

Retail Potential Comparison



Geography: Round Rock, 1 Mile: (30.518348, -97.687065), 3 Miles: (30.518348, -97.687065), 5 Miles: (30.518348, -97.687065)

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	Round Rock	1 Mile: (30.518348, -97.687065)	3 Miles: (30.518348, -97.687065)	5 Miles: (30.518348, -97.687065)
Average Annual Household Dollars Spring 2010				
Appliances and Electronics Stores	\$1,094	\$890	\$1,088	\$1,165
Art Dealers	\$15	\$12	\$15	\$16
Auto Parts and Accessories	\$631	\$540	\$630	\$663
Book Stores	\$367	\$321	\$366	\$383
Camera and Photography Stores	\$79	\$67	\$79	\$84
Childrens' and Infant's Clothing Stores	\$140	\$117	\$139	\$148
Clothing Accessory Stores	\$28	\$23	\$27	\$30
Computer Stores	\$2,004	\$1,598	\$1,992	\$2,144
Convenience Stores	\$334	\$281	\$333	\$354
Costmetics and Beauty Stores	\$65	\$55	\$65	\$69
Department Stores	\$3,680	\$3,038	\$3,654	\$3,902
Drinking Places	\$110	\$91	\$109	\$117
Family Clothing Stores	\$527	\$441	\$524	\$557
Fish and Seafood Markets	\$16	\$14	\$16	\$17
Floor Covering Stores	\$155	\$127	\$154	\$165
Florists	\$37	\$30	\$36	\$39
Fruit and Vegetable Markets	\$32	\$28	\$32	\$33
Fuel Dealers	\$862	\$756	\$861	\$900
Full Service Restaurants	\$1,195	\$996	\$1,189	\$1,266
Furniture Stores	\$603	\$480	\$598	\$645
Gasoline Stations with Convenience Stores	\$1,295	\$1,083	\$1,291	\$1,371
Gasoline Stations without Convenience Stores	\$213	\$181	\$213	\$225
Gift and Souvenir Stores	\$116	\$96	\$116	\$124
Grocery Stores	\$6,891	\$5,846	\$6,856	\$7,254
Hardware Stores	\$247	\$202	\$245	\$263
Hobby, Toy, and Game Stores	\$69	\$57	\$69	\$73
Home Centers	\$629	\$516	\$625	\$669
Hotels and Other Travel Accomodations	\$178	\$148	\$177	\$188
Jewelry Stores	\$323	\$260	\$319	\$345
Limited Service Restaurants	\$1,180	\$986	\$1,175	\$1,250
Liquor Stores	\$198	\$164	\$196	\$210
Luggage Stores	\$253	\$206	\$252	\$270
Mail Order and Catalog Stores	\$2,737	\$2,209	\$2,721	\$2,920
Meat Markets	\$68	\$59	\$68	\$71
Men's Clothing Stores	\$82	\$68	\$81	\$87
Mobile Home Dealers	\$1	\$1	\$1	\$1

Motorcycle and Boat Dealers	\$222	\$188	\$221	\$234
Musical Instrument Stores	\$43	\$36	\$42	\$45
New Car Dealers	\$4,841	\$4,104	\$4,840	\$5,094
Nursery and Garden Stores	\$170	\$140	\$169	\$181
Office and Stationary Stores	\$354	\$283	\$352	\$379
Optical Goods Stores	\$136	\$122	\$136	\$142
Other Apparel Stores	\$65	\$55	\$65	\$69
Other Building Materials Stores	\$634	\$522	\$630	\$676
Other Direct Selling Establishments	\$226	\$190	\$225	\$239
Other General Merchandise Stores	\$431	\$355	\$428	\$457
Other Health and Personal Care Stores	\$121	\$102	\$120	\$127
Other Home Furnishing Stores	\$184	\$150	\$183	\$196
Other Miscellaneous Retail Stores	\$173	\$141	\$172	\$185
Other Specialty Food Markets	\$50	\$44	\$50	\$53
Outdoor Power Equipment Stores	\$21	\$17	\$21	\$23
Paint and Wallpaper Stores	\$22	\$18	\$22	\$23
Pet and Pet Supply Stores	\$74	\$63	\$74	\$78
Pharmacy and Drug Stores	\$1,507	\$1,263	\$1,499	\$1,594
RV Parks	\$3	\$2	\$3	\$3
Record, Tape, and CD Stores	\$107	\$90	\$106	\$113
Recreational Vehicle Dealers	\$13	\$11	\$13	\$14
Rooming and Boarding Houses	\$1	\$1	\$1	\$1
Sewing and Needlecraft Stores	\$30	\$24	\$30	\$33
Shoe Stores	\$163	\$142	\$163	\$171
Special Food Services and Catering	\$198	\$166	\$197	\$210
Sporting Goods Stores	\$238	\$201	\$237	\$251
Tire Dealers	\$288	\$247	\$288	\$303
Used Merchandise Stores	\$76	\$63	\$75	\$80
User Car Dealers	\$301	\$255	\$301	\$317
Vending Machines	\$103	\$89	\$103	\$108
Warehouse Superstores	\$1,440	\$1,211	\$1,432	\$1,520
Women's Clothing Stores	\$261	\$219	\$260	\$276
Total Avg Annual Retail Sales	\$38,950	\$32,500	\$38,772	\$41,208

Aggregate Household Dollars Spring 2010

Appliances and Electronics Stores	\$31,258,413	\$2,661,396	\$30,395,601	\$61,125,210
Art Dealers	\$421,172	\$36,163	\$406,866	\$824,680
Auto Parts and Accessories	\$18,014,692	\$1,614,756	\$17,591,294	\$34,764,490
Book Stores	\$10,476,234	\$960,056	\$10,210,859	\$20,112,097
Camera and Photography Stores	\$2,262,398	\$200,653	\$2,204,118	\$4,382,829
Childrens' and Infant's Clothing Stores	\$4,003,570	\$351,200	\$3,891,605	\$7,747,379
Clothing Accessory Stores	\$790,382	\$67,477	\$765,232	\$1,547,239
Computer Stores	\$57,248,325	\$4,776,781	\$55,631,596	\$112,507,107
Convenience Stores	\$9,550,277	\$840,062	\$9,306,322	\$18,548,841
Costmetics and Beauty Stores	\$1,857,571	\$163,214	\$1,806,104	\$3,609,055
Department Stores	\$105,120,408	\$9,083,399	\$102,038,500	\$204,731,142
Drinking Places	\$3,142,229	\$271,829	\$3,044,524	\$6,127,723
Family Clothing Stores	\$15,059,197	\$1,317,100	\$14,642,842	\$29,232,643

Fish and Seafood Markets	\$459,380	\$41,938	\$449,139	\$882,254
Floor Covering Stores	\$4,429,461	\$381,106	\$4,301,497	\$8,664,132
Florists	\$1,043,225	\$88,536	\$1,014,051	\$2,044,773
Fruit and Vegetable Markets	\$914,807	\$83,727	\$893,407	\$1,754,362
Fuel Dealers	\$24,631,650	\$2,259,330	\$24,049,893	\$47,244,713
Full Service Restaurants	\$34,132,558	\$2,976,412	\$33,200,896	\$66,418,514
Furniture Stores	\$17,212,151	\$1,434,015	\$16,712,601	\$33,866,716
Gasoline Stations with Convenience Stores	\$36,995,160	\$3,237,509	\$36,045,686	\$71,960,369
Gasoline Stations without Convenience Stores	\$6,092,203	\$540,653	\$5,944,150	\$11,802,339
Gift and Souvenir Stores	\$3,323,478	\$287,054	\$3,225,724	\$6,480,640
Grocery Stores	\$196,849,705	\$17,478,692	\$191,479,676	\$380,612,455
Hardware Stores	\$7,046,494	\$604,252	\$6,846,807	\$13,800,191
Hobby, Toy, and Game Stores	\$1,968,214	\$171,706	\$1,912,952	\$3,827,334
Home Centers	\$17,954,699	\$1,543,435	\$17,461,917	\$35,089,344
Hotels and Other Travel Accomodations	\$5,080,159	\$442,410	\$4,940,182	\$9,886,673
Jewelry Stores	\$9,217,828	\$777,620	\$8,905,100	\$18,115,492
Limited Service Restaurants	\$33,716,804	\$2,946,613	\$32,818,628	\$65,576,543
Liquor Stores	\$5,649,486	\$489,063	\$5,482,768	\$11,016,638
Luggage Stores	\$7,219,281	\$615,363	\$7,028,826	\$14,150,062
Mail Order and Catalog Stores	\$78,181,945	\$6,605,718	\$75,982,835	\$153,199,917
Meat Markets	\$1,944,982	\$177,467	\$1,899,344	\$3,733,162
Men's Clothing Stores	\$2,341,153	\$204,214	\$2,274,927	\$4,539,024
Mobile Home Dealers	\$27,354	\$1,981	\$26,706	\$51,249
Motorcycle and Boat Dealers	\$6,338,079	\$562,025	\$6,181,979	\$12,267,496
Musical Instrument Stores	\$1,218,505	\$108,593	\$1,186,038	\$2,361,760
New Car Dealers	\$138,302,474	\$12,270,198	\$135,160,357	\$267,263,889
Nursery and Garden Stores	\$4,862,992	\$418,574	\$4,733,185	\$9,506,815
Office and Stationary Stores	\$10,125,496	\$846,870	\$9,833,333	\$19,892,321
Optical Goods Stores	\$3,898,193	\$363,819	\$3,804,430	\$7,467,040
Other Apparel Stores	\$1,859,991	\$164,335	\$1,809,872	\$3,608,952
Other Building Materials Stores	\$18,117,780	\$1,560,372	\$17,589,185	\$35,461,670
Other Direct Selling Establishments	\$6,467,556	\$567,990	\$6,293,441	\$12,551,070
Other General Merchandise Stores	\$12,310,316	\$1,062,501	\$11,946,837	\$23,994,492
Other Health and Personal Care Stores	\$3,445,949	\$304,672	\$3,352,107	\$6,680,346
Other Home Furnishing Stores	\$5,248,436	\$449,490	\$5,103,453	\$10,275,686
Other Miscellaneous Retail Stores	\$4,949,060	\$422,026	\$4,816,398	\$9,698,779
Other Specialty Food Markets	\$1,438,322	\$131,371	\$1,403,089	\$2,761,189
Outdoor Power Equipment Stores	\$608,394	\$51,452	\$590,845	\$1,189,531
Paint and Wallpaper Stores	\$619,081	\$52,307	\$602,875	\$1,214,798
Pet and Pet Supply Stores	\$2,108,202	\$188,782	\$2,055,332	\$4,072,045
Pharmacy and Drug Stores	\$43,060,384	\$3,775,602	\$41,860,461	\$83,636,124
RV Parks	\$80,038	\$7,268	\$77,724	\$152,358
Record, Tape, and CD Stores	\$3,054,972	\$268,562	\$2,973,427	\$5,929,843
Recreational Vehicle Dealers	\$376,764	\$34,267	\$369,928	\$728,285
Rooming and Boarding Houses	\$32,633	\$3,012	\$30,056	\$63,643
Sewing and Needlecraft Stores	\$870,085	\$73,158	\$842,297	\$1,707,910
Shoe Stores	\$4,666,645	\$424,404	\$4,555,608	\$8,963,466
Special Food Services and Catering	\$5,666,293	\$494,810	\$5,513,858	\$11,020,755

Sporting Goods Stores	\$6,798,797	\$601,776	\$6,624,591	\$13,168,531
Tire Dealers	\$8,238,993	\$739,156	\$8,044,852	\$15,894,863
Used Merchandise Stores	\$2,164,477	\$188,274	\$2,104,192	\$4,209,977
User Car Dealers	\$8,601,193	\$761,459	\$8,408,620	\$16,625,441
Vending Machines	\$2,936,434	\$265,049	\$2,865,322	\$5,656,335
Warehouse Superstores	\$41,127,109	\$3,621,636	\$40,000,342	\$79,730,652
Women's Clothing Stores	\$7,468,682	\$655,681	\$7,253,271	\$14,484,297
Total Aggregate Annual Retail Sales	\$1,112,699,369	\$97,172,390	\$1,082,820,480	\$2,162,217,688