



Retail MarketPlace Profile

Cibolo Trade Area
 Cibolo, Texas, United States
 Ring Band: 0 - 3 mile radius

Prepared by Esri
 Latitude: 29.56162
 Longitude: -98.22696

Summary Demographics

2016 Population	36,130
2016 Households	12,416
2016 Median Disposable Income	\$63,346
2016 Per Capita Income	\$31,439

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	\$579,980,284	\$80,564,101	\$499,416,183	75.6	95
Total Retail Trade	44-45	\$522,691,106	\$69,944,411	\$452,746,695	76.4	67
Total Food & Drink	722	\$57,289,178	\$10,619,690	\$46,669,488	68.7	28

Industry Group

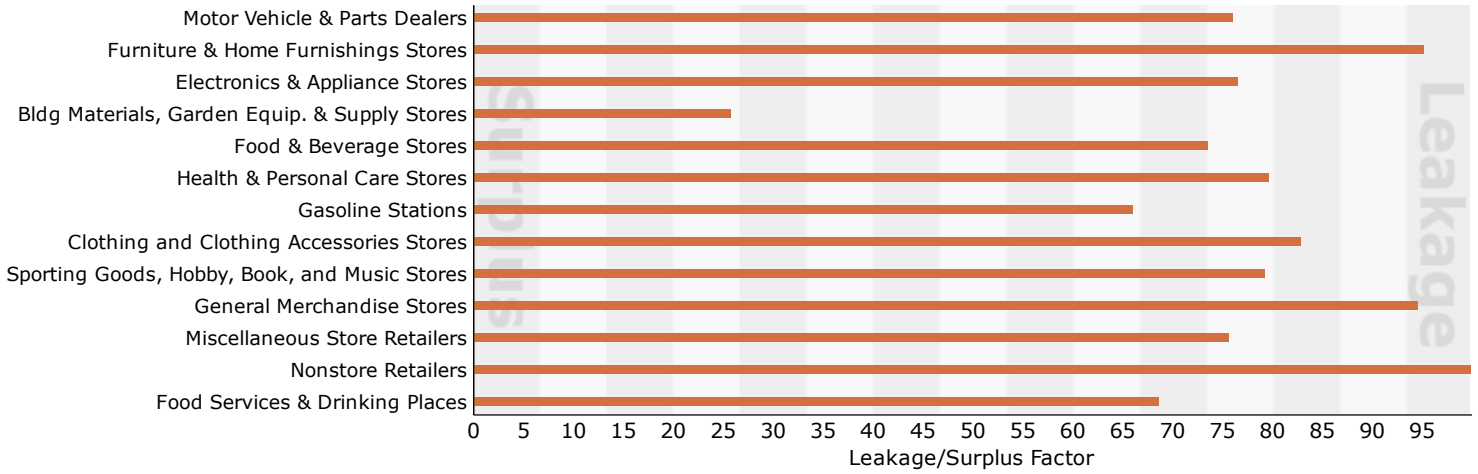
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$123,612,366	\$16,755,225	\$106,857,141	76.1	10
Automobile Dealers	4411	\$100,904,575	\$6,253,207	\$94,651,368	88.3	4
Other Motor Vehicle Dealers	4412	\$14,502,744	\$7,499,636	\$7,003,108	31.8	3
Auto Parts, Accessories & Tire Stores	4413	\$8,205,047	\$3,002,381	\$5,202,666	46.4	4
Furniture & Home Furnishings Stores	442	\$15,176,118	\$375,483	\$14,800,635	95.2	1
Furniture Stores	4421	\$10,002,393	\$0	\$10,002,393	100.0	0
Home Furnishings Stores	4422	\$5,173,726	\$78,634	\$5,095,092	97.0	1
Electronics & Appliance Stores	443	\$25,646,290	\$3,384,070	\$22,262,220	76.7	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,684,482	\$14,517,252	\$10,167,230	25.9	8
Bldg Material & Supplies Dealers	4441	\$22,495,480	\$14,047,408	\$8,448,072	23.1	5
Lawn & Garden Equip & Supply Stores	4442	\$2,189,002	\$469,843	\$1,719,159	64.7	2
Food & Beverage Stores	445	\$94,237,046	\$14,271,763	\$79,965,283	73.7	9
Grocery Stores	4451	\$83,766,676	\$13,323,340	\$70,443,336	72.6	7
Specialty Food Stores	4452	\$5,923,563	\$433,723	\$5,489,840	86.4	1
Beer, Wine & Liquor Stores	4453	\$4,546,807	\$514,700	\$4,032,107	79.7	1
Health & Personal Care Stores	446,4461	\$27,655,456	\$3,103,385	\$24,552,071	79.8	4
Gasoline Stations	447,4471	\$36,120,867	\$7,336,968	\$28,783,899	66.2	4
Clothing & Clothing Accessories Stores	448	\$23,080,693	\$2,158,844	\$20,921,849	82.9	7
Clothing Stores	4481	\$15,267,275	\$1,771,267	\$13,496,008	79.2	5
Shoe Stores	4482	\$2,659,716	\$0	\$2,659,716	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$5,153,701	\$375,367	\$4,778,334	86.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$15,709,130	\$1,810,327	\$13,898,803	79.3	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,447,914	\$1,769,345	\$10,678,569	75.1	5
Book, Periodical & Music Stores	4512	\$3,261,216	\$0	\$3,261,216	100.0	0
General Merchandise Stores	452	\$103,132,452	\$2,764,723	\$100,367,729	94.8	5
Department Stores Excluding Leased Depts.	4521	\$78,014,904	\$0	\$78,014,904	100.0	0
Other General Merchandise Stores	4529	\$25,117,547	\$2,764,723	\$22,352,824	80.2	5
Miscellaneous Store Retailers	453	\$22,982,196	\$3,159,210	\$19,822,986	75.8	10
Florists	4531	\$922,981	\$344,432	\$578,549	45.6	2
Office Supplies, Stationery & Gift Stores	4532	\$4,031,430	\$294,405	\$3,737,025	86.4	3
Used Merchandise Stores	4533	\$4,405,369	\$296,193	\$4,109,176	87.4	2
Other Miscellaneous Store Retailers	4539	\$13,622,417	\$2,224,179	\$11,398,238	71.9	3
Nonstore Retailers	454	\$10,654,009	\$0	\$10,654,009	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$7,245,440	\$0	\$7,245,440	100.0	0
Vending Machine Operators	4542	\$769,421	\$0	\$769,421	100.0	0
Direct Selling Establishments	4543	\$2,639,148	\$0	\$2,639,148	100.0	0
Food Services & Drinking Places	722	\$57,289,178	\$10,619,690	\$46,669,488	68.7	28
Full-Service Restaurants	7221	\$30,506,538	\$7,757,621	\$22,748,917	59.5	19
Limited-Service Eating Places	7222	\$23,514,362	\$2,437,480	\$21,076,882	81.2	6
Special Food Services	7223	\$658,979	\$253,043	\$405,936	44.5	2
Drinking Places - Alcoholic Beverages	7224	\$2,609,299	\$171,546	\$2,437,753	87.7	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. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

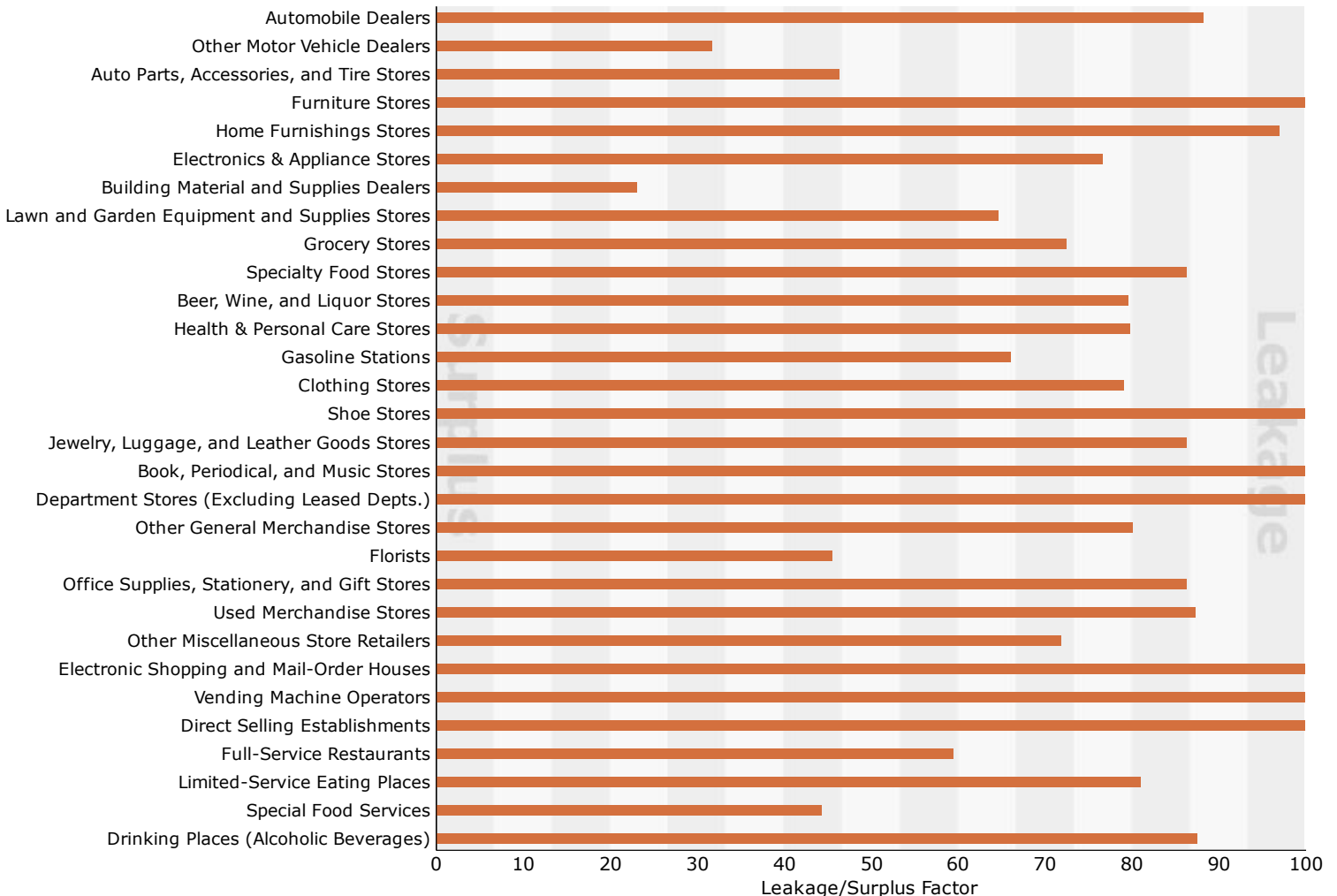
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Cibolo Trade Area
 Cibolo, Texas, United States
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 29.56162
 Longitude: -98.22696

Summary Demographics

2016 Population	42,594
2016 Households	15,186
2016 Median Disposable Income	\$58,483
2016 Per Capita Income	\$31,407

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	\$708,234,588	\$603,888,662	\$104,345,926	8.0	243
Total Retail Trade	44-45	\$638,197,512	\$540,718,445	\$97,479,067	8.3	147
Total Food & Drink	722	\$70,037,075	\$63,170,217	\$6,866,858	5.2	96

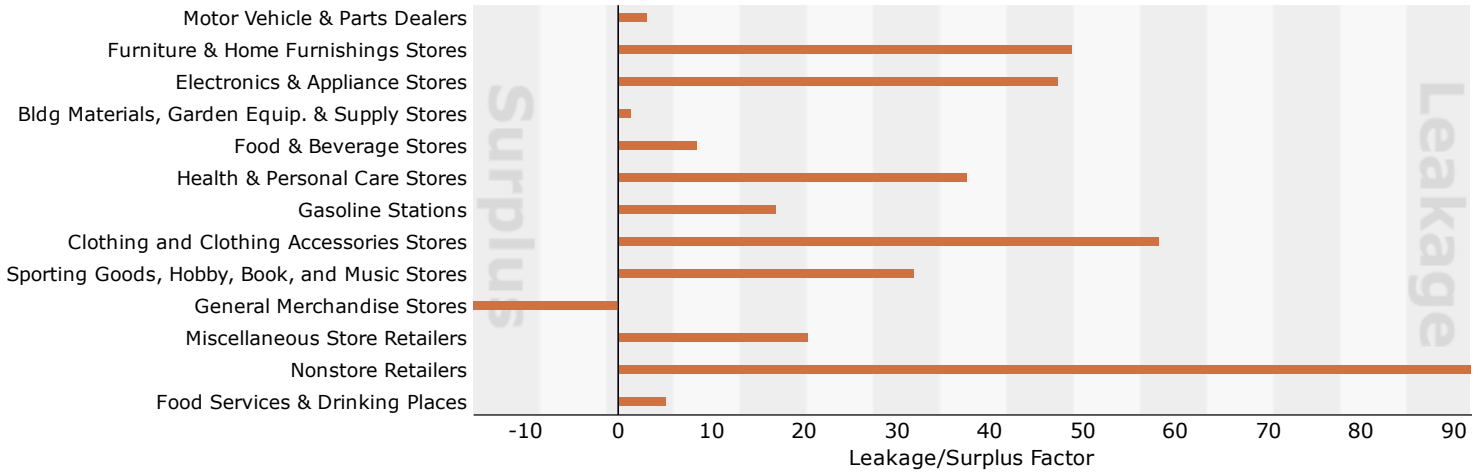
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$150,803,907	\$141,360,272	\$9,443,635	3.2	29
Automobile Dealers	4411	\$123,316,819	\$108,025,971	\$15,290,848	6.6	11
Other Motor Vehicle Dealers	4412	\$17,464,842	\$20,788,986	-\$3,324,144	-8.7	6
Auto Parts, Accessories & Tire Stores	4413	\$10,022,247	\$12,545,316	-\$2,523,069	-11.2	13
Furniture & Home Furnishings Stores	442	\$18,477,737	\$6,340,075	\$12,137,662	48.9	5
Furniture Stores	4421	\$12,184,176	\$6,012,802	\$6,171,374	33.9	4
Home Furnishings Stores	4422	\$6,293,560	\$327,274	\$5,966,286	90.1	1
Electronics & Appliance Stores	443	\$31,304,157	\$11,146,977	\$20,157,180	47.5	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$29,764,966	\$28,899,567	\$865,399	1.5	18
Bldg Material & Supplies Dealers	4441	\$27,112,321	\$26,038,309	\$1,074,012	2.0	13
Lawn & Garden Equip & Supply Stores	4442	\$2,652,645	\$2,861,258	-\$208,613	-3.8	5
Food & Beverage Stores	445	\$115,432,794	\$97,181,994	\$18,250,800	8.6	15
Grocery Stores	4451	\$102,612,095	\$91,389,711	\$11,222,384	5.8	8
Specialty Food Stores	4452	\$7,258,851	\$2,678,821	\$4,580,030	46.1	3
Beer, Wine & Liquor Stores	4453	\$5,561,848	\$3,113,462	\$2,448,386	28.2	5
Health & Personal Care Stores	446,4461	\$33,729,017	\$15,245,145	\$18,483,872	37.7	11
Gasoline Stations	447,4471	\$44,292,101	\$31,387,781	\$12,904,320	17.1	11
Clothing & Clothing Accessories Stores	448	\$28,207,295	\$7,414,793	\$20,792,502	58.4	13
Clothing Stores	4481	\$18,684,858	\$5,433,755	\$13,251,103	54.9	9
Shoe Stores	4482	\$3,269,802	\$1,220,557	\$2,049,245	45.6	2
Jewelry, Luggage & Leather Goods Stores	4483	\$6,252,635	\$760,482	\$5,492,153	78.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$19,108,516	\$9,841,559	\$9,266,957	32.0	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,124,965	\$6,232,796	\$8,892,169	41.6	6
Book, Periodical & Music Stores	4512	\$3,983,552	\$3,608,763	\$374,789	4.9	3
General Merchandise Stores	452	\$126,113,517	\$172,908,707	-\$46,795,190	-15.6	5
Department Stores Excluding Leased Depts.	4521	\$95,355,896	\$125,963,659	-\$30,607,763	-13.8	2
Other General Merchandise Stores	4529	\$30,757,621	\$46,945,048	-\$16,187,427	-20.8	3
Miscellaneous Store Retailers	453	\$28,004,657	\$18,454,039	\$9,550,618	20.6	20
Florists	4531	\$1,118,614	\$305,559	\$813,055	57.1	2
Office Supplies, Stationery & Gift Stores	4532	\$4,916,914	\$656,664	\$4,260,250	76.4	3
Used Merchandise Stores	4533	\$5,378,074	\$7,066,871	-\$1,688,797	-13.6	7
Other Miscellaneous Store Retailers	4539	\$16,591,055	\$10,424,945	\$6,166,110	22.8	8
Nonstore Retailers	454	\$12,958,849	\$537,535	\$12,421,314	92.0	1
Electronic Shopping & Mail-Order Houses	4541	\$8,824,703	\$0	\$8,824,703	100.0	0
Vending Machine Operators	4542	\$941,978	\$0	\$941,978	100.0	0
Direct Selling Establishments	4543	\$3,192,167	\$537,535	\$2,654,632	71.2	1
Food Services & Drinking Places	722	\$70,037,075	\$63,170,217	\$6,866,858	5.2	96
Full-Service Restaurants	7221	\$37,299,830	\$31,216,791	\$6,083,039	8.9	54
Limited-Service Eating Places	7222	\$28,762,851	\$30,379,984	-\$1,617,133	-2.7	36
Special Food Services	7223	\$802,962	\$0	\$802,962	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$3,171,433	\$1,573,443	\$1,597,990	33.7	6

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 click the link below to view the Methodology Statement.

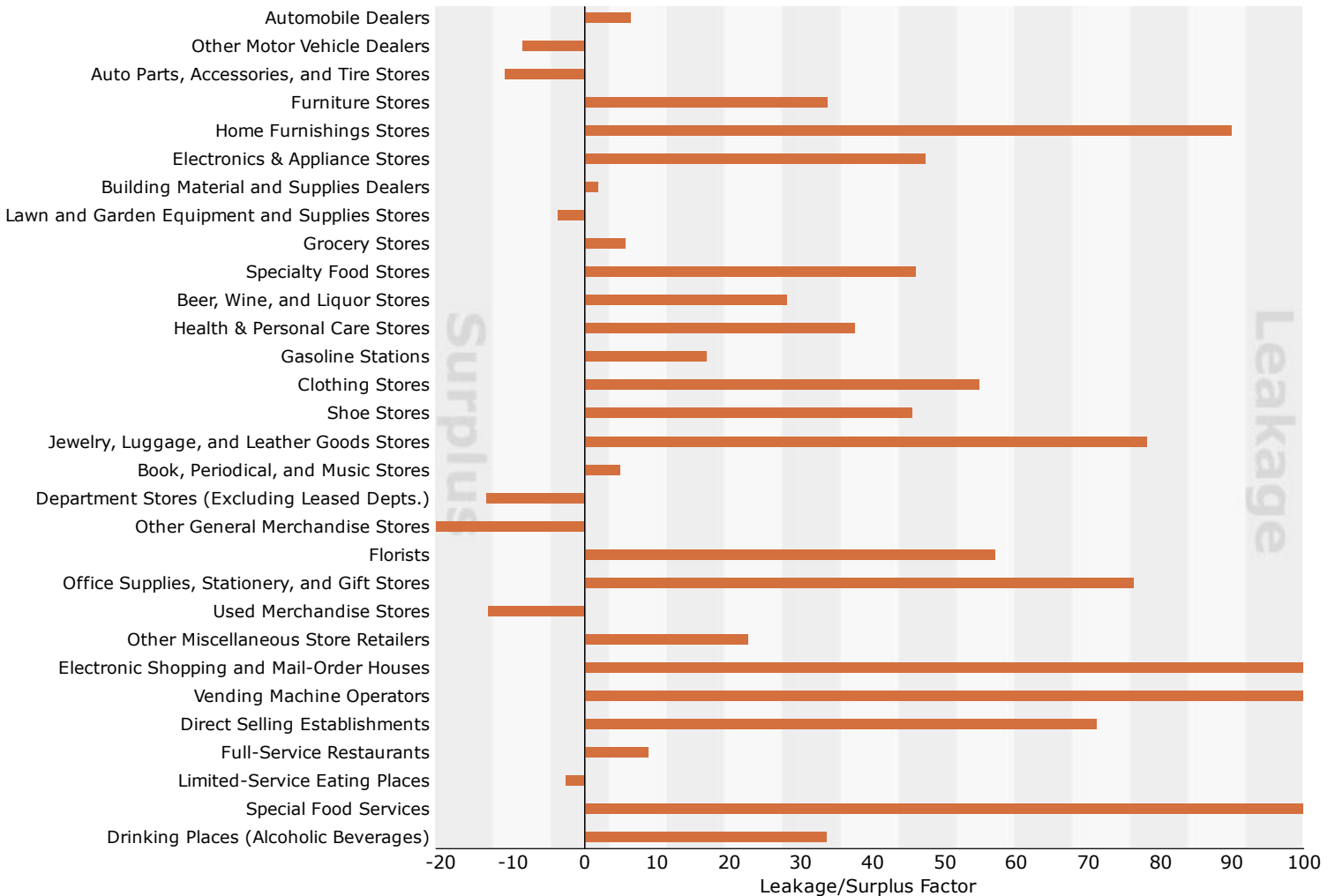
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Cibolo Trade Area
 Cibolo, Texas, United States
 Ring Band: 5 - 10 mile radius

Prepared by Esri
 Latitude: 29.56162
 Longitude: -98.22696

Summary Demographics

2016 Population	202,687
2016 Households	70,398
2016 Median Disposable Income	\$51,328
2016 Per Capita Income	\$26,044

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	\$2,735,101,761	\$2,857,435,379	-\$122,333,618	-2.2	1,082
Total Retail Trade	44-45	\$2,465,291,521	\$2,626,020,878	-\$160,729,357	-3.2	793
Total Food & Drink	722	\$269,810,240	\$231,414,501	\$38,395,739	7.7	289

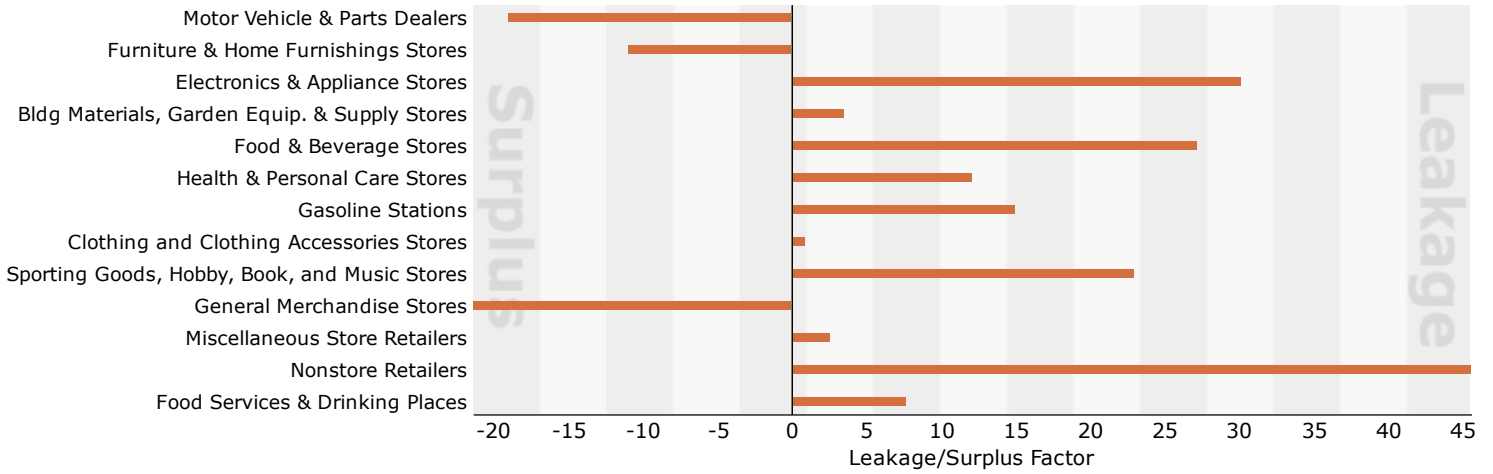
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$578,648,933	\$851,842,537	-\$273,193,604	-19.1	137
Automobile Dealers	4411	\$472,956,367	\$732,643,381	-\$259,687,014	-21.5	73
Other Motor Vehicle Dealers	4412	\$66,570,952	\$85,887,966	-\$19,317,014	-12.7	25
Auto Parts, Accessories & Tire Stores	4413	\$39,121,614	\$33,311,191	\$5,810,423	8.0	39
Furniture & Home Furnishings Stores	442	\$70,901,484	\$88,437,114	-\$17,535,630	-11.0	47
Furniture Stores	4421	\$46,615,649	\$70,217,692	-\$23,602,043	-20.2	29
Home Furnishings Stores	4422	\$24,285,835	\$18,219,422	\$6,066,413	14.3	18
Electronics & Appliance Stores	443	\$121,205,582	\$65,132,436	\$56,073,146	30.1	47
Bldg Materials, Garden Equip. & Supply Stores	444	\$117,074,031	\$109,060,192	\$8,013,839	3.5	72
Bldg Material & Supplies Dealers	4441	\$106,815,806	\$97,446,374	\$9,369,432	4.6	53
Lawn & Garden Equip & Supply Stores	4442	\$10,258,225	\$11,613,819	-\$1,355,594	-6.2	18
Food & Beverage Stores	445	\$447,768,271	\$256,085,381	\$191,682,890	27.2	60
Grocery Stores	4451	\$397,952,588	\$229,210,284	\$168,742,304	26.9	35
Specialty Food Stores	4452	\$28,116,901	\$13,826,521	\$14,290,380	34.1	14
Beer, Wine & Liquor Stores	4453	\$21,698,782	\$13,048,577	\$8,650,205	24.9	12
Health & Personal Care Stores	446,4461	\$131,732,456	\$103,320,454	\$28,412,002	12.1	59
Gasoline Stations	447,4471	\$171,768,107	\$127,019,316	\$44,748,791	15.0	48
Clothing & Clothing Accessories Stores	448	\$108,653,253	\$106,755,492	\$1,897,761	0.9	99
Clothing Stores	4481	\$72,011,862	\$75,856,729	-\$3,844,867	-2.6	65
Shoe Stores	4482	\$12,557,846	\$14,410,314	-\$1,852,468	-6.9	15
Jewelry, Luggage & Leather Goods Stores	4483	\$24,083,545	\$16,488,449	\$7,595,096	18.7	18
Sporting Goods, Hobby, Book & Music Stores	451	\$72,687,647	\$45,502,081	\$27,185,566	23.0	44
Sporting Goods/Hobby/Musical Instr Stores	4511	\$57,384,485	\$42,158,484	\$15,226,001	15.3	37
Book, Periodical & Music Stores	4512	\$15,303,162	\$3,343,596	\$11,959,566	64.1	8
General Merchandise Stores	452	\$486,096,621	\$751,139,125	-\$265,042,504	-21.4	46
Department Stores Excluding Leased Depts.	4521	\$366,974,078	\$541,944,151	-\$174,970,073	-19.3	17
Other General Merchandise Stores	4529	\$119,122,543	\$209,194,975	-\$90,072,432	-27.4	28
Miscellaneous Store Retailers	453	\$108,240,807	\$102,842,955	\$5,397,852	2.6	114
Florists	4531	\$4,348,486	\$5,078,454	-\$729,968	-7.7	14
Office Supplies, Stationery & Gift Stores	4532	\$18,841,989	\$22,757,908	-\$3,915,919	-9.4	31
Used Merchandise Stores	4533	\$20,683,350	\$4,068,871	\$16,614,479	67.1	18
Other Miscellaneous Store Retailers	4539	\$64,366,981	\$70,937,722	-\$6,570,741	-4.9	51
Nonstore Retailers	454	\$50,514,329	\$18,883,795	\$31,630,534	45.6	21
Electronic Shopping & Mail-Order Houses	4541	\$34,225,746	\$7,293,718	\$26,932,028	64.9	8
Vending Machine Operators	4542	\$3,632,030	\$5,686,335	-\$2,054,305	-22.0	4
Direct Selling Establishments	4543	\$12,656,554	\$5,903,741	\$6,752,813	36.4	10
Food Services & Drinking Places	722	\$269,810,240	\$231,414,501	\$38,395,739	7.7	289
Full-Service Restaurants	7221	\$143,745,654	\$123,117,132	\$20,628,522	7.7	159
Limited-Service Eating Places	7222	\$110,871,750	\$96,640,302	\$14,231,448	6.9	106
Special Food Services	7223	\$3,007,287	\$960,617	\$2,046,670	51.6	4
Drinking Places - Alcoholic Beverages	7224	\$12,185,549	\$10,696,449	\$1,489,100	6.5	20

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 click the link below to view the Methodology Statement.

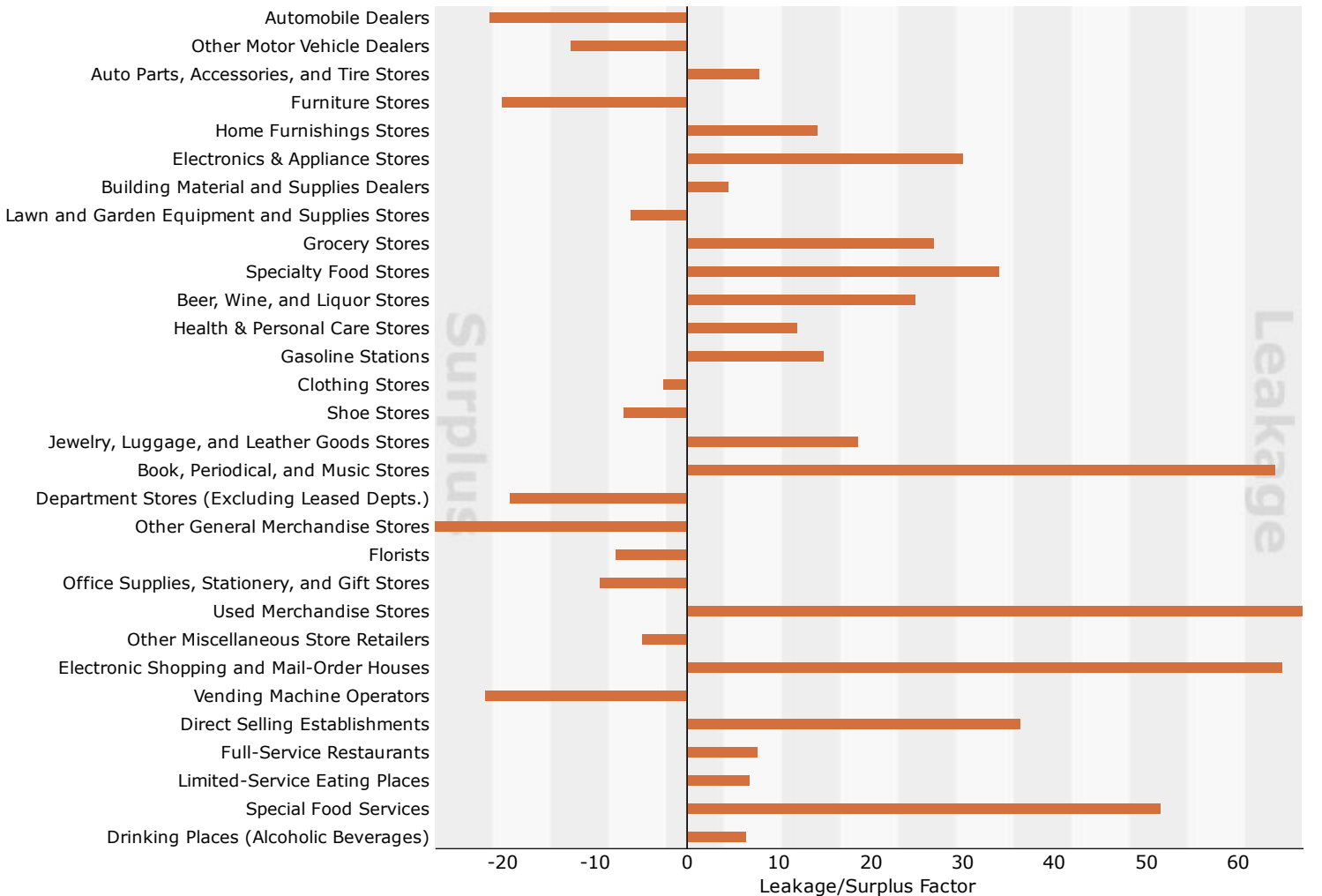
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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