

McKinney Retail Profile

McKinney, Texas

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TheRetailCoach®



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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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I. Executive Summary

Executive Summary

OVERVIEW

In May of 2010, The City of McKinney, Texas, funded a Strategic Economic Development Plan to be conducted by TIP Strategies. Included in the plan was a retail strategy component that was conducted by The Retail Coach. The intent of this strategy is to provide a current snapshot of McKinney's distinct retail submarkets or retail districts — including demographic and psychographic profiling — and to determine its current positioning for attracting new retailers and restaurants given existing competition factors in the peer communities of Frisco, Plano, Allen and Fairview.

With the completed retail strategy component, The Retail Coach's goal is not only to aid the City of McKinney in developing a current retail strategy but also to enhance its level of retail expertise to become more self-sufficient in carrying out the City's future retail recruitment strategies.

The strategy includes the following elements:

- Area Market Analysis
- Competition Analysis
- Socioeconomic Profile
- McKinney Demographic District Comparison
- North McKinney Housing Profile Comparison
- Community Meetings
- Submarket Determination

For each submarket, the strategy includes the following elements:

- Retail Trade Area Determination
- Demographic Profiling
- Psychographic Profiling
- Retail Gap Analysis
- Submarket Marketing
- 12 Month Coaching Period

STUDY AREAS

Because of the emergence of new competing retail centers near McKinney, City Officials have taken proactive steps to determine the best areas of opportunity for new retail development as well as the impact these new retail centers will have on the existing retailer/restaurant base within the city.

Originally, the City of McKinney had targeted four corridors for analysis and study:

- Highway 5 Corridor
- Highway 121 Corridor including the Gateway (Highway 75/Spur 99)
- U.S. 380 Corridor
- North Highway 75

However, after conducting the Area Market Analysis, The Retail Coach redefined and expanded the study areas or submarkets to include:

- Highway 121
- Custer Road
- Highway 380
- Highway 75
- El Dorado Parkway (Gateway)
- Highway 5
- University/Lake Forest

Analyzing these specific retail submarkets and their opportunities for retail development has yielded valuable recruitment information summarized on the following pages of this report.

Using the findings and information provided within these reports, the City of McKinney, Texas, can now direct necessary planning initiatives and marketing efforts at specific submarkets and retail districts that represent the best opportunities for growth.

AREA MARKET ANALYSIS & COMPETITION ANALYSIS

In order to determine realistic opportunities for new retail development and successful redevelopment, we must first understand the economic dynamics of both the City of McKinney and its surrounding areas. Retail developments in neighboring communities have a direct impact on retail and future retail development in McKinney.

The Retail Coach performed a “macro-to-micro” area market analysis evaluating the retail base in Plano, Frisco, Fairview and Allen. The Retail Coach also analyzed the McKinney retail market by traveling primary and secondary traffic arteries to gain a better understanding of its current retail offerings, and from this research, we defined retail districts or submarkets.



SOCIOECONOMIC PROFILE

During the Area Market Analysis, The Retail Coach investigated whether the level of retail in McKinney was comparable to that of other communities – specifically the newer developments in Fairview, Allen and Frisco.

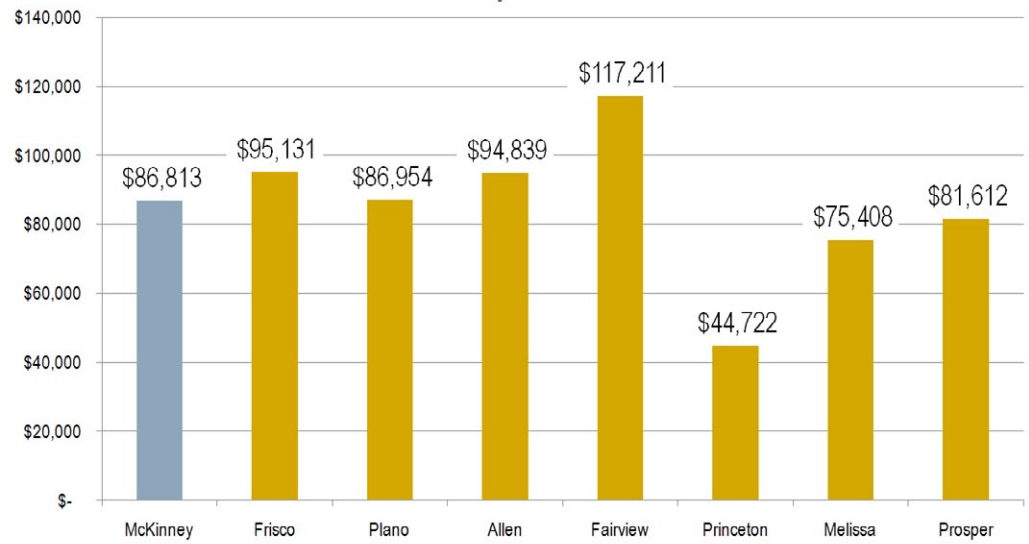
After our initial research, The Retail Coach perceived a slight disparity, and as a result, we chose to more closely analyze the demographics of McKinney to determine how they compared to its peer communities of Frisco, Fairview, Allen, Plano, Princeton, Prosper and Melissa.

The Retail Coach found that McKinney compared favorably to its peers in most of the socioeconomic categories analyzed. The two categories where McKinney was slightly deficient to Fairview, Allen and Frisco were median household income and per capita income.

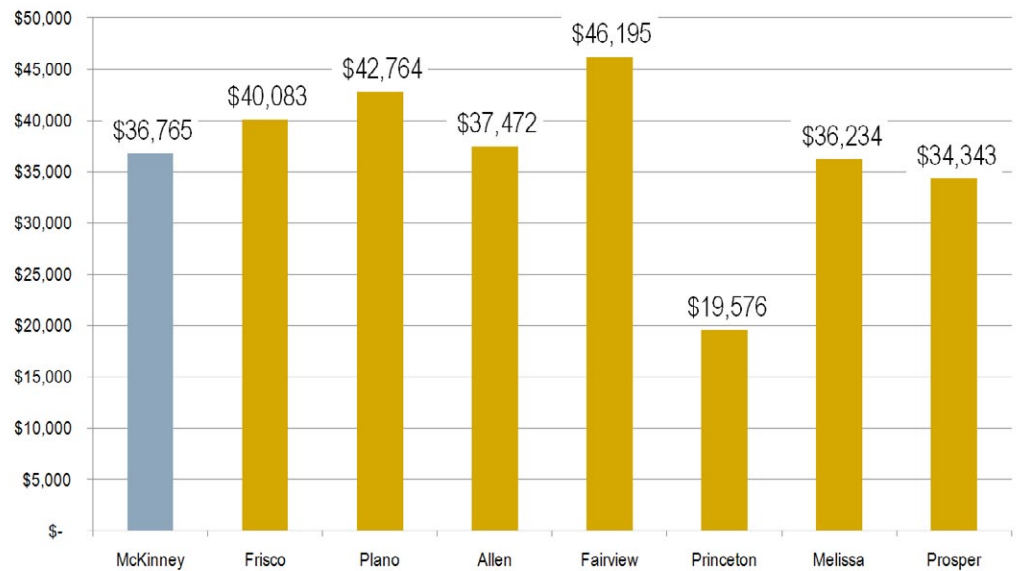
Peer Community Population Comparison

Population	McKinney	Frisco	Plano	Allen	Fairview	Princeton	Prosper	Melissa
2015	158,661	137,258	325,345	104,900	11,108	4,993	7,398	3,746
2010	130,459	114,030	280,422	85,603	9,072	4,129	5,970	3,056
2000	54,369	33,714	222,030	43,554	2,644	3,477	2,097	1,350
1990	21,807	6,767	128,507	19,208	1,728	2,562	1,259	868
Growth (%)	McKinney	Frisco	Plano	Allen	Fairview	Princeton	Prosper	Melissa
2010-2015	21.62	20.37	16.02	22.54	22.44	20.93	23.92	22.98
2000-2010	139.95	238.23	26.30	96.54	243.12	18.75	184.69	126.37
1990-2000	149.32	398.21	72.78	126.75	53.01	35.71	66.56	55.53

Peer Community 2010 Median Household Income Comparison

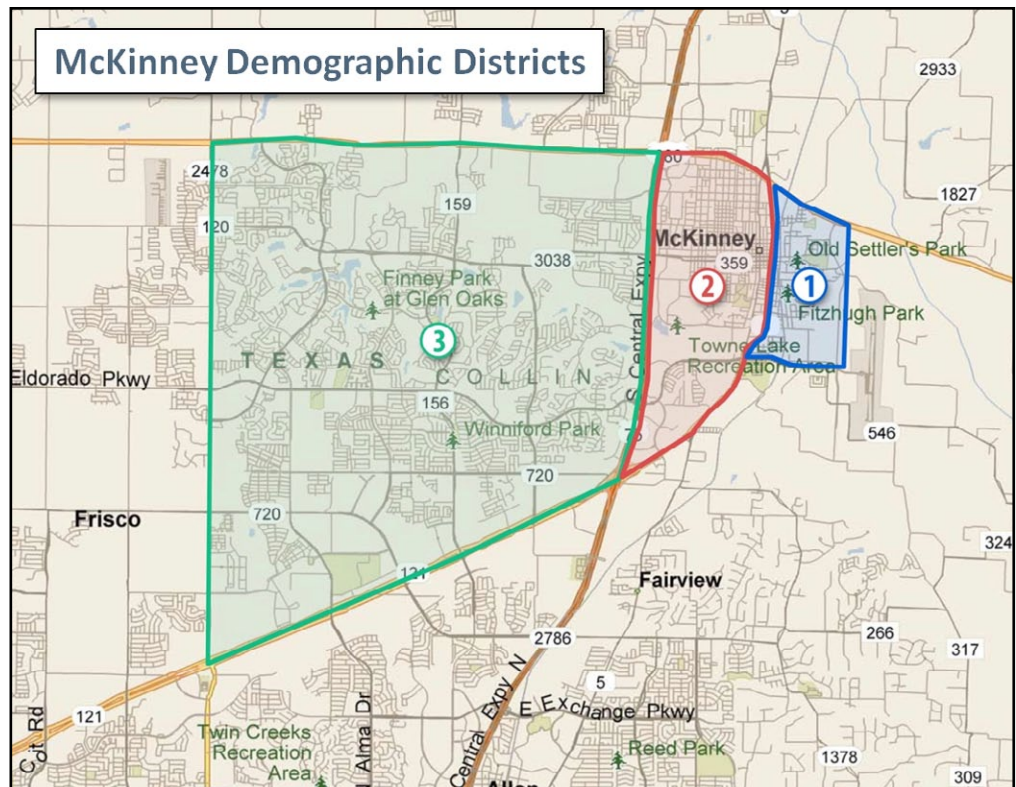


Peer Community 2010 Per Capita Income Comparison



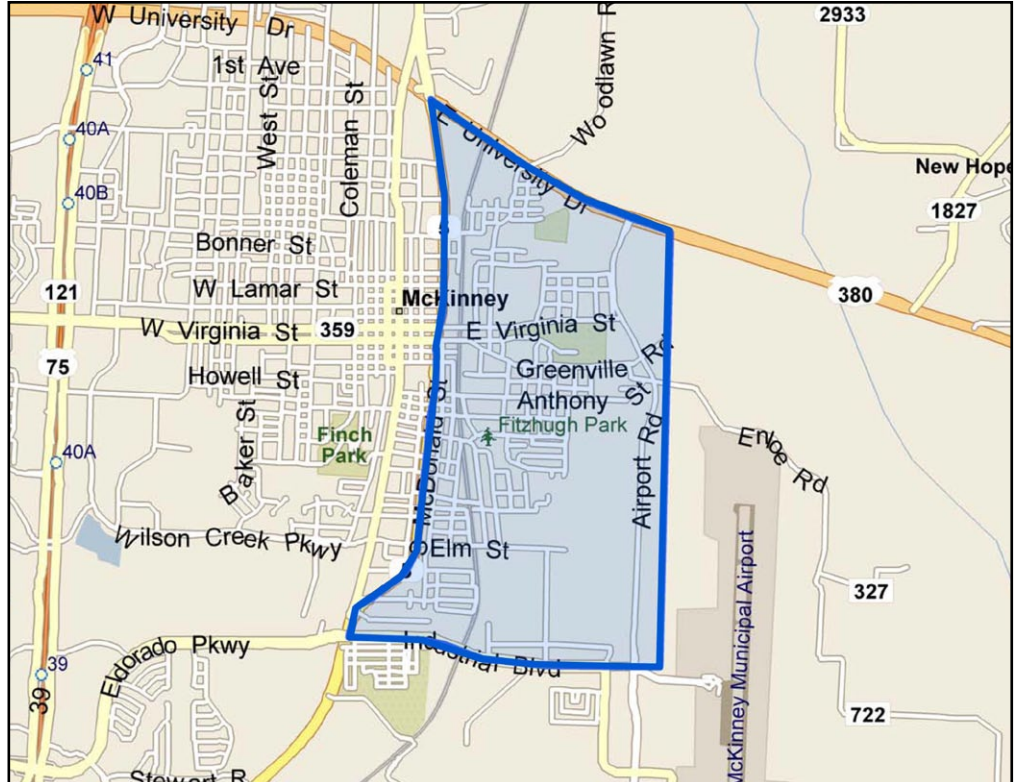
MCKINNEY DEMOGRAPHIC DISTRICT COMPARISON

To more efficiently analyze McKinney's community demographic profile, The Retail Coach partitioned McKinney into three distinct demographic districts (see map below). Road systems, housing stock, level of retail, types of businesses and overall neighborhood dynamics were considered when determining these three districts.



Once The Retail Coach determined the boundaries of these districts and developed the three districts' corresponding demographic profiles, substantial differences in demographic categories were discovered.

The demographic profile summaries on the following pages demonstrate these findings.

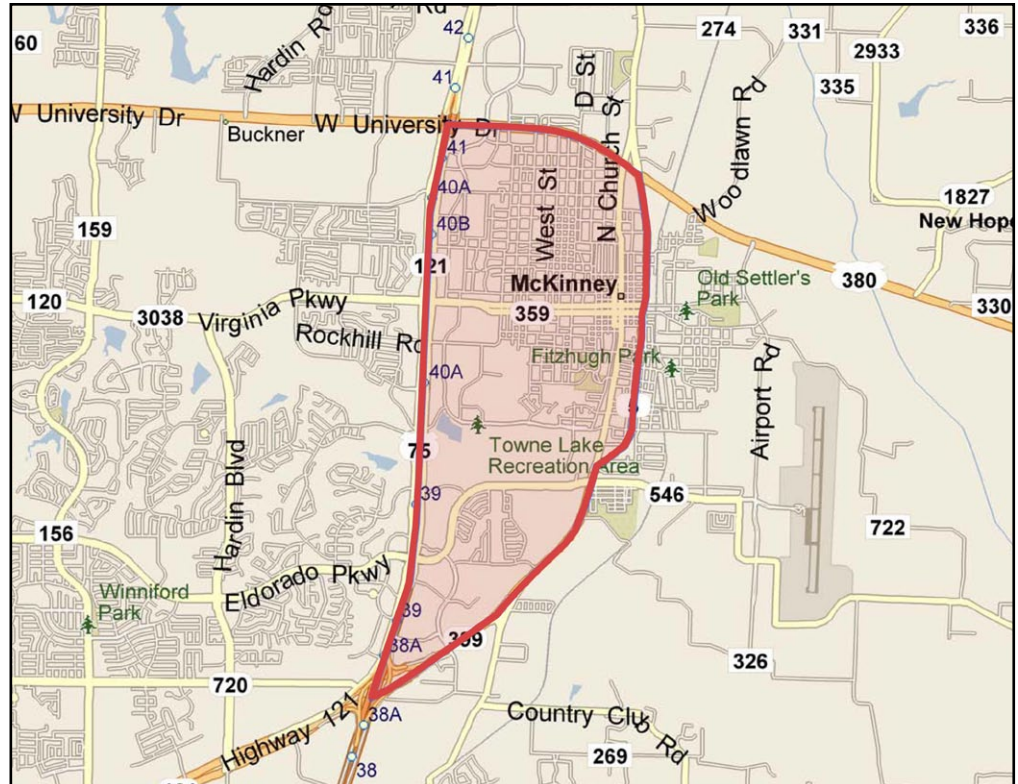


McKinney, Texas Retail District 1 Map

District 1 2010 Demographic Profile

Population	4,512
Ethnicity	
White	30.27%
African American	19.39%
Other	50.34%
Hispanic Origin*	70.21%
Median Age	30.60
Median HH Income	\$32,200
Per Capita Income	\$10,541
Households	1,177
Associates Degree or Above	3.83%
Median Housing Value	\$63,000

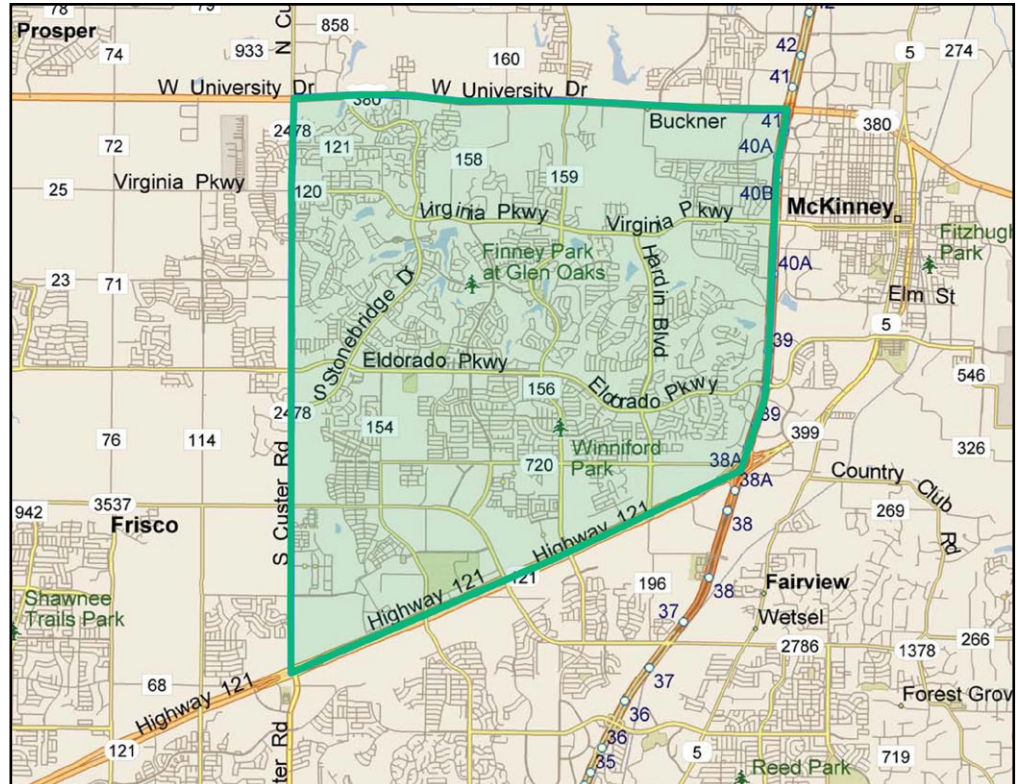
**Hispanic is considered an ethnicity and is not defined as a race by the U.S. Census Bureau. The terms "Spanish," "Hispanic origin," and "Latino" are used interchangeably. (Claritas 2010)*



McKinney, Texas Retail District 2 Map

District 2 2010 Demographic Profile

Population	20,275
Ethnicity	
White	51.49%
African American	7.56%
Other	40.95%
<i>Hispanic Origin</i>	48.09%
Median Age	32.35
Median HH Income	\$45,696
Per Capita Income	\$22,601
Households	7,941
Associates Degree or Above	26.98%
Median Housing Value	\$118,266



McKinney, Texas Retail District 3 Map

District 3 2010 Demographic Profile

Population	92,621
Ethnicity	
White	85.93%
African American	6.20%
Other	7.87%
<i>Hispanic Origin</i>	6.95%
Median Age	31.83
Median HH Income	\$104,856
Per Capita Income	\$43,286
Households	30,302
Associates Degree or Above	65.77%
Median Housing Value	\$220,106

Demographic District Profile Summary

	District 1	District 2	District 3
Population	4,512	20,275	92,621
Ethnicity			
White	30.27%	51.49%	85.93%
African American	19.39%	7.56%	6.20%
Other	50.34%	40.95%	7.87%
<i>Hispanic Origin</i>	<i>70.21%</i>	<i>48.09%</i>	<i>6.95%</i>
Median Age	30.60	32.35	31.83
Median HH Income	\$32,200	\$45,696	\$104,856
Per Capita Income	\$10,541	\$22,601	\$43,286
Households	1,177	7,941	30,302
Associates Degree or Above	3.83%	26.98%	65.77%
Median Housing Value	\$63,000	\$118,266	\$220,106

NORTH MCKINNEY HOUSING PROFILE COMPARISON

The desire for tier-one or “high-end” retail in McKinney was a catalyst in leading The Retail Coach to focus on the necessary demographic profile and housing stock necessary to support this type of development. Because the area north of University Boulevard is a focus area for the City of McKinney, we used the intersection of University Boulevard and Lake Forest Drive.

The Retail Coach researched demographics – using 1, 3 and 5 mile radials – around successful “high-end” retail developments in Dallas, Plano and Allen to determine baseline population, income and housing value numbers. We then used the same radials for the intersection of University Boulevard and Lake Forest Drive for direct comparison.

The following developments and radial markets were studied:

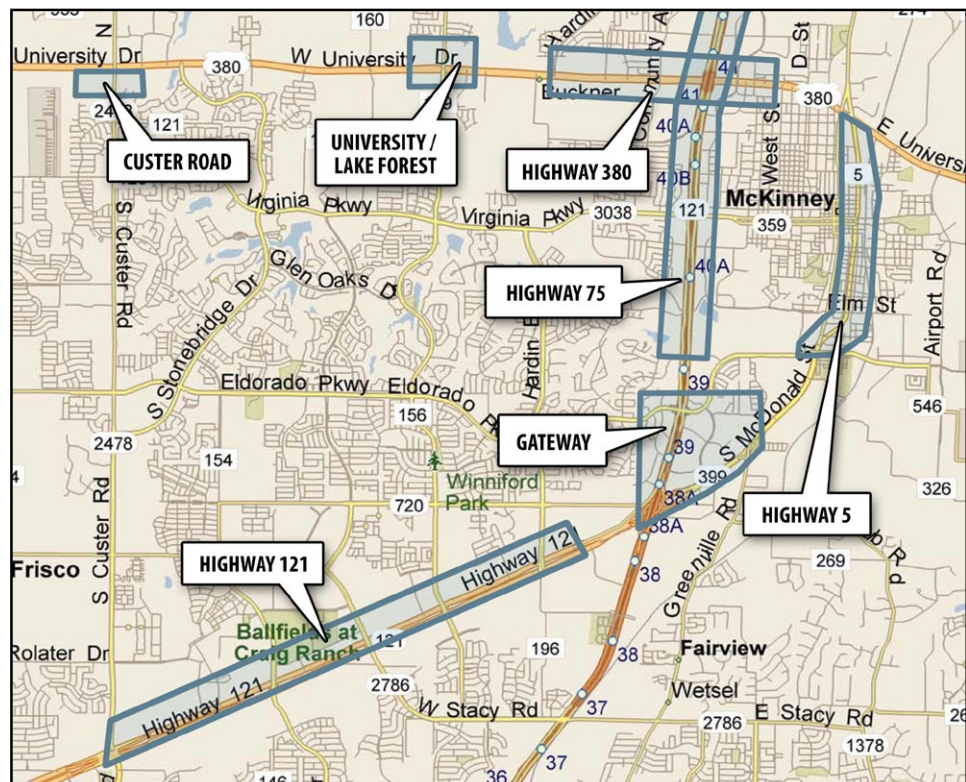
- Watters Creek, Allen
- North Park Center, Dallas
- Preston Center, Dallas
- Shops at Willow Bend, Plano
- The Shops at Legacy, Plano

Considering a three-mile radial for comparison, for example, The Retail Coach concluded that populations range from 83,038 (Shops at Willow Bend, Plano) to 166,237 (North Park Center, Dallas) and median housing values range from a low of \$182,148 (Watters Creek, Allen) to a high of \$453,735 (Preston Center, Dallas). For more information, see the full comparison chart in Section II on page 35.

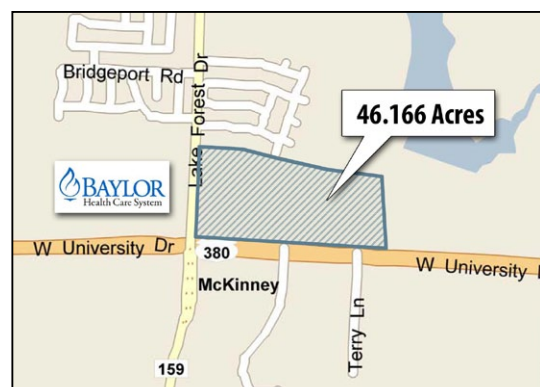
SUBMARKET DETERMINATION

Based on the findings from the Area Market Analysis and the Competition Analysis, The Retail Coach determined and delineated seven retail submarkets (or retail districts) in the City of McKinney.

- Highway 121
- Custer Road
- Highway 380
- Highway 75
- El Dorado Parkway (Gateway)
- Highway 5
- University/Lake Forest



The intersection of University Boulevard and Lake Forest Drive is an emerging submarket market and will become a major commercial district once Baylor Healthcare System opens and the 46 acres on the northeast quadrant develops. (See map to the right)



SUBMARKET RETAIL TRADE AREA DETERMINATION

For each submarket, The Retail Coach defined its retail district or area of retail concentration. The Retail Coach then interviewed retailers and restaurants in each submarket to determine where their customers were travelling from.

Based on this “retailer-defined” approach to trade area determination and information gathered from both the area market analysis and competition analysis, The Retail Coach then determined and delineated the unique retail trade area for each submarket.

There are three primary ways to determine a retail trade area; concentric circles or radials, drivetimes or retailer-defined trade areas.

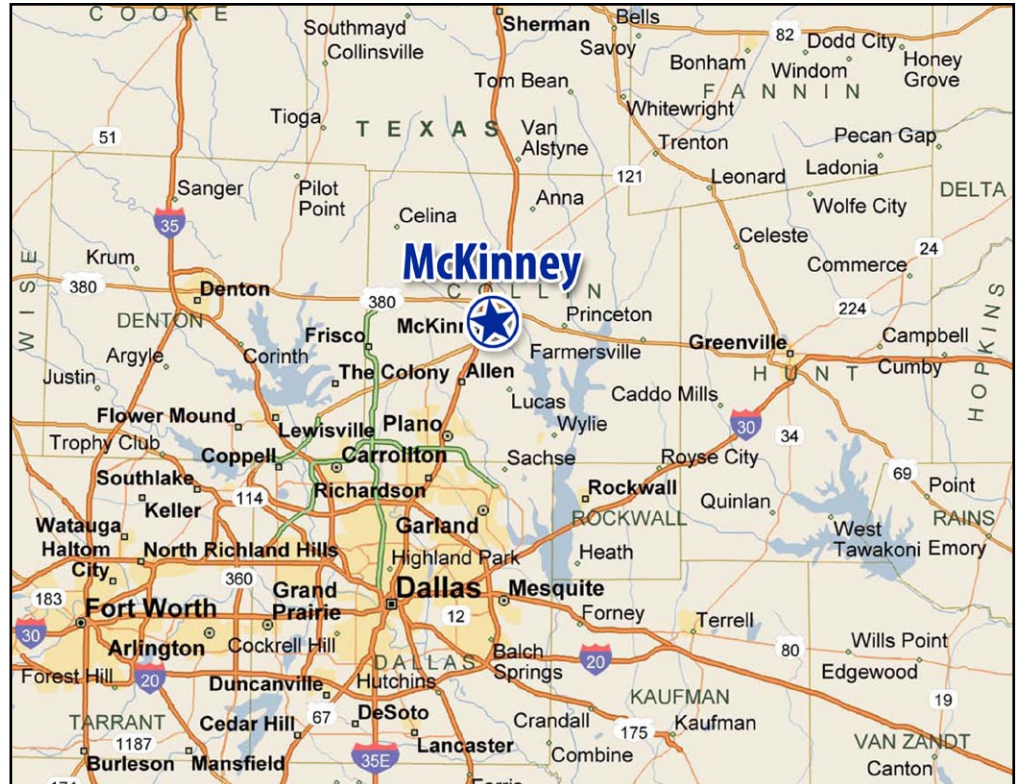
Traditionally, retail trade areas were determined by drawing concentric circles around a community or retail location. However, the limitation of concentric circles for retail trade area analysis is that they do not account for physical geography, such as lakes, rivers, mountains, oceans and freeways, or human behavior. Such factors influence how and why a consumer shops.

Retail trade areas are often determined by the amount of time it takes to drive to a community or retail location. A drivetime trade area defines the surrounding geography of a community or location whose residents can reach that “site” within a certain amount of time. A drivetime trade area will always be irregularly shaped because of the layout of road systems, differences in speed limits on roads/freeways and geographic barriers.

The Retail Coach uses a retailer-defined methodology that involves a significant amount of time with a community’s retailers to determine where their customers live.

DEMOGRAPHIC PROFILING

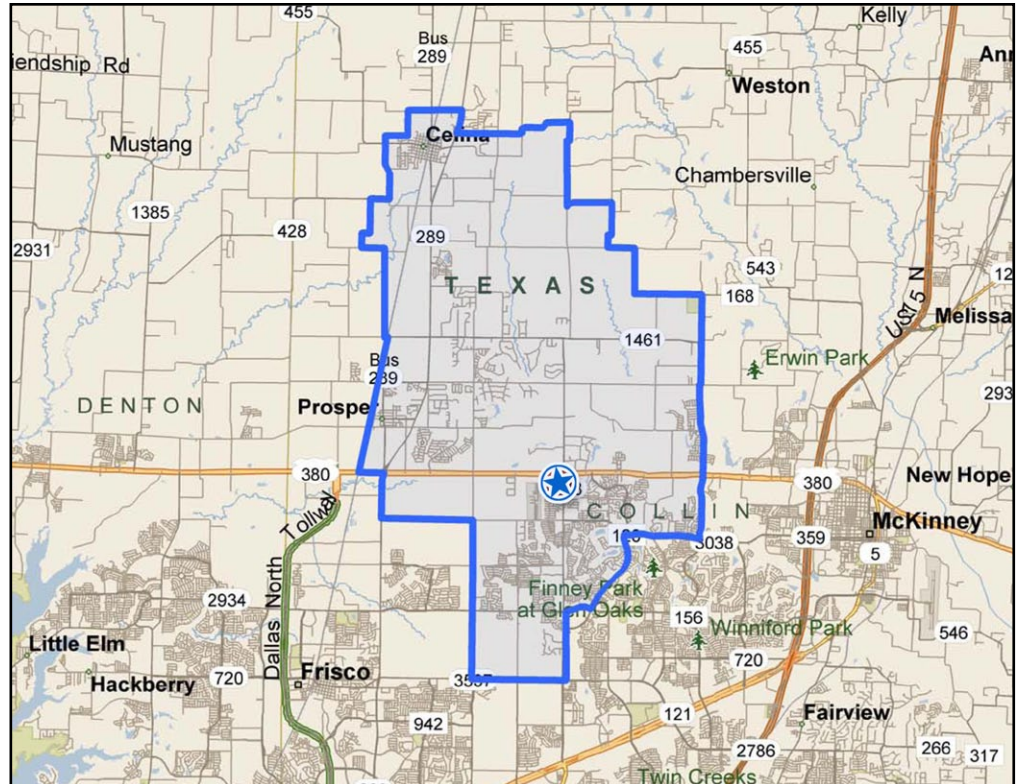
Below and on the following pages are summary demographic snapshot profiles of the individuals residing within the City of McKinney, and the Retail Trade Area of each identified submarket.



McKinney, Texas Location Map

McKinney 2010 Demographic Profile

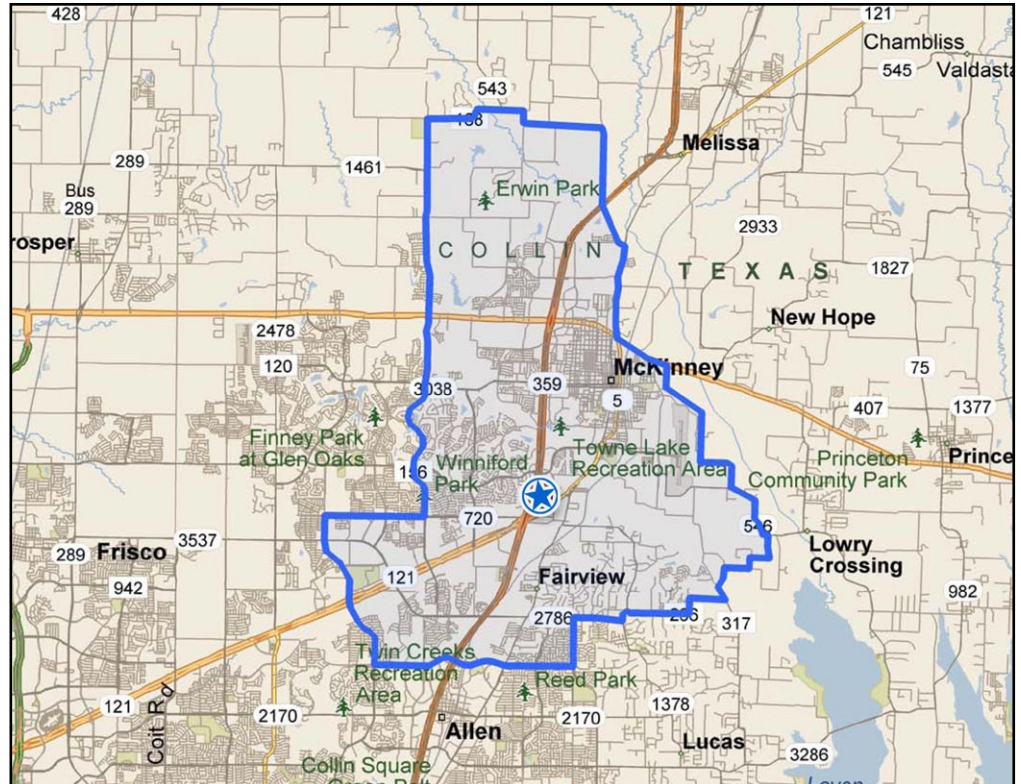
Population	130,459
Projected Population Growth (2010-2015)	21.62%
Race Classification (%)	
White	75.93
Black or African American	8.25
Other	15.82
Hispanic Origin	18.08
Households	43,402
Projected Households Growth (2010-2015)	20.92%
Average Household Income	\$109,865
Per Capita Income	\$36,765
Median Age	31.83
Associate Degree or Higher	53.40



Custer Road Retail Trade Area Map

Custer Road Retail Trade Area 2010 Demographic Profile

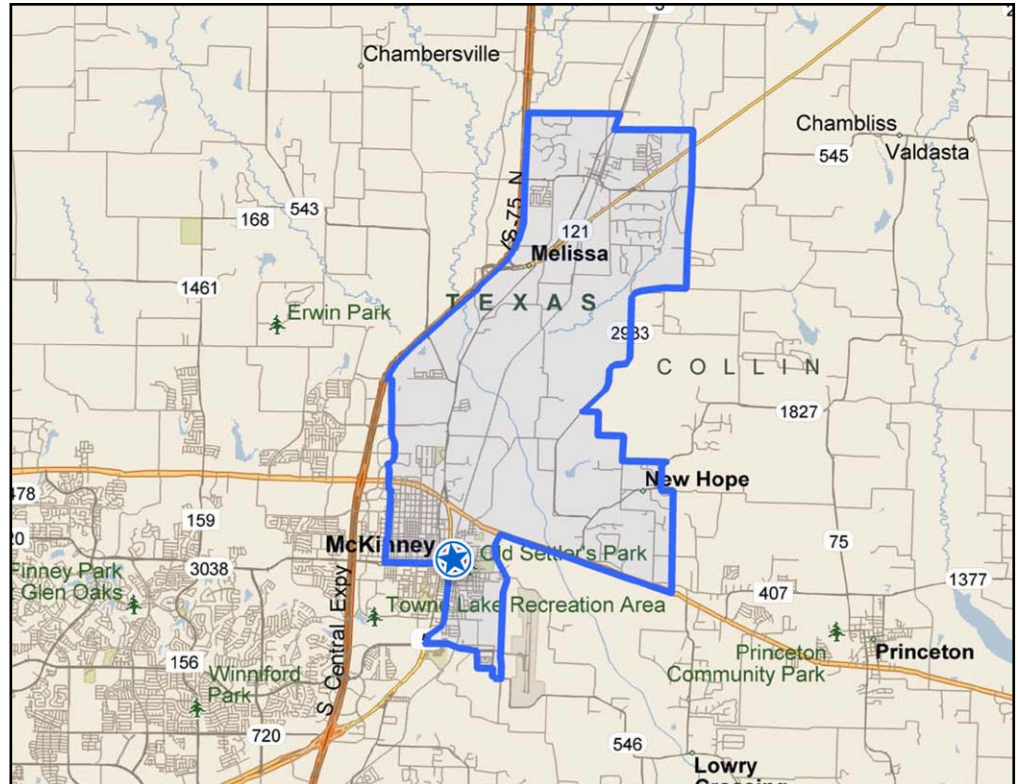
Population	49,124
Projected Population Growth (2010-2015)	22.39%
Race Classification (%)	
White	90.01
Black or African American	3.64
Other	6.35
Hispanic Origin	9.92
Households	15,827
Projected Households Growth (2010-2015)	20.30%
Average Household Income	\$137,062
Per Capita Income	\$44,212
Median Age	35.14
Associate Degree or Higher	55.07



Gateway Retail Trade Area Map

Gateway Retail Trade Area 2010 Demographic Profile

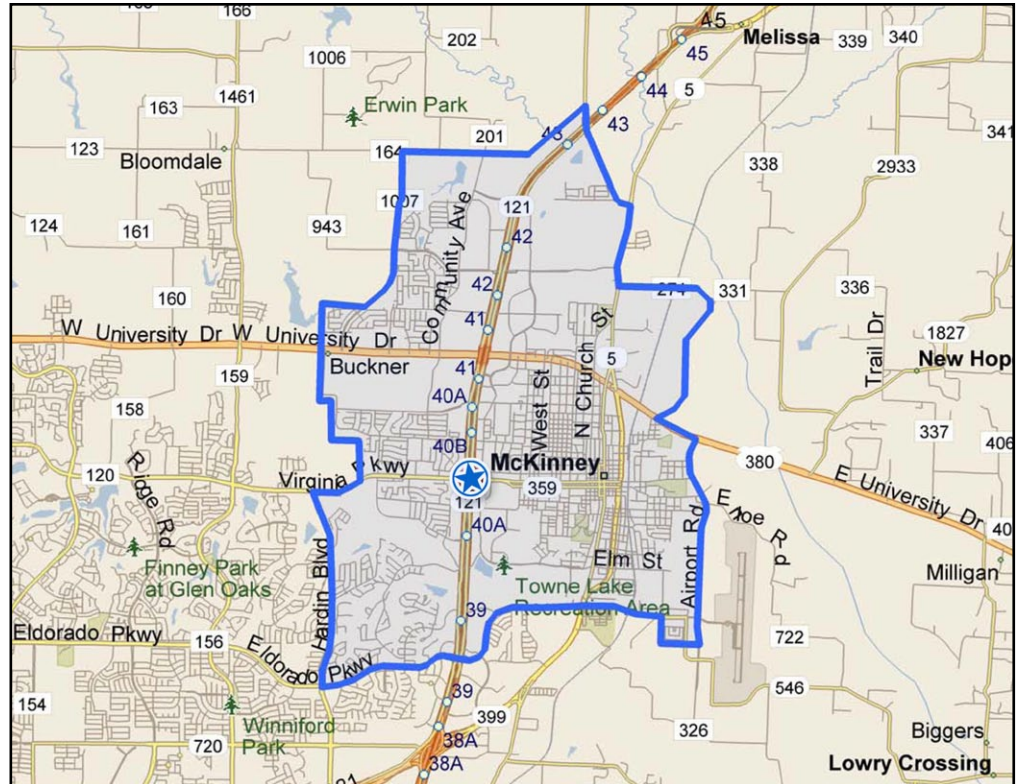
Population	89,904
Projected Population Growth (2010-2015)	21.59%
Race Classification (%)	
White	69.89
Black or African American	9.28
Other	20.84
Hispanic Origin	24.42
Households	30,479
Projected Households Growth (2010-2015)	21.16%
Average Household Income	\$95,675
Per Capita Income	\$32,711
Median Age	32.40
Associate Degree or Higher	46.48



Highway 5 Retail Trade Area Map

Highway 5 Retail Trade Area 2010 Demographic Profile

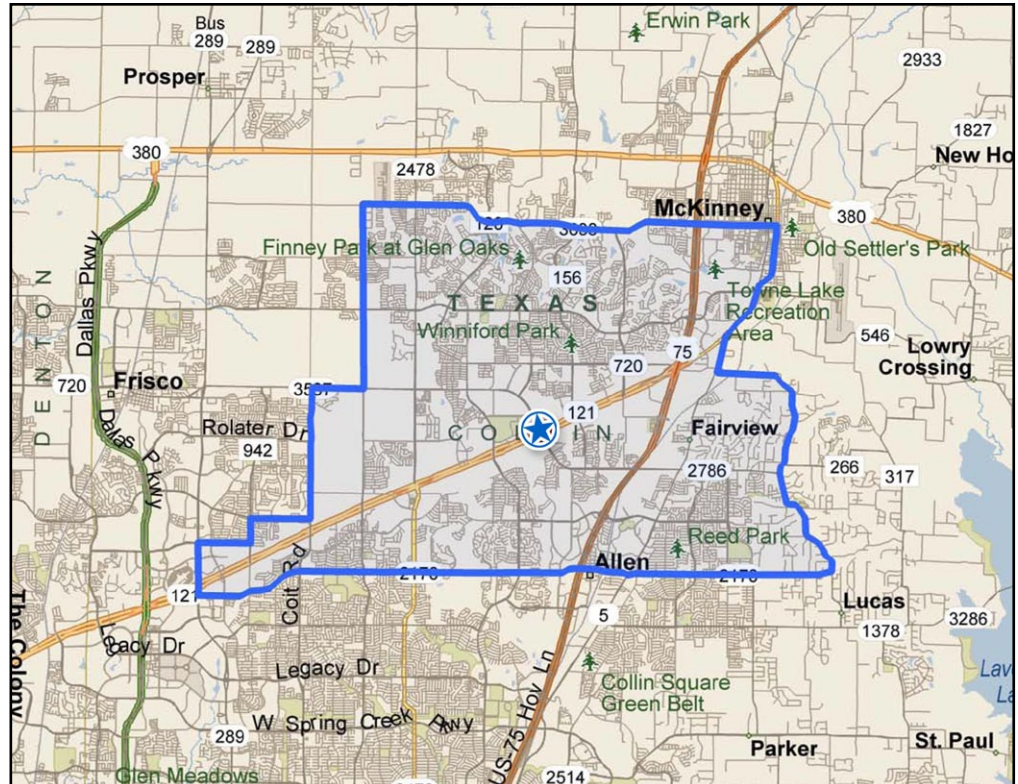
Population	18,528
Projected Population Growth (2010-2015)	18.01%
Race Classification (%)	
White	54.87
Black or African American	11.03
Other	34.10
Hispanic Origin	45.13
Households	5,910
Projected Households Growth (2010-2015)	18.14%
Average Household Income	\$66,694
Per Capita Income	\$21,643
Median Age	32.41
Associate Degree or Higher	19.50



Highway 75 Retail Trade Area Map

Highway 75 Retail Trade Area 2010 Demographic Profile

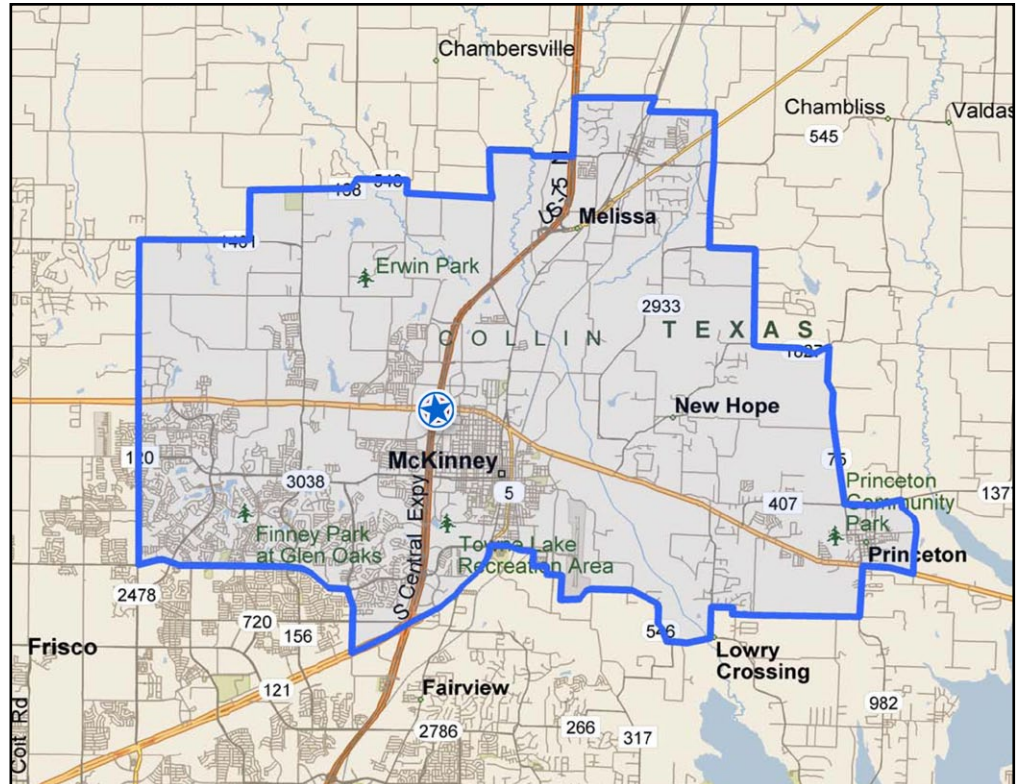
Population	46,066
Projected Population Growth (2010-2015)	20.41%
Race Classification (%)	
White	60.72
Black or African American	11.01
Other	28.27
Hispanic Origin	36.96
Households	15,977
Projected Households Growth (2010-2015)	20.72%
Average Household Income	\$72,934
Per Capita Income	\$25,744
Median Age	32.17
Associate Degree or Higher	35.38



Highway 121 Retail Trade Area Map

Highway 121 Retail Trade Area 2010 Demographic Profile

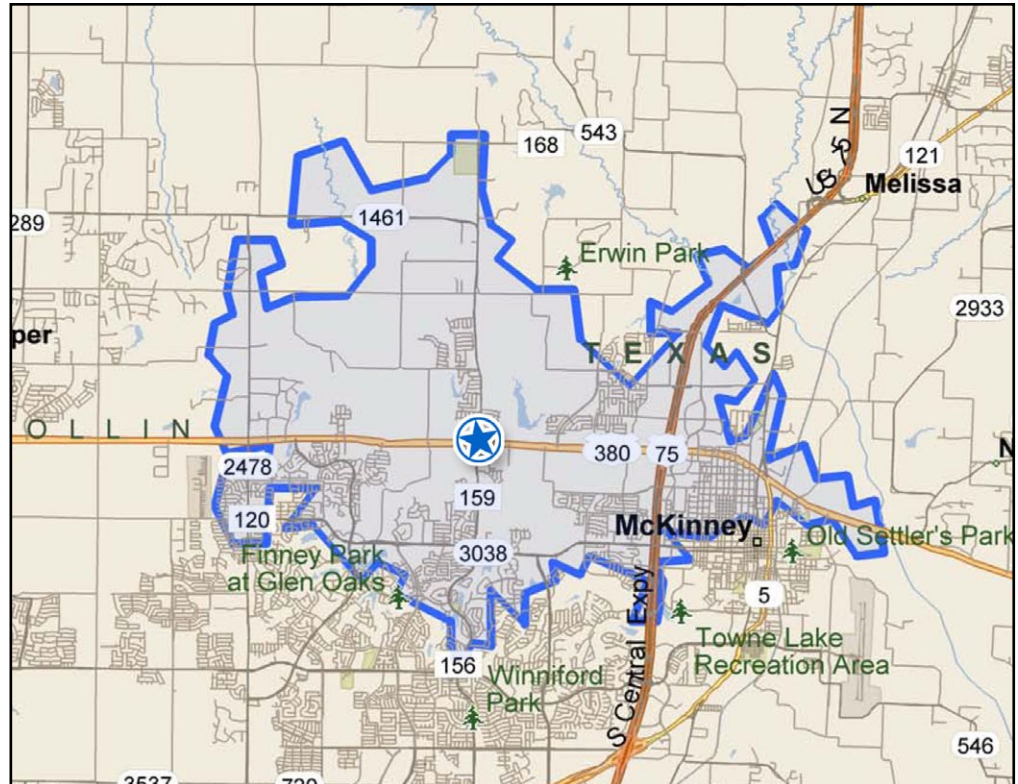
Population	174,825
Projected Population Growth (2010-2015)	21.98%
Race Classification (%)	
White	80.84
Black or African American	6.56
Other	12.60
Hispanic Origin	10.34
Households	59,225
Projected Households Growth (2010-2015)	21.23%
Average Household Income	\$123,573
Per Capita Income	\$41,894
Median Age	32.27
Associate Degree or Higher	61.71



Highway 380 Retail Trade Area Map

Highway 380 Retail Trade Area 2010 Demographic Profile

Population	111,439
Projected Population Growth (2010-2015)	21.81%
Race Classification (%)	
White	75.97
Black or African American	7.44
Other	16.60
Hispanic Origin	20.49
Households	37,725
Projected Households Growth (2010-2015)	21.03%
Average Household Income	\$105,637
Per Capita Income	\$36,025
Median Age	33.30
Associate Degree or Higher	46.58



Lake Forest Retail Trade Area Map

Lake Forest Retail Trade Area 2010 Demographic Profile

Population	37,559
Projected Population Growth (2010-2015)	20.98%
Race Classification (%)	
White	76.34
Black or African American	8.55
Other	15.11
Hispanic Origin	19.02
Households	12,907
Projected Households Growth (2010-2015)	20.30%
Average Household Income	\$105,567
Per Capita Income	\$36,650
Median Age	33.64
Associate Degree or Higher	49.09

RETAIL GAP (OPPORTUNITY) ANALYSIS

Submarket Retail Gap Analysis

A retail gap analysis identifies the relative health of a retail submarket by analyzing 52 distinct retail sectors (by SIC Code). These reported gap figures are used to identify retail sectors within each submarket that are being underserved and provide the community areas of focus for targeted retailer recruitment efforts.

These values are not intended to portray an accurate or guaranteed estimate of exact sales dollars that may actually be attained but to highlight major opportunities for retail sector recruitment.

The Retail Coach developed a retail gap analysis for each of the seven retail submarkets.

Top retail sectors within the **Custer Road Retail Trade Area** exhibiting opportunities:

SIC	Retail Sector	Potential Sales	Est. Actual Sales	Surplus/Leakage	% Surplus
551	New and Used Car Dealers	\$159,001,000	\$0	(\$159,001,000)	-100%
5812	Eating Places	\$135,868,600	\$0	(\$135,868,600)	-100%
541	Grocery Stores	\$134,286,100	\$0	(\$134,286,100)	-100%
53	General Merchandise Stores	\$107,946,200	\$0	(\$107,946,200)	-100%
573	Radio, TV, and Computer Stores	\$66,968,440	\$0	(\$66,968,440)	-100%
5999	Miscellaneous Retail Stores, NEC	\$41,956,480	\$0	(\$41,956,480)	-100%
553	Auto and Home Supply Stores	\$35,265,250	\$0	(\$35,265,250)	-100%
554	Gasoline Service Stations	\$35,175,170	\$1,100,000	(\$34,075,170)	-97%
571	Home Furniture and Furnishing	\$32,149,660	\$0	(\$32,149,660)	-100%
521	Lumber and Other Building Materials	\$31,024,020	\$0	(\$31,024,020)	-100%

Top retail sectors within the **Gateway Retail Trade Area** exhibiting opportunities:

SIC	Retail Sector	Potential Sales	Est. Actual Sales	Surplus/Leakage	% Surplus
551	New and Used Car Dealers	\$215,297,500	\$1,200,000	(\$214,097,500)	-99%
541	Grocery Stores	\$181,831,900	\$11,000,000	(\$170,831,900)	-94%
5812	Eating Places	\$183,974,700	\$27,100,000	(\$156,874,700)	-85%
53	General Merchandise Stores	\$146,166,000	\$23,100,000	(\$123,066,000)	-84%
573	Radio, TV, and Computer Stores	\$90,679,500	\$0	(\$90,679,500)	-100%
5999	Miscellaneous Retail Stores, NEC	\$56,811,730	\$0	(\$56,811,730)	-100%
554	Gasoline Service Stations	\$47,629,400	\$0	(\$47,629,400)	-100%
553	Auto and Home Supply Stores	\$47,751,380	\$3,200,000	(\$44,551,380)	-93%
552	Used Car Dealers	\$41,688,560	\$0	(\$41,688,560)	-100%
521	Lumber and Other Building Materials	\$42,008,490	\$2,400,000	(\$39,608,490)	-94%

Top retail sectors within the **Highway 5 Retail Trade Area** exhibiting opportunities:

SIC	Retail Sector	Potential Sales	Est. Actual Sales	Surplus/Leakage	% Surplus
5812	Eating Places	\$25,085,990	\$1,700,000	(\$23,385,990)	-93%
541	Grocery Stores	\$24,793,810	\$4,900,000	(\$19,893,810)	-80%
53	General Merchandise Stores	\$19,930,560	\$1,500,000	(\$18,430,560)	-92%
551	New and Used Car Dealers	\$29,357,030	\$16,200,000	(\$13,157,030)	-45%
573	Radio, TV, and Computer Stores	\$12,364,660	\$3,600,000	(\$8,764,664)	-71%
5999	Miscellaneous Retail Stores, NEC	\$7,746,601	\$900,000	(\$6,846,601)	-88%
571	Home Furniture and Furnishing	\$5,935,926	\$100,000	(\$5,835,926)	-98%
521	Lumber and Other Building Materials	\$5,728,095	\$0	(\$5,728,095)	-100%
554	Gasoline Service Stations	\$6,494,539	\$1,200,000	(\$5,294,539)	-82%
591	Drug Stores and Proprietary	\$5,051,543	\$0	(\$5,051,543)	-100%

Top retail sectors within the **Highway 75 Retail Trade Area** exhibiting opportunities:

SIC	Retail Sector	Potential Sales	Est. Actual Sales	Surplus/Leakage	% Surplus
541	Grocery Stores	\$73,325,290	\$16,000,000	(\$57,325,290)	-78%
53	General Merchandise Stores	\$58,942,700	\$3,400,000	(\$55,542,700)	-94%
5812	Eating Places	\$74,189,370	\$23,200,000	(\$50,989,370)	-69%
573	Radio, TV, and Computer Stores	\$36,567,300	\$5,500,000	(\$31,067,300)	-85%
5999	Miscellaneous Retail Stores, NEC	\$22,909,820	\$600,000	(\$22,309,820)	-97%
553	Auto and Home Supply Stores	\$19,256,160	\$0	(\$19,256,160)	-100%
571	Home Furniture and Furnishing	\$17,554,930	\$0	(\$17,554,930)	-100%
552	Used Car Dealers	\$16,811,270	\$0	(\$16,811,270)	-100%
521	Lumber and Other Building Materials	\$16,940,290	\$500,000	(\$16,440,290)	-97%
554	Gasoline Service Stations	\$19,206,970	\$3,600,000	(\$15,606,970)	-81%

Top retail sectors within the **Highway 121 Retail Trade Area** exhibiting opportunities:

SIC	Retail Sector	Potential Sales	Est. Actual Sales	Surplus/Leakage	% Surplus
551	New and Used Car Dealers	\$536,193,400	\$20,200,000	(\$515,993,400)	-96%
541	Grocery Stores	\$452,848,200	\$2,800,000	(\$450,048,200)	-99%
5812	Eating Places	\$458,184,600	\$23,200,000	(\$434,984,600)	-95%
53	General Merchandise Stores	\$364,023,000	\$28,000,000	(\$336,023,000)	-92%
573	Radio, TV, and Computer Stores	\$225,835,200	\$19,600,000	(\$206,235,200)	-91%
5999	Miscellaneous Retail Stores, NEC	\$141,488,300	\$7,000,000	(\$134,488,300)	-95%
553	Auto and Home Supply Stores	\$118,923,700	\$0	(\$118,923,700)	-100%
554	Gasoline Service Stations	\$118,619,900	\$0	(\$118,619,900)	-100%
571	Home Furniture and Furnishing	\$108,417,100	\$200,000	(\$108,217,100)	-100%
552	Used Car Dealers	\$103,824,400	\$0	(\$103,824,400)	-100%

Top retail sectors within the **Highway 380 Retail Trade Area** exhibiting opportunities:

SIC	Retail Sector	Potential Sales	Est. Actual Sales	Surplus/Leakage	% Surplus
551	New and Used Car Dealers	\$293,905,200	\$18,200,000	(\$275,705,200)	-94%
541	Grocery Stores	\$248,221,000	\$16,400,000	(\$231,821,000)	-93%
5812	Eating Places	\$251,146,000	\$51,800,000	(\$199,346,000)	-79%
53	General Merchandise Stores	\$199,533,000	\$67,900,000	(\$131,633,000)	-66%
573	Radio, TV, and Computer Stores	\$123,787,700	\$35,100,000	(\$88,687,700)	-72%
5999	Miscellaneous Retail Stores, NEC	\$77,554,380	\$9,400,000	(\$68,154,380)	-88%
554	Gasoline Service Stations	\$65,019,480	\$2,700,000	(\$62,319,480)	-96%
553	Auto and Home Supply Stores	\$65,185,990	\$6,600,000	(\$58,585,990)	-90%
552	Used Car Dealers	\$56,909,560	\$0	(\$56,909,560)	-100%
571	Home Furniture and Furnishing	\$59,426,980	\$2,800,000	(\$56,626,980)	-95%

Top retail sectors within the **Lake Forest Retail Trade Area** exhibiting opportunities:

SIC	Retail Sector	Potential Sales	Est. Actual Sales	Surplus/Leakage	% Surplus
551	New and Used Car Dealers	\$100,775,300	\$0	(\$100,775,300)	-100%
541	Grocery Stores	\$85,110,910	\$0	(\$85,110,910)	-100%
5812	Eating Places	\$86,113,880	\$2,100,000	(\$84,013,880)	-98%
53	General Merchandise Stores	\$68,416,600	\$0	(\$68,416,600)	-100%
573	Radio, TV, and Computer Stores	\$42,444,780	\$0	(\$42,444,780)	-100%
5999	Miscellaneous Retail Stores, NEC	\$26,592,130	\$0	(\$26,592,130)	-100%
553	Auto and Home Supply Stores	\$22,351,210	\$500,000	(\$21,851,210)	-98%
571	Home Furniture and Furnishing	\$20,376,540	\$0	(\$20,376,540)	-100%
521	Lumber and Other Building Materials	\$19,663,110	\$0	(\$19,663,110)	-100%
554	Gasoline Service Stations	\$22,294,120	\$2,700,000	(\$19,594,120)	-88%

McKinney Retail Gap Analysis

The Retail Coach developed a retail gap (opportunity) analysis for the City of McKinney in order to determine to what level McKinney consumers are shopping at home or traveling outside of the community for a portion of their retail purchases. This analysis determined that McKinney residents are travelling outside of McKinney for approximately \$750,000,000 of retail purchases.

Top retail sectors within the **City of McKinney, Texas** exhibiting opportunities:

SIC	Retail Sector	Potential Sales	Est. Actual Sales	Surplus/Leakage	% Surplus
541	Grocery Stores	\$296,555,400	\$121,200,000	(\$175,355,400)	-59%
5812	Eating Places	\$300,050,100	\$205,900,000	(\$94,150,100)	-31%
53	General Merchandise Stores	\$238,386,800	\$158,400,000	(\$79,986,750)	-34%
552	Used Car Dealers	\$67,991,190	\$10,800,000	(\$57,191,190)	-84%
571	Home Furniture and Furnishing	\$70,998,810	\$17,300,000	(\$53,698,810)	-76%
573	Radio, TV, and Computer Stores	\$147,892,100	\$94,500,000	(\$53,392,080)	-36%
5999	Miscellaneous Retail Stores, NEC	\$92,656,060	\$40,000,000	(\$52,656,050)	-57%
553	Auto and Home Supply Stores	\$77,879,240	\$37,800,000	(\$40,079,240)	-51%
591	Drug Stores and Proprietary	\$60,420,820	\$34,900,000	(\$25,520,820)	-42%
596	Non-store Retailers	\$26,748,100	\$7,400,000	(\$19,348,100)	-72%

PSYCHOGRAPHIC PROFILING

The following are the dominant psychographic lifestyle segments of individuals living within the City of McKinney. These segments describe the lifestyle behaviors, buying habits and categorical social placement of residents within the submarket.

Understanding these traits enable communities to better target retailers that will most likely enjoy success within these areas. More detail on the lifestyle segments can be found in the Psychographic Profile in Section V of this report.

These segments make up 52.37% of the population in the Primary Retail Trade Area:

The Importance of Psychographic Profiles

Psychographics is the analysis of behavioral patterns of residents within a specific area, such as a Retail Trade Area. The Psychographic Profile is broken down into 66 Lifestyle Segments. Each segment will have an associated percentage that represents the number of households within the study area that identify with that segment. These segments represent various demographic traits, spending patterns, lifestyle characteristics and consumer activity choices.

The larger percentages for a segment indicate study area residents' propensity to represent the segment's behavioral patterns. A community's Top Lifestyle Segments are those segments representing approximately 50% of a study area's households. Recognizing and understanding these primary behavioral patterns better enables communities to identify and target retailers and restaurants that are most compatible with these Top Lifestyle Segments.

City of McKinney Top Psychographic Lifestyle Segments

06 Winner's Circle - 18.79%

Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35 to 54 year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show.

18 Kids and Cul-de-Sacs - 9.91%

Upper-middle class, suburban, married couples with children--that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence, and children translates into large outlays for child-centered products and services.

13 Upward Bound - 9.51%

More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upscale families boast dual incomes, college degrees, and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles, and camping equipment.

63 Family Thrifts - 7.44%

The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Suzukis and Kias.

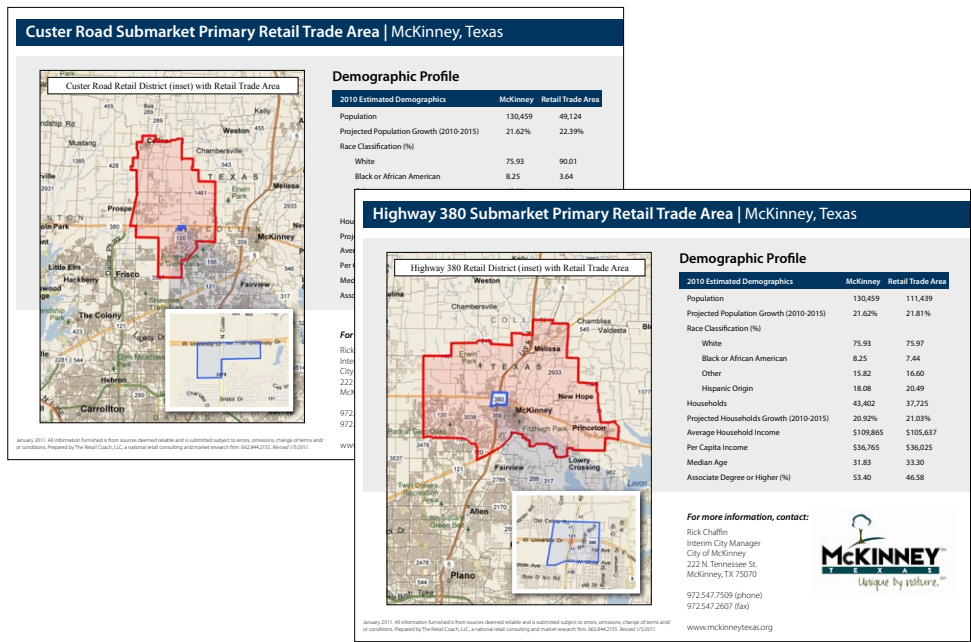
08 Executive Suites - 6.72%

Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian-Americans and college graduates--both groups are represented at more than twice the national average--this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants, and entertainment.

The submarket Psychographic profiles are more comprehensive and are therefore provided in each separate submarket report.

SUBMARKET MARKETING

Because each submarket is different – with their unique demographic and psychographic profiles and retail opportunities, The Retail Coach created marketing pieces for each submarket. It is a concise marketing piece that highlights information relevant to retail recruitment.



OBSERVATIONS

- There is a discretionary income disparity between residents east of Highway 75 and residents west of Highway 75.
- Residents of Allen/Fairview/Plano/Frisco rarely shop in McKinney. The Downtown District is a shopping destination on an infrequent basis.
- The Downtown District, Stonebridge and Adriatica are McKinney's identity.
- The Northern "Outer" Loop alignment has not been determined and there is no timeline to do so.
- McKinney is leaking substantial retail dollars to Allen/Fairview/Frisco/Plano.
- McKinney is the northern "bookend" to the Dallas Area Market and will be for many years.
- Retail is constantly changing and retail properties have a life-cycle; you must always be looking for redevelopment opportunities and/or changes in use; do not wait until it is a problem.
- You will continue to hear the **WORK. PLAY. LIVE. SHOP.** slogan. Mixed-use developments with a retail component will remain a popular development focus for the foreseeable future.
- Residents who live west of Highway 75 rarely go to the Downtown District.
- The Village at Allen and The Village at Fairview developments were driven by available undeveloped acreage in a dynamic real estate location with excellent access and visibility.

II. Housing Comparison

North McKinney Housing Profile

	University Boulevard & Lake Forest Drive			Watters Creek			North Park Center		
	McKinney, Texas			Allen, Texas			Dallas, Texas		
	1-Mile	3-Mile	5-Mile	1-Mile	3-Mile	5-Mile	1-Mile	3-Mile	5-Mile
Population	2,195	52,566	142,840	6,832	105,448	244,715	37,590	166,237	442,591
Growth (2010-2015)	22.51%	22.22%	21.68%	21.97%	20.67%	18.54%	3.14%	3.19%	3.55%
Race (%)									
White	86.29%	83.63%	77.84%	80.77%	73.11%	69.59%	58.19%	71.54%	63.33%
Black	7.56%	7.49%	7.60%	5.44%	8.81%	8.81%	10.16%	10.39%	12.69%
Other	6.15%	8.88%	14.56%	13.79%	18.08%	21.60%	31.65%	18.07%	23.98%
Households	712	17,553	47,503	2,234	36,152	84,813	17,447	72,762	189,084
Median HH Income	\$ 106,807	\$ 95,404	\$ 89,164	\$ 73,100	\$ 86,054	\$ 87,863	\$ 38,123	\$ 52,012	\$ 49,454
Per Capita Income	\$ 44,697	\$ 41,593	\$ 37,644	\$ 27,412	\$ 36,098	\$ 36,848	\$ 28,048	\$ 41,403	\$ 36,323
Median Housing Value	\$ 234,459	\$ 222,988	\$ 199,823	\$ 193,083	\$ 182,148	\$ 187,820	\$ 579,155	\$ 342,089	\$ 268,471

	Preston Center			Shops at Willow Bend			The Shops at Legacy		
	Dallas, Texas			Plano, Texas			Plano, Texas		
	1-Mile	3-Mile	5-Mile	1-Mile	3-Mile	5-Mile	1-Mile	3-Mile	5-Mile
Population	13,604	151,094	429,769	2,711	83,038	275,123	9,441	136,235	322,698
Growth (2010-2015)	5.63%	2.93%	3.96%	19.85%	20.18%	18.31%	18.00%	16.01%	13.71%
Race (%)									
White	97.04%	73.15%	66.08%	68.24%	66.89%	69.69%	73.88%	67.55%	66.76%
Black	0.38%	8.46%	8.67%	17.45%	7.70%	8.07%	8.30%	11.98%	10.01%
Other	2.58%	18.39%	25.25%	14.31%	25.41%	22.24%	17.82%	20.47%	23.23%
Households	5,371	65,535	175,467	1,627	32,324	104,858	3,894	63,390	140,735
Median HH Income	\$ 120,529	\$ 53,957	\$ 50,004	\$ 67,196	\$ 105,004	\$ 93,170	\$ 92,818	\$ 68,554	\$ 72,393
Per Capita Income	\$ 74,669	\$ 44,582	\$ 35,565	\$ 49,516	\$ 54,574	\$ 45,979	\$ 65,851	\$ 50,257	\$ 45,150
Median Housing Value	\$ 660,714	\$ 453,735	\$ 277,128	\$ 364,000	\$ 292,843	\$ 225,733	\$ 496,346	\$ 283,011	\$ 207,215

III. Socioeconomic Profile

Peer Community Socioeconomic Profile

The following is a demographic and economic market overview of McKinney, including information on household demographic characteristics, income and employment. It is important to note that McKinney has experienced incredible growth since 1990 and has kept pace with, if not exceeded, growth in its peer communities of Frisco, Plano, Fairview, Allen, Princeton, Prosper and Melissa.

Please note that demographic data estimates and projections, such as those provided by Nielson Claritas, likely underestimate some of the growth that has occurred, because they can be slow to track extreme changes.

These estimates are used in this report for several reasons:

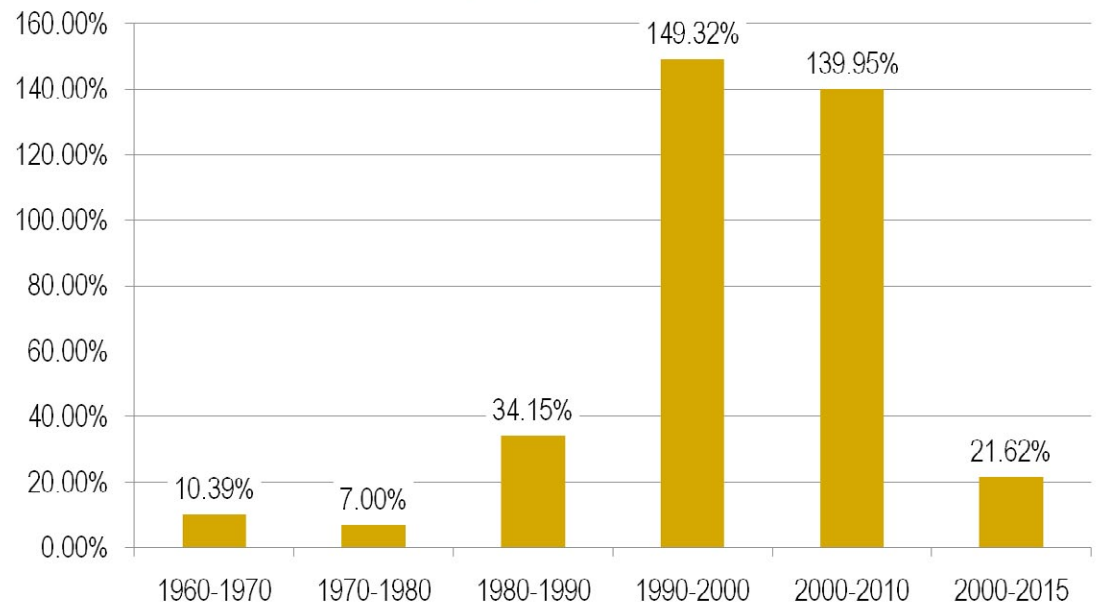
- They remain the best estimates of demographic characteristics;
- They allow comparison of McKinney with peer communities using the same data source; and
- They are widely used by retailers, restaurants and developers to make site location and development decisions.

Data estimates have been supplemented and confirmed with recent data from the U.S. Census American Community Survey (ACS).

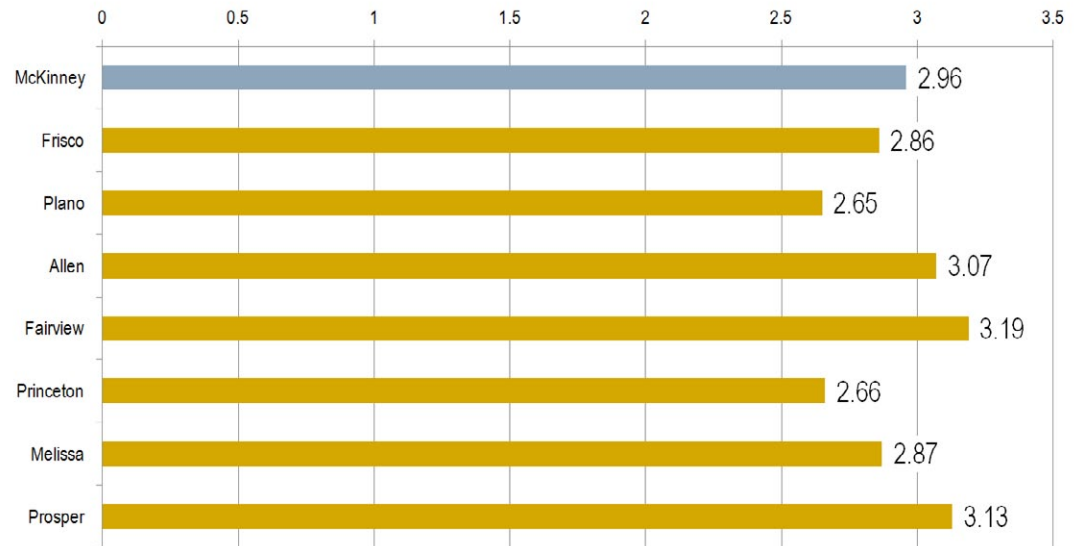
Peer Community Population Comparison

Population	McKinney	Frisco	Plano	Allen	Fairview	Princeton	Prosper	Melissa
2015	158,661	137,258	325,345	104,900	11,108	4,993	7,398	3,746
2010	130,459	114,030	280,422	85,603	9,072	4,129	5,970	3,056
2000	54,369	33,714	222,030	43,554	2,644	3,477	2,097	1,350
1990	21,807	6,767	128,507	19,208	1,728	2,562	1,259	868
Growth (%)	McKinney	Frisco	Plano	Allen	Fairview	Princeton	Prosper	Melissa
2010-2015	21.62	20.37	16.02	22.54	22.44	20.93	23.92	22.98
2000-2010	139.95	238.23	26.30	96.54	243.12	18.75	184.69	126.37
1990-2000	149.32	398.21	72.78	126.75	53.01	35.71	66.56	55.53

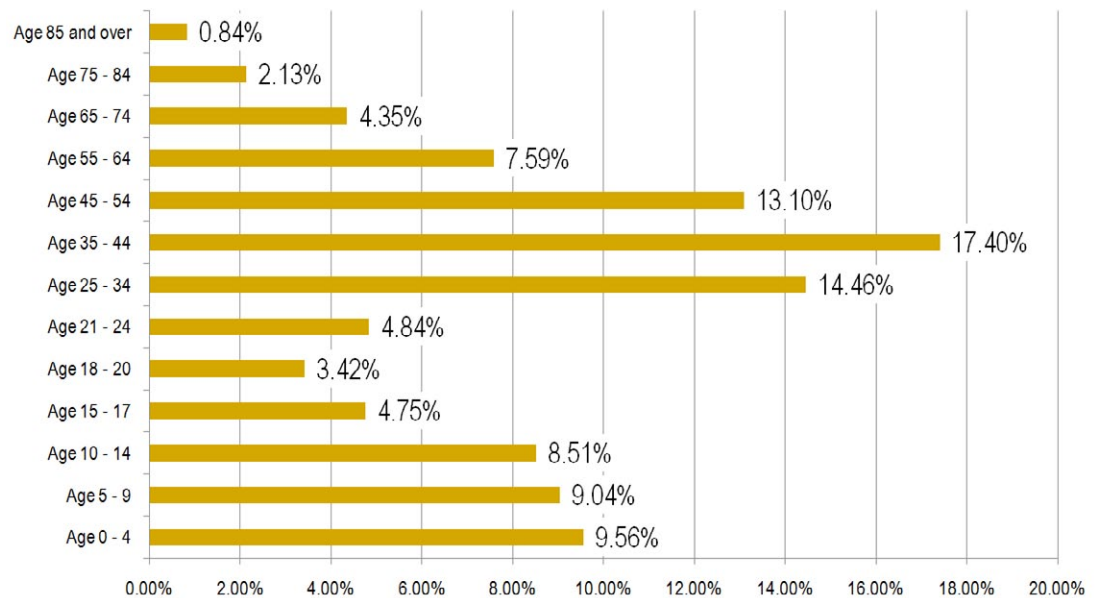
McKinney Population Growth



Peer Community Average Persons per Household Comparison



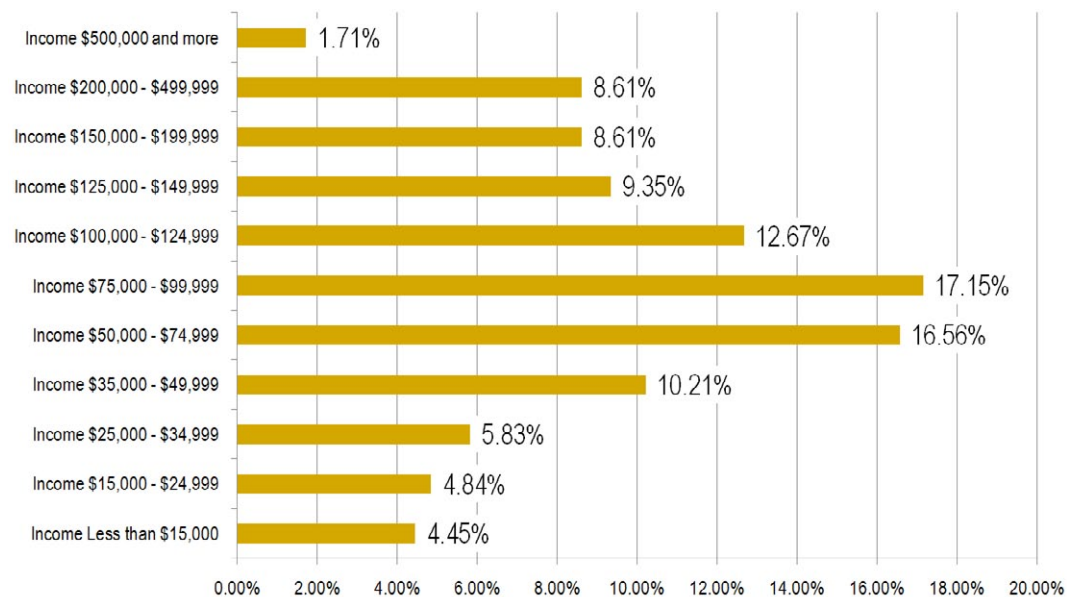
McKinney Estimated Population by Age



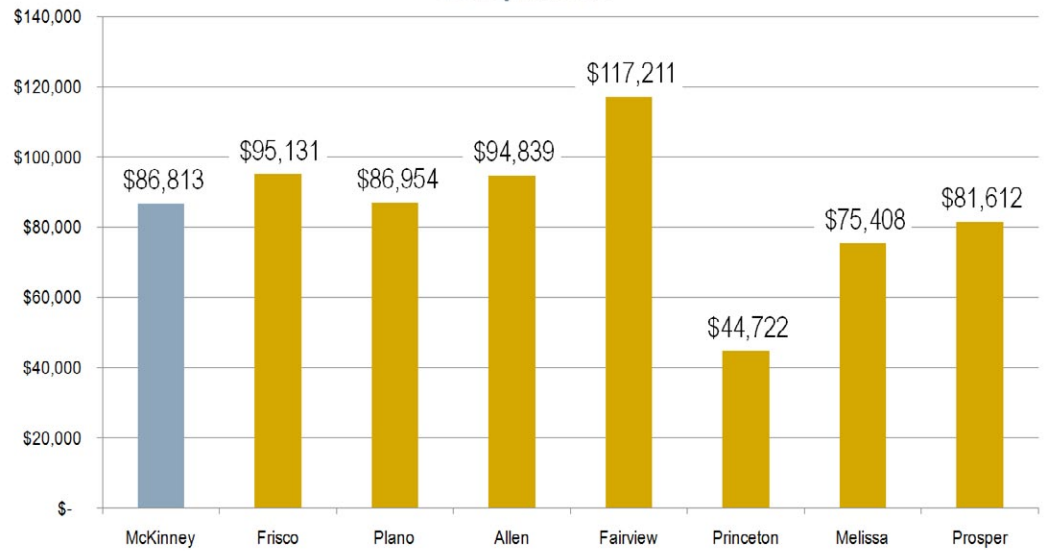
McKinney Race and Ethnicity Comparison

	1990	2000	2010	2015
White	75.20%	78.40%	75.93%	74.50%
Black or African American	12.60%	7.20%	8.25%	9.60%
American Indian	0.50%	0.50%	0.64%	0.50%
Asian	0.50%	1.50%	2.81%	3.90%
Pacific Islander	0.00%	0.10%	0.09%	0.00%
Some Other Race Alone	9.90%	10.20%	9.84%	8.70%
Two or More Races	1.20%	2.10%	2.44%	2.80%
Hispanic Origin	16.67%	18.10%	18.10%	19.10%

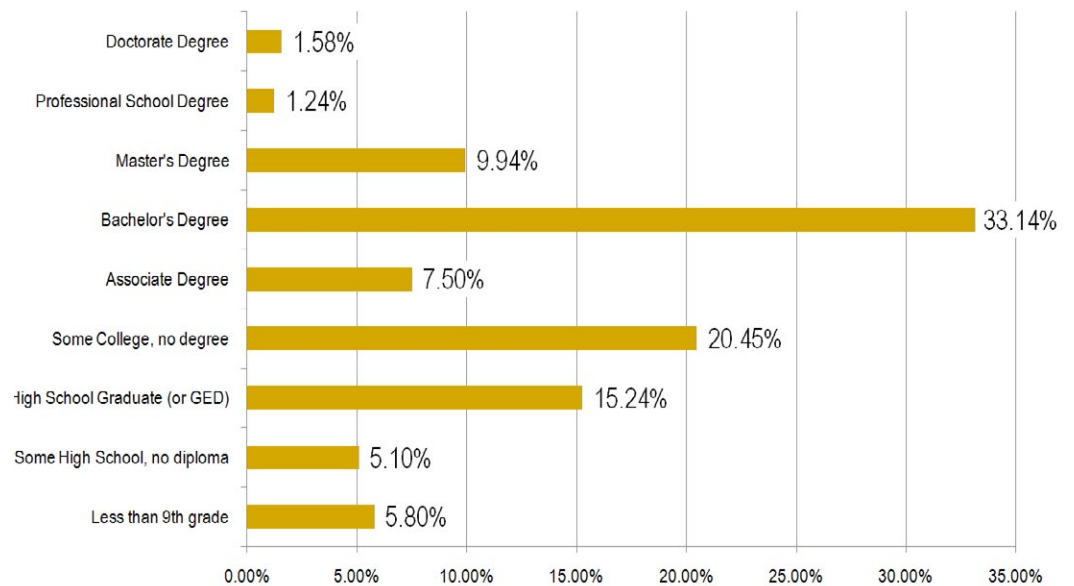
McKinney Estimated Households by Household Income



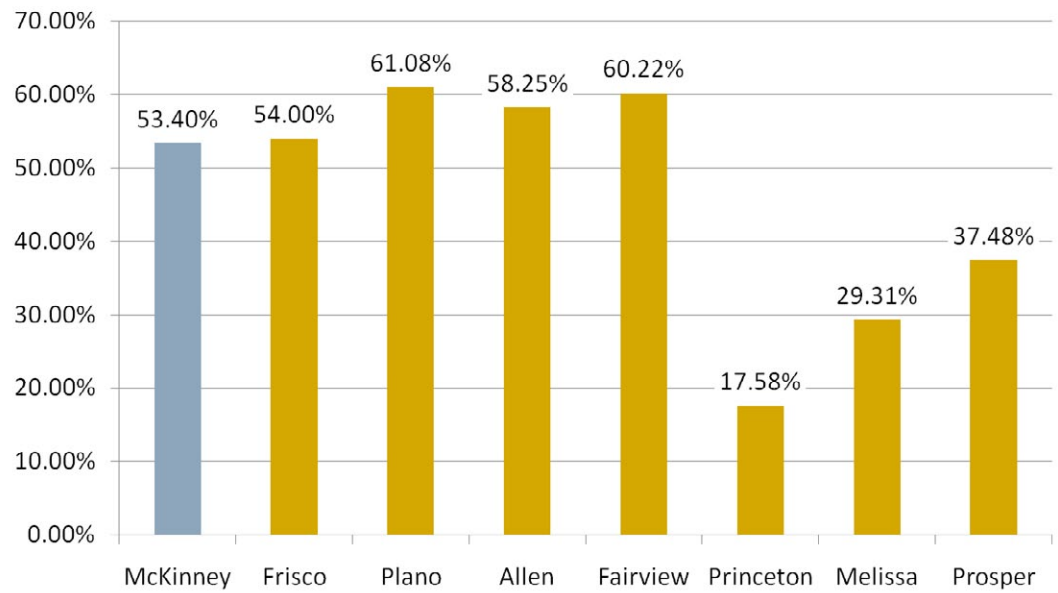
Peer Community 2010 Median Household Income Comparison



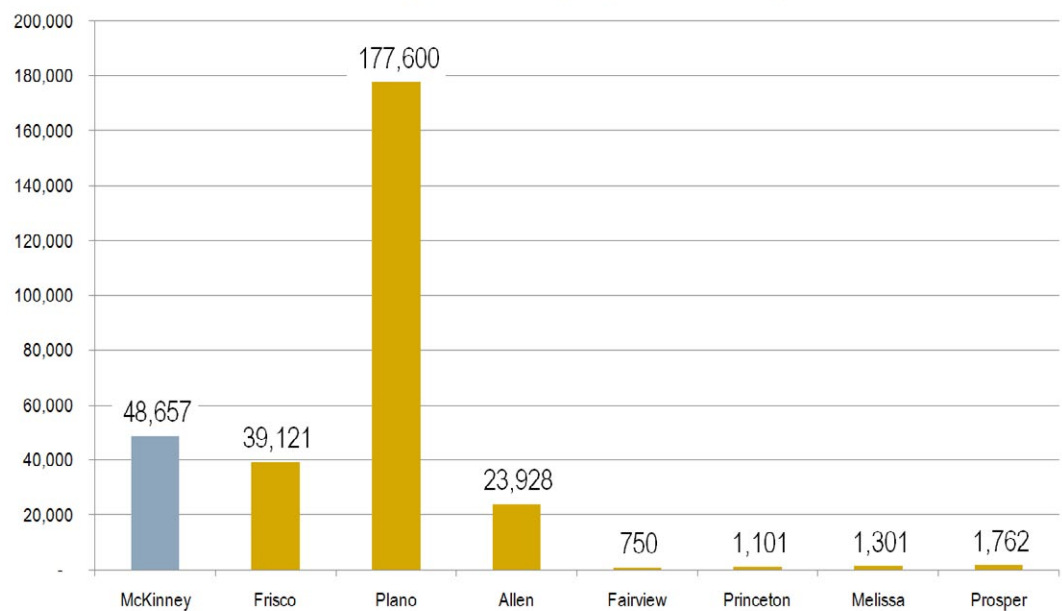
McKinney Educational Attainment (Age 25+)



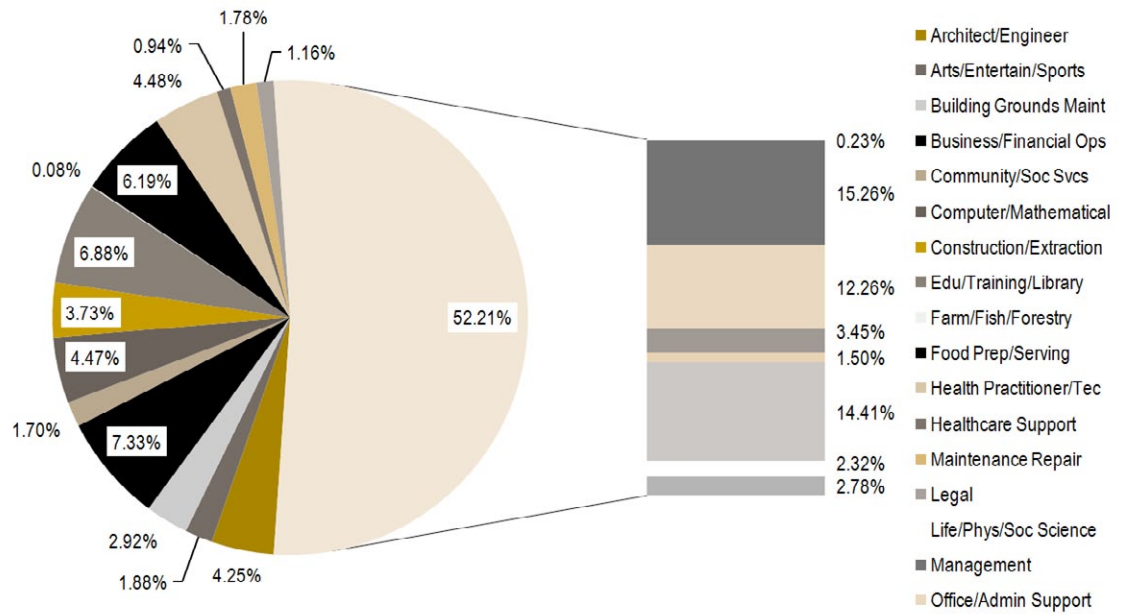
Peer Community Associates Degree and Above (Age 25+)



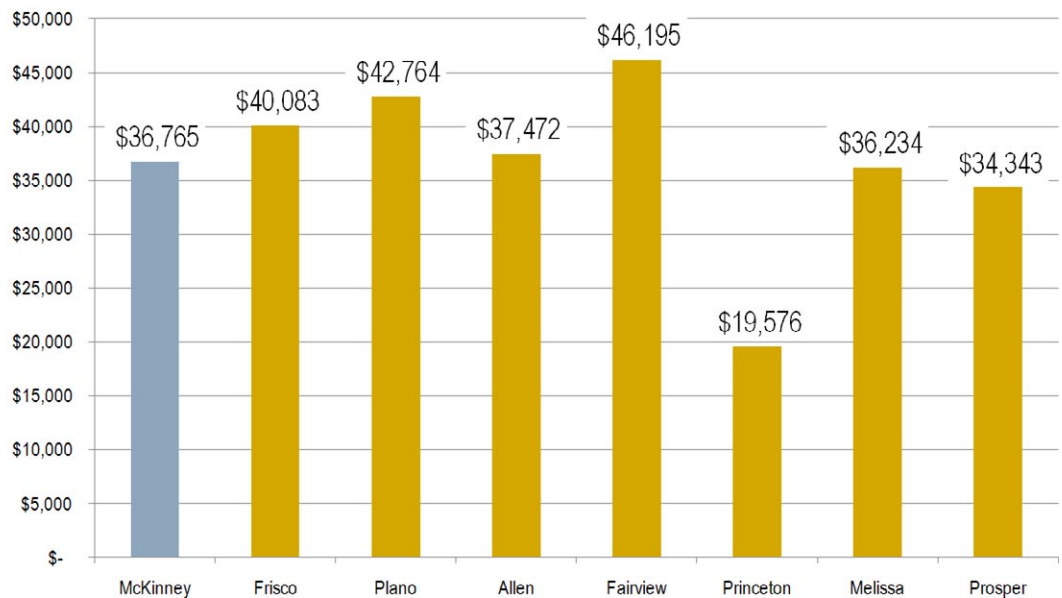
Peer Community Total Employment Comparison



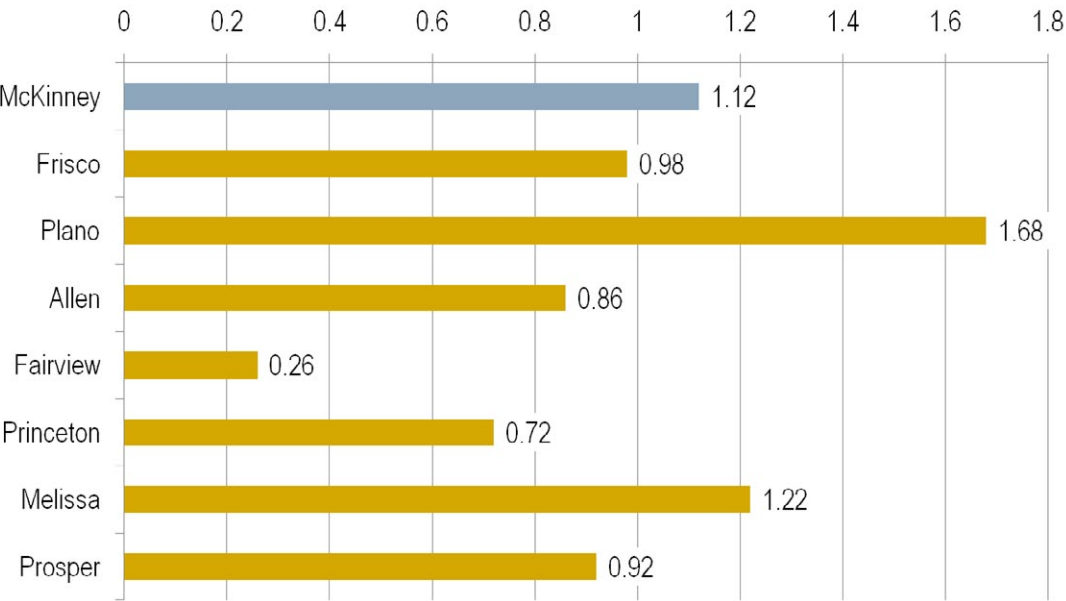
McKinney Employment by Industry



Peer Community 2010 Per Capita Income Comparison



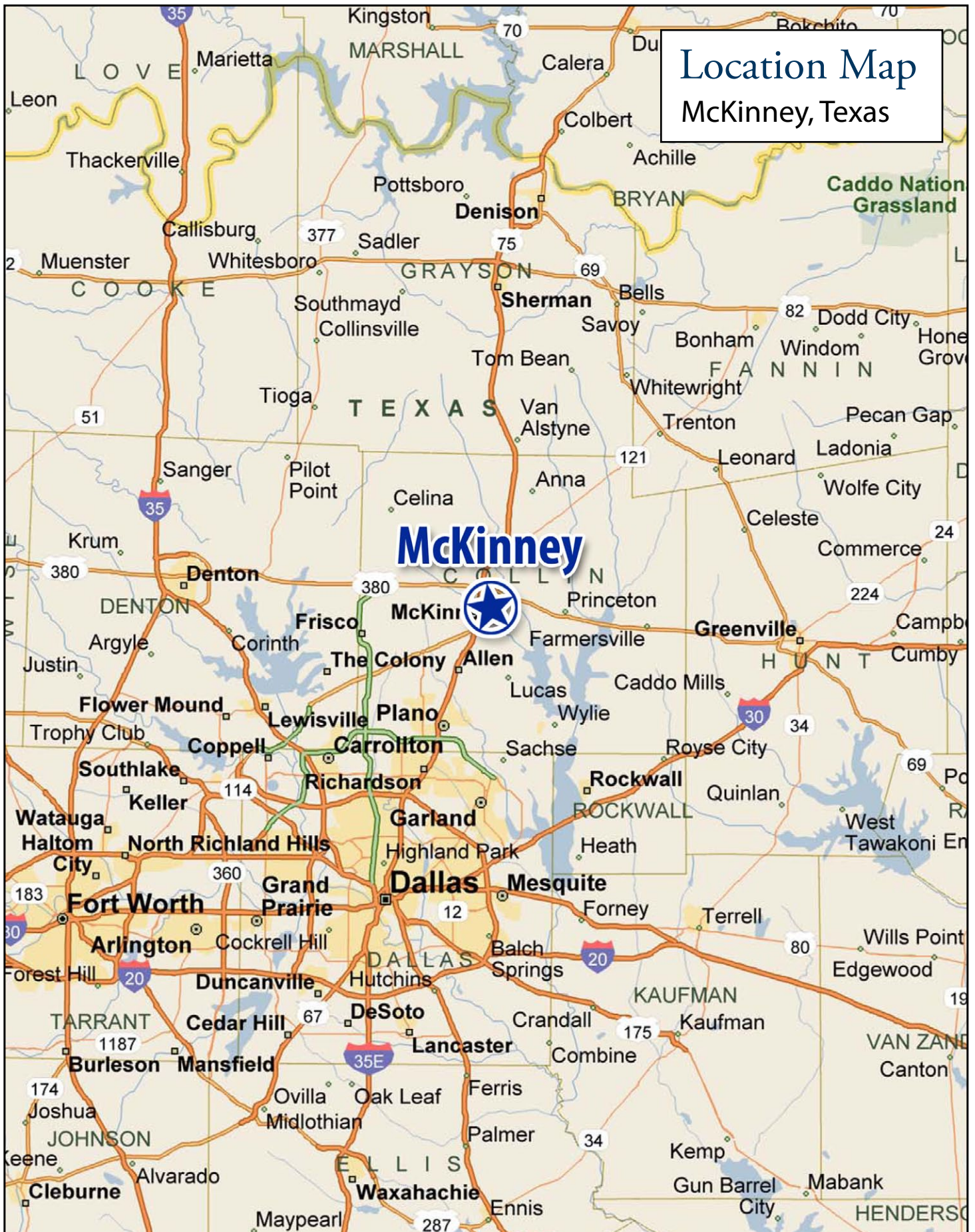
Peer Community Jobs-to-Household Relationship



IV. Community Profile

Location Map

McKinney, Texas



Community Demographics

McKinney, Texas

DESCRIPTION	DATA	%
Population		
2015 Projection	158,661	
2010 Estimate	130,459	
2000 Census	54,369	
1990 Census	21,807	
Growth 2010-2015	21.62%	
Growth 2000-2010	139.95%	
Growth 1990-2000	149.32%	
2010 Est. Pop by Single Race Class	130,459	
White Alone	99,056	75.93
Black or African American Alone	10,769	8.25
Amer. Indian and Alaska Native Alone	830	0.64
Asian Alone	3,664	2.81
Native Hawaiian and Other Pac. Isl. Alone	120	0.09
Some Other Race Alone	12,837	9.84
Two or More Races	3,183	2.44
2010 Est. Pop Hisp or Latino by Origin	130,459	
Not Hispanic or Latino	106,871	81.92
Hispanic or Latino:	23,588	18.08
Mexican	19,304	81.84
Puerto Rican	249	1.06
Cuban	248	1.05
All Other Hispanic or Latino	3,787	16.05
2010 Est. Hisp or Latino by Single Race Class	23,588	
White Alone	9,361	39.69
Black or African American Alone	113	0.48
American Indian and Alaska Native Alone	183	0.78
Asian Alone	91	0.39
Native Hawaiian and Other Pacific Islander Alone	36	0.15
Some Other Race Alone	12,675	53.73
Two or More Races	1,129	4.79

Community Demographics

McKinney, Texas

DESCRIPTION	DATA	%
2010 Est. Pop. Asian Alone Race by Cat	3,664	
Chinese, except Taiwanese	615	16.78
Filipino	464	12.66
Japanese	240	6.55
Asian Indian	937	25.57
Korean	342	9.33
Vietnamese	420	11.46
Cambodian	17	0.46
Hmong	0	0.00
Laotian	7	0.19
Thai	82	2.24
All Other Asian Races Including 2+ Category	540	14.74
2010 Est. Population by Ancestry	130,459	
Pop, Arab	1,028	0.79
Pop, Czech	497	0.38
Pop, Danish	475	0.36
Pop, Dutch	1,197	0.92
Pop, English	10,299	7.89
Pop, French (except Basque)	2,281	1.75
Pop, French Canadian	596	0.46
Pop, German	14,471	11.09
Pop, Greek	215	0.16
Pop, Hungarian	255	0.20
Pop, Irish	9,816	7.52
Pop, Italian	3,963	3.04
Pop, Lithuanian	76	0.06
Pop, United States or American	10,207	7.82
Pop, Norwegian	914	0.70
Pop, Polish	1,237	0.95
Pop, Portuguese	247	0.19
Pop, Russian	535	0.41
Pop, Scottish	2,438	1.87
Pop, Scotch-Irish	1,834	1.41
Pop, Slovak	20	0.02
Pop, Sub-Saharan African	1,109	0.85
Pop, Swedish	1,178	0.90
Pop, Swiss	89	0.07
Pop, Ukrainian	184	0.14
Pop, Welsh	611	0.47
Pop, West Indian (exc Hisp groups)	56	0.04
Pop, Other ancestries	53,336	40.88

Community Demographics

McKinney, Texas

DESCRIPTION	DATA	%
2010 Est. Population by Ancestry		
Pop, Ancestry Unclassified	11,295	8.66
2010 Est. Pop Age 5+ by Language Spoken At Home	117,986	
Speak Only English at Home	91,989	77.97
Speak Asian/Pac. Isl. Lang. at Home	3,124	2.65
Speak IndoEuropean Language at Home	3,165	2.68
Speak Spanish at Home	18,077	15.32
Speak Other Language at Home	1,631	1.38
2010 Est. Population by Sex	130,459	
Male	65,632	50.31
Female	64,827	49.69
2010 Est. Population by Age	130,459	
Age 0 - 4	12,473	9.56
Age 5 - 9	11,792	9.04
Age 10 - 14	11,106	8.51
Age 15 - 17	6,195	4.75
Age 18 - 20	4,467	3.42
Age 21 - 24	6,314	4.84
Age 25 - 34	18,870	14.46
Age 35 - 44	22,703	17.40
Age 45 - 54	17,095	13.10
Age 55 - 64	9,899	7.59
Age 65 - 74	5,678	4.35
Age 75 - 84	2,773	2.13
Age 85 and over	1,094	0.84
Age 16 and over	93,141	71.39
Age 18 and over	88,893	68.14
Age 21 and over	84,426	64.71
Age 65 and over	9,545	7.32
2010 Est. Median Age	31.83	
2010 Est. Average Age	32.40	

Community Demographics

McKinney, Texas

DESCRIPTION	DATA	%
2010 Est. Male Population by Age	65,632	
Age 0 - 4	6,353	9.68
Age 5 - 9	6,114	9.32
Age 10 - 14	5,771	8.79
Age 15 - 17	3,161	4.82
Age 18 - 20	2,464	3.75
Age 21 - 24	3,295	5.02
Age 25 - 34	9,394	14.31
Age 35 - 44	11,429	17.41
Age 45 - 54	8,729	13.30
Age 55 - 64	4,825	7.35
Age 65 - 74	2,671	4.07
Age 75 - 84	1,111	1.69
Age 85 and over	315	0.48
2010 Est. Median Age, Male	31.02	
2010 Est. Average Age, Male	31.60	
2010 Est. Female Population by Age	64,827	
Age 0 - 4	6,120	9.44
Age 5 - 9	5,678	8.76
Age 10 - 14	5,335	8.23
Age 15 - 17	3,034	4.68
Age 18 - 20	2,003	3.09
Age 21 - 24	3,019	4.66
Age 25 - 34	9,476	14.62
Age 35 - 44	11,274	17.39
Age 45 - 54	8,366	12.91
Age 55 - 64	5,074	7.83
Age 65 - 74	3,007	4.64
Age 75 - 84	1,662	2.56
Age 85 and over	779	1.20
2010 Est. Median Age, Female	32.62	
2010 Est. Average Age, Female	33.20	

Community Demographics

McKinney, Texas

DESCRIPTION	DATA	%
2010 Est. Pop Age 15+ by Marital Status	95,088	
Total, Never Married	19,555	20.57
Males, Never Married	11,363	11.95
Females, Never Married	8,192	8.62
Married, Spouse present	58,454	61.47
Married, Spouse absent	5,265	5.54
Widowed	3,427	3.60
Males Widowed	436	0.46
Females Widowed	2,991	3.15
Divorced	8,387	8.82
Males Divorced	3,299	3.47
Females Divorced	5,088	5.35
2010 Est. Pop. Age 25+ by Edu. Attainment	78,112	
Less than 9th grade	4,529	5.80
Some High School, no diploma	3,986	5.10
High School Graduate (or GED)	11,907	15.24
Some College, no degree	15,975	20.45
Associate Degree	5,857	7.50
Bachelor's Degree	25,885	33.14
Master's Degree	7,767	9.94
Professional School Degree	971	1.24
Doctorate Degree	1,235	1.58
2010 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	13,093	
Less than 9th grade	4,209	32.15
Some High School, no diploma	2,493	19.04
High School Graduate (or GED)	2,623	20.03
Some College, no degree	1,655	12.64
Associate Degree	448	3.42
Bachelor's Degree	1,251	9.55
Graduate or Professional Degree	414	3.16

Community Demographics

McKinney, Texas

DESCRIPTION	DATA	%
Households		
2015 Projection	52,481	
2010 Estimate	43,402	
2000 Census	18,186	
1990 Census	7,769	
Growth 2010-2015	20.92%	
Growth 2000-2010	138.66%	
Growth 1990-2000	134.08%	
2010 Est. Households by Household Type	43,402	
Family Households	34,234	78.88
Nonfamily Households	9,168	21.12
2010 Est. Group Quarters Population	2,109	
2010 HHs by Ethnicity, Hispanic/Latino	6,024	13.88
2010 Est. HHs by HH Income	43,402	
Income Less than \$15,000	1,932	4.45
Income \$15,000 - \$24,999	2,102	4.84
Income \$25,000 - \$34,999	2,530	5.83
Income \$35,000 - \$49,999	4,431	10.21
Income \$50,000 - \$74,999	7,188	16.56
Income \$75,000 - \$99,999	7,445	17.15
Income \$100,000 - \$124,999	5,499	12.67
Income \$125,000 - \$149,999	4,059	9.35
Income \$150,000 - \$199,999	3,738	8.61
Income \$200,000 - \$499,999	3,737	8.61
Income \$500,000 and more	741	1.71
2010 Est. Average Household Income	\$109,865	
2010 Est. Median Household Income	\$86,813	
2010 Est. Per Capita Income	\$36,765	

Community Demographics

McKinney, Texas

DESCRIPTION	DATA	%
2010 Median HH Inc by Single Race Class. or Ethn		
White Alone	93,809.35	
Black or African American Alone	58,149.35	
American Indian and Alaska Native Alone	65,535.71	
Asian Alone	95,588.23	
Native Hawaiian and Other Pacific Islander Alone	112,500	
Some Other Race Alone	43,257.36	
Two or More Races	64,583.33	
Hispanic or Latino	49,199.26	
Not Hispanic or Latino	93,129.96	
2010 Est. Family HH Type, Presence Own Children	34,234	
Married-Couple Family, own children	16,623	48.56
Married-Couple Family, no own children	12,238	35.75
Male Householder, own children	734	2.14
Male Householder, no own children	775	2.26
Female Householder, own children	2,802	8.18
Female Householder, no own children	1,062	3.10
2010 Est. Households by Household Size	43,402	
1-person household	6,674	15.38
2-person household	13,003	29.96
3-person household	8,737	20.13
4-person household	9,072	20.90
5-person household	3,949	9.10
6-person household	1,220	2.81
7 or more person household	747	1.72
2010 Est. Average Household Size	2.96	

Community Demographics

McKinney, Texas

DESCRIPTION	DATA	%
2010 Est. Households by Presence of People	43,402	
Households with 1 or more People under Age 18:	21,028	48.45
Married-Couple Family	16,967	80.69
Other Family, Male Householder	885	4.21
Other Family, Female Householder	3,071	14.60
Nonfamily, Male Householder	100	0.48
Nonfamily, Female Householder	5	0.02
Households no People under Age 18:	22,374	51.55
Married-Couple Family	11,877	53.08
Other Family, Male Householder	629	2.81
Other Family, Female Householder	810	3.62
Nonfamily, Male Householder	4,012	17.93
Nonfamily, Female Householder	5,046	22.55
2010 Est. Households by Number of Vehicles	43,402	
No Vehicles	1,361	3.14
1 Vehicle	12,349	28.45
2 Vehicles	22,581	52.03
3 Vehicles	5,440	12.53
4 Vehicles	1,470	3.39
5 or more Vehicles	201	0.46
2010 Est. Average Number of Vehicles	1.86	
Family Households		
2015 Projection	41,397	
2010 Estimate	34,234	
2000 Census	13,974	
1990 Census	5,487	
Growth 2010-2015	20.92%	
Growth 2000-2010	144.98%	
Growth 1990-2000	154.67%	
2010 Est. Families by Poverty Status	34,234	
2010 Families at or Above Poverty	32,495	94.92
2010 Families at or Above Poverty with Children	18,849	55.06
2010 Families Below Poverty	1,739	5.08
2010 Families Below Poverty with Children	1,559	4.55

Community Demographics

McKinney, Texas

DESCRIPTION	DATA	%
2010 Est. Pop Age 16+ by Employment Status	93,141	
In Armed Forces	4	0.00
Civilian - Employed	61,982	66.55
Civilian - Unemployed	2,914	3.13
Not in Labor Force	28,241	30.32
 2010 Est. Civ Employed Pop 16+ Class of Worker	 63,030	
For-Profit Private Workers	51,470	81.66
Non-Profit Private Workers	2,869	4.55
Local Government Workers	4,140	6.57
State Government Workers	1,288	2.04
Federal Government Workers	345	0.55
Self-Emp Workers	2,846	4.52
Unpaid Family Workers	72	0.11
 2010 Est. Civ Employed Pop 16+ by Occupation	 63,030	
Architect/Engineer	2,677	4.25
Arts/Entertain/Sports	1,182	1.88
Building Grounds Maint	1,842	2.92
Business/Financial Ops	4,618	7.33
Community/Soc Svcs	1,074	1.70
Computer/Mathematical	2,819	4.47
Construction/Extraction	2,348	3.73
Edu/Training/Library	4,336	6.88
Farm/Fish/Forestry	49	0.08
Food Prep/Serving	3,902	6.19
Health Practitioner/Tec	2,825	4.48
Healthcare Support	590	0.94
Maintenance Repair	1,124	1.78
Legal	733	1.16
Life/Phys/Soc Science	148	0.23
Management	9,619	15.26
Office/Admin Support	7,730	12.26
Production	2,174	3.45
Protective Svcs	944	1.50
Sales/Related	9,085	14.41
Personal Care/Svc	1,461	2.32
Transportation/Moving	1,750	2.78

Community Demographics

McKinney, Texas

DESCRIPTION	DATA	%
2010 Est. Pop 16+ by Occupation Classification	63,030	
Blue Collar	7,396	11.73
White Collar	46,846	74.32
Service and Farm	8,788	13.94
2010 Est. Workers Age 16+, Transp. To Work	61,955	
Drove Alone	49,463	79.84
Car Pooled	5,604	9.05
Public Transportation	355	0.57
Walked	810	1.31
Bicycle	65	0.10
Other Means	1,325	2.14
Worked at Home	4,333	6.99
2010 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	14,847	
15 - 29 Minutes	16,436	
30 - 44 Minutes	14,775	
45 - 59 Minutes	7,470	
60 or more Minutes	5,987	
2010 Est. Avg Travel Time to Work in Minutes	30.46	
2010 Est. Tenure of Occupied Housing Units	43,402	
Owner Occupied	33,470	77.12
Renter Occupied	9,932	22.88
2010 Owner Occ. HUs: Avg. Length of Residence	7.22	
2010 Renter Occ. HUs: Avg. Length of Residence	5.45	

Community Demographics

McKinney, Texas

DESCRIPTION	DATA	%
2010 Est. All Owner-Occupied Housing Values	33,470	
Value Less than \$20,000	157	0.47
Value \$20,000 - \$39,999	328	0.98
Value \$40,000 - \$59,999	522	1.56
Value \$60,000 - \$79,999	792	2.37
Value \$80,000 - \$99,999	829	2.48
Value \$100,000 - \$149,999	5,472	16.35
Value \$150,000 - \$199,999	9,136	27.30
Value \$200,000 - \$299,999	10,532	31.47
Value \$300,000 - \$399,999	3,018	9.02
Value \$400,000 - \$499,999	1,498	4.48
Value \$500,000 - \$749,999	980	2.93
Value \$750,000 - \$999,999	106	0.32
Value \$1,000,000 or more	100	0.30
2010 Est. Median All Owner-Occupied Housing Value	\$197,256	
2010 Est. Housing Units by Units in Structure	45,485	
1 Unit Attached	588	1.29
1 Unit Detached	37,050	81.46
2 Units	217	0.48
3 or 4 Units	1,043	2.29
5 to 19 Units	3,978	8.75
20 to 49 Units	1,073	2.36
50 or More Units	1,160	2.55
Mobile Home or Trailer	376	0.83
Boat, RV, Van, etc.	0	0.00
2010 Est. Housing Units by Year Structure Built	45,485	
Housing Unit Built 2000 or later	26,623	58.53
Housing Unit Built 1990 to 1999	11,112	24.43
Housing Unit Built 1980 to 1989	2,676	5.88
Housing Unit Built 1970 to 1979	1,064	2.34
Housing Unit Built 1960 to 1969	1,295	2.85
Housing Unit Built 1950 to 1959	1,343	2.95
Housing Unit Built 1940 to 1949	613	1.35
Housing Unit Built 1939 or Earlier	759	1.67
2010 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.**

V. Community Psychographic Profile

Psychographics Overview

Psychographics

Psychographics, simply defined, is the use of demographics to study and measure attitudes, values, lifestyles and buying habits of a household, community or trade area. There are 66 Lifestyle Segments used to classify psychographic profiles. An area of study will always be defined by one or more of these Lifestyle Segments.

Dominant Segments

Dominant Segments are those Psychographic Lifestyle Segments which make up approximately 50% of the total population of a Retail Trade Area or other study area.

Lifestyle Behaviors Abbreviations & Reference Codes

In the "Lifestyle Behaviors" portions (for each Lifestyle Segment) of this document certain abbreviations and reference codes are provided to help explain various statistical figures and definitions. Below you will find a brief overview of these and their usage.

H = Survey questions asked by MediaMark in the universe of "Households"

A = Survey questions asked by MediaMark in the universe of "Adults" within households.

1wk = Once a week

3mo = Three times per month

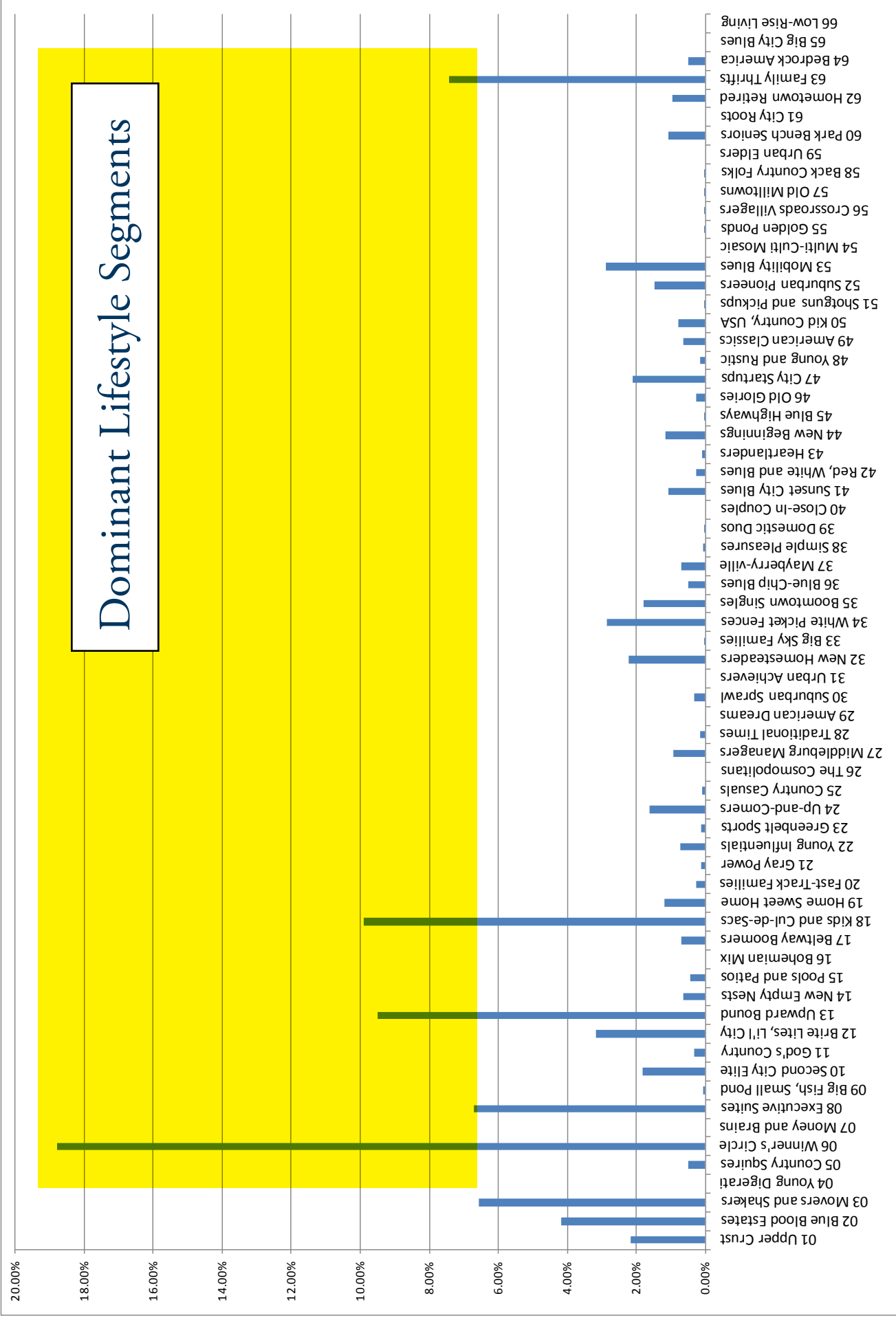
1yr = Once per year

3yr = Three times per year

* denotes that there is quantitative information behind the question (ex. how much they spent, etc.)

"Index" refers to the average household performance. The average household performance index is 100. For any lifestyle behavior index higher than 100, there is a higher than average likelihood for that lifestyle behavior to be exhibited by individuals in a lifestyle segment. For any lifestyle behavior index lower than 100, there is a lower than average likelihood for that behavior to be exhibited by those individuals in a lifestyle segment.

For example, an index of 50 would indicate that individuals in a particular lifestyle segment would be "half" as likely to exhibit that lifestyle behavior. An index of 200 would indicate that individuals in a particular lifestyle segment would be twice as likely. An index of 300, three times as likely, etc.



Top Lifestyle Segment Definitions

06 Winner's Circle - 18.79%

Wealthy, Middle Age w/ Kids

Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35 to 54 year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show.

18 Kids and Cul-de-Sacs - 9.91%

Upper-Mid, Younger w/ Kids

Upper-middle class, suburban, married couples with children--that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence, and children translates into large outlays for child-centered products and services.

13 Upward Bound - 9.51%

Upscale, Middle Age w/ Kids

More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upscale families boast dual incomes, college degrees, and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles, and camping equipment.

63 Family Thrifts - 7.44%

Lower-Mid, Younger w/ Kids

The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Suzukis and Kias.

08 Executive Suites - 6.72%

Upper-Mid, Middle Age w/o Kids

Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian-Americans and college graduates--both groups are represented at more than twice the national average--this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants, and entertainment.

Winner's Circle

06 Winner's Circle

Wealthy, Middle Age w/ Kids

Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35 to 54 year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show.

Social Group:	Elite Suburbs
Lifestage Group:	Accumulated Wealth

2009 Statistics:

US Households:	1,253,417 (1.09%)
Median HH Income:	\$109,938

Lifestyle Traits

Shop at Neiman Marcus
Go jogging
Read Wall Street Journal
Watch Wimbledon Tennis
Mercedes GL Class

Demographics Traits:

Urbanicity:	Suburban
Income:	Wealthy
Income Producing Assets:	High
Age Ranges:	35-54
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	Management
Education Levels:	Graduate Plus
Ethnic Diversity:	White, Asian, Mix

Winner's Circle

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	0.36	7
Householder Age: 25-34	14.59	20.32	139
Householder Age: 35-44	18.67	79.50	426
Householder Age: 45-54	22.24	0.00	0
Householder Age: 55-64	17.44	0.00	0
Householder Age: 65-74	11.17	0.00	0
Householder Age: 75+	10.64	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100,000-\$149,999	11.85	44.74	378
Household Income: \$150,000-\$199,999	4.62	32.44	703
Household Income: \$200,000 or More	3.79	22.82	602

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	20.50	103
Householder Age: 35-54	40.90	79.50	194
Householder Age: 55+	39.25	0.00	0
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100K+	20.24	100.00	494

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	1.07	8
Householder Education: Graduated High School	30.80	7.84	25
Householder Education: Attended Some College	25.89	18.00	70
Householder Education: Bachelor's Degree	19.34	44.56	230
Householder Education: Post Graduate Degree	10.61	28.34	267

Winner's Circle

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	33.16	261
Householder Occupation: Professional	13.99	31.73	227
Householder Occupation: Sales/Office	13.99	18.54	133
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	3.21	39
Householder Occupation: Other Employed	18.19	5.88	32

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	4.46	163
Householder Occupation Detail: Management	9.98	28.70	288
Householder Occupation Detail: Architect/Engineer	1.55	5.35	345
Householder Occupation Detail: Legal	0.80	2.50	311
Householder Occupation Detail: Computer/Mathematical	2.23	8.38	375
Householder Occupation Detail: Health Practitioner/Technician	2.86	6.77	237
Householder Occupation Detail: Education/Training/Library	3.47	4.10	118
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	1.60	226
Householder Occupation Detail: Community/Social Services	1.05	0.71	68
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	2.32	169
Householder Occupation Detail: Sales/Related	7.78	15.86	204
Householder Occupation Detail: Office/Admin Support	6.21	2.85	46
Householder Occupation Detail: Protective Service/Military	1.81	1.96	108
Householder Occupation Detail: Personal Care/Service	1.65	0.36	22
Householder Occupation Detail: Healthcare Support	0.92	0.18	19
Householder Occupation Detail: Food Preparation/Serving	2.09	0.18	9
Householder Occupation Detail: Transport/Material Moving	4.91	1.43	29
Householder Occupation Detail: Production	4.76	1.60	34
Householder Occupation Detail: Building Grounds Maintenance	2.08	0.36	17
Householder Occupation Detail: Natural Resources/Construction	4.34	1.60	37
Householder Occupation Detail: Maintenance/Repair	3.86	1.60	42

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	80.93	102
Race: Black	11.32	6.24	55
Race: Asian	2.26	8.91	394
Race: Other	6.77	4.28	63
Ethnicity: Hispanic	10.16	6.24	61

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	92.69	100
Household First Language: Spanish	4.84	1.07	22
Household First Language: Other	2.27	6.06	266

Winner's Circle

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	92.34	129
Tenure: Rents Home	28.62	7.66	27

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	0.00	0
Home Value: \$50,000-\$99,999	9.71	0.53	6
Home Value: \$100,000-\$149,999	10.93	1.60	15
Home Value: \$150,000-\$199,999	8.72	4.28	49
Home Value: \$200,000-\$499,999	27.24	45.99	169
Home Value: \$500,000 or More	10.14	40.29	397

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	10.34	63
Length of Residence: 1-4 Years	28.54	44.03	154
Length of Residence: 5 Years or More	55.08	45.63	83

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	22.10	388
Presence of Children: 2-5 Years Old	10.79	49.55	459
Presence of Children: 6-11 Years Old	14.28	54.55	382
Presence of Children: 12-17 Years Old	14.93	31.19	209

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	28.34	231
Number of Children in Household: 2	11.37	45.45	400
Number of Children in Household: 3	4.77	20.50	430
Number of Children in Household: 4	1.57	4.81	307
Number of Children in Household: 5+	0.68	1.07	157

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	1.25	3
Household Size: 3 or 4 People	27.71	69.52	251
Household Size: 5+ people	9.32	29.23	314

Winner's Circle

Top 15 Lifestyle Behaviors

Index

Has a 529 College Savings Account (A)	718
Buy From Baja Fresh Mexican Grill, 1mo (A)	466
Business Travel by Airplane, 3+, 1yr (A)	463
Own/Lease New BMW (H)	439
Domestic Vacation, Go Skiing, 1yr (A)	425
Buy Toys by Internet, 1yr (A)	405
Domestic Vacation, Spa, 1yr (A)	401
Buy Children's Athletic Shoes, 6mo (H)	375
Buy From Ruth's Chris Steak House, 6mo (A)	373
Buy Flowers by Internet, 1yr (A)	365
Use E*Trade, 1yr (A)	353
Buy from California Pizza Kitchen, 1mo (A)	342
Buy from Einstein Bros, 1mo (A)	340
Shop at The Gap, 3mo (A)	330
Travel to Japan/Hong Kong/Other Asia, 3yr (A)	329

Lifestyle Behaviors 16-30

Index

Shop at Ann Taylor, 3mo (A)	328
Buy Baby Furniture/Equipment, 6mo (H)	326
Buy from Romano's Macaroni Grill, 1mo (A)	325
Shop at Neiman Marcus, 3mo (A)	325
Buy from Au Bon Pain, 1mo (A)	322
Order from Eddie Bauer, 1yr (A)	319
Go Downhill Skiing, 1yr (A)	317
Order from barnesandnoble.com, 1yr (A)	312
Use Scottrade, 1yr (A)	311
Drink Samuel Adams Beer, 1wk (A)	306
Buy Children's Clothes, 6mos (H)	304
Domestic Vacation, Play Golf, 1yr (A)	303
Shop at Disney Store, 3mo (A)	303
Stay at Hilton on Vacation, 1yr (A)	297
Shop at Nordstrom, 3mo (A)	295

Lifestyle Behaviors 31-45

Index

Connected to Internet using Cell Phone, 1 mo (A)	295
Use Children's Cold Medicine, 1mo (H)	294
Buy from Chipotle, 1mo (A)	293
Go Jogging, 1yr (A)	291
Buy from Cheesecake Factory, 1mo (A)	291
Owns TiVo (DVR) (H)	290
Use Internet for Tracking Investments, 1mo (A)	285
Play Tennis, 1yr (A)	284
Own Roller Blades/In-Line Skates (A)	284
Buy Men's Business Suit, 1yr (A)	282
Go Water Skiing, 1yr (A)	276
Order from amazon.com, 1yr (A)	275
Own Camcorder (H)	275
Own/Lease New Acura/Infiniti/Lexus (H)	275
Use Baby Foods, 1wk (H)	273

Kids & Cul-de-sacs

18 Kids & Cul-de-sacs

Upper-Mid, Younger w/ Kids

Upper-middle class, suburban, married couples with children--that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence, and children translates into large outlays for child-centered products and services.

Social Group:	The Affluentials
Lifestage Group:	Young Accumulators

2009 Statistics:

US Households:	1,864,873 (1.62%)
Median HH Income:	\$74,448

Lifestyle Traits

Shop at Disney Store
Buy educational toys
Read Parenting
Watch Toon Disney
Chrysler Town & Country

Demographics Traits:

Urbanicity:	Suburban
Income:	Upper-Mid
Income Producing Assets:	Moderate
Age Ranges:	25-44
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	White Collar, Mix
Education Levels:	College Grad
Ethnic Diversity:	White, Black, Asian, Hispanic

Kids & Cul-de-sacs

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	2.88	55
Householder Age: 25-34	14.59	35.73	245
Householder Age: 35-44	18.67	61.39	329
Householder Age: 45-54	22.24	0.00	0
Householder Age: 55-64	17.44	0.00	0
Householder Age: 65-74	11.17	0.00	0
Householder Age: 75+	10.64	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	36.57	193
Household Income: \$75,000-\$99,999	11.92	42.45	356
Household Income: \$100,000-\$149,999	11.85	20.98	177
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	38.61	194
Householder Age: 35-54	40.90	61.39	150
Householder Age: 55+	39.25	0.00	0
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	36.57	91
Household Income: \$75,000-\$99,999	11.92	42.45	356
Household Income: \$100K+	20.24	20.98	104

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	4.32	32
Householder Education: Graduated High School	30.80	21.82	71
Householder Education: Attended Some College	25.89	33.93	131
Householder Education: Bachelor's Degree	19.34	26.62	138
Householder Education: Post Graduate Degree	10.61	13.19	124

Kids & Cul-de-sacs

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	20.02	158
Householder Occupation: Professional	13.99	23.86	171
Householder Occupation: Sales/Office	13.99	18.59	133
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	12.83	157
Householder Occupation: Other Employed	18.19	18.23	100

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	5.40	198
Householder Occupation Detail: Management	9.98	14.75	148
Householder Occupation Detail: Architect/Engineer	1.55	3.48	225
Householder Occupation Detail: Legal	0.80	1.08	135
Householder Occupation Detail: Computer/Mathematical	2.23	6.47	290
Householder Occupation Detail: Health Practitioner/Technician	2.86	5.16	180
Householder Occupation Detail: Education/Training/Library	3.47	5.16	149
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.72	101
Householder Occupation Detail: Community/Social Services	1.05	0.72	68
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.20	87
Householder Occupation Detail: Sales/Related	7.78	10.91	140
Householder Occupation Detail: Office/Admin Support	6.21	7.67	124
Householder Occupation Detail: Protective Service/Military	1.81	4.20	232
Householder Occupation Detail: Personal Care/Service	1.65	1.44	87
Householder Occupation Detail: Healthcare Support	0.92	0.48	52
Householder Occupation Detail: Food Preparation/Serving	2.09	1.44	69
Householder Occupation Detail: Transport/Material Moving	4.91	5.64	115
Householder Occupation Detail: Production	4.76	3.96	83
Householder Occupation Detail: Building Grounds Maintenance	2.08	1.08	52
Householder Occupation Detail: Natural Resources/Construction	4.34	6.24	144
Householder Occupation Detail: Maintenance/Repair	3.86	6.59	171

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	75.66	95
Race: Black	11.32	11.63	103
Race: Asian	2.26	4.68	207
Race: Other	6.77	8.63	127
Ethnicity: Hispanic	10.16	13.43	132

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	91.97	99
Household First Language: Spanish	4.84	4.32	89
Household First Language: Other	2.27	3.72	163

Kids & Cul-de-sacs

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	78.78	110
Tenure: Rents Home	28.62	21.22	74

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	0.48	10
Home Value: \$50,000-\$99,999	9.71	3.00	31
Home Value: \$100,000-\$149,999	10.93	11.51	105
Home Value: \$150,000-\$199,999	8.72	12.11	139
Home Value: \$200,000-\$499,999	27.24	45.92	169
Home Value: \$500,000 or More	10.14	5.76	57

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	16.07	99
Length of Residence: 1-4 Years	28.54	44.84	157
Length of Residence: 5 Years or More	55.08	38.73	70

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	22.30	391
Presence of Children: 2-5 Years Old	10.79	44.48	412
Presence of Children: 6-11 Years Old	14.28	53.24	373
Presence of Children: 12-17 Years Old	14.93	35.97	241

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	32.13	262
Number of Children in Household: 2	11.37	44.12	388
Number of Children in Household: 3	4.77	16.43	344
Number of Children in Household: 4	1.57	5.40	344
Number of Children in Household: 5+	0.68	1.80	265

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	3.72	10
Household Size: 3 or 4 People	27.71	68.23	246
Household Size: 5+ people	9.32	28.06	301

Kids & Cul-de-sacs

Top 15 Lifestyle Behaviors

Index

Buy Children's Athletic Shoes, 6mo (H)	360
Has a 529 College Savings Account (A)	358
Buy from Chuck E Cheese, 1mo (A)	346
Use Children's Cold Medicine, 1mo (H)	338
Shop at Disney Store, 3mo (A)	327
Use Baby Foods, 1wk (H)	304
Buy Children's Clothes, 6mos (H)	303
Buy Baby Furniture/Equipment, 6mo (H)	303
Buy Toys by Internet, 1yr (A)	296
Shop at White Hen, 6mo (A)	284
Buy Children's Bicycles, 1yr (A)	276
Own Roller Blades/In-Line Skates (A)	273
Go Ice Skating, 1yr (A)	270
Go to Zoo, 1yr (A)	262
Buy from Family Restaurant, Child Decides, 6mo (A)	257

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Buy from Einstein Bros, 1mo (A)	246
Buy Home Study Course by Internet, 1yr (A)	242
Order from Eddie Bauer, 1yr (A)	240
Buy Educational Toys, 1yr (A)	239
Order from Walmart.com, 1yr (A)	237
Buy from Fuddruckers, 1mo (A)	235
Shop at IKEA, 1yr (A)	233
Buy Rap Music, 1yr (A)	233
Travel to Japan/Hong Kong/Other Asia, 3yr (A)	233
Buy Children's Book, 1yr (A)	233
Buy from Schlotzsky's Deli, 1mo (A)	233
Own Camcorder (H)	232
Shop at The Gap, 3mo (A)	228
Buy Electronic Games, 1yr (A)	227
Play Soccer, 1yr (A)	226

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Index

Go In-Line Skating, 1yr (A)	225
Buy From Baja Fresh Mexican Grill, 1mo (A)	222
Order from Victoria's Secret, 1yr (A)	220
Drive Minivan (A)	216
Buy From Starbucks, 1mo (A)	215
Use video game system to play games online (H)	214
Play Baseball, 1yr (A)	212
Pay Bills Online, 1mo (A)	209
Visit Any Theme Park, 1yr (A)	207
Own Any Video Game System (H)	207
Go Bowling, 1yr (A)	206
Own Mountain Bicycle (A)	206
Buy Hard Rock Music, 1yr (A)	202
Domestic Vacation, Spa, 1yr (A)	201
Buy from Hooters, 1mo (A)	199

Upward Bound

13 Upward Bound

Upscale, Middle Age w/ Kids

More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upscale families boast dual incomes, college degrees, and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles, and camping equipment.

Social Group:	Second City Society
Lifestage Group:	Young Accumulators

2009 Statistics:

US Households:	1,998,401 (1.73%)
Median HH Income:	\$86,692

Lifestyle Traits

Order from target.com
Buy toys by Internet
Read PC Gamer
Watch Nickelodeon
Honda Odyssey

Demographics Traits:

Urbanicity:	Second City
Income:	Upscale
Income Producing Assets:	Above Avg.
Age Ranges:	35-54
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	Management
Education Levels:	College Grad
Ethnic Diversity:	White, Asian, Hispanic, Mix

Upward Bound

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	0.25	5
Householder Age: 25-34	14.59	19.73	135
Householder Age: 35-44	18.67	42.93	230
Householder Age: 45-54	22.24	28.66	129
Householder Age: 55-64	17.44	6.95	40
Householder Age: 65-74	11.17	1.36	12
Householder Age: 75+	10.64	0.37	3

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	38.46	323
Household Income: \$100,000-\$149,999	11.85	39.58	334
Household Income: \$150,000-\$199,999	4.62	14.39	312
Household Income: \$200,000 or More	3.79	7.69	203

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	19.98	101
Householder Age: 35-54	40.90	71.46	175
Householder Age: 55+	39.25	8.56	22
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	0.00	0
Household Income: \$75,000-\$99,999	11.92	38.46	323
Household Income: \$100K+	20.24	61.66	305

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	3.97	30
Householder Education: Graduated High School	30.80	22.33	72
Householder Education: Attended Some College	25.89	25.56	99
Householder Education: Bachelor's Degree	19.34	28.66	148
Householder Education: Post Graduate Degree	10.61	19.60	185

Upward Bound

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	28.41	224
Householder Occupation: Professional	13.99	25.43	182
Householder Occupation: Sales/Office	13.99	13.77	98
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	12.28	150
Householder Occupation: Other Employed	18.19	14.14	78

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	6.45	237
Householder Occupation Detail: Management	9.98	21.96	220
Householder Occupation Detail: Architect/Engineer	1.55	2.98	192
Householder Occupation Detail: Legal	0.80	1.36	170
Householder Occupation Detail: Computer/Mathematical	2.23	5.96	267
Householder Occupation Detail: Health Practitioner/Technician	2.86	5.83	204
Householder Occupation Detail: Education/Training/Library	3.47	5.09	147
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.74	105
Householder Occupation Detail: Community/Social Services	1.05	1.36	130
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	2.11	154
Householder Occupation Detail: Sales/Related	7.78	8.56	110
Householder Occupation Detail: Office/Admin Support	6.21	5.21	84
Householder Occupation Detail: Protective Service/Military	1.81	3.23	178
Householder Occupation Detail: Personal Care/Service	1.65	0.62	38
Householder Occupation Detail: Healthcare Support	0.92	0.62	68
Householder Occupation Detail: Food Preparation/Serving	2.09	0.37	18
Householder Occupation Detail: Transport/Material Moving	4.91	4.47	91
Householder Occupation Detail: Production	4.76	3.97	83
Householder Occupation Detail: Building Grounds Maintenance	2.08	0.99	48
Householder Occupation Detail: Natural Resources/Construction	4.34	6.20	143
Householder Occupation Detail: Maintenance/Repair	3.86	6.08	158

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	80.89	101
Race: Black	11.32	8.44	75
Race: Asian	2.26	4.47	198
Race: Other	6.77	6.82	101
Ethnicity: Hispanic	10.16	12.66	125

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	93.05	100
Household First Language: Spanish	4.84	2.73	56
Household First Language: Other	2.27	4.22	185

Upward Bound

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	88.96	125
Tenure: Rents Home	28.62	11.04	39

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	0.00	0
Home Value: \$50,000-\$99,999	9.71	3.47	36
Home Value: \$100,000-\$149,999	10.93	9.18	84
Home Value: \$150,000-\$199,999	8.72	9.55	110
Home Value: \$200,000-\$499,999	27.24	48.88	179
Home Value: \$500,000 or More	10.14	18.11	179

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	11.91	73
Length of Residence: 1-4 Years	28.54	33.75	118
Length of Residence: 5 Years or More	55.08	54.22	98

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	15.26	268
Presence of Children: 2-5 Years Old	10.79	35.98	333
Presence of Children: 6-11 Years Old	14.28	45.41	318
Presence of Children: 12-17 Years Old	14.93	46.65	312

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	42.56	347
Number of Children in Household: 2	11.37	37.10	326
Number of Children in Household: 3	4.77	15.14	317
Number of Children in Household: 4	1.57	4.59	293
Number of Children in Household: 5+	0.68	0.74	110

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	2.11	6
Household Size: 3 or 4 People	27.71	69.85	252
Household Size: 5+ people	9.32	28.04	301

Upward Bound

Top 15 Lifestyle Behaviors

Index

Has a 529 College Savings Account (A)	397
Buy from Einstein Bros, 1mo (A)	318
Buy Toys by Internet, 1yr (A)	318
Buy Children's Athletic Shoes, 6mo (H)	311
Own Apple iPod (A)	303
Buy from Chuck E Cheese, 1mo (A)	303
Use Baby Foods, 1wk (H)	285
Buy from Family Restaurant, Child Decides, 6mo (A)	283
Buy Children's Clothes, 6mos (H)	264
Stay at Courtyard (by Marriott) on Vacation, 1yr (A)	263
Buy Videos by Mail/Phone, 1yr (A)	258
Own/Lease New BMW (H)	255
Go Ice Skating, 1yr (A)	255
Domestic Vacation, Go Skiing, 1yr (A)	254
Use Children's Cold Medicine, 1mo (H)	254

Lifestyle Behaviors 16-30

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Drink Bottled Water Home Delivery, 6mo (A)	253
Own Roller Blades/In-Line Skates (A)	250
Buy Flowers by Internet, 1yr (A)	245
Go Water Skiing, 1yr (A)	245
Buy from Chili's Grill & Bar, 1mo (A)	244
Buy Electronic Games, 1yr (A)	243
Own Racquetball Equipment (A)	243
Shop at Disney Store, 3mo (A)	243
Business Travel by Airplane, 3+, 1yr (A)	242
Buy from Romano's Macaroni Grill, 1mo (A)	241
Travel to Australia/New Zealand/South Pacific, 3yr (A)	239
Shop at White Hen, 6mo (A)	239
Domestic Vacation, Spa, 1yr (A)	238
Buy From Starbucks, 1mo (A)	238
Buy Home Furnishings by Internet, 1yr (A)	237

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Own Downhill Skis/Boots (A)	236
Go Downhill Skiing, 1yr (A)	235
Own Camcorder (H)	233
Shop at Ann Taylor, 3mo (A)	231
Buy from California Pizza Kitchen, 1mo (A)	230
Buy from Bertucci's, 1mo (A)	230
Shop at Costco Wholesale Club, 1mo (A)	227
Buy from Quiznos, 1mo (A)	226
Owns TiVo (DVR) (H)	225
Connected to Internet using Cell Phone, 1 mo (A)	225
Play Tennis, 1yr (A)	224
Buy Educational Toys, 1yr (A)	224
Buy Children's Bicycles, 1yr (A)	224
Shop at IKEA, 1yr (A)	223
Buy Men's Business Suit, 1yr (A)	222

Family Thrifts

63 Family Thrifts

Lower-Mid, Younger w/ Kids

The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Suzukis and Kias.

Social Group:	Micro-City Blues
Lifestage Group:	Sustaining Families

2009 Statistics:

US Households:	2,086,967 (1.81%)
Median HH Income:	\$31,483

Lifestyle Traits

Shop at Walgreens
Buy large baby dolls
Read CosmoGIRL!
Watch Noticiero Univision
Suzuki Cars

Demographics Traits:

Urbanicity:	Second City
Income:	Lower-Mid
Income Producing Assets:	Low
Age Ranges:	25-44
Presence of Kids:	HH w/ Kids
Homeownership:	Mix, Renters
Employment Levels:	WC, Service, Mix
Education Levels:	High School Grad
Ethnic Diversity:	White, Black, Hispanic, Mix

Family Thrifts

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	14.89	283
Householder Age: 25-34	14.59	39.01	267
Householder Age: 35-44	18.67	30.73	165
Householder Age: 45-54	22.24	15.25	69
Householder Age: 55-64	17.44	0.00	0
Householder Age: 65-74	11.17	0.00	0
Householder Age: 75+	10.64	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	15.48	245
Household Income: \$10,000-\$19,999	10.40	25.30	243
Household Income: \$20,000-\$29,999	10.98	21.75	198
Household Income: \$30,000-\$39,999	11.23	22.10	197
Household Income: \$40,000-\$49,999	9.95	15.37	154
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100,000-\$149,999	11.85	0.00	0
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	53.90	271
Householder Age: 35-54	40.90	45.98	112
Householder Age: 55+	39.25	0.00	0
Household Income: Under \$30K	27.71	62.53	226
Household Income: \$30K-\$74K	40.14	37.47	93
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100K+	20.24	0.00	0

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	29.20	219
Householder Education: Graduated High School	30.80	40.07	130
Householder Education: Attended Some College	25.89	22.58	87
Householder Education: Bachelor's Degree	19.34	6.26	32
Householder Education: Post Graduate Degree	10.61	1.89	18

Family Thrifts

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	1.89	15
Householder Occupation: Professional	13.99	5.79	41
Householder Occupation: Sales/Office	13.99	19.27	138
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	10.28	126
Householder Occupation: Other Employed	18.19	40.31	222

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	0.24	9
Householder Occupation Detail: Management	9.98	1.77	18
Householder Occupation Detail: Architect/Engineer	1.55	0.24	15
Householder Occupation Detail: Legal	0.80	0.12	15
Householder Occupation Detail: Computer/Mathematical	2.23	0.24	11
Householder Occupation Detail: Health Practitioner/Technician	2.86	1.06	37
Householder Occupation Detail: Education/Training/Library	3.47	2.13	61
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.24	33
Householder Occupation Detail: Community/Social Services	1.05	0.83	79
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.18	86
Householder Occupation Detail: Sales/Related	7.78	9.69	125
Householder Occupation Detail: Office/Admin Support	6.21	9.57	154
Householder Occupation Detail: Protective Service/Military	1.81	2.25	124
Householder Occupation Detail: Personal Care/Service	1.65	3.43	207
Householder Occupation Detail: Healthcare Support	0.92	3.43	374
Householder Occupation Detail: Food Preparation/Serving	2.09	8.16	391
Householder Occupation Detail: Transport/Material Moving	4.91	8.63	176
Householder Occupation Detail: Production	4.76	7.33	154
Householder Occupation Detail: Building Grounds Maintenance	2.08	6.97	335
Householder Occupation Detail: Natural Resources/Construction	4.34	7.21	166
Householder Occupation Detail: Maintenance/Repair	3.86	3.07	80

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	45.98	58
Race: Black	11.32	29.79	263
Race: Asian	2.26	1.77	78
Race: Other	6.77	22.34	330
Ethnicity: Hispanic	10.16	30.85	304

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	76.48	82
Household First Language: Spanish	4.84	20.80	430
Household First Language: Other	2.27	2.72	120

Family Thrifts

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	26.71	37
Tenure: Rents Home	28.62	73.29	256

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	3.31	71
Home Value: \$50,000-\$99,999	9.71	9.46	97
Home Value: \$100,000-\$149,999	10.93	3.19	29
Home Value: \$150,000-\$199,999	8.72	3.66	42
Home Value: \$200,000-\$499,999	27.24	6.86	25
Home Value: \$500,000 or More	10.14	0.24	2

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	37.71	231
Length of Residence: 1-4 Years	28.54	39.95	140
Length of Residence: 5 Years or More	55.08	22.10	40

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	27.07	475
Presence of Children: 2-5 Years Old	10.79	44.33	411
Presence of Children: 6-11 Years Old	14.28	49.17	344
Presence of Children: 12-17 Years Old	14.93	39.83	267

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	37.12	303
Number of Children in Household: 2	11.37	29.43	259
Number of Children in Household: 3	4.77	21.28	446
Number of Children in Household: 4	1.57	8.39	535
Number of Children in Household: 5+	0.68	3.90	574

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	13.36	37
Household Size: 3 or 4 People	27.71	55.20	199
Household Size: 5+ people	9.32	31.44	337

Family Thrifts

Top 15 Lifestyle Behaviors

Index

Use Baby Foods, 1wk (H)	380
Buy Baby Furniture/Equipment, 6mo (H)	376
Use Children's Cold Medicine, 1mo (H)	364
Buy Children's Athletic Shoes, 6mo (H)	296
Use Cigarette Rolling Paper, 1wk (A)	294
Buy Children's Clothes, 6mos (H)	281
Buy Spanish/Latin Music, 1yr (A)	268
Buy Rap Music, 1yr (A)	261
Use Short-Term Loan from a Payday Loan/Cash-Advance Company, 1yr (A)	225
Buy Children's Bicycles, 1yr (A)	216
Buy Puma Shoes, 1yr (A)	210
Buy from Church's Chicken, 6mo (A)	207
Diet: Vegetarian (A)	206
Order from Columbia House Music Club, 1yr (A)	202
Buy from Rally's, 1mo (A)	201

Lifestyle Behaviors 16-30

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Uses Cell Phone Only, no Land Line (H)	199
Buy 35mm Camera, 1yr (A)	195
Buy from Chuck E Cheese, 1mo (A)	194
Buy Timberland shoes, 1yr (A)	193
Drink Slim Fast, 1wk (A)	188
Use Laundry/Laundromat, 6mo (A)	187
Buy Humidifier, 1yr (H)	183
Shop at Winn Dixie, 1mo (A)	180
Buy Basketball Shoes, 1yr (A)	176
Go Roller Skating, 1yr (A)	170
Play Soccer, 1yr (A)	169
Own Any Video Game System (H)	166
Buy from Little Caesar's, 1mo (A)	166
Lease Most Recent Vehicle (H)	165
Use Kellogg's Corn Flakes, 1wk (H)	162

Lifestyle Behaviors 31-45

Index

Own Xbox 360 (H)	159
Smoke Cigars, 1wk (A)	158
Own Sony PlayStation 3 (H)	157
Buy from Checkers, 1mo (A)	157
Buy Auto Service at Discount Department Store (H)	157
Buy from Domino's Pizza, 1mo (A)	157
Buy from Family Restaurant, Child Decides, 6mo (A)	157
Buy Adidas Shoes, 1yr (A)	153
Buy from Long John Silver, 1mo (A)	152
Drink Coca Cola Classic, 1wk (A)	151
Buy Charcoal Grill, 1yr (H)	149
Buy Educational Toys, 1yr (A)	147
Buy Children's Book, 1yr (A)	147
Buy Pre-Paid Calling Card, 1yr (A)	146
Shop at 7-Eleven, 1mo (A)	146

Executive Suites

08 Executive Suites

Upper-Mid, Middle Age w/o Kids

Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian-Americans and college graduates--both groups are represented at more than twice the national average--this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants, and entertainment.

Social Group:	The Affluentials
Lifestage Group:	Midlife Success

2009 Statistics:

US Households:	1,047,515 (0.91%)
Median HH Income:	\$76,334

Lifestyle Traits

Shop at IKEA
Play racquetball
Read Wired
Watch The Office
Acura TSX

Demographics Traits:

Urbanicity:	Suburban
Income:	Upper-Mid
Income Producing Assets:	Above Avg.
Age Ranges:	<55
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	Management
Education Levels:	College Grad
Ethnic Diversity:	White, Asian, Mix

Executive Suites

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	4.50	85
Householder Age: 25-34	14.59	26.77	183
Householder Age: 35-44	18.67	20.13	108
Householder Age: 45-54	22.24	45.40	204
Householder Age: 55-64	17.44	3.21	18
Householder Age: 65-74	11.17	0.00	0
Householder Age: 75+	10.64	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	37.04	195
Household Income: \$75,000-\$99,999	11.92	46.90	394
Household Income: \$100,000-\$149,999	11.85	16.06	136
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	31.26	157
Householder Age: 35-54	40.90	65.52	160
Householder Age: 55+	39.25	3.21	8
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	37.04	92
Household Income: \$75,000-\$99,999	11.92	46.90	394
Household Income: \$100K+	20.24	16.06	79

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	1.71	13
Householder Education: Graduated High School	30.80	12.21	40
Householder Education: Attended Some College	25.89	26.77	103
Householder Education: Bachelor's Degree	19.34	39.40	204
Householder Education: Post Graduate Degree	10.61	19.70	186

Executive Suites

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	27.19	214
Householder Occupation: Professional	13.99	30.62	219
Householder Occupation: Sales/Office	13.99	18.42	132
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	5.57	68
Householder Occupation: Other Employed	18.19	11.35	62

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	9.85	361
Householder Occupation Detail: Management	9.98	17.56	176
Householder Occupation Detail: Architect/Engineer	1.55	3.64	235
Householder Occupation Detail: Legal	0.80	2.78	347
Householder Occupation Detail: Computer/Mathematical	2.23	8.14	365
Householder Occupation Detail: Health Practitioner/Technician	2.86	4.50	157
Householder Occupation Detail: Education/Training/Library	3.47	4.93	142
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	1.93	272
Householder Occupation Detail: Community/Social Services	1.05	1.28	122
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	3.43	250
Householder Occupation Detail: Sales/Related	7.78	12.42	160
Householder Occupation Detail: Office/Admin Support	6.21	6.00	97
Householder Occupation Detail: Protective Service/Military	1.81	2.57	142
Householder Occupation Detail: Personal Care/Service	1.65	1.28	78
Householder Occupation Detail: Healthcare Support	0.92	1.07	117
Householder Occupation Detail: Food Preparation/Serving	2.09	1.71	82
Householder Occupation Detail: Transport/Material Moving	4.91	2.57	52
Householder Occupation Detail: Production	4.76	1.93	40
Householder Occupation Detail: Building Grounds Maintenance	2.08	0.43	21
Householder Occupation Detail: Natural Resources/Construction	4.34	2.14	49
Householder Occupation Detail: Maintenance/Repair	3.86	3.64	94

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	86.94	109
Race: Black	11.32	4.07	36
Race: Asian	2.26	3.85	170
Race: Other	6.77	6.00	89
Ethnicity: Hispanic	10.16	9.21	91

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	94.22	101
Household First Language: Spanish	4.84	1.93	40
Household First Language: Other	2.27	3.85	169

Executive Suites

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	70.45	99
Tenure: Rents Home	28.62	29.55	103

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	0.00	0
Home Value: \$50,000-\$99,999	9.71	0.64	7
Home Value: \$100,000-\$149,999	10.93	1.71	16
Home Value: \$150,000-\$199,999	8.72	11.35	130
Home Value: \$200,000-\$499,999	27.24	42.83	157
Home Value: \$500,000 or More	10.14	13.92	137

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	23.34	143
Length of Residence: 1-4 Years	28.54	31.91	112
Length of Residence: 5 Years or More	55.08	44.75	81

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	0.00	0
Presence of Children: 2-5 Years Old	10.79	0.00	0
Presence of Children: 6-11 Years Old	14.28	0.00	0
Presence of Children: 12-17 Years Old	14.93	0.00	0

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	0.00	0
Number of Children in Household: 2	11.37	0.00	0
Number of Children in Household: 3	4.77	0.00	0
Number of Children in Household: 4	1.57	0.00	0
Number of Children in Household: 5+	0.68	0.00	0

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	34.48	129
Household Size: 2 People	36.23	53.32	147
Household Size: 3 or 4 People	27.71	10.92	39
Household Size: 5+ people	9.32	1.28	14

Executive Suites

Top 15 Lifestyle Behaviors

Index

Use E*Trade, 1yr (A)	408
Buy from Einstein Bros, 1mo (A)	359
Buy From Baja Fresh Mexican Grill, 1mo (A)	350
Order from J. Crew, 1yr (A)	339
Buy From Ruth's Chris Steak House, 6mo (A)	314
Buy from Chipotle, 1mo (A)	293
Use Scottrade, 1yr (A)	293
Own Racquetball Equipment (A)	288
Has Personal Education Loan (A)	271
Own/Lease New, Type, Convertible (H)	266
Shop at Shoppers Food Warehouse, 1mo (A)	265
Buy from California Pizza Kitchen, 1mo (A)	261
Drink Samuel Adams Beer, 1wk (A)	251
Stay at Courtyard (by Marriott) on Vacation, 1yr (A)	250
Visit Acupuncturist, 1yr (A)	250

Lifestyle Behaviors 16-30

Index

Buy Home Study Course by Internet, 1yr (A)	246
Play Racquetball, 1yr (A)	240
Go Sailing, 1yr (A)	237
Own/Lease New Mercedes (H)	236
Own/Lease New BMW (H)	235
Go Downhill Skiing, 1yr (A)	233
Use Internet Bank (A)	232
Buy Flowers by Internet, 1yr (A)	230
Drink Guinness Stout, 6mo (A)	227
Buy From Starbucks, 1mo (A)	226
Order from priceline.com, 1yr (A)	226
Go Snowboarding, 1yr (A)	226
Shop at IKEA, 1yr (A)	225
Buy Videos by Internet, 1yr (A)	223
Go Jogging, 1yr (A)	222

Lifestyle Behaviors 31-45

Index

Shop at Giant Eagle, 1mo (A)	220
Own Sportswatch/Chronograph (A)	219
Shop at Giant, 1mo (A)	218
Own/Lease New Acura/Infiniti/Lexus (H)	217
Visit Gambling Site Online, 1mo (A)	213
Business Travel by Airplane, 3+, 1yr (A)	212
Go Scuba/Skin Diving/Snorkeling, 1yr (A)	212
Buy from Romano's Macaroni Grill, 1mo (A)	212
Travel to Central/South America, 3yr (A)	210
Go Backpacking/Hiking, 1yr (A)	208
Shop at Express, 3mo (A)	204
Own/Lease New/Used, Fuel Type, Hybrid (H)	204
Shop at Wawa, 6mo (A)	200
Order from Victoria's Secret, 1yr (A)	200
Purchase Any Airline Tickets via Internet, 1yr (A)	199

VI. Community Retail Gap Analysis

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	\$68,512,980	\$54,100,000	-\$14,412,980	-21%
523	Paint, Glass and Wallpaper	\$18,505,950	\$7,600,000	-\$10,905,950	-59%
525	Hardware Stores	\$41,876,980	\$35,000,000	-\$6,876,984	-16%
526	Retail Nurseries and Garden	\$27,157,790	\$9,200,000	-\$17,957,790	-66%
527	Mobile Home Dealers	\$7,681,671	\$3,300,000	-\$4,381,671	-57%
53	General Merchandise Stores	\$238,386,800	\$158,400,000	-\$79,986,750	-34%
541	Grocery Stores	\$296,555,400	\$121,200,000	-\$175,355,400	-59%
542	Meat and Fish Markets	\$11,420,280	\$0	-\$11,420,280	-100%
543	Fruit and Vegetable Markets	\$5,018,228	\$700,000	-\$4,318,228	-86%
544	Candy, Nut and Confection Stores	\$1,207,785	\$900,000	-\$307,785	-25%
545	Dairy Products Stores	\$325,234	\$0	-\$325,234	-100%
546	Retail Bakeries	\$3,357,327	\$600,000	-\$2,757,327	-82%
549	Miscellaneous Food Stores	\$21,354,110	\$4,400,000	-\$16,954,110	-79%
551	New and Used Car Dealers	\$351,135,500	\$484,500,000	\$133,364,500	38%
552	Used Car Dealers	\$67,991,190	\$10,800,000	-\$57,191,190	-84%
553	Auto and Home Supply Stores	\$77,879,240	\$37,800,000	-\$40,079,240	-51%
554	Gasoline Service Stations	\$77,680,310	\$70,700,000	-\$6,980,309	-9%
555	Boat Dealers	\$7,296,442	\$0	-\$7,296,442	-100%
556	Recreational Vehicle Dealers	\$10,997,950	\$15,400,000	\$4,402,052	40%
557	Motorcycle Dealers	\$10,705,870	\$5,600,000	-\$5,105,869	-48%
559	Automotive Dealers, NEC	\$16,285,360	\$1,000,000	-\$15,285,360	-94%
561	Men's and Boys' Clothing Stores	\$8,061,373	\$0	-\$8,061,373	-100%
562	Women's Clothing Stores	\$10,323,800	\$4,300,000	-\$6,023,799	-58%
563	Women's Accessory and Specialty Stores	\$1,601,697	\$0	-\$1,601,697	-100%
564	Children's and Infants' Wear	\$2,697,387	\$400,000	-\$2,297,387	-85%
565	Family Clothing Stores	\$11,196,880	\$4,300,000	-\$6,896,877	-62%

Summary Table (continued)

566	Shoe Stores	\$14,047,410	\$5,700,000	-\$8,347,408	-59%
569	Miscellaneous Apparel and Accessory Stores	\$7,526,948	\$1,400,000	-\$6,126,948	-81%
571	Home Furniture and Furnishing	\$70,998,810	\$17,300,000	-\$53,698,810	-76%
572	Household Appliance Stores	\$14,577,890	\$2,800,000	-\$11,777,890	-81%
573	Radio, TV, and Computer Stores	\$147,892,100	\$94,500,000	-\$53,392,080	-36%
5812	Eating Places	\$300,050,100	\$205,900,000	-\$94,150,100	-31%
5813	Drinking Places	\$10,570,880	\$1,600,000	-\$8,970,881	-85%
591	Drug Stores and Proprietary	\$60,420,820	\$34,900,000	-\$25,520,820	-42%
592	Liquor Stores	\$6,585,191	\$1,200,000	-\$5,385,191	-82%
593	Used Merchandise Stores	\$14,161,080	\$7,100,000	-\$7,061,082	-50%
5941	Sporting Goods, Bicycle and Gun Stores	\$10,875,590	\$11,000,000	\$124,410	1%
5942	Book Stores	\$5,234,525	\$1,700,000	-\$3,534,524	-68%
5943	Stationery Stores	\$19,197,470	\$6,900,000	-\$12,297,470	-64%
5944	Jewelry Stores	\$8,118,999	\$2,700,000	-\$5,418,999	-67%
5945	Hobby, Toy and Game Shops	\$8,777,360	\$5,200,000	-\$3,577,360	-41%
5946	Camera and Photography Supply Stores	\$608,629	\$0	-\$608,629	-100%
5947	Gift, Novelty and Souvenir Shops	\$10,550,360	\$6,400,000	-\$4,150,357	-39%
5948	Luggage and Leather Goods Stores	\$427,066	\$0	-\$427,066	-100%
5949	Sewing, Needlework and Craft Stores	\$1,274,095	\$900,000	-\$374,095	-29%
596	Non-store Retailers	\$26,748,100	\$7,400,000	-\$19,348,100	-72%
598	Fuel and Ice Dealers	\$2,119,544	\$0	-\$2,119,544	-100%
5992	Florists	\$5,151,637	\$2,500,000	-\$2,651,637	-51%
5993	Tobacco Stores and Stands	\$917,285	\$500,000	-\$417,285	-45%
5994	News Dealers and Newsstands	\$1,296,198	\$100,000	-\$1,196,198	-92%
5995	Optical Goods Stores	\$4,674,839	\$1,600,000	-\$3,074,838	-66%
5999	Miscellaneous Retail Stores, NEC	\$92,656,060	\$40,000,000	-\$52,656,050	-57%
TOTALS		\$2,240,673,000	\$1,489,500,000	-\$751,172,400	LEAKAGE

Leakage Summary

SIC	RETAIL SECTOR	LEAKAGE AMOUNT
521	Lumber and Other Building Materials	-\$14,412,980
523	Paint, Glass and Wallpaper	-\$10,905,950
525	Hardware Stores	-\$6,876,984
526	Retail Nurseries and Garden	-\$17,957,790
527	Mobile Home Dealers	-\$4,381,671
53	General Merchandise Stores	-\$79,986,750
541	Grocery Stores	-\$175,355,400
542	Meat and Fish Markets	-\$11,420,280
543	Fruit and Vegetable Markets	-\$4,318,228
544	Candy, Nut and Confection Stores	-\$307,785
545	Dairy Products Stores	-\$325,234
546	Retail Bakeries	-\$2,757,327
549	Miscellaneous Food Stores	-\$16,954,110
552	Used Car Dealers	-\$57,191,190
553	Auto and Home Supply Stores	-\$40,079,240
554	Gasoline Service Stations	-\$6,980,309
555	Boat Dealers	-\$7,296,442
557	Motorcycle Dealers	-\$5,105,869
559	Automotive Dealers, NEC	-\$15,285,360
561	Men's and Boys' Clothing Stores	-\$8,061,373
562	Women's Clothing Stores	-\$6,023,799
563	Women's Accessory and Specialty Stores	-\$1,601,697
564	Children's and Infants' Wear	-\$2,297,387
565	Family Clothing Stores	-\$6,896,877
566	Shoe Stores	-\$8,347,408
569	Miscellaneous Apparel and Accessory Stores	-\$6,126,948
571	Home Furniture and Furnishing	-\$53,698,810
572	Household Appliance Stores	-\$11,777,890
573	Radio, TV, and Computer Stores	-\$53,392,080
5812	Eating Places	-\$94,150,100
5813	Drinking Places	-\$8,970,881
591	Drug Stores and Proprietary	-\$25,520,820
592	Liquor Stores	-\$5,385,191
593	Used Merchandise Stores	-\$7,061,082
5942	Book Stores	-\$3,534,524
5943	Stationery Stores	-\$12,297,470
5944	Jewelry Stores	-\$5,418,999
5945	Hobby, Toy and Game Shops	-\$3,577,360
5946	Camera and Photography Supply Stores	-\$608,629
5947	Gift, Novelty and Souvenir Shops	-\$4,150,357
5948	Luggage and Leather Goods Stores	-\$427,066
5949	Sewing, Needlework and Craft Stores	-\$374,095
596	Non-store Retailers	-\$19,348,100
598	Fuel and Ice Dealers	-\$2,119,544
5992	Florists	-\$2,651,637
5993	Tobacco Stores and Stands	-\$417,285
5994	News Dealers and Newsstands	-\$1,196,198
5995	Optical Goods Stores	-\$3,074,838
5999	Miscellaneous Retail Stores, NEC	-\$52,656,050

Surplus Summary

SIC	RETAIL SECTOR	SURPLUS AMOUNT
551	New and Used Car Dealers.	\$133,364,500
556	Recreational Vehicle Dealers	\$4,402,052
5941	Sporting Goods, Bicycle and Gun Stores	\$124,410

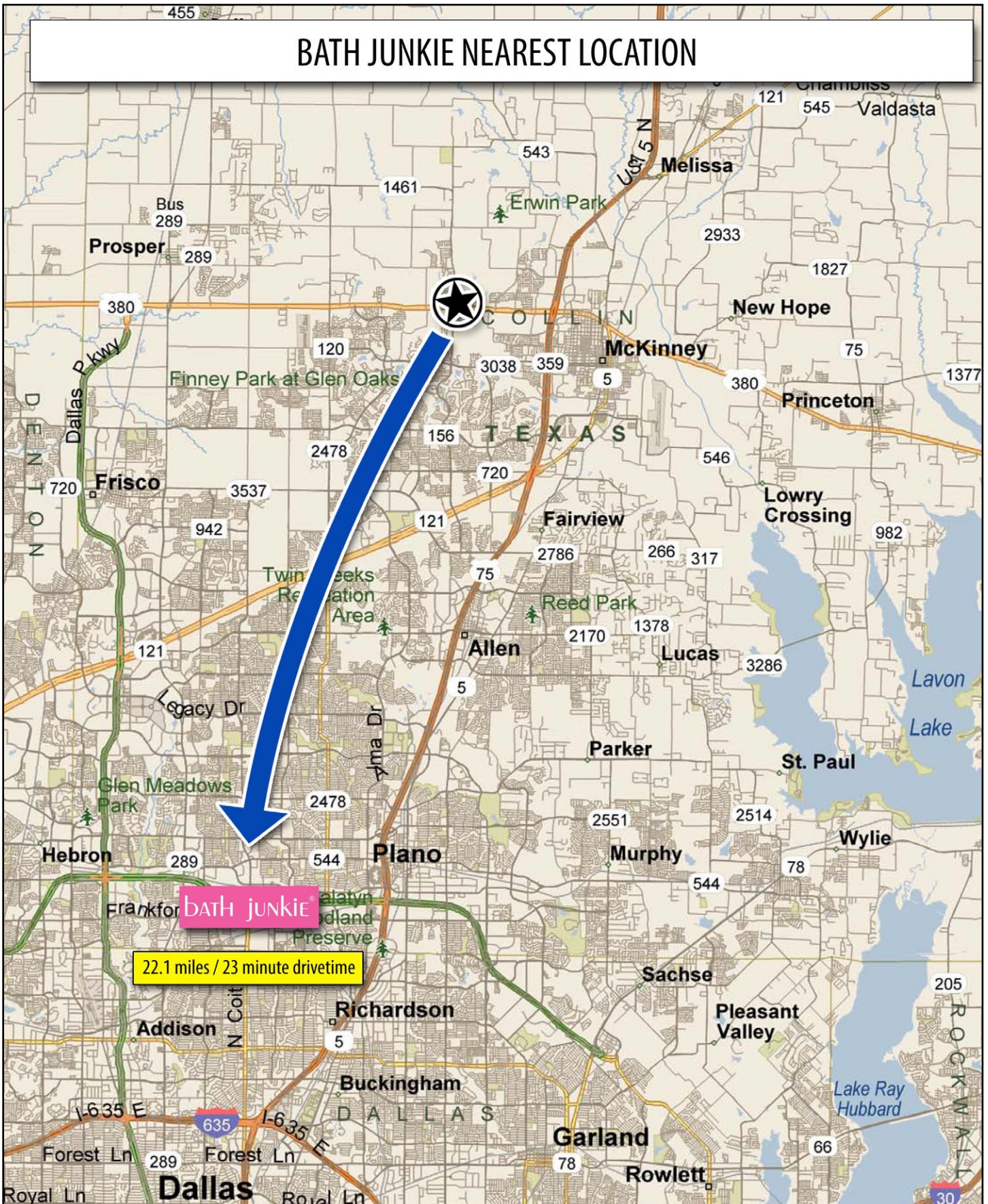
VII. Targeted Retailer List

Targeted Retailers

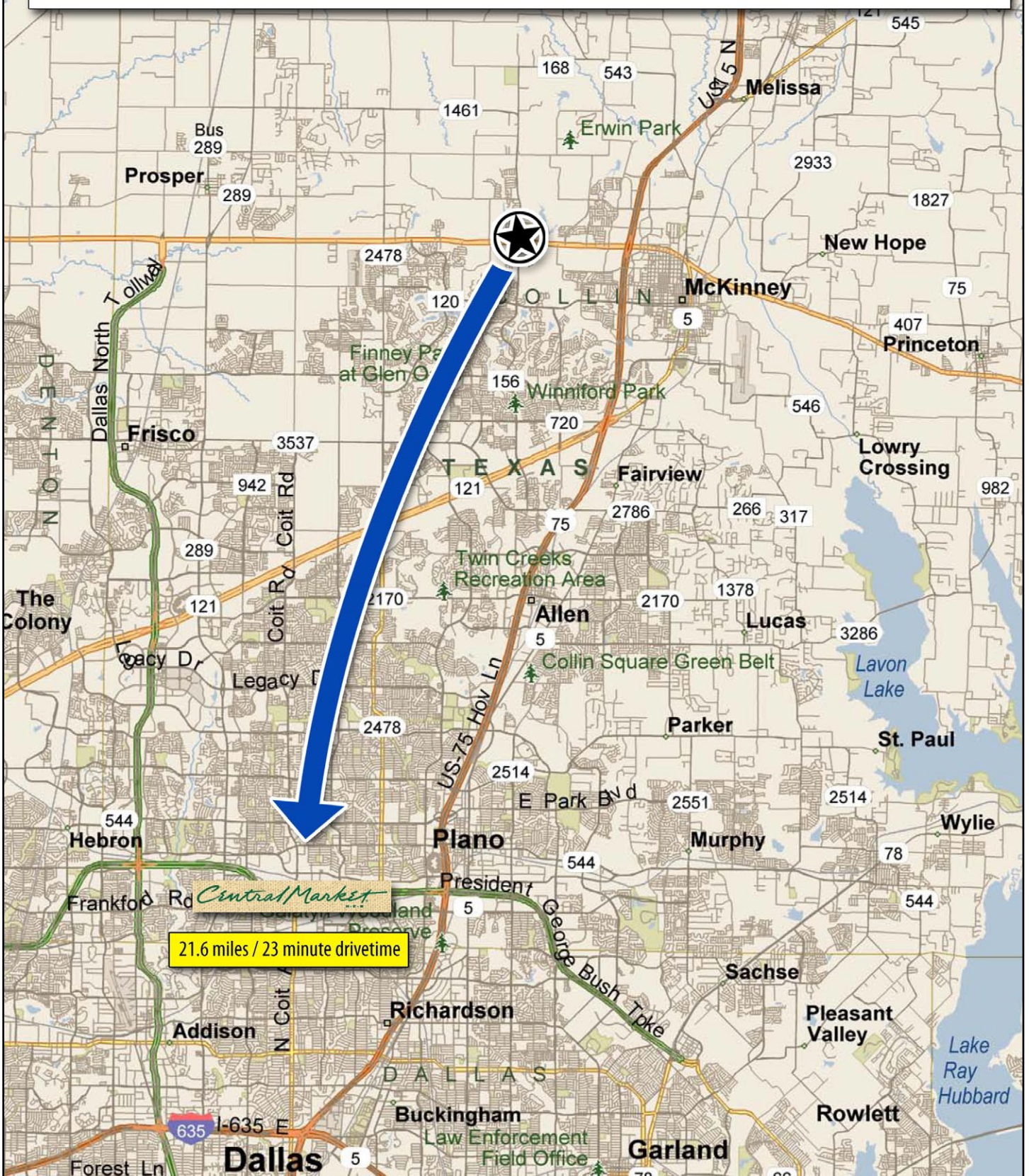
Bath Junkie
Central Market
Chuy's
Corner Bakery
Costco
Five Guys Burgers & Fries
Gigi's Cupcakes
Jos. A. Bank
Kroger Marketplace
Petco
Rosa's Café
Sprouts
Whole Foods
Yogurtville

VIII. Targeted Retailer Proximity Maps

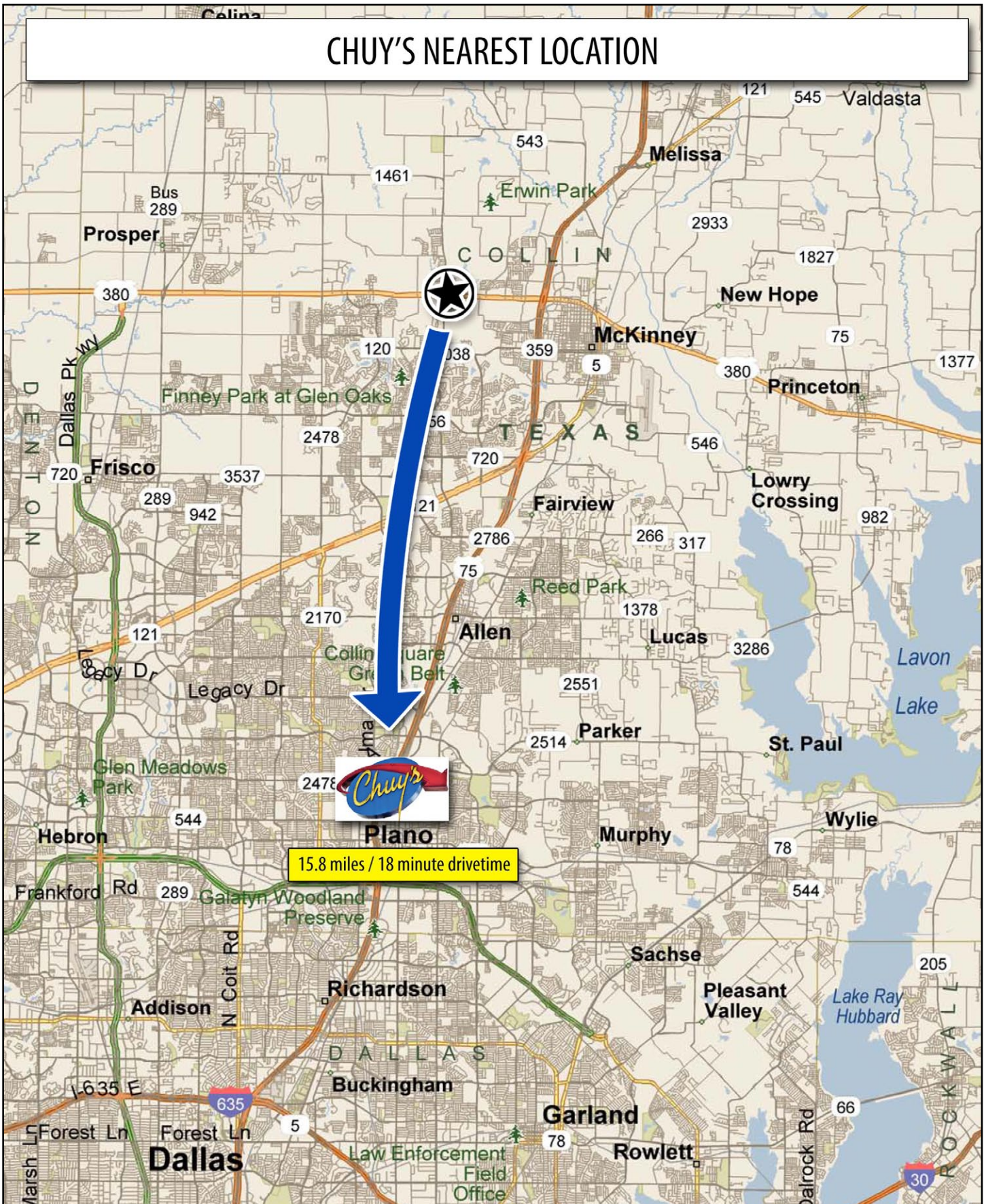
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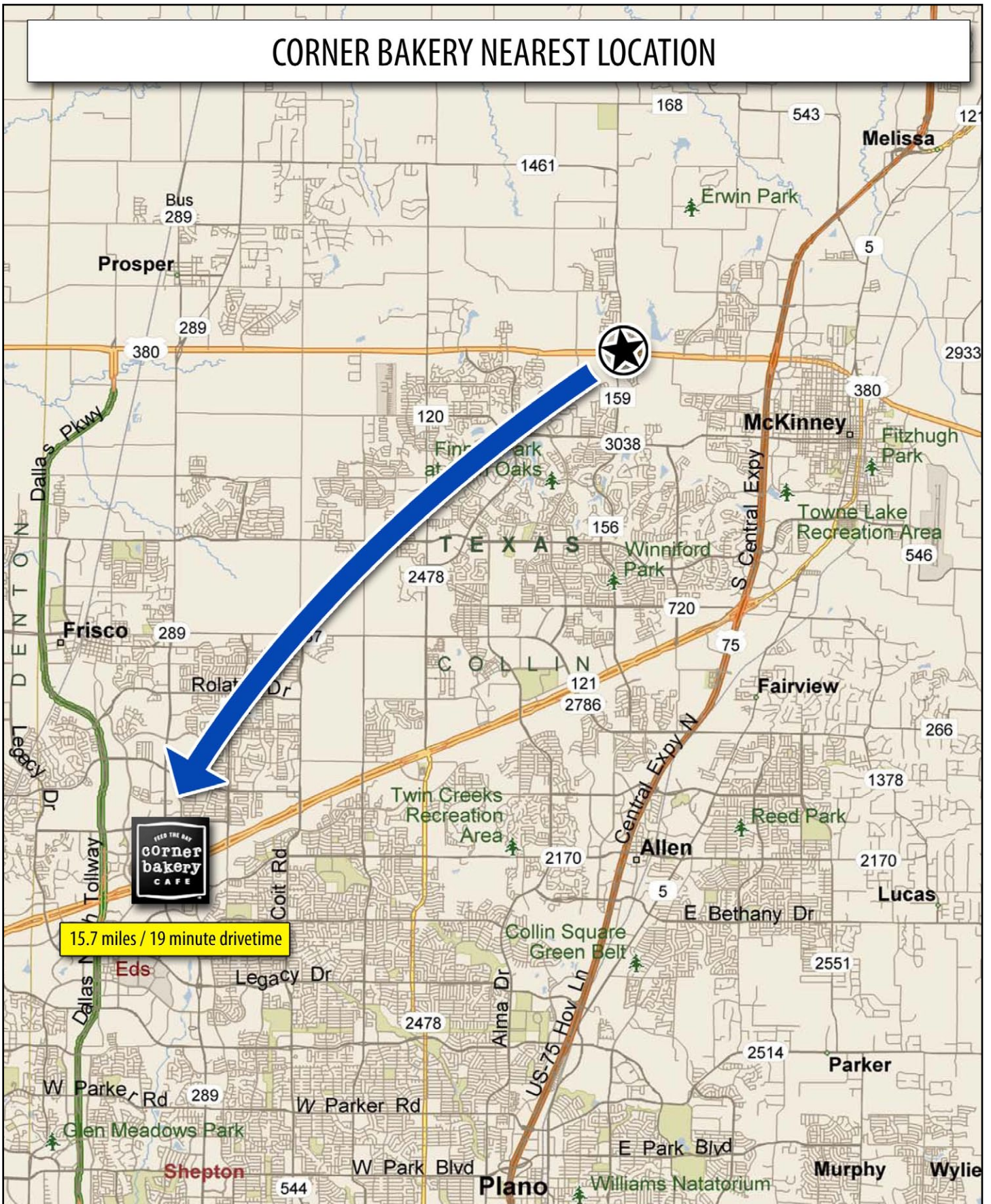
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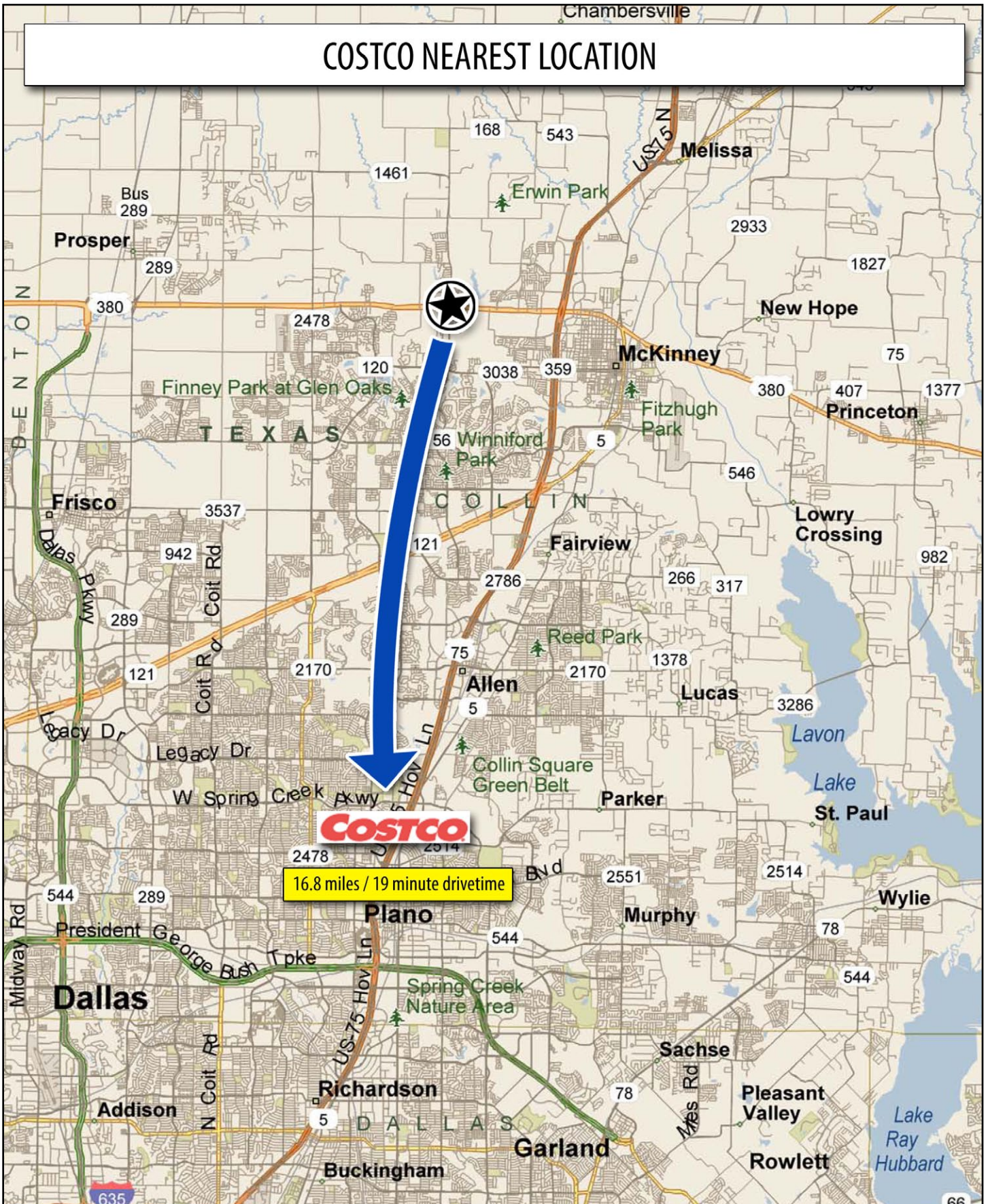
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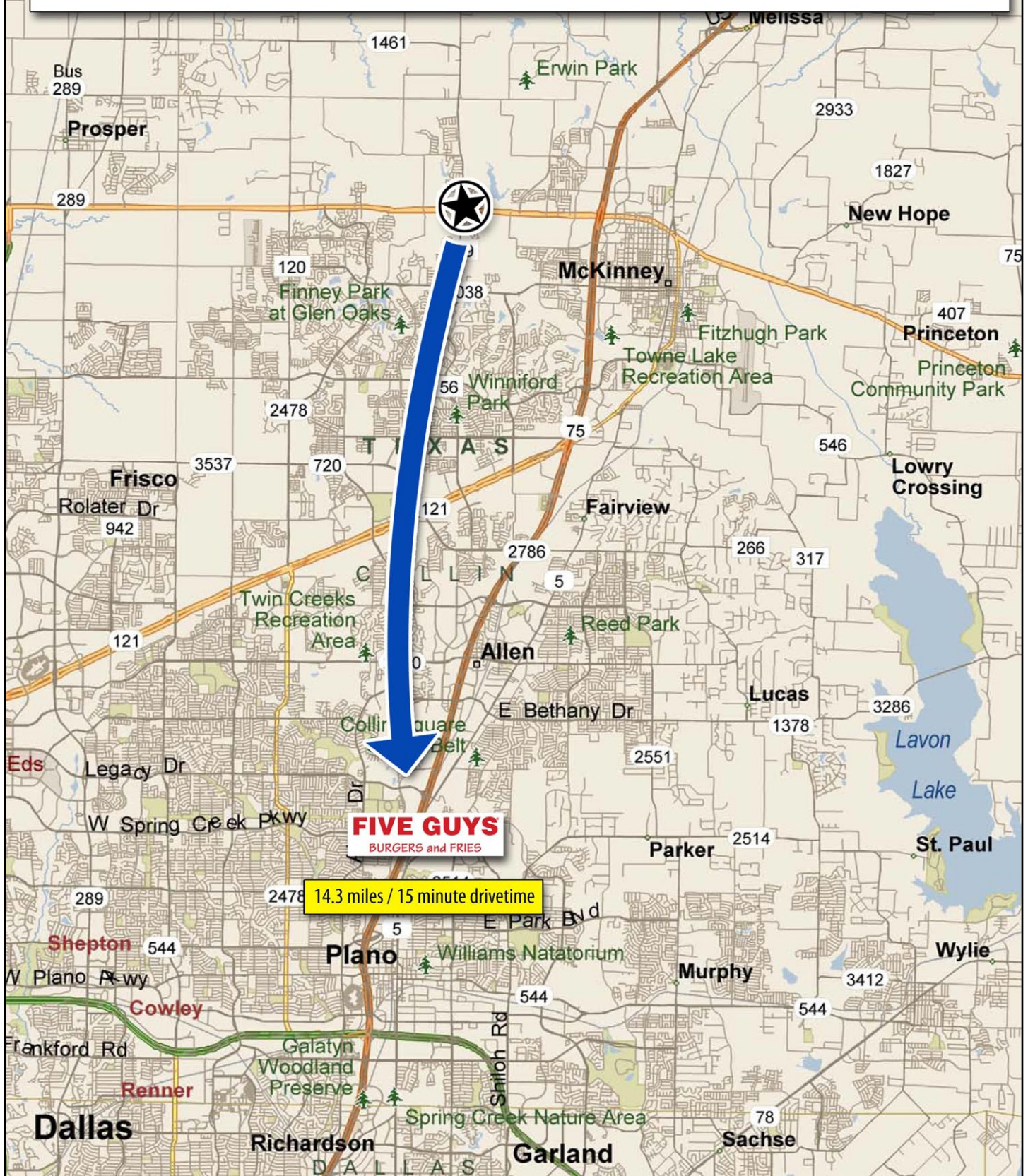
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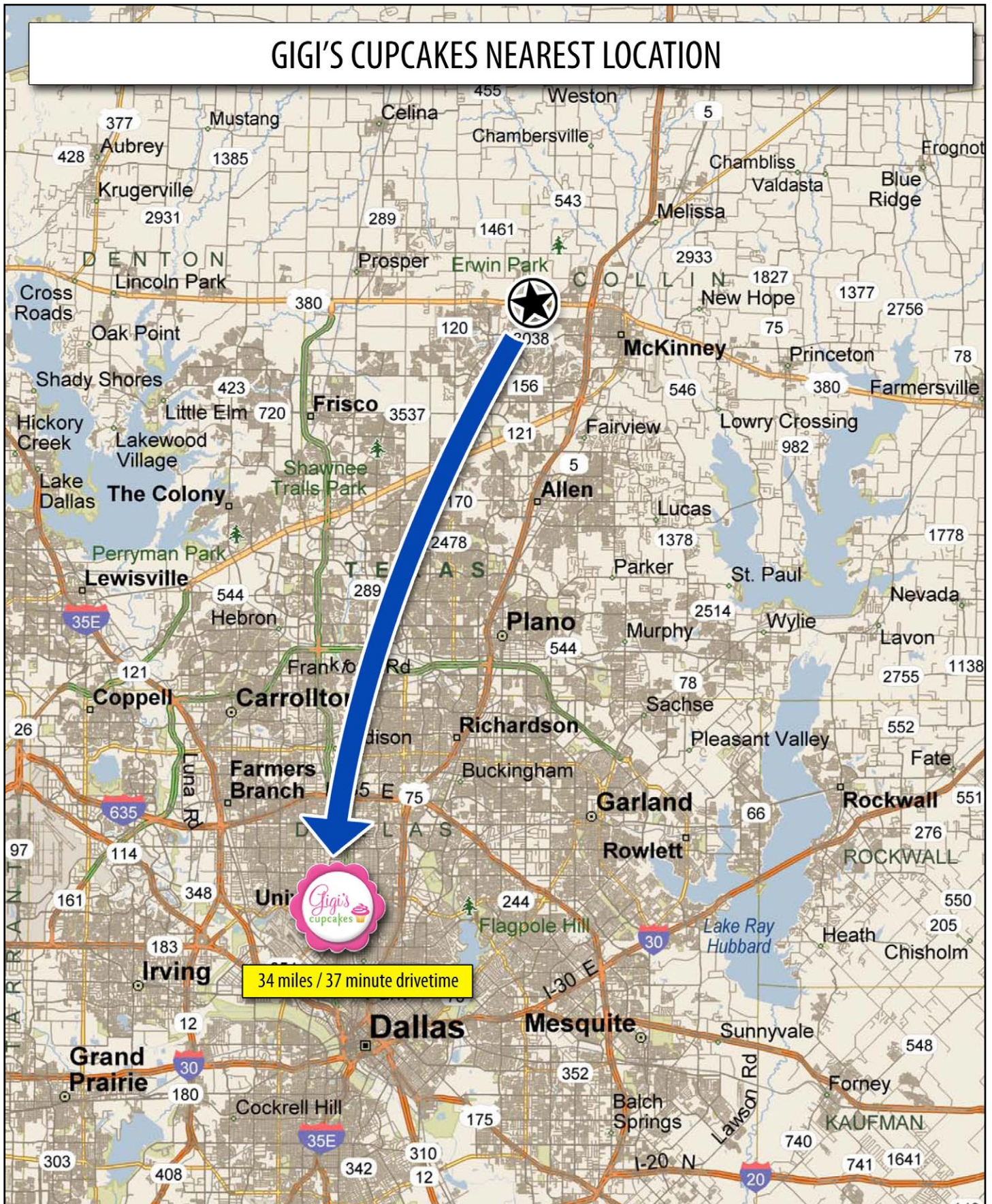
COSTCO NEAREST LOCATION



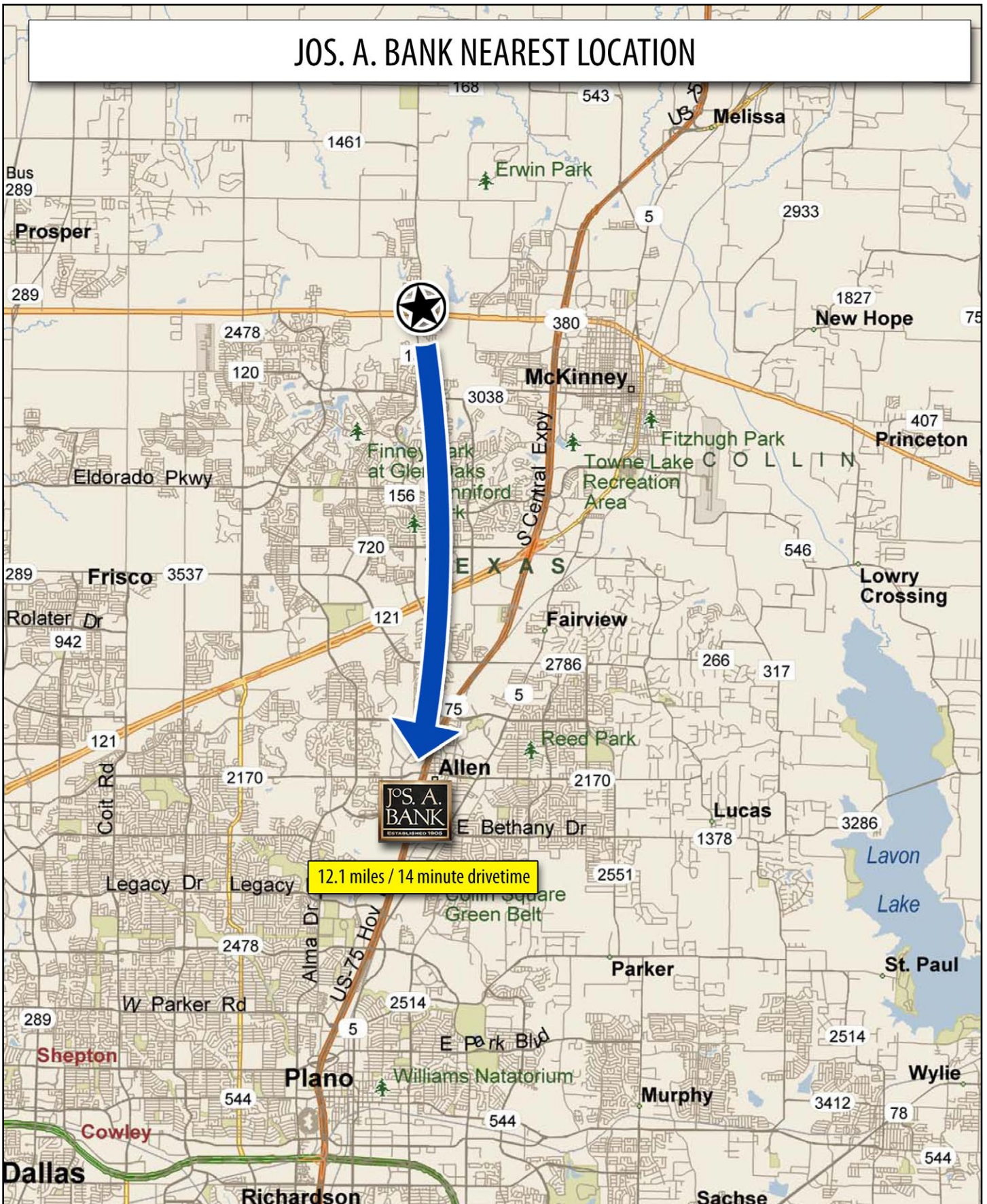
FIVE GUYS BURGERS & FRIES NEAREST LOCATION



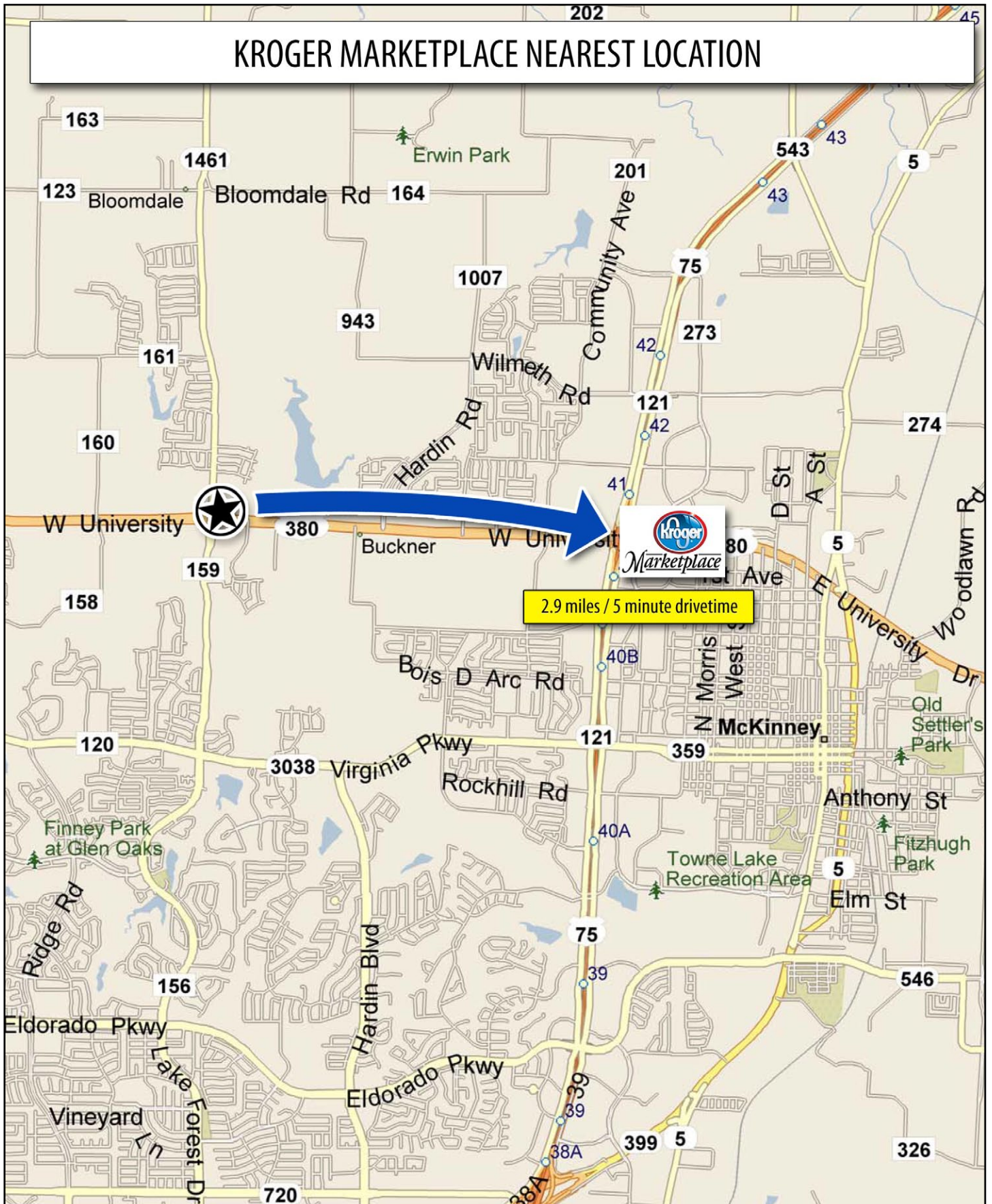
GIGI'S CUPCAKES NEAREST LOCATION	
Address	1234 Main St, Suite 100, Anytown, CA 90210
Phone Number	(555) 123-4567
Hours of Operation	Monday - Friday: 9:00 AM - 5:00 PM Saturday: 10:00 AM - 4:00 PM Sunday: Closed
Website	www.gigiscupcakes.com
Map Link	View Map



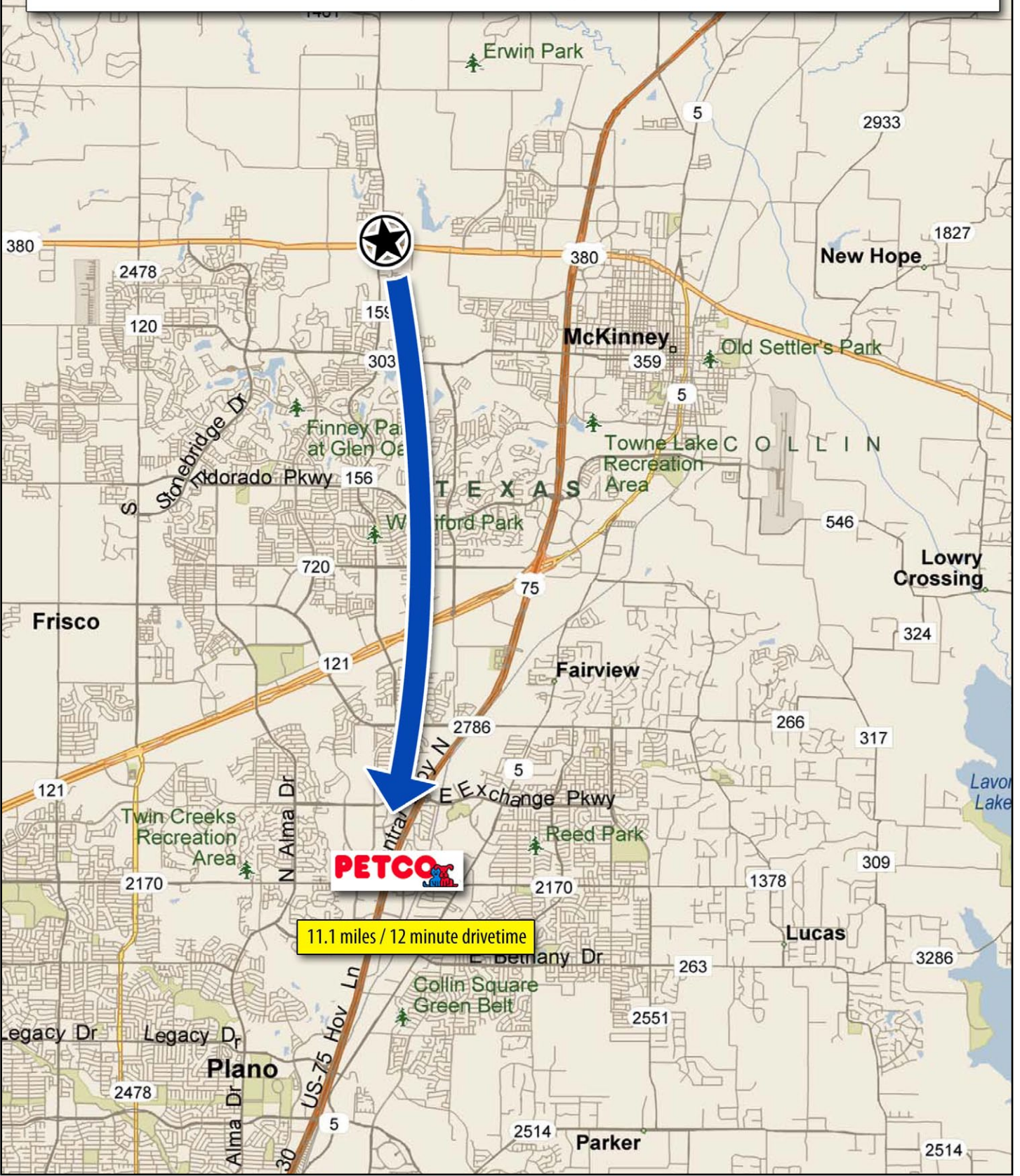
JOS. A. BANK NEAREST LOCATION



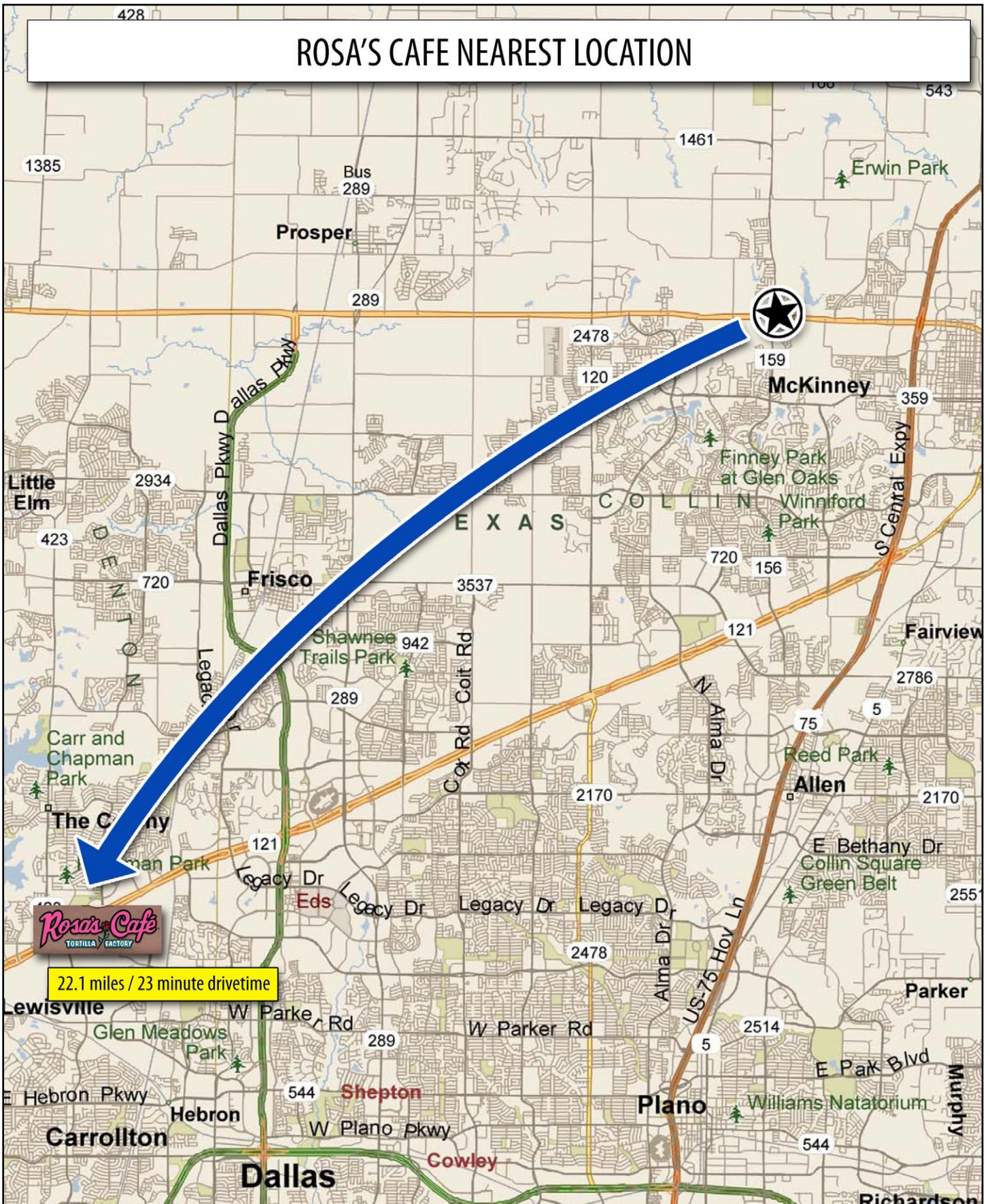
KROGER MARKETPLACE NEAREST LOCATION



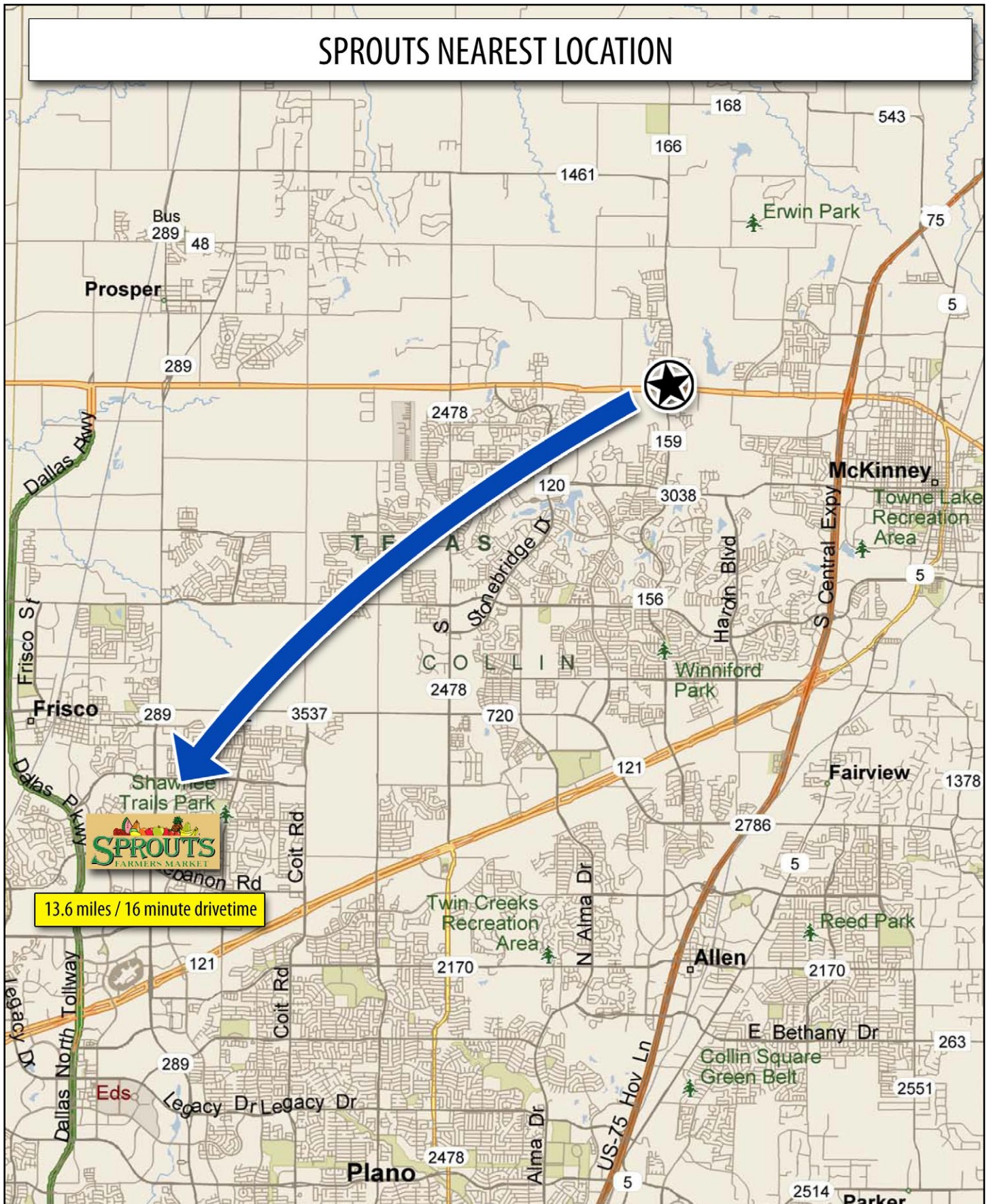
PETCO NEAREST LOCATION



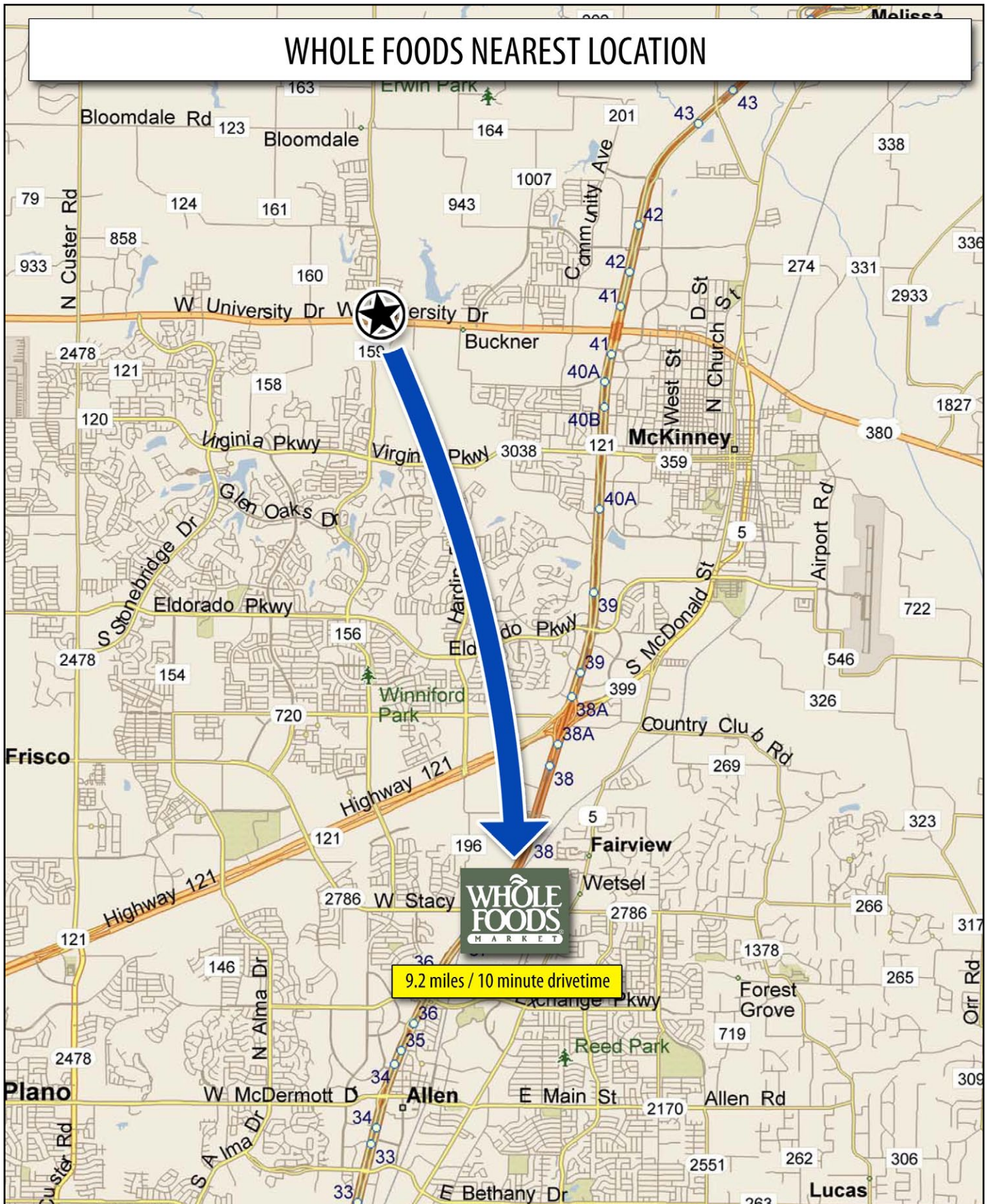
ROSA'S CAFE NEAREST LOCATION



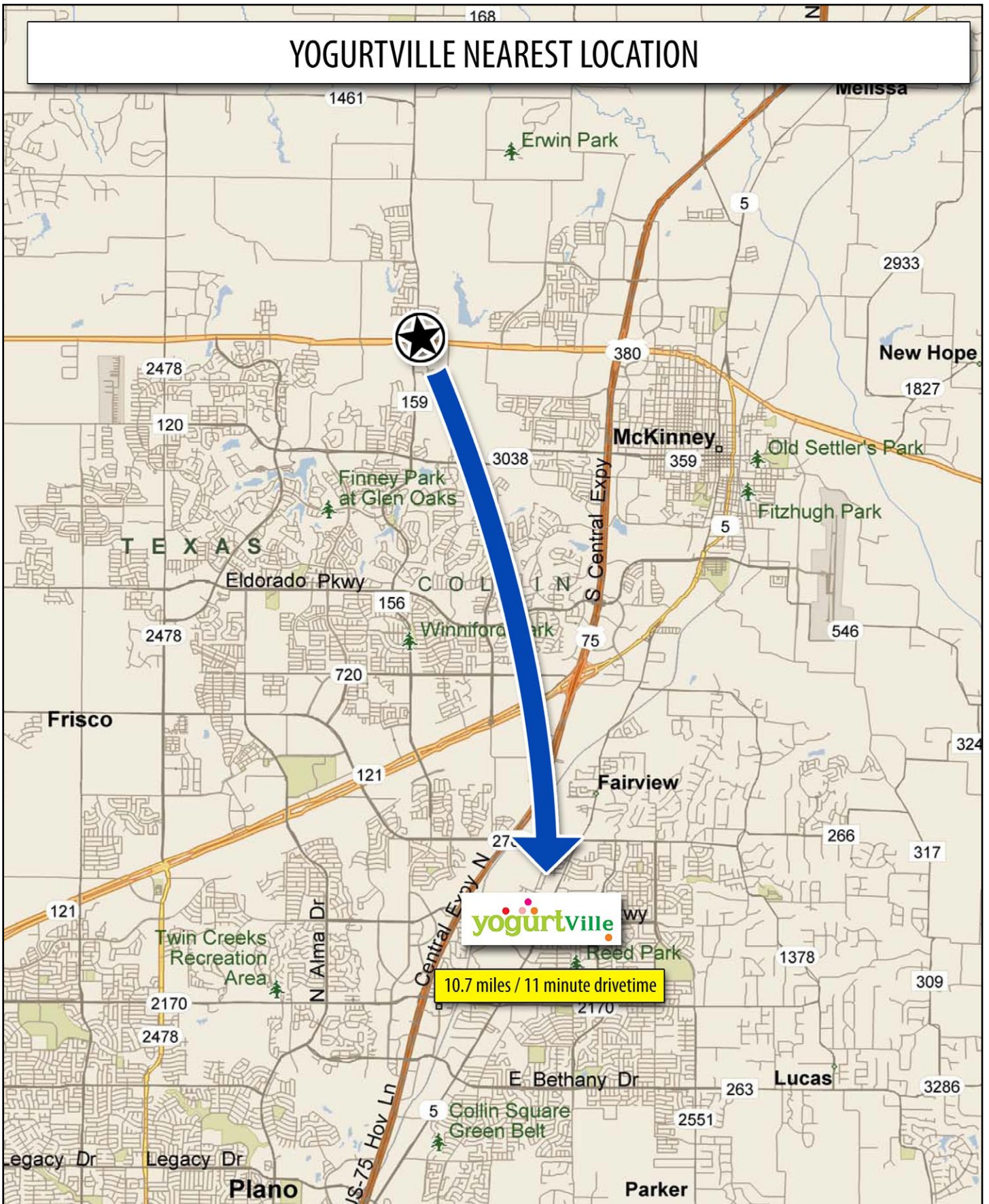
SPROUTS NEAREST LOCATION



WHOLE FOODS NEAREST LOCATION



YOGURTVILLE NEAREST LOCATION



IX. Area Retailer Maps



Hwy 5 Area

Pizza Patron

EXXON

GOODYEAR

O'Reilly

Phillips 66

AutoZone

CARQUEST

DOLLAR GENERAL

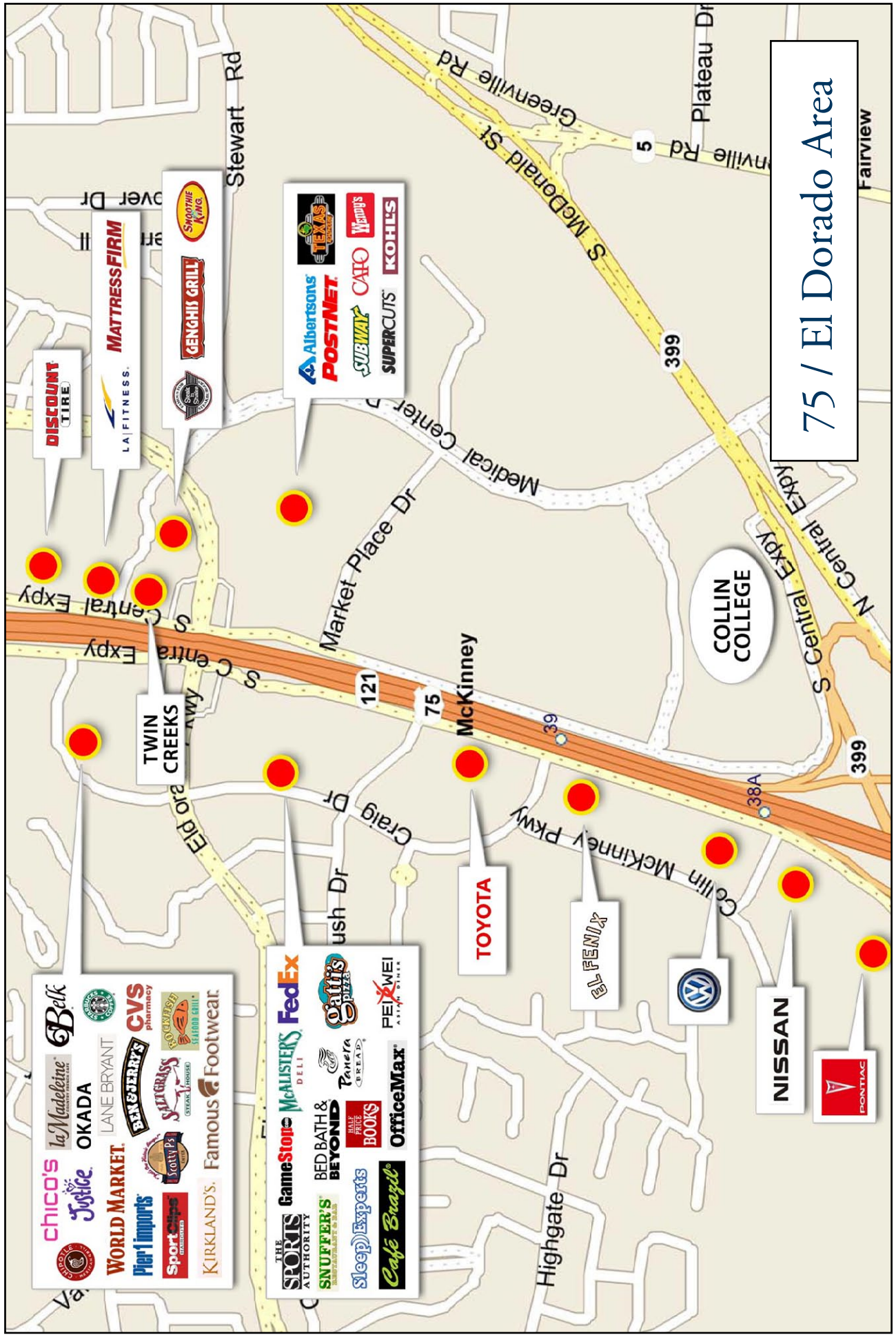
FAMILY DOLLAR

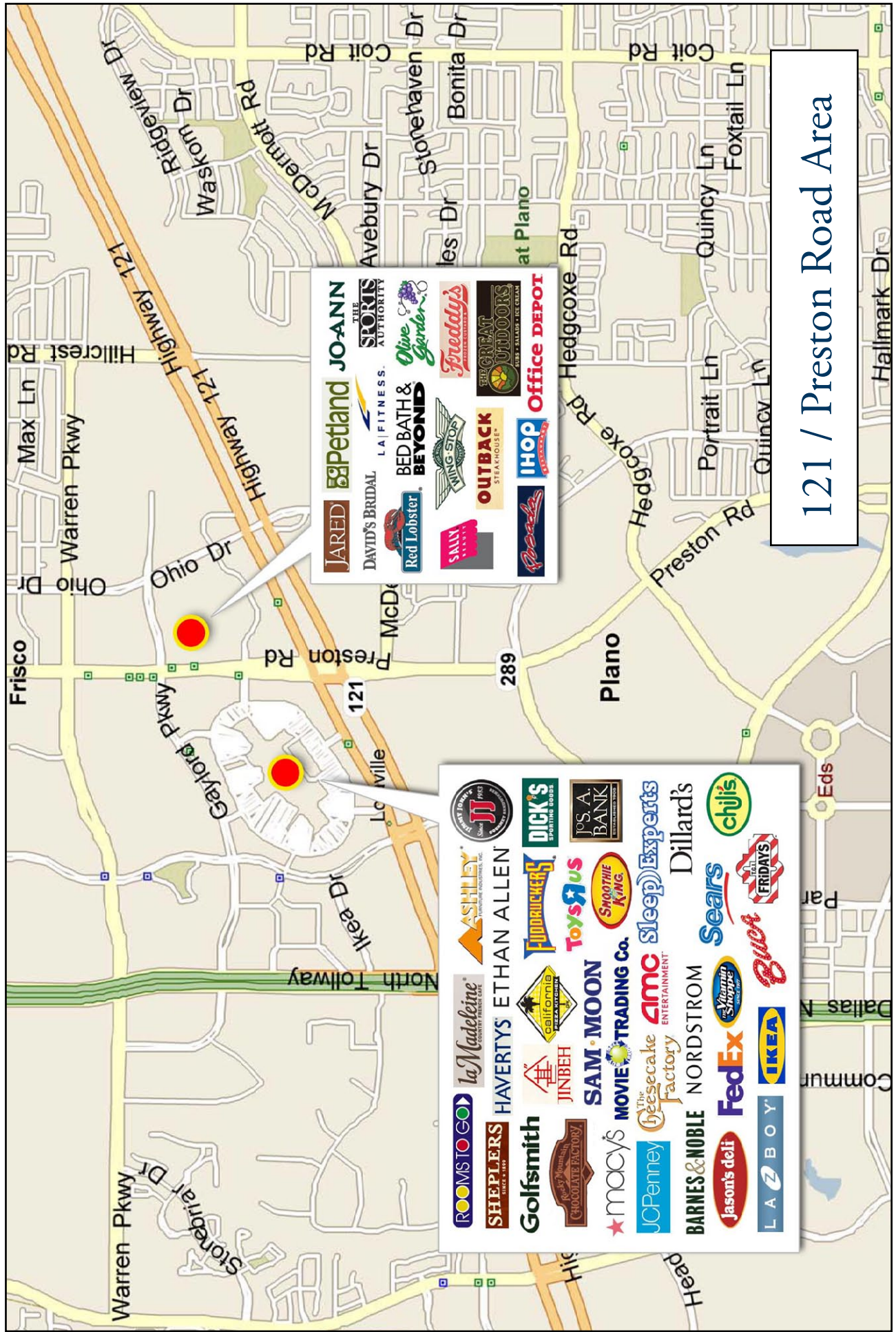
DOLLAR GENERAL

RaceTrac

C.R.

75 / El Dorado Area





JARED **Petland** **JO-ANN**
DAVID'S BRIDAL **LA FITNESS** **THE SPORTS AUTHORITY**
Red Lobster **BED BATH & BEYOND** **Olive Garden**
SALLY **WING STOP** **Fred's**
OUTBACK STEAKHOUSE **Office DEPOT**

ROOM TO GO **la Madeleine** **ASHLEY** **DICK'S** **J.S.A. BANK**
SHEPLERS **HAVERTY'S** **ETHAN ALLEN** **Furniture** **Toys R Us** **SMOOTHIE KING**
Golfsmith **JINBEH** **SAM MOON** **MOVIE TRADING Co.** **Sleep Experts** **Dillard's** **chj's**
Chocolate Factory **macys** **JCPenney** **The Geesecake Factory** **amc ENTERTAINMENT** **NORDSTROM** **Sears** **chj's**
BARNES & NOBLE **Jason's deli** **FedEx** **LA Z BOY** **IKEA** **FRIDAYS**

121 / Preston Road Area

A detailed map of the Collin Creek Mall area. The map shows several major roads including N Central Expy, US-75 Hov Ln, Plano, E Ave, G Ave, H Ave, I Ave, J Ave, K Ave, L Ave, M Ave, N Ave, O Ave, P Ave, Q Ave, R Ave, S Ave, T Ave, U Ave, V Ave, W Ave, X Ave, Y Ave, Z Ave, AAve, ABve, ACve, ADve, AEve, AFve, AGve, AHve, AIve, AJve, AKve, ALve, AMve, ANve, AOve, APve, AQve, ARve, ASve, ATve, AUve, AVve, AWve, AXve, AYve, AZve, BAve, BBve, BCve, BDve, BEve, BFve, BGve, BHve, BIve, BJve, BKve, BLve, BMve, BNve, BOve, BPve, BQve, BRve, BSve, BTve, BUve, BVve, BWve, BXve, BYve, BZve, CAve, CBve, CCve, CDve, CEve, CFve, CGve, CHve, CIve, CJve, CKve, CLve, CMve, CNve, COve, CPve, CQve, CRve, CSve, CTve, CUve, CVve, CWve, CXve, CYve, CZve, DAve, DBve, DCve, DDve, DEve, DFve, DGve, DHve, DIve, DJve, DKve, DLve, DMve, DNve, DOve, DPve, DQve, DRve, DSve, DTve, DUve, DVve, DWve, DXve, DYve, DZve, EAve, EBve, ECve, EDve, EEve, EFve, EGve, EHve, EIve, EJve, EKve, ELve, EMve, ENve, EOve, EPve, EQve, ERve, ESve, ETve, EUve, EVve, EWve, EXve, EYve, EZve, FAve, FBve, FCve, FDve, FEve, FFve, FGve, FHve, FIve, FJve, FKve, FLve, FMve, FNve, FOve, FPve, FQve, FRve, FSve, FTve, FUve, FVve, FWve, FXve, FYve, FZve, GAve, GBve, GCve, GDve, GEve, GFve, GGve, GHve, GIve, GJve, GKve, GLve, GMve, GNve, GOve, GPve, GQve, GRve, GSve, GTve, GUve, GVve, GWve, GXve, GYve, GZve, HAve, HBve, HCve, HDve, HEve, HFve, HGve, HHve, HIve, HJve, HKve, HLve, HMve, HNve, HOve, HPve, HQve, HRve, HSve, HTve, HUve, HVve, HWve, HXve, HYve, HZve, IAve, IBve, ICve, IDve, IEve, IFve, IGve, IHve, IIve, IJve, IKve, ILve, IMve, INve, IOve, IPve, IQve, IRve, ISve, ITve, IUve, IVve, IWve, IXve, IYve, IZve, JAve, JBve, JCve, JDve, JEve, JFve, JGve, JHve, JIve, JJve, JKve, JLve, JMve, JNve, JOve, JPve, JQve, JRve, JSve, JTve, JUve, JVve, JWve, JXve, JYve, JZve, KAve, KBve, KCve, KDve, KEve, KFve, KGve, KHve, KIve, KJve, KKve, KLve, KMve, KNve, KOve, KPve, KQve, KRve, KSve, KTve, KUve, KVve, KWve, KXve, KYve, KZve, LAve, LBve, LCve, LDve, LEve, LFve, LGve, LHve, LIve, LJve, LKve, LLve, LMve, LNve, LOve, LPve, LQve, LRve, LSve, LTve, LUve, LVve, LWve, LXve, LYve, LZve, MAve, MBve, MCve, MDve, MEve, MFve, MGve, MHve, MIve, MJve, MKve, MLve, MMve, MNve, MOve, MPve, MQve, MRve, MSve, MTve, MUve, MVve, MWve, MXve, MYve, MZve, NAve, NBve, NCve, NDve, NEve, NFve, NGve, NHve, NIve, NJve, NKve, NLve, NMve, NNve, NOve, NPve, NQve, NRve, NSve, NTve, NUve, NVve, NWve, NXve, NYve, NZve, OAve, OBve, OCve, ODve, OEve, OFve, OGve, OHve, OIve, OJve, OKve, OLve, OMve, ONve, OOve, OPve, OQve, ORve, OSve, OTve, OUve, OVve, OWve, OXve, OYve, OZve, PAve, PBve, PCve, PDve, PEve, PFve, PGve, PHve, PIve, PJve, PKve, PLve, PMve, PNve, POve, PPve, PQve, PRve, PSve, PTve, PUve, PVve, PWve, PXve, PYve, PZve, QAve, QBve, QCve, QDve, QEve, QFve, QGve, QHve, QIve, QJve, QKve, QLve, QMve, QNve, QOve, QPve, QQve, QRve, QSve, QTve, QUve, QVve, QWve, QXve, QYve, QZve, RAve, RBve, RCve, RDve, REve, RFve, RGve, RHve, RIve, RJve, RKve, RLve, RMve, RNve, ROve, RPve, RQve, RRve, RSve, RTve, RUve, RVve, RWve, RXve, RYve, RZve, SAve, SBve, SCve, SDve, SEve, SFve, SGve, SHve, SIve, SJve, SKve, SLve, SMve, SNve, SOve, SPve, SQve, SRve, SSve, STve, SUve, SVve, SWve, SXve, SYve, SZve, TAve, TBve, TCve, TDve, TEve, TFve, TGve, THve, TIve, TJve, TKve, TLve, TMve, TNve, TOve, TPve, TQve, TRve, TSve, TTve, TUve, TVve, TWve, TXve, TYve, TZve, UAve, UBve, UCve, UDve, UEve, UFve, UGve, UHve, UIve, UJve, UKve, ULve, UMve, UNve, UOve, UPve, UQve, URve, USve, UTve, UUve, UVve, UWve, UXve, UYve, UZve, VAve, VBve, VCve, VDve, VEve, VFve, VGve, VHve, VIve, VJve, VKve, VLve, VMve, VNve, VOve, VPve, VQve, VRve, VSve, VTve, VUve, VVve, VWve, VXve, VYve, VZve, WAve, WBve, WCve, WDve, WEve, WFve, WGve, WHve, WIve, WJve, WKve, WLve, WMve, WNve, WOve, WPve, WQve, WRve, WSve, WTve, WUve, WVve, WWve, WXve, WYve, WZve, XAve, XBve, XCve, XDve, XEve, XFve, XGve, XHve, XIve, XJve, XKve, XLve, XMve, XNve, XOve, XPve, XQve, XRve, XSve, XTve, XUve, XVve, XWve, XXve, XYve, XZve, YAve, YBve, YCve, YDve, YEve, YFve, YGve, YHve, YIve, YJve, YKve, YLve, YMve, YNve, YOve, YPve, YQve, YRve, YSve, YTve, YUve, YVve, YWve, YXve, YYve, YZve, ZAve, ZBve, ZCve, ZDve, ZEve, ZFve, ZGve, ZHve, ZIve, ZJve, ZKve, ZLve, ZMve, ZNve, ZOve, ZPve, ZQve, ZRve, ZSve, ZTve, ZUve, ZVve, ZWve, ZXve, ZYve, ZZve.

The map features a central brown area labeled "Collin Creek Mall". To the north of the mall are several red circular markers indicating business locations, each with a callout box containing the business name: "HOOTERS", "DISCOUNT TIRE", "Bassett", "Golfsmith", "EL FENIX", and "THE SPORTS AUTHORITY". Below the mall, there are more red circular markers with callouts for "HOOTERS" and "Olive Garden". The map also shows various streets such as "N Central Expy", "US-75 Hov Ln", "Plano", "E Ave", "G Ave", "H Ave", "I Ave", "J Ave", "K Ave", "L Ave", "M Ave", "N Ave", "O Ave", "P Ave", "Q Ave", "R Ave", "S Ave", "T Ave", "U Ave", "V Ave", "W Ave", "X Ave", "Y Ave", "Z Ave", "AAve", "ABve", "ACve", "ADve", "AEve", "AFve", "AGve", "AHve", "AIve", "AJve", "AKve", "ALve", "AMve", "ANve", "AOve", "APve", "AQve", "ARve", "ASve", "ATve", "AUve", "AVve", "AWve", "AXve", "AYve", "AZve", "BAve", "BBve", "BCve", "BDve", "BEve", "BFve", "BGve", "BHve", "BIve", "BJve", "BKve", "BLve", "BMve", "BNve", "BOve", "BPve", "BQve", "BRve", "BSve", "BTve", "BUve", "BVve", "BWve", "BXve", "BYve", "BZve", "CAve", "CBve", "CCve", "CDve", "CEve", "CFve", "CGve", "CHve", "CIve", "CJve", "CKve", "CLve", "CMve", "CNve", "COve", "CPve", "CQve", "CRve", "CSve", "CTve", "CUve", "CVve", "CWve", "CXve", "CYve", "CZve", "DAve", "DBve", "DCve", "DDve", "DEve", "DFve", "DGve", "DHve", "DIve", "DJve", "DKve", "DLve", "DMve", "DNve", "DOve", "DPve", "DQve", "DRve", "DSve", "DTve", "DUve", "DVve", "DWve", "DXve", "DYve", "DZve", "EAve", "EBve", "ECve", "EDve", "EEve", "EFve", "EGve", "EHve", "EIve", "EJve", "EKve", "ELve", "EMve", "ENve", "EOve", "EPve", "EQve", "ERve", "ESve", "ETve", "EUve", "EVve", "EWve", "EXve", "EYve", "EZve", "FAve", "FBve", "FCve", "FDve", "FEve", "FFve", "FGve", "FHve", "FIve", "FJve", "FKve", "FLve", "FMve", "FNve", "FOve", "FPve", "FQve", "FRve", "FSve", "FTve", "FUve", "FVve", "FWve", "FXve", "FYve", "FZve", "GAve", "GBve", "GCve", "GDve", "GEve", "GFve", "GGve", "GHve", "GIve", "GJve", "GKve", "GLve", "GMve", "GNve", "GOve", "GPve", "GQve", "GRve", "GSve", "GTve", "GUve", "GVve", "GWve", "GXve", "GYve", "GZve", "HAve", "HBve", "HCve", "HDve", "HEve", "HFve", "HGve", "HHve", "HIve", "HJve", "HKve", "HLve", "HMve", "HNve", "HOve", "HPve", "HQve", "HRve", "HSve", "HTve", "HUve", "HVve", "HWve", "HXve", "HYve", "HZve", "IAve", "IBve", "ICve", "IDve", "IEve", "IFve", "IGve", "IHve", "IIve", "IJve", "IKve", "ILve", "IMve", "INve", "IOve", "IPve", "IQve", "IRve", "ISve", "ITve", "IUve", "IVve", "IWve", "IXve", "IYve", "IZve", "JAve", "JBve", "JCve", "JDve", "JEve", "JFve", "JGve", "JHve", "JIve", "JJve", "JKve", "JLve", "JMve", "JNve", "JOve", "JPve", "JQve", "JRve", "JSve", "JTve", "JUve", "JVve", "JWve", "JXve", "JYve", "JZve", "KAve", "KBve", "KCve", "KDve", "KEve", "KFve", "KGve", "KHve", "KIve", "KJve", "KLve", "KMve", "KNve", "KOve", "KPve", "KQve", "KRve", "KSve", "KTve", "KUve", "KVve", "KWve", "KXve", "KYve", "KZve", "LAve", "LBve", "LCve", "LDve", "LEve", "LFve", "LGve", "LHve", "LIve", "LJve", "LKve", "LLve", "LMve", "LNve", "LOve", "LPve", "LQve", "LRve", "LSve", "LTve", "LUve", "LVve", "LWve", "LXve", "LYve", "LZve", "MAve", "MBve", "MCve", "MDve", "MEve", "MFve", "MGve", "MHve", "MIve", "MJve", "MKve", "MLve", "MMve", "MNve", "MOve", "MPve", "MQve", "MRve", "MSve", "MTve", "MUve", "MVve", "MWve", "MXve", "MYve", "MZve", "NAve", "NBve", "NCve", "NDve", "NEve", "NFve", "NGve", "NHve", "NIve", "NJve", "NKve", "NLve", "NMve", "NNve", "NOve", "NPve", "NQve", "NRve", "NSve", "NTve", "NUve", "NVve", "NWve", "NXve", "NYve", "NZve", "OAve", "OBve", "OCve", "ODve", "OEve", "OFve", "OGve", "OHve", "OIve", "OJve", "OKve", "OLve", "OMve", "ONve", "OOve", "OPve", "OQve", "ORve", "OSve", "OTve", "OUve", "OVve", "OWve", "OXve", "OYve", "OZve", "PAve", "PBve



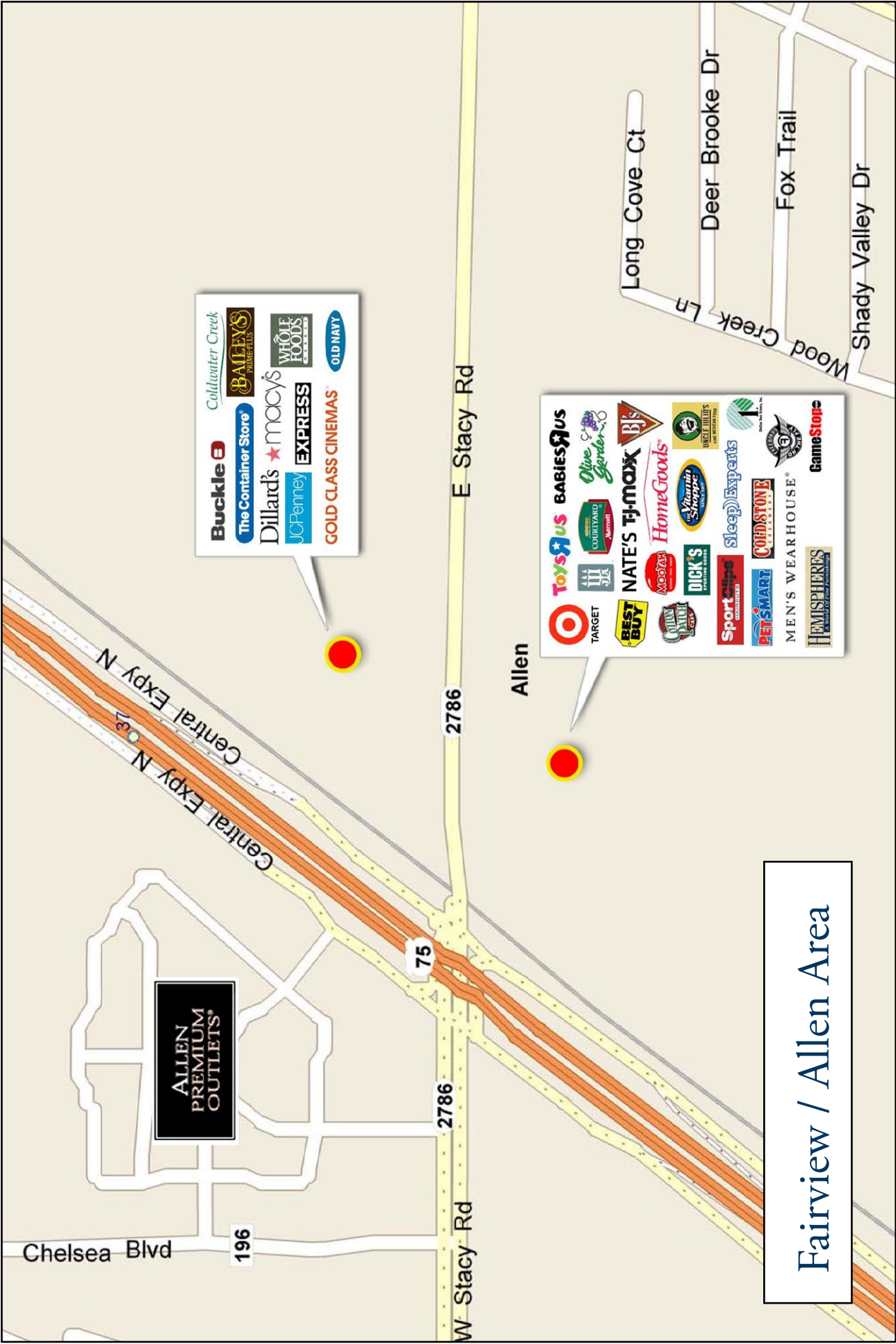
Allen / McDermott Area

St. Louis, Missouri

Businesses shown on the map include:

- IHOP
- Trinity Hall Irish Pub
- On the Border
- Holiday Inn Express
- Burger King
- Sally's
- Dickey's
- Wendy's
- Ralph & Keweenaw
- King of the Hill
- GameStop
- Lowe's
- Petco
- Staples
- Bath & Body Works
- RadioShack
- Payless Shoe Source
- Chuck E. Cheese's
- Chili's
- McDonald's
- Target
- Subway
- Harley-Davidson
- Jason's Deli
- Chick-fil-A
- UPS
- Fashion Bug
- Hallmark
- Starbucks
- Golden Chick
- Firehouse Subs
- Stacy
- Pei Wei
- GameStop
- Tom Thumb
- Equi Fitness
- Wendy's
- RadioShack
- Payless Shoe Source
- Chuck E. Cheese's
- Chili's
- McDonald's
- Target
- Subway
- Harley-Davidson
- Jason's Deli
- Chick-fil-A
- UPS
- Fashion Bug
- Hallmark
- Starbucks
- Golden Chick
- Firehouse Subs
- Stacy
- Pei Wei
- GameStop





Fairview / Allen Area

X. Appendices

A. 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 2009/2010, ESRI 2009/2010, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, Mediamark Research Inc. 2009/2010, 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.

B. 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	Draperies and Upholstery Stores
571400	Draperies and upholstery stores
57140000	Draperies and upholstery stores
571499	Draperies and upholstery stores, NEC
57149901	Curtains
57149902	Draperies
57149903	Slip covers
57149904	Upholstery materials
5719	Miscellaneous Home furnishings
571900	Miscellaneous home furnishings
57190000	Miscellaneous home furnishings
571901	Kitchenware
57190100	Kitchenware
57190101	Aluminum ware
57190102	China
57190103	Cookware, except aluminum
57190104	Crockery
57190105	Cutlery
57190106	Enamelware
57190107	Glassware
57190108	Metal ware

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