## Category Potential

The following table outlines the estimated annual dollar demand for retail goods and services within the trade area.

<table>
<thead>
<tr>
<th>Consumer Variable - Major Categories</th>
<th>Total Estimated Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food at Home</td>
<td>$89,336,770</td>
</tr>
<tr>
<td>Food Away from Home</td>
<td>$57,052,950</td>
</tr>
<tr>
<td>Alcoholic Beverages</td>
<td>$13,425,130</td>
</tr>
<tr>
<td>Smoking Products &amp; Supplies</td>
<td>$10,044,780</td>
</tr>
<tr>
<td>Personal Care Products &amp; Services</td>
<td>$13,583,910</td>
</tr>
<tr>
<td>Day Care</td>
<td>$4,736,520</td>
</tr>
<tr>
<td>Household Furnishings &amp; Services</td>
<td>$66,806,920</td>
</tr>
<tr>
<td>Housing Expenses</td>
<td>$17,789,350</td>
</tr>
<tr>
<td>Apparel</td>
<td>$55,998,390</td>
</tr>
<tr>
<td>Sports &amp; Recreation</td>
<td>$12,744,290</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$24,318,300</td>
</tr>
<tr>
<td>Education</td>
<td>$12,086,650</td>
</tr>
<tr>
<td>Automotive</td>
<td>$103,573,960</td>
</tr>
<tr>
<td>Health Care</td>
<td>$55,322,830</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$536,780,950</strong></td>
</tr>
</tbody>
</table>

### Good Retailer Matches

- Ace Hardware
- Advance Auto Parts
- Blimpie Subs
- Brookshire’s Food Stores
- Burger King
- Captain D’s Seafood
- Carl’s JR Restaurant
- Casa Ole
- Checker Auto Parts
- Checkers Drive In Restaurant
- Chick-Fil-A
- Cinemark Theaters
- Country Kitchen Restaurant
- Dairy Queen
- Daylight Donuts
- Deb Shop
- Dollar Discount
- El Chico Mexican Restaurant
- Eye Care Centers of America
- Eye Masters
- Eyemart Express
- Fallas Paredes
- Family Video
- Famsa
- Fashion Bug
- Famsa
- Famosa
- Family Video
- Godfather’s Pizza
- Golden Corral
- Golden Fried Chicken
- Goody’s Family Clothing
- Hungry Howie’s Pizza
- I Heart Pizza
- Jimmy John’s
- Kragen Auto Supply
- Mastercuts
- Mazzio’s Pizza
- Medicine Shoppe
- Memory Express
- Mr. Gatti’s Pizza
- Papa John’s Pizza
- Piccadilly Cafe
- Rally’s Hamburgers
- Shoe Department
- Shoney’s Restaurant
- Sirloin Stockade
- Taco John’s
- Tacobell
- True Value Hardware
- Westfry Snack Shack
- Western Sizzlin Steakhouse
- Wienschnitzel
- Wing Zone