



# Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- \* Indicating how well the retail needs of local residents are being met
- \* Uncovering unmet demand and possible opportunities
- \* Understanding the strengths and weaknesses of the local retail sector
- \* Measuring the difference between actual and potential retail sales

## Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

## Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.



Site	Address	Analysis Geography
Rockdale, TX	City Limits	N/A

### Leakage/Surplus Index by Store Type

The Leakage/Surplus Index provides a relative comparison of the supply and demand across retail 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.



Store Type	Potential	Actual Sales	Leakage/Surplus Index
Motor Vehicle & Parts Dealers	15,788,366	17,242,169	1.09
Furniture & Home Furnishings Stores	1,958,214	3,003,359	1.53
Electronics & Appliances Stores	1,803,086	201,049	0.11
Building Material & Garden Equipment & Supply Dealers	8,869,311	4,782,736	0.54
Food & Beverage Stores	10,939,319	14,595,338	1.33
Health & Personal Care Stores	4,966,367	4,249,621	0.86
Clothing & Clothing Accessories Stores	3,546,676	2,005,825	0.57
Sporting Goods, Hobby, Book, & Music Stores	1,291,016	291,285	0.23
General Merchandise Stores	10,127,046	14,089,835	1.39
Miscellaneous Store Retailers	2,037,452	449,569	0.22
Foodservice & Drinking Places	8,453,128	4,730,947	0.56
GAFO	19,512,129	19,686,019	1.01
Total Retail Sales (Including Food Service & Drinking Places)	84,706,015	86,617,466	1.02

\* 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.

A full report includes leakage/surplus statistics in 36 retail product categories and over 80 retail store type categories.



Site	Address	Analysis Geography
Rockdale, TX	City Limits	N/A

### **Sources and Methodology**

Household demand estimates are derived by combining data from the Consumer Expenditures Survey by the Bureau of Labor Statistics with current household demographic estimates from Claritas. The demand estimates only account for household expenditures. Demand is defined as the estimated dollar amount spent by a household that resides in the area of analysis for a specified retail store type or merchandise line item.

Supply estimates are generated from the Census of Retail Trade, a component of the Economic Census. County-level sales tax data is allocated to low levels of geography using business sales estimates, business locations, and employee counts provided by Claritas' Business Facts® database. Supply includes all products sold at retail outlets in a specified area for a one-year period. Supply is defined as the estimated total retail sales for a retail store type or merchandise line item.

Source: Retail Market Power™ (Claritas).

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**Maps**

- Total Households
- Trade Area Overview
- Population
- Population Growth
- Median Income
- Property Value
- Traffic

**Demographics: 30 Mile Radius, Trade Area, City Limit, and County Boundary**

**Category Potential: 30 Mile Radius, Trade Area, City Limit, and County Boundary**

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## **Project Overview**

### **Sponsor**

The City of Rockdale

### **Purpose of This Report**

On behalf of the City of Rockdale, Buxton conducted a study to determine the viability of Rockdale, TX as a location for selected retailers. Buxton, based in Fort Worth, Texas, is a leading retail site location firm with clients including The Container Store, FedEx-Kinko's and hundreds of other national retailers.

This report identifies specific retailers that are most likely to consider Rockdale as a potential location. Buxton examined thousands of retailers using sophisticated, retail-minded analysis to narrow our focus to those with location requirements that best match the site's trade area. Those final selections, and the analysis leading to their selection, are presented individually in this report.

### **How to Use This Report**

Your organization should review and comprehend the information contained in this report. Using this report and economic development partners, your organization is positioned to develop a strategy to contact and recruit each of the identified retailers. Buxton highly recommends that each retailer be contacted personally and that contact be maintained during the period of time that it takes for a national retailer to consider, select and approve new locations.

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## **Executive Summary**

### **Findings**

Buxton considered the site, situation and goals of the proposed site's development in order to establish a primary trade area from which its retailers and restaurants would draw shoppers. Based on this information, we established a 15-minute drive time trade area for this location.

Many retailers have established a pattern of location in trade areas similar to that of Rockdale. Buxton studied small towns throughout the United States to determine retailers that commonly locate in these small cities' trade areas. Once those retailers were identified, we eliminated from consideration those that already have locations near Rockdale and would likely find a location in Rockdale unduly competitive.

The distinctive nature of Rockdale indicates that a mix of retailers and restaurants would be interested in development at this location. Buxton is pleased to provide our research and recommendations of retailers that should consider locating in the proposed retail location.

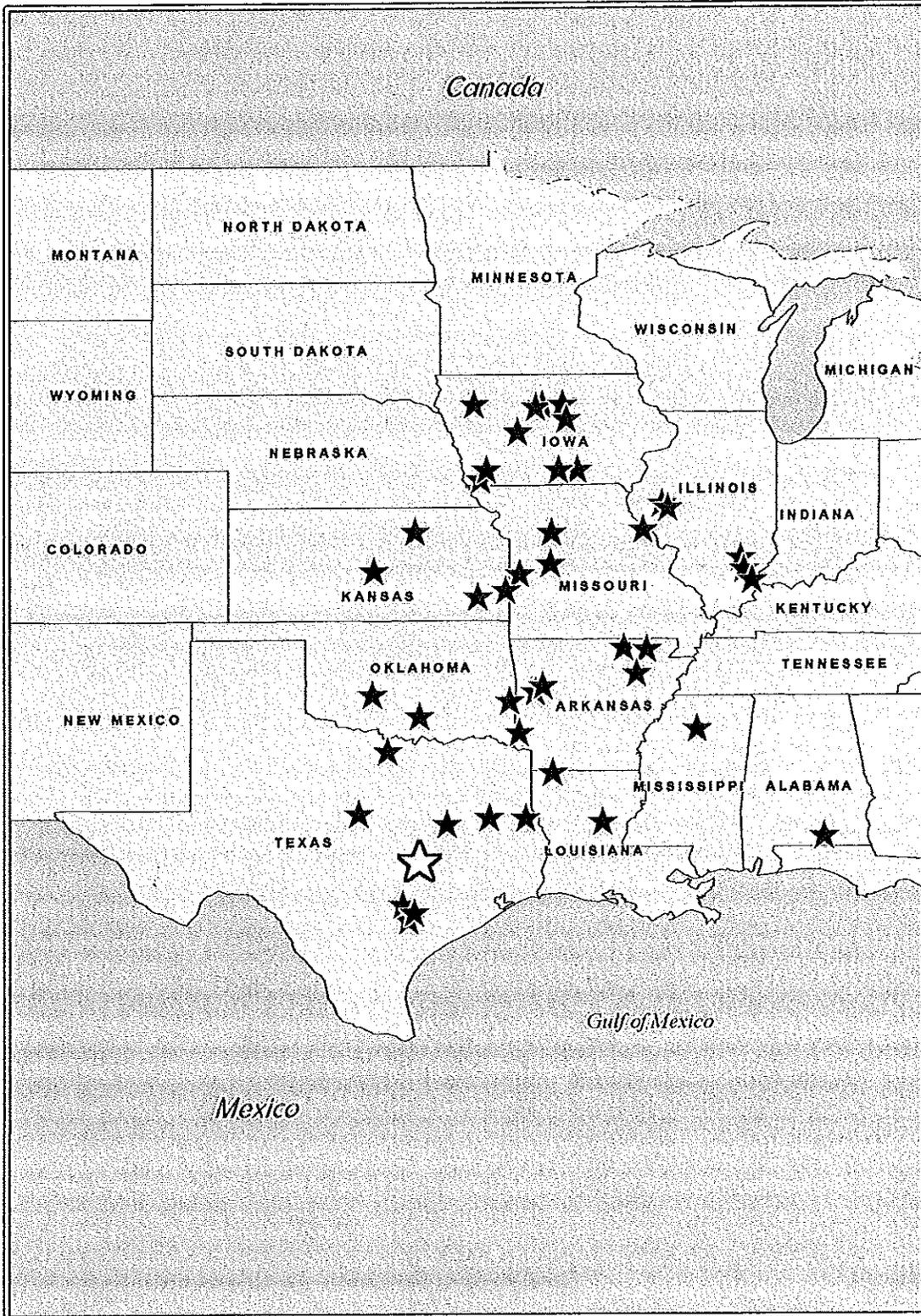
### **How do we identify potential retailers?**

Buxton identified retailers that locate in comparable small towns in the United States. From this list of common retailers, Rockdale chose 10 retailers for further analysis.

### **The steps involved include the following:**

1. Identify Rockdale's estimated primary retail drive time trade area draw (15-Minutes)
2. Identify comparable market areas that are within +/- 35% of Rockdale's trade area population, within +/- 35% of Rockdale's 30-mile population, with a city limit population of no less than 50% below and no greater than 75% above Rockdale, TX's city limit population, median household income within +/- 30% of Rockdale's 2005 estimated median household income, median property value within +/- 30% of Rockdale's 2005 estimated median property value, and located at least 5 miles from the nearest interstate highway
3. Aggregate the number of locations for each retailer found within these comparable cities' trade areas and create a list of most common retailers
4. Remove retailers from the list that are not currently expanding within Texas
5. Detail contact and location information for the 10 selected retailers

**ROCKDALE**



- ★ Rockdale, TX
- ★ Comparable Cities



**SmallCityID**  
 2651 South Polaris Drive  
 Fort Worth, Texas 76137  
 tel 817.332.3681  
 fax 817.332.3686  
 e-mail [buxton@buxtonco.com](mailto:buxton@buxtonco.com)  
<http://www.buxtonco.com>

**Rockdale, TX**  
**Comparable Cities**  
 Prepared for  
**City of Rockdale**



## Comparable Cities

To determine comparable cities it is important to look at the population surrounding a city and not just the population within the city limits. Comparable cities are those with +/- 35% of the 10,559 people that live within Rockdale's 15-minute primary trade area, +/- 35% of the 87,398 people that live within 30 miles of Rockdale, a city limit population of no less than 50% below and no greater than 75% above Rockdale, TX's city limit population, median household income within +/- 30% of Rockdale's 2005 estimated median household income, median property value within +/- 30% of Rockdale's 2005 estimated median property value, and are located greater than 5 miles from the nearest interstate highway.

Rockdale Comparable Trade Areas							
City Name	State	City Limit Population	15-Minute Population	30-Mile Population	Median Household Income	Median Property Value	Distance to Interstate (miles)
Albia	IA	3,678	7,537	119,026	\$40,281	\$68,010	45.76
Anadarko	OK	6,636	12,389	85,019	\$27,274	\$43,517	14.85
Baxley	GA	4,227	14,388	113,878	\$27,826	\$62,639	42.85
Beardstown	IL	5,813	9,174	89,339	\$31,474	\$55,845	21.67
Booneville	AR	4,157	10,903	125,561	\$29,925	\$81,822	26.58
Bowle	TX	5,354	10,887	63,020	\$32,938	\$65,612	39.00
Butler	MO	4,199	11,008	72,257	\$29,312	\$71,923	46.27
Carmi	IL	5,347	10,957	115,164	\$27,474	\$49,757	10.94
Carrollton	MO	4,070	7,666	74,989	\$32,626	\$70,798	25.86
Center	TX	5,837	14,715	88,611	\$31,895	\$56,382	39.94
Chanute	KS	9,358	13,450	65,382	\$33,840	\$53,170	54.79
Chariton	IA	4,524	8,076	81,074	\$30,453	\$59,538	25.42
Cherokee	IA	5,248	9,441	62,796	\$36,606	\$64,502	46.06
Cherokee Village	AR	4,743	9,736	62,991	\$31,812	\$66,451	94.51
Clarion	IA	2,953	10,930	95,811	\$43,547	\$68,162	14.40
Clay Center	KS	4,513	7,145	71,842	\$35,321	\$84,818	27.58
Comanche	TX	4,567	7,908	63,402	\$31,899	\$47,040	35.06
Cuero	TX	6,655	10,102	120,802	\$27,568	\$47,841	39.47
De Queen	AR	5,909	10,979	64,581	\$28,214	\$61,036	39.40
Eagle Grove	IA	3,671	10,703	86,160	\$42,331	\$49,509	18.78
Eldora	IA	2,981	9,166	100,242	\$36,659	\$56,319	23.85
Fairfield	IL	5,403	12,220	100,466	\$28,846	\$55,740	7.73
Flora	IL	5,106	11,867	95,424	\$32,778	\$64,040	20.45
Fort Defiance	AZ	4,068	9,899	63,250	\$38,715	\$46,533	20.87
Fort Scott	KS	8,236	12,405	76,228	\$30,524	\$52,137	54.81
Gonzales	TX	7,178	10,057	80,488	\$30,505	\$53,333	10.15
Hampton	IA	4,188	9,273	93,691	\$36,706	\$67,222	9.17
Heavener	OK	3,295	10,547	86,831	\$27,471	\$49,144	30.33
Jefferson	IA	4,597	8,432	84,424	\$37,371	\$70,556	35.82
Jena	LA	2,989	9,324	84,007	\$33,081	\$71,167	31.90
Louisiana	MO	3,936	11,729	90,725	\$34,557	\$65,769	18.06
Lyons	KS	3,708	8,702	95,544	\$37,854	\$53,310	31.50
Newport	AR	7,694	12,318	84,834	\$27,974	\$70,140	47.33
Opp	AL	6,546	13,156	112,524	\$31,804	\$64,057	38.71
Paris	AR	3,684	10,488	98,103	\$29,482	\$63,690	14.90
Pocahontas	AR	6,584	14,249	89,637	\$27,808	\$65,500	63.66
Red Oak	IA	6,140	9,574	69,672	\$31,654	\$65,662	30.18
Rushville	IL	3,182	11,448	84,021	\$35,864	\$63,245	30.11
Rusk	TX	5,196	12,817	123,196	\$32,139	\$63,349	44.32
Shenandoah	IA	5,497	9,974	69,562	\$32,917	\$62,398	19.46
Shiprock	NM	8,274	9,295	67,154	\$28,939	\$45,088	86.90
Springhill	LA	5,332	10,417	100,490	\$29,818	\$56,833	28.94
Sulphur	OK	4,782	11,032	110,931	\$31,469	\$49,601	9.08
Teague	TX	4,661	11,641	71,854	\$34,725	\$48,474	7.46
Water Valley	MS	3,720	8,970	125,464	\$28,262	\$61,888	16.05
Windsor	MO	3,094	9,249	125,051	\$34,566	\$68,435	31.11
Yoakum	TX	5,750	10,585	86,046	\$29,105	\$54,133	27.62

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**Selected Retailers**

The following table lists retailers identified in this analysis:

<b>Retailer</b>	<b>Retailer Classification</b>	<b>US Locations</b>
<b>Ace Hardware</b>	<b>Hardware/Home Improvement</b>	<b>4,830</b>
<b>AutoZone</b>	<b>Auto supplies/Car Care</b>	<b>3,497</b>
<b>Beall's</b>	<b>Department stores</b>	<b>76</b>
<b>Brown's Shoe Fit Co.</b>	<b>Shoes</b>	<b>80</b>
<b>CVS Pharmacy</b>	<b>Drug Stores</b>	<b>5,368</b>
<b>HEB</b>	<b>Supermarkets</b>	<b>305</b>
<b>Rent-A-Center</b>	<b>Rental Centers</b>	<b>2,878</b>
<b>Save-A-Lot Food Stores</b>	<b>Supermarkets</b>	<b>1,279</b>
<b>Taco Mayo</b>	<b>Fast Food</b>	<b>89</b>
<b>Whataburger</b>	<b>Fast Food</b>	<b>655</b>

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**Selected Retailer Profiles****Ace Hardware**

Ace Hardware considers freestanding locations along with community and neighborhood strip centers. All types of co-tenants are considered. Their customer base includes mid-income consumers. They currently operate in and have plans for expansion in Texas and throughout the United States.

## Contact Information:

**New Store Growth Manager,****Bill Jablonowski**

2200 Kensington Court

Oak Brook, IL 60523

Phone: (630) 990-6600

Fax: (630) 990-9756

www.acehardware.com

**Ace Hardware Locations within Comparable Cities' Trade Areas**

Address	City	State
602 W WISE ST	BOWIE	TX
5438 LOOP 500 E	CENTER	TX
715 E PARKER ST	BAXLEY	GA
836 W NORTH AVE	FLORA	IL
1500 HIGHWAY 367 N	NEWPORT	AR

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**Selected Retailer Profiles**
**AutoZone**

AutoZone operates in community strip centers, neighborhood strip centers, pad sites/outparcels, and freestanding locations. All types of co-tenants are considered. Their customer base includes low- to mid-income adult males. They currently operate in and have plans for expansion in Texas and throughout the United States.

**Contact Information:**
**Director, Real Estate,**
**Terry McKee**

123 South Front Street

Memphis, TN 38103-3618

Phone: (901) 495-6500

Fax: (901) 495-8969

Mailing Address:

PO Box 2198

Memphis, TN 38101-2198

[www.autozone.com](http://www.autozone.com)
**AutoZone Locations within Comparable Cities' Trade Areas**

Address	City	State
216 US HIGHWAY 90A E	GONZALES	TX
83 PLAZA DR	BEARDSTOWN	IL
1104 W MAIN ST	FAIRFIELD	IL
521 W NORTH AVE	FLORA	IL
505 HIGHWAY 367 N	NEWPORT	AR
2520 E OAK ST	JENA	LA
1107 TENAHA ST	CENTER	TX
1605 W MAIN ST	CARMI	IL

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**Selected Retailer Profiles****Beall's**

Beall's considers locations in community strip centers, enclosed regional malls, neighborhood strip centers, and power centers. All types of co-tenants are considered. Their customer base includes mid- to high-income consumers. They currently operate in and have plans for expansion in Texas and throughout the United States.

Contact Information:  
**Director, Real Estate,**  
**Patti Cash**  
1806 38th Avenue East  
Bradenton, FL 34208  
Phone: (941) 744-4534  
Fax: (941) 747-1171  
[www.beallsinc.com](http://www.beallsinc.com)

**Beall's Locations within Comparable Cities' Trade Areas**

Address	City	State
122 AUSTIN ST	CENTER	TX
1143 N ESPLANADE ST	CUERO	TX
304 W GRAND AVE	YOAKUM	TX

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**Selected Retailer Profiles****Brown's Shoe Fit Co.**

Brown's Shoe Fit Co. prefers locations in enclosed regional malls, community strip centers, and downtown/central business districts. All co-tenants are considered. Their customer base is made up of mostly mid- to high-income consumers. They currently operate in and have plans for expansion in Texas and throughout the United States.

**Contact Information:****Leasing,****Larry Cowherd**

111 North Sycamore

Shenandoah, IA 51601

Phone: (712) 246-2218

Fax: (712) 246-3525

[www.brownsshoeftco.com](http://www.brownsshoeftco.com)**Brown's Shoe Fit Co. Locations within Comparable Cities' Trade Areas**

Address	City	State
316 E COOLBAUGH ST	RED OAK	IA
611 W SHERIDAN AVE	SHENANDOAH	IA

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**Selected Retailer Profiles****CVS Pharmacy**

CVS Pharmacy considers locations in community strip centers, neighborhood strip centers, downtown/central business districts, and freestanding locations. All types of co-tenants are considered. Their customer base includes mid-income adults and seniors. They currently operate in and have plans for expansion in Texas and throughout the United States.

**Contact Information:****F. Wayne Lankford****CVS Corporation**

10008 Parkside Drive

Knoxville, TN 37922

Phone: (865) 470-0720

Fax: (865) 470-0737

fwlankford@cvs.com

**CVS Pharmacy Locations within Comparable Cities' Trade Areas**

Address	City	State
1411 W MAIN ST	FAIRFIELD	IL
1010 WEST NORTH AVE	FLORA	IL
1101 W MAIN ST	CARMI	IL
819 E PARKER ST	BAXLEY	GA

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**Selected Retailer Profiles****HEB**

HEB considers locations in community strip centers, enclosed regional malls, neighborhood strip centers, and freestanding locations. All co-tenants are considered. They currently operate in and have expansion plans in Texas and throughout the United States.

**Contact Information:****Eric Moede**646 South Main Avenue  
San Antonio, TX 78204

Phone: (210) 938-8932

Fax: (210) 938-7788

**Mailing Address:**

PO Box 839999

San Antonio, TX 78283-3999

[www.heb.com](http://www.heb.com)**HEB Locations within Comparable Cities' Trade Areas**

Address	City	State
1161 N ESPLANADE ST	CUERO	TX
201 W GONZALES ST	YOAKUM	TX
424 SAINT MATTHEW ST	GONZALES	TX
1305 TENAHA ST	CENTER	TX

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**Selected Retailer Profiles****Rent-A-Center**

Rent-A-Center considers locations in community strip centers, downtown/central business districts, neighborhood strip centers, and freestanding locations. Discount co-tenants are preferred. Their customer base includes low- and mid-income adults. They currently operate in and have expansion plans in Texas and throughout the United States.

Contact Information:  
**Real Estate Manager,**  
**David Oliver**  
101 FM 3237 Suite B  
Wimberly, TX 78676  
Phone: (512) 847-7201  
Fax: (512) 847-0179  
[www.rentacenter.com](http://www.rentacenter.com)

**Rent-A-Center Locations within Comparable Cities' Trade Areas**

Address	City	State
2480 S SANTA FE AVE	CHANUTE	KS
1600 N SARAH DEWITT DR STE 220	GONZALES	TX

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**Selected Retailer Profiles**
**Save-A-Lot Food Stores**

Save-A-Lot Food Stores prefer to locate in community strip centers, neighborhood strip centers, and freestanding locations. All types of co-tenants are preferred. Their customer base consists of low- to mid-income adults and seniors. They currently operate in and have expansion plans in Texas and throughout the United States.

**Contact Information:**
**Phillip Telisak**
**The Weitzman Group**

70 North East Loop 410

Suite 750

San Antonio, TX

Phone: (210) 366-5050

Fax: (210) 377-1777

ptelisak@weitzmangroup.com

**Save-A-Lot Food Store Locations within Comparable Cities' Trade Areas**

Address	City	State
1406 W MAIN ST	CHANUTE	KS
412 E 4TH ST	BEARDSTOWN	IL
110 W CENTRAL BLVD	ANADARKO	OK
1755 HIGHWAY 62 W	POCAHONTAS	AR

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**Selected Retailer Profiles****Taco Mayo**

Taco Mayo prefers to locate in community strip centers, enclosed regional malls, enclosed super regional malls, pad site/outparcels, and freestanding locations. Entertainment co-tenants are preferred. Their customer base consists of low- to mid-income teens and adults. They currently operate in and have plans for expansion in Texas and throughout the United States.

**Contact Information:****President,****Kurt W. Dinnes**

10405 Green Briar Place, Suite B

Oklahoma City, OK 73159

Phone: (405) 691-8226

Fax: (405) 691-2572

[www.tacomayo.com](http://www.tacomayo.com)**Taco Mayo Locations within Comparable Cities' Trade Areas**

Address	City	State
1900 W BROADWAY AVE	SULPHUR	OK
905 S MISSION ST	ANADARKO	OK

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**Selected Retailer Profiles****Whataburger**

Whataburger prefers locations in community strip centers, pad sites/outparcels, and freestanding locations. All types of co-tenants are considered. The customer base consists of mainly mid-income consumers. They currently operate in and have plans for expansion in Texas and throughout the United States.

**Contact Information:****Real Estate Coordinator,****Holly Sholars**

One Whataburger Way

Corpus Christi, TX 78411

Phone: (361) 878-0650

Fax: (361) 878-0473

Mailing Address:

PO Box 6220

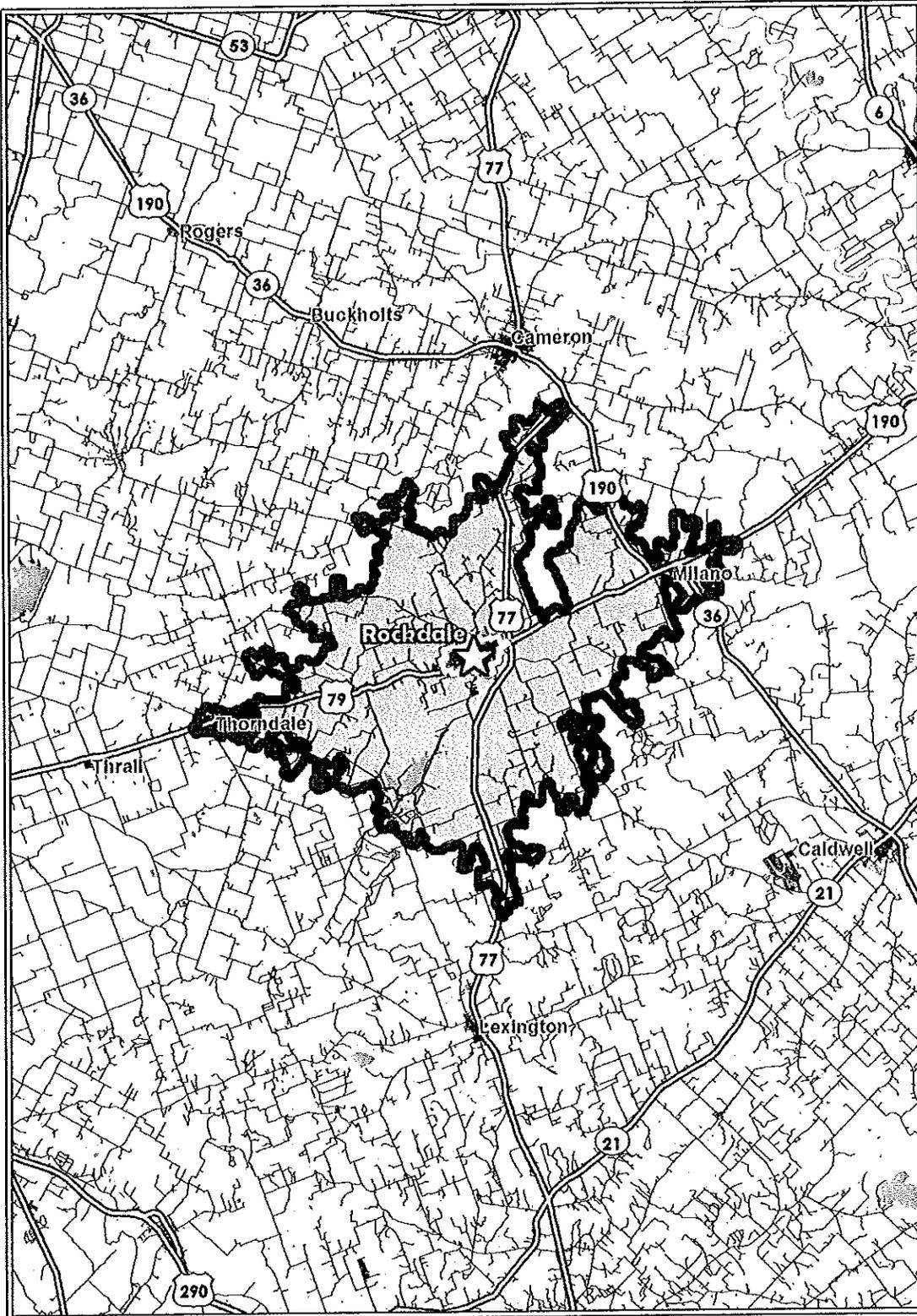
Corpus Christi, TX 78466-0647

[www.whataburger.com](http://www.whataburger.com)**Whataburger Locations within Comparable Cities' Trade Areas**

Address	City	State
905 N ESPLANADE ST	CUERO	TX
1203 N DICKINSON DR	RUSK	TX
1709 N SAINT JOSEPH ST	GONZALES	TX



**Total Households**  
■ 1 Dot = 1 Household



# ROCKDALE

- ★ Proposed Retail Location
- Rockdale City Limits
- ◻ Trade Area
- Shopping Centers  
GLA in thousands
  - 1,000+
  - 500 to 1,000



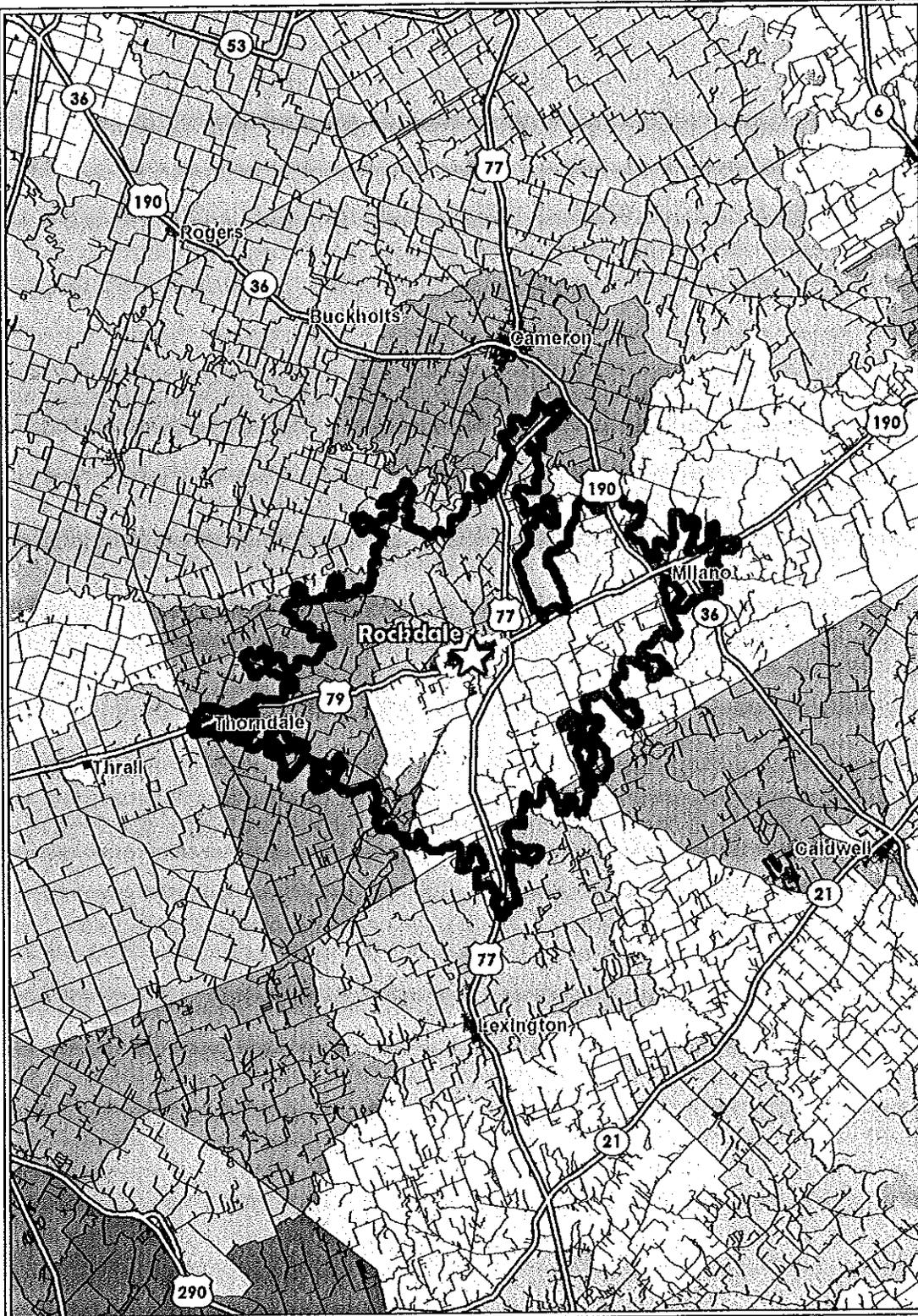
2651 South Polaris Drive  
Fort Worth, Texas 76137  
tel 817.332.3681  
fax 817.332.3686  
e-mail answers@buxtonco.com  
http://www.buxtonco.com

## Rockdale, TX

### Overview Map

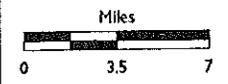
Prepared for  
City of Rockdale





# ROCKDALE

- ★ Proposed Retail Location
- Rockdale City Limits
- Trade Area
- Shopping Centers  
GLA in thousands
  - 1,000+
  - 500 to 1,000
- 2008 Population By Block Group
  - 5,000 and Above
  - 3,000 to 5,000
  - 1,500 to 3,000
  - 1,000 to 1,500
  - 1,000 and Below



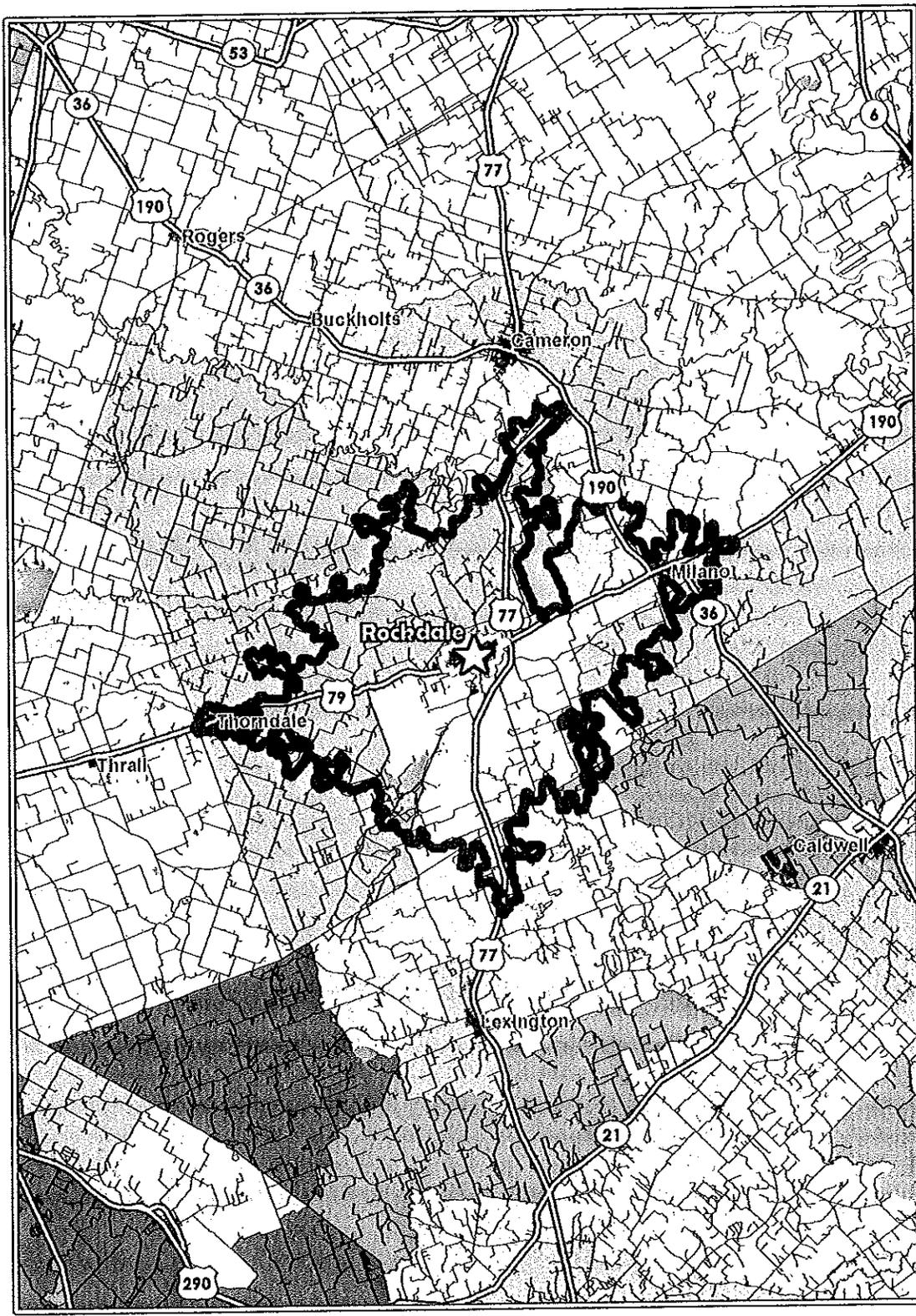
## Rockdale, TX Population Map

Prepared for  
City of Rockdale

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 tel: 817.332.3681  
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 e-mail: [onswers@buxtonco.com](mailto:onswers@buxtonco.com)  
<http://www.buxtonco.com>



# ROCKDALE



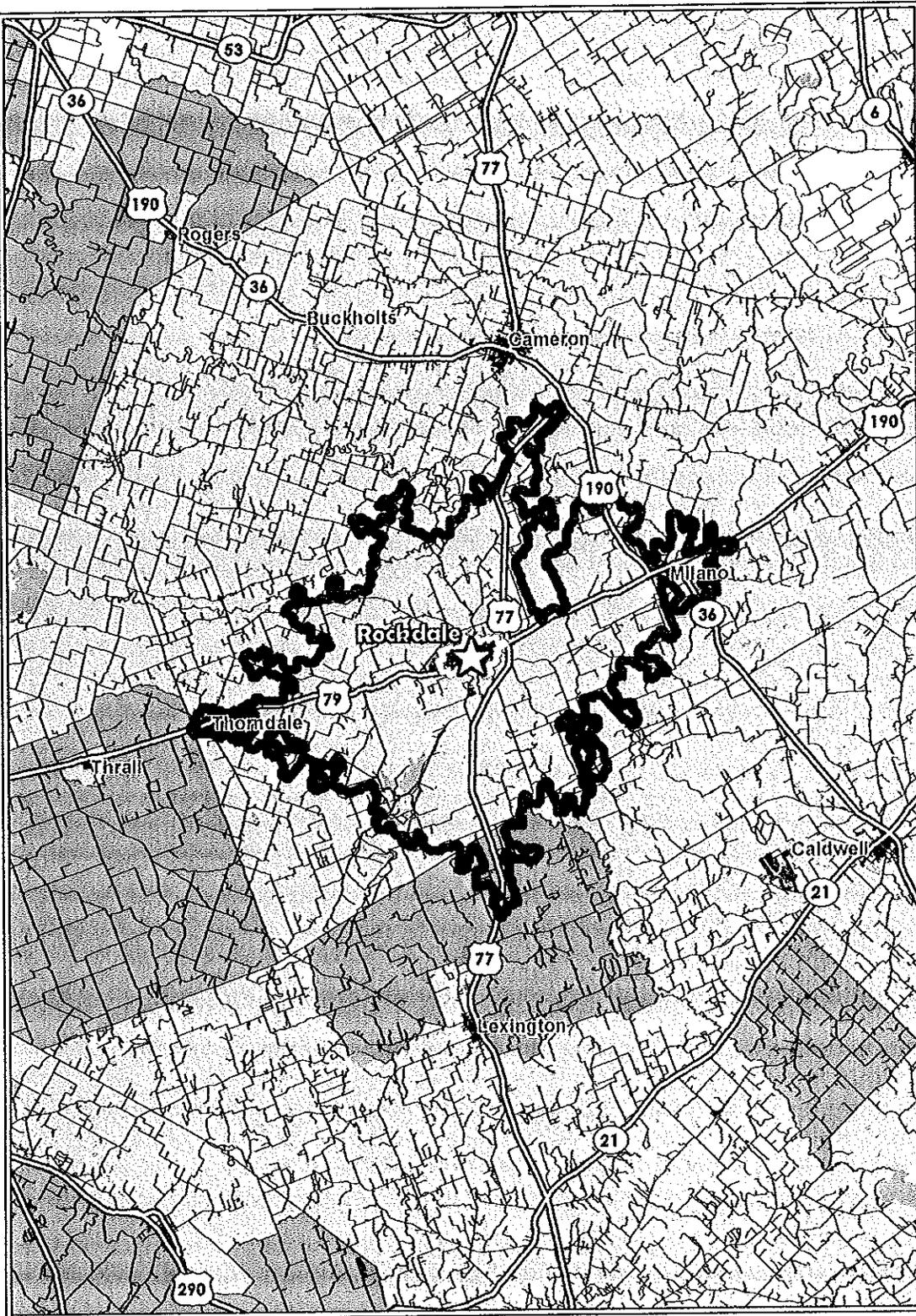
- ★ Proposed Retail Location
- Rockdale City Limits
- Trade Area
- Shopping Centers  
GLA in thousands
  - 1,000+
  - 500 to 1,000
- Projected Change 2005-2010  
% Change By Block Group
  - 15% and Above
  - 10% to 15%
  - 5% to 10%
  - 0% to 5%
  - Population Loss



## Rockdale, TX Population Growth

Prepared for  
City of Rockdale

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 http://www.buxtonco.com



# ROCKDALE

- ★ Proposed Retail Location
- Rockdale City Limits
- Trade Area
- Shopping Centers  
GLA in thousands
  - 1,000+
  - 500 to 1,000
- Median Household Income  
By Block Group
  - \$200,000 and Above
  - \$100,000 to \$200,000
  - \$50,000 to \$100,000
  - \$25,000 to \$50,000
  - \$25,000 and Below



## Rockdale, TX Median Income

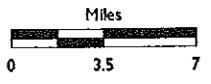
Prepared for  
City of Rockdale

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 http://www.buxtonco.com



# ROCKDALE

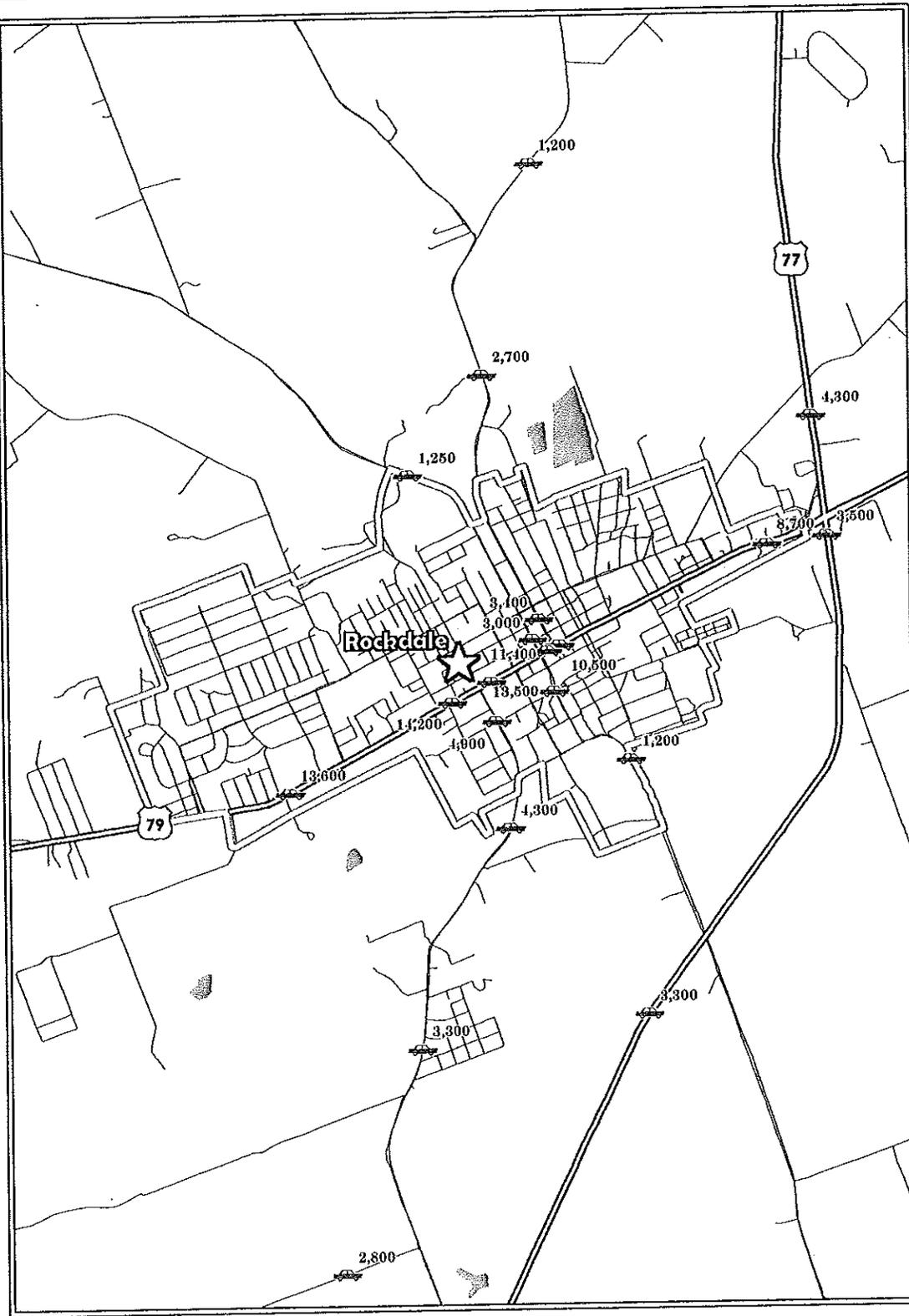
- ★ Proposed Retail Location
- Rockdale City Limits
- Trade Area
- Shopping Centers  
GLA in thousands
  - 1,000+
  - 500 to 1,000
- Property Value By Block Group
  - \$150,000 and Above
  - \$100,000 to \$150,000
  - \$50,000 to \$100,000
  - \$20,000 and Below



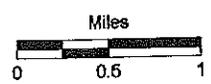
## Rockdale, TX Property Value Prepared for City of Rockdale

**SmallCityID**  
 2651 South Polaris Drive  
 Fort Worth, Texas 76137  
 tel 817.332.3681  
 fax 817.332.3686  
 e-mail answers@buxtorco.com  
 http://www.buxtorco.com

# ROCKDALE



- ★ Proposed Retail Location
- Rockdale City Limits
- ↔ Traffic Count



## Rockdale, TX Traffic Count Prepared for City of Rockdale

**SmallCityID**  
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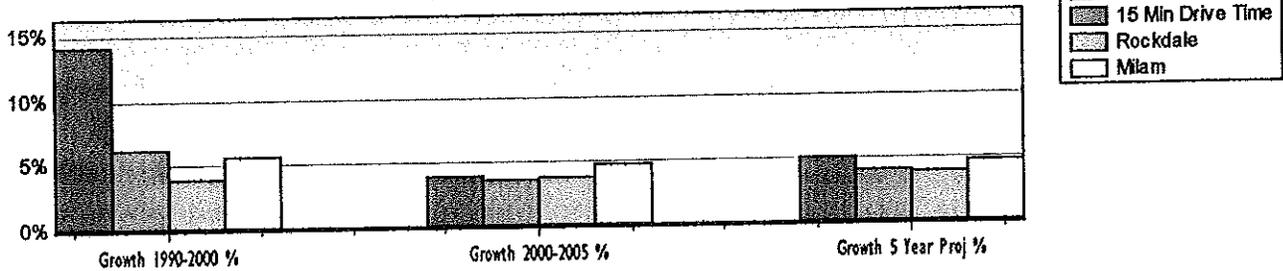


**Analysis Geography: City Centroid**  
Rockdale, TX

Date: 5/25/2006

Population Profile	30 Miles	15 Min Drive Time	Rockdale	Milam
	Miles	Time		
2010 Projection	91,832	10,982	5,863	26,589
2005 Estimate	87,398	10,559	5,643	25,385
2000 Census	84,103	10,186	5,439	24,238
1990 Census	73,650	9,583	5,235	22,946

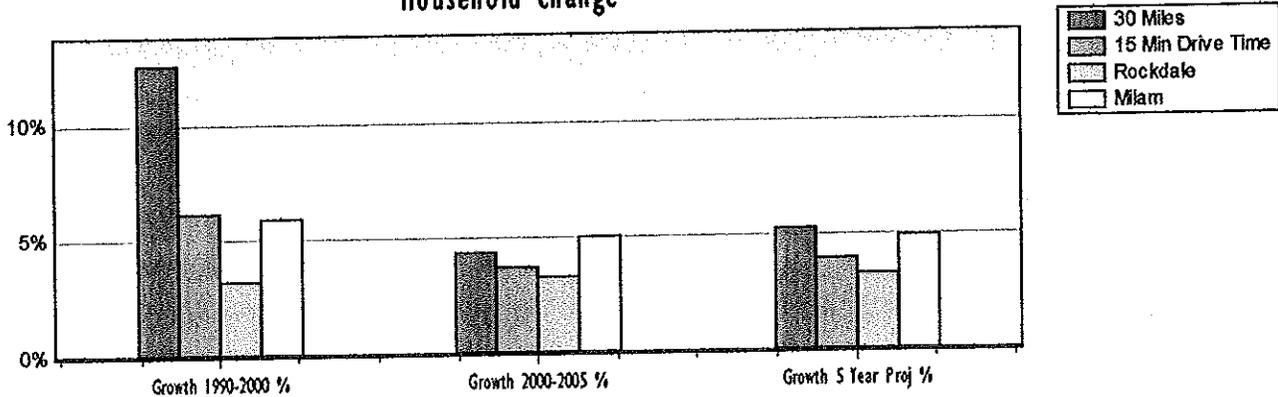
**Population Change**



Work Place Population	30 Miles	15 Min Drive Time	Rockdale	Milam
	Miles	Time		
Total	33,274	4,815	2,847	8,513

Household Profile	30 Miles	15 Min Drive Time	Rockdale	Milam
2010 Projection	34,015	4,111	2,218	10,140
2005 Estimate	32,310	3,954	2,146	9,662
2000 Census	30,948	3,811	2,077	9,199
1990 Census	27,489	3,589	2,011	8,686

**Household Change**



**Analysis Geography: City Centroid**  
 Rockdale, TX

Date: 5/25/2006

	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Population By Sex (Current)</b>				
Male	49.7%	49.1%	47.9%	49.3%
Female	50.3%	50.9%	52.1%	50.7%

<b>Marital Status Persons (Current)</b>				
Single Male	11.6%	9.8%	8.0%	11.0%
Single Female	8.8%	8.3%	7.4%	8.4%
Married	62.7%	65.9%	66.2%	63.3%
Male Previously Married	5.8%	5.3%	5.7%	6.2%
Female Previously Married	11.2%	10.8%	12.7%	11.1%

<b>Households by Household Type (Current)</b>				
Family Household	71.9%	72.2%	67.9%	71.2%
Non-Family Household	28.1%	27.8%	32.1%	28.8%

<b>Households By Type (Current)</b>				
Single Male	9.9%	9.8%	10.0%	10.8%
Single Female	14.8%	14.8%	17.9%	15.2%
Married Couple	56.3%	56.4%	51.8%	56.2%
Other Family: Male Head of Household	4.2%	3.9%	3.3%	3.9%
Other Family: Female Head of Household	11.5%	11.9%	12.8%	11.2%
Non-Family: Male Head of Household	2.1%	2.3%	2.7%	1.8%
Non-Family: Female Head of Household	1.4%	1.0%	1.4%	0.9%

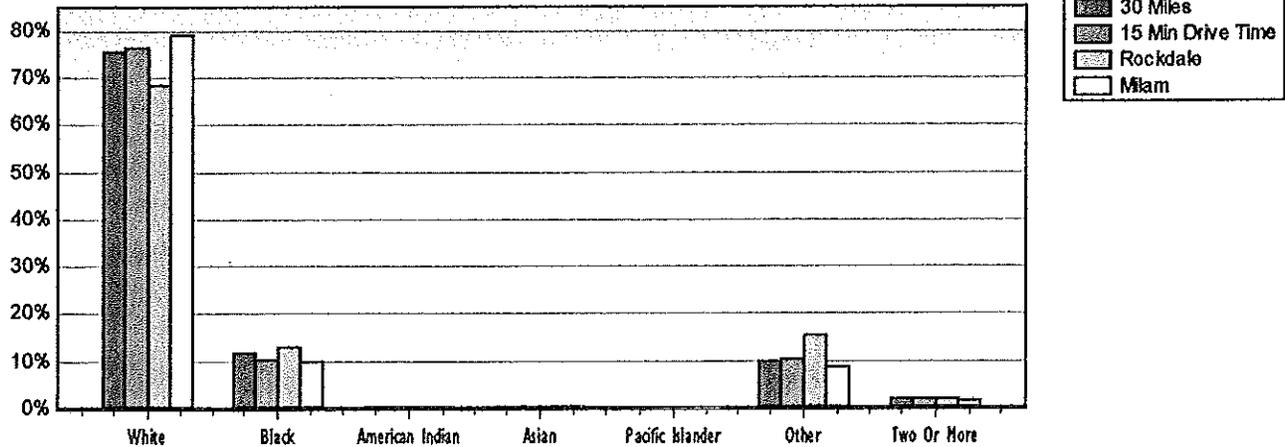
<b>Group Quarters Population by Type (Current)</b>				
College Dormitories	0	0	0	0
Correctional Institutions	1,391	0	0	42
Military Quarters	0	0	0	0
Nursing Homes	879	133	133	336
Other Institutions	63	62	3	63
Other Noninstitutional	13	0	0	1
<b>Total Group Quarters Population</b>	<b>2,346</b>	<b>195</b>	<b>136</b>	<b>442</b>

**Analysis Geography: City Centroid**  
Rockdale, TX

Date: 5/25/2006

Population By Race (Current)	30	15 Min Drive	Rockdale	Milam
	Miles	Time		
White	66,044	8,056	3,871	20,080
Black	10,337	1,099	742	2,516
American Indian	451	39	22	132
Asian	235	51	30	65
Pacific Islander	46	2	0	2
Other	8,593	1,099	864	2,190
Two Or More	1,692	213	114	400
<b>Total Population By Race</b>	<b>87,398</b>	<b>10,559</b>	<b>5,643</b>	<b>25,385</b>

**Population By Race (Current)**



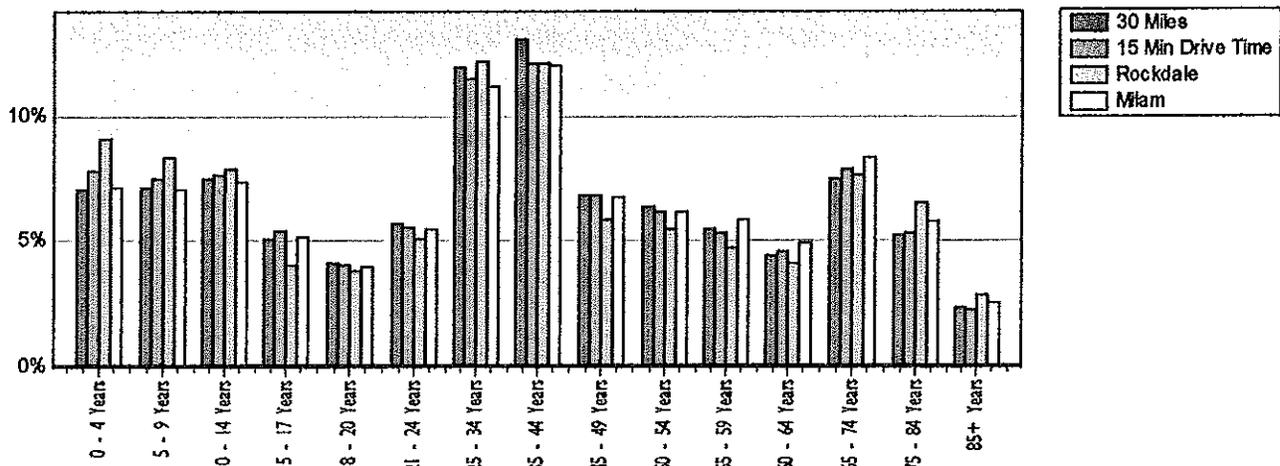
Population By Hispanic Origin (Current)	30	15 Min Drive	Rockdale	Milam
	Miles	Time		
Hispanic Origin	19,885	2,174	1,396	5,304
Non Hispanic Origin	67,513	8,385	4,247	20,081

Analysis Geography: City Centroid  
Rockdale, TX

Date: 5/25/2006

Population By Age (Current)	30 Miles	15 Min Drive Time	Rockdale	Milam
0 to 4 years	6,199	825	512	1,820
5 to 9 years	6,222	794	471	1,794
10 to 14 years	6,585	809	444	1,872
15 to 17 years	4,443	570	231	1,321
18 to 20 years	3,591	430	218	1,006
21 to 24 years	4,970	584	289	1,397
25 to 34 years	10,441	1,212	687	2,844
35 to 44 years	11,434	1,280	683	3,055
45 to 49 years	6,008	722	333	1,726
50 to 54 years	5,584	654	311	1,570
55 to 59 years	4,819	567	269	1,487
60 to 64 years	3,900	482	233	1,253
65 to 74 years	6,558	832	432	2,116
75 to 84 years	4,626	563	369	1,467
85+ Years	2,018	235	161	657
<b>Total Population By Age</b>	<b>87,398</b>	<b>10,559</b>	<b>5,643</b>	<b>25,385</b>
Average Age	37.5	37.2	37.1	38.4
Median Age	36.6	35.7	34.6	37.2

Population By Age (Current)

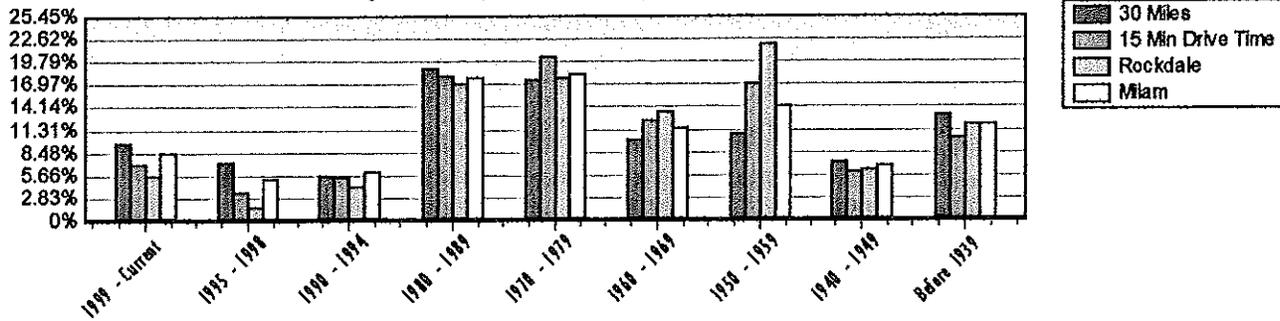


**Analysis Geography: City Centroid**  
Rockdale, TX

Date: 5/25/2006

Housing Units By Year Built (Current)	30	15 Min Drive	Rockdale	Milam
	Miles	Time		
1999 to Current	3,594	318	136	968
1995 to 1998	2,694	163	40	578
1990 to 1994	2,094	246	105	700
1980 to 1989	7,051	822	417	2,033
1970 to 1979	6,531	939	435	2,065
1960 to 1969	3,776	571	332	1,299
1950 to 1959	4,028	779	539	1,625
1940 to 1949	2,681	284	157	778
Before 1939	4,894	475	295	1,363

**Housing Units By Year Built (Current)**



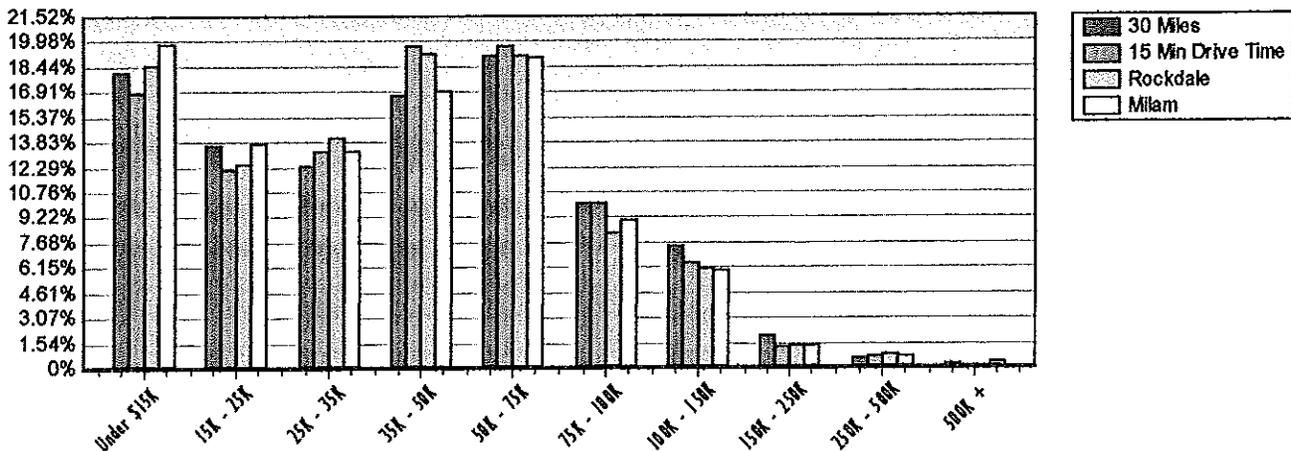
Housing Units By Type (Current)	30	15 Min Drive	Rockdale	Milam
	Miles	Time		
Single-Unit Detached	73.7%	77.4%	82.1%	76.4%
Single-Unit Attached	1.3%	0.9%	1.3%	0.8%
Multi-Units 2	2.7%	2.8%	4.4%	2.5%
Multi-Units 3 - 19	3.5%	2.3%	3.9%	3.2%
Multi-Units 20 - 49	0.6%	0.2%	0.4%	0.5%
Multi-Units 50+	0.3%	0.0%	0.0%	0.1%
Mobile	17.3%	16.2%	8.0%	15.9%
Other	0.5%	0.3%	0.0%	0.7%

**Analysis Geography: City Centroid**  
Rockdale, TX

Date: 5/25/2006

Households By Income (Current)	30	15 Min Drive	Rockdale	Milam
	Miles	Time		
Under \$15,000	5,838	663	399	1,913
\$15,000 to \$24,999	4,383	478	267	1,325
\$25,000 to \$34,999	3,999	526	302	1,281
\$35,000 to \$49,999	5,400	779	412	1,635
\$50,000 to \$74,999	6,170	778	411	1,832
\$75,000 to \$99,999	3,254	398	176	873
\$100,000 to \$149,999	2,387	253	129	572
\$150,000 to \$249,999	640	50	29	134
\$250,000 to \$499,999	178	26	18	68
\$500,000 +	61	3	3	29
<b>Total Households By Income</b>	<b>32,310</b>	<b>3,954</b>	<b>2,146</b>	<b>9,662</b>
Average Household Income	\$51,121	\$49,913	\$49,061	\$48,937
Per Capita Income	\$20,432	\$20,039	\$18,770	\$18,773
Median Household Income	\$41,290	\$40,695	\$38,323	\$37,591

**Households By Income (Current)**



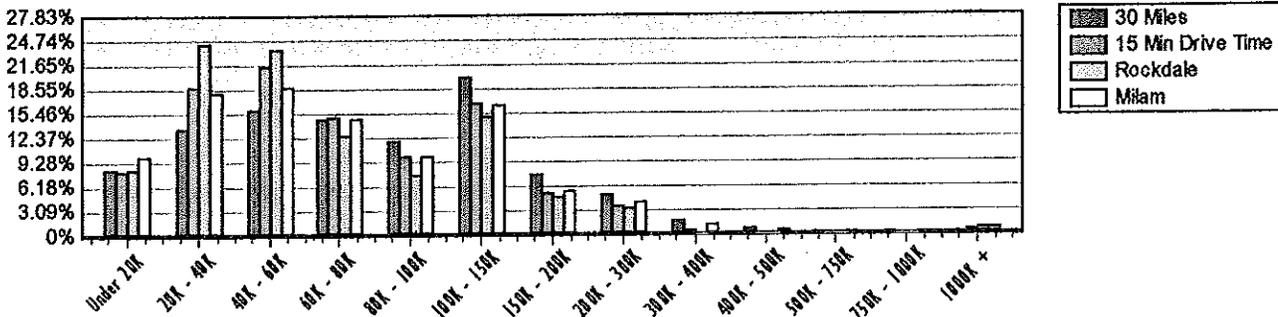
Analysis Geography: City Centroid  
Rockdale, TX

Date: 5/25/2006

Housing Units By Occupancy (Current)	30 Miles	15 Min Drive Time	Rockdale	Milam
Owner - Occupied	64.6%	61.2%	56.6%	61.8%
Renter - Occupied	21.9%	24.8%	30.8%	22.8%
Vacant	13.5%	14.0%	12.6%	15.3%

Owner - Occupied Property Values (Current)	30 Miles	15 Min Drive Time	Rockdale	Milam
Under \$20,000	2,024	227	114	703
\$20,000 to \$39,999	3,272	532	337	1,268
\$40,000 to \$59,999	3,851	600	328	1,332
\$60,000 to \$79,999	3,556	419	174	1,047
\$80,000 to \$99,999	2,871	282	106	705
\$100,000 to \$149,999	4,796	472	207	1,155
\$150,000 to \$199,999	1,814	149	67	381
\$200,000 to \$299,999	1,190	101	46	281
\$300,000 to \$399,999	383	14	0	81
\$400,000 to \$499,999	168	3	0	30
\$500,000 to \$749,999	74	1	0	13
\$750,000 to \$999,999	47	0	0	16
\$1,000,000 +	83	15	10	44
<b>Total Owner - Occupied Property Values</b>	<b>24,129</b>	<b>2,815</b>	<b>1,389</b>	<b>7,056</b>
<b>Median Property Value</b>	<b>77,610</b>	<b>64,974</b>	<b>55,457</b>	<b>64,025</b>

Owner - Occupied Property Values (Current)



**Analysis Geography:** City Centroid  
 Rockdale, TX

Date: 5/25/2006

<b>Civilian Labor Force (Current)</b>	<b>30 Miles</b>	<b>15 Min Drive Time</b>	<b>Rockdale</b>	<b>Milam</b>
Unemployed	1,602	209	79	549
Employed	38,558	4,625	2,367	10,879
<b>Total Civilian Labor Force</b>	<b>40,160</b>	<b>4,834</b>	<b>2,446</b>	<b>11,428</b>
Unemployment Rate	4.0%	4.3%	3.0%	5.0%

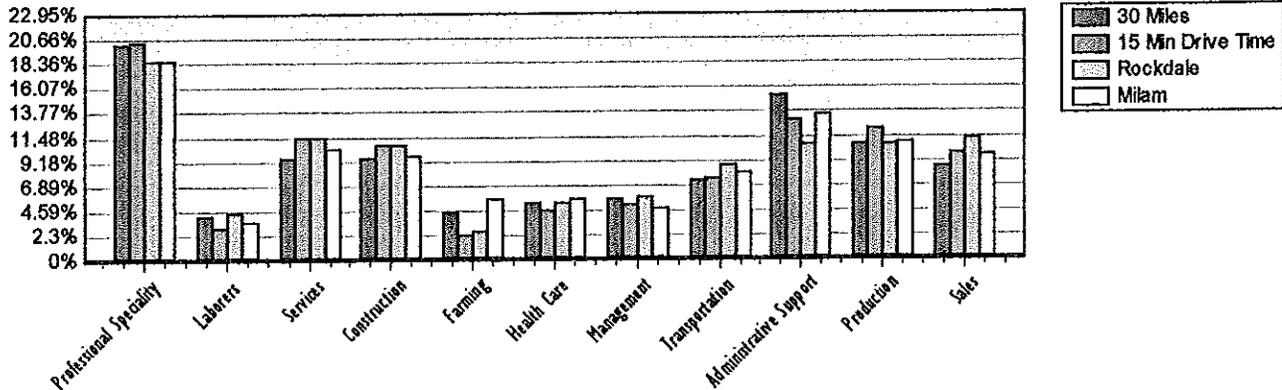
<b>Population By Education Attained (Current)</b>	<b>30 Miles</b>	<b>15 Min Drive Time</b>	<b>Rockdale</b>	<b>Milam</b>
Less Than 9th Grade	12.2%	9.7%	10.5%	11.8%
Some High School, No Diploma	16.6%	18.0%	20.1%	17.2%
High School Graduate (Includes Equivalency)	35.6%	40.5%	37.9%	37.0%
Some College, No Degree	18.6%	17.2%	16.2%	18.5%
Associate Degree	4.1%	3.7%	3.8%	4.0%
Bachelor's Degree	9.3%	8.0%	8.4%	8.7%
Master's Degree	2.5%	2.2%	2.3%	2.1%
Professional School Degree	0.7%	0.6%	0.8%	0.6%
Doctorate Degree	0.4%	0.0%	0.0%	0.2%

**Analysis Geography:** City Centroid  
Rockdale, TX

Date: 5/25/2006

Population 16+ By Occupation (Current)	30 Miles	15 Min Drive Time	Rockdale	Milam
Administrative Support	5,849	600	253	1,465
Architecture	471	48	16	97
Arts	378	37	0	107
Building and Grounds Cleaning	1,555	141	105	378
Business Operations	710	18	0	76
Computer and Mathematics	495	41	26	70
Construction and Extraction	3,622	495	254	1,057
Education, Training, Library	2,425	323	213	667
Farming	1,685	109	61	614
Financial Specialists	631	88	44	175
Health Care	2,045	211	123	607
Installation	2,215	351	126	713
Legal	227	20	14	84
Life	186	14	0	29
Management	2,144	238	136	521
Production	4,089	563	254	1,173
Sales	3,341	452	265	1,040
Services	7,018	977	533	2,170
<b>Total Population 16+ By Occupation</b>	<b>38,558</b>	<b>4,625</b>	<b>2,367</b>	<b>10,879</b>

**Population 16+ By Occupation (Current)**



**Analysis Geography: City Centroid**  
Rockdale, TX

Date: 5/25/2006

<b>Category Totals</b>	<b>30 Miles</b>	<b>15 Min Drive Time</b>	<b>Rockdale</b>	<b>Milam</b>
Food at Home	\$167,832,010	\$20,351,460	\$10,661,610	\$49,080,970
Food Away from Home	\$128,179,200	\$14,918,630	\$7,828,910	\$35,287,510
Alcoholic Beverages	\$32,785,000	\$3,579,680	\$1,900,820	\$8,568,830
Smoking Products & Supplies	\$28,209,230	\$3,639,440	\$1,900,420	\$8,588,700
Personal Care Products & Services	\$24,765,810	\$2,906,300	\$1,543,530	\$6,923,190
Day Care	\$9,646,870	\$1,178,180	\$660,230	\$2,731,000
Household Furnishings & Services	\$170,099,600	\$20,027,530	\$10,453,180	\$48,167,650
Housing Expenses	\$38,311,810	\$4,607,430	\$2,417,190	\$11,113,160
Apparel	\$109,021,120	\$12,934,440	\$6,827,850	\$30,454,060
Sports & Recreation	\$35,191,780	\$4,104,500	\$2,176,360	\$9,644,440
Miscellaneous	\$69,250,340	\$8,095,770	\$4,122,770	\$19,505,880
Education	\$23,452,540	\$2,758,340	\$1,453,100	\$6,594,900
Automotive	\$270,126,860	\$32,043,650	\$15,600,860	\$77,625,810
Health Care	\$126,770,090	\$15,309,100	\$8,175,930	\$37,851,220
<b>TOTAL</b>	<b>\$1,233,642,260</b>	<b>\$146,454,450</b>	<b>\$75,722,760</b>	<b>\$352,137,320</b>

**Analysis Geography:** City Centroid  
 Rockdale, TX

**Date:** 5/25/2006

	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Food at Home</b>				
<b>Cereals &amp; Cereal Products</b>	<b>\$8,995,070</b>	<b>\$1,103,710</b>	<b>\$585,330</b>	<b>\$2,650,320</b>
Cereals	\$4,956,410	\$607,660	\$319,930	\$1,456,290
Rice	\$1,006,590	\$118,600	\$65,340	\$283,840
Pasta, Cornmeal, and Other	\$1,551,970	\$186,160	\$97,990	\$446,770
Flour	\$1,480,100	\$191,290	\$102,070	\$463,420
<b>Bakery Products</b>	<b>\$16,999,960</b>	<b>\$2,051,710</b>	<b>\$1,066,220</b>	<b>\$4,959,730</b>
Cookies	\$2,443,330	\$294,930	\$153,850	\$712,100
Crackers	\$1,316,070	\$163,390	\$84,590	\$395,150
Bread Products	\$13,240,560	\$1,593,390	\$827,780	\$3,852,480
<b>Fish &amp; Seafood</b>	<b>\$3,349,430</b>	<b>\$398,930</b>	<b>\$208,040</b>	<b>\$964,780</b>
Canned Fish	\$779,160	\$94,850	\$49,800	\$229,790
Frozen Fish	\$1,057,280	\$130,580	\$68,440	\$315,950
Fresh Fish	\$1,512,990	\$173,500	\$89,800	\$419,040
<b>Meats &amp; Poultry</b>	<b>\$35,381,540</b>	<b>\$4,237,800</b>	<b>\$2,240,710</b>	<b>\$10,254,090</b>
Meats	\$24,631,670	\$2,984,330	\$1,575,700	\$7,229,370
Poultry	\$10,749,870	\$1,253,470	\$665,010	\$3,024,720
<b>Juices</b>	<b>\$4,553,140</b>	<b>\$538,090</b>	<b>\$286,010</b>	<b>\$1,295,250</b>
Frozen Juices	\$442,660	\$53,980	\$28,330	\$127,740
Other Juices	\$4,110,480	\$484,110	\$257,680	\$1,167,510
<b>Fruits &amp; Vegetables</b>	<b>\$19,832,600</b>	<b>\$2,370,420</b>	<b>\$1,249,610</b>	<b>\$5,739,780</b>
Fresh Fruits & Vegetables	\$13,923,150	\$1,635,220	\$864,340	\$3,956,370
Frozen Fruits & Vegetables	\$1,974,920	\$238,020	\$123,510	\$573,960
Canned Fruits & Vegetables	\$3,102,070	\$393,340	\$206,010	\$956,600
Other Vegetables	\$832,460	\$103,840	\$55,750	\$252,850
<b>Dairy Products</b>	<b>\$17,104,210</b>	<b>\$2,082,420</b>	<b>\$1,085,740</b>	<b>\$5,016,930</b>
Eggs	\$2,054,820	\$252,770	\$135,980	\$615,740
Fresh Whole Milk All Types	\$4,150,320	\$516,180	\$272,140	\$1,246,560
Cream	\$385,080	\$47,050	\$24,050	\$113,760
Butter & Margarine	\$1,420,820	\$172,950	\$89,760	\$420,270
Cheese	\$4,760,420	\$571,840	\$294,230	\$1,370,250
Ice Cream Related Products	\$3,059,800	\$370,640	\$191,860	\$893,100
Other Dairy Products	\$1,272,950	\$150,990	\$77,720	\$357,250
<b>Sugar &amp; Other Sweets</b>	<b>\$10,708,310</b>	<b>\$1,342,010</b>	<b>\$695,000</b>	<b>\$3,237,960</b>
Candy & Chewing Gum	\$6,713,930	\$839,050	\$430,590	\$2,013,990
Jams, Jellies, and Preserves	\$1,881,830	\$237,500	\$123,760	\$573,400
Sugar & Artificial Sweeteners	\$2,112,550	\$265,460	\$140,650	\$650,570
<b>Fats &amp; Oils</b>	<b>\$1,531,580</b>	<b>\$189,040</b>	<b>\$98,500</b>	<b>\$459,860</b>
Fats & Oil Products	\$669,220	\$81,300	\$42,840	\$199,210
Non-Dairy Cream	\$409,800	\$50,350	\$25,840	\$122,420
Peanut Butter	\$452,560	\$57,390	\$29,820	\$138,230
<b>Non-Alcoholic Beverages</b>	<b>\$17,121,130</b>	<b>\$2,108,430</b>	<b>\$1,099,750</b>	<b>\$5,081,410</b>
Coffee	\$2,768,540	\$330,820	\$169,060	\$809,470
Non-Carbonated Beverages	\$4,161,490	\$497,180	\$264,120	\$1,191,510
Carbonated Beverages	\$9,203,710	\$1,160,230	\$603,760	\$2,789,090
Tea	\$987,390	\$120,200	\$62,810	\$291,340

Analysis Geography: City Centroid  
 Rockdale, TX

Date: 5/25/2006

	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Food at Home</b>				
<b>Prepared Foods</b>	<b>\$32,255,040</b>	<b>\$3,928,900</b>	<b>\$2,046,700</b>	<b>\$9,420,860</b>
Canned / Packaged Soup	\$2,369,510	\$285,740	\$148,650	\$694,050
Frozen Meats	\$2,047,430	\$234,280	\$122,400	\$571,330
Frozen Prepared Food	\$4,725,810	\$563,790	\$289,450	\$1,348,410
Potato Chips & Other Snacks	\$5,346,340	\$667,300	\$345,200	\$1,586,150
Nuts	\$1,450,310	\$177,700	\$90,830	\$431,580
Salt & Other Seasonings	\$1,511,140	\$180,360	\$94,960	\$434,420
Sauces & Gravies	\$2,290,190	\$280,310	\$142,980	\$669,140
Prepared Salads	\$910,730	\$106,000	\$54,290	\$255,910
Baby Food	\$2,267,280	\$278,960	\$153,110	\$649,890
Condiments	\$3,960,780	\$488,400	\$251,950	\$1,179,150
Miscellaneous Prepared Food	\$5,375,520	\$666,060	\$352,880	\$1,600,830
<b>Housekeeping Supplies</b>	<b>\$10,321,910</b>	<b>\$1,269,390</b>	<b>\$660,210</b>	<b>\$3,058,270</b>
Soaps & Detergents	\$1,294,960	\$158,790	\$84,260	\$383,110
Other Laundry & Cleaning Products	\$1,100,640	\$146,250	\$76,580	\$353,510
Paper Towels & Napkins	\$3,412,700	\$411,420	\$216,140	\$998,650
Miscellaneous Housekeeping Products	\$4,513,610	\$552,930	\$283,230	\$1,323,000
<b>Food Away From Home</b>				
<b>Lunch</b>	<b>\$39,110,210</b>	<b>\$4,642,070</b>	<b>\$2,463,300</b>	<b>\$10,985,050</b>
Lunch Fast Food	\$24,024,630	\$2,897,420	\$1,550,020	\$6,816,820
Lunch Full Service	\$15,085,580	\$1,744,650	\$913,280	\$4,168,230
<b>Dinner</b>	<b>\$35,948,360</b>	<b>\$4,131,320</b>	<b>\$2,143,440</b>	<b>\$9,731,500</b>
Dinner Fast Food	\$11,593,620	\$1,384,250	\$731,460	\$3,216,740
Dinner Full Service	\$24,354,740	\$2,747,070	\$1,411,980	\$6,514,760
<b>Breakfast &amp; Brunch</b>	<b>\$10,996,700</b>	<b>\$1,287,960</b>	<b>\$684,260</b>	<b>\$3,054,000</b>
Breakfast & Brunch Fast Food	\$5,570,500	\$667,380	\$360,990	\$1,580,220
Breakfast & Brunch Full Service	\$5,426,200	\$620,580	\$323,270	\$1,473,780
<b>Other</b>	<b>\$42,123,930</b>	<b>\$4,857,280</b>	<b>\$2,537,910</b>	<b>\$11,516,960</b>
Snacks & Non-Alcoholic Beverages	\$12,528,020	\$1,485,410	\$783,230	\$3,523,080
Catered Affairs	\$2,552,010	\$245,460	\$124,250	\$591,200
Food & Non-Alcoholic Beverages on Trips	\$27,043,900	\$3,126,410	\$1,630,430	\$7,402,680
<b>Alcoholic Beverages</b>				
<b>Alcoholic Beverages at Home</b>	<b>\$23,581,410</b>	<b>\$2,615,360</b>	<b>\$1,392,590</b>	<b>\$6,273,180</b>
Beer & Ale at Home	\$16,567,030	\$1,936,740	\$1,036,780	\$4,632,290
Whiskey at Home	\$1,362,520	\$149,070	\$76,850	\$360,880
Wine at Home	\$3,238,930	\$299,390	\$159,520	\$733,240
Other Alcoholic Beverages at Home	\$2,412,930	\$230,160	\$119,440	\$546,770
<b>Alcoholic Beverages Away from Home</b>	<b>\$9,203,590</b>	<b>\$964,320</b>	<b>\$508,230</b>	<b>\$2,295,650</b>
Beer & Ale Away from Home	\$1,358,000	\$142,000	\$74,930	\$340,050
Wine Away from Home	\$455,140	\$44,300	\$23,490	\$105,540
Other Alcoholic Beverages Away from Home	\$661,710	\$64,670	\$34,180	\$154,850

Analysis Geography: City Centroid  
Rockdale, TX

Date: 5/25/2006

	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Alcoholic Beverages</b>				
Alcohol at Restaurants & Etc.	\$6,728,740	\$713,350	\$375,630	\$1,695,210
<b>Smoking Products &amp; Supplies</b>				
Cigarettes	\$25,668,250	\$3,324,710	\$1,734,460	\$7,825,780
Cigars, Pipes, and Other Tobacco Products	\$2,540,980	\$314,730	\$165,960	\$762,920
<b>Personal Care Products &amp; Services</b>				
Services	\$11,274,350	\$1,258,060	\$663,190	\$2,996,570
Products	\$13,491,460	\$1,648,240	\$880,340	\$3,926,620
Hair Care Products	\$3,870,500	\$475,380	\$254,190	\$1,125,800
Non-Electric Articles for Hair	\$436,690	\$53,330	\$28,890	\$125,580
Oral Hygiene Products & Articles	\$1,860,640	\$227,130	\$121,890	\$545,630
Shaving Needs	\$1,045,150	\$128,290	\$67,510	\$306,650
Cosmetics, Perfume, and Bath	\$4,029,730	\$490,850	\$262,130	\$1,169,170
Deodorant & Feminine Hygiene Products	\$2,011,370	\$244,900	\$131,070	\$586,980
Electric Personal Care Appliances	\$205,840	\$24,960	\$12,790	\$58,580
Wigs & Hairpieces	\$31,540	\$3,400	\$1,870	\$8,230
<b>Day Care</b>				
Babysitting & Child Care	\$1,484,710	\$181,550	\$105,690	\$412,590
Day Care, Nursery, and Pre-School	\$6,041,290	\$738,300	\$409,720	\$1,645,830
Eldercare	\$2,120,870	\$258,330	\$144,820	\$672,580
<b>Household Furnishings &amp; Services</b>				
Household Services	\$11,557,540	\$1,349,000	\$809,190	\$3,207,980
Domestic Service	\$3,898,300	\$412,540	\$239,130	\$1,021,220
Gardening & Lawn Service	\$3,533,330	\$404,890	\$241,640	\$988,990
Miscellaneous Home Services	\$659,980	\$70,270	\$39,100	\$171,510
Termite & Pest Control Services	\$645,380	\$81,100	\$48,510	\$192,140
Moving, Storage, and Freight	\$2,820,550	\$380,200	\$240,810	\$834,120
Domestic Textiles	\$5,913,140	\$707,620	\$371,850	\$1,689,630
Bathroom Linens	\$1,407,140	\$171,170	\$91,360	\$406,870
Bedroom Linens	\$4,506,000	\$536,450	\$280,490	\$1,282,760
Window & Furniture Covers	\$8,367,100	\$950,510	\$493,770	\$2,328,260
Kitchen & Dining Room Linens	\$276,890	\$32,280	\$16,630	\$77,240
Other Linens	\$177,210	\$20,130	\$10,730	\$48,990
Curtains & Drapes	\$2,266,240	\$259,100	\$132,850	\$633,930
Slipcovers & Decorative Pillows	\$247,550	\$28,030	\$14,310	\$67,680
Sewing Materials	\$1,382,000	\$160,180	\$81,100	\$391,330
Window Coverings	\$640,590	\$63,110	\$34,960	\$154,940
Non-Permanent Floor Coverings	\$1,024,260	\$115,130	\$59,440	\$289,650

Analysis Geography: City Centroid  
Rockdale, TX

Date: 5/25/2006

Household Furnishings & Services	30 Miles	15 Min Drive Time	Rockdale	Milam
Other Household Decorative Items	\$2,352,360	\$272,550	\$143,750	\$664,500
<b>Bedroom Furniture</b>	<b>\$5,745,190</b>	<b>\$677,090</b>	<b>\$353,720</b>	<b>\$1,621,580</b>
Mattress Springs	\$2,766,340	\$331,480	\$173,280	\$795,900
Other Bedroom Furniture	\$2,978,850	\$345,610	\$180,440	\$825,680
<b>Living &amp; Dining Room Furniture</b>	<b>\$9,136,160</b>	<b>\$1,059,050</b>	<b>\$547,350</b>	<b>\$2,573,750</b>
Living Room Chairs	\$2,114,780	\$244,580	\$124,850	\$603,780
Living Room Tables	\$820,110	\$96,360	\$51,130	\$231,830
Sofas	\$4,041,690	\$474,330	\$244,860	\$1,133,160
Kitchen & Dining Room Furniture	\$2,159,580	\$243,780	\$126,510	\$604,980
<b>Other Furniture</b>	<b>\$6,033,290</b>	<b>\$704,090</b>	<b>\$364,200</b>	<b>\$1,700,210</b>
Infants Furniture	\$361,750	\$43,980	\$24,030	\$104,620
Patio, Porch, and Outdoor Furniture	\$898,690	\$100,150	\$49,170	\$249,960
Other Living & Family Room Furniture	\$2,748,870	\$320,200	\$165,540	\$773,830
Office Furniture & Equipment Home	\$717,140	\$83,480	\$42,130	\$198,570
Rental Office Furniture & Equipment Home	\$355,790	\$43,880	\$24,200	\$102,760
Infants Equipment	\$213,500	\$26,300	\$14,340	\$62,200
Lamps & Lighting Fixtures	\$528,400	\$61,380	\$31,960	\$149,340
Closet & Storage Items	\$209,150	\$24,720	\$12,830	\$58,930
<b>Major Household Appliances</b>	<b>\$9,574,380</b>	<b>\$1,133,900</b>	<b>\$578,970</b>	<b>\$2,742,730</b>
Purchase & Install Window AC	\$437,340	\$52,790	\$27,460	\$129,820
Purchase & Install Refrigerator Freezer	\$2,603,980	\$307,150	\$155,610	\$740,850
Purchase & Install Clothes Washer	\$1,197,600	\$142,020	\$72,510	\$343,620
Purchase & Install Clothes Dryer	\$799,340	\$94,840	\$48,340	\$227,460
Purchase & Install Stoves & Ovens	\$1,452,480	\$170,370	\$86,310	\$410,610
Purchase & Install Microwave Ovens	\$435,100	\$52,300	\$27,390	\$125,660
Purchase & Install Dishwashers	\$829,370	\$96,830	\$49,050	\$236,310
Repair of Household Appliances	\$1,082,110	\$128,730	\$66,160	\$316,670
Sewing Machines	\$182,850	\$22,220	\$11,330	\$52,780
Electric Floor Cleaning Equipment	\$554,210	\$66,650	\$34,810	\$158,950
<b>Small Appliances &amp; Housewares</b>	<b>\$15,585,850</b>	<b>\$1,849,660</b>	<b>\$948,900</b>	<b>\$4,424,170</b>
Small Electric Kitchen Appliances	\$966,710	\$117,500	\$60,690	\$282,230
Portable Heating & Cooling Equipment	\$340,720	\$41,320	\$21,790	\$99,140
Plastic Dinnerware	\$447,130	\$54,610	\$28,380	\$128,160
China & Other Dinnerware	\$2,187,870	\$260,950	\$134,390	\$621,970
Flatware	\$880,740	\$102,120	\$53,730	\$241,090
Glassware	\$1,218,910	\$145,250	\$75,590	\$343,700
Serving Pieces	\$480,460	\$56,300	\$29,820	\$134,940
Non-Electric Cookware	\$1,760,500	\$213,770	\$109,050	\$489,670
Clocks	\$128,040	\$14,490	\$7,940	\$34,660
Smoke Alarm	\$43,090	\$5,070	\$2,580	\$12,560
Miscellaneous Household Items	\$7,131,680	\$838,280	\$424,940	\$2,036,050
<b>Miscellaneous Household Equipment</b>	<b>\$16,289,640</b>	<b>\$1,928,200</b>	<b>\$990,870</b>	<b>\$4,649,140</b>
Power Tools	\$2,355,940	\$277,230	\$140,780	\$663,210
Non-Power Hand Tools	\$1,015,600	\$118,860	\$60,940	\$283,080
Fresh Flowers & Potted Plants	\$5,115,560	\$605,920	\$318,390	\$1,463,150

**Analysis Geography: City Centroid**  
 Rockdale, TX

Date: 5/25/2006

	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Household Furnishings &amp; Services</b>				
Outdoor Equipment	\$250,920	\$29,170	\$14,740	\$69,400
Lawn & Garden Supplies	\$5,141,510	\$613,980	\$315,080	\$1,484,580
Rental & Repair of Lawn Mowing Equipment	\$263,650	\$31,520	\$16,200	\$77,260
Yard Machinery Power & Non-Power	\$2,146,460	\$251,520	\$124,740	\$608,460
<b>Household Repairs</b>	<b>\$36,447,510</b>	<b>\$4,212,670</b>	<b>\$2,113,030</b>	<b>\$10,343,260</b>
Wall to Wall Carpet	\$4,310,530	\$499,950	\$252,020	\$1,211,600
Heat, AC, Electric Labor & Materials	\$4,683,800	\$549,990	\$275,450	\$1,383,750
Plumbing & Water Heater Labor & Materials	\$2,198,430	\$256,750	\$130,370	\$647,390
Electrical Supplies & Heating & Cooling Equipment	\$175,440	\$20,480	\$10,330	\$50,460
Construction Materials	\$670,880	\$78,120	\$38,580	\$187,920
Hard Surface Floor Labor & Materials	\$720,860	\$82,650	\$39,420	\$200,650
Floor Repair & Replacement Materials	\$199,350	\$22,550	\$10,780	\$55,100
Patio, Masonry, and etc. Materials	\$57,900	\$6,600	\$2,970	\$15,500
Landscaping Materials	\$126,610	\$14,670	\$7,650	\$35,200
Remodeling & Maintenance Repair Materials	\$436,580	\$53,890	\$25,710	\$124,910
Paint & Wallpaper Supplies & Equipment	\$1,111,270	\$129,060	\$67,890	\$320,740
Paneling, Roofing, and Siding Materials	\$1,364,460	\$169,110	\$84,460	\$397,050
Plumbing Supplies & Equipment	\$418,750	\$48,320	\$23,650	\$118,350
Security System Management Fees	\$602,660	\$71,380	\$36,630	\$180,730
Miscellaneous Household Repairs	\$37,960	\$4,580	\$2,430	\$11,170
Miscellaneous Equipment & Hardware	\$4,880	\$600	\$300	\$1,390
Capital Improvements Material	\$3,473,850	\$392,530	\$190,070	\$936,810
Capital Improvements Labor	\$10,368,760	\$1,174,420	\$595,100	\$2,870,010
Roofing & Gutters Labor & Materials	\$4,318,550	\$503,240	\$250,160	\$1,263,430
Painting & Papering Labor & Materials	\$1,165,990	\$133,780	\$69,060	\$331,100
<b>TV, Radio, and Sound Equipment</b>	<b>\$45,449,800</b>	<b>\$5,455,740</b>	<b>\$2,881,330</b>	<b>\$12,886,940</b>
Comm Antenna or Cable TV	\$13,464,200	\$1,646,070	\$888,140	\$3,961,440
Color TVs All	\$4,150,500	\$495,570	\$263,160	\$1,187,790
VCRs & Video Disc Players	\$769,160	\$93,050	\$47,540	\$217,850
Radios	\$756,430	\$91,520	\$47,840	\$216,040
Sound Components & Component System	\$4,355,440	\$516,730	\$270,360	\$1,217,460
Record, Tape, CD, or Video Mail Order	\$3,076,300	\$372,030	\$196,250	\$843,770
Purchased CD or Tape not Club	\$715,250	\$87,670	\$45,780	\$202,260
Video Cassettes, Tapes, Discs	\$1,034,810	\$126,710	\$65,980	\$295,610
Computer Software Accessories Home Use	\$1,083,130	\$129,300	\$65,460	\$292,800
Computer Hardware Home Use	\$10,988,380	\$1,305,660	\$681,440	\$3,057,770
Repair Computer System Home Use	\$161,460	\$19,460	\$10,180	\$47,040
Calculator or Other Office Machine Home Use	\$129,930	\$15,590	\$8,180	\$36,500
Rental Video Cassette Tapes	\$2,065,610	\$240,350	\$124,770	\$566,970
Telephone Answering Devices	\$67,560	\$8,110	\$4,210	\$18,890
Telephone Accessories	\$663,340	\$70,720	\$37,130	\$166,170
Video Games Hardware & Software	\$881,550	\$108,000	\$57,710	\$246,660
Repair of TV, Radio, or Sound Equipment	\$1,023,940	\$121,940	\$63,000	\$293,890
Rental of Home Electronic Equipment	\$62,810	\$7,260	\$4,200	\$18,030

**Analysis Geography:** City Centroid  
 Rockdale, TX

Date: 5/25/2006

	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Housing Expenses</b>				
<b>Fuels &amp; Utilities</b>	\$4,226,680	\$506,050	\$248,240	\$1,244,810
Fuel Oil	\$1,562,560	\$179,620	\$87,270	\$454,220
Gas Bottled or Tank	\$2,320,870	\$286,090	\$141,030	\$690,440
Other Home Heating Fuels	\$343,250	\$40,340	\$19,940	\$100,150
<b>Telephone Services</b>	\$34,085,130	\$4,101,380	\$2,168,950	\$9,868,350
Telephone Service Excluding Mobile Phone	\$15,872,480	\$1,895,480	\$991,950	\$4,564,580
Telephone Service For Mobile Phone	\$18,212,650	\$2,205,900	\$1,177,000	\$5,303,770
	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Apparel</b>				
<b>Women's Apparel</b>	\$30,836,420	\$3,644,720	\$1,852,910	\$8,618,800
Women's Coats & Jackets	\$4,330,980	\$511,270	\$261,380	\$1,221,470
Women's Dresses	\$1,239,550	\$145,820	\$74,520	\$347,490
Women's Sport Coats & Tailored Jackets	\$649,480	\$76,960	\$39,620	\$184,190
Women's Vests & Sweaters	\$1,920,030	\$226,770	\$115,790	\$539,750
Women's Shirts, Tops, and Blouses	\$4,898,540	\$577,470	\$288,920	\$1,346,210
Women's Skirts	\$1,308,880	\$156,510	\$79,720	\$368,720
Women's Pants	\$5,609,380	\$661,290	\$329,430	\$1,545,170
Women's Shorts & Shorts Sets	\$1,332,510	\$157,330	\$79,770	\$368,010
Women's Active Sportswear	\$783,750	\$92,810	\$47,620	\$219,490
Women's Sleepwear	\$785,610	\$93,450	\$48,220	\$224,320
Women's Undergarments	\$1,935,080	\$228,770	\$114,600	\$537,480
Women's Hosiery	\$1,070,040	\$128,150	\$66,000	\$305,120
Women's Suits	\$2,672,610	\$316,790	\$167,210	\$765,020
Women's Accessories	\$1,026,750	\$121,360	\$62,380	\$289,620
Women's Uniforms & Costumes	\$1,273,230	\$149,970	\$77,730	\$356,740
<b>Men's Apparel</b>	\$22,567,640	\$2,671,970	\$1,368,340	\$6,399,680
Men's Suits	\$2,712,160	\$319,380	\$167,900	\$765,570
Men's Sport Coats & Tailor Jackets	\$879,540	\$102,710	\$53,140	\$247,580
Men's Coats & Jackets	\$1,695,540	\$199,440	\$101,530	\$480,860
Men's Underwear	\$942,930	\$112,820	\$57,530	\$270,360
Men's Hosiery	\$590,660	\$70,330	\$35,730	\$168,310
Men's Nightwear & Loungewear	\$216,430	\$25,520	\$13,220	\$62,060
Men's Accessories	\$733,770	\$86,240	\$44,220	\$205,210
Men's Sweaters & Vests	\$698,400	\$81,300	\$40,580	\$194,790
Men's Active Sportswear	\$460,130	\$52,260	\$25,370	\$121,110
Men's Shirts	\$5,042,040	\$601,490	\$307,980	\$1,436,660
Men's Pants	\$6,256,820	\$745,080	\$380,200	\$1,785,960
Men's Shorts & Shorts Sets	\$1,411,400	\$167,180	\$85,280	\$399,650
Men's Uniforms & Costumes	\$927,820	\$108,220	\$55,660	\$261,560
<b>Girl's Apparel</b>	\$7,984,270	\$976,440	\$547,860	\$2,235,550
Girl's Coats & Jackets	\$400,350	\$49,000	\$27,300	\$113,190
Girl's Dresses & Suits	\$801,210	\$97,680	\$54,840	\$223,910
Girl's Shirts, Blouses, and Sweaters	\$1,790,340	\$218,570	\$122,310	\$500,360
Girl's Skirts & Pants	\$2,144,610	\$263,580	\$148,490	\$602,410

**Analysis Geography: City Centroid**  
 Rockdale, TX

Date: 5/25/2006

	30 Miles	15 Min Drive Time	Rockdale	Hilam
<b>Apparel</b>				
Girl's Shorts & Shorts Sets	\$877,350	\$107,490	\$60,540	\$245,780
Girl's Active Sportswear	\$264,930	\$32,000	\$17,760	\$73,330
Girl's Underwear & Sleepwear	\$600,010	\$73,500	\$41,190	\$168,380
Girl's Hosiery	\$220,100	\$27,110	\$15,240	\$61,980
Girl's Accessories	\$110,280	\$13,380	\$7,450	\$30,870
Girl's Uniforms & Costumes	\$775,090	\$94,130	\$52,740	\$215,340
<b>Boy's Apparel</b>	<b>\$8,020,390</b>	<b>\$1,001,950</b>	<b>\$556,510</b>	<b>\$2,305,890</b>
Boy's Coats & Jackets	\$397,780	\$49,390	\$27,470	\$113,080
Boy's Sweaters	\$198,190	\$24,500	\$13,550	\$56,040
Boy's Shirts	\$1,759,640	\$219,580	\$121,650	\$504,060
Boy's Underwear	\$416,910	\$52,470	\$29,450	\$120,070
Boy's Nightwear	\$123,230	\$15,080	\$8,340	\$34,960
Boy's Hosiery	\$264,150	\$33,220	\$18,670	\$76,210
Boy's Accessories	\$101,400	\$12,570	\$6,920	\$28,910
Boy's Suits, Sport Coats, and Vests	\$259,230	\$31,830	\$17,700	\$74,480
Boy's Pants	\$2,576,990	\$323,810	\$180,170	\$743,360
Boy's Shorts & Shorts Sets	\$1,289,540	\$161,130	\$89,080	\$374,250
Boy's Active Sportswear	\$292,530	\$36,240	\$20,210	\$83,320
Boy's Uniforms & Costumes	\$340,800	\$42,130	\$23,300	\$97,150
<b>Infants' Apparel</b>	<b>\$3,185,280</b>	<b>\$403,620</b>	<b>\$234,210</b>	<b>\$936,960</b>
Infants' Coats, Jackets, and Snowsuit	\$65,520	\$8,400	\$4,820	\$18,980
Infants' Rompers, Dresses, and Outerwear	\$1,047,780	\$130,720	\$72,980	\$304,940
Infants' Undergarments	\$1,648,410	\$211,580	\$126,440	\$490,200
Infants' Sleeping Garments	\$143,220	\$17,930	\$10,040	\$41,370
Infants' Accessories	\$280,350	\$34,990	\$19,930	\$81,470
<b>Footwear (Excl Infants')</b>	<b>\$13,953,650</b>	<b>\$1,678,320</b>	<b>\$874,580</b>	<b>\$3,934,340</b>
Men's Footwear	\$4,227,780	\$503,070	\$251,500	\$1,184,220
Boy's Footwear	\$2,026,310	\$254,430	\$141,970	\$585,290
Girl's Footwear	\$1,674,170	\$205,750	\$117,040	\$462,740
Women's Footwear	\$6,025,390	\$715,070	\$364,070	\$1,702,090
<b>Other Apparel Products &amp; Services</b>	<b>\$22,473,470</b>	<b>\$2,557,420</b>	<b>\$1,393,440</b>	<b>\$6,022,840</b>
Clothing Material & Pattern	\$769,550	\$107,770	\$55,490	\$257,320
Clothing Rental & Storage	\$2,766,130	\$326,260	\$169,730	\$772,760
Clothing Repair & Alteration	\$4,119,010	\$410,700	\$218,000	\$979,580
Shoe Repair & Other Shoe Service	\$95,960	\$9,370	\$4,940	\$22,500
Coin Operated Laundry Service	\$814,610	\$96,400	\$67,900	\$215,790
Laundry & Dry Cleaning not Coin Operated	\$1,449,050	\$157,820	\$98,360	\$357,220
Watches	\$1,797,750	\$212,110	\$109,200	\$496,700
Jewelry	\$10,175,290	\$1,181,900	\$641,940	\$2,781,980
Watch & Jewelry Repair	\$486,120	\$55,090	\$27,880	\$138,990
<b>Sports &amp; Recreation</b>				
<b>Recreation</b>	<b>\$13,678,970</b>	<b>\$1,435,910</b>	<b>\$763,640</b>	<b>\$3,388,210</b>
Social or Recreational Civic Club Membership	\$2,858,760	\$312,880	\$166,150	\$758,740

**Analysis Geography: City Centroid**  
 Rockdale, TX

**Date: 5/25/2006**

	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Sports &amp; Recreation</b>				
Fees for Participant Sports	\$2,624,820	\$276,040	\$145,040	\$657,270
Admission to Sporting Events	\$3,091,270	\$284,290	\$148,470	\$664,780
Fees for Recreational Lessons	\$2,541,540	\$287,520	\$157,810	\$653,440
Music Instruments & Accessories	\$1,031,730	\$118,650	\$63,910	\$287,620
Rental & Repair Musical Instruments	\$68,670	\$7,000	\$3,950	\$16,610
Admission Fees for Entertainment	\$1,462,180	\$149,530	\$78,310	\$349,750
<b>Sports Equipment</b>	<b>\$21,512,810</b>	<b>\$2,668,590</b>	<b>\$1,412,720</b>	<b>\$6,256,230</b>
General Sports & Exercise Equipment	\$4,124,970	\$487,510	\$256,320	\$1,151,470
Bicycles	\$1,189,230	\$143,720	\$76,910	\$332,580
Camping Equipment	\$509,690	\$61,330	\$32,430	\$145,330
Hunting Fishing Equipment	\$770,200	\$107,120	\$56,700	\$254,650
Winter Sport Equipment	\$285,360	\$32,060	\$16,420	\$74,820
Water Sport Equipment	\$585,610	\$66,900	\$35,550	\$158,820
Playground Equipment	\$721,030	\$75,140	\$40,560	\$178,750
Other Sports Equipment	\$1,078,490	\$140,160	\$74,890	\$330,550
Toys, Games, Hobbies, and Tricycles	\$12,248,230	\$1,554,650	\$822,940	\$3,629,260
<b>Miscellaneous</b>				
	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Photographic Equipment &amp; Supplies</b>	<b>\$3,146,910</b>	<b>\$375,300</b>	<b>\$192,540</b>	<b>\$876,130</b>
Film	\$780,350	\$93,610	\$47,960	\$218,870
Film Processing	\$1,016,490	\$120,700	\$62,880	\$281,050
Photographic Equipment	\$1,350,070	\$160,990	\$81,700	\$376,210
<b>Pet Expenses</b>	<b>\$15,396,660</b>	<b>\$1,754,960</b>	<b>\$806,150</b>	<b>\$4,323,970</b>
Pet Food	\$9,793,050	\$1,090,730	\$472,190	\$2,738,660
Pet Supplies & Medicine	\$1,069,300	\$121,300	\$52,600	\$301,000
Pet Services	\$216,740	\$25,300	\$12,990	\$61,890
Veterinarian Services	\$4,317,570	\$517,630	\$268,370	\$1,222,420
<b>Reading Materials</b>	<b>\$11,223,670</b>	<b>\$1,335,320</b>	<b>\$702,910</b>	<b>\$3,271,720</b>
Books not Through Book Club	\$4,405,340	\$541,850	\$301,400	\$1,324,920
Books Through Book Club	\$4,253,450	\$504,980	\$258,830	\$1,238,240
Newspapers Single Copy & Subscriptions	\$2,165,850	\$240,610	\$118,850	\$593,340
Magazines Single Copy & Subscriptions	\$399,030	\$47,880	\$23,830	\$115,220
<b>Travel</b>	<b>\$29,161,190</b>	<b>\$3,360,800</b>	<b>\$1,760,960</b>	<b>\$7,975,790</b>
Airline Fares on Trips	\$6,888,100	\$746,450	\$378,050	\$1,761,460
Intercity Bus Fares on Trips	\$469,410	\$56,460	\$29,490	\$136,330
Local Transportation on Trips	\$2,460,170	\$293,220	\$154,860	\$714,340
Intercity Train Fares on Trips	\$192,750	\$24,420	\$15,210	\$55,960
Ship Fares on Trips	\$865,310	\$91,340	\$46,880	\$220,850
Travel Items & Luggage	\$1,100,670	\$130,450	\$65,610	\$302,970
Entertainment Expense on Trips	\$9,068,730	\$1,090,220	\$590,700	\$2,556,720
Lodging While on Trips	\$8,116,050	\$928,240	\$480,160	\$2,227,160

**Analysis Geography:** City Centroid  
 Rockdale, TX

Date: 5/25/2006

	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Education</b>				
<b>Room &amp; Board</b>	\$1,642,990	\$172,550	\$82,850	\$420,270
Board	\$1,527,850	\$160,190	\$76,880	\$389,650
Housing While Attending School	\$115,140	\$12,360	\$5,970	\$30,620
<b>Tuition &amp; School Supplies</b>	\$21,809,550	\$2,585,790	\$1,370,250	\$6,174,630
College Tuition	\$12,801,660	\$1,468,410	\$767,820	\$3,550,190
Elementary & High School Tuition	\$2,979,000	\$332,050	\$179,630	\$775,350
Other School Tuition	\$844,130	\$108,720	\$59,960	\$259,900
School Books, Supplies, and Equipment for College	\$3,512,380	\$474,680	\$255,140	\$1,117,660
School Books, Supplies, and Equipment non College	\$1,672,380	\$201,930	\$107,700	\$471,530
	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Automotive</b>				
<b>Transportation</b>	\$45,238,920	\$5,451,910	\$2,692,460	\$13,242,680
Towing Charges	\$162,380	\$20,330	\$11,570	\$47,980
Gasoline	\$44,693,390	\$5,384,270	\$2,657,300	\$13,085,310
Diesel Fuel	\$383,150	\$47,310	\$23,590	\$109,390
<b>New Automobiles, Trucks, and Vans</b>	\$78,186,630	\$8,971,840	\$4,495,310	\$21,548,370
New Cars	\$22,934,980	\$2,742,310	\$1,404,710	\$6,521,910
New Car Lease	\$11,691,360	\$1,160,690	\$672,240	\$2,731,780
New Trucks & Vans	\$41,948,780	\$4,851,260	\$2,282,750	\$11,801,300
New Motorcycles	\$1,611,510	\$217,580	\$135,610	\$493,380
<b>Used Vehicles</b>	\$85,199,520	\$10,235,680	\$4,706,350	\$24,985,860
Used Cars	\$32,338,170	\$3,831,460	\$1,855,750	\$9,246,630
Used Trucks & Vans	\$50,319,410	\$6,108,100	\$2,706,970	\$15,034,150
Used Motorcycles	\$2,541,940	\$296,120	\$143,630	\$705,080
<b>Boats</b>	\$8,959,720	\$1,193,410	\$538,710	\$2,969,360
<b>Rented Vehicles</b>	\$3,861,120	\$464,560	\$277,620	\$1,080,980
Auto Rental	\$3,074,340	\$374,280	\$230,420	\$870,080
Vehicle Rentals non Auto	\$786,780	\$90,280	\$47,200	\$210,900
<b>Automotive Maintenance, Repair and Other</b>	\$48,680,950	\$5,726,250	\$2,890,410	\$13,798,560
Motor Oil	\$1,028,730	\$125,790	\$62,020	\$305,660
Vehicle Audio Equipment	\$527,520	\$54,520	\$24,450	\$131,070
Miscellaneous Auto Repair Svcs	\$2,584,150	\$310,730	\$156,680	\$754,470
Tire Repair & Other Repair Work	\$2,655,230	\$293,360	\$148,720	\$705,450
Minor Automobile Parts & Accessories	\$5,053,130	\$615,390	\$296,240	\$1,487,060
Automobile Service Clubs	\$471,190	\$48,640	\$25,390	\$119,530
Add Coolant, Brake, and Transmission Fluid	\$302,930	\$39,400	\$18,950	\$95,010
Tires Purchased, Replaced, and Installed	\$6,519,130	\$795,260	\$405,080	\$1,906,740
Body Work, Painting, and Upholstry	\$2,150,280	\$232,690	\$119,700	\$562,410
Repair to Steering or Front End	\$1,247,640	\$144,620	\$73,760	\$346,890
Front End Alignment, Wheel Balance, Rotate	\$865,970	\$103,630	\$53,180	\$251,120
Repair to Engine Cooling System	\$1,329,000	\$146,550	\$74,190	\$355,550
Motor Tune Up	\$2,852,370	\$312,370	\$157,810	\$748,390
Lube, Oil & Filter Change	\$4,934,080	\$600,540	\$310,950	\$1,436,940
Shock Absorber Replacement	\$318,390	\$40,220	\$20,820	\$96,880

**Analysis Geography: City Centroid**  
 Rockdale, TX

Date: 5/25/2006

	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Automotive</b>				
Exhaust System Repair	\$910,440	\$110,070	\$54,940	\$264,590
Electrical System Repair	\$2,282,300	\$261,470	\$132,200	\$630,900
Motor Repair & Replacement	\$5,537,530	\$667,690	\$337,670	\$1,621,500
Brake Work	\$3,086,660	\$371,750	\$190,180	\$891,670
Clutch & Transmission Repair	\$3,640,480	\$410,240	\$206,600	\$986,230
Drive Shaft & Rear End Repair	\$383,800	\$41,320	\$20,880	\$100,500
<b>Health Care</b>				
	30 Miles	15 Min Drive Time	Rockdale	Milam
<b>Medical Services</b>	<b>\$43,698,080</b>	<b>\$5,237,870</b>	<b>\$2,754,540</b>	<b>\$12,773,490</b>
Eye Care Services	\$3,219,720	\$383,130	\$202,280	\$939,150
Dental Services	\$15,270,410	\$1,829,130	\$960,220	\$4,442,490
Specialists Services	\$3,757,640	\$443,490	\$232,590	\$1,073,790
Physicians Services	\$11,522,510	\$1,384,550	\$729,790	\$3,348,900
Lab Tests & X Rays	\$2,596,010	\$311,740	\$163,100	\$764,130
Hospital Room	\$1,408,680	\$165,460	\$86,150	\$412,820
Hospital Service Other than Room	\$4,303,090	\$525,980	\$271,980	\$1,291,870
Care in Nursing Home	\$1,116,220	\$135,350	\$79,610	\$359,790
Other Medical Care Services	\$503,800	\$59,040	\$28,820	\$140,550
<b>Drugs</b>	<b>\$79,368,780</b>	<b>\$9,622,960</b>	<b>\$5,184,330</b>	<b>\$24,001,100</b>
Non-Prescription Drugs	\$4,570,360	\$556,210	\$293,120	\$1,360,680
Vitamins & Vitamin Supplements	\$2,592,470	\$314,920	\$167,350	\$767,620
Prescription Drugs	\$72,205,950	\$8,751,830	\$4,723,860	\$21,872,800
<b>Medical Supplies</b>	<b>\$3,703,230</b>	<b>\$448,270</b>	<b>\$237,060</b>	<b>\$1,076,630</b>
Eyeglasses & Contact Lenses	\$2,303,860	\$274,520	\$139,580	\$652,820
Hearing Aids	\$485,570	\$60,350	\$33,320	\$150,700
Topicals & Dressings	\$666,800	\$83,570	\$47,770	\$198,370
Purchase or Rent Medical & Surgical Equip.	\$247,000	\$29,830	\$16,390	\$74,740