



Bee Caves

Latitude: 30.306946
 Longitude: -97.945125
 Radius: 1.0 mile

Site Type: Radius

Summary Demographics

2008 Population	178
2008 Households	66
2008 Median Disposable Income	\$88,674
2008 Per Capita Income	\$53,743

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$3,988,629	\$22,238,653	\$-18,250,024	-69.6	28
Total Retail Trade (NAICS 44-45)	\$3,396,297	\$18,710,274	\$-15,313,977	-69.3	22
Total Food & Drink (NAICS 722)	\$592,332	\$3,528,379	\$-2,936,047	-71.3	6

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$868,868	\$866,183	\$2,685	0.2	2
Automobile Dealers (NAICS 4411)	\$753,264	\$298,492	\$454,772	43.2	1
Other Motor Vehicle Dealers (NAICS 4412)	\$78,985	\$291,425	\$-212,440	-57.4	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$36,619	\$276,266	\$-239,647	-76.6	0
Furniture & Home Furnishings Stores (NAICS 442)	\$187,144	\$1,828,255	\$-1,641,111	-81.4	3
Furniture Stores (NAICS 4421)	\$103,446	\$1,291,651	\$-1,188,205	-85.2	2
Home Furnishings Stores (NAICS 4422)	\$83,698	\$536,604	\$-452,906	-73.0	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$156,743	\$2,402,605	\$-2,245,862	-87.8	3
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$156,990	\$2,245,700	\$-2,088,710	-86.9	2
Building Material and Supplies Dealers (NAICS 4441)	\$145,210	\$2,197,361	\$-2,052,151	-87.6	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$11,780	\$48,339	\$-36,559	-60.8	1
Food & Beverage Stores (NAICS 445)	\$678,686	\$5,982,342	\$-5,303,656	-79.6	2
Grocery Stores (NAICS 4451)	\$635,921	\$5,555,943	\$-4,920,022	-79.5	1
Specialty Food Stores (NAICS 4452)	\$22,702	\$33,122	\$-10,420	-18.7	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$20,063	\$393,277	\$-373,214	-90.3	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$97,989	\$76,697	\$21,292	12.2	1
Gasoline Stations (NAICS 447/4471)	\$469,921	\$1,293,309	\$-823,388	-46.7	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$213,584	\$780,450	\$-566,866	-57.0	2
Clothing Stores (NAICS 4481)	\$172,746	\$570,361	\$-397,615	-53.5	2
Shoe Stores (NAICS 4482)	\$17,904	\$210,089	\$-192,185	-84.3	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$22,934	\$0	\$22,934	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$68,457	\$1,459,792	\$-1,391,335	-91.0	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$42,847	\$1,295,243	\$-1,252,396	-93.6	3
Book, Periodical, and Music Stores (NAICS 4512)	\$25,610	\$164,549	\$-138,939	-73.1	0

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.

Source: ESRI and infoUSA®

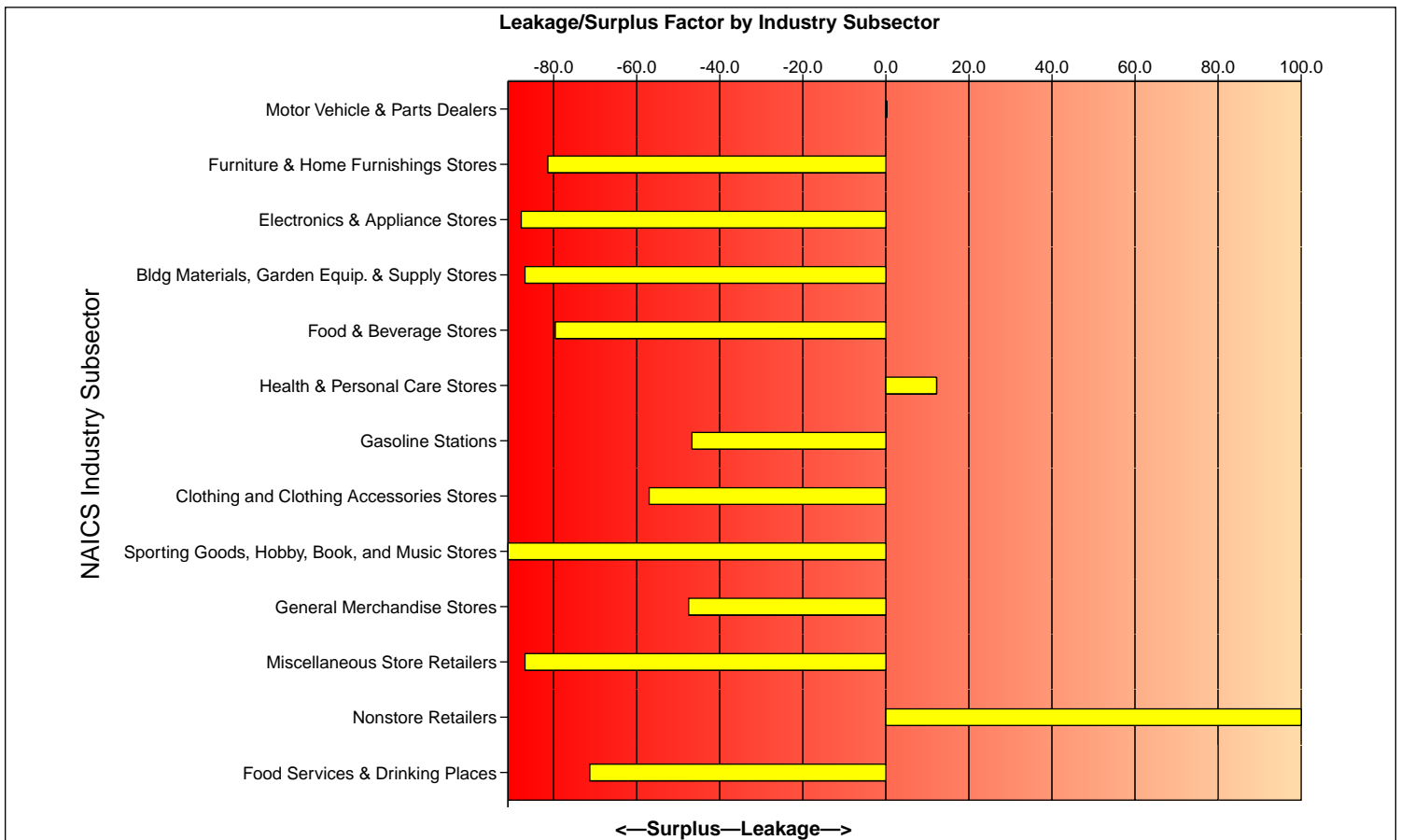


Bee Caves

Latitude: 30.306946
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Site Type: Radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$360,064	\$1,012,199	\$-652,135	-47.5	0
Department Stores Excluding Leased Depts.(NAICS 4521)	\$149,051	\$392,723	\$-243,672	-45.0	0
Other General Merchandise Stores (NAICS 4529)	\$211,013	\$619,476	\$-408,463	-49.2	0
Miscellaneous Store Retailers (NAICS 453)	\$53,310	\$762,742	\$-709,432	-86.9	3
Florists (NAICS 4531)	\$6,414	\$0	\$6,414	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$21,595	\$296,339	\$-274,744	-86.4	1
Used Merchandise Stores (NAICS 4533)	\$5,782	\$115,130	\$-109,348	-90.4	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$19,519	\$351,273	\$-331,754	-89.5	1
Nonstore Retailers (NAICS 454)	\$84,541	\$0	\$84,541	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$44,380	\$0	\$44,380	100.0	0
Vending Machine Operators (NAICS 4542)	\$7,061	\$0	\$7,061	100.0	0
Direct Selling Establishments (NAICS 4543)	\$33,100	\$0	\$33,100	100.0	0
Food Services & Drinking Places (NAICS 722)	\$592,332	\$3,528,379	\$-2,936,047	-71.3	6
Full-Service Restaurants (NAICS 7221)	\$238,783	\$1,324,777	\$-1,085,994	-69.5	3
Limited-Service Eating Places (NAICS 7222)	\$269,877	\$1,529,302	\$-1,259,425	-70.0	2
Special Food Services (NAICS 7223)	\$39,322	\$674,300	\$-634,978	-89.0	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$44,350	\$0	\$44,350	100.0	0



Source: ESRI and infoUSA®



Bee Caves

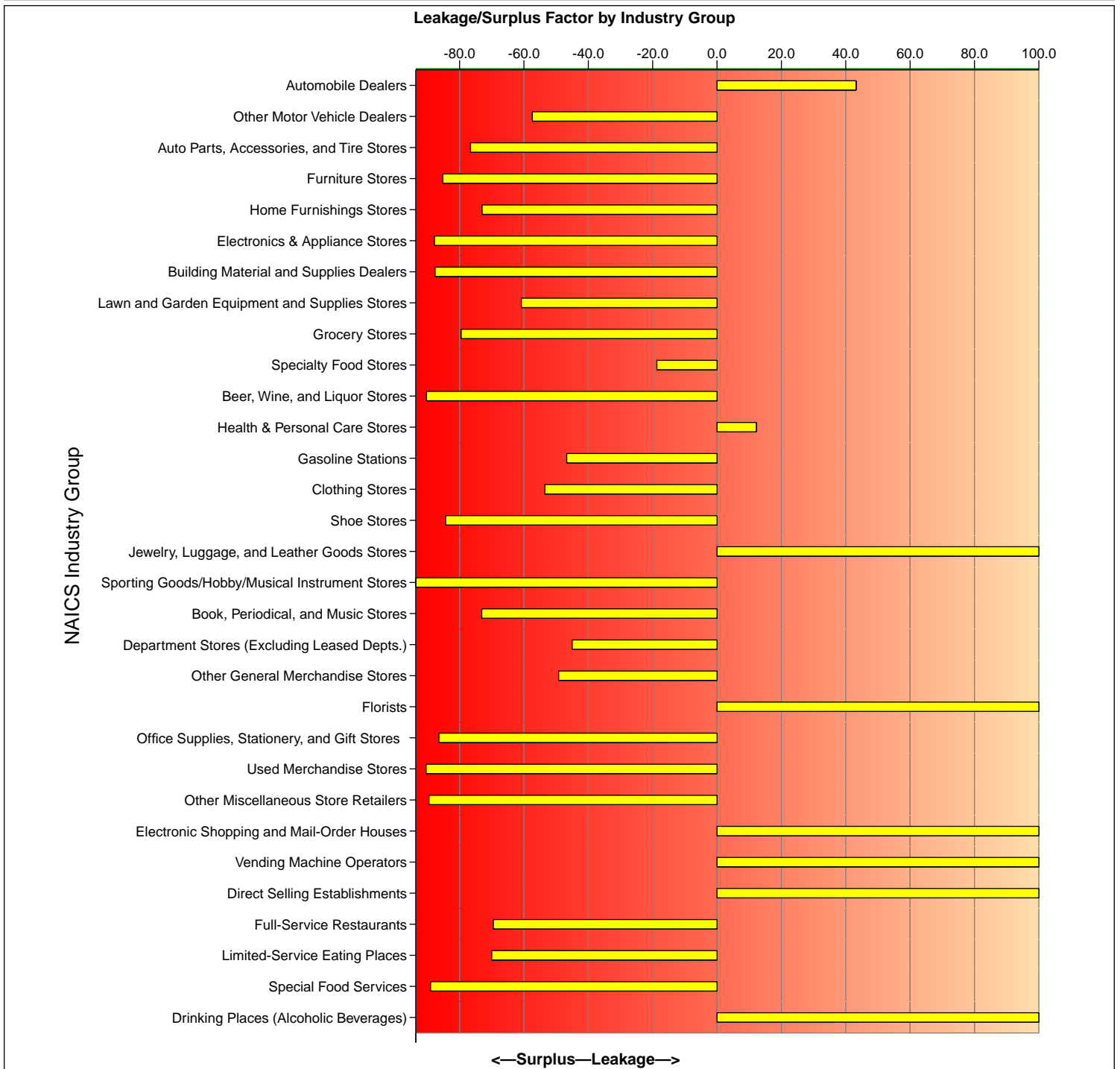
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Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Bee Caves

Latitude: 30.306946
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Site Type: Radius

Summary Demographics

2008 Population	7,067
2008 Households	2,465
2008 Median Disposable Income	\$100,404
2008 Per Capita Income	\$61,261

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$167,607,297	\$85,979,906	\$81,627,391	32.2	122
Total Retail Trade (NAICS 44-45)	\$142,722,322	\$65,982,459	\$76,739,863	36.8	96
Total Food & Drink (NAICS 722)	\$24,884,975	\$19,997,447	\$4,887,528	10.9	26

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$36,797,924	\$2,288,289	\$34,509,635	88.3	7
Automobile Dealers (NAICS 4411)	\$31,944,404	\$878,284	\$31,066,120	94.6	3
Other Motor Vehicle Dealers (NAICS 4412)	\$3,304,661	\$909,466	\$2,395,195	56.8	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,548,859	\$500,539	\$1,048,320	51.2	1
Furniture & Home Furnishings Stores (NAICS 442)	\$8,016,054	\$8,974,936	-\$958,882	-5.6	14
Furniture Stores (NAICS 4421)	\$4,444,548	\$7,102,693	-\$2,658,145	-23.0	8
Home Furnishings Stores (NAICS 4422)	\$3,571,506	\$1,872,243	\$1,699,263	31.2	6
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$6,676,038	\$6,353,567	\$322,471	2.5	14
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$6,567,862	\$10,032,844	-\$3,464,982	-20.9	7
Building Material and Supplies Dealers (NAICS 4441)	\$6,082,959	\$9,786,850	-\$3,703,891	-23.3	4
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$484,903	\$245,994	\$238,909	32.7	3
Food & Beverage Stores (NAICS 445)	\$28,293,699	\$12,665,211	\$15,628,488	38.2	9
Grocery Stores (NAICS 4451)	\$26,497,333	\$10,016,414	\$16,480,919	45.1	3
Specialty Food Stores (NAICS 4452)	\$947,499	\$913,536	\$33,963	1.8	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$848,867	\$1,735,261	-\$886,394	-34.3	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,032,365	\$651,611	\$3,380,754	72.2	2
Gasoline Stations (NAICS 447/4471)	\$19,619,146	\$7,870,834	\$11,748,312	42.7	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$9,004,678	\$5,835,700	\$3,168,978	21.4	12
Clothing Stores (NAICS 4481)	\$7,273,012	\$4,804,969	\$2,468,043	20.4	10
Shoe Stores (NAICS 4482)	\$753,289	\$938,076	-\$184,787	-10.9	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$978,377	\$92,655	\$885,722	82.7	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,900,929	\$3,496,899	-\$595,970	-9.3	11
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,815,077	\$3,225,393	-\$1,410,316	-28.0	10
Book, Periodical, and Music Stores (NAICS 4512)	\$1,085,852	\$271,506	\$814,346	60.0	1

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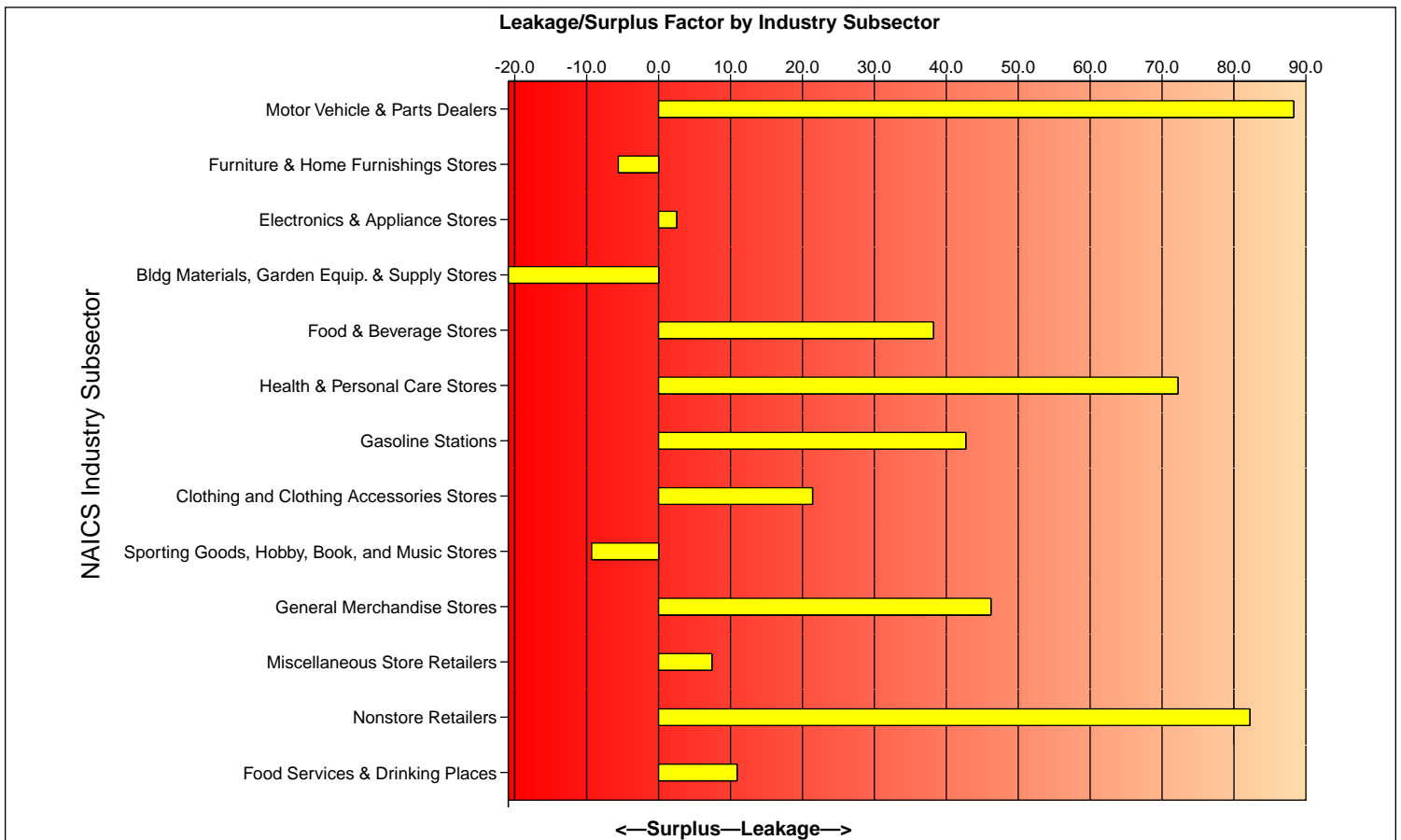
Latitude: 30.306946

Longitude: -97.945125

Radius: 3.0 mile

Site Type: Radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$15,075,138	\$5,546,263	\$9,528,875	46.2	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$6,279,869	\$4,508,167	\$1,771,702	16.4	1
Other General Merchandise Stores (NAICS 4529)	\$8,795,269	\$1,038,096	\$7,757,173	78.9	1
Miscellaneous Store Retailers (NAICS 453)	\$2,231,963	\$1,923,885	\$308,078	7.4	14
Florists (NAICS 4531)	\$263,384	\$43,971	\$219,413	71.4	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$911,749	\$718,436	\$193,313	11.9	4
Used Merchandise Stores (NAICS 4533)	\$246,477	\$367,635	-\$121,158	-19.7	4
Other Miscellaneous Store Retailers (NAICS 4539)	\$810,353	\$793,843	\$16,510	1.0	5
Nonstore Retailers (NAICS 454)	\$3,506,526	\$342,420	\$3,164,106	82.2	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,870,652	\$342,420	\$1,528,232	69.1	1
Vending Machine Operators (NAICS 4542)	\$294,696	\$0	\$294,696	100.0	0
Direct Selling Establishments (NAICS 4543)	\$1,341,178	\$0	\$1,341,178	100.0	0
Food Services & Drinking Places (NAICS 722)	\$24,884,975	\$19,997,447	\$4,887,528	10.9	26
Full-Service Restaurants (NAICS 7221)	\$10,034,301	\$9,673,079	\$361,222	1.8	17
Limited-Service Eating Places (NAICS 7222)	\$11,330,184	\$8,301,191	\$3,028,993	15.4	6
Special Food Services (NAICS 7223)	\$1,651,026	\$2,020,639	-\$369,613	-10.1	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,869,464	\$2,538	\$1,866,926	99.7	0



Source: ESRI and infoUSA®



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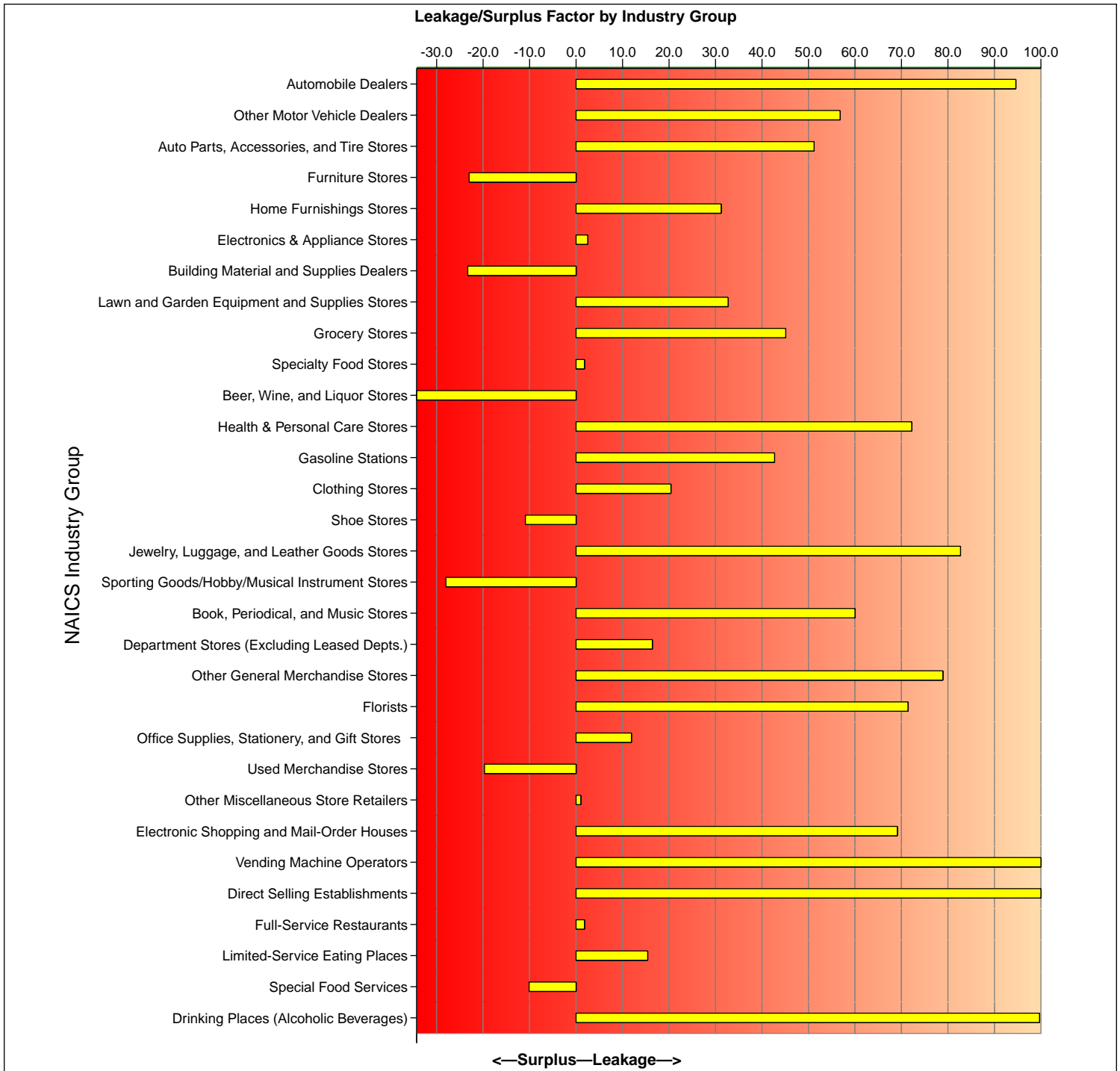
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Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Bee Caves

Latitude: 30.306946
 Longitude: -97.945125
 Radius: 5.0 mile

Site Type: Radius

Summary Demographics

2008 Population	33,227
2008 Households	12,071
2008 Median Disposable Income	\$87,501
2008 Per Capita Income	\$57,925

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$740,509,196	\$180,149,618	\$560,359,578	60.9	277
Total Retail Trade (NAICS 44-45)	\$630,953,990	\$133,038,915	\$497,915,075	65.2	215
Total Food & Drink (NAICS 722)	\$109,555,206	\$47,110,703	\$62,444,503	39.9	62

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$162,224,170	\$8,011,399	\$154,212,771	90.6	19
Automobile Dealers (NAICS 4411)	\$140,813,865	\$2,577,560	\$138,236,305	96.4	7
Other Motor Vehicle Dealers (NAICS 4412)	\$14,516,138	\$4,168,890	\$10,347,248	55.4	9
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$6,894,167	\$1,264,949	\$5,629,218	69.0	3
Furniture & Home Furnishings Stores (NAICS 442)	\$34,925,744	\$14,705,176	\$20,220,568	40.7	26
Furniture Stores (NAICS 4421)	\$19,249,415	\$10,849,301	\$8,400,114	27.9	13
Home Furnishings Stores (NAICS 4422)	\$15,676,329	\$3,855,875	\$11,820,454	60.5	13
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$29,325,986	\$11,520,344	\$17,805,642	43.6	33
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$28,833,258	\$14,068,788	\$14,764,470	34.4	17
Building Material and Supplies Dealers (NAICS 4441)	\$26,699,389	\$13,175,730	\$13,523,659	33.9	8
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,133,869	\$893,058	\$1,240,811	41.0	9
Food & Beverage Stores (NAICS 445)	\$125,992,751	\$26,780,107	\$99,212,644	64.9	25
Grocery Stores (NAICS 4451)	\$118,002,908	\$21,300,423	\$96,702,485	69.4	11
Specialty Food Stores (NAICS 4452)	\$4,218,690	\$1,529,411	\$2,689,279	46.8	4
Beer, Wine, and Liquor Stores (NAICS 4453)	\$3,771,153	\$3,950,273	\$-179,120	-2.3	10
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$18,071,095	\$3,024,120	\$15,046,975	71.3	8
Gasoline Stations (NAICS 447/4471)	\$87,006,078	\$24,746,947	\$62,259,131	55.7	8
Clothing and Clothing Accessories Stores (NAICS 448)	\$39,462,913	\$9,207,679	\$30,255,234	62.2	24
Clothing Stores (NAICS 4481)	\$31,918,366	\$7,438,379	\$24,479,987	62.2	17
Shoe Stores (NAICS 4482)	\$3,329,149	\$1,355,328	\$1,973,821	42.1	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$4,215,398	\$413,972	\$3,801,426	82.1	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$12,746,868	\$5,915,799	\$6,831,069	36.6	18
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$7,965,696	\$5,353,328	\$2,612,368	19.6	16
Book, Periodical, and Music Stores (NAICS 4512)	\$4,781,172	\$562,471	\$4,218,701	78.9	2

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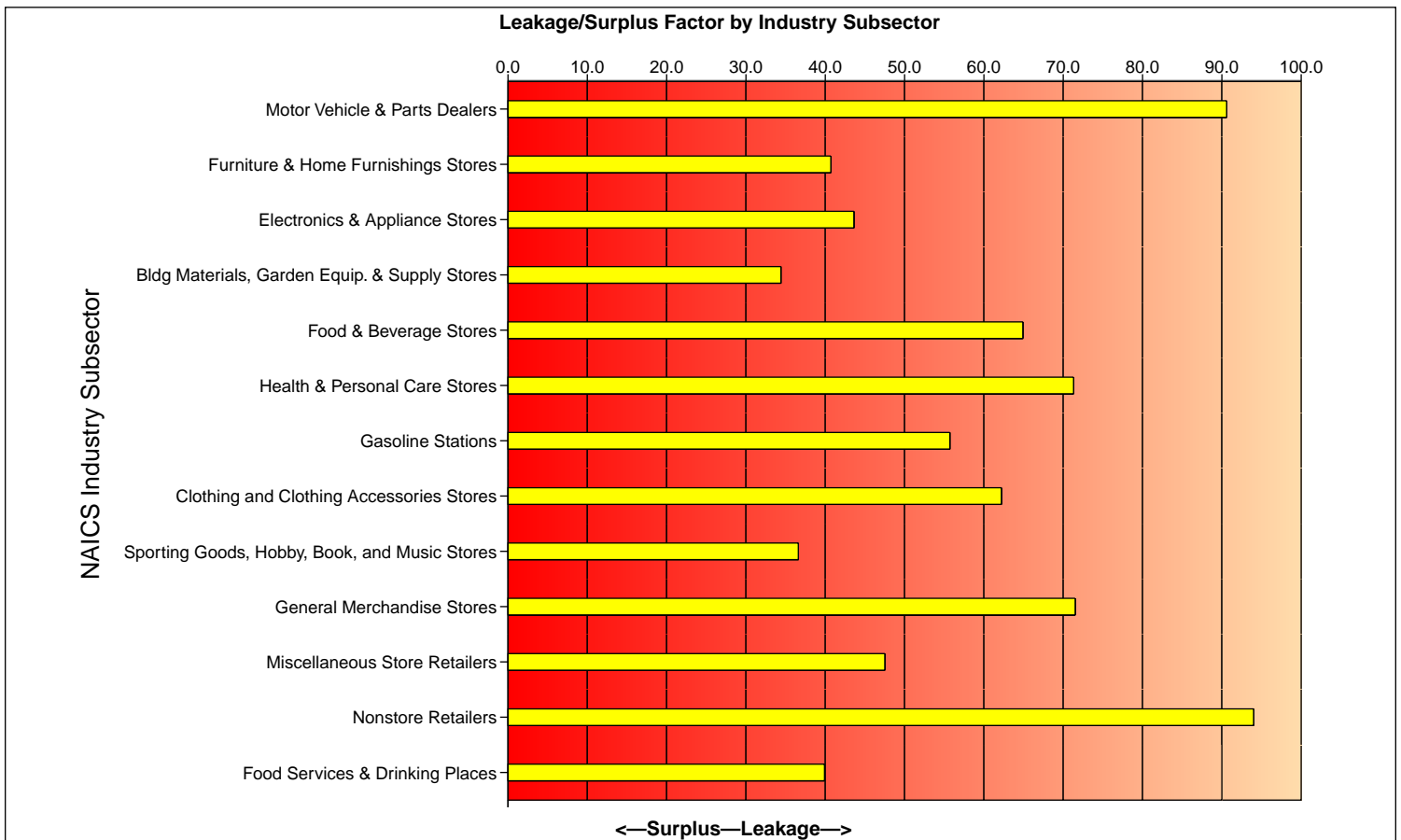
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$66,716,612	\$11,075,531	\$55,641,081	71.5	5
Department Stores Excluding Leased Depts.(NAICS 4521)	\$27,671,653	\$8,424,455	\$19,247,198	53.3	3
Other General Merchandise Stores (NAICS 4529)	\$39,044,959	\$2,651,076	\$36,393,883	87.3	2
Miscellaneous Store Retailers (NAICS 453)	\$9,828,565	\$3,497,089	\$6,331,476	47.5	31
Florists (NAICS 4531)	\$1,158,720	\$354,823	\$803,897	53.1	5
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$3,995,630	\$1,149,663	\$2,845,967	55.3	9
Used Merchandise Stores (NAICS 4533)	\$1,073,815	\$419,876	\$653,939	43.8	6
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,600,400	\$1,572,727	\$2,027,673	39.2	11
Nonstore Retailers (NAICS 454)	\$15,819,950	\$485,936	\$15,334,014	94.0	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$8,272,885	\$485,936	\$7,786,949	88.9	1
Vending Machine Operators (NAICS 4542)	\$1,311,496	\$0	\$1,311,496	100.0	0
Direct Selling Establishments (NAICS 4543)	\$6,235,569	\$0	\$6,235,569	100.0	0
Food Services & Drinking Places (NAICS 722)	\$109,555,206	\$47,110,703	\$62,444,503	39.9	62
Full-Service Restaurants (NAICS 7221)	\$44,162,795	\$23,104,980	\$21,057,815	31.3	41
Limited-Service Eating Places (NAICS 7222)	\$49,935,763	\$18,993,226	\$30,942,537	44.9	15
Special Food Services (NAICS 7223)	\$7,276,322	\$4,424,320	\$2,852,002	24.4	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$8,180,326	\$588,177	\$7,592,149	86.6	1



Source: ESRI and infoUSA®



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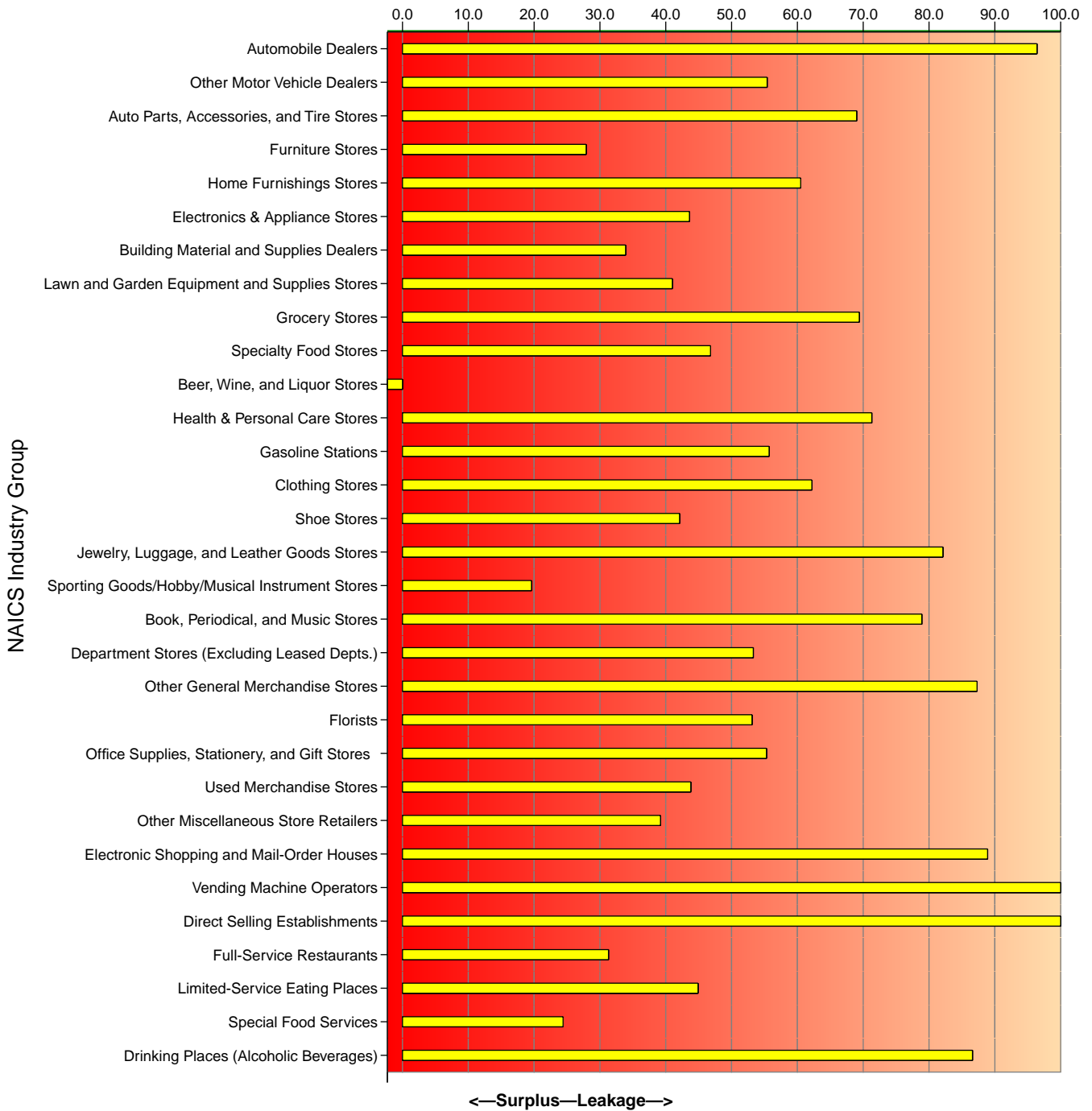
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Leakage/Surplus Factor by Industry Group



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