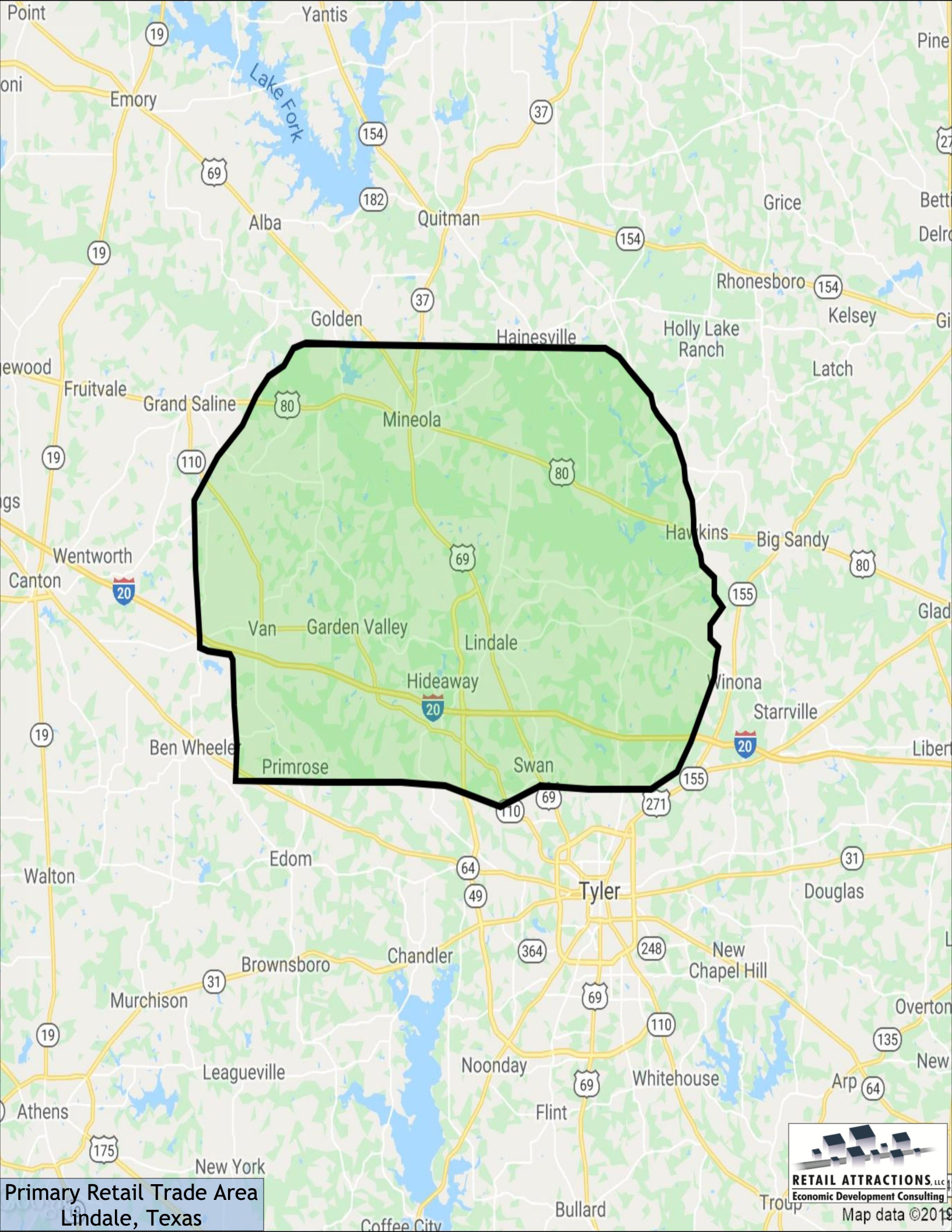# RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Primary Retail Trade Area
Lindale, Texas

Primary Retail Trade Area
Lindale, Texas

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Map data ©2019

GRAPHIC PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Lat/Lon: 32.5615/-95.4403

RGRAP3

Primary Retail Trade Area

Lindale, Texas

	Primary Retail Trade Area
Population	
Estimated Population (2019)	51,130
Projected Population (2024)	54,819
Census Population (2010)	45,600
Census Population (2000)	38,266
Projected Annual Growth (2019-2024)	3,689 *1.4%*
Historical Annual Growth (2010-2019)	5,530 *1.2%*
Historical Annual Growth (2000-2010)	7,334 *1.9%*
Estimated Population Density (2019)	95 *psm*
Trade Area Size	540.9 *sq mi*

	Primary Retail Trade Area
Race and Ethnicity (2019)	
Not Hispanic or Latino Population	43,300 *84.7%*
White	37,920 *87.6%*
Black or African American	3,821 *8.8%*
American Indian or Alaska Native	250 *0.6%*
Asian	451 *1.0%*
Hawaiian or Pacific Islander	12 *-*
Other Race	98 *0.2%*
Two or More Races	748 *1.7%*
Hispanic or Latino Population	7,830 *15.3%*
White	4,315 *55.1%*
Black or African American	127 *1.6%*
American Indian or Alaska Native	121 *1.5%*
Asian	31 *0.4%*
Hispanic Hawaiian or Pacific Islander	- *-*
Other Race	2,837 *36.2%*
Two or More Races	398 *5.1%*

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

Demographic Source: Applied Geographic Solutions 10/2019, TIGER Geography

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GRAPHIC PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups
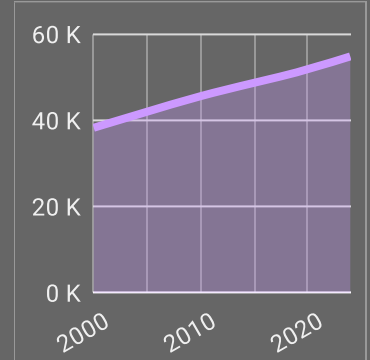
Lat/Lon: 32.5615/-95.4403

RGRAP3

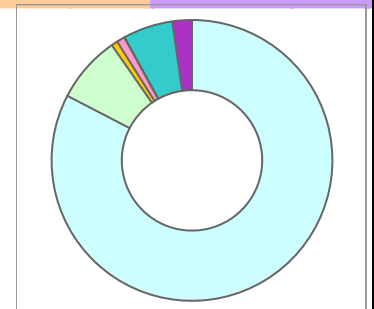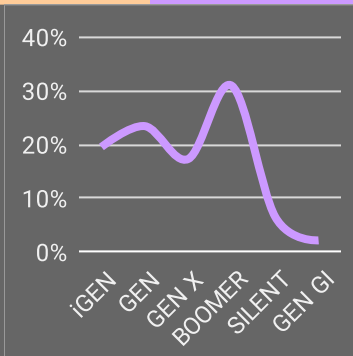| Primary Retail Trade Area	Primary Retail Trade Area
Lindale, Texas	
Age Distribution (2019)	
Age Under 5 Years	3,149 *6.2%*
Age 5 to 9 Years	3,365 *6.6%*
Age 10 to 14 Years	3,479 *6.8%*
Age 15 to 19 Years	3,277 *6.4%*
Age 20 to 24 Years	2,651 *5.2%*
Age 25 to 29 Years	2,979 *5.8%*
Age 30 to 34 Years	3,074 *6.0%*
Age 35 to 39 Years	3,112 *6.1%*
Age 40 to 44 Years	2,721 *5.3%*
Age 45 to 49 Years	3,026 *5.9%*
Age 50 to 54 Years	2,928 *5.7%*
Age 55 to 59 Years	3,318 *6.5%*
Age 60 to 64 Years	3,487 *6.8%*
Age 65 to 69 Years	3,257 *6.4%*
Age 70 to 74 Years	2,838 *5.6%*
Age 75 to 79 Years	2,043 *4.0%*
Age 80 to 84 Years	1,315 *2.6%*
Age 85 Years or Over	1,112 *2.2%*
Median Age	40.4
Generation (2019)	
iGeneration (Age Under 15 Years)	9,994 *19.5%*
Generation 9/11 Millennials (Age 15 to 34 Years)	11,980 *23.4%*
Gen Xers (Age 35 to 49 Years)	8,859 *17.3%*
Baby Boomers (Age 50 to 74 Years)	15,827 *31.0%*
Silent Generation (Age 75 to 84 Years)	3,358 *6.6%*
G.I. Generation (Age 85 Years or Over)	1,112 *2.2%*

Demographic Source: Applied Geographic Solutions 10/2019, TIGER Geography

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Lat/Lon: 32.5615/-95.4403

RGRAP3

Primary Retail Trade Area	Primary Retail Trade Area
Lindale, Texas	

Household Type (2019)

Total Households	19,000	
Family Households	14,126	*74.3%*
Family Households with Children	6,275	*44.4%*
Family Households No Children	7,851	*55.6%*
Non-Family Households	4,874	*25.7%*
Non-Family Households with Children	62	*1.3%*
Non-Family Households No Children	4,812	*98.7%*

- Family Households with Children
- Family Households No Children
- Non-Family Households with Children
- Non-Family Households No Children
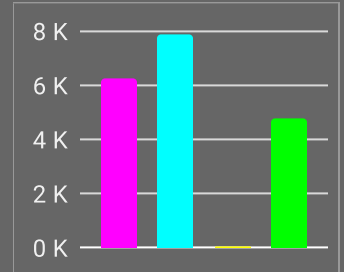
Education Attainment (2019)

Elementary or Some High School	4,812	*13.7%*
High School Graduate	10,452	*29.7%*
Some College or Associate Degree	12,865	*36.5%*
Bachelor or Graduate Degree	7,079	*20.1%*

- Elementary or Some High School
- High School Graduate
- Some College or Associate Degree
- Bachelor or Graduate Degree
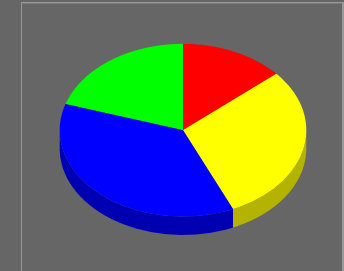
Household Income (2019)

Estimated Average Household Income	$69,402	
Estimated Median Household Income	$61,385	
HH Income Under $10,000	940	*4.9%*
HH Income $10,000 to $34,999	4,395	*23.1%*
HH Income $35,000 to $49,999	2,606	*13.7%*
HH Income $50,000 to $74,999	3,781	*19.9%*
HH Income $75,000 to $99,999	2,590	*13.6%*
HH Income $100,000 to $149,999	3,077	*16.2%*
HH Income $150,000 or More	1,611	*8.5%*

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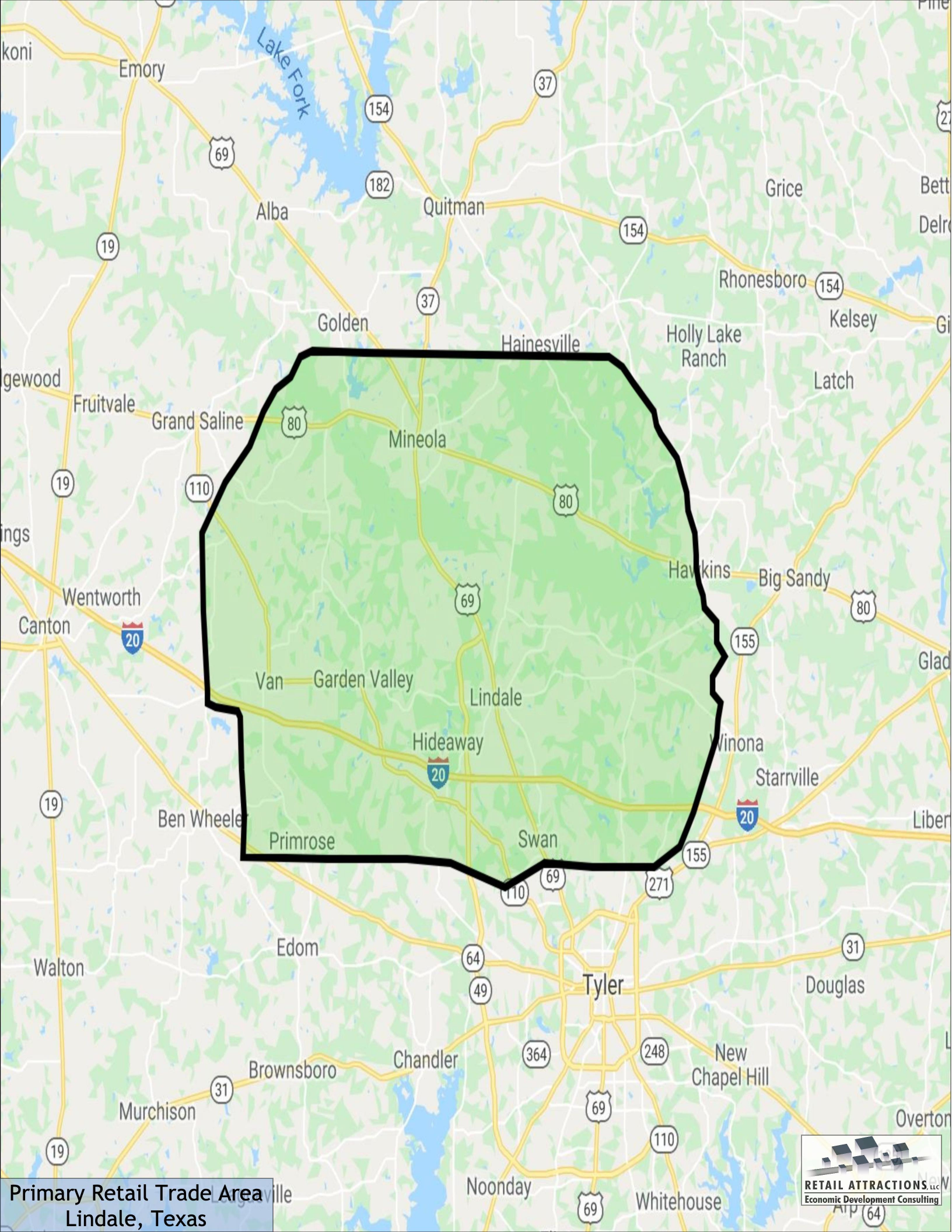
Primary Retail Trade Area
Lindale, Texas

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

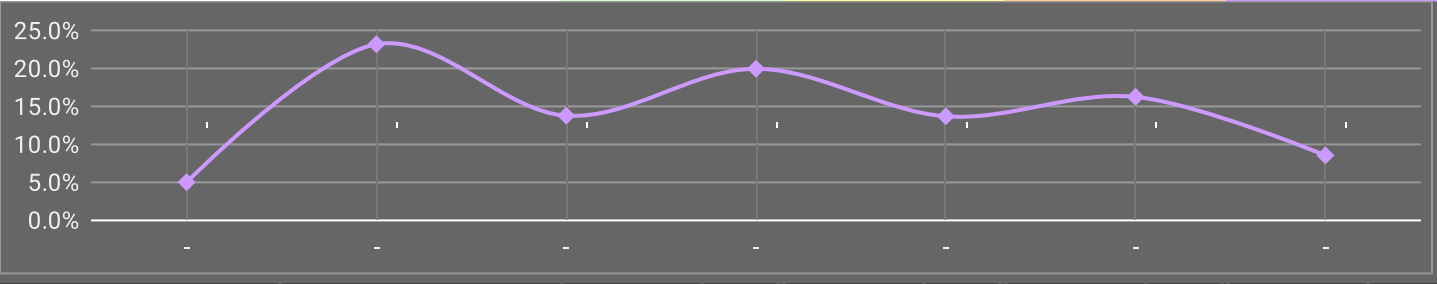*Calculated using Weighted Block Centroid from Block Groups*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Lat/Lon: 32.5615/-95.4403

RFULL9

Primary Retail Trade Area Lindale, Texas	Primary Retail Trade Area	
Population		
Estimated Population (2019)	51,130	
Projected Population (2024)	54,819	
Census Population (2010)	45,600	
Census Population (2000)	38,266	
Projected Annual Growth (2019-2024)	3,689	*1.4%*
Historical Annual Growth (2010-2019)	5,530	*1.2%*
Historical Annual Growth (2000-2010)	7,334	*1.9%*
Estimated Population Density (2019)	95	*psm*
Trade Area Size	540.9	*sq mi*
Households		
Estimated Households (2019)	19,000	
Projected Households (2024)	19,598	
Census Households (2010)	16,977	
Census Households (2000)	14,110	
Projected Annual Growth (2019-2024)	598	*0.6%*
Historical Annual Change (2000-2019)	4,890	*1.8%*
Average Household Income		
Estimated Average Household Income (2019)	$69,402	
Projected Average Household Income (2024)	$79,611	
Census Average Household Income (2010)	$55,462	
Census Average Household Income (2000)	$44,536	
Projected Annual Change (2019-2024)	$10,210	*2.9%*
Historical Annual Change (2000-2019)	$24,866	*2.9%*
Median Household Income		
Estimated Median Household Income (2019)	$61,385	
Projected Median Household Income (2024)	$70,683	
Census Median Household Income (2010)	$45,431	
Census Median Household Income (2000)	$35,928	
Projected Annual Change (2019-2024)	$9,298	*3.0%*
Historical Annual Change (2000-2019)	$25,458	*3.7%*
Per Capita Income		
Estimated Per Capita Income (2019)	$25,902	
Projected Per Capita Income (2024)	$28,566	
Census Per Capita Income (2010)	$20,648	
Census Per Capita Income (2000)	$16,247	
Projected Annual Change (2019-2024)	$2,664	*2.1%*
Historical Annual Change (2000-2019)	$9,655	*3.1%*
Estimated Average Household Net Worth (2019)	$432,098	

Demographic Source: Applied Geographic Solutions 10/2019, TIGER Geography

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COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Lat/Lon: 32.5615/-95.4403

Primary Retail Trade Area Lindale, Texas	Primary Retail Trade Area	
Race and Ethnicity		
Total Population (2019)	51,130	
White (2019)	42,235	*82.6%*
Black or African American (2019)	3,949	*7.7%*
American Indian or Alaska Native (2019)	371	*0.7%*
Asian (2019)	482	*0.9%*
Hawaiian or Pacific Islander (2019)	12	*-*
Other Race (2019)	2,935	*5.7%*
Two or More Races (2019)	1,146	*2.2%*
Population < 18 (2019)	11,915	*23.3%*
White Not Hispanic	7,545	*63.3%*
Black or African American	902	*7.6%*
Asian	136	*1.1%*
Other Race Not Hispanic	393	*3.3%*
Hispanic	2,939	*24.7%*
Not Hispanic or Latino Population (2019)	43,300	*84.7%*
Not Hispanic White	37,920	*87.6%*
Not Hispanic Black or African American	3,821	*8.8%*
Not Hispanic American Indian or Alaska Native	250	*0.6%*
Not Hispanic Asian	451	*1.0%*
Not Hispanic Hawaiian or Pacific Islander	12	*-*
Not Hispanic Other Race	98	*0.2%*
Not Hispanic Two or More Races	748	*1.7%*
Hispanic or Latino Population (2019)	7,830	*15.3%*
Hispanic White	4,315	*55.1%*
Hispanic Black or African American	127	*1.6%*
Hispanic American Indian or Alaska Native	121	*1.5%*
Hispanic Asian	31	*0.4%*
Hispanic Hawaiian or Pacific Islander	-	*-*
Hispanic Other Race	2,837	*36.2%*
Hispanic Two or More Races	398	*5.1%*
Not Hispanic or Latino Population (2010)	40,047	*87.8%*
Hispanic or Latino Population (2010)	5,553	*12.2%*
Not Hispanic or Latino Population (2000)	35,516	*92.8%*
Hispanic or Latino Population (2000)	2,750	*7.2%*
Not Hispanic or Latino Population (2024)	45,803	*83.6%*
Hispanic or Latino Population (2024)	9,017	*16.4%*
Projected Annual Growth (2019-2024)	1,186	*-*
Historical Annual Growth (2000-2010)	2,803	*10.2%*

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RFULL9

Primary Retail Trade Area	Primary Retail Trade Area
Lindale, Texas	

Total Age Distribution (2019)		
Total Population	51,130	
Age Under 5 Years	3,149	6.2%
Age 5 to 9 Years	3,365	6.6%
Age 10 to 14 Years	3,479	6.8%
Age 15 to 19 Years	3,277	6.4%
Age 20 to 24 Years	2,651	5.2%
Age 25 to 29 Years	2,979	5.8%
Age 30 to 34 Years	3,074	6.0%
Age 35 to 39 Years	3,112	6.1%
Age 40 to 44 Years	2,721	5.3%
Age 45 to 49 Years	3,026	5.9%
Age 50 to 54 Years	2,928	5.7%
Age 55 to 59 Years	3,318	6.5%
Age 60 to 64 Years	3,487	6.8%
Age 65 to 69 Years	3,257	6.4%
Age 70 to 74 Years	2,838	5.6%
Age 75 to 79 Years	2,043	4.0%
Age 80 to 84 Years	1,315	2.6%
Age 85 Years or Over	1,112	2.2%
Median Age	40.4	
Age 19 Years or Less	13,270	26.0%
Age 20 to 64 Years	27,295	53.4%
Age 65 Years or Over	10,564	20.7%

Female Age Distribution (2019)		
Female Population	26,141	51.1%
Age Under 5 Years	1,571	6.0%
Age 5 to 9 Years	1,674	6.4%
Age 10 to 14 Years	1,689	6.5%
Age 15 to 19 Years	1,637	6.3%
Age 20 to 24 Years	1,346	5.1%
Age 25 to 29 Years	1,532	5.9%
Age 30 to 34 Years	1,496	5.7%
Age 35 to 39 Years	1,625	6.2%
Age 40 to 44 Years	1,365	5.2%
Age 45 to 49 Years	1,522	5.8%
Age 50 to 54 Years	1,462	5.6%
Age 55 to 59 Years	1,726	6.6%
Age 60 to 64 Years	1,768	6.8%
Age 65 to 69 Years	1,723	6.6%
Age 70 to 74 Years	1,450	5.5%
Age 75 to 79 Years	1,100	4.2%
Age 80 to 84 Years	729	2.8%
Age 85 Years or Over	726	2.8%
Female Median Age	41.2	
Age 19 Years or Less	6,572	25.1%
Age 20 to 64 Years	13,841	52.9%
Age 65 Years or Over	5,728	21.9%

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Economic Development Consulting

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RFULL9

Primary Retail Trade Area Lindale, Texas	Primary Retail Trade Area	
Male Age Distribution (2019)		
Male Population	24,989	*48.9%*
Age Under 5 Years	1,578	*6.3%*
Age 5 to 9 Years	1,691	*6.8%*
Age 10 to 14 Years	1,790	*7.2%*
Age 15 to 19 Years	1,639	*6.6%*
Age 20 to 24 Years	1,305	*5.2%*
Age 25 to 29 Years	1,447	*5.8%*
Age 30 to 34 Years	1,578	*6.3%*
Age 35 to 39 Years	1,486	*5.9%*
Age 40 to 44 Years	1,356	*5.4%*
Age 45 to 49 Years	1,504	*6.0%*
Age 50 to 54 Years	1,466	*5.9%*
Age 55 to 59 Years	1,593	*6.4%*
Age 60 to 64 Years	1,719	*6.9%*
Age 65 to 69 Years	1,533	*6.1%*
Age 70 to 74 Years	1,388	*5.6%*
Age 75 to 79 Years	943	*3.8%*
Age 80 to 84 Years	586	*2.3%*
Age 85 Years or Over	385	*1.5%*
Male Median Age	39.6	
Age 19 Years or Less	6,699	*26.8%*
Age 20 to 64 Years	13,454	*53.8%*
Age 65 Years or Over	4,836	*19.4%*
Males per 100 Females (2019)		
Overall Comparison		
Age Under 5 Years	100	*50.1%*
Age 5 to 9 Years	101	*50.3%*
Age 10 to 14 Years	106	*-*
Age 15 to 19 Years	100	*50.0%*
Age 20 to 24 Years	97	*49.2%*
Age 25 to 29 Years	94	*48.6%*
Age 30 to 34 Years	105	*51.3%*
Age 35 to 39 Years	91	*47.8%*
Age 40 to 44 Years	99	*49.8%*
Age 45 to 49 Years	99	*49.7%*
Age 50 to 54 Years	100	*50.1%*
Age 55 to 59 Years	92	*48.0%*
Age 60 to 64 Years	97	*49.3%*
Age 65 to 69 Years	89	*47.1%*
Age 70 to 74 Years	96	*48.9%*
Age 75 to 79 Years	86	*46.2%*
Age 80 to 84 Years	80	*44.6%*
Age 85 Years or Over	53	*34.7%*
Age 19 Years or Less	102	*50.5%*
Age 20 to 39 Years	97	*49.2%*
Age 40 to 64 Years	97	*49.3%*
Age 65 Years or Over	84	*45.8%*

Demographic Source: Applied Geographic Solutions 10/2019, TIGER Geography

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COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Lat/Lon: 32.5615/-95.4403

RFULL9

Primary Retail Trade Area Lindale, Texas	Primary Retail Trade Area	
Household Type (2019)		
Total Households	19,000	
Households with Children	6,337	*33.4%*
Average Household Size	2.7	
Household Density per Square Mile	35	
Population Family	44,548	*87.1%*
Population Non-Family	5,846	*11.4%*
Population Group Quarters	736	*1.4%*
Family Households	14,126	*74.3%*
Married Couple Households	11,356	*80.4%*
Other Family Households with Children	2,770	*19.6%*
Family Households with Children	6,275	*44.4%*
Married Couple with Children	4,503	*71.8%*
Other Family Households with Children	1,772	*28.2%*
Family Households No Children	7,851	*55.6%*
Married Couple No Children	6,853	*87.3%*
Other Family Households No Children	998	*12.7%*
Non-Family Households	4,874	*25.7%*
Non-Family Households with Children	62	*1.3%*
Non-Family Households No Children	4,812	*98.7%*
Average Family Household Size	3.2	
Average Family Income	$78,343	
Median Family Income	$71,301	
Average Non-Family Household Size	1.2	
Marital Status (2019)		
Population Age 15 Years or Over	41,136	
Never Married	9,815	*23.9%*
Currently Married	21,461	*52.2%*
Previously Married	9,859	*24.0%*
Separated	2,358	*23.9%*
Widowed	3,412	*34.6%*
Divorced	4,089	*41.5%*
Educational Attainment (2019)		
Adult Population Age 25 Years or Over	35,208	
Elementary (Grade Level 0 to 8)	2,001	*5.7%*
Some High School (Grade Level 9 to 11)	2,811	*8.0%*
High School Graduate	10,452	*29.7%*
Some College	9,994	*28.4%*
Associate Degree Only	2,872	*8.2%*
Bachelor Degree Only	5,072	*14.4%*
Graduate Degree	2,007	*5.7%*
Any College (Some College or Higher)	19,944	*56.6%*
College Degree + (Bachelor Degree or Higher)	7,079	*20.1%*

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RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Lat/Lon: 32.5615/-95.4403

RFULL9

Primary Retail Trade Area Lindale, Texas	Primary Retail Trade Area	
Housing		
Total Housing Units (2019)	20,564	
Total Housing Units (2010)	19,256	
Historical Annual Growth (2010-2019)	1,308	*0.8%*
Housing Units Occupied (2019)	19,000	*92.4%*
Housing Units Owner-Occupied	14,669	*77.2%*
Housing Units Renter-Occupied	4,330	*22.8%*
Housing Units Vacant (2019)	1,564	*7.6%*
Household Size (2019)		
Total Households	19,000	
1 Person Households	4,158	*21.9%*
2 Person Households	7,113	*37.4%*
3 Person Households	2,938	*15.5%*
4 Person Households	2,457	*12.9%*
5 Person Households	1,407	*7.4%*
6 Person Households	548	*2.9%*
7 or More Person Households	377	*2.0%*
Household Income Distribution (2019)		
HH Income $200,000 or More	651	*3.4%*
HH Income $150,000 to $199,999	960	*5.1%*
HH Income $125,000 to $149,999	1,275	*6.7%*
HH Income $100,000 to $124,999	1,802	*9.5%*
HH Income $75,000 to $99,999	2,590	*13.6%*
HH Income $50,000 to $74,999	3,781	*19.9%*
HH Income $35,000 to $49,999	2,606	*13.7%*
HH Income $25,000 to $34,999	1,732	*9.1%*
HH Income $15,000 to $24,999	1,879	*9.9%*
HH Income $10,000 to $14,999	785	*4.1%*
HH Income Under $10,000	940	*4.9%*
Household Vehicles (2019)		
Households 0 Vehicles Available	561	*3.0%*
Households 1 Vehicle Available	5,454	*28.7%*
Households 2 Vehicles Available	8,093	*42.6%*
Households 3 or More Vehicles Available	4,892	*25.7%*
Total Vehicles Available	38,088	
Average Vehicles per Household	2.0	
Owner-Occupied Household Vehicles	31,369	*82.4%*
Average Vehicles per Owner-Occupied Household	2.1	
Renter-Occupied Household Vehicles	6,719	*17.6%*
Average Vehicles per Renter-Occupied Household	1.6	
Travel Time (2019)		
Worker Base Age 16 years or Over	22,432	
Travel to Work in 14 Minutes or Less	5,505	*24.5%*
Travel to Work in 15 to 29 Minutes	7,024	*31.3%*
Travel to Work in 30 to 59 Minutes	5,806	*25.9%*
Travel to Work in 60 Minutes or More	2,384	*10.6%*
Work at Home	1,411	*6.3%*
Average Minutes Travel to Work	23.3	

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COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

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RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Lat/Lon: 32.5615/-95.4403

RFULL9

Primary Retail Trade Area Lindale, Texas	Primary Retail Trade Area	
Transportation To Work (2019)		
Worker Base Age 16 years or Over	22,432	
Drive to Work Alone	18,179	*81.0%*
Drive to Work in Carpool	2,221	*9.9%*
Travel to Work by Public Transportation	28	*0.1%*
Drive to Work on Motorcycle	10	*-*
Bicycle to Work	57	*0.3%*
Walk to Work	310	*1.4%*
Other Means	215	*1.0%*
Work at Home	1,411	*6.3%*
Daytime Demographics (2019)		
Total Businesses	1,508	
Total Employees	12,865	
Company Headquarter Businesses	4	*0.3%*
Company Headquarter Employees	995	*7.7%*
Employee Population per Business	8.5	to 1
Residential Population per Business	33.9	to 1
Adj. Daytime Demographics Age 16 Years or Over	31,236	
Labor Force		
Labor Population Age 16 Years or Over (2019)	40,501	
Labor Force Total Males (2019)	19,617	*48.4%*
Male Civilian Employed	11,735	*59.8%*
Male Civilian Unemployed	450	*2.3%*
Males in Armed Forces	6	*-*
Males Not in Labor Force	7,426	*37.9%*
Labor Force Total Females (2019)	20,884	*51.6%*
Female Civilian Employed	10,389	*49.7%*
Female Civilian Unemployed	318	*1.5%*
Females in Armed Forces	-	*-*
Females Not in Labor Force	10,177	*48.7%*
Unemployment Rate	768	*1.9%*
Occupation (2019)		
Occupation Population Age 16 Years or Over	22,124	
Occupation Total Males	11,735	*53.0%*
Occupation Total Females	10,389	*47.0%*
Management, Business, Financial Operations	2,753	*12.4%*
Professional, Related	4,366	*19.7%*
Service	3,833	*17.3%*
Sales, Office	5,307	*24.0%*
Farming, Fishing, Forestry	193	*0.9%*
Construction, Extraction, Maintenance	2,554	*11.5%*
Production, Transport, Material Moving	3,118	*14.1%*
White Collar Workers	12,426	*56.2%*
Blue Collar Workers	9,698	*43.8%*

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Lat/Lon: 32.5615/-95.4403

RFULL9

Primary Retail Trade Area Lindale, Texas	Primary Retail Trade Area	
Units In Structure (2019)		
Total Units	16,977	
1 Detached Unit	13,957	*82.2%*
1 Attached Unit	390	*2.3%*
2 Units	413	*2.4%*
3 to 4 Units	660	*3.9%*
5 to 9 Units	213	*1.3%*
10 to 19 Units	118	*0.7%*
20 to 49 Units	25	*0.1%*
50 or More Units	28	*0.2%*
Mobile Home or Trailer	3,092	*18.2%*
Other Structure	104	*0.6%*
Homes Built By Year (2019)		
Homes Built 2014 or later	725	*3.5%*
Homes Built 2010 to 2013	796	*3.9%*
Homes Built 2000 to 2009	3,666	*17.8%*
Homes Built 1990 to 1999	3,830	*18.6%*
Homes Built 1980 to 1989	3,013	*14.7%*
Homes Built 1970 to 1979	2,703	*13.1%*
Homes Built 1960 to 1969	1,629	*7.9%*
Homes Built 1950 to 1959	1,382	*6.7%*
Homes Built 1940 to 1949	596	*2.9%*
Homes Built Before 1939	660	*3.2%*
Median Age of Homes	31.5	*yrs*
Home Values (2019)		
Owner Specified Housing Units	13,201	
Home Values $1,000,000 or More	46	*0.4%*
Home Values $750,000 to $999,999	118	*0.9%*
Home Values $500,000 to $749,999	327	*2.5%*
Home Values $400,000 to $499,999	299	*2.3%*
Home Values $300,000 to $399,999	1,085	*8.2%*
Home Values $250,000 to $299,999	1,150	*8.7%*
Home Values $200,000 to $249,999	933	*7.1%*
Home Values $175,000 to $199,999	1,157	*8.8%*
Home Values $150,000 to $174,999	1,559	*11.8%*
Home Values $125,000 to $149,999	1,529	*11.6%*
Home Values $100,000 to $124,999	1,512	*11.5%*
Home Values $90,000 to $99,999	637	*4.8%*
Home Values $80,000 to $89,999	634	*4.8%*
Home Values $70,000 to $79,999	657	*5.0%*
Home Values $60,000 to $69,999	544	*4.1%*
Home Values $50,000 to $59,999	609	*4.6%*
Home Values $35,000 to $49,999	593	*4.5%*
Home Values $25,000 to $34,999	334	*2.5%*
Home Values $10,000 to $24,999	473	*3.6%*
Home Values Under $10,000	269	*2.0%*
Owner-Occupied Median Home Value	$144,081	
Renter-Occupied Median Rent	$669	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups

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Lat/Lon: 32.5615/-95.4403

Primary Retail Trade Area Lindale, Texas	Primary Retail Trade Area	
Total Annual Consumer Expenditure (2019)		
Total Household Expenditure	$1.04 B	
Total Non-Retail Expenditure	$544.1 M	
Total Retail Expenditure	$491.37 M	
Apparel	$35.99 M	
Contributions	$33.08 M	
Education	$28.71 M	
Entertainment	$58.13 M	
Food and Beverages	$153.53 M	
Furnishings and Equipment	$36.18 M	
Gifts	$24.39 M	
Health Care	$89.96 M	
Household Operations	$40.42 M	
Miscellaneous Expenses	$19.53 M	
Personal Care	$13.9 M	
Personal Insurance	$7.18 M	
Reading	$2.26 M	
Shelter	$216.86 M	
Tobacco	$6.57 M	
Transportation	$190.25 M	
Utilities	$78.54 M	
Monthly Household Consumer Expenditure (2019)		
Total Household Expenditure	$4,542	
Total Non-Retail Expenditure	$2,386	52.5%
Total Retail Expenditures	$2,155	47.5%
Apparel	$158	3.5%
Contributions	$145	3.2%
Education	$126	2.8%
Entertainment	$255	5.6%
Food and Beverages	$673	14.8%
Furnishings and Equipment	$159	3.5%
Gifts	$107	2.4%
Health Care	$395	8.7%
Household Operations	$177	3.9%
Miscellaneous Expenses	$86	1.9%
Personal Care	$61	1.3%
Personal Insurance	$31	0.7%
Reading	$10	0.2%
Shelter	$951	20.9%
Tobacco	$29	0.6%
Transportation	$834	18.4%
Utilities	$344	7.6%

Demographic Source: Applied Geographic Solutions 10/2019, TIGER Geography

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 Market Power® 2020

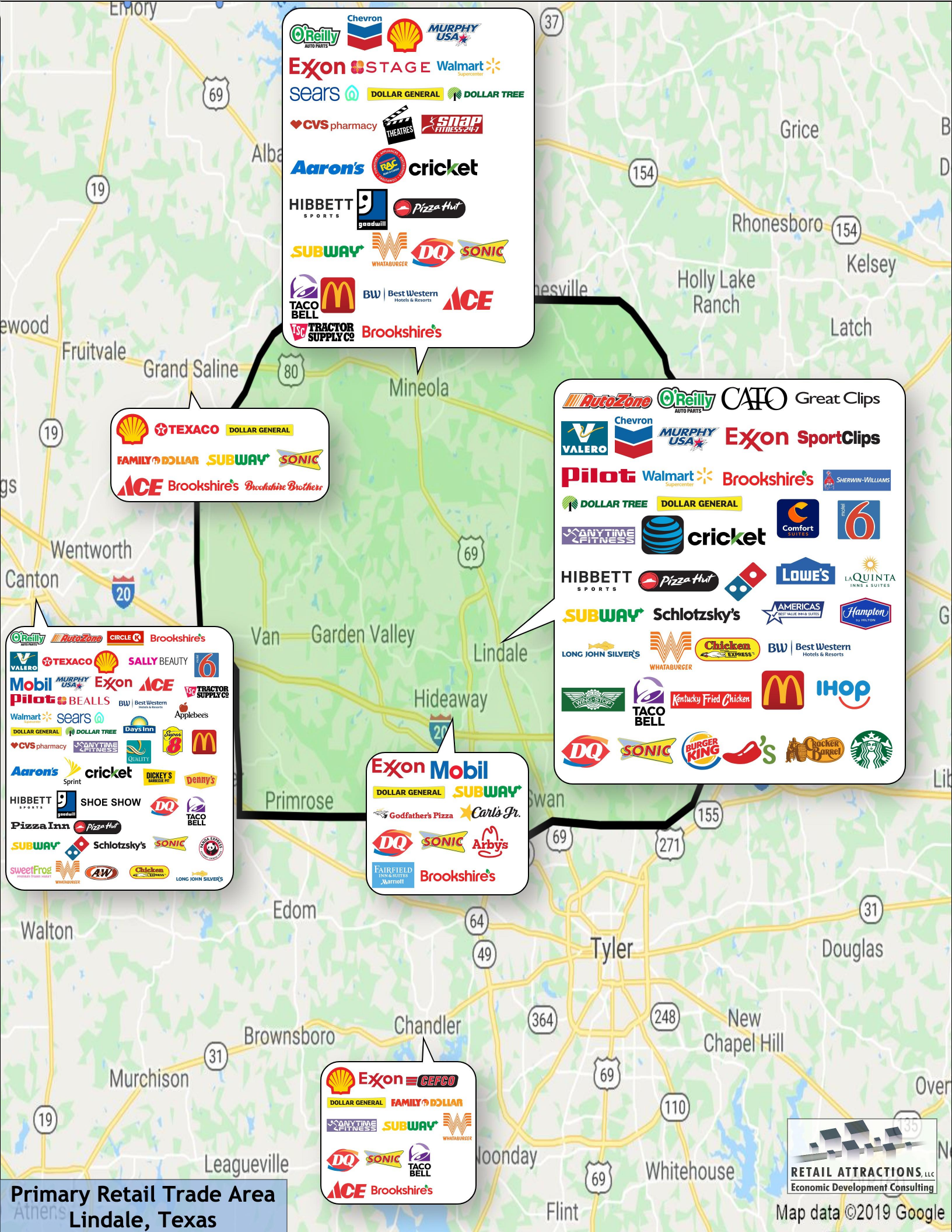| Trade Area: Primary Retail Trade Area (Lindale, Texas)	2020 Demand ($)	2020 Supply ($)	Opportunity Gap/Surplus ($)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	916,785,424	667,614,131	249,171,294
Total retail trade (NAICS 44 and 45)	820,523,180	591,633,708	228,889,472
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	231,662,298	172,720,225	58,942,073
Automobile dealers (NAICS 4411)	197,941,433	155,698,516	42,242,916
New car dealers (NAICS 44111)	176,524,007	131,684,732	44,839,275
Used car dealers (NAICS 44112)	21,417,426	24,013,784	-2,596,359
Other motor vehicle dealers (NAICS 4412)	20,700,565	5,549,521	15,151,044
Recreational vehicle dealers (NAICS 44121)	6,983,267	3,636,334	3,346,932
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	13,717,299	1,913,187	11,804,112
Boat dealers (NAICS 441222)	5,137,078	26,393	5,110,685
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	8,580,221	1,886,794	6,693,427
Automotive parts, accessories, and tire stores (NAICS 4413)	13,020,300	11,472,187	1,548,113
Automotive parts and accessories stores (NAICS 44131)	7,699,015	5,308,392	2,390,623
Tire dealers (NAICS 44132)	5,321,285	6,163,795	-842,510
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	12,702,497	2,693,656	10,008,840
Furniture stores (NAICS 4421)	7,585,252	805,448	6,779,805
Home furnishings stores (NAICS 4422)	5,117,244	1,888,209	3,229,035
Floor covering stores (NAICS 44221)	762,974	1,738,315	-975,341
Other home furnishings stores (NAICS 44229)	4,354,270	149,894	4,204,376
Window treatment stores (NAICS 442291)	526,484	0	526,484
All other home furnishings stores (NAICS 442299)	3,827,786	149,894	3,677,892
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	12,659,536	6,988,361	5,671,175
Household appliance stores (NAICS 443141)	2,324,985	775,678	1,549,307
Electronics stores (NAICS 443142)	10,334,551	6,212,684	4,121,868
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	55,106,236	76,624,532	-21,518,296
Building material and supplies dealers (NAICS 4441)	48,456,122	64,897,793	-16,441,671
Home centers (NAICS 44411)	26,960,007	39,523,909	-12,563,902
Paint and wallpaper stores (NAICS 44412)	1,793,263	728,678	1,064,585
Hardware stores (NAICS 44413)	4,100,778	3,524,440	576,337
Other building material dealers (NAICS 44419)	15,602,073	21,120,765	-5,518,691
Lawn and garden equipment and supplies stores (NAICS 4442)	6,650,114	11,726,739	-5,076,624
Outdoor power equipment stores (NAICS 44421)	998,766	423,255	575,511
Nursery, garden center, and farm supply stores (NAICS 44422)	5,651,348	11,303,484	-5,652,135
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	106,868,893	36,571,472	70,297,421
Grocery stores (NAICS 4451)	96,540,469	35,221,417	61,319,051
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	92,586,879	31,131,860	61,455,018
Convenience stores (NAICS 44512)	3,953,590	4,089,557	-135,967
Specialty food stores (NAICS 4452)	3,413,770	1,059,765	2,354,006
Meat markets (NAICS 44521)	1,128,025	45,990	1,082,035
Fish and seafood markets (NAICS 44522)	409,404	0	409,404
Fruit and vegetable markets (NAICS 44523)	696,499	312,654	383,845
Other specialty food stores (NAICS 44529)	1,179,843	701,121	478,723
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	643,441	148,699	494,742
All other specialty food stores (NAICS 445299)	536,403	552,422	-16,019
Beer, wine, and liquor stores (NAICS 4453)	6,914,653	290,290	6,624,364
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	53,814,901	29,774,716	24,040,185
Pharmacies and drug stores (NAICS 44611)	44,562,060	28,041,901	16,520,159
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	3,404,919	476,236	2,928,683
Optical goods stores (NAICS 44613)	2,067,572	0	2,067,572
Other health and personal care stores (NAICS 44619)	3,780,350	1,256,579	2,523,771
Food (health) supplement stores (NAICS 446191)	1,334,900	0	1,334,900
All other health and personal care stores (NAICS 446199)	2,445,450	1,256,579	1,188,871
Gasoline Stations			
Gasoline stations (NAICS 447)	79,869,232	105,479,865	-25,610,633

Retail Market Power® 2020

Trade Area: Primary Retail Trade Area (Lindale, Texas)	2020 Demand ($)	2020 Supply ($)	Opportunity Gap/Surplus ($)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	33,633,700	10,210,449	23,423,251
Clothing stores (NAICS 4481)	23,752,541	9,956,196	13,796,345
Men's clothing stores (NAICS 44811)	1,216,022	187,970	1,028,052
Women's clothing stores (NAICS 44812)	4,850,415	4,747,685	102,729
Children's and infants' clothing stores (NAICS 44813)	1,142,434	363,490	778,944
Family clothing stores (NAICS 44814)	13,842,541	2,916,749	10,925,792
Clothing accessories stores (NAICS 44815)	1,020,627	950,626	70,001
Other clothing stores (NAICS 44819)	1,680,502	789,674	890,827
Shoe stores (NAICS 4482)	5,073,496	138,570	4,934,925
Jewelry, luggage, and leather goods stores (NAICS 4483)	4,807,663	115,683	4,691,980
Jewelry stores (NAICS 44831)	4,300,331	115,671	4,184,660
Luggage and leather goods stores (NAICS 44832)	507,333	12	507,321
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	9,348,308	4,916,493	4,431,815
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	8,210,295	4,492,926	3,717,370
Sporting goods stores (NAICS 45111)	5,122,104	3,217,767	1,904,337
Hobby, toy, and game stores (NAICS 45112)	1,765,507	67,246	1,698,261
Sewing, needlework, and piece goods stores (NAICS 45113)	600,669	1,062,201	-461,533
Musical instrument and supplies stores (NAICS 45114)	722,016	145,711	576,304
Book stores and news dealers (NAICS 4512)	1,138,012	423,567	714,445
Book stores (NAICS 451211)	998,526	423,567	574,958
News dealers and newsstands (NAICS 451212)	139,487	0	139,487
General Merchandise Stores			
General merchandise stores (NAICS 452)	100,591,527	124,784,481	-24,192,954
Department stores (NAICS 4522)	18,701,077	19,924,980	-1,223,904
Other general merchandise stores (NAICS 4523)	81,890,451	104,859,501	-22,969,050
Warehouse clubs and supercenters (NAICS 452311)	69,425,762	76,978,193	-7,552,431
All other general merchandise stores (NAICS 452319)	12,464,689	27,881,308	-15,416,619
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	18,006,330	6,360,682	11,645,648
Florists (NAICS 4531)	994,738	132,645	862,093
Office supplies, stationery, and gift stores (NAICS 4532)	3,398,411	287,278	3,111,133
Office supplies and stationery stores (NAICS 45321)	1,281,051	0	1,281,051
Gift, novelty, and souvenir stores (NAICS 45322)	2,117,360	287,278	1,830,082
Used merchandise stores (NAICS 4533)	2,339,398	226,884	2,112,514
Other miscellaneous store retailers (NAICS 4539)	11,273,784	5,713,875	5,559,909
Pet and pet supplies stores (NAICS 45391)	3,287,103	607,658	2,679,445
Art dealers (NAICS 45392)	1,247,164	0	1,247,164
Manufactured (mobile) home dealers (NAICS 45393)	1,420,321	2,923,925	-1,503,603
All other miscellaneous store retailers (NAICS 45399)	5,319,196	2,182,292	3,136,903
Tobacco stores (NAICS 453991)	2,347,046	1,042,387	1,304,660
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	2,972,149	1,139,906	1,832,244
Non-store Retailers			
Non-store retailers (NAICS 454)	106,259,723	14,508,777	91,750,946
Electronic shopping and mail-order houses (NAICS 4541)	96,777,674	10,191,672	86,586,001
Vending machine operators (NAICS 4542)	1,488,172	671,421	816,751
Direct selling establishments (NAICS 4543)	7,993,877	3,645,684	4,348,194
Fuel dealers (NAICS 45431)	2,801,686	2,205,266	596,420
Other direct selling establishments (NAICS 45439)	5,192,191	1,440,418	3,751,774
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	96,262,244	75,980,423	20,281,822
Special food services (NAICS 7223)	7,974,953	906,152	7,068,802
Food service contractors (NAICS 72231)	6,505,792	680,441	5,825,351
Caterers (NAICS 72232)	1,350,364	211,907	1,138,457
Mobile food services (NAICS 72233)	118,797	13,803	104,994
Drinking places (alcoholic beverages) (NAICS 7224)	3,073,781	1,143,059	1,930,722
Restaurants and other eating places (NAICS 7225)	85,213,510	73,931,212	11,282,298
Full-service restaurants (NAICS 722511)	40,040,640	30,297,948	9,742,692
Limited-service restaurants (NAICS 722513)	37,529,430	38,868,884	-1,339,455
Cafeterias, grill buffets, and buffets (NAICS 722514)	1,360,297	1,441,456	-81,159
Snack and non-alcoholic beverage bars (NAICS 722515)	6,283,143	3,322,924	2,960,219
Ice cream, soft serve and frozen yogurt shops (NAICS 7225151C + 7225152)	956,536	1,136,666	-180,130
Doughnut shops (NAICS 7225153)	988,920	727,663	261,257
Bagel shops (NAICS 7225154)	285,810	283,604	2,205
Coffee shops (NAICS 7225155)	2,689,803	580,805	2,108,998
Cookie shops (NAICS 7225156)	43,511	73,372	-29,861
Other snack and non-alcoholic beverage bars (NAICS 7225157)	1,318,564	520,814	797,750

Primary Retail Trade Area
Lindale, Texas

Retail Attractions, LLC
Economic Development Consulting

Map data ©2019 Google

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, LLC
Economic Development Consulting

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.

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

ACKNOWLEDGEMENTS

Nielsen-Claritas, Environics, Applied Geographic Solutions and all other data sources are highly respected data providers. However, these companies use algorithms to make estimates and projections. While these estimates and projections are based on years of research and adjustment, they are still only estimates and projections.

DISCLAIMER

All information is believed to be accurate and is presented in good faith by Retail Attractions, LLC under the terms and protections of the contact between the Client and Retail Attractions, LLC. While we do expect to successfully complete the objective of increasing commercial investment in your community, it is impossible to guarantee a level of investment or even any investment since market conditions, retailer's business plans, city policies and other market drivers are subject to change at any time and are beyond the control of Retail Attractions, LLC.

You understand and agree that any advice provided under this proposal is true and correct
to the best knowledge and ability of Retail Attractions, LLC and will be provided in good faith. The city accepts full responsibility for its decisions to act or not act according to said advice and agrees to indemnify and hold harmless Retail Attractions, LLC; its principals, employees, sub-contractors and associates pertaining to outcomes or situations that arise from the advice, materials or other items provided under this proposal agreement.

RETAIL ATTRACTIONS, LLC
Economic Development Consulting