



# Retail MarketPlace Profile

Prepared by CAPCOG

Places: Lago Vista city, TX

## Summary Demographics

2008 Population	5,729
2008 Households	2,501
2008 Median Disposable Income	\$53,870
2008 Per Capita Income	\$34,772

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$78,817,068	\$15,274,519	\$63,542,549	67.5	33
Total Retail Trade (NAICS 44-45)	\$67,343,519	\$11,391,258	\$55,952,261	71.1	27
Total Food & Drink (NAICS 722)	\$11,473,549	\$3,883,261	\$7,590,288	49.4	6

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$16,705,416	\$2,016,301	\$14,689,115	78.5	2
Automobile Dealers (NAICS 4411)	\$14,435,555	\$1,662,337	\$12,773,218	79.3	1
Other Motor Vehicle Dealers (NAICS 4412)	\$1,552,786	\$353,964	\$1,198,822	62.9	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$717,075	\$0	\$717,075	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)	\$3,233,212	\$0	\$3,233,212	100.0	0
Furniture Stores (NAICS 4421)	\$1,756,848	\$0	\$1,756,848	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,476,364	\$0	\$1,476,364	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,874,546	\$518,848	\$2,355,698	69.4	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,831,187	\$491,842	\$2,339,345	70.4	1
Building Material and Supplies Dealers (NAICS 4441)	\$2,603,071	\$491,842	\$2,111,229	68.2	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$228,116	\$0	\$228,116	100.0	0
Food & Beverage Stores (NAICS 445)	\$14,294,225	\$1,061,726	\$13,232,499	86.2	3
Grocery Stores (NAICS 4451)	\$13,424,447	\$545,999	\$12,878,448	92.2	1
Specialty Food Stores (NAICS 4452)	\$475,993	\$0	\$475,993	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$393,785	\$515,727	-\$121,942	-13.4	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,245,683	\$1,160,779	\$1,084,904	31.8	3
Gasoline Stations (NAICS 447/NAICS 4471)	\$9,716,512	\$2,410,761	\$7,305,751	60.2	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,033,470	\$133,289	\$3,900,181	93.6	2
Clothing Stores (NAICS 4481)	\$3,291,439	\$133,289	\$3,158,150	92.2	2
Shoe Stores (NAICS 4482)	\$362,070	\$0	\$362,070	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$379,961	\$0	\$379,961	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,252,422	\$451,236	\$801,186	47.0	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$785,323	\$451,236	\$334,087	27.0	3
Book, Periodical, and Music Stores (NAICS 4512)	\$467,099	\$0	\$467,099	100.0	0

**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 infoUSA®.

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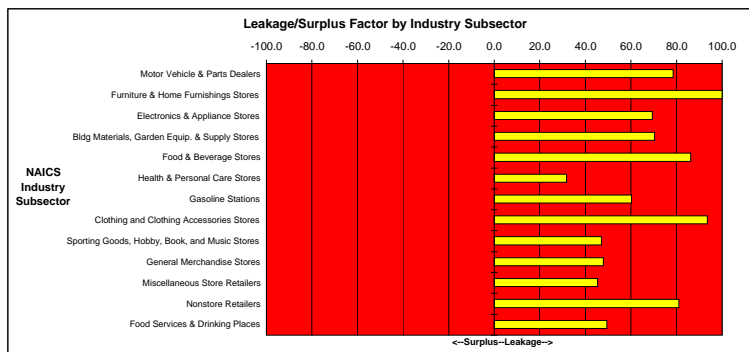


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$7,271,614	\$2,564,038	\$4,707,576	47.9	1
Department Stores Excluding Leased Depts. (NAICS 4521)	\$2,892,135	\$0	\$2,892,135	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$4,379,479	\$2,564,038	\$1,815,441	26.1	1
Miscellaneous Store Retailers (NAICS 453)	\$1,033,841	\$388,724	\$645,117	45.3	6
Florists (NAICS 4531)	\$124,367	\$0	\$124,367	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$405,386	\$67,597	\$337,789	71.4	1
Used Merchandise Stores (NAICS 4533)	\$101,677	\$0	\$101,677	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$402,411	\$321,127	\$81,284	11.2	5
Nonstore Retailers (NAICS 454)	\$1,851,391	\$193,714	\$1,657,677	81.1	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$866,267	\$0	\$866,267	100.0	0
Vending Machine Operators (NAICS 4542)	\$147,712	\$193,714	-\$46,002	-13.5	2
Direct Selling Establishments (NAICS 4543)	\$837,412	\$0	\$837,412	100.0	0
Food Services & Drinking Places (NAICS 722)	\$11,473,549	\$3,883,261	\$7,590,288	49.4	6
Full-Service Restaurants (NAICS 7221)	\$4,614,434	\$2,837,829	\$1,776,605	23.8	4
Limited-Service Eating Places (NAICS 7222)	\$5,268,174	\$1,045,432	\$4,222,742	66.9	2
Special Food Services (NAICS 7223)	\$767,192	\$0	\$767,192	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$823,749	\$0	\$823,749	100.0	0



NAICS Industry Subsector	L/S Factor
Motor Vehicle & Par	78.5
Furniture & Home Fi	100.0
Electronics & Applia	69.4
Bldg Materials, Garc	70.4
Food & Beverage St	86.2
Health & Personal C	31.8
Gasoline Stations	60.2
Clothing and Clothin	93.6
Sporting Goods, Hol	47.0
General Merchandis	47.9
Miscellaneous Store	45.3
Nonstore Retailers	81.1
Food Services & Dri	49.4

Source: ESRI and infoUSA®.

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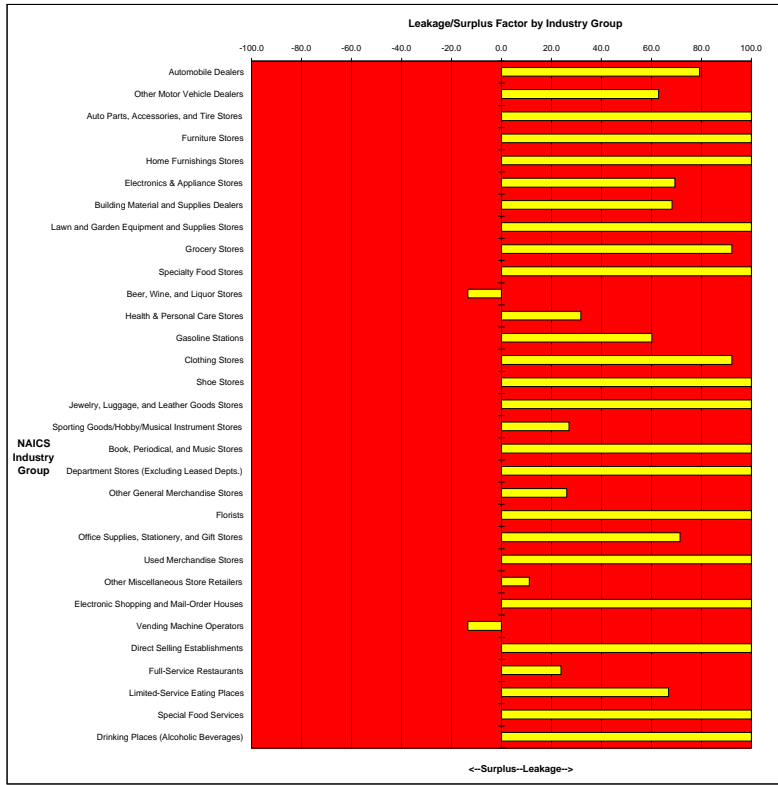
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Industry Group	L/S Factor
Automobile Dealers	79.3
Other Motor Vehicle Dealers	62.9
Auto Parts, Access	100
Furniture Stores	100
Home Furnishings S	100
Electronics & Applia	69.4
Building Material an	68.2
Lawn and Garden E	100
Grocery Stores	92.2
Specialty Food Stor	100
Beer, Wine, and Liq	-13.4
Health & Personal C	31.8
Gasoline Stations	60.2
Clothing Stores	92.2
Shoe Stores	100
Jewelry, Luggage, a	100
Sporting Goods/Hob	27
Book, Periodical, an	100
Department Stores (	100
Other General Merc	26.1
Florists	100
Office Supplies, Stat	71.4
Used Merchandise	100
Other Miscellaneous	11.2
Electronic Shopping	100
Vending Machine O	-13.5
Direct Selling Establ	100
Full-Service Restaur	23.8
Limited-Service Eat	66.9
Special Food Servic	100
Drinking Places (Alc	100

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