

**2828 E Trinity Mills Rd
Carrollton, TX 75006**

Site Type: Radius

**Latitude: 32.986933
Longitude: -96.85375
Radius: 0.5 mile**

Summary Demographics

2006 Population	3,779
2006 Households	1,856
2006 Median Disposable Income	\$49,284
2006 Per Capita Income	\$40,956

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$44,846,981	\$57,685,850	\$12,838,869	12.5	43
Total Retail Trade (NAICS 44-45)	\$39,569,585	\$49,349,106	\$9,779,521	11.0	31
Total Food & Drink (NAICS 722)	\$5,277,396	\$8,336,744	\$3,059,348	22.5	12

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$3,017,827	\$13,490,208	\$10,472,381	63.4	3
Automobile Dealers (NAICS 4411)	\$2,511,837	\$11,703,660	\$9,191,823	64.7	2
Other Motor Vehicle Dealers (NAICS 4412)	\$194,143	\$980,861	\$786,718	67.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$311,847	\$805,687	\$493,840	44.2	1
Furniture & Home Furnishings Stores (NAICS 442)	\$1,440,881	\$2,060,637	\$619,756	17.7	2
Furniture Stores (NAICS 4421)	\$636,843	\$1,167,397	\$530,554	29.4	1
Home Furnishings Stores (NAICS 4422)	\$804,038	\$893,240	\$89,202	5.3	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,805,450	\$1,572,260	\$-2,233,190	-41.5	7
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$697,672	\$1,569,597	\$871,925	38.5	2
Building Material and Supplies Dealers (NAICS 4441)	\$254,922	\$1,427,114	\$1,172,192	69.7	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$442,750	\$142,483	\$-300,267	-51.3	1
Food & Beverage Stores (NAICS 445)	\$11,482,332	\$10,696,091	\$-786,241	-3.5	3
Grocery Stores (NAICS 4451)	\$11,387,838	\$10,089,220	\$-1,298,618	-6.0	2
Specialty Food Stores (NAICS 4452)	\$94,494	\$141,315	\$46,821	19.9	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$0	\$465,556	\$465,556	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,189,221	\$1,622,908	\$433,687	15.4	2
Gasoline Stations (NAICS 447/4471)	\$6,637,485	\$6,044,196	\$-593,289	-4.7	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,264,869	\$3,293,961	\$2,029,092	44.5	3
Clothing Stores (NAICS 4481)	\$814,212	\$2,680,158	\$1,865,946	53.4	2
Shoe Stores (NAICS 4482)	\$325,024	\$379,422	\$54,398	7.7	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$125,633	\$234,381	\$108,748	30.2	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$635,608	\$935,043	\$299,435	19.1	2
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$635,608	\$481,496	\$-154,112	-13.8	2
Book, Periodical, and Music Stores (NAICS 4512)	\$0	\$453,547	\$453,547	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

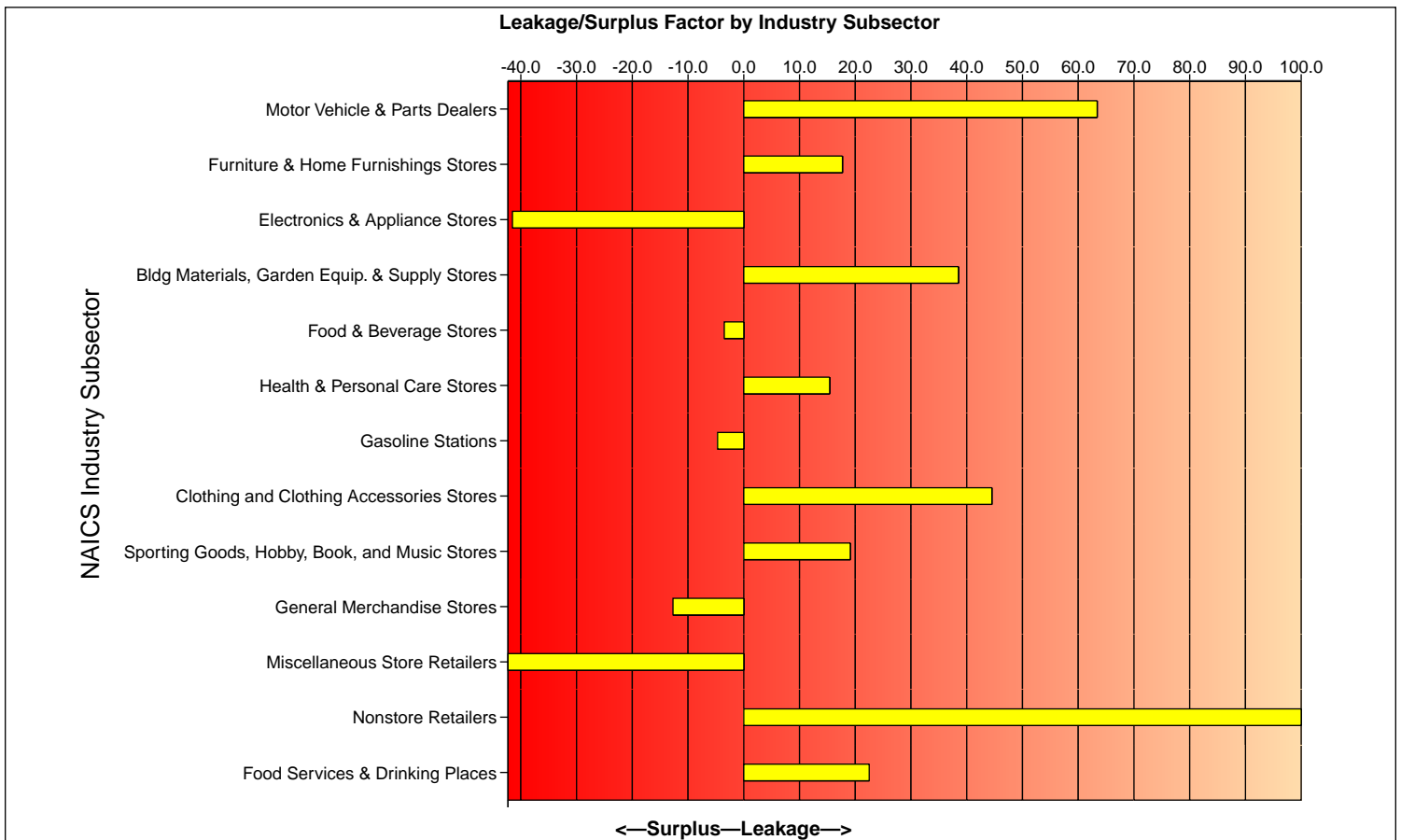
Source: ESRI and infoUSA®

2828 E Trinity Mills Rd
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Site Type: Radius

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Longitude: -96.85375
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Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$7,570,430	\$5,861,110	\$-1,709,320	-12.7	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$7,467,281	\$3,179,639	\$-4,287,642	-40.3	1
Other General Merchandise Stores (NAICS 4529)	\$103,149	\$2,681,471	\$2,578,322	92.6	0
Miscellaneous Store Retailers (NAICS 453)	\$1,827,810	\$741,778	\$-1,086,032	-42.3	4
Florists (NAICS 4531)	\$0	\$68,229	\$68,229	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$247,369	\$314,405	\$67,036	11.9	1
Used Merchandise Stores (NAICS 4533)	\$54,170	\$68,771	\$14,601	11.9	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,526,271	\$290,373	\$-1,235,898	-68.0	3
Nonstore Retailers (NAICS 454)	\$0	\$1,461,317	\$1,461,317	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$1,047,789	\$1,047,789	100.0	0
Vending Machine Operators (NAICS 4542)	\$0	\$178,919	\$178,919	100.0	0
Direct Selling Establishments (NAICS 4543)	\$0	\$234,609	\$234,609	100.0	0
Food Services & Drinking Places (NAICS 722)	\$5,277,396	\$8,336,744	\$3,059,348	22.5	12
Full-Service Restaurants (NAICS 7221)	\$1,600,023	\$3,776,556	\$2,176,533	40.5	0
Limited-Service Eating Places (NAICS 7222)	\$3,677,373	\$3,788,317	\$110,944	1.5	12
Special Food Services (NAICS 7223)	\$0	\$614,508	\$614,508	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$0	\$157,363	\$157,363	100.0	0



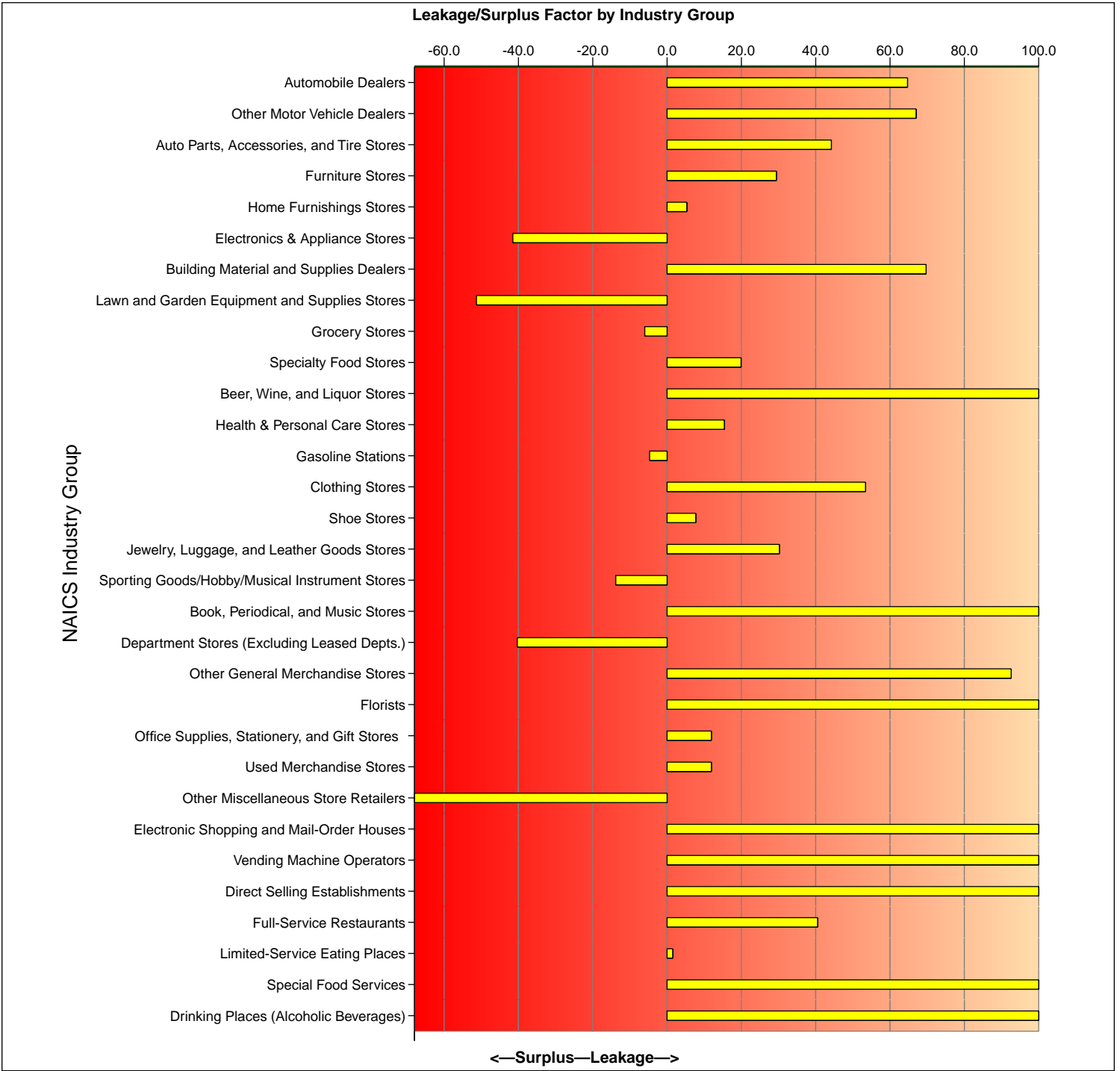
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Leakage/Surplus Factor by Industry Group



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Summary Demographics

2006 Population	16,460
2006 Households	8,411
2006 Median Disposable Income	\$50,201
2006 Per Capita Income	\$43,338

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$155,250,886	\$281,142,091	\$125,891,205	28.8	149
Total Retail Trade (NAICS 44-45)	\$133,630,613	\$241,007,972	\$107,377,359	28.7	101
Total Food & Drink (NAICS 722)	\$21,620,273	\$40,134,119	\$18,513,846	30.0	48

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$9,310,950	\$66,138,615	\$56,827,665	75.3	11
Automobile Dealers (NAICS 4411)	\$6,723,767	\$57,899,114	\$51,175,347	79.2	5
Other Motor Vehicle Dealers (NAICS 4412)	\$1,007,233	\$4,646,544	\$3,639,311	64.4	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,579,950	\$3,592,957	\$2,013,007	38.9	4
Furniture & Home Furnishings Stores (NAICS 442)	\$3,435,244	\$9,997,052	\$6,561,808	48.9	6
Furniture Stores (NAICS 4421)	\$1,191,717	\$5,677,281	\$4,485,564	65.3	2
Home Furnishings Stores (NAICS 4422)	\$2,243,527	\$4,319,771	\$2,076,244	31.6	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$11,155,714	\$7,669,779	\$-3,485,935	-18.5	21
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,800,445	\$7,575,681	\$5,775,236	61.6	5
Building Material and Supplies Dealers (NAICS 4441)	\$705,662	\$6,882,828	\$6,177,166	81.4	3
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,094,783	\$692,853	\$-401,930	-22.5	2
Food & Beverage Stores (NAICS 445)	\$29,365,943	\$49,476,705	\$20,110,762	25.5	8
Grocery Stores (NAICS 4451)	\$29,151,591	\$46,872,771	\$17,721,180	23.3	6
Specialty Food Stores (NAICS 4452)	\$152,076	\$601,295	\$449,219	59.6	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$62,276	\$2,002,639	\$1,940,363	94.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,496,885	\$7,449,532	\$2,952,647	24.7	7
Gasoline Stations (NAICS 447/4471)	\$22,760,499	\$29,288,734	\$6,528,235	12.5	9
Clothing and Clothing Accessories Stores (NAICS 448)	\$2,972,784	\$16,073,287	\$13,100,503	68.8	9
Clothing Stores (NAICS 4481)	\$1,829,800	\$13,136,289	\$11,306,489	75.5	6
Shoe Stores (NAICS 4482)	\$755,462	\$1,798,647	\$1,043,185	40.8	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$387,522	\$1,138,351	\$750,829	49.2	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,986,846	\$4,614,463	\$2,627,617	39.8	6
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,972,659	\$2,513,834	\$541,175	12.1	6
Book, Periodical, and Music Stores (NAICS 4512)	\$14,187	\$2,100,629	\$2,086,442	98.7	0

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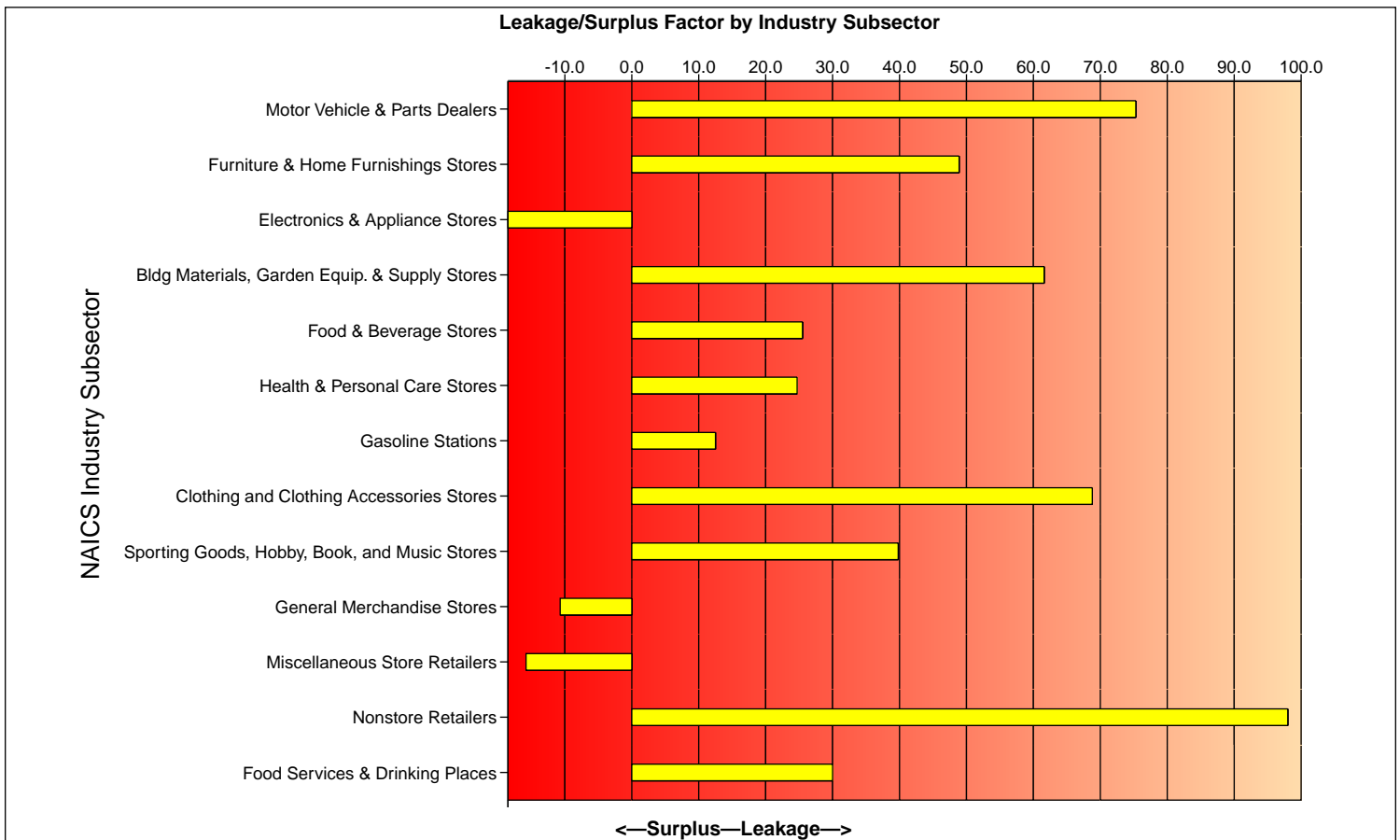
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Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$41,420,524	\$33,392,728	\$-8,027,796	-10.7	5
Department Stores Excluding Leased Depts.(NAICS 4521)	\$35,536,170	\$15,204,367	\$-20,331,803	-40.1	4
Other General Merchandise Stores (NAICS 4529)	\$5,884,354	\$18,188,361	\$12,304,007	51.1	1
Miscellaneous Store Retailers (NAICS 453)	\$4,866,147	\$3,540,409	\$-1,325,738	-15.8	14
Florists (NAICS 4531)	\$198,859	\$347,008	\$148,149	27.1	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$659,994	\$1,584,537	\$924,543	41.2	4
Used Merchandise Stores (NAICS 4533)	\$342,170	\$309,486	\$-32,684	-5.0	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,665,124	\$1,299,378	\$-2,365,746	-47.7	7
Nonstore Retailers (NAICS 454)	\$58,632	\$5,790,987	\$5,732,355	98.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$40,428	\$4,127,278	\$4,086,850	98.1	0
Vending Machine Operators (NAICS 4542)	\$0	\$642,848	\$642,848	100.0	0
Direct Selling Establishments (NAICS 4543)	\$18,204	\$1,020,861	\$1,002,657	96.5	0
Food Services & Drinking Places (NAICS 722)	\$21,620,273	\$40,134,119	\$18,513,846	30.0	48
Full-Service Restaurants (NAICS 7221)	\$5,180,454	\$18,354,965	\$13,174,511	56.0	1
Limited-Service Eating Places (NAICS 7222)	\$14,400,587	\$18,919,940	\$4,519,353	13.6	45
Special Food Services (NAICS 7223)	\$22,964	\$2,321,191	\$2,298,227	98.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,016,268	\$538,023	\$-1,478,245	-57.9	2



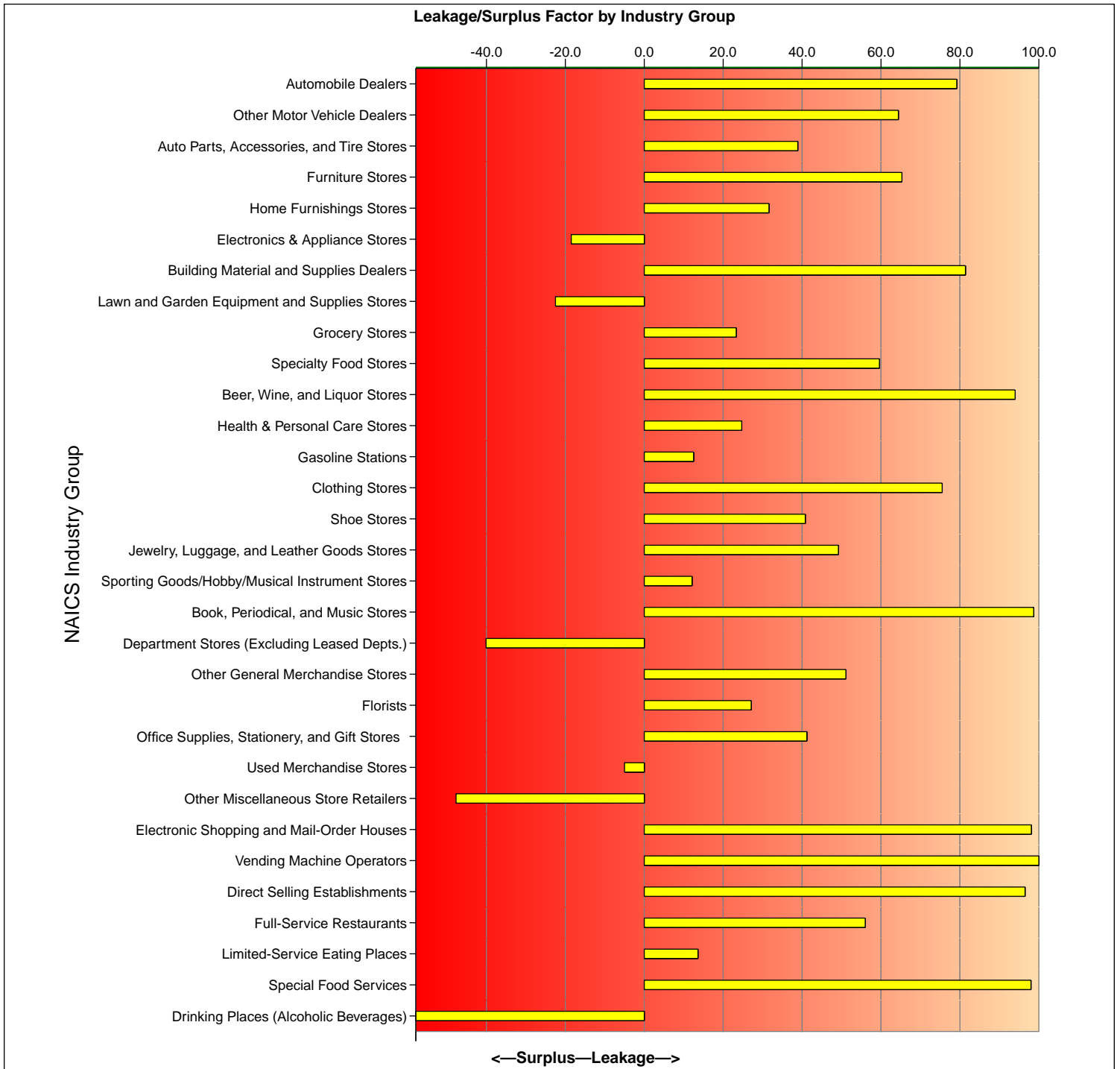
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Leakage/Surplus Factor by Industry Group



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Summary Demographics

2006 Population	45,787
2006 Households	22,732
2006 Median Disposable Income	\$50,908
2006 Per Capita Income	\$41,677

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$343,771,560	\$759,372,814	\$415,601,254	37.7	362
Total Retail Trade (NAICS 44-45)	\$285,582,538	\$651,861,027	\$366,278,489	39.1	258
Total Food & Drink (NAICS 722)	\$58,189,022	\$107,511,787	\$49,322,765	29.8	104

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$33,860,145	\$179,732,376	\$145,872,231	68.3	26
Automobile Dealers (NAICS 4411)	\$27,083,888	\$157,223,047	\$130,139,159	70.6	14
Other Motor Vehicle Dealers (NAICS 4412)	\$4,591,674	\$12,632,962	\$8,041,288	46.7	7
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,184,583	\$9,876,367	\$7,691,784	63.8	5
Furniture & Home Furnishings Stores (NAICS 442)	\$9,922,791	\$27,340,804	\$17,418,013	46.7	13
Furniture Stores (NAICS 4421)	\$4,977,858	\$15,479,983	\$10,502,125	51.3	5
Home Furnishings Stores (NAICS 4422)	\$4,944,933	\$11,860,821	\$6,915,888	41.2	8
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$40,483,716	\$20,901,342	\$-19,582,374	-31.9	58
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$15,922,078	\$20,923,456	\$5,001,378	13.6	27
Building Material and Supplies Dealers (NAICS 4441)	\$14,256,096	\$19,096,212	\$4,840,116	14.5	22
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,665,982	\$1,827,244	\$161,262	4.6	5
Food & Beverage Stores (NAICS 445)	\$37,057,101	\$132,480,393	\$95,423,292	56.3	17
Grocery Stores (NAICS 4451)	\$35,673,375	\$125,344,284	\$89,670,909	55.7	11
Specialty Food Stores (NAICS 4452)	\$484,256	\$1,705,427	\$1,221,171	55.8	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$899,470	\$5,430,682	\$4,531,212	71.6	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$11,205,458	\$19,741,627	\$8,536,169	27.6	13
Gasoline Stations (NAICS 447/4471)	\$37,225,061	\$78,850,290	\$41,625,229	35.9	13
Clothing and Clothing Accessories Stores (NAICS 448)	\$10,464,285	\$43,268,196	\$32,803,911	61.1	26
Clothing Stores (NAICS 4481)	\$8,088,409	\$35,344,316	\$27,255,907	62.8	18
Shoe Stores (NAICS 4482)	\$922,366	\$4,871,053	\$3,948,687	68.2	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,453,510	\$3,052,827	\$1,599,317	35.5	6
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$5,494,878	\$12,179,501	\$6,684,623	37.8	19
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,907,450	\$6,663,357	\$2,755,907	26.1	12
Book, Periodical, and Music Stores (NAICS 4512)	\$1,587,428	\$5,516,144	\$3,928,716	55.3	7

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

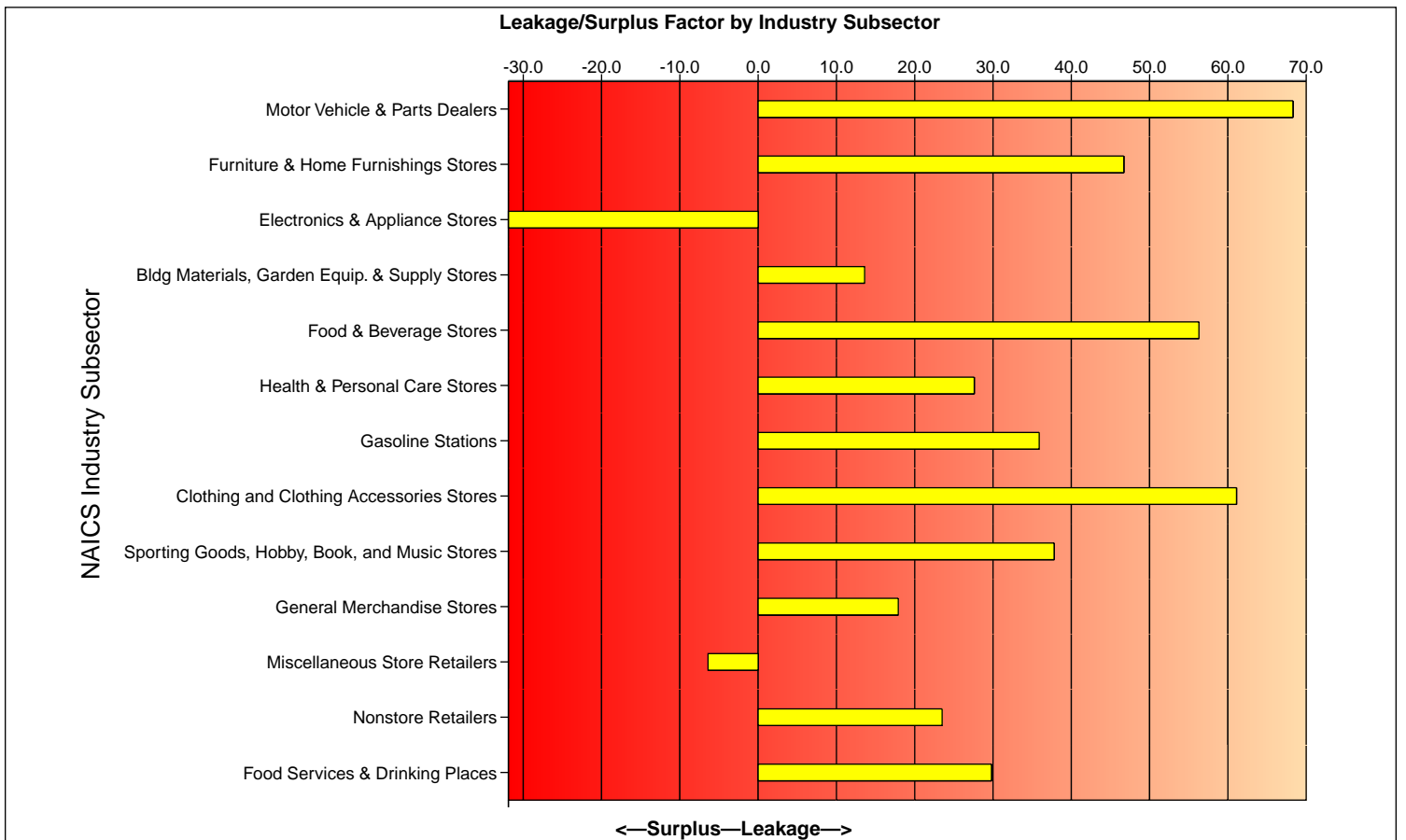
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Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$62,061,797	\$89,109,697	\$27,047,900	17.9	7
Department Stores Excluding Leased Depts.(NAICS 4521)	\$35,786,562	\$40,010,113	\$4,223,551	5.6	4
Other General Merchandise Stores (NAICS 4529)	\$26,275,235	\$49,099,584	\$22,824,349	30.3	3
Miscellaneous Store Retailers (NAICS 453)	\$10,891,210	\$9,580,746	\$-1,310,464	-6.4	37
Florists (NAICS 4531)	\$875,298	\$990,440	\$115,142	6.2	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,190,791	\$4,190,865	\$2,000,074	31.3	12
Used Merchandise Stores (NAICS 4533)	\$1,510,074	\$844,794	\$-665,280	-28.3	5
Other Miscellaneous Store Retailers (NAICS 4539)	\$6,315,047	\$3,554,647	\$-2,760,400	-28.0	17
Nonstore Retailers (NAICS 454)	\$10,994,018	\$17,752,599	\$6,758,581	23.5	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$2,174,001	\$12,721,869	\$10,547,868	70.8	1
Vending Machine Operators (NAICS 4542)	\$195,429	\$2,057,977	\$1,862,548	82.7	0
Direct Selling Establishments (NAICS 4543)	\$8,624,588	\$2,972,753	\$-5,651,835	-48.7	1
Food Services & Drinking Places (NAICS 722)	\$58,189,022	\$107,511,787	\$49,322,765	29.8	104
Full-Service Restaurants (NAICS 7221)	\$14,770,892	\$47,604,648	\$32,833,756	52.6	2
Limited-Service Eating Places (NAICS 7222)	\$39,010,294	\$51,094,400	\$12,084,106	13.4	98
Special Food Services (NAICS 7223)	\$1,891,991	\$7,162,425	\$5,270,434	58.2	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,515,845	\$1,650,314	\$-865,531	-20.8	3



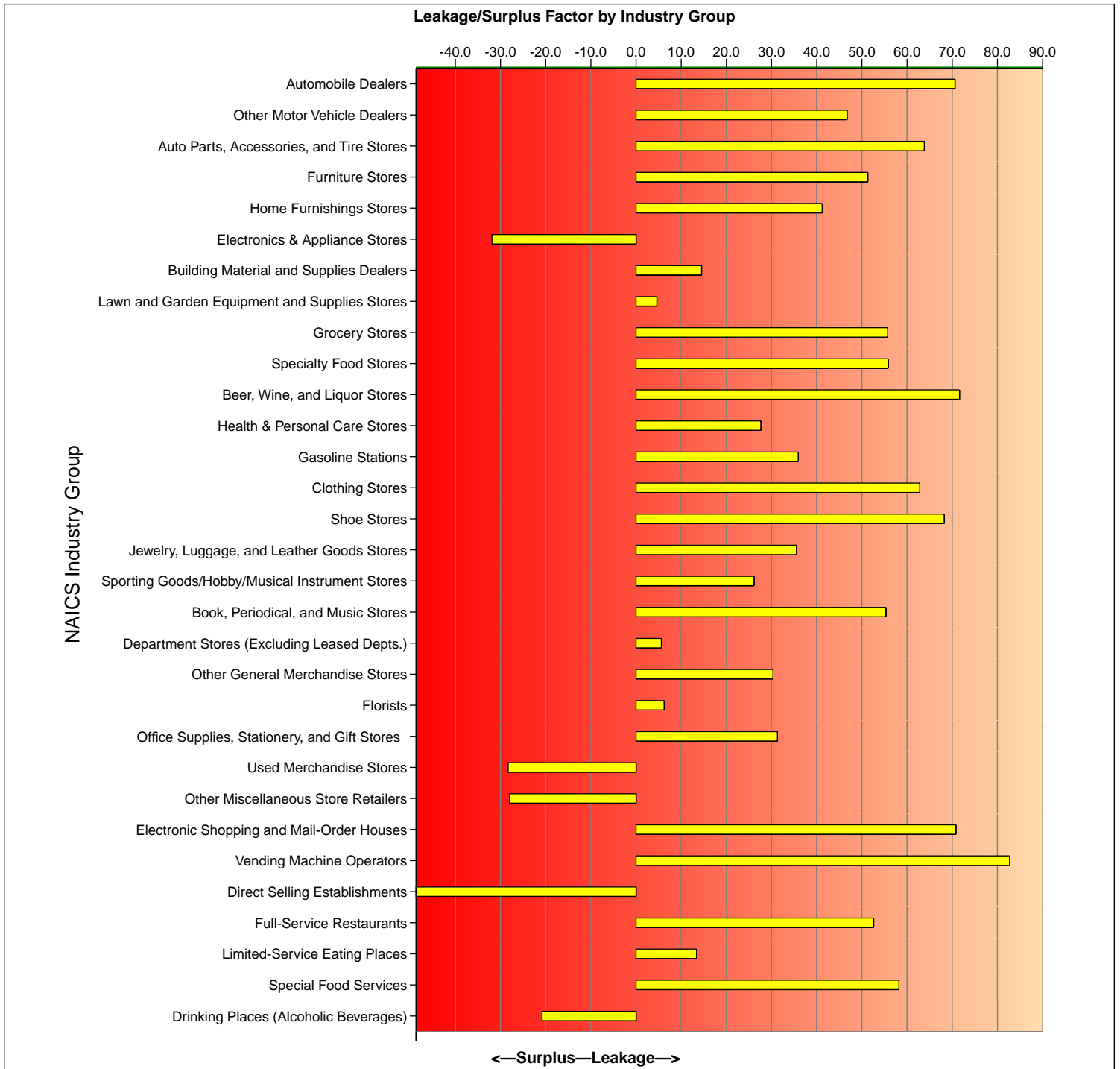
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Leakage/Surplus Factor by Industry Group



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