

Site 1  
12900 Preston Rd, Dallas, Texas, 75230  
Ring: 3 mile radius

Latitude: 32.9242  
Longitude: -96.80344

### Summary Demographics

2014 Population	127,603
2014 Households	55,487
2014 Median Disposable Income	\$46,273
2014 Per Capita Income	\$40,256

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,076,153,821	\$2,935,297,372	-\$859,143,551	-17.1	1,620
Total Retail Trade	44-45	\$1,849,738,552	\$2,609,374,034	-\$759,635,482	-17.0	1,309
Total Food & Drink	722	\$226,415,269	\$325,923,337	-\$99,508,068	-18.0	312

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$376,510,280	\$778,188,776	-\$401,678,496	-34.8	54
Automobile Dealers	4411	\$324,860,752	\$763,480,572	-\$438,619,820	-40.3	24
Other Motor Vehicle Dealers	4412	\$22,395,122	\$7,484,987	\$14,910,135	49.9	14
Auto Parts, Accessories & Tire Stores	4413	\$29,254,406	\$7,223,217	\$22,031,189	60.4	17
Furniture & Home Furnishings Stores	442	\$45,175,744	\$123,395,374	-\$78,219,630	-46.4	91
Furniture Stores	4421	\$26,083,298	\$84,865,517	-\$58,782,219	-53.0	50
Home Furnishings Stores	4422	\$19,092,445	\$38,529,857	-\$19,437,412	-33.7	41
Electronics & Appliance Stores	443	\$53,112,827	\$154,039,747	-\$100,926,920	-48.7	88
Bldg Materials, Garden Equip. & Supply Stores	444	\$66,336,056	\$36,416,049	\$29,920,007	29.1	36
Bldg Material & Supplies Dealers	4441	\$59,190,676	\$34,524,135	\$24,666,541	26.3	31
Lawn & Garden Equip & Supply Stores	4442	\$7,145,380	\$1,891,915	\$5,253,465	58.1	5
Food & Beverage Stores	445	\$331,695,729	\$264,595,529	\$67,100,200	11.3	122
Grocery Stores	4451	\$304,406,614	\$232,929,021	\$71,477,593	13.3	61
Specialty Food Stores	4452	\$11,027,118	\$12,091,009	-\$1,063,891	-4.6	47
Beer, Wine & Liquor Stores	4453	\$16,261,997	\$19,575,500	-\$3,313,503	-9.2	15
Health & Personal Care Stores	446,4461	\$134,621,005	\$100,057,481	\$34,563,524	14.7	97
Gasoline Stations	447,4471	\$176,457,385	\$145,147,963	\$31,309,422	9.7	21
Clothing & Clothing Accessories Stores	448	\$123,982,126	\$322,915,403	-\$198,933,277	-44.5	314
Clothing Stores	4481	\$89,801,290	\$227,119,083	-\$137,317,793	-43.3	215
Shoe Stores	4482	\$14,524,868	\$23,721,375	-\$9,196,507	-24.0	24
Jewelry, Luggage & Leather Goods Stores	4483	\$19,655,968	\$72,074,944	-\$52,418,976	-57.1	75
Sporting Goods, Hobby, Book & Music Stores	451	\$46,904,532	\$125,359,346	-\$78,454,814	-45.5	97
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,781,632	\$98,416,659	-\$62,635,027	-46.7	65
Book, Periodical & Music Stores	4512	\$11,122,901	\$26,942,687	-\$15,819,786	-41.6	31
General Merchandise Stores	452	\$325,210,517	\$367,093,360	-\$41,882,843	-6.0	43
Department Stores Excluding Leased Depts.	4521	\$112,028,141	\$249,541,201	-\$137,513,060	-38.0	23
Other General Merchandise Stores	4529	\$213,182,377	\$117,552,159	\$95,630,218	28.9	20
Miscellaneous Store Retailers	453	\$54,197,677	\$77,257,056	-\$23,059,379	-17.5	294
Florists	4531	\$1,984,056	\$1,224,116	\$759,940	23.7	16
Office Supplies, Stationery & Gift Stores	4532	\$12,219,620	\$27,213,084	-\$14,993,464	-38.0	77
Used Merchandise Stores	4533	\$12,491,480	\$10,940,942	\$1,550,538	6.6	52
Other Miscellaneous Store Retailers	4539	\$27,502,521	\$37,878,913	-\$10,376,392	-15.9	150
Nonstore Retailers	454	\$115,534,675	\$114,907,950	\$626,725	0.3	49
Electronic Shopping & Mail-Order Houses	4541	\$95,940,959	\$109,430,235	-\$13,489,276	-6.6	18
Vending Machine Operators	4542	\$5,216,656	\$672,654	\$4,544,002	77.2	5
Direct Selling Establishments	4543	\$14,377,061	\$4,805,061	\$9,572,000	49.9	27
Food Services & Drinking Places	722	\$226,415,269	\$325,923,337	-\$99,508,068	-18.0	312
Full-Service Restaurants	7221	\$82,630,331	\$149,729,521	-\$67,099,190	-28.9	133
Limited-Service Eating Places	7222	\$121,015,835	\$144,667,045	-\$23,651,210	-8.9	130
Special Food Services	7223	\$5,379,483	\$25,025,568	-\$19,646,085	-64.6	23
Drinking Places - Alcoholic Beverages	7224	\$17,389,620	\$6,501,202	\$10,888,418	45.6	26

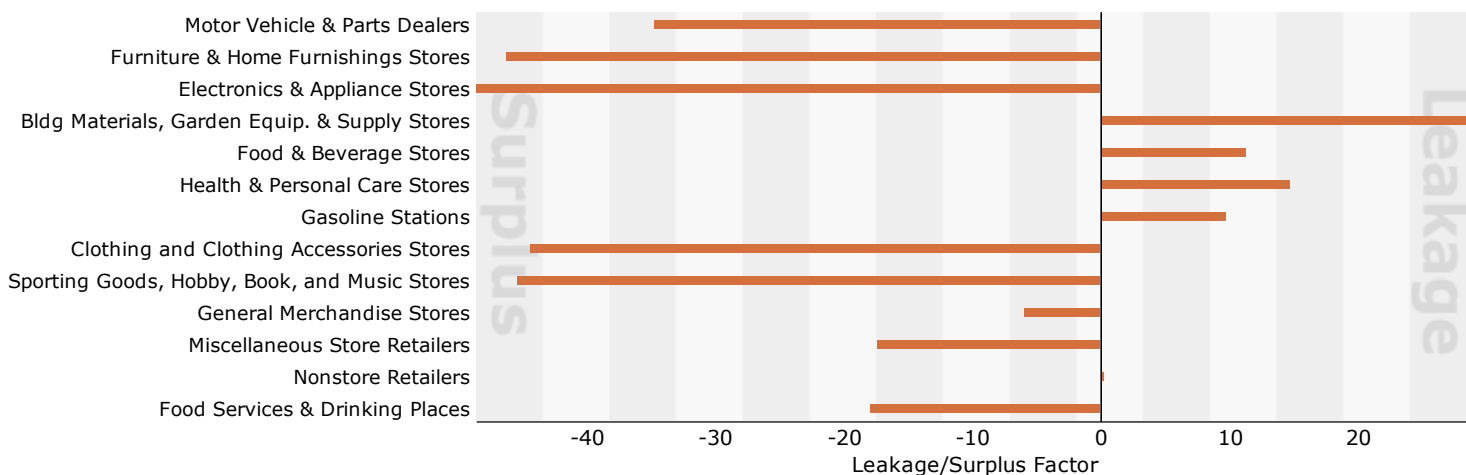
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

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### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group

