

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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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

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

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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	\$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

CUBIT

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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	<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

CUBIT

Order your radius report (\$74) + retail gap
(\$99) for only **\$173**

BUY NOW

100% moneyback guarantee