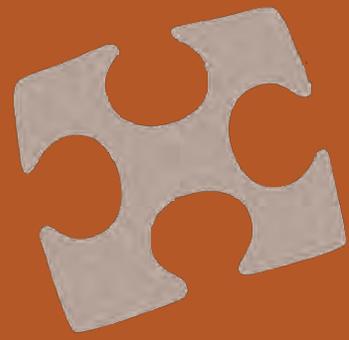


# INSIGHT

MARKET ANALYTICS

by **ECON**Solutions



## CITY OF FARMERSVILLE, CA

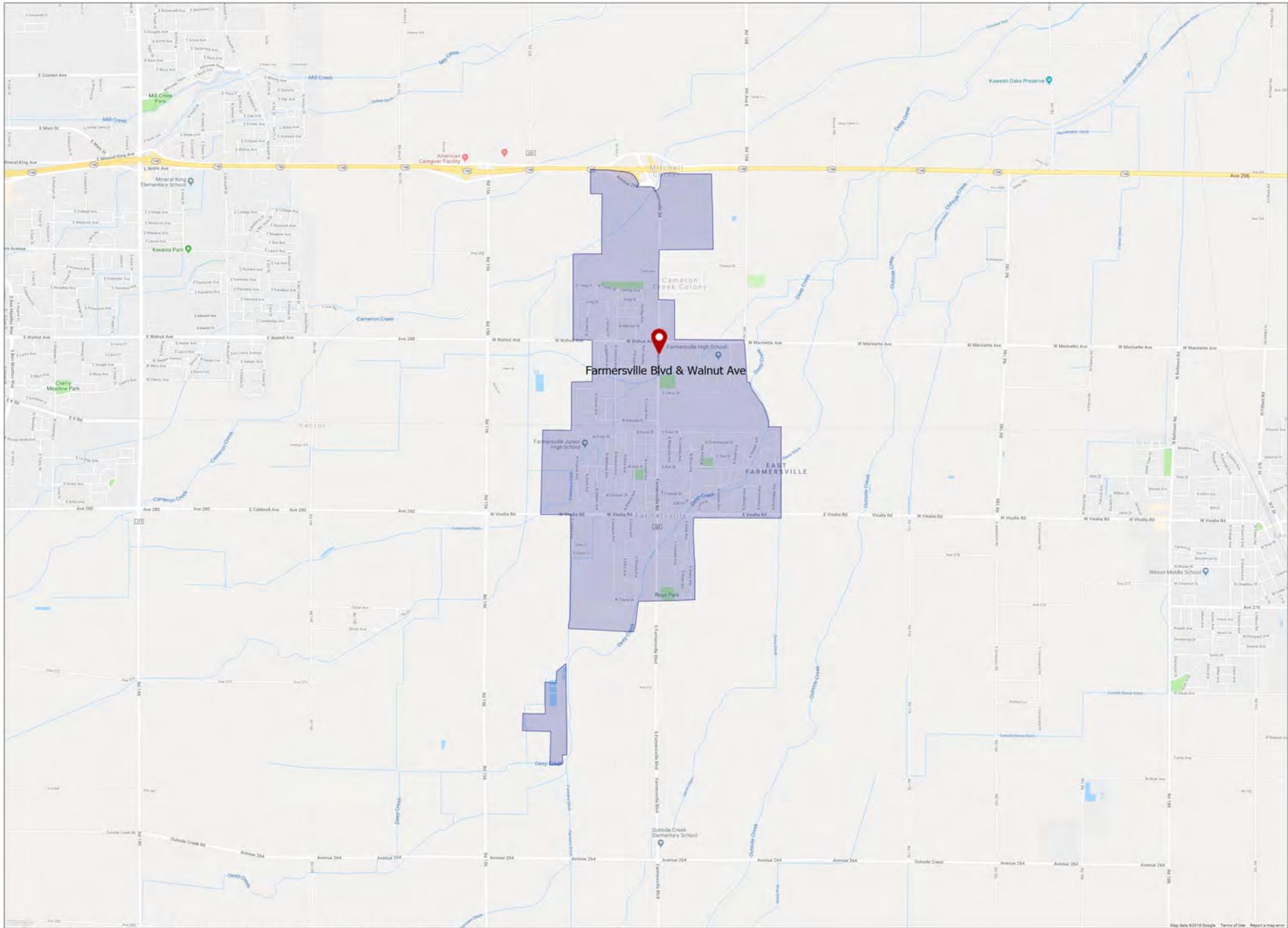


**Submitted by:**

ECON Solutions by HdL  
1340 Valley Vista Dr., Ste. 200  
Diamond Bar, CA 91765  
[www.hdlcompanies.com](http://www.hdlcompanies.com)  
[www.econsolutionsbyhdl.com](http://www.econsolutionsbyhdl.com)

**Contact:**

Barry Foster  
909-861-4335  
[bfoster@hdlcompanies.com](mailto:bfoster@hdlcompanies.com)



### Consumer Demographic Profile

Site: City of Farmersville  
 Date Report Created: 9/7/2018

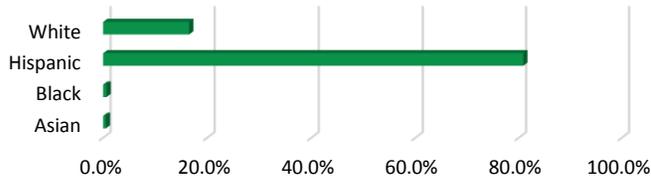
	Farmersville			
	#	%		
<b>Market Stats</b>				
Population	10,912	---		
5 Year Projected Pop	11,739	---		
Pop Growth (%)	7.6%	---		
Households	2,741	---		
5 Year Projected HHs	2,951	---		
HH Growth (%)	7.6%	---		
<b>Census Stats</b>				
2000 Population	9,551	---		
2010 Population	10,659	---		
Pop Growth (%)	11.6%	---		
2000 Households	2,419	---		
2010 Households	2,678	---		
HH Growth (%)	10.7%	---		
<b>Total Population by Age</b>				
<b>Average Age</b>	33.7			
19 yrs & under	3,189	29.2%		
20 to 24 yrs	1,370	12.6%		
25 to 34 yrs	1,665	15.3%		
35 to 44 yrs	1,450	13.3%		
45 to 54 yrs	1,216	11.1%		
55 to 64 yrs	982	9.0%		
65 to 74 yrs	648	5.9%		
75 to 84 yrs	296	2.7%		
85 + yrs	97	0.9%		
<b>Population Bases</b>				
20-34 yrs	3,035	27.8%		
45-64 yrs	2,198	20.1%		
16 yrs +	8,152	74.7%		
25 yrs +	6,353	58.2%		
65 yrs +	1,041	9.5%		
75 yrs +	393	3.6%		
85 yrs +	97	0.9%		

### Consumer Demographic Profile

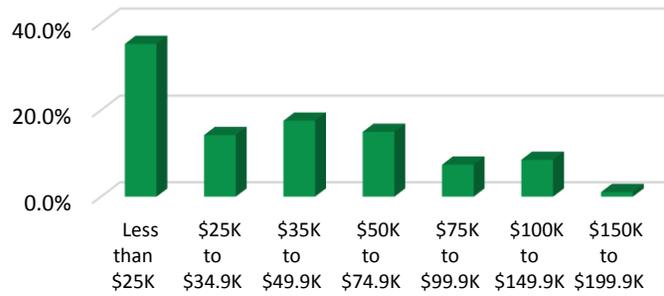
Site: City of Farmersville  
 Date Report Created: 9/7/2018

		Farmersville	
		#	%
<b>Population by Race</b>			
White		1,803	16.5%
Hispanic		8,826	80.9%
Black		73	0.7%
Asian		58	0.5%
<b>Ancestry</b>			
American Indian (ancestry)		45	0.4%
Hawaiian (ancestry)		3	0.0%
<b>Household Income</b>			
<b>Per Capita Income</b>		\$12,516	---
<b>Average HH Income</b>		\$49,821	---
<b>Median HH Income</b>		\$35,494	---
Less than \$25K		966	35.2%
\$25K to \$34.9K		390	14.2%
\$35K to \$49.9K		481	17.6%
\$50K to \$74.9K		410	15.0%
\$75K to \$99.9K		202	7.4%
\$100K to \$149.9K		233	8.5%
\$150K to \$199.9K		29	1.1%
\$200K +		29	1.0%
<b>Education</b>			
Less than 9th Grade		1,902	29.9%
Some HS, No Diploma		850	13.4%
HS Grad (or Equivalent)		1,850	29.1%
Some College, No Degree		1,221	19.2%
Associate Degree		245	3.9%
Bachelor Degree		219	3.4%
Graduates Degree		51	0.8%

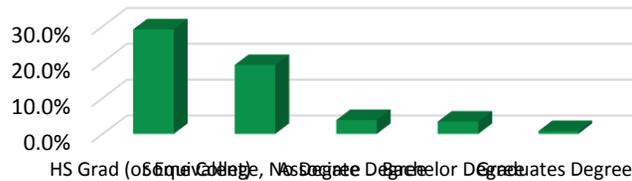
Ethnic Breakdown



Household Income Levels - %



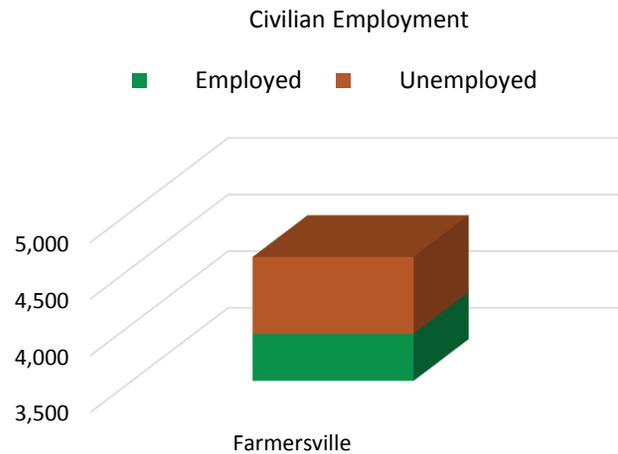
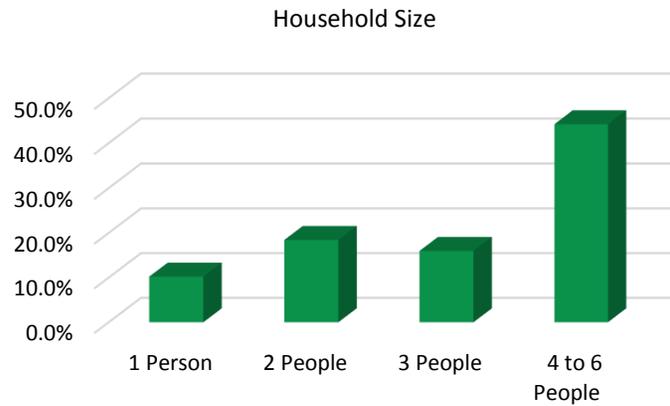
Education



### Consumer Demographic Profile

**Site:** City of Farmersville  
**Date Report Created:** 9/7/2018

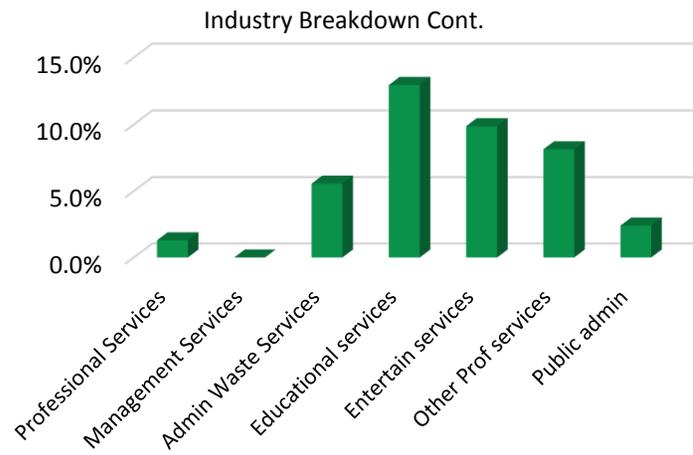
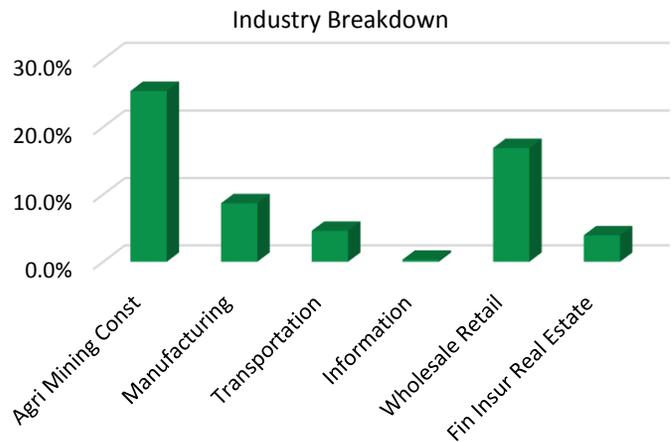
Farmersville		
	#	%
<b>Family Structure</b>	2,361	
Single - Male	153	6.5%
Single - Female	205	8.7%
Single Parent - Male	136	5.7%
Single Parent - Female	355	15.0%
Married w/ Children	749	31.7%
Married w/out Children	763	32.3%
<b>Household Size</b>		
1 Person	280	10.2%
2 People	505	18.4%
3 People	438	16.0%
4 to 6 People	1,211	44.2%
7+ People	307	11.2%
<b>Home Ownership</b>	2,741	
Owners	1,676	61.1%
Renters	1,065	38.9%
<b>Components of Change</b>		
Births	161	1.5%
Deaths	55	0.5%
Migration	-46	-0.4%
<b>Employment (Pop 16+)</b>	8,152	
Armed Services	0	0.0%
Civilian	4,594	56.4%
Employed	3,916	48.0%
Unemployed	679	8.3%
Not in Labor Force	3,558	43.6%
<b>Employed Population</b>	3,916	
White Collar	1,446	36.9%
Blue Collar	2,470	63.1%



### Consumer Demographic Profile

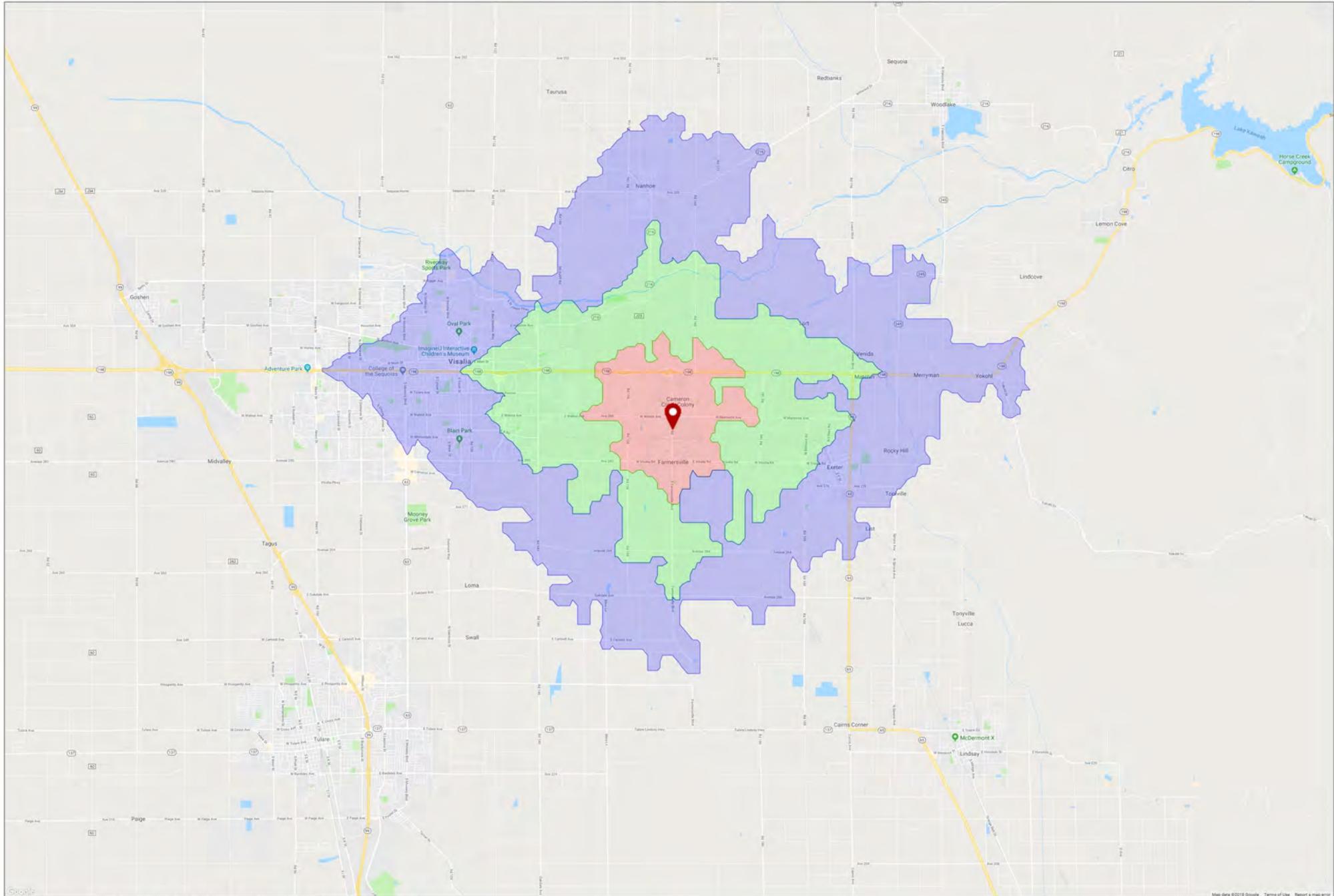
**Site:** City of Farmersville  
**Date Report Created:** 9/7/2018

		Farmersville	
		#	%
<b>Employment By Occupation</b>			
		3,916	
White Collar		1,446	36.9%
Managerial executive		165	4.2%
Prof specialty		349	8.9%
Healthcare support		159	4.1%
Sales		443	11.3%
Office Admin		330	8.4%
Blue Collar		2,470	63.1%
Protective		27	0.7%
Food Prep Serving		291	7.4%
Bldg Maint/Cleaning		205	5.2%
Personal Care		118	3.0%
Farming/Fishing/Forestry		690	17.6%
Construction		399	10.2%
Production Transp		740	18.9%
<b>Employment By Industry</b>			
		3,916	
Agri Mining Const		991	25.3%
Manufacturing		341	8.7%
Transportation		180	4.6%
Information		12	0.3%
Wholesale Retail		662	16.9%
Fin Insur Real Estate		154	3.9%
Professional Services		51	1.3%
Management Services		0	0.0%
Admin Waste Services		218	5.6%
Educational services		507	13.0%
Entertain services		387	9.9%
Other Prof services		319	8.1%
Public admin		94	2.4%



# Current View

## Farmersville Blvd & Walnut Ave

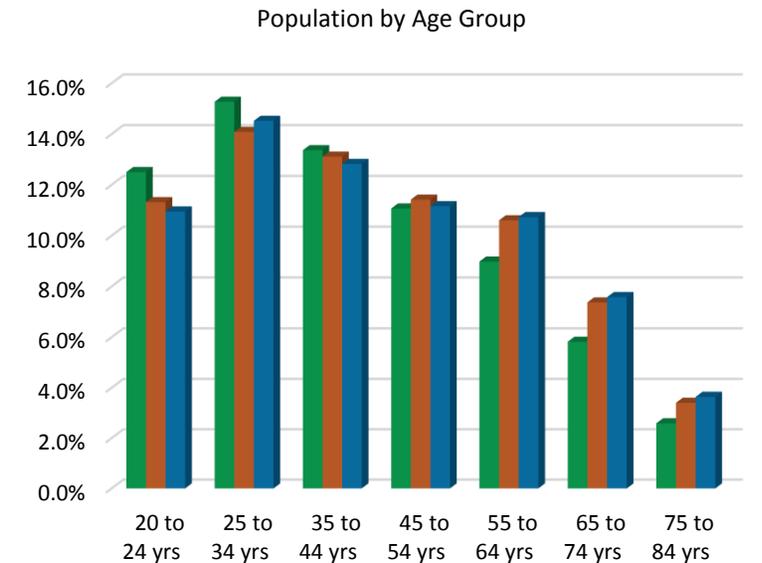
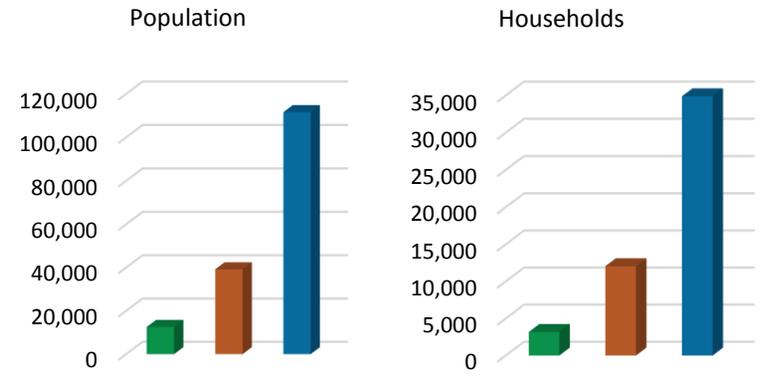


# Consumer Demographic Profile

**Site:** Farmersville Blvd & Walnut Ave  
**Address:** Farmersville Blvd & Walnut Ave | Farmersville CA  
**Date Report Created:** 9/7/2018



	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	12,571	---	39,181	---	111,603	---
5 Year Projected Pop	13,547	---	42,595	---	121,757	---
Pop Growth (%)	7.8%	---	8.7%	---	9.1%	---
Households	3,180	---	12,045	---	34,888	---
5 Year Projected HHs	3,428	---	13,106	---	38,025	---
HH Growth (%)	7.8%	---	8.8%	---	9.0%	---
<b>Census Stats</b>						
2000 Population	10,764	---	28,673	---	93,714	---
2010 Population	12,257	---	37,556	---	107,912	---
Pop Growth (%)	13.9%	---	31.0%	---	15.2%	---
2000 Households	2,699	---	8,848	---	29,397	---
2010 Households	3,101	---	11,539	---	33,803	---
HH Growth (%)	14.9%	---	30.4%	---	15.0%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	33.5		35.7		36.1	
19 yrs & under	3,714	29.5%	10,778	27.5%	30,421	27.3%
20 to 24 yrs	1,572	12.5%	4,436	11.3%	12,223	11.0%
25 to 34 yrs	1,920	15.3%	5,519	14.1%	16,205	14.5%
35 to 44 yrs	1,680	13.4%	5,136	13.1%	14,314	12.8%
45 to 54 yrs	1,391	11.1%	4,473	11.4%	12,456	11.2%
55 to 64 yrs	1,129	9.0%	4,155	10.6%	11,977	10.7%
65 to 74 yrs	732	5.8%	2,887	7.4%	8,459	7.6%
75 to 84 yrs	325	2.6%	1,333	3.4%	4,061	3.6%
85 + yrs	107	0.9%	464	1.2%	1,487	1.3%
<b>Population Bases</b>						
20-34 yrs	3,492	27.8%	9,955	25.4%	28,428	25.5%
45-64 yrs	2,520	20.0%	8,628	22.0%	24,433	21.9%
16 yrs +	9,350	74.4%	29,750	75.9%	84,912	76.1%
25 yrs +	7,285	58.0%	23,968	61.2%	68,959	61.8%
65 yrs +	1,165	9.3%	4,685	12.0%	14,007	12.6%
75 yrs +	433	3.4%	1,797	4.6%	5,548	5.0%
85 yrs +	107	0.9%	464	1.2%	1,487	1.3%

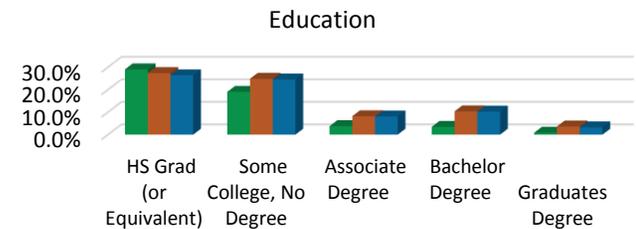
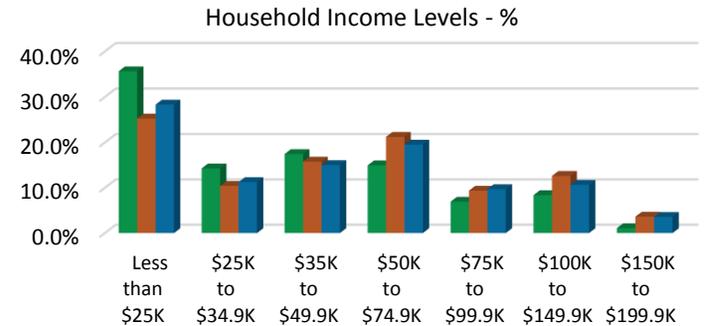
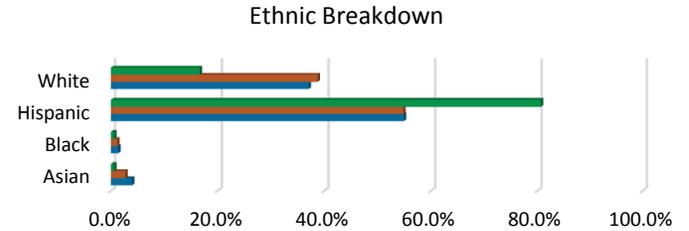


# Consumer Demographic Profile

**Site:** Farmersville Blvd & Walnut Ave  
**Address:** Farmersville Blvd & Walnut Ave | Farmersville CA  
**Date Report Created:** 9/7/2018



	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	2,092	16.6%	15,180	38.7%	41,373	37.1%
Hispanic	10,140	80.7%	21,471	54.8%	61,297	54.9%
Black	80	0.6%	468	1.2%	1,561	1.4%
Asian	79	0.6%	1,058	2.7%	4,428	4.0%
<b>Ancestry</b>						
American Indian (ancestry)	54	0.4%	241	0.6%	778	0.7%
Hawaiian (ancestry)	3	0.0%	49	0.1%	120	0.1%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$12,630	---	\$18,774	---	\$18,585	---
<b>Average HH Income</b>	\$49,926	---	\$61,070	---	\$59,452	---
<b>Median HH Income</b>	\$35,060	---	\$48,782	---	\$45,703	---
Less than \$25K	1,133	35.6%	3,043	25.3%	9,882	28.3%
\$25K to \$34.9K	454	14.3%	1,254	10.4%	3,930	11.3%
\$35K to \$49.9K	555	17.5%	1,902	15.8%	5,241	15.0%
\$50K to \$74.9K	476	15.0%	2,560	21.3%	6,818	19.5%
\$75K to \$99.9K	220	6.9%	1,128	9.4%	3,388	9.7%
\$100K to \$149.9K	267	8.4%	1,521	12.6%	3,721	10.7%
\$150K to \$199.9K	34	1.1%	436	3.6%	1,244	3.6%
\$200K +	40	1.2%	201	1.7%	663	1.9%
<b>Education</b>						
Less than 9th Grade	2,247	30.9%	3,775	15.7%	10,650	15.4%
Some HS, No Diploma	930	12.8%	2,169	9.0%	7,204	10.4%
HS Grad (or Equivalent)	2,114	29.0%	6,559	27.4%	18,189	26.4%
Some College, No Degree	1,385	19.0%	5,953	24.8%	16,899	24.5%
Associate Degree	275	3.8%	1,963	8.2%	5,562	8.1%
Bachelor Degree	253	3.5%	2,484	10.4%	7,059	10.2%
Graduates Degree	63	0.9%	878	3.7%	2,234	3.2%

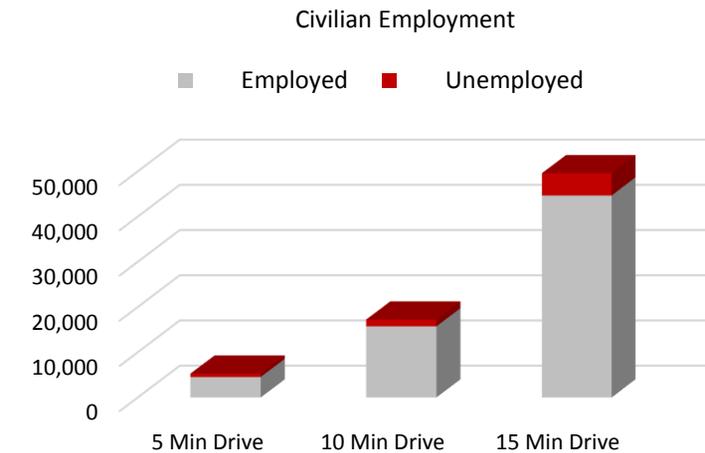
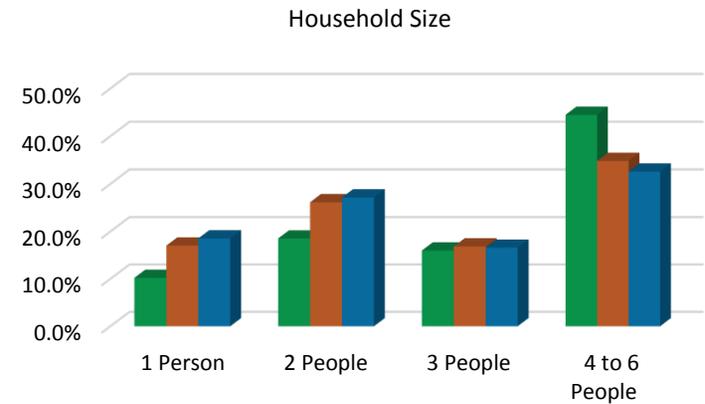


# Consumer Demographic Profile

**Site:** Farmersville Blvd & Walnut Ave  
**Address:** Farmersville Blvd & Walnut Ave | Farmersville CA  
**Date Report Created:** 9/7/2018



	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	2,738		9,314		26,521	
Single - Male	191	7.0%	405	4.4%	1,265	4.8%
Single - Female	212	7.7%	558	6.0%	2,620	9.9%
Single Parent - Male	175	6.4%	700	7.5%	1,703	6.4%
Single Parent - Female	407	14.9%	1,277	13.7%	3,646	13.7%
Married w/ Children	880	32.1%	3,065	32.9%	8,233	31.0%
Married w/out Children	873	31.9%	3,308	35.5%	9,055	34.1%
<b>Household Size</b>						
1 Person	325	10.2%	2,050	17.0%	6,466	18.5%
2 People	589	18.5%	3,151	26.2%	9,475	27.2%
3 People	508	16.0%	2,030	16.9%	5,784	16.6%
4 to 6 People	1,414	44.5%	4,193	34.8%	11,365	32.6%
7+ People	344	10.8%	621	5.2%	1,799	5.2%
<b>Home Ownership</b>	3,180		12,045		34,888	
Owners	1,856	58.4%	7,652	63.5%	20,303	58.2%
Renters	1,324	41.6%	4,393	36.5%	14,585	41.8%
<b>Components of Change</b>						
Births	187	1.5%	534	1.4%	1,493	1.3%
Deaths	61	0.5%	227	0.6%	679	0.6%
Migration	-58	-0.5%	63	0.2%	270	0.2%
<b>Employment (Pop 16+)</b>	9,350		29,750		84,912	
Armed Services	2	0.0%	231	0.8%	245	0.3%
Civilian	5,283	56.5%	17,233	57.9%	49,601	58.4%
Employed	4,537	48.5%	15,730	52.9%	44,674	52.6%
Unemployed	746	8.0%	1,503	5.1%	4,926	5.8%
Not in Labor Force	4,064	43.5%	12,286	41.3%	35,066	41.3%
<b>Employed Population</b>	4,537		15,730		44,674	
White Collar	1,631	35.9%	8,081	51.4%	22,912	51.3%
Blue Collar	2,906	64.1%	7,649	48.6%	21,762	48.7%

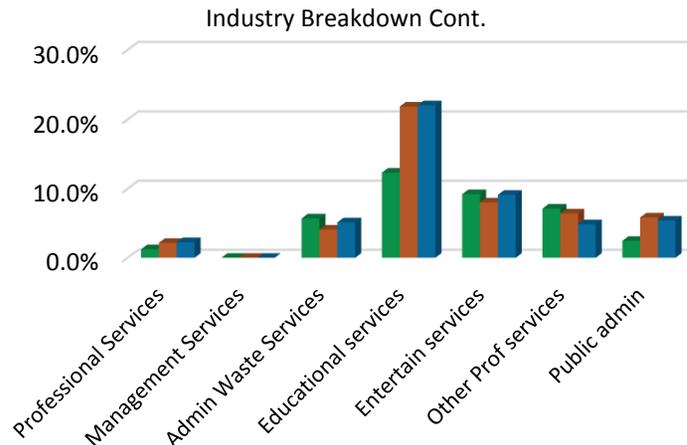
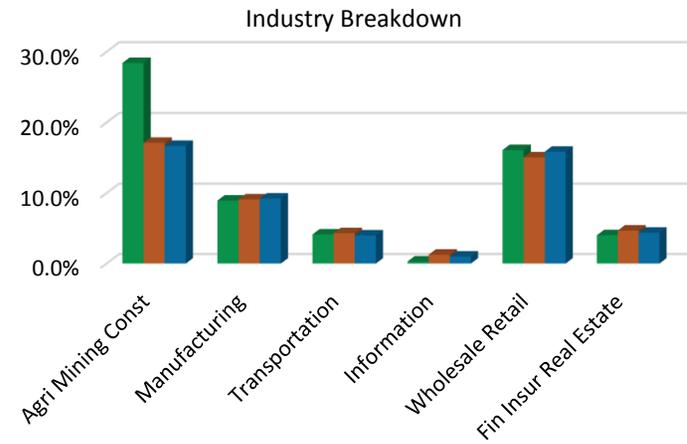


# Consumer Demographic Profile

**Site:** Farmersville Blvd & Walnut Ave  
**Address:** Farmersville Blvd & Walnut Ave | Farmersville CA  
**Date Report Created:** 9/7/2018



	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	4,537		15,730		44,674	
White Collar	1,631	35.9%	8,081	51.4%	22,912	51.3%
Managerial executive	196	4.3%	1,622	10.3%	4,290	9.6%
Prof specialty	379	8.4%	2,625	16.7%	7,433	16.6%
Healthcare support	170	3.7%	380	2.4%	1,042	2.3%
Sales	527	11.6%	1,834	11.7%	5,119	11.5%
Office Admin	359	7.9%	1,619	10.3%	5,029	11.3%
Blue Collar	2,906	64.1%	7,649	48.6%	21,762	48.7%
Protective	37	0.8%	413	2.6%	1,119	2.5%
Food Prep Serving	312	6.9%	869	5.5%	2,657	5.9%
Bldg Maint/Cleaning	222	4.9%	711	4.5%	2,586	5.8%
Personal Care	124	2.7%	644	4.1%	1,925	4.3%
Farming/Fishing/Forestry	917	20.2%	1,318	8.4%	3,649	8.2%
Construction	463	10.2%	1,599	10.2%	3,805	8.5%
Production Transp	830	18.3%	2,095	13.3%	6,020	13.5%
<b>Employment By Industry</b>	4,537		15,730		44,674	
Agri Mining Const	1,289	28.4%	2,695	17.1%	7,461	16.7%
Manufacturing	406	8.9%	1,434	9.1%	4,129	9.2%
Transportation	188	4.1%	680	4.3%	1,785	4.0%
Information	13	0.3%	199	1.3%	441	1.0%
Wholesale Retail	731	16.1%	2,373	15.1%	7,093	15.9%
Fin Insur Real Estate	182	4.0%	737	4.7%	1,959	4.4%
Professional Services	56	1.2%	339	2.2%	1,011	2.3%
Management Services	0	0.0%	0	0.0%	0	0.0%
Admin Waste Services	259	5.7%	643	4.1%	2,289	5.1%
Educational services	559	12.3%	3,438	21.9%	9,850	22.0%
Entertain services	418	9.2%	1,262	8.0%	4,076	9.1%
Other Prof services	324	7.1%	1,011	6.4%	2,172	4.9%
Public admin	111	2.5%	918	5.8%	2,409	5.4%



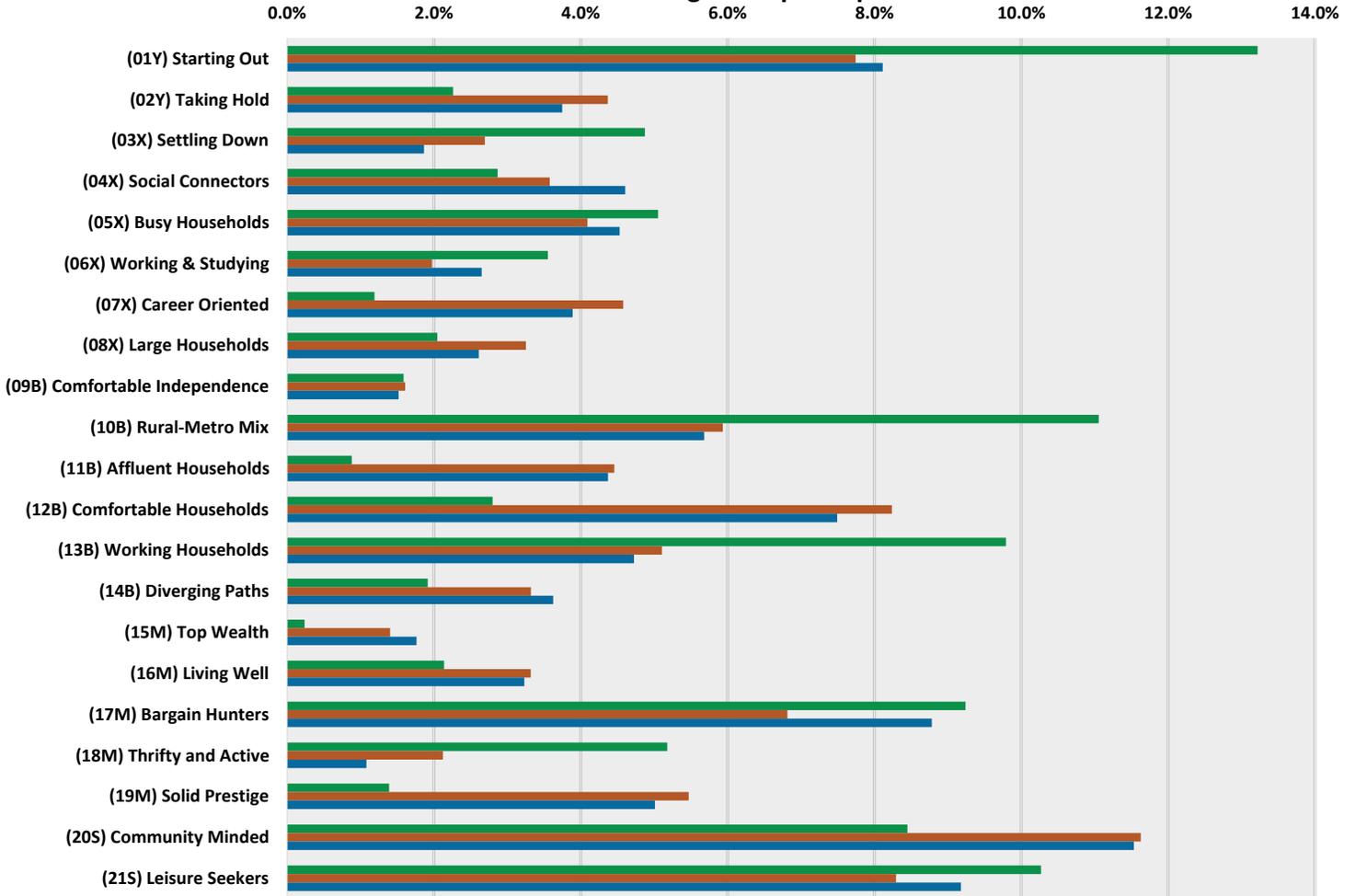
# Household Segmentation Profile

Site: Farmersville Blvd & Walnut Ave  
 Address: Farmersville Blvd & Walnut Ave | Farmersville CA  
 Date: 9/7/2018



<b>Trade Area 1:</b> 5 Min Drive	<b>Trade Area 2:</b> 10 Min Drive	<b>Trade Area 3:</b> 15 Min Drive
-------------------------------------	--------------------------------------	--------------------------------------

## Household Lifestage Group Comparison



<b>Trade Area 1:</b> 5 Min Drive	<b>Trade Area 2:</b> 10 Min Drive	<b>Trade Area 3:</b> 15 Min Drive
-------------------------------------	--------------------------------------	--------------------------------------

<b>Total Households</b>	<b>3,189</b>	<b>100%</b>	<b>11,930</b>	<b>100%</b>	<b>34,628</b>	<b>100%</b>
-------------------------	--------------	-------------	---------------	-------------	---------------	-------------

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	53- Metro Strivers	(10B) Rural-Metro Mix	209	6.6%	510	4.3%	1,695	4.9%
2	36- Persistent & Productive	(20S) Community Minded	207	6.5%	738	6.2%	2,055	5.9%
3	38- Occupational Mix	(13B) Working Households	199	6.2%	458	3.8%	1,441	4.2%
4	57- Collegiate Crowd	(01Y) Starting Out	121	3.8%	326	2.7%	973	2.8%
5	48- Farm & Home	(13B) Working Households	113	3.5%	151	1.3%	195	0.6%
6	55- Community Life	(17M) Bargain Hunters	107	3.4%	220	1.8%	692	2.0%
7	65- Hobbies & Shopping	(21S) Leisure Seekers	98	3.1%	207	1.7%	782	2.3%
8	67- First Steps	(01Y) Starting Out	97	3.0%	227	1.9%	888	2.6%
9	39- Setting Goals	(01Y) Starting Out	95	3.0%	172	1.4%	509	1.5%
10	47- Rural Parents	(10B) Rural-Metro Mix	94	3.0%	125	1.0%	163	0.5%

\* Rank is based on Trade Area 1 cluster size

Uses the Personix household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

## Household Segmentation Profile

Market: Farmersville Blvd & Walnut Ave | Farmersville CA

Date: 9/7/2018



TOTAL HOUSEHOLDS		3,189	100%	11,930	100%	34,628	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(01Y) Starting Out</b>		<b>422</b>	<b>13.2%</b>	<b>924</b>	<b>7.7%</b>	<b>2,809</b>	<b>8.1%</b>
	<a href="#">39- Setting Goals</a>	95	3.0%	172	1.4%	509	1.5%
	<a href="#">45- Offices &amp; Entertainment</a>	27	0.8%	100	0.8%	323	0.9%
	<a href="#">57- Collegiate Crowd</a>	121	3.8%	326	2.7%	973	2.8%
	<a href="#">58- Outdoor Fervor</a>	81	2.6%	99	0.8%	117	0.3%
	<a href="#">67- First Steps</a>	97	3.0%	227	1.9%	888	2.6%
<b>(02Y) Taking Hold</b>		<b>72</b>	<b>2.3%</b>	<b>521</b>	<b>4.4%</b>	<b>1,297</b>	<b>3.7%</b>
	<a href="#">18- Climbing the Ladder</a>	3	0.1%	50	0.4%	100	0.3%
	<a href="#">21- Children First</a>	28	0.9%	118	1.0%	299	0.9%
	<a href="#">24- Career Building</a>	20	0.6%	244	2.0%	640	1.8%
	<a href="#">30- Out &amp; About</a>	21	0.7%	110	0.9%	258	0.7%
<b>(03X) Settling Down</b>		<b>155</b>	<b>4.9%</b>	<b>321</b>	<b>2.7%</b>	<b>646</b>	<b>1.9%</b>
	<a href="#">34- Outward Bound</a>	35	1.1%	44	0.4%	56	0.2%
	<a href="#">41- Rural Adventure</a>	46	1.5%	83	0.7%	114	0.3%
	<a href="#">46- Rural &amp; Active</a>	74	2.3%	194	1.6%	476	1.4%
<b>(04X) Social Connectors</b>		<b>91</b>	<b>2.9%</b>	<b>427</b>	<b>3.6%</b>	<b>1,595</b>	<b>4.6%</b>
	<a href="#">42- Creative Variety</a>	41	1.3%	160	1.3%	456	1.3%
	<a href="#">52- Stylish &amp; Striving</a>	22	0.7%	103	0.9%	395	1.1%
	<a href="#">59- Mobile Mixers</a>	28	0.9%	164	1.4%	744	2.1%
<b>(05X) Busy Households</b>		<b>161</b>	<b>5.1%</b>	<b>488</b>	<b>4.1%</b>	<b>1,569</b>	<b>4.5%</b>
	<a href="#">37- Firm Foundations</a>	87	2.7%	274	2.3%	731	2.1%
	<a href="#">62- Movies &amp; Sports</a>	74	2.3%	214	1.8%	837	2.4%
<b>(06X) Working &amp; Studying</b>		<b>113</b>	<b>3.6%</b>	<b>236</b>	<b>2.0%</b>	<b>918</b>	<b>2.7%</b>
	<a href="#">61- City Life</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">69- Productive Havens</a>	60	1.9%	103	0.9%	414	1.2%
	<a href="#">70- Favorably Frugal</a>	53	1.7%	133	1.1%	504	1.5%
<b>(07X) Career Oriented</b>		<b>38</b>	<b>1.2%</b>	<b>546</b>	<b>4.6%</b>	<b>1,347</b>	<b>3.9%</b>
	<a href="#">06- Casual Comfort</a>	13	0.4%	202	1.7%	459	1.3%
	<a href="#">10- Careers &amp; Travel</a>	7	0.2%	57	0.5%	158	0.5%
	<a href="#">20- Carving Out Time</a>	2	0.1%	66	0.6%	165	0.5%
	<a href="#">26- Getting Established</a>	16	0.5%	221	1.9%	565	1.6%
<b>(08X) Large Households</b>		<b>65</b>	<b>2.0%</b>	<b>388</b>	<b>3.3%</b>	<b>904</b>	<b>2.6%</b>
	<a href="#">11- Schools &amp; Shopping</a>	1	0.0%	36	0.3%	104	0.3%
	<a href="#">12- On the Go</a>	3	0.1%	99	0.8%	250	0.7%
	<a href="#">19- Country Comfort</a>	48	1.5%	72	0.6%	117	0.3%
	<a href="#">27- Tenured Proprietors</a>	14	0.4%	181	1.5%	434	1.3%
<b>(09B) Comfortable Independence</b>		<b>51</b>	<b>1.6%</b>	<b>192</b>	<b>1.6%</b>	<b>526</b>	<b>1.5%</b>
	<a href="#">29- City Mixers</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">35- Working &amp; Active</a>	24	0.7%	92	0.8%	227	0.7%
	<a href="#">56- Metro Active</a>	27	0.8%	100	0.8%	299	0.9%
<b>(10B) Rural-Metro Mix</b>		<b>353</b>	<b>11.1%</b>	<b>708</b>	<b>5.9%</b>	<b>1,967</b>	<b>5.7%</b>
	<a href="#">47- Rural Parents</a>	94	3.0%	125	1.0%	163	0.5%
	<a href="#">53- Metro Strivers</a>	209	6.6%	510	4.3%	1,695	4.9%
	<a href="#">60- Rural &amp; Mobile</a>	49	1.5%	73	0.6%	110	0.3%

Uses the Personix household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

## Household Segmentation Profile

Market: Farmersville Blvd & Walnut Ave | Farmersville CA

Date: 9/7/2018



TOTAL HOUSEHOLDS		3,189	100%	11,930	100%	34,628	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(11B) Affluent Households</b>		<b>28</b>	<b>0.9%</b>	<b>532</b>	<b>4.5%</b>	<b>1,513</b>	<b>4.4%</b>
	<a href="#">01- Summit Estates</a>	3	0.1%	38	0.3%	199	0.6%
	<a href="#">04- Top Professionals</a>	9	0.3%	149	1.2%	453	1.3%
	<a href="#">07- Active Lifestyles</a>	16	0.5%	345	2.9%	861	2.5%
<b>(12B) Comfortable Households</b>		<b>89</b>	<b>2.8%</b>	<b>983</b>	<b>8.2%</b>	<b>2,595</b>	<b>7.5%</b>
	<a href="#">13- Work &amp; Play</a>	26	0.8%	381	3.2%	1,070	3.1%
	<a href="#">17- Firmly Established</a>	63	2.0%	602	5.0%	1,524	4.4%
<b>(13B) Working Households</b>		<b>312</b>	<b>9.8%</b>	<b>609</b>	<b>5.1%</b>	<b>1,636</b>	<b>4.7%</b>
	<a href="#">38- Occupational Mix</a>	199	6.2%	458	3.8%	1,441	4.2%
	<a href="#">48- Farm &amp; Home</a>	113	3.5%	151	1.3%	195	0.6%
<b>(14B) Diverging Paths</b>		<b>61</b>	<b>1.9%</b>	<b>396</b>	<b>3.3%</b>	<b>1,255</b>	<b>3.6%</b>
	<a href="#">16- Country Enthusiasts</a>	12	0.4%	19	0.2%	34	0.1%
	<a href="#">22- Comfortable Cornerstones</a>	10	0.3%	96	0.8%	255	0.7%
	<a href="#">31- Mid-Americana</a>	24	0.8%	104	0.9%	314	0.9%
	<a href="#">32- Metro Mix</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">33- Urban Diversity</a>	15	0.5%	178	1.5%	652	1.9%
<b>(15M) Top Wealth</b>		<b>8</b>	<b>0.2%</b>	<b>167</b>	<b>1.4%</b>	<b>610</b>	<b>1.8%</b>
	<a href="#">02- Established Elite</a>	2	0.1%	49	0.4%	271	0.8%
	<a href="#">03- Corporate Connected</a>	5	0.2%	119	1.0%	339	1.0%
<b>(16M) Living Well</b>		<b>68</b>	<b>2.1%</b>	<b>396</b>	<b>3.3%</b>	<b>1,119</b>	<b>3.2%</b>
	<a href="#">14- Career Centered</a>	15	0.5%	184	1.5%	588	1.7%
	<a href="#">15- Country Ways</a>	29	0.9%	45	0.4%	78	0.2%
	<a href="#">23- Good Neighbors</a>	24	0.7%	167	1.4%	453	1.3%
<b>(17M) Bargain Hunters</b>		<b>295</b>	<b>9.2%</b>	<b>813</b>	<b>6.8%</b>	<b>3,041</b>	<b>8.8%</b>
	<a href="#">43- Work &amp; Causes</a>	38	1.2%	126	1.1%	388	1.1%
	<a href="#">44- Open Houses</a>	31	1.0%	137	1.1%	439	1.3%
	<a href="#">55- Community Life</a>	107	3.4%	220	1.8%	692	2.0%
	<a href="#">63- Staying Home</a>	68	2.1%	251	2.1%	1,157	3.3%
	<a href="#">68- Staying Healthy</a>	51	1.6%	79	0.7%	365	1.1%
<b>(18M) Thrifty &amp; Active</b>		<b>165</b>	<b>5.2%</b>	<b>253</b>	<b>2.1%</b>	<b>374</b>	<b>1.1%</b>
	<a href="#">40- Great Outdoors</a>	48	1.5%	74	0.6%	98	0.3%
	<a href="#">50- Rural Community</a>	68	2.1%	115	1.0%	193	0.6%
	<a href="#">54- Work &amp; Outdoors</a>	49	1.5%	65	0.5%	83	0.2%
<b>(19M) Solid Prestige</b>		<b>44</b>	<b>1.4%</b>	<b>653</b>	<b>5.5%</b>	<b>1,735</b>	<b>5.0%</b>
	<a href="#">05- Active &amp; Involved</a>	18	0.6%	353	3.0%	939	2.7%
	<a href="#">08- Solid Surroundings</a>	9	0.3%	123	1.0%	296	0.9%
	<a href="#">09- Busy Schedules</a>	17	0.5%	177	1.5%	500	1.4%
<b>(20S) Community Minded</b>		<b>269</b>	<b>8.4%</b>	<b>1,387</b>	<b>11.6%</b>	<b>3,994</b>	<b>11.5%</b>
	<a href="#">25- Clubs &amp; Causes</a>	29	0.9%	350	2.9%	1,011	2.9%
	<a href="#">28- Community Pillars</a>	33	1.0%	300	2.5%	928	2.7%
	<a href="#">36- Persistent &amp; Productive</a>	207	6.5%	738	6.2%	2,055	5.9%
<b>(21S) Leisure Seekers</b>		<b>328</b>	<b>10.3%</b>	<b>990</b>	<b>8.3%</b>	<b>3,178</b>	<b>9.2%</b>
	<a href="#">49- Home &amp; Garden</a>	35	1.1%	234	2.0%	712	2.1%
	<a href="#">51- Role Models</a>	66	2.1%	193	1.6%	587	1.7%
	<a href="#">64- Practical &amp; Careful</a>	69	2.2%	193	1.6%	539	1.6%
	<a href="#">65- Hobbies &amp; Shopping</a>	98	3.1%	207	1.7%	782	2.3%
	<a href="#">66- Helping Hands</a>	59	1.9%	162	1.4%	558	1.6%

Uses the Personix household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

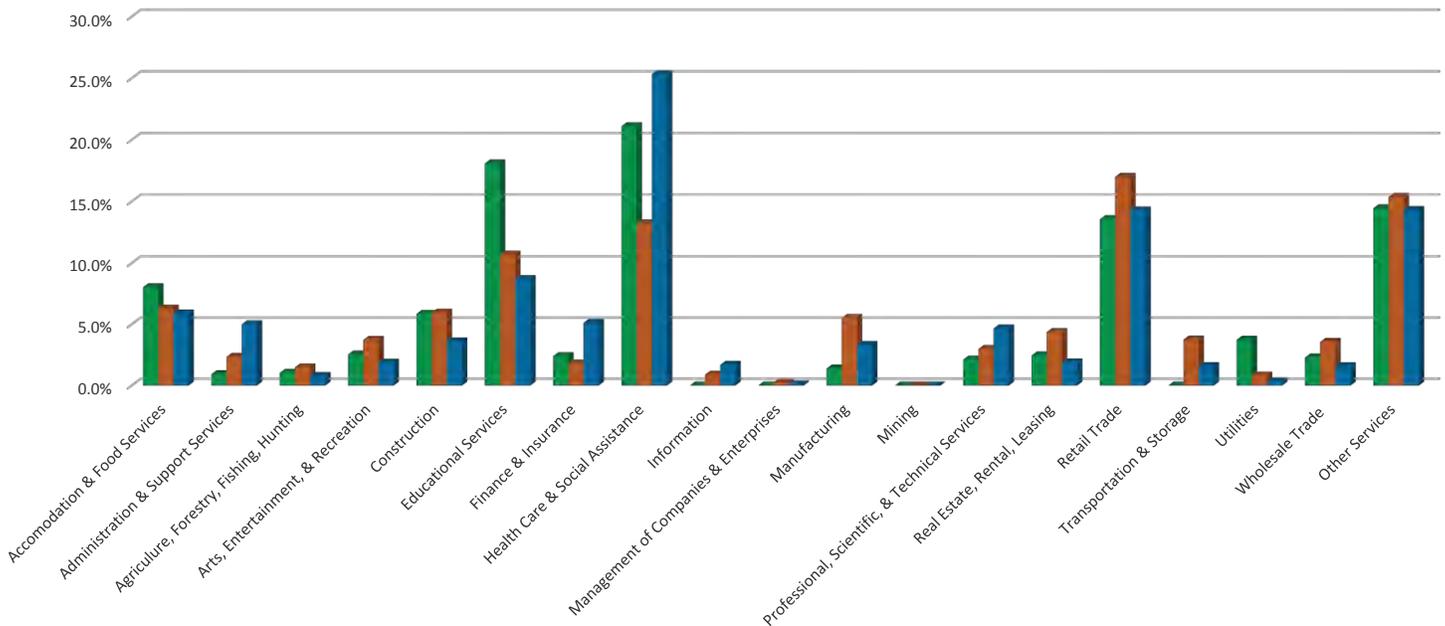
## Employment Profile

Site: Farmersville Blvd & Walnut Ave  
Address: Farmersville Blvd & Walnut Ave | Farmersville CA  
Date Report Created: 9/7/2018

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	9,883		29,289		132,213	
Student Population	3,398		7,935		45,797	
Median Employee Salary	42,621		40,248		41,025	
Average Employee Salary	47,711		45,777		49,075	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	21	1.9%	209	3.5%	1,144	2.7%
15,000 to 30,000 CrYr	269	23.4%	1,311	22.2%	9,432	22.5%
30,000 to 45,000 CrYr	358	31.1%	2,012	34.1%	13,532	32.3%
45,000 to 60,000 CrYr	232	20.2%	1,112	18.8%	6,703	16.0%
60,000 to 75,000 CrYr	96	8.3%	457	7.7%	3,387	8.1%
75,000 to 90,000 CrYr	96	8.4%	429	7.3%	3,233	7.7%
90,000 to 100,000 CrYr	32	2.8%	165	2.8%	1,316	3.1%
Over 100,000 CrYr	46	4.0%	210	3.6%	3,183	7.6%

## Industry Groups

Employee's by Industry



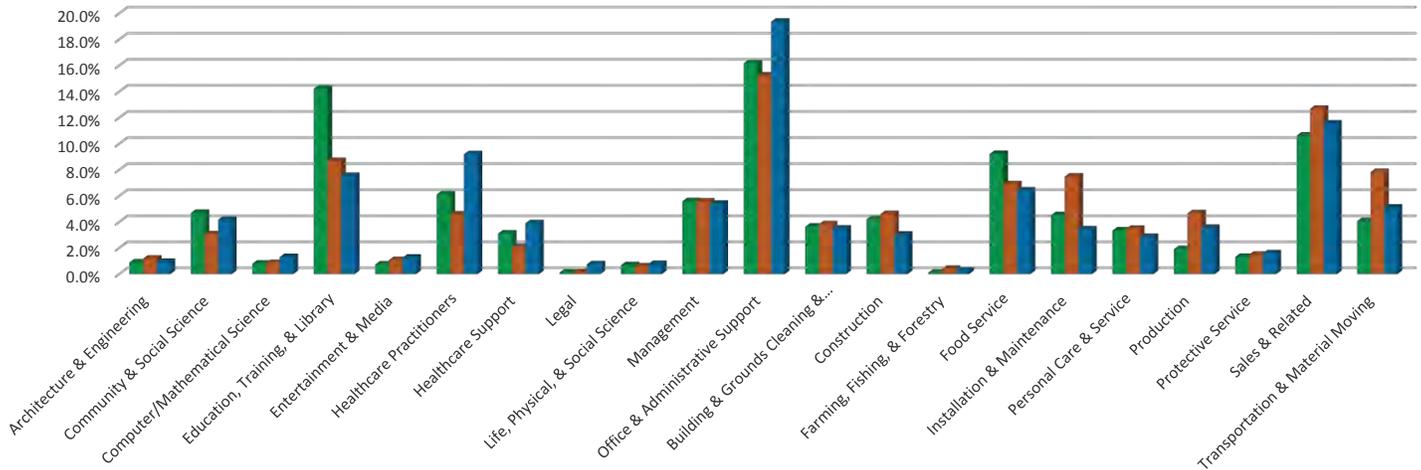
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>102</b>	<b>100%</b>	<b>1,150</b>	<b>100%</b>	<b>519</b>	<b>100%</b>	<b>5,904</b>	<b>100%</b>	<b>2,669</b>	<b>100%</b>	<b>41,930</b>	<b>100%</b>
Accommodation & Food Services	10	9.7%	92	8.0%	28	5.4%	371	6.3%	136	5.1%	2,469	5.9%
Administration & Support Services	2	1.7%	11	0.9%	16	3.2%	138	2.3%	85	3.2%	2,100	5.0%
Agriculture, Forestry, Fishing, Hunting	1	0.9%	12	1.0%	10	1.8%	88	1.5%	30	1.1%	328	0.8%
Arts, Entertainment, & Recreation	2	2.0%	29	2.5%	10	2.0%	220	3.7%	48	1.8%	781	1.9%
Construction	7	6.6%	67	5.8%	39	7.6%	351	6.0%	119	4.5%	1,508	3.6%
Educational Services	5	4.5%	208	18.1%	12	2.4%	631	10.7%	65	2.4%	3,646	8.7%
Finance & Insurance	5	5.0%	28	2.4%	21	4.0%	106	1.8%	168	6.3%	2,149	5.1%
Health Care & Social Assistance	23	22.7%	243	21.1%	61	11.8%	781	13.2%	593	22.2%	10,622	25.3%
Information	0	0.0%	0	0.0%	3	0.6%	52	0.9%	39	1.5%	707	1.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	14	0.2%	2	0.1%	36	0.1%
Manufacturing	1	1.3%	16	1.4%	18	3.4%	326	5.5%	56	2.1%	1,391	3.3%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Professional, Scientific, & Technical Services	3	2.7%	24	2.1%	21	4.0%	176	3.0%	247	9.3%	1,955	4.7%
Real Estate, Rental, Leasing	4	4.1%	28	2.5%	28	5.3%	258	4.4%	93	3.5%	790	1.9%
Retail Trade	19	18.2%	156	13.6%	109	21.0%	1,004	17.0%	382	14.3%	5,985	14.3%
Transportation & Storage	0	0.0%	0	0.0%	8	1.6%	222	3.8%	29	1.1%	663	1.6%
Utilities	1	1.0%	43	3.7%	2	0.3%	48	0.8%	5	0.2%	143	0.3%
Wholesale Trade	3	2.9%	26	2.3%	22	4.3%	210	3.6%	61	2.3%	660	1.6%
Other Services	17	16.7%	166	14.5%	110	21.2%	908	15.4%	510	19.1%	5,999	14.3%

## Employment Profile

Site: Farmersville Blvd & Walnut Ave  
Address: Farmersville Blvd & Walnut Ave | Farmersville CA  
Date Report Created: 9/7/2018

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	645	56.1%	2,690	45.6%	24,360	58.1%
Architecture & Engineering	10	0.9%	69	1.2%	387	0.9%
Community & Social Science	54	4.7%	180	3.0%	1,748	4.2%
Computer/Mathematical Science	9	0.8%	49	0.8%	544	1.3%
Education, Training, & Library	164	14.2%	512	8.7%	3,155	7.5%
Entertainment & Media	8	0.7%	62	1.1%	523	1.2%
Healthcare Practitioners	70	6.1%	270	4.6%	3,853	9.2%
Healthcare Support	36	3.1%	123	2.1%	1,632	3.9%
Legal	1	0.1%	8	0.1%	312	0.7%
Life, Physical, & Social Science	8	0.7%	34	0.6%	319	0.8%
Management	64	5.6%	329	5.6%	2,260	5.4%
Office & Administrative Support	186	16.2%	898	15.2%	8,114	19.4%
<b>Blue Collar</b>	493	42.9%	3,144	53.3%	17,272	41.2%
Building & Grounds Cleaning & Maintenance	42	3.6%	225	3.8%	1,459	3.5%
Construction	49	4.2%	271	4.6%	1,266	3.0%
Farming, Fishing, & Forestry	1	0.1%	23	0.4%	115	0.3%
Food Service	106	9.2%	407	6.9%	2,687	6.4%
Installation & Maintenance	52	4.5%	441	7.5%	1,435	3.4%
Personal Care & Service	38	3.3%	204	3.5%	1,192	2.8%
Production	22	1.9%	275	4.7%	1,483	3.5%
Protective Service	15	1.3%	87	1.5%	663	1.6%
Sales & Related	122	10.6%	748	12.7%	4,837	11.5%
Transportation & Material Moving	47	4.1%	462	7.8%	2,136	5.1%
<b>Military Services</b>	11	1.0%	69	1.2%	297	0.7%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	1,150	5,904	41,930
2018 Q1	1,153	6,041	43,262
2017 Q4	1,166	6,083	43,626
2017 Q3	1,015	5,752	42,311
2017 Q2	1,281	6,540	46,522
2017 Q1	1,179	6,193	43,290
2016 Q4	1,231	6,503	45,134
2016 Q3	1,081	6,153	43,762
2016 Q2	1,294	6,859	47,605

### Consumer Demand & Market Supply Assessment

Site: Farmersville Blvd & Walnut Ave  
 Address: Farmersville Blvd & Walnut Ave | Farmersville CA  
 Date Report Created: 9/7/2018

	5 Min Drive	10 Min Drive	15 Min Drive
<b>Demographics</b>			
Population	12,571	39,181	111,603
5-Year Population estimate	13,547	42,595	121,757
Population Households	12,567	38,922	110,401
Group Quarters Population	3	259	1,202
Households	3,180	12,045	34,888
5-Year Households estimate	3,428	13,106	38,025
WorkPlace Establishments	102	519	2,669
Workplace Employees	1,150	5,904	41,930
Median Household Income	\$35,060	\$48,782	\$45,703

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
<b>By Establishments</b>												
Furniture Stores	\$2,187,464	\$0	(\$2,187,464)	-100%	\$6,997,672	\$5,295,028	(\$1,702,644)	-24%	\$19,736,593	\$19,601,640	(\$134,953)	-1%
Home Furnishing Stores	\$2,039,838	\$0	(\$2,039,838)	-100%	\$6,416,586	\$2,861,310	(\$3,555,276)	-55%	\$18,156,765	\$15,272,533	(\$2,884,232)	-16%
Electronics/Appliance	\$2,978,615	\$0	(\$2,978,615)	-100%	\$10,040,220	\$2,834,982	(\$7,205,239)	-72%	\$33,528,531	\$18,451,767	(\$15,076,764)	-45%
Grocery Stores	\$21,373,094	\$0	(\$21,373,094)	-100%	\$67,342,496	\$9,387,223	(\$57,955,273)	-86%	\$191,700,796	\$120,428,825	(\$71,271,972)	-37%
Specialty Food Stores	\$1,182,019	\$0	(\$1,182,019)	-100%	\$3,726,756	\$821,438	(\$2,905,318)	-78%	\$10,618,771	\$11,241,795	\$623,024	6%
Shoe Stores	\$1,277,555	\$0	(\$1,277,555)	-100%	\$4,101,915	\$146,481	(\$3,955,434)	-96%	\$11,553,218	\$14,755,670	\$3,202,452	28%
Jewelry/Luggage/Leather Goods	\$1,351,596	\$0	(\$1,351,596)	-100%	\$4,277,628	\$1,012,457	(\$3,265,171)	-76%	\$12,069,243	\$9,197,287	(\$2,871,957)	-24%
Electronic Shopping/Mail Order Houses	\$25,719,010	\$0	(\$25,719,010)	-100%	\$82,416,665	\$0	(\$82,416,665)	-100%	\$246,812,561	\$83,771,760	(\$163,040,800)	-66%
Vending Machine Operators (Non-Store)	\$1,303,418	\$0	(\$1,303,418)	-100%	\$4,148,248	\$401,789	(\$3,746,459)	-90%	\$12,083,406	\$3,947,014	(\$8,136,392)	-67%
Full-Service Restaurants	\$6,246,789	\$0	(\$6,246,789)	-100%	\$23,604,557	\$9,504,325	(\$14,100,232)	-60%	\$97,021,729	\$75,288,973	(\$21,732,756)	-22%
Bar/Drinking Places (Alcoholic Beverages)	\$265,446	\$0	(\$265,446)	-100%	\$1,101,445	\$353,428	(\$748,017)	-68%	\$5,340,105	\$7,849,339	\$2,509,234	47%
Other Misc. Store Retailers	\$3,048,336	\$67,086	(\$2,981,250)	-98%	\$9,665,056	\$4,615,129	(\$5,049,927)	-52%	\$27,375,373	\$23,159,072	(\$4,216,302)	-15%
Sporting Goods/Hobby/Musical Instrument	\$2,397,295	\$77,178	(\$2,320,118)	-97%	\$7,642,601	\$2,814,762	(\$4,827,839)	-63%	\$21,551,149	\$17,070,907	(\$4,480,242)	-21%
Automotive Dealers	\$36,382,095	\$4,502,685	(\$31,879,410)	-88%	\$116,911,774	\$143,892,242	\$26,980,468	23%	\$329,864,022	\$250,902,687	(\$78,961,336)	-24%
Other Motor Vehicle Dealers	\$1,977,869	\$294,418	(\$1,683,451)	-85%	\$6,356,199	\$9,804,194	\$3,447,995	54%	\$17,934,207	\$27,959,902	\$10,025,695	56%
Clothing Stores	\$9,332,619	\$1,801,121	(\$7,531,498)	-81%	\$29,626,819	\$4,465,030	(\$25,161,788)	-85%	\$83,606,009	\$67,037,983	(\$16,568,026)	-20%
Health/Personal Care Stores	\$12,043,339	\$3,198,442	(\$8,844,897)	-73%	\$37,517,633	\$16,810,317	(\$20,707,316)	-55%	\$106,310,901	\$114,096,311	\$7,785,410	7%
Used Merchandise Stores	\$636,103	\$232,559	(\$403,545)	-63%	\$2,015,897	\$4,298,626	\$2,282,729	113%	\$5,703,029	\$8,805,021	\$3,101,992	54%
Office Supplies/Stationary/Gift	\$1,117,319	\$469,039	(\$648,280)	-58%	\$3,595,078	\$996,365	(\$2,598,713)	-72%	\$10,674,699	\$13,196,447	\$2,521,748	24%
Lawn/Garden Equipment/Supplies Stores	\$1,211,907	\$533,052	(\$678,854)	-56%	\$3,868,124	\$2,206,665	(\$1,661,459)	-43%	\$10,929,547	\$13,726,899	\$2,797,352	26%
Automotive Parts/Accessories/Tire	\$3,533,089	\$1,718,166	(\$1,814,923)	-51%	\$11,009,904	\$11,040,198	\$30,294	0%	\$31,156,987	\$39,512,128	\$8,355,141	27%
Building Material/Supplies Dealers	\$11,543,447	\$5,929,412	(\$5,614,035)	-49%	\$36,340,074	\$33,485,296	(\$2,854,778)	-8%	\$102,785,848	\$115,648,101	\$12,862,253	13%
Direct Selling Establishments	\$1,063,213	\$557,512	(\$505,701)	-48%	\$3,349,127	\$1,092,846	(\$2,256,281)	-67%	\$9,547,444	\$2,052,727	(\$7,494,717)	-78%
Florists/Misc. Store Retailers	\$292,124	\$156,043	(\$136,081)	-47%	\$932,109	\$189,614	(\$742,495)	-80%	\$2,633,305	\$3,703,347	\$1,070,042	41%
Limited-Service Eating Places	\$6,833,734	\$3,733,740	(\$3,099,994)	-45%	\$24,608,591	\$14,219,187	(\$10,389,404)	-42%	\$91,211,784	\$112,596,429	\$21,384,646	23%
Special Food Services	\$1,489,845	\$934,646	(\$555,199)	-37%	\$5,366,055	\$3,767,182	(\$1,598,872)	-30%	\$19,894,003	\$13,471,126	(\$6,422,877)	-32%
Gasoline Stations	\$14,471,789	\$11,567,955	(\$2,903,834)	-20%	\$45,910,068	\$30,633,175	(\$15,276,894)	-33%	\$129,880,101	\$124,204,407	(\$5,675,694)	-4%
Beer/Wine/Liquor Stores	\$1,728,186	\$1,682,542	(\$45,644)	-3%	\$5,486,521	\$6,600,300	\$1,113,778	20%	\$15,620,138	\$36,117,266	\$20,497,129	131%
Other General Merchandise Stores	\$21,674,071	\$21,975,089	\$301,018	1%	\$68,334,669	\$24,680,867	(\$43,653,802)	-64%	\$194,808,039	\$268,845,646	\$74,037,608	38%
Department Stores	\$5,352,103	\$6,341,360	\$989,257	18%	\$16,903,804	\$6,341,360	(\$10,562,444)	-62%	\$47,942,372	\$121,623,438	\$73,681,066	154%
Book/Periodical/Music Stores	\$800,783	\$1,697,847	\$897,064	112%	\$2,527,196	\$1,764,941	(\$762,255)	-30%	\$7,229,238	\$6,875,768	(\$353,470)	-5%
<b>Consumer Demand/Market Supply Index</b>	<b>\$202,854,109</b>	<b>\$67,469,892</b>	<b>301</b>		<b>\$652,141,490</b>	<b>\$356,336,757</b>	<b>183</b>		<b>\$1,925,279,913</b>	<b>\$1,760,412,216</b>	<b>109</b>	

### Consumer Demand & Market Supply Assessment

Site: Farmersville Blvd & Walnut Ave  
 Address: Farmersville Blvd & Walnut Ave | Farmersville CA  
 Date Report Created: 9/7/2018

By Major Product Lines	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Alcoholic Drinks Served at the Establishment	\$2,137,055	\$111,888	(\$2,025,167)	-95%	\$9,073,275	\$4,006,902	(\$5,066,373)	-56%	\$45,492,667	\$35,637,974	(\$9,854,693)	-22%
Autos/Cars/Vans/Trucks/Motorcycles	\$31,819,120	\$3,990,103	(\$27,829,018)	-87%	\$102,377,218	\$127,655,040	\$25,277,822	25%	\$288,829,363	\$228,391,414	(\$60,437,948)	-21%
Computer Hardware/Software/Supplies	\$2,060,631	\$304,636	(\$1,755,994)	-85%	\$8,628,904	\$1,293,943	(\$7,334,961)	-85%	\$44,490,060	\$25,845,364	(\$18,644,696)	-42%
Footwear, including Accessories	\$3,084,463	\$507,284	(\$2,577,179)	-84%	\$9,909,424	\$1,102,074	(\$8,807,350)	-89%	\$27,905,121	\$27,600,060	(\$305,061)	-1%
Furniture/Sleep/Outdoor/Patio Furniture	\$5,579,251	\$1,019,056	(\$4,560,194)	-82%	\$17,853,102	\$7,092,505	(\$10,760,597)	-60%	\$50,334,037	\$42,525,142	(\$7,808,895)	-16%
Jewelry (including Watches)	\$2,013,956	\$401,735	(\$1,612,221)	-80%	\$6,365,943	\$1,673,724	(\$4,692,219)	-74%	\$17,956,945	\$18,241,950	\$285,005	2%
Retailer Services	\$5,896,715	\$1,346,202	(\$4,550,513)	-77%	\$19,215,103	\$20,119,373	\$904,270	5%	\$54,126,039	\$52,037,874	(\$2,088,165)	-4%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$1,870,157	\$432,321	(\$1,437,836)	-77%	\$5,988,627	\$1,952,127	(\$4,036,500)	-67%	\$16,853,131	\$16,489,589	(\$363,542)	-2%
All Other Merchandise	\$8,300,588	\$1,933,176	(\$6,367,413)	-77%	\$26,778,721	\$10,778,792	(\$15,999,929)	-59%	\$74,324,785	\$67,944,315	(\$6,380,470)	-9%
Audio Equipment/Musical Instruments	\$1,217,007	\$295,898	(\$921,109)	-76%	\$3,832,062	\$1,008,222	(\$2,823,841)	-74%	\$10,825,202	\$10,338,745	(\$486,458)	-4%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$26,615,191	\$6,537,678	(\$20,077,513)	-75%	\$82,736,180	\$19,138,169	(\$63,598,011)	-77%	\$234,453,259	\$178,493,414	(\$55,959,845)	-24%
Floor/Floor Coverings	\$1,719,089	\$485,941	(\$1,233,148)	-72%	\$5,331,916	\$3,647,192	(\$1,684,724)	-32%	\$15,104,435	\$16,119,399	\$1,014,965	7%
Pets/Pet Foods/Pet Supplies	\$1,680,919	\$483,370	(\$1,197,549)	-71%	\$5,457,392	\$1,955,254	(\$3,502,139)	-64%	\$15,463,904	\$13,819,733	(\$1,644,171)	-11%
Automotive Tires/Tubes/Batteries/Parts	\$6,886,811	\$1,981,228	(\$4,905,583)	-71%	\$21,402,492	\$16,580,740	(\$4,821,752)	-23%	\$60,582,759	\$51,442,761	(\$9,139,998)	-15%
Womens/Juniors/Misses Wear	\$7,903,484	\$2,367,795	(\$5,535,689)	-70%	\$25,045,414	\$4,113,801	(\$20,931,613)	-84%	\$70,732,239	\$65,566,452	(\$5,165,787)	-7%
Kitchenware/Home Furnishings	\$2,576,055	\$801,037	(\$1,775,018)	-69%	\$8,096,670	\$2,366,210	(\$5,730,460)	-71%	\$22,920,629	\$21,422,173	(\$1,498,457)	-7%
Lawn/Garden/Farm Equipment/Supplies	\$3,250,586	\$1,053,400	(\$2,197,185)	-68%	\$10,364,539	\$4,024,610	(\$6,339,929)	-61%	\$29,284,190	\$25,152,792	(\$4,131,399)	-14%
Groceries/Other Food Items (Off Premises)	\$33,177,994	\$10,770,536	(\$22,407,458)	-68%	\$104,353,326	\$22,894,608	(\$81,458,718)	-78%	\$295,636,396	\$245,266,452	(\$50,369,943)	-17%
Mens Wear	\$2,943,945	\$1,072,771	(\$1,871,175)	-64%	\$9,466,372	\$1,904,412	(\$7,561,960)	-80%	\$26,697,901	\$27,936,956	\$1,239,055	5%
Meats/Nonalcoholic Beverages	\$13,393,508	\$5,192,111	(\$8,201,397)	-61%	\$48,208,482	\$24,953,878	(\$23,254,604)	-48%	\$178,313,956	\$183,926,443	\$5,612,488	3%
Sewing/Knitting Materials/Supplies	\$82,108	\$37,964	(\$44,144)	-54%	\$281,586	\$139,963	(\$141,624)	-50%	\$794,585	\$1,119,622	\$325,037	41%
Small Electric Appliances	\$449,257	\$209,195	(\$240,062)	-53%	\$1,418,923	\$348,185	(\$1,070,738)	-75%	\$4,030,854	\$4,147,304	\$116,451	3%
Toys/Hobby Goods/Games	\$1,101,798	\$516,502	(\$585,296)	-53%	\$3,443,788	\$1,058,062	(\$2,387,726)	-69%	\$9,722,956	\$11,732,949	\$2,009,994	21%
Childrens Wear/Infants/Toddlers Clothing	\$1,308,114	\$637,559	(\$670,555)	-51%	\$4,102,502	\$913,623	(\$3,188,878)	-78%	\$11,508,889	\$14,487,585	\$2,978,696	26%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$915,401	\$455,640	(\$459,761)	-50%	\$2,922,734	\$958,930	(\$1,963,804)	-67%	\$8,282,438	\$9,676,753	\$1,394,316	17%
Hardware/Tools/Plumbing/Electrical Supplies	\$3,307,287	\$1,801,147	(\$1,506,141)	-46%	\$10,368,968	\$8,707,959	(\$1,661,009)	-16%	\$29,328,265	\$34,592,288	\$5,264,022	18%
Optical Goods (incl Eyeglasses, Sunglasses)	\$448,561	\$247,019	(\$201,543)	-45%	\$1,455,100	\$697,347	(\$757,752)	-52%	\$4,109,944	\$5,693,049	\$1,583,105	39%
Dimensional Lumber/Other Building Materials	\$4,735,479	\$2,670,920	(\$2,064,559)	-44%	\$14,874,074	\$15,137,332	\$263,258	2%	\$42,105,036	\$52,449,299	\$10,344,263	25%
Packaged Liquor/Wine/Beer	\$3,802,105	\$2,148,990	(\$1,653,115)	-43%	\$12,080,475	\$7,228,124	(\$4,852,351)	-40%	\$34,103,062	\$46,563,424	\$12,460,362	37%
Paints/Sundries/Wallpaper/Wall Coverings	\$878,064	\$502,099	(\$375,965)	-43%	\$2,732,804	\$2,714,182	(\$18,622)	-1%	\$7,726,117	\$9,671,607	\$1,945,490	25%
Cigars/Cigarettes/Tobacco/Accessories	\$2,676,065	\$1,674,699	(\$1,001,365)	-37%	\$8,151,439	\$4,368,949	(\$3,782,490)	-46%	\$23,175,948	\$27,183,310	\$4,007,362	17%
Photographic Equipment/Supplies	\$224,524	\$142,300	(\$82,224)	-37%	\$713,723	\$305,765	(\$407,958)	-57%	\$2,018,641	\$3,284,426	\$1,265,785	63%
Major Household Appliances	\$613,319	\$403,395	(\$209,924)	-34%	\$2,065,450	\$1,739,841	(\$325,609)	-16%	\$5,773,049	\$9,610,351	\$3,837,302	66%
Automotive Lubricants (incl Oil, Greases)	\$613,319	\$403,395	(\$209,924)	-34%	\$2,065,450	\$1,739,841	(\$325,609)	-16%	\$5,773,049	\$9,610,351	\$3,837,302	66%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$381,621	\$261,687	(\$119,935)	-31%	\$1,193,381	\$558,798	(\$634,582)	-53%	\$3,389,023	\$1,424,114	(\$1,964,909)	-58%
Soaps/Detergents/Household Cleaners	\$1,041,006	\$715,751	(\$325,255)	-31%	\$3,254,061	\$1,286,034	(\$1,968,027)	-60%	\$9,223,934	\$12,446,676	\$3,222,742	35%
Televisions/VCR/Video Cameras/DVD etc	\$1,367,129	\$1,069,996	(\$297,133)	-22%	\$4,289,630	\$1,778,916	(\$2,510,714)	-59%	\$12,112,937	\$19,887,162	\$7,774,225	64%
Automotive Fuels	\$13,114,918	\$10,582,594	(\$2,532,325)	-19%	\$41,703,713	\$26,318,660	(\$15,385,053)	-37%	\$117,442,976	\$117,431,131	(\$11,845)	0%
Paper/Related Products	\$930,881	\$759,708	(\$171,174)	-18%	\$2,891,514	\$1,073,334	(\$1,818,180)	-63%	\$8,199,320	\$12,044,981	\$3,845,661	47%
Books/Periodicals	\$958,447	\$1,372,430	\$413,983	43%	\$3,005,231	\$1,713,462	(\$1,291,770)	-43%	\$8,482,813	\$9,109,089	\$626,276	7%

## Consumer Demand & Market Supply Assessment

**Site:** Farmersville Blvd & Walnut Ave  
**Address:** Farmersville Blvd & Walnut Ave | Farmersville CA  
**Date Report Created:** 9/7/2018

5 Min Drive

10 Min Drive

15 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

$n = 100$  (Equilibrium)

$n > 100$  suggests demand is not being fully met within the market, consumers are leaving the area to shop

$n < 100$  suggests supply exceeds demand, attracting consumers from outside the defined area