

NAME	DESCRIPTION
SID	Unique Record Identifier
OPEN_YEAR	Year of Store Opening
DENSITY_CLASS	Population Density Classification (1 = Rural, 2 = In-Town, 3 = Suburban, 4 = Metro, 5 = Urban, 6 = Urban Core) — <i>Category</i>
REGION	US Census Region
STATE	State
SQFT	Store Square Footage
SALES_2016	Store Sales Jan - Dec 2016
AGE_ADULT18P	Age: Adult (18+)
AGE_BABYBOOM5069	Age: Baby Boomer (50-69)
AGE_COLLG1821	Age: College (18-21)
AGE_DRINKADULT21P	Age: Drinking Adult (21+)
AGE_ELDERLY7085P	Age: Elderly (70+)
AGE_ELEMIDSCHL0514	Age: Elementary/Middle School (5-14)
AGE_GENX4049	Age: GenX (40-49)
AGE_GENY2139	Age: GenY (21-39)
AGE_GENZ0020	Age: GenZ (0-20)
AGE_MIDADLT2534	Age: Male Middle Adult (25-34)
AGE_MIDLFE3544	Age: Male Midlife Adult (35-44)
AGE_MINOR0417	Age: Male Minor (04-17)
AGE_SENIOR65P	Age: Senior (65+)
AGE_YNGADLT1824	Age: Young Adult (18-24)
AMENBOYS	Consumer Expenditure Current Year Estimates A (2015) Average Expenditure Apparel and services Average Men and boys
AWMNSGRLS	Consumer Expenditure Current Year Estimates A (2015) Average Expenditure Apparel and services Average Women and girls
AXFOOT	Consumer Expenditure Current Year Estimates A (2015) Average Expenditure Apparel and services Average Footwear
CM_COMP_A	Count - Competitor A
CM_COMP_B	Count - Competitor B
CM_COMP_C	Count - Competitor C
CM_COMP_D	Count - Competitor D
CM_COMP_E	Count - Competitor E
CM_GROCERY	Count - All Grocery (e.g. Kroger, Albertson's)
CM_PCBB	Count - All Big-Box Retailers (e.g. Best Buy, Academy Sports)
CMDSC_COMP_A	Distance Score (Closer Proximity and Greater Count = Higher Value) - Competitor A
CMDSC_COMP_B	Distance Score (Closer Proximity and Greater Count = Higher Value) - Competitor B
CMDSC_COMP_C	Distance Score (Closer Proximity and Greater Count = Higher Value) - Competitor C
CMDSC_COMP_D	Distance Score (Closer Proximity and Greater Count = Higher Value) - Competitor D
CMDSC_COMP_E	Distance Score (Closer Proximity and Greater Count = Higher Value) - Competitor E
CMDSC_GROCERY	Distance Score (Closer Proximity and Greater Count = Higher Value) - All Grocery Stores (e.g. Kroger, Albertson's)
CMDSC_PCBB	Distance Score (Closer Proximity and Greater Count = Higher Value) - All Big-Box Retailers (e.g. Best Buy, Academy Sports)
CNT_MALLS	Count of All Malls or Shopping Centers
CNT_MALLS_100K	Count of Malls or Shopping Centers with >100K SQFT of Gross Leasable Area (GLA)
CNT_MALLS_300K	Count of Malls or Shopping Centers with >300K SQFT of Gross Leasable Area (GLA)
COMMUTE_AVG	Commute Time: Average
CX01V142	Consumer Expenditure Current Year Estimates A (2015) Total Expenditure Housing Household furnishings and equipment Total Household textiles
CX01V143	Consumer Expenditure Current Year Estimates A (2015) Total Expenditure Housing Household furnishings and equipment Total Furniture
CX02V051	Consumer Expenditure Current Year Estimates A (2015) Total Expenditure Apparel and services Total Children under 2
CUSTOMER_VALUE	Total Estimated Customer Value - Residential
CUSTOMER_VALUE_QUAL	Total Estimated Customer Value Per Capita - Residential
CUSTOMER_VALUE_W	Total Estimated Customer Value - Work
CUSTOMER_VALUE_W_QUAL	Total Estimated Customer Value Per Capita - Work
DIST_HWY	Distance to nearest highway (Miles)
DIST_INTERSTATE	Distance to nearest interstate highway (Miles)
EDUC_ASSCT	Education: Associates Degree
EDUC_BACH	Education: Bachelors Degree
EDUC_BACHPL	Education: Bachelors Degree or higher
EDUC_DOC	Education: Doctorate Degree
EDUC_MSTR	Education: Masters
EDUC_PRO	Education: Professional Degree
EXP_AVG	Expenditure: Average
EXP_TOT	Expenditure: Total
FPOP	Population: Female
HH	Households
HHINC_100_149K	Household Income: \$100,000-\$149,999
HHINC_100KPL	Household Income: 100000+
HHINC_150_249K	Household Income: \$150,000-\$249,999
HHINC_25_49K	Household Income: \$25,000-\$49,999
HHINC_250KPL	Household Income: \$250,000+
HHINC_50_74K	Household Income: \$50,000-\$74,999
HHINC_75_99K	Household Income: \$75,000-\$99,999
HHINC_AVG	Household Income: Average
HHINC_L25K	Household Income: Less than \$25,000

*Correlation
by age groups*

** Calculate
Sales/SF.*

** calculate
missing SF
in 2 large stores*

** Does Density/Class
seem to be
related*

HHINC_MED	Household Income: Median
HHINC_MED_COLADJ	Household Income: Median (Adjusted for Cost of Living)
HHSZ_AVG	Household Size: Average Size
HHSZ1	Household Size: 1
HHSZ2	Household Size: 2
HHSZ3	Household Size: 3
HHSZ3P	Household Size: 3+
HHSZ4	Household Size: 4
HHSZ5	Household Size: 5
HHSZ6	Household Size: 6
HHSZ7P	Household Size: 7+
HVAL_100_249K	Home Value: \$100,000-\$249,999
HVAL_1MPL	Home Value: \$1,000,000+
HVAL_250_499K	Home Value: \$250,000-\$499,999
HVAL_50_99K	Home Value: \$50,000-\$99,999
HVAL_500_999K	Home Value: \$500,000-\$999,999
HVAL_L49K	Home Value: \$49,999 or Less
HVAL_MED	Home Value: Median
HVAL_MED_COLADJ	Home Value: Median (Adjusted for Cost of Living)
INC_PERCAP	Income: Per Capita
LABOR_BLU	Labor: Blue Collar
LABOR_SRFMR	Labor: Service and Farm
LABOR_WHT	Labor: White Collar
LOR_AVG	Length of Residency: Average
MARRIEDPOP	Population: Married
MIN_DIST_SCHOL	Distance to Nearest K-12 School
MIN_DIST_UNIVERSITY	Distance to Nearest University
MP_DMA_Count	Count of Slacks on Racks Stores in the Market
MPOP	Population: Male
POCHH	Households with Children: Total
POP	Population: Total
POPGROW5YR	Population: 5 Yr. Growth Projection
POPGROWSINCE2010	Population: Past Growth Since 2010
RACE_ASIAHH	Race: Asian Households
RACE_ASIAPOP	Race: Asian Population
RACE_BLKHH	Race: Black Households
RACE_BLKPOP	Race: Black Population
RACE_HISPHH	Race: Hispanic Households
RACE_HISPPOP	Race: Hispanic Population
RACE_WHTHH	Race: White Households
RACE_WHTPOP	Race: White Population
SCHOOL_ELEM_SCHLS	Count of Elementary Schools
SCHOOL_ELEM_STDNTS	Count of Elementary School Students
SCHOOL_HI_SCHLS	Count of High Schools
SCHOOL_HI_STDNTS	Count of High School Students
SCHOOL_MID_SCHLS	Count of Middle Schools
SCHOOL_MID_STDNTS	Count of Middle School Students
SIC_5812_CNT	Count of All Restaurants
SIC_5812_EMP	Count of All Restaurant Employees
TCAPPAREL	Consumer Expenditure Current Year Estimates A (2015) Total Expenditure Total Apparel and services
TCFOODAWAY	Consumer Expenditure Current Year Estimates A (2015) Total Expenditure Food Total Food away from home
TCXFOOT	Consumer Expenditure Current Year Estimates A (2015) Total Expenditure Apparel and services Total Footwear
UNIV_COUNT	Count of Universities
UNIV_ENROLLMENT	University Total Enrollment
VEH_AVG	Vehicles: Average
WORKPOP	Population: Workplace
XAGE_ADULT18P	Age: Adult (18+)(Percent)
XAGE_BABYBOOM5069	Age: Baby Boomer (50-69)(Percent)
XAGE_COLLG1821	Age: College (18-21)(Percent)
XAGE_DRINKADULT21P	Age: Drinking Adult (21+)(Percent)
XAGE_ELDERLY7085P	Age: Elderly (70+)(Percent)
XAGE_ELEMIDSCHL0514	Age: Elementary/Middle School (5-14)(Percent)
XAGE_GENX4049	Age: GenX (40-49)(Percent)
XAGE_GENY2139	Age: GenY (21-39)(Percent)
XAGE_GENZ0020	Age: GenZ (0-20)(Percent)
XAGE_HISCHOL1517	Age: High School (15-17)(Percent)
XAGE_MIDADLT2534	Age: Male Middle Adult (25-34)(Percent)
XAGE_MIDLFE3544	Age: Male Midlife Adult (35-44)(Percent)
XAGE_MINOR0417	Age: Male Minor (04-17)(Percent)
XAGE_PREK0004	Age: Pre K (0-4)(Percent)
XAGE_SENIOR65P	Age: Senior (65+)(Percent)

XAGE_YNGADLT1824	Age: Young Adult (18-24)(Percent)
XCX02V051	Consumer Expenditure Current Year Estimates A (2015) Average Expenditure Apparel and services Average Children under 2
XEDUC_ASSCT	Education: Associates Degree (Percent)
XEDUC_BACH	Education: Bachelors Degree (Percent)
XEDUC_BACHPL	Education: Bachelors Degree or higher (Percent)
XEDUC_DOC	Education: Doctorate Degree (Percent)
XEDUC_MSTR	Education: Masters (Percent)
XEDUC_PRO	Education: Professional Degree (Percent)
XHHINC_100_149K	Household Income: \$100,000-\$149,999 (Percent)
XHHINC_100KPL	Household Income: 100000+ (Percent)
XHHINC_150_249K	Household Income: \$150,000-\$249,999 (Percent)
XHHINC_25_49K	Household Income: \$25,000-\$49,999 (Percent)
XHHINC_250KPL	Household Income: \$250,000+ (Percent)
XHHINC_50_74K	Household Income: \$50,000-\$74,999 (Percent)
XHHINC_75_99K	Household Income: \$75,000-\$99,999 (Percent)
XHHINC_L25K	Household Income: Less than \$25,000 (Percent)
XHU_OCC	Housing Units: Occupied (Percent)
XHU_OWNOCC	Housing Units: Owner Occupied (Percent)
XHU_RENTOCC	Housing Units: Renter Occupied (Percent)
XHU_VAC	Housing Units: Vacant (Percent)
XHVAL_100_249K	Home Value: \$100,000-\$249,999 (Percent)
XHVAL_1MPL	Home Value: \$1,000,000+ (Percent)
XHVAL_250_499K	Home Value: \$250,000-\$499,999 (Percent)
XHVAL_50_99K	Home Value: \$50,000-\$99,999 (Percent)
XHVAL_500_999K	Home Value: \$500,000-\$999,999 (Percent)
XHVAL_L49K	Home Value: \$49,999 or Less (Percent)
XLABOR_BLU	Labor: Blue Collar (Percent)
XLABOR_EMP	Labor: Employment % (Percent)
XLABOR_SRV	Labor: Service and Farm (Percent)
XLABOR_UNEMP	Labor: Unemployment % (Percent)
XLABOR_WHT	Labor: White Collar (Percent)
XMARRIEDPOP	Population: Married (Percent)
XRACE_ASIAHH	Race: Asian Households (Percent)
XRACE_ASIAPOP	Race: Asian Population (Percent)
XRACE_BLKHH	Race: Black Households (Percent)
XRACE_BLKPOP	Race: African American Population (Percent)
XRACE_HISPHH	Race: Hispanic Households (Percent)
XRACE_HISPPOP	Race: Hispanic Population (Percent)
XRACE_WHTHH	Race: White Households (Percent)
XRACE_WHTPOP	Race: White Population (Percent)