



Retail S Analysis



- Hwy 114 & Alliance
- Rhome TX
- September 2019
- Scenario- Fuel with Store



GmapUSA
1023 Hartland Dr Lawrence KS 66049
703 919 2430

Retail S Analysis

- **Visibility and Access to Site**
- **Great Visibility – No obstructed views for consumers**
- **Good Access for Highway Location – No significant traffic back up**



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Retail S Analysis

Investment Parameters

Site-type: New Site

Brand: Gas = Major Brand Store Brand = Market

The scope of this analysis will include the potential of a Gas and C-store operation in Rhome Texas.

The analysis is based on a setup that allows for good access to the Gas Island and store.

The analysis was based on a location that will offer 12 gas fueling positions. The store is about 4500 square foot, with 10 front parking spots.

Gas Projection:	96,000 gallons per month
C-Store Projection:	\$93,000 per month

Data Field Review

This study is based on survey data collected for competitive retail sites within 2.0 miles of the focus site, which has no competition in the local trade area.

A full site survey was completed for each of these sites. Additional demographic, and income data, as well as traffic count information, were utilized in the completion of the study.

Trade Area

The site is located along Highway 114 in a rural type area that has spotted residential backup at this time. The Site has good visibility and should have good access due multiple curb cuts.

The site is a rural suburban type site but has a lower population density with their only being about 5,500 people in the 3.00-mile trade area. The median age is about 36 and the average income level is around \$ 76,000. The demographics are not particularly strong for this area, but the traffic flow past the site and the lack of any strong retail competition overcomes that drawback. The population while not dense is not split among many retail offerings in the local trade area which is minimizes the low population density impact.

The traffic on Highway 114 is about 19,000 vehicles a day provides a good base for business along this road.

There are no major seasonal variations affecting this trade area.

Competitive Environment- Fuel and C-store

There is no local competitor in the local trade area.

Site Layout Options

Site layout should strive to be the best combination of gas and store offerings in the area which should allow it to become the destination point of the trade area. A large store will be the key to attract a good customer base. We would highly suggest having at least 5 mpd's in a starting gate format. in order to increase visibility and access to store and gas. The access to the store should be easy and there should be a focus on front parking spots as well. The site should face the Highway in order to maximize the visibility of the retail location. We also would use extensive lighting around the location in order to enhance its attractiveness to the passing traffic.

Business Projections

A large up to date store is key to this site to create a fresh Retail Look in terms of retail offering. It is a good spot in terms of customer access. There are no Large Retail gas and store options along the highway with the trade area.

This land sets up nice with great visibility and good access. A large store with good front parking will most likely create a Good Retail look and allow the site to attract customers traveling past the location on Highway 114

We would look at providing a food option to further entice commuters to stop at the site. The food recommendation should be a Subway or deli operation along with a quick food option like chicken. A grab and go option would appeal to the commuters and travelers that are just looking for a quick food option along this route. Krispy Krunchy chicken could be a viable option.

The focus on the merchandising should be having a quality offering that entices the local commuter within the market area so that you become the local quick shopping destination point for both tourists and local customers.

We would also expect a longer ramp up to sales targets due to fact that there are very limited retail offerings here and customers have been going other places to satisfy their demand.

The site has good potential, with the Gas, Store and Food operations due to no close competitors and the relatively good demographic factors within the local area.

Overall a key to the success for this site is a well-designed store and layout that enhances the consumer experience thus the retail attraction to keep customers returning to this location. So, we would highly suggest use a store designer to maximize the potential of this site.

Retail S

**Hwy 114
Trade Area Gasoline Report
Rhome**

ID	Name/Brand	Primary	Secondary	City/Town	Dist. (miles)	Gas Sales Base	(gal / mth) Future	Diesel on Island	Facility Score	Lot Size (sq. ft)	Fueling Positions	Gas Price (\$ / gal)
TX A	Major Brand	Hwy 114	Alliance	Rhome		0	96,000	Yes	27	45,000	10	2.29

GmapUSA will use all reasonable skill and care in collating the data for the Retail S Product. The customer acknowledges that the success of any part of the service station will depend on the customer's abilities as an independent business person. GmapUSA makes no warranties or representations that the operator will achieve any level of profitability or success as a result of using the Retail S Site Analysis product and accepts no liability whatsoever for any such profitability.

Retail S

**Hwy 114
Trade Area C-store Report
Rhome**

ID	Name/Brand	Primary	Secondary	City/Town	Dist. (miles)	Store Sales Base	Future Sales	Has Beer	Facility Score	Store Size	Front Parking
TX A	Market	Hwy 114	Alliance	Rhome	0.00		93,000	Yes	31	4,500	10

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Field Survey Section Rhome

- Hwy 114 & Alliance
- September 2019





**No Local Competition
at this time**

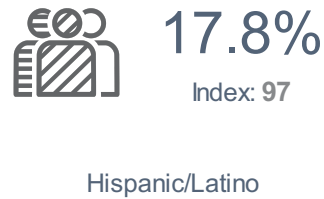
Pop-Facts® Demographics | Population & Race

Trade Area: Hwy 114 and Alliance - 3.0 mi Radius

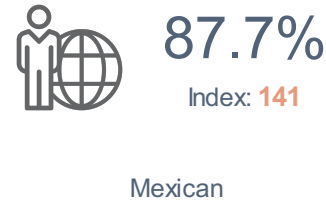
POPULATION

5,572
HOUSEHOLDS
1,887

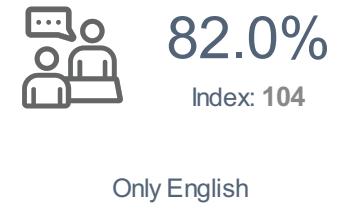
ETHNICITY



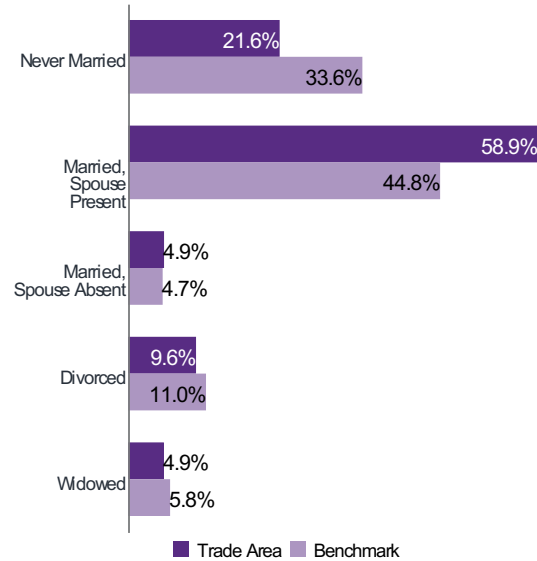
HISPANIC ORIGIN*



HOME LANGUAGE*



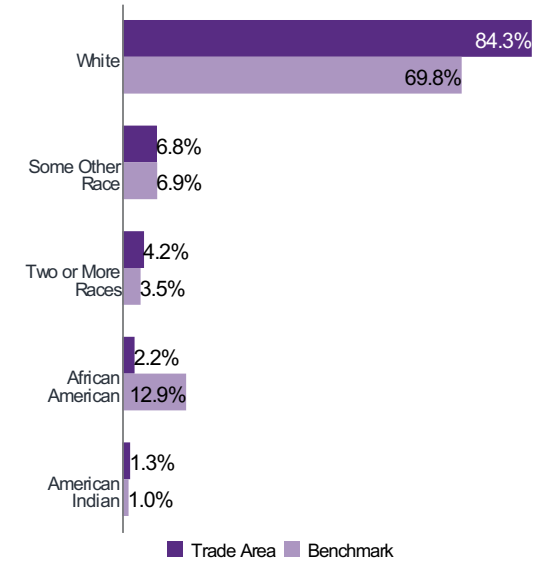
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	421	7.6	123
5 - 9	431	7.7	125
10 - 14	456	8.2	130
15 - 17	258	4.6	119
18 - 20	220	3.9	95
21 - 24	260	4.7	87
25 - 34	663	11.9	88
35 - 44	810	14.5	115
45 - 54	791	14.2	112
55 - 64	692	12.4	96
65 - 74	384	6.9	71
75 - 84	153	2.7	60
85+	33	0.6	30

POPULATION BY RACE**



Benchmark: USA

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(<https://en.environicsanalytics.ca/Spotlight/About/3/2019>)

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking



Pop-Facts® Demographics | Housing & Household

Trade Area: Hwy 114 and Alliance - 3.0 mi Radius

Population: 5,572 | Households: 1,887

MEDIAN AGE OF HOUSEHOLDER

49

Index: 93

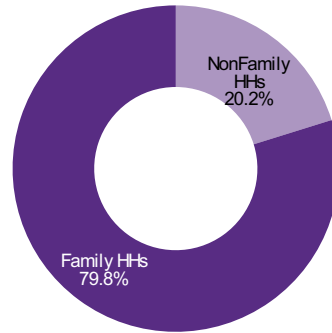
PRESENCE OF CHILDREN*



46.3%

Index: 138

HOUSEHOLD TYPE



HOUSING TENURE



Own

83.3%

Index: 128



Rent

16.8%

Index: 48

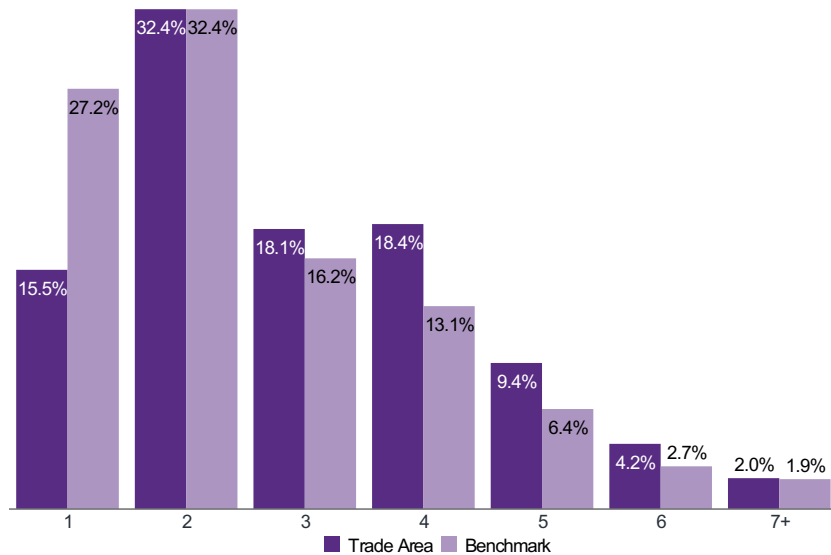
AGE OF HOUSING**



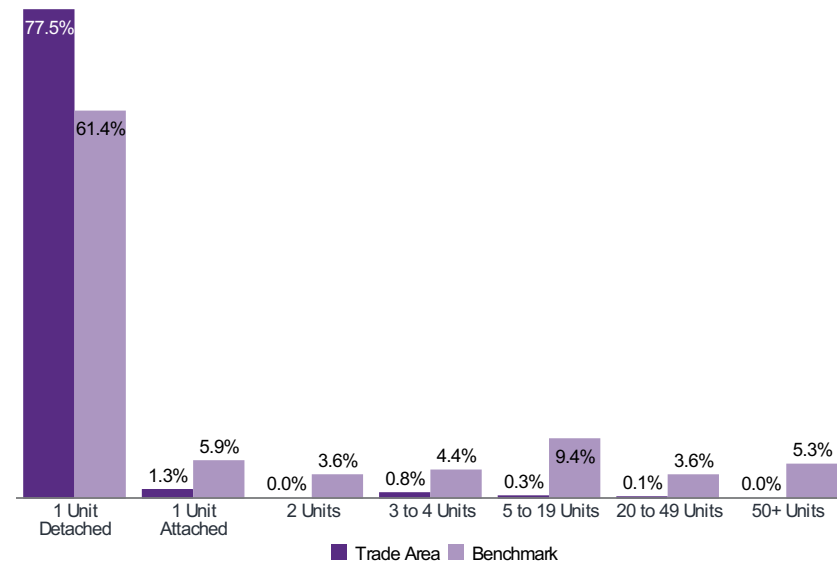
9 - 18 years old

% Comp: 35.4 Index: 245

HOUSEHOLD SIZE



HOUSING UNITS IN STRUCTURE



Benchmark: USA

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*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+
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Pop-Facts® Demographics | Affluence & Education



Trade Area: Hwy 114 and Alliance - 3.0 mi Radius

Population: 5,572 | Households: 1,887

EDUCATIONAL ATTAINMENT: TOP 2*



32.4%

Index: 119

High School Graduate



29.4%

Index: 142

Some College, No Degree

EDUCATION: HISPANIC/LATINO



0.9%

Index: 40

Bachelor's degree or higher

POVERTY STATUS



91.5%

Index: 102

At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$65,768

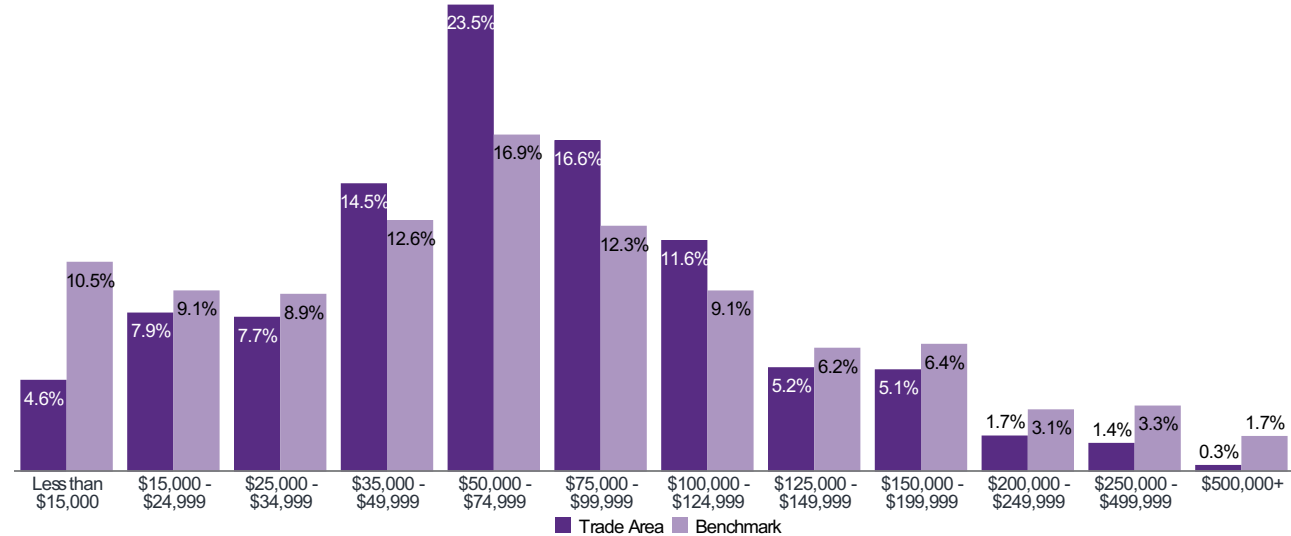
Index: 106

Average Household Income

\$78,488

Index: 88

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: USA

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*Ranked by percent composition

Index Colors:	<80	80 - 110	110+
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Pop-Facts® Demographics | Employment & Occupation



Trade Area: Hwy 114 and Alliance - 3.0 mi Radius

Population: 5,572 | Households: 1,887

OCCUPATIONAL CLASS*



56.9%

Index: 94

White Collar

UNEMPLOYMENT RATE



5.3%

Index: 88

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



86.7%

Index: 113

Travel to work by **Driving Alone**

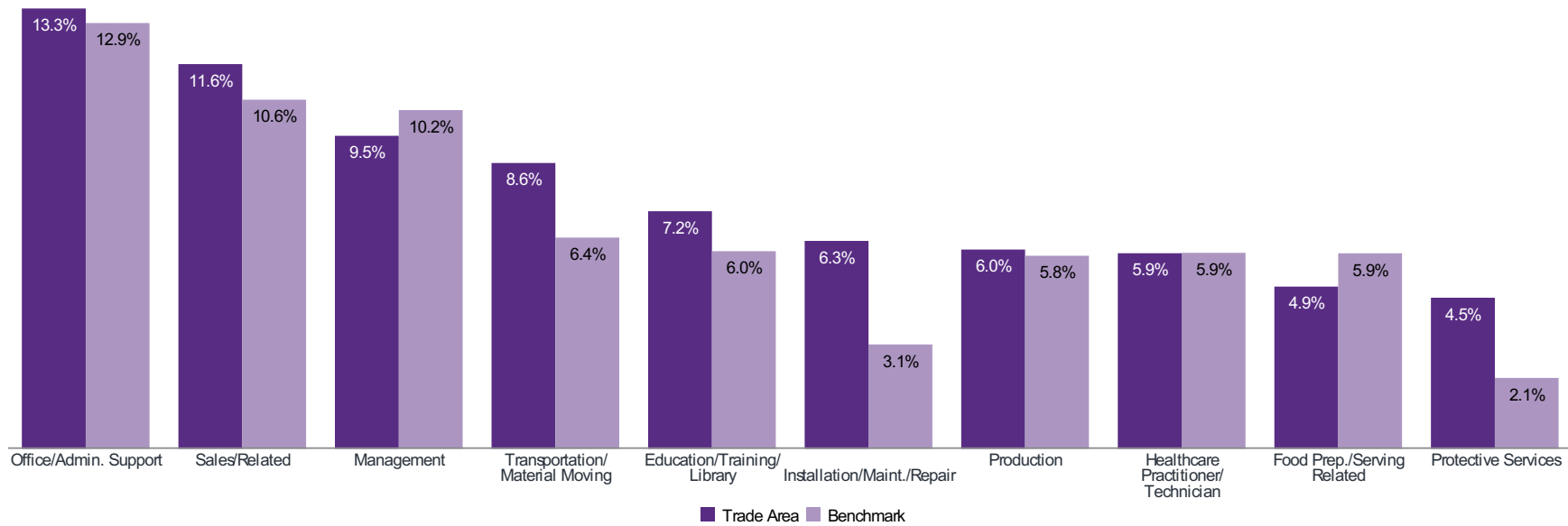


7.7%

Index: 85

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

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*Chosen from percent composition ranking



Trade Area: Hwy 114 and Alliance - 3.0 mi Radius



POPULATION

The population in this area is estimated to change from **4,182** to **5,572**, resulting in a growth of **33.2%** between 2010 and the current year. Over the next five years, the population is projected to grow by **9.3%**.

The population in the base area is estimated to change from **308,745,538** to **329,236,175**, resulting in a growth of **6.6%** between 2010 and the current year. Over the next five years, the population is projected to grow by **3.6%**.

The current year median age for this area is **36.0**, while the average age is **35.8**. Five years from now, the median age is projected to be **36.7**.

The current year median age for the base area is **38.5**, while the average age is **39.4**. Five years from now, the median age is projected to be **39.5**.

Of this area's current year estimated population:

84.3% are White Alone, **2.2%** are Black or African American Alone, **1.3%** are American Indian and Alaska Nat. Alone, **1.1%** are Asian Alone, **0.1%** are Nat. Hawaiian and Other Pacific Isl. Alone, **6.8%** are Some Other Race, and **4.2%** are Two or More Races.

Of the base area's current year estimated population:

69.8% are White Alone, **12.9%** are Black or African American Alone, **1.0%** are American Indian and Alaska Nat. Alone, **5.8%** are Asian Alone, **0.2%** are Nat. Hawaiian and Other Pacific Isl. Alone, **6.9%** are Some Other Race, and **3.5%** are Two or More Races.

This area's current estimated Hispanic or Latino population is **17.8%**, while the base area's current estimated Hispanic or Latino population is **18.4%**.



HOUSEHOLD

The number of households in this area is estimated to change from **1,422** to **1,887**, resulting in an increase of **32.7%** between 2010 and the current year. Over the next five years, the number of households is projected to increase by **9.4%**.

The number of household in the base area is estimated to change from **116,716,292** to **125,018,808**, resulting in an increase of **7.1%** between 2010 and the current year. Over the next five years, the number of households is projected to increase by **3.7%**.

Trade Area: Hwy 114 and Alliance - 3.0 mi Radius



EDUCATION

Currently, it is estimated that **3.0%** of the population age 25 and over in this area had earned a Master's Degree, **0.2%** had earned a Professional School Degree, **0.7%** had earned a Doctorate Degree and **14.5%** had earned a Bachelor's Degree.

In comparison, for the base area, it is estimated that for the population over age 25, **8.4%** had earned a Master's Degree, **2.0%** had earned a Professional School Degree, **1.4%** had earned a Doctorate Degree and **19.2%** had earned a Bachelor's Degree.



INCOME

The average household income is estimated to be **\$78,487.66** for the current year, while the average household income for the base area is estimated to be **\$89,646** for the same time frame.

The average household income in this area is projected to change over the next five years, from **\$78,487.66** to **\$79,785.56**.

The average household income in the base area is projected to change over the next five years, from **\$89,646** to **\$98,974**.



HOUSING

Most of the dwellings in this area (**83.3%**) are estimated to be **Owner-Occupied** for the current year. For the base area the majority of the housing units are **Owner-Occupied (65.0%)**.

The majority of dwellings in this area (**77.5%**) are estimated to be structures of **1 Unit Detached** for the current year. The majority of the dwellings in the base area (**61.4%**) are estimated to be structure of **1 Unit Detached** for the same year.

The majority of housing units in this area (**35.4%**) are estimated to have been **Built 2000 to 2009** for the current year.

The majority of housing units in the base area (**14.6%**) are estimated to have been **Built 1970 to 1979** for the current year.

Trade Area: Hwy 114 and Alliance - 3.0 mi Radius



LABOR

For this area, **Hwy 114 and Alliance - 3.0 mi Radius**, **94.7%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.1% are in the Armed Forces, **62.3%** are employed civilians, **3.5%** are unemployed civilians, and **34.1%** are not in the labor force.

The occupational classification for this area are as follows:

25.2% hold blue collar occupations, **56.9%** hold white collar occupations, and **17.9%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

1.4% are in Architecture and Engineering, **0.4%** are in Arts, Entertainment and Sports, **3.9%** are in Business and Financial Operations, **3.0%** are in Computers and Mathematics, **7.2%** are in Education, Training and Libraries, **5.9%** are in Healthcare Practitioners and Technicians, **3.1%** are in Healthcare Support, **0.0%** are in Life, Physical and Social Sciences, **9.5%** are in Management, **13.3%** are in Office and Administrative Support.

0.4% are in Community and Social Services, **4.9%** are in Food Preparation and Serving, **0.4%** are in Legal Services, **4.5%** are in Protective Services, **11.6%** are in Sales and Related Services, **2.1%** are in Personal Care Services.

2.3% are in Building and Grounds Maintenance, **4.2%** are in Construction and Extraction, **1.0%** are in Farming, Fishing and Forestry, **6.3%** are in Maintenance and Repair, **6.0%** are in Production, **8.6%** are in Transportation and Moving.

For the base area, **USA**, **93.9%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.4% are in the Armed Forces, **59.0%** are employed civilians, **3.8%** are unemployed civilians, and **36.8%** are not in the labor force.

The occupational classification for the base area are as follows:

20.4% hold blue collar occupations, **60.8%** hold white collar occupations, and **18.8%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in the base area, it is estimated that they are employed in the following occupational categories:

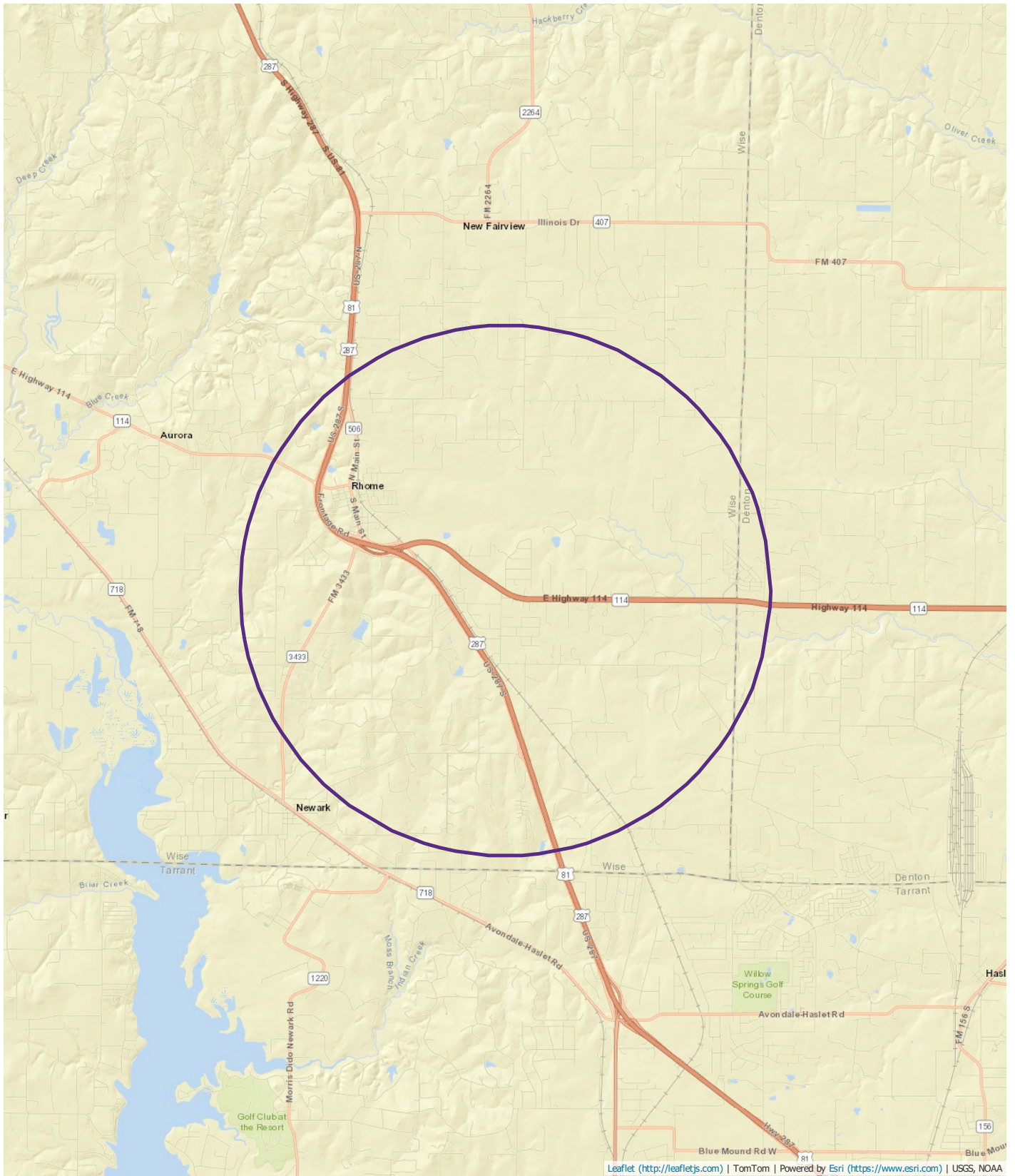
1.8% are in Architecture and Engineering, **2.0%** are in Arts, Entertainment and Sports, **4.8%** are in Business and Financial Operations, **2.9%** are in Computers and Mathematics, **6.0%** are in Education, Training and Libraries, **5.9%** are in Healthcare Practitioners and Technicians, **2.4%** are in Healthcare Support, **0.9%** are in Life, Physical and Social Sciences, **10.2%** are in Management, **12.9%** are in Office and Administrative Support.

1.7% are in Community and Social Services, **5.9%** are in Food Preparation and Serving, **1.1%** are in Legal Services, **2.1%** are in Protective Services, **10.6%** are in Sales and Related Services, **3.8%** are in Personal Care Services.

4.0% are in Building and Grounds Maintenance, **5.1%** are in Construction and Extraction, **0.7%** are in Farming, Fishing and Forestry, **3.1%** are in Maintenance and Repair, **5.8%** are in Production, **6.4%** are in Transportation and Moving.

Pop-Facts® Executive Summary | Map

Trade Area: Hwy 114 and Alliance - 3.0 mi Radius



Leaflet (<http://leafletjs.com>) | TomTom | Powered by Esri (<https://www.esri.com>) | USGS, NOAA

Report Details

Name: Executive Dashboard
Date / Time: 9/10/2019 2:49:31 PM
Workspace Vintage: 2019

Trade Area

Name	Level	Geographies
Hwy 114 and Alliance - 3.0 mi Radius	3.0 mi Radius	N/A
Hwy 114 and Alliance - 2.0 mi Radius	2.0 mi Radius	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Claritas Pop-Facts® Premier - 2019 - Current Year Estimate	Claritas	©Claritas, LLC 2019 (https://en.vironicsanalytics.ca/Spotlight/About)
Claritas Pop-Facts® Premier - 2010 US Census	Claritas	©Claritas, LLC 2019
Claritas Pop-Facts® Premier - 2024 - Five Year Projection	Claritas	©Claritas, LLC 2019 (https://en.vironicsanalytics.ca/Spotlight/About)
