



Giddings EDC
 289 W Railroad Row, Giddings, TX 78942-2623
 Donut: 0 - 5, 5 - 15, 15 - 25 Miles

Latitude: 30.18436
 Longitude: -96.93827

	0 - 5 miles	5 - 15 miles	15 - 25 miles
2010 Population			
Total Population	7,481	9,026	53,703
Male Population	51.7%	49.9%	50.7%
Female Population	48.3%	50.1%	49.3%
Median Age	31.5	42.5	40.7
2010 Income			
Median HH Income	\$42,240	\$42,217	\$47,698
Per Capita Income	\$18,376	\$19,647	\$21,172
Average HH Income	\$52,203	\$50,177	\$55,608
2010 Households			
Total Households	2,452	3,552	19,909
Average Household Size	2.79	2.53	2.59
2010 Housing			
Owner Occupied Housing Units	60.7%	63.5%	63.7%
Renter Occupied Housing Units	25.2%	12.2%	18.9%
Vacant Housing Units	14.2%	24.4%	17.4%
Population			
1990 Population	6,149	6,472	34,397
2000 Population	7,110	8,131	45,435
2010 Population	7,481	9,026	53,703
2015 Population	7,563	9,373	57,196
1990-2000 Annual Rate	1.46%	2.31%	2.82%
2000-2010 Annual Rate	0.5%	1.02%	1.64%
2010-2015 Annual Rate	0.22%	0.76%	1.27%

In the identified market area, the current year population is 53,703. In 2000, the Census count in the market area was 45,435. The rate of change since 2000 was 1.64 percent annually. The five-year projection for the population in the market area is 57,196, representing a change of 1.27 percent annually from 2010 to 2015. Currently, the population is 50.7 percent male and 49.3 percent female.

	0 - 5 miles	5 - 15 miles	15 - 25 miles
Households			
1990 Households	2,142	2,480	13,107
2000 Households	2,355	3,224	17,073
2010 Households	2,452	3,552	19,909
2015 Households	2,476	3,683	21,163
1990-2000 Annual Rate	0.95%	2.66%	2.68%
2000-2010 Annual Rate	0.39%	0.95%	1.51%
2010-2015 Annual Rate	0.19%	0.73%	1.23%

The household count in this market area has changed from 17,073 in 2000 to 19,909 in the current year, a change of 1.51 percent annually. The five-year projection of households is 21,163, a change of 1.23 percent annually from the current year total. Average household size is currently 2.59, compared to 2.54 in the year 2000. The number of families in the current year is 13,981 in the market area.

Housing

Currently, 63.7 percent of the 24,089 housing units in the market area are owner occupied; 18.9 percent, renter occupied; and 17.4 percent are vacant. In 2000, there were 20,476 housing units - 65.6 percent owner occupied, 17.7 percent renter occupied and 16.6 percent vacant. The rate of change in housing units since 2000 is 1.6 percent. Median home value in the market area is \$122,106, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 3.33 percent annually to \$143,863. From 2000 to the current year, median home value changed by 3.77 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

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Median Household Income			
1990 Median HH Income	\$25,046	\$20,583	\$21,072
2000 Median HH Income	\$33,893	\$36,756	\$40,211
2010 Median HH Income	\$42,240	\$42,217	\$47,698
2015 Median HH Income	\$47,950	\$47,270	\$53,136
1990-2000 Annual Rate	3.07%	5.97%	6.68%
2000-2010 Annual Rate	2.17%	1.36%	1.68%
2010-2015 Annual Rate	2.57%	2.29%	2.18%
Per Capita Income			
1990 Per Capita Income	\$10,454	\$10,173	\$10,637
2000 Per Capita Income	\$15,397	\$18,848	\$18,813
2010 Per Capita Income	\$18,376	\$19,647	\$21,172
2015 Per Capita Income	\$19,900	\$21,257	\$22,926
1990-2000 Annual Rate	3.95%	6.36%	5.87%
2000-2010 Annual Rate	1.74%	0.41%	1.16%
2010-2015 Annual Rate	1.61%	1.59%	1.6%
Average Household Income			
1990 Average Household Income	\$29,786	\$25,871	\$27,280
2000 Average Household Income	\$46,320	\$46,972	\$48,918
2010 Average HH Income	\$52,203	\$50,177	\$55,608
2015 Average HH Income	\$56,452	\$54,397	\$60,355
1990-2000 Annual Rate	4.51%	6.15%	6.01%
2000-2010 Annual Rate	1.17%	0.65%	1.26%
2010-2015 Annual Rate	1.58%	1.63%	1.65%

Households by Income

Current median household income is \$47,698 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$53,136 in five years. In 2000, median household income was \$40,211, compared to \$21,072 in 1990.

Current average household income is \$55,608 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$60,355 in five years. In 2000, average household income was \$48,918, compared to \$27,280 in 1990.

Current per capita income is \$21,172 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$22,926 in five years. In 2000, the per capita income was \$18,813, compared to \$10,637 in 1990.

Population by Employment

Currently, 92.7 percent of the civilian labor force in the identified market area is employed and 7.3 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 94.0 percent of the civilian labor force, and unemployment will be 6.0 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 59.9 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 55.7 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 15.7 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 28.6 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 77.0 percent of the market area population drove alone to work, and 3.7 percent worked at home. The average travel time to work in 2000 was 32.8 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 17.7 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 35.1 percent were high school graduates only (29.6 percent in the U.S.)
- 7.0 percent had completed an Associate degree (7.7 percent in the U.S.)
- 14.7 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 5.1 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)



Giddings Economic Developmen...
 289 West Railroad Avenue
 Giddings, TX 78942

Site Type: Rings

Latitude: 30.183842
 Longitude: -96.935059
 Radius: 1 Miles

Summary Demographics

2009 Population	4,516
2009 Households	1,512
2009 Median Disposable Income	\$34,358
2009 Per Capita Income	\$18,496

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)	\$31,446,852	\$61,609,426	\$-30,162,574	-32.4	75
Total Retail Trade (NAICS 44-45)	\$27,700,024	\$56,974,124	\$-29,274,100	-34.6	52
Total Food & Drink (NAICS 722)	\$3,746,828	\$4,635,302	\$-888,474	-10.6	23

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$6,815,533	\$8,870,127	\$-2,054,594	-13.1	9
Automobile Dealers (NAICS 4411)	\$6,097,426	\$7,507,424	\$-1,409,998	-10.4	3
Other Motor Vehicle Dealers (NAICS 4412)	\$384,487	\$129,006	\$255,481	49.8	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$333,620	\$1,233,697	\$-900,077	-57.4	5
Furniture & Home Furnishings Stores (NAICS 442)	\$1,254,705	\$2,752,398	\$-1,497,693	-37.4	3
Furniture Stores (NAICS 4421)	\$1,038,478	\$377,847	\$660,631	46.6	1
Home Furnishings Stores (NAICS 4422)	\$216,227	\$2,374,551	\$-2,158,324	-83.3	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$456,700	\$59,949	\$396,751	76.8	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,370,980	\$316,757	\$1,054,223	62.5	2
Building Material and Supplies Dealers (NAICS 4441)	\$925,514	\$316,757	\$608,757	49.0	2
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$445,466	\$0	\$445,466	100.0	0
Food & Beverage Stores (NAICS 445)	\$5,765,030	\$14,929,154	\$-9,164,124	-44.3	9
Grocery Stores (NAICS 4451)	\$5,136,120	\$11,859,238	\$-6,723,118	-39.6	6
Specialty Food Stores (NAICS 4452)	\$117,889	\$320,688	\$-202,799	-46.2	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$511,021	\$2,749,228	\$-2,238,207	-68.7	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$484,456	\$536,615	\$-52,159	-5.1	2
Gasoline Stations (NAICS 447/4471)	\$6,315,876	\$22,449,785	\$-16,133,909	-56.1	8
Clothing and Clothing Accessories Stores (NAICS 448)	\$375,208	\$148,167	\$227,041	43.4	2
Clothing Stores (NAICS 4481)	\$276,725	\$101,998	\$174,727	46.1	1
Shoe Stores (NAICS 4482)	\$0	\$0	\$0	0.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$98,483	\$46,169	\$52,314	36.2	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$337,404	\$361,737	\$-24,333	-3.5	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$337,404	\$361,737	\$-24,333	-3.5	3
Book, Periodical, and Music Stores (NAICS 4512)	\$0	\$0	\$0	0.0	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®



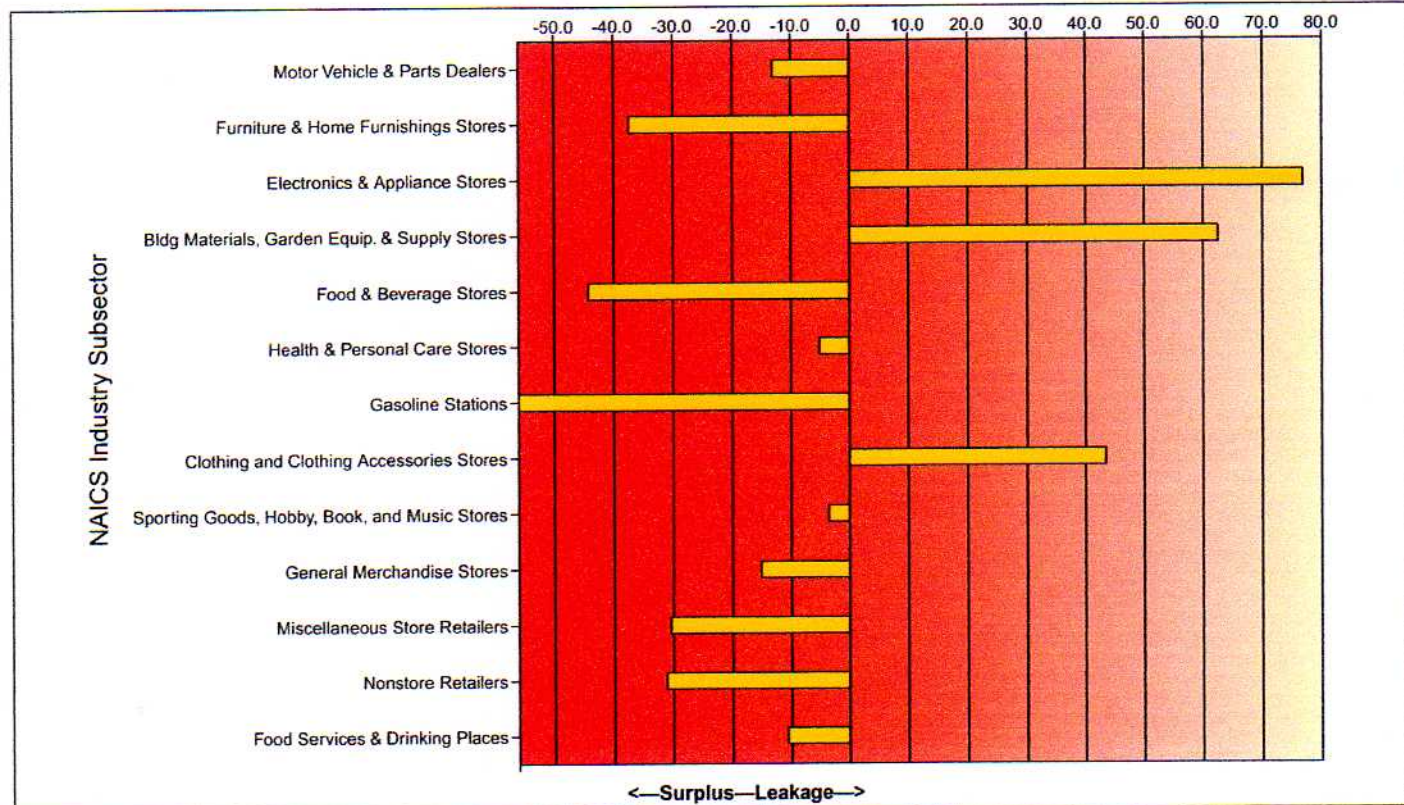
Giddings Economic Developmen...
 289 West Railroad Avenue
 Giddings, TX 78942

Latitude: 30.183842
 Longitude: -96.935059
 Radius: 1 Miles

Site Type: Rings

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$3,718,378	\$5,038,331	\$-1,319,953	-15.1	4
Department Stores Excluding Leased Depts.(NAICS 4521)	\$2,687,236	\$3,198,964	\$-511,728	-8.7	2
Other General Merchandise Stores (NAICS 4529)	\$1,031,142	\$1,839,367	\$-808,225	-28.2	2
Miscellaneous Store Retailers (NAICS 453)	\$725,819	\$1,359,057	\$-633,238	-30.4	8
Florists (NAICS 4531)	\$25,941	\$120,878	\$-94,937	-64.7	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$125,293	\$41,436	\$83,857	50.3	1
Used Merchandise Stores (NAICS 4533)	\$388,726	\$702,096	\$-313,370	-28.7	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$185,859	\$494,647	\$-308,788	-45.4	3
Nonstore Retailers (NAICS 454)	\$79,935	\$152,047	\$-72,112	-31.1	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$79,935	\$152,047	\$-72,112	-31.1	1
Direct Selling Establishments (NAICS 4543)	\$0	\$0	\$0	0.0	0
Food Services & Drinking Places (NAICS 722)	\$3,746,828	\$4,635,302	\$-888,474	-10.6	23
Full-Service Restaurants (NAICS 7221)	\$0	\$1,559,092	\$-1,559,092	-100.0	15
Limited-Service Eating Places (NAICS 7222)	\$3,346,314	\$2,816,914	\$529,400	8.6	6
Special Food Services (NAICS 7223)	\$0	\$0	\$0	0.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$400,514	\$259,296	\$141,218	21.4	2

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and infoUSA®

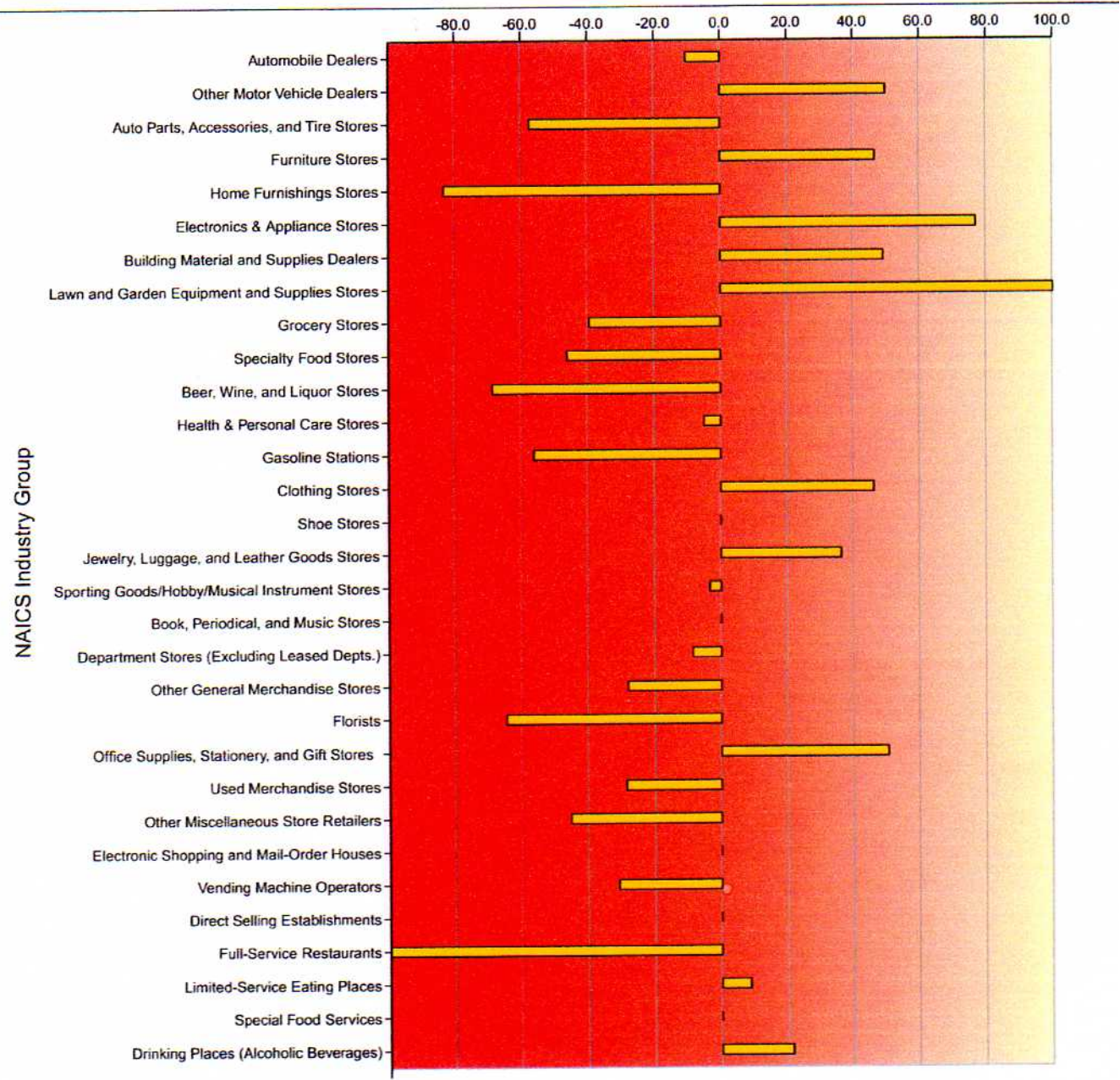


addings Economic Developmen...
9 West Railroad Avenue
addings ,TX 78942

Latitude: 30.18384
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Radius: 1 Mile

Site Type: Rings

Leakage/Surplus Factor by Industry Group





ESRI

Retail MarketPlace Profile

Giddings Economic Developmen...
 289 West Railroad Avenue
 Giddings, TX 78942

Latitude: 30.183842
 Longitude: -96.935059
 Radius: 3 Miles

Site Type: Rings

Summary Demographics

2009 Population	6,478
2009 Households	2,068
2009 Median Disposable Income	\$34,582
2009 Per Capita Income	\$18,259

Industry Summary

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)	\$43,058,213	\$76,662,845	\$-33,604,632	-28.1	93
Total Retail Trade (NAICS 44-45)	\$37,936,599	\$70,856,226	\$-32,919,627	-30.3	64
Total Food & Drink (NAICS 722)	\$5,121,614	\$5,806,619	\$-685,005	-6.3	29

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$9,337,834	\$11,250,274	\$-1,912,440	-9.3	11
Automobile Dealers (NAICS 4411)	\$8,351,577	\$9,528,476	\$-1,176,899	-6.6	4
Other Motor Vehicle Dealers (NAICS 4412)	\$531,128	\$177,165	\$353,963	50.0	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$455,129	\$1,544,633	\$-1,089,504	-54.5	6
Furniture & Home Furnishings Stores (NAICS 442)	\$1,710,901	\$3,357,278	\$-1,646,377	-32.5	3
Furniture Stores (NAICS 4421)	\$1,415,704	\$482,987	\$932,717	49.1	1
Home Furnishings Stores (NAICS 4422)	\$295,197	\$2,874,291	\$-2,579,094	-81.4	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$622,945	\$76,630	\$546,315	78.1	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,878,280	\$536,142	\$1,342,138	55.6	3
Building Material and Supplies Dealers (NAICS 4441)	\$1,262,520	\$385,543	\$876,977	53.2	3
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$615,760	\$150,599	\$465,161	60.7	1
Food & Beverage Stores (NAICS 445)	\$7,886,664	\$18,177,200	\$-10,290,536	-39.5	11
Grocery Stores (NAICS 4451)	\$7,029,122	\$14,438,264	\$-7,409,142	-34.5	7
Specialty Food Stores (NAICS 4452)	\$161,190	\$387,809	\$-226,619	-41.3	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$696,352	\$3,351,127	\$-2,654,775	-65.6	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$664,488	\$680,347	\$-15,859	-1.2	2
Gasoline Stations (NAICS 447/4471)	\$8,671,690	\$27,901,073	\$-19,229,383	-52.6	10
Clothing and Clothing Accessories Stores (NAICS 448)	\$512,888	\$186,405	\$326,483	46.7	2
Clothing Stores (NAICS 4481)	\$378,189	\$130,380	\$247,809	48.7	1
Shoe Stores (NAICS 4482)	\$0	\$0	\$0	0.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$134,699	\$56,025	\$78,674	41.3	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$461,775	\$452,541	\$9,234	1.0	4
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$461,775	\$452,541	\$9,234	1.0	4
Book, Periodical, and Music Stores (NAICS 4512)	\$0	\$0	\$0	0.0	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.

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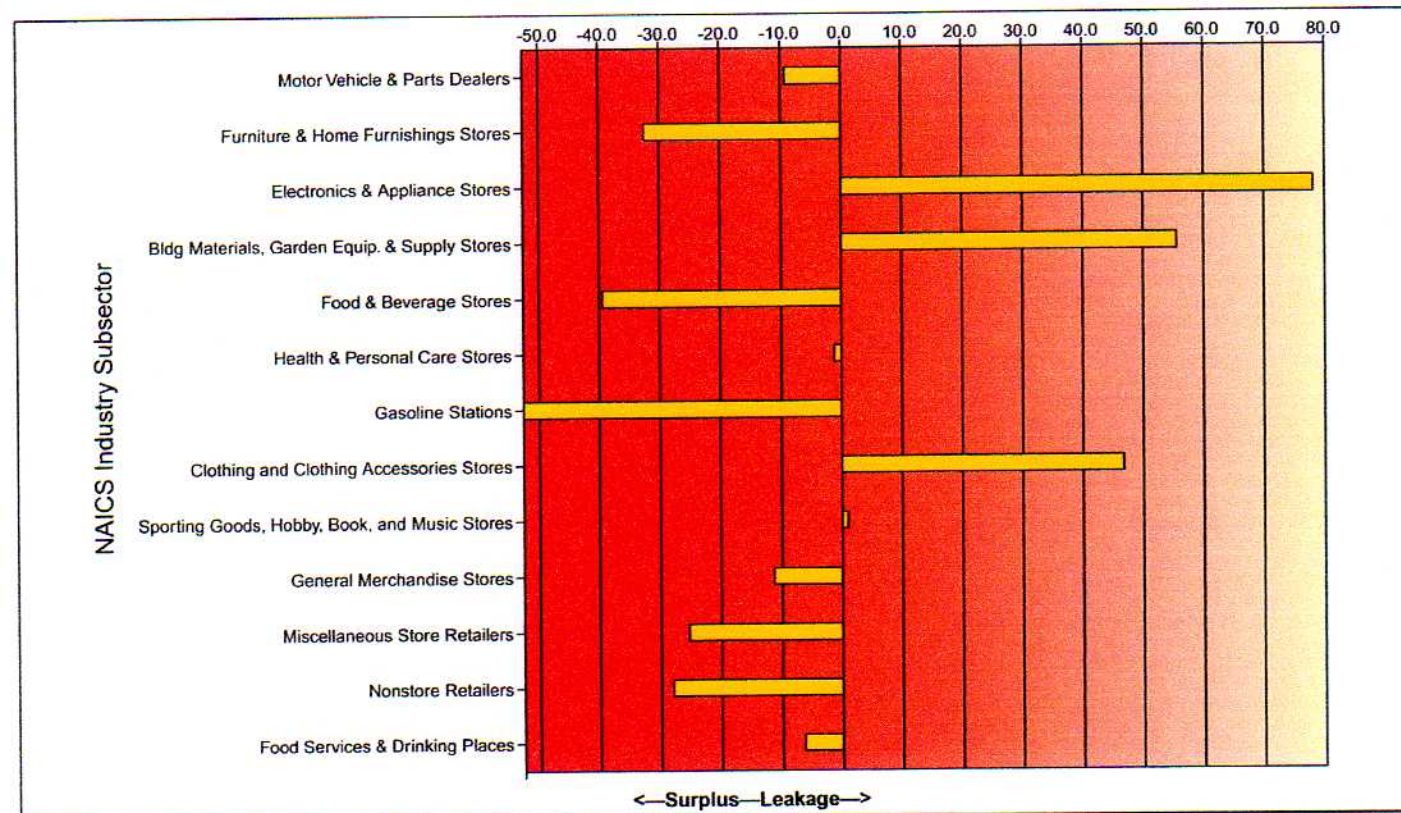
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Site Type: Rings

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$5,087,514	\$6,377,895	\$-1,290,381	-11.3	5
Department Stores Excluding Leased Depts.(NAICS 4521)	\$3,675,257	\$4,081,192	\$-405,935	-5.2	3
Other General Merchandise Stores (NAICS 4529)	\$1,412,257	\$2,296,703	\$-884,446	-23.8	2
Miscellaneous Store Retailers (NAICS 453)	\$992,312	\$1,666,085	\$-673,773	-25.3	11
Florists (NAICS 4531)	\$35,939	\$146,250	\$-110,311	-60.5	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$171,340	\$52,966	\$118,374	52.8	1
Used Merchandise Stores (NAICS 4533)	\$529,348	\$862,173	\$-332,825	-23.9	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$255,685	\$604,696	\$-349,011	-40.6	4
Nonstore Retailers (NAICS 454)	\$109,308	\$194,356	\$-85,048	-28.0	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$109,308	\$194,356	\$-85,048	-28.0	1
Direct Selling Establishments (NAICS 4543)	\$0	\$0	\$0	0.0	0
Food Services & Drinking Places (NAICS 722)	\$5,121,614	\$5,806,619	\$-685,005	-6.3	29
Full-Service Restaurants (NAICS 7221)	\$0	\$1,909,336	\$-1,909,336	-100.0	18
Limited-Service Eating Places (NAICS 7222)	\$4,576,596	\$3,575,564	\$1,001,032	12.3	8
Special Food Services (NAICS 7223)	\$0	\$0	\$0	0.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$545,018	\$321,719	\$223,299	25.8	3

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and infoUSA®

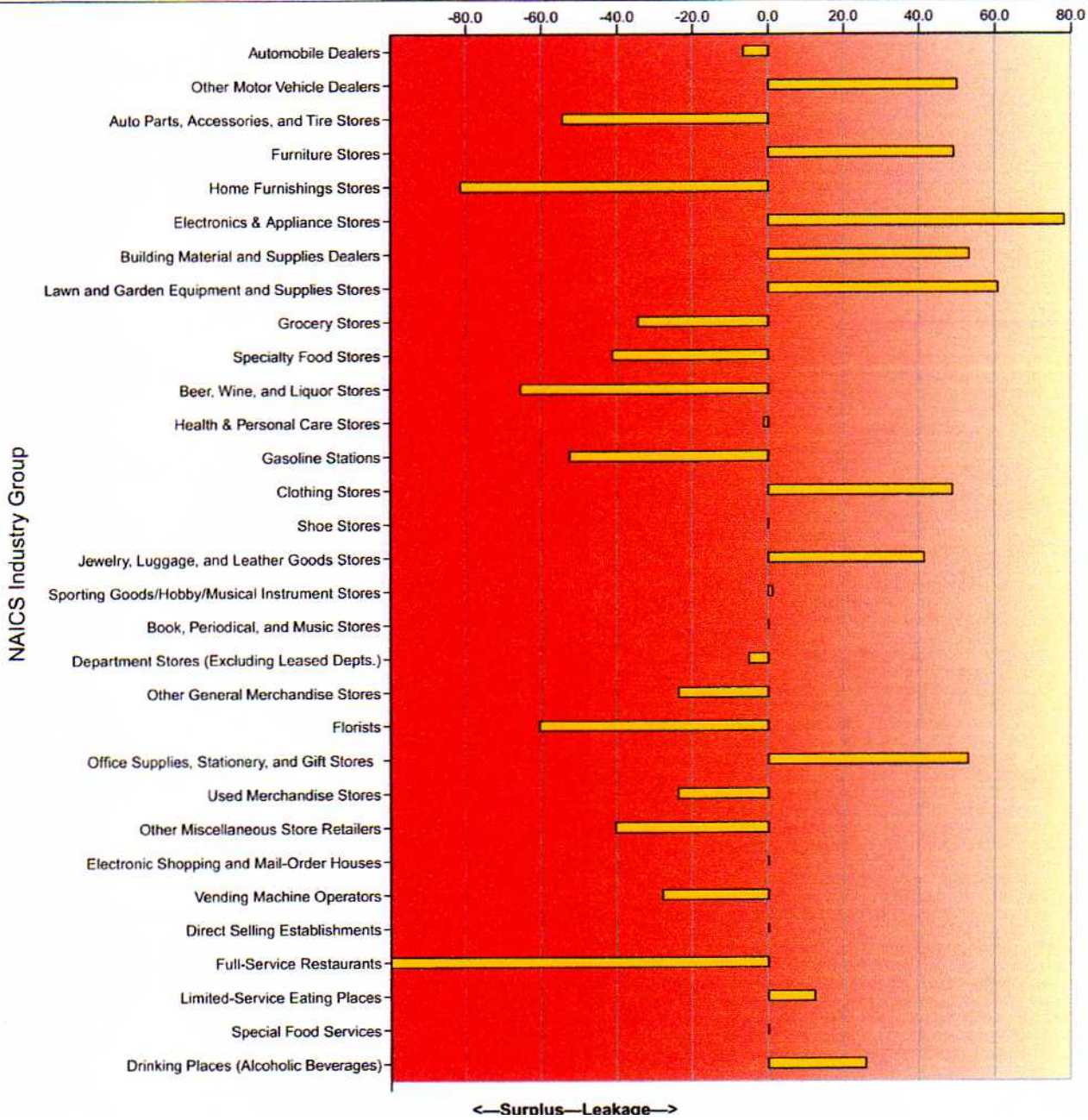


iddings Economic Developmen...
99 West Railroad Avenue
iddings , TX 78942

Latitude: 30.18384
Longitude: -96.93504
Radius: 3 Miles

Site Type: Rings

Leakage/Surplus Factor by Industry Group





ESRI

Giddings Economic Developmen...
289 West Railroad Avenue
Giddings, TX 78942

Latitude: 30.183842
Longitude: -96.935059
Radius: 5 Miles

Site Type: Rings

Summary Demographics

2009 Population	7,534
2009 Households	2,455
2009 Median Disposable Income	\$35,136
2009 Per Capita Income	\$18,480

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)	\$51,416,360	\$79,243,034	\$-27,826,674	-21.3	103
Total Retail Trade (NAICS 44-45)	\$45,315,871	\$73,200,763	\$-27,884,892	-23.5	71
Total Food & Drink (NAICS 722)	\$6,100,489	\$6,042,271	\$58,218	0.5	32

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$11,164,022	\$11,282,012	\$-117,990	-0.5	12
Automobile Dealers (NAICS 4411)	\$9,983,149	\$9,528,476	\$454,673	2.3	4
Other Motor Vehicle Dealers (NAICS 4412)	\$640,816	\$208,903	\$431,913	50.8	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$540,057	\$1,544,633	\$-1,004,576	-48.2	6
Furniture & Home Furnishings Stores (NAICS 442)	\$2,030,296	\$3,357,278	\$-1,326,982	-24.6	3
Furniture Stores (NAICS 4421)	\$1,679,124	\$482,987	\$1,196,137	55.3	1
Home Furnishings Stores (NAICS 4422)	\$351,172	\$2,874,291	\$-2,523,119	-78.2	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$739,007	\$337,786	\$401,221	37.3	3
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,249,560	\$1,501,667	\$747,893	19.9	5
Building Material and Supplies Dealers (NAICS 4441)	\$1,501,574	\$447,473	\$1,054,101	54.1	4
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$747,986	\$1,054,194	\$-306,208	-17.0	1
Food & Beverage Stores (NAICS 445)	\$9,398,274	\$18,177,200	\$-8,778,926	-31.8	11
Grocery Stores (NAICS 4451)	\$8,382,790	\$14,438,264	\$-6,055,474	-26.5	7
Specialty Food Stores (NAICS 4452)	\$191,891	\$387,809	\$-195,918	-33.8	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$823,593	\$3,351,127	\$-2,527,534	-60.5	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$796,299	\$680,347	\$115,952	7.9	2
Gasoline Stations (NAICS 447/4471)	\$10,396,161	\$28,910,739	\$-18,514,578	-47.1	11
Clothing and Clothing Accessories Stores (NAICS 448)	\$611,252	\$186,405	\$424,847	53.3	2
Clothing Stores (NAICS 4481)	\$450,510	\$130,380	\$320,130	55.1	1
Shoe Stores (NAICS 4482)	\$0	\$0	\$0	0.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$160,742	\$56,025	\$104,717	48.3	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$550,634	\$472,909	\$77,725	7.6	4
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$550,634	\$472,909	\$77,725	7.6	4
Book, Periodical, and Music Stores (NAICS 4512)	\$0	\$0	\$0	0.0	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®



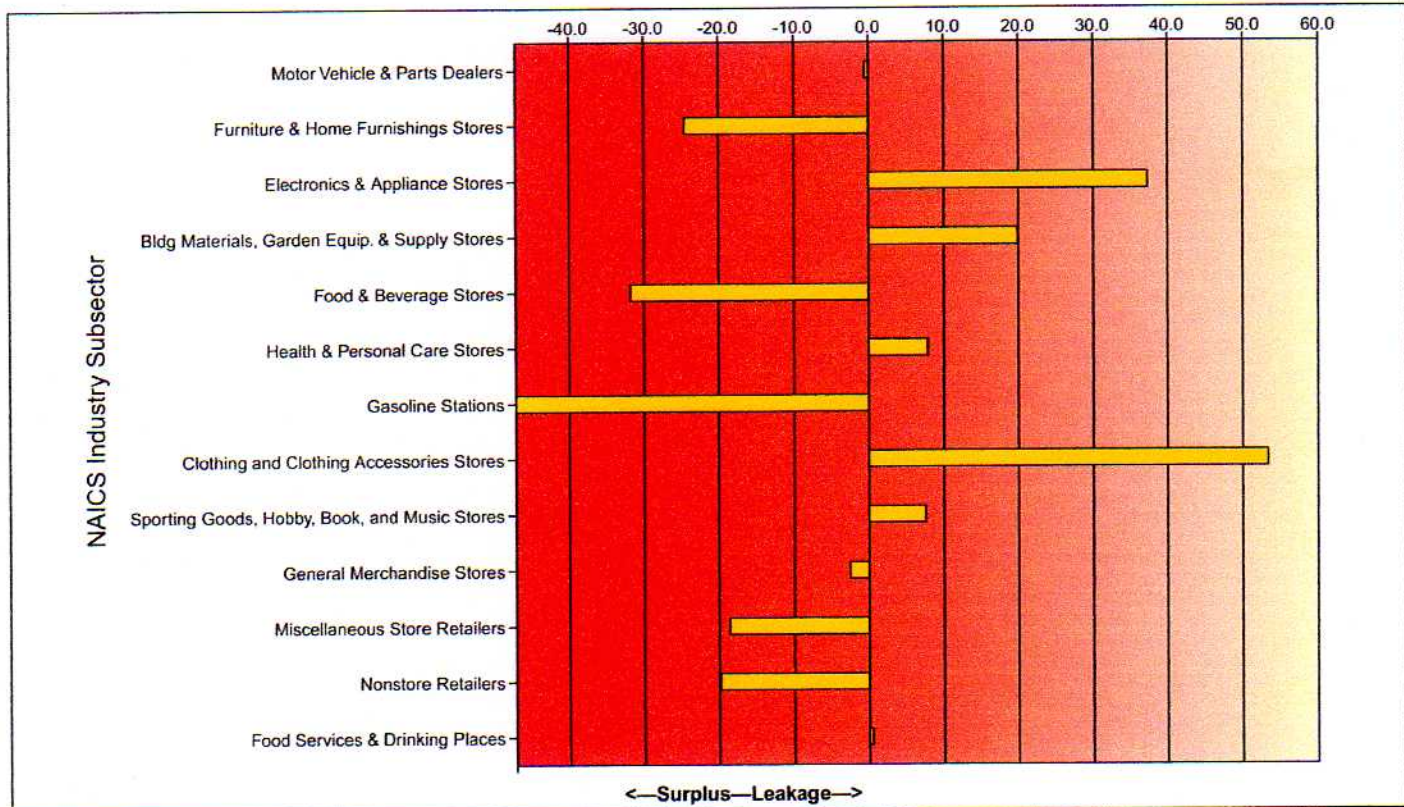
Giddings Economic Developmen...
 289 West Railroad Avenue
 Giddings, TX 78942

Latitude: 30.183842
 Longitude: -96.935059
 Radius: 5 Miles

Site Type: Rings

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$6,068,116	\$6,377,895	\$-309,779	-2.5	5
Department Stores Excluding Leased Depts.(NAICS 4521)	\$4,381,411	\$4,081,192	\$300,219	3.5	3
Other General Merchandise Stores (NAICS 4529)	\$1,686,705	\$2,296,703	\$-609,998	-15.3	2
Miscellaneous Store Retailers (NAICS 453)	\$1,182,071	\$1,722,169	\$-540,098	-18.6	12
Florists (NAICS 4531)	\$43,852	\$146,250	\$-102,398	-53.9	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$204,325	\$52,966	\$151,359	58.8	1
Used Merchandise Stores (NAICS 4533)	\$626,495	\$862,173	\$-235,678	-15.8	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$307,399	\$660,780	\$-353,381	-36.5	5
Nonstore Retailers (NAICS 454)	\$130,179	\$194,356	\$-64,177	-19.8	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$130,179	\$194,356	\$-64,177	-19.8	1
Direct Selling Establishments (NAICS 4543)	\$0	\$0	\$0	0.0	0
Food Services & Drinking Places (NAICS 722)	\$6,100,489	\$6,042,271	\$58,218	0.5	32
Full-Service Restaurants (NAICS 7221)	\$0	\$1,981,973	\$-1,981,973	-100.0	19
Limited-Service Eating Places (NAICS 7222)	\$5,457,372	\$3,676,919	\$1,780,453	19.5	9
Special Food Services (NAICS 7223)	\$0	\$0	\$0	0.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$643,117	\$383,379	\$259,738	25.3	4

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and infoUSA®



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Leakage/Surplus Factor by Industry Group

