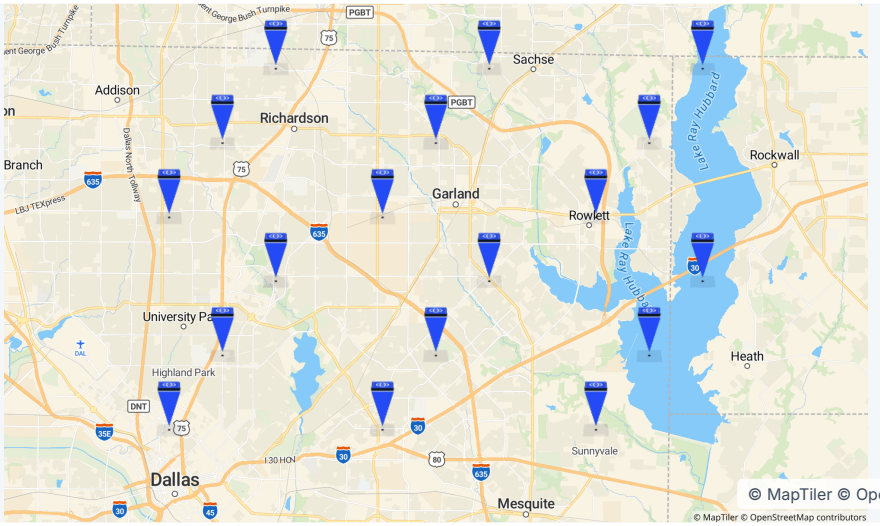
RESEARCH · ANALYSIS · DECISIONS

Preliminary market research

Sales & marketing teams | State-only refresh · 2026-11-15

A documented territory opportunity comparison and a reusable workflow for your next CRM export.



PROJECT
Showcase · Sales & marketing teams

PREPARED FOR
—

GENERATED
Nov 15, 2026 · 19:28 UTC

REPORT GUIDE

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About this report

Prepared from saved project evidence. Measurements, estimates, source periods, and limitations accompany the findings so the results can be reviewed.

Evidence prepared: Nov 15, 2026 · 19:26 UTC · Reference EBAFDE24

01 — OVERVIEW

Executive summary

Import accounts, inspect ZIP business counts and demographic context, then compare county-level territory opportunities. Import uses CSV rather than a native CRM integration. Postal ZIP business counts and Census ZCTA demographics remain separate; the opportunity score compares counties. Refreshed 2026-11-15: 10 published counties belonging to Texas (state FIPS 48); county membership verified before scoring. This is a limited state-only sample, not an exhaustive state ranking. Values describe whole counties, not the illustrative imported points or three-mile circles. Historical runs and reports remain retained; this refreshed version supersedes the earlier showcase results.

Scores describe the saved factors only. Customer willingness to pay, available premises and financial return are not established. Unsupported criteria remain unknown.

02 — SAVED EVIDENCE

Multi-market comparison

Each value retains its original geography and source. Scores from different models or trade areas are not a shared ranking. No totals or medians are combined.

SAVED SOURCE	EVALUATED / RETURNED	MODEL
Texas · state-only sample · refreshed 2026-11-15 · scorecard	10 / 10	Sales & marketing teams · Custom priorities
Texas · state-only sample · refreshed 2026-11-15	10 / 10	Sales & marketing teams · Custom priorities

Only available whole-market measurements with matching units, source period, geography type and method are compared below. Site trade areas and unavailable or incompatible evidence remain in the individual source sections.

Total Households

Census Bureau · acs · 2020–2024 · county · published

MARKET	SAVED ANALYSIS	VALUE (HOUSEHOLDS)
Angelina	Texas · state-only sample · refreshed 2026-11-15 · scorecard	32,271 MOE ±440
Austin	Texas · state-only sample · refreshed 2026-11-15 · scorecard	12,128 MOE ±350
Aransas	Texas · state-only sample · refreshed 2026-11-15 · scorecard	12,478 MOE ±428
Armstrong	Texas · state-only sample · refreshed 2026-11-15 · scorecard	767 MOE ±67
Atascosa	Texas · state-only sample · refreshed 2026-11-15 · scorecard	16,786 MOE ±467
Bailey	Texas · state-only sample · refreshed 2026-11-15 · scorecard	2,209 MOE ±247
Andrews	Texas · state-only sample · refreshed 2026-11-15 · scorecard	6,844 MOE ±148
Anderson	Texas · state-only sample · refreshed 2026-11-15 · scorecard	17,579 MOE ±486

MARKET	SAVED ANALYSIS	VALUE (HOUSEHOLDS)
Bandera	Texas · state-only sample · refreshed 2026-11-15 · scorecard	9,255 MOE ±309
Archer	Texas · state-only sample · refreshed 2026-11-15 · scorecard	3,468 MOE ±111
Angelina	Texas · state-only sample · refreshed 2026-11-15	32,271 MOE ±440
Austin	Texas · state-only sample · refreshed 2026-11-15	12,128 MOE ±350
Aransas	Texas · state-only sample · refreshed 2026-11-15	12,478 MOE ±428
Armstrong	Texas · state-only sample · refreshed 2026-11-15	767 MOE ±67
Atascosa	Texas · state-only sample · refreshed 2026-11-15	16,786 MOE ±467
Bailey	Texas · state-only sample · refreshed 2026-11-15	2,209 MOE ±247
Andrews	Texas · state-only sample · refreshed 2026-11-15	6,844 MOE ±148
Anderson	Texas · state-only sample · refreshed 2026-11-15	17,579 MOE ±486
Bandera	Texas · state-only sample · refreshed 2026-11-15	9,255 MOE ±309
Archer	Texas · state-only sample · refreshed 2026-11-15	3,468 MOE ±111

Population Growth

Census Bureau · population · 2025 · county · published

MARKET	SAVED ANALYSIS	VALUE (PERCENT)
Angelina	Texas · state-only sample · refreshed 2026-11-15 · scorecard	0.2%
Austin	Texas · state-only sample · refreshed 2026-11-15 · scorecard	2.3%
Aransas	Texas · state-only sample · refreshed 2026-11-15 · scorecard	1.8%

MARKET	SAVED ANALYSIS	VALUE (PERCENT)
Armstrong	Texas · state-only sample · refreshed 2026-11-15 · scorecard	1.6%
Atascosa	Texas · state-only sample · refreshed 2026-11-15 · scorecard	1.2%
Bailey	Texas · state-only sample · refreshed 2026-11-15 · scorecard	1.0%
Andrews	Texas · state-only sample · refreshed 2026-11-15 · scorecard	0.6%
Anderson	Texas · state-only sample · refreshed 2026-11-15 · scorecard	0.4%
Bandera	Texas · state-only sample · refreshed 2026-11-15 · scorecard	0.4%
Archer	Texas · state-only sample · refreshed 2026-11-15 · scorecard	-0.1%
Angelina	Texas · state-only sample · refreshed 2026-11-15	0.2%
Austin	Texas · state-only sample · refreshed 2026-11-15	2.3%
Aransas	Texas · state-only sample · refreshed 2026-11-15	1.8%
Armstrong	Texas · state-only sample · refreshed 2026-11-15	1.6%
Atascosa	Texas · state-only sample · refreshed 2026-11-15	1.2%
Bailey	Texas · state-only sample · refreshed 2026-11-15	1.0%
Andrews	Texas · state-only sample · refreshed 2026-11-15	0.6%
Anderson	Texas · state-only sample · refreshed 2026-11-15	0.4%
Bandera	Texas · state-only sample · refreshed 2026-11-15	0.4%
Archer	Texas · state-only sample · refreshed 2026-11-15	-0.1%

Industry Establishments

Census Bureau · cbp · 2023 · county · published

MARKET	SAVED ANALYSIS	VALUE (ESTABLISHMENTS)
Angelina	Texas · state-only sample · refreshed 2026-11-15 · scorecard	135
Austin	Texas · state-only sample · refreshed 2026-11-15 · scorecard	62
Aransas	Texas · state-only sample · refreshed 2026-11-15 · scorecard	41
Armstrong	Texas · state-only sample · refreshed 2026-11-15 · scorecard	3
Atascosa	Texas · state-only sample · refreshed 2026-11-15 · scorecard	42
Bailey	Texas · state-only sample · refreshed 2026-11-15 · scorecard	6
Andrews	Texas · state-only sample · refreshed 2026-11-15 · scorecard	24
Anderson	Texas · state-only sample · refreshed 2026-11-15 · scorecard	64
Bandera	Texas · state-only sample · refreshed 2026-11-15 · scorecard	37
Archer	Texas · state-only sample · refreshed 2026-11-15 · scorecard	12
Angelina	Texas · state-only sample · refreshed 2026-11-15	135
Austin	Texas · state-only sample · refreshed 2026-11-15	62
Aransas	Texas · state-only sample · refreshed 2026-11-15	41
Armstrong	Texas · state-only sample · refreshed 2026-11-15	3
Atascosa	Texas · state-only sample · refreshed 2026-11-15	42
Bailey	Texas · state-only sample · refreshed 2026-11-15	6
Andrews	Texas · state-only sample · refreshed 2026-11-15	24

MARKET	SAVED ANALYSIS	VALUE (ESTABLISHMENTS)
Anderson	Texas · state-only sample · refreshed 2026-11-15	64
Bandera	Texas · state-only sample · refreshed 2026-11-15	37
Archer	Texas · state-only sample · refreshed 2026-11-15	12

03 — DECISION OVERVIEW

Candidate comparison · Texas · state-only sample · refreshed 2026-11-15 · scorecard

Candidate overview

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
1 · Angelina	3.94 / 100 Rank 1	exploratory Leading factor: Total households	Not evaluated
2 · Austin	12.49 / 100 Rank 1	exploratory Leading factor: Annual population growth	Not evaluated
3 · Aransas	9.98 / 100 Rank 2	exploratory Leading factor: Annual population growth	Not evaluated
4 · Armstrong	8.06 / 100 Rank 3	exploratory Leading factor: Annual population growth	Not evaluated
5 · Atascosa	7.47 / 100 Rank 4	exploratory Leading factor: Annual population growth	Not evaluated
6 · Bailey	5.4 / 100 Rank 5	exploratory Leading factor: Annual population growth	Not evaluated
7 · Andrews	3.66 / 100 Rank 6	exploratory Leading factor: Annual population growth	Not evaluated
8 · Anderson	3.43 / 100 Rank 7	exploratory Leading factor: Annual population growth	Not evaluated
9 · Bandera	2.69 / 100 Rank 8	exploratory Leading factor: Annual population growth	Not evaluated
10 · Archer	0.29 / 100 Rank 9	exploratory Leading factor: Total households	Not evaluated

04 — DECISION OVERVIEW

Candidate comparison · Texas · state-only sample · refreshed 2026-11-15

Candidate overview

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
1 · Angelina	3.94 / 100 Rank 1	exploratory Leading factor: Total households	Not evaluated
2 · Austin	12.49 / 100 Rank 1	exploratory Leading factor: Annual population growth	Not evaluated
3 · Aransas	9.98 / 100 Rank 2	exploratory Leading factor: Annual population growth	Not evaluated
4 · Armstrong	8.06 / 100 Rank 3	exploratory Leading factor: Annual population growth	Not evaluated
5 · Atascosa	7.47 / 100 Rank 4	exploratory Leading factor: Annual population growth	Not evaluated
6 · Bailey	5.4 / 100 Rank 5	exploratory Leading factor: Annual population growth	Not evaluated
7 · Andrews	3.66 / 100 Rank 6	exploratory Leading factor: Annual population growth	Not evaluated
8 · Anderson	3.43 / 100 Rank 7	exploratory Leading factor: Annual population growth	Not evaluated
9 · Bandera	2.69 / 100 Rank 8	exploratory Leading factor: Annual population growth	Not evaluated
10 · Archer	0.29 / 100 Rank 9	exploratory Leading factor: Total households	Not evaluated

05 — STUDY GEOGRAPHY

Location atlas

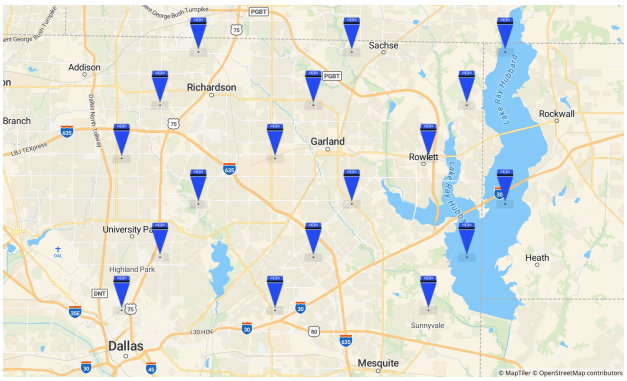

Figure 1 · Project GEODs · 1–18 of 18 · location register below
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

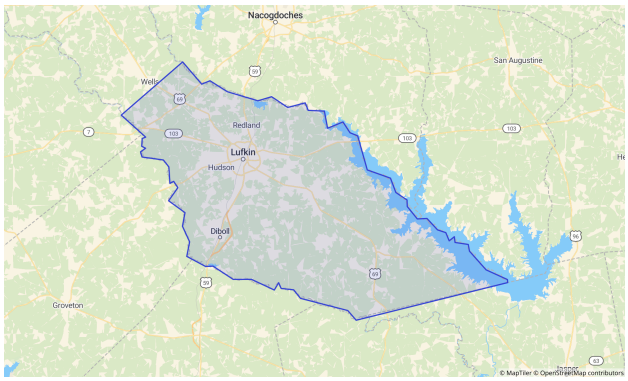

Figure 2 · · Angelina · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

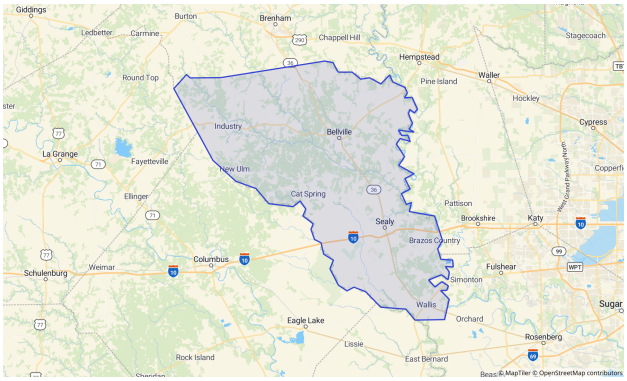

Figure 3 · · Austin · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

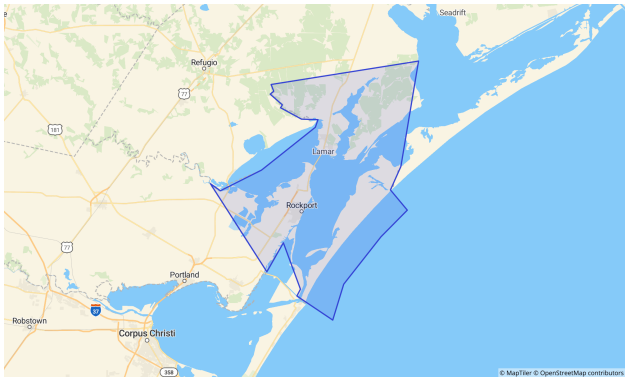

Figure 4 · · Aransas · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

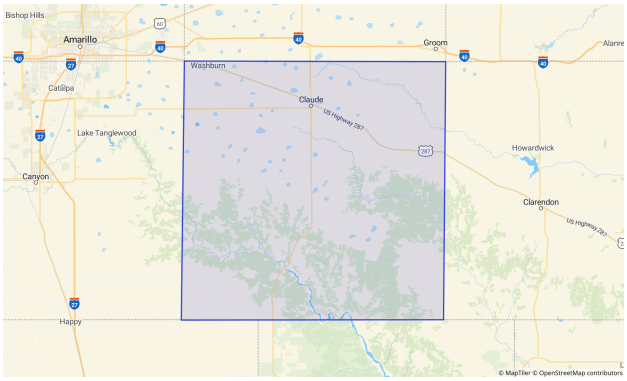

Figure 5 · · Armstrong · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

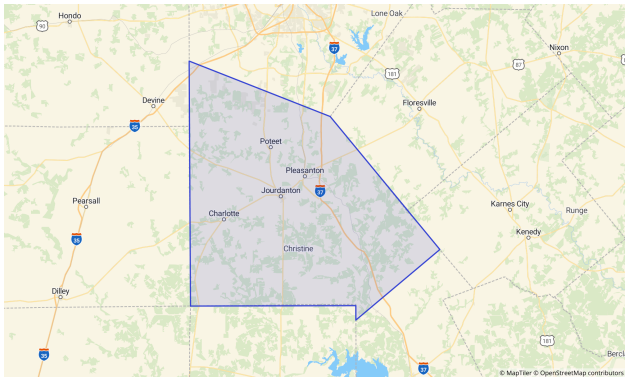

Figure 6 · · Atascosa · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

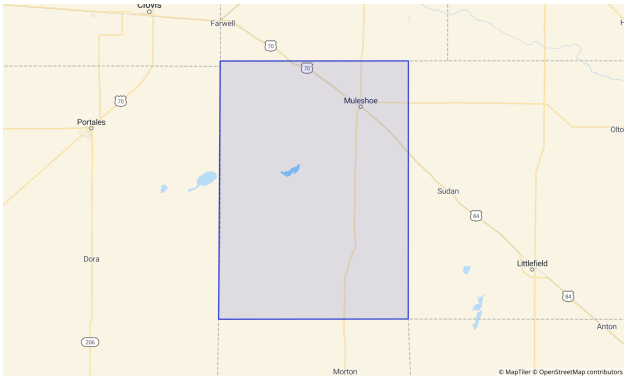

Figure 7 · · Bailey · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

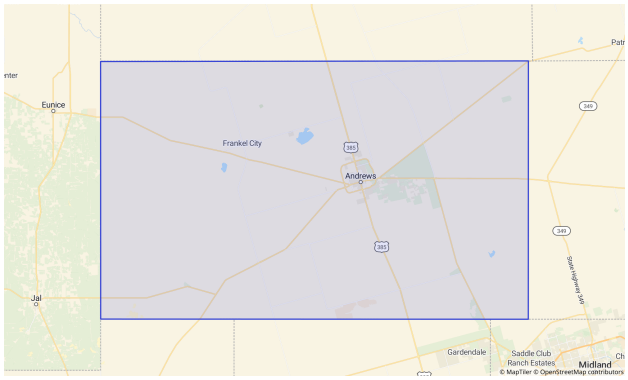

Figure 8 · · Andrews · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

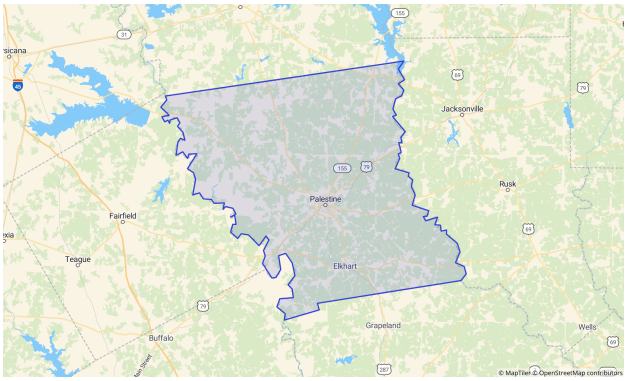

Figure 9 · · Anderson · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

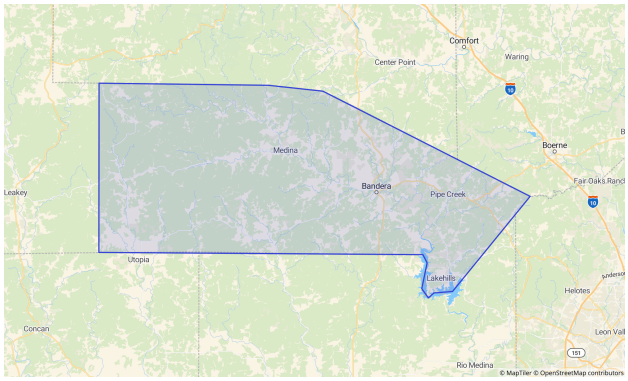

Figure 10 · · Bandera · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.



Figure 11 · · Archer · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

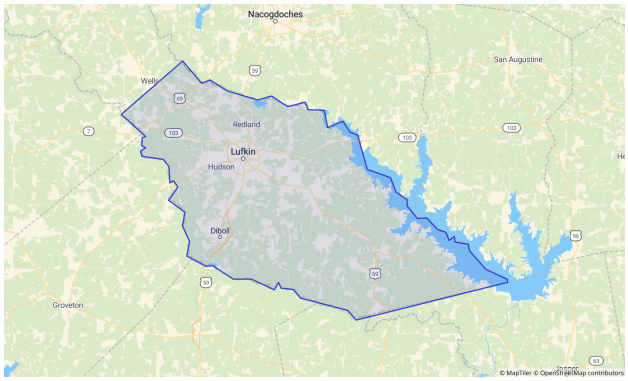

Figure 12 · · Angelina · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

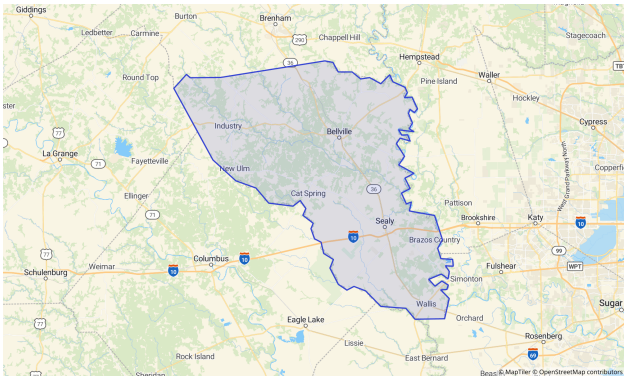

Figure 13 · · Austin · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

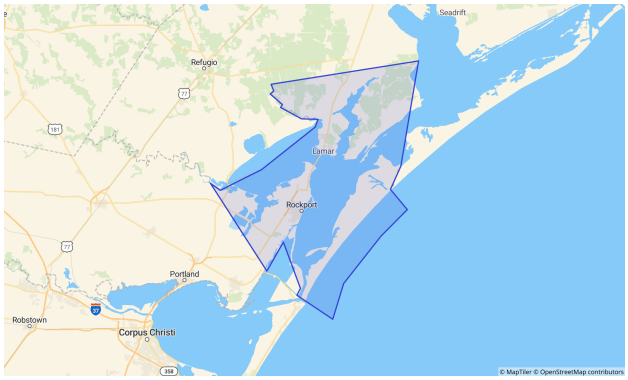

Figure 14 · · Aransas · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

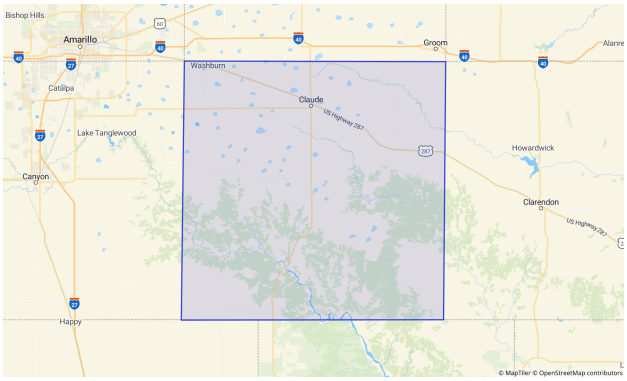

Figure 15 · · Armstrong · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

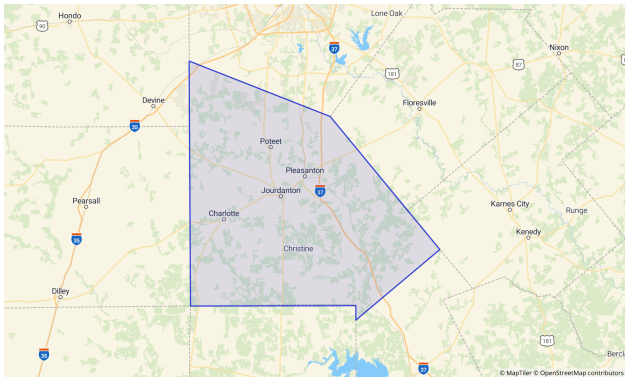

Figure 16 · · Atascosa · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

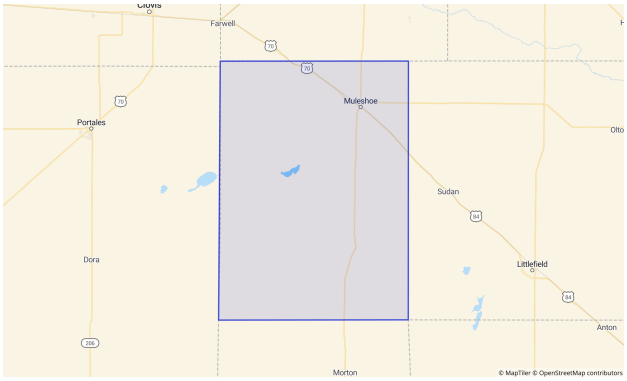

Figure 17 · · Bailey · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

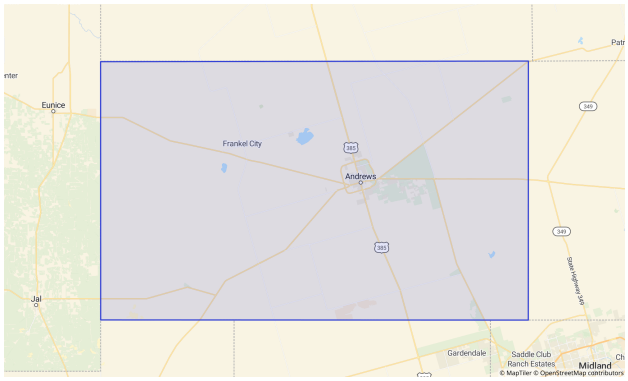

Figure 18 · · Andrews · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

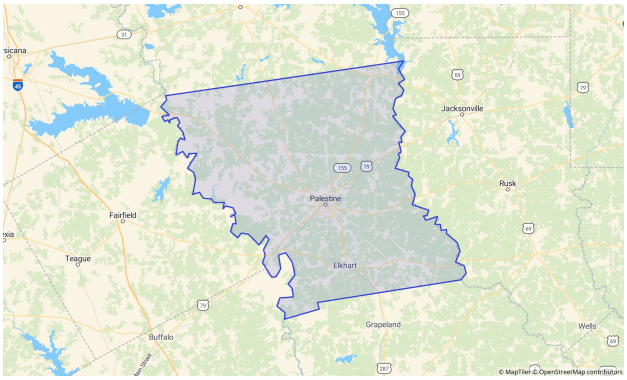

Figure 19 · · Anderson · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

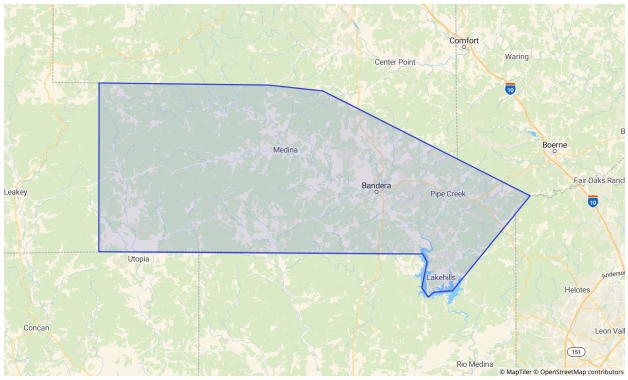

Figure 20 · · Bandera · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.



Figure 21 · · Archer · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

06 — PROJECT LOCATIONS

GEOD location register

18 GEODs · All active project GEODs. Captured Nov 15, 2026 · 19:23 UTC.

These are saved project records. Inclusion does not imply that a site was shortlisted or that a property is available.

GEOD / LOCATION	ROLE	COORDINATES
1 · Candidate planning references 01	Prospective site	32.800000, -96.800000
2 · Candidate planning references 02	Prospective site	32.800000, -96.680000
3 · Candidate planning references 03	Prospective site	32.800000, -96.560000
4 · Candidate planning references 04	Prospective site	32.900000, -96.800000
5 · Candidate planning references 05	Prospective site	32.900000, -96.680000
6 · Candidate planning references 06	Prospective site	32.900000, -96.560000
7 · Community & context references 01	Unclassified	32.870000, -96.740000
8 · Community & context references 02	Unclassified	32.870000, -96.620000
9 · Community & context references 03	Unclassified	32.870000, -96.500000
10 · Community & context references 04	Unclassified	32.970000, -96.740000
11 · Community & context references 05	Unclassified	32.970000, -96.620000
12 · Community & context references 06	Unclassified	32.970000, -96.500000
13 · Existing footprint 01	Existing location	32.835000, -96.770000
14 · Existing footprint 02	Existing location	32.835000, -96.650000
15 · Existing footprint 03	Existing location	32.835000, -96.530000
16 · Existing footprint 04	Existing location	32.935000, -96.770000
17 · Existing footprint 05	Existing location	32.935000, -96.650000
18 · Existing footprint 06	Existing location	32.935000, -96.530000

07 — PROJECT INTELLIGENCE

Custom priorities and market comparison

The weights and fixed anchors are illustrative, editable planning assumptions. Required criteria remain distinct from the score.

> Assessment completeness: ● Unknown (not recorded) .

Texas · state-only sample · refreshed 2026-11-15 · scorecard

Analysis date: Nov 15, 2026 · 19:23 UTC

Scoring model: Sales & marketing teams · Custom priorities · published whole-market measurements

Qualification geography: published whole markets

Industry establishments · required · at least · minimum 100 establishments

Angelina

Score: 3.94 / 100 · rank: 1 · Requirements: Meets example criteria · Weight coverage: 100%

· ANGELINA · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.81 points · higher is better · anchors 0 to 10,000	135	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 2.02 points · higher is better · anchors 0 to 400,000	32,271	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 1.11 points · higher is better · anchors 0 to 3	0.2%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	32,271	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	87,275	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	0.2%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	135	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$60,960	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: met · Compared against the saved requirement.

Austin

Score: 12.49 / 100 · rank: 1 · Requirements: Does not meet example criteria · Weight coverage: 100%

· AUSTIN · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.37 points · higher is better · anchors 0 to 10,000	62	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.76 points · higher is better · anchors 0 to 400,000	12,128	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 11.36 points · higher is better · anchors 0 to 3	2.3%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	12,128	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	31,170	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	2.3%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	62	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$75,789	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Aransas

Score: 9.98 / 100 · rank: 2 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ARANSAS · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.25 points · higher is better · anchors 0 to 10,000	41	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.78 points · higher is better · anchors 0 to 400,000	12,478	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 8.95 points · higher is better · anchors 0 to 3	1.8%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	12,478	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	24,876	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	1.8%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	41	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$69,466	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Armstrong

Score: 8.06 / 100 · rank: 3 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ARMSTRONG · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.02 points · higher is better · anchors 0 to 10,000	3	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.05 points · higher is better · anchors 0 to 400,000	767	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 7.99 points · higher is better · anchors 0 to 3	1.6%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	767	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	1,822	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	1.6%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	3	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$72,750	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Atascosa

Score: 7.47 / 100 · rank: 4 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ATASCOSA · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.25 points · higher is better · anchors 0 to 10,000	42	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 1.05 points · higher is better · anchors 0 to 400,000	16,786	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 6.17 points · higher is better · anchors 0 to 3	1.2%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	16,786	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	51,008	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	1.2%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	42	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$70,770	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Bailey

Score: 5.4 / 100 · rank: 5 · Requirements: Does not meet example criteria · Weight coverage: 100%

· BAILEY · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.04 points · higher is better · anchors 0 to 10,000	6	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.14 points · higher is better · anchors 0 to 400,000	2,209	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 5.22 points · higher is better · anchors 0 to 3	1.0%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	2,209	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	6,913	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	1.0%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	6	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$61,420	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Andrews

Score: 3.66 / 100 · rank: 6 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ANDREWS · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.14 points · higher is better · anchors 0 to 10,000	24	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.43 points · higher is better · anchors 0 to 400,000	6,844	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 3.09 points · higher is better · anchors 0 to 3	0.6%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	6,844	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	18,610	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	0.6%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	24	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$72,242	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Anderson

Score: 3.43 / 100 · rank: 7 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ANDERSON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.38 points · higher is better · anchors 0 to 10,000	64	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 1.1 points · higher is better · anchors 0 to 400,000	17,579	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 1.95 points · higher is better · anchors 0 to 3	0.4%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	17,579	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	58,439	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	0.4%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	64	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$62,068	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Bandera

Score: 2.69 / 100 · rank: 8 · Requirements: Does not meet example criteria · Weight coverage: 100%

· BANDERA · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.22 points · higher is better · anchors 0 to 10,000	37	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.58 points · higher is better · anchors 0 to 400,000	9,255	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 1.89 points · higher is better · anchors 0 to 3	0.4%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	9,255	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	22,021	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	0.4%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	37	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$75,813	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Archer

Score: 0.29 / 100 · rank: 9 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ARCHER · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.07 points · higher is better · anchors 0 to 10,000	12	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.22 points · higher is better · anchors 0 to 400,000	3,468	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 0 points · higher is better · anchors 0 to 3	-0.1%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	3,468	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	8,867	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	-0.1%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	12	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$72,159	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Assessment completeness: ● Preliminary .

Texas · state-only sample · refreshed 2026-11-15

Analysis date: Nov 15, 2026 · 19:23 UTC

Scoring model: Sales & marketing teams · Custom priorities · published whole-market measurements

Qualification geography: published whole markets

Industry establishments · required · at least · minimum 100 establishments

Angelina

Score: 3.94 / 100 · rank: 1 · Requirements: Meets example criteria · Weight coverage: 100%

· ANGELINA · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.81 points · higher is better · anchors 0 to 10,000	135	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 2.02 points · higher is better · anchors 0 to 400,000	32,271	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 1.11 points · higher is better · anchors 0 to 3	0.2%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	32,271	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	87,275	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	0.2%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	135	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$60,960	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: met · Compared against the saved requirement.

Austin

Score: 12.49 / 100 · rank: 1 · Requirements: Does not meet example criteria · Weight coverage: 100%

· AUSTIN · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.37 points · higher is better · anchors 0 to 10,000	62	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.76 points · higher is better · anchors 0 to 400,000	12,128	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 11.36 points · higher is better · anchors 0 to 3	2.3%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	12,128	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	31,170	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	2.3%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	62	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$75,789	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Aransas

Score: 9.98 / 100 · rank: 2 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ARANSAS · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.25 points · higher is better · anchors 0 to 10,000	41	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.78 points · higher is better · anchors 0 to 400,000	12,478	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 8.95 points · higher is better · anchors 0 to 3	1.8%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	12,478	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	24,876	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	1.8%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	41	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$69,466	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Armstrong

Score: 8.06 / 100 · rank: 3 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ARMSTRONG · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.02 points · higher is better · anchors 0 to 10,000	3	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.05 points · higher is better · anchors 0 to 400,000	767	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 7.99 points · higher is better · anchors 0 to 3	1.6%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	767	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	1,822	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	1.6%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	3	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$72,750	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Atascosa

Score: 7.47 / 100 · rank: 4 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ATASCOSA · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.25 points · higher is better · anchors 0 to 10,000	42	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 1.05 points · higher is better · anchors 0 to 400,000	16,786	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 6.17 points · higher is better · anchors 0 to 3	1.2%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	16,786	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	51,008	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	1.2%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	42	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$70,770	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Bailey

Score: 5.4 / 100 · rank: 5 · Requirements: Does not meet example criteria · Weight coverage: 100%

· BAILEY · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.04 points · higher is better · anchors 0 to 10,000	6	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.14 points · higher is better · anchors 0 to 400,000	2,209	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 5.22 points · higher is better · anchors 0 to 3	1.0%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	2,209	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	6,913	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	1.0%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	6	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$61,420	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Andrews

Score: 3.66 / 100 · rank: 6 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ANDREWS · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.14 points · higher is better · anchors 0 to 10,000	24	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.43 points · higher is better · anchors 0 to 400,000	6,844	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 3.09 points · higher is better · anchors 0 to 3	0.6%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	6,844	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	18,610	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	0.6%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	24	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$72,242	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Anderson

Score: 3.43 / 100 · rank: 7 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ANDERSON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.38 points · higher is better · anchors 0 to 10,000	64	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 1.1 points · higher is better · anchors 0 to 400,000	17,579	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 1.95 points · higher is better · anchors 0 to 3	0.4%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	17,579	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	58,439	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	0.4%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	64	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$62,068	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Bandera

Score: 2.69 / 100 · rank: 8 · Requirements: Does not meet example criteria · Weight coverage: 100%

· BANDERA · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.22 points · higher is better · anchors 0 to 10,000	37	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.58 points · higher is better · anchors 0 to 400,000	9,255	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 1.89 points · higher is better · anchors 0 to 3	0.4%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	9,255	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	22,021	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	0.4%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	37	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$75,813	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

Archer

Score: 0.29 / 100 · rank: 9 · Requirements: Does not meet example criteria · Weight coverage: 100%

· ARCHER · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Employer establishments by industry Weight 60% · contribution 0.07 points · higher is better · anchors 0 to 10,000	12	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Total households Weight 25% · contribution 0.22 points · higher is better · anchors 0 to 400,000	3,468	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Annual population growth Weight 15% · contribution 0 points · higher is better · anchors 0 to 3	-0.1%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Total Households	3,468	households	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	8,867	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Growth	-0.1%	Percent	2025 · Release Vintage 2025 available · Source: Census Bureau · published
Industry Establishments	12	establishments	2023 · Release 2023 available · Source: Census Bureau · published
Median Household Income	$72,159	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Industry establishments: not met · Compared against the saved requirement.

08 — PROJECT INTELLIGENCE

Sources, scope and next steps

Import uses CSV rather than a native CRM integration. Postal ZIP business counts and Census ZCTA demographics remain separate; the opportunity score compares counties.

Postal ZIP 75201: Census ZIP Code Business Patterns 2023, NAICS 54, 781 establishments. This is postal ZIP business evidence, not Census ZCTA demographics. The county opportunity score uses its own native county observations. Source: U.S. Census Bureau ZIP Code Business Patterns, via GeoAmCan /v1/business-density.

Refreshed 2026-11-15: 10 published counties belonging to Texas (state FIPS 48); county membership verified before scoring. This is a limited state-only sample, not an exhaustive state ranking. Values describe whole counties, not the illustrative imported points or three-mile circles. Historical runs and reports remain retained; this refreshed version supersedes the earlier showcase results.

Source register

PUBLISHER / DATASET	PERIOD / GEOGRAPHY	METHOD / SOURCE TABLES
Census Bureau acs	2020–2024 county	published B01003, B11001, B19013
Census Bureau population	2025 county	published growth
Census Bureau cbp	2023 county	published est

Custom-area totals are spatial estimates when marked as such. Unavailable measurements remain unknown. The separate evidence download retains metric definitions, source codes, coverage, original snapshots and calculation details.

Texas · state-only sample · refreshed 2026-11-15 · scorecard · Nov 15, 2026 · 19:23 UTC

Fixed-anchor scoring using the saved weights and measurements.

Texas · state-only sample · refreshed 2026-11-15 · Nov 15, 2026 · 19:23 UTC

Fixed-anchor scoring using the saved weights and measurements.

Missing data is not zero. Native market statistics describe whole published geographies. Scores retain the original formula, weights and evidence; rank is relative to the evaluated set.