

## **Methodology: Drive-Time Trade Area**

### **Drive-Time**

People today shop by convenience, and measure distance in time, not miles. Therefore, CommunityID utilizes a comprehensive database that can determine the time it takes to travel between any two points anywhere in the U.S. A custom drive-time trade area is determined for your sites based on how far customers are willing to travel to purchase various products and services.

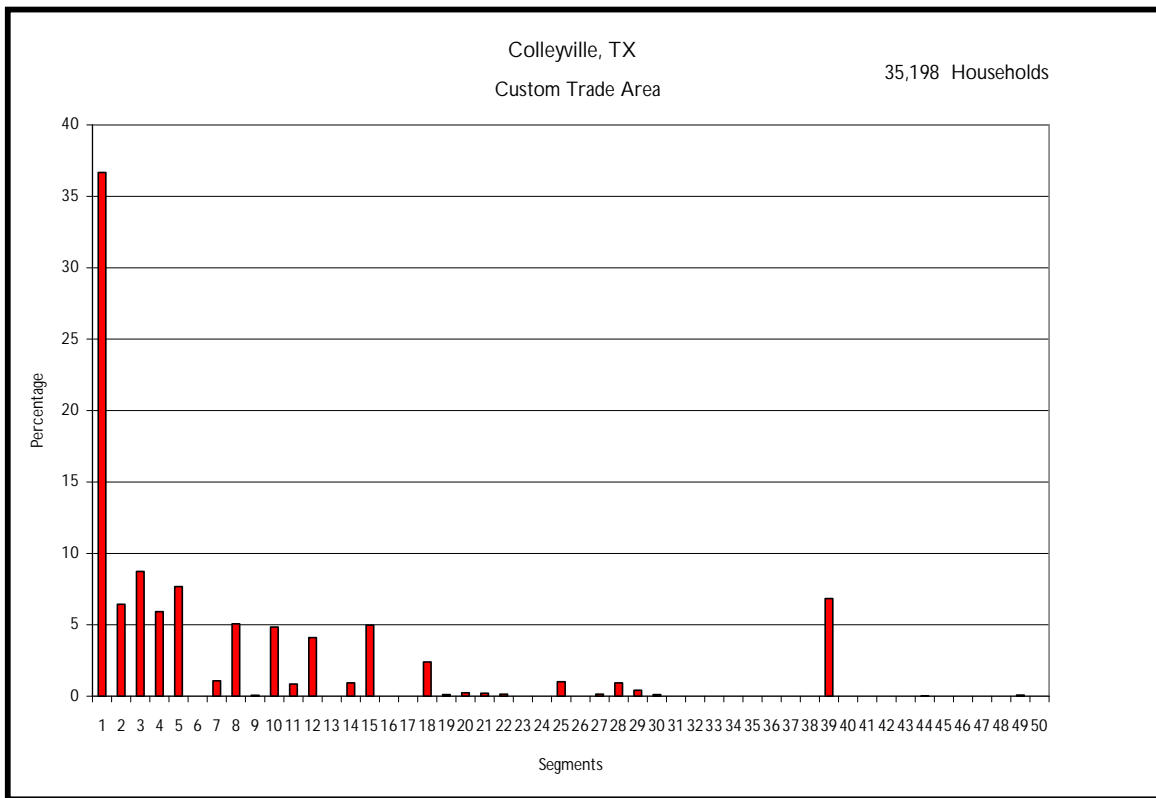
Traditional trade area methodology uses concentric rings around a retail site location. Concentric rings do not account for both human behavior and physical geography that may influence how and why a customer patronizes a retail area. Because of the limitations with concentric rings, Buxton has developed the technology required to define a trade area according to the amount of time it takes to drive to a location. A drive-time is the surrounding geography of a site where individuals in a household can reach that site within a set amount of time, such as 15-minutes. Unlike a circular trade area definition, a drive-time trade area can be irregularly shaped because of the particular configuration of the local road network, differences in maximum speeds on various roads, geographic barriers, etc.

## Retail Site

### Custom Trade Area Segmentation

Each household in the U.S. can be described by one of fifty segments, based upon its consumer habits and spending patterns. This graph depicts the segments, by percent of total households that comprise the trade area for the proposed site. A segment that represents at least five percent of a trade area is considered a dominant segment.

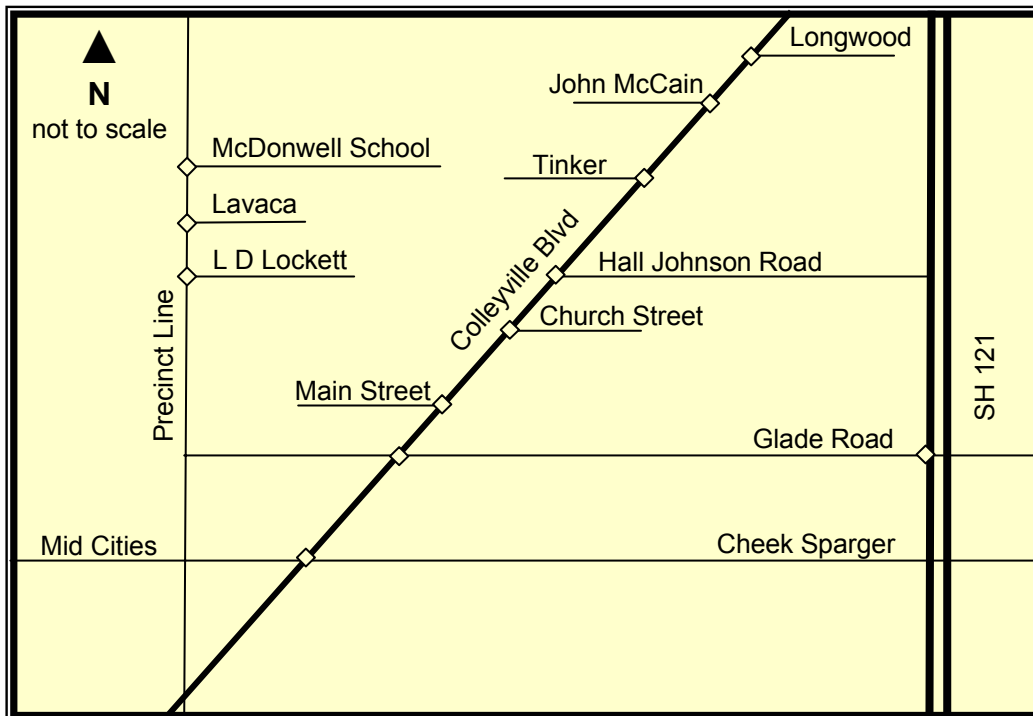
The chart at the bottom of this page provides household counts and indicates the percent of all households in the trade area that are classified in each dominant segment. The next page provides a brief description of dominant segments. The methodology section of this report includes a full description of each segment.



Dominant Segments	Description	Households	% Of All Households
1	Upper Crust	12,910	36.68%
2	Lap of Luxury	2,264	6.43%
3	Established Wealth	3,077	8.74%
4	Mid-Life Success	2,086	5.93%
5	Prosperous Metro Mix	2,699	7.67%
39	On Their Own	2,408	6.84%

## Traffic Counts taken in 2004 and 2005

<u>Street</u>	<u>@ Intersection</u>	<u>North/East</u>	<u>South/West</u>	<u>Combined</u>
Church Street	Colleyville Blvd (SH 26)	1,304	1,447	2,751
Colleyville Blvd (SH 26)	Cheek Sparger	13,490	18,310	31,800
Colleyville Blvd (SH 26)	Church Street	27,760	23,902	51,662
Colleyville Blvd (SH 26)	Glade Road	18,216	19,162	37,378
Colleyville Blvd (SH 26)	Hall Johnson	16,534	13,241	29,775
Colleyville Blvd (SH 26)	Main Street	24,249	15,954	40,203
Colleyville Blvd (SH 26)	Tinker	14,416	13,902	28,318
Colleyville Blvd (SH26)	John McCain	12,644	15,234	27,878
Colleyville Blvd (SH26)	Longwood	18,976	16,656	35,632
Glade Road	Colleyville Blvd (SH26)	7,030	7,266	14,296
Glade Road	SH 121	10,627	11,174	21,801
Hall Johnson	Colleyville Blvd (SH 26)	2,086	6,781	8,867
McDonwell School	Precinct Line Road	2,748	2,258	5,006
Precinct Line Road	LD Lockett	17,121	10,761	27,882
Precinct Line Road	McDonwell School	9,960	9,038	18,998



## Retail Site

### Custom Trade Area Demographic Summary

The chart below presents pertinent data and information that guided our findings and our recommendation of retailers and restaurants.

Population	Retail Site
2008 Projection	106,268
2003 Estimate	96,197
2000 Census	90,094
1990 Census	66,109
Growth from 1990-2000	36.28%

Households	Retail Site
2008 Projection	38,701
2003 Estimate	35,198
2000 Census	33,023
1990 Census	24,023
Growth from 1990 - 2000	37.47%

Income	Retail Site
2003 Average Household Income	\$115,159
2003 Median Household Income	\$87,497
2003 Per Capita Income	\$42,223

Property Value	Retail Site
2003 Median Property Value	\$177,093

Traffic Count	Retail Site
Vehicles Per Day	51,662

Analysis Geography: **Colleyville, TX****DEMOGRAPHIC DETAIL, Page 1**

Hwy 26 &amp; Church Street

**POPULATION**

2008 PROJECTION	106,268
2003 ESTIMATE	96,197
2000 CENSUS	90,094
1990 CENSUS	66,109
GROWTH 1990-2000	36.28%

**HOUSEHOLDS**

2008 PROJECTION	38,701
2003 ESTIMATE	35,198
2000 CENSUS	33,023
1990 CENSUS	24,023
GROWTH 1990-2000	37.47%

**2003 POPULATION BY RACE & ORIGIN**

	96,197
WHITE	89.33%
BLACK	2.63%
ASIAN & PACIFIC ISLANDER	3.29%
OTHER RACES	4.75%
SPANISH ORIGIN	7.89%

**2003 HISPANIC RACE BASE**

	7,589
WHITE	59.27%
BLACK	0.78%
ASIAN	0.26%
OTHER	39.68%

**1990 HISPANIC POPULATION BY TYPE**

NOT OF HISPANIC ORIGIN	95.80%
MEXICAN	2.92%
PUERTO RICAN	0.40%
CUBAN	0.10%
OTHER HISPANIC	0.79%

**2003 EST. POPULATION BY SEX**

MALE	49.32%
FEMALE	50.68%

Analysis Geography: Colleyville, TX

## DEMOGRAPHIC DETAIL, Page 2

	Hwy 26 & Church Street
<b>2003 EST. HOUSEHOLDS BY INCOME</b>	35,198
\$150,000 OR MORE	21.22%
\$100,000 TO \$149,999	21.76%
\$ 75,000 TO \$ 99,999	14.03%
\$ 50,000 TO \$ 74,999	16.45%
\$ 35,000 TO \$ 49,999	11.40%
\$ 25,000 TO \$ 34,999	6.64%
\$ 15,000 TO \$ 24,999	4.65%
\$5,000 TO \$15,000	2.80%
UNDER \$5,000	1.05%
2003 EST. AVERAGE HH INCOME	\$115,159
2003 EST. MEDIAN HH INCOME	\$87,497
2003 EST. INCOME PER CAPITA	\$42,223
<b>1990 POPULATION BY HOUSEHOLD TYPE</b>	
FAMILY HOUSEHOLDS	89.74%
NON FAMILY HOUSEHOLDS	9.76%
GROUP QUARTERS	0.49%
<b>MARITAL STATUS PERSONS 15+</b>	
SINGLE MALE	11.33%
SINGLE FEMALE	9.29%
MARRIED	66.60%
PREVIOUSLY MARRIED MALE	4.39%
PREVIOUSLY MARRIED FEMALE	8.38%
<b>1990 HOUSEHOLDS BY TYPE</b>	
SINGLE MALE	8.96%
SINGLE FEMALE	9.20%
MARRIED COUPLE	68.71%
OTHER FAMILY-MALE HEAD	2.34%
OTHER FAMILY-FEMALE HEAD	6.79%
NON FAMILY-MALE HEAD	2.33%
NON FAMILY-FEMALE HEAD	1.66%
<b>HOUSEHOLDS BY AGE BY POVERTY STATUS</b>	23,895
ABOVE POVERTY UNDER AGE 65	90.74%
ABOVE POVERTY AGE 65 +	6.35%
BELOW POVERTY UNDER AGE 65	2.59%
BELOW POVERTY AGE 65 +	0.32%

Analysis Geography: Colleyville, TX

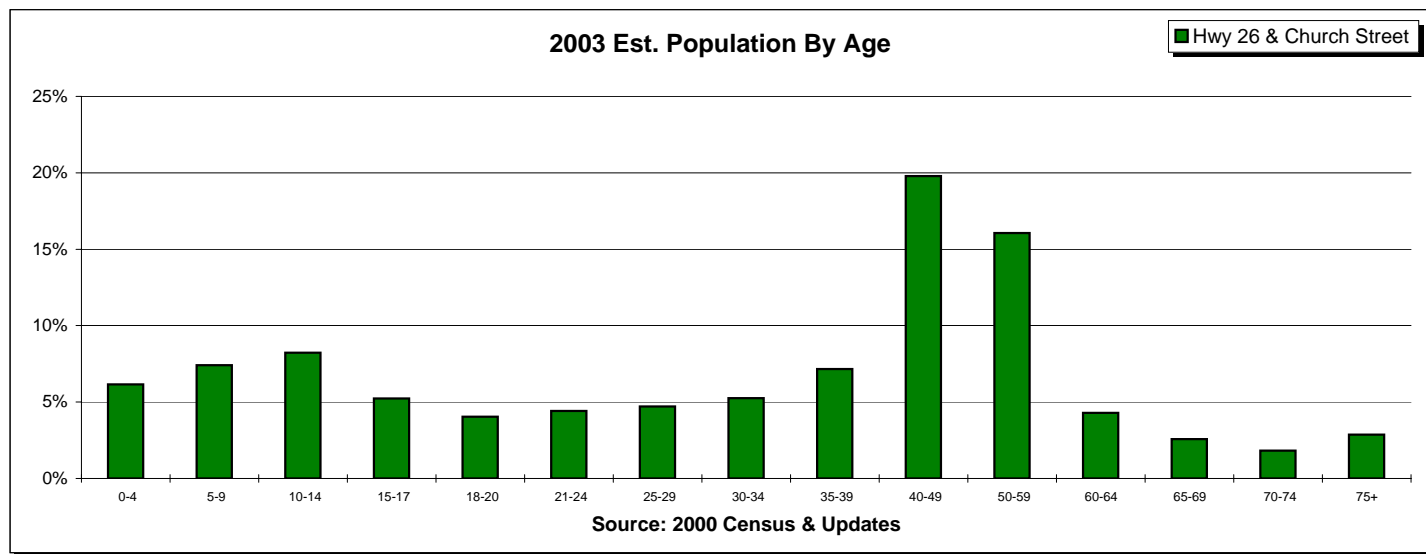
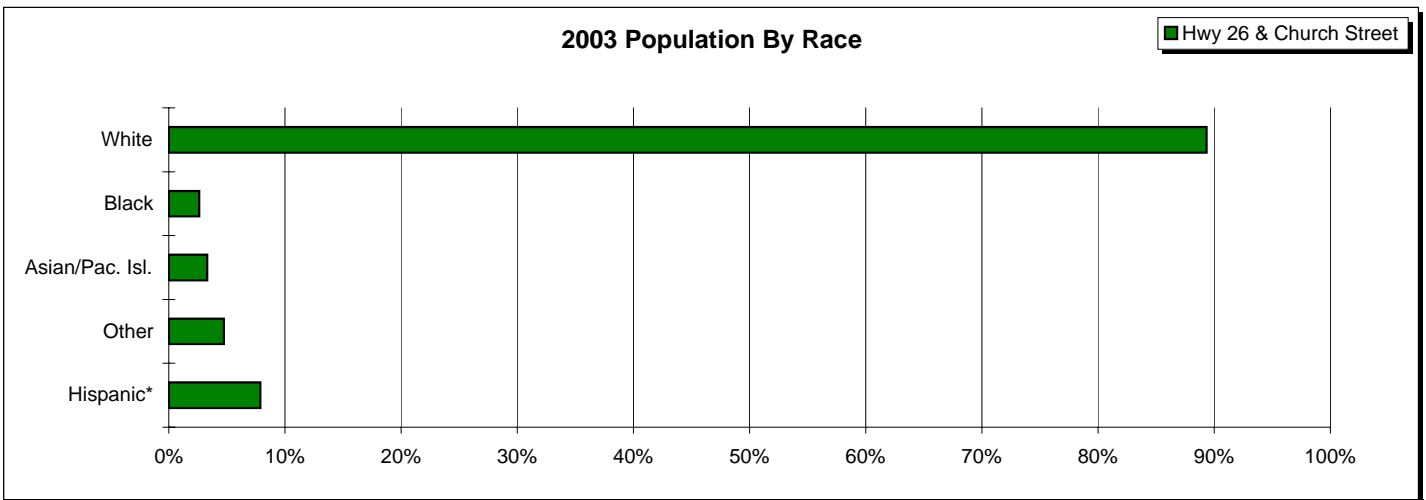
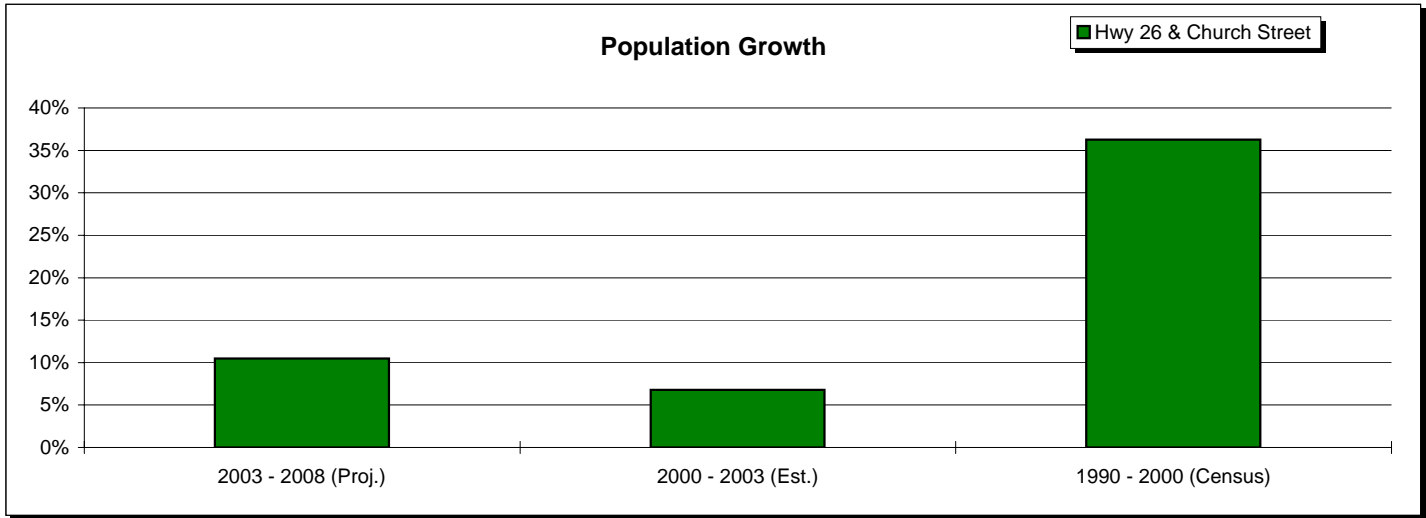
## DEMOGRAPHIC DETAIL, Page 3

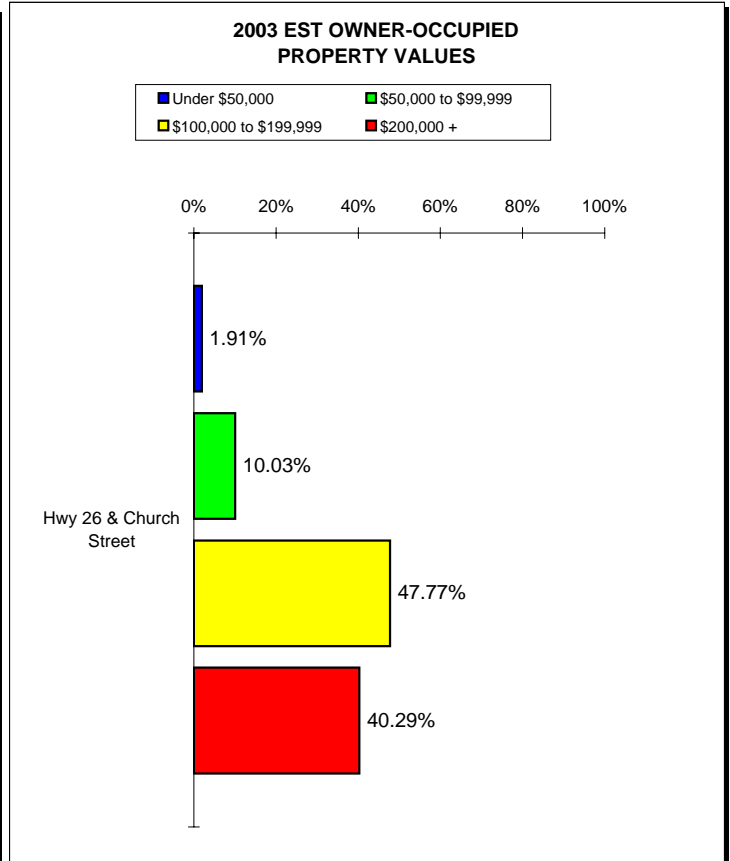
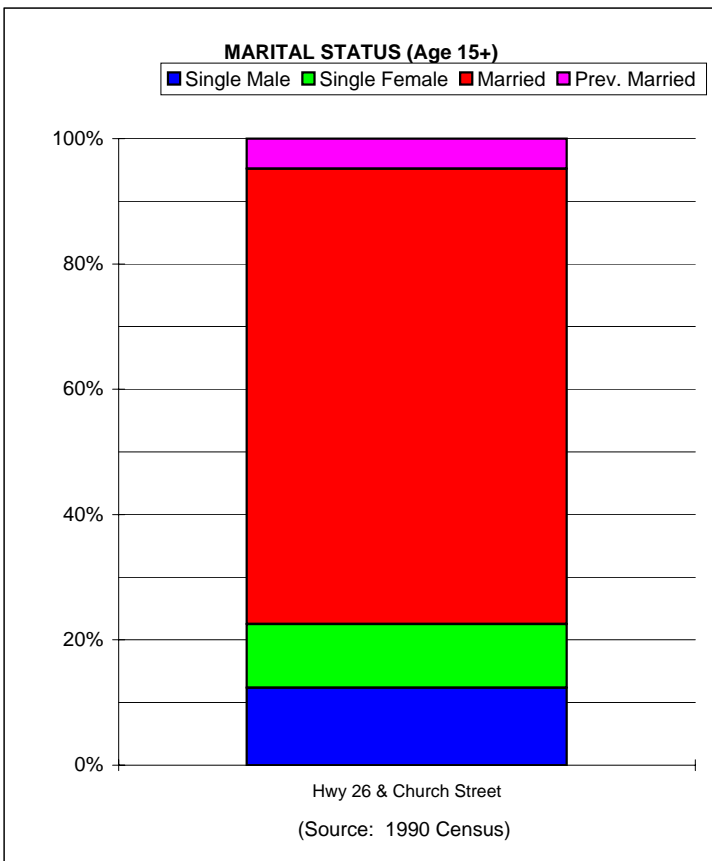
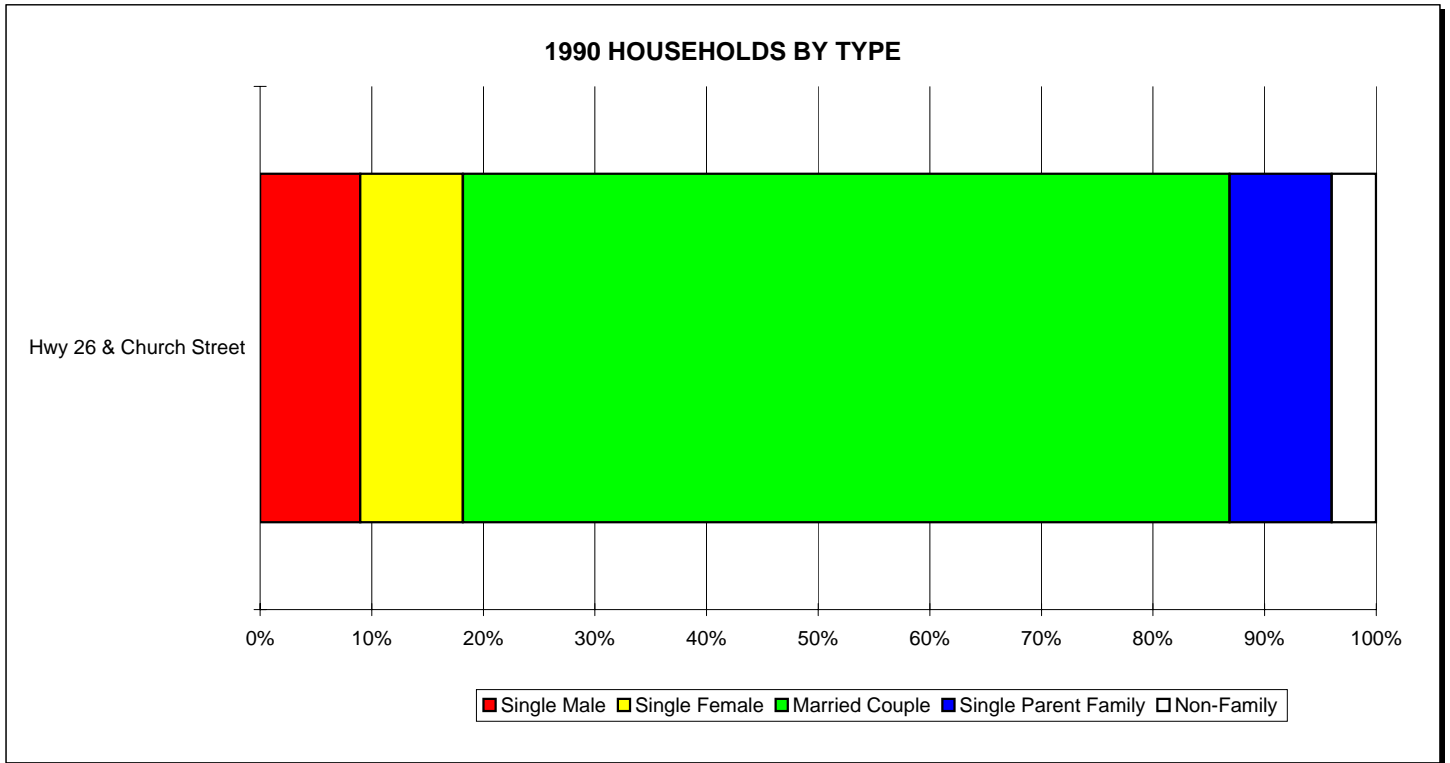
	Hwy 26 & Church Street
<b>2003 EST. POPULATION BY AGE</b>	96,197
UNDER 5 YEARS	6.16%
5 TO 9 YEARS	7.41%
10 TO 14 YEARS	8.22%
15 TO 17 YEARS	5.24%
18 TO 20 YEARS	4.03%
21 TO 24 YEARS	4.42%
25 TO 29 YEARS	4.70%
30 TO 34 YEARS	5.26%
35 TO 39 YEARS	7.16%
40 TO 49 YEARS	19.78%
50 TO 59 YEARS	16.07%
60 TO 64 YEARS	4.28%
65 TO 69 YEARS	2.58%
70 TO 74 YEARS	1.82%
75+ YEARS	2.86%
MEDIAN AGE	38.18
<b>POPULATION ENROLLED IN SCHOOL</b>	19,160
PUBLIC PRE- PRIMARY	3.93%
PRIVATE PRE- PRIMARY	4.41%
PUBLIC ELEM/HIGH	60.96%
PRIVATE ELEM/HIGH	4.56%
ENROLLED IN COLLEGE	26.14%
<b>POPULATION (25+) BY EDUCATION LEVEL</b>	41,700
ELEMENTARY (0-8)	1.61%
SOME HIGH SCHOOL (9-11)	4.81%
HIGH SCHOOL GRAD. (12)	19.49%
SOME COLLEGE (13-15)	27.44%
ASSOCIATES DEGREE	7.53%
BACHELORS DEGREE	28.07%
GRADUATE DEGREE	11.05%
<b>POPULATION BY URBAN VS. RURAL</b>	
URBAN	100.00%
RURAL	0.00%

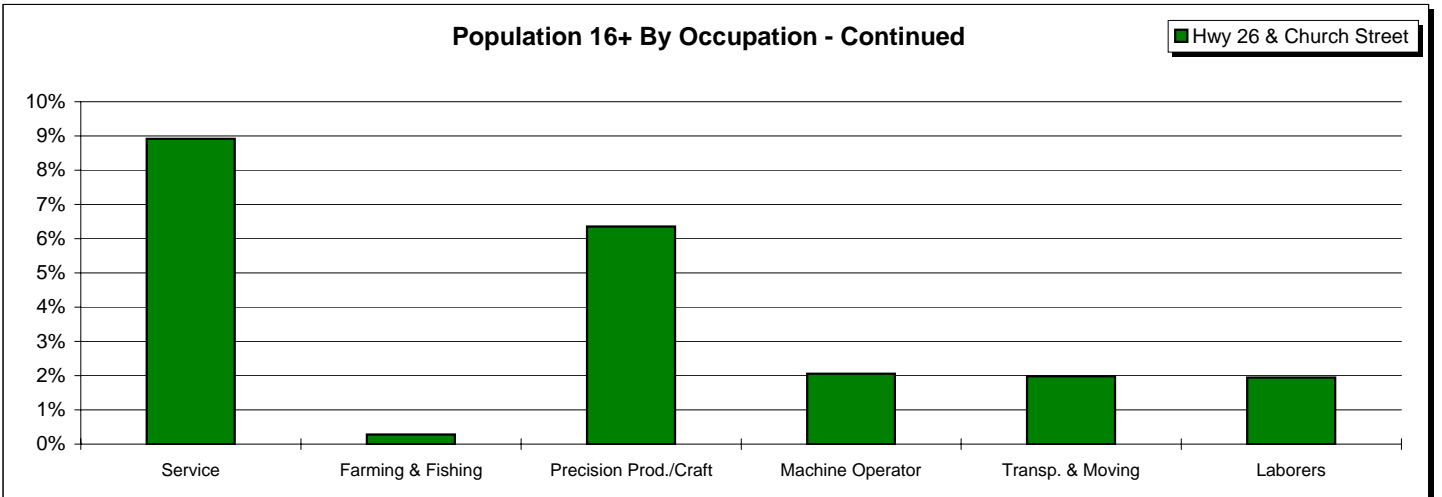
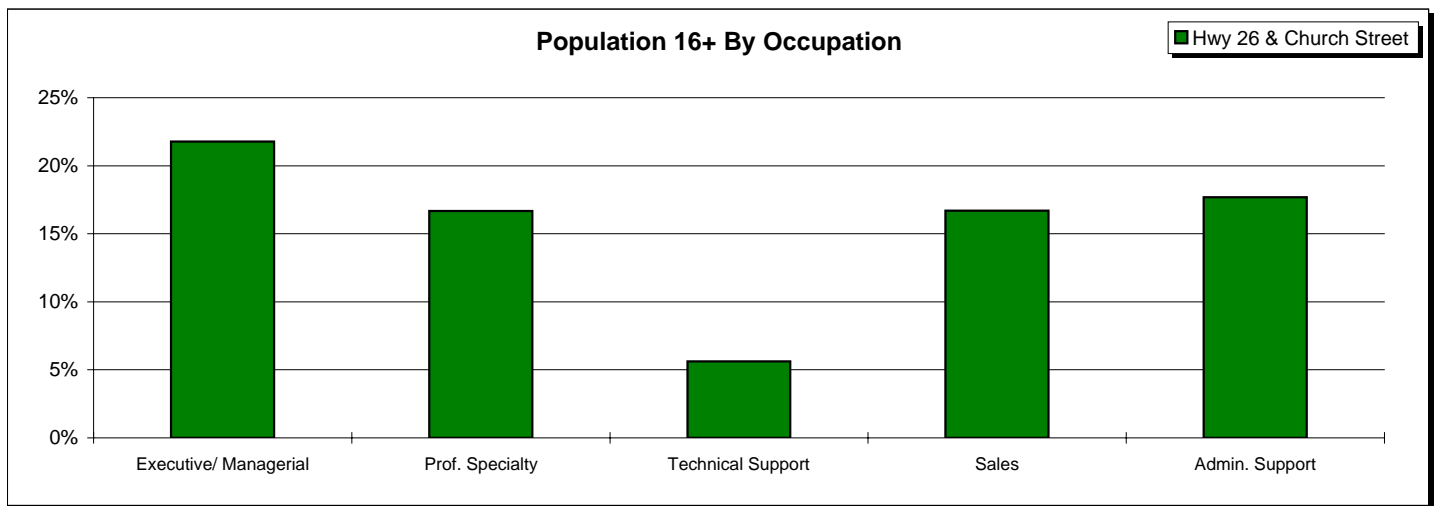
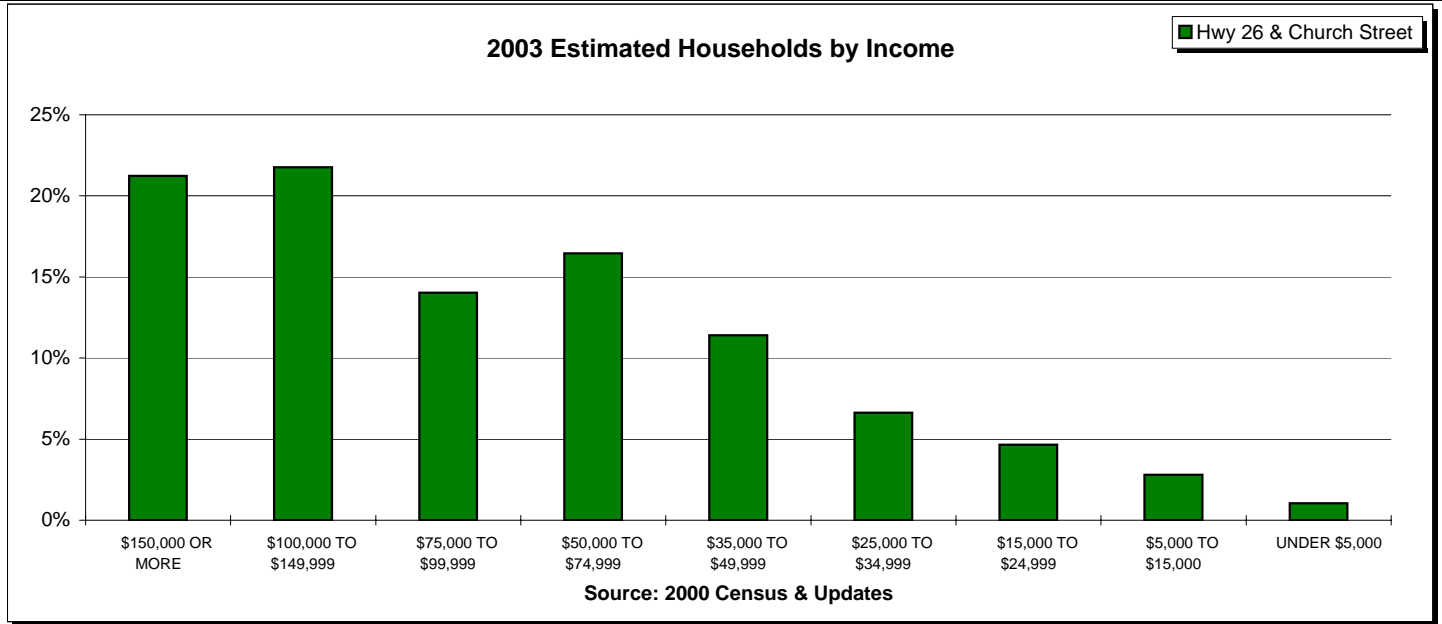
Analysis Geography: Colleyville, TX

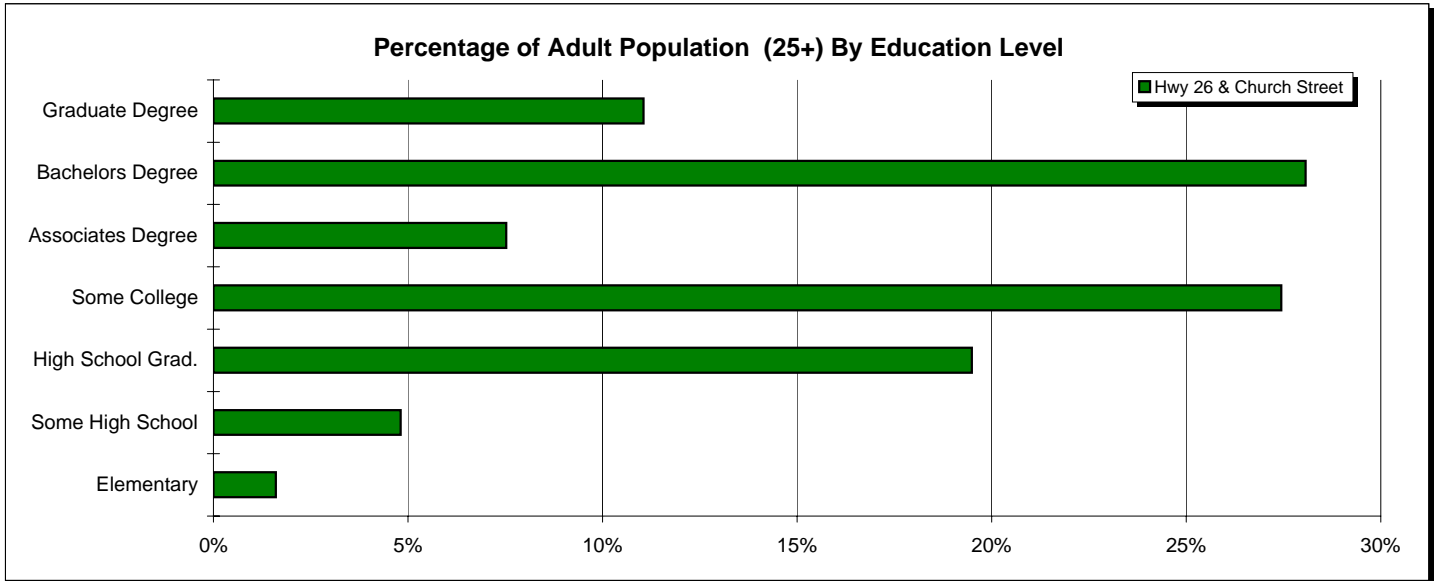
## DEMOGRAPHIC DETAIL, Page 4

	Hwy 26 & Church Street
<b>POPULATION 16+ BY OCCUPATION</b>	37,614
EXECUTIVE AND MANAGERIAL	21.79%
PROFESSIONAL SPECIALTY	16.68%
TECHNICAL SUPPORT	5.61%
SALES	16.70%
ADMINISTRATIVE SUPPORT	17.68%
SERVICE: PRIVATE HOUSEHOLD	0.38%
SERVICE: PROTECTIVE	1.21%
SERVICE: OTHER	7.32%
FARMING FORESTRY & FISHING	0.28%
PRECISION PRODUCT. & CRAFT	6.36%
MACHINE OPERATOR	2.05%
TRANS. AND MATERIAL MOVING	1.99%
LABORERS	1.94%
<b>FEMALES 16+ WITH CHILDREN 0-17</b>	25,587
WORKING WITH CHILD < 6	5.91%
NOT WORKING WITH CHILD < 6	0.31%
NOT IN LABOR FORCE WITH CHILD < 6	3.66%
WORKING WITH CHILD 6-17	16.66%
NOT WORKING WITH CHILD 6-17	0.88%
NOT IN LAB. FORCE WITH CHILD 6-17	5.62%
WORKING WITH CHILD 0-5 & 6-18	4.57%
NOT WORKING WITH CHILD 0-5 & 6-18	0.12%
NOT IN LAB. FORCE W/CHILD 0-5 & 6-18	3.04%
WORKING WITH NO CHILDREN	38.81%
NOT WORKING WITH NO CHILDREN	1.63%
NOT IN LAB. FORCE WITH NO CHILD.	18.80%
<b>2003 EST. OWNER OCCUPIED PROPERTY VALUES</b>	
UNDER \$25,000	0.99%
\$25,000 TO \$49,999	0.92%
\$50,000 TO \$74,999	1.59%
\$75,000 TO \$99,999	8.44%
\$100,000 TO \$149,999	26.57%
\$150,000 TO \$199,999	21.20%
\$200,000 TO \$299,999	18.58%
\$300,000 TO \$399,999	10.25%
\$400,000 TO \$499,999	5.96%
\$500,000+	5.50%
<b>MEDIAN PROPERTY VALUE</b>	\$177,093





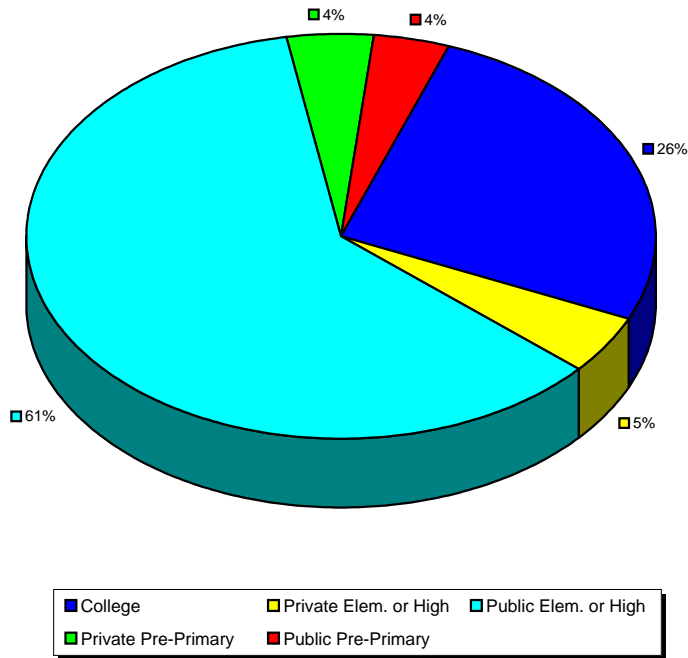




**POPULATION ENROLLED IN SCHOOL**

Hwy 26 & Church Street

N= 41,700



# Retail Trade Potential

Analysis area: State Highway 26 and Main Street Colleyville, Texas

## Category Totals

	7 Min Drive
Food at Home	\$181,980,691
Food Away from Home	\$210,670,397
Alcoholic Beverages	\$79,703,848
Smoking Products & Supplies	\$22,310,305
Personal Care Products & Services	\$35,354,128
Day Care	\$17,444,605
Household Furnishings & Services	\$337,826,974
Housing Expenses	\$36,023,415
Apparel	\$228,976,542
Sports & Recreation	\$71,489,431
Miscellaneous	\$144,203,297
Education	\$60,297,721
Automotive	\$396,819,970
Health Care	\$143,248,038
<b>TOTAL</b>	<b>\$1,966,349,362</b>

# Retail Trade Potential

Analysis area: State Highway 26 and Main Street Colleyville, Texas

## Food at Home

7 Min Drive

<b>Cereals &amp; Cereal Products</b>	<b>\$9,481,597</b>
Cereals	\$5,084,210
Rice	\$1,295,552
Pasta, Cornmeal, and Other	\$1,786,359
Flour	\$1,315,476
<b>Bakery Products</b>	<b>\$20,629,373</b>
Cookies	\$2,831,789
Crackers	\$1,568,193
Bread Products	\$16,229,392
<b>Fish &amp; Seafood</b>	<b>\$4,679,676</b>
Canned Fish	\$659,797
Frozen Fish	\$1,054,606
Fresh Fish	\$2,965,273
<b>Meats &amp; Poultry</b>	<b>\$35,707,469</b>
Meats	\$24,033,371
Poultry	\$11,674,098
<b>Juices</b>	<b>\$5,687,544</b>
Frozen Juices	\$518,089
Other Juices	\$5,169,454
<b>Fruits &amp; Vegetables</b>	<b>\$22,140,061</b>
Fresh Fruits & Vegetables	\$15,629,759
Frozen Fruits & Vegetables	\$2,585,303
Canned Fruits & Vegetables	\$2,972,649
Other Vegetables	\$952,349
<b>Dairy Products</b>	<b>\$19,702,486</b>
Eggs	\$1,725,920
Fresh Whole Milk All Types	\$5,075,148
Cream	\$505,678
Butter & Margarine	\$1,440,424
Cheese	\$5,642,058
Ice Cream Related Products	\$3,330,132
Other Dairy Products	\$1,983,126
<b>Sugar &amp; Other Sweets</b>	<b>\$11,334,445</b>
Candy & Chewing Gum	\$7,349,514
Jams, Jellies, and Preserves	\$2,192,287
Sugar & Artificial Sweeteners	\$1,792,644
<b>Fats &amp; Oils</b>	<b>\$1,665,189</b>
Fats & Oil Products	\$802,244
Non-Dairy Cream	\$386,543
Peanut Butter	\$476,403
<b>Non-Alcoholic Beverages</b>	<b>\$21,948,669</b>
Coffee	\$3,511,075
Non-Carbonated Beverages	\$5,684,884
Carbonated Beverages	\$11,340,086
Tea	\$1,412,624
<b>Prepared Foods</b>	<b>\$29,004,181</b>

# Retail Trade Potential

Analysis area: State Highway 26 and Main Street Colleyville, Texas

## Food at Home

7 Min Drive

Canned / Packaged Soup	\$2,278,753
Frozen Meals	\$1,705,882
Frozen Prepared Food	\$3,956,102
Potato Chips & Other Snacks	\$4,821,958
Nuts	\$1,153,982
Salt & Other Seasonings	\$1,185,127
Sauces & Gravies	\$2,323,953
Prepared Salads	\$1,186,625
Baby Food	\$1,767,278
Condiments	\$4,181,044
Miscellaneous Prepared Food	\$4,443,478
<b>Housekeeping Supplies</b>	<b>\$12,433,437</b>
Soaps & Detergents	\$1,687,147
Other Laundry & Cleaning Products	\$1,294,587
Paper Towels & Napkins	\$3,662,589
Miscellaneous Housekeeping Products	\$5,789,115

## Food Away From Home

7 Min Drive

<b>Lunch</b>	<b>\$46,519,122</b>
Lunch Fast Food	\$26,327,376
Lunch Full Service	\$20,191,746
<b>Dinner</b>	<b>\$76,990,950</b>
Dinner Fast Food	\$24,667,862
Dinner Full Service	\$52,323,088
<b>Breakfast &amp; Brunch</b>	<b>\$12,364,144</b>
Breakfast & Brunch Fast Food	\$5,174,317
Breakfast & Brunch Full Service	\$7,189,826
<b>Other</b>	<b>\$74,796,181</b>
Snacks & Non-Alcoholic Beverages	\$14,060,227
Catered Affairs	\$6,105,309
Food & Non-Alcoholic Beverages on Trips	\$54,630,645

## Alcoholic Beverages

7 Min Drive

<b>Alcoholic Beverages at Home</b>	<b>\$34,249,450</b>
Beer & Ale at Home	\$13,309,413
Whiskey at Home	\$3,540,576
Wine at Home	\$9,660,814
Other Alcoholic Beverages at Home	\$7,738,648
<b>Alcoholic Beverages Away from Home</b>	<b>\$45,454,399</b>
Beer & Ale Away from Home	\$15,288,792
Wine Away from Home	\$7,044,051
Other Alcoholic Beverages Away from Home	\$9,025,068
Alcohol at Restaurants & Etc.	\$14,096,488

# Retail Trade Potential

Analysis area: State Highway 26 and Main Street Colleyville, Texas

## Smoking Products & Supplies

7 Min Drive

Cigarettes	\$19,029,652
Cigars, Pipes, and Other Tobacco Products	\$3,280,653

## Personal Care Products & Services

7 Min Drive

<b>Services</b>	<b>\$16,283,131</b>
<b>Products</b>	<b>\$19,070,997</b>
Hair Care Products	\$4,770,064
Non-Electric Articles for Hair	\$596,872
Oral Hygiene Products & Articles	\$2,158,578
Shaving Needs	\$1,270,443
Cosmetics, Perfume, and Bath	\$7,718,029
Deodorant & Feminine Hygiene Products	\$2,242,591
Electric Personal Care Appliances	\$282,135
Wigs & Hairpieces	\$32,286

## Day Care

7 Min Drive

Babysitting & Child Care	\$3,464,466
Day Care, Nursery, and Pre-School	\$10,854,159
Eldercare	\$3,125,979

## Household Furnishings & Services

7 Min Drive

<b>Household Services</b>	<b>\$31,217,927</b>
Domestic Service	\$12,193,053
Gardening & Lawn Service	\$10,611,430
Miscellaneous Home Services	\$1,671,369
Termite & Pest Control Services	\$1,395,861
Moving, Storage, and Freight	\$5,346,215
<b>Domestic Textiles</b>	<b>\$13,029,739</b>
Bathroom Linens	\$3,056,015
Bedroom Linens	\$9,973,725
<b>Window &amp; Furniture Covers</b>	<b>\$19,914,776</b>
Kitchen & Dining Room Linens	\$579,893
Other Linens	\$477,703
Curtains & Drapes	\$5,416,176
Slipcovers & Decorative Pillows	\$598,240
Sewing Materials	\$3,033,037
Window Coverings	\$1,435,204
Non-Permanent Floor Coverings	\$3,111,857
Other Household Decorative Items	\$5,262,666
<b>Bedroom Furniture</b>	<b>\$12,203,675</b>
Mattress Springs	\$5,042,049
Other Bedroom Furniture	\$7,161,626
<b>Living &amp; Dining Room Furniture</b>	<b>\$22,029,721</b>
Living Room Chairs	\$4,745,585

# Retail Trade Potential

Analysis area: State Highway 26 and Main Street Colleyville, Texas

## Household Furnishings & Services

7 Min Drive

Living Room Tables	\$2,087,220
Sofas	\$9,552,131
Kitchen & Dining Room Furniture	\$5,644,785
<b>Other Furniture</b>	<b>\$11,130,921</b>
Infants Furniture	\$955,338
Patio, Porch, and Outdoor Furniture	\$1,508,283
Other Living & Family Room Furniture	\$5,081,441
Office Furniture & Equipment Home	\$1,477,618
Rental Office Furniture & Equipment Home	\$232,171
Infants Equipment	\$273,718
Lamps & Lighting Fixtures	\$1,130,073
Closet & Storage Items	\$472,279
<b>Major Household Appliances</b>	<b>\$18,808,740</b>
Purchase & Install Window AC	\$508,016
Purchase & Install Refrigerator Freezer	\$4,893,923
Purchase & Install Clothes Washer	\$2,131,845
Purchase & Install Clothes Dryer	\$1,768,329
Purchase & Install Stoves & Ovens	\$3,160,067
Purchase & Install Microwave Ovens	\$801,164
Purchase & Install Dishwashers	\$1,667,129
Repair of Household Appliances	\$1,999,979
Sewing Machines	\$401,871
Electric Floor Cleaning Equipment	\$1,476,419
<b>Small Appliances &amp; Housewares</b>	<b>\$36,206,519</b>
Small Electric Kitchen Appliances	\$1,593,370
Portable Heating & Cooling Equipment	\$684,197
Plastic Dinnerware	\$771,251
China & Other Dinnerware	\$6,587,097
Flatware	\$2,434,721
Glassware	\$2,806,050
Serving Pieces	\$1,368,118
Non-Electric Cookware	\$6,157,362
Clocks	\$330,680
Smoke Alarm	\$53,252
Miscellaneous Household Items	\$13,420,422
<b>Miscellaneous Household Equipment</b>	<b>\$26,351,834</b>
Power Tools	\$3,073,897
Non-Power Hand Tools	\$1,374,330
Fresh Flowers & Potted Plants	\$9,956,478
Outdoor Equipment	\$541,188
Lawn & Garden Supplies	\$7,904,698
Rental & Repair of Lawn Mowing Equipment	\$407,213
Yard Machinery Power & Non-Power	\$3,094,030
<b>Household Repairs</b>	<b>\$66,639,496</b>
Wall to Wall Carpet	\$10,055,789
Heat, AC, Electric Labor & Materials	\$5,906,966

# Retail Trade Potential

Analysis area: State Highway 26 and Main Street Colleyville, Texas

## Household Furnishings & Services

7 Min Drive

Plumbing & Water Heater Labor & Materials	\$2,473,254
Electrical Supplies & Heating & Cooling Equipment	\$219,318
Construction Materials	\$1,044,843
Hard Surface Floor Labor & Materials	\$1,169,495
Floor Repair & Replacement Materials	\$280,401
Patio, Masonry, and etc. Materials	\$85,906
Landscaping Materials	\$250,770
Remodeling & Maintenance Repair Materials	\$711,576
Paint & Wallpaper Supplies & Equipment	\$1,422,027
Paneling, Roofing, and Siding Materials	\$1,730,820
Plumbing Supplies & Equipment	\$460,125
Security System Management Fees	\$657,325
Miscellaneous Household Repairs	\$65,431
Miscellaneous Equipment & Hardware	\$8,797
Capital Improvements Material	\$8,777,390
Capital Improvements Labor	\$22,615,488
Roofing & Gutters Labor & Materials	\$5,990,782
Painting & Papering Labor & Materials	\$2,712,996
<b>TV, Radio, and Sound Equipment</b>	<b>\$80,293,626</b>
Comm Antenna or Cable TV	\$19,323,671
Color TVs All	\$12,371,019
VCRs & Video Disc Players	\$2,438,888
Radios	\$1,127,028
Sound Components & Component System	\$8,201,788
Record, Tape, CD, or Video Mail Order	\$1,056,973
Purchased CD or Tape not Club	\$4,763,006
Video Cassettes, Tapes, Discs	\$2,242,928
Computer Software Accessories Home Use	\$2,142,146
Computer Hardware Home Use	\$17,400,775
Repair Computer System Home Use	\$246,701
Calculator or Other Office Machine Home Use	\$310,775
Rental Video Cassette Tapes	\$2,811,295
Telephone Answering Devices	\$197,788
Telephone Accessories	\$1,301,341
Video Games Hardware & Software	\$2,478,348
Repair of TV, Radio, or Sound Equipment	\$1,803,565
Rental of Home Electronic Equipment	\$75,589

## Housing Expenses

7 Min Drive

<b>Fuels &amp; Utilities</b>	<b>\$4,728,978</b>
Fuel Oil	\$2,659,220
Gas Bottled or Tank	\$1,807,345
Other Home Heating Fuels	\$262,413
<b>Telephone Services</b>	<b>\$31,294,437</b>
Telephone Service Excluding Mobile Phone	\$26,747,927
Telephone Service For Mobile Phone	\$4,546,510

# Retail Trade Potential

Analysis area: State Highway 26 and Main Street Colleyville, Texas

## Apparel

7 Min Drive

<b>Women's Apparel</b>	<b>\$67,890,240</b>
Women's Coats & Jackets	\$3,371,814
Women's Dresses	\$11,400,708
Women's Sport Coats & Tailored Jackets	\$1,855,776
Women's Vests & Sweaters	\$4,264,182
Women's Shirts, Tops, and Blouses	\$9,662,672
Women's Skirts	\$2,680,574
Women's Pants	\$9,924,092
Women's Shorts & Shorts Sets	\$3,425,963
Women's Active Sportswear	\$2,027,899
Women's Sleepwear	\$1,628,316
Women's Undergarments	\$3,830,994
Women's Hosiery	\$2,520,439
Women's Suits	\$6,653,062
Women's Accessories	\$2,054,914
Women's Uniforms & Costumes	\$2,588,834
<b>Men's Apparel</b>	<b>\$42,790,604</b>
Men's Suits	\$6,035,401
Men's Sport Coats & Tailor Jackets	\$2,277,083
Men's Coats & Jackets	\$3,306,240
Men's Underwear	\$1,636,041
Men's Hosiery	\$1,033,925
Men's Nightwear & Loungewear	\$442,433
Men's Accessories	\$1,595,424
Men's Sweaters & Vests	\$1,712,243
Men's Active Sportswear	\$1,318,032
Men's Shirts	\$9,095,011
Men's Pants	\$10,301,962
Men's Shorts & Shorts Sets	\$2,568,150
Men's Uniforms & Costumes	\$1,468,658
<b>Girl's Apparel</b>	<b>\$14,573,765</b>
Girl's Coats & Jackets	\$772,266
Girl's Dresses & Suits	\$1,858,008
Girl's Shirts, Blouses, and Sweaters	\$3,233,264
Girl's Skirts & Pants	\$3,362,973
Girl's Shorts & Shorts Sets	\$1,746,729
Girl's Active Sportswear	\$618,367
Girl's Underwear & Sleepwear	\$963,040
Girl's Hosiery	\$362,735
Girl's Accessories	\$233,042
Girl's Uniforms & Costumes	\$1,423,342
<b>Boy's Apparel</b>	<b>\$11,697,400</b>
Boy's Coats & Jackets	\$721,565
Boy's Sweaters	\$301,847
Boy's Shirts	\$2,807,714
Boy's Underwear	\$543,282

# Retail Trade Potential

Analysis area: State Highway 26 and Main Street Colleyville, Texas

## Apparel

7 Min Drive

Boy's Nightwear	\$234,217
Boy's Hosiery	\$342,260
Boy's Accessories	\$159,755
Boy's Suits, Sport Coats, and Vests	\$394,468
Boy's Pants	\$3,335,999
Boy's Shorts & Shorts Sets	\$1,622,036
Boy's Active Sportswear	\$601,651
Boy's Uniforms & Costumes	\$632,606
<b>Infants' Apparel</b>	<b>\$5,378,025</b>
Infants' Coats, Jackets, and Snowsuit	\$233,000
Infants' Rompers, Dresses, and Outerwear	\$1,963,820
Infants' Undergarments	\$2,204,054
Infants' Sleeping Garments	\$415,222
Infants' Accessories	\$561,929
<b>Footwear (Excl Infants')</b>	<b>\$22,627,977</b>
Men's Footwear	\$7,232,092
Boy's Footwear	\$2,833,420
Girl's Footwear	\$2,520,831
Women's Footwear	\$10,041,634
<b>Other Apparel Products &amp; Services</b>	<b>\$64,018,532</b>
Clothing Material & Pattern	\$3,334,601
Clothing Rental & Storage	\$6,454,815
Clothing Repair & Alteration	\$10,903,095
Shoe Repair & Other Shoe Service	\$237,538
Coin Operated Laundry Service	\$916,452
Laundry & Dry Cleaning not Coin Operated	\$4,896,826
Watches	\$3,816,377
Jewelry	\$32,215,587
Watch & Jewelry Repair	\$1,243,242

## Sports & Recreation

7 Min Drive

<b>Recreation</b>	<b>\$26,023,071</b>
Social or Recreational Civic Club Membership	\$6,935,120
Fees for Participant Sports	\$3,365,553
Admission to Sporting Events	\$4,332,432
Fees for Recreational Lessons	\$5,837,250
Music Instruments & Accessories	\$1,763,068
Rental & Repair Musical Instruments	\$154,563
Admission Fees for Entertainment	\$3,635,084
<b>Sports Equipment</b>	<b>\$45,466,360</b>
General Sports & Exercise Equipment	\$8,986,899
Bicycles	\$1,906,559
Camping Equipment	\$752,255
Hunting Fishing Equipment	\$1,013,177
Winter Sport Equipment	\$1,112,621
Water Sport Equipment	\$1,565,906

# Retail Trade Potential

Analysis area: State Highway 26 and Main Street Colleyville, Texas

## Sports & Recreation

7 Min Drive

Playground Equipment	\$1,453,949
Other Sports Equipment	\$2,779,219
Toys, Games, Hobbies, and Tricycles	\$25,895,775

## Miscellaneous

7 Min Drive

<b>Photographic Equipment &amp; Supplies</b>	<b>\$10,048,024</b>
Film	\$3,262,655
Film Processing	\$3,669,853
Photographic Equipment	\$3,115,516
<b>Pet Expenses</b>	<b>\$13,775,026</b>
Pet Food	\$6,318,674
Pet Supplies & Medicine	\$956,397
Pet Services	\$256,655
Vetrinarian Services	\$6,243,299
<b>Reading Materials</b>	<b>\$25,386,857</b>
Books not Through Book Club	\$7,014,150
Books Through Book Club	\$1,120,939
Newspapers Single Copy & Subscriptions	\$7,833,463
Magazines Single Copy & Subscriptions	\$9,418,305
<b>Travel</b>	<b>\$82,559,953</b>
Airline Fares on Trips	\$32,667,274
Intercity Bus Fares on Trips	\$1,128,083
Local Transportation on Trips	\$5,184,170
Intercity Train Fares on Trips	\$478,557
Ship Fares on Trips	\$2,098,695
Travel Items & Luggage	\$2,425,054
Entertainment Expense on Trips	\$22,546,446
Lodging While on Trips	\$16,031,673

## Education

7 Min Drive

<b>Room &amp; Board</b>	<b>\$4,984,863</b>
Board	\$4,572,338
Housing While Attending School	\$412,525
<b>Tuition &amp; School Supplies</b>	<b>\$55,312,858</b>
College Tuition	\$32,929,307
Elementary & High School Tuition	\$9,533,090
Other School Tuition	\$2,870,595
School Books, Supplies, and Equipment for College	\$7,009,517
School Books, Supplies, and Equipment non College	\$2,970,349

## Automotive

7 Min Drive

<b>Transportation</b>	<b>\$49,630,827</b>
Towing Charges	\$290,306
Gasoline	\$48,833,595

# Retail Trade Potential

Analysis area: State Highway 26 and Main Street Colleyville, Texas

## Automotive

7 Min Drive

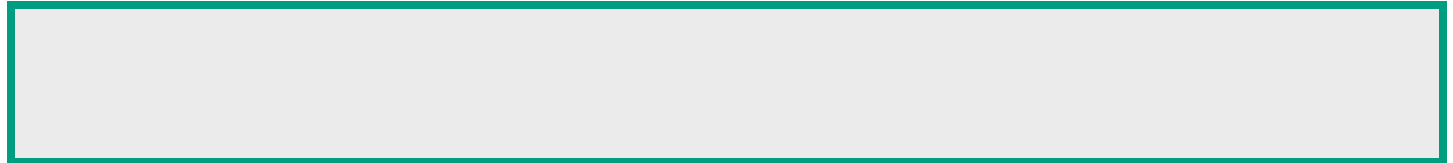
Diesel Fuel	\$506,927
<b>New Automobiles, Trucks, and Vans</b>	<b>\$155,925,913</b>
New Cars	\$53,262,106
New Car Lease	\$40,807,700
New Trucks & Vans	\$58,452,925
New Motorcycles	\$3,403,182
<b>Used Vehicles</b>	<b>\$79,931,365</b>
Used Cars	\$43,315,525
Used Trucks & Vans	\$31,853,523
Used Motorcycles	\$4,762,316
<b>Boats</b>	<b>\$18,930,449</b>
<b>Rented Vehicles</b>	<b>\$9,969,217</b>
Auto Rental	\$8,442,411
Vehicle Rentals non Auto	\$1,526,805
<b>Automotive Maintenance, Repair and Other</b>	<b>\$82,432,199</b>
Motor Oil	\$1,503,780
Vehicle Audio Equipment	\$845,119
Miscellaneous Auto Repair Svcs	\$3,959,175
Tire Repair & Other Repair Work	\$4,983,385
Minor Automobile Parts & Accessories	\$7,988,541
Automobile Service Clubs	\$868,808
Add Coolant, Brake, and Transmission Fluid	\$399,984
Tires Purchased, Replaced, and Installed	\$9,131,633
Body Work, Painting, and Upholstry	\$4,444,730
Repair to Steering or Front End	\$2,301,416
Front End Alignment, Wheel Balance, Rotate	\$1,435,538
Repair to Engine Cooling System	\$2,844,746
Motor Tune Up	\$5,893,804
Lube, Oil & Filter Change	\$7,744,601
Shock Absorber Replacement	\$734,898
Exhaust System Repair	\$1,836,858
Electrical System Repair	\$3,918,650
Motor Repair & Replacement	\$9,185,968
Brake Work	\$5,776,461
Clutch & Transmission Repair	\$5,714,274
Drive Shaft & Rear End Repair	\$919,829

## Health Care

7 Min Drive

<b>Medical Services</b>	<b>\$70,243,011</b>
Eye Care Services	\$4,532,253
Dental Services	\$28,186,328
Specialists Services	\$5,411,648
Physicians Services	\$20,254,545
Lab Tests & X Rays	\$3,084,717
Hospital Room	\$3,482,407
Hospital Service Other than Room	\$4,077,321

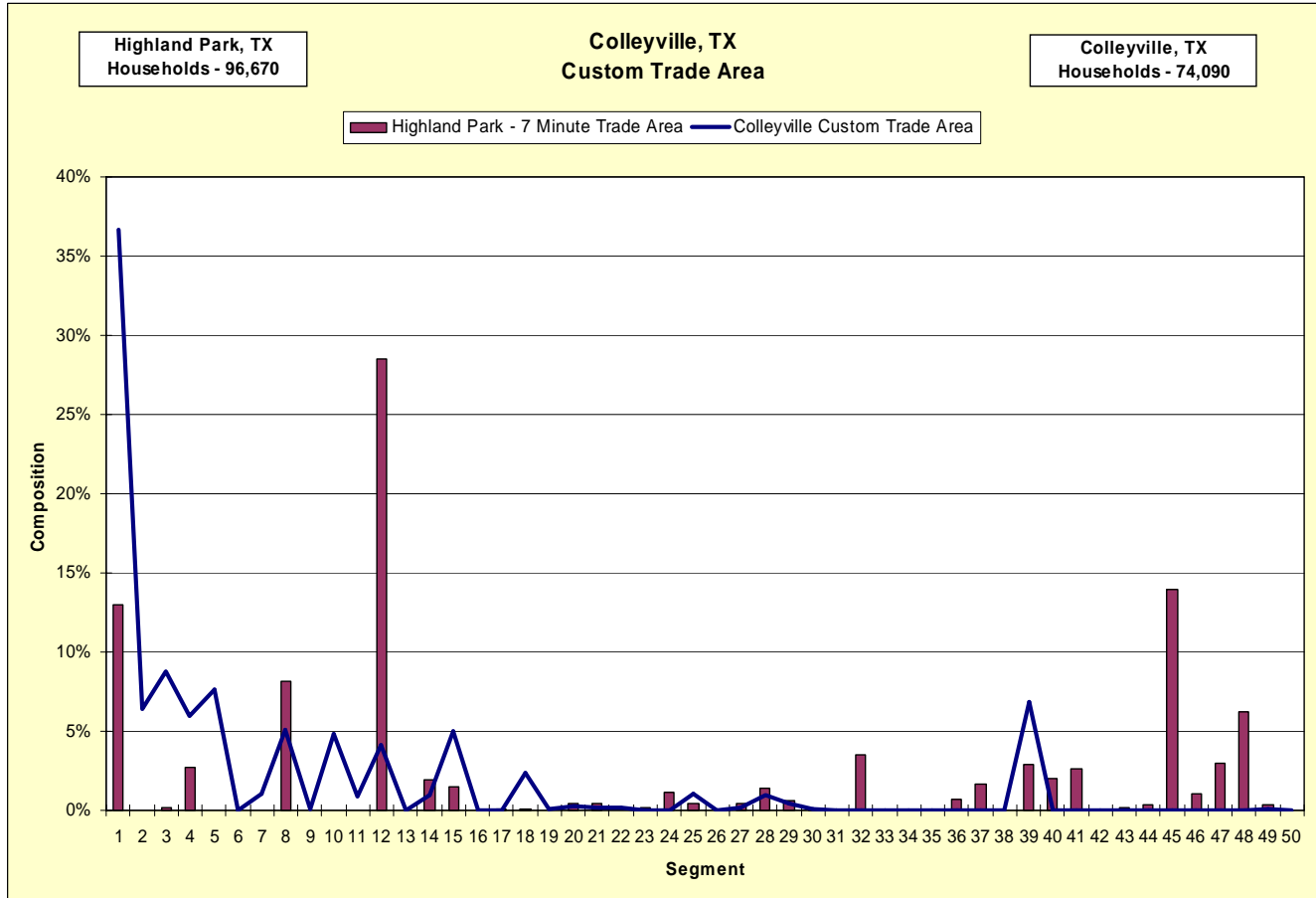
# Retail Trade Potential

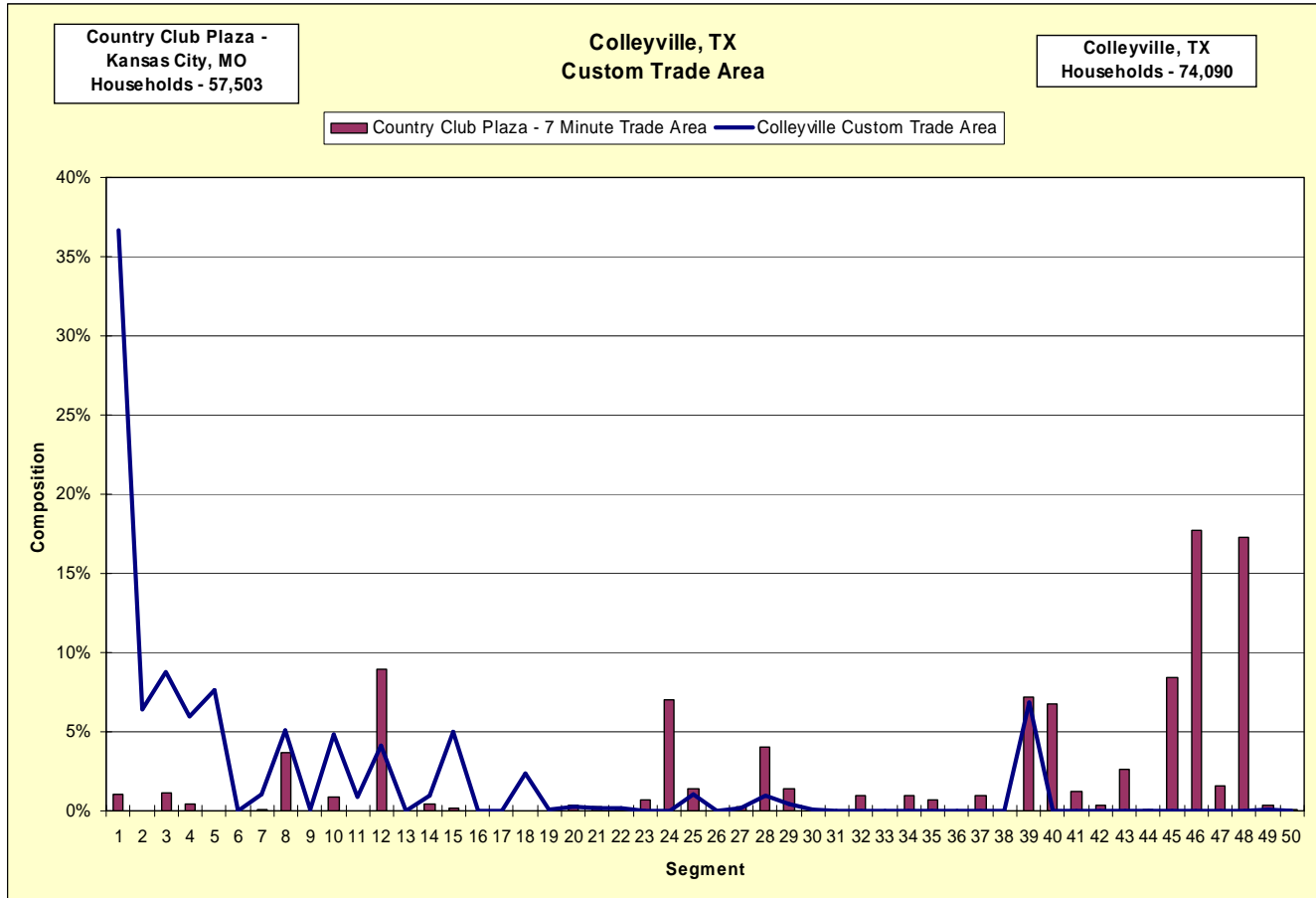


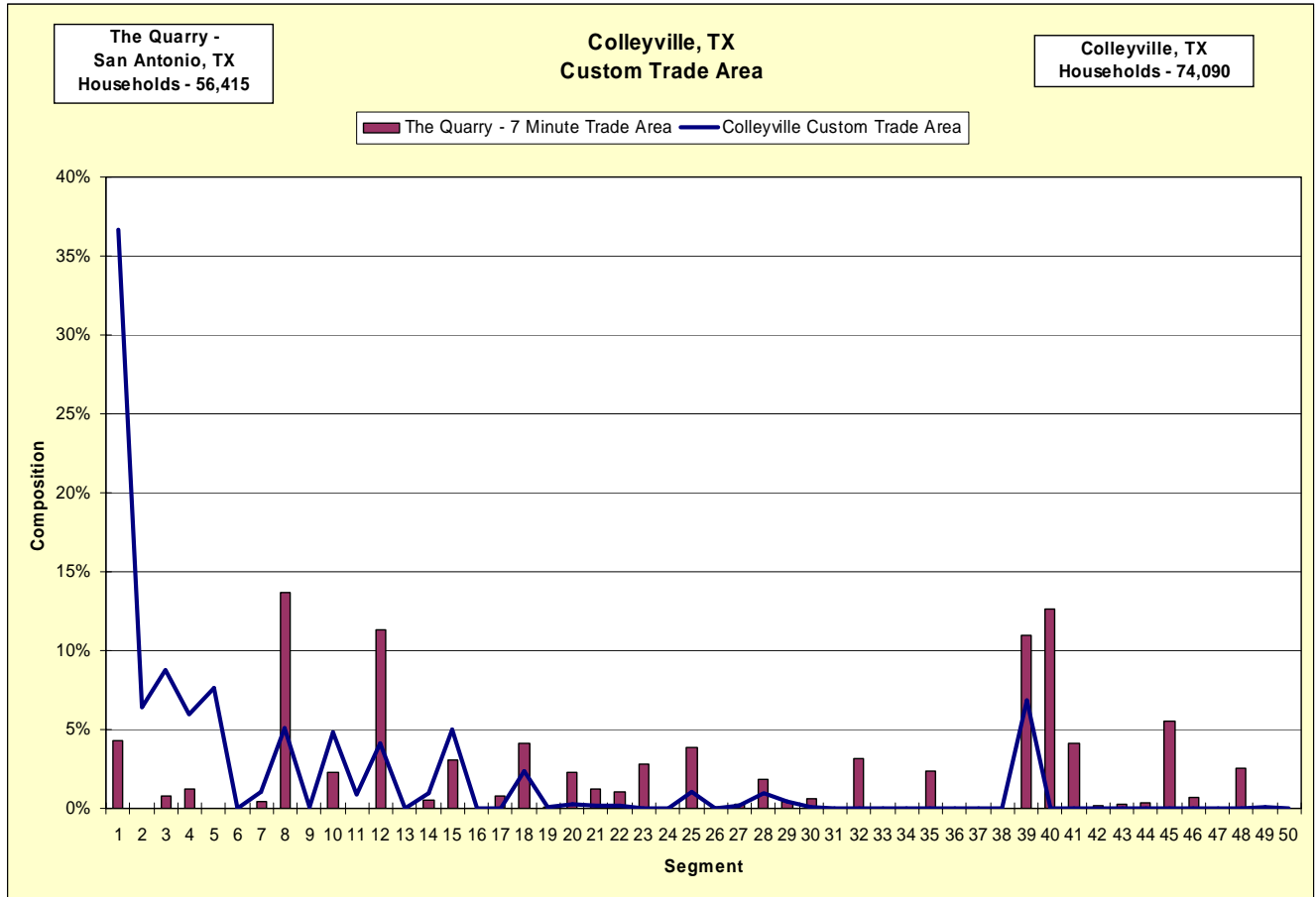
## Health Care

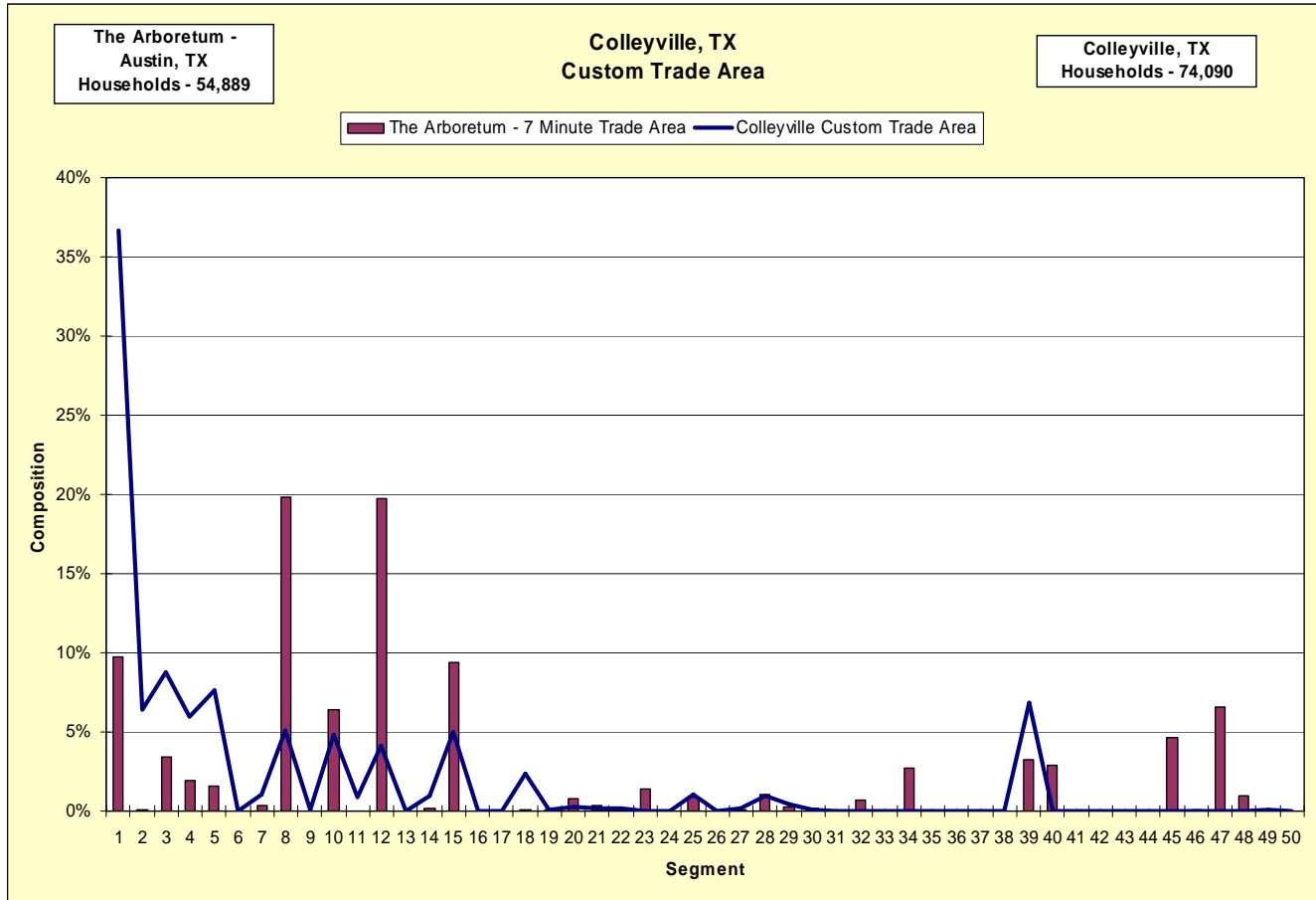
7 Min Drive

Care in Nursing Home	\$63,338
Other Medical Care Services	\$1,150,453
<b>Drugs</b>	<b>\$65,982,101</b>
Non-Prescription Drugs	\$6,477,642
Vitamins & Vitamin Supplements	\$3,283,265
Prescription Drugs	\$56,221,194
<b>Medical Supplies</b>	<b>\$7,022,925</b>
Eyeglasses & Contact Lenses	\$4,970,095
Hearing Aids	\$448,257
Topicals & Dressings	\$1,270,757
Purchase or Rent Medical & Surgical Equip.	\$333,816









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## Methodologies – continued

### Household Segments – Brief Descriptions

- 1 UPPER CRUST – These households typically consist of families with older children. They live in the suburbs, have very high incomes, and advanced educations. This segment is over 85% more likely to work in white-collar jobs, as it ranks first in the percentage of people who work in executive managerial and sales occupations. Upper Crust members actively invest in stocks, mutual funds, and IRAs.
- 2 LAP OF LUXURY – These families are homeowners with children living in the suburbs. They have very high incomes, advanced educations, and work in white-collar occupations. Lap of Luxury members have an abundance of household amenities, such as hot tubs, fireplaces, and central air conditioning. They read business/finance and airline magazines.
- 3 ESTABLISHED WEALTH – These households are homeowners who typically reside in suburban areas and are more likely to be couples without children. This segment works in white-collar, sales, executive, and managerial occupations. These households purchase items online, read a variety of magazines, and are twice as likely to use a variety of financial services including mutual funds, money market accounts, and IRAs.
- 4 MID-LIFE SUCCESS – These households have very high incomes and own their suburban homes, whose value is two-and-a-half times the national average. They work in white-collar occupations such as sales, use discount brokers to purchase stocks, and stay informed by reading news and travel magazines.
- 5 PROSPEROUS METRO MIX – These families are typically married couples with young children who live in urban and suburban areas. They have high incomes and advanced educations, are homeowners, and work in white-collar occupations. They are likely to own high-end electronic equipment, such as video cameras, personal computers, and TVs with a “picture-in-picture” function.
- 6 GOOD FAMILY LIFE – These families have above average incomes and typically consist of married couples with children. Over 85% of these households are located in rural areas, but their property value is 49% higher than the national average. This segment is very active in sports and outdoor activities. Their reading and television habits are also sports oriented.
- 7 COMFORTABLE TIMES – These are typically high-income households with slightly older than average married couples or families. They typically live in the suburbs, own their home, have a high level of education, and work in white-collar occupations. They are very civic minded, belonging to veteran’s clubs, contributing to public broadcasting, and writing to elected officials.

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## Methodologies – continued

### Household Segments – Brief Descriptions

- 8 MOVERS AND SHAKERS – Typically, these households contain employed singles and couples with no children. They live in the suburbs and have high incomes and advanced educations. Members of this segment are likely to visit museums and attend live theater. Movers and Shakers are active internet users who shop, bank, and make purchases online.
- 9 BUILDING A HOME LIFE – Typically married couples with children, these households live in detached single-family units. They have above average incomes and are most likely to live in suburban areas. This segment has a high concentration of “do-it-yourselfers.” Many purchases are used in home improvement and car repair projects.
- 10 HOME SWEET HOME – Typically married couples with few, if any, children living in the home. These households have above average incomes, own their homes, and are primarily concentrated in the suburbs. This segment tends to have a great deal invested in their homes and is likely to lease a vehicle.
- 11 FAMILY TIES – This segment generally consists of families with children who live in suburban areas in the West. They have an above average median income and have attended at least some college. This segment likes to get out and go boating, camping, bowling, and in-line skating. They are heavily insured and use direct deposit.
- 12 A GOOD STEP FORWARD – This segment’s population is comprised primarily of 25 to 44 year olds living in one or two person, non-family households. They are concentrated in urban areas, rent their homes, and have above average household incomes. Members of this segment are travelers and enjoy going to movies. They use the internet heavily when it comes to financial services.
- 13 SUCCESSFUL SINGLES – This segment’s population contains renter-occupied, non-family households, containing one or two persons located in urban areas. This segment ranks first in terms of foreign travel. Successful Singles are likely to use financial services, such as a discount broker, own an American Express card, and have mutual funds.
- 14 MIDDLE YEARS – This segment’s population has an above average income level, is primarily over the age of 50, and typically works in white-collar occupations. Middle Years are likely to belong to AAA, maintain a sweep account, and own a hot tub. They enjoy reading travel and airline magazines, as well as listening to all news radio.

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## Methodologies – continued

### Household Segments – Brief Descriptions

- 15 GREAT BEGINNINGS – These households typically consist of one or two young adults who reside in urban and suburban areas. This segment is likely to own a Honda and purchase gasoline using a debit card. They also tend to listen to modern rock radio stations and read weekly news and entertainment magazines.
- 16 COUNTRY HOME FAMILIES – These households typically consist of married couples with children who live in rural areas. They have a median household income slightly above the national average and enjoy outdoor activities such as hunting and camping. They tend to own motor homes, boats, rifles, and fishing equipment.
- 17 STARS AND STRIPES – This segment's population consists of young families with children. They live primarily in urban and suburban areas, have slightly above average median household incomes, and work in blue-collar occupations. They are likely to eat at quick service hamburger restaurants, frequent convenience stores, and play video games.
- 18 WHITE PICKET FENCE – This segment's population usually consists of suburban families with one or two children. Many of these households enjoy bingo, bowling, and home delivery meals, such as pizza. They use credit unions and have personal loans for home improvement projects. They have a median household income just below the national average and work in blue-collar occupations.
- 19 YOUNG AND CAREFREE – This segment's population consists primarily of college educated young adults without children. They have a slightly below average median household income and are likely to work in white-collar occupations. This segment tends to use discount broker services, own real estate, bank by mail, and enjoy morning news programs.
- 20 SECURE ADULTS – This segment's population consists primarily of older singles and couples without children who live in the suburbs. They are more likely to be members of fraternal orders, civic organizations, or veteran's clubs. Many Secure Adults read mature market magazines, watch prime-time television, and prefer Oldsmobile and Buick automobiles.
- 21 AMERICAN CLASSICS – This segment is comprised of older singles and couples who live primarily in suburban areas. They are no more likely to own than rent their homes. They are also likely to own or lease a Buick and have their oil changed at a gas station. This segment watches a great deal of television, particularly during the daytime.

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## Methodologies – continued

### Household Segments – Brief Descriptions

- 22 TRADITIONAL TIMES – This segment’s population is a good mix of married and single persons with some children present. They have below average incomes, live in suburban areas, and work in blue-collar occupations. They are likely to frequent restaurants like Bob Evan’s, Cracker Barrel, and Friendly’s.
- 23 SETTLED IN – These households consist primarily of older couples or singles without children. They live in suburban areas and have slightly below average incomes. They like to stay active and enjoy doing things themselves, including minor home improvements and automobile oil changes. Their media choices are often home and garden oriented.
- 24 CITY TIES – This segment’s population consists primarily of families with a relatively large number of children. They live primarily in urban areas and tend to work in blue-collar occupations and take public transportation to work. They are likely to frequent convenience stores, belong to religious organizations, own video game systems, and purchase women’s designer clothes and jewelry.
- 25 BEDROCK AMERICA – This segment’s population consists of families with children who live primarily in rural areas. These households have a median income below the national average and own their homes. They prefer to dine out or order home delivery meals and often shop at convenience stores. Media preferences lean towards country music and outdoor magazines.
- 26 THE MATURE YEARS – This segment’s population consists mostly of older singles and couples living in suburban areas. They have income and education levels below the national average. This segment is comprised of active adults who enjoy volleyball, softball, hunting, and other outdoor activities. They are very likely to access financial accounts online and use the yellow pages.
- 27 MIDDLE OF THE ROAD – This segment’s population lives primarily in rural areas and consists of households with children. They are likely to work in blue-collar occupations, particularly the farming, forestry, and fishing industries. They are likely to drive a hatchback, use a Laundromat, and travel between six and ten miles to a grocery store.
- 28 BUILDING A FAMILY – These are slightly younger than average households with children who live in rural areas. They work in blue-collar occupations and are equally as likely to own as to rent their homes. This segment eats on the go and is likely to frequent fast-food restaurants. They enjoy reading magazines and watching prime-time television.

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## Methodologies – continued

### Household Segments – Brief Descriptions

- 29 ESTABLISHING ROOTS – This segment’s population consists primarily of larger families living in rural areas. These households are very likely to work on home improvement projects, as they tend to purchase home fixtures and do their own remodeling. They are likely to eat at fast-food restaurants and frequent convenience stores.
- 30 DOMESTIC DUOS – This segment’s population is comprised primarily of seniors living in suburban areas. They live in one to two person households, with one-third of this segment receiving retirement income. These households are likely to travel domestically fifteen or more nights a year and to have taken a cruise in the last three years. They enjoy mature market magazines and special television programming.
- 31 COUNTRY CLASSICS – This segment’s population lives in rural areas and contains mature couples and some children. They are likely to own or lease a Buick and are members of veteran’s clubs. They travel greater distances to reach grocery stores. Country Classics are likely to own certificates of deposit and enjoy gardening magazines.
- 32 METRO SINGLES – This segment consists of relatively young singles and some couples with small numbers of children present. They are more likely to rent, live in urban areas, and have below average incomes and education levels. Metro Singles are likely to frequent convenience stores and are employed primarily in blue-collar occupations. They are likely to use savings and loans and prepaid calling cards.
- 33 LIVING OFF THE LAND – This segment’s population consists of married couples who live primarily in rural areas and have larger than average household sizes. They have below average median incomes, own their homes, and are likely to be employed in the fishing, farming, and forestry industries. People in this segment are likely to go hunting, own real estate, and have a satellite dish.
- 34 BOOKS AND NEW RECRUITS – This segment’s population consists of young, single adults who live in rental or group quarters in urban and suburban areas. They have an above average education but below average median income. They are likely to purchase designer jeans, eat pizza, have a student loan, read entertainment magazines, and play baseball or softball.
- 35 BUY AMERICAN – This segment’s population consists primarily of married couples with children who reside in suburban and rural areas. They are less likely to be educated beyond the high school level. They enjoy hunting and perform vehicle maintenance themselves. Buy Americans are likely to have personal loans and bank close to work.

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## Methodologies – continued

### Household Segments – Brief Descriptions

- 36 METRO MIX – This segment’s population typically consists of young singles living in non-family households located in urban areas. They are primarily renters with below average median income and overall education levels who are likely to work in administrative support and service occupations. This segment is very likely to use a laundromat and travel less than a mile to the grocery store.
- 37 URBAN UP AND COMERS – This segment’s population consists of singles who rent their homes and are likely to live alone. They live in urban areas, are highly educated, and work primarily in white-collar occupations. Urban Up and Comers are likely to bank by Internet, have a student loan, go jogging, and own a laptop PC.
- 38 RUSTIC HOMESTEADERS – These families live primarily in rural areas and are likely to be married couples with older children present. They are not likely to have an education beyond high school, and are employed in blue-collar occupations. Many Rustic Homesteaders go hunting and fishing, drive a pick-up truck, and own a separate freezer.
- 39 ON THEIR OWN – This segment’s population typically consists of seniors, with some young adults also present. They live primarily in renter-occupied housing located in urban or suburban areas, and rank high in owning a hatchback automobile and frequenting convenience stores. This segment is also very likely to have a Roth IRA and watch prime-time television.
- 40 TRYING METRO TIMES – Young single parents and seniors make up this segment. They live in urban and suburban areas and are typically renters. This segment’s population is more likely than average to shop at convenience stores and use prepaid calling cards. They have made several furniture and appliance purchases in the last year.
- 41 CLOSE-KNIT FAMILIES – These families consist of young adults with children. They are typically renters living in urban areas. This segment tends to eat at fast-food restaurants and use non-traditional banking services. Close-Knit Families are likely to listen to contemporary hits radio and enjoy daytime television.
- 42 TRYING RURAL TIMES – This segment’s population typically consists of young, rural households with children. Primarily homeowners with median income and education levels well below the national average, they are more likely to work in blue-collar occupations. Members of this segment are likely to be on a church board and travel eleven or more miles to a grocery store.

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## Methodologies – continued

### Household Segments – Brief Descriptions

- 43 MANUFACTURING USA – This segment’s population consists of very low-income households located in urban and suburban areas. They are likely to be young adults with children, or elderly. The elderly members of this segment are likely to use denture cleaners, have Social Security direct deposit, and be involved in church and civic groups.
- 44 HARD YEARS – This segment’s population is likely to be young adults or seniors who live in urban or suburban areas. They have income and education levels well below the national average and reside in multi-family dwelling units. These individuals are active and enjoy athletic activities such as basketball and in-line skating. Hard Years are among the heaviest television and yellow page users.
- 45 STRUGGLING METRO MIX – This segment’s population typically consists of younger singles who rent their homes in urban areas. They are less likely to have children, and rank in the top five segments of those who shop at convenience stores, use a laundromat, and bank near their work. Struggling Metro Mix ranks high in listening to urban contemporary radio.
- 46 DIFFICULT TIMES – This segment’s population consists of families with children. They are likely to be renters and work in the service sector or other blue-collar occupations. This segment is likely to make jewelry purchases and buy men and women’s designer jeans. They also watch a great deal of daytime television and are likely to own a Sega Game System.
- 47 UNIVERSITY USA – This segment’s population typically consists of young singles with very low incomes who live in non-family households and group quarters. They live primarily in urban areas and almost all are in college. They rank high in participating in such leisure activities as jogging, weightlifting, in-line skating, and hiking. University USAs are likely to have student loans and own a laptop computer.
- 48 URBAN SINGLES – This segment’s population consists primarily of young adults and seniors who rent in urban or suburban areas. Most likely, they are single-occupant households residing in multi-unit structures. Urban singles are likely to enjoy traveling and dining out. They shop frequently at convenience stores and many of them own a video game system.
- 49 ANOMALIES – Some observations do not fit perfectly within an identified cluster. Forcing these “outliers” would result in a loss of homogeneity, therefore, they have been assigned to this segment to eliminate them from consideration in a marketing plan.
- 50 UNCLASSIFIED – A small number of ZIP+4s are unclassified due to a lack of residential data, therefore, they have been included in this segment. These ZIP+4s are likely to be businesses or P.O. Boxes.