



Retail MarketPlace Profile

Bastrop County, TX 5
Bastrop County, TX (48021)
Geography: County

Prepared by Esri

Summary Demographics

2018 Population	86,649
2018 Households	30,135
2018 Median Disposable Income	\$48,533
2018 Per Capita Income	\$26,715

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	\$1,092,555,377	\$812,024,702	\$280,530,675	14.7	450
Total Retail Trade	44-45	\$989,413,587	\$750,384,165	\$239,029,422	13.7	311
Total Food & Drink	722	\$103,141,790	\$61,640,537	\$41,501,253	25.2	139

2017 Industry Group

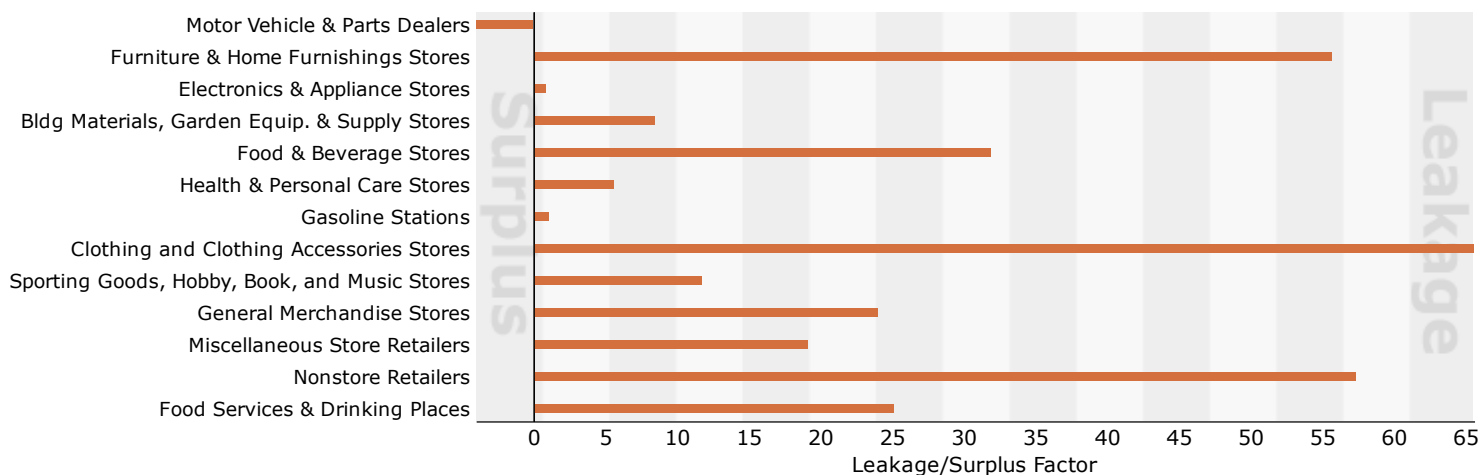
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$221,265,494	\$239,624,917	-\$18,359,423	-4.0	40
Automobile Dealers	4411	\$178,434,231	\$201,800,796	-\$23,366,565	-6.1	11
Other Motor Vehicle Dealers	4412	\$24,055,703	\$20,824,951	\$3,230,752	7.2	11
Auto Parts, Accessories & Tire Stores	4413	\$18,775,560	\$16,999,170	\$1,776,390	5.0	18
Furniture & Home Furnishings Stores	442	\$32,533,278	\$9,267,646	\$23,265,632	55.7	17
Furniture Stores	4421	\$18,784,969	\$5,635,160	\$13,149,809	53.8	9
Home Furnishings Stores	4422	\$13,748,309	\$3,632,486	\$10,115,823	58.2	8
Electronics & Appliance Stores	443	\$33,783,485	\$33,171,059	\$612,426	0.9	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$68,244,269	\$57,506,529	\$10,737,740	8.5	25
Bldg Material & Supplies Dealers	4441	\$64,331,771	\$54,750,313	\$9,581,458	8.0	21
Lawn & Garden Equip & Supply Stores	4442	\$3,912,498	\$2,756,216	\$1,156,282	17.3	4
Food & Beverage Stores	445	\$177,309,072	\$91,433,188	\$85,875,884	32.0	46
Grocery Stores	4451	\$161,357,180	\$71,267,337	\$90,089,843	38.7	32
Specialty Food Stores	4452	\$7,498,538	\$11,669,709	-\$4,171,171	-21.8	8
Beer, Wine & Liquor Stores	4453	\$8,453,354	\$8,496,142	-\$42,788	-0.3	6
Health & Personal Care Stores	446,4461	\$58,732,186	\$52,518,015	\$6,214,171	5.6	20
Gasoline Stations	447,4471	\$101,493,980	\$99,307,045	\$2,186,935	1.1	31
Clothing & Clothing Accessories Stores	448	\$41,583,338	\$8,651,134	\$32,932,204	65.6	15
Clothing Stores	4481	\$27,910,401	\$4,997,000	\$22,913,401	69.6	10
Shoe Stores	4482	\$5,904,073	\$2,292,022	\$3,612,051	44.1	3
Jewelry, Luggage & Leather Goods Stores	4483	\$7,768,864	\$1,362,112	\$6,406,752	70.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$32,288,269	\$25,487,894	\$6,800,375	11.8	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$28,935,661	\$24,803,089	\$4,132,572	7.7	17
Book, Periodical & Music Stores	4512	\$3,352,608	\$684,805	\$2,667,803	66.1	1
General Merchandise Stores	452	\$166,872,361	\$102,298,999	\$64,573,362	24.0	21
Department Stores Excluding Leased Depts.	4521	\$114,471,625	\$87,124,858	\$27,346,767	13.6	7
Other General Merchandise Stores	4529	\$52,400,736	\$15,174,141	\$37,226,595	55.1	14
Miscellaneous Store Retailers	453	\$39,685,634	\$26,883,890	\$12,801,744	19.2	58
Florists	4531	\$1,611,233	\$1,303,093	\$308,140	10.6	7
Office Supplies, Stationery & Gift Stores	4532	\$7,982,700	\$5,925,101	\$2,057,599	14.8	8
Used Merchandise Stores	4533	\$6,077,007	\$8,736,248	-\$2,659,241	-18.0	22
Other Miscellaneous Store Retailers	4539	\$24,014,694	\$10,919,448	\$13,095,246	37.5	21
Nonstore Retailers	454	\$15,622,221	\$4,233,849	\$11,388,372	57.4	4
Electronic Shopping & Mail-Order Houses	4541	\$10,706,798	\$1,988,198	\$8,718,600	68.7	1
Vending Machine Operators	4542	\$874,248	\$273,777	\$600,471	52.3	1
Direct Selling Establishments	4543	\$4,041,175	\$1,971,874	\$2,069,301	34.4	2
Food Services & Drinking Places	722	\$103,141,790	\$61,640,537	\$41,501,253	25.2	139
Special Food Services	7223	\$1,226,608	\$1,008,751	\$217,857	9.7	3
Drinking Places - Alcoholic Beverages	7224	\$3,558,422	\$1,296,402	\$2,262,020	46.6	7
Restaurants/Other Eating Places	7225	\$98,356,760	\$59,335,384	\$39,021,376	24.7	129

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>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

