

Household Appliance Stores Opportunity

White Oak, Texas

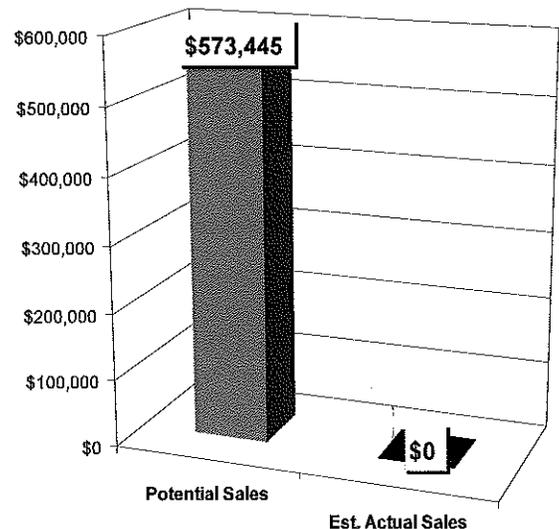
White Oak, Texas is leaking approximately \$573,445 in Household Appliance Stores sales.

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

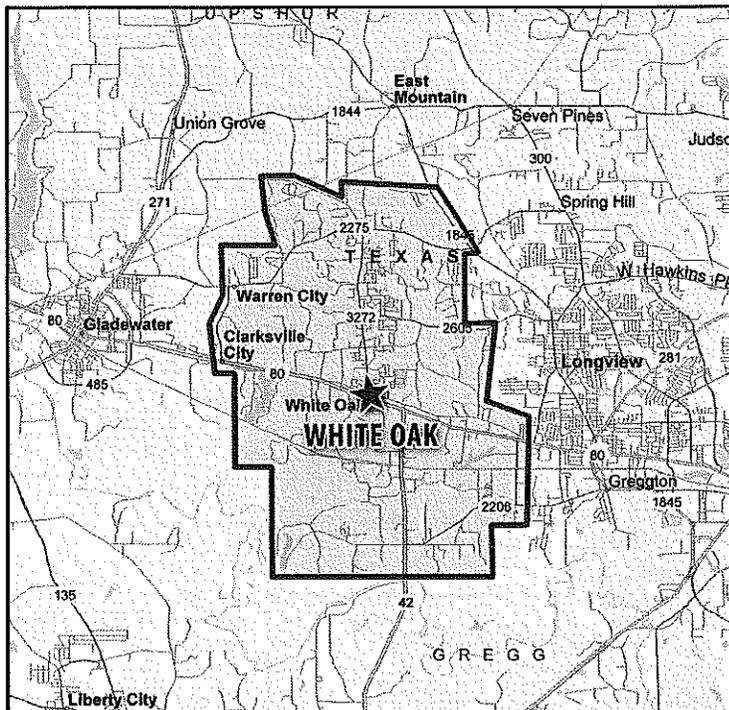
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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

Household Appliance 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 |

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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.