

# Farmersville, Texas

## Market Guide

www.farmersvilletx.com

(Custom Trade Area)

### City Contact Information



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Farmersville is poised to become the next multi-gig city in the State of Texas, offering a system capable of delivering up to 10 gigabits for home and business. This is part of a multi-million dollar project to assist residential growth and promote economic development.

### Demographics

(Custom Trade Area)



Population  
80,059



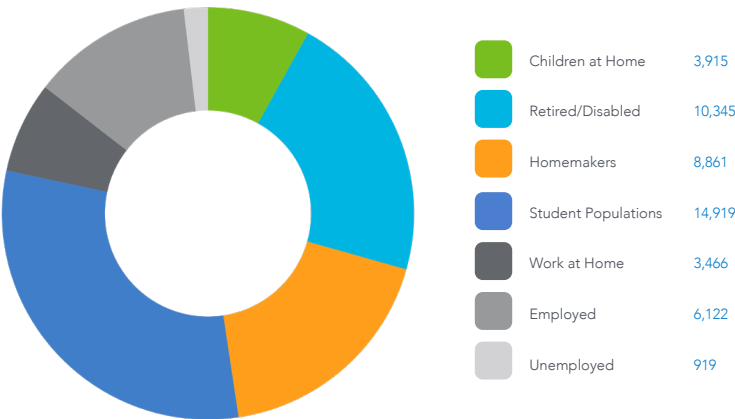
Median Household Income  
\$80,319



Households  
29,727

### Daytime Population 48,547

(Custom Trade Area)



### 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 5 or 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:

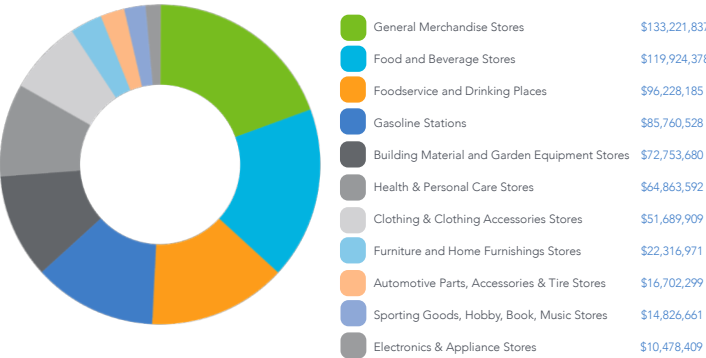
#### Peer Trade Areas

6507 FM 307	Midland, TX
851 W FM 78	Marion, TX
14465 FM 730 N	Azle, TX
10818 FM 1670	Salado, TX
1070 W Highway 67	Alvarado, TX
1510 S Main St	Lindale, TX
26154 FM 1485	New Caney, TX
319 N Main St	Lumberton, TX

### GAP Analysis \$688,766,449

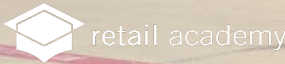
(Custom Trade Area)

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.



### Focus Properties

Farmersville, TX has a catalogue of retail commercial real estate properties in this market. For more information, please contact at Rodney Williams at r.williams@farmersvilletx.com or (972) 782-6151.

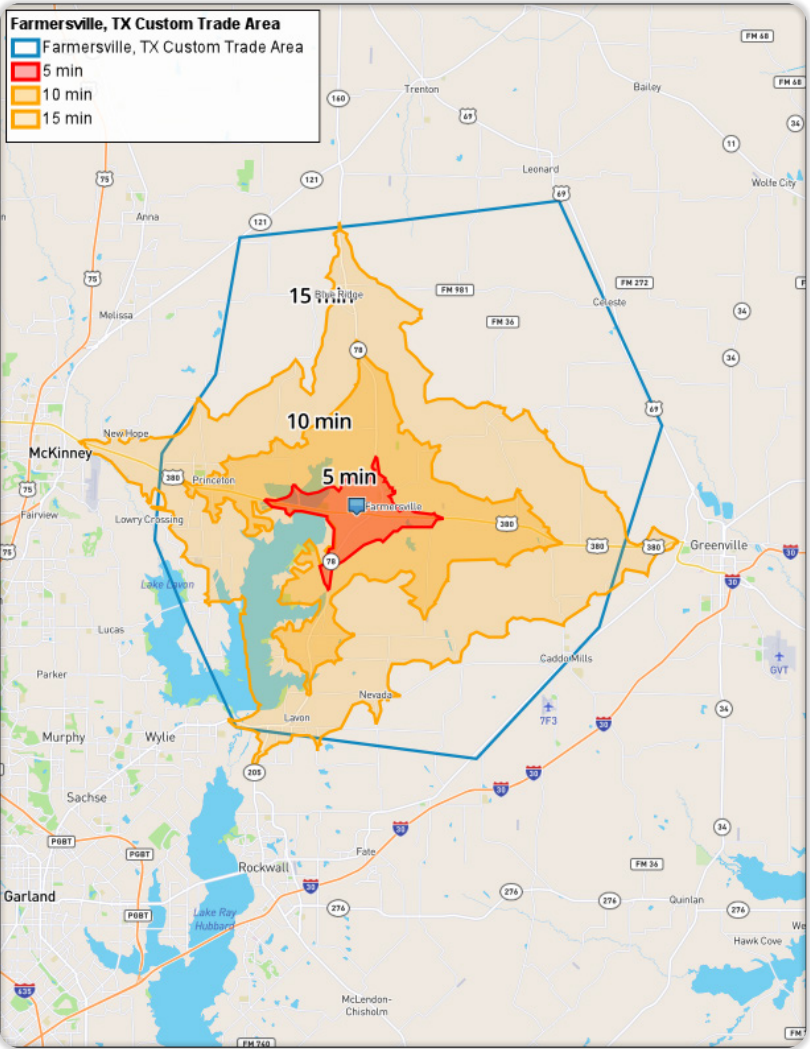
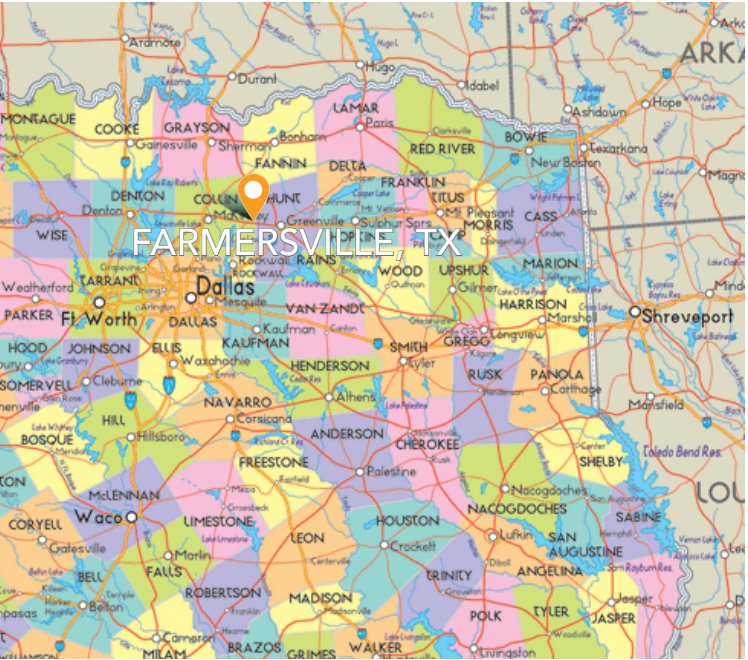


	3 Mile Radius	5 Mile Radius	10 Mile Radius
2023 Estimated Population	5,684	10,559	74,309
Daytime Population	5,779	7,764	42,348
Median HH Income	\$65,676	\$69,622	\$81,116
Number of Households	2,042	3,719	25,372

	5 Minute DT	10 Minute DT	15 Minute DT
2023 Estimated Population	3,785	14,581	61,278
Daytime Population	5,350	17,100	37,516
Median HH Income	\$65,004	\$71,784	\$82,372
Number of Households	3,785	14,581	61,278

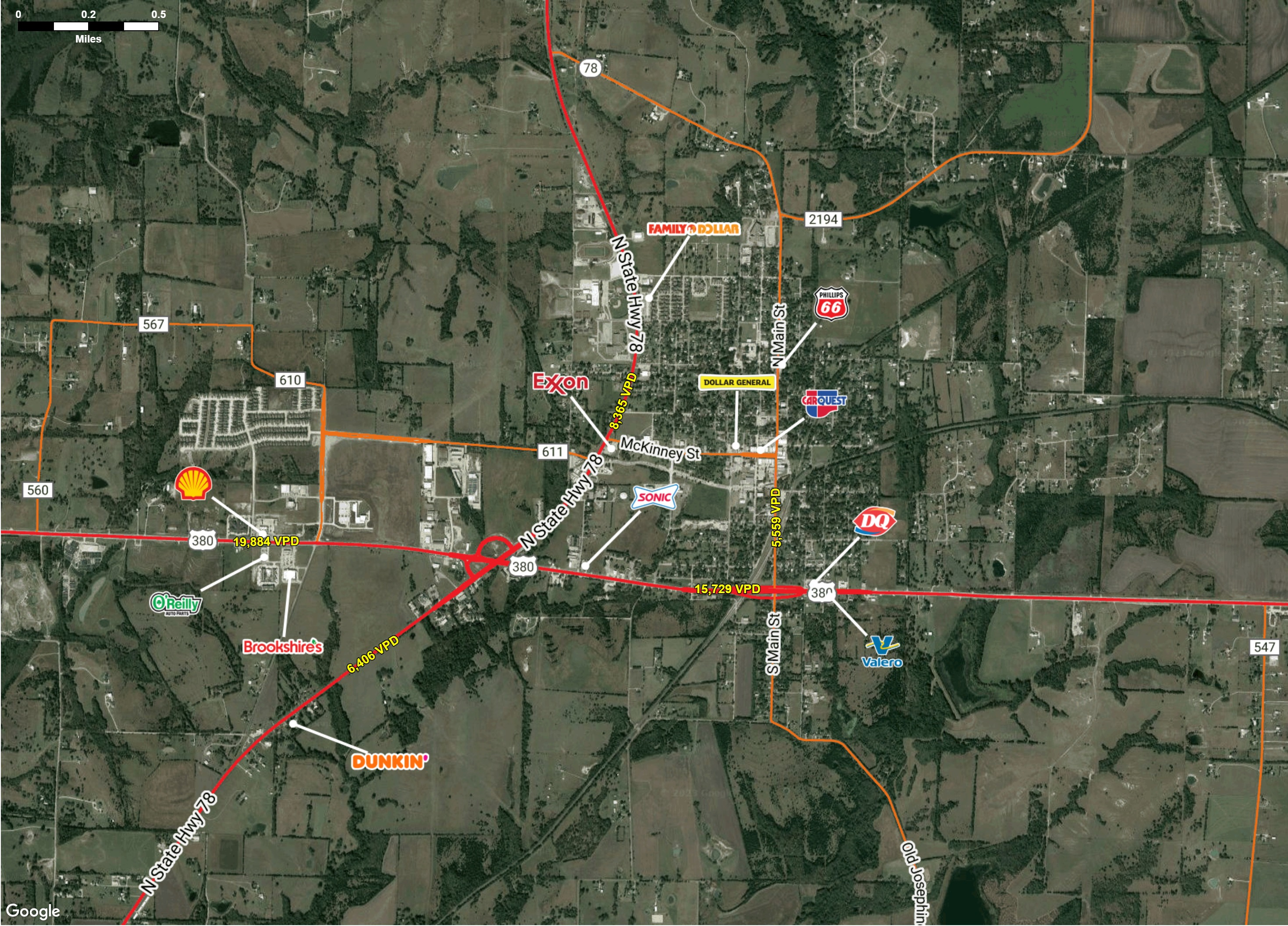
\*Source: STI PopStats



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# Farmersville, Texas

Major Retail & Restaurants

