



2015 Retail MarketPlace Forecast

TXDallas2ndAVE51015
5311 2nd Ave, Dallas, TX, 75210,
Drive Time: 1 minute

Prepared by George Alexander

Latitude: 32.757641
Longitude: -96.740707

Summary Demographics						
2015 Population						0
2015 Households						0
2015 Per Capita Income						\$0
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	\$0	\$0	0	0.0	0
Total Retail Trade	44-45	\$0	\$0	0	0.0	0
Total Food & Drink	722	\$0	\$0	0	0.0	0
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$0	\$0	0	0.0	0
Automobile Dealers	4411	\$0	\$0	0	0.0	0
Other Motor Vehicle Dealers	4412	\$0	\$0	0	0.0	0
Auto Parts, Accessories & Tire Stores	4413	\$0	\$0	0	0.0	0
Furniture & Home Furnishings Stores	442	\$0	\$0	0	0.0	0
Furniture Stores	4421	\$0	\$0	0	0.0	0
Home Furnishings Stores	4422	\$0	\$0	0	0.0	0
Electronics & Appliance Stores	4431	\$0	\$0	0	0.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$0	\$0	0	0.0	0
Bldg Material & Supplies Dealers	4441	\$0	\$0	0	0.0	0
Lawn & Garden Equip & Supply Stores	4442	\$0	\$0	0	0.0	0
Food & Beverage Stores	445	\$0	\$0	0	0.0	0
Grocery Stores	4451	\$0	\$0	0	0.0	0
Specialty Food Stores	4452	\$0	\$0	0	0.0	0
Beer, Wine & Liquor Stores	4453	\$0	\$0	0	0.0	0
Health & Personal Care Stores	446,4461	\$0	\$0	0	0.0	0
Gasoline Stations	447,4471	\$0	\$0	0	0.0	0
Clothing & Clothing Accessories Stores	448	\$0	\$0	0	0.0	0
Clothing Stores	4481	\$0	\$0	0	0.0	0
Shoe Stores	4482	\$0	\$0	0	0.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$0	\$0	0	0.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$0	\$0	0	0.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$0	\$0	0	0.0	0
Book, Periodical & Music Stores	4512	\$0	\$0	0	0.0	0
General Merchandise Stores	452	\$0	\$0	0	0.0	0
Department Stores Excluding Leased Depts.	4521	\$0	\$0	0	0.0	0
Other General Merchandise Stores	4529	\$0	\$0	0	0.0	0
Miscellaneous Store Retailers	453	\$0	\$0	0	0.0	0
Florists	4531	\$0	\$0	0	0.0	0
Office Supplies, Stationery & Gift Stores	4532	\$0	\$0	0	0.0	0
Used Merchandise Stores	4533	\$0	\$0	0	0.0	0
Other Miscellaneous Store Retailers	4539	\$0	\$0	0	0.0	0
Nonstore Retailers	454	\$0	\$0	0	0.0	0
Electronic Shopping & Mail-Order Houses	4541	\$0	\$0	0	0.0	0
Vending Machine Operators	4542	\$0	\$0	0	0.0	0
Direct Selling Establishments	4543	\$0	\$0	0	0.0	0
Food Services & Drinking Places	722	\$0	\$0	0	0.0	0
Full-Service Restaurants	7221	\$0	\$0	0	0.0	0
Limited-Service Eating Places	7222	\$0	\$0	0	0.0	0
Special Food Services	7223	\$0	\$0	0	0.0	0
Drinking Places - Alcoholic Beverages	7224	\$0	\$0	0	0.0	0

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. The vintage of the Retail MarketPlace data on this report is 2015.

Source: Esri and Infogroup

November 02, 2011

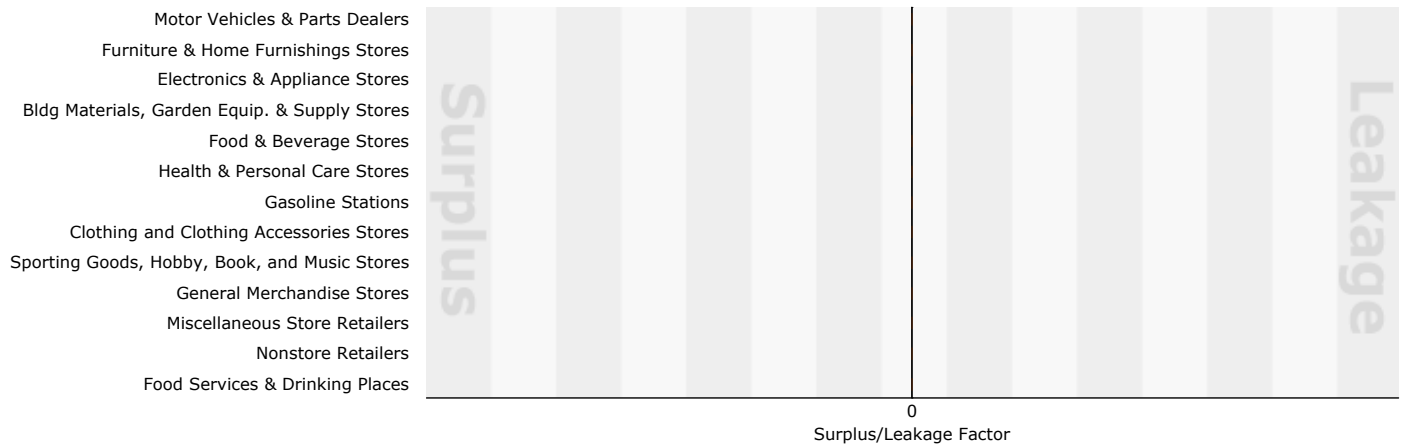


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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





2015 Retail MarketPlace Forecast

TXDallas2ndAVE51015
5311 2nd Ave, Dallas, TX, 75210,
Drive Time: 3 minutes

Prepared by George Alexander
Latitude: 32.757641
Longitude: -96.740707

Summary Demographics

2015 Population	6,013
2015 Households	2,177
2015 Per Capita Income	\$13,230

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	\$30,763,053	\$51,511,933	-20,748,880	-25.2	49
Total Retail Trade	44-45	\$26,243,555	\$49,402,720	-23,159,165	-30.6	38
Total Food & Drink	722	\$4,519,498	\$2,109,214	2,410,285	36.4	11
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,111,436	\$0	6,111,436	100.0	0
Automobile Dealers	4411	\$5,304,978	\$0	5,304,978	100.0	0
Other Motor Vehicle Dealers	4412	\$368,719	\$0	368,719	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$437,739	\$0	437,739	100.0	0
Furniture & Home Furnishings Stores	442	\$940,981	\$532,509	408,473	27.7	2
Furniture Stores	4421	\$565,889	\$0	565,889	100.0	0
Home Furnishings Stores	4422	\$375,092	\$532,509	-157,416	-17.3	2
Electronics & Appliance Stores	4431	\$1,042,974	\$573,372	469,602	29.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$910,614	\$268,163	642,451	54.5	2
Bldg Material & Supplies Dealers	4441	\$838,417	\$268,163	570,254	51.5	2
Lawn & Garden Equip & Supply Stores	4442	\$72,197	\$0	72,197	100.0	0
Food & Beverage Stores	445	\$5,694,048	\$32,742,416	-27,048,368	-70.4	17
Grocery Stores	4451	\$5,326,836	\$30,997,221	-25,670,385	-70.7	13
Specialty Food Stores	4452	\$180,358	\$186,387	-6,029	-1.6	1
Beer, Wine & Liquor Stores	4453	\$186,855	\$1,558,808	-1,371,954	-78.6	3
Health & Personal Care Stores	446,4461	\$796,848	\$382,259	414,589	35.2	2
Gasoline Stations	447,4471	\$4,874,158	\$4,577,083	297,075	3.1	1
Clothing & Clothing Accessories Stores	448	\$1,145,571	\$2,311,192	-1,165,621	-33.7	6
Clothing Stores	4481	\$908,205	\$2,311,192	-1,402,987	-43.6	6
Shoe Stores	4482	\$119,873	\$0	119,873	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$117,493	\$0	117,493	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$315,139	\$0	315,139	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$166,632	\$0	166,632	100.0	0
Book, Periodical & Music Stores	4512	\$148,507	\$0	148,507	100.0	0
General Merchandise Stores	452	\$3,394,911	\$7,635,835	-4,240,924	-38.4	2
Department Stores Excluding Leased Depts.	4521	\$1,219,154	\$0	1,219,154	100.0	0
Other General Merchandise Stores	4529	\$2,175,757	\$7,635,835	-5,460,077	-55.6	2
Miscellaneous Store Retailers	453	\$419,615	\$379,891	39,724	5.0	4
Florists	4531	\$49,763	\$14,928	34,834	53.8	0
Office Supplies, Stationery & Gift Stores	4532	\$155,466	\$0	155,466	100.0	0
Used Merchandise Stores	4533	\$32,918	\$333,923	-301,005	-82.1	3
Other Miscellaneous Store Retailers	4539	\$181,468	\$31,040	150,429	70.8	0
Nonstore Retailers	454	\$597,259	\$0	597,259	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$298,784	\$0	298,784	100.0	0
Vending Machine Operators	4542	\$108,125	\$0	108,125	100.0	0
Direct Selling Establishments	4543	\$190,350	\$0	190,350	100.0	0
Food Services & Drinking Places	722	\$4,519,498	\$2,109,214	2,410,285	36.4	11
Full-Service Restaurants	7221	\$1,911,357	\$1,467,276	444,081	13.1	8
Limited-Service Eating Places	7222	\$2,121,719	\$590,415	1,531,304	56.5	2
Special Food Services	7223	\$385,851	\$0	385,851	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$100,571	\$51,523	49,048	32.2	1

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. The vintage of the Retail MarketPlace data on this report is 2015.

Source: Esri and Infogroup

November 02, 2011



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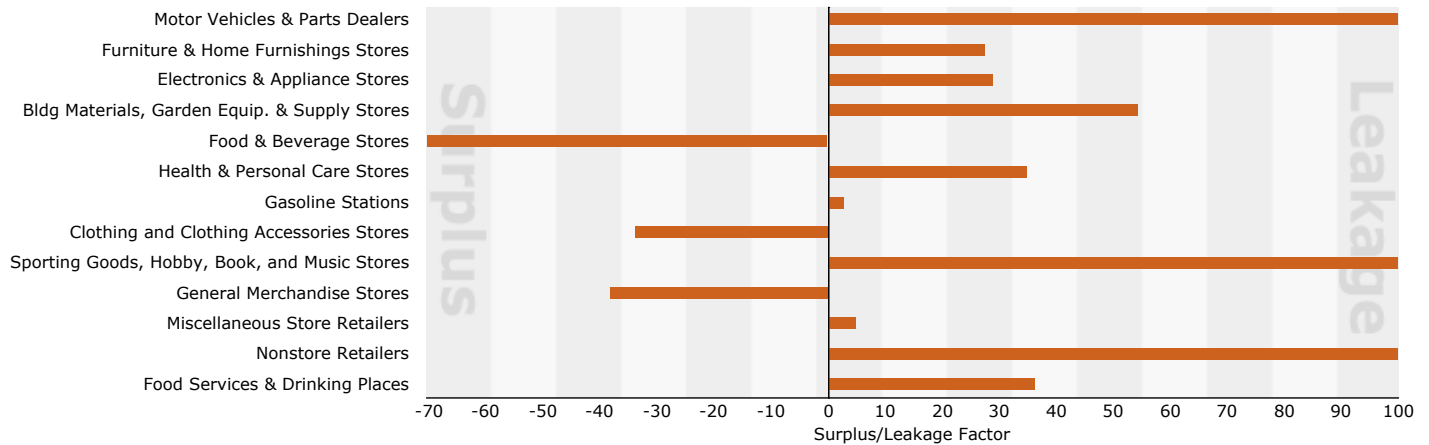
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5311 2nd Ave, Dallas, TX, 75210,
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





2015 Retail MarketPlace Forecast

TXDallas2ndAVE51015
5311 2nd Ave, Dallas, TX, 75210,
Drive Time: 5 minutes

Prepared by George Alexander
Latitude: 32.757641
Longitude: -96.740707

Summary Demographics						
2015 Population						27,041
2015 Households						9,744
2015 Per Capita Income						\$13,136
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	\$136,671,293	\$198,158,072	-61,486,779	-18.4	160
Total Retail Trade	44-45	\$116,736,773	\$182,589,830	-65,853,058	-22.0	117
Total Food & Drink	722	\$19,934,520	\$15,568,242	4,366,279	12.3	43
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$27,241,234	\$35,616,574	-8,375,341	-13.3	19
Automobile Dealers	4411	\$23,636,765	\$34,495,761	-10,858,996	-18.7	17
Other Motor Vehicle Dealers	4412	\$1,663,592	\$0	1,663,592	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,940,877	\$1,120,814	820,063	26.8	2
Furniture & Home Furnishings Stores	442	\$4,184,288	\$911,629	3,272,659	64.2	2
Furniture Stores	4421	\$2,520,625	\$275,301	2,245,324	80.3	0
Home Furnishings Stores	4422	\$1,663,663	\$636,328	1,027,335	44.7	2
Electronics & Appliance Stores	4431	\$4,635,362	\$645,400	3,989,962	75.6	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,079,087	\$1,065,125	3,013,961	58.6	5
Bldg Material & Supplies Dealers	4441	\$3,756,008	\$1,065,125	2,690,882	55.8	5
Lawn & Garden Equip & Supply Stores	4442	\$323,079	\$0	323,079	100.0	0
Food & Beverage Stores	445	\$25,283,225	\$104,513,109	-79,229,884	-61.0	52
Grocery Stores	4451	\$23,659,225	\$98,197,175	-74,537,950	-61.2	37
Specialty Food Stores	4452	\$800,303	\$469,478	330,824	26.1	3
Beer, Wine & Liquor Stores	4453	\$823,697	\$5,846,456	-5,022,758	-75.3	13
Health & Personal Care Stores	446,4461	\$3,555,048	\$3,703,748	-148,699	-2.0	5
Gasoline Stations	447,4471	\$21,696,765	\$16,615,595	5,081,170	13.3	3
Clothing & Clothing Accessories Stores	448	\$5,062,453	\$2,913,390	2,149,063	26.9	9
Clothing Stores	4481	\$4,010,710	\$2,709,410	1,301,299	19.4	8
Shoe Stores	4482	\$531,132	\$0	531,132	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$520,612	\$203,980	316,633	43.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,395,052	\$109,664	1,285,387	85.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$738,669	\$105,687	632,981	75.0	1
Book, Periodical & Music Stores	4512	\$656,383	\$3,977	652,406	98.8	0
General Merchandise Stores	452	\$15,074,404	\$13,482,935	1,591,470	5.6	4
Department Stores Excluding Leased Depts.	4521	\$5,407,011	\$0	5,407,011	100.0	0
Other General Merchandise Stores	4529	\$9,667,393	\$13,482,935	-3,815,542	-16.5	4
Miscellaneous Store Retailers	453	\$1,869,855	\$2,737,303	-867,448	-18.8	12
Florists	4531	\$222,766	\$40,457	182,309	69.3	1
Office Supplies, Stationery & Gift Stores	4532	\$691,376	\$148,214	543,162	64.7	1
Used Merchandise Stores	4533	\$145,616	\$495,973	-350,358	-54.6	4
Other Miscellaneous Store Retailers	4539	\$810,097	\$2,052,659	-1,242,562	-43.4	6
Nonstore Retailers	454	\$2,659,999	\$275,358	2,384,641	81.2	1
Electronic Shopping & Mail-Order Houses	4541	\$1,326,296	\$0	1,326,296	100.0	0
Vending Machine Operators	4542	\$479,523	\$22,560	456,963	91.0	0
Direct Selling Establishments	4543	\$854,180	\$252,798	601,382	54.3	1
Food Services & Drinking Places	722	\$19,934,520	\$15,568,242	4,366,279	12.3	43
Full-Service Restaurants	7221	\$8,424,946	\$5,228,050	3,196,896	23.4	21
Limited-Service Eating Places	7222	\$9,366,513	\$5,698,431	3,668,082	24.3	9
Special Food Services	7223	\$1,702,851	\$3,315,875	-1,613,025	-32.1	3
Drinking Places - Alcoholic Beverages	7224	\$440,211	\$1,325,885	-885,675	-50.1	10

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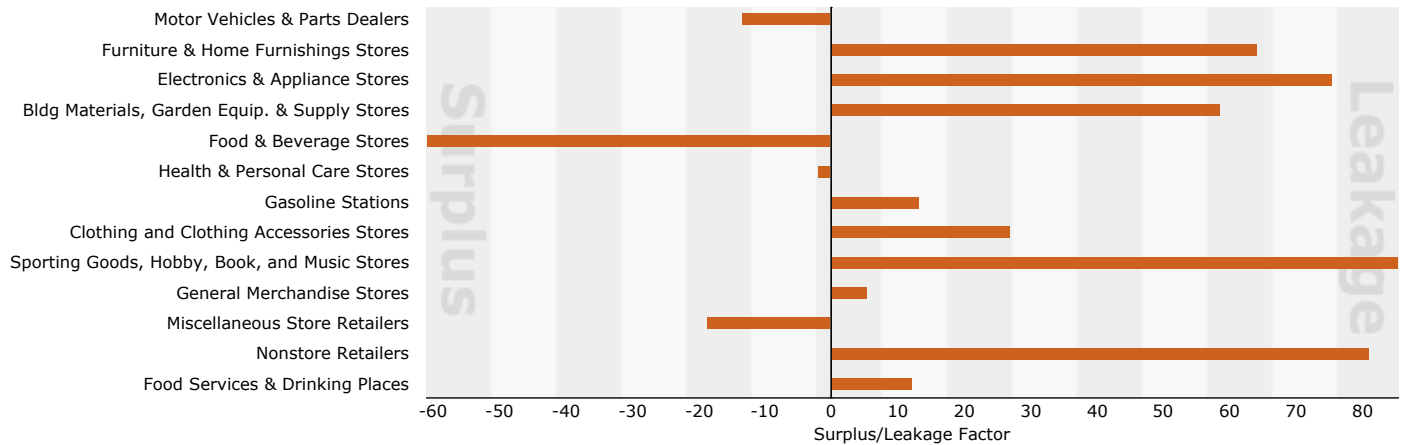
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

