



# Retail MarketPlace Profile

400 N Coit Rd, Richardson, Texas, 75080  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 32.95660  
Longitude: -96.76824

## Summary Demographics

2021 Population	17,928
2021 Households	6,092
2021 Median Disposable Income	\$76,353
2021 Per Capita Income	\$41,781

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$291,281,038	\$197,236,718	\$94,044,320	19.3	112
Total Retail Trade	44-45	\$261,654,731	\$175,631,190	\$86,023,541	19.7	72
Total Food & Drink	722	\$29,626,307	\$21,605,529	\$8,020,778	15.7	40
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$55,326,938	\$1,609,497	\$53,717,441	94.3	2
Automobile Dealers	4411	\$44,364,808	\$1,051,631	\$43,313,177	95.4	1
Other Motor Vehicle Dealers	4412	\$5,900,719	\$557,866	\$5,342,853	82.7	1
Auto Parts, Accessories & Tire Stores	4413	\$5,061,411	\$0	\$5,061,411	100.0	0
Furniture & Home Furnishings Stores	442	\$9,205,353	\$1,758,428	\$7,446,925	67.9	2
Furniture Stores	4421	\$5,330,241	\$1,572,228	\$3,758,013	54.4	1
Home Furnishings Stores	4422	\$3,875,112	\$186,200	\$3,688,912	90.8	1
Electronics & Appliance Stores	443	\$9,700,873	\$11,547,916	-\$1,847,043	-8.7	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,011,490	\$4,713,091	\$12,298,399	56.6	6
Bldg Material & Supplies Dealers	4441	\$16,009,255	\$4,713,091	\$11,296,164	54.5	6
Lawn & Garden Equip & Supply Stores	4442	\$1,002,235	\$0	\$1,002,235	100.0	0
Food & Beverage Stores	445	\$47,621,591	\$35,651,812	\$11,969,779	14.4	7
Grocery Stores	4451	\$43,070,654	\$33,220,675	\$9,849,979	12.9	4
Specialty Food Stores	4452	\$2,017,203	\$1,217,105	\$800,098	24.7	2
Beer, Wine & Liquor Stores	4453	\$2,533,734	\$1,214,032	\$1,319,702	35.2	1
Health & Personal Care Stores	446,4461	\$15,223,941	\$21,128,662	-\$5,904,721	-16.2	10
Gasoline Stations	447,4471	\$25,511,167	\$8,314,719	\$17,196,448	50.8	1
Clothing & Clothing Accessories Stores	448	\$12,371,619	\$9,364,636	\$3,006,983	13.8	13
Clothing Stores	4481	\$8,132,871	\$3,164,878	\$4,967,993	44.0	9
Shoe Stores	4482	\$1,676,185	\$0	\$1,676,185	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,562,563	\$6,141,791	-\$3,579,228	-41.1	4
Sporting Goods, Hobby, Book & Music Stores	451	\$9,109,400	\$2,713,550	\$6,395,850	54.1	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,114,221	\$2,713,550	\$5,400,671	49.9	4
Book, Periodical & Music Stores	4512	\$995,179	\$0	\$995,179	100.0	0
General Merchandise Stores	452	\$46,115,047	\$65,873,763	-\$19,758,716	-17.6	7
Department Stores Excluding Leased Depts.	4521	\$32,216,416	\$5,396,000	-\$25,179,584	-28.1	1
Other General Merchandise Stores	4529	\$13,898,631	\$8,477,763	\$5,420,868	24.2	6
Miscellaneous Store Retailers	453	\$10,262,803	\$12,189,546	-\$1,926,743	-8.6	16
Florists	4531	\$478,492	\$295,114	\$183,378	23.7	1
Office Supplies, Stationery & Gift Stores	4532	\$2,233,448	\$105,866	\$2,127,582	90.9	1
Used Merchandise Stores	4533	\$1,787,892	\$814,396	\$973,496	37.4	3
Other Miscellaneous Store Retailers	4539	\$5,762,971	\$10,974,170	-\$5,211,199	-31.1	11
Nonstore Retailers	454	\$4,194,508	\$0	\$4,194,508	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,918,319	\$0	\$2,918,319	100.0	0
Vending Machine Operators	4542	\$235,829	\$0	\$235,829	100.0	0
Direct Selling Establishments	4543	\$1,040,361	\$0	\$1,040,361	100.0	0
Food Services & Drinking Places	722	\$29,626,307	\$21,605,529	\$8,020,778	15.7	40
Special Food Services	7223	\$349,802	\$885,831	-\$536,029	-43.4	4
Drinking Places - Alcoholic Beverages	7224	\$1,132,068	\$279,428	\$852,640	60.4	1
Restaurants/Other Eating Places	7225	\$28,144,437	\$20,440,270	\$7,704,167	15.9	35

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

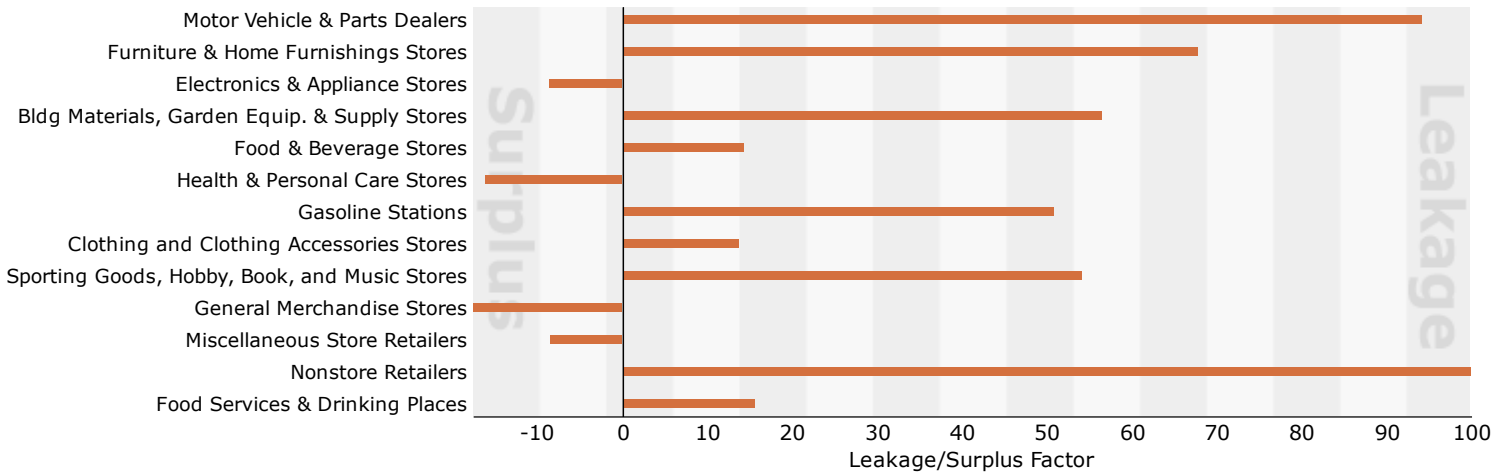


# Retail MarketPlace Profile

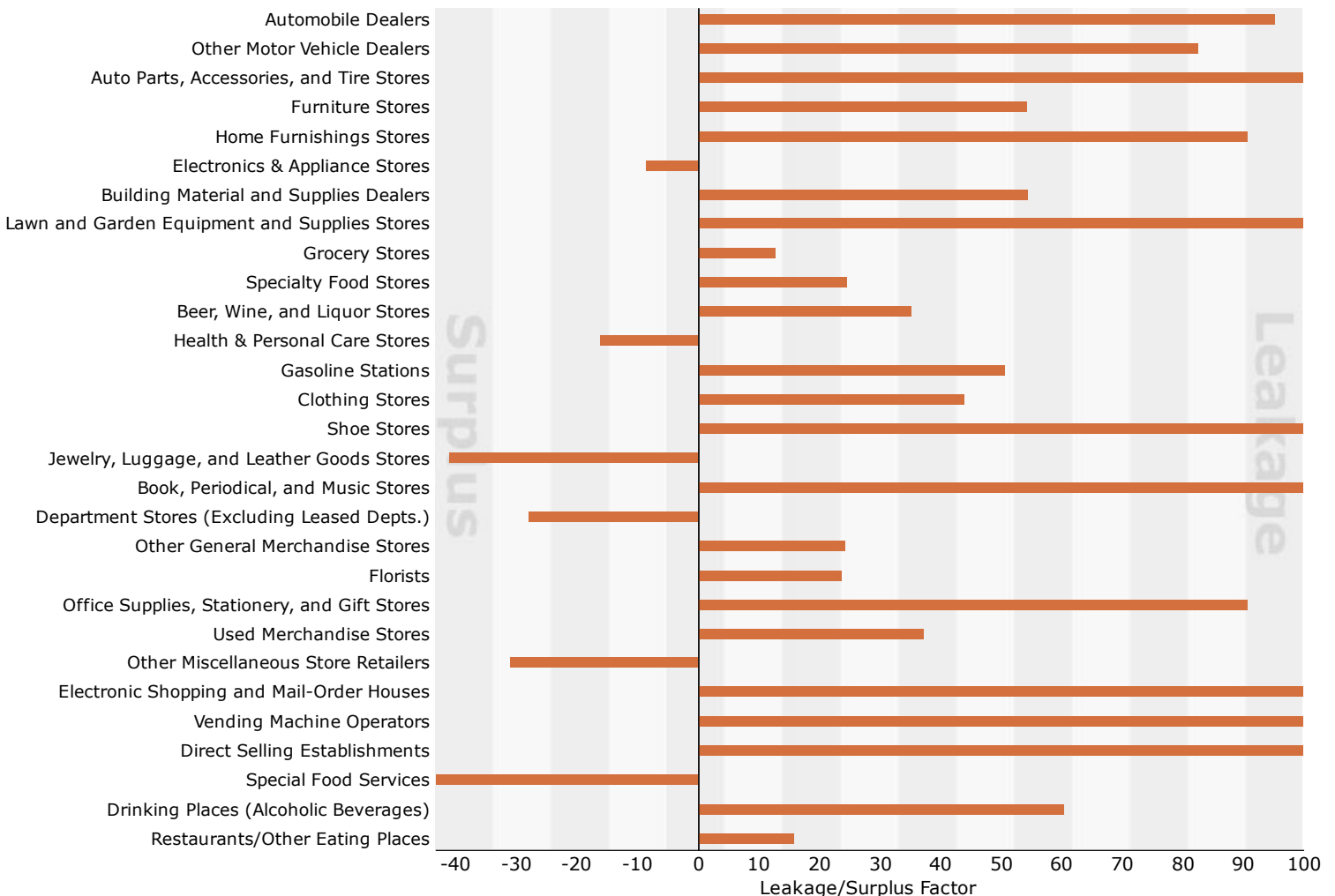
400 N Coit Rd, Richardson, Texas, 75080  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 32.95660  
Longitude: -96.76824

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.



# Retail MarketPlace Profile

400 N Coit Rd, Richardson, Texas, 75080  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 32.95660  
Longitude: -96.76824

## Summary Demographics

2021 Population	145,030
2021 Households	61,643
2021 Median Disposable Income	\$53,422
2021 Per Capita Income	\$42,046

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,597,345,006	\$2,650,798,793	-\$53,453,787	-1.0	1,169
Total Retail Trade	44-45	\$2,329,535,085	\$2,346,841,120	-\$17,306,035	-0.4	748
Total Food & Drink	722	\$267,809,922	\$303,957,674	-\$36,147,752	-6.3	421
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$495,249,505	\$867,061,303	-\$371,811,798	-27.3	84
Automobile Dealers	4411	\$398,497,907	\$686,846,787	-\$288,348,880	-26.6	49
Other Motor Vehicle Dealers	4412	\$52,012,480	\$154,907,848	-\$102,895,368	-49.7	13
Auto Parts, Accessories & Tire Stores	4413	\$44,739,118	\$25,306,668	\$19,432,450	27.7	21
Furniture & Home Furnishings Stores	442	\$81,754,076	\$46,543,930	\$35,210,146	27.4	35
Furniture Stores	4421	\$48,376,968	\$24,369,464	\$24,007,504	33.0	16
Home Furnishings Stores	4422	\$33,377,107	\$22,174,466	\$11,202,641	20.2	19
Electronics & Appliance Stores	443	\$86,506,939	\$115,774,989	-\$29,268,050	-14.5	58
Bldg Materials, Garden Equip. & Supply Stores	444	\$143,672,976	\$88,737,117	\$54,935,859	23.6	60
Bldg Material & Supplies Dealers	4441	\$135,101,798	\$80,919,525	\$54,182,273	25.1	48
Lawn & Garden Equip & Supply Stores	4442	\$8,571,178	\$7,817,592	\$753,586	4.6	12
Food & Beverage Stores	445	\$426,677,382	\$323,788,886	\$102,888,496	13.7	81
Grocery Stores	4451	\$385,872,496	\$299,577,021	\$86,295,475	12.6	59
Specialty Food Stores	4452	\$18,112,246	\$13,392,158	\$4,720,088	15.0	19
Beer, Wine & Liquor Stores	4453	\$22,692,640	\$10,819,707	\$11,872,933	35.4	3
Health & Personal Care Stores	446,4461	\$133,021,651	\$101,971,762	\$31,049,889	13.2	62
Gasoline Stations	447,4471	\$229,540,436	\$123,747,407	\$105,793,029	29.9	29
Clothing & Clothing Accessories Stores	448	\$110,936,719	\$139,868,326	-\$28,931,607	-11.5	119
Clothing Stores	4481	\$72,956,945	\$48,478,934	\$24,478,011	20.2	65
Shoe Stores	4482	\$15,119,196	\$17,318,680	-\$2,199,484	-6.8	12
Jewelry, Luggage & Leather Goods Stores	4483	\$22,860,578	\$74,070,711	-\$51,210,133	-52.8	42
Sporting Goods, Hobby, Book & Music Stores	451	\$81,224,794	\$57,561,538	\$23,663,256	17.1	44
Sporting Goods/Hobby/Musical Instr Stores	4511	\$72,044,126	\$43,848,406	\$28,195,720	24.3	35
Book, Periodical & Music Stores	4512	\$9,180,669	\$13,713,133	-\$4,532,464	-19.8	10
General Merchandise Stores	452	\$412,911,722	\$311,488,610	\$101,423,112	14.0	39
Department Stores Excluding Leased Depts.	4521	\$288,337,422	\$289,687,598	-\$1,350,176	-0.2	15
Other General Merchandise Stores	4529	\$124,574,301	\$21,801,012	\$102,773,289	70.2	24
Miscellaneous Store Retailers	453	\$91,589,949	\$77,601,750	\$13,988,199	8.3	120
Florists	4531	\$4,118,479	\$6,722,735	-\$2,604,256	-24.0	15
Office Supplies, Stationery & Gift Stores	4532	\$19,895,462	\$16,222,022	\$3,673,440	10.2	30
Used Merchandise Stores	4533	\$16,206,682	\$2,273,089	\$13,933,593	75.4	11
Other Miscellaneous Store Retailers	4539	\$51,369,326	\$52,383,903	-\$1,014,577	-1.0	65
Nonstore Retailers	454	\$36,448,937	\$92,695,501	-\$56,246,564	-43.6	18
Electronic Shopping & Mail-Order Houses	4541	\$25,838,940	\$70,647,732	-\$44,808,792	-46.4	13
Vending Machine Operators	4542	\$2,118,788	\$311,185	\$1,807,603	74.4	1
Direct Selling Establishments	4543	\$8,491,209	\$21,736,584	-\$13,245,375	-43.8	4
Food Services & Drinking Places	722	\$267,809,922	\$303,957,674	-\$36,147,752	-6.3	421
Special Food Services	7223	\$3,129,407	\$5,045,534	-\$1,916,127	-23.4	17
Drinking Places - Alcoholic Beverages	7224	\$10,204,873	\$6,218,672	\$3,986,201	24.3	8
Restaurants/Other Eating Places	7225	\$254,475,641	\$292,693,468	-\$38,217,827	-7.0	397

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

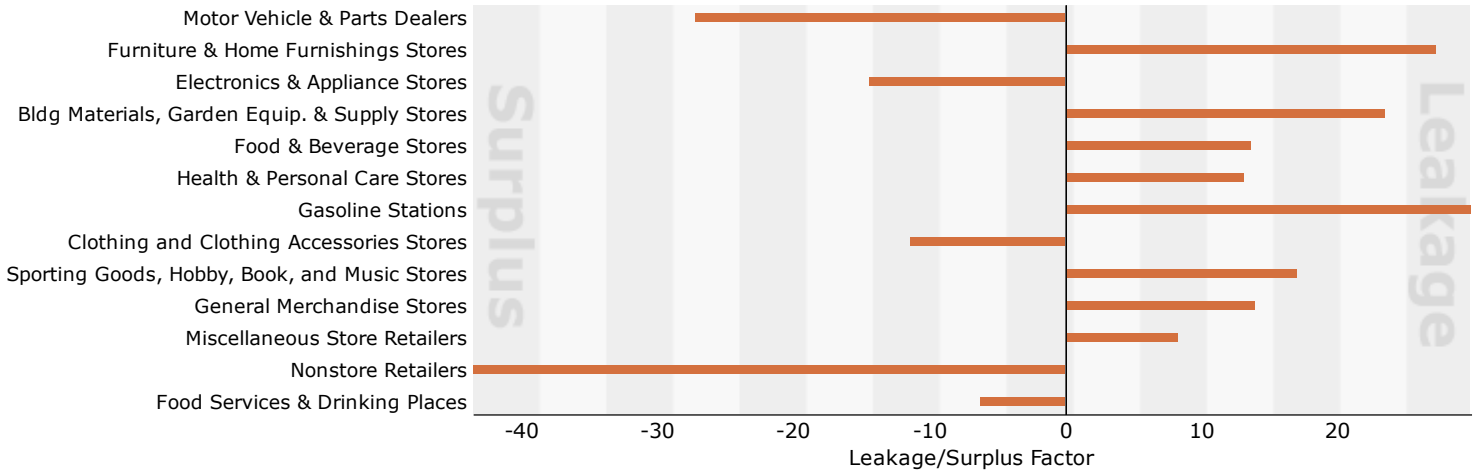


# Retail MarketPlace Profile

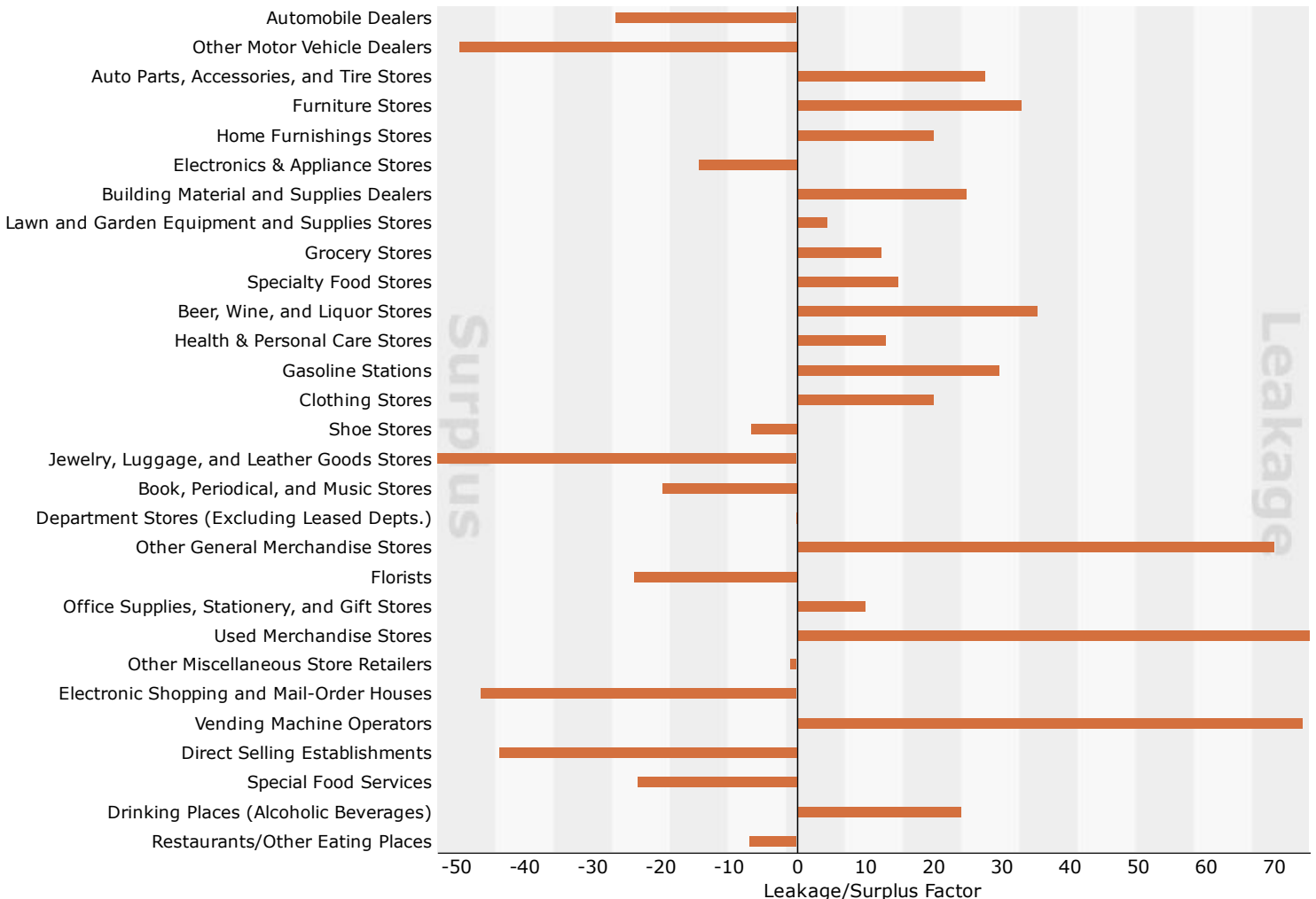
400 N Coit Rd, Richardson, Texas, 75080  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 32.95660  
Longitude: -96.76824

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

January 24, 2022



# Retail MarketPlace Profile

400 N Coit Rd, Richardson, Texas, 75080  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 32.95660  
Longitude: -96.76824

## Summary Demographics

2021 Population	400,579
2021 Households	173,162
2021 Median Disposable Income	\$54,225
2021 Per Capita Income	\$44,015

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$7,305,122,237	\$9,104,112,105	-\$1,798,989,868	-11.0	3,808
Total Retail Trade	44-45	\$6,549,507,279	\$8,038,886,224	-\$1,489,378,945	-10.2	2,471
Total Food & Drink	722	\$755,614,957	\$1,065,225,881	-\$309,610,924	-17.0	1,337
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,393,359,586	\$2,128,174,167	-\$734,814,581	-20.9	235
Automobile Dealers	4411	\$1,121,398,039	\$1,830,173,997	-\$708,775,958	-24.0	130
Other Motor Vehicle Dealers	4412	\$146,321,191	\$227,589,434	-\$81,268,243	-21.7	43
Auto Parts, Accessories & Tire Stores	4413	\$125,640,357	\$70,410,735	\$55,229,622	28.2	62
Furniture & Home Furnishings Stores	442	\$230,649,441	\$444,747,609	-\$214,098,168	-31.7	167
Furniture Stores	4421	\$136,526,538	\$278,091,588	-\$141,565,050	-34.1	84
Home Furnishings Stores	4422	\$94,122,903	\$166,656,022	-\$72,533,119	-27.8	83
Electronics & Appliance Stores	443	\$243,436,861	\$492,745,915	-\$249,309,054	-33.9	221
Bldg Materials, Garden Equip. & Supply Stores	444	\$405,092,079	\$364,183,833	\$40,908,246	5.3	182
Bldg Material & Supplies Dealers	4441	\$380,749,479	\$347,868,040	\$32,881,439	4.5	154
Lawn & Garden Equip & Supply Stores	4442	\$24,342,600	\$16,315,792	\$8,026,808	19.7	28
Food & Beverage Stores	445	\$1,197,765,417	\$1,096,641,853	\$101,123,564	4.4	241
Grocery Stores	4451	\$1,082,940,401	\$1,012,719,946	\$70,220,455	3.4	155
Specialty Food Stores	4452	\$50,824,901	\$43,720,020	\$7,104,881	7.5	67
Beer, Wine & Liquor Stores	4453	\$64,000,115	\$40,201,886	\$23,798,229	22.8	18
Health & Personal Care Stores	446,4461	\$372,437,235	\$413,565,738	-\$41,128,503	-5.2	198
Gasoline Stations	447,4471	\$643,575,802	\$364,687,727	\$278,888,075	27.7	75
Clothing & Clothing Accessories Stores	448	\$313,010,317	\$772,898,691	-\$459,888,374	-42.4	469
Clothing Stores	4481	\$205,642,280	\$449,084,492	-\$243,442,212	-37.2	288
Shoe Stores	4482	\$42,682,957	\$59,871,058	-\$17,188,101	-16.8	45
Jewelry, Luggage & Leather Goods Stores	4483	\$64,685,080	\$263,943,142	-\$199,258,062	-60.6	136
Sporting Goods, Hobby, Book & Music Stores	451	\$228,867,838	\$237,397,203	-\$8,529,365	-1.8	148
Sporting Goods/Hobby/Musical Instr Stores	4511	\$203,050,012	\$199,575,101	\$3,474,911	0.9	118
Book, Periodical & Music Stores	4512	\$25,817,826	\$37,822,102	-\$12,004,276	-18.9	30
General Merchandise Stores	452	\$1,161,701,588	\$1,009,229,450	\$152,472,138	7.0	109
Department Stores Excluding Leased Depts.	4521	\$811,916,313	\$770,680,705	\$41,235,608	2.6	44
Other General Merchandise Stores	4529	\$349,785,275	\$238,548,745	\$111,236,530	18.9	65
Miscellaneous Store Retailers	453	\$257,440,349	\$413,520,552	-\$156,080,203	-23.3	360
Florists	4531	\$11,783,943	\$26,595,203	-\$14,811,260	-38.6	40
Office Supplies, Stationery & Gift Stores	4532	\$56,081,264	\$154,679,976	-\$98,598,712	-46.8	100
Used Merchandise Stores	4533	\$45,641,458	\$16,223,231	\$29,418,227	47.6	43
Other Miscellaneous Store Retailers	4539	\$143,933,684	\$216,022,142	-\$72,088,458	-20.0	177
Nonstore Retailers	454	\$102,170,766	\$301,093,487	-\$198,922,721	-49.3	66
Electronic Shopping & Mail-Order Houses	4541	\$72,593,520	\$251,592,413	-\$178,998,893	-55.2	44
Vending Machine Operators	4542	\$5,946,494	\$15,636,178	-\$9,689,684	-44.9	7
Direct Selling Establishments	4543	\$23,630,752	\$33,864,896	-\$10,234,144	-17.8	15
Food Services & Drinking Places	722	\$755,614,957	\$1,065,225,881	-\$309,610,924	-17.0	1,337
Special Food Services	7223	\$8,854,015	\$10,409,144	-\$1,555,129	-8.1	33
Drinking Places - Alcoholic Beverages	7224	\$28,864,600	\$31,648,115	-\$2,783,515	-4.6	29
Restaurants/Other Eating Places	7225	\$717,896,342	\$1,023,168,622	-\$305,272,280	-17.5	1,275

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

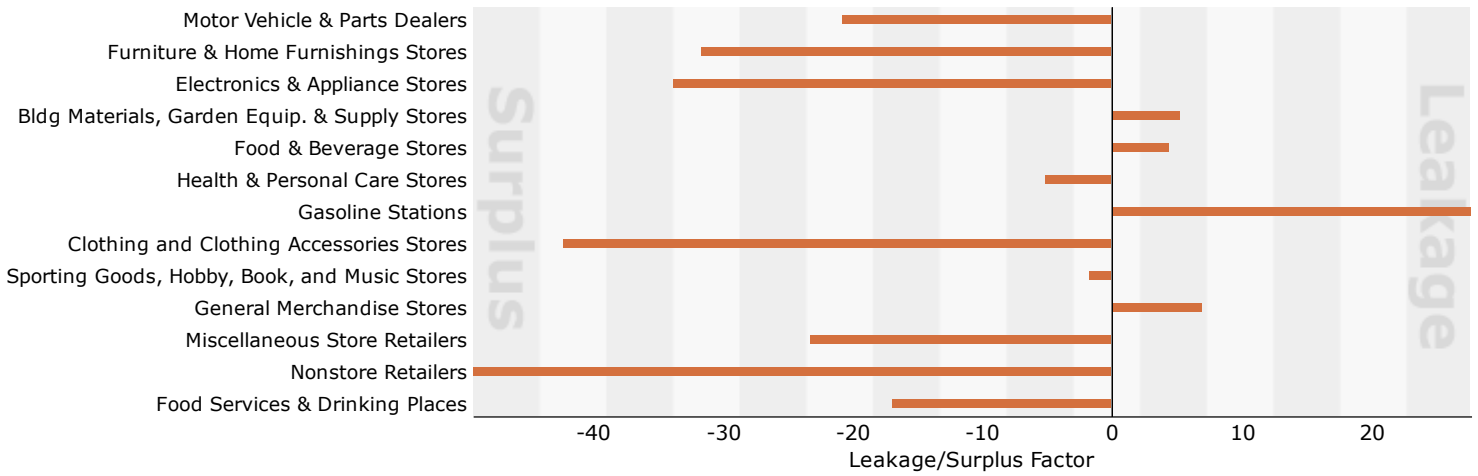


# Retail MarketPlace Profile

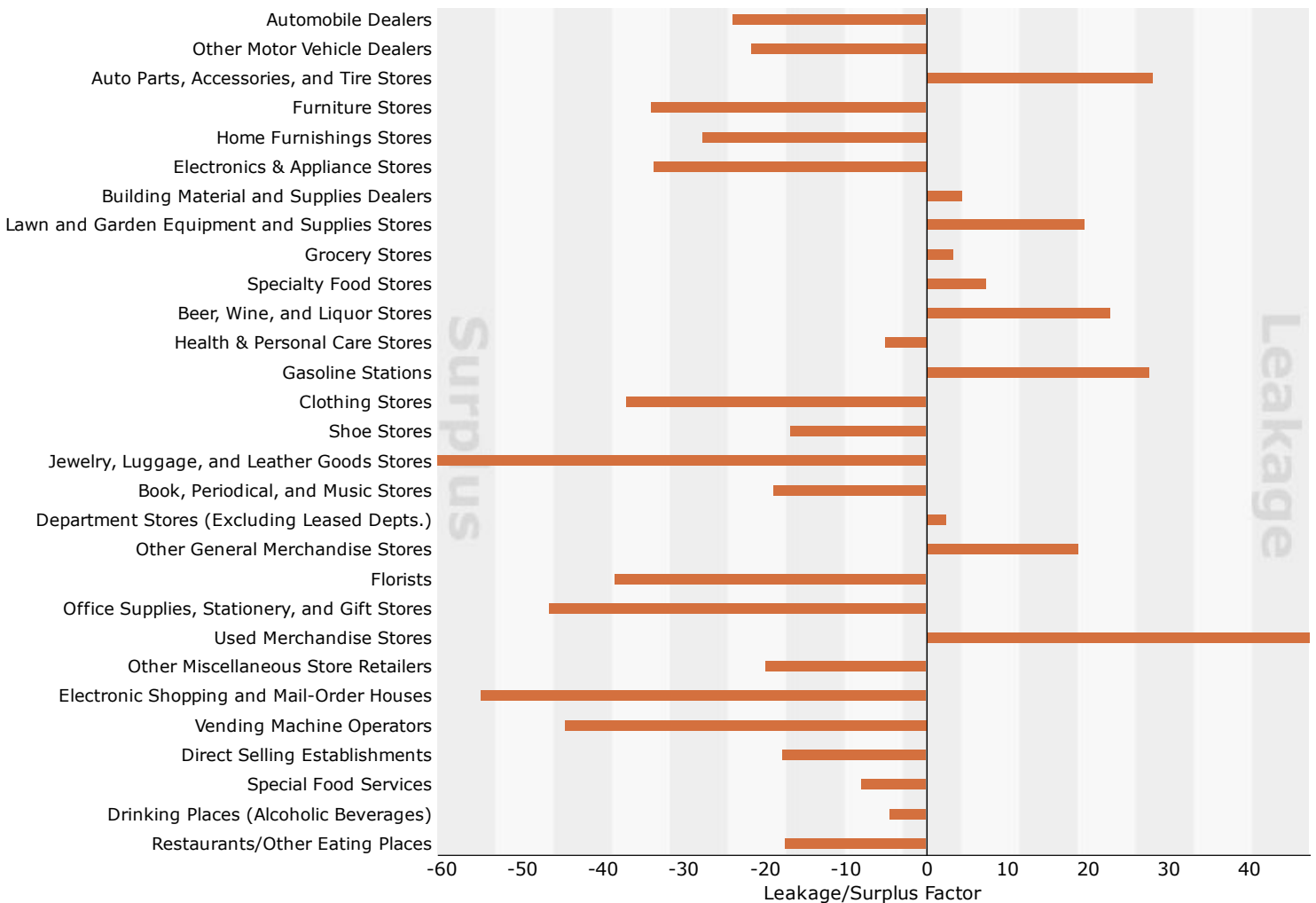
400 N Coit Rd, Richardson, Texas, 75080  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 32.95660  
 Longitude: -96.76824

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.