



Retail MarketPlace Profile

I-35E & FM 664/Ovilla Road
 FM-664, Red Oak, Texas, 75154
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 32.53179
 Longitude: -96.82211

Summary Demographics

2018 Population	10,142
2018 Households	3,407
2018 Median Disposable Income	\$54,453
2018 Per Capita Income	\$27,615

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$131,841,663	\$193,476,323	-\$61,634,660	-18.9	80
Total Retail Trade	44-45	\$118,531,575	\$170,143,674	-\$51,612,099	-17.9	47
Total Food & Drink	722	\$13,310,088	\$23,332,649	-\$10,022,561	-27.4	33

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$25,681,949	\$9,275,109	\$16,406,840	46.9	8
Automobile Dealers	4411	\$20,648,828	\$4,225,558	\$16,423,270	66.0	3
Other Motor Vehicle Dealers	4412	\$2,783,374	\$3,121,022	-\$337,648	-5.7	2
Auto Parts, Accessories & Tire Stores	4413	\$2,249,748	\$1,928,529	\$321,219	7.7	3
Furniture & Home Furnishings Stores	442	\$4,203,401	\$964,313	\$3,239,088	62.7	2
Furniture Stores	4421	\$2,428,729	\$359,557	\$2,069,172	74.2	1
Home Furnishings Stores	4422	\$1,774,672	\$604,757	\$1,169,915	49.2	1
Electronics & Appliance Stores	443	\$4,350,128	\$3,209,704	\$1,140,424	15.1	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,960,178	\$27,666,801	-\$19,706,623	-55.3	4
Bldg Material & Supplies Dealers	4441	\$7,532,237	\$27,594,849	-\$20,062,612	-57.1	4
Lawn & Garden Equip & Supply Stores	4442	\$427,941	\$0	\$427,941	100.0	0
Food & Beverage Stores	445	\$21,190,687	\$22,920,839	-\$1,730,152	-3.9	6
Grocery Stores	4451	\$19,224,858	\$22,621,078	-\$3,396,220	-8.1	6
Specialty Food Stores	4452	\$899,278	\$0	\$899,278	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,066,551	\$0	\$1,066,551	100.0	0
Health & Personal Care Stores	446,4461	\$6,652,360	\$12,623,742	-\$5,971,382	-31.0	4
Gasoline Stations	447,4471	\$11,868,410	\$38,709,150	-\$26,840,740	-53.1	10
Clothing & Clothing Accessories Stores	448	\$5,424,489	\$329,554	\$5,094,935	88.5	1
Clothing Stores	4481	\$3,597,289	\$0	\$3,597,289	100.0	0
Shoe Stores	4482	\$772,215	\$0	\$772,215	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,054,985	\$282,893	\$772,092	57.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$4,121,466	\$1,208,272	\$2,913,194	54.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,683,169	\$1,208,272	\$2,474,897	50.6	1
Book, Periodical & Music Stores	4512	\$438,297	\$0	\$438,297	100.0	0
General Merchandise Stores	452	\$20,712,271	\$51,506,403	-\$30,794,132	-42.6	5
Department Stores Excluding Leased Depts.	4521	\$14,458,058	\$48,336,919	-\$33,878,861	-54.0	1
Other General Merchandise Stores	4529	\$6,254,212	\$3,169,484	\$3,084,728	32.7	4
Miscellaneous Store Retailers	453	\$4,625,078	\$1,544,113	\$3,080,965	49.9	4
Florists	4531	\$194,308	\$189,450	\$4,858	1.3	1
Office Supplies, Stationery & Gift Stores	4532	\$1,013,461	\$0	\$1,013,461	100.0	0
Used Merchandise Stores	4533	\$793,434	\$0	\$793,434	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,623,876	\$1,338,139	\$1,285,737	32.5	3
Nonstore Retailers	454	\$1,741,159	\$0	\$1,741,159	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,297,036	\$0	\$1,297,036	100.0	0
Vending Machine Operators	4542	\$105,270	\$0	\$105,270	100.0	0
Direct Selling Establishments	4543	\$338,852	\$0	\$338,852	100.0	0
Food Services & Drinking Places	722	\$13,310,088	\$23,332,649	-\$10,022,561	-27.4	33
Special Food Services	7223	\$160,221	\$493,403	-\$333,182	-51.0	2
Drinking Places - Alcoholic Beverages	7224	\$478,451	\$82,083	\$396,368	70.7	1
Restaurants/Other Eating Places	7225	\$12,671,416	\$22,757,162	-\$10,085,746	-28.5	31

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

February 01, 2019

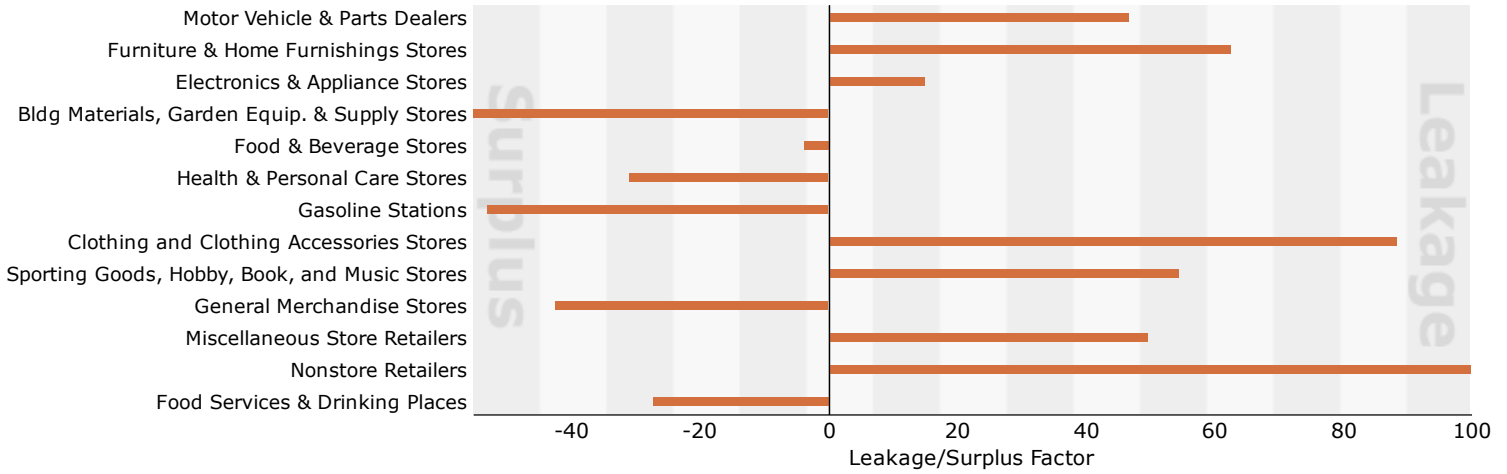


Retail MarketPlace Profile

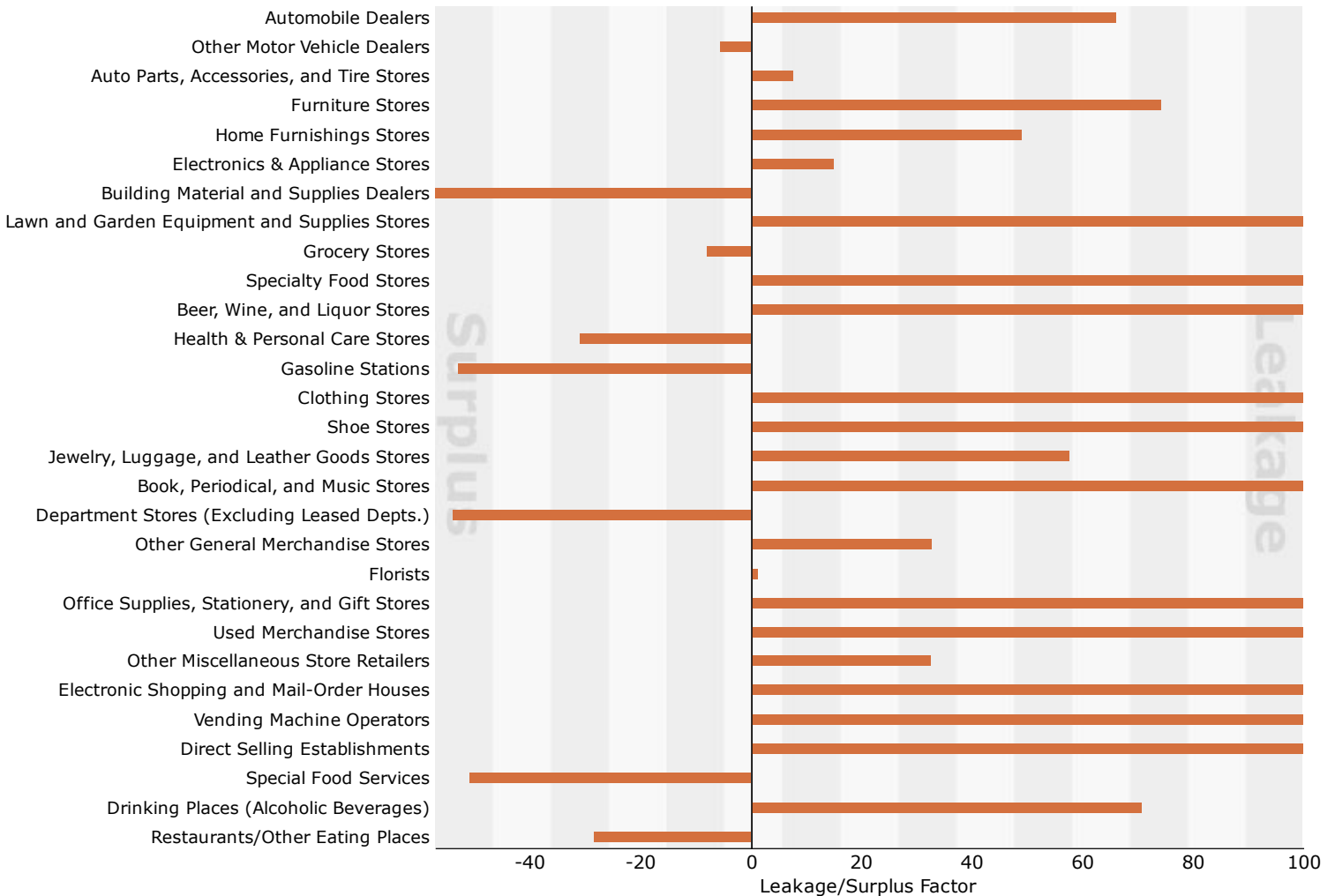
I-35E & FM 664/Ovilla Road
FM-664, Red Oak, Texas, 75154
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 32.53179
Longitude: -96.82211

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.



Retail MarketPlace Profile

I-35E & FM 664/Ovilla Road
 FM-664, Red Oak, Texas, 75154
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 32.53179
 Longitude: -96.82211

Summary Demographics						
2018 Population						77,046
2018 Households						26,107
2018 Median Disposable Income						\$52,420
2018 Per Capita Income						\$27,273
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$960,895,247	\$924,459,471	\$36,435,776	1.9	356
Total Retail Trade	44-45	\$864,431,195	\$820,992,834	\$43,438,361	2.6	244
Total Food & Drink	722	\$96,464,052	\$103,466,637	-\$7,002,585	-3.5	112
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$187,212,858	\$155,339,759	\$31,873,099	9.3	40
Automobile Dealers	4411	\$150,536,231	\$126,631,874	\$23,904,357	8.6	21
Other Motor Vehicle Dealers	4412	\$20,164,209	\$15,493,500	\$4,670,709	13.1	5
Auto Parts, Accessories & Tire Stores	4413	\$16,512,418	\$13,214,385	\$3,298,033	11.1	14
Furniture & Home Furnishings Stores	442	\$30,611,828	\$15,366,812	\$15,245,016	33.2	11
Furniture Stores	4421	\$17,706,595	\$4,766,359	\$12,940,236	57.6	7
Home Furnishings Stores	4422	\$12,905,233	\$10,600,453	\$2,304,780	9.8	4
Electronics & Appliance Stores	443	\$31,629,140	\$13,383,059	\$18,246,081	40.5	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$57,658,651	\$161,914,985	-\$104,256,334	-47.5	33
Bldg Material & Supplies Dealers	4441	\$54,494,742	\$157,558,779	-\$103,064,037	-48.6	25
Lawn & Garden Equip & Supply Stores	4442	\$3,163,909	\$4,356,206	-\$1,192,297	-15.9	8
Food & Beverage Stores	445	\$155,114,625	\$104,800,140	\$50,314,485	19.4	31
Grocery Stores	4451	\$140,709,220	\$100,275,968	\$40,433,252	16.8	25
Specialty Food Stores	4452	\$6,579,180	\$2,905,463	\$3,673,717	38.7	5
Beer, Wine & Liquor Stores	4453	\$7,826,224	\$1,618,709	\$6,207,515	65.7	1
Health & Personal Care Stores	446,4461	\$49,237,049	\$36,116,757	\$13,120,292	15.4	22
Gasoline Stations	447,4471	\$86,412,867	\$129,779,152	-\$43,366,285	-20.1	30
Clothing & Clothing Accessories Stores	448	\$39,381,485	\$7,457,482	\$31,924,003	68.2	15
Clothing Stores	4481	\$26,078,346	\$4,543,033	\$21,535,313	70.3	10
Shoe Stores	4482	\$5,567,126	\$1,603,534	\$3,963,592	55.3	2
Jewelry, Luggage & Leather Goods Stores	4483	\$7,736,013	\$1,310,915	\$6,425,098	71.0	3
Sporting Goods, Hobby, Book & Music Stores	451	\$29,817,459	\$4,739,810	\$25,077,649	72.6	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$26,621,489	\$4,635,894	\$21,985,595	70.3	6
Book, Periodical & Music Stores	4512	\$3,195,970	\$0	\$3,195,970	100.0	0
General Merchandise Stores	452	\$150,630,691	\$170,949,809	-\$20,319,118	-6.3	21
Department Stores Excluding Leased Depts.	4521	\$104,927,137	\$152,995,350	-\$48,068,213	-18.6	7
Other General Merchandise Stores	4529	\$45,703,554	\$17,954,458	\$27,749,096	43.6	14
Miscellaneous Store Retailers	453	\$33,810,876	\$18,255,166	\$15,555,710	29.9	25
Florists	4531	\$1,445,189	\$537,725	\$907,464	45.8	3
Office Supplies, Stationery & Gift Stores	4532	\$7,365,021	\$5,919,011	\$1,446,010	10.9	7
Used Merchandise Stores	4533	\$5,774,354	\$1,068,927	\$4,705,427	68.8	5
Other Miscellaneous Store Retailers	4539	\$19,226,312	\$10,729,503	\$8,496,809	28.4	10
Nonstore Retailers	454	\$12,913,667	\$2,889,903	\$10,023,764	63.4	1
Electronic Shopping & Mail-Order Houses	4541	\$9,502,142	\$2,841,252	\$6,660,890	54.0	1
Vending Machine Operators	4542	\$769,661	\$0	\$769,661	100.0	0
Direct Selling Establishments	4543	\$2,641,864	\$48,651	\$2,593,213	96.4	1
Food Services & Drinking Places	722	\$96,464,052	\$103,466,637	-\$7,002,585	-3.5	112
Special Food Services	7223	\$1,158,373	\$874,601	\$283,772	14.0	3
Drinking Places - Alcoholic Beverages	7224	\$3,499,604	\$105,527	\$3,394,077	94.1	1
Restaurants/Other Eating Places	7225	\$91,806,075	\$102,486,509	-\$10,680,434	-5.5	108

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

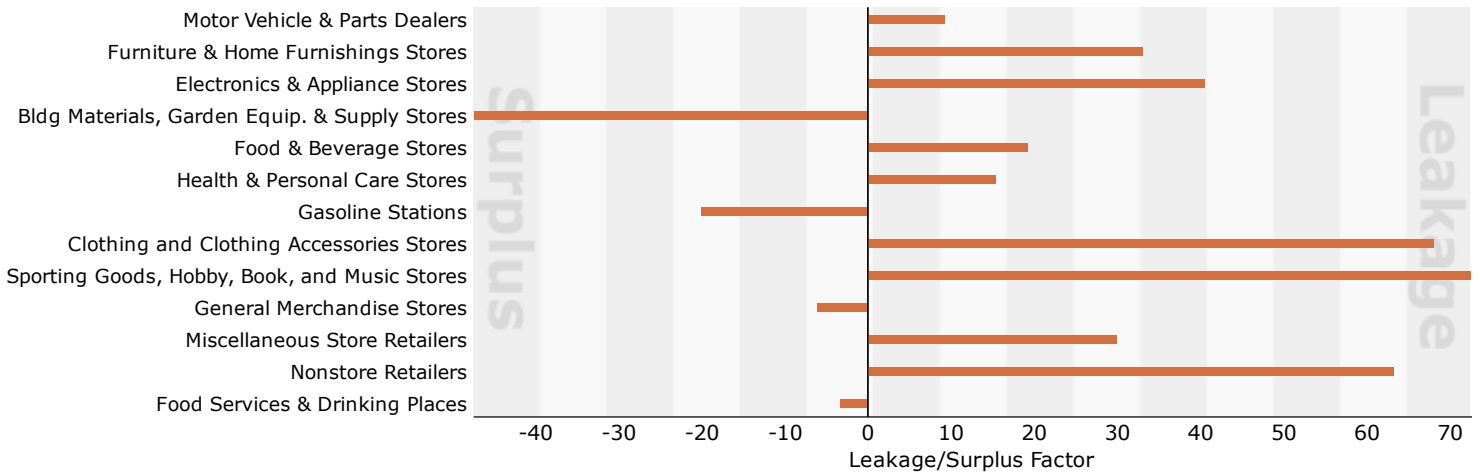


Retail MarketPlace Profile

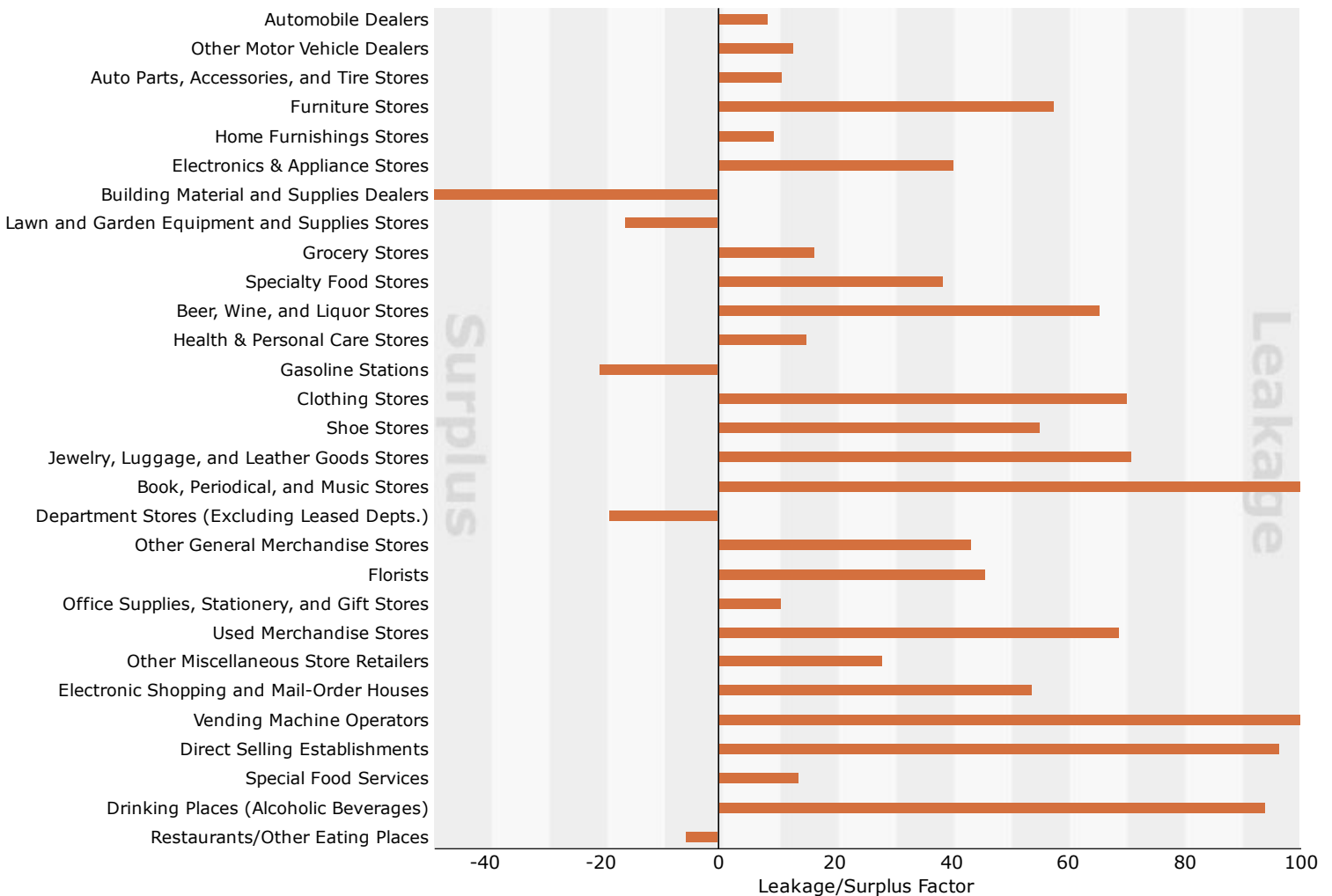
I-35E & FM 664/Ovilla Road
FM-664, Red Oak, Texas, 75154
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 32.53179
Longitude: -96.82211

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.



Retail MarketPlace Profile

I-35E & FM 664/Ovilla Road
 FM-664, Red Oak, Texas, 75154
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 32.53179
 Longitude: -96.82211

Summary Demographics

2018 Population	262,230
2018 Households	89,916
2018 Median Disposable Income	\$45,761
2018 Per Capita Income	\$24,996

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,990,675,142	\$3,666,836,092	-\$676,160,950	-10.2	1,335
Total Retail Trade	44-45	\$2,691,735,379	\$3,330,275,444	-\$638,540,065	-10.6	924
Total Food & Drink	722	\$298,939,763	\$336,560,648	-\$37,620,885	-5.9	411

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$582,853,223	\$735,931,278	-\$153,078,055	-11.6	150
Automobile Dealers	4411	\$469,149,326	\$633,411,606	-\$164,262,280	-14.9	67
Other Motor Vehicle Dealers	4412	\$62,263,604	\$36,970,512	\$25,293,092	25.5	13
Auto Parts, Accessories & Tire Stores	4413	\$51,440,292	\$65,549,160	-\$14,108,868	-12.1	70
Furniture & Home Furnishings Stores	442	\$94,468,269	\$43,134,127	\$51,334,142	37.3	36
Furniture Stores	4421	\$55,074,750	\$22,329,699	\$32,745,051	42.3	22
Home Furnishings Stores	4422	\$39,393,519	\$20,804,428	\$18,589,091	30.9	15
Electronics & Appliance Stores	443	\$97,638,429	\$74,697,961	\$22,940,468	13.3	35
Bldg Materials, Garden Equip. & Supply Stores	444	\$175,585,775	\$343,548,183	-\$167,962,408	-32.4	80
Bldg Material & Supplies Dealers	4441	\$165,771,230	\$333,301,543	-\$167,530,313	-33.6	61
Lawn & Garden Equip & Supply Stores	4442	\$9,814,545	\$10,246,640	-\$432,095	-2.2	19
Food & Beverage Stores	445	\$486,961,235	\$367,997,065	\$118,964,170	13.9	102
Grocery Stores	4451	\$441,935,817	\$357,870,811	\$84,065,006	10.5	87
Specialty Food Stores	4452	\$20,689,350	\$6,057,171	\$14,632,179	54.7	12
Beer, Wine & Liquor Stores	4453	\$24,336,068	\$4,069,083	\$20,266,985	71.3	3
Health & Personal Care Stores	446,4461	\$154,511,499	\$225,025,967	-\$70,514,468	-18.6	84
Gasoline Stations	447,4471	\$270,498,237	\$543,951,221	-\$273,452,984	-33.6	95
Clothing & Clothing Accessories Stores	448	\$121,952,613	\$75,845,172	\$46,107,441	23.3	103
Clothing Stores	4481	\$80,920,846	\$52,944,338	\$27,976,508	20.9	77
Shoe Stores	4482	\$17,262,548	\$14,011,507	\$3,251,041	10.4	13
Jewelry, Luggage & Leather Goods Stores	4483	\$23,769,219	\$8,889,326	\$14,879,893	45.6	13
Sporting Goods, Hobby, Book & Music Stores	451	\$92,149,634	\$34,353,999	\$57,795,635	45.7	36
Sporting Goods/Hobby/Musical Instr Stores	4511	\$82,162,480	\$32,112,873	\$50,049,607	43.8	31
Book, Periodical & Music Stores	4512	\$9,987,154	\$2,241,125	\$7,746,029	63.3	5
General Merchandise Stores	452	\$469,202,713	\$780,853,637	-\$311,650,924	-24.9	86
Department Stores Excluding Leased Depts.	4521	\$325,887,075	\$626,872,076	-\$300,985,001	-31.6	29
Other General Merchandise Stores	4529	\$143,315,638	\$153,981,561	-\$10,665,923	-3.6	57
Miscellaneous Store Retailers	453	\$105,333,153	\$91,994,489	\$13,338,664	6.8	106
Florists	4531	\$4,470,798	\$3,373,722	\$1,097,076	14.0	17
Office Supplies, Stationery & Gift Stores	4532	\$22,800,351	\$19,604,057	\$3,196,294	7.5	26
Used Merchandise Stores	4533	\$17,915,558	\$5,085,768	\$12,829,790	55.8	23
Other Miscellaneous Store Retailers	4539	\$60,146,447	\$63,930,942	-\$3,784,495	-3.1	40
Nonstore Retailers	454	\$40,580,600	\$12,942,346	\$27,638,254	51.6	10
Electronic Shopping & Mail-Order Houses	4541	\$29,584,714	\$10,087,649	\$19,497,065	49.1	4
Vending Machine Operators	4542	\$2,418,906	\$0	\$2,418,906	100.0	0
Direct Selling Establishments	4543	\$8,576,980	\$2,854,697	\$5,722,283	50.1	6
Food Services & Drinking Places	722	\$298,939,763	\$336,560,648	-\$37,620,885	-5.9	411
Special Food Services	7223	\$3,582,413	\$2,302,428	\$1,279,985	21.8	8
Drinking Places - Alcoholic Beverages	7224	\$10,846,653	\$2,379,976	\$8,466,677	64.0	5
Restaurants/Other Eating Places	7225	\$284,510,697	\$331,878,244	-\$47,367,547	-7.7	399

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

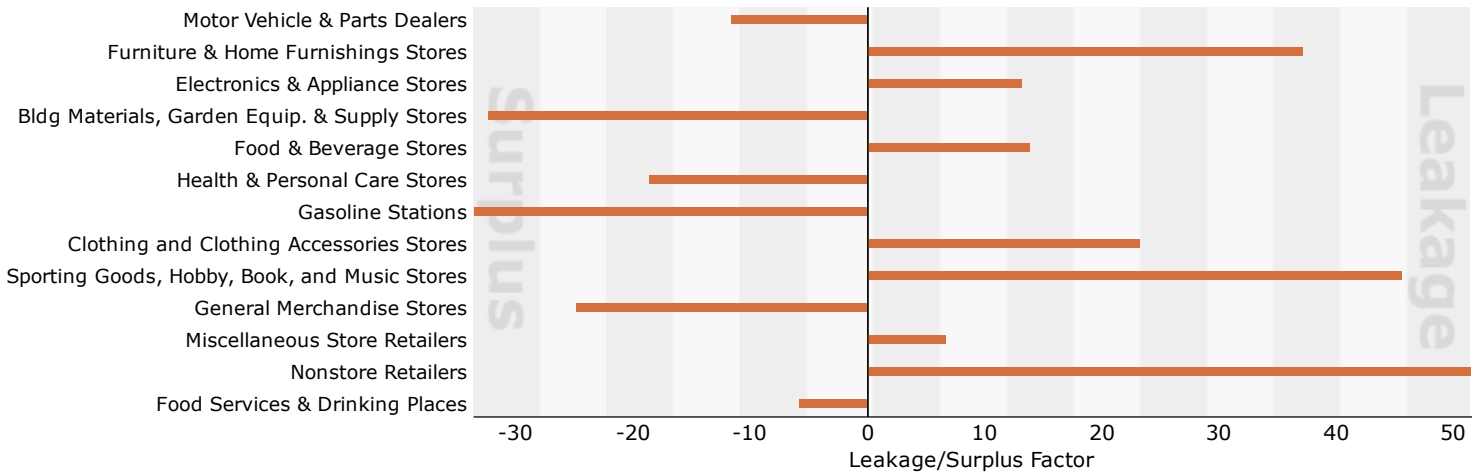


Retail MarketPlace Profile

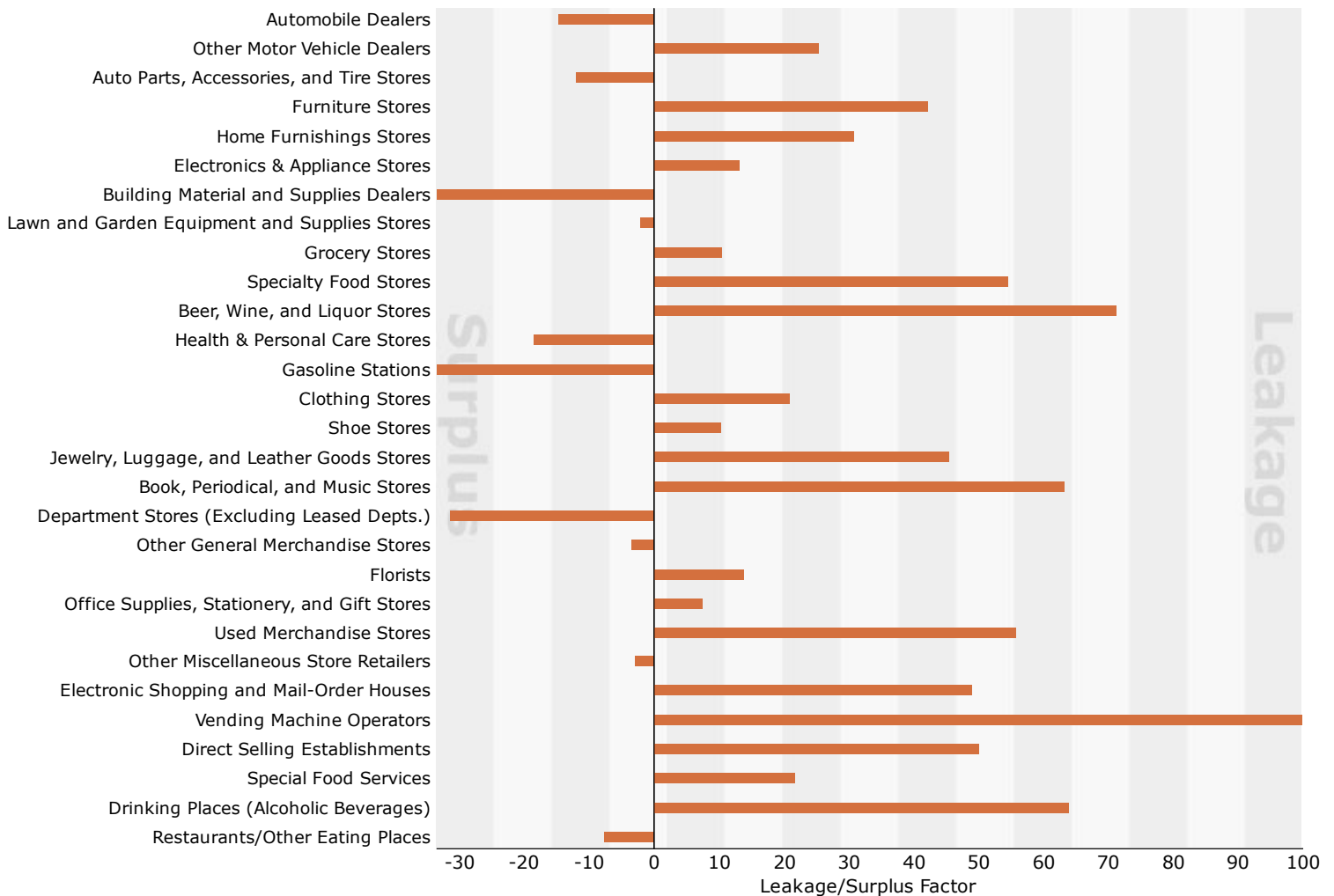
I-35E & FM 664/Ovilla Road
 FM-664, Red Oak, Texas, 75154
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 32.53179
 Longitude: -96.82211

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.