

# Retail Gap Analysis

## Retail Trade Area

Caldwell, Texas

November 6, 2009  
Prepared by Aaron Farmer

**TheRetailCoach®**



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**TheRetailCoach®**  
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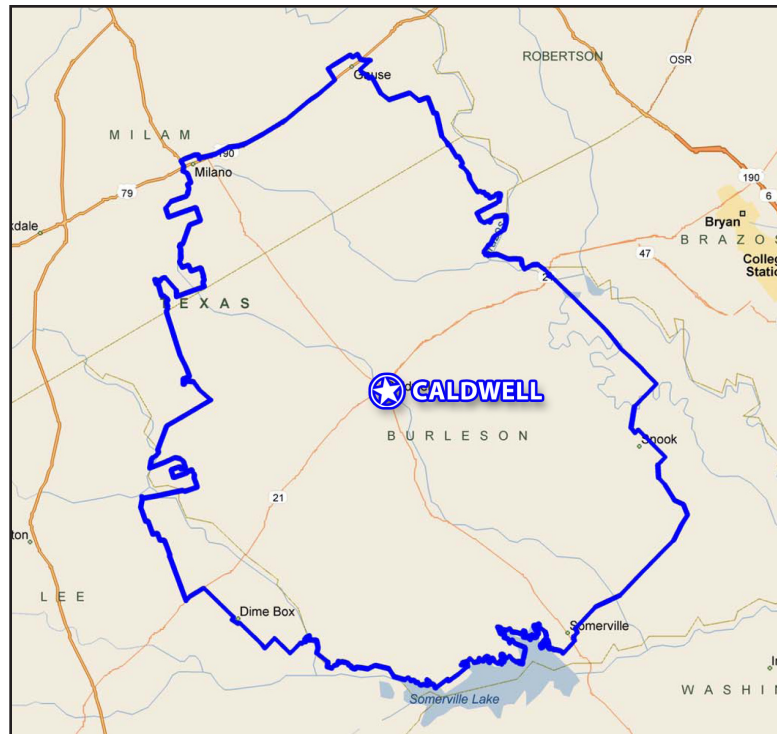
# Retail Outlook Guide

## Caldwell, Texas

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## Retail Trade Area Summary

### Population

	1990	2000	2009 Estimate	2014 Projection
Caldwell	3,181	3,449	3,644	3,772
Retail Trade Area	14,189	17,028	17,890	18,497

### Income

	2009 Estimate
Average Household	\$55,502
Median Household	\$43,591
Per Capita	\$21,648

### Race Distribution

	2009 Estimate
White	74.54%
Black or African American	13.54%
American Indian/Alaskan	0.61%
Asian	0.20%
Native Hawaiian/Islander	0.02%
Other Race	8.90%
Two or More Races	2.19%
Hispanic or Latino (of any race)	16.19%

### Age

Groups	2009 Estimate
Under 5 Years	6.46%
5 - 14 Years	12.47%
15 - 20 Years	7.76%
21 - 24 Years	5.08%
25 - 34 Years	12.47%
35 - 44 Years	12.47%
45 - 54 Years	14.55%
55 Years and over	29.84%
Distribution	2009 Estimate
Median Age	40.20
Average Age	40.30

### Educational Attainment

	2009 Estimate
Graduate or Professional	3.58%
Bachelor's Degree	9.32%
Associate Degree	3.92%
Some College, no degree	16.56%
High School Graduate	37.86%
Some High School, no degree	18.21%
Less than 9th grade	10.54%

# Appendix D: Retail Gap Sector Summaries

Provided on the following pages are one-page retail gap summary “flyers” which are geared towards marketing individual retail sectors with leakages to corresponding retailers and restaurants.

# Lumber and Other Building Materials Caldwell, Texas

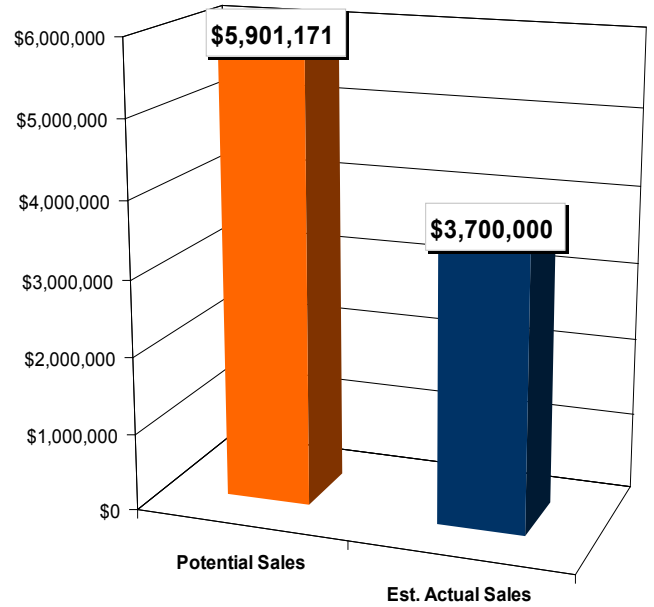
**Caldwell, Texas is leaking approximately \$2,201,171 in Lumber and Other Building Materials sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

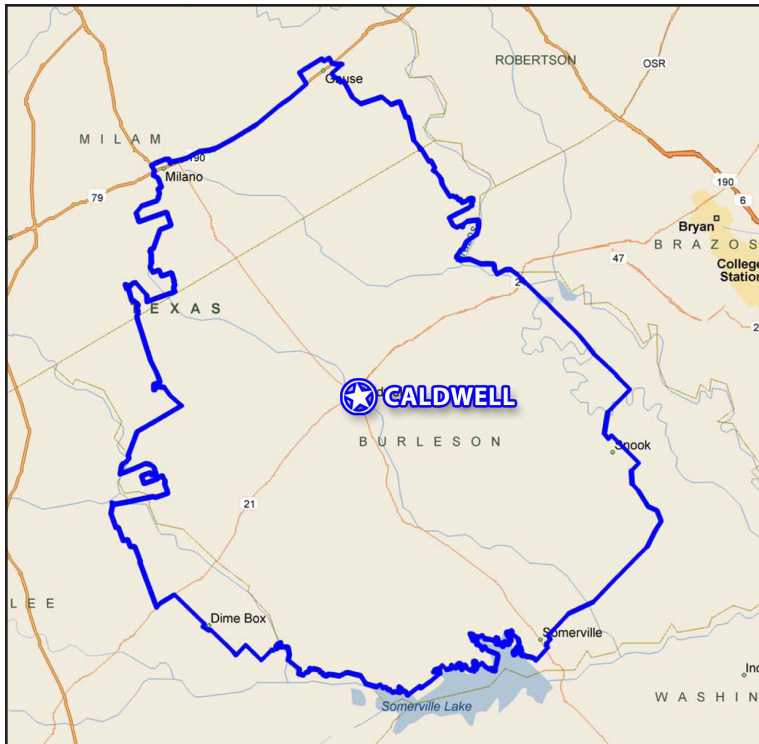
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Lumber and Other Building Materials



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Paint, Glass and Wallpaper Opportunity Caldwell, Texas

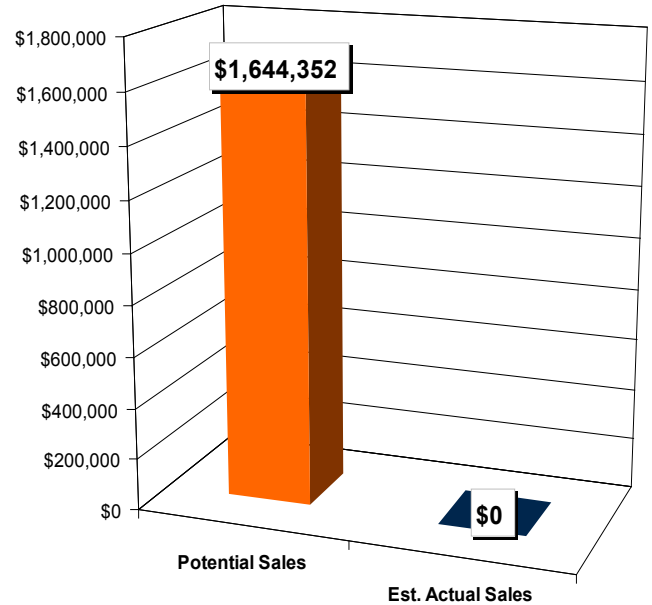
**Caldwell, Texas is leaking approximately \$1,644,352 in Paint, Glass and Wallpaper sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

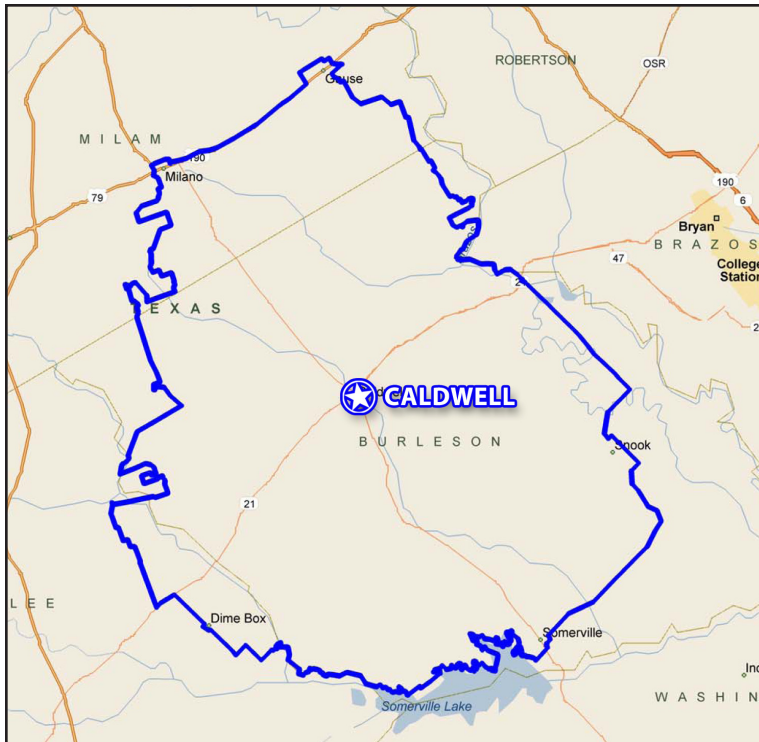
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## Paint, Glass and Wallpaper



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

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# Hardware Stores Opportunity Caldwell, Texas

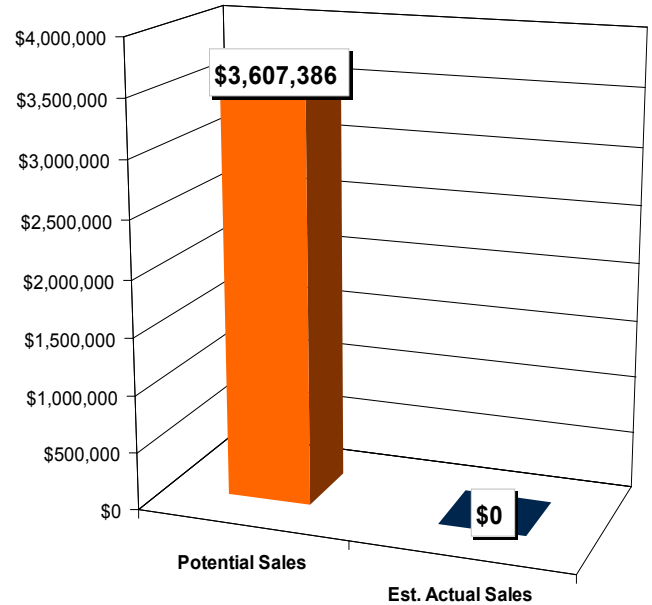
**Caldwell, Texas is leaking approximately \$3,607,386 in Hardware Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

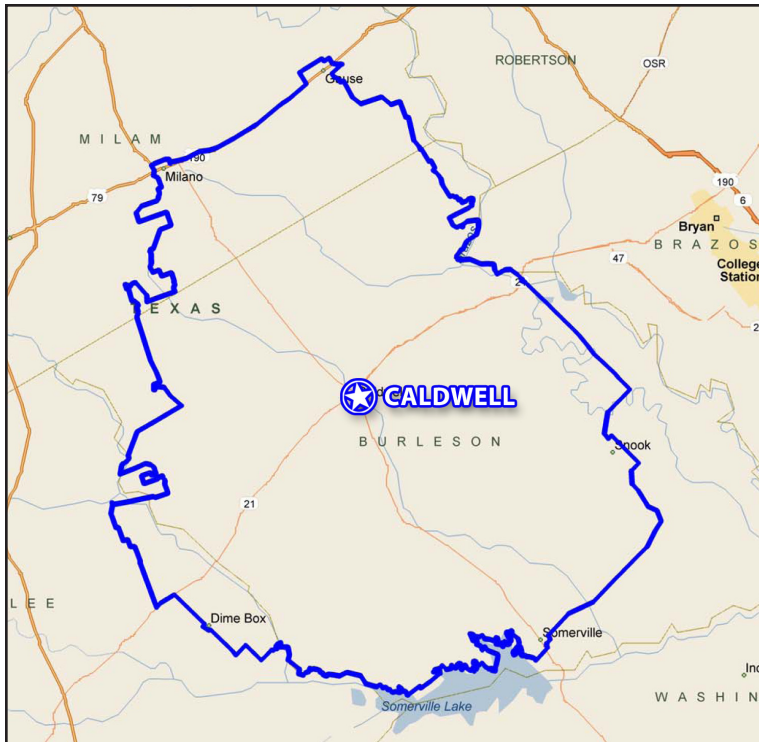
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## Hardware Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

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# Retail Nurseries and Garden Opportunity Caldwell, Texas

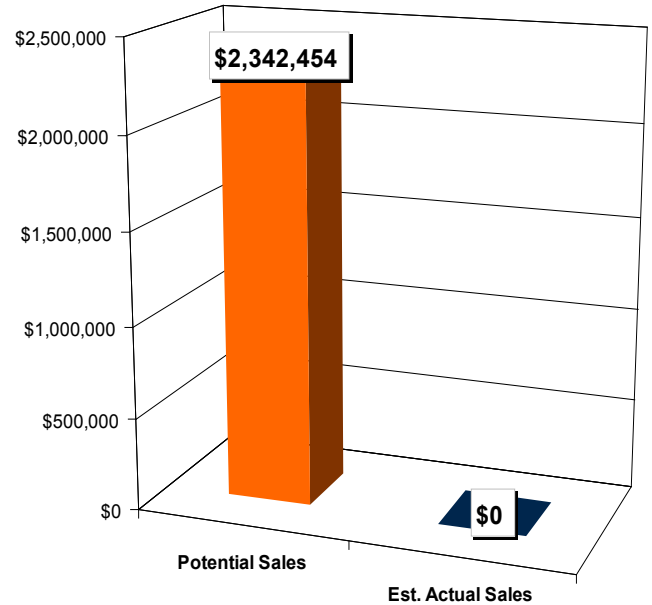
**Caldwell, Texas is leaking approximately \$2,342,454 in Retail Nurseries and Garden sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

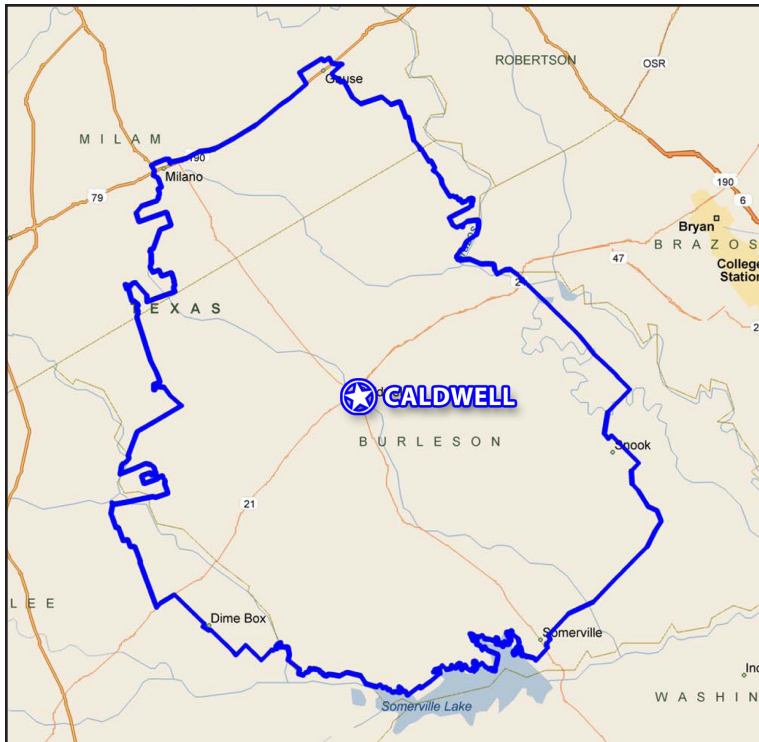
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## Retail Nurseries and Garden



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

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# Mobile Home Dealers Opportunity Caldwell, Texas

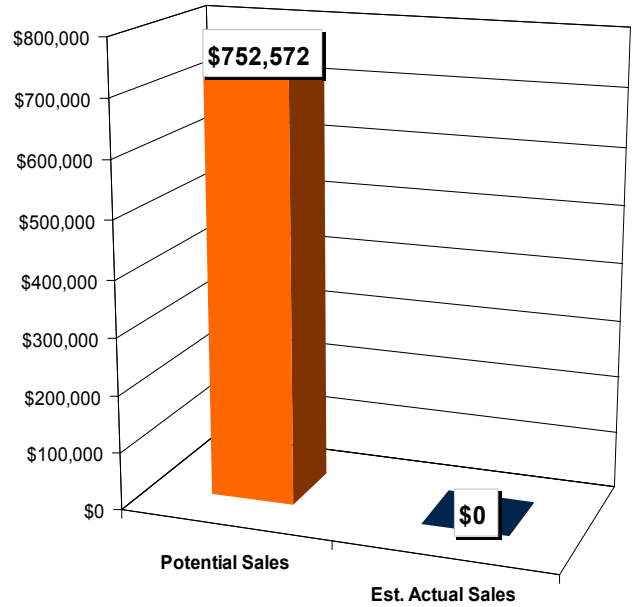
**Caldwell, Texas is leaking approximately \$752,572 in Mobile Home Dealers sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

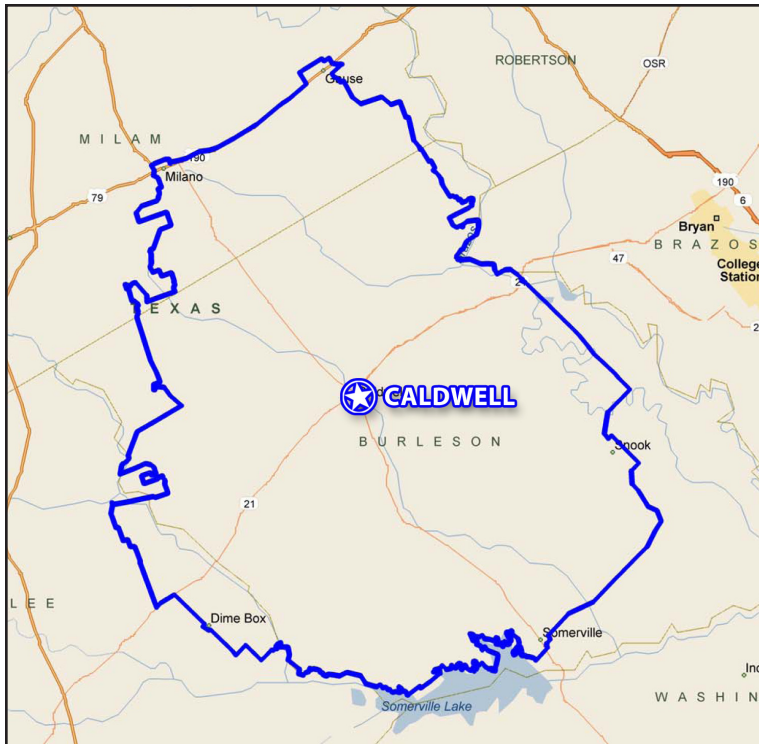
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## Mobile Home Dealers



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

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# General Merchandise Stores Opportunity Caldwell, Texas

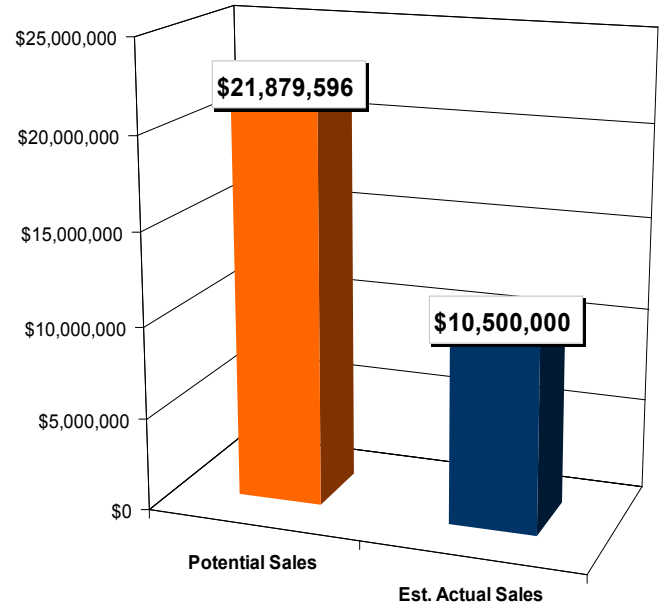
**Caldwell, Texas is leaking approximately \$11,379,600 in General Merchandise Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

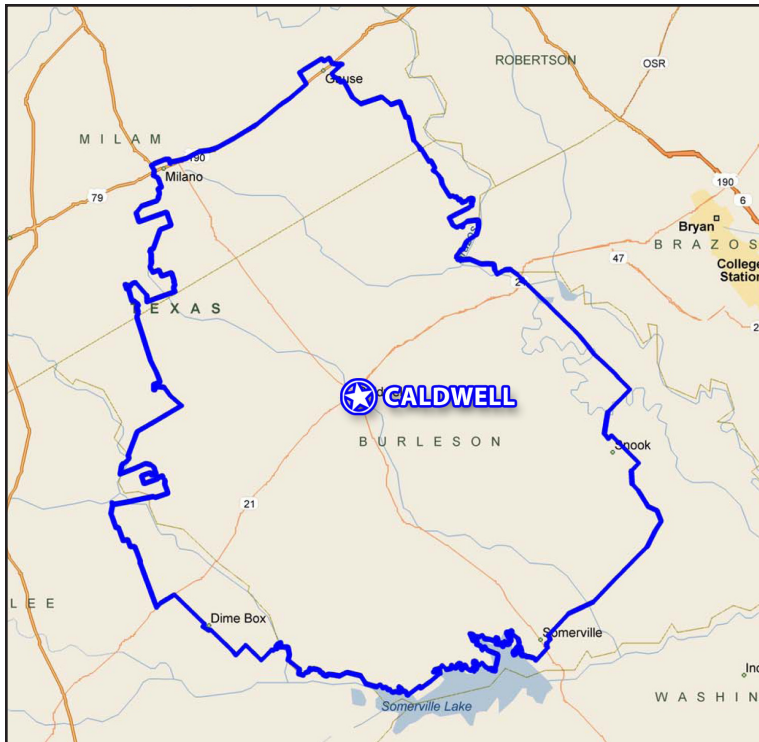
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## General Merchandise Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

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# Grocery Stores Opportunity Caldwell, Texas

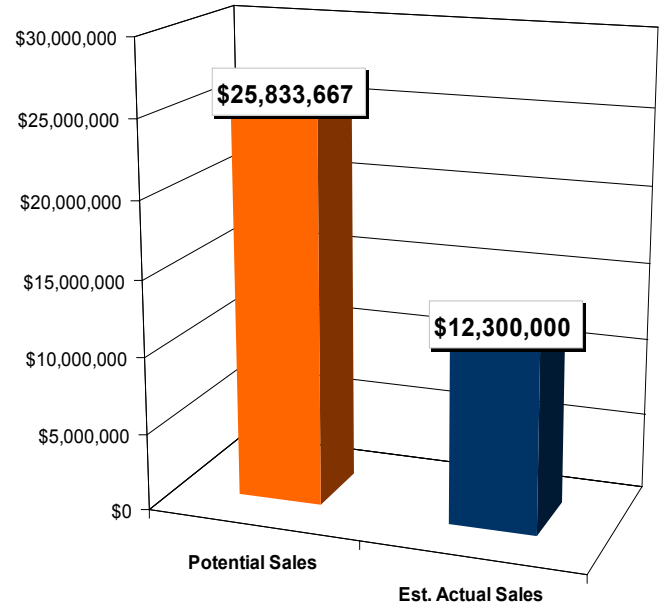
**Caldwell, Texas is leaking approximately \$13,533,670 in Grocery Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

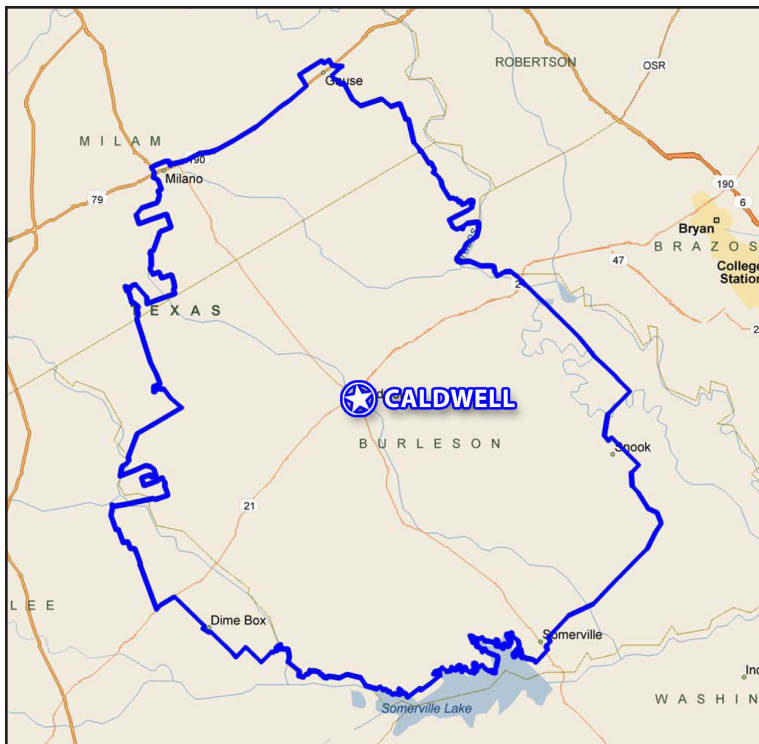
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## Grocery Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

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# Meat and Fish Markets Opportunity Caldwell, Texas

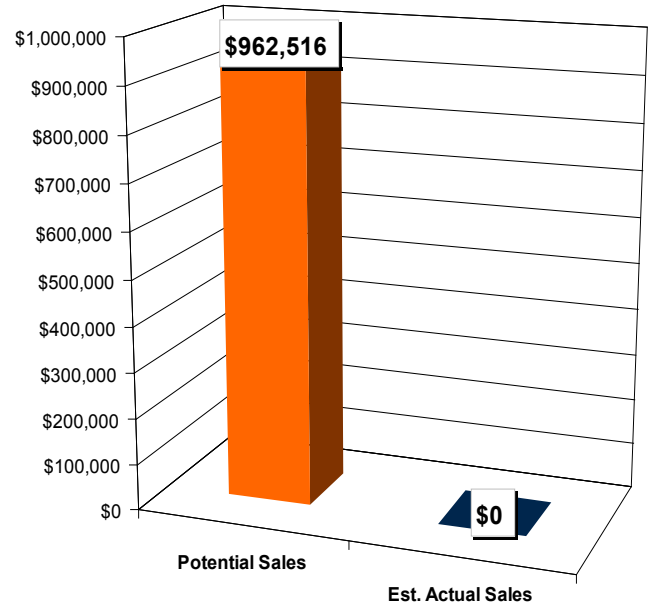
**Caldwell, Texas is leaking approximately \$962,516 in Meat and Fish Markets sales.**

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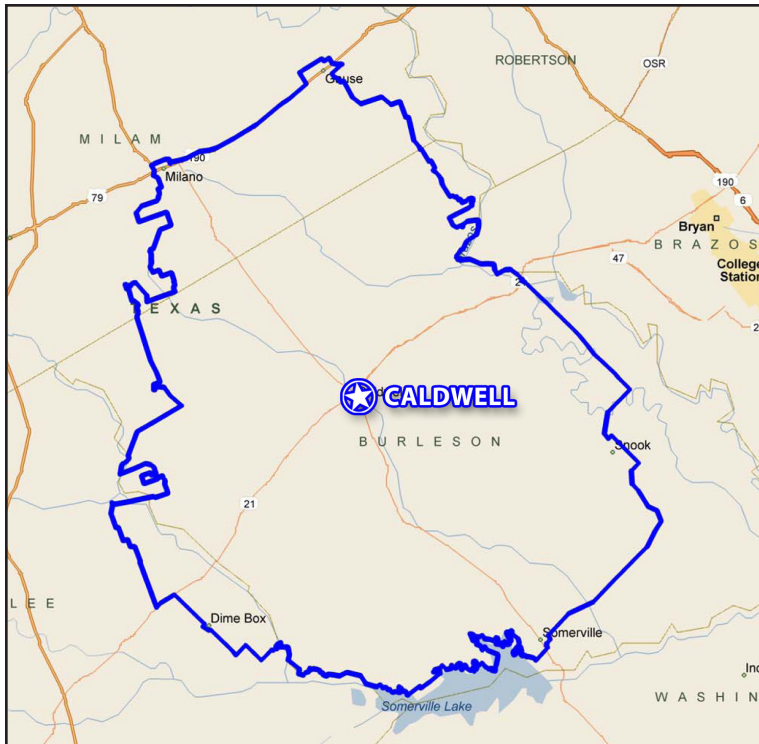
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## Meat and Fish Markets



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

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# Fruit and Vegetable Markets Opportunity Caldwell, Texas

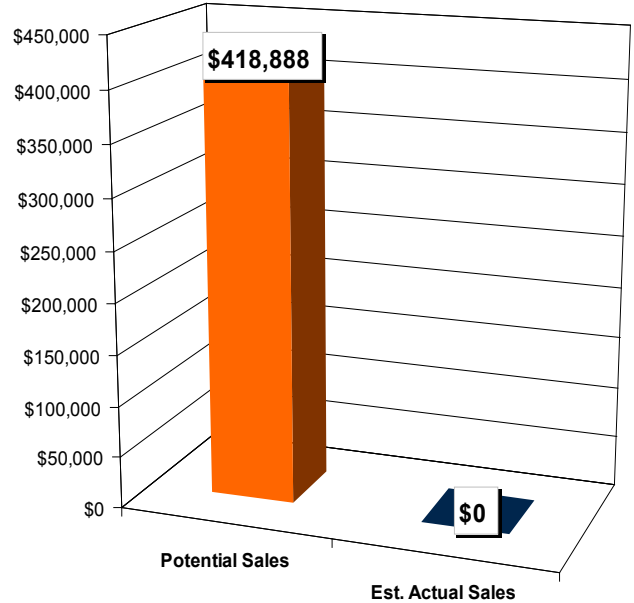
**Caldwell, Texas is leaking approximately \$418,888 in Fruit and Vegetable Markets sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

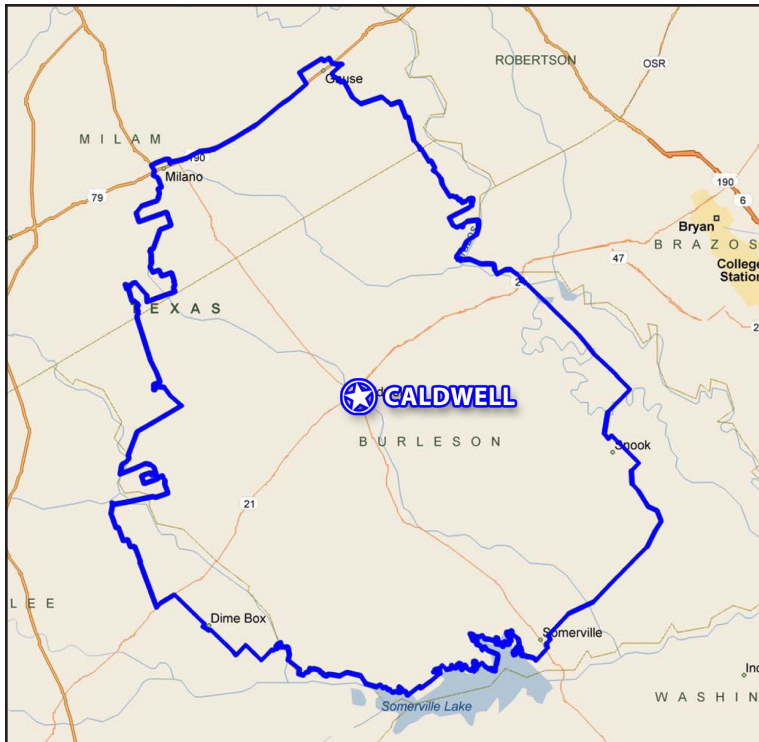
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## Fruit and Vegetable Markets



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

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# Candy, Nut and Confection Stores Opportunity Caldwell, Texas

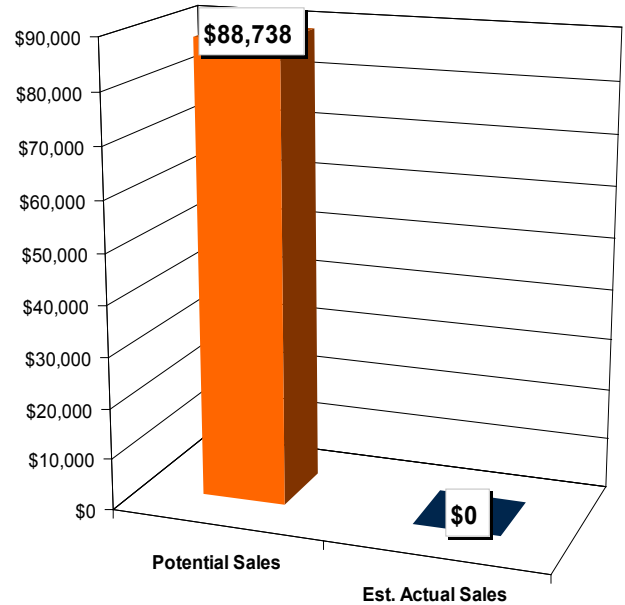
**Caldwell, Texas is leaking approximately \$88,738 in Candy, Nut and Confection Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

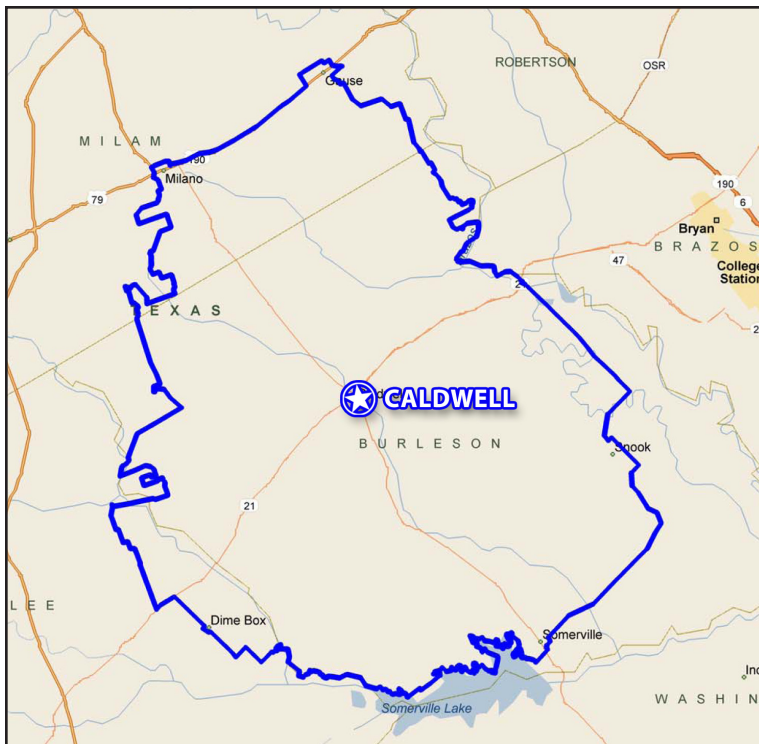
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## Candy, Nut and Confection Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

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Per Capita Income	\$21,648
Population by Race/Ethnicity	
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Median Age	40.20

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# Dairy Products Stores Opportunity Caldwell, Texas

**Caldwell, Texas is leaking approximately \$31,068 in Dairy Products Stores sales.**

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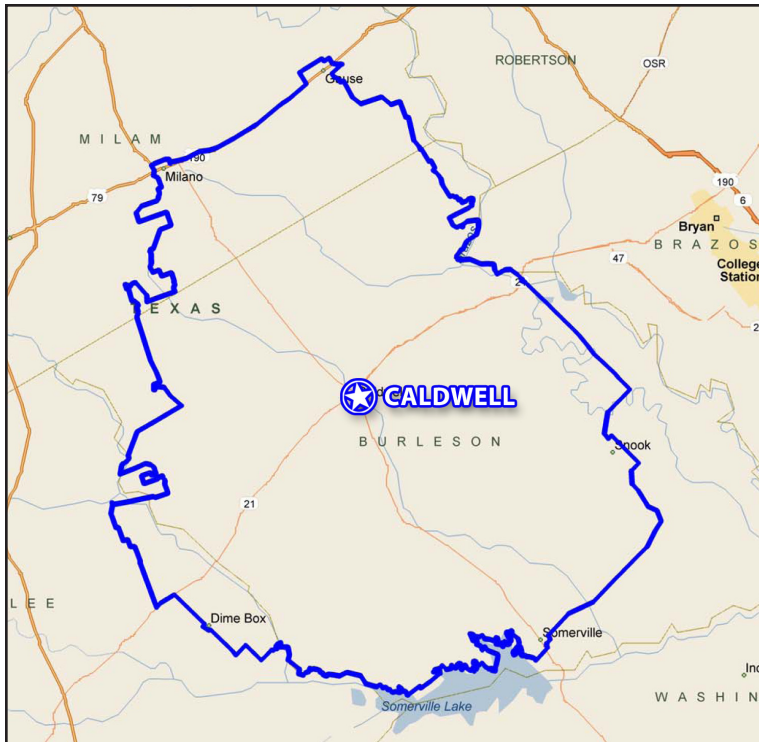
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## Dairy Products Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

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# Retail Bakeries Opportunity Caldwell, Texas

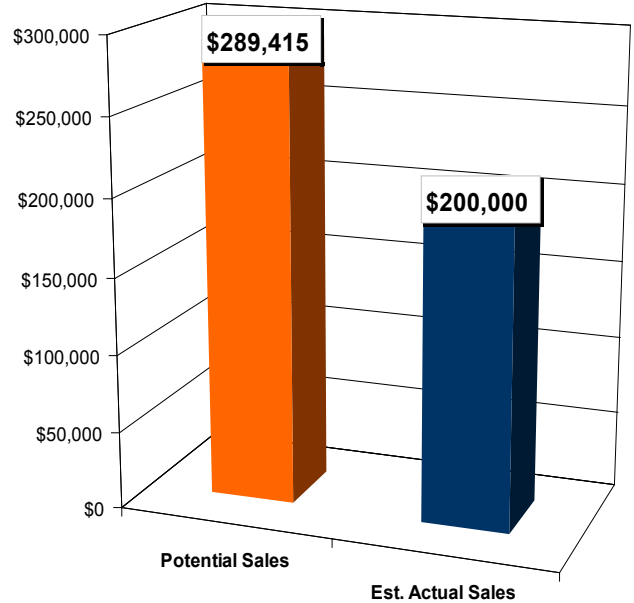
**Caldwell, Texas is leaking approximately \$89,415 in Retail Bakeries sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

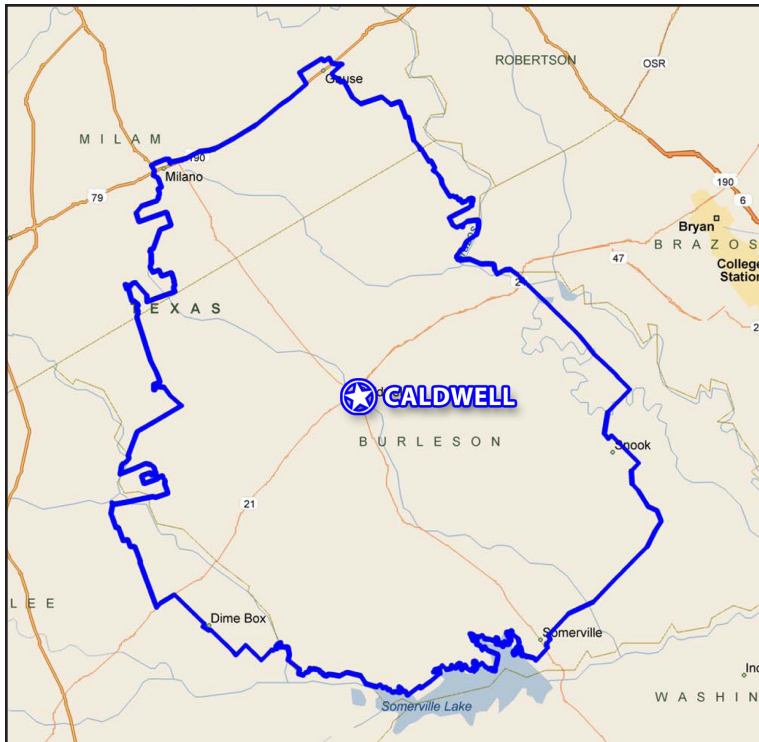
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## Retail Bakeries



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

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# Miscellaneous Food Stores Opportunity Caldwell, Texas

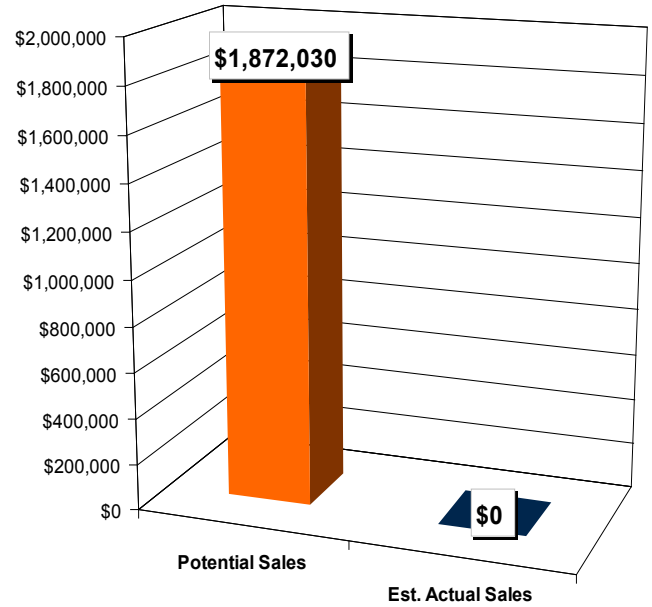
**Caldwell, Texas is leaking approximately \$1,872,030 in Miscellaneous Food Stores sales.**

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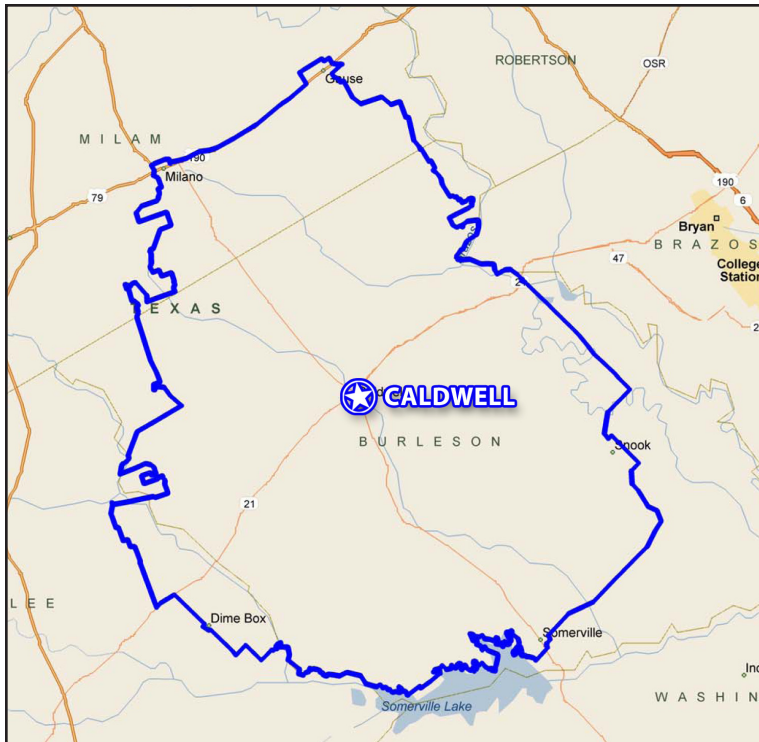
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## Miscellaneous Food Stores



## Caldwell, Texas Retail Trade Area



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# New and Used Car Dealers Opportunity Caldwell, Texas

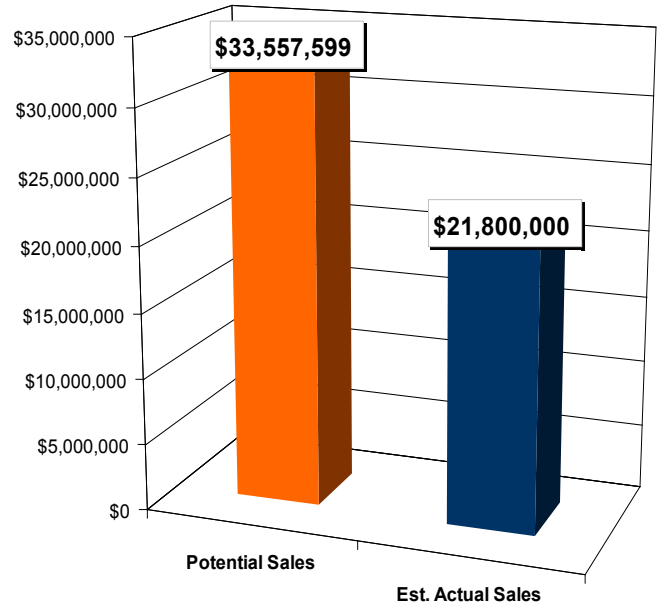
**Caldwell, Texas is leaking approximately \$11,757,600 in New and Used Car Dealers sales.**

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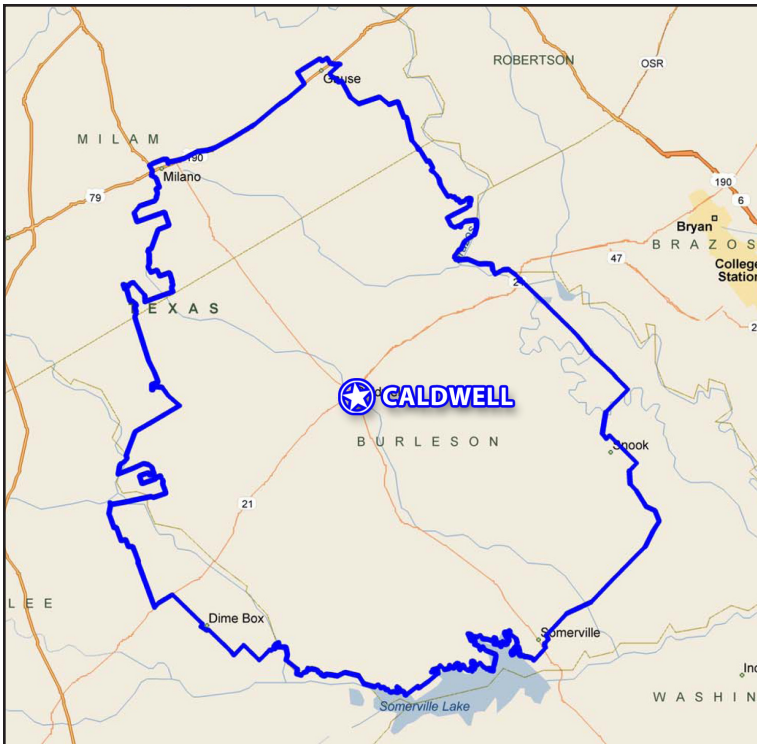
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## New and Used Car Dealers



## Caldwell, Texas Retail Trade Area



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# Used Car Dealers Opportunity Caldwell, Texas

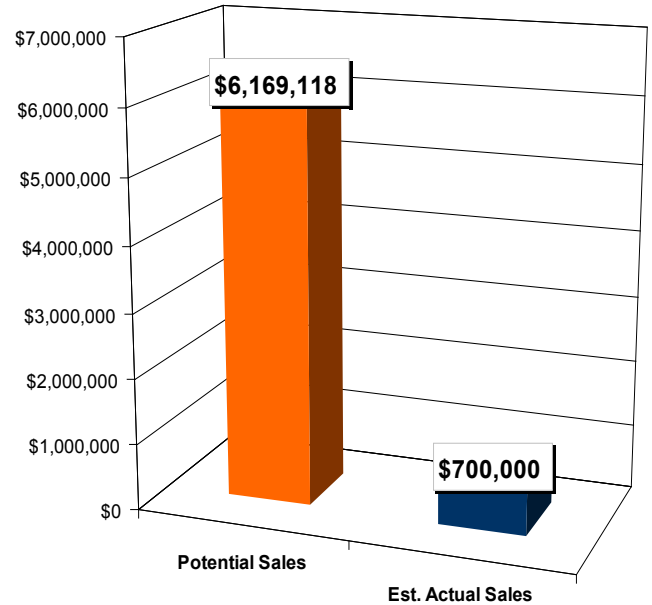
**Caldwell, Texas is leaking approximately \$5,469,119 in Used Car Dealers sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

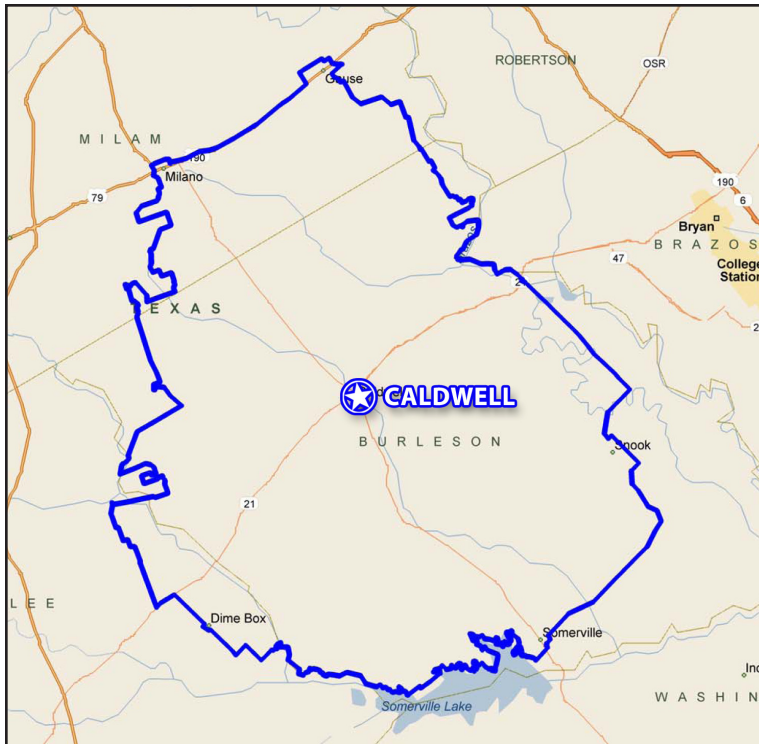
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Used Car Dealers



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

### For more information, contact:

Sal Zaccagnino  
301 N. Gray Street  
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Tel: (979) 777-5708  
Email: salzacc@aol.com



Sources: The Retail Coach, LLC | U.S. Census Bureau | Claritas 2008, 2009

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# Auto and Home Supply Stores Opportunity Caldwell, Texas

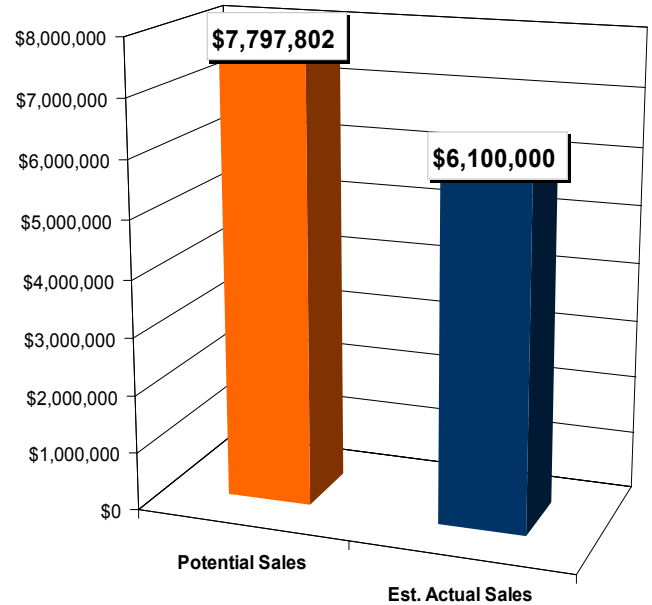
**Caldwell, Texas is leaking approximately \$1,697,803 in Auto and Home Supply Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

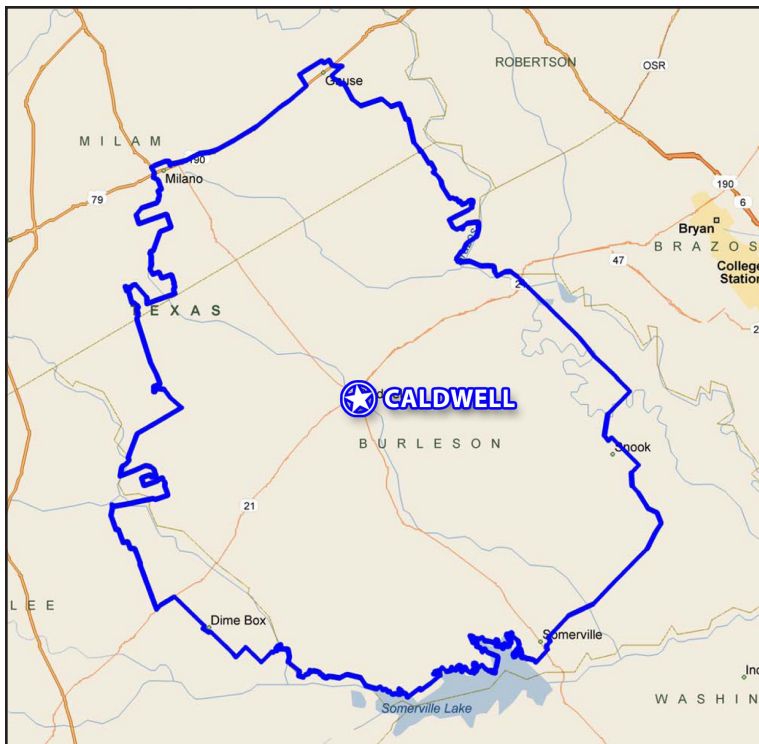
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Auto and Home Supply Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Boat Dealers Opportunity Caldwell, Texas

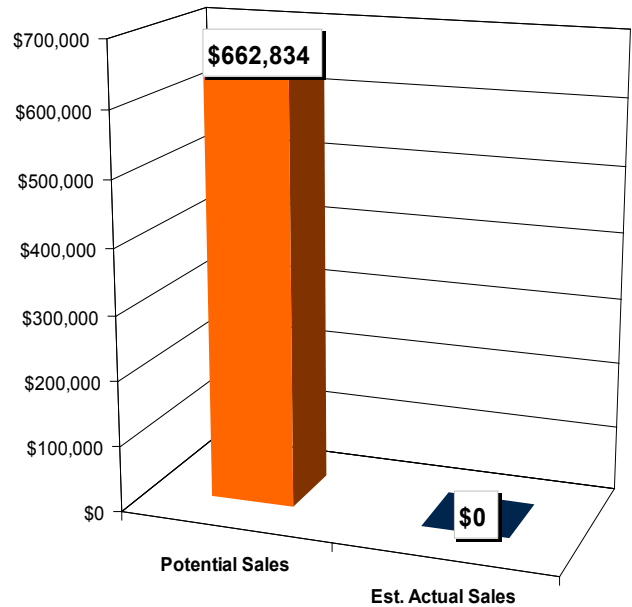
**Caldwell, Texas is leaking approximately \$662,834 in Boat Dealers sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

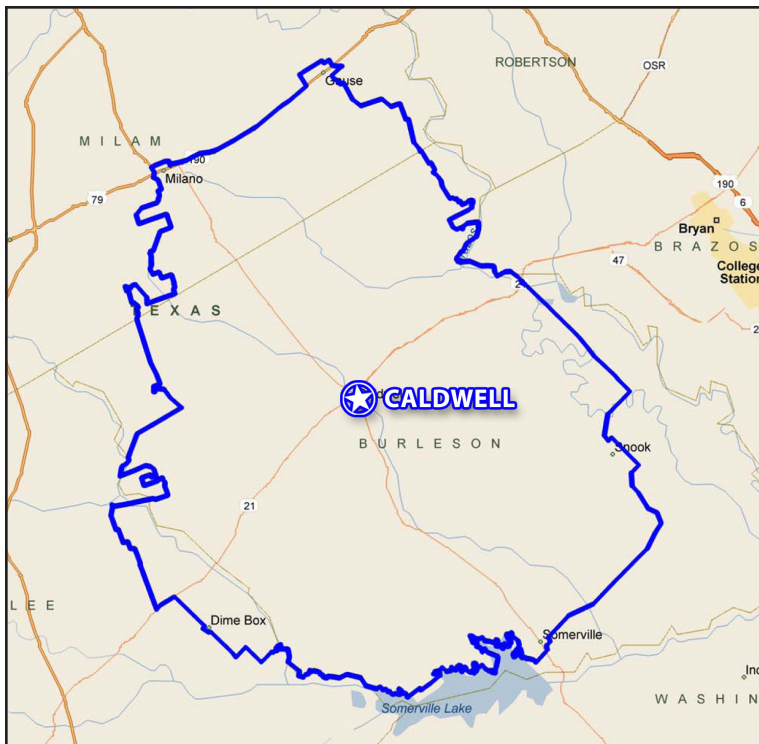
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Boat Dealers



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Recreational Vehicle Dealers Opportunity Caldwell, Texas

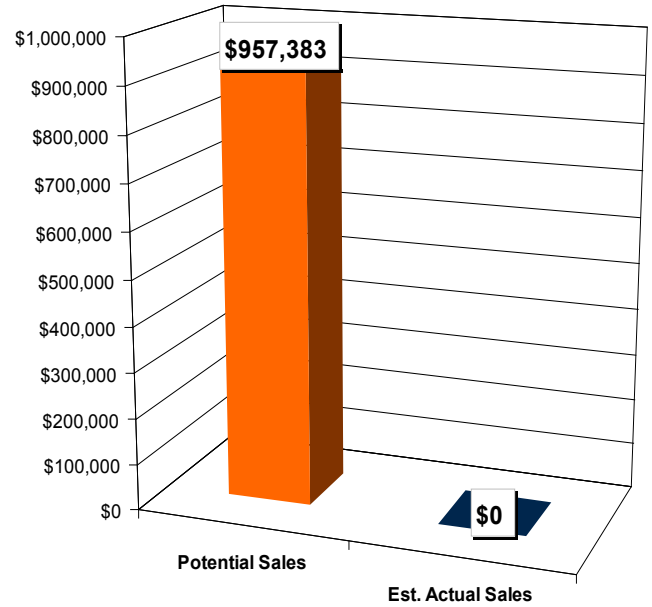
**Caldwell, Texas is leaking approximately \$957,383 in Recreational Vehicle Dealers sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

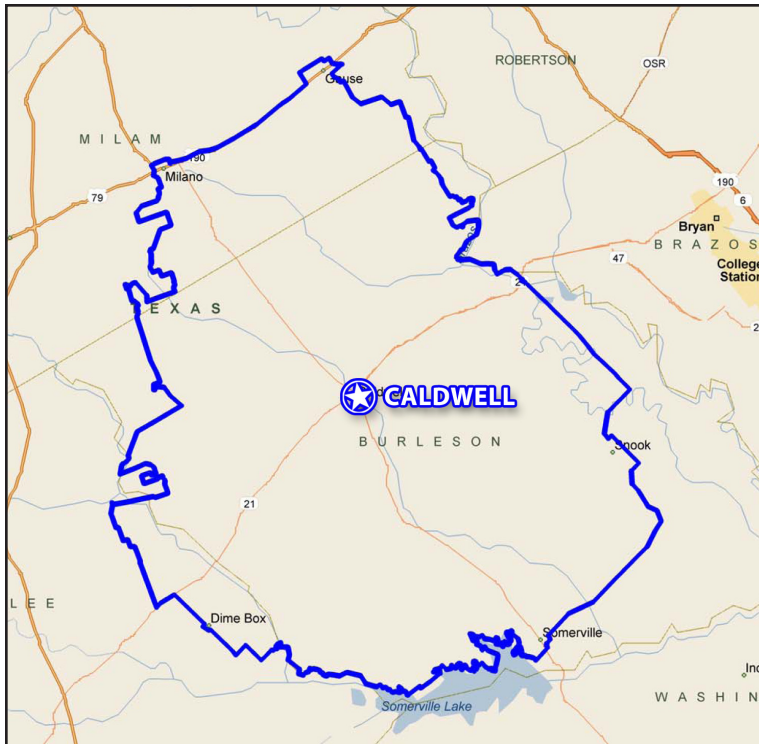
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Recreational Vehicle Dealers



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Motorcycle Dealers Opportunity Caldwell, Texas

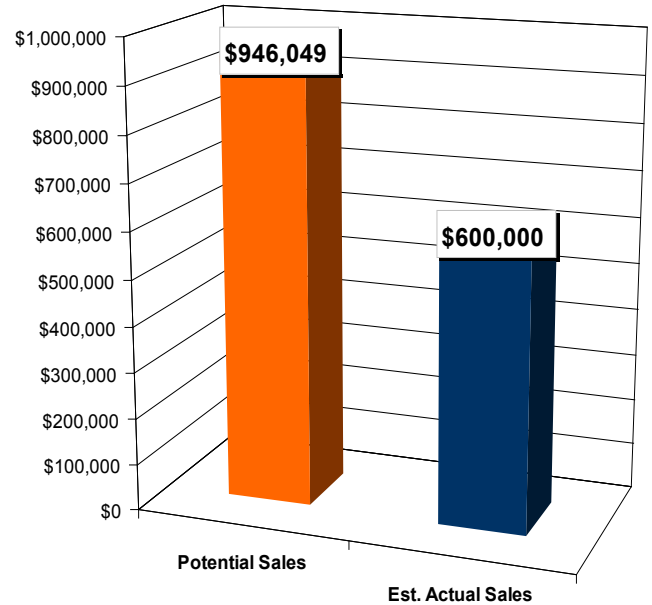
**Caldwell, Texas is leaking approximately \$346,049 in Motorcycle Dealers sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

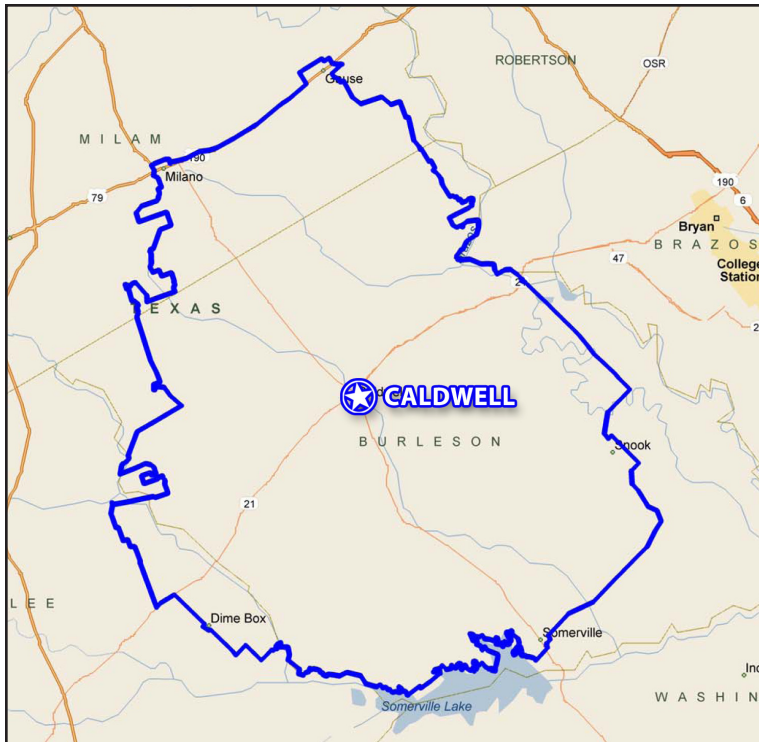
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Motorcycle Dealers



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Automotive Dealers, NEC Opportunity Caldwell, Texas

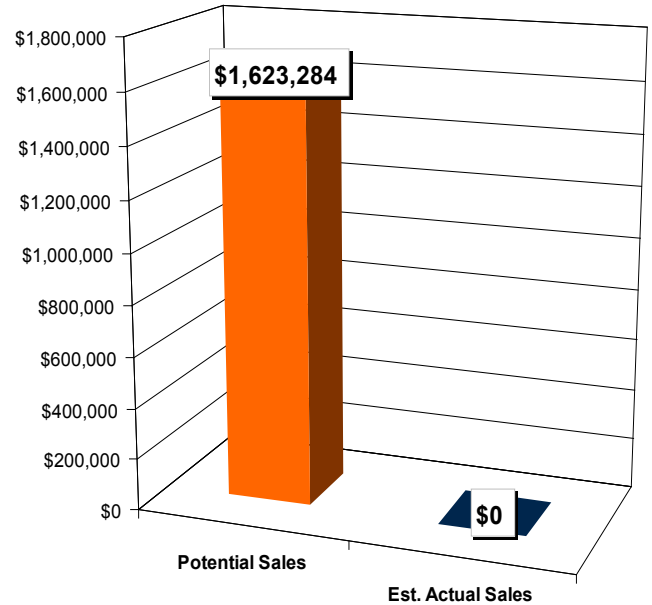
**Caldwell, Texas is leaking approximately \$1,623,284 in Automotive Dealers, NEC sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

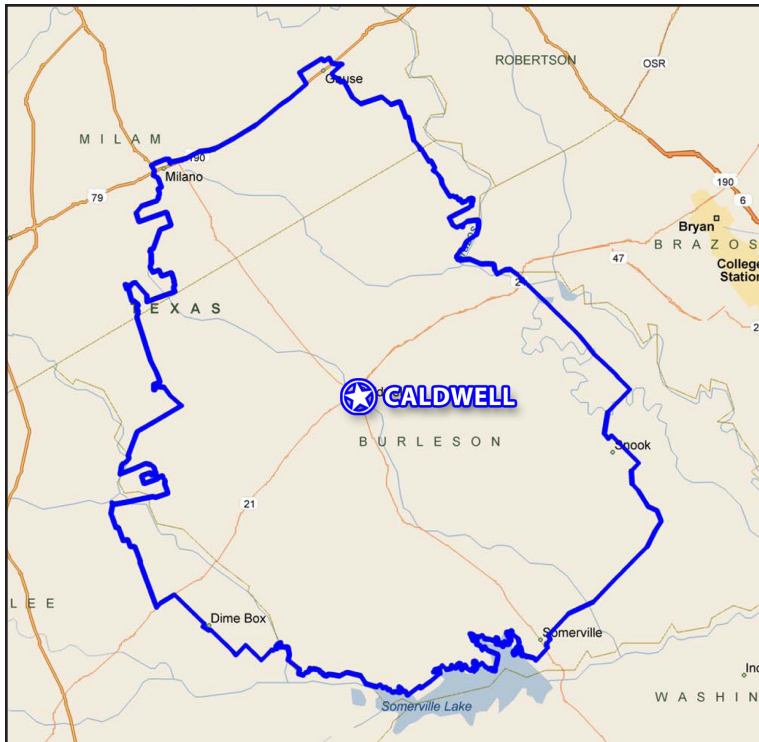
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Automotive Dealers, NEC



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Men's and Boys' Clothing Stores Opportunity Caldwell, Texas

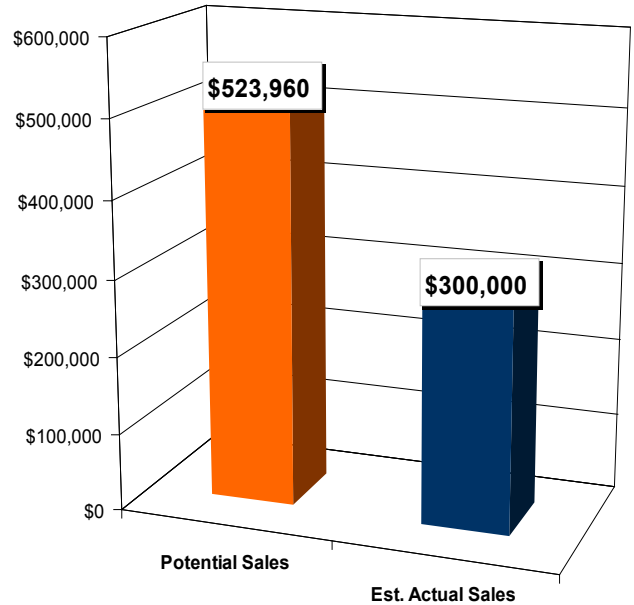
**Caldwell, Texas is leaking approximately \$223,960 in Men's and Boys' Clothing Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

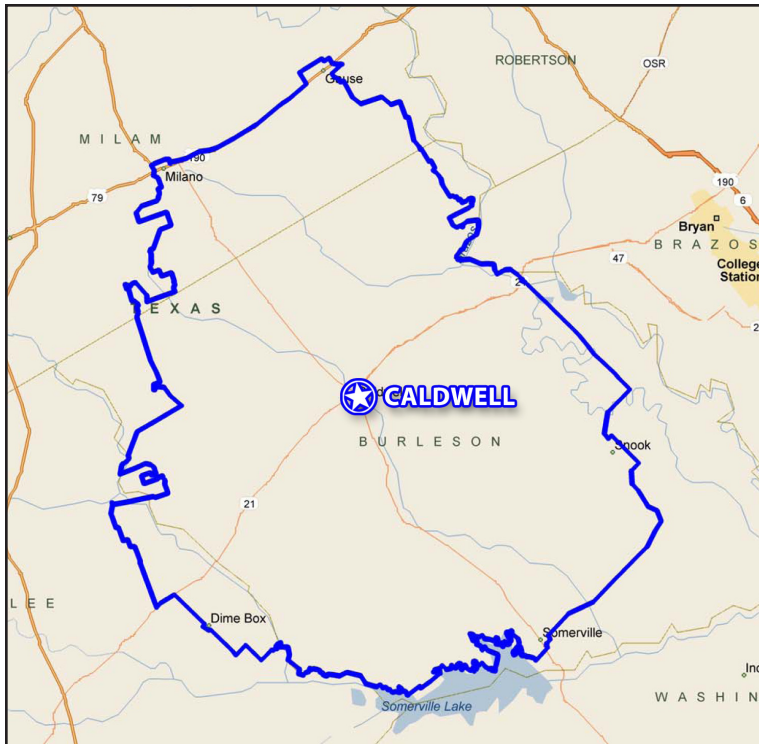
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Men's and Boys' Clothing Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Women's Clothing Stores Opportunity Caldwell, Texas

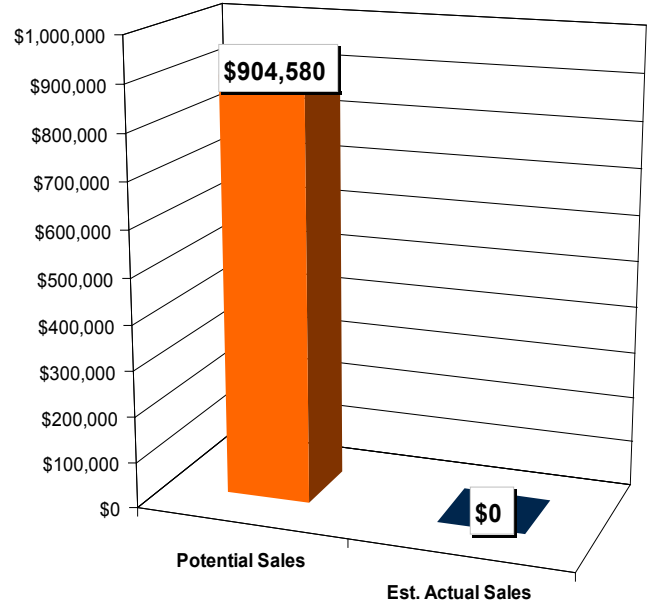
**Caldwell, Texas is leaking approximately \$904,580 in Women's Clothing Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

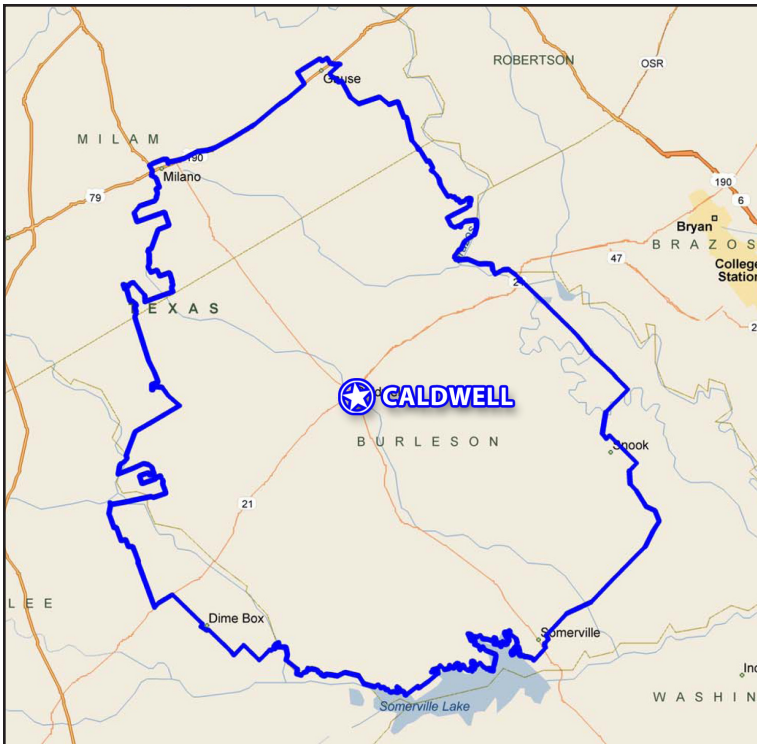
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Women's Clothing Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Women's Accessory and Specialty Stores Caldwell, Texas

**Caldwell, Texas is leaking approximately \$143,407 in Women's Accessory and Specialty Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

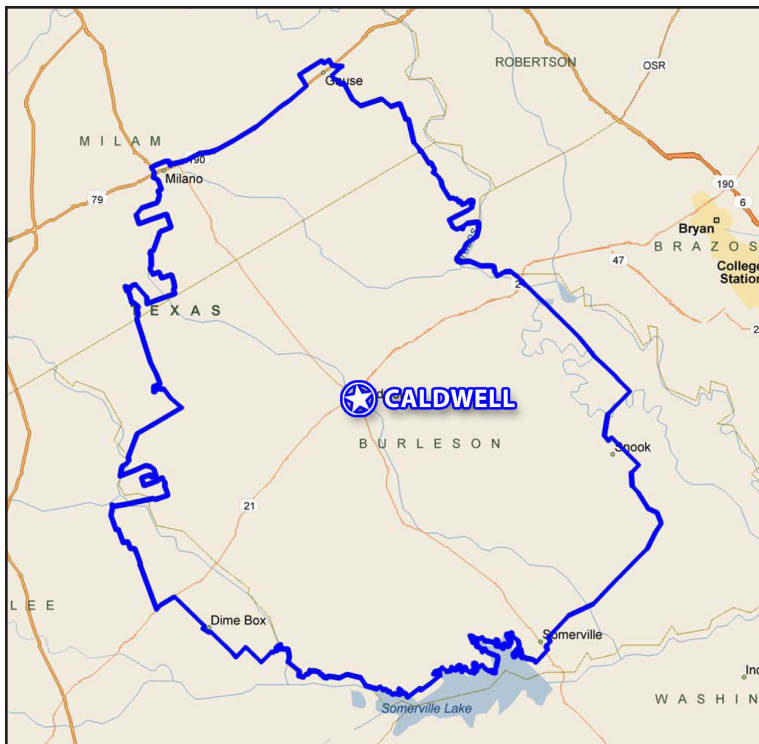
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Women's Accessory and Specialty Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Children's and Infants' Wear Opportunity Caldwell, Texas

**Caldwell, Texas is leaking approximately \$230,412 in Children's and Infants' Wear sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

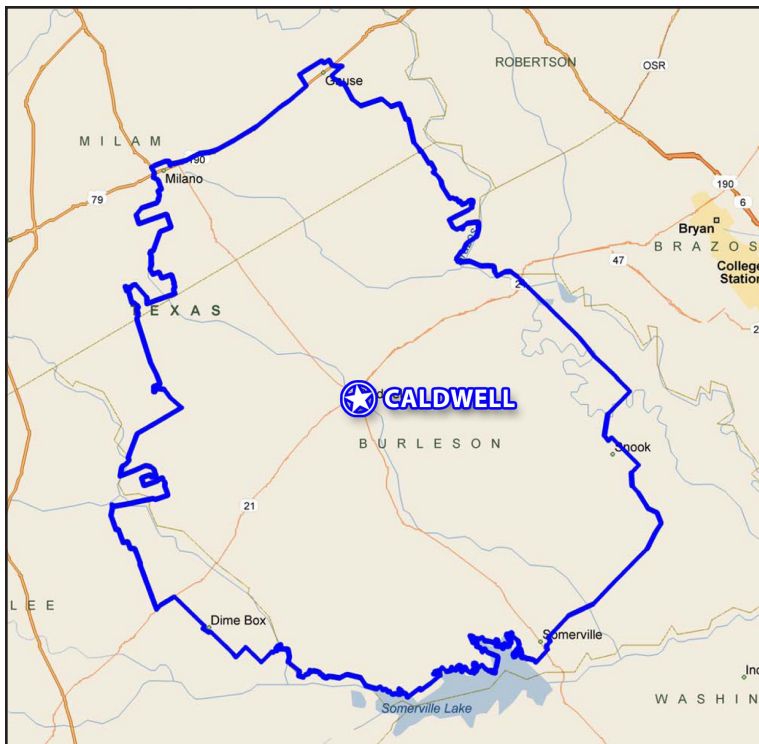
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Children's and Infants' Wear



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Family Clothing Stores Opportunity Caldwell, Texas

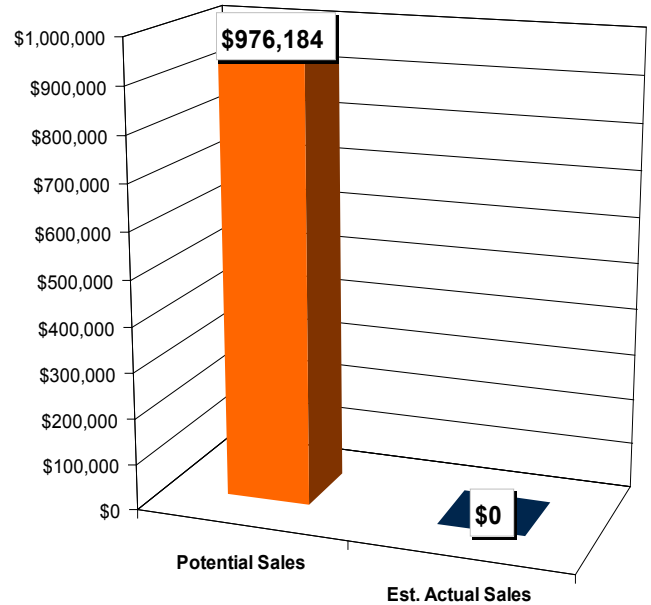
**Caldwell, Texas is leaking approximately \$976,184 in Family Clothing Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

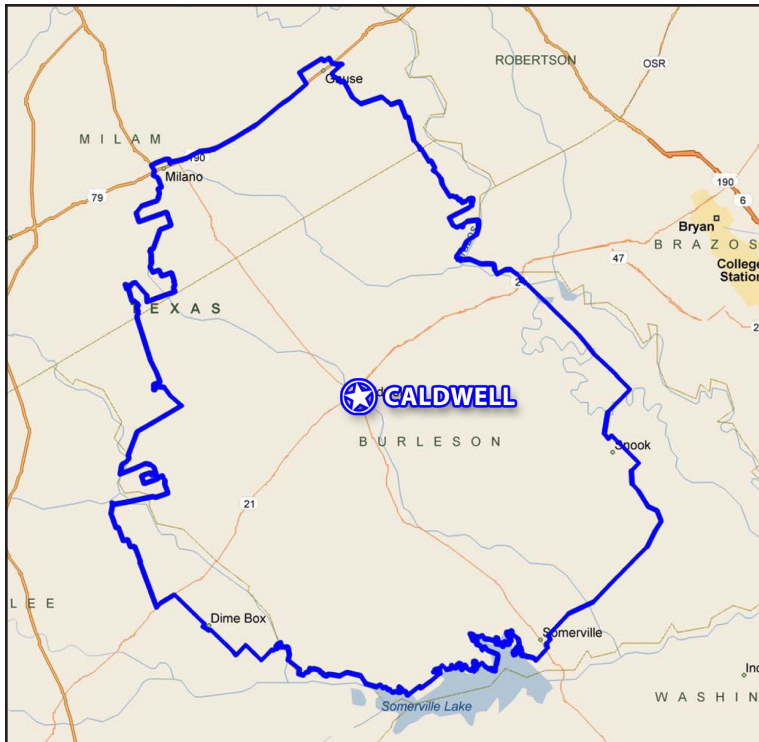
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Family Clothing Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Shoe Stores Opportunity Caldwell, Texas

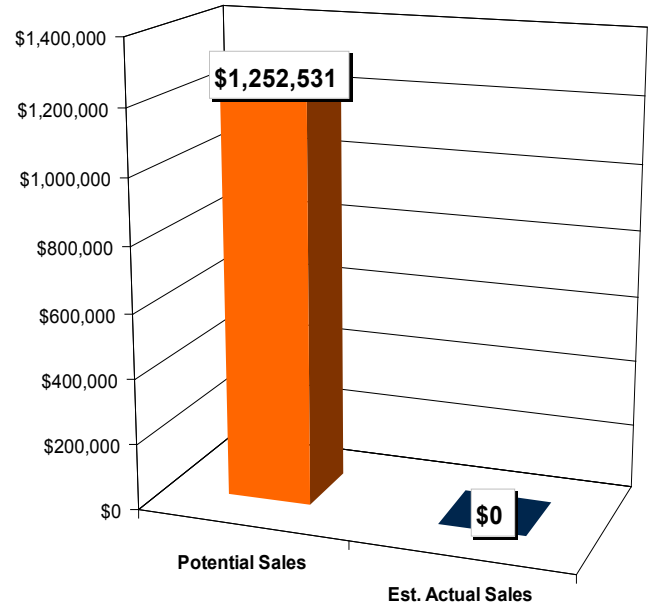
**Caldwell, Texas is leaking approximately \$1,252,531 in Shoe Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

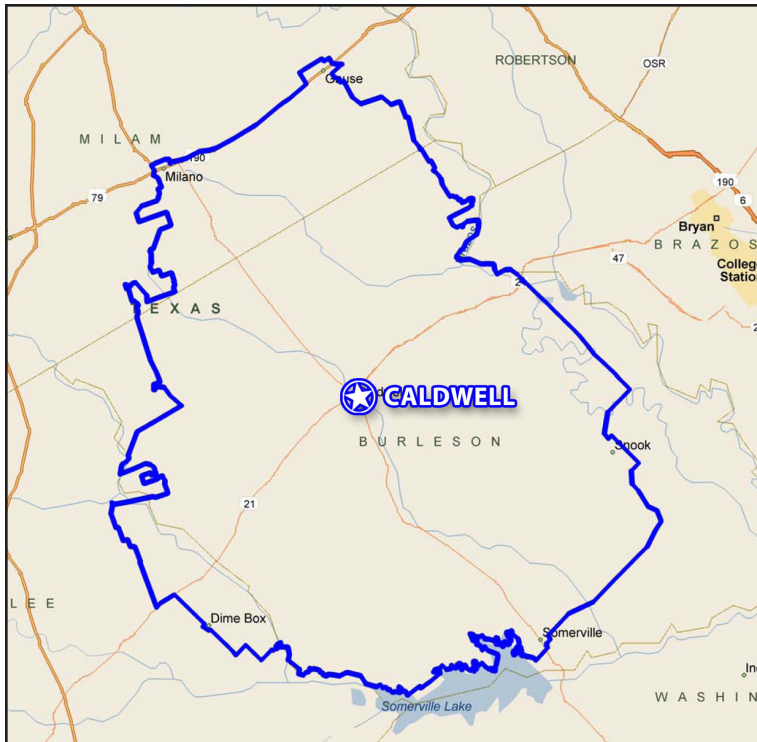
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Shoe Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Miscellaneous Apparel and Accessory Stores Caldwell, Texas

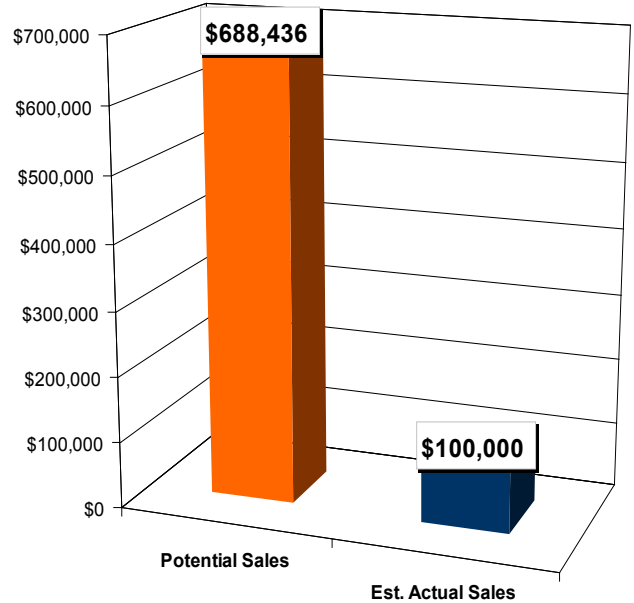
**Caldwell, Texas is leaking approximately \$588,436 in Miscellaneous Apparel and Accessory Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

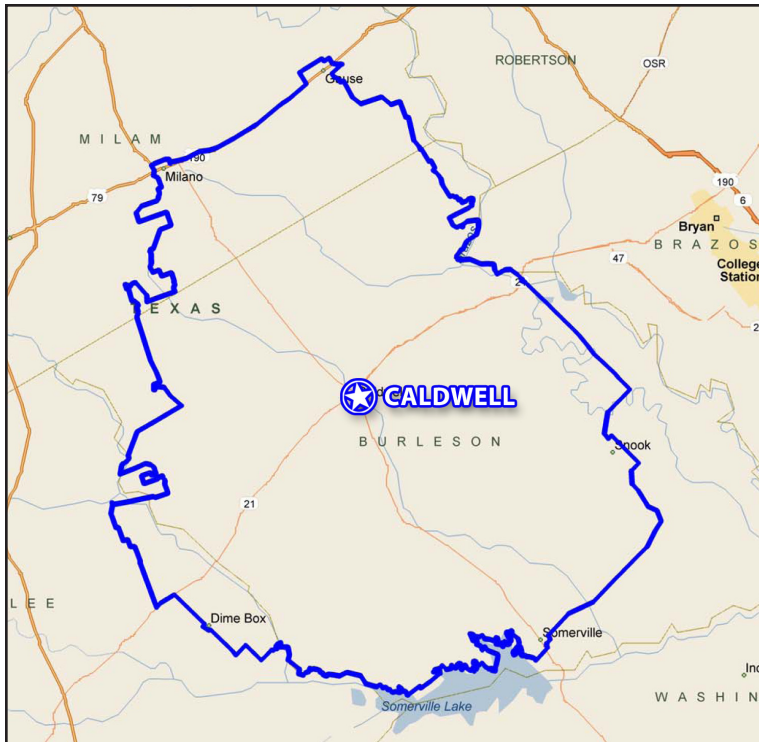
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Miscellaneous Apparel and Accessory Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Home Furniture and Furnishing Opportunity Caldwell, Texas

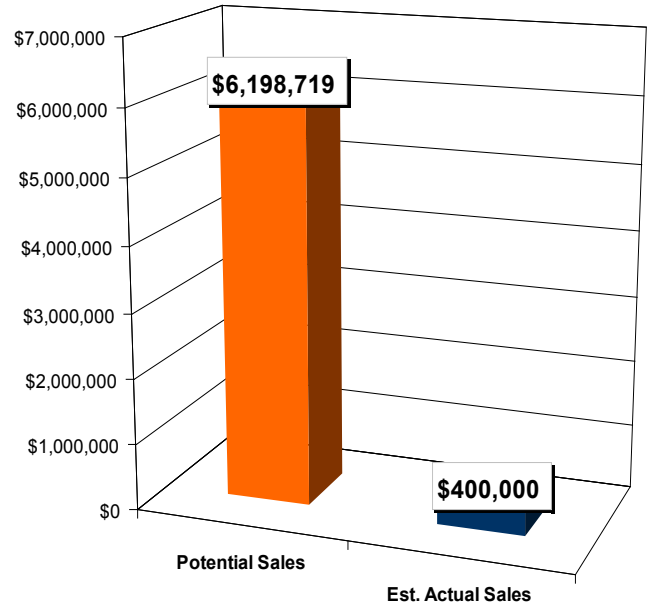
**Caldwell, Texas is leaking approximately \$5,798,719 in Home Furniture and Furnishing sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

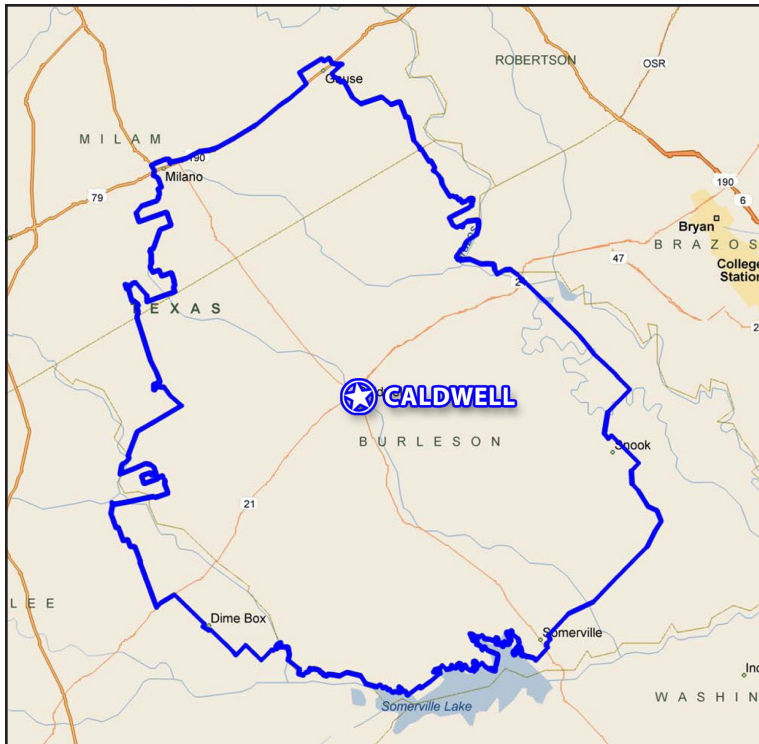
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Home Furniture and Furnishing



### Caldwell, Texas Retail Trade Area



### Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Household Appliance Stores Opportunity Caldwell, Texas

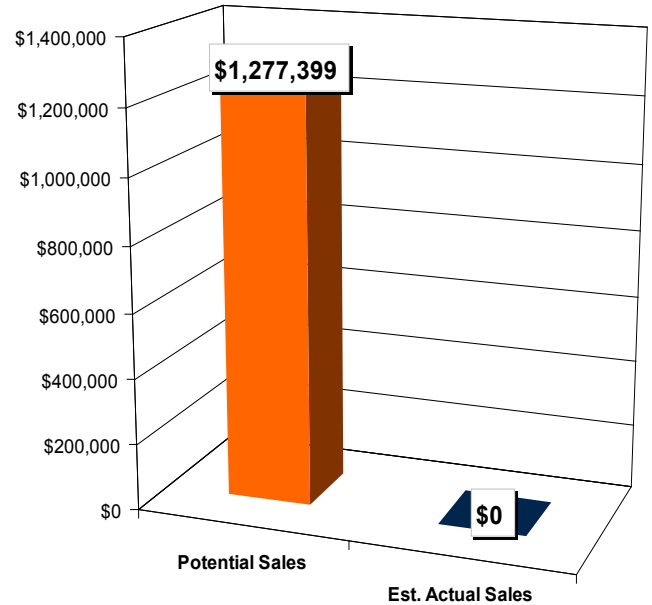
**Caldwell, Texas is leaking approximately \$1,277,399 in Household Appliance Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

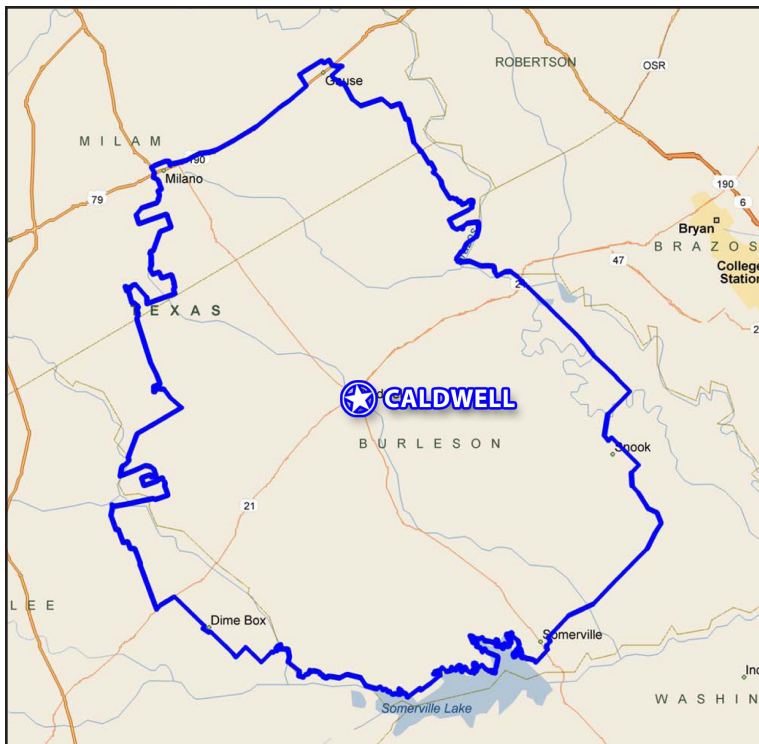
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Household Appliance Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
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Median Age	40.20

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# Radio, TV, and Computer Stores Opportunity Caldwell, Texas

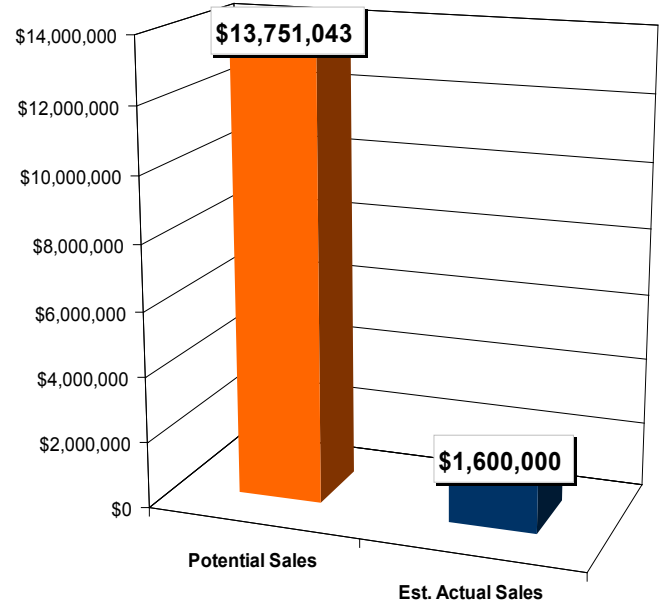
**Caldwell, Texas is leaking approximately \$12,151,040 in Radio, TV, and Computer Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

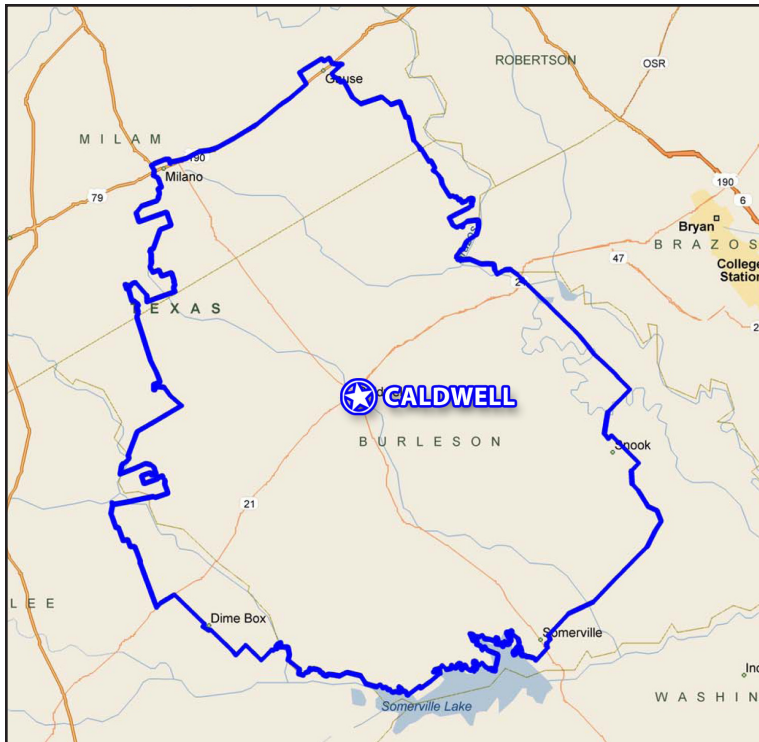
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Radio, TV, and Computer Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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Email: salzacc@aol.com



Sources: The Retail Coach, LLC | U.S. Census Bureau | Claritas 2008, 2009

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# Eating Places Opportunity Caldwell, Texas

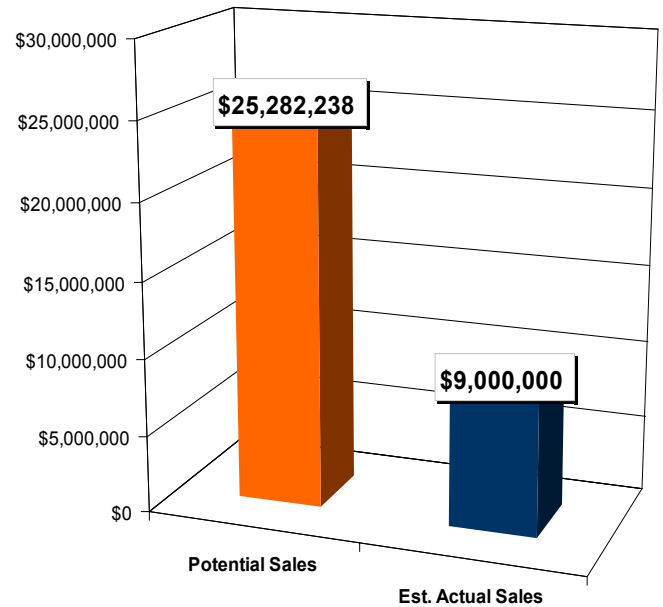
**Caldwell, Texas is leaking approximately \$16,282,238 in Eating Places sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

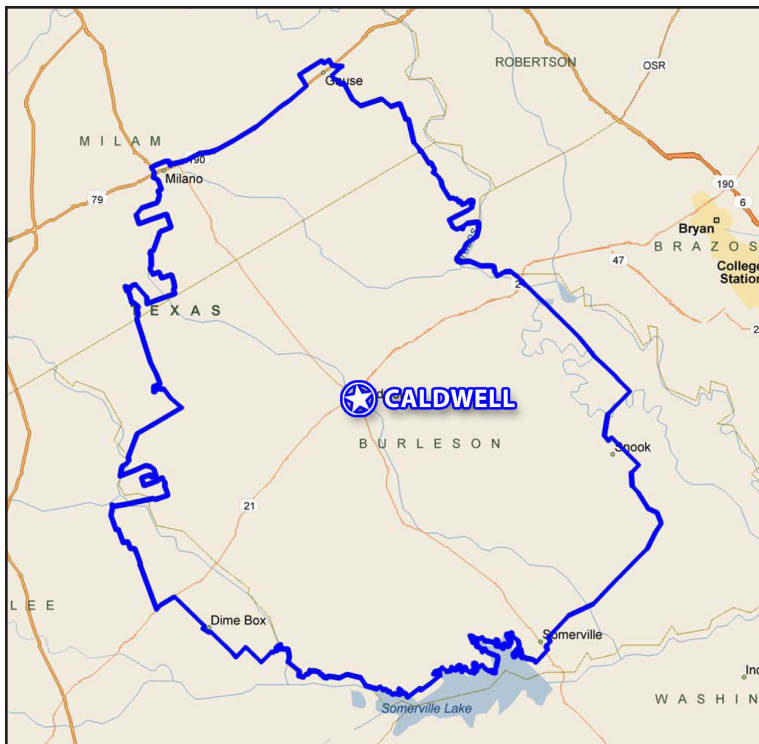
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Eating Places



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

### For more information, contact:

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# Drinking Places Opportunity Caldwell, Texas

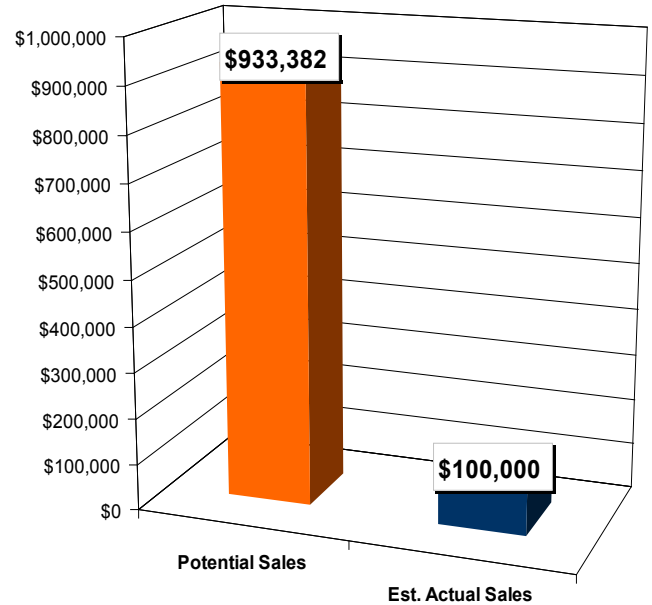
**Caldwell, Texas is leaking approximately \$833,382 in Drinking Places sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

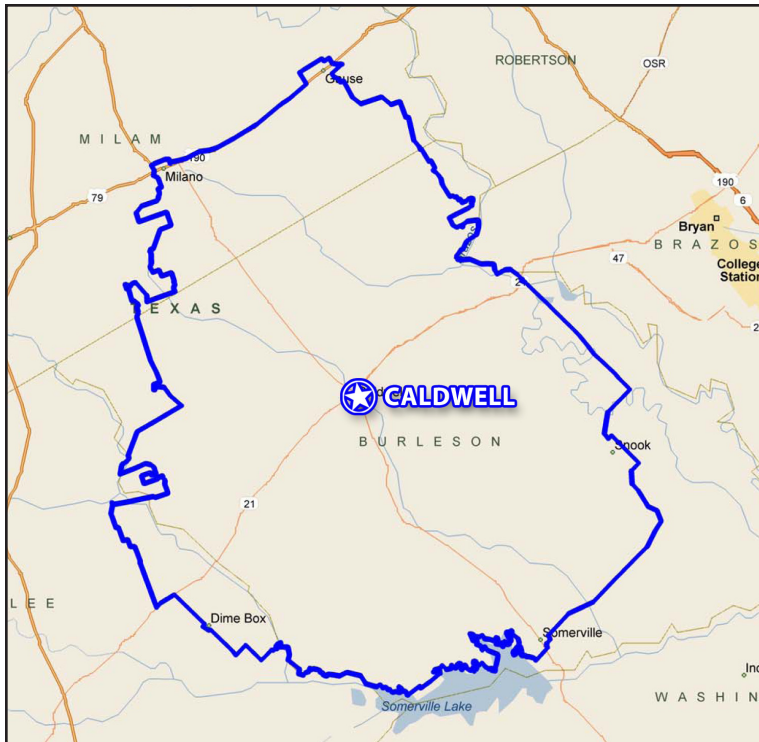
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Drinking Places



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

### For more information, contact:

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# Drug Stores and Proprietary Opportunity Caldwell, Texas

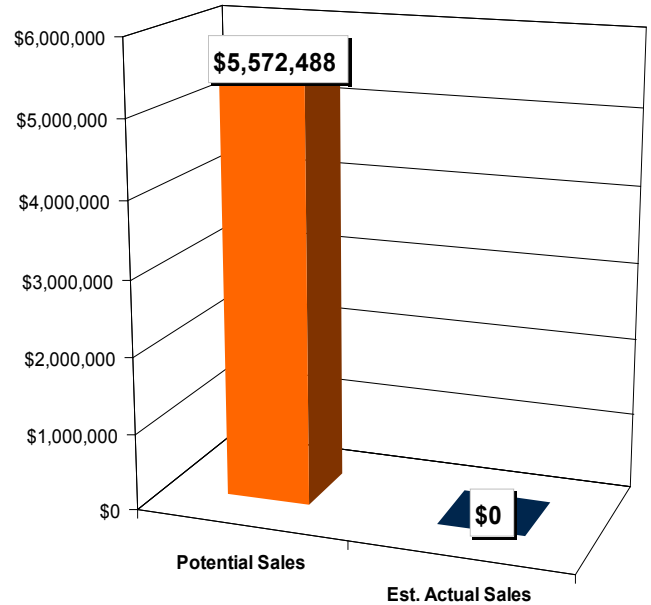
**Caldwell, Texas is leaking approximately \$5,572,488 in Drug Stores and Proprietary sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

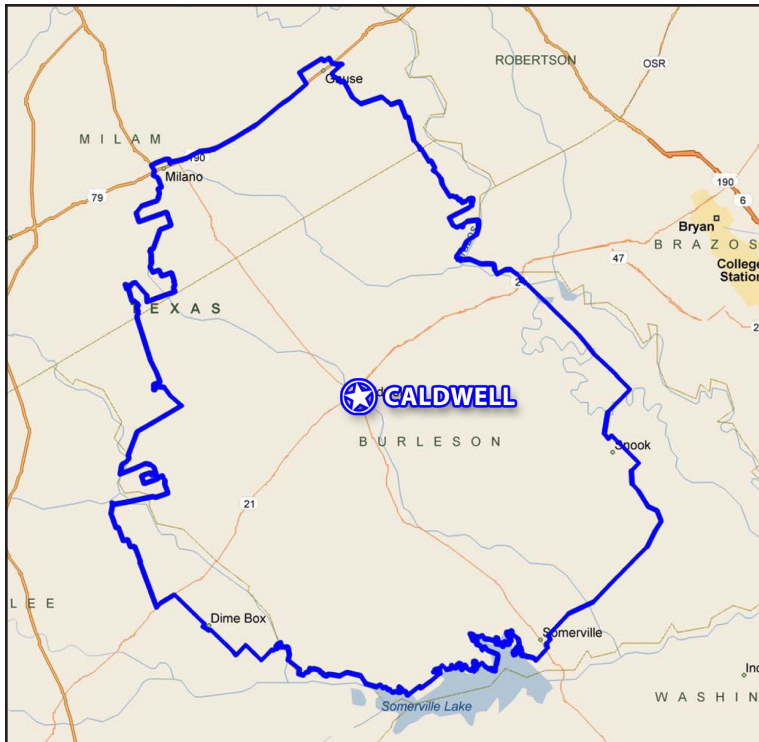
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Drug Stores and Proprietary



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Liquor Stores Opportunity Caldwell, Texas

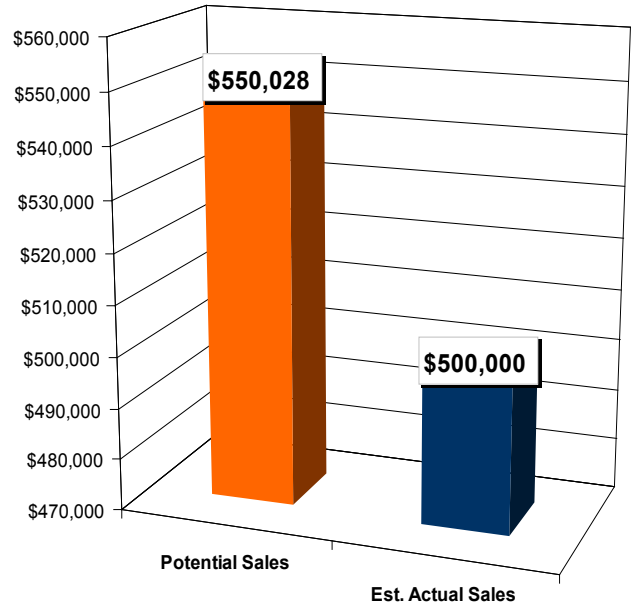
**Caldwell, Texas is leaking approximately \$50,028 in Liquor Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

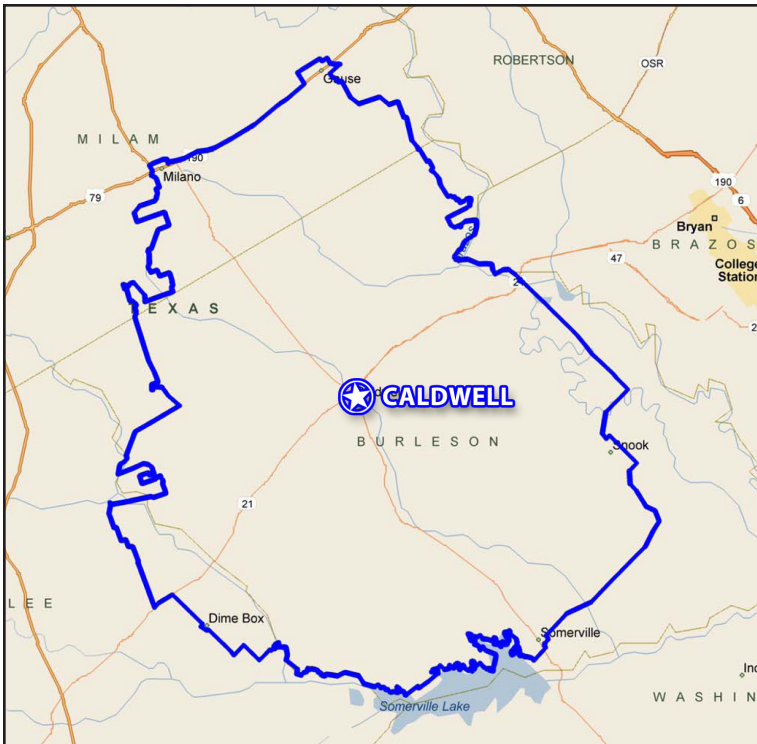
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Liquor Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

### For more information, contact:

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# Used Merchandise Stores Opportunity Caldwell, Texas

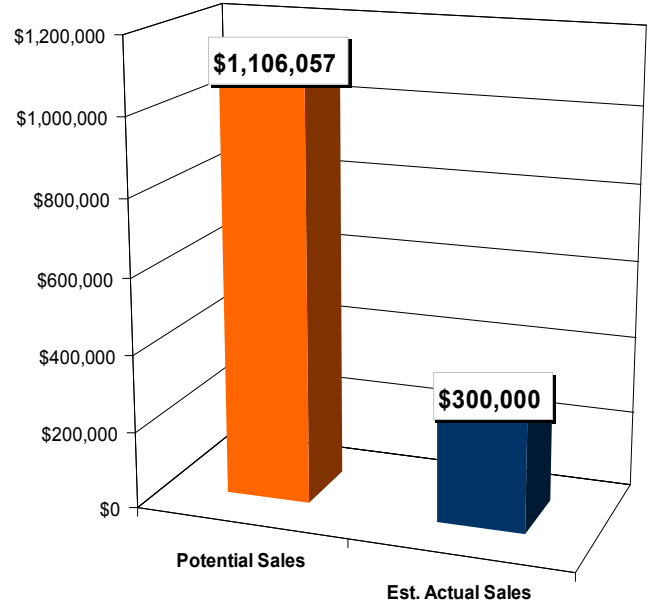
**Caldwell, Texas is leaking approximately \$806,057 in Used Merchandise Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

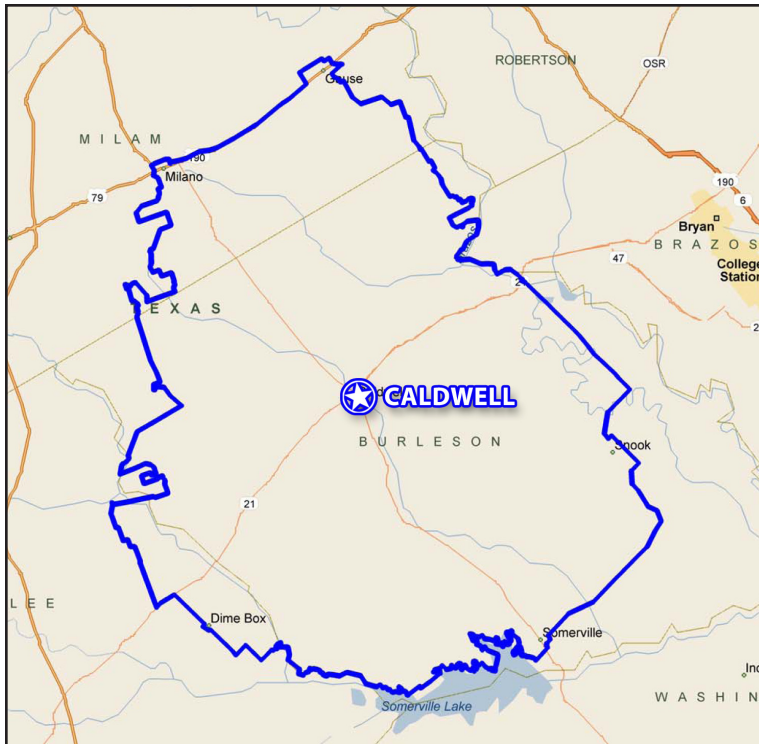
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Used Merchandise Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

### For more information, contact:

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# Sporting Goods, Bicycle and Gun Stores Caldwell, Texas

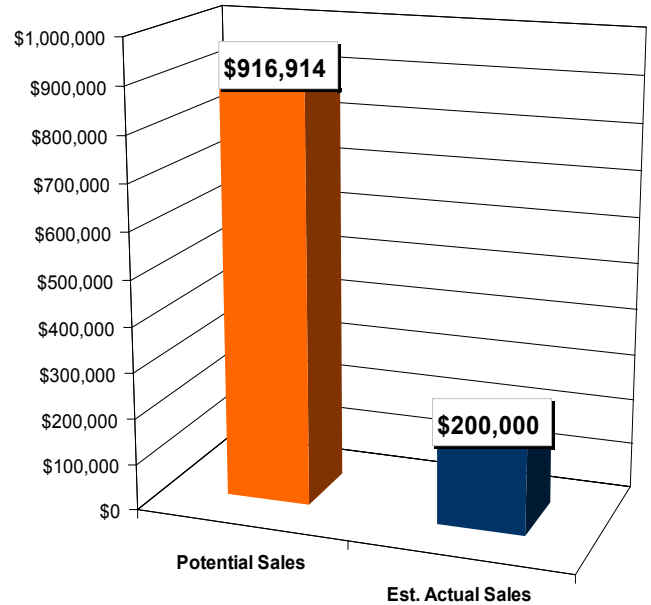
**Caldwell, Texas is leaking approximately \$716,914 in Sporting Goods, Bicycle and Gun Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

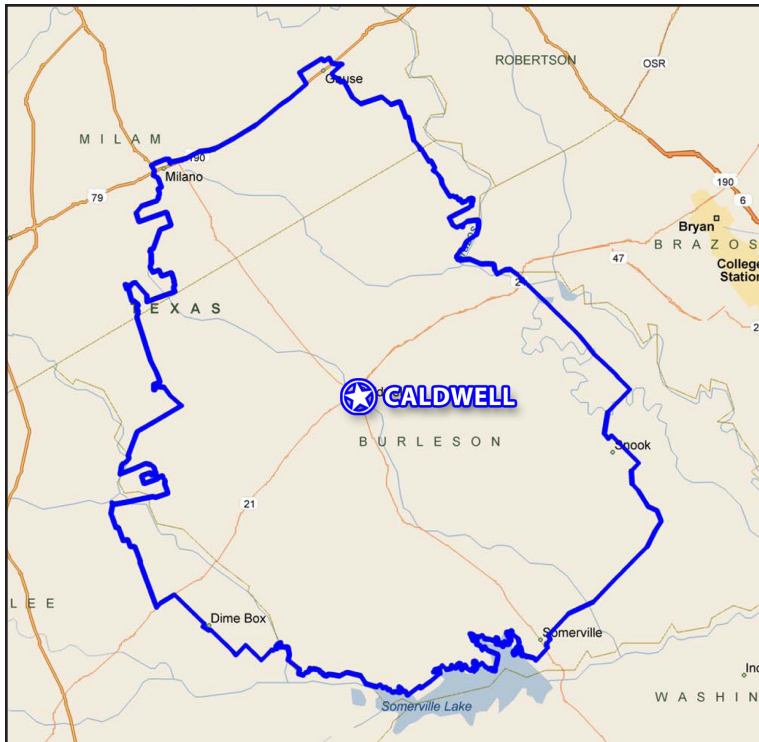
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Sporting Goods, Bicycle and Gun Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Book Stores Opportunity Caldwell, Texas

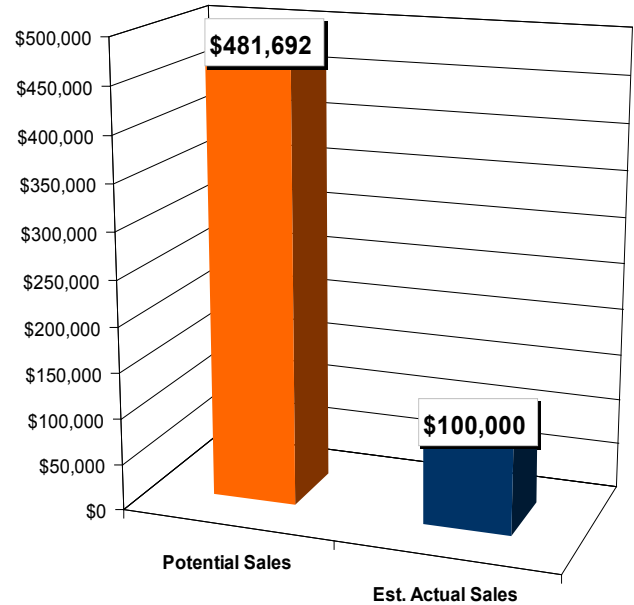
**Caldwell, Texas is leaking approximately \$381,692 in Book Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

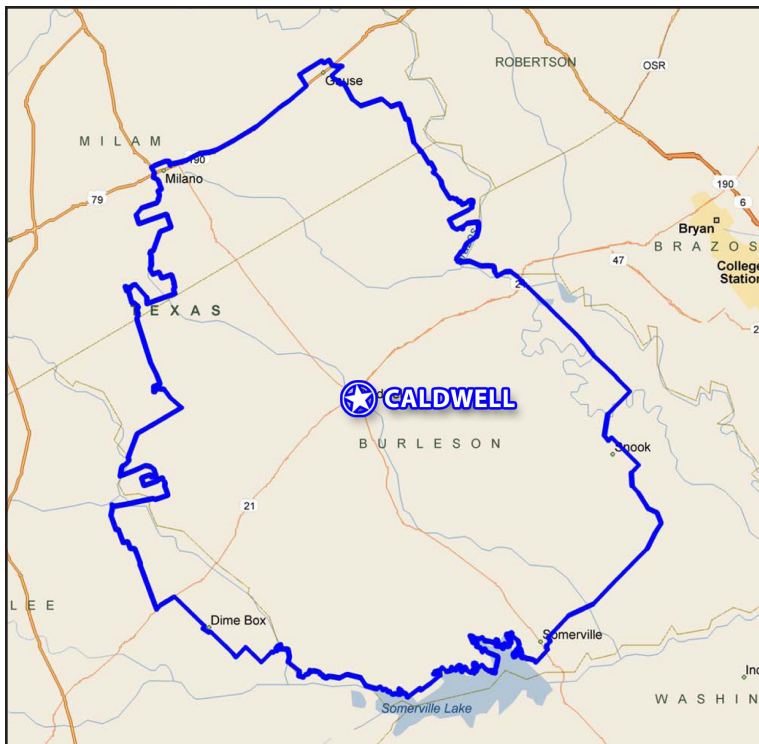
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Book Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Stationery Stores Opportunity Caldwell, Texas

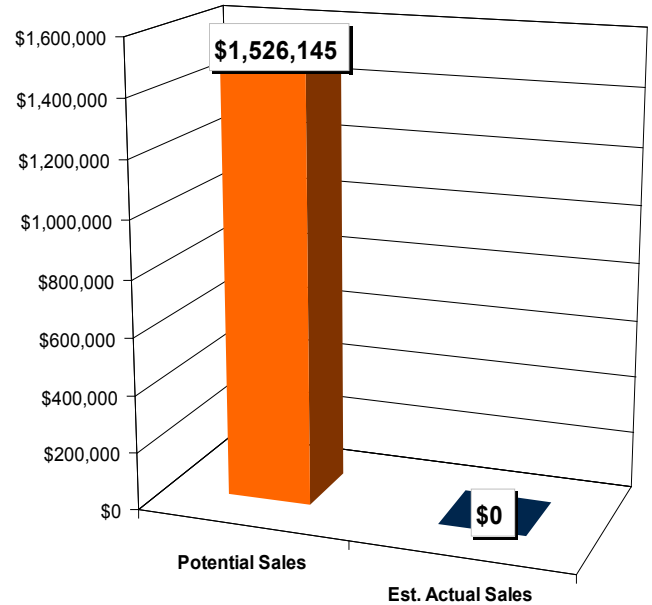
**Caldwell, Texas is leaking approximately \$1,526,145 in Stationery Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

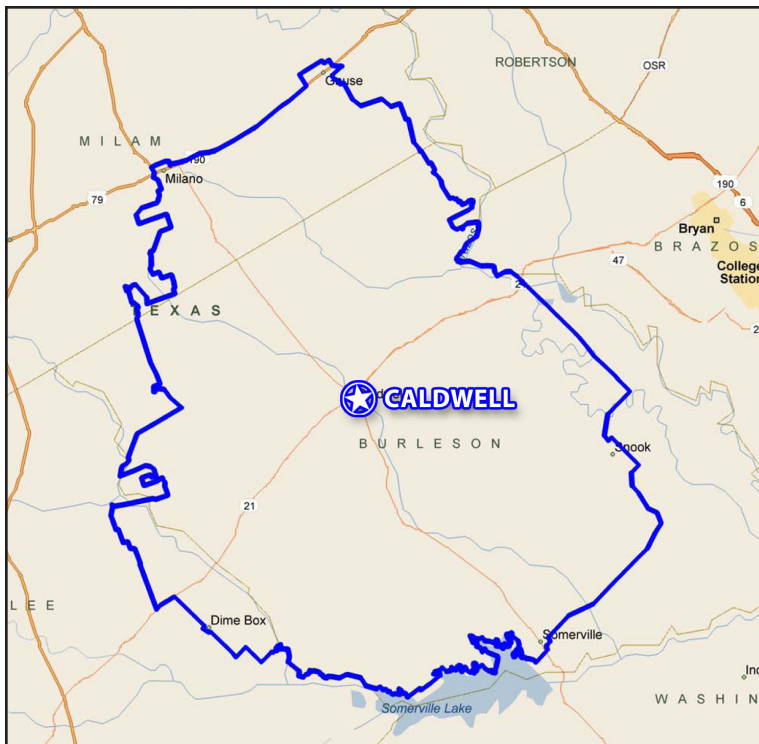
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Stationery Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Jewelry Stores Opportunity Caldwell, Texas

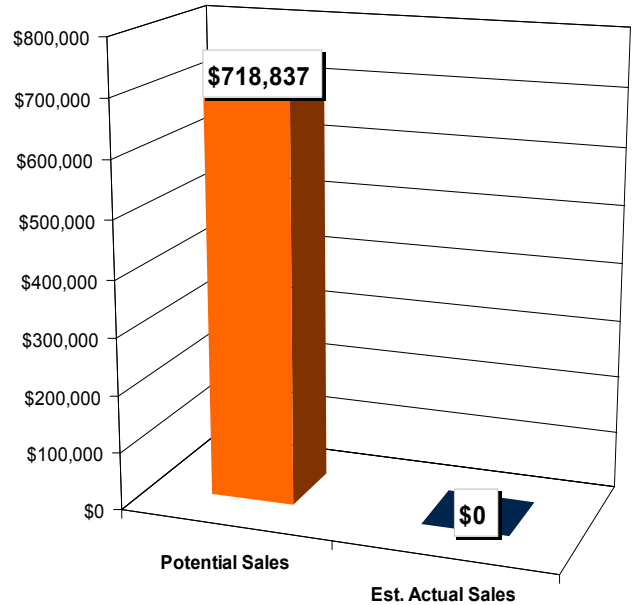
**Caldwell, Texas is leaking approximately \$718,837 in Jewelry Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

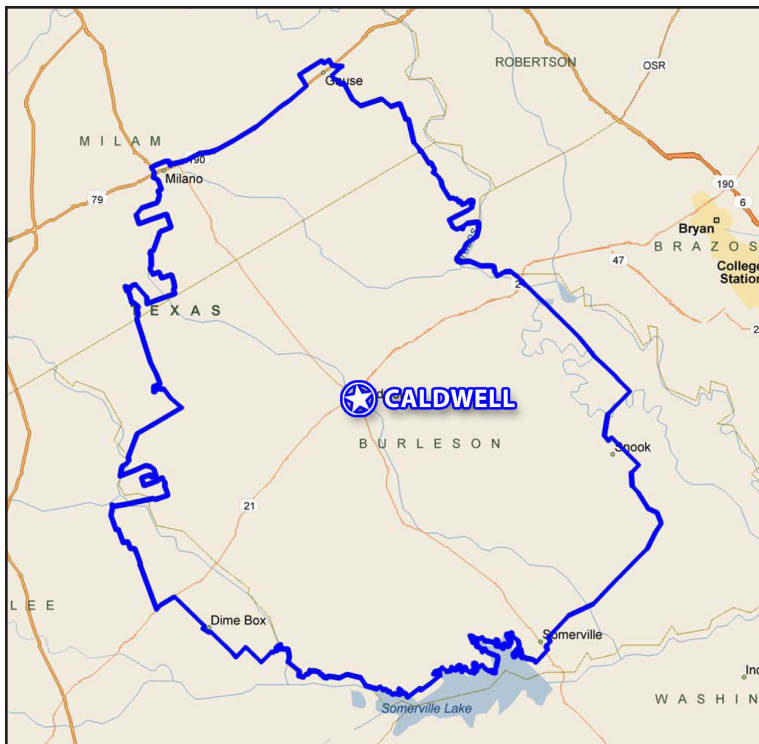
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Jewelry Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Hobby, Toy and Game Shops Opportunity Caldwell, Texas

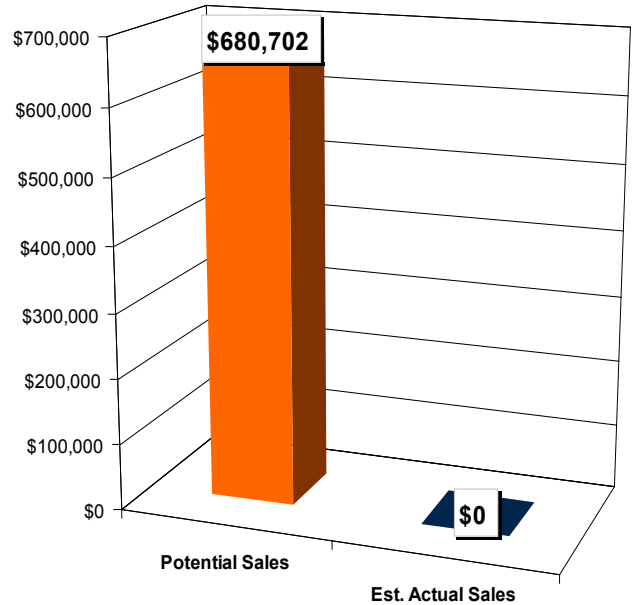
**Caldwell, Texas is leaking approximately \$680,702 in Hobby, Toy and Game Shops sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

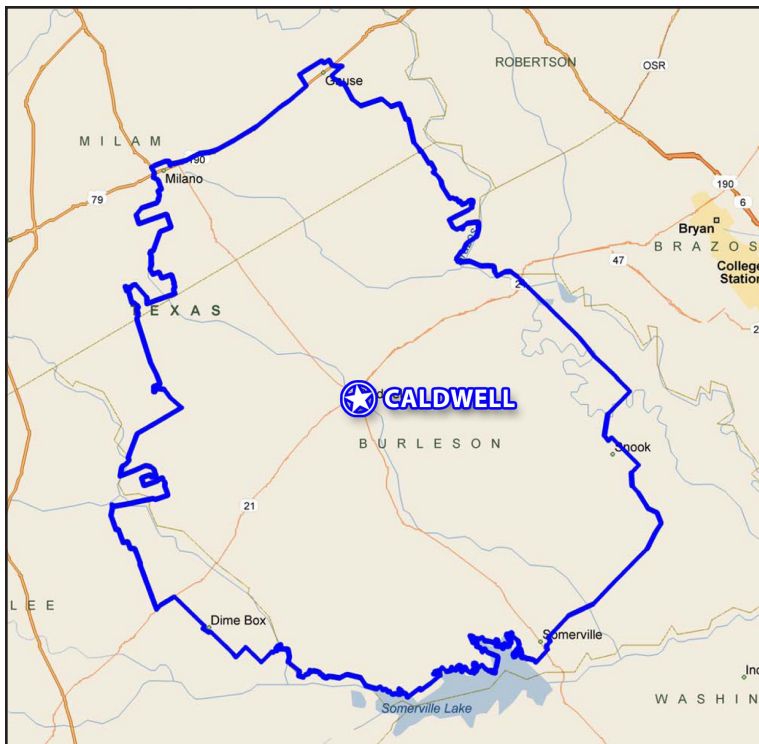
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Hobby, Toy and Game Shops



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Camera and Photography Supply Stores Caldwell, Texas

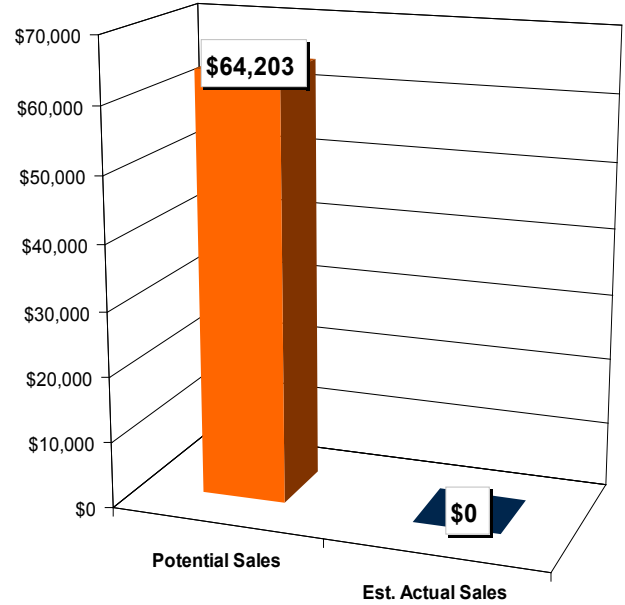
**Caldwell, Texas is leaking approximately \$64,203 in Camera and Photography Supply Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

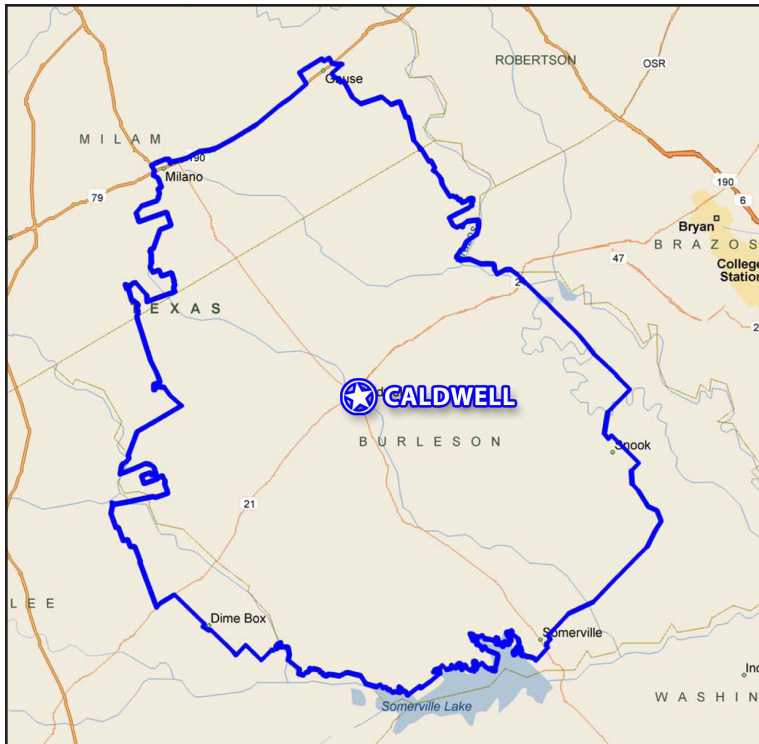
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Camera and Photography Supply Stores



### Caldwell, Texas Retail Trade Area



### Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Gift, Novelty and Souvenir Shops Opportunity Caldwell, Texas

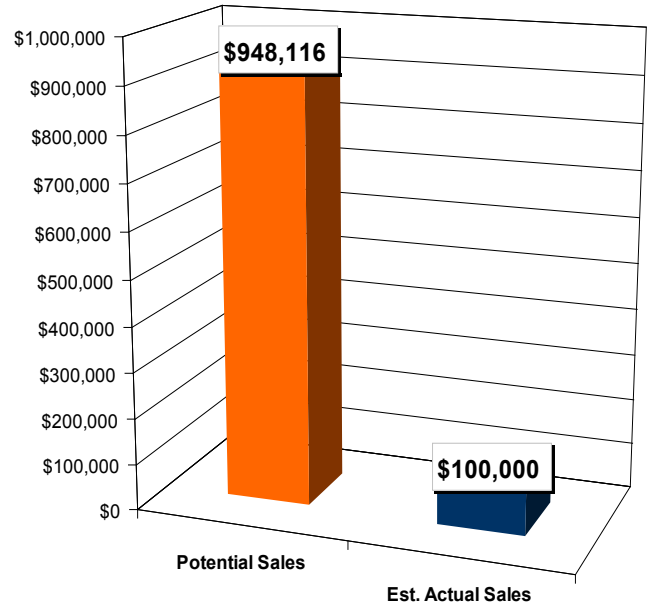
**Caldwell, Texas is leaking approximately \$848,116 in Gift, Novelty and Souvenir Shops sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

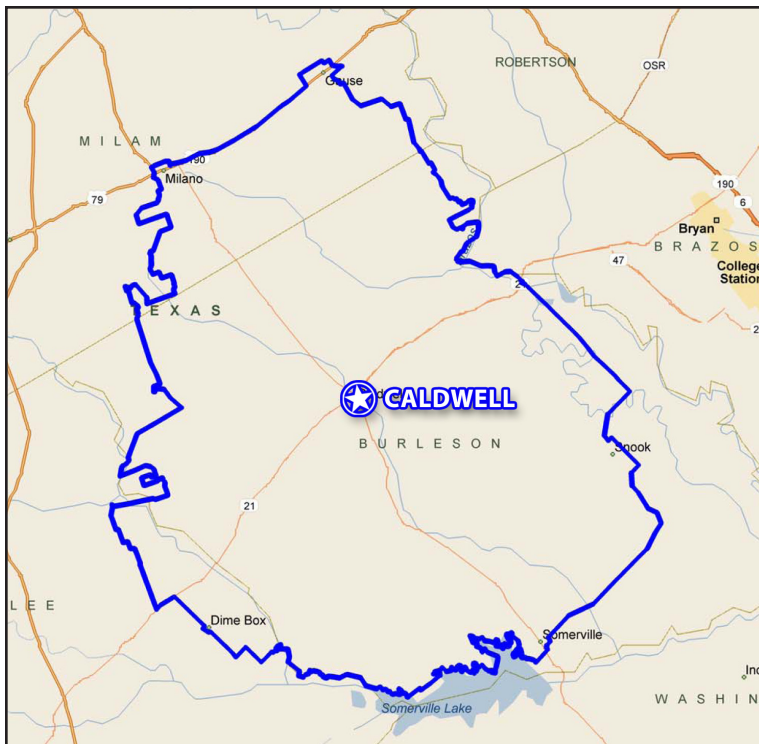
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Gift, Novelty and Souvenir Shops



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Luggage and Leather Goods Stores Opportunity Caldwell, Texas

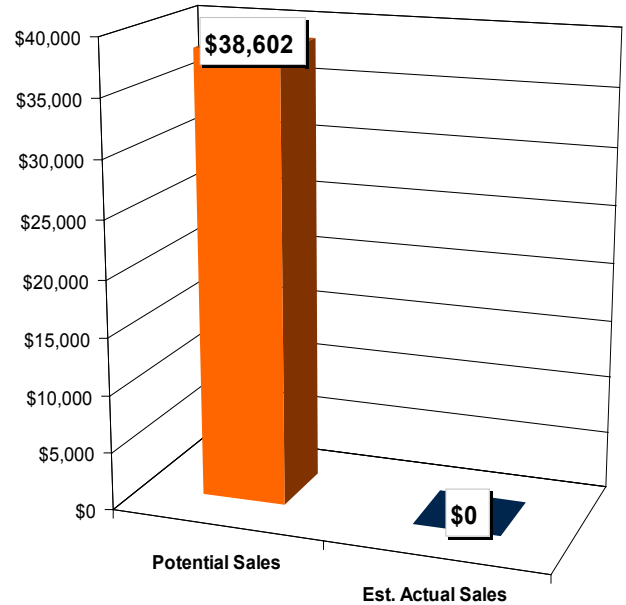
**Caldwell, Texas is leaking approximately \$38,602 in Luggage and Leather Goods Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

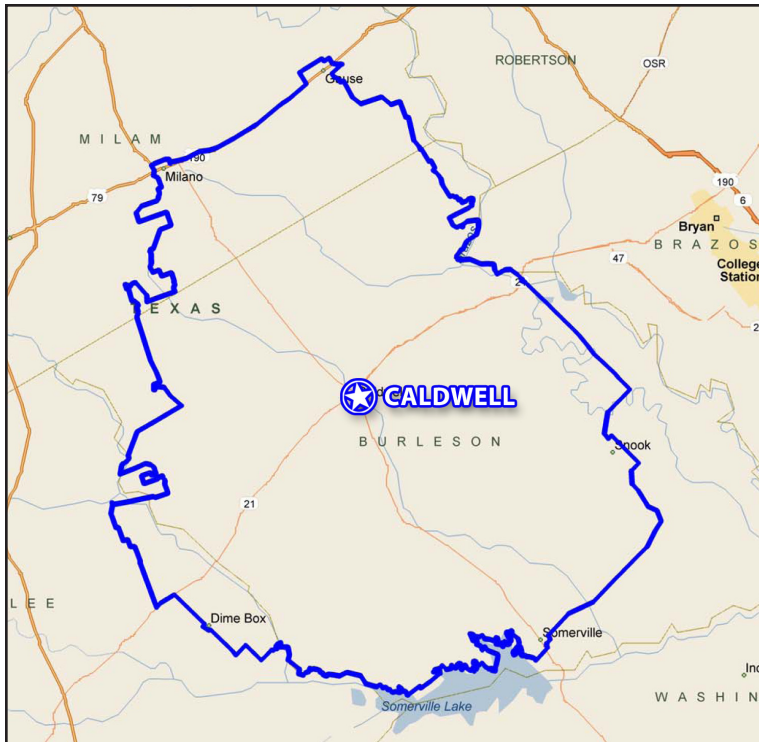
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Luggage and Leather Goods Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Sewing, Needlework and Craft Stores Opportunity Caldwell, Texas

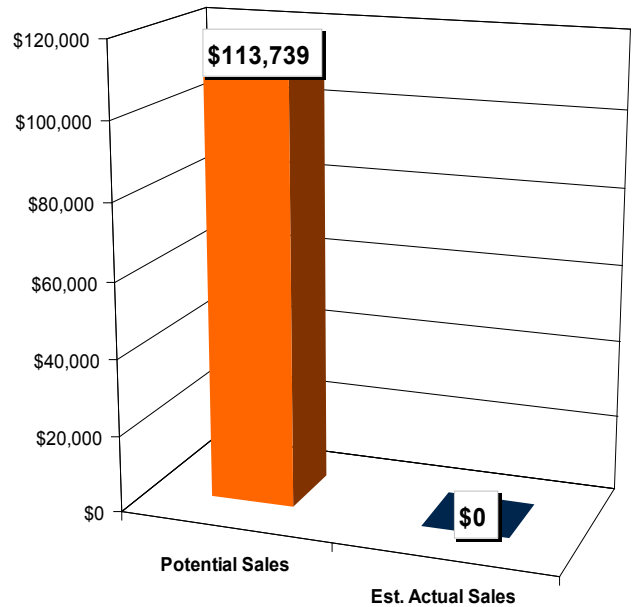
**Caldwell, Texas is leaking approximately \$113,739 in Sewing, Needlework and Craft Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

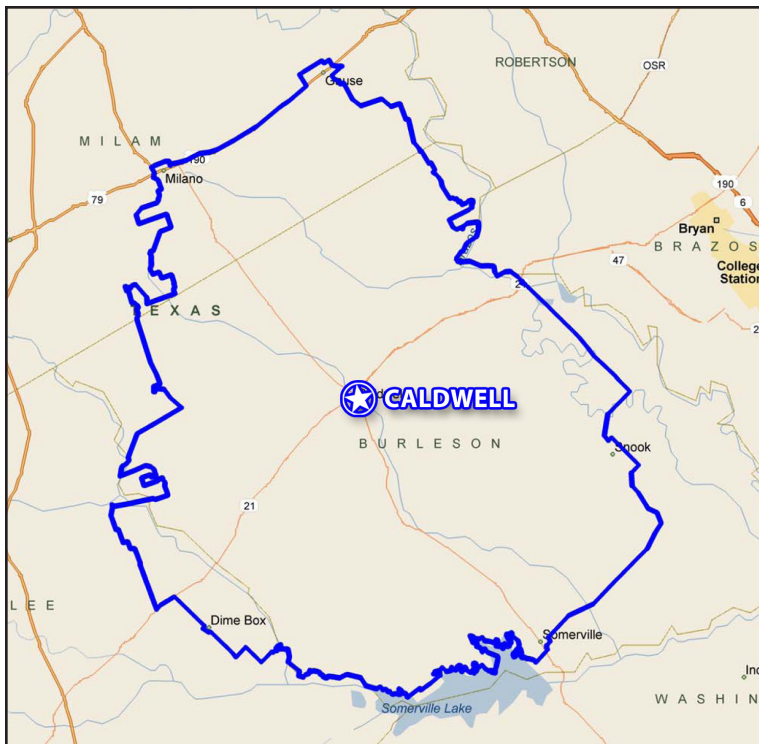
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Sewing, Needlework and Craft Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Non-store Retailers Opportunity Caldwell, Texas

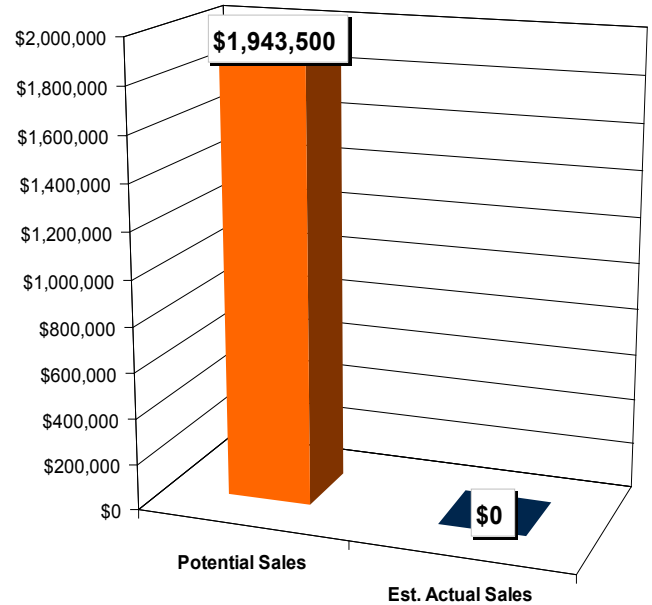
**Caldwell, Texas is leaking approximately \$1,943,500 in Non-store Retailers sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

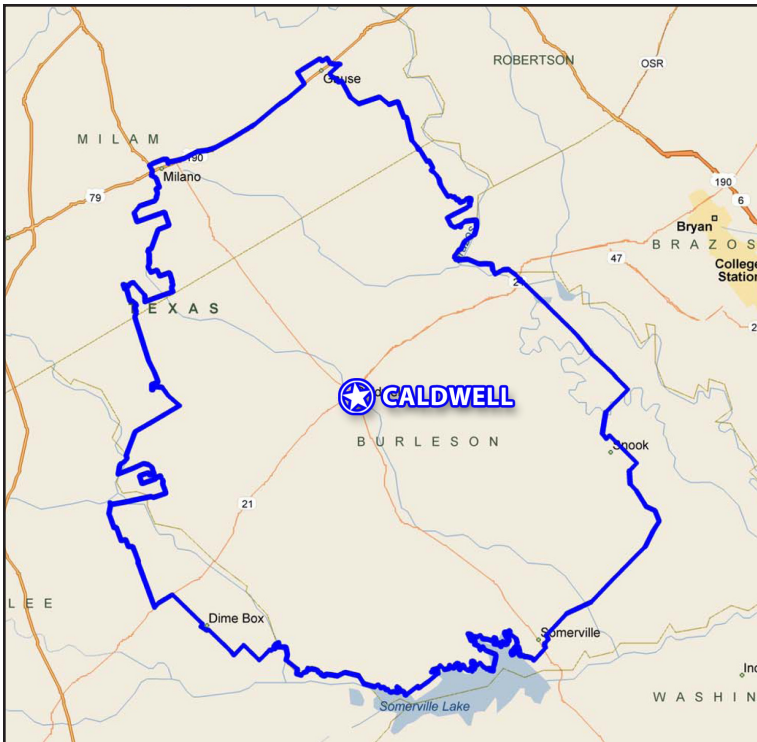
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Non-store Retailers



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Fuel and Ice Dealers Opportunity Caldwell, Texas

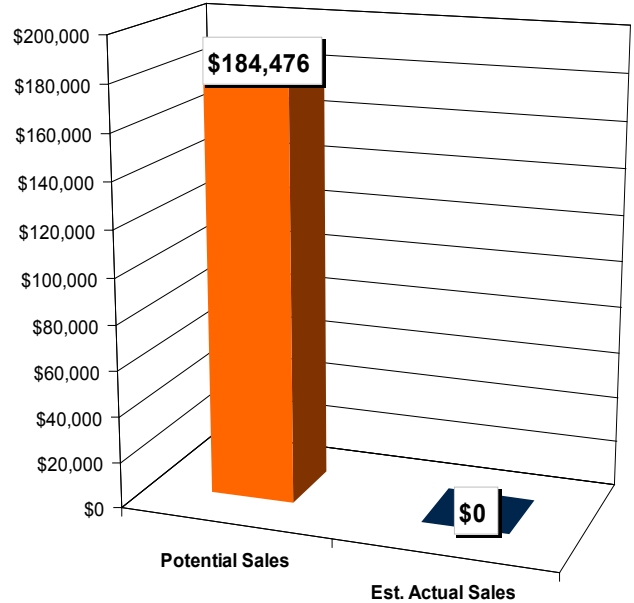
**Caldwell, Texas is leaking approximately \$184,476 in Fuel and Ice Dealers sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

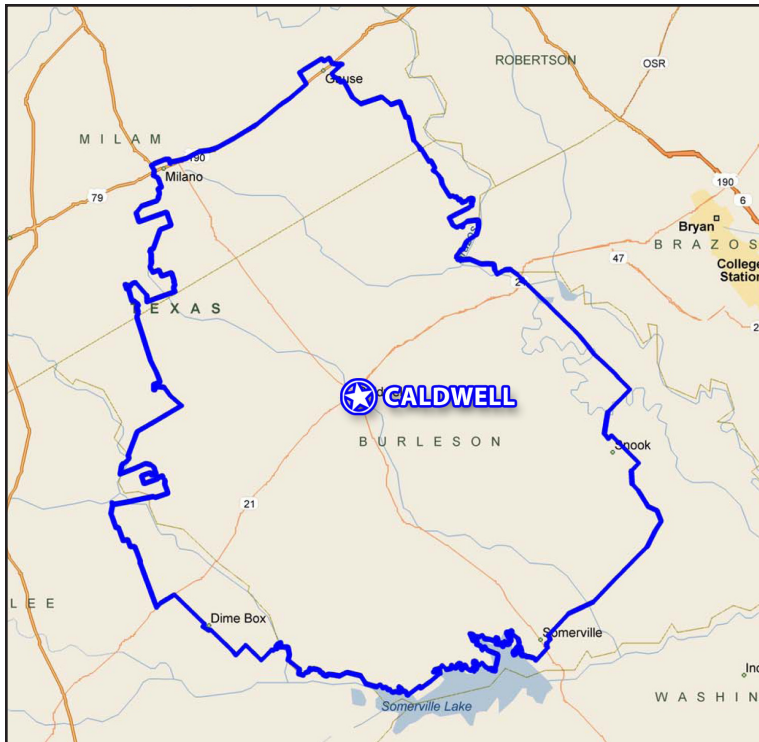
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Fuel and Ice Dealers



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

### For more information, contact:

Sal Zaccagnino  
301 N. Gray Street  
Caldwell, TX 77836

Tel: (979) 777-5708  
Email: salzacc@aol.com



Sources: The Retail Coach, LLC | U.S. Census Bureau | Claritas 2008, 2009

November 2009. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 662.844.2155.

# Florists Opportunity Caldwell, Texas

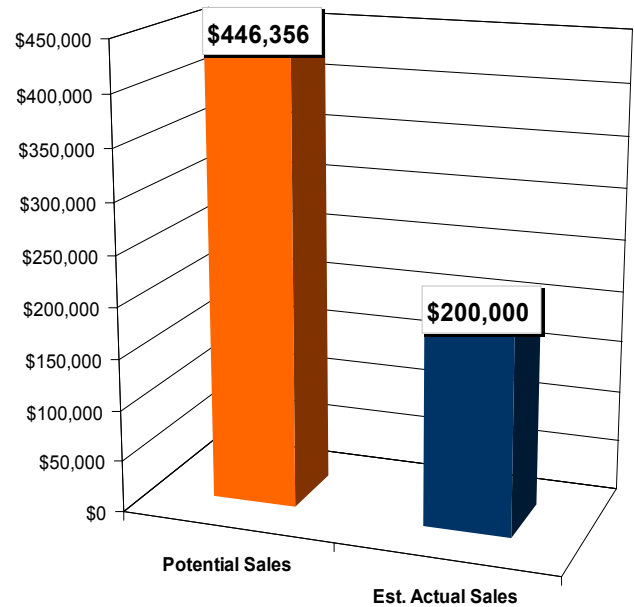
**Caldwell, Texas is leaking approximately \$246,356 in Florists sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

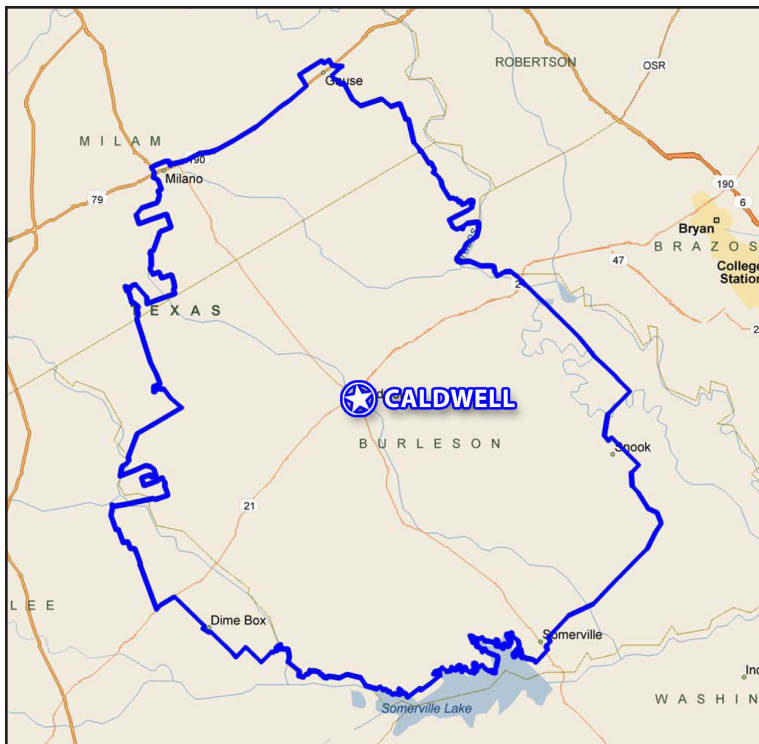
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Florists



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Tobacco Stores and Stands Opportunity Caldwell, Texas

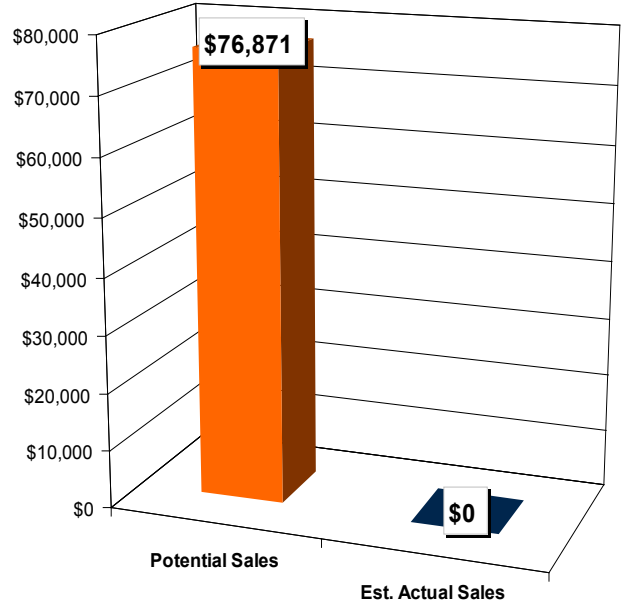
**Caldwell, Texas is leaking approximately \$76,871 in Tobacco Stores and Stands sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

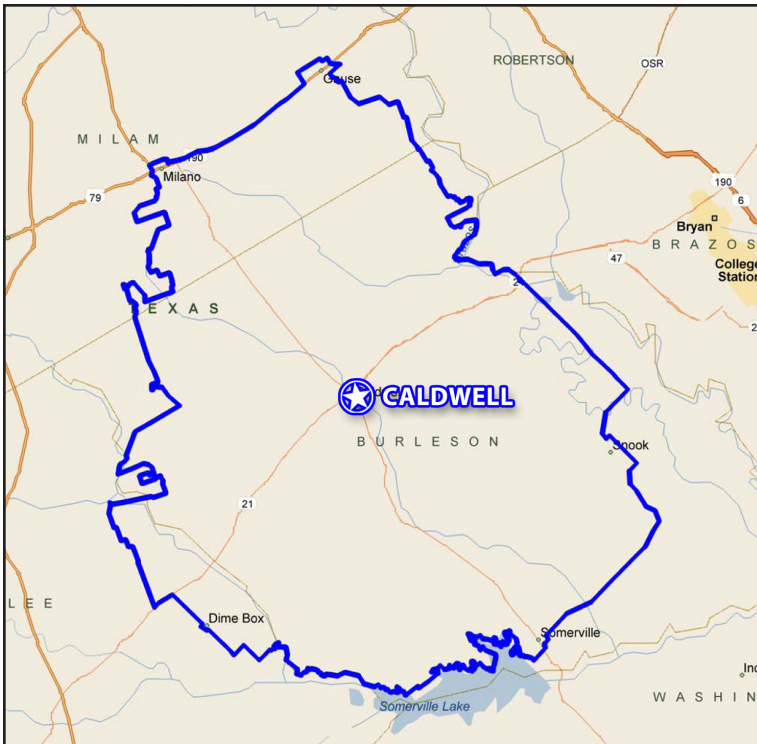
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Tobacco Stores and Stands



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# News Dealers and Newsstands Opportunity Caldwell, Texas

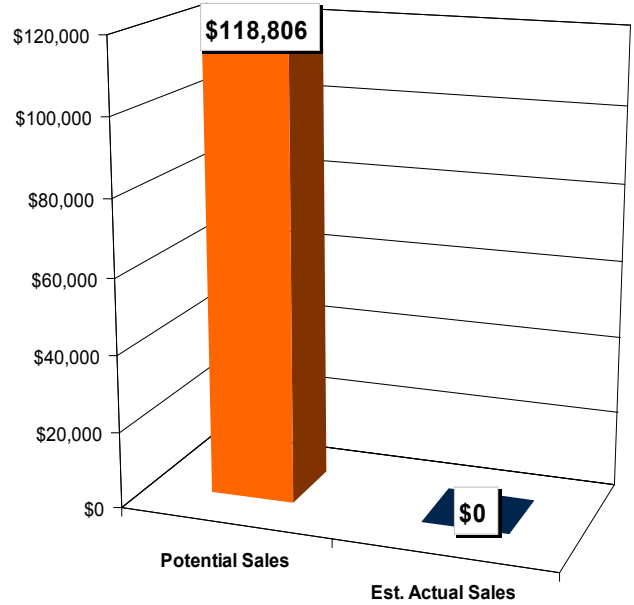
**Caldwell, Texas is leaking approximately \$118,806 in News Dealers and Newsstands sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

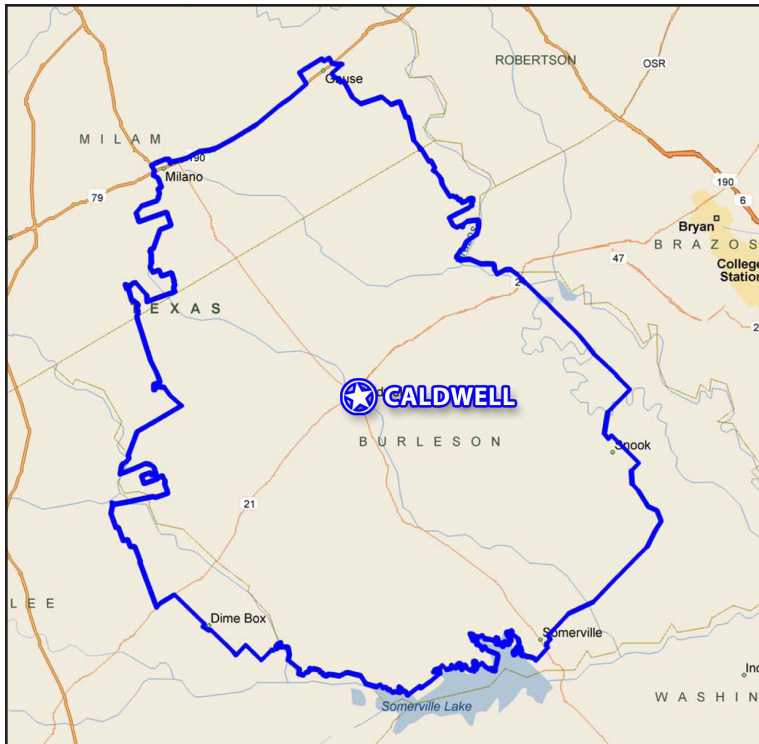
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## News Dealers and Newsstands



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Optical Goods Stores Opportunity Caldwell, Texas

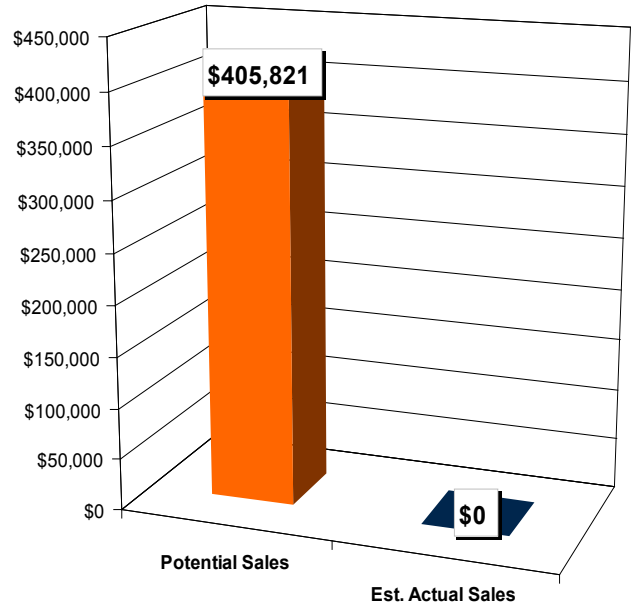
**Caldwell, Texas is leaking approximately \$405,821 in Optical Goods Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

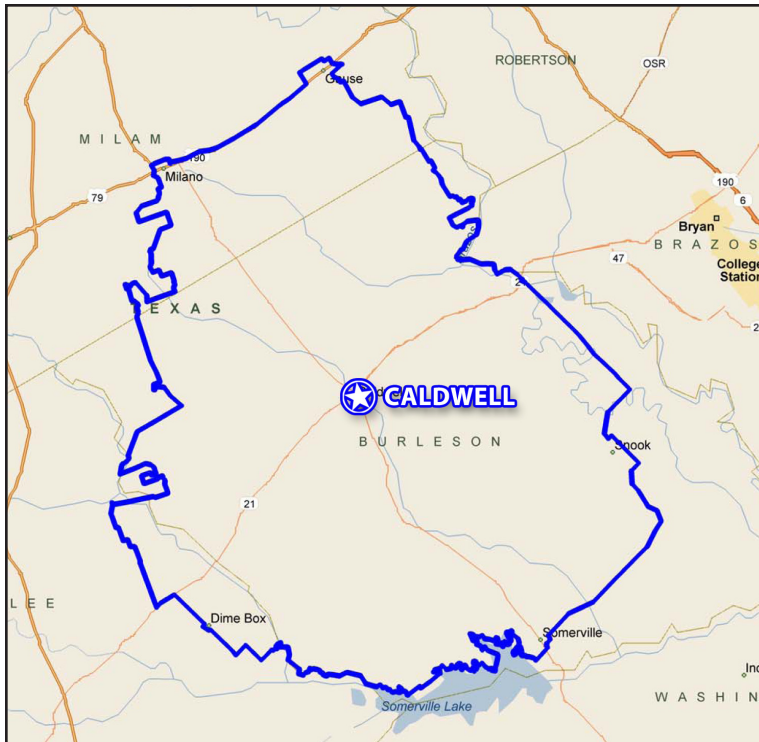
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Optical Goods Stores



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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# Miscellaneous Retail Stores, NEC Opportunity Caldwell, Texas

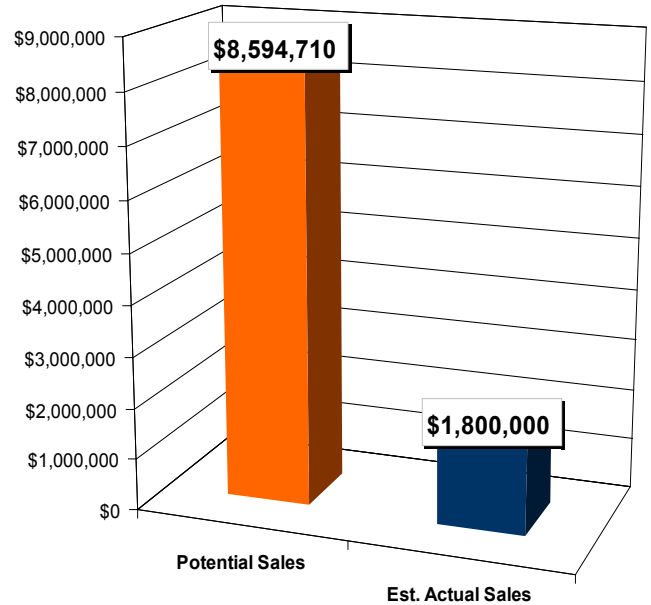
**Caldwell, Texas is leaking approximately \$6,794,710 in Miscellaneous Retail Stores, NEC sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

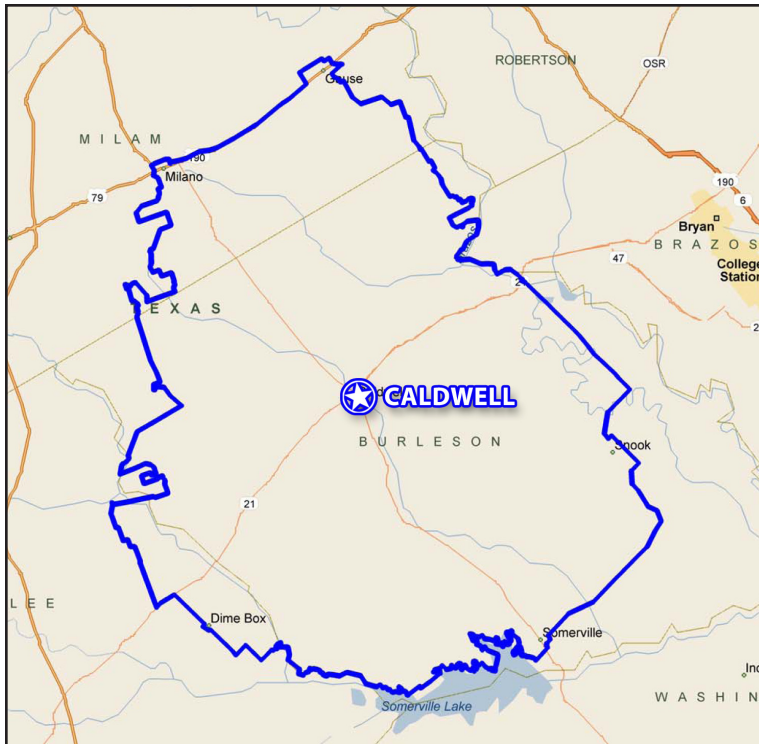
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

## Miscellaneous Retail Stores, NEC



## Caldwell, Texas Retail Trade Area



## Retail Trade Area Demographics

Retail Trade Area Population	17,890
Average Household Income	\$55,502
Per Capita Income	\$21,648
Population by Race/Ethnicity	
White	74.54%
Black or African American	13.54%
Hispanic Origin	16.19%
Median Age	40.20

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