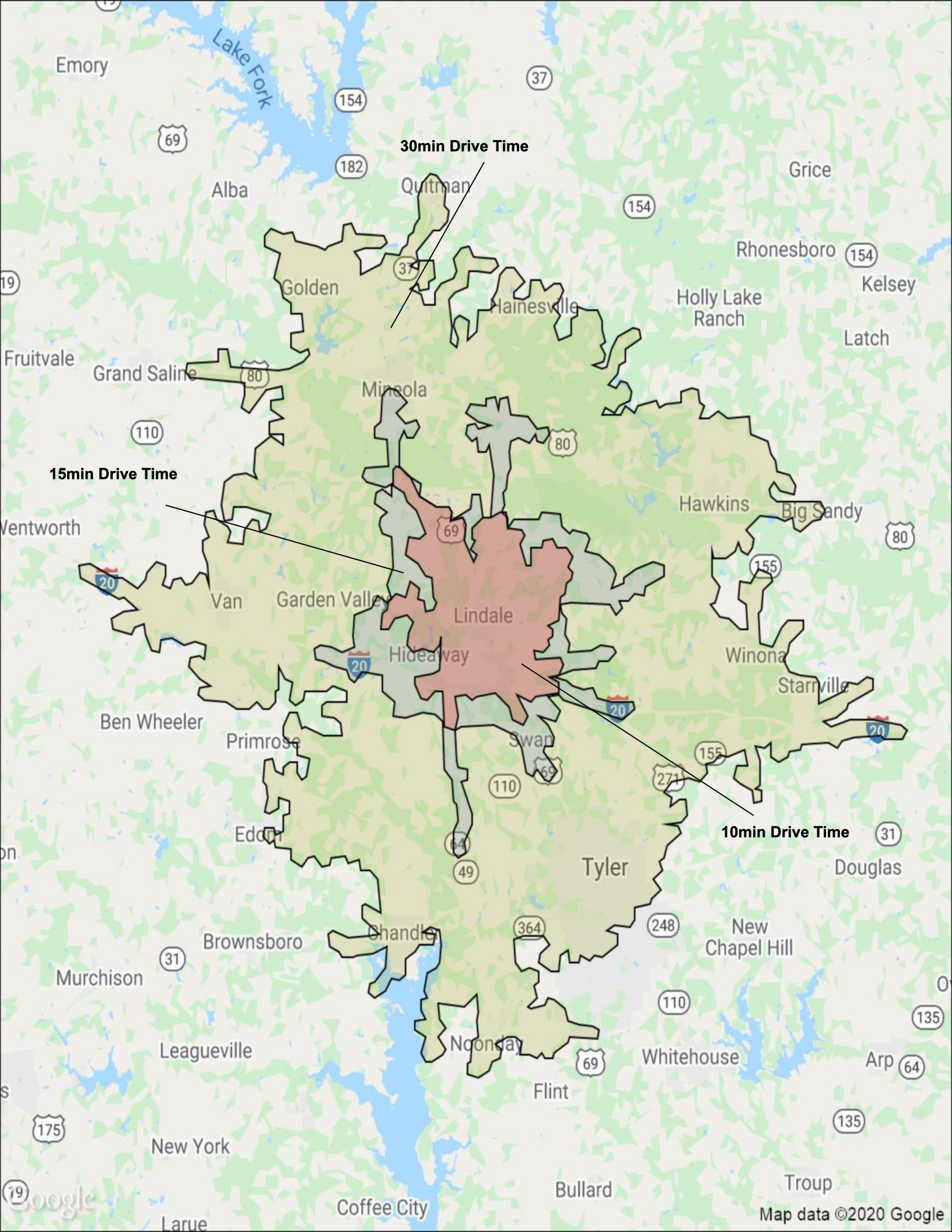


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Lindale, Texas
Drive Time



Demographics

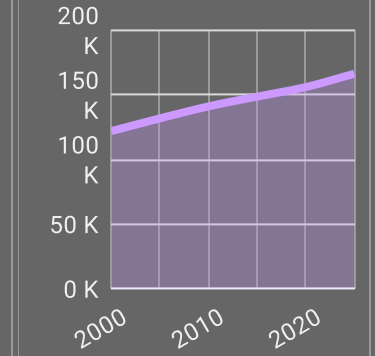
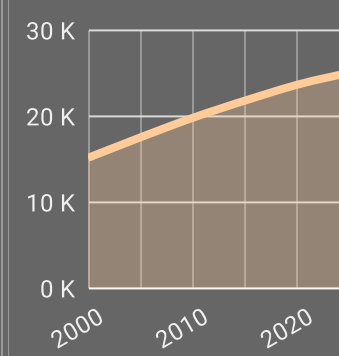
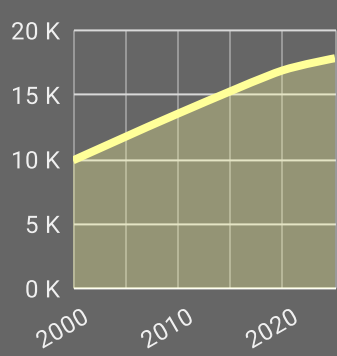
Lindale, Texas

10 min drivetime 15 min drivetime 30 min drivetime

Drive Time

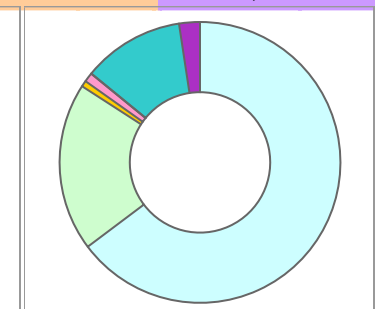
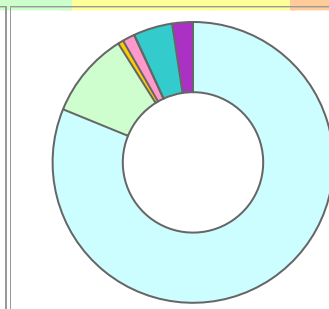
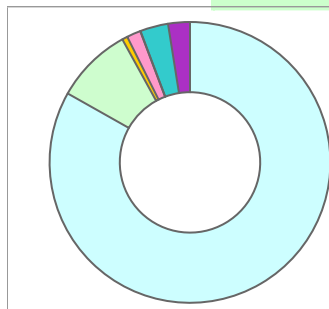
Population

Estimated Population (2020)	16,900	23,697	155,893
Projected Population (2025)	17,843	25,094	166,306
Census Population (2010)	13,542	19,836	141,003
Census Population (2000)	9,923	15,180	121,888
Projected Annual Growth (2020-2025)	943 1.1%	1,397 1.2%	10,413 1.3%
Historical Annual Growth (2010-2020)	3,358 2.0%	3,861 1.6%	14,890 1.0%
Historical Annual Growth (2000-2010)	3,619 3.6%	4,656 3.1%	19,115 1.6%
Estimated Population Density (2020)	280 <i>psm</i>	180 <i>psm</i>	207 <i>psm</i>
Trade Area Size	60.3 <i>sq mi</i>	131.3 <i>sq mi</i>	754.3 <i>sq mi</i>



Race and Ethnicity (2020)

Not Hispanic or Latino Population	14,977 88.6%	20,648 87.1%	117,673 75.5%
White	12,901 86.1%	17,545 85.0%	83,698 71.1%
Black or African American	1,444 9.6%	2,282 11.1%	29,364 25.0%
American Indian or Alaska Native	76 0.5%	106 0.5%	628 0.5%
Asian	265 1.8%	325 1.6%	1,566 1.3%
Hawaiian or Pacific Islander	5 -	7 -	39 -
Other Race	4 -	20 -	216 0.2%
Two or More Races	283 1.9%	364 1.8%	2,162 1.8%
Hispanic or Latino Population	1,923 11.4%	3,049 12.9%	38,220 24.5%
White	1,154 60.0%	1,691 55.4%	17,233 45.1%
Black or African American	48 2.5%	63 2.1%	849 2.2%
American Indian or Alaska Native	30 1.5%	44 1.4%	457 1.2%
Asian	7 0.4%	8 0.3%	84 0.2%
Hispanic Hawaiian or Pacific Islander	- -	- -	20 -
Other Race	542 28.2%	1,043 34.2%	18,009 47.1%
Two or More Races	141 7.3%	200 6.6%	1,568 4.1%



White Black or African American American Indian or Alaska Native Asian Hawaiian or Pacific Islander Other Race 2+ Races

Lindale, Texas

10 min drivetime 15 min drivetime 30 min drivetime

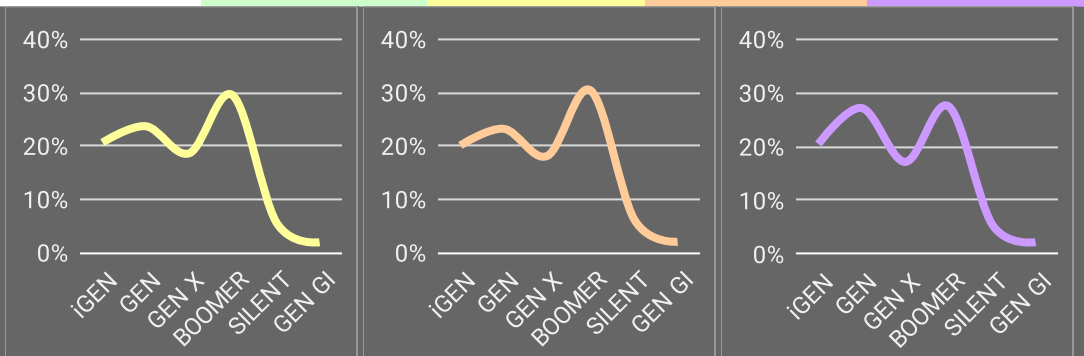
Drive Time

Age Distribution (2020)

Age Group	10 min drivetime	15 min drivetime	30 min drivetime
Age Under 5 Years	1,047 6.2%	1,451 6.1%	10,760 6.9%
Age 5 to 9 Years	1,182 7.0%	1,609 6.8%	10,676 6.8%
Age 10 to 14 Years	1,253 7.4%	1,697 7.2%	10,482 6.7%
Age 15 to 19 Years	1,086 6.4%	1,483 6.3%	11,180 7.2%
Age 20 to 24 Years	767 4.5%	1,090 4.6%	10,527 6.8%
Age 25 to 29 Years	998 5.9%	1,368 5.8%	10,642 6.8%
Age 30 to 34 Years	1,150 6.8%	1,553 6.6%	10,001 6.4%
Age 35 to 39 Years	1,122 6.6%	1,537 6.5%	9,450 6.1%
Age 40 to 44 Years	948 5.6%	1,285 5.4%	8,485 5.4%
Age 45 to 49 Years	1,075 6.4%	1,470 6.2%	8,793 5.6%
Age 50 to 54 Years	944 5.6%	1,329 5.6%	8,726 5.6%
Age 55 to 59 Years	1,052 6.2%	1,494 6.3%	9,391 6.0%
Age 60 to 64 Years	1,073 6.3%	1,542 6.5%	9,353 6.0%
Age 65 to 69 Years	1,047 6.2%	1,523 6.4%	8,302 5.3%
Age 70 to 74 Years	863 5.1%	1,308 5.5%	7,049 4.5%
Age 75 to 79 Years	576 3.4%	882 3.7%	5,133 3.3%
Age 80 to 84 Years	392 2.3%	597 2.5%	3,483 2.2%
Age 85 Years or Over	326 1.9%	479 2.0%	3,458 2.2%
Median Age	38.9	40.0	36.7

Generation (2020)

Generation	10 min drivetime	15 min drivetime	30 min drivetime
iGeneration (Age Under 15 Years)	3,482 20.6%	4,758 20.1%	31,918 20.5%
Generation 9/11 Millennials (Age 15 to 34 Years)	4,000 23.7%	5,494 23.2%	42,350 27.2%
Gen Xers (Age 35 to 49 Years)	3,145 18.6%	4,291 18.1%	26,729 17.1%
Baby Boomers (Age 50 to 74 Years)	4,979 29.5%	7,195 30.4%	42,822 27.5%
Silent Generation (Age 75 to 84 Years)	968 5.7%	1,479 6.2%	8,616 5.5%
G.I. Generation (Age 85 Years or Over)	326 1.9%	479 2.0%	3,458 2.2%



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Lindale, Texas

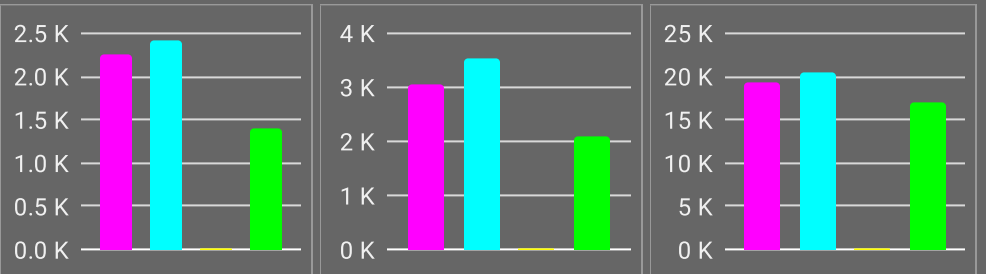
Drive Time

10 min drivetime 15 min drivetime 30 min drivetime

Household Type (2020)

	10 min drivetime	15 min drivetime	30 min drivetime
Total Households	6,093	8,713	56,776
Family Households	4,663 76.5%	6,583 75.6%	39,730 70.0%
Family Households with Children	2,249 48.2%	3,059 46.5%	19,284 48.5%
Family Households No Children	2,414 51.8%	3,524 53.5%	20,445 51.5%
Non-Family Households	1,430 23.5%	2,130 24.4%	17,046 30.0%
Non-Family Households with Children	21 1.5%	30 1.4%	155 0.9%
Non-Family Households No Children	1,409 98.5%	2,100 98.6%	16,892 99.1%

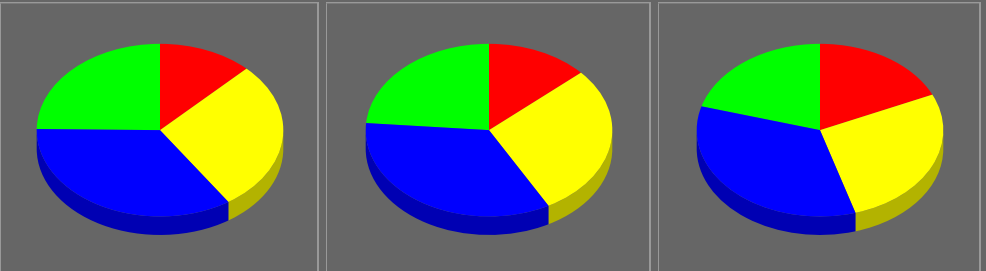
- Family Households with Children
- Family Households No Children
- Non-Family Households with Children
- Non-Family Households No Children



Education Attainment (2020)

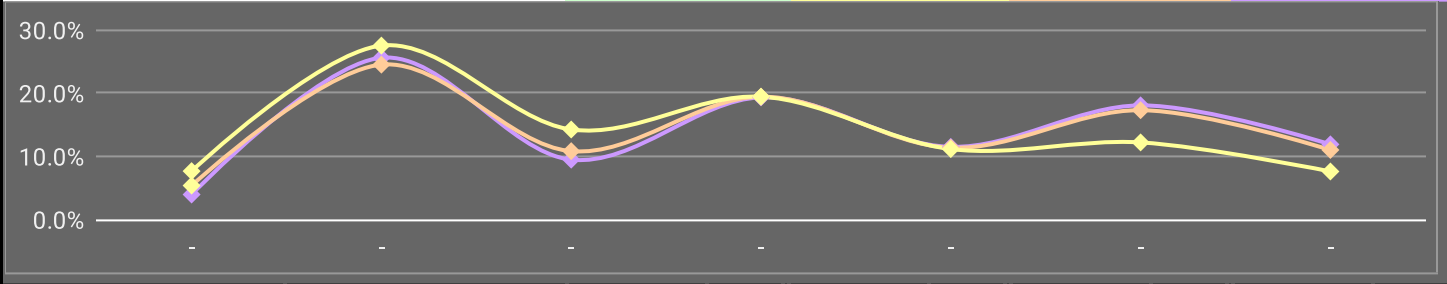
	10 min drivetime	15 min drivetime	30 min drivetime
Elementary or Some High School	1,431 12.4%	2,193 13.4%	18,661 18.2%
High School Graduate	3,269 28.3%	4,679 28.6%	27,725 27.1%
Some College or Associate Degree	3,998 34.6%	5,617 34.3%	34,865 34.1%
Bachelor or Graduate Degree	2,868 24.8%	3,878 23.7%	21,016 20.6%

- Elementary or Some High School
- High School Graduate
- Some College or Associate Degree
- Bachelor or Graduate Degree



Household Income (2020)

	10 min drivetime	15 min drivetime	30 min drivetime
Estimated Average Household Income	\$76,642	\$77,104	\$65,211
Estimated Median Household Income	\$65,357	\$63,784	\$53,018
HH Income Under \$10,000	243 4.0%	471 5.4%	4,364 7.7%
HH Income \$10,000 to \$34,999	1,561 25.6%	2,138 24.5%	15,641 27.5%
HH Income \$35,000 to \$49,999	579 9.5%	945 10.8%	8,103 14.3%
HH Income \$50,000 to \$74,999	1,180 19.4%	1,696 19.5%	11,050 19.5%
HH Income \$75,000 to \$99,999	702 11.5%	992 11.4%	6,344 11.2%
HH Income \$100,000 to \$149,999	1,102 18.1%	1,510 17.3%	6,942 12.2%
HH Income \$150,000 or More	726 11.9%	962 11.0%	4,332 7.6%



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Lindale, Texas

Drive Time

10 min drivetime 15 min drivetime 30 min drivetime

Population

Estimated Population (2020)	16,900		23,697		155,893	
Projected Population (2025)	17,843		25,094		166,306	
Census Population (2010)	13,542		19,836		141,003	
Census Population (2000)	9,923		15,180		121,888	
Projected Annual Growth (2020-2025)	943	1.1%	1,397	1.2%	10,413	1.3%
Historical Annual Growth (2010-2020)	3,358	2.5%	3,861	1.9%	14,890	1.1%
Historical Annual Growth (2000-2010)	3,619	3.6%	4,656	3.1%	19,115	1.6%
Estimated Population Density (2020)	280	psm	180	psm	207	psm
Trade Area Size	60.3	sq mi	131.3	sq mi	754.3	sq mi

Households

Estimated Households (2020)	6,093		8,713		56,776	
Projected Households (2025)	6,251		8,947		58,428	
Census Households (2010)	4,912		7,324		51,484	
Census Households (2000)	3,698		5,719		44,513	
Projected Annual Growth (2020-2025)	159	0.5%	235	0.5%	1,652	0.6%
Historical Annual Change (2000-2020)	2,395	3.2%	2,994	2.6%	12,263	1.4%

Average Household Income

Estimated Average Household Income (2020)	\$76,642		\$77,104		\$65,211	
Projected Average Household Income (2025)	\$86,893		\$87,618		\$74,151	
Census Average Household Income (2010)	\$58,484		\$59,596		\$55,297	
Census Average Household Income (2000)	\$47,855		\$47,975		\$44,546	
Projected Annual Change (2020-2025)	\$10,250	2.7%	\$10,515	2.7%	\$8,940	2.7%
Historical Annual Change (2000-2020)	\$28,787	3.0%	\$29,129	3.0%	\$20,664	2.3%

Median Household Income

Estimated Median Household Income (2020)	\$65,357		\$63,784		\$53,018	
Projected Median Household Income (2025)	\$76,861		\$75,003		\$61,788	
Census Median Household Income (2010)	\$52,401		\$51,310		\$43,772	
Census Median Household Income (2000)	\$39,002		\$38,679		\$34,859	
Projected Annual Change (2020-2025)	\$11,504	3.5%	\$11,219	3.5%	\$8,769	3.3%
Historical Annual Change (2000-2020)	\$26,354	3.4%	\$25,105	3.2%	\$18,160	2.6%

Per Capita Income

Estimated Per Capita Income (2020)	\$27,748		\$28,485		\$23,985	
Projected Per Capita Income (2025)	\$30,552		\$31,369		\$26,272	
Census Per Capita Income (2010)	\$21,213		\$22,006		\$20,191	
Census Per Capita Income (2000)	\$17,679		\$17,775		\$16,159	
Projected Annual Change (2020-2025)	\$2,805	2.0%	\$2,884	2.0%	\$2,287	1.9%
Historical Annual Change (2000-2020)	\$10,069	2.8%	\$10,710	3.0%	\$7,826	2.4%
Estimated Average Household Net Worth (2020)	\$556,180		\$527,482		\$397,692	

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Lindale, Texas

Drive Time

Race and Ethnicity

	10 min drivetime		15 min drivetime		30 min drivetime	
Total Population (2020)	16,900		23,697		155,893	
White (2020)	14,055	83.2%	19,236	81.2%	100,931	64.7%
Black or African American (2020)	1,493	8.8%	2,345	9.9%	30,213	19.4%
American Indian or Alaska Native (2020)	106	0.6%	150	0.6%	1,085	0.7%
Asian (2020)	272	1.6%	333	1.4%	1,650	1.1%
Hawaiian or Pacific Islander (2020)	5	-	7	-	59	-
Other Race (2020)	547	3.2%	1,063	4.5%	18,225	11.7%
Two or More Races (2020)	424	2.5%	564	2.4%	3,731	2.4%
Population < 18 (2020)	4,147	24.5%	5,658	23.9%	37,501	24.1%
White Not Hispanic	2,805	67.6%	3,630	64.2%	15,057	40.1%
Black or African American	377	9.1%	573	10.1%	6,913	18.4%
Asian	71	1.7%	86	1.5%	379	1.0%
Other Race Not Hispanic	168	4.0%	217	3.8%	1,240	3.3%
Hispanic	727	17.5%	1,152	20.4%	13,912	37.1%
Not Hispanic or Latino Population (2020)	14,977	88.6%	20,648	87.1%	117,673	75.5%
Not Hispanic White	12,901	86.1%	17,545	85.0%	83,698	71.1%
Not Hispanic Black or African American	1,444	9.6%	2,282	11.1%	29,364	25.0%
Not Hispanic American Indian or Alaska Native	76	0.5%	106	0.5%	628	0.5%
Not Hispanic Asian	265	1.8%	325	1.6%	1,566	1.3%
Not Hispanic Hawaiian or Pacific Islander	5	-	7	-	39	-
Not Hispanic Other Race	4	-	20	-	216	0.2%
Not Hispanic Two or More Races	283	1.9%	364	1.8%	2,162	1.8%
Hispanic or Latino Population (2020)	1,923	11.4%	3,049	12.9%	38,220	24.5%
Hispanic White	1,154	60.0%	1,691	55.4%	17,233	45.1%
Hispanic Black or African American	48	2.5%	63	2.1%	849	2.2%
Hispanic American Indian or Alaska Native	30	1.5%	44	1.4%	457	1.2%
Hispanic Asian	7	0.4%	8	0.3%	84	0.2%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	20	-
Hispanic Other Race	542	28.2%	1,043	34.2%	18,009	47.1%
Hispanic Two or More Races	141	7.3%	200	6.6%	1,568	4.1%
Not Hispanic or Latino Population (2010)	12,494	92.3%	17,917	90.3%	110,021	78.0%
Hispanic or Latino Population (2010)	1,048	7.7%	1,919	9.7%	30,981	22.0%
Not Hispanic or Latino Population (2000)	9,473	95.5%	14,355	94.6%	103,864	85.2%
Hispanic or Latino Population (2000)	450	4.5%	824	5.4%	18,024	14.8%
Not Hispanic or Latino Population (2025)	15,596	87.4%	21,557	85.9%	123,243	74.1%
Hispanic or Latino Population (2025)	2,247	12.6%	3,537	14.1%	43,063	25.9%
Projected Annual Growth (2020-2025)	324	-	488	-	4,842	-
Historical Annual Growth (2000-2010)	598	13.3%	1,095	13.3%	12,957	7.2%

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Lindale, Texas

Drive Time

Total Age Distribution (2020)

	10 min drivetime		15 min drivetime		30 min drivetime	
Total Population	16,900		23,697		155,893	
Age Under 5 Years	1,047	6.2%	1,451	6.1%	10,760	6.9%
Age 5 to 9 Years	1,182	7.0%	1,609	6.8%	10,676	6.8%
Age 10 to 14 Years	1,253	7.4%	1,697	7.2%	10,482	6.7%
Age 15 to 19 Years	1,086	6.4%	1,483	6.3%	11,180	7.2%
Age 20 to 24 Years	767	4.5%	1,090	4.6%	10,527	6.8%
Age 25 to 29 Years	998	5.9%	1,368	5.8%	10,642	6.8%
Age 30 to 34 Years	1,150	6.8%	1,553	6.6%	10,001	6.4%
Age 35 to 39 Years	1,122	6.6%	1,537	6.5%	9,450	6.1%
Age 40 to 44 Years	948	5.6%	1,285	5.4%	8,485	5.4%
Age 45 to 49 Years	1,075	6.4%	1,470	6.2%	8,793	5.6%
Age 50 to 54 Years	944	5.6%	1,329	5.6%	8,726	5.6%
Age 55 to 59 Years	1,052	6.2%	1,494	6.3%	9,391	6.0%
Age 60 to 64 Years	1,073	6.3%	1,542	6.5%	9,353	6.0%
Age 65 to 69 Years	1,047	6.2%	1,523	6.4%	8,302	5.3%
Age 70 to 74 Years	863	5.1%	1,308	5.5%	7,049	4.5%
Age 75 to 79 Years	576	3.4%	882	3.7%	5,133	3.3%
Age 80 to 84 Years	392	2.3%	597	2.5%	3,483	2.2%
Age 85 Years or Over	326	1.9%	479	2.0%	3,458	2.2%
Median Age	38.9		40.0		36.7	
Age 19 Years or Less	4,567	27.0%	6,241	26.3%	43,098	27.6%
Age 20 to 64 Years	9,129	54.0%	12,668	53.5%	85,369	54.8%
Age 65 Years or Over	3,204	19.0%	4,789	20.2%	27,426	17.6%

Female Age Distribution (2020)

Female Population	8,645	51.2%	12,112	51.1%	80,533	51.7%
Age Under 5 Years	494	5.7%	697	5.8%	5,334	6.6%
Age 5 to 9 Years	566	6.5%	775	6.4%	5,279	6.6%
Age 10 to 14 Years	589	6.8%	796	6.6%	5,073	6.3%
Age 15 to 19 Years	546	6.3%	748	6.2%	5,506	6.8%
Age 20 to 24 Years	394	4.6%	547	4.5%	5,272	6.5%
Age 25 to 29 Years	512	5.9%	706	5.8%	5,480	6.8%
Age 30 to 34 Years	568	6.6%	763	6.3%	5,035	6.3%
Age 35 to 39 Years	600	6.9%	821	6.8%	4,897	6.1%
Age 40 to 44 Years	477	5.5%	640	5.3%	4,300	5.3%
Age 45 to 49 Years	556	6.4%	755	6.2%	4,468	5.5%
Age 50 to 54 Years	481	5.6%	668	5.5%	4,457	5.5%
Age 55 to 59 Years	550	6.4%	798	6.6%	4,890	6.1%
Age 60 to 64 Years	543	6.3%	778	6.4%	4,937	6.1%
Age 65 to 69 Years	569	6.6%	815	6.7%	4,432	5.5%
Age 70 to 74 Years	446	5.2%	682	5.6%	3,827	4.8%
Age 75 to 79 Years	318	3.7%	489	4.0%	2,938	3.6%
Age 80 to 84 Years	211	2.4%	320	2.6%	2,076	2.6%
Age 85 Years or Over	225	2.6%	313	2.6%	2,331	2.9%
Female Median Age	40.1		41.0		38.1	
Age 19 Years or Less	2,195	25.4%	3,016	24.9%	21,192	26.3%
Age 20 to 64 Years	4,681	54.1%	6,476	53.5%	43,737	54.3%
Age 65 Years or Over	1,769	20.5%	2,620	21.6%	15,604	19.4%

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Lindale, Texas

10 min drivetime 15 min drivetime 30 min drivetime

Drive Time

Male Age Distribution (2020)

Male Population	8,255	48.8%	11,585	48.9%	75,360	48.3%
Age Under 5 Years	553	6.7%	755	6.5%	5,426	7.2%
Age 5 to 9 Years	615	7.5%	834	7.2%	5,397	7.2%
Age 10 to 14 Years	664	8.0%	901	7.8%	5,409	7.2%
Age 15 to 19 Years	540	6.5%	735	6.3%	5,675	7.5%
Age 20 to 24 Years	373	4.5%	543	4.7%	5,255	7.0%
Age 25 to 29 Years	485	5.9%	662	5.7%	5,162	6.8%
Age 30 to 34 Years	582	7.1%	790	6.8%	4,965	6.6%
Age 35 to 39 Years	521	6.3%	716	6.2%	4,553	6.0%
Age 40 to 44 Years	472	5.7%	644	5.6%	4,185	5.6%
Age 45 to 49 Years	519	6.3%	715	6.2%	4,325	5.7%
Age 50 to 54 Years	463	5.6%	661	5.7%	4,268	5.7%
Age 55 to 59 Years	502	6.1%	696	6.0%	4,502	6.0%
Age 60 to 64 Years	529	6.4%	764	6.6%	4,416	5.9%
Age 65 to 69 Years	478	5.8%	707	6.1%	3,870	5.1%
Age 70 to 74 Years	417	5.0%	625	5.4%	3,222	4.3%
Age 75 to 79 Years	258	3.1%	393	3.4%	2,195	2.9%
Age 80 to 84 Years	182	2.2%	277	2.4%	1,408	1.9%
Age 85 Years or Over	101	1.2%	166	1.4%	1,127	1.5%
Male Median Age	37.7		39.0		35.3	
Age 19 Years or Less	2,372	28.7%	3,224	27.8%	21,907	29.1%
Age 20 to 64 Years	4,447	53.9%	6,192	53.4%	41,631	55.2%
Age 65 Years or Over	1,435	17.4%	2,169	18.7%	11,822	15.7%

Males per 100 Females (2020)

Overall Comparison						
Age Under 5 Years	112	52.8%	108	52.0%	102	50.4%
Age 5 to 9 Years	109	52.1%	108	51.8%	102	50.6%
Age 10 to 14 Years	113	53.0%	113	53.1%	107	53.1%
Age 15 to 19 Years	99	49.7%	98	49.5%	103	50.8%
Age 20 to 24 Years	95	48.6%	99	49.8%	100	49.9%
Age 25 to 29 Years	95	48.6%	94	48.4%	94	48.5%
Age 30 to 34 Years	103	50.6%	104	50.9%	99	49.6%
Age 35 to 39 Years	87	46.5%	87	46.6%	93	48.2%
Age 40 to 44 Years	99	49.7%	101	50.2%	97	49.3%
Age 45 to 49 Years	93	48.3%	95	48.6%	97	49.2%
Age 50 to 54 Years	96	49.1%	99	49.7%	96	48.9%
Age 55 to 59 Years	91	47.7%	87	46.6%	92	47.9%
Age 60 to 64 Years	97	49.4%	98	49.5%	89	47.2%
Age 65 to 69 Years	84	45.6%	87	46.5%	87	46.6%
Age 70 to 74 Years	93	48.3%	92	47.8%	84	45.7%
Age 75 to 79 Years	81	44.8%	80	44.6%	75	42.8%
Age 80 to 84 Years	86	46.3%	86	46.4%	68	40.4%
Age 85 Years or Over	45	31.0%	53	34.7%	48	32.6%
Age 19 Years or Less	108	51.9%	107	51.7%	103	50.8%
Age 20 to 39 Years	95	48.6%	96	48.9%	96	49.1%
Age 40 to 64 Years	95	48.8%	96	48.9%	94	48.5%
Age 65 Years or Over	81	44.8%	83	45.3%	76	43.1%

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Lindale, Texas

Drive Time

Household Type (2020)

	10 min drivetime		15 min drivetime		30 min drivetime	
Total Households	6,093		8,713		56,776	
Households with Children	2,270	37.3%	3,089	35.4%	19,439	34.2%
Average Household Size	2.7		2.7		2.7	
Household Density per Square Mile	101		66		75	
Population Family	14,823	87.7%	20,710	87.4%	130,082	83.4%
Population Non-Family	1,793	10.6%	2,616	11.0%	20,517	13.2%
Population Group Quarters	284	1.7%	371	1.6%	5,293	3.4%
Family Households	4,663	76.5%	6,583	75.6%	39,730	70.0%
Married Couple Households	3,798	81.5%	5,352	81.3%	28,926	72.8%
Other Family Households with Children	865	18.5%	1,231	18.7%	10,804	27.2%
Family Households with Children	2,249	48.2%	3,059	46.5%	19,284	48.5%
Married Couple with Children	1,627	72.3%	2,213	72.3%	12,286	63.7%
Other Family Households with Children	622	27.7%	846	27.7%	6,999	36.3%
Family Households No Children	2,414	51.8%	3,524	53.5%	20,445	51.5%
Married Couple No Children	2,171	89.9%	3,139	89.1%	16,640	81.4%
Other Family Households No Children	243	10.1%	385	10.9%	3,805	18.6%
Non-Family Households	1,430	23.5%	2,130	24.4%	17,046	30.0%
Non-Family Households with Children	21	1.5%	30	1.4%	155	0.9%
Non-Family Households No Children	1,409	98.5%	2,100	98.6%	16,892	99.1%
Average Family Household Size	3.2		3.1		3.3	
Average Family Income	\$84,784		\$84,582		\$75,206	
Median Family Income	\$77,591		\$75,058		\$63,927	
Average Non-Family Household Size	1.3		1.2		1.2	

Marital Status (2020)

Population Age 15 Years or Over	13,418		18,940		123,975	
Never Married	2,893	21.6%	4,080	21.5%	37,339	30.1%
Currently Married	7,541	56.2%	10,467	55.3%	54,195	43.7%
Previously Married	2,984	22.2%	4,393	23.2%	32,441	26.2%
Separated	366	12.3%	737	16.8%	7,113	21.9%
Widowed	958	32.1%	1,411	32.1%	8,838	27.2%
Divorced	1,661	55.6%	2,245	51.1%	16,489	50.8%

Educational Attainment (2020)

Adult Population Age 25 Years or Over	11,566		16,367		102,268	
Elementary (Grade Level 0 to 8)	581	5.0%	946	5.8%	8,612	8.4%
Some High School (Grade Level 9 to 11)	850	7.4%	1,248	7.6%	10,049	9.8%
High School Graduate	3,269	28.3%	4,679	28.6%	27,725	27.1%
Some College	3,215	27.8%	4,408	26.9%	26,400	25.8%
Associate Degree Only	783	6.8%	1,209	7.4%	8,465	8.3%
Bachelor Degree Only	1,991	17.2%	2,666	16.3%	14,232	13.9%
Graduate Degree	876	7.6%	1,211	7.4%	6,785	6.6%
Any College (Some College or Higher)	6,865	59.4%	9,494	58.0%	55,881	54.6%
College Degree + (Bachelor Degree or Higher)	2,868	24.8%	3,878	23.7%	21,016	20.6%

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Lindale, Texas

Drive Time

Housing

	10 min drivetime		15 min drivetime		30 min drivetime	
Total Housing Units (2020)	6,403		9,247		60,309	
Total Housing Units (2010)	5,552		8,201		57,542	
Historical Annual Growth (2010-2020)	851	1.5%	1,046	1.3%	2,767	0.5%
Housing Units Occupied (2020)	6,093	95.2%	8,713	94.2%	56,776	94.1%
Housing Units Owner-Occupied	4,668	76.6%	6,768	77.7%	38,276	67.4%
Housing Units Renter-Occupied	1,425	23.4%	1,945	22.3%	18,500	32.6%
Housing Units Vacant (2020)	310	4.8%	534	5.8%	3,533	5.9%

Household Size (2020)

Total Households	6,093		8,713		56,776	
1 Person Households	1,207	19.8%	1,819	20.9%	14,530	25.6%
2 Person Households	2,195	36.0%	3,242	37.2%	18,722	33.0%
3 Person Households	1,066	17.5%	1,421	16.3%	8,856	15.6%
4 Person Households	895	14.7%	1,205	13.8%	7,236	12.7%
5 Person Households	480	7.9%	649	7.5%	4,196	7.4%
6 Person Households	162	2.7%	233	2.7%	1,825	3.2%
7 or More Person Households	87	1.4%	144	1.6%	1,411	2.5%

Household Income Distribution (2020)

HH Income \$200,000 or More	401	6.6%	527	6.0%	2,084	3.7%
HH Income \$150,000 to \$199,999	326	5.3%	435	5.0%	2,248	4.0%
HH Income \$125,000 to \$149,999	413	6.8%	589	6.8%	2,584	4.6%
HH Income \$100,000 to \$124,999	689	11.3%	921	10.6%	4,358	7.7%
HH Income \$75,000 to \$99,999	702	11.5%	992	11.4%	6,344	11.2%
HH Income \$50,000 to \$74,999	1,180	19.4%	1,696	19.5%	11,050	19.5%
HH Income \$35,000 to \$49,999	579	9.5%	945	10.8%	8,103	14.3%
HH Income \$25,000 to \$34,999	382	6.3%	588	6.7%	5,329	9.4%
HH Income \$15,000 to \$24,999	875	14.4%	1,145	13.1%	7,463	13.1%
HH Income \$10,000 to \$14,999	304	5.0%	404	4.6%	2,849	5.0%
HH Income Under \$10,000	243	4.0%	471	5.4%	4,364	7.7%

Household Vehicles (2020)

Households 0 Vehicles Available	134	2.2%	211	2.4%	2,693	4.7%
Households 1 Vehicle Available	1,766	29.0%	2,593	29.8%	19,699	34.7%
Households 2 Vehicles Available	2,583	42.4%	3,707	42.5%	22,242	39.2%
Households 3 or More Vehicles Available	1,610	26.4%	2,202	25.3%	12,142	21.4%
Total Vehicles Available	12,639		17,695		105,354	
Average Vehicles per Household	2.1		2.0		1.9	
Owner-Occupied Household Vehicles	10,358	82.0%	14,637	82.7%	80,241	76.2%
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.1	
Renter-Occupied Household Vehicles	2,281	18.0%	3,059	17.3%	25,113	23.8%
Average Vehicles per Renter-Occupied Household	1.6		1.6		1.4	

Travel Time (2020)

Worker Base Age 16 years or Over	7,726		10,731		69,072	
Travel to Work in 14 Minutes or Less	1,862	24.1%	2,362	22.0%	18,370	26.6%
Travel to Work in 15 to 29 Minutes	2,052	26.6%	2,919	27.2%	22,097	32.0%
Travel to Work in 30 to 59 Minutes	2,657	34.4%	3,509	32.7%	19,935	28.9%
Travel to Work in 60 Minutes or More	215	2.8%	332	3.1%	3,373	4.9%
Work at Home	426	5.5%	645	6.0%	3,744	5.4%
Average Minutes Travel to Work	22.7		22.8		21.3	

Lindale, Texas

10 min drivetime 15 min drivetime 30 min drivetime

Drive Time

Transportation To Work (2020)

Worker Base Age 16 years or Over	7,726		10,731		69,072	
Drive to Work Alone	6,644	86.0%	9,069	84.5%	57,948	83.9%
Drive to Work in Carpool	467	6.0%	789	7.3%	5,687	8.2%
Travel to Work by Public Transportation	30	0.4%	37	0.3%	406	0.6%
Drive to Work on Motorcycle	-	-	-	-	36	-
Bicycle to Work	-	-	-	-	50	-
Walk to Work	36	0.5%	51	0.5%	546	0.8%
Other Means	123	1.6%	139	1.3%	655	0.9%
Work at Home	426	5.5%	645	6.0%	3,744	5.4%

Daytime Demographics (2020)

Total Businesses	607		879		8,302	
Total Employees	5,358		8,515		85,301	
Company Headquarter Businesses	-	-	4	0.4%	46	0.6%
Company Headquarter Employees	10	0.2%	1,112	13.1%	8,632	10.1%
Employee Population per Business	8.8	to 1	9.7	to 1	10.3	to 1
Residential Population per Business	27.9	to 1	27.0	to 1	18.8	to 1
Adj. Daytime Demographics Age 16 Years or Over	11,369		17,439		139,882	

Labor Force

Labor Population Age 16 Years or Over (2020)	13,195		18,637		122,105	
Labor Force Total Males (2020)	6,315	47.9%	8,947	48.0%	58,187	47.7%
Male Civilian Employed	4,016	63.6%	5,402	60.4%	35,137	60.4%
Male Civilian Unemployed	84	1.3%	134	1.5%	1,363	2.3%
Males in Armed Forces	-	-	3	-	118	0.2%
Males Not in Labor Force	2,216	35.1%	3,409	38.1%	21,568	37.1%
Labor Force Total Females (2020)	6,879	52.1%	9,690	52.0%	63,919	52.3%
Female Civilian Employed	3,168	46.1%	4,309	44.5%	32,269	50.5%
Female Civilian Unemployed	116	1.7%	157	1.6%	1,063	1.7%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	3,595	52.3%	5,224	53.9%	30,586	47.9%
Unemployment Rate	199	1.5%	291	1.6%	2,427	2.0%

Occupation (2020)

Occupation Population Age 16 Years or Over	7,184		9,711		67,406	
Occupation Total Males	4,016	55.9%	5,402	55.6%	35,137	52.1%
Occupation Total Females	3,168	44.1%	4,309	44.4%	32,269	47.9%
Management, Business, Financial Operations	951	13.2%	1,243	12.8%	8,259	12.3%
Professional, Related	1,582	22.0%	2,037	21.0%	12,998	19.3%
Service	1,224	17.0%	1,780	18.3%	13,701	20.3%
Sales, Office	1,645	22.9%	2,195	22.6%	14,896	22.1%
Farming, Fishing, Forestry	23	0.3%	37	0.4%	321	0.5%
Construction, Extraction, Maintenance	817	11.4%	1,101	11.3%	7,737	11.5%
Production, Transport, Material Moving	941	13.1%	1,317	13.6%	9,494	14.1%
White Collar Workers	4,178	58.2%	5,475	56.4%	36,153	53.6%
Blue Collar Workers	3,006	41.8%	4,235	43.6%	31,253	46.4%

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Lindale, Texas

Drive Time

Units In Structure (2020)

	10 min drivetime		15 min drivetime		30 min drivetime	
Total Units	4,912		7,324		51,484	
1 Detached Unit	4,699	95.7%	6,689	91.3%	41,154	79.9%
1 Attached Unit	86	1.8%	135	1.8%	984	1.9%
2 Units	125	2.6%	158	2.2%	1,609	3.1%
3 to 4 Units	177	3.6%	285	3.9%	1,741	3.4%
5 to 9 Units	159	3.2%	187	2.6%	2,498	4.9%
10 to 19 Units	48	1.0%	62	0.8%	1,322	2.6%
20 to 49 Units	29	0.6%	38	0.5%	803	1.6%
50 or More Units	19	0.4%	28	0.4%	707	1.4%
Mobile Home or Trailer	743	15.1%	1,118	15.3%	5,736	11.1%
Other Structure	7	0.1%	13	0.2%	222	0.4%

Homes Built By Year (2020)

Homes Built 2014 or later	428	6.7%	563	6.1%	2,611	4.3%
Homes Built 2010 to 2013	307	4.8%	381	4.1%	2,100	3.5%
Homes Built 2000 to 2009	1,375	21.5%	1,841	19.9%	8,775	14.5%
Homes Built 1990 to 1999	1,226	19.1%	1,738	18.8%	8,647	14.3%
Homes Built 1980 to 1989	913	14.3%	1,365	14.8%	7,989	13.2%
Homes Built 1970 to 1979	956	14.9%	1,447	15.6%	8,904	14.8%
Homes Built 1960 to 1969	323	5.0%	534	5.8%	5,700	9.5%
Homes Built 1950 to 1959	315	4.9%	432	4.7%	6,872	11.4%
Homes Built 1940 to 1949	139	2.2%	195	2.1%	2,379	3.9%
Homes Built Before 1939	111	1.7%	218	2.4%	2,799	4.6%
Median Age of Homes	27.6 yrs		28.6 yrs		35.8 yrs	

Home Values (2020)

Owner Specified Housing Units	3,891		5,778		34,725	
Home Values \$1,000,000 or More	6	0.1%	8	0.1%	286	0.8%
Home Values \$750,000 to \$999,999	56	1.4%	72	1.3%	768	2.2%
Home Values \$500,000 to \$749,999	122	3.1%	149	2.6%	826	2.4%
Home Values \$400,000 to \$499,999	349	9.0%	486	8.4%	1,415	4.1%
Home Values \$300,000 to \$399,999	257	6.6%	394	6.8%	2,509	7.2%
Home Values \$250,000 to \$299,999	356	9.1%	506	8.8%	2,300	6.6%
Home Values \$200,000 to \$249,999	570	14.7%	846	14.6%	3,731	10.7%
Home Values \$175,000 to \$199,999	412	10.6%	653	11.3%	3,006	8.7%
Home Values \$150,000 to \$174,999	517	13.3%	767	13.3%	3,985	11.5%
Home Values \$125,000 to \$149,999	600	15.4%	753	13.0%	3,625	10.4%
Home Values \$100,000 to \$124,999	469	12.1%	599	10.4%	4,025	11.6%
Home Values \$90,000 to \$99,999	230	5.9%	333	5.8%	1,786	5.1%
Home Values \$80,000 to \$89,999	67	1.7%	100	1.7%	1,501	4.3%
Home Values \$70,000 to \$79,999	105	2.7%	152	2.6%	1,683	4.8%
Home Values \$60,000 to \$69,999	105	2.7%	153	2.6%	1,615	4.7%
Home Values \$50,000 to \$59,999	71	1.8%	160	2.8%	1,195	3.4%
Home Values \$35,000 to \$49,999	177	4.5%	266	4.6%	1,580	4.5%
Home Values \$25,000 to \$34,999	92	2.4%	192	3.3%	1,373	4.0%
Home Values \$10,000 to \$24,999	20	0.5%	50	0.9%	462	1.3%
Home Values Under \$10,000	40	1.0%	71	1.2%	414	1.2%
Owner-Occupied Median Home Value	\$176,139		\$173,967		\$151,989	
Renter-Occupied Median Rent	\$823		\$798		\$731	

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Lindale, Texas

Drive Time

Total Annual Consumer Expenditure (2020)

	10 min drivetime	15 min drivetime	30 min drivetime
Total Household Expenditure	\$356.6 M	\$511.15 M	\$2.95 B
Total Non-Retail Expenditure	\$187.79 M	\$269.13 M	\$1.56 B
Total Retail Expenditure	\$168.81 M	\$242.01 M	\$1.4 B
Apparel	\$12.48 M	\$17.83 M	\$102.78 M
Contributions	\$11.59 M	\$16.6 M	\$93.53 M
Education	\$10.41 M	\$14.77 M	\$82.68 M
Entertainment	\$20.15 M	\$28.84 M	\$164.35 M
Food and Beverages	\$52.68 M	\$75.53 M	\$438.93 M
Furnishings and Equipment	\$12.5 M	\$17.9 M	\$102.12 M
Gifts	\$8.64 M	\$12.34 M	\$69.26 M
Health Care	\$30.55 M	\$44.01 M	\$255.22 M
Household Operations	\$14.01 M	\$20.07 M	\$115.01 M
Miscellaneous Expenses	\$6.72 M	\$9.65 M	\$55.55 M
Personal Care	\$4.78 M	\$6.86 M	\$39.54 M
Personal Insurance	\$2.51 M	\$3.59 M	\$20.02 M
Reading	\$777.4 K	\$1.12 M	\$6.42 M
Shelter	\$74.76 M	\$107.07 M	\$623.34 M
Tobacco	\$2.19 M	\$3.17 M	\$19.34 M
Transportation	\$65.23 M	\$93.46 M	\$538.87 M
Utilities	\$26.64 M	\$38.34 M	\$225.82 M

Monthly Household Consumer Expenditure (2020)

	10 min drivetime	15 min drivetime	30 min drivetime
Total Household Expenditure	\$4,877	\$4,889	\$4,334
Total Non-Retail Expenditure	\$2,569 52.7%	\$2,574 52.7%	\$2,284 52.7%
Total Retail Expenditures	\$2,309 47.3%	\$2,315 47.3%	\$2,050 47.3%
Apparel	\$171 3.5%	\$171 3.5%	\$151 3.5%
Contributions	\$159 3.2%	\$159 3.2%	\$137 3.2%
Education	\$142 2.9%	\$141 2.9%	\$121 2.8%
Entertainment	\$276 5.7%	\$276 5.6%	\$241 5.6%
Food and Beverages	\$721 14.8%	\$722 14.8%	\$644 14.9%
Furnishings and Equipment	\$171 3.5%	\$171 3.5%	\$150 3.5%
Gifts	\$118 2.4%	\$118 2.4%	\$102 2.3%
Health Care	\$418 8.6%	\$421 8.6%	\$375 8.6%
Household Operations	\$192 3.9%	\$192 3.9%	\$169 3.9%
Miscellaneous Expenses	\$92 1.9%	\$92 1.9%	\$82 1.9%
Personal Care	\$65 1.3%	\$66 1.3%	\$58 1.3%
Personal Insurance	\$34 0.7%	\$34 0.7%	\$29 0.7%
Reading	\$11 0.2%	\$11 0.2%	\$9 0.2%
Shelter	\$1,023 21.0%	\$1,024 20.9%	\$915 21.1%
Tobacco	\$30 0.6%	\$30 0.6%	\$28 0.7%
Transportation	\$892 18.3%	\$894 18.3%	\$791 18.2%
Utilities	\$364 7.5%	\$367 7.5%	\$331 7.6%

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Crime Risk Profile

CRIME RISK PROFILE



Lindale, Texas	10 min drivetime	15 min drivetime	30 min drivetime
Drive Time			
Demographics			
Population	16,900	23,697	155,893
Census Population	13,542	19,836	141,003
Households	6,093	8,713	56,776
Average Household Income	\$76,642	\$77,104	\$65,211
Median Household Income	\$65,357	\$63,784	\$53,018
Per Capita Income	\$27,748	\$28,485	\$23,985
Total Crime			
Crime Index	69	67	100
Crime Level	Below Average	Below Average	Average
Personal Crime			
Crime Index	63	63	92
Crime Level	Below Average	Below Average	Average
Murder			
Crime Index	27	30	86
Crime Level	Very Low	Low Risk	Below Average
Rape			
Crime Index	132	126	121
Crime Level	Above Average	Above Average	Above Average
Robbery			
Crime Index	16	17	53
Crime Level	Very Low	Very Low	Low Risk
Assault			
Crime Index	72	73	103
Crime Level	Below Average	Below Average	Average
Property Crime			
Crime Index	69	67	101
Crime Level	Below Average	Below Average	Average
Burglary			
Crime Index	85	84	105
Crime Level	Below Average	Below Average	Average
Larceny			
Crime Index	70	68	106
Crime Level	Below Average	Below Average	Average
Motor Vehicle Theft			
Crime Index	31	32	53
Crime Level	Low Risk	Low Risk	Low Risk

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* Crime Index: 100 = National Average Adjusted for Population

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

Furniture and Home Furnishings Stores

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

Electronics and Appliance Stores

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

Building Materials and Garden Supply Stores

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

Food and Beverage Stores

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

Health and Personal Care Stores

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

Sporting Goods and Hobby Stores

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

Foodservice and Drinking Places

Full-service restaurants, limited service eating places, special foodservices, taverns and bars

RETAIL GAP EXPANDED REPORT



Lindale, Texas

Drive Time

	10 min drivetime		15 min drivetime		30 min drivetime	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$7.59 M / \$1.69 M	78	\$10.86 M / \$2.63 M	76	\$62.38 M / \$39.03 M	37
Men's Clothing Stores	\$268.74 K / -	100	\$383.92 K / -	100	\$2.2 M / \$1.83 M	17
Women's Clothing Stores	\$1.17 M / \$1.34 M	-13	\$1.67 M / \$1.72 M	-3	\$9.56 M / \$15.22 M	-37
Children's, Infants' Clothing Stores	\$504.34 K / -	100	\$718.51 K / \$139.19 K	81	\$4.16 M / \$3.66 M	12
Family Clothing Stores	\$3.11 M / -	100	\$4.44 M / \$227.52 K	95	\$25.55 M / \$8.32 M	67
Clothing Accessory Stores	\$248.92 K / -	100	\$356.25 K / \$193	100	\$2.04 M / \$338.02 K	83
Other Apparel Stores	\$378.55 K / \$160.96 K	57	\$541.89 K / \$160.96 K	70	\$3.12 M / \$1.09 M	65
Shoe Stores	\$1.28 M / -	100	\$1.82 M / \$38.94 K	98	\$10.53 M / \$4.8 M	54
Jewelry Stores	\$596.29 K / \$195.06 K	67	\$850.93 K / \$343.05 K	60	\$4.84 M / \$3.78 M	22
Luggage Stores	\$48.75 K / -	100	\$69.56 K / -	100	\$392.63 K / -	100
Furniture, Home Furnishings Stores	\$3.72 M / \$25.97 K	99	\$5.32 M / \$83.76 K	98	\$30.26 M / \$32.65 M	-7
Furniture Stores	\$2.29 M / -	100	\$3.27 M / \$1.55 K	100	\$18.57 M / \$25.21 M	-26
Floor Covering Stores	\$392.8 K / -	100	\$564.2 K / -	100	\$3.18 M / \$3.81 M	-17
Other Home Furnishing Stores	\$1.04 M / \$25.97 K	97	\$1.49 M / \$82.21 K	94	\$8.51 M / \$3.63 M	57
Electronics, Appliance Stores	\$2.83 M / \$421.57 K	85	\$4.05 M / \$597.77 K	85	\$23.22 M / \$18.94 M	18
Building Material, Garden Equipment, Supplies Dealers	\$9.19 M / \$23.26 M	-60	\$13.2 M / \$30.96 M	-57	\$75.11 M / \$104.82 M	-28
Home Centers	\$4.32 M / \$4.32 M	0	\$6.21 M / \$6.6 M	-6	\$35.34 M / \$23.21 M	34
Paint, Wallpaper Stores	\$317.96 K / \$594.06 K	-46	\$457.56 K / \$672.33 K	-32	\$2.58 M / \$5.18 M	-50
Hardware Stores	\$396.7 K / \$331.69 K	16	\$569.4 K / \$665.27 K	-14	\$3.24 M / \$6.14 M	-47
Other Building Materials Stores	\$3.06 M / \$4.43 M	-31	\$4.4 M / \$5.74 M	-23	\$25.04 M / \$39.74 M	-37
Outdoor Power Equipment Stores	\$145.85 K / \$143.1 K	2	\$208.76 K / \$241.04 K	-13	\$1.18 M / \$2.05 M	-42
Nursery, Garden Stores	\$945.74 K / \$13.45 M	-93	\$1.36 M / \$17.04 M	-92	\$7.72 M / \$28.5 M	-73
Food, Beverage Stores	\$24.7 M / \$14.65 M	41	\$35.47 M / \$15.82 M	55	\$207.24 M / \$219.7 M	-6
Grocery Stores	\$22.07 M / \$13.85 M	37	\$31.69 M / \$14.68 M	54	\$185.31 M / \$204.92 M	-10
Convenience Stores	\$854.67 K / \$731.11 K	14	\$1.23 M / \$1.06 M	14	\$7.2 M / \$6.53 M	9
Meat Markets	\$252.81 K / -	100	\$362.87 K / -	100	\$2.13 M / \$2.73 M	-22
Fish, Seafood Markets	\$90.85 K / -	100	\$130.77 K / -	100	\$772.57 K / -	100
Fruit, Vegetable Markets	\$154.19 K / -	100	\$221.63 K / \$5.04 K	98	\$1.3 M / \$303.72 K	77
Other Specialty Food Markets	\$265.22 K / \$75.7 K	71	\$380.75 K / \$75.7 K	80	\$2.23 M / \$2.44 M	-8
Liquor Stores	\$1.01 M / -	100	\$1.45 M / -	100	\$8.3 M / \$2.78 M	66

RETAIL GAP EXPANDED REPORT



Lindale, Texas

Drive Time

	10 min drivetime		15 min drivetime		30 min drivetime	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$6.07 M / \$5.24 M	14	\$8.73 M / \$7.62 M	13	\$50.6 M / \$58.95 M	-14
Pharmacy, Drug Stores	\$5.08 M / \$4.79 M	6	\$7.31 M / \$7.05 M	4	\$42.39 M / \$50.65 M	-16
Cosmetics, Beauty Stores	\$297.86 K / -	100	\$428.53 K / -	100	\$2.48 M / \$650.1 K	74
Optical Goods Stores	\$340.51 K / \$167.81 K	51	\$490.17 K / \$190.05 K	61	\$2.83 M / \$2.39 M	16
Other Health, Personal Care Stores	\$348.93 K / \$282.56 K	19	\$501.62 K / \$379.14 K	24	\$2.9 M / \$5.27 M	-45
Sporting Goods, Hobby, Book, Music Stores	\$2.87 M / \$905.86 K	68	\$4.09 M / \$1.12 M	73	\$23.13 M / \$36.81 M	-37
Sporting Goods Stores	\$1.57 M / \$878.71 K	44	\$2.24 M / \$921.77 K	59	\$12.57 M / \$11.38 M	9
Hobby, Toy, Game Stores	\$452.72 K / -	100	\$649.26 K / \$9.36 K	99	\$3.73 M / \$1.21 M	68
Sewing, Needlecraft Stores	\$140.95 K / -	100	\$201.46 K / -	100	\$1.15 M / \$2.54 M	-55
Musical Instrument Stores	\$129.75 K / \$27.15 K	79	\$186.23 K / \$130.64 K	30	\$1.08 M / \$9.82 M	-89
Book Stores	\$567.67 K / -	100	\$810.9 K / \$56.22 K	93	\$4.6 M / \$11.87 M	-61
General Merchandise Stores	\$24.21 M / \$20.47 M	15	\$34.72 M / \$24.85 M	28	\$201.23 M / \$102.61 M	49
Department Stores	\$6.25 M / \$16.48 M	-62	\$8.96 M / \$20.3 M	-56	\$51.56 M / \$59.39 M	-13
Warehouse Superstores	\$15.58 M / -	100	\$22.37 M / -	100	\$130.03 M / -	100
Other General Merchandise Stores	\$2.37 M / \$3.99 M	-41	\$3.4 M / \$4.56 M	-25	\$19.64 M / \$43.23 M	-55
Miscellaneous Store Retailers	\$3.3 M / \$1.44 M	56	\$4.73 M / \$2.41 M	49	\$27.24 M / \$21.38 M	22
Florists	\$116.91 K / \$173.8 K	-33	\$167.67 K / \$230.61 K	-27	\$953.98 K / \$1.39 M	-32
Office, Stationary Stores	\$327.55 K / -	100	\$469.39 K / -	100	\$2.68 M / \$2 M	25
Gift, Souvenir Stores	\$397.36 K / \$6.03 K	98	\$568.56 K / \$105.86 K	81	\$3.26 M / \$1.66 M	49
Used Merchandise Stores	\$227.47 K / \$51.41 K	77	\$326.37 K / \$222.55 K	32	\$1.87 M / \$2.53 M	-26
Pet, Pet Supply Stores	\$1.34 M / \$1.07 M	20	\$1.92 M / \$1.27 M	34	\$11 M / \$3.68 M	67
Art Dealers	\$107 K / -	100	\$153.58 K / -	100	\$882.05 K / \$259.39 K	71
Mobile Home Dealers	\$198.85 K / -	100	\$285.93 K / \$267.04 K	7	\$1.62 M / \$4.97 M	-67
Other Miscellaneous Retail Stores	\$586.82 K / \$140.83 K	76	\$843.86 K / \$309.56 K	63	\$4.97 M / \$4.88 M	2
Non-Store Retailers	\$11.14 M / \$1.7 M	85	\$15.97 M / \$2.15 M	87	\$91.74 M / \$47.45 M	48
Mail Order, Catalog Stores	\$9.25 M / -	100	\$13.25 M / -	100	\$76.05 M / \$6.38 M	92
Vending Machines	\$255.63 K / -	100	\$367 K / -	100	\$2.14 M / \$18.17 M	-88
Fuel Dealers	\$923.31 K / \$1.7 M	-46	\$1.33 M / \$2.15 M	-38	\$7.67 M / \$20.41 M	-62
Other Direct Selling Establishments	\$709.31 K / -	100	\$1.02 M / -	100	\$5.88 M / \$2.5 M	57

RETAIL GAP EXPANDED REPORT



Lindale, Texas

Drive Time

	10 min drivetime		15 min drivetime		30 min drivetime	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$21.35 M / \$27.36 M	-22	\$30.55 M / \$34.82 M	-12	\$175.48 M / \$227.43 M	-23
Hotels, Other Travel Accommodations	\$1.17 M / \$527.43 K	55	\$1.68 M / \$764.72 K	54	\$9.65 M / \$6.92 M	28
RV Parks	\$10.92 K / \$56.48 K	-81	\$15.45 K / \$58.28 K	-73	\$91.74 K / \$207.13 K	-56
Rooming, Boarding Houses	\$8.32 K / -	100	\$12.14 K / -	100	\$67.82 K / \$94.58 K	-28
Full Service Restaurants	\$10.99 M / \$14.38 M	-24	\$15.73 M / \$18.45 M	-15	\$90.35 M / \$103.48 M	-13
Limited Service Restaurants	\$7.31 M / \$12.63 M	-42	\$10.46 M / \$15.83 M	-34	\$60.07 M / \$111.33 M	-46
Special Food Services, Catering	\$1.86 M / \$122.61 K	93	\$2.65 M / \$309.92 K	88	\$15.25 M / \$8.47 M	44
Drinking Places	\$530.98 K / \$171.14 K	68	\$759.75 K / \$171.14 K	77	\$4.34 M / \$1.25 M	71
Gasoline Stations	\$18.05 M / \$22.4 M	-19	\$25.93 M / \$31.61 M	-18	\$151.96 M / \$445.37 M	-66
Motor Vehicle, Parts Dealers	\$33.27 M / \$4.88 M	85	\$47.63 M / \$50.77 M	-6	\$272.86 M / \$386.93 M	-29
New Car Dealers	\$25.53 M / -	100	\$36.54 M / \$39.09 M	-7	\$209.33 M / \$221.51 M	-5
Used Car Dealers	\$2.64 M / \$784.63 K	70	\$3.77 M / \$1.81 M	52	\$21.6 M / \$53.15 M	-59
Recreational Vehicle Dealers	\$541.07 K / \$391.24 K	28	\$770.29 K / \$2.59 M	-70	\$4.26 M / \$13.31 M	-68
Motorcycle, Boat Dealers	\$1.16 M / -	100	\$1.66 M / \$204.69 K	88	\$9.34 M / \$7.98 M	15
Auto Parts, Accessories	\$2.04 M / \$3.41 M	-40	\$2.93 M / \$4.86 M	-40	\$16.98 M / \$64.29 M	-74
Tire Dealers	\$1.37 M / \$290.66 K	79	\$1.96 M / \$2.2 M	-11	\$11.35 M / \$26.69 M	-57
2020 Population	16,900		23,697		155,893	
2025 Population	17,843		25,094		166,306	
% Population Change 2020-2025	5.6%		5.9%		6.7%	
2020 Adult Population Age 18+	12,752		18,038		118,384	
2020 Population Male	8,255		11,585		75,360	
2020 Population Female	8,645		12,112		80,533	
2020 Households	6,093		8,713		56,776	
2020 Median Household Income	65,357		63,784		53,018	
2020 Average Household Income	76,642		77,104		65,211	

RETAIL POTENTIAL

RETAIL POTENTIAL PROFILE



Lindale, Texas			
Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
2020 Population	16,900	23,697	155,893
2025 Population	17,843	25,094	166,306
% Population Change 2010-2020	24.8%	19.5%	10.6%
2020 Adult Population Age 18+	\$12,752	\$18,038	\$118,384
2020 Population Male	\$8,255	\$11,585	\$75,360
2020 Population Female	\$8,645	\$12,112	\$80,533
2020 Households	\$6,093	\$8,713	\$56,776
2020 Median Household Income	\$65,357	\$63,784	\$53,018
2020 Average Household Income	\$76,642	\$77,104	\$65,211
Clothing, Clothing Accessories Stores	\$7.59 M	\$10.86 M	\$62.38 M
Men's Clothing Stores	\$268.74 K	\$383.92 K	\$2.2 M
Women's Clothing Stores	\$1.17 M	\$1.67 M	\$9.56 M
Children's, Infants' Clothing Stores	\$504.34 K	\$718.51 K	\$4.16 M
Family Clothing Stores	\$3.11 M	\$4.44 M	\$25.55 M
Clothing Accessory Stores	\$248.92 K	\$356.25 K	\$2.04 M
Other Apparel Stores	\$378.55 K	\$541.89 K	\$3.12 M
Shoe Stores	\$1.28 M	\$1.82 M	\$10.53 M
Jewelry Stores	\$596.29 K	\$850.93 K	\$4.84 M
Luggage Stores	\$48.75 K	\$69.56 K	\$392.63 K
Furniture, Home Furnishings Stores	\$3.72 M	\$5.32 M	\$30.26 M
Furniture Stores	\$2.29 M	\$3.27 M	\$18.57 M
Floor Covering Stores	\$392.8 K	\$564.2 K	\$3.18 M
Other Home Furnishing Stores	\$1.04 M	\$1.49 M	\$8.51 M
Electronics, Appliance Stores	\$2.83 M	\$4.05 M	\$23.22 M
Gasoline Stations	\$18.05 M	\$25.93 M	\$151.96 M
Building Material, Garden Equipment, Supplies Dealers	\$9.19 M	\$13.2 M	\$75.11 M
Home Centers	\$4.32 M	\$6.21 M	\$35.34 M
Paint, Wallpaper Stores	\$317.96 K	\$457.56 K	\$2.58 M
Hardware Stores	\$396.7 K	\$569.4 K	\$3.24 M
Other Building Materials Stores	\$3.06 M	\$4.4 M	\$25.04 M
Outdoor Power Equipment Stores	\$145.85 K	\$208.76 K	\$1.18 M
Nursery, Garden Stores	\$945.74 K	\$1.36 M	\$7.72 M
Food, Beverage Stores	\$24.7 M	\$35.47 M	\$207.24 M
Grocery Stores	\$22.07 M	\$31.69 M	\$185.31 M
Convenience Stores	\$854.67 K	\$1.23 M	\$7.2 M
Meat Markets	\$252.81 K	\$362.87 K	\$2.13 M
Fish, Seafood Markets	\$90.85 K	\$130.77 K	\$772.57 K
Fruit, Vegetable Markets	\$154.19 K	\$221.63 K	\$1.3 M
Other Specialty Food Markets	\$265.22 K	\$380.75 K	\$2.23 M
Liquor Stores	\$1.01 M	\$1.45 M	\$8.3 M

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RETAIL POTENTIAL PROFILE



Lindale, Texas	10 min drivetime	15 min drivetime	30 min drivetime
Drive Time			
Health, Personal Care Stores	\$6.07 M	\$8.73 M	\$50.6 M
Pharmacy, Drug Stores	\$5.08 M	\$7.31 M	\$42.39 M
Cosmetics, Beauty Stores	\$297.86 K	\$428.53 K	\$2.48 M
Optical Goods Stores	\$340.51 K	\$490.17 K	\$2.83 M
Other Health, Personal Care Stores	\$348.93 K	\$501.62 K	\$2.9 M
Sporting Goods, Hobby, Book, Music Stores	\$2.87 M	\$4.09 M	\$23.13 M
Sporting Goods Stores	\$1.57 M	\$2.24 M	\$12.57 M
Hobby, Toy, Game Stores	\$452.72 K	\$649.26 K	\$3.73 M
Sewing, Needlecraft Stores	\$140.95 K	\$201.46 K	\$1.15 M
Musical Instrument Stores	\$129.75 K	\$186.23 K	\$1.08 M
Book Stores	\$567.67 K	\$810.9 K	\$4.6 M
General Merchandise Stores	\$24.21 M	\$34.72 M	\$201.23 M
Department Stores	\$6.25 M	\$8.96 M	\$51.56 M
Warehouse Superstores	\$15.58 M	\$22.37 M	\$130.03 M
Other General Merchandise Stores	\$2.37 M	\$3.4 M	\$19.64 M
Miscellaneous Store Retailers	\$3.3 M	\$4.73 M	\$27.24 M
Florists	\$116.91 K	\$167.67 K	\$953.98 K
Office, Stationary Stores	\$327.55 K	\$469.39 K	\$2.68 M
Gift, Souvenir Stores	\$397.36 K	\$568.56 K	\$3.26 M
Used Merchandise Stores	\$227.47 K	\$326.37 K	\$1.87 M
Pet, Pet Supply Stores	\$1.34 M	\$1.92 M	\$11 M
Art Dealers	\$107 K	\$153.58 K	\$882.05 K
Mobile Home Dealers	\$198.85 K	\$285.93 K	\$1.62 M
Other Miscellaneous Retail Stores	\$586.82 K	\$843.86 K	\$4.97 M
Non-Store Retailers	\$11.14 M	\$15.97 M	\$91.74 M
Mail Order, Catalog Stores	\$9.25 M	\$13.25 M	\$76.05 M
Vending Machines	\$255.63 K	\$367 K	\$2.14 M
Fuel Dealers	\$923.31 K	\$1.33 M	\$7.67 M
Other Direct Selling Establishments	\$709.31 K	\$1.02 M	\$5.88 M
Accommodation, Food Services	\$21.88 M	\$31.31 M	\$179.81 M
Hotels, Other Travel Accommodations	\$1.17 M	\$1.68 M	\$9.65 M
RV Parks	\$10.92 K	\$15.45 K	\$91.74 K
Rooming, Boarding Houses	\$8.32 K	\$12.14 K	\$67.82 K
Full Service Restaurants	\$10.99 M	\$15.73 M	\$90.35 M
Limited Service Restaurants	\$7.31 M	\$10.46 M	\$60.07 M
Special Food Services, Catering	\$1.86 M	\$2.65 M	\$15.25 M
Drinking Places	\$530.98 K	\$759.75 K	\$4.34 M
Motor Vehicle, Parts Dealers	\$33.27 M	\$47.63 M	\$272.86 M
New Car Dealers	\$25.53 M	\$36.54 M	\$209.33 M
Used Car Dealers	\$2.64 M	\$3.77 M	\$21.6 M
Recreational Vehicle Dealers	\$541.07 K	\$770.29 K	\$4.26 M
Motorcycle, Boat Dealers	\$1.16 M	\$1.66 M	\$9.34 M
Auto Parts, Accessories	\$2.04 M	\$2.93 M	\$16.98 M
Tire Dealers	\$1.37 M	\$1.96 M	\$11.35 M

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INCOME SUMMARY

INCOME SUMMARY REPORT



Lindale, Texas						
Drive Time	10 min drivetime	15 min drivetime	30 min drivetime			
Population						
Estimated Population (2020)	16,900		23,697		155,893	
Projected Population (2025)	17,843		25,094		166,306	
Census Population (2010)	13,542		19,836		141,003	
Census Population (2000)	9,923		15,180		121,888	
<i>Projected Annual Growth (2020 to 2025)</i>	943	1.1%	1,397	1.2%	10,413	1.3%
<i>Historical Annual Growth (2010 to 2020)</i>	3,358	2.0%	3,861	1.6%	14,890	1.0%
<i>Historical Annual Growth (2000 to 2010)</i>	3,619	3.6%	4,656	3.1%	19,115	1.6%
Households						
Estimated Households (2020)	6,093		8,713		56,776	
Projected Households (2025)	6,251		8,947		58,428	
Census Households (2010)	4,912		7,324		51,484	
Census Households (2000)	3,698		5,719		44,513	
<i>Projected Annual Growth (2020 to 2025)</i>	159	0.5%	235	0.5%	1,652	0.6%
<i>Historical Annual Growth (2010 to 2020)</i>	1,181	2.4%	1,388	1.9%	5,292	1.0%
<i>Historical Annual Growth (2000 to 2010)</i>	1,214	3.3%	1,606	2.8%	6,971	1.6%
Average Household Income						
Estimated Average Household Income (2020)	\$76,642		\$77,104		\$65,211	
Projected Average Household Income (2025)	\$86,893		\$87,618		\$74,151	
Census Average Household Income (2010)	\$58,484		\$59,596		\$55,297	
Census Average Household Income (2000)	\$47,855		\$47,975		\$44,546	
<i>Projected Annual Growth (2020 to 2025)</i>	\$10,250	2.7%	\$10,515	2.7%	\$8,940	2.7%
<i>Historical Annual Growth (2010 to 2020)</i>	\$18,159	3.1%	\$17,508	2.9%	\$9,913	1.8%
<i>Historical Annual Growth (2000 to 2010)</i>	\$10,628	2.2%	\$11,621	2.4%	\$10,751	2.4%
Median Household Income						
Estimated Median Household Income (2020)	\$65,357		\$63,784		\$53,018	
Projected Median Household Income (2025)	\$76,861		\$75,003		\$61,788	
Census Median Household Income (2010)	\$52,401		\$51,310		\$43,772	
Census Median Household Income (2000)	\$39,002		\$38,679		\$34,859	
<i>Projected Annual Growth (2020 to 2025)</i>	\$11,504	3.5%	\$11,219	3.5%	\$8,769	3.3%
<i>Historical Annual Growth (2010 to 2020)</i>	\$12,956	2.5%	\$12,475	2.4%	\$9,246	2.1%
<i>Historical Annual Growth (2000 to 2010)</i>	\$13,399	3.4%	\$12,630	3.3%	\$8,914	2.6%
Per Capita Income						
Estimated Per Capita Income (2020)	\$27,748		\$28,485		\$23,985	
Projected Per Capita Income (2025)	\$30,552		\$31,369		\$26,272	
Census Per Capita Income (2010)	\$21,213		\$22,006		\$20,191	
Census Per Capita Income (2000)	\$17,679		\$17,775		\$16,159	
<i>Projected Annual Growth (2020 to 2025)</i>	\$2,805	2.0%	\$2,884	2.0%	\$2,287	1.9%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,535	3.1%	\$6,479	2.9%	\$3,794	1.9%
<i>Historical Annual Growth (2000 to 2010)</i>	\$3,534	2.0%	\$4,231	2.4%	\$4,032	2.5%
Other Income						
Estimated Families (2020)	4,663		6,583		39,730	
Estimated Average Family Income (2020)	\$84,784		\$84,582		\$75,206	
Estimated Median Family Income (2020)	\$77,591		\$75,058		\$63,927	
Estimated Average Household Net Worth (2020)	\$556,180		\$527,482		\$397,692	

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Void Analysis

MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In 30 min drivetime	Locations In Lindale
Drive Time			
Auto Parts Tires			
AAMCO		1	0
Advance Auto Parts		2	0
AutoZone		4	1
Discount Tire		1	0
Firestone		1	0
Honest-1		1	0
NAPA		2	0
O'Reilly		6	1
Pep Boys		1	0
Valvoline Instant Oil Change		4	0
Banks			
BancorpSouth		1	0
Chase Bank		2	0
Compass Bank		1	0
First Community Bank		1	1
Prosperity Bank		1	0
Regions Bank		4	0
Woodforest National Bank		2	0
Banks Minor			
Bank		53	9
Book Stores			
Barnes & Noble		1	0
Mardel		1	0
Clothing Apparel			
Aeropostale		1	0

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MERCHANT VOID ANALYSIS



Lindale, Texas			
Drive Time	Closest Location	Locations In 30 min drivetime	Locations In Lindale
	American Eagle Outfitters	1	0
	Ann Taylor Loft	1	0
	BCBG Max Azria	1	0
	Buckle	1	0
	Catherines	1	0
	Cato	2	1
	Chico's	1	0
	Citi Trends	1	0
	Coach	1	0
	Francesca's	1	0
	Hollister Co.	1	0
	Justice	1	0
	Men's Wearhouse	1	0
	PacSun	1	0
	Rainbow	1	0
	Talbots	1	0
	The Childrens Place	1	0
	Victoria's Secret	1	0
	Convenience Stores		
	76	2	0
	7-Eleven	12	1
	CEFCO	7	0
	Chevron	8	0
	Exxon	30	1
	Gulf	1	0
	Love's	3	0

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MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In 30 min drivetime	Locations In Lindale
Drive Time			
Mobil		2	0
Murphy USA		3	1
Pilot Travel Centers		2	0
RaceWay		1	1
Shell		8	0
Texaco		2	0
Valero		30	1
Craft Fabric Stores			
Hobby Lobby		1	0
Dental			
Affordable Dentures		1	0
Aspen Dental		1	0
Department Stores			
Dillard's		1	0
JCPenney		1	0
Stage		1	0
Discount Department Stores			
David's Bridal		1	0
Ross		1	0
Sears		1	0
Stein Mart		1	0
Tuesday Morning		1	0
Wal-Mart Supercenter		4	1
Dollar Stores			
Big Lots		2	0
Dollar General		16	1

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MERCHANT VOID ANALYSIS



Lindale, Texas			
Drive Time	Closest Location	Locations In 30 min drivetime	Locations In Lindale
	Dollar Tree	5	1
	Family Dollar	11	0
	Drug Stores		
	CVS	6	0
	GNC	1	0
	Walgreens	2	0
	Education		
	College	3	0
	Cosmetology and Barber	1	0
	Day Care	52	3
	High School	10	1
	Junior College	1	0
	PK - 8	48	4
	PK - 8 (Private)	8	1
	Entertainment		
	Chuck E. Cheese's	1	0
	Regal	1	0
	Theatres	2	0
	Fitness		
	Anytime Fitness	4	1
	Orangetheory Fitness	1	0
	Planet Fitness	1	0
	Pure Barre	1	0
	Snap Fitness	1	0
	Furniture Household		
	Aarons	3	0

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MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In 30 min drivetime	Locations In Lindale
Drive Time			
American Freight		1	0
Ashley Furniture		1	0
Bassett		1	0
Conn's		1	0
Havertys		1	0
Pier 1		1	0
Rent A Center		3	0
Grocery Stores			
ALDI		2	0
Brookshire's		9	1
La Michoacana Meat Market		1	0
Natural Grocers		1	0
Neighborhood Market		1	0
Super1 Foods		2	0
Health Beauty			
Bath & Body Works		1	0
Claire's		1	0
Great Clips		2	1
Sally Beauty Supply		2	0
Sephora		1	0
Sport Clips		1	1
Supercuts		1	0
Health Care			
Advanced Heart Failure And Transplant Cardiology		1	0
Allergy and Immunology		2	0
Anesthesiology		12	1

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MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In 30 min drivetime	Locations In Lindale
Drive Time			
Audiologist		2	0
Cardiac Electrophysiology		10	1
Cardiac Surgery		5	0
Cardiovascular Disease		16	1
Certified Nurse Midwife		4	0
Certified Registered Nurse Anesthetist		8	0
Chiropractic		14	2
Clinical Nurse Specialist		1	0
Clinical Psychologist		9	1
Clinical Social Worker		6	0
Colorectal Surgery		2	0
Critical Care		7	0
Dermatology		5	0
Diagnostic Radiology		7	0
Emergency Medicine		7	0
Endocrinology		9	0
Family Practice		39	5
Gastroenterology		7	0
General Practice		6	0
General Surgery		16	0
Gynecological Oncology		1	0
Hematology		1	0
Hematology and Oncology		4	0
Hospice and Palliative Care		1	0
Hospitalist		4	0
Infectious Disease		6	0

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MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In 30 min drivetime	Locations In Lindale
Drive Time			
Internal Medicine		26	1
Interventional Cardiology		11	1
Interventional Pain Management		4	0
Maxillofacial Surgery		1	0
Medical Oncology		2	0
Nephrology		3	0
Neurology		9	0
Neurosurgery		7	0
Nurse Practitioner		49	3
Obstetrics and Gynecology		13	0
Ophthalmology		12	1
Optometry		17	1
Oral Surgery		3	0
Orthopedic Surgery		8	1
Osteopathic Manipulative Medicine		1	0
Otolaryngology		5	0
Pain Management		8	0
Pathology		5	0
Pediatric Medicine		1	0
Physical Medicine and Rehabilitation		10	0
Physical Therapy		5	0
Physician Assistant		26	1
Plastic and Reconstructive Surgery		6	0
Podiatry		14	2
Preventative Medicine		1	0
Psychiatry		5	0

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MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In 30 min drivetime	Locations In Lindale
Drive Time			
Pulmonary Disease		9	0
Radiation Oncology		5	0
Registered Dietitian or Nutrition Professional		3	0
Rheumatology		6	0
Sleep Laboratory and Medicine		8	1
Sports Medicine		4	0
Surgical Oncology		1	0
Thoracic Surgery		6	0
Undersea And Hyperbaric Medicine		1	0
Urology		10	0
Vascular Surgery		7	0
Home Improvement			
Ace Hardware		2	0
Harbor Freight Tools		1	0
Home Depot		1	0
Lowe's		1	1
Northern Tool		1	0
Sherwin-Williams		3	1
Tractor Supply Company		2	0
Hotels			
Americas Best Value Inn		1	1
Baymont Inn & Suites		1	0
Best Western Hotels		2	1
Comfort Suites		1	1
Days Inn & Suites		1	0
Econo Lodge		1	0

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MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In 30 min drivetime	Locations In Lindale
Drive Time			
Fairfield Inn and Suites		2	0
Hampton Inn		1	1
Holiday Inn Express		2	1
La Quinta Inn		1	0
La Quinta Inn & Suites		1	1
Motel 6		3	1
Quality		1	0
Super 8		1	0
Mattress			
Denver Mattress		1	0
Mattress Firm		1	0
Sleep Number		1	0
Office Supply			
Office Depot		1	0
Pet Stores			
Petland		1	0
Restaurants Bakery Bagels			
Einstein Bros		1	0
Restaurants Casual			
BJ's Restaurant & Brewery		1	0
Chili's		2	1
Chipotle		1	0
Cracker Barrel		1	1
Denny's		1	0
Dickey's		1	0
First Watch		1	0

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MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In 30 min drivetime	Locations In Lindale
Drive Time			
Five Guys		1	0
Fuzzys Taco Shop		1	0
IHOP		3	1
Longhorn Steakhouse		1	0
On The Border		1	0
Red Lobster		1	0
Torchys Tacos		1	0
Restaurants Coffee Donuts			
Dunkin' Donuts		1	0
Shipleys Do-Nuts		1	0
Starbucks		5	1
Restaurants Fast Food Major			
Arby's		2	0
Burger King		5	1
Chick-fil-A		2	0
Dairy Queen		11	1
Jack in the Box		2	0
KFC		1	1
McDonald's		9	1
Sonic		10	2
Taco Bell		7	1
Wendy's		2	0
Restaurants Fast Food Minor			
A&W		1	0
Carl's Jr.		2	0
Chicken Express		2	1

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MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In 30 min drivetime	Locations In Lindale
Drive Time			
Church's Chicken		4	0
Freebirds		1	0
Long John Silver's		4	1
Popeyes		2	0
Raising Canes		1	0
Taco Bueno		2	0
Whataburger		11	1
Wing Stop		2	1
Restaurants Ice Cream Smoothie			
Andys Frozen Custard		1	0
Baskin-Robbins		1	0
Marble Slab Creamery		1	0
Smoothie King		2	0
Restaurants Pizza			
CiCi's Pizza		1	0
Domino's Pizza		4	1
Godfather's Pizza		1	0
Little Caesars		4	0
Papa John's		1	0
Pizza Hut		4	1
Sbarro		1	0
Restaurants Sandwich			
Jason's Deli		1	0
Jersey Mike's		2	0
Jimmy John's		1	0
McAlister's Deli		1	0

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MERCHANT VOID ANALYSIS



Lindale, Texas	Closest Location	Locations In 30 min drivetime	Locations In Lindale
Drive Time			
Schlotzsky's Deli		4	1
Subway		16	3
Self Storage			
CubeSmart		2	0
PODS		1	0
U Haul		1	0
Shoes Footwear			
FinishLine		1	0
Foot Locker		1	0
Shoe Dept Encore		1	0
Specialty			
Goodwill		3	0
Party City		1	0
Sporting Goods			
Champs Sports		1	0
Dick's		1	0
Edwin Watts Golf		1	0
Hibbett Sports		2	1
Wholesale			
Sam's Club		1	0
Wireless Stores			
AT&T		3	1
Cricket		3	0
MetroPCS		5	0
Sprint		2	0
Verizon Wireless		1	0

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MERCHANT VOID ANALYSIS



Lindale, Texas		Closest Location	Locations In 30 min drivetime	Locations In Lindale
Drive Time				
	Worship			
	Baptist		16	1
	Christian		8	0
	Judaic		1	0
	Lutheran		1	0
	Methodist		1	0
	Presbyterian		1	0

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Retail Attractions is an economic development consulting firm specializing in market research, creating effective incentive packages, and retail recruiting. Our firm believes healthy economic development is a process. Retail Attractions partners with our clients in a coordinated and strategic course of action resulting in extraordinary results. Retail Attractions believes smart, successful retail development is a vital part of a community's economic development program. We leverage our national network of relationships and our proven expertise to bring retailers, developers, landowners, and communities together to grow new retail business...one relationship at a time. We collaborate with our client cities to achieve their community goals through retail development. Far beyond concentric rings, drive times, or just another bound report; we develop actionable information and make sure the right people have access to it. In short, we make a difference for your community.

The truth is that anyone or any competent firm can pull demographics for a location based on a radius or a drive time. What makes us different is our custom approach to developing a community's trade area. We evaluate the existing retail options nearby, physical barriers to traffic, natural existing shopping patterns, and the potential draw of new shopping opportunities to develop a customer trade area for each community we serve. Your trade area is prepared by a seasoned retail recruitment professional based on criteria we know is important to the audience who will be receiving the finished marketing materials. We integrate demographic data with data we develop from other sources to create a complete picture of a community...one that will resonate with developers, brokers, and retailers. We work with a community to prepare materials and get them in the hands of interested parties rather than merely deliver data that then the community has to send out on its own. We also recognize that "one size does not fit all" when it comes to trade areas. Some sites may be perfect for grocery stores, with a more localized trade area, while others may support a regional draw. If your community has unique opportunities that require more than one trade area, we deliver what you need rather than forcing your community into our "standard offering."

Retail Attractions sends our custom marketing material, developed for each city based on the unique characteristics and demographic indicators for that city, to our network of developers, brokers, and retailers. In addition, we contact retailers through our accurate, proprietary database to make sure they are aware of the opportunities in your city that match their specs.

We have extensive knowledge of various types of incentives, and their practical application, and the experience to work with city staff to develop a framework for evaluating opportunities and providing creative incentives that result in win-win scenarios for both the public and private sector. Beyond merely a list of incentive possibilities. Retail Attractions serves as an ongoing advisor to the city staff, helping to construct incentives that make sense for the city, meet developer's needs and truly encourage new business development.

Retail Attractions understands municipal government and the interplay of political, financial, and regulatory environments. We also understand how development works and what site selectors, developers, and retail tenants need to see, hear, and feel from a potential location to move forward. Retail Attractions features a team of research and marketing professionals who assist retail recruiters in developing the necessary data and marketing materials to prove the case for investment in your community. Since beginning Retail Attractions, we have helped our clients launch millions of square feet of retail and reap the associated benefits of additional city revenue, plus new goods and services for citizens, and increasing the quality of life in the community.



RICKEY HAYES, PRINCIPAL

Prior to founding Retail Attractions, LLC, while working in municipal economic development, Rickey Hayes facilitated new commercial construction totaling more than 10 million square feet with over half of a billion dollars in total value, resulting in a city sales tax and ad valorem based more than triple what it had been. Rickey has developed an extensive personal network of relationships in the area of government relations, retail, restaurant and land development, real estate and site selection, leasing and tenanting, engineering and creative financing and incentives to expedite the success of public/private partnerships for development projects.

Rickey holds a Bachelor's Degree in Criminal Justice and a Master's Degree in Counseling from Great Plains Baptist College. He is a member of International Council of Shopping Centers (ICSC). Rickey and his wife, Wendy, live in Owasso, Oklahoma and have four children and four grandchildren.

MICAH HAYES, CITY DATA/RESEARCH

Micah has been employed by Retail Attractions since the inception and is responsible for the collection of data on our client cities. Micah resides in Austin, Texas.

Sara Stephens

Administrative Assistant/Retail Contacts/Office Manager

Ronald Cates

General Counsel

Robert Nichols

IT/Website & Data Protection

Ted Turner

Sales Tax, Data & Forecasting

Beth Nichols

Graphic Arts/Deliverables/Marketing

Our Approach

Just as every city has distinctive characteristics, every consulting project is unique. Retail Attractions employs proven strategies to achieve economic development and growth in your community. We offer three tiers of contract service in addition to project-based and short-term engagements, allowing us to tailor our services to each client community's individual needs. Unlike "cookie-cutter" approaches to retail development that return little more than a bound document, collaborating with Retail Attractions means you gain an experienced, dedicated staff who will work diligently on your behalf to grow your city. In addition to our tiered services under contract, additional services such as municipal web site development (for the city overall or specifically for economic development), experienced city and economic development PR efforts, and public meetings/input process management are available as well. These types of services either may be included in the contract for an additional cost or may be utilized on a project / as-needed basis by a client city for an additional estimated cost.

Market Assessment

Retail Attractions uses data from a variety of sources to accurately portray the trade area, retail potential and opportunities within a market. Retail Attractions combines physical observation, data-driven research and information, retail site selection methodologies and competitive analysis with personal experience and a reputation for finding the right sites for the right retail boxes to create our market assessment reports. Retail Attractions uses a variety of methodologies in our market analysis and summary's including traffic count data, census blocks, heat maps, void analysis, concentric rings, drive times, and custom trade area polygons.

Retail Recruitment

Our relationships with our clients do not end when we deliver our market assessment report. We promote and actively recruit for our clients throughout the term of their contracts through mail, email, web, phone and personal contacts in our comprehensive nationwide contact database. Our diligent pursuit of development for your community assures your community will be on the radar of appropriate national retailers.

The Benefits

Employing Retail Attractions to fulfill the city's need for an economic development professional allows the city to conserve resources that would otherwise be spent for no direct gain including insurance, employment taxes and other benefits. The city can reap the benefit of utilizing an experienced, successful economic development professional without incurring the expense of a fulltime exempt employee. Retail Attractions is intimately familiar with development dynamics and can bring our experience, network and concentrated approach to bear immediately on behalf of the city. No valuable time is lost through a "learning the process" or "learning the area" acclimation period. Commercial development often feels painfully slow when observing the process from the outside. From initial interest in a site to doors open for business is often an 18 to 24 month process. Retail Attractions will be with you every step of the way to help your community reach its maximum retail potential.

Retail Attractions compiles data from a number of sources including Nielsen-Claritas, Environics, Applied Geographic Solutions (AGS), REGIS, the client City, various state agencies, the US Census Bureau, the US Economic Survey and information from the US Bureau of Labor and other sources plus local data and statistics. The primary sources for the demographic information included in this report are Nielsen-Claritas, Environics, Pop Stats, ESRI, US Postal data, SiteReports and Applied Geographic Solutions (AGS) and REGIS, Regis Radis Sandbox.

Both Nielsen-Claritas and AGS pull data from public and private sources and apply their proprietary algorithm to determine demographic projections and estimates. Retail Attractions has carefully analyzed the resulting statistics and determined the algorithms that best represent the client community and trade area.

Nielsen-Claritas and AGS are highly respected data providers in the retail industry, and both sources calculate estimates for the current year and projections for five years in the future. Both companies produce data at varying geographic levels including national, state, county, city/town, zip code, and block group. These estimates and projections on a defined population can be analyzed according to population characteristics such as age, sex, race, ethnicity, income, education, occupation, housing or rate of growth.

The demographic data contained in this report comes from all of our data sources, and the opportunity gap data comes primarily from Nielsen-Claritas Retail Market Power™ (RMP). The RMP data allows the comparison of supply and demand to determine potential sources of revenue growth at any standard or user defined geographic level.

Neilson has relaunched and reformatted all the Claritas data in a new and improved platform. Retail Attractions has recently collaborated with PiinPoint, a New York data company with some of the most unique retail data and market information available to provide a client's with another source of valuable market data and information.

We will be happy to discuss or answer any questions regarding the data used in this report.