TheRetailCoach®

Moving Beyond Data

RETAIL GAP ANALYSIS

Retail Trade Area
Fulshear, Texas

Presented to

City of Fulshear

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

Retail360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" 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 Retail360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach — It's not about data. It's about your success.

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Overview

The Retail Coach™ utilizes a proprietary model that estimates retail spending potential for a 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 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.

Study Analysis

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.

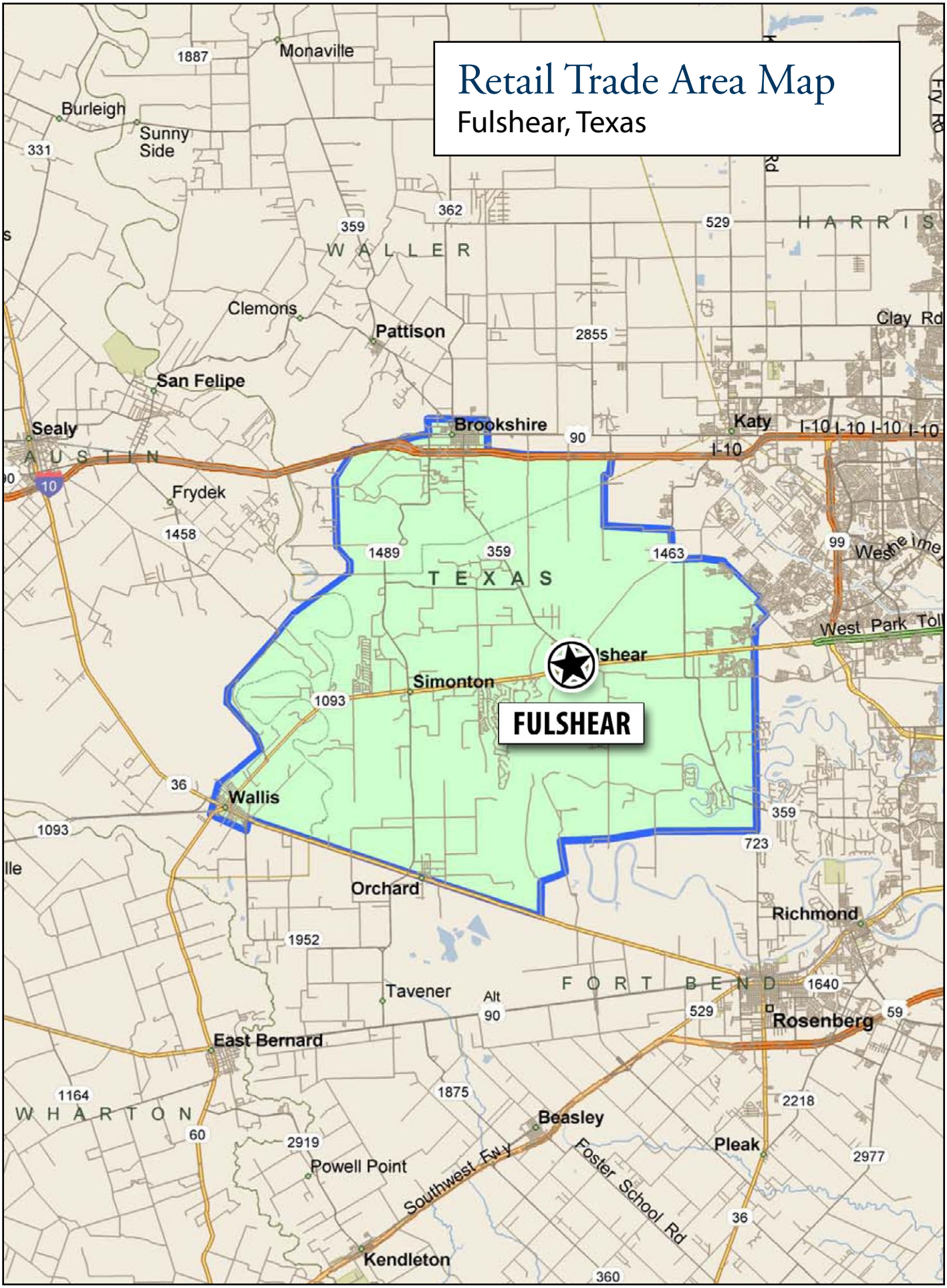
For example, some Women's Clothing Stores (SIC 562) may in fact report sales figures under Family Clothing Stores (SIC 565), etc.

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.

Retail Trade Area Map

Fulshear, Texas



Utilizing the Retail Gap Analysis

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 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.

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 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.

5. 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.

6. 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 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.

7. 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.

8. 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.

9. 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.

10. 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 are:

    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

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.

Summary Table

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
521	Lumber and Other Building Materials	$11,728,920	$0	-$11,728,920	-100%
523	Paint, Glass and Wallpaper	$3,155,828	$0	-$3,155,828	-100%
525	Hardware Stores	$6,978,120	$300,000	-$6,678,120	-96%
526	Retail Nurseries and Garden	$4,556,433	$0	-$4,556,433	-100%
527	Mobile Home Dealers	$1,304,371	$0	-$1,304,371	-100%
53	General Merchandise Stores	$40,469,340	$300,000	-$40,169,340	-99%
541	Grocery Stores	$49,987,030	$2,000,000	-$47,987,030	-96%
542	Meat and Fish Markets	$2,041,624	$0	-$2,041,624	-100%
543	Fruit and Vegetable Markets	$1,023,113	$0	-$1,023,113	-100%
544	Candy, Nut and Confection Stores	$205,191	$0	-$205,191	-100%
545	Dairy Products Stores	$59,960	$0	-$59,960	-100%
546	Retail Bakeries	$586,473	$0	-$586,473	-100%
549	Miscellaneous Food Stores	$3,526,552	$0	-$3,526,552	-100%
551	New and Used Car Dealers	$59,923,910	$0	-$59,923,910	-100%
552	Used Car Dealers	$11,259,120	$0	-$11,259,120	-100%
553	Auto and Home Supply Stores	$13,255,800	$0	-$13,255,800	-100%
554	Gasoline Service Stations	$12,992,280	$1,800,000	-$11,192,280	-86%
555	Boat Dealers	$1,249,013	$0	-$1,249,013	-100%
556	Recreational Vehicle Dealers	$1,838,463	$0	-$1,838,463	-100%
557	Motorcycle Dealers	$1,778,774	$0	-$1,778,774	-100%
559	Automotive Dealers, NEC	$2,715,398	$0	-$2,715,398	-100%
561	Men's and Boys' Clothing Stores	$1,121,242	$0	-$1,121,242	-100%
562	Women's Clothing Stores	$1,817,213	$200,000	-$1,617,213	-89%
563	Women's Accessory and Specialty Stores	$271,919	$0	-$271,919	-100%
564	Children's and Infants' Wear	$475,892	$0	-$475,892	-100%
565	Family Clothing Stores	$1,904,379	$0	-$1,904,379	-100%

Summary Table (continued)

566	Shoe Stores	$2,369,036	$0	-$2,369,036	-100%
569	Miscellaneous Apparel and Accessory Stores	$1,312,492	$0	-$1,312,492	-100%
571	Home Furniture and Furnishing	$11,790,910	$0	-$11,790,910	-100%
572	Household Appliance Stores	$2,518,869	$0	-$2,518,869	-100%
573	Radio, TV, and Computer Stores	$27,009,150	$1,400,000	-$25,609,150	-95%
5812	Eating Places	$51,825,500	$4,500,000	-$47,325,500	-91%
5813	Drinking Places	$1,756,712	$0	-$1,756,712	-100%
591	Drug Stores and Proprietary	$9,936,607	$300,000	-$9,636,607	-97%
592	Liquor Stores	$1,117,723	$200,000	-$917,723	-82%
593	Used Merchandise Stores	$2,411,130	$0	-$2,411,130	-100%
5941	Sporting Goods, Bicycle and Gun Stores	$1,851,592	$0	-$1,851,592	-100%
5942	Book Stores	$890,199	$100,000	-$790,199	-89%
5943	Stationery Stores	$2,874,976	$0	-$2,874,976	-100%
5944	Jewelry Stores	$1,326,433	$0	-$1,326,433	-100%
5945	Hobby, Toy and Game Shops	$1,632,595	$100,000	-$1,532,595	-94%
5946	Camera and Photography Supply Stores	$110,446	$0	-$110,446	-100%
5947	Gift, Novelty and Souvenir Shops	$1,790,685	$0	-$1,790,685	-100%
5948	Luggage and Leather Goods Stores	$61,855	$0	-$61,855	-100%
5949	Sewing, Needlework and Craft Stores	$204,108	$0	-$204,108	-100%
596	Non-store Retailers	$4,580,525	$0	-$4,580,525	-100%
598	Fuel and Ice Dealers	$298,854	$0	-$298,854	-100%
5992	Florists	$837,683	$100,000	-$737,683	-88%
5993	Tobacco Stores and Stands	$164,992	$0	-$164,992	-100%
5994	News Dealers and Newsstands	$216,967	$0	-$216,967	-100%
5995	Optical Goods Stores	$797,484	$0	-$797,484	-100%
5999	Miscellaneous Retail Stores, NEC	$14,645,850	$400,000	-$14,245,850	-97%
	TOTALS	**$380,559,700**	**$11,700,000**	**-$368,859,700**	**LEAKAGE**

Leakage Summary

SIC	RETAIL SECTOR	LEAKAGE AMOUNT
521	Lumber and Other Building Materials	-$11,728,920
523	Paint, Glass and Wallpaper	-$3,155,828
525	Hardware Stores	-$6,678,120
526	Retail Nurseries and Garden	-$4,556,433
527	Mobile Home Dealers	-$1,304,371
53	General Merchandise Stores	-$40,169,340
541	Grocery Stores	-$47,987,030
542	Meat and Fish Markets	-$2,041,624
543	Fruit and Vegetable Markets	-$1,023,113
544	Candy, Nut and Confection Stores	-$205,191
545	Dairy Products Stores	-$59,960
546	Retail Bakeries	-$586,473
549	Miscellaneous Food Stores	-$3,526,552
551	New and Used Car Dealers	-$59,923,910
552	Used Car Dealers	-$11,259,120
553	Auto and Home Supply Stores	-$13,255,800
554	Gasoline Service Stations	-$11,192,280
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556	Recreational Vehicle Dealers	-$1,838,463
557	Motorcycle Dealers	-$1,778,774
559	Automotive Dealers, NEC	-$2,715,398
561	Men's and Boys' Clothing Stores	-$1,121,242
562	Women's Clothing Stores	-$1,617,213
563	Women's Accessory and Specialty Stores	-$271,919
564	Children's and Infants' Wear	-$475,892
565	Family Clothing Stores	-$1,904,379
566	Shoe Stores	-$2,369,036
569	Miscellaneous Apparel and Accessory Stores	-$1,312,492
571	Home Furniture and Furnishing	-$11,790,910
572	Household Appliance Stores	-$2,518,869
573	Radio, TV, and Computer Stores	-$25,609,150
5812	Eating Places	-$47,325,500
5813	Drinking Places	-$1,756,712
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593	Used Merchandise Stores	-$2,411,130
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5949	Sewing, Needlework and Craft Stores	-$204,108
596	Non-store Retailers	-$4,580,525
598	Fuel and Ice Dealers	-$298,854
5992	Florists	-$737,683
5993	Tobacco Stores and Stands	-$164,992
5994	News Dealers and Newsstands	-$216,967
5995	Optical Goods Stores	-$797,484
5999	Miscellaneous Retail Stores, NEC	-$14,245,850

Surplus Summary

SIC	RETAIL SECTOR	SURPLUS AMOUNT
	(none)	(none)

Retail Trade Area Demographics

Fulshear, Texas

DESCRIPTION	DATA	%
Population		
2016 Projection	27,059	
2011 Estimate	23,386	
2000 Census	10,082	
1990 Census	6,936	
Growth 2011-2016	15.71%	
Growth 2000-2011	131.96%	
Growth 1990-2000	45.36%	
2011 Est. Pop by Single Race Class	**23,386**	
White Alone	16,682	71.33
Black or African American Alone	2,814	12.03
Amer. Indian and Alaska Native Alone	139	0.59
Asian Alone	417	1.78
Native Hawaiian and Other Pac. Isl. Alone	9	0.04
Some Other Race Alone	2,604	11.13
Two or More Races	720	3.08
2011 Est. Pop Hisp or Latino by Origin	**23,386**	
Not Hispanic or Latino	18,674	79.85
Hispanic or Latino:	4,712	20.15
Mexican	3,861	81.94
Puerto Rican	57	1.21
Cuban	34	0.72
All Other Hispanic or Latino	761	16.15
2011 Est. Hisp or Latino by Single Race Class	**4,712**	
White Alone	1,880	39.90
Black or African American Alone	27	0.57
American Indian and Alaska Native Alone	22	0.47
Asian Alone	1	0.02
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	2,582	54.80
Two or More Races	200	4.24

Retail Trade Area Demographics

Fulshear, Texas

DESCRIPTION	DATA	%
2011 Est. Pop. Asian Alone Race by Cat	**417**	
Chinese, except Taiwanese	52	12.47
Filipino	68	16.31
Japanese	22	5.28
Asian Indian	91	21.82
Korean	2	0.48
Vietnamese	81	19.42
Cambodian	19	4.56
Hmong	0	0.00
Laotian	10	2.40
Thai	4	0.96
All Other Asian Races Including 2+ Category	69	16.55
2011 Est. Population by Ancestry	**23,386**	
Pop, Arab	187	0.80
Pop, Czech	603	2.58
Pop, Danish	129	0.55
Pop, Dutch	135	0.58
Pop, English	1,689	7.22
Pop, French (except Basque)	431	1.84
Pop, French Canadian	80	0.34
Pop, German	2,839	12.14
Pop, Greek	126	0.54
Pop, Hungarian	27	0.12
Pop, Irish	1,014	4.34
Pop, Italian	499	2.13
Pop, Lithuanian	7	0.03
Pop, United States or American	1,464	6.26
Pop, Norwegian	55	0.24
Pop, Polish	265	1.13
Pop, Portuguese	4	0.02
Pop, Russian	33	0.14
Pop, Scottish	326	1.39
Pop, Scotch-Irish	383	1.64
Pop, Slovak	5	0.02
Pop, Subsaharan African	223	0.95
Pop, Swedish	57	0.24
Pop, Swiss	38	0.16
Pop, Ukrainian	58	0.25
Pop, Welsh	117	0.50
Pop, West Indian (exc Hisp groups)	102	0.44
Pop, Other ancestries	10,066	43.04

Retail Trade Area Demographics

Fulshear, Texas

DESCRIPTION	DATA	%
2011 Est. Population by Ancestry		
Pop, Ancestry Unclassified	2,426	10.37
2011 Est. Pop Age 5+ by Language Spoken At Home	**21,735**	
Speak Only English at Home	17,078	78.57
Speak Asian/Pac. Isl. Lang. at Home	26	0.12
Speak IndoEuropean Language at Home	1,245	5.73
Speak Spanish at Home	3,319	15.27
Speak Other Language at Home	68	0.31
2011 Est. Population by Sex	**23,386**	
Male	11,562	49.44
Female	11,824	50.56
2011 Est. Population by Age	**23,386**	
Age 0 - 4	1,651	7.06
Age 5 - 9	1,708	7.30
Age 10 - 14	1,691	7.23
Age 15 - 17	1,231	5.26
Age 18 - 20	967	4.13
Age 21 - 24	1,099	4.70
Age 25 - 34	2,463	10.53
Age 35 - 44	2,896	12.38
Age 45 - 54	4,028	17.22
Age 55 - 64	3,066	13.11
Age 65 - 74	1,630	6.97
Age 75 - 84	740	3.16
Age 85 and over	218	0.93
Age 16 and over	17,919	76.62
Age 18 and over	17,106	73.15
Age 21 and over	16,139	69.01
Age 65 and over	2,588	11.07
2011 Est. Median Age	**38.05**	
2011 Est. Average Age	**37.10**	

Retail Trade Area Demographics

Fulshear, Texas

DESCRIPTION	DATA	%
2011 Est. Male Population by Age	**11,562**	
Age 0 - 4	837	7.24
Age 5 - 9	867	7.50
Age 10 - 14	843	7.29
Age 15 - 17	596	5.15
Age 18 - 20	512	4.43
Age 21 - 24	519	4.49
Age 25 - 34	1,282	11.09
Age 35 - 44	1,476	12.77
Age 45 - 54	1,926	16.66
Age 55 - 64	1,519	13.14
Age 65 - 74	778	6.73
Age 75 - 84	324	2.80
Age 85 and over	84	0.73
2011 Est. Median Age, Male	**37.21**	
2011 Est. Average Age, Male	**36.50**	
2011 Est. Female Population by Age	**11,824**	
Age 0 - 4	813	6.88
Age 5 - 9	841	7.11
Age 10 - 14	848	7.17
Age 15 - 17	635	5.37
Age 18 - 20	455	3.85
Age 21 - 24	580	4.91
Age 25 - 34	1,181	9.99
Age 35 - 44	1,420	12.01
Age 45 - 54	2,102	17.78
Age 55 - 64	1,547	13.08
Age 65 - 74	852	7.21
Age 75 - 84	416	3.52
Age 85 and over	134	1.13
2011 Est. Median Age, Female	**38.94**	
2011 Est. Average Age, Female	**37.70**	

Retail Trade Area Demographics

Fulshear, Texas

DESCRIPTION	DATA	%
2011 Est. Pop Age 15+ by Marital Status	**18,337**	
Total, Never Married	4,422	24.12
Males, Never Married	2,554	13.93
Females, Never Married	1,868	10.19
Married, Spouse present	10,487	57.19
Married, Spouse absent	707	3.86
Widowed	773	4.22
Males Widowed	127	0.69
Females Widowed	645	3.52
Divorced	1,948	10.62
Males Divorced	664	3.62
Females Divorced	1,284	7.00
2011 Est. Pop. Age 25+ by Edu. Attainment	**15,040**	
Less than 9th grade	677	4.50
Some High School, no diploma	1,002	6.66
High School Graduate (or GED)	4,348	28.91
Some College, no degree	3,907	25.98
Associate Degree	764	5.08
Bachelor's Degree	3,262	21.69
Master's Degree	836	5.56
Professional School Degree	130	0.86
Doctorate Degree	114	0.76
2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	**2,424**	
Less than 9th grade	568	23.43
Some High School, no diploma	395	16.30
High School Graduate (or GED)	673	27.76
Some College, no degree	389	16.05
Associate Degree	80	3.30
Bachelor's Degree	250	10.31
Graduate or Professional Degree	70	2.89

Retail Trade Area Demographics

Fulshear, Texas

DESCRIPTION	DATA	%
Households		
2016 Projection	9,205	
2011 Estimate	7,788	
2000 Census	3,430	
1990 Census	2,289	
Growth 2011-2016	18.19%	
Growth 2000-2011	127.06%	
Growth 1990-2000	49.85%	
2011 Est. Households by Household Type	**7,788**	
Family Households	6,230	79.99
Nonfamily Households	1,558	20.01
2011 Est. Group Quarters Population	**204**	
2011 HHs by Ethnicity, Hispanic/Latino	**1,202**	**15.43**
2011 Est. HHs by HH Income	**7,788**	
Income Less than $15,000	610	7.83
Income $15,000 - $24,999	530	6.81
Income $25,000 - $34,999	506	6.50
Income $35,000 - $49,999	866	11.12
Income $50,000 - $74,999	1,262	16.20
Income $75,000 - $99,999	1,063	13.65
Income $100,000 - $124,999	814	10.45
Income $125,000 - $149,999	676	8.68
Income $150,000 - $199,999	693	8.90
Income $200,000 - $499,999	663	8.51
Income $500,000 and more	104	1.34
2011 Est. Average Household Income	**$102,496**	
2011 Est. Median Household Income	**$77,797**	
2011 Est. Per Capita Income	**$34,309**	

Retail Trade Area Demographics

Fulshear, Texas

DESCRIPTION	DATA	%
2011 Median HH Inc by Single Race Class. or Ethn		
White Alone	91,602	
Black or African American Alone	46,440	
American Indian and Alaska Native Alone	38,952	
Asian Alone	93,663	
Native Hawaiian and Other Pacific Islander Alone	75,000	
Some Other Race Alone	35,325	
Two or More Races	77,808	
Hispanic or Latino	41,819	
Not Hispanic or Latino	86,881	
2011 Est. Family HH Type, Presence Own Children	**6,230**	
Married-Couple Family, own children	2,353	37.77
Married-Couple Family, no own children	2,752	44.17
Male Householder, own children	199	3.19
Male Householder, no own children	167	2.68
Female Householder, own children	469	7.53
Female Householder, no own children	289	4.64
2011 Est. Households by Household Size	**7,788**	
1-person household	1,131	14.52
2-person household	2,422	31.10
3-person household	1,536	19.72
4-person household	1,570	20.16
5-person household	734	9.42
6-person household	249	3.20
7 or more person household	146	1.87
2011 Est. Average Household Size	**2.98**	

Retail Trade Area Demographics

Fulshear, Texas

DESCRIPTION	DATA	%
2011 Est. Households by Presence of People	**7,788**	
Households with 1 or more People under Age 18:	**3,394**	**43.58**
Married-Couple Family	2,560	75.43
Other Family, Male Householder	262	7.72
Other Family, Female Householder	558	16.44
Nonfamily, Male Householder	9	0.27
Nonfamily, Female Householder	5	0.15
Households no People under Age 18:	**4,394**	**56.42**
Married-Couple Family	2,596	59.08
Other Family, Male Householder	115	2.62
Other Family, Female Householder	212	4.82
Nonfamily, Male Householder	622	14.16
Nonfamily, Female Householder	849	19.32
2011 Est. Households by Number of Vehicles	**7,788**	
No Vehicles	192	2.47
1 Vehicle	1,992	25.58
2 Vehicles	3,556	45.66
3 Vehicles	1,454	18.67
4 Vehicles	495	6.36
5 or more Vehicles	100	1.28
2011 Est. Average Number of Vehicles	**2.06**	
Family Households		
2016 Projection	7,389	
2011 Estimate	6,230	
2000 Census	2,689	
1990 Census	1,795	
Growth 2011-2016	18.60%	
Growth 2000-2011	131.68%	
Growth 1990-2000	49.81%	
2011 Est. Families by Poverty Status	**6,230**	
2011 Families at or Above Poverty	5,854	93.96
2011 Families at or Above Poverty with Children	2,747	44.09
2011 Families Below Poverty	376	6.04
2011 Families Below Poverty with Children	338	5.43

Retail Trade Area Demographics

Fulshear, Texas

DESCRIPTION	DATA	%
2011 Est. Pop Age 16+ by Employment Status	**17,919**	
In Armed Forces	78	0.44
Civilian - Employed	11,569	64.56
Civilian - Unemployed	591	3.30
Not in Labor Force	5,681	31.70
2011 Est. Civ Employed Pop 16+ Class of Worker	**11,744**	
For-Profit Private Workers	8,626	73.45
Non-Profit Private Workers	408	3.47
Local Government Workers	881	7.50
State Government Workers	487	4.15
Federal Government Workers	306	2.61
Self-Emp Workers	1,558	13.27
Unpaid Family Workers	16	0.14
2011 Est. Civ Employed Pop 16+ by Occupation	**11,744**	
Architect/Engineer	384	3.27
Arts/Entertain/Sports	226	1.92
Building Grounds Maint	487	4.15
Business/Financial Ops	567	4.83
Community/Soc Svcs	161	1.37
Computer/Mathematical	235	2.00
Construction/Extraction	808	6.88
Edu/Training/Library	565	4.81
Farm/Fish/Forestry	63	0.54
Food Prep/Serving	495	4.21
Health Practitioner/Tec	266	2.26
Healthcare Support	246	2.09
Maintenance Repair	358	3.05
Legal	141	1.20
Life/Phys/Soc Science	169	1.44
Management	1,381	11.76
Office/Admin Support	1,928	16.42
Production	436	3.71
Protective Svcs	269	2.29
Sales/Related	1,112	9.47
Personal Care/Svc	727	6.19
Transportation/Moving	720	6.13

Retail Trade Area Demographics

Fulshear, Texas

DESCRIPTION	DATA	%
2011 Est. Pop 16+ by Occupation Classification	**11,744**	
Blue Collar	2,323	19.78
White Collar	7,135	60.75
Service and Farm	2,286	19.47
2011 Est. Workers Age 16+, Transp. To Work	**11,558**	
Drove Alone	9,410	81.42
Car Pooled	1,279	11.07
Public Transportation	98	0.85
Walked	108	0.93
Bicycle	3	0.03
Other Means	94	0.81
Worked at Home	567	4.91
2011 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,723	
15 - 29 Minutes	3,305	
30 - 44 Minutes	3,048	
45 - 59 Minutes	1,282	
60 or more Minutes	1,786	
2011 Est. Avg Travel Time to Work in Minutes	**34.71**	
2011 Est. Tenure of Occupied Housing Units	**7,788**	
Owner Occupied	6,388	82.02
Renter Occupied	1,400	17.98
2011 Owner Occ. HUs: Avg. Length of Residence	**9.39**	
2011 Renter Occ. HUs: Avg. Length of Residence	**6.30**	

Retail Trade Area Demographics

Fulshear, Texas

DESCRIPTION	DATA	%
2011 Est. All Owner-Occupied Housing Values	**6,388**	
Value Less than $20,000	179	2.80
Value $20,000 - $39,999	228	3.57
Value $40,000 - $59,999	236	3.69
Value $60,000 - $79,999	262	4.10
Value $80,000 - $99,999	220	3.44
Value $100,000 - $149,999	828	12.96
Value $150,000 - $199,999	753	11.79
Value $200,000 - $299,999	1,426	22.32
Value $300,000 - $399,999	1,231	19.27
Value $400,000 - $499,999	505	7.91
Value $500,000 - $749,999	336	5.26
Value $750,000 - $999,999	105	1.64
Value $1,000,000 or more	78	1.22
2011 Est. Median All Owner-Occupied Housing Value	**$234,174**	
2011 Est. Housing Units by Units in Structure	**8,109**	
1 Unit Attached	63	0.78
1 Unit Detached	6,926	85.41
2 Units	48	0.59
3 or 4 Units	295	3.64
5 to 19 Units	160	1.97
20 to 49 Units	6	0.07
50 or More Units	8	0.10
Mobile Home or Trailer	599	7.39
Boat, RV, Van, etc.	5	0.06
2011 Est. Housing Units by Year Structure Built	**8,109**	
Housing Unit Built 2000 or later	4,541	56.00
Housing Unit Built 1990 to 1999	1,072	13.22
Housing Unit Built 1980 to 1989	901	11.11
Housing Unit Built 1970 to 1979	651	8.03
Housing Unit Built 1960 to 1969	359	4.43
Housing Unit Built 1950 to 1959	187	2.31
Housing Unit Built 1940 to 1949	211	2.60
Housing Unit Built 1939 or Earlier	186	2.29
2011 Est. Median Year Structure Built **	**2000**	

***This row intentionally left blank. No total category data is available.**

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

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, Claritas 2010/2011, ESRI 2010/2011, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, 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.

Appendix A: SIC Code Detail Listing

On the following pages is an expanded list of the SIC Codes and their descriptions used for the Retail Categories in this Retail Gap Analysis.

SIC Detail (SIC Code 52)

BUILDING MATERIALS & HARDWARE

SIC Code	Industry 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
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

SIC Detail (SIC Code 52)

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
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
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 Detail (SIC Code 53)

GENERAL MERCHANDISE STORES

SIC Code	Industry 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

SIC Detail (SIC Code 54)

FOOD STORES

SIC Code	Industry 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 (hypermarket)
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
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

SIC Detail (SIC Code 54)

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
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 Detail (SIC Code 55)

AUTOMOTIVE DEALERS & SERVICE STATIONS

SIC Code	Industry 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
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

SIC Detail (SIC Code 55)

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
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
55999904	Snowmobiles
55999905	Utility trailers

SIC Detail (SIC Code 56)

APPAREL & ACCESSORY STORES

SIC Code	Industry 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
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

SIC Detail (SIC Code 56)

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
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
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

SIC Detail (SIC Code 56)

56999904	Formal wear
56999905	Leather garments
56999906	Raincoats
56999907	Square dance apparel
56999908	Stockings: men's, women's, and children's
56999909	Umbrellas

SIC Detail (SIC Code 57)

HOME FURNITURE & FURNISHINGS STORES

SIC Code	Industry 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	Drapery and Upholstery Stores
571400	Drapery and upholstery stores
57140000	Drapery and upholstery stores
571499	Drapery 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

SIC Detail (SIC Code 57)

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
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
57220206	Garbage disposals
57220207	Microwave ovens
57220208	Vacuum cleaners
572299	Household appliance stores, NEC
57229901	Appliance parts
57229902	Kitchens, complete (sinks, cabinets, etc.)

SIC Detail (SIC Code 57)

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
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

SIC Detail (SIC Code 57)

57350202	Compact discs
57350203	Records
5736	Musical Instrument Stores
573600	Musical instrument stores
57360000	Musical instrument stores
573601	Keyboard instruments
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 Detail (SIC Code 58)

EATING & DRINKING PLACES

SIC Code	Industry 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
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

SIC Detail (SIC Code 58)

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
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

SIC Detail (SIC Code 59)

MISCELLANEOUS RETAIL

SIC Code	Industry 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
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

SIC Detail (SIC Code 59)

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
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
59420000	Book stores
594299	Book stores, NEC
59429901	Books, foreign
59429902	Books, religious
59429903	Children's books
59429904	College book stores

SIC Detail (SIC Code 59)

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
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

SIC Detail (SIC Code 59)

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
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
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

SIC Detail (SIC Code 59)

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
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
59630204	Food service, mobile, except coffee-cart
59630205	Ice cream wagon

SIC Detail (SIC Code 59)

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
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

SIC Detail (SIC Code 59)

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
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)
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

SIC Detail (SIC Code 59)

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
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

SIC Detail (SIC Code 59)

59991502	Stones, crystalline: rough
599916	Art, picture frames, and decorations
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
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

SIC Detail (SIC Code 59)

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

Appendix B: Retail Site Data Form

Use the following form to gather data on existing properties in your community. Keep these forms on file, as they will prove invaluable when recruiting retailers and restaurants with specific property requirements.

Retail Site Data Form

Site Location: _____

Street Address: _____

City: _____ County _____ State _____ Zip _____

☐ Free Standing ☐ Pad Site ☐ Inline ☐ Mall ☐ Other _____

☐ Neighborhood Center ☐ Community Center ☐ Regional Center

CONTACTS

Owner/Landlord: _____

Address: _____

Telephone: _____ Fax: _____

Broker/Company: _____

Address: _____

Telephone: _____ Fax: _____

TRANSACTION

☐ Purchase ☐ Lease

Purchase $ _____

Annual Lease $ _____

CAM/SF $ _____ Taxes/SF: $ _____ Insurance/SF: $ _____

SITE DATA

Total Property Size/Square Feet: _____

Property Dimensions: Front _____ Left _____ Right _____ Rear _____

Building Dimensions/Square Feet: _____

Former Use of Site: _____

Corner lot: Yes _____ No _____

Distance to Stop Light _____ feet Stop Sign: _____ feet

Maximum Signage Allowed: _____ square feet Height _____

Pole Sign Available? Yes _____ No _____ Maximum Size _____

Number of on-site parking spaces is: _____ Formula for computing the required number of on-site parking spaces is: _____

Zoning Jurisdiction: City _____ County _____

Present Zoning: Commercial ____ Industrial ____ Residential _____Classification _____

Will present zoning permit carry-out restaurant: Yes _____ No _____

Is there a REA with adjacent property owners: Yes _____ No _____

Is site serviced by all required utilities: Yes ____ No ____ Comments _____

Does site require fill: Yes _____ No _____

Does site have a drive-thru: Yes _____ No _____

STREET AND HIGHWAY DATA

Primary or Facing Street

Name_____

Number of traffic lanes _____ Speed limit _____ MPH

Traffic Count _____ Date of Traffic Count _____

Type of Street: Concrete _____ Asphalt _____

Condition of Street: Good _____ Fair _____ Poor _____

Dividers or Median: Yes _____ No _____

Divider cut allowed: Yes _____ No _____

Existing crossover: Yes _____ No _____ Where _____

Future highway changes anticipated: Yes _____ No _____ Where _____

What _____

Size of primary curb cuts: Maximum _____

Number of curb cuts permitted: Front _____ Side _____ Rear _____

Deceleration lane required: Yes _____ No _____ Width _____ Length _____

Secondary Streets

Name _____

Number of traffic lanes _____ Speed limit _____ MPH

Traffic Count _____ Date of Traffic Count _____

Type of Street: Concrete _____ Asphalt _____

Condition of Street: Good _____ Fair _____ Poor _____

Dividers of Median: Yes _____ No _____ Width _____ Type_____

Divider cut allowed: Yes _____ No _____

Existing crossover: Yes _____ No _____ Where _____

Future highway changes anticipated: Yes _____ No _____ When _____

What _____

Size of primary curb cuts: Maximum _____

Number of curbs cuts permitted: Front _____ Side _____ Rear_____

Deceleration lane required: Yes ____ No ____ Width _____ Length _____

MARKETING DATA

Significant Competitors

	Name	Distance
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____

Shopping Centers

1. Name _____ Total Square Feet _____Distance _____

   Major Retailer _____ Total Square Feet _____

   Major Retailer _____ Total Square Feet _____

   Major Retailer _____ Total Square Feet _____

2. Name _____Total Square Feet _____Distance _____

   Major Retailer _____ Total Square Feet _____

   Major Retailer _____ Total Square Feet _____

   Major Retailer _____ Total Square Feet _____

3. Name _____ Total Square Feet _____ Distance _____

Major Retailer _____ Total Square Feet _____

Major Retailer _____ Total Square Feet _____

Major Retailer _____ Total Square Feet _____

Hotels

1. Name _____ Total Rooms _____

Price Range $_____ Distance _____

2. Name _____ Total Rooms _____

Price Range $_____ Distance _____

3. Name _____ Total Rooms _____

Price Range $_____ Distance _____

Schools

1. High School_____

Distance _____ Enrollment _____ Significant to site: Yes _____ No _____

2. High School_____

Distance _____ Enrollment _____ Significant to site: Yes _____ No _____

3. High School_____

Distance _____ Enrollment _____ Significant to site: Yes _____ No _____

DEMOGRAPHICS

	Community	Retail Trade Area
Population	_____	_____
Average Household Income	_____	_____
Per Capita Income	_____	_____

Remarks:

TheRetailCoach®
Retail Analytics & Locational Intelligence

The Retail Coach, LLC
P.O. Box 7272
Tupelo, MS 38802-7272
tel 662.844.2155
fax 662.844.2738
info@theretailcoach.net

Appendix C: Retail Outlook Guide

The Retail Outlook Guide is a one-page, general marketing guide for the community which provides a basic summary of community demographics, as well as a Retail Trade Area map and contact information.

Retail Outlook Guide

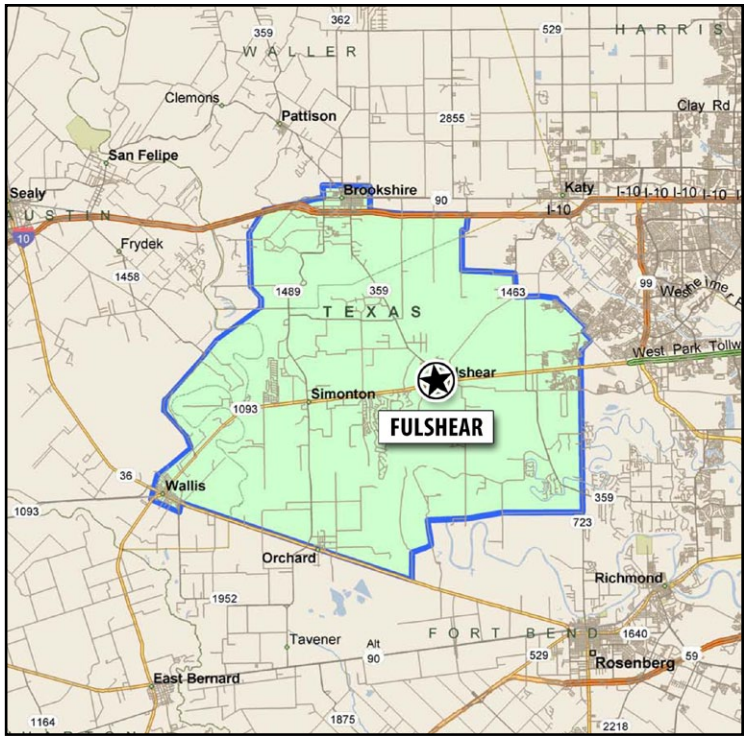
Fulshear, Texas

For more information, contact:

Cheryl Stalinsky, Economic Development Director
City of Fulshear
Fulshear, TX

Tel: 281-346-1796
Cell: 281-202-5566

Web: www.fulsheartx.com



Retail Trade Area Summary

Population

	1990	2000	2011 Estimate	2016 Projection
Retail Trade Area	6,936	10,082	23,386	27,059

Income

	2011 Estimate
Average Household	$102,496
Median Household	$77,797
Per Capita	$34,309

Race Distribution

	2011 Estimate
White	71.33%
Black or African American	12.03%
American Indian/ Alaskan	0.59%
Asian	1.78%
Native Hawaiian/ Islander	0.04%
Other Race	11.13%
Two or More Races	3.08%
Hispanic or Latino (of any race)	20.15%

Age

Groups	2011 Estimate
Under 5 Years	7.06%
5 - 14 Years	14.53%
15 - 20 Years	9.39%
21 - 24 Years	4.70%
25 - 34 Years	10.53%
35 - 44 Years	12.38%
45 - 54 Years	17.22%
55 Years and over	24.17%
Distribution	**2011 Estimate**
Median Age	38.05
Average Age	37.10

Educational Attainment

	2011 Estimate
Graduate or Professional	7.18%
Bachelor's Degree	21.69%
Associate Degree	5.08%
Some College, no degree	25.98%
High School Graduate	28.91%
Some High School, no degree	6.66%
Less than 9th grade	4.50%

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Appendix D: Retail Gap Sector Summaries

Provided on the following pages are one-page retail gap summary "flyers" which are geared towards marketing individual retail sectors with leakages to corresponding retailers and restaurants.

Lumber and Other Building Materials

Fulshear, Texas

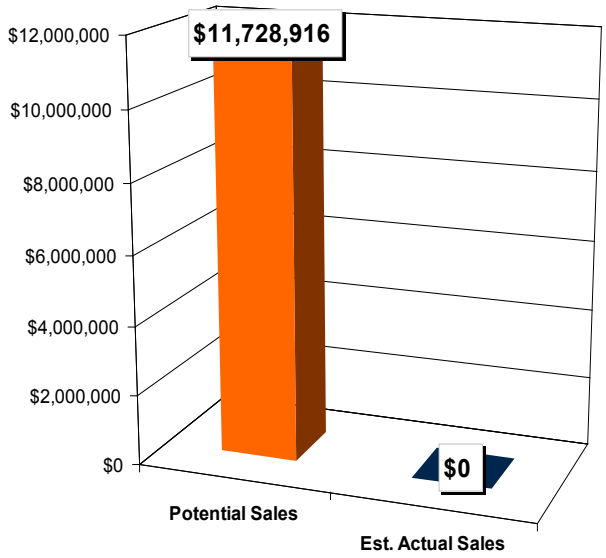
Fulshear, Texas is leaking approximately $11,728,920 in Lumber and Other Building Materials sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

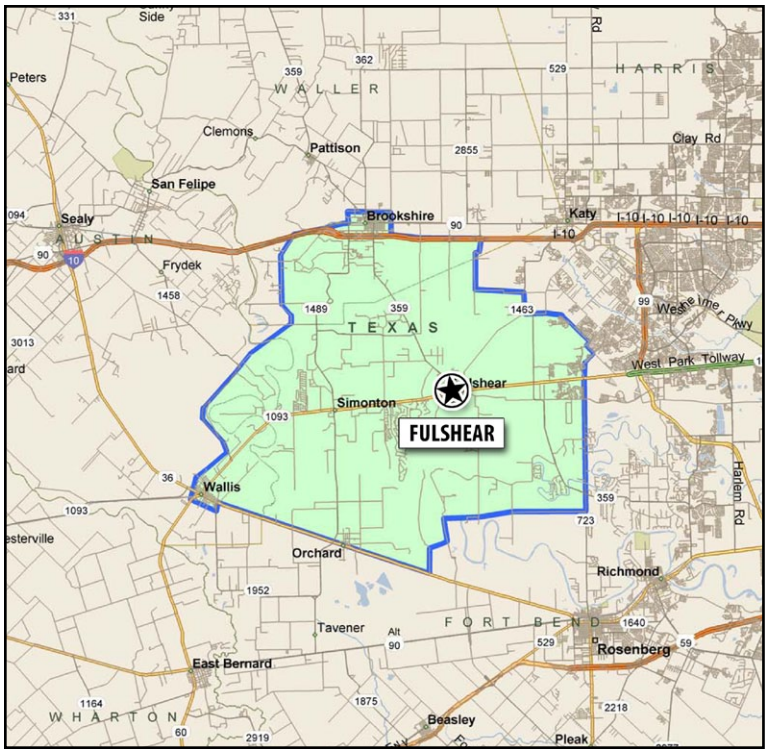
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Lumber and Other Building Materials



Fulshear, Texas Retail Trade Area



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Population by Race/Ethnicity	
White	71.33%
Black or African American	12.03%
Hispanic Origin	*20.15%*
Median Age	38.05

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Paint, Glass and Wallpaper Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $3,155,828 in Paint, Glass and Wallpaper sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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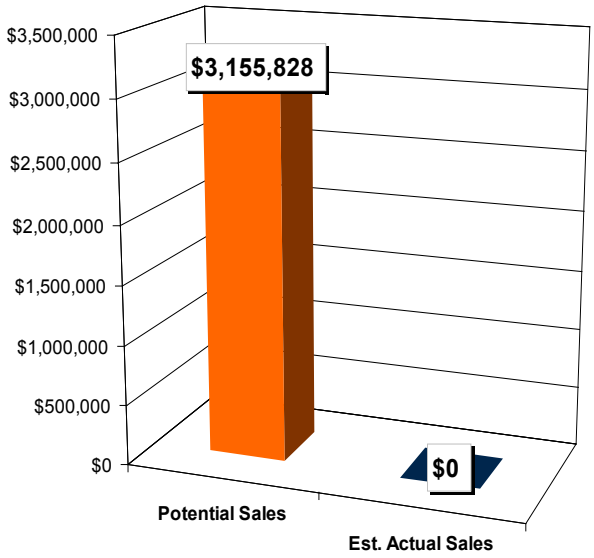
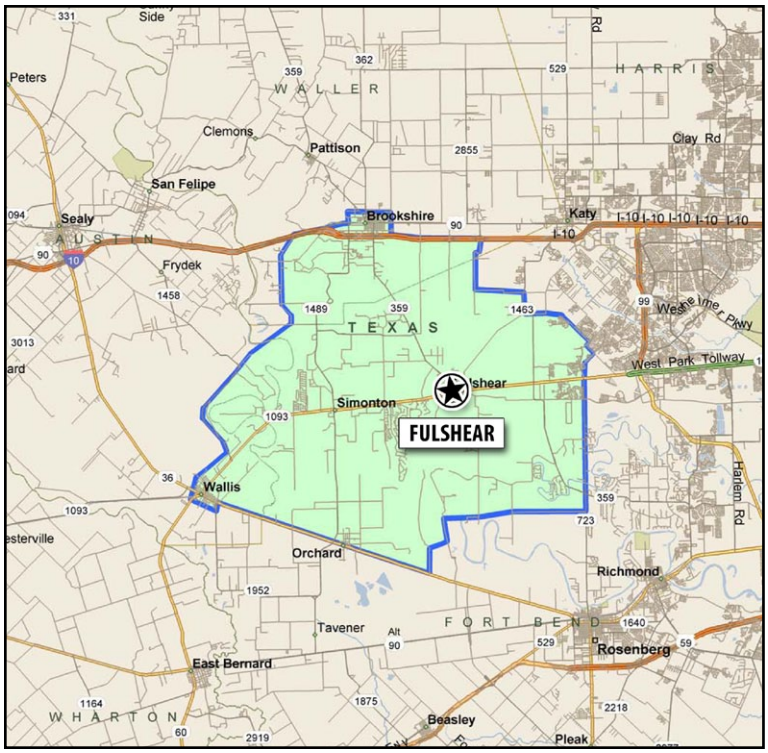
Paint, Glass and Wallpaper



Fulshear, Texas Retail Trade Area



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Hardware Stores Opportunity

Fulshear, Texas

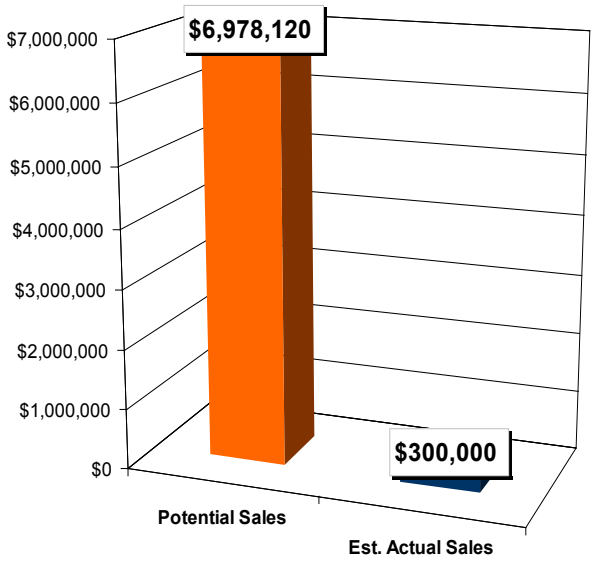
Fulshear, Texas is leaking approximately $6,678,120 in Hardware Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

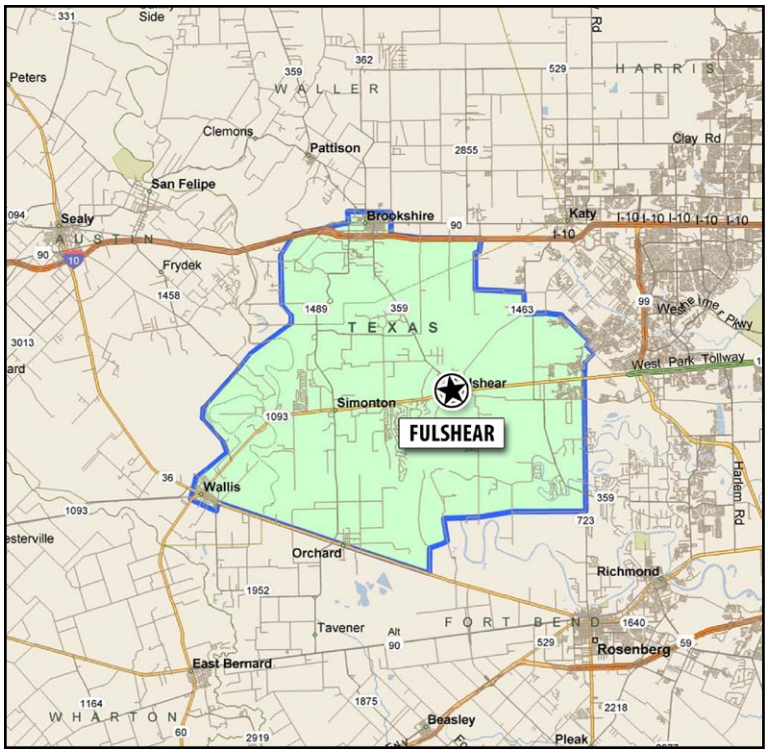
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Hardware Stores



Fulshear, Texas Retail Trade Area



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Retail Nurseries and Garden Opportunity

Fulshear, Texas

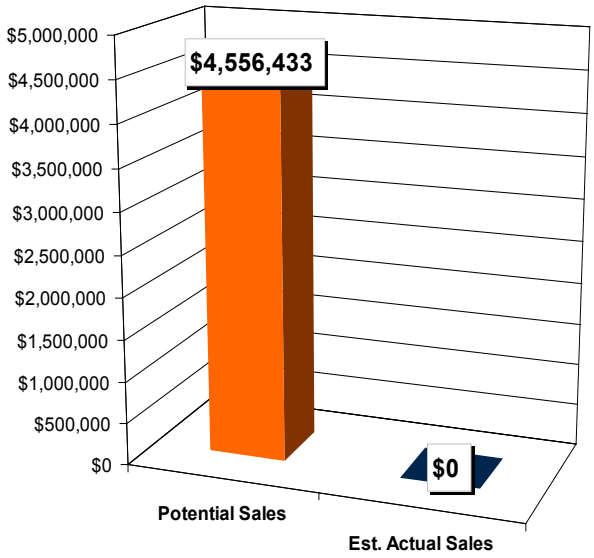
Fulshear, Texas is leaking approximately $4,556,433 in Retail Nurseries and Garden sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

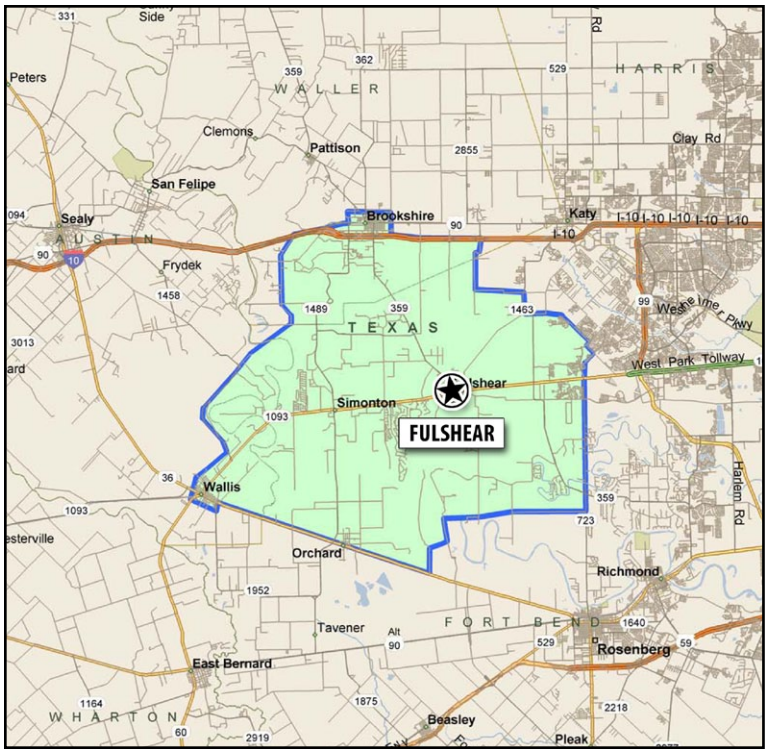
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Retail Nurseries and Garden



Fulshear, Texas Retail Trade Area



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Mobile Home Dealers Opportunity

Fulshear, Texas

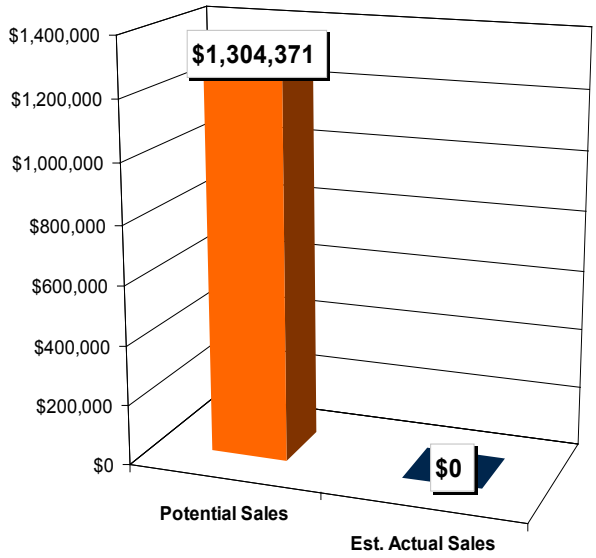
Fulshear, Texas is leaking approximately $1,304,371 in Mobile Home Dealers sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

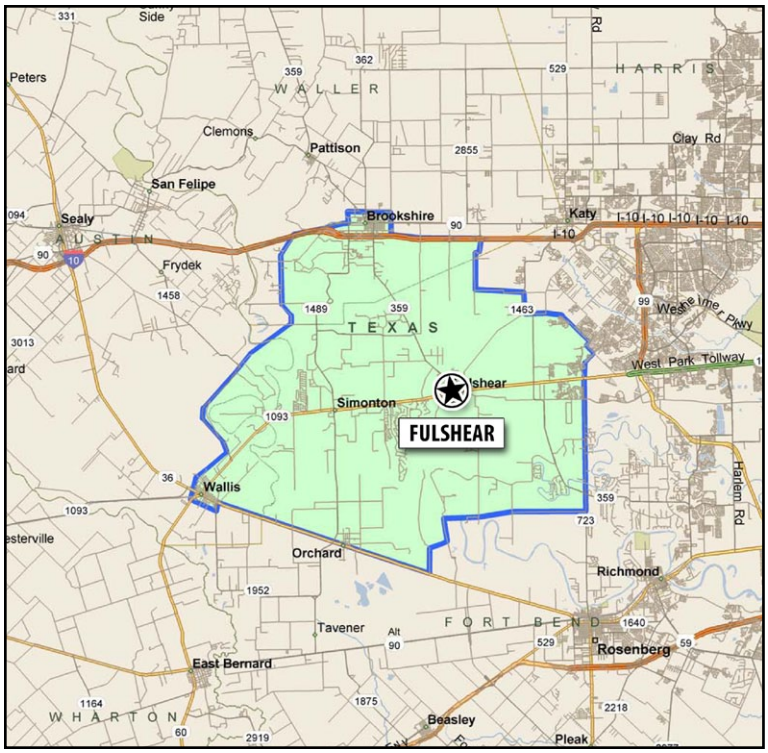
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Mobile Home Dealers



Fulshear, Texas Retail Trade Area



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General Merchandise Stores Opportunity

Fulshear, Texas

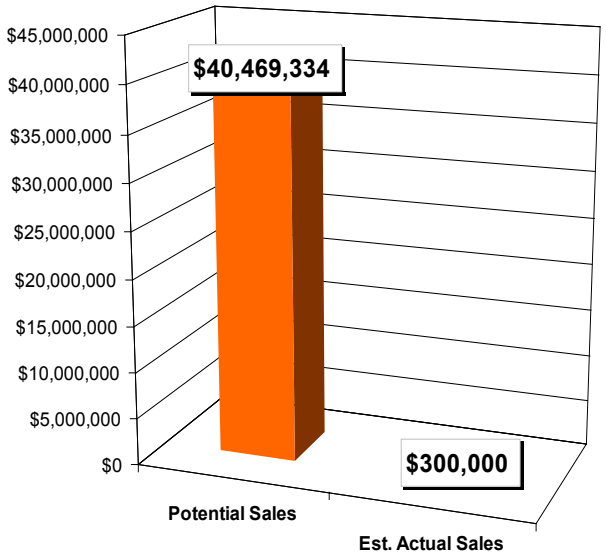
Fulshear, Texas is leaking approximately $40,169,340 in General Merchandise Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

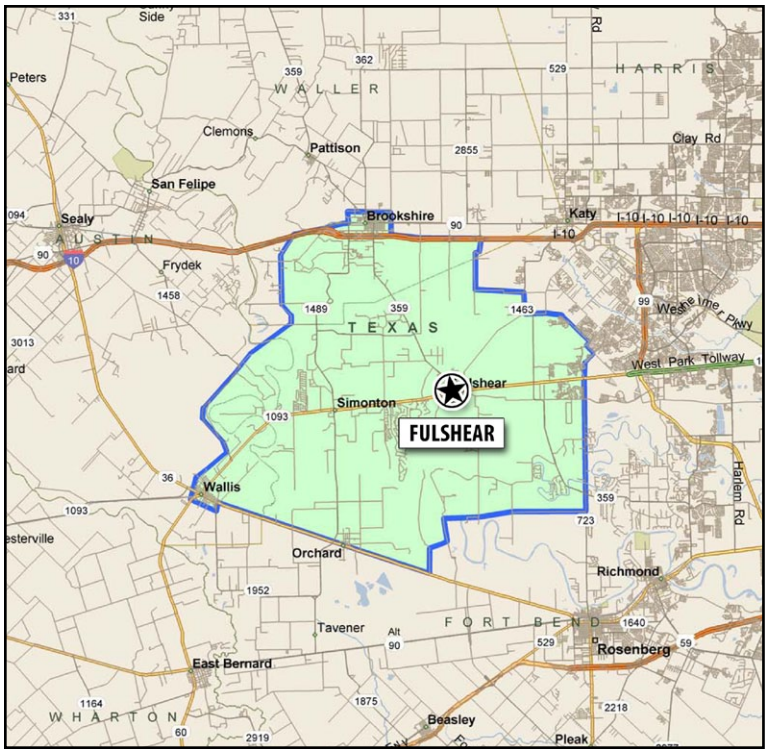
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

General Merchandise Stores



Fulshear, Texas Retail Trade Area



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Grocery Stores Opportunity
Fulshear, Texas

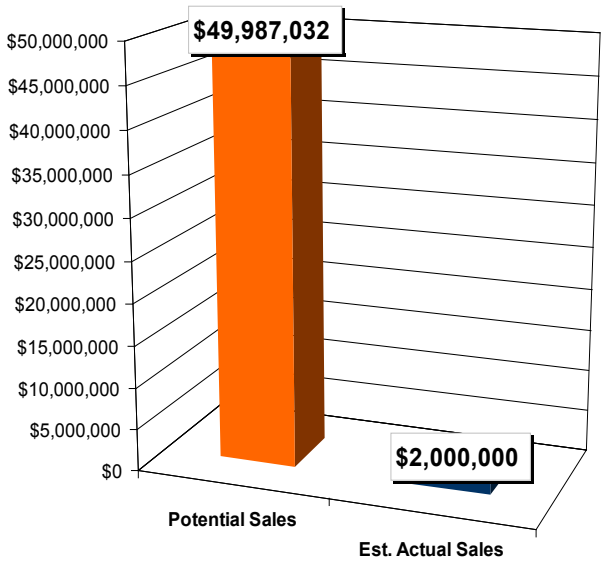
Fulshear, Texas is leaking approximately $47,987,030 in Grocery Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

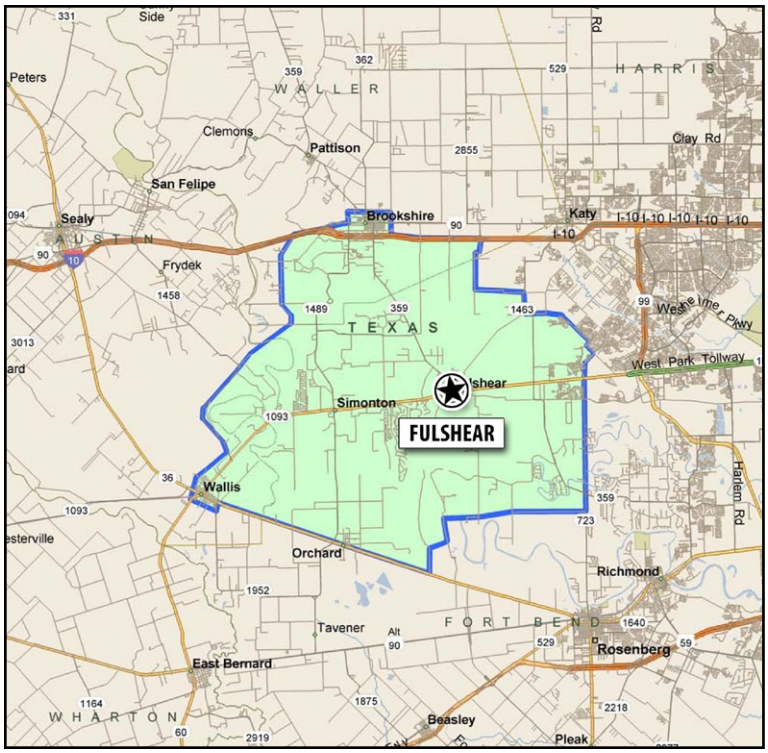
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Grocery Stores



Fulshear, Texas Retail Trade Area



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Meat and Fish Markets Opportunity

Fulshear, Texas

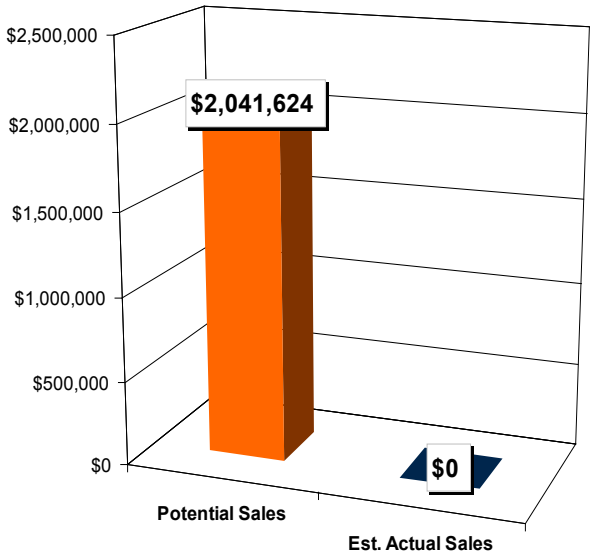
Fulshear, Texas is leaking approximately $2,041,624 in Meat and Fish Markets sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

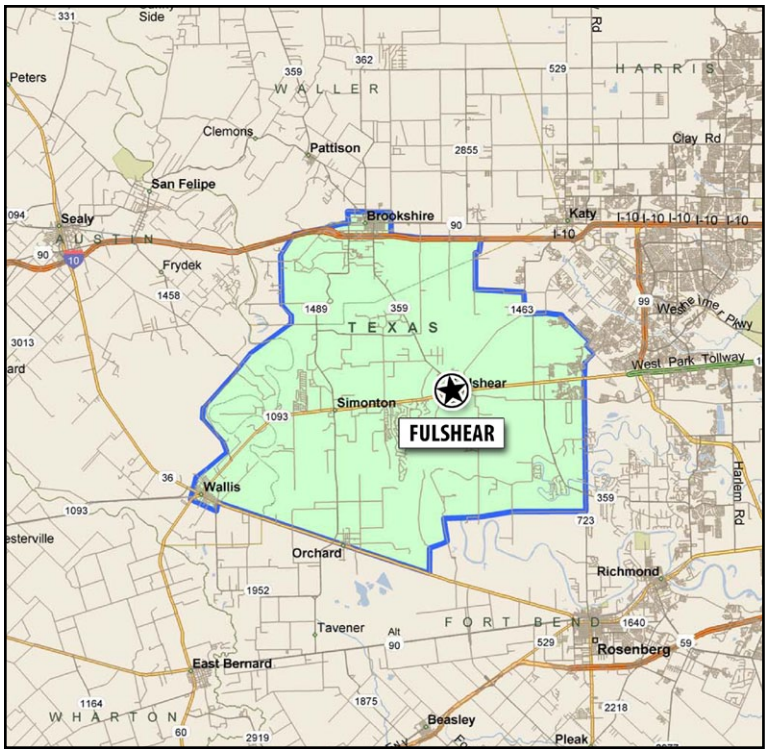
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Meat and Fish Markets



Fulshear, Texas Retail Trade Area



Retail Trade Area Demographics

Retail Trade Area Population	23,386
Average Household Income	$102,496
Per Capita Income	$34,309
Population by Race/Ethnicity	
White	71.33%
Black or African American	12.03%
Hispanic Origin	*20.15%*
Median Age	38.05

For more information, contact:

Cheryl Stalinsky, Economic Development Director
City of Fulshear
Fulshear, TX

Tel: 281-346-1796
Cell: 281-202-5566

Web: www.fulsheartx.com

Sources: The Retail Coach, LLC | U.S. Census Bureau | Claritas 2010, 2011

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Fruit and Vegetable Markets Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $1,023,113 in Fruit and Vegetable Markets sales.

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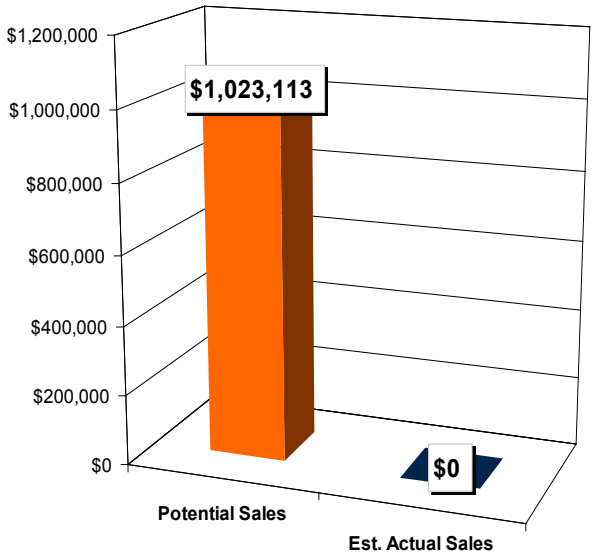
Fruit and Vegetable Markets



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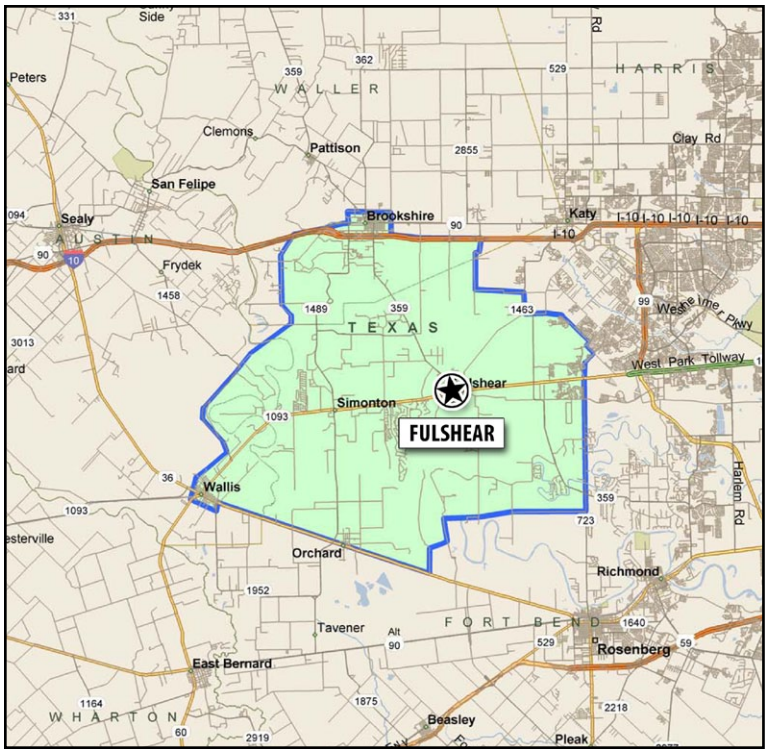

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Candy, Nut and Confection Stores Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $205,191 in Candy, Nut and Confection Stores sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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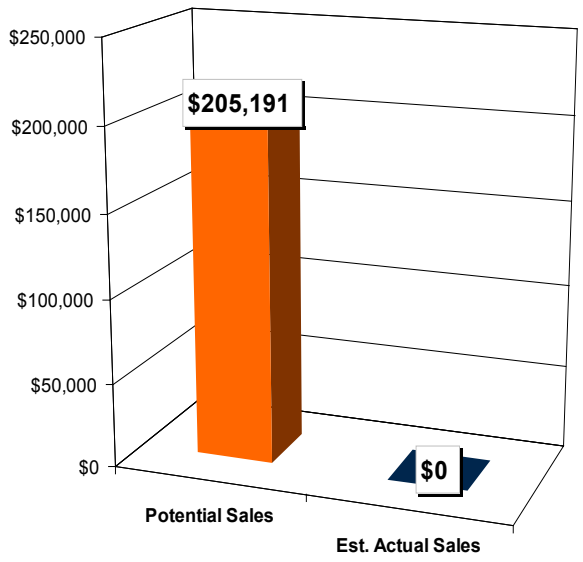
Candy, Nut and Confection Stores



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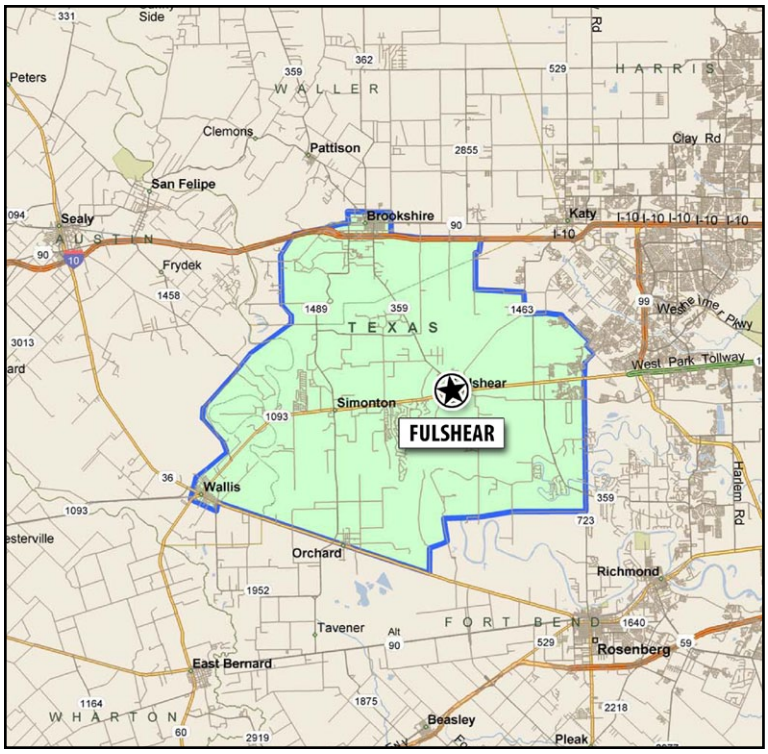

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Dairy Products Stores Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $59,960 in Dairy Products Stores sales.

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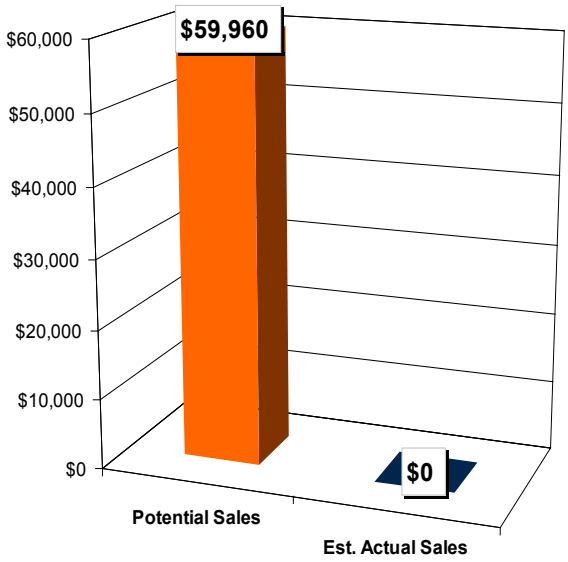
Dairy Products Stores



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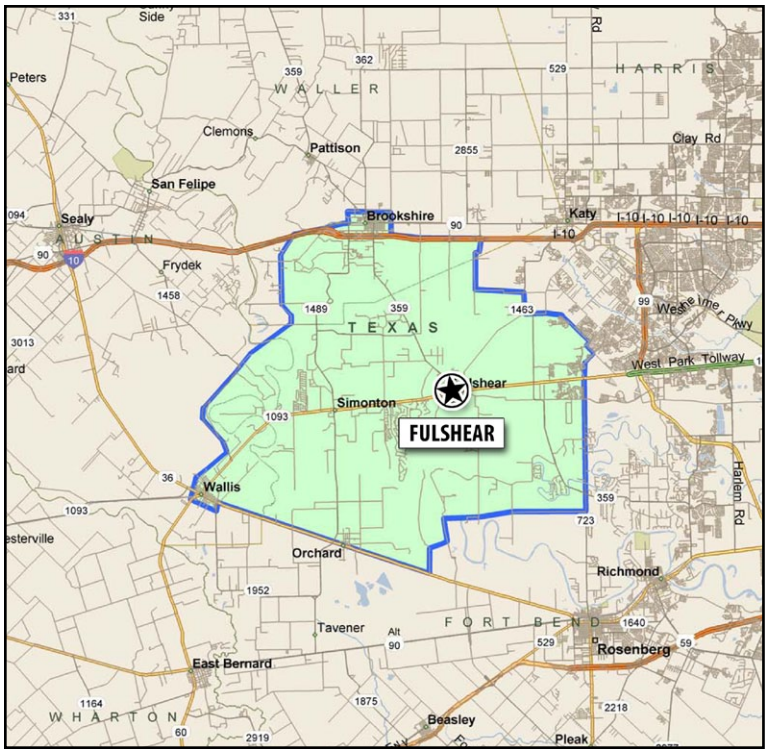

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Retail Bakeries Opportunity
Fulshear, Texas

Fulshear, Texas is leaking approximately $586,473 in Retail Bakeries sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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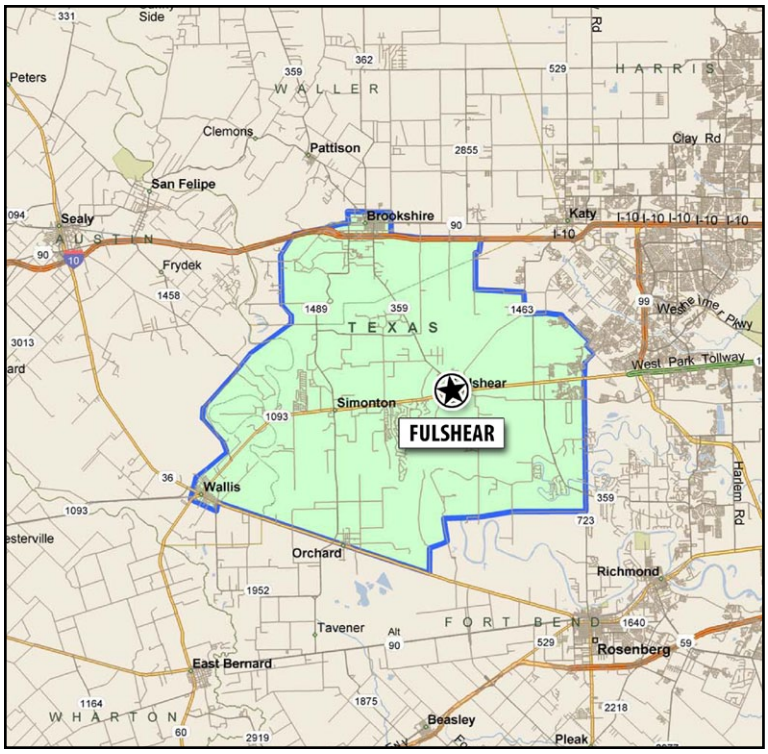
Retail Bakeries

Fulshear, Texas Retail Trade Area



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Miscellaneous Food Stores Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $3,526,552 in Miscellaneous Food Stores sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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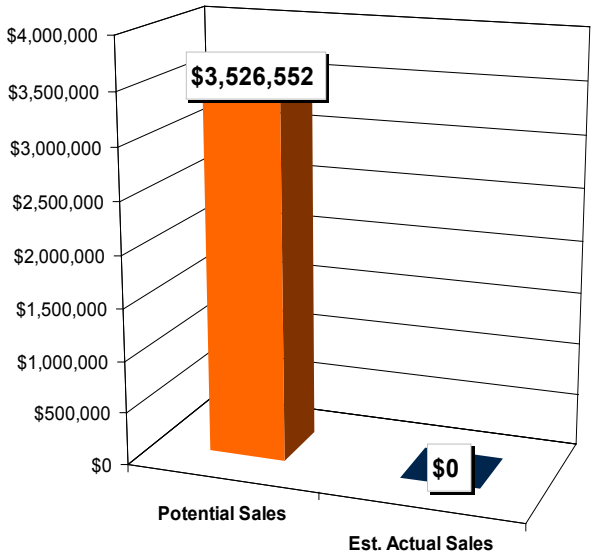
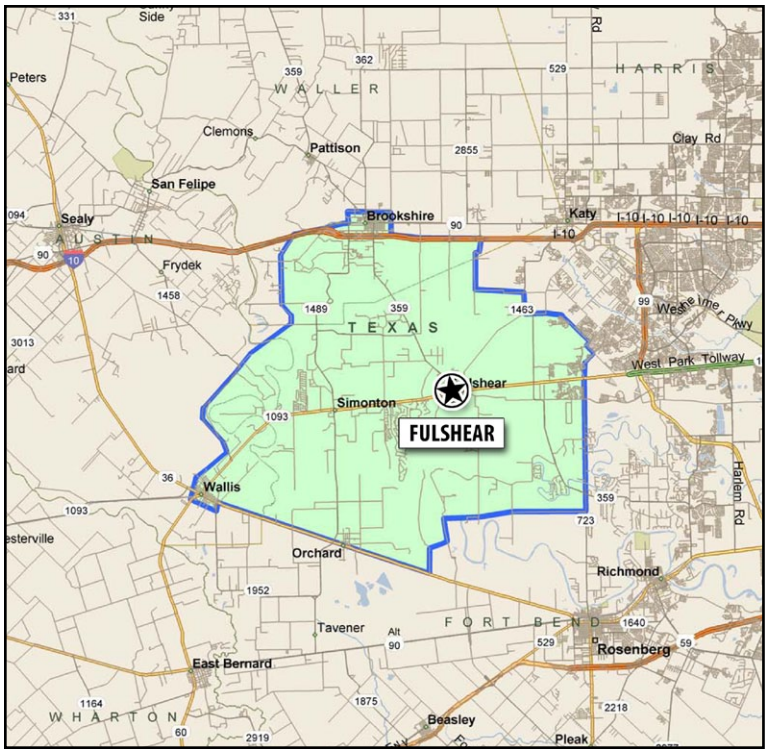
Miscellaneous Food Stores



Fulshear, Texas Retail Trade Area



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New and Used Car Dealers Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $59,923,910 in New and Used Car Dealers sales.

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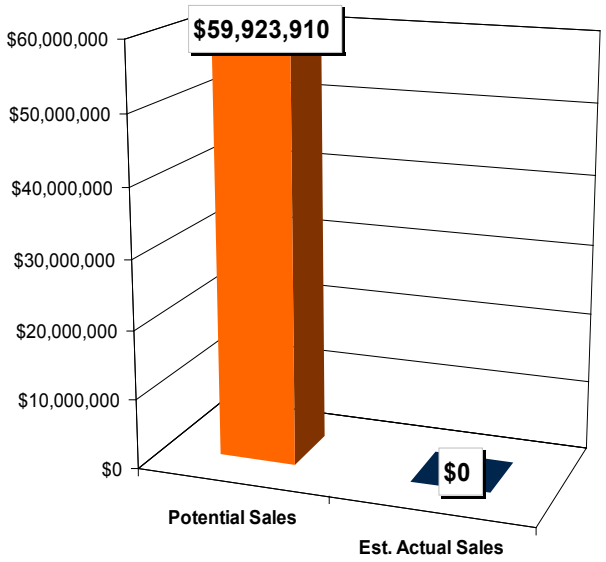
New and Used Car Dealers



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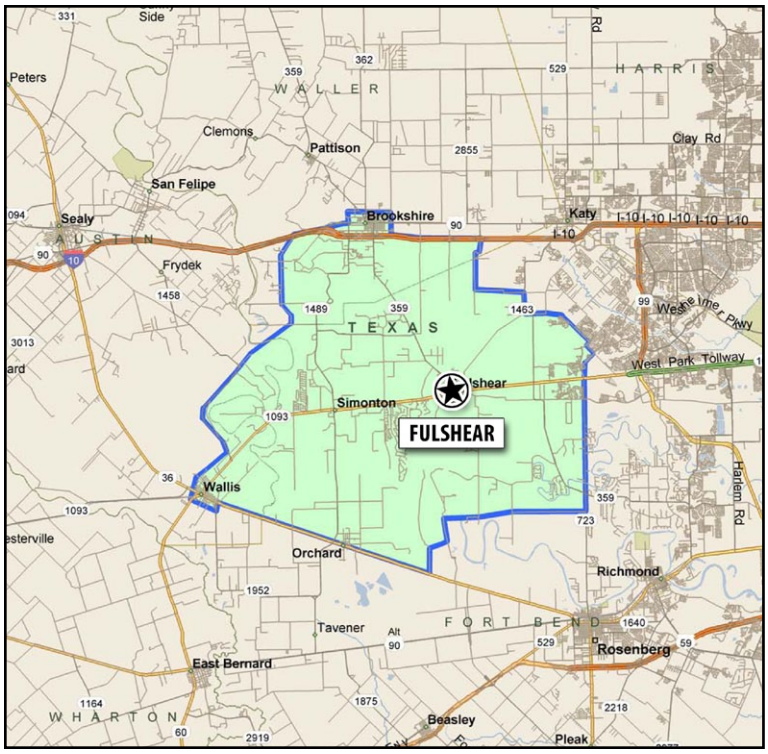

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Used Car Dealers Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $11,259,120 in Used Car Dealers sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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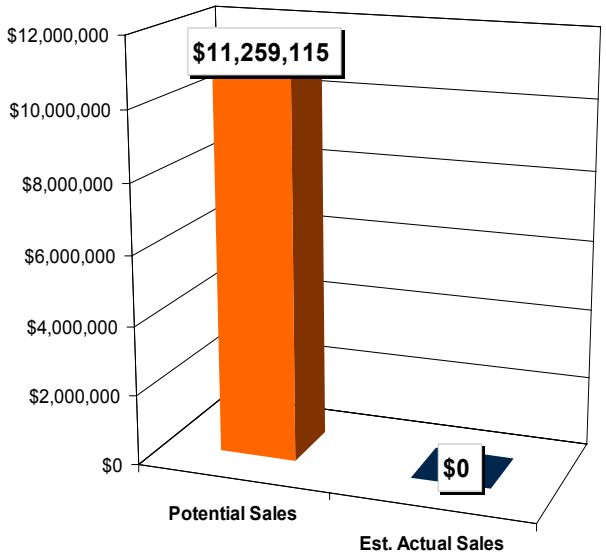
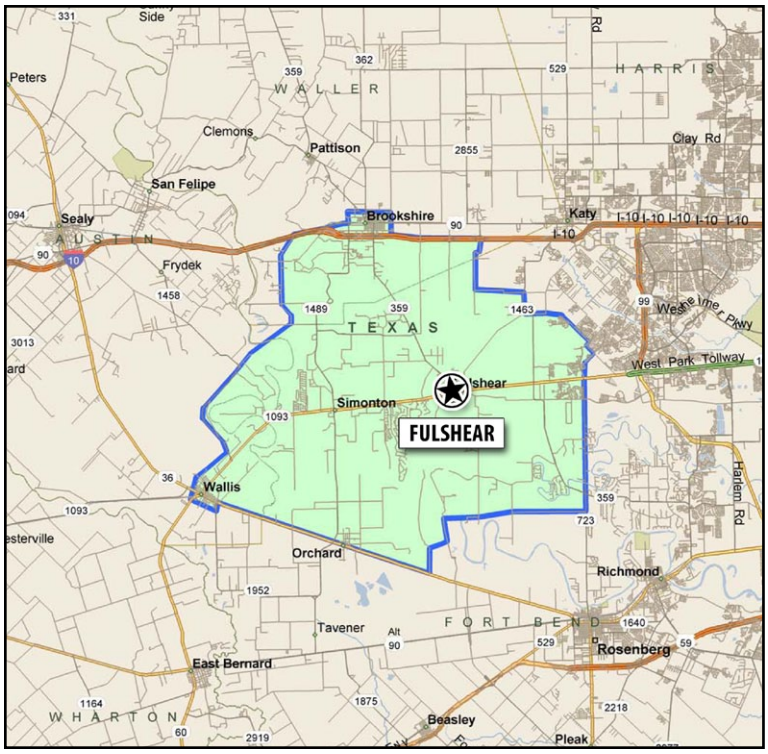
Used Car Dealers



Fulshear, Texas Retail Trade Area



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Auto and Home Supply Stores Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $13,255,800 in Auto and Home Supply Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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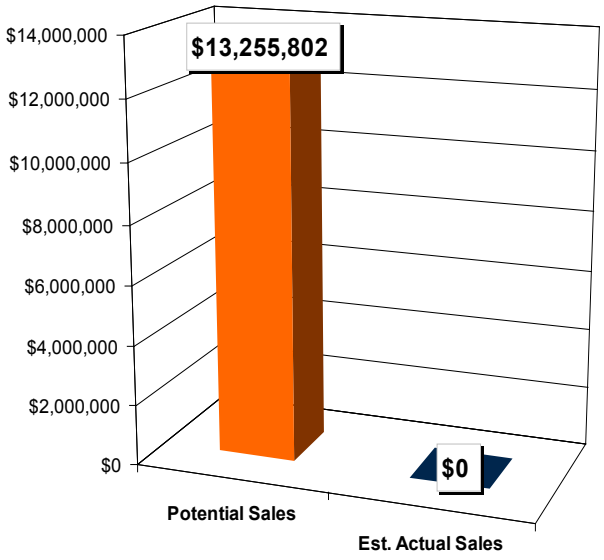
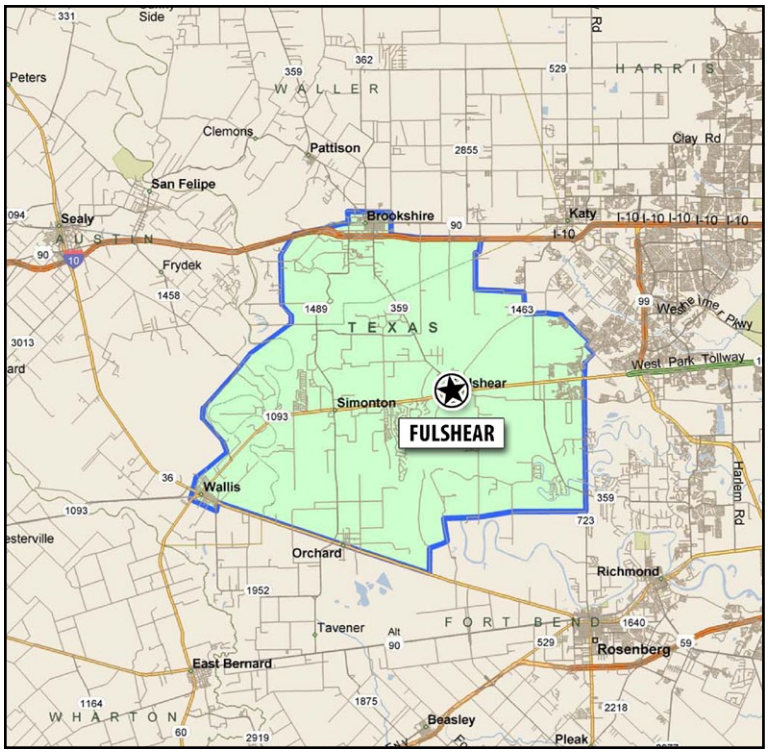
Auto and Home Supply Stores



Fulshear, Texas Retail Trade Area



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Gasoline Service Stations Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $11,192,280 in Gasoline Service Stations sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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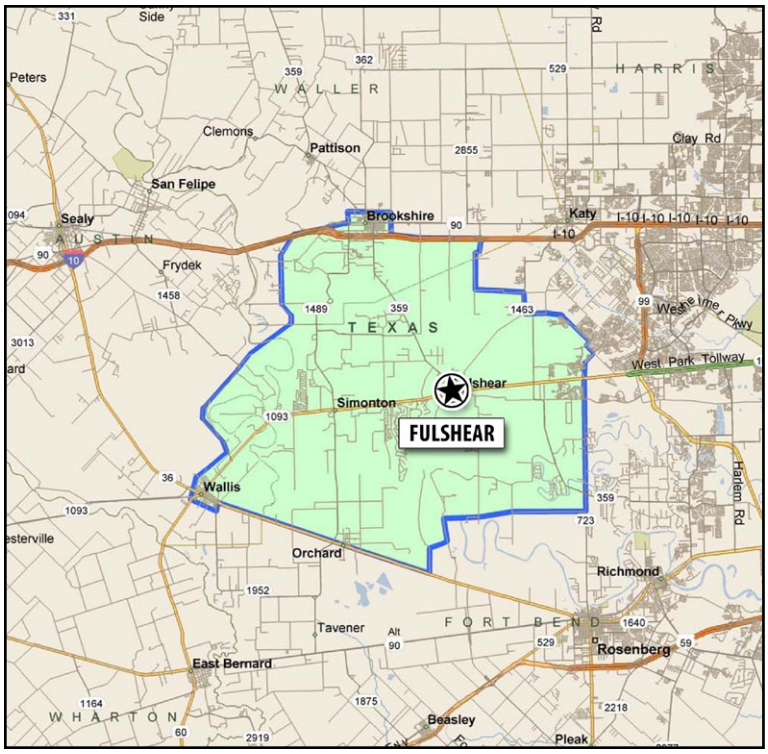
Gasoline Service Stations

Fulshear, Texas Retail Trade Area



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Boat Dealers Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $1,249,013 in Boat Dealers sales.

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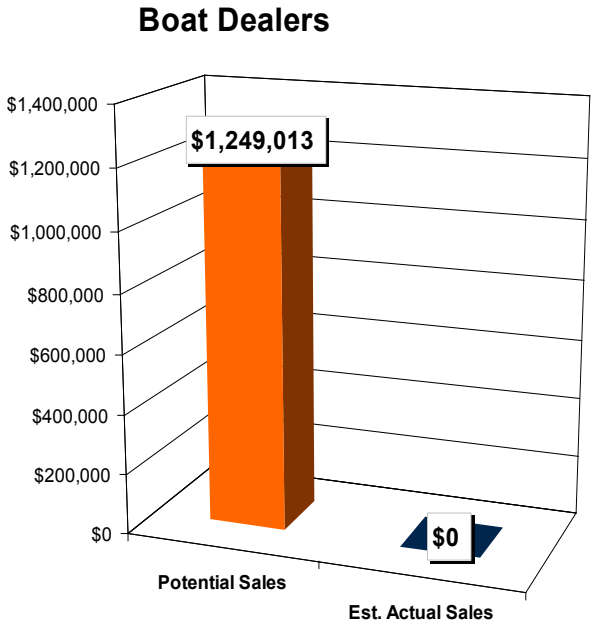

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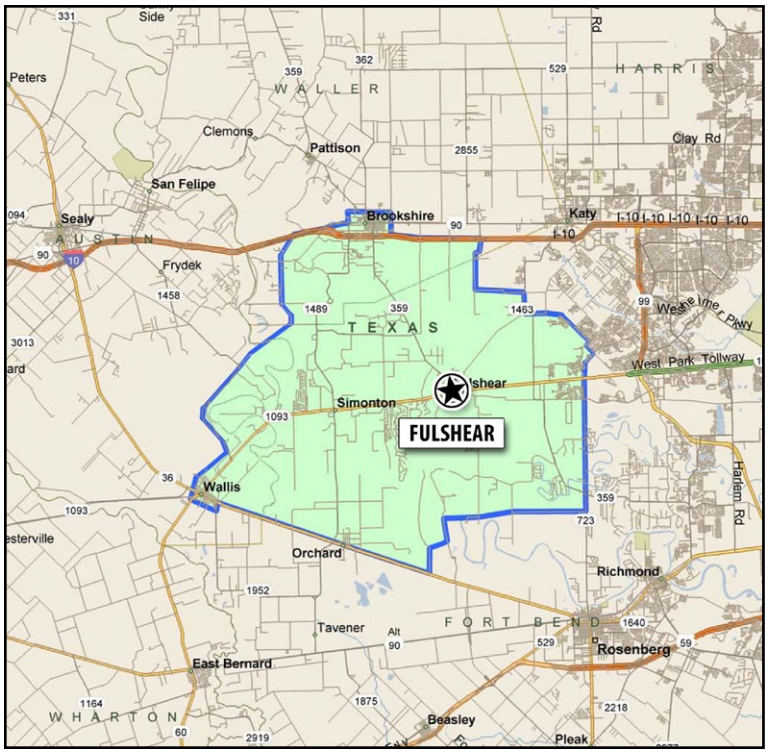

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Recreational Vehicle Dealers Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $1,838,463 in Recreational Vehicle Dealers sales.

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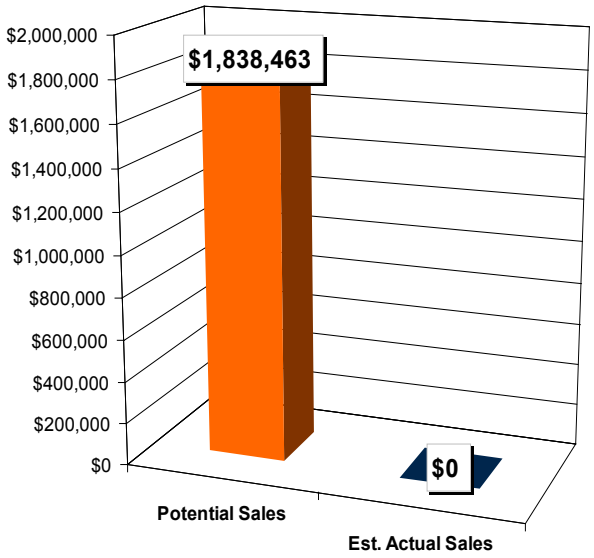
Recreational Vehicle Dealers



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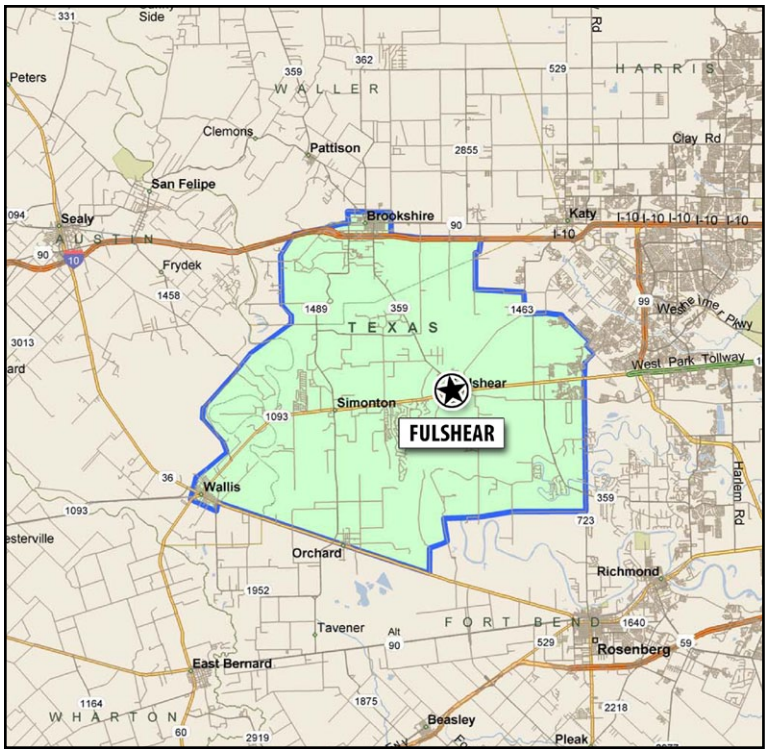

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Motorcycle Dealers Opportunity

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Fulshear, Texas is leaking approximately $1,778,774 in Motorcycle Dealers sales.

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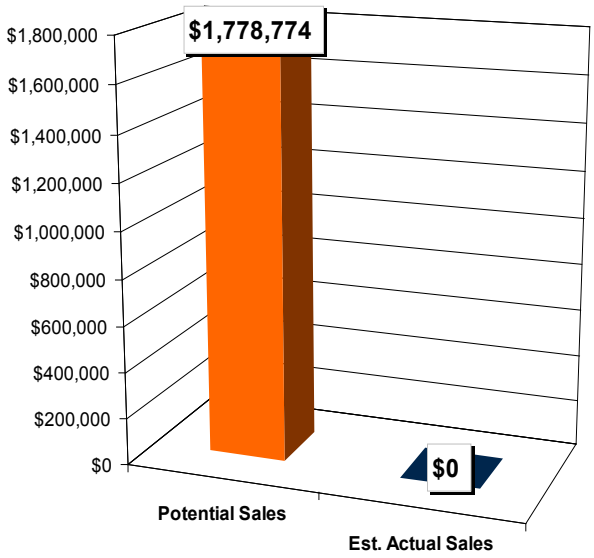
Motorcycle Dealers



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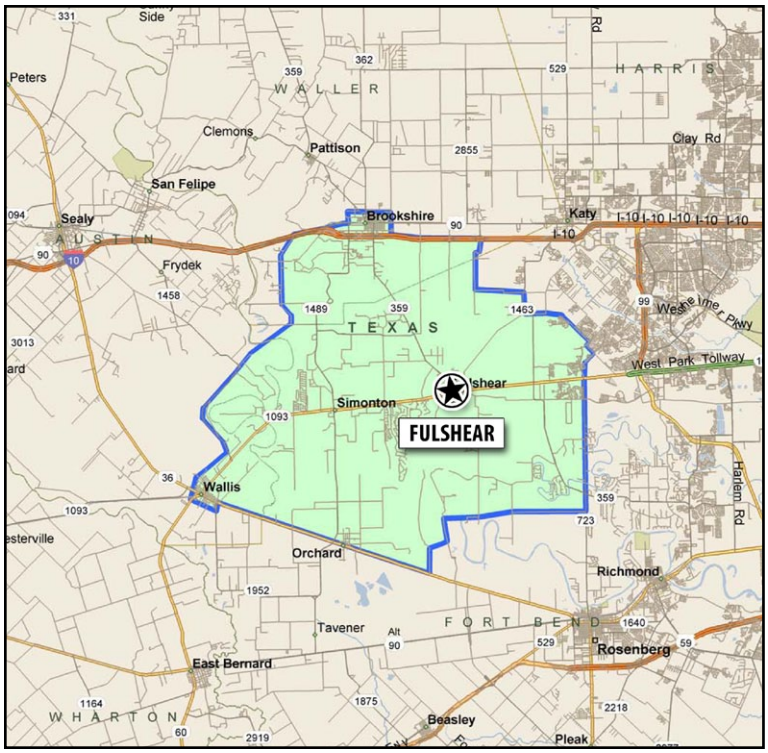

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Automotive Dealers, NEC Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $2,715,398 in Automotive Dealers, NEC sales.

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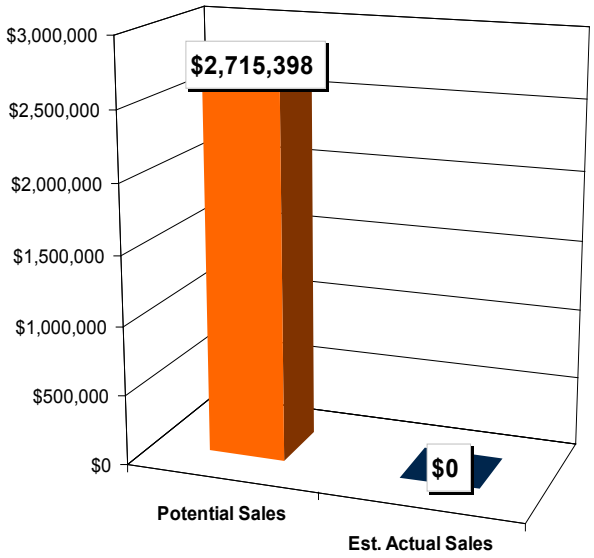
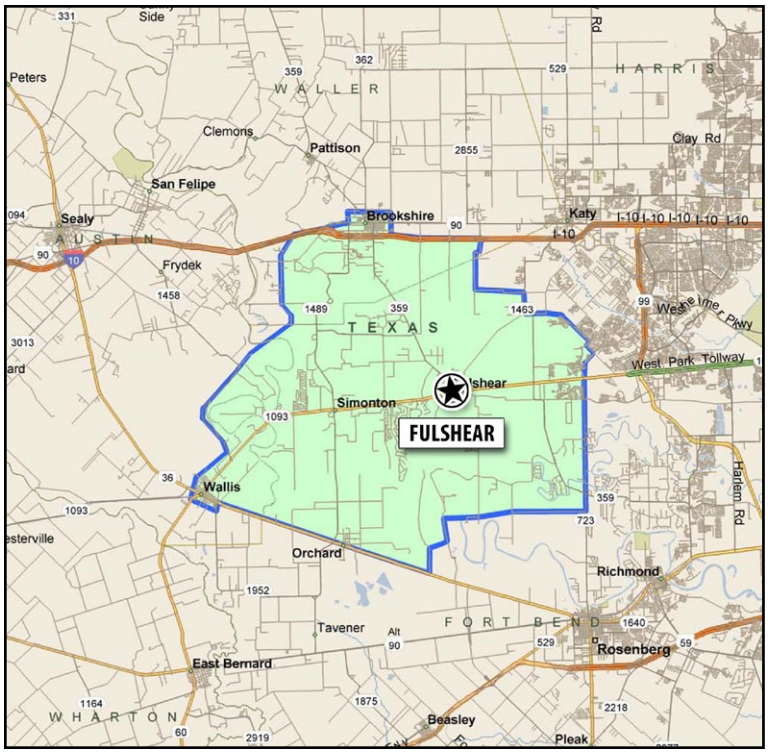
Automotive Dealers, NEC



Fulshear, Texas Retail Trade Area



Retail Trade Area Demographics

Retail Trade Area Population	23,386
Average Household Income	$102,496
Per Capita Income	$34,309
Population by Race/Ethnicity	
White	71.33%
Black or African American	12.03%
Hispanic Origin	*20.15%*
Median Age	38.05

For more information, contact:

Cheryl Stalinsky, Economic Development Director
City of Fulshear
Fulshear, TX

Tel: 281-346-1796
Cell: 281-202-5566

Web: www.fulsheartx.com

Sources: The Retail Coach, LLC | U.S. Census Bureau | Claritas 2010, 2011

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Men's and Boys' Clothing Stores Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $1,121,242 in Men's and Boys' Clothing Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

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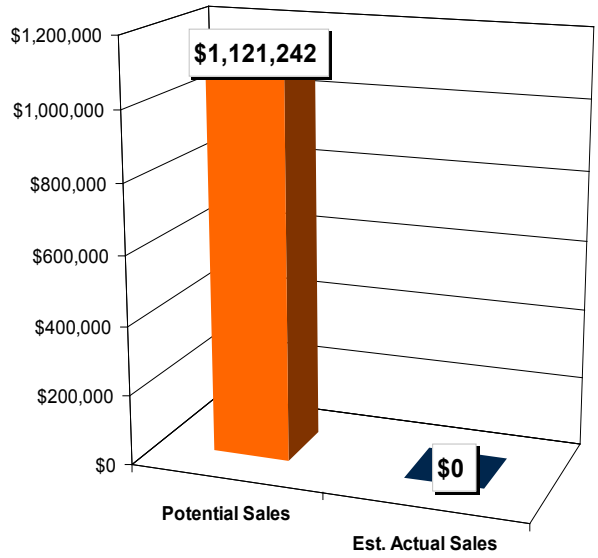
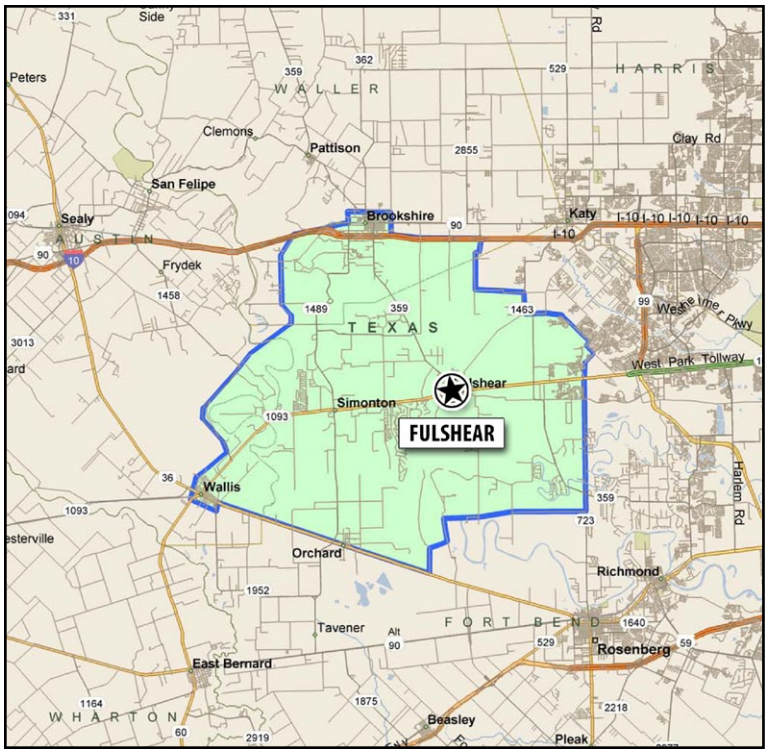


Fulshear, Texas Retail Trade Area



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Women's Clothing Stores Opportunity

Fulshear, Texas

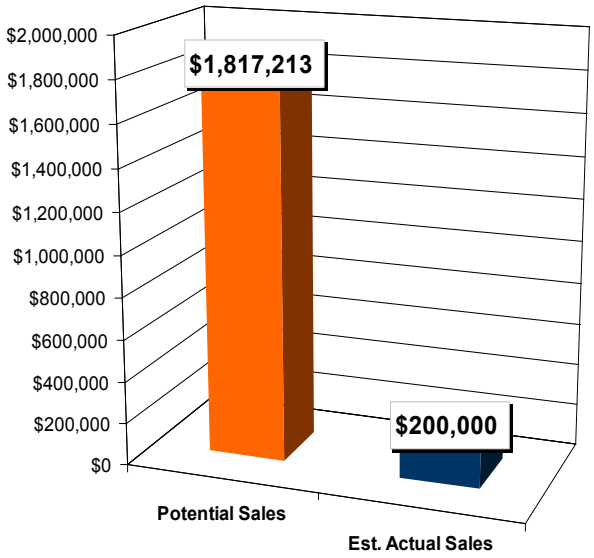
Fulshear, Texas is leaking approximately $1,617,213 in Women's Clothing Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

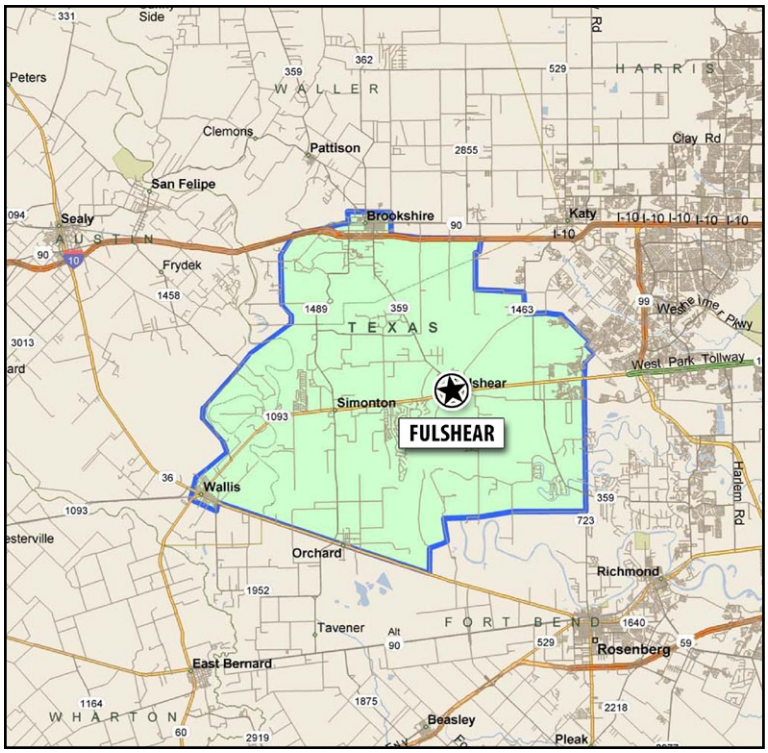
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Women's Clothing Stores



Fulshear, Texas Retail Trade Area



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Women's Accessory and Specialty Stores

Fulshear, Texas

Fulshear, Texas is leaking approximately $271,919 in Women's Accessory and Specialty Stores sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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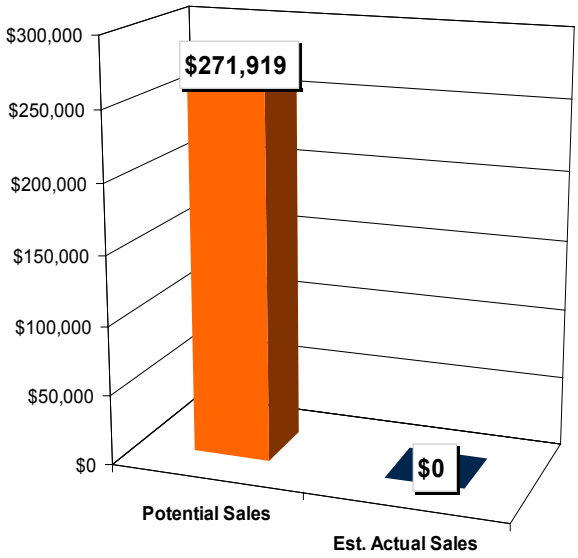
Women's Accessory and Specialty Stores



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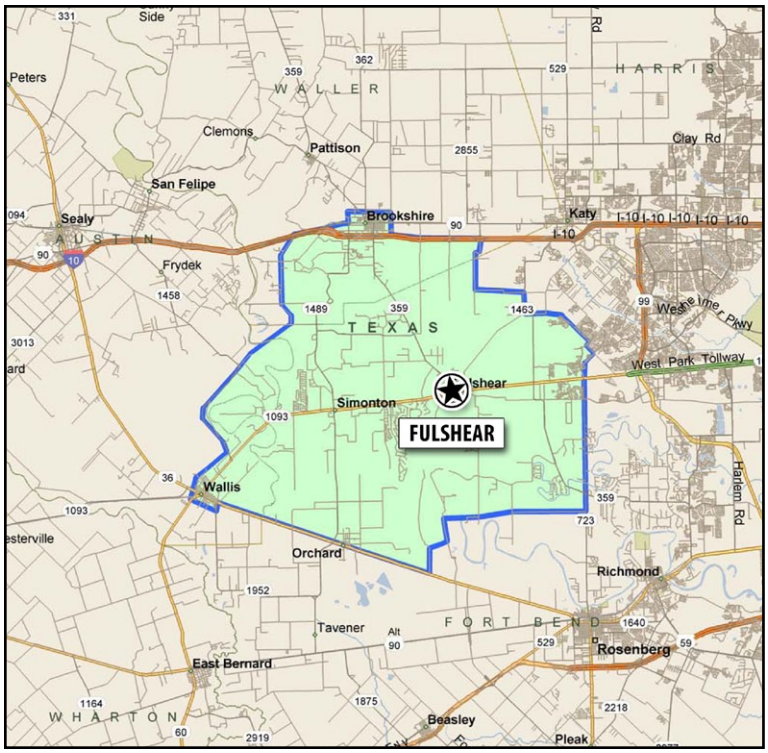

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Children's and Infants' Wear Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $475,892 in Children's and Infants' Wear sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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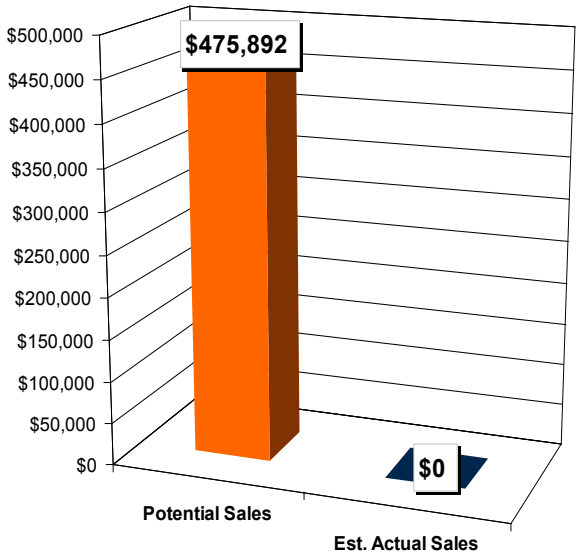
Children's and Infants' Wear



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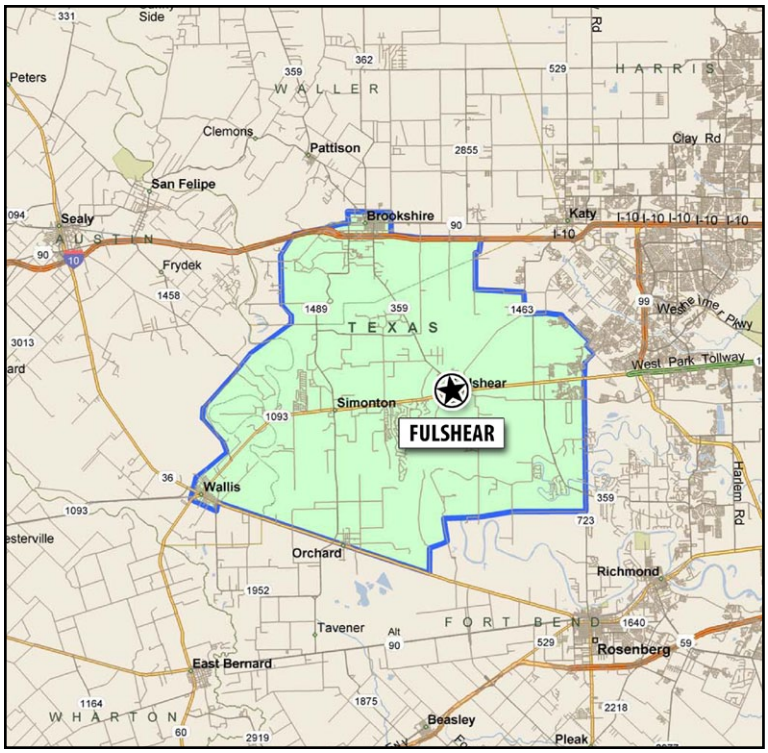

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Family Clothing Stores Opportunity

Fulshear, Texas

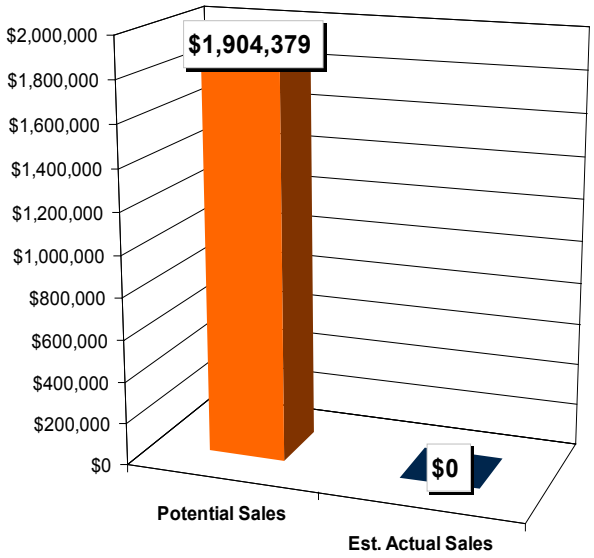
Fulshear, Texas is leaking approximately $1,904,379 in Family Clothing Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Family Clothing Stores



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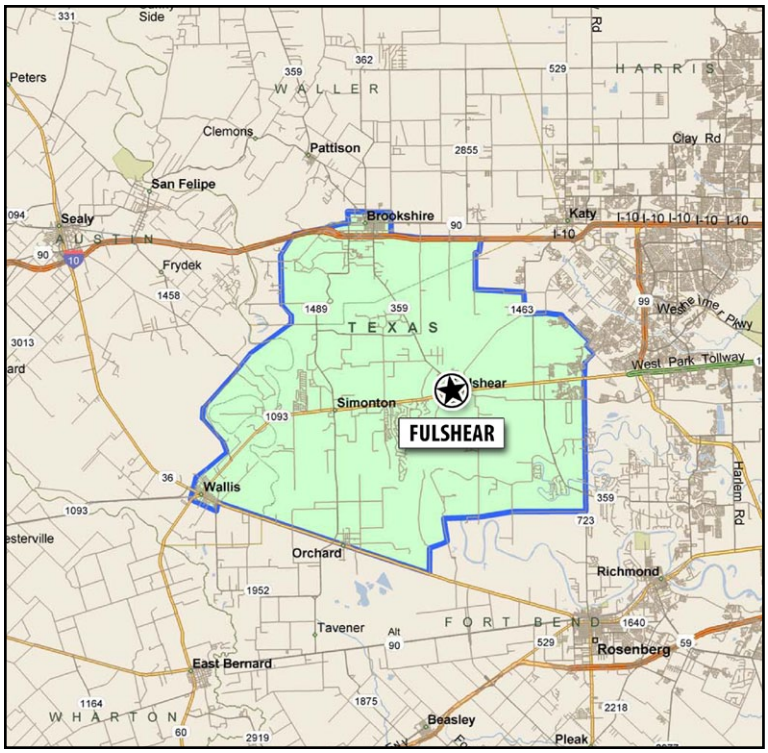

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Shoe Stores Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $2,369,036 in Shoe Stores sales.

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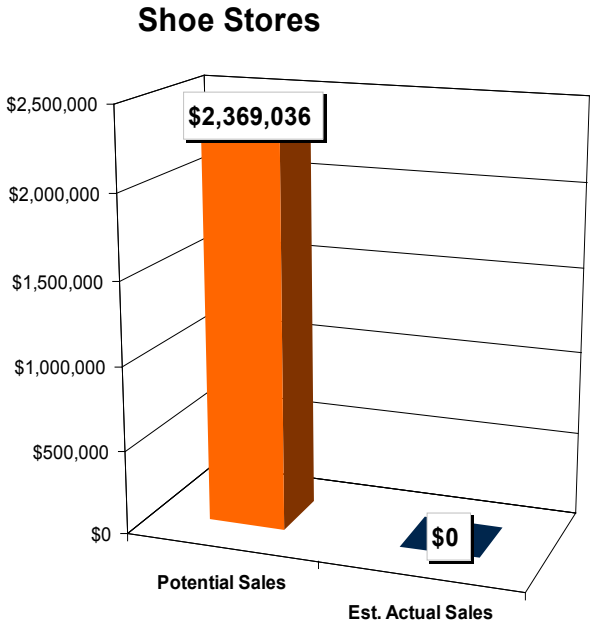

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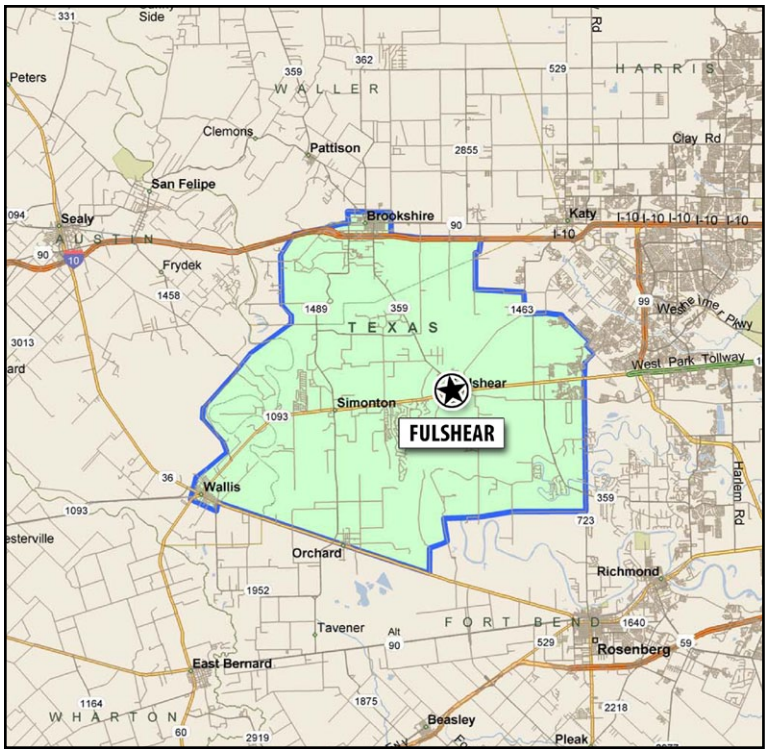

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Miscellaneous Apparel and Accessory Stores
Fulshear, Texas

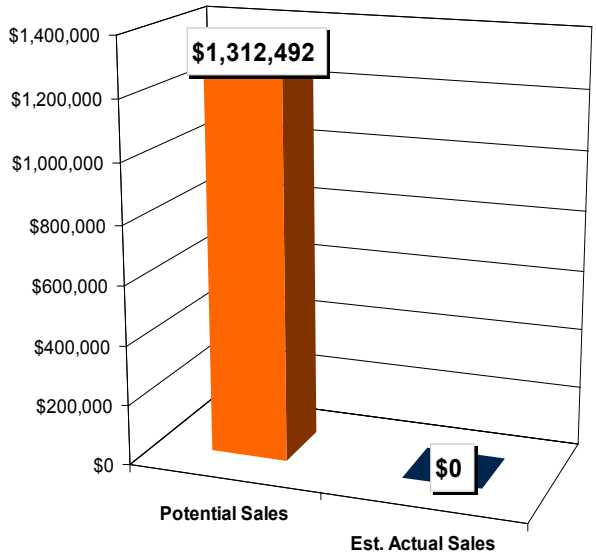
Fulshear, Texas is leaking approximately $1,312,492 in Miscellaneous Apparel and Accessory Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

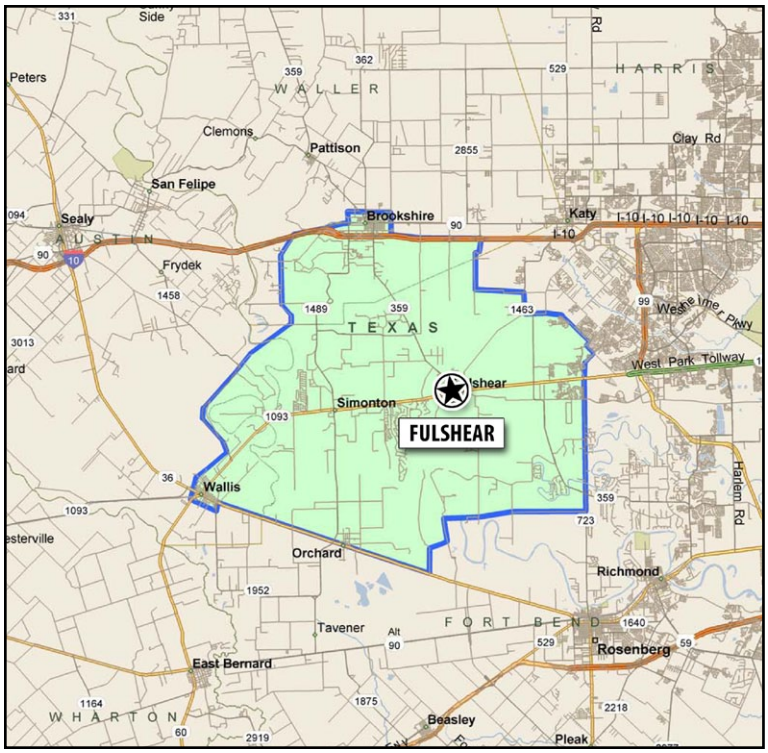
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Miscellaneous Apparel and Accessory Stores



Fulshear, Texas Retail Trade Area



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Home Furniture and Furnishing Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $11,790,910 in Home Furniture and Furnishing sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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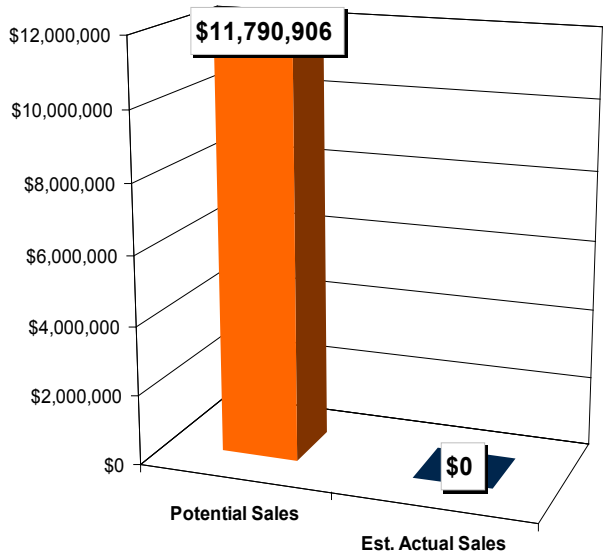
Home Furniture and Furnishing



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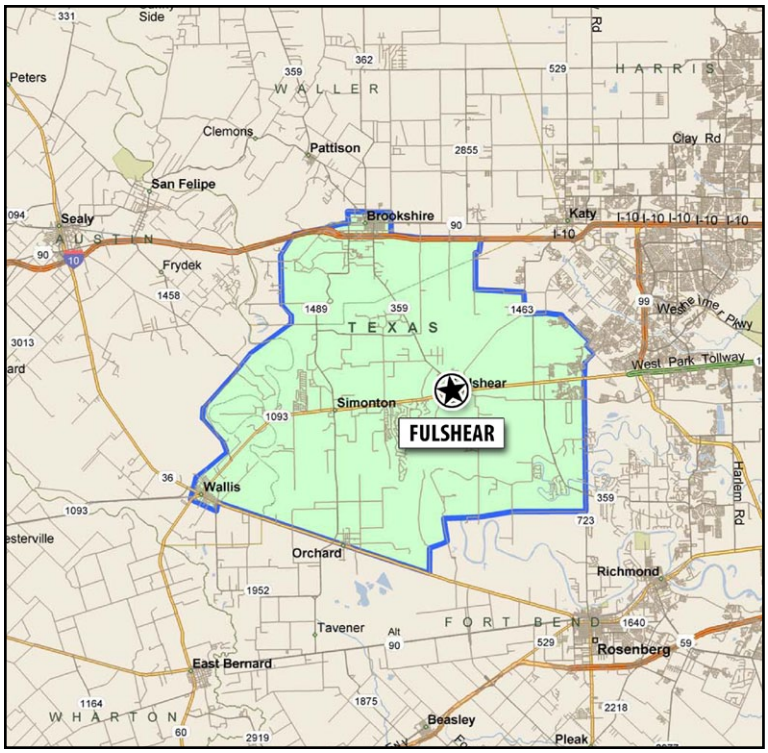

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Household Appliance Stores Opportunity

Fulshear, Texas

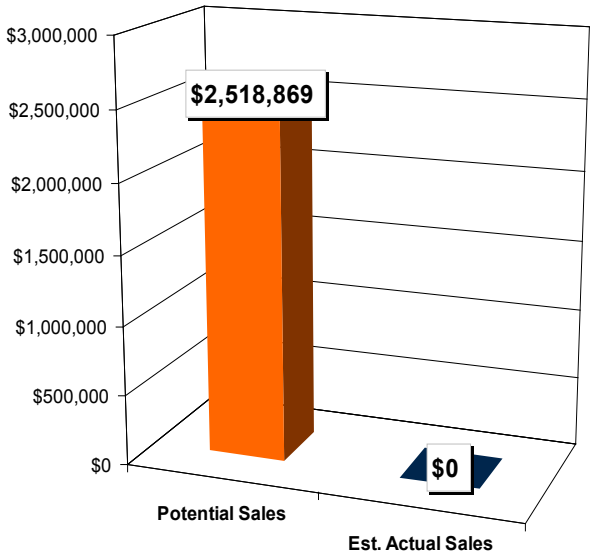
Fulshear, Texas is leaking approximately $2,518,869 in Household Appliance Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Household Appliance Stores



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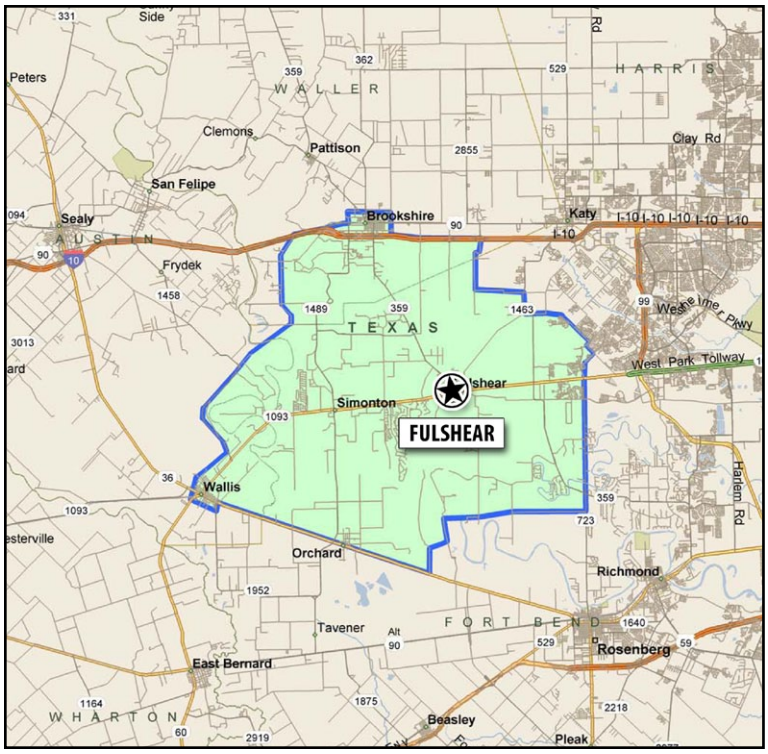

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Radio, TV, and Computer Stores Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $25,609,150 in Radio, TV, and Computer Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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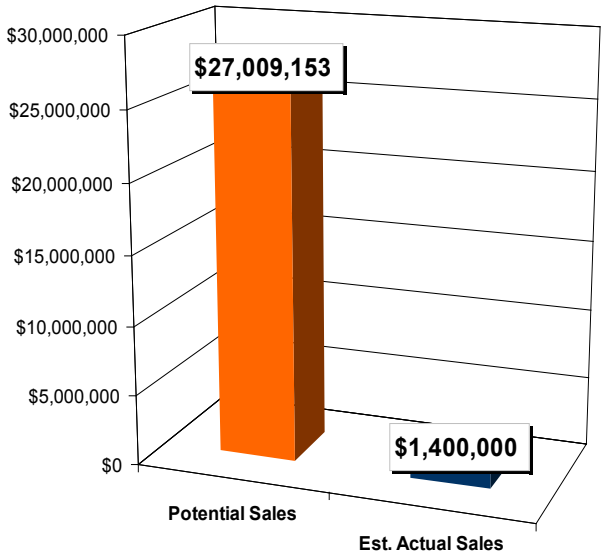
Radio, TV, and Computer Stores



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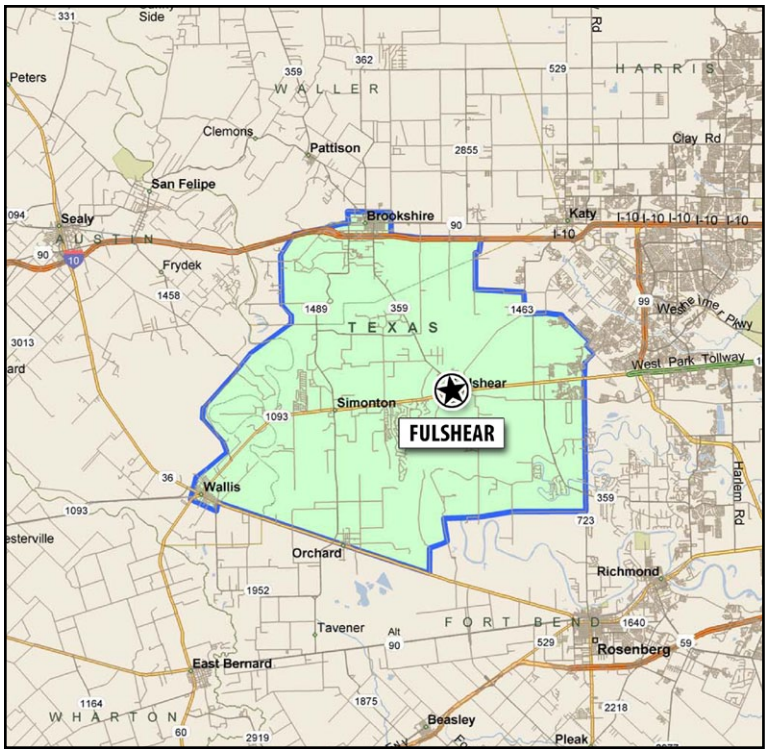

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Eating Places Opportunity
Fulshear, Texas

Fulshear, Texas is leaking approximately $47,325,500 in Eating Places sales.

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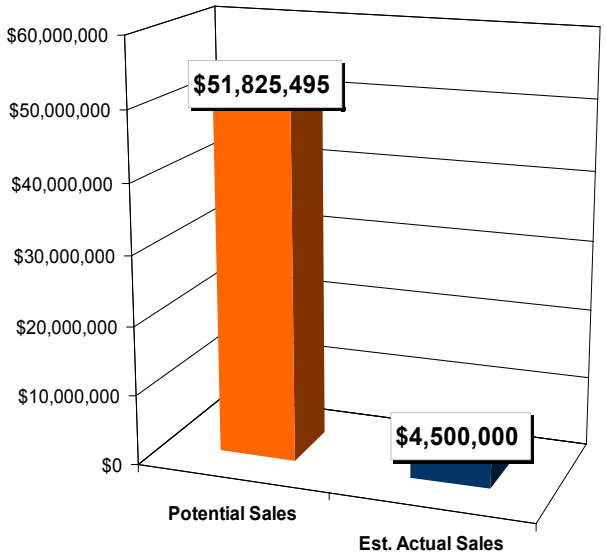
Eating Places



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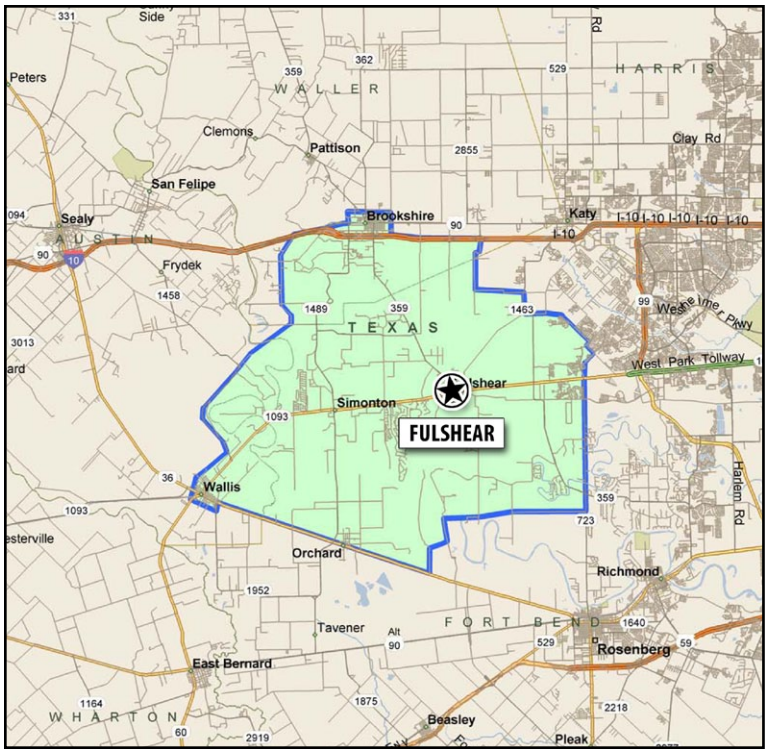

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Drinking Places Opportunity
Fulshear, Texas

Fulshear, Texas is leaking approximately $1,756,712 in Drinking Places sales.

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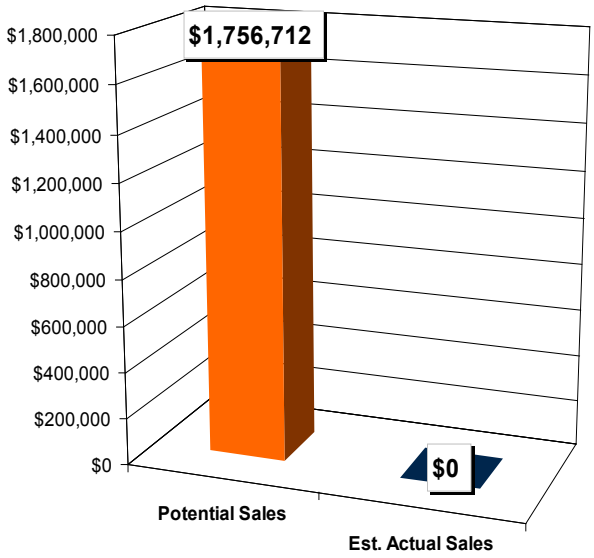
Drinking Places



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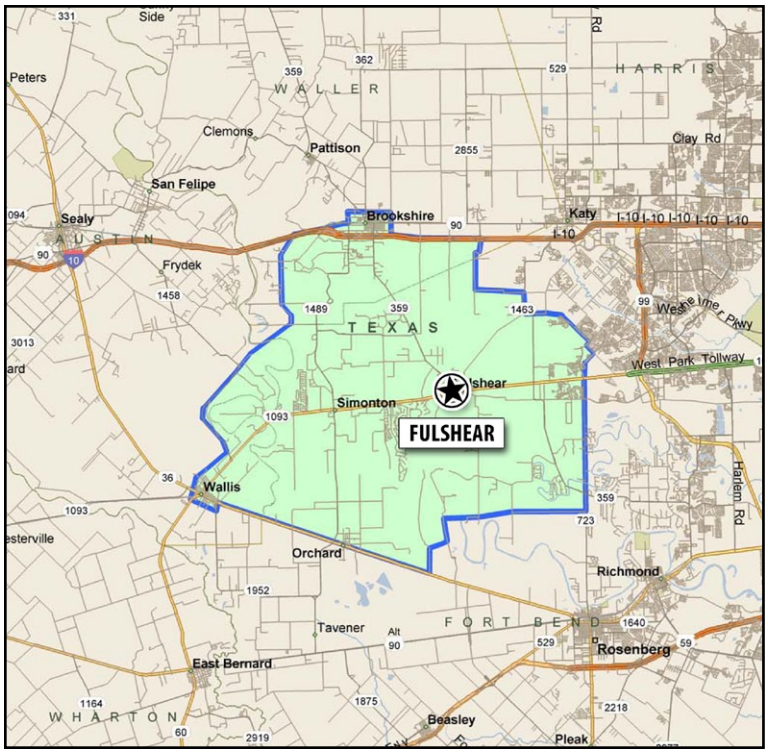

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Drug Stores and Proprietary Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $9,636,607 in Drug Stores and Proprietary sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

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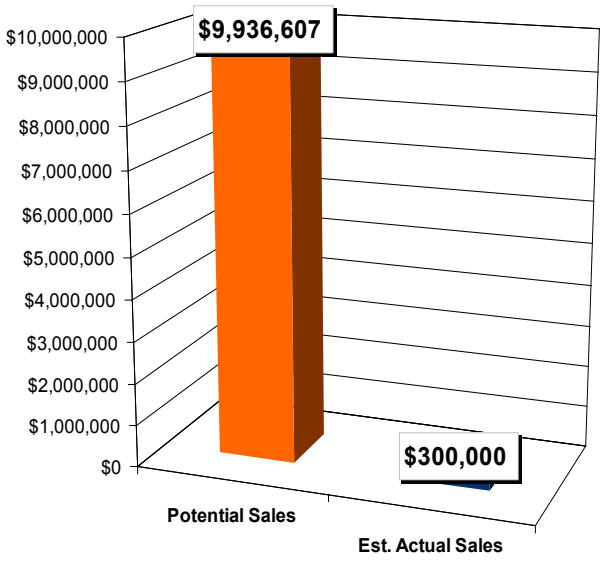
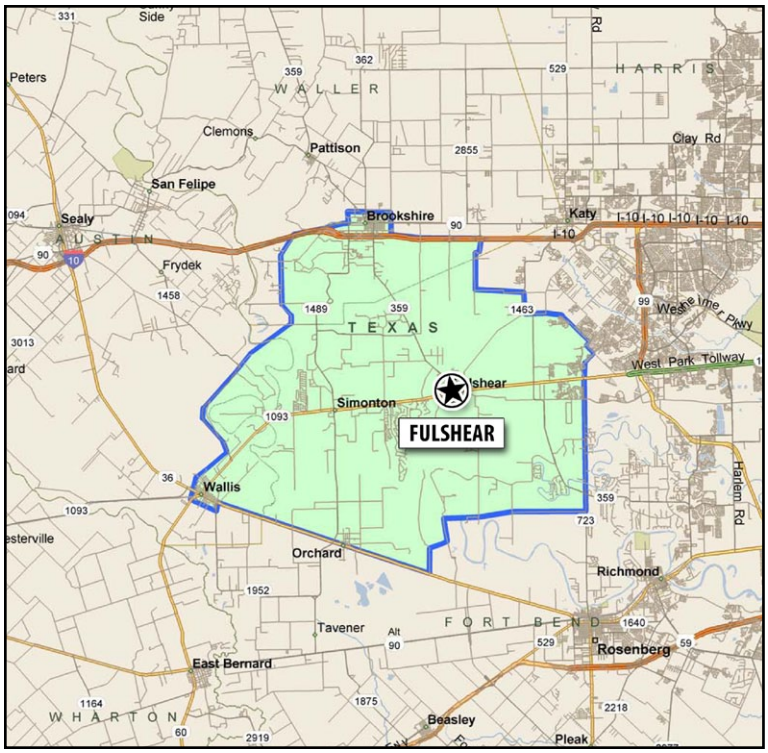
Drug Stores and Proprietary



Fulshear, Texas Retail Trade Area



Retail Trade Area Demographics

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Per Capita Income	$34,309
Population by Race/Ethnicity	
White	71.33%
Black or African American	12.03%
Hispanic Origin	*20.15%*
Median Age	38.05

For more information, contact:

Cheryl Stalinsky, Economic Development Director
City of Fulshear
Fulshear, TX

Tel: 281-346-1796
Cell: 281-202-5566

Web: www.fulsheartx.com

Sources: The Retail Coach, LLC | U.S. Census Bureau | Claritas 2010, 2011

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Liquor Stores Opportunity
Fulshear, Texas

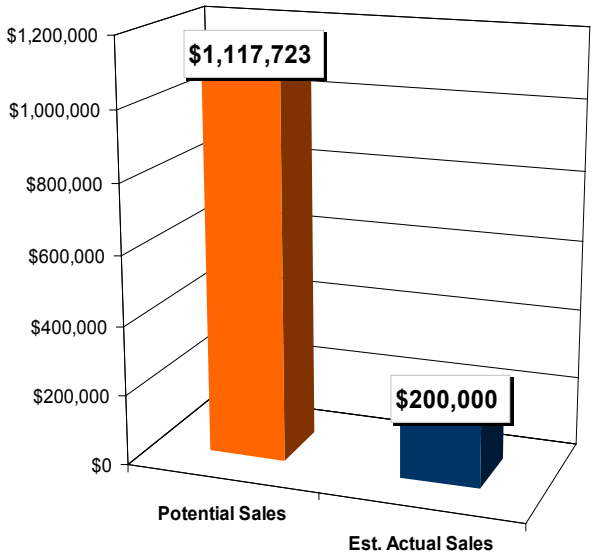
Fulshear, Texas is leaking approximately $917,723 in Liquor Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Liquor Stores



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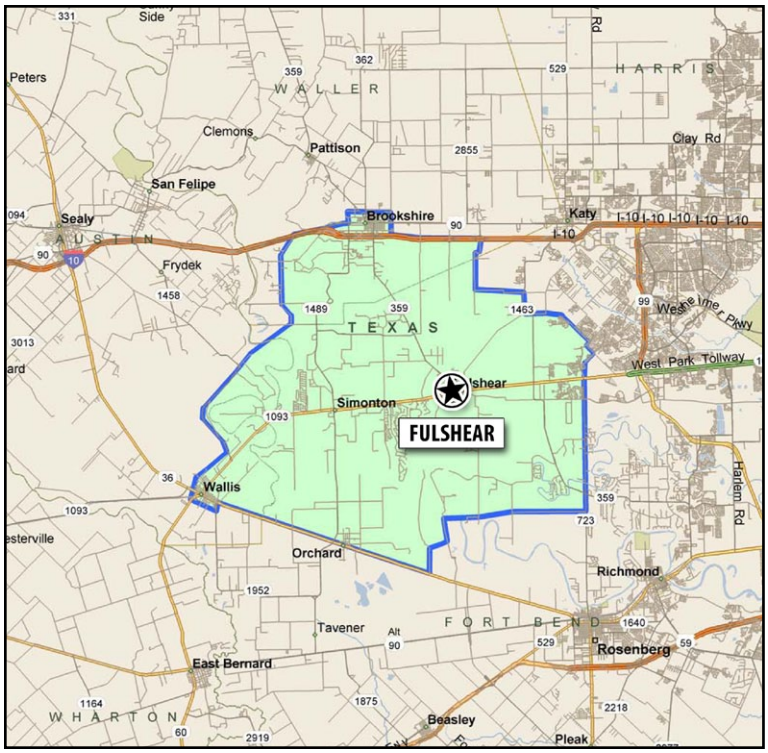

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Used Merchandise Stores Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $2,411,130 in Used Merchandise Stores sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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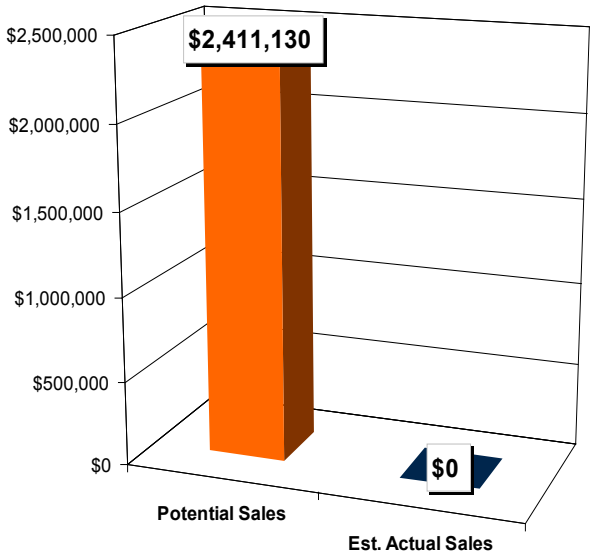
Used Merchandise Stores



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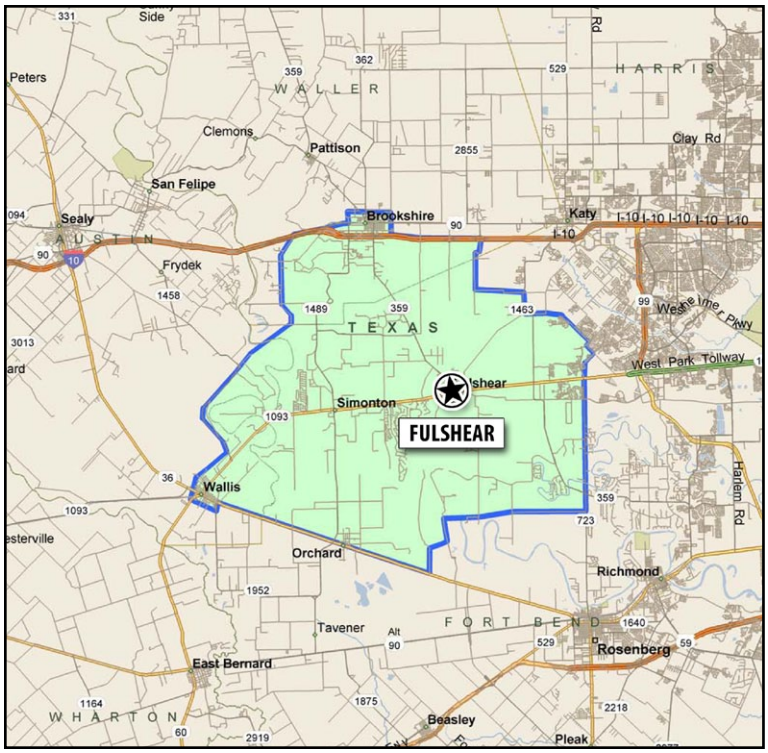

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Sporting Goods, Bicycle and Gun Stores
Fulshear, Texas

Fulshear, Texas is leaking approximately $1,851,592 in Sporting Goods, Bicycle and Gun Stores sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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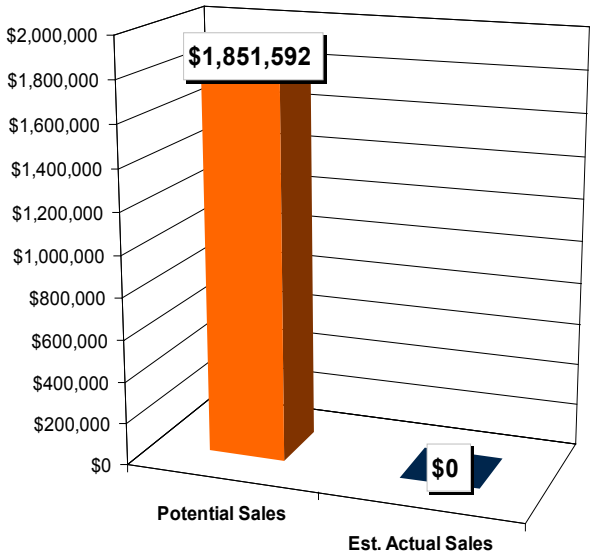

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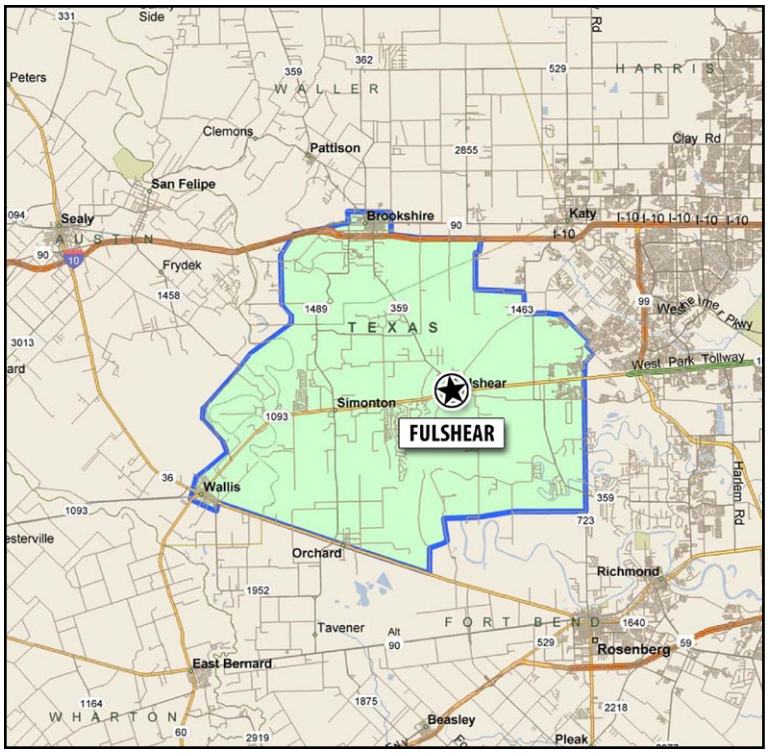

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Book Stores Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $790,199 in Book Stores sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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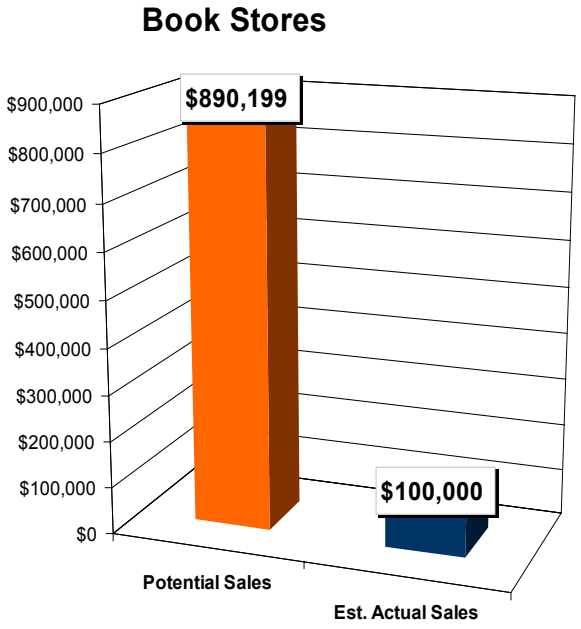

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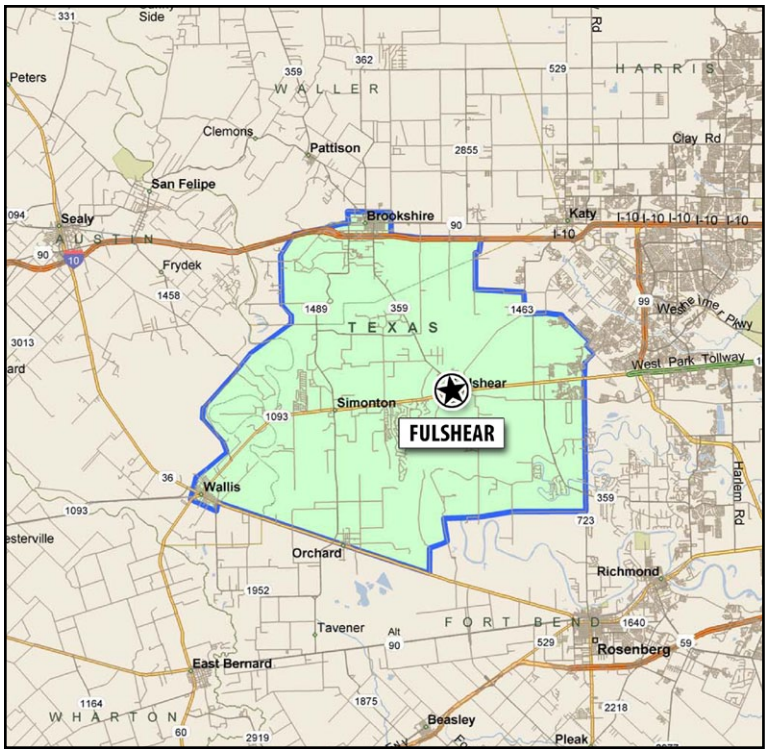

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Stationery Stores Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $2,874,976 in Stationery Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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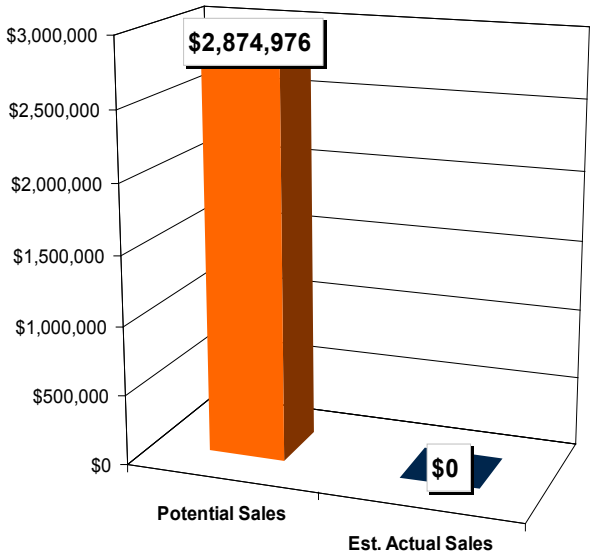
Stationery Stores



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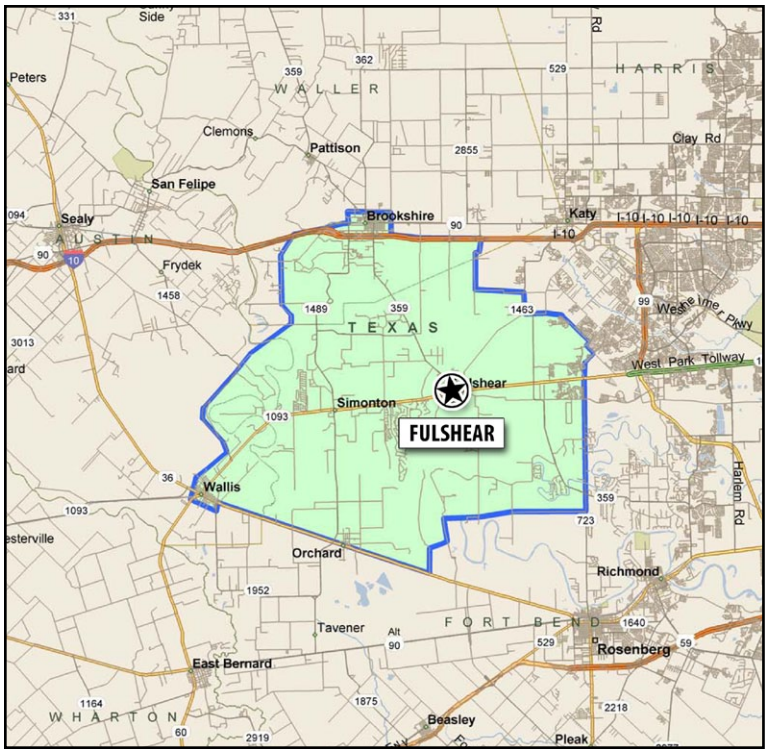

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Jewelry Stores Opportunity
Fulshear, Texas

Fulshear, Texas is leaking approximately $1,326,433 in Jewelry Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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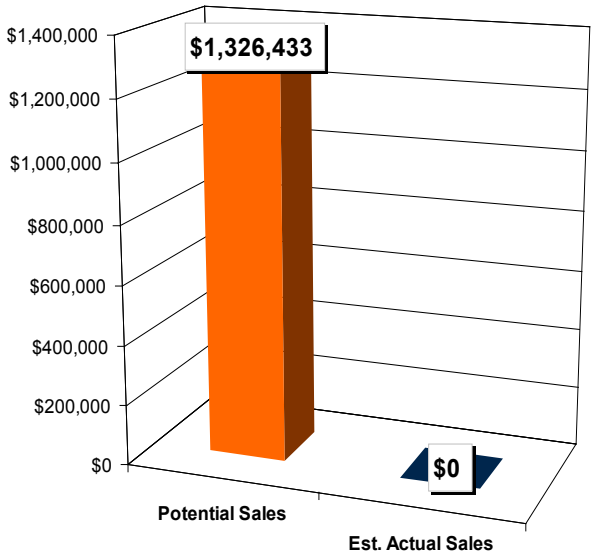
Jewelry Stores



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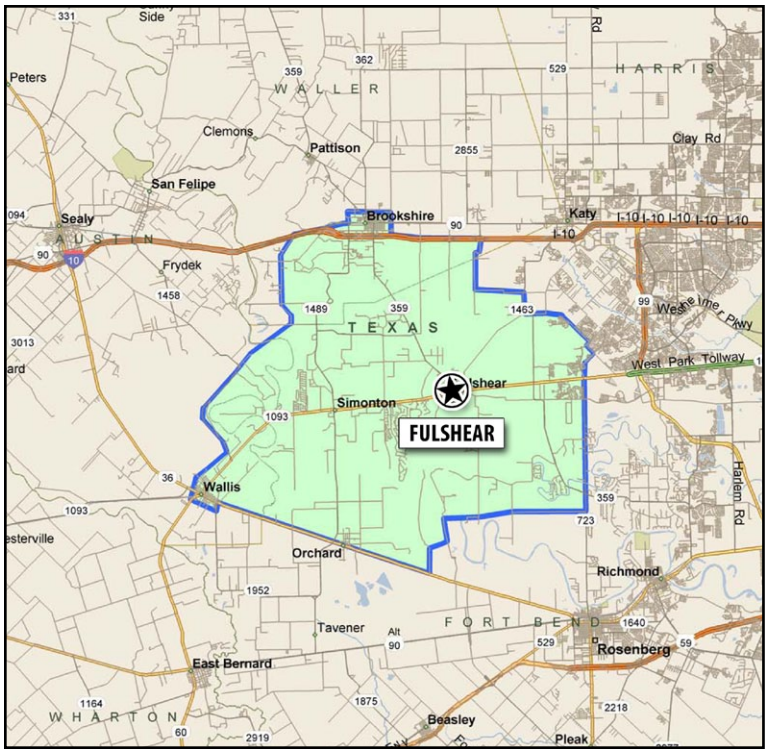

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Hobby, Toy and Game Shops Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $1,532,595 in Hobby, Toy and Game Shops sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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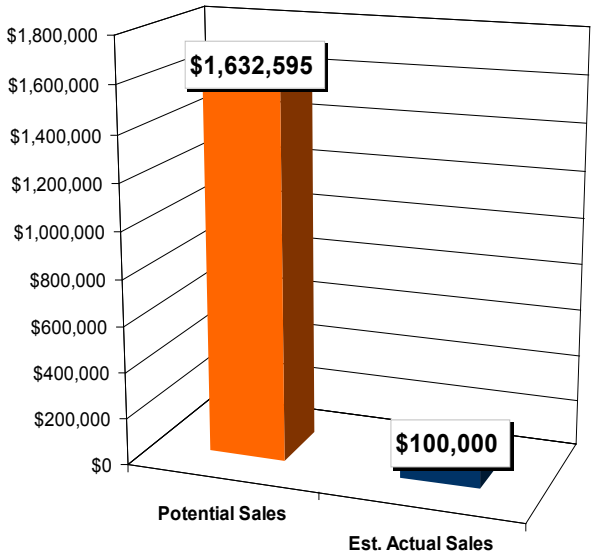
Hobby, Toy and Game Shops



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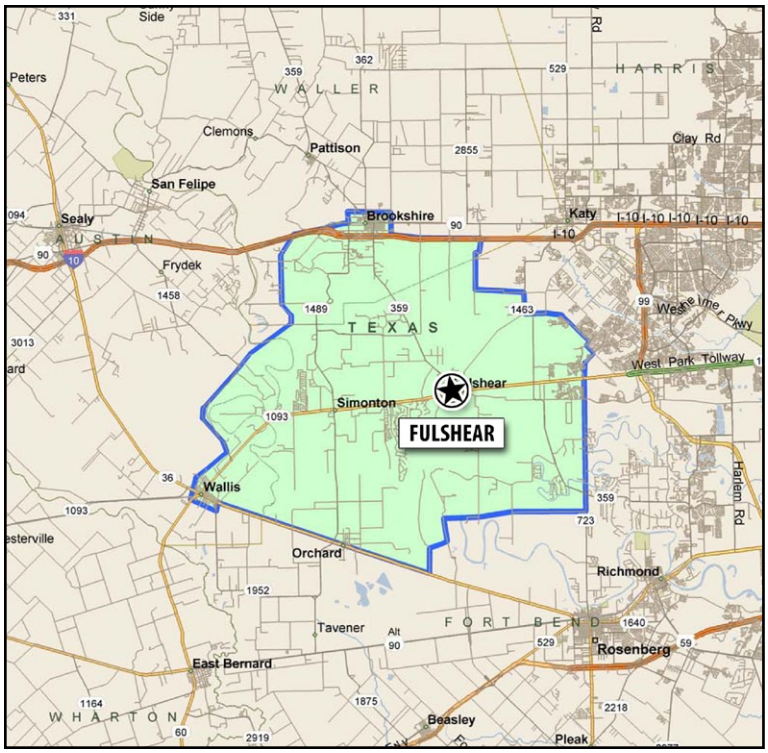

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Camera and Photography Supply Stores

Fulshear, Texas

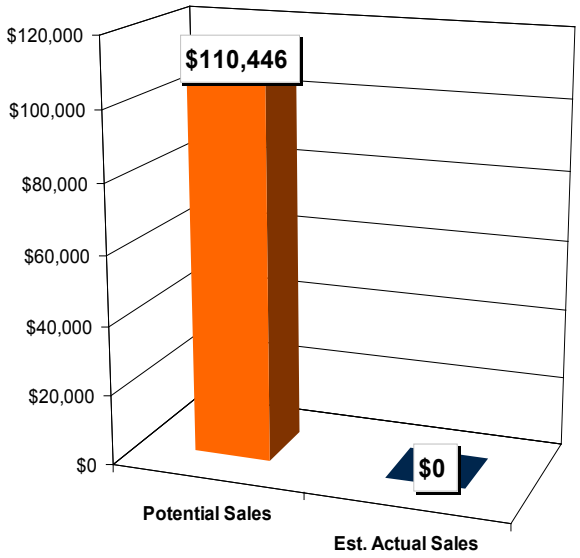
Fulshear, Texas is leaking approximately $110,446 in Camera and Photography Supply Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Camera and Photography Supply Stores



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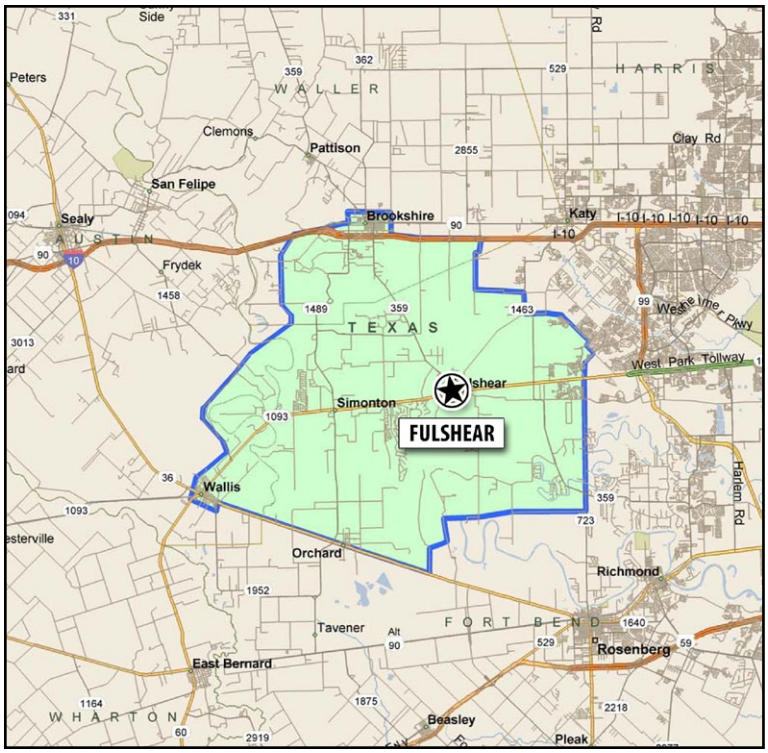

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Gift, Novelty and Souvenir Shops Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $1,790,685 in Gift, Novelty and Souvenir Shops sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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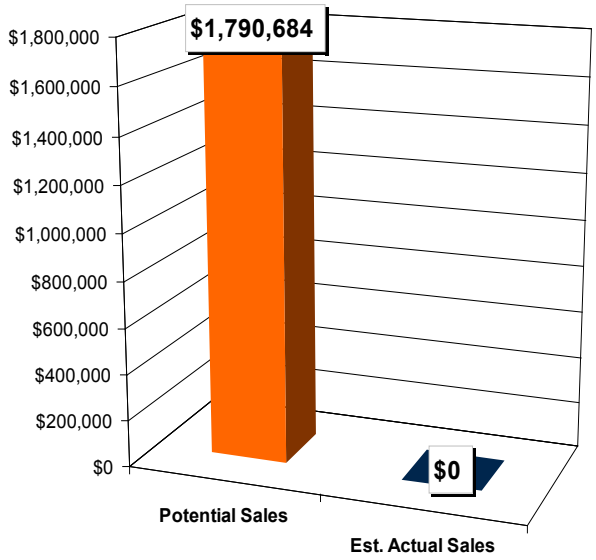
Gift, Novelty and Souvenir Shops



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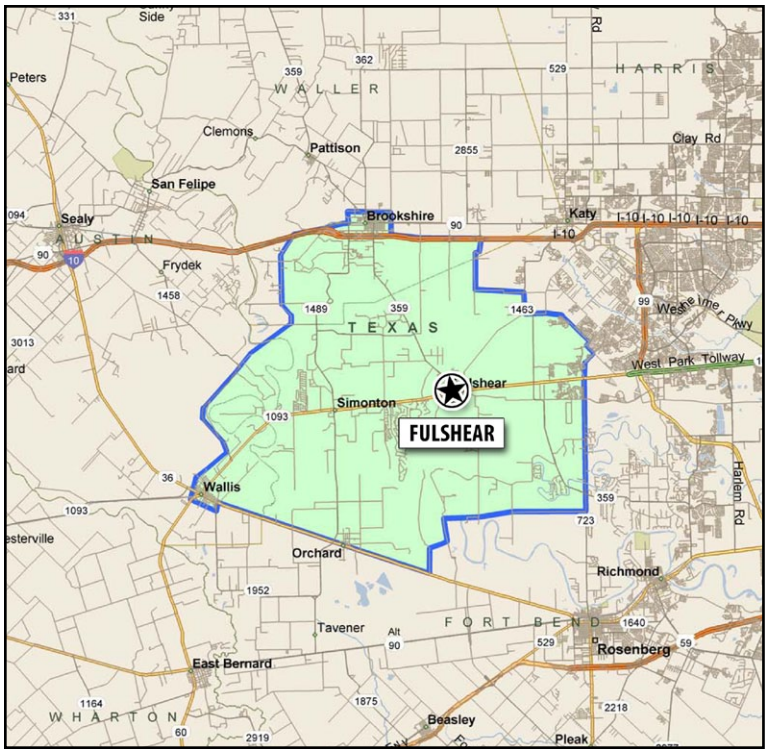

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Luggage and Leather Goods Stores Opportunity
Fulshear, Texas

Fulshear, Texas is leaking approximately $61,855 in Luggage and Leather Goods Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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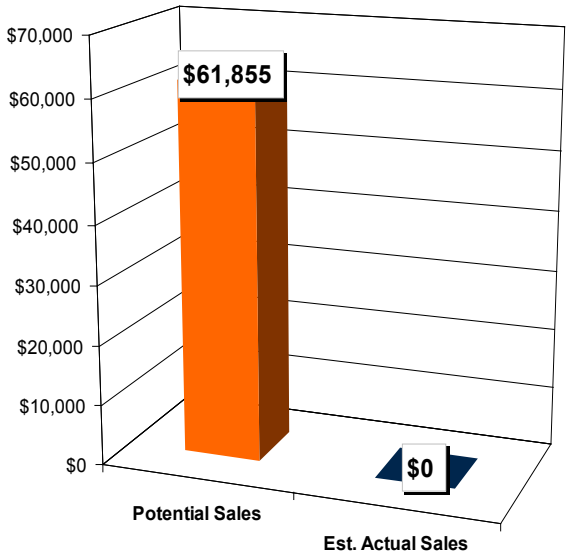
Luggage and Leather Goods Stores



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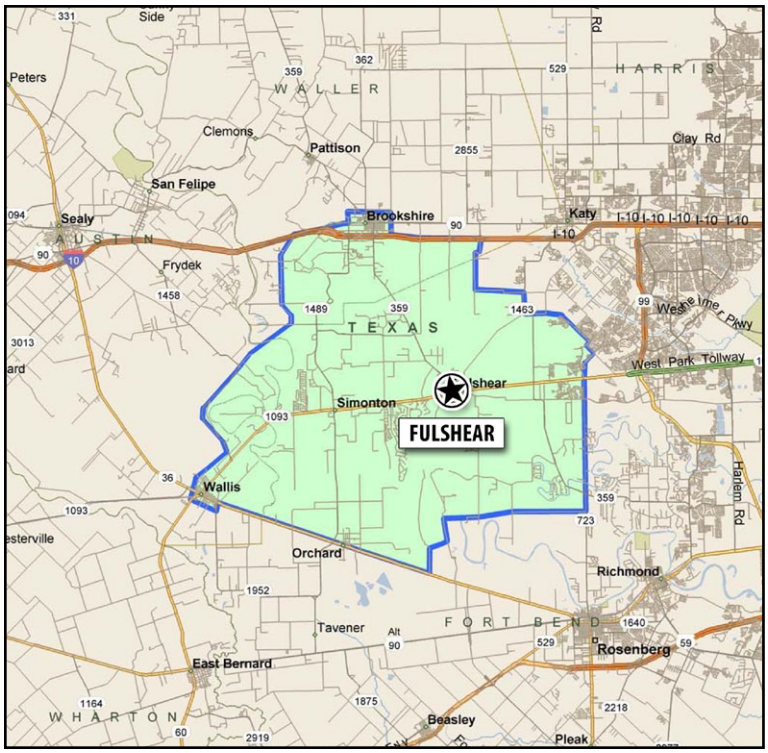

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Sewing, Needlework and Craft Stores Opportunity
Fulshear, Texas

Fulshear, Texas is leaking approximately $204,108 in Sewing, Needlework and Craft Stores sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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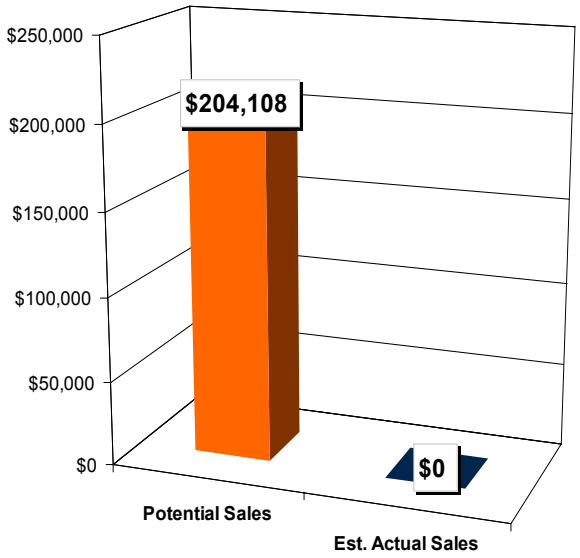
Sewing, Needlework and Craft Stores



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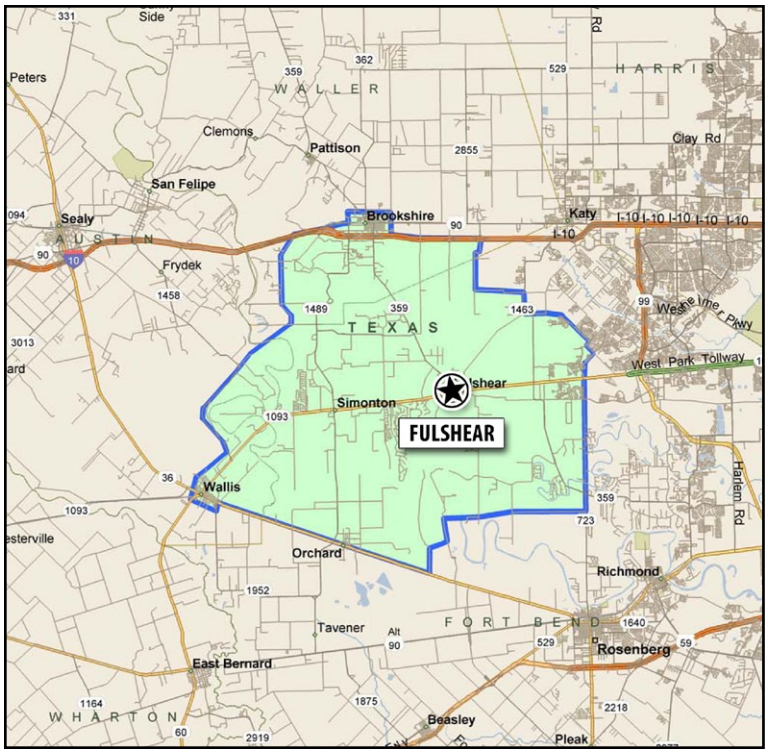

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Non-store Retailers Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $4,580,525 in Non-store Retailers sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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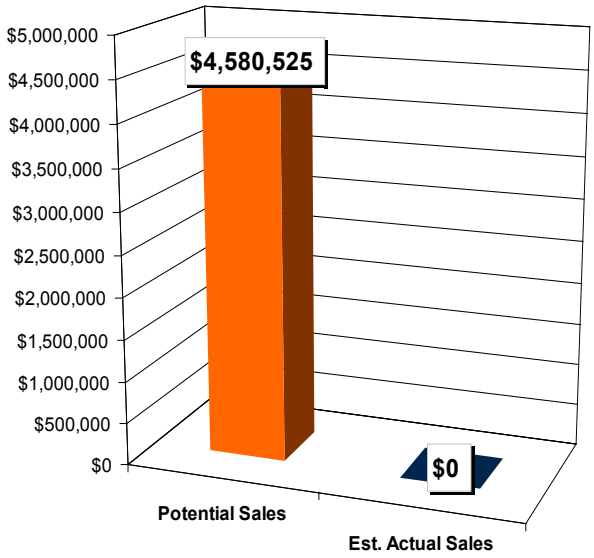
Non-store Retailers



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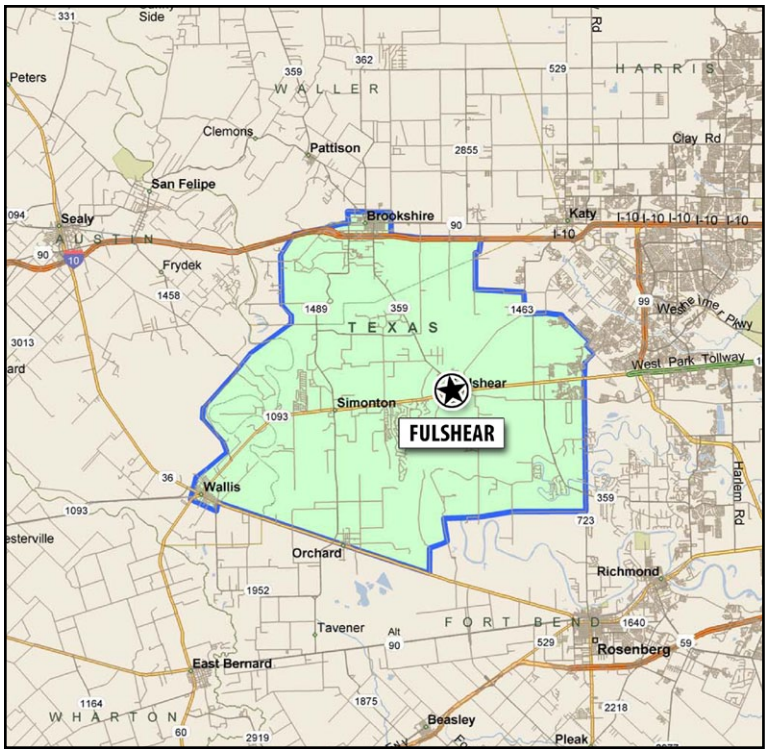

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Fuel and Ice Dealers Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $298,854 in Fuel and Ice Dealers sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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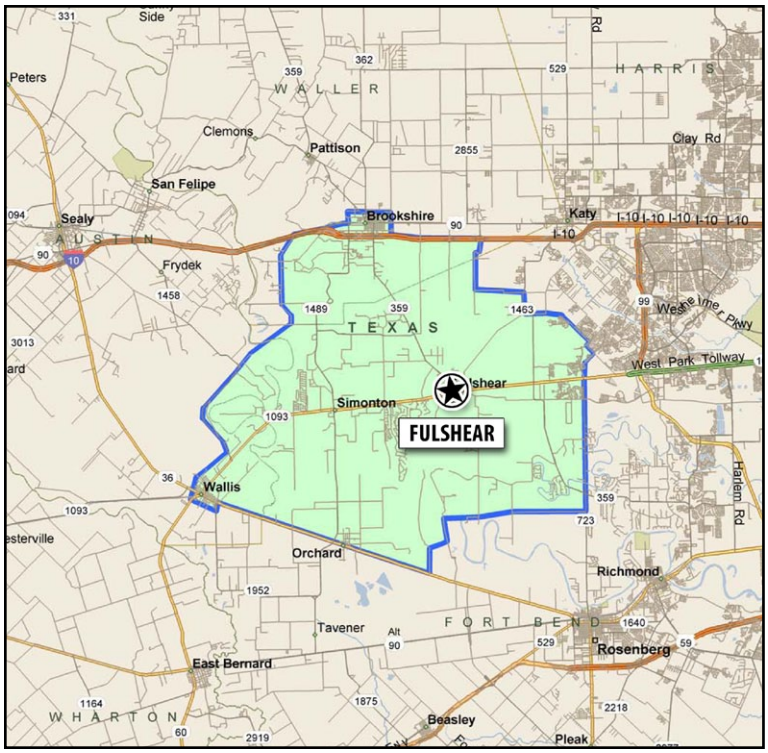
Fuel and Ice Dealers

Fulshear, Texas Retail Trade Area



Retail Trade Area Demographics

Retail Trade Area Population	23,386
Average Household Income	$102,496
Per Capita Income	$34,309
Population by Race/Ethnicity	
White	71.33%
Black or African American	12.03%
Hispanic Origin	*20.15%*
Median Age	38.05

For more information, contact:

Cheryl Stalinsky, Economic Development Director
City of Fulshear
Fulshear, TX

Tel: 281-346-1796
Cell: 281-202-5566

Web: www.fulsheartx.com

Sources: The Retail Coach, LLC | U.S. Census Bureau | Claritas 2010, 2011

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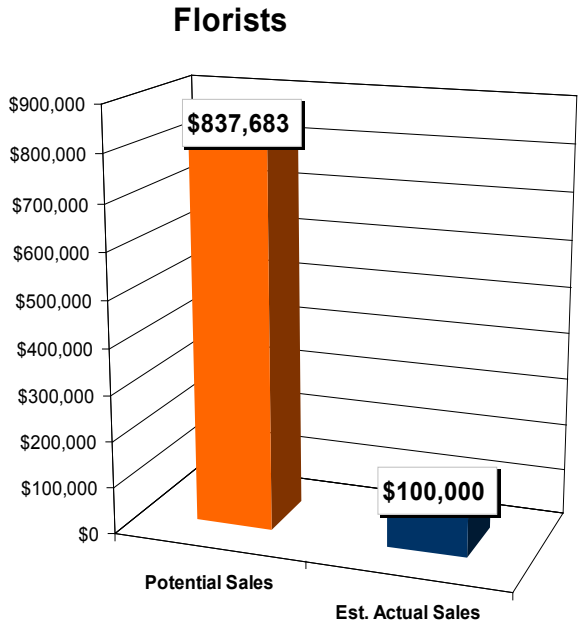
Florists Opportunity
Fulshear, Texas

Fulshear, Texas is leaking approximately $737,683 in Florists sales.

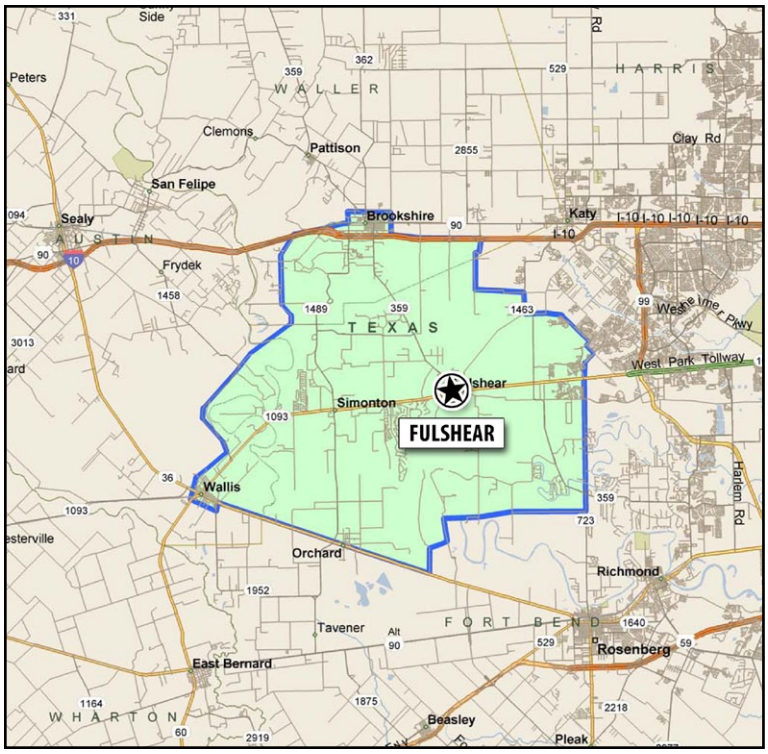
Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.



Fulshear, Texas Retail Trade Area



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Tobacco Stores and Stands Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $164,992 in Tobacco Stores and Stands sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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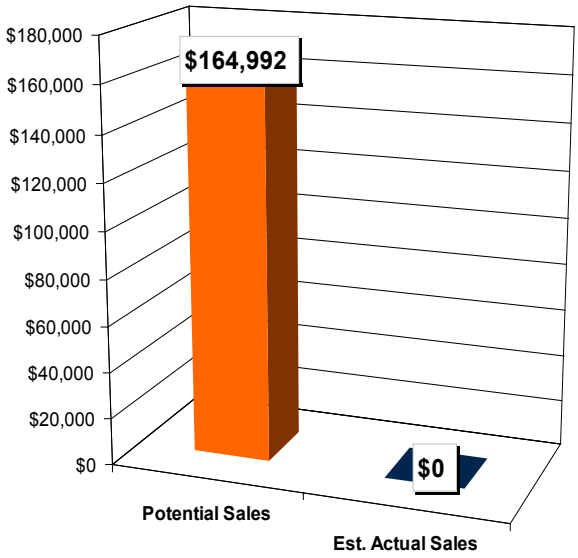
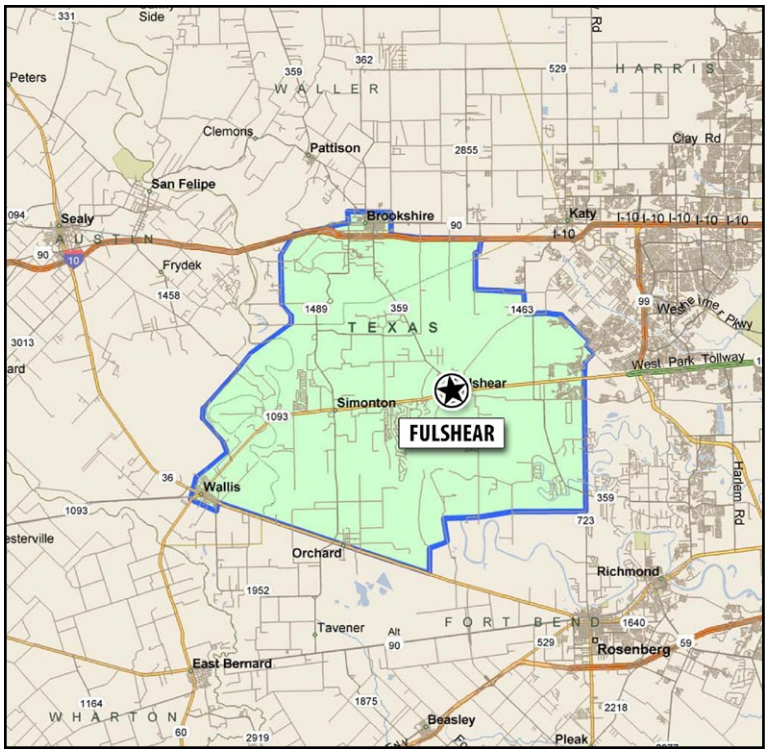
Tobacco Stores and Stands



Fulshear, Texas Retail Trade Area



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News Dealers and Newsstands Opportunity

Fulshear, Texas

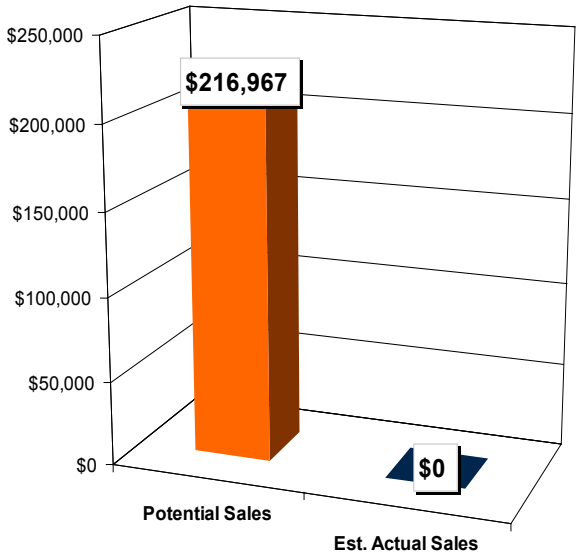
Fulshear, Texas is leaking approximately $216,967 in News Dealers and Newsstands sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

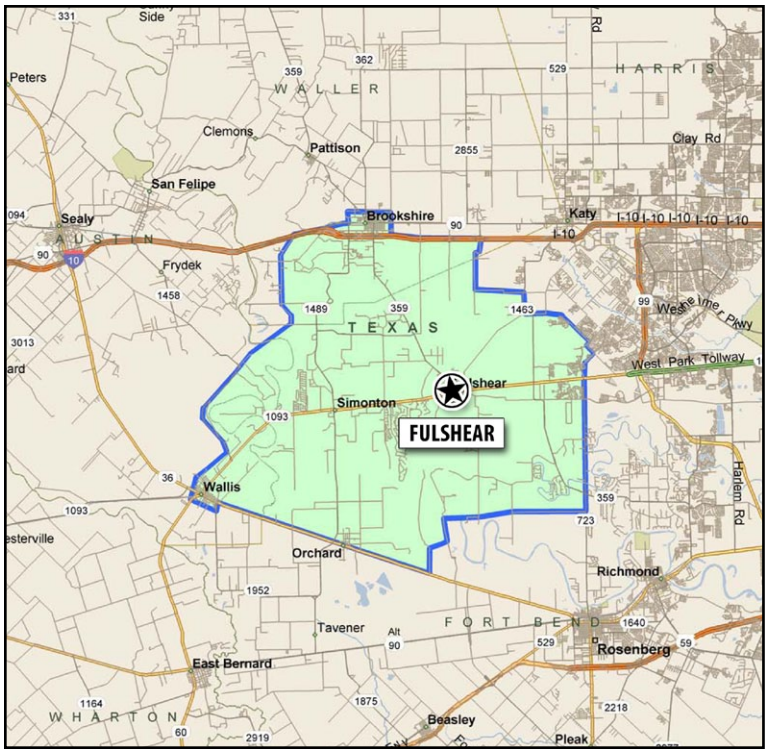
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

News Dealers and Newsstands



Fulshear, Texas Retail Trade Area



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Optical Goods Stores Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $797,484 in Optical Goods Stores sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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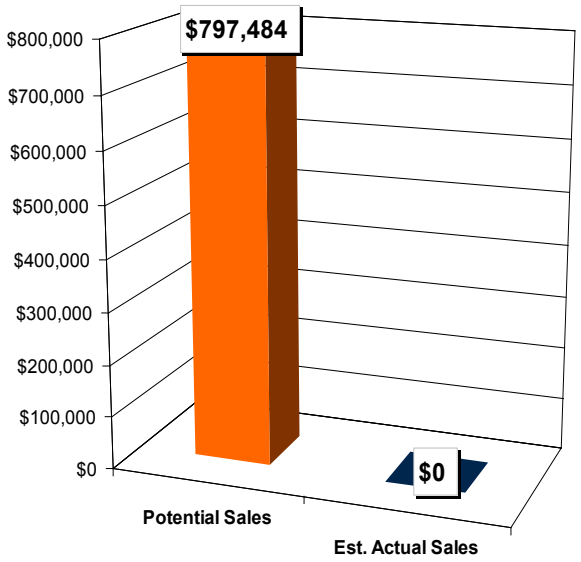
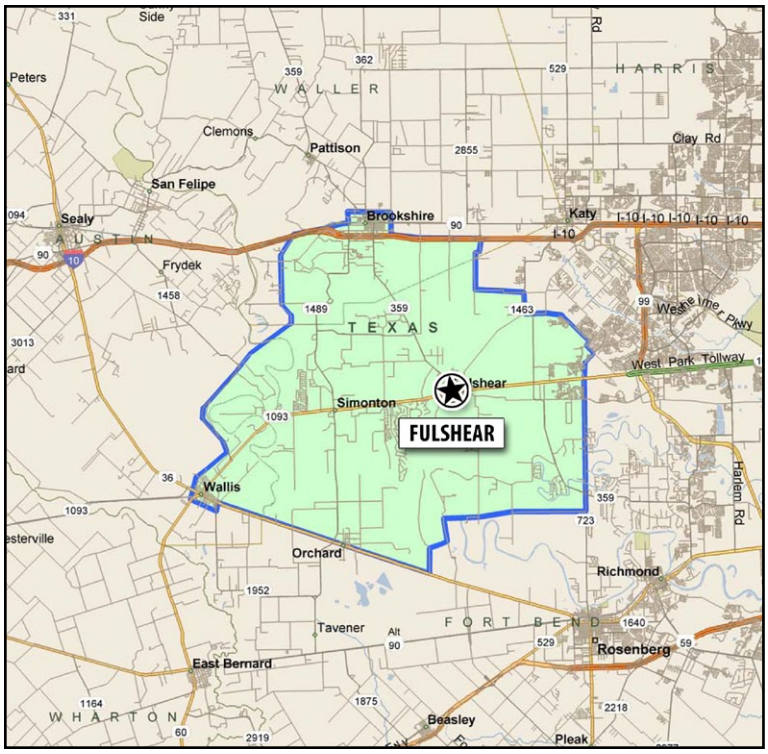
Optical Goods Stores



Fulshear, Texas Retail Trade Area



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Miscellaneous Retail Stores, NEC Opportunity

Fulshear, Texas

Fulshear, Texas is leaking approximately $14,245,850 in Miscellaneous Retail Stores, NEC sales.

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Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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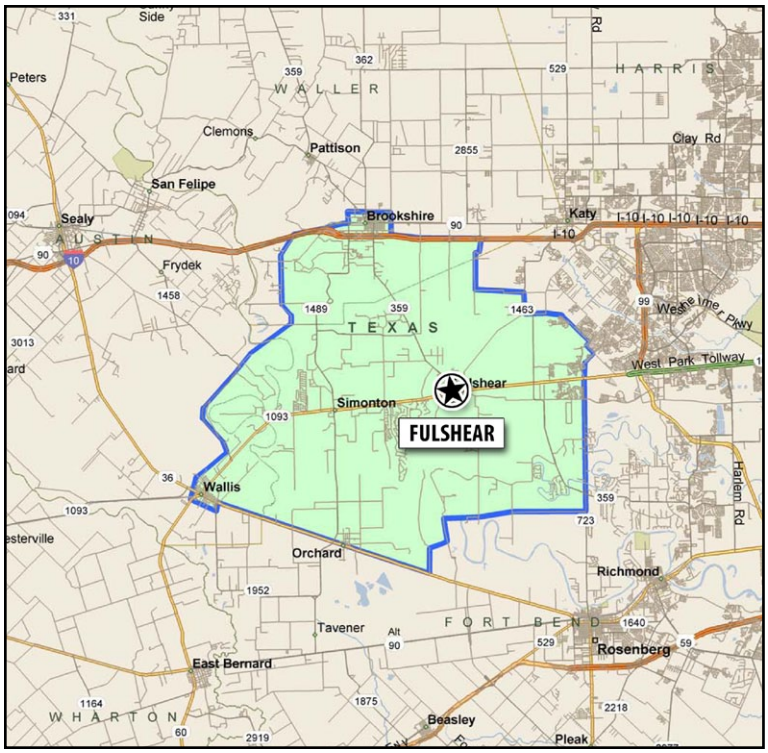
Miscellaneous Retail Stores, NEC

Fulshear, Texas Retail Trade Area



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