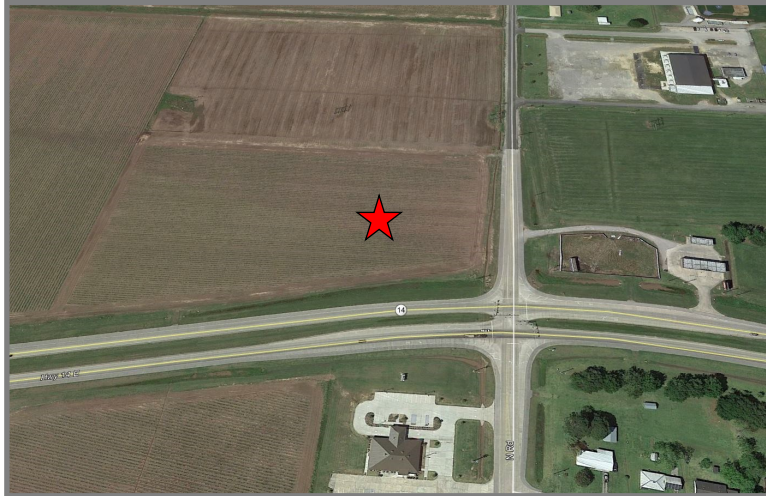


# Retail Site Analysis

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Twin Parish Port Commission

Erath Retail Development—Fuel and Convenience  
State Highway 14 and North Road  
Erath, Louisiana 70533

August 1, 2019





## Project Summary

The site is located at the northwest corner of the intersection of State Highway 14 and North Road in Erath, Vermillion Parish, Louisiana 70533. It has been proposed to develop a new generation convenience store with branded fuel forecourt, truck diesel, modern format store, and integrated fast food.

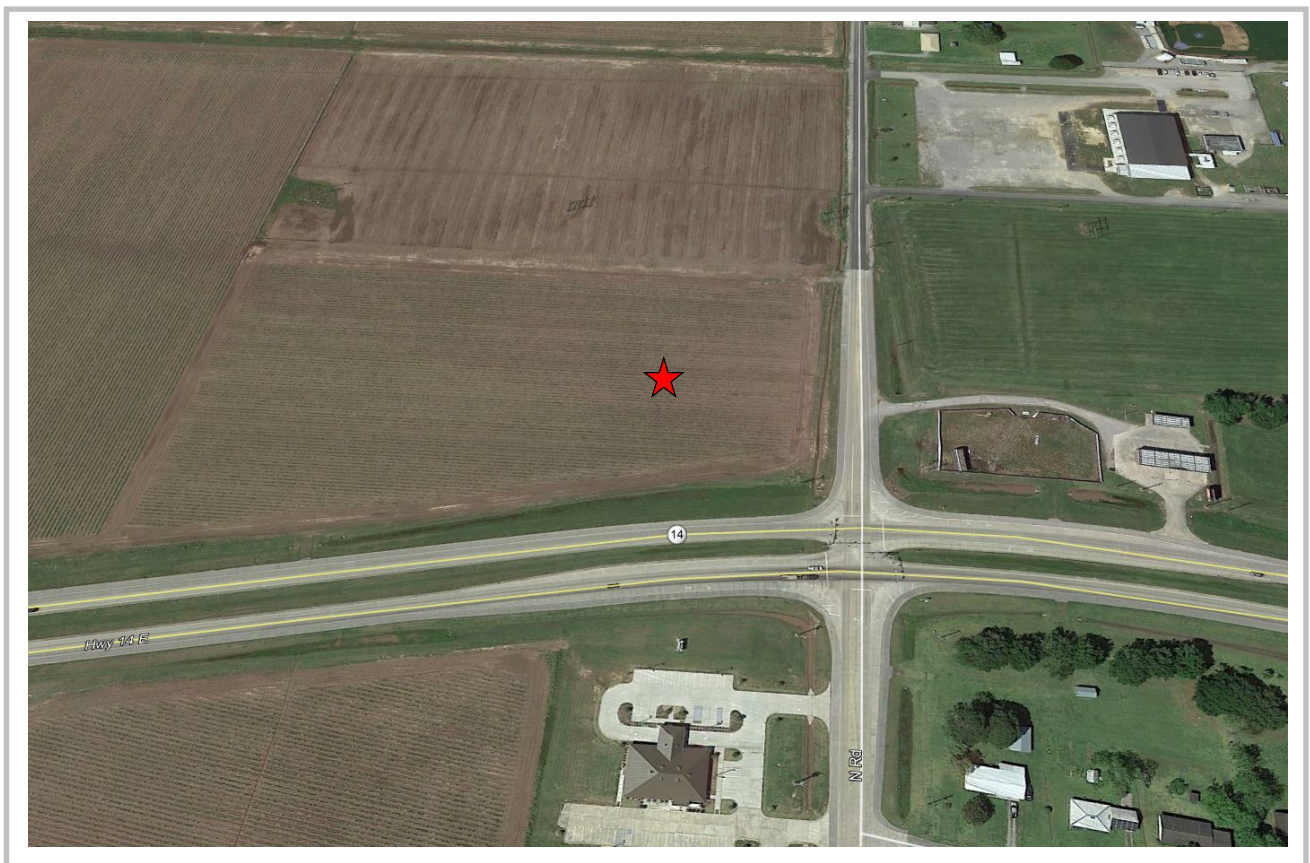
The focus of this evaluation is the anticipated fuel volume and convenience store sales during the first three years of planned facility operation. A comprehensive fuel and convenience store development strategy has been created and analyzed for volume and sales projection purposes. A series of Pro Forma Income Statements are included to direct preliminary project feasibility.

## Table of Contents

Site Overview .....	3
Site Photos .....	6
Traffic Counts .....	8
Consumer Potential Scores .....	11
Facility Development Strategy .....	13
Projections, Analytical Range, and Metrics .....	14
Pro Forma Income Statements .....	15
Competitive Summary and Map .....	18
Trade Area Map and Demographics .....	25

## Site Overview

- The site is located at the northwest corner of the intersection of State Highway 14 and North Road in Erath, Vermillion Parish, Louisiana 70533.
- State Highway 14 (W. Veterans Memorial Drive) is a divided, four-lane, east/west artery with crossover and designated turn lanes at North Road. Posted speed – 45 MPH.
- North Road is an undivided, two-lane, north/south artery that expands to include designated turn lanes at State Highway 14. Posted speed – 35 MPH.
- The site is an undeveloped land area consisting of 32-acres that affords extended frontage along State Highway 14 and along North Road. The proposed fuel and convenience facility will occupy a portion of the total land area.
- Site access will exist via two (2) drive cuts along State Highway 14 and two (2) full access drive cuts along North Road.
- Vehicular movement is electronically regulated at the intersection of State Highway 14 and North Road.
- The intersection is modernized with turn lanes, good sequencing, and minimal traffic stacking.
- No planned or proposed arterial changes have been identified that would impact the site.
- Site visibility is unrestricted at the intersection and from primary approach directions. Reaction ratios are unobstructed and will be supported by exterior signage and lighting.





## Competitive Summary

### Gasoline/Diesel/Convenience Store

Fuel Brands/Chains	Murphy USA, Exxon, Chevron, Texaco, Conoco
# of Competitors	5
Gasoline/Diesel Positions	38/24
Convenience Store SF	14,100 SF
Average Distance	2.8-miles

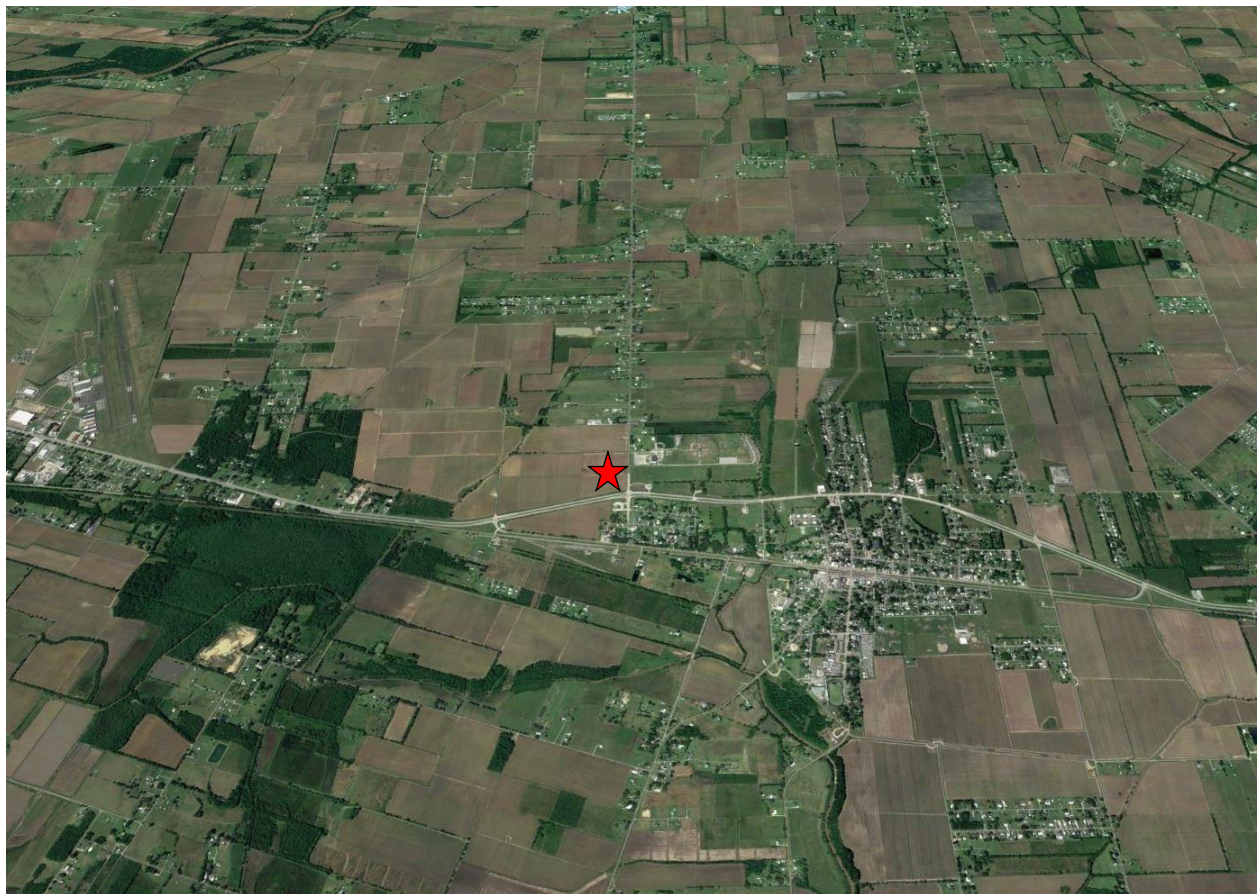
## Traffic Counts

### IMST 24-Hour VPD Count (2019)

State Highway 14
16,621
15,191 (auto)/1,430 (truck)
North Road
2,879
2,737 (auto)/142 (truck)
Total Intersection Traffic – 19,500 VPD

## Trade Area

2018 Population	2-Mile	4,389
2018 Households	2-Mile	1,644
% Household Change 2018-2023	2-Mile	0.7%
2018 Average HH Income	2-Mile	\$67,551
2018 Median HH Income	2-Mile	\$46,903
Total Household Vehicles	2-Mile	2,935
Total Employees	2-Mile	820
Total Daytime Population at Home	2-Mile	2,615
Density Class	2-Mile	Exurban



## Facility Development Strategy

Fuel Forecourt	<i>4 MPD's, diesel hoses, non-ethanol hoses, "dive-in" dispenser configuration 2 segregated truck diesel lanes, satellite hoses, canopy</i>
Fuel	<i>Lead Brand, full brand image, modern canopy, LED price signage</i>
Convenience Store	<i>4,000 sf</i>
Parking	<i>12 up-front convenience store parking 6 truck parking</i>
Cooler Doors	<i>18 door walk-in cooler with "Beer Cave"</i>
Fast Food	<i>Integrated deli with "grab and go" and "made to order" breakfast, lunch, snack, and meal fast food day parts, express take-out Chicken, fish, burger, and plate special menu items</i>
Cashier Stations	<i>2</i>
Hours of Operation	<i>18</i>
Operation	<i>Lead Brand, Competitive match fuel and store pricing</i>
Product and Service Mix	<i>Beer, Wine, Liquor, Tobacco, Fountain, Coffee, Beverage, Snack, Money services, Lottery, ATM</i>

## Average Monthly Volume and Sales Projections

	Year 1	Year 2	Year 3
Fuel Volume (gallons)	118,840	122,858	123,991
Convenience Store Sales (dollars)	\$194,998	\$201,540	\$203,510

## Summary

- New generation convenience store with branded fuel forecourt, truck diesel, modern format store, and fast food.
- State Highway 14 is a primary market artery that extends between Abbeville, Erath, Delcambre, and New Iberia. Site traffic exceeds 19,000 vehicles per day, which are supported by residents, commercial vehicles, and highway trips between markets.
- Trade area residents are low- and moderate-income families with median population age of 37. 89.8% of residents are White, 4.9% Black, 2.6% Asian, and 2.9% Hispanic. 22.8% of housing units are renter occupied and 45.7% of occupations are blue-collar. 23.5% of housing units are mobile homes. Consumer potential scores indicate above average convenience store shoppers and price sensitive fuel consumers.
- Five (5) fuel and convenience store competitors were identified and analyzed along State Highway 14. Murphy USA (Map #1) will impact fuel pricing and margins. Texaco (Map #5) has established strong performance and habitual support. The planned facility will exceed the standards of capacity and facility required for competitive market entry.
- The site is conveniently located at a modernized intersection with electronic regulation. Roadway median will impact eastbound traffic ingress. Fuel volume includes gasoline and diesel gallons. Convenience store projections include convenience and fast food sales. Projection detail is provided within metrics and range. A series of Pro Forma Income Statements are included to direct preliminary project feasibility. Project due diligence should continue with facility design and construction costs.



## Site Photos



Aerial intersection view



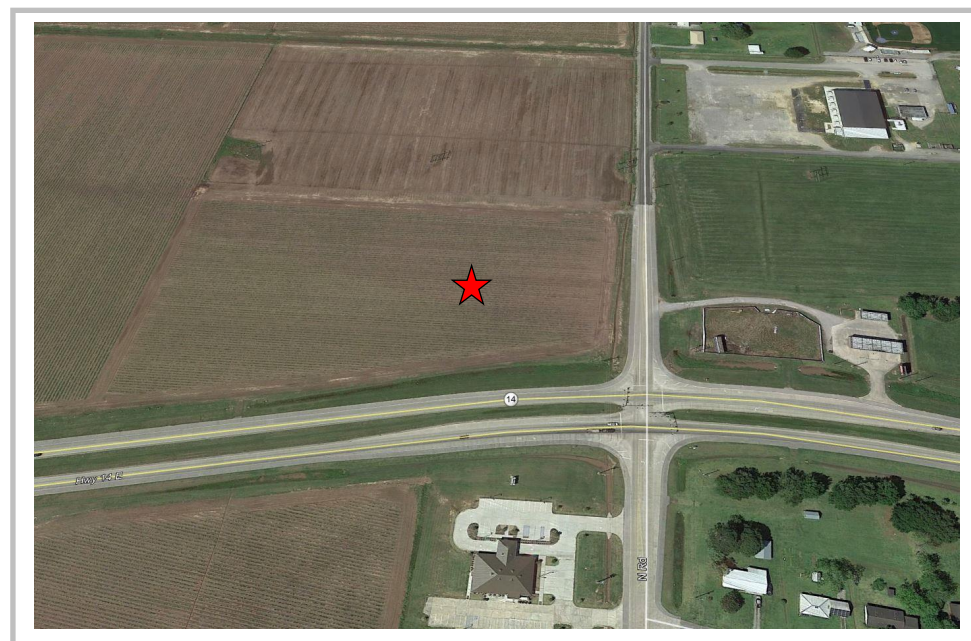
North Road northbound approach



North Road southbound approach



View from State Highway 14 facing west



Aerial site view

## Site Photos (continued)



Site view across State Highway 14



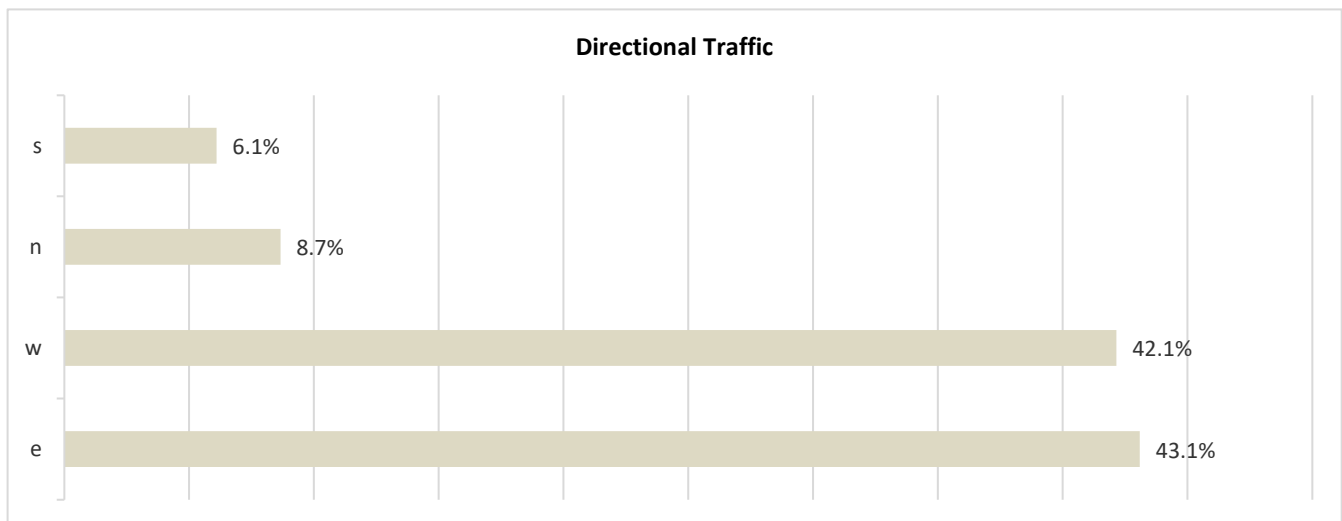
Site frontage along State Highway 14

# Traffic Summary

VPD Stats					
	Direction	Count	Classification	Ingress	Egress
State Highway 14	e	7,667	Auto	Intersection	Intersection
	w	7,524		Frontage	Frontage
	e	735	Truck		
	w	695			
North Road	n	1,567	Auto	Frontage	Frontage
	s	1,170		Turn	Turn
	n	122	Truck		
	s	20			

	Direction	Percent	Classification	Percent	Frontage
State Highway 14	e	39.3%	Auto	91.4%	42.1%
	w	38.6%			
	e	3.8%	Truck	8.6%	
	w	3.6%			
North Road	n	8.0%	Auto	95.1%	8.7%
	s	6.0%			
	n	0.6%	Truck	4.9%	
	s	0.1%			

Total Intersection VPD	Autos:	17,928	
	Trucks:	<u>1,572</u>	
	Total Vehicles:	<b>19,500</b>	
State Highway 14	Autos:	15,191	
	Trucks:	1,430	
	Total Vehicles:	<b>16,621</b>	
North Road	Autos:	2,737	
	Trucks:	142	
	Total Vehicles:	<b>2,879</b>	

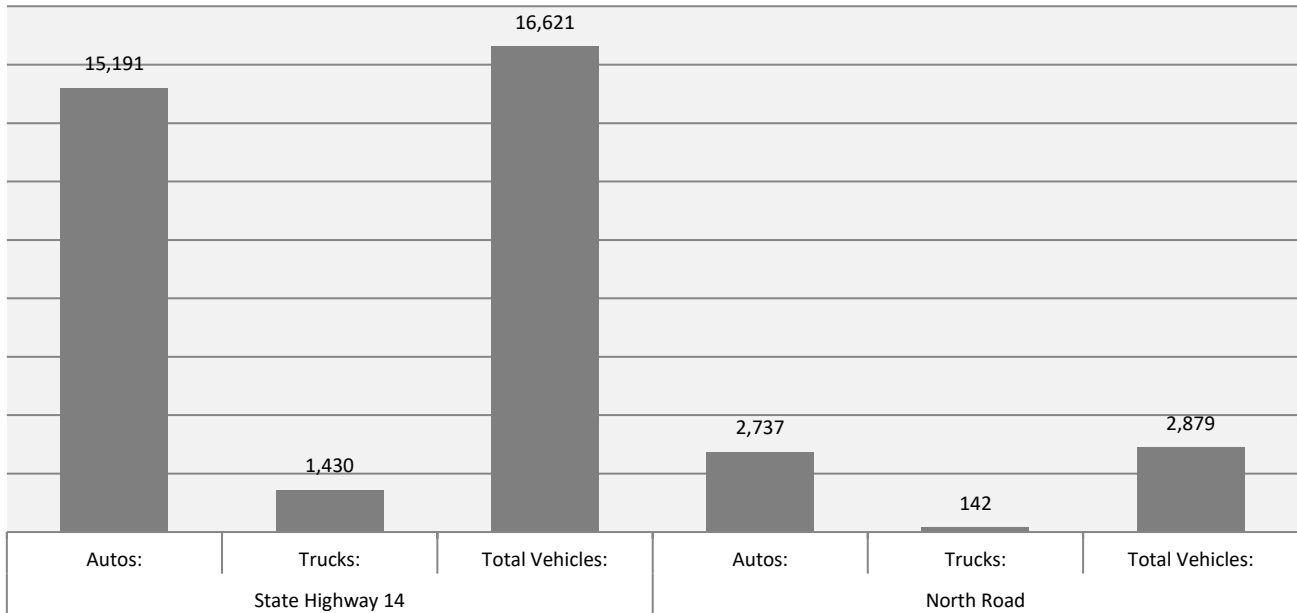




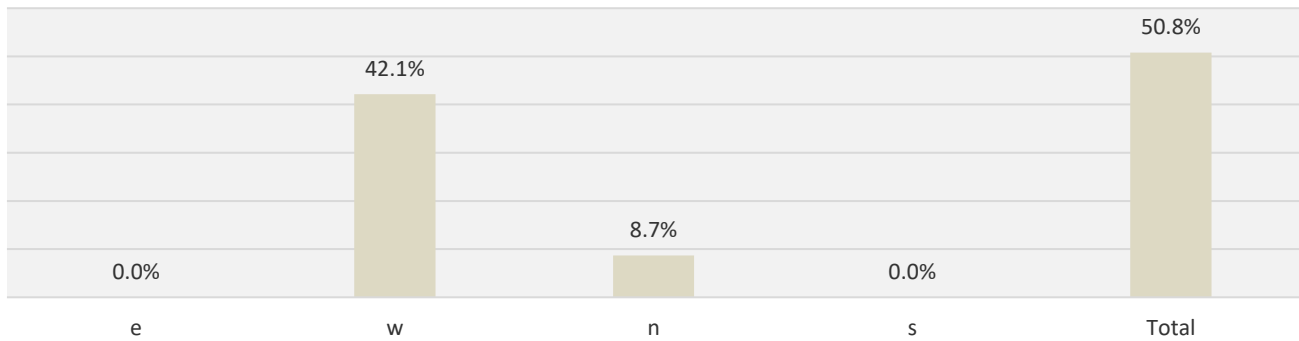
# Traffic Summary

## VPD Charts

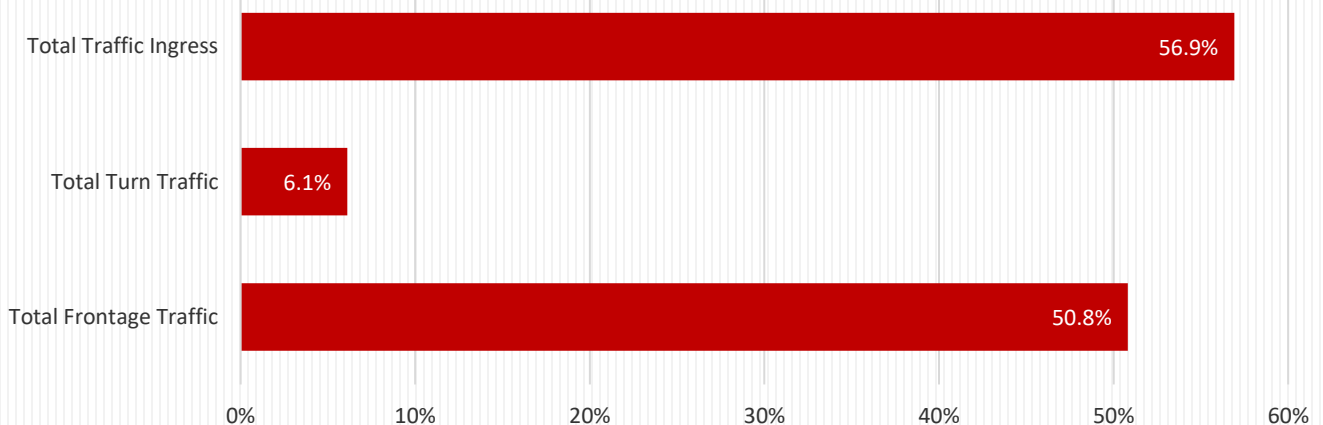
Vehicles per Day (VPD)



Total Frontage Traffic (% Total)

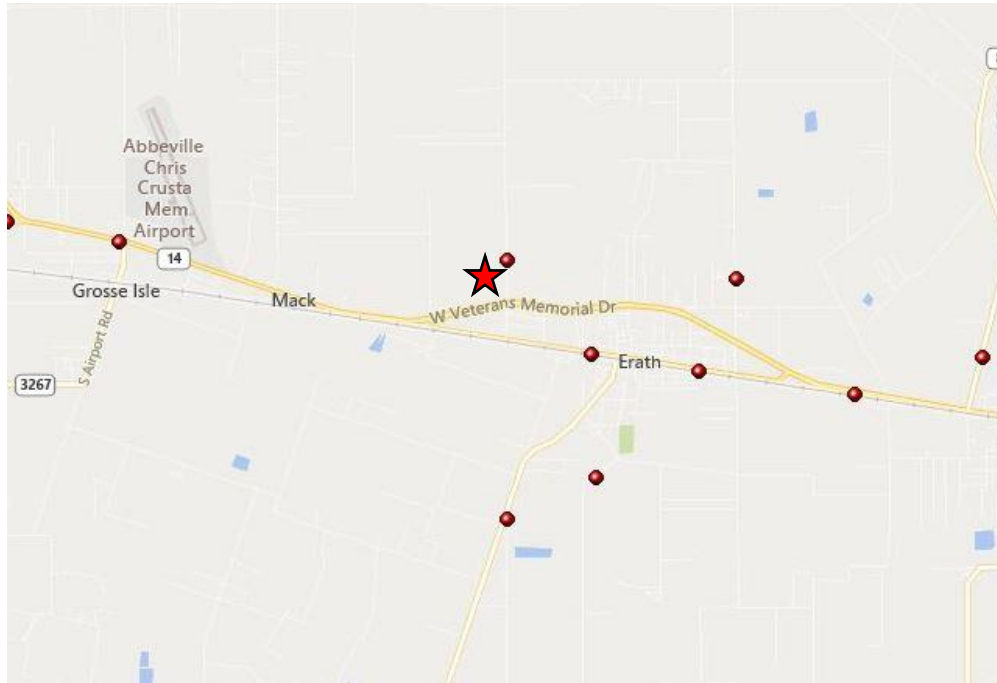


Total Traffic Ingress

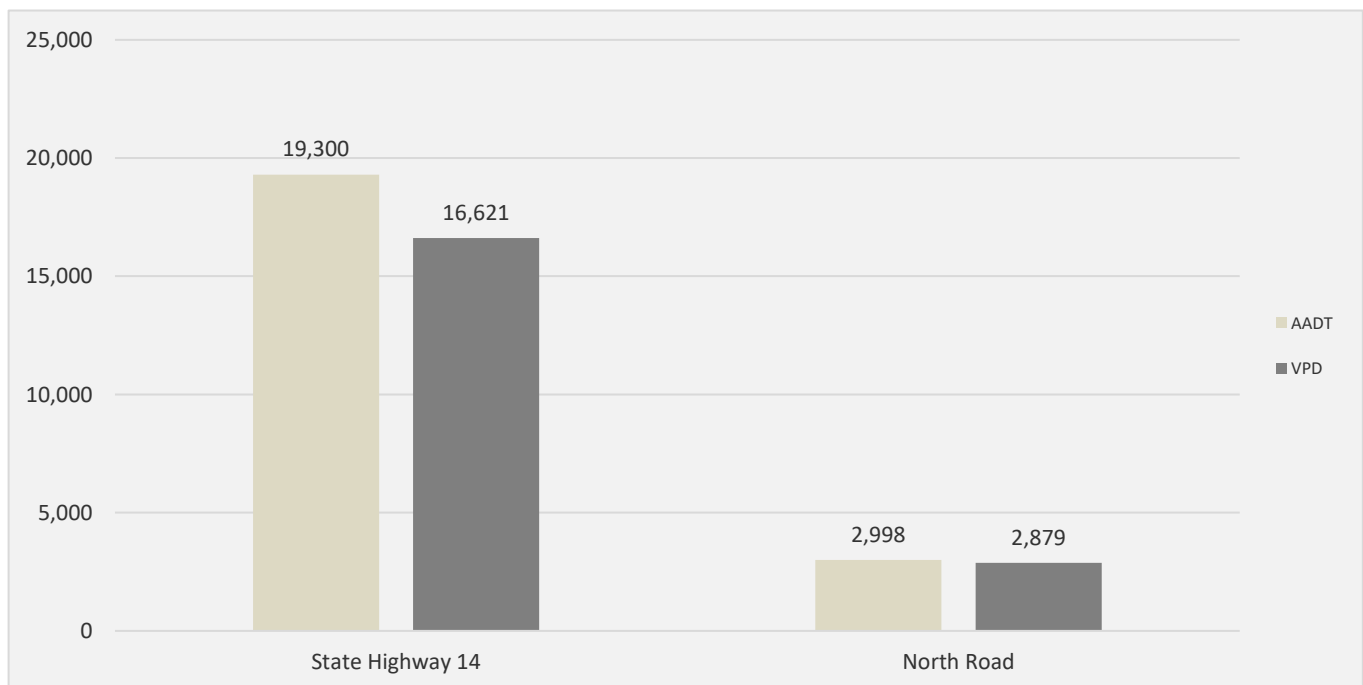


# Traffic Summary

AADT Map



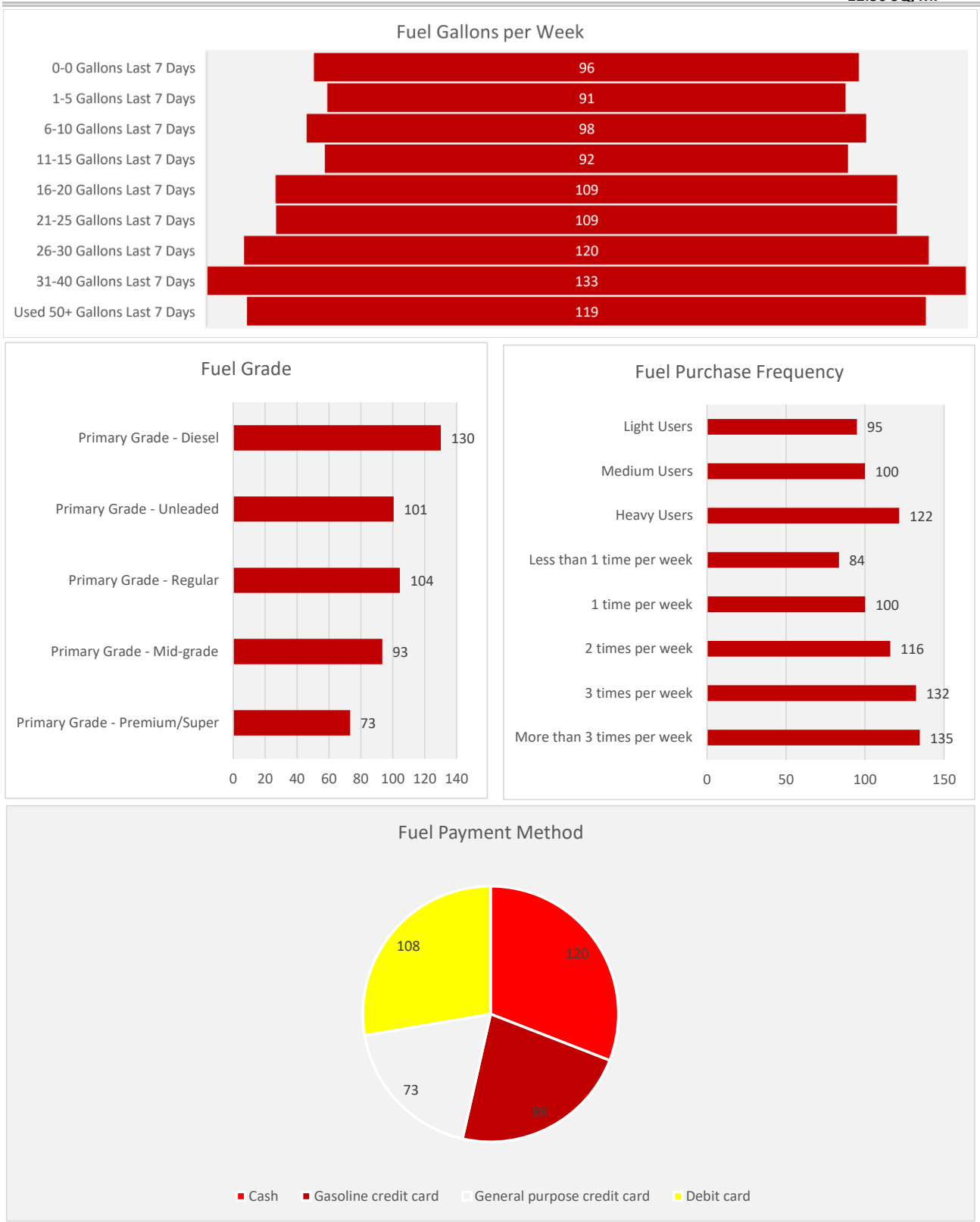
Louisiana DOT	AADT	Location	Year
State Highway 14	19,300	west	2017
	27,610	east	2017
North Road	2,998	north	2014



# Consumer Potential Scores

Location:  
State Highway 14 and North Road  
Erath, Louisiana 70533

2 MILE  
RING  
12.56 SQ/MI

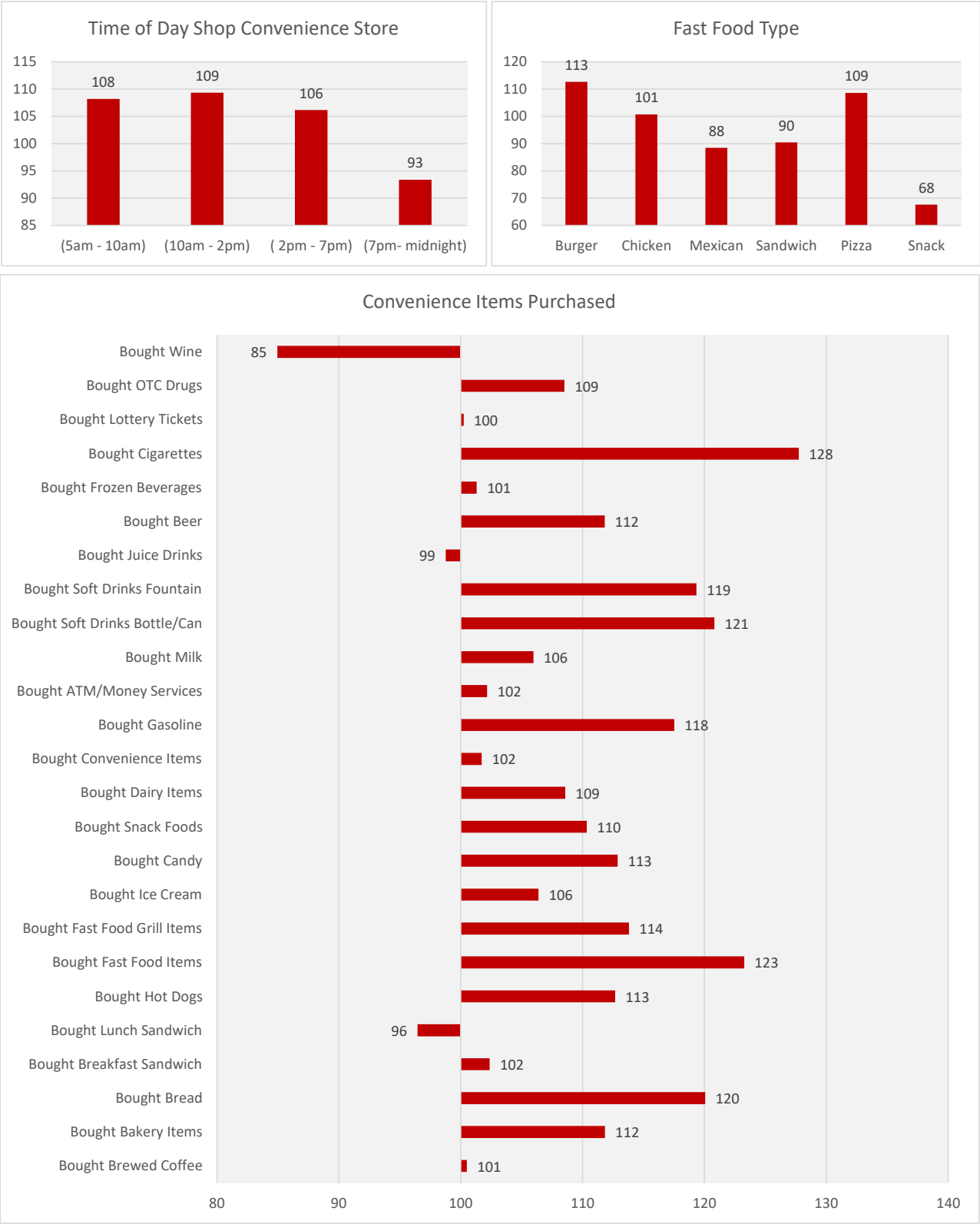




# Consumer Potential Scores

Location:  
State Highway 14 and North Road  
Erath, Louisiana 70533

2 MILE  
RING  
12.56 SQ/MI



## Facility Development Strategy: Fuel and Convenience Store

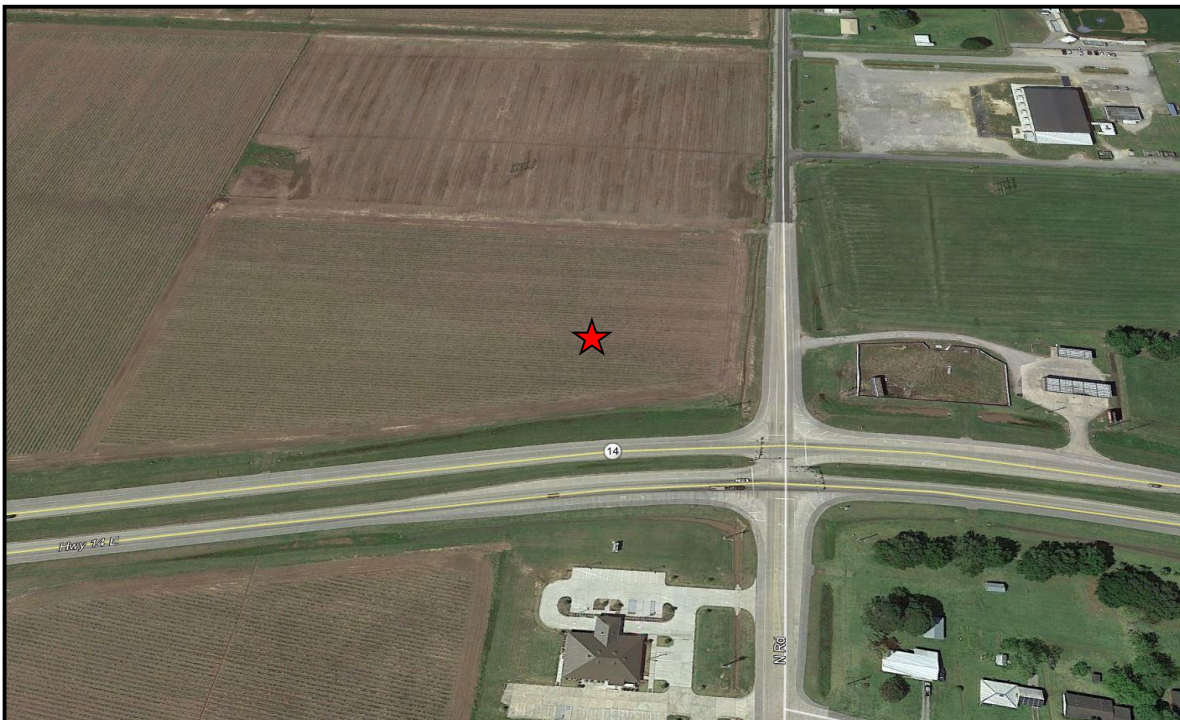
<b>Name:</b>	Erath Convenience Store	<b>Brand:</b>	Brand	<b>Case #:</b>	1
<b>Location:</b>	State Highway 14 and North Road			<b>Intersection:</b>	NW
<b>Type:</b>	Convenience Store			<b>Fx Impact Score:</b>	203.0

Forecourt and Exterior	Posted Prices
------------------------	---------------

4	MPD's	x	Canopy	Unleaded	\$2.33 <sup>9</sup>
3	Electronic	x	Air		
12	# of Gasoline Hoses	6	Brand Sign Facings	Diesel	\$2.59 <sup>9</sup>
4	# of Gasoline Grades	2	Price Sign Facings	Cash/Card Price	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
6	# of Diesel Fueling Positions	4	# of Access Points	Diesel	
2	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.00 Unleaded
	Kerosene	Electronic	Traffic Regulation		0.00 Diesel
	E-85	Divided	Road Configuration	Facility Development Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	86.5
18	# of Self Service Hoses	45	Posted Speed	Diesel Score	23.5
	# of Full Service Hoses	4,000	Size of Store	Convenience Store Score	93.0
Dive In	Fuel Configuration	12	Up Front Parking	Fast Food Score	30.0
	Car Wash	6	Truck Parking		

Convenience Store
-------------------

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



# Projections, Analytical Range, and Metrics

State Highway 14 and North Road, Erath, Louisiana 70533

## AVERAGE MONTHLY VOLUME AND SALES

	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>118,840</b>	<b>122,858</b>	<b>123,991</b>
<i>Gasoline Volume (Gallons)</i>	<i>84,028</i>	<i>86,715</i>	<i>87,473</i>
<i>Diesel Volume (Gallons)</i>	<i>34,812</i>	<i>36,143</i>	<i>36,518</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$194,998</b>	<b>\$201,540</b>	<b>\$203,510</b>
<i>Convenience Sales (Dollars)</i>	<i>\$148,065</i>	<i>\$152,679</i>	<i>\$154,136</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$46,933</i>	<i>\$48,861</i>	<i>\$49,374</i>

## ANALYTICAL VOLUME AND SALES RANGE

LOW	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>106,162</b>	<b>108,564</b>	<b>110,258</b>
<i>Gasoline Volume (Gallons)</i>	<i>75,264</i>	<i>76,881</i>	<i>77,527</i>
<i>Diesel Volume (Gallons)</i>	<i>30,898</i>	<i>31,683</i>	<i>32,731</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$167,114</b>	<b>\$174,514</b>	<b>\$175,629</b>
<i>Convenience Sales (Dollars)</i>	<i>\$126,892</i>	<i>\$132,205</i>	<i>\$133,019</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$40,222</i>	<i>\$42,309</i>	<i>\$42,610</i>

HIGH	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>131,484</b>	<b>134,440</b>	<b>137,721</b>
<i>Gasoline Volume (Gallons)</i>	<i>93,323</i>	<i>95,145</i>	<i>97,159</i>
<i>Diesel Volume (Gallons)</i>	<i>38,161</i>	<i>39,295</i>	<i>40,562</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$207,108</b>	<b>\$216,071</b>	<b>\$218,386</b>
<i>Convenience Sales (Dollars)</i>	<i>\$157,260</i>	<i>\$163,687</i>	<i>\$165,403</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$49,848</i>	<i>\$52,384</i>	<i>\$52,983</i>

## PROJECTION METRICS

Primary Area of Influence	2-mile	Annual Convenience Store Sales Year 1	\$2,339,976
Area in Square Miles	12.56	Annual Convenience Sales Year 1	\$1,776,780
Total Intersection Traffic VPD	19,500	Annual Fast Food Sales Year 1	\$563,196
Explained Intersection Traffic	38.5%	Convenience Store \$ per Square Foot	\$48.75
Passing Intersection Traffic	61.5%	Fast Food Sales Percent Year 1	24.1%
Annual Fuel Volume Year 1	1,426,080		
Annual Gasoline Volume Year 1	1,008,336	Gasoline Dispenser Count	4
Annual Diesel Volume Year 1	417,744	Diesel Truck Lane Count	2
Fuel Gallons per Dispenser Year 1	16,977	Convenience Store Square Feet	4,000



# Pro Forma Income Statement

Prepared by IMST Corp.

State Highway 14 and North Road, Erath

SALES PER MONTH (Monthly Average)	YEAR 1	YEAR 2	YEAR 3
Gasoline Volume (Gallons)	84,028	86,715	87,473
Diesel Volume (Gallons)	34,812	36,143	36,518
Convenience Sales	\$148,065	\$152,679	\$154,136
Fast Food Sales	\$46,933	\$48,861	\$49,374

## MARGIN PER MONTH

Gasoline (CPG)	\$0.115	\$9,663	\$9,972	\$10,059
Diesel (CPG)	\$0.195	\$6,788	\$7,048	\$7,121
Convenience Sales	29.5%	\$43,679	\$45,040	\$45,470
Fast Food Sales	59.5%	\$27,925	\$29,072	\$29,378
<b>Total Gross Margin</b>		<b>\$88,056</b>	<b>\$91,133</b>	<b>\$92,028</b>

## OPERATING EXPENSES PER MONTH

	% of Total Gross Margin \$			
Wages	29.5%	\$25,977	\$26,884	\$27,148
Payroll Taxes	2.2%	\$1,937	\$2,005	\$2,025
Workers Compensation	0.7%	\$616	\$638	\$644
Health Insurance	2.8%	\$2,466	\$2,552	\$2,577
Utilities	6.3%	\$5,548	\$5,741	\$5,798
Property Taxes, Licenses	2.7%	\$2,378	\$2,461	\$2,485
Business Insurance	1.0%	\$881	\$911	\$920
Equipment Rent	1.0%	\$881	\$911	\$920
Communications	1.0%	\$881	\$911	\$920
Credit Card Fees	9.2%	\$8,101	\$8,384	\$8,467
Repairs & Maintenance	2.3%	\$2,025	\$2,096	\$2,117
Supplies	1.7%	\$1,497	\$1,549	\$1,564
Advertising & Promotion	1.2%	\$1,057	\$1,094	\$1,104
Cash Short and Over	0.3%	\$264	\$273	\$276
Other Not Listed	2.3%	\$2,025	\$2,096	\$2,117
<b>Total Operating Expenses</b>	<b>64.2%</b>	<b>\$56,532</b>	<b>\$58,507</b>	<b>\$59,082</b>

## NET PROFIT

<b>Monthly Net Profit Before Tax &amp; Other Expenses</b>	<b>\$31,524</b>	<b>\$32,626</b>	<b>\$32,946</b>
<b>Annual Net Profit Before Tax &amp; Other Expenses</b>	<b>\$378,289</b>	<b>\$391,507</b>	<b>\$395,352</b>

### General Assumptions:

Fuel and store are developed in accordance with development strategy documented by IMST RSA.

Fuel and store are operated meeting NACS industry average standards.

Fuel and store meet volume and sales indicated by IMST RSA projections.

### Specific Assumptions:

Based on 2018 NACS State of the Industry Report powered by CSX

Operating expenses do not include debt service, depreciation & amortization, personal taxes, or administrative allocation.

Operating Income does not include Lottery, Vending, Money Orders, ATM's, etc.

Retail margins are industry estimates.

# Pro Forma Income Statement

Prepared by IMST Corp.

State Highway 14 and North Road, Erath			LOW	
SALES PER MONTH (Analytical Low)		YEAR 1	YEAR 2	YEAR 3
Gasoline Volume (Gallons)		75,264	76,881	77,527
Diesel Volume (Gallons)		30,898	31,683	32,731
Convenience Sales		\$126,892	\$132,205	\$133,019
Fast Food Sales		\$40,222	\$42,309	\$42,610
MARGIN PER MONTH				
Gasoline (CPG)	\$0.115	\$8,655	\$8,841	\$8,916
Diesel (CPG)	\$0.195	\$6,025	\$6,178	\$6,383
Convenience Sales	29.5%	\$37,433	\$39,000	\$39,241
Fast Food Sales	59.5%	\$23,932	\$25,174	\$25,353
<b>Total Gross Margin</b>		<b>\$76,046</b>	<b>\$79,194</b>	<b>\$79,892</b>
OPERATING EXPENSES PER MONTH				
	% of Total Gross Margin \$			
Wages	32.0%	\$24,335	\$25,342	\$25,565
Payroll Taxes	2.2%	\$1,673	\$1,742	\$1,758
Workers Compensation	0.7%	\$532	\$554	\$559
Health Insurance	2.8%	\$2,129	\$2,217	\$2,237
Utilities	6.3%	\$4,791	\$4,989	\$5,033
Property Taxes, Licenses	2.7%	\$2,053	\$2,138	\$2,157
Business Insurance	1.0%	\$760	\$792	\$799
Equipment Rent	1.0%	\$760	\$792	\$799
Communications	1.0%	\$760	\$792	\$799
Credit Card Fees	9.2%	\$6,996	\$7,286	\$7,350
Repairs & Maintenance	2.3%	\$1,749	\$1,821	\$1,838
Supplies	1.7%	\$1,293	\$1,346	\$1,358
Advertising & Promotion	1.2%	\$913	\$950	\$959
Cash Short and Over	0.3%	\$228	\$238	\$240
Other Not Listed	2.3%	\$1,749	\$1,821	\$1,838
<b>Total Operating Expenses</b>	<b>66.7%</b>	<b>\$50,723</b>	<b>\$52,822</b>	<b>\$53,288</b>
NET PROFIT				
<b>Monthly Net Profit Before Tax &amp; Other Expenses</b>		<b>\$25,323</b>	<b>\$26,372</b>	<b>\$26,604</b>
<b>Annual Net Profit Before Tax &amp; Other Expenses</b>		<b>\$303,880</b>	<b>\$316,459</b>	<b>\$319,248</b>

## General Assumptions:

Fuel and store are developed in accordance with development strategy documented by IMST RSA.

Fuel and store are operated meeting NACS industry average standards.

Fuel and store meet volume and sales indicated by IMST RSA projections.

## Specific Assumptions:

Based on 2018 NACS State of the Industry Report powered by CSX

Operating expenses do not include debt service, depreciation & amortization, personal taxes, or administrative allocation.

Operating Income does not include Lottery, Vending, Money Orders, ATM's, etc.

# Pro Forma Income Statement

Prepared by IMST Corp.

State Highway 14 and North Road, Erath			HIGH	
SALES PER MONTH (Analytical High)		YEAR 1	YEAR 2	YEAR 3
Gasoline Volume (Gallons)		93,323	95,145	97,159
Diesel Volume (Gallons)		38,161	39,295	40,562
Convenience Sales		\$157,260	\$163,687	\$165,403
Fast Food Sales		\$49,848	\$52,384	\$52,983
MARGIN PER MONTH				
Gasoline (CPG)	\$0.115	\$10,732	\$10,942	\$11,173
Diesel (CPG)	\$0.195	\$7,441	\$7,663	\$7,910
Convenience Sales	29.5%	\$46,392	\$48,288	\$48,794
Fast Food Sales	59.5%	\$29,660	\$31,168	\$31,525
<b>Total Gross Margin</b>		<b>\$94,225</b>	<b>\$98,060</b>	<b>\$99,402</b>
OPERATING EXPENSES PER MONTH				
	% of Total Gross Margin \$			
Wages	28.0%	\$26,383	\$27,457	\$27,833
Payroll Taxes	2.2%	\$2,073	\$2,157	\$2,187
Workers Compensation	0.7%	\$660	\$686	\$696
Health Insurance	2.8%	\$2,638	\$2,746	\$2,783
Utilities	6.3%	\$5,936	\$6,178	\$6,262
Property Taxes, Licenses	2.7%	\$2,544	\$2,648	\$2,684
Business Insurance	1.0%	\$942	\$981	\$994
Equipment Rent	1.0%	\$942	\$981	\$994
Communications	1.0%	\$942	\$981	\$994
Credit Card Fees	9.2%	\$8,669	\$9,022	\$9,145
Repairs & Maintenance	2.3%	\$2,167	\$2,255	\$2,286
Supplies	1.7%	\$1,602	\$1,667	\$1,690
Advertising & Promotion	1.2%	\$1,131	\$1,177	\$1,193
Cash Short and Over	0.3%	\$283	\$294	\$298
Other Not Listed	2.3%	\$2,167	\$2,255	\$2,286
<b>Total Operating Expenses</b>	<b>62.7%</b>	<b>\$59,079</b>	<b>\$61,484</b>	<b>\$62,325</b>
NET PROFIT				
<b>Monthly Net Profit Before Tax &amp; Other Expenses</b>		<b>\$35,146</b>	<b>\$36,576</b>	<b>\$37,077</b>
<b>Annual Net Profit Before Tax &amp; Other Expenses</b>		<b>\$421,751</b>	<b>\$438,917</b>	<b>\$444,923</b>

## General Assumptions:

Fuel and store are developed in accordance with development strategy documented by IMST RSA.

Fuel and store are operated meeting NACS industry average standards.

Fuel and store meet volume and sales indicated by IMST RSA projections.

## Specific Assumptions:

Based on 2018 NACS State of the Industry Report powered by CSX

Operating expenses do not include debt service, depreciation & amortization, personal taxes, or administrative allocation.

Operating Income does not include Lottery, Vending, Money Orders, ATM's, etc.

Retail margins are industry estimates.



## Competitive Analysis Summary: Fuel and Convenience Store

### Competitive Capacity Metrics

5	Total Competitive Units
2.8	Average Distance in Miles
38	Total Gasoline Fueling Positions
24	Total Diesel Fueling Positions
3	Total Truck Diesel Lanes
14,100	Total Convenience Store Square Footage

### Brands and Convenience Store Chains



### Performance and Impact Indicators

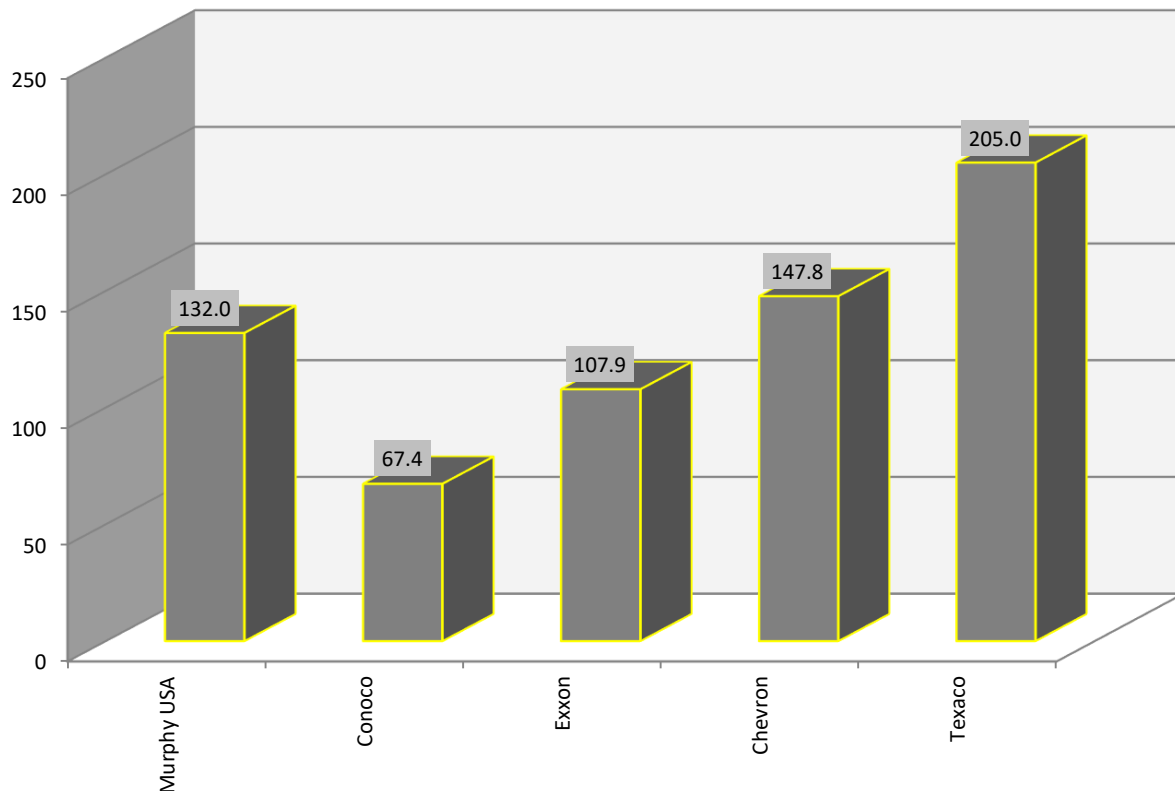
33%	Performance Auto Fuel Positions
65%	Performance Convenience Store Parking
33%	Performance Truck Diesel Lanes
24,593	Audit Fuel Gallons per Forecourt Dispenser
\$37.67	Audit Convenience Store Dollars per Square Foot
20,000	Audit Fuel Gallons per Truck Lane
0.14	Average Distance Impact
0.07	Minimum Distance Impact
0.36	Maximum Distance Impact

### Fuel Pricing Metrics

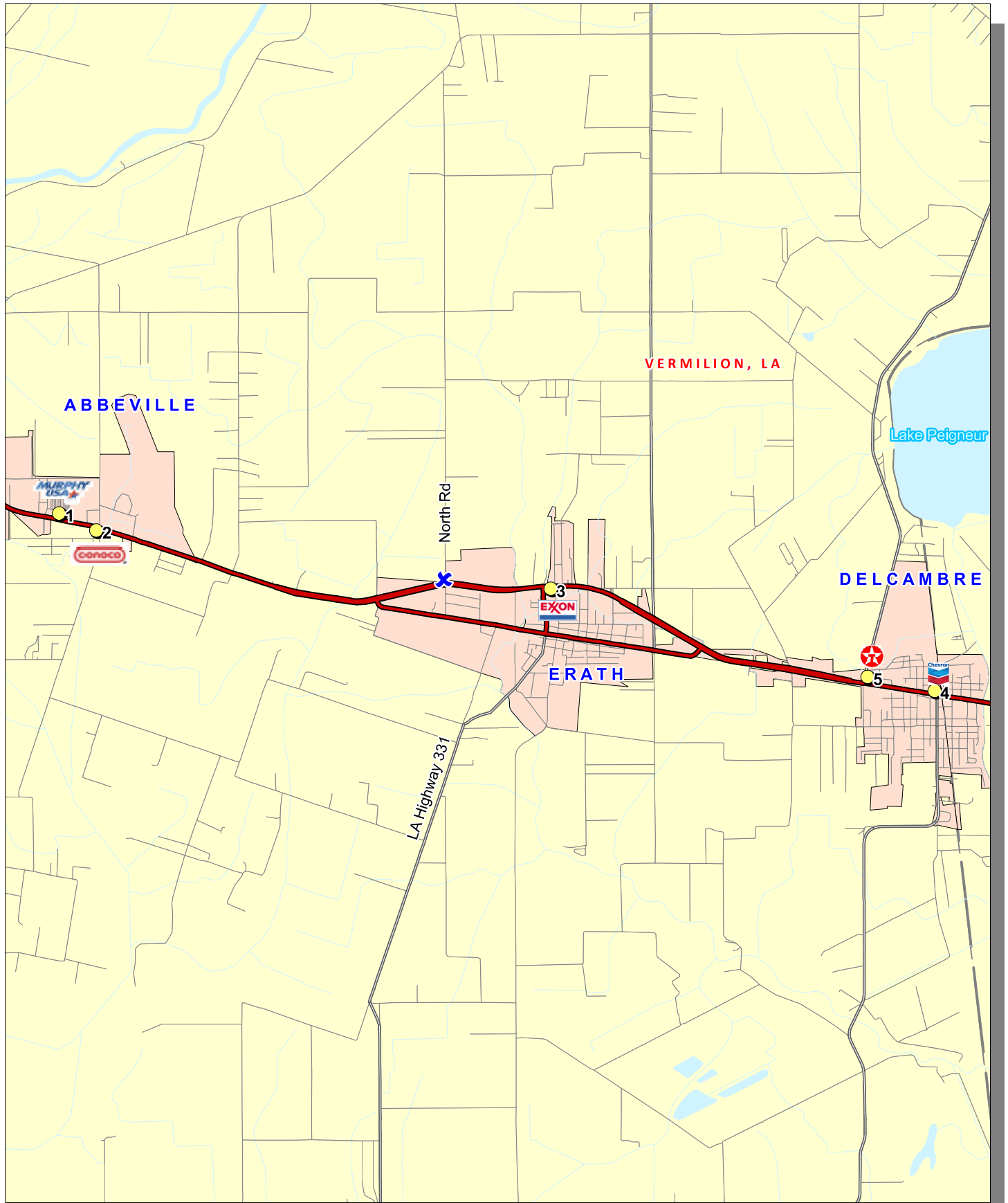
Market Price Gasoline	\$2.33	<sup>9</sup>
Lead Price Gasoline	\$2.29	<sup>9</sup>
Max Price Gasoline	\$2.68	<sup>9</sup>
Variance Gasoline	\$0.39	<sup>9</sup>
Market Price Diesel	\$2.59	<sup>9</sup>
Lead Price Diesel	\$2.53	<sup>9</sup>
Max Price Diesel	\$2.85	<sup>9</sup>
Variance Diesel	\$0.32	<sup>9</sup>

Audit Date: 7/2/2019


### Cx Impact Scores



## Competition Map



## Competition Analysis: Fuel and Convenience Store


<b>Name:</b>	Murphy USA	<b>Brand:</b>	Murphy USA	<b>Map #:</b>	<b>1</b>	
<b>Location:</b>	State Highway 14, east of Azalea Drive			<b>Intersection:</b>	N	
<b>Type:</b>	Pumper Kiosk			<b>Distance:</b>	2.8	

Forecourt and Exterior				Posted Prices	
4	MPD's	x	Canopy	Unleaded	\$2.29 <sup>9</sup>
	Electronic	x	Air		
8	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$2.53 <sup>9</sup>
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions		LED Price Sign	Unleaded	\$2.19 <sup>9</sup>
2	# of Diesel Fueling Positions	3	# of Access Points	Diesel	\$2.50 <sup>9</sup>
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.04 Unleaded
	Kerosene	Unregulated	Traffic Regulation		-0.06 Diesel
	E-85	Undivided	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Restricted	On Site Movement	<b>Gasoline Score</b>	34.5
10	# of Self Service Hoses	35	Posted Speed	<b>Diesel Score</b>	10.5
	# of Full Service Hoses	100	Size of Store	<b>Convenience Store Score</b>	21.9
Parallel	Fuel Configuration		Up Front Parking	<b>Fast Food Score</b>	0.0
	Car Wash		Truck Parking	<b>Distance Score</b>	0.10

Convenience Store				
	Walk In Cooler Doors	Maintenance	Exterior	Restrooms
6	Reach In Cooler Doors	Interior Lighting		Snack Merchandising
	Beverage Merchandising	Interior Signage		Tobacco Merchandising
2	Freezer Doors	Fountain Beverage	18	Hours of Operation
	Beer/Wine Doors	Coffee Bar	1	Cashier Stations
	Beer Cave	Fast Food Brand	x	Lottery
Lead Chain	Operation	Fast Food	x	ATM



## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	Maxi Mart	<b>Brand:</b>	Conoco	<b>Map #:</b>	2	
<b>Location:</b>	State Highway 14 and Airport Road			<b>Intersection:</b>	SW	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	2.6	


Forecourt and Exterior				Posted Prices	
2	MPD's	x	Canopy	Unleaded	\$2.68 <sup>9</sup>
	Electronic	x	Air		
4	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$2.85 <sup>9</sup>
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
4	# of Gasoline Fueling Positions		LED Price Sign	Unleaded	
2	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.30 Unleaded
	Kerosene	Electronic	Traffic Regulation		0.20 Diesel
	E-85	Undivided	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Restricted	On Site Movement	<b>Gasoline Score</b>	68.5
6	# of Self Service Hoses	35	Posted Speed	<b>Diesel Score</b>	14.5
	# of Full Service Hoses	3,500	Size of Store	<b>Convenience Store Score</b>	57.6
Parallel	Fuel Configuration	2	Up Front Parking	<b>Fast Food Score</b>	20.0
	Car Wash		Truck Parking	<b>Distance Score</b>	0.11

Convenience Store					
9	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
5	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
2	Freezer Doors	x	Fountain Beverage	16	Hours of Operation
4	Beer/Wine Doors	x	Coffee Bar	1	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	GrabnGo	Fast Food	x	ATM





## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	Eddie's One Stop	<b>Brand:</b>	Exxon	<b>Map #:</b>	<b>3</b>	
<b>Location:</b>	State Highway 14 and Broadway Street			<b>Intersection:</b>	SW	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	0.8	

Forecourt and Exterior	Posted Prices
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4	MPD's	x	Canopy	Unleaded	\$2.48 <sup>9</sup>
	Electronic	x	Air		
8	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$2.71 <sup>9</sup>
3	# of Gasoline Grades	2	Price Sign Facings	Cash/Card Price	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
2	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.15 Unleaded
	Kerosene	Unregulated	Traffic Regulation		0.12 Diesel
	E-85	Undivided	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Standard	On Site Movement		
10	# of Self Service Hoses	45	Posted Speed	<b>Gasoline Score</b>	77.5
	# of Full Service Hoses	3,500	Size of Store	<b>Diesel Score</b>	9.5
Dive In	Fuel Configuration	9	Up Front Parking	<b>Convenience Store Score</b>	64.4
	Car Wash		Truck Parking	<b>Fast Food Score</b>	15.0
				<b>Distance Score</b>	0.36

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



## Competition Analysis: Fuel and Convenience Store


<b>Name:</b>	Country Store	<b>Brand:</b>	Chevron	<b>Map #:</b>	<b>4</b>	
<b>Location:</b>	State Highway 14 and Railroad Street			<b>Intersection:</b>	NW	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	4.0	

Forecourt and Exterior				Posted Prices	
3	MPD's	x	Canopy	Unleaded	\$2.33 <sup>9</sup>
	Electronic	x	Air		
6	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$2.59 <sup>9</sup>
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
6	# 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	0.00 Unleaded
	Kerosene	Electronic	Traffic Regulation		0.00 Diesel
	E-85	Undivided	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Standard	On Site Movement	<b>Gasoline Score</b>	73.5
8	# of Self Service Hoses	45	Posted Speed	<b>Diesel Score</b>	13.5
	# of Full Service Hoses	3,000	Size of Store	<b>Convenience Store Score</b>	60.8
Dive In	Fuel Configuration	8	Up Front Parking	<b>Fast Food Score</b>	15.0
	Car Wash		Truck Parking	<b>Distance Score</b>	0.07

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



## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	Delcambre Fuel Depot	<b>Brand:</b>	Texaco	<b>Map #:</b>	5	
<b>Location:</b>	State Highway 14 and State Highway 89			<b>Intersection:</b>	NE	
<b>Type:</b>	Travel Center			<b>Distance:</b>	3.7	

Forecourt and Exterior	Posted Prices
------------------------	---------------

6	MPD's	x	Canopy	Unleaded	\$2.33 <sup>9</sup>
	Electronic	x	Air		
12	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$2.59 <sup>9</sup>
3	# of Gasoline Grades	2	Price Sign Facings	Cash/Card Price	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
16	# of Diesel Fueling Positions	5	# of Access Points	Diesel	
3	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.00 Unleaded
	Kerosene	Electronic	Traffic Regulation		0.00 Diesel
	E-85	Undivided	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Standard	On Site Movement	<b>Gasoline Score</b>	93.5
28	# of Self Service Hoses	45	Posted Speed	<b>Diesel Score</b>	39.5
	# of Full Service Hoses	4,000	Size of Store	<b>Convenience Store Score</b>	72.0
Dive In	Fuel Configuration	6	Up Front Parking	<b>Fast Food Score</b>	25.0
Touchless	Car Wash	12	Truck Parking	<b>Distance Score</b>	0.08

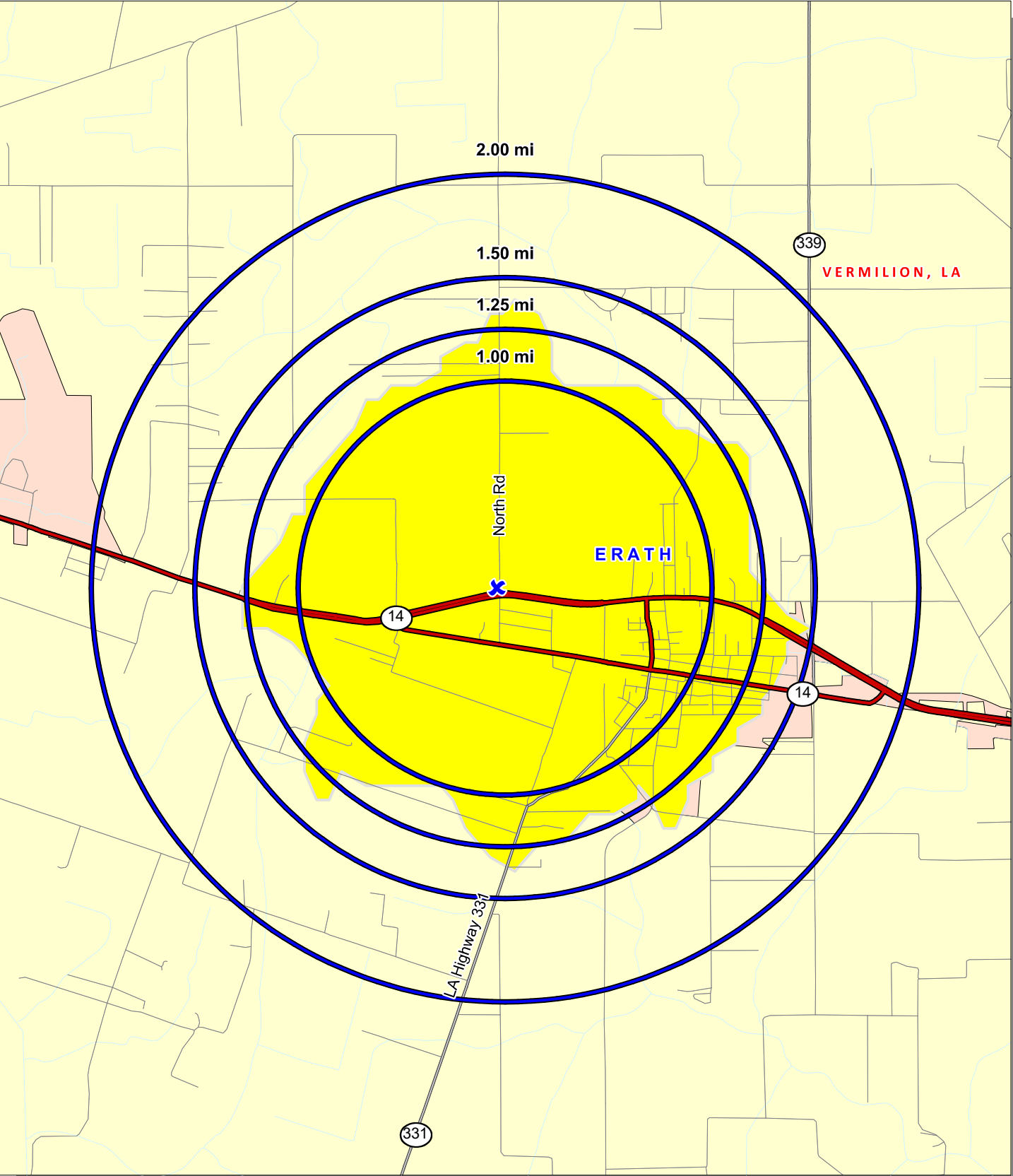
Convenience Store
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14	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
2	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
4	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
6	Beer/Wine Doors	x	Coffee Bar	3	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	Pizza/Deli	Fast Food	x	ATM



Trade Area Map  
1-, 1.25-, 1.5-, and 2-Mile Rings

State Highway 14 and North Road  
Erath, Louisiana 70533



**X** = Site

**■** = Custom Boundary



# Demand Report

Location:

State Highway 14 and North Road

Erath, Louisiana 70533

**CUSTOM  
BOUNDARY  
4.53 SQ/MI**

## POPULATION TREND

2010 Total Population	2,519
2018 Total Population	2,512
2023 Total Population	2,507
% Population Change 2000 to 2010	1.3%
% Population Change 2000 to 2018	1.0%
% Population Change 2010 to 2023	-.5%
% Population Change 2018 to 2023	-.2%
2018 Total Daytime Population	2,228
2018 Total Employees	718
2018 Total Daytime at Home Population	1,510
2018 Total Employees (% of Daytime Population)	32.2%
2018 Total Daytime at Home Population (% of Daytime Populat	67.8%

## DENSITY

2018 Population Density	427
2018 Employee Density	153

## HOUSEHOLDS TREND

2010 Households	983
2018 Households	986
2023 Households	986
% Household Change 2000 to 2010	5.6%
% Household Change 2000 to 2018	5.9%
% Household Change 2010 to 2023	.3%
% Household Change 2018 to 2023	.0%
2018 Average household size: Owner occupied	2.1
2018 Average household size: Renter occupied	0.6

## INCOME

2010 Household income: Median	\$42,730
2010 Household income: Average	\$54,678
2018 Household income: Median	\$45,519
2018 Household income: Average	\$63,776
2023 Household income: Median	\$60,895
2023 Household income: Average	\$83,306

## HOUSEHOLD VEHICLES

2018 Households: Number of vehicles available	1,744
2018 Owner occupied: Number of vehicles available	1,444
2018 Renter occupied: Number of vehicles available	288

# Demand Report

Location:

State Highway 14 and North Road

Erath, Louisiana 70533

**CUSTOM  
BOUNDARY  
4.53 SQ/MI**

## RACE & ETHNICITY

% 2018 White alone	91.1%
% 2018 Black or African American alone	3.4%
% 2018 American Indian and Alaska Native alone: Adult	.4%
% 2018 Asian alone	3.2%
% 2018 Native Hawaiian and OPI alone	.0%
% 2018 Some Other Race alone	.7%
% 2018 Two or More Races	1.2%

% 2018 Hispanic	2.9%
% 2018 Not Hispanic	97.1%

## EDUCATION & OCCUPATION

### Education

% 2018 No High School Diploma	24.3%
% 2018 High school graduate, GED, or alternative	40.7%
% 2018 College No Degree	15.3%
% 2018 College Degree	18.0%
% 2018 Advanced Degree	1.8%
% 2018 College or Advanced Degree	19.8%

### Occupation

% 2010 Occupation: White collar	51.7%
% 2010 Occupation: Blue collar	48.3%
% 2018 Occupation: White collar	54.2%
% 2018 Occupation: Blue collar	45.8%

## AGE & OCCUPANCY

### Age

2018 Total population: Median age	38
2018 Male population: Median age	36
2018 Female population: Median age	39

### Occupancy

2018 Households	986
% 2018 Owner occupied housing units	75.7%
% 2018 Renter occupied housing units	24.3%

# Demand Report

Location:

State Highway 14 and North Road

Erath, Louisiana 70533

**CUSTOM  
BOUNDARY  
4.53 SQ/MI**

## RETAIL SALES POTENTIAL

2018 Convenience stores	\$1,391,101
2018 Gasoline stations with convenience stores	\$3,184,931
2018 Beer, wine, & liquor stores	\$271,208
2018 Supermarkets & other grocery (except convenience) stores	\$4,547,481
2018 Restaurant Expenditures	\$1,376,190

## HOUSEHOLD EXPENDITURES

### Automotive

2018 Gasoline (Household Average)	\$1,831
2018 Diesel fuel (Household Average)	\$42
2018 Gasoline on out-of-town trips (Household Average)	\$111
2018 Motor oil (Household Average)	\$13
2018 Lube, oil change, and oil filters (Household Average)	\$96
2018 Maintenance and repairs (Household Average)	\$883

### Food/Alcohol/Tobacco

2018 Food at home	\$4,158,739
2018 Food at home (Household Average)	\$4,218
2018 Food away from home (Household Average)	\$3,275
2018 Meals at restaurants, carry outs and other (Household Average)	\$2,825
2018 Breakfast and brunch (Household Average)	\$330
2018 Lunch (Household Average)	\$913
2018 Dinner (Household Average)	\$1,340
2018 Alcoholic beverages	\$486,226
2018 Alcoholic beverages (Household Average)	\$493
2018 At home (Household Average)	\$275
2018 Away from home (Household Average)	\$218
2018 Beer and ale	\$67,564
2018 Beer and ale (Household Average)	\$69
2018 Wine	\$37,793
2018 Wine (Household Average)	\$38
2018 Other alcoholic beverages	\$23,849
2018 Other alcoholic beverages (Household Average)	\$53
2018 Tobacco products and smoking supplies	\$348,106
2018 Tobacco products and smoking supplies (Household Avg)	\$353
2018 Cigarettes	\$305,277
2018 Cigarettes (Household Average)	\$310
2018 Other tobacco products	\$35,158
2018 Other tobacco products (Household Average)	\$36
2018 Smoking accessories	\$7,671
2018 Smoking accessories (Household Average)	\$8

# Demand Report

Location:

State Highway 14 and North Road

Erath, Louisiana 70533

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
<b>POPULATION TREND</b>				
2010 Total Population	1,569	2,486	3,160	4,337
2018 Total Population	1,562	2,501	3,182	4,389
2023 Total Population	1,558	2,507	3,190	4,410
% Population Change 2000 to 2010	.7%	3.0%	3.0%	3.6%
% Population Change 2000 to 2018	.3%	3.6%	3.7%	4.8%
% Population Change 2010 to 2023	-.7%	.8%	.9%	1.7%
% Population Change 2018 to 2023	-.3%	.2%	.3%	.5%
2018 Total Daytime Population	1,443	2,192	2,683	3,435
2018 Total Employees	503	702	790	820
2018 Total Daytime at Home Population	940	1,490	1,893	2,615
2018 Total Employees (% of Daytime Population)	34.9%	32.0%	29.4%	23.9%
2018 Total Daytime at Home Population (% of Daytime Population)	65.1%	68.0%	70.6%	76.1%
<b>DENSITY</b>				
2018 Population Density	457	373	371	276
2018 Employee Density	168	142	118	70
<b>HOUSEHOLDS TREND</b>				
2010 Households	622	961	1,203	1,611
2018 Households	624	972	1,220	1,644
2023 Households	623	976	1,225	1,655
% Household Change 2000 to 2010	5.8%	6.8%	7.1%	7.5%
% Household Change 2000 to 2018	6.1%	8.0%	8.6%	9.7%
% Household Change 2010 to 2023	.2%	1.6%	1.8%	2.7%
% Household Change 2018 to 2023	-.2%	.4%	.4%	.7%
2018 Average household size: Owner occupied	2.1	2.1	2.1	2.1
2018 Average household size: Renter occupied	0.6	0.6	0.6	0.5
<b>INCOME</b>				
2010 Household income: Median	\$42,848	\$42,307	\$42,225	\$42,568
2010 Household income: Average	\$55,135	\$54,715	\$54,804	\$54,937
2018 Household income: Median	\$45,429	\$46,249	\$46,421	\$46,903
2018 Household income: Average	\$62,621	\$66,095	\$66,549	\$67,551
2023 Household income: Median	\$60,169	\$63,749	\$64,272	\$64,166
2023 Household income: Average	\$81,377	\$85,537	\$85,941	\$86,488
<b>HOUSEHOLD VEHICLES</b>				
2018 Households: Number of vehicles available	1,106	1,726	2,168	2,935
2018 Owner occupied: Number of vehicles available	934	1,438	1,805	2,459
2018 Renter occupied: Number of vehicles available	189	278	346	457

# Demand Report

Location:

State Highway 14 and North Road

Erath, Louisiana 70533

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
<b>RACE &amp; ETHNICITY</b>				
% 2018 White alone	91.0%	90.9%	90.8%	89.8%
% 2018 Black or African American alone	3.3%	3.8%	3.9%	4.9%
% 2018 American Indian and Alaska Native alone: Adult	.4%	.4%	.4%	.5%
% 2018 Asian alone	3.5%	2.9%	3.0%	2.6%
% 2018 Native Hawaiian and OPI alone	.0%	.0%	.0%	.0%
% 2018 Some Other Race alone	.7%	.7%	.7%	.8%
% 2018 Two or More Races	1.1%	1.2%	1.2%	1.3%
% 2018 Hispanic	3.0%	2.8%	2.8%	2.9%
% 2018 Not Hispanic	97.0%	97.2%	97.2%	97.1%
<b>EDUCATION &amp; OCCUPATION</b>				
<b>Education</b>				
% 2018 No High School Diploma	24.6%	23.4%	23.4%	23.8%
% 2018 High school graduate, GED, or alternative	41.1%	40.0%	40.1%	39.3%
% 2018 College No Degree	14.9%	15.9%	15.9%	16.5%
% 2018 College Degree	17.7%	18.8%	18.8%	18.4%
% 2018 Advanced Degree	1.7%	1.9%	1.9%	2.1%
% 2018 College or Advanced Degree	19.3%	20.7%	20.7%	20.5%
<b>Occupation</b>				
% 2010 Occupation: White collar	51.2%	51.8%	51.6%	51.1%
% 2010 Occupation: Blue collar	48.8%	48.2%	48.4%	48.9%
% 2018 Occupation: White collar	54.1%	54.1%	54.0%	54.3%
% 2018 Occupation: Blue collar	45.9%	45.9%	46.0%	45.7%
<b>AGE &amp; OCCUPANCY</b>				
<b>Age</b>				
2018 Total population: Median age	38	38	38	37
2018 Male population: Median age	36	36	36	36
2018 Female population: Median age	39	39	39	38
<b>Occupancy</b>				
2018 Households	624	972	1,220	1,644
% 2018 Owner occupied housing units	75.3%	76.2%	76.4%	77.2%
% 2018 Renter occupied housing units	24.7%	23.8%	23.6%	22.8%



# Demand Report

Location:

State Highway 14 and North Road

Erath, Louisiana 70533

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
<b>RETAIL SALES POTENTIAL</b>				
2018 Convenience stores	\$878,832	\$1,372,752	\$1,722,687	\$2,318,716
2018 Gasoline stations with convenience stores	\$2,012,071	\$3,147,707	\$3,951,963	\$5,334,218
2018 Beer, wine, & liquor stores	\$171,333	\$267,276	\$335,269	\$449,918
2018 Supermarkets & other grocery (except convenience) stores	\$2,873,209	\$4,489,111	\$5,634,299	\$7,592,552
2018 Restaurant Expenditures	\$869,055	\$1,357,690	\$1,703,541	\$2,289,429
<b>HOUSEHOLD EXPENDITURES</b>				
<b>Automotive</b>				
2018 Gasoline (Household Average)	\$1,828	\$1,837	\$1,838	\$1,844
2018 Diesel fuel (Household Average)	\$42	\$43	\$43	\$44
2018 Gasoline on out-of-town trips (Household Average)	\$111	\$112	\$112	\$112
2018 Motor oil (Household Average)	\$13	\$13	\$13	\$13
2018 Lube, oil change, and oil filters (Household Average)	\$96	\$96	\$96	\$96
2018 Maintenance and repairs (Household Average)	\$882	\$885	\$886	\$887
<b>Food/Alcohol/Tobacco</b>				
2018 Food at home	\$2,627,659	\$4,105,538	\$5,152,968	\$6,944,947
2018 Food at home (Household Average)	\$4,211	\$4,224	\$4,224	\$4,224
2018 Food away from home (Household Average)	\$3,269	\$3,278	\$3,277	\$3,270
2018 Meals at restaurants, carry outs and other (Household Average)	\$2,820	\$2,828	\$2,827	\$2,821
2018 Breakfast and brunch (Household Average)	\$330	\$330	\$330	\$330
2018 Lunch (Household Average)	\$911	\$913	\$913	\$912
2018 Dinner (Household Average)	\$1,337	\$1,341	\$1,341	\$1,338
2018 Alcoholic beverages	\$307,086	\$479,145	\$600,995	\$806,031
2018 Alcoholic beverages (Household Average)	\$492	\$493	\$493	\$490
2018 At home (Household Average)	\$275	\$275	\$275	\$274
2018 Away from home (Household Average)	\$218	\$218	\$218	\$217
2018 Beer and ale	\$42,670	\$66,647	\$83,621	\$112,355
2018 Beer and ale (Household Average)	\$68	\$69	\$69	\$68
2018 Wine	\$23,831	\$37,216	\$46,659	\$62,374
2018 Wine (Household Average)	\$38	\$38	\$38	\$38
2018 Other alcoholic beverages	\$15,076	\$23,420	\$29,350	\$39,222
2018 Other alcoholic beverages (Household Average)	\$53	\$53	\$53	\$52
2018 Tobacco products and smoking supplies	\$219,954	\$344,982	\$433,526	\$588,819
2018 Tobacco products and smoking supplies (Household Avg)	\$352	\$355	\$355	\$358
2018 Cigarettes	\$192,918	\$302,325	\$379,850	\$515,467
2018 Cigarettes (Household Average)	\$309	\$311	\$311	\$314
2018 Other tobacco products	\$22,185	\$35,078	\$44,160	\$60,508
2018 Other tobacco products (Household Average)	\$36	\$36	\$36	\$37
2018 Smoking accessories	\$4,851	\$7,580	\$9,516	\$12,844
2018 Smoking accessories (Household Average)	\$8	\$8	\$8	\$8

# Full Demographic Report

Location:

State Highway 14 and North Road

Erath, Louisiana 70533

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
<b>POPULATION OVERVIEW</b>				
<b>Population Trend</b>				
2000 Total Population	1,558	2,414	3,067	4,187
2010 Total Population	1,569	2,486	3,160	4,337
2018 Total Population	1,562	2,501	3,182	4,389
2023 Total Population	1,558	2,507	3,190	4,410
% Population Change 2000 to 2010	.7%	3.0%	3.0%	3.6%
% Population Change 2000 to 2018	.3%	3.6%	3.7%	4.8%
% Population Change 2010 to 2023	-.7%	.8%	.9%	1.7%
% Population Change 2018 to 2023	-.3%	.2%	.3%	.5%
<b>2018 Race and Ethnicity</b>				
% 2018 White alone	91.0%	90.9%	90.8%	89.8%
% 2018 Black or African American alone	3.3%	3.8%	3.9%	4.9%
% 2018 Asian alone	3.5%	2.9%	3.0%	2.6%
% 2018 Other Race - Population	2.2%	2.4%	2.4%	2.7%
<b>Hispanic or Latino</b>				
% 2018 Hispanic	3.0%	2.8%	2.8%	2.9%
% 2018 Not Hispanic	97.0%	97.2%	97.2%	97.1%
<b>2018 Age Trend</b>				
Total population: Median age	38	38	38	37
Male population: Median age	36	36	36	36
Female population: Median age	39	39	39	38
Age 19 and Under	27.8%	28.0%	28.0%	28.2%
Age 20 to 29	12.5%	12.3%	12.3%	12.2%
Age 30 to 39	12.7%	13.1%	13.1%	13.2%
Age 40 to 49	12.7%	12.7%	12.7%	12.6%
Age 50 to 64	18.2%	18.0%	18.0%	18.0%
Age 65 and Over	16.0%	16.0%	15.9%	15.7%
<b>2018 Male Population</b>				
% Male population	46.8%	47.1%	47.1%	47.3%
% Male population: Under 5 years	2.5%	2.6%	2.6%	2.7%
% Male population: 5 to 9 years	3.1%	3.2%	3.2%	3.3%
% Male population: 10 to 14 years	3.3%	3.3%	3.4%	3.4%
% Male population: 15 to 19 years	3.9%	3.8%	3.8%	3.8%
% Male population: 20 to 24 years	3.8%	3.7%	3.6%	3.6%
% Male population: 25 to 29 years	3.3%	3.3%	3.3%	3.2%
% Male population: 30 to 34 years	2.6%	2.7%	2.7%	2.8%
% Male population: 35 to 39 years	3.2%	3.4%	3.3%	3.4%
% Male population: 40 to 44 years	3.1%	3.2%	3.2%	3.3%
% Male population: 45 to 49 years	2.8%	2.8%	2.8%	2.8%
% Male population: 50 to 54 years	3.1%	3.1%	3.1%	3.2%

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	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
% Male population: 55 to 59 years	3.1%	3.0%	3.0%	3.0%
% Male population: 60 to 64 years	2.1%	2.2%	2.1%	2.2%
% Male population: 65 to 69 years	3.0%	2.9%	2.9%	2.9%
% Male population: 70 to 74 years	2.2%	2.0%	2.0%	2.0%
% Male population: 75 to 79 years	.8%	.8%	.8%	.8%
% Male population: 80 to 84 years	.4%	.4%	.4%	.5%
% Male population: 85 years and over	.6%	.6%	.6%	.6%
<b>2018 Female Population</b>				
% Female population	53.2%	52.9%	52.9%	52.7%
% Female population: Under 5 years	3.6%	3.6%	3.6%	3.5%
% Female population: 5 to 9 years	2.6%	2.8%	2.8%	2.9%
% Female population: 10 to 14 years	5.1%	4.9%	4.9%	4.9%
% Female population: 15 to 19 years	3.8%	3.8%	3.7%	3.9%
% Female population: 20 to 24 years	2.8%	2.7%	2.7%	2.7%
% Female population: 25 to 29 years	2.5%	2.6%	2.7%	2.8%
% Female population: 30 to 34 years	3.3%	3.4%	3.4%	3.4%
% Female population: 35 to 39 years	3.6%	3.6%	3.6%	3.6%
% Female population: 40 to 44 years	3.3%	3.2%	3.2%	3.2%
% Female population: 45 to 49 years	3.6%	3.5%	3.5%	3.4%
% Female population: 50 to 54 years	3.9%	3.8%	3.8%	3.7%
% Female population: 55 to 59 years	3.3%	3.2%	3.2%	3.2%
% Female population: 60 to 64 years	2.8%	2.7%	2.7%	2.7%
% Female population: 65 to 69 years	3.5%	3.4%	3.4%	3.3%
% Female population: 70 to 74 years	2.4%	2.3%	2.3%	2.3%
% Female population: 75 to 79 years	1.1%	1.1%	1.1%	1.1%
% Female population: 80 to 84 years	.8%	.8%	.8%	.9%
% Female population: 85 years and over	1.4%	1.4%	1.4%	1.4%
<b>HOUSEHOLD OVERVIEW</b>				
<b>Household Trend</b>				
2000 Households	588	900	1,123	1,498
2010 Households	622	961	1,203	1,611
2018 Households	624	972	1,220	1,644
2023 Households	623	976	1,225	1,655
% Household Change 2000 to 2010	5.8%	6.8%	7.1%	7.5%
% Household Change 2000 to 2018	6.1%	8.0%	8.6%	9.7%
% Household Change 2010 to 2023	.2%	1.6%	1.8%	2.7%
% Household Change 2018 to 2023	-.2%	.4%	.4%	.7%
<b>2018 Household Size</b>				
Average household size	2.6	2.7	2.7	2.7
% Family households	69.9%	70.5%	70.6%	71.0%
% Nonfamily households	30.0%	29.5%	29.4%	29.0%

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	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
<b>Household Income Trend</b>				
2000 Median income	\$29,221	\$29,189	\$29,289	\$29,782
2012 Median income	\$42,848	\$42,307	\$42,225	\$42,568
2018 Median income	\$45,429	\$46,249	\$46,421	\$46,903
2023 Median income	\$60,169	\$63,749	\$64,272	\$64,166
% Median Income Change 2000 to 2010	46.6%	44.9%	44.2%	42.9%
% Median Income Change 2000 to 2018	55.5%	58.4%	58.5%	57.5%
% Median Income Change 2010 to 2023	40.4%	50.7%	52.2%	50.7%
% Median Income Change 2018 to 2023	32.4%	37.8%	38.5%	36.8%
2000 Household income: Average	\$37,435	\$37,657	\$37,781	\$38,384
2010 Household income: Average	\$55,135	\$54,715	\$54,804	\$54,937
2018 Household income: Average	\$62,621	\$66,095	\$66,549	\$67,551
2023 Household income: Average	\$81,377	\$85,537	\$85,941	\$86,488
<b>2018 Household Income</b>				
up to \$24,999	26.6%	26.4%	26.4%	26.4%
\$25,000 to \$49,999	32.7%	30.8%	30.4%	29.3%
\$50,000 to \$74,999	11.1%	11.3%	11.5%	12.2%
\$75,000 to \$124,999	20.5%	20.9%	20.9%	20.7%
\$125,000 to \$199,999	6.3%	7.3%	7.5%	8.1%
\$200,000 or more	2.7%	3.2%	3.3%	3.3%
Income Below \$75,000	70.4%	68.5%	68.3%	67.8%
Income \$75,000 to \$199,999	26.8%	28.2%	28.4%	28.8%
<b>HOUSING UNITS OVERVIEW</b>				
<b>2018 Home Value</b>				
Median Home Value	\$107,115	\$109,203	\$109,933	\$107,644
Average Home Value	\$136,547	\$139,596	\$140,887	\$140,827
<b>2018 Occupancy</b>				
Households	624	972	1,220	1,644
Owner occupied	75.3%	76.2%	76.4%	77.2%
Renter occupied	24.7%	23.8%	23.6%	22.8%
<b>Occupancy by Number of Units</b>				
1 Unit, Detached	70.4%	70.7%	70.5%	69.7%
1 Unit, Attached	1.9%	1.7%	1.7%	1.5%
2	2.7%	2.2%	2.1%	1.8%
3 or 4	1.9%	1.5%	1.5%	1.3%
5 to 9	1.6%	1.2%	1.2%	1.1%
10 to 19	.0%	.0%	.0%	.1%
20 to 49	.8%	.6%	.6%	.5%
50 or more	.0%	.0%	.0%	.0%
Mobile home	20.8%	21.7%	22.0%	23.5%
Boat, RV, van, etc.	.0%	.3%	.4%	.5%

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<b>2018 Occupation</b>				
Workers 16 years and over	646	1,052	1,339	1,839
White collar	54.1%	54.1%	54.0%	54.3%
Blue collar	45.9%	45.9%	46.0%	45.7%
<b>2018 Educational Attainment</b>				
Population 25 years and over	1,025	1,641	2,089	2,878
No High School Diploma	24.6%	23.4%	23.4%	23.8%
High school graduate, GED, or alternative	41.1%	40.0%	40.1%	39.3%
College No Degree	14.9%	15.9%	15.9%	16.5%
College Degree	17.7%	18.8%	18.8%	18.4%
Advanced Degree	1.7%	1.9%	1.9%	2.1%
College or Advanced Degree	19.3%	20.7%	20.7%	20.5%
<b>2018 Marital Status</b>				
Population 15 years and over	1,249	1,989	2,530	3,485
Not Married	55.8%	54.9%	54.8%	54.7%
Married	44.2%	45.1%	45.2%	45.4%
<b>Average Travel Time to Work Trend</b>				
2000 Travel time: Average (in minutes)	29	29	29	29
2010 Travel time: Average (in minutes)	27	26	27	26
2018 Travel time: Average (in minutes)	27	27	27	27
<b>Work at Home Trend</b>				
% 2000 Workers 16+ years who work at home	1.4%	1.4%	1.5%	1.5%
% 2010 Workers 16+ years who work at home	3.8%	4.6%	4.5%	4.5%
% 2018 Workers 16+ years who work at home	3.7%	3.8%	3.7%	3.5%
<b>Did Not Work at Home Trend</b>				
% 2000 Workers 16+ years who do not work at home	98.6%	98.6%	98.5%	98.5%
% 2010 Workers 16+ years who do not work at home	96.2%	95.4%	95.5%	95.5%
% 2018 Workers 16+ years who do not work at home	96.3%	96.2%	96.3%	96.5%
<b>Mode of Transportation to Work</b>				
Car, truck, or van - Drove alone	82.2%	81.8%	81.9%	82.2%
Car, truck, or van - Carpooled	9.0%	8.8%	8.9%	8.8%





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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.