

RADIUS REPORT FOR 1, 3, and 5 miles around 900 E 11th St, Austin, TX 78702

PREPARED FOR: Best Texas Bbq

DATE: February 16, 2023

MAP



DEMOGRAPHICS

Population

	1 mile	3 miles	5 miles
Population	18,301	168,671	327,869

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B01003

Income

	1 mile	3 miles	5 miles
Median Household Income <small>(in 2021 inflation adjusted dollars)</small>	\$96,907	\$77,723	\$75,327
Mean Household Income <small>(in 2021 inflation adjusted dollars)</small>	\$147,064	\$118,589	\$114,854
Households	8,545	76,709	146,570
Less than \$25,000	1,70120%	15,61820%	26,98918%
\$25,000 to \$49,999	6648%	11,65615%	24,90417%
\$50,000 to \$74,999	87710%	10,12613%	21,16314%
\$75,000 to \$99,999	1,17614%	8,75511%	17,39312%
\$100,000 to \$199,999	2,36628%	19,36425%	36,36225%
\$200,000 or more	1,76121%	11,19015%	19,75913%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B19001, B19013, B19025

Age

	1 mile	3 miles	5 miles
Median Age	33	30	32
Population	18,301	168,671	327,869
9 & under	8485%	10,3326%	27,3888%
10 to 19	2,11812%	20,13412%	37,24811%
20 to 29	4,77126%	51,94231%	84,68626%
30 to 39	4,06222%	35,47421%	67,45721%
40 to 49	2,32413%	19,21511%	40,77112%
50 to 59	1,78410%	13,1138%	29,2869%
60 to 69	1,77410%	11,4287%	23,7627%
70 & over	6213%	7,0344%	17,2715%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B01001

Race & Ethnicity

	1 mile		3 miles		5 miles	
Population	18,301		168,671		327,869	
White	10,120	55%	93,212	55%	170,921	52%
Black	2,760	15%	13,249	8%	25,616	8%
American Indian	17	0%	278	0%	383	0%
Asian	848	5%	11,247	7%	17,307	5%
Pacific Islander	3	0%	84	0%	172	0%
Other race	63	0%	486	0%	699	0%
Two or more races	491	3%	5,157	3%	9,462	3%
Hispanic	4,001	22%	44,959	27%	103,310	32%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B03002

Educational Attainment

	1 mile		3 miles		5 miles	
Population 25 years & Over	13,096		110,933		224,508	
No high school diploma	992	8%	7,934	7%	21,277	9%
High school graduate or equal	1,361	10%	10,801	10%	28,054	12%
Some college	1,748	13%	13,704	12%	30,914	14%
Associate's degree	600	5%	4,391	4%	9,689	4%
Bachelor's degree	4,584	35%	44,914	40%	82,620	37%
Masters, doctorate, professional	3,812	29%	29,189	26%	51,954	23%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B15002

Employment Status

	1 mile		3 miles		5 miles	
Population 16 years & Over	17,181		153,177		285,485	
In labor force	12,215	71%	111,226	73%	210,755	74%
Civilian labor force	12,215	71%	111,178	73%	210,652	74%
Employed	11,612	68%	106,168	69%	201,109	70%
Unemployed	603	4%	5,009	3%	9,542	3%
In armed forces	0	0%	49	0%	103	0%
Not in labor force	4,966	29%	41,950	27%	74,730	26%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B23025

Households

	1 mile		3 miles		5 miles	
Households	8,545		76,709		146,570	
Family households	2,334	27%	25,049	33%	57,427	39%
Married couple family	1,906	22%	18,483	24%	40,516	28%
With own children under 18	381	4%	6,240	8%	15,767	11%
Other family	428	5%	6,566	9%	16,911	12%
Single male householder with own children under 18	18	0%	695	1%	1,840	1%
Single female householder with own children under 18	114	1%	2,195	3%	6,657	5%
Nonfamily households	6,211	73%	51,660	67%	89,143	61%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B11001, B11003

Housing Units

	1 mile		3 miles		5 miles	
Housing Units	9,781		85,914		160,745	
Occupied Housing Units	8,545		76,709		146,570	
Owner occupied units	3,413	40%	25,280	33%	53,588	37%
Renter occupied units	5,132	60%	51,430	67%	92,982	63%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B25024, B25003

Housing Unit Value

	1 mile		3 miles		5 miles	
Owner Occupied Housing Units	3,413		25,280		53,588	
Less than \$100,000	112	3%	821	3%	2,176	4%
\$100,000 to \$199,999	54	2%	951	4%	2,782	5%
\$200,000 to \$299,999	184	5%	2,040	8%	6,108	11%
\$300,000 to \$399,999	692	20%	3,446	14%	8,927	17%
\$400,000 to \$499,999	842	25%	3,830	15%	8,030	15%
\$500,000 or more	1,529	45%	14,193	56%	25,564	48%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B25075

Detailed Age

	1 mile		3 miles		5 miles	
Population	18,301		168,671		327,869	
Male	9,673	53%	87,921	52%	170,524	52%
Under 5 years	225	1%	3,197	2%	7,549	2%
5 to 9 years	90	0%	1,985	1%	6,590	2%
10 to 14 years	86	0%	2,411	1%	6,912	2%
15 to 17 years	69	0%	1,226	1%	3,774	1%
18 and 19 years	643	4%	5,489	3%	7,736	2%
20 years	296	2%	3,471	2%	4,135	1%
21 years	189	1%	3,126	2%	4,312	1%
22 to 24 years	571	3%	6,788	4%	10,368	3%
25 to 29 years	1,346	7%	13,392	8%	24,811	8%
30 to 34 years	1,485	8%	12,039	7%	21,321	7%
35 to 39 years	1,135	6%	8,131	5%	15,694	5%
40 to 44 years	519	3%	6,017	4%	12,542	4%
45 to 49 years	558	3%	4,406	3%	9,834	3%
50 to 54 years	595	3%	3,378	2%	7,489	2%
55 to 59 years	454	2%	3,306	2%	7,656	2%
60 and 61 years	380	2%	1,591	1%	3,208	1%
62 to 64 years	278	2%	2,212	1%	3,946	1%
65 and 66 years	283	2%	1,106	1%	2,250	1%
67 to 69 years	236	1%	1,519	1%	3,052	1%
70 to 74 years	93	1%	1,451	1%	3,356	1%
75 to 79 years	45	0%	851	1%	1,865	1%
80 to 84 years	51	0%	411	0%	958	0%
85 years and over	43	0%	419	0%	1,166	0%
Female:	8,628	47%	80,750	48%	157,345	48%
Under 5 years	270	1%	3,116	2%	7,364	2%
5 to 9 years	262	1%	2,035	1%	5,885	2%
10 to 14 years	169	1%	2,048	1%	5,573	2%
15 to 17 years	132	1%	1,621	1%	4,337	1%
18 and 19 years	1,019	6%	7,339	4%	8,916	3%
20 years	527	3%	4,086	2%	4,751	1%
21 years	193	1%	3,601	2%	4,920	2%
22 to 24 years	464	3%	6,201	4%	10,240	3%
25 to 29 years	1,185	6%	11,277	7%	21,150	6%
30 to 34 years	971	5%	9,183	5%	17,060	5%
35 to 39 years	470	3%	6,121	4%	13,382	4%
40 to 44 years	583	3%	4,820	3%	9,946	3%
45 to 49 years	663	4%	3,973	2%	8,449	3%
50 to 54 years	285	2%	2,956	2%	6,802	2%
55 to 59 years	449	2%	3,473	2%	7,340	2%
60 and 61 years	116	1%	1,366	1%	2,939	1%
62 to 64 years	251	1%	1,528	1%	3,714	1%
65 and 66 years	52	0%	606	0%	1,660	1%
67 to 69 years	179	1%	1,499	1%	2,994	1%
70 to 74 years	246	1%	1,467	1%	3,743	1%
75 to 79 years	36	0%	996	1%	2,401	1%
80 to 84 years	33	0%	549	0%	1,421	0%
85 years and over	74	0%	890	1%	2,361	1%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B01001, B01003. The numbers in the above table may not total up due to rounding.

POPULATION PROJECTIONS

State and county population projections.

	2000	2010	2020	2030	% Population Change			% Population Change 2020-2030
					2000-2010	2010-2020	2020-2030	
Texas	20,851,820	25,145,561	29,677,668	34,894,452	<div></div>	<div></div>	<div></div>	18%
Travis County	812,280	1,024,266	1,291,502	1,540,812	<div></div>	<div></div>	<div></div>	19%

Source: Texas Demographic Center, Projections of the Population of Texas and Counties in Texas by Age, Sex and Race/Ethnicity for 2010-2050, 2018.

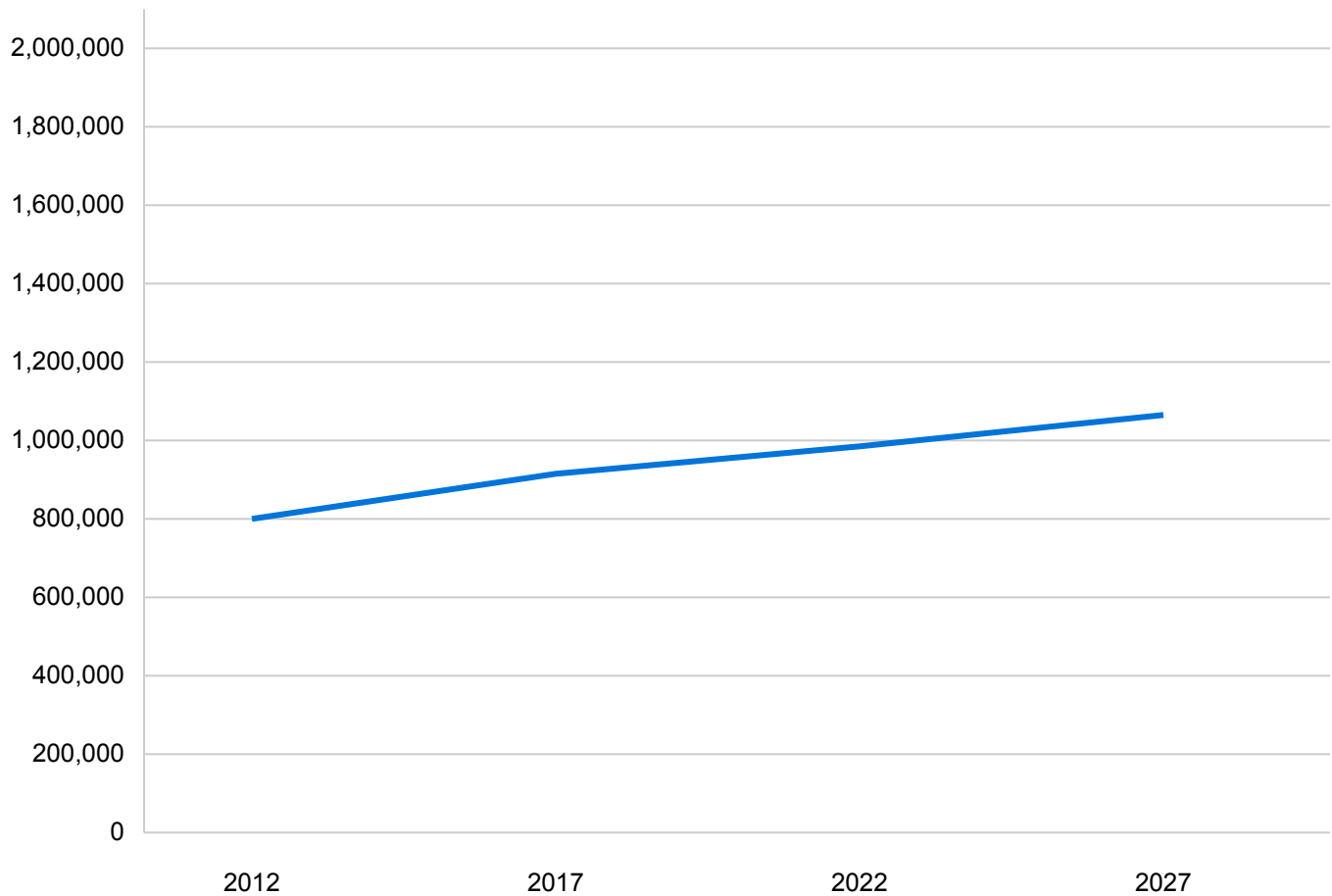
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CITY POPULATION PROJECTIONS

Austin Population, 2012-2027



Year	Population	Percent Change
2012	799,939	
2017	916,906	15%
2022	983,013	7%
2027	1,065,076	8%

Source: US Census Bureau. 2012 American Community Survey 5-Year Estimates. B01003 TOTAL POPULATION. US Census Bureau. 2017 American Community Survey 5-Year Estimates. B01003 TOTAL POPULATION. Applied Geographic Solutions. Estimates and Projections. 2022.

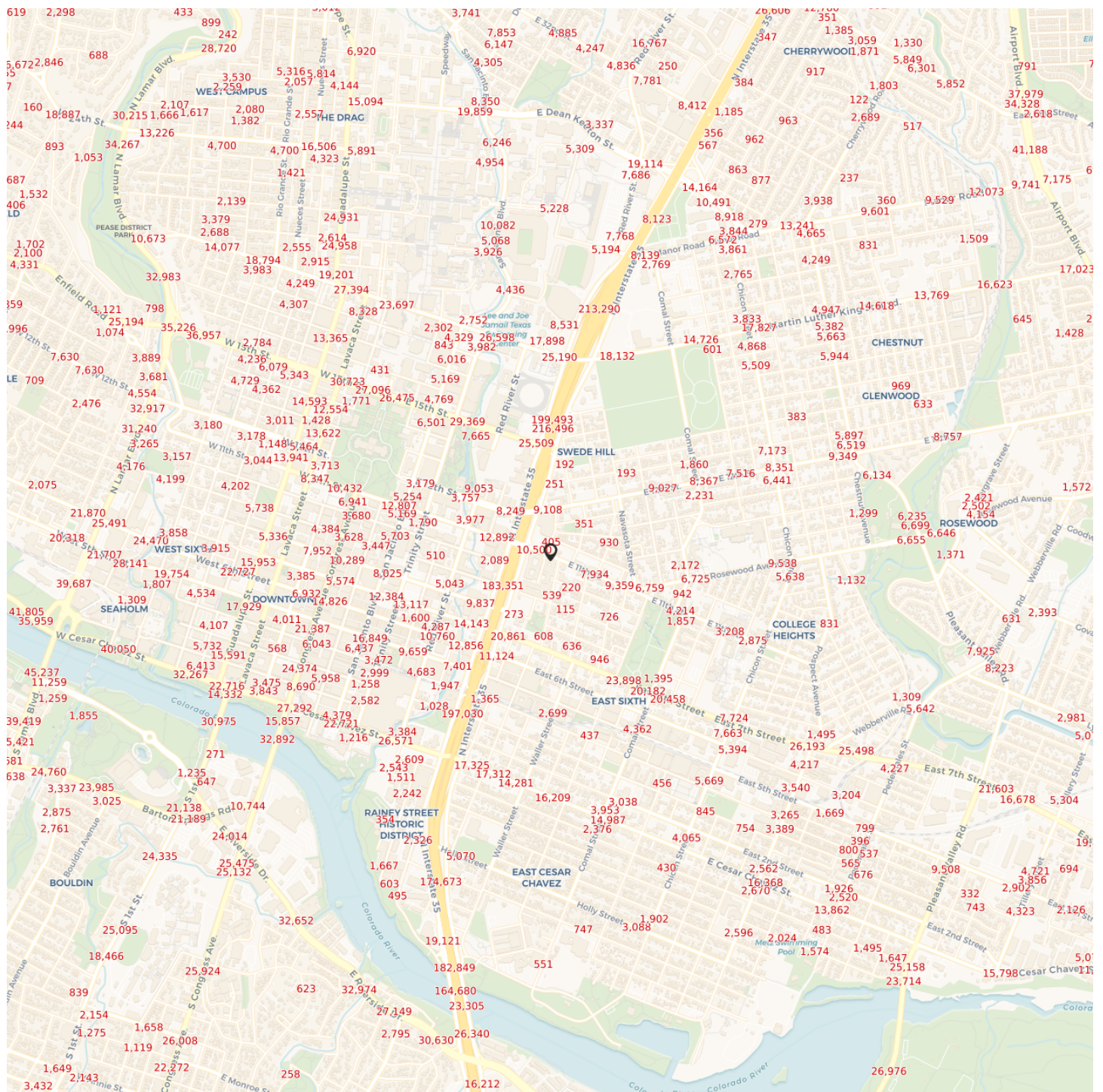
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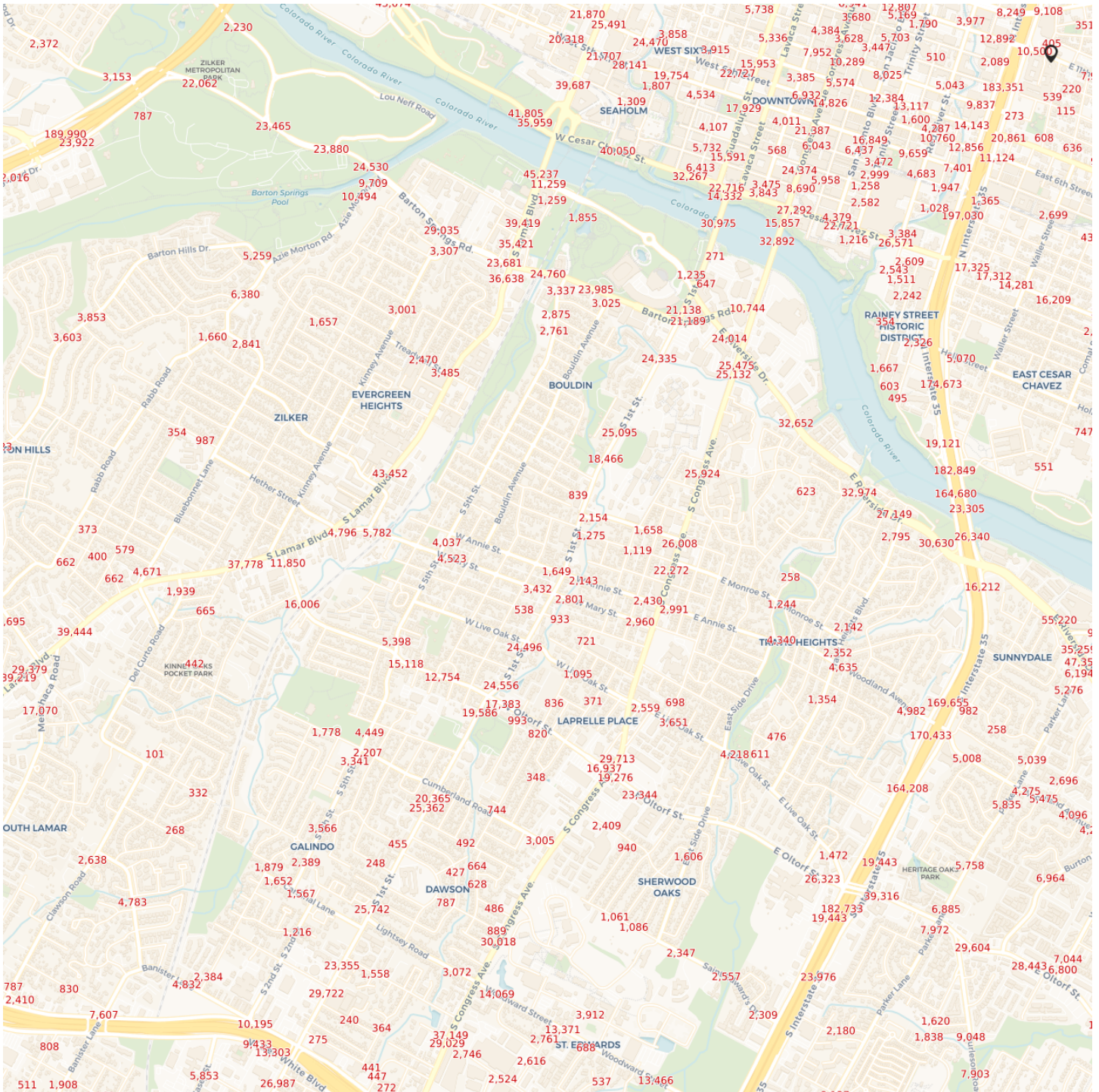
TRAFFIC

2023 24-hour average daily traffic count estimates - both ways



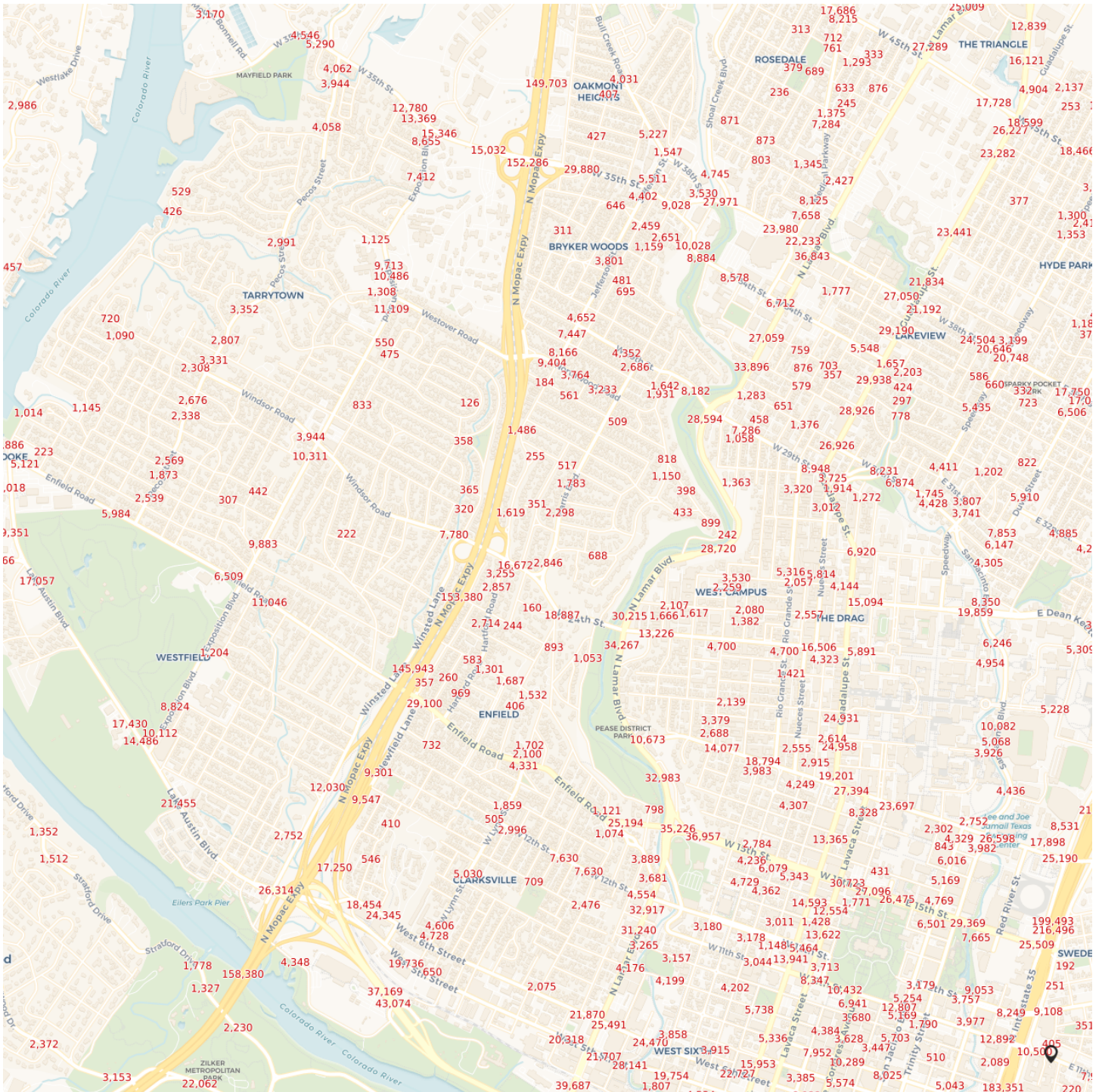
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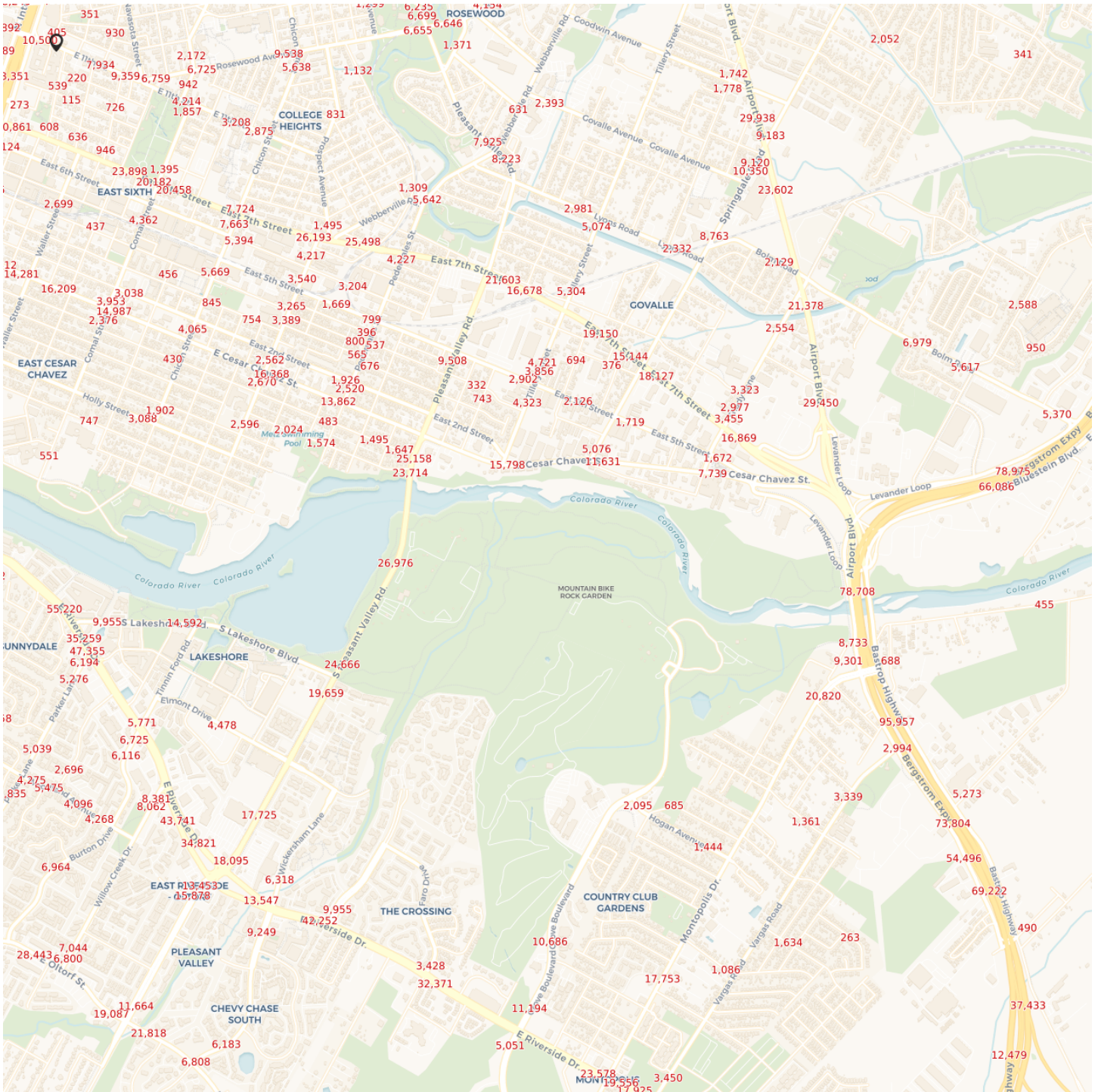
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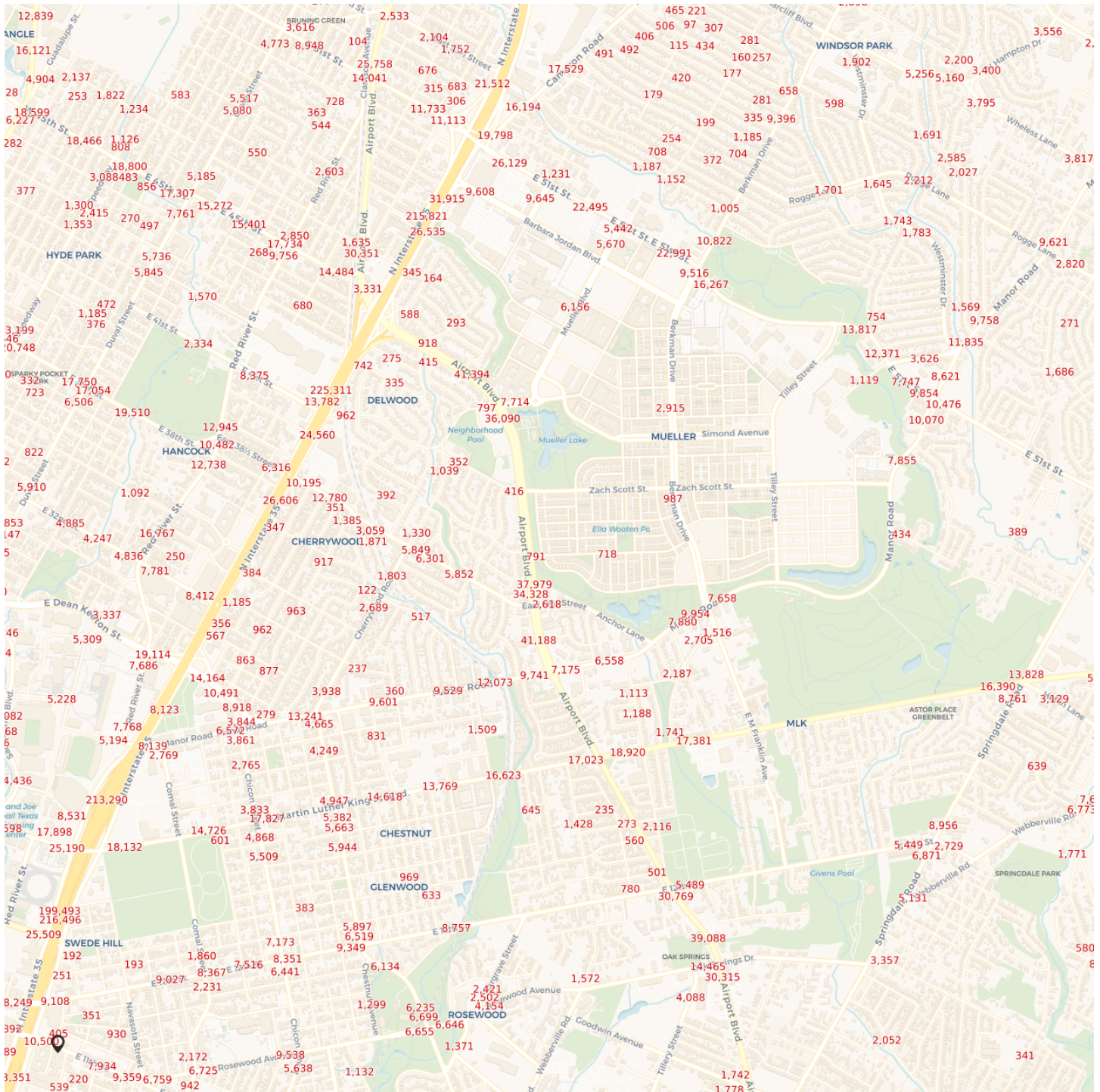
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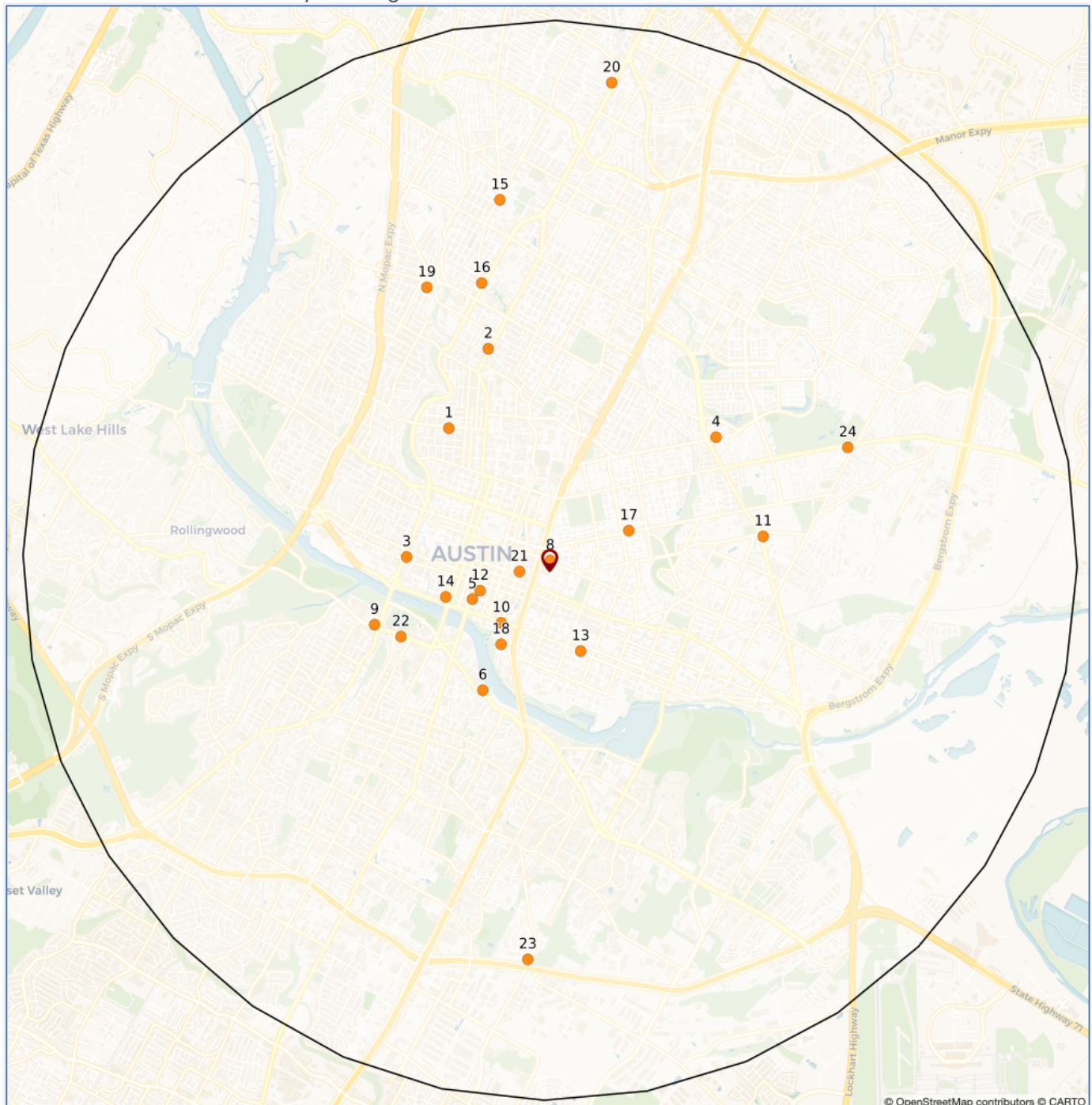
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Map of BBQ Restaurants for 5 miles around 900 E 11th St, Austin, TX 78702

Interactive Map:

<https://cubitplanning.carto.com/u/cubit/builder/555f74bc-0939-11e5-9002-0e0c41326911/embed>

- Hopefully helpful Hints. Click on Visible Layers. Turn off all layers except for Restaurants. Zoom in. You can click on each point to get data for each restaurant.



BBQ Restaurants around 900 E 11th St, Austin, TX 78702

ID	NAME	ADDRESS	CITY	STATE	ZIP
1	Bert's Bar-B-Que	907 W 24th St	Austin	TX	78705-4701
2	Black's Bbq	3110 Guadalupe St # 150	Austin	TX	78705-2859
3	Bowie Bbq	525 N Lamar Blvd	Austin	TX	78703-5411
4	Chilantro Bbq	3110 Manor Rd # B	Austin	TX	78723-5703
5	Cooper's Bbq	217 Congress Ave	Austin	TX	78701-4021
6	County Line Gp Inc	512 E Riverside Dr # 200	Austin	TX	78704-1306
7	Donn's BBQ	2617 S Interstate 35	Austin	TX	78741-5568
8	Franklin Barbecue	900 E 11th St	Austin	TX	78702-1905
9	Green Mesquite BBQ & More	1400 Barton Springs Rd	Austin	TX	78704-1011
10	Iron Works Bbq	100 Red River St	Austin	TX	78701-4127
11	J Leonardi's Barbeque	1149 1/2 Airport Blvd	Austin	TX	78702-3152
12	Juice Land	120 E 4th St	Austin	TX	78701-3915
13	Kerlin Bbq	1700 E Cesar Chavez St	Austin	TX	78702-4402
14	Lamberts Downtown Barbecue	401 W 2nd St	Austin	TX	78701-3802
15	Pit Barbeque	4707 Burnet Rd	Austin	TX	78756-2826
16	Rudy's Country Store & Bar-B-Q	3914 N Lamar Blvd	Austin	TX	78756-4017
17	Sam's Que	2000 E 12th St	Austin	TX	78702-1702
18	Scotty's Bbq	74 Rainey St	Austin	TX	78701-4309
19	Smokey Mo's Bar-B-Q	1601 S Interstate 35 # 320	Austin	TX	78741-2503
20	Stiles Switch	6610 N Lamar Blvd	Austin	TX	78752-3502
21	Stubb's Bar-B-Q	801 Red River St	Austin	TX	78701-3312
22	Terry Black's Barbecue	1003 Barton Springs Rd	Austin	TX	78704-1148
23	Vic's Bar-B-Que	3502 Burleson Rd	Austin	TX	78741-7227
24	Willie's Bar-B-Que	4505 E Martin Luther King Jr B	Austin	TX	78721-1356

Source: Data Axle USA

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Health Insurance Coverage

	1 mile		3 miles		5 miles	
Summary Table						
Total: Civilian noninstitutionalized population	18,251		167,928		325,701	
Under 18 years	2,016	11%	22,247	13%	54,194	17%
With health insurance coverage	1,852	10%	20,428	12%	49,144	15%
No health insurance coverage	164	1%	1,817	1%	5,045	2%
18 to 34 years	8,149	45%	81,138	48%	132,516	41%
With health insurance coverage	7,050	39%	69,943	42%	111,019	34%
No health insurance coverage	1,098	6%	11,192	7%	21,499	7%
35 to 64 years	6,715	37%	53,077	32%	112,330	34%
With health insurance coverage	6,022	33%	46,811	28%	95,924	29%
No health insurance coverage	695	4%	6,261	4%	16,410	5%
Over 65 years	1,373	8%	11,468	7%	26,669	8%
With health insurance coverage	1,320	7%	11,360	7%	26,297	8%
No health insurance coverage	50	0%	104	0%	373	0%
Detailed Table						
Total: Civilian noninstitutionalized population	18,251		167,928		325,701	
Under 18 years:	2,016	11%	22,247	13%	54,194	17%
With one type of health insurance coverage:	1,806	10%	19,487	12%	46,693	14%
With employer-based health insurance only	1,079	6%	12,366	7%	26,325	8%
With direct-purchase health insurance only	221	1%	1,789	1%	3,461	1%
With Medicare coverage only	0	0%	0	0%	184	0%
With Medicaid/means-tested public coverage only	490	3%	5,228	3%	16,528	5%
With TRICARE/military health coverage only	19	0%	100	0%	196	0%
With VA Health Care only	0	0%	0	0%	0	0%
With two or more types of health insurance coverage:	46	0%	941	1%	2,451	1%
With employer-based and direct-purchase coverage	5	0%	202	0%	607	0%
With employer-based and Medicare coverage	0	0%	0	0%	0	0%
With Medicare and Medicaid/means-tested public coverage	0	0%	0	0%	0	0%
Other private only combinations	3	0%	229	0%	249	0%
Other public only combinations	0	0%	0	0%	0	0%
Other coverage combinations	37	0%	510	0%	1,595	0%
No health insurance coverage	164	1%	1,817	1%	5,045	2%
18 to 34 years:	8,149	45%	81,138	48%	132,516	41%
With one type of health insurance coverage:	6,669	37%	66,440	40%	105,257	32%
With employer-based health insurance only	5,362	29%	52,510	31%	84,195	26%
With direct-purchase health insurance only	931	5%	10,726	6%	15,581	5%

	1 mile		3 miles		5 miles	
With Medicare coverage only	0	0%	53	0%	168	0%
With Medicaid/means-tested public coverage only	341	2%	2,472	1%	4,416	1%
With TRICARE/military health coverage only	29	0%	593	0%	714	0%
With VA Health Care only	2	0%	79	0%	181	0%
With two or more types of health insurance coverage:	381	2%	3,503	2%	5,762	2%
With employer-based and direct-purchase coverage	253	1%	2,486	1%	3,756	1%
With employer-based and Medicare coverage	16	0%	24	0%	64	0%
With Medicare and Medicaid/means-tested public coverage	29	0%	80	0%	215	0%
Other private only combinations	32	0%	119	0%	209	0%
Other public only combinations	0	0%	1	0%	1	0%
Other coverage combinations	50	0%	793	0%	1,517	0%
No health insurance coverage	1,098	6%	11,192	7%	21,499	7%
35 to 64 years:	6,715	37%	53,077	32%	112,330	34%
With one type of health insurance coverage:	5,629	31%	43,454	26%	88,277	27%
With employer-based health insurance only	4,091	22%	32,603	19%	66,916	21%
With direct-purchase health insurance only	847	5%	7,229	4%	13,434	4%
With Medicare coverage only	41	0%	351	0%	952	0%
With Medicaid/means-tested public coverage only	607	3%	2,933	2%	6,085	2%
With TRICARE/military health coverage only	36	0%	63	0%	168	0%
With VA Health Care only	8	0%	272	0%	716	0%
With two or more types of health insurance coverage:	393	2%	3,357	2%	7,647	2%
With employer-based and direct-purchase coverage	49	0%	709	0%	1,827	1%
With employer-based and Medicare coverage	0	0%	145	0%	343	0%
With direct-purchase and Medicare coverage	15	0%	67	0%	299	0%
With Medicare and Medicaid/means-tested public coverage	179	1%	702	0%	1,608	0%
Other private only combinations	0	0%	72	0%	192	0%
Other public only combinations	19	0%	168	0%	271	0%
Other coverage combinations	131	1%	1,493	1%	3,106	1%
No health insurance coverage	695	4%	6,261	4%	16,410	5%
65 years and over:	1,373	8%	11,468	7%	26,669	8%
With one type of health insurance coverage:	375	2%	3,544	2%	8,939	3%
With employer-based health insurance only	35	0%	381	0%	965	0%
With direct-purchase health insurance only	9	0%	183	0%	294	0%
With Medicare coverage only	331	2%	2,981	2%	7,662	2%
With TRICARE/military health coverage only	0	0%	0	0%	0	0%
With VA Health Care only	0	0%	1	0%	17	0%

	1 mile		3 miles		5 miles	
With two or more types of health insurance coverage:	945	5%	7,816	5%	17,358	5%
With employer-based and direct-purchase coverage	0	0%	2	0%	42	0%
With employer-based and Medicare coverage	372	2%	2,685	2%	5,910	2%
With direct-purchase and Medicare coverage	137	1%	1,702	1%	3,571	1%
With Medicare and Medicaid/means-tested public coverage	200	1%	1,395	1%	2,517	1%
Other private only combinations	0	0%	0	0%	0	0%
Other public only combinations	25	0%	174	0%	327	0%
Other coverage combinations	211	1%	1,859	1%	4,989	2%
No health insurance coverage	50	0%	104	0%	373	0%

Source: U.S. Census Bureau, 2021 American Community Survey, Table B27010

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Retail Gap Analysis

900.E.11th.St.,Austin.TX

Coordinates: 30.2701,-97.7313

Radius Size: 1.00 miles



Summary Demographics

Population	25,883
Households	9,799
Median household income	\$95,783
Average Annual Non-Resident Population	5,278
Nightly Avg (Annual) Business Travelers	1,124
Nightly Avg (Annual) Leisure/Personal Travelers	4,153

	<u>Demand</u>	<u>Sales</u>	<u>Gap</u>	<u>Gap %</u>	<u># Stores</u>
New Car Dealers	\$53,964,850	\$21,847,214	\$-32,117,636	-59.5%	8
User Car Dealers	\$5,565,130	\$2,544,519	\$-3,020,611	-54.3%	2
Recreational Vehicle Dealers	\$1,253,961	\$613,056	\$-640,905	-51.1%	1
Motorcycle & Boat Dealers	\$2,596,422	\$3,692,962	\$1,096,539	29.7%	8
Auto Parts & Accessories	\$4,342,191	\$2,982,027	\$-1,360,164	-31.3%	4
Tire Dealers	\$2,909,685	\$1,024,471	\$-1,885,214	-64.8%	1
Furniture Stores	\$5,264,915	\$5,547,826	\$282,912	5.1%	6
Floor Covering Stores	\$859,987	\$2,283,359	\$1,423,372	62.3%	10
Other Home Furnishing Stores	\$2,284,823	\$3,116,056	\$831,232	26.7%	2
Appliances & Electronics Stores	\$6,148,187	\$55,741,421	\$49,593,234	89.0%	29
Home Centers	\$9,193,194	\$2,551,391	\$-6,641,802	-72.2%	7
Paint & Wallpaper Stores	\$662,784	\$0	\$-662,784	100.0%	0
Hardware Stores	\$852,728	\$256,275	\$-596,452	-69.9%	1
Other Building Materials Stores	\$6,425,244	\$2,205,833	\$-4,219,411	-65.7%	2
Outdoor Power Equipment Stores	\$317,559	\$0	\$-317,559	100.0%	0
Nursery & Garden Stores	\$2,041,201	\$1,959,667	\$-81,534	-4.0%	3
Grocery Stores	\$45,758,756	\$28,281,505	\$-17,477,250	-38.2%	24
Convenience Stores	\$1,773,342	\$3,965,134	\$2,191,792	55.3%	16
Meat Markets	\$518,561	\$2,132,554	\$1,613,993	75.7%	3
Fish & Seafood Markets	\$189,483	\$264,191	\$74,708	28.3%	1
Fruit & Vegetable Markets	\$316,044	\$0	\$-316,044	100.0%	0
Other Specialty Food Markets	\$545,607	\$2,531,201	\$1,985,594	78.4%	20
Liquor Stores	\$2,324,805	\$4,519,594	\$2,194,788	48.6%	9
Pharmacy & Drug Stores	\$10,730,180	\$9,624,120	\$-1,106,060	-10.3%	15
Costmetics & Beauty Stores	\$631,136	\$282,308	\$-348,828	-55.3%	4
Optical Goods Stores	\$716,979	\$547,931	\$-169,048	-23.6%	2
Other Health & Personal Care Stores	\$737,516	\$1,144,119	\$406,604	35.5%	4
Gasoline Stations	\$35,856,404	\$32,773,448	\$-3,082,957	-8.6%	6
Men's Clothing Stores	\$613,440	\$1,451,211	\$837,771	57.7%	3
Women's Clothing Stores	\$2,631,917	\$8,951,173	\$6,319,256	70.6%	25
Childrens' & Infant's Clothing Stores	\$1,112,711	\$0	\$-1,112,711	100.0%	0
Family Clothing Stores	\$6,997,487	\$7,768,250	\$770,762	9.9%	4
Clothing Accessory Stores	\$576,097	\$5,181,496	\$4,605,399	88.9%	6
Other Apparel Stores	\$855,446	\$752,461	\$-102,985	-12.0%	5
Shoe Stores	\$2,824,843	\$868,406	\$-1,956,436	-69.3%	1
Jewelry Stores	\$1,492,451	\$13,999,045	\$12,506,594	89.3%	6
Luggage Stores	\$106,828	\$22,028	\$-84,801	-79.4%	0



Applied Geographic Solutions, Inc.

12-16-2022

Retail Gap Analysis

900.E.11th.St.,Austin.TX

Coordinates: 30.2701,-97.7313

Radius Size: 1.00 miles



	<u>Demand</u>	<u>Sales</u>	<u>Gap</u>	<u>Gap %</u>	<u># Stores</u>
Sporting Goods Stores	\$3,614,769	\$7,517,427	\$3,902,657	51.9%	11
Hobby, Toy, & Game Stores	\$997,656	\$2,757,146	\$1,759,491	63.8%	9
Sewing & Needlecraft Stores	\$343,912	\$0	\$-343,912	100.0%	0
Musical Instrument Stores	\$275,710	\$714,115	\$438,405	61.4%	2
Book Stores	\$1,346,627	\$2,163,271	\$816,644	37.8%	8
Department Stores	\$13,753,746	\$368,934	\$-13,384,813	-97.3%	1
Warehouse Superstores	\$32,853,749	\$0	\$-32,853,749	100.0%	0
Other General Merchandise Stores	\$5,073,036	\$15,592,813	\$10,519,777	67.5%	8
Florists	\$255,597	\$206,746	\$-48,850	-19.1%	2
Office & Stationary Stores	\$730,622	\$755,393	\$24,771	3.3%	2
Gift & Souvenir Stores	\$873,531	\$1,142,576	\$269,045	23.5%	11
Used Merchandise Stores	\$510,104	\$2,909,429	\$2,399,325	82.5%	5
Pet & Pet Supply Stores	\$2,845,315	\$4,968,140	\$2,122,825	42.7%	4
Art Dealers	\$239,615	\$1,444,233	\$1,204,619	83.4%	4
Mobile Home Dealers	\$414,777	\$0	\$-414,777	100.0%	0
Other Miscellaneous Retail Stores	\$1,220,416	\$3,618,048	\$2,397,632	66.3%	49
Mail Order & Catalog Stores	\$20,351,747	\$118,925,661	\$98,573,914	82.9%	13
Vending Machines	\$529,943	\$638,485	\$108,542	17.0%	1
Fuel Dealers	\$1,841,249	\$838,423	\$-1,002,827	-54.5%	1
Other Direct Selling Establishments	\$1,528,088	\$3,890,513	\$2,362,424	60.7%	11
Retail at Hotels & Other Travel Accomodations (7211)	\$2,620,433	\$48,428,670	\$45,808,237	94.6%	69
Retail at RV Parks (7212)	\$21,978	\$6,868	\$-15,110	-68.8%	1
Retail at Rooming & Boarding Houses (7213)	\$18,970	\$732,588	\$713,618	97.4%	6
Full Service Restaurants (7221)	\$27,793,226	\$128,812,314	\$101,019,088	78.4%	219
Limited Service Restaurants (7222)	\$12,910,638	\$37,303,091	\$24,392,452	65.4%	55
Special Food Services & Catering (7223)	\$4,114,869	\$8,807,364	\$4,692,495	53.3%	10

Retail Gap Analysis

900.E.11th.St.,Austin.TX

Coordinates: 30.2701,-97.7313

Radius Size: 3.00 miles



Summary Demographics

Population	190,579
Households	86,754
Median household income	\$70,874
Average Annual Non-Resident Population	11,992
Nightly Avg (Annual) Business Travelers	1,957
Nightly Avg (Annual) Leisure/Personal Travelers	10,034

	<u>Demand</u>	<u>Sales</u>	<u>Gap</u>	<u>Gap %</u>	<u># Stores</u>
New Car Dealers	\$439,867,606	\$146,180,547	\$-293,687,059	-66.8%	18
User Car Dealers	\$45,374,723	\$14,134,396	\$-31,240,328	-68.8%	15
Recreational Vehicle Dealers	\$9,810,032	\$1,515,178	\$-8,294,854	-84.6%	2
Motorcycle & Boat Dealers	\$20,672,651	\$12,352,306	\$-8,320,345	-40.2%	27
Auto Parts & Accessories	\$35,420,283	\$29,076,681	\$-6,343,601	-17.9%	18
Tire Dealers	\$23,719,657	\$9,147,475	\$-14,572,182	-61.4%	15
Furniture Stores	\$41,848,328	\$29,089,703	\$-12,758,626	-30.5%	26
Floor Covering Stores	\$6,786,677	\$4,624,806	\$-2,161,870	-31.9%	20
Other Home Furnishing Stores	\$18,375,127	\$11,497,647	\$-6,877,480	-37.4%	6
Appliances & Electronics Stores	\$49,482,782	\$135,183,961	\$85,701,179	63.4%	72
Home Centers	\$73,823,808	\$41,416,402	\$-32,407,406	-43.9%	40
Paint & Wallpaper Stores	\$5,294,155	\$3,784,376	\$-1,509,778	-28.5%	4
Hardware Stores	\$6,850,631	\$897,615	\$-5,953,015	-86.9%	4
Other Building Materials Stores	\$51,607,016	\$10,534,019	\$-41,072,997	-79.6%	8
Outdoor Power Equipment Stores	\$2,548,958	\$0	\$-2,548,958	100.0%	0
Nursery & Garden Stores	\$16,481,293	\$3,471,694	\$-13,009,600	-78.9%	6
Grocery Stores	\$376,074,904	\$533,063,698	\$156,988,794	29.5%	108
Convenience Stores	\$14,604,110	\$21,171,482	\$6,567,372	31.0%	60
Meat Markets	\$4,282,387	\$6,867,969	\$2,585,582	37.6%	13
Fish & Seafood Markets	\$1,556,937	\$264,191	\$-1,292,746	-83.0%	1
Fruit & Vegetable Markets	\$2,603,496	\$0	\$-2,603,496	100.0%	0
Other Specialty Food Markets	\$4,493,330	\$8,855,707	\$4,362,377	49.3%	88
Liquor Stores	\$18,597,786	\$17,189,377	\$-1,408,409	-7.6%	30
Pharmacy & Drug Stores	\$87,396,923	\$49,778,342	\$-37,618,581	-43.0%	51
Costmetics & Beauty Stores	\$5,128,897	\$2,760,501	\$-2,368,396	-46.2%	17
Optical Goods Stores	\$5,802,659	\$4,113,700	\$-1,688,959	-29.1%	16
Other Health & Personal Care Stores	\$5,994,247	\$9,646,527	\$3,652,280	37.9%	14
Gasoline Stations	\$299,669,121	\$188,884,856	\$-110,784,265	-37.0%	26
Men's Clothing Stores	\$4,910,829	\$6,528,840	\$1,618,011	24.8%	17
Women's Clothing Stores	\$21,063,567	\$32,287,926	\$11,224,359	34.8%	95
Childrens' & Infant's Clothing Stores	\$8,991,943	\$4,514,477	\$-4,477,465	-49.8%	2
Family Clothing Stores	\$56,156,728	\$38,737,670	\$-17,419,058	-31.0%	18
Clothing Accessory Stores	\$4,593,329	\$10,736,034	\$6,142,706	57.2%	14
Other Apparel Stores	\$6,859,323	\$4,988,994	\$-1,870,329	-27.3%	20
Shoe Stores	\$22,819,181	\$15,831,784	\$-6,987,397	-30.6%	13
Jewelry Stores	\$11,705,207	\$22,804,061	\$11,098,855	48.7%	10
Luggage Stores	\$856,278	\$460,347	\$-395,931	-46.2%	2



Retail Gap Analysis

900.E.11th.St.,Austin.TX

Coordinates: 30.2701,-97.7313

Radius Size: 3.00 miles



	<u>Demand</u>	<u>Sales</u>	<u>Gap</u>	<u>Gap %</u>	<u># Stores</u>
Sporting Goods Stores	\$28,539,230	\$41,980,841	\$13,441,610	32.0%	36
Hobby, Toy, & Game Stores	\$8,041,422	\$6,095,696	\$-1,945,726	-24.2%	25
Sewing & Needlecraft Stores	\$2,719,872	\$448,331	\$-2,271,540	-83.5%	3
Musical Instrument Stores	\$2,242,890	\$3,082,186	\$839,296	27.2%	13
Book Stores	\$10,605,354	\$7,131,384	\$-3,473,971	-32.8%	19
Department Stores	\$110,880,752	\$13,226,732	\$-97,654,020	-88.1%	9
Warehouse Superstores	\$268,335,056	\$0	\$-268,335,056	100.0%	0
Other General Merchandise Stores	\$41,173,165	\$34,867,549	\$-6,305,615	-15.3%	25
Florists	\$2,050,885	\$775,526	\$-1,275,359	-62.2%	8
Office & Stationary Stores	\$5,842,894	\$10,823,603	\$4,980,709	46.0%	6
Gift & Souvenir Stores	\$7,024,056	\$4,000,581	\$-3,023,475	-43.0%	33
Used Merchandise Stores	\$4,059,423	\$6,267,990	\$2,208,567	35.2%	35
Pet & Pet Supply Stores	\$23,054,932	\$20,348,471	\$-2,706,460	-11.7%	17
Art Dealers	\$1,914,693	\$4,813,698	\$2,899,005	60.2%	10
Mobile Home Dealers	\$3,332,419	\$422,455	\$-2,909,964	-87.3%	1
Other Miscellaneous Retail Stores	\$10,059,049	\$9,536,622	\$-522,427	-5.2%	132
Mail Order & Catalog Stores	\$163,711,936	\$182,665,280	\$18,953,345	10.4%	30
Vending Machines	\$4,354,566	\$3,817,694	\$-536,871	-12.3%	5
Fuel Dealers	\$15,043,610	\$3,440,055	\$-11,603,555	-77.1%	3
Other Direct Selling Establishments	\$12,380,011	\$9,103,726	\$-3,276,285	-26.5%	30
Retail at Hotels & Other Travel Accomodations (7211)	\$21,107,078	\$69,314,301	\$48,207,222	69.5%	139
Retail at RV Parks (7212)	\$201,639	\$39,752	\$-161,887	-80.3%	5
Retail at Rooming & Boarding Houses (7213)	\$147,940	\$1,679,937	\$1,531,997	91.2%	15
Full Service Restaurants (7221)	\$224,053,592	\$432,524,060	\$208,470,468	48.2%	726
Limited Service Restaurants (7222)	\$104,093,160	\$144,393,238	\$40,300,078	27.9%	213
Special Food Services & Catering (7223)	\$33,187,331	\$37,010,200	\$3,822,869	10.3%	38

Retail Gap Analysis

900.E.11th.St.,Austin.TX

Coordinates: 30.2701,-97.7313

Radius Size: 5.00 miles



Summary Demographics

Population	357,859
Households	158,693
Median household income	\$72,832
Average Annual Non-Resident Population	16,948
Nightly Avg (Annual) Business Travelers	2,569
Nightly Avg (Annual) Leisure/Personal Travelers	14,378

	<u>Demand</u>	<u>Sales</u>	<u>Gap</u>	<u>Gap %</u>	<u># Stores</u>
New Car Dealers	\$818,170,295	\$943,609,881	\$125,439,586	13.3%	66
User Car Dealers	\$84,414,998	\$48,428,266	\$-35,986,732	-42.6%	41
Recreational Vehicle Dealers	\$18,142,208	\$1,515,178	\$-16,627,030	-91.6%	2
Motorcycle & Boat Dealers	\$38,314,477	\$17,870,986	\$-20,443,491	-53.4%	38
Auto Parts & Accessories	\$65,784,782	\$55,107,602	\$-10,677,180	-16.2%	38
Tire Dealers	\$44,041,872	\$26,546,051	\$-17,495,822	-39.7%	33
Furniture Stores	\$77,287,109	\$72,533,636	\$-4,753,473	-6.2%	55
Floor Covering Stores	\$12,579,946	\$8,529,437	\$-4,050,509	-32.2%	38
Other Home Furnishing Stores	\$34,035,793	\$15,661,484	\$-18,374,309	-54.0%	10
Appliances & Electronics Stores	\$91,728,335	\$191,885,321	\$100,156,986	52.2%	132
Home Centers	\$137,116,235	\$77,106,212	\$-60,010,023	-43.8%	80
Paint & Wallpaper Stores	\$9,847,149	\$9,067,212	\$-779,936	-7.9%	13
Hardware Stores	\$12,711,722	\$2,865,679	\$-9,846,042	-77.5%	8
Other Building Materials Stores	\$95,918,869	\$323,564,485	\$227,645,616	70.4%	27
Outdoor Power Equipment Stores	\$4,729,113	\$7,874,114	\$3,145,001	39.9%	3
Nursery & Garden Stores	\$30,600,424	\$24,869,518	\$-5,730,906	-18.7%	14
Grocery Stores	\$698,599,293	\$868,580,601	\$169,981,308	19.6%	175
Convenience Stores	\$27,117,856	\$33,771,391	\$6,653,535	19.7%	103
Meat Markets	\$7,959,292	\$8,004,089	\$44,797	0.6%	18
Fish & Seafood Markets	\$2,892,979	\$704,510	\$-2,188,469	-75.6%	3
Fruit & Vegetable Markets	\$4,839,668	\$0	\$-4,839,668	100.0%	0
Other Specialty Food Markets	\$8,347,114	\$15,947,267	\$7,600,153	47.7%	129
Liquor Stores	\$34,322,862	\$33,002,653	\$-1,320,209	-3.8%	44
Pharmacy & Drug Stores	\$162,215,484	\$113,967,192	\$-48,248,292	-29.7%	89
Costmetics & Beauty Stores	\$9,516,472	\$6,007,213	\$-3,509,259	-36.9%	34
Optical Goods Stores	\$10,775,702	\$9,229,212	\$-1,546,490	-14.4%	30
Other Health & Personal Care Stores	\$11,125,058	\$16,839,939	\$5,714,881	33.9%	27
Gasoline Stations	\$559,242,956	\$497,550,124	\$-61,692,832	-11.0%	52
Men's Clothing Stores	\$9,062,295	\$11,448,806	\$2,386,511	20.8%	29
Women's Clothing Stores	\$38,918,431	\$52,496,026	\$13,577,596	25.9%	148
Childrens' & Infant's Clothing Stores	\$16,690,905	\$14,919,741	\$-1,771,164	-10.6%	8
Family Clothing Stores	\$103,831,142	\$178,252,499	\$74,421,357	41.8%	35
Clothing Accessory Stores	\$8,474,884	\$19,209,791	\$10,734,907	55.9%	23
Other Apparel Stores	\$12,678,521	\$17,392,707	\$4,714,186	27.1%	51
Shoe Stores	\$42,219,884	\$49,243,621	\$7,023,737	14.3%	39
Jewelry Stores	\$21,498,374	\$41,871,099	\$20,372,725	48.7%	17
Luggage Stores	\$1,583,692	\$920,694	\$-662,998	-41.9%	3

Retail Gap Analysis

900.E.11th.St.,Austin.TX

Coordinates: 30.2701,-97.7313

Radius Size: 5.00 miles



	<u>Demand</u>	<u>Sales</u>	<u>Gap</u>	<u>Gap %</u>	<u># Stores</u>
Sporting Goods Stores	\$52,769,386	\$56,270,071	\$3,500,685	6.2%	58
Hobby, Toy, & Game Stores	\$14,905,170	\$16,708,223	\$1,803,053	10.8%	44
Sewing & Needlecraft Stores	\$4,999,721	\$2,134,241	\$-2,865,480	-57.3%	8
Musical Instrument Stores	\$4,153,067	\$5,244,540	\$1,091,473	20.8%	21
Book Stores	\$19,501,910	\$18,391,201	\$-1,110,709	-5.7%	41
Department Stores	\$205,355,071	\$90,671,097	\$-114,683,974	-55.8%	21
Warehouse Superstores	\$498,121,206	\$0	\$-498,121,206	100.0%	0
Other General Merchandise Stores	\$76,368,898	\$55,970,607	\$-20,398,291	-26.7%	43
Florists	\$3,810,307	\$2,788,858	\$-1,021,450	-26.8%	27
Office & Stationary Stores	\$10,813,429	\$27,018,753	\$16,205,324	60.0%	12
Gift & Souvenir Stores	\$13,009,686	\$7,956,836	\$-5,052,850	-38.8%	55
Used Merchandise Stores	\$7,513,657	\$12,884,114	\$5,370,457	41.7%	77
Pet & Pet Supply Stores	\$42,807,488	\$43,007,119	\$199,632	0.5%	30
Art Dealers	\$3,545,142	\$6,648,420	\$3,103,278	46.7%	13
Mobile Home Dealers	\$6,196,176	\$9,670,952	\$3,474,776	35.9%	8
Other Miscellaneous Retail Stores	\$18,664,200	\$17,539,815	\$-1,124,385	-6.0%	240
Mail Order & Catalog Stores	\$303,177,345	\$291,529,435	\$-11,647,910	-3.8%	47
Vending Machines	\$8,089,024	\$5,280,714	\$-2,808,310	-34.7%	9
Fuel Dealers	\$28,071,241	\$8,139,921	\$-19,931,320	-71.0%	8
Other Direct Selling Establishments	\$22,949,775	\$14,099,868	\$-8,849,907	-38.6%	45
Retail at Hotels & Other Travel Accomodations (7211)	\$39,046,317	\$96,787,783	\$57,741,466	59.7%	217
Retail at RV Parks (7212)	\$368,165	\$113,453	\$-254,713	-69.2%	12
Retail at Rooming & Boarding Houses (7213)	\$278,314	\$1,715,304	\$1,436,990	83.8%	16
Full Service Restaurants (7221)	\$414,564,684	\$625,770,796	\$211,206,112	33.8%	1,055
Limited Service Restaurants (7222)	\$192,603,317	\$222,531,469	\$29,928,152	13.4%	332
Special Food Services & Catering (7223)	\$61,419,657	\$80,289,399	\$18,869,742	23.5%	74

End Notes

1. Non-Resident population estimates are presented as nightly average values, relative to the period specified (e.g. annual or quarterly) for either the base year (pre-COVID19) or the current year.
2. All dollar related data - income, expenditures, rent, housing values, retail sales, etc. - are reported in current not constant dollars.
3. Business establishment data: Devonshire Associates dmPlus.
4. Retail Gap estimates based on AGS consumer expenditure summaries by retail store type and dmPlus retail location data.

References

1. <https://appliedgeographic.com/Data/Methodologies/Estimates and Projections.pdf>
2. <https://appliedgeographic.com/Data/Methodologies/Business Counts.pdf>
3. <https://appliedgeographic.com/Data/Methodologies/Retail.pdf>
4. <https://appliedgeographic.com/Data/Methodologies/NRP.pdf>



Applied Geographic Solutions, Inc.

12-16-2022

Retail Gap Analysis

900.E.11th.St.,Austin.TX

Coordinates: 30.2701,-97.7313

Radius Size: 5.00 miles

CUBIT

Order your radius report (\$49) + retail gap
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METHODOLOGY

First, we subtract the 2021 US Census Bureau's water areas from the 2021 block groups. Then we calculate the project's radiuses, the block groups minus water areas that intersect the radiuses, and the percent of each block group's area that's in the radiuses (overlap). Next, the overlap percent is multiplied by the Census demographics for each block group. Finally, we sum the overlap times the demographics for all block groups that intersect a radius to produce the demographic estimate for the radius.

The benefits of this methodology are that it allows for:

1. the use of the **most current data** for small area geographies from the US Census Bureau;
2. the estimation of demographics for radius distances using dissimilar shaped Census block groups;
3. **data comparability** (because estimates for small radiuses and large radiuses use the same methodology, geographies and datasets); and
4. improved estimates along coastlines and large water bodies by removing water areas.

This methodology assumes that the **population is equally distributed** throughout a block group. This assumption can result in unlikely estimates for small radiuses (i.e. 1 mile) in rural areas with low population densities and thus, large geographic area block groups.

If you have any questions, you can reach Cubit at 1.800.939.2130 or at www.cubitplanning.com.

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