



TheRetailCoach®

Moving Beyond Data

# RETAIL RECRUITMENT STRATEGIES

## Center, Texas



*Prepared for*  
City of Center, Texas

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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

## RETAIL TRADE AREA DETERMINATION

In August of 2011, the Center, Texas Economic Development Corporation funded a Retail Retention, Recruitment & Development Strategy, which was conducted and completed by The Retail Coach, LLC. The intent of this study was to provide a better understanding of Center's retail sector in order to improve opportunities for existing retailers and to provide a foundation for attracting new retailers and restaurants to Center. The study consisted of eight phases:

- Area Market Analysis
- Primary and Secondary Retail Trade Area Determination and Analysis
- Psychographic & Demographic Profiling
- Retail Gap Analysis
- Retailer Analysis & Selection
- Center Marketing & Packaging
- Center Presentation to Targeted Retailers
- Recommendations

Retail developments have become critical to communities because they exude a certain quality of life, add tax dollars to the community, and help attract other developments to the market. Significant or unique retail developments often become an important part of a community's image and reputation, and attract people from multiple locations.

Based on our on-the-ground analysis and conversations with community leaders and retailers, we believe Center is underserved in many retail categories.

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.

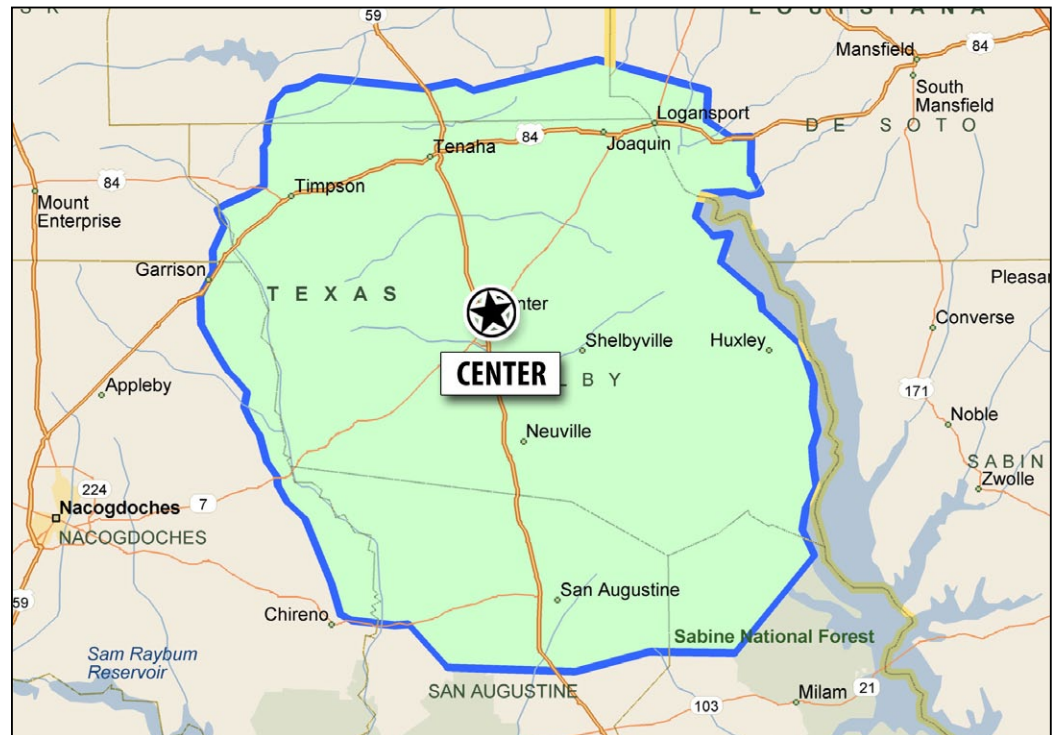
The Retail Coach uses a retailer-defined methodology that involves a significant amount of time with a community's retailers to determine where their customers live.

## RETAIL TRADE AREAS

### Primary Retail Trade Area

The Primary Retail Trade Area for Center was determined have a population of approximately 36,928 persons.

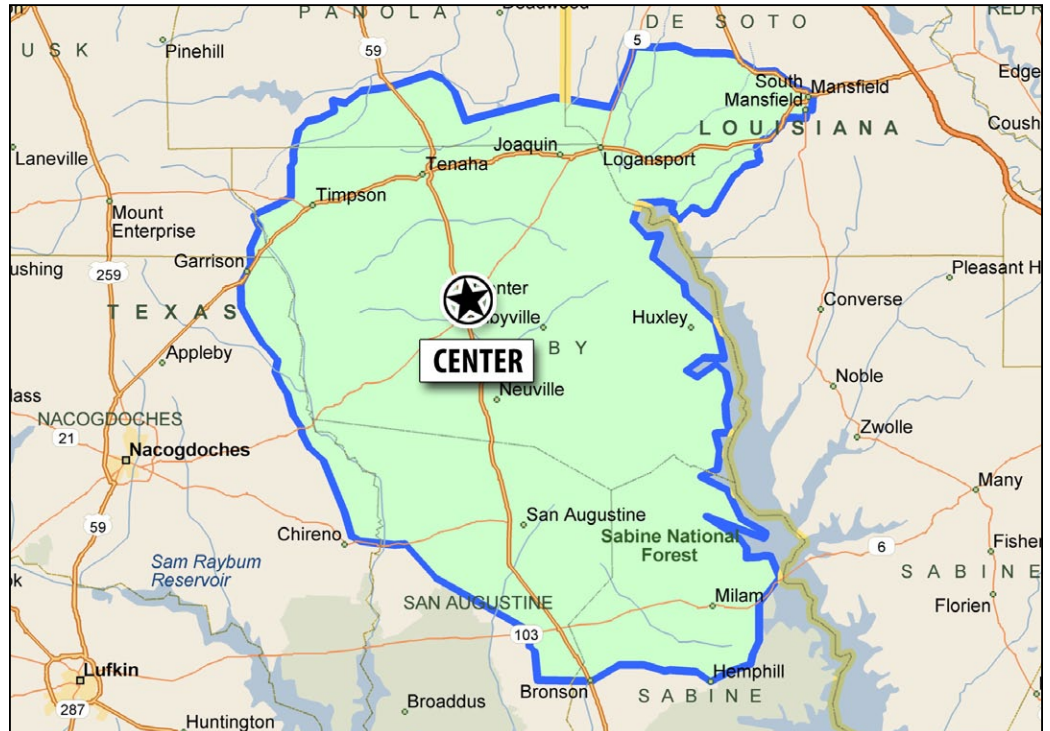
The exterior boundaries of the primary trade area were determined by personally driving the area road systems, cataloging area retailers & restaurants, interviews with community and governmental leadership and interviews with retailers and restaurants in Center and other local communities. This is a population base that retailers and restaurants can expect to capture on a daily basis.



Center, Texas Primary Retail Trade Area Map

## Secondary Retail Trade Area

The Secondary Retail Trade area for Center was determined have a population of approximately 45,252 persons.



Center, Texas Secondary Retail Trade Area Map

The exterior boundaries of the secondary trade area were determined by personally driving the area road systems, cataloging area retailers & restaurants, interviews with community and governmental leadership and interviews with retailers and restaurants in Center and other local communities. This is a population base that retailers and restaurants can expect to capture in stores every couple of days or and/or on weekends.



## DEMOGRAPHICS

The following table provides the comparison of basic demographic characteristics of the individuals residing within the Primary and Secondary Retail Trade Areas (identified in the maps above) with those of the Center community. Note that the Center population is considerably smaller than the population of its overall Retail Trade Areas.

	Center	Primary RTA	Sec RTA
Population	6,056	36,928	45,252
Projected Population Growth (2011-2016)	1.83%	1.77%	1.17%
Race Classification			
White	42.62%	67.85%	67.35%
Black or African American	32.10%	21.17%	23.25%
Other	25.28%	10.98%	9.40%
Hispanic Origin*	30.91%	14.29%	12.18%
Median Household Income	\$28,058	\$32,139	\$31,990
Per Capita Income	\$14,911	\$16,634	\$16,825
Median Age	34.01	37.14	37.91
Households	2,128	14,132	17,594
Projected Household Growth (2011-2016)	0.99%	1.76%	1.24%
Associates Degree and Above	18.39%	16.57%	16.92%

\*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)

The Retail Coach's findings have determined that the Center Retail Trade Area is highly appealing to most retailers. **Strategic Tip: Market Center as a Retail Trade Area of 36,928 and not as a community of 6,056.**

## PSYCHOGRAPHICS

The following are the dominant psychographic lifestyle segments of individuals living within Center's Primary Retail Trade Area. These segments describe the lifestyle behaviors, buying habits and categorical social placement of residents within a specific area.

Understanding these traits enable communities to better target retailers that will most likely enjoy success within these areas. These segments make up 56.48% of the population in the Primary Retail Trade Area:

### **Primary Retail Trade Area Top Psychographic Lifestyle Segments**

#### **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.

#### **58 Back Country Folks - 24.30%**

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old, and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

#### **64 Bedrock America - 12.68%**

Bedrock America consists of economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families, and service jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking, and camping.

#### **56 Crossroads Villagers - 10.57%**

With a population of white-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with downscale incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening, and hunting.

#### **55 Golden Ponds - 8.94%**

Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$35,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo, and doing craft projects.

## RGa SUMMARY

### Primary Retail Trade Area

These reported gap figures are used to identify retail sectors within the trade areas 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 sales that may actually be attained.

With a total retail potential of \$255,043,300 and estimated actual sales of \$201,685,000, Center is leaking approximately \$53,358,260 to surrounding communities. The following table lists the top retail sectors within Center's Primary Retail Trade Area that are exhibiting the greatest opportunities. These are:

SIC	Retail Sector	Potential Sales	Est. Actual Sales	Surplus/Leakage
5812	Eating Places	\$37,334,740	\$13,500,000	(\$23,834,740)
573	Radio, TV, and Computer Stores	\$17,859,910	\$1,600,000	(\$16,259,910)
541	Grocery Stores	\$32,278,140	\$18,300,000	(\$13,978,140)
554	Gasoline Service Stations	\$10,017,970	\$3,000,000	(\$7,017,973)
5999	Miscellaneous Retail Stores, NEC	\$10,372,460	\$3,700,000	(\$6,672,461)
571	Home Furniture and Furnishing	\$7,947,004	\$4,900,000	(\$3,047,004)
596	Non-store Retailers	\$3,099,615	\$500,000	(\$2,599,615)
523	Paint, Glass and Wallpaper	\$2,164,435	\$0	(\$2,164,435)
555	Boat Dealers	\$2,134,696	\$0	(\$2,134,696)
5943	Stationery Stores	\$2,019,262	\$0	(\$2,019,262)
526	Retail Nurseries and Garden	\$2,958,172	\$1,100,000	(\$1,858,172)
566	Shoe Stores	\$1,769,743	\$0	(\$1,769,743)
559	Automotive Dealers, NEC	\$1,751,920	\$0	(\$1,751,920)
542	Meat and Fish Markets	\$1,521,674	\$0	(\$1,521,674)
549	Miscellaneous Food Stores	\$2,559,231	\$1,100,000	(\$1,459,231)

#### What "Gap" Really Means

While the report may be titled a "Gap" or "Leakage" Analysis, it is effectively an Opportunity Analysis. This "gap" is essentially the difference between a community's estimated actual sales and its estimated potential sales for a study area (most often an identified Retail Trade Area) based on a per capita spending average per retail sector for the state. Rather than being viewed as listing of losses for the community, it should be viewed as a more effective way to identify those sectors (for example, Grocery Stores or Eating Places) which have the greatest potential for retail capture within the city.

***In short: Gap = Opportunity.***

### Secondary Retail Trade Area

With a total retail potential of \$316,121,500 and estimated actual sales of \$201,685,000, Center is leaking approximately \$114,436,600 to surrounding communities. The following table lists the top retail sectors within Center's Secondary Retail Trade Area that are exhibiting the greatest opportunities. These sectors are:

SIC	Retail Sector	Potential Sales	Est. Actual Sales	Surplus/Leakage
5812	Eating Places	\$46,275,760	\$13,500,000	(\$32,775,760)
541	Grocery Stores	\$40,008,190	\$18,300,000	(\$21,708,190)
573	Radio, TV, and Computer Stores	\$22,137,040	\$1,600,000	(\$20,537,040)
554	Gasoline Service Stations	\$12,417,100	\$3,000,000	(\$9,417,101)
5999	Miscellaneous Retail Stores, NEC	\$12,856,480	\$3,700,000	(\$9,156,482)
551	New and Used Car Dealers	\$43,581,680	\$35,000,000	(\$8,581,676)
571	Home Furniture and Furnishing	\$9,850,172	\$4,900,000	(\$4,950,172)
596	Non-store Retailers	\$3,841,918	\$500,000	(\$3,341,918)
523	Paint, Glass and Wallpaper	\$2,682,779	\$0	(\$2,682,779)
555	Boat Dealers	\$2,645,918	\$0	(\$2,645,918)
526	Retail Nurseries and Garden	\$3,666,602	\$1,100,000	(\$2,566,602)
5943	Stationery Stores	\$2,502,840	\$0	(\$2,502,840)
566	Shoe Stores	\$2,193,565	\$0	(\$2,193,565)
559	Automotive Dealers, NEC	\$2,171,474	\$0	(\$2,171,474)
549	Miscellaneous Food Stores	\$3,172,122	\$1,100,000	(\$2,072,122)

## **RETAILER ANALYSIS AND SELECTION**

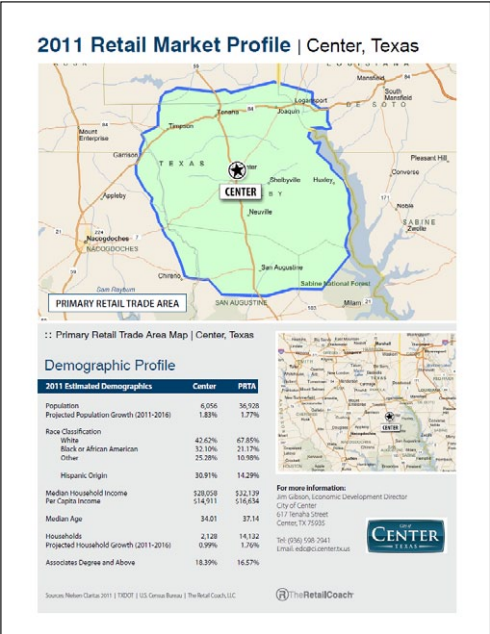
The following retailers were selected based on their opportunity for success in the City of Center.

### **Retailer Matches**

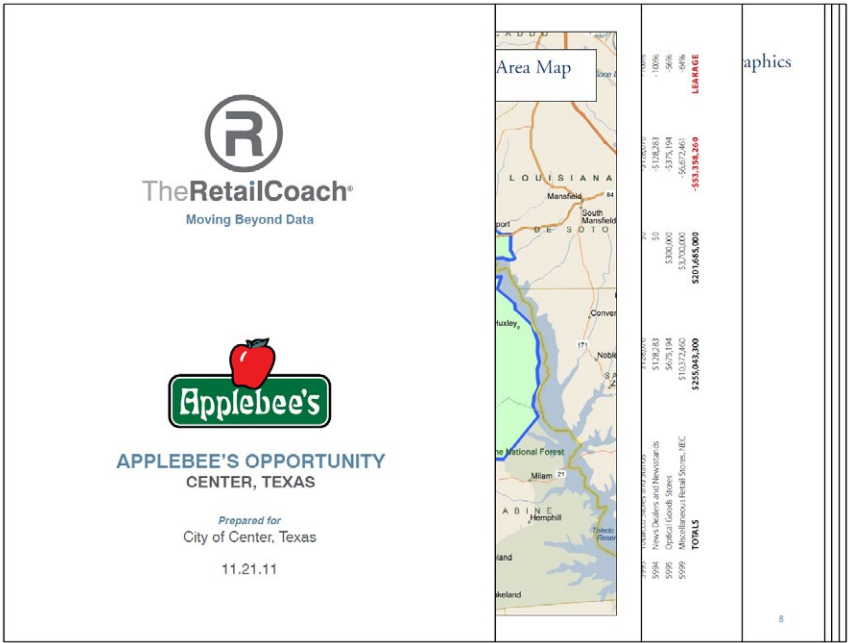
- Advance Auto Parts
- Aldi
- Applebees
- Burger King
- Chicken Express
- Chilis
- Cotton Patch Cafe
- Dennys
- Huddle House
- Jack In The Box
- Kroger
- Radio Shack
- Save A Lot
- Shoe Show
- Walgreens
- Wendy's

CENTER MARKETING & PACKAGING

The Retail Coach created a marketing profile for both Primary and Secondary Retail Trade Areas that Center can use in its retail recruitment efforts:



The Retail Coach also created marketing packages for each of the identified retailer matches. Below is a sample of the package for Applebee's Restaurants:



## II. Recommendations

# Recommendations

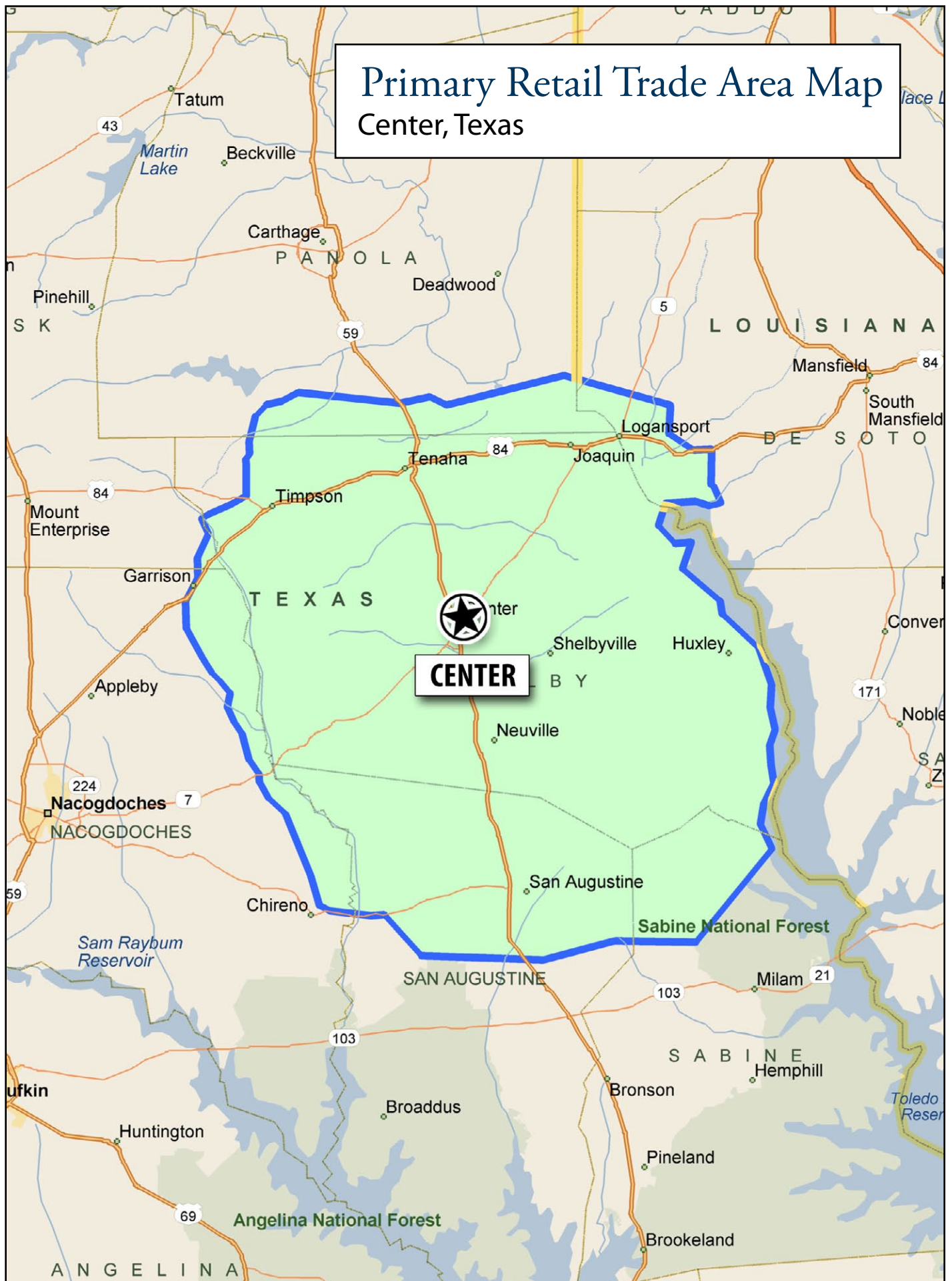
- Market Center as a retail trade area population of more than 36,900.
- Continue to focus on the recruitment of residential developers. Retailers look to locate in areas with positive growth numbers.
- Many of the retail centers going up throughout Texas are developer-driven. Continue to focus on the recruitment of retail developers.
- Continue to focus on the impact Haynesville Shale has on increased sales tax revenue and new jobs in the community.
- Consider exhibiting at the ICSC Conference in San Antonio in November. Meetings with potential retailers and developers should be set up ahead of time.
- Contact franchisee owners in surrounding communities to determine their interest in locating a store in Center.
- Develop a retail recruitment strategy that consists of emails, phone calls, and postal mail. A consistent strategy will keep Center in front of site selectors. A “No” today could be a “Maybe” in six months.
- Distribute the demographics, retail gap analyses, and psychographics to existing business and entrepreneurs. This information helps take some of the risk out of expansion or the opening of a new retail business..
- A large focus should be put on the eating places and grocery store leakages. These are two of the highest leakage sectors and are at the top of the list of those sectors driving Center citizens out of town to purchase retail goods.
- Add all of the retail analysis information to the EDC website. Site selectors look at a city's website first before ever stepping foot in the community.



### III. Primary Retail Trade Area (PRTA) Profile

# Primary Retail Trade Area Map

## Center, Texas



# Primary Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2016 Projection	37,580	
2011 Estimate	36,928	
2000 Census	35,215	
1990 Census	31,513	
Growth 2011-2016	1.77%	
Growth 2000-2011	4.86%	
Growth 1990-2000	11.75%	
<b>2011 Est. Pop by Single Race Class</b>	<b>36,928</b>	
White Alone	25,057	67.85
Black or African American Alone	7,816	21.17
Amer. Indian and Alaska Native Alone	142	0.38
Asian Alone	95	0.26
Native Hawaiian and Other Pac. Isl. Alone	13	0.04
Some Other Race Alone	3,047	8.25
Two or More Races	759	2.06
<b>2011 Est. Pop Hisp or Latino by Origin</b>	<b>36,928</b>	
Not Hispanic or Latino	31,652	85.71
Hispanic or Latino:	5,276	14.29
Mexican	5,135	97.33
Puerto Rican	5	0.09
Cuban	5	0.09
All Other Hispanic or Latino	131	2.48
<b>2011 Est. Hisp or Latino by Single Race Class</b>	<b>5,276</b>	
White Alone	1,683	31.90
Black or African American Alone	73	1.38
American Indian and Alaska Native Alone	40	0.76
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	9	0.17
Some Other Race Alone	3,031	57.45
Two or More Races	441	8.36

# Primary Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop. Asian Alone Race by Cat</b>	<b>95</b>	
Chinese, except Taiwanese	0	0.00
Filipino	3	3.16
Japanese	19	20.00
Asian Indian	66	69.47
Korean	0	0.00
Vietnamese	2	2.11
Cambodian	1	1.05
Hmong	0	0.00
Laotian	2	2.11
Thai	0	0.00
All Other Asian Races Including 2+ Category	2	2.11
<b>2011 Est. Population by Ancestry</b>	<b>36,928</b>	
Pop, Arab	11	0.03
Pop, Czech	134	0.36
Pop, Danish	13	0.04
Pop, Dutch	119	0.32
Pop, English	2,067	5.60
Pop, French (except Basque)	928	2.51
Pop, French Canadian	92	0.25
Pop, German	2,006	5.43
Pop, Greek	2	0.01
Pop, Hungarian	6	0.02
Pop, Irish	3,390	9.18
Pop, Italian	84	0.23
Pop, Lithuanian	2	0.01
Pop, United States or American	6,371	17.25
Pop, Norwegian	16	0.04
Pop, Polish	70	0.19
Pop, Portuguese	8	0.02
Pop, Russian	18	0.05
Pop, Scottish	387	1.05
Pop, Scotch-Irish	541	1.47
Pop, Slovak	2	0.01
Pop, Sub-Saharan African	415	1.12
Pop, Swedish	37	0.10
Pop, Swiss	18	0.05
Pop, Ukrainian	0	0.00
Pop, Welsh	51	0.14
Pop, West Indian (exc Hisp groups)	5	0.01
Pop, Other ancestries	15,397	41.69

# Primary Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Population by Ancestry</b>		
Pop, Ancestry Unclassified	4,737	12.83
<b>2011 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>34,103</b>	
Speak Only English at Home	30,011	88.00
Speak Asian/Pac. Isl. Lang. at Home	10	0.03
Speak IndoEuropean Language at Home	155	0.45
Speak Spanish at Home	3,924	11.51
Speak Other Language at Home	3	0.01
<b>2011 Est. Population by Sex</b>	<b>36,928</b>	
Male	17,894	48.46
Female	19,034	51.54
<b>2011 Est. Population by Age</b>	<b>36,928</b>	
Age 0 - 4	2,825	7.65
Age 5 - 9	2,780	7.53
Age 10 - 14	2,649	7.17
Age 15 - 17	1,575	4.27
Age 18 - 20	1,442	3.90
Age 21 - 24	1,887	5.11
Age 25 - 34	4,404	11.93
Age 35 - 44	4,218	11.42
Age 45 - 54	4,742	12.84
Age 55 - 64	4,263	11.54
Age 65 - 74	3,194	8.65
Age 75 - 84	2,001	5.42
Age 85 and over	948	2.57
Age 16 and over	28,146	76.22
Age 18 and over	27,099	73.38
Age 21 and over	25,657	69.48
Age 65 and over	6,143	16.64
<b>2011 Est. Median Age</b>	<b>37.14</b>	
<b>2011 Est. Average Age</b>	<b>38.40</b>	

# Primary Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Male Population by Age</b>	<b>17,894</b>	
Age 0 - 4	1,461	8.16
Age 5 - 9	1,417	7.92
Age 10 - 14	1,311	7.33
Age 15 - 17	817	4.57
Age 18 - 20	736	4.11
Age 21 - 24	972	5.43
Age 25 - 34	2,233	12.48
Age 35 - 44	2,074	11.59
Age 45 - 54	2,318	12.95
Age 55 - 64	2,017	11.27
Age 65 - 74	1,469	8.21
Age 75 - 84	807	4.51
Age 85 and over	261	1.46
<b>2011 Est. Median Age, Male</b>	<b>35.00</b>	
<b>2011 Est. Average Age, Male</b>	<b>36.70</b>	
<b>2011 Est. Female Population by Age</b>	<b>19,034</b>	
Age 0 - 4	1,364	7.17
Age 5 - 9	1,363	7.16
Age 10 - 14	1,338	7.03
Age 15 - 17	758	3.98
Age 18 - 20	706	3.71
Age 21 - 24	915	4.81
Age 25 - 34	2,171	11.41
Age 35 - 44	2,144	11.26
Age 45 - 54	2,424	12.74
Age 55 - 64	2,246	11.80
Age 65 - 74	1,725	9.06
Age 75 - 84	1,194	6.27
Age 85 and over	687	3.61
<b>2011 Est. Median Age, Female</b>	<b>39.21</b>	
<b>2011 Est. Average Age, Female</b>	<b>40</b>	

# Primary Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop Age 15+ by Marital Status</b>	<b>28,674</b>	
Total, Never Married	6,845	23.87
Males, Never Married	3,966	13.83
Females, Never Married	2,879	10.04
Married, Spouse present	14,202	49.53
Married, Spouse absent	1,807	6.30
Widowed	2,897	10.10
Males Widowed	490	1.71
Females Widowed	2,407	8.39
Divorced	2,924	10.20
Males Divorced	1,332	4.65
Females Divorced	1,591	5.55
<b>2011 Est. Pop. Age 25+ by Edu. Attainment</b>	<b>23,770</b>	
Less than 9th grade	2,442	10.27
Some High School, no diploma	3,639	15.31
High School Graduate (or GED)	9,581	40.31
Some College, no degree	4,168	17.53
Associate Degree	923	3.88
Bachelor's Degree	2,042	8.59
Master's Degree	755	3.18
Professional School Degree	200	0.84
Doctorate Degree	20	0.08
<b>2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat</b>	<b>2,453</b>	
Less than 9th grade	1,147	46.76
Some High School, no diploma	335	13.66
High School Graduate (or GED)	571	23.28
Some College, no degree	258	10.52
Associate Degree	38	1.55
Bachelor's Degree	20	0.82
Graduate or Professional Degree	83	3.38

# Primary Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>Households</b>		
2016 Projection	14,381	
2011 Estimate	14,132	
2000 Census	13,443	
1990 Census	12,025	
Growth 2011-2016	1.76%	
Growth 2000-2011	5.13%	
Growth 1990-2000	11.79%	
<b>2011 Est. Households by Household Type</b>	<b>14,132</b>	
Family Households	10,130	71.68
Nonfamily Households	4,001	28.31
<b>2011 Est. Group Quarters Population</b>	<b>642</b>	
<b>2011 HHs by Ethnicity, Hispanic/Latino</b>	<b>1,286</b>	<b>9.10</b>
<b>2011 Est. HHs by HH Income</b>	<b>14,132</b>	
Income Less than \$15,000	3,441	24.35
Income \$15,000 - \$24,999	2,160	15.28
Income \$25,000 - \$34,999	2,051	14.51
Income \$35,000 - \$49,999	2,311	16.35
Income \$50,000 - \$74,999	2,149	15.21
Income \$75,000 - \$99,999	1,011	7.15
Income \$100,000 - \$124,999	508	3.59
Income \$125,000 - \$149,999	204	1.44
Income \$150,000 - \$199,999	124	0.88
Income \$200,000 - \$499,999	152	1.08
Income \$500,000 and more	20	0.14
<b>2011 Est. Average Household Income</b>	<b>\$43,225</b>	
<b>2011 Est. Median Household Income</b>	<b>\$32,139</b>	
<b>2011 Est. Per Capita Income</b>	<b>\$16,634</b>	



# Primary Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Median HH Inc by Single Race Class. or Ethn</b>		
White Alone	35,797	
Black or African American Alone	21,660	
American Indian and Alaska Native Alone	32,671	
Asian Alone	46,895	
Native Hawaiian and Other Pacific Islander Alone	30,000	
Some Other Race Alone	29,984	
Two or More Races	24,656	
Hispanic or Latino	25,067	
Not Hispanic or Latino	33,203	
<b>2011 Est. Family HH Type, Presence Own Children</b>	<b>10,130</b>	
Married-Couple Family, own children	2,690	26.55
Married-Couple Family, no own children	4,091	40.38
Male Householder, own children	509	5.02
Male Householder, no own children	416	4.11
Female Householder, own children	1,412	13.94
Female Householder, no own children	1,012	9.99
<b>2011 Est. Households by Household Size</b>	<b>14,132</b>	
1-person household	3,683	26.06
2-person household	4,684	33.14
3-person household	2,391	16.92
4-person household	1,837	13.00
5-person household	945	6.69
6-person household	369	2.61
7 or more person household	223	1.58
<b>2011 Est. Average Household Size</b>	<b>2.57</b>	

# Primary Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Households by Presence of People</b>	<b>14,132</b>	
<b>Households with 1 or more People under Age 18:</b>	<b>5,602</b>	<b>39.64</b>
Married-Couple Family	3,139	56.03
Other Family, Male Householder	579	10.34
Other Family, Female Householder	1,755	31.33
Nonfamily, Male Householder	53	0.95
Nonfamily, Female Householder	76	1.36
<b>Households no People under Age 18:</b>	<b>8,530</b>	<b>60.36</b>
Married-Couple Family	3,680	43.14
Other Family, Male Householder	351	4.11
Other Family, Female Householder	694	8.14
Nonfamily, Male Householder	1,492	17.49
Nonfamily, Female Householder	2,313	27.12
<b>2011 Est. Households by Number of Vehicles</b>	<b>14,132</b>	
No Vehicles	1,281	9.06
1 Vehicle	4,538	32.11
2 Vehicles	5,502	38.93
3 Vehicles	1,884	13.33
4 Vehicles	713	5.05
5 or more Vehicles	215	1.52
<b>2011 Est. Average Number of Vehicles</b>	<b>1.79</b>	
<b>Family Households</b>		
2016 Projection	10,302	
2011 Estimate	10,130	
2000 Census	9,635	
1990 Census	8,752	
Growth 2011-2016	1.70%	
Growth 2000-2011	5.14%	
Growth 1990-2000	10.09%	
<b>2011 Est. Families by Poverty Status</b>	<b>10,130</b>	
2011 Families at or Above Poverty	8,106	80.02
2011 Families at or Above Poverty with Children	3,743	36.95
2011 Families Below Poverty	2,025	19.99
2011 Families Below Poverty with Children	1,600	15.79

# Primary Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop Age 16+ by Employment Status</b>	<b>28,146</b>	
In Armed Forces	9	0.03
Civilian - Employed	14,186	50.40
Civilian - Unemployed	1,301	4.62
Not in Labor Force	12,650	44.94
 <b>2011 Est. Civ Employed Pop 16+ Class of Worker</b>	 <b>14,155</b>	
For-Profit Private Workers	10,074	71.17
Non-Profit Private Workers	658	4.65
Local Government Workers	1,056	7.46
State Government Workers	643	4.54
Federal Government Workers	201	1.42
Self-Emp Workers	1,740	12.29
Unpaid Family Workers	62	0.44
 <b>2011 Est. Civ Employed Pop 16+ by Occupation</b>	 <b>14,155</b>	
Architect/Engineer	38	0.27
Arts/Entertain/Sports	65	0.46
Building Grounds Maint	469	3.31
Business/Financial Ops	211	1.49
Community/Soc Svcs	162	1.14
Computer/Mathematical	15	0.11
Construction/Extraction	1,642	11.60
Edu/Training/Library	933	6.59
Farm/Fish/Forestry	584	4.13
Food Prep/Serving	550	3.89
Health Practitioner/Tec	539	3.81
Healthcare Support	432	3.05
Maintenance Repair	601	4.25
Legal	124	0.88
Life/Phys/Soc Science	47	0.33
Management	1,393	9.84
Office/Admin Support	1,498	10.58
Production	1,365	9.64
Protective Svcs	164	1.16
Sales/Related	1,484	10.48
Personal Care/Svc	341	2.41
Transportation/Moving	1,499	10.59

# Primary Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop 16+ by Occupation Classification</b>	<b>14,155</b>	
Blue Collar	5,107	36.08
White Collar	6,508	45.98
Service and Farm	2,539	17.94
<b>2011 Est. Workers Age 16+, Transp. To Work</b>	<b>13,882</b>	
Drove Alone	10,793	77.75
Car Pooled	1,898	13.67
Public Transportation	171	1.23
Walked	361	2.60
Bicycle	2	0.01
Other Means	219	1.58
Worked at Home	439	3.16
<b>2011 Est. Workers Age 16+ by Travel Time to Work *</b>		
Less than 15 Minutes	5,566	
15 - 29 Minutes	3,557	
30 - 44 Minutes	2,261	
45 - 59 Minutes	634	
60 or more Minutes	1,374	
<b>2011 Est. Avg Travel Time to Work in Minutes</b>	<b>25.68</b>	
<b>2011 Est. Tenure of Occupied Housing Units</b>	<b>14,132</b>	
Owner Occupied	10,461	74.02
Renter Occupied	3,671	25.98
<b>2011 Owner Occ. HUs: Avg. Length of Residence</b>	<b>17.95</b>	
<b>2011 Renter Occ. HUs: Avg. Length of Residence</b>	<b>7.94</b>	

# Primary Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. All Owner-Occupied Housing Values</b>	<b>10,461</b>	
Value Less than \$20,000	1,516	14.49
Value \$20,000 - \$39,999	1,604	15.33
Value \$40,000 - \$59,999	1,685	16.11
Value \$60,000 - \$79,999	1,411	13.49
Value \$80,000 - \$99,999	1,169	11.17
Value \$100,000 - \$149,999	1,768	16.90
Value \$150,000 - \$199,999	629	6.01
Value \$200,000 - \$299,999	351	3.36
Value \$300,000 - \$399,999	140	1.34
Value \$400,000 - \$499,999	83	0.79
Value \$500,000 - \$749,999	37	0.35
Value \$750,000 - \$999,999	30	0.29
Value \$1,000,000 or more	38	0.36
<b>2011 Est. Median All Owner-Occupied Housing Value</b>	<b>\$66,024</b>	
<b>2011 Est. Housing Units by Units in Structure</b>	<b>17,575</b>	
1 Unit Attached	193	1.10
1 Unit Detached	11,714	66.65
2 Units	575	3.27
3 or 4 Units	393	2.24
5 to 19 Units	234	1.33
20 to 49 Units	33	0.19
50 or More Units	17	0.10
Mobile Home or Trailer	4,391	24.98
Boat, RV, Van, etc.	26	0.15
<b>2011 Est. Housing Units by Year Structure Built</b>	<b>17,575</b>	
Housing Unit Built 2000 or later	1,374	7.82
Housing Unit Built 1990 to 1999	2,629	14.96
Housing Unit Built 1980 to 1989	3,139	17.86
Housing Unit Built 1970 to 1979	3,554	20.22
Housing Unit Built 1960 to 1969	2,178	12.39
Housing Unit Built 1950 to 1959	1,894	10.78
Housing Unit Built 1940 to 1949	1,361	7.74
Housing Unit Built 1939 or Earlier	1,444	8.22
<b>2011 Est. Median Year Structure Built **</b>	<b>1975</b>	

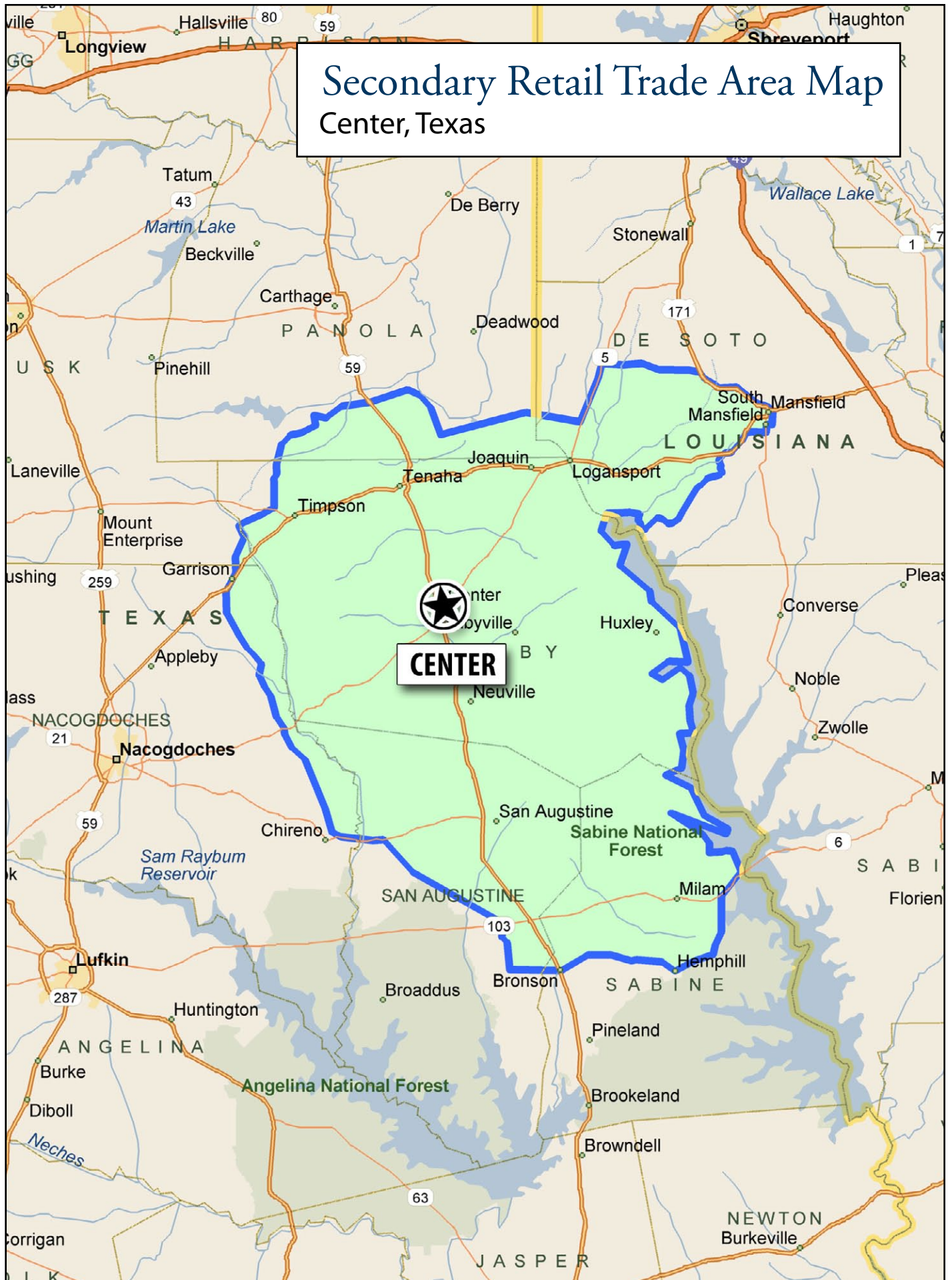
**\*This row intentionally left blank. No total category data is available.**

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

## IV. Secondary Retail Trade Area (SRTA) Profile

# Secondary Retail Trade Area Map

## Center, Texas



# Sec. Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2016 Projection	45,780	
2011 Estimate	45,252	
2000 Census	43,739	
1990 Census	40,048	
Growth 2011-2016	1.17%	
Growth 2000-2011	3.46%	
Growth 1990-2000	9.22%	
<b>2011 Est. Pop by Single Race Class</b>	<b>45,252</b>	
White Alone	30,475	67.35
Black or African American Alone	10,522	23.25
Amer. Indian and Alaska Native Alone	173	0.38
Asian Alone	115	0.25
Native Hawaiian and Other Pac. Isl. Alone	16	0.04
Some Other Race Alone	3,116	6.89
Two or More Races	834	1.84
<b>2011 Est. Pop Hisp or Latino by Origin</b>	<b>45,252</b>	
Not Hispanic or Latino	39,739	87.82
Hispanic or Latino:	5,513	12.18
Mexican	5,329	96.66
Puerto Rican	11	0.20
Cuban	18	0.33
All Other Hispanic or Latino	154	2.79
<b>2011 Est. Hisp or Latino by Single Race Class</b>	<b>5,513</b>	
White Alone	1,814	32.90
Black or African American Alone	88	1.60
American Indian and Alaska Native Alone	53	0.96
Asian Alone	1	0.02
Native Hawaiian and Other Pacific Islander Alone	10	0.18
Some Other Race Alone	3,098	56.19
Two or More Races	448	8.13



## Sec. Retail Trade Area Demographics Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop. Asian Alone Race by Cat</b>	<b>115</b>	
Chinese, except Taiwanese	2	1.74
Filipino	4	3.48
Japanese	21	18.26
Asian Indian	68	59.13
Korean	1	0.87
Vietnamese	10	8.70
Cambodian	2	1.74
Hmong	1	0.87
Laotian	3	2.61
Thai	1	0.87
All Other Asian Races Including 2+ Category	3	2.61
<b>2011 Est. Population by Ancestry</b>	<b>45,252</b>	
Pop, Arab	11	0.02
Pop, Czech	134	0.30
Pop, Danish	24	0.05
Pop, Dutch	238	0.53
Pop, English	2,690	5.94
Pop, French (except Basque)	1,179	2.61
Pop, French Canadian	119	0.26
Pop, German	2,513	5.55
Pop, Greek	3	0.01
Pop, Hungarian	10	0.02
Pop, Irish	4,129	9.12
Pop, Italian	138	0.30
Pop, Lithuanian	6	0.01
Pop, United States or American	7,327	16.19
Pop, Norwegian	25	0.06
Pop, Polish	109	0.24
Pop, Portuguese	10	0.02
Pop, Russian	22	0.05
Pop, Scottish	548	1.21
Pop, Scotch-Irish	756	1.67
Pop, Slovak	3	0.01
Pop, Sub-Saharan African	529	1.17
Pop, Swedish	44	0.10
Pop, Swiss	19	0.04
Pop, Ukrainian	0	0.00
Pop, Welsh	57	0.13
Pop, West Indian (exc Hisp groups)	6	0.01
Pop, Other ancestries	18,848	41.65

## Sec. Retail Trade Area Demographics

### Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Population by Ancestry</b>		
Pop, Ancestry Unclassified	5,755	12.72
<b>2011 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>41,858</b>	
Speak Only English at Home	37,517	89.63
Speak Asian/Pac. Isl. Lang. at Home	52	0.12
Speak IndoEuropean Language at Home	183	0.44
Speak Spanish at Home	4,103	9.80
Speak Other Language at Home	3	0.01
<b>2011 Est. Population by Sex</b>	<b>45,252</b>	
Male	21,896	48.39
Female	23,356	51.61
<b>2011 Est. Population by Age</b>	<b>45,252</b>	
Age 0 - 4	3,394	7.50
Age 5 - 9	3,310	7.31
Age 10 - 14	3,193	7.06
Age 15 - 17	1,940	4.29
Age 18 - 20	1,745	3.86
Age 21 - 24	2,266	5.01
Age 25 - 34	5,280	11.67
Age 35 - 44	5,143	11.37
Age 45 - 54	5,838	12.90
Age 55 - 64	5,408	11.95
Age 65 - 74	4,085	9.03
Age 75 - 84	2,516	5.56
Age 85 and over	1,133	2.50
Age 16 and over	34,702	76.69
Age 18 and over	33,415	73.84
Age 21 and over	31,670	69.99
Age 65 and over	7,735	17.09
<b>2011 Est. Median Age</b>	<b>37.91</b>	
<b>2011 Est. Average Age</b>	<b>38.90</b>	

## Sec. Retail Trade Area Demographics Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Male Population by Age</b>	<b>21,896</b>	
Age 0 - 4	1,755	8.02
Age 5 - 9	1,689	7.71
Age 10 - 14	1,581	7.22
Age 15 - 17	991	4.53
Age 18 - 20	875	4.00
Age 21 - 24	1,161	5.30
Age 25 - 34	2,672	12.20
Age 35 - 44	2,526	11.54
Age 45 - 54	2,849	13.01
Age 55 - 64	2,549	11.64
Age 65 - 74	1,882	8.60
Age 75 - 84	1,036	4.73
Age 85 and over	330	1.51
<b>2011 Est. Median Age, Male</b>	<b>35.89</b>	
<b>2011 Est. Average Age, Male</b>	<b>37.30</b>	
<b>2011 Est. Female Population by Age</b>	<b>23,356</b>	
Age 0 - 4	1,639	7.02
Age 5 - 9	1,621	6.94
Age 10 - 14	1,611	6.90
Age 15 - 17	949	4.06
Age 18 - 20	870	3.72
Age 21 - 24	1,106	4.74
Age 25 - 34	2,608	11.17
Age 35 - 44	2,617	11.20
Age 45 - 54	2,989	12.80
Age 55 - 64	2,859	12.24
Age 65 - 74	2,202	9.43
Age 75 - 84	1,481	6.34
Age 85 and over	804	3.44
<b>2011 Est. Median Age, Female</b>	<b>39.87</b>	
<b>2011 Est. Average Age, Female</b>	<b>40.30</b>	

## Sec. Retail Trade Area Demographics Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop Age 15+ by Marital Status</b>	<b>35,355</b>	
Total, Never Married	8,488	24.01
Males, Never Married	4,846	13.71
Females, Never Married	3,642	10.30
Married, Spouse present	17,335	49.03
Married, Spouse absent	2,275	6.43
Widowed	3,569	10.09
Males Widowed	640	1.81
Females Widowed	2,929	8.28
Divorced	3,688	10.43
Males Divorced	1,695	4.79
Females Divorced	1,992	5.63
<b>2011 Est. Pop. Age 25+ by Edu. Attainment</b>	<b>29,404</b>	
Less than 9th grade	2,948	10.03
Some High School, no diploma	4,486	15.26
High School Graduate (or GED)	11,754	39.97
Some College, no degree	5,239	17.82
Associate Degree	1,174	3.99
Bachelor's Degree	2,528	8.60
Master's Degree	968	3.29
Professional School Degree	253	0.86
Doctorate Degree	52	0.18
<b>2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat</b>	<b>2,560</b>	
Less than 9th grade	1,193	46.60
Some High School, no diploma	349	13.63
High School Graduate (or GED)	596	23.28
Some College, no degree	269	10.51
Associate Degree	39	1.52
Bachelor's Degree	30	1.17
Graduate or Professional Degree	84	3.28

# Sec. Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>Households</b>		
2016 Projection	17,813	
2011 Estimate	17,594	
2000 Census	16,884	
1990 Census	15,330	
Growth 2011-2016	1.24%	
Growth 2000-2011	4.21%	
Growth 1990-2000	10.14%	
<b>2011 Est. Households by Household Type</b>	<b>17,594</b>	
Family Households	12,508	71.09
Nonfamily Households	5,087	28.91
<b>2011 Est. Group Quarters Population</b>	<b>767</b>	
<b>2011 HHs by Ethnicity, Hispanic/Latino</b>	<b>1,353</b>	<b>7.69</b>
<b>2011 Est. HHs by HH Income</b>	<b>17,594</b>	
Income Less than \$15,000	4,357	24.76
Income \$15,000 - \$24,999	2,688	15.28
Income \$25,000 - \$34,999	2,507	14.25
Income \$35,000 - \$49,999	2,887	16.41
Income \$50,000 - \$74,999	2,682	15.24
Income \$75,000 - \$99,999	1,248	7.09
Income \$100,000 - \$124,999	612	3.48
Income \$125,000 - \$149,999	236	1.34
Income \$150,000 - \$199,999	160	0.91
Income \$200,000 - \$499,999	192	1.09
Income \$500,000 and more	26	0.15
<b>2011 Est. Average Household Income</b>	<b>\$43,010</b>	
<b>2011 Est. Median Household Income</b>	<b>\$31,990</b>	
<b>2011 Est. Per Capita Income</b>	<b>\$16,825</b>	

## Sec. Retail Trade Area Demographics Center, Texas

DESCRIPTION	DATA	%
<b>2011 Median HH Inc by Single Race Class. or Ethn</b>		
White Alone	35,721	
Black or African American Alone	21,434	
American Indian and Alaska Native Alone	34,932	
Asian Alone	49,068	
Native Hawaiian and Other Pacific Islander Alone	30,000	
Some Other Race Alone	30,080	
Two or More Races	26,257	
Hispanic or Latino	25,533	
Not Hispanic or Latino	32,791	
<b>2011 Est. Family HH Type, Presence Own Children</b>	<b>12,508</b>	
Married-Couple Family, own children	3,239	25.90
Married-Couple Family, no own children	5,217	41.71
Male Householder, own children	577	4.61
Male Householder, no own children	512	4.09
Female Householder, own children	1,683	13.46
Female Householder, no own children	1,281	10.24
<b>2011 Est. Households by Household Size</b>	<b>17,594</b>	
1-person household	4,726	26.86
2-person household	5,874	33.39
3-person household	2,931	16.66
4-person household	2,254	12.81
5-person household	1,120	6.37
6-person household	440	2.50
7 or more person household	248	1.41
<b>2011 Est. Average Household Size</b>	<b>2.53</b>	

## Sec. Retail Trade Area Demographics

### Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Households by Presence of People</b>	<b>17,594</b>	
<b>Households with 1 or more People under Age 18:</b>	<b>6,641</b>	<b>37.75</b>
Married-Couple Family	3,744	56.38
Other Family, Male Householder	655	9.86
Other Family, Female Householder	2,106	31.71
Nonfamily, Male Householder	57	0.86
Nonfamily, Female Householder	78	1.17
<b>Households no People under Age 18:</b>	<b>10,954</b>	<b>62.26</b>
Married-Couple Family	4,713	43.03
Other Family, Male Householder	432	3.94
Other Family, Female Householder	857	7.82
Nonfamily, Male Householder	1,962	17.91
Nonfamily, Female Householder	2,990	27.30
<b>2011 Est. Households by Number of Vehicles</b>	<b>17,594</b>	
No Vehicles	1,559	8.86
1 Vehicle	5,755	32.71
2 Vehicles	6,895	39.19
3 Vehicles	2,285	12.99
4 Vehicles	848	4.82
5 or more Vehicles	252	1.43
<b>2011 Est. Average Number of Vehicles</b>	<b>1.78</b>	
<b>Family Households</b>		
2016 Projection	12,657	
2011 Estimate	12,508	
2000 Census	12,002	
1990 Census	11,149	
Growth 2011-2016	1.19%	
Growth 2000-2011	4.22%	
Growth 1990-2000	7.65%	
<b>2011 Est. Families by Poverty Status</b>	<b>12,508</b>	
2011 Families at or Above Poverty	10,050	80.35
2011 Families at or Above Poverty with Children	4,493	35.92
2011 Families Below Poverty	2,458	19.65
2011 Families Below Poverty with Children	1,893	15.13

## Sec. Retail Trade Area Demographics

### Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop Age 16+ by Employment Status</b>	<b>34,702</b>	
In Armed Forces	10	0.03
Civilian - Employed	17,124	49.35
Civilian - Unemployed	1,618	4.66
Not in Labor Force	15,950	45.96
 <b>2011 Est. Civ Employed Pop 16+ Class of Worker</b>	 <b>17,037</b>	
For-Profit Private Workers	11,934	70.05
Non-Profit Private Workers	816	4.79
Local Government Workers	1,351	7.93
State Government Workers	906	5.32
Federal Government Workers	261	1.53
Self-Emp Workers	2,035	11.94
Unpaid Family Workers	68	0.40
 <b>2011 Est. Civ Employed Pop 16+ by Occupation</b>	 <b>17,037</b>	
Architect/Engineer	50	0.29
Arts/Entertain/Sports	74	0.43
Building Grounds Maint	572	3.36
Business/Financial Ops	280	1.64
Community/Soc Svcs	234	1.37
Computer/Mathematical	18	0.11
Construction/Extraction	1,978	11.61
Edu/Training/Library	1,086	6.37
Farm/Fish/Forestry	675	3.96
Food Prep/Serving	712	4.18
Health Practitioner/Tec	660	3.87
Healthcare Support	513	3.01
Maintenance Repair	742	4.36
Legal	145	0.85
Life/Phys/Soc Science	70	0.41
Management	1,592	9.34
Office/Admin Support	1,807	10.61
Production	1,606	9.43
Protective Svcs	252	1.48
Sales/Related	1,758	10.32
Personal Care/Svc	433	2.54
Transportation/Moving	1,781	10.45



## Sec. Retail Trade Area Demographics

### Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop 16+ by Occupation Classification</b>	<b>17,037</b>	
Blue Collar	6,107	35.85
White Collar	7,774	45.63
Service and Farm	3,156	18.52
<b>2011 Est. Workers Age 16+, Transp. To Work</b>	<b>16,682</b>	
Drove Alone	12,929	77.50
Car Pooled	2,314	13.87
Public Transportation	205	1.23
Walked	398	2.39
Bicycle	9	0.05
Other Means	355	2.13
Worked at Home	472	2.83
<b>2011 Est. Workers Age 16+ by Travel Time to Work *</b>		
Less than 15 Minutes	6,427	
15 - 29 Minutes	4,313	
30 - 44 Minutes	2,776	
45 - 59 Minutes	890	
60 or more Minutes	1,747	
<b>2011 Est. Avg Travel Time to Work in Minutes</b>	<b>26.60</b>	
<b>2011 Est. Tenure of Occupied Housing Units</b>	<b>17,594</b>	
Owner Occupied	13,122	74.58
Renter Occupied	4,472	25.42
<b>2011 Owner Occ. HUs: Avg. Length of Residence</b>	<b>17.98</b>	
<b>2011 Renter Occ. HUs: Avg. Length of Residence</b>	<b>8.16</b>	

# Sec. Retail Trade Area Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. All Owner-Occupied Housing Values</b>	<b>13,122</b>	
Value Less than \$20,000	1,825	13.91
Value \$20,000 - \$39,999	1,982	15.10
Value \$40,000 - \$59,999	2,188	16.67
Value \$60,000 - \$79,999	1,742	13.28
Value \$80,000 - \$99,999	1,472	11.22
Value \$100,000 - \$149,999	2,245	17.11
Value \$150,000 - \$199,999	796	6.07
Value \$200,000 - \$299,999	457	3.48
Value \$300,000 - \$399,999	181	1.38
Value \$400,000 - \$499,999	107	0.82
Value \$500,000 - \$749,999	50	0.38
Value \$750,000 - \$999,999	31	0.24
Value \$1,000,000 or more	45	0.34
<b>2011 Est. Median All Owner-Occupied Housing Value</b>	<b>\$66,500</b>	
<b>2011 Est. Housing Units by Units in Structure</b>	<b>22,095</b>	
1 Unit Attached	227	1.03
1 Unit Detached	14,611	66.13
2 Units	614	2.78
3 or 4 Units	425	1.92
5 to 19 Units	376	1.70
20 to 49 Units	62	0.28
50 or More Units	18	0.08
Mobile Home or Trailer	5,724	25.91
Boat, RV, Van, etc.	38	0.17
<b>2011 Est. Housing Units by Year Structure Built</b>	<b>22,095</b>	
Housing Unit Built 2000 or later	1,704	7.71
Housing Unit Built 1990 to 1999	3,241	14.67
Housing Unit Built 1980 to 1989	4,040	18.28
Housing Unit Built 1970 to 1979	4,537	20.53
Housing Unit Built 1960 to 1969	2,770	12.54
Housing Unit Built 1950 to 1959	2,348	10.63
Housing Unit Built 1940 to 1949	1,687	7.64
Housing Unit Built 1939 or Earlier	1,767	8.00
<b>2011 Est. Median Year Structure Built **</b>	<b>1975</b>	

**\*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. Primary Retail Trade Area 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. In some cases, one or two segments can make up significantly more than 50% of the total population. In this situation, often the top five segments are presented.

## 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

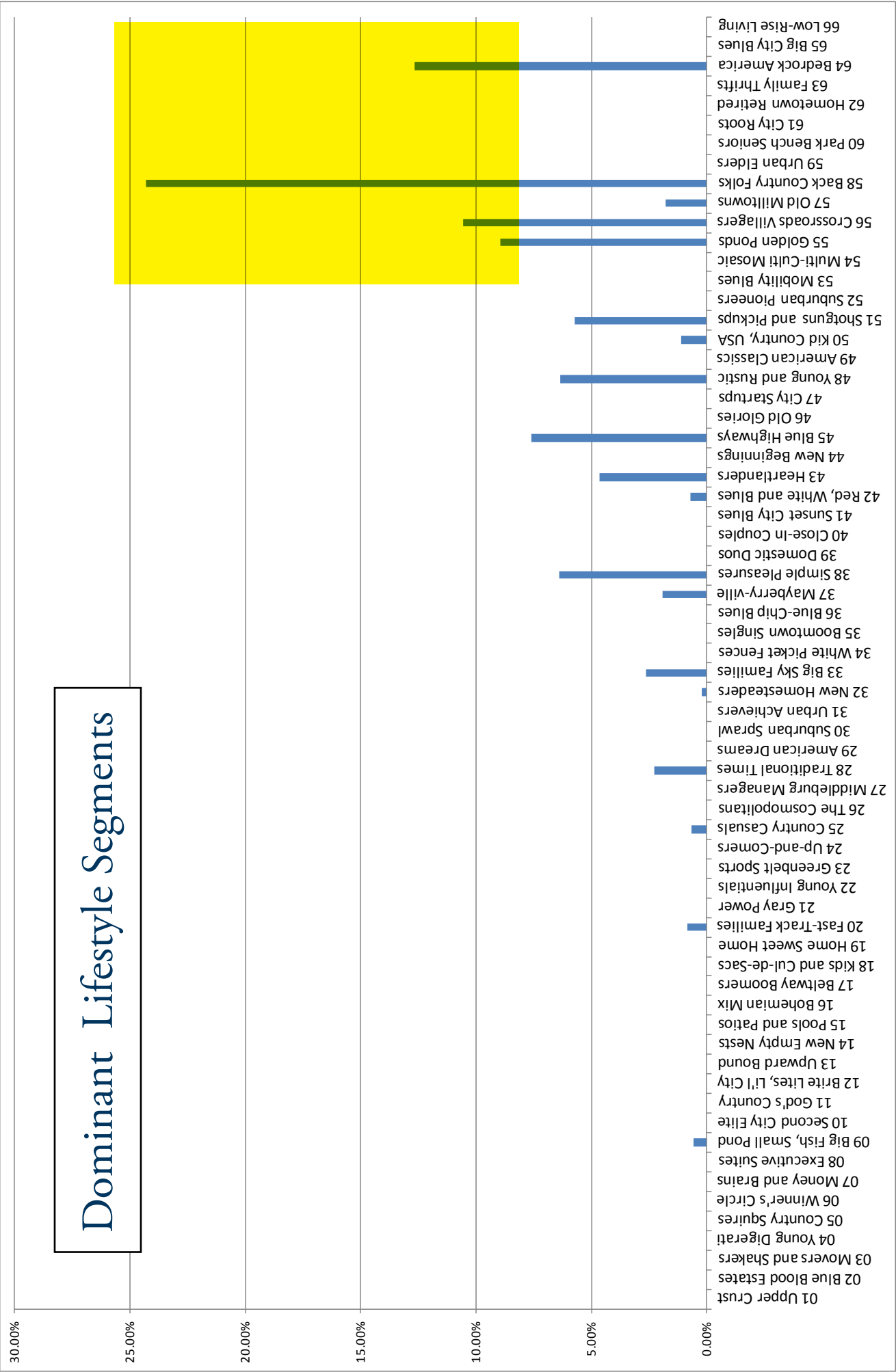
1yr = Once per year

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.



# Lifestyle Segment Definitions

## **58 Back Country Folks - 24.30%**

Downscale, Older Mostly w/o Kids

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old, and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

## **64 Bedrock America - 12.68%**

Downscale, Middle Age w/ Kids

Bedrock America consists of economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families, and service jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking, and camping.

## **56 Crossroads Villagers - 10.57%**

Downscale, Older w/o Kids

With a population of white-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with downscale incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening, and hunting.

## **55 Golden Ponds - 8.94%**

Downscale, Mature Mostly w/o Kids

Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$35,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo, and doing craft projects.

# Back Country Folks

## 58 Back Country Folks

Downscale, Older Mostly w/o Kids

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old, and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

Social Group:	Rustic Living
Lifestage Group:	Sustaining Seniors

### 2009 Statistics:

US Households:	2,479,958 (2.15%)
Median HH Income:	\$33,090

### Lifestyle Traits

Order from Publishers Clearing House  
Belong to church board  
Read Hunting  
Watch Hallmark Channel  
Ford Ranger

### Demographics Traits:

Urbanicity:	Rural
Income:	Downscale
Income Producing Assets:	Below Avg.
Age Ranges:	55+
Presence of Kids:	Mostly w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	Mostly Retired
Education Levels:	Some High School
Ethnic Diversity:	White, Black, Mix

# Back Country Folks

## Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	0.00	0
Householder Age: 25-34	14.59	0.00	0
Householder Age: 35-44	18.67	0.00	0
Householder Age: 45-54	22.24	0.00	0
Householder Age: 55-64	17.44	32.38	186
Householder Age: 65-74	11.17	50.72	454
Householder Age: 75+	10.64	16.91	159

## Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	18.69	295
Household Income: \$10,000-\$19,999	10.40	47.41	456
Household Income: \$20,000-\$29,999	10.98	33.90	309
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	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	0.00	0
Householder Age: 35-54	40.90	0.00	0
Householder Age: 55+	39.25	100.00	255
Household Income: Under \$30K	27.71	100.00	361
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	0.00	0

## Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	40.25	302
Householder Education: Graduated High School	30.80	41.68	135
Householder Education: Attended Some College	25.89	14.85	57
Householder Education: Bachelor's Degree	19.34	2.50	13
Householder Education: Post Graduate Degree	10.61	0.63	6



# Back Country Folks

## Employment Type

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Householder Occupation: Management/Business/Financial	12.70	1.61	13
Householder Occupation: Professional	13.99	0.63	4
Householder Occupation: Sales/Office	13.99	4.38	31
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	1.97	24
Householder Occupation: Other Employed	18.19	7.69	42

## Employment by Occupation

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Householder Occupation Detail: Business/Finance	2.73	0.00	0
Householder Occupation Detail: Management	9.98	1.61	16
Householder Occupation Detail: Architect/Engineer	1.55	0.00	0
Householder Occupation Detail: Legal	0.80	0.00	0
Householder Occupation Detail: Computer/Mathematical	2.23	0.18	8
Householder Occupation Detail: Health Practitioner/Technician	2.86	0.00	0
Householder Occupation Detail: Education/Training/Library	3.47	0.36	10
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Householder Occupation Detail: Community/Social Services	1.05	0.00	0
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	0.18	13
Householder Occupation Detail: Sales/Related	7.78	2.15	28
Householder Occupation Detail: Office/Admin Support	6.21	2.33	37
Householder Occupation Detail: Protective Service/Military	1.81	0.00	0
Householder Occupation Detail: Personal Care/Service	1.65	1.61	97
Householder Occupation Detail: Healthcare Support	0.92	0.36	39
Householder Occupation Detail: Food Preparation/Serving	2.09	1.16	56
Householder Occupation Detail: Transport/Material Moving	4.91	1.43	29
Householder Occupation Detail: Production	4.76	1.25	26
Householder Occupation Detail: Building Grounds Maintenance	2.08	1.97	94
Householder Occupation Detail: Natural Resources/Construction	4.34	1.52	35
Householder Occupation Detail: Maintenance/Repair	3.86	0.36	9

## Race and Ethnicity

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Race: White	79.72	88.64	111
Race: Black	11.32	8.14	72
Race: Asian	2.26	0.18	8
Race: Other	6.77	1.88	28
Ethnicity: Hispanic	10.16	2.68	26

## Language

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household First Language: English	92.88	98.30	106
Household First Language: Spanish	4.84	0.72	15
Household First Language: Other	2.27	0.98	43

# Back Country Folks

## Home Ownership

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Tenure: Own Home	71.38	83.18	117
Tenure: Rents Home	28.62	16.82	59

## Home Value

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Home Value: Less than \$50,000	4.66	22.99	493
Home Value: \$50,000-\$99,999	9.71	29.43	303
Home Value: \$100,000-\$149,999	10.93	14.76	135
Home Value: \$150,000-\$199,999	8.72	6.62	76
Home Value: \$200,000-\$499,999	27.24	8.68	32
Home Value: \$500,000 or More	10.14	0.72	7

## Length of Residence

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Length of Residence: Less than 1 Year	16.30	5.72	35
Length of Residence: 1-4 Years	28.54	13.77	48
Length of Residence: 5 Years or More	55.08	80.32	146

## Presence of Children in Household

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Presence of Children: <2 Years Old	5.70	0.36	6
Presence of Children: 2-5 Years Old	10.79	0.72	7
Presence of Children: 6-11 Years Old	14.28	2.06	14
Presence of Children: 12-17 Years Old	14.93	1.88	13

## Number of Children in Household

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Number of Children in Household: 1	12.25	3.04	25
Number of Children in Household: 2	11.37	0.72	6
Number of Children in Household: 3	4.77	0.18	4
Number of Children in Household: 4	1.57	0.00	0
Number of Children in Household: 5+	0.68	0.18	26

## Number of People in Household

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Size: 1 Person	26.74	55.90	209
Household Size: 2 People	36.23	35.42	98
Household Size: 3 or 4 People	27.71	7.87	28
Household Size: 5+ people	9.32	0.81	9

# Back Country Folks

## Top 15 Lifestyle Behaviors

## Index

Shop at Piggly Wiggly, 1mo (A)	233
Use Spam, 1mo (H)	215
Use Kellogg's Corn Flakes, 1wk (H)	209
Buy from Shoney's, 1mo (A)	187
Buy from Hardee's, 1mo (A)	181
Grocery Shopping, <\$60, 1wk (H)	179
Own Satellite Dish (H)	168
Buy from Captain D's, 1mo (A)	155
Order from Publishers Clearing House, 1yr (A)	151
Own Riding Lawn Mower (H)	148
Buy from Ponderosa, 1mo (A)	144
Use Internet, Light (A)	142
Buy from Golden Corral, 1mo (A)	140
Own Horse (H)	137
Diet: Semi-vegetarian (A)	130

## Lifestyle Behaviors 16-30

## Index

Domestic Travel by Motor Home, 1yr (A)	127
Shop at Wal-Mart Pharmacy, 6mo (A)	125
Buy from Long John Silver, 1mo (A)	120
Drive Compact Pickup (A)	116
Buy from Bob Evan's Farm, 1mo (A)	115
Buy from Cracker Barrel, 1mo (A)	114
Shop at Food Lion, 1mo (A)	114
Buy Home Furnishings by Mail/Phone, 1yr (A)	111
Do Bird Watching, 1yr (A)	111
Belong to a Church Board (A)	110
Order from Readers Digest Association, 1yr (A)	109
Own Cat (H)	109
Drive Van (A)	108
Own Any Real Estate (H)	107
Play Bingo, 1yr (A)	106

## Lifestyle Behaviors 31-45

## Index

Drive Regular Pickup (A)	104
Own Dog (H)	103
Buy Pre-Paid Calling Card, 1yr (A)	103
Internet Connection Home; Dial-up Modem (H)	101
Use Shake'n Bake, 6mo (H)	101
Domestic Travel by Railroad, 1yr (A)	101
Belong to a Veterans Club (A)	100
Use Cigarette Rolling Paper, 1wk (A)	100
Buy from KFC, 1mo (A)	99
Do Outdoor Gardening, 1yr (A)	99
Own/Lease New Chevrolet (H)	98
Bought Most Recent Vehicle (H)	98
Order from Avon, 1yr (A)	96
Do Needlepoint, 6mo (A)	93
Stay at Comfort Inn on Vacation, 1yr (A)	92

# Bedrock America

## 64 Bedrock America

Downscale, Middle Age w/ Kids

Bedrock America consists of economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families, and service jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking, and camping.

Social Group:	Rustic Living
Lifestage Group:	Sustaining Families

### 2009 Statistics:

US Households:	2,015,493 (1.75%)
Median HH Income:	\$28,649

### Lifestyle Traits

Order from Avon  
Buy toy cars  
Read Parents Magazine  
Watch The Young and the Restless  
Dodge Ram Flex Fuel

### Demographics Traits:

Urbanicity:	Town/Rural
Income:	Downscale
Income Producing Assets:	Low
Age Ranges:	<55
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

# Bedrock America

## Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	15.67	298
Householder Age: 25-34	14.59	34.12	234
Householder Age: 35-44	18.67	31.77	170
Householder Age: 45-54	22.24	16.52	74
Householder Age: 55-64	17.44	1.92	11
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	29.00	458
Household Income: \$10,000-\$19,999	10.40	47.01	452
Household Income: \$20,000-\$29,999	10.98	23.88	217
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	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	49.79	251
Householder Age: 35-54	40.90	48.29	118
Householder Age: 55+	39.25	1.92	5
Household Income: Under \$30K	27.71	100.00	361
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	0.00	0

## Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	32.20	241
Householder Education: Graduated High School	30.80	43.39	141
Householder Education: Attended Some College	25.89	21.00	81
Householder Education: Bachelor's Degree	19.34	2.99	15
Householder Education: Post Graduate Degree	10.61	0.43	4

# Bedrock America

## Employment Type

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Householder Occupation: Management/Business/Financial	12.70	2.88	23
Householder Occupation: Professional	13.99	2.88	21
Householder Occupation: Sales/Office	13.99	14.18	101
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	10.23	125
Householder Occupation: Other Employed	18.19	27.83	153

## Employment by Occupation

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Householder Occupation Detail: Business/Finance	2.73	0.43	16
Householder Occupation Detail: Management	9.98	2.56	26
Householder Occupation Detail: Architect/Engineer	1.55	0.00	0
Householder Occupation Detail: Legal	0.80	0.00	0
Householder Occupation Detail: Computer/Mathematical	2.23	0.00	0
Householder Occupation Detail: Health Practitioner/Technician	2.86	0.75	26
Householder Occupation Detail: Education/Training/Library	3.47	1.28	37
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Householder Occupation Detail: Community/Social Services	1.05	0.32	30
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	0.64	47
Householder Occupation Detail: Sales/Related	7.78	7.04	90
Householder Occupation Detail: Office/Admin Support	6.21	7.04	113
Householder Occupation Detail: Protective Service/Military	1.81	0.64	35
Householder Occupation Detail: Personal Care/Service	1.65	3.09	187
Householder Occupation Detail: Healthcare Support	0.92	2.24	244
Householder Occupation Detail: Food Preparation/Serving	2.09	5.86	281
Householder Occupation Detail: Transport/Material Moving	4.91	6.18	126
Householder Occupation Detail: Production	4.76	5.33	112
Householder Occupation Detail: Building Grounds Maintenance	2.08	4.48	215
Householder Occupation Detail: Natural Resources/Construction	4.34	7.14	165
Householder Occupation Detail: Maintenance/Repair	3.86	3.09	80

## Race and Ethnicity

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Race: White	79.72	71.96	90
Race: Black	11.32	17.38	154
Race: Asian	2.26	0.21	9
Race: Other	6.77	8.85	131
Ethnicity: Hispanic	10.16	12.15	120

## Language

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household First Language: English	92.88	91.79	99
Household First Language: Spanish	4.84	7.04	145
Household First Language: Other	2.27	1.07	47

# Bedrock America

## Home Ownership

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Tenure: Own Home	71.38	38.06	53
Tenure: Rents Home	28.62	61.83	216

## Home Value

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Home Value: Less than \$50,000	4.66	17.27	370
Home Value: \$50,000-\$99,999	9.71	11.62	120
Home Value: \$100,000-\$149,999	10.93	5.33	49
Home Value: \$150,000-\$199,999	8.72	1.17	13
Home Value: \$200,000-\$499,999	27.24	2.56	9
Home Value: \$500,000 or More	10.14	0.21	2

## Length of Residence

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Length of Residence: Less than 1 Year	16.30	31.45	193
Length of Residence: 1-4 Years	28.54	41.90	147
Length of Residence: 5 Years or More	55.08	26.65	48

## Presence of Children in Household

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Presence of Children: <2 Years Old	5.70	24.52	430
Presence of Children: 2-5 Years Old	10.79	36.03	334
Presence of Children: 6-11 Years Old	14.28	43.18	302
Presence of Children: 12-17 Years Old	14.93	46.80	313

## Number of Children in Household

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Number of Children in Household: 1	12.25	41.26	337
Number of Children in Household: 2	11.37	34.54	304
Number of Children in Household: 3	4.77	15.67	329
Number of Children in Household: 4	1.57	5.97	381
Number of Children in Household: 5+	0.68	2.56	376

## Number of People in Household

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	18.76	52
Household Size: 3 or 4 People	27.71	62.79	227
Household Size: 5+ people	9.32	18.44	198

# Bedrock America

## Top 15 Lifestyle Behaviors

## Index

Use Cigarette Rolling Paper, 1wk (A)	332
Use Children's Cold Medicine, 1mo (H)	300
Buy Baby Furniture/Equipment, 6mo (H)	295
Use Baby Foods, 1wk (H)	292
Shop at Piggly Wiggly, 1mo (A)	276
Go Roller Skating, 1yr (A)	253
Buy Children's Athletic Shoes, 6mo (H)	238
Buy Children's Clothes, 6mos (H)	217
Smoke Cigars, 1wk (A)	214
Uses Cell Phone Only, no Land Line (H)	201
Smoke Cigarettes, 1wk (A)	191
Buy Rap Music, 1yr (A)	187
Use Spam, 1mo (H)	182
Buy from Shoney's, 1mo (A)	180
Buy from Little Caesar's, 1mo (A)	175

## Lifestyle Behaviors 16-30

## Index

Buy Videos by Mail/Phone, 1yr (A)	172
Own Any Video Game System (H)	167
Buy from Family Restaurant, Child Decides, 6mo (A)	159
Buy from Golden Corral, 1mo (A)	156
Buy Chewing Tobacco, 1mo (A)	156
Use Short-Term Loan from a Payday Loan/Cash-Advance Company, 1yr (A)	155
Buy Auto Service at Discount Department Store (H)	154
Shop at Winn Dixie, 1mo (A)	153
Own Bird (H)	153
Buy Children's Bicycles, 1yr (A)	152
Own Horse (H)	148
Buy from Checkers, 1mo (A)	147
Buy from Captain D's, 1mo (A)	147
Buy from Hardee's, 1mo (A)	146
Use Kellogg's Corn Flakes, 1wk (H)	145

## Lifestyle Behaviors 31-45

## Index

Buy Electronic Games, 1yr (A)	144
Use Frozen Pizza, 1mo (H)	138
Shop at Food Lion, 1mo (A)	131
Use Internet, Light (A)	130
Shop at Wal-Mart Pharmacy, 6mo (A)	130
Buy 35mm Camera, 1yr (A)	130
Use Mexican Foods, 6mo (H)	129
Buy Camping Equipment, 1yr (H)	126
Play Volleyball, 1yr (A)	123
Go Horseback Riding, 1yr (A)	123
Order from Avon, 1yr (A)	122
Shop at Circle K, 6mo (A)	122
Buy Fishing Equipment, 1yr (A)	122
Drink Budweiser Beer, 1wk (A)	121
Own Tent (H)	120



# Crossroads Villagers

## 56 Crossroads Villagers

Downscale, Older w/o Kids

With a population of white-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with downscale incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening, and hunting.

Social Group:	Rustic Living
Lifestage Group:	Striving Singles

### 2009 Statistics:

US Households:	2,359,563 (2.05%)
Median HH Income:	\$33,138

### Lifestyle Traits

Shop at Wal-Mart Pharmacy  
Attend auto races  
Read Motorcyclist  
Watch The Jerry Springer Show  
Chevrolet Aveo

### Demographics Traits:

Urbanicity:	Town/Rural
Income:	Downscale
Income Producing Assets:	Low
Age Ranges:	45-64
Presence of Kids:	HH w/o Kids
Homeownership:	Homeowners
Employment Levels:	WC, Service, Mix
Education Levels:	High School Grad
Ethnic Diversity:	White, Black, Mix

# Crossroads Villagers

## Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	5.84	111
Householder Age: 25-34	14.59	10.77	74
Householder Age: 35-44	18.67	16.06	86
Householder Age: 45-54	22.24	49.54	223
Householder Age: 55-64	17.44	17.79	102
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	20.99	332
Household Income: \$10,000-\$19,999	10.40	27.83	268
Household Income: \$20,000-\$29,999	10.98	42.79	390
Household Income: \$30,000-\$39,999	11.23	8.39	75
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	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	16.61	84
Householder Age: 35-54	40.90	65.60	160
Householder Age: 55+	39.25	17.79	45
Household Income: Under \$30K	27.71	91.61	331
Household Income: \$30K-\$74K	40.14	8.39	21
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	20.71	155
Householder Education: Graduated High School	30.80	46.53	151
Householder Education: Attended Some College	25.89	24.54	95
Householder Education: Bachelor's Degree	19.34	6.75	35
Householder Education: Post Graduate Degree	10.61	1.46	14

# Crossroads Villagers

## Employment Type

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Householder Occupation: Management/Business/Financial	12.70	5.29	42
Householder Occupation: Professional	13.99	4.11	29
Householder Occupation: Sales/Office	13.99	18.34	131
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	7.48	91
Householder Occupation: Other Employed	18.19	27.10	149

## Employment by Occupation

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Householder Occupation Detail: Business/Finance	2.73	0.73	27
Householder Occupation Detail: Management	9.98	4.56	46
Householder Occupation Detail: Architect/Engineer	1.55	0.18	12
Householder Occupation Detail: Legal	0.80	0.27	34
Householder Occupation Detail: Computer/Mathematical	2.23	0.18	8
Householder Occupation Detail: Health Practitioner/Technician	2.86	0.27	10
Householder Occupation Detail: Education/Training/Library	3.47	1.09	32
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.18	26
Householder Occupation Detail: Community/Social Services	1.05	1.00	95
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.00	73
Householder Occupation Detail: Sales/Related	7.78	10.49	135
Householder Occupation Detail: Office/Admin Support	6.21	7.76	125
Householder Occupation Detail: Protective Service/Military	1.81	1.00	55
Householder Occupation Detail: Personal Care/Service	1.65	2.46	149
Householder Occupation Detail: Healthcare Support	0.92	1.09	119
Householder Occupation Detail: Food Preparation/Serving	2.09	4.47	214
Householder Occupation Detail: Transport/Material Moving	4.91	6.39	130
Householder Occupation Detail: Production	4.76	7.21	151
Householder Occupation Detail: Building Grounds Maintenance	2.08	4.47	215
Householder Occupation Detail: Natural Resources/Construction	4.34	4.01	92
Householder Occupation Detail: Maintenance/Repair	3.86	3.47	90

## Race and Ethnicity

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Race: White	79.72	86.41	108
Race: Black	11.32	9.95	88
Race: Asian	2.26	0.09	4
Race: Other	6.77	1.92	28
Ethnicity: Hispanic	10.16	2.28	22

## Language

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household First Language: English	92.88	98.54	106
Household First Language: Spanish	4.84	1.46	30
Household First Language: Other	2.27	0.09	4

# Crossroads Villagers

## Home Ownership

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Tenure: Own Home	71.38	100.00	140
Tenure: Rents Home	28.62	0.00	0

## Home Value

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Home Value: Less than \$50,000	4.66	39.23	842
Home Value: \$50,000-\$99,999	9.71	30.20	311
Home Value: \$100,000-\$149,999	10.93	15.97	146
Home Value: \$150,000-\$199,999	8.72	8.49	97
Home Value: \$200,000-\$499,999	27.24	5.29	19
Home Value: \$500,000 or More	10.14	0.82	8

## Length of Residence

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Length of Residence: Less than 1 Year	16.30	8.67	53
Length of Residence: 1-4 Years	28.54	27.19	95
Length of Residence: 5 Years or More	55.08	64.14	116

## Presence of Children in Household

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Size: 1 Person	26.74	52.55	197
Household Size: 2 People	36.23	38.50	106
Household Size: 3 or 4 People	27.71	8.30	30
Household Size: 5+ people	9.32	0.64	7

# Crossroads Villagers

## Top 15 Lifestyle Behaviors

## Index

Shop at Piggly Wiggly, 1mo (A)	275
Buy from Captain D's, 1mo (A)	271
Own Horse (H)	206
Use Cigarette Rolling Paper, 1wk (A)	201
Order from Columbia House Music Club, 1yr (A)	198
Buy from Shoney's, 1mo (A)	198
Buy from Hardee's, 1mo (A)	189
Smoke Cigarettes, 1wk (A)	189
Own Motor Home (H)	188
Use Kellogg's Corn Flakes, 1wk (H)	176
Use Spam, 1mo (H)	176
Shop at Food Lion, 1mo (A)	166
Buy Chewing Tobacco, 1mo (A)	163
Go Horseback Riding, 1yr (A)	157
Grocery Shopping, <\$60, 1wk (H)	157

## Lifestyle Behaviors 16-30

## Index

Shop at Wal-Mart Pharmacy, 6mo (A)	155
Order from Publishers Clearing House, 1yr (A)	154
Buy from Long John Silver, 1mo (A)	154
Own Bird (H)	152
Smoke Cigars, 1wk (A)	149
Go to College Basketball Games, 1+ Times, 1mo (A)	144
Buy from Sonic Drive-in, 1mo (A)	142
Buy from Ponderosa, 1mo (A)	142
Go to High School Sports, 1+ Times, 1mo (A)	142
Own Riding Lawn Mower (H)	141
Own Cat (H)	141
Buy Auto Service at Discount Department Store (H)	140
Shop at Winn Dixie, 1mo (A)	136
Drive Compact Pickup (A)	134
Buy Charcoal Grill, 1yr (H)	132

## Lifestyle Behaviors 31-45

## Index

Buy Rap Music, 1yr (A)	132
Uses Cell Phone Only, no Land Line (H)	129
Own All Terrain Vehicle (H)	128
Buy Videos by Mail/Phone, 1yr (A)	128
Internet Connection Home; Dial-up Modem (H)	126
Own Dog (H)	126
Use Internet, Light (A)	123
Home Remodeling, Work by Self, 1yr (H)	121
Own Satellite Dish (H)	120
Own Tent (H)	115
Buy Any Lawn Mower, 1yr (H)	115
Buy Tennis Shoes, 1yr (A)	114
Use Shake'n Bake, 6mo (H)	113
Buy Country Music, 1yr (A)	112
Buy Fishing Equipment, 1yr (A)	109

# Golden Ponds

## 55 Golden Ponds

Downscale, Mature Mostly w/o Kids

Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$35,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo, and doing craft projects.

Social Group:	Rustic Living
Lifestage Group:	Sustaining Seniors

### 2009 Statistics:

US Households:	1,774,846 (1.54%)
Median HH Income:	\$32,344

### Lifestyle Traits

Order items by phone  
Buy 1950s music  
Read American Legion Magazine  
Watch The Price is Right  
Mercury Sable

### Demographics Traits:

Urbanicity:	Town/Rural
Income:	Downscale
Income Producing Assets:	Below Avg.
Age Ranges:	65+
Presence of Kids:	Mostly w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	Mostly Retired
Education Levels:	Some High School
Ethnic Diversity:	White

# Golden Ponds

## Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	0.00	0
Householder Age: 25-34	14.59	0.00	0
Householder Age: 35-44	18.67	0.00	0
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	100.00	940

## Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	21.12	334
Household Income: \$10,000-\$19,999	10.40	51.94	499
Household Income: \$20,000-\$29,999	10.98	26.94	245
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	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	0.00	0
Householder Age: 35-54	40.90	0.00	0
Householder Age: 55+	39.25	100.00	255
Household Income: Under \$30K	27.71	100.00	361
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	0.00	0

## Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	41.02	308
Householder Education: Graduated High School	30.80	43.57	141
Householder Education: Attended Some College	25.89	12.26	47
Householder Education: Bachelor's Degree	19.34	2.18	11
Householder Education: Post Graduate Degree	10.61	0.97	9

# Golden Ponds

## Employment Type

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Householder Occupation: Management/Business/Financial	12.70	0.12	1
Householder Occupation: Professional	13.99	0.00	0
Householder Occupation: Sales/Office	13.99	0.61	4
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	0.36	4
Householder Occupation: Other Employed	18.19	1.21	7

## Employment by Occupation

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Householder Occupation Detail: Business/Finance	2.73	0.00	0
Householder Occupation Detail: Management	9.98	0.12	1
Householder Occupation Detail: Architect/Engineer	1.55	0.00	0
Householder Occupation Detail: Legal	0.80	0.00	0
Householder Occupation Detail: Computer/Mathematical	2.23	0.00	0
Householder Occupation Detail: Health Practitioner/Technician	2.86	0.00	0
Householder Occupation Detail: Education/Training/Library	3.47	0.00	0
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Householder Occupation Detail: Community/Social Services	1.05	0.00	0
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	0.00	0
Householder Occupation Detail: Sales/Related	7.78	0.24	3
Householder Occupation Detail: Office/Admin Support	6.21	0.49	8
Householder Occupation Detail: Protective Service/Military	1.81	0.00	0
Householder Occupation Detail: Personal Care/Service	1.65	0.24	15
Householder Occupation Detail: Healthcare Support	0.92	0.00	0
Householder Occupation Detail: Food Preparation/Serving	2.09	0.12	6
Householder Occupation Detail: Transport/Material Moving	4.91	0.61	12
Householder Occupation Detail: Production	4.76	0.00	0
Householder Occupation Detail: Building Grounds Maintenance	2.08	0.49	23
Householder Occupation Detail: Natural Resources/Construction	4.34	0.24	6
Householder Occupation Detail: Maintenance/Repair	3.86	0.24	6

## Race and Ethnicity

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Race: White	79.72	95.51	120
Race: Black	11.32	4.00	35
Race: Asian	2.26	0.12	5
Race: Other	6.77	0.24	4
Ethnicity: Hispanic	10.16	0.12	1

## Language

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household First Language: English	92.88	99.76	107
Household First Language: Spanish	4.84	0.00	0
Household First Language: Other	2.27	0.24	11



# Golden Ponds

## Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	71.36	100
Tenure: Rents Home	28.62	28.64	100

## Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	13.83	297
Home Value: \$50,000-\$99,999	9.71	26.70	275
Home Value: \$100,000-\$149,999	10.93	16.38	150
Home Value: \$150,000-\$199,999	8.72	5.95	68
Home Value: \$200,000-\$499,999	27.24	7.52	28
Home Value: \$500,000 or More	10.14	1.09	11

## Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	3.64	22
Length of Residence: 1-4 Years	28.54	14.20	50
Length of Residence: 5 Years or More	55.08	82.04	149

## 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	0.49	3

## Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	0.49	4
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	71.24	266
Household Size: 2 People	36.23	27.91	77
Household Size: 3 or 4 People	27.71	0.73	3
Household Size: 5+ people	9.32	0.24	3

# Golden Ponds

## Top 15 Lifestyle Behaviors

## Index

Order from Readers Digest Association, 1yr (A)	216
Grocery Shopping, <\$60, 1wk (H)	195
Order from Publishers Clearing House, 1yr (A)	186
Belong to a Veterans Club (A)	164
Use Kellogg's Corn Flakes, 1wk (H)	163
Buy from Shoney's, 1mo (A)	156
Shop at Piggly Wiggly, 1mo (A)	155
Drink Slim Fast, 1wk (A)	153
Buy from Long John Silver, 1mo (A)	150
Use Shake'n Bake, 6mo (H)	135
Buy Gospel Music, 1yr (A)	132
Diet: Semi-vegetarian (A)	132
Belong to a Fraternal Order (A)	130
Own Any Certificate of Deposit (A)	129
Use Internet, Light (A)	128

## Lifestyle Behaviors 16-30

## Index

Use Maid/Housekeeper, 1yr (H)	127
Do Garment Sewing from Patterns, 6mo (A)	122
Use Spam, 1mo (H)	118
Play Bingo, 1yr (A)	115
Buy from Bob Evan's Farm, 1mo (A)	114
Shop at Food Lion, 1mo (A)	114
Domestic Travel by Motor Home, 1yr (A)	109
Buy from Ponderosa, 1mo (A)	107
Source of Coupons, Magazines, 1yr (H)	107
Buy from Captain D's, 1mo (A)	107
Own Riding Lawn Mower (H)	106
Source of Coupons, Newspaper, 1yr (H)	104
Buy Home Furnishings by Mail/Phone, 1yr (A)	102
Own Annuities (A)	99
Buy from Golden Corral, 1mo (A)	98

## Lifestyle Behaviors 31-45

## Index

Buy Women's Suit w/Skirt, 1yr (A)	97
Use Property/Garden Maintenance Svc, 1yr (H)	97
Own Satellite Dish (H)	94
Bought Most Recent Vehicle (H)	93
Have Conservative Outlook (A)	92
Do Bird Watching, 1yr (A)	92
Own All Terrain Vehicle (H)	92
Shop at Winn Dixie, 1mo (A)	92
Drive Regular Pickup (A)	89
Buy Book Through Book Club, 1yr (A)	89
First to Try The Most Advanced Medicines, Agree (A)	88
Buy Auto Service at Gas Station/Garage (H)	87
Own/Lease New Ford (H)	87
Take Vitamins/Dietary Supplement, 1wk (A)	86
Belong to a Church Board (A)	85

## VI. Primary RTA 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	\$6,722,308	\$24,235,000	\$17,512,690	261%
523	Paint, Glass and Wallpaper	\$2,164,435	\$0	-\$2,164,435	-100%
525	Hardware Stores	\$3,896,356	\$6,800,000	\$2,903,644	75%
526	Retail Nurseries and Garden	\$2,958,172	\$1,100,000	-\$1,858,172	-63%
527	Mobile Home Dealers	\$841,299	\$0	-\$841,299	-100%
53	General Merchandise Stores	\$27,073,470	\$47,900,000	\$20,826,530	77%
541	Grocery Stores	\$32,278,140	\$18,300,000	-\$13,978,140	-43%
542	Meat and Fish Markets	\$1,521,674	\$0	-\$1,521,674	-100%
543	Fruit and Vegetable Markets	\$730,839	\$600,000	-\$130,839	-18%
544	Candy, Nut and Confection Stores	\$141,443	\$0	-\$141,443	-100%
545	Dairy Products Stores	\$47,148	\$0	-\$47,148	-100%
546	Retail Bakeries	\$402,878	\$100,000	-\$302,878	-75%
549	Miscellaneous Food Stores	\$2,559,231	\$1,100,000	-\$1,459,231	-57%
551	New and Used Car Dealers	\$35,161,190	\$35,000,000	-\$161,190	0%
552	Used Car Dealers	\$7,883,588	\$8,900,000	\$1,016,412	13%
553	Auto and Home Supply Stores	\$9,356,042	\$10,300,000	\$943,958	10%
554	Gasoline Service Stations	\$10,017,970	\$3,000,000	-\$7,017,973	-70%
555	Boat Dealers	\$2,134,696	\$0	-\$2,134,696	-100%
556	Recreational Vehicle Dealers	\$1,322,515	\$0	-\$1,322,515	-100%
557	Motorcycle Dealers	\$1,222,728	\$0	-\$1,222,728	-100%
559	Automotive Dealers, NEC	\$1,751,920	\$0	-\$1,751,920	-100%
561	Men's and Boys' Clothing Stores	\$811,974	\$600,000	-\$211,974	-26%
562	Women's Clothing Stores	\$1,331,530	\$600,000	-\$731,530	-55%
563	Women's Accessory and Specialty Stores	\$196,673	\$0	-\$196,673	-100%
564	Children's and Infants' Wear	\$354,798	\$0	-\$354,798	-100%
565	Family Clothing Stores	\$1,407,484	\$2,400,000	\$992,516	71%

## Summary Table (continued)

566	Shoe Stores	\$1,769,743	\$0	-\$1,769,743	-100%
569	Miscellaneous Apparel and Accessory Stores	\$896,632	\$100,000	-\$796,632	-89%
571	Home Furniture and Furnishing	\$7,947,004	\$4,900,000	-\$3,047,004	-38%
572	Household Appliance Stores	\$1,745,081	\$400,000	-\$1,345,081	-77%
573	Radio, TV, and Computer Stores	\$17,859,910	\$1,600,000	-\$16,259,910	-91%
5812	Eating Places	\$37,334,740	\$13,500,000	-\$23,834,740	-64%
5813	Drinking Places	\$1,272,673	\$100,000	-\$1,172,673	-92%
591	Drug Stores and Proprietary	\$7,021,773	\$10,000,000	\$2,978,228	42%
592	Liquor Stores	\$808,865	\$600,000	-\$208,865	-26%
593	Used Merchandise Stores	\$1,574,832	\$700,000	-\$874,832	-56%
5941	Sporting Goods, Bicycle and Gun Stores	\$1,263,865	\$2,000,000	\$736,135	58%
5942	Book Stores	\$616,545	\$200,000	-\$416,545	-68%
5943	Stationery Stores	\$2,019,262	\$0	-\$2,019,262	-100%
5944	Jewelry Stores	\$919,533	\$750,000	-\$169,533	-18%
5945	Hobby, Toy and Game Shops	\$1,019,320	\$100,000	-\$919,320	-90%
5946	Camera and Photography Supply Stores	\$78,441	\$0	-\$78,441	-100%
5947	Gift, Novelty and Souvenir Shops	\$1,226,665	\$600,000	-\$626,665	-51%
5948	Luggage and Leather Goods Stores	\$39,272	\$0	-\$39,272	-100%
5949	Sewing, Needlework and Craft Stores	\$147,867	\$100,000	-\$47,867	-32%
596	Non-store Retailers	\$3,099,615	\$500,000	-\$2,599,615	-84%
598	Fuel and Ice Dealers	\$214,910	\$0	-\$214,910	-100%
5992	Florists	\$572,195	\$600,000	\$27,805	5%
5993	Tobacco Stores and Stands	\$128,076	\$0	-\$128,076	-100%
5994	News Dealers and Newsstands	\$128,283	\$0	-\$128,283	-100%
5995	Optical Goods Stores	\$675,194	\$300,000	-\$375,194	-56%
5999	Miscellaneous Retail Stores, NEC	\$10,372,460	\$3,700,000	-\$6,672,461	-64%
<b>TOTALS</b>		<b>\$255,043,300</b>	<b>\$201,685,000</b>	<b>-\$53,358,260</b>	<b>LEAKAGE</b>

# Leakage Summary

SIC	RETAIL SECTOR	LEAKAGE AMOUNT
523	Paint, Glass and Wallpaper . . . . .	-\$2,164,435
526	Retail Nurseries and Garden . . . . .	-\$1,858,172
527	Mobile Home Dealers . . . . .	-\$841,299
541	Grocery Stores . . . . .	-\$13,978,140
542	Meat and Fish Markets. . . . .	-\$1,521,674
543	Fruit and Vegetable Markets . . . . .	-\$130,839
544	Candy, Nut and Confection Stores . . . . .	-\$141,443
545	Dairy Products Stores . . . . .	-\$47,148
546	Retail Bakeries . . . . .	-\$302,878
549	Miscellaneous Food Stores. . . . .	-\$1,459,231
551	New and Used Car Dealers. . . . .	-\$161,190
554	Gasoline Service Stations . . . . .	-\$7,017,973
555	Boat Dealers . . . . .	-\$2,134,696
556	Recreational Vehicle Dealers . . . . .	-\$1,322,515
557	Motorcycle Dealers . . . . .	-\$1,222,728
559	Automotive Dealers, NEC . . . . .	-\$1,751,920
561	Men's and Boys' Clothing Stores . . . . .	-\$211,974
562	Women's Clothing Stores . . . . .	-\$731,530
563	Women's Accessory and Specialty Stores . . . . .	-\$196,673
564	Children's and Infants' Wear . . . . .	-\$354,798
566	Shoe Stores. . . . .	-\$1,769,743
569	Miscellaneous Apparel and Accessory Stores . . . . .	-\$796,632
571	Home Furniture and Furnishing . . . . .	-\$3,047,004
572	Household Appliance Stores . . . . .	-\$1,345,081
573	Radio, TV, and Computer Stores . . . . .	-\$16,259,910
5812	Eating Places . . . . .	-\$23,834,740
5813	Drinking Places . . . . .	-\$1,172,673
592	Liquor Stores . . . . .	-\$208,865
593	Used Merchandise Stores . . . . .	-\$874,832
5942	Book Stores. . . . .	-\$416,545
5943	Stationery Stores . . . . .	-\$2,019,262
5944	Jewelry Stores . . . . .	-\$169,533
5945	Hobby, Toy and Game Shops. . . . .	-\$919,320
5946	Camera and Photography Supply Stores . . . . .	-\$78,441
5947	Gift, Novelty and Souvenir Shops. . . . .	-\$626,665
5948	Luggage and Leather Goods Stores . . . . .	-\$39,272
5949	Sewing, Needlework and Craft Stores. . . . .	-\$47,867
596	Non-store Retailers . . . . .	-\$2,599,615
598	Fuel and Ice Dealers . . . . .	-\$214,910
5993	Tobacco Stores and Stands . . . . .	-\$128,076
5994	News Dealers and Newsstands. . . . .	-\$128,283
5995	Optical Goods Stores . . . . .	-\$375,194
5999	Miscellaneous Retail Stores, NEC . . . . .	-\$6,672,461

# Surplus Summary

SIC	RETAIL SECTOR	SURPLUS AMOUNT
521	Lumber and Other Building Materials. . . . .	\$17,512,690
525	Hardware Stores . . . . .	\$2,903,644
53	General Merchandise Stores . . . . .	\$20,826,530
552	Used Car Dealers . . . . .	\$1,016,412
553	Auto and Home Supply Stores . . . . .	\$943,958
565	Family Clothing Stores. . . . .	\$992,516
591	Drug Stores and Proprietary . . . . .	\$2,978,228
5941	Sporting Goods, Bicycle and Gun Stores . . . . .	\$736,135
5992	Florists . . . . .	\$27,805



## VII. Secondary RTA 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	\$8,332,182	\$24,235,000	\$15,902,820	191%
523	Paint, Glass and Wallpaper	\$2,682,779	\$0	-\$2,682,779	-100%
525	Hardware Stores	\$4,829,465	\$6,800,000	\$1,970,535	41%
526	Retail Nurseries and Garden	\$3,666,602	\$1,100,000	-\$2,566,602	-70%
527	Mobile Home Dealers	\$1,042,775	\$0	-\$1,042,775	-100%
53	General Merchandise Stores	\$33,557,090	\$47,900,000	\$14,342,910	43%
541	Grocery Stores	\$40,008,190	\$18,300,000	-\$21,708,190	-54%
542	Meat and Fish Markets	\$1,886,088	\$0	-\$1,886,088	-100%
543	Fruit and Vegetable Markets	\$905,862	\$600,000	-\$305,862	-34%
544	Candy, Nut and Confection Stores	\$175,316	\$0	-\$175,316	-100%
545	Dairy Products Stores	\$58,439	\$0	-\$58,439	-100%
546	Retail Bakeries	\$499,361	\$100,000	-\$399,361	-80%
549	Miscellaneous Food Stores	\$3,172,122	\$1,100,000	-\$2,072,122	-65%
551	New and Used Car Dealers	\$43,581,680	\$35,000,000	-\$8,581,676	-20%
552	Used Car Dealers	\$9,771,569	\$8,900,000	-\$871,569	-9%
553	Auto and Home Supply Stores	\$11,596,650	\$10,300,000	-\$1,296,650	-11%
554	Gasoline Service Stations	\$12,417,100	\$3,000,000	-\$9,417,101	-76%
555	Boat Dealers	\$2,645,918	\$0	-\$2,645,918	-100%
556	Recreational Vehicle Dealers	\$1,639,234	\$0	-\$1,639,234	-100%
557	Motorcycle Dealers	\$1,515,549	\$0	-\$1,515,549	-100%
559	Automotive Dealers, NEC	\$2,171,474	\$0	-\$2,171,474	-100%
561	Men's and Boys' Clothing Stores	\$1,006,428	\$600,000	-\$406,428	-40%
562	Women's Clothing Stores	\$1,650,408	\$600,000	-\$1,050,408	-64%
563	Women's Accessory and Specialty Stores	\$243,772	\$0	-\$243,772	-100%
564	Children's and Infants' Wear	\$439,766	\$0	-\$439,766	-100%
565	Family Clothing Stores	\$1,744,551	\$2,400,000	\$655,449	38%

## Summary Table (continued)

566	Shoe Stores	\$2,193,565	\$0	-\$2,193,565	-100%
569	Miscellaneous Apparel and Accessory Stores	\$1,111,360	\$100,000	-\$1,011,360	-91%
571	Home Furniture and Furnishing	\$9,850,172	\$4,900,000	-\$4,950,172	-50%
572	Household Appliance Stores	\$2,162,997	\$400,000	-\$1,762,997	-82%
573	Radio, TV, and Computer Stores	\$22,137,040	\$1,600,000	-\$20,537,040	-93%
5812	Eating Places	\$46,275,760	\$13,500,000	-\$32,775,760	-71%
5813	Drinking Places	\$1,577,456	\$100,000	-\$1,477,456	-94%
591	Drug Stores and Proprietary	\$8,703,363	\$10,000,000	\$1,296,637	15%
592	Liquor Stores	\$1,002,574	\$600,000	-\$402,574	-40%
593	Used Merchandise Stores	\$1,951,976	\$700,000	-\$1,251,976	-64%
5941	Sporting Goods, Bicycle and Gun Stores	\$1,566,539	\$2,000,000	\$433,461	28%
5942	Book Stores	\$764,197	\$200,000	-\$564,197	-74%
5943	Stationery Stores	\$2,502,840	\$0	-\$2,502,840	-100%
5944	Jewelry Stores	\$1,139,745	\$750,000	-\$389,745	-34%
5945	Hobby, Toy and Game Shops	\$1,263,429	\$100,000	-\$1,163,429	-92%
5946	Camera and Photography Supply Stores	\$97,226	\$0	-\$97,226	-100%
5947	Gift, Novelty and Souvenir Shops	\$1,520,430	\$600,000	-\$920,430	-61%
5948	Luggage and Leather Goods Stores	\$48,677	\$0	-\$48,677	-100%
5949	Sewing, Needlework and Craft Stores	\$183,279	\$100,000	-\$83,279	-45%
596	Non-store Retailers	\$3,841,918	\$500,000	-\$3,341,918	-87%
598	Fuel and Ice Dealers	\$266,377	\$0	-\$266,377	-100%
5992	Florists	\$709,226	\$600,000	-\$109,226	-15%
5993	Tobacco Stores and Stands	\$158,747	\$0	-\$158,747	-100%
5994	News Dealers and Newsstands	\$159,004	\$0	-\$159,004	-100%
5995	Optical Goods Stores	\$836,892	\$300,000	-\$536,892	-64%
5999	Miscellaneous Retail Stores, NEC	\$12,856,480	\$3,700,000	-\$9,156,482	-71%
	<b>TOTALS</b>	<b>\$316,121,500</b>	<b>\$201,685,000</b>	<b>-\$114,436,600</b>	<b>LEAKAGE</b>

# Leakage Summary

SIC	RETAIL SECTOR	LEAKAGE AMOUNT
523	Paint, Glass and Wallpaper . . . . .	-\$2,682,779
526	Retail Nurseries and Garden . . . . .	-\$2,566,602
527	Mobile Home Dealers . . . . .	-\$1,042,775
541	Grocery Stores . . . . .	-\$21,708,190
542	Meat and Fish Markets. . . . .	-\$1,886,088
543	Fruit and Vegetable Markets . . . . .	-\$305,862
544	Candy, Nut and Confection Stores . . . . .	-\$175,316
545	Dairy Products Stores . . . . .	-\$58,439
546	Retail Bakeries . . . . .	-\$399,361
549	Miscellaneous Food Stores. . . . .	-\$2,072,122
551	New and Used Car Dealers. . . . .	-\$8,581,676
552	Used Car Dealers . . . . .	-\$871,569
553	Auto and Home Supply Stores . . . . .	-\$1,296,650
554	Gasoline Service Stations . . . . .	-\$9,417,101
555	Boat Dealers . . . . .	-\$2,645,918
556	Recreational Vehicle Dealers . . . . .	-\$1,639,234
557	Motorcycle Dealers . . . . .	-\$1,515,549
559	Automotive Dealers, NEC . . . . .	-\$2,171,474
561	Men's and Boys' Clothing Stores . . . . .	-\$406,428
562	Women's Clothing Stores . . . . .	-\$1,050,408
563	Women's Accessory and Specialty Stores . . . . .	-\$243,772
564	Children's and Infants' Wear . . . . .	-\$439,766
566	Shoe Stores. . . . .	-\$2,193,565
569	Miscellaneous Apparel and Accessory Stores . . . . .	-\$1,011,360
571	Home Furniture and Furnishing . . . . .	-\$4,950,172
572	Household Appliance Stores. . . . .	-\$1,762,997
573	Radio, TV, and Computer Stores . . . . .	-\$20,537,040
5812	Eating Places . . . . .	-\$32,775,760
5813	Drinking Places . . . . .	-\$1,477,456
592	Liquor Stores . . . . .	-\$402,574
593	Used Merchandise Stores . . . . .	-\$1,251,976
5942	Book Stores. . . . .	-\$564,197
5943	Stationery Stores . . . . .	-\$2,502,840
5944	Jewelry Stores . . . . .	-\$389,745
5945	Hobby, Toy and Game Shops. . . . .	-\$1,163,429
5946	Camera and Photography Supply Stores . . . . .	-\$97,226
5947	Gift, Novelty and Souvenir Shops. . . . .	-\$920,430
5948	Luggage and Leather Goods Stores . . . . .	-\$48,677
5949	Sewing, Needlework and Craft Stores. . . . .	-\$83,279
596	Non-store Retailers . . . . .	-\$3,341,918
598	Fuel and Ice Dealers. . . . .	-\$266,377
5992	Florists . . . . .	-\$109,226
5993	Tobacco Stores and Stands . . . . .	-\$158,747
5994	News Dealers and Newsstands. . . . .	-\$159,004
5995	Optical Goods Stores . . . . .	-\$536,892
5999	Miscellaneous Retail Stores, NEC . . . . .	-\$9,156,482

# Surplus Summary

<b>SIC</b>	<b>RETAIL SECTOR</b>	<b>SURPLUS AMOUNT</b>
521	Lumber and Other Building Materials. . . . .	\$15,902,820
525	Hardware Stores . . . . .	.\$1,970,535
53	General Merchandise Stores . . . . .	\$14,342,910
565	Family Clothing Stores. . . . .	\$655,449
591	Drug Stores and Proprietary . . . . .	.\$1,296,637
5941	Sporting Goods, Bicycle and Gun Stores . . . . .	\$433,461

## VIII. Retailer Matches

# Retailer Match List

Advance Auto Parts

Aldi

Applebees

Burger King

Chicken Express

Chilis

Cotton Patch Cafe

Dennys

Huddle House

Jack In The Box

Kroger

Radio Shack

Save A Lot

Shoe Show

Walgreens

Wendy's



## IX. 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 2010/2011, ESRI 2010/2011, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, Mediamark Research Inc. 2010/2011, 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	Drapery and Upholstery Stores
571400	Drapery and upholstery stores
57140000	Drapery and upholstery stores
571499	Drapery and upholstery stores, NEC
57149901	Curtains
57149902	Draperies
57149903	Slip covers
57149904	Upholstery materials
5719	Miscellaneous Home furnishings
571900	Miscellaneous home furnishings
57190000	Miscellaneous home furnishings
571901	Kitchenware
57190100	Kitchenware
57190101	Aluminum ware
57190102	China
57190103	Cookware, except aluminum
57190104	Crockery
57190105	Cutlery
57190106	Enamelware
57190107	Glassware
57190108	Metal ware

## SIC Detail (SIC Code 57)

57190109	Tin ware
57190110	Barbeque grills
571902	Lighting, lamps, and accessories
57190200	Lighting, lamps, and accessories
57190201	Lamps and lamp shades
57190202	Lighting fixtures
571903	Fireplaces and wood burning stoves
57190300	Fireplaces and wood burning stoves
57190301	Fireplace equipment and accessories
57190302	Wood burning stoves
57190303	Coal burning stoves
571904	Window furnishings
57190400	Window furnishings
57190401	Venetian blinds
57190402	Vertical blinds
57190403	Window shades, NEC
571905	Beddings and linens
57190500	Beddings and linens
57190501	Bedding (sheets, blankets, spreads, and pillows)
57190502	Linens
571906	Pictures and mirrors
57190600	Pictures and mirrors
57190601	Mirrors
57190602	Pictures, wall
571999	Miscellaneous home furnishings stores, NEC
57199901	Bath accessories
57199902	Brooms
57199903	Brushes
57199904	Closet organizers and shelving units
57199905	House wares, NEC
57199906	Pottery
57199907	Towels
57199908	Wicker, rattan, or reed home furnishings
5722	Household Appliance Stores
572200	Household appliance stores
57220000	Household appliance stores
572201	Gas household appliances
57220100	Gas household appliances
57220101	Gas ranges
572202	Electric household appliances
57220200	Electric household appliances
57220201	Air conditioning room units, self-contained
57220202	Electric household appliances, major
57220203	Electric household appliances, small
57220204	Electric ranges
57220205	Fans, electric
57220206	Garbage disposals
57220207	Microwave ovens
57220208	Vacuum cleaners
572299	Household appliance stores, NEC
57229901	Appliance parts
57229902	Kitchens, complete (sinks, cabinets, etc.)

## SIC Detail (SIC Code 57)

57229903	Sewing machines
57229904	Stoves, household, NEC
57229905	Sun tanning equipment and supplies
57229906	Kerosene heaters
5731	Radio, Television, and Electronic Stores
573100	Radio, television, and electronic stores
57310000	Radio, television, and electronic stores
573101	Antennas
57310100	Antennas
57310101	Antennas, satellite dish
573102	Video cameras, recorders, and accessories
57310200	Video cameras, recorders, and accessories
57310201	Video cameras and accessories
57310202	Video recorders, players, disc players, and accessories
57310203	Video tapes, blank
573199	Radio, television, and electronic stores, NEC
57319901	Automotive sound equipment
57319902	Consumer electronic equipment, NEC
57319903	High fidelity stereo equipment
57319904	Marine radios and radar equipment
57319905	Phonographs
57319906	Radios, receiver type
57319907	Radios, two-way, citizens band, weather, short-wave, etc.
57319908	Tape recorders and players
57319909	Television sets
57319910	Metal detectors
5734	Computer and Software Stores
573400	Computer and software stores
57340000	Computer and software stores
573401	Computer peripheral equipment
57340100	Computer peripheral equipment
57340101	Modems, monitors, terminals, and disk drives: computers
57340102	Printers and plotters: computers
573402	Computer software and accessories
57340200	Computer software and accessories
57340201	Computer tapes
57340202	Magnetic disks
57340203	Software, business and non-game
57340204	Software, computer games
57340205	Word processing equipment and supplies
573499	Computer and software stores, NEC
57349901	Personal computers
5735	Record and Prerecorded Tape Stores
573500	Record and prerecorded tape stores
57350000	Record and prerecorded tape stores
573501	Video discs and tapes, prerecorded
57350100	Video discs and tapes, prerecorded
57350101	Video discs, prerecorded
57350102	Video tapes, prerecorded
573502	Records, audio discs, and tapes
57350200	Records, audio discs, and tapes
57350201	Audio tapes, prerecorded



## SIC Detail (SIC Code 57)

57350202	Compact discs
57350203	Records
5736	Musical Instrument Stores
573600	Musical instrument stores
57360000	Musical instrument stores
573601	Keyboard instruments
57360100	Keyboard instruments
57360101	Organs
57360102	Pianos
573699	Musical instrument stores, NEC
57369901	Band instruments
57369902	Brass instruments
57369903	Drums and related percussion instruments
57369904	Sheet music
57369905	String instruments
57369906	Wind instruments

# SIC Detail (SIC Code 58)

## EATING & DRINKING PLACES

SIC Code	Industry Description
58	Eating and Drinking Places
5812	Eating Places
581200	Eating places
58120000	Eating places
581201	Ethnic food restaurants
58120100	Ethnic food restaurants
58120101	American restaurant
58120102	Cajun restaurant
58120103	Chinese restaurant
58120104	French restaurant
58120105	German restaurant
58120106	Greek restaurant
58120107	Indian/Pakistan restaurant
58120108	Italian restaurant
58120109	Japanese restaurant
58120110	Korean restaurant
58120111	Lebanese restaurant
58120112	Mexican restaurant
58120113	Spanish restaurant
58120114	Sushi bar
58120115	Thai restaurant
58120116	Vietnamese restaurant
58120117	Pakistani restaurant
581202	Ice cream, soft drink and soda fountain stands
58120200	Ice cream, soft drink and soda fountain stands
58120201	Concessionaire
58120202	Frozen yogurt stand
58120203	Ice cream stands or dairy bars
58120204	Snow cone stand
58120205	Soda fountain
58120206	Soft drink stand
581203	Fast food restaurants and stands
58120300	Fast food restaurants and stands
58120301	Box lunch stand
58120302	Carry-out only (except pizza) restaurant
58120303	Chili stand
58120304	Coffee shop
58120305	Delicatessen (eating places)
58120306	Drive-in restaurant
58120307	Fast-food restaurant, chain
58120308	Fast-food restaurant, independent
58120309	Food bars
58120310	Grills (eating places)
58120311	Hamburger stand
58120312	Hot dog stand
58120313	Sandwiches and submarines shop
58120314	Snack bar
58120315	Snack shop
581204	Lunchrooms and cafeterias
58120400	Lunchrooms and cafeterias

## SIC Detail (SIC Code 58)

58120401	Automat (eating places)
58120402	Cafeteria
58120403	Luncheonette
58120404	Lunchroom
58120405	Restaurant, lunch counter
581205	Family restaurants
58120500	Family restaurants
58120501	Restaurant, family: chain
58120502	Restaurant, family: independent
581206	Pizza restaurants
58120600	Pizza restaurants
58120601	Pizzeria, chain
58120602	Pizzeria, independent
581207	Seafood restaurants
58120700	Seafood restaurants
58120701	Oyster bar
58120702	Seafood shack
581208	Steak and barbecue restaurants
58120800	Steak and barbecue restaurants
58120801	Barbecue restaurant
58120802	Steak restaurant
581299	Eating places, NEC
58129901	Buffet (eating places)
58129902	Café
58129903	Caterers
58129904	Chicken restaurant
58129905	Commissary restaurant
58129906	Contract food services
58129907	Diner
58129908	Dinner theater
58129909	Health food restaurant
5813	Drinking Places
581300	Drinking places
58130000	Drinking places
581301	Bars and lounges
58130100	Bars and lounges
58130101	Bar (drinking places)
58130102	Beer garden (drinking places)
58130103	Cocktail lounge
58130104	Saloon
58130105	Tavern (drinking places)
58130106	Wine bar
581302	Night clubs
58130200	Night clubs
58130201	Cabaret
58130202	Discotheque

# SIC Detail (SIC Code 59)

## MISCELLANEOUS RETAIL

SIC Code	Industry Description
59	Miscellaneous Retail
5912	Drug Stores and Proprietary Stores
591200	Drug stores and proprietary stores
59120000	Drug stores and proprietary stores
591299	Drug stores and proprietary stores, NEC
59129901	Drug stores
59129902	Proprietary (non-prescription medicine) stores
5921	Liquor Stores
592100	Liquor stores
59210000	Liquor stores
592101	Wine and beer
59210100	Wine and beer
59210101	Beer (packaged)
59210102	Wine
592199	Liquor stores, NEC
59219901	Hard liquor
5932	Used Merchandise Stores
593200	Used merchandise stores
59320000	Used merchandise stores
593201	Home furnishings and appliances, secondhand
59320100	Home furnishings and appliances, secondhand
59320101	Furniture, secondhand
59320102	Home furnishings, secondhand
59320103	Household appliances, used
593202	Antiques
59320200	Antiques
59320201	Art objects, antique
59320202	Glassware, antique
593203	Book stores, secondhand
59320300	Book stores, secondhand
59320301	Manuscripts, rare
59320302	Rare books
593204	Clothing and shoes, secondhand
59320400	Clothing and shoes, secondhand
59320401	Clothing, secondhand
59320402	Shoes, secondhand
593205	Office furniture and store fixtures, secondhand
59320500	Office furniture and store fixtures, secondhand
59320501	Office furniture, secondhand
59320502	Store fixtures and equipment, secondhand
593299	Used merchandise stores, NEC
59329901	Building materials, secondhand
59329902	Computers and accessories, secondhand
59329903	Musical instruments, secondhand
59329904	Pawnshop
59329905	Records, secondhand
59329906	Stereo equipment, secondhand
5941	Sporting Goods and Bicycle Shops
594100	Sporting goods and bicycle shops
59410000	Sporting goods and bicycle shops

## SIC Detail (SIC Code 59)

594101	Fishing equipment
59410100	Fishing equipment
59410101	Bait and tackle
59410102	Fish finders and other electronic fishing equipment
594102	Hunting equipment
59410200	Hunting equipment
59410201	Ammunition
59410202	Firearms
594103	Golf, tennis, and ski shops
59410300	Golf, tennis, and ski shops
59410301	Golf goods and equipment
59410302	Skiing equipment
59410303	Tennis goods and equipment
594104	Exercise equipment
59410400	Exercise equipment
59410401	Gymnasium equipment, NEC
59410402	Trampolines and equipment
594105	Water sport equipment
59410500	Water sport equipment
59410501	Skin diving, scuba equipment and supplies
59410502	Surfing equipment and supplies
59410503	Windsurfing and sail boarding equipment
594106	Camping and backpacking equipment
59410600	Camping and backpacking equipment
59410601	Backpacking equipment
59410602	Camping equipment
594107	Team sports equipment
59410700	Team sports equipment
59410701	Baseball equipment
59410702	Basketball equipment
59410703	Football equipment
59410704	Hockey equipment, except skates
59410705	Soccer supplies
594199	Sporting goods and bicycle shops, NEC
59419901	Archery supplies
59419902	Bicycle and bicycle parts
59419903	Bowling equipment and supplies
59419904	Martial arts equipment and supplies
59419905	Playground equipment
59419906	Pool and billiard tables
59419907	Saddlery and equestrian equipment
59419908	Skateboarding equipment
59419909	Skating equipment
59419910	Specialty sport supplies, NEC
5942	Book Stores
594200	Book stores
59420000	Book stores
594299	Book stores, NEC
59429901	Books, foreign
59429902	Books, religious
59429903	Children's books
59429904	College book stores

## SIC Detail (SIC Code 59)

59429905	Comic books
5943	Stationery Stores
594300	Stationery stores
59430000	Stationery stores
594399	Stationery stores, NEC
59439901	Notary and corporate seals
59439902	Office forms and supplies
59439903	School supplies
59439904	Writing supplies
5944	Jewelry Stores
594400	Jewelry stores
59440000	Jewelry stores
594401	Clock and watch stores
59440100	Clock and watch stores
59440101	Clocks
59440102	Watches
594499	Jewelry stores, NEC
59449901	Jewelry, precious stones and precious metals
59449902	Silverware
5945	Hobby, Toy, and Game Shops
594500	Hobby, toy, and game shops
59450000	Hobby, toy, and game shops
594501	Hobby and craft supplies
59450100	Hobby and craft supplies
59450101	Arts and crafts supplies
59450102	Ceramics supplies
59450103	Hobbies, NEC
59450104	Models, toy and hobby
594502	Toys and games
59450200	Toys and games
59450201	Children's toys and games, except dolls
59450202	Dolls and accessories
59450203	Games (chess, backgammon, and other durable games)
594599	Hobby, toy, and game shops, NEC
59459901	Kite stores
5946	Camera and Photographic Supply Stores
594600	Camera and photographic supply stores
59460000	Camera and photographic supply stores
594699	Camera and photographic supply stores, NEC
59469901	Cameras
59469902	Photographic supplies
5947	Gift, Novelty, and Souvenir Shop
594700	Gift, novelty, and souvenir shop
59470000	Gift, novelty, and souvenir shop
594701	Gifts and novelties
59470100	Gifts and novelties
59470101	Artcraft and carvings
59470102	Balloon shops
59470103	Gift baskets
59470104	Gift shop
59470105	Novelties
59470106	Party favors

## SIC Detail (SIC Code 59)

594799	Gift, novelty, and souvenir shop, NEC
59479901	Greeting cards
59479902	Souvenirs
59479903	Trading cards: baseball or other sports, entertainment, etc.
5948	Luggage and Leather Goods Stores
594800	Luggage and leather goods stores
59480000	Luggage and leather goods stores
594899	Luggage and leather goods stores, NEC
59489901	Leather goods, except luggage and shoes
59489902	Luggage, except footlockers and trunks
59489903	Trunks (luggage)
5949	Sewing, Needlework, and Piece Goods
594900	Sewing, needlework, and piece goods
59490000	Sewing, needlework, and piece goods
594901	Fabric stores piece goods
59490100	Fabric stores piece goods
59490101	Bridal fabrics
59490102	Fabric, remnants
594902	Sewing and needlework
59490200	Sewing and needlework
59490201	Knitting goods and supplies
59490202	Needlework goods and supplies
59490203	Notions, including trim
59490204	Patterns: sewing, knitting and needlework
59490205	Quilting materials and supplies
59490206	Sewing supplies
59490207	Weaving goods and supplies
5961	Catalog and Mail-order Houses
596100	Catalog and mail-order houses
59610000	Catalog and mail-order houses
596101	Food, mail order
59610100	Food, mail order
59610101	Cheese, mail order
59610102	Fruit, mail order
596102	Computer equipment and electronics, mail order
59610200	Computer equipment and electronics, mail order
59610201	Computer software, mail order
59610202	Computers and peripheral equipment, mail order
59610203	Electronic kits and parts, mail order
596103	Book and record clubs
59610300	Book and record clubs
59610301	Book club, mail order
59610302	Magazines, mail order
59610303	Record and/or tape (music or video) club, mail order
596104	Stamps, coins, and other collectibles, mail order
59610400	Stamps, coins, and other collectibles, mail order
59610401	Coins, mail order
59610402	Collectibles and antiques, mail order
59610403	Stamps, mail order
596199	Catalog and mail-order houses, NEC
59619901	Arts and crafts equipment and supplies, mail order
59619902	Automotive supplies and equipment, mail order

## SIC Detail (SIC Code 59)

59619903	Books, mail order (except book clubs)
59619904	Cards, mail order
59619905	Catalog sales
59619906	Clothing, mail order (except women's)
59619907	Cosmetics and perfumes, mail order
59619908	Educational supplies and equipment, mail order
59619909	Fishing, hunting and camping equipment and supplies: by mail
59619910	Fitness and sporting goods, mail order
59619911	Flowers, plants and bulbs: mail order
59619912	Furniture and furnishings, mail order
59619913	General merchandise, mail order
59619914	Gift items, mail order
59619915	Jewelry, mail order
59619916	Mail order house, NEC
59619917	Mail order house, order taking office only
59619918	Novelty merchandise, mail order
59619919	Religious merchandise, mail order
59619920	Television, home shopping
59619921	Tools and hardware, mail order
59619922	Toys and games (including dolls and models), mail order
59619923	Women's apparel, mail order
59619924	Pharmaceuticals, mail order
5962	Merchandising Machine Operators
596200	Merchandising machine operators
59620000	Merchandising machine operators
596201	Food vending machines
59620100	Food vending machines
59620101	Candy and snack food vending machines
59620102	Sandwich and hot food vending machines
596202	Beverage vending machines
59620200	Beverage vending machines
59620201	Cold drinks vending machines
59620202	Hot drinks and soup vending machines
596299	Merchandising machine operators, NEC
59629901	Cigarettes vending machines
59629902	Novelty vending machines
5963	Direct Selling Establishments
596300	Direct selling establishments
59630000	Direct selling establishments
596301	Beverage services, direct sales
59630100	Beverage services, direct sales
59630101	Bottled water delivery
59630102	Coffee, soda, beer, etc: house-to-house sales
59630103	Milk delivery
596302	Food services, direct sales
59630200	Food services, direct sales
59630201	Bakery goods, house-to-house
59630202	Dairy products, house-to-house
59630203	Food service, coffee-cart
59630204	Food service, mobile, except coffee-cart
59630205	Ice cream wagon



## SIC Detail (SIC Code 59)

59630206	Lunch wagon
59630207	Snacks, direct sales
596303	Encyclopedias and publications, direct sales
59630300	Encyclopedias and publications, direct sales
59630301	Book sales, house-to-house
59630302	Encyclopedias, house-to-house
59630303	Magazine subscriptions, house-to-house
59630304	Newspapers, home delivery, not by printers or publishers
596304	Home related products, direct sales
59630400	Home related products, direct sales
59630401	Appliance sales, house-to-house
59630402	Drapes and curtains, house-to-house
59630403	Furnishings, including furniture, house-to-house
59630404	House ware sales, house-to-house
59630405	Vacuum cleaner sales, house-to-house
596399	Direct selling establishments, NEC
59639901	Canvassers
59639902	Clothing sales, house-to-house
59639903	Cosmetic sales, house-to-house
59639904	Direct sales, telemarketing
59639905	Jewelry sales, house-to-house
59639906	Lingerie sales, house-to-house
59639907	Party-plan merchandising
5983	Fuel Oil Dealers
598300	Fuel oil dealers
59830000	Fuel oil dealers
5984	Liquefied Petroleum Gas Dealers
598400	Liquefied petroleum gas dealers
59840000	Liquefied petroleum gas dealers
598499	Liquefied petroleum gas dealers, NEC
59849901	Butane gas, bottled
59849902	Liquefied petroleum gas, delivered to customers' premises
59849903	Propane gas, bottled
5989	Fuel Dealers, NEC
598900	Fuel dealers, NEC
59890000	Fuel dealers, NEC
598999	Fuel dealers, NEC
59899901	Coal
59899902	Wood (fuel)
5992	Florists
599200	Florists
59920000	Florists
599299	Florists, NEC
59929901	Flowers, fresh
59929902	Plants, potted
5993	Tobacco Stores and Stands
599300	Tobacco stores and stands
59930000	Tobacco stores and stands
599399	Tobacco stores and stands, NEC
59939901	Cigar store
59939902	Cigarette store
59939903	Pipe store

## SIC Detail (SIC Code 59)

59939904	Tobacconist
5994	News Dealers and Newsstands
599400	News dealers and newsstands
59940000	News dealers and newsstands
599499	News dealers and newsstands, NEC
59949901	Magazine stand
59949902	Newsstand
5995	Optical Goods Stores
599500	Optical goods stores
59950000	Optical goods stores
599599	Optical goods stores, NEC
59959901	Contact lenses, prescription
59959902	Eyeglasses, prescription
59959903	Opticians
5999	Miscellaneous Retail Stores, NEC
599900	Miscellaneous retail stores, NEC
59990000	Miscellaneous retail stores, NEC
599901	Alarm and safety equipment stores
59990100	Alarm and safety equipment stores
59990101	Alarm signal systems
59990102	Fire extinguishers
59990103	Safety supplies and equipment
599902	Art and architectural supplies
59990200	Art and architectural supplies
59990201	Architectural supplies
59990202	Artists' supplies and materials
59990203	Drafting equipment and supplies
599903	Banners, flags, decals, and posters
59990300	Banners, flags, decals, and posters
59990301	Banners
59990302	Decals
59990303	Flags
59990304	Posters
599904	Binoculars and telescopes
59990400	Binoculars and telescopes
59990401	Binoculars
59990402	Telescopes
599905	Coins and stamps
59990500	Coins and stamps
59990501	Coins
59990502	Numismatist shops
59990503	Stamps (philatelist)
599906	Telephone and communication equipment
59990600	Telephone and communication equipment
59990601	Audio-visual equipment and supplies
59990602	Communication equipment
59990603	Telephone equipment and systems
59990604	Facsimile equipment
59990605	Mobile telephones and equipment
599907	Engine and motor equipment and supplies
59990700	Engine and motor equipment and supplies
59990701	Engines and parts, air-cooled

## SIC Detail (SIC Code 59)

59990702	Motors, electric
599908	Farm equipment and supplies
59990800	Farm equipment and supplies
59990801	Farm machinery, NEC
59990802	Farm tractors
59990803	Feed and farm supply
599909	Medical apparatus and supplies
59990900	Medical apparatus and supplies
59990901	Artificial limbs
59990902	Convalescent equipment and supplies
59990903	Hearing aids
59990904	Hospital equipment and supplies
59990905	Incontinent care products
59990906	Orthopedic and prosthesis applications
59990907	Technical aids for the handicapped
59990908	Wheelchair lifts
599910	Monuments and tombstones
59991000	Monuments and tombstones
59991001	Gravestones, finished
59991002	Monuments, finished to custom order
59991003	Tombstones
599911	Pets and pet supplies
59991100	Pets and pet supplies
59991101	Aquarium supplies
59991102	Pet food
59991103	Pet supplies
59991104	Pets
59991105	Tropical fish
599912	Swimming pools, hot tubs, and sauna equipment and supplies
59991200	Swimming pools, hot tubs, and sauna equipment and supplies
59991201	Hot tub and spa chemicals, equipment, and supplies
59991202	Sauna equipment and supplies
59991203	Spas and hot tubs
59991204	Swimming pool chemicals, equipment, and supplies
59991205	Swimming pools, above ground
59991206	Whirlpool baths
599913	Toiletries, cosmetics, and perfumes
59991300	Toiletries, cosmetics, and perfumes
59991301	Cosmetics
59991302	Perfumes and colognes
59991303	Toilet preparations
59991304	Hair care products
599914	Typewriters and business machines
59991400	Typewriters and business machines
59991401	Business machines and equipment
59991402	Photocopy machines
59991403	Typewriters
599915	Gems and precious stones
59991500	Gems and precious stones
59991501	Gem stones, rough

## SIC Detail (SIC Code 59)

59991502	Stones, crystalline: rough
599916	Art, picture frames, and decorations
59991600	Art, picture frames, and decorations
59991601	Art dealers
59991602	Artificial flowers
59991603	Candle shops
59991604	Christmas lights and decorations
59991605	Heraldic insignia
59991606	Picture frames, ready made
59991607	Collectible plates
599917	Educational aids and electronic training materials
59991700	Educational aids and electronic training materials
59991701	Education aids, devices and supplies
59991702	Training materials, electronic
599918	Infant furnishings and equipment
59991800	Infant furnishings and equipment
59991801	Baby carriages and strollers
59991802	Bassinets
59991803	Child restraint seats, automotive
59991804	Children's equipment, NEC
59991805	Children's furniture, NEC
59991806	Cribs
59991807	High chairs
59991808	Playpens
599999	Miscellaneous retail stores, NEC
59999901	Alcoholic beverage making equipment and supplies
59999902	Auction rooms (general merchandise)
59999903	Autograph supplies
59999904	Awnings
59999905	Batteries, non-automotive
59999906	Cake decorating supplies
59999907	Canvas products
59999908	Cleaning equipment and supplies
59999909	Concrete products, pre-cast
59999910	Electronic parts and equipment
59999911	Fireworks
59999912	Foam and foam products
59999913	Ice
59999914	Insecticide
59999915	Maps and charts
59999916	Plumbing and heating supplies
59999917	Police supply stores
59999918	Razors, electric
59999919	Religious goods
59999920	Rock and stone specimens
59999921	Rubber stamps
59999922	Sales barn
59999923	Sunglasses
59999924	Tents
59999925	Theater programs
59999926	Theatrical equipment and supplies
59999927	Trophies and plaques

## SIC Detail (SIC Code 59)

59999928	Vaults and safes
59999929	Water purification equipment
59999930	Packaging materials: boxes, padding, etc.
59999931	Welding supplies
59999932	Air purification equipment
59999933	Fiberglass materials, except insulation
59999934	Condoms

## C. Center Retail Market Profile

## D. Community Demographics

# Community Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2016 Projection	6,167	
2011 Estimate	6,056	
2000 Census	5,678	
1990 Census	5,133	
Growth 2011-2016	1.83%	
Growth 2000-2011	6.66%	
Growth 1990-2000	10.62%	
<b>2011 Est. Pop by Single Race Class</b>	<b>6,056</b>	
White Alone	2,581	42.62
Black or African American Alone	1,944	32.10
Amer. Indian and Alaska Native Alone	17	0.28
Asian Alone	30	0.50
Native Hawaiian and Other Pac. Isl. Alone	0	0.00
Some Other Race Alone	1,202	19.85
Two or More Races	282	4.66
<b>2011 Est. Pop Hisp or Latino by Origin</b>	<b>6,056</b>	
Not Hispanic or Latino	4,184	69.09
Hispanic or Latino:	1,872	30.91
Mexican	1,852	98.93
Puerto Rican	0	0.00
Cuban	0	0.00
All Other Hispanic or Latino	20	1.07
<b>2011 Est. Hisp or Latino by Single Race Class</b>	<b>1,872</b>	
White Alone	412	22.01
Black or African American Alone	12	0.64
American Indian and Alaska Native Alone	3	0.16
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	1,200	64.10
Two or More Races	245	13.09



# Community Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop. Asian Alone Race by Cat</b>	<b>30</b>	
Chinese, except Taiwanese	0	0.00
Filipino	0	0.00
Japanese	8	26.67
Asian Indian	22	73.33
Korean	0	0.00
Vietnamese	0	0.00
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	0	0.00
<b>2011 Est. Population by Ancestry</b>	<b>6,056</b>	
Pop, Arab	0	0.00
Pop, Czech	2	0.03
Pop, Danish	0	0.00
Pop, Dutch	4	0.07
Pop, English	126	2.08
Pop, French (except Basque)	75	1.24
Pop, French Canadian	2	0.03
Pop, German	217	3.58
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	283	4.67
Pop, Italian	2	0.03
Pop, Lithuanian	0	0.00
Pop, United States or American	601	9.92
Pop, Norwegian	3	0.05
Pop, Polish	0	0.00
Pop, Portuguese	0	0.00
Pop, Russian	5	0.08
Pop, Scottish	55	0.91
Pop, Scotch-Irish	49	0.81
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	223	3.68
Pop, Swedish	0	0.00
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	0	0.00
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	3,790	62.58

# Community Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Population by Ancestry</b>		
Pop, Ancestry Unclassified	619	10.22
<b>2011 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>5,561</b>	
Speak Only English at Home	4,377	78.71
Speak Asian/Pac. Isl. Lang. at Home	0	0.00
Speak IndoEuropean Language at Home	25	0.45
Speak Spanish at Home	1,159	20.84
Speak Other Language at Home	0	0.00
<b>2011 Est. Population by Sex</b>	<b>6,056</b>	
Male	2,915	48.13
Female	3,141	51.87
<b>2011 Est. Population by Age</b>	<b>6,056</b>	
Age 0 - 4	495	8.17
Age 5 - 9	486	8.03
Age 10 - 14	463	7.65
Age 15 - 17	268	4.43
Age 18 - 20	248	4.10
Age 21 - 24	316	5.22
Age 25 - 34	834	13.77
Age 35 - 44	726	11.99
Age 45 - 54	756	12.48
Age 55 - 64	578	9.54
Age 65 - 74	387	6.39
Age 75 - 84	300	4.95
Age 85 and over	199	3.29
Age 16 and over	4,533	74.85
Age 18 and over	4,344	71.73
Age 21 and over	4,096	67.64
Age 65 and over	886	14.63
<b>2011 Est. Median Age</b>	<b>34.01</b>	
<b>2011 Est. Average Age</b>	<b>36.70</b>	

# Community Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Male Population by Age</b>	<b>2,915</b>	
Age 0 - 4	256	8.78
Age 5 - 9	248	8.51
Age 10 - 14	229	7.86
Age 15 - 17	118	4.05
Age 18 - 20	130	4.46
Age 21 - 24	179	6.14
Age 25 - 34	429	14.72
Age 35 - 44	390	13.38
Age 45 - 54	373	12.80
Age 55 - 64	260	8.92
Age 65 - 74	156	5.35
Age 75 - 84	102	3.50
Age 85 and over	45	1.54
<b>2011 Est. Median Age, Male</b>	<b>31.93</b>	
<b>2011 Est. Average Age, Male</b>	<b>34.20</b>	
<b>2011 Est. Female Population by Age</b>	<b>3,141</b>	
Age 0 - 4	239	7.61
Age 5 - 9	238	7.58
Age 10 - 14	234	7.45
Age 15 - 17	150	4.78
Age 18 - 20	118	3.76
Age 21 - 24	137	4.36
Age 25 - 34	405	12.89
Age 35 - 44	336	10.70
Age 45 - 54	383	12.19
Age 55 - 64	318	10.12
Age 65 - 74	231	7.35
Age 75 - 84	198	6.30
Age 85 and over	154	4.90
<b>2011 Est. Median Age, Female</b>	<b>36.48</b>	
<b>2011 Est. Average Age, Female</b>	<b>39</b>	

# Community Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop Age 15+ by Marital Status</b>	<b>4,612</b>	
Total, Never Married	1,342	29.10
Males, Never Married	828	17.95
Females, Never Married	514	11.14
Married, Spouse present	1,630	35.34
Married, Spouse absent	503	10.91
Widowed	593	12.86
Males Widowed	62	1.34
Females Widowed	531	11.51
Divorced	544	11.80
Males Divorced	243	5.27
Females Divorced	301	6.53
<b>2011 Est. Pop. Age 25+ by Edu. Attainment</b>	<b>3,780</b>	
Less than 9th grade	561	14.84
Some High School, no diploma	661	17.49
High School Graduate (or GED)	1,282	33.92
Some College, no degree	581	15.37
Associate Degree	217	5.74
Bachelor's Degree	314	8.31
Master's Degree	107	2.83
Professional School Degree	57	1.51
Doctorate Degree	0	0.00
<b>2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat</b>	<b>928</b>	
Less than 9th grade	509	54.85
Some High School, no diploma	107	11.53
High School Graduate (or GED)	170	18.32
Some College, no degree	88	9.48
Associate Degree	2	0.22
Bachelor's Degree	0	0.00
Graduate or Professional Degree	52	5.60

# Community Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>Households</b>		
2016 Projection	2,149	
2011 Estimate	2,128	
2000 Census	2,034	
1990 Census	1,972	
Growth 2011-2016	0.99%	
Growth 2000-2011	4.62%	
Growth 1990-2000	3.14%	
<b>2011 Est. Households by Household Type</b>	<b>2,128</b>	
Family Households	1,442	67.76
Nonfamily Households	686	32.24
<b>2011 Est. Group Quarters Population</b>	<b>250</b>	
<b>2011 HHs by Ethnicity, Hispanic/Latino</b>	<b>434</b>	<b>20.39</b>
<b>2011 Est. HHs by HH Income</b>	<b>2,128</b>	
Income Less than \$15,000	616	28.95
Income \$15,000 - \$24,999	348	16.35
Income \$25,000 - \$34,999	327	15.37
Income \$35,000 - \$49,999	305	14.33
Income \$50,000 - \$74,999	302	14.19
Income \$75,000 - \$99,999	109	5.12
Income \$100,000 - \$124,999	40	1.88
Income \$125,000 - \$149,999	5	0.23
Income \$150,000 - \$199,999	24	1.13
Income \$200,000 - \$499,999	48	2.26
Income \$500,000 and more	4	0.19
<b>2011 Est. Average Household Income</b>	<b>\$41,501</b>	
<b>2011 Est. Median Household Income</b>	<b>\$28,058</b>	
<b>2011 Est. Per Capita Income</b>	<b>\$14,911</b>	

# Community Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Median HH Inc by Single Race Class. or Ethn</b>		
White Alone	33,981	
Black or African American Alone	21,298	
American Indian and Alaska Native Alone	42,500	
Asian Alone	47,500	
Native Hawaiian and Other Pacific Islander Alone	0	
Some Other Race Alone	31,159	
Two or More Races	14,999	
Hispanic or Latino	26,091	
Not Hispanic or Latino	29,055	
<b>2011 Est. Family HH Type, Presence Own Children</b>	<b>1,442</b>	
Married-Couple Family, own children	345	23.93
Married-Couple Family, no own children	411	28.50
Male Householder, own children	76	5.27
Male Householder, no own children	65	4.51
Female Householder, own children	322	22.33
Female Householder, no own children	223	15.46
<b>2011 Est. Households by Household Size</b>	<b>2,128</b>	
1-person household	598	28.10
2-person household	579	27.21
3-person household	367	17.25
4-person household	276	12.97
5-person household	161	7.57
6-person household	83	3.90
7 or more person household	64	3.01
<b>2011 Est. Average Household Size</b>	<b>2.73</b>	

# Community Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Households by Presence of People</b>	<b>2,128</b>	
<b>Households with 1 or more People under Age 18:</b>	<b>953</b>	<b>44.78</b>
Married-Couple Family	412	43.23
Other Family, Male Householder	95	9.97
Other Family, Female Householder	423	44.39
Nonfamily, Male Householder	14	1.47
Nonfamily, Female Householder	9	0.94
<b>Households no People under Age 18:</b>	<b>1,175</b>	<b>55.22</b>
Married-Couple Family	380	32.34
Other Family, Male Householder	51	4.34
Other Family, Female Householder	148	12.60
Nonfamily, Male Householder	198	16.85
Nonfamily, Female Householder	398	33.87
<b>2011 Est. Households by Number of Vehicles</b>	<b>2,128</b>	
No Vehicles	355	16.68
1 Vehicle	785	36.89
2 Vehicles	690	32.42
3 Vehicles	221	10.39
4 Vehicles	25	1.17
5 or more Vehicles	52	2.44
<b>2011 Est. Average Number of Vehicles</b>	<b>1.52</b>	
<b>Family Households</b>		
2016 Projection	1,454	
2011 Estimate	1,442	
2000 Census	1,335	
1990 Census	1,288	
Growth 2011-2016	0.83%	
Growth 2000-2011	8.01%	
Growth 1990-2000	3.65%	
<b>2011 Est. Families by Poverty Status</b>	<b>1,442</b>	
2011 Families at or Above Poverty	1,055	73.16
2011 Families at or Above Poverty with Children	469	32.52
2011 Families Below Poverty	387	26.84
2011 Families Below Poverty with Children	346	23.99

# Community Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop Age 16+ by Employment Status</b>	<b>4,533</b>	
In Armed Forces	0	0.00
Civilian - Employed	2,248	49.59
Civilian - Unemployed	301	6.64
Not in Labor Force	1,984	43.77
<b>2011 Est. Civ Employed Pop 16+ Class of Worker</b>	<b>2,162</b>	
For-Profit Private Workers	1,661	76.83
Non-Profit Private Workers	42	1.94
Local Government Workers	158	7.31
State Government Workers	77	3.56
Federal Government Workers	16	0.74
Self-Emp Workers	236	10.92
Unpaid Family Workers	13	0.60
<b>2011 Est. Civ Employed Pop 16+ by Occupation</b>	<b>2,162</b>	
Architect/Engineer	1	0.05
Arts/Entertain/Sports	2	0.09
Building Grounds Maint	52	2.41
Business/Financial Ops	11	0.51
Community/Soc Svcs	20	0.93
Computer/Mathematical	0	0.00
Construction/Extraction	82	3.79
Edu/Training/Library	167	7.72
Farm/Fish/Forestry	75	3.47
Food Prep/Serving	149	6.89
Health Practitioner/Tec	65	3.01
Healthcare Support	41	1.90
Maintenance Repair	56	2.59
Legal	37	1.71
Life/Phys/Soc Science	3	0.14
Management	176	8.14
Office/Admin Support	279	12.90
Production	315	14.57
Protective Svcs	1	0.05
Sales/Related	334	15.45
Personal Care/Svc	45	2.08
Transportation/Moving	251	11.61



# Community Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. Pop 16+ by Occupation Classification</b>	<b>2,162</b>	
Blue Collar	704	32.56
White Collar	1,095	50.65
Service and Farm	363	16.79
<b>2011 Est. Workers Age 16+, Transp. To Work</b>	<b>2,142</b>	
Drove Alone	1,678	78.34
Car Pooled	290	13.54
Public Transportation	11	0.51
Walked	68	3.17
Bicycle	0	0.00
Other Means	56	2.61
Worked at Home	39	1.82
<b>2011 Est. Workers Age 16+ by Travel Time to Work *</b>		
Less than 15 Minutes	1,416	
15 - 29 Minutes	420	
30 - 44 Minutes	122	
45 - 59 Minutes	32	
60 or more Minutes	101	
<b>2011 Est. Avg Travel Time to Work in Minutes</b>	<b>16.02</b>	
<b>2011 Est. Tenure of Occupied Housing Units</b>	<b>2,128</b>	
Owner Occupied	1,215	57.10
Renter Occupied	913	42.90
<b>2011 Owner Occ. HUs: Avg. Length of Residence</b>	<b>14.47</b>	
<b>2011 Renter Occ. HUs: Avg. Length of Residence</b>	<b>7.16</b>	

# Community Demographics

## Center, Texas

DESCRIPTION	DATA	%
<b>2011 Est. All Owner-Occupied Housing Values</b>	<b>1,215</b>	
Value Less than \$20,000	226	18.60
Value \$20,000 - \$39,999	196	16.13
Value \$40,000 - \$59,999	224	18.44
Value \$60,000 - \$79,999	159	13.09
Value \$80,000 - \$99,999	186	15.31
Value \$100,000 - \$149,999	127	10.45
Value \$150,000 - \$199,999	70	5.76
Value \$200,000 - \$299,999	26	2.14
Value \$300,000 - \$399,999	0	0.00
Value \$400,000 - \$499,999	1	0.08
Value \$500,000 - \$749,999	0	0.00
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	0	0.00
<b>2011 Est. Median All Owner-Occupied Housing Value</b>	<b>\$56,563</b>	
<b>2011 Est. Housing Units by Units in Structure</b>	<b>2,382</b>	
1 Unit Attached	36	1.51
1 Unit Detached	1,653	69.40
2 Units	189	7.93
3 or 4 Units	128	5.37
5 to 19 Units	1	0.04
20 to 49 Units	0	0.00
50 or More Units	0	0.00
Mobile Home or Trailer	375	15.74
Boat, RV, Van, etc.	0	0.00
<b>2011 Est. Housing Units by Year Structure Built</b>	<b>2,382</b>	
Housing Unit Built 2000 or later	132	5.54
Housing Unit Built 1990 to 1999	278	11.67
Housing Unit Built 1980 to 1989	342	14.36
Housing Unit Built 1970 to 1979	430	18.05
Housing Unit Built 1960 to 1969	366	15.37
Housing Unit Built 1950 to 1959	341	14.32
Housing Unit Built 1940 to 1949	289	12.13
Housing Unit Built 1939 or Earlier	204	8.56
<b>2011 Est. Median Year Structure Built **</b>	<b>1970</b>	

**\*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.**