



# Retail MarketPlace Profile

Prepared by Carol Campbell

**Park and Preston  
Plano, TX 75023**

**Site Type: Radius**

**Latitude: 33.02725  
Longitude: -96.795  
Radius: 1.0 mile**

## Summary Demographics

2007 Population	14,792
2007 Households	6,492
2007 Median Disposable Income	\$65,779
2007 Per Capita Income	\$65,921

## 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)	\$533,058,543	\$379,474,642	\$-153,583,901	-16.8	214
Total Retail Trade (NAICS 44-45)	\$461,380,190	\$326,776,079	\$-134,604,111	-17.1	156
Total Food & Drink (NAICS 722)	\$71,678,353	\$52,698,563	\$-18,979,790	-15.3	58

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$129,164,190	\$87,774,671	\$-41,389,519	-19.1	8
Automobile Dealers (NAICS 4411)	\$127,558,646	\$77,939,573	\$-49,619,073	-24.1	5
Other Motor Vehicle Dealers (NAICS 4412)	\$279,316	\$6,267,137	\$5,987,821	91.5	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,326,228	\$3,567,961	\$2,241,733	45.8	1
Furniture & Home Furnishings Stores (NAICS 442)	\$21,186,405	\$14,813,925	\$-6,372,480	-17.7	16
Furniture Stores (NAICS 4421)	\$5,981,599	\$8,202,838	\$2,221,239	15.7	5
Home Furnishings Stores (NAICS 4422)	\$15,204,806	\$6,611,087	\$-8,593,719	-39.4	11
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$7,026,479	\$10,831,651	\$3,805,172	21.3	19
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,692,464	\$12,095,107	\$10,402,643	75.4	4
Building Material and Supplies Dealers (NAICS 4441)	\$1,233,729	\$11,155,915	\$9,922,186	80.1	3
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$458,735	\$939,192	\$480,457	34.4	1
Food & Beverage Stores (NAICS 445)	\$112,106,437	\$53,824,301	\$-58,282,136	-35.1	8
Grocery Stores (NAICS 4451)	\$111,067,895	\$51,571,099	\$-59,496,796	-36.6	4
Specialty Food Stores (NAICS 4452)	\$646,861	\$539,837	\$-107,024	-9.0	4
Beer, Wine, and Liquor Stores (NAICS 4453)	\$391,681	\$1,713,365	\$1,321,684	62.8	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$19,021,508	\$7,765,563	\$-11,255,945	-42.0	14
Gasoline Stations (NAICS 447/4471)	\$20,066,550	\$36,650,373	\$16,583,823	29.2	7
Clothing and Clothing Accessories Stores (NAICS 448)	\$70,234,966	\$22,223,198	\$-48,011,768	-51.9	37
Clothing Stores (NAICS 4481)	\$61,072,340	\$18,449,857	\$-42,622,483	-53.6	28
Shoe Stores (NAICS 4482)	\$1,317,120	\$2,195,219	\$878,099	25.0	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$7,845,506	\$1,578,122	\$-6,267,384	-66.5	7
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$15,727,059	\$6,219,394	\$-9,507,665	-43.3	10
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$10,266,408	\$4,095,739	\$-6,170,669	-43.0	8
Book, Periodical, and Music Stores (NAICS 4512)	\$5,460,651	\$2,123,655	\$-3,336,996	-44.0	2

**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®



# Retail MarketPlace Profile

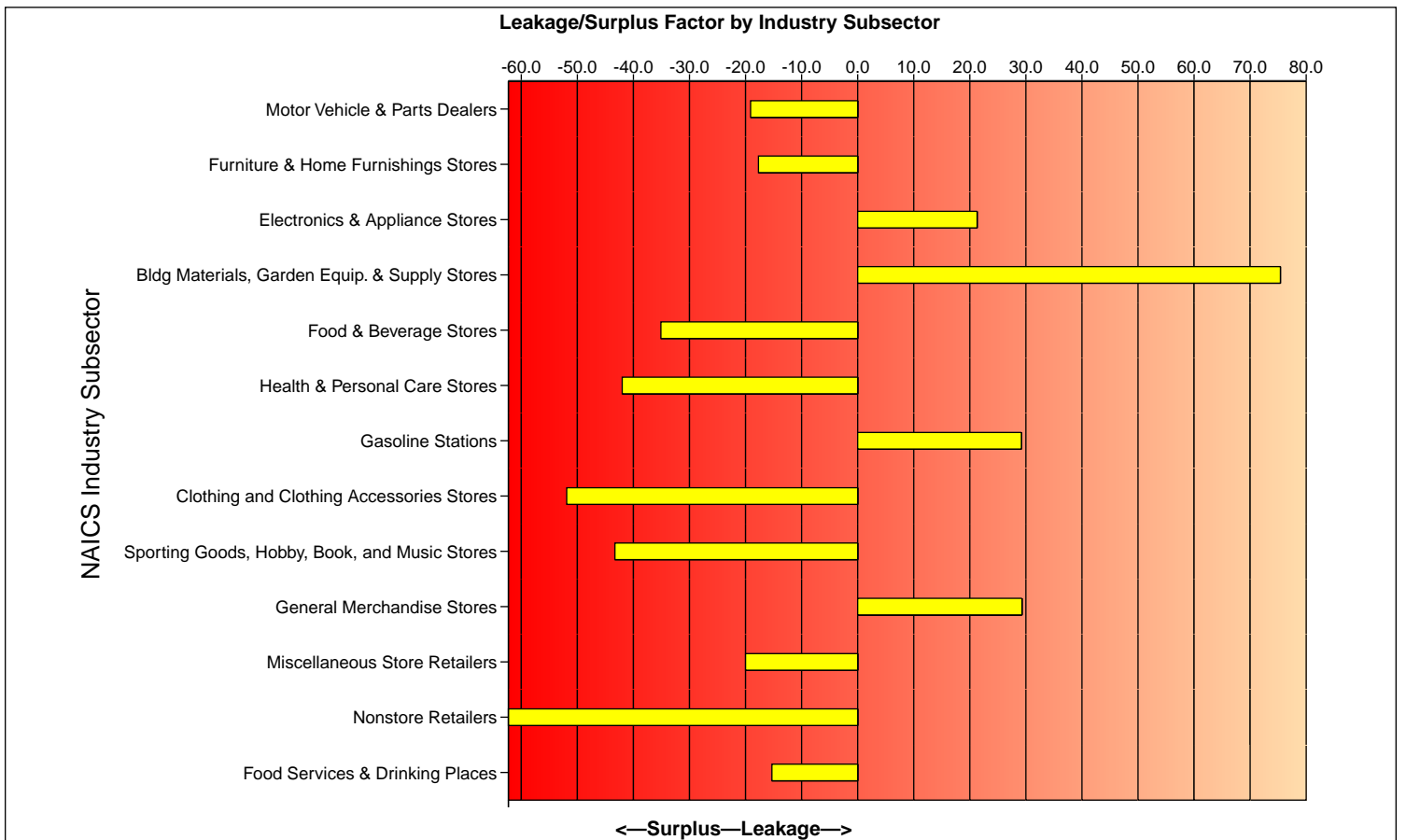
Prepared by Carol Campbell

**Park and Preston**  
**Plano, TX 75023**

Site Type: Radius

Latitude: 33.02725  
 Longitude: -96.795  
 Radius: 1.0 mile

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$35,378,830	\$64,669,004	\$29,290,174	29.3	11
Department Stores Excluding Leased Depts.(NAICS 4521)	\$23,782,148	\$18,269,063	\$-5,513,085	-13.1	8
Other General Merchandise Stores (NAICS 4529)	\$11,596,682	\$46,399,941	\$34,803,259	60.0	3
Miscellaneous Store Retailers (NAICS 453)	\$6,897,656	\$4,597,207	\$-2,300,449	-20.0	21
Florists (NAICS 4531)	\$61,674	\$669,756	\$608,082	83.1	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$3,854,706	\$2,316,752	\$-1,537,954	-24.9	11
Used Merchandise Stores (NAICS 4533)	\$84,768	\$320,565	\$235,797	58.2	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,896,508	\$1,290,134	\$-1,606,374	-38.4	8
Nonstore Retailers (NAICS 454)	\$22,877,646	\$5,311,685	\$-17,565,961	-62.3	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$22,144,843	\$3,544,974	\$-18,599,869	-72.4	1
Vending Machine Operators (NAICS 4542)	\$33,567	\$308,393	\$274,826	80.4	0
Direct Selling Establishments (NAICS 4543)	\$699,236	\$1,458,318	\$759,082	35.2	0
Food Services & Drinking Places (NAICS 722)	\$71,678,353	\$52,698,563	\$-18,979,790	-15.3	58
Full-Service Restaurants (NAICS 7221)	\$35,862,765	\$23,079,904	\$-12,782,861	-21.7	3
Limited-Service Eating Places (NAICS 7222)	\$35,461,575	\$28,014,654	\$-7,446,921	-11.7	54
Special Food Services (NAICS 7223)	\$354,013	\$1,500,732	\$1,146,719	61.8	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$0	\$103,273	\$103,273	100.0	0



Source: ESRI and infoUSA®

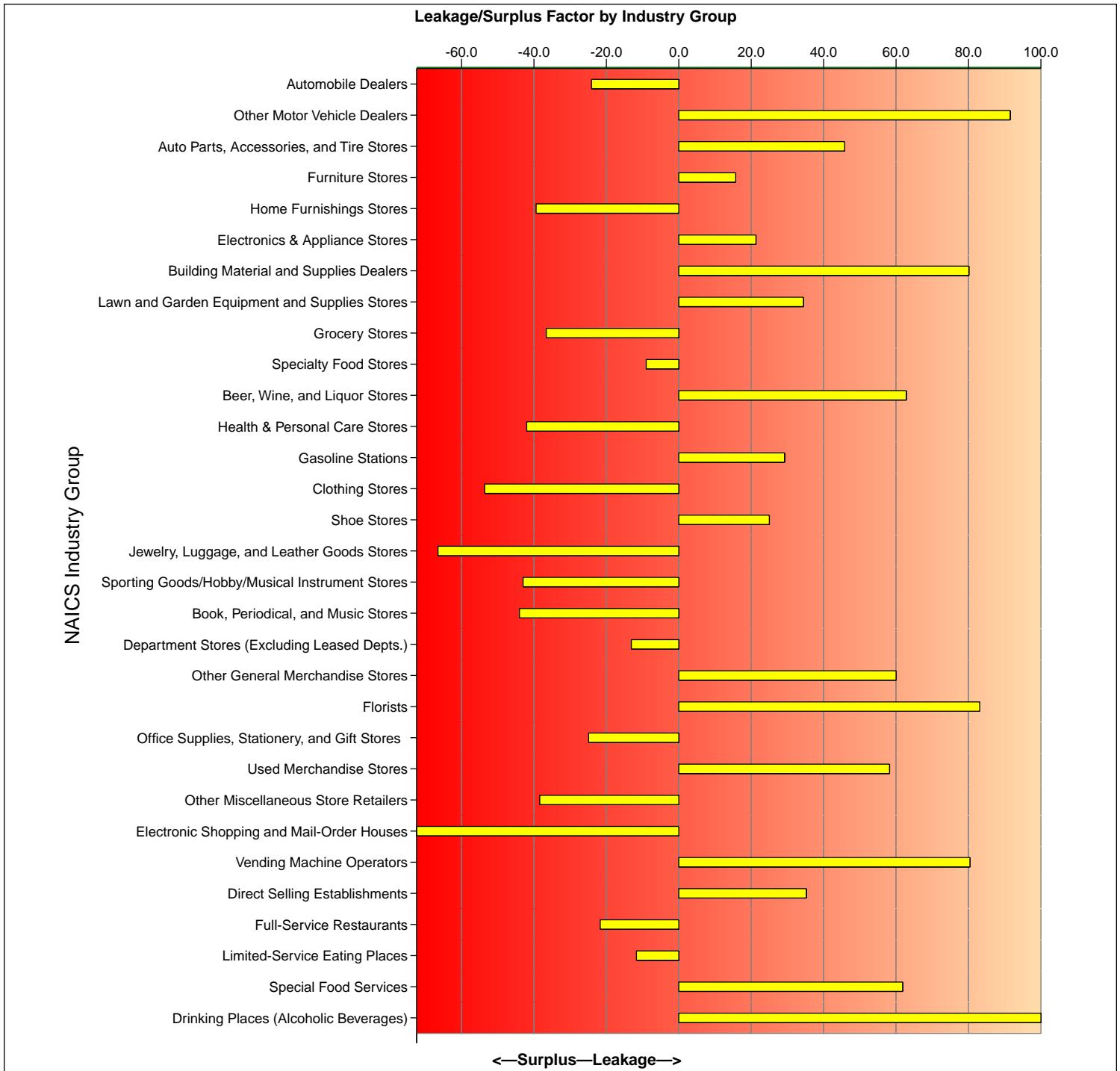


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Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



# Retail MarketPlace Profile

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Latitude: 33.02725

Longitude: -96.795

Radius: 3.0 mile

Park and Preston

Plano, TX 75023

Site Type: Radius

## Summary Demographics

2007 Population	120,184
2007 Households	53,219
2007 Median Disposable Income	\$68,673
2007 Per Capita Income	\$61,941

## 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)	\$2,591,080,160	\$2,883,319,146	\$292,238,986	5.3	1,299
Total Retail Trade (NAICS 44-45)	\$2,297,320,224	\$2,481,642,030	\$184,321,806	3.9	936
Total Food & Drink (NAICS 722)	\$293,759,936	\$401,677,116	\$107,917,180	15.5	363

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$753,881,995	\$666,712,028	\$-87,169,967	-6.1	57
Automobile Dealers (NAICS 4411)	\$743,778,359	\$590,923,510	\$-152,854,849	-11.5	37
Other Motor Vehicle Dealers (NAICS 4412)	\$1,969,622	\$48,406,994	\$46,437,372	92.2	6
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$8,134,014	\$27,381,524	\$19,247,510	54.2	14
Furniture & Home Furnishings Stores (NAICS 442)	\$83,019,757	\$113,909,031	\$30,889,274	15.7	68
Furniture Stores (NAICS 4421)	\$55,620,396	\$63,042,794	\$7,422,398	6.3	31
Home Furnishings Stores (NAICS 4422)	\$27,399,361	\$50,866,237	\$23,466,876	30.0	37
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$92,472,862	\$82,752,493	\$-9,720,369	-5.5	131
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$42,267,697	\$93,295,528	\$51,027,831	37.6	45
Building Material and Supplies Dealers (NAICS 4441)	\$37,093,861	\$86,113,112	\$49,019,251	39.8	36
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$5,173,836	\$7,182,416	\$2,008,580	16.3	9
Food & Beverage Stores (NAICS 445)	\$327,534,016	\$408,467,696	\$80,933,680	11.0	55
Grocery Stores (NAICS 4451)	\$315,698,931	\$391,102,990	\$75,404,059	10.7	34
Specialty Food Stores (NAICS 4452)	\$3,774,720	\$4,139,483	\$364,763	4.6	16
Beer, Wine, and Liquor Stores (NAICS 4453)	\$8,060,365	\$13,225,223	\$5,164,858	24.3	5
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$90,661,610	\$58,715,584	\$-31,946,026	-21.4	84
Gasoline Stations (NAICS 447/4471)	\$148,258,939	\$277,210,449	\$128,951,510	30.3	33
Clothing and Clothing Accessories Stores (NAICS 448)	\$218,512,945	\$169,635,313	\$-48,877,632	-12.6	200
Clothing Stores (NAICS 4481)	\$182,853,087	\$140,751,781	\$-42,101,306	-13.0	136
Shoe Stores (NAICS 4482)	\$11,811,407	\$16,735,663	\$4,924,256	17.2	19
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$23,848,451	\$12,147,869	\$-11,700,582	-32.5	45
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$58,574,555	\$47,579,884	\$-10,994,671	-10.4	69
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$44,168,469	\$31,310,252	\$-12,858,217	-17.0	53
Book, Periodical, and Music Stores (NAICS 4512)	\$14,406,086	\$16,269,632	\$1,863,546	6.1	16

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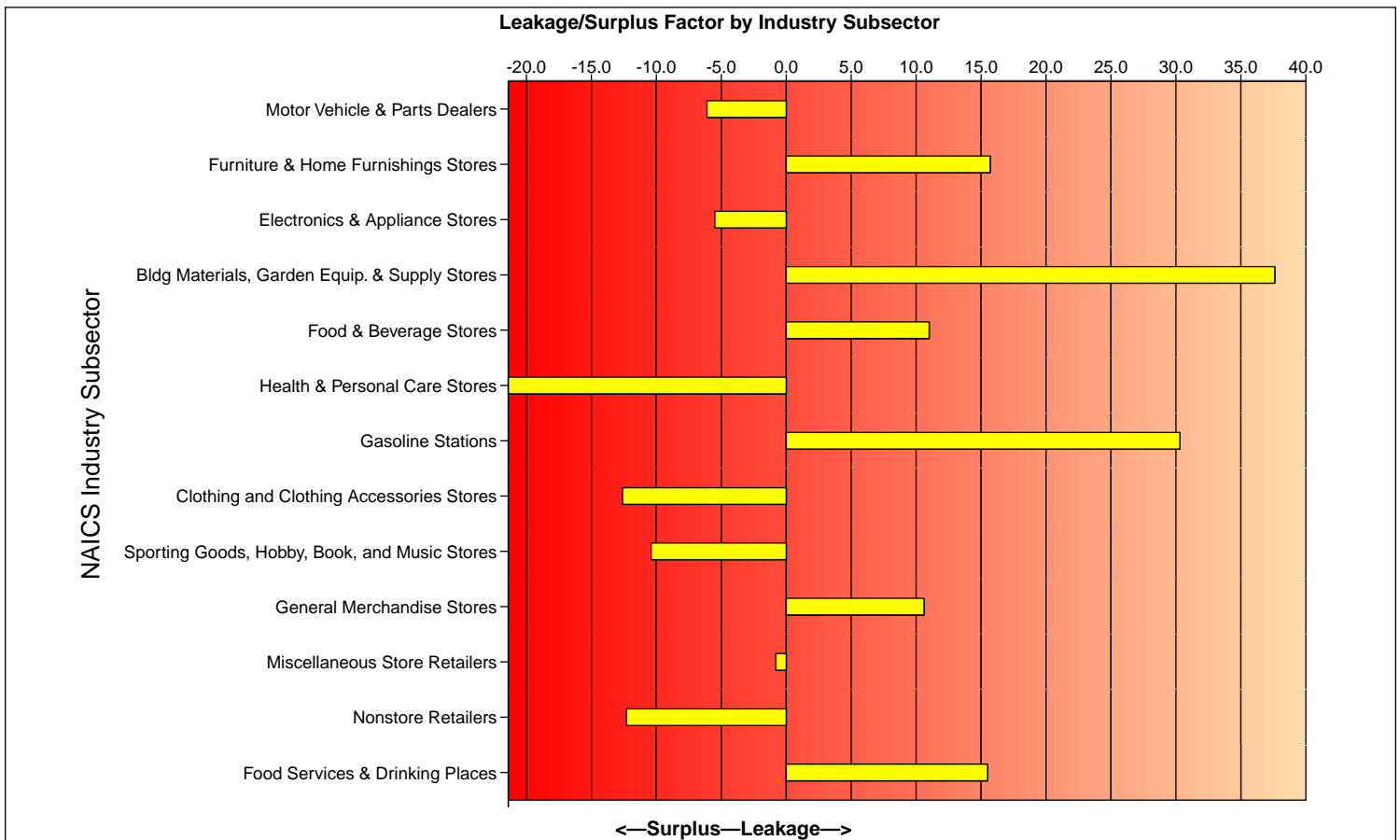
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Plano, TX 75023**

**Site Type: Radius**

**Latitude: 33.02725  
Longitude: -96.795  
Radius: 3.0 mile**

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$393,514,277	\$486,925,006	\$93,410,729	10.6	38
Department Stores Excluding Leased Depts.(NAICS 4521)	\$123,922,709	\$139,345,860	\$15,423,151	5.9	23
Other General Merchandise Stores (NAICS 4529)	\$269,591,568	\$347,579,146	\$77,987,578	12.6	15
Miscellaneous Store Retailers (NAICS 453)	\$35,667,985	\$35,078,680	\$-589,305	-0.8	139
Florists (NAICS 4531)	\$3,076,291	\$5,104,706	\$2,028,415	24.8	20
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$12,130,148	\$17,632,512	\$5,502,364	18.5	50
Used Merchandise Stores (NAICS 4533)	\$1,456,602	\$2,466,283	\$1,009,681	25.7	13
Other Miscellaneous Store Retailers (NAICS 4539)	\$19,004,944	\$9,875,179	\$-9,129,765	-31.6	56
Nonstore Retailers (NAICS 454)	\$52,953,586	\$41,360,338	\$-11,593,248	-12.3	17
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$48,541,496	\$27,674,477	\$-20,867,019	-27.4	5
Vending Machine Operators (NAICS 4542)	\$859,832	\$2,489,887	\$1,630,055	48.7	7
Direct Selling Establishments (NAICS 4543)	\$3,552,258	\$11,195,974	\$7,643,716	51.8	5
Food Services & Drinking Places (NAICS 722)	\$293,759,936	\$401,677,116	\$107,917,180	15.5	363
Full-Service Restaurants (NAICS 7221)	\$131,735,687	\$176,021,593	\$44,285,906	14.4	15
Limited-Service Eating Places (NAICS 7222)	\$151,462,369	\$212,838,644	\$61,376,275	16.8	336
Special Food Services (NAICS 7223)	\$9,805,959	\$11,885,369	\$2,079,410	9.6	10
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$755,921	\$931,510	\$175,589	10.4	2



Source: ESRI and infoUSA®

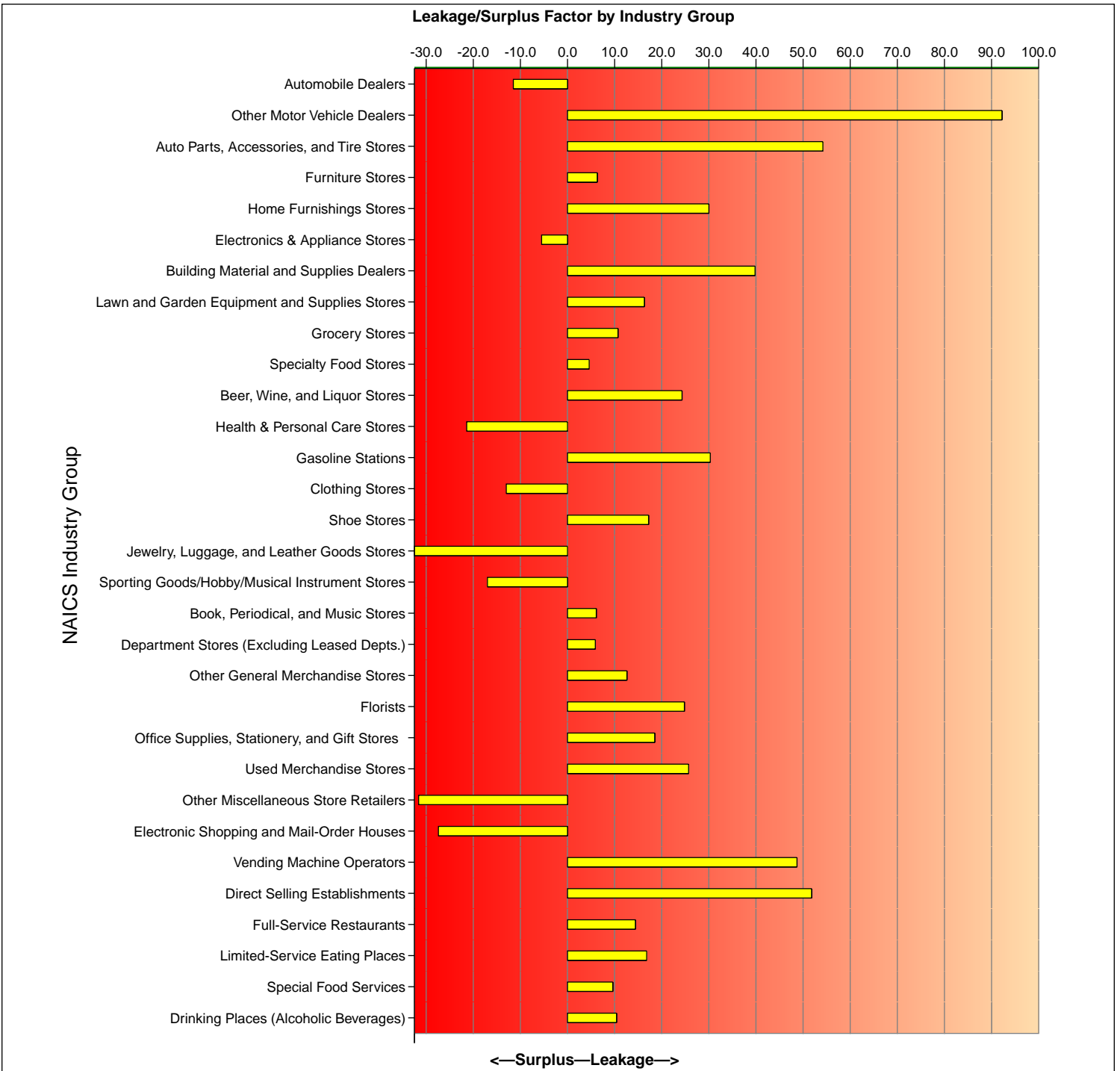


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Plano, TX 75023

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Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



# Retail MarketPlace Profile

Prepared by Carol Campbell

Latitude: 33.02725

Longitude: -96.795

Radius: 5.0 mile

Park and Preston

Plano, TX 75023

Site Type: Radius

## Summary Demographics

2007 Population	323,614
2007 Households	138,775
2007 Median Disposable Income	\$66,198
2007 Per Capita Income	\$54,505

## 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)	\$4,835,723,899	\$6,852,974,614	\$2,017,250,715	17.3	2,990
Total Retail Trade (NAICS 44-45)	\$4,218,029,593	\$5,898,303,746	\$1,680,274,153	16.6	2,175
Total Food & Drink (NAICS 722)	\$617,694,306	\$954,670,868	\$336,976,562	21.4	815

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$1,086,592,106	\$1,599,801,199	\$513,209,093	19.1	140
Automobile Dealers (NAICS 4411)	\$1,048,607,577	\$1,405,226,261	\$356,618,684	14.5	71
Other Motor Vehicle Dealers (NAICS 4412)	\$19,002,407	\$120,535,535	\$101,533,128	72.8	36
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$18,982,122	\$74,039,403	\$55,057,281	59.2	33
Furniture & Home Furnishings Stores (NAICS 442)	\$178,364,996	\$270,402,191	\$92,037,195	20.5	149
Furniture Stores (NAICS 4421)	\$101,817,593	\$149,932,751	\$48,115,158	19.1	66
Home Furnishings Stores (NAICS 4422)	\$76,547,403	\$120,469,440	\$43,922,037	22.3	83
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$225,054,284	\$195,773,840	\$-29,280,444	-7.0	360
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$115,857,086	\$224,348,024	\$108,490,938	31.9	123
Building Material and Supplies Dealers (NAICS 4441)	\$105,060,189	\$206,928,274	\$101,868,085	32.7	97
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$10,796,897	\$17,419,750	\$6,622,853	23.5	26
Food & Beverage Stores (NAICS 445)	\$607,684,187	\$1,035,474,501	\$427,790,314	26.0	126
Grocery Stores (NAICS 4451)	\$585,605,859	\$985,993,575	\$400,387,716	25.5	81
Specialty Food Stores (NAICS 4452)	\$7,049,771	\$11,952,855	\$4,903,084	25.8	31
Beer, Wine, and Liquor Stores (NAICS 4453)	\$15,028,557	\$37,528,071	\$22,499,514	42.8	14
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$196,873,796	\$152,451,501	\$-44,422,295	-12.7	181
Gasoline Stations (NAICS 447/4471)	\$263,758,536	\$668,289,761	\$404,531,225	43.4	67
Clothing and Clothing Accessories Stores (NAICS 448)	\$405,219,582	\$396,645,199	\$-8,574,383	-1.1	397
Clothing Stores (NAICS 4481)	\$330,597,579	\$327,682,415	\$-2,915,164	-0.4	269
Shoe Stores (NAICS 4482)	\$29,004,663	\$40,420,807	\$11,416,144	16.4	37
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$45,617,340	\$28,541,977	\$-17,075,363	-23.0	91
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$143,105,960	\$111,198,907	\$-31,907,053	-12.5	150
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$117,874,948	\$69,513,727	\$-48,361,221	-25.8	117
Book, Periodical, and Music Stores (NAICS 4512)	\$25,231,012	\$41,685,180	\$16,454,168	24.6	33

**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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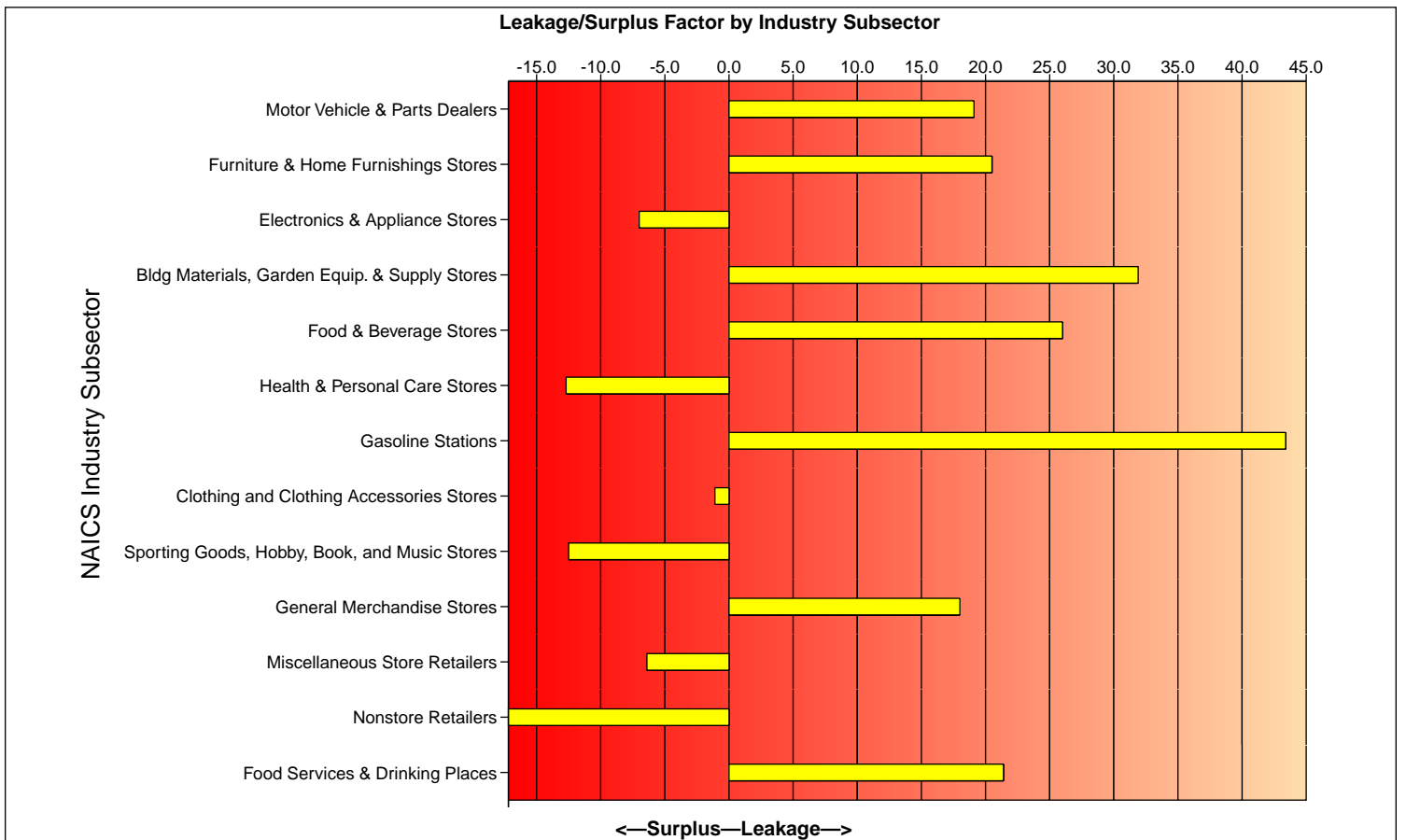
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Radius: 5.0 mile**

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$715,822,115	\$1,029,509,796	\$313,687,681	18.0	94
Department Stores Excluding Leased Depts.(NAICS 4521)	\$301,100,763	\$338,945,670	\$37,844,907	5.9	49
Other General Merchandise Stores (NAICS 4529)	\$414,721,352	\$690,564,126	\$275,842,774	25.0	45
Miscellaneous Store Retailers (NAICS 453)	\$97,183,067	\$85,504,805	\$-11,678,262	-6.4	350
Florists (NAICS 4531)	\$7,901,795	\$11,588,382	\$3,686,587	18.9	54
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$31,977,128	\$40,741,642	\$8,764,514	12.1	116
Used Merchandise Stores (NAICS 4533)	\$4,975,534	\$6,523,736	\$1,548,202	13.5	35
Other Miscellaneous Store Retailers (NAICS 4539)	\$52,328,610	\$26,651,045	\$-25,677,565	-32.5	145
Nonstore Retailers (NAICS 454)	\$182,513,878	\$128,904,022	\$-53,609,856	-17.2	38
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$174,491,603	\$89,503,198	\$-84,988,405	-32.2	12
Vending Machine Operators (NAICS 4542)	\$1,244,067	\$11,413,890	\$10,169,823	80.3	10
Direct Selling Establishments (NAICS 4543)	\$6,778,208	\$27,986,934	\$21,208,726	61.0	16
Food Services & Drinking Places (NAICS 722)	\$617,694,306	\$954,670,868	\$336,976,562	21.4	815
Full-Service Restaurants (NAICS 7221)	\$239,639,052	\$414,393,688	\$174,754,636	26.7	32
Limited-Service Eating Places (NAICS 7222)	\$347,194,157	\$488,562,048	\$141,367,891	16.9	754
Special Food Services (NAICS 7223)	\$26,647,590	\$44,215,964	\$17,568,374	24.8	23
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,213,507	\$7,499,168	\$3,285,661	28.1	6



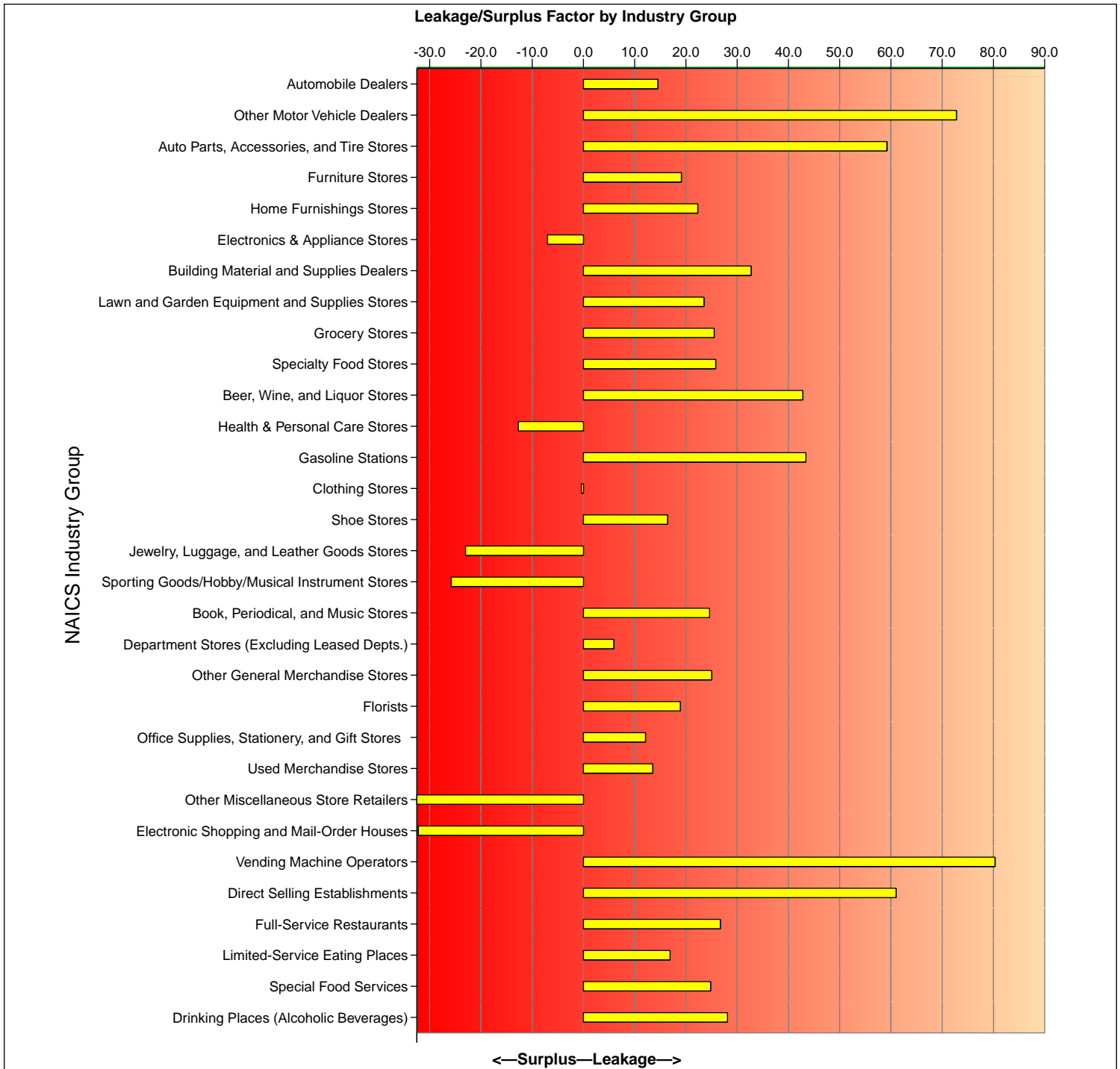
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