



City of
Leander

RETAIL GAP ANALYSIS

Primary Retail Trade Area

Leander, Texas

Prepared for
City of Leander
March 2013

 **TheRetailCoach®**

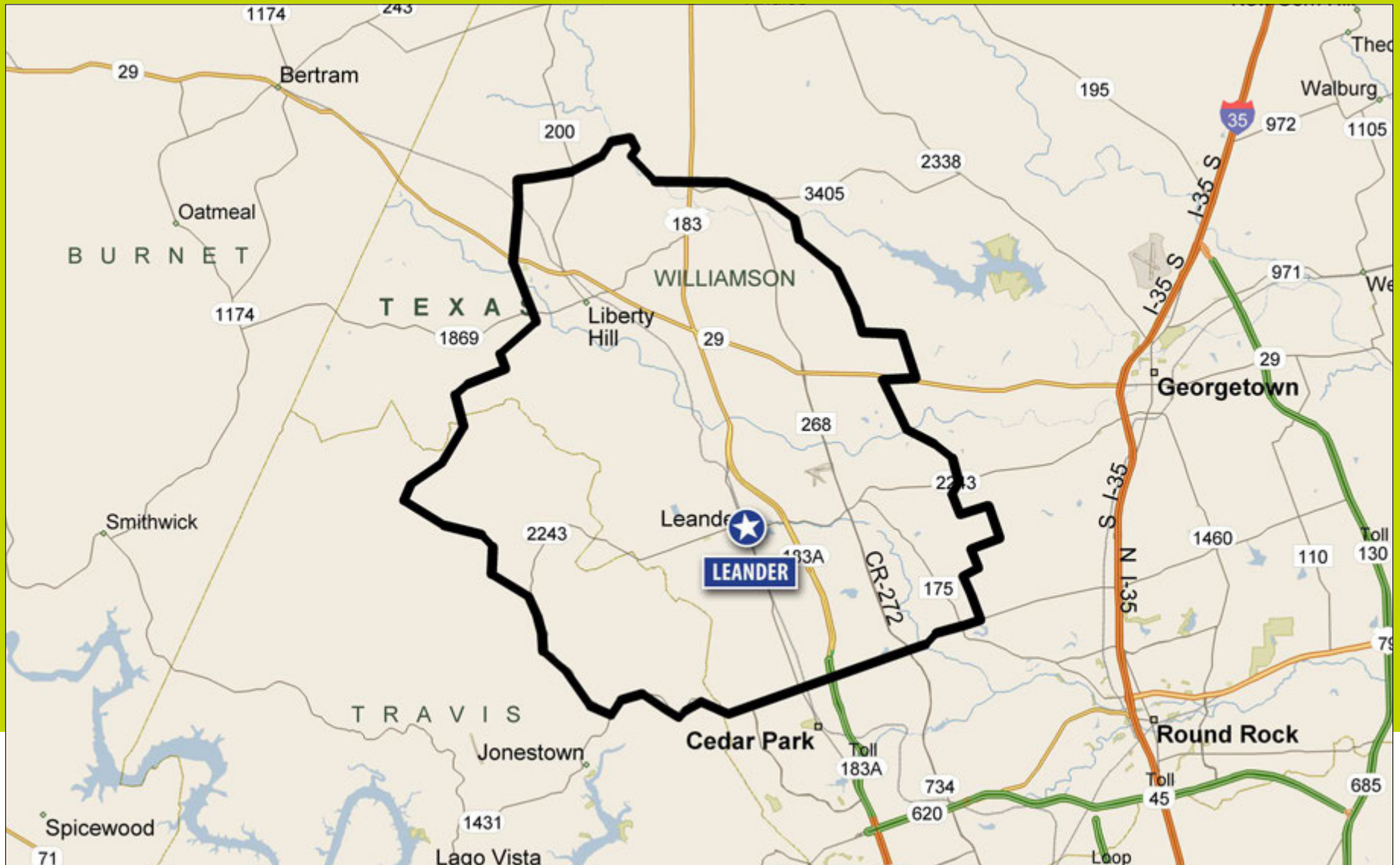
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PRIMARY RETAIL TRADE AREA MAP

Leander, Texas



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PRIMARY RETAIL TRADE AREA DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|---|---------|-------|
| Population | | |
| 2018 Projection | 82,566 | |
| 2013 Estimate | 71,528 | |
| 2010 Census | 63,949 | |
| 2000 Census | 30,320 | |
| | | |
| Growth 2013-2018 | 15.43% | |
| Growth 2010-2013 | 11.85% | |
| Growth 2000-2010 | 110.91% | |
| | | |
| 2013 Est. Pop by Single Race Class | 71,528 | |
| White Alone | 58,496 | 81.78 |
| Black or African American Alone | 3,004 | 4.20 |
| Amer. Indian and Alaska Native Alone | 476 | 0.67 |
| Asian Alone | 1,626 | 2.27 |
| Native Hawaiian and Other Pac. Isl. Alone | 61 | 0.09 |
| Some Other Race Alone | 5,277 | 7.38 |
| Two or More Races | 2,589 | 3.62 |
| | | |
| 2013 Est. Pop Hisp or Latino by Origin | 71,528 | |
| Not Hispanic or Latino | 55,528 | 77.63 |
| Hispanic or Latino: | 16,000 | 22.37 |
| Mexican | 13,157 | 82.23 |
| Puerto Rican | 821 | 5.13 |
| Cuban | 123 | 0.77 |
| All Other Hispanic or Latino | 1,898 | 11.86 |

| DESCRIPTION | DATA | % |
|--|--------|-------|
| 2013 Est. Hisp or Latino by Single Race Class | 16,000 | |
| White Alone | 9,307 | 58.17 |
| Black or African American Alone | 187 | 1.17 |
| American Indian and Alaska Native Alone | 193 | 1.21 |
| Asian Alone | 78 | 0.49 |
| Native Hawaiian and Other Pacific Islander Alone | 5 | 0.03 |
| Some Other Race Alone | 5,148 | 32.18 |
| Two or More Races | 1,082 | 6.76 |
| | | |
| 2013 Est. Pop. Asian Alone Race by Cat | 1,626 | |
| Chinese, except Taiwanese | 318 | 19.56 |
| Filipino | 197 | 12.12 |
| Japanese | 217 | 13.35 |
| Asian Indian | 355 | 21.83 |
| Korean | 37 | 2.28 |
| Vietnamese | 215 | 13.22 |
| Cambodian | 11 | 0.68 |
| Hmong | 0 | 0.00 |
| Laotian | 25 | 1.54 |
| Thai | 66 | 4.06 |
| All Other Asian Races Including 2+ Category | 185 | 11.38 |

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|------------------------------------|--------|-------|
| 2013 Est. Population by Ancestry | 71,528 | |
| Pop, Arab | 203 | 0.28 |
| Pop, Czech | 840 | 1.17 |
| Pop, Danish | 254 | 0.36 |
| Pop, Dutch | 406 | 0.57 |
| Pop, English | 4,824 | 6.74 |
| Pop, French (except Basque) | 1,078 | 1.51 |
| Pop, French Canadian | 844 | 1.18 |
| Pop, German | 11,891 | 16.62 |
| Pop, Greek | 47 | 0.07 |
| Pop, Hungarian | 195 | 0.27 |
| Pop, Irish | 5,138 | 7.18 |
| Pop, Italian | 1,879 | 2.63 |
| Pop, Lithuanian | 64 | 0.09 |
| Pop, United States or American | 3,698 | 5.17 |
| Pop, Norwegian | 889 | 1.24 |
| Pop, Polish | 1,136 | 1.59 |
| Pop, Portuguese | 36 | 0.05 |
| Pop, Russian | 97 | 0.14 |
| Pop, Scottish | 1,018 | 1.42 |
| Pop, Scotch-Irish | 1,049 | 1.47 |
| Pop, Slovak | 24 | 0.03 |
| Pop, Sub-Saharan African | 613 | 0.86 |
| Pop, Swedish | 491 | 0.69 |
| Pop, Swiss | 150 | 0.21 |
| Pop, Ukrainian | 5 | 0.01 |
| Pop, Welsh | 86 | 0.12 |
| Pop, West Indian (exc Hisp groups) | 149 | 0.21 |
| Pop, Other ancestries | 25,648 | 35.86 |
| Pop, Ancestry Unclassified | 8,777 | 12.27 |

| DESCRIPTION | DATA | % |
|---|--------|-------|
| 2013 Est. Pop Age 5+ by Language Spoken At Home | 65,559 | |
| Speak Only English at Home | 55,807 | 85.12 |
| Speak Asian/Pac. Isl. Lang. at Home | 547 | 0.83 |
| Speak IndoEuropean Language at Home | 1,019 | 1.55 |
| Speak Spanish at Home | 7,988 | 12.18 |
| Speak Other Language at Home | 198 | 0.30 |
| 2013 Est. Population by Sex | 71,528 | |
| Male | 35,376 | 49.46 |
| Female | 36,152 | 50.54 |
| 2013 Est. Population by Age | 71,528 | |
| Age 0 - 4 | 5,969 | 8.34 |
| Age 5 - 9 | 6,475 | 9.05 |
| Age 10 - 14 | 6,386 | 8.93 |
| Age 15 - 17 | 3,738 | 5.23 |
| Age 18 - 20 | 2,533 | 3.54 |
| Age 21 - 24 | 3,064 | 4.28 |
| Age 25 - 34 | 8,499 | 11.88 |
| Age 35 - 44 | 12,263 | 17.14 |
| Age 45 - 54 | 10,399 | 14.54 |
| Age 55 - 64 | 6,839 | 9.56 |
| Age 65 - 74 | 3,503 | 4.90 |
| Age 75 - 84 | 1,363 | 1.91 |
| Age 85 and over | 497 | 0.69 |
| Age 16 and over | 51,412 | 71.88 |
| Age 18 and over | 48,960 | 68.45 |
| Age 21 and over | 46,427 | 64.91 |
| Age 65 and over | 5,363 | 7.50 |
| 2013 Est. Median Age | 33.9 | |
| 2013 Est. Average Age | 33.50 | |

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|------------------------------------|--------|-------|
| 2013 Est. Male Population by Age | 35,376 | |
| Age 0 - 4 | 3,019 | 8.53 |
| Age 5 - 9 | 3,313 | 9.37 |
| Age 10 - 14 | 3,345 | 9.46 |
| Age 15 - 17 | 1,941 | 5.49 |
| Age 18 - 20 | 1,377 | 3.89 |
| Age 21 - 24 | 1,587 | 4.49 |
| Age 25 - 34 | 3,934 | 11.12 |
| Age 35 - 44 | 6,071 | 17.16 |
| Age 45 - 54 | 5,176 | 14.63 |
| Age 55 - 64 | 3,326 | 9.40 |
| Age 65 - 74 | 1,579 | 4.46 |
| Age 75 - 84 | 566 | 1.60 |
| Age 85 and over | 142 | 0.40 |
| 2013 Est. Median Age, Male | 32.9 | |
| 2013 Est. Average Age, Male | 32.70 | |
| 2013 Est. Female Population by Age | 36,152 | |
| Age 0 - 4 | 2,951 | 8.16 |
| Age 5 - 9 | 3,162 | 8.75 |
| Age 10 - 14 | 3,041 | 8.41 |
| Age 15 - 17 | 1,797 | 4.97 |
| Age 18 - 20 | 1,156 | 3.20 |
| Age 21 - 24 | 1,477 | 4.09 |
| Age 25 - 34 | 4,565 | 12.63 |
| Age 35 - 44 | 6,192 | 17.13 |
| Age 45 - 54 | 5,223 | 14.45 |
| Age 55 - 64 | 3,513 | 9.72 |
| Age 65 - 74 | 1,925 | 5.32 |
| Age 75 - 84 | 797 | 2.20 |
| Age 85 and over | 355 | 0.98 |

| DESCRIPTION | DATA | % |
|--|--------|-------|
| 2013 Est. Median Age, Female | 34.8 | |
| 2013 Est. Average Age, Female | 34.30 | |
| 2013 Est. Pop Age 15+ by Marital Status | 52,698 | |
| Total, Never Married | 11,652 | 22.11 |
| Males, Never Married | 6,441 | 12.22 |
| Females, Never Married | 5,211 | 9.89 |
| Married, Spouse present | 30,938 | 58.71 |
| Married, Spouse absent | 2,047 | 3.88 |
| Widowed | 1,469 | 2.79 |
| Males Widowed | 293 | 0.56 |
| Females Widowed | 1,177 | 2.23 |
| Divorced | 6,592 | 12.51 |
| Males Divorced | 2,531 | 4.80 |
| Females Divorced | 4,062 | 7.71 |
| 2013 Est. Pop. Age 25+ by Edu. Attainment | 43,363 | |
| Less than 9th grade | 1,300 | 3.00 |
| Some High School, no diploma | 1,884 | 4.34 |
| High School Graduate (or GED) | 10,818 | 24.95 |
| Some College, no degree | 12,338 | 28.45 |
| Associate Degree | 3,830 | 8.83 |
| Bachelor's Degree | 9,568 | 22.06 |
| Master's Degree | 2,831 | 6.53 |
| Professional School Degree | 443 | 1.02 |
| Doctorate Degree | 351 | 0.81 |
| 2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat | 7,831 | |
| CY Pop 25+, Hisp/Lat, Less Than High School Diploma | 1,927 | 24.61 |
| CY Pop 25+, Hisp/Lat, High School Graduate | 1,533 | 19.58 |
| CY Pop 25+, Hisp/Lat, Some College or Associate's Degree | 2,869 | 36.64 |
| CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher | 1,502 | 19.18 |

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS Leander, Texas

| DESCRIPTION | DATA | % |
|--|---------|-------|
| Households | | |
| 2018 Projection | 27,396 | |
| 2013 Estimate | 23,768 | |
| 2010 Census | 21,300 | |
| 2000 Census | 9,983 | |
| | | |
| Growth 2013-2018 | 15.26% | |
| Growth 2010-2013 | 11.59% | |
| Growth 2000-2010 | 113.36% | |
| | | |
| 2013 Est. Households by Household Type | 23,768 | |
| Family Households | 19,068 | 80.23 |
| Nonfamily Households | 4,700 | 19.77 |
| | | |
| 2013 Est. Group Quarters Population | 246 | |
| | | |
| 2013 HHs by Ethnicity, Hispanic/Latino | 3,917 | 16.48 |
| | | |
| 2013 Est. HHs by HH Income | 23,768 | |
| CY HHs, Inc Less Than \$15,000 | 1,347 | 5.67 |
| CY HHs, Inc \$15,000 - \$24,999 | 1,301 | 5.47 |
| CY HHs, Inc \$25,000 - \$34,999 | 1,478 | 6.22 |
| CY HHs, Inc \$35,000 - \$49,999 | 3,193 | 13.43 |
| CY HHs, Inc \$50,000 - \$74,999 | 5,732 | 24.12 |
| CY HHs, Inc \$75,000 - \$99,999 | 4,691 | 19.74 |
| CY HHs, Inc \$100,000 - \$124,999 | 2,705 | 11.38 |
| CY HHs, Inc \$125,000 - \$149,999 | 1,637 | 6.89 |
| CY HHs, Inc \$150,000 - \$199,999 | 962 | 4.05 |
| CY HHs, Inc \$200,000 - \$249,999 | 313 | 1.32 |
| CY HHs, Inc \$250,000 - \$499,999 | 350 | 1.47 |
| CY HHs, Inc \$500,000+ | 60 | 0.25 |

| DESCRIPTION | DATA | % |
|--|----------|-------|
| 2013 Est. Average Household Income | \$80,730 | |
| 2013 Est. Median Household Income | \$69,908 | |
| 2012 Est. Per Capita Income | \$24,565 | |
| | | |
| 2013 Median HH Inc by Single Race Class. or Ethn | | |
| White Alone | 70,874 | |
| Black or African American Alone | 76,340 | |
| American Indian and Alaska Native Alone | 67,421 | |
| Asian Alone | 70,859 | |
| Native Hawaiian and Other Pacific Islander Alone | 80,232 | |
| Some Other Race Alone | 48,489 | |
| Two or More Races | 82,220 | |
| Hispanic or Latino | 60,534 | |
| Not Hispanic or Latino | 72,105 | |
| | | |
| 2013 Est. Family HH Type, Presence Own Children | 19,068 | |
| Married-Couple Family, own children | 8,928 | 46.82 |
| Married-Couple Family, no own children | 6,336 | 33.23 |
| Male Householder, own children | 725 | 3.80 |
| Male Householder, no own children | 399 | 2.09 |
| Female Householder, own children | 1,784 | 9.36 |
| Female Householder, no own children | 897 | 4.70 |

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|--|--------|-------|
| 2013 Est. Households by Household Size | 23,768 | |
| 1-person household | 3,710 | 15.61 |
| 2-person household | 7,015 | 29.51 |
| 3-person household | 4,739 | 19.94 |
| 4-person household | 4,637 | 19.51 |
| 5-person household | 2,208 | 9.29 |
| 6-person household | 928 | 3.90 |
| 7 or more person household | 530 | 2.23 |
| 2013 Est. Average Household Size | 3.00 | |
| 2013 Est. Households by Presence of People | 23,768 | |
| Households with 1 or more People under Age 18: | 11,880 | 49.98 |
| Married-Couple Family | 8,978 | 75.57 |
| Other Family, Male Householder | 737 | 6.20 |
| Other Family, Female Householder | 1,951 | 16.42 |
| Nonfamily, Male Householder | 204 | 1.72 |
| Nonfamily, Female Householder | 10 | 0.08 |
| Households no People under Age 18: | 11,888 | 50.02 |
| Married-Couple Family | 6,062 | 50.99 |
| Other Family, Male Householder | 380 | 3.20 |
| Other Family, Female Householder | 685 | 5.76 |
| Nonfamily, Male Householder | 2,441 | 20.53 |
| Nonfamily, Female Householder | 2,319 | 19.51 |

| DESCRIPTION | DATA | % |
|---|---------|-------|
| 2013 Est. Households by Number of Vehicles | 23,768 | |
| No Vehicles | 552 | 2.32 |
| 1 Vehicle | 5,092 | 21.42 |
| 2 Vehicles | 12,280 | 51.67 |
| 3 Vehicles | 4,624 | 19.45 |
| 4 Vehicles | 903 | 3.80 |
| 5 or more Vehicles | 317 | 1.33 |
| 2013 Est. Average Number of Vehicles | 2 | |
| Family Households | | |
| 2018 Projection | 21,995 | |
| 2013 Estimate | 19,068 | |
| 2010 Census | 17,077 | |
| 2000 Census | 8,303 | |
| Growth 2013-2018 | 15.35% | |
| Growth 2010-2013 | 11.66% | |
| Growth 2000-2010 | 105.67% | |
| 2013 Est. Families by Poverty Status | 19,068 | |
| 2013 Families at or Above Poverty | 18,047 | 94.65 |
| 2013 Families at or Above Poverty with Children | 10,969 | 57.53 |
| 2013 Families Below Poverty | 1,021 | 5.35 |
| 2013 Families Below Poverty with Children | 833 | 4.37 |
| 2013 Est. Pop Age 16+ by Employment Status | 51,412 | |
| In Armed Forces | 77 | 0.15 |
| Civilian - Employed | 36,071 | 70.16 |
| Civilian - Unemployed | 2,838 | 5.52 |
| Not in Labor Force | 12,425 | 24.17 |

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|--|--------|-------|
| 2013 Est. Civ Employed Pop 16+ Class of Worker | 36,455 | |
| For-Profit Private Workers | 23,533 | 64.55 |
| Non-Profit Private Workers | 2,666 | 7.31 |
| Local Government Workers | 3,729 | 10.23 |
| State Government Workers | 2,344 | 6.43 |
| Federal Government Workers | 410 | 1.12 |
| Self-Emp Workers | 3,743 | 10.27 |
| Unpaid Family Workers | 30 | 0.08 |
| 2013 Est. Civ Employed Pop 16+ by Occupation | 36,455 | |
| Architect/Engineer | 1,140 | 3.13 |
| Arts/Entertain/Sports | 553 | 1.52 |
| Building Grounds Maint | 771 | 2.11 |
| Business/Financial Ops | 2,044 | 5.61 |
| Community/Soc Svcs | 476 | 1.31 |
| Computer/Mathematical | 1,811 | 4.97 |
| Construction/Extraction | 1,861 | 5.10 |
| Edu/Training/Library | 2,844 | 7.80 |
| Farm/Fish/Forestry | 43 | 0.12 |
| Food Prep/Serving | 1,478 | 4.05 |
| Health Practitioner/Tec | 1,872 | 5.14 |
| Healthcare Support | 647 | 1.77 |
| Maintenance Repair | 1,842 | 5.05 |
| Legal | 356 | 0.98 |
| Life/Phys/Soc Science | 265 | 0.73 |
| Management | 4,583 | 12.57 |
| Office/Admin Support | 5,086 | 13.95 |
| Production | 1,136 | 3.12 |
| Protective Svcs | 943 | 2.59 |
| Sales/Related | 4,757 | 13.05 |
| Personal Care/Svc | 831 | 2.28 |
| Transportation/Moving | 1,118 | 3.07 |

| DESCRIPTION | DATA | % |
|--|--------|-------|
| 2013 Est. Pop 16+ by Occupation Classification | 36,455 | |
| Blue Collar | 5,956 | 16.34 |
| White Collar | 25,787 | 70.74 |
| Service and Farm | 4,712 | 12.93 |
| 2013 Est. Workers Age 16+, Transp. To Work | 35,811 | |
| Drove Alone | 28,063 | 78.36 |
| Car Pooled | 4,575 | 12.78 |
| Public Transportation | 290 | 0.81 |
| Walked | 185 | 0.52 |
| Bicycle | 67 | 0.19 |
| Other Means | 324 | 0.90 |
| Worked at Home | 2,306 | 6.44 |
| 2013 Est. Workers Age 16+ by Travel Time to Work * | | |
| Less than 15 Minutes | 5,404 | |
| 15 - 29 Minutes | 10,743 | |
| 30 - 44 Minutes | 11,350 | |
| 45 - 59 Minutes | 3,787 | |
| 60 or more Minutes | 2,684 | |
| 2013 Est. Avg Travel Time to Work in Minutes | 32.16 | |
| 2013 Est. Tenure of Occupied Housing Units | 23,768 | |
| Owner Occupied | 19,699 | 82.88 |
| Renter Occupied | 4,069 | 17.12 |
| 2013 Owner Occ. HUs: Avg. Length of Residence | 10.1 | |
| 2013 Renter Occ. HUs: Avg. Length of Residence | 5.0 | |

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS

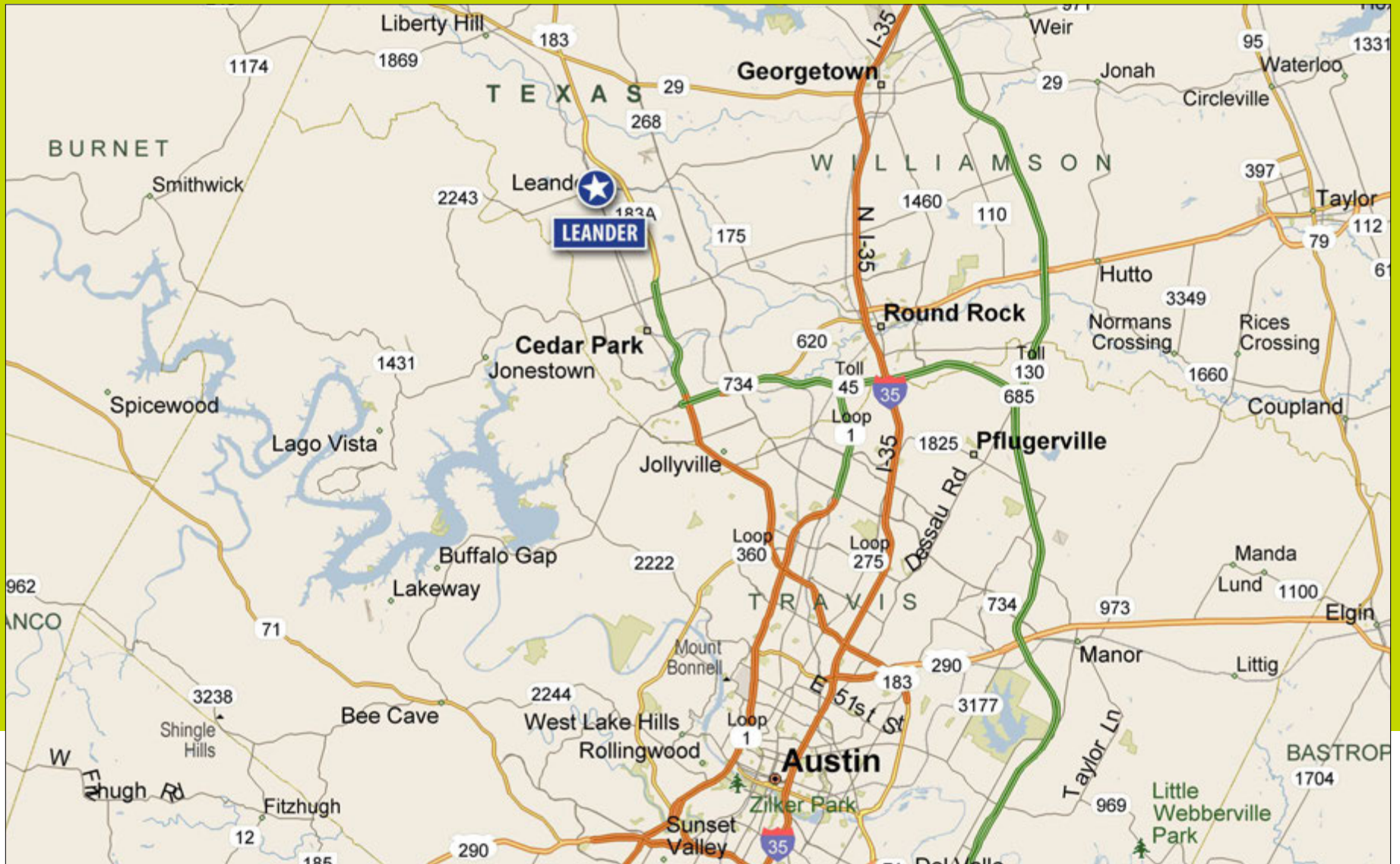
Leander, Texas

| DESCRIPTION | DATA | % |
|---|-----------|-------|
| 2013 Est. All Owner-Occupied Housing Values | 19,699 | |
| Value Less than \$20,000 | 247 | 1.25 |
| Value \$20,000 - \$39,999 | 261 | 1.32 |
| Value \$40,000 - \$59,999 | 481 | 2.44 |
| Value \$60,000 - \$79,999 | 519 | 2.63 |
| Value \$80,000 - \$99,999 | 518 | 2.63 |
| Value \$100,000 - \$149,999 | 6,079 | 30.86 |
| Value \$150,000 - \$199,999 | 5,426 | 27.54 |
| Value \$200,000 - \$299,999 | 3,422 | 17.37 |
| Value \$300,000 - \$399,999 | 1,321 | 6.71 |
| Value \$400,000 - \$499,999 | 780 | 3.96 |
| Value \$500,000 - \$749,999 | 437 | 2.22 |
| Value \$750,000 - \$999,999 | 103 | 0.52 |
| Value \$1,000,000 or more | 105 | 0.53 |
| | | |
| 2013 Est. Median All Owner-Occupied Housing Value | \$166,081 | |
| | | |
| 2013 Est. Housing Units by Units in Structure | 24,996 | |
| 1 Unit Attached | 220 | 0.88 |
| 1 Unit Detached | 21,778 | 87.13 |
| 2 Units | 218 | 0.87 |
| 3 or 4 Units | 162 | 0.65 |
| 5 to 19 Units | 431 | 1.72 |
| 20 to 49 Units | 163 | 0.65 |
| 50 or More Units | 296 | 1.18 |
| Mobile Home or Trailer | 1,694 | 6.78 |
| Boat, RV, Van, etc. | 35 | 0.14 |
| | | |

| DESCRIPTION | DATA | % |
|---|--------|-------|
| 2013 Est. Housing Units by Year Structure Built | 24,996 | |
| Housing Unit Built 2005 or later | 5,471 | 21.89 |
| Housing Unit Built 2000 to 2004 | 7,495 | 29.98 |
| Housing Unit Built 1990 to 1999 | 6,729 | 26.92 |
| Housing Unit Built 1980 to 1989 | 3,226 | 12.91 |
| Housing Unit Built 1970 to 1979 | 1,223 | 4.89 |
| Housing Unit Built 1960 to 1969 | 251 | 1.00 |
| Housing Unit Built 1950 to 1959 | 148 | 0.59 |
| Housing Unit Built 1940 to 1949 | 126 | 0.50 |
| Housing Unit Built 1939 or Earlier | 326 | 1.30 |
| | | |
| 2013 Est. Median Year Structure Built | 2000 | |

LOCATION MAP

Leander, Texas



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COMMUNITY DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|---|---------|-------|
| Population | | |
| 2018 Projection | 35,439 | |
| 2013 Estimate | 30,324 | |
| 2010 Census | 26,521 | |
| 2000 Census | 10,237 | |
| | | |
| Growth 2013-2018 | 16.87% | |
| Growth 2010-2013 | 14.34% | |
| Growth 2000-2010 | 159.07% | |
| | | |
| 2013 Est. Pop by Single Race Class | 30,324 | |
| White Alone | 23,972 | 79.05 |
| Black or African American Alone | 1,441 | 4.75 |
| Amer. Indian and Alaska Native Alone | 207 | 0.68 |
| Asian Alone | 736 | 2.43 |
| Native Hawaiian and Other Pac. Isl. Alone | 29 | 0.10 |
| Some Other Race Alone | 2,702 | 8.91 |
| Two or More Races | 1,237 | 4.08 |
| | | |
| 2013 Est. Pop Hisp or Latino by Origin | 30,324 | |
| Not Hispanic or Latino | 22,305 | 73.56 |
| Hispanic or Latino: | 8,019 | 26.44 |
| Mexican | 6,488 | 80.91 |
| Puerto Rican | 607 | 7.57 |
| Cuban | 87 | 1.08 |
| All Other Hispanic or Latino | 837 | 10.44 |
| | | |

| DESCRIPTION | DATA | % |
|--|-------|-------|
| 2013 Est. Hisp or Latino by Single Race Class | 8,019 | |
| White Alone | 4,629 | 57.73 |
| Black or African American Alone | 102 | 1.27 |
| American Indian and Alaska Native Alone | 90 | 1.12 |
| Asian Alone | 42 | 0.52 |
| Native Hawaiian and Other Pacific Islander Alone | 4 | 0.05 |
| Some Other Race Alone | 2,622 | 32.70 |
| Two or More Races | 530 | 6.61 |
| | | |
| 2013 Est. Pop. Asian Alone Race by Cat | 736 | |
| Chinese, except Taiwanese | 147 | 19.97 |
| Filipino | 97 | 13.18 |
| Japanese | 5 | 0.68 |
| Asian Indian | 227 | 30.84 |
| Korean | 21 | 2.85 |
| Vietnamese | 73 | 9.92 |
| Cambodian | 6 | 0.82 |
| Hmong | 0 | 0.00 |
| Laotian | 14 | 1.90 |
| Thai | 26 | 3.53 |
| All Other Asian Races Including 2+ Category | 120 | 16.30 |
| | | |

COMMUNITY DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|------------------------------------|--------|-------|
| 2013 Est. Population by Ancestry | 30,324 | |
| Pop, Arab | 101 | 0.33 |
| Pop, Czech | 323 | 1.07 |
| Pop, Danish | 127 | 0.42 |
| Pop, Dutch | 185 | 0.61 |
| Pop, English | 1,819 | 6.00 |
| Pop, French (except Basque) | 413 | 1.36 |
| Pop, French Canadian | 241 | 0.79 |
| Pop, German | 4,910 | 16.19 |
| Pop, Greek | 11 | 0.04 |
| Pop, Hungarian | 0 | 0.00 |
| Pop, Irish | 1,960 | 6.46 |
| Pop, Italian | 938 | 3.09 |
| Pop, Lithuanian | 26 | 0.09 |
| Pop, United States or American | 1,373 | 4.53 |
| Pop, Norwegian | 164 | 0.54 |
| Pop, Polish | 499 | 1.65 |
| Pop, Portuguese | 15 | 0.05 |
| Pop, Russian | 27 | 0.09 |
| Pop, Scottish | 444 | 1.46 |
| Pop, Scotch-Irish | 491 | 1.62 |
| Pop, Slovak | 1 | 0.00 |
| Pop, Sub-Saharan African | 313 | 1.03 |
| Pop, Swedish | 228 | 0.75 |
| Pop, Swiss | 37 | 0.12 |
| Pop, Ukrainian | 3 | 0.01 |
| Pop, Welsh | 18 | 0.06 |
| Pop, West Indian (exc Hisp groups) | 86 | 0.28 |
| Pop, Other ancestries | 12,533 | 41.33 |
| Pop, Ancestry Unclassified | 3,038 | 10.02 |

| DESCRIPTION | DATA | % |
|---|--------|-------|
| 2013 Est. Pop Age 5+ by Language Spoken At Home | 27,565 | |
| Speak Only English at Home | 22,410 | 81.30 |
| Speak Asian/Pac. Isl. Lang. at Home | 247 | 0.90 |
| Speak IndoEuropean Language at Home | 445 | 1.61 |
| Speak Spanish at Home | 4,382 | 15.90 |
| Speak Other Language at Home | 81 | 0.29 |
| 2013 Est. Population by Sex | 30,324 | |
| Male | 15,021 | 49.54 |
| Female | 15,303 | 50.46 |
| 2013 Est. Population by Age | 30,324 | |
| Age 0 - 4 | 2,759 | 9.10 |
| Age 5 - 9 | 2,946 | 9.72 |
| Age 10 - 14 | 2,727 | 8.99 |
| Age 15 - 17 | 1,554 | 5.12 |
| Age 18 - 20 | 1,099 | 3.62 |
| Age 21 - 24 | 1,364 | 4.50 |
| Age 25 - 34 | 3,998 | 13.18 |
| Age 35 - 44 | 5,369 | 17.71 |
| Age 45 - 54 | 4,148 | 13.68 |
| Age 55 - 64 | 2,576 | 8.49 |
| Age 65 - 74 | 1,201 | 3.96 |
| Age 75 - 84 | 445 | 1.47 |
| Age 85 and over | 138 | 0.46 |
| Age 16 and over | 21,334 | 70.35 |
| Age 18 and over | 20,338 | 67.07 |
| Age 21 and over | 19,239 | 63.44 |
| Age 65 and over | 1,784 | 5.88 |
| 2013 Est. Median Age | 31.8 | |
| 2013 Est. Average Age | 31.90 | |

COMMUNITY DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|------------------------------------|--------|-------|
| 2013 Est. Male Population by Age | 15,021 | |
| Age 0 - 4 | 1,354 | 9.01 |
| Age 5 - 9 | 1,526 | 10.16 |
| Age 10 - 14 | 1,434 | 9.55 |
| Age 15 - 17 | 815 | 5.43 |
| Age 18 - 20 | 592 | 3.94 |
| Age 21 - 24 | 712 | 4.74 |
| Age 25 - 34 | 1,848 | 12.30 |
| Age 35 - 44 | 2,649 | 17.64 |
| Age 45 - 54 | 2,095 | 13.95 |
| Age 55 - 64 | 1,243 | 8.28 |
| Age 65 - 74 | 527 | 3.51 |
| Age 75 - 84 | 184 | 1.22 |
| Age 85 and over | 42 | 0.28 |
| 2013 Est. Median Age, Male | 30.8 | |
| 2013 Est. Average Age, Male | 31.20 | |
| 2013 Est. Female Population by Age | 15,303 | |
| Age 0 - 4 | 1,405 | 9.18 |
| Age 5 - 9 | 1,420 | 9.28 |
| Age 10 - 14 | 1,293 | 8.45 |
| Age 15 - 17 | 739 | 4.83 |
| Age 18 - 20 | 507 | 3.31 |
| Age 21 - 24 | 652 | 4.26 |
| Age 25 - 34 | 2,150 | 14.05 |
| Age 35 - 44 | 2,720 | 17.77 |
| Age 45 - 54 | 2,053 | 13.42 |
| Age 55 - 64 | 1,333 | 8.71 |
| Age 65 - 74 | 674 | 4.40 |
| Age 75 - 84 | 261 | 1.71 |
| Age 85 and over | 96 | 0.63 |

| DESCRIPTION | DATA | % |
|--|--------|-------|
| 2013 Est. Median Age, Female | 32.6 | |
| 2013 Est. Average Age, Female | 32.60 | |
| 2013 Est. Pop Age 15+ by Marital Status | 21,892 | |
| Total, Never Married | 4,942 | 22.57 |
| Males, Never Married | 2,800 | 12.79 |
| Females, Never Married | 2,142 | 9.78 |
| Married, Spouse present | 12,444 | 56.84 |
| Married, Spouse absent | 915 | 4.18 |
| Widowed | 491 | 2.24 |
| Males Widowed | 53 | 0.24 |
| Females Widowed | 438 | 2.00 |
| Divorced | 3,100 | 14.16 |
| Males Divorced | 1,136 | 5.19 |
| Females Divorced | 1,964 | 8.97 |
| 2013 Est. Pop. Age 25+ by Edu. Attainment | 17,875 | |
| Less than 9th grade | 712 | 3.98 |
| Some High School, no diploma | 833 | 4.66 |
| High School Graduate (or GED) | 4,553 | 25.47 |
| Some College, no degree | 5,188 | 29.02 |
| Associate Degree | 1,569 | 8.78 |
| Bachelor's Degree | 3,780 | 21.15 |
| Master's Degree | 940 | 5.26 |
| Professional School Degree | 164 | 0.92 |
| Doctorate Degree | 136 | 0.76 |
| 2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat | 3,890 | |
| CY Pop 25+, Hisp/Lat, Less Than High School Diploma | 1,008 | 25.91 |
| CY Pop 25+, Hisp/Lat, High School Graduate | 820 | 21.08 |
| CY Pop 25+, Hisp/Lat, Some College or Associate's Degree | 1,289 | 33.14 |
| CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher | 773 | 19.87 |

COMMUNITY DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|--|---------|-------|
| Households | | |
| 2018 Projection | 11,416 | |
| 2013 Estimate | 9,793 | |
| 2010 Census | 8,684 | |
| 2000 Census | 3,375 | |
| | | |
| Growth 2013-2018 | 16.57% | |
| Growth 2010-2013 | 12.77% | |
| Growth 2000-2010 | 157.30% | |
| | | |
| 2013 Est. Households by Household Type | 9,793 | |
| Family Households | 7,926 | 80.94 |
| Nonfamily Households | 1,867 | 19.06 |
| | | |
| 2013 Est. Group Quarters Population | 1 | |
| | | |
| 2013 HHs by Ethnicity, Hispanic/Latino | 1,931 | 19.72 |
| | | |
| 2013 Est. HHs by HH Income | 9,793 | |
| CY HHs, Inc Less Than \$15,000 | 555 | 5.67 |
| CY HHs, Inc \$15,000 - \$24,999 | 432 | 4.41 |
| CY HHs, Inc \$25,000 - \$34,999 | 580 | 5.92 |
| CY HHs, Inc \$35,000 - \$49,999 | 1,498 | 15.30 |
| CY HHs, Inc \$50,000 - \$74,999 | 2,615 | 26.70 |
| CY HHs, Inc \$75,000 - \$99,999 | 1,863 | 19.02 |
| CY HHs, Inc \$100,000 - \$124,999 | 1,027 | 10.49 |
| CY HHs, Inc \$125,000 - \$149,999 | 646 | 6.60 |
| CY HHs, Inc \$150,000 - \$199,999 | 285 | 2.91 |
| CY HHs, Inc \$200,000 - \$249,999 | 123 | 1.26 |
| CY HHs, Inc \$250,000 - \$499,999 | 144 | 1.47 |
| CY HHs, Inc \$500,000+ | 25 | 0.26 |

| DESCRIPTION | DATA | % |
|--|----------|-------|
| 2013 Est. Average Household Income | \$78,620 | |
| 2013 Est. Median Household Income | \$67,510 | |
| 2012 Est. Per Capita Income | \$22,300 | |
| | | |
| 2013 Median HH Inc by Single Race Class. or Ethn | | |
| White Alone | 68,277 | |
| Black or African American Alone | 74,083 | |
| American Indian and Alaska Native Alone | 54,688 | |
| Asian Alone | 59,500 | |
| Native Hawaiian and Other Pacific Islander Alone | 93,750 | |
| Some Other Race Alone | 47,850 | |
| Two or More Races | 93,750 | |
| Hispanic or Latino | 61,841 | |
| Not Hispanic or Latino | 69,086 | |
| | | |
| 2013 Est. Family HH Type, Presence Own Children | 7,926 | |
| Married-Couple Family, own children | 3,907 | 49.29 |
| Married-Couple Family, no own children | 2,431 | 30.67 |
| Male Householder, own children | 302 | 3.81 |
| Male Householder, no own children | 116 | 1.46 |
| Female Householder, own children | 823 | 10.38 |
| Female Householder, no own children | 347 | 4.38 |

COMMUNITY DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|--|-------|-------|
| 2013 Est. Households by Household Size | 9,793 | |
| 1-person household | 1,436 | 14.66 |
| 2-person household | 2,693 | 27.50 |
| 3-person household | 2,020 | 20.63 |
| 4-person household | 1,948 | 19.89 |
| 5-person household | 1,019 | 10.41 |
| 6-person household | 427 | 4.36 |
| 7 or more person household | 250 | 2.55 |
| 2013 Est. Average Household Size | 3.10 | |
| 2013 Est. Households by Presence of People | 9,793 | |
| Households with 1 or more People under Age 18: | 5,103 | 52.11 |
| Married-Couple Family | 3,798 | 74.43 |
| Other Family, Male Householder | 294 | 5.76 |
| Other Family, Female Householder | 848 | 16.62 |
| Nonfamily, Male Householder | 156 | 3.06 |
| Nonfamily, Female Householder | 7 | 0.14 |
| Households no People under Age 18: | 4,690 | 47.89 |
| Married-Couple Family | 2,291 | 48.85 |
| Other Family, Male Householder | 104 | 2.22 |
| Other Family, Female Householder | 268 | 5.71 |
| Nonfamily, Male Householder | 1,049 | 22.37 |
| Nonfamily, Female Householder | 978 | 20.85 |

| DESCRIPTION | DATA | % |
|---|---------|-------|
| 2013 Est. Households by Number of Vehicles | 9,793 | |
| No Vehicles | 201 | 2.05 |
| 1 Vehicle | 2,102 | 21.46 |
| 2 Vehicles | 4,977 | 50.82 |
| 3 Vehicles | 2,032 | 20.75 |
| 4 Vehicles | 363 | 3.71 |
| 5 or more Vehicles | 118 | 1.20 |
| 2013 Est. Average Number of Vehicles | 2 | |
| Family Households | | |
| 2018 Projection | 9,248 | |
| 2013 Estimate | 7,926 | |
| 2010 Census | 7,023 | |
| 2000 Census | 2,766 | |
| Growth 2013-2018 | 16.68% | |
| Growth 2010-2013 | 12.86% | |
| Growth 2000-2010 | 153.90% | |
| 2013 Est. Families by Poverty Status | 7,926 | |
| 2013 Families at or Above Poverty | 7,493 | 94.54 |
| 2013 Families at or Above Poverty with Children | 4,829 | 60.93 |
| 2013 Families Below Poverty | 433 | 5.46 |
| 2013 Families Below Poverty with Children | 334 | 4.21 |
| 2013 Est. Pop Age 16+ by Employment Status | 21,334 | |
| In Armed Forces | 9 | 0.04 |
| Civilian - Employed | 15,017 | 70.39 |
| Civilian - Unemployed | 1,147 | 5.38 |
| Not in Labor Force | 5,161 | 24.19 |

COMMUNITY DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|--|--------|-------|
| 2013 Est. Civ Employed Pop 16+ Class of Worker | 15,156 | |
| For-Profit Private Workers | 9,827 | 64.84 |
| Non-Profit Private Workers | 1,205 | 7.95 |
| Local Government Workers | 1,507 | 9.94 |
| State Government Workers | 1,023 | 6.75 |
| Federal Government Workers | 134 | 0.88 |
| Self-Emp Workers | 1,434 | 9.46 |
| Unpaid Family Workers | 26 | 0.17 |
| 2013 Est. Civ Employed Pop 16+ by Occupation | 15,156 | |
| Architect/Engineer | 443 | 2.92 |
| Arts/Entertain/Sports | 152 | 1.00 |
| Building Grounds Maint | 346 | 2.28 |
| Business/Financial Ops | 929 | 6.13 |
| Community/Soc Svcs | 241 | 1.59 |
| Computer/Mathematical | 658 | 4.34 |
| Construction/Extraction | 758 | 5.00 |
| Edu/Training/Library | 1,044 | 6.89 |
| Farm/Fish/Forestry | 6 | 0.04 |
| Food Prep/Serving | 758 | 5.00 |
| Health Practitioner/Tec | 724 | 4.78 |
| Healthcare Support | 289 | 1.91 |
| Maintenance Repair | 794 | 5.24 |
| Legal | 120 | 0.79 |
| Life/Phys/Soc Science | 86 | 0.57 |
| Management | 1,875 | 12.37 |
| Office/Admin Support | 2,235 | 14.75 |
| Production | 412 | 2.72 |
| Protective Svcs | 442 | 2.92 |
| Sales/Related | 2,072 | 13.67 |
| Personal Care/Svc | 267 | 1.76 |
| Transportation/Moving | 505 | 3.33 |

| DESCRIPTION | DATA | % |
|--|--------|-------|
| 2013 Est. Pop 16+ by Occupation Classification | 15,156 | |
| Blue Collar | 2,469 | 16.29 |
| White Collar | 10,579 | 69.80 |
| Service and Farm | 2,108 | 13.91 |
| 2013 Est. Workers Age 16+, Transp. To Work | 14,884 | |
| Drove Alone | 11,840 | 79.55 |
| Car Pooled | 1,932 | 12.98 |
| Public Transportation | 170 | 1.14 |
| Walked | 53 | 0.36 |
| Bicycle | 27 | 0.18 |
| Other Means | 96 | 0.64 |
| Worked at Home | 766 | 5.15 |
| 2013 Est. Workers Age 16+ by Travel Time to Work * | | |
| Less than 15 Minutes | 2,008 | |
| 15 - 29 Minutes | 4,662 | |
| 30 - 44 Minutes | 4,913 | |
| 45 - 59 Minutes | 1,620 | |
| 60 or more Minutes | 1,073 | |
| 2013 Est. Avg Travel Time to Work in Minutes | 32.21 | |
| 2013 Est. Tenure of Occupied Housing Units | 9,793 | |
| Owner Occupied | 8,021 | 81.91 |
| Renter Occupied | 1,772 | 18.09 |
| 2013 Owner Occ. HUs: Avg. Length of Residence | 8.9 | |
| 2013 Renter Occ. HUs: Avg. Length of Residence | 5.2 | |

COMMUNITY DEMOGRAPHICS

Leander, Texas

| DESCRIPTION | DATA | % |
|---|-----------|-------|
| 2013 Est. All Owner-Occupied Housing Values | 8,021 | |
| Value Less than \$20,000 | 73 | 0.91 |
| Value \$20,000 - \$39,999 | 98 | 1.22 |
| Value \$40,000 - \$59,999 | 221 | 2.76 |
| Value \$60,000 - \$79,999 | 151 | 1.88 |
| Value \$80,000 - \$99,999 | 254 | 3.17 |
| Value \$100,000 - \$149,999 | 2,966 | 36.98 |
| Value \$150,000 - \$199,999 | 2,281 | 28.44 |
| Value \$200,000 - \$299,999 | 1,161 | 14.47 |
| Value \$300,000 - \$399,999 | 376 | 4.69 |
| Value \$400,000 - \$499,999 | 256 | 3.19 |
| Value \$500,000 - \$749,999 | 133 | 1.66 |
| Value \$750,000 - \$999,999 | 37 | 0.46 |
| Value \$1,000,000 or more | 14 | 0.17 |
| | | |
| 2013 Est. Median All Owner-Occupied Housing Value | \$155,425 | |
| | | |
| 2013 Est. Housing Units by Units in Structure | 10,241 | |
| 1 Unit Attached | 130 | 1.27 |
| 1 Unit Detached | 9,283 | 90.65 |
| 2 Units | 97 | 0.95 |
| 3 or 4 Units | 34 | 0.33 |
| 5 to 19 Units | 153 | 1.49 |
| 20 to 49 Units | 31 | 0.30 |
| 50 or More Units | 46 | 0.45 |
| Mobile Home or Trailer | 466 | 4.55 |
| Boat, RV, Van, etc. | 1 | 0.01 |
| | | |

| DESCRIPTION | DATA | % |
|---|--------|-------|
| 2013 Est. Housing Units by Year Structure Built | 10,241 | |
| Housing Unit Built 2005 or later | 2,663 | 26.00 |
| Housing Unit Built 2000 to 2004 | 3,563 | 34.79 |
| Housing Unit Built 1990 to 1999 | 2,375 | 23.19 |
| Housing Unit Built 1980 to 1989 | 1,047 | 10.22 |
| Housing Unit Built 1970 to 1979 | 335 | 3.27 |
| Housing Unit Built 1960 to 1969 | 116 | 1.13 |
| Housing Unit Built 1950 to 1959 | 17 | 0.17 |
| Housing Unit Built 1940 to 1949 | 13 | 0.13 |
| Housing Unit Built 1939 or Earlier | 112 | 1.09 |
| | | |
| 2013 Est. Median Year Structure Built | 2002 | |

RETAIL GAP ANALYSIS SUMMARY OVERVIEW

Leander, Texas



The Retail Coach utilizes a proprietary model that estimates retail spending potential for a Primary Retail Trade Area based upon population, income, and consumer spending patterns. Using the algorithms within this model, we are then able to determine the extent to which a community is or is not capturing its sales potential based upon retail sales data published by Claritas, a private demographic and data vendor.

In order to determine the anticipated pattern of retail spending for a trade area, our model uses a benchmarked control area. For the purposes of this study, the control area has been defined as the State. The purpose of the control area is to account for characteristics unique to individual markets that might artificially inflate or deflate the calculated spending pattern of area residents.

Understanding the pattern of retail spending within a community as it relates to the spending patterns of the State is critical. The Retail Coach's model analyzes these patterns for all retail sales in an area, including taxable and nontaxable sales, to further determine which retail sectors are exhibiting "leakage" and which sectors are exhibiting "surplus."

Or, put more simply, retail sectors in which spending is not fully captured are called "leakage" categories, while retail categories in which more sales are captured than are generated by residents are called "attraction" or "surplus" categories.

A retail sales surplus indicates that a community pulls consumers and retail dollars in from outside the trade area, thereby serving as a regional market. Conversely, when local demand for a specific product is not being met within a trade area, consumers are going elsewhere to shop creating retail leakage. Retail strategies can be developed for specific retail sectors by analyzing the estimation of retail surpluses and leakages, giving retailers a snapshot of the relative strengths and weaknesses of a community's retail market. Generally, attraction or surplus categories signal particular strengths of a retail market, while leakage categories signal particular weaknesses.

It should be kept in mind that a Primary Retail Trade Area analysis is based on averages. Many times there are mitigating factors that can cause a trade area's retail potential to deviate substantially from ordinary market conditions. Proximity to larger regional shopping areas, natural barriers (such as lakes and mountains), and road systems are just a few of the factors that could greatly impact a market's retail potential.

A Retail Gap Analysis is not designed as a detailed plan of action nor is it an exact science. Rather, it provides the necessary input for the most important aspect of a retail development strategy - the recruitment of retailers for those retail sectors that are currently not meeting the needs of a community. Please see the section entitled "How to Best Utilize the Retail Gap Analysis" for additional suggestions on using the Retail Gap Analysis to help create and carry out your comprehensive development strategy.

RETAIL GAP ANALYSIS SUMMARY OVERVIEW

Leander, Texas

All primary retail categories are studied using the most current data available. Potential sales are compiled and compared to estimated actual retail sales to determine if there is a surplus or leakage of retail trade.

Retail sales estimates are computed at the establishment level by using actual sales volume data available for publicly held companies. Therefore, only a minority of businesses on the infoUSA™ base file has sales volume data when the file is delivered to Claritas. Claritas models sales volume based on actual data from a national sample of approximately six million businesses. The model is calculated at the four digit Standard Industrial Classification (SIC) code level with the results applied to those records for which no actual sales volume exists. This enhancement results in virtually all records having an estimated sales volume, except for government records. For a more detailed look at the SIC code level breakdown, please see Appendix A: SIC Code Detail Listing.

The following excerpt is the “Sales Volume Data” section of the Claritas Business-Facts Methodology (February 2002) and should provide an overview of how Claritas’ numbers are derived:

Sales Volume Data

InfoUSA™ provides actual sales information only for publicly held companies. Sales figures, therefore, for all other companies must be estimated. The infoUSA™ model uses aggregated sales divided by the aggregated number of employees by SIC to arrive at sales per employee. This aggregated method does not factor in the distribution of employees by SIC, and may allow large corporations to have a disproportionate effect on the sales-per-employee estimate.

In comparison, Claritas models sales volume based on actual data from a national sample of approximately six million businesses. The model is calculated at the four-digit Standard Industrial Classification (SIC) code level with the results applied to those records for which no actual sales volume figures exist. This enhancement results in virtually all records having an estimated sales volume, except for government records. However, since one number is being applied to remaining businesses in a four-digit SIC industry, analyzing a business as a member of a sales range is more appropriate than looking at the specific sales volume for that business.

As with the employment information, Claritas’ clients will benefit from the combined actual/modeled sales data with better coverage and more information for modeling and other analytical applications.



Retail Gap Analysis Notes

In some markets, two particular situations may appear to be discrepancies when they occur in a Retail Gap Analysis.

First, the amount exhibited for a particular SIC sector’s estimated actual sales may be lower (sometimes significantly so) than expected. In these circumstances, the retailers have often reported sales figures under a different SIC code.

For example, some Women’s Clothing Stores (SIC 562) may in fact report sales figures under Family Clothing Stores (SIC 565), etc.

The second situation arises when the amount exhibited for a particular SIC sector’s estimated actual sales is reported as \$0, even though there are known retailers in a market operating under that SIC code. When there are only two or three retailers in that market reporting under that SIC code, the numbers are often reported as \$0 to protect each retailer’s proprietary financial information.

For example, if there were two retailers in a market operating under a specific SIC code, and total estimated actual sales were listed, either retailer could extrapolate its competitor’s estimated actual retail sales figures by deducting its own figures from the total listed for that SIC code.

UTILIZING THE RETAIL GAP ANALYSIS

Leander, Texas

1. Identify retail sectors with leakage amounts.

If your community's Retail Gap Analysis shows Shoe Store leakage of \$1,250,000, this means that consumers in your community are routinely traveling outside of your community to purchase shoes.

This may signify the need to recruit a regional or national brand shoe retailer to secure a site in your community and stop the Shoe Store sales leakage.

It also identifies the opportunity for an existing retailer in your community to expand its merchandise mix to include shoes or to expand its shoe offerings.

2. Based on this list of leakage sectors, research and identify target retailers (and restaurants), and then determine if their site selection criteria and your community's demographic profile is a match.

If the Retail Gap Analysis identifies a Shoe Store leakage, this is an opportunity to target specific shoe store retailers for recruiting to your community.

Determine the site selection criteria of each targeted shoe store retailer and compare it to your community's Primary Retail Trade Area demographic profile to determine if it is a match. If there is a match, the targeted retailer becomes a prospect.

Based on this research, you may identify various prospects such as Shoe Show, Rack Room Shoes and Payless ShoeSource for your community.

Targeting the right retailers and restaurants for your community increases your ability to recruit those which are a "best fit" and helps eliminate wasted time in trying to recruit those whose requirements are unattainable by your community. It takes great time and effort, but in the long run, performing this step correctly increases your community's odds of retail success.

3. Research and identify the real estate site selectors for each targeted retailer and keep track of their contact information in a database or a spreadsheet.

Using the list of prospects identified above, contact each prospect's corporate office, ask to speak with the real estate department and obtain the name and contact information for the site selector who is responsible for new store development in your specific geographic region.

Often, corporate site selectors will work through real estate brokers who perform cursory reviews of your community's markets and specific sites within your community, before information is forwarded to the corporate site selector.

There are numerous calls and contacts to be made, and there are many steps in this process of bringing together the prospects and your community, if even for preliminary consideration. Again, this step requires great time and effort, but it is a vital step in recruiting the right retailers to your community

4. Identify potential locations in your community for each targeted retailer, based on their specific site selection criteria.

Before you personally contact the targeted retailers, you need to identify potential locations in your community based on their specific requirements.

It would be beneficial to maintain a database of all available properties in your community, and update this data on a regular basis as property specifics and availability may change often in some areas, especially as it relates to your ongoing contact with retailers.

Each retailer has a preference as to which property type best fits their needs. It could be freestanding buildings, inline spaces in a shopping center or pad sites in front of regional shopping centers (We have included the Retail Site Data Form in Appendix B as an example of the type of information to gather and keep on file regarding each property).

What retailers look for:

- a. Market Conditions – retailers look for stable-to-improving communities. If you have a new business or a planned business, put up a sign that says, "Project Coming Soon."

- b. Community Development – a clean, attractive community does make a difference to retailers. Safety and security are essential.

- c. Downtowns – most retailers still recognize downtowns as the "pulse" of a community, especially smaller communities. A healthy, vibrant downtown usually equates to a healthy, vibrant community.

- d. Visibility – retailers have got to be seen. As a result, they look for sites that consumers can view from as far away as possible. A good example is that it takes time for a driver to make decisions, so the sooner the driver can spot the retailer, the more time the driver has to make preparations to exit the highway, main road, etc. This is the reason why corner locations are preferred by most retailers.

- e. Accessibility – retailers look for easy, ample and clearly-marked entrance-exits from both directions of traffic. Retailers often use the terms Ingress (entrance) and Egress (exit).

- f. Traffic Counts – retailers look closely at the number of vehicles passing in front of a location during a 24-hour period. The higher the traffic count – the more sales potential the retailer will have from that location.

UTILIZING THE RETAIL GAP ANALYSIS

Leander, Texas

1. g. Parking – adequate parking is a priority for all retailers since most locations' consumers will arrive by car. A bad parking experience will cloud consumers' views of a retailer's location and store.

h. Demographic profile – retailers look for locations in communities with high population density and high disposal income. Market your community in its strongest light - as a Primary Retail Trade Area population and not a community population. Population density and disposable incomes directly correlate to retailers sales volumes.

i. Competition – retailers pay close attention to their competitors and their locations, not wanting to be out-positioned. They do not want a secondary site to their competitors.

2. Send copies of the Retail Outlook Guide and Retail Gap Sector Summaries electronically or via postal mail to each targeted retailer.

Introduce your community to the prospective retailer by sending them the Retail Outlook Guide. Within a few more weeks, after they have had time to review the Retail Outlook Guide, send them the sector-specific Retail Gap Sector Summary. Both of these are included in the Retail Gap Analysis' appendices.

3. Personally contact each targeted retailer to see if they received the information and address any questions or comments they may have. And be sure to invite them to your community.

Position yourself to strongly sell your community, your Primary Retail Trade Area and specific opportunities based on the Retail Gap Analysis and sector-specific leakage amount.

Be able to fully explain the Retail Gap Analysis and how the leakage numbers are determined.

4. Follow up, Follow up, Follow up. You must be persistent as it may take numerous attempts to reach the retail site selectors and/or their real estate brokers.
5. Introduce the Retail Gap Analysis and its findings to entrepreneurs and existing retailers in your community. Educate them on how the analysis may be used to identify new retail opportunities and expand merchandise lines.

You may have opportunities right under your nose. For example, recently in a small community with a population of little more than 5,000 persons, the Retail Gap Analysis was used to expand a struggling downtown merchants product lines.

In that same community, the Retail Gap Analysis was used to direct an entrepreneur in establishing and opening a sporting goods store that has expanded from a leased storefront operation to a freestanding retail operation that successfully serves a broad merchandise offering.

6. Present the Retail Gap Analysis to existing property retail owners and prospective retail developers and educate them on how the findings can assist in developing their retail leasing strategies.

The Retail Gap Analysis will assist existing property retail property owners and prospective retail developers in developing a targeted retail leasing strategy.

For example, if an individual owns a lot on a major thoroughfare and it is determined that the community is leaking restaurant sales, the property owner may want to determine voids in the fast food industry and target companies for the site.

Also, if a community is leaking general merchandise sales, grocery sales and drug store sales to surrounding communities, developers may use this information to persuade grocery retailers and/or drug store retailers to take a close look at development property.

7. Continue to maintain a database of retailers and keep track of all calls and comments.

Each community in the nation is competing with others for the very same retailers, and while it can be certain that retailers will locate and expand in multiple communities, what guarantee is there that they will even consider your community in the future?

You may have the best demographics in the world for a community, but unless a retailer knows this, you are just one of many communities "hoping" to land another retailer. These retailers do their homework, and if your community is going to succeed in locating them, you need to do yours, too.

Remember, you are effectively in a sales position now, basically selling your community. Effective salespeople know that keeping in contact with clients and prospects is one of the top behaviors that distinguishes success from failure.

A few suggestions to help you maintain better communications:

- a. Create a database of retailers that you have been in contact with (determined earlier in this section). Update this database with comments from every conversation you have with them.
- b. Know and keep track of the retailer's property requirements and keep track of available properties in your community which may meet these requirements. Know their demographic requirements, as well.
- c. Contact the retailers periodically to let them know of new property, demographic or community developments they may be interested in.
- d. Keep your community in front of retailers' "faces" so that when they are ready to move, your community will be forefront in their minds.
- e. Make use of the Retail Outlook Guide and the Retail Gap Sector Summaries in this report.

RETAIL CATEGORIES

Leander, Texas

Building Materials, Garden Supply and Mobile Homes

Making up the building materials category are lumberyards, hardware stores, paint stores, nursery stores, garden and lawn supplies, mobile home dealers and other miscellaneous materials stores. This sector holds a strong lure for farmers, many who will conduct other shopping in town, along with keeping local do-it-yourselfers in the community to shop.

General Merchandise Stores

The general merchandise category consists primarily of department stores (i.e. Wal-Mart, K-Mart, J.C. Penney, Sears, Belk) and variety stores (i.e. Dollar General, Family Dollar). Comparable to anchor stores in a shopping mall, these department and variety stores, play an important role in communities and are strong attractants to shoppers.

Food Stores

The food store category is comprised primarily of grocery stores, but also includes bakeries, meat and fish markets, fruit and vegetable markets, dairy product stores, candy and confectionery stores and miscellaneous food stores. This category is extremely important to a healthy retail sector as customers spend more money in grocery stores and shop there more often than any other type of store.

Automobile Dealers and Gasoline Service Stations

New and used car dealers, auto supply stores, gasoline service stations, boat dealers, motorcycle dealers and recreational vehicle dealers make up the automotive retail category.

Apparel and Accessory Stores

Apparel stores are made up of men's, women's and children's clothing stores as well as shoe stores. Small towns have a challenge of sustaining these types of stores due to the extreme competition from department stores and stores in larger cities. In today's environment, apparel stores exhibiting strong customer service and a family-oriented atmosphere will have the best opportunity for success in smaller towns.

Home Furniture, Furnishings and Appliances

This category includes furniture stores, floor covering stores, major appliance stores, music, video, CD stores and consumer electronics stores.

Eating and Drinking

This category consists of restaurants, taverns and bars and is a rapidly growing part of most economies since more and more people are eating away from home.

Miscellaneous Retail

This miscellaneous sector includes different "specialty" retail business that could not logically be categorized into the previous retail groups. Drug stores, sporting goods stores, book stores, liquor stores, hobby and craft stores, game shops and jewelry and others are included in this category.

RETAIL GAP ANALYSIS SUMMARY TABLE

Leander, Texas

| SIC | RETAIL SECTOR | POTENTIAL SALES | EST. ACTUAL SALES | SURPLUS/LEAKAGE | % SURPLUS |
|------|--|-----------------|-------------------|-----------------|-----------|
| 521 | Lumber and Other Building Materials | \$23,027,390 | \$40,000,000 | \$16,972,610 | 74% |
| 523 | Paint, Glass and Wallpaper | \$6,929,961 | \$2,000,000 | -\$4,929,961 | -71% |
| 525 | Hardware Stores | \$13,521,720 | \$0 | -\$13,521,720 | -100% |
| 526 | Retail Nurseries and Garden | \$7,572,850 | \$700,000 | -\$6,872,850 | -91% |
| 527 | Mobile Home Dealers | \$2,539,979 | \$400,000 | -\$2,139,979 | -84% |
| 53 | General Merchandise Stores | \$85,967,900 | \$9,500,000 | -\$76,467,900 | -89% |
| 541 | Grocery Stores | \$98,347,050 | \$60,000,000 | -\$38,347,050 | -39% |
| 542 | Meat and Fish Markets | \$3,126,363 | \$1,300,000 | -\$1,826,363 | -58% |
| 543 | Fruit and Vegetable Markets | \$1,913,433 | \$0 | -\$1,913,433 | -100% |
| 544 | Candy, Nut and Confection Stores | \$324,907 | \$0 | -\$324,907 | -100% |
| 545 | Dairy Products Stores | \$165,639 | \$0 | -\$165,639 | -100% |
| 546 | Retail Bakeries | \$1,176,922 | \$100,000 | -\$1,076,922 | -92% |
| 549 | Miscellaneous Food Stores | \$6,709,201 | \$0 | -\$6,709,201 | -100% |
| 551 | New and Used Car Dealers | \$120,402,500 | \$16,200,000 | -\$104,202,500 | -87% |
| 552 | Used Car Dealers | \$21,882,600 | \$1,200,000 | -\$20,682,600 | -95% |
| 553 | Auto and Home Supply Stores | \$28,830,290 | \$6,000,000 | -\$22,830,290 | -79% |
| 554 | Gasoline Service Stations | \$26,428,250 | \$10,000,000 | -\$16,428,250 | -62% |
| 555 | Boat Dealers | \$2,477,103 | \$0 | -\$2,477,103 | -100% |
| 556 | Recreational Vehicle Dealers | \$3,947,632 | \$0 | -\$3,947,632 | -100% |
| 557 | Motorcycle Dealers | \$3,486,170 | \$1,000,000 | -\$2,486,170 | -71% |
| 559 | Automotive Dealers, NEC | \$5,712,876 | \$0 | -\$5,712,876 | -100% |
| 561 | Men's and Boys' Clothing Stores | \$1,953,596 | \$0 | -\$1,953,596 | -100% |
| 562 | Women's Clothing Stores | \$3,754,571 | \$0 | -\$3,754,571 | -100% |
| 563 | Women's Accessory and Specialty Stores | \$547,051 | \$0 | -\$547,051 | -100% |
| 564 | Children's and Infants' Wear | \$969,181 | \$300,000 | -\$669,181 | -69% |
| 565 | Family Clothing Stores | \$4,295,529 | \$15,000,000 | \$10,704,470 | 249% |
| 566 | Shoe Stores | \$4,960,300 | \$0 | -\$4,960,300 | -100% |
| 569 | Miscellaneous Apparel and Accessory Stores | \$2,435,832 | \$200,000 | -\$2,235,832 | -92% |
| 571 | Home Furniture and Furnishing | \$21,424,740 | \$600,000 | -\$20,824,740 | -97% |
| 572 | Household Appliance Stores | \$4,604,924 | \$0 | -\$4,604,924 | -100% |
| 573 | Radio, TV, and Computer Stores | \$50,579,930 | \$500,000 | -\$50,079,930 | -99% |
| 5812 | Eating Places | \$111,684,800 | \$13,000,000 | -\$98,684,850 | -88% |

RETAIL GAP ANALYSIS SUMMARY TABLE

Leander, Texas

| SIC | RETAIL SECTOR | POTENTIAL SALES | EST. ACTUAL SALES | SURPLUS/LEAKAGE | % SURPLUS |
|------|--|-----------------|-------------------|-----------------|-----------|
| 5813 | Drinking Places | \$3,353,216 | \$0 | -\$3,353,216 | -100% |
| 591 | Drug Stores and Proprietary | \$21,481,520 | \$20,000,000 | -\$1,481,521 | -7% |
| 592 | Liquor Stores | \$2,140,563 | \$200,000 | -\$1,940,563 | -91% |
| 593 | Used Merchandise Stores | \$4,425,713 | \$200,000 | -\$4,225,713 | -95% |
| 5941 | Sporting Goods, Bicycle and Gun Stores | \$3,750,970 | \$0 | -\$3,750,970 | -100% |
| 5942 | Book Stores | \$1,608,746 | \$0 | -\$1,608,746 | -100% |
| 5943 | Stationery Stores | \$5,573,551 | \$0 | -\$5,573,551 | -100% |
| 5944 | Jewelry Stores | \$2,605,625 | \$200,000 | -\$2,405,625 | -92% |
| 5945 | Hobby, Toy and Game Shops | \$2,920,284 | \$500,000 | -\$2,420,284 | -83% |
| 5946 | Camera and Photography Supply Stores | \$209,957 | \$0 | -\$209,957 | -100% |
| 5947 | Gift, Novelty and Souvenir Shops | \$3,378,699 | \$0 | -\$3,378,699 | -100% |
| 5948 | Luggage and Leather Goods Stores | \$132,400 | \$0 | -\$132,400 | -100% |
| 5949 | Sewing, Needlework and Craft Stores | \$398,863 | \$0 | -\$398,863 | -100% |
| 596 | Non-store Retailers | \$8,319,609 | \$6,000,000 | -\$2,319,609 | -28% |
| 598 | Fuel and Ice Dealers | \$697,733 | \$400,000 | -\$297,733 | -43% |
| 5992 | Florists | \$1,715,386 | \$0 | -\$1,715,386 | -100% |
| 5993 | Tobacco Stores and Stands | \$368,671 | \$0 | -\$368,671 | -100% |
| 5994 | News Dealers and Newsstands | \$252,890 | \$0 | -\$252,890 | -100% |
| 5995 | Optical Goods Stores | \$2,058,851 | \$500,000 | -\$1,558,851 | -76% |
| 5999 | Miscellaneous Retail Stores, NEC | \$30,262,590 | \$17,000,000 | -\$13,262,590 | -44% |
| | TOTALS | \$767,357,100 | \$223,000,000 | -\$544,357,000 | LEAKAGE |

RETAIL GAP ANALYSIS LEAKAGE SUMMARY

Leander, Texas

| SIC | RETAIL SECTOR | LEAKAGE AMOUNT |
|------|--|----------------|
| 523 | Paint, Glass and Wallpaper | -\$4,929,961 |
| 525 | Hardware Stores | -\$13,521,720 |
| 526 | Retail Nurseries and Garden | -\$6,872,850 |
| 527 | Mobile Home Dealers | -\$2,139,979 |
| 53 | General Merchandise Stores | -\$76,467,900 |
| 541 | Grocery Stores | -\$38,347,050 |
| 542 | Meat and Fish Markets | -\$1,826,363 |
| 543 | Fruit and Vegetable Markets | -\$1,913,433 |
| 544 | Candy, Nut and Confection Stores | -\$324,907 |
| 545 | Dairy Products Stores | -\$165,639 |
| 546 | Retail Bakeries | -\$1,076,922 |
| 549 | Miscellaneous Food Stores | -\$6,709,201 |
| 551 | New and Used Car Dealers | -\$104,202,500 |
| 552 | Used Car Dealers | -\$20,682,600 |
| 553 | Auto and Home Supply Stores | -\$22,830,290 |
| 554 | Gasoline Service Stations | -\$16,428,250 |
| 555 | Boat Dealers | -\$2,477,103 |
| 556 | Recreational Vehicle Dealers | -\$3,947,632 |
| 557 | Motorcycle Dealers | -\$2,486,170 |
| 559 | Automotive Dealers, NEC | -\$5,712,876 |
| 561 | Men's and Boys' Clothing Stores | -\$1,953,596 |
| 562 | Women's Clothing Stores | -\$3,754,571 |
| 563 | Women's Accessory and Specialty Stores | -\$547,051 |
| 564 | Children's and Infants' Wear | -\$669,181 |
| 566 | Shoe Stores | -\$4,960,300 |
| 569 | Miscellaneous Apparel and Accessory Stores | -\$2,235,832 |
| 571 | Home Furniture and Furnishing | -\$20,824,740 |
| 572 | Household Appliance Stores | -\$4,604,924 |
| 573 | Radio, TV, and Computer Stores | -\$50,079,930 |
| 5812 | Eating Places | -\$98,684,850 |
| 5813 | Drinking Places | -\$3,353,216 |
| 591 | Drug Stores and Proprietary | -\$1,481,521 |

| SIC | RETAIL SECTOR | LEAKAGE AMOUNT |
|------|--|----------------|
| 592 | Liquor Stores | -\$1,940,563 |
| 593 | Used Merchandise Stores | -\$4,225,713 |
| 5941 | Sporting Goods, Bicycle and Gun Stores | -\$3,750,970 |
| 5942 | Book Stores | -\$1,608,746 |
| 5943 | Stationery Stores | -\$5,573,551 |
| 5944 | Jewelry Stores | -\$2,405,625 |
| 5945 | Hobby, Toy and Game Shops | -\$2,420,284 |
| 5946 | Camera and Photography Supply Stores | -\$209,957 |
| 5947 | Gift, Novelty and Souvenir Shops | -\$3,378,699 |
| 5948 | Luggage and Leather Goods Stores | -\$132,400 |
| 5949 | Sewing, Needlework and Craft Stores | -\$398,863 |
| 596 | Non-store Retailers | -\$2,319,609 |
| 598 | Fuel and Ice Dealers | -\$297,733 |
| 5992 | Florists | -\$1,715,386 |
| 5993 | Tobacco Stores and Stands | -\$368,671 |
| 5994 | News Dealers and Newsstands | -\$252,890 |
| 5995 | Optical Goods Stores | -\$1,558,851 |
| 5999 | Miscellaneous Retail Stores, NEC | -\$13,262,590 |

RETAIL GAP ANALYSIS SURPLUS SUMMARY

Leander, Texas

| SIC | RETAIL SECTOR | SURPLUS AMOUNT |
|-----|-------------------------------------|----------------|
| 521 | Lumber and Other Building Materials | \$16,972,610 |
| 565 | Family Clothing Stores | \$10,704,470 |

2013 Retail Outlook Guide - Primary Retail Trade Area - Leander, Texas



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Population

| | 2000 | 2010 | 2013 ESTIMATE | 2018 PROJECTION |
|---------------------------|--------|--------|---------------|-----------------|
| Leander | 10,237 | 26,521 | 30,324 | 35,439 |
| Primary Retail Trade Area | 30,320 | 63,949 | 71,528 | 82,566 |

Race Distribution

| | 2013 ESTIMATE |
|----------------------------------|---------------|
| White | 81.78% |
| Black or African American | 4.20% |
| American Indian/Alaskan | 0.67% |
| Asian | 2.27% |
| Native Hawaiian/Islander | 0.09% |
| Other Race | 7.38% |
| Two or More Races | 3.62% |
| Hispanic or Latino (of any race) | 22.37% |

Age

| GROUPS | 2013 ESTIMATE |
|-------------------|---------------|
| Under 5 Years | 8.34% |
| 5-14 Years | 17.98% |
| 15-20 Years | 8.77% |
| 21-24 Years | 4.28% |
| 25-34 Years | 11.88% |
| 35-44 Years | 17.14% |
| 45-54 Years | 14.54% |
| 55 Years and Over | 17.06% |
| DISTRIBUTION | 2013 ESTIMATE |
| Median Age | 33.90 |
| Average Age | 33.50 |

Income

| | 2013 ESTIMATE |
|-------------------|---------------|
| Average Household | \$80,730 |
| Median Household | \$69,908 |
| Per Capita (2012) | \$24,565 |

Educational Attainment

| | 2013 ESTIMATE |
|-----------------------------|---------------|
| Graduate or Professional | 8.36% |
| Bachelor's Degree | 22.06% |
| Associate Degree | 8.83% |
| Some College, No Degree | 28.45% |
| High School Graduate | 24.95% |
| Some High School, No Degree | 4.34% |
| Less than 9th Grade | 3.00% |

March 2013. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 662.844.2155.

SIC CODE REFERENCE

52 - Building Materials, Hardware, Garden Supply & Mobile Home Dealers

| SIC CODE | DESCRIPTION |
|----------|---|
| 52 | Building Materials, Hardware, Garden Supply & Mobile Home Dealers |
| 5211 | Lumber and Other Building Materials |
| 521100 | Lumber and other building materials |
| 52110000 | Lumber and other building materials |
| 521101 | Lumber products |
| 52110100 | Lumber products |
| 52110101 | Flooring, wood |
| 52110102 | Millwork and lumber |
| 52110103 | Paneling |
| 52110104 | Planing mill products and lumber |
| 52110105 | Siding |
| 52110106 | Wallboard (composition) and paneling |
| 521102 | Door and window products |
| 52110200 | Door and window products |
| 52110201 | Doors, storm: wood or metal |
| 52110202 | Doors, wood or metal, except storm |
| 52110203 | Garage doors, sale and installation |
| 52110204 | Jalousies |
| 52110205 | Sash, wood or metal |
| 52110206 | Screens, door and window |
| 52110207 | Windows, storm: wood or metal |
| 521103 | Insulation and energy conservation products |
| 52110300 | Insulation and energy conservation products |
| 52110301 | Energy conservation products |
| 52110302 | Insulation material, building |
| 52110303 | Solar heating equipment |
| 521104 | Prefabricated buildings |
| 52110400 | Prefabricated buildings |
| 52110401 | Greenhouse kits, prefabricated |
| 52110402 | Modular homes |

| SIC CODE | DESCRIPTION |
|----------|---|
| 521105 | Masonry materials and supplies |
| 52110500 | Masonry materials and supplies |
| 52110501 | Brick |
| 52110502 | Cement |
| 52110503 | Concrete and cinder block |
| 52110504 | Lime and plaster |
| 52110505 | Paving stones |
| 52110506 | Sand and gravel |
| 52110507 | Tile, ceramic |
| 521199 | Lumber and other building materials, NEC |
| 52119901 | Bathroom fixtures, equipment and supplies |
| 52119902 | Cabinets, kitchen |
| 52119903 | Closets, interiors and accessories |
| 52119904 | Counter tops |
| 52119905 | Eavestroughing parts and supplies |
| 52119906 | Electrical construction materials |
| 52119907 | Fencing |
| 52119908 | Home centers |
| 52119909 | Roofing material |
| 52119910 | Structural clay products |
| 5231 | Paint, Glass, and Wallpaper Stores |
| 523100 | Paint, glass, and wallpaper stores |
| 52310000 | Paint, glass, and wallpaper stores |
| 523101 | Glass |
| 52310100 | Glass |
| 52310101 | Glass, leaded or stained |
| 523102 | Paint and painting supplies |
| 52310200 | Paint and painting supplies |
| 52310201 | Paint |
| 52310202 | Paint brushes, rollers, sprayers and other supplies |

SIC CODE REFERENCE

52 - Building Materials, Hardware, Garden Supply & Mobile Home Dealers

| SIC CODE | DESCRIPTION |
|----------|------------------------------------|
| 523103 | Wall coverings |
| 52310300 | Wall coverings |
| 52310301 | Wallpaper |
| 5251 | Hardware Stores |
| 525100 | Hardware stores |
| 52510000 | Hardware stores |
| 525101 | Tools |
| 52510100 | Tools |
| 52510101 | Chainsaws |
| 52510102 | Snow blowers |
| 52510103 | Tools, hand |
| 52510104 | Tools, power |
| 525199 | Hardware stores, NEC |
| 52519901 | Builders' hardware |
| 52519902 | Door locks and lock sets |
| 52519903 | Pumps and pumping equipment |
| 5261 | Retail Nurseries and Garden Stores |
| 526100 | Retail nurseries and garden stores |
| 52610000 | Retail nurseries and garden stores |
| 526101 | Lawn and garden equipment |
| 52610100 | Lawn and garden equipment |
| 52610101 | Garden tractors and tillers |
| 52610102 | Hydroponics equipment and supplies |
| 52610103 | Lawnmowers and tractors |
| 526102 | Lawn and garden supplies |
| 52610200 | Lawn and garden supplies |
| 52610201 | Fertilizer |
| 52610202 | Fountains, outdoor |
| 52610203 | Garden supplies and tools, NEC |
| 52610204 | Sod |
| 52610205 | Top soil |

| SIC CODE | DESCRIPTION |
|----------|-------------------------------------|
| 52610206 | Lawn ornaments |
| 526103 | Retail nurseries |
| 52610300 | Retail nurseries |
| 52610301 | Christmas trees (natural) |
| 52610302 | Nursery stock, seeds and bulbs |
| 5271 | Mobile Home Dealers |
| 527100 | Mobile home dealers |
| 52710000 | Mobile home dealers |
| 527199 | Mobile home dealers, NEC |
| 52719901 | Mobile home equipment |
| 52719902 | Mobile home parts and accessories |
| 52719903 | Mobile offices and commercial units |

SIC CODE REFERENCE

53 - General Merchandise Stores

| SIC CODE | DESCRIPTION |
|----------|---|
| 53 | General Merchandise Stores |
| 5311 | Department Stores |
| 531100 | Department stores |
| 53110000 | Department stores |
| 531199 | Department stores, NEC |
| 53119901 | Department stores, discount |
| 53119902 | Department stores, non-discount |
| 5331 | Variety Stores |
| 533100 | Variety stores |
| 53310000 | Variety stores |
| 5399 | Miscellaneous General Merchandise |
| 539900 | Miscellaneous general merchandise stores |
| 53990000 | Miscellaneous general merchandise stores |
| 539999 | Miscellaneous general merchandise stores, NEC |
| 53999901 | Army-Navy goods stores |
| 53999902 | Catalog showroom stores |
| 53999903 | Country general stores |
| 53999904 | Duty-free stores |
| 53999905 | Surplus and salvage stores |
| 53999906 | Warehouse club stores |

54 - Food Stores

| SIC CODE | DESCRIPTION |
|----------|--|
| 54 | Food Stores |
| 5411 | Grocery Stores |
| 541100 | Grocery stores |
| 54110000 | Grocery stores |
| 541101 | Supermarkets |
| 54110100 | Supermarkets |
| 54110101 | Supermarkets, chain |
| 54110102 | Supermarkets, greater than 100,000 square feet |
| 54110103 | Supermarkets, independent |
| 54110104 | Supermarkets, 55,000 - 65,000 square feet (superstore) |
| 54110105 | Supermarkets, 66,000 - 99,000 square feet |
| 541102 | Convenience stores |
| 54110200 | Convenience stores |
| 54110201 | Convenience stores, chain |
| 54110202 | Convenience stores, independent |
| 541199 | Grocery stores, NEC |
| 54119901 | Cooperative food stores |
| 54119902 | Delicatessen stores |
| 54119903 | Frozen food and freezer plans, except meat |
| 54119904 | Grocery stores, chain |
| 54119905 | Grocery stores, independent |
| 5421 | Meat and Fish Markets |
| 542100 | Meat and fish markets |
| 54210000 | Meat and fish markets |
| 542101 | Fish and seafood markets |
| 54210100 | Fish and seafood markets |
| 54210101 | Fish markets |
| 54210102 | Seafood markets |
| 542102 | Meat markets, including freezer provisioners |
| 54210200 | Meat markets, including freezer provisioners |
| 54210201 | Food and freezer plans, meat |
| 54210202 | Freezer provisioners, meat |

SIC CODE REFERENCE

54 - Food Stores

| SIC CODE | DESCRIPTION |
|----------|--|
| 5431 | Fruit and Vegetable Markets |
| 543100 | Fruit and vegetable markets |
| 54310000 | Fruit and vegetable markets |
| 543199 | Fruit and vegetable markets, NEC |
| 54319901 | Fruit stands or markets |
| 54319902 | Vegetable stands or markets |
| 5441 | Candy, Nut, and Confectionery Stores |
| 544100 | Candy, nut, and confectionery stores |
| 54410000 | Candy, nut, and confectionery stores |
| 544199 | Candy, nut, and confectionery stores, NEC |
| 54419901 | Candy |
| 54419902 | Confectionery |
| 54419903 | Confectionery produced for direct sale on the premises |
| 54419904 | Nuts |
| 54419905 | Popcorn, including caramel corn |
| 5451 | Dairy Products Stores |
| 545100 | Dairy products stores |
| 54510000 | Dairy products stores |
| 545199 | Dairy products stores, NEC |
| 54519901 | Butter |
| 54519902 | Cheese |
| 54519903 | Ice cream (packaged) |
| 54519904 | Milk |
| 5461 | Retail Bakeries |
| 546100 | Retail bakeries |
| 54610000 | Retail bakeries |
| 546199 | Retail bakeries, NEC |
| 54619901 | Bagels |
| 54619902 | Bread |
| 54619903 | Cakes |
| 54619904 | Cookies |
| 54619905 | Doughnuts |

| SIC CODE | DESCRIPTION |
|----------|------------------------------------|
| 54619906 | Pastries |
| 54619907 | Pies |
| 54619908 | Pretzels |
| 5499 | Miscellaneous Food Stores |
| 549900 | Miscellaneous food stores |
| 54990000 | Miscellaneous food stores |
| 549901 | Health and dietetic food stores |
| 54990100 | Health and dietetic food stores |
| 54990101 | Dietetic foods |
| 54990102 | Health foods |
| 54990103 | Vitamin food stores |
| 549902 | Beverage stores |
| 54990200 | Beverage stores |
| 54990201 | Coffee |
| 54990202 | Juices, fruit or vegetable |
| 54990203 | Soft drinks |
| 54990204 | Tea |
| 54990205 | Water: distilled mineral or spring |
| 549999 | Miscellaneous food stores, NEC |
| 54999901 | Dried fruit |
| 54999902 | Eggs and poultry |
| 54999903 | Food gift baskets |
| 54999904 | Gourmet food stores |
| 54999905 | Spices and herbs |

SIC CODE REFERENCE

55 - Automotive Dealers and Gasoline Service Stations

| SIC CODE | DESCRIPTION |
|----------|---|
| 55 | Automotive Dealers and Gasoline Service Stations |
| 5511 | New and Used Car Dealers |
| 551100 | New and used car dealers |
| 55110000 | New and used car dealers |
| 551199 | New and used car dealers, NEC |
| 55119901 | Automobiles, new and used |
| 55119902 | Pickups, new and used |
| 55119903 | Trucks, tractors, and trailers: new and used |
| 55119904 | Vans, new and used |
| 5521 | Used Car Dealers |
| 552100 | Used car dealers |
| 55210000 | Used car dealers |
| 552199 | Used car dealers, NEC |
| 55219901 | Antique automobiles |
| 55219902 | Automobiles, used cars only |
| 55219903 | Pickups and vans, used |
| 55219904 | Trucks, tractors, and trailers: used |
| 5531 | Auto and Home Supply Stores |
| 553100 | Auto and home supply stores |
| 55310000 | Auto and home supply stores |
| 553101 | Auto and truck equipment and parts |
| 55310100 | Auto and truck equipment and parts |
| 55310101 | Automobile air conditioning equipment, sale, installation |
| 55310102 | Automotive accessories |
| 55310103 | Automotive parts |
| 55310104 | Batteries, automotive and truck |
| 55310105 | Speed shops, including race car supplies |
| 55310106 | Trailer hitches, automotive |
| 55310107 | Truck equipment and parts |
| 553199 | Auto and home supply stores, NEC |
| 55319901 | Automotive tires |
| 5541 | Gasoline Service Stations |

| SIC CODE | DESCRIPTION |
|----------|--------------------------------|
| 554100 | Gasoline service stations |
| 55410000 | Gasoline service stations |
| 554199 | Gasoline service stations, NEC |
| 55419901 | Filling stations, gasoline |
| 55419902 | Marine service station |
| 55419903 | Truck stops |
| 5551 | Boat Dealers |
| 555100 | Boat dealers |
| 55510000 | Boat dealers |
| 555101 | Motor boat dealers |
| 55510100 | Motor boat dealers |
| 55510101 | Inboard boats |
| 55510102 | Inboard outboard boats |
| 55510103 | Jet skis |
| 55510104 | Outboard boats |
| 555102 | Canoe and kayak dealers |
| 55510200 | Canoe and kayak dealers |
| 55510201 | Canoes |
| 55510202 | Inflatable boats |
| 55510203 | Kayaks |
| 555103 | Sailboats and equipment |
| 55510300 | Sailboats and equipment |
| 55510301 | Sailboats, auxiliary (powered) |
| 55510302 | Sailboats, unpowered |
| 55510303 | Sails and equipment |
| 555104 | Marine supplies and equipment |
| 55510400 | Marine supplies and equipment |
| 55510401 | Marine supplies, NEC |
| 55510402 | Outboard motors |
| 5561 | Recreational Vehicle Dealers |
| 556100 | Recreational vehicle dealers |
| 55610000 | Recreational vehicle dealers |

SIC CODE REFERENCE

55 - Automotive Dealers and Gasoline Service Stations

| SIC CODE | DESCRIPTION |
|----------|---|
| 556101 | Camper and travel trailer dealers |
| 55610100 | Camper and travel trailer dealers |
| 55610101 | Campers (pickup coaches) for mounting on trucks |
| 55610102 | Travel trailers: automobile, new and used |
| 556199 | Recreational vehicle dealers, NEC |
| 55619901 | Motor homes |
| 55619902 | Recreational vehicle parts and accessories |
| 5571 | Motorcycle Dealers |
| 557100 | Motorcycle dealers |
| 55710000 | Motorcycle dealers |
| 557199 | Motorcycle dealers, NEC |
| 55719901 | All-terrain vehicles |
| 55719902 | Bicycles, motorized |
| 55719903 | Mopeds |
| 55719904 | Motor scooters |
| 55719905 | Motorcycle parts and accessories |
| 55719906 | Motorcycles |
| 55719907 | All-terrain vehicle parts and accessories |
| 5599 | Automotive Dealers, NEC |
| 559900 | Automotive dealers, NEC |
| 55990000 | Automotive dealers, NEC |
| 559901 | Aircraft dealers |
| 55990100 | Aircraft dealers |
| 55990101 | Aircraft, self-propelled |
| 55990102 | Gliders, except hang |
| 55990103 | Hang gliders |
| 55990104 | Aircraft instruments, equipment or parts |
| 55990105 | Hot air balloons and equipment |
| 559999 | Automotive dealers, NEC |
| 55999901 | Dune buggies |
| 55999902 | Go-carts |
| 55999903 | Golf cart, powered |

| SIC CODE | DESCRIPTION |
|----------|------------------|
| 55999904 | Snowmobiles |
| 55999905 | Utility trailers |

SIC CODE REFERENCE

56 - Apparel and Accessory Stores

| SIC CODE | DESCRIPTION |
|----------|---|
| 56 | Apparel and Accessory Stores |
| 5611 | Men's and Boys' Clothing Stores |
| 561100 | Men's and boys' clothing stores |
| 56110000 | Men's and boys' clothing stores |
| 561199 | Men's and boys' clothing stores, NEC |
| 56119901 | Clothing accessories: men's and boys' |
| 56119902 | Clothing, male: everyday, except suits and sportswear |
| 56119903 | Clothing, sportswear, men's and boys' |
| 56119904 | Haberdashery stores |
| 56119905 | Hats, men's and boys' |
| 56119906 | Suits, men's |
| 56119907 | Tie shops |
| 5621 | Women's Clothing Stores |
| 562100 | Women's clothing stores |
| 56210000 | Women's clothing stores |
| 562101 | Women's specialty clothing stores |
| 56210100 | Women's specialty clothing stores |
| 56210101 | Boutiques |
| 56210102 | Bridal shops |
| 56210103 | Dress shops |
| 56210104 | Women's sportswear |
| 562199 | Women's clothing stores, NEC |
| 56219901 | Maternity wear |
| 56219902 | Ready-to-wear apparel, women's |
| 56219903 | Teenage apparel |
| 5632 | Women's Accessory and Specialty Stores |
| 563200 | Women's accessory and specialty stores |
| 56320000 | Women's accessory and specialty stores |
| 563201 | Fur apparel |
| 56320100 | Fur apparel |
| 56320101 | Fur apparel, made to custom order |
| 56320102 | Furriers |

| SIC CODE | DESCRIPTION |
|----------|---|
| 563202 | Women's dancewear, hosiery, and lingerie |
| 56320200 | Women's dancewear, hosiery, and lingerie |
| 56320201 | Dancewear |
| 56320202 | Hosiery |
| 56320203 | Lingerie (outerwear) |
| 56320204 | Lingerie and corsets (underwear) |
| 563299 | Women's accessory and specialty stores, NEC |
| 56329901 | Apparel accessories |
| 56329902 | Blouses |
| 56329903 | Costume jewelry |
| 56329904 | Handbags |
| 56329905 | Knitwear, women's |
| 56329906 | Millinery |
| 5641 | Children's and Infants' Wear Stores |
| 564100 | Children's and infants' wear stores |
| 56410000 | Children's and infants' wear stores |
| 564199 | Children's and infants' wear stores, NEC |
| 56419901 | Children's wear |
| 56419902 | Infants' wear |
| 5651 | Family Clothing Stores |
| 565100 | Family clothing stores |
| 56510000 | Family clothing stores |
| 565199 | Family clothing stores, NEC |
| 56519901 | Jeans stores |
| 56519902 | Unisex clothing stores |
| 5661 | Shoe Stores |
| 566100 | Shoe stores |
| 56610000 | Shoe stores |
| 566101 | Custom and orthopedic shoes |
| 56610100 | Custom and orthopedic shoes |
| 56610101 | Shoes, custom |
| 56610102 | Shoes, orthopedic |

SIC CODE REFERENCE

56 - Apparel and Accessory Stores

| SIC CODE | DESCRIPTION |
|----------|--|
| 566199 | Shoe stores, NEC |
| 56619901 | Children's shoes |
| 56619902 | Footwear, athletic |
| 56619903 | Men's boots |
| 56619904 | Men's shoes |
| 56619905 | Women's boots |
| 56619906 | Women's shoes |
| 5699 | Miscellaneous Apparel and Accessories |
| 569900 | Miscellaneous apparel and accessory stores |
| 56990000 | Miscellaneous apparel and accessory stores |
| 569901 | Uniforms and work clothing |
| 56990100 | Uniforms and work clothing |
| 56990101 | Military goods and regalia |
| 56990102 | Uniforms |
| 56990103 | Work clothing |
| 569902 | Costumes and wigs |
| 56990200 | Costumes and wigs |
| 56990201 | Costumes, masquerade or theatrical |
| 56990202 | Wigs, toupees and wiglets |
| 569903 | Sports apparel |
| 56990300 | Sports apparel |
| 56990301 | Bathing suits |
| 56990302 | Marine apparel |
| 56990303 | Riding apparel |
| 56990304 | Western apparel |
| 569904 | Customized clothing and apparel |
| 56990400 | Customized clothing and apparel |
| 56990401 | Belts, apparel: custom |
| 56990402 | Custom tailor |
| 56990403 | Dressmakers, custom |
| 56990404 | Knit dresses, made to order |
| 56990405 | Shirts, custom made |

| SIC CODE | DESCRIPTION |
|----------|---|
| 56990406 | T-shirts, custom printed |
| 56990407 | Clothing, hand painted |
| 569999 | Miscellaneous apparel and accessory stores, NEC |
| 56999901 | Caps and gowns (academic vestments) |
| 56999902 | Clergy vestments |
| 56999903 | Designers, apparel |
| 56999904 | Formal wear |
| 56999905 | Leather garments |
| 56999906 | Raincoats |
| 56999907 | Square dance apparel |
| 56999908 | Stockings: men's, women's, and children's |
| 56999909 | Umbrellas |

SIC CODE REFERENCE

57 - Home Furniture, Furnishings and Equipment Stores

| SIC CODE | DESCRIPTION |
|----------|--|
| 57 | Home Furniture, Furnishings and Equipment Stores |
| 5712 | Furniture Stores |
| 571200 | Furniture stores |
| 57120000 | Furniture stores |
| 571201 | Beds and accessories |
| 57120100 | Beds and accessories |
| 57120101 | Bedding and bedsprings |
| 57120102 | Mattresses |
| 57120103 | Waterbeds and accessories |
| 571202 | Customized furniture and cabinets |
| 57120200 | Customized furniture and cabinets |
| 57120201 | Cabinet work, custom |
| 57120202 | Custom made furniture, except cabinets |
| 571299 | Furniture stores, NEC |
| 57129901 | Bar fixtures, equipment and supplies |
| 57129902 | Cabinets, except custom made: kitchen |
| 57129903 | Juvenile furniture |
| 57129904 | Office furniture |
| 57129905 | Outdoor and garden furniture |
| 57129906 | Unfinished furniture |
| 5713 | Floor Covering Stores |
| 571300 | Floor covering stores |
| 57130000 | Floor covering stores |
| 571399 | Floor covering stores, NEC |
| 57139901 | Carpet |
| 57139902 | Floor tile |
| 57139903 | Linoleum |
| 57139904 | Rugs |
| 57139905 | Vinyl floor covering |
| 5714 | Draperies and Upholstery Stores |
| 571400 | Draperies and upholstery stores |
| 57140000 | Draperies and upholstery stores |

| SIC CODE | DESCRIPTION |
|----------|--------------------------------------|
| 571499 | Draperies and upholstery stores, NEC |
| 57149901 | Curtains |
| 57149902 | Draperies |
| 57149903 | Slip covers |
| 57149904 | Upholstery materials |
| 5719 | Miscellaneous Home furnishings |
| 571900 | Miscellaneous home furnishings |
| 57190000 | Miscellaneous home furnishings |
| 571901 | Kitchenware |
| 57190100 | Kitchenware |
| 57190101 | Aluminum ware |
| 57190102 | China |
| 57190103 | Cookware, except aluminum |
| 57190104 | Crockery |
| 57190105 | Cutlery |
| 57190106 | Enamelware |
| 57190107 | Glassware |
| 57190108 | Metal ware |
| 57190109 | Tin ware |
| 57190110 | Barbeque grills |
| 571902 | Lighting, lamps, and accessories |
| 57190200 | Lighting, lamps, and accessories |
| 57190201 | Lamps and lamp shades |
| 57190202 | Lighting fixtures |
| 571903 | Fireplaces and wood burning stoves |
| 57190300 | Fireplaces and wood burning stoves |
| 57190301 | Fireplace equipment and accessories |
| 57190302 | Wood burning stoves |
| 57190303 | Coal burning stoves |
| 571904 | Window furnishings |
| 57190400 | Window furnishings |
| 57190401 | Venetian blinds |

SIC CODE REFERENCE

57 - Home Furniture, Furnishings and Equipment Stores

| SIC CODE | DESCRIPTION |
|----------|--|
| 57190402 | Vertical blinds |
| 57190403 | Window shades, NEC |
| 571905 | Beddings and linens |
| 57190500 | Beddings and linens |
| 57190501 | Bedding (sheets, blankets, spreads, and pillows) |
| 57190502 | Linens |
| 571906 | Pictures and mirrors |
| 57190600 | Pictures and mirrors |
| 57190601 | Mirrors |
| 57190602 | Pictures, wall |
| 571999 | Miscellaneous home furnishings stores, NEC |
| 57199901 | Bath accessories |
| 57199902 | Brooms |
| 57199903 | Brushes |
| 57199904 | Closet organizers and shelving units |
| 57199905 | House wares, NEC |
| 57199906 | Pottery |
| 57199907 | Towels |
| 57199908 | Wicker, rattan, or reed home furnishings |
| 5722 | Household Appliance Stores |
| 572200 | Household appliance stores |
| 57220000 | Household appliance stores |
| 572201 | Gas household appliances |
| 57220100 | Gas household appliances |
| 57220101 | Gas ranges |
| 572202 | Electric household appliances |
| 57220200 | Electric household appliances |
| 57220201 | Air conditioning room units, self-contained |
| 57220202 | Electric household appliances, major |
| 57220203 | Electric household appliances, small |
| 57220204 | Electric ranges |
| 57220205 | Fans, electric |

| SIC CODE | DESCRIPTION |
|----------|---|
| 57220206 | Garbage disposals |
| 57220207 | Microwave ovens |
| 57220208 | Vacuum cleaners |
| 572299 | Household appliance stores, NEC |
| 57229901 | Appliance parts |
| 57229902 | Kitchens, complete (sinks, cabinets, etc.) |
| 57229903 | Sewing machines |
| 57229904 | Stoves, household, NEC |
| 57229905 | Sun tanning equipment and supplies |
| 57229906 | Kerosene heaters |
| 5731 | Radio, Television, and Electronic Stores |
| 573100 | Radio, television, and electronic stores |
| 57310000 | Radio, television, and electronic stores |
| 573101 | Antennas |
| 57310100 | Antennas |
| 57310101 | Antennas, satellite dish |
| 573102 | Video cameras, recorders, and accessories |
| 57310200 | Video cameras, recorders, and accessories |
| 57310201 | Video cameras and accessories |
| 57310202 | Video recorders, players, disc players, and accessories |
| 57310203 | Video tapes, blank |
| 573199 | Radio, television, and electronic stores, NEC |
| 57319901 | Automotive sound equipment |
| 57319902 | Consumer electronic equipment, NEC |
| 57319903 | High fidelity stereo equipment |
| 57319904 | Marine radios and radar equipment |
| 57319905 | Phonographs |
| 57319906 | Radios, receiver type |
| 57319907 | Radios, two-way, citizens band, weather, short-wave, etc. |
| 57319908 | Tape recorders and players |
| 57319909 | Television sets |
| 57319910 | Metal detectors |

SIC CODE REFERENCE

57 - Home Furniture, Furnishings and Equipment Stores

| SIC CODE | DESCRIPTION |
|----------|---|
| 5734 | Computer and Software Stores |
| 573400 | Computer and software stores |
| 57340000 | Computer and software stores |
| 573401 | Computer peripheral equipment |
| 57340100 | Computer peripheral equipment |
| 57340101 | Modems, monitors, terminals, and disk drives: computers |
| 57340102 | Printers and plotters: computers |
| 573402 | Computer software and accessories |
| 57340200 | Computer software and accessories |
| 57340201 | Computer tapes |
| 57340202 | Magnetic disks |
| 57340203 | Software, business and non-game |
| 57340204 | Software, computer games |
| 57340205 | Word processing equipment and supplies |
| 573499 | Computer and software stores, NEC |
| 57349901 | Personal computers |
| 5735 | Record and Prerecorded Tape Stores |
| 573500 | Record and prerecorded tape stores |
| 57350000 | Record and prerecorded tape stores |
| 573501 | Video discs and tapes, prerecorded |
| 57350100 | Video discs and tapes, prerecorded |
| 57350101 | Video discs, prerecorded |
| 57350102 | Video tapes, prerecorded |
| 573502 | Records, audio discs, and tapes |
| 57350200 | Records, audio discs, and tapes |
| 57350201 | Audio tapes, prerecorded |
| 57350202 | Compact discs |
| 57350203 | Records |
| 5736 | Musical Instrument Stores |
| 573600 | Musical instrument stores |
| 57360000 | Musical instrument stores |
| 573601 | Keyboard instruments |

| SIC CODE | DESCRIPTION |
|----------|--|
| 57360100 | Keyboard instruments |
| 57360101 | Organs |
| 57360102 | Pianos |
| 573699 | Musical instrument stores, NEC |
| 57369901 | Band instruments |
| 57369902 | Brass instruments |
| 57369903 | Drums and related percussion instruments |
| 57369904 | Sheet music |
| 57369905 | String instruments |
| 57369906 | Wind instruments |

SIC CODE REFERENCE

58 - Eating and Drinking Places

| SIC CODE | DESCRIPTION |
|----------|--|
| 58 | Eating and Drinking Places |
| 5812 | Eating Places |
| 581200 | Eating places |
| 58120000 | Eating places |
| 581201 | Ethnic food restaurants |
| 58120100 | Ethnic food restaurants |
| 58120101 | American restaurant |
| 58120102 | Cajun restaurant |
| 58120103 | Chinese restaurant |
| 58120104 | French restaurant |
| 58120105 | German restaurant |
| 58120106 | Greek restaurant |
| 58120107 | Indian/Pakistan restaurant |
| 58120108 | Italian restaurant |
| 58120109 | Japanese restaurant |
| 58120110 | Korean restaurant |
| 58120111 | Lebanese restaurant |
| 58120112 | Mexican restaurant |
| 58120113 | Spanish restaurant |
| 58120114 | Sushi bar |
| 58120115 | Thai restaurant |
| 58120116 | Vietnamese restaurant |
| 58120117 | Pakistani restaurant |
| 581202 | Ice cream, soft drink and soda fountain stands |
| 58120200 | Ice cream, soft drink and soda fountain stands |
| 58120201 | Concessionaire |
| 58120202 | Frozen yogurt stand |
| 58120203 | Ice cream stands or dairy bars |
| 58120204 | Snow cone stand |
| 58120205 | Soda fountain |
| 58120206 | Soft drink stand |
| 581203 | Fast food restaurants and stands |

| SIC CODE | DESCRIPTION |
|----------|--|
| 58120300 | Fast food restaurants and stands |
| 58120301 | Box lunch stand |
| 58120302 | Carry-out only (except pizza) restaurant |
| 58120303 | Chili stand |
| 58120304 | Coffee shop |
| 58120305 | Delicatessen (eating places) |
| 58120306 | Drive-in restaurant |
| 58120307 | Fast-food restaurant, chain |
| 58120308 | Fast-food restaurant, independent |
| 58120309 | Food bars |
| 58120310 | Grills (eating places) |
| 58120311 | Hamburger stand |
| 58120312 | Hot dog stand |
| 58120313 | Sandwiches and submarines shop |
| 58120314 | Snack bar |
| 58120315 | Snack shop |
| 581204 | Lunchrooms and cafeterias |
| 58120400 | Lunchrooms and cafeterias |
| 58120401 | Automat (eating places) |
| 58120402 | Cafeteria |
| 58120403 | Luncheonette |
| 58120404 | Lunchroom |
| 58120405 | Restaurant, lunch counter |
| 581205 | Family restaurants |
| 58120500 | Family restaurants |
| 58120501 | Restaurant, family: chain |
| 58120502 | Restaurant, family: independent |
| 581206 | Pizza restaurants |
| 58120600 | Pizza restaurants |
| 58120601 | Pizzeria, chain |
| 58120602 | Pizzeria, independent |
| 581207 | Seafood restaurants |

SIC CODE REFERENCE

58 - Eating and Drinking Places

| SIC CODE | DESCRIPTION |
|----------|--------------------------------|
| 58120700 | Seafood restaurants |
| 58120701 | Oyster bar |
| 58120702 | Seafood shack |
| 581208 | Steak and barbecue restaurants |
| 58120800 | Steak and barbecue restaurants |
| 58120801 | Barbecue restaurant |
| 58120802 | Steak restaurant |
| 581299 | Eating places, NEC |
| 58129901 | Buffet (eating places) |
| 58129902 | Café |
| 58129903 | Caterers |
| 58129904 | Chicken restaurant |
| 58129905 | Commissary restaurant |
| 58129906 | Contract food services |
| 58129907 | Diner |
| 58129908 | Dinner theater |
| 58129909 | Health food restaurant |
| 5813 | Drinking Places |
| 581300 | Drinking places |
| 58130000 | Drinking places |
| 581301 | Bars and lounges |
| 58130100 | Bars and lounges |
| 58130101 | Bar (drinking places) |
| 58130102 | Beer garden (drinking places) |
| 58130103 | Cocktail lounge |
| 58130104 | Saloon |
| 58130105 | Tavern (drinking places) |
| 58130106 | Wine bar |
| 581302 | Night clubs |
| 58130200 | Night clubs |
| 58130201 | Cabaret |
| 58130202 | Discotheque |

59 - Miscellaneous Retail

| SIC CODE | DESCRIPTION |
|----------|--|
| 59 | Miscellaneous Retail |
| 5912 | Drug Stores and Proprietary Stores |
| 591200 | Drug stores and proprietary stores |
| 59120000 | Drug stores and proprietary stores |
| 591299 | Drug stores and proprietary stores, NEC |
| 59129901 | Drug stores |
| 59129902 | Proprietary (non-prescription medicine) stores |
| 5921 | Liquor Stores |
| 592100 | Liquor stores |
| 59210000 | Liquor stores |
| 592101 | Wine and beer |
| 59210100 | Wine and beer |
| 59210101 | Beer (packaged) |
| 59210102 | Wine |
| 592199 | Liquor stores, NEC |
| 59219901 | Hard liquor |
| 5932 | Used Merchandise Stores |
| 593200 | Used merchandise stores |
| 59320000 | Used merchandise stores |
| 593201 | Home furnishings and appliances, secondhand |
| 59320100 | Home furnishings and appliances, secondhand |
| 59320101 | Furniture, secondhand |
| 59320102 | Home furnishings, secondhand |
| 59320103 | Household appliances, used |
| 593202 | Antiques |
| 59320200 | Antiques |
| 59320201 | Art objects, antique |
| 59320202 | Glassware, antique |
| 593203 | Book stores, secondhand |
| 59320300 | Book stores, secondhand |
| 59320301 | Manuscripts, rare |
| 59320302 | Rare books |

SIC CODE REFERENCE

59 - Miscellaneous Retail

| SIC CODE | DESCRIPTION |
|----------|---|
| 593204 | Clothing and shoes, secondhand |
| 59320400 | Clothing and shoes, secondhand |
| 59320401 | Clothing, secondhand |
| 59320402 | Shoes, secondhand |
| 593205 | Office furniture and store fixtures, secondhand |
| 59320500 | Office furniture and store fixtures, secondhand |
| 59320501 | Office furniture, secondhand |
| 59320502 | Store fixtures and equipment, secondhand |
| 593299 | Used merchandise stores, NEC |
| 59329901 | Building materials, secondhand |
| 59329902 | Computers and accessories, secondhand |
| 59329903 | Musical instruments, secondhand |
| 59329904 | Pawnshop |
| 59329905 | Records, secondhand |
| 59329906 | Stereo equipment, secondhand |
| 5941 | Sporting Goods and Bicycle Shops |
| 594100 | Sporting goods and bicycle shops |
| 59410000 | Sporting goods and bicycle shops |
| 594101 | Fishing equipment |
| 59410100 | Fishing equipment |
| 59410101 | Bait and tackle |
| 59410102 | Fish finders and other electronic fishing equipment |
| 594102 | Hunting equipment |
| 59410200 | Hunting equipment |
| 59410201 | Ammunition |
| 59410202 | Firearms |
| 594103 | Golf, tennis, and ski shops |
| 59410300 | Golf, tennis, and ski shops |
| 59410301 | Golf goods and equipment |
| 59410302 | Skiing equipment |
| 59410303 | Tennis goods and equipment |
| 594104 | Exercise equipment |

| SIC CODE | DESCRIPTION |
|----------|---|
| 59410400 | Exercise equipment |
| 59410401 | Gymnasium equipment, NEC |
| 59410402 | Trampolines and equipment |
| 594105 | Water sport equipment |
| 59410500 | Water sport equipment |
| 59410501 | Skin diving, scuba equipment and supplies |
| 59410502 | Surfing equipment and supplies |
| 59410503 | Windsurfing and sail boarding equipment |
| 594106 | Camping and backpacking equipment |
| 59410600 | Camping and backpacking equipment |
| 59410601 | Backpacking equipment |
| 59410602 | Camping equipment |
| 594107 | Team sports equipment |
| 59410700 | Team sports equipment |
| 59410701 | Baseball equipment |
| 59410702 | Basketball equipment |
| 59410703 | Football equipment |
| 59410704 | Hockey equipment, except skates |
| 59410705 | Soccer supplies |
| 594199 | Sporting goods and bicycle shops, NEC |
| 59419901 | Archery supplies |
| 59419902 | Bicycle and bicycle parts |
| 59419903 | Bowling equipment and supplies |
| 59419904 | Martial arts equipment and supplies |
| 59419905 | Playground equipment |
| 59419906 | Pool and billiard tables |
| 59419907 | Saddlery and equestrian equipment |
| 59419908 | Skateboarding equipment |
| 59419909 | Skating equipment |
| 59419910 | Specialty sport supplies, NEC |
| 5942 | Book Stores |
| 594200 | Book stores |

SIC CODE REFERENCE

59 - Miscellaneous Retail

| SIC CODE | DESCRIPTION |
|----------|--|
| 59420000 | Book stores |
| 594299 | Book stores, NEC |
| 59429901 | Books, foreign |
| 59429902 | Books, religious |
| 59429903 | Children's books |
| 59429904 | College book stores |
| 59429905 | Comic books |
| 5943 | Stationery Stores |
| 594300 | Stationery stores |
| 59430000 | Stationery stores |
| 594399 | Stationery stores, NEC |
| 59439901 | Notary and corporate seals |
| 59439902 | Office forms and supplies |
| 59439903 | School supplies |
| 59439904 | Writing supplies |
| 5944 | Jewelry Stores |
| 594400 | Jewelry stores |
| 59440000 | Jewelry stores |
| 594401 | Clock and watch stores |
| 59440100 | Clock and watch stores |
| 59440101 | Clocks |
| 59440102 | Watches |
| 594499 | Jewelry stores, NEC |
| 59449901 | Jewelry, precious stones and precious metals |
| 59449902 | Silverware |
| 5945 | Hobby, Toy, and Game Shops |
| 594500 | Hobby, toy, and game shops |
| 59450000 | Hobby, toy, and game shops |
| 594501 | Hobby and craft supplies |
| 59450100 | Hobby and craft supplies |
| 59450101 | Arts and crafts supplies |
| 59450102 | Ceramics supplies |

| SIC CODE | DESCRIPTION |
|----------|--|
| 59450103 | Hobbies, NEC |
| 59450104 | Models, toy and hobby |
| 594502 | Toys and games |
| 59450200 | Toys and games |
| 59450201 | Children's toys and games, except dolls |
| 59450202 | Dolls and accessories |
| 59450203 | Games (chess, backgammon, and other durable games) |
| 594599 | Hobby, toy, and game shops, NEC |
| 59459901 | Kite stores |
| 5946 | Camera and Photographic Supply Stores |
| 594600 | Camera and photographic supply stores |
| 59460000 | Camera and photographic supply stores |
| 594699 | Camera and photographic supply stores, NEC |
| 59469901 | Cameras |
| 59469902 | Photographic supplies |
| 5947 | Gift, Novelty, and Souvenir Shop |
| 594700 | Gift, novelty, and souvenir shop |
| 59470000 | Gift, novelty, and souvenir shop |
| 594701 | Gifts and novelties |
| 59470100 | Gifts and novelties |
| 59470101 | Artcraft and carvings |
| 59470102 | Balloon shops |
| 59470103 | Gift baskets |
| 59470104 | Gift shop |
| 59470105 | Novelties |
| 59470106 | Party favors |
| 594799 | Gift, novelty, and souvenir shop, NEC |
| 59479901 | Greeting cards |
| 59479902 | Souvenirs |
| 59479903 | Trading cards: baseball or other sports, entertainment, etc. |
| 5948 | Luggage and Leather Goods Stores |
| 594800 | Luggage and leather goods stores |

SIC CODE REFERENCE

59 - Miscellaneous Retail

| SIC CODE | DESCRIPTION |
|----------|--|
| 59480000 | Luggage and leather goods stores |
| 594899 | Luggage and leather goods stores, NEC |
| 59489901 | Leather goods, except luggage and shoes |
| 59489902 | Luggage, except footlockers and trunks |
| 59489903 | Trunks (luggage) |
| 5949 | Sewing, Needlework, and Piece Goods |
| 594900 | Sewing, needlework, and piece goods |
| 59490000 | Sewing, needlework, and piece goods |
| 594901 | Fabric stores piece goods |
| 59490100 | Fabric stores piece goods |
| 59490101 | Bridal fabrics |
| 59490102 | Fabric, remnants |
| 594902 | Sewing and needlework |
| 59490200 | Sewing and needlework |
| 59490201 | Knitting goods and supplies |
| 59490202 | Needlework goods and supplies |
| 59490203 | Notions, including trim |
| 59490204 | Patterns: sewing, knitting and needlework |
| 59490205 | Quilting materials and supplies |
| 59490206 | Sewing supplies |
| 59490207 | Weaving goods and supplies |
| 5961 | Catalog and Mail-order Houses |
| 596100 | Catalog and mail-order houses |
| 59610000 | Catalog and mail-order houses |
| 596101 | Food, mail order |
| 59610100 | Food, mail order |
| 59610101 | Cheese, mail order |
| 59610102 | Fruit, mail order |
| 596102 | Computer equipment and electronics, mail order |
| 59610200 | Computer equipment and electronics, mail order |
| 59610201 | Computer software, mail order |
| 59610202 | Computers and peripheral equipment, mail order |

| SIC CODE | DESCRIPTION |
|----------|--|
| 59610203 | Electronic kits and parts, mail order |
| 596103 | Book and record clubs |
| 59610300 | Book and record clubs |
| 59610301 | Book club, mail order |
| 59610302 | Magazines, mail order |
| 59610303 | Record and/or tape (music or video) club, mail order |
| 596104 | Stamps, coins, and other collectibles, mail order |
| 59610400 | Stamps, coins, and other collectibles, mail order |
| 59610401 | Coins, mail order |
| 59610402 | Collectibles and antiques, mail order |
| 59610403 | Stamps, mail order |
| 596199 | Catalog and mail-order houses, NEC |
| 59619901 | Arts and crafts equipment and supplies, mail order |
| 59619902 | Automotive supplies and equipment, mail order |
| 59619903 | Books, mail order (except book clubs) |
| 59619904 | Cards, mail order |
| 59619905 | Catalog sales |
| 59619906 | Clothing, mail order (except women's) |
| 59619907 | Cosmetics and perfumes, mail order |
| 59619908 | Educational supplies and equipment, mail order |
| 59619909 | Fishing, hunting and camping equipment and supplies: |
| | by mail |
| 59619910 | Fitness and sporting goods, mail order |
| 59619911 | Flowers, plants and bulbs: mail order |
| 59619912 | Furniture and furnishings, mail order |
| 59619913 | General merchandise, mail order |
| 59619914 | Gift items, mail order |
| 59619915 | Jewelry, mail order |
| 59619916 | Mail order house, NEC |
| 59619917 | Mail order house, order taking office only |
| 59619918 | Novelty merchandise, mail order |
| 59619919 | Religious merchandise, mail order |

SIC CODE REFERENCE

59 - Miscellaneous Retail

| SIC CODE | DESCRIPTION |
|----------|---|
| 59619920 | Television, home shopping |
| 59619921 | Tools and hardware, mail order |
| 59619922 | Toys and games (including dolls and models), mail order |
| 59619923 | Women's apparel, mail order |
| 59619924 | Pharmaceuticals, mail order |
| 5962 | Merchandising Machine Operators |
| 596200 | Merchandising machine operators |
| 59620000 | Merchandising machine operators |
| 596201 | Food vending machines |
| 59620100 | Food vending machines |
| 59620101 | Candy and snack food vending machines |
| 59620102 | Sandwich and hot food vending machines |
| 596202 | Beverage vending machines |
| 59620200 | Beverage vending machines |
| 59620201 | Cold drinks vending machines |
| 59620202 | Hot drinks and soup vending machines |
| 596299 | Merchandising machine operators, NEC |
| 59629901 | Cigarettes vending machines |
| 59629902 | Novelty vending machines |
| 5963 | Direct Selling Establishments |
| 596300 | Direct selling establishments |
| 59630000 | Direct selling establishments |
| 596301 | Beverage services, direct sales |
| 59630100 | Beverage services, direct sales |
| 59630101 | Bottled water delivery |
| 59630102 | Coffee, soda, beer, etc: house-to-house sales |
| 59630103 | Milk delivery |
| 596302 | Food services, direct sales |
| 59630200 | Food services, direct sales |
| 59630201 | Bakery goods, house-to-house |
| 59630202 | Dairy products, house-to-house |
| 59630203 | Food service, coffee-cart |

| SIC CODE | DESCRIPTION |
|----------|--|
| 59630204 | Food service, mobile, except coffee-cart |
| 59630205 | Ice cream wagon |
| 59630206 | Lunch wagon |
| 59630207 | Snacks, direct sales |
| 596303 | Encyclopedias and publications, direct sales |
| 59630300 | Encyclopedias and publications, direct sales |
| 59630301 | Book sales, house-to-house |
| 59630302 | Encyclopedias, house-to-house |
| 59630303 | Magazine subscriptions, house-to-house |
| 59630304 | Newspapers, home delivery, not by printers or publishers |
| 596304 | Home related products, direct sales |
| 59630400 | Home related products, direct sales |
| 59630401 | Appliance sales, house-to-house |
| 59630402 | Drapes and curtains, house-to-house |
| 59630403 | Furnishings, including furniture, house-to-house |
| 59630404 | House ware sales, house-to-house |
| 59630405 | Vacuum cleaner sales, house-to-house |
| 596399 | Direct selling establishments, NEC |
| 59639901 | Canvassers |
| 59639902 | Clothing sales, house-to-house |
| 59639903 | Cosmetic sales, house-to-house |
| 59639904 | Direct sales, telemarketing |
| 59639905 | Jewelry sales, house-to-house |
| 59639906 | Lingerie sales, house-to-house |
| 59639907 | Party-plan merchandising |
| 5983 | Fuel Oil Dealers |
| 598300 | Fuel oil dealers |
| 59830000 | Fuel oil dealers |
| 5984 | Liquefied Petroleum Gas Dealers |
| 598400 | Liquefied petroleum gas dealers |
| 59840000 | Liquefied petroleum gas dealers |
| 598499 | Liquefied petroleum gas dealers, NEC |

SIC CODE REFERENCE

59 - Miscellaneous Retail

| SIC CODE | DESCRIPTION |
|----------|---|
| 59849901 | Butane gas, bottled |
| 59849902 | Liquefied petroleum gas, delivered to customers' premises |
| 59849903 | Propane gas, bottled |
| 5989 | Fuel Dealers, NEC |
| 598900 | Fuel dealers, NEC |
| 59890000 | Fuel dealers, NEC |
| 598999 | Fuel dealers, NEC |
| 59899901 | Coal |
| 59899902 | Wood (fuel) |
| 5992 | Florists |
| 599200 | Florists |
| 59920000 | Florists |
| 599299 | Florists, NEC |
| 59929901 | Flowers, fresh |
| 59929902 | Plants, potted |
| 5993 | Tobacco Stores and Stands |
| 599300 | Tobacco stores and stands |
| 59930000 | Tobacco stores and stands |
| 599399 | Tobacco stores and stands, NEC |
| 59939901 | Cigar store |
| 59939902 | Cigarette store |
| 59939903 | Pipe store |
| 59939904 | Tobacconist |
| 5994 | News Dealers and Newsstands |
| 599400 | News dealers and newsstands |
| 59940000 | News dealers and newsstands |
| 599499 | News dealers and newsstands, NEC |
| 59949901 | Magazine stand |
| 59949902 | Newsstand |
| 5995 | Optical Goods Stores |
| 599500 | Optical goods stores |
| 59950000 | Optical goods stores |

| SIC CODE | DESCRIPTION |
|----------|-------------------------------------|
| 599599 | Optical goods stores, NEC |
| 59959901 | Contact lenses, prescription |
| 59959902 | Eyeglasses, prescription |
| 59959903 | Opticians |
| 5999 | Miscellaneous Retail Stores, NEC |
| 599900 | Miscellaneous retail stores, NEC |
| 59990000 | Miscellaneous retail stores, NEC |
| 599901 | Alarm and safety equipment stores |
| 59990100 | Alarm and safety equipment stores |
| 59990101 | Alarm signal systems |
| 59990102 | Fire extinguishers |
| 59990103 | Safety supplies and equipment |
| 599902 | Art and architectural supplies |
| 59990200 | Art and architectural supplies |
| 59990201 | Architectural supplies |
| 59990202 | Artists' supplies and materials |
| 59990203 | Drafting equipment and supplies |
| 599903 | Banners, flags, decals, and posters |
| 59990300 | Banners, flags, decals, and posters |
| 59990301 | Banners |
| 59990302 | Decals |
| 59990303 | Flags |
| 59990304 | Posters |
| 599904 | Binoculars and telescopes |
| 59990400 | Binoculars and telescopes |
| 59990401 | Binoculars |
| 59990402 | Telescopes |
| 599905 | Coins and stamps |
| 59990500 | Coins and stamps |
| 59990501 | Coins |
| 59990502 | Numismatist shops |
| 59990503 | Stamps (philatelist) |

SIC CODE REFERENCE

59 - Miscellaneous Retail

| SIC CODE | DESCRIPTION |
|----------|---|
| 599906 | Telephone and communication equipment |
| 59990600 | Telephone and communication equipment |
| 59990601 | Audio-visual equipment and supplies |
| 59990602 | Communication equipment |
| 59990603 | Telephone equipment and systems |
| 59990604 | Facsimile equipment |
| 59990605 | Mobile telephones and equipment |
| 599907 | Engine and motor equipment and supplies |
| 59990700 | Engine and motor equipment and supplies |
| 59990701 | Engines and parts, air-cooled |
| 59990702 | Motors, electric |
| 599908 | Farm equipment and supplies |
| 59990800 | Farm equipment and supplies |
| 59990801 | Farm machinery, NEC |
| 59990802 | Farm tractors |
| 59990803 | Feed and farm supply |
| 599909 | Medical apparatus and supplies |
| 59990900 | Medical apparatus and supplies |
| 59990901 | Artificial limbs |
| 59990902 | Convalescent equipment and supplies |
| 59990903 | Hearing aids |
| 59990904 | Hospital equipment and supplies |
| 59990905 | Incontinent care products |
| 59990906 | Orthopedic and prosthesis applications |
| 59990907 | Technical aids for the handicapped |
| 59990908 | Wheelchair lifts |
| 599910 | Monuments and tombstones |
| 59991000 | Monuments and tombstones |
| 59991001 | Gravestones, finished |
| 59991002 | Monuments, finished to custom order |
| 59991003 | Tombstones |
| 599911 | Pets and pet supplies |

| SIC CODE | DESCRIPTION |
|--------------|--|
| 59991100 | Pets and pet supplies |
| 59991101 | Aquarium supplies |
| 59991102 | Pet food |
| 59991103 | Pet supplies |
| 59991104 | Pets |
| 59991105 | Tropical fish |
| 599912 | Swimming pools, hot tubs, and sauna equipment |
| and supplies | |
| 59991200 | Swimming pools, hot tubs, and sauna equipment |
| and supplies | |
| 59991201 | Hot tub and spa chemicals, equipment, and supplies |
| 59991202 | Sauna equipment and supplies |
| 59991203 | Spas and hot tubs |
| 59991204 | Swimming pool chemicals, equipment, and supplies |
| 59991205 | Swimming pools, above ground |
| 59991206 | Whirlpool baths |
| 599913 | Toiletries, cosmetics, and perfumes |
| 59991300 | Toiletries, cosmetics, and perfumes |
| 59991301 | Cosmetics |
| 59991302 | Perfumes and colognes |
| 59991303 | Toilet preparations |
| 59991304 | Hair care products |
| 599914 | Typewriters and business machines |
| 59991400 | Typewriters and business machines |
| 59991401 | Business machines and equipment |
| 59991402 | Photocopy machines |
| 59991403 | Typewriters |
| 599915 | Gems and precious stones |
| 59991500 | Gems and precious stones |
| 59991501 | Gem stones, rough |
| 59991502 | Stones, crystalline: rough |
| 599916 | Art, picture frames, and decorations |

SIC CODE REFERENCE

59 - Miscellaneous Retail

| SIC CODE | DESCRIPTION |
|----------|--|
| 59991600 | Art, picture frames, and decorations |
| 59991601 | Art dealers |
| 59991602 | Artificial flowers |
| 59991603 | Candle shops |
| 59991604 | Christmas lights and decorations |
| 59991605 | Heraldic insignia |
| 59991606 | Picture frames, ready made |
| 59991607 | Collectible plates |
| 599917 | Educational aids and electronic training materials |
| 59991700 | Educational aids and electronic training materials |
| 59991701 | Education aids, devices and supplies |
| 59991702 | Training materials, electronic |
| 599918 | Infant furnishings and equipment |
| 59991800 | Infant furnishings and equipment |
| 59991801 | Baby carriages and strollers |
| 59991802 | Bassinets |
| 59991803 | Child restraint seats, automotive |
| 59991804 | Children's equipment, NEC |
| 59991805 | Children's furniture, NEC |
| 59991806 | Cribs |
| 59991807 | High chairs |
| 59991808 | Playpens |
| 599999 | Miscellaneous retail stores, NEC |
| 59999901 | Alcoholic beverage making equipment and supplies |
| 59999902 | Auction rooms (general merchandise) |
| 59999903 | Autograph supplies |
| 59999904 | Awnings |
| 59999905 | Batteries, non-automotive |
| 59999906 | Cake decorating supplies |
| 59999907 | Canvas products |
| 59999908 | Cleaning equipment and supplies |
| 59999909 | Concrete products, pre-cast |

| SIC CODE | DESCRIPTION |
|----------|---|
| 59999910 | Electronic parts and equipment |
| 59999911 | Fireworks |
| 59999912 | Foam and foam products |
| 59999913 | Ice |
| 59999914 | Insecticide |
| 59999915 | Maps and charts |
| 59999916 | Plumbing and heating supplies |
| 59999917 | Police supply stores |
| 59999918 | Razors, electric |
| 59999919 | Religious goods |
| 59999920 | Rock and stone specimens |
| 59999921 | Rubber stamps |
| 59999922 | Sales barn |
| 59999923 | Sunglasses |
| 59999924 | Tents |
| 59999925 | Theater programs |
| 59999926 | Theatrical equipment and supplies |
| 59999927 | Trophies and plaques |
| 59999928 | Vaults and safes |
| 59999929 | Water purification equipment |
| 59999930 | Packaging materials: boxes, padding, etc. |
| 59999931 | Welding supplies |
| 59999932 | Air purification equipment |
| 59999933 | Fiberglass materials, except insulation |
| 59999934 | Condoms |



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 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.

The Retail Coach - It’s not about data. It’s about your success.

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Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2012/2013, ESRI 2011/2012, U.S. Census Bureau, Economy.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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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