

# Retail Sales Potential Summary

Geography: 70 Miles: Paris, Texas 70 Mile Radius

Index Base Average = 100

Index Base File: Entire US

## 2015A Demographic Overview

Total Population	749,909	Total Households	281,666	Median Income	\$43,940
% Male Population	49.5%	Average Household Size	2.6	Per Capita Income	\$22,908
% Female Population	50.4%	Household Growth from 2000 to 2010	13.0%	Average Household Income	\$60,218
Median Age	39.1	% Owner Occupied Housing Units	87.1%	Employees	231,091
Population Density	48.6	% Vacant Housing Units	12.8%	Establishments	25,716

## 2015A Annual Retail

	Aggregate Dollars	Average Dollars	Percent of Total	Index
Automotive Dealers	\$934,918,220	3319.241700	14.3%	100
Automotive Parts, Accessories, & Tire Stores	\$61,764,517	219.282700	0.9%	106
Beer, Wine, & Liquor Stores	\$34,211,495	121.461100	0.5%	83
Book Stores	\$15,333,303	54.437900	0.2%	80
Childrens and Infants Clothing Stores	\$10,012,368	35.546900	0.1%	106
Clothing Accessories Stores	\$4,764,014	16.913700	0.0%	86
Convenience Stores	\$31,045,197	110.219800	0.4%	90
Cosmetics, Beauty Supplies and Perfume Stores	\$7,580,800	26.914100	0.1%	105
Department Stores excluding leased depts	\$209,838,021	744.988300	3.2%	94
Drinking Place - Alcoholic Beverages	\$22,562,610	80.104100	0.3%	95
Family Clothing Stores	\$78,566,917	278.936300	1.2%	87
Florists	\$4,883,336	17.337300	0.0%	83
Full-service Restaurants	\$345,460,930	1226.490500	5.3%	97
Furniture Stores	\$5,680,792	20.168500	0.0%	98
Gift, Novelty, and Souvenir Stores	\$18,228,462	64.716500	0.2%	93
Hardware Stores	\$11,413,180	40.520200	0.1%	91
Hobby, Toys and Games Stores	\$14,448,841	51.297700	0.2%	93
Home Centers	\$108,561,113	385.424700	1.6%	88
Home Furnishing Stores	\$30,265,451	107.451500	0.4%	94
Household Appliances Stores	\$22,541,131	80.027800	0.3%	92
Jewelry Stores	\$14,564,221	51.707400	0.2%	96
Limited-service Eating Places	\$356,406,588	1265.350900	5.4%	98
Luggage & Leather Goods Stores	\$2,462,079	8.741100	0.0%	92
Mens Clothing Stores	\$9,106,091	32.329400	0.1%	87
Musical Instrument and Supplies Stores	\$2,908,044	10.324400	0.0%	111

News Dealers and Newsstands	\$1,315,073	4.668900	0.0%	90
Nursery and Garden centers	\$28,744,211	102.050600	0.4%	89
Office Supplies and Stationery Stores	\$22,717,643	80.654500	0.3%	95
Optical Goods Stores	\$10,586,360	37.584800	0.1%	92
Other Building Materials Dealers	\$101,803,313	361.432500	1.5%	87
Other Clothing Stores	\$9,168,832	32.552100	0.1%	83
Other General Merchandise Stores	\$481,405,775	1709.135700	7.3%	94
Other Health and Personal Care Stores	\$10,210,549	36.250500	0.1%	103
Other Miscellaneous Store Retailers	\$82,999,707	294.674000	1.2%	109
Other Motor Vehicle Dealers	\$53,317,386	189.292800	0.8%	79
Outdoor Power Equipment Stores	\$4,151,856	14.740300	0.0%	81
Paint and Wallpaper Stores	\$8,820,852	31.316700	0.1%	81
Pharmacies and Drug Stores	\$158,784,867	563.734200	2.4%	102
Radio, Television and Other Electronics Stores	\$52,987,726	188.122400	0.8%	100
Sew/Needlework/Piece Goods Stores	\$1,537,918	5.460100	0.0%	91
Shoe Stores	\$38,405,336	136.350500	0.5%	90
Special Foodservices	\$3,890,299	13.811700	0.0%	96
Specialty Food Stores	\$28,653,893	101.730000	0.4%	87
Sporting Goods Stores	\$24,056,101	85.406400	0.3%	70
Supermarkets and Other Grocery (except Convenience) Stores	\$745,589,836	2647.068800	11.4%	89
Used Merchandise Stores	\$8,133,622	28.876800	0.1%	91
Womens Clothing Stores	\$32,725,510	116.185400	0.5%	83
Total Annual Retail	\$6,516,414,884	23135.238400	100%	0