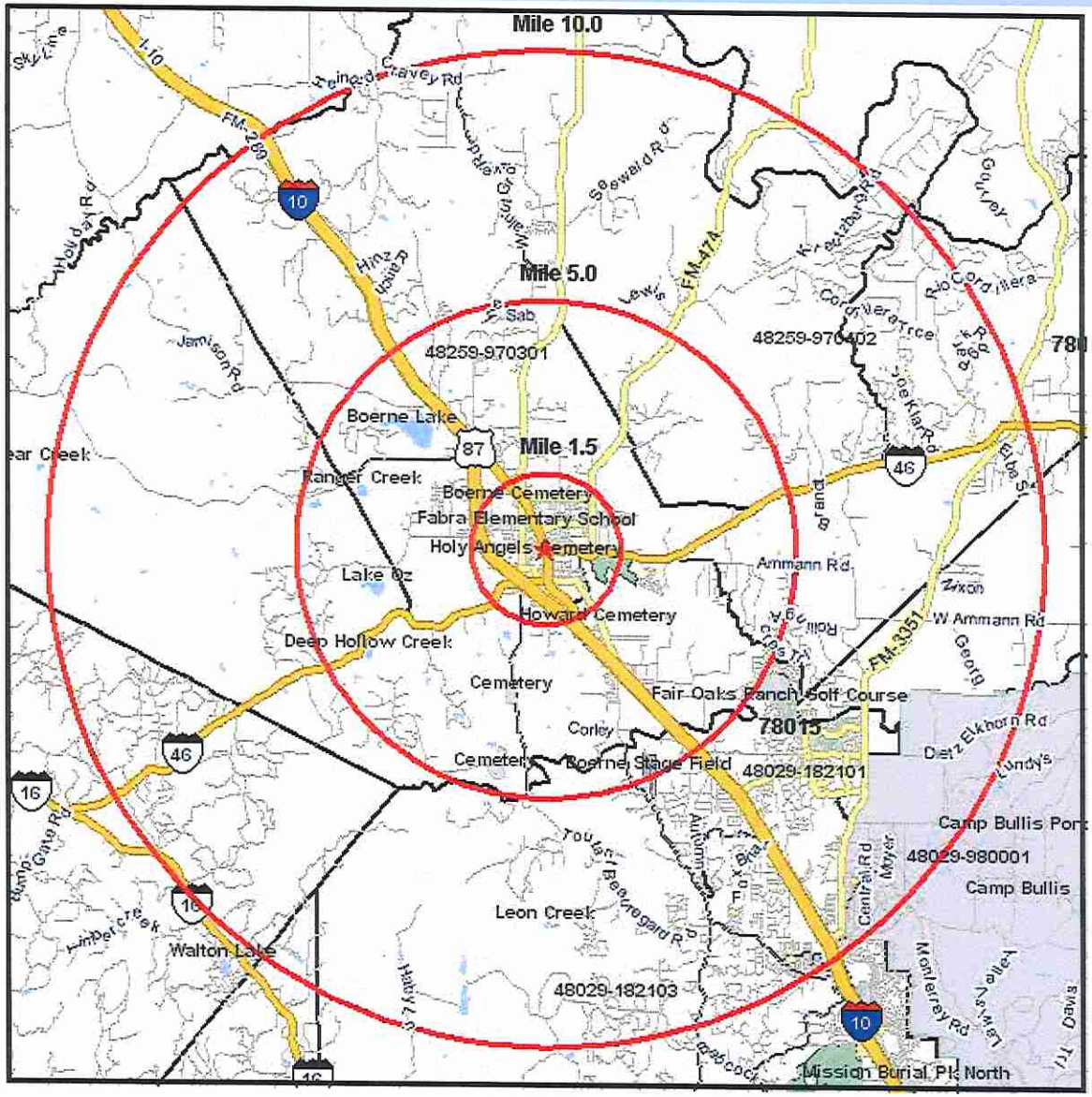
Area Map

River Rd & Main St, Boerne, TX 78006



Coord: 29.789630, -98.729630
Radius - See Appendix for Details

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Prepared By:

Area Map

River Rd & Main St, Boerne, TX 78006

Appendix: Area Listing

Area Name:

Type: Radius 1

Radius Definition:

Center Point:	29.789630		-98.729630
Circle/Band:	0.00	-	1.50

Area Name:

Type: Radius 2

Radius Definition:

Center Point:	29.789630		-98.729630
Circle/Band:	0.00	-	5.00

Area Name:

Type: Radius 3

Radius Definition:

Center Point:	29.789630		-98.729630
Circle/Band:	0.00	-	10.00

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Prepared By:

Pop-Facts: Demographic Snapshot 2013 Report

River Rd & Main St, Boerne, TX 78006

Radius 1: 29.789630/-98.729630, aggregate
Radius 2: 29.789630/-98.729630, aggregate
Radius 3: 29.789630/-98.729630, aggregate

Description	0.00 - 1.50 miles *Radius 1*	%	0.00 - 5.00 miles *Radius 2*	%	0.00 - 10.00 miles *Radius 3*	%
Population						
2018 Projection	11,069		22,692		53,883	
2013 Estimate	9,713		19,841		47,826	
2010 Census	8,784		17,896		43,913	
2000 Census	4,974		9,504		28,510	
Growth 2013-2018	13.96%		14.37%		12.67%	
Growth 2010-2013	10.58%		10.87%		8.91%	
Growth 2000-2010	76.58%		88.30%		54.03%	
2013 Est. Pop by Single Race Class	9,713		19,841		47,826	
White Alone	8,600	88.54	18,028	90.86	43,526	91.01
Black or African American Alone	64	0.66	112	0.56	395	0.83
Amer. Indian and Alaska Native Alone	40	0.41	101	0.51	249	0.52
Asian Alone	92	0.95	165	0.83	652	1.36
Native Hawaiian and Other Pac. Isl. Alone	9	0.09	13	0.07	37	0.08
Some Other Race Alone	712	7.33	1,041	5.25	1,964	4.11
Two or More Races	195	2.01	382	1.93	1,003	2.10
2013 Est. Pop Hisp or Latino by Origin	9,713		19,841		47,826	
Not Hispanic or Latino	7,270	74.85	15,689	79.07	37,460	78.33
Hispanic or Latino:	2,443	25.15	4,152	20.93	10,366	21.67
Mexican	2,074	84.90	3,659	88.13	8,858	85.45
Puerto Rican	24	0.98	36	0.87	255	2.46
Cuban	0	0.00	0	0.00	19	0.18
All Other Hispanic or Latino	345	14.12	457	11.01	1,234	11.90
2013 Est. Hisp or Latino by Single Race Class	2,443		4,152		10,366	
White Alone	1,629	66.68	2,898	69.80	7,839	75.62
Black or African American Alone	8	0.33	11	0.26	36	0.35
American Indian and Alaska Native Alone	11	0.45	35	0.84	84	0.81
Asian Alone	4	0.16	6	0.14	23	0.22
Native Hawaiian and Other Pacific Islander Alone	4	0.16	4	0.10	5	0.05
Some Other Race Alone	707	28.94	1,033	24.88	1,928	18.60
Two or More Races	79	3.23	165	3.97	450	4.34

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Pop-Facts: Demographic Snapshot 2013 Report

River Rd & Main St, Boerne, TX 78006

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Radius 2: 29.789630/-98.729630, aggregate
Radius 3: 29.789630/-98.729630, aggregate

Description	0.00 - 1.50 miles *Radius 1*	%	0.00 - 5.00 miles *Radius 2*	%	0.00 - 10.00 miles *Radius 3*	%
2013 Est. Population by Ancestry						
Pop, Ancestry Unclassified	950	9.78	1,861	9.38	4,394	9.19
2013 Est. Pop Age 5+ by Language Spoken At Home	9,043		18,626		45,130	
Speak Only English at Home	7,674	84.86	16,183	86.88	38,757	85.88
Speak Asian/Pac. Isl. Lang. at Home	59	0.65	142	0.76	412	0.91
Speak IndoEuropean Language at Home	149	1.65	227	1.22	781	1.73
Speak Spanish at Home	1,161	12.84	2,074	11.13	5,171	11.46
Speak Other Language at Home	0	0.00	0	0.00	10	0.02
2013 Est. Population by Sex	9,713		19,841		47,826	
Male	4,572	47.07	9,552	48.14	23,394	48.91
Female	5,141	52.93	10,289	51.86	24,432	51.09
2013 Est. Population by Age	9,713		19,841		47,826	
Age 0 - 4	670	6.90	1,215	6.12	2,696	5.64
Age 5 - 9	650	6.69	1,254	6.32	2,948	6.16
Age 10 - 14	664	6.84	1,438	7.25	3,534	7.39
Age 15 - 17	396	4.08	935	4.71	2,386	4.99
Age 18 - 20	328	3.38	717	3.61	1,678	3.51
Age 21 - 24	486	5.00	940	4.74	2,000	4.18
Age 25 - 34	1,195	12.30	1,928	9.72	3,852	8.05
Age 35 - 44	1,218	12.54	2,279	11.49	5,424	11.34
Age 45 - 54	1,307	13.46	2,965	14.94	7,606	15.90
Age 55 - 64	1,100	11.33	2,686	13.54	7,454	15.59
Age 65 - 74	801	8.25	1,846	9.30	4,997	10.45
Age 75 - 84	523	5.38	1,036	5.22	2,300	4.81
Age 85 and over	376	3.87	602	3.03	953	1.99
Age 16 and over	7,587	78.11	15,593	78.59	37,800	79.04
Age 18 and over	7,334	75.51	14,999	75.60	36,262	75.82
Age 21 and over	7,005	72.12	14,282	71.98	34,585	72.31
Age 65 and over	1,700	17.50	3,485	17.56	8,250	17.25
2013 Est. Median Age	38.8		41.6		43.9	
2013 Est. Average Age	39.70		40.60		41.20	

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Pop-Facts: Demographic Snapshot 2013 Report

River Rd & Main St, Boerne, TX 78006

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Radius 2: 29.789630/-98.729630, aggregate
Radius 3: 29.789630/-98.729630, aggregate

Description	0.00 - 1.50 miles *Radius 1*	%	0.00 - 5.00 miles *Radius 2*	%	0.00 - 10.00 miles *Radius 3*	%
2013 Est. Male Population by Age	4,572		9,552		23,394	
Age 0 - 4	345	7.55	630	6.60	1,400	5.98
Age 5 - 9	329	7.20	648	6.78	1,519	6.49
Age 10 - 14	330	7.22	740	7.75	1,825	7.80
Age 15 - 17	195	4.27	464	4.86	1,174	5.02
Age 18 - 20	174	3.81	387	4.05	912	3.90
Age 21 - 24	244	5.34	483	5.06	1,016	4.34
Age 25 - 34	620	13.56	985	10.31	1,953	8.35
Age 35 - 44	610	13.34	1,094	11.45	2,561	10.95
Age 45 - 54	615	13.45	1,403	14.69	3,580	15.30
Age 55 - 64	495	10.83	1,273	13.33	3,633	15.53
Age 65 - 74	348	7.61	859	8.99	2,444	10.45
Age 75 - 84	172	3.76	407	4.26	1,051	4.49
Age 85 and over	95	2.08	178	1.86	325	1.39
2013 Est. Median Age, Male	35.8		39.0		42.4	
2013 Est. Average Age, Male	37.10		38.70		40.20	
2013 Est. Female Population by Age	5,141		10,289		24,432	
Age 0 - 4	325	6.32	586	5.70	1,296	5.30
Age 5 - 9	321	6.24	606	5.89	1,429	5.85
Age 10 - 14	333	6.48	698	6.78	1,709	6.99
Age 15 - 17	202	3.93	471	4.58	1,211	4.96
Age 18 - 20	154	3.00	330	3.21	766	3.14
Age 21 - 24	243	4.73	456	4.43	983	4.02
Age 25 - 34	575	11.18	942	9.16	1,899	7.77
Age 35 - 44	608	11.83	1,185	11.52	2,862	11.71
Age 45 - 54	692	13.46	1,562	15.18	4,026	16.48
Age 55 - 64	605	11.77	1,413	13.73	3,821	15.64
Age 65 - 74	453	8.81	988	9.60	2,553	10.45
Age 75 - 84	351	6.83	629	6.11	1,249	5.11
Age 85 and over	281	5.47	424	4.12	628	2.57
2013 Est. Median Age, Female	41.9		43.9		45.2	
2013 Est. Average Age, Female	42.10		42.30		42.10	

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Pop-Facts: Demographic Snapshot 2013 Report

River Rd & Main St, Boerne, TX 78006

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Radius 3: 29.789630/-98.729630, aggregate

Description	0.00 - 1.50 miles *Radius 1*	%	0.00 - 5.00 miles *Radius 2*	%	0.00 - 10.00 miles *Radius 3*	%
2013 Est. Pop Age 15+ by Marital Status	7,730		15,934		38,648	
Total, Never Married	1,627	21.05	3,193	20.04	7,321	18.94
Males, Never Married	857	11.09	1,691	10.61	4,020	10.40
Females, Never Married	770	9.96	1,502	9.43	3,301	8.54
Married, Spouse present	4,151	53.70	9,608	60.30	25,456	65.87
Married, Spouse absent	250	3.23	438	2.75	1,045	2.70
Widowed	694	8.98	1,058	6.64	1,841	4.76
Males Widowed	74	0.96	143	0.90	352	0.91
Females Widowed	620	8.02	914	5.74	1,489	3.85
Divorced	1,007	13.03	1,638	10.28	2,985	7.72
Males Divorced	446	5.77	674	4.23	1,165	3.01
Females Divorced	562	7.27	964	6.05	1,821	4.71
2013 Est. Pop. Age 25+ by Edu. Attainment	6,519		13,342		32,585	
Less than 9th grade	401	6.15	672	5.04	1,093	3.35
Some High School, no diploma	276	4.23	459	3.44	898	2.76
High School Graduate (or GED)	1,729	26.52	3,150	23.61	6,023	18.48
Some College, no degree	1,565	24.01	3,326	24.93	7,900	24.24
Associate Degree	483	7.41	1,032	7.73	2,543	7.80
Bachelor's Degree	1,368	20.98	3,017	22.61	8,702	26.71
Master's Degree	528	8.10	1,304	9.77	3,853	11.82
Professional School Degree	86	1.32	211	1.58	990	3.04
Doctorate Degree	82	1.26	169	1.27	583	1.79
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,390		2,271		5,726	
CY Pop 25+, Hisp/Lat, < High School Diploma	534	38.42	764	33.64	1,150	20.08
CY Pop 25+, Hisp/Lat, High School Graduate	379	27.27	598	26.33	1,270	22.18
CY Pop 25+, Hisp/Lat, Some College or Associate's Deg	358	25.76	637	28.05	1,770	30.91
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	119	8.56	272	11.98	1,537	26.84
Households						
2018 Projection	4,480		8,693		19,858	
2013 Estimate	3,910		7,593		17,654	
2010 Census	3,512		6,832		16,221	
2000 Census	1,860		3,451		10,311	
Growth 2013-2018	14.57%		14.50%		12.48%	
Growth 2010-2013	11.33%		11.13%		8.84%	
Growth 2000-2010	88.86%		97.99%		57.31%	

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Radius 3: 29.789630/-98.729630, aggregate

Description	0.00 - 1.50 miles *Radius 1*	%	0.00 - 5.00 miles *Radius 2*	%	0.00 - 10.00 miles *Radius 3*	%
2013 Est. Households by Household Type	3,910		7,593		17,654	
Family Households	2,473	63.25	5,366	70.67	13,804	78.19
Nonfamily Households	1,437	36.75	2,227	29.33	3,851	21.81
2013 Est. Group Quarters Population	259		393		425	
2013 HHs by Ethnicity, Hispanic/Latino	723	18.49	1,137	14.97	2,786	15.78
2013 Est. HHs by HH Income	3,910		7,593		17,654	
CY HHs, Inc < $15,000	556	14.22	834	10.98	1,185	6.71
CY HHs, Inc $15,000 - $24,999	515	13.17	853	11.23	1,271	7.20
CY HHs, Inc $25,000 - $34,999	529	13.53	948	12.49	1,417	8.03
CY HHs, Inc $35,000 - $49,999	465	11.89	834	10.98	1,545	8.75
CY HHs, Inc $50,000 - $74,999	651	16.65	1,223	16.11	2,527	14.31
CY HHs, Inc $75,000 - $99,999	493	12.61	1,143	15.05	2,860	16.20
CY HHs, Inc $100,000 - $124,999	265	6.78	621	8.18	2,009	11.38
CY HHs, Inc $125,000 - $149,999	131	3.35	341	4.49	1,159	6.57
CY HHs, Inc $150,000 - $199,999	190	4.86	426	5.61	1,797	10.18
CY HHs, Inc $200,000 - $249,999	45	1.15	130	1.71	606	3.43
CY HHs, Inc $250,000 - $499,999	57	1.46	190	2.50	955	5.41
CY HHs, Inc $500,000+	12	0.31	50	0.66	323	1.83
2013 Est. Average Household Income	$64,787		$77,185		$110,270	
2013 Est. Median Household Income	$46,445		$56,702		$82,706	
2013 Median HH Inc by Single Race Class. or Ethn						
White Alone	44,952		56,487		83,155	
Black or African American Alone	22,077		21,263		36,242	
American Indian and Alaska Native Alone	26,454		24,662		27,412	
Asian Alone	29,924		32,468		118,444	
Native Hawaiian and Other Pacific Islander Alone	55,314		47,515		66,437	
Some Other Race Alone	62,522		61,892		73,473	
Two or More Races	147,117		105,865		95,836	
Hispanic or Latino	37,816		44,090		76,221	
Not Hispanic or Latino	50,450		59,663		84,507	
2013 Est. Family HH Type, Presence Own Children	2,473		5,366		13,804	
Married-Couple Family, own children	776	31.38	1,838	34.25	4,760	34.48

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Radius 3: 29.789630/-98.729630, aggregate

Description	0.00 - 1.50 miles *Radius 1*	%	0.00 - 5.00 miles *Radius 2*	%	0.00 - 10.00 miles *Radius 3*	%
Family Households						
2018 Projection	2,829		6,139		15,509	
2013 Estimate	2,473		5,366		13,804	
2010 Census	2,226		4,835		12,705	
2000 Census	1,269		2,594		8,363	
Growth 2013-2018	14.39%		14.41%		12.36%	
Growth 2010-2013	11.10%		10.98%		8.64%	
Growth 2000-2010	75.41%		86.40%		51.92%	
2013 Est. Families by Poverty Status	2,473		5,366		13,804	
2013 Families at or Above Poverty	2,324	93.97	5,143	95.84	13,387	96.98
2013 Families at or Above Poverty with Children	1,126	45.53	2,492	46.44	5,973	43.27
2013 Families Below Poverty	149	6.03	223	4.16	417	3.02
2013 Families Below Poverty with Children	114	4.61	165	3.07	263	1.91
2013 Est. Pop Age 16+ by Employment Status	7,587		15,593		37,800	
In Armed Forces	26	0.34	69	0.44	188	0.50
Civilian - Employed	4,678	61.66	9,501	60.93	22,764	60.22
Civilian - Unemployed	279	3.68	482	3.09	1,042	2.76
Not in Labor Force	2,604	34.32	5,541	35.54	13,805	36.52
2013 Est. Civ Employed Pop 16+ Class of Worker	4,747		9,612		23,090	
For-Profit Private Workers	3,008	63.37	5,883	61.20	13,921	60.29
Non-Profit Private Workers	264	5.56	568	5.91	1,439	6.23
Local Government Workers	355	7.48	766	7.97	1,818	7.87
State Government Workers	262	5.52	440	4.58	977	4.23
Federal Government Workers	130	2.74	362	3.77	836	3.62
Self-Emp Workers	724	15.25	1,579	16.43	4,060	17.58
Unpaid Family Workers	5	0.11	15	0.16	39	0.17
2013 Est. Civ Employed Pop 16+ by Occupation	4,747		9,612		23,090	
Architect/Engineer	78	1.64	175	1.82	315	1.36
Arts/Entertain/Sports	125	2.63	232	2.41	505	2.19
Building Grounds Maint	355	7.48	578	6.01	845	3.66
Business/Financial Ops	320	6.74	679	7.06	1,615	6.99
Community/Soc Svcs	95	2.00	227	2.36	492	2.13
Computer/Mathematical	133	2.80	294	3.06	757	3.28
Construction/Extraction	336	7.08	657	6.84	1,290	5.59
Edu/Training/Library	412	8.68	716	7.45	1,788	7.74

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Description	0.00 - 1.50 miles *Radius 1*	%	0.00 - 5.00 miles *Radius 2*	%	0.00 - 10.00 miles *Radius 3*	%
2013 Owner Occ. HUs: Avg. Length of Residence	13.6		13.7		13.4	
2013 Renter Occ. HUs: Avg. Length of Residence	7.1		6.9		6.6	
2013 Est. All Owner-Occupied Housing Values	2,003		5,016		14,325	
Value Less than $20,000	86	4.29	191	3.81	267	1.86
Value $20,000 - $39,999	22	1.10	115	2.29	280	1.95
Value $40,000 - $59,999	13	0.65	59	1.18	223	1.56
Value $60,000 - $79,999	30	1.50	111	2.21	229	1.60
Value $80,000 - $99,999	77	3.84	188	3.75	415	2.90
Value $100,000 - $149,999	315	15.73	600	11.96	991	6.92
Value $150,000 - $199,999	375	18.72	795	15.85	1,700	11.87
Value $200,000 - $299,999	475	23.71	1,033	20.59	3,176	22.17
Value $300,000 - $399,999	248	12.38	652	13.00	2,722	19.00
Value $400,000 - $499,999	100	4.99	331	6.60	1,461	10.20
Value $500,000 - $749,999	151	7.54	567	11.30	1,773	12.38
Value $750,000 - $999,999	29	1.45	114	2.27	431	3.01
Value $1,000,000 or more	81	4.04	260	5.18	657	4.59
2013 Est. Median All Owner-Occupied Housing Value	$217,572		$243,454		$296,268	
2013 Est. Housing Units by Units in Structure	4,330		8,265		19,018	
1 Unit Attached	25	0.58	55	0.67	152	0.80
1 Unit Detached	2,773	64.04	5,602	67.78	15,236	80.11
2 Units	143	3.30	169	2.04	226	1.19
3 or 4 Units	240	5.54	322	3.90	363	1.91
5 to 19 Units	508	11.73	735	8.89	793	4.17
20 to 49 Units	255	5.89	342	4.14	367	1.93
50 or More Units	78	1.80	143	1.73	162	0.85
Mobile Home or Trailer	289	6.67	862	10.43	1,674	8.80
Boat, RV, Van, etc.	19	0.44	34	0.41	45	0.24
2013 Est. Housing Units by Year Structure Built	4,330		8,265		19,018	
Housing Unit Built 2005 or later	704	16.26	1,219	14.75	3,305	17.38
Housing Unit Built 2000 to 2004	902	20.83	1,783	21.57	3,385	17.80
Housing Unit Built 1990 to 1999	966	22.31	1,993	24.11	5,020	26.40
Housing Unit Built 1980 to 1989	727	16.79	1,377	16.66	3,214	16.90
Housing Unit Built 1970 to 1979	468	10.81	934	11.30	2,081	10.94
Housing Unit Built 1960 to 1969	195	4.50	356	4.31	693	3.64
Housing Unit Built 1950 to 1959	88	2.03	171	2.07	368	1.94

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Description	0.00 - 1.50 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
Housing Unit Built 1940 to 1949	41	0.95	54	0.65	142	0.75
Housing Unit Built 1939 or Earlier	239	5.52	378	4.57	811	4.26
2013 Est. Median Year Structure Built **	1994		1994		1994	

*This row intentionally left blank. No total category data is available.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

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RMP Opportunity Gap - Retail Stores

River Rd & Main St, Boerne, TX 78006

Radius 1: , 0.00 - 1.50 Miles, Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	150,657,458	420,946,311	(270,288,853)
Motor Vehicle and Parts Dealers-441	22,163,963	100,163,781	(77,999,818)
Automotive Dealers-4411	18,983,335	79,024,088	(60,040,753)
Other Motor Vehicle Dealers-4412	1,064,941	21,139,693	(20,074,752)
Automotive Parts/Accsrs, Tire Stores-4413	2,115,687	0	2,115,687
Furniture and Home Furnishings Stores-442	3,201,519	6,877,584	(3,676,065)
Furniture Stores-4421	1,709,032	0	1,709,032
Home Furnishing Stores-4422	1,492,487	6,877,584	(5,385,097)
Electronics and Appliance Stores-443	2,778,878	8,051,430	(5,272,552)
Appliances, TVs, Electronics Stores-44311	2,066,425	6,817,337	(4,750,912)
Household Appliances Stores-443111	354,377	0	354,377
Radio, Television, Electronics Stores-443112	1,712,048	6,817,337	(5,105,289)
Computer and Software Stores-44312	639,081	1,234,093	(595,012)
Camera and Photographic Equipment Stores-44313	73,372	0	73,372
Building Material, Garden Equip Stores -444	14,037,975	57,169,633	(43,131,658)
Building Material and Supply Dealers-4441	12,684,766	55,606,041	(42,921,275)
Home Centers-44411	5,204,428	55,606,041	(50,401,613)
Paint and Wallpaper Stores-44412	209,194	0	209,194
Hardware Stores-44413	1,313,588	0	1,313,588
Other Building Materials Dealers-44419	5,957,556	0	5,957,556
Building Materials, Lumberyards-444191	2,342,633	0	2,342,633
Lawn, Garden Equipment, Supplies Stores-4442	1,353,210	1,563,592	(210,382)
Outdoor Power Equipment Stores-44421	131,660	0	131,660
Nursery and Garden Centers-44422	1,221,550	1,563,592	(342,042)
Food and Beverage Stores-445	20,035,782	131,838,314	(111,802,532)
Grocery Stores-4451	17,297,796	118,643,557	(101,345,761)
Supermarkets, Grocery (Ex Conv) Stores-44511	16,427,339	118,643,557	(102,216,218)
Convenience Stores-44512	870,457	0	870,457
Specialty Food Stores-4452	1,417,833	7,858,175	(6,440,342)
Beer, Wine and Liquor Stores-4453	1,320,153	5,336,582	(4,016,429)
Health and Personal Care Stores-446	9,928,040	7,771,552	2,156,488
Pharmacies and Drug Stores-44611	7,907,769	5,444,711	2,463,058
Cosmetics, Beauty Supplies, Perfume Stores-44612	708,777	350,423	358,354
Optical Goods Stores-44613	419,407	710,159	(290,752)
Other Health and Personal Care Stores-44619	892,086	1,266,259	(374,173)

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RMP Opportunity Gap - Retail Stores

River Rd & Main St, Boerne, TX 78006

Radius 1: , 0.00 - 1.50 Miles, Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	16,168,760	25,013,532	(8,844,772)
Gasoline Stations With Conv Stores-44711	11,808,324	20,777,911	(8,969,587)
Other Gasoline Stations-44719	4,360,436	4,235,621	124,815
Clothing and Clothing Accessories Stores-448	6,921,351	12,499,165	(5,577,814)
Clothing Stores-4481	5,188,575	11,689,656	(6,501,081)
Men's Clothing Stores-44811	291,996	0	291,996
Women's Clothing Stores-44812	1,126,442	1,760,356	(633,914)
Childrens, Infants Clothing Stores-44813	353,584	1,204,838	(851,254)
Family Clothing Stores-44814	2,738,624	7,475,579	(4,736,955)
Clothing Accessories Stores-44815	212,638	0	212,638
Other Clothing Stores-44819	465,291	1,248,883	(783,592)
Shoe Stores-4482	840,878	0	840,878
Jewelry, Luggage, Leather Goods Stores-4483	891,898	809,510	82,388
Jewelry Stores-44831	829,448	381,880	447,568
Luggage and Leather Goods Stores-44832	62,450	427,630	(365,180)
Sporting Goods, Hobby, Book, Music Stores-451	3,000,162	754,207	2,245,955
Sportng Goods, Hobby, Musical Inst Stores-4511	2,312,663	430,204	1,882,459
Sporting Goods Stores-45111	1,154,924	54,575	1,100,349
Hobby, Toys and Games Stores-45112	712,521	206,840	505,681
Sew/Needlework/Piece Goods Stores-45113	239,651	43,030	196,621
Musical Instrument and Supplies Stores-45114	205,567	125,759	79,808
Book, Periodical and Music Stores-4512	687,499	324,003	363,496
Book Stores and News Dealers-45121	566,666	262,491	304,175
Book Stores-451211	516,671	195,988	320,683
News Dealers and Newsstands-451212	49,995	66,503	(16,508)
Prerecorded Tapes, CDs, Record Stores-45122	120,834	61,512	59,322
General Merchandise Stores-452	20,037,348	22,369,307	(2,331,959)
Department Stores Excl Leased Depts-4521	8,031,859	0	8,031,859
Other General Merchandise Stores-4529	12,005,489	22,369,307	(10,363,818)
Miscellaneous Store Retailers-453	4,148,346	7,875,083	(3,726,737)
Florists-4531	182,966	0	182,966
Office Supplies, Stationery, Gift Stores-4532	1,285,132	0	1,285,132
Office Supplies and Stationery Stores-45321	699,635	0	699,635
Gift, Novelty and Souvenir Stores-45322	585,497	0	585,497
Used Merchandise Stores-4533	383,661	0	383,661
Other Miscellaneous Store Retailers-4539	2,296,587	7,875,083	(5,578,496)
Non-Store Retailers-454	11,987,149	11,637,861	349,288
Foodservice and Drinking Places-722	16,248,186	28,924,861	(12,676,675)
Full-Service Restaurants-7221	7,551,345	18,822,052	(11,270,707)

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RMP Opportunity Gap - Retail Stores

River Rd & Main St, Boerne, TX 78006

Radius 1: , 0.00 - 1.50 Miles, Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	6,616,480	6,346,460	270,020
Special Foodservices-7223	1,280,898	3,197,944	(1,917,046)
Drinking Places -Alcoholic Beverages-7224	799,463	558,405	241,058
GAFO *	37,224,390	50,551,694	(13,327,304)
General Merchandise Stores-452	20,037,348	22,369,307	(2,331,959)
Clothing and Clothing Accessories Stores-448	6,921,351	12,499,165	(5,577,814)
Furniture and Home Furnishings Stores-442	3,201,519	6,877,584	(3,676,065)
Electronics and Appliance Stores-443	2,778,878	8,051,430	(5,272,552)
Sporting Goods, Hobby, Book, Music Stores-451	3,000,162	754,207	2,245,955
Office Supplies, Stationery, Gift Stores-4532	1,285,132	0	1,285,132

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RMP Opportunity Gap - Retail Stores

River Rd & Main St, Boerne, TX 78006

Radius 2: , 0.00 - 5.00 Miles, Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	320,478,326	984,222,303	(663,743,977)
Motor Vehicle and Parts Dealers-441	49,172,056	607,960,934	(558,788,878)
Automotive Dealers-4411	42,175,573	485,631,255	(443,455,682)
Other Motor Vehicle Dealers-4412	2,366,531	122,329,679	(119,963,148)
Automotive Parts/Accsrs, Tire Stores-4413	4,629,953	0	4,629,953
Furniture and Home Furnishings Stores-442	6,748,687	8,073,907	(1,325,220)
Furniture Stores-4421	3,622,786	0	3,622,786
Home Furnishing Stores-4422	3,125,901	8,073,907	(4,948,006)
Electronics and Appliance Stores-443	6,020,400	10,644,022	(4,623,622)
Appliances, TVs, Electronics Stores-44311	4,459,393	9,104,289	(4,644,896)
Household Appliances Stores-443111	782,107	0	782,107
Radio, Television, Electronics Stores-443112	3,677,286	9,104,289	(5,427,003)
Computer and Software Stores-44312	1,400,534	1,539,732	(139,198)
Camera and Photographic Equipment Stores-44313	160,473	0	160,473
Building Material, Garden Equip Stores -444	31,131,883	67,824,616	(36,692,733)
Building Material and Supply Dealers-4441	28,098,659	58,831,194	(30,732,535)
Home Centers-44411	11,407,295	57,883,116	(46,475,821)
Paint and Wallpaper Stores-44412	480,321	0	480,321
Hardware Stores-44413	2,846,911	0	2,846,911
Other Building Materials Dealers-44419	13,364,132	948,078	12,416,054
Building Materials, Lumberyards-444191	5,199,596	370,699	4,828,897
Lawn, Garden Equipment, Supplies Stores-4442	3,033,224	8,993,422	(5,960,198)
Outdoor Power Equipment Stores-44421	308,135	0	308,135
Nursery and Garden Centers-44422	2,725,089	8,993,422	(6,268,333)
Food and Beverage Stores-445	41,712,393	139,786,574	(98,074,181)
Grocery Stores-4451	36,032,512	122,808,130	(86,775,618)
Supermarkets, Grocery (Ex Conv) Stores-44511	34,253,230	119,769,909	(85,516,679)
Convenience Stores-44512	1,779,283	3,038,222	(1,258,939)
Specialty Food Stores-4452	2,965,403	9,777,162	(6,811,759)
Beer, Wine and Liquor Stores-4453	2,714,478	7,201,282	(4,486,804)
Health and Personal Care Stores-446	20,421,386	8,283,749	12,137,637
Pharmacies and Drug Stores-44611	16,205,433	5,859,818	10,345,615
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,449,497	447,513	1,001,984
Optical Goods Stores-44613	937,200	710,159	227,041
Other Health and Personal Care Stores-44619	1,829,256	1,266,259	562,997

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RMP Opportunity Gap - Retail Stores

River Rd & Main St, Boerne, TX 78006

Radius 2: , 0.00 - 5.00 Miles, Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	33,429,624	37,053,969	(3,624,345)
Gasoline Stations With Conv Stores-44711	24,334,252	29,777,570	(5,443,318)
Other Gasoline Stations-44719	9,095,372	7,276,399	1,818,973
Clothing and Clothing Accessories Stores-448	15,022,484	13,275,736	1,746,748
Clothing Stores-4481	11,218,255	12,322,678	(1,104,423)
Men's Clothing Stores-44811	626,748	481,568	145,180
Women's Clothing Stores-44812	2,460,669	1,760,356	700,313
Childrens, Infants Clothing Stores-44813	752,178	1,205,055	(452,877)
Family Clothing Stores-44814	5,903,582	7,475,579	(1,571,997)
Clothing Accessories Stores-44815	468,967	0	468,967
Other Clothing Stores-44819	1,006,111	1,400,120	(394,009)
Shoe Stores-4482	1,748,182	0	1,748,182
Jewelry, Luggage, Leather Goods Stores-4483	2,056,047	953,058	1,102,989
Jewelry Stores-44831	1,919,987	525,428	1,394,559
Luggage and Leather Goods Stores-44832	136,061	427,630	(291,569)
Sporting Goods, Hobby, Book, Music Stores-451	6,383,786	1,177,818	5,205,968
Sportng Goods, Hobby, Musical Inst Stores-4511	4,894,847	853,815	4,041,032
Sporting Goods Stores-45111	2,443,449	394,285	2,049,164
Hobby, Toys and Games Stores-45112	1,529,397	289,604	1,239,793
Sew/Needlework/Piece Goods Stores-45113	502,689	44,166	458,523
Musical Instrument and Supplies Stores-45114	419,312	125,759	293,553
Book, Periodical and Music Stores-4512	1,488,939	324,003	1,164,936
Book Stores and News Dealers-45121	1,237,090	262,491	974,599
Book Stores-451211	1,132,109	195,988	936,121
News Dealers and Newsstands-451212	104,981	66,503	38,478
Prerecorded Tapes, CDs, Record Stores-45122	251,850	61,512	190,338
General Merchandise Stores-452	42,278,473	29,595,781	12,682,692
Department Stores Excl Leased Depts-4521	17,097,117	0	17,097,117
Other General Merchandise Stores-4529	25,181,356	29,595,781	(4,414,425)
Miscellaneous Store Retailers-453	8,803,735	11,737,427	(2,933,692)
Florists-4531	416,957	0	416,957
Office Supplies, Stationery, Gift Stores-4532	2,797,998	0	2,797,998
Office Supplies and Stationery Stores-45321	1,533,395	0	1,533,395
Gift, Novelty and Souvenir Stores-45322	1,264,603	0	1,264,603
Used Merchandise Stores-4533	833,510	0	833,510
Other Miscellaneous Store Retailers-4539	4,755,270	11,737,427	(6,982,157)
Non-Store Retailers-454	25,427,042	11,637,861	13,789,181
Foodservice and Drinking Places-722	33,926,376	37,169,909	(3,243,533)
Full-Service Restaurants-7221	15,777,910	20,540,008	(4,762,098)

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RMP Opportunity Gap - Retail Stores

River Rd & Main St, Boerne, TX 78006

Radius 2: , 0.00 - 5.00 Miles, Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	13,808,378	11,902,217	1,906,161
Special Foodservices-7223	2,680,555	3,850,540	(1,169,985)
Drinking Places -Alcoholic Beverages-7224	1,659,532	877,144	782,388
GAFO *	79,251,829	62,767,263	16,484,566
General Merchandise Stores-452	42,278,473	29,595,781	12,682,692
Clothing and Clothing Accessories Stores-448	15,022,484	13,275,736	1,746,748
Furniture and Home Furnishings Stores-442	6,748,687	8,073,907	(1,325,220)
Electronics and Appliance Stores-443	6,020,400	10,644,022	(4,623,622)
Sporting Goods, Hobby, Book, Music Stores-451	6,383,786	1,177,818	5,205,968
Office Supplies, Stationery, Gift Stores-4532	2,797,998	0	2,797,998

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RMP Opportunity Gap - Retail Stores

River Rd & Main St, Boerne, TX 78006

Radius 3: , 0.00 - 10.00 Miles, Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	881,910,397	1,249,139,953	(367,229,556)
Motor Vehicle and Parts Dealers-441	152,079,849	721,965,442	(569,885,593)
Automotive Dealers-4411	129,878,536	545,174,741	(415,296,205)
Other Motor Vehicle Dealers-4412	8,727,515	176,790,701	(168,063,186)
Automotive Parts/Accsrs, Tire Stores-4413	13,473,798	0	13,473,798
Furniture and Home Furnishings Stores-442	19,358,650	11,817,586	7,541,064
Furniture Stores-4421	10,704,788	0	10,704,788
Home Furnishing Stores-4422	8,653,861	11,817,586	(3,163,725)
Electronics and Appliance Stores-443	17,023,349	11,917,649	5,105,700
Appliances, TVs, Electronics Stores-44311	12,593,396	9,821,572	2,771,824
Household Appliances Stores-443111	2,270,400	146,903	2,123,497
Radio, Television, Electronics Stores-443112	10,322,997	9,674,669	648,328
Computer and Software Stores-44312	3,959,484	2,096,077	1,863,407
Camera and Photographic Equipment Stores-44313	470,470	0	470,470
Building Material, Garden Equip Stores -444	91,007,052	116,969,673	(25,962,621)
Building Material and Supply Dealers-4441	81,974,534	104,783,273	(22,808,739)
Home Centers-44411	33,137,398	63,741,344	(30,603,946)
Paint and Wallpaper Stores-44412	1,456,309	0	1,456,309
Hardware Stores-44413	8,050,816	0	8,050,816
Other Building Materials Dealers-44419	39,330,011	41,041,929	(1,711,918)
Building Materials, Lumberyards-444191	15,318,703	16,047,396	(728,693)
Lawn, Garden Equipment, Supplies Stores-4442	9,032,517	12,186,401	(3,153,884)
Outdoor Power Equipment Stores-44421	1,048,982	0	1,048,982
Nursery and Garden Centers-44422	7,983,535	12,186,401	(4,202,866)
Food and Beverage Stores-445	106,557,605	170,448,105	(63,890,500)
Grocery Stores-4451	91,742,888	151,085,673	(59,342,785)
Supermarkets, Grocery (Ex Conv) Stores-44511	87,314,861	131,054,700	(43,739,839)
Convenience Stores-44512	4,428,027	20,030,973	(15,602,946)
Specialty Food Stores-4452	7,583,644	11,021,839	(3,438,195)
Beer, Wine and Liquor Stores-4453	7,231,074	8,340,593	(1,109,519)
Health and Personal Care Stores-446	50,300,619	10,554,346	39,746,273
Pharmancies and Drug Stores-44611	39,540,503	7,877,449	31,663,054
Cosmetics, Beauty Supplies, Perfume Stores-44612	3,513,233	655,016	2,858,217
Optical Goods Stores-44613	2,788,491	710,159	2,078,332
Other Health and Personal Care Stores-44619	4,458,393	1,311,722	3,146,671

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RMP Opportunity Gap - Retail Stores

River Rd & Main St, Boerne, TX 78006

Radius 3: , 0.00 - 10.00 Miles, Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	87,329,410	56,333,138	30,996,272
Gasoline Stations With Conv Stores-44711	62,986,072	40,480,001	22,506,071
Other Gasoline Stations-44719	24,343,338	15,853,137	8,490,201
Clothing and Clothing Accessories Stores-448	43,382,814	15,978,721	27,404,093
Clothing Stores-4481	31,820,139	14,481,199	17,338,940
Men's Clothing Stores-44811	1,770,975	780,787	990,188
Women's Clothing Stores-44812	7,016,074	3,041,531	3,974,543
Childrens, Infants Clothing Stores-44813	2,138,654	1,506,308	632,346
Family Clothing Stores-44814	16,695,390	7,475,579	9,219,811
Clothing Accessories Stores-44815	1,383,121	127,793	1,255,328
Other Clothing Stores-44819	2,815,925	1,549,201	1,266,724
Shoe Stores-4482	4,605,985	0	4,605,985
Jewelry, Luggage, Leather Goods Stores-4483	6,956,690	1,497,523	5,459,167
Jewelry Stores-44831	6,561,200	1,069,893	5,491,307
Luggage and Leather Goods Stores-44832	395,490	427,630	(32,140)
Sporting Goods, Hobby, Book, Music Stores-451	17,673,348	7,890,169	9,783,179
Sportng Goods, Hobby, Musical Inst Stores-4511	13,301,342	5,881,678	7,419,664
Sporting Goods Stores-45111	6,802,559	5,371,357	1,431,202
Hobby, Toys and Games Stores-45112	3,976,355	331,725	3,644,630
Sew/Needlework/Piece Goods Stores-45113	1,396,210	52,837	1,343,373
Musical Instrument and Supplies Stores-45114	1,126,217	125,759	1,000,458
Book, Periodical and Music Stores-4512	4,372,006	2,008,491	2,363,515
Book Stores and News Dealers-45121	3,680,196	1,894,723	1,785,473
Book Stores-451211	3,401,641	1,828,220	1,573,421
News Dealers and Newsstands-451212	278,554	66,503	212,051
Prerecorded Tapes, CDs, Record Stores-45122	691,810	113,767	578,043
General Merchandise Stores-452	112,490,123	36,356,595	76,133,528
Department Stores Excl Leased Depts-4521	46,809,113	4,503,679	42,305,434
Other General Merchandise Stores-4529	65,681,010	31,852,916	33,828,094
Miscellaneous Store Retailers-453	23,934,429	15,440,917	8,493,512
Florists-4531	1,260,559	12,499	1,248,060
Office Supplies, Stationery, Gift Stores-4532	8,084,034	584,876	7,499,158
Office Supplies and Stationery Stores-45321	4,483,170	428,676	4,054,494
Gift, Novelty and Souvenir Stores-45322	3,600,864	156,200	3,444,664
Used Merchandise Stores-4533	2,437,583	73,354	2,364,229
Other Miscellaneous Store Retailers-4539	12,152,253	14,770,188	(2,617,935)
Non-Store Retailers-454	68,745,368	19,453,775	49,291,593
Foodservice and Drinking Places-722	92,027,779	54,013,836	38,013,943
Full-Service Restaurants-7221	42,995,138	26,312,073	16,683,065

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RMP Opportunity Gap - Retail Stores

River Rd & Main St, Boerne, TX 78006

Radius 3: , 0.00 - 10.00 Miles, Total

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	37,307,432	21,332,128	15,975,304
Special Foodservices-7223	7,272,232	4,272,154	3,000,078
Drinking Places -Alcoholic Beverages-7224	4,452,978	2,097,481	2,355,497
GAFO *	218,012,319	84,545,596	133,466,723
General Merchandise Stores-452	112,490,123	36,356,595	76,133,528
Clothing and Clothing Accessories Stores-448	43,382,814	15,978,721	27,404,093
Furniture and Home Furnishings Stores-442	19,358,650	11,817,586	7,541,064
Electronics and Appliance Stores-443	17,023,349	11,917,649	5,105,700
Sporting Goods, Hobby, Book, Music Stores-451	17,673,348	7,890,169	9,783,179
Office Supplies, Stationery, Gift Stores-4532	8,084,034	584,876	7,499,158

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Nielsen' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

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