



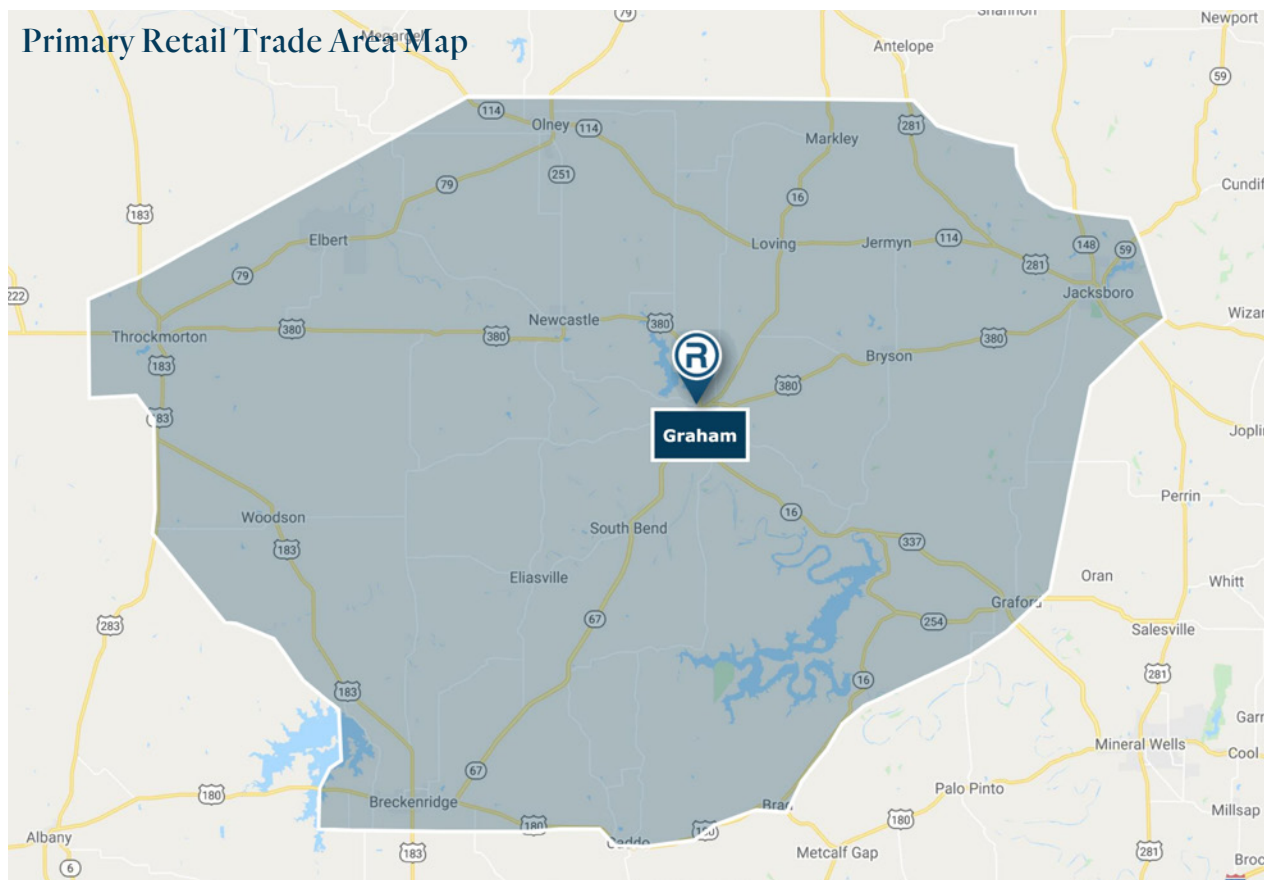
GRAHAM, TEXAS



Primary Retail Trade Area Gap/Opportunity Analysis



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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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Graham, Texas

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
44, 45, 722	Total retail trade including food and drinking places	\$576,044,115	\$206,467,099	\$369,577,016	0.36
441	Motor vehicle and parts dealers	\$140,215,090	\$25,905,922	\$114,309,168	0.18
4411	Automobile dealers	\$122,203,333	\$15,935,171	\$106,268,162	0.13
4412	Other motor vehicle dealers	\$8,177,771	\$4,976,081	\$3,201,690	0.61
4413	Automotive parts, accessories, and tire stores	\$9,833,986	\$4,994,670	\$4,839,316	0.51
442	Furniture and home furnishings stores	\$11,996,749	\$4,057,132	\$7,939,617	0.34
4421	Furniture stores	\$6,644,859	\$2,397,311	\$4,247,548	0.36
4422	Home furnishings stores	\$5,351,890	\$1,659,821	\$3,692,069	0.31
443	Electronics and appliance stores	\$9,131,557	\$3,529,358	\$5,602,199	0.39
443141	Household appliance stores	\$1,250,966	\$2,215,195	-\$964,229	1.77
443142	Electronics stores	\$7,880,591	\$1,314,163	\$6,566,428	0.17
444	Building material and garden equipment and supplies dealers	\$34,857,371	\$13,759,984	\$21,097,387	0.39
4441	Building material and supplies dealers	\$31,070,732	\$5,776,822	\$25,293,910	0.19
44411	Home centers	\$16,155,577	\$2,786,464	\$13,369,113	0.17
44412	Paint and wallpaper stores	\$1,387,705	\$0	\$1,387,705	0.00
44413	Hardware stores	\$2,578,167	\$771,553	\$1,806,614	0.30
44419	Other building material dealers	\$10,949,283	\$2,218,805	\$8,730,478	0.20
4442	Lawn and garden equipment and supplies stores	\$3,786,639	\$7,983,162	-\$4,196,523	2.11
44421	Outdoor power equipment stores	\$416,033	\$0	\$416,033	0.00
44422	Nursery, garden center, and farm supply stores	\$3,370,606	\$7,983,162	-\$4,612,556	2.37
445	Food and beverage stores	\$68,276,382	\$22,540,629	\$45,735,753	0.33
4451	Grocery stores	\$62,175,437	\$21,757,964	\$40,417,473	0.35
44511	Supermarkets and other grocery (except convenience) stores	\$59,603,074	\$20,576,761	\$39,026,313	0.35
44512	Convenience stores	\$2,572,363	\$1,181,203	\$1,391,160	0.46
4452	Specialty food stores	\$1,859,467	\$0	\$1,859,467	0.00
4453	Beer, wine, and liquor stores	\$4,241,477	\$782,665	\$3,458,812	0.18
446	Health and personal care stores	\$29,182,549	\$7,122,546	\$22,060,003	0.24
44611	Pharmacies and drug stores	\$23,456,329	\$6,487,102	\$16,969,227	0.28
44612	Cosmetics, beauty supplies, and perfume stores	\$2,213,765	\$0	\$2,213,765	0.00
44613	Optical goods stores	\$1,192,804	\$635,444	\$557,360	0.53
44619	Other health and personal care stores	\$2,319,651	\$0	\$2,319,651	0.00
447	Gasoline stations	\$54,029,946	\$22,885,885	\$31,144,061	0.42
448	Clothing and clothing accessories stores	\$26,140,783	\$7,422,151	\$18,718,632	0.28
4481	Clothing stores	\$18,491,263	\$5,390,034	\$13,101,229	0.29
44811	Men's clothing stores	\$835,252	\$0	\$835,252	0.00
44812	Women's clothing stores	\$3,737,140	\$1,437,293	\$2,299,847	0.38
44813	Children's and infants' clothing stores	\$798,042	\$97,890	\$700,152	0.12
44814	Family clothing stores	\$11,193,909	\$3,854,851	\$7,339,058	0.34
44815	Clothing accessories stores	\$759,672	\$0	\$759,672	0.00
44819	Other clothing stores	\$1,167,248	\$0	\$1,167,248	0.00
4482	Shoe stores	\$4,262,244	\$865,949	\$3,396,295	0.20
4483	Jewelry, luggage, and leather goods stores	\$3,387,276	\$1,166,168	\$2,221,108	0.34
44831	Jewelry stores	\$2,992,864	\$1,166,168	\$1,826,696	0.39
44832	Luggage and leather goods stores	\$394,412	\$0	\$394,412	0.00

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NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
451	Sporting goods, hobby, musical instrument, and book stores	\$7,743,636	\$997,640	\$6,745,996	0.13
4511	Sporting goods, hobby, and musical instrument stores	\$6,887,294	\$997,640	\$5,889,654	0.14
45111	Sporting goods stores	\$4,616,152	\$997,640	\$3,618,512	0.22
45112	Hobby, toy, and game stores	\$1,511,146	\$0	\$1,511,146	0.00
45113	Sewing, needlework, and piece goods stores	\$297,193	\$0	\$297,193	0.00
45114	Musical instrument and supplies stores	\$462,804	\$0	\$462,804	0.00
4512	Book stores and news dealers	\$856,343	\$0	\$856,343	0.00
452	General merchandise stores	\$69,180,355	\$63,701,824	\$5,478,531	0.92
4522	Department stores	\$10,013,965	\$0	\$10,013,965	0.00
4523	Other general merchandise stores	\$59,166,390	\$63,701,824	-\$4,535,434	1.08
453	Miscellaneous store retailers	\$8,796,745	\$2,064,435	\$6,732,310	0.23
4531	Florists	\$578,842	\$376,807	\$202,035	0.65
4532	Office supplies, stationery, and gift stores	\$2,174,619	\$0	\$2,174,619	0.00
45321	Office supplies and stationery stores	\$895,562	\$0	\$895,562	0.00
45322	Gift, novelty, and souvenir stores	\$1,279,056	\$0	\$1,279,056	0.00
4533	Used merchandise stores	\$1,671,916	\$0	\$1,671,916	0.00
4539	Other miscellaneous store retailers	\$4,371,369	\$1,687,628	\$2,683,741	0.39
45391	Pet and pet supplies stores	\$2,026,324	\$0	\$2,026,324	0.00
45399	All other miscellaneous store retailers	\$2,345,045	\$1,687,628	\$657,417	0.72
454	Non-store retailers	\$47,084,255	\$2,634,331	\$44,449,924	0.06
722	Food services and drinking places	\$69,408,697	\$29,845,262	\$39,563,435	0.43
7223	Special food services	\$4,382,910	\$0	\$4,382,910	0.00
7224	Drinking places (alcoholic beverages)	\$3,050,236	\$0	\$3,050,236	0.00
7225	Restaurants and other eating places	\$61,975,551	\$29,845,262	\$32,130,289	0.48
722511	Full-service restaurants	\$26,681,916	\$10,404,444	\$16,277,472	0.39
722513	Limited-service restaurants	\$30,954,709	\$19,440,818	\$11,513,891	0.63
722514	Cafeterias, grill buffets, and buffets	\$1,443,863	\$0	\$1,443,863	0.00
722515	Snack and nonalcoholic beverage bars	\$2,895,063	\$0	\$2,895,063	0.00

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2025 Projection	37,903	
2020 Estimate	37,113	
2010 Census	37,325	
2000 Census	36,800	
Growth 2020 - 2025		2.13%
Growth 2010 - 2020		-0.57%
Growth 2000 - 2010		1.43%
2020 Est. Population by Single-Classification Race	37,113	
White Alone	31,714	85.45%
Black or African American Alone	799	2.15%
Amer. Indian and Alaska Native Alone	342	0.92%
Asian Alone	197	0.53%
Native Hawaiian and Other Pacific Island Alone	17	0.05%
Some Other Race Alone	3,199	8.62%
Two or More Races	844	2.27%
2020 Est. Population by Hispanic or Latino Origin	37,113	
Not Hispanic or Latino	29,308	78.97%
Hispanic or Latino	7,805	21.03%
Mexican	6,685	85.65%
Puerto Rican	48	0.62%
Cuban	5	0.06%
All Other Hispanic or Latino	1,066	13.66%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	7,805	
White Alone	4,077	52.24%
Black or African American Alone	26	0.33%
American Indian and Alaska Native Alone	104	1.33%
Asian Alone	13	0.17%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	3,190	40.87%
Two or More Races	394	5.05%
2020 Est. Pop by Race, Asian Alone, by Category	197	
Chinese, except Taiwanese	43	21.83%
Filipino	24	12.18%
Japanese	9	4.57%
Asian Indian	18	9.14%
Korean	11	5.58%
Vietnamese	37	18.78%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	41	20.81%
All Other Asian Races Including 2+ Category	14	7.11%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	37,113	
Arab	17	0.05%
Czech	111	0.30%
Danish	6	0.02%
Dutch	498	1.34%
English	2,758	7.43%
French (except Basque)	436	1.18%
French Canadian	54	0.15%
German	2,623	7.07%
Greek	28	0.08%
Hungarian	27	0.07%
Irish	3,072	8.28%
Italian	183	0.49%
Lithuanian	0	0.00%
United States or American	3,894	10.49%
Norwegian	43	0.12%
Polish	85	0.23%
Portuguese	18	0.05%
Russian	13	0.04%
Scottish	475	1.28%
Scotch-Irish	633	1.71%
Slovak	7	0.02%
Subsaharan African	2	0.01%
Swedish	63	0.17%
Swiss	14	0.04%
Ukrainian	0	0.00%
Welsh	147	0.40%
West Indian (except Hisp. groups)	71	0.19%
Other ancestries	9,005	24.26%
Ancestry Unclassified	12,829	34.57%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	28,803	82.40%
Speak Asian/Pacific Island Language at Home	382	1.09%
Speak IndoEuropean Language at Home	189	0.54%
Speak Spanish at Home	5,577	15.95%
Speak Other Language at Home	4	0.01%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	37,113	
Age 0 - 4	2,157	5.81%
Age 5 - 9	2,265	6.10%
Age 10 - 14	2,409	6.49%
Age 15 - 17	1,504	4.05%
Age 18 - 20	1,392	3.75%
Age 21 - 24	1,923	5.18%
Age 25 - 34	4,391	11.83%
Age 35 - 44	4,156	11.20%
Age 45 - 54	4,261	11.48%
Age 55 - 64	4,991	13.45%
Age 65 - 74	4,361	11.75%
Age 75 - 84	2,357	6.35%
Age 85 and over	945	2.55%
Age 16 and over	29,788	80.26%
Age 18 and over	28,777	77.54%
Age 21 and over	27,385	73.79%
Age 65 and over	7,663	20.65%
2020 Est. Median Age		41.04
2020 Est. Average Age		41.37
2020 Est. Population by Sex	37,113	
Male	19,065	51.37%
Female	18,048	48.63%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	19,065	
Age 0 - 4	1,112	5.83%
Age 5 - 9	1,169	6.13%
Age 10 - 14	1,224	6.42%
Age 15 - 17	786	4.12%
Age 18 - 20	773	4.06%
Age 21 - 24	1,142	5.99%
Age 25 - 34	2,442	12.81%
Age 35 - 44	2,184	11.46%
Age 45 - 54	2,188	11.48%
Age 55 - 64	2,521	13.22%
Age 65 - 74	2,112	11.08%
Age 75 - 84	1,075	5.64%
Age 85 and over	338	1.77%
2020 Est. Median Age, Male		38.97
2020 Est. Average Age, Male		40.23
2020 Est. Female Population by Age	18,048	
Age 0 - 4	1,046	5.80%
Age 5 - 9	1,096	6.07%
Age 10 - 14	1,185	6.57%
Age 15 - 17	719	3.98%
Age 18 - 20	619	3.43%
Age 21 - 24	781	4.33%
Age 25 - 34	1,949	10.80%
Age 35 - 44	1,973	10.93%
Age 45 - 54	2,072	11.48%
Age 55 - 64	2,470	13.69%
Age 65 - 74	2,249	12.46%
Age 75 - 84	1,282	7.10%
Age 85 and over	607	3.36%
2020 Est. Median Age, Female		43.28
2020 Est. Average Age, Female		42.84

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,169	23.67%
Males, Never Married	4,394	14.51%
Females, Never Married	2,776	9.17%
Married, Spouse present	16,063	53.05%
Married, Spouse absent	1,520	5.02%
Widowed	2,314	7.64%
Males Widowed	635	2.10%
Females Widowed	1,679	5.55%
Divorced	3,214	10.61%
Males Divorced	1,524	5.03%
Females Divorced	1,690	5.58%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,622	6.4%
Some High School, no diploma	3,374	13.3%
High School Graduate (or GED)	8,990	35.3%
Some College, no degree	5,765	22.6%
Associate Degree	1,216	4.8%
Bachelor's Degree	3,008	11.8%
Master's Degree	1,167	4.6%
Professional School Degree	192	0.8%
Doctorate Degree	127	0.5%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,862	47.70%
High School Graduate	1,309	33.53%
Some College or Associate's Degree	510	13.06%
Bachelor's Degree or Higher	223	5.71%
Households		
2025 Projection	14,442	
2020 Estimate	14,149	
2010 Census	14,306	
2000 Census	14,179	
Growth 2020 - 2025		2.07%
Growth 2010 - 2020		-1.10%
Growth 2000 - 2010		0.90%
2020 Est. Households by Household Type	14,149	
Family Households	9,863	69.71%
Nonfamily Households	4,286	30.29%
2020 Est. Group Quarters Population	1,775	
2020 Households by Ethnicity, Hispanic/Latino	1,952	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	14,149	
Income < \$15,000	1,771	12.52%
Income \$15,000 - \$24,999	1,632	11.53%
Income \$25,000 - \$34,999	1,690	11.94%
Income \$35,000 - \$49,999	2,193	15.50%
Income \$50,000 - \$74,999	2,481	17.54%
Income \$75,000 - \$99,999	1,500	10.60%
Income \$100,000 - \$124,999	1,124	7.94%
Income \$125,000 - \$149,999	789	5.58%
Income \$150,000 - \$199,999	530	3.75%
Income \$200,000 - \$249,999	188	1.33%
Income \$250,000 - \$499,999	187	1.32%
Income \$500,000+	63	0.45%
2020 Est. Average Household Income		\$66,713
2020 Est. Median Household Income		\$48,386
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$49,910
Black or African American Alone		\$32,266
American Indian and Alaska Native Alone		\$30,032
Asian Alone		\$42,722
Native Hawaiian and Other Pacific Islander Alone		\$38,788
Some Other Race Alone		\$41,083
Two or More Races		\$31,705
Hispanic or Latino		\$40,496
Not Hispanic or Latino		\$50,906
2020 Est. Family HH Type by Presence of Own Child.	9,863	
Married-Couple Family, own children	2,701	27.39%
Married-Couple Family, no own children	4,999	50.68%
Male Householder, own children	338	3.43%
Male Householder, no own children	330	3.35%
Female Householder, own children	797	8.08%
Female Householder, no own children	699	7.09%
2020 Est. Households by Household Size	14,149	
1-person	3,794	26.82%
2-person	5,221	36.90%
3-person	2,095	14.81%
4-person	1,627	11.50%
5-person	846	5.98%
6-person	349	2.47%
7-or-more-person	217	1.53%
2020 Est. Average Household Size		2.48

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	14,149	
Households with 1 or More People under Age 18:	4,454	31.48%
Married-Couple Family	3,007	67.51%
Other Family, Male Householder	410	9.21%
Other Family, Female Householder	1,003	22.52%
Nonfamily, Male Householder	27	0.61%
Nonfamily, Female Householder	7	0.16%
Households with No People under Age 18:	9,695	68.52%
Married-Couple Family	4,701	48.49%
Other Family, Male Householder	258	2.66%
Other Family, Female Householder	488	5.03%
Nonfamily, Male Householder	1,946	20.07%
Nonfamily, Female Householder	2,304	23.77%
2020 Est. Households by Number of Vehicles	14,149	
No Vehicles	774	5.47%
1 Vehicle	4,661	32.94%
2 Vehicles	5,836	41.25%
3 Vehicles	2,167	15.32%
4 Vehicles	574	4.06%
5 or more Vehicles	138	0.98%
2020 Est. Average Number of Vehicles		1.84
Family Households		
2025 Projection	10,069	
2020 Estimate	9,863	
2010 Census	9,967	
2000 Census	9,978	
Growth 2020 - 2025		2.09%
Growth 2010 - 2020		-1.04%
Growth 2000 - 2010		-0.11%

2020 Est. Families by Poverty Status	9,863	
2020 Families at or Above Poverty	8,614	87.34%
2020 Families at or Above Poverty with Children	3,372	34.19%
2020 Families Below Poverty	1,249	12.66%
2020 Families Below Poverty with Children	972	9.86%
2020 Est. Pop 16+ by Employment Status	29,789	
Civilian Labor Force, Employed	15,965	53.60%
Civilian Labor Force, Unemployed	715	2.40%
Armed Forces	10	0.03%
Not in Labor Force	13,099	43.97%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	15,611	
For-Profit Private Workers	9,846	63.07%
Non-Profit Private Workers	865	5.54%
Local Government Workers	140	0.90%
State Government Workers	916	5.87%
Federal Government Workers	1,386	8.88%
Self-Employed Workers	2,336	14.96%
Unpaid Family Workers	122	0.78%
2020 Est. Civ. Employed Pop 16+ by Occupation	15,611	
Architect/Engineer	281	1.80%
Arts/Entertainment/Sports	118	0.76%
Building Grounds Maintenance	696	4.46%
Business/Financial Operations	507	3.25%
Community/Social Services	300	1.92%
Computer/Mathematical	65	0.42%
Construction/Extraction	1,618	10.37%
Education/Training/Library	1,068	6.84%
Farming/Fishing/Forestry	197	1.26%
Food Prep/Serving	819	5.25%
Health Practitioner/Technician	537	3.44%
Healthcare Support	263	1.69%
Maintenance Repair	716	4.59%
Legal	53	0.34%
Life/Physical/Social Science	109	0.70%
Management	1,404	8.99%
Office/Admin. Support	2,093	13.41%
Production	1,047	6.71%
Protective Services	433	2.77%
Sales/Related	1,391	8.91%
Personal Care/Service	528	3.38%
Transportation/Moving	1,369	8.77%

2020 Est. Pop 16+ by Occupation Classification	15,611	
White Collar	7,926	50.77%
Blue Collar	4,749	30.42%
Service and Farm	2,936	18.81%
2020 Est. Workers Age 16+ by Transp. to Work	15,222	
Drove Alone	12,568	82.57%
Car Pooled	1,348	8.86%
Public Transportation	22	0.15%
Walked	199	1.31%
Bicycle	24	0.16%
Other Means	267	1.75%
Worked at Home	793	5.21%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,488	
15 - 29 Minutes	2,865	
30 - 44 Minutes	1,655	
45 - 59 Minutes	601	
60 or more Minutes	824	
2020 Est. Avg Travel Time to Work in Minutes		20
2020 Est. Occupied Housing Units by Tenure	14,149	
Owner Occupied	10,436	73.76%
Renter Occupied	3,713	26.24%
2020 Owner Occ. HUs: Avg. Length of Residence		17.91
2020 Renter Occ. HUs: Avg. Length of Residence		7.03
2020 Est. Owner-Occupied Housing Units by Value	14,149	
Value Less than \$20,000	752	7.21%
Value \$20,000 - \$39,999	1,061	10.17%
Value \$40,000 - \$59,999	1,192	11.42%
Value \$60,000 - \$79,999	1,320	12.65%
Value \$80,000 - \$99,999	1,184	11.35%
Value \$100,000 - \$149,999	1,711	16.40%
Value \$150,000 - \$199,999	1,221	11.70%
Value \$200,000 - \$299,999	838	8.03%
Value \$300,000 - \$399,999	478	4.58%
Value \$400,000 - \$499,999	298	2.86%
Value \$500,000 - \$749,999	182	1.74%
Value \$750,000 - \$999,999	86	0.82%
Value \$1,000,000 or \$1,499,999	53	0.51%
Value \$1,500,000 or \$1,999,999	27	0.26%
Value \$2,000,000+	33	0.32%
2020 Est. Median All Owner-Occupied Housing Value		\$94,692

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	436	2.24%
Housing Units Built 2010 to 2014	446	2.29%
Housing Units Built 2000 to 2009	2,099	10.77%
Housing Units Built 1990 to 1999	1,721	8.83%
Housing Units Built 1980 to 1989	2,686	13.78%
Housing Units Built 1970 to 1979	3,105	15.93%
Housing Units Built 1960 to 1969	2,474	12.69%
Housing Units Built 1950 to 1959	3,259	16.72%
Housing Units Built 1940 to 1949	1,487	7.63%
Housing Unit Built 1939 or Earlier	1,775	9.11%
2020 Est. Median Year Structure Built		1973

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	15,185	77.92%
1 Unit Attached	221	1.13%
2 Units	310	1.59%
3 or 4 Units	270	1.39%
5 to 19 Units	552	2.83%
20 to 49 Units	173	0.89%
50 or More Units	0	0.00%
Mobile Home or Trailer	2,727	13.99%
Boat, RV, Van, etc.	51	0.26%



ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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