

Retail Site Analysis



Jet Fuels

1625 W. Cardinal Drive
Beaumont, Texas 77705



Project Summary

The site is the Super Food Mart located at 1625 W. Cardinal Drive in Beaumont, Texas 77705. It has been proposed to modernize and remodel the fuel center and convenience store with exterior and interior equipment and upgrades. Proposed upgrades include new fuel equipment, interior/exterior facelift, and integrated fast food kitchen. The site land area consists of 0.94-acre and affords direct frontage and access along W. Cardinal Drive and Gorman Road.

The focus of this evaluation is the anticipated fuel volume and convenience store sales during the first three years of facility operation following planned upgrades. A comprehensive fuel and convenience store upgrade strategy has been created and analyzed for volume and sales projection purposes.

Projections are driven by the capture surrounding residents, commuters, commercial trucks, and daytime population activity. Local residents are low to moderate income with 72% Black and 15% Hispanic population. Trade area residents and employees are price sensitive, below-average weekly fuel consumers and average propensity toward convenience shopping.

Projections are restricted by aggregate residential/employee demand and traffic count. Intersection traffic carries approximately 5,000 vehicles per day, with 31% truck classification. It must be determined whether adequate fuel volumes and convenience sales exist to justify the planned development costs. Fuel gallons and convenience store sales combined with construction budgets, sales margins, and operational costs must be analyzed to determine facility feasibility.

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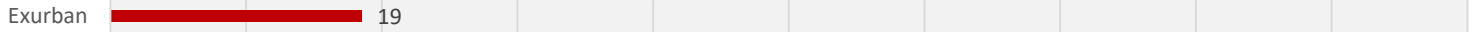
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Site Overview

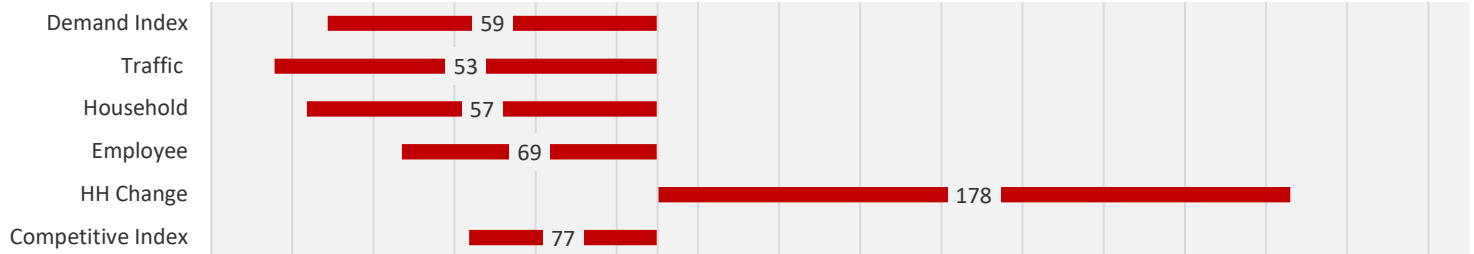
1625 W. Cardinal Drive, Beaumont, TX 77705

Interior
SE

Density Class and Socio-Economic Score



	Lane Count	Direction	Ingress/Egress	Visibility	Stacking
W. Cardinal Drive	2	east single direction	2	50 MPH	unregulated
Gorman Road	2	north/south undivided	1	35 MPH	unregulated
U.S. Highway 69	4	east/west limited access		65 MPH	interchange



Facility Upgrade Strategy: Fuel and Convenience Store

Name:	Proposed Facility	Brand:	Valero	Case #:	1	
Location:	1625 W. Cardinal Drive			Intersection:	SE	
Type:	Convenience Store			Fx Impact Score:	113.7	

Forecourt and Exterior				Posted Prices	
4	MPD's	x	Canopy	Unleaded	\$2.99 ⁹
4	Electronic	x	Air		
8	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.19 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
6	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
3	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.02 Unleaded
	Non-Ethanol	Unregulated	Traffic Regulation		-0.24 Diesel
	E-85	LimitedAccess	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	64.0
14	# of Self Service Hoses	50	Posted Speed	Diesel Score	18.0
	# of Full Service Hoses	2,500	Size of Store	Convenience Store Score	52.2
Dive In	Fuel Configuration	7	Up Front Parking	Fast Food Score	20.0
	Car Wash	4	Truck Parking		

Convenience Store					
10	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
2	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
4	Freezer Doors	x	Fountain Beverage	15	Hours of Operation
5	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	Made to Order	Fast Food	x	ATM



Projections, Analytical Range, and Metrics

1625 W. Cardinal Drive, Beaumont, TX 77705

AVERAGE MONTHLY VOLUME AND SALES

	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	88,623	90,440	91,755
<i>Gasoline Volume (Gallons)</i>	<i>46,578</i>	<i>47,533</i>	<i>48,224</i>
<i>Diesel Volume (Gallons)</i>	<i>42,045</i>	<i>42,907</i>	<i>43,531</i>
Convenience Store Sales (Dollars)	\$94,437	\$97,340	\$99,442
<i>Convenience Sales (Dollars)</i>	<i>\$73,301</i>	<i>\$75,554</i>	<i>\$77,186</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$21,136</i>	<i>\$21,786</i>	<i>\$22,256</i>

ANALYTICAL VOLUME AND SALES RANGE

LOW	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	79,340	81,182	82,580
<i>Gasoline Volume (Gallons)</i>	<i>41,920</i>	<i>42,780</i>	<i>43,402</i>
<i>Diesel Volume (Gallons)</i>	<i>37,420</i>	<i>38,402</i>	<i>39,178</i>
Convenience Store Sales (Dollars)	\$86,043	\$87,824	\$89,497
<i>Convenience Sales (Dollars)</i>	<i>\$66,704</i>	<i>\$67,999</i>	<i>\$69,467</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$19,339</i>	<i>\$19,825</i>	<i>\$20,030</i>

HIGH	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	97,065	99,269	100,930
<i>Gasoline Volume (Gallons)</i>	<i>51,236</i>	<i>52,286</i>	<i>53,046</i>
<i>Diesel Volume (Gallons)</i>	<i>45,829</i>	<i>46,983</i>	<i>47,884</i>
Convenience Store Sales (Dollars)	\$104,931	\$107,669	\$110,158
<i>Convenience Sales (Dollars)</i>	<i>\$81,364</i>	<i>\$83,487</i>	<i>\$85,676</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$23,567</i>	<i>\$24,182</i>	<i>\$24,482</i>

PROJECTION METRICS

Primary Area of Influence	0.75-Mile	Annual Convenience Store Sales Year 1	\$1,133,244
Area in Square Miles	1.77	Annual Convenience Sales Year 1	\$879,612
Total Intersection Traffic VPD	4,928	Annual Fast Food Sales Year 1	\$253,632
Intersection Truck Traffic %	31.4%	Convenience Store \$ per Square Foot	\$37.77
		Fast Food Sales Percent Year 1	22.4%
Annual Fuel Volume Year 1	1,063,476		
Annual Gasoline Volume Year 1	558,936	Forecourt Dispenser Count	4
Annual Diesel Volume Year 1	504,540	Truck Lane Count	3
Fuel Gallons per Dispenser Year 1	11,078	Convenience Store Square Feet	2,500

Site Photos



Site frontage on W. Cardinal Drive facing west



Site view across Gorman Road



Site frontage along W. Cardinal Drive eastbound



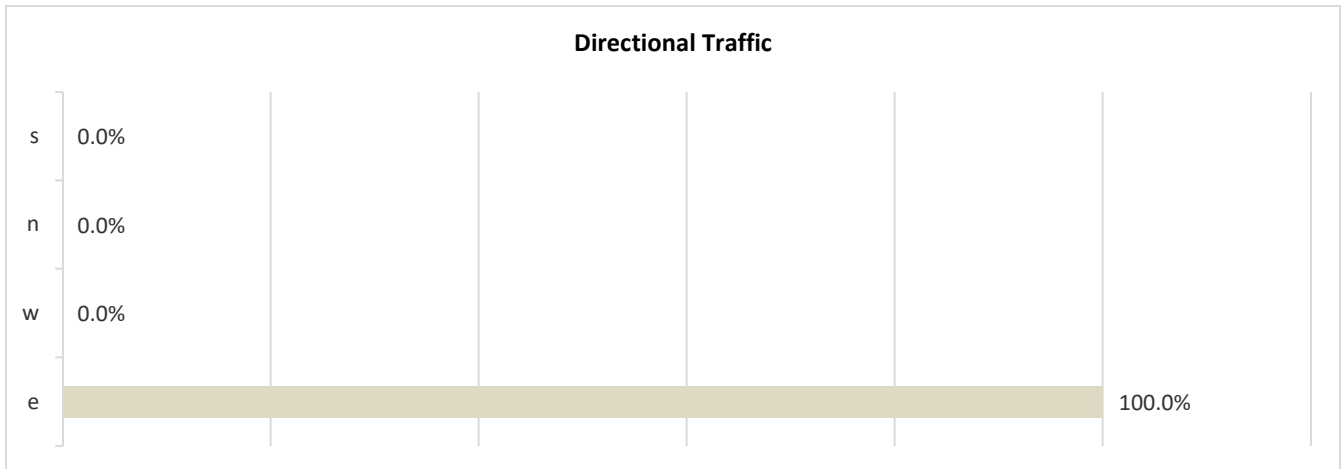
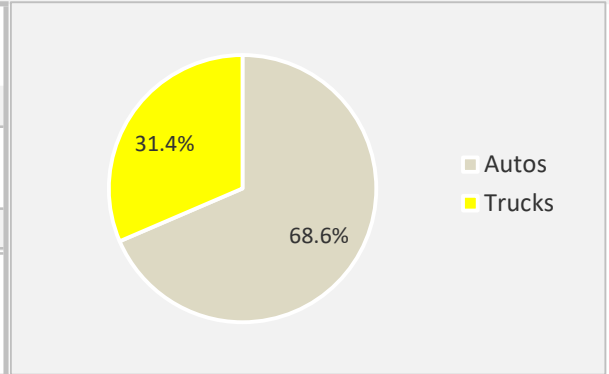
Site view across W. Cardinal Drive

Traffic Summary

					VPD Stats	
	Direction	Count	Classification	Ingress	Egress	
W Cardinal Drive	e	3,379	Auto	Frontage	Frontage	
	w	0		Turn	Turn	
	e	1,549	Truck			
	w	0				
	n			Frontage	Frontage	
	s			Turn	Turn	
	n					
	s					

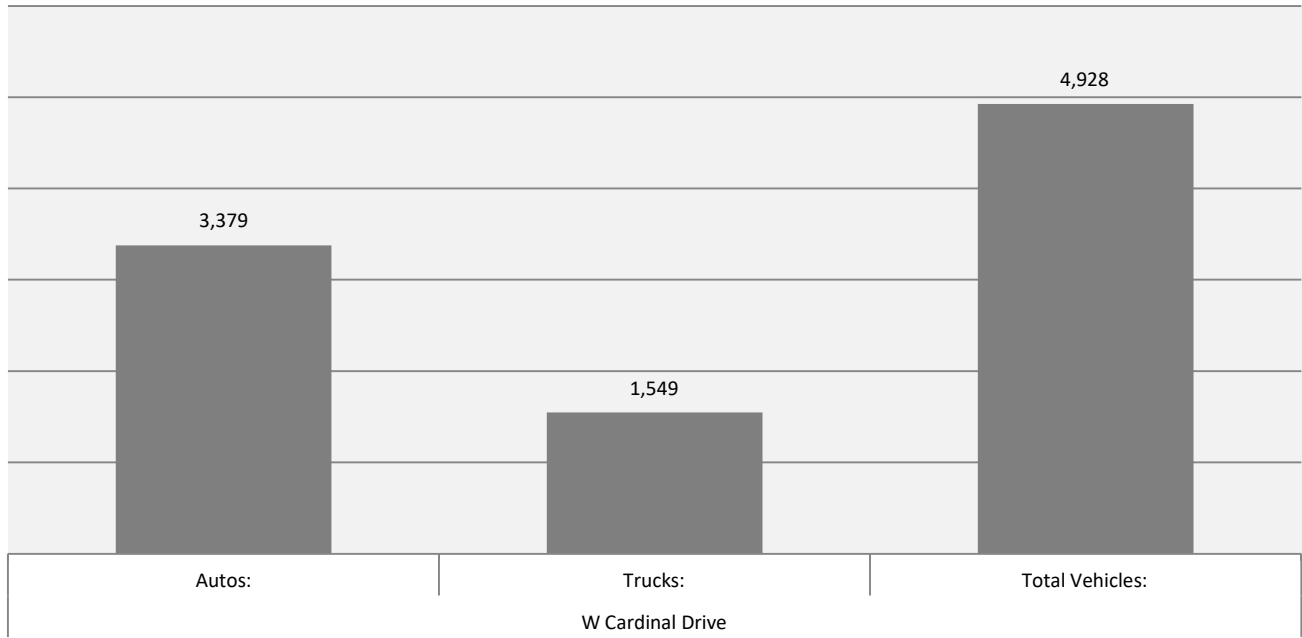
	Direction	Percent	Classification	Percent	Frontage
W Cardinal Drive	e	68.6%	Auto	68.6%	100.0%
	w	0.0%			
	e	31.4%	Truck	31.4%	
	w	0.0%			
	n	0.0%			
	s	0.0%			
	n	0.0%			
	s	0.0%			

Total Intersection VPD	Autos:	3,379
	Trucks:	<u>1,549</u>
	Total Vehicles:	4,928
W Cardinal Drive	Autos:	3,379
	Trucks:	1,549
	Total Vehicles:	4,928

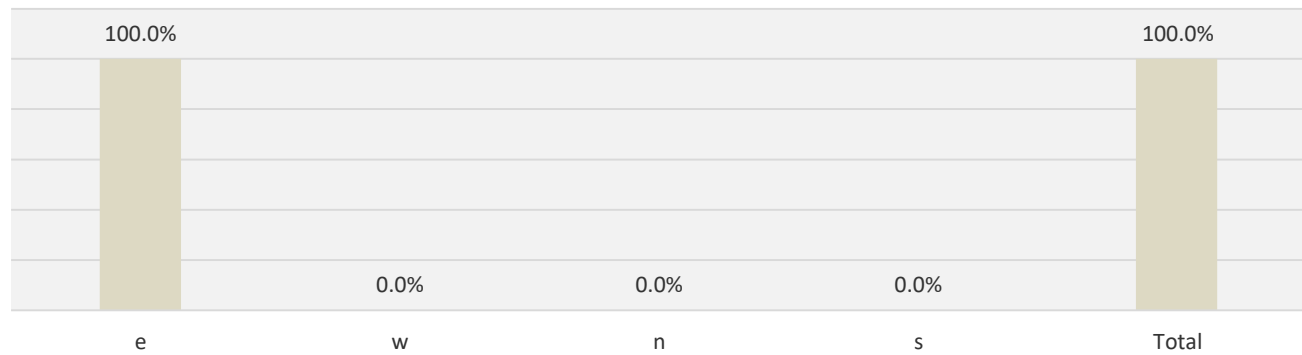


Traffic Summary

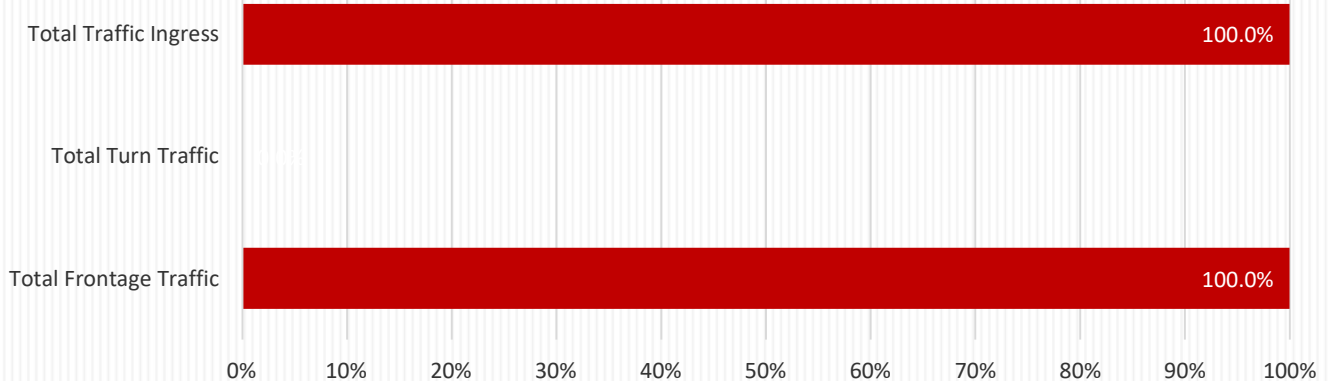
Vehicles per Day (VPD)



Total Frontage Traffic (% Total)



Total Traffic Ingress

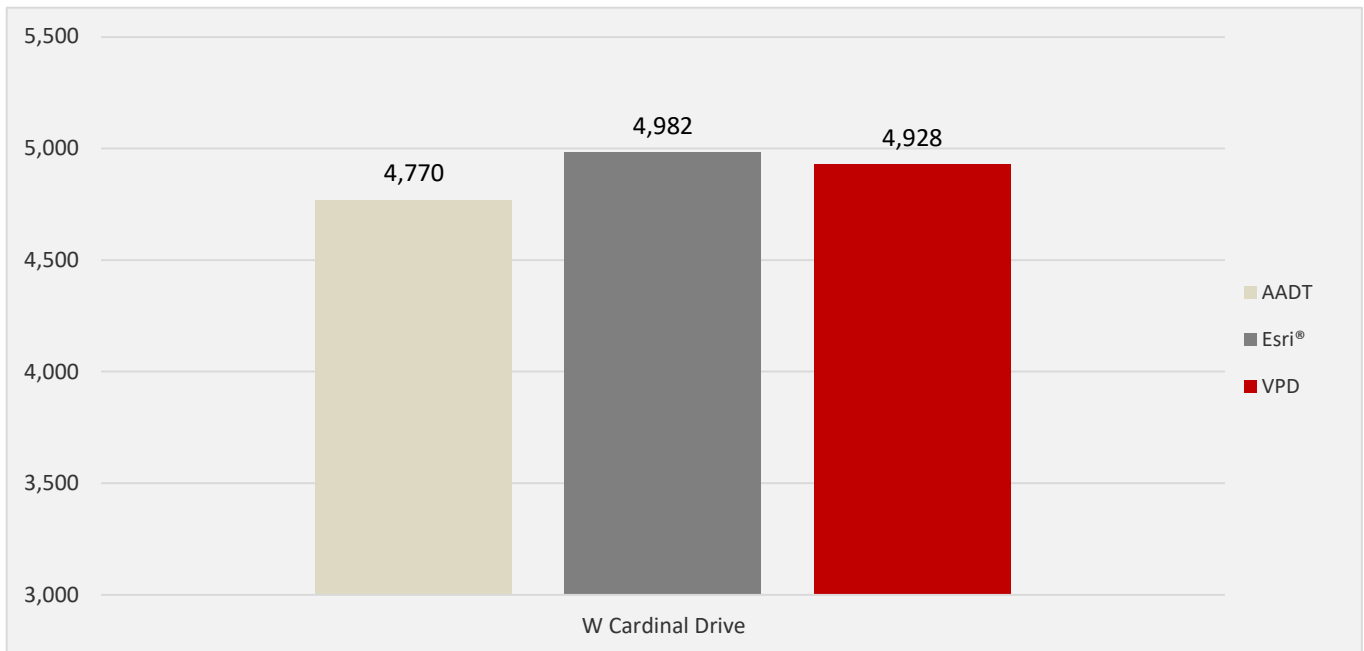


Traffic Summary

AADT Map



Texas DOT/Esri®	AADT	Location	Esri®	Year
W Cardinal Drive	4,770	east	4,982	2023/2022
		west		
		north		
		south		



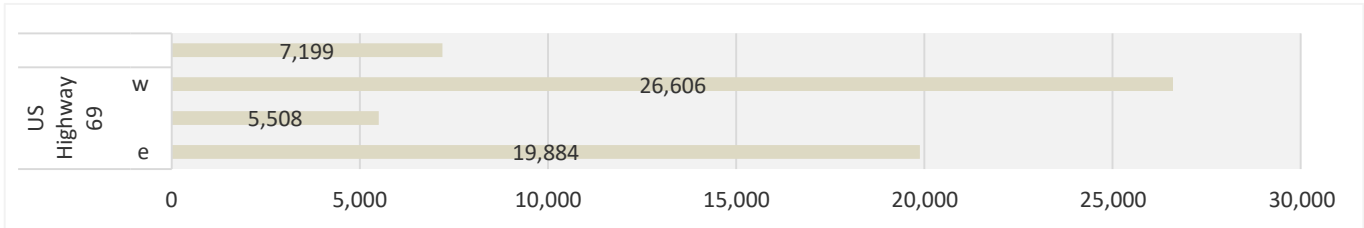
Traffic Summary - Highway

VPD Highway Stats

	Direction	Count	Classification	Exit	Entrance
US Highway 69	e	19,884	Auto	Interchange	Interchange
		5,508	Truck		
	w	26,606	Auto	Interchange	Interchange
		7,199	Truck		

Total 59,197

	Direction	Percent	Classification	Percent	Directional
US Highway 69	e	33.6%	Auto	78.5%	42.9%
		44.9%	46,490		
	w	9.3%	Truck	21.5%	57.1%
		12.2%	12,707		



Texas DOT/Esri®	AADT	Location	Esri®	Year
US Highway 69	58,562	east	52,778	2023/2022

Consumer Potential Scores

The Consumer Potential Report is designed to evaluate a defined geographic area for the propensity of its residents and employees to use an analyzed product or service.

Consumer potential scores are calculated by correlating national survey data of consumer behavior with lifestyle segmentation of survey respondents. This information is then weighted to the composition of the lifestyle clusters in the studied area. Potential indices are calculated at the block group level of geography and extrapolated into the 0.75-mile trade area.

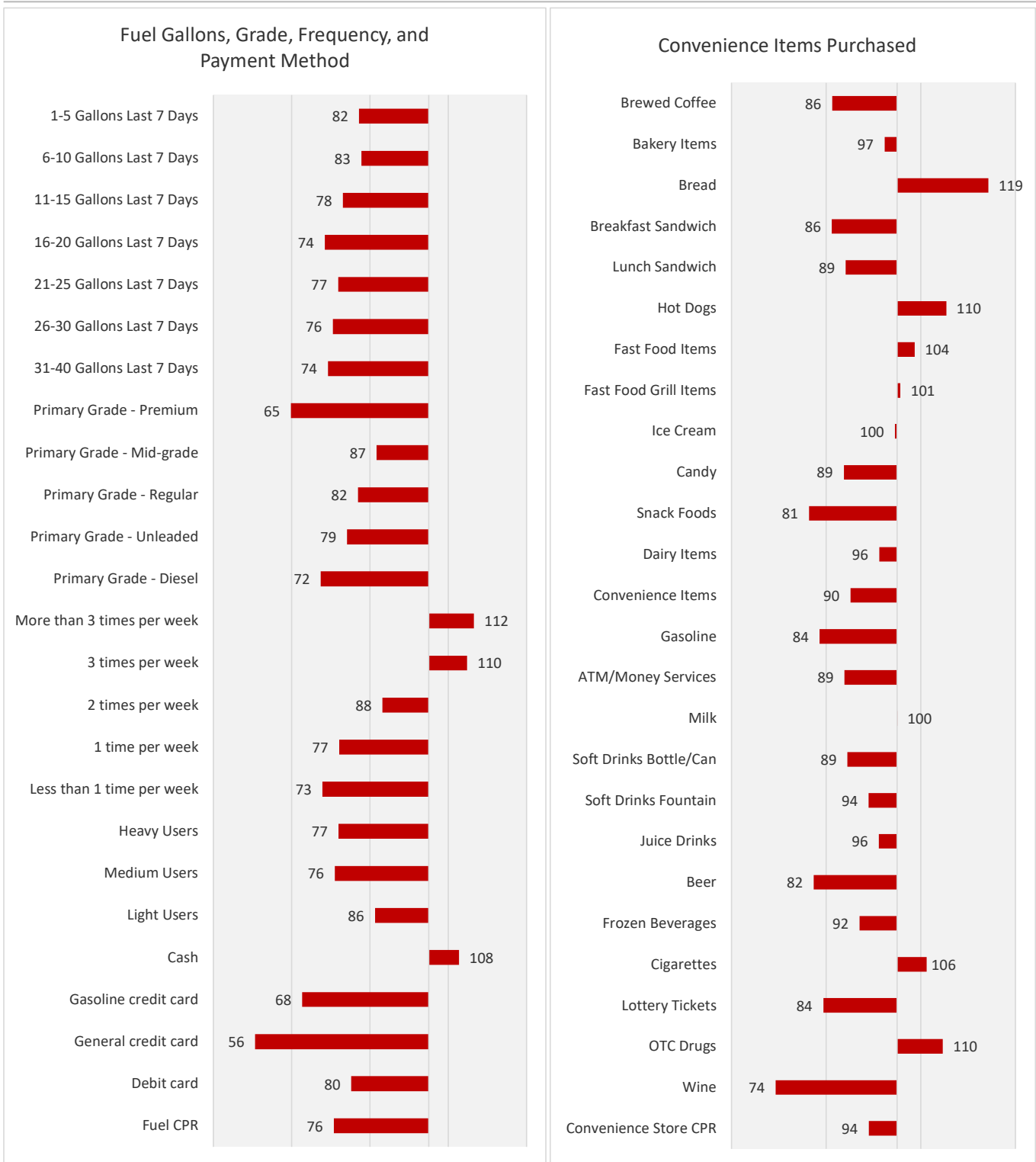
The Consumer Potential score has an index base of 100. An index score of 100 indicates residents living within the target area exhibit the same potential for a certain lifestyle behavior as the national average. An index of **110 indicates a population 10% more likely than the national average** consumer to participate in a certain behavior. An index of **90 indicates a population 10% less likely than the national average** consumer to participate in a certain behavior.

Consumer Potential scores are provided to direct merchandising strategies, identifying promotion opportunities, and to highlight target consumer likely behaviors. Pricing, promotion, and merchandising decisions should reflect the anticipated preferences of the targeted residents and employees living and working within the immediate trade area.

Consumer Potential Scores

Location:
1625 W. Cardinal Drive
Beaumont, TX 77705

**0.75 MILE
RING
1.77 SQ/MI**



Competitive Analysis Summary: Fuel and Convenience Store

Competitive Capacity Metrics

5	Total Competitive Units
1.3	Average Distance in Miles
48	Total Gasoline Fueling Positions
28	Total Diesel Fueling Positions
5	Total Truck Diesel Lanes
16,100	Total Convenience Store Square Footage

Brands and Convenience Store Chains



Performance and Impact Indicators

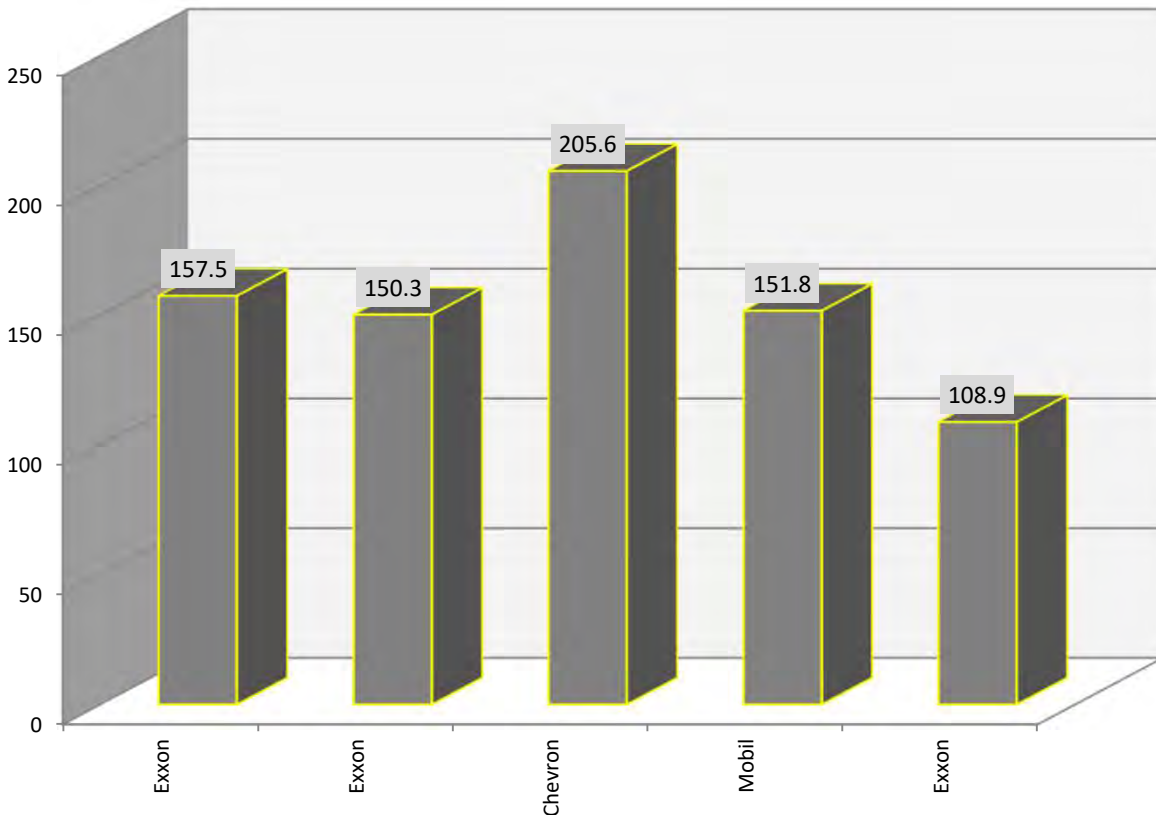
33%	Performance Auto Fuel Positions
41%	Performance Convenience Store Parking
50%	Performance Truck Diesel Lanes
22,742	Audit Fuel Gallons per Forecourt Dispenser
\$37.88	Audit Convenience Store Dollars per Square Foot
18,750	Audit Fuel Gallons per Truck Lane
0.31	Average Distance Impact
0.13	Minimum Distance Impact
0.71	Maximum Distance Impact

Fuel Pricing Metrics

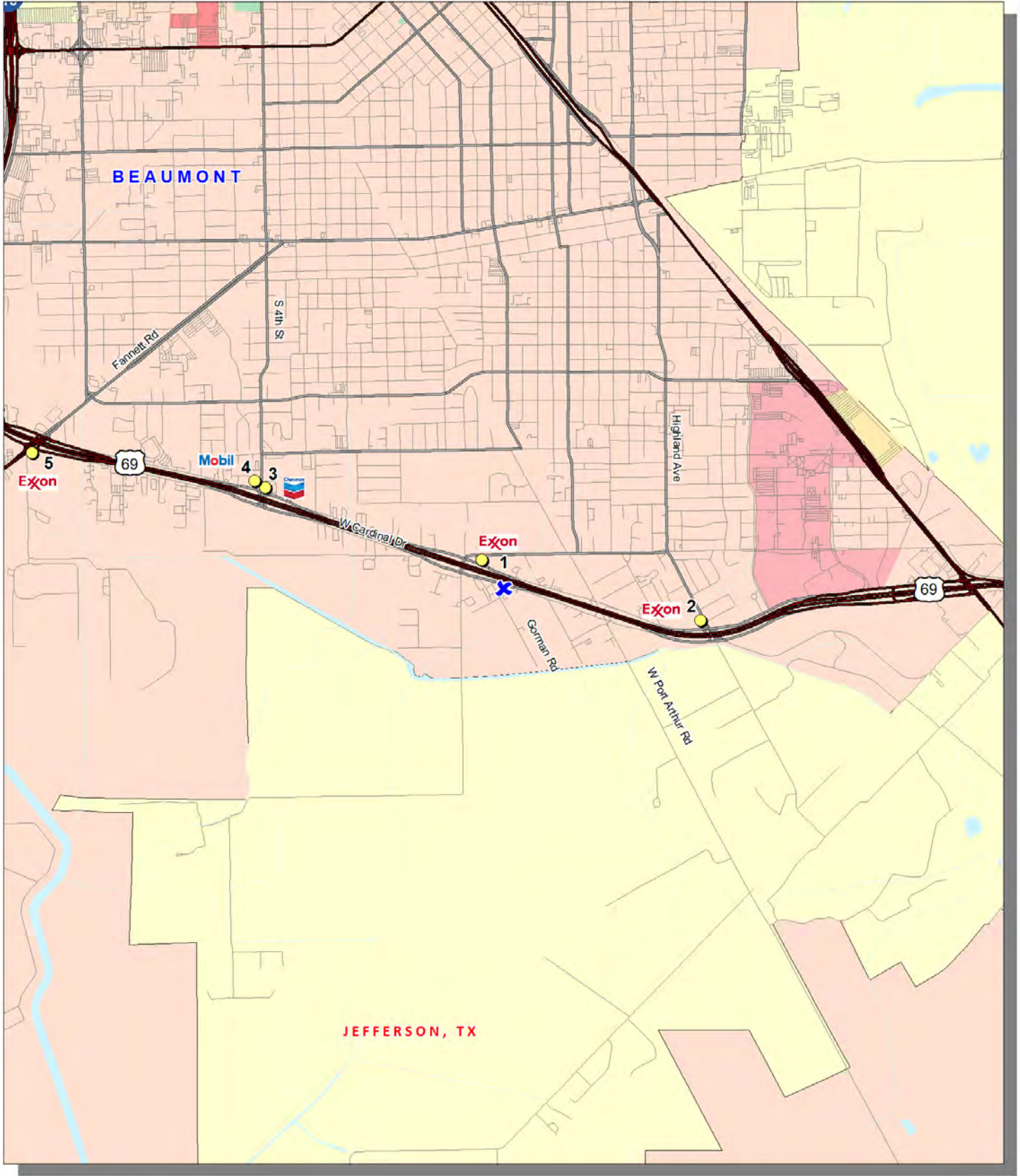
Market Price Gasoline	\$2.97	⁹
Lead Price Gasoline	\$2.85	⁹
Max Price Gasoline	\$3.19	⁹
Variance Gasoline	\$0.34	⁹
Market Price Diesel	\$3.43	⁹
Lead Price Diesel	\$3.19	⁹
Max Price Diesel	\$3.59	⁹
Variance Diesel	\$0.40	⁹

Audit Date: 8/27/2024

Cx Impact Scores



Competition Map



● = Gasoline/Diesel/Convenience Store

Competition Analysis: Fuel and Convenience Store

Name:	Exxpress Mart #29	Brand:	Exxon	Map #:	1	
Location:	W. Cardinal Drive and W Florida Avenue			Intersection:	NE	
Type:	Convenience Store			Distance:	0.4	

Forecourt and Exterior				Posted Prices	
4	MPD's	x	Canopy	Unleaded	\$2.85 ⁹
4	Electronic	x	Air		
8	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.19 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
8	# of Diesel Fueling Positions	5	# of Access Points	Diesel	
3	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	-0.12 Unleaded
	Non-Ethanol	Stop	Traffic Regulation		-0.24 Diesel
	E-85	LimitedAccess	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	73.0
16	# of Self Service Hoses	50	Posted Speed	Diesel Score	20.0
	# of Full Service Hoses	3,000	Size of Store	Convenience Store Score	64.5
Dive In	Fuel Configuration	7	Up Front Parking	Fast Food Score	0.0
	Car Wash		Truck Parking	Distance Score	0.71

Convenience Store					
12	Walk In Cooler Doors	Chain	Maintenance	Standard	Restrooms
	Reach In Cooler Doors	Chain	Interior Lighting	Chain	Snack Merchandising
Chain	Beverage Merchandising	Chain	Interior Signage	Chain	Tobacco Merchandising
1	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
5	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Chain	Operation		Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Cardinal Exxon	Brand:	Exxon	Map #:	2	
Location:	Highland Avenue and W Cardinal Drive			Intersection:	NW	
Type:	Convenience Store			Distance:	1.1	

Forecourt and Exterior				Posted Prices	
5	MPD's	x	Canopy	Unleaded	\$2.85 ⁹
	Electronic	x	Air		
10	# of Gasoline Hoses	9	Brand Sign Facings	Diesel	\$3.39 ⁹
3	# of Gasoline Grades	4	Price Sign Facings	<i>Cash/Card Price</i>	
10	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
2	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	-0.12 Unleaded
	Non-Ethanol	Stop	Traffic Regulation		-0.04 Diesel
	E-85	Crossover	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	92.0
12	# of Self Service Hoses	50	Posted Speed	Diesel Score	16.0
	# of Full Service Hoses	4,000	Size of Store	Convenience Store Score	69.3
Dive In	Fuel Configuration	7	Up Front Parking	Fast Food Score	0.0
	Car Wash		Truck Parking	Distance Score	0.26

Convenience Store					
13	Walk In Cooler Doors	Brand	Maintenance	Standard	Restrooms
4	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
4	Freezer Doors	x	Fountain Beverage	18	Hours of Operation
6	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation		Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Fuel Point	Brand:	Chevron	Map #:	3	
Location:	W Cardinal Drive and S 4th Street			Intersection:	NE	
Type:	Convenience Store			Distance:	1.3	

Forecourt and Exterior				Posted Prices	
5	MPD's	x	Canopy	Unleaded	\$3.19 ⁹
	Electronic	x	Air		
10	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.59 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
10	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	\$3.09 ⁹
4	# of Diesel Fueling Positions	3	# of Access Points	Diesel	\$3.49 ⁹
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.22 Unleaded
	Non-Ethanol	Stop	Traffic Regulation		0.16 Diesel
	E-85	Crossover	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	88.0
14	# of Self Service Hoses	50	Posted Speed	Diesel Score	12.0
	# of Full Service Hoses	4,200	Size of Store	Convenience Store Score	105.6
Dive In	Fuel Configuration	11	Up Front Parking	Fast Food Score	25.0
	Car Wash		Truck Parking	Distance Score	0.22

Convenience Store					
23	Walk In Cooler Doors	Lead Brand	Maintenance	Interior	Restrooms
8	Reach In Cooler Doors	Lead Brand	Interior Lighting	Lead Brand	Snack Merchandising
Lead Brand	Beverage Merchandising	Lead Brand	Interior Signage	Lead Brand	Tobacco Merchandising
8	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
11	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave	Turbo Joe's	Fast Food Brand	x	Lottery
Lead Brand	Operation	Made to Order	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	J&J Express	Brand:	Mobil	Map #:	4	
Location:	W Cardinal Drive and S 4th Street			Intersection:	NW	
Type:	Convenience Store			Distance:	1.3	

Forecourt and Exterior				Posted Prices	
6	MPD's	x	Canopy	Unleaded	\$2.99 ⁹
	Electronic	x	Air		
12	# of Gasoline Hoses	8	Brand Sign Facings	Diesel	\$3.49 ⁹
3	# of Gasoline Grades	4	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
6	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.02 Unleaded
	Non-Ethanol	Stop	Traffic Regulation		0.06 Diesel
	E-85	Crossover	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	88.0
18	# of Self Service Hoses	50	Posted Speed	Diesel Score	19.0
	# of Full Service Hoses	3,400	Size of Store	Convenience Store Score	71.6
Dive In	Fuel Configuration	9	Up Front Parking	Fast Food Score	30.0
	Car Wash		Truck Parking	Distance Score	0.22

Convenience Store					
16	Walk In Cooler Doors	Brand	Maintenance	Standard	Restrooms
4	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
6	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
6	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave	Subway	Fast Food Brand	x	Lottery
Brand	Operation	Made to Order	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Gators	Brand:	Exxon	Map #:	5	
Location:	W Cardinal Drive and Fannett Road			Intersection:	SE	
Type:	Convenience Store			Distance:	2.2	

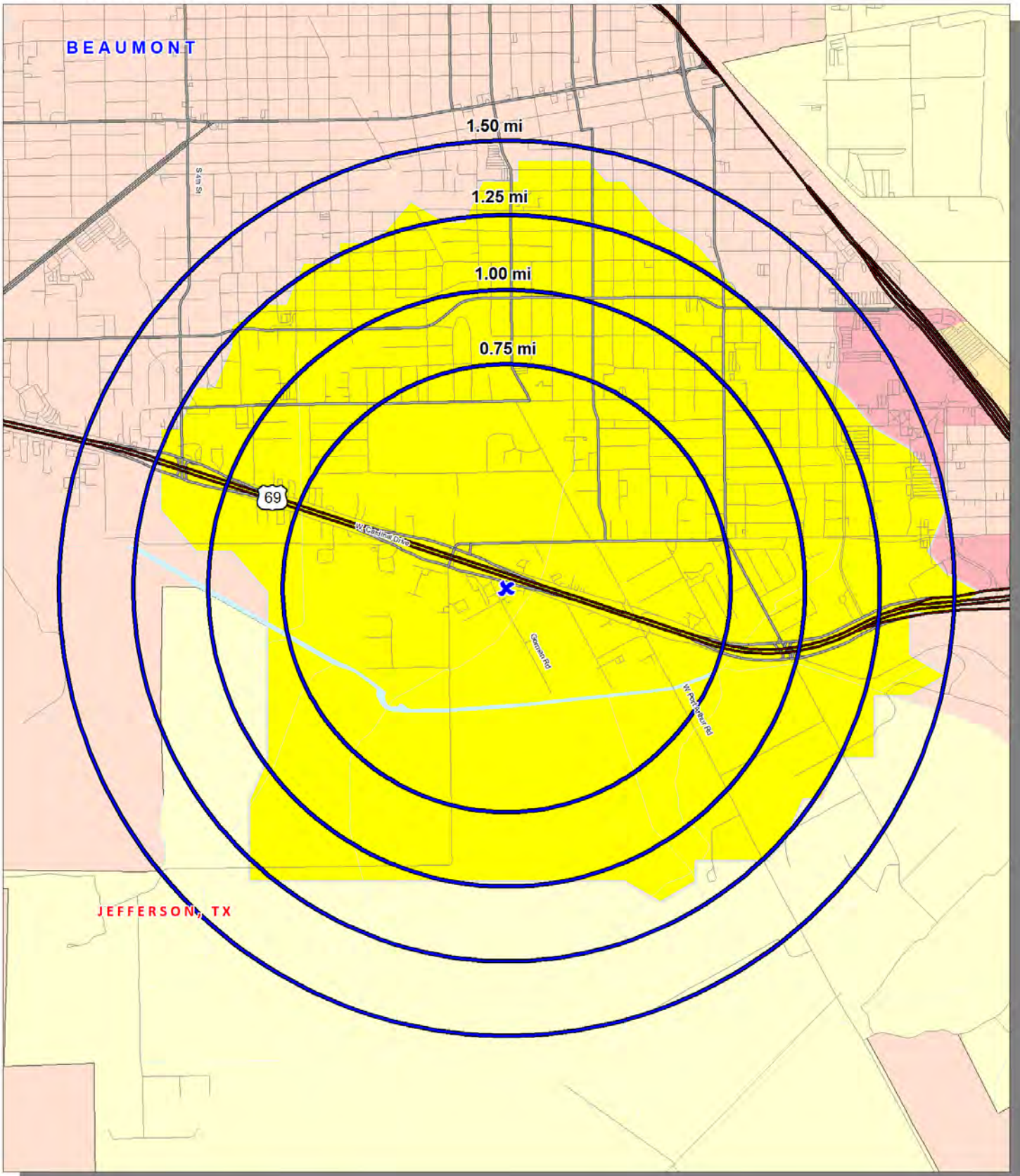
Forecourt and Exterior				Posted Prices	
4	MPD's	x	Canopy	Unleaded	\$2.99 ⁹
3	Electronic	x	Air		
8	# of Gasoline Hoses	6	Brand Sign Facings	Diesel	\$3.49 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
8	# of Diesel Fueling Positions	5	# of Access Points	Diesel	
2	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.02 Unleaded
	Non-Ethanol	Electronic	Traffic Regulation		0.06 Diesel
	E-85	Crossover	Road Configuration	Competitive Impact	
	EV Stations	Restricted	On Site Movement	Gasoline Score	61.0
16	# of Self Service Hoses	50	Posted Speed	Diesel Score	23.0
	# of Full Service Hoses	1,500	Size of Store	Convenience Store Score	45.9
Parallel	Fuel Configuration	4	Up Front Parking	Fast Food Score	10.0
	Car Wash		Truck Parking	Distance Score	0.13

Convenience Store					
10	Walk In Cooler Doors	Brand	Maintenance	Standard	Restrooms
6	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
6	Freezer Doors	x	Fountain Beverage	16	Hours of Operation
5	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	Grab and Go	Fast Food	x	ATM



Trade Area Map 0.75, 1-, 1.25-, and 1.5-Mile Rings

1625 W. Cardinal Drive
Beaumont, Texas 77705



X = Site

■ = Custom Boundary

Demand Report

Location:

1625 W. Cardinal Drive
 Beaumont, Texas 77705

	CUSTOM BOUNDARY 4.60 SQ/MI
POPULATION TREND	
2020 Total Population	8,819
2023 Total Population	8,436
2028 Total Population	8,260
% Population Change 2010 to 2020	-14.9%
% Population Change 2010 to 2023	-18.6%
% Population Change 2020 to 2028	-6.3%
% Population Change 2023 to 2028	-2.1%
2023 Total Daytime Population	
2023 Total Daytime Population	8,402
2023 Total Employees	2,595
2023 Total Daytime at Home Population	5,153
2023 Total Employees (% of Daytime Population)	33.5%
2023 Total Daytime at Home Population (% of Daytime Pop)	66.5%
DENSITY	
2023 Population Density	2,746
2023 Employee Density	651
HOUSEHOLDS TREND	
2020 Households	3,281
2023 Households	3,314
2028 Households	3,434
% Household Change 2010 to 2020	-6.7%
% Household Change 2010 to 2023	-5.7%
% Household Change 2020 to 2028	4.7%
% Household Change 2023 to 2028	3.6%
2023 Average household size	
2023 Average household size	2.5
2023 Average household size: Owner occupied	1.1
2023 Average household size: Renter occupied	1.3
INCOME	
2020 Household income: Average	\$50,202
2020 Household income: Median	\$40,104
2023 Household income	
2023 Household income: Median	\$46,968
2023 Household income: Average	\$58,312
2028 Household income	
2028 Household income: Median	\$58,999
2028 Household income: Average	\$72,162
HOUSEHOLD VEHICLES	
2023 Households: Number of vehicles available	5,240
2023 Owner occupied: Number of vehicles available	3,044
2023 Renter occupied: Number of vehicles available	2,187

Demand Report

Location:

1625 W. Cardinal Drive
 Beaumont, Texas 77705

**CUSTOM
 BOUNDARY
 4.60 SQ/MI**

RACE & ETHNICITY	
% 2023 White alone	9.8%
% 2023 Black or African American alone	65.7%
% 2023 American Indian and Alaska Native alone	1.0%
% 2023 Asian alone	2.9%
% 2023 Native Hawaiian and OPI alone	.1%
% 2023 Some Other Race alone	12.6%
% 2023 Two or More Races alone	8.0%
% 2023 Hispanic	22.0%
% 2023 Not Hispanic	78.0%
EDUCATION & OCCUPATION	
Education	
% 2023 No High School Diploma	15.8%
% 2023 High school graduate, GED, or alternative	39.7%
% 2023 College No Degree	26.0%
% 2023 College Degree	12.9%
% 2023 Advanced Degree	5.6%
% 2023 College or Advanced Degree	18.4%
Occupation	
% 2020 Occupation: White collar	43.7%
% 2020 Occupation: Blue collar	56.3%
% 2023 Occupation: White collar	43.6%
% 2023 Occupation: Blue collar	56.4%
AGE & OCCUPANCY	
Age	
2023 Total population: Median age	32
2023 Male population: Median age	32
2023 Female population: Median age	33
Occupancy	
2023 HouseHolds	3,314
% 2023 Owner occupied housing units	45.4%
% 2023 Renter occupied housing units	54.4%

Demand Report

Location:

1625 W. Cardinal Drive
 Beaumont, Texas 77705

**CUSTOM
 BOUNDARY
 4.60 SQ/MI**

RETAIL SALES POTENTIAL	
2022 Convenience stores	\$4,461,770
2022 Gasoline stations with convenience stores	\$9,835,933
2022 Beer, wine, & liquor stores	\$1,112,073
2022 Supermarkets & other grocery (except convenience) stores	\$19,264,257
2022 Restaurant Expenditures	\$3,209,101
HOUSEHOLD EXPENDITURES	
Automotive	
2023 Gasoline (Household Average)	\$2,082
2023 Diesel fuel (Household Average)	\$53
2023 Gasoline on out-of-town trips (Household Average)	\$127
2023 Lube, oil change, and oil filters (Household Average)	\$114
2023 Maintenance and repairs (Household Average)	\$1,007
2023 Vehicle products and cleaning services (Household Average)	\$10
2023 Electric vehicle charging (Household Average)	\$1
Food/Alcohol/Tobacco	
2023 Food at home	\$18,271,720
2023 Food at home (Household Average)	\$5,513
2023 Food away from home (Household Average)	\$3,140
2023 Meals at restaurants, carry outs and other (Household Average)	\$2,699
2023 Breakfast and brunch (Household Average)	\$288
2023 Lunch (Household Average)	\$785
2023 Dinner (Household Average)	\$1,415
2023 Alcoholic beverages	\$1,797,218
2023 Alcoholic beverages (Household Average)	\$542
2023 At home (Household Average)	\$299
2023 Away from home (Household Average)	\$243
2023 Beer and ale	\$372,306
2023 Beer and ale (Household Average)	\$72
2023 Wine	\$438,963
2023 Wine (Household Average)	\$43
2023 Other alcoholic beverages	\$107,759
2023 Other alcoholic beverages (Household Average)	\$63
2023 Tobacco products and smoking supplies	\$1,209,075
2023 Tobacco products and smoking supplies (Household Average)	\$365
2023 Cigarettes	\$997,328
2023 Cigarettes (Household Average)	\$301
2023 Other tobacco products	\$196,945
2023 Other tobacco products (Household Average)	\$59
2023 Smoking accessories	\$14,802
2023 Smoking accessories (Household Average)	\$4

Demand Report

Location:

1625 W. Cardinal Drive
Beaumont, Texas 77705

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI
POPULATION TREND				
2020 Total Population	2,042	5,038	8,099	11,695
2023 Total Population	2,038	4,842	7,726	11,195
2028 Total Population	2,104	4,773	7,540	10,974
% Population Change 2010 to 2020	-10.0%	-11.6%	-13.1%	-12.2%
% Population Change 2010 to 2023	-10.1%	-15.1%	-17.1%	-16.0%
% Population Change 2020 to 2028	3.0%	-5.3%	-6.9%	-6.2%
% Population Change 2023 to 2028	3.2%	-1.4%	-2.4%	-2.0%
2023 Daytime Population				
2023 Total Daytime Population	1,846	4,815	7,835	11,910
2023 Total Employees	1,272	1,634	2,422	3,096
2023 Total Daytime at Home Population	1,237	2,898	4,695	6,948
2023 Total Employees (% of Daytime Population)	50.7%	36.1%	34.0%	30.8%
2023 Total Daytime at Home Population (% of Daytime Pop)	49.3%	63.9%	66.0%	69.2%
DENSITY				
2023 Population Density	2,360	2,504	2,673	2,597
2023 Employee Density	908	597	487	510
HOUSEHOLDS TREND				
2020 Households	808	1,970	3,083	4,252
2023 Households	849	1,998	3,111	4,291
2028 Households	924	2,082	3,220	4,439
% Household Change 2010 to 2020	-10.7%	-6.1%	-6.4%	-5.2%
% Household Change 2010 to 2023	-6.2%	-4.7%	-5.6%	-4.3%
% Household Change 2020 to 2028	14.4%	5.7%	4.4%	4.4%
% Household Change 2023 to 2028	8.8%	4.2%	3.5%	3.4%
2023 Average household size				
2023 Average household size	2.4	2.5	2.5	2.5
2023 Average household size: Owner occupied	1.2	1.1	1.1	1.1
2023 Average household size: Renter occupied	1.1	1.3	1.4	1.4
INCOME				
2020 Household income: Average	\$58,692	\$53,156	\$50,505	\$49,329
2020 Household income: Median	\$39,088	\$40,473	\$40,444	\$40,104
2023 Household income				
2023 Household income: Median	\$48,903	\$47,951	\$47,230	\$46,967
2023 Household income: Average	\$69,973	\$62,313	\$58,589	\$57,292
2028 Household income				
2028 Household income: Median	\$66,697	\$62,600	\$60,077	\$57,179
2028 Household income: Average	\$90,393	\$78,327	\$72,296	\$70,859
HOUSEHOLD VEHICLES				
2023 Households: Number of vehicles available	1,532	3,241	4,892	6,630
2023 Owner occupied: Number of vehicles available	968	1,900	2,825	3,855
2023 Renter occupied: Number of vehicles available	584	1,350	2,053	2,799

Demand Report

Location:

1625 W. Cardinal Drive
 Beaumont, Texas 77705

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI
RACE & ETHNICITY				
% 2023 White alone	9.2%	9.6%	9.7%	9.5%
% 2023 Black or African American alone	72.3%	68.6%	66.6%	67.3%
% 2023 American Indian and Alaska Native alone	.5%	.7%	.9%	.9%
% 2023 Asian alone	1.6%	2.5%	2.7%	2.5%
% 2023 Native Hawaiian and OPI alone	.1%	.1%	.1%	.1%
% 2023 Some Other Race alone	8.7%	10.6%	12.1%	12.1%
% 2023 Two or More Races alone	7.5%	7.9%	8.0%	7.5%
% 2023 Hispanic	15.9%	19.3%	21.4%	21.1%
% 2023 Not Hispanic	84.1%	80.7%	78.6%	78.9%
EDUCATION & OCCUPATION				
Education				
% 2023 No High School Diploma	11.8%	13.2%	15.4%	17.2%
% 2023 High school graduate, GED, or alternative	45.1%	39.9%	39.6%	40.3%
% 2023 College No Degree	30.1%	28.1%	26.5%	25.2%
% 2023 College Degree	12.1%	14.5%	13.3%	12.5%
% 2023 Advanced Degree	.7%	4.3%	5.2%	4.8%
% 2023 College or Advanced Degree	12.8%	18.8%	18.5%	17.4%
Occupation				
% 2020 Occupation: White collar	40.5%	46.5%	44.7%	44.1%
% 2020 Occupation: Blue collar	59.4%	53.5%	55.3%	55.9%
% 2023 Occupation: White collar	40.3%	46.2%	44.5%	44.0%
% 2023 Occupation: Blue collar	59.7%	53.9%	55.5%	56.1%
AGE & OCCUPANCY				
Age				
2023 Total population: Median age	37	33	33	33
2023 Male population: Median age	36	32	32	32
2023 Female population: Median age	37	34	34	34
Occupancy				
2023 HouseHolds	849	1,998	3,111	4,291
% 2023 Owner occupied housing units	51.4%	45.4%	44.9%	45.1%
% 2023 Renter occupied housing units	49.0%	54.3%	54.8%	55.3%

Demand Report

Location:

1625 W. Cardinal Drive
Beaumont, Texas 77705

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI
RETAIL SALES POTENTIAL				
2022 Convenience stores	\$1,167,359	\$2,718,337	\$4,196,946	\$5,725,692
2022 Gasoline stations with convenience stores	\$2,575,398	\$5,991,641	\$9,252,413	\$12,619,984
2022 Beer, wine, & liquor stores	\$290,021	\$676,163	\$1,046,111	\$1,427,464
2022 Supermarkets & other grocery (except convenience) stores	\$5,053,515	\$11,736,635	\$18,124,370	\$24,712,848
2022 Restaurant Expenditures	\$837,483	\$1,952,751	\$3,018,524	\$4,114,692
HOUSEHOLD EXPENDITURES				
Automotive				
2023 Gasoline (Household Average)	\$2,085	\$2,084	\$2,082	\$2,078
2023 Diesel fuel (Household Average)	\$53	\$53	\$53	\$52
2023 Gasoline on out-of-town trips (Household Average)	\$129	\$128	\$127	\$127
2023 Lube, oil change, and oil filters (Household Average)	\$114	\$114	\$114	\$113
2023 Maintenance and repairs (Household Average)	\$1,016	\$1,010	\$1,007	\$1,005
2023 Vehicle products and cleaning services (Household Average)	\$10	\$10	\$10	\$10
2023 Electric vehicle charging (Household Average)	\$1	\$1	\$1	\$1
Food/Alcohol/Tobacco				
2023 Food at home	\$4,703,620	\$11,029,459	\$17,148,691	\$23,618,165
2023 Food at home (Household Average)	\$5,540	\$5,520	\$5,512	\$5,504
2023 Food away from home (Household Average)	\$3,161	\$3,148	\$3,140	\$3,132
2023 Meals at restaurants, carry outs and other (Household Average)	\$2,712	\$2,705	\$2,699	\$2,693
2023 Breakfast and brunch (Household Average)	\$290	\$289	\$288	\$288
2023 Lunch (Household Average)	\$789	\$786	\$785	\$783
2023 Dinner (Household Average)	\$1,423	\$1,418	\$1,415	\$1,411
2023 Alcoholic beverages	\$469,663	\$1,090,101	\$1,687,570	\$2,320,220
2023 Alcoholic beverages (Household Average)	\$553	\$546	\$542	\$541
2023 At home (Household Average)	\$305	\$301	\$299	\$298
2023 Away from home (Household Average)	\$248	\$245	\$243	\$242
2023 Beer and ale	\$96,012	\$224,972	\$349,420	\$480,519
2023 Beer and ale (Household Average)	\$74	\$73	\$72	\$72
2023 Wine	\$116,171	\$266,747	\$412,057	\$566,848
2023 Wine (Household Average)	\$44	\$43	\$43	\$43
2023 Other alcoholic beverages	\$27,953	\$65,193	\$101,159	\$139,236
2023 Other alcoholic beverages (Household Average)	\$64	\$64	\$63	\$63
2023 Tobacco products and smoking supplies	\$308,746	\$729,314	\$1,135,533	\$1,564,533
2023 Tobacco products and smoking supplies (Household Average)	\$364	\$365	\$365	\$365
2023 Cigarettes	\$254,560	\$601,229	\$936,506	\$1,291,012
2023 Cigarettes (Household Average)	\$300	\$301	\$301	\$301
2023 Other tobacco products	\$50,491	\$119,159	\$185,104	\$254,407
2023 Other tobacco products (Household Average)	\$59	\$60	\$59	\$59
2023 Smoking accessories	\$3,695	\$8,926	\$13,923	\$19,114
2023 Smoking accessories (Household Average)	\$4	\$4	\$4	\$4

Full Demographic Report

Location:

1625 W. Cardinal Drive
Beaumont, Texas 77705

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI
POPULATION OVERVIEW				
Population Trend				
2010 Total population	2,268	5,700	9,316	13,327
2020 Total population	2,042	5,038	8,099	11,695
2023 Total Population	2,038	4,842	7,726	11,195
2028 Total Population	2,104	4,773	7,540	10,974
% Population Change 2010 to 2020	-10.0%	-11.6%	-13.1%	-12.2%
% Population Change 2010 to 2023	-10.1%	-15.1%	-17.1%	-16.0%
% Population Change 2020 to 2028	3.0%	-5.3%	-6.9%	-6.2%
% Population Change 2023 to 2028	3.2%	-1.4%	-2.4%	-2.0%
2023 Race and Ethnicity				
% 2023 White alone	9.2%	9.6%	9.7%	9.5%
% 2023 Black or African American alone	72.3%	68.6%	66.6%	67.3%
% 2022 Asian alone	1.6%	2.5%	2.7%	2.5%
% 2023 Other Race - Population	16.8%	19.3%	21.0%	20.7%
Hispanic or Latino				
% 2023 Hispanic	15.9%	19.3%	21.4%	21.1%
% 2023 Not Hispanic	84.1%	80.7%	78.6%	78.9%
2023 Age Trend				
Total population: Median age	37	33	33	33
Male population: Median age	36	32	32	32
Female population: Median age	37	34	34	34
Age 19 and Under	28.6%	31.2%	31.9%	32.1%
Age 20 to 29	12.7%	14.7%	14.8%	14.3%
Age 30 to 39	13.2%	12.9%	12.8%	12.8%
Age 40 to 49	10.9%	10.6%	10.8%	11.1%
Age 50 to 64	20.2%	17.7%	17.3%	17.3%
Age 65 and Over	14.4%	12.9%	12.4%	12.5%
2023 Male Population				
% Male population	46.8%	47.8%	48.1%	47.6%
% Male population: Under 5 years	7.9%	8.4%	8.4%	8.4%
% Male population: 5 to 9 years	8.7%	8.6%	8.2%	8.3%
% Male population: 10 to 14 years	6.2%	7.1%	7.7%	7.8%
% Male population: 15 to 19 years	7.3%	8.6%	8.9%	8.9%
% Male population: 20 to 24 years	6.1%	7.3%	7.3%	6.8%
% Male population: 25 to 29 years	5.0%	7.1%	7.5%	7.5%
% Male population: 30 to 34 years	6.9%	6.7%	6.6%	6.6%
% Male population: 35 to 39 years	6.2%	6.1%	6.1%	5.9%
% Male population: 40 to 44 years	7.0%	6.4%	6.3%	6.1%
% Male population: 45 to 49 years	5.0%	4.6%	4.6%	4.9%
% Male population: 50 to 54 years	7.1%	5.7%	5.4%	5.3%
% Male population: 55 to 59 years	7.2%	5.9%	5.7%	6.1%
% Male population: 60 to 64 years	6.9%	6.4%	6.3%	6.1%
% Male population: 65 to 69 years	5.1%	4.3%	4.1%	4.2%
% Male population: 70 to 74 years	4.0%	3.5%	3.3%	3.2%

Full Demographic Report

Location:

1625 W. Cardinal Drive
Beaumont, Texas 77705

	0.75 MILE RING 1.77 SO/MI	1 MILE RING 3.14 SO/MI	1.25 MILE RING 4.91 SO/MI	1.5 MILE RING 7.07 SO/MI
% Male population: 75 to 79 years	.4%	1.2%	1.5%	1.6%
% Male population: 80 to 84 years	2.5%	1.9%	1.5%	1.3%
% Male population: 85 years and over	.2%	.4%	.6%	.9%
2023 Female Population				
% Female population	53.2%	52.2%	51.9%	52.4%
% Female population: Under 5 years	7.0%	7.5%	7.7%	7.7%
% Female population: 5 to 9 years	6.6%	7.2%	7.5%	7.7%
% Female population: 10 to 14 years	7.4%	7.6%	7.5%	7.4%
% Female population: 15 to 19 years	6.3%	7.6%	8.0%	7.9%
% Female population: 20 to 24 years	8.1%	8.1%	7.9%	7.5%
% Female population: 25 to 29 years	5.9%	6.9%	7.0%	6.8%
% Female population: 30 to 34 years	6.5%	6.4%	6.4%	6.4%
% Female population: 35 to 39 years	6.6%	6.5%	6.6%	6.5%
% Female population: 40 to 44 years	5.4%	5.8%	6.0%	6.2%
% Female population: 45 to 49 years	4.6%	4.4%	4.7%	5.0%
% Female population: 50 to 54 years	6.6%	5.9%	5.6%	5.4%
% Female population: 55 to 59 years	6.4%	6.0%	5.9%	6.0%
% Female population: 60 to 64 years	6.3%	5.6%	5.6%	5.8%
% Female population: 65 to 69 years	3.4%	4.1%	4.3%	4.4%
% Female population: 70 to 74 years	5.0%	3.8%	3.4%	3.4%
% Female population: 75 to 79 years	2.8%	2.4%	2.2%	2.2%
% Female population: 80 to 84 years	2.6%	2.3%	2.0%	1.9%
% Female population: 85 years and over	2.5%	1.9%	1.7%	1.7%
HOUSEHOLD OVERVIEW				
Household Trend				
2010 HouseHolds	905	2,097	3,294	4,483
2020 HouseHolds	808	1,970	3,083	4,252
2023 Households	849	1,998	3,111	4,291
2028 Households	924	2,082	3,220	4,439
% Household Change 2010 to 2020	-10.7%	-6.1%	-6.4%	-5.2%
% Household Change 2010 to 2023	-6.2%	-4.7%	-5.6%	-4.3%
% Household Change 2020 to 2028	14.4%	5.7%	4.4%	4.4%
% Household Change 2023 to 2028	8.8%	4.2%	3.5%	3.4%
2023 Household Size				
Average household size	2.4	2.5	2.5	2.5
% Family households	67.5%	65.2%	64.0%	62.9%
% Nonfamily households	32.5%	34.8%	36.1%	37.1%

Full Demographic Report

Location:

1625 W. Cardinal Drive
Beaumont, Texas 77705

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI
Household Income Trend				
2010 Median income	\$41,440	\$33,630	\$30,537	\$29,377
2020 Median income	\$39,088	\$40,473	\$40,444	\$40,104
2023 Median income	\$48,903	\$47,951	\$47,230	\$46,967
2028 Median income	\$66,697	\$62,600	\$60,077	\$57,179
% Median Income Change 2010 to 2020	-5.7%	20.3%	32.4%	36.5%
% Median Income Change 2010 to 2023	18.0%	42.6%	54.7%	59.9%
% Median Income Change 2020 to 2028	70.6%	54.7%	48.5%	42.6%
% Median Income Change 2023 to 2028	36.4%	30.6%	27.2%	21.7%
2010 Household income: Average				
2010 Household income: Average	\$44,005	\$38,857	\$36,900	\$36,223
2020 Household income: Average				
2020 Household income: Average	\$58,692	\$53,156	\$50,505	\$49,329
2023 Household income: Average				
2023 Household income: Average	\$69,973	\$62,313	\$58,589	\$57,292
2028 Household income: Average				
2028 Household income: Average	\$90,393	\$78,327	\$72,296	\$70,859
2023 Household Income				
up to \$24,999	25.0%	27.1%	28.7%	29.2%
\$25,000 to \$49,999	27.0%	26.5%	26.5%	26.3%
\$50,000 to \$74,999	16.8%	18.2%	19.0%	20.2%
\$75,000 to \$124,999	23.1%	20.5%	18.9%	17.5%
\$125,000 to \$199,999	3.4%	4.9%	5.0%	5.1%
\$200,000 or more	4.8%	2.8%	1.9%	1.7%
Income Below \$75,000	68.8%	71.8%	74.1%	75.6%
Income \$75,000 to \$199,999	26.5%	25.4%	24.0%	22.7%
HOUSING UNITS OVERVIEW				
2023 Home Value				
Median Home Value	\$67,903	\$64,202	\$59,913	\$59,180
Average Home Value	\$93,421	\$82,143	\$76,948	\$79,752
2023 Occupancy				
Households	849	1,998	3,111	4,291
Owner occupied	51.4%	45.4%	44.9%	45.1%
Renter occupied	49.0%	54.3%	54.8%	55.3%
Occupancy by Number of Units				
1, detached	55.0%	44.5%	45.0%	46.0%
1, attached	.0%	.2%	.2%	.3%
2	.7%	.5%	1.4%	2.1%
3 or 4	13.5%	13.3%	12.5%	10.7%
5 to 9	28.4%	20.9%	18.8%	23.8%
10 to 19	1.7%	12.3%	13.4%	10.4%
20 to 49	.0%	4.4%	4.6%	3.4%
50 or more	.7%	3.7%	3.5%	3.0%
Mobile home	.0%	.3%	.4%	.3%
Boat, RV, van, etc.	.0%	.0%	.0%	.0%
2023 Occupation				
Workers 16 years and over	805	1,957	3,052	4,302
White collar	40.3%	46.2%	44.5%	44.0%
Blue collar	59.7%	53.9%	55.5%	56.1%

Full Demographic Report

Location:

1625 W. Cardinal Drive
Beaumont, Texas 77705

	0.75 MILE RING 1.77 SO/MI	1 MILE RING 3.14 SO/MI	1.25 MILE RING 4.91 SO/MI	1.5 MILE RING 7.07 SO/MI
2023 Educational Attainment				
Population 25 years and over	1,309	2,956	4,677	6,803
No High School Diploma	11.8%	13.2%	15.4%	17.2%
High school graduate, GED, or alternative	45.1%	39.9%	39.6%	40.3%
College No Degree	30.1%	28.1%	26.5%	25.2%
College Degree	12.1%	14.5%	13.3%	12.5%
Advanced Degree	.7%	4.3%	5.2%	4.8%
College or Advanced Degree	12.8%	18.8%	18.5%	17.4%
2023 Marital Status				
Population 15 years and over	1,593	3,721	5,915	8,543
Not Married	63.6%	68.3%	68.4%	66.1%
Married	36.3%	31.7%	31.6%	33.9%
Average Travel Time to Work Trend				
2010 Average Travel Time to Work in Minutes	20	20	20	21
2020 Average Travel Time to Work in Minutes	22	22	22	22
2023 Average Travel Time to Work in Minutes	23	22	22	22
Work at Home Trend				
% 2010 Workers 16+ years who work at home	5.4%	4.1%	3.4%	2.6%
% 2020 Workers 16+ years who work at home	.6%	.6%	.6%	1.3%
% 2023 Workers 16+ years who work at home	.5%	.7%	.7%	1.3%
Did Not Work at Home Trend				
% 2010 Workers 16+ years who did not work at	94.5%	95.8%	96.6%	97.3%
% 2020 Workers 16+ years who did not work at	99.4%	99.4%	99.4%	98.7%
% 2023 Workers 16+ years who did not work at	99.5%	99.3%	99.3%	98.7%
Mode of Transportation to Work				
Car, truck, or van - Drove alone	90.3%	87.2%	87.2%	88.2%
Car, truck, or van - Carpooled	6.9%	7.8%	7.5%	7.3%



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The contents of this study, including all projections, are based on information furnished by the client, customer and data collected by IMST in the field, and from other sources. IMST does not warrant that there have been no material changes in the data since generation, including merchantability and fitness for a particular purpose with regard to the study and all underlying data and analysis. IMST makes reasonable efforts to obtain all data for the study; however, market conditions are subject to change and these changes may significantly alter actual sales.

The completed study is not intended to provide a guarantee of actual business performance.

It is our understanding that the studied site has been thoroughly tested regarding potential contamination and no problems now exist that create negative environmental conditions.

If you should have any questions regarding this information, please call us at 281.398.0321.

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