

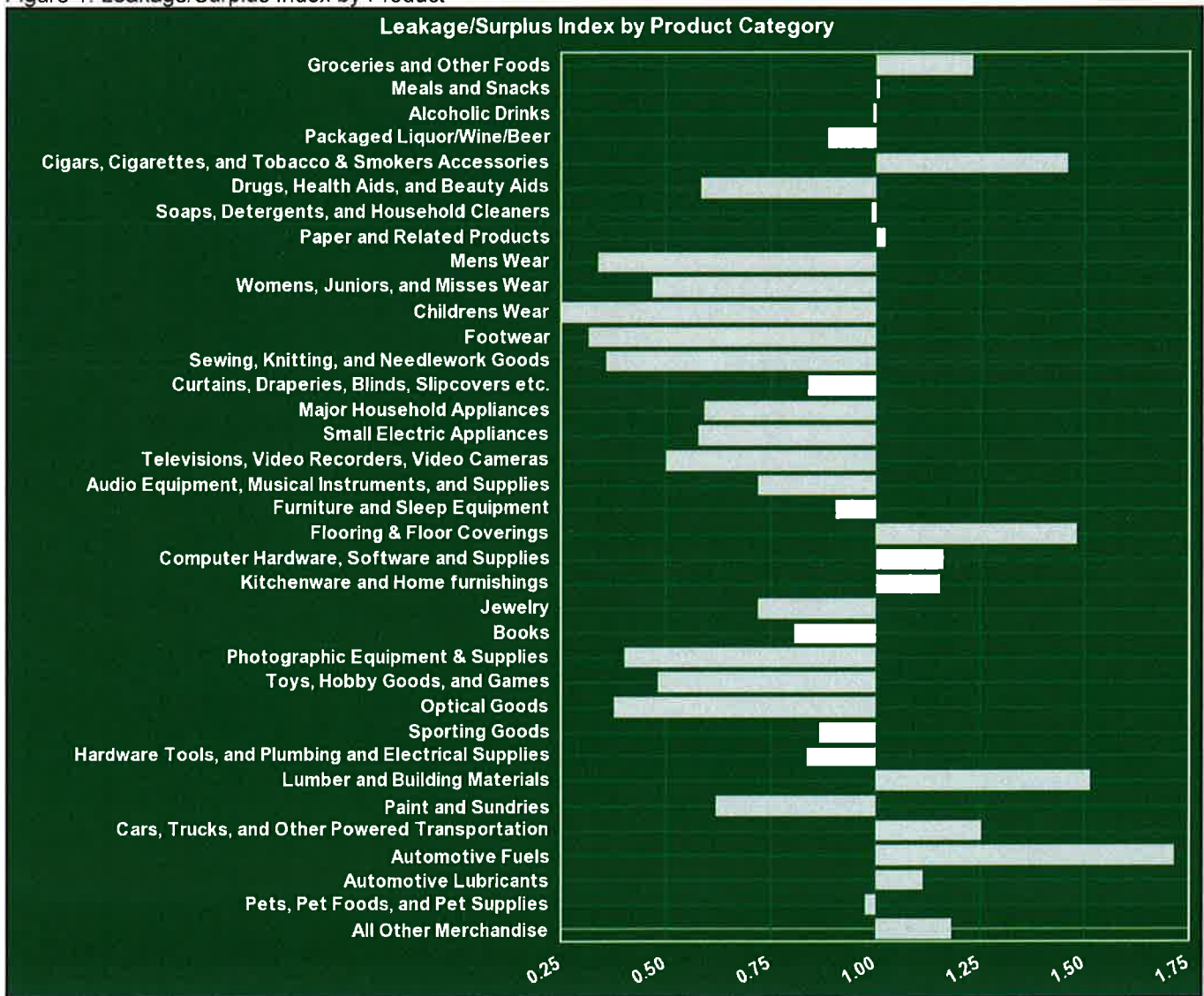
Site	Address	Analysis Geography
Site4	Heritage Crossing Irving, TX 75060	5 Minute Drivetime

Leakage/Surplus Index by Product

The Leakage/Surplus Index provides a relative comparison of the supply and demand across retail product categories. It is calculated by dividing actual sales by potential sales. An index greater than 1.0 means that the community is attracting retail sales (surplus) from outside the trade area. If the index is less than 1.0 it means that out-shopping is taking place and the community is not successfully drawing its own residents.

Leakage/Surplus Index (Figure 1) shows the strengths and weaknesses of a community's retail market by product.

Figure 1. Leakage/Surplus Index by Product





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The sales potential and the actual sales potential by product category and the resulting index are shown in Figure 2.

Figure 2. Sales Potential and Actual Sales by Product

Product Type	Potential	Actual Sales	Leakage/Surplus Index
Groceries and Other Foods	65,377,630	80,495,104	1.2
Meals and Snacks	39,457,259	39,787,375	1.0
Alcoholic Drinks	3,459,367	3,435,751	1.0
Packaged Liquor/Wine/Beer	7,377,173	6,541,315	0.9
Cigars, Cigarettes, and Tobacco & Smokers Accessories	7,406,047	10,798,182	1.5
Drugs, Health Aids, and Beauty Aids	30,213,789	17,553,862	0.6
Soaps, Detergents, and Household Cleaners	3,115,006	3,078,454	1.0
Paper and Related Products	2,914,331	2,979,002	1.0
Mens Wear	8,694,571	2,923,603	0.3
Womens, Juniors, and Misses Wear	13,344,526	6,249,900	0.5
Childrens Wear	5,860,008	1,469,986	0.3
Footwear	7,002,441	2,200,661	0.3
Sewing, Knitting, and Needlework Goods	523,027	186,419	0.4
Curtains, Draperies, Blinds, Slipcovers etc.	2,022,828	1,700,411	0.8
Major Household Appliances	2,431,836	1,434,776	0.6
Small Electric Appliances	906,504	522,275	0.6
Televisions, Video Recorders, Video Cameras	2,713,789	1,355,890	0.5
Audio Equipment, Musical Instruments, and Supplies	4,234,779	3,048,191	0.7
Furniture and Sleep Equipment	5,714,815	5,166,109	0.9
Flooring & Floor Coverings	1,979,914	2,932,869	1.5
Computer Hardware, Software and Supplies	7,800,290	9,079,864	1.2
Kitchenware and Home furnishings	3,262,105	3,767,874	1.2
Jewelry	2,999,513	2,156,168	0.7
Books	1,546,035	1,243,117	0.8
Photographic Equipment & Supplies	726,868	292,307	0.4
Toys, Hobby Goods, and Games	3,092,334	1,483,343	0.5
Optical Goods	663,555	250,507	0.4
Sporting Goods	3,987,418	3,455,779	0.9
Hardware Tools, and Plumbing and Electrical Supplies	17,730,695	14,858,036	0.8
Lumber and Building Materials	13,229,466	20,007,996	1.5
Paint and Sundries	1,966,796	1,218,701	0.6
Cars, Trucks, and Other Powered Transportation	60,350,020	75,681,435	1.3
Automotive Fuels	34,489,025	59,117,258	1.7
Automotive Lubricants	12,895,941	14,369,343	1.1
Pets, Pet Foods, and Pet Supplies	1,519,450	1,480,806	1.0
All Other Merchandise	8,906,725	10,539,656	1.2

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Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 3 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 3. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



Store Type	Potential	Actual Sales	Leakage/Surplus Index
Motor Vehicle & Parts Dealers	75,338,069	92,143,606	1.22
Furniture & Home Furnishings Stores	7,738,663	9,002,011	1.16
Electronics & Appliances Stores	8,394,039	2,487,483	0.30
Building Material & Garden Equipment & Supply Dealers	31,043,802	33,225,419	1.07
Food & Beverage Stores	55,324,656	83,706,372	1.51
Health & Personal Care Stores	21,605,128	7,006,650	0.32
Clothing & Clothing Accessories Stores	18,692,581	2,711,690	0.15
Sporting Goods, Hobby, Book, & Music Stores	6,051,862	2,317,325	0.38
General Merchandise Stores	48,912,034	16,167,518	0.33
Miscellaneous Store Retailers	8,244,395	8,294,272	1.01
Foodservice & Drinking Places	39,704,475	39,405,254	0.99
GAFO	92,798,751	36,079,864	0.39
Total Retail Sales (Including Food Service & Drinking Places)	413,848,455	332,547,464	0.80

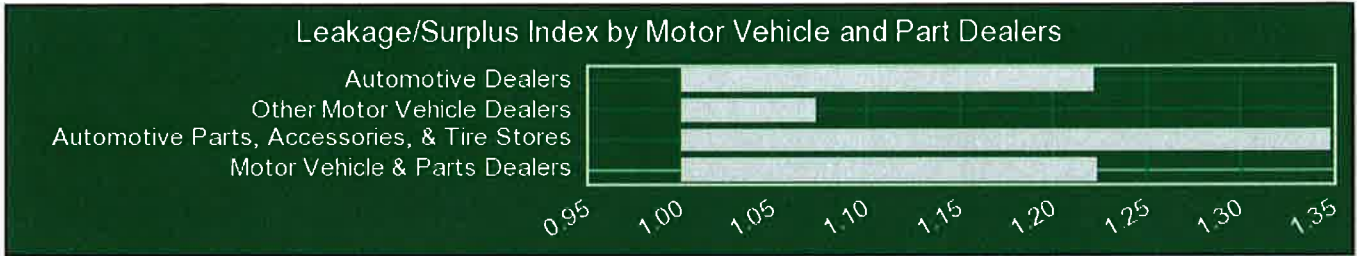
* GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies.



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Leakage/Surplus Analysis by Sub-Categories of Major Retail Types

Additional leakage/surplus details are provided on subcategories of stores in each of the twelve major store types. These details can help further identify possible business expansion opportunities.



Motor Vehicle and Parts Dealers	Potential	Actual Sales	Leakage/Surplus Index
Automotive Dealers	65,192,657	79,631,964	1.22
Other Motor Vehicle Dealers	4,206,597	4,511,878	1.07
Automotive Parts, Accessories, & Tire Stores	5,938,814	7,999,763	1.35
Motor Vehicle & Parts Dealers	75,338,069	92,143,606	1.22

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Leakage/Surplus Index by Electronics and Appliance Stores

Household Appliances Stores
 Radio Television and Other Electronics Stores
 Appliance, Television, and Other Electronics Stores
 Computer and Software Stores
 Camera & Photographic Equipment Stores
 Electronics & Appliances Stores



Electronics and Appliance Stores	Potential	Actual Sales	Leakage/Surplus Index
Household Appliances Stores	1,299,453	634,049	0.49
Radio Television and Other Electronics Stores	5,185,528	1,570,026	0.30
Appliance, Television, and Other Electronics Stores	6,484,982	2,204,075	0.34
Computer and Software Stores	1,620,683	283,407	0.17
Camera & Photographic Equipment Stores	288,373	0	0.00
Electronics & Appliances Stores	8,394,039	2,487,483	0.30

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Furniture and Home Furnishings Stores	Potential	Actual Sales	Leakage/Surplus Index
Furniture Stores	4,541,753	4,059,824	0.89
Home Furnishing Stores	3,196,910	4,942,186	1.55
Furniture & Home Furnishings Stores	7,738,663	9,002,011	1.16

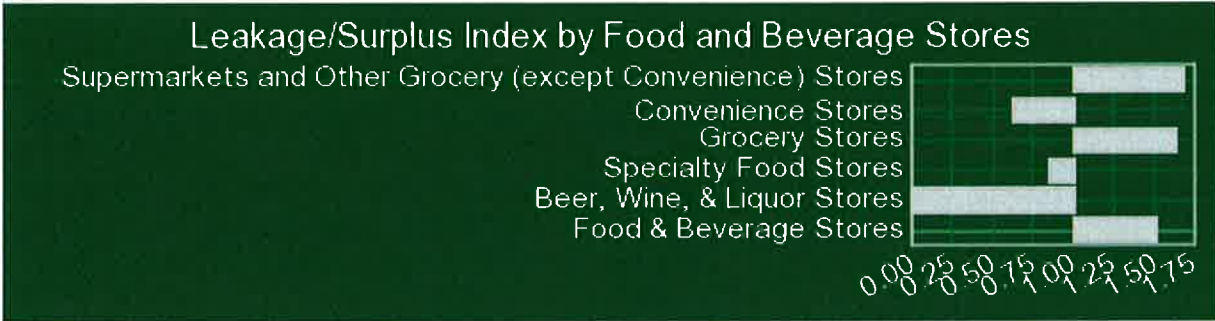


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Building Material, Garden Equipment and Supply Dealers	Potential	Actual Sales	Leakage/Surplus Index
Home Centers	11,235,286	2,009,017	0.18
Paint and Wallpaper Stores	627,135	742,686	1.18
Hardware Stores	2,409,867	0	0.00
Building Materials, Lumberyards	4,719,082	10,216,270	2.16
Other Building Materials Dealers	14,048,154	29,958,754	2.13
Building Material & Supply Dealers	28,320,445	32,710,458	1.16
Outdoor Power Equipment Stores	411,724	96,144	0.23
Nursery and Garden Centers	2,311,632	418,817	0.18
Lawn and Garden Equipment and Supplies Stores	2,723,357	514,961	0.19
Building Material & Garden Equipment & Supply Dealers	31,043,802	33,225,419	1.07

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Food and Beverage Stores	Potential	Actual Sales	Leakage/Surplus Index
Supermarkets and Other Grocery (except Convenience) Stores	48,017,504	80,821,941	1.68
Convenience Stores	2,375,633	1,464,120	0.62
Grocery Stores	50,393,137	82,286,062	1.63
Specialty Food Stores	1,678,687	1,420,309	0.85
Beer, Wine, & Liquor Stores	3,252,830	0	0.00
Food & Beverage Stores	55,324,656	83,706,372	1.51



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Health and Personal Care Stores	Potential	Actual Sales	Leakage/Surplus Index
Pharmacies and Drug Stores	18,920,843	5,709,234	0.30
Cosmetics, Beauty Supplies and Perfume Stores	749,823	0	0.00
Optical Goods Stores	563,121	143,133	0.25
Other Health and Personal Care Stores	1,371,339	1,154,283	0.84
Health & Personal Care Stores	21,605,128	7,006,650	0.32

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Clothing and Clothing Accessories Stores	Potential	Actual Sales	Leakage/Surplus Index
Mens Clothing Stores	968,177	0	0.00
Womens Clothing Stores	3,202,769	410,881	0.13
Childrens and Infants Clothing Stores	1,083,794	0	0.00
Family Clothing Stores	7,518,093	578,712	0.08
Clothing Accessories Stores	255,869	7,558	0.03
Other Clothing Stores	857,829	49,596	0.06
Clothing Stores	13,886,534	1,046,747	0.08
Shoe Stores	2,968,611	1,025,264	0.35
Jewelry Stores	1,676,984	639,678	0.38
Luggage, & Leather Goods Stores	160,451	0	0.00
Jewelry, Luggage, & Leather Goods Stores	1,837,436	639,678	0.35
Clothing & Clothing Accessories Stores	18,692,581	2,711,690	0.15

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Leakage/Surplus Index by Sporting Goods, Hobby, Book and Music Stores



Sporting Goods, Hobby, Book and Music Stores	Potential	Actual Sales	Leakage/Surplus Index
Sporting Goods Stores	2,192,006	744,540	0.34
Hobby, Toys and Games Stores	1,398,495	360,005	0.26
Sew/Needlework/Piece Goods Stores	311,690	0	0.00
Musical Instrument and Supplies Stores	480,389	693,830	1.44
Sporting Goods, Hobby, & Musical Instrument Stores	4,382,582	1,798,376	0.41
Book Stores	1,006,514	276,065	0.27
News Dealers and Newsstands	58,904	0	0.00
Book Stores and News Dealers	1,065,418	276,065	0.26
Prerecorded Tape, Compact Disc, and Record Stores	603,861	242,884	0.40
Book, Periodical, & Music Stores	1,669,280	518,949	0.31
Sporting Goods, Hobby, Book, & Music Stores	6,051,862	2,317,325	0.38



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General Merchandise Stores	Potential	Actual Sales	Leakage/Surplus Index
Department Stores excluding leased depts.	22,544,544	12,255,494	0.54
Warehouse Clubs and Super Stores	23,122,044	0	0.00
All Other General Merchandise Stores	3,245,445	3,912,024	1.21
Other General Merchandise Stores	26,367,490	3,912,024	0.15
General Merchandise Stores	48,912,034	16,167,518	0.33

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Miscellaneous Store Retailers	Potential	Actual Sales	Leakage/Surplus Index
Florists	570,303	1,093,726	1.92
Office Supplies and Stationery Stores	1,708,150	2,887,210	1.69
Gift, Novelty, and Souvenir Stores	1,301,418	506,623	0.39
Office Supplies, Stationery, & Gift Stores	3,009,568	3,393,834	1.13
Used Merchandise Stores	724,467	2,250,142	3.11
Other Miscellaneous Store Retailers	3,940,055	1,556,569	0.40
Miscellaneous Store Retailers	8,244,395	8,294,272	1.01

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Foodservice and Drinking Places	Potential	Actual Sales	Leakage/Surplus Index
Full-service Restaurants	18,113,473	22,443,489	1.24
Limited-service Eating Places	16,649,135	14,192,597	0.85
Special Foodservices	3,383,869	2,769,167	0.82
Drinking Places -Alcoholic Beverages	1,557,996	0	0.00
Foodservice & Drinking Places	39,704,475	39,405,254	0.99