

Hardware Stores Opportunity

White Oak, Texas

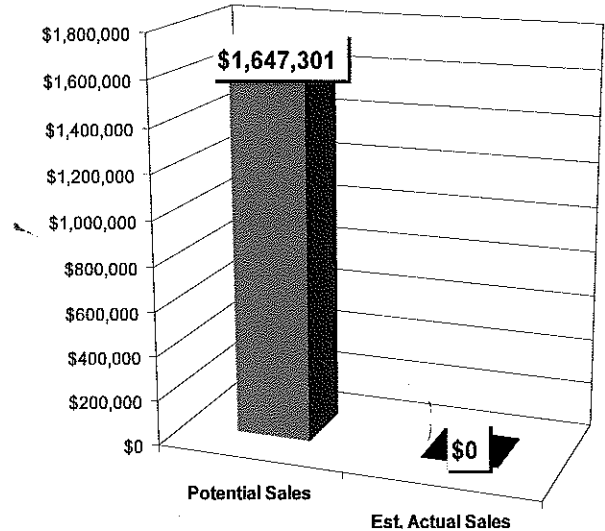
White Oak, Texas is leaking approximately \$1,647,301 in Hardware Stores sales.

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

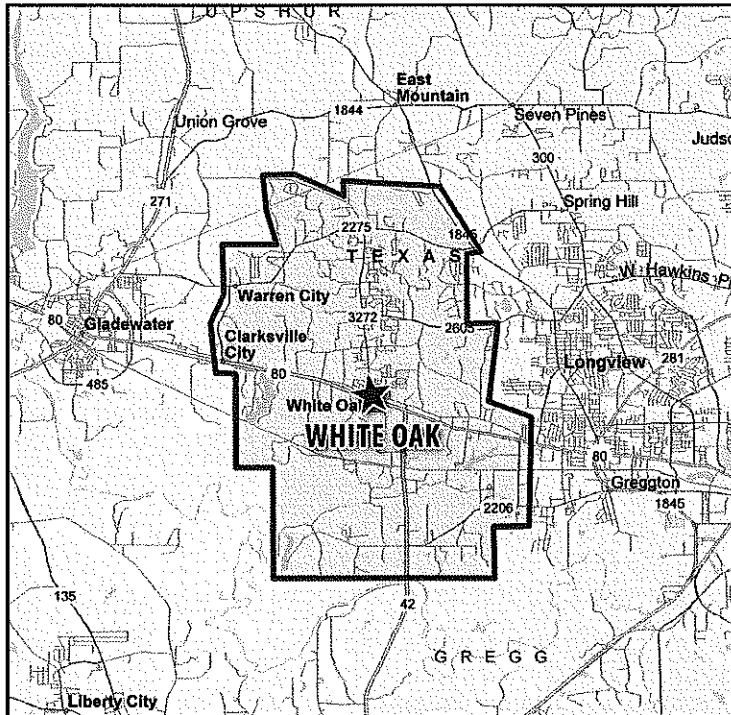
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

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

Hardware 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:

Debbie Sadler, CPM
 White Oak Economic Development Corporation
 906 S. White Oak Road
 White Oak, TX 75693

Tel: 903.759.3936, ext. 16
 Fax: 903.297.3452

Email: debbiesadler@cityofwhiteoak.com
 Web: www.cityofwhiteoak.com
www.therightcorner.com



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.