

POPULATION

2011 (Estimate) - PRIMARY TRADE	49,795
2011 (Estimate) - CITY LIMITS	26,441
Growth 2000-11 - PRIMARY TRADE	2.67%
Growth 2000-11 - CITY LIMITS	2.10%
Growth 2011-16 (Estimate) - PRIMARY TRADE	0.92%
Growth 2011-16 (Estimate) - CITY LIMITS	0.83%

EDUCATIONAL ATTAINMENT

Earned a College Degree	25.93%
Some Post-Secondary Education	47.31%

COMPOSITION

Family Households	70.50%
-------------------	--------

AVERAGE INCOME (2011 Estimate)

Household Income	\$47,685
------------------	----------

OCCUPATION

White Collar Workers	52.27%
Blue Collar Workers	28.78%
Service/Farm Workers	18.95%

HOUSING

Owner Occupied Housing	68.00%
Median Housing Value	\$78,915
Houses less than 10 years old	11.96%

OPPORTUNITY GAP HIGHLIGHTS

TOTAL RETAIL LEAKAGE **\$113,660,631**

Electronics and Appliances	\$10,367,495
Grocery Stores	\$22,067,578
Specialty Food Stores	\$2,356,783
Health and Personal Care	\$19,440,387
Hardware	\$2,022,579
Other Build Materials	\$3,826,025
Furniture and Home Furnishings	\$5,405,158
Women's Clothing	\$2,142,231
Children's Clothing	\$1,006,791
Office Supplies, Stationery, Gift	\$1,042,002
Full Service Restaurants	\$4,605,563
Special Food	\$5,934,013

The Opportunity Gap represents the difference between retail sales in specific categories of goods and services where reported demand (purchases by consumers living in an area) exceeds reported sales by merchants (supply) within the same defined trade area. Data is derived from the Consumer Expenditure Survey as administered by the U.S. Bureau of Labor Statistics and from the Census of Retail Trade, made available through the U.S. Census.

About the City of Paris

Located in the Heart of Red River Valley, Paris, Texas was founded in 1839 and became the Lamar County seat in 1844. Paris became incorporated in 1845 and has grown to play a major role in a large regional economy. Paris is the core city of an 11-county area of Northeast Texas and Southeast Oklahoma as the hub of retail trade, manufacturing, farming, medical care, banking and finance and other economic segments in the region. Paris is dissected by US 271 and US 82, State Highways 19 and 24, and is just north of Interstate 30 making it conveniently accessible to all parts of the state and to consumers in the region. Paris is a regional retail hub for 20+ small NE Texas and SE Oklahoma communities.

Paris has created an environment to encourage growth in their residential, industrial and retail sectors. The City of Paris has partnered with the Paris Economic Development Corporation to represent a proactive community that understands the necessity of public/private partnerships and strategic incentives in today's economic climate.

For more information about the City of Paris contact Retail Attractions at (918) 376-6707 or info@retailattractions.com
Visit www.retailattractions.com to download this and other information about the City of Paris and other client cities

City of Paris

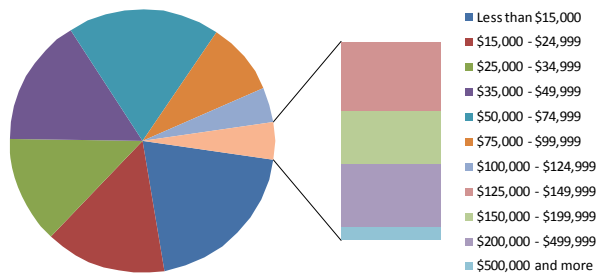
Texas



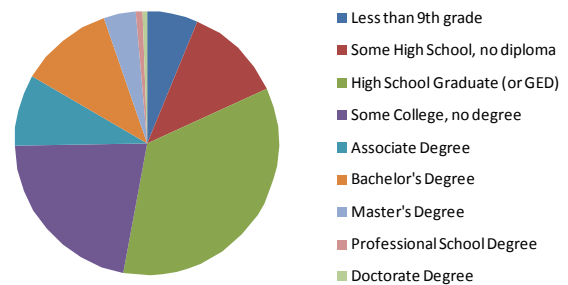
This area is limited to Lamar County and should be used for most retailers including shopping and dining establishments.

Paris is home to numerous beautiful parks to include Bywaters Park, Wade Park, Record Park and Lake Gibbons. Rich in culture and recreation, Paris is also home to Lake Crook and Sam Bell Maxey State Historic Structure and the renowned 'Tour de Paris' bike race held every summer. The Paris Municipal Band, formed in 1923, is the oldest municipal band in Texas. Summer concerts are located in the historic district at Bywaters Park, across from the Paris Public Library.

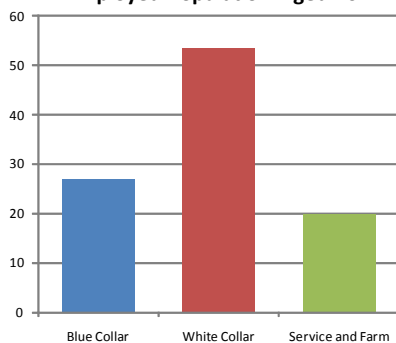
Household Income 2010



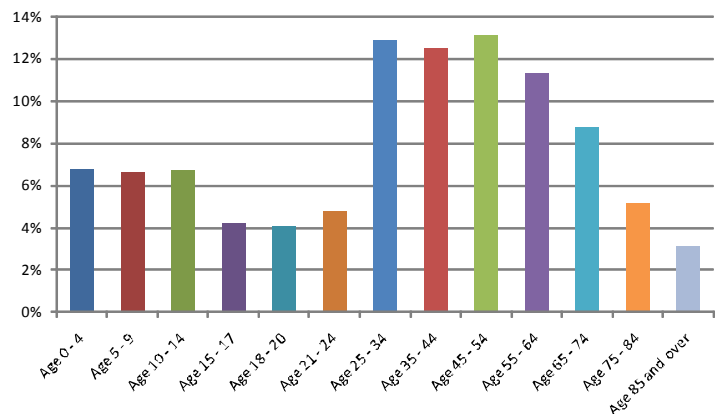
Educational Attainment



Occupational Classification, Employed Population Aged 16+



Age Classification



For more information about the City of Paris contact Retail Attractions at (918) 376-6707 or info@retailattractions.com
Visit www.retailattractions.com to download this and other information about the City of Paris and other client cities