

POPULATION

| | |
|---|---------|
| 2011 (Estimate) - SECONDARY TRADE | 196,829 |
| 2011 (Estimate) - CITY LIMITS | 26,441 |
| Growth 2000-11 - SECONDARY TRADE | 3.63% |
| Growth 2000-11 - CITY LIMITS | 2.10% |
| Growth 2011-16 (Estimate) - SECONDARY TRADE | 1.16% |
| Growth 2011-16 (Estimate) - CITY LIMITS | 0.83% |

EDUCATIONAL ATTAINMENT

| | |
|-------------------------------|--------|
| Earned a College Degree | 21.05% |
| Some Post-Secondary Education | 43.03% |

COMPOSITION

| | |
|-------------------|--------|
| Family Households | 70.32% |
|-------------------|--------|

AVERAGE INCOME (2011 Estimate)

| | |
|------------------|----------|
| Household Income | \$46,181 |
|------------------|----------|

OCCUPATION

| | |
|----------------------|--------|
| White Collar Workers | 47.72% |
| Blue Collar Workers | 32.21% |
| Service/Farm Workers | 20.07% |

HOUSING

| | |
|-------------------------------|----------|
| Owner Occupied Housing | 67.44% |
| Median Housing Value | \$75,726 |
| Houses less than 10 years old | 10.98% |

OPPORTUNITY GAP HIGHLIGHTS

TOTAL RETAIL LEAKAGE **\$461,690,278**

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|--|--------------|
| Furniture and Home Furnishings | \$14,224,639 |
| Electronics and Appliances | \$27,944,716 |
| Home Centers | \$25,223,384 |
| Grocery Stores | \$79,488,746 |
| Specialty Food Stores | \$9,060,582 |
| Health and Personal Care | \$18,851,901 |
| Clothing | \$27,126,497 |
| Jewelry | \$4,685,041 |
| Sporting Goods, Hobby, Books and Music | \$10,648,724 |
| Office Supplies, Stationery, Gift | \$11,102,699 |
| Full Service Restaurants | \$56,106,577 |
| Special Food | \$18,216,175 |

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.

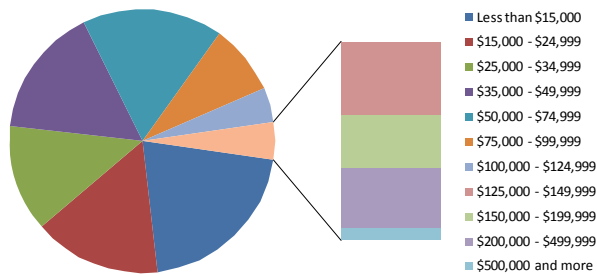
For more information about the City of Paris contact Retail Attractions at (918) 376-6707 or info@retailattractions.com
Visit www.retailattractions.com to download this and other information about the City of Paris and other client cities

City of Paris Texas

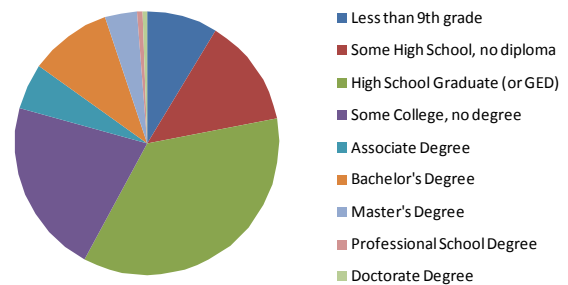


This trade area should be used for niche and destination retailers and other shopping and dining establishments that are not readily available in the surrounding areas. This trade area is indicative of the strength of the Paris regional trade pull.

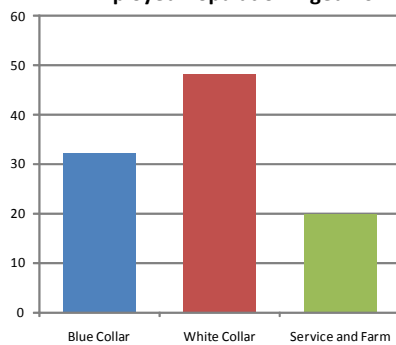
Household Income 2010



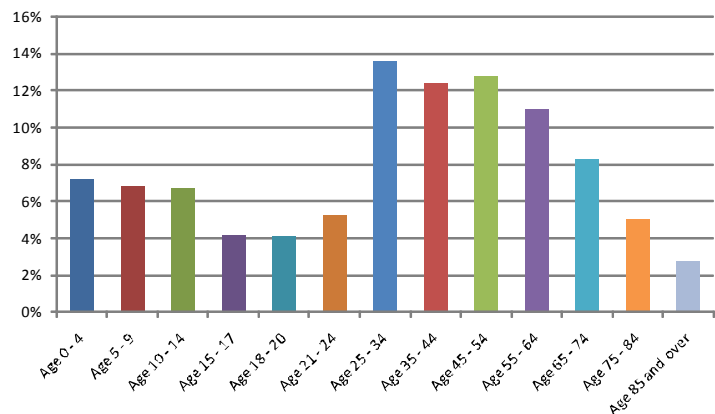
Educational Attainment



**Occupational Classification,
Employed Population Aged 16+**



Age Classification



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