

**RETAIL ATTRACTIONS, LLC**

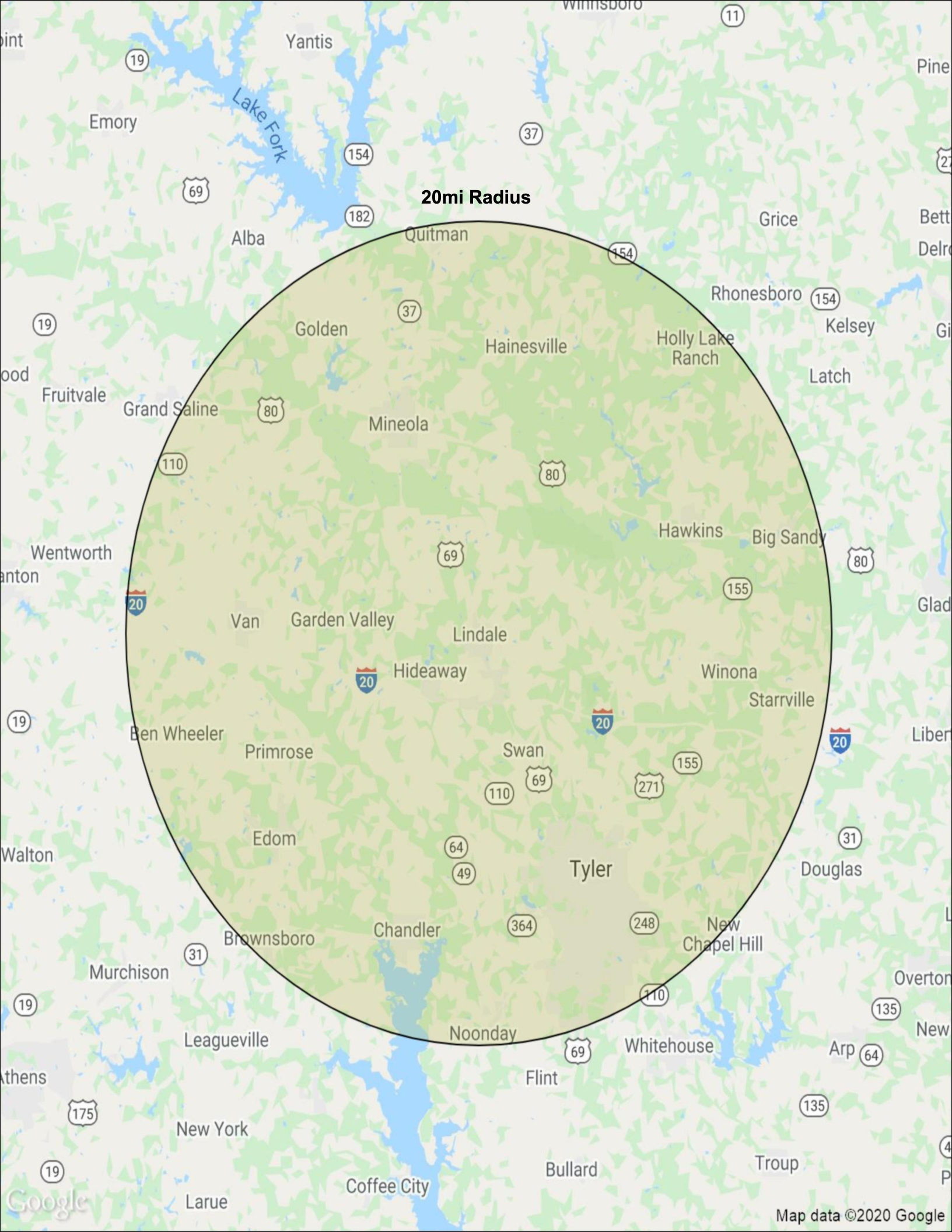
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**Economic Development Consulting**

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***Lindale, Texas***  
***20mi Radius***

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20mi Radius

Lake Fork

Yantis

Emory

19

69

154

182

37

11

Alba

Quitman

Grice

Rhonesboro

154

Golden

37

Hainesville

Holly Lake Ranch

Kelsey

19

ood

Fruitvale

Grand Saline

80

Mineola

110

80

Hawkins

Big Sandy

80

anton

Wentworth

20

Van

Garden Valley

69

Lindale

155

Hideaway

Winona

Starrville

19

Ben Wheeler

Primrose

Swan

20

155

Edom

110

69

271

Walton

Tyler

31

Douglas

Brownsboro

Chandler

364

248

New Chapel Hill

19

Murchison

31

Leagueville

Noonday

69

Whitehouse

Arp

135

athens

175

New York

Bullard

Troup

19

Larue

Coffee City

Google

Map data ©2020 Google

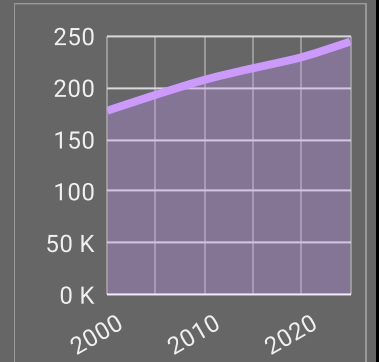
# Demographics

## Lindale, Texas

### 20mi Radius

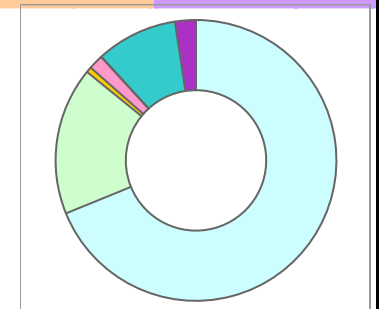
#### Population

Estimated Population (2020)	229,599
Projected Population (2025)	244,710
Census Population (2010)	207,714
Census Population (2000)	177,874
Projected Annual Growth (2020-2025)	15,111 1.3%
Historical Annual Growth (2010-2020)	21,885 1.0%
Historical Annual Growth (2000-2010)	29,840 1.7%
Estimated Population Density (2020)	183 <i>psm</i>
Trade Area Size	1,256.5 <i>sq mi</i>



#### Race and Ethnicity (2020)

Not Hispanic or Latino Population	182,844	79.6%
White	136,455	74.6%
Black or African American	37,961	20.8%
American Indian or Alaska Native	951	0.5%
Asian	3,741	2.0%
Hawaiian or Pacific Islander	70	-
Other Race	228	0.1%
Two or More Races	3,438	1.9%
Hispanic or Latino Population	46,755	20.4%
White	21,603	46.2%
Black or African American	1,095	2.3%
American Indian or Alaska Native	522	1.1%
Asian	152	0.3%
Hispanic Hawaiian or Pacific Islander	22	-
Other Race	21,274	45.5%
Two or More Races	2,088	4.5%



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



## Lindale, Texas

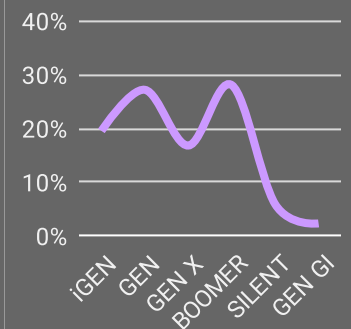
### 20mi Radius

#### Age Distribution (2020)

Age Under 5 Years	15,118	6.6%
Age 5 to 9 Years	14,963	6.5%
Age 10 to 14 Years	14,844	6.5%
Age 15 to 19 Years	15,960	7.0%
Age 20 to 24 Years	16,167	7.0%
Age 25 to 29 Years	15,922	6.9%
Age 30 to 34 Years	14,439	6.3%
Age 35 to 39 Years	13,568	5.9%
Age 40 to 44 Years	12,341	5.4%
Age 45 to 49 Years	12,752	5.6%
Age 50 to 54 Years	12,822	5.6%
Age 55 to 59 Years	13,968	6.1%
Age 60 to 64 Years	14,137	6.2%
Age 65 to 69 Years	12,673	5.5%
Age 70 to 74 Years	10,916	4.8%
Age 75 to 79 Years	8,120	3.5%
Age 80 to 84 Years	5,489	2.4%
Age 85 Years or Over	5,400	2.4%
Median Age	37.6	

#### Generation (2020)

iGeneration (Age Under 15 Years)	44,924	19.6%
Generation 9/11 Millennials (Age 15 to 34 Years)	62,489	27.2%
Gen Xers (Age 35 to 49 Years)	38,661	16.8%
Baby Boomers (Age 50 to 74 Years)	64,516	28.1%
Silent Generation (Age 75 to 84 Years)	13,609	5.9%
G.I. Generation (Age 85 Years or Over)	5,400	2.4%



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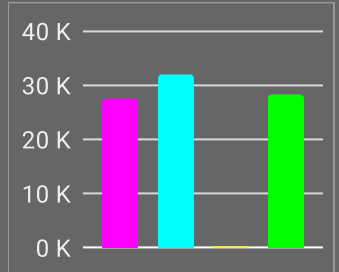
**Lindale, Texas**

**20mi Radius**

**Household Type (2020)**

Total Households				87,777
Family Households				59,318 67.6%
Family Households with Children				27,457 46.3%
Family Households No Children				31,861 53.7%
Non-Family Households				28,459 32.4%
Non-Family Households with Children				227 0.8%
Non-Family Households No Children				28,232 99.2%

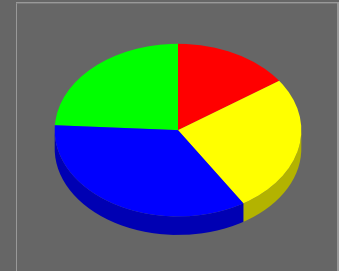
- Family Households with Children
- Family Households No Children
- Non-Family Households with Children
- Non-Family Households No Children



**Education Attainment (2020)**

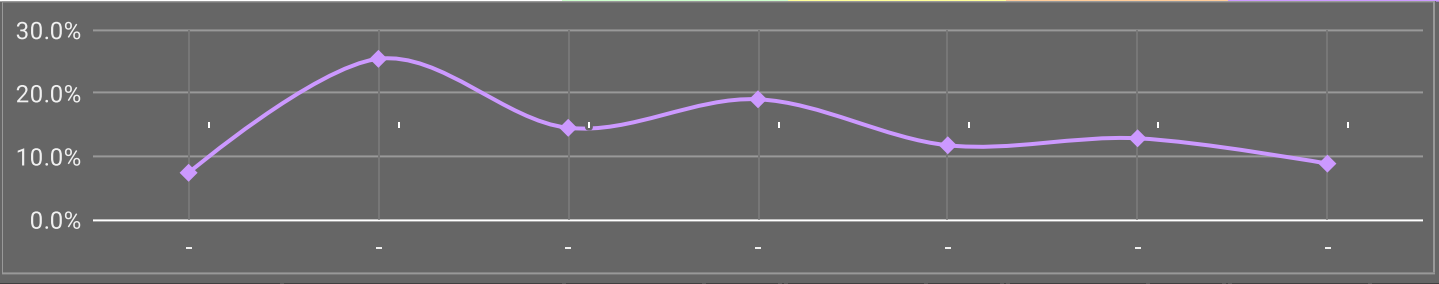
Elementary or Some High School				23,360 15.3%
High School Graduate				39,351 25.8%
Some College or Associate Degree				53,085 34.8%
Bachelor or Graduate Degree				36,752 24.1%

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



**Household Income (2020)**

Estimated Average Household Income				\$69,724
Estimated Median Household Income				\$55,970
HH Income Under \$10,000				6,517 7.4%
HH Income \$10,000 to \$34,999				22,344 25.5%
HH Income \$35,000 to \$49,999				12,761 14.5%
HH Income \$50,000 to \$74,999				16,723 19.1%
HH Income \$75,000 to \$99,999				10,338 11.8%
HH Income \$100,000 to \$149,999				11,306 12.9%
HH Income \$150,000 or More				7,787 8.9%



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## Lindale, Texas

### 20mi Radius

#### Population

Estimated Population (2020)	229,599	
Projected Population (2025)	244,710	
Census Population (2010)	207,714	
Census Population (2000)	177,874	
Projected Annual Growth (2020-2025)	15,111	1.3%
Historical Annual Growth (2010-2020)	21,885	1.1%
Historical Annual Growth (2000-2010)	29,840	1.7%
Estimated Population Density (2020)	183	<i>psm</i>
Trade Area Size	1,256.5	<i>sq mi</i>

#### Households

Estimated Households (2020)	87,777	
Projected Households (2025)	90,170	
Census Households (2010)	79,461	
Census Households (2000)	67,739	
Projected Annual Growth (2020-2025)	2,393	0.5%
Historical Annual Change (2000-2020)	20,038	1.5%

#### Average Household Income

Estimated Average Household Income (2020)	\$69,724	
Projected Average Household Income (2025)	\$79,782	
Census Average Household Income (2010)	\$59,065	
Census Average Household Income (2000)	\$47,596	
Projected Annual Change (2020-2025)	\$10,057	2.9%
Historical Annual Change (2000-2020)	\$22,128	2.3%

#### Median Household Income

Estimated Median Household Income (2020)	\$55,970	
Projected Median Household Income (2025)	\$65,139	
Census Median Household Income (2010)	\$45,386	
Census Median Household Income (2000)	\$36,866	
Projected Annual Change (2020-2025)	\$9,169	3.3%
Historical Annual Change (2000-2020)	\$19,104	2.6%

#### Per Capita Income

Estimated Per Capita Income (2020)	\$26,835	
Projected Per Capita Income (2025)	\$29,566	
Census Per Capita Income (2010)	\$22,595	
Census Per Capita Income (2000)	\$18,084	
Projected Annual Change (2020-2025)	\$2,731	2.0%
Historical Annual Change (2000-2020)	\$8,751	2.4%
Estimated Average Household Net Worth (2020)	\$439,256	

## Lindale, Texas

### 20mi Radius

#### Race and Ethnicity

Total Population (2020)	229,599	
White (2020)	158,058	68.8%
Black or African American (2020)	39,056	17.0%
American Indian or Alaska Native (2020)	1,473	0.6%
Asian (2020)	3,893	1.7%
Hawaiian or Pacific Islander (2020)	91	-
Other Race (2020)	21,502	9.4%
Two or More Races (2020)	5,525	2.4%
Population < 18 (2020)	52,807	23.0%
White Not Hispanic	24,111	45.7%
Black or African American	9,072	17.2%
Asian	965	1.8%
Other Race Not Hispanic	1,877	3.6%
Hispanic	16,781	31.8%
Not Hispanic or Latino Population (2020)	182,844	79.6%
Not Hispanic White	136,455	74.6%
Not Hispanic Black or African American	37,961	20.8%
Not Hispanic American Indian or Alaska Native	951	0.5%
Not Hispanic Asian	3,741	2.0%
Not Hispanic Hawaiian or Pacific Islander	70	-
Not Hispanic Other Race	228	0.1%
Not Hispanic Two or More Races	3,438	1.9%
Hispanic or Latino Population (2020)	46,755	20.4%
Hispanic White	21,603	46.2%
Hispanic Black or African American	1,095	2.3%
Hispanic American Indian or Alaska Native	522	1.1%
Hispanic Asian	152	0.3%
Hispanic Hawaiian or Pacific Islander	22	-
Hispanic Other Race	21,274	45.5%
Hispanic Two or More Races	2,088	4.5%
Not Hispanic or Latino Population (2010)	170,871	82.3%
Hispanic or Latino Population (2010)	36,843	17.7%
Not Hispanic or Latino Population (2000)	156,976	88.3%
Hispanic or Latino Population (2000)	20,898	11.7%
Not Hispanic or Latino Population (2025)	191,774	78.4%
Hispanic or Latino Population (2025)	52,936	21.6%
Projected Annual Growth (2020-2025)	6,181	-
Historical Annual Growth (2000-2010)	15,946	7.6%

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## Lindale, Texas

### 20mi Radius

#### Total Age Distribution (2020)

Total Population	229,599	
Age Under 5 Years	15,118	6.6%
Age 5 to 9 Years	14,963	6.5%
Age 10 to 14 Years	14,844	6.5%
Age 15 to 19 Years	15,960	7.0%
Age 20 to 24 Years	16,167	7.0%
Age 25 to 29 Years	15,922	6.9%
Age 30 to 34 Years	14,439	6.3%
Age 35 to 39 Years	13,568	5.9%
Age 40 to 44 Years	12,341	5.4%
Age 45 to 49 Years	12,752	5.6%
Age 50 to 54 Years	12,822	5.6%
Age 55 to 59 Years	13,968	6.1%
Age 60 to 64 Years	14,137	6.2%
Age 65 to 69 Years	12,673	5.5%
Age 70 to 74 Years	10,916	4.8%
Age 75 to 79 Years	8,120	3.5%
Age 80 to 84 Years	5,489	2.4%
Age 85 Years or Over	5,400	2.4%
Median Age	37.6	
Age 19 Years or Less	60,884	26.5%
Age 20 to 64 Years	126,117	54.9%
Age 65 Years or Over	42,598	18.6%

#### Female Age Distribution (2020)

Female Population	119,064	51.9%
Age Under 5 Years	7,463	6.3%
Age 5 to 9 Years	7,415	6.2%
Age 10 to 14 Years	7,221	6.1%
Age 15 to 19 Years	7,884	6.6%
Age 20 to 24 Years	8,299	7.0%
Age 25 to 29 Years	8,092	6.8%
Age 30 to 34 Years	7,283	6.1%
Age 35 to 39 Years	7,021	5.9%
Age 40 to 44 Years	6,251	5.3%
Age 45 to 49 Years	6,551	5.5%
Age 50 to 54 Years	6,624	5.6%
Age 55 to 59 Years	7,295	6.1%
Age 60 to 64 Years	7,533	6.3%
Age 65 to 69 Years	6,776	5.7%
Age 70 to 74 Years	5,889	4.9%
Age 75 to 79 Years	4,597	3.9%
Age 80 to 84 Years	3,262	2.7%
Age 85 Years or Over	3,609	3.0%
Female Median Age	39.0	
Age 19 Years or Less	29,983	25.2%
Age 20 to 64 Years	64,948	54.5%
Age 65 Years or Over	24,133	20.3%

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## Lindale, Texas

### 20mi Radius

#### Male Age Distribution (2020)

Male Population	110,535	48.1%
Age Under 5 Years	7,654	6.9%
Age 5 to 9 Years	7,548	6.8%
Age 10 to 14 Years	7,623	6.9%
Age 15 to 19 Years	8,076	7.3%
Age 20 to 24 Years	7,869	7.1%
Age 25 to 29 Years	7,830	7.1%
Age 30 to 34 Years	7,157	6.5%
Age 35 to 39 Years	6,547	5.9%
Age 40 to 44 Years	6,090	5.5%
Age 45 to 49 Years	6,201	5.6%
Age 50 to 54 Years	6,198	5.6%
Age 55 to 59 Years	6,673	6.0%
Age 60 to 64 Years	6,604	6.0%
Age 65 to 69 Years	5,898	5.3%
Age 70 to 74 Years	5,027	4.5%
Age 75 to 79 Years	3,523	3.2%
Age 80 to 84 Years	2,227	2.0%
Age 85 Years or Over	1,791	1.6%
Male Median Age	36.2	
Age 19 Years or Less	30,901	28.0%
Age 20 to 64 Years	61,168	55.3%
Age 65 Years or Over	18,466	16.7%

#### Males per 100 Females (2020)

Overall Comparison		
Age Under 5 Years	103	50.6%
Age 5 to 9 Years	102	50.4%
Age 10 to 14 Years	106	-
Age 15 to 19 Years	102	50.6%
Age 20 to 24 Years	95	48.7%
Age 25 to 29 Years	97	49.2%
Age 30 to 34 Years	98	49.6%
Age 35 to 39 Years	93	48.3%
Age 40 to 44 Years	97	49.3%
Age 45 to 49 Years	95	48.6%
Age 50 to 54 Years	94	48.3%
Age 55 to 59 Years	91	47.8%
Age 60 to 64 Years	88	46.7%
Age 65 to 69 Years	87	46.5%
Age 70 to 74 Years	85	46.1%
Age 75 to 79 Years	77	43.4%
Age 80 to 84 Years	68	40.6%
Age 85 Years or Over	50	33.2%
Age 19 Years or Less	103	50.8%
Age 20 to 39 Years	96	48.9%
Age 40 to 64 Years	93	48.1%
Age 65 Years or Over	77	43.3%

## Lindale, Texas

### 20mi Radius

#### Household Type (2020)

Total Households	87,777	
Households with Children	27,684	31.5%
Average Household Size	2.5	
Household Density per Square Mile	70	
Population Family	188,678	82.2%
Population Non-Family	34,646	15.1%
Population Group Quarters	6,275	2.7%
Family Households	59,318	67.6%
Married Couple Households	44,039	74.2%
Other Family Households with Children	15,279	25.8%
Family Households with Children	27,457	46.3%
Married Couple with Children	17,678	64.4%
Other Family Households with Children	9,779	35.6%
Family Households No Children	31,861	53.7%
Married Couple No Children	26,361	82.7%
Other Family Households No Children	5,500	17.3%
Non-Family Households	28,459	32.4%
Non-Family Households with Children	227	0.8%
Non-Family Households No Children	28,232	99.2%
Average Family Household Size	3.2	
Average Family Income	\$82,640	
Median Family Income	\$68,130	
Average Non-Family Household Size	1.2	

#### Marital Status (2020)

Population Age 15 Years or Over	184,675	
Never Married	54,782	29.7%
Currently Married	83,712	45.3%
Previously Married	46,181	25.0%
Separated	9,598	20.8%
Widowed	12,679	27.5%
Divorced	23,904	51.8%

#### Educational Attainment (2020)

Adult Population Age 25 Years or Over	152,548	
Elementary (Grade Level 0 to 8)	10,259	6.7%
Some High School (Grade Level 9 to 11)	13,101	8.6%
High School Graduate	39,351	25.8%
Some College	39,441	25.9%
Associate Degree Only	13,644	8.9%
Bachelor Degree Only	24,215	15.9%
Graduate Degree	12,537	8.2%
Any College (Some College or Higher)	89,837	58.9%
College Degree + (Bachelor Degree or Higher)	36,752	24.1%

## Lindale, Texas

### 20mi Radius

#### Housing

Total Housing Units (2020)	93,261	
Total Housing Units (2010)	89,191	
Historical Annual Growth (2010-2020)	4,070	0.5%
Housing Units Occupied (2020)	87,777	94.1%
Housing Units Owner-Occupied	57,290	65.3%
Housing Units Renter-Occupied	30,487	34.7%
Housing Units Vacant (2020)	5,484	5.9%

#### Household Size (2020)

Total Households	87,777	
1 Person Households	23,942	27.3%
2 Person Households	30,137	34.3%
3 Person Households	13,264	15.1%
4 Person Households	10,569	12.0%
5 Person Households	5,745	6.5%
6 Person Households	2,386	2.7%
7 or More Person Households	1,733	2.0%

#### Household Income Distribution (2020)

HH Income \$200,000 or More	3,858	4.4%
HH Income \$150,000 to \$199,999	3,929	4.5%
HH Income \$125,000 to \$149,999	4,268	4.9%
HH Income \$100,000 to \$124,999	7,038	8.0%
HH Income \$75,000 to \$99,999	10,338	11.8%
HH Income \$50,000 to \$74,999	16,723	19.1%
HH Income \$35,000 to \$49,999	12,761	14.5%
HH Income \$25,000 to \$34,999	8,139	9.3%
HH Income \$15,000 to \$24,999	10,242	11.7%
HH Income \$10,000 to \$14,999	3,963	4.5%
HH Income Under \$10,000	6,517	7.4%

#### Household Vehicles (2020)

Households 0 Vehicles Available	4,152	4.7%
Households 1 Vehicle Available	30,178	34.4%
Households 2 Vehicles Available	34,796	39.6%
Households 3 or More Vehicles Available	18,651	21.2%
Total Vehicles Available	162,824	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	119,925	73.7%
Average Vehicles per Owner-Occupied Household	2.1	
Renter-Occupied Household Vehicles	42,899	26.3%
Average Vehicles per Renter-Occupied Household	1.4	

#### Travel Time (2020)

Worker Base Age 16 years or Over	101,489	
Travel to Work in 14 Minutes or Less	28,889	28.5%
Travel to Work in 15 to 29 Minutes	34,120	33.6%
Travel to Work in 30 to 59 Minutes	28,106	27.7%
Travel to Work in 60 Minutes or More	5,323	5.2%
Work at Home	5,203	5.1%
Average Minutes Travel to Work	21.0	



## Lindale, Texas

### 20mi Radius

#### Transportation To Work (2020)

Worker Base Age 16 years or Over	101,489	
Drive to Work Alone	85,503	84.2%
Drive to Work in Carpool	8,269	8.1%
Travel to Work by Public Transportation	613	0.6%
Drive to Work on Motorcycle	56	-
Bicycle to Work	110	0.1%
Walk to Work	836	0.8%
Other Means	898	0.9%
Work at Home	5,203	5.1%

#### Daytime Demographics (2020)

Total Businesses	11,291	
Total Employees	116,744	
Company Headquarter Businesses	57	0.5%
Company Headquarter Employees	10,009	8.6%
Employee Population per Business	10.3	to 1
Residential Population per Business	20.3	to 1
Adj. Daytime Demographics Age 16 Years or Over	197,014	

#### Labor Force

Labor Population Age 16 Years or Over (2020)	182,051	
Labor Force Total Males (2020)	86,362	47.4%
Male Civilian Employed	53,236	61.6%
Male Civilian Unemployed	1,887	2.2%
Males in Armed Forces	146	0.2%
Males Not in Labor Force	31,093	36.0%
Labor Force Total Females (2020)	95,689	52.6%
Female Civilian Employed	48,386	50.6%
Female Civilian Unemployed	1,445	1.5%
Females in Armed Forces	13	-
Females Not in Labor Force	45,845	47.9%
Unemployment Rate	3,332	1.8%

#### Occupation (2020)

Occupation Population Age 16 Years or Over	101,622	
Occupation Total Males	53,236	52.4%
Occupation Total Females	48,386	47.6%
Management, Business, Financial Operations	13,102	12.9%
Professional, Related	20,939	20.6%
Service	19,688	19.4%
Sales, Office	22,809	22.4%
Farming, Fishing, Forestry	519	0.5%
Construction, Extraction, Maintenance	11,026	10.9%
Production, Transport, Material Moving	13,539	13.3%
White Collar Workers	56,850	55.9%
Blue Collar Workers	44,772	44.1%

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## Lindale, Texas

### 20mi Radius

#### Units In Structure (2020)

Total Units	79,461	
1 Detached Unit	60,826	76.5%
1 Attached Unit	1,748	2.2%
2 Units	2,229	2.8%
3 to 4 Units	2,488	3.1%
5 to 9 Units	5,221	6.6%
10 to 19 Units	2,989	3.8%
20 to 49 Units	1,601	2.0%
50 or More Units	1,524	1.9%
Mobile Home or Trailer	8,886	11.2%
Other Structure	264	0.3%

#### Homes Built By Year (2020)

Homes Built 2014 or later	3,934	4.2%
Homes Built 2010 to 2013	3,494	3.7%
Homes Built 2000 to 2009	14,451	15.5%
Homes Built 1990 to 1999	14,831	15.9%
Homes Built 1980 to 1989	13,637	14.6%
Homes Built 1970 to 1979	14,257	15.3%
Homes Built 1960 to 1969	8,507	9.1%
Homes Built 1950 to 1959	8,554	9.2%
Homes Built 1940 to 1949	2,851	3.1%
Homes Built Before 1939	3,262	3.5%
Median Age of Homes	33.7	yrs

#### Home Values (2020)

Owner Specified Housing Units	52,230	
Home Values \$1,000,000 or More	416	0.8%
Home Values \$750,000 to \$999,999	1,332	2.5%
Home Values \$500,000 to \$749,999	1,430	2.7%
Home Values \$400,000 to \$499,999	2,327	4.5%
Home Values \$300,000 to \$399,999	4,397	8.4%
Home Values \$250,000 to \$299,999	3,763	7.2%
Home Values \$200,000 to \$249,999	5,798	11.1%
Home Values \$175,000 to \$199,999	4,865	9.3%
Home Values \$150,000 to \$174,999	6,247	12.0%
Home Values \$125,000 to \$149,999	5,305	10.2%
Home Values \$100,000 to \$124,999	5,835	11.2%
Home Values \$90,000 to \$99,999	2,295	4.4%
Home Values \$80,000 to \$89,999	2,096	4.0%
Home Values \$70,000 to \$79,999	2,351	4.5%
Home Values \$60,000 to \$69,999	1,986	3.8%
Home Values \$50,000 to \$59,999	1,586	3.0%
Home Values \$35,000 to \$49,999	1,952	3.7%
Home Values \$25,000 to \$34,999	1,734	3.3%
Home Values \$10,000 to \$24,999	682	1.3%
Home Values Under \$10,000	650	1.2%
Owner-Occupied Median Home Value	\$163,413	
Renter-Occupied Median Rent	\$760	

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## Lindale, Texas

### 20mi Radius

#### Total Annual Consumer Expenditure (2020)

Total Household Expenditure	\$4.77 B
Total Non-Retail Expenditure	\$2.52 B
Total Retail Expenditure	\$2.25 B
Apparel	\$166.22 M
Contributions	\$152.4 M
Education	\$135.29 M
Entertainment	\$266.23 M
Food and Beverages	\$707.13 M
Furnishings and Equipment	\$165.48 M
Gifts	\$113.33 M
Health Care	\$410.77 M
Household Operations	\$186.08 M
Miscellaneous Expenses	\$89.88 M
Personal Care	\$63.89 M
Personal Insurance	\$32.59 M
Reading	\$10.4 M
Shelter	\$1.01 B
Tobacco	\$30.76 M
Transportation	\$869.79 M
Utilities	\$361.83 M

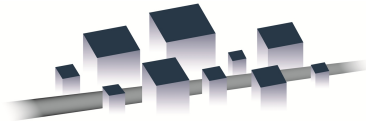
#### Monthly Household Consumer Expenditure (2020)

Total Household Expenditure	\$4,528	
Total Non-Retail Expenditure	\$2,388	52.7%
Total Retail Expenditures	\$2,140	47.3%
Apparel	\$158	3.5%
Contributions	\$145	3.2%
Education	\$128	2.8%
Entertainment	\$253	5.6%
Food and Beverages	\$671	14.8%
Furnishings and Equipment	\$157	3.5%
Gifts	\$108	2.4%
Health Care	\$390	8.6%
Household Operations	\$177	3.9%
Miscellaneous Expenses	\$85	1.9%
Personal Care	\$61	1.3%
Personal Insurance	\$31	0.7%
Reading	\$10	0.2%
Shelter	\$956	21.1%
Tobacco	\$29	0.6%
Transportation	\$826	18.2%
Utilities	\$344	7.6%

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# **Crime Risk Profile**





**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

**CRIME RISK PROFILE**

**Lindale, Texas** **20mi Radius**

<b>Demographics</b>	
Population	229,599
Census Population	207,714
Households	87,777
Average Household Income	\$69,724
Median Household Income	\$55,970
Per Capita Income	\$26,835
<b>Total Crime</b>	
Crime Index	100
Crime Level	Average
<b>Personal Crime</b>	
Crime Index	89
Crime Level	Below Average
<b>Murder</b>	
Crime Index	80
Crime Level	Below Average
<b>Rape</b>	
Crime Index	133
Crime Level	Above Average
<b>Robbery</b>	
Crime Index	50
Crime Level	Low Risk
<b>Assault</b>	
Crime Index	99
Crime Level	Average
<b>Property Crime</b>	
Crime Index	102
Crime Level	Average
<b>Burglary</b>	
Crime Index	101
Crime Level	Average
<b>Larceny</b>	
Crime Index	108
Crime Level	Average
<b>Motor Vehicle Theft</b>	
Crime Index	48
Crime Level	Low Risk
* Crime Index: 100 = National Average Adjusted for Population	

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## 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

20mi Radius

	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$100.99 M / \$145.53 M	-31
Men's Clothing Stores	\$3.56 M / \$4.79 M	-26
Women's Clothing Stores	\$15.49 M / \$31.46 M	-51
Children's, Infants' Clothing Stores	\$6.7 M / \$14.02 M	-52
Family Clothing Stores	\$41.34 M / \$40.58 M	2
Clothing Accessory Stores	\$3.31 M / \$2.51 M	24
Other Apparel Stores	\$5.04 M / \$4.53 M	10
Shoe Stores	\$17 M / \$34.68 M	-51
Jewelry Stores	\$7.9 M / \$12.96 M	-39
Luggage Stores	\$636.26 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$49.12 M / \$70.12 M	-30
Furniture Stores	\$30.18 M / \$54.88 M	-45
Floor Covering Stores	\$5.15 M / \$8.06 M	-36
Other Home Furnishing Stores	\$13.79 M / \$7.18 M	48
<b>Electronics, Appliance Stores</b>	\$37.55 M / \$39.26 M	-4
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$121.48 M / \$157.81 M	-23
Home Centers	\$57.15 M / \$46.35 M	19
Paint, Wallpaper Stores	\$4.17 M / \$7.8 M	-47
Hardware Stores	\$5.25 M / \$7.42 M	-29
Other Building Materials Stores	\$40.47 M / \$62.95 M	-36
Outdoor Power Equipment Stores	\$1.92 M / \$2.46 M	-22
Nursery, Garden Stores	\$12.51 M / \$30.82 M	-59
<b>Food, Beverage Stores</b>	\$333.09 M / \$341.39 M	-2
Grocery Stores	\$297.71 M / \$320.49 M	-7
Convenience Stores	\$11.57 M / \$10.9 M	6
Meat Markets	\$3.42 M / \$3.1 M	9
Fish, Seafood Markets	\$1.24 M / -	100
Fruit, Vegetable Markets	\$2.08 M / \$332.78 K	84
Other Specialty Food Markets	\$3.58 M / \$3.46 M	3
Liquor Stores	\$13.49 M / \$3.11 M	77

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## RETAIL GAP EXPANDED REPORT

Lindale, Texas

20mi Radius

	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$81.57 M / \$96.99 M	-16
Pharmacy, Drug Stores	\$68.33 M / \$78.23 M	-13
Cosmetics, Beauty Stores	\$4 M / \$2.76 M	31
Optical Goods Stores	\$4.56 M / \$7.59 M	-40
Other Health, Personal Care Stores	\$4.68 M / \$8.41 M	-44
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$37.57 M / \$73.5 M	-49
Sporting Goods Stores	\$20.45 M / \$28.16 M	-27
Hobby, Toy, Game Stores	\$6.03 M / \$9.24 M	-35
Sewing, Needlecraft Stores	\$1.88 M / \$3.43 M	-45
Musical Instrument Stores	\$1.73 M / \$10.99 M	-84
Book Stores	\$7.48 M / \$21.7 M	-66
<b>General Merchandise Stores</b>	\$324.37 M / \$515.81 M	-37
Department Stores	\$83.33 M / \$165.95 M	-50
Warehouse Superstores	\$209.36 M / \$283.55 M	-26
Other General Merchandise Stores	\$31.68 M / \$66.31 M	-52
<b>Miscellaneous Store Retailers</b>	\$44 M / \$45.05 M	-2
Florists	\$1.55 M / \$1.69 M	-8
Office, Stationary Stores	\$4.34 M / \$7.51 M	-42
Gift, Souvenir Stores	\$5.27 M / \$3 M	43
Used Merchandise Stores	\$3.03 M / \$4.03 M	-25
Pet, Pet Supply Stores	\$17.78 M / \$12.19 M	31
Art Dealers	\$1.43 M / \$369.09 K	74
Mobile Home Dealers	\$2.62 M / \$9.21 M	-72
Other Miscellaneous Retail Stores	\$7.98 M / \$7.04 M	12
<b>Non-Store Retailers</b>	\$148.31 M / \$57.99 M	61
Mail Order, Catalog Stores	\$123.05 M / \$9.67 M	92
Vending Machines	\$3.44 M / \$18.17 M	-81
Fuel Dealers	\$12.34 M / \$26.69 M	-54
Other Direct Selling Establishments	\$9.49 M / \$3.46 M	63



## RETAIL GAP EXPANDED REPORT

Lindale, Texas

20mi Radius

	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$284.09 M / \$441.88 M	-36
Hotels, Other Travel Accommodations	\$15.63 M / \$13.5 M	14
RV Parks	\$148.5 K / \$225.47 K	-34
Rooming, Boarding Houses	\$108.22 K / \$165.51 K	-35
Full Service Restaurants	\$146.28 M / \$222.73 M	-34
Limited Service Restaurants	\$97.24 M / \$199.99 M	-51
Special Food Services, Catering	\$24.69 M / \$9.45 M	62
Drinking Places	\$7.05 M / \$2.87 M	59
<b>Gasoline Stations</b>	\$243.91 M / \$597.14 M	-59
<b>Motor Vehicle, Parts Dealers</b>	\$441.1 M / \$858.26 M	-49
New Car Dealers	\$338.33 M / \$629.15 M	-46
Used Car Dealers	\$34.91 M / \$92.02 M	-62
Recreational Vehicle Dealers	\$6.95 M / \$13.73 M	-49
Motorcycle, Boat Dealers	\$15.17 M / \$9.86 M	35
Auto Parts, Accessories	\$27.42 M / \$80.18 M	-66
Tire Dealers	\$18.33 M / \$33.32 M	-45
2020 Population	229,599	
2025 Population	244,710	
% Population Change 2020-2025	6.6%	
2020 Adult Population Age 18+	176,782	
2020 Population Male	110,535	
2020 Population Female	119,064	
2020 Households	87,777	
2020 Median Household Income	55,970	
2020 Average Household Income	69,724	

# **RETAIL POTENTIAL**

## RETAIL POTENTIAL PROFILE

### Lindale, Texas

20mi Radius

2020 Population	229,599
2025 Population	244,710
% Population Change 2010-2020	10.5%
2020 Adult Population Age 18+	\$176,782
2020 Population Male	\$110,535
2020 Population Female	\$119,064
2020 Households	\$87,777
2020 Median Household Income	\$55,970
2020 Average Household Income	\$69,724
<b>Clothing, Clothing Accessories Stores</b>	<b>\$100.99 M</b>
Men's Clothing Stores	\$3.56 M
Women's Clothing Stores	\$15.49 M
Children's, Infants' Clothing Stores	\$6.7 M
Family Clothing Stores	\$41.34 M
Clothing Accessory Stores	\$3.31 M
Other Apparel Stores	\$5.04 M
Shoe Stores	\$17 M
Jewelry Stores	\$7.9 M
Luggage Stores	\$636.26 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$49.12 M</b>
Furniture Stores	\$30.18 M
Floor Covering Stores	\$5.15 M
Other Home Furnishing Stores	\$13.79 M
<b>Electronics, Appliance Stores</b>	<b>\$37.55 M</b>
<b>Gasoline Stations</b>	<b>\$243.91 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$121.48 M</b>
Home Centers	\$57.15 M
Paint, Wallpaper Stores	\$4.17 M
Hardware Stores	\$5.25 M
Other Building Materials Stores	\$40.47 M
Outdoor Power Equipment Stores	\$1.92 M
Nursery, Garden Stores	\$12.51 M
<b>Food, Beverage Stores</b>	<b>\$333.09 M</b>
Grocery Stores	\$297.71 M
Convenience Stores	\$11.57 M
Meat Markets	\$3.42 M
Fish, Seafood Markets	\$1.24 M
Fruit, Vegetable Markets	\$2.08 M
Other Specialty Food Markets	\$3.58 M
Liquor Stores	\$13.49 M

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## RETAIL POTENTIAL PROFILE

### Lindale, Texas

20mi Radius

<b>Health, Personal Care Stores</b>	\$81.57 M
Pharmacy, Drug Stores	\$68.33 M
Cosmetics, Beauty Stores	\$4 M
Optical Goods Stores	\$4.56 M
Other Health, Personal Care Stores	\$4.68 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$37.57 M
Sporting Goods Stores	\$20.45 M
Hobby, Toy, Game Stores	\$6.03 M
Sewing, Needlecraft Stores	\$1.88 M
Musical Instrument Stores	\$1.73 M
Book Stores	\$7.48 M
<b>General Merchandise Stores</b>	\$324.37 M
Department Stores	\$83.33 M
Warehouse Superstores	\$209.36 M
Other General Merchandise Stores	\$31.68 M
<b>Miscellaneous Store Retailers</b>	\$44 M
Florists	\$1.55 M
Office, Stationary Stores	\$4.34 M
Gift, Souvenir Stores	\$5.27 M
Used Merchandise Stores	\$3.03 M
Pet, Pet Supply Stores	\$17.78 M
Art Dealers	\$1.43 M
Mobile Home Dealers	\$2.62 M
Other Miscellaneous Retail Stores	\$7.98 M
<b>Non-Store Retailers</b>	\$148.31 M
Mail Order, Catalog Stores	\$123.05 M
Vending Machines	\$3.44 M
Fuel Dealers	\$12.34 M
Other Direct Selling Establishments	\$9.49 M
<b>Accommodation, Food Services</b>	\$291.15 M
Hotels, Other Travel Accommodations	\$15.63 M
RV Parks	\$148.5 K
Rooming, Boarding Houses	\$108.22 K
Full Service Restaurants	\$146.28 M
Limited Service Restaurants	\$97.24 M
Special Food Services, Catering	\$24.69 M
Drinking Places	\$7.05 M
<b>Motor Vehicle, Parts Dealers</b>	\$441.1 M
New Car Dealers	\$338.33 M
Used Car Dealers	\$34.91 M
Recreational Vehicle Dealers	\$6.95 M
Motorcycle, Boat Dealers	\$15.17 M
Auto Parts, Accessories	\$27.42 M
Tire Dealers	\$18.33 M

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## **INCOME SUMMARY**

## INCOME SUMMARY REPORT

Lindale, Texas

20mi Radius

### Population

Estimated Population (2020)	229,599	
Projected Population (2025)	244,710	
Census Population (2010)	207,714	
Census Population (2000)	177,874	
<i>Projected Annual Growth (2020 to 2025)</i>	15,111	1.3%
<i>Historical Annual Growth (2010 to 2020)</i>	21,885	1.0%
<i>Historical Annual Growth (2000 to 2010)</i>	29,840	1.7%

### Households

Estimated Households (2020)	87,777	
Projected Households (2025)	90,170	
Census Households (2010)	79,461	
Census Households (2000)	67,739	
<i>Projected Annual Growth (2020 to 2025)</i>	2,393	0.5%
<i>Historical Annual Growth (2010 to 2020)</i>	8,316	1.0%
<i>Historical Annual Growth (2000 to 2010)</i>	11,722	1.7%

### Average Household Income

Estimated Average Household Income (2020)	\$69,724	
Projected Average Household Income (2025)	\$79,782	
Census Average Household Income (2010)	\$59,065	
Census Average Household Income (2000)	\$47,596	
<i>Projected Annual Growth (2020 to 2025)</i>	\$10,057	2.9%
<i>Historical Annual Growth (2010 to 2020)</i>	\$10,659	1.8%
<i>Historical Annual Growth (2000 to 2010)</i>	\$11,469	2.4%

### Median Household Income

Estimated Median Household Income (2020)	\$55,970	
Projected Median Household Income (2025)	\$65,139	
Census Median Household Income (2010)	\$45,386	
Census Median Household Income (2000)	\$36,866	
<i>Projected Annual Growth (2020 to 2025)</i>	\$9,169	3.3%
<i>Historical Annual Growth (2010 to 2020)</i>	\$10,583	2.3%
<i>Historical Annual Growth (2000 to 2010)</i>	\$8,521	2.3%

### Per Capita Income

Estimated Per Capita Income (2020)	\$26,835	
Projected Per Capita Income (2025)	\$29,566	
Census Per Capita Income (2010)	\$22,595	
Census Per Capita Income (2000)	\$18,084	
<i>Projected Annual Growth (2020 to 2025)</i>	\$2,731	2.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$4,240	1.9%
<i>Historical Annual Growth (2000 to 2010)</i>	\$4,511	2.5%

### Other Income

Estimated Families (2020)	59,318
Estimated Average Family Income (2020)	\$82,640
Estimated Median Family Income (2020)	\$68,130
Estimated Average Household Net Worth (2020)	\$439,256



# **Void Analysis**

# MERCHANT VOID ANALYSIS



## Lindale, Texas

### 20mi Radius

Closest Location      Locations In 20 mi radius      Locations In Lindale

#### Auto Parts Tires

AAMCO	1	0
Advance Auto Parts	2	0
AutoZone	4	1
Discount Tire	2	0
Firestone	1	0
Grease Monkey	1	0
Honest-1	1	0
NAPA	2	0
O'Reilly	8	1
Pep Boys	1	0
Valvoline Instant Oil Change	8	0

#### Banks

BancorpSouth	2	0
Bank of America	2	0
Capital One	1	0
Chase Bank	4	0
Compass Bank	1	0
First Community Bank	2	1
Prosperity Bank	3	0
Regions Bank	5	0
Woodforest National Bank	2	0

#### Banks Minor

Bank	76	9
------	----	---

#### Book Stores

Barnes & Noble	1	0
----------------	---	---

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

### 20mi Radius

Closest Location

Locations In 20 mi radius

Locations In Lindale

Half Price Books

1

0

Mardel

1

0

### Clothing Apparel

Aeropostale

1

0

American Eagle Outfitters

1

0

Ann Taylor Loft

1

0

BCBG Max Azria

1

0

Buckle

1

0

Carters

1

0

Catherines

1

0

Cato

3

1

Chico's

1

0

Citi Trends

1

0

Coach

1

0

Francesca's

1

0

H And M

1

0

Hollister Co.

1

0

Jos. A. Bank

1

0

Justice

1

0

Lane Bryant

1

0

maurices

1

0

Men's Wearhouse

1

0

Old Navy

1

0

PacSun

1

0

Rainbow

1

0

Talbots

1

0

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

### 20mi Radius

Closest Location      Locations In 20 mi radius      Locations In Lindale

The Childrens Place      1      0

Victoria's Secret      1      0

#### Computers Electronic

Best Buy      1      0

#### Convenience Stores

76      2      0

7-Eleven      14      1

CEFCO      13      0

Chevron      10      0

Exxon      37      1

Gulf      1      0

Love's      3      0

Mobil      2      0

Murphy USA      5      1

Pilot Travel Centers      1      0

RaceWay      1      1

Shell      9      0

Texaco      3      0

Valero      39      1

#### Craft Fabric Stores

Hobby Lobby      1      0

Jo-Ann      1      0

Michaels      1      0

#### Dental

Affordable Dentures      1      0

Aspen Dental      1      0

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

	Closest Location	Locations In 20 mi radius	Locations In Lindale
Dentures and Dental Services		1	0
<b>Department Stores</b>			
Dillard's		1	0
JCPenney		1	0
Stage		2	0
<b>Discount Department Stores</b>			
Burlington Coat Factory		1	0
buybuy Baby		1	0
David's Bridal		1	0
Kohl's		1	0
Marshalls		1	0
Ross		2	0
Sears		1	0
Stein Mart		1	0
Target		1	0
TJ Maxx		1	0
Tuesday Morning		1	0
Wal-Mart Supercenter		6	1
<b>Dollar Stores</b>			
Big Lots		2	0
Dollar General		20	1
Dollar Tree		7	1
Family Dollar		13	0
Five Below		1	0
<b>Drug Stores</b>			
CVS		7	0

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

### 20mi Radius

Closest Location

Locations In 20 mi radius

Locations In Lindale

GNC

2

0

Vitamin Shoppe

1

0

Walgreens

4

0

### Education

College

4

0

Cosmetology and Barber

1

0

Day Care

70

3

High School

14

1

High School (Private)

1

0

Junior College

1

0

PK - 8

65

4

PK - 8 (Private)

15

1

### Entertainment

AMC

1

0

Chuck E. Cheese's

1

0

Regal

1

0

Theatres

5

0

### Fitness

Anytime Fitness

5

1

Crunch

1

0

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



<b>Lindale, Texas</b>			
	<b>Closest Location</b>	<b>Locations In 20 mi radius</b>	<b>Locations In Lindale</b>
<b>20mi Radius</b>			
American Freight		1	0
Ashley Furniture		1	0
At Home		1	0
Bassett		1	0
Bed Bath & Beyond		1	0
Conn's		1	0
Cost Plus		1	0
Havertys		1	0
Kirklands		1	0
La-Z-Boy		1	0
Pier 1		1	0
Rent A Center		3	0
<b>Grocery Stores</b>			
ALDI		2	0
Brookshire's		9	1
La Michoacana Meat Market		1	0
Natural Grocers		1	0
Neighborhood Market		3	0
Super1 Foods		4	0
<b>Health Beauty</b>			
Bath & Body Works		2	0
Claire's		1	0
Great Clips		5	1
Sally Beauty Supply		3	0
Sephora		1	0
Sport Clips		4	1

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Lindale
Supercuts		2	0
ULTA		1	0
<b>Health Care</b>			
Advanced Heart Failure And Transplant Cardiology		1	0
Allergy and Immunology		2	0
Anesthesiology		13	1
Audiologist		3	0
Cardiac Electrophysiology		13	1
Cardiac Surgery		5	0
Cardiovascular Disease		23	1
Certified Nurse Midwife		4	0
Certified Registered Nurse Anesthetist		8	0
Chiropractic		28	2
Clinical Nurse Specialist		1	0
Clinical Psychologist		15	1
Clinical Social Worker		10	0
Colorectal Surgery		2	0
Critical Care		11	0
Dermatology		6	0
Diagnostic Radiology		9	0
Emergency Medicine		10	0
Endocrinology		10	0
Family Practice		50	5
Gastroenterology		10	0
General Practice		7	0
General Surgery		17	0

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Lindale
Gynecological Oncology		1	0
Hand Surgery		1	0
Hematology		1	0
Hematology and Oncology		4	0
Hospice and Palliative Care		2	0
Hospitalist		4	0
Infectious Disease		6	0
Internal Medicine		30	1
Interventional Cardiology		17	1
Interventional Pain Management		5	0
Maxillofacial Surgery		2	0
Medical Oncology		2	0
Nephrology		3	0
Neurology		12	0
Neurosurgery		7	0
Nurse Practitioner		70	3
Obstetrics and Gynecology		14	0
Occupational Therapy		1	0
Ophthalmology		13	1
Optometry		22	1
Oral Surgery		4	0
Orthopedic Surgery		10	1
Osteopathic Manipulative Medicine		1	0
Otolaryngology		7	0
Pain Management		11	0
Pathology		5	0

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

	Closest Location	Locations In 20 mi radius	Locations In Lindale
<b>20mi Radius</b>			
Pediatric Medicine		1	0
Physical Medicine and Rehabilitation		11	0
Physical Therapy		8	0
Physician Assistant		39	1
Plastic and Reconstructive Surgery		7	0
Podiatry		16	2
Preventative Medicine		1	0
Psychiatry		7	0
Pulmonary Disease		11	0
Radiation Oncology		5	0
Registered Dietitian or Nutrition Professional		3	0
Rheumatology		8	0
Sleep Laboratory and Medicine		9	1
Sports Medicine		5	0
Surgical Oncology		1	0
Thoracic Surgery		6	0
Undersea And Hyperbaric Medicine		1	0
Urology		11	0
Vascular Surgery		7	0
<b>Home Improvement</b>			
Ace Hardware		2	0
Harbor Freight Tools		1	0
Home Depot		1	0
Kelly-Moore		1	0
Lowe's		2	1
Northern Tool		1	0

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

### 20mi Radius

Closest Location

Locations In 20 mi radius

Locations In Lindale

Sherwin-Williams

4

1

Tractor Supply Company

3

0

True Value

1

0

### Hotels

Americas Best Value Inn

1

1

Baymont Inn & Suites

1

0

Best Western Hotels

2

1

Best Western Plus

1

0

Candlewood Suites

1

0

Comfort Suites

2

1

Courtyard

1

0

Days Inn & Suites

1

0

Econo Lodge

1

0

Fairfield Inn and Suites

3

0

Hampton Inn

2

1

Hilton Garden

1

0

Holiday Inn

1

0

Holiday Inn Express

3

1

Homewood

1

0

La Quinta Inn

1

0

La Quinta Inn & Suites

3

1

Motel 6

4

1

Quality

1

0

Residence Inn

1

0

Sleep

1

0

Staybridge Suites

1

0

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

### 20mi Radius

Closest Location      Locations In 20 mi radius      Locations In Lindale

Super 8

1

0

#### Massage

European Wax Center

1

0

Hand and Stone

1

0

Massage Envy

1

0

#### Mattress

Denver Mattress

1

0

Mattress Firm

3

0

Sleep Number

1

0

#### Office Supply

Office Depot

1

0

Office Max

1

0

#### Pet Stores

Pet Supplies Plus

1

0

Petco

1

0

Petland

1

0

PetsMart

1

0

#### Restaurants Bakery Bagels

Corner Bakery

1

0

Einstein Bros

2

0

Panera Bread

1

0

#### Restaurants Casual

Applebee's

1

0

BJ's Restaurant & Brewery

1

0

Buffalo Wild Wings

1

0

Cheddar's

1

0

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

### 20mi Radius

Closest Location

Locations In 20 mi radius

Locations In Lindale

Chili's		2	1
Chipotle		1	0
Cracker Barrel		1	1
Denny's		1	0
Dickey's		1	0
First Watch		1	0
Five Guys		1	0
Freddys		1	0
Fuzzys Taco Shop		2	0
Golden Corral		1	0
IHOP		3	1
Longhorn Steakhouse		1	0
Olive Garden		1	0
On The Border		1	0
Outback Steakhouse		1	0
Red Lobster		1	0
Saltgrass		1	0
Texas De Brazil		1	0
Texas Roadhouse		1	0
Torchys Tacos		1	0
Zoes Kitchen		1	0

### Restaurants Coffee Donuts

Dunkin' Donuts		1	0
Shipleys Do-Nuts		2	0
Starbucks		8	1

### Restaurants Fast Food Major

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

### 20mi Radius

Closest Location      Locations In 20 mi radius      Locations In Lindale

Arby's	2	0
Burger King	6	1
Chick-fil-A	5	0
Dairy Queen	14	1
Jack in the Box	3	0
KFC	3	1
McDonald's	12	1
Sonic	14	2
Taco Bell	10	1
Wendy's	2	0

### Restaurants Fast Food Minor

Carl's Jr.	2	0
Chicken Express	3	1
Church's Chicken	4	0
Fazoli's	1	0
Freebirds	1	0
Long John Silver's	4	1
Panda Express	2	0
Popeyes	2	0
Raising Canes	1	0
Slim Chickens	2	0
Steak n Shake	1	0
Taco Bueno	2	0
Whataburger	15	1
Wing Stop	4	1

### Restaurants Ice Cream Smoothie

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

### 20mi Radius

Closest Location

Locations In 20 mi radius

Locations In Lindale

Andys Frozen Custard

2

0

Baskin-Robbins

1

0

Braum's

2

0

Marble Slab Creamery

1

0

Menchie's

1

0

Smoothie King

3

0

### Restaurants Pizza

CiCi's Pizza

2

0

Domino's Pizza

6

1

Godfather's Pizza

1

0

Little Caesars

5

0

Marco's Pizza

1

0

Papa John's

2

0

Papa Murphy's

1

0

Pizza Hut

7

1

Sbarro

1

0

### Restaurants Sandwich

Firehouse Subs

1

0

Jason's Deli

1

0

Jersey Mike's

2

0

Jimmy John's

2

0

McAlister's Deli

1

0

Potbelly Sandwich Works

1

0

Schlotzsky's Deli

4

1

Subway

23

3

Which Wich

1

0

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

### 20mi Radius

Closest Location

Locations In 20 mi radius

Locations In Lindale

#### Self Storage

CubeSmart	4	0
PODS	1	0
U Haul	1	0

#### Shoes Footwear

DSW	1	0
Famous Footwear	1	0
FinishLine	1	0
Foot Locker	1	0
Nike	1	0
Shoe Carnival	1	0
Shoe Dept Encore	1	0
Skechers	1	0

#### Specialty

Goodwill	3	0
Guitar Center	1	0
Hallmark	1	0
Party City	1	0

#### Sporting Goods

Academy Sports	1	0
Champs Sports	1	0
Dick's	1	0
Edwin Watts Golf	1	0
Gander Mountain	1	0
Hibbett Sports	2	1

#### Wholesale

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# MERCHANT VOID ANALYSIS



## Lindale, Texas

### 20mi Radius

Closest Location      Locations In 20 mi radius      Locations In Lindale

Sam's Club

1

0

#### Wireless Stores

AT&T

5

1

Cricket

3

0

MetroPCS

5

0

Sprint

3

0

T-Mobile

3

0

Verizon Wireless

2

0

#### Worship

Baptist

26

1

Christian

10

0

Judaic

2

0

Lutheran

1

0

Methodist

1

0

Muslim

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.