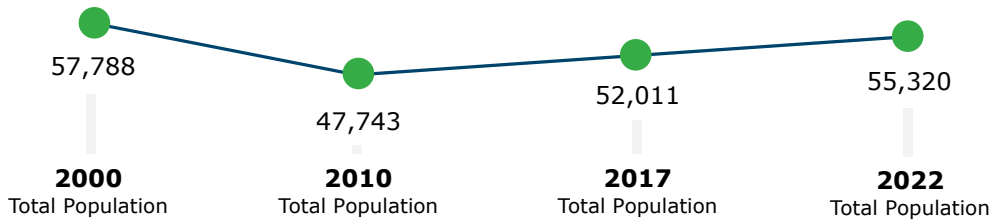


MARKET PROFILE: GALVESTON, TX



POPULATION



2017-2022
Annual Growth Rate
1.24 %

NOTE: The population in Galveston saw a dip of approx. 17% from the 2000 to the 2010 Census, primarily due to Hurricane Ike. Galveston's population has slowly increased, and is expected to continue at a rate of 1.24% between 2017 and 2022, putting it close to its population prior to Hurricane Ike.

Population by AGE	2010	2017	2022
Total	47,743	52,011	55,322
0 - 4	5.9%	5.4%	5.4%
5 - 9	5.2%	5.1%	4.9%
10 - 14	4.9%	4.8%	4.9%
15 - 24	16.5%	14.5%	13.8%
25 - 34	13.6%	15.1%	14.8%
35 - 44	11.1%	11.0%	11.6%
45 - 54	15.8%	12.8%	11.1%
55 - 64	13.5%	14.5%	13.7%
65 - 74	7.6%	10.0%	12.0%
75 - 84	4.4%	4.7%	5.8%
85 +	1.6%	2.0%	2.1%
18 +	80.7%	81.9%	82.0%

Population by SEX	2010	2017	2022
Males	24,390	26,515	28,041
Females	23,353	25,496	27,281

Median Age	2010	2017	2022
	38.7	39.3	40.1

NOTE: Over 80% of Galveston's population is over the age of 18 and is an average of 39.1 years old, which is set to slightly increase to 40.1 by 2022.

Population by RACE/ETHNICITY	2010	2017	2022
Total	47,743	52,012	55,319
White Alone	62.5%	61.4%	60.9%
Black Alone	19.2%	18.2%	17.3%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	3.2%	3.6%	4.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	11.0%	12.2%	12.8%
Two or More Races	3.3%	3.8%	4.2%
Hispanic Origin	31.3%	34.2%	36.4%

	2010	2017	2022
Diversity Index	75.6	77.4	78.4

NOTE: Galveston continues to enjoy a very diverse ethnic population, however since the 2010 census, the African American population has slightly decreased from 19.2% of the population to 18.2% of the population and is forecasted to decrease to 17.3% in 2022.



INCOME

Median Household Income			Per Capita Income		Average Household Income	
2010	2017	2022	2017	2022	2017	2022
\$36,165	\$39,347	\$43,172	\$27,687	\$31,317	\$63,177	\$71,851

NOTE: The Household income is expected to increase from 2017 to 2022. It is currently \$39,347 and expected to increase to \$43,172 by 2022. However, average household income is currently \$63,177 and expected to increase to \$71,851 in 2022.

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

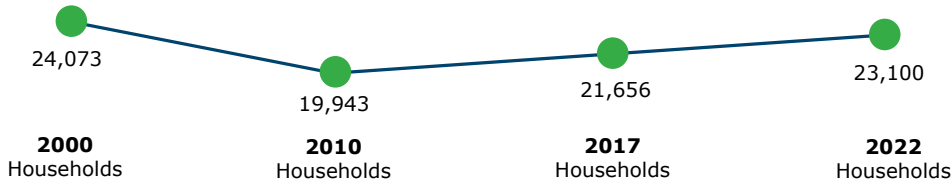
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Prepared by



MARKET PROFILE: GALVESTON, TX

HOUSEHOLDS



2017-2022
Annual HH
Growth Rate
1.30 %

2000 AVG Household
Size 2.30

2010 AVG Household
Size 2.27

2017 AVG Household
Size 2.27

2022 AVG Household
Size 2.27

2010 Families
10,779

2017 Families
11,465

2022 Families
12,131

2017-2022
Annual
FAMILY
Growth Rate

2010 Average Family Size
3.02

2017 Average Family Size
3.04

2022 Average Family Size
3.06

1.14 %

NOTE: The 2000 census showed over 24,000 households in Galveston, however, that number dropped during the 2010 Census, primarily due to the displacement of residents caused from Hurricane Ike in 2008. While the number of households in 2017 was estimated at 21,656, annual growth is expected to be 1.3% over the next 5 years. The average household size is 2.27 while the average family size is 3.06.



HOUSING UNIT Summary

	2000	2010	2017	2022
Housing Units	30,909	32,368	34,594	36,740
Owner Occupied Housing Units	34.3%	29.5%	27.7%	27.3%
Renter Occupied Housing Units	43.6%	32.1%	34.9%	35.6%
Vacant Housing Units	22.1%	38.4%	37.4%	37.1%

NOTE:

Galveston has a higher than average rate of renters vs home owners, mostly due to the high number of service sector workforce and higher home values.

Much of Galveston's housing stock has been either demolished and rebuilt or has been remodeled since Hurricane Ike hit in 2008.



HOUSING VALUES

	2017	2022
Median Home Value	\$171,879	\$212,205
Average Home Value	\$229,857	\$282,712

NOTE:

While the average home value in 2017 was **\$229,857**, the typical quality of homes in this price range are considered to be very lacking. Comparing the average household income of **\$63,177** with the average home value of **\$229,857**, this ratio would not satisfy the standard income to home value ratio recommended by mortgage lenders

Owner Occupied HOUSING Units by VALUE

	2017	2022
Total	9,559	10,004
<\$50,000	6.1%	4.8%
\$50,000 - \$99,999	18.4%	13.4%
\$100,000 - \$149,999	18.3%	13.6%
\$150,000 - \$199,999	16.5%	15.3%
\$200,000 - \$249,999	11.5%	11.9%
\$250,000 - \$299,999	8.0%	10.2%
\$300,000 - \$399,999	6.2%	8.2%
\$400,000 - \$499,999	7.6%	10.9%
\$500,000 - \$749,999	4.2%	6.3%
\$750,000 - \$999,999	1.7%	3.0%
\$1,000,000 +	1.4%	2.3%

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 09, 2018

MARKET PROFILE: GALVESTON, TX



EDUCATIONAL ATTAINMENT

Population 25+ 2017

Total	36,464
Less than 9th Grade	7.3%
9th - 12th Grade, No Diploma	9.9%
High School Graduate	20.6%
GED/Alternative Credential	4.6%
Some College, No Degree	21.8%
Associate Degree	6.5%
Bachelor's Degree	16.2%
Graduate/Professional Degree	13.1%

Population 15+ by Marital Status 2017

Total	44,023
Never Married	40.7%
Married	39.1%
Widowed	6.6%
Divorced	13.6%



LABOR FORCE

Civilian Population 16+ in Labor Force 2017

Civilian Employed	91.1%
Civilian Unemployed (Unemployment Rate)	8.9%

2017 Total Daytime Population

73,615

Residents 28,723

Workers 44,892

Employed Population 16+ by Industry 2017

Total	22,170
Agriculture/Mining	1.1%
Construction	6.9%
Manufacturing	3.4%
Wholesale Trade	1.2%
Retail Trade	9.2%
Transportation/Utilities	5.6%
Information	0.9%
Finance/Insurance/Real Estate	5.6%
Services	62.7%
Public Administration	3.4%

Employed Population 16+ by Occupation 2017

Total **22,171**



White Collar 55.2%

Management/Business/Financial	10.9%
Professional	23.7%
Sales	8.8%
Administrative Support	11.8%



Services 27.2%



Blue Collar 17.6%

Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	2.8%
Production	4.0%
Transportation/Material Moving	5.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

MARKET PROFILE: GALVESTON, TX

Top 3 Tapestry Segments

- 1. Old and Newcomers (8F) 17.6% of households**
 Part of the **Middle Ground Life Mode** - Singles' lifestyle on a budget; residents have strong sense of community (volunteer for charities, help fundraise, recycle); prefer cell phones to landlines; entertainment features internet, watching movies at home, listening to music and reading paper; vehicles are just means of transportation; food features convenience (frozen and fast food); banking is likely in person and online. Housing is typically single family or multi family with higher amount of renters vs home owners; most are either just beginning career or retiring
- 2. Set to Impress (11D) 12.8% of households**
 Part of **Midtown Singles LifeMode** - Millennials on the move; single, diverse, urban
- 3. Young and Restless (11B) 7.5% of households**
 Part of the **Midtown Singles Life Mode** - Singles' lifestyle on a budget; residents have strong sense of community (volunteer for charities, help fundraise, recycle); prefer cell phones to landlines; entertainment features internet,



2017 CONSUMER SPENDING

	Total \$	Average Spent	Spending Potential Index
Apparel & Services:	\$37,262,496	\$1,720.65	80
Education:	\$25,150,983	\$1,161.39	80
Entertainment/Recreation:	\$53,274,889	\$2,460.05	79
Food at Home:	\$90,290,790	\$4,169.32	83
Food Away from Home:	\$58,729,219	\$2,711.91	81
Health Care:	\$94,773,543	\$4,376.32	78
HH Furnishings & Equipment:	\$33,329,618	\$1,539.05	79
Personal Care Products & Services:	\$13,717,420	\$633.42	80
Shelter:	\$286,970,263	\$13,251.31	82
Support Pmts/Cash Contributions/ Gifts inKind:	\$39,264,814	\$1,813.11	77
Travel:	\$33,270,837	\$1,536.33	74
Vehicle Maintenance & Repairs:	\$18,656,076	\$861.47	80

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

TRANSPORTATION TO WORK: GALVESTON

Prepared by Esri

WORKERS



21,486

ACS Workers Age 16+



69.8%

Drove Alone to Work



3.2%

Took Public Transportation



10.4%

Carpooled



5.9%

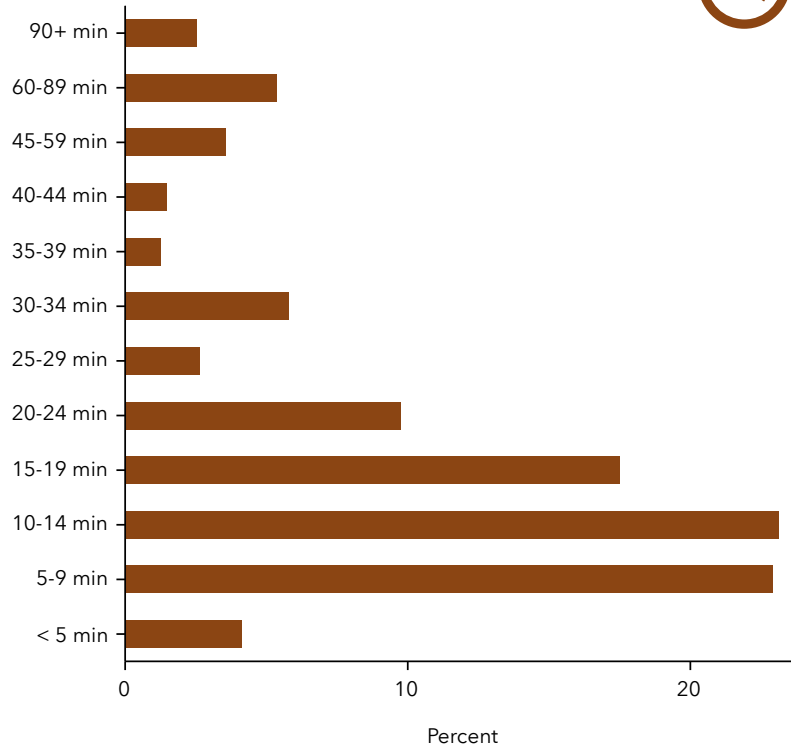
Walked to Work



3.1%

Bike to Work

AVERAGE TRAVEL TIME TO WORK



This infographic provides information about how population age 16+ travels to work. This data comes from the the American Community Survey (ACS) from the US Census Bureau.

Read an in-depth analysis of the ACS from Esri's data team at:

www.esri.com/software/american-community-survey



Retail Market Potential - GALVESTON, TX

Galveston City, TX
Geography: Place

Prepared by Esri


Demographic Summary	2017	2022
Population	52,011	55,320
Population 18+	42,573	45,366
Households	21,656	23,100
Median Household Income	\$39,347	\$43,172

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	19,119	44.9%	94
Bought any women's clothing in last 12 months	17,527	41.2%	95
Bought clothing for child <13 years in last 6 months	10,673	25.1%	91
Bought any shoes in last 12 months	21,801	51.2%	95
Bought costume jewelry in last 12 months	8,196	19.3%	101
Bought any fine jewelry in last 12 months	7,386	17.3%	96
Bought a watch in last 12 months	6,396	15.0%	99
Automobiles (Households)			
HH owns/leases any vehicle	17,442	80.5%	94
HH bought/leased new vehicle last 12 mo	1,662	7.7%	78
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	34,691	81.5%	96
Bought/changed motor oil in last 12 months	19,998	47.0%	97
Had tune-up in last 12 months	11,450	26.9%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	27,401	64.4%	97
Drank regular cola in last 6 months	19,817	46.5%	106
Drank beer/ale in last 6 months	17,758	41.7%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	8,438	19.8%	93
Own digital SLR camera/camcorder	3,119	7.3%	88
Printed digital photos in last 12 months	5,410	12.7%	91
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	15,732	37.0%	102
Have a smartphone	27,002	63.4%	95
Have a smartphone: Android phone (any brand)	14,067	33.0%	104
Have a smartphone: Apple iPhone	10,989	25.8%	84
Number of cell phones in household: 1	8,712	40.2%	126
Number of cell phones in household: 2	7,594	35.1%	93
Number of cell phones in household: 3+	4,169	19.3%	74
HH has cell phone only (no landline telephone)	11,742	54.2%	120
Computers (Households)			
HH owns a computer	14,976	69.2%	91
HH owns desktop computer	8,029	37.1%	87
HH owns laptop/notebook	10,793	49.8%	90
HH owns any Apple/Mac brand computer	2,658	12.3%	80
HH owns any PC/non-Apple brand computer	13,197	60.9%	92
HH purchased most recent computer in a store	7,156	33.0%	88
HH purchased most recent computer online	2,522	11.6%	89
Spent <\$500 on most recent home computer	3,345	15.4%	101
Spent \$500-\$999 on most recent home computer	3,447	15.9%	87
Spent \$1,000-\$1,499 on most recent home computer	1,625	7.5%	82
Spent \$1,500-\$1,999 on most recent home computer	730	3.4%	79
Spent \$2,000+ on most recent home computer	606	2.8%	79

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

Retail Market Potential - GALVESTON, TX

Galveston City, TX
Geography: Place

Prepared by Esri


Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	20,859	49.0%	98
Bought brewed coffee at convenience store in last 30 days	6,633	15.6%	100
Bought cigarettes at convenience store in last 30 days	6,204	14.6%	120
Bought gas at convenience store in last 30 days	15,059	35.4%	104
Spent at convenience store in last 30 days: <\$20	3,221	7.6%	96
Spent at convenience store in last 30 days: \$20-\$39	3,913	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	3,321	7.8%	103
Spent at convenience store in last 30 days: \$51-\$99	2,114	5.0%	107
Spent at convenience store in last 30 days: \$100+	10,354	24.3%	104
Entertainment (Adults)			
Attended a movie in last 6 months	24,100	56.6%	96
Went to live theater in last 12 months	5,439	12.8%	98
Went to a bar/night club in last 12 months	7,447	17.5%	104
Dined out in last 12 months	17,371	40.8%	90
Gambled at a casino in last 12 months	5,268	12.4%	89
Visited a theme park in last 12 months	6,499	15.3%	85
Viewed movie (video-on-demand) in last 30 days	6,544	15.4%	84
Viewed TV show (video-on-demand) in last 30 days	4,521	10.6%	81
Watched any pay-per-view TV in last 12 months	4,352	10.2%	82
Downloaded a movie over the Internet in last 30 days	3,289	7.7%	93
Downloaded any individual song in last 6 months	8,694	20.4%	96
Watched a movie online in the last 30 days	8,287	19.5%	103
Watched a TV program online in last 30 days	7,599	17.8%	105
Played a video/electronic game (console) in last 12 months	4,700	11.0%	111
Played a video/electronic game (portable) in last 12 months	2,194	5.2%	115
Financial (Adults)			
Have home mortgage (1st)	10,158	23.9%	78
Used ATM/cash machine in last 12 months	19,347	45.4%	91
Own any stock	2,742	6.4%	89
Own U.S. savings bond	1,891	4.4%	86
Own shares in mutual fund (stock)	2,588	6.1%	83
Own shares in mutual fund (bonds)	1,873	4.4%	87
Have interest checking account	9,814	23.1%	85
Have non-interest checking account	12,298	28.9%	98
Have savings account	20,919	49.1%	90
Have 401K retirement savings plan	5,271	12.4%	84
Own/used any credit/debit card in last 12 months	29,784	70.0%	93
Avg monthly credit card expenditures: <\$111	5,083	11.9%	99
Avg monthly credit card expenditures: \$111-\$225	2,817	6.6%	93
Avg monthly credit card expenditures: \$226-\$450	2,630	6.2%	94
Avg monthly credit card expenditures: \$451-\$700	1,876	4.4%	83
Avg monthly credit card expenditures: \$701-\$1,000	1,677	3.9%	85
Avg monthly credit card expenditures: \$1,001+	3,111	7.3%	79
Did banking online in last 12 months	13,795	32.4%	89
Did banking on mobile device in last 12 months	6,873	16.1%	93
Paid bills online in last 12 months	16,765	39.4%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

Retail Market Potential - GALVESTON, TX

Galveston City, TX
Geography: Place

Prepared by Esri


Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	14,694	67.9%	97
Used bread in last 6 months	20,242	93.5%	100
Used chicken (fresh or frozen) in last 6 months	14,505	67.0%	97
Used turkey (fresh or frozen) in last 6 months	3,250	15.0%	95
Used fish/seafood (fresh or frozen) in last 6 months	11,700	54.0%	99
Used fresh fruit/vegetables in last 6 months	18,426	85.1%	98
Used fresh milk in last 6 months	18,629	86.0%	98
Used organic food in last 6 months	4,231	19.5%	95
Health (Adults)			
Exercise at home 2+ times per week	11,515	27.0%	93
Exercise at club 2+ times per week	5,126	12.0%	90
Visited a doctor in last 12 months	30,944	72.7%	96
Used vitamin/dietary supplement in last 6 months	21,464	50.4%	96
Home (Households)			
Any home improvement in last 12 months	5,005	23.1%	85
Used housekeeper/maid/professional HH cleaning service in last 12	2,548	11.8%	88
Purchased low ticket HH furnishings in last 12 months	3,401	15.7%	97
Purchased big ticket HH furnishings in last 12 months	4,402	20.3%	95
Bought any small kitchen appliance in last 12 months	4,750	21.9%	99
Bought any large kitchen appliance in last 12 months	2,496	11.5%	91
Insurance (Adults/Households)			
Currently carry life insurance	16,479	38.7%	89
Carry medical/hospital/accident insurance	27,814	65.3%	95
Carry homeowner insurance	16,116	37.9%	81
Carry renter's insurance	4,432	10.4%	119
Have auto insurance: 1 vehicle in household covered	7,842	36.2%	116
Have auto insurance: 2 vehicles in household covered	5,386	24.9%	87
Have auto insurance: 3+ vehicles in household covered	3,294	15.2%	70
Pets (Households)			
Household owns any pet	10,362	47.8%	88
Household owns any cat	4,440	20.5%	91
Household owns any dog	7,290	33.7%	81
Psychographics (Adults)			
Buying American is important to me	17,626	41.4%	100
Usually buy items on credit rather than wait	5,085	11.9%	97
Usually buy based on quality - not price	7,699	18.1%	98
Price is usually more important than brand name	10,981	25.8%	97
Usually use coupons for brands I buy often	8,387	19.7%	108
Am interested in how to help the environment	7,135	16.8%	102
Usually pay more for environ safe product	5,734	13.5%	100
Usually value green products over convenience	4,982	11.7%	108
Likely to buy a brand that supports a charity	14,807	34.8%	99
Reading (Adults)			
Bought digital book in last 12 months	5,383	12.6%	89
Bought hardcover book in last 12 months	8,265	19.4%	95
Bought paperback book in last 12 month	12,166	28.6%	96
Read any daily newspaper (paper version)	10,374	24.4%	101
Read any digital newspaper in last 30 days	13,813	32.4%	95
Read any magazine (paper/electronic version) in last 6 months	38,010	89.3%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

May 09, 2018

Retail Market Potential - GALVESTON, TX

Galveston City, TX
Geography: Place

Prepared by Esri



Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	30,648	72.0%	96
Went to family restaurant/steak house: 4+ times a month	11,366	26.7%	97
Went to fast food/drive-in restaurant in last 6 months	38,195	89.7%	100
Went to fast food/drive-in restaurant 9+ times/mo	16,697	39.2%	100
Fast food/drive-in last 6 months: eat in	15,193	35.7%	98
Fast food/drive-in last 6 months: home delivery	3,344	7.9%	102
Fast food/drive-in last 6 months: take-out/drive-thru	19,358	45.5%	99
Fast food/drive-in last 6 months: take-out/walk-in	8,473	19.9%	99
Television & Electronics (Adults/Households)			
Own any tablet	12,557	29.5%	87
Own any e-reader	3,425	8.0%	93
Own e-reader/tablet: iPad	7,023	16.5%	80
HH has Internet connectable TV	3,726	17.2%	86
Own any portable MP3 player	10,971	25.8%	92
HH owns 1 TV	5,267	24.3%	117
HH owns 2 TVs	5,760	26.6%	102
HH owns 3 TVs	4,191	19.4%	90
HH owns 4+ TVs	3,162	14.6%	80
HH subscribes to cable TV	11,430	52.8%	110
HH subscribes to fiber optic	1,236	5.7%	71
HH owns portable GPS navigation device	4,859	22.4%	83
HH purchased video game system in last 12 mos	1,457	6.7%	87
HH owns Internet video device for TV	2,023	9.3%	84
Travel (Adults)			
Domestic travel in last 12 months	18,789	44.1%	87
Took 3+ domestic non-business trips in last 12 months	4,201	9.9%	89
Spent on domestic vacations in last 12 months: <\$1,000	4,566	10.7%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,262	5.3%	93
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,281	3.0%	82
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,345	3.2%	83
Spent on domestic vacations in last 12 months: \$3,000+	1,892	4.4%	78
Domestic travel in the 12 months: used general travel website	2,468	5.8%	83
Foreign travel in last 3 years	8,059	18.9%	78
Took 3+ foreign trips by plane in last 3 years	1,539	3.6%	82
Spent on foreign vacations in last 12 months: <\$1,000	1,501	3.5%	83
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,343	3.2%	90
Spent on foreign vacations in last 12 months: \$3,000+	1,574	3.7%	73
Foreign travel in last 3 years: used general travel website	2,060	4.8%	84
Nights spent in hotel/motel in last 12 months: any	15,017	35.3%	85
Took cruise of more than one day in last 3 years	2,974	7.0%	87
Member of any frequent flyer program	5,248	12.3%	76
Member of any hotel rewards program	5,185	12.2%	82

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

Retail Market Potential - GALVESTON, TX

Galveston City, TX
Geography: Place

Prepared by Esri



Summary Demographics

2017 Population	52,011
2017 Households	21,656
2017 Median Disposable Income	\$34,626
2017 Per Capita Income	\$27,687

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	\$666,351,886	\$1,156,904,089	-\$490,552,203	-26.9	597
Total Retail Trade	44-45	\$600,749,221	\$990,527,880	-\$389,778,659	-24.5	365
Total Food & Drink	722	\$65,602,665	\$166,376,209	-\$100,773,544	-43.4	232

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$130,146,287	\$252,754,568	-\$122,608,281	-32.0	40
Automobile Dealers	4411	\$104,943,847	\$100,413,701	\$4,530,146	2.2	11
Other Motor Vehicle Dealers	4412	\$13,685,405	\$140,079,419	-\$126,394,014	-82.2	12
Auto Parts, Accessories & Tire Stores	4413	\$11,517,035	\$12,261,448	-\$744,413	-3.1	17
Furniture & Home Furnishings Stores	442	\$20,196,547	\$14,067,720	\$6,128,827	17.9	18
Furniture Stores	4421	\$12,017,245	\$10,074,693	\$1,942,552	8.8	9
Home Furnishings Stores	4422	\$8,179,302	\$3,993,027	\$4,186,275	34.4	9
Electronics & Appliance Stores	443	\$21,440,984	\$11,026,053	\$10,414,931	32.1	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$36,644,147	\$50,700,271	-\$14,056,124	-16.1	22
Bldg Material & Supplies Dealers	4441	\$34,483,059	\$48,761,706	-\$14,278,647	-17.2	17
Lawn & Garden Equip & Supply Stores	4442	\$2,161,088	\$1,938,565	\$222,523	5.4	5
Food & Beverage Stores	445	\$111,049,689	\$206,419,128	-\$95,369,439	-30.0	69
Grocery Stores	4451	\$100,845,142	\$182,308,514	-\$81,463,372	-28.8	44
Specialty Food Stores	4452	\$4,728,000	\$7,949,760	-\$3,221,760	-25.4	14
Beer, Wine & Liquor Stores	4453	\$5,476,547	\$16,160,854	-\$10,684,307	-49.4	11
Health & Personal Care Stores	446,4461	\$35,560,098	\$32,911,305	\$2,648,793	3.9	23
Gasoline Stations	447,4471	\$61,336,123	\$96,259,379	-\$34,923,256	-22.2	27
Clothing & Clothing Accessories Stores	448	\$26,625,135	\$15,198,160	\$11,426,975	27.3	34
Clothing Stores	4481	\$17,757,690	\$9,088,232	\$8,669,458	32.3	24
Shoe Stores	4482	\$3,695,488	\$1,743,876	\$1,951,612	35.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$5,171,957	\$4,366,052	\$805,905	8.4	8
Sporting Goods, Hobby, Book & Music Stores	451	\$20,080,381	\$23,532,021	-\$3,451,640	-7.9	29
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,813,301	\$22,577,081	-\$4,763,780	-11.8	27
Book, Periodical & Music Stores	4512	\$2,267,080	\$954,940	\$1,312,140	40.7	2
General Merchandise Stores	452	\$104,324,052	\$262,733,427	-\$158,409,375	-43.2	20
Department Stores Excluding Leased Depts.	4521	\$71,799,445	\$235,567,567	-\$163,768,122	-53.3	7
Other General Merchandise Stores	4529	\$32,524,607	\$27,165,860	\$5,358,747	9.0	13
Miscellaneous Store Retailers	453	\$23,914,575	\$24,870,786	-\$956,211	-2.0	73
Florists	4531	\$951,325	\$1,619,404	-\$668,079	-26.0	8
Office Supplies, Stationery & Gift Stores	4532	\$4,980,637	\$10,668,201	-\$5,687,564	-36.3	23
Used Merchandise Stores	4533	\$3,979,073	\$3,997,944	-\$18,871	-0.2	15
Other Miscellaneous Store Retailers	4539	\$14,003,540	\$8,585,237	\$5,418,303	24.0	27
Nonstore Retailers	454	\$9,431,203	\$55,062	\$9,376,141	98.8	1
Electronic Shopping & Mail-Order Houses	4541	\$6,627,131	\$0	\$6,627,131	100.0	0
Vending Machine Operators	4542	\$551,832	\$0	\$551,832	100.0	0
Direct Selling Establishments	4543	\$2,252,240	\$55,062	\$2,197,178	95.2	1
Food Services & Drinking Places	722	\$65,602,665	\$166,376,209	-\$100,773,544	-43.4	232
Special Food Services	7223	\$757,644	\$1,263,628	-\$505,984	-25.0	6
Drinking Places - Alcoholic Beverages	7224	\$2,384,028	\$8,112,661	-\$5,728,633	-54.6	29
Restaurants/Other Eating Places	7225	\$62,460,993	\$156,999,920	-\$94,538,927	-43.1	197

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 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

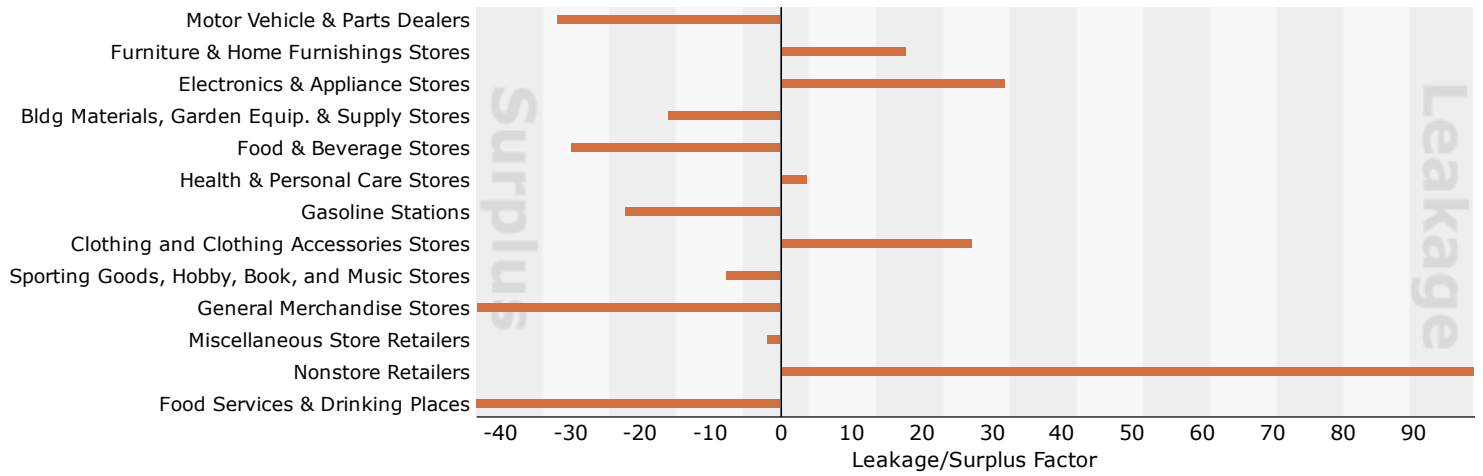
May 09, 2018

Retail Market Potential - GALVESTON, TX

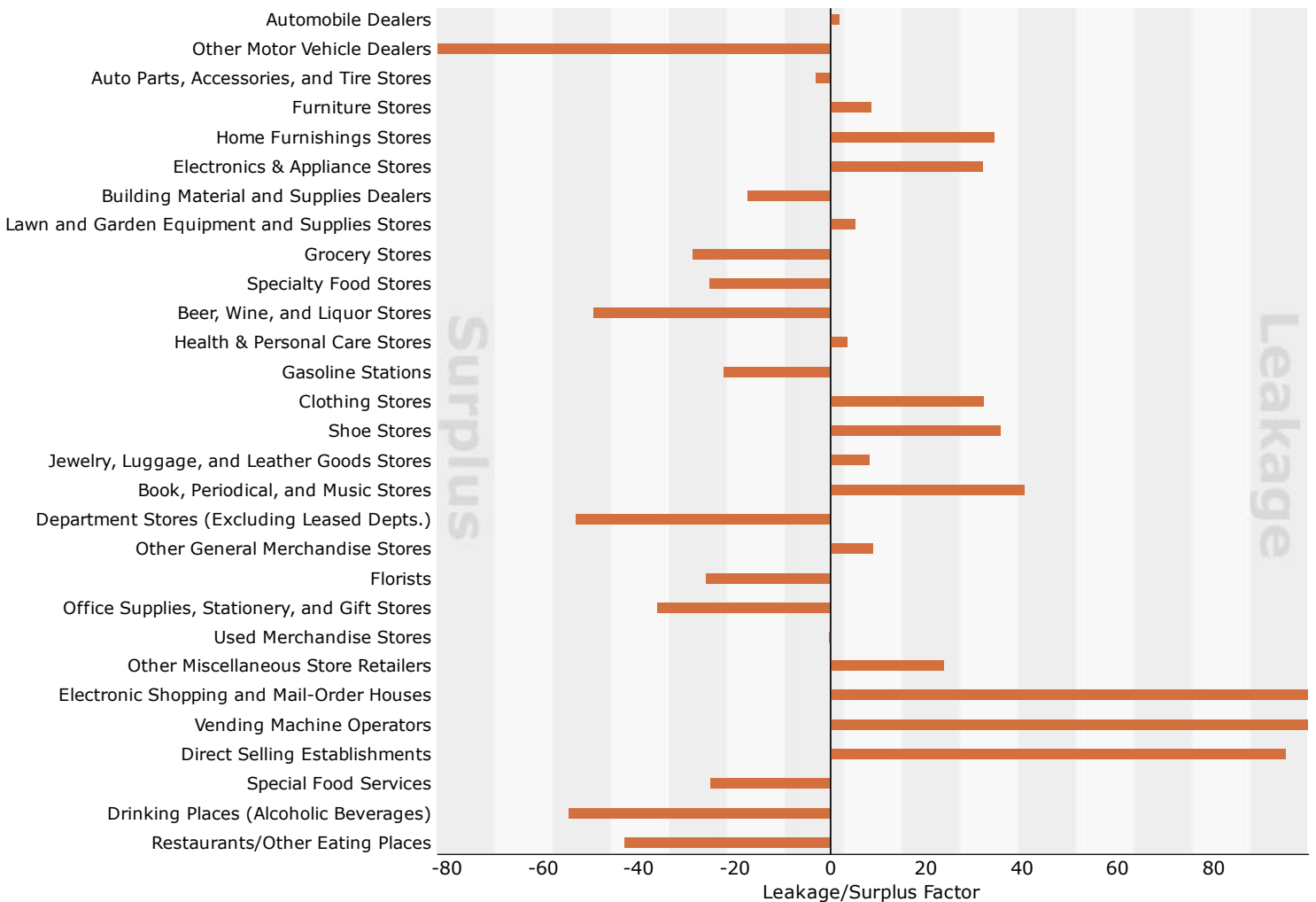
Galveston City, TX
Geography: Place

Prepared by Esri


Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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