

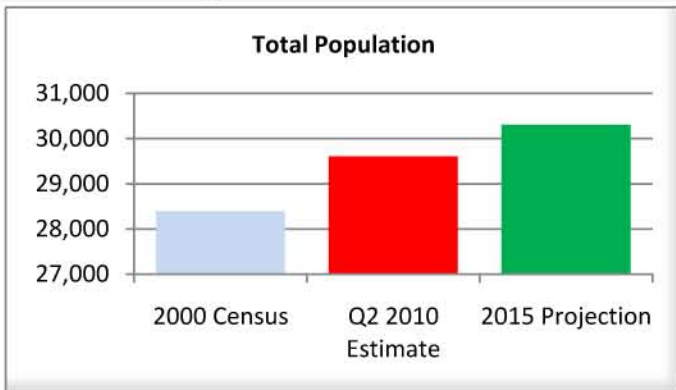
Pauls Valley - Primary Market Area



PAULS VALLEY

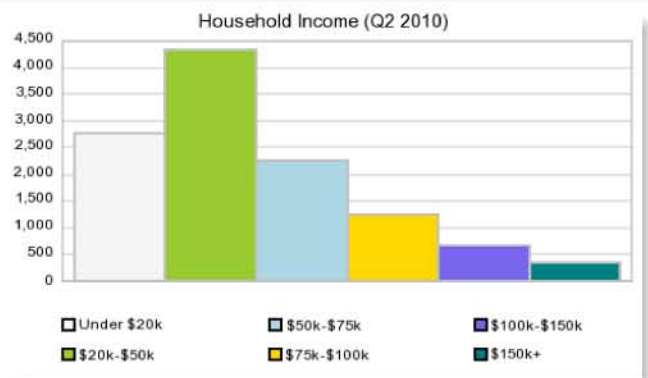
CHAMBER OF COMMERCE

SNAP - Population



	2000 Census	Q2 2010 Estimate	2015 Projection
Total Population	28,397	29,605	30,306
Total Households	11,186	11,640	11,921

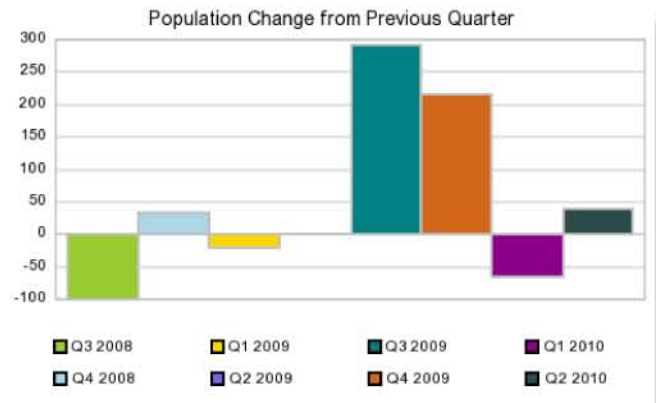
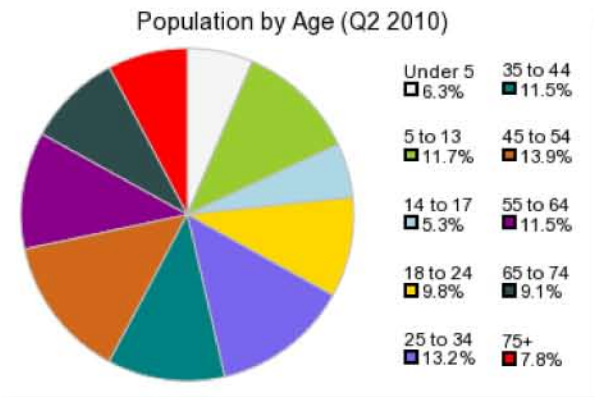
Household Income Charts



Average Hhld Income	\$51,418
Median Hhld Income	\$39,771
Per Capita Income	\$20,217

SNAP - Population by Age

Population Change Chart



For more information email Ray Murphy: rayfmur@truvuellc.com

Pauls Valley Market Outlook

Market Outlook 2009 By Establishment Type

	Demand	Supply	GAP
Automobile dealers	\$57,490,435	\$54,134,866	3,355,569
Automotive parts, accessories & tire stores	\$6,782,245	\$4,524,424	2,257,821
Bars/Drinking places (alcoholic beverages)	\$1,843,855	\$672,338	1,171,517
Beer, wine & liquor stores	\$3,731,660	\$3,396,415	335,245
Book, periodical & music stores	\$3,002,944	\$1,537,343	1,465,601
Building material & supplies dealers	\$24,047,086	\$16,852,241	7,194,845
Clothing stores	\$9,545,416	\$3,974,370	5,571,046
Direct selling establishments	\$4,203,513	\$2,508,833	1,694,680
Electronics & appliance stores	\$5,554,113	\$3,400,196	2,153,917
Furniture stores	\$3,980,544	\$3,421,907	558,637
Lawn & garden equipment & supplies stores	\$5,326,238	\$4,520,199	806,039
Office supplies, stationery & gift stores	\$3,758,754	\$2,124,746	1,634,008
Other general merchandise stores	\$32,330,992	\$13,781,401	18,549,591
Other miscellaneous store retailers	\$7,014,997	\$4,010,993	3,004,004
Other motor vehicle dealers	\$5,422,301	\$2,325,950	3,096,351
Shoe stores	\$1,677,564	\$37,316	1,640,248
Specialty food stores	\$808,578	\$288,167	520,411

For additional information contact:

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PAULS VALLEY
 CHAMBER OF COMMERCE

