



Economic Development

2018 Retail Market Report

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Introduction



Mineola is located in Wood County, Texas, approximately 30 miles north of Tyler (population 110,000) and 80 miles east of Dallas.

Mineola is situated on US Highway 69 and 20 miles from Interstate 20. Mineola is home to nearly 5,000 people and is projected to experience a slow growth pattern for the next 5 years. However, in 2018, Sanderson Farms announced a major poultry complex expansion into Northeast Texas. The feed mill will locate in Mineola and a large number of jobs are expected to be created through the expansion.

The City is about 5 miles from the Sabine River and the City operates the Mineola Nature Preserve, a 1,000 acre park that draws visitors from throughout the region for the equestrian, nature, and walking trails. Lake Fork is nearby and is known as one of the best fishing lakes in Texas.

Mineola was certified as a Texas Retirement Community and has been successful in attracting high net worth retirees through the presence of a local hospital, proximity to major metro areas, and natural amenities.

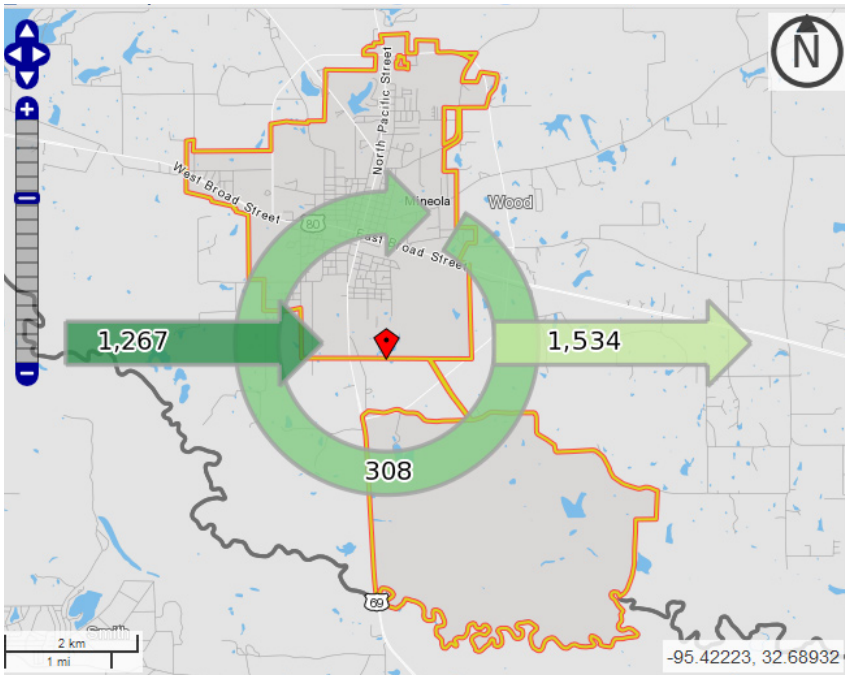


This study analyzes the demographic, psychographic, consumer behavior and retail gap data that a retail and restaurant business may need to make a location decision.

All data, unless otherwise noted, is from ESRI Business Analyst Online.

Please take time to read this information and acknowledge the thought of your business coming to Mineola, Texas.

Local Inflow/Outflow Analysis



With Tyler, Texas, less than 30 miles away, Mineola is a choice location for living while working in the greater East Texas region.

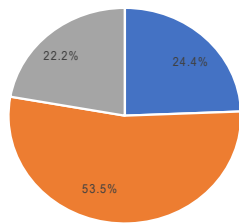
- Mineola Major Employers
- Wal-Mart
 - Mineola ISD
 - Trinidad/Benham Food Processing
 - ETAS
 - Sanderson Farms

Outflow Jobs

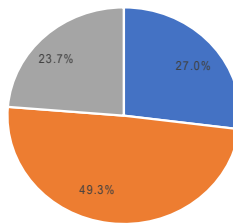
Inflow Jobs

Interior Jobs

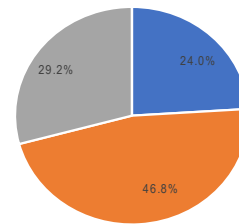
By Worker Age



• 29 or younger • 30 to 54 • 55 or older

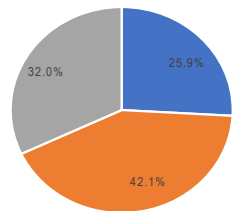


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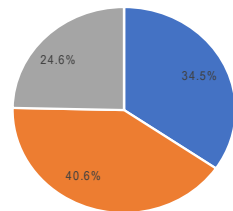


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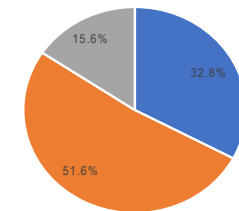
By Worker Income



• \$1,250 • \$1,251 to \$3,333 • More than \$3,333

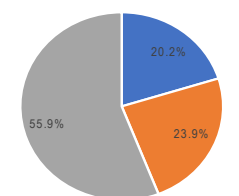


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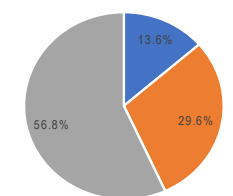


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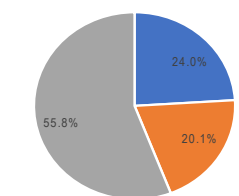
By Industry



• Goods Producing Industry • Trade, Transportation, and Utilities Industry • All Other Services Industry



• Goods Producing Industry • Trade, Transportation, and Utilities Industry • All Other Services Industry



• Goods Producing Industry • Trade, Transportation, and Utilities Industry • All Other Services Industry

Source: US Census Bureau - On The Map

Community Demographic Profile

Summary	2018	2023
Population	4,894	5,061
Households	1,889	1,959
Families	1,233	1,275
Average Household Size	2.47	2.46
Owner Occupied Housing Units	53.4%	55.2%
Renter Occupied Housing Units	34.0%	32.1%
Median Age	44	44.4

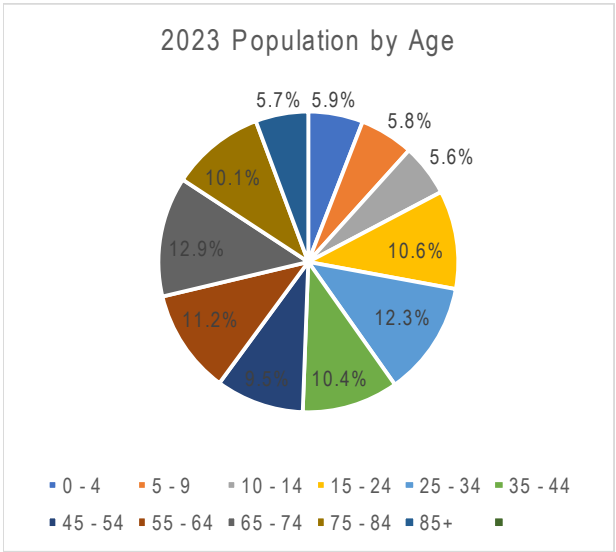
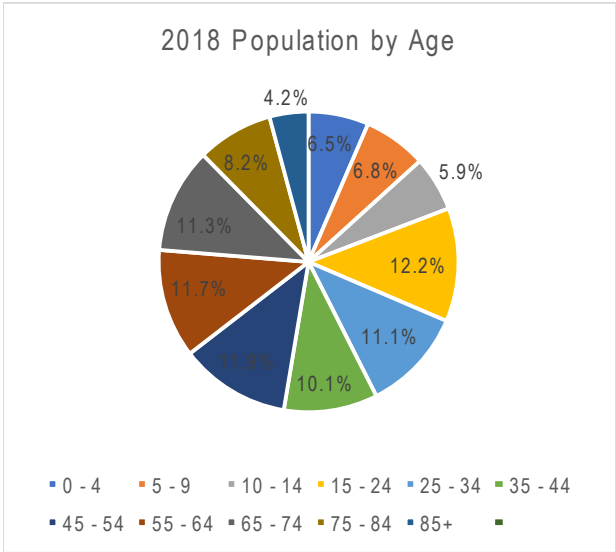
Mineola's Daytime Population is 6,433.

2018 Total Daytime Population	6,433
Workers	3,596
Residents	2,837



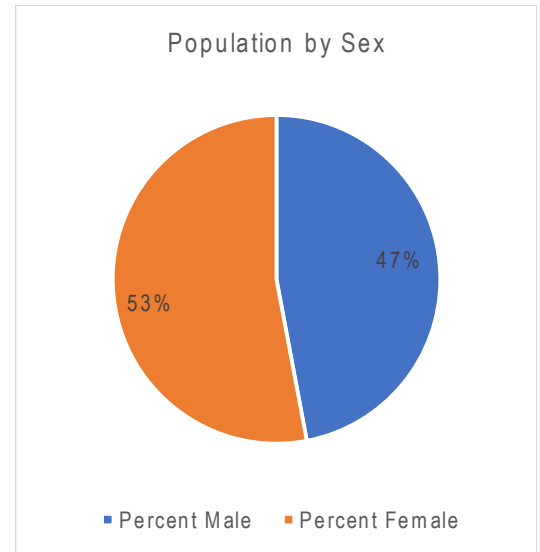
Population by Age	2018		2023	
	Number	Percent	Number	Percent
0 - 4	318	6.5%	299	5.9%
5 - 9	333	6.8%	294	5.8%
10 - 14	289	5.9%	283	5.6%
15 - 24	597	12.2%	536	10.6%
25 - 34	543	11.1%	623	12.3%
35 - 44	494	10.1%	526	10.4%
45 - 54	582	11.9%	481	9.5%
55 - 64	573	11.7%	567	11.2%
65 - 74	553	11.3%	653	12.9%
75 - 84	401	8.2%	511	10.1%
85+	206	4.2%	288	5.7%

Mineola is also a Texas Certified Retirement Community

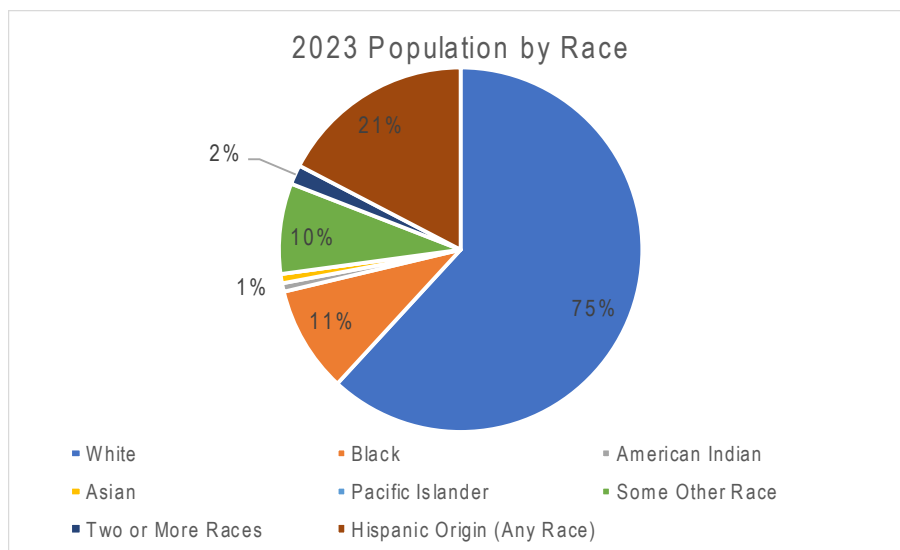
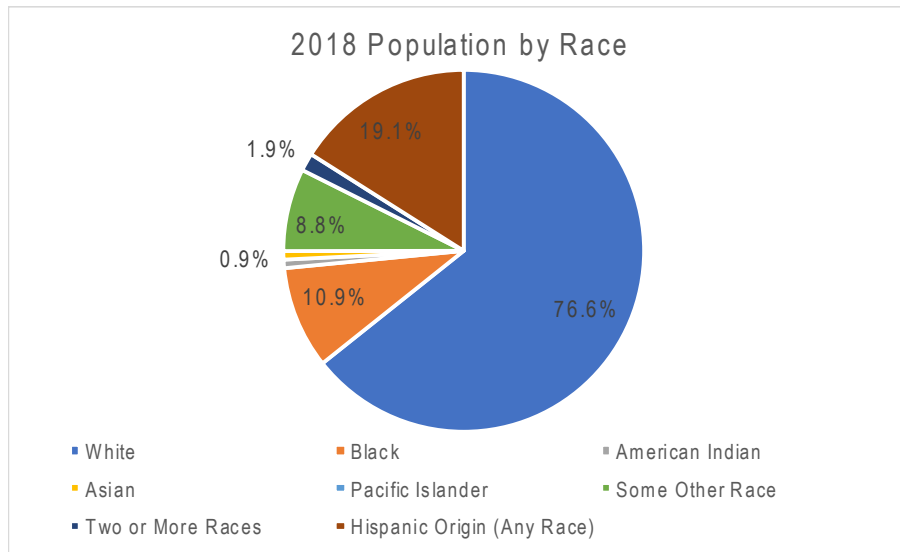


Community Demographic Profile

Population by Sex	2018	2023
Males	2,303	2,382
Females	2,593	2,680
Total	4,896	5,062
Percent Male	47%	47%
Percent Female	53%	53%

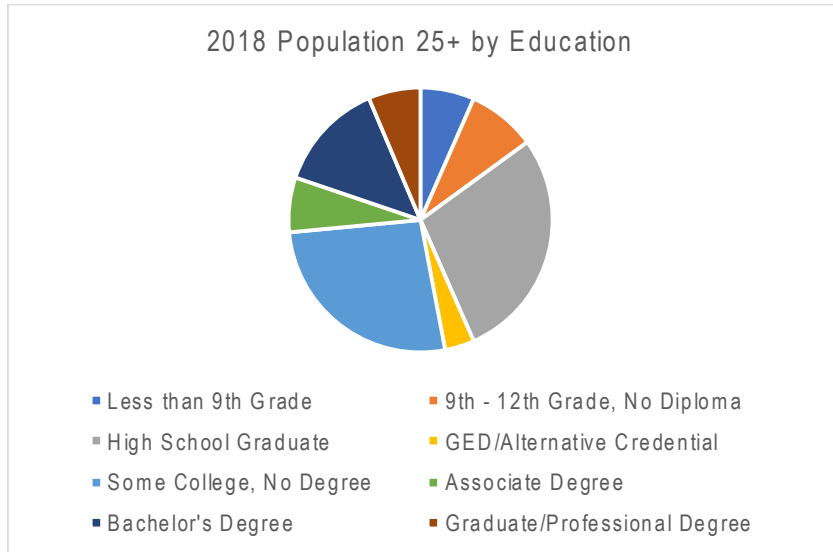


Race and Ethnicity	2018		2023	
	Number	Percent	Number	Percent
White	3,749	76.6%	3,786	75%
Black	533	10.9%	577	11%
American Indian	44	0.9%	46	1%
Asian	44	0.9%	51	1%
Pacific Islander	-	0.0%	-	0%
Some Other Race	431	8.8%	491	10%
Two or More Races	93	1.9%	106	2%
Hispanic Origin (Any Race)	935	19.1%	1,063	21%



Community Demographic Profile

2018 Population 25+ by Educational Attainment	
Total	3,493
Less than 9th Grade	6.6%
9th - 12th Grade, No Diploma	8.4%
High School Graduate	28.4%
GED/Alternative Credential	3.6%
Some College, No Degree	26.5%
Associate Degree	6.7%
Bachelor's Degree	13.4%
Graduate/Professional Degree	6.4%



2018 Population 15+ by Marital Status	
Total	4,033
Never Married	28%
Married	49%
Widowed	11%
Divorced	11%

2010 Population By Urban/ Rural Status	
Total Population	4,533
Population Inside Urbanized Area	0%
Population Inside Urbanized Cluster	98%
Rural Population	2.3%

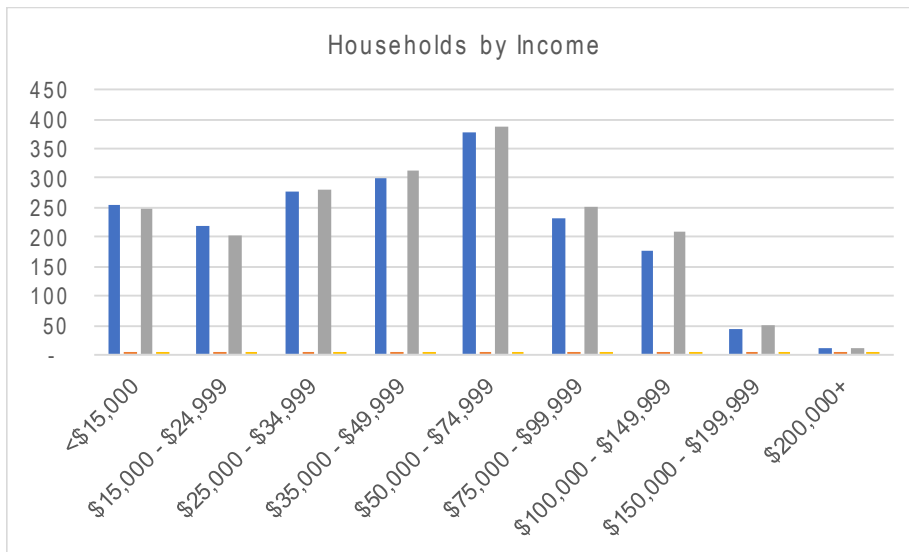
	2018	2023
Families	1,233	1,275
Average Family Size	3.08	3.09



Community Demographic Profile

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	253	13.4%	249	12.7%
\$15,000 - \$24,999	217	11.5%	204	10.4%
\$25,000 - \$34,999	278	14.7%	280	14.3%
\$35,000 - \$49,999	300	15.9%	313	16.0%
\$50,000 - \$74,999	378	20.0%	388	19.8%
\$75,000 - \$99,999	230	12.2%	253	12.9%
\$100,000 - \$149,999	176	9.3%	210	10.7%
\$150,000 - \$199,999	43	2.3%	51	2.6%
\$200,000+	11	0.6%	12	0.6%

Mineola is projected to see an 18% growth in households making over \$100,000 in the next five years.



	2018	2023
Median Household Income	43,591	45,922
Per Capita Income	22,163	23,879



	2018	2023
Households	1,889	1,959
Average Household Size	2.47	2.46

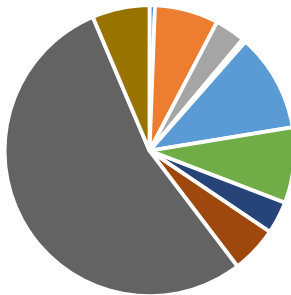
Community Demographic Profile

Civilian Population 16+ in Labor Force	2018
Civilian Employed	96.5%
Civilian Unemployed (Unemployment Rate)	3.5%

Employed Population 16+ by Industry	2018
Total	2,081
Agriculture/Mining	0.6%
Construction	7.1%
Manufacturing	3.4%
Wholesale Trade	0.4%
Retail Trade	10.9%
Transportation/Utilities	8.4%
Information	3.6%
Finance/Insurance/Real Estate	5.2%
Services	53.9%
Public Administration	6.4%

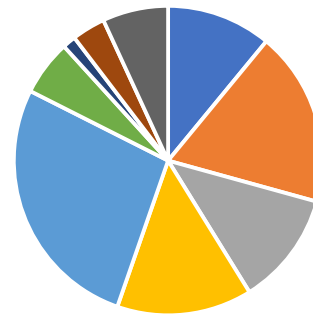
Employed Population 16+ by Occupation	2018
Total	2,082
White Collar	55.4%
Management/Business/Financial	11.0%
Professional	18.3%
Sales	11.9%
Administrative Support	14.2%
Services	27.1%
Blue Collar	17.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	1.4%
Production	3.5%
Transportation/Material Moving	6.9%

Employment by Industry



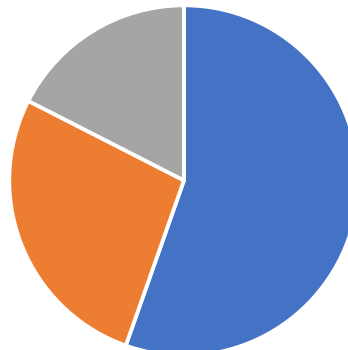
- Agriculture/Mining
- Manufacturing
- Retail Trade
- Information
- Services
- Construction
- Wholesale Trade
- Transportation/Utilities
- Finance/Insurance/Real Estate
- Public Administration

Employment by Occupation



- Management/Business/Financial
- Sales
- Services
- Installation/Maintenance/Repair
- Transportation/Material Moving
- Professional
- Administrative Support
- Construction/Extraction
- Production

Employment by Occupation



- White Collar
- Services
- Blue Collar

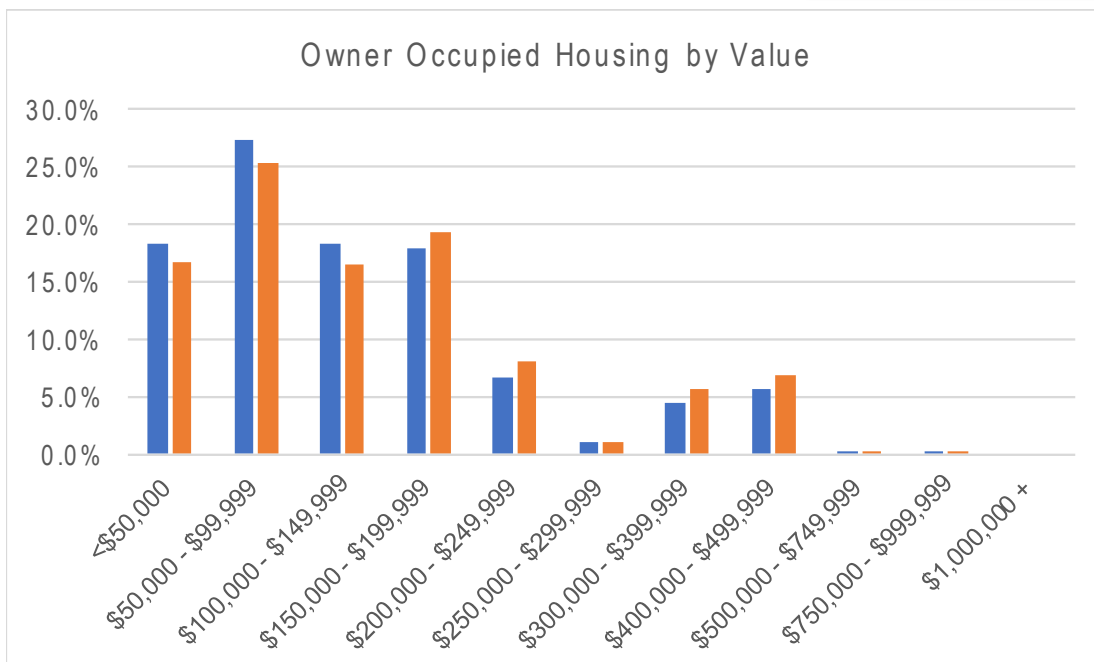
Community Demographic Profile

	2018	2023
Housing Units	2,164	2,243
Owner Occupied Housing Units	53%	55%
Renter Occupied Housing Units	34%	32%
Vacant Housing Units	13%	13%

	2018	2023
Median Home Value	111,675	123,902

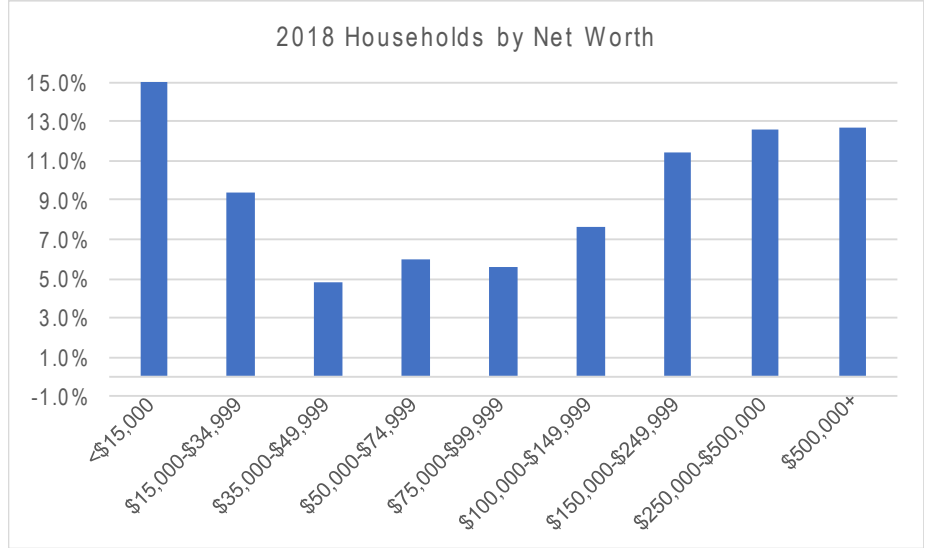
Owner Occupied Housing Units by Value	2018	2023
Total	1155	1238
<\$50,000	18.3%	16.8%
\$50,000 - \$99,999	27.4%	25.3%
\$100,000 - \$149,999	18.4%	16.6%
\$150,000 - \$199,999	18.0%	19.3%
\$200,000 - \$249,999	6.6%	8.0%
\$250,000 - \$299,999	1.0%	1.1%
\$300,000 - \$399,999	4.4%	5.7%
\$400,000 - \$499,999	5.6%	6.9%
\$500,000 - \$749,999	0.1%	0.1%
\$750,000 - \$999,999	0.3%	0.3%
\$1,000,000 +	0.0%	0.0%
Average Home Value	140,628	152,767

Mineola is projected to experience a 9% increase in average home values.



Community Demographic Profile

2018 Households by Net Worth	Number	Percent
Total	1,890	
<\$15,000	564	29.8%
\$15,000-\$34,999	178	9.4%
\$35,000-\$49,999	91	4.8%
\$50,000-\$74,999	114	6.0%
\$75,000-\$99,999	105	5.6%
\$100,000-\$149,999	144	7.6%
\$150,000-\$249,999	216	11.4%
\$250,000-\$500,000	238	12.6%
\$500,000+	240	12.7%
Median Net Worth	\$74,438	
Average Net Worth	\$449,651	



2018 Net Worth by Age of Householder	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	83	256	216	238	318	357	423
<\$15,000	64	135	83	71	77	71	62
\$15,000-\$34,999	15	42	29	31	23	23	15
\$35,000-\$49,999	2	14	14	15	20	18	9
\$50,000-\$99,999	2	35	35	31	31	37	49
\$100,000-\$149,999	0	15	17	21	35	29	26
\$150,000-\$249,999	0	10	20	30	47	58	51
\$250,000+	0	5	18	39	85	121	211

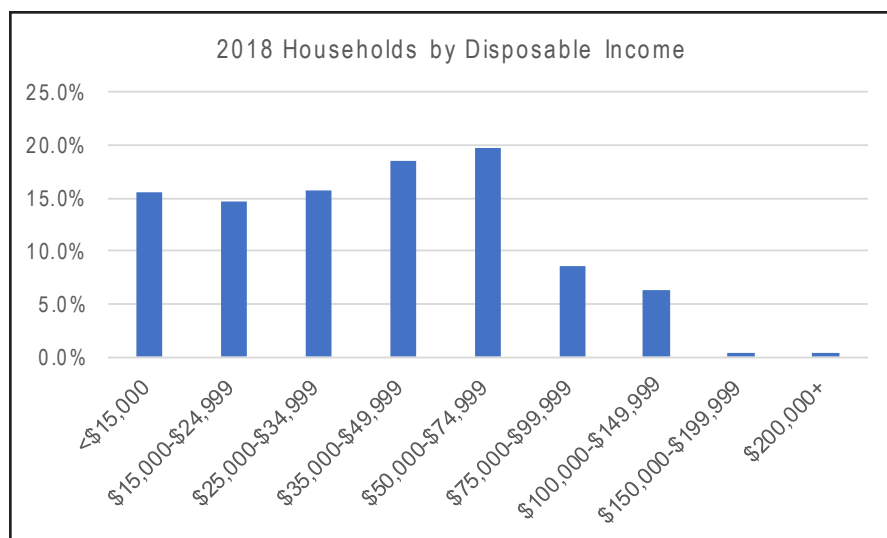


Mineola's average household net worth is nearly \$450,000

Community Demographic Profile

2018 Households by Disposable Income	Number	Percent
Total	1,890	
<\$15,000	295	15.6%
\$15,000-\$24,999	278	14.7%
\$25,000-\$34,999	296	15.7%
\$35,000-\$49,999	349	18.5%
\$50,000-\$74,999	375	19.8%
\$75,000-\$99,999	163	8.6%
\$100,000-\$149,999	120	6.3%
\$150,000-\$199,999	8	0.4%
\$200,000+	6	0.3%
Median Disposable Income	\$37,386	
Average Disposable Income	\$46,392	

2018 Disposable Income by Age of Householder	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	83	256	216	238	317	357	423
<\$15,000	10	24	19	22	51	65	103
\$15,000-\$24,999	12	33	20	22	37	58	96
\$25,000-\$34,999	16	39	26	31	49	63	72
\$35,000-\$49,999	17	61	47	45	52	63	63
\$50,000-\$74,999	18	61	53	55	74	59	56
\$75,000-\$99,999	6	18	30	33	31	25	20
\$100,000-\$149,999	4	18	17	26	21	22	12
\$150,000-\$199,999	0	2	2	2	0	1	1
\$200,000+	0	0	2	1	2	1	0
Median Disposable Income	\$37,197	\$41,312	\$48,227	\$49,080	\$39,982	\$33,425	\$26,277
Average Disposable Income	\$43,649	\$49,052	\$56,790	\$57,702	\$48,515	\$43,168	\$34,777



Community Psychographic Profile

Top Tapestry Segments		2018 Households	
Rank	Tapestry	Mineola Percent	US Percent
1	Retirement Communities	26.1%	1.2%
2	Small Town Simplicity	24.4%	1.9%
3	Heartland Communities	20.6%	2.3%
4	Midlife Constants	15.9%	2.5%
5	Southern Satellites	12.1%	3.1%
	Total	99.1%	

Retirement Communities

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many have paid their dues in the kitchen and would rather dine out.

- Small household size; many residents have outlived their partners and live alone.
- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Like to travel—including visits to foreign countries.
- Shop at diverse, large retail chains like Sears, Family Dollar, Target, and Walmart for convenience.

Small Town Simplicity

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households.
- Price-conscious consumers that shop accordingly with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.



Community Psychographic Profile

Heartland Communities

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- More workers are white collar than blue collar; more skilled than unskilled.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- To support their local community, residents participate in public activities.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.

Midlife Constants

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

- Primarily married couples, with a growing share of singles.
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Leisure activities include movies at home, reading, fishing, and golf.

Southern Satellites

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- They tend to be somewhat late in adapting to technology.



Community Consumer Behavior

Product	Adults	Percent Households	Market Potential Index
Apparel (Adults)			
Bought any men's clothing in last 12 months	1684	43.5%	92
Bought any women's clothing in last 12 months	1,585	40.9%	95
Bought clothing for child <13 years in last 6 months	974	25.2%	94
Bought any shoes in last 12 months	1,928	49.8%	93
Bought costume jewelry in last 12 months	699	18.1%	99
Bought any fine jewelry in last 12 months	648	16.7%	94
Bought a watch in last 12 months	633	16.4%	103
Automobiles (Households)			
HH owns/leases any vehicle	1,581	83.7%	98
HH bought/leased new vehicle last 12 mo	129	6.8%	71
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,275	84.6%	99
Bought/changed motor oil in last 12 months	2,022	52.2%	110
Had tune-up in last 12 months	888	22.9%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,495	64.5%	93
Drank regular cola in last 6 months	1,921	49.6%	112
Drank beer/ale in last 6 months	1,443	37.3%	88
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,330	34.4%	95
Have a smartphone	2,639	68.2%	85
Have a smartphone: Android phone (any brand)	1,405	36.3%	94
Have a smartphone: Apple iPhone	1,075	27.8%	72
Number of cell phones in household: 1	776	41.1%	133
Number of cell phones in household: 2	651	34.5%	90
HH has cell phone only (no landline telephone)	988	52.3%	99
Computers (Households)			
HH owns a computer 1,201 63.6% 85	1,201	63.6%	85
HH owns desktop computer 656 34.7% 91	656	34.7%	91
HH owns laptop/notebook 867 45.9% 81	867	45.9%	81
HH owns any PC/non-Apple brand computer 1,087 57.5% 92	1,087	57.5%	92
HH purchased most recent computer in a store 615 32.6% 88	615	32.6%	88
HH purchased most recent computer online 178 9.4% 70	178	9.4%	70
Spent <\$500 on most recent home computer 326 17.3% 114	326	17.3%	114

Community Consumer Behavior

Product	Adults	Percent Households	Market Potential Index
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,412	62.3%	100
Bought brewed coffee at convenience store in last 30 days	485	12.5%	93
Bought cigarettes at convenience store in last 30 days	540	13.9%	128
Bought gas at convenience store in last 30 days	1,610	41.6%	113
Spent at convenience store in last 30 days: <\$20	251	6.5%	90
Spent at convenience store in last 30 days: \$20-\$39	338	8.7%	91
Spent at convenience store in last 30 days: \$40-\$50	326	8.4%	102
Spent at convenience store in last 30 days: \$51-\$99	231	6.0%	107
Spent at convenience store in last 30 days: \$100+ 928	928	24.0%	108
Entertainment (Adults)			
Attended a movie in last 6 months	1,945	50.2%	84
Went to a bar/night club in last 12 months	537	13.9%	79
Dined out in last 12 months	1,748	45.2%	89
Gambled at a casino in last 12 months	440	11.4%	88
Viewed movie (video-on-demand) in last 30 days	527	13.6%	75
Played a video/electronic game (console) in last 12 months	333	8.6%	94
Played a video/electronic game (portable) in last 12 months	159	4.1%	79
Financial (Adults)			
Have home mortgage (1st)	944	24.4%	77
Used ATM/cash machine in last 12 months	1,761	45.5%	85
Have interest checking account	1,077	27.8%	94
Have non-interest checking account	1,173	30.3%	103
Have savings account	2,023	52.3%	90
Own/used any credit/debit card in last 12 months	2,876	74.3%	93
Avg monthly credit card expenditures: <\$111	548	14.2%	118
Avg monthly credit card expenditures: \$111-\$225	286	7.4%	103
Avg monthly credit card expenditures: \$226-\$450	266	6.9%	102
Did banking online in last 12 months	1,130	29.2%	74
Did banking on mobile device in last 12 months	673	17.4%	74
Paid bills online in last 12 months	1,491	38.5%	78
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,308	69.2%	101
Used bread in last 6 months	1,766	93.5%	100
Used chicken (fresh or frozen) in last 6 months	1,228	65.0%	94
Used turkey (fresh or frozen) in last 6 months	282	14.9%	97
Used fish/seafood (fresh or frozen) in last 6 months	933	49.4%	90
Used fresh fruit/vegetables in last 6 months	1,601	84.8%	97

Community Consumer Behavior

Product	Adults	Percent Households	Market Potential Index
Used fresh milk in last 6 months	1,626	86.1%	100
Used organic food in last 6 months	295	15.6%	66
Health (Adults)			
Exercise at home 2+ times per week	895	23.1%	83
Visited a doctor in last 12 months	2,991	77.3%	100
Used vitamin/dietary supplement in last 6 months	2,035	52.6%	97
Home (Households)			
Any home improvement in last 12 months	473	25.0%	90
Used housekeeper/maid cleaning service in last 12 months	221	11.7%	84
Purchased low ticket HH furnishings in last 12 months	270	14.3%	85
Purchased big ticket HH furnishings in last 12 months	364	19.3%	88
Bought any small kitchen appliance in last 12 months	405	21.4%	96
Bought any large kitchen appliance in last 12 months	243	12.9%	91
Insurance (Adults/Households)			
Currently carry life insurance	1,743	45.0%	101
Carry medical/hospital/accident insurance	2,859	73.9%	99
Carry homeowner insurance	1,768	45.7%	97
Carry renter's insurance	336	8.7%	101
Have auto insurance: 1 vehicle in household covered	709	37.5%	123
Have auto insurance: 2 vehicles in household covered	468	24.8%	86
Have auto insurance: 3+ vehicles in household covered	332	17.6%	77
Pets (Households)			
Household owns any pet	972	51.5%	94
Household owns any cat	451	23.9%	104
Household owns any dog	736	39.0%	93
Psychographics (Adults)			
Buying American is important to me	1,853	47.9%	118
Usually buy items on credit rather than wait	499	49.9%	98
Usually buy based on quality - not price	752	19.4%	100
Price is usually more important than brand name	1,255	32.4%	116
Usually use coupons for brands I buy often	801	20.7%	115
Am interested in how to help the environment	657	17.0%	93
Usually pay more for environ safe product	471	12.2%	85
Usually value green products over convenience	407	10.5%	93
Likely to buy a brand that supports a charity	1,371	35.4%	102

Community Consumer Behavior

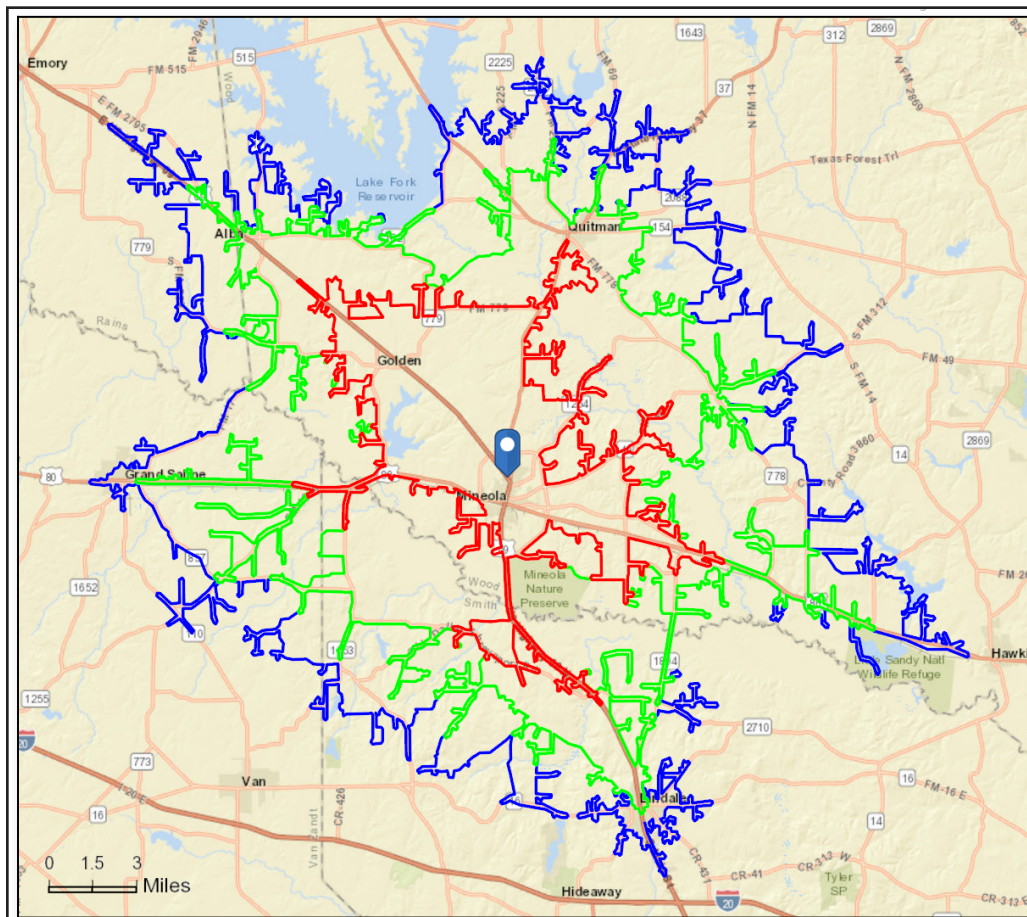
Product	Adults	Percent Households	Market Potential Index
Reading (Adults)			
Bought hardcover book in last 12 months	659	17.0%	86
Bought paperback book in last 12 month	966	25.0%	86
Read any daily newspaper (paper version)	921	23.8%	115
Read any digital newspaper in last 30 days	1,111	28.7%	76
Read any magazine (paper/electronic version) in last 6 months	3,447	89.0%	98
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,810	72.6%	96
Went to family restaurant/steak house: 4+ times a month	963	24.9%	93
Went to fast food/drive-in restaurant in last 6 months	3,529	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	1,518	39.2%	99
Fast food/drive-in last 6 months: eat in	1,424	36.8%	100
Fast food/drive-in last 6 months: home delivery	268	6.9%	83
Fast food/drive-in last 6 months: take-out/drive-thru	1,846	47.7%	101
Fast food/drive-in last 6 months: take-out/walk-in	725	18.7%	89
Television & Electronics (Adults/Households)			
Own any tablet	1,423	36.8%	80
Own any e-reader	212	5.5%	74
HH has Internet connectable TV	381	20.2%	78
Own any portable MP3 player	636	16.4%	76
HH owns 1 TV	456	24.1%	115
HH owns 2 TVs	534	28.3%	105
HH owns 3 TVs	387	20.5%	98
HH owns 4+ TVs	267	14.1%	79
HH subscribes to cable TV	890	47.1%	106
HH owns portable GPS navigation device	405	21.4%	86
Travel (Adults)			
Domestic travel in last 12 months	1,659	42.9%	82
Spent on domestic vacations in last 12 months: <\$1,000	376	9.7%	90
Nights spent in hotel/motel in last 12 months	1,351	34.9%	80
Took cruise of more than one day in last 3 years	262	6.9%	79

Retail Surplus/(Gap)

Drive Time: 15 drive time minute radius				
2018 Population 19,503				
2018 Households 7,542				
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Surplus/ (Gap)
Motor Vehicle & Parts Dealers	441	52,215,708	82,601,781	30,386,073
Other Motor Vehicle Dealers	4412	5,840,068	3,498,952	(2,341,116)
Furniture & Home Furnishings Stores	442	6,725,065	1,003,273	(5,721,792)
Furniture Stores	4421	3,857,775	250,238	(3,607,537)
Home Furnishings Stores	4422	2,867,289	753,036	(2,114,253)
Electronics & Appliance Stores	443	7,069,870	2,540,277	(4,529,593)
Bldg Materials, Garden Equip. & Supply Stores	444	16,174,009	15,828,539	(345,470)
Bldg Material & Supplies Dealers	4441	15,160,459	9,430,144	(5,730,315)
Food & Beverage Stores	445	40,024,375	33,787,482	(6,236,893)
Grocery Stores	4451	36,567,594	32,749,828	(3,817,766)
Specialty Food Stores	4452	1,689,918	1,037,654	(652,264)
Beer, Wine & Liquor Stores	4453	1,766,862	-	(1,766,862)
Health & Personal Care Stores	446	13,856,657	11,065,408	(2,791,249)
Clothing & Clothing Accessories Stores	448	8,356,774	3,106,789	(5,249,985)
Clothing Stores	4481	5,691,833	2,165,859	(3,525,974)
Shoe Stores	4482	1,186,416	335,613	(850,803)
Jewelry, Luggage & Leather Goods Stores	4483	1478522	605,318	(873,204)
Sporting Goods, Hobby, Book & Music Stores	451	6,861,675	2,513,450	(4,348,225)
Sporting Goods/Hobby/Musical Instr Stores	4511	6,175,776	2,401,474	(3,774,302)
Book, Periodical & Music Stores	4512	685,899	111,976	(573,923)
General Merchandise Stores	452	36,167,512	53,065,554	16,898,042
Other General Merchandise Stores	4529	11,910,536	4,279,015	(7,631,521)

Retail Surplus/(Gap)

Miscellaneous Store Retailers	453	9,415,649	8,840,780	(574,869)
Office Supplies, Stationery & Gift Stores	4532	1,694,561	1,205,094	(489,467)
Food Services & Drinking Places	722	21,251,371	15,787,905	(5,463,466)
Special Food Services	7223	261,973	-	(261,973)
Drinking Places - Alcoholic Beverages	7224	692,949	110,950	(581,999)
Restaurants/Other Eating Places	7225	20,296,449	15,676,955	(4,619,494)



Mineola Trade Area Map

10 minute drive

15 minute drive

18 minute drive



Economic Development

For more Information
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