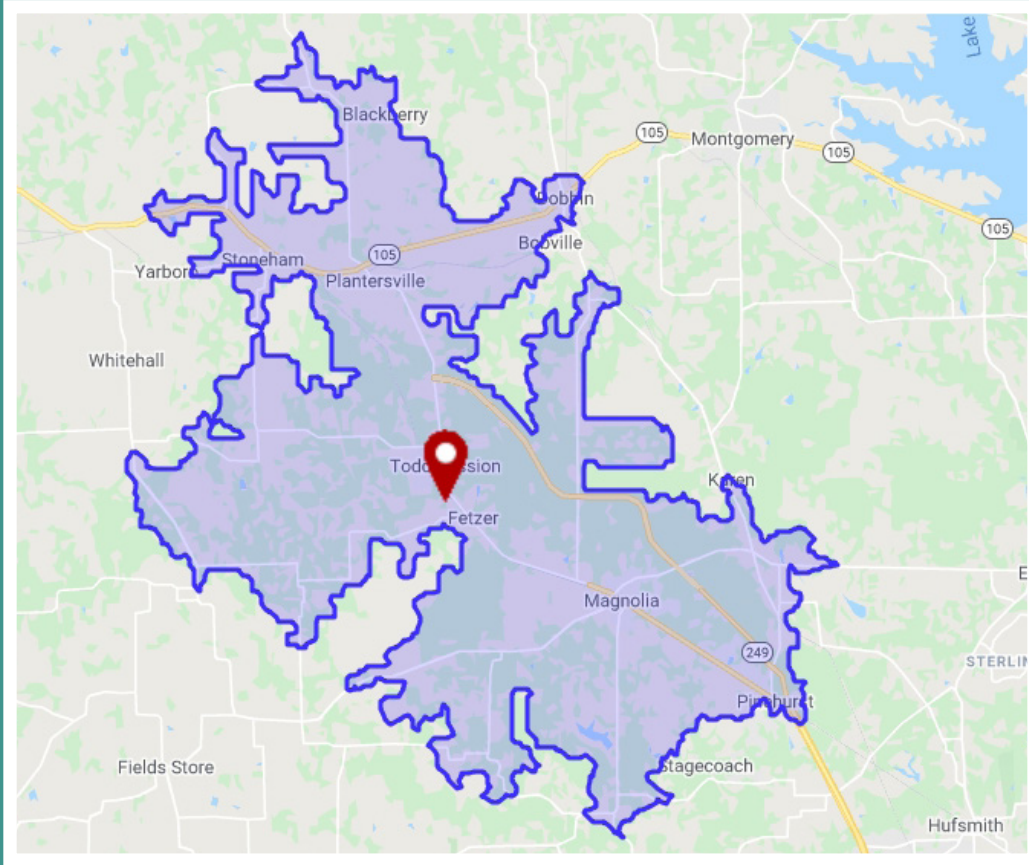


TODD MISSION

COMMUNITY PROFILE



POPULATION
35,822

5 YEAR
PROJECTED
POPULATION
38,066

POPULATION
GROWTH
6.3%

TOTAL HOUSEHOLDS 12,420



\$79,232

Median HH
Income



\$27M

Taxable
Sales



28%

College
Degree



40.3

Median
Age

TODD MISSION BY THE NUMBERS



91.2% Employed
Unemployed 8.8%

OPPORTUNITY

By Establishments	Market Supply	Consumer Demand	Surplus/ Gap	Gap Chart
Automotive Dealers	\$115,826,025	\$22,811,559	(\$93,014,467)	-80%
Furniture Stores	\$5,957,339	\$189,683	(\$5,767,656)	-97%
Electronics/Appliance	\$7,529,456	\$2,835,391	(\$4,694,064)	-62%
Specialty Food Stores	\$2,067,448	\$772,189	(\$1,295,259)	-63%
Beer/Wine/Liquor Stores	\$5,995,525	\$1,958,149	(\$4,037,375)	-67%
Shoe Stores	\$3,891,471	\$0	(\$3,891,471)	-100%
Jewelry/Luggage/Leather Goods	\$3,520,213	\$560,936	(\$2,959,277)	-84%
Sporting Goods/Hobby/Musical Instrument	\$6,589,720	\$4,539,164	(\$2,050,556)	-31%
Book/Periodical/Music Stores	\$2,004,476	\$44,947	(\$1,959,529)	-98%
Electronic Shopping/Mail Order Houses	\$68,942,036	\$0	(\$68,942,036)	-100%
Vending Machine Operators (Non-Store)	\$5,565,683	\$0	(\$5,565,683)	-100%
Bar/Drinking Places (Alcoholic Beverages)	\$2,185,362	\$368,076	(\$1,817,287)	-83%
Automotive Parts/Accessories/Tire	\$9,892,201	\$2,463,385	(\$7,428,816)	-75%
Other General Merchandise Stores	\$58,973,164	\$21,562,156	(\$37,411,008)	-63%
Used Merchandise Stores	\$1,812,972	\$598,913	(\$1,214,059)	-67%
Special Food Services	\$7,291,503	\$2,533,308	(\$4,758,196)	-65%
Other Misc. Store Retailers	\$6,940,048	\$1,237,718	(\$5,702,330)	-82%
Direct Selling Establishments	\$2,641,034	\$1,120,649	(\$1,520,384)	-58%
Clothing Stores	\$19,212,517	\$2,987,690	(\$16,224,826)	-84%
Building Material/Supplies Dealers	\$34,468,896	\$17,751,135	(\$16,717,761)	-49%
Full-Service Restaurants	\$18,622,729	\$6,293,670	(\$12,329,059)	-66%
Home Furnishing Stores	\$5,760,064	\$951,189	(\$4,808,875)	-83%
Office Supplies/Stationary/Gift	\$2,677,879	\$243,754	(\$2,434,126)	-91%
Limited-Service Eating Places	\$25,721,538	\$12,612,568	(\$13,108,969)	-51%
Gasoline Stations	\$54,710,077	\$41,071,363	(\$13,638,714)	-25%
Health/Personal Care Stores	\$33,780,224	\$17,142,172	(\$16,638,052)	-49%
Other Motor Vehicle Dealers	\$7,515,297	\$4,482,801	(\$3,032,496)	-40%
Florists/Misc. Store Retailers	\$801,755	\$228,771	(\$572,984)	-71%
Grocery Stores	\$67,731,774	\$73,690,841	\$5,959,067	9%
Department Stores	\$13,817,008	\$5,630,776	(\$8,186,232)	-59%
Lawn/Garden Equipment/Supplies Stores	\$4,721,201	\$11,469,183	\$6,747,983	143%
Consumer Demand/Market Supply Index	\$607,166,634	\$258,152,136	235	

DEMOGRAPHICS

Population by Age	#	%
19 yrs & under	8,075	22.5%
20 to 24 yrs	3,761	10.5%
25 to 34 yrs	4,491	12.5%
35 to 44 yrs	3,441	9.6%
45 to 54 yrs	4,468	12.5%
55 to 64 yrs	5,265	14.7%
65 to 74 yrs	4,060	11.3%
75 to 84 yrs	1,897	5.3%
85+ yrs	363	1.0%

Population by Race	#	%
White	26,950	75.2%
Hispanic	6,886	19.2%
Black	957	2.7%
Asian	153	0.4%
American Indian	256	0.7%
Hawaiin	10	0.0%

Population by Education	#	%
Less than 9th Grade	1,568	6.5%
Some HS, No Diploma	2,050	8.5%
HS Grad (or Equivalent)	7,767	32.4%
Some College, No Degree	5,483	22.9%
Associate Degree	1,531	6.4%
Bachelor Degree	4,152	17.3%
Graduates Degree	1,024	4.3%

City of Todd Mission Contact Information

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Prepared by HdL Companies. All data represents a Retail Trade Area with a twenty minute drive time. Taxable sales is calculated as total collections divided by regional tax rate. HdL provides relevant information and analyses on the economic forces to over 500 cities, counties and special districts across the nation. In addition, HdL's Revenue Enhancement and Economic Development Services help clients to maximize revenues. Visit hdlcompanies.com for more information.