



# Retail MarketPlace Profile

100-180 N Crowley Rd, Crowley, Texas, 76036  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 32.57840  
 Longitude: -97.35323

## Summary Demographics

2018 Population	8,703
2018 Households	3,010
2018 Median Disposable Income	\$52,863
2018 Per Capita Income	\$25,397

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$103,625,278	\$156,752,809	-\$53,127,531	-20.4	52
Total Retail Trade	44-45	\$93,214,317	\$140,535,309	-\$47,320,992	-20.2	31
Total Food & Drink	722	\$10,410,961	\$16,217,500	-\$5,806,539	-21.8	21

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,196,510	\$3,433,377	\$16,763,133	70.9	3
Automobile Dealers	4411	\$16,243,654	\$0	\$16,243,654	100.0	0
Other Motor Vehicle Dealers	4412	\$2,181,437	\$0	\$2,181,437	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,771,419	\$2,956,100	-\$1,184,681	-25.1	3
Furniture & Home Furnishings Stores	442	\$3,303,001	\$360,041	\$2,942,960	80.3	1
Furniture Stores	4421	\$1,921,483	\$0	\$1,921,483	100.0	0
Home Furnishings Stores	4422	\$1,381,517	\$0	\$1,381,517	100.0	0
Electronics & Appliance Stores	443	\$3,416,256	\$2,825,645	\$590,611	9.5	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,154,915	\$685,150	\$5,469,765	80.0	1
Bldg Material & Supplies Dealers	4441	\$5,816,232	\$685,150	\$5,131,082	78.9	1
Lawn & Garden Equip & Supply Stores	4442	\$338,683	\$0	\$338,683	100.0	0
Food & Beverage Stores	445	\$16,752,942	\$33,792,914	-\$17,039,972	-33.7	6
Grocery Stores	4451	\$15,206,604	\$31,450,956	-\$16,244,352	-34.8	5
Specialty Food Stores	4452	\$712,005	\$2,341,958	-\$1,629,953	-53.4	1
Beer, Wine & Liquor Stores	4453	\$834,333	\$0	\$834,333	100.0	0
Health & Personal Care Stores	446,4461	\$5,267,967	\$11,847,752	-\$6,579,785	-38.4	5
Gasoline Stations	447,4471	\$9,378,078	\$12,211,078	-\$2,833,000	-13.1	4
Clothing & Clothing Accessories Stores	448	\$4,222,038	\$0	\$4,222,038	100.0	0
Clothing Stores	4481	\$2,807,991	\$0	\$2,807,991	100.0	0
Shoe Stores	4482	\$598,365	\$0	\$598,365	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$815,682	\$0	\$815,682	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,222,767	\$3,674,724	-\$451,957	-6.6	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,875,121	\$3,350,616	-\$475,495	-7.6	2
Book, Periodical & Music Stores	4512	\$347,646	\$0	\$347,646	100.0	0
General Merchandise Stores	452	\$16,281,556	\$69,887,283	-\$53,605,727	-62.2	4
Department Stores Excluding Leased Depts.	4521	\$11,336,876	\$64,742,061	-\$53,405,185	-70.2	1
Other General Merchandise Stores	4529	\$4,944,680	\$5,145,222	-\$200,542	-2.0	3
Miscellaneous Store Retailers	453	\$3,641,703	\$1,109,749	\$2,531,954	53.3	3
Florists	4531	\$152,995	\$160,255	-\$7,260	-2.3	1
Office Supplies, Stationery & Gift Stores	4532	\$793,239	\$0	\$793,239	100.0	0
Used Merchandise Stores	4533	\$626,513	\$0	\$626,513	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,068,955	\$710,989	\$1,357,966	48.8	2
Nonstore Retailers	454	\$1,376,585	\$48,402	\$1,328,183	93.2	1
Electronic Shopping & Mail-Order Houses	4541	\$1,022,094	\$0	\$1,022,094	100.0	0
Vending Machine Operators	4542	\$83,299	\$0	\$83,299	100.0	0
Direct Selling Establishments	4543	\$271,193	\$48,402	\$222,791	69.7	1
Food Services & Drinking Places	722	\$10,410,961	\$16,217,500	-\$5,806,539	-21.8	21
Special Food Services	7223	\$125,801	\$0	\$125,801	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$376,968	\$0	\$376,968	100.0	0
Restaurants/Other Eating Places	7225	\$9,908,192	\$16,147,147	-\$6,238,955	-23.9	21

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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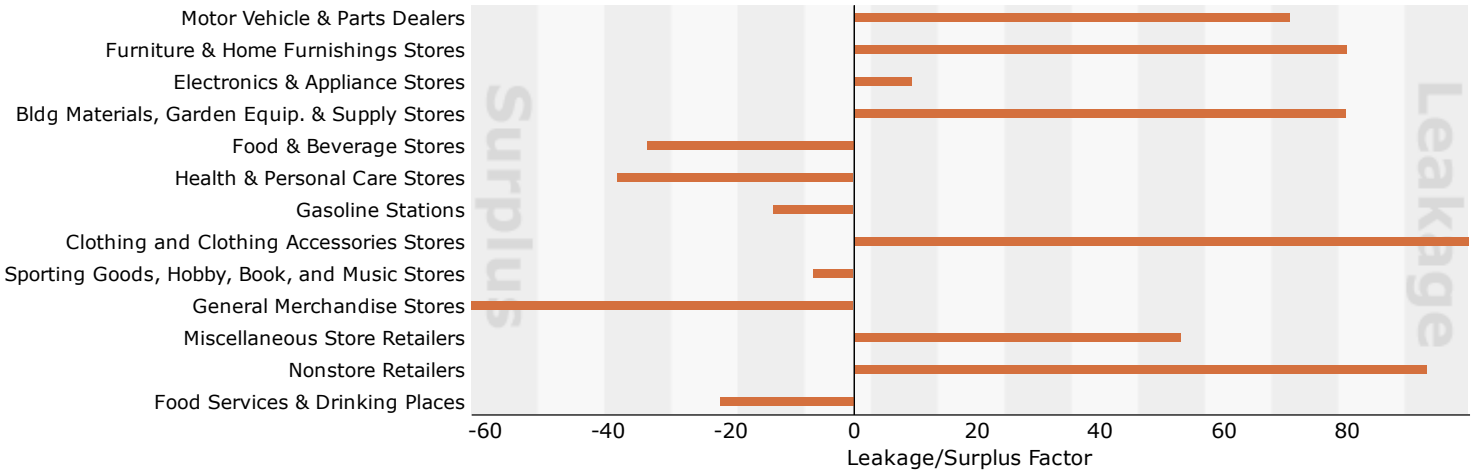


# Retail MarketPlace Profile

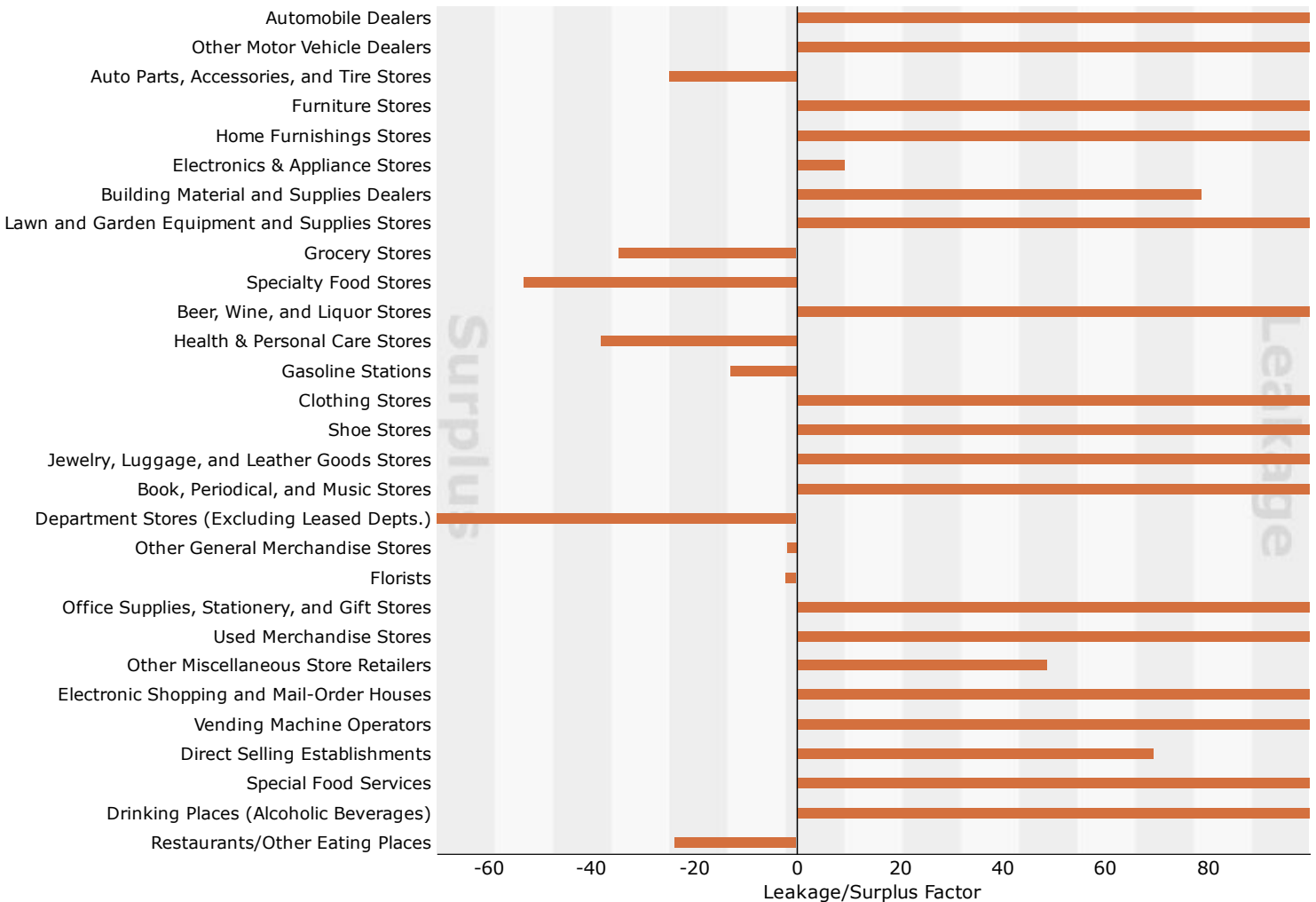
100-180 N Crowley Rd, Crowley, Texas, 76036  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 32.57840  
 Longitude: -97.35323

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

100-180 N Crowley Rd, Crowley, Texas, 76036  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 32.57840  
 Longitude: -97.35323

## Summary Demographics

2018 Population	64,740
2018 Households	21,068
2018 Median Disposable Income	\$57,051
2018 Per Capita Income	\$27,475

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$798,268,371	\$855,073,442	-\$56,805,071	-3.4	319
Total Retail Trade	44-45	\$717,639,724	\$747,704,474	-\$30,064,750	-2.1	211
Total Food & Drink	722	\$80,628,647	\$107,368,968	-\$26,740,321	-14.2	108

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$156,143,102	\$208,864,750	-\$52,721,648	-14.4	29
Automobile Dealers	4411	\$125,683,457	\$176,019,614	-\$50,336,157	-16.7	14
Other Motor Vehicle Dealers	4412	\$16,860,499	\$14,139,882	\$2,720,617	8.8	3
Auto Parts, Accessories & Tire Stores	4413	\$13,599,146	\$18,705,253	-\$5,106,107	-15.8	12
Furniture & Home Furnishings Stores	442	\$25,506,623	\$11,387,316	\$14,119,307	38.3	14
Furniture Stores	4421	\$14,833,387	\$7,695,085	\$7,138,302	31.7	9
Home Furnishings Stores	4422	\$10,673,235	\$3,692,231	\$6,981,004	48.6	5
Electronics & Appliance Stores	443	\$26,361,744	\$28,521,234	-\$2,159,490	-3.9	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$47,567,455	\$18,778,423	\$28,789,032	43.4	13
Bldg Material & Supplies Dealers	4441	\$45,027,558	\$17,714,568	\$27,312,990	43.5	10
Lawn & Garden Equip & Supply Stores	4442	\$2,539,896	\$1,063,855	\$1,476,041	41.0	3
Food & Beverage Stores	445	\$128,422,811	\$90,289,584	\$38,133,227	17.4	21
Grocery Stores	4451	\$116,556,945	\$85,349,797	\$31,207,148	15.5	18
Specialty Food Stores	4452	\$5,455,909	\$4,939,787	\$516,122	5.0	3
Beer, Wine & Liquor Stores	4453	\$6,409,958	\$0	\$6,409,958	100.0	0
Health & Personal Care Stores	446,4461	\$40,136,610	\$39,692,230	\$444,380	0.6	22
Gasoline Stations	447,4471	\$72,221,956	\$68,822,877	\$3,399,079	2.4	13
Clothing & Clothing Accessories Stores	448	\$32,681,896	\$36,958,343	-\$4,276,447	-6.1	28
Clothing Stores	4481	\$21,689,017	\$27,414,459	-\$5,725,442	-11.7	23
Shoe Stores	4482	\$4,666,126	\$1,832,138	\$2,833,988	43.6	2
Jewelry, Luggage & Leather Goods Stores	4483	\$6,326,753	\$7,711,745	-\$1,384,992	-9.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$24,881,858	\$28,777,407	-\$3,895,549	-7.3	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,206,772	\$26,131,643	-\$3,924,871	-8.1	12
Book, Periodical & Music Stores	4512	\$2,675,086	\$2,645,765	\$29,321	0.6	3
General Merchandise Stores	452	\$125,329,891	\$197,314,631	-\$71,984,740	-22.3	16
Department Stores Excluding Leased Depts.	4521	\$87,403,891	\$119,943,903	-\$32,540,012	-15.7	6
Other General Merchandise Stores	4529	\$37,926,000	\$77,370,728	-\$39,444,728	-34.2	10
Miscellaneous Store Retailers	453	\$27,949,657	\$17,947,207	\$10,002,450	21.8	29
Florists	4531	\$1,148,046	\$904,028	\$244,018	11.9	4
Office Supplies, Stationery & Gift Stores	4532	\$6,132,016	\$6,500,733	-\$368,717	-2.9	7
Used Merchandise Stores	4533	\$4,822,048	\$825,248	\$3,996,800	70.8	5
Other Miscellaneous Store Retailers	4539	\$15,847,547	\$9,717,198	\$6,130,349	24.0	13
Nonstore Retailers	454	\$10,436,121	\$350,471	\$10,085,650	93.5	1
Electronic Shopping & Mail-Order Houses	4541	\$7,844,159	\$0	\$7,844,159	100.0	0
Vending Machine Operators	4542	\$638,746	\$0	\$638,746	100.0	0
Direct Selling Establishments	4543	\$1,953,217	\$76,637	\$1,876,580	92.4	1
Food Services & Drinking Places	722	\$80,628,647	\$107,368,968	-\$26,740,321	-14.2	108
Special Food Services	7223	\$970,493	\$560,233	\$410,260	26.8	2
Drinking Places - Alcoholic Beverages	7224	\$2,890,000	\$808,283	\$2,081,717	56.3	3
Restaurants/Other Eating Places	7225	\$76,768,154	\$106,000,452	-\$29,232,298	-16.0	103

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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March 05, 2019

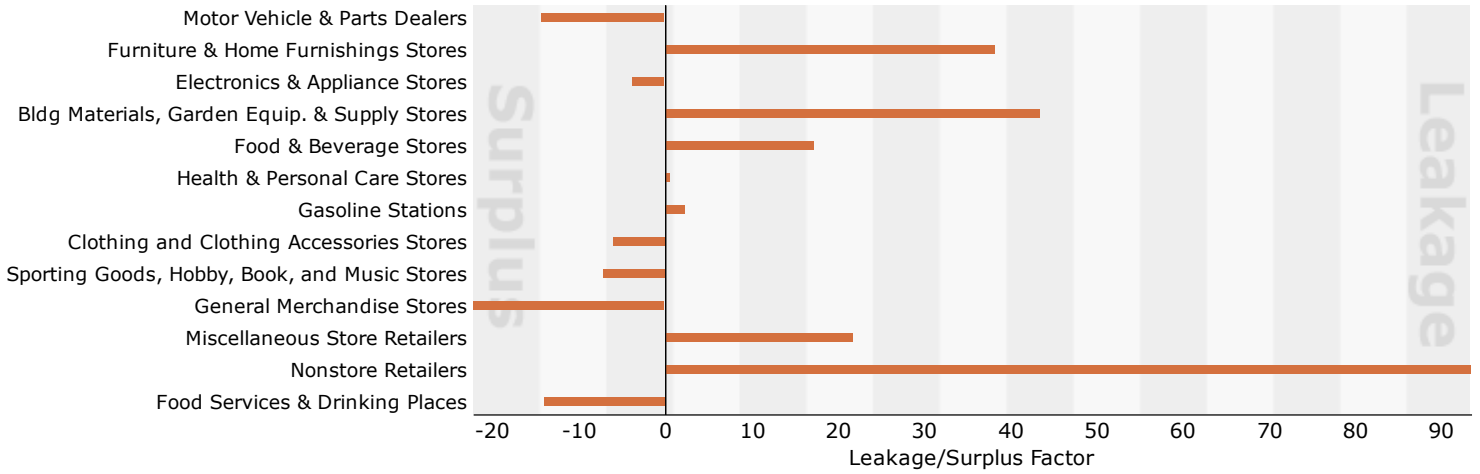


# Retail MarketPlace Profile

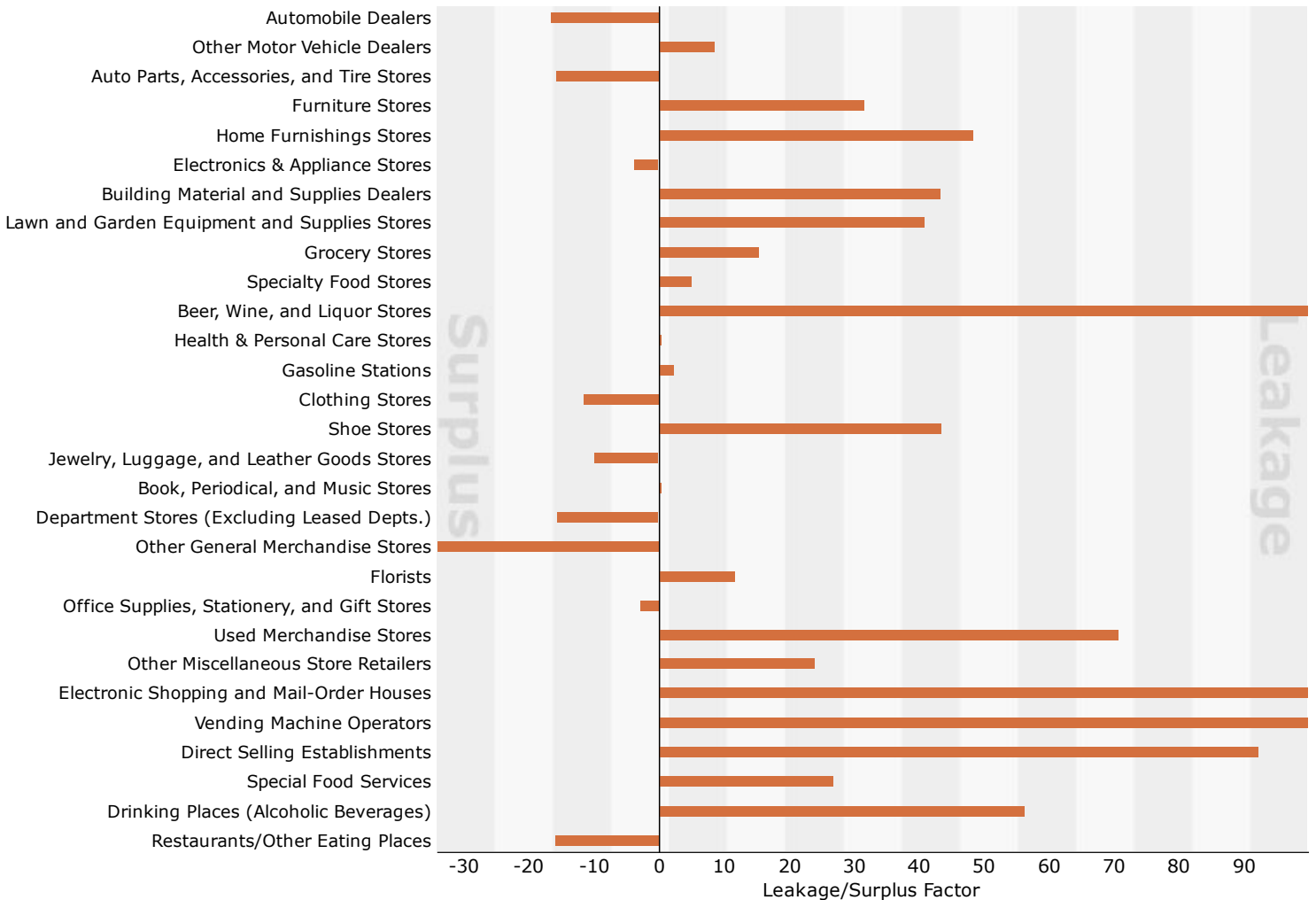
100-180 N Crowley Rd, Crowley, Texas, 76036  
 Ring: 3 mile radius

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

100-180 N Crowley Rd, Crowley, Texas, 76036  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 32.57840  
 Longitude: -97.35323

## Summary Demographics

2018 Population	164,411
2018 Households	54,649
2018 Median Disposable Income	\$55,255
2018 Per Capita Income	\$28,150

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,084,930,429	\$1,804,712,638	\$280,217,791	7.2	665
Total Retail Trade	44-45	\$1,875,244,606	\$1,628,581,181	\$246,663,425	7.0	449
Total Food & Drink	722	\$209,685,823	\$176,131,458	\$33,554,365	8.7	215

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$407,489,909	\$356,602,579	\$50,887,330	6.7	59
Automobile Dealers	4411	\$327,857,177	\$278,325,949	\$49,531,228	8.2	25
Other Motor Vehicle Dealers	4412	\$43,983,417	\$34,475,026	\$9,508,391	12.1	10
Auto Parts, Accessories & Tire Stores	4413	\$35,649,314	\$43,801,604	-\$8,152,290	-10.3	24
Furniture & Home Furnishings Stores	442	\$66,327,093	\$23,362,909	\$42,964,184	47.9	25
Furniture Stores	4421	\$38,507,388	\$12,207,527	\$26,299,861	51.9	14
Home Furnishings Stores	4422	\$27,819,705	\$11,155,382	\$16,664,323	42.8	12
Electronics & Appliance Stores	443	\$68,567,186	\$49,887,711	\$18,679,475	15.8	21
Bldg Materials, Garden Equip. & Supply Stores	444	\$124,403,470	\$84,896,031	\$39,507,439	18.9	37
Bldg Material & Supplies Dealers	4441	\$117,584,774	\$82,333,291	\$35,251,483	17.6	31
Lawn & Garden Equip & Supply Stores	4442	\$6,818,695	\$2,562,740	\$4,255,955	45.4	6
Food & Beverage Stores	445	\$336,260,072	\$289,423,117	\$46,836,955	7.5	50
Grocery Stores	4451	\$305,101,161	\$266,750,948	\$38,350,213	6.7	42
Specialty Food Stores	4452	\$14,276,027	\$21,878,836	-\$7,602,809	-21.0	8
Beer, Wine & Liquor Stores	4453	\$16,882,885	\$793,333	\$16,089,552	91.0	1
Health & Personal Care Stores	446,4461	\$105,921,003	\$85,849,861	\$20,071,142	10.5	44
Gasoline Stations	447,4471	\$187,742,770	\$157,548,712	\$30,194,058	8.7	35
Clothing & Clothing Accessories Stores	448	\$85,404,158	\$47,189,873	\$38,214,285	28.8	47
Clothing Stores	4481	\$56,618,989	\$31,809,561	\$24,809,428	28.1	34
Shoe Stores	4482	\$12,139,763	\$5,818,144	\$6,321,619	35.2	7
Jewelry, Luggage & Leather Goods Stores	4483	\$16,645,406	\$9,562,168	\$7,083,238	27.0	5
Sporting Goods, Hobby, Book & Music Stores	451	\$64,885,207	\$35,028,999	\$29,856,208	29.9	26
Sporting Goods/Hobby/Musical Instr Stores	4511	\$57,918,290	\$32,139,445	\$25,778,845	28.6	21
Book, Periodical & Music Stores	4512	\$6,966,917	\$2,889,553	\$4,077,364	41.4	5
General Merchandise Stores	452	\$327,145,446	\$462,770,956	-\$135,625,510	-17.2	35
Department Stores Excluding Leased Depts.	4521	\$227,948,616	\$344,876,109	-\$116,927,493	-20.4	12
Other General Merchandise Stores	4529	\$99,196,830	\$117,894,847	-\$18,698,017	-8.6	23
Miscellaneous Store Retailers	453	\$73,302,946	\$33,522,766	\$39,780,180	37.2	66
Florists	4531	\$3,094,056	\$1,981,137	\$1,112,919	21.9	11
Office Supplies, Stationery & Gift Stores	4532	\$15,964,412	\$9,835,340	\$6,129,072	23.8	13
Used Merchandise Stores	4533	\$12,559,798	\$3,502,469	\$9,057,329	56.4	14
Other Miscellaneous Store Retailers	4539	\$41,684,679	\$18,203,820	\$23,480,859	39.2	28
Nonstore Retailers	454	\$27,795,348	\$2,497,667	\$25,297,681	83.5	4
Electronic Shopping & Mail-Order Houses	4541	\$20,543,276	\$2,267,510	\$18,275,766	80.1	2
Vending Machine Operators	4542	\$1,670,398	\$0	\$1,670,398	100.0	0
Direct Selling Establishments	4543	\$5,581,673	\$224,009	\$5,357,664	92.3	2
Food Services & Drinking Places	722	\$209,685,823	\$176,131,458	\$33,554,365	8.7	215
Special Food Services	7223	\$2,529,236	\$1,132,355	\$1,396,881	38.1	5
Drinking Places - Alcoholic Beverages	7224	\$7,566,502	\$1,475,084	\$6,091,418	67.4	5
Restaurants/Other Eating Places	7225	\$199,590,086	\$173,524,019	\$26,066,067	7.0	205

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March 05, 2019

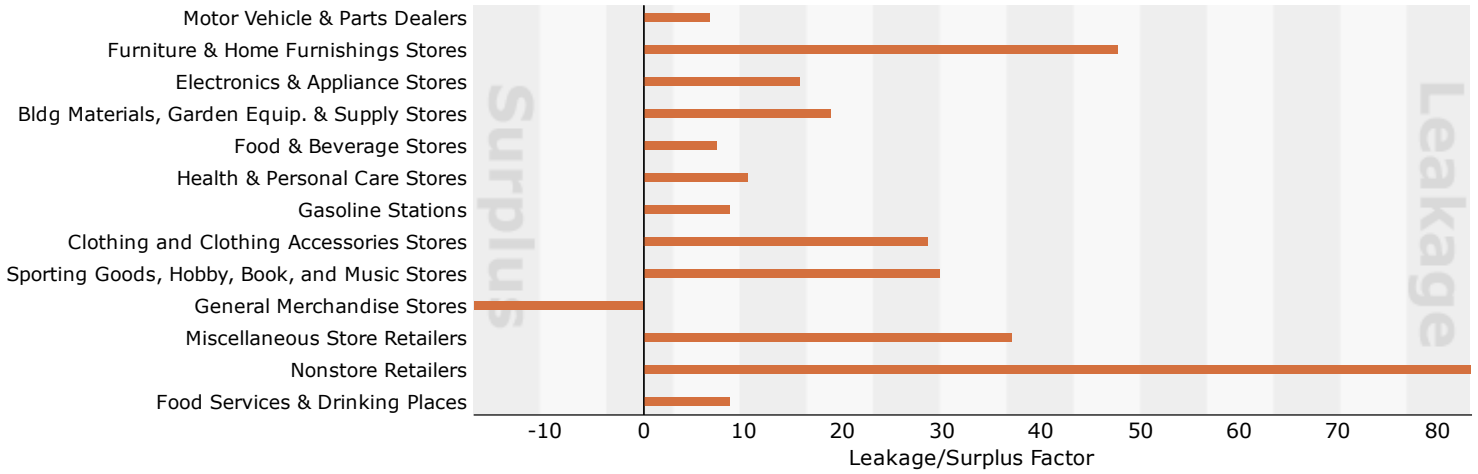


# Retail MarketPlace Profile

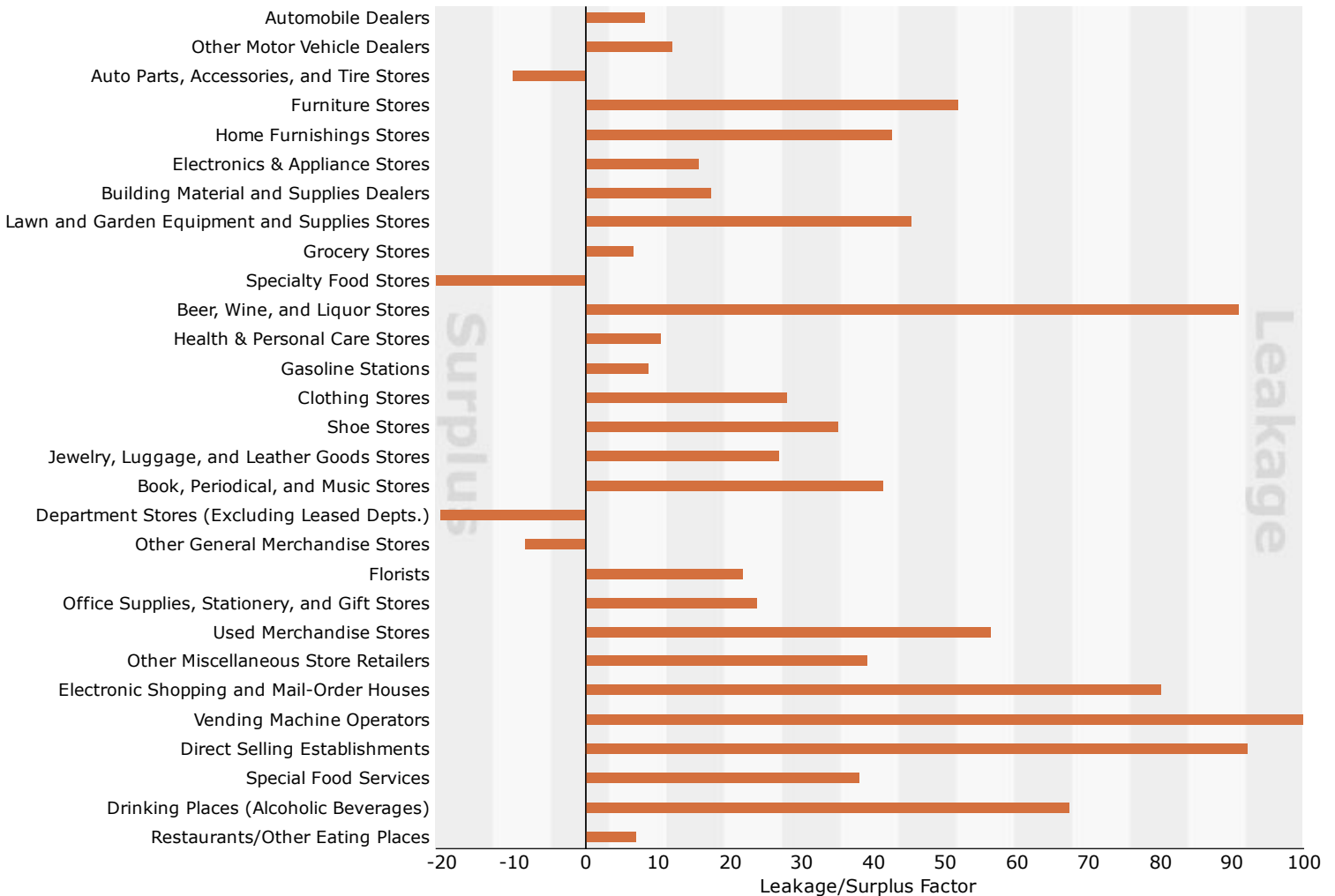
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 Ring: 5 mile radius

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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