



# Retail MarketPlace Profile

FM 1103 & Main St.  
615 N Main St, Cibolo, Texas, 78108  
Ring Band: 0 - 3 mile radius

Prepared by Esri  
Latitude: 29.57069  
Longitude: -98.23308

## Summary Demographics

2016 Population	47,725
2016 Households	16,220
2016 Median Disposable Income	\$63,977
2016 Per Capita Income	\$31,494

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	\$788,816,248	\$213,028,563	\$575,787,685	57.5	118
Total Retail Trade	44-45	\$711,973,724	\$192,232,334	\$519,741,390	57.5	80
Total Food & Drink	722	\$76,842,525	\$20,796,229	\$56,046,296	57.4	39

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$168,549,275	\$14,689,702	\$153,859,573	84.0	9
Automobile Dealers	4411	\$138,489,351	\$3,798,808	\$134,690,543	94.7	2
Other Motor Vehicle Dealers	4412	\$18,834,372	\$6,483,831	\$12,350,541	48.8	2
Auto Parts, Accessories & Tire Stores	4413	\$11,225,552	\$4,407,063	\$6,818,489	43.6	5
Furniture & Home Furnishings Stores	442	\$22,603,950	\$782,890	\$21,821,060	93.3	2
Furniture Stores	4421	\$13,636,842	\$0	\$13,636,842	100.0	0
Home Furnishings Stores	4422	\$8,967,108	\$477,466	\$8,489,642	89.9	2
Electronics & Appliance Stores	443	\$40,452,212	\$4,463,108	\$35,989,104	80.1	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$41,718,809	\$35,309,341	\$6,409,468	8.3	10
Bldg Material & Supplies Dealers	4441	\$38,981,986	\$34,666,194	\$4,315,792	5.9	8
Lawn & Garden Equip & Supply Stores	4442	\$2,736,823	\$643,148	\$2,093,675	61.9	2
Food & Beverage Stores	445	\$132,011,896	\$18,020,623	\$113,991,273	76.0	10
Grocery Stores	4451	\$118,953,177	\$16,889,622	\$102,063,555	75.1	8
Specialty Food Stores	4452	\$7,436,660	\$0	\$7,436,660	100.0	0
Beer, Wine & Liquor Stores	4453	\$5,622,059	\$1,004,886	\$4,617,173	69.7	2
Health & Personal Care Stores	446,4461	\$37,138,895	\$9,196,244	\$27,942,651	60.3	7
Gasoline Stations	447,4471	\$43,946,087	\$11,522,357	\$32,423,730	58.5	6
Clothing & Clothing Accessories Stores	448	\$28,422,784	\$2,422,394	\$26,000,390	84.3	6
Clothing Stores	4481	\$19,063,460	\$1,612,391	\$17,451,069	84.4	4
Shoe Stores	4482	\$3,746,454	\$436,937	\$3,309,517	79.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$5,612,869	\$373,066	\$5,239,803	87.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$22,069,711	\$3,149,397	\$18,920,314	75.0	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$19,471,949	\$2,876,523	\$16,595,426	74.3	8
Book, Periodical & Music Stores	4512	\$2,597,761	\$272,874	\$2,324,887	81.0	1
General Merchandise Stores	452	\$131,039,788	\$88,095,794	\$42,943,994	19.6	6
Department Stores Excluding Leased Depts.	4521	\$95,951,077	\$84,520,200	\$11,430,877	6.3	1
Other General Merchandise Stores	4529	\$35,088,711	\$3,575,594	\$31,513,117	81.5	5
Miscellaneous Store Retailers	453	\$31,492,284	\$3,162,126	\$28,330,158	81.8	9
Florists	4531	\$1,241,415	\$413,559	\$827,856	50.0	2
Office Supplies, Stationery & Gift Stores	4532	\$5,604,854	\$426,213	\$5,178,641	85.9	3
Used Merchandise Stores	4533	\$4,321,316	\$126,006	\$4,195,310	94.3	1
Other Miscellaneous Store Retailers	4539	\$20,324,699	\$2,196,348	\$18,128,351	80.5	3
Nonstore Retailers	454	\$12,528,033	\$1,418,357	\$11,109,676	79.7	1
Electronic Shopping & Mail-Order Houses	4541	\$8,611,601	\$0	\$8,611,601	100.0	0
Vending Machine Operators	4542	\$743,024	\$0	\$743,024	100.0	0
Direct Selling Establishments	4543	\$3,173,409	\$1,418,357	\$1,755,052	38.2	1
Food Services & Drinking Places	722	\$76,842,525	\$20,796,229	\$56,046,296	57.4	39
Special Food Services	7223	\$923,943	\$536,160	\$387,783	26.6	2
Drinking Places - Alcoholic Beverages	7224	\$2,675,844	\$189,756	\$2,486,088	86.8	1
Restaurants/Other Eating Places	7225	\$73,242,737	\$20,070,313	\$53,172,424	57	36

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/data/esri\\_data/methodology-statements](http://www.esri.com/data/esri_data/methodology-statements)

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

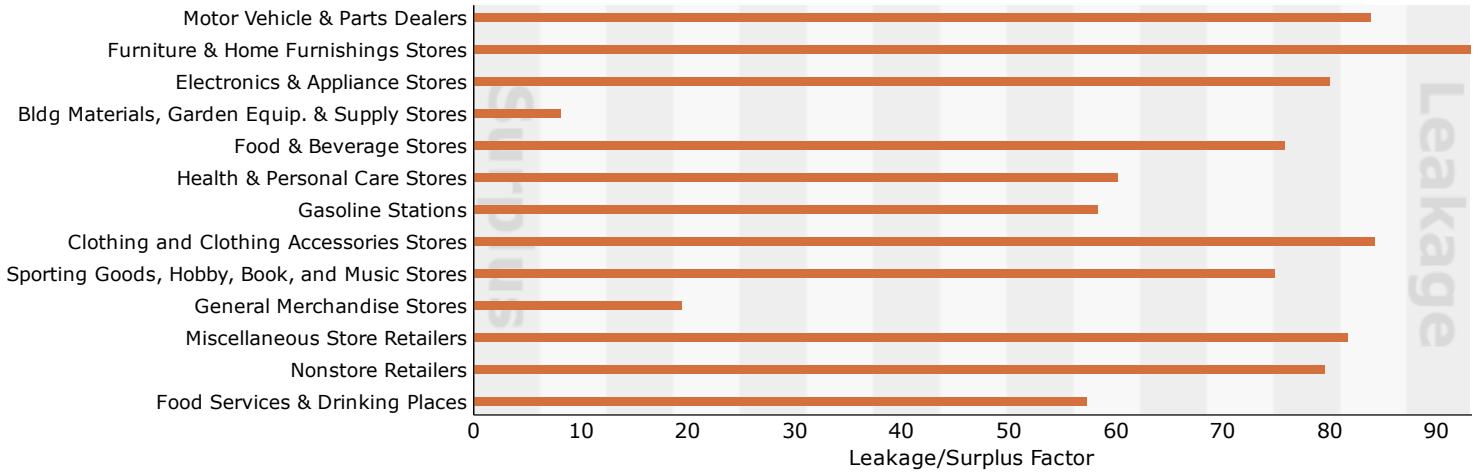


# Retail MarketPlace Profile

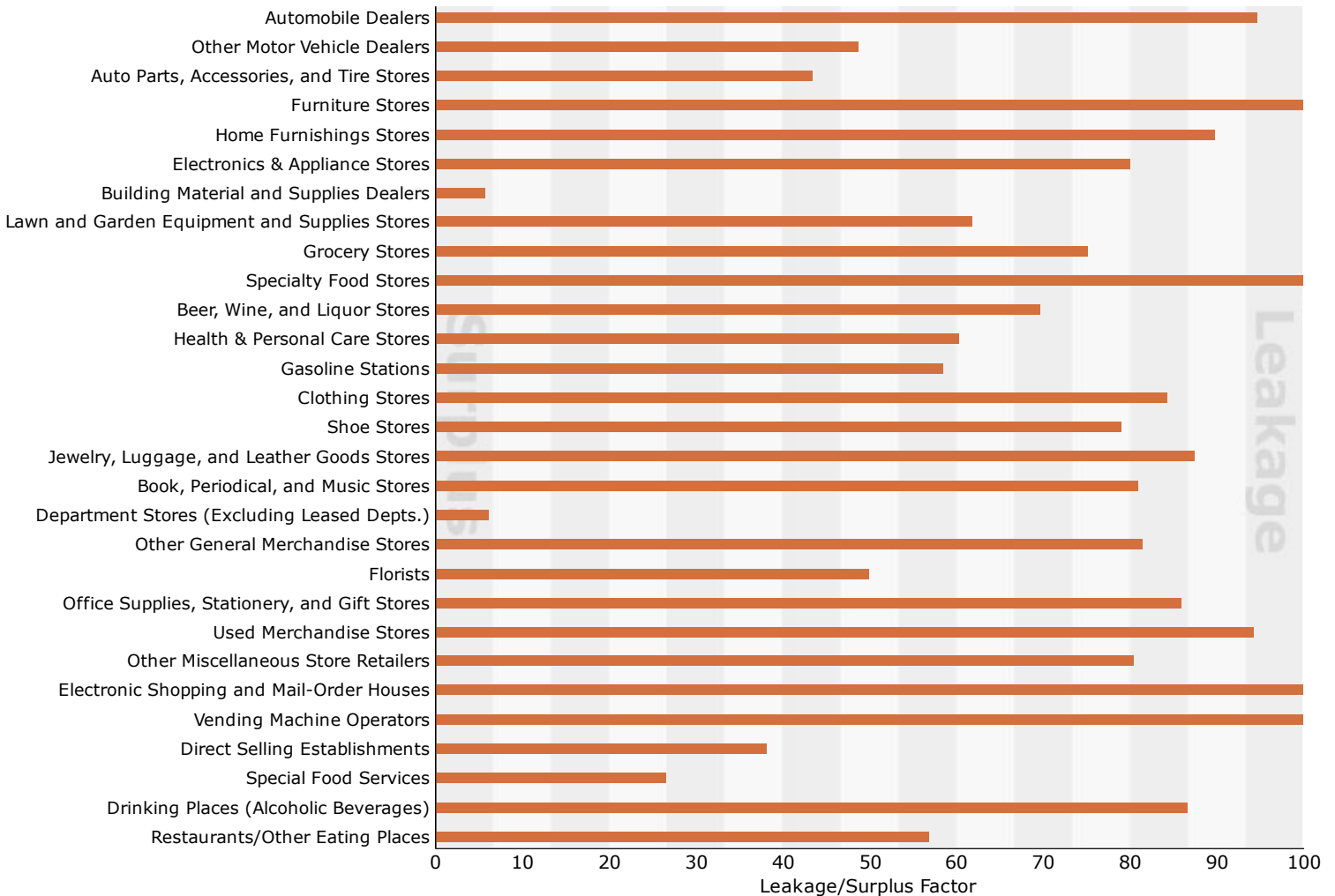
FM 1103 & Main St.  
 615 N Main St, Cibolo, Texas, 78108  
 Ring Band: 0 - 3 mile radius

Prepared by Esri  
 Latitude: 29.57069  
 Longitude: -98.23308

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.



# Retail MarketPlace Profile

FM 1103 & Main St.  
615 N Main St, Cibolo, Texas, 78108  
Ring Band: 3 - 5 mile radius

Prepared by Esri  
Latitude: 29.57069  
Longitude: -98.23308

## Summary Demographics

2016 Population	33,984
2016 Households	12,529
2016 Median Disposable Income	\$56,605
2016 Per Capita Income	\$31,738

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	\$578,365,750	\$843,420,336	-\$265,054,586	-18.6	268
Total Retail Trade	44-45	\$522,095,934	\$772,475,389	-\$250,379,455	-19.3	169
Total Food & Drink	722	\$56,269,816	\$70,944,946	-\$14,675,130	-11.5	98

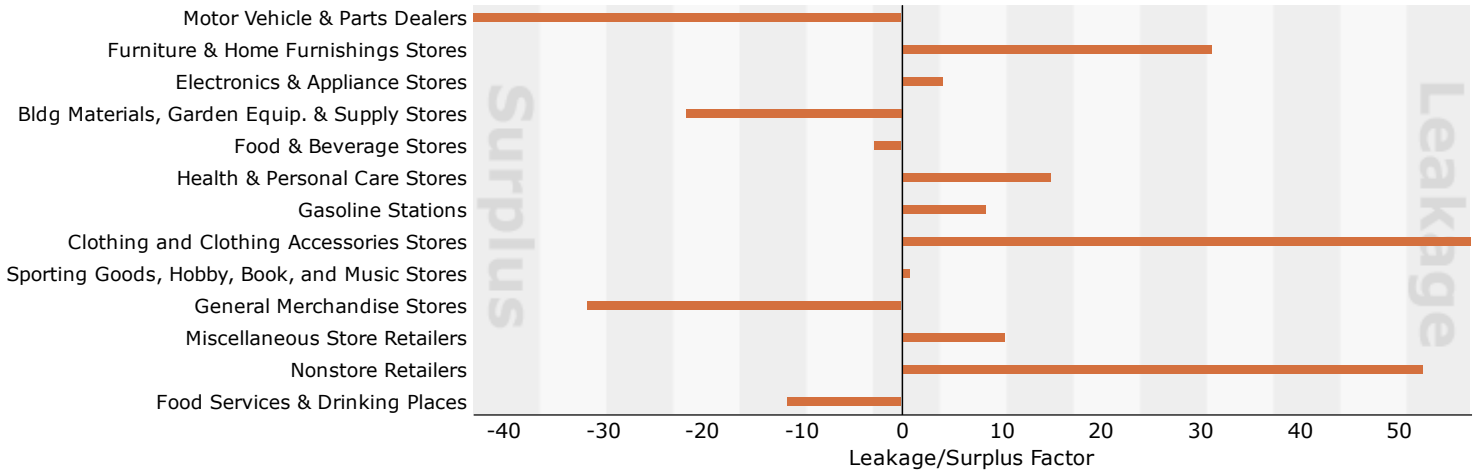
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$123,769,359	\$310,950,938	-\$187,181,579	-43.1	36
Automobile Dealers	4411	\$101,823,861	\$262,784,786	-\$160,960,925	-44.1	13
Other Motor Vehicle Dealers	4412	\$13,732,138	\$34,051,199	-\$20,319,061	-42.5	8
Auto Parts, Accessories & Tire Stores	4413	\$8,213,359	\$14,114,953	-\$5,901,594	-26.4	15
Furniture & Home Furnishings Stores	442	\$16,455,907	\$8,616,961	\$7,838,946	31.3	6
Furniture Stores	4421	\$9,973,895	\$7,490,867	\$2,483,028	14.2	4
Home Furnishings Stores	4422	\$6,482,013	\$1,126,095	\$5,355,918	70.4	2
Electronics & Appliance Stores	443	\$29,472,577	\$27,049,327	\$2,423,250	4.3	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$29,977,717	\$46,601,098	-\$16,623,381	-21.7	18
Bldg Material & Supplies Dealers	4441	\$28,000,434	\$44,950,210	-\$16,949,776	-23.2	15
Lawn & Garden Equip & Supply Stores	4442	\$1,977,283	\$1,650,888	\$326,395	9.0	3
Food & Beverage Stores	445	\$97,310,171	\$102,992,345	-\$5,682,174	-2.8	17
Grocery Stores	4451	\$87,711,711	\$97,527,084	-\$9,815,373	-5.3	10
Specialty Food Stores	4452	\$5,488,955	\$1,206,725	\$4,282,230	64.0	2
Beer, Wine & Liquor Stores	4453	\$4,109,504	\$4,258,536	-\$149,032	-1.8	5
Health & Personal Care Stores	446,4461	\$27,196,768	\$20,081,012	\$7,115,756	15.1	11
Gasoline Stations	447,4471	\$32,488,176	\$27,420,145	\$5,068,031	8.5	13
Clothing & Clothing Accessories Stores	448	\$20,816,125	\$5,647,636	\$15,168,489	57.3	11
Clothing Stores	4481	\$13,989,628	\$3,785,936	\$10,203,692	57.4	7
Shoe Stores	4482	\$2,753,881	\$784,250	\$1,969,631	55.7	1
Jewelry, Luggage & Leather Goods Stores	4483	\$4,072,615	\$1,077,449	\$2,995,166	58.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$16,153,286	\$15,849,611	\$303,675	0.9	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$14,244,958	\$12,057,206	\$2,187,752	8.3	8
Book, Periodical & Music Stores	4512	\$1,908,329	\$3,792,405	-\$1,884,076	-33.0	3
General Merchandise Stores	452	\$96,207,442	\$185,674,813	-\$89,467,371	-31.7	5
Department Stores Excluding Leased Depts.	4521	\$70,363,809	\$96,278,267	-\$25,914,458	-15.6	2
Other General Merchandise Stores	4529	\$25,843,633	\$89,396,546	-\$63,552,913	-55.1	3
Miscellaneous Store Retailers	453	\$23,075,153	\$18,743,843	\$4,331,310	10.4	23
Florists	4531	\$890,771	\$387,908	\$502,863	39.3	2
Office Supplies, Stationery & Gift Stores	4532	\$4,087,710	\$695,633	\$3,392,077	70.9	3
Used Merchandise Stores	4533	\$3,159,309	\$3,455,064	-\$295,755	-4.5	7
Other Miscellaneous Store Retailers	4539	\$14,937,364	\$14,205,239	\$732,125	2.5	10
Nonstore Retailers	454	\$9,173,253	\$2,847,659	\$6,325,594	52.6	2
Electronic Shopping & Mail-Order Houses	4541	\$6,294,885	\$0	\$6,294,885	100.0	0
Vending Machine Operators	4542	\$548,394	\$0	\$548,394	100.0	0
Direct Selling Establishments	4543	\$2,329,974	\$2,847,659	-\$517,685	-10.0	2
Food Services & Drinking Places	722	\$56,269,816	\$70,944,946	-\$14,675,130	-11.5	98
Special Food Services	7223	\$670,674	\$0	\$670,674	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,946,727	\$2,413,774	-\$467,047	-10.7	8
Restaurants/Other Eating Places	7225	\$53,652,415	\$68,286,819	-\$14,634,404	-12	90

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/data/esri\\_data/methodology-statements](http://www.esri.com/data/esri_data/methodology-statements)

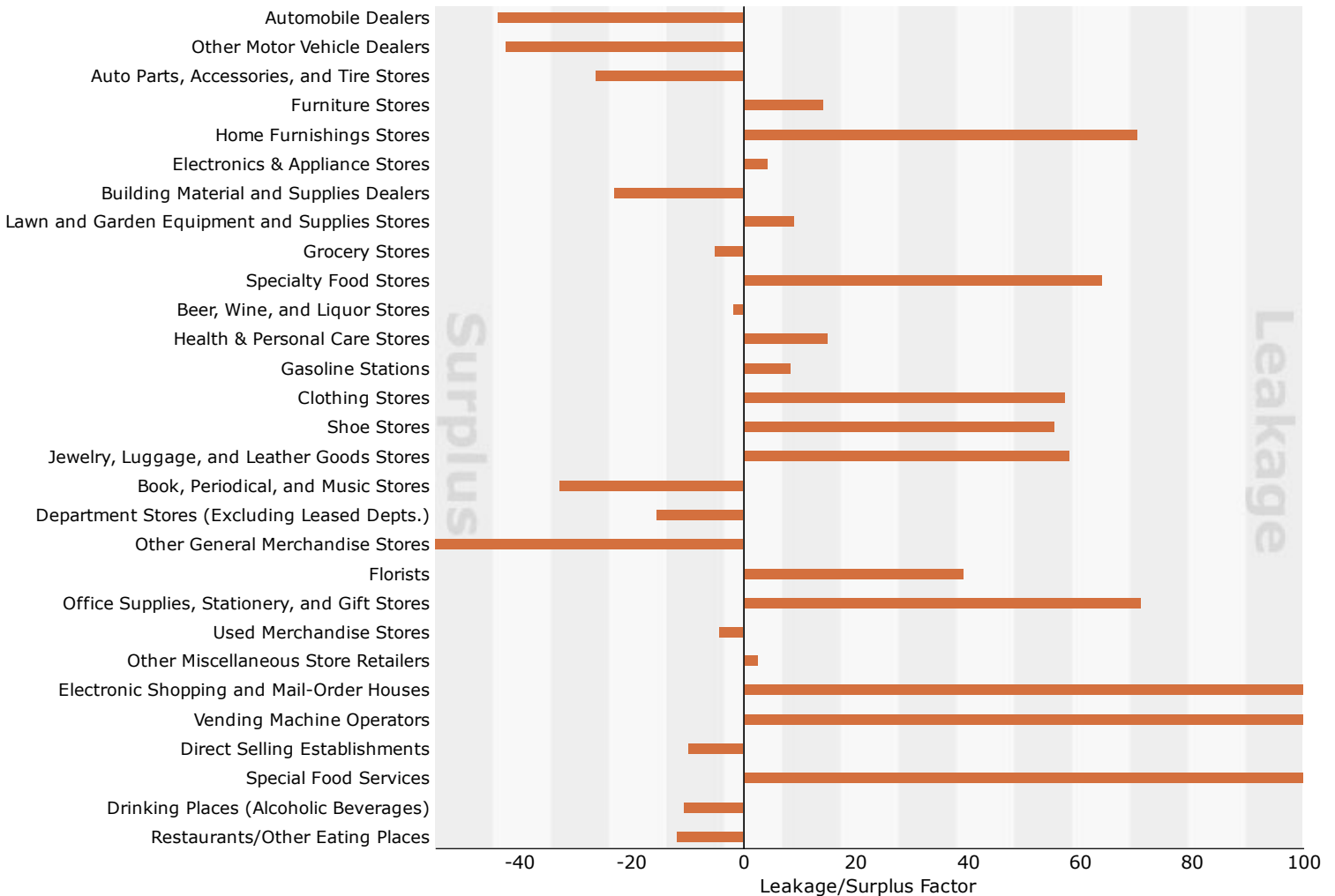
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

June 26, 2017

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

FM 1103 & Main St.  
615 N Main St, Cibolo, Texas, 78108  
Ring Band: 5 - 10 mile radius

Prepared by Esri  
Latitude: 29.57069  
Longitude: -98.23308

## Summary Demographics

2016 Population	210,531
2016 Households	72,904
2016 Median Disposable Income	\$51,330
2016 Per Capita Income	\$26,020

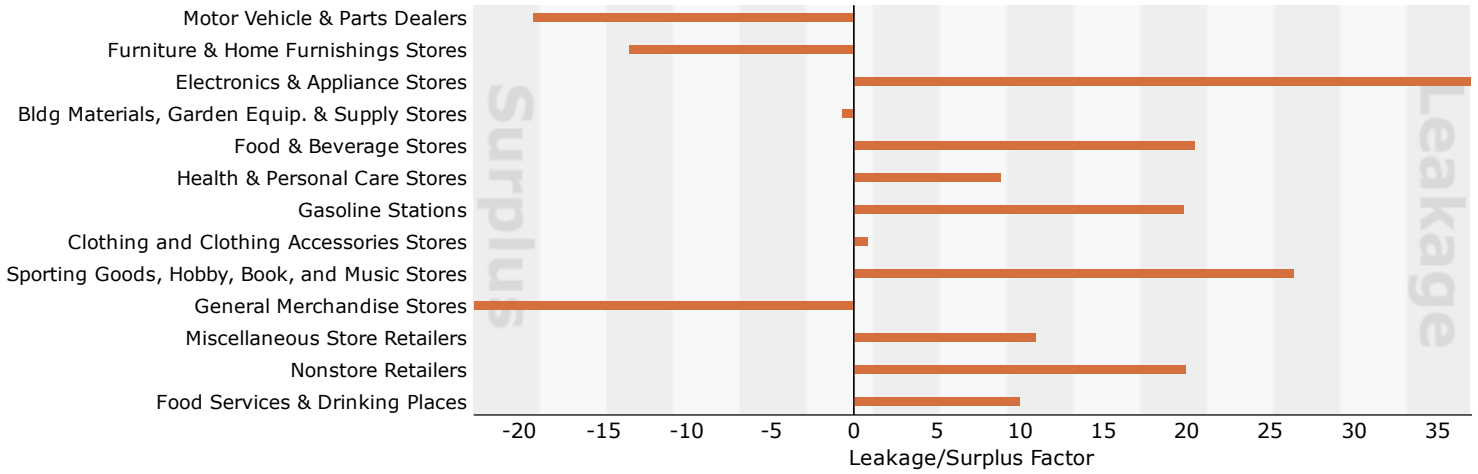
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$2,874,038,193	\$3,031,200,815	-\$157,162,622	-2.7	1,035
Total Retail Trade	44-45	\$2,595,261,081	\$2,803,439,942	-\$208,178,861	-3.9	740
Total Food & Drink	722	\$278,777,112	\$227,760,872	\$51,016,240	10.1	295

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$611,913,139	\$903,992,523	-\$292,079,384	-19.3	134
Automobile Dealers	4411	\$503,004,117	\$779,843,539	-\$276,839,422	-21.6	73
Other Motor Vehicle Dealers	4412	\$67,730,745	\$81,790,029	-\$14,059,284	-9.4	22
Auto Parts, Accessories & Tire Stores	4413	\$41,178,278	\$42,358,955	-\$1,180,677	-1.4	39
Furniture & Home Furnishings Stores	442	\$81,934,044	\$107,456,182	-\$25,522,138	-13.5	48
Furniture Stores	4421	\$49,630,467	\$88,634,898	-\$39,004,431	-28.2	32
Home Furnishings Stores	4422	\$32,303,576	\$18,821,284	\$13,482,292	26.4	16
Electronics & Appliance Stores	443	\$147,286,669	\$67,561,979	\$79,724,690	37.1	42
Bldg Materials, Garden Equip. & Supply Stores	444	\$148,625,608	\$150,627,148	-\$2,001,540	-0.7	63
Bldg Material & Supplies Dealers	4441	\$138,825,372	\$141,484,467	-\$2,659,095	-0.9	49
Lawn & Garden Equip & Supply Stores	4442	\$9,800,236	\$9,142,681	\$657,555	3.5	14
Food & Beverage Stores	445	\$485,448,050	\$320,555,061	\$164,892,989	20.5	71
Grocery Stores	4451	\$437,376,229	\$290,851,752	\$146,524,477	20.1	47
Specialty Food Stores	4452	\$27,354,584	\$17,867,752	\$9,486,832	21.0	14
Beer, Wine & Liquor Stores	4453	\$20,717,237	\$11,835,557	\$8,881,680	27.3	10
Health & Personal Care Stores	446,4461	\$137,036,842	\$114,534,165	\$22,502,677	8.9	58
Gasoline Stations	447,4471	\$161,513,932	\$107,896,052	\$53,617,880	19.9	42
Clothing & Clothing Accessories Stores	448	\$103,204,454	\$101,378,541	\$1,825,913	0.9	86
Clothing Stores	4481	\$69,457,978	\$67,295,315	\$2,162,663	1.6	53
Shoe Stores	4482	\$13,558,961	\$17,581,515	-\$4,022,554	-12.9	17
Jewelry, Luggage & Leather Goods Stores	4483	\$20,187,516	\$16,501,711	\$3,685,805	10.0	15
Sporting Goods, Hobby, Book & Music Stores	451	\$79,932,718	\$46,480,658	\$33,452,060	26.5	35
Sporting Goods/Hobby/Musical Instr Stores	4511	\$70,491,179	\$43,159,355	\$27,331,824	24.0	30
Book, Periodical & Music Stores	4512	\$9,441,539	\$3,321,302	\$6,120,237	48.0	5
General Merchandise Stores	452	\$477,651,624	\$760,369,447	-\$282,717,823	-22.8	47
Department Stores Excluding Leased Depts.	4521	\$349,141,501	\$576,578,649	-\$227,437,148	-24.6	16
Other General Merchandise Stores	4529	\$128,510,123	\$183,790,798	-\$55,280,675	-17.7	31
Miscellaneous Store Retailers	453	\$114,566,612	\$91,833,930	\$22,732,682	11.0	91
Florists	4531	\$4,451,699	\$1,578,215	\$2,873,484	47.7	9
Office Supplies, Stationery & Gift Stores	4532	\$20,308,150	\$16,101,346	\$4,206,804	11.6	25
Used Merchandise Stores	4533	\$15,666,918	\$4,549,273	\$11,117,645	55.0	14
Other Miscellaneous Store Retailers	4539	\$74,139,846	\$69,605,097	\$4,534,749	3.2	43
Nonstore Retailers	454	\$46,147,388	\$30,754,256	\$15,393,132	20.0	22
Electronic Shopping & Mail-Order Houses	4541	\$31,444,006	\$12,987,787	\$18,456,219	41.5	7
Vending Machine Operators	4542	\$2,732,411	\$5,688,189	-\$2,955,778	-35.1	2
Direct Selling Establishments	4543	\$11,970,970	\$12,078,281	-\$107,311	-0.4	13
Food Services & Drinking Places	722	\$278,777,112	\$227,760,872	\$51,016,240	10.1	295
Special Food Services	7223	\$3,269,146	\$4,781,646	-\$1,512,500	-18.8	5
Drinking Places - Alcoholic Beverages	7224	\$9,700,500	\$6,257,186	\$3,443,314	21.6	18
Restaurants/Other Eating Places	7225	\$265,807,467	\$216,722,041	\$49,085,426	10	272

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/data/esri\\_data/methodology-statements](http://www.esri.com/data/esri_data/methodology-statements)

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

