



Retail MarketPlace Profile

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Summary Demographics

2017 Population	5,655
2017 Households	1,834
2017 Median Disposable Income	\$62,838
2017 Per Capita Income	\$30,235

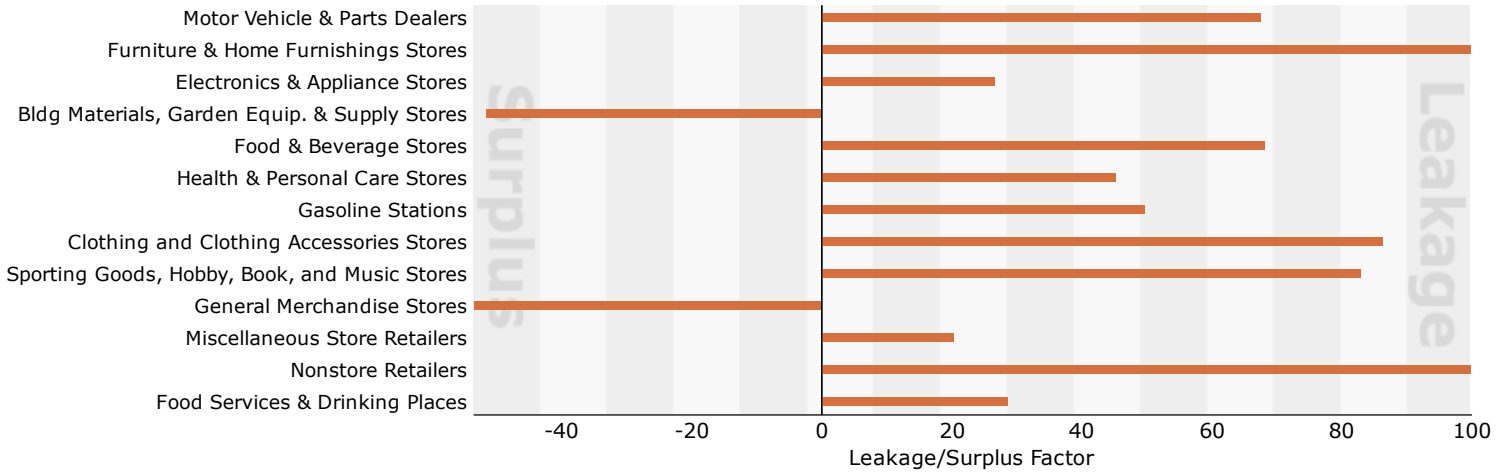
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$80,607,642	\$74,975,907	\$5,631,735	3.6	25
Total Retail Trade	44-45	\$72,388,253	\$70,432,413	\$1,955,840	1.4	15
Total Food & Drink	722	\$8,219,389	\$4,543,494	\$3,675,895	28.8	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,731,217	\$3,026,767	\$12,704,450	67.7	2
Automobile Dealers	4411	\$12,656,706	\$2,655,683	\$10,001,023	65.3	2
Other Motor Vehicle Dealers	4412	\$1,706,206	\$371,085	\$1,335,121	64.3	1
Auto Parts, Accessories & Tire Stores	4413	\$1,368,305	\$0	\$1,368,305	100.0	0
Furniture & Home Furnishings Stores	442	\$2,601,883	\$0	\$2,601,883	100.0	0
Furniture Stores	4421	\$1,508,655	\$0	\$1,508,655	100.0	0
Home Furnishings Stores	4422	\$1,093,228	\$0	\$1,093,228	100.0	0
Electronics & Appliance Stores	443	\$2,685,788	\$1,551,400	\$1,134,388	26.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,835,531	\$15,185,305	-\$10,349,774	-51.7	3
Bldg Material & Supplies Dealers	4441	\$4,583,642	\$15,023,744	-\$10,440,102	-53.2	2
Lawn & Garden Equip & Supply Stores	4442	\$251,889	\$161,561	\$90,328	21.8	1
Food & Beverage Stores	445	\$12,883,035	\$2,432,956	\$10,450,079	68.2	2
Grocery Stores	4451	\$11,685,980	\$2,432,956	\$9,253,024	65.5	2
Specialty Food Stores	4452	\$547,062	\$0	\$547,062	100.0	0
Beer, Wine & Liquor Stores	4453	\$649,992	\$0	\$649,992	100.0	0
Health & Personal Care Stores	446,4461	\$4,001,119	\$1,501,293	\$2,499,826	45.4	1
Gasoline Stations	447,4471	\$7,230,634	\$2,432,631	\$4,798,003	49.7	1
Clothing & Clothing Accessories Stores	448	\$3,341,496	\$242,549	\$3,098,947	86.5	1
Clothing Stores	4481	\$2,210,863	\$0	\$2,210,863	100.0	0
Shoe Stores	4482	\$479,158	\$0	\$479,158	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$651,475	\$242,549	\$408,926	45.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,538,116	\$235,381	\$2,302,735	83.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,267,113	\$235,381	\$2,031,732	81.2	1
Book, Periodical & Music Stores	4512	\$271,003	\$0	\$271,003	100.0	0
General Merchandise Stores	452	\$12,689,510	\$41,968,901	-\$29,279,391	-53.6	1
Department Stores Excluding Leased Depts.	4521	\$8,881,408	\$41,968,901	-\$33,087,493	-65.1	1
Other General Merchandise Stores	4529	\$3,808,102	\$0	\$3,808,102	100.0	0
Miscellaneous Store Retailers	453	\$2,813,041	\$1,855,231	\$957,810	20.5	2
Florists	4531	\$114,738	\$122,378	-\$7,640	-3.2	1
Office Supplies, Stationery & Gift Stores	4532	\$623,748	\$30,222	\$593,526	90.8	1
Used Merchandise Stores	4533	\$490,522	\$0	\$490,522	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,584,033	\$1,702,631	-\$118,598	-3.6	1
Nonstore Retailers	454	\$1,036,884	\$0	\$1,036,884	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$791,374	\$0	\$791,374	100.0	0
Vending Machine Operators	4542	\$64,102	\$0	\$64,102	100.0	0
Direct Selling Establishments	4543	\$181,409	\$0	\$181,409	100.0	0
Food Services & Drinking Places	722	\$8,219,389	\$4,543,494	\$3,675,895	28.8	9
Special Food Services	7223	\$99,065	\$0	\$99,065	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$294,203	\$0	\$294,203	100.0	0
Restaurants/Other Eating Places	7225	\$7,826,121	\$4,543,494	\$3,282,627	26.5	9

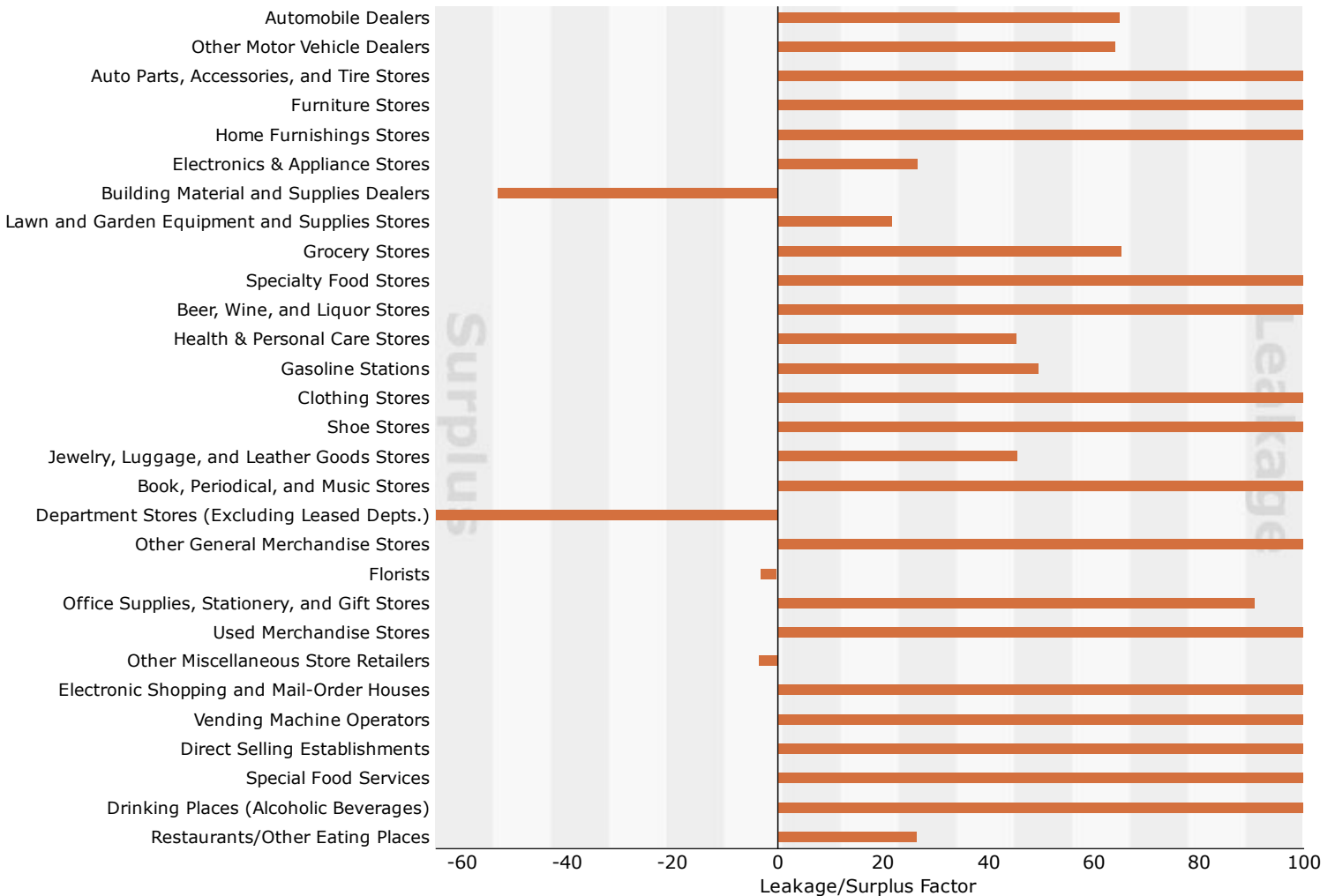
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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





Retail MarketPlace Profile

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Summary Demographics

2017 Population	43,808
2017 Households	14,981
2017 Median Disposable Income	\$64,462
2017 Per Capita Income	\$32,824

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	\$673,617,810	\$141,207,780	\$532,410,030	65.3	89
Total Retail Trade	44-45	\$605,537,497	\$125,026,741	\$480,510,756	65.8	57
Total Food & Drink	722	\$68,080,313	\$16,181,039	\$51,899,274	61.6	32

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$131,326,768	\$6,275,583	\$125,051,185	90.9	4
Automobile Dealers	4411	\$105,560,711	\$0	\$105,560,711	100.0	0
Other Motor Vehicle Dealers	4412	\$14,277,747	\$0	\$14,277,747	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$11,488,309	\$5,191,242	\$6,297,067	37.8	4
Furniture & Home Furnishings Stores	442	\$21,542,822	\$1,441,902	\$20,100,920	87.5	3
Furniture Stores	4421	\$12,429,302	\$997,038	\$11,432,264	85.1	1
Home Furnishings Stores	4422	\$9,113,520	\$444,864	\$8,668,656	90.7	2
Electronics & Appliance Stores	443	\$22,197,200	\$918,499	\$21,278,701	92.1	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,891,439	\$15,100,007	\$25,791,432	46.1	6
Bldg Material & Supplies Dealers	4441	\$38,624,762	\$14,603,658	\$24,021,104	45.1	5
Lawn & Garden Equip & Supply Stores	4442	\$2,266,677	\$496,349	\$1,770,328	64.1	2
Food & Beverage Stores	445	\$107,988,216	\$13,591,395	\$94,396,821	77.6	9
Grocery Stores	4451	\$97,902,818	\$12,597,111	\$85,305,707	77.2	7
Specialty Food Stores	4452	\$4,576,139	\$0	\$4,576,139	100.0	0
Beer, Wine & Liquor Stores	4453	\$5,509,259	\$917,941	\$4,591,318	71.4	2
Health & Personal Care Stores	446,4461	\$34,132,794	\$8,742,462	\$25,390,332	59.2	5
Gasoline Stations	447,4471	\$59,885,231	\$17,276,402	\$42,608,829	55.2	6
Clothing & Clothing Accessories Stores	448	\$27,834,978	\$1,696,086	\$26,138,892	88.5	4
Clothing Stores	4481	\$18,413,541	\$1,356,724	\$17,056,817	86.3	4
Shoe Stores	4482	\$3,948,390	\$0	\$3,948,390	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$5,473,048	\$0	\$5,473,048	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$21,120,950	\$2,136,065	\$18,984,885	81.6	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,879,248	\$1,900,073	\$16,979,175	81.7	4
Book, Periodical & Music Stores	4512	\$2,241,702	\$235,992	\$2,005,710	81.0	1
General Merchandise Stores	452	\$105,817,123	\$54,779,082	\$51,038,041	31.8	3
Department Stores Excluding Leased Depts.	4521	\$73,924,906	\$51,354,064	\$22,570,842	18.0	1
Other General Merchandise Stores	4529	\$31,892,216	\$3,425,018	\$28,467,198	80.6	3
Miscellaneous Store Retailers	453	\$23,781,668	\$2,892,293	\$20,889,375	78.3	9
Florists	4531	\$1,035,071	\$229,022	\$806,049	63.8	1
Office Supplies, Stationery & Gift Stores	4532	\$5,175,917	\$324,554	\$4,851,363	88.2	2
Used Merchandise Stores	4533	\$4,067,919	\$516,677	\$3,551,242	77.5	1
Other Miscellaneous Store Retailers	4539	\$13,502,761	\$1,822,040	\$11,680,721	76.2	3
Nonstore Retailers	454	\$9,018,310	\$0	\$9,018,310	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$6,642,680	\$0	\$6,642,680	100.0	0
Vending Machine Operators	4542	\$535,518	\$0	\$535,518	100.0	0
Direct Selling Establishments	4543	\$1,840,111	\$0	\$1,840,111	100.0	0
Food Services & Drinking Places	722	\$68,080,313	\$16,181,039	\$51,899,274	61.6	32
Special Food Services	7223	\$828,032	\$457,875	\$370,157	28.8	2
Drinking Places - Alcoholic Beverages	7224	\$2,473,872	\$194,551	\$2,279,321	85.4	1
Restaurants/Other Eating Places	7225	\$64,778,410	\$15,528,613	\$49,249,797	61.3	29

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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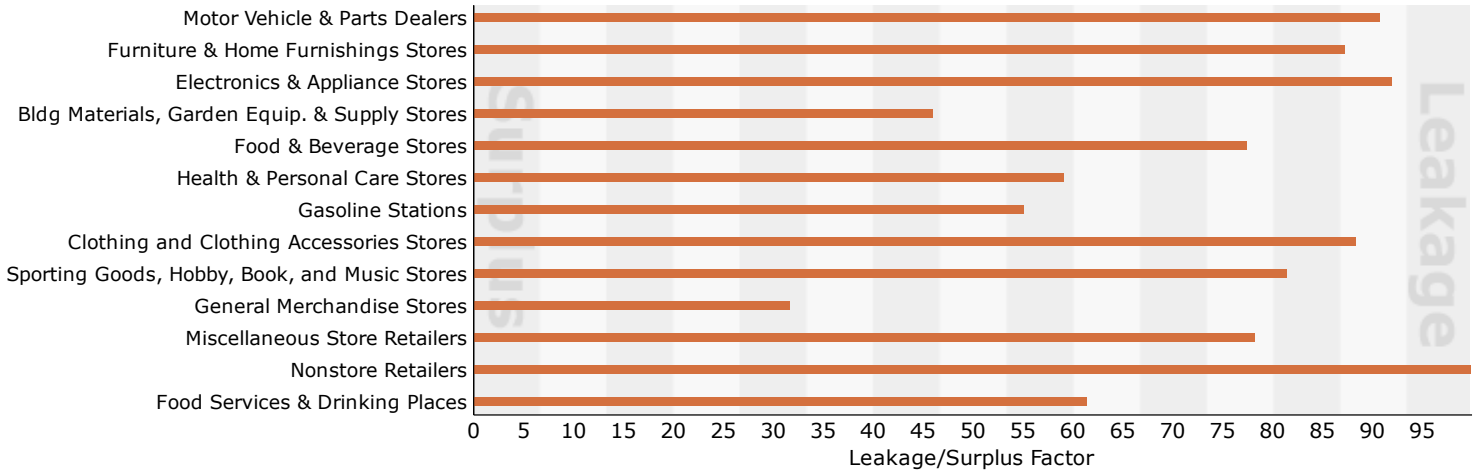


Retail MarketPlace Profile

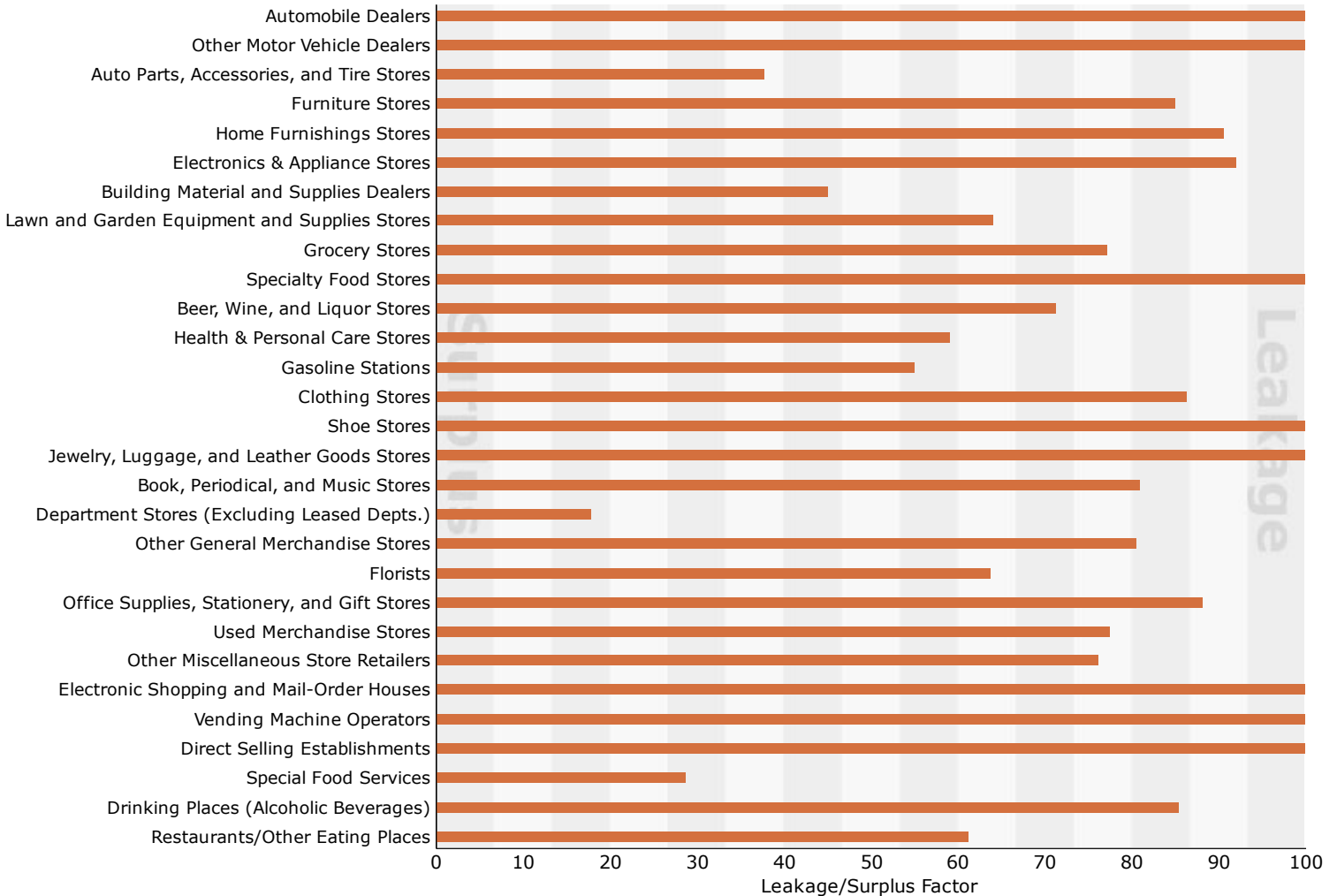
Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 1 - 3 mile radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Summary Demographics

2017 Population	35,317
2017 Households	12,974
2017 Median Disposable Income	\$56,638
2017 Per Capita Income	\$32,573

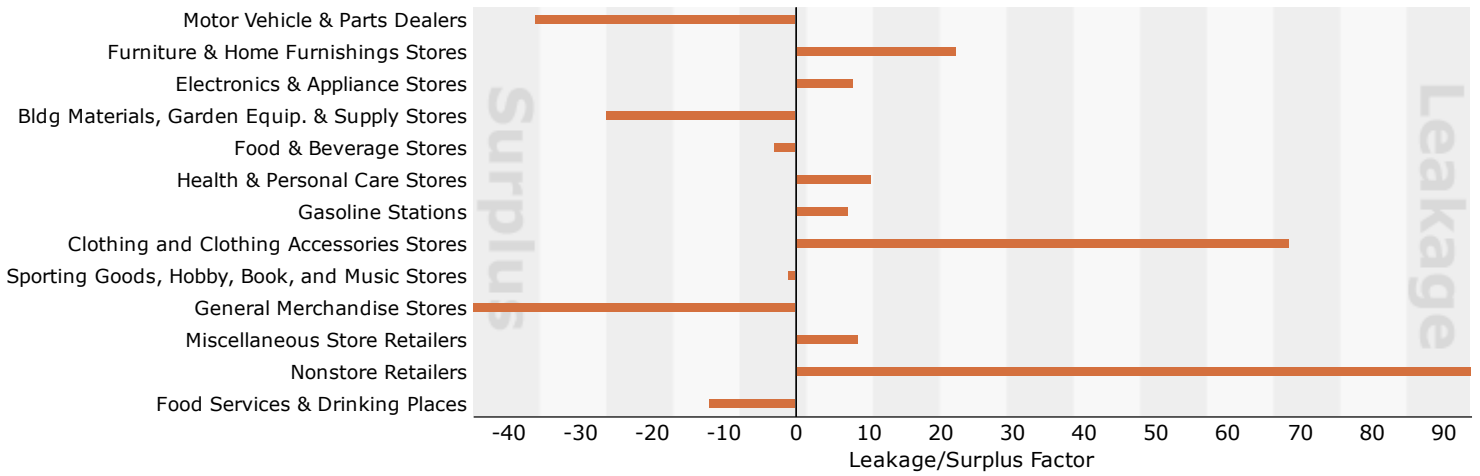
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$550,168,245	\$809,017,779	-\$258,849,534	-19.0	251
Total Retail Trade	44-45	\$494,635,382	\$738,076,004	-\$243,440,622	-19.7	157
Total Food & Drink	722	\$55,532,863	\$70,941,775	-\$15,408,912	-12.2	93

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$107,667,722	\$230,475,039	-\$122,807,317	-36.3	32
Automobile Dealers	4411	\$86,647,679	\$191,103,629	-\$104,455,950	-37.6	12
Other Motor Vehicle Dealers	4412	\$11,644,245	\$20,931,480	-\$9,287,235	-28.5	7
Auto Parts, Accessories & Tire Stores	4413	\$9,375,798	\$18,439,931	-\$9,064,133	-32.6	13
Furniture & Home Furnishings Stores	442	\$17,464,865	\$11,088,482	\$6,376,383	22.3	5
Furniture Stores	4421	\$10,142,773	\$10,368,269	-\$225,496	-1.1	4
Home Furnishings Stores	4422	\$7,322,092	\$720,213	\$6,601,879	82.1	1
Electronics & Appliance Stores	443	\$18,059,048	\$15,372,582	\$2,686,466	8.0	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$32,810,023	\$56,369,769	-\$23,559,746	-26.4	16
Bldg Material & Supplies Dealers	4441	\$31,006,266	\$55,853,689	-\$24,847,423	-28.6	16
Lawn & Garden Equip & Supply Stores	4442	\$1,803,757	\$516,080	\$1,287,677	55.5	1
Food & Beverage Stores	445	\$88,562,860	\$94,026,830	-\$5,463,970	-3.0	17
Grocery Stores	4451	\$80,337,090	\$89,988,676	-\$9,651,586	-5.7	11
Specialty Food Stores	4452	\$3,758,743	\$1,382,956	\$2,375,787	46.2	3
Beer, Wine & Liquor Stores	4453	\$4,467,026	\$2,655,198	\$1,811,828	25.4	3
Health & Personal Care Stores	446,4461	\$27,817,701	\$22,583,622	\$5,234,079	10.4	12
Gasoline Stations	447,4471	\$49,381,811	\$42,673,535	\$6,708,276	7.3	14
Clothing & Clothing Accessories Stores	448	\$22,607,643	\$4,213,731	\$18,393,912	68.6	10
Clothing Stores	4481	\$14,979,675	\$3,069,962	\$11,909,713	66.0	7
Shoe Stores	4482	\$3,217,888	\$435,101	\$2,782,787	76.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$4,410,080	\$708,668	\$3,701,412	72.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$17,165,399	\$17,594,053	-\$428,654	-1.2	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,325,109	\$13,505,192	\$1,819,917	6.3	6
Book, Periodical & Music Stores	4512	\$1,840,290	\$4,088,861	-\$2,248,571	-37.9	4
General Merchandise Stores	452	\$86,386,215	\$227,148,833	-\$140,762,618	-44.9	7
Department Stores Excluding Leased Depts.	4521	\$60,241,583	\$133,590,080	-\$73,348,497	-37.8	3
Other General Merchandise Stores	4529	\$26,144,632	\$93,558,752	-\$67,414,120	-56.3	4
Miscellaneous Store Retailers	453	\$19,379,574	\$16,298,765	\$3,080,809	8.6	22
Florists	4531	\$815,880	\$200,395	\$615,485	60.6	1
Office Supplies, Stationery & Gift Stores	4532	\$4,213,345	\$784,720	\$3,428,625	68.6	3
Used Merchandise Stores	4533	\$3,316,086	\$4,373,497	-\$1,057,411	-13.8	7
Other Miscellaneous Store Retailers	4539	\$11,034,264	\$10,940,152	\$94,112	0.4	11
Nonstore Retailers	454	\$7,332,520	\$230,763	\$7,101,757	93.9	1
Electronic Shopping & Mail-Order Houses	4541	\$5,411,036	\$0	\$5,411,036	100.0	0
Vending Machine Operators	4542	\$439,870	\$0	\$439,870	100.0	0
Direct Selling Establishments	4543	\$1,481,615	\$230,763	\$1,250,852	73.0	1
Food Services & Drinking Places	722	\$55,532,863	\$70,941,775	-\$15,408,912	-12.2	93
Special Food Services	7223	\$671,764	\$0	\$671,764	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,002,154	\$2,226,807	-\$224,653	-5.3	8
Restaurants/Other Eating Places	7225	\$52,858,944	\$68,494,147	-\$15,635,203	-12.9	85

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

