

# General Merchandise Stores Opportunity

## White Oak, Texas

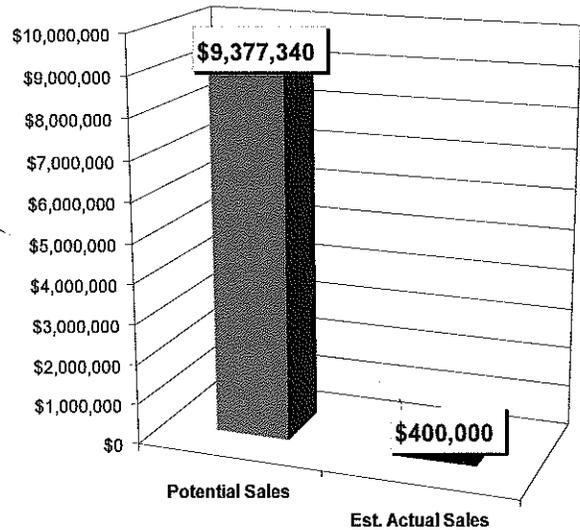
**White Oak, Texas is leaking approximately \$8,977,340 in General Merchandise Stores sales.**

*Retail leakage* occurs when actual sales within a retail trade area are less than its potential sales.

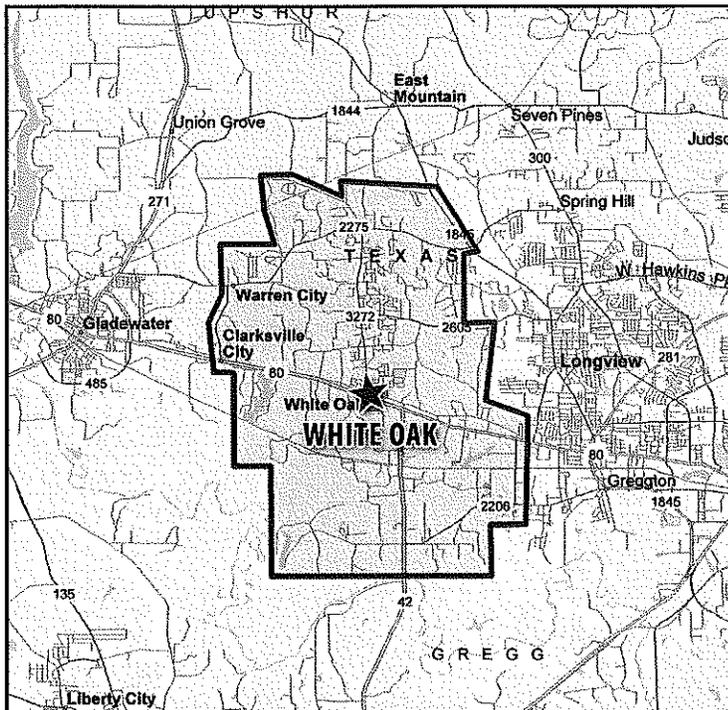
*Retail surplus*, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

*Retail leakage and surplus* figures are used to identify the relative health of a community's retail market.

### General Merchandise Stores



### White Oak, Texas Retail Trade Area



### Retail Trade Area Demographics

Retail Trade Area Population	8,472
Average Household Income	\$62,647
Per Capita Income	\$22,270
Population by Race/Ethnicity	
White	89.88%
Black or African American	3.00%
Hispanic Origin	7.96%
Median Age	34.72

### For more information, contact:

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Sources: The Retail Coach, LLC | U.S. Census Bureau | Claritas 2009, 2010

August 2010. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 662.844.2155.