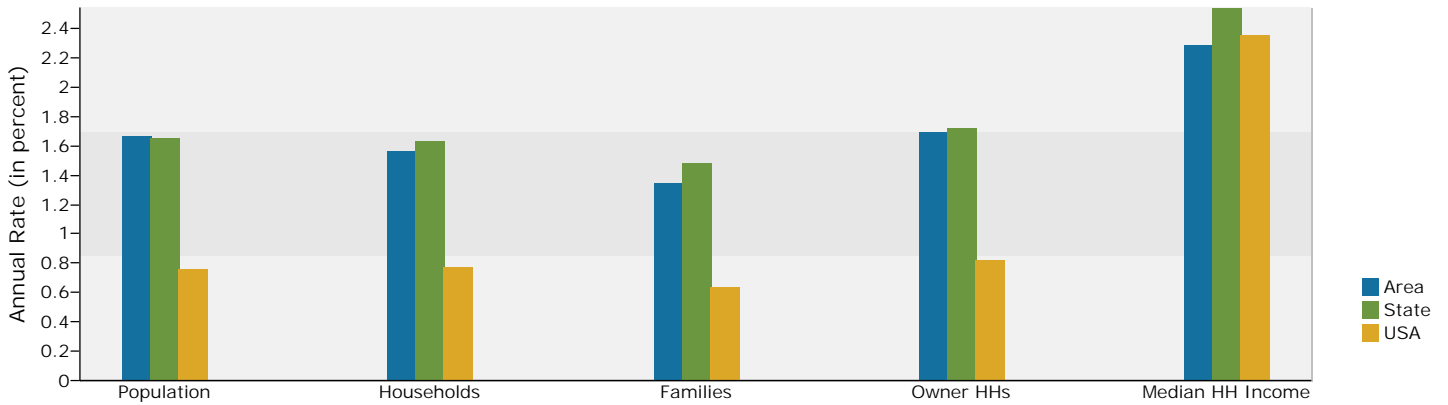
Data Note: Income is expressed in current dollars

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

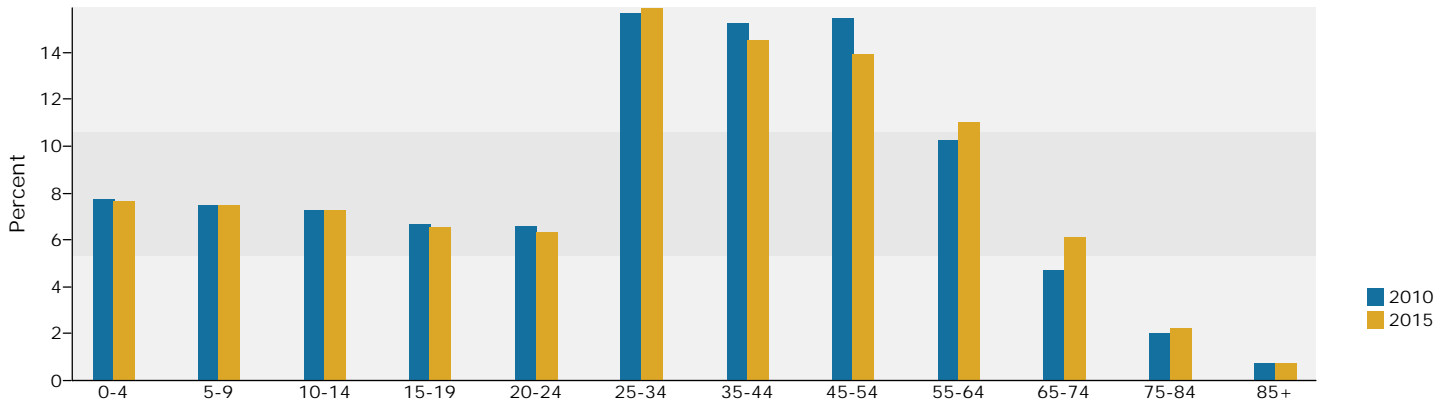
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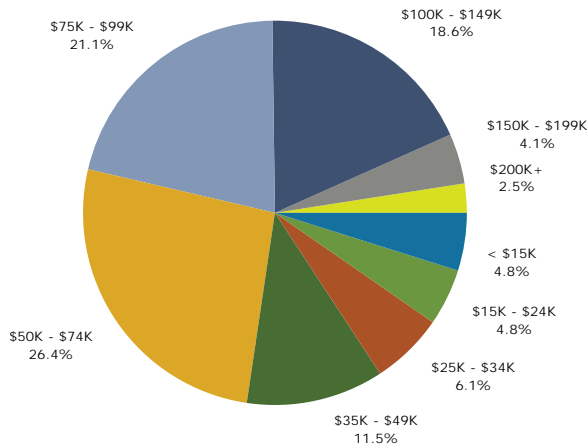
Trends 2010-2015



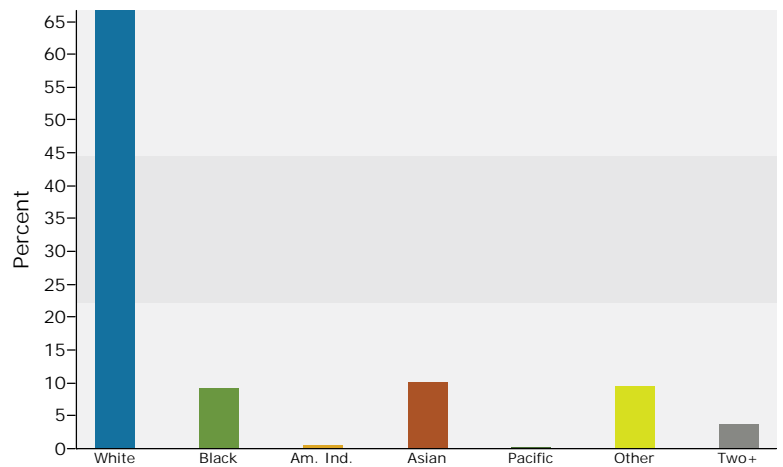
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 25.3%



Demographic and Income Profile

FM 2351 at Beamer
Ring: 5 miles radius

Latitude: 29.55712
Longitude: -95.18

Summary	2000	2010	2015
Population	160,641	199,022	216,538
Households	59,578	72,996	79,153
Families	42,745	51,323	55,048
Average Household Size	2.68	2.72	2.73
Owner Occupied Housing Units	38,489	46,398	50,290
Renter Occupied Housing Units	21,090	26,598	28,863
Median Age	33.7	35.4	35.4
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.70%	1.65%	0.76%
Households	1.63%	1.63%	0.78%
Families	1.41%	1.48%	0.64%
Owner HHs	1.62%	1.72%	0.82%
Median Household Income	1.87%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	4,223	7.1%	3,344	4.6%	2,661	3.4%
\$15,000 - \$24,999	4,681	7.8%	3,352	4.6%	2,769	3.5%
\$25,000 - \$34,999	5,907	9.9%	4,124	5.6%	3,079	3.9%
\$35,000 - \$49,999	9,220	15.4%	8,020	11.0%	5,247	6.6%
\$50,000 - \$74,999	13,876	23.2%	18,218	25.0%	20,604	26.0%
\$75,000 - \$99,999	9,175	15.4%	13,874	19.0%	16,529	20.9%
\$100,000 - \$149,999	8,581	14.4%	14,366	19.7%	19,044	24.1%
\$150,000 - \$199,999	2,389	4.0%	4,536	6.2%	5,445	6.9%
\$200,000+	1,640	2.7%	3,164	4.3%	3,775	4.8%
Median Household Income	\$59,611		\$73,860		\$81,032	
Average Household Income	\$71,896		\$88,240		\$95,492	
Per Capita Income	\$26,889		\$32,600		\$35,162	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,907	7.4%	14,594	7.3%	15,644	7.2%
5 - 9	12,385	7.7%	14,564	7.3%	15,864	7.3%
10 - 14	12,772	8.0%	14,393	7.2%	16,045	7.4%
15 - 19	11,369	7.1%	13,263	6.7%	13,979	6.5%
20 - 24	10,044	6.3%	12,661	6.4%	13,250	6.1%
25 - 34	25,180	15.7%	28,814	14.5%	32,201	14.9%
35 - 44	29,902	18.6%	29,403	14.8%	30,669	14.2%
45 - 54	23,337	14.5%	31,739	15.9%	30,713	14.2%
55 - 64	13,078	8.1%	22,040	11.1%	25,542	11.8%
65 - 74	6,589	4.1%	10,931	5.5%	14,741	6.8%
75 - 84	3,122	1.9%	4,923	2.5%	5,921	2.7%
85+	954	0.6%	1,696	0.9%	1,968	0.9%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	121,109	75.4%	134,538	67.6%	140,270	64.8%
Black Alone	11,423	7.1%	16,906	8.5%	19,078	8.8%
American Indian Alone	622	0.4%	1,053	0.5%	1,223	0.6%
Asian Alone	13,208	8.2%	19,628	9.9%	22,439	10.4%
Pacific Islander Alone	94	0.1%	224	0.1%	250	0.1%
Some Other Race Alone	9,936	6.2%	19,571	9.8%	24,744	11.4%
Two or More Races	4,250	2.6%	7,102	3.6%	8,532	3.9%
Hispanic Origin (Any Race)	25,515	15.9%	49,547	24.9%	62,718	29.0%

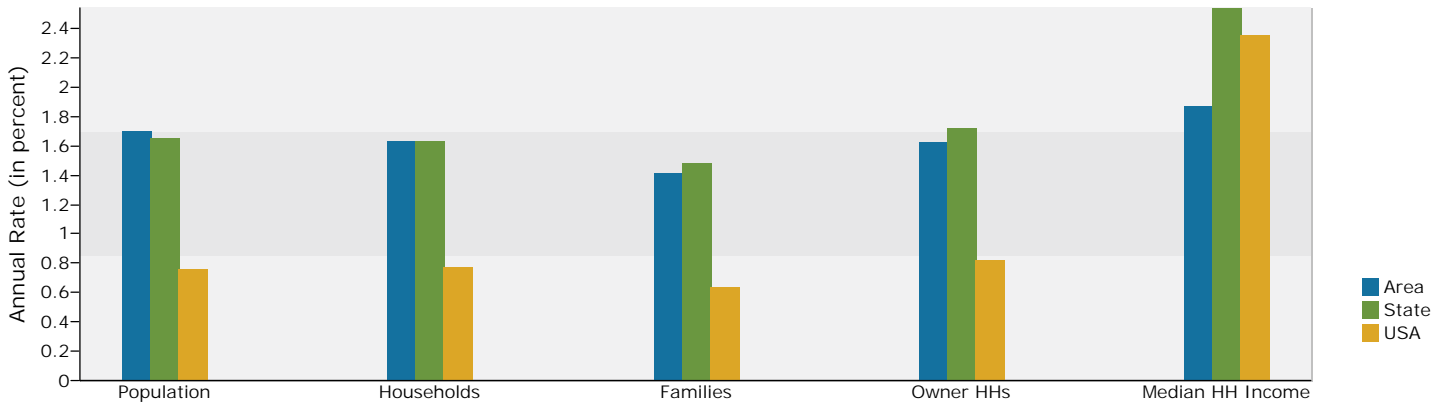
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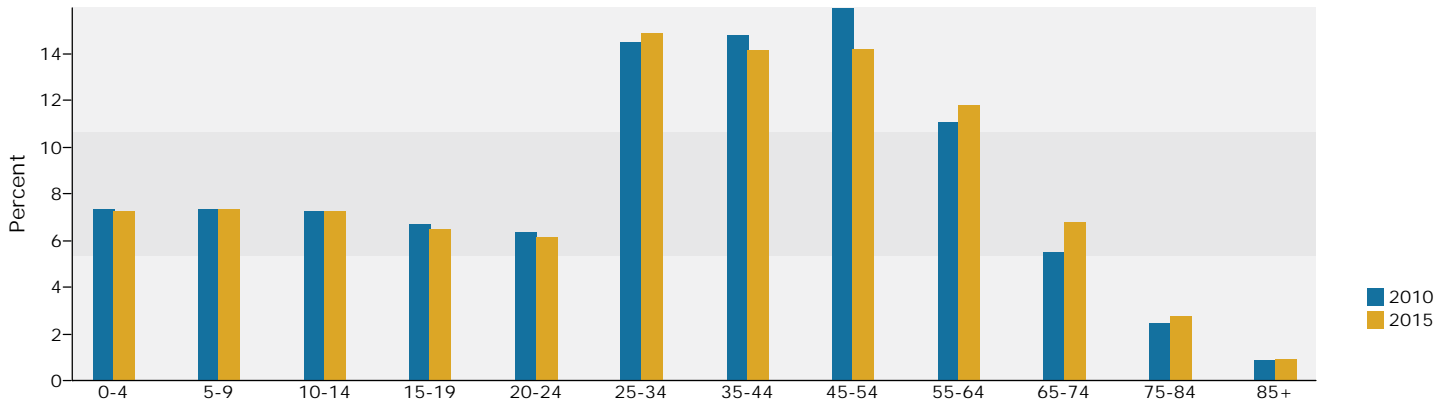
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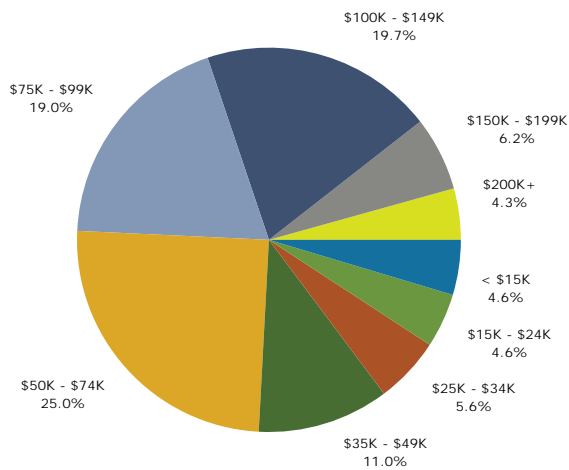
Trends 2010-2015



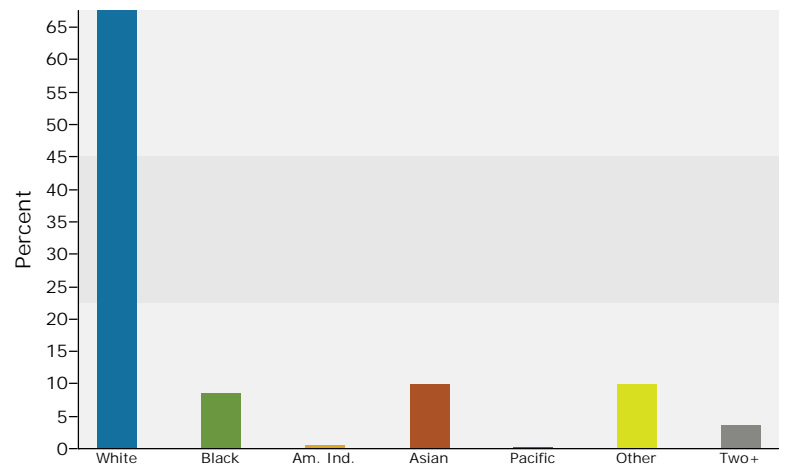
Population by Age



2010 Household Income



2010 Population by Race



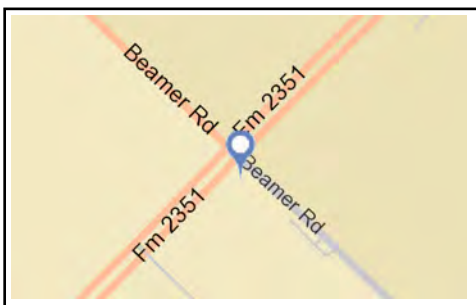
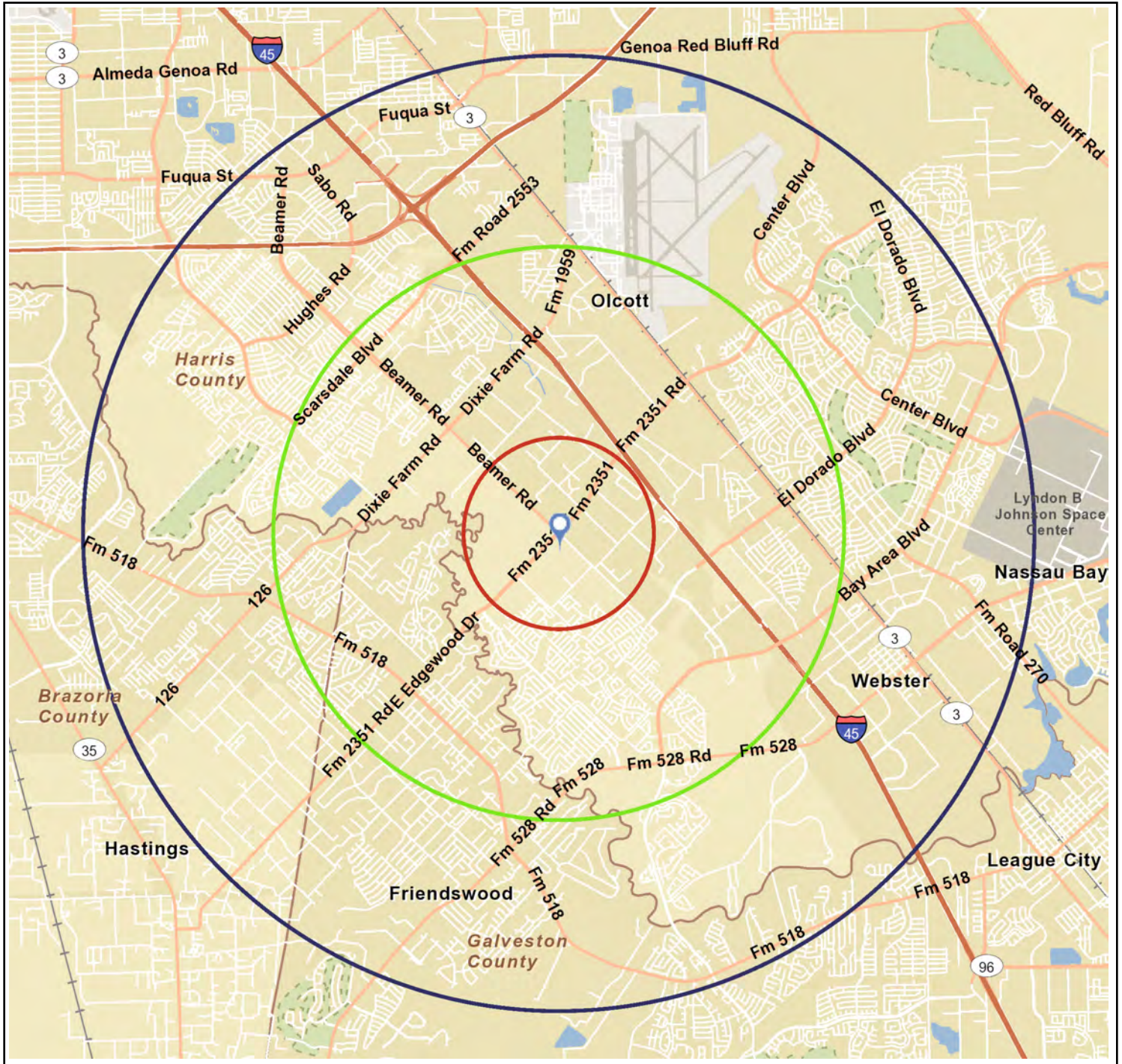
2010 Percent Hispanic Origin: 24.9%

FM 2351 at Beamer

Latitude: 29.55712

Longitude: -95.18

Ring: 1, 3, 5 Miles





FM 2351 at Beamer

Latitude: 29.55712

Longitude: -95.18

Ring: 1 mile radius

Summary Demographics

2010 Population	2,075
2010 Households	599
2010 Median Disposable Income	\$60,742
2010 Per Capita Income	\$31,109

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)	\$22,022,855	\$56,247,442	\$-34,224,587	-43.7	33
Total Retail Trade (NAICS 44-45)	\$18,799,518	\$51,126,650	\$-32,327,132	-46.2	28
Total Food & Drink (NAICS 722)	\$3,223,337	\$5,120,792	\$-1,897,455	-22.7	5

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$4,955,034	\$11,047,597	\$-6,092,563	-38.1	1
Automobile Dealers (NAICS 4411)	\$4,384,540	\$10,541,939	\$-6,157,399	-41.3	1
Other Motor Vehicle Dealers (NAICS 4412)	\$306,280	\$32,002	\$274,278	81.1	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$264,214	\$473,656	\$-209,442	-28.4	1
Furniture & Home Furnishings Stores (NAICS 442)	\$851,791	\$1,720,171	\$-868,380	-33.8	2
Furniture Stores (NAICS 4421)	\$498,515	\$996,224	\$-497,709	-33.3	1
Home Furnishings Stores (NAICS 4422)	\$353,276	\$723,947	\$-370,671	-34.4	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$626,065	\$257,208	\$368,857	41.8	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$841,731	\$93,918	\$747,813	79.9	1
Building Material and Supplies Dealers (NAICS 4441)	\$795,957	\$38,508	\$757,449	90.8	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$45,774	\$55,410	\$-9,636	-9.5	1
Food & Beverage Stores (NAICS 445)	\$3,205,868	\$98,332	\$3,107,536	94.0	1
Grocery Stores (NAICS 4451)	\$2,960,203	\$66,512	\$2,893,691	95.6	1
Specialty Food Stores (NAICS 4452)	\$109,293	\$31,820	\$77,473	54.9	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$136,372	\$0	\$136,372	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$619,825	\$1,403,017	\$-783,192	-38.7	3
Gasoline Stations (NAICS 447/4471)	\$2,880,793	\$4,308,427	\$-1,427,634	-19.9	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$964,465	\$17,059,994	\$-16,095,529	-89.3	15
Clothing Stores (NAICS 4481)	\$738,083	\$14,872,534	\$-14,134,451	-90.5	9
Shoe Stores (NAICS 4482)	\$108,094	\$1,373,913	\$-1,265,819	-85.4	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$118,288	\$813,547	\$-695,259	-74.6	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$262,478	\$226,333	\$36,145	7.4	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$139,380	\$226,333	\$-86,953	-23.8	1
Book, Periodical, and Music Stores (NAICS 4512)	\$123,098	\$0	\$123,098	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 Infogroup



FM 2351 at Beamer

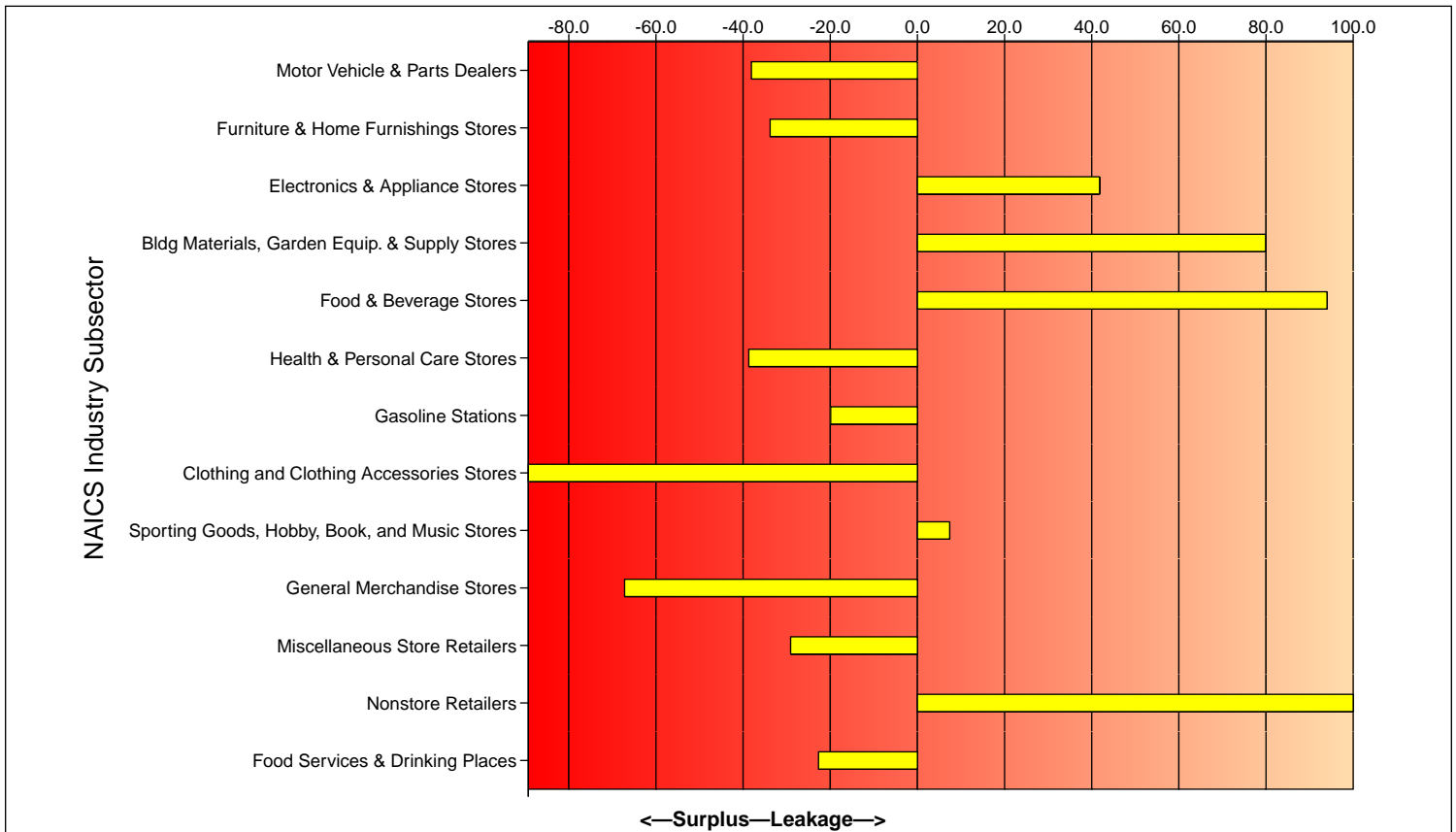
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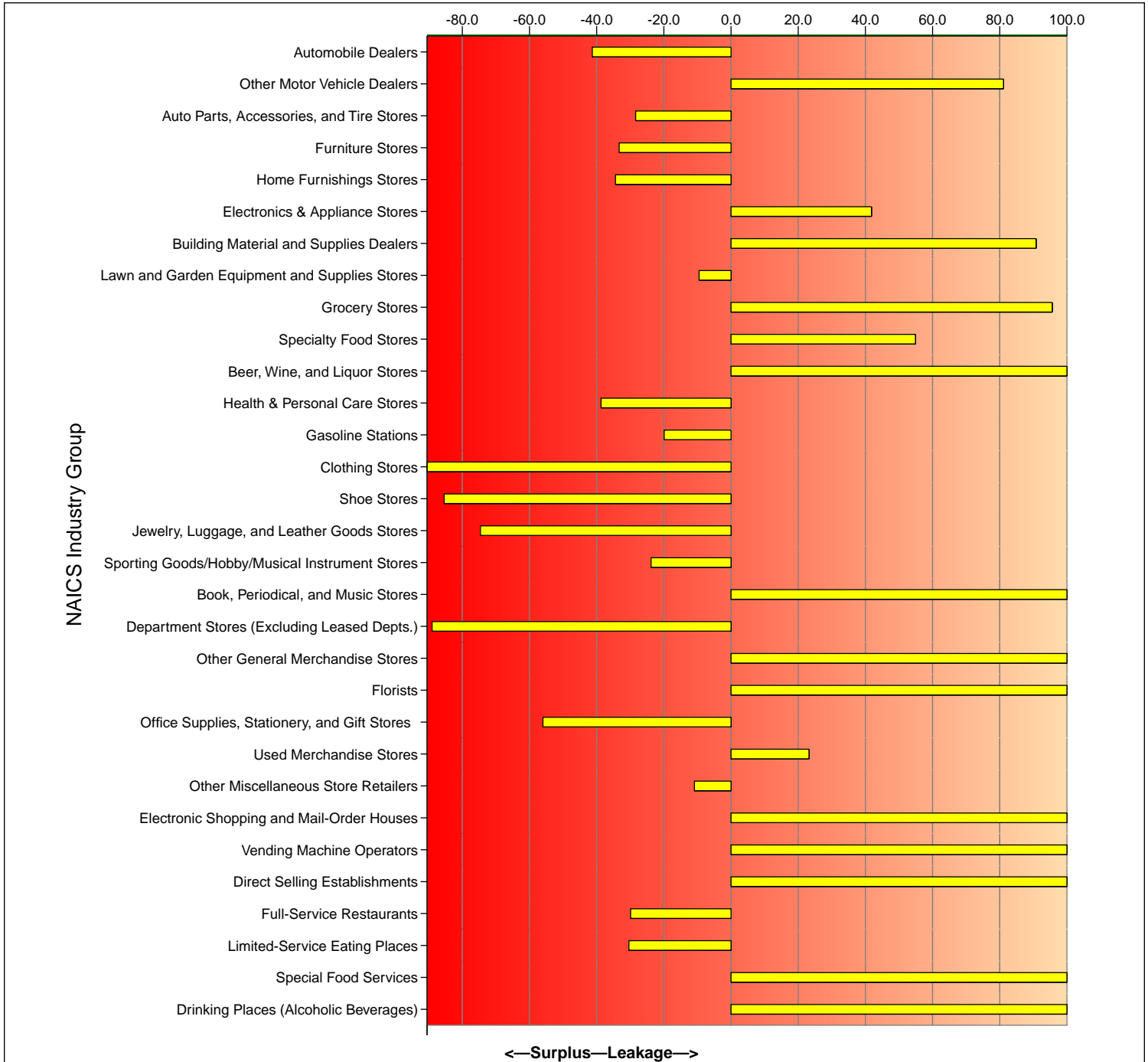
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$2,829,838	\$14,426,386	\$-11,596,548	-67.2	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$841,370	\$14,426,386	\$-13,585,016	-89.0	1
Other General Merchandise Stores (NAICS 4529)	\$1,988,468	\$0	\$1,988,468	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$266,563	\$485,267	\$-218,704	-29.1	3
Florists (NAICS 4531)	\$30,263	\$0	\$30,263	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$92,613	\$327,988	\$-235,375	-56.0	1
Used Merchandise Stores (NAICS 4533)	\$34,663	\$21,607	\$13,056	23.2	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$109,024	\$135,672	\$-26,648	-10.9	1
Nonstore Retailers (NAICS 454)	\$495,067	\$0	\$495,067	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$296,628	\$0	\$296,628	100.0	0
Vending Machine Operators (NAICS 4542)	\$61,670	\$0	\$61,670	100.0	0
Direct Selling Establishments (NAICS 4543)	\$136,769	\$0	\$136,769	100.0	0
Food Services & Drinking Places (NAICS 722)	\$3,223,337	\$5,120,792	\$-1,897,455	-22.7	5
Full-Service Restaurants (NAICS 7221)	\$953,701	\$1,766,258	\$-812,557	-29.9	1
Limited-Service Eating Places (NAICS 7222)	\$1,792,117	\$3,354,534	\$-1,562,417	-30.4	4
Special Food Services (NAICS 7223)	\$346,960	\$0	\$346,960	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$130,559	\$0	\$130,559	100.0	0

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup

Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



FM 2351 at Beamer

Latitude: 29.55712

Longitude: -95.18

Ring: 3 miles radius

Summary Demographics

2010 Population	78,387
2010 Households	29,283
2010 Median Disposable Income	\$55,731
2010 Per Capita Income	\$29,712

Industry Summary

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)	\$896,853,177	\$919,426,867	\$-22,573,690	-1.2	647
Total Retail Trade (NAICS 44-45)	\$764,588,853	\$765,313,711	\$-724,858	0.0	485
Total Food & Drink (NAICS 722)	\$132,264,324	\$154,113,156	\$-21,848,832	-7.6	162

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$196,789,884	\$240,566,434	\$-43,776,550	-10.0	34
Automobile Dealers (NAICS 4411)	\$173,823,956	\$228,214,404	\$-54,390,448	-13.5	10
Other Motor Vehicle Dealers (NAICS 4412)	\$12,104,781	\$3,235,953	\$8,868,828	57.8	6
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$10,861,147	\$9,116,077	\$1,745,070	8.7	18
Furniture & Home Furnishings Stores (NAICS 442)	\$32,691,577	\$27,015,492	\$5,676,085	9.5	32
Furniture Stores (NAICS 4421)	\$19,371,201	\$18,077,746	\$1,293,455	3.5	18
Home Furnishings Stores (NAICS 4422)	\$13,320,376	\$8,937,746	\$4,382,630	19.7	14
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$23,656,385	\$16,525,017	\$7,131,368	17.7	31
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$32,740,806	\$27,539,534	\$5,201,272	8.6	34
Building Material and Supplies Dealers (NAICS 4441)	\$30,957,903	\$26,467,217	\$4,490,686	7.8	27
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,782,903	\$1,072,317	\$710,586	24.9	7
Food & Beverage Stores (NAICS 445)	\$140,674,710	\$84,311,416	\$56,363,294	25.1	37
Grocery Stores (NAICS 4451)	\$130,827,968	\$77,228,260	\$53,599,708	25.8	23
Specialty Food Stores (NAICS 4452)	\$4,237,609	\$3,657,328	\$580,281	7.4	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,609,133	\$3,425,828	\$2,183,305	24.2	9
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$25,250,859	\$33,857,103	\$-8,606,244	-14.6	48
Gasoline Stations (NAICS 447/4471)	\$119,558,503	\$84,877,163	\$34,681,340	17.0	29
Clothing and Clothing Accessories Stores (NAICS 448)	\$37,895,953	\$110,854,549	\$-72,958,596	-49.0	115
Clothing Stores (NAICS 4481)	\$28,998,688	\$94,121,356	\$-65,122,668	-52.9	71
Shoe Stores (NAICS 4482)	\$4,148,043	\$9,171,469	\$-5,023,426	-37.7	20
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$4,749,222	\$7,561,724	\$-2,812,502	-22.8	24
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$10,571,808	\$14,619,942	\$-4,048,134	-16.1	41
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$5,817,745	\$9,182,713	\$-3,364,968	-22.4	36
Book, Periodical, and Music Stores (NAICS 4512)	\$4,754,063	\$5,437,229	\$-683,166	-6.7	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 2351 at Beamer

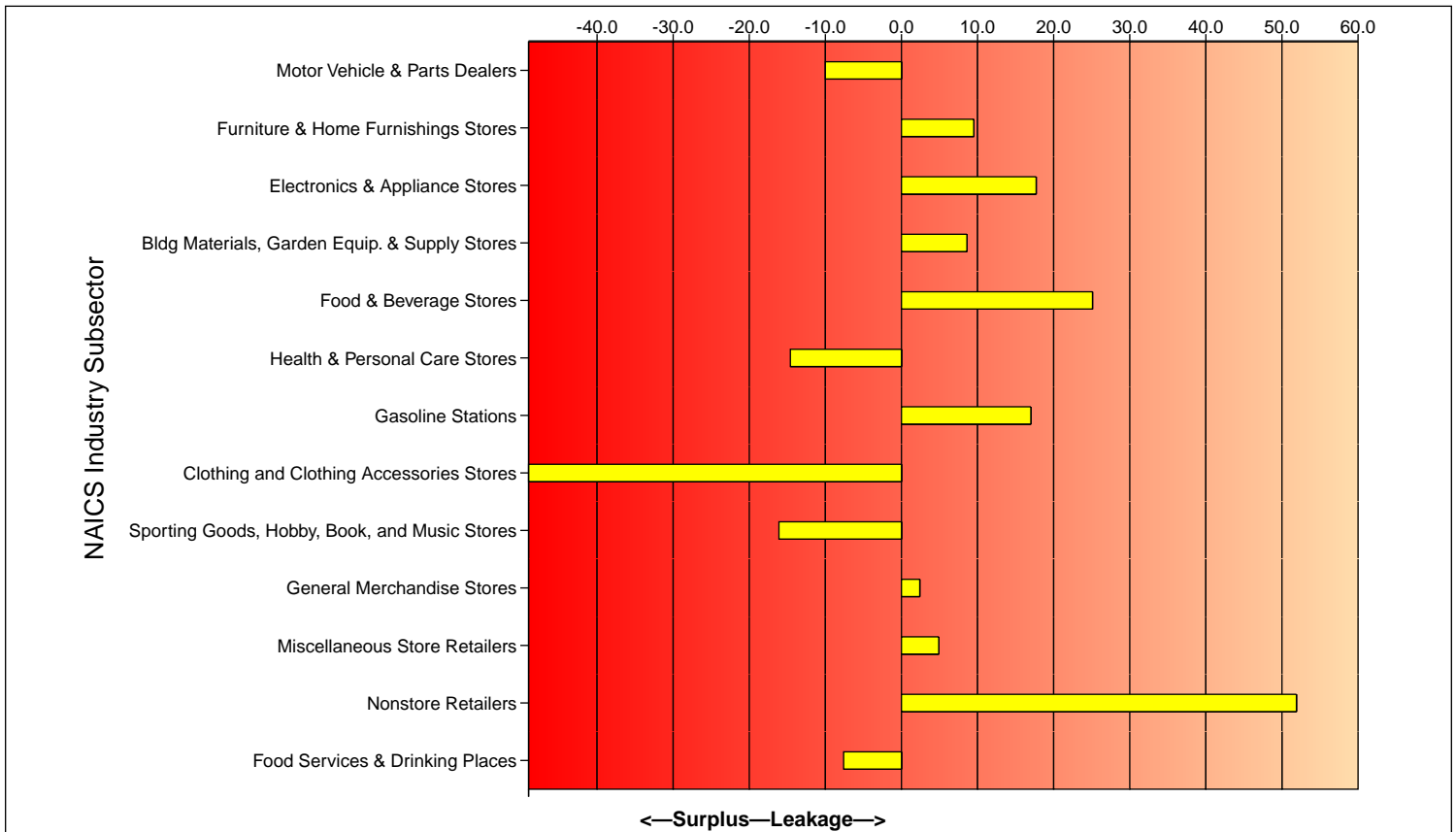
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Ring: 3 miles radius

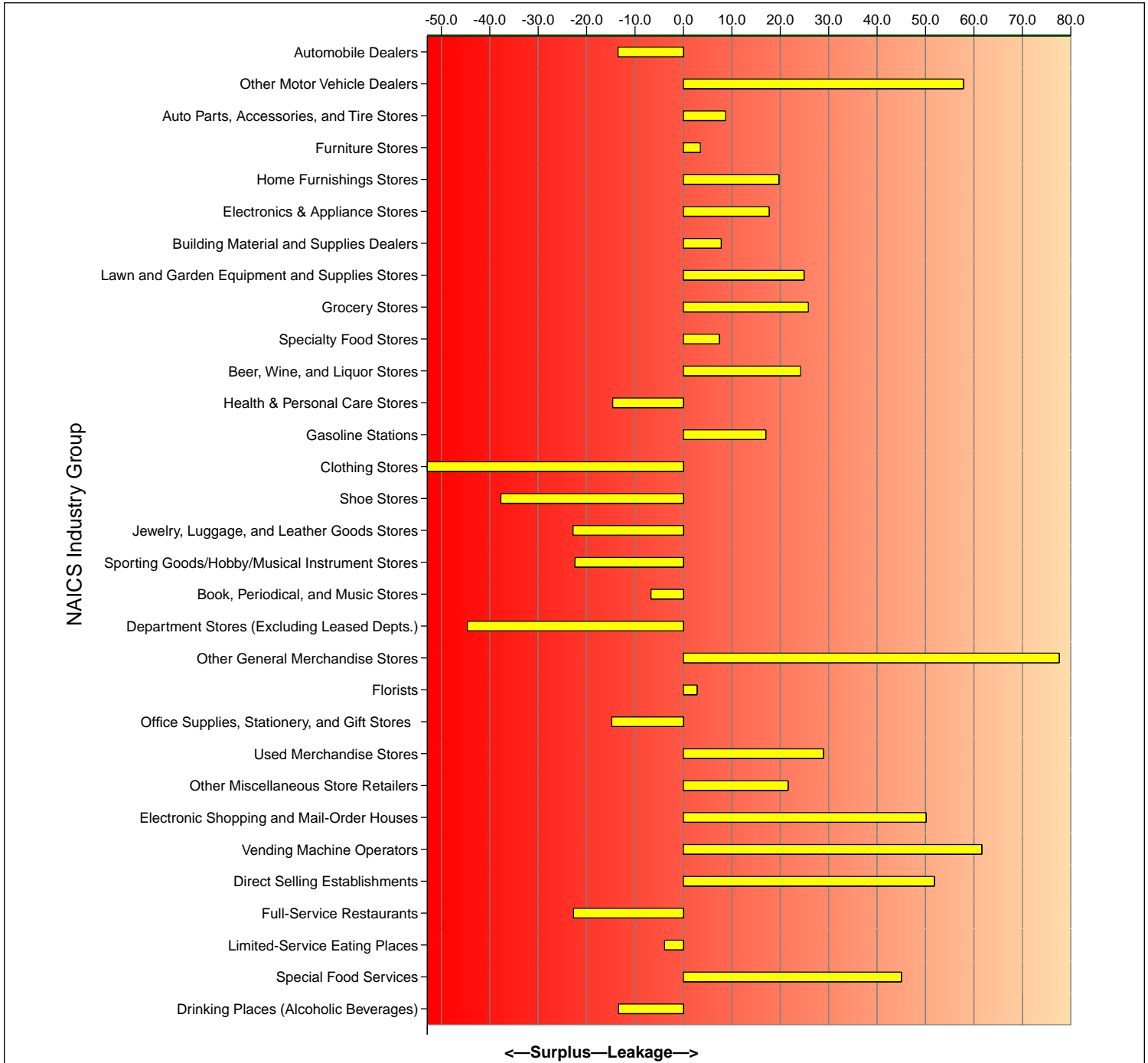
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$113,708,973	\$108,386,814	\$5,322,159	2.4	15
Department Stores Excluding Leased Depts.(NAICS 4521)	\$37,833,617	\$98,797,774	-\$60,964,157	-44.6	13
Other General Merchandise Stores (NAICS 4529)	\$75,875,356	\$9,589,040	\$66,286,316	77.6	2
Miscellaneous Store Retailers (NAICS 453)	\$11,736,736	\$10,645,570	\$1,091,166	4.9	65
Florists (NAICS 4531)	\$1,297,173	\$1,226,113	\$71,060	2.8	8
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,052,686	\$5,456,556	-\$1,403,870	-14.8	28
Used Merchandise Stores (NAICS 4533)	\$1,691,270	\$932,400	\$758,870	28.9	8
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,695,607	\$3,030,501	\$1,665,106	21.6	21
Nonstore Retailers (NAICS 454)	\$19,312,659	\$6,114,677	\$13,197,982	51.9	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$11,079,876	\$3,686,369	\$7,393,507	50.1	1
Vending Machine Operators (NAICS 4542)	\$2,296,279	\$545,046	\$1,751,233	61.6	2
Direct Selling Establishments (NAICS 4543)	\$5,936,504	\$1,883,262	\$4,053,242	51.8	1
Food Services & Drinking Places (NAICS 722)	\$132,264,324	\$154,113,156	-\$21,848,832	-7.6	162
Full-Service Restaurants (NAICS 7221)	\$37,999,853	\$60,333,832	-\$22,333,979	-22.7	69
Limited-Service Eating Places (NAICS 7222)	\$75,141,403	\$81,223,156	-\$6,081,753	-3.9	79
Special Food Services (NAICS 7223)	\$13,423,393	\$5,094,651	\$8,328,742	45.0	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,699,675	\$7,461,517	-\$1,761,842	-13.4	10

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup

Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



FM 2351 at Beamer

Latitude: 29.55712

Longitude: -95.18

Ring: 5 miles radius

Summary Demographics

2010 Population	199,022
2010 Households	72,996
2010 Median Disposable Income	\$58,229
2010 Per Capita Income	\$32,600

Industry Summary

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)	\$2,427,084,231	\$2,507,896,326	\$-80,812,095	-1.6	1,472
Total Retail Trade (NAICS 44-45)	\$2,069,420,020	\$2,075,719,778	\$-6,299,758	-0.2	1,036
Total Food & Drink (NAICS 722)	\$357,664,211	\$432,176,548	\$-74,512,337	-9.4	436

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$530,193,767	\$785,510,941	\$-255,317,174	-19.4	83
Automobile Dealers (NAICS 4411)	\$467,301,021	\$757,164,389	\$-289,863,368	-23.7	28
Other Motor Vehicle Dealers (NAICS 4412)	\$33,318,237	\$10,288,540	\$23,029,697	52.8	19
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$29,574,509	\$18,058,012	\$11,516,497	24.2	36
Furniture & Home Furnishings Stores (NAICS 442)	\$88,573,342	\$57,839,996	\$30,733,346	21.0	71
Furniture Stores (NAICS 4421)	\$52,739,079	\$38,894,851	\$13,844,228	15.1	34
Home Furnishings Stores (NAICS 4422)	\$35,834,263	\$18,945,145	\$16,889,118	30.8	37
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$63,136,130	\$71,085,703	\$-7,949,573	-5.9	92
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$90,477,654	\$72,470,376	\$18,007,278	11.1	75
Building Material and Supplies Dealers (NAICS 4441)	\$85,550,564	\$69,583,970	\$15,966,594	10.3	57
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$4,927,090	\$2,886,406	\$2,040,684	26.1	18
Food & Beverage Stores (NAICS 445)	\$384,921,904	\$315,963,391	\$68,958,513	9.8	98
Grocery Stores (NAICS 4451)	\$358,711,481	\$297,319,635	\$61,391,846	9.4	59
Specialty Food Stores (NAICS 4452)	\$11,295,984	\$6,823,404	\$4,472,580	24.7	18
Beer, Wine, and Liquor Stores (NAICS 4453)	\$14,914,439	\$11,820,352	\$3,094,087	11.6	21
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$68,321,873	\$62,423,768	\$5,898,105	4.5	99
Gasoline Stations (NAICS 447/4471)	\$322,473,142	\$222,984,857	\$99,488,285	18.2	69
Clothing and Clothing Accessories Stores (NAICS 448)	\$101,407,847	\$133,938,751	\$-32,530,904	-13.8	161
Clothing Stores (NAICS 4481)	\$77,414,382	\$110,452,231	\$-33,037,849	-17.6	103
Shoe Stores (NAICS 4482)	\$10,909,678	\$10,957,119	\$-47,441	-0.2	23
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$13,083,787	\$12,529,401	\$554,386	2.2	35
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$28,819,577	\$43,700,135	\$-14,880,558	-20.5	94
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$16,147,297	\$29,780,368	\$-13,633,071	-29.7	83
Book, Periodical, and Music Stores (NAICS 4512)	\$12,672,280	\$13,919,767	\$-1,247,487	-4.7	11

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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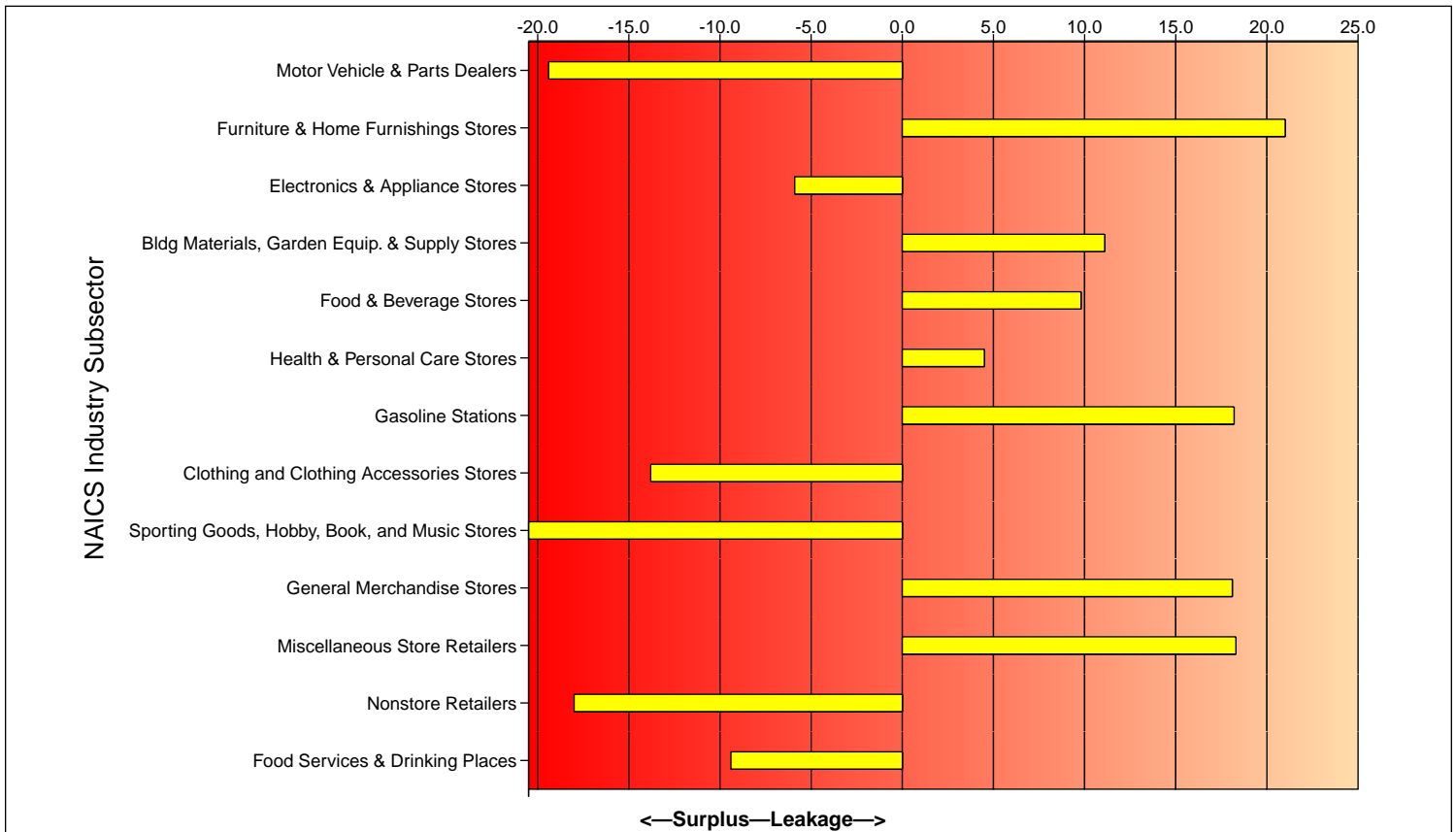
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Longitude: -95.18

Ring: 5 miles radius

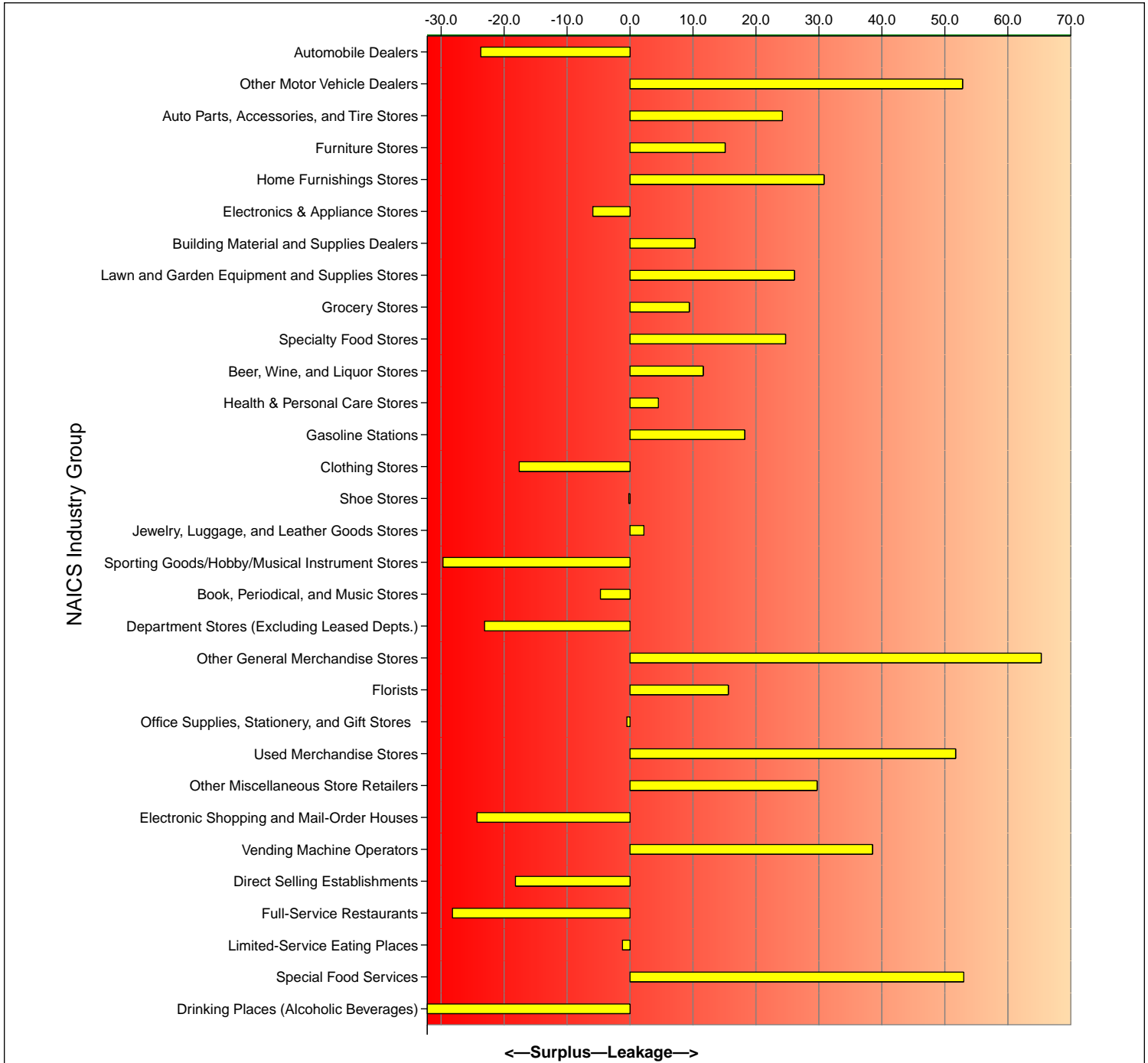
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$306,753,014	\$212,681,840	\$94,071,174	18.1	35
Department Stores Excluding Leased Depts.(NAICS 4521)	\$106,656,196	\$170,609,972	-\$63,953,776	-23.1	23
Other General Merchandise Stores (NAICS 4529)	\$200,096,818	\$42,071,868	\$158,024,950	65.3	12
Miscellaneous Store Retailers (NAICS 453)	\$32,464,717	\$22,430,272	\$10,034,445	18.3	139
Florists (NAICS 4531)	\$3,659,599	\$2,671,560	\$988,039	15.6	24
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$11,170,418	\$11,274,951	-\$104,533	-0.5	52
Used Merchandise Stores (NAICS 4533)	\$4,799,819	\$1,529,858	\$3,269,961	51.7	18
Other Miscellaneous Store Retailers (NAICS 4539)	\$12,834,881	\$6,953,903	\$5,880,978	29.7	45
Nonstore Retailers (NAICS 454)	\$51,877,053	\$74,689,748	-\$22,812,695	-18.0	20
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$29,067,125	\$47,760,358	-\$18,693,233	-24.3	4
Vending Machine Operators (NAICS 4542)	\$6,044,232	\$2,681,372	\$3,362,860	38.5	7
Direct Selling Establishments (NAICS 4543)	\$16,765,696	\$24,248,018	-\$7,482,322	-18.2	9
Food Services & Drinking Places (NAICS 722)	\$357,664,211	\$432,176,548	-\$74,512,337	-9.4	436
Full-Service Restaurants (NAICS 7221)	\$100,913,079	\$180,175,375	-\$79,262,296	-28.2	215
Limited-Service Eating Places (NAICS 7222)	\$205,751,278	\$210,587,561	-\$4,836,283	-1.2	180
Special Food Services (NAICS 7223)	\$35,328,103	\$10,846,005	\$24,482,098	53.0	10
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$15,671,751	\$30,567,607	-\$14,895,856	-32.2	31

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup

Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



FM 2351 at Beamer

Latitude: 29.55712

Longitude: -95.18

Ring: 1 mile radius

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	1,972	2,075	2,175	100	0.95%
Median Age	30.3	31.9	32.7	0.8	0.5%
Households	573	599	627	28	0.92%
Average Household Size	3.43	3.45	3.45	0	0%

2010 Households by Net Worth

	Number	Percent
Total	601	100.0%
<\$15,000	89	14.8%
\$15,000 - \$34,999	42	7.0%
\$35,000 - \$49,999	25	4.2%
\$50,000 - \$74,999	34	5.7%
\$75,000 - \$99,999	33	5.5%
\$100,000 - \$149,999	53	8.8%
\$150,000 - \$249,999	85	14.1%
\$250,000 - \$499,999	110	18.3%
\$500,000 - \$999,999	84	14.0%
\$1,000,000+	46	7.7%
Median Net Worth	\$171,176	
Average Net Worth	\$484,652	

2010 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	24	158	162	154	75	17	7
<\$15,000	22	44	10	6	6	0	1
\$15,000 - \$34,999	1	28	7	4	1	0	0
\$35,000 - \$49,999	1	9	8	5	2	0	0
\$50,000 - \$99,999	0	22	21	17	3	2	0
\$100,000 - \$149,999	0	17	14	15	5	1	1
\$150,000 - \$249,999	0	21	29	23	10	1	1
\$250,000 - \$499,999	0	8	52	37	8	4	1
\$500,000+	0	9	21	47	40	9	3
Median Net Worth	\$8,182	\$46,030	\$213,292	\$277,363	\$500,000	\$500,000	\$344,879
Average Net Worth	\$9,688	\$151,794	\$360,547	\$679,995	\$1,227,637	\$1,305,361	\$835,621

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 2351 at Beamer

Latitude: 29.55712

Longitude: -95.18

Ring: 3 miles radius

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	64,259	78,387	85,128	6,741	1.66%
Median Age	32.2	34.0	34.1	0.1	0.06%
Households	24,356	29,283	31,645	2,362	1.56%
Average Household Size	2.63	2.67	2.68	0.01	0.07%

2010 Households by Net Worth

	Number	Percent
Total	29,282	100.0%
<\$15,000	6,114	20.9%
\$15,000 - \$34,999	2,364	8.1%
\$35,000 - \$49,999	1,308	4.5%
\$50,000 - \$74,999	1,835	6.3%
\$75,000 - \$99,999	1,496	5.1%
\$100,000 - \$149,999	2,086	7.1%
\$150,000 - \$249,999	3,196	10.9%
\$250,000 - \$499,999	4,949	16.9%
\$500,000 - \$999,999	3,775	12.9%
\$1,000,000+	2,159	7.4%
Median Net Worth	\$133,723	
Average Net Worth	\$454,090	

2010 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,656	5,913	6,589	7,013	4,642	2,210	1,256
<\$15,000	1,380	2,248	1,067	660	353	205	202
\$15,000 - \$34,999	149	1,057	608	257	154	85	54
\$35,000 - \$49,999	24	313	450	290	144	44	42
\$50,000 - \$99,999	50	664	870	950	379	292	125
\$100,000 - \$149,999	23	460	434	547	335	159	127
\$150,000 - \$249,999	10	624	926	862	420	162	192
\$250,000 - \$499,999	17	372	1,563	1,647	761	407	181
\$500,000+	3	175	671	1,800	2,096	856	333
Median Net Worth	\$9,000	\$25,611	\$131,540	\$240,397	\$397,988	\$317,226	\$181,102
Average Net Worth	\$19,093	\$110,547	\$283,193	\$587,765	\$1,068,988	\$975,164	\$562,835

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 2351 at Beamer

Latitude: 29.55712

Longitude: -95.18

Ring: 5 miles radius

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	160,641	199,022	216,538	17,516	1.7%
Median Age	33.7	35.4	35.4	0.0	0%
Households	59,578	72,996	79,153	6,157	1.63%
Average Household Size	2.68	2.72	2.73	0.01	0.07%

2010 Households by Net Worth

	Number	Percent
Total	72,996	100.0%
<\$15,000	14,024	19.2%
\$15,000 - \$34,999	5,707	7.8%
\$35,000 - \$49,999	2,949	4.0%
\$50,000 - \$74,999	3,979	5.5%
\$75,000 - \$99,999	3,435	4.7%
\$100,000 - \$149,999	4,740	6.5%
\$150,000 - \$249,999	7,073	9.7%
\$250,000 - \$499,999	11,636	15.9%
\$500,000 - \$999,999	10,945	15.0%
\$1,000,000+	8,508	11.7%
Median Net Worth	\$167,626	
Average Net Worth	\$606,644	

2010 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	3,931	13,376	15,744	17,691	12,454	6,323	3,480
<\$15,000	3,210	5,119	2,661	1,420	760	495	359
\$15,000 - \$34,999	353	2,530	1,431	709	388	184	112
\$35,000 - \$49,999	86	596	1,013	710	363	93	88
\$50,000 - \$99,999	121	1,339	1,895	2,187	957	634	283
\$100,000 - \$149,999	55	956	1,017	1,294	701	402	314
\$150,000 - \$249,999	28	1,287	1,926	1,845	1,001	474	513
\$250,000 - \$499,999	62	1,003	3,400	3,528	1,833	1,214	597
\$500,000+	16	546	2,401	5,998	6,451	2,827	1,214
Median Net Worth	\$9,185	\$24,437	\$141,128	\$279,364	\$500,000	\$402,481	\$267,943
Average Net Worth	\$22,763	\$125,891	\$340,831	\$714,202	\$1,201,090	\$1,108,687	\$711,758

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.