



# Retail MarketPlace Profile

Shoppes at Rio Grande Valley  
419 E Trenton Rd, Edinburg, Texas, 78539  
Drive Time: 5 minute radius

Prepared by The Canvass Group

Latitude: 26.26144  
Longitude: -98.16832

## Summary Demographics

2018 Population	19,833
2018 Households	5,697
2018 Median Disposable Income	\$42,404
2018 Per Capita Income	\$20,753

## 2017 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	\$167,538,982	\$277,241,402	-\$109,702,420	-24.7	106
Total Retail Trade	44-45	\$150,886,229	\$252,735,030	-\$101,848,801	-25.2	75
Total Food & Drink	722	\$16,652,753	\$24,506,371	-\$7,853,618	-19.1	32

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$32,969,301	\$33,097,342	-\$128,041	-0.2	12
Automobile Dealers	4411	\$26,549,311	\$28,187,172	-\$1,637,861	-3.0	8
Other Motor Vehicle Dealers	4412	\$3,564,151	\$0	\$3,564,151	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,855,840	\$4,244,526	-\$1,388,686	-19.6	4
Furniture & Home Furnishings Stores	442	\$5,232,161	\$5,208,802	\$23,359	0.2	3
Furniture Stores	4421	\$3,040,901	\$5,157,016	-\$2,116,115	-25.8	2
Home Furnishings Stores	4422	\$2,191,260	\$0	\$2,191,260	100.0	0
Electronics & Appliance Stores	443	\$5,514,737	\$0	\$5,514,737	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,969,371	\$7,651,036	\$2,318,335	13.2	4
Bldg Material & Supplies Dealers	4441	\$9,452,233	\$7,331,937	\$2,120,296	12.6	4
Lawn & Garden Equip & Supply Stores	4442	\$517,138	\$0	\$517,138	100.0	0
Food & Beverage Stores	445	\$27,059,753	\$19,120,491	\$7,939,262	17.2	11
Grocery Stores	4451	\$24,589,196	\$14,930,548	\$9,658,648	24.4	7
Specialty Food Stores	4452	\$1,151,140	\$2,649,566	-\$1,498,426	-39.4	2
Beer, Wine & Liquor Stores	4453	\$1,319,418	\$1,540,377	-\$220,959	-7.7	2
Health & Personal Care Stores	446,4461	\$8,435,829	\$20,760,949	-\$12,325,120	-42.2	12
Gasoline Stations	447,4471	\$15,396,389	\$12,995,331	\$2,401,058	8.5	4
Clothing & Clothing Accessories Stores	448	\$6,796,637	\$9,596,262	-\$2,799,625	-17.1	7
Clothing Stores	4481	\$4,518,351	\$7,998,513	-\$3,480,162	-27.8	5
Shoe Stores	4482	\$976,089	\$1,489,393	-\$513,304	-20.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,302,198	\$108,356	\$1,193,842	84.6	1
Sporting Goods, Hobby, Book & Music Stores	451	\$5,191,804	\$26,550,911	-\$21,359,107	-67.3	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,641,565	\$26,415,543	-\$21,773,978	-70.1	3
Book, Periodical & Music Stores	4512	\$550,239	\$0	\$550,239	100.0	0
General Merchandise Stores	452	\$26,235,407	\$113,414,441	-\$87,179,034	-62.4	13
Department Stores Excluding Leased Depts.	4521	\$18,250,980	\$99,060,275	-\$80,809,295	-68.9	5
Other General Merchandise Stores	4529	\$7,984,426	\$14,354,167	-\$6,369,741	-28.5	8
Miscellaneous Store Retailers	453	\$5,890,404	\$3,814,787	\$2,075,617	21.4	5
Florists	4531	\$225,720	\$0	\$225,720	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,272,217	\$1,362,778	-\$90,561	-3.4	2
Used Merchandise Stores	4533	\$991,731	\$0	\$991,731	100.0	0
Other Miscellaneous Store Retailers	4539	\$3,400,736	\$2,366,791	\$1,033,945	17.9	2
Nonstore Retailers	454	\$2,194,436	\$0	\$2,194,436	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,637,903	\$0	\$1,637,903	100.0	0
Vending Machine Operators	4542	\$134,739	\$0	\$134,739	100.0	0
Direct Selling Establishments	4543	\$421,794	\$0	\$421,794	100.0	0
Food Services & Drinking Places	722	\$16,652,753	\$24,506,371	-\$7,853,618	-19.1	32
Special Food Services	7223	\$195,446	\$0	\$195,446	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$579,582	\$551,906	\$27,676	2.4	1
Restaurants/Other Eating Places	7225	\$15,877,725	\$23,954,465	-\$8,076,740	-20.3	30

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>

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August 21, 2018



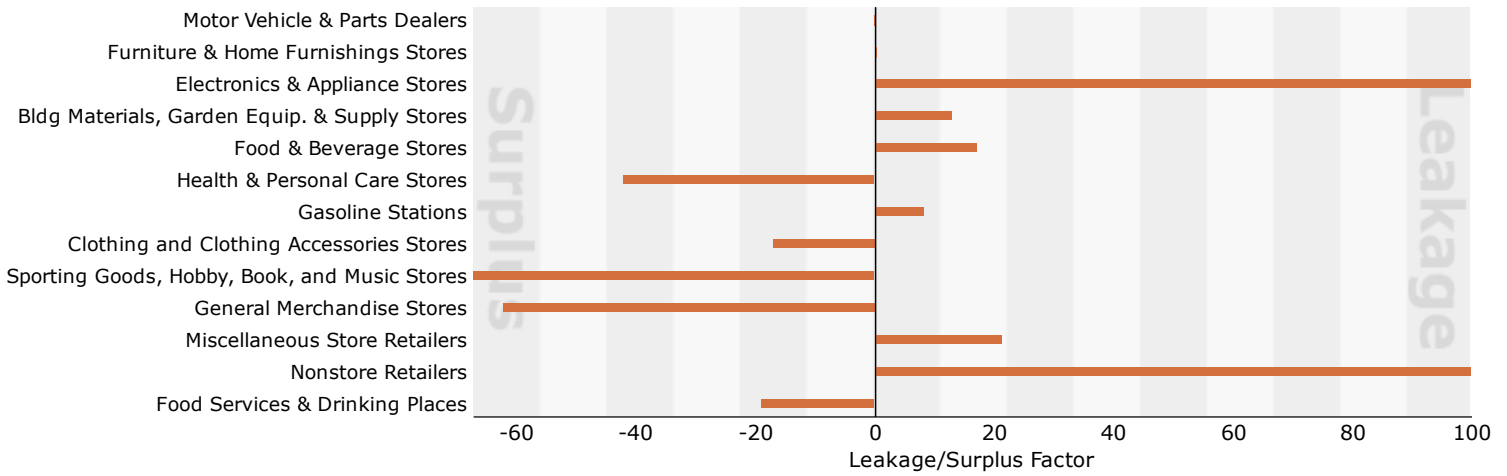
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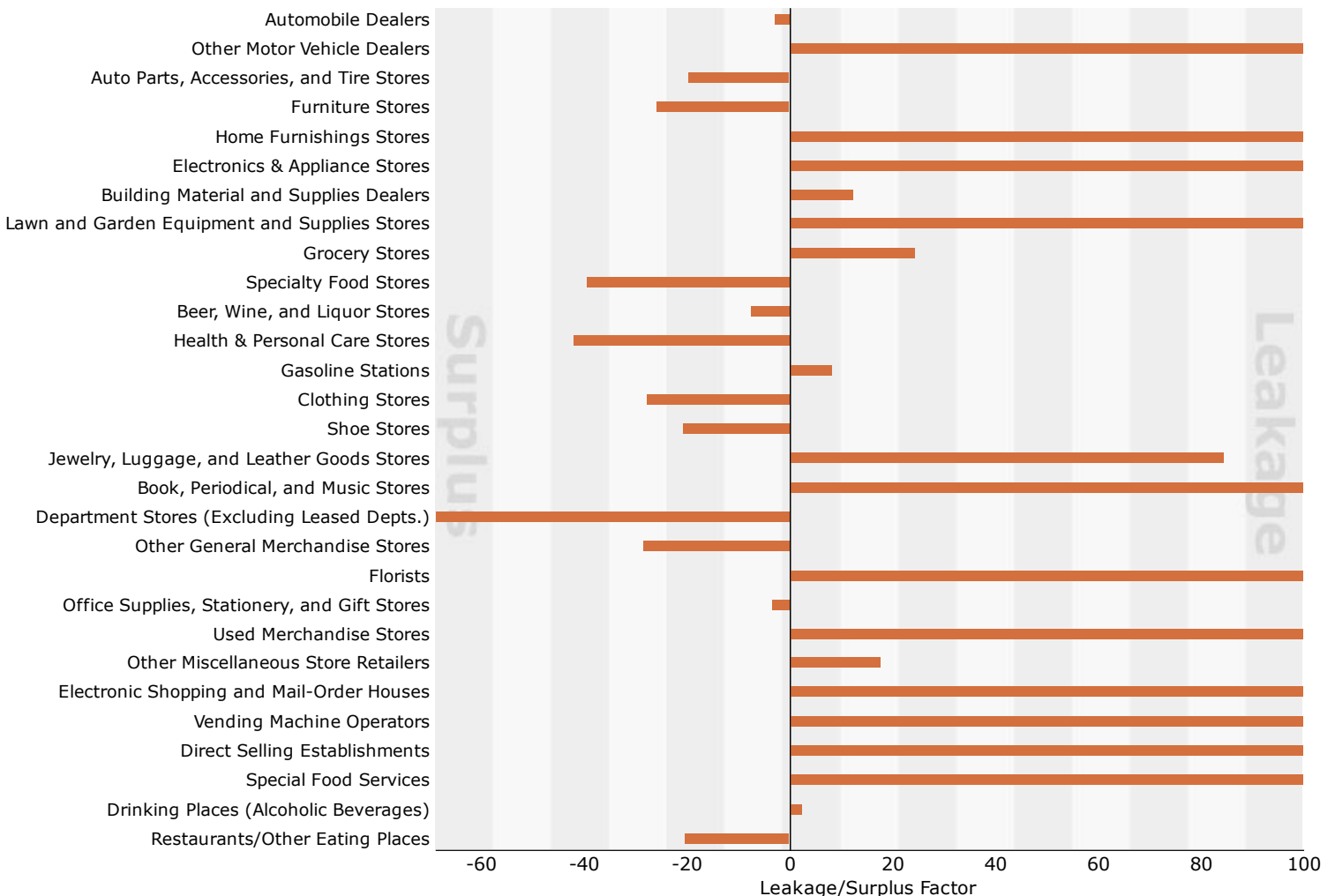
Prepared by The Canvass Group

Latitude: 26.26144  
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Shoppes at Rio Grande Valley  
419 E Trenton Rd, Edinburg, Texas, 78539  
Drive Time: 10 minute radius

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## Summary Demographics

2018 Population	141,752
2018 Households	42,326
2018 Median Disposable Income	\$38,223
2018 Per Capita Income	\$19,612

## 2017 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	\$1,255,202,001	\$2,568,162,453	-\$1,312,960,452	-34.3	1,056
Total Retail Trade	44-45	\$1,130,477,110	\$2,341,674,091	-\$1,211,196,981	-34.9	723
Total Food & Drink	722	\$124,724,891	\$226,488,362	-\$101,763,471	-29.0	333

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$245,765,584	\$405,640,577	-\$159,874,993	-24.5	141
Automobile Dealers	4411	\$198,380,047	\$324,153,950	-\$125,773,903	-24.1	84
Other Motor Vehicle Dealers	4412	\$25,991,934	\$29,842,518	-\$3,850,584	-6.9	8
Auto Parts, Accessories & Tire Stores	4413	\$21,393,602	\$51,644,110	-\$30,250,508	-41.4	49
Furniture & Home Furnishings Stores	442	\$38,979,428	\$46,630,152	-\$7,650,724	-8.9	27
Furniture Stores	4421	\$22,949,964	\$35,859,132	-\$12,909,168	-22.0	17
Home Furnishings Stores	4422	\$16,029,464	\$10,771,020	\$5,258,444	19.6	10
Electronics & Appliance Stores	443	\$40,848,329	\$74,273,615	-\$33,425,286	-29.0	21
Bldg Materials, Garden Equip. & Supply Stores	444	\$71,689,451	\$137,047,075	-\$65,357,624	-31.3	58
Bldg Material & Supplies Dealers	4441	\$67,886,582	\$129,879,639	-\$61,993,057	-31.3	50
Lawn & Garden Equip & Supply Stores	4442	\$3,802,869	\$7,167,435	-\$3,364,566	-30.7	8
Food & Beverage Stores	445	\$206,001,078	\$453,152,142	-\$247,151,064	-37.5	115
Grocery Stores	4451	\$187,263,281	\$402,141,398	-\$214,878,117	-36.5	69
Specialty Food Stores	4452	\$8,793,562	\$27,663,670	-\$18,870,108	-51.8	34
Beer, Wine & Liquor Stores	4453	\$9,944,234	\$23,347,074	-\$13,402,840	-40.3	12
Health & Personal Care Stores	446,4461	\$63,732,946	\$185,179,051	-\$121,446,105	-48.8	89
Gasoline Stations	447,4471	\$116,221,581	\$101,735,700	\$14,485,881	6.6	27
Clothing & Clothing Accessories Stores	448	\$51,045,030	\$85,230,618	-\$34,185,588	-25.1	61
Clothing Stores	4481	\$34,039,280	\$50,144,848	-\$16,105,568	-19.1	34
Shoe Stores	4482	\$7,394,185	\$30,936,524	-\$23,542,339	-61.4	15
Jewelry, Luggage & Leather Goods Stores	4483	\$9,611,565	\$4,149,246	\$5,462,319	39.7	12
Sporting Goods, Hobby, Book & Music Stores	451	\$38,684,257	\$85,804,720	-\$47,120,463	-37.9	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$34,505,160	\$78,637,398	-\$44,132,238	-39.0	22
Book, Periodical & Music Stores	4512	\$4,179,097	\$7,167,322	-\$2,988,225	-26.3	8
General Merchandise Stores	452	\$197,468,927	\$718,710,746	-\$521,241,819	-56.9	57
Department Stores Excluding Leased Depts.	4521	\$136,921,570	\$352,565,085	-\$215,643,515	-44.1	17
Other General Merchandise Stores	4529	\$60,547,356	\$366,145,662	-\$305,598,306	-71.6	40
Miscellaneous Store Retailers	453	\$43,576,239	\$44,807,201	-\$1,230,962	-1.4	87
Florists	4531	\$1,693,476	\$1,856,454	-\$162,978	-4.6	21
Office Supplies, Stationery & Gift Stores	4532	\$9,502,044	\$14,454,735	-\$4,952,691	-20.7	22
Used Merchandise Stores	4533	\$7,426,969	\$5,470,581	\$1,956,388	15.2	13
Other Miscellaneous Store Retailers	4539	\$24,953,749	\$23,025,431	\$1,928,318	4.0	31
Nonstore Retailers	454	\$16,464,263	\$3,462,493	\$13,001,770	65.2	9
Electronic Shopping & Mail-Order Houses	4541	\$12,263,281	\$1,879,828	\$10,383,453	73.4	4
Vending Machine Operators	4542	\$1,028,809	\$539,337	\$489,472	31.2	2
Direct Selling Establishments	4543	\$3,172,173	\$1,043,328	\$2,128,845	50.5	3
Food Services & Drinking Places	722	\$124,724,891	\$226,488,362	-\$101,763,471	-29.0	333
Special Food Services	7223	\$1,450,034	\$379,432	\$1,070,602	58.5	3
Drinking Places - Alcoholic Beverages	7224	\$4,337,132	\$7,220,088	-\$2,882,956	-24.9	15
Restaurants/Other Eating Places	7225	\$118,937,725	\$218,888,842	-\$99,951,117	-29.6	315

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>

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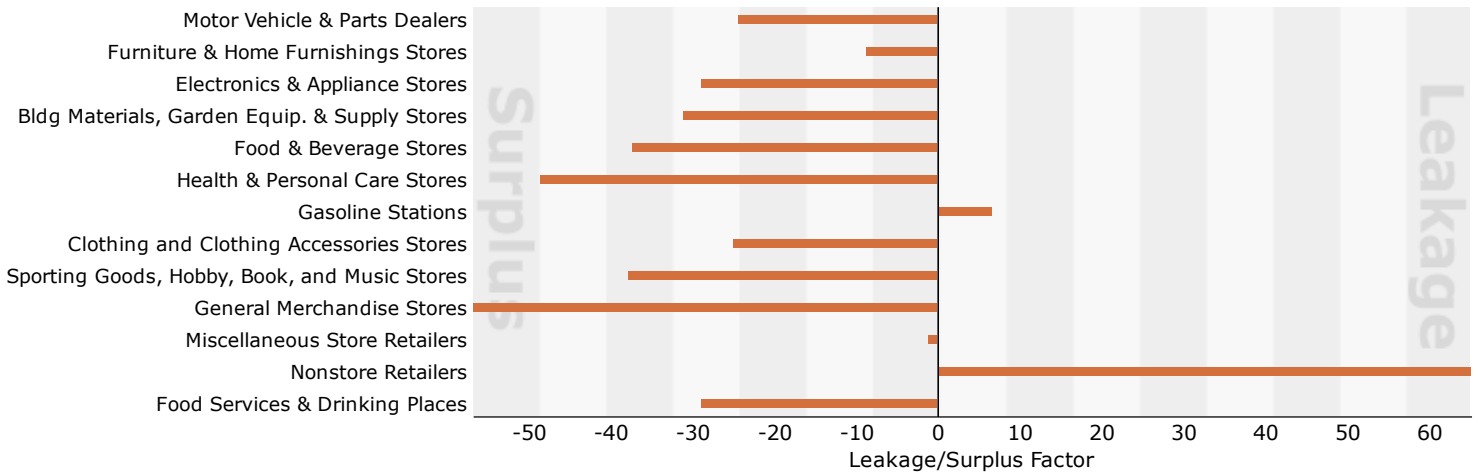
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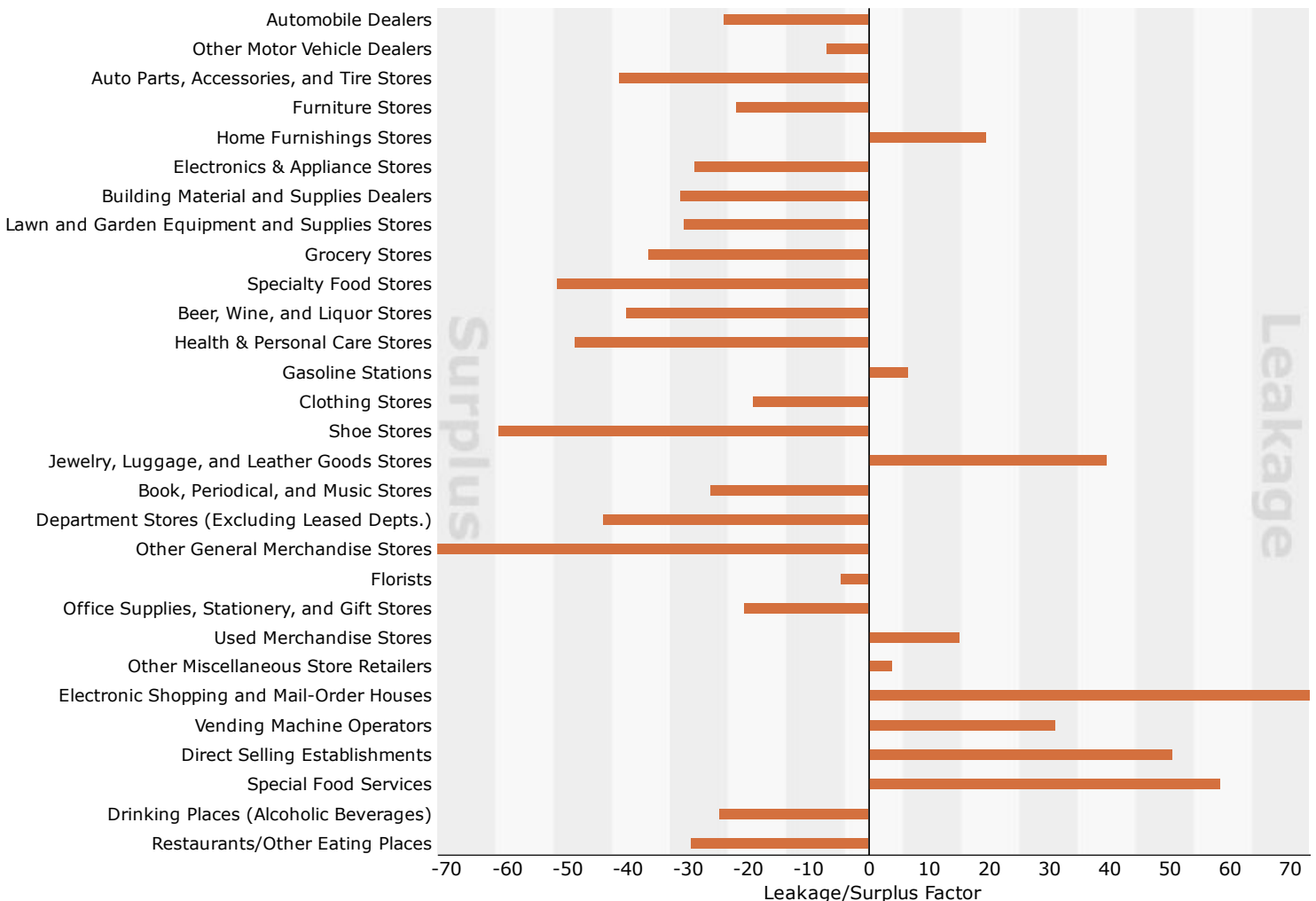
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Shoppes at Rio Grande Valley  
419 E Trenton Rd, Edinburg, Texas, 78539  
Drive Time: 15 minute radius

Prepared by The Canvass Group

Latitude: 26.26144  
Longitude: -98.16832

## Summary Demographics

2018 Population	369,126
2018 Households	108,480
2018 Median Disposable Income	\$36,555
2018 Per Capita Income	\$18,398

## 2017 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	\$3,111,450,395	\$5,761,561,348	-\$2,650,110,953	-29.9	2,526
Total Retail Trade	44-45	\$2,803,807,928	\$5,245,783,492	-\$2,441,975,564	-30.3	1,784
Total Food & Drink	722	\$307,642,467	\$515,777,856	-\$208,135,389	-25.3	743

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$608,734,186	\$804,325,981	-\$195,591,795	-13.8	309
Automobile Dealers	4411	\$491,487,832	\$644,001,988	-\$152,514,156	-13.4	181
Other Motor Vehicle Dealers	4412	\$64,103,320	\$43,639,074	\$20,464,246	19.0	14
Auto Parts, Accessories & Tire Stores	4413	\$53,143,033	\$116,684,920	-\$63,541,887	-37.4	114
Furniture & Home Furnishings Stores	442	\$96,128,531	\$120,895,052	-\$24,766,521	-11.4	64
Furniture Stores	4421	\$56,665,762	\$87,612,731	-\$30,946,969	-21.4	39
Home Furnishings Stores	4422	\$39,462,769	\$33,282,321	\$6,180,448	8.5	26
Electronics & Appliance Stores	443	\$101,018,013	\$148,825,104	-\$47,807,091	-19.1	63
Bldg Materials, Garden Equip. & Supply Stores	444	\$176,657,605	\$226,127,531	-\$49,469,926	-12.3	109
Bldg Material & Supplies Dealers	4441	\$167,292,367	\$212,472,405	-\$45,180,038	-11.9	92
Lawn & Garden Equip & Supply Stores	4442	\$9,365,239	\$13,655,126	-\$4,289,887	-18.6	17
Food & Beverage Stores	445	\$512,920,734	\$889,711,965	-\$376,791,231	-26.9	242
Grocery Stores	4451	\$466,439,657	\$785,155,477	-\$318,715,820	-25.5	134
Specialty Food Stores	4452	\$21,909,733	\$67,232,471	-\$45,322,738	-50.8	86
Beer, Wine & Liquor Stores	4453	\$24,571,344	\$37,324,017	-\$12,752,673	-20.6	22
Health & Personal Care Stores	446,4461	\$159,360,246	\$375,636,801	-\$216,276,555	-40.4	188
Gasoline Stations	447,4471	\$289,424,938	\$299,187,124	-\$9,762,186	-1.7	75
Clothing & Clothing Accessories Stores	448	\$125,996,133	\$448,439,063	-\$322,442,930	-56.1	290
Clothing Stores	4481	\$84,100,436	\$345,458,823	-\$261,358,387	-60.8	188
Shoe Stores	4482	\$18,261,266	\$81,005,585	-\$62,744,319	-63.2	53
Jewelry, Luggage & Leather Goods Stores	4483	\$23,634,431	\$21,974,655	\$1,659,776	3.6	49
Sporting Goods, Hobby, Book & Music Stores	451	\$95,469,423	\$223,969,735	-\$128,500,312	-40.2	82
Sporting Goods/Hobby/Musical Instr Stores	4511	\$85,123,765	\$212,743,198	-\$127,619,433	-42.8	67
Book, Periodical & Music Stores	4512	\$10,345,658	\$11,226,537	-\$880,879	-4.1	15
General Merchandise Stores	452	\$489,158,520	\$1,583,496,307	-\$1,094,337,787	-52.8	128
Department Stores Excluding Leased Depts.	4521	\$338,582,197	\$835,604,253	-\$497,022,056	-42.3	43
Other General Merchandise Stores	4529	\$150,576,323	\$747,892,054	-\$597,315,731	-66.5	86
Miscellaneous Store Retailers	453	\$107,918,925	\$116,340,653	-\$8,421,728	-3.8	218
Florists	4531	\$4,158,594	\$4,023,776	\$134,818	1.6	41
Office Supplies, Stationery & Gift Stores	4532	\$23,494,216	\$37,478,576	-\$13,984,360	-22.9	51
Used Merchandise Stores	4533	\$18,343,437	\$14,803,178	\$3,540,259	10.7	36
Other Miscellaneous Store Retailers	4539	\$61,922,677	\$60,035,123	\$1,887,554	1.5	89
Nonstore Retailers	454	\$41,020,675	\$8,828,175	\$32,192,500	64.6	16
Electronic Shopping & Mail-Order Houses	4541	\$30,455,984	\$3,826,759	\$26,629,225	77.7	6
Vending Machine Operators	4542	\$2,562,639	\$666,093	\$1,896,546	58.7	3
Direct Selling Establishments	4543	\$8,002,051	\$4,335,323	\$3,666,728	29.7	7
Food Services & Drinking Places	722	\$307,642,467	\$515,777,856	-\$208,135,389	-25.3	743
Special Food Services	7223	\$3,549,673	\$3,334,091	\$215,582	3.1	9
Drinking Places - Alcoholic Beverages	7224	\$10,654,618	\$12,609,588	-\$1,954,970	-8.4	29
Restaurants/Other Eating Places	7225	\$293,438,177	\$499,834,176	-\$206,395,999	-26.0	704

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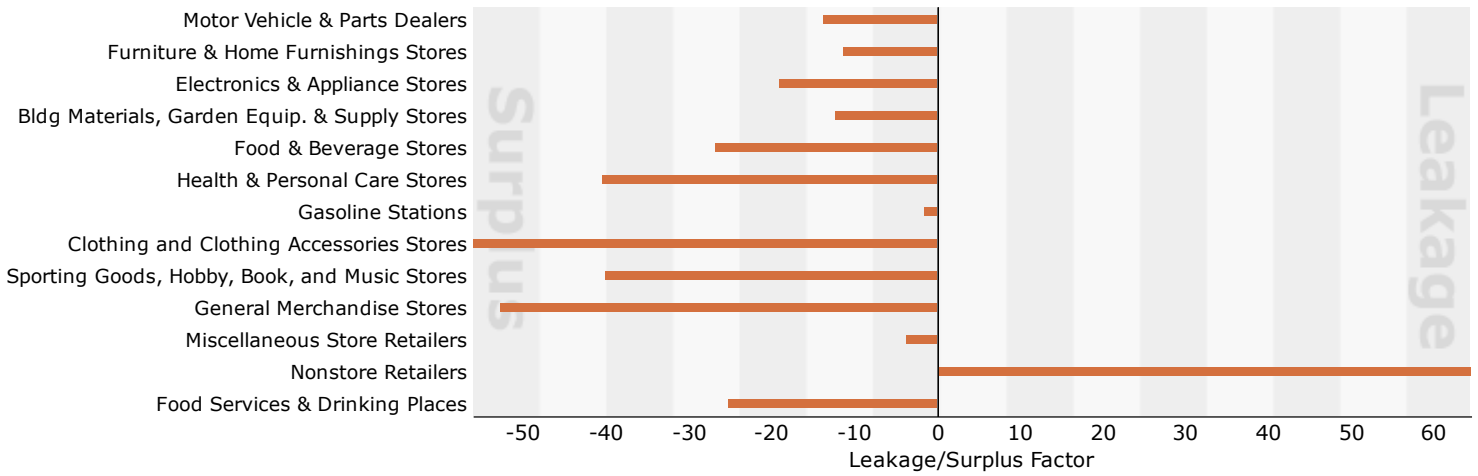


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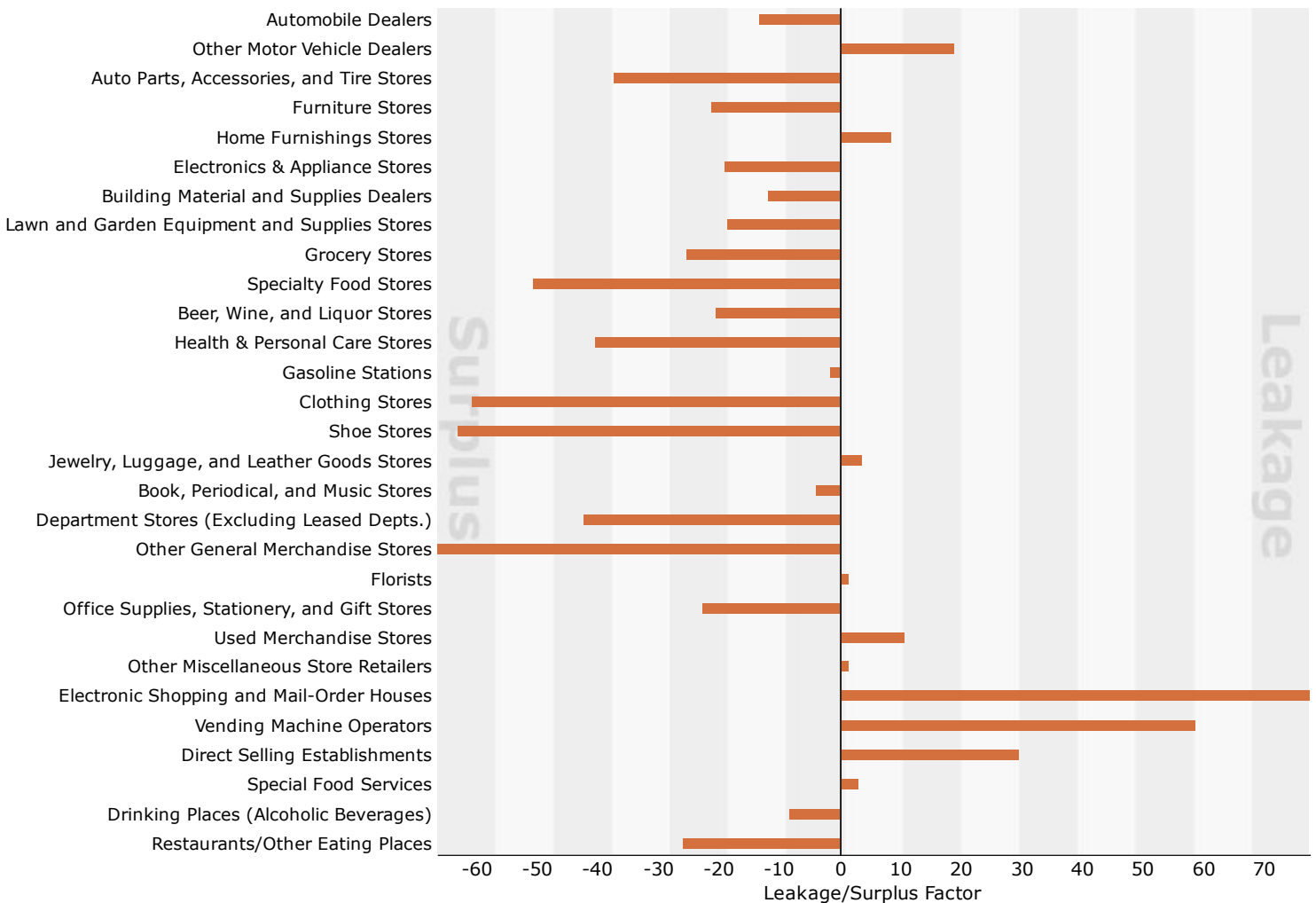
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## 2017 Leakage/Surplus Factor by Industry Subsector



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