

Consumer Demand & Market Supply Assessment

Site: Morgan's Point Trade Area
Address: 1825 Morgans Point Rd | Belton, TX 76513
Date Report Created: 6/11/2023

	10 Min Drive	15 Min Drive	20 Min Drive
Demographics			
Population	22,354	58,327	101,571
5-Year Population estimate	25,671	64,097	109,316
Population Households	22,354	56,894	99,266
Group Quarters Population	0	1,433	2,305
Households	7,916	21,796	39,134
5-Year Households estimate	9,075	23,888	42,057
WorkPlace Establishments	188	1,127	2,277
Workplace Employees	3,240	21,325	45,661
Median Household Income	\$87,177	\$68,851	\$60,287

By Establishments

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture Stores	\$4,743,708	\$0	(\$4,743,708)	-100%	\$11,926,681	\$3,941,812	(\$7,984,869)	-67%	\$20,541,515	\$39,905,015	\$19,363,500	94%
Home Furnishing Stores	\$4,026,403	\$0	(\$4,026,403)	-100%	\$10,273,715	\$16,304,194	\$6,030,479	59%	\$17,842,122	\$22,446,821	\$4,604,699	26%
Shoe Stores	\$2,502,199	\$0	(\$2,502,199)	-100%	\$6,355,444	\$0	(\$6,355,444)	-100%	\$10,993,646	\$2,727,940	(\$8,265,706)	-75%
Jewelry/Luggage/Leather Goods	\$2,311,469	\$0	(\$2,311,469)	-100%	\$5,861,239	\$772,126	(\$5,089,113)	-87%	\$10,128,963	\$7,917,188	(\$2,211,775)	-22%
Book/Periodical/Music Stores	\$1,161,220	\$0	(\$1,161,220)	-100%	\$2,991,097	\$310,635	(\$2,680,462)	-90%	\$5,204,426	\$4,388,745	(\$815,682)	-16%
Florists/Misc. Store Retailers	\$625,567	\$0	(\$625,567)	-100%	\$1,583,554	\$0	(\$1,583,554)	-100%	\$2,748,432	\$2,946,672	\$198,239	7%
Electronic Shopping/Mail Order Houses	\$63,595,570	\$0	(\$63,595,570)	-100%	\$172,138,838	\$0	(\$172,138,838)	-100%	\$305,592,578	\$1,257,873	(\$304,334,704)	-100%
Vending Machine Operators (Non-Store)	\$3,766,972	\$0	(\$3,766,972)	-100%	\$9,895,845	\$1,552,245	(\$8,343,600)	-84%	\$17,409,819	\$29,806,915	\$12,397,097	71%
Specialty Food Stores	\$1,407,843	\$5,795	(\$1,402,048)	-100%	\$3,627,539	\$1,614,701	(\$2,012,838)	-55%	\$6,339,982	\$4,723,310	(\$1,616,672)	-25%
Lawn/Garden Equipment/Supplies Stores	\$3,791,558	\$29,033	(\$3,762,525)	-99%	\$9,591,714	\$532,271	(\$9,059,443)	-94%	\$16,640,569	\$1,535,206	(\$15,105,363)	-91%
Used Merchandise Stores	\$1,366,019	\$31,006	(\$1,335,013)	-98%	\$3,504,358	\$2,040,835	(\$1,463,523)	-42%	\$6,101,870	\$9,030,133	\$2,928,263	48%
Sporting Goods/Hobby/Musical Instrument	\$6,101,272	\$139,196	(\$5,962,076)	-98%	\$15,508,888	\$18,884,545	\$3,375,657	22%	\$26,848,669	\$48,523,094	\$21,674,425	81%
Other Misc. Store Retailers	\$5,461,970	\$189,713	(\$5,272,257)	-97%	\$13,948,274	\$8,652,896	(\$5,295,378)	-38%	\$24,276,008	\$19,516,044	(\$4,759,964)	-20%
Grocery Stores	\$45,067,773	\$2,917,444	(\$42,150,329)	-94%	\$116,119,802	\$193,467,168	\$77,347,365	67%	\$202,896,907	\$435,714,886	\$232,817,979	115%
Clothing Stores	\$12,383,527	\$808,580	(\$11,574,947)	-93%	\$31,491,205	\$5,045,431	(\$26,445,775)	-84%	\$54,545,079	\$15,966,266	(\$38,578,813)	-71%
Health/Personal Care Stores	\$22,170,814	\$2,288,248	(\$19,882,566)	-90%	\$57,301,011	\$21,171,112	(\$36,129,898)	-63%	\$100,217,271	\$67,871,263	(\$32,346,008)	-32%
Automotive Dealers	\$82,416,869	\$10,309,815	(\$72,107,054)	-87%	\$207,021,176	\$102,508,374	(\$104,512,802)	-50%	\$356,102,442	\$291,494,181	(\$64,608,261)	-18%
Special Food Services	\$3,285,661	\$805,781	(\$2,479,880)	-75%	\$10,358,268	\$9,666,697	(\$691,572)	-7%	\$19,246,131	\$17,974,697	(\$1,271,434)	-7%
Office Supplies/Stationary/Gift	\$1,690,950	\$568,235	(\$1,122,714)	-66%	\$4,677,236	\$2,380,537	(\$2,296,699)	-49%	\$8,362,187	\$16,076,168	\$7,713,981	92%
Full-Service Restaurants	\$14,552,865	\$5,543,214	(\$9,009,651)	-62%	\$50,735,338	\$62,569,242	\$11,833,904	23%	\$96,855,413	\$105,223,807	\$8,368,395	9%
Gasoline Stations	\$38,044,951	\$16,455,058	(\$21,589,893)	-57%	\$97,796,373	\$73,992,696	(\$23,803,676)	-24%	\$170,299,214	\$122,103,238	(\$48,195,976)	-28%
Limited-Service Eating Places	\$19,722,217	\$9,057,594	(\$10,664,624)	-54%	\$62,232,809	\$75,234,923	\$13,002,114	21%	\$115,660,442	\$147,482,598	\$31,822,156	28%
Bar/Drinking Places (Alcoholic Beverages)	\$1,491,552	\$700,661	(\$790,890)	-53%	\$6,645,895	\$700,661	(\$5,945,233)	-89%	\$13,385,000	\$4,409,101	(\$8,975,899)	-67%
Other General Merchandise Stores	\$40,821,269	\$27,073,653	(\$13,747,616)	-34%	\$105,437,767	\$70,550,686	(\$34,887,081)	-33%	\$184,251,562	\$135,140,160	(\$49,111,401)	-27%
Direct Selling Establishments	\$1,993,511	\$1,397,777	(\$595,734)	-30%	\$5,158,709	\$3,082,363	(\$2,076,346)	-40%	\$9,029,551	\$7,506,613	(\$1,522,938)	-17%
Building Material/Supplies Dealers	\$26,307,615	\$18,489,844	(\$7,817,771)	-30%	\$67,099,981	\$54,583,452	(\$12,516,529)	-19%	\$116,527,524	\$113,037,718	(\$3,489,805)	-3%
Electronics/Appliance	\$4,714,139	\$4,130,886	(\$583,252)	-12%	\$14,754,144	\$7,945,979	(\$6,808,165)	-46%	\$27,365,221	\$16,097,534	(\$11,267,687)	-41%
Automotive Parts/Accessories/Tire	\$7,033,816	\$8,052,434	\$1,018,618	14%	\$18,102,057	\$23,140,827	\$5,038,770	28%	\$31,558,950	\$41,466,290	\$9,907,340	31%
Department Stores	\$8,395,374	\$11,842,198	\$3,446,823	41%	\$21,472,022	\$23,117,252	\$1,645,230	8%	\$37,313,156	\$79,780,247	\$42,467,091	114%
Other Motor Vehicle Dealers	\$5,983,662	\$10,347,770	\$4,364,107	73%	\$15,114,859	\$35,228,809	\$20,113,950	133%	\$26,115,260	\$44,781,821	\$18,666,561	71%
Beer/Wine/Liquor Stores	\$4,122,690	\$11,514,986	\$7,392,296	179%	\$10,535,052	\$16,048,340	\$5,513,289	52%	\$18,330,643	\$16,130,263	(\$2,200,380)	-12%
Consumer Demand/Market Supply Index	\$441,061,025	\$142,698,922	309		\$1,169,260,888	\$835,040,808	140		\$2,058,730,548	\$1,872,981,807	110	

Consumer Demand & Market Supply Assessment

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By Major Product Lines	10 Min Drive				15 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Books/Periodicals	\$1,612,107	\$91,815	(\$1,520,292)	-94%	\$4,102,731	\$607,774	(\$3,494,957)	-85%	\$7,095,629	\$3,624,933	(\$3,470,697)	-49%
Furniture/Sleep/Outdoor/Patio Furniture	\$11,924,656	\$1,288,264	(\$10,636,393)	-89%	\$29,966,656	\$9,162,698	(\$20,803,959)	-69%	\$51,596,456	\$49,413,613	(\$2,182,843)	-4%
Pets/Pet Foods/Pet Supplies	\$4,362,648	\$534,221	(\$3,828,427)	-88%	\$10,935,136	\$4,331,825	(\$6,603,311)	-60%	\$18,884,214	\$9,597,723	(\$9,286,491)	-49%
Footwear, including Accessories	\$5,231,130	\$690,707	(\$4,540,423)	-87%	\$13,284,240	\$2,974,233	(\$10,310,007)	-78%	\$22,975,219	\$10,854,906	(\$12,120,313)	-53%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$69,467,781	\$9,237,718	(\$60,230,063)	-87%	\$179,685,791	\$54,353,129	(\$125,332,662)	-70%	\$314,353,174	\$142,475,970	(\$171,877,204)	-55%
Lawn/Garden/Farm Equipment/Supplies	\$7,006,385	\$1,099,490	(\$5,906,895)	-84%	\$17,715,910	\$5,221,402	(\$12,494,508)	-71%	\$30,745,763	\$13,674,427	(\$17,071,336)	-56%
Jewelry (including Watches)	\$3,533,653	\$615,272	(\$2,918,381)	-83%	\$8,951,008	\$2,439,423	(\$6,511,585)	-73%	\$15,452,363	\$12,510,160	(\$2,942,202)	-19%
Autos/Cars/Vans/Trucks/Motorcycles	\$69,929,624	\$12,405,209	(\$57,524,415)	-82%	\$175,256,484	\$97,161,474	(\$78,095,009)	-45%	\$300,906,549	\$254,865,935	(\$46,040,614)	-15%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$4,386,712	\$812,629	(\$3,574,083)	-81%	\$11,071,710	\$10,268,629	(\$803,081)	-7%	\$19,058,377	\$25,268,793	\$6,210,416	33%
Kitchenware/Home Furnishings	\$4,848,467	\$1,162,344	(\$3,686,123)	-76%	\$12,389,680	\$8,365,320	(\$4,024,360)	-32%	\$21,522,056	\$17,658,130	(\$3,863,926)	-18%
Groceries/Other Food Items (Off Premises)	\$62,342,781	\$15,414,752	(\$46,928,029)	-75%	\$159,955,454	\$178,174,435	\$18,218,981	11%	\$279,151,228	\$414,118,744	\$134,967,516	48%
Sewing/Knitting Materials/Supplies	\$251,670	\$64,233	(\$187,437)	-74%	\$669,204	\$769,341	\$100,137	15%	\$1,210,349	\$1,883,482	\$673,132	56%
Womens/Juniors/Misses Wear	\$11,958,273	\$3,127,028	(\$8,831,245)	-74%	\$30,441,563	\$9,582,227	(\$20,859,336)	-69%	\$52,823,189	\$28,672,586	(\$24,150,603)	-46%
Optical Goods (incl Eyeglasses, Sunglasses)	\$897,333	\$257,934	(\$639,399)	-71%	\$2,272,035	\$1,251,477	(\$1,020,558)	-45%	\$3,941,623	\$3,450,224	(\$491,400)	-12%
Floor/Floor Coverings	\$3,517,034	\$1,081,007	(\$2,436,028)	-69%	\$9,080,041	\$9,830,944	\$750,903	8%	\$15,849,908	\$16,089,206	\$239,299	2%
Mens Wear	\$4,680,129	\$1,506,513	(\$3,173,616)	-68%	\$11,891,352	\$5,171,686	(\$6,719,666)	-57%	\$20,569,248	\$14,488,262	(\$6,080,986)	-30%
Audio Equipment/Musical Instruments	\$2,350,532	\$793,038	(\$1,557,494)	-66%	\$5,986,517	\$4,189,683	(\$1,796,834)	-30%	\$10,360,407	\$10,676,276	\$315,869	3%
All Other Merchandise	\$16,612,462	\$6,149,806	(\$10,462,656)	-63%	\$42,532,791	\$29,903,719	(\$12,629,072)	-30%	\$74,078,565	\$67,052,791	(\$7,025,774)	-9%
Retailer Services	\$13,433,672	\$5,003,690	(\$8,429,982)	-63%	\$33,707,444	\$25,660,567	(\$8,046,877)	-24%	\$58,206,648	\$56,460,729	(\$1,745,919)	-3%
Small Electric Appliances	\$826,481	\$311,565	(\$514,916)	-62%	\$2,045,660	\$1,348,396	(\$697,264)	-34%	\$3,505,781	\$2,939,845	(\$565,936)	-16%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$1,876,860	\$707,816	(\$1,169,044)	-62%	\$4,707,793	\$3,428,543	(\$1,279,250)	-27%	\$8,135,492	\$7,098,314	(\$1,037,178)	-13%
Meats/Nonalcoholic Beverages	\$36,534,333	\$14,744,836	(\$21,789,497)	-60%	\$115,075,392	\$136,544,506	\$21,469,114	19%	\$213,749,648	\$258,021,590	\$44,271,942	21%
Toys/Hobby Goods/Games	\$2,118,850	\$871,383	(\$1,247,467)	-59%	\$5,417,170	\$4,727,303	(\$689,867)	-13%	\$9,399,780	\$12,031,495	\$2,631,716	28%
Cigars/Cigarettes/Tobacco/Accessories	\$5,675,475	\$2,382,080	(\$3,293,395)	-58%	\$15,032,434	\$12,544,829	(\$2,487,605)	-17%	\$26,586,654	\$24,204,265	(\$2,382,390)	-9%
Automotive Fuels	\$31,303,443	\$13,504,805	(\$17,798,638)	-57%	\$79,728,722	\$64,288,091	(\$15,440,632)	-19%	\$138,239,618	\$110,038,464	(\$28,201,155)	-20%
Alcoholic Drinks Served at the Establishment	\$4,725,059	\$2,147,309	(\$2,577,750)	-55%	\$22,177,073	\$17,026,440	(\$5,150,634)	-23%	\$45,086,415	\$31,670,600	(\$13,415,814)	-30%
Childrens Wear/Infants/Toddlers Clothing	\$2,000,485	\$911,822	(\$1,088,663)	-54%	\$5,026,837	\$2,693,739	(\$2,333,099)	-46%	\$8,577,645	\$7,757,226	(\$820,419)	-10%
Computer Hardware/Software/Supplies	\$5,461,477	\$2,750,875	(\$2,710,601)	-50%	\$26,658,362	\$6,064,460	(\$20,593,902)	-77%	\$54,526,164	\$15,747,328	(\$38,778,836)	-71%
Paper/Related Products	\$1,912,250	\$1,087,780	(\$824,470)	-43%	\$4,948,586	\$5,900,788	\$952,202	19%	\$8,674,189	\$13,157,950	\$4,483,760	52%
Soaps/Detergents/Household Cleaners	\$2,037,066	\$1,219,136	(\$817,929)	-40%	\$5,287,347	\$6,143,113	\$855,766	16%	\$9,297,930	\$13,406,040	\$4,108,110	44%
Automotive Tires/Tubes/Batteries/Parts	\$13,868,034	\$8,310,660	(\$5,557,374)	-40%	\$35,753,180	\$28,605,594	(\$7,147,585)	-20%	\$62,374,835	\$57,704,158	(\$4,670,677)	-7%
Hardware/Tools/Plumbing/Electrical Supplies	\$7,344,404	\$5,185,540	(\$2,158,864)	-29%	\$18,869,142	\$15,457,843	(\$3,411,300)	-18%	\$32,835,557	\$32,245,126	(\$590,431)	-2%
Major Household Appliances	\$1,920,383	\$1,412,460	(\$507,923)	-26%	\$4,664,705	\$3,752,652	(\$912,053)	-20%	\$7,938,573	\$8,551,112	\$612,539	8%
Automotive Lubricants (incl Oil, Greases)	\$1,920,383	\$1,412,460	(\$507,923)	-26%	\$4,664,705	\$3,752,652	(\$912,053)	-20%	\$7,938,573	\$8,551,112	\$612,539	8%
Photographic Equipment/Supplies	\$539,301	\$410,810	(\$128,491)	-24%	\$1,403,223	\$927,967	(\$475,256)	-34%	\$2,453,243	\$2,135,068	(\$318,174)	-13%
Dimensional Lumber/Other Building Materials	\$10,918,186	\$8,519,953	(\$2,398,232)	-22%	\$27,837,603	\$25,398,368	(\$2,439,236)	-9%	\$48,331,827	\$52,484,204	\$4,152,377	9%
Paints/Sundries/Wallpaper/Wall Coverings	\$1,956,972	\$1,542,073	(\$414,899)	-21%	\$5,019,794	\$4,555,594	(\$464,200)	-9%	\$8,728,953	\$9,417,886	\$688,932	8%
Televisions/VCR/Video Cameras/DVD etc	\$2,698,493	\$2,276,189	(\$422,304)	-16%	\$6,800,110	\$5,298,386	(\$1,501,723)	-22%	\$11,689,229	\$11,846,374	\$157,145	1%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$873,095	\$1,010,748	\$137,652	16%	\$2,271,694	\$2,567,405	\$295,712	13%	\$3,992,718	\$5,811,795	\$1,819,077	46%
Packaged Liquor/Wine/Beer	\$7,315,434	\$11,542,842	\$4,227,408	58%	\$18,551,902	\$26,345,756	\$7,793,854	42%	\$32,181,394	\$39,728,881	\$7,547,487	23%

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Date Report Created: 6/11/2023

10 Min Drive

15 Min Drive

20 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area