GONZALES, TEXAS
Market Guide

www.gonzalesedc.org

City Contact Information

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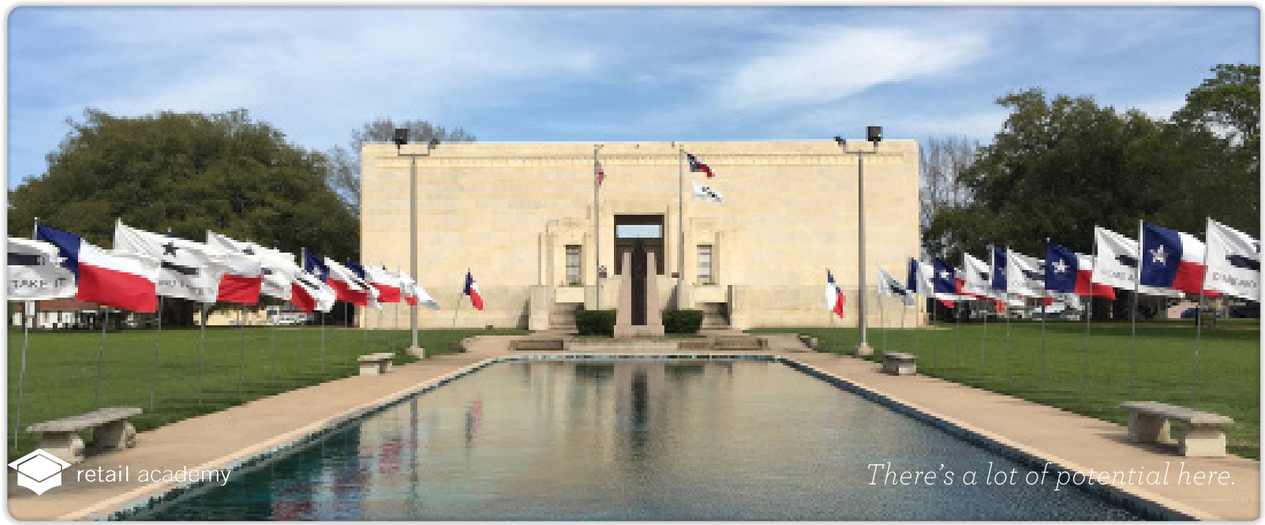
Demographics

(Custom Trade Area)

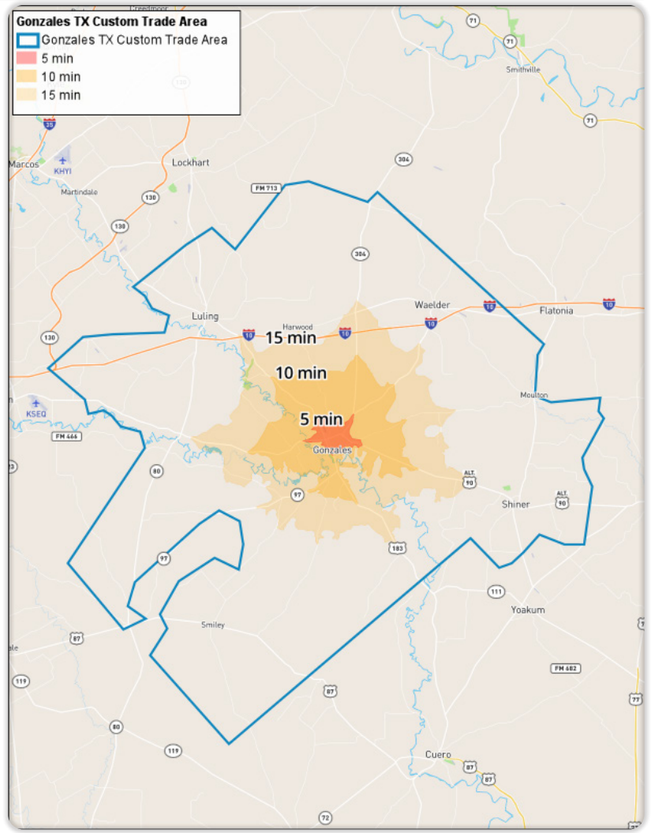
Population	Growth Rate	Median Household Income
37,076	3.6%	$54,946



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2020 Estimated Population	7,904	9,245	11,877
Daytime Population	9,247	9,914	11,603
Median HH Income	$47,004	$48,566	$51,939
Number of Households	2,723	3,178	4,167

	5 Minute DT	10 Minute DT	15 Minute DT
2020 Estimated Population	6,774	9,946	12,051
Daytime Population	7,864	10,191	11,939
Median HH Income	$46,322	$49,446	$52,434
Number of Households	2,260	3,432	4,255

*Source: STI PopStats



Peer Analysis

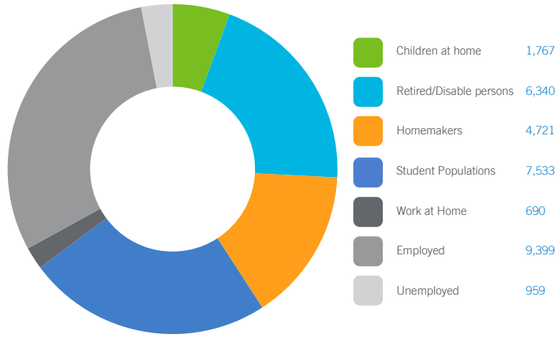
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Marble Falls TX	*2700 Us Highway 281*
Graham TX	*2121 State Highway 16 S*
Kenedy TX	*200 Business Park Blvd*
Cuero TX	*1202 E Broadway St*
Giddings TX	*Us Hwy 290/2374 E Au*
La Grange TX	*1915 W. State Hwy. 71*
Canton TX	*603 E Highway 243*
Center TX	*765 Hurst Street*

Daytime Population 31,409

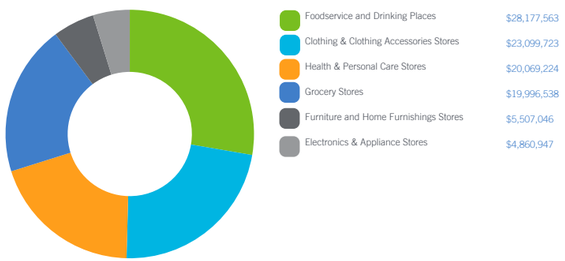
(Custom Trade Area)



GAP Analysis $101,711,041

(Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

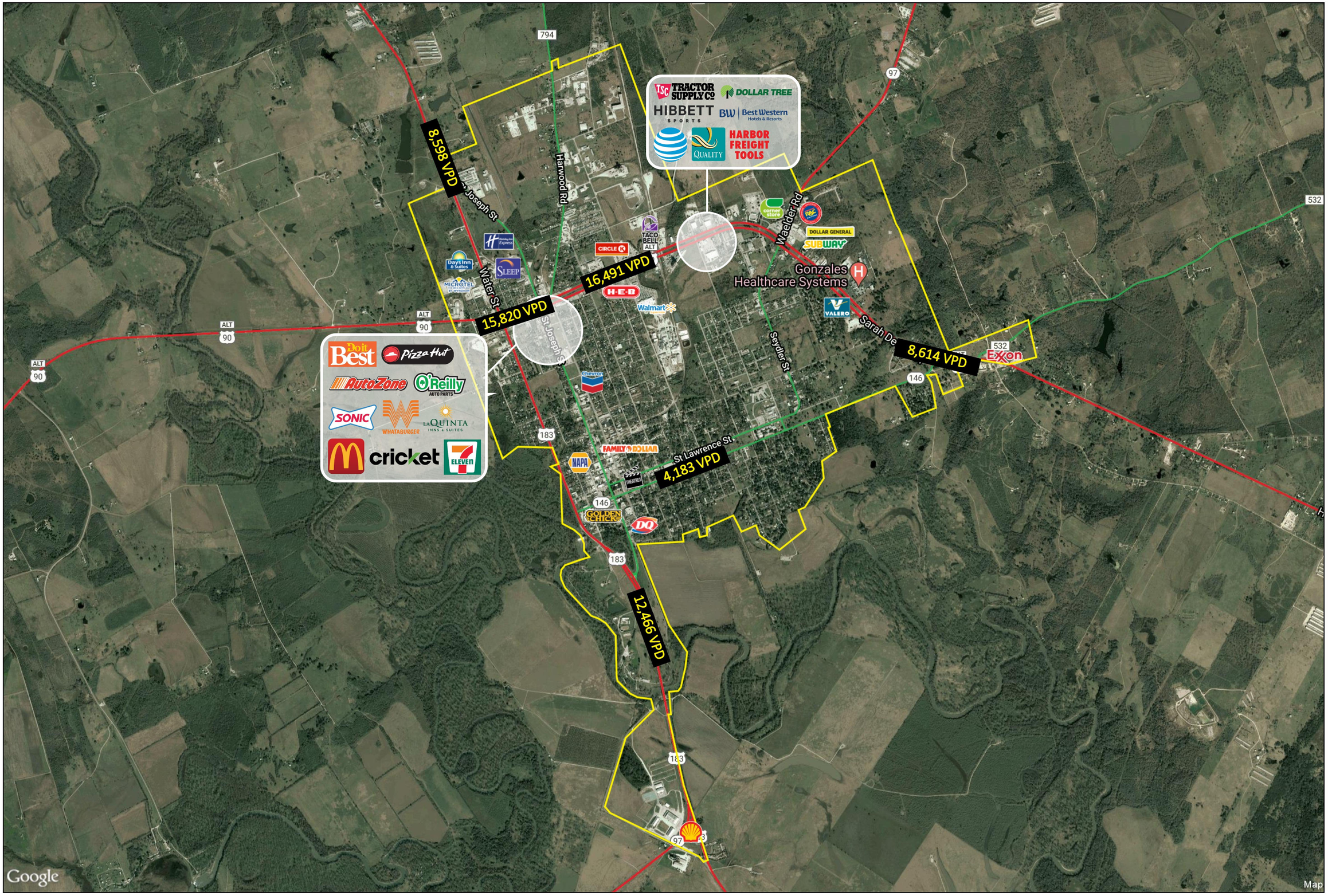
Let us know how we can help you find a site!

Grocery Stores

Food and Beverage

Clothing Stores

Health & Personal Care Stores



GONZALES, TEXAS

Major Retail & Restaurants

Lat: 29.50451 Long: -97.44331 Zoom: 14

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