



Retail MarketPlace Profile for City of Helotes

Summary Demographics

2018 Population	8,985
2018 Households	2,943
2018 Median Disposable Income	\$86,144
2018 Per Capita Income	\$46,143

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	\$170,708,260	\$92,314,447	\$78,393,813	29.8	59
Total Retail Trade	44-45	\$153,128,772	\$76,283,052	\$76,845,720	33.5	41
Total Food & Drink	722	\$17,579,487	\$16,031,395	\$1,548,092	4.6	19

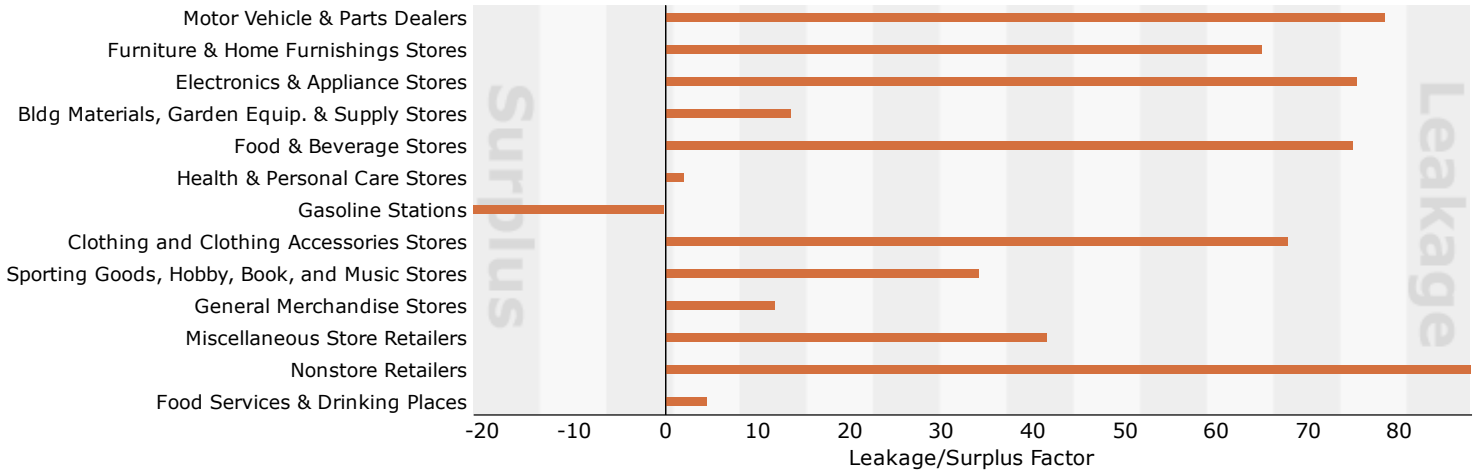
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$32,729,446	\$3,938,350	\$28,791,096	78.5	3
Automobile Dealers	4411	\$26,205,354	\$0	\$26,205,354	100.0	0
Other Motor Vehicle Dealers	4412	\$3,582,175	\$0	\$3,582,175	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,941,917	\$3,245,401	-\$303,484	-4.9	3
Furniture & Home Furnishings Stores	442	\$5,614,704	\$1,183,818	\$4,430,886	65.2	1
Furniture Stores	4421	\$3,192,341	\$1,177,971	\$2,014,370	46.1	1
Home Furnishings Stores	4422	\$2,422,363	\$0	\$2,422,363	100.0	0
Electronics & Appliance Stores	443	\$5,746,906	\$800,893	\$4,946,013	75.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,759,489	\$8,156,907	\$2,602,582	13.8	4
Bldg Material & Supplies Dealers	4441	\$10,120,361	\$7,836,958	\$2,283,403	12.7	4
Lawn & Garden Equip & Supply Stores	4442	\$639,128	\$319,949	\$319,179	33.3	1
Food & Beverage Stores	445	\$27,015,127	\$3,855,167	\$23,159,960	75.0	4
Grocery Stores	4451	\$24,394,919	\$1,838,719	\$22,556,200	86.0	1
Specialty Food Stores	4452	\$1,137,237	\$738,556	\$398,681	21.3	2
Beer, Wine & Liquor Stores	4453	\$1,482,971	\$1,277,893	\$205,078	7.4	1
Health & Personal Care Stores	446,4461	\$8,692,283	\$8,338,834	\$353,449	2.1	2
Gasoline Stations	447,4471	\$14,446,937	\$22,148,361	-\$7,701,424	-21.0	3
Clothing & Clothing Accessories Stores	448	\$7,342,512	\$1,402,486	\$5,940,026	67.9	3
Clothing Stores	4481	\$4,791,334	\$923,352	\$3,867,982	67.7	3
Shoe Stores	4482	\$1,006,231	\$0	\$1,006,231	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,544,946	\$0	\$1,544,946	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,446,189	\$2,665,548	\$2,780,641	34.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,869,887	\$2,665,548	\$2,204,339	29.3	4
Book, Periodical & Music Stores	4512	\$576,302	\$0	\$576,302	100.0	0
General Merchandise Stores	452	\$26,907,448	\$21,162,627	\$5,744,821	12.0	4
Department Stores Excluding Leased Depts.	4521	\$18,957,076	\$0	\$18,957,076	100.0	0
Other General Merchandise Stores	4529	\$7,950,372	\$5,896,568	\$2,053,804	14.8	4
Miscellaneous Store Retailers	453	\$6,018,742	\$2,474,884	\$3,543,858	41.7	9
Florists	4531	\$310,899	\$150,389	\$160,510	34.8	1
Office Supplies, Stationery & Gift Stores	4532	\$1,328,410	\$667,186	\$661,224	33.1	2
Used Merchandise Stores	4533	\$1,058,583	\$1,167,526	-\$108,943	-4.9	3
Other Miscellaneous Store Retailers	4539	\$3,320,850	\$489,783	\$2,831,067	74.3	2
Nonstore Retailers	454	\$2,408,989	\$155,177	\$2,253,812	87.9	1
Electronic Shopping & Mail-Order Houses	4541	\$1,705,330	\$0	\$1,705,330	100.0	0
Vending Machine Operators	4542	\$133,092	\$0	\$133,092	100.0	0
Direct Selling Establishments	4543	\$570,568	\$155,177	\$415,391	57.2	1
Food Services & Drinking Places	722	\$17,579,487	\$16,031,395	\$1,548,092	4.6	19
Special Food Services	7223	\$219,106	\$0	\$219,106	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$678,278	\$145,166	\$533,112	64.7	1
Restaurants/Other Eating Places	7225	\$16,682,103	\$15,814,914	\$867,189	2.7	18

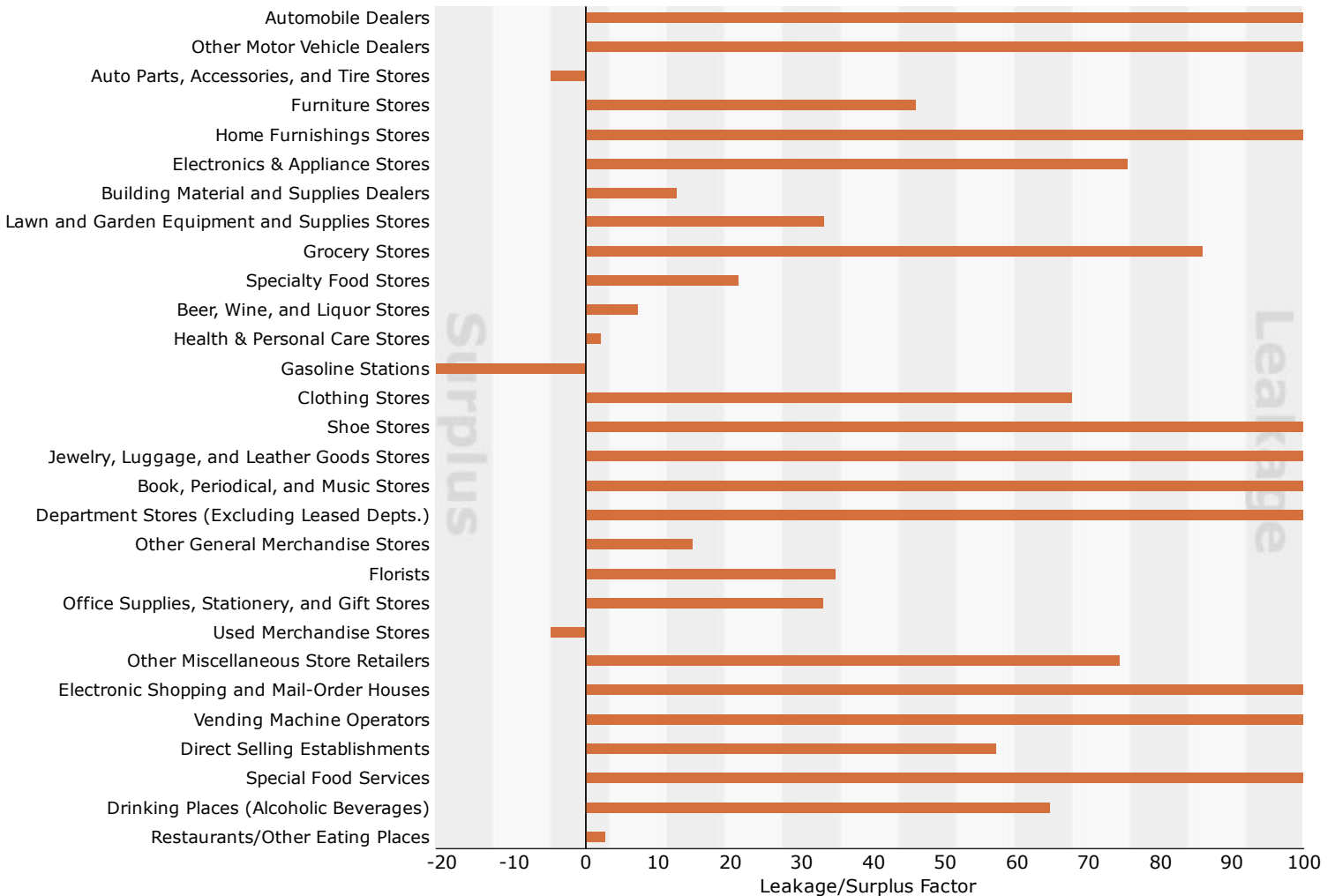
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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