



Retail MarketPlace Profile

Prepared by Kevin McGraw

College Station
East Retail Pad
Ring: 1 mile radius

Latitude: 30.588254
Longitude: -96.321237

Summary Demographics

2010 Population	11,594
2010 Households	4,928
2010 Median Disposable Income	\$22,429
2010 Per Capita Income	\$18,101

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)	\$73,816,240	\$18,131,938	\$55,684,302	60.6	22
Total Retail Trade (NAICS 44-45)	\$62,538,133	\$14,662,878	\$47,875,255	62.0	15
Total Food & Drink (NAICS 722)	\$11,278,107	\$3,469,060	\$7,809,047	53.0	7

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$15,383,371	\$256,637	\$15,126,734	96.7	1
Automobile Dealers (NAICS 4411)	\$13,454,338	\$0	\$13,454,338	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$958,867	\$0	\$958,867	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$970,166	\$256,637	\$713,529	58.2	1
Furniture & Home Furnishings Stores (NAICS 442)	\$2,310,688	\$575,345	\$1,735,343	60.1	2
Furniture Stores (NAICS 4421)	\$1,499,661	\$329,754	\$1,169,907	63.9	1
Home Furnishings Stores (NAICS 4422)	\$811,027	\$245,591	\$565,436	53.5	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,448,341	\$249,286	\$1,199,055	70.6	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,594,294	\$63,608	\$1,530,686	92.3	1
Building Material and Supplies Dealers (NAICS 4441)	\$1,480,014	\$34,338	\$1,445,676	95.5	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$114,280	\$29,270	\$85,010	59.2	1
Food & Beverage Stores (NAICS 445)	\$10,124,806	\$537,634	\$9,587,172	89.9	1
Grocery Stores (NAICS 4451)	\$9,333,113	\$517,420	\$8,815,693	89.5	1
Specialty Food Stores (NAICS 4452)	\$189,618	\$3,178	\$186,440	96.7	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$602,075	\$17,036	\$585,039	94.5	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,820,352	\$10,939	\$1,809,413	98.8	1
Gasoline Stations (NAICS 447/4471)	\$14,182,159	\$11,279,830	\$2,902,329	11.4	5
Clothing and Clothing Accessories Stores (NAICS 448)	\$2,813,684	\$635,785	\$2,177,899	63.1	4
Clothing Stores (NAICS 4481)	\$2,246,351	\$265,389	\$1,980,962	78.9	2
Shoe Stores (NAICS 4482)	\$192,601	\$370,396	\$-177,795	-31.6	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$374,732	\$0	\$374,732	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,669,080	\$391,185	\$1,277,895	62.0	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$655,189	\$5,327	\$649,862	98.4	1
Book, Periodical, and Music Stores (NAICS 4512)	\$1,013,891	\$385,858	\$628,033	44.9	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and Infogroup

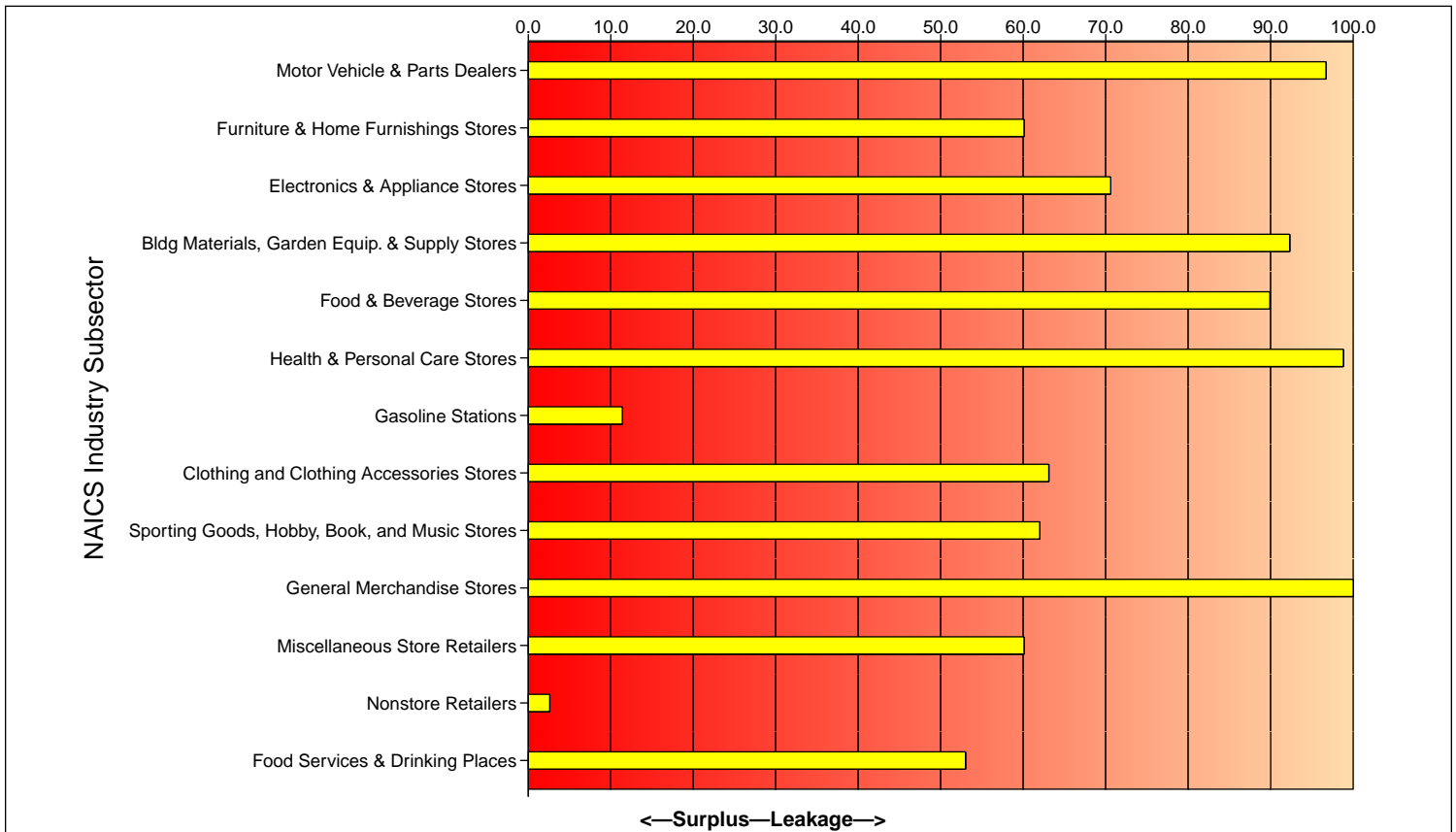


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$9,902,322	\$0	\$9,902,322	100.0	0
Department Stores Excluding Leased Depts.(NAICS 4521)	\$6,055,767	\$0	\$6,055,767	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$3,846,555	\$0	\$3,846,555	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$801,041	\$199,421	\$601,620	60.1	3
Florists (NAICS 4531)	\$92,601	\$1,996	\$90,605	95.8	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$247,332	\$2,318	\$245,014	98.1	1
Used Merchandise Stores (NAICS 4533)	\$71,556	\$11,587	\$59,969	72.1	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$389,552	\$183,520	\$206,032	36.0	3
Nonstore Retailers (NAICS 454)	\$487,995	\$463,208	\$24,787	2.6	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$463,208	-\$463,208	-100.0	1
Vending Machine Operators (NAICS 4542)	\$134,784	\$0	\$134,784	100.0	0
Direct Selling Establishments (NAICS 4543)	\$353,211	\$0	\$353,211	100.0	0
Food Services & Drinking Places (NAICS 722)	\$11,278,107	\$3,469,060	\$7,809,047	53.0	7
Full-Service Restaurants (NAICS 7221)	\$3,640,623	\$2,615,497	\$1,025,126	16.4	6
Limited-Service Eating Places (NAICS 7222)	\$6,681,570	\$853,563	\$5,828,007	77.3	1
Special Food Services (NAICS 7223)	\$274,765	\$0	\$274,765	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$681,149	\$0	\$681,149	100.0	0

Leakage/Surplus Factor by Industry Subsector



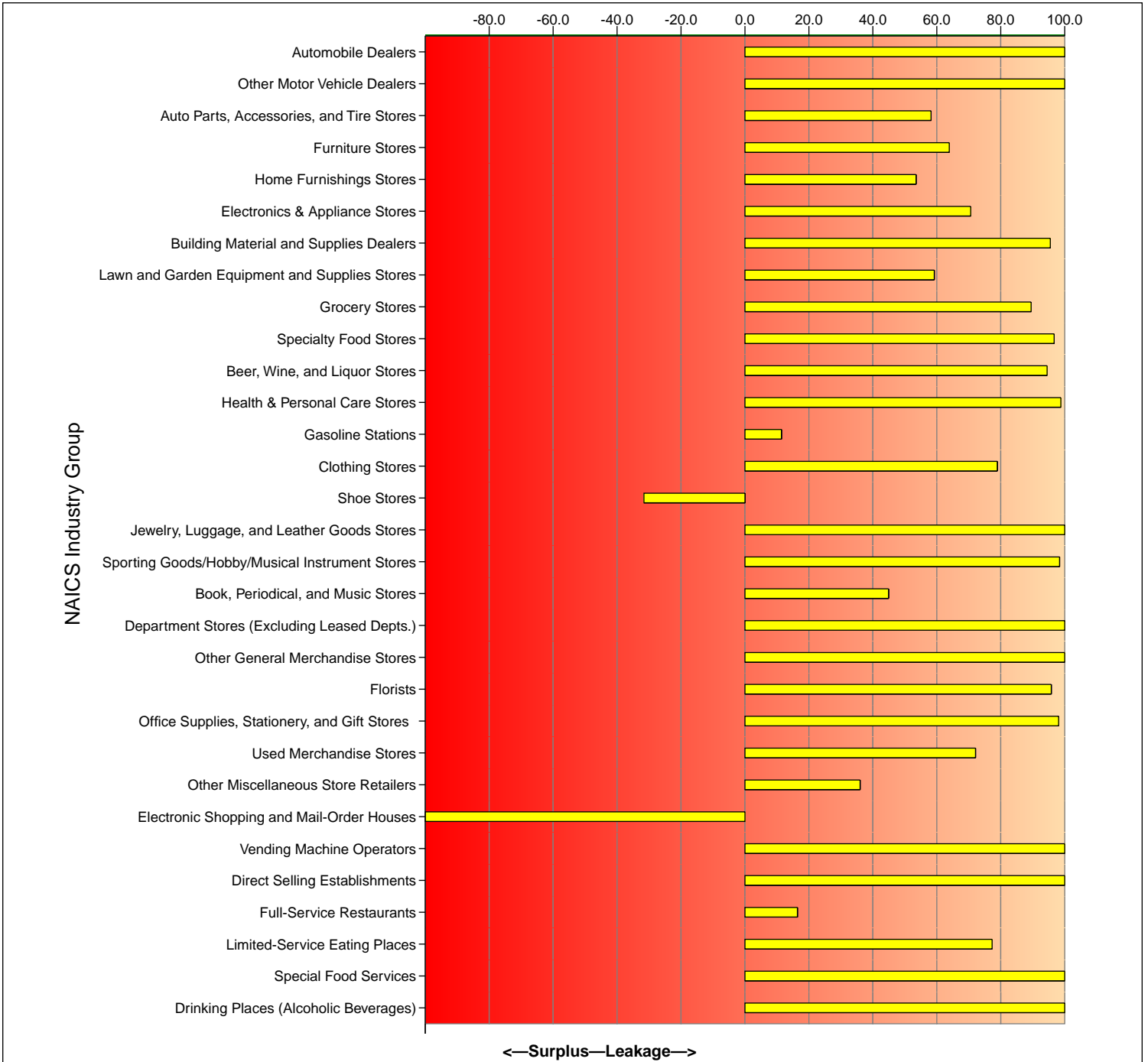
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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



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Ring: 3 miles radius

Latitude: 30.588254
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Summary Demographics

2010 Population	78,010
2010 Households	28,677
2010 Median Disposable Income	\$25,071
2010 Per Capita Income	\$18,904

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)	\$494,387,856	\$515,292,096	\$-20,904,240	-2.1	501
Total Retail Trade (NAICS 44-45)	\$418,948,326	\$356,223,860	\$62,724,466	8.1	325
Total Food & Drink (NAICS 722)	\$75,439,530	\$159,068,236	\$-83,628,706	-35.7	176

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$104,741,895	\$17,031,048	\$87,710,847	72.0	15
Automobile Dealers (NAICS 4411)	\$91,464,868	\$10,603,632	\$80,861,236	79.2	3
Other Motor Vehicle Dealers (NAICS 4412)	\$6,798,439	\$2,178,182	\$4,620,257	51.5	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$6,478,588	\$4,249,234	\$2,229,354	20.8	10
Furniture & Home Furnishings Stores (NAICS 442)	\$16,253,123	\$12,860,185	\$3,392,938	11.7	21
Furniture Stores (NAICS 4421)	\$10,520,257	\$7,034,760	\$3,485,497	19.9	9
Home Furnishings Stores (NAICS 4422)	\$5,732,866	\$5,825,425	\$-92,559	-0.8	12
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$9,791,756	\$23,503,890	\$-13,712,134	-41.2	22
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$11,489,055	\$4,484,561	\$7,004,494	43.9	13
Building Material and Supplies Dealers (NAICS 4441)	\$10,702,554	\$4,048,129	\$6,654,425	45.1	11
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$786,501	\$436,432	\$350,069	28.6	2
Food & Beverage Stores (NAICS 445)	\$66,667,824	\$75,172,723	\$-8,504,899	-6.0	23
Grocery Stores (NAICS 4451)	\$61,419,544	\$72,431,083	\$-11,011,539	-8.2	13
Specialty Food Stores (NAICS 4452)	\$1,248,424	\$552,687	\$695,737	38.6	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$3,999,856	\$2,188,953	\$1,810,903	29.3	5
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$11,853,960	\$9,876,110	\$1,977,850	9.1	24
Gasoline Stations (NAICS 447/4471)	\$93,112,300	\$55,911,331	\$37,200,969	25.0	20
Clothing and Clothing Accessories Stores (NAICS 448)	\$19,007,997	\$45,742,369	\$-26,734,372	-41.3	77
Clothing Stores (NAICS 4481)	\$15,114,337	\$36,576,142	\$-21,461,805	-41.5	48
Shoe Stores (NAICS 4482)	\$1,280,578	\$5,714,669	\$-4,434,091	-63.4	12
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,613,082	\$3,451,558	\$-838,476	-13.8	17
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$11,138,529	\$25,316,578	\$-14,178,049	-38.9	41
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$4,469,105	\$4,029,442	\$439,663	5.2	24
Book, Periodical, and Music Stores (NAICS 4512)	\$6,669,424	\$21,287,136	\$-14,617,712	-52.3	17

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Source: ESRI and Infogroup



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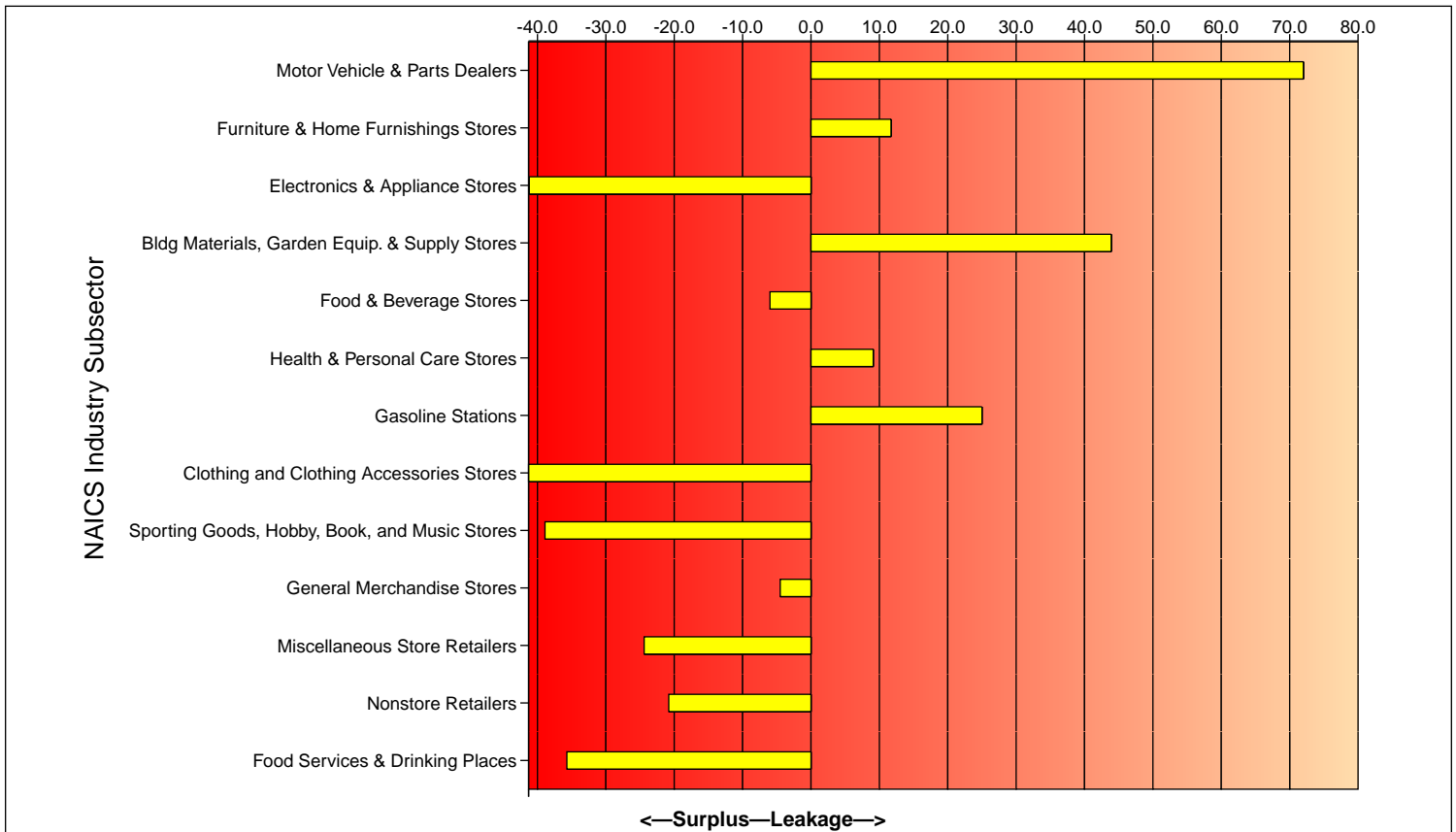
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$66,343,965	\$72,629,483	\$-6,285,518	-4.5	17
Department Stores Excluding Leased Depts.(NAICS 4521)	\$40,873,572	\$52,012,540	\$-11,138,968	-12.0	13
Other General Merchandise Stores (NAICS 4529)	\$25,470,393	\$20,616,943	\$4,853,450	10.5	4
Miscellaneous Store Retailers (NAICS 453)	\$5,410,016	\$8,906,230	\$-3,496,214	-24.4	47
Florists (NAICS 4531)	\$637,184	\$808,878	\$-171,694	-11.9	7
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,692,569	\$4,584,495	\$-2,891,926	-46.1	17
Used Merchandise Stores (NAICS 4533)	\$486,956	\$357,187	\$129,769	15.4	4
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,593,307	\$3,155,670	\$-562,363	-9.8	19
Nonstore Retailers (NAICS 454)	\$3,137,906	\$4,789,352	\$-1,651,446	-20.8	5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$1,718,653	\$-1,718,653	-100.0	1
Vending Machine Operators (NAICS 4542)	\$887,706	\$0	\$887,706	100.0	0
Direct Selling Establishments (NAICS 4543)	\$2,250,200	\$3,070,699	\$-820,499	-15.4	4
Food Services & Drinking Places (NAICS 722)	\$75,439,530	\$159,068,236	\$-83,628,706	-35.7	176
Full-Service Restaurants (NAICS 7221)	\$24,364,844	\$68,381,747	\$-44,016,903	-47.5	95
Limited-Service Eating Places (NAICS 7222)	\$44,663,697	\$77,036,632	\$-32,372,935	-26.6	65
Special Food Services (NAICS 7223)	\$1,837,018	\$2,916,813	\$-1,079,795	-22.7	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,573,971	\$10,733,044	\$-6,159,073	-40.2	12

Leakage/Surplus Factor by Industry Subsector



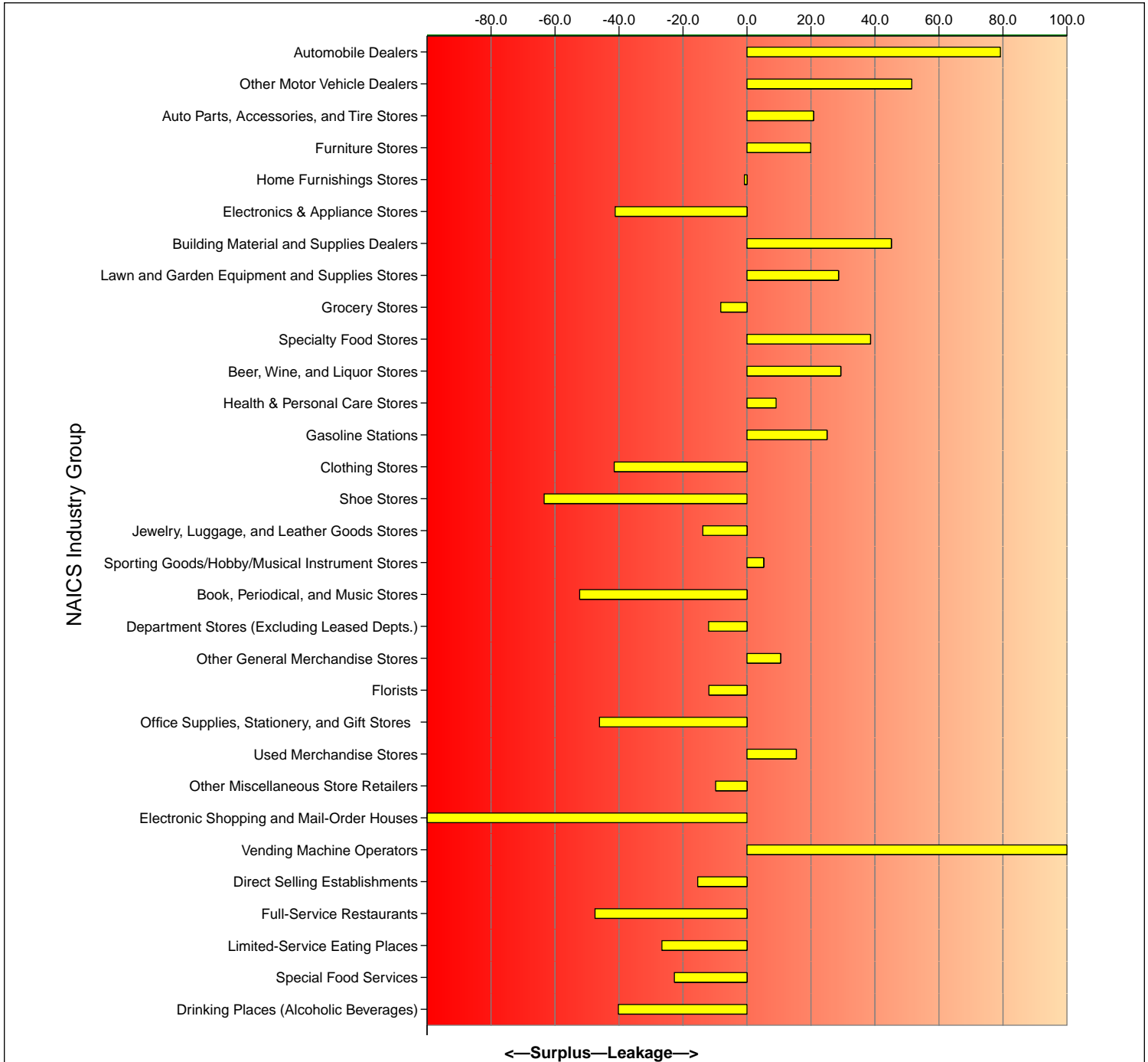
Source: ESRI and Infogroup



College Station
 East Retail Pad
 Ring: 3 miles radius

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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



Retail MarketPlace Profile

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College Station
East Retail Pad
Ring: 5 miles radius

Latitude: 30.588254
Longitude: -96.321237

Summary Demographics

2010 Population	116,570
2010 Households	44,267
2010 Median Disposable Income	\$28,636
2010 Per Capita Income	\$20,179

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)	\$839,129,687	\$952,204,071	\$-113,074,384	-6.3	859
Total Retail Trade (NAICS 44-45)	\$712,489,873	\$693,917,521	\$18,572,352	1.3	579
Total Food & Drink (NAICS 722)	\$126,639,814	\$258,286,550	\$-131,646,736	-34.2	280

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$178,506,205	\$76,783,416	\$101,722,789	39.8	38
Automobile Dealers (NAICS 4411)	\$155,634,452	\$66,753,558	\$88,880,894	40.0	13
Other Motor Vehicle Dealers (NAICS 4412)	\$11,823,534	\$3,637,258	\$8,186,276	52.9	5
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$11,048,219	\$6,392,600	\$4,655,619	26.7	20
Furniture & Home Furnishings Stores (NAICS 442)	\$27,784,508	\$23,955,988	\$3,828,520	7.4	41
Furniture Stores (NAICS 4421)	\$17,861,185	\$15,697,764	\$2,163,421	6.4	21
Home Furnishings Stores (NAICS 4422)	\$9,923,323	\$8,258,224	\$1,665,099	9.2	20
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$16,178,863	\$33,742,071	\$-17,563,208	-35.2	43
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$20,394,472	\$25,586,610	\$-5,192,138	-11.3	38
Building Material and Supplies Dealers (NAICS 4441)	\$18,981,562	\$24,656,004	\$-5,674,442	-13.0	32
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,412,910	\$930,606	\$482,304	20.6	6
Food & Beverage Stores (NAICS 445)	\$113,559,029	\$155,281,988	\$-41,722,959	-15.5	47
Grocery Stores (NAICS 4451)	\$104,778,470	\$147,000,178	\$-42,221,708	-16.8	26
Specialty Food Stores (NAICS 4452)	\$2,126,165	\$1,132,242	\$993,923	30.5	10
Beer, Wine, and Liquor Stores (NAICS 4453)	\$6,654,394	\$7,149,568	\$-495,174	-3.6	11
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$20,657,699	\$35,770,340	\$-15,112,641	-26.8	44
Gasoline Stations (NAICS 447/4471)	\$157,624,240	\$122,692,941	\$34,931,299	12.5	45
Clothing and Clothing Accessories Stores (NAICS 448)	\$31,842,010	\$55,167,067	\$-23,325,057	-26.8	105
Clothing Stores (NAICS 4481)	\$25,300,088	\$42,888,165	\$-17,588,077	-25.8	64
Shoe Stores (NAICS 4482)	\$2,138,746	\$6,386,983	\$-4,248,237	-49.8	15
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$4,403,176	\$5,891,919	\$-1,488,743	-14.5	26
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$18,102,024	\$34,665,664	\$-16,563,640	-31.4	61
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$7,518,130	\$6,736,857	\$781,273	5.5	39
Book, Periodical, and Music Stores (NAICS 4512)	\$10,583,894	\$27,928,807	\$-17,344,913	-45.0	22

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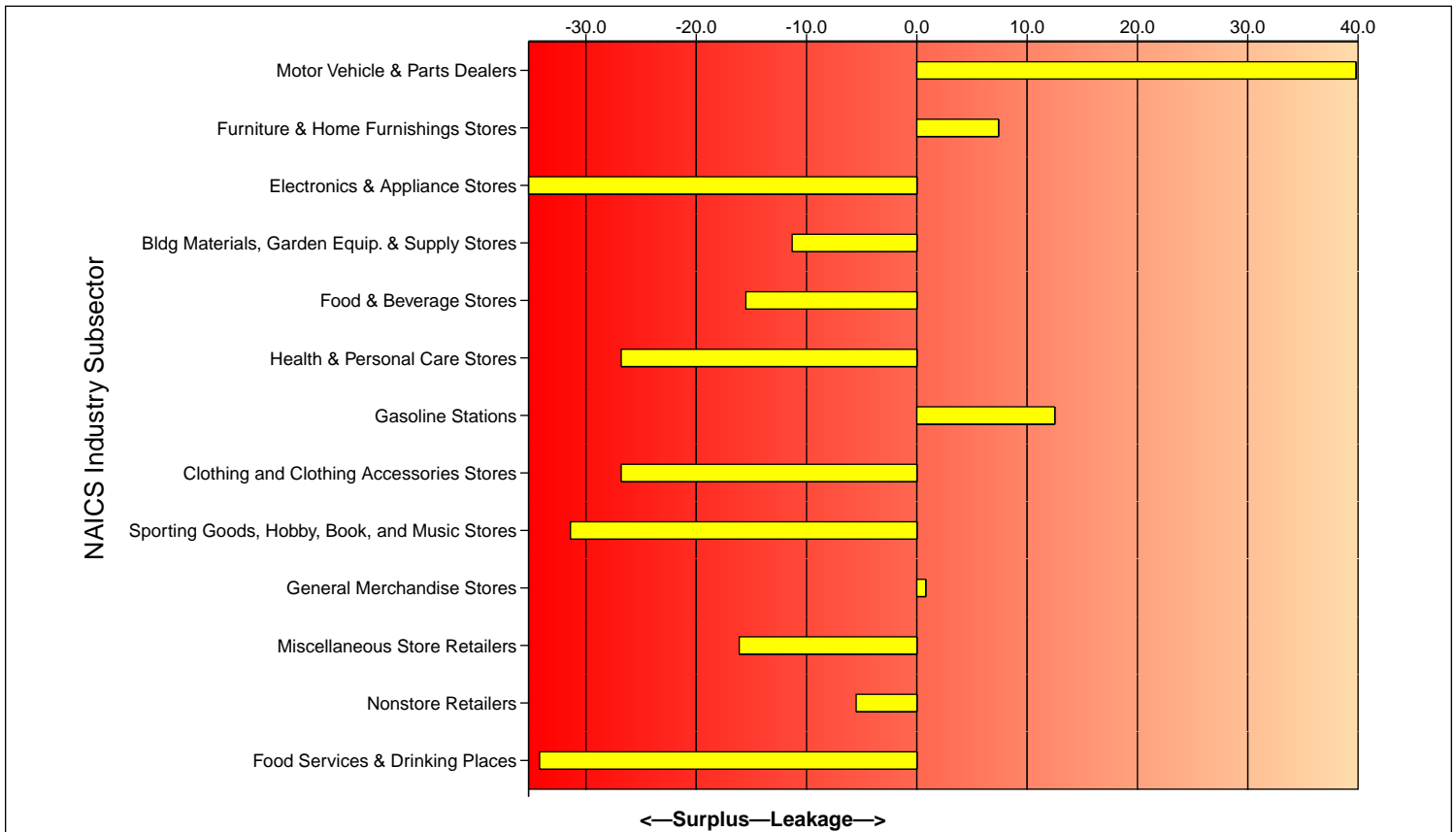
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$113,101,445	\$111,327,296	\$1,774,149	0.8	24
Department Stores Excluding Leased Depts.(NAICS 4521)	\$69,589,437	\$78,814,464	\$-9,225,027	-6.2	17
Other General Merchandise Stores (NAICS 4529)	\$43,512,008	\$32,512,832	\$10,999,176	14.5	7
Miscellaneous Store Retailers (NAICS 453)	\$9,272,377	\$12,837,264	\$-3,564,887	-16.1	85
Florists (NAICS 4531)	\$1,143,769	\$1,069,228	\$74,541	3.4	10
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,886,863	\$6,036,187	\$-3,149,324	-35.3	27
Used Merchandise Stores (NAICS 4533)	\$802,630	\$720,562	\$82,068	5.4	15
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,439,115	\$5,011,287	\$-572,172	-6.1	33
Nonstore Retailers (NAICS 454)	\$5,467,001	\$6,106,876	\$-639,875	-5.5	8
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$2,203,925	\$-2,203,925	-100.0	1
Vending Machine Operators (NAICS 4542)	\$1,509,738	\$79,967	\$1,429,771	89.9	1
Direct Selling Establishments (NAICS 4543)	\$3,957,263	\$3,822,984	\$134,279	1.7	7
Food Services & Drinking Places (NAICS 722)	\$126,639,814	\$258,286,550	\$-131,646,736	-34.2	280
Full-Service Restaurants (NAICS 7221)	\$40,857,752	\$115,983,291	\$-75,125,539	-47.9	151
Limited-Service Eating Places (NAICS 7222)	\$75,125,522	\$118,390,101	\$-43,264,579	-22.4	105
Special Food Services (NAICS 7223)	\$3,090,257	\$10,179,793	\$-7,089,536	-53.4	9
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$7,566,283	\$13,733,365	\$-6,167,082	-29.0	15

Leakage/Surplus Factor by Industry Subsector



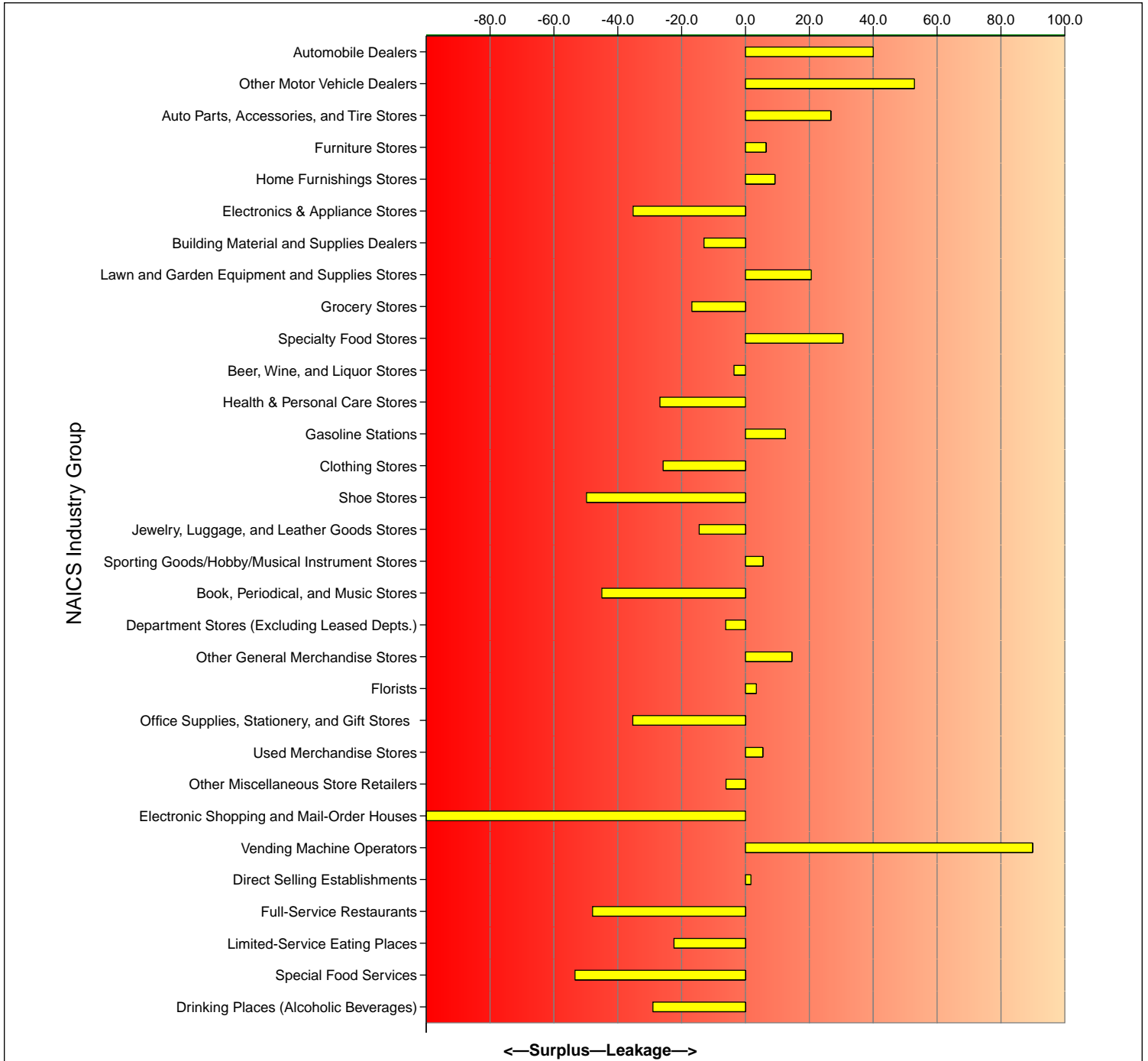
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Leakage/Surplus Factor by Industry Group



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