



# Retail MarketPlace Profile

Nolanville, Texas  
Ring Band: 0 - 1 mile radius

Prepared by Esri  
Latitude: 31.07865  
Longitude: -97.60538

## Summary Demographics

2018 Population	5,514
2018 Households	1,868
2018 Median Disposable Income	\$43,666
2018 Per Capita Income	\$21,604

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$57,708,815	\$8,521,963	\$49,186,852	74.3	7
Total Retail Trade	44-45	\$52,081,524	\$8,127,229	\$43,954,295	73.0	6
Total Food & Drink	722	\$5,627,291	\$394,735	\$5,232,556	86.9	2

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,566,322	\$771,129	\$10,795,193	87.5	1
Automobile Dealers	4411	\$9,336,304	\$0	\$9,336,304	100.0	0
Other Motor Vehicle Dealers	4412	\$1,248,658	\$0	\$1,248,658	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$981,360	\$0	\$981,360	100.0	0
Furniture & Home Furnishings Stores	442	\$1,795,634	\$0	\$1,795,634	100.0	0
Furniture Stores	4421	\$1,039,597	\$0	\$1,039,597	100.0	0
Home Furnishings Stores	4422	\$756,036	\$0	\$756,036	100.0	0
Electronics & Appliance Stores	443	\$1,815,546	\$0	\$1,815,546	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,557,757	\$2,712,764	\$844,993	13.5	1
Bldg Material & Supplies Dealers	4441	\$3,362,417	\$2,712,764	\$649,653	10.7	1
Lawn & Garden Equip & Supply Stores	4442	\$195,340	\$0	\$195,340	100.0	0
Food & Beverage Stores	445	\$9,293,221	\$382,403	\$8,910,818	92.1	1
Grocery Stores	4451	\$8,451,683	\$382,403	\$8,069,280	91.3	1
Specialty Food Stores	4452	\$393,548	\$0	\$393,548	100.0	0
Beer, Wine & Liquor Stores	4453	\$447,990	\$0	\$447,990	100.0	0
Health & Personal Care Stores	446,4461	\$3,023,321	\$0	\$3,023,321	100.0	0
Gasoline Stations	447,4471	\$5,302,319	\$0	\$5,302,319	100.0	0
Clothing & Clothing Accessories Stores	448	\$2,253,659	\$0	\$2,253,659	100.0	0
Clothing Stores	4481	\$1,508,878	\$0	\$1,508,878	100.0	0
Shoe Stores	4482	\$325,039	\$0	\$325,039	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$419,743	\$0	\$419,743	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,742,576	\$0	\$1,742,576	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,559,768	\$0	\$1,559,768	100.0	0
Book, Periodical & Music Stores	4512	\$182,808	\$0	\$182,808	100.0	0
General Merchandise Stores	452	\$8,903,601	\$404,891	\$8,498,710	91.3	1
Department Stores Excluding Leased Depts.	4521	\$6,150,543	\$0	\$6,150,543	100.0	0
Other General Merchandise Stores	4529	\$2,753,058	\$404,891	\$2,348,167	74.4	1
Miscellaneous Store Retailers	453	\$2,055,375	\$139,611	\$1,915,764	87.3	1
Florists	4531	\$84,279	\$0	\$84,279	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$432,976	\$0	\$432,976	100.0	0
Used Merchandise Stores	4533	\$331,690	\$139,611	\$192,079	40.8	1
Other Miscellaneous Store Retailers	4539	\$1,206,430	\$0	\$1,206,430	100.0	0
Nonstore Retailers	454	\$772,192	\$0	\$772,192	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$565,824	\$0	\$565,824	100.0	0
Vending Machine Operators	4542	\$45,975	\$0	\$45,975	100.0	0
Direct Selling Establishments	4543	\$160,394	\$0	\$160,394	100.0	0
Food Services & Drinking Places	722	\$5,627,291	\$394,735	\$5,232,556	86.9	2
Special Food Services	7223	\$68,133	\$0	\$68,133	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$196,662	\$0	\$196,662	100.0	0
Restaurants/Other Eating Places	7225	\$5,362,496	\$394,735	\$4,967,761	86.3	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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May 29, 2019

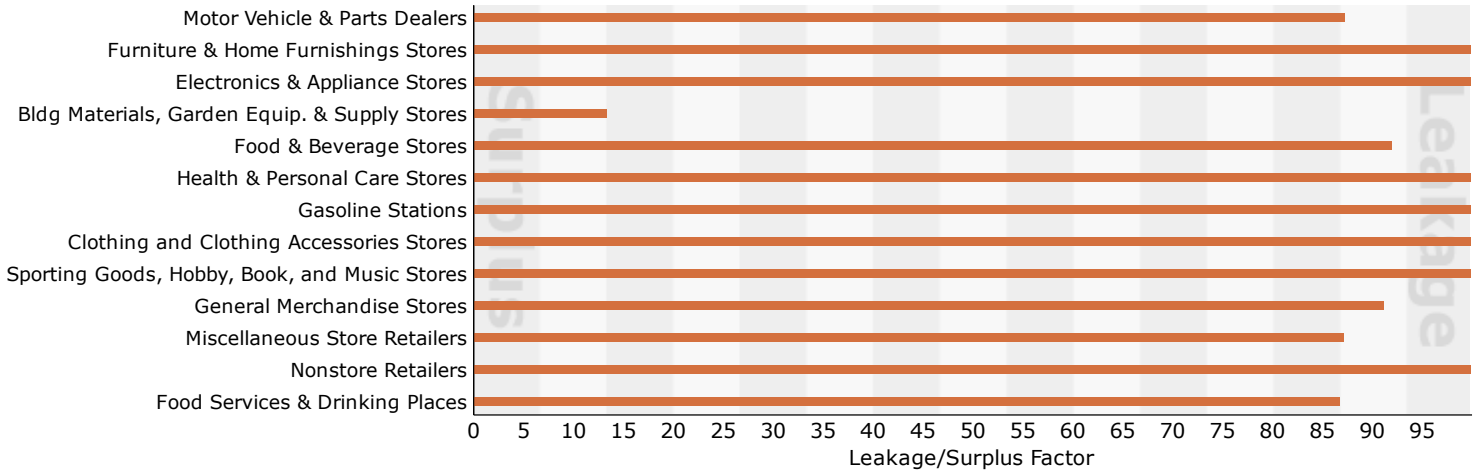


# Retail MarketPlace Profile

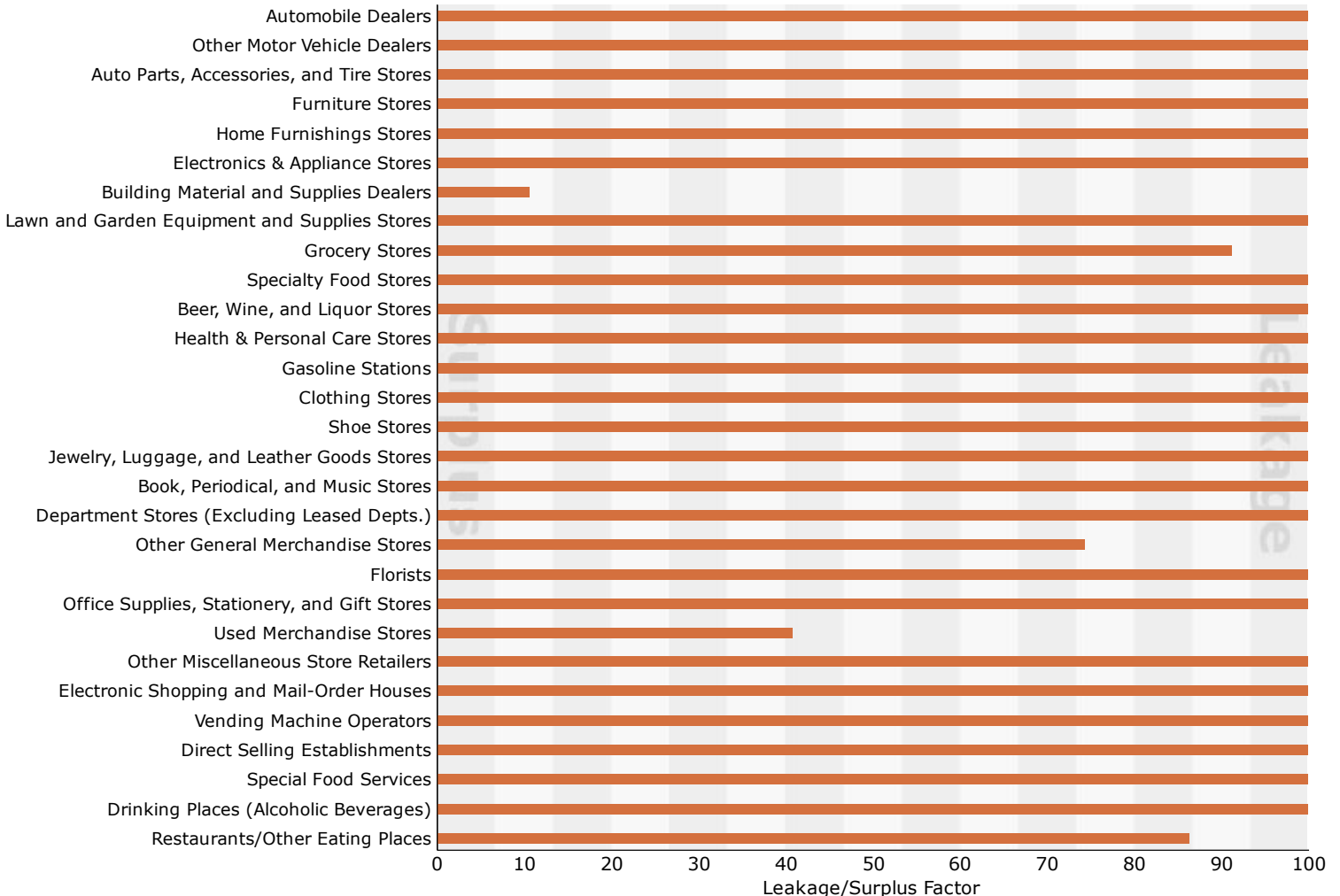
Nolanville, Texas  
 Ring Band: 0 - 1 mile radius

Prepared by Esri  
 Latitude: 31.07865  
 Longitude: -97.60538

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Nolanville, Texas  
Ring Band: 1 - 3 mile radius

Prepared by Esri  
Latitude: 31.07865  
Longitude: -97.60538

## Summary Demographics

2018 Population	12,000
2018 Households	4,518
2018 Median Disposable Income	\$50,682
2018 Per Capita Income	\$27,565

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$156,519,867	\$42,692,461	\$113,827,406	57.1	39
Total Retail Trade	44-45	\$140,827,423	\$38,060,141	\$102,767,282	57.4	24
Total Food & Drink	722	\$15,692,444	\$4,632,320	\$11,060,124	54.4	14

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$30,706,726	\$4,031,599	\$26,675,127	76.8	3
Automobile Dealers	4411	\$24,752,400	\$1,255,925	\$23,496,475	90.3	1
Other Motor Vehicle Dealers	4412	\$3,278,774	\$829,457	\$2,449,317	59.6	1
Auto Parts, Accessories & Tire Stores	4413	\$2,675,552	\$1,946,217	\$729,335	15.8	1
Furniture & Home Furnishings Stores	442	\$4,916,932	\$1,581,320	\$3,335,612	51.3	1
Furniture Stores	4421	\$2,880,262	\$1,433,153	\$1,447,109	33.5	1
Home Furnishings Stores	4422	\$2,036,669	\$0	\$2,036,669	100.0	0
Electronics & Appliance Stores	443	\$5,097,184	\$4,454,552	\$642,632	6.7	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,085,353	\$3,709,546	\$5,375,807	42.0	2
Bldg Material & Supplies Dealers	4441	\$8,589,855	\$3,709,546	\$4,880,309	39.7	2
Lawn & Garden Equip & Supply Stores	4442	\$495,498	\$0	\$495,498	100.0	0
Food & Beverage Stores	445	\$25,433,632	\$11,025,624	\$14,408,008	39.5	4
Grocery Stores	4451	\$23,089,354	\$8,058,116	\$15,031,238	48.3	3
Specialty Food Stores	4452	\$1,080,635	\$0	\$1,080,635	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,263,644	\$2,967,508	-\$1,703,864	-40.3	1
Health & Personal Care Stores	446,4461	\$8,001,697	\$1,835,538	\$6,166,159	62.7	2
Gasoline Stations	447,4471	\$14,280,732	\$7,271,674	\$7,009,058	32.5	4
Clothing & Clothing Accessories Stores	448	\$6,354,054	\$0	\$6,354,054	100.0	0
Clothing Stores	4481	\$4,226,488	\$0	\$4,226,488	100.0	0
Shoe Stores	4482	\$904,322	\$0	\$904,322	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,223,244	\$0	\$1,223,244	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$4,821,370	\$695,503	\$4,125,867	74.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,298,315	\$670,569	\$3,627,746	73.0	1
Book, Periodical & Music Stores	4512	\$523,055	\$0	\$523,055	100.0	0
General Merchandise Stores	452	\$24,534,768	\$635,072	\$23,899,696	95.0	1
Department Stores Excluding Leased Depts.	4521	\$17,040,470	\$0	\$17,040,470	100.0	0
Other General Merchandise Stores	4529	\$7,494,298	\$635,072	\$6,859,226	84.4	1
Miscellaneous Store Retailers	453	\$5,519,137	\$2,711,695	\$2,807,442	34.1	3
Florists	4531	\$221,878	\$0	\$221,878	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,191,279	\$0	\$1,191,279	100.0	0
Used Merchandise Stores	4533	\$936,008	\$2,051,857	-\$1,115,849	-37.3	1
Other Miscellaneous Store Retailers	4539	\$3,169,972	\$659,838	\$2,510,134	65.5	3
Nonstore Retailers	454	\$2,075,838	\$0	\$2,075,838	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,539,282	\$0	\$1,539,282	100.0	0
Vending Machine Operators	4542	\$126,411	\$0	\$126,411	100.0	0
Direct Selling Establishments	4543	\$410,145	\$0	\$410,145	100.0	0
Food Services & Drinking Places	722	\$15,692,444	\$4,632,320	\$11,060,124	54.4	14
Special Food Services	7223	\$185,692	\$95,698	\$89,994	32.0	1
Drinking Places - Alcoholic Beverages	7224	\$561,370	\$250,022	\$311,348	38.4	2
Restaurants/Other Eating Places	7225	\$14,945,382	\$4,286,600	\$10,658,782	55.4	11

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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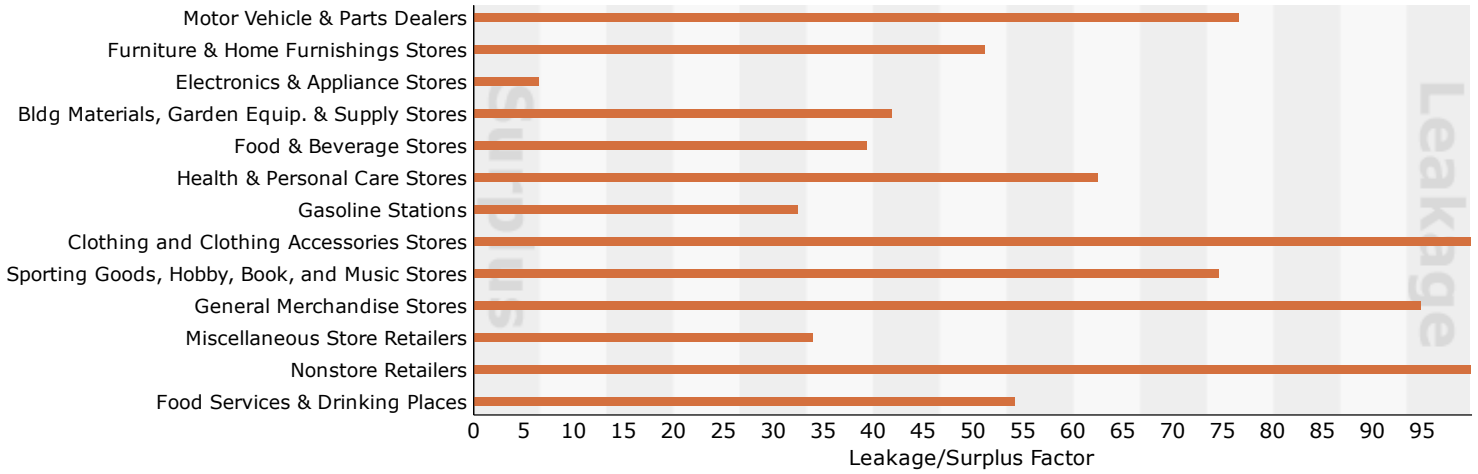


# Retail MarketPlace Profile

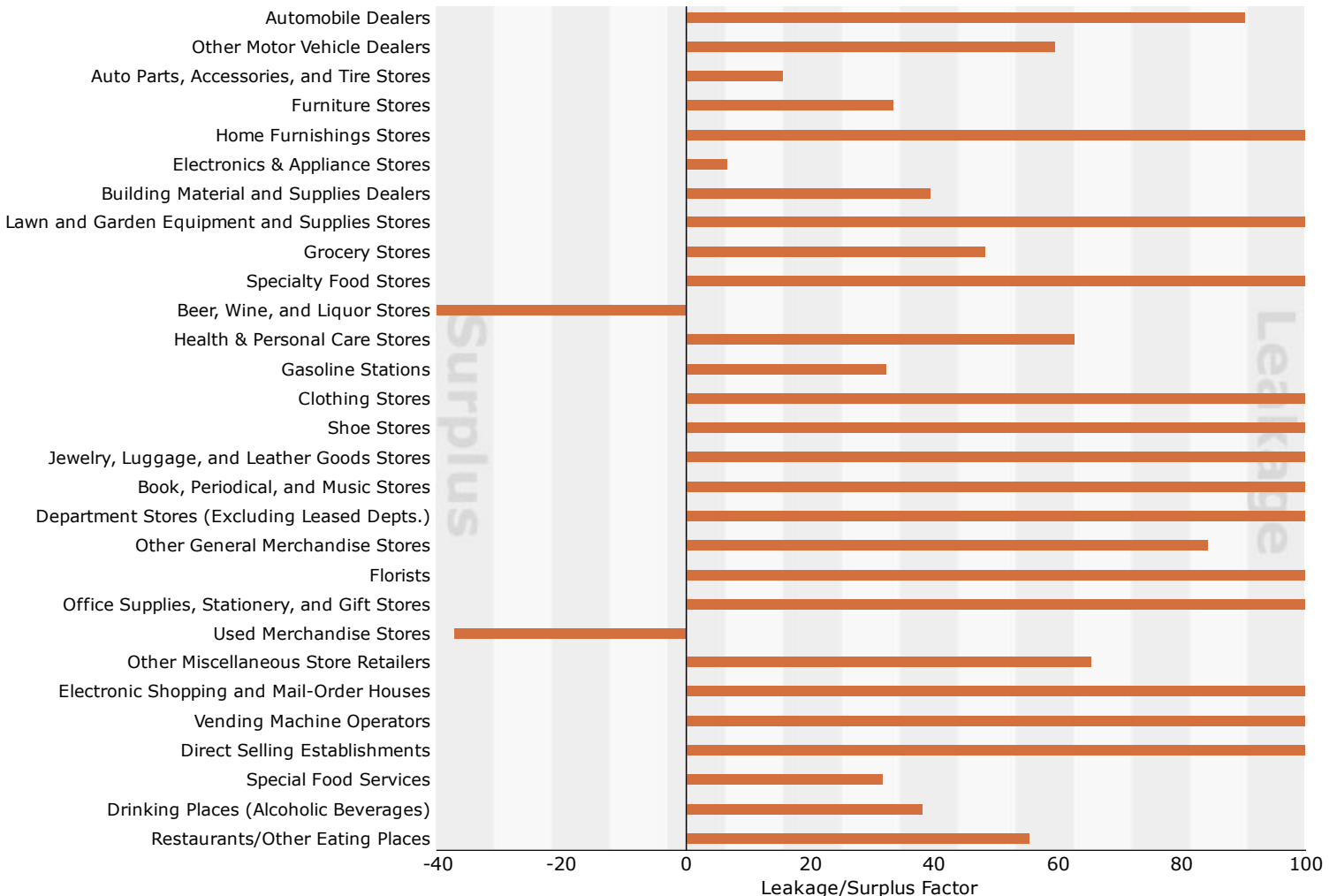
Nolanville, Texas  
 Ring Band: 1 - 3 mile radius

Prepared by Esri  
 Latitude: 31.07865  
 Longitude: -97.60538

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Nolanville, Texas  
Ring Band: 3 - 5 mile radius

Prepared by Esri  
Latitude: 31.07865  
Longitude: -97.60538

## Summary Demographics

2018 Population	30,688
2018 Households	10,566
2018 Median Disposable Income	\$52,340
2018 Per Capita Income	\$28,307

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$387,676,350	\$416,815,033	-\$29,138,683	-3.6	184
Total Retail Trade	44-45	\$348,623,647	\$368,729,049	-\$20,105,402	-2.8	119
Total Food & Drink	722	\$39,052,703	\$48,085,985	-\$9,033,282	-10.4	65

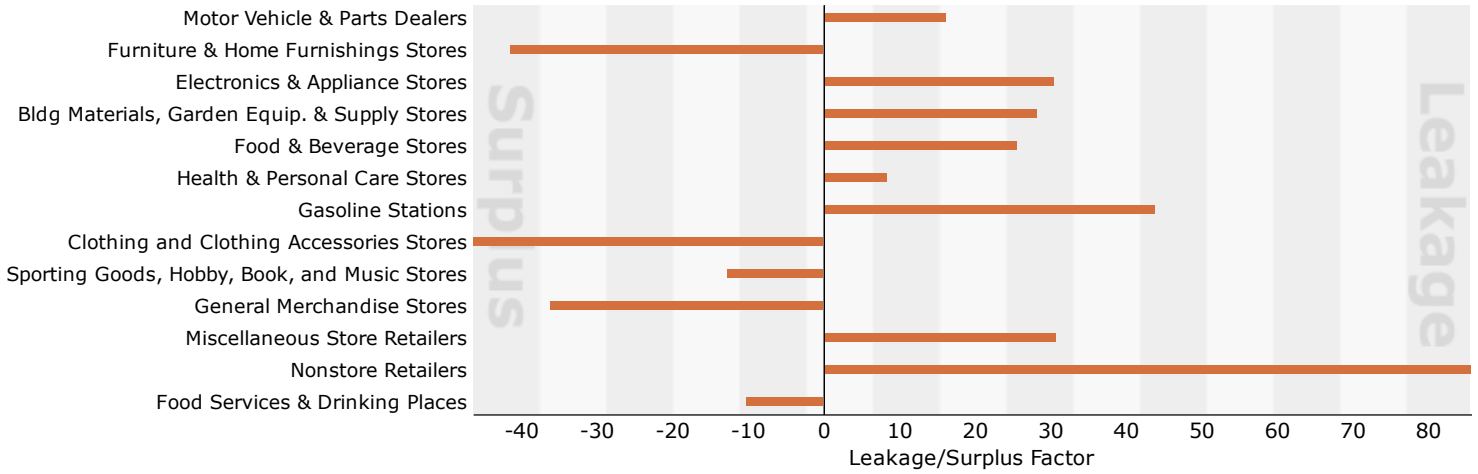
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$75,788,579	\$54,570,957	\$21,217,622	16.3	17
Automobile Dealers	4411	\$61,012,684	\$30,181,551	\$30,831,133	33.8	5
Other Motor Vehicle Dealers	4412	\$8,168,370	\$15,886,823	-\$7,718,453	-32.1	6
Auto Parts, Accessories & Tire Stores	4413	\$6,607,525	\$8,502,583	-\$1,895,058	-12.5	6
Furniture & Home Furnishings Stores	442	\$12,275,496	\$29,774,579	-\$17,499,083	-41.6	12
Furniture Stores	4421	\$7,158,376	\$20,020,812	-\$12,862,436	-47.3	8
Home Furnishings Stores	4422	\$5,117,120	\$9,753,767	-\$4,636,647	-31.2	4
Electronics & Appliance Stores	443	\$12,679,156	\$6,749,411	\$5,929,745	30.5	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,815,917	\$12,746,802	\$10,069,115	28.3	7
Bldg Material & Supplies Dealers	4441	\$21,560,028	\$12,581,122	\$8,978,906	26.3	6
Lawn & Garden Equip & Supply Stores	4442	\$1,255,889	\$165,680	\$1,090,209	76.7	1
Food & Beverage Stores	445	\$62,699,607	\$37,123,881	\$25,575,726	25.6	20
Grocery Stores	4451	\$56,885,246	\$19,682,962	\$37,202,284	48.6	8
Specialty Food Stores	4452	\$2,662,411	\$1,117,623	\$1,544,788	40.9	5
Beer, Wine & Liquor Stores	4453	\$3,151,950	\$16,323,296	-\$13,171,346	-67.6	7
Health & Personal Care Stores	446,4461	\$19,753,079	\$16,656,131	\$3,096,948	8.5	9
Gasoline Stations	447,4471	\$34,898,646	\$13,615,864	\$21,282,782	43.9	8
Clothing & Clothing Accessories Stores	448	\$15,879,056	\$43,441,325	-\$27,562,269	-46.5	12
Clothing Stores	4481	\$10,546,783	\$40,518,368	-\$29,971,585	-58.7	10
Shoe Stores	4482	\$2,261,284	\$805,265	\$1,456,019	47.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$3,070,990	\$2,117,693	\$953,297	18.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$12,063,333	\$15,635,423	-\$3,572,090	-12.9	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,764,324	\$13,124,921	-\$2,360,597	-9.9	4
Book, Periodical & Music Stores	4512	\$1,299,009	\$2,510,502	-\$1,211,493	-31.8	1
General Merchandise Stores	452	\$60,924,999	\$130,789,598	-\$69,864,599	-36.4	12
Department Stores Excluding Leased Depts.	4521	\$42,427,729	\$89,974,000	-\$47,546,271	-35.9	4
Other General Merchandise Stores	4529	\$18,497,270	\$40,815,598	-\$22,318,328	-37.6	8
Miscellaneous Store Retailers	453	\$13,680,904	\$7,230,669	\$6,450,235	30.8	12
Florists	4531	\$565,652	\$140,896	\$424,756	60.1	1
Office Supplies, Stationery & Gift Stores	4532	\$2,961,089	\$101,515	\$2,859,574	93.4	1
Used Merchandise Stores	4533	\$2,336,185	\$2,554,629	-\$218,444	-4.5	2
Other Miscellaneous Store Retailers	4539	\$7,817,977	\$4,433,629	\$3,384,348	27.6	8
Nonstore Retailers	454	\$5,164,877	\$394,408	\$4,770,469	85.8	2
Electronic Shopping & Mail-Order Houses	4541	\$3,818,293	\$92,367	\$3,725,926	95.3	1
Vending Machine Operators	4542	\$311,484	\$282,061	\$29,423	5.0	1
Direct Selling Establishments	4543	\$1,035,099	\$0	\$1,035,099	100.0	0
Food Services & Drinking Places	722	\$39,052,703	\$48,085,985	-\$9,033,282	-10.4	65
Special Food Services	7223	\$468,686	\$177,604	\$291,082	45.0	2
Drinking Places - Alcoholic Beverages	7224	\$1,407,492	\$2,703,555	-\$1,296,063	-31.5	10
Restaurants/Other Eating Places	7225	\$37,176,524	\$45,204,825	-\$8,028,301	-9.7	53

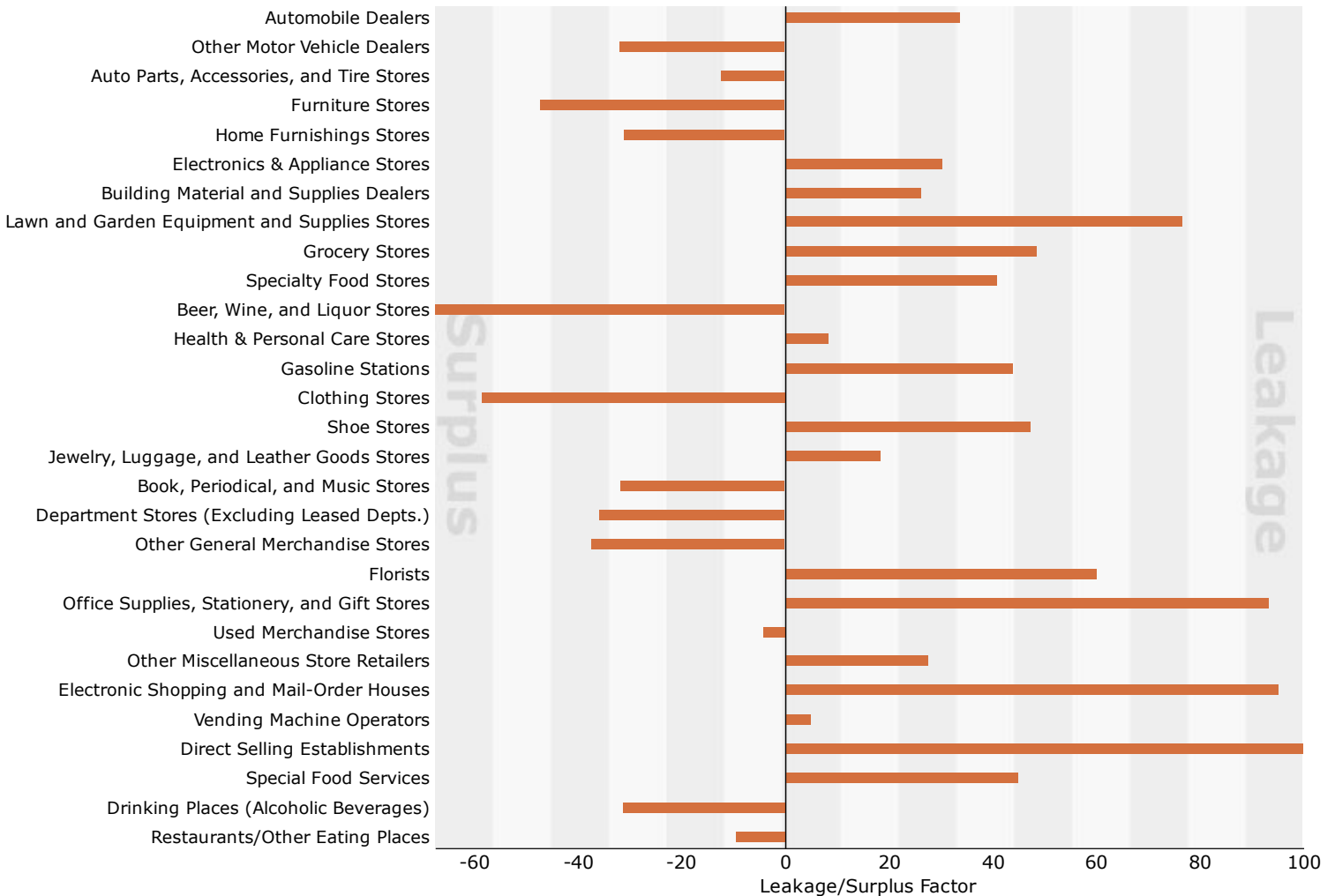
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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