



Lago Vista, Texas

Latitude: 30.45319
 Longitude: -97.98759
 Drive Time: 5 Minutes

Site Type: Drive Time

Summary Demographics

2009 Population	2,011
2009 Households	829
2009 Median Disposable Income	\$49,758
2009 Per Capita Income	\$31,573

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$22,542,282	\$3,633,351	\$18,908,931	72.2	15
Total Retail Trade (NAICS 44-45)	\$19,039,428	\$2,283,426	\$16,756,002	78.6	12
Total Food & Drink (NAICS 722)	\$3,502,854	\$1,349,925	\$2,152,929	44.4	3

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$4,599,656	\$710,244	\$3,889,412	73.2	1
Automobile Dealers (NAICS 4411)	\$4,072,511	\$509,095	\$3,563,416	77.8	0
Other Motor Vehicle Dealers (NAICS 4412)	\$320,583	\$201,149	\$119,434	22.9	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$206,562	\$0	\$206,562	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)	\$846,480	\$0	\$846,480	100.0	0
Furniture Stores (NAICS 4421)	\$487,035	\$0	\$487,035	100.0	0
Home Furnishings Stores (NAICS 4422)	\$359,445	\$0	\$359,445	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$722,397	\$187,763	\$534,634	58.7	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$826,223	\$130,884	\$695,339	72.7	1
Building Material and Supplies Dealers (NAICS 4441)	\$760,545	\$130,884	\$629,661	70.6	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$65,678	\$0	\$65,678	100.0	0
Food & Beverage Stores (NAICS 445)	\$4,156,816	\$453,997	\$3,702,819	80.3	2
Grocery Stores (NAICS 4451)	\$3,906,422	\$271,891	\$3,634,531	87.0	1
Specialty Food Stores (NAICS 4452)	\$139,300	\$35,643	\$103,657	59.3	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$111,094	\$146,463	\$-35,369	-13.7	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$640,090	\$39,842	\$600,248	88.3	0
Gasoline Stations (NAICS 447/4471)	\$3,111,333	\$320,856	\$2,790,477	81.3	0
Clothing and Clothing Accessories Stores (NAICS 448)	\$960,167	\$50,991	\$909,176	89.9	1
Clothing Stores (NAICS 4481)	\$777,206	\$50,991	\$726,215	87.7	1
Shoe Stores (NAICS 4482)	\$72,075	\$0	\$72,075	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$110,886	\$0	\$110,886	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$317,366	\$124,208	\$193,158	43.7	2
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$184,149	\$124,208	\$59,941	19.4	2
Book, Periodical, and Music Stores (NAICS 4512)	\$133,217	\$0	\$133,217	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®

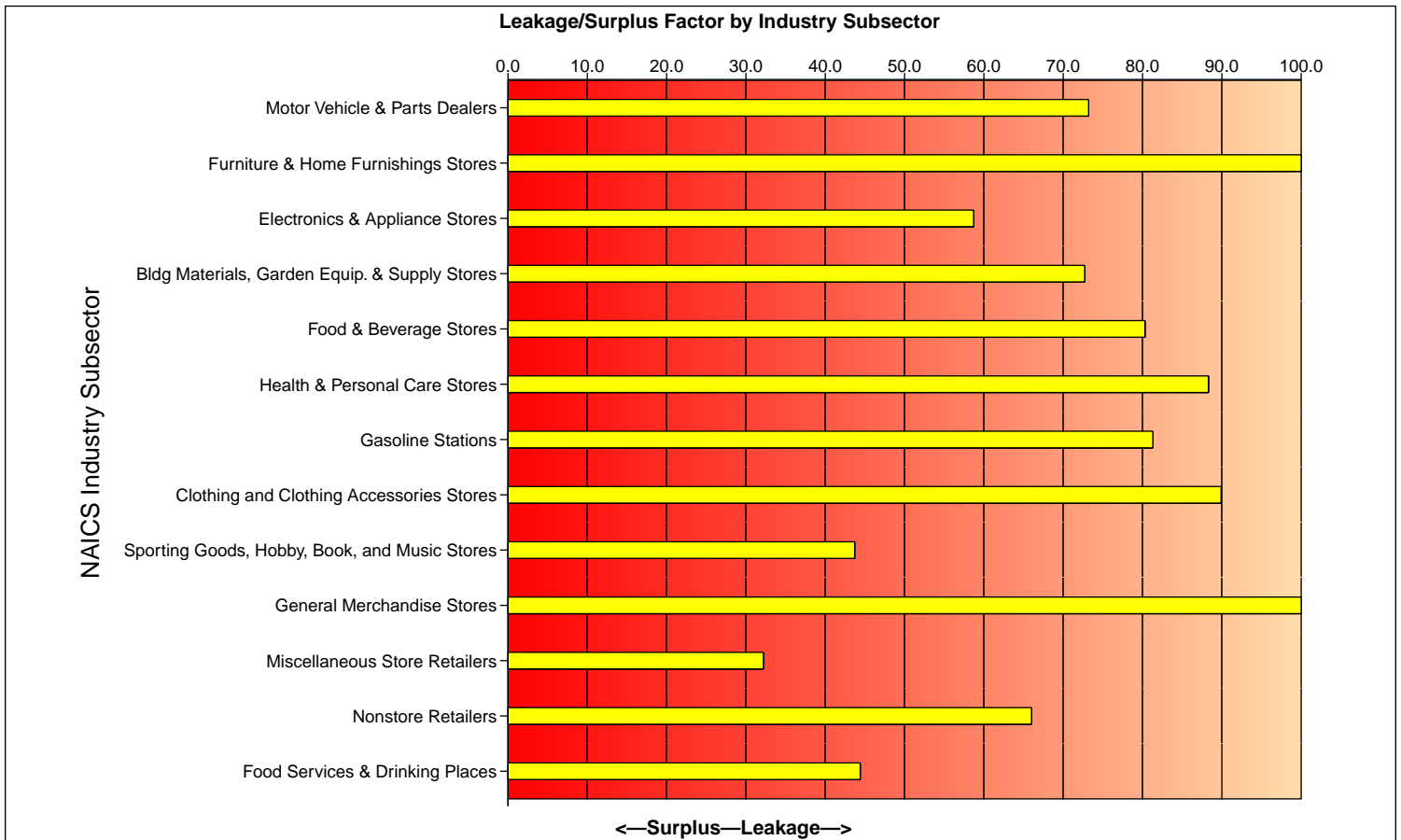


Lago Vista, Texas

Latitude: 30.45319
 Longitude: -97.98759
 Drive Time: 5 Minutes

Site Type: Drive Time

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$2,023,254	\$0	\$2,023,254	100.0	0
Department Stores Excluding Leased Depts.(NAICS 4521)	\$749,134	\$0	\$749,134	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$1,274,120	\$0	\$1,274,120	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$303,025	\$155,495	\$147,530	32.2	3
Florists (NAICS 4531)	\$35,682	\$0	\$35,682	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$106,574	\$59,489	\$47,085	28.4	1
Used Merchandise Stores (NAICS 4533)	\$27,908	\$0	\$27,908	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$132,861	\$96,006	\$36,855	16.1	2
Nonstore Retailers (NAICS 454)	\$532,621	\$109,146	\$423,475	66.0	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$244,004	\$0	\$244,004	100.0	0
Vending Machine Operators (NAICS 4542)	\$43,421	\$109,146	-\$65,725	-43.1	1
Direct Selling Establishments (NAICS 4543)	\$245,196	\$0	\$245,196	100.0	0
Food Services & Drinking Places (NAICS 722)	\$3,502,854	\$1,349,925	\$2,152,929	44.4	3
Full-Service Restaurants (NAICS 7221)	\$1,412,356	\$1,060,380	\$351,976	14.2	2
Limited-Service Eating Places (NAICS 7222)	\$1,596,506	\$253,917	\$1,342,589	72.6	1
Special Food Services (NAICS 7223)	\$232,847	\$35,628	\$197,219	73.5	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$261,145	\$0	\$261,145	100.0	0



Source: ESRI and infoUSA®



Lago Vista, Texas

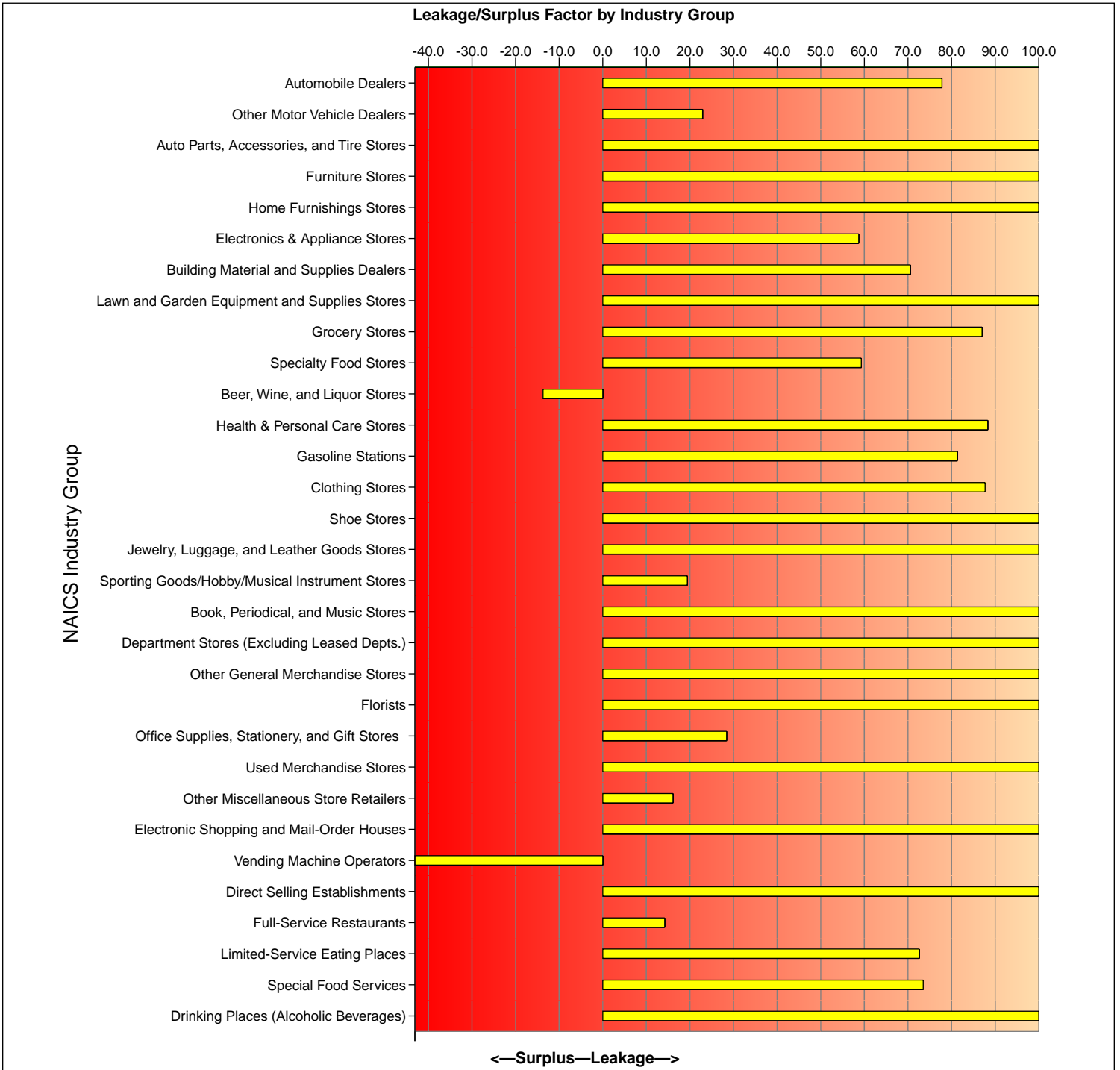
Latitude: 30.45319

Longitude: -97.98759

Drive Time: 5 Minutes

Site Type: Drive Time

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Lago Vista, Texas

Latitude: 30.45319

Longitude: -97.98759

Site Type: Drive Time

Drive Time: 10 Minutes

Summary Demographics

2009 Population	5,996
2009 Households	2,622
2009 Median Disposable Income	\$52,791
2009 Per Capita Income	\$34,707

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$79,073,071	\$15,304,869	\$63,768,202	67.6	38
Total Retail Trade (NAICS 44-45)	\$66,993,013	\$11,118,200	\$55,874,813	71.5	29
Total Food & Drink (NAICS 722)	\$12,080,058	\$4,186,669	\$7,893,389	48.5	9

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$16,611,516	\$1,815,862	\$14,795,654	80.3	3
Automobile Dealers (NAICS 4411)	\$14,622,514	\$1,321,575	\$13,300,939	83.4	1
Other Motor Vehicle Dealers (NAICS 4412)	\$1,255,930	\$494,287	\$761,643	43.5	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$733,072	\$0	\$733,072	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)	\$3,036,342	\$0	\$3,036,342	100.0	0
Furniture Stores (NAICS 4421)	\$1,739,832	\$0	\$1,739,832	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,296,510	\$0	\$1,296,510	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,547,491	\$445,091	\$2,102,400	70.3	3
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,055,918	\$285,534	\$2,770,384	82.9	1
Building Material and Supplies Dealers (NAICS 4441)	\$2,816,496	\$285,534	\$2,530,962	81.6	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$239,422	\$0	\$239,422	100.0	0
Food & Beverage Stores (NAICS 445)	\$14,320,597	\$1,179,275	\$13,141,322	84.8	5
Grocery Stores (NAICS 4451)	\$13,458,422	\$691,265	\$12,767,157	90.2	2
Specialty Food Stores (NAICS 4452)	\$477,129	\$74,385	\$402,744	73.0	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$385,046	\$413,625	\$-28,579	-3.6	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,278,451	\$268,647	\$2,009,804	78.9	1
Gasoline Stations (NAICS 447/4471)	\$10,812,088	\$5,656,050	\$5,156,038	31.3	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,299,210	\$124,054	\$3,175,156	92.8	3
Clothing Stores (NAICS 4481)	\$2,658,298	\$94,254	\$2,564,044	93.2	2
Shoe Stores (NAICS 4482)	\$246,084	\$0	\$246,084	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$394,828	\$29,800	\$365,028	86.0	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,091,232	\$256,826	\$834,406	61.9	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$640,453	\$256,826	\$383,627	42.8	3
Book, Periodical, and Music Stores (NAICS 4512)	\$450,779	\$0	\$450,779	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®



Lago Vista, Texas

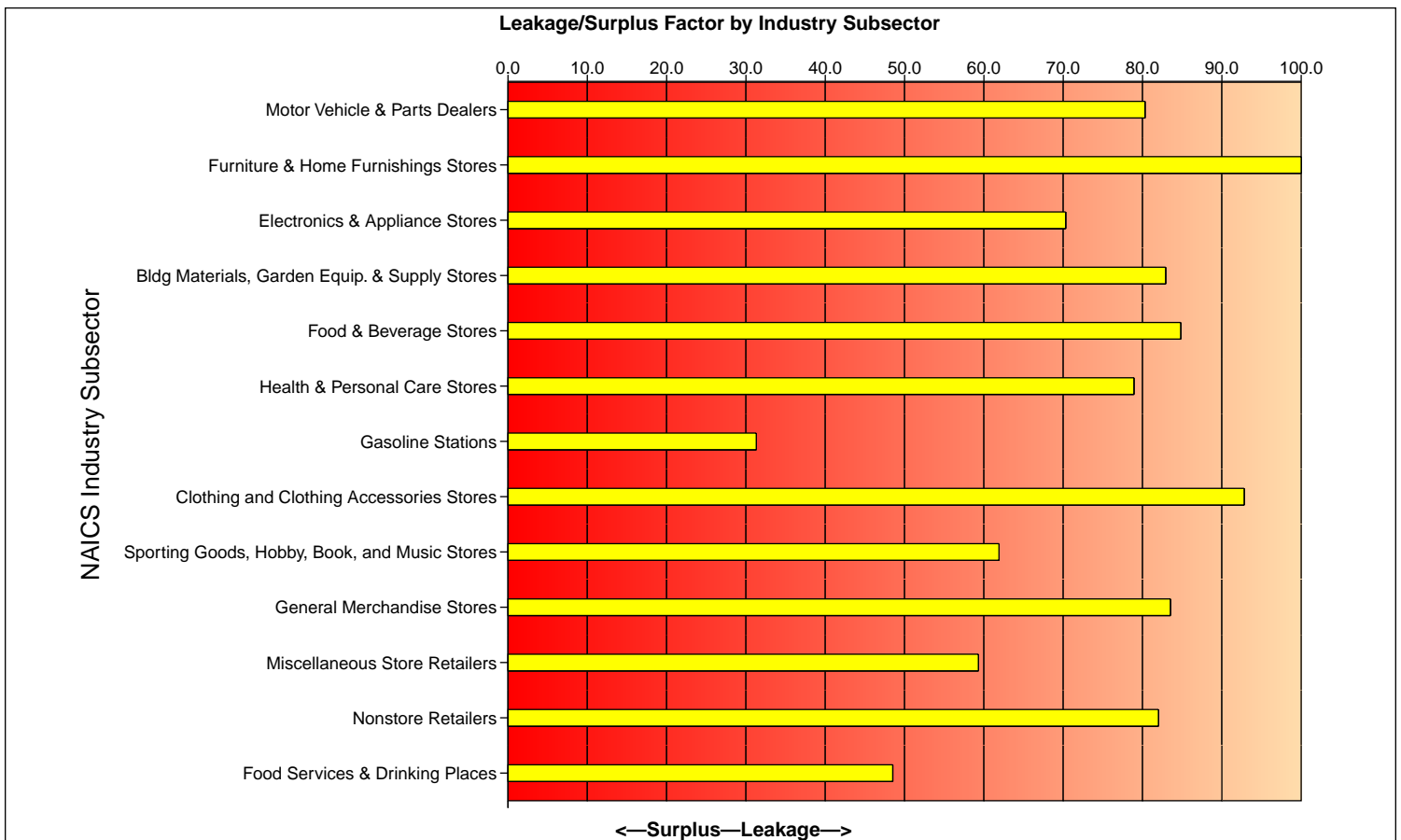
Latitude: 30.45319

Longitude: -97.98759

Drive Time: 10 Minutes

Site Type: Drive Time

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$7,034,661	\$632,126	\$6,402,535	83.5	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$2,608,845	\$0	\$2,608,845	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$4,425,816	\$632,126	\$3,793,690	75.0	1
Miscellaneous Store Retailers (NAICS 453)	\$1,070,592	\$273,712	\$796,880	59.3	5
Florists (NAICS 4531)	\$130,384	\$0	\$130,384	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$374,602	\$98,665	\$275,937	58.3	2
Used Merchandise Stores (NAICS 4533)	\$97,577	\$0	\$97,577	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$468,029	\$175,047	\$292,982	45.6	3
Nonstore Retailers (NAICS 454)	\$1,834,915	\$181,023	\$1,653,892	82.0	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$854,269	\$0	\$854,269	100.0	0
Vending Machine Operators (NAICS 4542)	\$148,671	\$181,023	-\$32,352	-9.8	2
Direct Selling Establishments (NAICS 4543)	\$831,975	\$0	\$831,975	100.0	0
Food Services & Drinking Places (NAICS 722)	\$12,080,058	\$4,186,669	\$7,893,389	48.5	9
Full-Service Restaurants (NAICS 7221)	\$4,872,734	\$2,216,103	\$2,656,631	37.5	4
Limited-Service Eating Places (NAICS 7222)	\$5,491,162	\$1,587,636	\$3,903,526	55.1	3
Special Food Services (NAICS 7223)	\$800,522	\$77,935	\$722,587	82.3	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$915,640	\$304,995	\$610,645	50.0	1



Source: ESRI and infoUSA®



Lago Vista, Texas

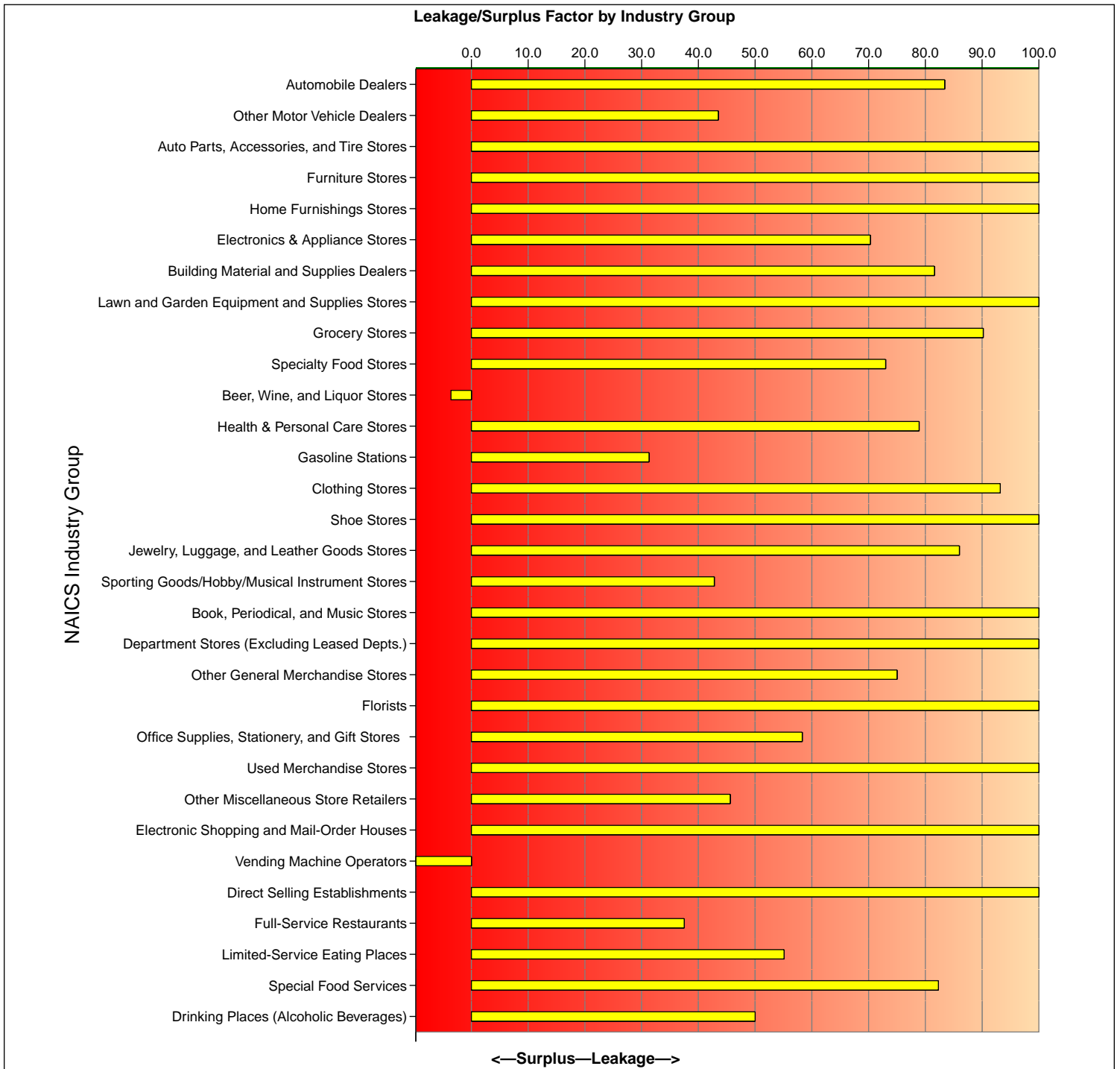
Latitude: 30.45319

Longitude: -97.98759

Drive Time: 10 Minutes

Site Type: Drive Time

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Lago Vista, Texas

Latitude: 30.45319

Longitude: -97.98759

Drive Time: 15 Minutes

Site Type: Drive Time

Summary Demographics

2009 Population	9,200
2009 Households	3,962
2009 Median Disposable Income	\$50,223
2009 Per Capita Income	\$32,905

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$116,867,219	\$24,609,336	\$92,257,883	65.2	60
Total Retail Trade (NAICS 44-45)	\$99,162,317	\$18,056,694	\$81,105,623	69.2	46
Total Food & Drink (NAICS 722)	\$17,704,902	\$6,552,642	\$11,152,260	46.0	14

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$24,723,384	\$2,571,769	\$22,151,615	81.2	6
Automobile Dealers (NAICS 4411)	\$21,648,552	\$1,664,008	\$19,984,544	85.7	2
Other Motor Vehicle Dealers (NAICS 4412)	\$2,002,161	\$855,472	\$1,146,689	40.1	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,072,671	\$52,289	\$1,020,382	90.7	1
Furniture & Home Furnishings Stores (NAICS 442)	\$4,441,149	\$48,392	\$4,392,757	97.8	1
Furniture Stores (NAICS 4421)	\$2,538,227	\$0	\$2,538,227	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,902,922	\$48,392	\$1,854,530	95.0	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,776,702	\$689,161	\$3,087,541	69.1	5
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,508,022	\$352,678	\$4,155,344	85.5	2
Building Material and Supplies Dealers (NAICS 4441)	\$4,141,566	\$348,377	\$3,793,189	84.5	2
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$366,456	\$4,301	\$362,155	97.7	0
Food & Beverage Stores (NAICS 445)	\$21,060,606	\$1,703,661	\$19,356,945	85.0	7
Grocery Stores (NAICS 4451)	\$19,795,236	\$1,001,358	\$18,793,878	90.4	3
Specialty Food Stores (NAICS 4452)	\$701,580	\$128,623	\$572,957	69.0	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$563,790	\$573,680	\$-9,890	-0.9	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$3,299,221	\$430,539	\$2,868,682	76.9	2
Gasoline Stations (NAICS 447/4471)	\$16,143,869	\$9,686,448	\$6,457,421	25.0	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,851,499	\$175,141	\$4,676,358	93.0	3
Clothing Stores (NAICS 4481)	\$3,908,706	\$128,652	\$3,780,054	93.6	2
Shoe Stores (NAICS 4482)	\$362,453	\$0	\$362,453	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$580,340	\$46,489	\$533,851	85.2	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,634,193	\$306,810	\$1,327,383	68.4	4
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$965,174	\$306,810	\$658,364	51.8	4
Book, Periodical, and Music Stores (NAICS 4512)	\$669,019	\$0	\$669,019	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®



Retail MarketPlace Profile

Prepared by CAPCOG

Lago Vista, Texas

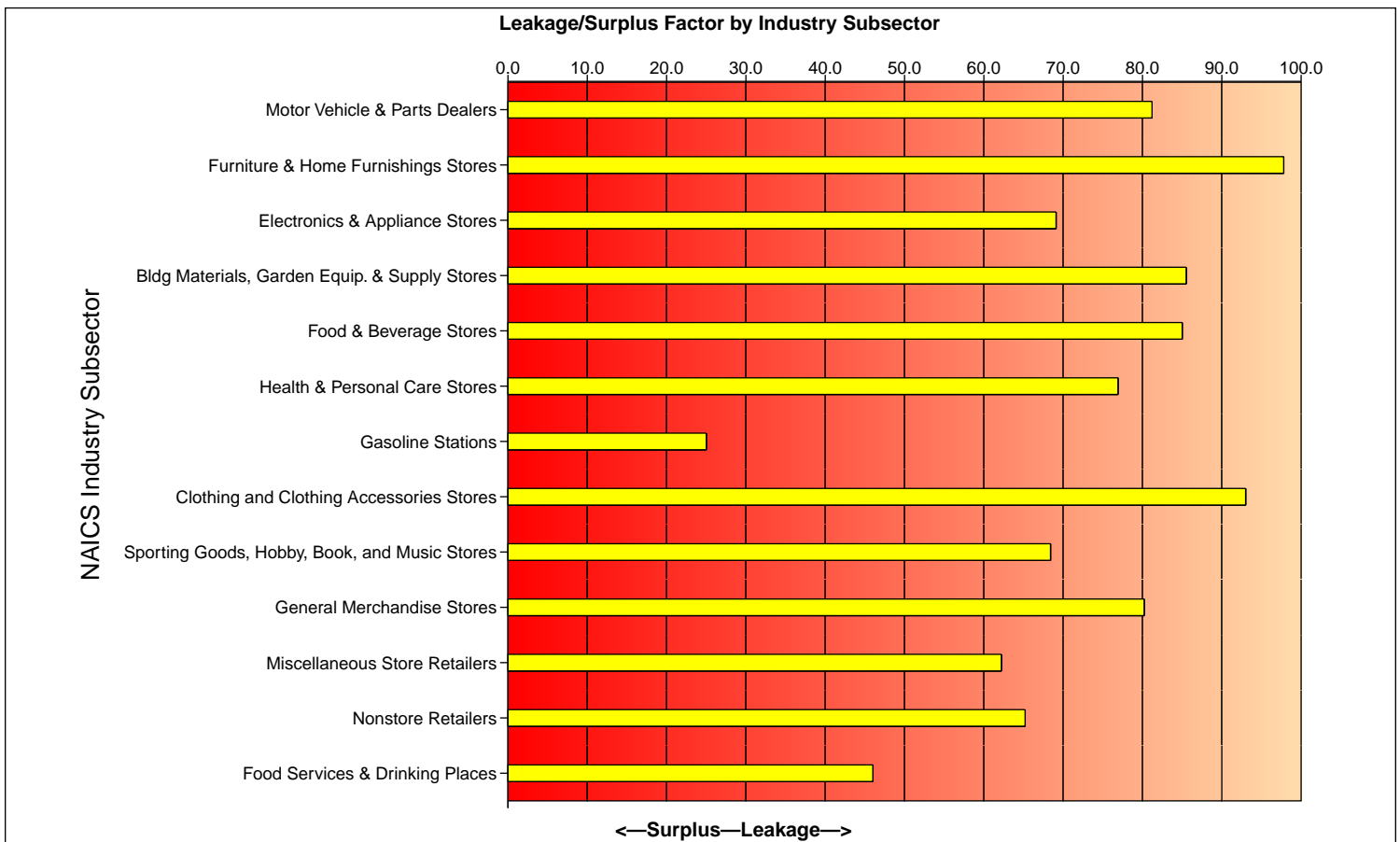
Latitude: 30.45319

Longitude: -97.98759

Drive Time: 15 Minutes

Site Type: Drive Time

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$10,384,087	\$1,142,260	\$9,241,827	80.2	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$3,854,126	\$0	\$3,854,126	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$6,529,961	\$1,142,260	\$5,387,701	70.2	1
Miscellaneous Store Retailers (NAICS 453)	\$1,597,437	\$372,790	\$1,224,647	62.2	7
Florists (NAICS 4531)	\$200,201	\$0	\$200,201	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$549,011	\$104,568	\$444,443	68.0	2
Used Merchandise Stores (NAICS 4533)	\$143,665	\$60,227	\$83,438	40.9	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$704,560	\$207,995	\$496,565	54.4	4
Nonstore Retailers (NAICS 454)	\$2,742,148	\$577,045	\$2,165,103	65.2	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,255,914	\$347,551	\$908,363	56.7	1
Vending Machine Operators (NAICS 4542)	\$218,722	\$181,023	\$37,699	9.4	2
Direct Selling Establishments (NAICS 4543)	\$1,267,512	\$48,471	\$1,219,041	92.6	1
Food Services & Drinking Places (NAICS 722)	\$17,704,902	\$6,552,642	\$11,152,260	46.0	14
Full-Service Restaurants (NAICS 7221)	\$7,136,074	\$3,510,956	\$3,625,118	34.0	7
Limited-Service Eating Places (NAICS 7222)	\$8,072,792	\$2,283,465	\$5,789,327	55.9	5
Special Food Services (NAICS 7223)	\$1,176,847	\$91,296	\$1,085,551	85.6	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,319,189	\$666,925	\$652,264	32.8	1



Source: ESRI and infoUSA®



Lago Vista, Texas

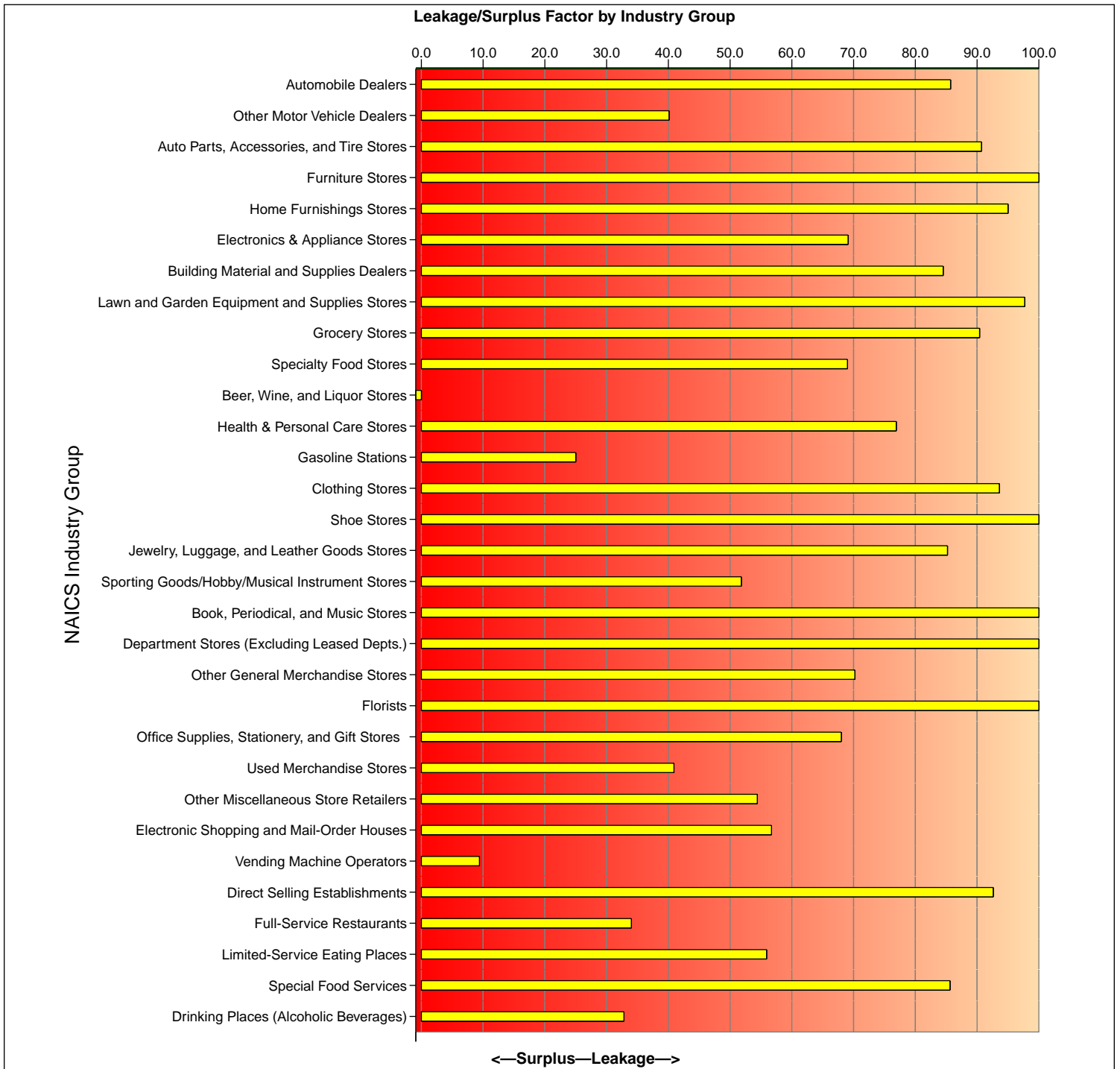
Latitude: 30.45319

Longitude: -97.98759

Drive Time: 15 Minutes

Site Type: Drive Time

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®