

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

PREPARED FOR: Best Texas BBQ
DATE: January 06, 2025

MAP



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

CITY
Austin

COUNTY
Travis County

How many
people live
here?

1 MI	3 MI	5 MI
19K	173K	333K

CITY: 968K COUNTY: 1,308K

How much
money do
they make?

1 MI	3 MI	5 MI
\$113K	\$92K	\$89K

CITY: \$91K COUNTY: \$97K

median household income

How **old** are they?

1 MI	3 MI	5 MI
34	31	33

CITY: 35 COUNTY: 36

median age in years



DEMOGRAPHICS

Population

	1 mile	3 miles	5 miles
Population	19,184	172,795	332,880
Population Density (people per sq mi)	6,194	6,320	4,345

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B01003

Income

	1 mile		3 miles		5 miles	
Median Household Income (in 2023 inflation adjusted dollars)	\$113,169		\$92,241		\$88,975	
Average Household Income (in 2023 inflation adjusted dollars)	\$155,571		\$141,843		\$136,989	
Families in Poverty	242	10%	2,420	9%	5,942	10%
Households	9,989		85,693		160,018	
Less than \$25,000	1,632	16%	15,427	18%	25,789	16%
\$25,000 to \$49,999	1,163	12%	11,571	14%	23,121	14%
\$50,000 to \$74,999	993	10%	10,405	12%	21,626	14%
\$75,000 to \$99,999	541	5%	7,893	9%	16,943	11%
\$100,000 to \$199,999	3,229	32%	23,282	27%	43,139	27%
Over \$200,000	2,431	24%	17,115	20%	29,399	18%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B19001, B19013, B19025, B17010

Age

	1 mile		3 miles		5 miles	
Median Age	34		31		33	
Population	19,184		172,795		332,880	
Ages 9 & under	709	4%	11,535	7%	27,227	8%
Ages 10 to 19	2,331	12%	19,647	11%	36,363	11%
Ages 20 to 29	4,606	24%	48,931	28%	80,008	24%
Ages 30 to 39	4,573	24%	38,142	22%	71,806	22%
Ages 40 to 49	2,335	12%	20,017	12%	42,181	13%
Ages 50 to 59	1,913	10%	14,425	8%	31,695	10%
Ages 60 to 69	1,837	10%	11,543	7%	23,584	7%
Ages 70 & over	880	5%	8,554	5%	20,017	6%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B01001

Race & Ethnicity

	1 mile		3 miles		5 miles	
Population	19,184		172,795		332,880	
White	10,570	55%	95,368	55%	176,372	53%
Black	2,371	12%	11,746	7%	23,442	7%
American Indian	26	0%	279	0%	437	0%
Asian	1,098	6%	12,099	7%	18,915	6%
Pacific Islander	10	0%	57	0%	90	0%
Other race	209	1%	699	0%	1,175	0%
Two or more races	525	3%	7,101	4%	12,897	4%
Hispanic or Latino	4,376	23%	45,447	26%	99,551	30%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B03002

Educational Attainment

	1 mile		3 miles		5 miles	
Population Aged 25 & Over	14,222		116,728		233,654	
No high school diploma	1,058	7%	6,542	6%	17,889	8%
High school graduate or equal	1,065	7%	10,543	9%	27,103	12%
Some college	1,772	12%	13,154	11%	30,161	13%
Associate's degree	439	3%	4,220	4%	9,146	4%
Bachelor's degree	5,769	41%	50,252	43%	92,063	39%
Advanced degree	4,119	29%	32,017	27%	57,292	25%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B15002

Employment Status

	1 mile		3 miles		5 miles	
Population Aged 16 & Over	18,043		156,904		291,916	
In labor force	13,339	74%	115,950	74%	217,294	74%
Civilian labor force	13,309	74%	115,828	74%	217,099	74%
Employed	12,675	70%	110,219	70%	206,813	71%
Unemployed	635	4%	5,609	4%	10,287	4%
In armed forces	30	0%	122	0%	195	0%
Not in labor force	4,704	26%	40,954	26%	74,621	26%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B23025

Households

	1 mile		3 miles		5 miles	
Households	9,989		85,693		160,018	
Family households	2,476	25%	26,571	31%	59,817	37%
Married couples	1,974	20%	19,974	23%	42,935	27%
With kids under 18	324	3%	6,658	8%	16,144	10%
Other family types	502	5%	6,597	8%	16,882	11%
Single dad households with kids	20	0%	656	1%	1,910	1%
Single mom households with kids	327	3%	2,050	2%	5,649	4%
Non-family households	7,512	75%	59,122	69%	100,200	63%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B11001, B11003

Homes

	1 mile		3 miles		5 miles	
Homes	11,072		93,225		172,473	
Occupied Homes	9,989		85,693		160,018	
Owner occupied units	3,647	37%	29,104	34%	59,440	37%
Renter occupied units	6,342	63%	56,589	66%	100,578	63%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B25024, B25003

Housing Unit Value

	1 mile		3 miles		5 miles	
Median Home Value	\$604,403		\$734,330		\$657,539	
Owner Occupied Homes	3,647		29,104		59,440	
Under \$100,000	35	1%	537	2%	1,756	3%
\$100,000 to \$199,999	59	2%	510	2%	1,456	2%
\$200,000 to \$299,999	61	2%	1,453	5%	3,847	6%
\$300,000 to \$399,999	265	7%	1,771	6%	5,368	9%
\$400,000 to \$499,999	859	24%	3,406	12%	7,558	13%
\$500,000 to \$749,999	1,303	36%	7,335	25%	15,448	26%
\$750,000 to \$999,999	528	14%	4,981	17%	8,363	14%
\$1,000,000 to \$1,499,999	279	8%	4,852	17%	8,146	14%
\$1,500,000 to \$1,999,999	56	2%	1,578	5%	2,656	4%
Over \$2,000,000	202	6%	2,680	9%	4,841	8%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B25075

Detailed Age

	1 mile		3 miles		5 miles	
Population	19,184		172,795		332,880	
Male:	10,258	53%	89,316	52%	172,521	52%
Under 5 years	207	1%	3,246	2%	6,796	2%
5 to 9 years	98	1%	2,509	1%	6,917	2%
10 to 14 years	135	1%	1,930	1%	6,236	2%
15 to 17 years	99	1%	1,107	1%	3,729	1%
18 and 19 years	627	3%	5,392	3%	7,798	2%
20 years	222	1%	3,264	2%	3,726	1%
21 years	155	1%	2,794	2%	3,855	1%
22 to 24 years	584	3%	6,307	4%	9,973	3%
25 to 29 years	1,450	8%	12,495	7%	22,964	7%
30 to 34 years	1,284	7%	12,399	7%	21,865	7%
35 to 39 years	1,524	8%	9,148	5%	17,559	5%
40 to 44 years	625	3%	6,362	4%	12,705	4%
45 to 49 years	601	3%	4,720	3%	10,473	3%
50 to 54 years	702	4%	4,184	2%	9,019	3%
55 to 59 years	400	2%	3,232	2%	8,120	2%
60 and 61 years	332	2%	1,675	1%	3,086	1%
62 to 64 years	325	2%	2,098	1%	3,966	1%
65 and 66 years	178	1%	858	0%	1,993	1%
67 to 69 years	338	2%	1,667	1%	3,074	1%
70 to 74 years	162	1%	1,696	1%	3,928	1%
75 to 79 years	162	1%	1,379	1%	2,489	1%
80 to 84 years	20	0%	386	0%	992	0%
85 years and over	28	0%	469	0%	1,260	0%
Female:	8,925	47%	83,479	48%	160,359	48%
Under 5 years	151	1%	3,099	2%	7,089	2%
5 to 9 years	253	1%	2,681	2%	6,425	2%
10 to 14 years	247	1%	1,744	1%	4,826	1%
15 to 17 years	117	1%	1,714	1%	4,539	1%
18 and 19 years	1,106	6%	7,760	4%	9,235	3%
20 years	364	2%	3,351	2%	3,927	1%
21 years	176	1%	2,856	2%	3,853	1%
22 to 24 years	421	2%	6,313	4%	10,301	3%
25 to 29 years	1,234	6%	11,552	7%	21,406	6%
30 to 34 years	1,114	6%	9,868	6%	18,524	6%
35 to 39 years	651	3%	6,727	4%	13,858	4%
40 to 44 years	495	3%	5,244	3%	10,600	3%
45 to 49 years	614	3%	3,692	2%	8,403	3%
50 to 54 years	512	3%	3,730	2%	7,411	2%
55 to 59 years	298	2%	3,279	2%	7,145	2%
60 and 61 years	171	1%	1,173	1%	2,662	1%
62 to 64 years	278	1%	1,755	1%	3,883	1%
65 and 66 years	112	1%	641	0%	1,486	0%
67 to 69 years	103	1%	1,675	1%	3,435	1%
70 to 74 years	287	1%	1,909	1%	4,612	1%
75 to 79 years	54	0%	1,224	1%	2,890	1%
80 to 84 years	70	0%	590	0%	1,526	0%
85 years and over	97	1%	901	1%	2,321	1%

Source: U.S. Census Bureau, 2023 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.

Geography	2010 - 2020	2020 - 2030 Projected	Is Projected To:
Texas	16% 25,145,561 - 29,145,505	13% 29,145,505 - 32,912,882	Grow
Travis County	26% 1,024,266 - 1,290,188	22% 1,290,188 - 1,572,639	Grow

Source: Texas Demographic Center, Projections of the Total Population of Texas and Counties in Texas, 2020-2060, October 2022.
U.S. Census Bureau, Decennial Censuses 2010, and 2020.

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POPULATION PROJECTIONS & HISTORICAL ESTIMATES

Radius	2018 - 2023	2024 - 2029 Projected	Your Radius is Projected To:
1 mile	7% 17,928 - 19,184	7% 23,555 - 25,320	Grow
3 miles	2% 169,797 - 172,795	3% 188,712 - 193,941	Grow
5 miles	-1% 335,191 - 332,880	3% 359,043 - 370,696	Grow

Source: US Census Bureau. 2018 American Community Survey 5-Year Estimates. B01003 TOTAL POPULATION. US Census Bureau. 2023 American Community Survey 5-Year Estimates. B01003 TOTAL POPULATION. Applied Geographic Solutions. Estimates and Projections. 2024A.

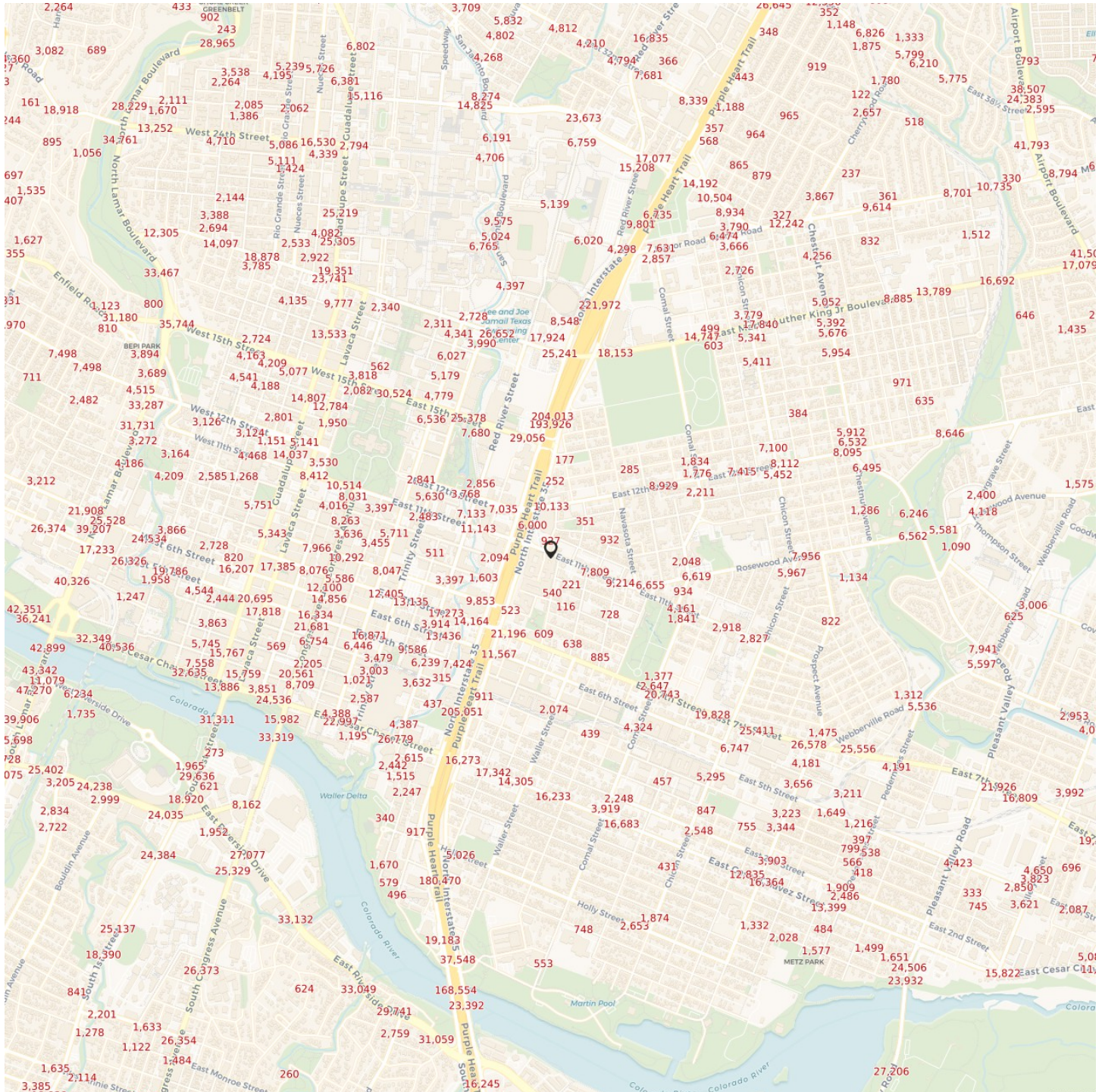
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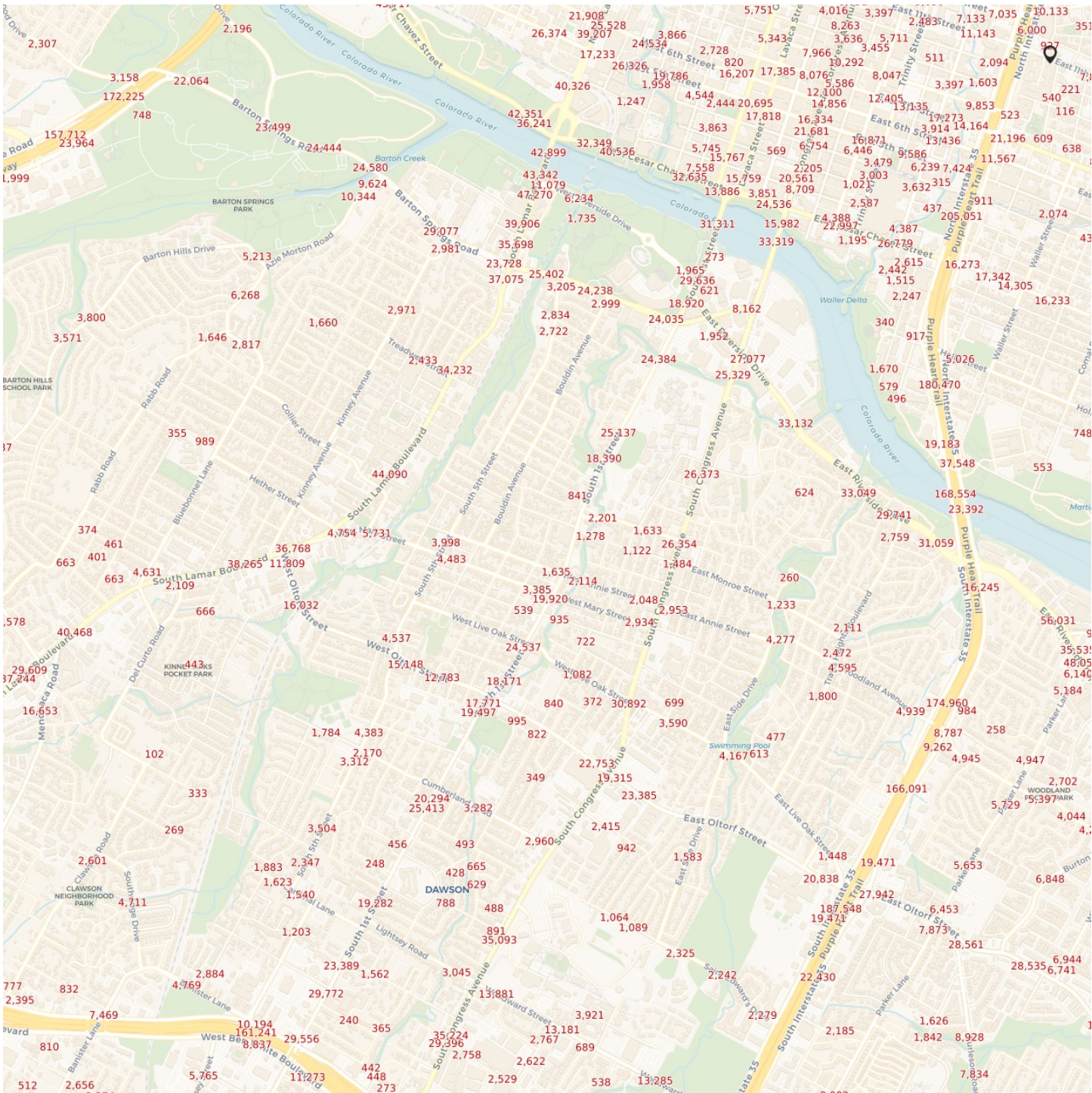
TRAFFIC

2025 24-hour average daily traffic count estimates - both ways



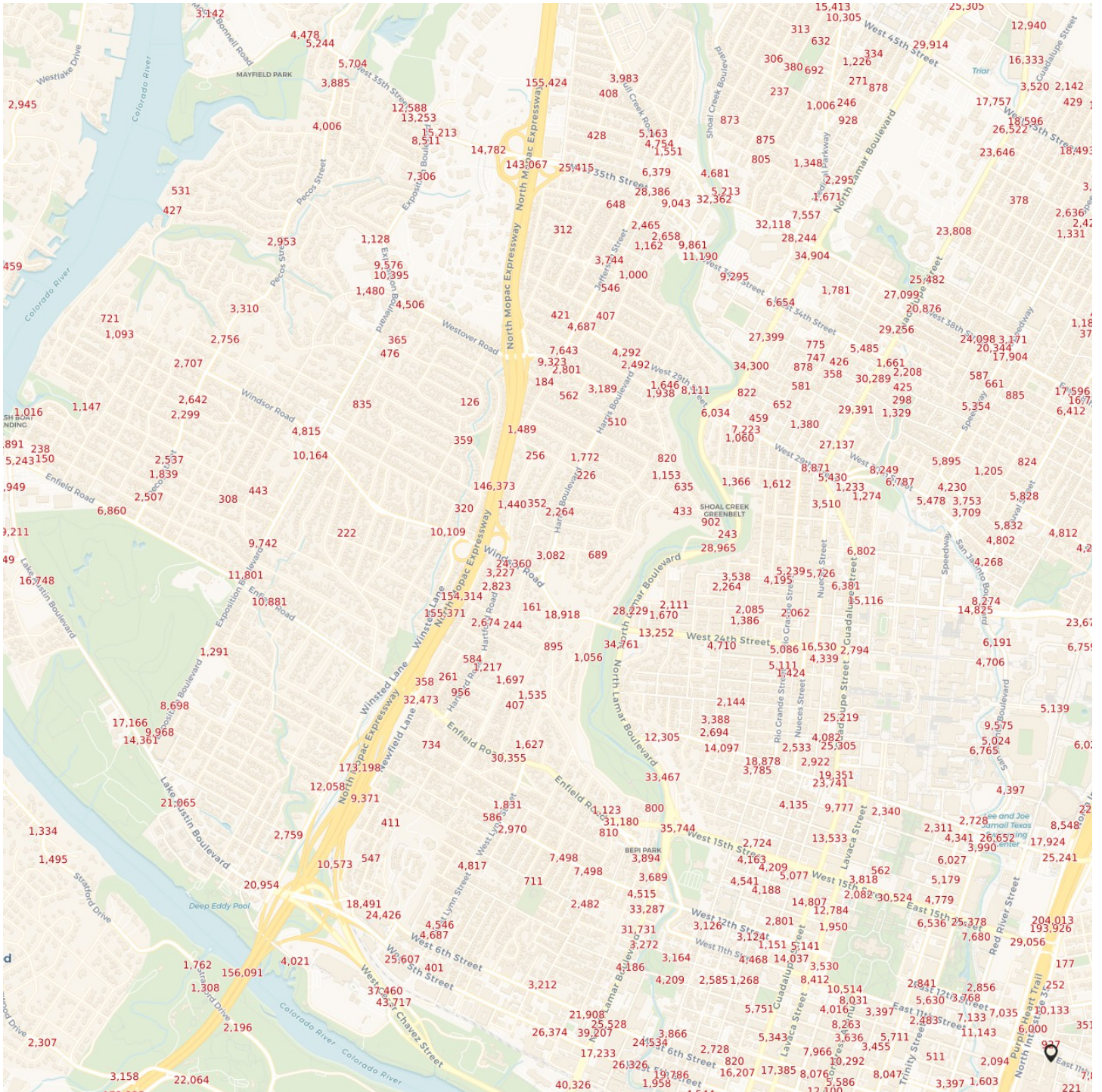
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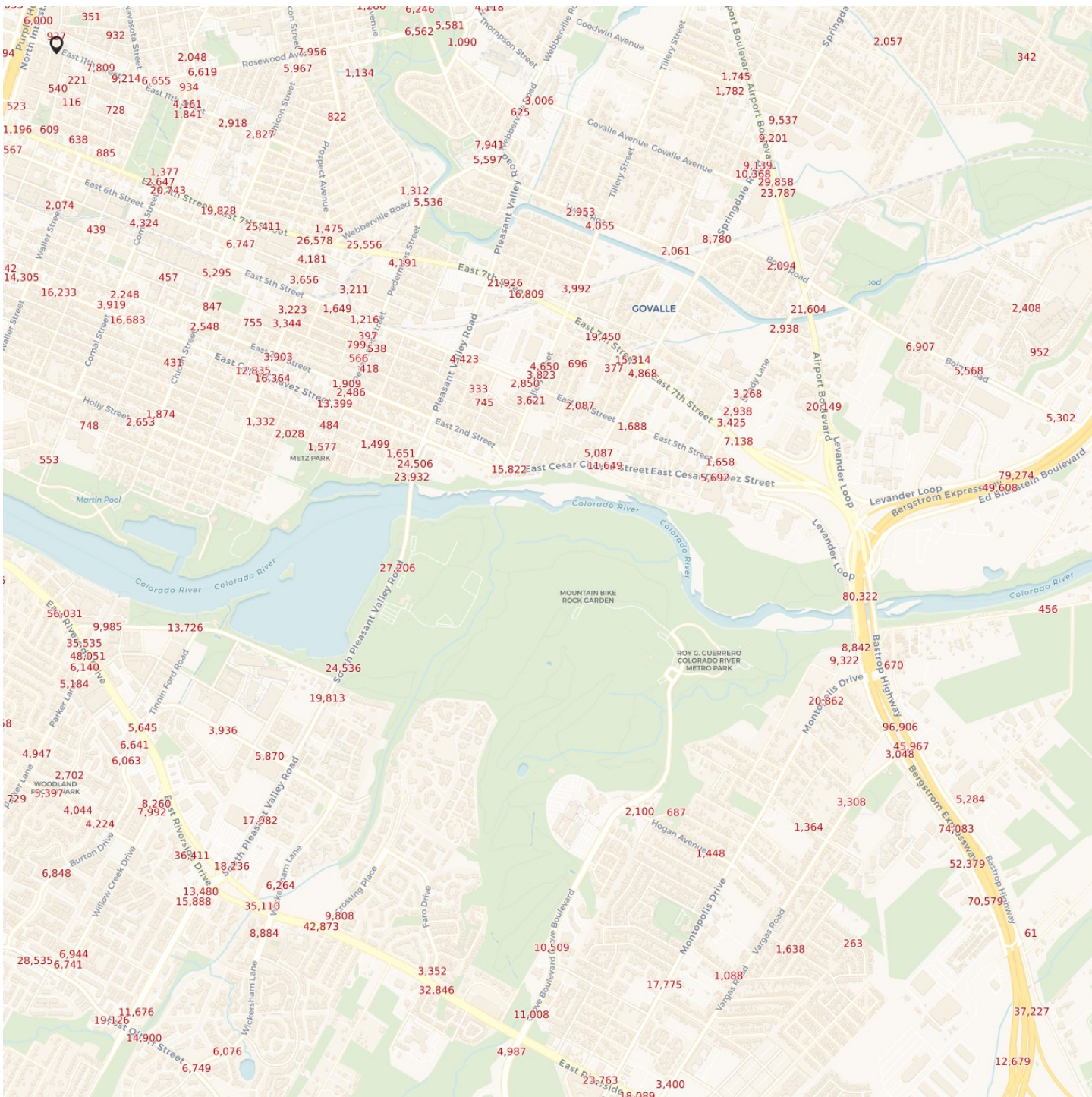
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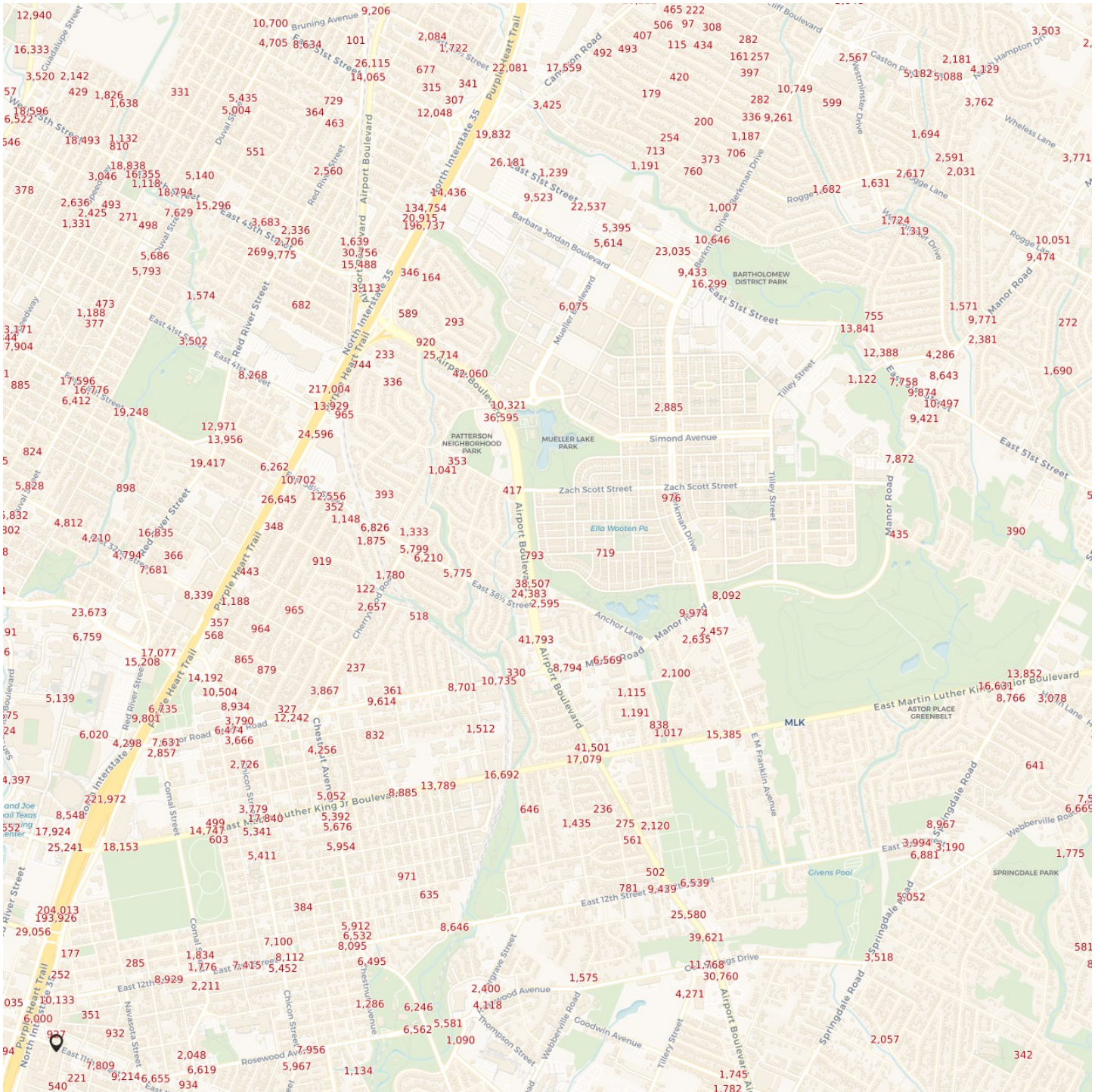
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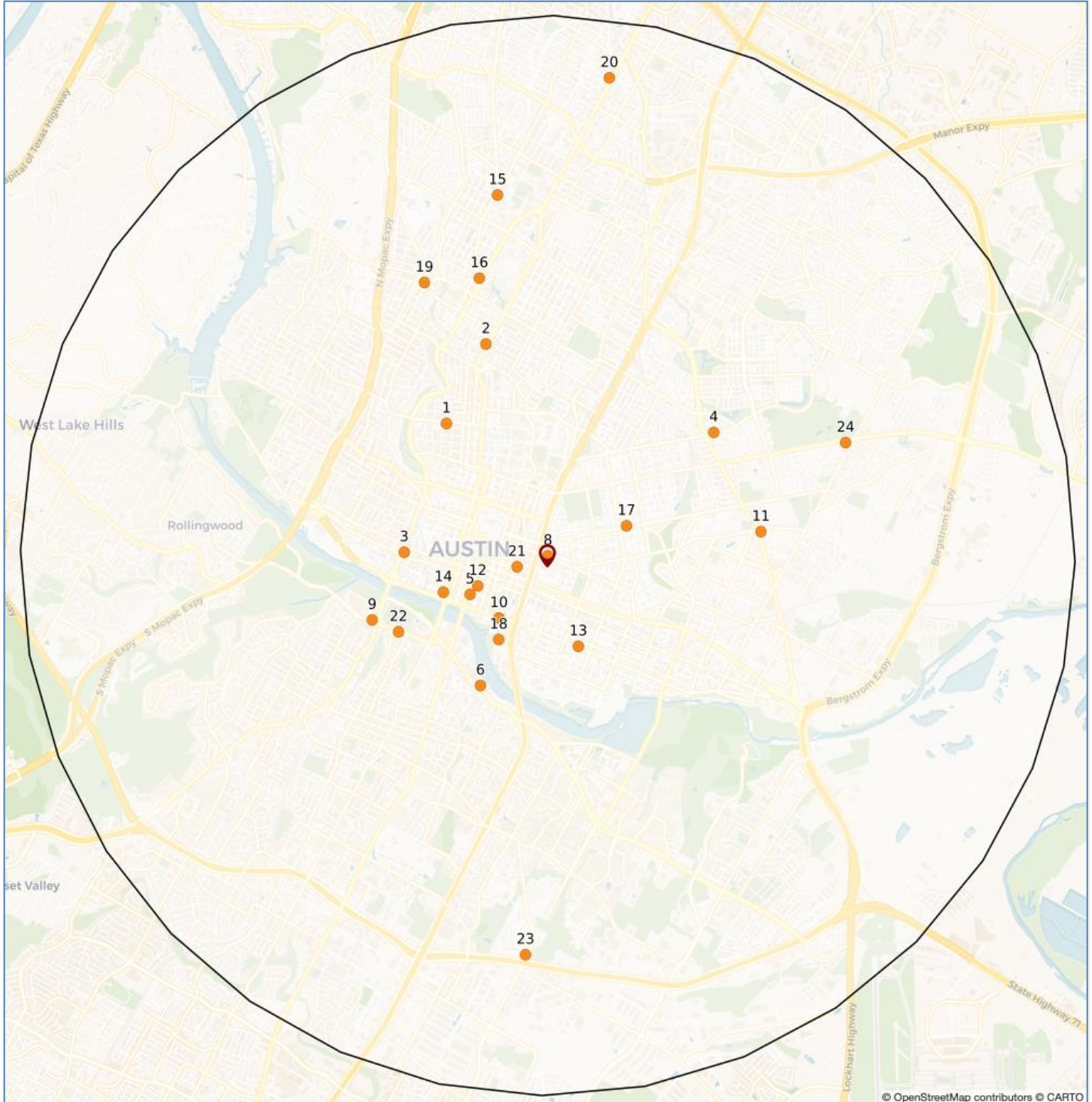
COMPETITOR MAP

BBQ Restaurants

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 for 5 miles 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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CUSTOM CALCULATION

Health Insurance Coverage

	1 mile		3 miles		5 miles	
Summary Table						
Total: Civilian noninstitutionalized population	19,134		171,962		330,343	
Under 18 years	2,161	11%	23,213	13%	53,414	16%
With health insurance coverage	1,999	10%	21,314	12%	48,055	15%
No health insurance coverage	161	1%	1,901	1%	5,360	2%
18 to 34 years	7,868	41%	78,943	46%	129,562	39%
With health insurance coverage	7,015	37%	69,096	40%	110,745	34%
No health insurance coverage	854	4%	9,848	6%	18,816	6%
35 to 64 years	7,496	39%	56,768	33%	118,087	36%
With health insurance coverage	6,424	34%	50,331	29%	102,595	31%
No health insurance coverage	1,071	6%	6,433	4%	15,493	5%
Over 65 years	1,606	8%	13,046	8%	29,286	9%
With health insurance coverage	1,564	8%	12,801	7%	28,838	9%
No health insurance coverage	43	0%	235	0%	454	0%
Detailed Table						
Total: Civilian noninstitutionalized population	19,134		171,962		330,343	
Under 18 years:	2,161	11%	23,213	13%	53,414	16%
With one type of health insurance coverage:	1,741	9%	19,759	11%	45,116	14%
With employer-based health insurance only	1,004	5%	13,160	8%	28,001	8%
With direct-purchase health insurance only	178	1%	1,827	1%	3,347	1%
With Medicare coverage only	159	1%	170	0%	309	0%
With Medicaid/means-tested public coverage only	383	2%	4,484	3%	13,276	4%
With TRICARE/military health coverage only	19	0%	116	0%	180	0%
With VA Health Care only	0	0%	0	0%	0	0%
With two or more types of health insurance coverage:	258	1%	1,555	1%	2,939	1%
With employer-based and direct-purchase coverage	7	0%	306	0%	509	0%
With employer-based and Medicare coverage	0	0%	0	0%	0	0%
With Medicare and Medicaid/means-tested public coverage	39	0%	155	0%	175	0%
Other private only combinations	22	0%	278	0%	288	0%
Other public only combinations	0	0%	0	0%	26	0%
Other coverage combinations	191	1%	816	0%	1,940	1%
No health insurance coverage	161	1%	1,901	1%	5,360	2%
18 to 34 years:	7,868	41%	78,943	46%	129,562	39%
With one type of health insurance coverage:	6,453	34%	64,790	38%	104,133	32%
With employer-based health insurance only	5,393	28%	52,729	31%	85,003	26%
With direct-purchase health insurance only	769	4%	9,239	5%	13,998	4%
With Medicare coverage only	53	0%	115	0%	187	0%
With Medicaid/means-tested public coverage only	221	1%	2,136	1%	4,292	1%
With TRICARE/military health coverage only	21	0%	554	0%	607	0%
With VA Health Care only	0	0%	17	0%	47	0%
With two or more types of health insurance coverage:	562	3%	4,306	3%	6,612	2%

	1 mile		3 miles		5 miles	
With employer-based and direct-purchase coverage	414	2%	3,266	2%	4,486	1%
With employer-based and Medicare coverage	16	0%	19	0%	108	0%
With Medicare and Medicaid/means-tested public coverage	18	0%	35	0%	166	0%
Other private only combinations	27	0%	211	0%	285	0%
Other public only combinations	0	0%	3	0%	3	0%
Other coverage combinations	87	0%	772	0%	1,564	0%
No health insurance coverage	854	4%	9,848	6%	18,816	6%
35 to 64 years:	7,496	39%	56,768	33%	118,087	36%
With one type of health insurance coverage:	5,940	31%	47,099	27%	95,158	29%
With employer-based health insurance only	4,454	23%	36,289	21%	73,512	22%
With direct-purchase health insurance only	926	5%	7,766	5%	14,125	4%
With Medicare coverage only	50	0%	356	0%	998	0%
With Medicaid/means-tested public coverage only	504	3%	2,425	1%	5,871	2%
With TRICARE/military health coverage only	0	0%	15	0%	119	0%
With VA Health Care only	8	0%	244	0%	536	0%
With two or more types of health insurance coverage:	484	3%	3,232	2%	7,437	2%
With employer-based and direct-purchase coverage	112	1%	869	1%	1,920	1%
With employer-based and Medicare coverage	0	0%	141	0%	330	0%
With direct-purchase and Medicare coverage	7	0%	71	0%	221	0%
With Medicare and Medicaid/means-tested public coverage	173	1%	705	0%	1,608	0%
Other private only combinations	10	0%	73	0%	192	0%
Other public only combinations	0	0%	22	0%	88	0%
Other coverage combinations	182	1%	1,352	1%	3,074	1%
No health insurance coverage	1,071	6%	6,433	4%	15,493	5%
65 years and over:	1,606	8%	13,046	8%	29,286	9%
With one type of health insurance coverage:	574	3%	4,123	2%	9,630	3%
With employer-based health insurance only	26	0%	388	0%	868	0%
With direct-purchase health insurance only	3	0%	178	0%	282	0%
With Medicare coverage only	544	3%	3,551	2%	8,470	3%
With TRICARE/military health coverage only	0	0%	7	0%	10	0%
With VA Health Care only	0	0%	0	0%	2	0%
With two or more types of health insurance coverage:	990	5%	8,678	5%	19,208	6%
With employer-based and direct-purchase coverage	0	0%	3	0%	65	0%
With employer-based and Medicare coverage	353	2%	2,885	2%	6,476	2%
With direct-purchase and Medicare coverage	155	1%	1,793	1%	3,886	1%
With Medicare and Medicaid/means-tested public coverage	189	1%	1,500	1%	2,599	1%
Other private only combinations	0	0%	10	0%	10	0%
Other public only combinations	3	0%	158	0%	321	0%
Other coverage combinations	290	2%	2,332	1%	5,838	2%
No health insurance coverage	43	0%	235	0%	454	0%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B27010

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Retail Gap Analysis

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

Coordinates: 30.2701,-97.7313

Radius Size: 1.00 miles

CUBIT

Summary Demographics

Population	25,374
Households	11,621
Median household income	\$129,715
Average Annual Non-Resident Population	5,097
Nightly Avg (Annual) Business Travelers	1,084
Nightly Avg (Annual) Leisure/Personal Travelers	4,013

A **negative** number, or "Leakage", shows that local consumers are spending their retail dollars outside their area.

A **positive** number, or "Surplus", means that the area is drawing in (and selling to) non-local consumers.

	<u>Demand</u>	<u>Sales</u>	<u>Gap</u>	<u>Gap %</u>	<u># Stores</u>
New Car Dealers	\$25,481,568	\$14,286,834	\$-11,194,734	-43.9%	8
User Car Dealers	\$2,286,202	\$1,267,749	\$-1,018,453	-44.5%	2
Recreational Vehicle Dealers	\$6,166,655	\$3,292,948	\$-2,873,707	-46.6%	1
Motorcycle & Boat Dealers	\$7,884,748	\$10,748,349	\$2,863,601	26.6%	8
Auto Parts & Accessories	\$5,512,959	\$2,958,210	\$-2,554,748	-46.3%	3
Tire Dealers	\$3,177,966	\$1,557,481	\$-1,620,485	-51.0%	2
Furniture Stores	\$14,386,092	\$13,086,968	\$-1,299,124	-9.0%	6
Floor Covering Stores	\$2,183,713	\$2,882,421	\$698,708	24.2%	7
Other Home Furnishing Stores	\$18,863,744	\$13,785,746	\$-5,077,998	-26.9%	2
Appliances & Electronics Stores	\$31,189,983	\$332,021,563	\$300,831,579	90.6%	33
Home Centers	\$20,146,552	\$5,292,516	\$-14,854,036	-73.7%	8
Paint & Wallpaper Stores	\$5,005,250	\$0	\$-5,005,250	100.0%	0
Hardware Stores	\$2,269,139	\$529,682	\$-1,739,456	-76.7%	1
Other Building Materials Stores	\$6,067,765	\$1,951,829	\$-4,115,936	-67.8%	2
Outdoor Power Equipment Stores	\$381,139	\$0	\$-381,139	100.0%	0
Nursery & Garden Stores	\$2,513,798	\$3,192,069	\$678,271	21.2%	3
Grocery Stores	\$41,737,192	\$27,936,149	\$-13,801,043	-33.1%	22
Convenience Stores	\$3,553,973	\$7,386,911	\$3,832,938	51.9%	15
Meat Markets	\$276,117	\$1,035,684	\$759,566	73.3%	4
Fish & Seafood Markets	\$97,194	\$117,100	\$19,905	17.0%	1
Fruit & Vegetable Markets	\$180,111	\$0	\$-180,111	100.0%	0
Other Specialty Food Markets	\$373,128	\$1,110,364	\$737,236	66.4%	18
Liquor Stores	\$10,663,341	\$17,214,847	\$6,551,506	38.1%	8
Pharmacy & Drug Stores	\$19,772,293	\$39,019,173	\$19,246,880	49.3%	14
Costmetics & Beauty Stores	\$1,025,570	\$415,439	\$-610,131	-59.5%	3
Optical Goods Stores	\$158,768	\$395,115	\$236,347	59.8%	3
Other Health & Personal Care Stores	\$1,116,696	\$4,880,423	\$3,763,727	77.1%	5
Gasoline Stations	\$23,902,580	\$24,210,647	\$308,067	1.3%	7
Men's Clothing Stores	\$1,473,788	\$5,401,799	\$3,928,011	72.7%	5
Women's Clothing Stores	\$3,681,905	\$11,366,649	\$7,684,744	67.6%	27
Childrens' & Infant's Clothing Stores	\$4,060,640	\$0	\$-4,060,640	100.0%	0
Family Clothing Stores	\$20,961,871	\$22,199,781	\$1,237,910	5.6%	6
Clothing Accessory Stores	\$893,888	\$9,597,265	\$8,703,377	90.7%	7
Other Apparel Stores	\$1,310,936	\$1,367,983	\$57,047	4.2%	7
Shoe Stores	\$7,650,495	\$2,635,265	\$-5,015,230	-65.6%	1
Jewelry Stores	\$1,515,584	\$11,065,722	\$9,550,138	86.3%	5
Luggage Stores	\$167,389	\$53,401	\$-113,988	-68.1%	0

Retail Gap Analysis

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

Coordinates: 30.2701,-97.7313

Radius Size: 1.00 miles

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	<u>Demand</u>	<u>Sales</u>	<u>Gap</u>	<u>Gap %</u>	<u># Stores</u>
Sporting Goods Stores	\$15,897,601	\$38,155,052	\$22,257,450	58.3%	10
Hobby, Toy, & Game Stores	\$10,139,325	\$22,971,438	\$12,832,113	55.9%	9
Sewing & Needlecraft Stores	\$7,295,541	\$0	\$-7,295,541	100.0%	0
Musical Instrument Stores	\$4,379,504	\$9,500,327	\$5,120,823	53.9%	2
Book Stores	\$2,534,405	\$6,385,745	\$3,851,341	60.3%	8
Department Stores	\$45,174,578	\$1,301,585	\$-43,872,993	-97.1%	1
Warehouse Superstores	\$65,389,617	\$0	\$-65,389,617	100.0%	0
Other General Merchandise Stores	\$12,167,687	\$21,532,867	\$9,365,180	43.5%	8
Florists	\$430,858	\$226,067	\$-204,790	-47.5%	2
Office & Stationary Stores	\$1,217,900	\$1,772,337	\$554,437	31.3%	2
Gift & Souvenir Stores	\$3,402,723	\$2,764,910	\$-637,812	-18.7%	10
Used Merchandise Stores	\$910,961	\$4,234,423	\$3,323,462	78.5%	5
Pet & Pet Supply Stores	\$2,432,755	\$5,003,699	\$2,570,944	51.4%	4
Art Dealers	\$317,438	\$2,338,259	\$2,020,822	86.4%	4
Mobile Home Dealers	\$338,464	\$0	\$-338,464	100.0%	0
Other Miscellaneous Retail Stores	\$5,256,009	\$10,033,539	\$4,777,530	47.6%	45
Mail Order & Catalog Stores	\$67,293,143	\$203,914,517	\$136,621,375	67.0%	14
Vending Machines	\$403,267	\$382,829	\$-20,438	-5.1%	1
Fuel Dealers	\$437,372	\$156,719	\$-280,653	-64.2%	1
Other Direct Selling Establishments	\$4,177,998	\$18,458,663	\$14,280,665	77.4%	13
Retail at Hotels & Other Travel Accomodations (7211)	\$5,934,674	\$88,400,043	\$82,465,370	93.3%	62
Retail at RV Parks (7212)	\$47,208	\$19,114	\$-28,094	-59.5%	2
Retail at Rooming & Boarding Houses (7213)	\$32,068	\$936,512	\$904,444	96.6%	5
Full Service Restaurants (7221)	\$53,669,759	\$168,162,395	\$114,492,637	68.1%	202
Limited Service Restaurants (7222)	\$24,957,988	\$50,169,754	\$25,211,766	50.3%	52
Special Food Services & Catering (7223)	\$7,162,416	\$10,315,819	\$3,153,403	30.6%	9

Retail Gap Analysis

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

Coordinates: 30.2701,-97.7313

Radius Size: 3.00 miles

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Summary Demographics

Population	188,011
Households	93,308
Median household income	\$93,839
Average Annual Non-Resident Population	11,992
Nightly Avg (Annual) Business Travelers	1,958
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	\$199,945,506	\$87,769,053	\$-112,176,452	-56.1%	18
User Car Dealers	\$18,133,251	\$6,194,902	\$-11,938,350	-65.8%	15
Recreational Vehicle Dealers	\$45,488,419	\$7,702,802	\$-37,785,617	-83.1%	2
Motorcycle & Boat Dealers	\$58,512,786	\$34,726,200	\$-23,786,586	-40.7%	25
Auto Parts & Accessories	\$38,673,813	\$20,295,267	\$-18,378,546	-47.5%	15
Tire Dealers	\$22,158,657	\$8,347,794	\$-13,810,864	-62.3%	15
Furniture Stores	\$109,944,111	\$48,714,488	\$-61,229,623	-55.7%	25
Floor Covering Stores	\$16,357,627	\$7,812,236	\$-8,545,391	-52.2%	15
Other Home Furnishing Stores	\$131,376,232	\$50,755,479	\$-80,620,753	-61.4%	7
Appliances & Electronics Stores	\$235,977,359	\$694,089,521	\$458,112,161	66.0%	76
Home Centers	\$144,669,843	\$70,945,490	\$-73,724,353	-51.0%	40
Paint & Wallpaper Stores	\$34,389,528	\$23,510,169	\$-10,879,358	-31.6%	5
Hardware Stores	\$16,229,309	\$1,926,210	\$-14,303,098	-88.1%	4
Other Building Materials Stores	\$44,373,178	\$8,937,520	\$-35,435,658	-79.9%	8
Outdoor Power Equipment Stores	\$2,761,262	\$0	\$-2,761,262	100.0%	0
Nursery & Garden Stores	\$18,169,498	\$7,112,076	\$-11,057,421	-60.9%	6
Grocery Stores	\$299,178,936	\$355,910,716	\$56,731,781	15.9%	93
Convenience Stores	\$26,288,943	\$41,390,670	\$15,101,726	36.5%	61
Meat Markets	\$1,942,122	\$3,021,929	\$1,079,807	35.7%	12
Fish & Seafood Markets	\$679,879	\$117,100	\$-562,779	-82.8%	1
Fruit & Vegetable Markets	\$1,265,722	\$0	\$-1,265,722	100.0%	0
Other Specialty Food Markets	\$2,607,981	\$4,045,192	\$1,437,211	35.5%	88
Liquor Stores	\$71,259,551	\$70,578,783	\$-680,768	-1.0%	31
Pharmacy & Drug Stores	\$152,458,218	\$244,049,478	\$91,591,260	37.5%	41
Costmetics & Beauty Stores	\$7,974,942	\$7,868,044	\$-106,898	-1.3%	15
Optical Goods Stores	\$1,328,190	\$2,825,228	\$1,497,039	53.0%	17
Other Health & Personal Care Stores	\$8,683,512	\$27,163,768	\$18,480,256	68.0%	16
Gasoline Stations	\$182,324,805	\$131,690,057	\$-50,634,748	-27.8%	26
Men's Clothing Stores	\$11,201,071	\$22,650,785	\$11,449,715	50.5%	20
Women's Clothing Stores	\$26,164,186	\$39,942,184	\$13,777,998	34.5%	94
Childrens' & Infant's Clothing Stores	\$27,815,554	\$2,892,158	\$-24,923,396	-89.6%	1
Family Clothing Stores	\$149,595,001	\$101,539,651	\$-48,055,350	-32.1%	21
Clothing Accessory Stores	\$6,588,804	\$19,096,074	\$12,507,270	65.5%	15
Other Apparel Stores	\$9,331,628	\$7,303,612	\$-2,028,015	-21.7%	20
Shoe Stores	\$56,746,075	\$36,994,504	\$-19,751,571	-34.8%	12
Jewelry Stores	\$11,344,654	\$19,176,322	\$7,831,668	40.8%	10
Luggage Stores	\$1,330,655	\$987,084	\$-343,571	-25.8%	2



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Retail Gap Analysis

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

Coordinates: 30.2701,-97.7313

Radius Size: 3.00 miles

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	<u>Demand</u>	<u>Sales</u>	<u>Gap</u>	<u>Gap %</u>	<u># Stores</u>
Sporting Goods Stores	\$116,952,137	\$181,913,165	\$64,961,028	35.7%	35
Hobby, Toy, & Game Stores	\$75,903,198	\$47,879,013	\$-28,024,185	-36.9%	25
Sewing & Needlecraft Stores	\$53,467,364	\$13,760,076	\$-39,707,288	-74.3%	4
Musical Instrument Stores	\$28,415,010	\$38,328,921	\$9,913,911	25.9%	13
Book Stores	\$19,631,976	\$14,739,138	\$-4,892,838	-24.9%	17
Department Stores	\$327,755,971	\$39,185,439	\$-288,570,533	-88.0%	7
Warehouse Superstores	\$487,040,181	\$0	\$-487,040,181	100.0%	0
Other General Merchandise Stores	\$88,952,320	\$49,028,222	\$-39,924,099	-44.9%	26
Florists	\$3,058,805	\$801,428	\$-2,257,376	-73.8%	9
Office & Stationary Stores	\$9,833,403	\$11,949,654	\$2,116,251	17.7%	5
Gift & Souvenir Stores	\$24,604,579	\$10,344,937	\$-14,259,642	-58.0%	32
Used Merchandise Stores	\$7,163,005	\$9,637,514	\$2,474,509	25.7%	36
Pet & Pet Supply Stores	\$19,193,178	\$13,994,011	\$-5,199,167	-27.1%	15
Art Dealers	\$2,634,636	\$5,936,519	\$3,301,883	55.6%	9
Mobile Home Dealers	\$2,484,906	\$268,829	\$-2,216,076	-89.2%	1
Other Miscellaneous Retail Stores	\$40,513,256	\$28,434,616	\$-12,078,640	-29.8%	117
Mail Order & Catalog Stores	\$494,134,984	\$296,416,662	\$-197,718,322	-40.0%	28
Vending Machines	\$2,802,959	\$2,319,329	\$-483,630	-17.3%	5
Fuel Dealers	\$3,132,404	\$696,967	\$-2,435,437	-77.7%	3
Other Direct Selling Establishments	\$29,879,094	\$30,672,869	\$793,776	2.6%	35
Retail at Hotels & Other Travel Accomodations (7211)	\$39,915,418	\$130,369,506	\$90,454,089	69.4%	128
Retail at RV Parks (7212)	\$336,082	\$71,332	\$-264,750	-78.8%	6
Retail at Rooming & Boarding Houses (7213)	\$217,609	\$2,136,990	\$1,919,381	89.8%	13
Full Service Restaurants (7221)	\$361,609,154	\$597,816,090	\$236,206,937	39.5%	667
Limited Service Restaurants (7222)	\$168,091,517	\$215,696,486	\$47,604,969	22.1%	209
Special Food Services & Catering (7223)	\$48,467,853	\$52,582,749	\$4,114,895	7.8%	39

Retail Gap Analysis

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

Coordinates: 30.2701,-97.7313

Radius Size: 5.00 miles

CUBIT

Summary Demographics

Population	355,096
Households	169,923
Median household income	\$92,461
Average Annual Non-Resident Population	16,951
Nightly Avg (Annual) Business Travelers	2,570
Nightly Avg (Annual) Leisure/Personal Travelers	14,381

	<u>Demand</u>	<u>Sales</u>	<u>Gap</u>	<u>Gap %</u>	<u># Stores</u>
New Car Dealers	\$371,655,965	\$499,094,192	\$127,438,226	25.5%	62
User Car Dealers	\$33,784,585	\$21,875,248	\$-11,909,337	-35.3%	39
Recreational Vehicle Dealers	\$84,047,967	\$7,702,802	\$-76,345,165	-90.8%	2
Motorcycle & Boat Dealers	\$108,162,451	\$52,382,863	\$-55,779,589	-51.6%	37
Auto Parts & Accessories	\$70,582,550	\$36,681,342	\$-33,901,208	-48.0%	33
Tire Dealers	\$40,367,854	\$26,577,900	\$-13,789,954	-34.2%	30
Furniture Stores	\$204,758,757	\$176,848,565	\$-27,910,193	-13.6%	49
Floor Covering Stores	\$30,301,596	\$16,210,397	\$-14,091,199	-46.5%	31
Other Home Furnishing Stores	\$242,379,200	\$61,371,766	\$-181,007,434	-74.7%	10
Appliances & Electronics Stores	\$439,036,323	\$1,022,775,274	\$583,738,951	57.1%	143
Home Centers	\$266,444,112	\$146,707,328	\$-119,736,784	-44.9%	80
Paint & Wallpaper Stores	\$62,571,299	\$55,634,110	\$-6,937,189	-11.1%	14
Hardware Stores	\$29,842,173	\$5,748,205	\$-24,093,968	-80.7%	9
Other Building Materials Stores	\$81,937,700	\$278,412,588	\$196,474,889	70.6%	24
Outdoor Power Equipment Stores	\$5,079,197	\$5,591,009	\$511,812	9.2%	2
Nursery & Garden Stores	\$33,470,582	\$36,143,043	\$2,672,462	7.4%	15
Grocery Stores	\$552,526,348	\$575,219,702	\$22,693,354	3.9%	153
Convenience Stores	\$48,694,086	\$67,348,732	\$18,654,646	27.7%	104
Meat Markets	\$3,555,535	\$3,478,693	\$-76,842	-2.2%	17
Fish & Seafood Markets	\$1,243,045	\$312,265	\$-930,779	-74.9%	3
Fruit & Vegetable Markets	\$2,318,689	\$621,749	\$-1,696,940	-73.2%	1
Other Specialty Food Markets	\$4,781,118	\$7,642,170	\$2,861,052	37.4%	132
Liquor Stores	\$129,060,813	\$130,811,074	\$1,750,262	1.3%	45
Pharmacy & Drug Stores	\$296,409,296	\$393,828,129	\$97,418,832	24.7%	74
Costmetics & Beauty Stores	\$15,773,697	\$16,418,765	\$645,067	3.9%	34
Optical Goods Stores	\$2,829,042	\$4,993,248	\$2,164,206	43.3%	28
Other Health & Personal Care Stores	\$17,103,643	\$42,626,461	\$25,522,818	59.9%	31
Gasoline Stations	\$339,621,945	\$352,669,608	\$13,047,662	3.7%	50
Men's Clothing Stores	\$20,813,075	\$35,934,283	\$15,121,208	42.1%	32
Women's Clothing Stores	\$48,069,941	\$65,595,428	\$17,525,487	26.7%	149
Childrens' & Infant's Clothing Stores	\$50,658,104	\$45,173,592	\$-5,484,513	-10.8%	9
Family Clothing Stores	\$275,780,288	\$427,591,761	\$151,811,472	35.5%	38
Clothing Accessory Stores	\$12,177,541	\$27,265,118	\$15,087,577	55.3%	23
Other Apparel Stores	\$17,122,603	\$23,322,196	\$6,199,593	26.6%	52
Shoe Stores	\$104,840,049	\$108,666,608	\$3,826,559	3.5%	29
Jewelry Stores	\$21,007,393	\$40,519,064	\$19,511,671	48.2%	18
Luggage Stores	\$2,474,367	\$5,182,189	\$2,707,822	52.3%	4

Retail Gap Analysis

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

Coordinates: 30.2701,-97.7313

Radius Size: 5.00 miles

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	<u>Demand</u>	<u>Sales</u>	<u>Gap</u>	<u>Gap %</u>	<u># Stores</u>
Sporting Goods Stores	\$216,069,120	\$240,990,340	\$24,921,220	10.3%	57
Hobby, Toy, & Game Stores	\$141,123,973	\$114,329,377	\$-26,794,596	-19.0%	44
Sewing & Needlecraft Stores	\$98,868,522	\$57,912,895	\$-40,955,628	-41.4%	9
Musical Instrument Stores	\$51,222,689	\$62,383,055	\$11,160,367	17.9%	21
Book Stores	\$36,703,182	\$55,273,450	\$18,570,268	33.6%	39
Department Stores	\$606,996,853	\$267,769,046	\$-339,227,807	-55.9%	17
Warehouse Superstores	\$906,461,826	\$0	\$-906,461,826	100.0%	0
Other General Merchandise Stores	\$164,966,459	\$89,796,616	\$-75,169,843	-45.6%	49
Florists	\$5,629,242	\$2,816,752	\$-2,812,490	-50.0%	27
Office & Stationary Stores	\$18,374,241	\$35,309,081	\$16,934,840	48.0%	11
Gift & Souvenir Stores	\$45,488,788	\$18,643,547	\$-26,845,241	-59.0%	52
Used Merchandise Stores	\$13,302,356	\$29,981,604	\$16,679,249	55.6%	81
Pet & Pet Supply Stores	\$35,946,706	\$33,093,582	\$-2,853,124	-7.9%	26
Art Dealers	\$4,916,198	\$8,996,620	\$4,080,422	45.4%	13
Mobile Home Dealers	\$4,590,803	\$5,455,297	\$864,494	15.8%	7
Other Miscellaneous Retail Stores	\$75,660,942	\$59,551,631	\$-16,109,311	-21.3%	229
Mail Order & Catalog Stores	\$920,784,637	\$488,079,471	\$-432,705,166	-47.0%	47
Vending Machines	\$5,118,459	\$5,217,529	\$99,071	1.9%	12
Fuel Dealers	\$5,745,986	\$1,639,509	\$-4,106,477	-71.5%	7
Other Direct Selling Establishments	\$55,363,605	\$47,585,056	\$-7,778,549	-14.0%	57
Retail at Hotels & Other Travel Accomodations (7211)	\$72,388,009	\$165,151,208	\$92,763,199	56.2%	208
Retail at RV Parks (7212)	\$615,906	\$203,118	\$-412,788	-67.0%	14
Retail at Rooming & Boarding Houses (7213)	\$395,397	\$2,202,526	\$1,807,130	82.0%	15
Full Service Restaurants (7221)	\$656,112,881	\$911,925,316	\$255,812,435	28.1%	985
Limited Service Restaurants (7222)	\$304,972,009	\$392,658,342	\$87,686,333	22.3%	331
Special Food Services & Catering (7223)	\$88,019,461	\$117,736,717	\$29,717,256	25.2%	80

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.

Retail Gap Analysis

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

Coordinates: 30.2701,-97.7313

Radius Size: 5.00 miles

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Order your radius report (\$75) + retail gap
(\$99) for only **\$174**

BUY NOW

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Methodology

RADIUS ESTIMATES

First, we subtract the 2023 US Census Bureau's water areas from the 2023 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.

MEDIAN ESTIMATES

To estimate median values, we use a simple method explained in the book "Beginning Statistics: An Introduction for Social Scientists" by Diamond I and Jefferies J. Here's how it works:

1. We pull grouped data for your area of interest and order the groups from smallest to largest. This helps us see which group the middle value, or median, is in.
2. We figure out exactly where the middle value sits within its group. We look at how far into the group it is, as a percentage, starting from the bottom end.
3. Then, we check how big the gap is between the smallest and largest numbers in that group.
4. We use the percentage to find a part of that gap. This percentage tells us how much to add to the smallest number in the group to get the median.

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

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