Retail Market Potential

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

Prepared by Esri
Latitude: 32.57840
Longitude: -97.35323

Demographic Summary	2018	2023
Population	8,703	9,754
Population 18+	6,282	7,024
Households	3,010	3,339
Median Household Income	$63,734	$71,815

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,170	50.5%	107
Bought any women's clothing in last 12 months	2,769	44.1%	102
Bought clothing for child <13 years in last 6 months	2,131	33.9%	126
Bought any shoes in last 12 months	3,348	53.3%	100
Bought costume jewelry in last 12 months	1,084	17.3%	95
Bought any fine jewelry in last 12 months	1,089	17.3%	97
Bought a watch in last 12 months	925	14.7%	93
Automobiles (Households)			
HH owns/leases any vehicle	2,695	89.5%	105
HH bought/leased new vehicle last 12 mo	344	11.4%	118
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,588	89.0%	104
Bought/changed motor oil in last 12 months	3,290	52.4%	110
Had tune-up in last 12 months	1,654	26.3%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,523	72.0%	103
Drank regular cola in last 6 months	2,935	46.7%	106
Drank beer/ale in last 6 months	2,620	41.7%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	671	10.7%	92
Own digital SLR camera/camcorder	532	8.5%	109
Printed digital photos in last 12 months	1,625	25.9%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,367	37.7%	104
Have a smartphone	5,215	83.0%	104
Have a smartphone: Android phone (any brand)	2,829	45.0%	116
Have a smartphone: Apple iPhone	2,249	35.8%	93
Number of cell phones in household: 1	697	23.2%	75
Number of cell phones in household: 2	1,177	39.1%	102
Number of cell phones in household: 3+	1,068	35.5%	129
HH has cell phone only (no landline telephone)	1,811	60.2%	114
Computers (Households)			
HH owns a computer	2,348	78.0%	105
HH owns desktop computer	1,250	41.5%	108
HH owns laptop/notebook	1,800	59.8%	106
HH owns any Apple/Mac brand computer	504	16.7%	94
HH owns any PC/non-Apple brand computer	2,030	67.4%	107
HH purchased most recent computer in a store	1,230	40.9%	110
HH purchased most recent computer online	378	12.6%	94
Spent <$500 on most recent home computer	502	16.7%	110
Spent $500-$999 on most recent home computer	589	19.6%	111
Spent $1,000-$1,499 on most recent home computer	269	8.9%	94
Spent $1,500-$1,999 on most recent home computer	112	3.7%	81
Spent $2,000+ on most recent home computer	128	4.3%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	4,117	65.5%	105
Bought brewed coffee at convenience store in last 30 days	822	13.1%	97
Bought cigarettes at convenience store in last 30 days	740	11.8%	108
Bought gas at convenience store in last 30 days	2,561	40.8%	111
Spent at convenience store in last 30 days: <$20	351	5.6%	78
Spent at convenience store in last 30 days: $20-$39	674	10.7%	112
Spent at convenience store in last 30 days: $40-$50	539	8.6%	104
Spent at convenience store in last 30 days: $51-$99	338	5.4%	96
Spent at convenience store in last 30 days: $100+	1,557	24.8%	112
Entertainment (Adults)			
Attended a movie in last 6 months	4,079	64.9%	109
Went to live theater in last 12 months	644	10.3%	88
Went to a bar/night club in last 12 months	1,053	16.8%	96
Dined out in last 12 months	3,240	51.6%	101
Gambled at a casino in last 12 months	821	13.1%	101
Visited a theme park in last 12 months	1,306	20.8%	110
Viewed movie (video-on-demand) in last 30 days	1,176	18.7%	103
Viewed TV show (video-on-demand) in last 30 days	830	13.2%	95
Watched any pay-per-view TV in last 12 months	763	12.1%	110
Downloaded a movie over the Internet in last 30 days	696	11.1%	122
Downloaded any individual song in last 6 months	1,437	22.9%	113
Watched a movie online in the last 30 days	1,641	26.1%	109
Watched a TV program online in last 30 days	1,180	18.8%	105
Played a video/electronic game (console) in last 12 months	697	11.1%	121
Played a video/electronic game (portable) in last 12 months	366	5.8%	112
Financial (Adults)			
Have home mortgage (1st)	2,262	36.0%	114
Used ATM/cash machine in last 12 months	3,606	57.4%	108
Own any stock	340	5.4%	75
Own U.S. savings bond	219	3.5%	72
Own shares in mutual fund (stock)	299	4.8%	69
Own shares in mutual fund (bonds)	237	3.8%	79
Have interest checking account	1,772	28.2%	96
Have non-interest checking account	1,874	29.8%	101
Have savings account	3,859	61.4%	105
Have 401K retirement savings plan	1,085	17.3%	111
Own/used any credit/debit card in last 12 months	5,098	81.2%	102
Avg monthly credit card expenditures: <$111	855	13.6%	113
Avg monthly credit card expenditures: $111-$225	533	8.5%	118
Avg monthly credit card expenditures: $226-$450	454	7.2%	107
Avg monthly credit card expenditures: $451-$700	342	5.4%	88
Avg monthly credit card expenditures: $701-$1,000	294	4.7%	80
Avg monthly credit card expenditures: $1,001+	558	8.9%	81
Did banking online in last 12 months	2,816	44.8%	114
Did banking on mobile device in last 12 months	1,760	28.0%	119
Paid bills online in last 12 months	3,470	55.2%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,230	74.1%	108
Used bread in last 6 months	2,846	94.6%	101
Used chicken (fresh or frozen) in last 6 months	2,192	72.8%	106
Used turkey (fresh or frozen) in last 6 months	483	16.0%	105
Used fish/seafood (fresh or frozen) in last 6 months	1,655	55.0%	100
Used fresh fruit/vegetables in last 6 months	2,653	88.1%	101
Used fresh milk in last 6 months	2,641	87.7%	102
Used organic food in last 6 months	617	20.5%	87
Health (Adults)			
Exercise at home 2+ times per week	1,900	30.2%	108
Exercise at club 2+ times per week	838	13.3%	92
Visited a doctor in last 12 months	4,631	73.7%	96
Used vitamin/dietary supplement in last 6 months	3,228	51.4%	95
Home (Households)			
Any home improvement in last 12 months	1,004	33.4%	120
Used housekeeper/maid/professional HH cleaning service in last 12	381	12.7%	91
Purchased low ticket HH furnishings in last 12 months	554	18.4%	110
Purchased big ticket HH furnishings in last 12 months	734	24.4%	111
Bought any small kitchen appliance in last 12 months	696	23.1%	103
Bought any large kitchen appliance in last 12 months	501	16.6%	118
Insurance (Adults/Households)			
Currently carry life insurance	2,960	47.1%	106
Carry medical/hospital/accident insurance	4,717	75.1%	100
Carry homeowner insurance	3,086	49.1%	104
Carry renter's insurance	581	9.2%	107
Have auto insurance: 1 vehicle in household covered	858	28.5%	93
Have auto insurance: 2 vehicles in household covered	1,057	35.1%	122
Have auto insurance: 3+ vehicles in household covered	695	23.1%	101
Pets (Households)			
Household owns any pet	1,804	59.9%	110
Household owns any cat	676	22.5%	98
Household owns any dog	1,461	48.5%	116
Psychographics (Adults)			
Buying American is important to me	2,627	41.8%	103
Usually buy items on credit rather than wait	794	12.6%	97
Usually buy based on quality - not price	1,100	17.5%	91
Price is usually more important than brand name	1,943	30.9%	111
Usually use coupons for brands I buy often	1,026	16.3%	91
Am interested in how to help the environment	1,069	17.0%	93
Usually pay more for environ safe product	793	12.6%	89
Usually value green products over convenience	697	11.1%	98
Likely to buy a brand that supports a charity	2,122	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	765	12.2%	91
Bought hardcover book in last 12 months	1,187	18.9%	95
Bought paperback book in last 12 month	1,829	29.1%	100
Read any daily newspaper (paper version)	955	15.2%	74
Read any digital newspaper in last 30 days	2,354	37.5%	100
Read any magazine (paper/electronic version) in last 6 months	5,817	92.6%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,994	79.5%	105
Went to family restaurant/steak house: 4+ times a month	1,776	28.3%	105
Went to fast food/drive-in restaurant in last 6 months	5,846	93.1%	103
Went to fast food/drive-in restaurant 9+ times/mo	2,880	45.8%	116
Fast food/drive-in last 6 months: eat in	2,407	38.3%	104
Fast food/drive-in last 6 months: home delivery	648	10.3%	123
Fast food/drive-in last 6 months: take-out/drive-thru	3,546	56.4%	120
Fast food/drive-in last 6 months: take-out/walk-in	1,415	22.5%	107
Television & Electronics (Adults/Households)			
Own any tablet	3,091	49.2%	108
Own any e-reader	437	7.0%	94
Own e-reader/tablet: iPad	1,676	26.7%	100
HH has Internet connectable TV	983	32.7%	126
Own any portable MP3 player	1,506	24.0%	111
HH owns 1 TV	476	15.8%	75
HH owns 2 TVs	880	29.2%	108
HH owns 3 TVs	647	21.5%	102
HH owns 4+ TVs	675	22.4%	126
HH subscribes to cable TV	1,261	41.9%	94
HH subscribes to fiber optic	227	7.5%	95
HH owns portable GPS navigation device	775	25.7%	104
HH purchased video game system in last 12 mos	280	9.3%	109
HH owns any Internet video device for TV	779	25.9%	127
Travel (Adults)			
Domestic travel in last 12 months	3,239	51.6%	99
Took 3+ domestic non-business trips in last 12 months	642	10.2%	86
Spent on domestic vacations in last 12 months: <$1,000	684	10.9%	101
Spent on domestic vacations in last 12 months: $1,000-$1,499	336	5.3%	89
Spent on domestic vacations in last 12 months: $1,500-$1,999	294	4.7%	119
Spent on domestic vacations in last 12 months: $2,000-$2,999	205	3.3%	85
Spent on domestic vacations in last 12 months: $3,000+	330	5.3%	84
Domestic travel in the 12 months: used general travel website	361	5.7%	83
Foreign travel in last 3 years	1,555	24.8%	93
Took 3+ foreign trips by plane in last 3 years	175	2.8%	58
Spent on foreign vacations in last 12 months: <$1,000	318	5.1%	108
Spent on foreign vacations in last 12 months: $1,000-$2,999	212	3.4%	90
Spent on foreign vacations in last 12 months: $3,000+	224	3.6%	60
Foreign travel in last 3 years: used general travel website	346	5.5%	91
Nights spent in hotel/motel in last 12 months: any	2,765	44.0%	101
Took cruise of more than one day in last 3 years	472	7.5%	88
Member of any frequent flyer program	987	15.7%	90
Member of any hotel rewards program	888	14.1%	84

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Retail Market Potential

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

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Demographic Summary	2018	2023
Population	64,740	73,661
Population 18+	46,133	52,251
Households	21,068	23,767
Median Household Income	$71,489	$78,678

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	23,527	51.0%	108
Bought any women's clothing in last 12 months	20,481	44.4%	103
Bought clothing for child <13 years in last 6 months	16,025	34.7%	129
Bought any shoes in last 12 months	25,464	55.2%	103
Bought costume jewelry in last 12 months	8,046	17.4%	96
Bought any fine jewelry in last 12 months	8,191	17.8%	99
Bought a watch in last 12 months	7,066	15.3%	97
Automobiles (Households)			
HH owns/leases any vehicle	19,124	90.8%	106
HH bought/leased new vehicle last 12 mo	2,549	12.1%	125
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	41,919	90.9%	106
Bought/changed motor oil in last 12 months	23,908	51.8%	109
Had tune-up in last 12 months	12,207	26.5%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	33,448	72.5%	104
Drank regular cola in last 6 months	20,569	44.6%	101
Drank beer/ale in last 6 months	19,304	41.8%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,294	11.5%	98
Own digital SLR camera/camcorder	4,036	8.7%	112
Printed digital photos in last 12 months	12,833	27.8%	120
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	16,597	36.0%	100
Have a smartphone	39,988	86.7%	109
Have a smartphone: Android phone (any brand)	21,025	45.6%	117
Have a smartphone: Apple iPhone	18,043	39.1%	102
Number of cell phones in household: 1	4,527	21.5%	70
Number of cell phones in household: 2	8,333	39.6%	103
Number of cell phones in household: 3+	7,846	37.2%	135
HH has cell phone only (no landline telephone)	12,586	59.7%	114
Computers (Households)			
HH owns a computer	16,831	79.9%	107
HH owns desktop computer	8,847	42.0%	110
HH owns laptop/notebook	13,144	62.4%	110
HH owns any Apple/Mac brand computer	3,761	17.9%	101
HH owns any PC/non-Apple brand computer	14,477	68.7%	109
HH purchased most recent computer in a store	8,542	40.5%	110
HH purchased most recent computer online	2,811	13.3%	99
Spent <$500 on most recent home computer	3,380	16.0%	106
Spent $500-$999 on most recent home computer	4,163	19.8%	112
Spent $1,000-$1,499 on most recent home computer	1,990	9.4%	99
Spent $1,500-$1,999 on most recent home computer	786	3.7%	81
Spent $2,000+ on most recent home computer	961	4.6%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	30,010	65.1%	104
Bought brewed coffee at convenience store in last 30 days	6,057	13.1%	97
Bought cigarettes at convenience store in last 30 days	4,961	10.8%	98
Bought gas at convenience store in last 30 days	19,157	41.5%	113
Spent at convenience store in last 30 days: <$20	2,700	5.9%	81
Spent at convenience store in last 30 days: $20-$39	4,410	9.6%	100
Spent at convenience store in last 30 days: $40-$50	3,621	7.8%	95
Spent at convenience store in last 30 days: $51-$99	2,519	5.5%	98
Spent at convenience store in last 30 days: $100+	11,787	25.6%	115
Entertainment (Adults)			
Attended a movie in last 6 months	30,649	66.4%	112
Went to live theater in last 12 months	4,991	10.8%	93
Went to a bar/night club in last 12 months	7,633	16.5%	95
Dined out in last 12 months	24,888	53.9%	106
Gambled at a casino in last 12 months	6,057	13.1%	101
Visited a theme park in last 12 months	10,145	22.0%	116
Viewed movie (video-on-demand) in last 30 days	9,158	19.9%	109
Viewed TV show (video-on-demand) in last 30 days	6,486	14.1%	101
Watched any pay-per-view TV in last 12 months	5,693	12.3%	112
Downloaded a movie over the Internet in last 30 days	5,061	11.0%	121
Downloaded any individual song in last 6 months	10,765	23.3%	116
Watched a movie online in the last 30 days	12,192	26.4%	110
Watched a TV program online in last 30 days	9,290	20.1%	112
Played a video/electronic game (console) in last 12 months	4,573	9.9%	109
Played a video/electronic game (portable) in last 12 months	2,491	5.4%	104
Financial (Adults)			
Have home mortgage (1st)	18,451	40.0%	126
Used ATM/cash machine in last 12 months	26,974	58.5%	110
Own any stock	2,586	5.6%	77
Own U.S. savings bond	1,838	4.0%	83
Own shares in mutual fund (stock)	2,521	5.5%	79
Own shares in mutual fund (bonds)	1,969	4.3%	89
Have interest checking account	13,466	29.2%	99
Have non-interest checking account	14,103	30.6%	104
Have savings account	28,847	62.5%	107
Have 401K retirement savings plan	8,775	19.0%	123
Own/used any credit/debit card in last 12 months	37,917	82.2%	103
Avg monthly credit card expenditures: <$111	6,496	14.1%	117
Avg monthly credit card expenditures: $111-$225	3,812	8.3%	115
Avg monthly credit card expenditures: $226-$450	3,146	6.8%	101
Avg monthly credit card expenditures: $451-$700	2,689	5.8%	94
Avg monthly credit card expenditures: $701-$1,000	2,472	5.4%	92
Avg monthly credit card expenditures: $1,001+	4,633	10.0%	92
Did banking online in last 12 months	21,387	46.4%	118
Did banking on mobile device in last 12 months	13,628	29.5%	126
Paid bills online in last 12 months	26,251	56.9%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	15,442	73.3%	107
Used bread in last 6 months	19,957	94.7%	101
Used chicken (fresh or frozen) in last 6 months	15,389	73.0%	106
Used turkey (fresh or frozen) in last 6 months	3,282	15.6%	102
Used fish/seafood (fresh or frozen) in last 6 months	11,640	55.2%	101
Used fresh fruit/vegetables in last 6 months	18,603	88.3%	101
Used fresh milk in last 6 months	18,690	88.7%	103
Used organic food in last 6 months	4,668	22.2%	94
Health (Adults)			
Exercise at home 2+ times per week	14,021	30.4%	109
Exercise at club 2+ times per week	6,779	14.7%	102
Visited a doctor in last 12 months	34,336	74.4%	97
Used vitamin/dietary supplement in last 6 months	23,953	51.9%	96
Home (Households)			
Any home improvement in last 12 months	6,963	33.1%	119
Used housekeeper/maid/professional HH cleaning service in last 12	2,975	14.1%	101
Purchased low ticket HH furnishings in last 12 months	3,785	18.0%	107
Purchased big ticket HH furnishings in last 12 months	5,262	25.0%	114
Bought any small kitchen appliance in last 12 months	4,896	23.2%	104
Bought any large kitchen appliance in last 12 months	3,506	16.6%	118
Insurance (Adults/Households)			
Currently carry life insurance	22,933	49.7%	112
Carry medical/hospital/accident insurance	34,812	75.5%	101
Carry homeowner insurance	24,020	52.1%	110
Carry renter's insurance	4,084	8.9%	103
Have auto insurance: 1 vehicle in household covered	5,604	26.6%	87
Have auto insurance: 2 vehicles in household covered	7,534	35.8%	124
Have auto insurance: 3+ vehicles in household covered	5,425	25.7%	113
Pets (Households)			
Household owns any pet	12,662	60.1%	110
Household owns any cat	4,654	22.1%	96
Household owns any dog	10,401	49.4%	118
Psychographics (Adults)			
Buying American is important to me	19,127	41.5%	102
Usually buy items on credit rather than wait	5,946	12.9%	98
Usually buy based on quality - not price	8,199	17.8%	92
Price is usually more important than brand name	14,154	30.7%	110
Usually use coupons for brands I buy often	7,776	16.9%	94
Am interested in how to help the environment	7,611	16.5%	90
Usually pay more for environ safe product	6,149	13.3%	94
Usually value green products over convenience	5,268	11.4%	101
Likely to buy a brand that supports a charity	15,539	33.7%	97
Reading (Adults)			
Bought digital book in last 12 months	6,090	13.2%	99
Bought hardcover book in last 12 months	9,146	19.8%	100
Bought paperback book in last 12 month	13,868	30.1%	104
Read any daily newspaper (paper version)	6,543	14.2%	69
Read any digital newspaper in last 30 days	18,088	39.2%	104
Read any magazine (paper/electronic version) in last 6 months	42,522	92.2%	102

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

March 05, 2019

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

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	36,857	79.9%	106
Went to family restaurant/steak house: 4+ times a month	13,319	28.9%	107
Went to fast food/drive-in restaurant in last 6 months	42,820	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	20,988	45.5%	115
Fast food/drive-in last 6 months: eat in	17,590	38.1%	104
Fast food/drive-in last 6 months: home delivery	4,663	10.1%	120
Fast food/drive-in last 6 months: take-out/drive-thru	26,010	56.4%	119
Fast food/drive-in last 6 months: take-out/walk-in	10,129	22.0%	104
Television & Electronics (Adults/Households)			
Own any tablet	24,081	52.2%	114
Own any e-reader	3,730	8.1%	109
Own e-reader/tablet: iPad	13,991	30.3%	114
HH has Internet connectable TV	6,947	33.0%	128
Own any portable MP3 player	11,099	24.1%	112
HH owns 1 TV	3,077	14.6%	70
HH owns 2 TVs	5,943	28.2%	105
HH owns 3 TVs	4,708	22.3%	106
HH owns 4+ TVs	4,973	23.6%	133
HH subscribes to cable TV	8,704	41.3%	93
HH subscribes to fiber optic	1,471	7.0%	88
HH owns portable GPS navigation device	5,454	25.9%	104
HH purchased video game system in last 12 mos	1,934	9.2%	108
HH owns any Internet video device for TV	5,596	26.6%	130
Travel (Adults)			
Domestic travel in last 12 months	25,258	54.8%	105
Took 3+ domestic non-business trips in last 12 months	5,100	11.1%	93
Spent on domestic vacations in last 12 months: <$1,000	4,988	10.8%	100
Spent on domestic vacations in last 12 months: $1,000-$1,499	2,937	6.4%	106
Spent on domestic vacations in last 12 months: $1,500-$1,999	2,294	5.0%	126
Spent on domestic vacations in last 12 months: $2,000-$2,999	1,674	3.6%	95
Spent on domestic vacations in last 12 months: $3,000+	2,846	6.2%	98
Domestic travel in the 12 months: used general travel website	2,920	6.3%	91
Foreign travel in last 3 years	12,276	26.6%	100
Took 3+ foreign trips by plane in last 3 years	1,680	3.6%	76
Spent on foreign vacations in last 12 months: <$1,000	2,495	5.4%	116
Spent on foreign vacations in last 12 months: $1,000-$2,999	1,757	3.8%	101
Spent on foreign vacations in last 12 months: $3,000+	1,958	4.2%	72
Foreign travel in last 3 years: used general travel website	2,629	5.7%	94
Nights spent in hotel/motel in last 12 months: any	21,776	47.2%	108
Took cruise of more than one day in last 3 years	4,118	8.9%	104
Member of any frequent flyer program	8,162	17.7%	102
Member of any hotel rewards program	7,832	17.0%	101

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March 05, 2019

Retail Market Potential

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

Prepared by Esri
Latitude: 32.57840
Longitude: -97.35323

Demographic Summary	2018	2023
Population	164,411	184,213
Population 18+	117,566	131,502
Households	54,649	60,775
Median Household Income	$67,963	$76,021

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	57,912	49.3%	104
Bought any women's clothing in last 12 months	52,279	44.5%	103
Bought clothing for child <13 years in last 6 months	38,481	32.7%	122
Bought any shoes in last 12 months	64,137	54.6%	102
Bought costume jewelry in last 12 months	21,449	18.2%	100
Bought any fine jewelry in last 12 months	21,157	18.0%	101
Bought a watch in last 12 months	18,644	15.9%	100
Automobiles (Households)			
HH owns/leases any vehicle	49,060	89.8%	105
HH bought/leased new vehicle last 12 mo	6,043	11.1%	114
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	105,329	89.6%	105
Bought/changed motor oil in last 12 months	59,133	50.3%	105
Had tune-up in last 12 months	31,418	26.7%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	84,894	72.2%	104
Drank regular cola in last 6 months	53,564	45.6%	103
Drank beer/ale in last 6 months	49,546	42.1%	100
Cameras (Adults)			
Own digital point & shoot camera/camcorder	13,490	11.5%	98
Own digital SLR camera/camcorder	9,900	8.4%	108
Printed digital photos in last 12 months	30,920	26.3%	113
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	43,203	36.7%	102
Have a smartphone	99,674	84.8%	106
Have a smartphone: Android phone (any brand)	52,307	44.5%	115
Have a smartphone: Apple iPhone	44,580	37.9%	99
Number of cell phones in household: 1	12,573	23.0%	75
Number of cell phones in household: 2	21,128	38.7%	101
Number of cell phones in household: 3+	19,814	36.3%	132
HH has cell phone only (no landline telephone)	31,466	57.6%	110
Computers (Households)			
HH owns a computer	42,639	78.0%	105
HH owns desktop computer	22,529	41.2%	108
HH owns laptop/notebook	32,969	60.3%	107
HH owns any Apple/Mac brand computer	9,360	17.1%	97
HH owns any PC/non-Apple brand computer	36,826	67.4%	107
HH purchased most recent computer in a store	21,400	39.2%	106
HH purchased most recent computer online	7,262	13.3%	99
Spent <$500 on most recent home computer	8,602	15.7%	104
Spent $500-$999 on most recent home computer	10,391	19.0%	108
Spent $1,000-$1,499 on most recent home computer	5,154	9.4%	99
Spent $1,500-$1,999 on most recent home computer	2,110	3.9%	84
Spent $2,000+ on most recent home computer	2,293	4.2%	103

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Retail Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	76,177	64.8%	104
Bought brewed coffee at convenience store in last 30 days	15,658	13.3%	99
Bought cigarettes at convenience store in last 30 days	12,876	11.0%	100
Bought gas at convenience store in last 30 days	47,781	40.6%	110
Spent at convenience store in last 30 days: <$20	7,877	6.7%	93
Spent at convenience store in last 30 days: $20-$39	11,146	9.5%	99
Spent at convenience store in last 30 days: $40-$50	9,748	8.3%	100
Spent at convenience store in last 30 days: $51-$99	6,482	5.5%	99
Spent at convenience store in last 30 days: $100+	28,916	24.6%	111
Entertainment (Adults)			
Attended a movie in last 6 months	75,303	64.1%	108
Went to live theater in last 12 months	12,516	10.6%	92
Went to a bar/night club in last 12 months	19,756	16.8%	96
Dined out in last 12 months	61,749	52.5%	103
Gambled at a casino in last 12 months	15,507	13.2%	102
Visited a theme park in last 12 months	25,378	21.6%	114
Viewed movie (video-on-demand) in last 30 days	23,173	19.7%	108
Viewed TV show (video-on-demand) in last 30 days	16,964	14.4%	103
Watched any pay-per-view TV in last 12 months	14,442	12.3%	112
Downloaded a movie over the Internet in last 30 days	11,926	10.1%	112
Downloaded any individual song in last 6 months	26,424	22.5%	111
Watched a movie online in the last 30 days	29,670	25.2%	105
Watched a TV program online in last 30 days	22,738	19.3%	108
Played a video/electronic game (console) in last 12 months	11,154	9.5%	104
Played a video/electronic game (portable) in last 12 months	6,191	5.3%	101
Financial (Adults)			
Have home mortgage (1st)	44,589	37.9%	120
Used ATM/cash machine in last 12 months	66,995	57.0%	107
Own any stock	7,377	6.3%	87
Own U.S. savings bond	5,231	4.4%	92
Own shares in mutual fund (stock)	7,211	6.1%	89
Own shares in mutual fund (bonds)	5,490	4.7%	98
Have interest checking account	33,991	28.9%	98
Have non-interest checking account	35,576	30.3%	103
Have savings account	71,883	61.1%	105
Have 401K retirement savings plan	21,274	18.1%	117
Own/used any credit/debit card in last 12 months	95,764	81.5%	102
Avg monthly credit card expenditures: <$111	15,915	13.5%	113
Avg monthly credit card expenditures: $111-$225	8,953	7.6%	106
Avg monthly credit card expenditures: $226-$450	7,942	6.8%	100
Avg monthly credit card expenditures: $451-$700	6,941	5.9%	95
Avg monthly credit card expenditures: $701-$1,000	6,519	5.5%	95
Avg monthly credit card expenditures: $1,001+	11,759	10.0%	91
Did banking online in last 12 months	51,805	44.1%	112
Did banking on mobile device in last 12 months	32,663	27.8%	118
Paid bills online in last 12 months	64,198	54.6%	111

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March 05, 2019

Retail Market Potential

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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	39,669	72.6%	106
Used bread in last 6 months	51,648	94.5%	101
Used chicken (fresh or frozen) in last 6 months	39,497	72.3%	105
Used turkey (fresh or frozen) in last 6 months	8,493	15.5%	101
Used fish/seafood (fresh or frozen) in last 6 months	30,125	55.1%	101
Used fresh fruit/vegetables in last 6 months	48,116	88.0%	101
Used fresh milk in last 6 months	48,180	88.2%	102
Used organic food in last 6 months	12,266	22.4%	95
Health (Adults)			
Exercise at home 2+ times per week	35,106	29.9%	107
Exercise at club 2+ times per week	17,506	14.9%	103
Visited a doctor in last 12 months	88,490	75.3%	98
Used vitamin/dietary supplement in last 6 months	62,145	52.9%	98
Home (Households)			
Any home improvement in last 12 months	17,064	31.2%	112
Used housekeeper/maid/professional HH cleaning service in last 12	7,640	14.0%	100
Purchased low ticket HH furnishings in last 12 months	9,447	17.3%	103
Purchased big ticket HH furnishings in last 12 months	12,881	23.6%	107
Bought any small kitchen appliance in last 12 months	12,436	22.8%	101
Bought any large kitchen appliance in last 12 months	8,545	15.6%	111
Insurance (Adults/Households)			
Currently carry life insurance	56,600	48.1%	108
Carry medical/hospital/accident insurance	88,392	75.2%	101
Carry homeowner insurance	59,477	50.6%	107
Carry renter's insurance	10,283	8.7%	102
Have auto insurance: 1 vehicle in household covered	14,879	27.2%	89
Have auto insurance: 2 vehicles in household covered	18,307	33.5%	116
Have auto insurance: 3+ vehicles in household covered	14,062	25.7%	113
Pets (Households)			
Household owns any pet	32,252	59.0%	108
Household owns any cat	12,023	22.0%	96
Household owns any dog	26,163	47.9%	115
Psychographics (Adults)			
Buying American is important to me	47,903	40.7%	100
Usually buy items on credit rather than wait	15,338	13.0%	100
Usually buy based on quality - not price	20,896	17.8%	92
Price is usually more important than brand name	34,942	29.7%	107
Usually use coupons for brands I buy often	20,026	17.0%	95
Am interested in how to help the environment	20,618	17.5%	96
Usually pay more for environ safe product	15,458	13.1%	92
Usually value green products over convenience	12,993	11.1%	98
Likely to buy a brand that supports a charity	40,727	34.6%	100
Reading (Adults)			
Bought digital book in last 12 months	15,810	13.4%	101
Bought hardcover book in last 12 months	23,380	19.9%	100
Bought paperback book in last 12 month	34,866	29.7%	102
Read any daily newspaper (paper version)	18,242	15.5%	75
Read any digital newspaper in last 30 days	44,962	38.2%	102
Read any magazine (paper/electronic version) in last 6 months	107,577	91.5%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	92,792	78.9%	105
Went to family restaurant/steak house: 4+ times a month	34,171	29.1%	108
Went to fast food/drive-in restaurant in last 6 months	108,607	92.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	51,780	44.0%	111
Fast food/drive-in last 6 months: eat in	45,381	38.6%	105
Fast food/drive-in last 6 months: home delivery	11,041	9.4%	112
Fast food/drive-in last 6 months: take-out/drive-thru	62,818	53.4%	113
Fast food/drive-in last 6 months: take-out/walk-in	25,310	21.5%	102
Television & Electronics (Adults/Households)			
Own any tablet	59,201	50.4%	110
Own any e-reader	9,032	7.7%	104
Own e-reader/tablet: iPad	33,768	28.7%	108
HH has Internet connectable TV	16,646	30.5%	118
Own any portable MP3 player	27,523	23.4%	109
HH owns 1 TV	8,950	16.4%	78
HH owns 2 TVs	14,904	27.3%	101
HH owns 3 TVs	12,068	22.1%	105
HH owns 4+ TVs	12,343	22.6%	127
HH subscribes to cable TV	23,376	42.8%	96
HH subscribes to fiber optic	4,050	7.4%	93
HH owns portable GPS navigation device	13,942	25.5%	103
HH purchased video game system in last 12 mos	4,898	9.0%	105
HH owns any Internet video device for TV	13,527	24.8%	121
Travel (Adults)			
Domestic travel in last 12 months	63,481	54.0%	104
Took 3+ domestic non-business trips in last 12 months	12,924	11.0%	92
Spent on domestic vacations in last 12 months: <$1,000	12,783	10.9%	101
Spent on domestic vacations in last 12 months: $1,000-$1,499	6,966	5.9%	99
Spent on domestic vacations in last 12 months: $1,500-$1,999	5,255	4.5%	113
Spent on domestic vacations in last 12 months: $2,000-$2,999	4,450	3.8%	99
Spent on domestic vacations in last 12 months: $3,000+	7,353	6.3%	100
Domestic travel in the 12 months: used general travel website	7,876	6.7%	97
Foreign travel in last 3 years	31,084	26.4%	100
Took 3+ foreign trips by plane in last 3 years	4,681	4.0%	83
Spent on foreign vacations in last 12 months: <$1,000	5,702	4.9%	104
Spent on foreign vacations in last 12 months: $1,000-$2,999	4,306	3.7%	97
Spent on foreign vacations in last 12 months: $3,000+	5,848	5.0%	84
Foreign travel in last 3 years: used general travel website	6,684	5.7%	94
Nights spent in hotel/motel in last 12 months: any	54,522	46.4%	106
Took cruise of more than one day in last 3 years	10,733	9.1%	107
Member of any frequent flyer program	20,765	17.7%	101
Member of any hotel rewards program	20,444	17.4%	104

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