



Retail MarketPlace Profile

Alton Market Area New
Area: 50.63 square miles

Prepared by Data Center-UTRGV

Summary Demographics

2016 Population	56,127
2016 Households	13,175
2016 Median Disposable Income	\$24,237
2016 Per Capita Income	\$9,517

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	\$296,864,672	\$165,606,954	\$131,257,718	28.4	203
Total Retail Trade	44-45	\$267,669,343	\$147,265,125	\$120,404,218	29.0	149
Total Food & Drink	722	\$29,195,330	\$18,341,829	\$10,853,501	22.8	54

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$61,083,067	\$21,815,004	\$39,268,063	47.4	28
Automobile Dealers	4411	\$50,198,869	\$15,240,069	\$34,958,800	53.4	14
Other Motor Vehicle Dealers	4412	\$6,684,960	\$0	\$6,684,960	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$4,199,238	\$6,574,935	-\$2,375,697	-22.0	14
Furniture & Home Furnishings Stores	442	\$7,419,001	\$2,808,525	\$4,610,476	45.1	5
Furniture Stores	4421	\$4,912,467	\$1,353,290	\$3,559,177	56.8	3
Home Furnishings Stores	4422	\$2,506,534	\$1,455,235	\$1,051,299	26.5	2
Electronics & Appliance Stores	443	\$12,928,055	\$4,296,877	\$8,631,178	50.1	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,006,301	\$4,024,553	\$7,981,748	49.8	11
Bldg Material & Supplies Dealers	4441	\$11,003,756	\$3,522,982	\$7,480,774	51.5	9
Lawn & Garden Equip & Supply Stores	4442	\$1,002,545	\$501,571	\$500,974	33.3	1
Food & Beverage Stores	445	\$50,466,399	\$56,157,001	-\$5,690,602	-5.3	41
Grocery Stores	4451	\$44,989,413	\$50,050,044	-\$5,060,631	-5.3	27
Specialty Food Stores	4452	\$3,198,279	\$5,103,493	-\$1,905,214	-22.9	12
Beer, Wine & Liquor Stores	4453	\$2,278,707	\$1,003,463	\$1,275,244	38.9	3
Health & Personal Care Stores	446,4461	\$14,183,477	\$8,575,941	\$5,607,536	24.6	10
Gasoline Stations	447,4471	\$19,418,602	\$33,508,275	-\$14,089,673	-26.6	14
Clothing & Clothing Accessories Stores	448	\$11,953,235	\$3,303,482	\$8,649,753	56.7	7
Clothing Stores	4481	\$8,039,944	\$823,068	\$7,216,876	81.4	4
Shoe Stores	4482	\$1,499,673	\$1,027,764	\$471,909	18.7	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,413,619	\$1,452,650	\$960,969	24.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$7,718,132	\$1,919,041	\$5,799,091	60.2	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,075,876	\$1,919,041	\$4,156,835	52.0	3
Book, Periodical & Music Stores	4512	\$1,642,256	\$0	\$1,642,256	100.0	0
General Merchandise Stores	452	\$53,739,676	\$7,374,149	\$46,365,527	75.9	12
Department Stores Excluding Leased Depts.	4521	\$40,377,003	\$1,758,916	\$38,618,087	91.7	5
Other General Merchandise Stores	4529	\$13,362,674	\$5,615,234	\$7,747,440	40.8	7
Miscellaneous Store Retailers	453	\$11,527,970	\$2,210,792	\$9,317,178	67.8	12
Florists	4531	\$414,030	\$410,075	\$3,955	0.5	3
Office Supplies, Stationery & Gift Stores	4532	\$2,034,614	\$108,228	\$1,926,386	89.9	1
Used Merchandise Stores	4533	\$2,213,415	\$746,241	\$1,467,174	49.6	5
Other Miscellaneous Store Retailers	4539	\$6,865,910	\$946,247	\$5,919,663	75.8	3
Nonstore Retailers	454	\$5,225,427	\$1,271,485	\$3,953,942	60.9	1
Electronic Shopping & Mail-Order Houses	4541	\$3,621,490	\$0	\$3,621,490	100.0	0
Vending Machine Operators	4542	\$405,981	\$831,323	-\$425,342	-34.4	1
Direct Selling Establishments	4543	\$1,197,956	\$0	\$1,197,956	100.0	0
Food Services & Drinking Places	722	\$29,195,330	\$18,341,829	\$10,853,501	22.8	54
Full-Service Restaurants	7221	\$15,540,926	\$11,698,037	\$3,842,889	14.1	43
Limited-Service Eating Places	7222	\$12,147,108	\$6,378,249	\$5,768,859	31.1	10
Special Food Services	7223	\$308,556	\$0	\$308,556	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,198,740	\$265,544	\$933,196	63.7	1

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. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

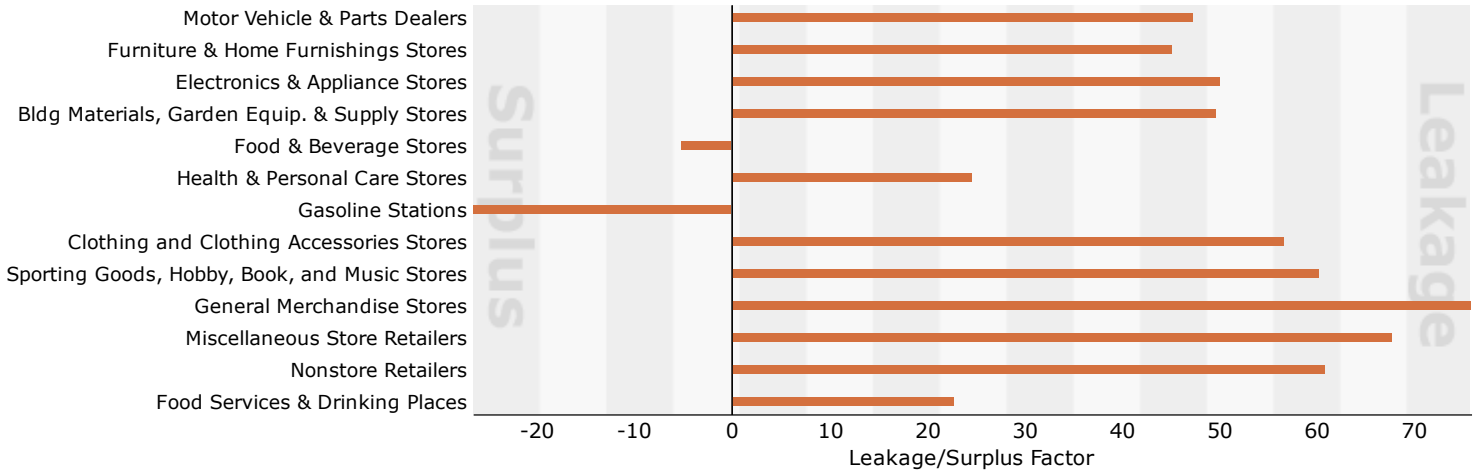


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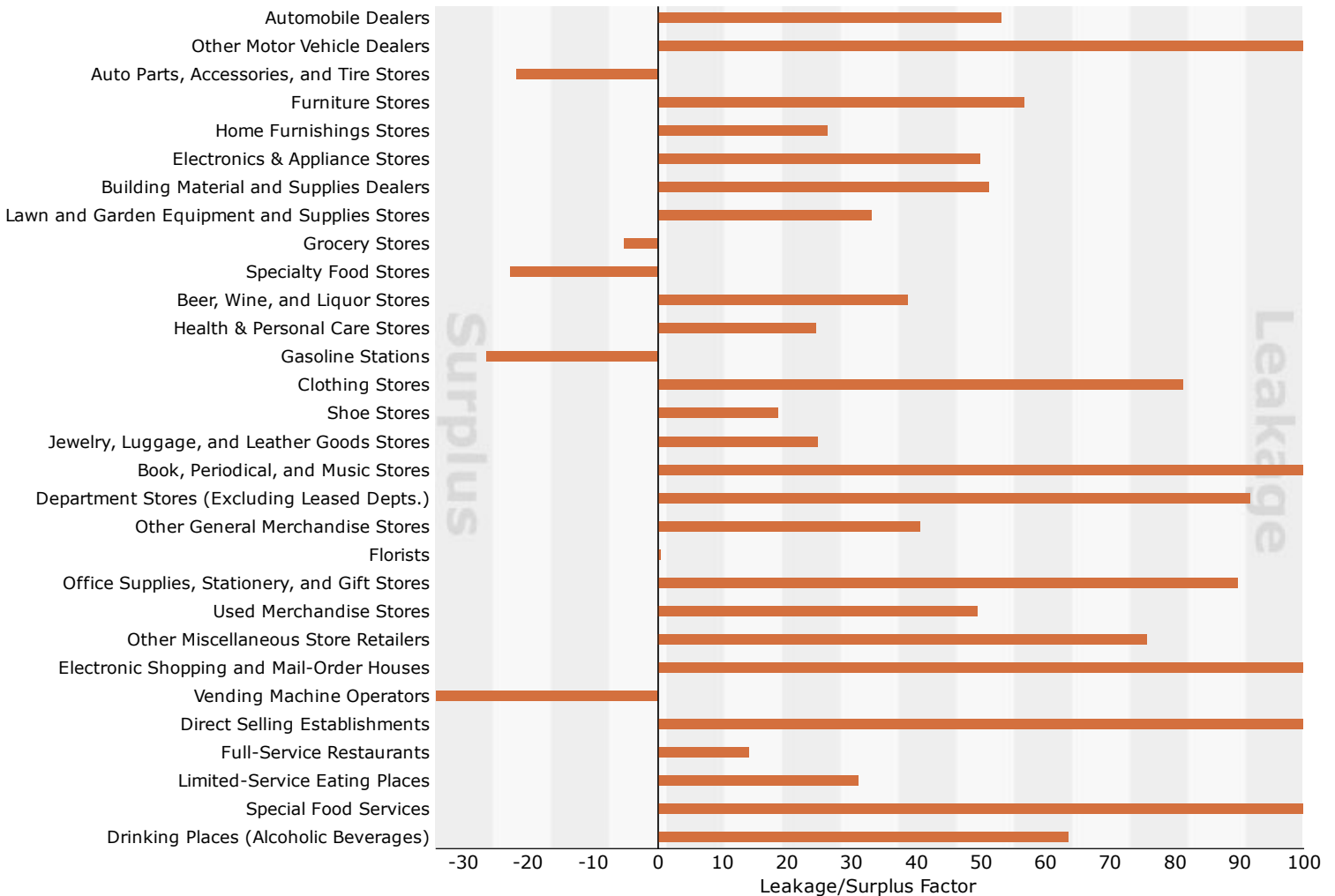
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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