

# LAMESA, TEXAS

## Market Guide

lamesadevelopment.org

### City Contact Information

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### Demographics

(Custom Trade Area)



Population  
**15,257**



Median Household Income  
**\$46,428**



Growth Rate  
**3.32%**

### Peer Analysis

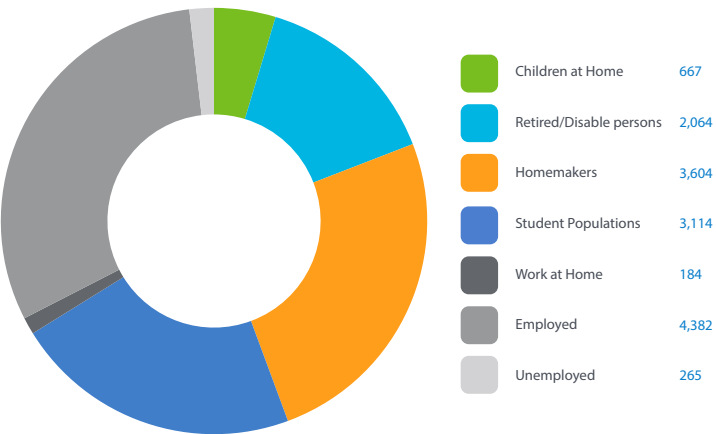
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 10 minute drive time from major comparable retail corridors throughout the country. The variables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

#### Peer Trade Areas

Eustace, TX	306 Us Highway 175 W
Livingston, TX	5419 Us Highway 190 E
Brookshire, TX	3034 Fm 359 Rd
Graham, TX	2100 State Highway 16 S
Daingerfield, TX	309 E W M Watson Blvd
Port Isabel, TX	1740 Highway 100
Zapata, TX	132 S Us Highway 83

### Daytime Population 14,280

(Custom Trade Area)



### GAP Analysis \$35,037,652

(Custom Trade Area)

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



Foodservice and Drinking Places	\$11,009,813
Building Material and Garden Equipment Stores	\$8,167,643
Department Stores	\$5,914,581
Clothing & Clothing Accessories Stores	\$4,974,033
Health & Personal Care Stores	\$4,971,582

### Focus Categories

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

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



Restaurants



Building Materials  
& Garden



General  
Merchandise



Clothing &  
Accessories

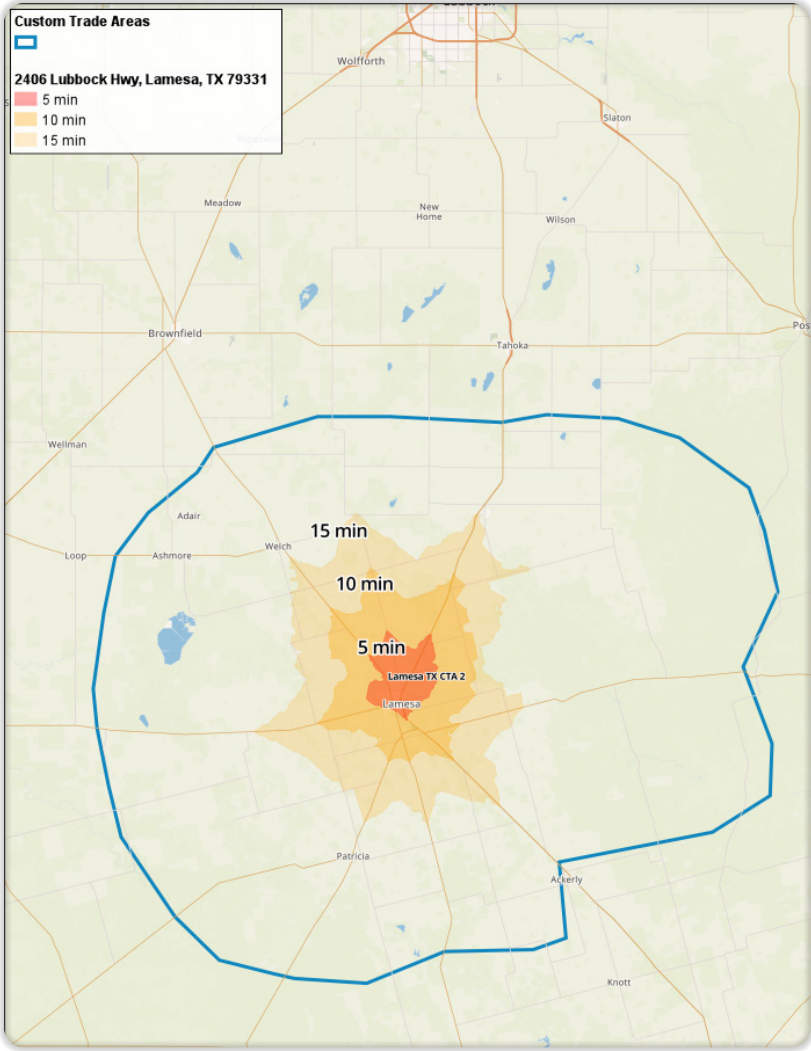


DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2019 Estimated Population	11,488	11,906	12,446
Daytime Population	8,383	9,442	11,999
Median HH Income	\$43,394	\$43,416	\$43,997
Number of Households	10,806	11,447	11,780

	5 Minute DT	10 Minute DT	15 Minute DT
2019 Estimated Population	7,034	12,012	12,472
Daytime Population	7,511	9,400	11,626
Median HH Income	\$45,406	\$43,525	\$44,027
Number of Households	8,751	11,461	11,828

\*Source: STI PopStats



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# LAMESA, TEXAS

Major Retail & Restaurants

