

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

PREPARED FOR: Best Texas Bbq

DATE: December 20, 2023

### MAP



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

**CITY**  
Austin city, Texas

**COUNTY**  
Travis County, Texas

How many  
**people** live  
here?

| 1 MI       | 3 MI        | 5 MI           |
|------------|-------------|----------------|
| <b>19K</b> | <b>171K</b> | <b>334K</b>    |
| CITY: 958K |             | COUNTY: 1,289K |

How much  
**money** do  
they make?

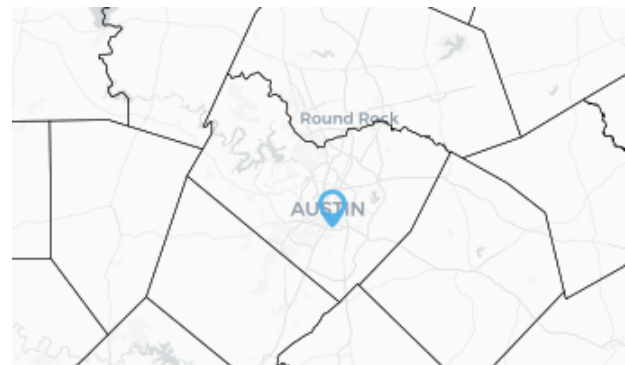
| 1 MI          | 3 MI         | 5 MI          |
|---------------|--------------|---------------|
| <b>\$106K</b> | <b>\$84K</b> | <b>\$82K</b>  |
| CITY: \$87K   |              | COUNTY: \$93K |

*median household income*

How **old** are they?

| 1 MI      | 3 MI      | 5 MI       |
|-----------|-----------|------------|
| <b>33</b> | <b>31</b> | <b>32</b>  |
| CITY: 34  |           | COUNTY: 35 |

*median age in years*



## DEMOGRAPHICS

### Population

|  | 1 mile | 3 miles | 5 miles |
|--|--------|---------|---------|
| <b>Population</b>                            | 18,818 | 170,839 | 334,017 |
| <b>Population Density</b> (people per sq mi) | 6,076  | 6,249   | 4,360   |

Source: U.S. Census Bureau, 2022 American Community Survey, Tables B01003

### Income

|   | 1 mile    |     | 3 miles   |     | 5 miles   |     |
|---|-----------|-----|-----------|-----|-----------|-----|
| <b>Median Household Income</b> (in 2022 inflation adjusted dollars) | \$105,516 |     | \$83,616  |     | \$82,257  |     |
| <b>Mean Household Income</b> (in 2022 inflation adjusted dollars)   | \$153,749 |     | \$132,525 |     | \$127,535 |     |
| <b>Families in Poverty</b>  | 271       | 11% | 2,404     | 9%  | 6,208     | 10% |
| <b>Households</b>   | 9,226     |     | 81,501    |     | 154,452   |     |
| Less than \$25,000  | 1,673     | 18% | 15,820    | 19% | 26,621    | 17% |
| \$25,000 to \$49,999  | 913       | 10% | 11,783    | 14% | 23,716    | 15% |
| \$50,000 to \$74,999  | 905       | 10% | 10,435    | 13% | 21,833    | 14% |
| \$75,000 to \$99,999  | 945       | 10% | 7,870     | 10% | 17,416    | 11% |
| \$100,000 to \$199,999  | 2,483     | 27% | 20,715    | 25% | 39,211    | 25% |
| \$200,000 or more   | 2,306     | 25% | 14,878    | 18% | 25,655    | 17% |

Source: U.S. Census Bureau, 2022 American Community Survey, Tables B19001, B19013, B19025, B17010

### Age

|                   | 1 mile |     | 3 miles |     | 5 miles |     |
|-------------------|--------|-----|---------|-----|---------|-----|
| <b>Median Age</b> | 33     |     | 31      |     | 32      |     |
| <b>Population</b> | 18,818 |     | 170,839 |     | 334,017 |     |
| 9 & under         | 852    | 5%  | 10,892  | 6%  | 27,702  | 8%  |
| 10 to 19          | 2,306  | 12% | 19,803  | 12% | 37,676  | 11% |
| 20 to 29          | 4,778  | 25% | 50,872  | 30% | 83,760  | 25% |
| 30 to 39          | 4,226  | 22% | 35,884  | 21% | 69,224  | 21% |
| 40 to 49          | 2,299  | 12% | 19,442  | 11% | 42,158  | 13% |
| 50 to 59          | 1,882  | 10% | 14,221  | 8%  | 30,934  | 9%  |
| 60 to 69          | 1,720  | 9%  | 11,900  | 7%  | 24,156  | 7%  |
| 70 & over         | 756    | 4%  | 7,825   | 5%  | 18,406  | 6%  |

Source: U.S. Census Bureau, 2022 American Community Survey, Tables B01001

## Race & Ethnicity

|                   | 1 mile |     | 3 miles |     | 5 miles |     |
|-------------------|--------|-----|---------|-----|---------|-----|
| Population        | 18,818 |     | 170,839 |     | 334,017 |     |
| White             | 10,617 | 56% | 94,563  | 55% | 174,959 | 52% |
| Black             | 2,279  | 12% | 12,736  | 7%  | 25,456  | 8%  |
| American Indian   | 17     | 0%  | 238     | 0%  | 436     | 0%  |
| Asian             | 1,054  | 6%  | 11,620  | 7%  | 17,754  | 5%  |
| Pacific Islander  | 12     | 0%  | 65      | 0%  | 159     | 0%  |
| Other race        | 61     | 0%  | 415     | 0%  | 765     | 0%  |
| Two or more races | 578    | 3%  | 6,038   | 4%  | 11,108  | 3%  |
| Hispanic          | 4,200  | 22% | 45,165  | 26% | 103,378 | 31% |

Source: U.S. Census Bureau, 2022 American Community Survey, Tables B03002

## Educational Attainment

|                                  | 1 mile |     | 3 miles |     | 5 miles |     |
|----------------------------------|--------|-----|---------|-----|---------|-----|
| Population 25 years & Over       | 13,727 |     | 113,843 |     | 230,032 |     |
| No high school diploma           | 926    | 7%  | 6,806   | 6%  | 19,671  | 9%  |
| High school graduate or equal    | 1,084  | 8%  | 10,507  | 9%  | 27,564  | 12% |
| Some college                     | 1,781  | 13% | 13,390  | 12% | 31,777  | 14% |
| Associate's degree               | 524    | 4%  | 4,469   | 4%  | 9,527   | 4%  |
| Bachelor's degree                | 5,284  | 38% | 47,834  | 42% | 86,820  | 38% |
| Masters, doctorate, professional | 4,128  | 30% | 30,838  | 27% | 54,674  | 24% |

Source: U.S. Census Bureau, 2022 American Community Survey, Tables B15002

## Employment Status

|                            | 1 mile |     | 3 miles |     | 5 miles |     |
|----------------------------|--------|-----|---------|-----|---------|-----|
| Population 16 years & Over | 17,520 |     | 155,302 |     | 291,971 |     |
| In labor force             | 12,761 | 73% | 113,685 | 73% | 216,787 | 74% |
| Civilian labor force       | 12,761 | 73% | 113,621 | 73% | 216,664 | 74% |
| Employed                   | 12,227 | 70% | 108,537 | 70% | 206,844 | 71% |
| Unemployed                 | 535    | 3%  | 5,084   | 3%  | 9,820   | 3%  |
| In armed forces            | 0      | 0%  | 63      | 0%  | 123     | 0%  |
| Not in labor force         | 4,759  | 27% | 41,617  | 27% | 75,185  | 26% |

Source: U.S. Census Bureau, 2022 American Community Survey, Tables B23025



## Households

|  | 1 mile |     | 3 miles |     | 5 miles |     |
|--|--------|-----|---------|-----|---------|-----|
| Households   | 9,226  |     | 81,501  |     | 154,452 |     |
| Family households                                    | 2,477  | 27% | 26,062  | 32% | 59,815  | 39% |
| Married couple family                                | 2,048  | 22% | 19,513  | 24% | 42,831  | 28% |
| With own children under 18                           | 436    | 5%  | 6,446   | 8%  | 16,433  | 11% |
| Other family   | 429    | 5%  | 6,549   | 8%  | 16,984  | 11% |
| Single male householder with own children under 18   | 21     | 0%  | 584     | 1%  | 1,954   | 1%  |
| Single female householder with own children under 18 | 225    | 2%  | 2,471   | 3%  | 6,632   | 4%  |
| Nonfamily households                                 | 6,749  | 73% | 55,438  | 68% | 94,637  | 61% |

Source: U.S. Census Bureau, 2022 American Community Survey, Tables B11001, B11003

## Housing Units

|                        | 1 mile |     | 3 miles |     | 5 miles |     |
|------------------------|--------|-----|---------|-----|---------|-----|
| Housing Units          | 10,276 |     | 89,364  |     | 166,838 |     |
| Occupied Housing Units | 9,226  |     | 81,501  |     | 154,452 |     |
| Owner occupied units   | 3,513  | 38% | 27,250  | 33% | 56,584  | 37% |
| Renter occupied units  | 5,714  | 62% | 54,250  | 67% | 97,867  | 63% |

Source: U.S. Census Bureau, 2022 American Community Survey, Tables B25024, B25003

## Housing Unit Value

|                              | 1 mile    |     | 3 miles   |     | 5 miles   |     |
|------------------------------|-----------|-----|-----------|-----|-----------|-----|
| Median Home Value            | \$545,104 |     | \$662,061 |     | \$590,638 |     |
| Owner Occupied Housing Units | 3,513     |     | 27,250    |     | 56,584    |     |
| Less than \$100,000          | 83        | 2%  | 665       | 2%  | 1,827     | 3%  |
| \$100,000 to \$199,999       | 39        | 1%  | 668       | 2%  | 1,822     | 3%  |
| \$200,000 to \$299,999       | 148       | 4%  | 1,751     | 6%  | 4,970     | 9%  |
| \$300,000 to \$399,999       | 517       | 15% | 2,367     | 9%  | 6,648     | 12% |
| \$400,000 to \$499,999       | 795       | 23% | 3,668     | 13% | 7,921     | 14% |
| \$500,000 to \$749,999       | 968       | 28% | 6,952     | 26% | 14,079    | 25% |
| \$750,000 to \$999,999       | 539       | 15% | 4,166     | 15% | 7,203     | 13% |
| \$1,000,000 to \$1,499,999   | 165       | 5%  | 3,809     | 14% | 6,386     | 11% |
| \$1,500,000 to \$1,999,999   | 44        | 1%  | 1,202     | 4%  | 2,116     | 4%  |
| \$2,000,000 or more          | 215       | 6%  | 2,002     | 7%  | 3,613     | 6%  |

Source: U.S. Census Bureau, 2022 American Community Survey, Tables B25075







## Detailed Age

|                   | 1 mile |     | 3 miles |     | 5 miles |     |
|-------------------|--------|-----|---------|-----|---------|-----|
| Population        | 18,818 |     | 170,839 |     | 334,017 |     |
| Male              | 9,915  | 53% | 88,152  | 52% | 173,408 | 52% |
| Under 5 years     | 270    | 1%  | 3,349   | 2%  | 7,468   | 2%  |
| 5 to 9 years      | 83     | 0%  | 2,354   | 1%  | 6,859   | 2%  |
| 10 to 14 years    | 162    | 1%  | 2,176   | 1%  | 6,474   | 2%  |
| 15 to 17 years    | 98     | 1%  | 1,092   | 1%  | 4,004   | 1%  |
| 18 and 19 years   | 634    | 3%  | 5,475   | 3%  | 8,171   | 2%  |
| 20 years          | 220    | 1%  | 2,992   | 2%  | 3,690   | 1%  |
| 21 years          | 207    | 1%  | 3,141   | 2%  | 4,243   | 1%  |
| 22 to 24 years    | 444    | 2%  | 6,627   | 4%  | 10,596  | 3%  |
| 25 to 29 years    | 1,663  | 9%  | 12,984  | 8%  | 24,254  | 7%  |
| 30 to 34 years    | 1,319  | 7%  | 11,557  | 7%  | 20,807  | 6%  |
| 35 to 39 years    | 1,150  | 6%  | 7,920   | 5%  | 15,972  | 5%  |
| 40 to 44 years    | 549    | 3%  | 6,241   | 4%  | 13,425  | 4%  |
| 45 to 49 years    | 621    | 3%  | 4,727   | 3%  | 10,330  | 3%  |
| 50 to 54 years    | 707    | 4%  | 3,817   | 2%  | 8,380   | 3%  |
| 55 to 59 years    | 376    | 2%  | 3,438   | 2%  | 7,975   | 2%  |
| 60 and 61 years   | 368    | 2%  | 1,742   | 1%  | 3,332   | 1%  |
| 62 to 64 years    | 293    | 2%  | 2,225   | 1%  | 4,076   | 1%  |
| 65 and 66 years   | 167    | 1%  | 909     | 1%  | 2,165   | 1%  |
| 67 to 69 years    | 286    | 2%  | 1,762   | 1%  | 3,256   | 1%  |
| 70 to 74 years    | 111    | 1%  | 1,609   | 1%  | 3,573   | 1%  |
| 75 to 79 years    | 107    | 1%  | 1,084   | 1%  | 2,110   | 1%  |
| 80 to 84 years    | 37     | 0%  | 443     | 0%  | 971     | 0%  |
| 85 years and over | 44     | 0%  | 488     | 0%  | 1,273   | 0%  |
| Female:           | 8,903  | 47% | 82,688  | 48% | 160,609 | 48% |
| Under 5 years     | 226    | 1%  | 3,152   | 2%  | 7,250   | 2%  |
| 5 to 9 years      | 274    | 1%  | 2,036   | 1%  | 6,125   | 2%  |
| 10 to 14 years    | 234    | 1%  | 1,747   | 1%  | 5,343   | 2%  |
| 15 to 17 years    | 124    | 1%  | 1,506   | 1%  | 4,345   | 1%  |
| 18 and 19 years   | 1,054  | 6%  | 7,806   | 5%  | 9,339   | 3%  |
| 20 years          | 492    | 3%  | 3,902   | 2%  | 4,680   | 1%  |
| 21 years          | 191    | 1%  | 3,477   | 2%  | 4,722   | 1%  |
| 22 to 24 years    | 379    | 2%  | 6,164   | 4%  | 10,675  | 3%  |
| 25 to 29 years    | 1,183  | 6%  | 11,587  | 7%  | 20,900  | 6%  |
| 30 to 34 years    | 1,176  | 6%  | 9,861   | 6%  | 18,309  | 5%  |
| 35 to 39 years    | 581    | 3%  | 6,546   | 4%  | 14,136  | 4%  |
| 40 to 44 years    | 492    | 3%  | 4,785   | 3%  | 9,987   | 3%  |
| 45 to 49 years    | 637    | 3%  | 3,688   | 2%  | 8,416   | 3%  |
| 50 to 54 years    | 361    | 2%  | 3,253   | 2%  | 6,982   | 2%  |
| 55 to 59 years    | 437    | 2%  | 3,713   | 2%  | 7,597   | 2%  |
| 60 and 61 years   | 164    | 1%  | 1,420   | 1%  | 2,986   | 1%  |
| 62 to 64 years    | 258    | 1%  | 1,680   | 1%  | 3,682   | 1%  |
| 65 and 66 years   | 43     | 0%  | 560     | 0%  | 1,449   | 0%  |
| 67 to 69 years    | 141    | 1%  | 1,602   | 1%  | 3,208   | 1%  |
| 70 to 74 years    | 264    | 1%  | 1,663   | 1%  | 4,129   | 1%  |
| 75 to 79 years    | 51     | 0%  | 1,047   | 1%  | 2,572   | 1%  |
| 80 to 84 years    | 85     | 0%  | 569     | 0%  | 1,373   | 0%  |
| 85 years and over | 59     | 0%  | 924     | 1%  | 2,403   | 1%  |

Source: U.S. Census Bureau, 2022 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<br>2020-2030 |
|---------------|------------|------------|------------|------------|---|--|---|----------------------------------|
|               |            |            |            |            | 2000-2010   | 2010-2020  | 2020-2030   |                                  |
| Texas         | 20,851,820 | 25,145,561 | 29,145,505 | 32,912,882 |  |  |  | 13%                              |
| Travis County | 812,280    | 1,024,266  | 1,290,188  | 1,572,639  |  |  |  | 22%                              |

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 2000, 2010, and 2020.

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## POPULATION PROJECTIONS & HISTORICAL ESTIMATES

| Radius  | 2017 - 2022                    | 2023 - 2028 Projected          | Your Radius is Projected To: |
|---------|--------------------------------|--------------------------------|------------------------------|
| 1 mile  | <b>12%</b><br>16,819 - 18,818  | <b>12%</b><br>25,779 - 28,827  | Grow                         |
| 3 miles | <b>4%</b><br>164,568 - 170,839 | <b>6%</b><br>190,068 - 200,590 | Grow                         |
| 5 miles | <b>2%</b><br>326,984 - 334,017 | <b>6%</b><br>360,982 - 382,899 | Grow                         |

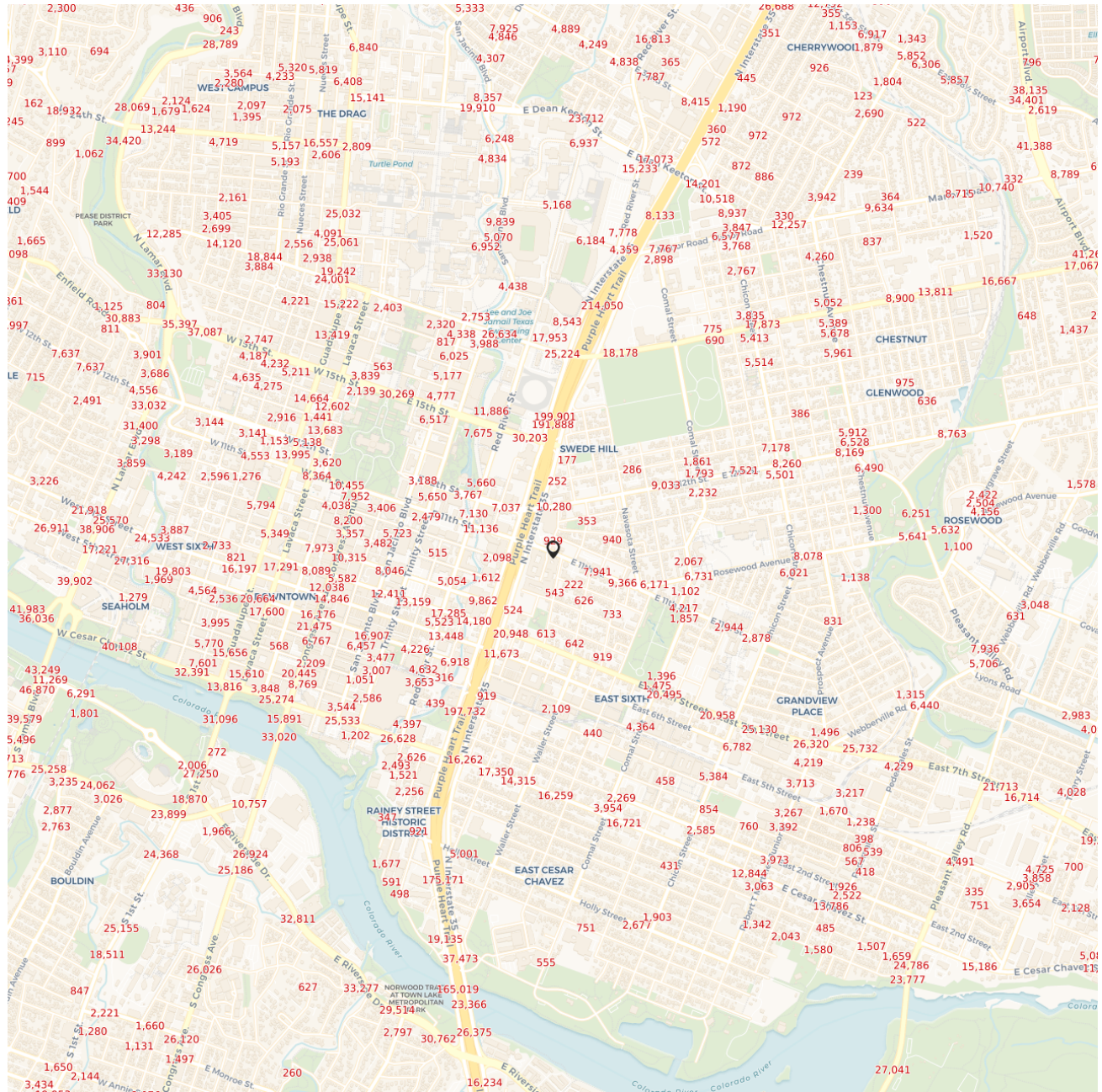
Source: US Census Bureau. 2017 American Community Survey 5-Year Estimates. B01003 TOTAL POPULATION. US Census Bureau. 2022 American Community Survey 5-Year Estimates. B01003 TOTAL POPULATION. Applied Geographic Solutions. Estimates and Projections. 2023B.

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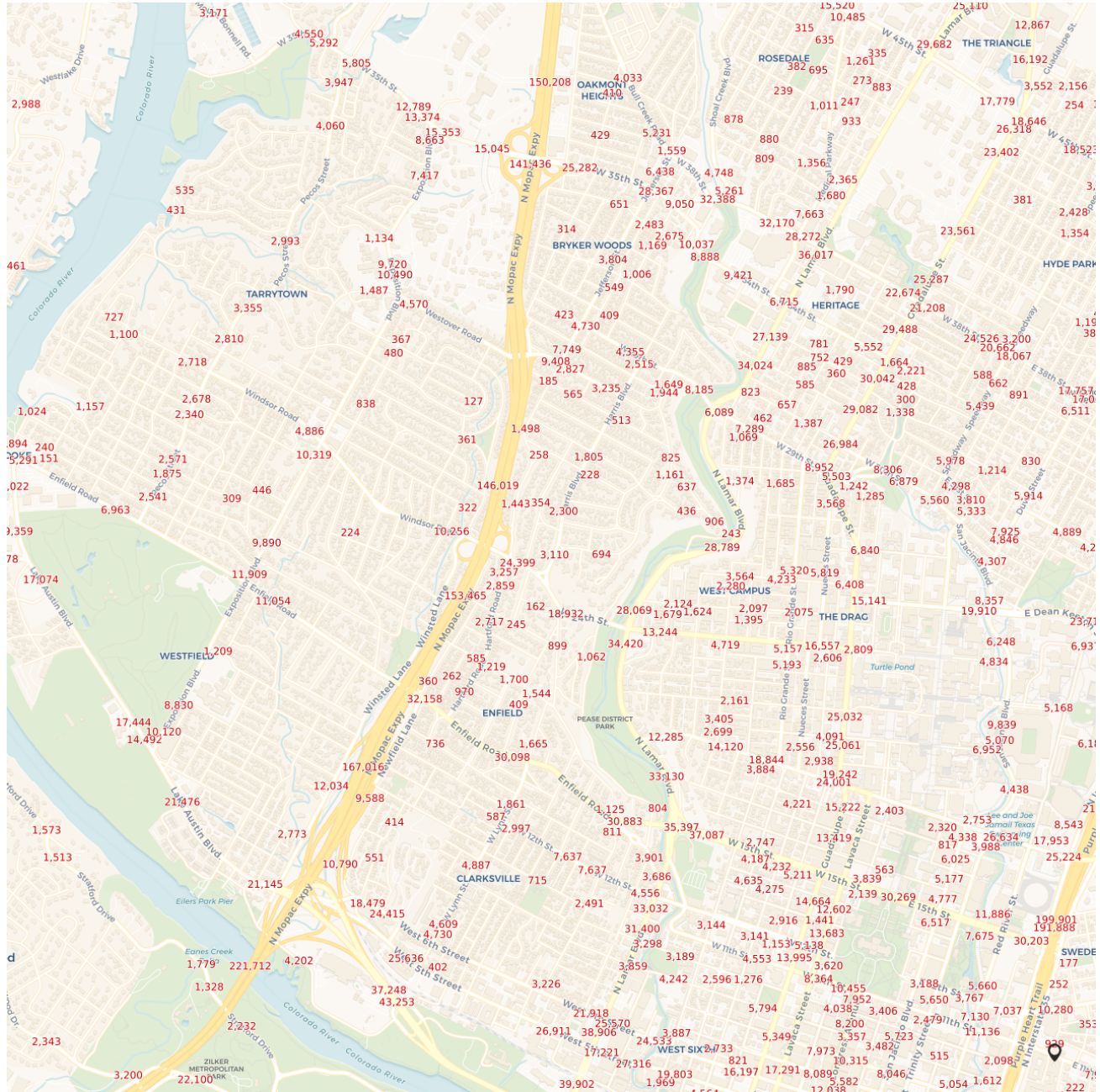




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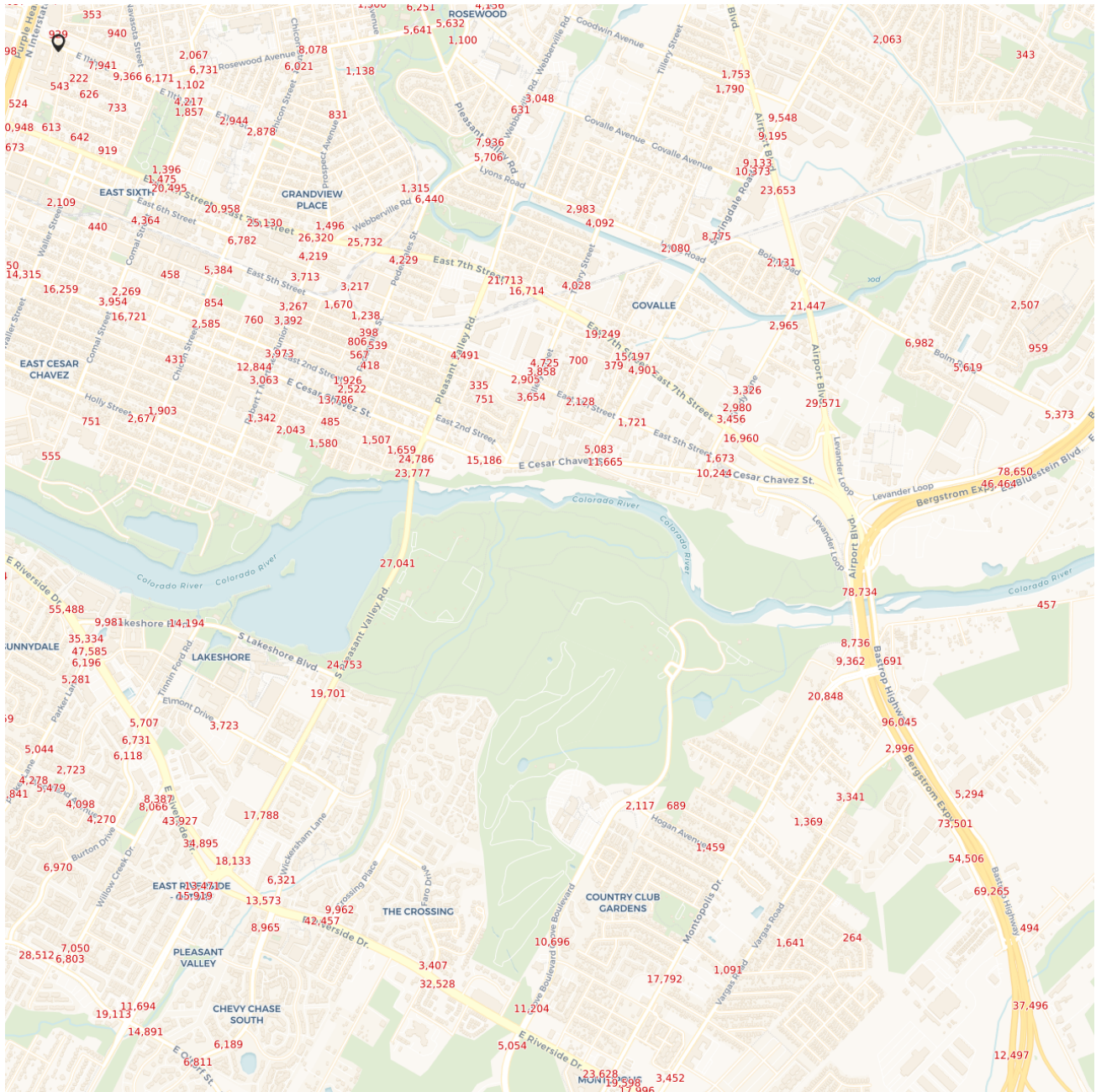
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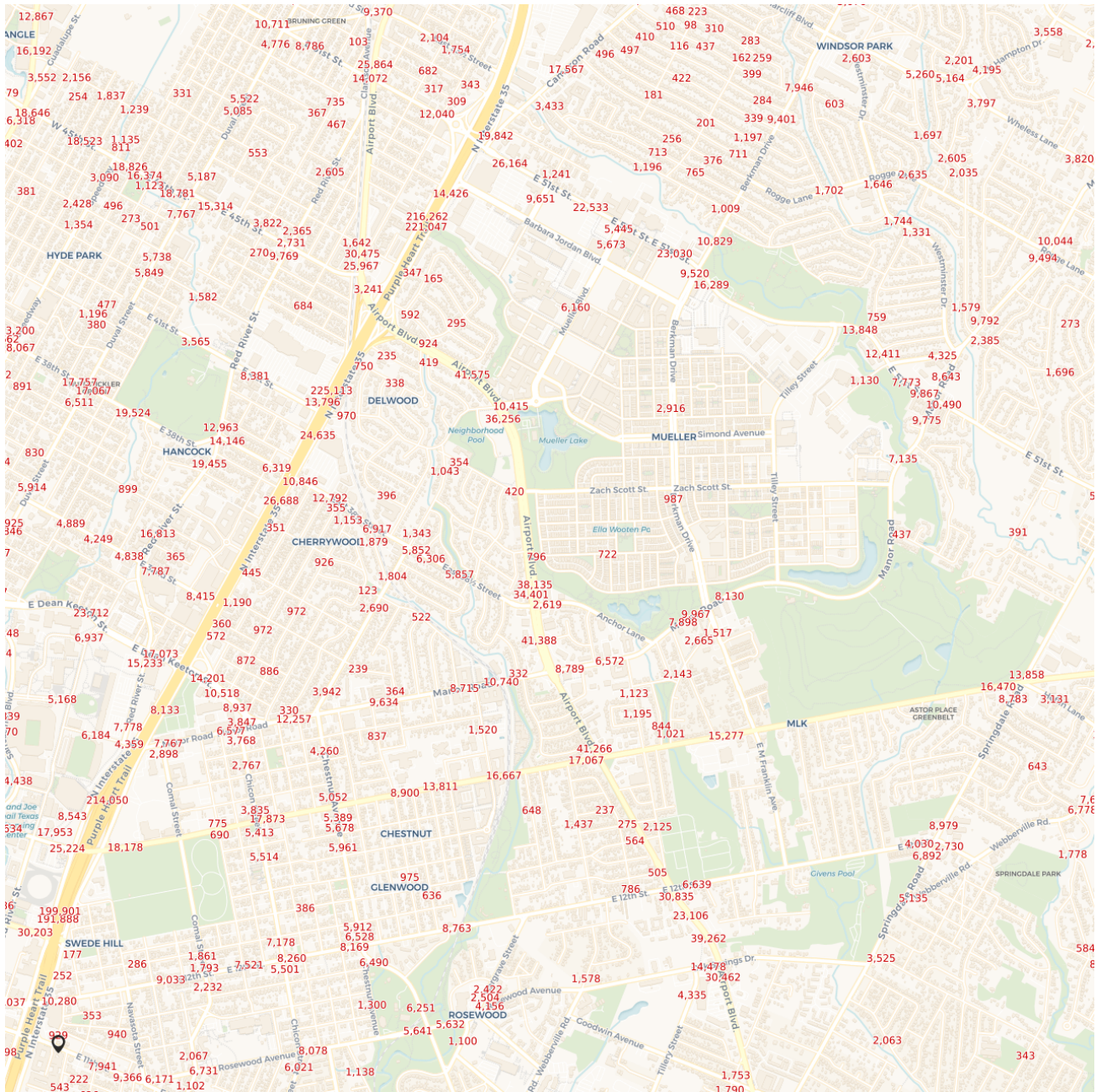




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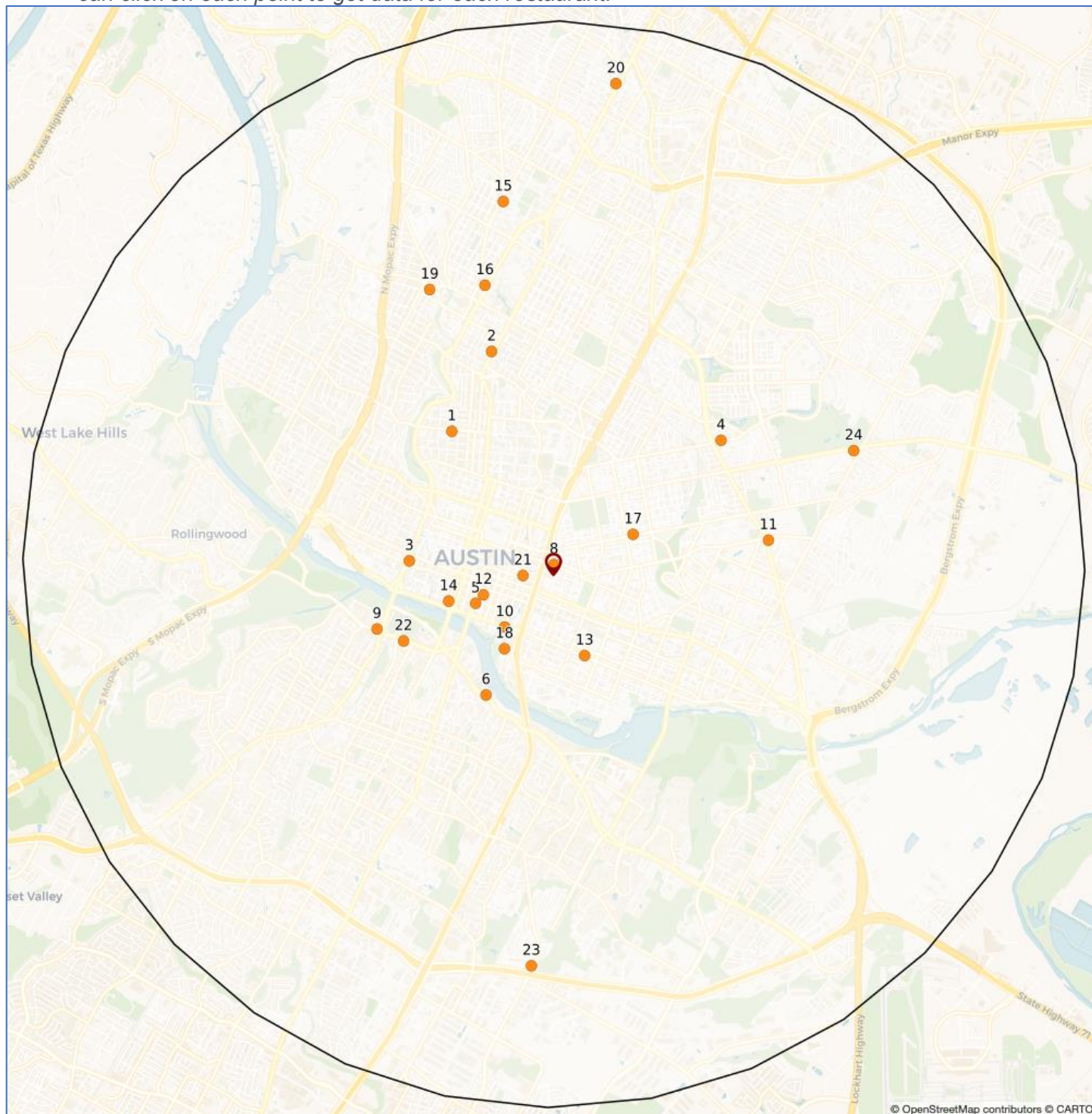


## Map of BBQ Restaurants for 5 miles around 900 E 11th St, Austin, TX 78702

### 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         | 18,781 |     | 170,004 |     | 331,558 |     |
| Under 18 years  | 2,197  | 12% | 22,267  | 13% | 54,496  | 16% |
| With health insurance coverage                          | 2,074  | 11% | 20,373  | 12% | 48,702  | 15% |
| No health insurance coverage                            | 123    | 1%  | 1,893   | 1%  | 5,800   | 2%  |
| 18 to 34 years  | 8,223  | 44% | 80,491  | 47% | 132,780 | 40% |
| With health insurance coverage                          | 7,140  | 38% | 69,591  | 41% | 111,661 | 34% |
| No health insurance coverage                            | 1,082  | 6%  | 10,897  | 6%  | 21,119  | 6%  |
| 35 to 64 years  | 6,972  | 37% | 54,933  | 32% | 116,489 | 35% |
| With health insurance coverage                          | 6,260  | 33% | 49,033  | 29% | 100,028 | 30% |
| No health insurance coverage                            | 712    | 4%  | 5,892   | 3%  | 16,468  | 5%  |
| Over 65 years   | 1,391  | 7%  | 12,319  | 7%  | 27,790  | 8%  |
| With health insurance coverage                          | 1,351  | 7%  | 12,162  | 7%  | 27,350  | 8%  |
| No health insurance coverage                            | 42     | 0%  | 157     | 0%  | 441     | 0%  |
|   |        |     |         |     |         |     |
| Detailed Table  |        |     |         |     |         |     |
| Total: Civilian noninstitutionalized population         | 18,781 |     | 170,004 |     | 331,558 |     |
| Under 18 years:   | 2,197  | 12% | 22,267  | 13% | 54,496  | 16% |
| With one type of health insurance coverage:             | 1,957  | 10% | 19,126  | 11% | 45,736  | 14% |
| With employer-based health insurance only               | 1,095  | 6%  | 12,234  | 7%  | 26,948  | 8%  |
| With direct-purchase health insurance only              | 216    | 1%  | 1,680   | 1%  | 3,295   | 1%  |
| With Medicare coverage only                             | 139    | 1%  | 150     | 0%  | 335     | 0%  |
| With Medicaid/means-tested public coverage only         | 497    | 3%  | 4,987   | 3%  | 14,995  | 5%  |
| With TRICARE/military health coverage only              | 11     | 0%  | 81      | 0%  | 160     | 0%  |
| With VA Health Care only                                | 0      | 0%  | 0       | 0%  | 0       | 0%  |
| With two or more types of health insurance coverage:    | 117    | 1%  | 1,247   | 1%  | 2,966   | 1%  |
| With employer-based and direct-purchase coverage        | 4      | 0%  | 276     | 0%  | 674     | 0%  |
| With employer-based and Medicare coverage               | 0      | 0%  | 0       | 0%  | 0       | 0%  |
| With Medicare and Medicaid/means-tested public coverage | 28     | 0%  | 107     | 0%  | 124     | 0%  |
| Other private only combinations                         | 3      | 0%  | 222     | 0%  | 232     | 0%  |
| Other public only combinations                          | 0      | 0%  | 0       | 0%  | 16      | 0%  |
| Other coverage combinations                             | 83     | 0%  | 642     | 0%  | 1,921   | 1%  |
| No health insurance coverage                            | 123    | 1%  | 1,893   | 1%  | 5,800   | 2%  |
| 18 to 34 years:   | 8,223  | 44% | 80,491  | 47% | 132,780 | 40% |
| With one type of health insurance coverage:             | 6,710  | 36% | 65,837  | 39% | 105,346 | 32% |
| With employer-based health insurance only               | 5,597  | 30% | 53,004  | 31% | 86,073  | 26% |
| With direct-purchase health insurance only              | 794    | 4%  | 9,804   | 6%  | 14,207  | 4%  |
| With Medicare coverage only                             | 48     | 0%  | 118     | 0%  | 233     | 0%  |



|   | 1 mile |     | 3 miles |     | 5 miles |     |
|---|--------|-----|---------|-----|---------|-----|
| With Medicaid/means-tested public coverage only         | 240    | 1%  | 2,152   | 1%  | 3,935   | 1%  |
| With TRICARE/military health coverage only              | 29     | 0%  | 690     | 0%  | 793     | 0%  |
| With VA Health Care only                                | 3      | 0%  | 67      | 0%  | 104     | 0%  |
| With two or more types of health insurance coverage:    | 430    | 2%  | 3,754   | 2%  | 6,315   | 2%  |
| With employer-based and direct-purchase coverage        | 289    | 2%  | 2,740   | 2%  | 4,185   | 1%  |
| With employer-based and Medicare coverage               | 17     | 0%  | 29      | 0%  | 88      | 0%  |
| With Medicare and Medicaid/means-tested public coverage | 29     | 0%  | 68      | 0%  | 237     | 0%  |
| Other private only combinations                         | 33     | 0%  | 111     | 0%  | 204     | 0%  |
| Other public only combinations                          | 0      | 0%  | 2       | 0%  | 2       | 0%  |
| Other coverage combinations                             | 64     | 0%  | 804     | 0%  | 1,598   | 0%  |
| No health insurance coverage                            | 1,082  | 6%  | 10,897  | 6%  | 21,119  | 6%  |
| 35 to 64 years:   | 6,972  | 37% | 54,933  | 32% | 116,489 | 35% |
| With one type of health insurance coverage:             | 5,850  | 31% | 45,265  | 27% | 91,836  | 28% |
| With employer-based health insurance only               | 4,202  | 22% | 34,391  | 20% | 70,391  | 21% |
| With direct-purchase health insurance only              | 999    | 5%  | 7,637   | 4%  | 14,060  | 4%  |
| With Medicare coverage only                             | 43     | 0%  | 333     | 0%  | 1,062   | 0%  |
| With Medicaid/means-tested public coverage only         | 558    | 3%  | 2,648   | 2%  | 5,643   | 2%  |
| With TRICARE/military health coverage only              | 35     | 0%  | 69      | 0%  | 216     | 0%  |
| With VA Health Care only                                | 8      | 0%  | 189     | 0%  | 459     | 0%  |
| With two or more types of health insurance coverage:    | 410    | 2%  | 3,768   | 2%  | 8,192   | 2%  |
| With employer-based and direct-purchase coverage        | 29     | 0%  | 789     | 0%  | 1,891   | 1%  |
| With employer-based and Medicare coverage               | 0      | 0%  | 143     | 0%  | 354     | 0%  |
| With direct-purchase and Medicare coverage              | 7      | 0%  | 90      | 0%  | 342     | 0%  |
| With Medicare and Medicaid/means-tested public coverage | 189    | 1%  | 923     | 1%  | 1,840   | 1%  |
| Other private only combinations                         | 0      | 0%  | 80      | 0%  | 205     | 0%  |
| Other public only combinations                          | 8      | 0%  | 147     | 0%  | 227     | 0%  |
| Other coverage combinations                             | 177    | 1%  | 1,595   | 1%  | 3,330   | 1%  |
| No health insurance coverage                            | 712    | 4%  | 5,892   | 3%  | 16,468  | 5%  |
| 65 years and over:                                      | 1,391  | 7%  | 12,319  | 7%  | 27,790  | 8%  |
| With one type of health insurance coverage:             | 449    | 2%  | 3,907   | 2%  | 9,279   | 3%  |
| With employer-based health insurance only               | 14     | 0%  | 336     | 0%  | 897     | 0%  |
| With direct-purchase health insurance only              | 3      | 0%  | 169     | 0%  | 281     | 0%  |
| With Medicare coverage only                             | 431    | 2%  | 3,394   | 2%  | 8,086   | 2%  |
| With TRICARE/military health coverage only              | 0      | 0%  | 8       | 0%  | 11      | 0%  |
| With VA Health Care only                                | 0      | 0%  | 0       | 0%  | 2       | 0%  |
| With two or more types of health insurance coverage:    | 902    | 5%  | 8,255   | 5%  | 18,071  | 5%  |
| With employer-based and direct-purchase coverage        | 0      | 0%  | 2       | 0%  | 45      | 0%  |

|   | 1 mile |    | 3 miles |    | 5 miles |    |
|---|--------|----|---------|----|---------|----|
| With employer-based and Medicare coverage               | 310    | 2% | 2,850   | 2% | 6,180   | 2% |
| With direct-purchase and Medicare coverage              | 155    | 1% | 1,831   | 1% | 3,984   | 1% |
| With Medicare and Medicaid/means-tested public coverage | 157    | 1% | 1,467   | 1% | 2,527   | 1% |
| Other private only combinations                         | 0      | 0% | 0       | 0% | 0       | 0% |
| Other public only combinations                          | 24     | 0% | 175     | 0% | 345     | 0% |
| Other coverage combinations                             | 253    | 1% | 1,933   | 1% | 4,986   | 2% |
| No health insurance coverage                            | 42     | 0% | 157     | 0% | 441     | 0% |

Source: U.S. Census Bureau, 2022 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                                      | 27,368    |
| Households                                      | 11,387    |
| Median household income                         | \$128,997 |
| Average Annual Non-Resident Population          | 4,970     |
| Nightly Avg (Annual) Business Travelers         | 1,055     |
| Nightly Avg (Annual) Leisure/Personal Travelers | 3,914     |

|                                       | <u>Demand</u> | <u>Sales</u> | <u>Gap</u>    | <u>Gap %</u> | <u># Stores</u> |
|---------------------------------------|---------------|--------------|---------------|--------------|-----------------|
| New Car Dealers                       | \$71,490,059  | \$26,016,529 | \$-45,473,530 | -63.6%       | 7               |
| User Car Dealers                      | \$7,371,523   | \$3,189,911  | \$-4,181,611  | -56.7%       | 2               |
| Recreational Vehicle Dealers          | \$1,733,986   | \$843,817    | \$-890,169    | -51.3%       | 1               |
| Motorcycle & Boat Dealers             | \$3,530,645   | \$4,540,575  | \$1,009,931   | 22.2%        | 8               |
| Auto Parts & Accessories              | \$5,710,220   | \$3,284,654  | \$-2,425,566  | -42.5%       | 3               |
| Tire Dealers                          | \$3,833,377   | \$2,050,927  | \$-1,782,450  | -46.5%       | 2               |
| Furniture Stores                      | \$7,146,738   | \$5,981,396  | \$-1,165,342  | -16.3%       | 6               |
| Floor Covering Stores                 | \$1,176,164   | \$1,437,265  | \$261,102     | 18.2%        | 7               |
| Other Home Furnishing Stores          | \$3,055,094   | \$7,326,744  | \$4,271,649   | 58.3%        | 2               |
| Appliances & Electronics Stores       | \$8,203,426   | \$78,072,195 | \$69,868,769  | 89.5%        | 32              |
| Home Centers                          | \$12,382,010  | \$3,895,007  | \$-8,487,003  | -68.5%       | 8               |
| Paint & Wallpaper Stores              | \$900,374     | \$0          | \$-900,374    | 100.0%       | 0               |
| Hardware Stores                       | \$1,147,156   | \$328,623    | \$-818,532    | -71.4%       | 1               |
| Other Building Materials Stores       | \$8,659,000   | \$2,830,697  | \$-5,828,302  | -67.3%       | 2               |
| Outdoor Power Equipment Stores        | \$429,922     | \$0          | \$-429,922    | 100.0%       | 0               |
| Nursery & Garden Stores               | \$2,758,227   | \$3,732,145  | \$973,918     | 26.1%        | 3               |
| Grocery Stores                        | \$59,154,524  | \$43,184,436 | \$-15,970,087 | -27.0%       | 22              |
| Convenience Stores                    | \$2,280,689   | \$4,798,630  | \$2,517,941   | 52.5%        | 15              |
| Meat Markets                          | \$668,881     | \$2,895,657  | \$2,226,777   | 76.9%        | 4               |
| Fish & Seafood Markets                | \$242,572     | \$328,182    | \$85,609      | 26.1%        | 1               |
| Fruit & Vegetable Markets             | \$406,152     | \$0          | \$-406,152    | 100.0%       | 0               |
| Other Specialty Food Markets          | \$700,902     | \$3,033,548  | \$2,332,647   | 76.9%        | 19              |
| Liquor Stores                         | \$3,119,894   | \$6,204,847  | \$3,084,952   | 49.7%        | 9               |
| Pharmacy & Drug Stores                | \$14,079,339  | \$18,878,361 | \$4,799,022   | 25.4%        | 14              |
| Costmetics & Beauty Stores            | \$831,831     | \$207,168    | \$-624,663    | -75.1%       | 3               |
| Optical Goods Stores                  | \$945,295     | \$866,145    | \$-79,150     | -8.4%        | 3               |
| Other Health & Personal Care Stores   | \$970,093     | \$2,645,444  | \$1,675,351   | 63.3%        | 5               |
| Gasoline Stations                     | \$45,924,080  | \$51,673,309 | \$5,749,229   | 11.1%        | 8               |
| Men's Clothing Stores                 | \$821,643     | \$2,384,275  | \$1,562,632   | 65.5%        | 4               |
| Women's Clothing Stores               | \$3,525,816   | \$11,759,542 | \$8,233,726   | 70.0%        | 27              |
| Childrens' & Infant's Clothing Stores | \$1,471,596   | \$0          | \$-1,471,596  | 100.0%       | 0               |
| Family Clothing Stores                | \$9,345,346   | \$12,087,201 | \$2,741,856   | 22.7%        | 5               |
| Clothing Accessory Stores             | \$775,800     | \$7,850,142  | \$7,074,341   | 90.1%        | 8               |
| Other Apparel Stores                  | \$1,145,916   | \$1,219,013  | \$73,097      | 6.0%         | 7               |
| Shoe Stores                           | \$3,724,801   | \$1,170,711  | \$-2,554,090  | -68.6%       | 1               |
| Jewelry Stores                        | \$2,067,190   | \$14,750,493 | \$12,683,304  | 86.0%        | 5               |
| Luggage Stores                        | \$143,141     | \$36,184     | \$-106,957    | -74.7%       | 0               |



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## 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                                | \$4,942,336   | \$11,160,304  | \$6,217,968   | 55.7%        | 10              |
| Hobby, Toy, & Game Stores                            | \$1,329,703   | \$3,426,909   | \$2,097,206   | 61.2%        | 9               |
| Sewing & Needlecraft Stores                          | \$474,096     | \$0           | \$-474,096    | 100.0%       | 0               |
| Musical Instrument Stores                            | \$362,044     | \$1,036,824   | \$674,781     | 65.1%        | 2               |
| Book Stores  | \$1,840,289   | \$3,941,949   | \$2,101,660   | 53.3%        | 8               |
| Department Stores                                    | \$18,287,971  | \$611,735     | \$-17,676,236 | -96.7%       | 1               |
| Warehouse Superstores                                | \$42,916,422  | \$0           | \$-42,916,422 | 100.0%       | 0               |
| Other General Merchandise Stores                     | \$6,682,110   | \$15,553,515  | \$8,871,405   | 57.0%        | 8               |
| Florists   | \$346,471     | \$266,824     | \$-79,647     | -23.0%       | 2               |
| Office & Stationary Stores                           | \$986,030     | \$1,096,518   | \$110,488     | 10.1%        | 2               |
| Gift & Souvenir Stores                               | \$1,164,492   | \$1,386,144   | \$221,652     | 16.0%        | 10              |
| Used Merchandise Stores                              | \$686,134     | \$2,792,580   | \$2,106,446   | 75.4%        | 5               |
| Pet & Pet Supply Stores                              | \$3,788,015   | \$6,386,649   | \$2,598,634   | 40.7%        | 4               |
| Art Dealers  | \$323,650     | \$1,778,432   | \$1,454,782   | 81.8%        | 4               |
| Mobile Home Dealers                                  | \$559,697     | \$0           | \$-559,697    | 100.0%       | 0               |
| Other Miscellaneous Retail Stores                    | \$1,572,869   | \$3,093,259   | \$1,520,390   | 49.2%        | 44              |
| Mail Order & Catalog Stores                          | \$27,169,129  | \$86,979,083  | \$59,809,955  | 68.8%        | 15              |
| Vending Machines                                     | \$687,444     | \$761,668     | \$74,224      | 9.7%         | 1               |
| Fuel Dealers   | \$2,435,491   | \$944,756     | \$-1,490,735  | -61.2%       | 1               |
| Other Direct Selling Establishments                  | \$2,016,100   | \$12,873,872  | \$10,857,772  | 84.3%        | 13              |
| Retail at Hotels & Other Travel Accomodations (7211) | \$3,488,999   | \$61,545,379  | \$58,056,380  | 94.3%        | 63              |
| Retail at RV Parks (7212)                            | \$33,633      | \$13,963      | \$-19,670     | -58.5%       | 2               |
| Retail at Rooming & Boarding Houses (7213)           | \$23,069      | \$856,057     | \$832,988     | 97.3%        | 5               |
| Full Service Restaurants (7221)                      | \$36,960,860  | \$135,927,634 | \$98,966,774  | 72.8%        | 198             |
| Limited Service Restaurants (7222)                   | \$17,170,992  | \$40,285,040  | \$23,114,048  | 57.4%        | 50              |
| Special Food Services & Catering (7223)              | \$5,468,326   | \$9,430,468   | \$3,962,142   | 42.0%        | 9               |

## Retail Gap Analysis

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

Coordinates: 30.2701,-97.7313

Radius Size: 3.00 miles

CUBIT

### Summary Demographics

|   |          |
|---|----------|
| Population                                      | 192,405  |
| Households                                      | 91,145   |
| Median household income                         | \$92,011 |
| Average Annual Non-Resident Population          | 11,991   |
| 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                       | \$558,572,948 | \$192,241,904 | \$-366,331,045 | -65.6%       | 17              |
| User Car Dealers                      | \$57,632,822  | \$14,843,896  | \$-42,788,925  | -74.2%       | 14              |
| Recreational Vehicle Dealers          | \$13,008,879  | \$1,975,551   | \$-11,033,328  | -84.8%       | 2               |
| Motorcycle & Boat Dealers             | \$26,900,345  | \$14,246,704  | \$-12,653,641  | -47.0%       | 24              |
| Auto Parts & Accessories              | \$44,552,906  | \$22,700,313  | \$-21,852,594  | -49.0%       | 15              |
| Tire Dealers                          | \$29,866,795  | \$15,665,296  | \$-14,201,500  | -47.5%       | 16              |
| Furniture Stores                      | \$54,218,048  | \$20,354,820  | \$-33,863,228  | -62.5%       | 23              |
| Floor Covering Stores                 | \$8,893,048   | \$3,900,981   | \$-4,992,067   | -56.1%       | 15              |
| Other Home Furnishing Stores          | \$23,478,181  | \$26,120,724  | \$2,642,544    | 10.1%        | 6               |
| Appliances & Electronics Stores       | \$63,142,226  | \$165,663,675 | \$102,521,450  | 61.9%        | 75              |
| Home Centers                          | \$95,084,788  | \$53,677,529  | \$-41,407,259  | -43.5%       | 42              |
| Paint & Wallpaper Stores              | \$6,892,813   | \$4,940,965   | \$-1,951,847   | -28.3%       | 5               |
| Hardware Stores                       | \$8,806,991   | \$1,181,504   | \$-7,625,487   | -86.6%       | 4               |
| Other Building Materials Stores       | \$66,537,201  | \$12,826,618  | \$-53,710,583  | -80.7%       | 8               |
| Outdoor Power Equipment Stores        | \$3,292,524   | \$0           | \$-3,292,524   | 100.0%       | 0               |
| Nursery & Garden Stores               | \$21,185,832  | \$8,315,713   | \$-12,870,119  | -60.7%       | 6               |
| Grocery Stores                        | \$466,660,144 | \$565,860,265 | \$99,200,121   | 17.5%        | 97              |
| Convenience Stores                    | \$18,034,741  | \$26,428,734  | \$8,393,993    | 31.8%        | 59              |
| Meat Markets                          | \$5,289,671   | \$8,339,295   | \$3,049,624    | 36.6%        | 13              |
| Fish & Seafood Markets                | \$1,924,693   | \$328,182     | \$-1,596,512   | -82.9%       | 1               |
| Fruit & Vegetable Markets             | \$3,217,482   | \$0           | \$-3,217,482   | 100.0%       | 0               |
| Other Specialty Food Markets          | \$5,549,084   | \$10,986,018  | \$5,436,934    | 49.5%        | 89              |
| Liquor Stores                         | \$23,799,111  | \$24,265,260  | \$466,149      | 1.9%         | 31              |
| Pharmacy & Drug Stores                | \$109,642,165 | \$121,820,995 | \$12,178,830   | 10.0%        | 43              |
| Costmetics & Beauty Stores            | \$6,450,810   | \$3,927,234   | \$-2,523,577   | -39.1%       | 15              |
| Optical Goods Stores                  | \$7,314,273   | \$6,106,284   | \$-1,207,989   | -16.5%       | 17              |
| Other Health & Personal Care Stores   | \$7,541,087   | \$14,734,634  | \$7,193,547    | 48.8%        | 16              |
| Gasoline Stations                     | \$368,154,650 | \$246,196,209 | \$-121,958,441 | -33.1%       | 26              |
| Men's Clothing Stores                 | \$6,284,147   | \$10,598,825  | \$4,314,678    | 40.7%        | 19              |
| Women's Clothing Stores               | \$26,945,621  | \$42,555,021  | \$15,609,400   | 36.7%        | 95              |
| Childrens' & Infant's Clothing Stores | \$11,432,510  | \$1,372,422   | \$-10,060,088  | -88.0%       | 1               |
| Family Clothing Stores                | \$71,695,425  | \$58,043,584  | \$-13,651,841  | -19.0%       | 20              |
| Clothing Accessory Stores             | \$5,906,280   | \$15,804,937  | \$9,898,658    | 62.6%        | 16              |
| Other Apparel Stores                  | \$8,767,302   | \$6,480,528   | \$-2,286,774   | -26.1%       | 20              |
| Shoe Stores                           | \$28,874,355  | \$19,928,547  | \$-8,945,808   | -31.0%       | 13              |
| Jewelry Stores                        | \$15,361,563  | \$25,634,009  | \$10,272,447   | 40.1%        | 10              |
| Luggage Stores                        | \$1,098,215   | \$683,103     | \$-415,112     | -37.8%       | 2               |



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## Retail Gap Analysis

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

Coordinates: 30.2701,-97.7313

Radius Size: 3.00 miles

CUBIT

|  | <u>Demand</u> | <u>Sales</u>  | <u>Gap</u>     | <u>Gap %</u> | <u># Stores</u> |
|--|---------------|---------------|----------------|--------------|-----------------|
| Sporting Goods Stores                                | \$37,364,093  | \$53,115,135  | \$15,751,042   | 29.7%        | 34              |
| Hobby, Toy, & Game Stores                            | \$10,258,450  | \$7,819,103   | \$-2,439,348   | -23.8%       | 26              |
| Sewing & Needlecraft Stores                          | \$3,534,652   | \$605,711     | \$-2,928,941   | -82.9%       | 3               |
| Musical Instrument Stores                            | \$2,806,338   | \$3,859,901   | \$1,053,563    | 27.3%        | 12              |
| Book Stores  | \$13,818,449  | \$10,707,609  | \$-3,110,840   | -22.5%       | 18              |
| Department Stores                                    | \$141,013,706 | \$18,457,945  | \$-122,555,761 | -86.9%       | 7               |
| Warehouse Superstores                                | \$335,903,382 | \$0           | \$-335,903,382 | 100.0%       | 0               |
| Other General Merchandise Stores                     | \$51,948,572  | \$36,402,043  | \$-15,546,529  | -29.9%       | 26              |
| Florists   | \$2,648,968   | \$928,179     | \$-1,720,789   | -65.0%       | 7               |
| Office & Stationary Stores                           | \$7,513,093   | \$7,351,159   | \$-161,934     | -2.2%        | 5               |
| Gift & Souvenir Stores                               | \$8,963,526   | \$5,186,975   | \$-3,776,551   | -42.1%       | 32              |
| Used Merchandise Stores                              | \$5,220,840   | \$6,136,209   | \$915,369      | 14.9%        | 34              |
| Pet & Pet Supply Stores                              | \$29,338,466  | \$19,057,179  | \$-10,281,287  | -35.0%       | 16              |
| Art Dealers  | \$2,460,149   | \$4,530,862   | \$2,070,713    | 45.7%        | 9               |
| Mobile Home Dealers                                  | \$4,295,299   | \$434,055     | \$-3,861,244   | -89.9%       | 1               |
| Other Miscellaneous Retail Stores                    | \$12,407,648  | \$8,768,702   | \$-3,638,946   | -29.3%       | 115             |
| Mail Order & Catalog Stores                          | \$208,834,142 | \$132,847,604 | \$-75,986,538  | -36.4%       | 29              |
| Vending Machines                                     | \$5,415,650   | \$4,637,558   | \$-778,091     | -14.4%       | 5               |
| Fuel Dealers   | \$19,048,548  | \$4,201,835   | \$-14,846,714  | -77.9%       | 3               |
| Other Direct Selling Establishments                  | \$15,643,241  | \$21,080,140  | \$5,436,899    | 25.8%        | 34              |
| Retail at Hotels & Other Travel Accomodations (7211) | \$26,855,489  | \$89,948,768  | \$63,093,279   | 70.1%        | 128             |
| Retail at RV Parks (7212)                            | \$251,893     | \$51,702      | \$-200,191     | -79.5%       | 6               |
| Retail at Rooming & Boarding Houses (7213)           | \$189,378     | \$1,953,516   | \$1,764,138    | 90.3%        | 13              |
| Full Service Restaurants (7221)                      | \$284,872,693 | \$492,381,539 | \$207,508,845  | 42.1%        | 667             |
| Limited Service Restaurants (7222)                   | \$132,341,609 | \$173,693,525 | \$41,351,917   | 23.8%        | 206             |
| Special Food Services & Catering (7223)              | \$42,170,378  | \$48,301,673  | \$6,131,294    | 12.7%        | 39              |



## Retail Gap Analysis

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

Coordinates: 30.2701,-97.7313

Radius Size: 5.00 miles

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### Summary Demographics

|   |          |
|---|----------|
| Population                                      | 360,120  |
| Households                                      | 164,964  |
| Median household income                         | \$90,672 |
| Average Annual Non-Resident Population          | 16,950   |
| Nightly Avg (Annual) Business Travelers         | 2,569    |
| Nightly Avg (Annual) Leisure/Personal Travelers | 14,380   |

|                                       | <u>Demand</u>   | <u>Sales</u>    | <u>Gap</u>    | <u>Gap %</u> | <u># Stores</u> |
|---------------------------------------|-----------------|-----------------|---------------|--------------|-----------------|
| New Car Dealers                       | \$1,028,824,948 | \$1,120,435,265 | \$91,610,317  | 8.2%         | 61              |
| User Car Dealers                      | \$106,165,365   | \$54,041,387    | \$-52,123,978 | -49.1%       | 38              |
| Recreational Vehicle Dealers          | \$23,841,906    | \$1,975,551     | \$-21,866,355 | -91.7%       | 2               |
| Motorcycle & Boat Dealers             | \$49,405,329    | \$21,891,057    | \$-27,514,272 | -55.7%       | 37              |
| Auto Parts & Accessories              | \$82,020,016    | \$47,585,759    | \$-34,434,257 | -42.0%       | 34              |
| Tire Dealers                          | \$54,975,193    | \$39,715,716    | \$-15,259,478 | -27.8%       | 31              |
| Furniture Stores                      | \$99,391,694    | \$77,599,796    | \$-21,791,897 | -21.9%       | 45              |
| Floor Covering Stores                 | \$16,324,408    | \$8,071,263     | \$-8,253,145  | -50.6%       | 31              |
| Other Home Furnishing Stores          | \$43,132,786    | \$31,717,325    | \$-11,415,461 | -26.5%       | 9               |
| Appliances & Electronics Stores       | \$116,077,799   | \$241,974,467   | \$125,896,668 | 52.0%        | 141             |
| Home Centers                          | \$174,923,038   | \$108,069,692   | \$-66,853,346 | -38.2%       | 81              |
| Paint & Wallpaper Stores              | \$12,682,452    | \$11,691,506    | \$-990,946    | -7.8%        | 14              |
| Hardware Stores                       | \$16,193,914    | \$3,421,980     | \$-12,771,935 | -78.9%       | 9               |
| Other Building Materials Stores       | \$122,449,478   | \$404,851,503   | \$282,402,025 | 69.8%        | 24              |
| Outdoor Power Equipment Stores        | \$6,056,186     | \$6,233,900     | \$177,713     | 2.9%         | 2               |
| Nursery & Garden Stores               | \$38,976,554    | \$43,266,646    | \$4,290,092   | 9.9%         | 15              |
| Grocery Stores                        | \$860,164,004   | \$895,496,726   | \$35,332,722  | 3.9%         | 156             |
| Convenience Stores                    | \$33,237,547    | \$43,214,725    | \$9,977,178   | 23.1%        | 102             |
| Meat Markets                          | \$9,752,633     | \$9,582,203     | \$-170,430    | -1.7%        | 17              |
| Fish & Seafood Markets                | \$3,546,125     | \$875,151       | \$-2,670,974  | -75.3%       | 3               |
| Fruit & Vegetable Markets             | \$5,934,997     | \$1,686,711     | \$-4,248,286  | -71.6%       | 1               |
| Other Specialty Food Markets          | \$10,233,882    | \$20,822,184    | \$10,588,302  | 50.9%        | 135             |
| Liquor Stores                         | \$43,610,923    | \$43,024,282    | \$-586,640    | -1.3%        | 43              |
| Pharmacy & Drug Stores                | \$201,898,958   | \$194,188,377   | \$-7,710,582  | -3.8%        | 76              |
| Costmetics & Beauty Stores            | \$11,877,077    | \$8,177,989     | \$-3,699,087  | -31.1%       | 34              |
| Optical Goods Stores                  | \$13,472,093    | \$10,788,740    | \$-2,683,353  | -19.9%       | 28              |
| Other Health & Personal Care Stores   | \$13,881,778    | \$22,530,660    | \$8,648,881   | 38.4%        | 30              |
| Gasoline Stations                     | \$680,581,857   | \$667,035,476   | \$-13,546,381 | -2.0%        | 51              |
| Men's Clothing Stores                 | \$11,519,724    | \$16,942,148    | \$5,422,424   | 32.0%        | 31              |
| Women's Clothing Stores               | \$49,444,442    | \$71,237,186    | \$21,792,744  | 30.6%        | 151             |
| Childrens' & Infant's Clothing Stores | \$21,045,137    | \$16,223,186    | \$-4,821,951  | -22.9%       | 8               |
| Family Clothing Stores                | \$131,616,182   | \$238,381,887   | \$106,765,704 | 44.8%        | 35              |
| Clothing Accessory Stores             | \$10,827,639    | \$22,279,755    | \$11,452,116  | 51.4%        | 23              |
| Other Apparel Stores                  | \$16,091,467    | \$20,696,014    | \$4,604,547   | 22.2%        | 52              |
| Shoe Stores                           | \$53,037,274    | \$51,777,421    | \$-1,259,853  | -2.4%        | 30              |
| Jewelry Stores                        | \$28,085,486    | \$53,309,939    | \$25,224,453  | 47.3%        | 18              |
| Luggage Stores                        | \$2,015,389     | \$3,586,292     | \$1,570,903   | 43.8%        | 4               |



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## 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                                | \$68,518,445  | \$72,893,785  | \$4,375,341    | 6.0%         | 56              |
| Hobby, Toy, & Game Stores                            | \$18,849,387  | \$17,946,978  | \$-902,409     | -4.8%        | 46              |
| Sewing & Needlecraft Stores                          | \$6,470,155   | \$2,890,863   | \$-3,579,291   | -55.3%       | 8               |
| Musical Instrument Stores                            | \$5,165,743   | \$6,746,654   | \$1,580,910    | 23.4%        | 20              |
| Book Stores  | \$25,271,482  | \$35,585,422  | \$10,313,940   | 29.0%        | 40              |
| Department Stores                                    | \$259,145,678 | \$103,948,366 | \$-155,197,312 | -59.9%       | 16              |
| Warehouse Superstores                                | \$618,577,182 | \$0           | \$-618,577,182 | 100.0%       | 0               |
| Other General Merchandise Stores                     | \$95,578,008  | \$62,242,337  | \$-33,335,670  | -34.9%       | 47              |
| Florists   | \$4,873,164   | \$3,346,687   | \$-1,526,477   | -31.3%       | 26              |
| Office & Stationary Stores                           | \$13,792,885  | \$21,626,602  | \$7,833,717    | 36.2%        | 10              |
| Gift & Souvenir Stores                               | \$16,470,589  | \$9,573,435   | \$-6,897,154   | -41.9%       | 55              |
| Used Merchandise Stores                              | \$9,579,502   | \$19,161,289  | \$9,581,787    | 50.0%        | 76              |
| Pet & Pet Supply Stores                              | \$53,944,414  | \$43,095,708  | \$-10,848,706  | -20.1%       | 27              |
| Art Dealers  | \$4,512,478   | \$6,868,684   | \$2,356,206    | 34.3%        | 13              |
| Mobile Home Dealers                                  | \$7,900,764   | \$8,808,186   | \$907,422      | 10.3%        | 7               |
| Other Miscellaneous Retail Stores                    | \$22,861,763  | \$18,352,411  | \$-4,509,353   | -19.7%       | 225             |
| Mail Order & Catalog Stores                          | \$383,704,146 | \$206,800,011 | \$-176,904,135 | -46.1%       | 47              |
| Vending Machines                                     | \$9,977,190   | \$9,369,739   | \$-607,451     | -6.1%        | 11              |
| Fuel Dealers   | \$35,178,632  | \$9,881,293   | \$-25,297,338  | -71.9%       | 7               |
| Other Direct Selling Establishments                  | \$28,773,424  | \$32,830,858  | \$4,057,434    | 12.4%        | 56              |
| Retail at Hotels & Other Travel Accomodations (7211) | \$49,298,787  | \$118,459,214 | \$69,160,427   | 58.4%        | 209             |
| Retail at RV Parks (7212)                            | \$462,924     | \$148,313     | \$-314,612     | -68.0%       | 14              |
| Retail at Rooming & Boarding Houses (7213)           | \$351,622     | \$2,014,196   | \$1,662,574    | 82.5%        | 15              |
| Full Service Restaurants (7221)                      | \$523,046,421 | \$747,445,849 | \$224,399,428  | 30.0%        | 984             |
| Limited Service Restaurants (7222)                   | \$242,994,485 | \$316,366,493 | \$73,372,008   | 23.2%        | 325             |
| Special Food Services & Catering (7223)              | \$77,440,769  | \$107,486,688 | \$30,045,919   | 28.0%        | 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>



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## 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 (\$74) + retail gap  
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## METHODOLOGY

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First, we subtract the 2022 US Census Bureau's water areas from the 2022 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](http://www.cubitplanning.com).

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